

**Gini Freeman**

**Client:** Aldersgate Preschool

**Role:** UX/UI Design, UX Researcher, UX Content Writer, Wire-framing, Web Design

**Duration:** 4 weeks

**Platform:** Web

### Summary

Aldersgate Preschool provides families with high quality preschool education in a Christian environment. The organization strives to meet the spiritual, mental, physical, emotional and social developmental needs of preschooler children.

### The business need

Aldersgate Preschool needed a redesigned website to meet the updated needs of the families that it serves.

### The solution

I worked closely with the director, teachers, parents and caregivers to create a site that delighted and informed users. I followed the double-diamond design method to determine the needs of the clients. I provided simple interfaces based on best practices and some competitive analysis. I designed a prototype that I will refer to as I build the site and deploy it to their existing hosting. My design is web-responsive.

# AUMC Preschool Empathy Map

