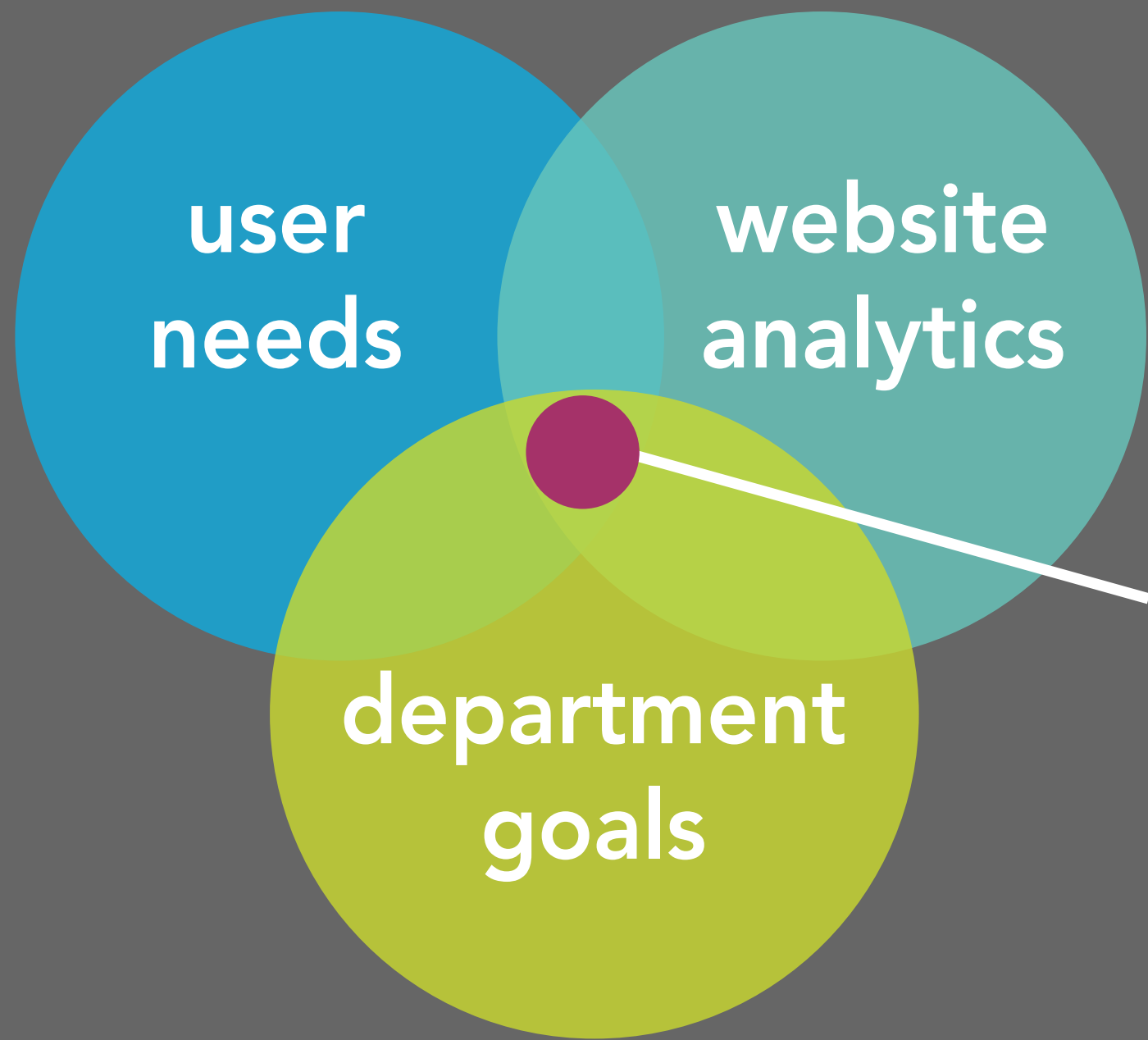


DETANGLING INFORMATION FOR A BETTER USER EXPERIENCE

GOAL

IMPROVE A WEBSITE THROUGH RESEARCH & ANALYSIS

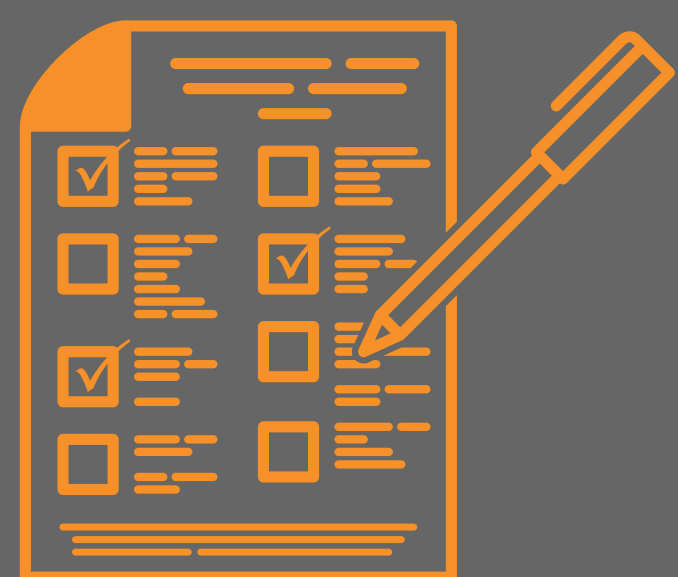
The University of Washington Department of Global Health website provides information to a diverse audience that includes students, researchers, and global health professionals. However, the site is not easy to navigate, and the department desires to improve usability as well as increase visibility of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



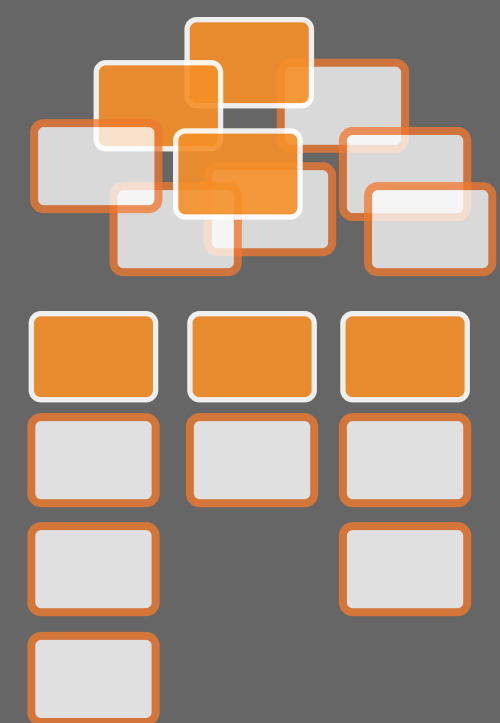
Our project incorporates these three components for a successful outcome.

METHODS

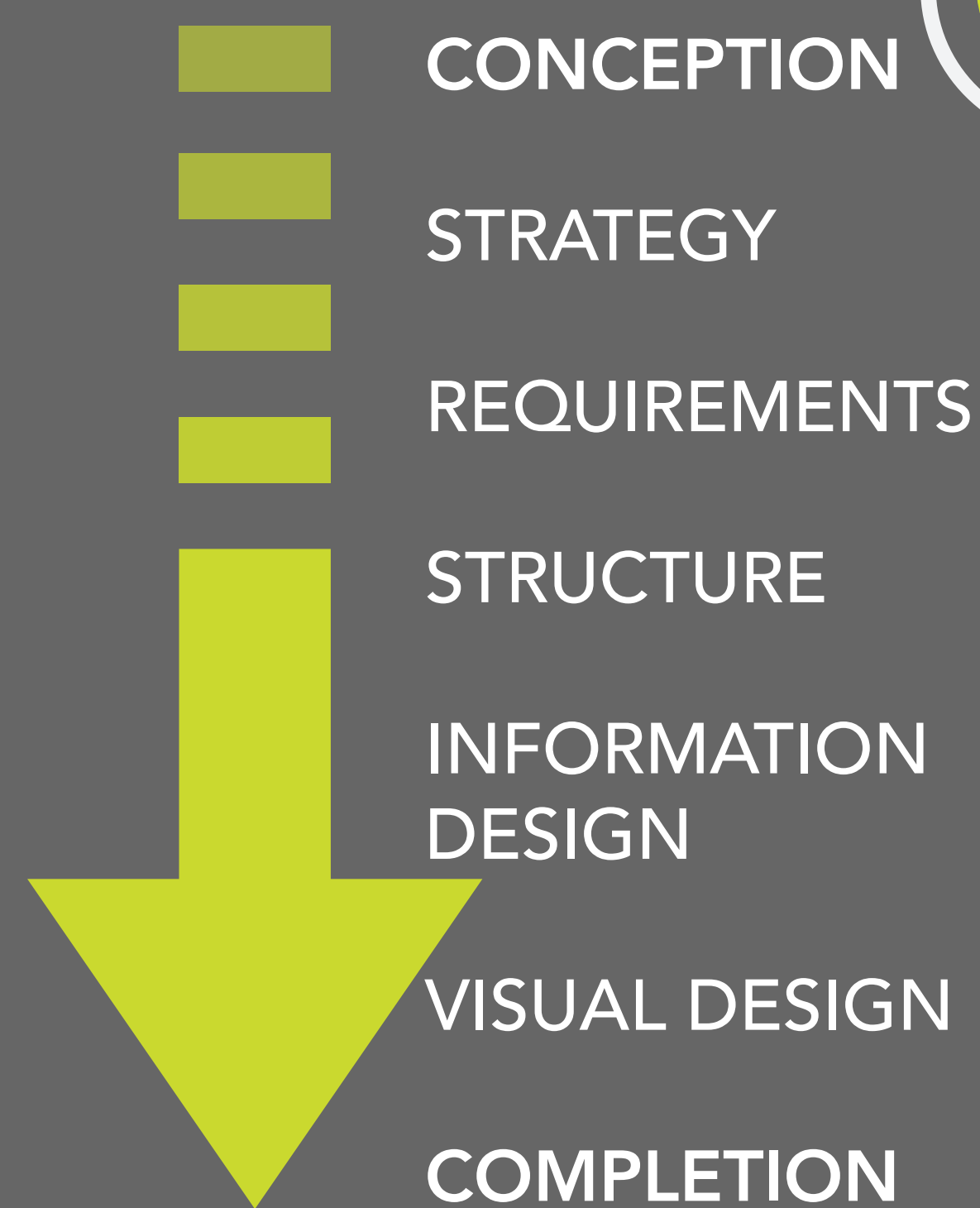
USER-EXPERIENCE STUDIES



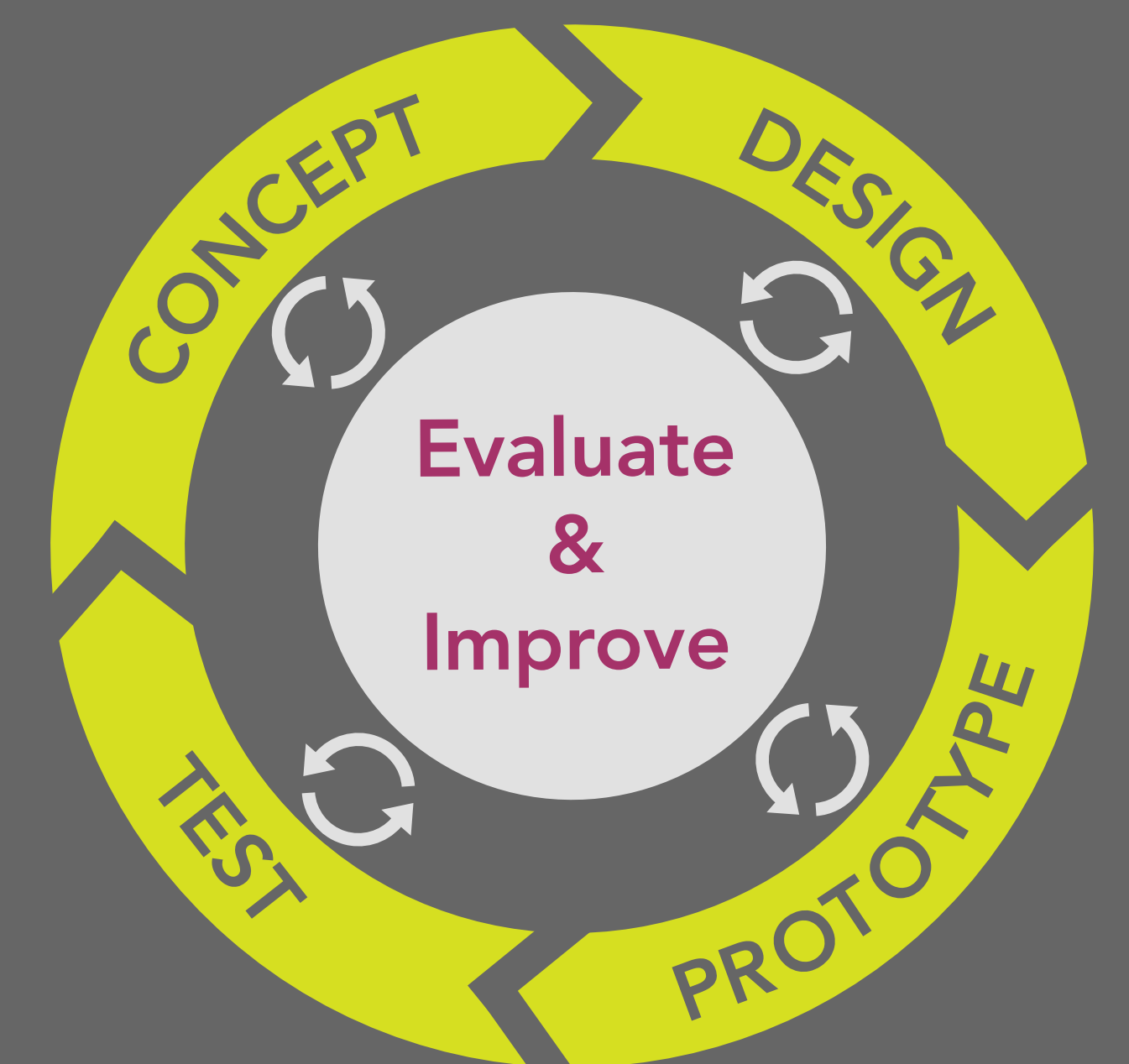
- 32 Users Surveyed
- 9 Search Behavior Observations



- 6 Card Sorting Sessions
- 6 Prototype Tests



ITERATIVE DESIGN PROCESS

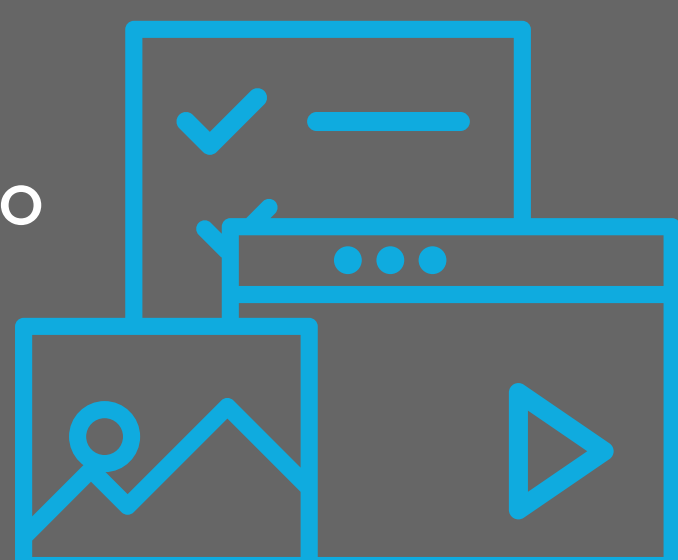


RECOMMENDATIONS

CONTENT STRATEGY

Student feedback indicated a need for more information about the faculty and their work.

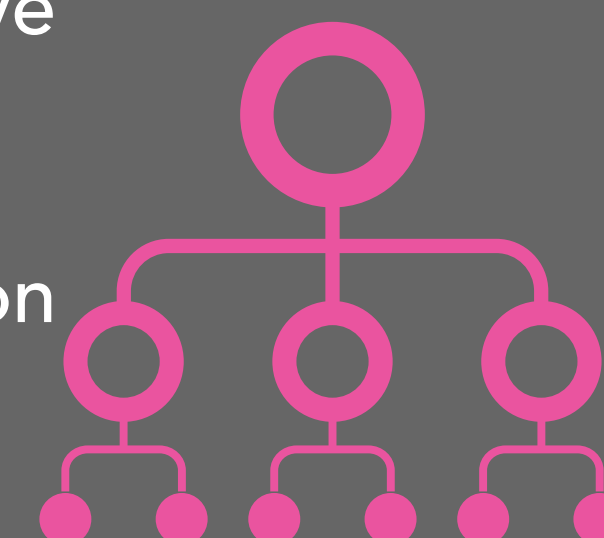
- Build out the Faculty section according to user feedback by expanding personal biographies, research interests, location, and current projects
- Add a brief description to each internship and funding opportunity posted on the site



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 home page next to interactive map



CAPSTONE TEAM: Katharine Gallagher (MSIM), Carol Jewell (MSIM), Uma Joshi (MSIM), and Yunyi Wang (MLIS)

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