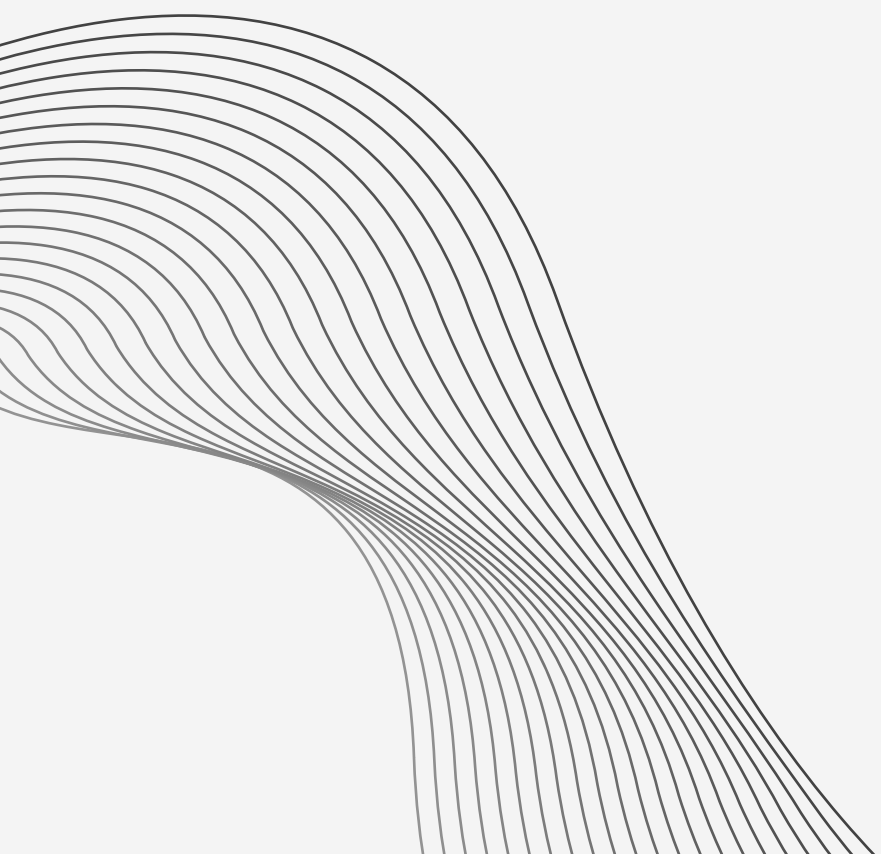
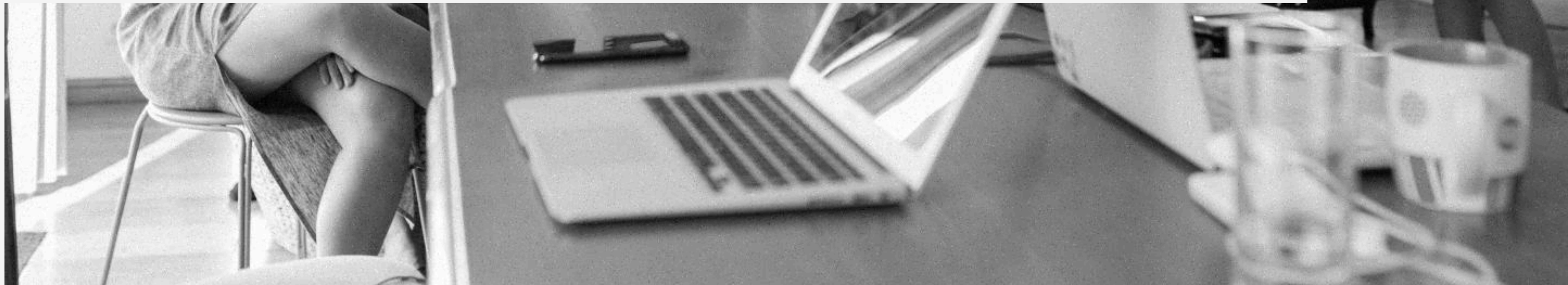


*SMART*

# What's the Smart

case study



Introduction

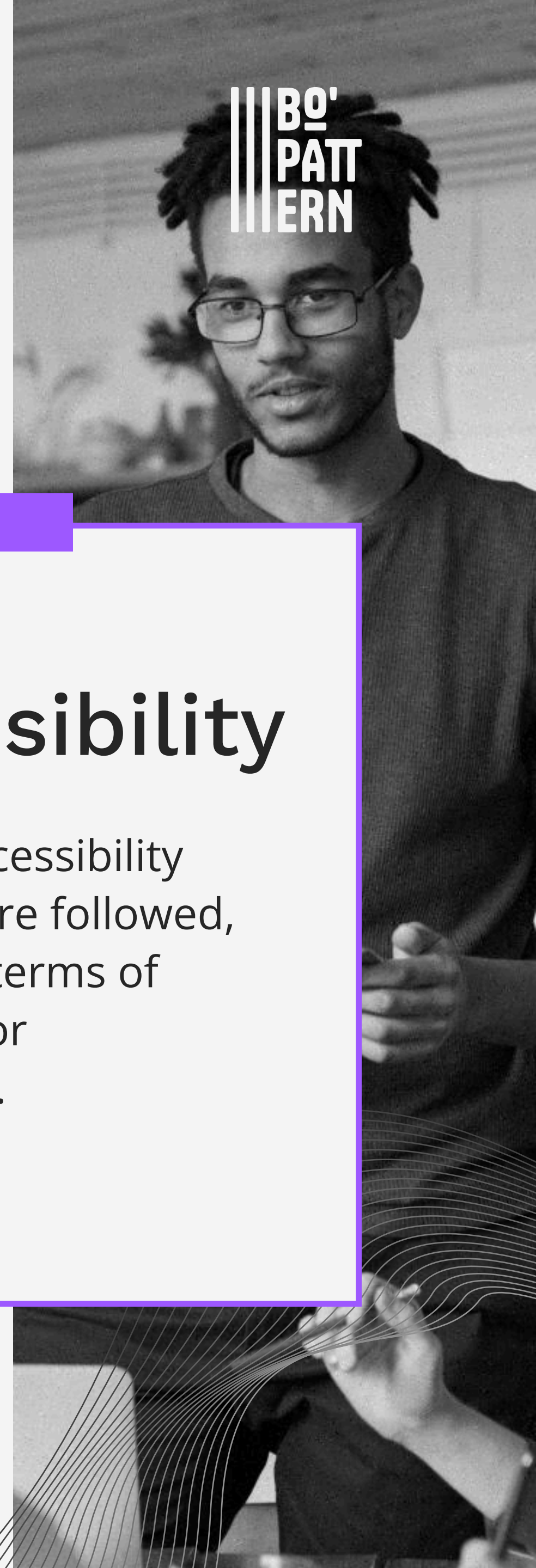
# Hard to understand

I became interested in SMART when I became self-employed. Attending an informational session, I noticed that much of the information on their website was missing or poorly organized.

Problematic

# The three main problems

BO'  
PATT  
ERN



## Hierarchy

There is no order in the information or in how it is presented.

## Content

The content lacks clarity, and many questions remain unanswered.

## Accessibility

Very few accessibility standards are followed, whether in terms of readability or interactivity.

structure

# Current structure

The section providing information about SMART is confusing and poorly structured.

Slider testimonials

Network  
Jobs  
Guide  
Become a  
member?  
etc...

Introduction

News

25th Anniversary testimonials

A grayscale photograph of a laptop screen displaying a world map with three callout boxes. The top box is labeled '01 Retention', the middle 'Customer Service 02', and the bottom '03 Profitability'. A hand is visible at the bottom left, resting on the laptop trackpad. A purple horizontal bar is positioned above the text on the right side of the image.

Proposed Solutions

# Giving meaning back

My goal is to provide practical, useful information, organized in a way that the most important elements are presented first.

# Questioning

## No answers to questions

### How it works

There is no clear explanation of how the cooperative works.

### Arguments

No convincing reasons are given to explain why SMART is a good solution for the user.

### What ?

There is no clear and concise definition of what SMART actually is and how we relate to it.

A black and white photograph of a meeting room. Several people are seated around a long table, some looking at laptops. There are desk lamps and a coffee cup on the table. The image is partially obscured by a white text box on the right and decorative line art in the corners.

Solution

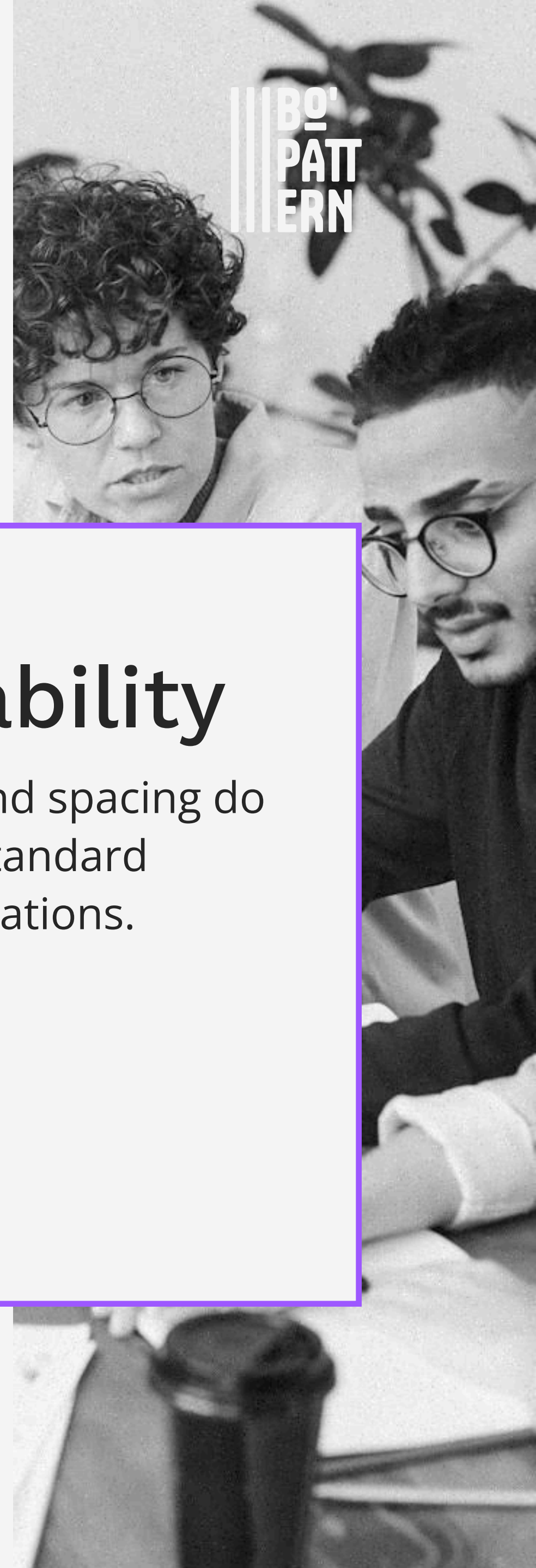
## **Answering the 5 Ws**

To clarify things, the website must answer the 5 Ws: Who, What, When, Where, Why. This will give the user all the information they need.

Accessibilité

# Current problems

BO  
PATT  
ERN



## Contrast

The color contrast standards are not respected, making reading difficult.

## WCAG

Many WCAG (Web Content Accessibility Guidelines) guidelines are not followed.

## Readability

Text sizes and spacing do not follow standard recommendations.



A black and white photograph of a woman with short, light-colored hair, smiling broadly while sitting at a desk. Her hands are on a laptop keyboard. In the background, another person is partially visible, and there are computer monitors. The image is partially obscured by a white text box on the right and a purple horizontal bar above it.

Solution

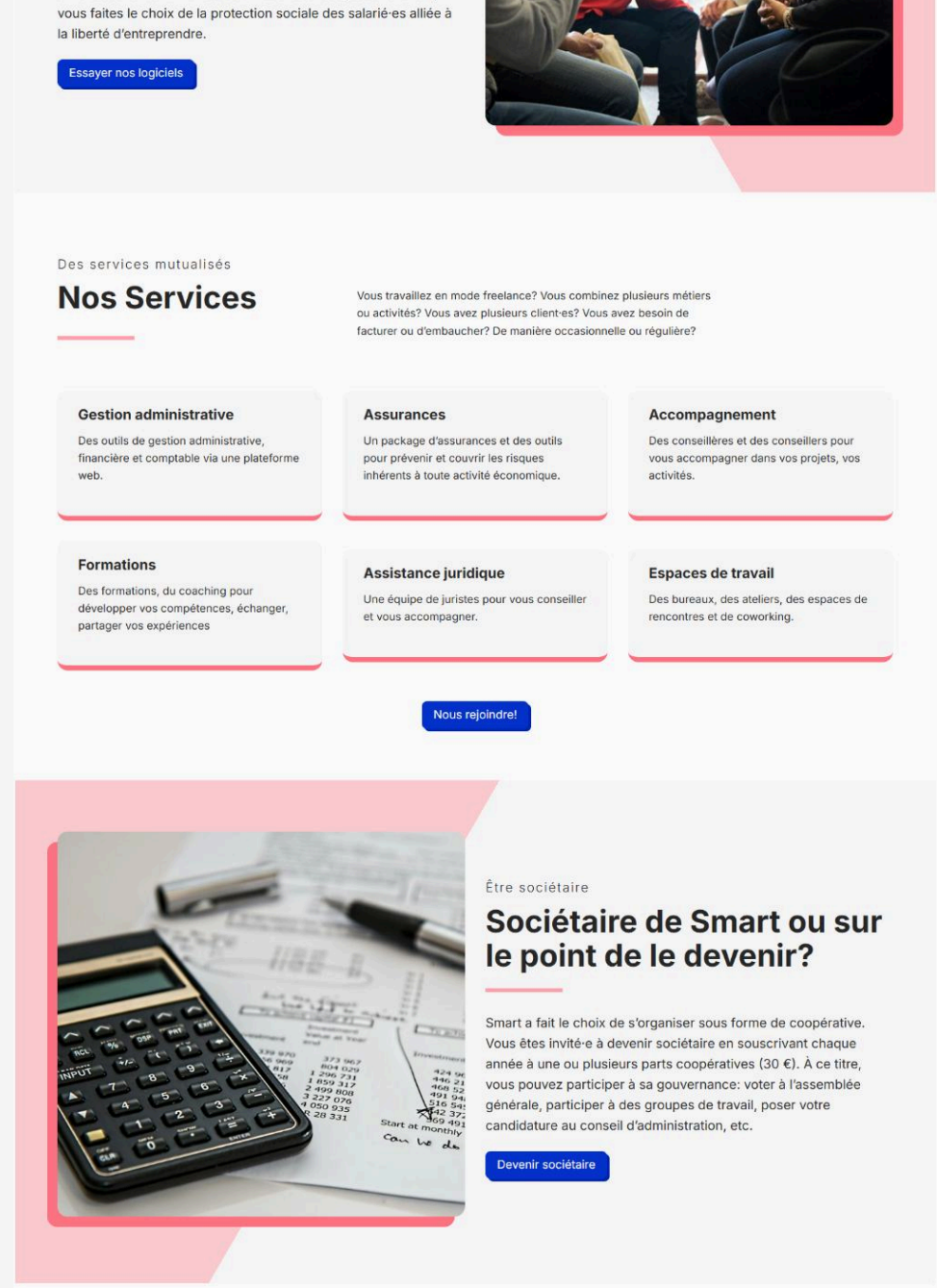
## **Follow the guidelines**

By adhering to Google's accessibility guidelines or WCAG recommendations, accessibility can be significantly improved.

Conclusion

## **A modern solution**

To resolve these issues, it is necessary to reorganize the information, follow accessibility standards, and structure the content while answering the 5 Ws.



# A prototype An idea among many others

I created a draft of what the SMART website could become, placing particular emphasis on the hierarchy of information, content clarity, and adherence to accessibility standards.

Prototype



The end

# And that's it!

I hope you enjoyed and found  
this case study interesting. See  
you soon!

✉ [jean@bopattern.com](mailto:jean@bopattern.com)

☎ +32475734214

🌐 [en.bopattern.com](http://en.bopattern.com)