
useIT.com

Website Redesign
Akeea White
WEBI 1416 - Section 01

Table of Contents

Site Overview

Mission Statement

Site Goals, User Goals, and Core Features

Target Audience

Demographics

Webographics

Behaviors and Activites

Site Specfic

Psychographics

Movitation

Entrance Point

Site Use

Persona’s

Design Process

Sitemap

Inspiration

Sketches

Site Design with Illustrator

Site Design with Color

Final Layout

Home Page

Alertbox: Top 10 mistakes in Web Design (above the fold)

Biography

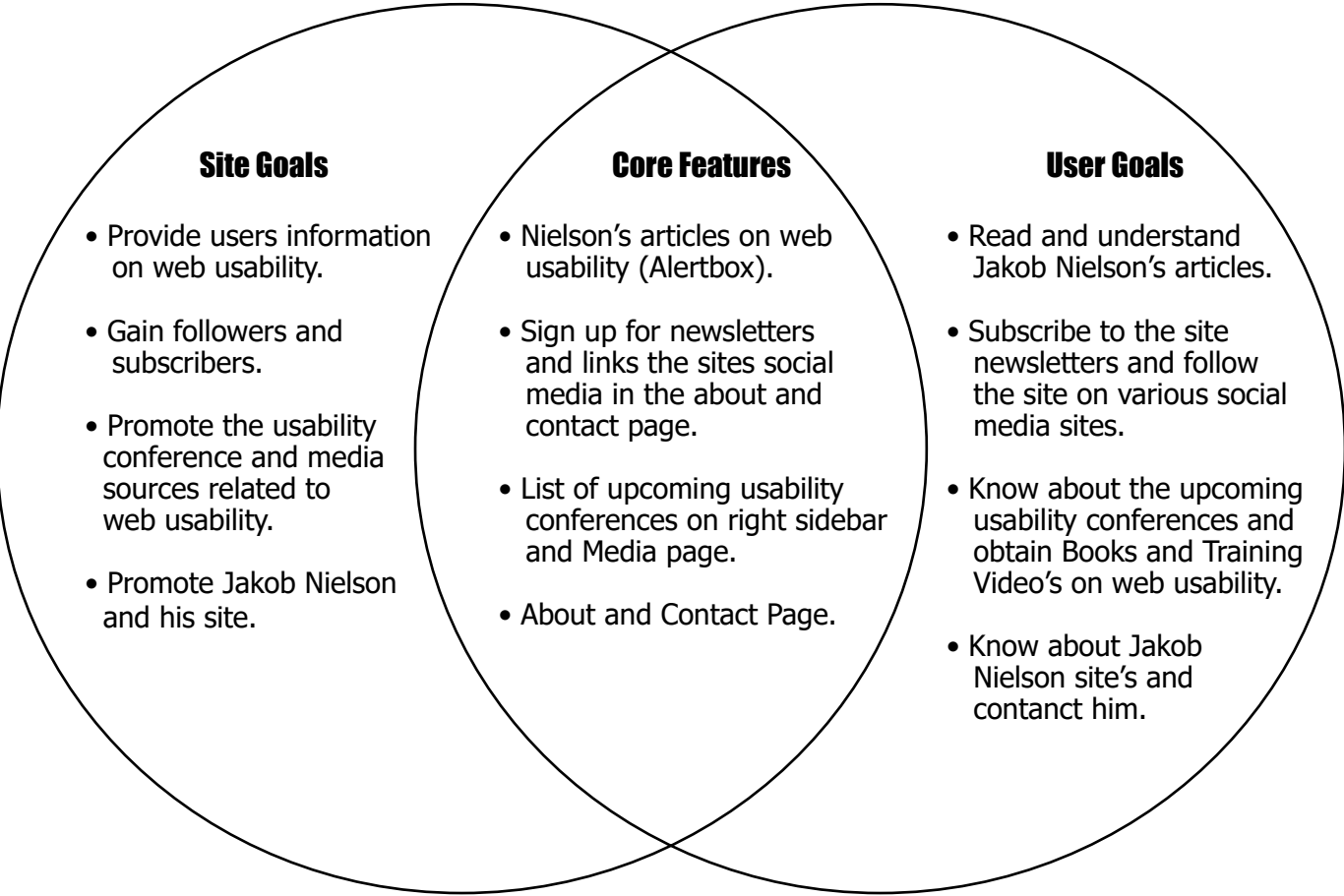
News Page

Site Overview

Mission Statement

Useit.com is a web information site offering insight regarding website usability to web designers who need to make their sites more user friendly and accessible. Unlike competing sites which only targets government based designers, useit.com is geared towards not only government web designers but also freelance web designers, experienced or inexperienced web designers, and other user who in the web related field.

Site Goals, Users Goals, and Core Features



Target Audience

Demographics

Source: quantcast.com/useit.com

Gender

- **55%** Female
- **45%** Male

Age

- **11%** Under 18
- **09%** 18-24
- **19%** 25-34
- **27%** 35-44
- **19%** 45-54
- **10%** 55-64
- **05%** 65+

Children

- **57%** No Kids
- **45%** With Kids

Target Audience

Demographics (continued)

***Income**

- **25%** \$0-50k
- **26%** \$50-100k
- **23%** \$100-150k
- **26%** \$150

***Educational Level**

- **36%** No College
- **46%** College
- **18%** Grad School

***Race**

- **67%** Caucasian
- **12%** African American
- **11%** Asian
- **09%** Hispanic
- **02%** Other

* Note: Income, Educational Level, and Race’s internet average are lower than the actual average. People who come to the site are either have an income of less than \$50,000, who graduated from grad school, and are Asian.

Target Audience

Webgraphics

Access Point:

Home and Work

Access Speed:

High Speed Internet

Fequency of Use:

10+ Hours/week

Time of Use:

Morning and Afternoon

Years Online:

5+ Years

Platform:

Mac

Browser:

Chrome and Firefox

Target Audience

Behaviors and Activites

- Visiting Social Netowrking Sites
- Downloading Music, Ebooks, and Movies
- Visting Blogs on Design

Site Specific

- Returning Users
- First Time Users

Psychographics

- Technologically Savy
 - Early Adopters
 - Creative
 - Socially Interactive
 - Information Seekers
-

Target Audience

Motivation

For both first time users and returning users, they will maining use useit.com for looking at alert-box articles, check for upcoming conferences, learn more about Jakob Nielson, contact him, sign up for a newsletter.

Entrance Point

For first time users, they would either type useit.com or google “mistakes web design”, “jacob nielson’s site”, or etc. For returing users, they would type in a specifc useit.com page’s web address.

Site Use

For both first time users and returning users, they would go to either the home page, alertbox page, news page, conference’s page, about useit.com page (mission statement), about Jakob Nielson, or the sign up for newsletter page.

Target Audience

Primary Persona #1

Name: Elena Ivanova

Age: 35

Location: Houston, Texas

Occupation: Freelance Web Designer

Income: \$50,000 per year

Martial Status: Married (Sergei)

Children: None



More about Elena: Elena has a Bachelor of Fine Arts Degree, and following her college graduation, she worked a web design for about 10 years. By the time she turned 32, Elena started her own freelance web business.

Movitation, Entrance Point, and Site Use: Elena has her own freelance business website, elenaivanovainc.com, and most of her users complain via email and the businesses facebook about the fact that they can't fonts on her site because the fonts blend in with the backgorund. Therefore, Elena enters the Alertbox page by typing www.useit.com/alertbox, and then, she click "Read These" because she wants to know if are any alertbox articles displaying website usability guidelines. Once there, she realized that the "Top 10 Mistakes in Web Design" has a section talking about legibility problems, so she clicked on the "Top 10 Mistakes in Web Design" link. Elena spends around five hours per day online at home, but spends less than an hour per month on useit.com's Alertbox page.

Target Audience

Primary Persona #2

Name: Carmen Cortez

Age: 26

Location: Washington, DC

Occupation: Government Web Designer

Income: \$45,000 per year

Martial Status: None

Children: None



More about Carmen: Carmen recently graduated from a fine art school with a Master of Fine Arts in Design and Technology and currently working as government web designer at the department of education in Washignton D.C.

Movitation, Entrance Point, and Site Use: Despite her experience in web design and is new to useit.com, Carmen wants to buy some of Jakob Nielson's books on website usability. To do that, she googles "Jakob Nielson's Books". She notices that there's list of wesite usability book on the fifth link so she click on it. When got to that page where it has a cluster of internal links, she realizes that she has to purchase Jakob Nielson's web usability on Amazon. She usally spends about 8 hours online at work.

Target Audience

Secondary Persona #1

Name: Alex Hans

Age: 45

Location: Minneapolis, Minnesota

Occupation: Web Programmer

Income: \$75,000 per year

Martial Status: Married (Rebecca)

Children: 2 (10 and 8)



More about Alex: Alex is a Web Programmer working at Starbound Studios in Northeast Minneapolis.

Movitation, Entrance Point, and Site Use: Although he has some web design experience, Alex wantswants to learn more about web usability, so he wants to attend a usability confernece. He enters the News page by typing www.useit.com/news, and then, he click “Conferences”, which takes him to an external that has a list of upcoming conferences. Alex spends around 8 hours per day online at home and at work, but spends less than an 30 minutes per month on useit.com’s upcoming a conference’s page

Target Audience

Secondary Persona #2

Name: Jesse Paula

Age: 20

Location: Brooklyn, New York

Occupation: College Student

Income: None

Martial Status: None

Children: None

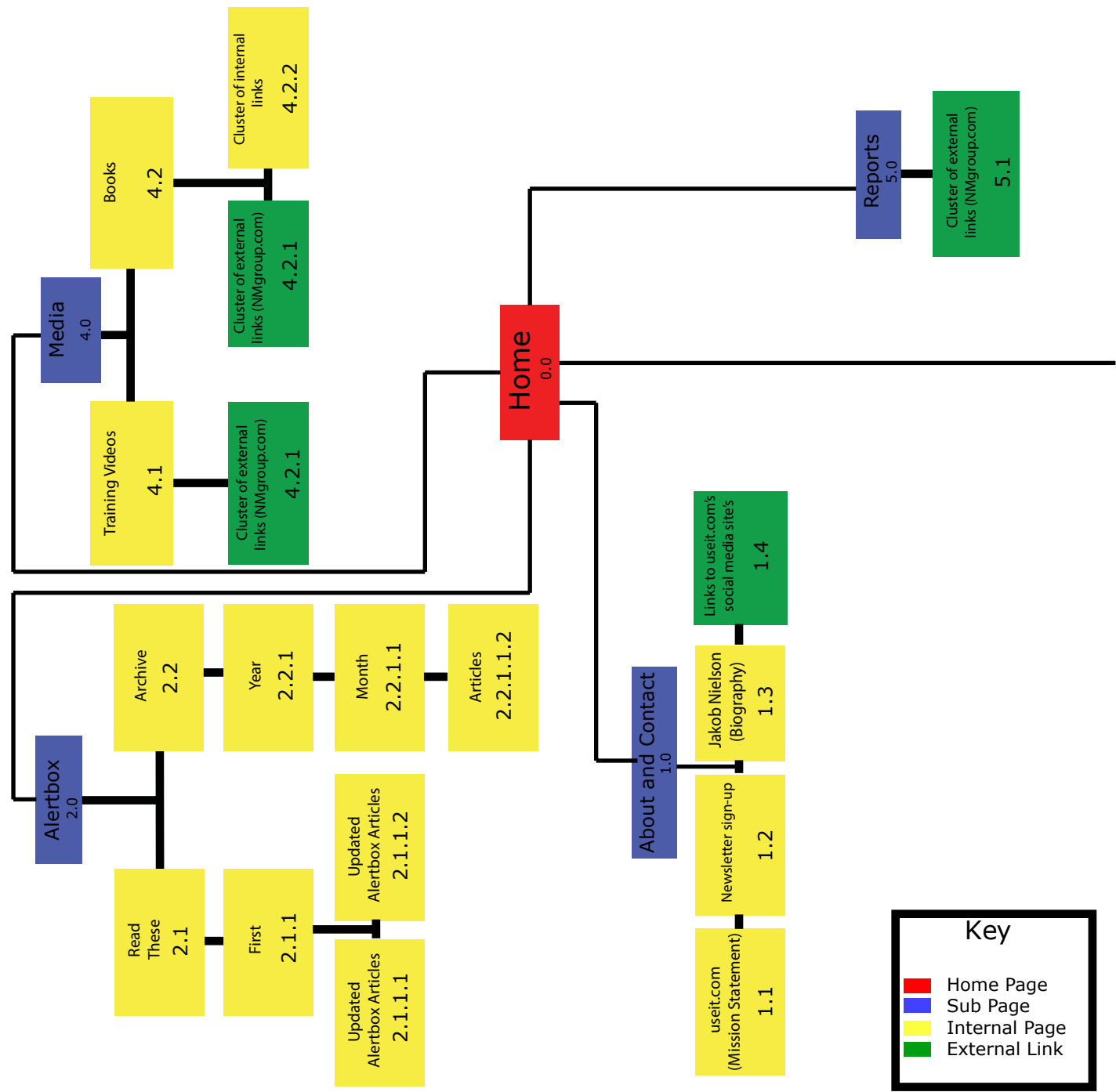


More about Jesse: Jesse is a Web Design Student at a two year technical college.

Movitation, Entrance Point, and Site Use: Jesse is new to useit.com, but spends about 10 hours per day at school and at home on the web. For his final web project Jesse needs to learns about the mistakes web designers do when creating a website and providing usability. He decides to google “mistakes in web design”. Jesse notices that the Jakob Nielson’s “Top 10 Mistakes In Web Design” is displayed as the first link on google, so he click on the link and read that page.

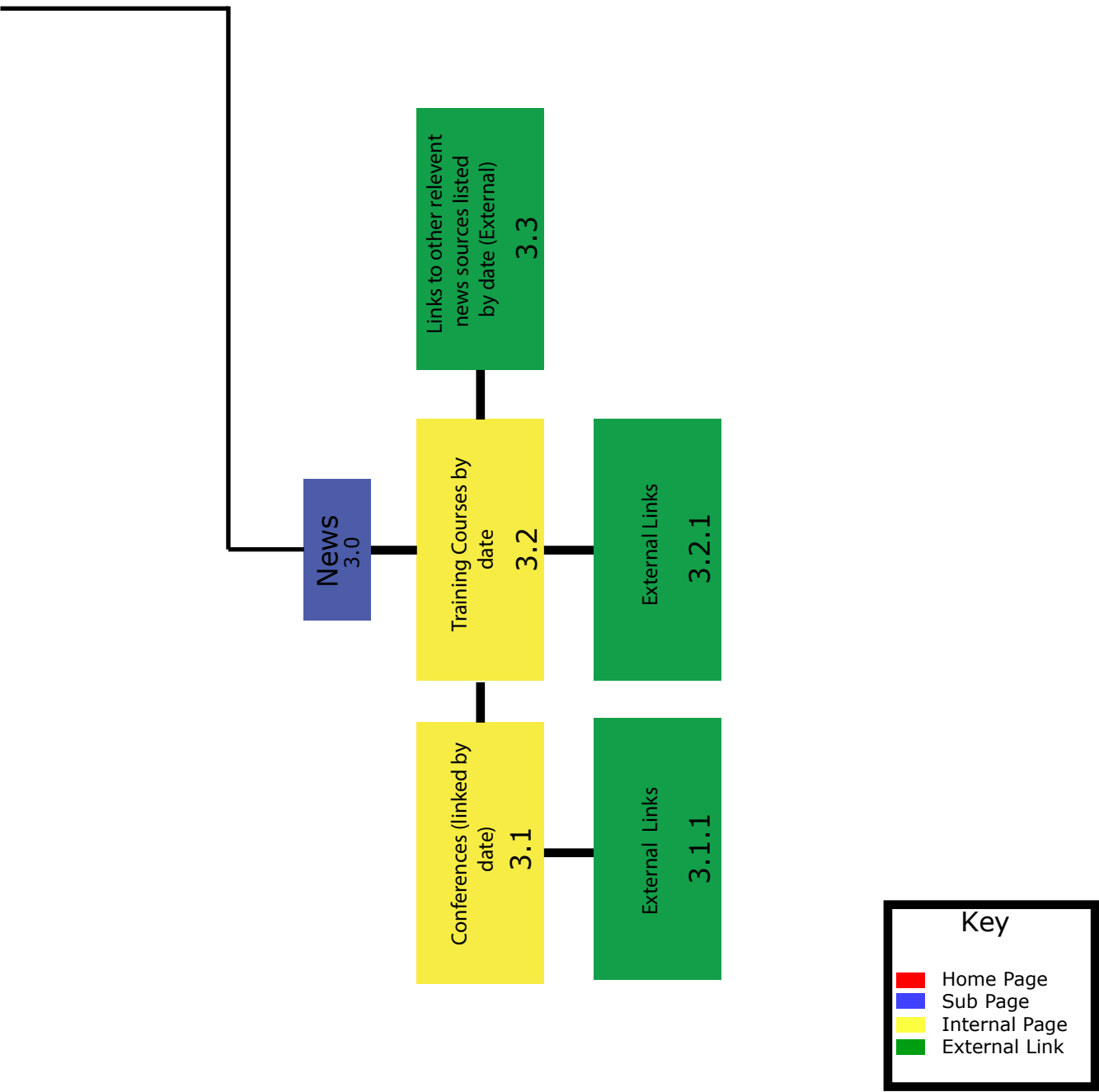
Design Process

Sitemap



Design Process

Sitemap (continued)



Design Process

Inspiration

Websites



Killervoltage.com

I used killervoltage as an inspiration for my site because I like how the site is organized in terms of placement of the searchbar in the header, the navigation on top of the navigation, and the two column layout, but I might the sidebar on the leftside of the page and the section on the right.



Browncat.cityslicker.com

Another site that I used as my inspiration is browncat.cityslicker.com is because I like how this website put alot of emphasis on the section because of the color contrast.

Design Process

Inspiration

Typography

For the useit.com redesign i used Impact 70 pt for the heading, Impact 34.25 for the links, Tahoma Bold 22.59 pt for the search bar, Tahoma Regular 16 pt on the body text and the third subhead on the biography page, and Tahoma Regular 14pt font for the sidebar text the footer text. I also used Impact Regular 33.88pt on the first subhead, Tahoma Regular 24pt for the second subhead, and Tahoma Regular 30pt on the slide mubers on the home and new pages.

Tohoma Regular 14 pt

Tohoma Regular 16 pt

Tohma Bold 22.59 pt

Tohoma Regular 30pt

Impact Regular 33.88 pt

Impact Regular 34.25 pt

Design Process

Inspiration

Typography (continue)

Impact Regular
70 pt

Color

I chose the Georgia O’Keeffe’s City Night color scheme because I felt that the color scheme looks bold and sophisticated. I included #67828c on the highlighted links, first subhead font, and the background. Also, I used #101113 on the header and navigation, #ASA7AA on the sidebar heading, and #F4F5F6 on the all the body text, unhighlighted links, sublinks, searchbar, and the logo.

#101113

#ASA7AA

#F4F5F6

#67828c

City Night



Design Process

Site Sketch

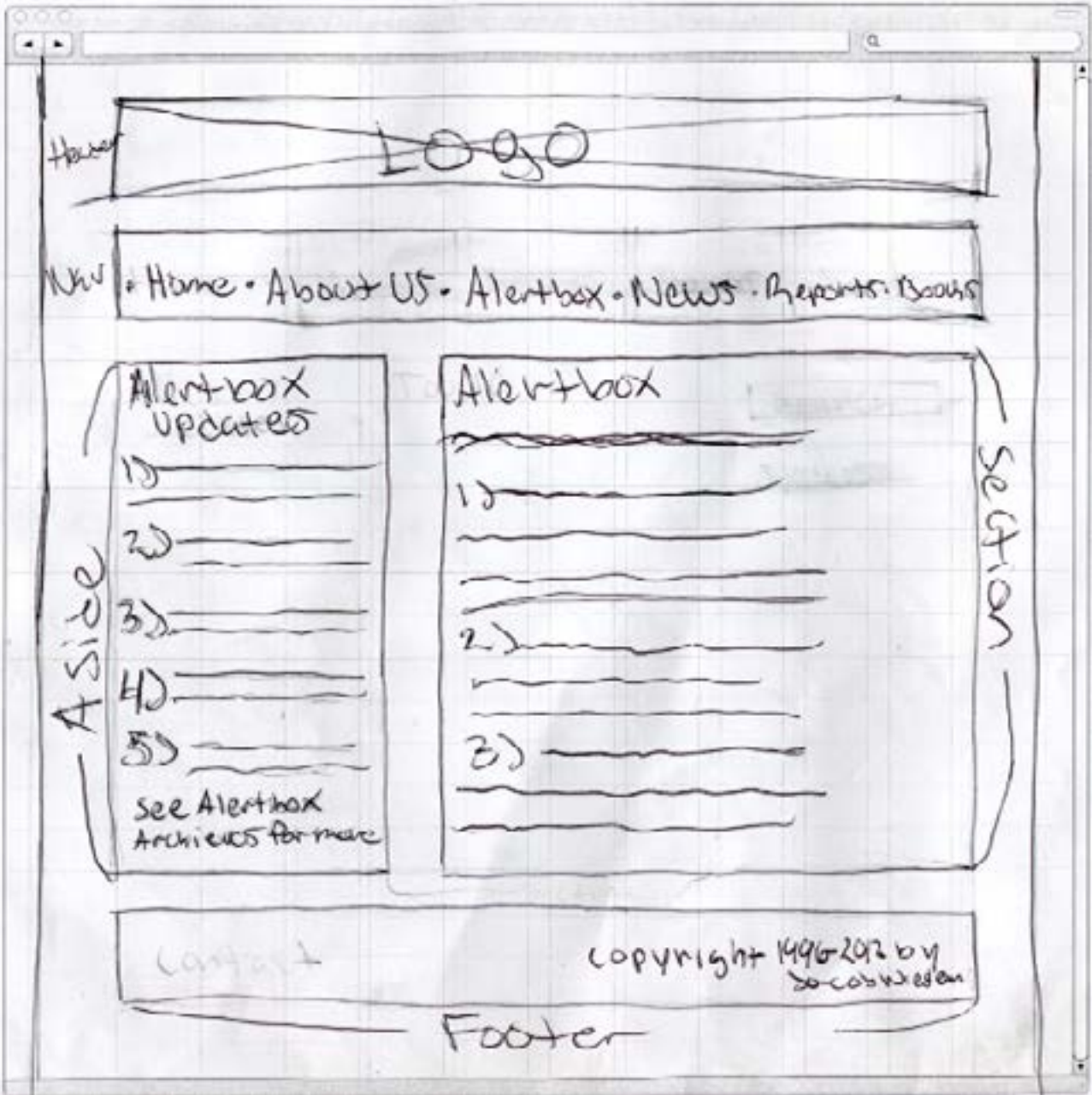
#1



Design Process

Site Sketch

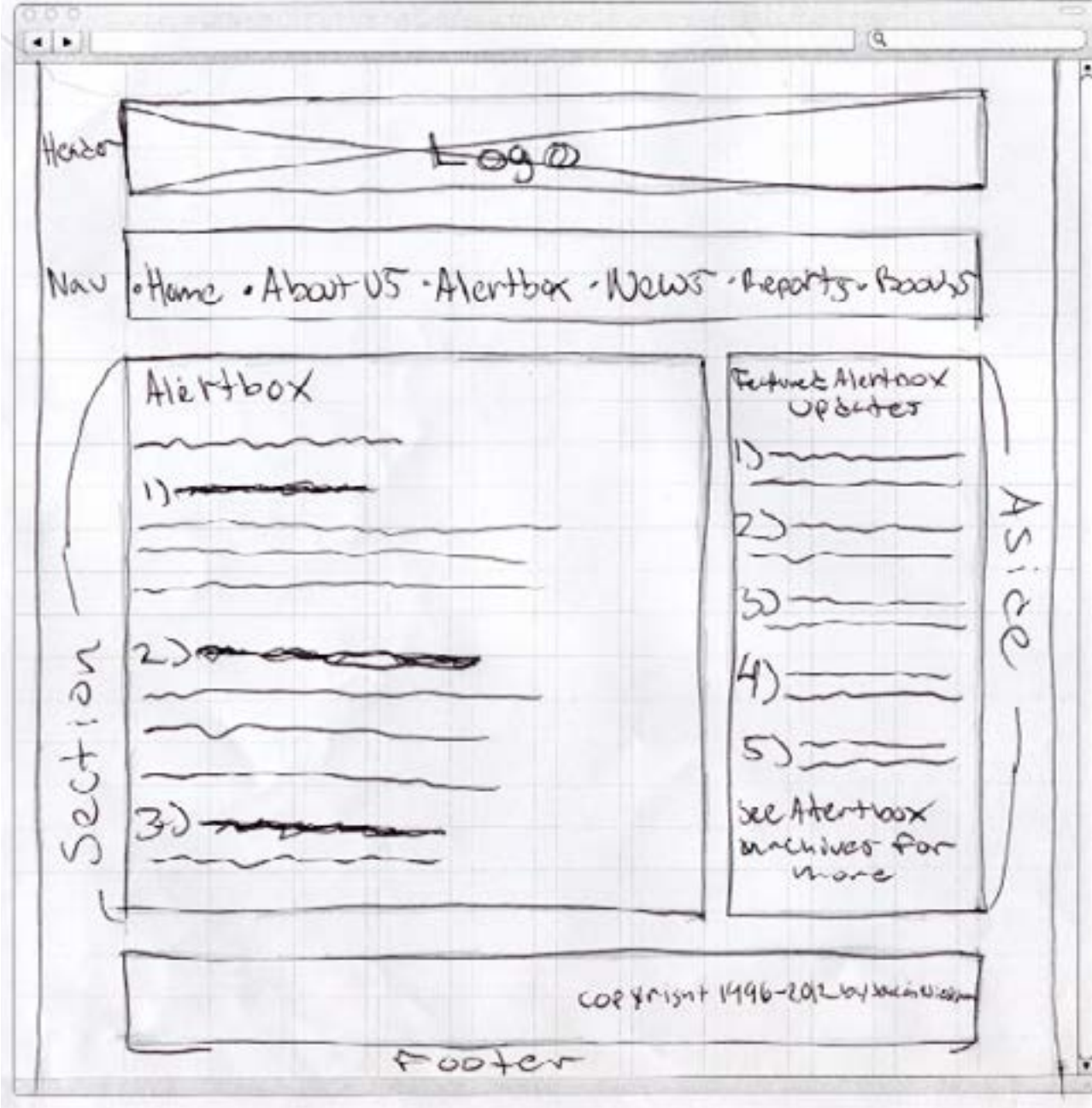
#2



Design Process

Site Sketch

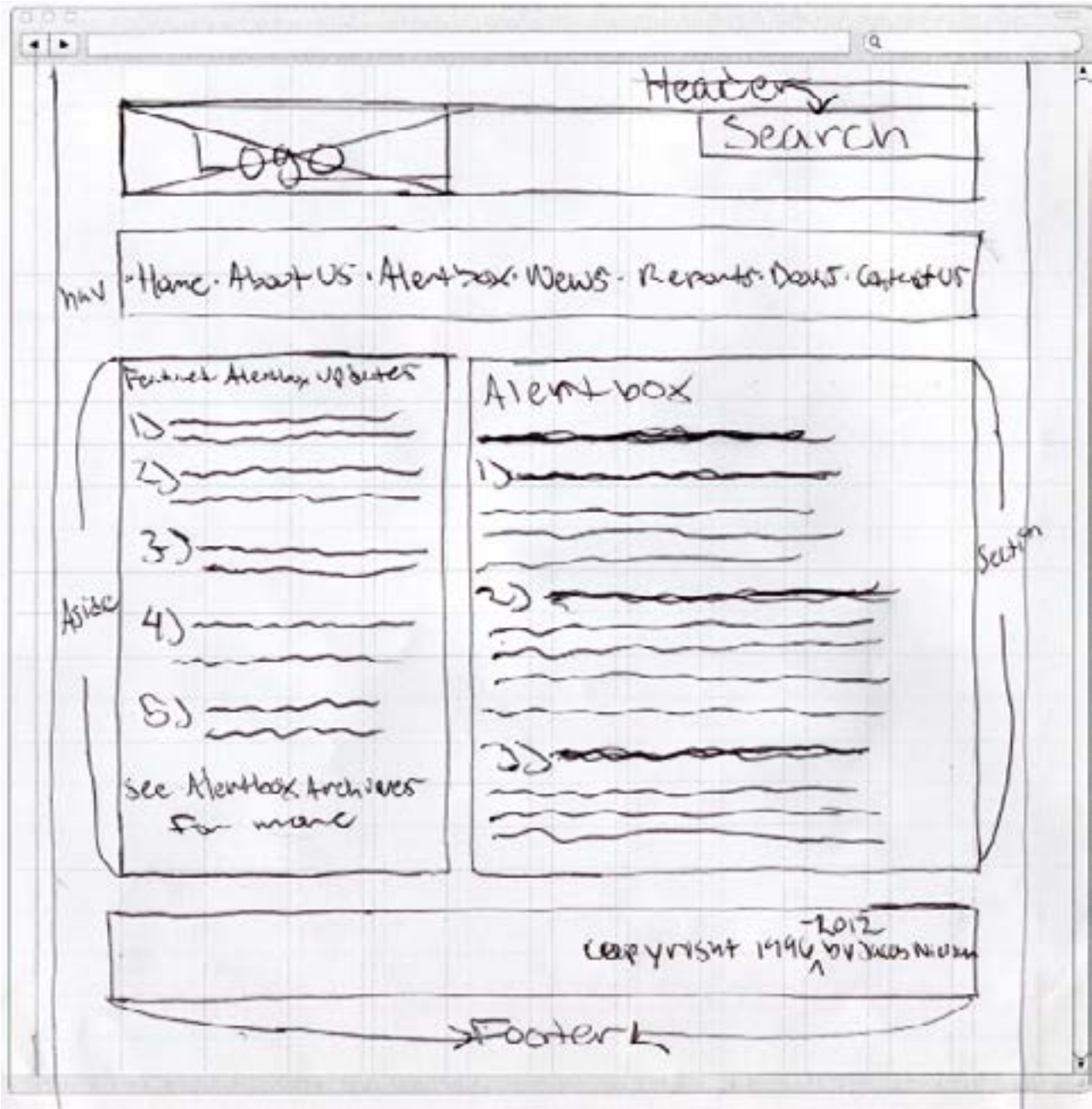
#3



Design Process

Site Sketch

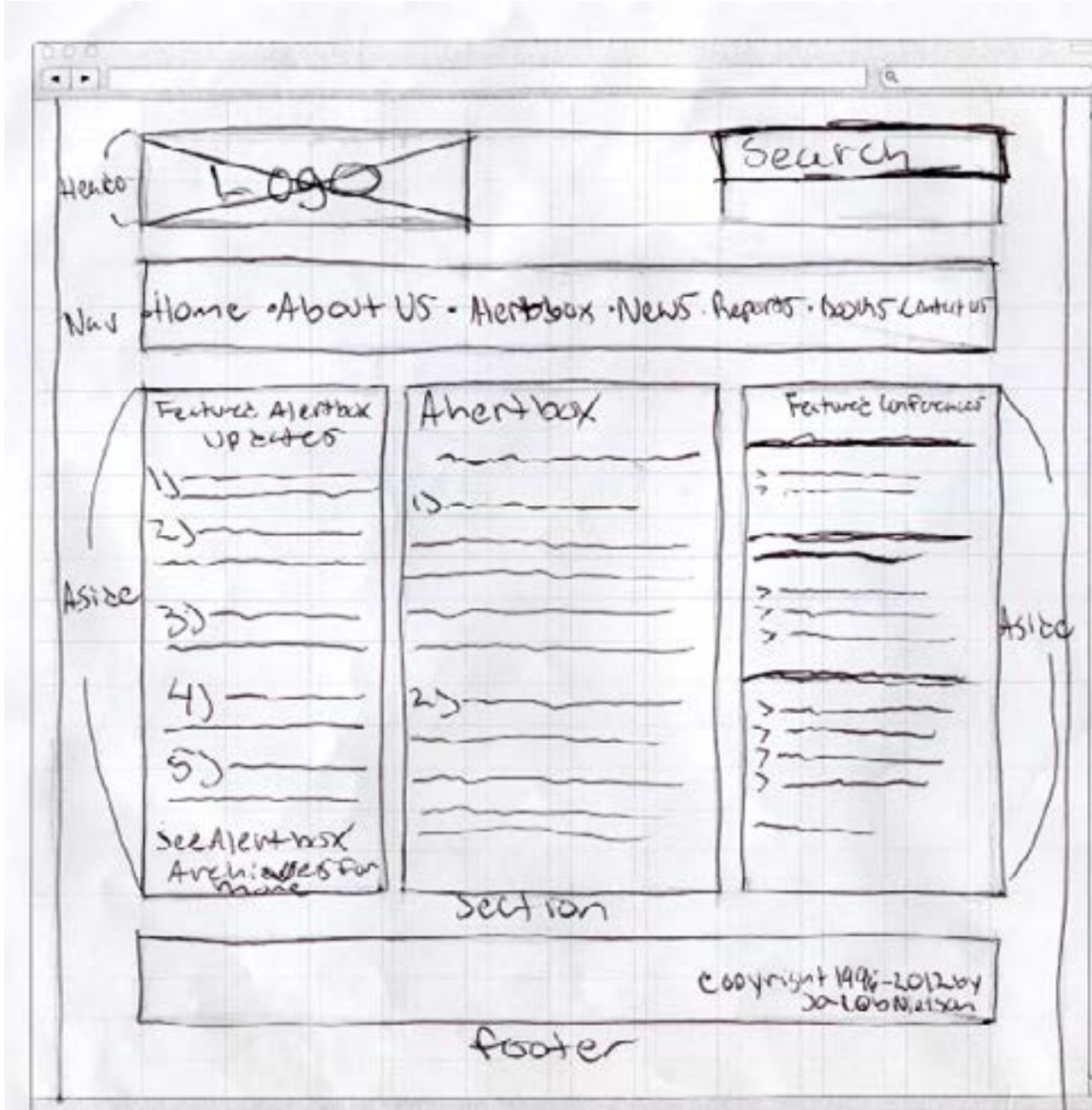
#4



Design Process

Site Sketch

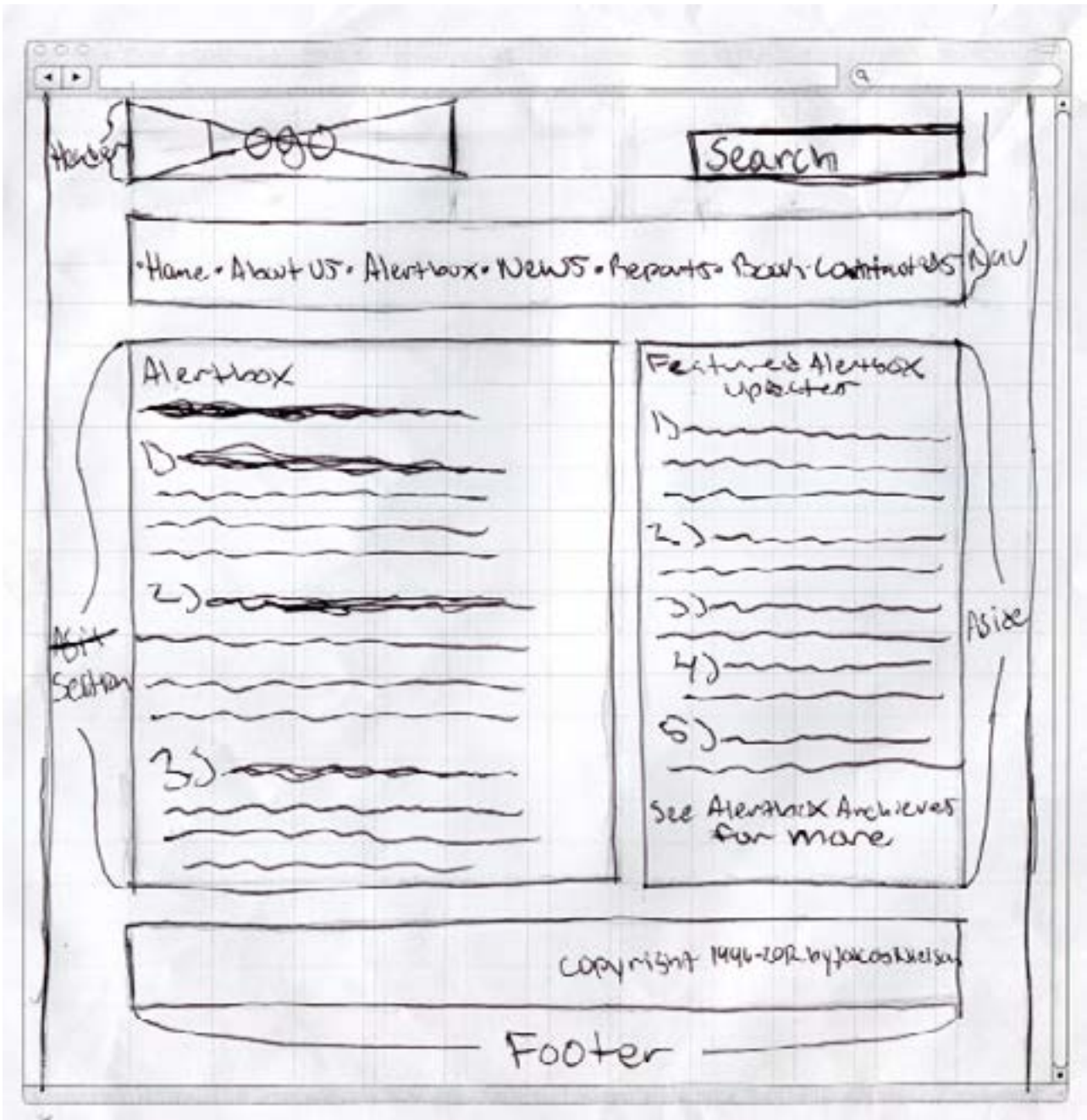
#5



Design Process

Site Sketch

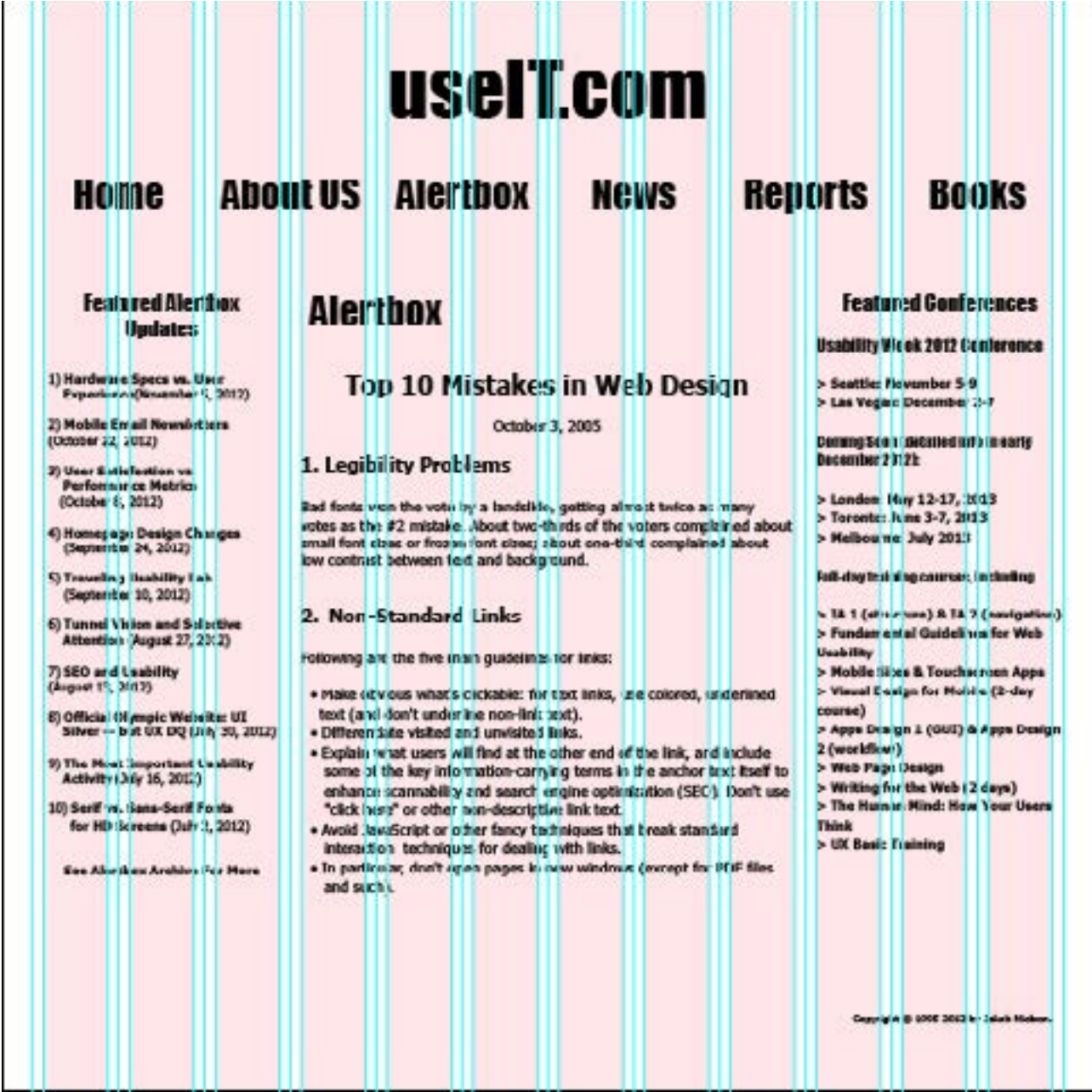
#6



Design Process

Site Illustrator Design

#1



Design Process

Site Illustrator Design

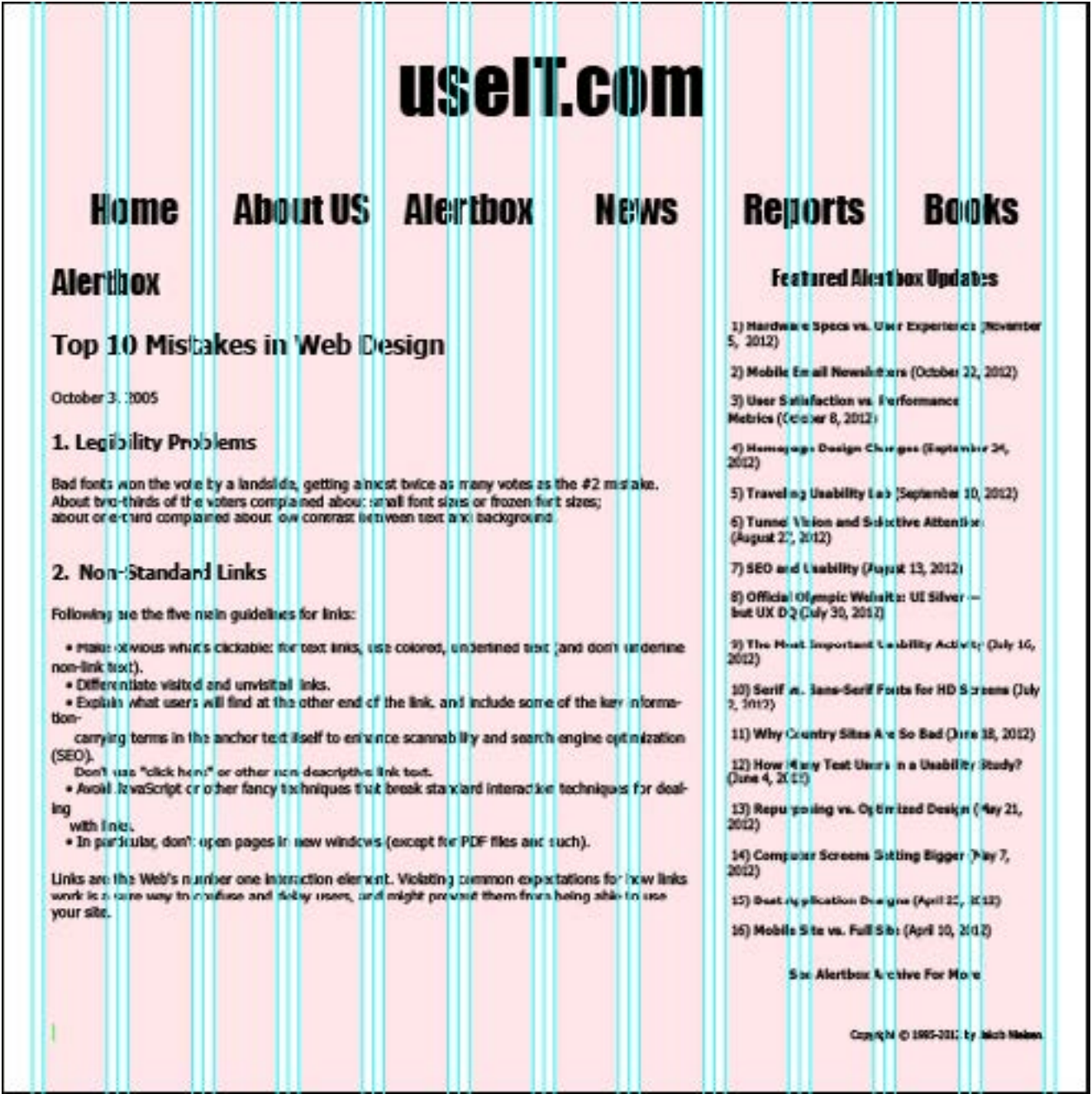
#2



Design Process

Site Illustrator Design

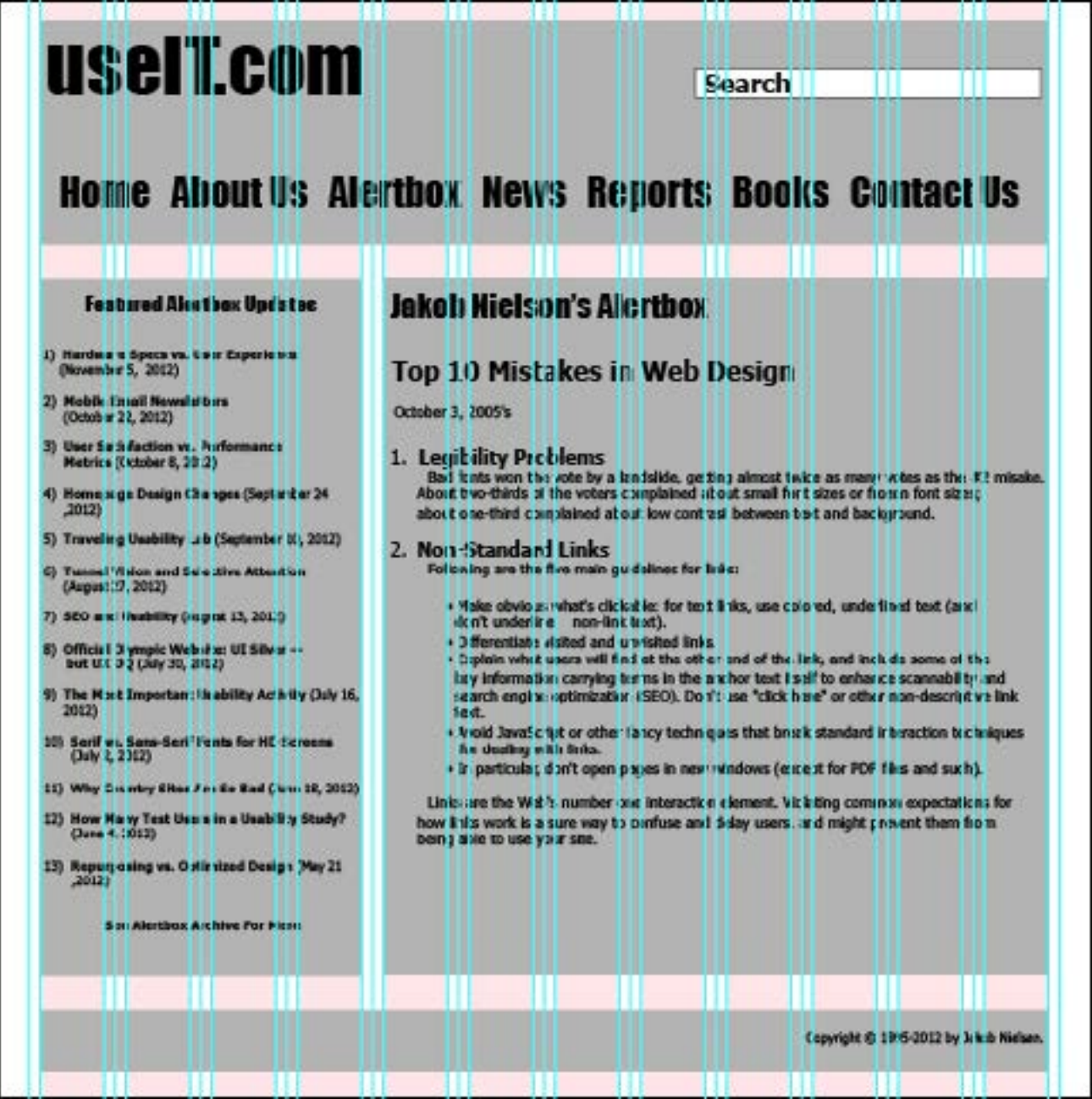
#3



Design Process

Site Illustrator Design

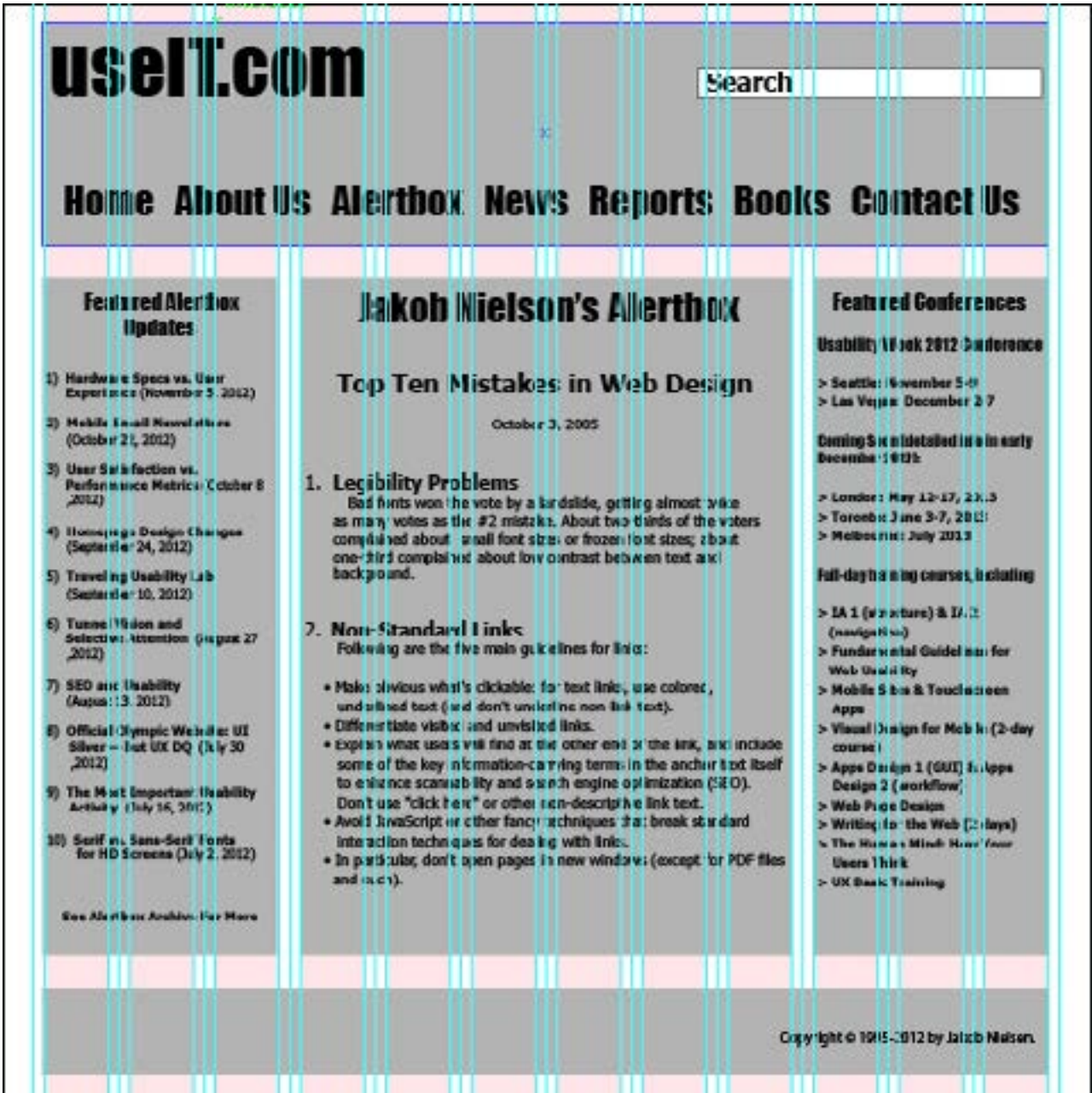
#4 I choose to redesign this for color project.



Design Process

Site Illustrator Design

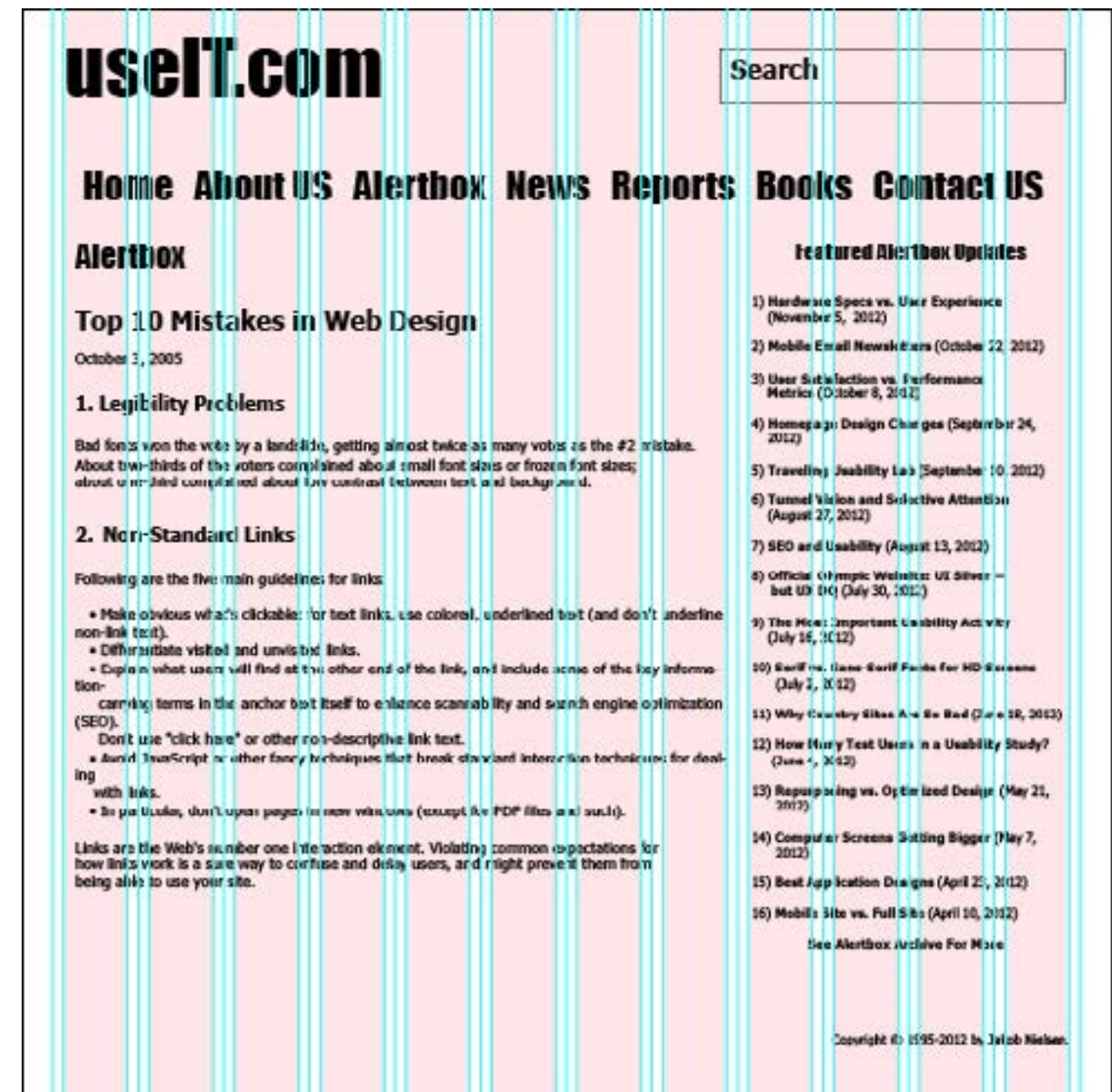
#5 I choose to redesign this for color project.



Design Process

Site Illustrator Design

#6



Design Process

Site Illustrator Design with Color

Scheme: Monchromatic



Scheme: Analogous



Design Process

Site Illustrator Design with Color

Scheme: Completmentary



Scheme: Achromatic +1



Design Process

Site Illustrator Design with Color

Scheme: Triad



Scheme: Georgia O’Keeffe City Night



Final Layout

Home Page

Note: combined illustrator design #4 with O’Keeffe Colors



Final Layout

Alertbox: Top 10 Mistakes in Web Design



Final Layout

Biography

useIT.com

Search

HomeAbout and ContactAlertboxNewsMediaReports

About and Contact

- > Our Site - Mission Statement
- > Jakob Nielson - Biography
- > Contact Jakob Nielson
- > Follow Us Through these Social Media Sites.

Jakob Nielson -Biography



Professional Background

Jakob Nielsen holds a Ph.D. in human-computer interaction from the Technical University of Denmark in Copenhagen. From 1994 to 1998 he was a Sun Microsystems Distinguished Engineer. He was hired to make heavy-duty enterprise software easier to use, since large-scale applications had been the focus of most of his projects at the phone company and IBM. But luckily the job definition of a Distinguished Engineer is "you're supposed to be the world's leading expert in your field, so you figure out what would be most important for the company for you to work on." Therefore, Dr. Nielsen ended up spending most of his time at Sun on defining the emerging field of Web usability. He was usability lead for several design rounds of Sun's website and Internet (SunWeb), including the original SunWeb design in 1994. Dr. Nielsen's earlier affiliations include Bellcore (Bell Communications Research), the Technical University of Denmark, and the IBM User Interface Institute at the T.J. Watson Research Center. Professional journal editorial board memberships for Behaviour & Information Technology, Foundations and Trends in Human-Computer Interaction, Interacting with Computers, Journal of Usability Studies (JUS), International Journal of Human-Computer Interaction, The New Review of Hypertexts and Multimedia. For each journal, contact the editor-in-chief to submit a manuscript. In June 2000, Dr. Nielsen was inducted into the Scandinavian Interactive Media Hall of Fame. In April 2005, he was inducted into the ACM Computer-Human Interaction Academy.

Copyright © 1995-2012 by Jakob Nielsen.

Final Layout

News Page

useIT.com

Search

HomeAbout and ContactAlertboxNewsMediaReports

News

- > Usability Conference
- > Training Courses
- > Links to other relevant News Sources by date (External Listed)

Featured Usability Conference

Usability Week 2012 Conference

- > New York City: March 17-22, 2013
- > San Francisco: April 28-May 3, 2013
- > London: May 12-17, 2013
- > Toronto: June 3-7, 2013
- > Melbourne: July 2013

See more Usability Week 2013 Conference Dates

◀1234▶

Copyright © 1995-2012 by Jakob Nielsen.

36

