



Education Center Redesign

Kerry Crow – CTEC 117 UX/UI

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Kennedy Violins Education Center Redesign



OVERVIEW OF EXISTING CONTENT

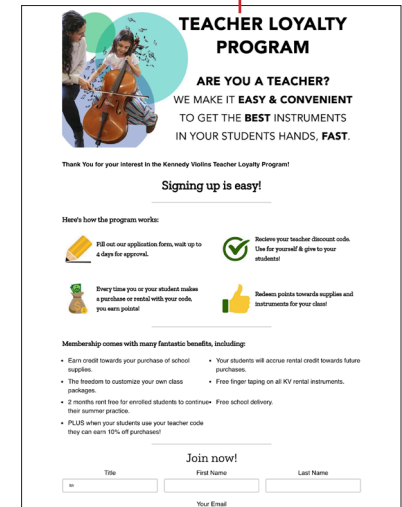
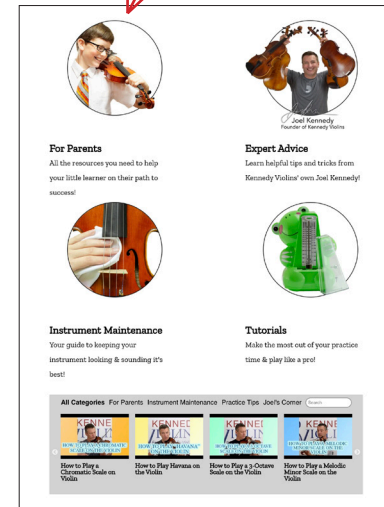
I am working on the information architecture and redesign of Kennedy Violin’s Education Center. I am currently working at Kennedy Violins as Art and Marketing Director. This project is part of an ongoing process of improving the usability and design of their online sales and marketing channels.

The purpose of this outreach to new and existing customers is:

- To answer pre-purchase questions.
- To address common questions posed by customers who have recently purchased an instrument
- To strengthen brand loyalty with existing customers through engaging content as they reach new levels of proficiency in their playing.

Site drawbacks that need to be addressed:

- Navigation redundancy—see screenshots at right. Three of the main categories links lead to the same page, which include the same category links again—an unnecessary step for the user.
- Some Navigation labels are vague. “Joel’s Corner” does not let the user understand that the link will take them to information about violin technique and violin care. “Jame’s Corner does not provide a clue to the user that eh information in that section is regarding guitar technique and guitar care.
- The existing content, on the company’s Shopify ecommerce site, lacks categorization and content tags. This makes it more difficult for the user to find the content that they need. For example, the section on “Practice Tips” is included under “For Parents.” This is content that could be useful to students of any age. Appropriate tagging of the content could make it available on more than one section of the education center.
- A companion project is the reorganization of Kennedy Violins YouTube Channel to arrange existing video content into playlist and keyword the content, this will allow potential customers to easily find the information or product demonstration videos they are looking for. This will also help identify existing videos which should be included in the education center content.



Kennedy Violins Education Center Redesign



Proposed Changes:

I recommend that this content be moved out of the Shopify platform, and onto a blog platform better suited to categorization and tagging of articles. The new site can be integrated into the existing Shopify site's navigation, and links back to the ecommerce site will be provided from the new Education Center (KennedyAcademy.com) in the header navigation, as well as in individual articles where appropriate.

I plan to approach this redesign in a systematic way—with site user input implemented in the structure and content, stakeholder needs addressed, and project owner buy-in throughout the process.

Research, site architecture, and initial wire-frames completed by December 4.

Asset collection can begin in December and additional wireframes and page comps to be produced in January.

Site production is to begin in February, with tentative launch date at the end of February..

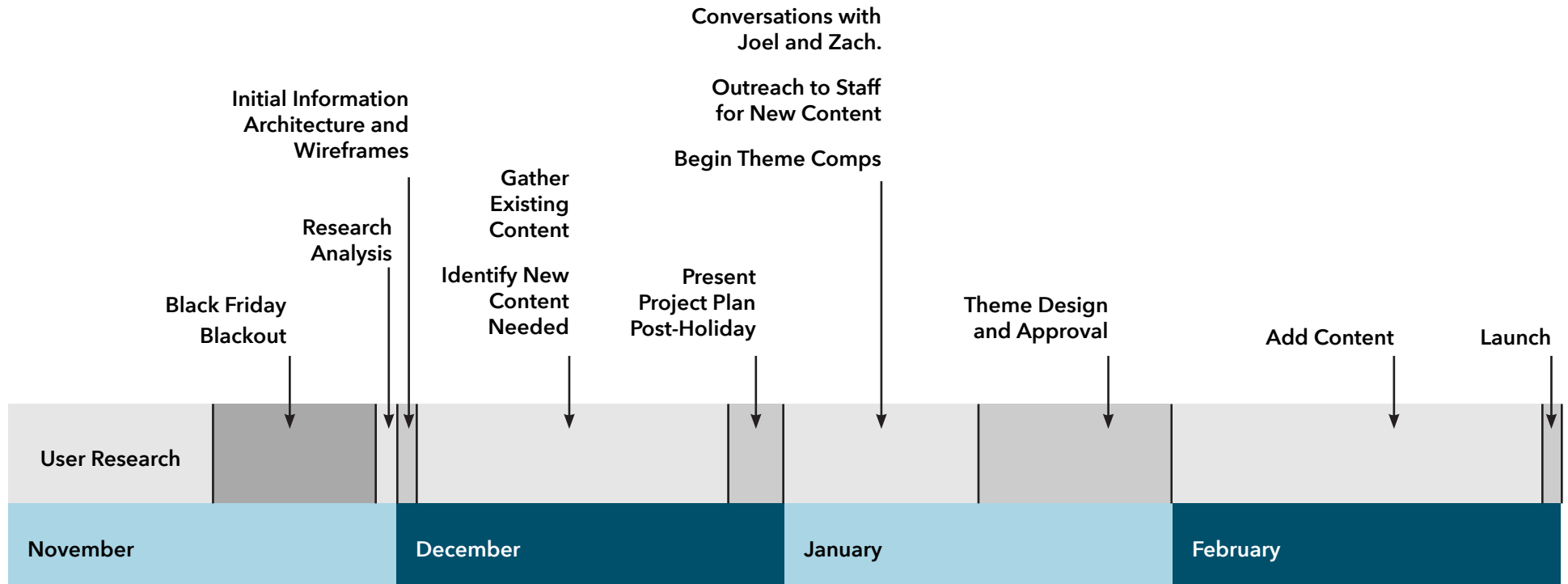
PROJECT CALENDAR

Task	Project Stage
10/31/2020 — Project Pitch.....	Complete
11/10/2020 — SWOT Analysis.....	Complete
11/15/2020 — User Survey	Posted
11/16/2020 — Card Sort.....	Posted
11/17–28/2020 — Break for Black Friday Work Responsibilities	
11/29/20 — Persona Creation.....	Completed
11/29/20 — How Site meets User Goals.....	Completed
11/29/20 — Scenarios	Completed
11/30/2020 — Information Architecture.....	Completed
11/30/20 — User Stories.....	Completed
11/30/2020 — Wireframes	Initial 3 Pages
11/30/2021 — Project Progress Collection.....	Completed
January 2021 — Additional Wireframes	Backlog
January 2021 — Meeting with Joel	Backlog
January 2021 — Meeting with Zach	Backlog
January 2021 — Poll: staff interest in content creation	Backlog
January 15, 2021 — Start Wordpress Site.....	Backlog

Kennedy Violins Education Center Redesign



VISUAL TIMELINE



USER PERSONAS

User Persona 1 – Beginning String Player



“I try to listen in class, but, by the time I get home sometimes I forget what the teacher said. Can you help me tune my Cello?”

Joe Nguyen

Age: 9

Role: Cello Player

Proficiency: Beginning

Researching For:

- Self
- Someone Else

BIO

Joe has started learning Cello through a program at his school. There is one teacher for the class, so individual instruction is limited. Joe is looking for support when he practices at home. He feels pretty comfortable in class, but second guesses his ability outside the classroom.

MOTIVATIONS

Achievement

Duty

Social Standing

Satisfaction

Personal Growth

Nurturing

GOALS

- I want to play in the recital without too many mistakes.
- I want to learn how to make nice sounds.
- I want my teacher and my parents to see that I am trying.

CHALLENGES

- I have trouble remembering how to tune my instrument.
- The rosin get my instrument sticky!
- Sometimes I want to go out and play instead of practice.

LEARNING METHODS

- Group Classes
- Workbooks
- Step-by-step print-out instructions

EDUCATION TECH

BOOKS / PRINT-OUTS

VIDEOS

SOCIAL MEDIA / COMMUNITY

MOBILE APPS

CLASSES

User Persona 2 – Advancing Violinist



“I am looking for new challenges and more ways to express my personal style through music.”

Amanda Johnson

Age: 17

Role: Violin Player

Proficiency: Advancing

Researching For:

- Self
- Someone Else

BIO

Amanda has played violin since the age of eight. She has steadily advanced and has participated in school orchestra, and performed with her congregation’s music team. She feels she has plateaued in her playing ability and is looking for new challenges. She is exploring ways music can reflect her personal style.

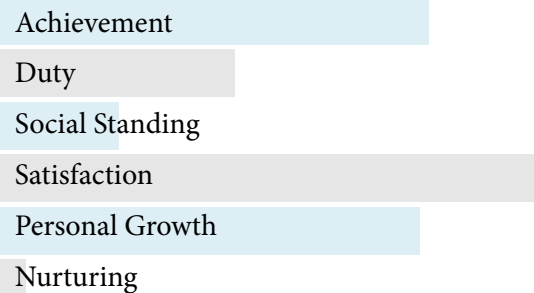
GOALS

- I want to learn to play rock and modern compositions.
- I would like to perfect some of the advanced techniques.
- I may want to go electric.

CHALLENGES

- I need to find an instructor who understands my goals.
- How do I switch from violin to electric violin.
- How do I get advice on styles I have not played?

MOTIVATIONS



LEARNING METHODS

- One-on-one instruction
- YouTube
- Group Practice
- Other musicians

EDUCATION TECH

- BOOKS / PRINT-OUTS
- VIDEOS
- SOCIAL MEDIA / COMMUNITY
- MOBILE APPS
- CLASSES

User Persona 3 – Guitar Student



“I recently got my guitar and I just know the basics. I want to be able to play on the weekends with my friends from school. I need some tips to be able to keep up.”

George Garcia

Age: 17

Role: Guitar Player

Proficiency: Beginning

Researching For:

Self

Someone Else

BIO

George purchased a guitar about 6 months ago. He learned some basic chords and is trying out some chord progressions. He likes to get together with a couple of friends and play some songs. George feels he needs some additional pointers to feel more comfortable with his instrument.

GOALS

- I want to feel more comfortable with chord transitions.
- I want to use different strumming techniques.
- What if I have to change my strings?

CHALLENGES

- Most of the time I practice on my own without feedback.
- I am embarrassed to ask friends for help with the basics.
- Can I fit classes into my work and school schedule?

MOTIVATIONS

Achievement

Duty

Social Standing

Satisfaction

Personal Growth

Nurturing

LEARNING METHODS

- Video tutorials
- YouTube
- Peer Knowledge
- Guitar Books
- A Guitar App

EDUCATION TECH

BOOKS

VIDEOS

SOCIAL MEDIA / COMMUNITY

MOBILE APPS

CLASSES



“I have never played a stringed instrument. Ever since Claire attended her cousin’s school orchestra performance she has been hounding me about the violin.”

Ellen Wiseman

Age: 38

Role: Parent

Proficiency: None

Researching For:

Self

Someone Else

BIO

Ellen has some musical experience. She took piano lessons for a few years and performs in a local choir. But, she has never played a stringed instrument. They are a mystery to her. She knows they come in different styles, and that the price for violins varies widely. She wonders, what kind of violin is the right choice for a child Claire’s age?

MOTIVATIONS

Achievement

Duty

Social Standing

Satisfaction

Personal Growth

Nurturing

GOALS

- To support her child’s goals.
- To get a decent instrument within her budget.
- To find a good instructor.

CHALLENGES

- Lack of knowledge about violin construction & quality.
- Unsure of setting expectations for a child Claire’s age.
- For a young child just starting, is it better to buy or rent?

LEARNING METHODS

- Online Research
- Other Parents
- Buying Guides
- Reviews
- Local Music Stores

EDUCATION TECH

BOOKS / PRINT-OUTS

VIDEOS

SOCIAL MEDIA / COMMUNITY

MOBILE APPS

CLASSES

ADDRESSING USER GOALS

Persona 1 – Beginning Student

When Joe is at home his parents can direct him to videos on the Kennedy Violins website to reinforce what he has learned in school.

- He will be able to watch a tuning video and hear what the instrument should sound like when it is tuned.
- He will be able to see how to keep the instrument clean and in good repair.
- He will be able to find tips on how to develop good practice habits.

Persona 2 – Advancing Student

Amanda will find information and inspiration as she sets out to take her playing to the next level.

- She can find tips on finding an instructor that will work with her on her goals.
- The video tutorials will help her improve advanced techniques.
- She can find product information and demo videos on different styles of violins, acoustic and electric.

Persona 3 – Guitar Student

George will get some help in becoming more comfortable playing his guitar.

- He can find helpful tips on transitions, posture, and technique that will help him improve his playing.
- He will learn how to change strings by watching a video tutorial.
- If he can't fit a class in he will discover that there is a book available with online lessons included.
- He will be able to sign up for single online or onsite classes if he just wants the occasional pointers.

Persona 4 – Parent of a Violin Student

Ellen will be able to find the guidance she needs to make informed decisions.

- She can read articles and watch video about setting realistic practice goals.
- She will be able to find information on purchasing or renting a violins for a beginning student, and how to choose the right size of violin for Claire.
- She can view demonstration videos to compare the sound of student violin outfits.
- She will learn why most student violins are shipped with four fine tuners.

USER SCENARIOS

Persona 1 – Beginning Student

Joe is a young beginning Cello player who has just started his practice session for the day. He is feeling frustrated, because he is not sure whether he has tuned his cello correctly. He tells his mom he doesn't think he can practice because his instrument is out of tune. His mom reminds him that when they bought the instrument they were provided a link to an online resource that could help him get started. Joe and his mom log on to the site. As Joe watched the video and it reinforced what he had learned in class earlier in the week. Joe grew more confident in his knowledge as he tuned the cello. He was able to run through that week's lesson and feel successful.

Persona 2 – Advancing Student

Amanda is an intermediate violin player who is considering changing her style of playing. She is looking for new ways to channel her creative energy through her music, and is considering purchasing an electric guitar, but doesn't know what accessories she would need, and if the playing technique is much different than what she is accustomed to. Amanda is able to find a video of Electric violin setup, how to run effects pedals through your amp, and what the various effects pedals sound like. She would also like to find an instructor with experience playing and teaching electric violin.

Persona 3 – Guitar Student

George is a novice guitar player who wants to feel more comfortable and confident in his ability to advance his playing technique. When he purchased the guitar he was provided with a link to online resources. He visits the education center to find out how to restring his classical guitar. There is a video online that helps him accomplish that task. While he is on the site he notices some instructional videos about chord progressions and finger-picking. Finger-picking is something he has been wanting to try. He also found a book for sale that includes companion videos. He has not felt he had time or money for traditional one-on-one instruction. This may be a good solution for him at this time.

Persona 4 – Parent of a Violin Student

Ellen's daughter, Claire is adamant that she wants to learn violin. Ellen has never played a stringed instrument and is cautious about investing much money in a very young child's whims. She knows that beginning violins come in fractional sizes for small children. Ellen wants to find the right instrument for Claire—one that will be playable, affordable, and comfortable. She searches online for information about how to choose a first violin, and finds Kennedy Violins Education Center. Not only does she find information about how to measure Claire for the right violin, she also finds information about rental versus purchase, and what to look for in a quality violin.

USER RESEARCH

Online Survey—18 responses

ROLE:

The majority of those responding to the survey were beginning students. This was followed by advancing students in second place, and then parents in third position.

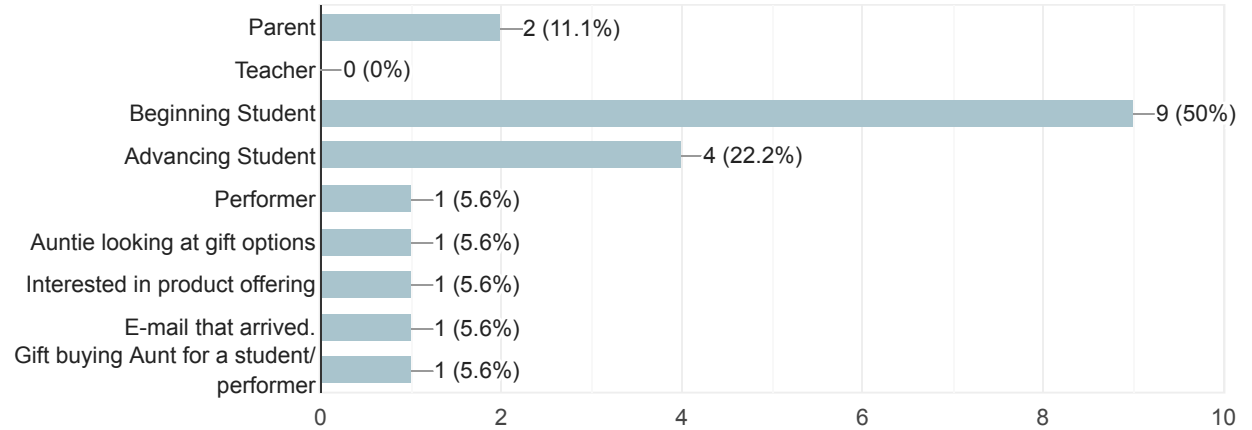
Teachers were not represented in this sample.

AWARENESS

Two-thirds of respondents did not know that education recourses were available at KennedyViolins.com.

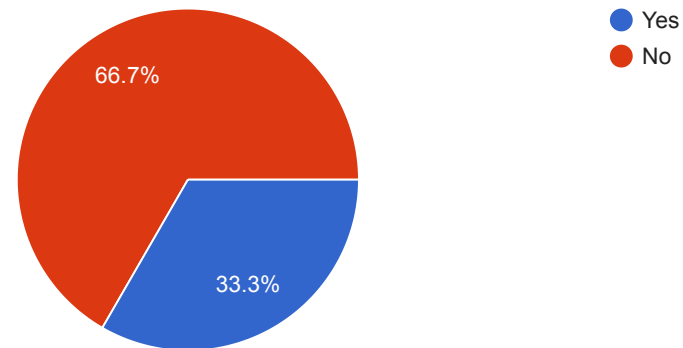
I visit Kennedy Violins as a:

18 responses



Did you know we have tutorials and education articles available at kennedyviolins.com?

18 responses



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INSTRUMENT

Violin players comprised 72.2% of the respondents. This was followed by Acoustic Guitar (22.2%), Classical Guitar (16.7%), Viola (11.1%), and Electric Violin and Ukulele both came it at 5.6%.

Piano write-ins got a total of 22.4%. Write-ins for harmonica and drums each got 5.6%.

LEARNING STYLES

The majority cited watching a video as their favorite way to learn new skills (83.3%).

Second choice was step-by step instructions with images (photos or graphics) which garnered 61.1%.

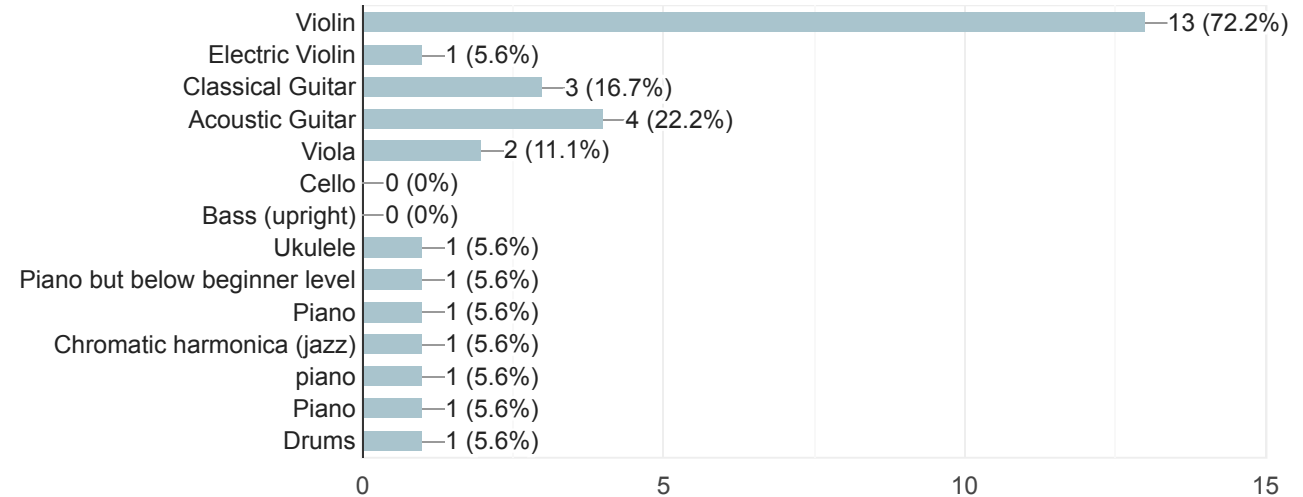
50% of respondents wanted a downloadable PDF. For some types of information a printed sheet would be useful to have on hand during practice. We may want to make sure that online articles can be easily printed as PDF files from the website.

Reading an online article came in at 38.9%. Graphs and charts garnered 22.2%.

There were also a couple of write-in responses—instructor-led and sight-reading each got 5.6%.

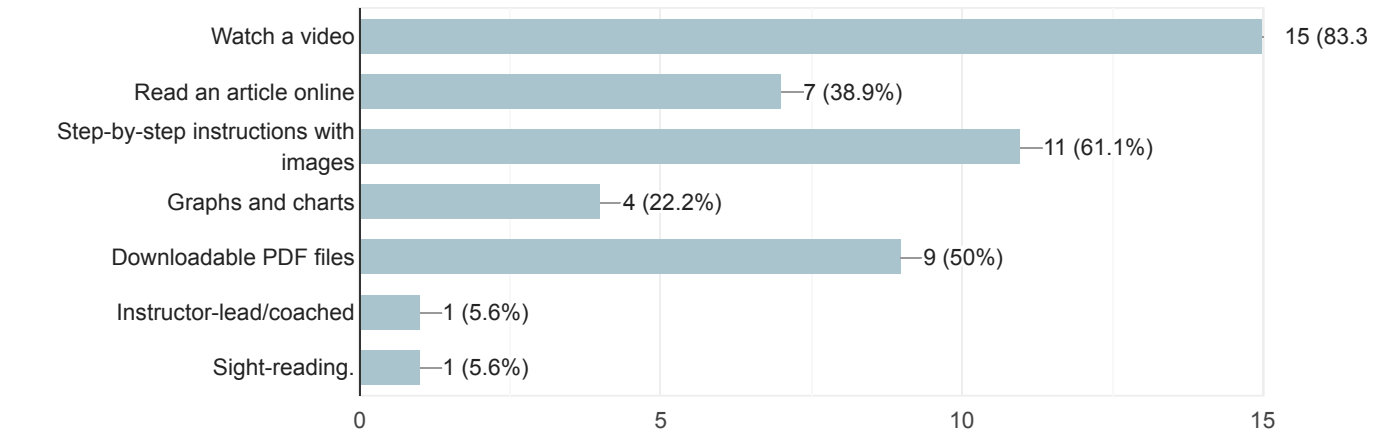
What instrument(s) do you play?

18 responses



How do you like to learn?

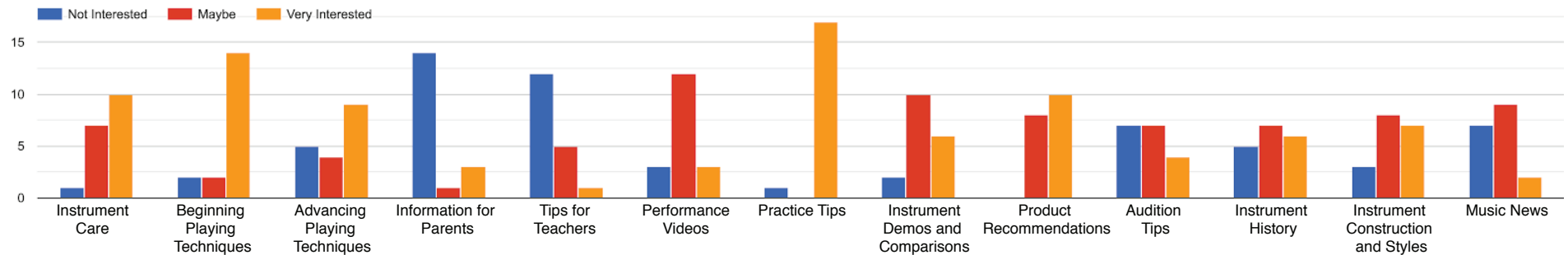
18 responses



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Please rate how interested you are in these topics:



TOPICS

The top four responses for “Very Interested” are, from most to least:

- Practice Tips
- Beginning Playing Techniques
- Instrument Care, and Product Recommendations (tied)
- Advancing Playing Techniques

The top four responses for “Maybe” are, from most to least:

- Performance Videos
- Instrument Demos and Comparisons
- Music News
- Product Recommendations, and Instrument Construction Styles (2-way tie).

Instrument Care, Demos and Comparisons, Product Recommendations, History, and Constructions Styles all had strong showings with a combination of “Very Interested” and “Maybe” votes.

Is there another topic you would like to see on our website?

3 responses

How to chose the right instrument

I am a total novice. Have not picked up a violin since grade school. Could use help with everything.

Shifting positions on viola, ear training - intermediate.

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SOURCES

The twelve responses about where the respondents go for information are listed to the right. One response was for a competitor site.

SUGGESTIONS

Below is the only response to the question "What can we do better?"

- I love Kennedy Violins. I would love to learn the origins and development of my Bunnell Next. I play it every day. Thank you!

Where do you currently get information about learning and playing music?

12 responses

YouTube

YouTube, the tune project, fiddlerman,

Google, friends

Kennedy

YouRube

My first option would be to Google

You tube, The Real Book, Thesaurus Of Scales.

My private teachers

On line, student texts

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Shar Music Education Section – <https://www.sharmusic.com/SHAR-Library/>

INTERNAL	
STRENGTHS <ul style="list-style-type: none"> Clean and uncluttered layout with good proportion of images to text. Can sort articles by category. Good tie-in to community with musician interviews. Articles for people interested in specific styles music. Most articles have tie-in to products. 	WEAKNESSES <ul style="list-style-type: none"> Education categories load onto a single-page layout so navigation is slow. Cannot filter posts by role (student, parent, teacher) or playing level. Not many playing technique tutorials. Small text is difficult to read on desktop view. Information is either video, or text. Not combined content. May lose the interest of users who would prefer to choose learning style.
OPPORTUNITIES <ul style="list-style-type: none"> More tutorial videos for advancing players could bring customers back in when searching for an upgraded instrument. Bring blog, videos and articles into a common navigation with better categorization in order to engage users and ease navigation. More content focused on the first-time buyer could bring in new customers. 	THREATS <ul style="list-style-type: none"> Navigation is branched out to links in new windows. Customer may leave main sales site or get lost among multiple tabs. Users looking for specific information may not find it, and will look for answers elsewhere. Blog comments must be monitored.
EXTERNAL	

Fiddlershop Blog – <https://fiddlershop.com/blogs/fiddlershop-blog>

INTERNAL	
STRENGTHS <ul style="list-style-type: none"> Clean and uncluttered layout with good proportion of images to text. Can sort articles by category. Good selection of buying guides and content for beginners. Company interacts with comments. 	WEAKNESSES <ul style="list-style-type: none"> Some articles/videos seem to be mis-categorized. Blog navigation is lost when scrolling down. Some videos start off with a You-Tube ad so weren't posted embedded the company page. Some links to posts start in the blog but then navigation outside blog. Category links are lost after browsing to posts
OPPORTUNITIES <ul style="list-style-type: none"> Provide more links to products within blog posts. Provide more community interaction (interviews, contests, customer-submitted reviews.) Better visibility and categorization for advancing player tutorials. Should be able to select by ability. 	THREATS <ul style="list-style-type: none"> Comments from users need to be monitored. Employee-written articles need to be reviewed for accuracy and correct marketing language. May need to go over script ahead of video production. Video editing production and editing is time consuming and expensive.
EXTERNAL	

<https://www.liviolinshop.com/blogs/the-long-island-violin-shop-blog>

INTERNAL	
STRENGTHS <ul style="list-style-type: none"> They have sections for teachers, students, and parents with FAQ sections. The have a blog section. They conduct maintenance workshops to bring customers into shop. 	WEAKNESSES <ul style="list-style-type: none"> Resources are downloadable PDFs instead of posts with rich media. Blog posts are not categorized. No links to products from blog.
OPPORTUNITIES <ul style="list-style-type: none"> Provide links to products within blog posts. Provide more community interaction (interviews, contests, customer-submitted reviews.) Categorize posts. Include downloadable resources into posts so they can be categorized. Create video content. 	THREATS <ul style="list-style-type: none"> Video editing production and editing is time consuming and expensive. Site not meeting needs of users who are used to learning from video and illustrated tutorials. Not everyone will want to download and print the PDF resources. It is not very user-friendly for mobile.
EXTERNAL	

SWOT Analysis

A Strength, Weakness Opportunity, Threat analysis was conducted of the Shar Blog, Fiddlerman, and the Long Island Violin Shop. Main takeaways are at right.

Top Three Issues

Provide information in more than one delivery method.

In most cases the informational posts and video content is separate. If the video content is combined with written and graphic information the content will appeal to a wider variety of learning styles.

Integrate learning with marketing.

Where possible provide links to products and services offered by the company. This could be done in sidebar content, as in-post advertising, or as text links within the article where it could naturally flow into the content.

Make sure the user can find the information they need.

Categorize posts by role, instrument, and topic. Be sure to use categories, and tags within categories, so the user can narrow their search. Provide a search function for the blog. Make sure the navigation is easily accessible as the user scrolls through a page or navigates from page to page within articles.

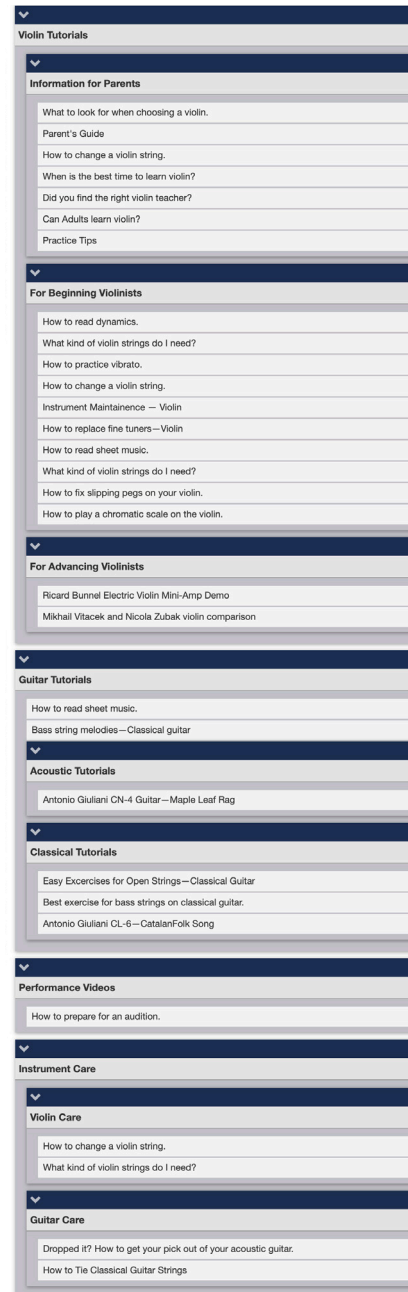
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Card Sort

The card sort was not as effective a tool as I would have liked. I only has two completed responses. I believe this was because there were too many topics to be sorted and users did not have the time/patience to complete the sort.

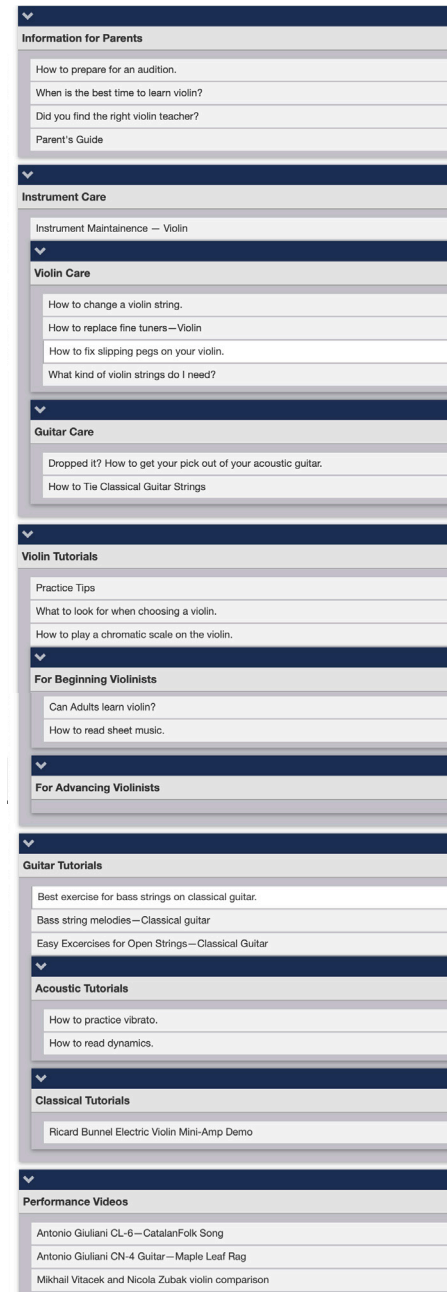
I will provide the two completed responses here.

I may try a different card sort in January to see if a simpler format will yield better results.



This screenshot shows a user's card sort response. The cards are organized into several categories:

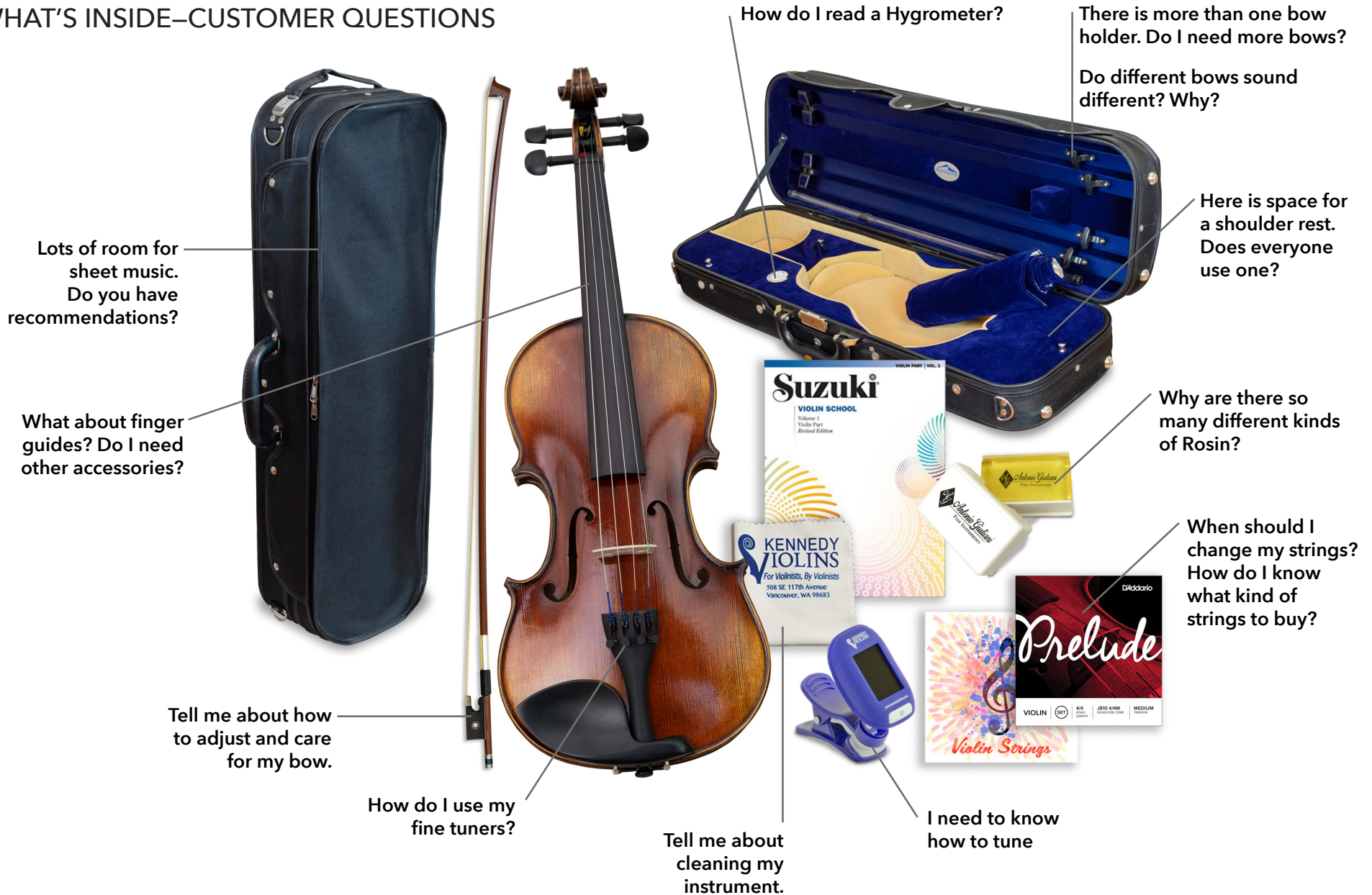
- Violin Tutorials**
 - Information for Parents**
 - What to look for when choosing a violin.
 - Parent's Guide
 - How to change a violin string.
 - When is the best time to learn violin?
 - Did you find the right violin teacher?
 - Can Adults learn violin?
 - Practice Tips
 - For Beginning Violinists**
 - How to read dynamics.
 - What kind of violin strings do I need?
 - How to practice vibrato.
 - How to change a violin string.
 - Instrument Maintenance -- Violin
 - How to replace fine tuners--Violin
 - How to read sheet music.
 - What kind of violin strings do I need?
 - How to fix slipping pegs on your violin.
 - How to play a chromatic scale on the violin.
 - For Advancing Violinists**
 - Ricard Bunnel Electric Violin Mini-Amp Demo
 - Mikhail Vitacek and Nicola Zubak violin comparison
- Guitar Tutorials**
 - How to read sheet music.
 - Bass string melodies--Classical guitar
 - Acoustic Tutorials**
 - Antonio Giuliani CN-4 Guitar--Maple Leaf Rag
 - Classical Tutorials**
 - Easy Exercises for Open Strings--Classical Guitar
 - Best exercise for bass strings on classical guitar.
 - Antonio Giuliani CL-6--CatalanFolk Song
- Performance Videos**
 - How to prepare for an audition.
- Instrument Care**
 - Violin Care**
 - How to change a violin string.
 - What kind of violin strings do I need?
 - Guitar Care**
 - Dropped it? How to get your pick out of your acoustic guitar.
 - How to Tie Classical Guitar Strings



This screenshot shows a user's card sort response. The cards are organized into several categories:

- Information for Parents**
 - How to prepare for an audition.
 - When is the best time to learn violin?
 - Did you find the right violin teacher?
 - Parent's Guide
- Instrument Care**
 - Instrument Maintenance -- Violin
 - Violin Care**
 - How to change a violin string.
 - How to replace fine tuners--Violin
 - How to fix slipping pegs on your violin.
 - What kind of violin strings do I need?
 - Guitar Care**
 - Dropped it? How to get your pick out of your acoustic guitar.
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 - Can Adults learn violin?
 - How to read sheet music.
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 - How to read dynamics.
 - Classical Tutorials**
 - Ricard Bunnel Electric Violin Mini-Amp Demo
- Performance Videos**
 - Antonio Giuliani CL-6--CatalanFolk Song
 - Antonio Giuliani CN-4 Guitar--Maple Leaf Rag
 - Mikhail Vitacek and Nicola Zubak violin comparison

WHAT'S INSIDE—CUSTOMER QUESTIONS



CLASSICAL

ACOUSTIC

I've heard of different tunings. What do I need to know?.

Why don't classical players use shoulder straps?

How do I install and adjust my shoulder strap?

How do I use my pick? Can I finger pick an acoustic?

Plus

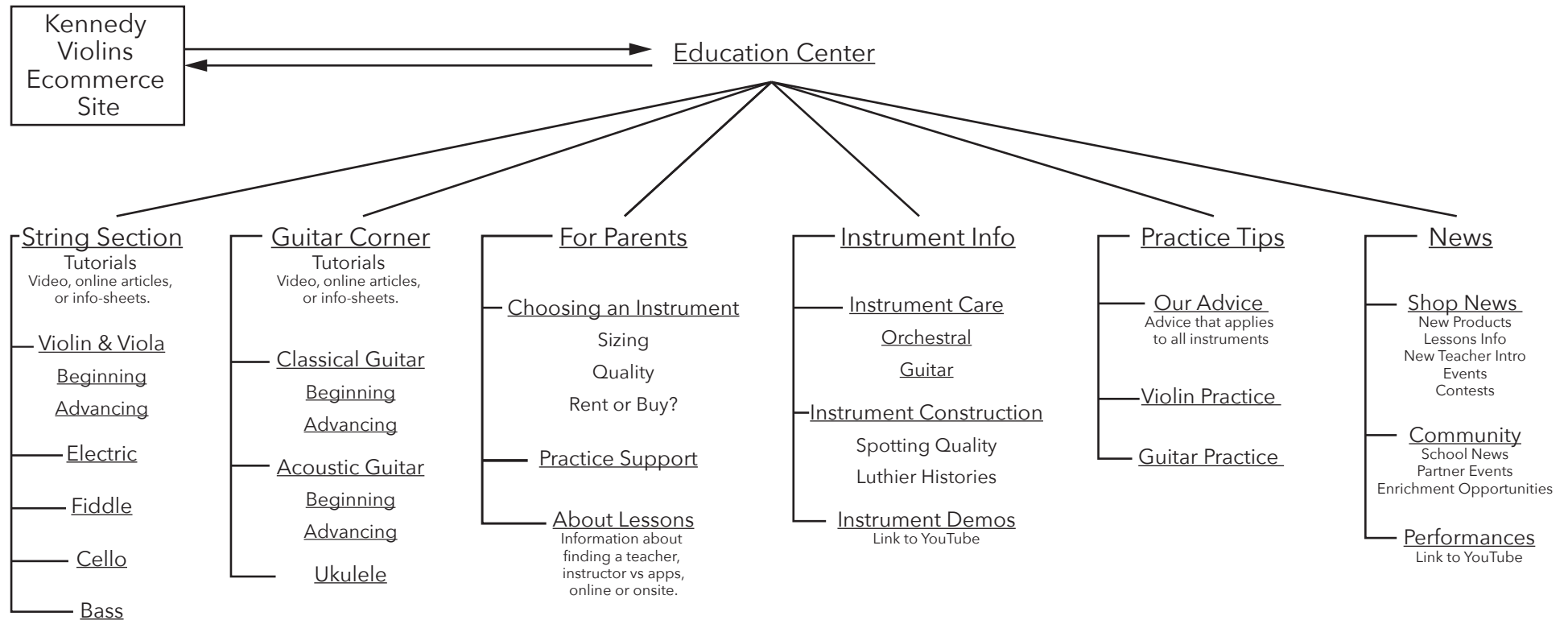
How do I select quality strings. How and when do I change strings

Some classical players like to use a footrest. What accessories will I need?

Tell me about cleaning my instrument.

Will I need a capo? What Books or sheet music should I get?

INFORMATION ARCHITECTURE



Category and Tag Notes

Categories and Tags can be used to display content in more than one location, to make it easier for the customer to find the info they need. Some examples:

- Instrument quality articles can appear both under "Instrument Info" and "For Parents."
- Practice tips can appear both in that category and under the instrument tutorial category they belong to.

Proper use of categories and tags allows us to post once, and have the content display to more than one audience.

Articles can be sorted by author so, although we are using more descriptive top-level link names, there will still be a "Joel's Corner" and "James' Corner".

USER STORIES



PERSONA 1
BEGINING VIOLINIST

1. As a beginning cellist I need to see out how to tune my instrument so that I can practice.
2. As a new string player I need to know how to clean the rosin off my instrument, so that it doesn't get sticky.



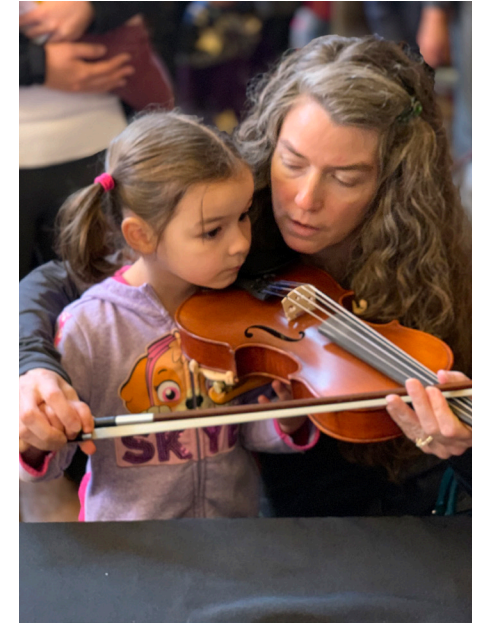
PERSONA 2
ADVANCING VIOLINIST

1. As an advancing violinist I want advice on different bowing techniques to increase my range of tones.
2. As someone experimenting with musical expression I need information on switching over to the electric violin, so I can explore new styles of music.



PERSONA 3
BEGINNING GUITARIST

1. As a beginning guitarist I need to find out how to change the strings on my classical guitar, so that it keeps sounding like new.
2. As someone who wants to play music with others I need to know how to make quicker and smoother chord transitions, so that I can keep up.



PERSONA 4
BEGINNING GUITARIST

1. As the mother of an aspiring young violinist I need information on purchasing or renting a violin appropriate for my child's age, so that she has a good, but reasonably-priced starting instrument.
2. As a parent I want to know how to best support my child in her violin practice, so that she feels happy about the process.

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WIREFRAMES

The Home Page

Main Navigation

Prominent Search

Three Main Categories

Although Guitar was not in the top three of research it is a product segment the company is trying to grow.

Title or "See All" will open category

Next Page

Secondary Categories

Contact Info

Social Bugs

Invitation to shop at top and bottom of page

The wireframe shows a header with the Kennedy Violins logo, the text 'Education Center', and the URL 'Shop KennedyViolins.com'. Below the header is a main navigation menu with links for Home, String Section, Guitar Corner, Practice Tips, For Parents, Instrument Info, News, and Contact. A prominent search bar is located below the navigation. The main content area is divided into three columns: String Section, Guitar Corner, and Practice Tips. Each column features a featured video player with a play button, a title, and a 'SEE ALL' link. Below the featured videos are sections for 'RECENT POSTS' with placeholder text and 'SEE ALL' links. At the bottom of the main content area are three circular icons labeled 'For Parents', 'Instrument Info', and 'News'. The footer contains contact information, a 'SHOP OUR BRANDS' section with logos for Ricard Bunnell, Louis Carpini, Antonio Giuliani, Portland, and David Yale.

Kennedy Violins Shop KennedyViolins.com

Education Center

Home String Section Guitar Corner Practice Tips For Parents Instrument Info News Contact

SEARCH

String Section

How to Fix Slipping Pegs
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Joel Kennedy

Cleaning Your Stringed Instrument
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Joel Kennedy

Is Playing the Electric Violin Different?
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Rachel Bowen

Featured Image

TOPICS

STRING SECTION

- Beginning Violin ▶
- Intermediate Violin
- Electric Violin
- Fiddle
- Viola
- Cello
- Bass
- Instrument Care ▶
- Practice Tips ▶
- Lesson Advice
- Community
- News
- Authors ▶

How to Fix Slipping Pegs
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Joel Kennedy

Featured Image

Bass Basics
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Zach Sears

Swtching from Violinto Viola
Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
Joel Kennedy

Page 1 of 11 ▶

CONTACT
1-800-779-0242
Email Kennedy Violins

SHOWROOM
508 SE 117th Ave, Vancouver, WA 98683
Mon - Fri 10-6, Sat 10-4

SHOP OUR BRANDS:

Ricard Bunnell LOUIS CARPINI STRING INSTRUMENTS Antonio Giuliani Fine Instruments PORTLAND David Yale

Search on Every Page


Gallery View of Posts

Display Video Thumbnail or Featured Image

Post Navigation

Filter Category Results

Toggle to Sub-Categories



Kennedy Violins

Education Center

Shop KennedyViolins.com

Facebook Instagram Pinterest LinkedIn Twitter

Home String Section Guitar Corner Practice Tips For Parents Instrument Info News Contact

SEARCH

String Section ▶ Beginning Violin ▶ How to Fix Slipping Pegs

Video Frame or
Featured Image of Post

OVERVIEW

Excerpt here Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

By Joel Kennedy

TOPICS

STRING SECTION

- Beginning Violin ▶
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- Practice Tips ▶
- Lesson Advice
- Community
- News
- Authors ▶

How to Fix Slipping Pegs

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Ricard Bunnell LOUIS CARPINI STRING INSTRUMENTS Antonio Gaudiani Fine Instruments PORTLAND David Yale

Breadcrumbs

Video or
Featured
Image

Post Title

Story or
Transcript

Overview or
Quote from
Article

Author

CONCLUSIONS

Improvements to User Experience

The proposed redesign introduces categorization functionality to the site, which will make it easier for customers to find the information they need. Having an easy-to-utilize site structure will be less frustrating to users, and they will be more likely to visit the site again. The posts can be linked to specific products or services on the Shopify site. This will allow site visitors to convert to customers seamlessly. In addition, moving the Education Center off the Shopify platform will provide better SEO for content.

Benefits to Kennedy Violins

With better SEO and categorization the Education Center will attract users who are not current customers, and are considering their first purchase. Maintaining a professional, helpful and accessible source of information strengthens the Kennedy Violins brand as a company that has expert knowledge of stringed instruments. Site users who benefited from the information on the site are likely to have a positive view of the company, which is a contributing factor in purchasing decisions.

Next Steps

- Talk with Joel and Zach about their goals for the Education Center
- Poll staff concerning willingness and ability to produce content
- Determine if the Kennedy Academy URL is the right one for this site.
- Make sure that all existing videos are accessible and in a file structure that makes sense on the drive
- Develop page comps
- The Wordpress site will need to be installed
- Build out the theme
- Theme will need to be approved
- Begin adding content to the site (Beginning student and parent content first)
- Launch and link to search engines