



CASE STUDY

MUSD High School Websites

Designing Mobile-First, Bilingual Digital Hubs for the MUSD Community

Madera Unified School District (MUSD) serves a diverse community where most families, including a significant Spanish-speaking population, rely on mobile devices over computers to stay digitally connected. This insight shaped our approach to redesigning the websites for **Madera High School** (MHS), **Madera South High School** (MSHS), and **Matilda Torres High School** (THS), ensuring they were not only functional but deeply accessible.

THESE PROJECTS REQUIRED US TO SOLVE THREE KEY CHALLENGES:

- **Mobile-First Usability:** How do we create websites that are intuitive and easy to navigate for users with varying levels of digital literacy?
- **Bilingual Accessibility:** How do we make Spanish-speaking families feel equally represented in the digital experience?
- **School Identity:** How do we reflect the unique spirit of each school while maintaining consistency across the district?



CHALLENGES & IDEAS

The existing websites struggled with outdated navigation, desktop-only functionality, and a lack of inclusivity for Spanish-speaking families. Families faced barriers when trying to find essential information like schedules, contact details, or event updates.

We began by mapping out a mobile-first framework, focusing on clear, intuitive layouts that prioritized frequently accessed content like calendars, news feeds, and contact forms.

- **For MHS,** we leaned into its traditional pride with bold visuals and clean navigation.
- **For MSHS,** we emphasized community warmth and spirit through dynamic visual storytelling.
- **For Torres,** as a new high school, we created a sleek, modern design that communicated excitement and potential.

Multilingual accessibility was seamlessly woven into the site's foundation, with intuitive toggles and smooth transitions between non-English content. This ensures inclusivity for Spanish-speaking families today and prepares the platform to welcome new families with diverse home languages in the future.





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THE BREAKTHROUGH

Our breakthrough came when **we optimized the sites for mobile-first design**, ensuring every feature — from collapsible menus to touch-friendly buttons — functioned perfectly on phones. Bilingual content wasn't an afterthought; it was fully integrated, allowing families to access the same high-quality information in their preferred language.

EACH SITE ALSO CELEBRATES THE UNIQUE IDENTITY OF ITS SCHOOL:

- **MHS:** Bold, traditional branding that honors its legacy while modernizing the user experience.
- **MSHS:** A balance of dynamic visuals and practical functionality, fostering pride and usability.
- **Torres:** A modern, forward-looking design that captures the energy of a new high school and its ambitious community.



IMPLEMENTATION & REFINEMENT

We tested prototypes with students, parents, and staff, gathering critical feedback to refine navigation, readability, and bilingual features. Iterations focused on improving flow, ensuring all content was accessible in three taps or fewer.

THE FINAL DESIGNS INCLUDED:

- **Responsive layouts** for flawless performance on any device.
- **Centralized resources** like calendars and contact directories for easy access.
- **Integrated social media links**, helping families stay engaged with school activities.

Once launched, the websites quickly demonstrated their value as vital communication hubs for the district.



THE OUTCOME

The redesigned websites for MHS, MSHS, and Torres are more than digital platforms — **they're tools of empowerment.** By addressing the real-world needs of MUSD families, these sites now serve as welcoming, functional, and accessible entry points for the entire school community.

- **Mobile Accessibility:** Over 70% of users now access the sites via mobile devices, underscoring the success of the mobile-first approach.
- **Bilingual Inclusivity:** Spanish-speaking families have praised the seamless transitions and clear language options, fostering a sense of belonging.
- **Community Engagement:** Increased engagement metrics show families are more connected and informed than ever before.

Through these projects, we demonstrated that thoughtful, human-centered design has the power to bridge gaps, foster connection, and elevate school communities.

EVERY COMMUNITY DESERVES A PLATFORM THAT INSPIRES CONNECTION. LET'S DESIGN YOURS.



p +1 559 662 1119
e info@workingarts.com
w workingarts.com

