

# PROSE PETALS



A VISUAL ARCHIVE OF  
CLASSICAL LITERATURE  
RESOURCES.

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prepared for :  
NEW YORK UNIVERSITY SPS

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10/01/2025

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# TABLE OF CONTENTS

Overview	03
Approach	04
Scope of Work	05
Timeline	06
Persona A	07
Persona A Journey Map	08
Persona B	09
Persona B Journey Map	10
Content Inventory	11
Site Map	12
Task Flow	13
Wireframes	14-17
Accessibility Statement	18



# OVERVIEW

Prose Petals provides undergraduate English majors with links to visual resources representing classic literature. The concept is centered around **inclusivity** and aims to accommodate neurodivergent users. **Accessible learning** through visual resources will improve students' understanding of classic literature in undergraduate English programs at accredited American universities. Classic English literature books lack visual cues and do not account for neurodivergent students' preferred study methods, decreasing their performance in class.

Prose Petals will prioritize those needs. We connect texts to movies, TV shows, art, and other visual adaptations of them to support specific groups of learners. The site not only accounts for compiling English text-specific materials in one space but **complies visually with ADA standards**, such as using a background that is not distracting for students who are colorblind or vision impaired. Accessible typeface and font will be used for the vision-impaired and dyslexic. Prose Petals uses Nunito at a minimum of 16 pt. font. The site is based on learning and collaboration. Success will initially be measured by user review, and will grow to analyze specific data objectives as site use increases.

## OBJECTIVES AND METRICS

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### Engagement

- Collect 100 user surveys in 6 months
- Increase user satisfaction ratings to 80% in 6 months

### Acessibility

- Compile 5 group proposals that increase accessibility on the site, and implement one design
- Add 10 pages with new authors to Prose Petals based on survey results

### Outreach

- Create three social media accounts on Instagram, X, and TikTok
- Accumulate 1,000 followers in 6 months

### Google Analytics

- Monitor returning users
- Increase returning user percentage by 50% in 6 months

# APPROACH

Prose Petals will implement the **Lean UX model** for our approach. Lean UX is centered around learning, the very principle of the site. This approach focuses on **rapid learning** and connects to our site because our users need an academic resource that provides them with **quick support**, opposed to a resource that requires extra research. The fast pace of the approach also aligns with the site's design because new materials and texts will arise at different times, and it is important to develop a system for that implementation.

Lean UX prioritizes quick assessments and speedy error corrections. When students' academic performance is at stake, it is important to ensure that the resources provided are accurate and up to date. **Student needs guide the development of Prose Petals.** Should their needs change, the site will accommodate user preferences and prioritize engagement with users. An example of this is removing graphics that are distracting or inhibit a student's ability to intake information.

The team must discuss what is working and what is not, and review the site's content and design to ensure ADA compliance. ADA compliance is important for neurodivergent users. Their learning experience is the inspiration for Prose Petals and our top priority. We want Prose Petals to be an inclusive academic resource for college students studying English literature. A survey will be conducted asking users to rate and discuss features of Prose Petals and whether they met their needs. Responses from survey participants will be reviewed monthly, and data will be brought to monthly team meetings.

# SCOPE OF WORK

Prose Petal's development process is based on the Lean UX approach and the scope of work will follow the **rapid update system** the approach takes. Initial build out of the site will create a foundation for the design and allow for flexible updates to the content included. Research will be conducted by the Prose Petals team to **ensure content is updated to user needs**, which will be analyzed through a survey collected with reviews from users. The goals for site development function around accessibility for neurodivergent students, and research will be conducted to assess what features are needed on the site to accommodate their learning needs.

Once the site has a solid foundation and the design has been deemed appropriate for neurodivergent student use, focus will be put on the literary content included and **visual aids will continue to be updated**. Social media content will begin to be produced to reach the target audience of undergraduate English majors at American colleges. Social media outreach will allow for survey promotion and increase survey responses to provide the team with tangible data and metrics.

# TIMELINE

DATE

TASK

**05/01/2025**

Refine user personas and conduct necessary research for improvement, host first collaborative meeting with team

**06/01/2025**

Build out design framework, use WAVE to scan site for ADA compliance

**07/01/2025**

Expand number of authors and texts included on site by 20 texts, create user survey and have team test survey/learn to analyze results

**08/01/2025**

Add members to Prose Petals team, test links included on site to ensure they are accurate and have appropriate content

**09/01/2025**

Create Instagram, TikTok, and X accounts, expected launch date

# PERSONA A

## BELLA

### UNDERGRADUATE ENGLISH MAJOR



#### DEMOGRAPHICS

- 18-year-old freshman at the University of Minnesota Twin Cities
- White female
- Full-time student, declared English major and art major
- Member of the LGBTQIA+ community
- Financially dependent
- ADHD diagnosis, unmedicated

#### GOALS

- Efficiently choose thesis topics
- Improve ability to focus on writing academic papers
- Apply art skills to English assignments
- Manage ADHD symptoms that impact academic studying

#### SCENARIO

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**“I FEEL UNINSPIRED BY THE TEXT CHOICES IN MY AMERICAN LITERATURE CLASS.”**

#### PERSONALITY

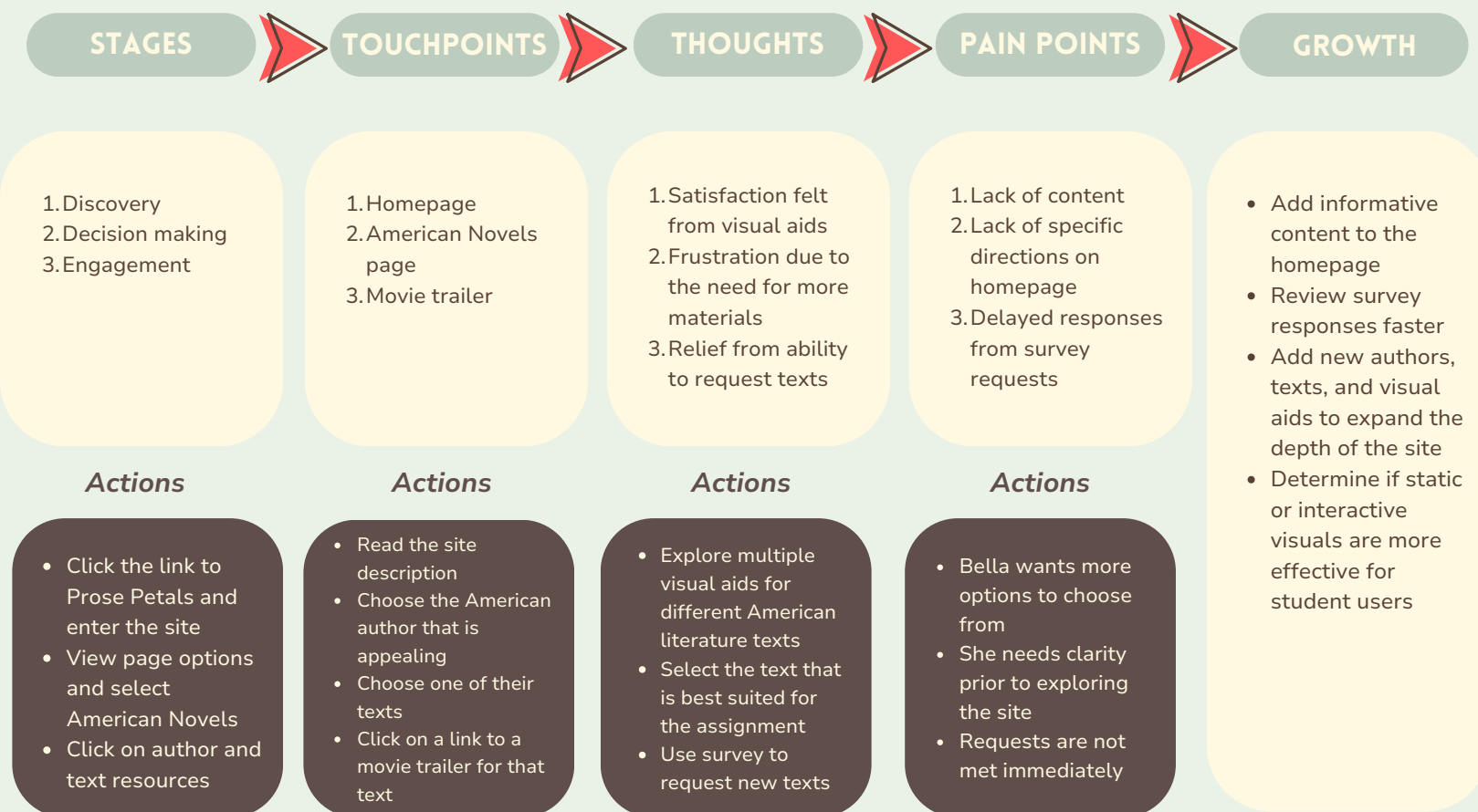
- Creative
- Intelligent
- Empathetic
- Goal-driven

Bella is enrolled in her second semester of English courses at the University of Minnesota. She needs to choose an American novel to analyze through a queer lens for a midterm paper. Bella is overwhelmed by her choices because her ADHD interferes with her ability to make decisions. Many American novels are not interesting or relevant to her, which increases her frustration about the assignment. Bella needs a site that offers information on American Novels, formatted in a visually accessible layout to aid her decision-making ability for the paper.

Bella needs a site homepage that provides information on the site’s purpose and which resources are included. Visiting the American Novel page will provide her with a list of authors to choose from. Clicking their links takes her to subpages containing lists of the authors’ texts and links to their subpages. Reading author bios will allow her to decide if the texts will appeal to her interests and meet the assignment rubric. As a member of the LGBTQIA+ community, she will spend time on texts that represent the community through creative adaptations of the novels. The text subpages are most beneficial to her because she can focus on the resources easily, as they are ADA compliant, compared to text-heavy resources she used in the past. This helps her manage her ADHD symptoms and make an educated decision on the best text for her paper without added frustration.

# TASK FLOW: BELLA

Bella wants to explore new American literature texts using visual aids. She needs sources that do not worsen her ADHD symptoms. Prose Petals' ADA-compliant format allows users to select authors and resources without feeling frustrated by accessibility issues. The site's visual aids replace text-heavy descriptions and allow for a simple selection process that highlights meaningful aspects of each text.



# PERSONA B

## SAM

### NEURODIVERGENT COLLEGE STUDENT



#### DEMOGRAPHICS

- 21-year-old senior at the University of Colorado Boulder, majoring in history and minoring in English
- ADHD and anxiety diagnoses, medicated
- Out-of-state student
- White male
- Financially independent
- Part-time worker

#### GOALS

- Maintain grades
- Reduce academic stressors
- Manage ADHD symptoms that impact academic studying
- Find free academic resources for a Shakespeare course

#### PERSONALITY

- Motivated
- Intelligent
- Hard-working
- Anxious

#### SCENARIO

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### “My coursework is confusing and I feel overstimulated.”

Sam’s anxiety has been heightened in his senior year of college. As graduation approaches, he feels pressured to find a career while maintaining his grades and working at the same time. His anxiety has increased his ADHD symptoms, and he is on new medications to manage them.

Sam is enrolled in a Shakespeare elective course to fulfill his English minor requirements. His professor instructed students to analyze contemporary aspects of *Romeo and Juliet*. Sam cannot focus on reading the play because the jargon is confusing, much less analyze it. Sam needs a site that offers free, visual resources for contemporary adaptations of *Romeo and Juliet*. He can visit the Shakespeare page and navigate to the *Romeo and Juliet* subpage, where he will spend the majority of his time exploring pictures, videos, and external links that provide contemporary explanations of the play.

Sam’s anxiety will decrease because of the ADA-compliant site that eases his studying process, allowing him to have fewer stressors in his life. Managing the anxiety supports his ADHD and improves his studying abilities, maintaining his grades.

# TASK FLOW: SAM

Sam needs to visit a site that is easy to navigate so he can understand the information being presented. He is anxious, and worsening anxiety is increasing his ADHD symptoms, making it hard to focus on his essay. Prose Petals presents text in ADA-compliant typefaces and fonts, allowing Sam to read prose without feeling frustrated by complicated designs. The site's visual aids replace text-heavy descriptions and allow him to visualize contemporary aspects of each play without being distracted due to an overwhelming number of choices.



# CONTENT INVENTORY

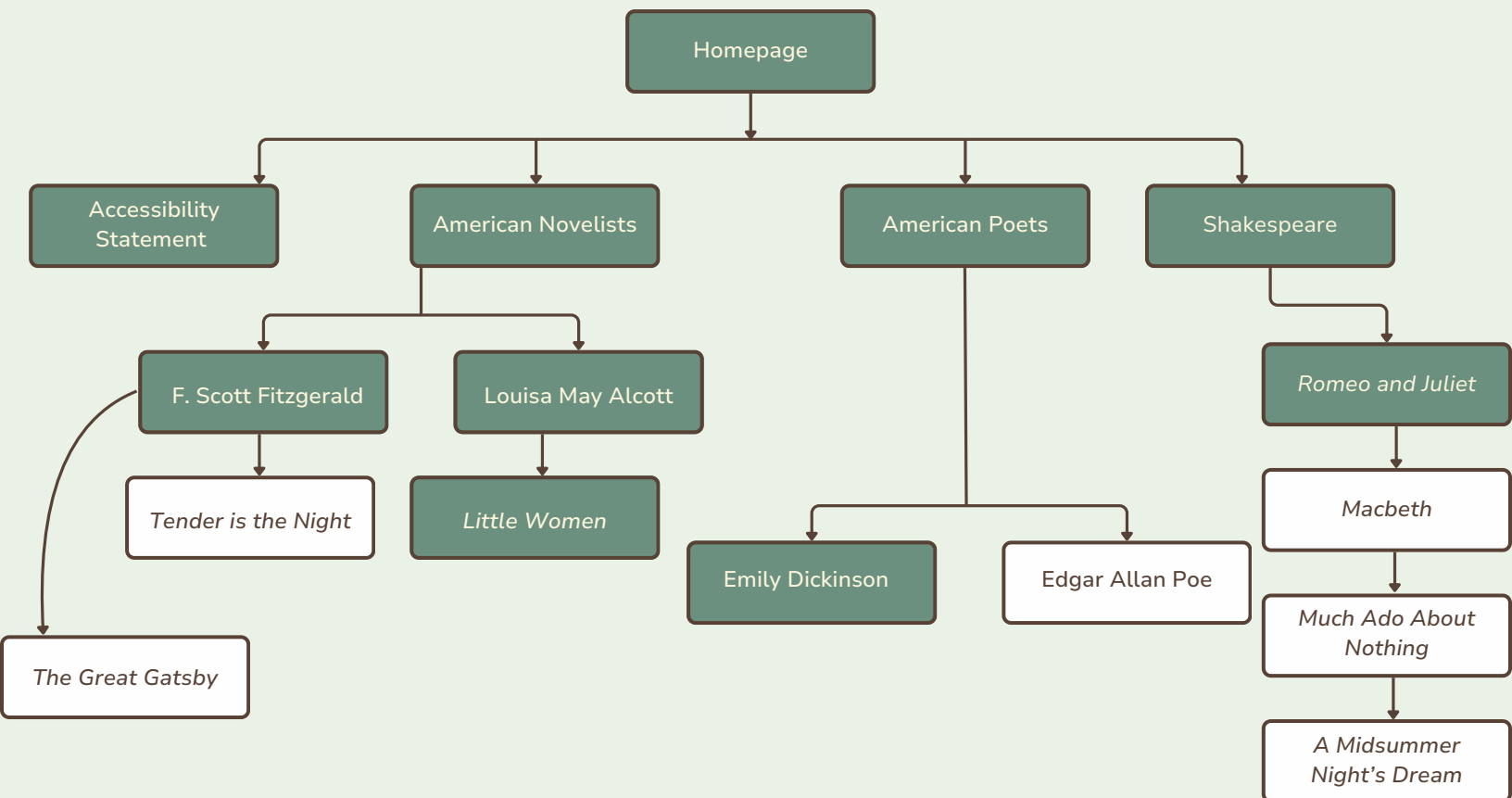
Location	Format	Length	Audience	Tasks	🔗 Future Changes	Notes
Homepage	Written text, visuals, survey	189 words, 170kb, 26kb	New English students + returning students	Explain site purpose + navigation, provide feedback	No	Does the about section need more details?
Accessibility Statement	Written text, visual	359 words, 26 kb	Neurodivergent English students + new users	Explain site ADA compliance	No	Potential to update if accessibility standards change
American Novelists	Written text, visuals, subpage links	220 words, 942 kb, 2.3 mb, 26 kb	New English students + returning students	Direct users to subpages	Yes	Add authors based on survey responses
F. Scott Fitzgerald	Written text, visuals, subpage links	230 words, 1 mb, 718 kb, 26 kb	New English students + returning students	Summarize author, direct users to subpages	Yes	Add texts based on survey responses
The Great Gatsby	Written text, visuals, external links	126 words, 1.8 mb, 170 kb x 3, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Add resources based on survey responses
Tender is the Night	Written text, visuals, external links	118 words, 170 kb x 2, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Under construction, add resources
Louisa May Alcott	Written text, visuals, links to subpages	139 words, 1.7 mb, 26 kb	New English students + returning students	Direct users to subpages	No	Under construction, add resources
Little Women	Written text, visuals, external links	138 words, 538 kb, 2.1 mb, 2.6 mb, 2.9 mb, 26 kb	New English students + returning students	Provide users with external links to resources	Maybe	Potential to add resources, not priority
Shakespeare	Written text, visuals, links to subpages	217 words, 1.1 mb, 2 mb, 1.3 mb, 183 kb, 26 kb	New English students + returning students	Direct users to subpages	Yes	Add plays based on survey responses, not priority
Romeo and Juliet	Written text, visuals, external links	153 words, 871 kb, 1.4 mb, 2 mb, 1.4 mb, 1.2 mb,	New English students + returning students	Provide users with external links to resources	Maybe	Potential to add resources, not priority
Macbeth	Written text, visuals, external links	120 words, 170 kb x 4, 26 kb	New English students + returning students	Provide users with external links to resources	Maybe	Potential to add resources, not priority
Much Ado About Nothing	Written text, visuals, external links	124 words, 170 kb x 6, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Under construction, add resources, priority
A Midsummer Night's Dream	Written text, visuals, external links	118 words, 170 kb x 2, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Under construction, add resources, priority
American Poets	Written text, visuals, links to subpages	234 words, 2.2 mb, 972 kb, 26 kb	New English students + returning students	Direct users to subpages	Yes	Add authors based on survey responses, priority
Emily Dickinson	Written text, visuals, external links	148 words, 2.5 mb, 426 kb, 2 mb, 2.6 mb, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Add resources, priority
Edgar Allan Poe	Written text, visuals, external links	122 words, 170 kb x 2, 26 kb	New English students + returning students	Provide users with external links to resources	Yes	Add resources, priority

\*Content inventory includes a length section that contains the exact size of each graphic and picture included on a page.

\*Information is organized and updated in a Google Sheet that can be accessed by internal and external stakeholders

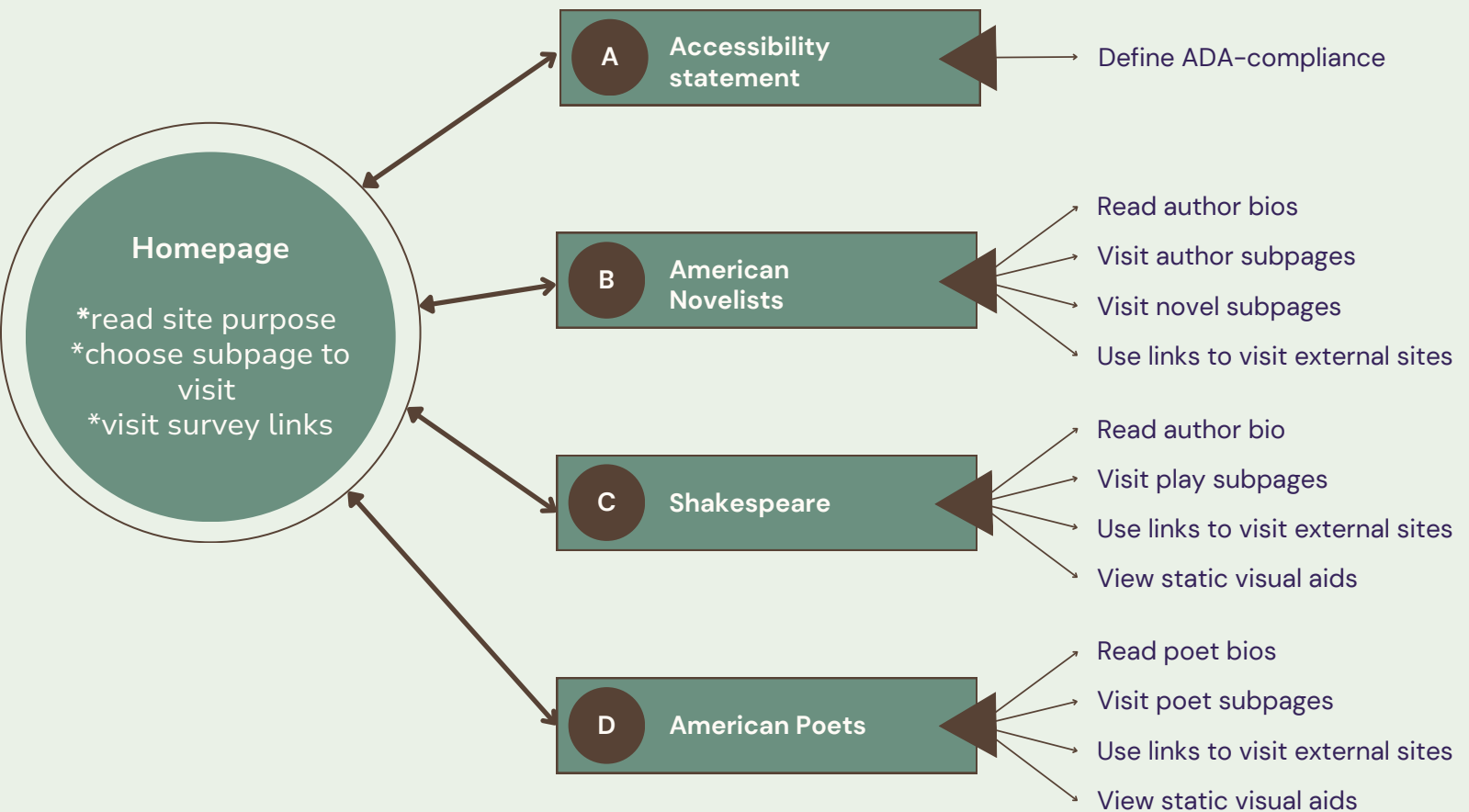
# SITE MAP

\*solid green boxes indicate complete prototype pages  
\*solid white boxes indicate incomplete prototype pages



The Prose Petals prototype site has several key structural features of note. The homepage serves as a hub for information on the site's purpose and utilizes **survey plugins** to facilitate communication with users. Main pages for genres utilize **internal links** to subpages and are organized by **static images** that also link to subpages. Subpages utilize **external links** provided through static images to open new browsers with in-depth resources specific to the text the user is interested in.

# TASK FLOW



# WIREFRAMES

## Homepage (Completed)

The homepage provides users with information on the site's purpose and what features are included. A menu bar is placed at the top of the screen to give users options to navigate to new pages and explore site functions.

A: The menu bar includes buttons for the homepage, accessibility statement, American Novelists, Shakespeare, and American Poets.

B: The Prose Petals name and slogan is presented to the user.

C: The about section of the site is listed in middle of the page.

D: Contact information is listed to allow users to reach the creators as needed.


E: A Google Survey link is included to encourage users to provide feedback on the site's functionality.

**A**

Home Accessibility Statement American Novelists Shakespeare American Poets

**B** PROSE PETALS

A visual archive of classical literature resources. Accessible, inclusive learning starts here.



**C**

Prose Petals is a unique blend of art and literature designed to aid students studying classical English texts visually. Dedicated to inclusivity, we promise to provide a learning experience that speaks to a diverse range of students. We focus on the little details so you can focus on the *meaning* behind each title. At Prose Petals, we read, grow, and inspire readers each day.

**E** TAKE OUR SURVEY!

Help us help you! Prose Petals' goal is to make classical English texts accessible and inclusive. We want to give you as many resources as possible, and we need your input to do so! Your survey responses are read by our team and we use your suggestions to improve Prose Petals.

CLICK HERE FOR SURVEY LINK!

**D** HOW CAN WE HELP?

First name

Last name


Email \*

Phone

Choose an issue

Tell us what you need help with...

SEND



# American Poets Page (Completed)

The American Poets page provides users with a description of each American poet included on the site and a link to their subpage with author-specific resources.

A: The title of the page, American Poets, is listed in bold.

B: A general description of American poetry's relevance to classical literature is provided.

C: A picture of Emily Dickinson is provided.

D: Dickinson's bio is included with a link to the subpage. Poe's bio is formatted the same.

E: A picture of Edgar Allan Poe is provided.

F: A contact information form is provided to allow users to reach the creators.


G: A Google Survey link is included to encourage users to provide feedback on the site's functionality.

[Home](#) [Accessibility Statement](#) [American Novelists](#) [Shakespeare](#) [American Poets](#)

# A AMERICAN POETS

B American poetry encompasses a wide range of themes, including freedom, identity, nature, and social change. Whether through formal structure or experimental free verse, American poets continue to influence both literature and popular culture.

C



Emily Dickinson  
(1830-1886)

D Dickinson is known for her unique and unorthodox poems. Exploring themes of death, immortality, nature, and relationships, she wrote nearly 1,800 poems, many of which were unpublished during her lifetime. Her innovative poetry has earned her recognition as one of the most important figures in American literature.

D



Edgar Allan Poe  
(1809-1849)

D Poe is best known for his dark, gothic tales and poems. His works explore themes of death, madness, and the supernatural. His unique style and mastery of suspense and horror have made him a lasting influence on literature.

E



## TAKE OUR SURVEY!

Help us help you! Prose Petals' goal is to make classical English texts accessible and inclusive. We want to give you as many resources as possible, and we need your input to do so! Your survey responses are read by our team and we use your suggestions to improve Prose Petals.

[CLICK HERE FOR SURVEY LINK!](#)



### HOW CAN WE HELP?

F

First name

Last name

Email \*

Phone

Choose an issue

Tell us what you need help with...

SEND

# Macbeth Subpage

The Macbeth subpage provides users with visual resources and adaptations of the play, with pictures and links to external sources.

A: The title of the page, Macbeth, is listed in bold.

B: A link to one visual aid is provided with details on the origin of the piece.

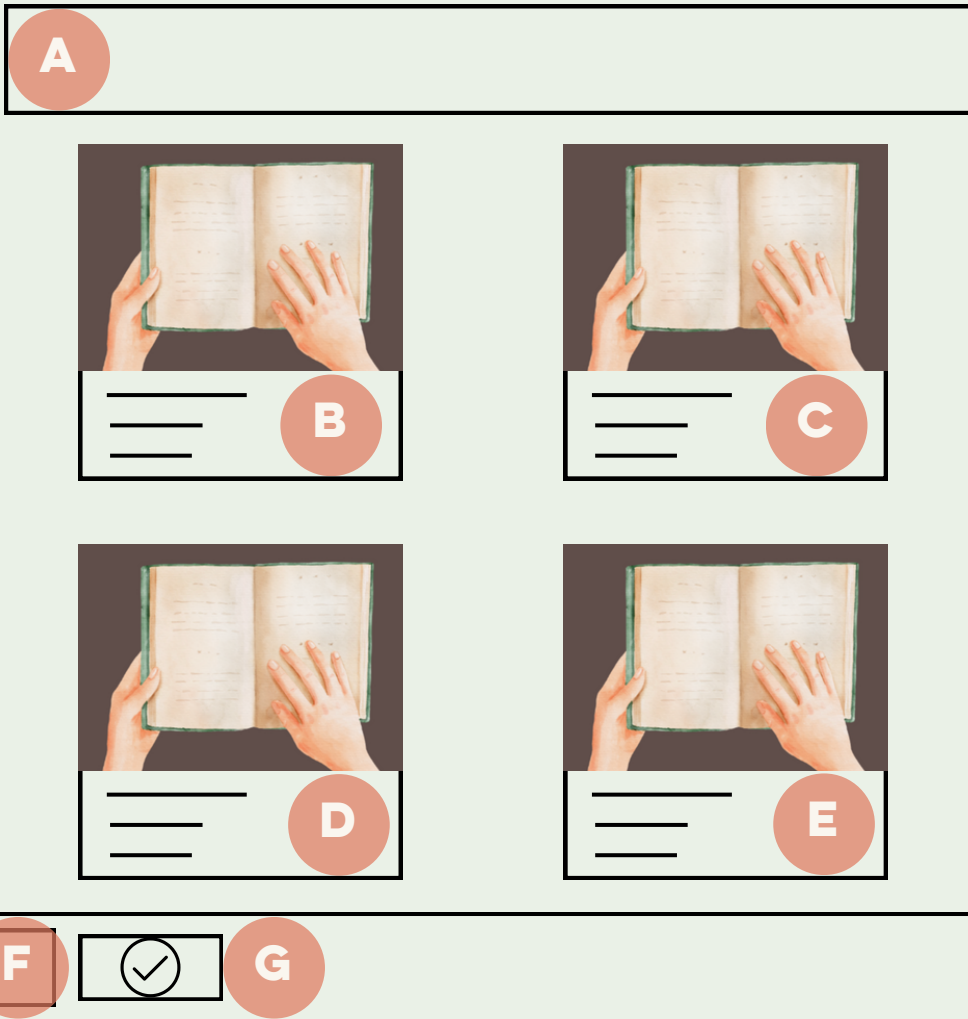
C: A link to one visual aid is provided with details on the origin of the piece.

D: A link to one visual aid is provided with details on the origin of the piece.

E: A link to one visual aid is provided with details on the origin of the piece.

F: Contact information is listed to allow users to reach the creators as needed.

G: A Google Survey link is included to encourage users to provide feedback on the site's functionality.




# The Great Gatsby Subpage

The Macbeth subpage provides users with visual resources and adaptations of the play, with pictures and links to external sources.


- A: The title of the page, The Great Gatsby, is listed in bold.
- B: A link to the 2013 movie adaptation of *The Great Gatsby* is provided with details on the origin of the piece.
- C: A link to one visual aid is provided with details on the origin of the piece.
- D: A link to one visual aid is provided with details on the origin of the piece.
- E: A link to one visual aid is provided with details on the origin of the piece.
- F: Contact information is listed to allow users to reach the creators as needed.
- G: A Google Survey link is included to encourage users to provide feedback on the site's functionality.

A




Directed by Baz Luhrmann  
The Great Gatsby, (2013)


B



C



D



E

F

G

# ACCESSIBILITY STATEMENT

Prose Petals is committed to creating an inclusive and accessible experience for our users. To comply with our purpose to remain ADA-compliant, an AI Accessibility Audit was conducted using the Prose Petals prototype site. WAVE was used for the audit, and the audit found zero structural errors and zero contrast errors. The prototype showed a high contrast rating of 8.59:1. The prototype passed both WCAG AA and WCAG AAA tests.

The audit showed several areas that could be improved to increase overall accessibility. These include small text on survey plugins, one suspicious link, and one mislabeled heading. These areas were addressed following the audit results and will continue to be monitored monthly as each milestone is met on the timeline.

This information is shared on the site's accessibility page for full transparency to align with Prose Petals' dedication to ADA-compliance.