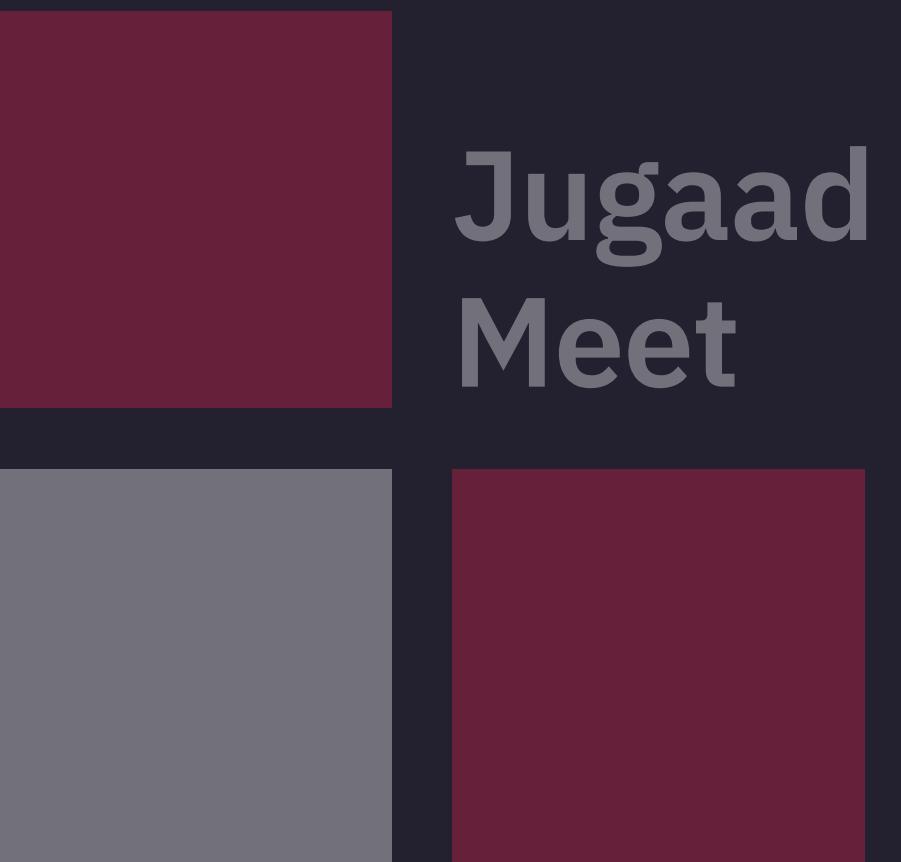


# CONFERENCE WEBSITE DESIGN

Applying Cognitive Ergonomics

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[Click here to view the Clickable Prototype](#)

# BRIEF CONFERENCE WEBSITE

The objective is to understand the user experience of a conference website using various cognitive methods and user testing and develop a concept for designing the website which is easier to navigate and has all the information which can be accessed easily in order to provide a better experience for the users.

## METHODS

Using Hick's Law, we were able to reduce the complexity by simplifying the decision-making process for our users. Thereby helping them to perform their actions faster to complete their tasks.

### Hick's Law

Fitt's law helped us to realise that while designing the website, the clickable areas should be large and close enough in order to reduce the homing movements and completing the tasks faster.

### Fitt's Law

Keeping Gestalt's law in mind helps to design the website in such a way that it makes it easier for the user to scan it and reach his/her goals faster, to filter out relevant content which reduces a huge amount of cognitive load.

### Gestalt's Law

Making the stakeholder personas helped in identifying the needs and motivations of our direct and the indirect stakeholders. It gave us an idea about the features to be involved in order to fulfill their needs.

### Stakeholder Personas

Making the IA helps to visualise the navigation and the flow of the website which eventually helped to enhance the flow to improve the experience for the users and also that they could achieve their goals faster.

### Information Architecture

# Why Jugaad Meet?

In India, we often use the term "JUGAAD" to either fix a problem or to improvise the functionality and the purpose of design. It is often said by members of the design community that design isn't just about making a product look attractive but also about its functionality, purpose and sustainability. A functional and a purposeful design communicates well with the audience and showcases its ability to fulfil the need for which it is created.

The approach of "Jugaad" is used in every aspect of design, may it be architectural, interiors, advertising, fashion, events, crafts etc. "Jugaad" according to its definition is a local hindi word commonly used in India which talks about an instant fix using whatever is best available at that point in time.

Thus, named the conference "Jugaad Meet".

The 3 squares represent professionalism of the conference. Squares make an impact and are often considered stronger and bolder than other shapes.



POPPINS  
IBM Plex Sans



# Stakeholders

## DIRECT

- Organizers
- Authors
- Attendees (On/Of)
- Speakers
- Volunteers

## INDIRECT

- Sponsors
- Partners
- Travel Agents
- Hotel Owners

Authors

Speakers

### BIO

Individuals who submit their work and present it at the day of the conference.

### NEEDS

- To be able to submit the work in time.
- To submit the work in the required format.
- To be able to connect with other authors.

### HOW ARE WE FULFILLING THEM

- Dedicating a separate web page with all the required instructions and details regarding the format and deadlines of the submission.
- We are providing them with reminders.

### BIO

Individuals who conduct specific events in the conference..

### NEEDS

- To know about the conference and the other speakers.
- To know about the location, accomodation & travel facilities.
- Have a look at other keynote speakers so that they can discuss ideas with each other.
- To see past conferences so that they know how the conference goes about.
- To see the sponsors so that they get an idea about how big the conference is.

### HOW ARE WE FULFILLING THEM

- A separate web page with all the speakers and their details.
- The entire schedule containing a list of all the events and workshops will be on the website.
- A brief about the past conferences along with their gallery.
- A webpage for all travel related details.

## Attendees (Online)

### BIO

Attendees (online): Individuals who are going to attend the conference through online medium.

### NEEDS

- Easy registration
- Be aware about the ongoing events/workshops & deadlines
- Be updated of the schedule

### HOW ARE WE FULFILLING THEM

- Easy registration process helps novice users as well.
- Provide reminders regarding schedule and events.
- Customizable schedules.

## Sponsors

### BIO

Individuals or brands who provide financial support or aid to the conference.

### NEEDS

- Acknowledgement
- Easy procedure to become a sponsor.
- To be aware about the audience attending the conference.
- To know what all benefits they will receive by becoming a sponsor.
- To be aware about all the information regarding sponsorship.

### HOW ARE WE FULFILLING THEM

- Providing acknowledgement on the homepage and via social media.
- Dedicating a separate webpage for sponsors regarding all the information needed

## Attendees (Offline)

### BIO

Individuals who are going to attend the conference physically.

### NEEDS

- Easy booking and good accommodation
- To reach the location easily
- Be aware and updated about the ongoing events/workshops & deadlines
- Be aware about the Covid-19 safety measures

### HOW ARE WE FULFILLING THEM

- Providing necessary details about the location through integrated google maps.
- Providing hotel recommendations according to the budget.
- Easy registration process helps novice users as well.
- Provide reminders regarding schedule.

## Partners

### BIO

Individuals or brand who wish to collaborate with the conference.

### NEEDS

- Easy procedure to become a partner.
- To be aware about the audience attending the conference.
- To know what all benefits they will receive by becoming a partner.
- To be aware about all the information regarding the cost.

### HOW ARE WE FULFILLING THEM

- Providing credits on the homepage and via social media.
- Dedicating a separate webpage for partners regarding all the information needed.
- Giving their products/vouchers to the attendees, winners and speakers.

## Travel Agent

### BIO

Individuals who will be taking care of the travel facilities of the people who are going to be there at the conference.who want to collaborate with the organisers for the accomodation of all the guests who will be present.

### NEEDS

- To know about the date and the duration of the conference.
- To know about the number of people who are gonna be there at the conference.
- To know about the transport/hotel requirements of the users

### HOW ARE WE FULFILLING THEM

- The date and the duration of the conference will be provided on the website clearly.
- The speakers, attendees and the sponsors will be displayed on the website so they can have an approximate number of people who will be there.

## Volunteers

### BIO

Individuals who want to help during the conference by taking oppurtunities to handle different categories of work.

### NEEDS

- Look for the categories they could volunteer for.
- To know about the procedure for applying as a volunteer in the conference.
- Know about the location and date of the conference.
- To know about the accomodaton facilities and the travel arrangements.

### HOW ARE WE FULFILLING THEM

- Providing them with the categories they could volunteer for and the procedure how they could volunteer.
- Providing necessary details about the location through integrated google maps and also the hotel recommendations..

## Features to consider

### ACCESSIBILITY

- Language options
- Immersive reader
- Dyslexia friendly font option
- Wider line spacing option
- Text spacing option
- Bigger font size
- Invert/ Dark/ light contrast
- Pause animation Option

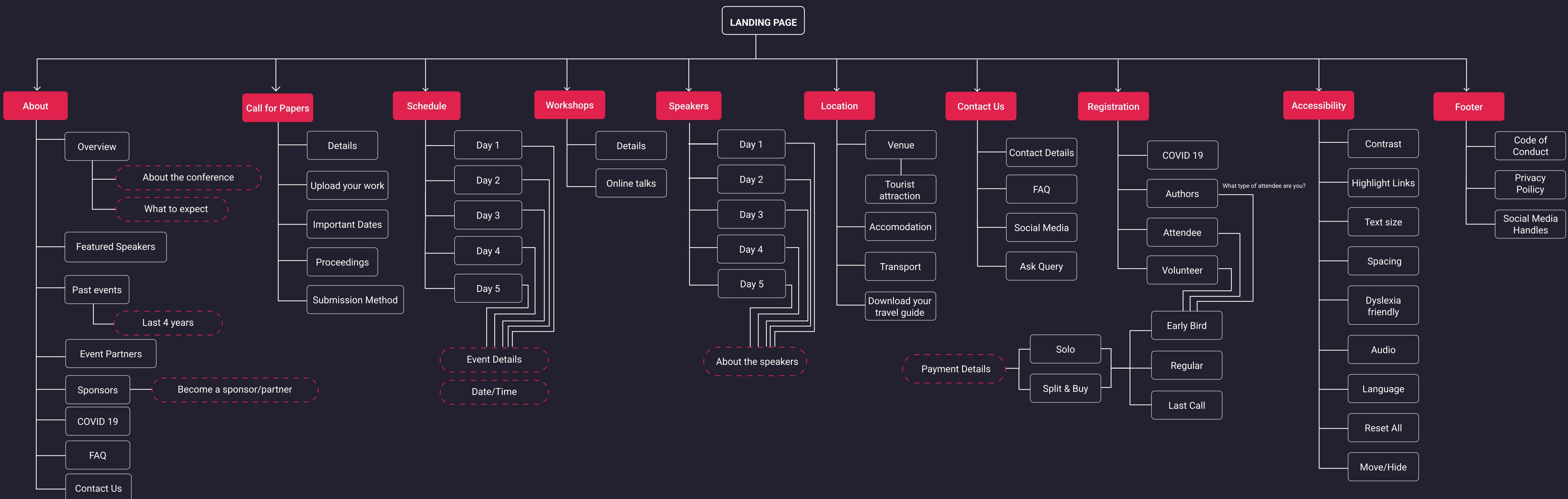
### ACCOMODATING

- Includes both online/offline attendees
- Provides different commuting options
- Variety of lodging and boarding options according to the budgets

### FLEXIBLE

- Can add the events to their calendar
- Split and attends

# INFORMATION ARCHITECTURE



# Prototype

JUGAAD MEET

Click on the link below to view the clickable prototype. For best experience view it in fit width view.

<https://www.figma.com/proto/BtFL79MrYJtkM9Vj6HDPUu/Jugaad-Meet-Isha-Mhatre?page-id=0%3A1&node-id=1%3A591&viewport=700%2C473%2C0.07&scaling=scale-down-width&starting-point-node-id=1%3A4>

