# Rutgers University Information Architecture Report

By: Pooja Gurudatt

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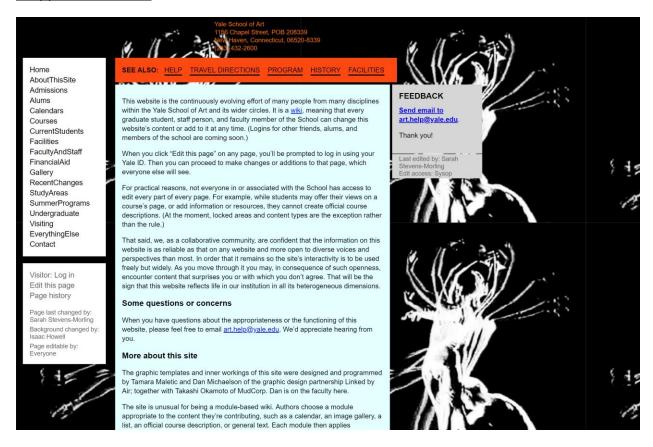
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#### WEBSITE ASSESSMENT

#### Yale School of Art Website Assessment

URL of the website: <a href="http://art.yale.edu/">http://art.yale.edu/</a>

## **Snippet of website:**



#### Website Goals and objectives:

To serve as a representative website of Yale school of art which gives information about the school courses, admission, alumni details, events, facilities provided and other related content. They want people to see their site for necessary information and enroll in their courses.

## User intent to use the website:

To get information about what this school is, its programs, courses, facilities, staff etc. Users also want to see the school pictures, be able to contact them, check various programs offered, the address of the school, different locations and university tie ups, financial aid and related content. Students may choose to enroll in the course based on information provided here.

## Content Assessment:

- 1. There is nothing on the homepage.
- 2. The visuals are terrible. Jarring tiled gifs as backgrounds, confusing color schemes or lack thereof, neon text on colorful background, partially visible links randomly placed in the website, gradient texts and backgrounds.
- 3. There is no structure in the information provided; everything is list wise and haphazard.
- 4. The font is too small to read and the contrast is causing visual irritation.
- 5. The website is a basic brochure of seemingly disorganized information.
- 6. Information provided in some subtopics are provided as a long list with no prioritization or organization.
- 7. Links are not highlighted in many cases.
- 8. The content repeats itself in many places and there seems to be blatant overuse of gifs as background to the content.
- 9. There is no separation between many units such as school information, the programs offered, the fee for each program, the payments and plans, housing information.
- 10. Calendars are only available for past events and has no current or future event calendars in the website.
- 11. No basic navigation system available. Has no sitemap or related links either.

Basically, the entire website is badly planned and organized. The content is confusing, to say the least. The information is not readable and is difficult to know where to start and where to go.

#### **PERSONAS**



**ALICIA JONES** 

24 YEARS

ART STUDENT

EVENT ORGANIZER AT \_\_\_YALE UNI

SINGLE

FROM NYC

LIVES WITH FRIENDS

**TECH SAVVY** 

## Goals & Tasks

She is a working art student at university and is an event organizer. She uses the Yale University website to update the events in university. She wants to send out event information to all students at university. She also wants to know how many people will attend the event. Wants mobile friendly site with all relevant information.

#### **Social Media Habits**



## **Environment**

She is tech savvy and prefers using the mobile phone over a desktop. Sparingly uses laptop while doing academic work or just for official uses at her workplace. She is active on social media. Does not like using email but does so only for the job. She is busy organizing academic events in university on weekdays.

#### **Beliefs**

Believes she knows her way around technology well. She thinks there is need for better information organization for her university site.



# Goals & Tasks

He is a senior art professor at Yale school of arts. He wants to inform potential students about what his course is. He also wants current students to contact him, see any class events and showcase their work to the public. He needs help using and updating his profile on the website and wants to manage alumni group for his class.

## JAMES SMITH

58 YEARS

**PROFESSOR** 

MENTOR TO STUDENTS

MARRIED

**FROM OHIO** 

LIVES WITH **FAMILY** 

**TECH AVERSE** 

#### **Social Media Habits**





## **Environment**

He hates technology because he doesn't know how to use it well. He rarely uses his old Facebook account and uses email on a daily basis. He does not use the cellphone to browse and uses only a laptop or desktop in his office. His phone has only basic information and uses it sparingly.

#### **Beliefs**

He believes he is tech averse and only wants to keep it simple when updating his information, his class details and manage the alumni group on the website.



SAHIR KHAN

37 YEARS

POTENTIAL ART SCHOOL STUDENT

FREELANCE DESIGNER

MARRIED

FROM NEPAL

LIVES WITH WIFE

**TECH SAVVY** 

#### Goals & Tasks

He is a married man looking to enroll again for university because he dropped out early. He is looking for art programs, types of student work done, information about colleges, what subjects are offered and how good the professors are. He also wants to contact alumni to talk with them about the courses and decide which to choose.

#### **Social Media Habits**



## **Environment**

He is tech savvy and a busy husband. Rarely uses desktop and only uses his mobile phone. He works in the design field and keeps travelling often. He is extroverted and likes talking and connecting to many people. He is active in social media and moderates many forums on Reddit. He prefers talking online to people.

#### **Beliefs**

He knows his way around social media, uses the internet for his livelihood and is very efficient in his browsing. Doesn't rely on help online.

# COMPETITVE ANALYSIS

# Tabular comparison of Yale vs Carnegie Mellon vs Harvard school of arts.

Features	Yale	Carnegie Mellon	Harvard
Name	Yale School of Arts	CMU School of Art	Harvard Arts
URL	http://art.yale.edu /	http://www.art.cmu.edu /	https://ofa.fas.harvard.ed u
Social media presence	Strong presence	Weak Presence	Strong presence
Socially Active	Medium	Least	High Activity
Purpose	To inform public about art school	To inform public about art school	To inform public about art school
Overview	Website is disorganized and visually repelling. There is no theme in this website. It is a mishmash of information.	Well organized website with good information and visuals. There is a good theme on this website and everything is well integrated. Good consistency.	Basic website with many unresponsive pages. This website has all information contained well within the website. Not too many external links. Clean layout of site.
Traffic (last 7 days)	638K Audience	5.70K Audience	867K Audience
Demographi c	16-70 years	16-70 years	16-70 years
Labeling	Has only basic HTML links as labels. Haphazardly placed on pages. No format. Not in sync with the theme of the	Bold, big labeling and font enables excellent accessibility. Good usage of readable fonts and graphics. Black label theme. In sync with the whole website.	Labeling is very basic, has bad fonts on colorful backgrounds. Reading not easy. Simple to understand. Very detailed information.
Navigation	website.  No navigation system except left navigation with a set of links. Very difficult to understand	There is good navigation. Confusing double navigation pattern throughout website. Static navigation links at top of site. Hinders full	Has great navigation throughout site. There is main and sub navigation. Also has bottom navigation links. Has accessibility options. Has all links leading to in site

	where to go and how. Good static navigation theme on all pages. Has a lot of links to external sites. No breadcrumbs.	website view. Very clean layout of navigation. Not a lot of external links. No sub navigation but has clear double navigation all over site.	pages. Consistent navigation. Has the best navigation among other 2 sites. Links are highlighted. Easy to understand. Has breadcrumbs.
Search System	None	In depth search within website	Good search system in place. Understandable search results.
Site Organization	Very bad. Has no organization.	Medium organization on site. Not very clean.	Best organization on site. Trackable pages and understandable site.

## SOME MORE COMPARISONS

# 1. Navigation Snippets

## Yale



# Carnegie Mellon



## Harvard





Beacher of Herard

House Hot Price

Amen Replany Trains

At Manare

Trains (Seva Minda

Gestar Series (Folger

House Replany

Man Capazzier

Man Capazzier

One of Replany

Vaul and Emment and Februar

Vaul and Emment and Emment and Februar

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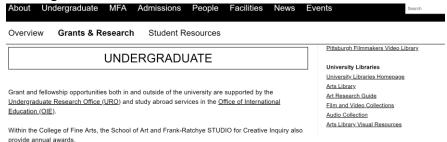
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# 2. Labeling

#### Yale



# Carnegie Mellon



#### Harvard



# 3. Search System

## Yale

## NONE!



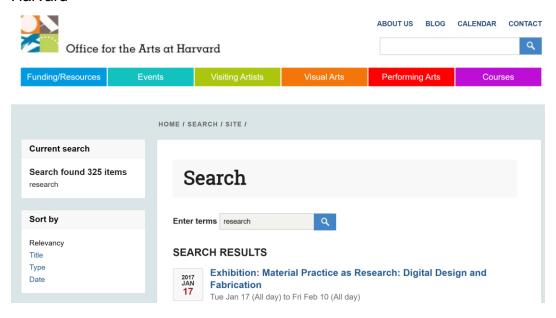
# Carnegie Mellon



88 Search Results Found For: "research"

School of Art

## Harvard



## 4. Social Media Presence

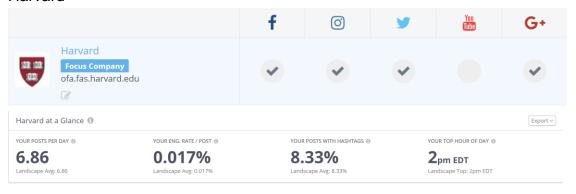
## Yale



## Carnegie Mellon



## Harvard

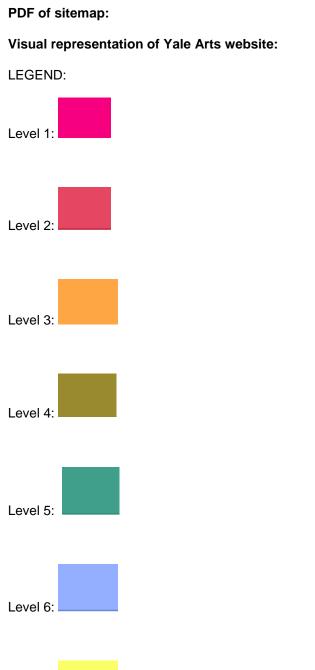


# SITEMAP

Level 7:

Available to view online: https://pgd.slickplan.com/nvo75pu



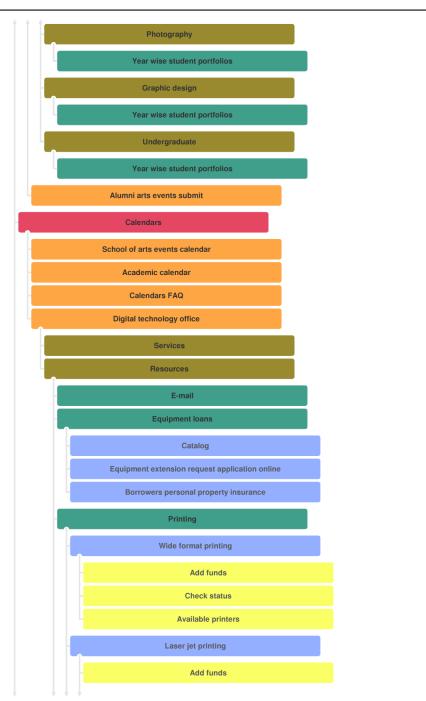


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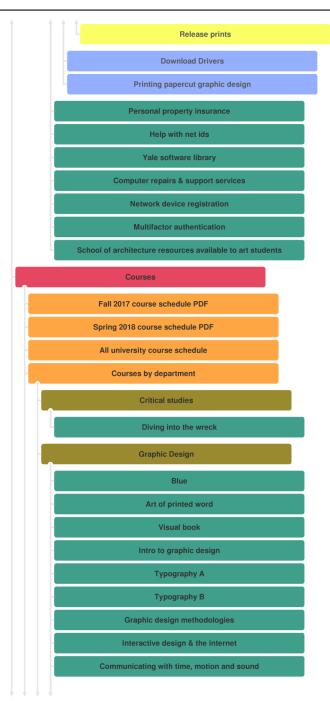
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<b>†</b>
Advanced graphic design A
- Advanced graphic design B
Preliminary studio
Graduate studio A
Graduate studio B
Degree presentation in GD
Typography form + meaning
Networks and transactions
Letterform design
Moving image methods
Typography methods, conventions and experiements
Sound, space and type
Mobile computing
Exhibition design
Painting / print making
Words and pictures
Mastering the Art of Watercolor
Basic Drawing
Color Practice
Painting Basics
Figure Drawing
Painting Materials and Methods
Intermediate Painting
Painting Time
Printmaking I
Painting Studio: The Narrative Figure
Painting Studio: Space & Abstraction
Interdisciplinary Printmaking

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	Color Space
	Materiality, Gesture, and Meaning
	Drawing Resources
	Individual Criticism
	Graduate Printmaking Seminar
	Defining our Terms
-	Photography
	Capturing Light with Black-and-White Photography
	Seeing in Color with Digital Photography
	Visual Voice in Analog Photography
	Visualizing Identities in Race, Gender, Class, Queerness
	Contemporary Problems in Color with Digital Photography
	Narrative Forms and Documentary Style in Photography after 1967
	Form for Content with the View Camera
	Advanced Projects in Photography
	Between Frames
	Practice and Production
	Critical Perspectives in Photography
	What Makes a Book Work?
	Issues in Contemporary Photography
	How to Do Everything
	Individual Criticism
	Writing and the Visual Arts
L	Workerism
	Sculpture
	Sculpture Basics
	Introduction to Sculpture: Wood

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**PGD** VERSION 1.0 - 06/24/18 - PAGE COUNT: 374

Introduction to Sculpture: Metal
Introduction to Sculpture: Video
Dematerial/Material
Advanced Sculpture
Studio Seminar
Individual Criticism
What It's Like to be a Thing: How the Experience of Things Influences Their Making
Performance as Object
Actions: Let's Start with the Body
Film making/ video/ interdisciplinary
Art of the Game
The Gothic, the Grotesque, and Other Dark Aesthetics
Visual Thinking
Introductory Documentary Filmmaking
Introduction to Digital Video
3-D Modeling for Creative Practice
Principles of Animation
Introductory Film Writing and Directing
- Digital Animation
Critical Theory in the Studio
Intermediate Film Writing and Directing
Intermediate Documentary Filmmaking
- Junior Seminar
Advanced Film Writing & Directing
Spectacular Grammar: Landscape as Cinema
- Senior Project
Video and Beyond
Screen Space

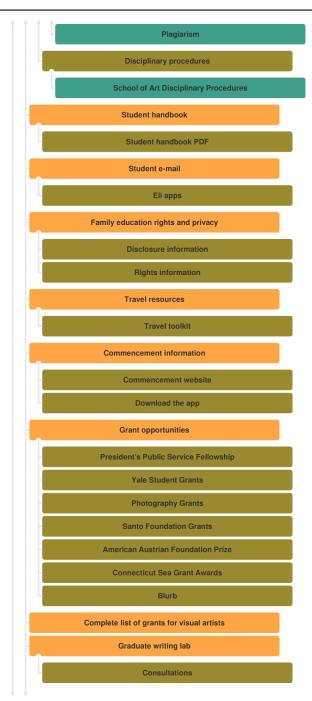
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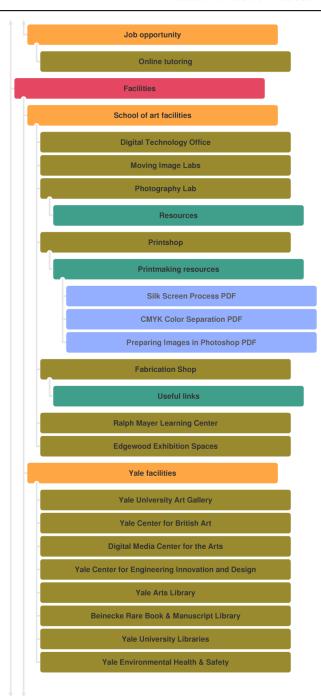
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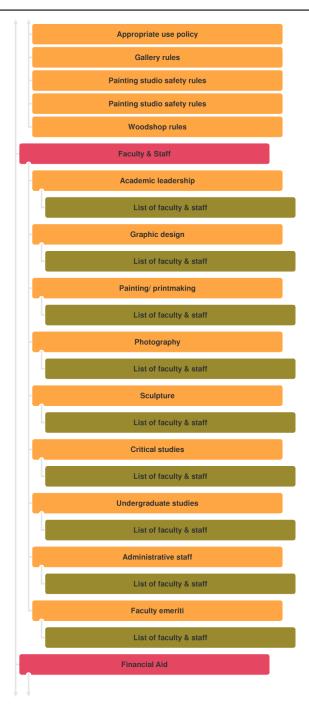
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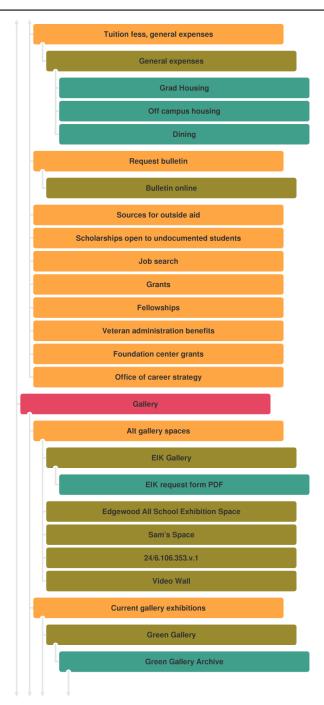
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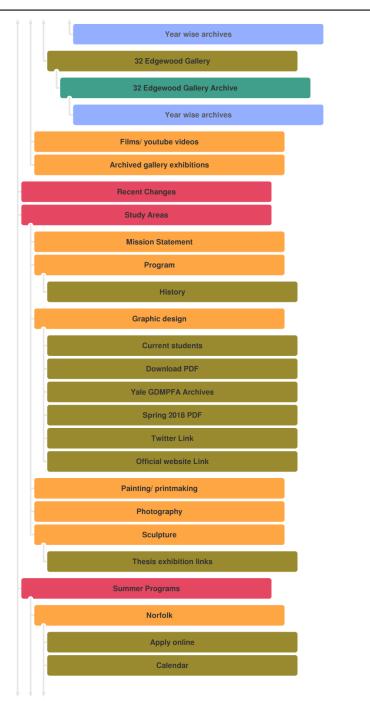
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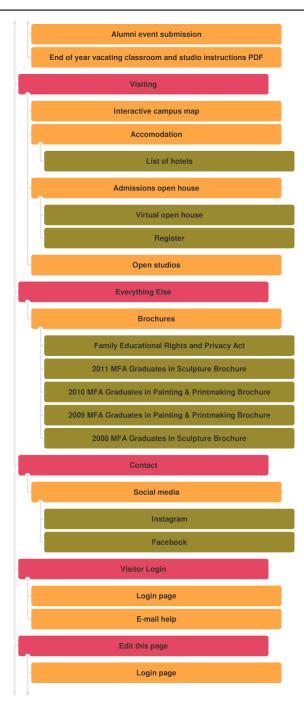
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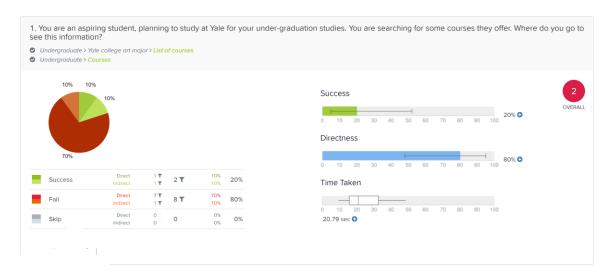
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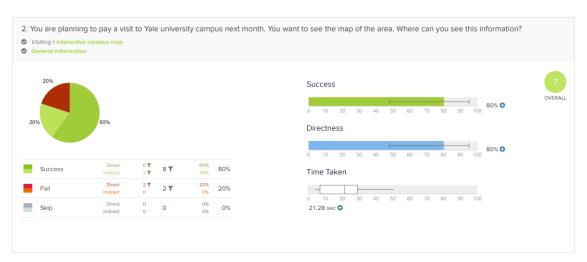
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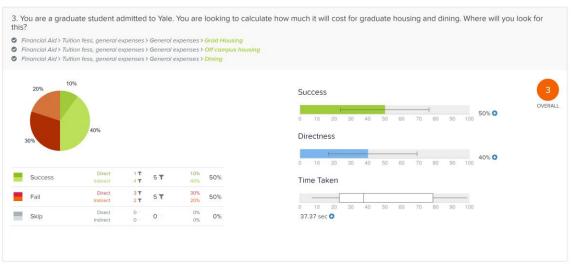


## TREE TEST FOR YALE WEBSITE

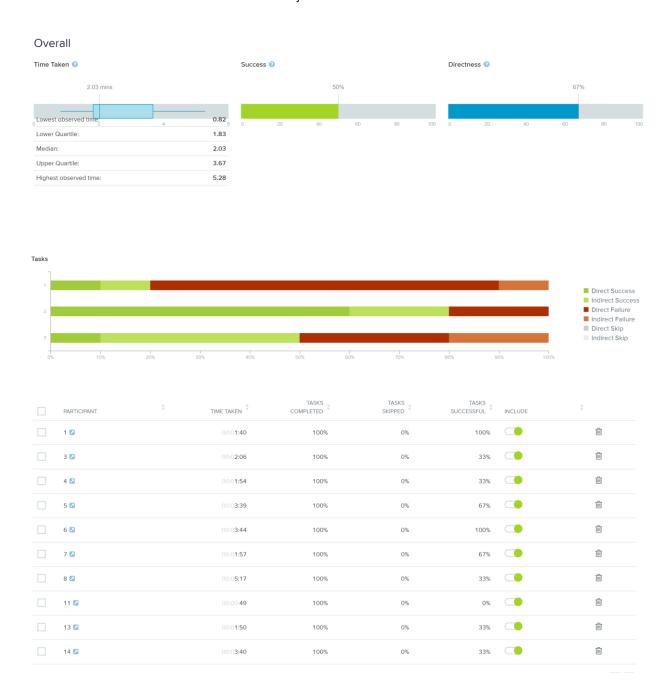
Link: <a href="https://www.optimalworkshop.com/treejack/17rf66e6/n355l51b/shared-results">https://www.optimalworkshop.com/treejack/17rf66e6/n355l51b/shared-results</a>







## Information Architecture Document – Pooja Gurudatt



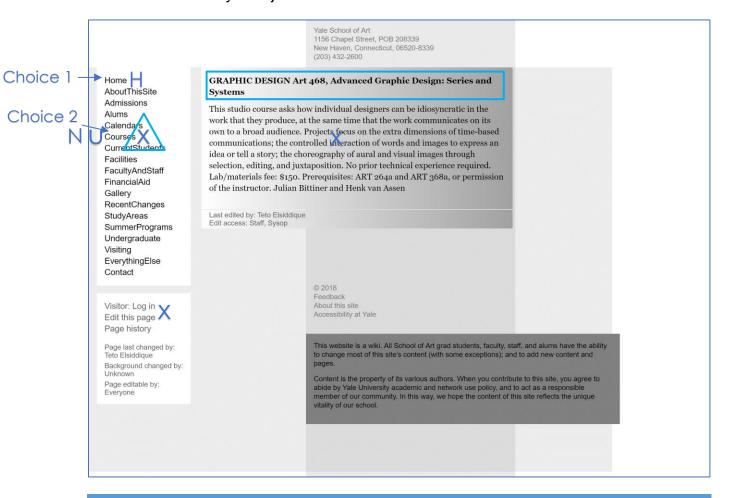
Here are the results for the tree test conducted for the above 3 tasks in the Yale arts website. Only 2 participants were able to complete the tasks with 100% accuracy. This indicates a strong need to reorganize and re-architect the site and put information architecture to use and solve the many problems in the website.

The main problem lies in segregating information and in relabeling all the labels to convey the right message to users. There is definitely a lot of scope for improvement!

#### NAVIGATION STRESS TEST

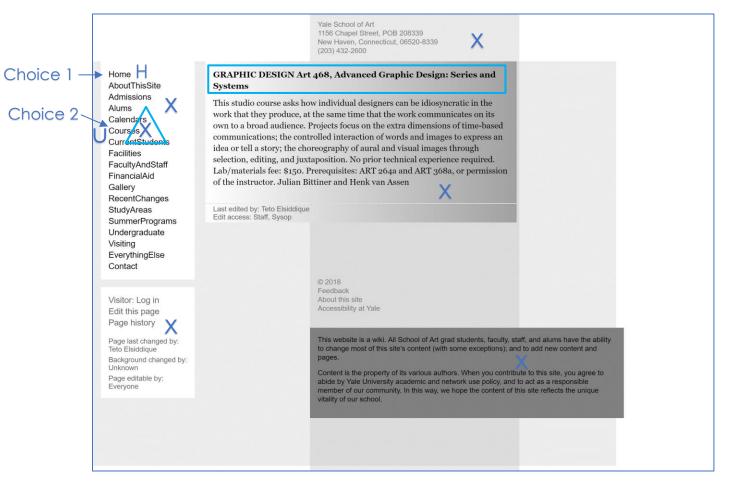
Page selected for testing: <a href="http://art.yale.edu/Art468">http://art.yale.edu/Art468</a>

Stress Test Done By: Pooja Gurudatt



Navigation Question	Mark Up on the Paper
What is this page about?	Draw a rectangle around the title of the page or write it on the paper yourself
What site is this?	Circle the site name or type it. (Mentioned above)
What are the major sections of this site?	Label with X
What major section is this page in?	Draw a triangle around X
What is "up" 1 level from here?	Label with U
How do I get to the home page of this site?	Label with H
How do I get to the top of this section?	Label with T – Not available.
What does each group of links represent?	Circle the major groups of links and label (DNSO)
How might you get to this page from the site home page?	Write the set of selections as: Choice 1 > Choice 2 > Connect the visual elements on the page that tell you this.

# Stress test done by: Participant 1 – Aditya Bhat



Navigation Question	Mark Up on the Paper	Done?
What is this page about?	Draw a rectangle around the title of the page or write it on the paper yourself	Yes
What site is this?	Circle the site name or type it. (Mentioned above)	Yes
What are the major sections of this site?	Label with X	Yes
What major section is this page in?	Draw a triangle around X	Yes
What is "up" 1 level from here?	Label with U	Yes
How do I get to the home page of this site?	Label with H	Yes
How do I get to the top of this section?	Label with T – Not available.	No
What does each group of links represent?	Circle the major groups of links and label (DNSO)	No
How might you get to this page from the site home page?	Write the set of selections as: Choice 1 > Choice 2 > Connect the visual elements on the page that tell you this.	Yes

## **Observations of navigation stress test**

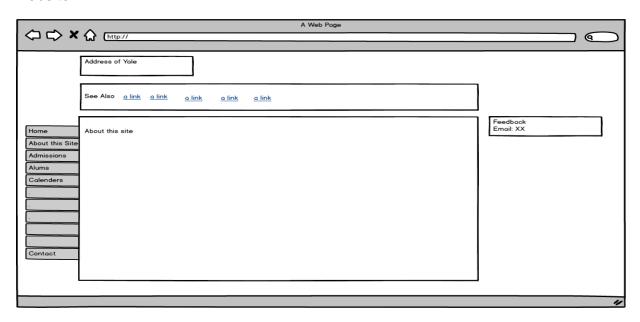


While I was doing the stress test, I realized that there were no indications of which page I was in, no major sections in this page except the course name and details. I also did not notice any navigational bread crumbs or trace back patterns using this page. My test subject however, felt there were a lot of major sections of the page which I have mentioned in the stress test done by participant. We both observed that this page lead to no other minor or major pages and had no links to other sub-pages. Since I had previously used the website, I knew that there were similar pages in the "COURSES" link, but my participant did not know that and hence did not find similar pages like this or any indication of where they might be. It was fairly easy to navigate from the home page to this page as the topic of the page indicates clearly that this is a course. So both of us chose the path of navigation to home page > courses > select advanced graphic design course as our path. This was correctly done and assumed by the test participant.

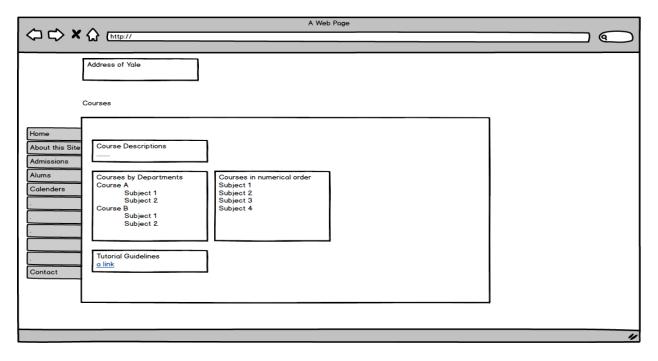
Based on these observations, I can conclude that this website needs a lot of additional usability features to make it easy for users to understand the content. There also needs to be good navigation system and better information arrangement throughout the whole website. Proper grouping of information, appropriate labeling, good visuals and spatial arrangement of information will greatly improve the website experience for users.

## WIREFRAMES

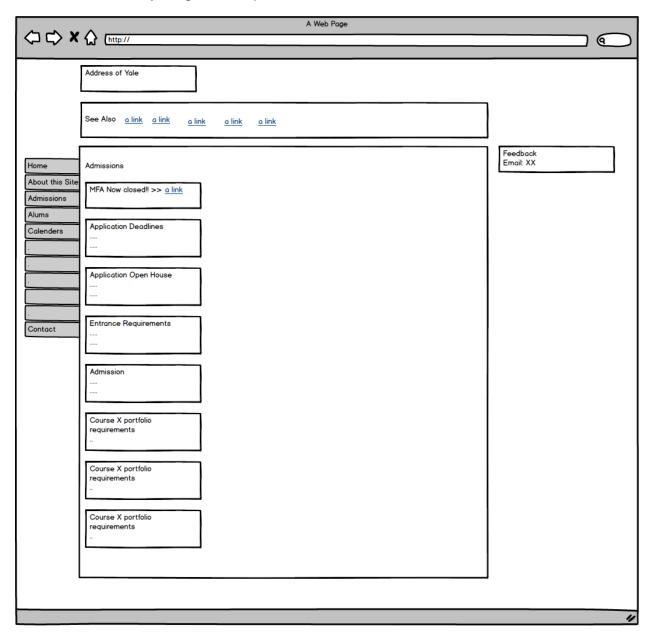
Wireframe 1: Mockup of the homepage. This will be the landing page of Yale Arts website.



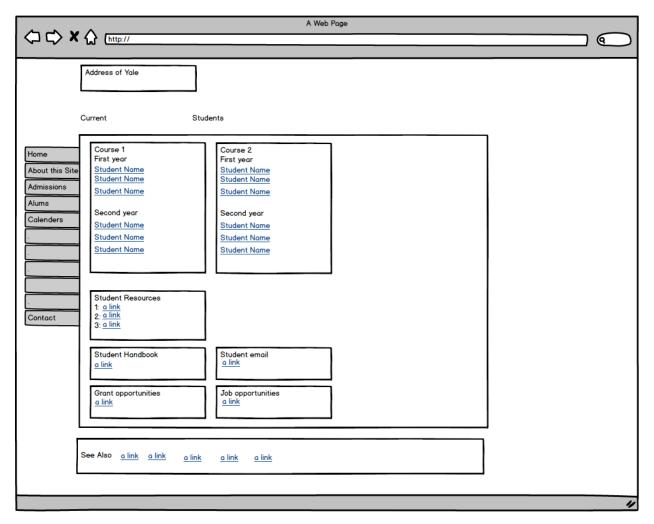
Wireframe 2: Courses are most important in a school website and is a major section of this site.



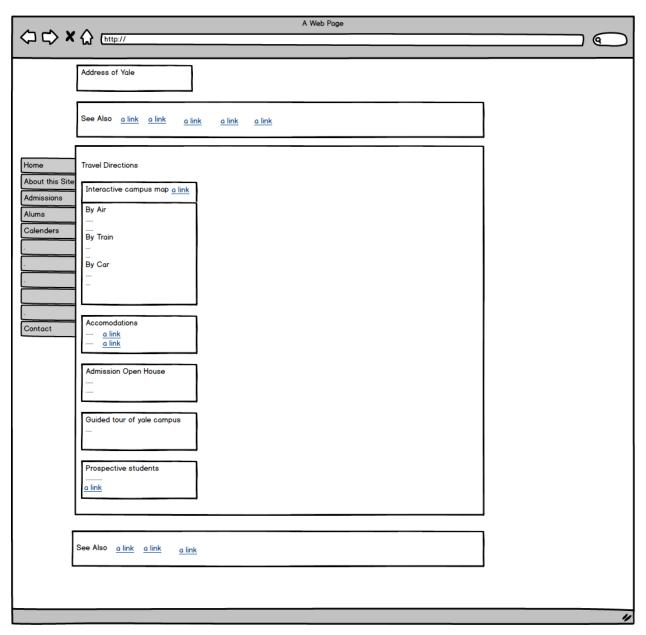
Wireframe 3: Admissions Page has information regarding admissions and portfolios and deadlines and everything mixed up.



Wireframe 4: Members of the site like current students, alumni and staff involve the most visited site members and is an important part of the site with a lot of information for each of the groups.

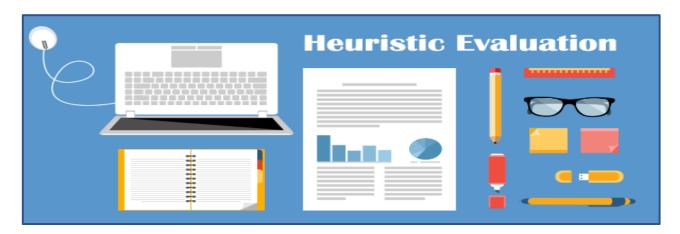


Wireframe 5: Visiting section of the site is also most visited page on the site by prospective students, parents and other guests. Has information regarding location, stay, tours etc.



### HEURISTIC ANALYSIS - NIELSEN'S METHOD

Src: https://designmodo.com/usability-heuristic-evaluation/



10 Us <mark>ability</mark>	Heuristics
Visibility of system status	Recognition rather than recall
Match between system and the real world	Flexibility and efficiency of use
User control and freedom	Aesthetic and minimalist design
Consistency and standards	Help users recognize, diagnose, and recover from errors
Error prevention	Help and documentation

RANKING	MEANING
0	I don't agree that this is a usability problem at all
1	Cosmetic problem only
2	Minor usability problem: fixing this should be given low priority
3	Major usability problem: important to fix, so should be given high priority
4	Usability catastrophe: imperative to fix this before product release

### **Visibility of System Status**





October 2017

□01-⊠02-□03-□04-□05-□06-□07

□08-□09-□10-□11-□12-□13-□14

□15-□16-□17-□18-□19-□20-□21

□22-□23-□24-□25-□26-□27-□28

□ 29-□ 30-□31

Notes: Oct 2nd, Peter Osborne

Sl.no	Rating	Comment
1	3	There is no website name or icon or breadcrumb and users have no idea where they are in the system.
2	1	The address shown cannot be seen by user.
3	4	This calendar does not work and the format is not correct. Cannot select anything on this.

# MATCH BETWEEN SYSTEM AND REAL WORLD



# http://yaleschoolofart.org/openstudios2018/

Announcement by: Simone Cutri Edit access: Sysop

Sl.no	Rating	Comment
1	3	This PDF is just shown here but it is meant to be downloaded. There is no download icon or sign.
2	3	This link is simply copy pasted and is not working.

### **USER CONTROL AND FREEDOM**



# **PLEASE LOG IN**

Yale School of Art 1156 Chapel Street, POB 208339 New Haven, Connecticut, 06520-8339 (203) 432-2600 **SAFETY SERVICES** Home AboutThisSite Safe Rides & Walking Escorts Admissions **Location of Blue Phones** Alums Calendars Campus Emergency Services Courses CurrentStudents **International Travel Facilities** FacultyAndStaff Last adited by Datricia DaChiara

Sl.no	Rating	Comment
1	3	User cannot login without username provided and there is no way to recover account. No forgot password option either.
2	3	50% of these links do not work. There is no breadcrumb to trace user journey nor are there any back buttons to go back to previous pages.

### **CONSISTENCY AND STANDARDS**



### **REGISTRAR AND ADMISSIONS**

203-432-2600

artschool.info@yale.edu

### Some questions or concerns

When you have questions about the appropriateness website, please feel free to email <a href="mailto:art.help@yale.edu">art.help@yale.edu</a>. You.



Site



New Haven,

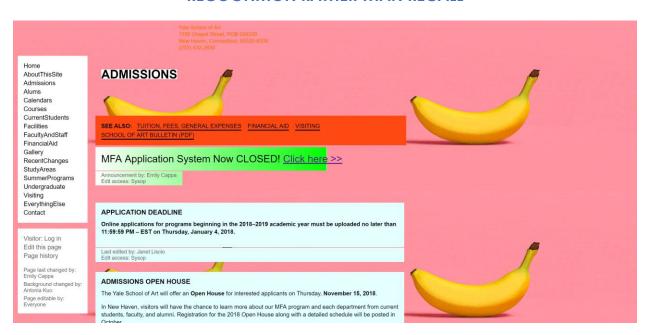
SI.no	Rating	Comment
1	1	Every page on this site has a different background and has GIFs which should never be used as background.
2	2	There is no consistency in providing email addresses as some are linked and most are not even highlighted and linked.
3	2	There is lack of standards in providing headers, no external links on all pages, coloring is different and overall website is very inconsistent! Most times user cannot find the heading to the page at all.

### **ERROR PREVENTION**

Yale School of Art 1156 Chapel Street, POB 208339 New Haven, Connecticut, 06520-8339 (203) 432-2600 Sorry, can't find this username. Try again? If Home you have a Yale NetID, your username is AboutThisSite normally the same. Admissions Alums **USERNAME** Calendars pg421 Log in Courses CurrentStudents **Facilities** 

Sl.no	Rating	Comment
1	3	User cannot choose to find the username or recover password from this site.

### **RECOGNITION RATHER THAN RECALL**



Sl.no	Rating	Comment
1	2	The whole website has no icons or recognizable user elements used. This can be quite an issue while users are seeing this website. There is only textual information and nothing uses any design element.

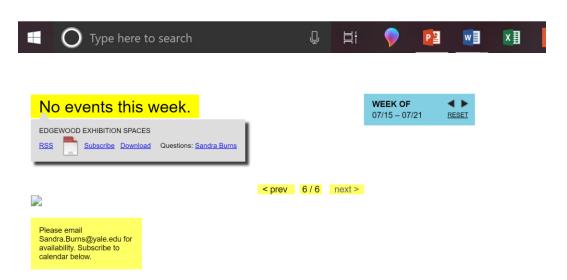
### FLEXIBILITY AND EFFICIENCY OF USE





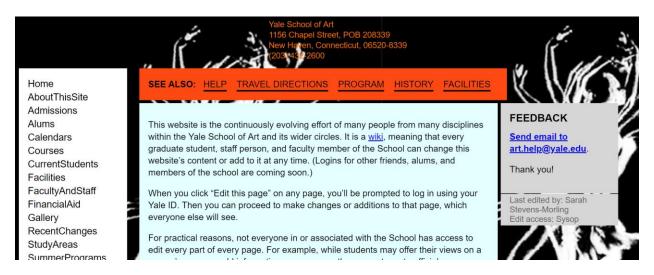
- Digital Media Center for the Arts, 149 York St., 9:00am-10:00pm.
- Beinecke Rare Book Library, 121 Wall Street, 8:30am-5:00pm.
- Peabody Museum of Natural History, 170 Whitney Ave., 10:00am-5:00pm.
- An architectural guided tour of the Yale campus leaves at 10:30am from the Visitor Information Center, at 149 Eln
- \*\*For those traveling by train, there will be shuttle bus transportation to and from the school.

Registration is no longer available because the registration deadline has passed.



Sl.no	Rating	Comment
1	4	There is no search facility in this site. It is very important to have a search functionality but it is not there on this whole website. Very inflexible.
2	2	A big problem with this alert is it is found at the bottom of the page and not at the top. This is very inefficient and user needs to scroll down to see this important message.
3	4	There is no option to select date in this calendar given!

### **AESTHETIC AND MINIMALISTIC DESIGN**



Sl.no	Rating	Comment
1	1	The entire website is badly designed and has no aesthetic. The colors are jarring and hurts the eyes of the user. The text colors are drowned out by loud backgrounds and GIFs.

### HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS

Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut, 06520-8339
(203) 432-2600

Sorry, can't find this username. Try again? If
you have a Yale NetID, your username is
normally the same.

USERNAME

pg421

Log in

PLEASE LOG IN

Home AboutThisSite Admissions Alums Calendars Courses CurrentStudents **Facilities** FacultyAndStaff FinancialAid Gallery RecentChanges StudyAreas SummerPrograms Undergraduate Visiting

Home

AboutThisSite

CurrentStudents Facilities FacultyAndStaff

FinancialAid

Admissions Alums

Calendars

Courses

# 2011 YALE SCULPTURE M.F.A. THESIS: ROUND TWO

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Sl.no	Rating	Comment
1	3	User login has no recovery method.
2	4	Gallery cannot be viewed as images are not given. User cannot find link or recover the image and this is a great error for an arts website.

# **HELP AND DOCUMENTATION**



Sl.no	Rating	Comment
1	4	There is no user help functionality in the entire website. This is very inconvenient for users.

# REVISED SITEMAP



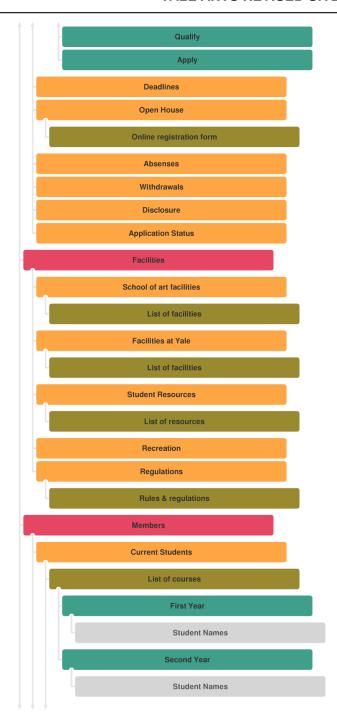
Link to view sitemap: <a href="https://yalerevised.slickplan.com/mugxifix">https://yalerevised.slickplan.com/mugxifix</a> PDF: sitemap 1.0.pdf

### YALE ARTS REVISED SITEMAP



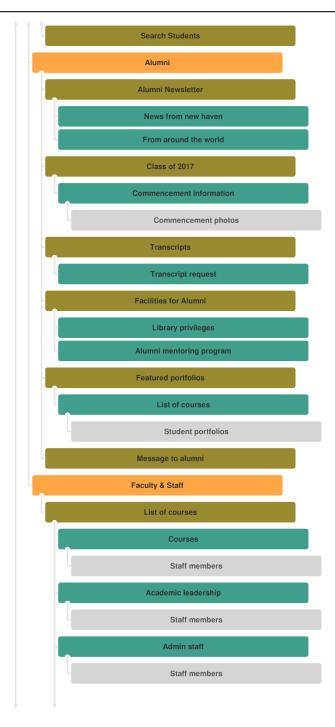
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### YALE ARTS REVISED SITEMAP



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### YALE ARTS REVISED SITEMAP



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# Events Events Events Calendar Calendar functionality Create new event Calendar FAQs List of questions and answers Academic calendar Semester wise calendar Search functionality Search page search results Similar links

### YALE ARTS REVISED SITEMAP

### Revised sitemap theory

- Have a homepage which includes all clearly visible and accessible links to most important pages. This ensures the users know where to access everything. Currently the webpage has a lot of hidden links and user has to dive deep into the pages to see the contents. So, I propose the revised sitemap have all high priority links accessible and clearly indicated on the home page.
- 2. Remove duplicate pages and links. This ensures the page visitors and not confused when they encounter the same page twice while on their user journey to meet their needs and goals.
- Reorganize the information and different pages so as to help users locate
  relevant and related information easily. Many pages are all scattered all over the
  website currently and using our new sitemap, I have reorganized all information
  to make the information relatable and relevant.
- 4. Include search functionality to help users search content in all pages.
- 5. Include breadcrumbs in all pages to help users know their place within the site and help easier navigation.
- 6. Have a section in the site that always shows similar links to the current page or recommended links. This helps users know more information if they need. Also serves as a gateway to the entire university's external pages.
- 7. Include a help and documentation page and have it's link visible to users in all pages. Maybe have a static header.
- 8. Include use of footer navigation and link to sitemap so users can see the whole website plan. This helps easier navigation and efficient use of the website.

Using all these new recommendations, I can now redesign a whole new efficient and useful website.

# CARD SORTING METHOD FOR YALE ARTS WEBSITE

Technique used: Closed card sorting - sort cards into categories already predetermined.

### Categories:



### Cards:

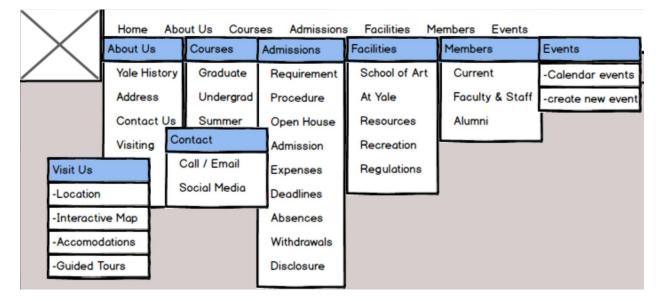
- 1. Yale history
- 2. address
- 3. contact us
- 4. visit us
- 5. grad courses
- 6. undergrad courses
- 7. summer courses
- 8. admission requirements
- 9. adm procedure
- 10. open house
- 11. expenses
- 12. deadlines
- 13. absences
- 14. withdrawals

### Information Architecture Document – Pooja Gurudatt

- 15. disclosure
- 16. school of art facilities
- 17. Yale facilities
- 18. resources
- 19. recreational facilities
- 20. regulations
- 21. current members
- 22. staff & faculty
- 23. Alumni
- 24. call/email
- 25. social media
- 26. course name
- 27. accommodations
- 28. guided tours

Visual representation of main categories and cards under each category

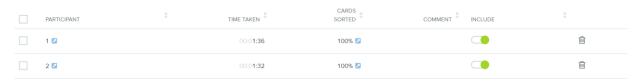
Tool used: visual card sorting in Balsamiq.



# Results matrix from participants:

	Home	About Us	Courses	Admissions	Facilities	Members	Events
yale history		2					
address		2					
contact us		2					
visit us		2					
grad courses			2				
undergrad courses			2				
summer courses			2				
admission requirements				2			
adm procedure				2			
open house				1			1
expenses				2			
deadlines				2			
absenses				2			
withdrawals				2			
disclosure				2			
school of art facilities					2		
yale facilities					2		
resources					2		
recreational facilities					2		
regulations				2			
current members						2	
staff & faculty						2	
Alumni						2	
call/email		2					
social media		2					
course name			2				
accomodations		2					
guided tours		1					1

# Participant Data:



Showing 1 to 2 of 2 participants

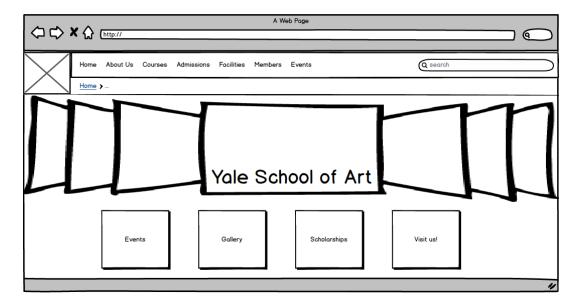
### Theory behind my new redesign and labeling:

- Aim at uniting data components that are relative and file them together under an umbrella tab like having all contact details, visiting details, location details all under the contact tab instead of having 3 separate tabs just for each function.
- During tree testing some of my users did not successfully locate a lot of the
  undergraduate courses well. It will be efficient to have different labels for
  undergraduate courses and graduate level courses so one change I have
  incorporated in creating my new wireframe is to have separate labels for each of the
  courses.
- Grouping and labeling will be one of my main goals in this project as all the pages on the Yale arts website is currently all stand alone and not linked to anything.
- Grouping many university related events under events tab helps users easily locate and use this feature well.
- I have reorganized and relabeled few items deliberately like Visiting, Courses, Contact etc. This helps users navigate well within the website. These are some of the most common touch points and are hence most visited pages of the website.
- Throughout my research, I found that the labels were 90% of the time easy to understand and hence have not changed too much except maybe reorganizing the labels and used card sorting to help me rearrange pages around the new site design.
- Maybe move the open house to the events tab and relabel the open house as an event rather than an admission process.

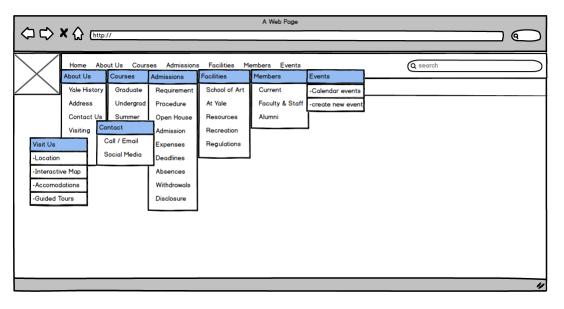
Using this valuable research data and participant data, I will now be incorporating all this into my new labeling and website redesign.

### NEW WIREFRAMES FOR YALE - ARTS WEBSITE REDESIGN

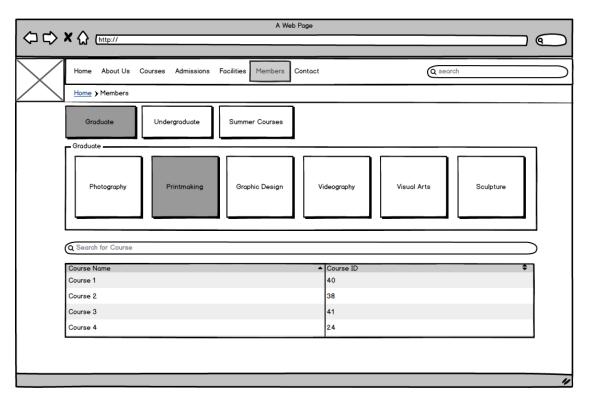
Wireframe 1: Homepage - Contains all important links and I have included a search functionality which was previously missing in their original site. A moving gallery is included to give a visual welcome to the site visitors and show off their art gallery effectively without scrolling as well as having space for everything important in one screen.



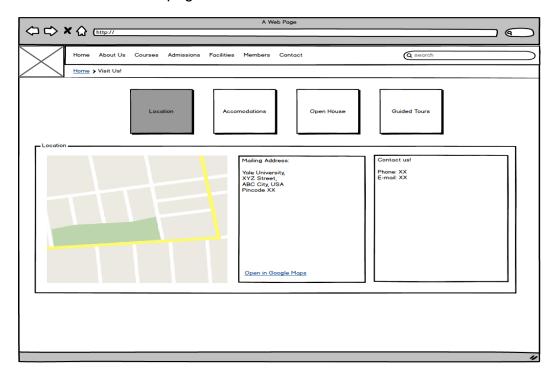
Wireframe 2: Dropdowns. These are all reorganized data segments within the website available to users after a card sorting mechanism to organize all these segments.



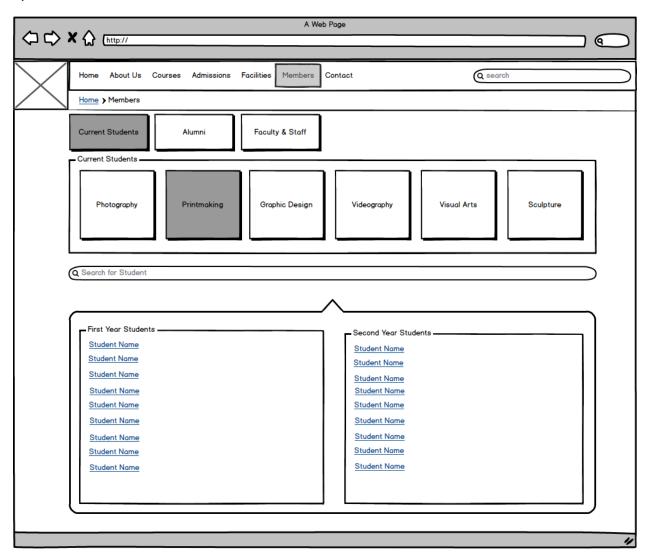
Wireframe 3: Courses for all students – graduate and undergraduate as well as specific summer courses available to view and is organized to enable users to see all subjects available and its courses.



Wireframe 4: Visitors page which receives a lot of traffic.



Wireframe 5: Members page showing all members, current students, alumni, staff as well as faculty members. Users can see subject wise members and also search for specific members.



Similarly, this whole site can be well organized and rearranged for better user experience with the help of information architecture.

My aim is to make this site as easy to use as possible and make it visually minimalistic and appealing to users.

### **EXECUTIVE SUMMARY**

I did the executive summary for Yale School of Arts website to provide insight and recommendations to develop the website with the help of information architecture concepts and user experience design knowledge. Research was conducted on the site for an overall website analysis, comparisons drawn with site competitors like Harvard Arts and CMU school of arts. Needs and wants of the website was derived based on site information and then I defined the end users. These end user personas were given more details and this helped connect the dots between user needs, website goals and the end results of having this website - which is to deliver accurate, relevant information to site users. Sitemap of the current website was sketched out to find the many duplicates and loopholes within the site which made the user experience not up to the mark. I then carried out tree testing with users to see how efficiently they can navigate and use the website to find specific information. Navigation stress test was conducted to evaluate how users view the site in terms of navigation, ease of use, locating information accurately and decoding what the website is trying to convey to its users. I developed the wireframes for the current site and did a heuristic analysis to find design and usability flaws within the site. This helped me formulate a strategy to develop a better working design and hence designed new wireframes for the site. I could do this by first creating a new structured sitemap with the help of information architecture concepts and then did a card sorting exercise with my users so as to organize information better within the site. And finally, I was able to create new, functional, efficient wireframes for Yale School of Arts website!

Here are some recommendations and solutions:

- 1. Reorganize the pages on the website so that it contains information for each data group.
- 2. Remove duplicate pages from the site and merge similar data components.
- 3. Have a topical information architecture scheme which enables users to locate information quickly and easily.
- 4. Introduce a homepage with horizontal static navigation at the top and a bottom navigation containing all important menu items.
- 5. The homepage will also include a live photo gallery to emphasize importance given to the arts at this university and also have a search functionality in the site.
- 6. Have better grouping and labeling for menu items and have breadcrumbs to ease navigation.
- 7. Have a separate section in the page to highlight similar links and external links related to the page's current content being displayed.
- 8. Have a help and documentation page to give users the ability to look for help and search any FAQs easily.
- 9. Have a dedicated login page for site users and make it easy to recover from errors by giving password forget option and recovery options.

By using these recommendations, Yale arts will benefit the most and so will their site users. This will bring about much more traffic than before, more visual appeal, better usability, good user experience and create a better brand name for Yale arts. These changes will bridge the gap between user and university and make the process of exchanging information very pleasant and efficient.