**Personal research blog website**

***(description of the streamlined flow of the website, targeted demographic and on-paper structure)***

***Duje Perišin***

This assignment required me to accomplish the following:  
*“The assignment involves creating user personas to represent target users, followed by the information architecture for your web app. You will organize content based on user needs to ensure easy navigation and a seamless user experience.*

***Assignment Description***

***Create User Personas***

*Create a set of user personas (3) relevant to a specific project. Do not forget to include AI generated photo for your personas.*

***Information Architecture***

*Develop an information architecture for your project based on the card sorting method.*

***Create a Sitemap***

*Based on the combined categories from card sorting, design a detailed sitemap for your web application. Clearly display the structure and hierarchy of the information on your site.*

*To streamline this potentially lengthy process do make use of ChatGPT.”*

*~ hci.mario-cagalj.from.hr*

For this assignment, I envisioned a professional research blog website where the owner, an expert in their field, shares research findings, ideas and insights. The website will provide an easy way for visitors to reach out, featuring a contact page with a fill-out form for a more practical communication. Additionally, it will showcase a detailed summary of the owner’s professional travel appearances, including conferences attended as both a speaker and participant, to establish credibility and demonstrate the owner’s active role in the field. Finally, the website will feature an “About Me” page which will detailly showcase the owner’s career, complete with a list of academic achievements. This design could serve as a model for others at a similar stage in their respective careers.

To create a few different user personas relevant to this specific project, I used ChatGPT as a quick tool with an access to a large pool of resources and information which could relatively reliably provide a set of *“personas”* which would visit this sort of a website, based on all the information which flows through ChatGPT.

I gave it the following prompt:  
*“Provide me with 3 sets of personas which would best describe a demographic which most often visits the site of this matter.”*

Using the response from ChatGPT alongside the pictures I generated using Microsoft Designer I was able to establish a rough demographic which would most frequently visit this website.

**1. Sets of personas**

1. **Aspiring Researcher**

Slika na kojoj se prikazuje Ljudsko lice, čovjek, tekst, crtež

Opis je automatski generiran

* **Age:** 24
* **Occupation:** Graduate Student
* **Background:** Just starting out in research, looking for guidance and inspiration from established researchers.
* **Goals:** Learn about research methodologies, find practical insights, and explore real-world applications.
* **Challenges:** Difficulty understanding complex research topics and limited professional experience.
* **Motivations:** Enhance research skills, gain knowledge on specific research topics, connect with professionals.
* **Needs:** Clear explanations, easy access to categorized blog posts, and interactive discussion areas.

1. **Established Academic**

**Slika na kojoj se prikazuje tekst, čovjek, odijevanje, Ljudsko lice

Opis je automatski generiran**

* **Age:** 52
* **Occupation:** Professor/Researcher
* **Background:** Experienced in academia and looking to stay informed of new perspectives and connect with other researchers.
* **Goals:** Track current developments in their field, share insights, and network with peers.
* **Challenges:** Limited time for informal discussions or forums, values authoritative resources.
* **Motivations:**Connect with emerging researchers, engage in topic-focused discussions.
* **Needs:** Well-organized research content, clear access to topic filters, and professional networking opportunities.

1. **Industry Enthusiast**

Slika na kojoj se prikazuje Ljudsko lice, tekst, čovjek, odijevanje

Opis je automatski generiran

* **Age:** 34
* **Occupation:** Professional with a general interest in research topics
* **Background:** Engaged in industry but interested in academia, enjoys reading blog posts related to personal opinions and broad overviews.
* **Goals:** Find insights that could apply to their industry, browse lighter content.
* **Challenges:** Finds detailed research too technical and prefers short summaries or opinion pieces.
* **Motivations:** Stay up-to-date with academic trends, explore potential collaborations.
* **Needs:** Access to opinion pieces and summaries, contact information for potential collaboration, and easy navigation.

**2. Information Architecture**

In the process of creating an information architecture of my project, I firstly did some research as to discover the kind of information a user would like to research on the actual website. I imagined how the website would look like in terms of main titles and subtitles and split the information based on that information with a few expanded types of information. Finally to speed up the process of creating “cards” which would be used in the card sorting process of creating the information architecture, I used ChatGPT by “feeding it” the following prompt:

*“Generate an information architecture alongside cards which would be used to create the actual information architecture, using the card sorting process, for a website that is someone’s personal work blog, the site will contain a homepage describing the research work done by the blog owner, along with a short description and introduction to that person. There will be a blog page featuring a scroll menu with all blog posts created during research (categorized into five sections, such as personal preferences, personal opinions, small progresses, final research theses, and a comprehensive view of all posts, as a kind of filter). A contact page will present all contact information along with a fill-out form to automatically send an email to the blog owner. There will also be a forum page where other users who have signed in with their email can publicly post various ideas, a conferences page that includes all business travels attended by the blog owner, and finally, an About Me page with a detailed description of the person’s life.”*

Finally, using the response ChatGPT gave me I created the following information architecture on the GlooMaps website (https://www.gloomaps.com).

Slika na kojoj se prikazuje tekst, snimka zaslona, Font, broj

Opis je automatski generiran

**3. Sitemap**

Using the previous ChatGPT prompt I created a Sitemap by also using the online webtool Gloomaps to generate the following Sitemap. I will also provide the .pdf file of this sitemap in the same directory.

