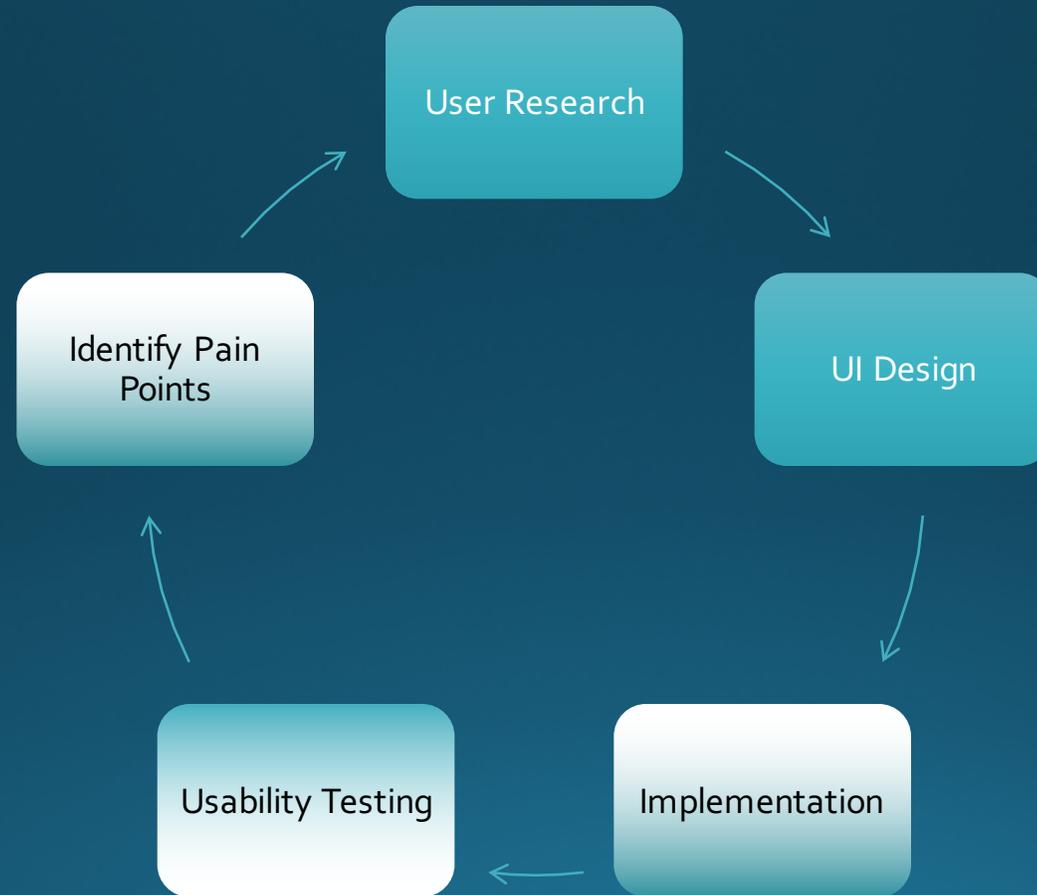




User Experience Information Architecture Proposal

User Experience development cycle



Expert Review Redesign using competitive benchmarking

Establish baseline with competitive benchmarking

Redesign to meet or exceed competitors' websites

Limited testing with internal employees before launch

Expert Review Wireframe Redesign

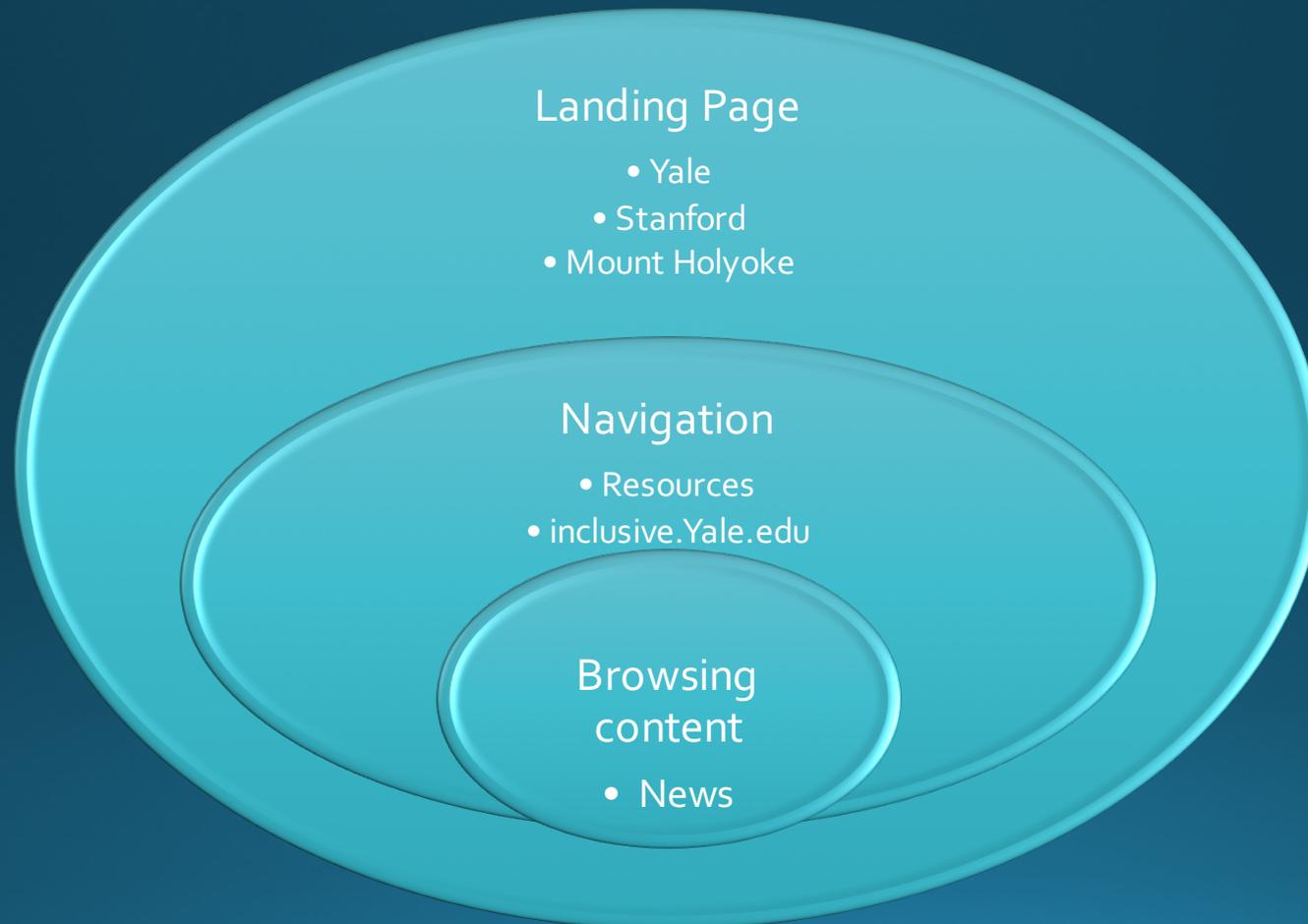
Best Practices

- Mobile first
- Iterative approach
- Use Black and White
- Competitive Benchmark

Structure

- Information Architecture
- Taxonomy
- Navigation
- Heuristic Evaluation

Expert Review: Competitive Benchmark Comparison



User Driven Redesign with Optimal Workshop

Test current structure with current audience. Use Tree Jack to locate trouble spots

Generate structure with current audience. Use online Optimal open Card Sort

Validate new alternative structure with current audience. Use Tree Jack for A/B comparison

Wireframe Design Parameters

Best Practices

- Mobile first
- Iterative approach
- Use Black and White
- Competitive Benchmark

Form

- Desktop or laptop
- Tablet or smartphones
- landscape or portrait
- Chalkmark testing

Function

- Tasks
- User scenarios
- Tree Jack testing

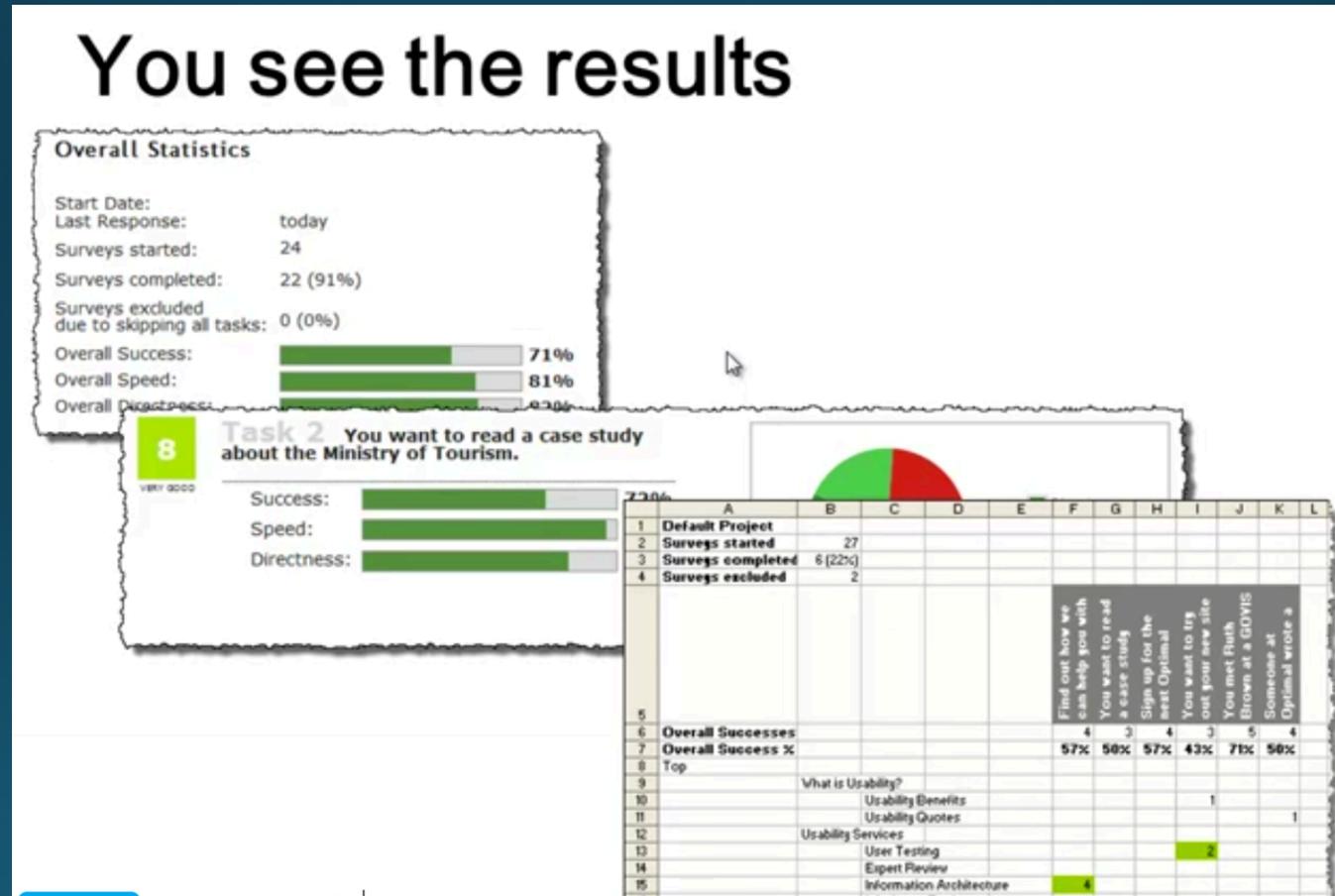
Structure

- Information Architecture
- Taxonomy
- Navigation
- Open Card Sort

Open Card sort to create new taxonomy



Diagnostic User informed Redesign



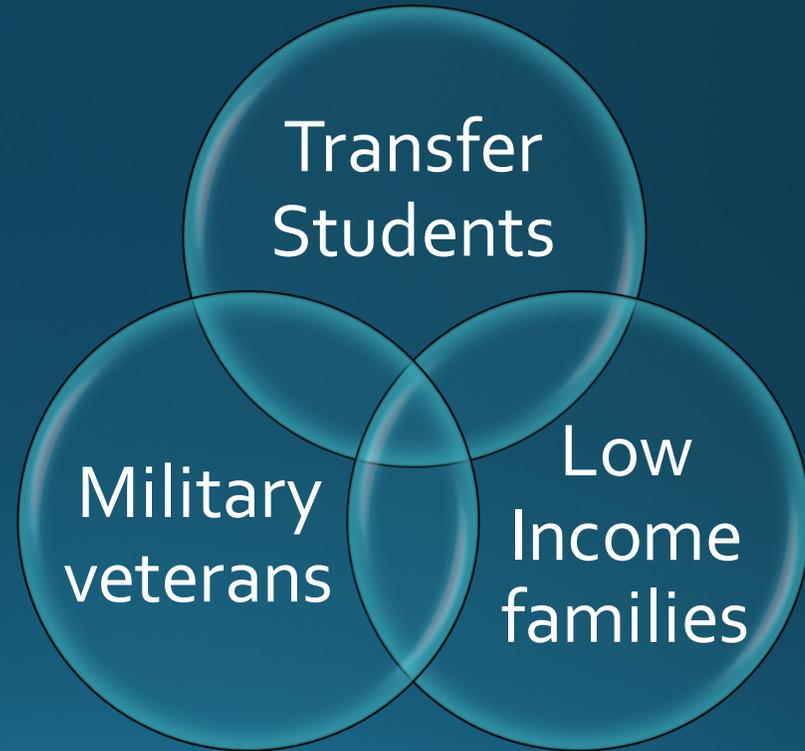
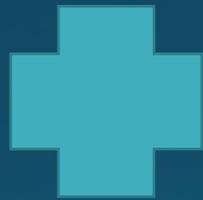
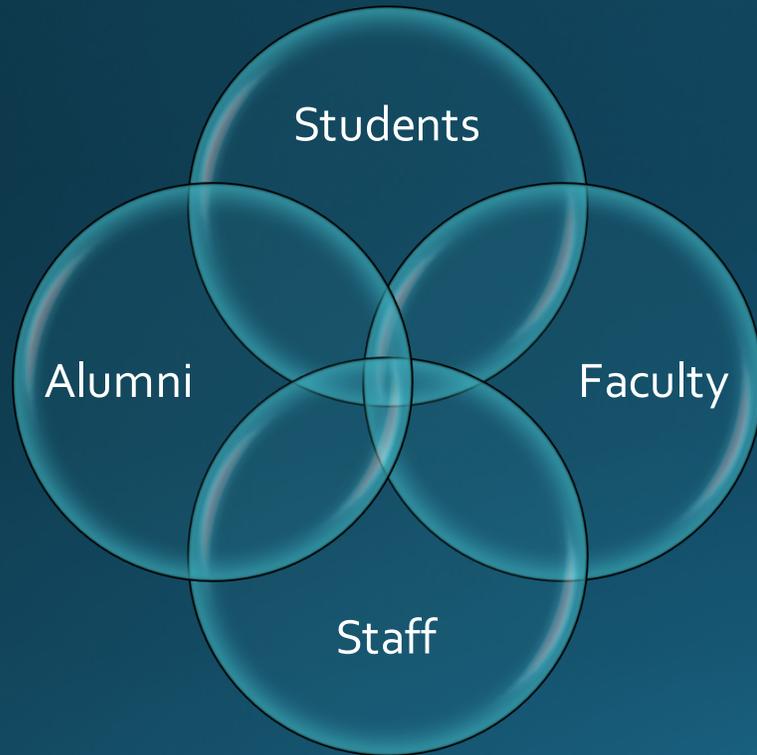
Comprehensive Redesign with Expert and targeted recruited user review

Test current structure with new users. Use Tree Jack to locate trouble spots

Generate structure with new users. Use online Optimal open Card Sort

Validate new alternative structure with new users. Use Tree Jack for A/B comparison

Primary Audiences and Strategic Users



Multiple Contexts and Multiple Tasks



Three Different Levels of Efforts

- Expert redesign plan
 - Expert review using competitive benchmarking for redesign
 - Deliver Black and White wireframes and Taxonomy Guide
- User driven redesign plan
 - Online recruitment of 50-100 existing users for input for baseline of current website and validation of redesign with Tree Jack and Chalkmark
 - Iterative design with user generated structures with open card sorting using Optimal Workshop
- Comprehensive redesign plan (recruiting beyond internal users)
 - Expert and user guided design plans combined with recruiting users from target market segments
 - In person open card sorting (one on one sessions)

User Research before Website design

Recruit the right users

Who?

Cultural Enthusiast, Artsy Millennials,

Low income students, Transfer students, and Military Veterans

Context of Use

What?

Computer, Tablet, smartphone

Where?

Kitchen, Car, Bathroom, Home, Work, School

Research Driven Design

How?

Browsing behavior

Search strategies

Navigating

Sign-up

Course Registration

Download app

Proposed UX Research for DESIGN of Inclusive pages

- Main Navigation
 - Recommended Activity to understand the competitors' organization of course topics
 - Benchmark comparisons between current pages and aspirational pages
- Wireframes
 - For 3 different screen sizes including: desktop and mobile (e.g. tablet and smartphones)
 - As well as for landscape and portrait orientations for mobile
 - Establish use cases based on user scenarios and personas
 - Derive user scenarios from interviews
- Taxonomy
 - Recommended Activity to understand the users' organization of course topics
 - Open card sorting with Optimal Sort Workshop

Project Plan

- UX Research
 - Open Card sort using Optimal Workshop for developing Taxonomy
 - Recruit 50-100 users
 - Data collection and analysis using an open card sort methodology, tree jack and chalkmark
 - Competitive benchmarking of websites for synthesis of research data into a design strategy
 - Expert heuristic review and comparison of pros and cons of design approaches
 - Two form factors (Desktop and Mobile) comparison of websites (Yale, Mount Holyoke, Stanford)
- UX Design
 - Creation of wireframes for each form factor (3) with 2 Orientations or 6 different Home pages, 6 different news articles or resources
 - Example user scenarios
 - Browsing implicit search through website
 - Explicit search for resource by keywords
 - Send an email
 - Download document or file