Our project incorporates these three components for a successful outcome.

**METHODS**

**USER-EXPERIENCE STUDIES**
- 32 Users Surveyed
- 9 Search Behavior Observations
- 6 Card Sorting Sessions
- 6 Prototype Tests

**ITERATIVE DESIGN PROCESS**

**CONTENT STRATEGY**
Student feedback indicated a need for more information about the faculty and their work.
- Build out the Faculty section according to user feedback by expanding personal biographies, research interests, location, and current projects
- Add a brief description to each internship and funding opportunity posted on the site

**INFORMATION ARCHITECTURE**
Create an intuitive navigation scheme that enables users to quickly find the information they are searching for.
- A content inventory indicated that there are too many levels in the website hierarchy - a depth of no more than five levels is recommended
- Establish multiple navigation paths to reach popular website pages

**HOME PAGE DESIGN**
User feedback revealed that the home page was cluttered and did not highlight information students considered important.
- Move the Events section above the fold
- Create a link for Current Students on the homepage for easy access to their specific information
- List search facets on homepage next to interactive map

**RECOMMENDATIONS**

**DETTANGLING INFORMATION FOR A BETTER USER EXPERIENCE**

**GOAL**

**IMPROVE A WEBSITE THROUGH RESEARCH & ANALYSIS**

The University of Washington Department of Global Health website provides information to a diverse audience that includes students, researchers, and global health professionals. However, the site is not easy to navigate, and the department desires to improve usability as well as increase visibility of their academic programs.

**DEPARTMENT OF GLOBAL HEALTH**

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