

***Case Study for  
Ms. Matthew Graham,  
Acupuncturist  
User/Design Research,  
Information Architecture,  
User Experience Design***



IA Design & Usability

---

**Topic: User/Design Research, Information Architecture,  
User Experience Design, User-Centered Design**

---

**By Steven Heitman, MAIA / MAEd  
Senior User/Design Researcher  
Information Architect / User Experience Designer**

[www.stevenheitman-ia.com](http://www.stevenheitman-ia.com)

Copyright ©—May 1, 2013.  
All rights reserved.  
Last updated: January 1, 2013.

---

**TABLE OF CONTENTS**

	<b>Page</b>
<b>CASE STUDY</b>	
Report.....	1
Oral Report at Meetings.....	2

### My Role and Client Deliverables

- User research
- Information architecture
- Project management
- User experience design
- Interaction design
- Heuristic evaluation
- Case study
- Usability testing
- Competitive analysis
- Suggestions for Website redesign and revamp
- HTML coding (HTML5, CSS3; suggestions for improvements)
- SEO (Search Engine Optimization)
- Coordinating events and client presentations
- Brainstorming with group
- IA is not responsible (or legally responsible) for maintaining or outcome of Mr. Matthew Graham's Website