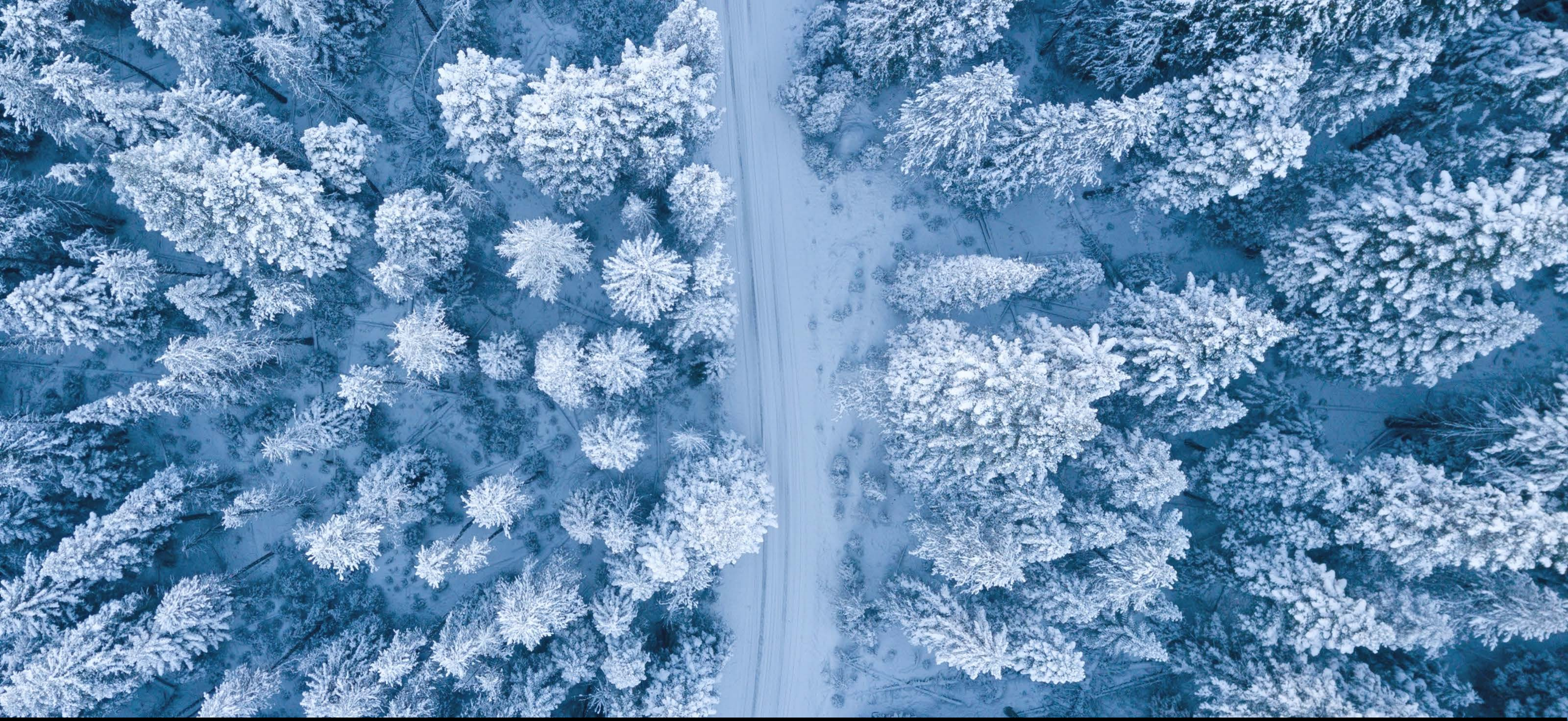

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CASE STUDIES

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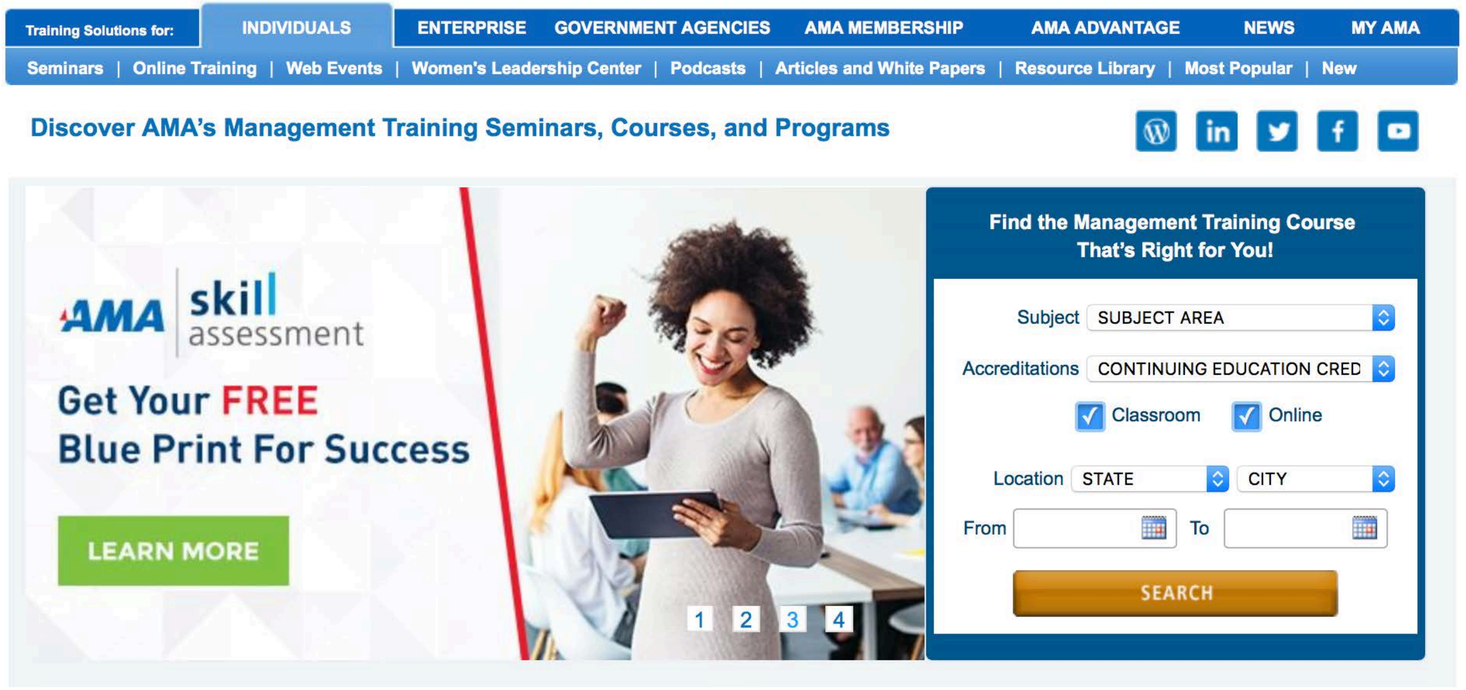
WEBSITE REDESIGN:

American Management Association®



Challenge: Combine 2 business units and Websites into a single e-comm based experience, tailored for 3 distinct audience groups.

CASE STUDY: WEBSITE REDESIGN, AMERICAN MANAGEMENT ASSOCIATION

RESEARCH, ARCHITECTURE, DESIGN & TESTING

The Challenge

Tasked with combining the publishing and training business units into a single ecomm-based experience tailored for three distinct audience groups we completed a range of UX and Design exercises.

The Solution

Requirements gathering and priority balancing across business units entailed traveling for observation and **contextual interviews** with stakeholders and customers and resulted in a many experience **flows**, **customer journeys** and a final **site map** capturing hundreds of pages and thousands of products.

Wireframes were used to introduce a parametric navigation, within a **segmented navigation system**, and turned into interactive **prototypes** for **testing** in Philadelphia and New York City labs.

The resulting Website was met with much praise from the client and their users. The solution remains, as designed over 5 years ago.

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WEBSITE REDESIGN:

ESSEX

PROPERTY TRUST, INC.

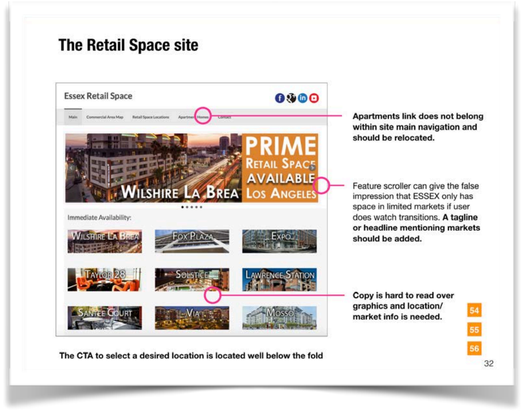
Challenge: Plan and execute full UX phase of Website redesign

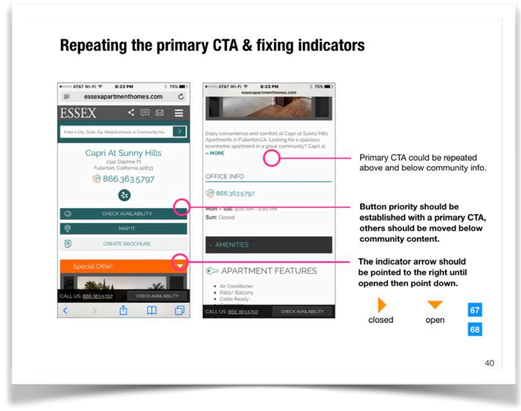
CASE STUDY: WEBSITE REDESIGN, ESSEX PROPERTY TRUST

RESEARCH PHASE

Heuristic Reviews

The first step in the UX phase of the redesign included a heuristic review examining the Essex site and its' competitors against Web and industry best practices to identify areas of opportunity. Action items were ranked and sorted based on those immediately actionable usability suggestions and those requiring the greater re-design effort.



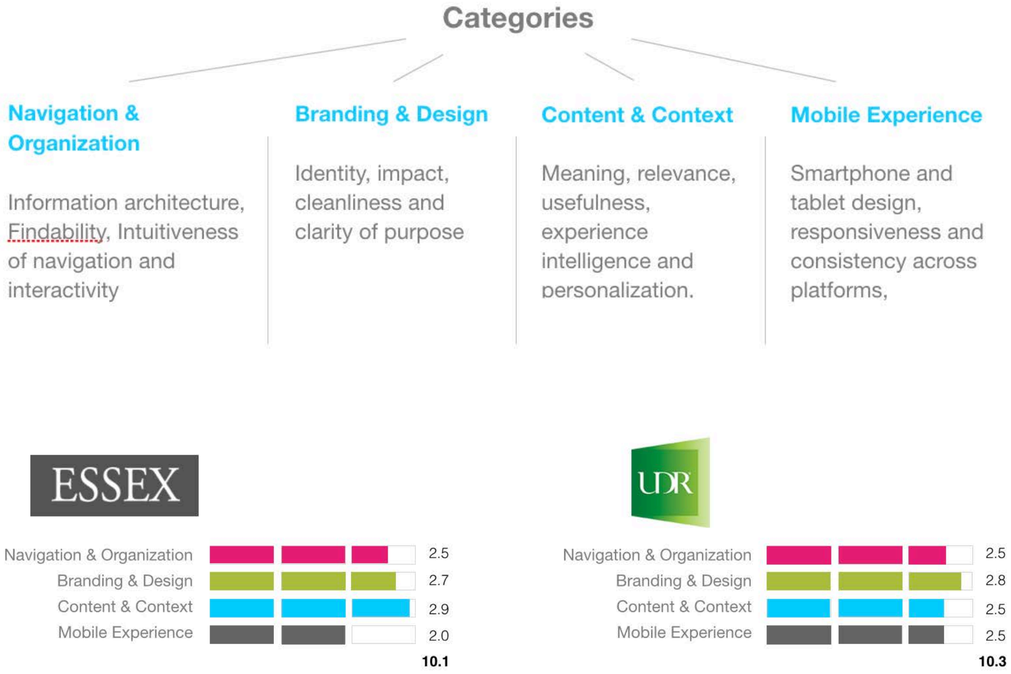


**Immediately actionable** (**42** items)

Greater redesign effort needed (31 items)

Expert Analysis & Experience Scoring

Each site was subjected to 100 point review matrix and scored in the categories of; Navigation & Organization, Branding & Design, Content & Context, and Mobile Experience.



CASE STUDY: WEBSITE REDESIGN, ESSEX PROPERTY TRUST

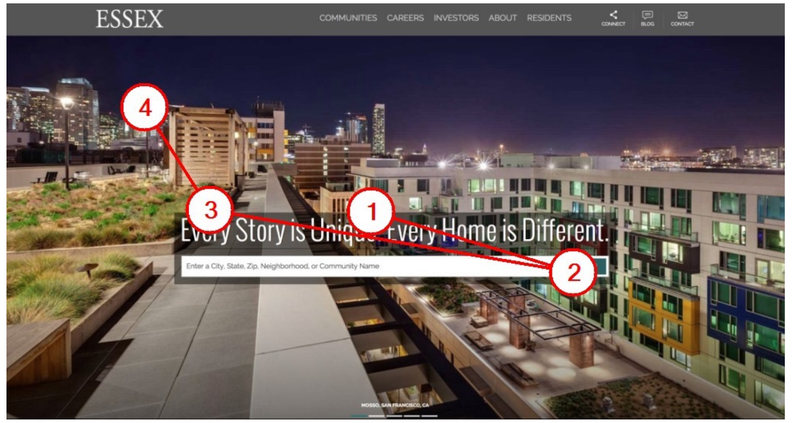
RESEARCH PHASE

Heat Mapping/Predictive Eye-Tracking

Heat mapping & predictive eye-tracking analysis was completed utilizing 3M software, and compiled within an easy to understand presentation deck, highlighting findings and recommendations.

Are key messages of the site being conveyed within the first 3 – 5 seconds?

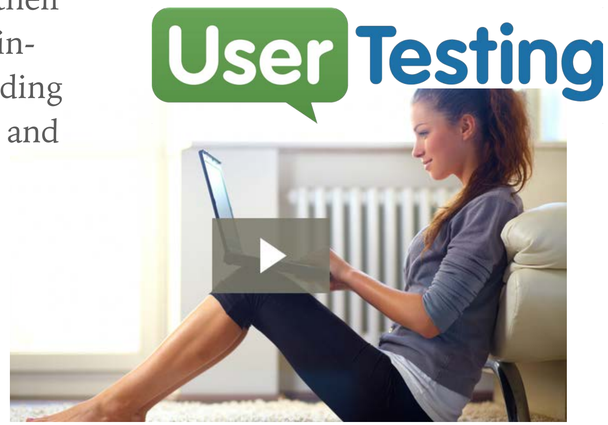
Heat maps highlight areas of the page that are likely to receive attention within the first 3 – 5 seconds. **Yellow to red areas are most likely to draw immediate attention.** Blue and green areas are less likely to draw immediate attention.



Visual sequence shows the most likely path that the human eye will follow when viewing the image.

Usability Testing

The usability testing phase utilized 3rd-party software/service to capture actual users interacting with the existing site. User actions were recorded and users were surveyed during following their site visit to gather experience pain-points and user insights surrounding content, architecture, navigation and interface interactions.

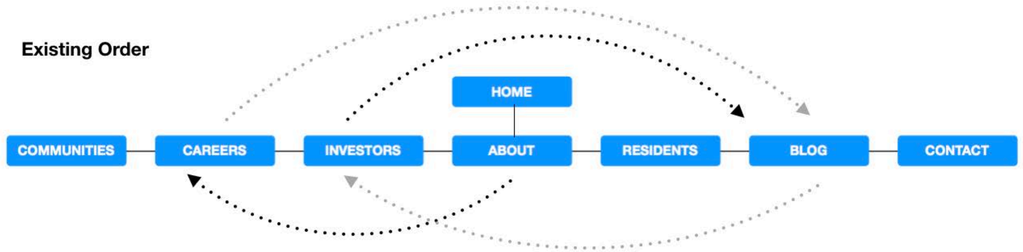


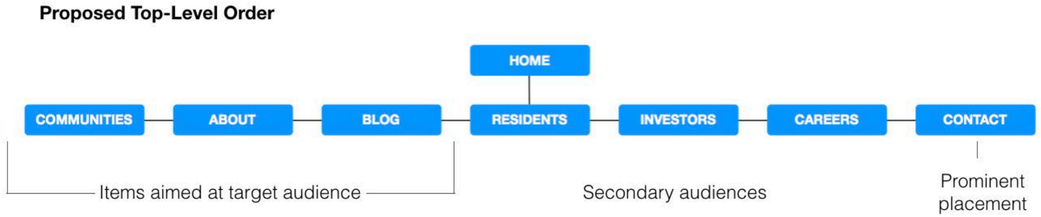
CASE STUDY: WEBSITE REDESIGN, ESSEX PROPERTY TRUST

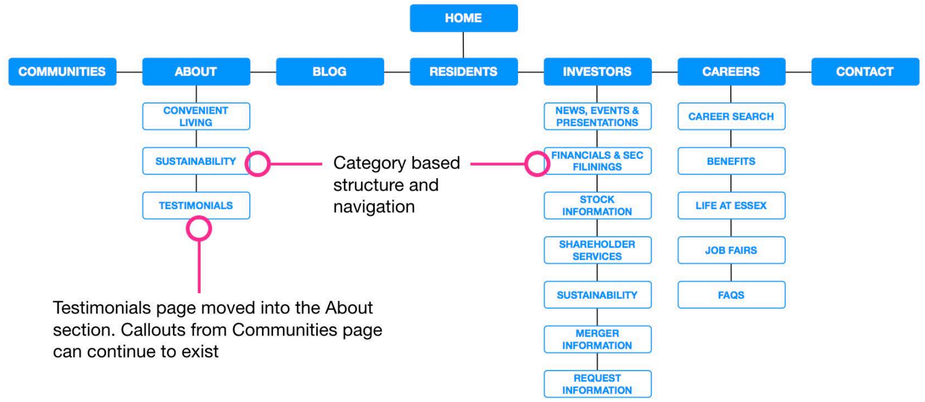
ARCHITECTURE PHASE

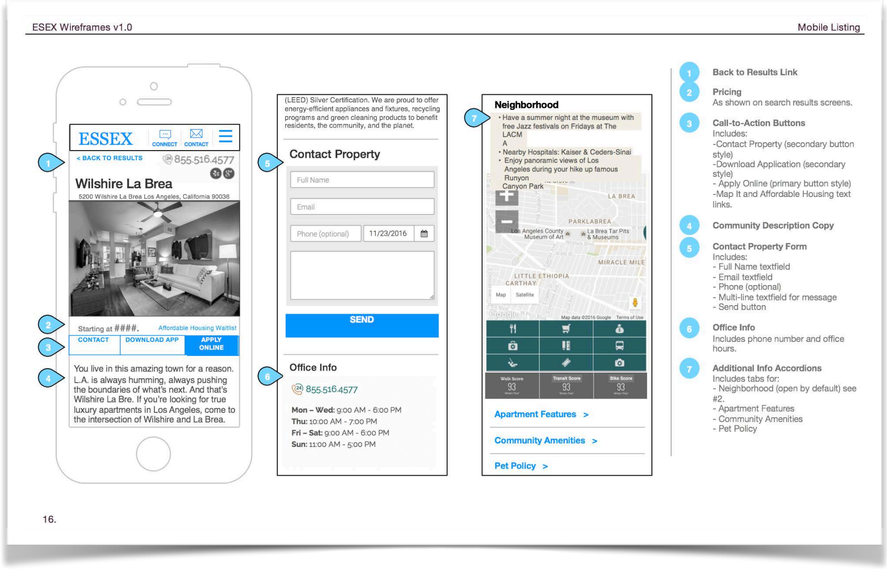
Information Architecture & Wireframes

The Information Architecture (A.I.) phase examined the existing site architecture and content for organizational, navigation and experience improvements. Existing and newly proposed site maps were presented before advancing to the wireframe phase. All key and unique screens were included in the detailed and annotated wireframes for desktop and mobile platforms.









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WEBSITE REDESIGN:

Cincinnati Children's

Challenge: Combine 2 business units and Websites into a single e-comm based experience, tailored for 3 distinct audience groups.

CASE STUDY: WEBSITE REDESIGN, CINCINNATI CHILDREN'S

RESEARCH, ARCHITECTURE, DESIGN & TESTING

The Challenge

A full user-centered Website redesign that can serve several unique personas.

The Solution

Initial **User Research** and Task Analysis helped define clear **Personas** and their related **Scenarios** to guide the design to best meet user needs. Once the users were clearly defined, we needed to understand the way they think about the content on the site, and how they would interact with it. So we asked them by using a **Card Sort** and a **Reading-Level Evaluation Study**.

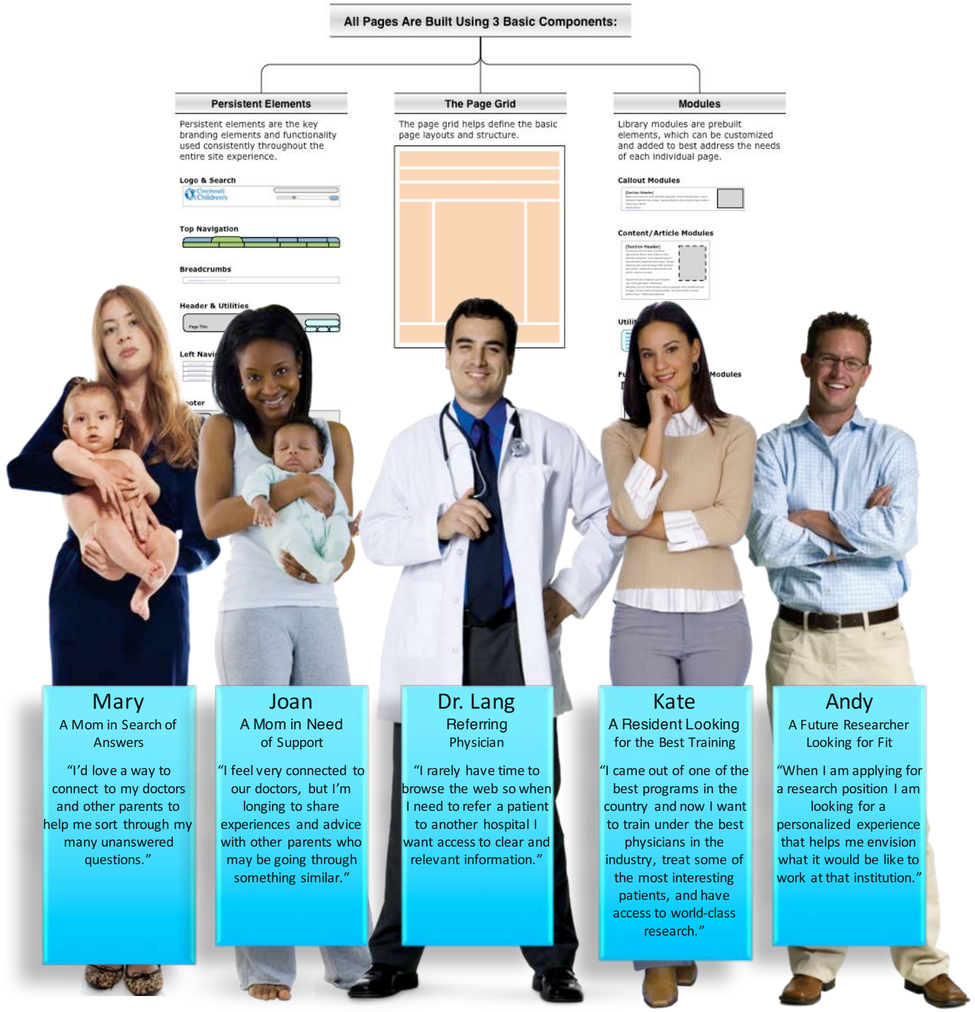
Distilling the users' needs and visualizing their mental model of the information was accomplished with Sitemaps. Creating a scalable site architecture that could be maintained by in-house staff required a componentized approach.

Defining **grids** and **templates** allows the users to engage in a compelling experience while making maintenance feasible. Final **Wireframes** were created to give life to the abstract theory that was defined, and to design blueprints for **prototype** and build.

Once the experience architecture was defined, several iterations of **visual design** and **messaging** were developed to ensure that each audience had a tailored experience that would drive them to action.

After the Experience was designed, final creative was layered on and a prototype created. **Usability Testing** and an **Eye Tracking** study were conducted to validate the design and provide optimization direction.

User-Centered Design resulted in a compelling site that successfully meets the needs of multiple user groups, and delivers on CCHMC's business objectives.



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