

ROTHKO CHAPEL

DESIGN DOCUMENT

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Visual Interface &
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PROPOSAL



PROPOSAL

ABOUT

The Rothko Chapel is a non-denominational chapel in Houston, Texas, founded by art dealers and philanthropists, John and Dominique de Menil. It houses important works of Modern art by Mark Rothko and Barnett Newman. It serves as a place for interdisciplinary religious events, and as a meditative and contemplative space for spiritual retreat.

The website serves as a way to inform people of coming events at the chapel. It serves as visitor information, provides history of the site, and information on the de Menil art collection. It also is key to the collection of donations, access to the Board of Directors, set-up for volunteering, and provides other key information.

KEY STAKEHOLDERS

Rothko Chapel is on the Registry of Historical Places and relies on a trust, individual donations, and tourism. Therefore its key stakeholders are:

- Board of Directors
- Officials of Houston's local government, and both state and county tourism bureaus
- Religious leaders that act as advisors
- Staff and volunteers
- Rothko Foundation and Barnett Newman Foundation members
- Chapel hosts and local tourist guides

PRIMARY TARGET AUDIENCE

Rothko Chapel appeals to tourists that want to explore Houston, Texas. Art aficionados/students who want to experience foundational Modernist painting and sculpture, and want to experience pieces from the de Menil collection. Religious leaders, advocacy groups, and people who are active in social change.

SECONDARY TARGET AUDIENCE

Rothko Chapel is also an example of Modernist architecture. It is the host site of the multidisciplinary award, The Oscar Romero Award. The chapel is also a gathering place for events, event-planners and religious fellowships. Finally, people who enjoy Americana and contemporary/ mid-century design.

PROPOSAL

CURRENT PROBLEMS

- Overly busy typography, font choices.
- A predominate horizontal design, with a menu stuck to the far right of the page.
- Doesn't showcase any of the famous artwork in an easy-to-access fashion.
- Dynamic media (like videos) spotlight imagery that is not related to the overall content on the page.
- Little core information on conceptualization of the chapel itself. You have to go to wikipedia to get a concise history on the de Menil's influence (for example).
- Relies too heavily on other portals to convey pertinent information, this forces the user to click on an outside source for complete info. This information should be summarized on the website (at least partially) and then with some redundancy on the outside website link.
- Imagery doesn't adhere to a set size and framing, and the plane of the page is cluttered with competing visual hierarchy.
- Some text and images that look linked but are static, leading to confusion.
- No dynamic tool-bars and quick links. So that on a cramped screen real estate (mobile devices) navigation is tedious.
- Information per page is disjointed, and hierarchy is unclear with no overall flow.

OBJECTIVE

The website needs to showcase the art and architecture of the Modern American masters that contributed to its construction (particularly Rothko and Newman). The website needs to clearly and cleanly give a historical backdrop to the Rothko Chapel, and how the art was procured and placed.

It needs to use an easy to use top page drop-down menu-bar to clean up the navigation, and to bucket separate key usages for specific users.

It needs to better utilize slideshows for imagery, and make media size, resolution, and placement on the page more consistent. To showcase the art on site, possibly incorporate new media, (AR, 360 cameras) to allow better access into the space.

Separate the content of the site into well defined areas on the website. Provide a quick-access event calendar, testimonials, historical pages, links to the de Menil collection of art, overview of the Oscar Romero award and it's previous winners, etc. The website also must make donations easier, possibly offer an Online store, and a portal to make volunteering easier to assign and coordinate.

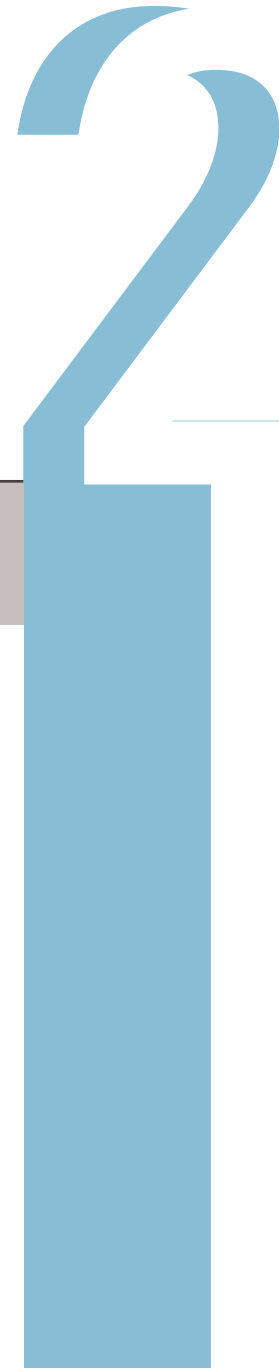
PROPOSAL

CONTENT INVENTORY SPREADSHEET

Below is the results of a Content Inventory examination on the current Rothko Chapel website.

Hierarchy/ Tier	Page URL	Page Title	Page Name	Content Type	Notes
1	http://www.rothkochapel.org	Rothko Chapel	Home	home page, video slideshow and links	
1	http://www.rothkochapel.org/search	Rothko Chapel	Search	basic page, search links	
1	http://www.rothkochapel.org/donors	Rothko Chapel	Donors	generous support, donation tiers	
1	http://www.rothkochapel.org/board-and-staff	Rothko Chapel	Board and Staff	leadership, with links to board of directors, advisors, staff, chapel hosts buttons to reveal info	
1	http://www.rothkochapel.org/employment	Rothko Chapel	Employment	work with us, rothko chapel intern info. Internship links	
1	http://www.rothkochapel.org/volunteer	Rothko Chapel	Volunteer	join the Rothko Chapel guild, responsibilities and benefits. How to join at bottom of page.	
1	http://www.rothkochapel.org/requests	Rothko Chapel	Requests	for the media. fights, reproductions, research. with request email links.	Duplicated on [26] row page
1	http://www.rothkochapel.org/office	Rothko Chapel	Office	administration. Maps, hours, directions PDF link. info email link	
2	http://www.rothkochapel.org/assets/pdfs/Fact-Sheet.pdf	Assets	Beyond the Headlines	fact-sheet pop-up pdf with general info	PDF document
2	http://www.rothkochapel.org/experience/archive	Experience	Different Perspectives	past events with links for each year. Event type and event focus	
3	http://www.rothkochapel.org/experience/archive/2018	Archive	Archive/2018	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2017	Archive	Archive/2017	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2016	Archive	Archive/2016	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2015	Archive	Archive/2015	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2014	Archive	Archive/2014	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2013	Archive	Archive/2013	basic page with info and pics	
3	http://www.rothkochapel.org/experience/archive/2012	Archive	Archive/2012	basic page with info and pics	
3	http://www.rothkochapel.org/experience/events/	Events / Rothko Chapel	Take Part	events / calendar	
4	pages that can be put into just one calendar page	Events	these are individually archived		4 Tier, event pages are separate per event
3	29 pages that can be incorporated into calendar page above	Register	these are individually archived and set up to register for the events		3 Tier, pages are separate per event
2	http://www.rothkochapel.org/give/donate	Give	Become a Friend of Rothko Chapel	Sign up to donate. Fill out sheet	
3	http://www.rothkochapel.org/give/donate/	Donate	Become a Friend of Rothko Chapel	Sign up to donate. Fill out sheet	
2	http://www.rothkochapel.org/learn/in-the-news	Learn	Different Perspectives	press release links per dates.	
4	73 pages that represent press info per pg (could be in one link pg)	in-the-news	press-release	info should be just small blurbs	Page should just be links not pages
2	http://www.rothkochapel.org/requests/	Requests	For the Media	info to get photos and filming requests	

PERSONAS

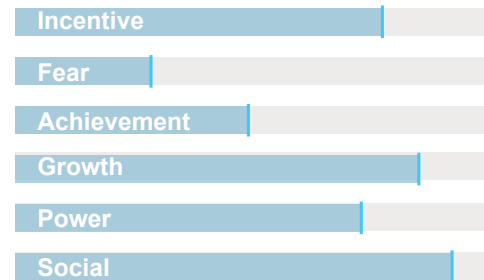


DAVID K.

AGE 45
OCCUPATION Episcopal Bishop
STATUS Married
LOCATION Houston, TX



MOTIVATIONS



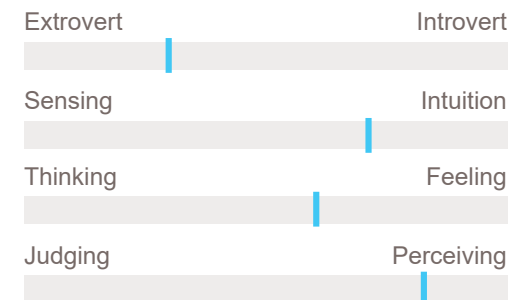
GOALS

- Check the schedule for the Chapel and see if there is any events planned for Easter Weekend.
- See if there is enough space in the surrounding area for a group of 30-50 people.
- Be able to contact someone (by email, or have other contact info) to reserve the space.

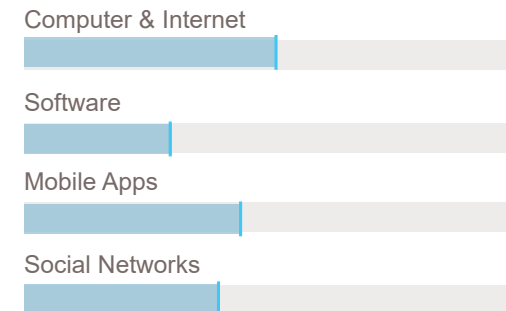
Bio

Growing up David never felt like he fitted in, except at Church. He went and studied Theology in college, and also came out as a gay man. David was drawn to teaching God's word, but also teaching inclusion and acceptance, and that all men are created equal. David has a small congregation that is racial diverse and inclusive of LGBT in one of Houston's more liberal and affluent suburbs.

PERSONALITY



TECHNOLOGY



NEEDS

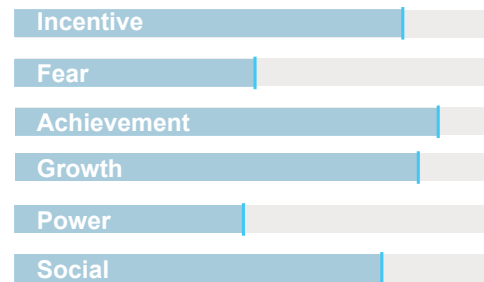
A place to gather his congregation for a weekend of meditative prayer, and a pot-luck.

GEETALI P.

AGE 32
OCCUPATION Architect
STATUS Single
LOCATION Santa Barbara, CA



MOTIVATIONS



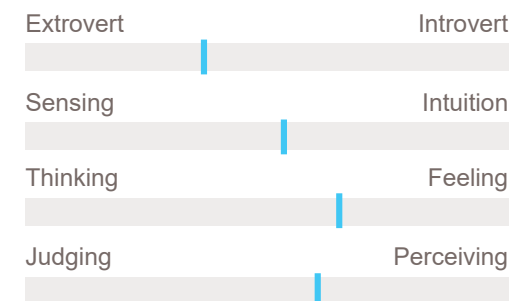
GOALS

- See if her trip coincides with cultural events taking place at the Chapel, especially with her faith.
- She's interested in the history and date of the Oscar Romero award.
- Finally she would like to know more about the architecture of the Chapel, pictures, history, videos, etc.

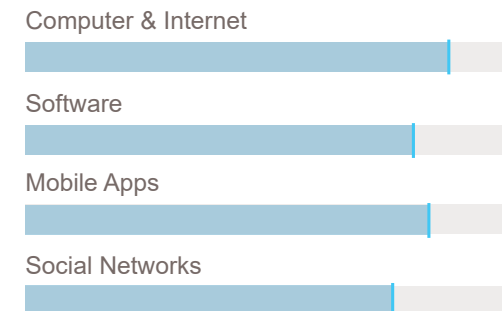
Bio

Geetali was raised in a Muslim family that had immigrated to the US during the upheaval in India. Her father was 1st generation, and instilled in her a sense of reverence for their culture. Her parents pushed her to excel in school, where she followed in their footsteps, becoming an architect, and joining the family firm after college. She's a philanthropist and a humanitarian.

PERSONALITY



TECHNOLOGY



NEEDS

She wants to experience some culture as she flies out to Houston for an friend's wedding. Art and sculpture to view.

PATRICIA G.

AGE 23

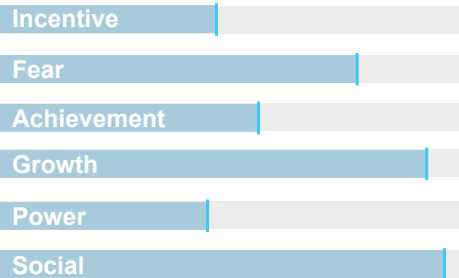
OCCUPATION Art Student at SMU

STATUS Single

LOCATION Dallas, TX



MOTIVATIONS



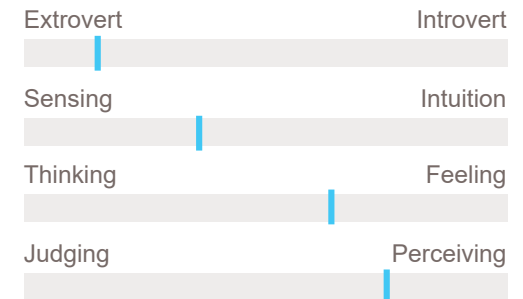
GOALS

- She wants to see samples of the art online.
- She needs to know when the Chapel is open to the public, but not during peak times, or doing a convention so she can 'experience' the art.
- See if there are any internship opportunities during the summer break.

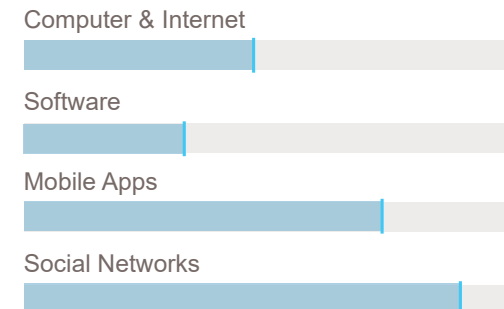
Bio

Patricia loves art. Ever since she was a little girl, she has enjoyed making drawings and other arts and crafts. She was able to balance a strong social life, cheerleading, Jazz choir, with her love for art in Highschool. She has decided to really dedicate herself to Art History as she enters college.

PERSONALITY



TECHNOLOGY

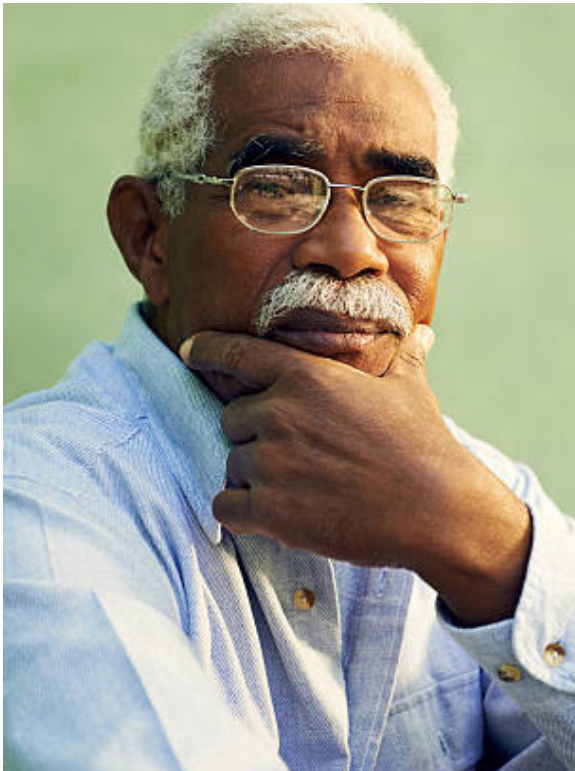


NEEDS

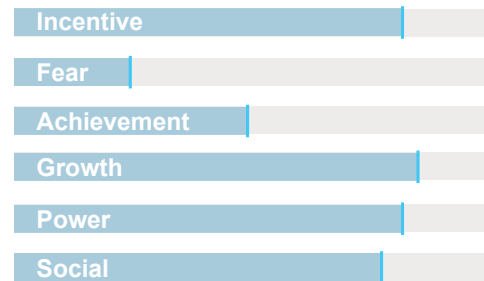
Experience the masters of Modern art, Rothko and Newman, after she wrote a huge paper on mid-century art in America.

WAYNE A.

AGE 61
OCCUPATION Travel Writer
STATUS Widower
LOCATION Point Pleasant, NJ



MOTIVATIONS



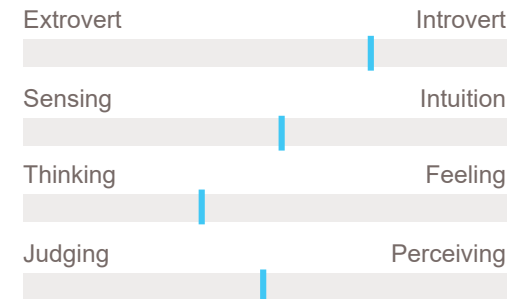
GOALS

- He wants to learn more about the Chapel in general terms, to get a feel if it's a place worth visiting.
- See where it is located in Houston, and if it's proximity to the interstate. Google Maps.
- Finally, he needs history on the site and a way to contact a tour guide for an interview.

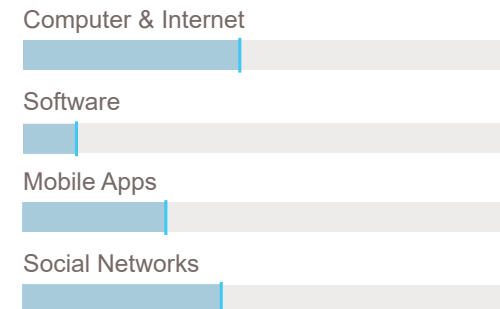
Bio

Wayne is a fan of Americana. He started working for newspapers when he was a teenager, and has slowly worked his way up as a journalist for numerous papers. After being downsized, with the urging of his daughter he began an online travel journal and has gained a following online, even publishing books. He wants to experience the great sites of Texas for a new book he's writing about the Southwest.

PERSONALITY



TECHNOLOGY



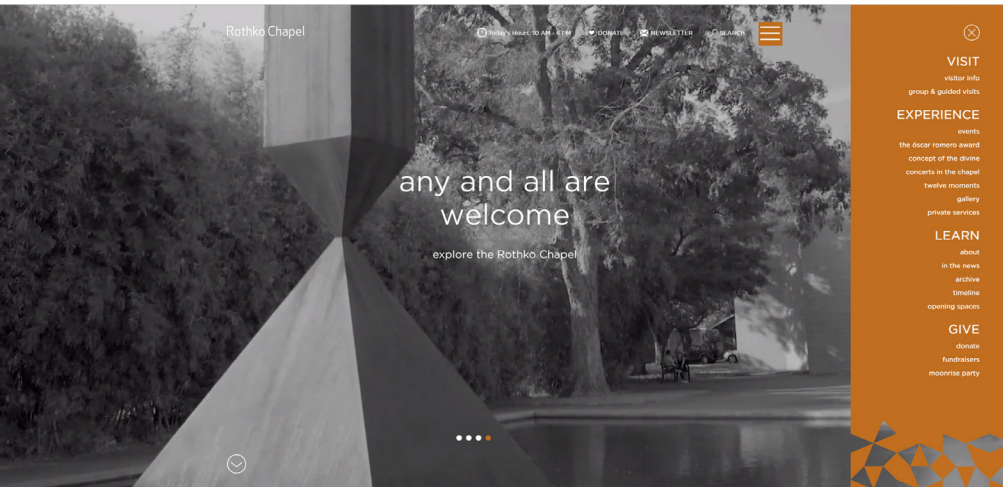
NEEDS

He wants to spotlight interesting places in Texas, places that would bring in readership if they were featured.

CARD SORT

3

CARD SORT



ABOUT

The Card Sort testing was conducted from the original website template ideas. Online testing tools were administered through Optimal Workshop.

The Card Sort was by Online invitation to a select group of individuals. These individuals were prescreened to represent key demographics for the Rothko Chapel website.

They included designers, educators, and religious administrators.

The testing took place over a week, aggregated from the raw data pool from Optimal Workshop.

The subsequent charts were developed, each one made to visualize key structural elements toward the Site Map build.

The following pages represent the results for:

- [GRID RESULTS FOR THE BEST LANDING WEB PAGES](#)
- [GRAPH FOR THE BEST FLOW OF WEB PAGES](#)
- [NAVIGATION MENU PER CARD SORT RESULTS](#)

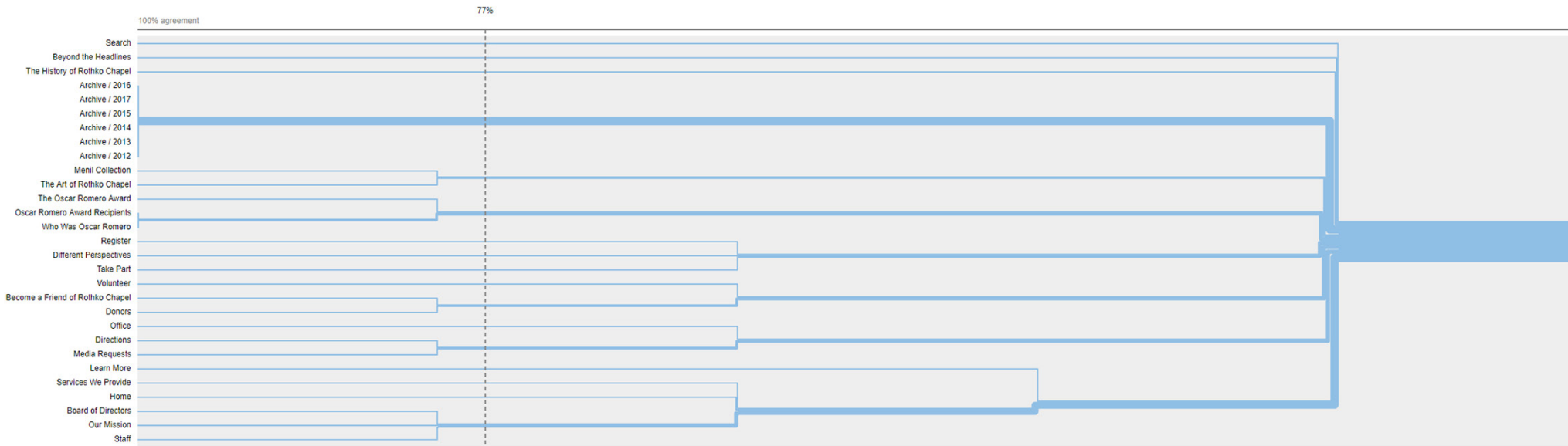
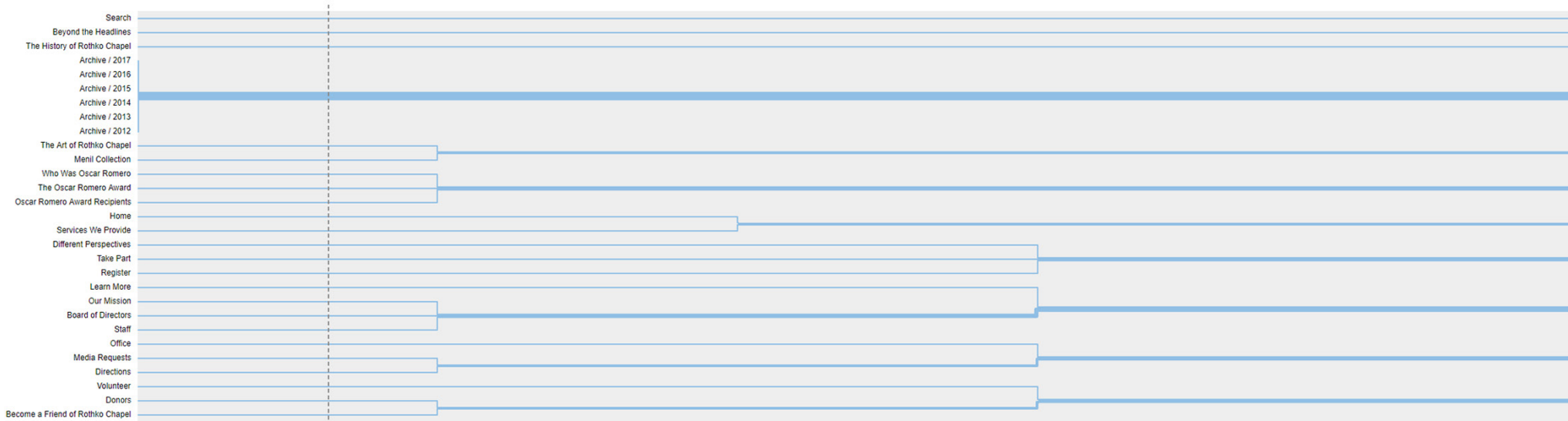
CARD SORT

Participants Cards Categories **Standardization Grid** Similarity Matrix Dendrograms PCA

Standardization Grid [?](#)

	Art	Contact Us	Donate	Events	Events Archive	History	Home	Join Us	News	Oscar Romero A...	Search	Who We Are
Archive / 2012					5							
Archive / 2013					5							
Archive / 2014					5							
Archive / 2015					5							
Archive / 2016					5							
Archive / 2017					5							
Become a Friend of Rothko Chapel			4					1				
Beyond the Headlines				1		1			3			
Board of Directors												5
Different Perspectives				3	1				1			
Directions		4					1					
Donors			4									1
Home							5					
Learn More	1		1				1					2
Media Requests		3					1				1	
Menil Collection	3			2								
Office		4					1					
Oscar Romero Award Recipients						1				4		
Our Mission							1					4
Register				4			1					
Search											5	
Services We Provide							3					2
Staff								1				4
Take Part				3				2				
The Art of Rothko Chapel	3			1					1			
The History of Rothko Chapel	1					2			1			1
The Oscar Romero Award										5		
Volunteer			2				1	2				
Who Was Oscar Romero						1				4		

CARD SORT



CARD SORT

HOME	WHO WE ARE	EVENTS	DONATE	NEWS	ART	HISTORY	OSCAR ROMERO AWARD	JOIN US	CONTACT US	SEARCH
Home	Our mission	Different Perspectives	Become a friend of Rothko Chapel	Beyond the headlines	The art of Rothko Chapel	The history of Rothko Chapel	Who was Oscar Romero	Volunteer	Office	Search
Services we provide	Staff	Register	Donors		Menil Collection		Oscar Romero Award		Directions	
	Board of directors	Take part					Oscar Romero Award Recipients		Media requests	
	Learn more	EVENTS ARCHIVE								
		Archive 2017								
		Archive 2016								
		Archive 2015								
		Archive 2014								
		Archive 2013								
		Archive 2012								

SITE MAP



SITE MAP

ABOUT

The site map is representative of the Card Sort results. With key areas during the testing showing more than an 80% landing spot for web pages of History, Art, and Oscar Romero Award.

With the others that were scoring 50% or above, that used the results that were most similar to determine the order and categorization for Who We Are, and other ***.

Along with integration of the Card Sort results, it worked to stick to the original mission statement within the Proposal pages in the beginning of this IA Document.

Other key elements with the construction of the Site Map is as follows:

- **ARCANE TITLE TERMINOLOGY AFFECTING FLOW**

Moving forward with the redesign, the primary goal was to identify page titles with 'dense' terminology.

Generalize the titles for better understanding, and finally bucket them in like categories.

(example: Events => Concepts of the Divine => user can register for the event, and sort just for Concepts of the Divine on the dynamic calendar).

- **STRUCTURE & NAVIGATION**

This fell into two strategies, discovery & delineation. Need to properly address to core elements that the key stakeholders of Rothko Chapel's website.

Find new and interesting things, and to easily have access to

participate or learn more about those tangential pages. For other stakeholders to quickly and easily have access to key parts of the Rothko Chapel website that they already gravitate towards.

(example: learning about the history of the art at the Chapel, none of the events).

Have the user easily discovery other sections of the website that the user might not initially be familiar with.

Does the current navigation allow for more specific navigation to a key page without the need of going through unnecessary/ tedious other parented-pages.

- **SIMPLIFICATION & PROPER USAGE OF REDUNDANCY**

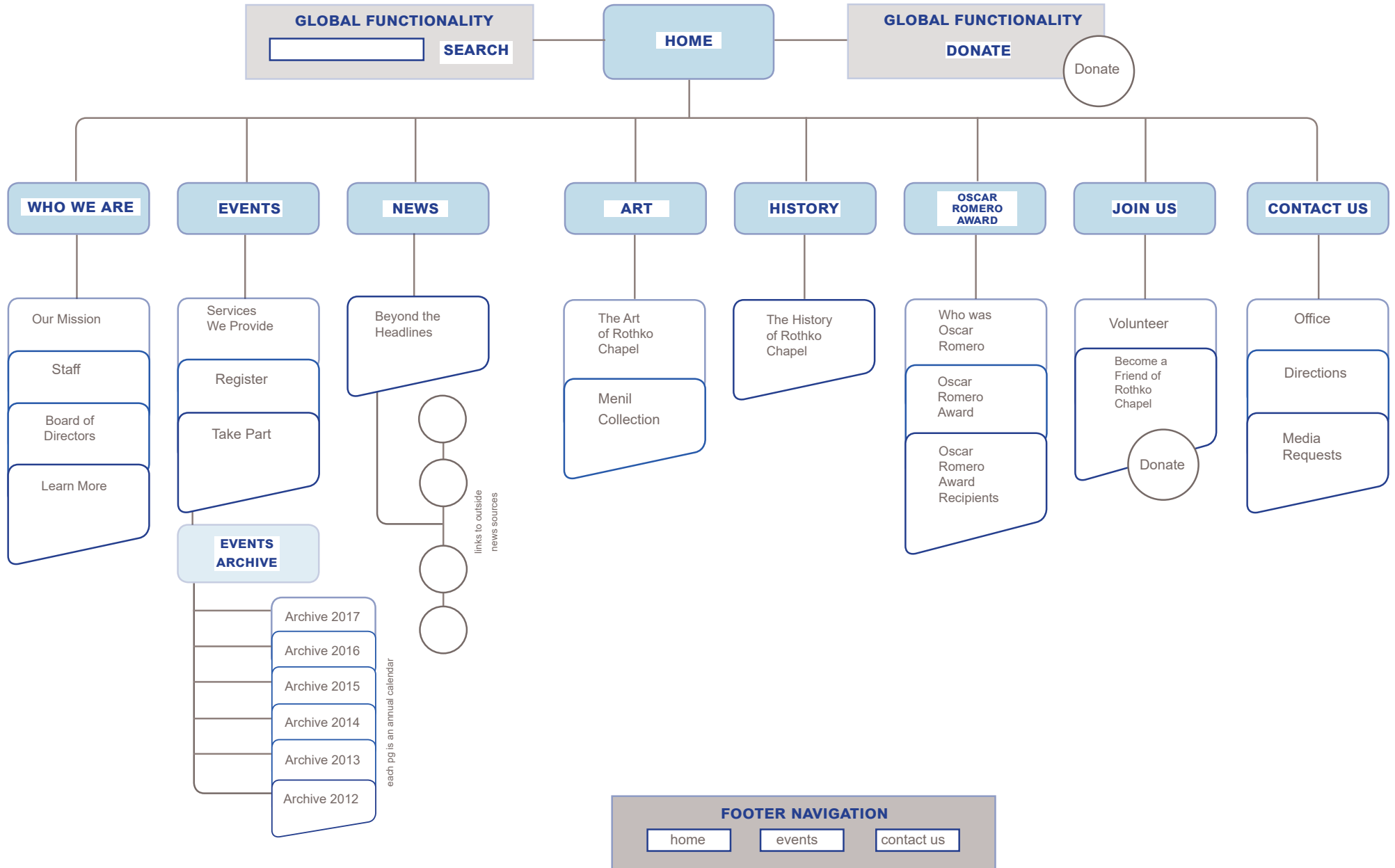
Work through a more defined archive (which originally was just separate pages), and highlight the most important events (that were presently in progress, or going to happen in the future).

Make it easier to register for a particular event, and check the status of that event (Google calendar plug-in would be helpful).

Emphasize donations and have built in redundancy with donating and spotlighted donors.

Donating now a key function of the website and prominent but not intrusive.

SITE MAP



STYLE TILES

5

STYLE TILES

RCh

Rothko Chapel

Style Tile
version:1

Possible Colors

Textures

Water Stone Canvas

This is an example of a Button

DONATE SEARCH

This is an Example of a Header
Font: Montserrat Medium #ffffff

This is an Example of a Sub Head
Font: Montserrat Regular #cc6600

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.
Font: Montserrat Regular #333333

This is an example of a Text link » info@rothkochapel.org
Font: Montserrat Medium #cc6600

Descriptors

Geometry Modern Artistic
Stillness Spiritual Community

Asante.

STYLE TILES

Rothko Chapel

Style Tile
version:2

Possible Colors

Textures

Water

Stone

Canvas

This is an example of a Button

DONATE

SEARCH

This is an Example of a Header

Font: Simplifica #ffffff

This is an Example of a Sub Head

Font: Ubuntu Regular #006633

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.

Font: Ubuntu Regular #333333

This is an example of a Text link » info@rothkochapel.org

Font: Ubuntu Medium #006633

Descriptors

Geometry Modern Artistic

Stillness Spiritual Reflective


Asante.

STYLE TILES

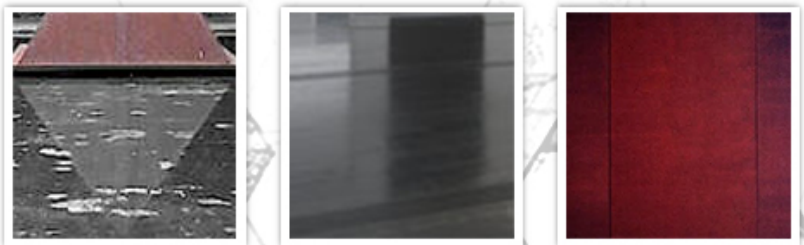
Rothko Chapel

Style Tile
version:3

Possible Colors




Textures



Water Stone Canvas

This is an example of a Button



This is an Example of a Header

Font: Simplifica #ffffff

This is an Example of a Sub Head

Font: Ubuntu Regular #336666

Chapel guides are available to enrich your experience for groups. After a brief introduction, your group is free to experience the space and view the art, after which your guide leads an informal discussion about your experience, providing interesting details about the Chapel's history and the significance of the Broken Obelisk sculpture outside on the plaza.

Font: Ubuntu Regular #333333

This is an example of a Text link » info@rothkochapel.org

Font: Ubuntu Medium #336666

Descriptors

Geometry Modern **Artistic**

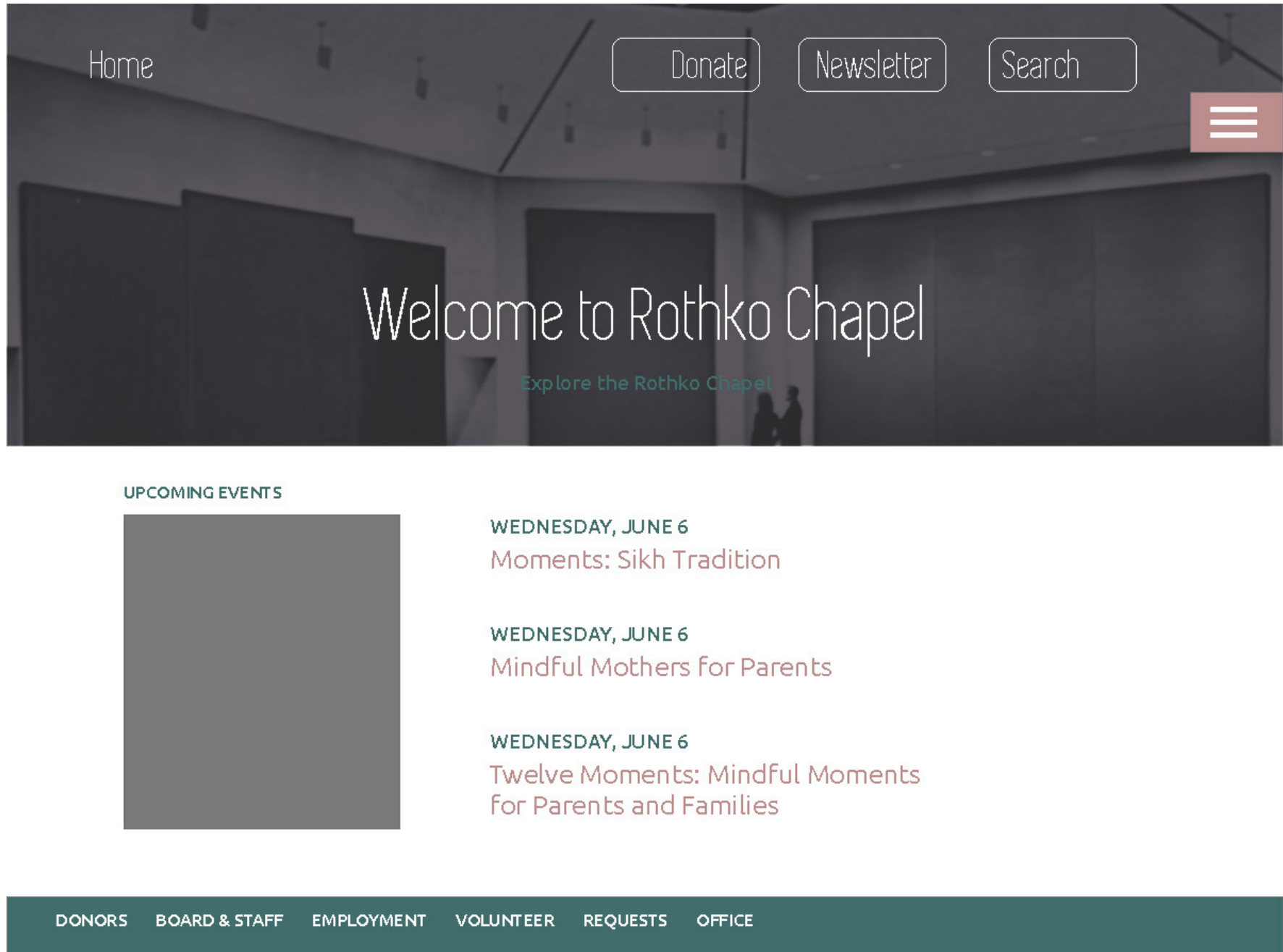
Stillness Spiritual Reflective

Asante.

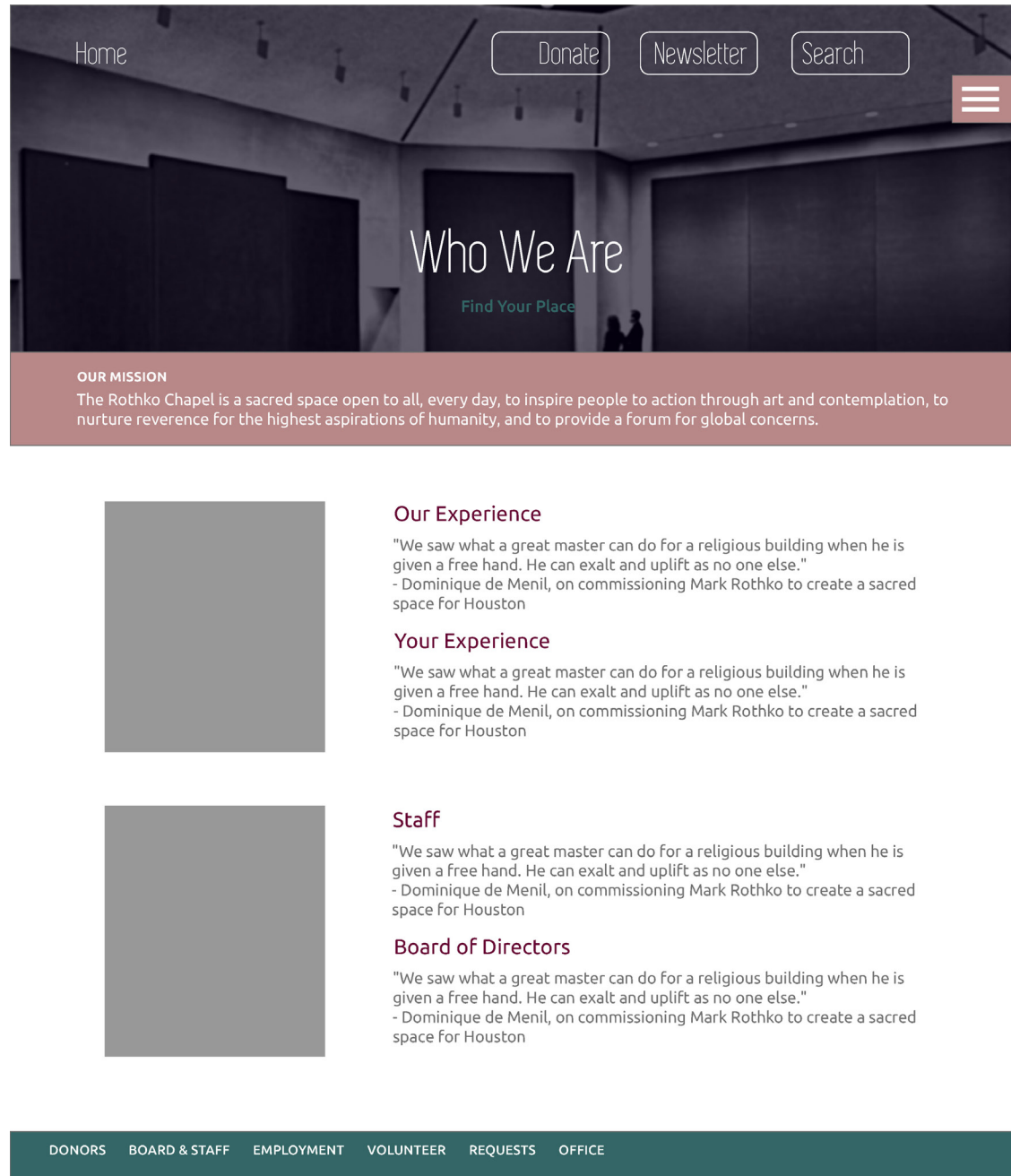
WIREFRAMES: ROUGH



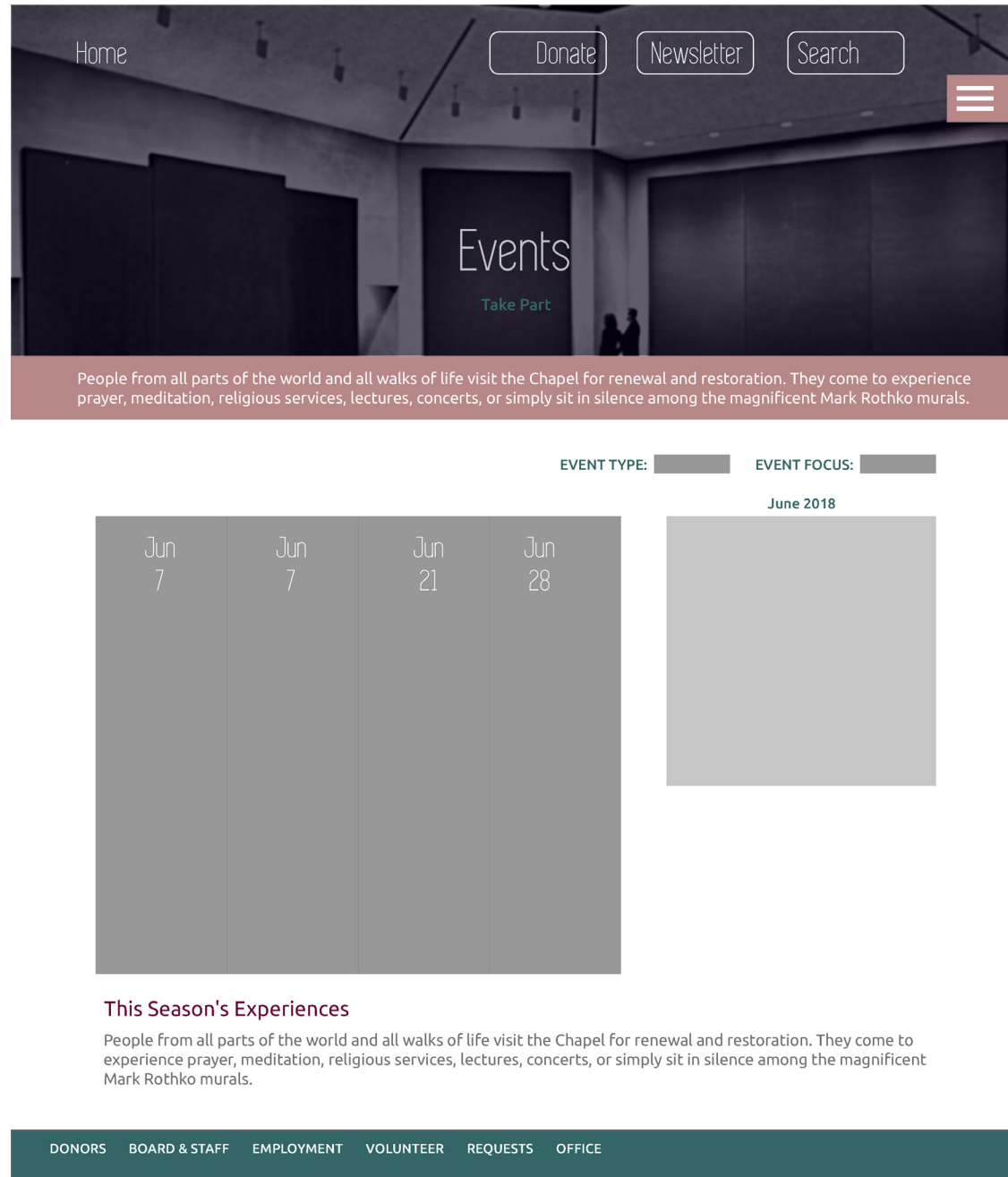
WIREFRAMES: ROUGH



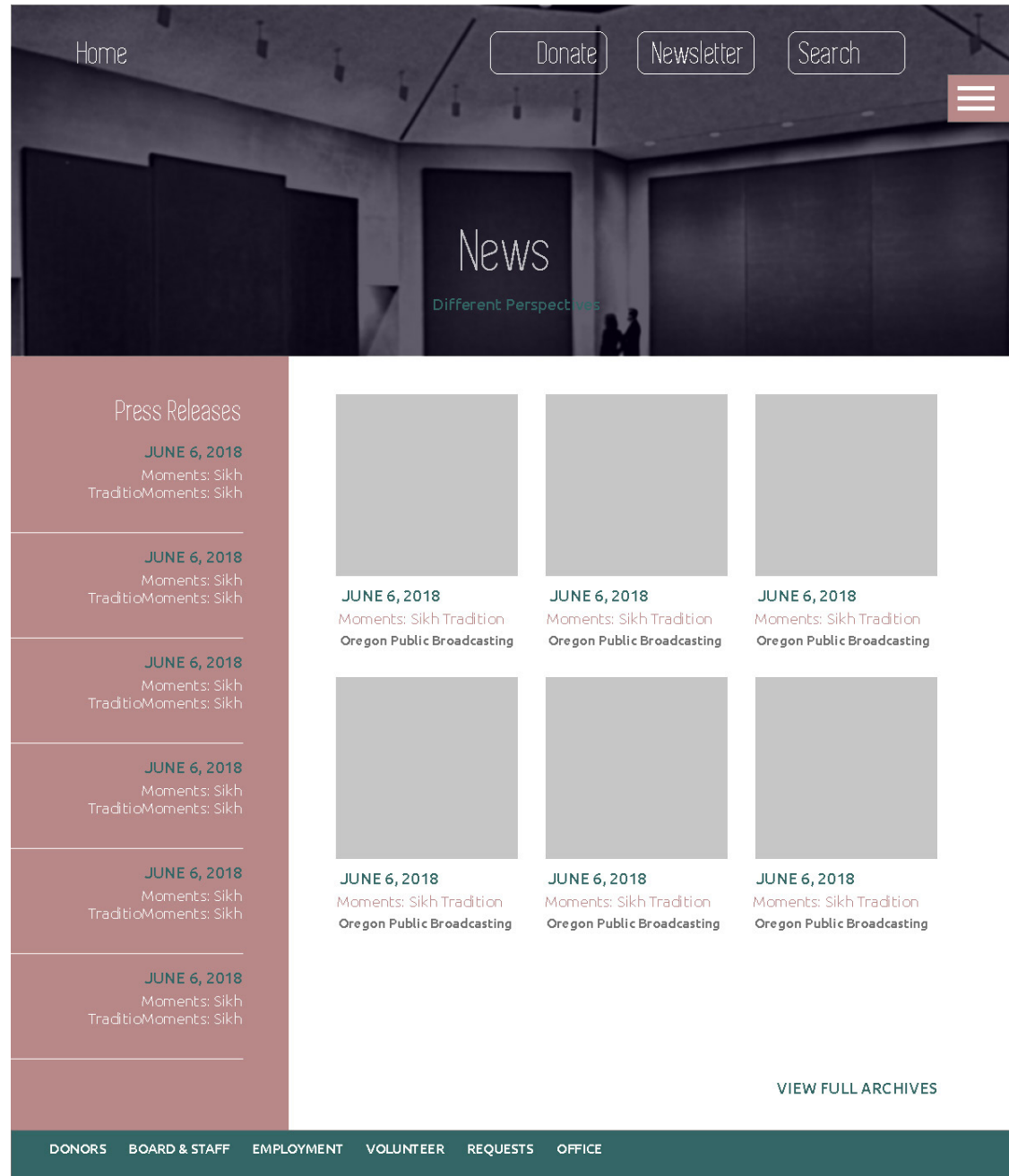
WIREFRAMES: ROUGH



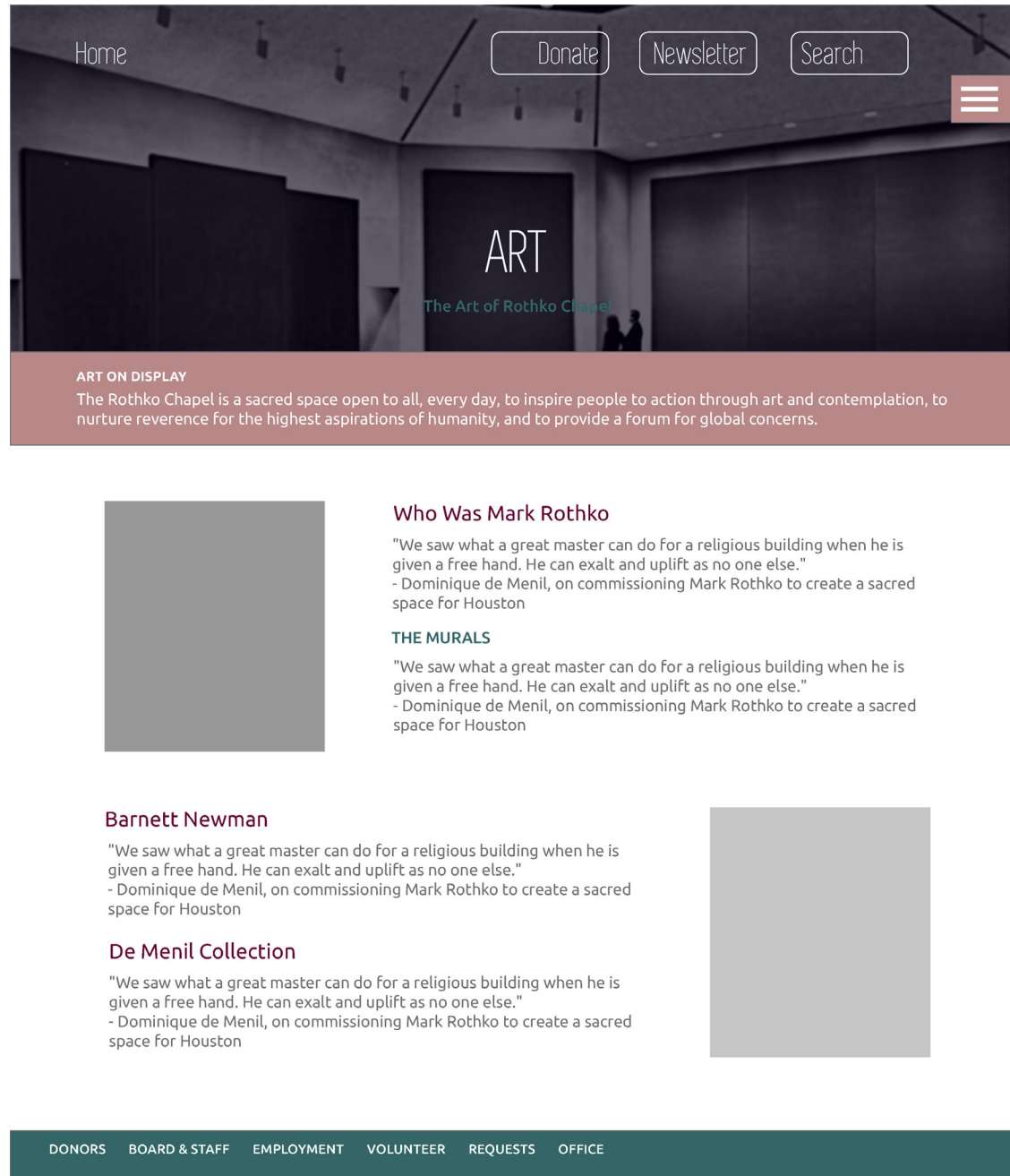
WIREFRAMES: ROUGH



WIREFRAMES: ROUGH



WIREFRAMES: ROUGH



A decorative graphic consisting of a horizontal grey bar across the middle of the page. On the right side, a blue line starts from the top, goes down, then up at an angle, then down again, and finally down vertically. A small blue square is positioned above the first downward segment of this blue line.

WIREFRAMES: FINAL

WIREFRAMES: FINAL

TESTING

Working going from the rough wireframes to the finals. I wanted to make sure that key parts of the user experience was being addressed. I'm working within the Adobe XD workspace which allows me to post work-in-progress prototypes on the cloud. It also allows user mark-ups and additional notes to be added.

With the posting of my working prototypes throughout the high-resolution wireframing process has allowed me crucial feedback for a small, but very knowledgeable user group. The usergroup consisted of web professionals, design professionals, personal friends, scientists, and peers at college in the ITGM.

Key elements that were further developed going to the final wireframes are as follows:

- **TERTIARY HEADERS**

In the original wireframes the Tertiary Header was in a muted green that became lost in the background of the slide-show graphic. After considerable user feedback I went back to my Style Tile:3 color palette and added in a Crimson Red that would pop better off of the predominantly black and white graphics.

The Crimson Red will also be used throughout to highlight active elements of the design.

- **STRUCTURE & NAVIGATION**

This fell into two strategies, discovery & delineation. I continue to try an address core navigational considerations by the stakeholders.

Using my Online testing prototype, I was able to get insight into key design elements.

(Example: keeping the menu on the side, instead of a top drop-down menu).

For the testers (and assuming the shareholders), it makes the most sense to keep the font categories well defined. Making sure to not vary the secondary header with the tertiary header, specifically in the font choice and color.

While the variation actually comes in the form of distinct page layout determined by their usage and the information on them. This is actually a key to the layout for the Rothko Chapel website, as the information displayed dictates the design. I tried to accommodate for this fact in my wireframes.

- **ORDER & PROPER DESIGN OF INFORMATION**

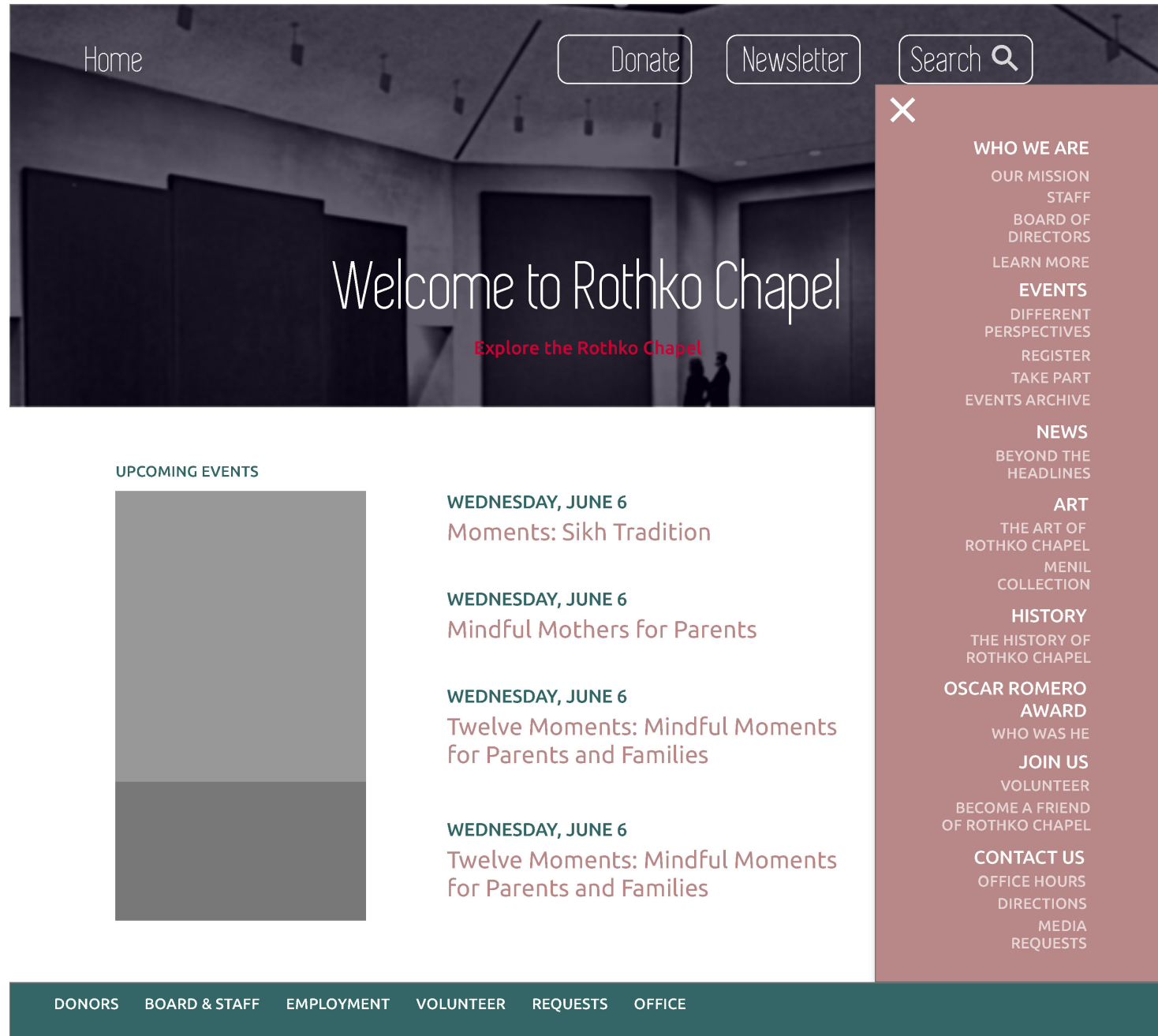
This has been the challenge of the this testing process with the wireframing. Trying to convey what information will be on the page to the users.

I also have been constantly referring back to the original site to make sure that I am not changing or removing anything that is already very readable and properly placed.

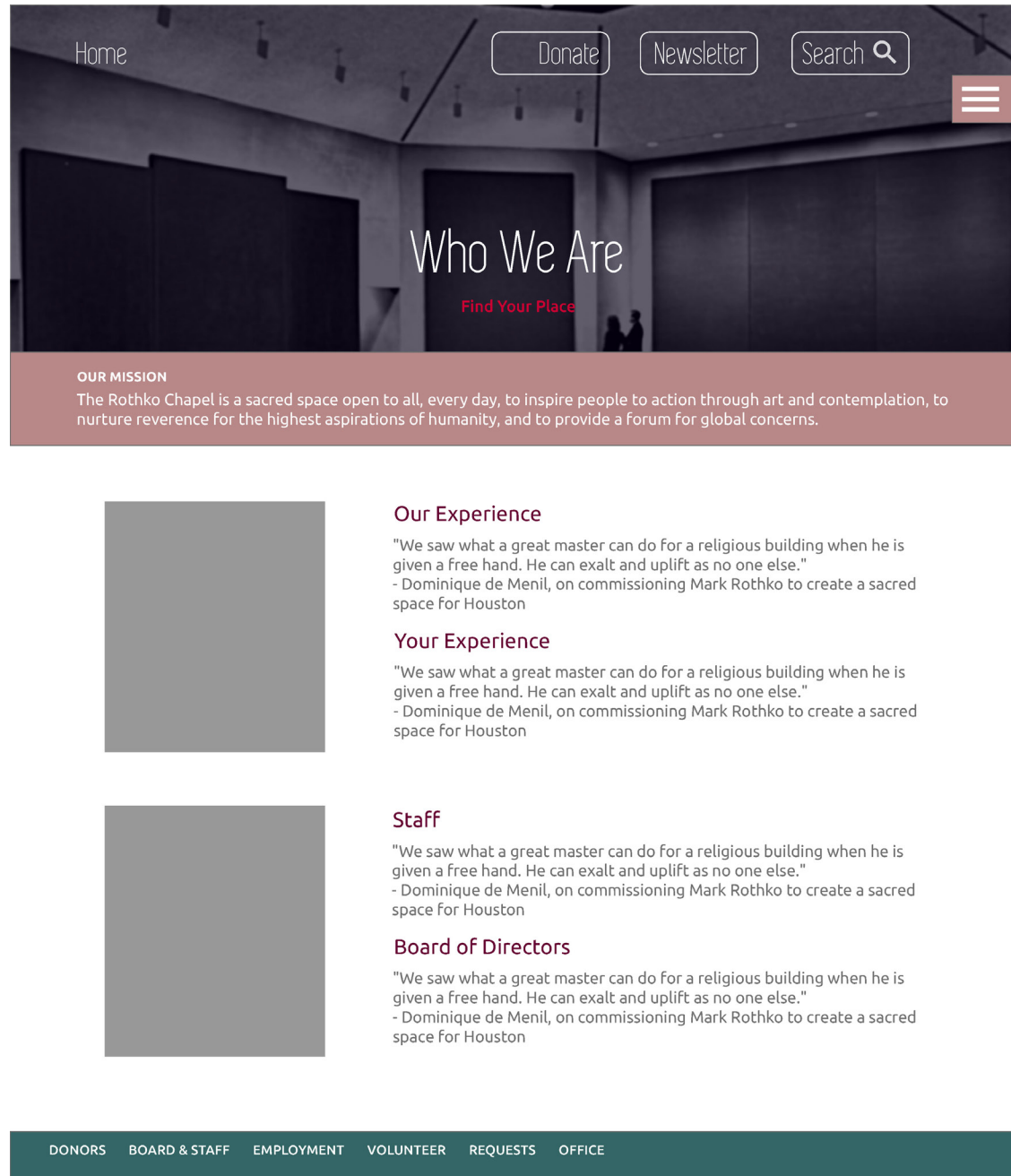
I've done this by using local testing where I share my two screens with visiting stakeholders. I observe their journey through the original site, and with certain information that they find important. I then make sure to properly highlight that on my own designs.

This type of testing has really helped to make me redesign the events, and calendar sections of the website. Particularity giving more padding between sections on the grid and again simplifying the design.

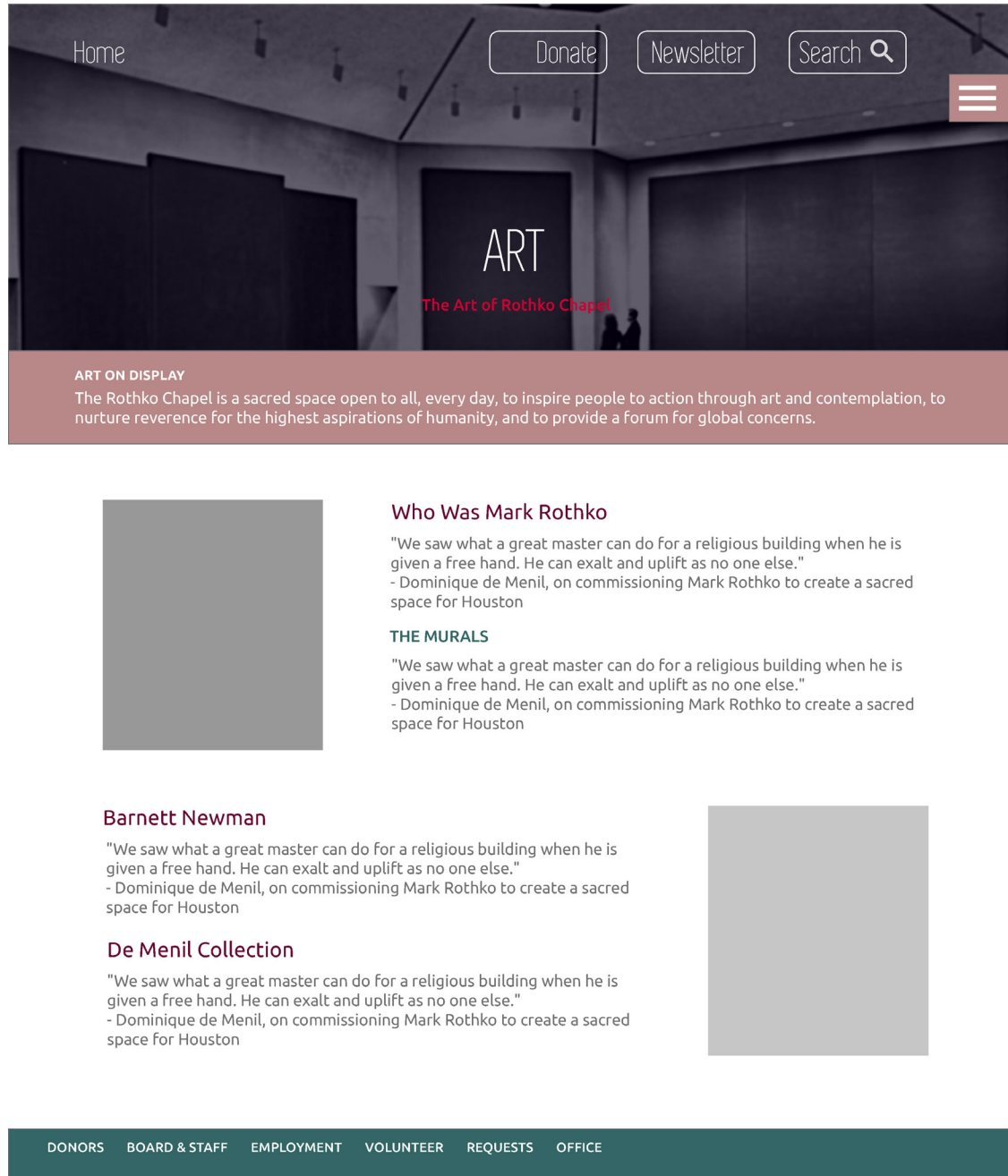
WIREFRAMES: FINAL



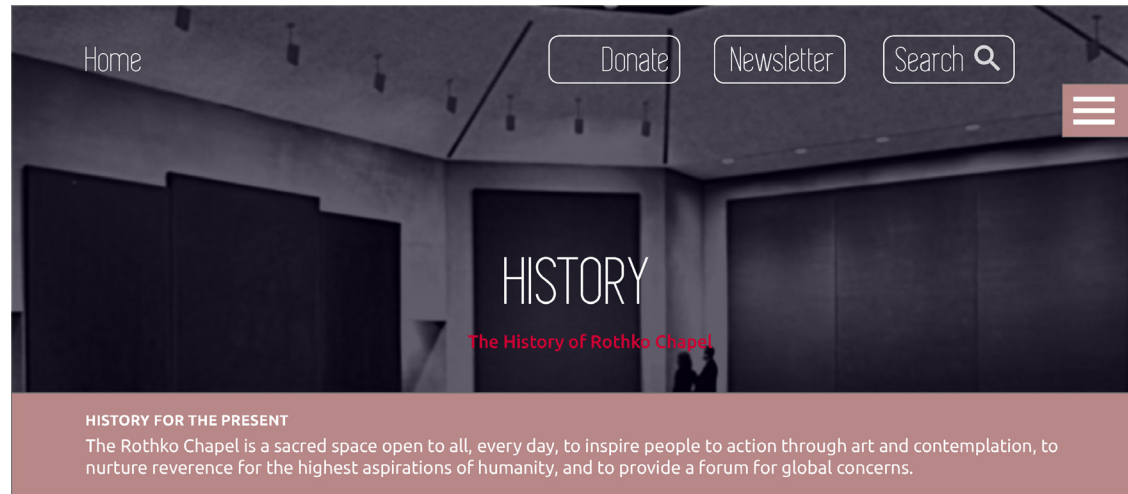
WIREFRAMES: FINAL



WIREFRAMES: FINAL



WIREFRAMES: FINAL



The History Of Rothko Chapel

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."

- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston.

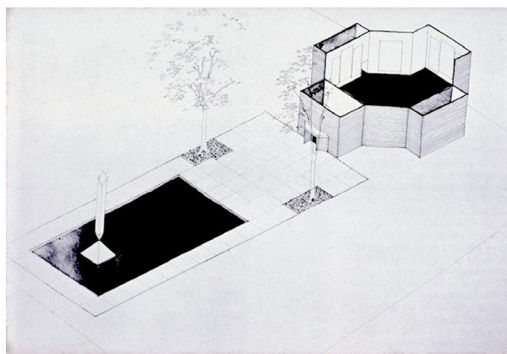
The beginning of the world.

Is never enough.

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."

- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston.

The beginning of the world.



DESIGN

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."

- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston

BREAKING GROUND

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."

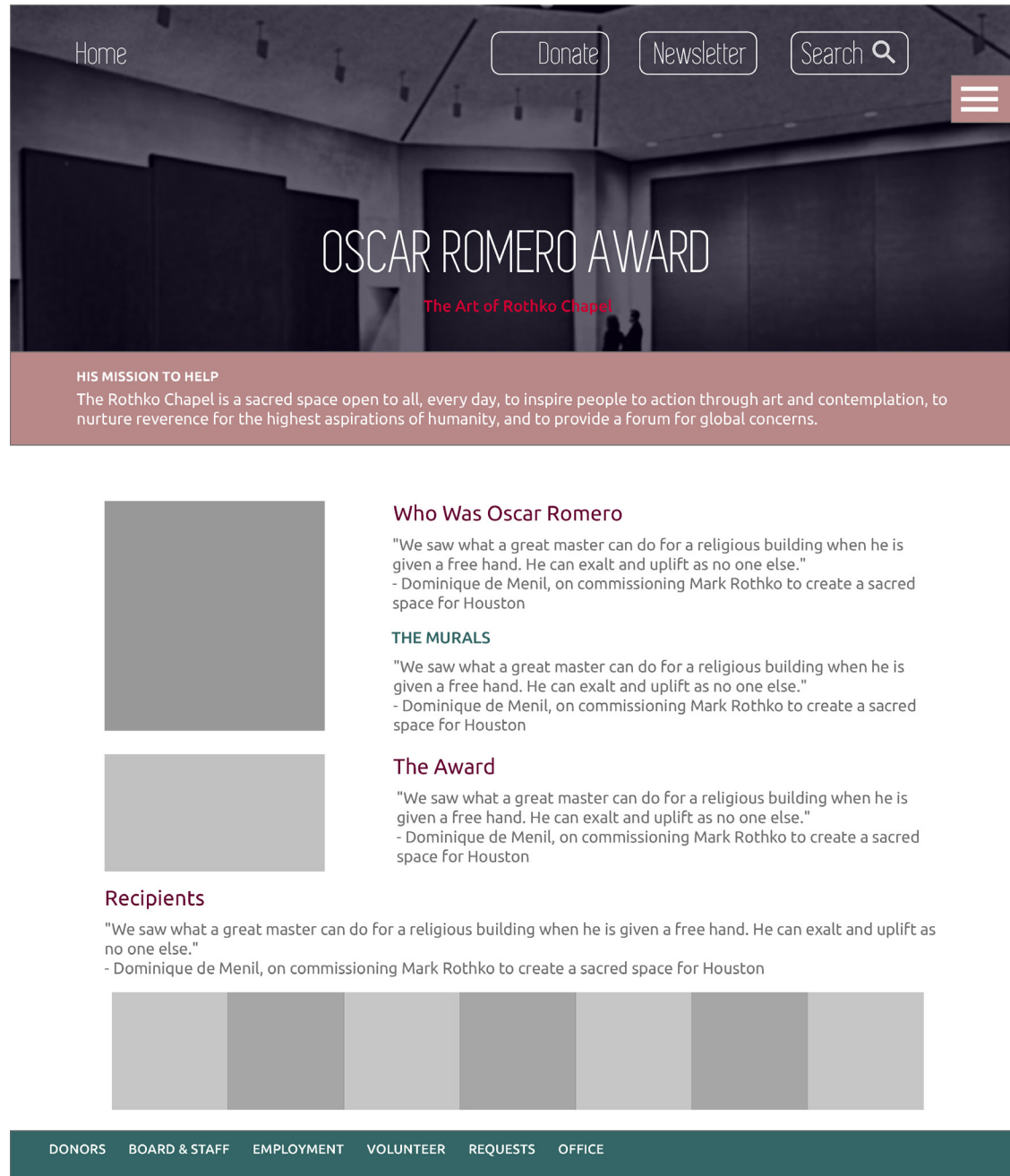
- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston.

More to come all the time.

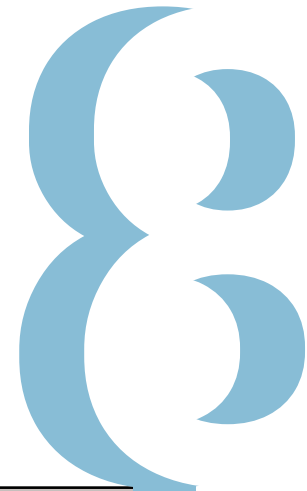
Why have I not understood the world.

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WIREFRAMES: FINAL



PROTOTYPE COMPS



NOTE ON COMPS

The finished prototype comps are presented on the following pages. This is the final piece that has culminated from the previous chapters present within the Design Document. This document acts as a guide to the website redesign for the development team and designers as an overall guidance of the structure, content organization, and the scope of the Rothko Chapel website.

The initial chapters of this Design Document (1 - 4) act as the IA part of this document. The final four chapters (5-8) act as the interface document that covers all the key design details for this project. This document is a guide for the entire project team, keeping their tasks aligned with requirements of the site redesign, and as continuous reference point for the project team and the stakeholders. The design steps for the process of making the Rothko Chapel website prototype is as follows:

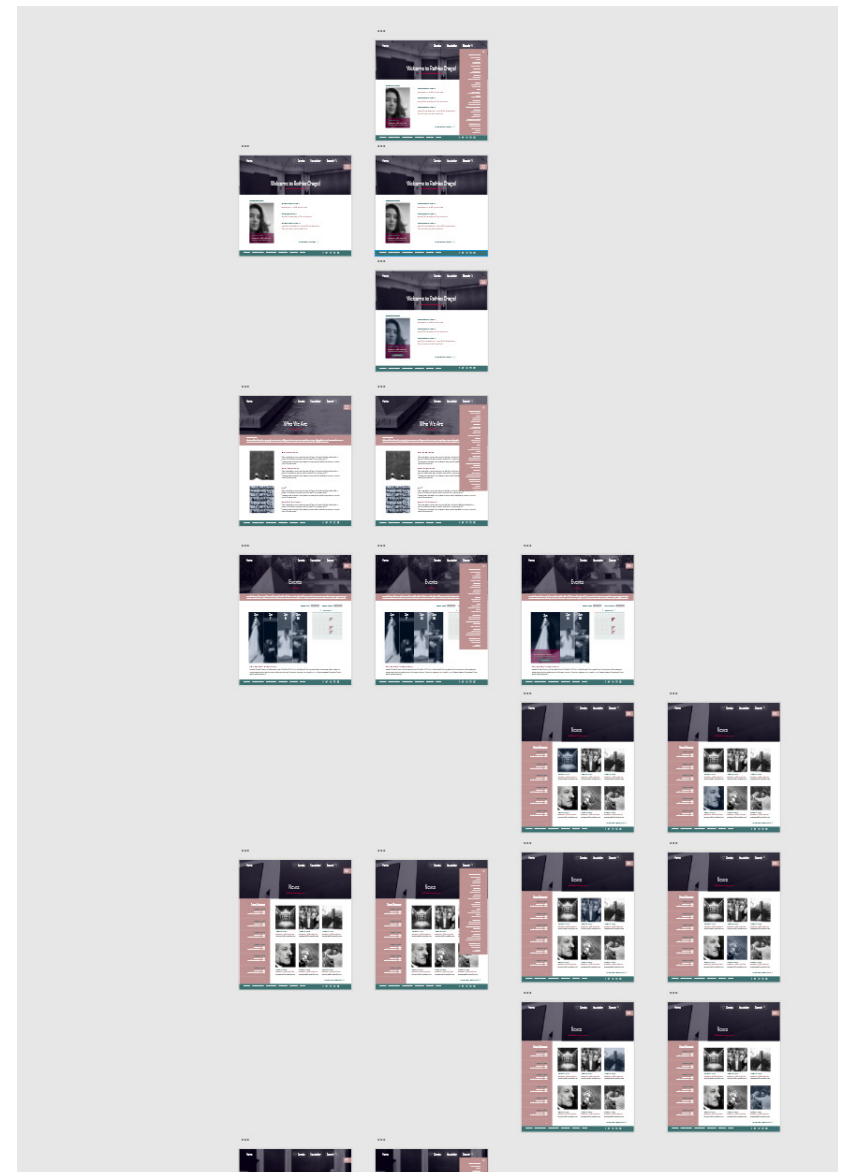
- Low-fidelity wireframes
- User testing report
- High fidelity wireframes
- Final comps

PROTOTYPE URL

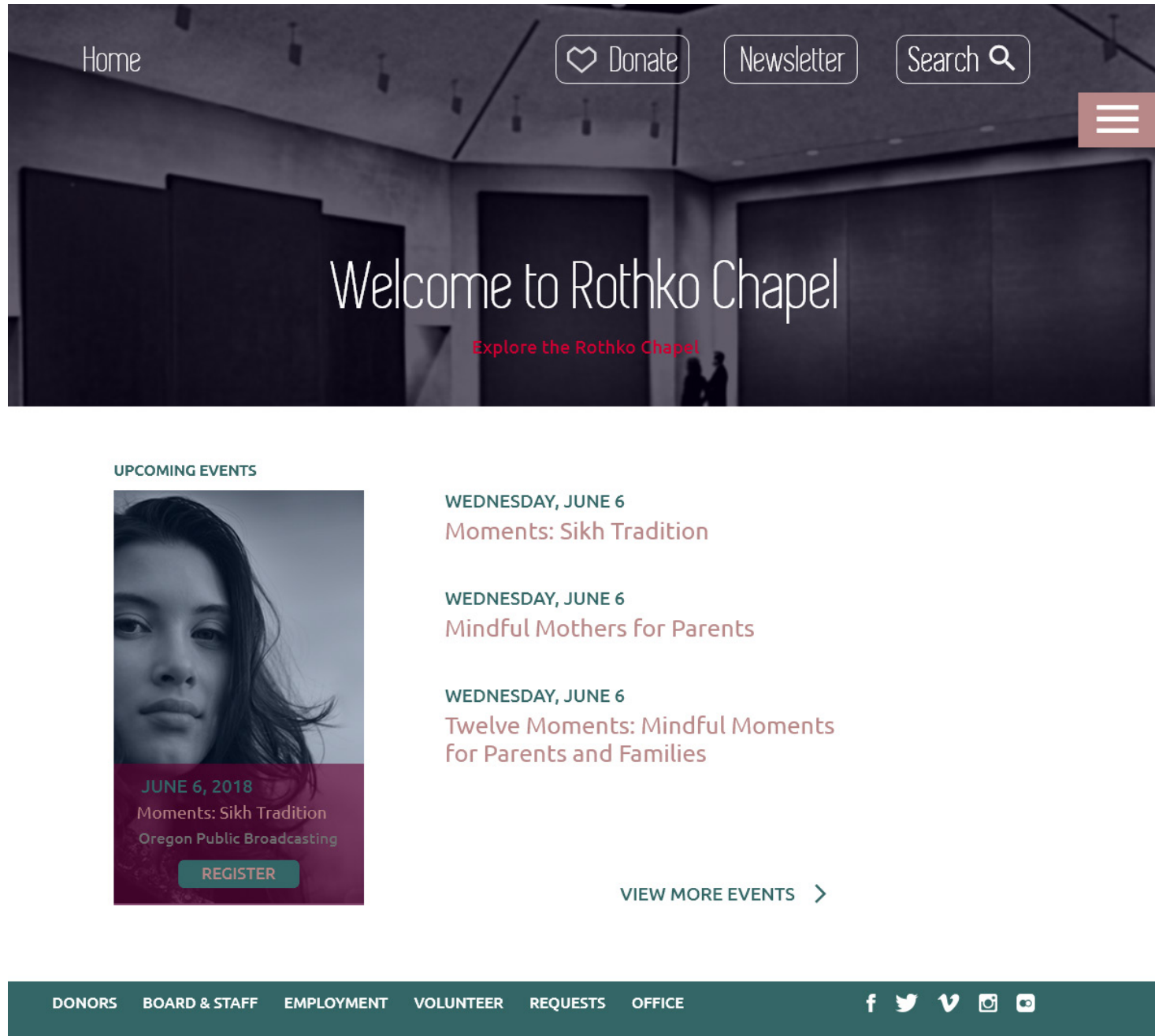
On the following pages are samples of the final prototype comp.

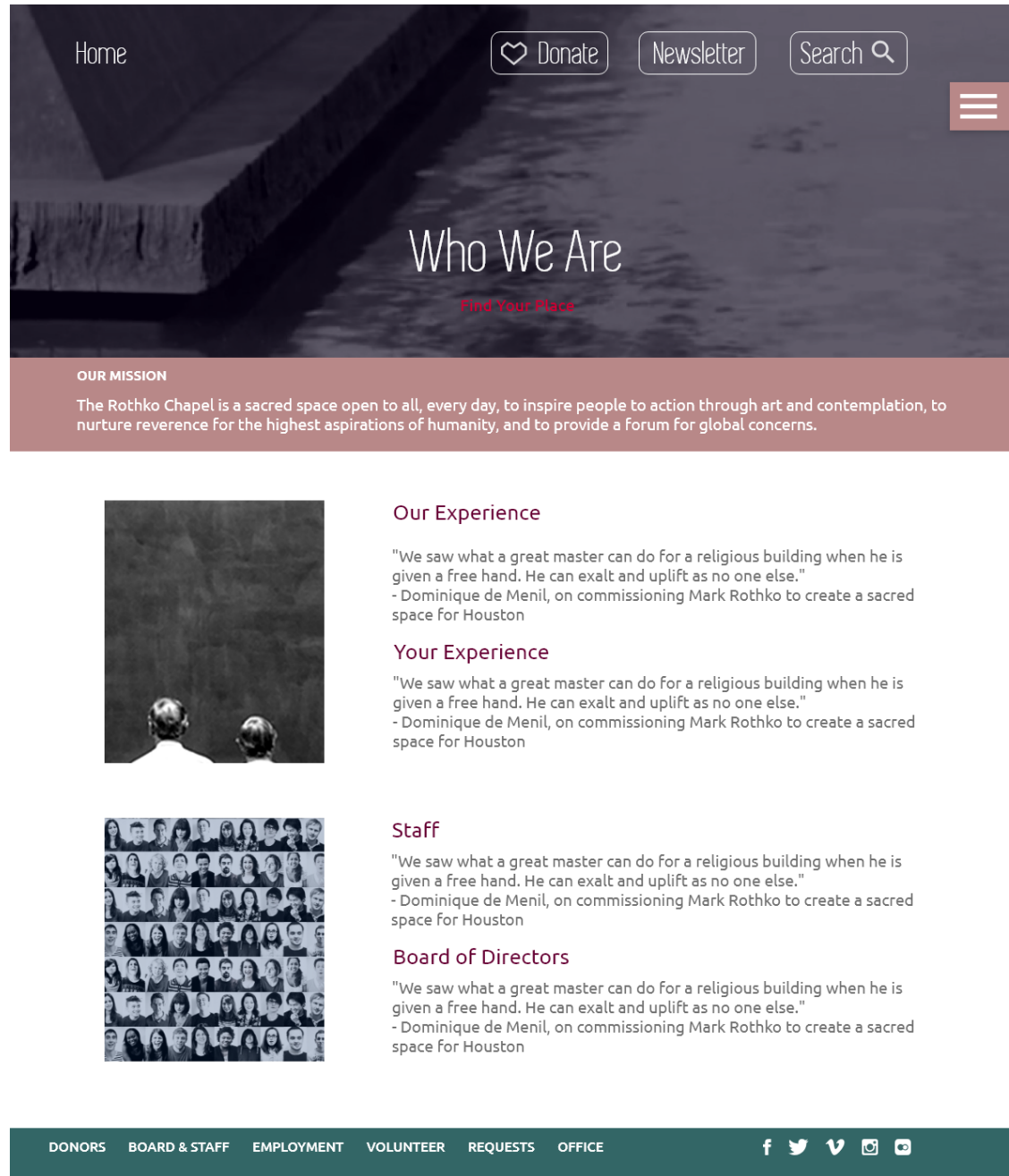
For a direct link to the finished prototype online please link to this URL below.

<https://xd.adobe.com/view/ce0bae62-cc77-40e9-5fe7-f7401a3264f6-b83a/>



SAMPLE OF WEBSITE PROTOTYPE





Home

Donate

Newsletter

Search

Who We Are

[Find Your Place](#)

OUR MISSION

The Rothko Chapel is a sacred space open to all, every day, to inspire people to action through art and contemplation, to nurture reverence for the highest aspirations of humanity, and to provide a forum for global concerns.



Our Experience

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."
- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston

Your Experience

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."
- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston



Staff

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."
- Dominique de Menil, on commissioning Mark Rothko to create a sacred space for Houston

Board of Directors

"We saw what a great master can do for a religious building when he is given a free hand. He can exalt and uplift as no one else."
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