

**Case Study for
Ms. Hannah Vergossen,
Entrepreneur
User/Design Research,
Information Architecture,
User Experience Design**



IA Design & Usability

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

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INFORMATION ARCHITECTURE:

Case Study for Ms. Hannah Vergossen, Entrepreneur,

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My Role and Client Deliverables

- User research
- Information architecture
- Project management
- User experience design
- Navigation systems design
- Interaction design
- Case study
- Heuristic evaluation
- Usability testing
- Competitive analysis
- Website redesign and revamp (suggestions for improvements)
- Mobile device design technical specifications and issues
- Writing case study and user scenarios
- User Scenarios
- Personas
- Use case scenarios
- Producing wire frame mockups
- Producing flow chart
- Rapid prototyping (paper)
- HTML coding (HTML5, CSS3; suggestions for improvements)
- SEO (Search Engine Optimization)
- Coordinating events and client presentations
- Brainstorming with group
- Developing templates and forms
- IA is not responsible (or legally responsible) for maintaining or outcome of Ms. Hannah Vergossen's Website

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Information Architecture/User Experience Design Research:**Heuristic Evaluation and Findings (April 18, 2013)**

This introduction and brief explanation provides you with recommendations and solutions for improvements (based on research and additional user research), regarding your Website.

I enjoyed viewing your Website. It is a fantastic start, in terms of rapid prototyping, and I really thought the user interface design and concept were excellent. However, there were many problems with the information architecture and interaction design, not congruent. The structure did not allow for easy access by end users, including a lack of a main navigation system on every Web page (lack of consistent interface design). These were my findings:

1. The overall message might be considered confusing to end users—lack of logo or branding—logo should be simple and used for Website and business cards, letterhead.
2. Lack of easy access to end users.
3. Poor branding (Website needs to have a logo designed); lack of color scheme.
4. The information scent needs to be clear on every Web page, including SEO and other HTML5 tags.
 - a. The information scent for your Website is: safe, easy, and affordable. The Website helps end users to feel comfortable, when they use your Website. The layout is attractive and appealing to end users. The Website is easy to use. The interaction design includes built-in affordances that allow end users the ability to account for any problems, when using the Website. It also helps to make end users feel safe by allowing them the ability to recovers easily from errors.
5. User-interface design and branding need improvement; need to better develop interface design and typography; use readable fonts.
6. The labeling of links was not consistent—confusing to end users.
7. There was a problem present, because end users were not being sufficiently led with built-in affordances.

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8. This was a problem also with the main navigational system not designed properly, which had to be revamped. Refer to flow chart and use 0.0-8.0. Keep the Web page layout and navigational system same on every Web page.
9. The forms developed needed to be revamped and edited for clarity.
10. Use right titles for each page (SEO); make sure HTML5 and CSS3 are done right, including division HTML5 tags.
11. Use Verdana font when the Website is programmed (screen font and easier to read online).

Example of Verdana:

The quick brown fox jumps over the lazy dog (12 pt.)

The quick brown fox jumps over the lazy dog (14 pt.)

The quick brown fox jumps over the lazy dog
(18 pt.)

The quick brown fox jumps over
the lazy dog (24 pt.)

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The quick brown fox
jumps over the lazy dog
(36 pt.)

The quick brown
fox jumps over
the lazy dog
(48 pt.)

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12. Good to think about incorporating use of Twitter and Facebook, including chat room.
13. Social media is very popular with the younger end users, and it also promotes an online community and enables end users to better communicate together.
14. Review <https://kuler.adobe.com/> Adobe kuler color schemes—find great color combinations. Establish color scheme and match it with logo and overall Website design; playful, yet serious and classical enough for desire audiences.

Possible choice: Sudan 4
15. The HTML coding for titles needed to be fixed on every Web page, including the SEO issues, and H1, H2, H3 HTML tags.
16. Development English Web page content—keep it short and to the point. End users do not read text online. Good to keep headers short. Always think about how the context matches overall message of Website, making it congruent and easy to read.

Reviewing Family Meets Student Website Together

- I spent time with you (about 8 hours), reviewing your Website.
- After we looked at your Website, I noticed there were some usability and interaction design issues.
- The Web page layout was not consistent.
- The main navigational system was not functioning properly.
- The English version of the Website was showing content (text) in German.
- The homepage was confusing, since it did not clearly differentiate itself from other Web pages.
- Together we looked at other Websites, including color schemes. We did rapid paper ideation and sketches. We discussed wire frames that include: proper HTML5 division tags (container/wrapper, header, navigation, body/content, and footer; HTML5 and CSS3.
- We worked on putting together user scenarios, personas, and use case scenarios.
- We worked together on the information architecture and interaction design, including mobile device design concerns and issues, including technical specifications.

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About Project

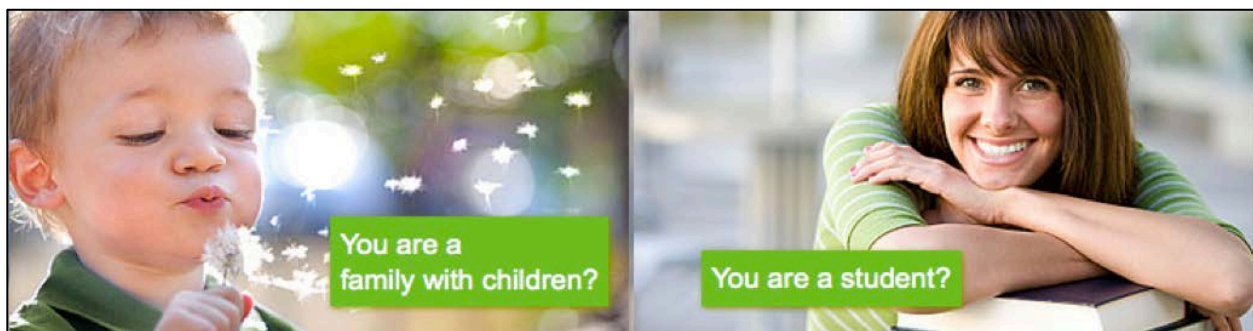


Family Meets Student

Safe

Easy

Affordable



This is a Website where students (foreign students) get to travel abroad; enables networking and jobs. It is also for families that desire to hire a babysitter. It is an even exchange where the students get to spend time with a family—both can learn their native language together—an excellent cultural exchange of ideas and languages.

- It also creates a safe online community, a safe environment for everyone involved.
- It is an online resource and e-commerce Website.
- Provides easy access to end users.

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Together we reviewed these Websites (as part of our competitive analysis):

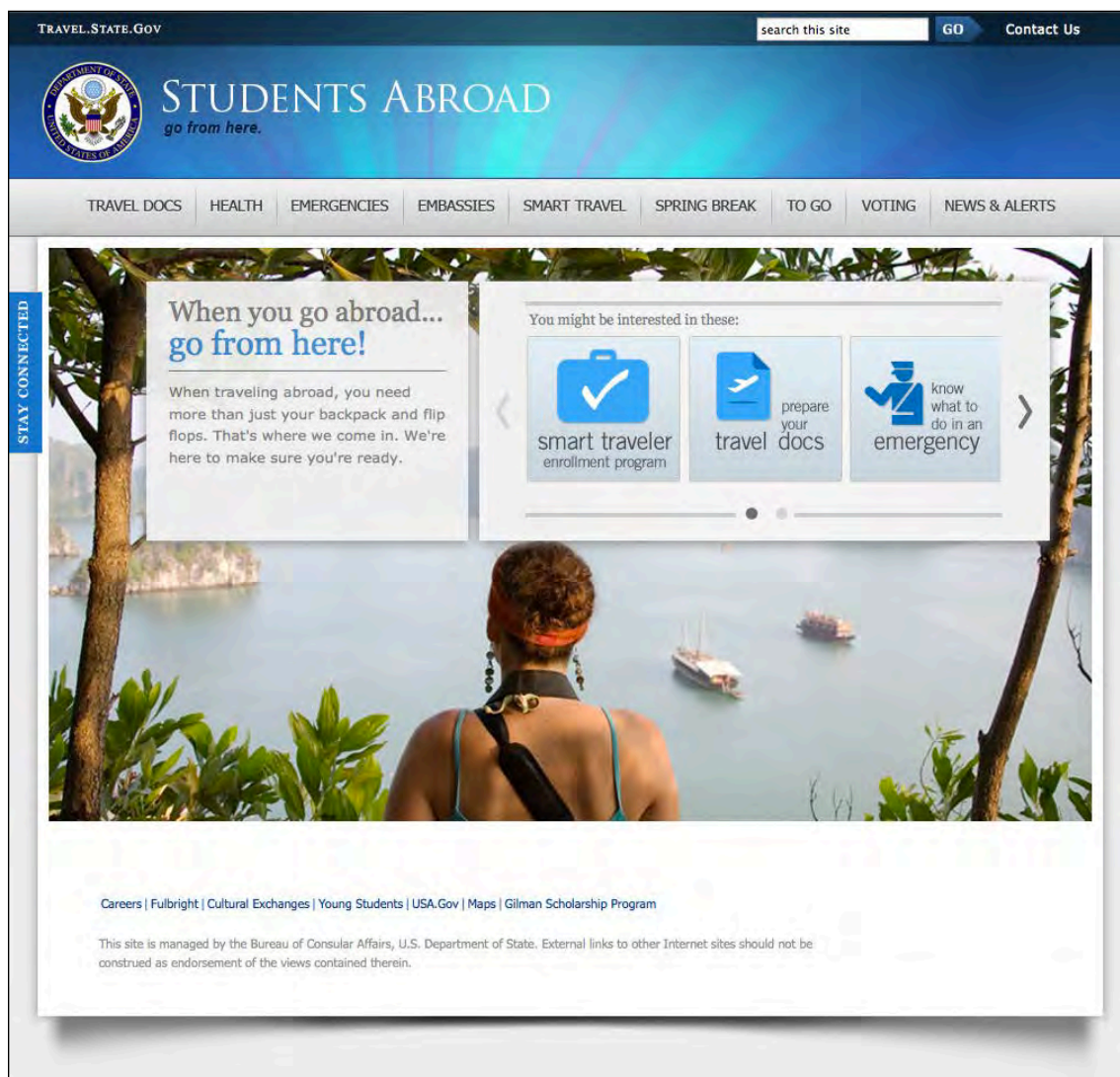


Figure 1: <http://studentsabroad.state.gov/>