Inked VOICES

Redesigning the User Experience to Increase Sign Ups

Problem

New visitors were not signing up because the website's **text-heavy and confusing layout** obscured the site's value.

Solution

We **optimized the content and layout** so that the core features and benefits were clearer. In addition we added more sign up spots.

My role

I focused on **content strategy**, **information architecture**, and **wireframing** to redesign the website and reprioritize the site's content.

Understanding the users

We collected data from 94 people to find potential users who we interviewed to understand their behavior.

Content audit and card sorting

To see how users expected the site to be laid out, we gave them navigation and content items from the site and **had users categorize the items**.
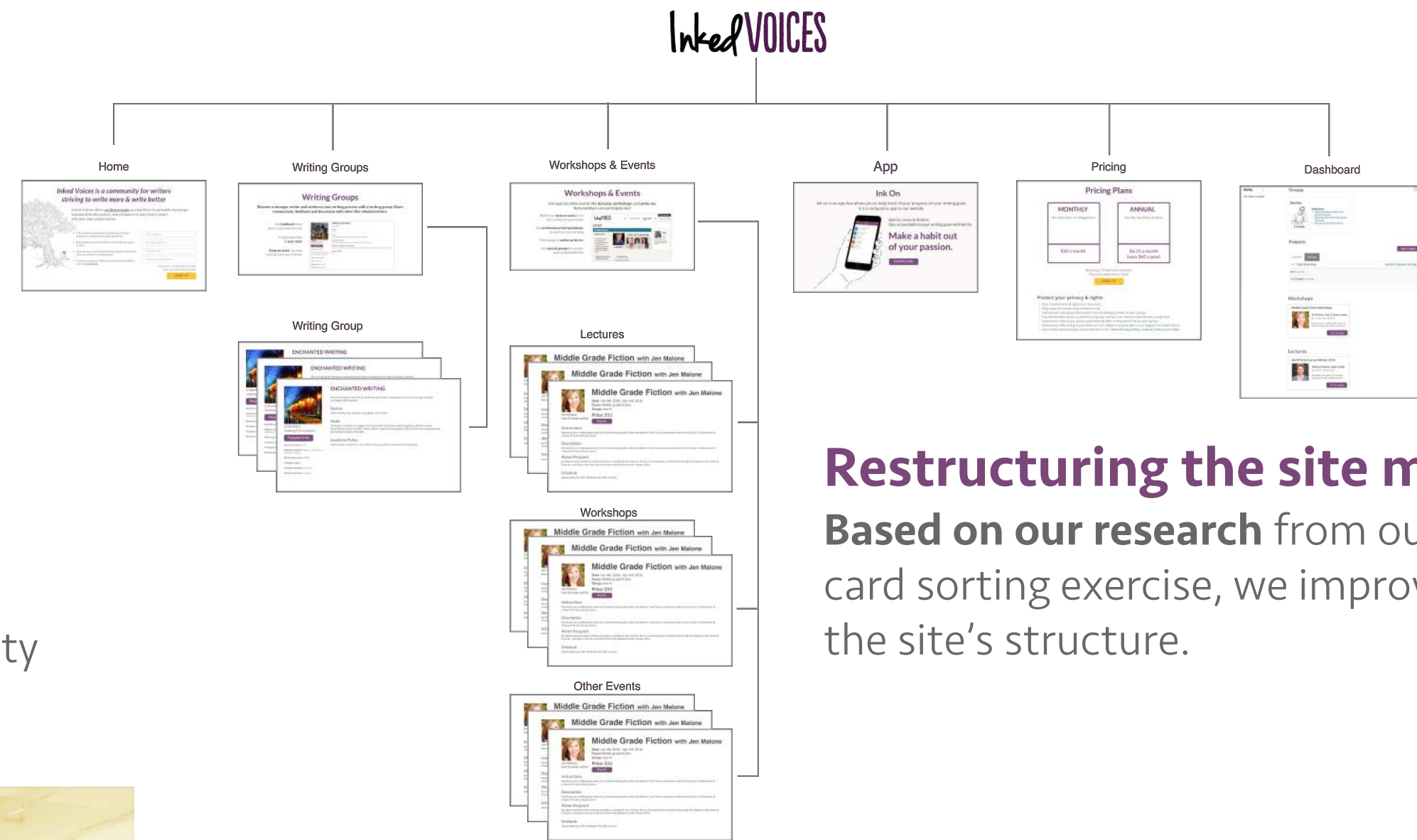

Contextual Inquiry

We **watched users use the site**, thinking out loud, to **understand from their point of view**.

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Home | Writing Groups | Workshops & Events | App | Pricing | Dashboard

Restructuring the site map
Based on our research from our card sorting exercise, we improved the site's structure.

Affinity Mapping & Personas
We **synthesized interview data** into affinity maps to see the big picture patterns.

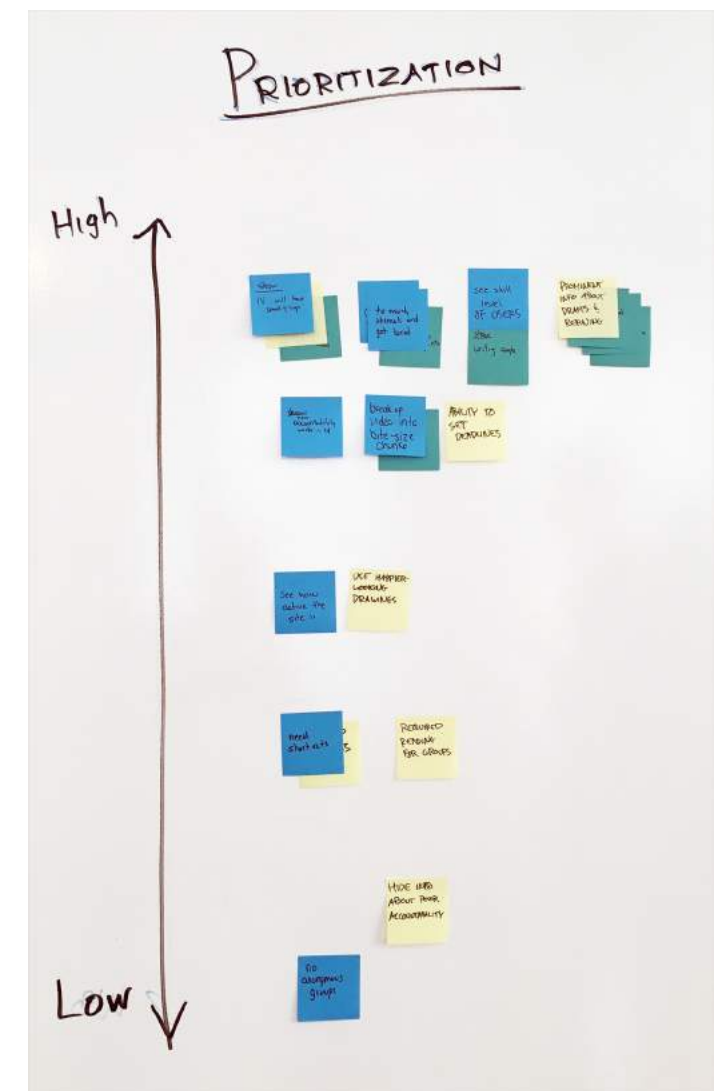## Feature prioritization & tech research
We ranked features in importance and feasibility based on users' needs and **technical feasibility**.

Iterative team design & wireframing

Through design studio exercises, we created a set of **wireframes based on our site map**, which we converted to high fidelity wireframes.

Original site

Lo-fi wireframe

Med-fi wireframe

Hi-fi wireframe
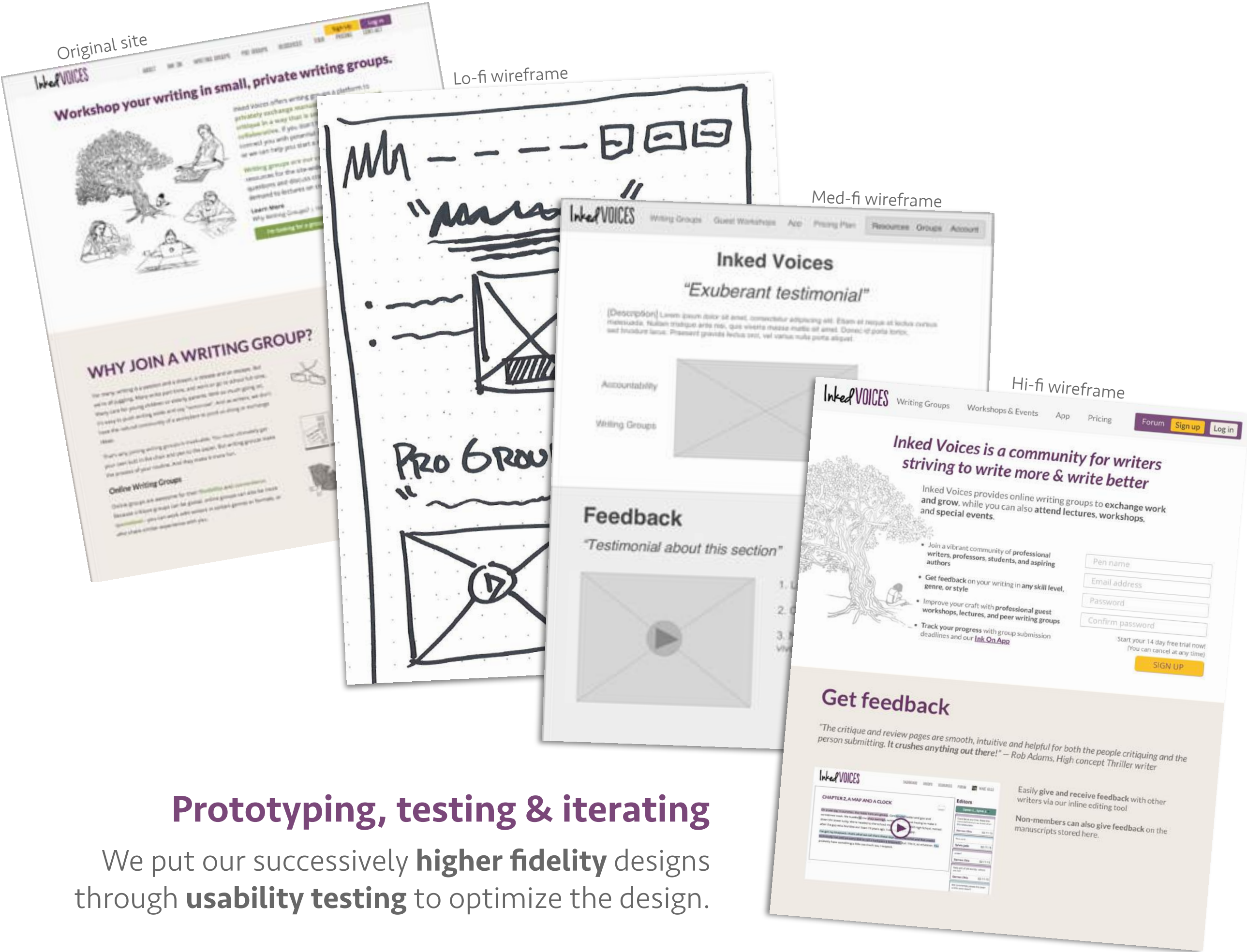
Prototyping, testing & iterating

We put our successively **higher fidelity** designs through **usability testing** to optimize the design.