



Dixon Hall Website UX/UI and Accessibility Enhancement Case Study

1. Introduction

Dixon Hall, a Toronto non-profit providing community services, faces multiple UX/UI challenges on their website that impede user experience, accessibility, and functionality. This study examines design inconsistencies and accessibility gaps while offering practical solutions.

2. Objectives

- Identify design and usability issues
- Enhance website functionality and navigation
- Ensure AODA compliance
- Optimize cross-device user experience

3. Methodology

- Technical evaluation using Google Lighthouse and Wave
- Usability testing with heatmaps and session recordings
- User interviews with current and potential service users

4. Key Issues and Solutions

4.1 Header & Navigation

Problems: Poor spacing, limited clickable areas, misaligned dropdowns, and duplicate links. **Solutions:** Improve element spacing, extend clickable areas, standardize dropdown menus, and eliminate redundant links.

4.2 Featured Image Section

Problems: Low-visibility buttons, undefined clickable zones, and misaligned navigation. **Solutions:** Redesign buttons with better contrast, implement clear interactive elements, and optimize navigation component spacing.

4.3 Content Layout

Problems: Inconsistent image sizes, non-responsive text, poor button design, and misaligned subscription box. **Solutions:** Standardize images, implement responsive typography, create consistent button designs, and restructure subscription elements.

4.4 News and Events Section

Problems: Confusing archives section, lack of clear CTAs, and non-standard "See More" button. **Solutions:** Create distinct current/past event navigation, add prominent call-to-action buttons, and incorporate visual elements like thumbnails.

4.5 Footer & Policy Statements

Problems: Limited icon clickability, poor navigation arrow visibility, incorrect links, and outdated policies. **Solutions:** Expand interactive areas, improve contrast, correct navigation paths, and implement regular policy updates.

4.6 Mobile Experience

Problems: Inconsistent layouts, element misalignment, and insufficient touch targets. **Solutions:** Create cohesive responsive layouts, optimize touchscreen interaction, and streamline mobile navigation.

5. Proposed Enhancements

- Redesign navigation with improved accessibility features
- Implement consistent visual hierarchy and typography
- Optimize subscription and contact interfaces
- Reorganize content sections for better readability
- Ensure full AODA and WCAG compliance

6. Expected Outcomes

- Improved navigation and content discovery
- Increased user engagement
- Enhanced accessibility
- Strengthened organizational credibility

7. Conclusion

These improvements address critical issues in Dixon Hall's website, promising an intuitive and accessible digital experience that meets best practices while effectively serving the community.