



# Website Redesign

## User Experience Design Report

ZANDER GEORGES, MADDIE PURCELL, BEN SEGAL, HANNA SHIN

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## A. Executive Summary

In order to fulfill Innovate Blue's goal of making all available entrepreneurship offerings accessible to students, we set out to redesign Innovate Blue's website, focusing on the navigation bar, home page, resources page, and news & events page. With our new designs, we aimed to make Innovate Blue's website easy to navigate and use, especially when students come looking for information about entrepreneurship. We also wanted to make sure the information, such as resource categories, sufficiently fulfill user needs and is easily digestible. Third, we aimed to incorporate the Innovate Blue brand and support the look and feel of entrepreneurship in our designs.

We began our process by doing some background research, including a competitive analysis, and initial user interviews to give us an idea of how Innovate Blue compared to other entrepreneurship sites and how current users feel about the sites. After narrowing our focus and developing a better understanding of the needs of our users and Innovate Blue, we made wireframes, which were then turned into high-fidelity mockups, which were then put into a [digital InVision prototype](#) and tested. With feedback from our users (current students), our Professor, GSI, and classmates, we continued to improve and update our designs until we fit all of our goals. We now present our new designs to Innovate Blue as a usable and creative solution to making their website easy to navigate and supportive of entrepreneurial innovation. Through implementation of our designs and continued user testing, we believe Innovate Blue will be able to better connect students to entrepreneurship resources and encourage them to learn more about entrepreneurship and turn their ideas into actions and turn their actions into successful ventures.

## B. UX Requirements & Needs Analysis

After initially meeting with Innovate Blue to discuss their goals for our project, we developed a better understanding of our project's purpose. As our clients themselves said, we will be working to improve the resources directory page on Innovate Blue's website in order to better "bring together all the entrepreneurship offerings" available and "make them accessible to students ... so they are more [informed and] engaged in entrepreneurship." By improving the directory of resources, Innovate Blue hopes that students will be able to more easily explore existing entrepreneurship opportunities and resources and figure out what information and help they need to further their interests in entrepreneurship. They hope students are then empowered to follow their entrepreneurial endeavors. With these goals in mind, we did some initial research and decided on which UX methods would be best to reach this goal.

## I. Executive Summary

We started off by conducting interviews of fellow students and recent graduates who have an interest in entrepreneurship. These interviews allowed us to get more diverse opinions and see how other students see the site in its current rendition. We found that all of our interviewees shared our own opinions and found the resources directory a bit disappointing, though it has good intentions. Some of them offered valuable suggestions for improvement, such as insights into which filtering options are confusing, which we will explore more in depth further on in this report. After conducting interviews and comparing notes, we developed two personas and two scenarios to get all of us on the same page with understanding who our target user is and what their needs are. The four of us come from different backgrounds and have varying levels of entrepreneurship so we wanted to make sure we all had the same understanding of who uses Innovate Blue's resources and for what purpose. Our first persona represents an undergraduate student in the entrepreneurship minor who already has a basic understanding of entrepreneurship from his classes, but needs guidance, and our second persona represents a grad student who does not know anything about entrepreneurship but has many ideas that they would like to explore.

We then conducted a heuristic evaluation of Innovate Blue's resource directory in order to see how the site performs in accordance to user experience design principles. We found many heuristic violations which we will address in our redesign of the directory. After looking at the site itself, we expanded our horizons by researching similar entrepreneurship portals from universities around the country. We looked specifically at Harvard i-Lab, Carnegie Mellon Swartz Center for Entrepreneurship, and NYU's entrepreneurship sites. Looking at these sites gave us an idea of what other university entrepreneurship centers offer and how they are presenting their resources to their students. While none of the competitor sites are perfect, they give us inspiration for our redesign of Innovate Blue's directory. We recommend and plan on redesigning the whole directory to have a more visually appealing layout and usable filtering options. We also recommend exploring the addition of other features such as saving resources, which we will later explore through user testing.

We will now go more into a more in-depth needs analysis report of our findings for each step and our concluding recommendations and next steps.

- II. Interviews
- III. Scenarios and Personas
- IV. Heuristic Evaluation
- V. Competitive Analysis
- VI. Innovate Blue's User Experience Requirements
- VII. Conclusion and Next Steps

## II. Interviews

In order to determine the needs of the Innovate Blue's Resources and Support Page, we first interviewed the users themselves, students, to get a sense of how they felt about the site as it currently stands. We felt talking to students would directly give us insights that no other method can produce, and it was a good starting point that will influence our future methods. Before even talking to students, we discussed what kind of students we wanted to talk to. The student population is diverse in terms of age, entrepreneurial endeavors, undergraduate and graduate levels, entrepreneurship experiences, venture stages, and needs. Thus, we talked to eight students with differing backgrounds in order to get a diverse range of findings that represents the student entrepreneurship population. We interviewed people from all grades and even a grad student.

Name, Grade, Field of Study	Entrepreneurship Experience	Positive Comments	Constructive Criticism
Victoria, Recent Grad of School of Social Work	None, Interested in learning about it	<ul style="list-style-type: none"><li>- Likes that you can select filters to search</li><li>- Useful content</li></ul>	<ul style="list-style-type: none"><li>- Maybe some resources should be set apart from other pages</li><li>- Funding and scholarships would catch someone's eye but the fact that they're all lumped together kinda makes it so some of the resources</li><li>- Search by date or emphasize the date</li><li>- Not sure how "workshop and conferences" is different from "innovation training"</li><li>- Thinks events and things you can attend should be visually displayed separately from things you have to apply for</li><li>- Unclear that what you are filtering shows up below</li></ul>
Luke, Recent Grad of BSI	Has ideas and interested in starting a company	<ul style="list-style-type: none"><li>- Likes the static background and navigation categories</li><li>- Does a good job of keeping to UMich branding standards</li></ul>	<ul style="list-style-type: none"><li>- Doesn't like that the search bar doesn't search the resources section, it searches the whole site, and thinks it takes up unnecessary space.</li><li>- Recommends adding a footer to the bottom of the search results so users know it has loaded everything</li></ul>

			<ul style="list-style-type: none"> <li>-Doesn't know what "Space" means</li> <li>-Doesn't like how font is all the same size</li> </ul>
Bryant, Junior, Computer Science	Cofounder of a startup and TA for entrepreneurship minor	<ul style="list-style-type: none"> <li>-Lots of resources</li> <li>-Used their website before</li> </ul>	<ul style="list-style-type: none"> <li>-Resources are difficult to navigate</li> <li>-No clear guideline of what they're offering</li> <li>-Thinks there's room for improvement in terms of how they layout info</li> <li>-Would like to see a "for students" tab</li> <li>-Wish process of navigating the website was better</li> </ul>
Justin, Senior, BSI	Trying to build a social, location-based web application	<ul style="list-style-type: none"> <li>-Thinks the info on the resource page is helpful</li> </ul>	<ul style="list-style-type: none"> <li>-The design looks weird on mobile</li> <li>-Thinks the website could be improved by having the ability to select resources specifically for groups, like "for students"</li> </ul>
Christine, Senior, Sociology and Entrepreneurship Minor	Interested in social and civic entrepreneurship, wants to work in the government or non-profit sector. Part of the organization Optimize.	<ul style="list-style-type: none"> <li>-A lot of resources available if wanting to be an entrepreneur</li> <li>-Has not seen the page before and will consider using it</li> <li>-Simple, clean layout of being able to categorize your "type of funding" you need</li> </ul>	<ul style="list-style-type: none"> <li>-More colors, but not too many (2-3 in which it is easy to navigate each of the fundings, because they are different)</li> <li>- Wants to know what's the difference between masters and undergraduate funding - does it really matter?</li> <li>- Why is the page never ending - wants to be able to cut down the information overload of resources available</li> <li>-The fonts are all the same size, which confuses her on what is important or not</li> </ul>
Hirsh, Junior, Business	Interested in starting his own business in a few years - focused more on the entertainment field. Was a member of MPowered Entrepreneurship	<ul style="list-style-type: none"> <li>-Surprised by the amount of resources that were available</li> <li>-Clean layout</li> <li>-Didn't know about this page - will apply for funding if interested in a startup</li> </ul>	<ul style="list-style-type: none"> <li>-Doesn't think the page is too "innovative" compared to the homepage</li> <li>-Comparing it to Zell Lurie - where Zell Lurie has many incubators and competitions for funding, this is more organized where you are just able to apply</li> <li>- Navigation for the page is too simple, yet</li> </ul>

			<p>complex - as in the way why the categories even matter when people are going to still look for funding</p> <p>- Have more colors, so it looks more categorized - keep it Innovative Blue themed</p>
Cole, Junior, Pre-Med	His primary focus in undergrad has been to get into Med-School. Though, he got involved in an investment club at school. To learn more about financial markets.	<ul style="list-style-type: none"> <li>-Likes that he can easily click on what he is (undergrad) and click on what he would be interested in (ex. funding).</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Knew about entrepreneurship classes, wasn't aware of innovate blue beforehand.</li> <li>-Didn't find it aesthetically pleasing</li> <li>- The page didn't seem consistent to the home page. Thinks it would be great if styled similarly to the home page.</li> </ul>
Kevin, Senior, IOE	Interested in data science. Someday, would like to start a company that advises clients on decisions based off of big data.	<ul style="list-style-type: none"> <li>-Enjoyed the minimalistic layout</li> <li>-Wealth of resources that he would have had to look all over the web for</li> </ul>	-Wished the page was more modern. It felt like a form from the 90's.

From these interviews, we found that some students, particularly those in the entrepreneurship program or those who have already started planning their own venture, are aware of Innovate Blue, but do not regularly use the resources page on their site. Other students who are interested in entrepreneurship but are not in the entrepreneurship program were unaware of Innovate Blue's resources page. Instead, the students said they seek out other search engines such as Google or get information from friends by word of mouth. They expressed that they were often frustrated with not knowing where to start or how to get information about entrepreneurship opportunities.

We asked all of the interviewees to look through Innovate Blue's resources page and then asked about their thoughts. The majority expressed that they thought the page was "disorganized" and "confusing to use" because there was so much information and so much text. They appreciated that the site allowed you to select filtering options, but some people were confused about what some of the options meant. For example, one person was not sure what "venture accelerators" meant. Other people said they thought the site needed more images.

### III. Scenarios and Personas

Using the information from the interviews, we created the following two personas and scenarios to help us better identify our user base. Our first persona represents our student users who are in the entrepreneurship program and have more direction for what information and help they need for their projects, but still need the resources to make their ideas happen. Our second persona represents our student users who have ideas but have no idea Innovate Blue's page exist and need even more guidance and advice to help them think through their ideas and create a plan of action.

#### Persona 1 - Chad Pringle

# Chad Pringle



"Life is either a daring adventure or nothing at all."

Age: 20  
Work: Full-Time Student  
Location: Ann Arbor, MI

## Personality

Extrovert	Introvert
Sensing	Intuiting
Thinking	Feeling
Judging	Perceiving

## Goals

- Chad hopes to start a successful mobile application.
- Chad needs to find a developer to successfully build the application.
- Chad needs a small initial investment to get his idea off the ground

## Frustrations

- Chat is lost in all the legal, technical, and business work that needs to go into building this application.
- Chad believes in his idea but doesn't know how to correctly allocate capital
- Chad thought about taking a loan out from a bank but wants mentorship to grow wisely start his startup

## Bio

Chad was born in Utah but came to the University of Michigan because it has a wonderful entrepreneurship ecosystem. Chad's father is a Ski Instructor and Chad's mother an English teacher.

His parent's don't understand business, so Chad decided to jump start his college career by studying economics with a minor in Entrepreneurship. He understands both micro and macro economics, but is a bit lost when it comes to starting a venture.

Chat spends a lot of his time reading books of successful entrepreneurs. Mark Zuckerberg is his favorite entrepreneur. One day he hopes to own his own internet company which gives students investing advice.

## Motivations

Incentive	Bar length: Short
Fear	Bar length: Medium
Achievement	Bar length: Short
Growth	Bar length: Short
Power	Bar length: Short
Social	Bar length: Long

## Technology

IT and Internet	Bar length: Short
Software	Bar length: Very Short
Mobile Apps	Bar length: Short
Social Networks	Bar length: Long

## Favorite Companies

- Facebook
- Twitter
- Instagram
- Snap Inc

## **Scenario**

Chad is an ambitious freshman. He is currently enrolled in English 125, Econ 101, Spanish 100, an entrepreneurship class, and works in a psychology research lab. The money he makes from research he uses to buy books on entrepreneurship. Every day he devotes an hour of his time to read these books. The books have made him eager to start his own venture.

Chad is declared in the Entrepreneurship minor and spends a lot of time on the internet to find out more about the field. In one of his classes he is working to start a website that gives students investing advice. He knows a lot about finance, investing, and economics, but he doesn't know how to actually make this idea a reality. He takes to the internet to find out more. Online he finds useful information from filing an LLC to raising capital. While information is available, Chad finds it hard to get all that he needs.

He is aware of the large entrepreneurship community at Michigan, but doesn't know of one single useful guidebook to help him start his venture. He asks his entrepreneurship lecturer and the lecturer pointed out that the innovate blue website has a great resource page. Chad looks at the page and finds all this great information in one place, not scattered like it was on the internet. He can filter the search results according to his needs, and in this case he selects "funding." From the search results, he was able to find a competition for his team for class to enter and possibly earn some money from to support actual production of their idea. He wishes the website displayed all the resources in a better way, but above all he was thrilled that innovate blue organized this information which helps people start their ventures.

## **Persona 2 - Emily Long**

# Emily Long



"Some day I would like to turn my Ideas Into reality."

Ambitious Idealist Social

## Goals

- Finish grad school
- Explore different aspects of entrepreneurship
- Hopes to start her own business venture one day

## Frustrations

- Does not have any experience in entrepreneurship and does not know where to start or how to go about becoming an entrepreneur.
- Has too many ideas but doesn't know if she should give up a sound career to go chase them

Age: 25

Occupation: Grad Student

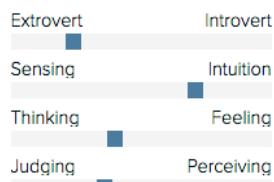
Family: Serious Relationship

Location: Ann Arbor, MI

Tier: Primary

Archetype: Interested in entrepreneurship

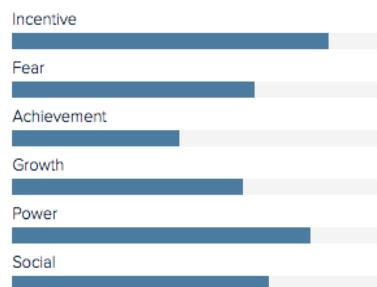
## Personality



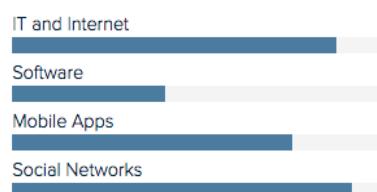
## Bio

Emily is a first year grad student in the School of Public Health at the University of Michigan. She is interested in global health and how people can work together to improve the lives of others. She is also interested in entrepreneurship and hopes to one day start her own company that focuses on educating people in low-income countries about AIDS and STDs or enforcing environmentally-friendly and healthy farming practices. She has lots of ideas, but doesn't know how to make them happen.

## Motivations



## Technology



## Favorite Companies

Apple  
Google  
Trader Joes  
Whole Foods

## Scenario

Emily is studying for an exam about STDs for her public health class when she suddenly gets the idea of making an app to teach people in low-income countries about the dangers of STDs and what preventative measures they can take. She takes out her notebook, turns to her list of ideas, and jots this one down. Looking at her other ideas and comparing them, she feels particularly proud of this one. She turns to a new page and tries to start making a list of logistical things she would need to work on in order to make this idea happen. Quickly overwhelmed, she doesn't know where to start. Frustrated, she sits back and looks around. By chance, a flyer for Innovate Blue's website catches her eye. She looks it up and after looking around, ends up on the resources page. After selecting the "Graduate" and "Innovation Training" filters, she finds an informational entrepreneurship workshop happening in a few weeks time. The topic is "Entrepreneurship for the Young Innovators." Intrigued, she follows the link to register, submits the registration form, and marks the event on her calendar. She is relieved and hopes that the workshop will help her better prepare to embark on a future entrepreneurship venture.

## IV. Heuristic Evaluation

As UX designers, we could see from the start that there are simple and common UX issues on the Resources and Support page. Because of this, we decided on doing a heuristic evaluation. Through Nielsen's heuristic evaluation, we made a quick yet insightful analysis of the existing UI. Through this method, we will show both the large and small problems we found and provide suggestions to improve the page to make for a better experience for the users. For each analysis, we included a screenshot along with a caption.

The screenshot shows the 'Resources & Support' section of the Innovate Blue website. On the left, there's a sidebar with links for About, Academics, Research, Ventures, Innovator Profiles, News & Events, and Annual Highlights. The main content area has several filter sections: 'Select one' with radio buttons for Alumni (selected), Faculty, Graduate, and Undergraduate; 'Project Stage:' with checkboxes for Early (getting started or have an idea), Mid (working on an idea) (selected), and Late (launched and growing); and 'Resource Type:' with checkboxes for Academic Programs, Competitions, Funding, Innovation Training, Internships + Fellowships, Legal Assistance, Mentors + Consulting, Networking, Non-University, Online Resources, Space, Speakers, Startup Treks + Tours, Student Organizations, Venture Accelerators, and Workshops + Conferences. Below these filters, there are two sections: 'A2 New Tech MeetUps' which lists five presenters for ten minutes each, followed by a 'Learn more' button, and 'Accelerate Michigan Competition' which provides a brief description of the competition. At the bottom of the page, there's a footer with links to U-M Home, Non-Discrimination Policy, email (innovateblue@umich.edu), and phone number (734-763-8617).

*Below the Resource Type and above where it says A2 New Tech MeetUps, the page needs to indicate that A2 New Tech MeetUps and the other results below it are the filtered results*

In terms of the visibility of the system status, we found that the real-time updates of the filtered results made for a good user experience because users didn't have to refresh the page or click a button and wait for a new page to see the results. However, it's difficult for the user to tell that the below results are from what they filtered. Therefore, it would be best to include a title, "Filtered Results Below" to indicate that the results are, in fact, the results of the filters.

## A2 New Tech MeetUps

Five presenters this month take the stage for ten minutes each, five minutes to demo and five minutes to answer questions, followed by open announcements and community networking.

[Learn more >](#)

Alumni, Faculty, Graduate, Networking, Undergraduate, Early (getting started or have an idea), Mid (working on an idea), Late (launched and growing)

*Make the meta-tags stand out from the resource description*

Another issue we found with the visibility of the system status was that the meta-tags used to describe each resource item blended in with the description of the resource. The way the results are filtered is by matching the meta-tags associated with each resource item with what the user has selected to be chosen. In the screenshot above, where it says Alumni, Faculty, Networking... etc. all the way down to where it says "(launched and growing)" are the meta-tags. However, they look very similar to the resource description, which is where it says, "Five presenters this month... and community networking." This may confuse the user, so our recommendation is to differentiate the meta-tags visually by adding a box around each meta-tag, like so:

## A2 New Tech MeetUps

Five presenters this month take the stage for ten minutes each, five minutes to demo and five minutes to answer questions, followed by open announcements and community networking.

[Learn more >](#)

Alumni   Faculty   Graduate   Networking   Undergraduate   Early   Mid

The screenshot shows the 'Resources & Support' page of the Innovate Blue website. At the top left is the University of Michigan logo and the text 'innovate blue UNIVERSITY OF MICHIGAN'. To the right is a grey header bar with a Twitter icon and a search bar. Below the header is a dark blue sidebar with a navigation menu: Home, ABOUT, ACADEMICS, RESEARCH, RESOURCES & SUPPORT (which is highlighted in yellow), VENTURES, INNOVATOR PROFILES, NEWS & EVENTS, and ANNUAL HIGHLIGHTS. The main content area has a dark blue background and features a section titled 'Resources & Support' with a sub-section titled 'Directory of Entrepreneurial Offerings'. The text in this section discusses the University's entrepreneurial ecosystem and its resource directory. At the bottom of this section is a 'Resources for:' dropdown menu.

*The top grey bar doesn't make sense being on this page*

In the screenshot above, the Twitter symbol and search bar inside the grey do not belong on this page. The Twitter button has nothing to do with resources or support; it's only the social media for Innovate Blue. The search bar as well doesn't search within this page. Instead, it searches through the whole website for the user's query. Because of the function of these two things, they should be removed from the Resources and Support area and moved to the left-side navigation menu. They can go below the menu items.

This screenshot shows the same 'Resources & Support' page as the first one, but with a revised navigation menu. The 'RESOURCES & SUPPORT' item is now part of the main navigation menu on the left side, listed under 'VENTURES'. The rest of the page content is identical to the first screenshot, including the 'Directory of Entrepreneurial Offerings' section and the 'Resources for:' dropdown.

*Resources and Support doesn't clearly indicate what the page shows*

This page is called the Resources and Support page, but under that it says Directory of Entrepreneurial Offerings. Not only that, but when we talked to users, they also told us that the name Resources and Support doesn't really say what the page does. For example, one student asked, "This page itself doesn't provide the things I need like mentors or funding. It's just a directory of those things." So in order to make it more clear what the page is meant to do, we recommend renaming the page to Resource Directory. This makes more sense because the page is a listing, or directory, of resources available for entrepreneurs.

**Resources & Support**

## Directory of Entrepreneurial Offerings

The University of Michigan entrepreneurial ecosystem is one of the most robust in the nation, and it continues to grow. No matter what your background or area of study, Michigan has an opportunity to help discover and enable the entrepreneur in you.

This university-wide resource directory is your on-ramp to an entrepreneurial pathway — a complete directory of the programs, tools, and resources available at Michigan for each stage of the journey. You can also check out a complete [calendar of events](#).

**Resources for:**  
Select one

Alumni       Faculty       Graduate       Undergraduate

**Project Stage:**  
Check all that apply

Early (getting started or have an idea)       Late (launched and growing)  
 Mid (working on an idea)

**Resource Type:**  
Check all that apply

*The background (blue and red) wastes a great amount of space*

The directory is extremely (vertically) long. Many students we interviewed complained about this, and one reason why is because there are many resources and yet they're limited in the amount of space they can take because of the background. Our recommendation is to make the foreground (where the page's information is) wider. This will cover the background and create room for the foreground to stretch in width and, by result, makes the page less vertically long.

**Resources & Support**

## Directory of Entrepreneurial Offerings

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Alumni       Faculty       Graduate       Undergraduate

**Project Stage:**  
Check all that apply

Early (getting started or have an idea)       Late (launched and growing)  
 Mid (working on an idea)

**Resource Type:**  
Check all that apply

Academic Programs       Mentors + Consulting  
 Competitions       Networking  
 Funding       Non-University  
 Innovation Training       Online Resources  
 Internships + Fellowships       Space  
 Legal Assistance       Speakers

*No explanation when no resource is available*

There are certain filtering combinations that don't display any resources because there are no resources that match the criteria, such as in the screenshot above with the combination Faculty, Early, and Internship + Fellowship. When this happens, nothing on the page indicates that there are no resources that meet the criteria; it simply displays nothing. This can confuse users and make them wonder why nothing is appearing. Our recommendation is to add a title saying, "No resources are available that meet your filtering criteria" under the filtering options when there are no resources that match. This will make it clear that the reason no resources are visible is because there are none that match what the user is looking for through the filters they made.

## V. Competitive Analysis

We compared Innovate Blue's Resources and Support page to other universities entrepreneurship portals based on the criteria of saving resources, user interface, usability, filtering, and being able to view the information. The competitive analysis was done by comparing [Harvard's i-Lab](#), [Carnegie Mellon University](#), [New York University](#), and the [University of Michigan's](#) entrepreneurship sites.

These are the insights we gleamed from the competitive analysis:

- *The main competitors we compared to Innovate Blue were entrepreneurship portals from universities that have high-ranking entrepreneurship programs through having established centers and growth in the entrepreneurship field. The closest resemblance to Innovate Blue's Resources page is New York University's Entrepreneurship Resources page - which also follows a WordPress template. They are able to display their information in a "card layout," which is easily usable and has an option for users to save resources (**Appendix - Competitive Analysis**).*
- *The Harvard i-Lab page is leading in regards to making the content more visible, readable, and easy to navigate by having typefaces, spacing, and type sizes be different based on their importance to the content of the resource's information. Their weakness is similar to Innovate Blue's weakness and has the information displayed about the resources laid out horizontally and is text heavy. The filtering options are aligned on the right side of the page, which is the same format that Innovate Blue's WordPress Template follows. Design of the filtering options is important to consider especially in the context of usability (**Appendix - Competitive Analysis**).*
- *Carnegie Mellon's resources and entrepreneurship page has a similar "card format" interface as New York University's Entrepreneurship page, but is relatively more conservative in the usage of typeface and color usage - sticking with the university's colors. The page is not as engaging as Innovate Blue's colors (blue, yellow, green, etc) - visually leaving the users displeased with using the site. But, the site is organized and is filtered by timeline, which*

*makes it easier for student entrepreneurs to navigate when grants and funds can be available. There is not an option for the Carnegie Mellon's page to save the resources in which students are curious as to of finding, but are easily guided to pages on how to apply, the funding amount, and each resources page. (Appendix - Competitive Analysis)*

Screenshots of the competitors' sites are below. The five factors we used gave the group and insight of what factors, information, and architecture should be displayed. In relation with the competitive sites, the approach we took was a heuristic evaluation in which the information architecture played a key role for a successful user experience. Innovate Blue's page is text-heavy based, which makes the users view the details and information the same compared to the other resources displayed. Having more visual elements - such as pictures and interactive links would lead to a more user-friendly and make it more easily accessible for users to find out the information they are looking for.

Comparing it with other competitive sites, Innovate Blue's is formatted where the text heavy content is read from left to right, but organized in a vertical matter. This makes the user scroll up and down consistently, losing its place on looking for specific resources. We have compared the layout of the structure of the site - wanting it to shift from a vertical (scrolling up and down) to a more organized structure, whether it is a card format or limiting the amount of resources shown on one page.

Innovate Blue's site has an option for users to filter their options (for example, what level of education you are at Michigan - alumni, undergraduate, graduate, etc). Some of the filters can be repetitive, especially for resources type (for example, having Startup Treks and Conferences being two different categories, when they can be overlapped). Trying to figure out a way to filter the many options to a few will be one of our goals during the usability testing phase.

## Harvard i-Lab

The screenshot shows the Harvard i-Lab website. At the top, there is a red navigation bar with links: Our Events, Latest News, Cross-University Courses, Video Library, and About the i-lab. Below this is a black header with a red 'Hi' button on the left and a search icon on the right. The main title 'Cross-University Courses' is in large white font, followed by a subtitle 'Find entrepreneurship and innovation courses at Harvard.' Below this, there are two course listings. The first course is 'Introduction to Social Entrepreneurship' offered by Harvard Law School, taught by Suzanne McKechnie Klahr and Kyle J. Westaway, term Spring 2017. The second course is 'Entrepreneurship and Venture Capital' also offered by Harvard Law School, term Spring 2017. On the left side, there are two filter sections: 'Term' and 'School'. The 'Term' section includes filters for Spring 2017 (2), Fall 2015 (18), Fall 2016 (16), Spring 2016 (11), and Spring Module 3 (1), with a 'See 1 more' link. The 'School' section includes filters for Harvard Extension School (5), Harvard College (4), Harvard Graduate School of Education (3), Harvard Law School (3), and Harvard School of Design, Mendoza (2).

## Carnegie Mellon University

### Important Dates and Deadlines

Tuesday, November 1  Registration opens. View competition application requirements: <a href="#">Executive summary [pdf]</a> and video pitch constraints via the Swartz Center website.	Monday, December 5  Declaration of Intent to Compete due. If you register via <a href="#">Startup Compete</a> by this date, you will be guaranteed to be assigned a coach for the rest of the competition. For those who register after December 5, we cannot guarantee that you will be assigned a coach for the competition.	Thursday, January 19  Round 1 submission deadline at 11:59 p.m. EST. Round 1 <a href="#">executive summary [pdf]</a> and video pitch due.	Friday, January 20  Round 1 judges can view team's applications at 5 p.m. EST.
Tuesday, January 31  Round 1 judging ends at 11:59 p.m. EST.	Wednesday, February 1  Teams notified. Round 2 begins at 5 p.m. EST.	Sunday, February 19  Round 2 submission deadline at 11:59 p.m. EST. Round 2 updated <a href="#">executive summary [pdf]</a> and video pitch due.	Monday, February 20  Round 2 judges can view team's applications at 5 p.m. EST.
Wednesday, March 1  Round 2 judging ends at 11:59 p.m. EST.	Thursday, March 2  Teams notified. Round 3 Begins at 5 p.m. EST.	Tuesday, March 14  Round 3 <a href="#">Mini-Business Plan [pdf]</a> due at 11:59 p.m. EST.	Wednesday, March 15  Round 3 judges can view team's applications at 5 p.m. EST.
Tuesday, March 21  Live Final Round will be held at Carnegie Mellon University, Gates and Hillman centers.	Wednesday, March 22  Judges have until 5 p.m. EST to complete Startup Compete feedback.		

## New York University

The screenshot shows the NYU Entrepreneurship website. At the top, there is a purple header bar with the NYU logo, the word "Entrepreneurship", and links for "Donate", "Newsletter", and social media (Twitter, Facebook, YouTube, Instagram, LinkedIn). Below the header, a navigation bar includes "About", "Calendar", "Made By NYU", "Resources" (which is the active tab), "Community", and "Blog". A "My Saved Resources" button is also present. The main content area features a section titled "Resources to Help You Start Up" with a search bar, filters, and sorting options. It lists various resources like competitions, funding, and speaker series. A sidebar on the left shows a "Competitor" section with "\$300,000 Challenge" and "Faculty, Graduate Student, PhD/Postdoc, Undergrads" categories. A "SHOW ME THINGS THAT FIT ME" button is visible. The footer contains links for "Events | Workshops", "BioVentures Speaker Series", "Coaching | Mentorship", and "Blackstone LaunchPad at NYU".

## VI. Innovate Blue's User Experience Requirements

### Old UX Requirements List (before this Report)

1. A set of evidence-based steps to take in order to improve the existing resource directory page.
2. A set of design recommendations that will “elevate the experience,” meaning that the users will be able to comprehensively use the resource directory without frustration.
3. Vetting and testing with current and future site users through methods such as interviews and usability tests.

### New UX Requirements List

We have since discussed the project more in depth with our clients and their web developer and have changed directions on what we plan to do. Because they are planning on completely redesigning the website very soon, we decided to shift our attention away from simply correcting the existing WordPress template for the resources page and focus more on the redesign that will be implemented from scratch by their web developer. The following is the list of UX requirements that we plan to implement.

1. Research conducted with current and potential site users to make an improved, redesigned Innovate Blue website.
  - a. Will conduct interviews with users to better understand how the Innovate Blue website is currently meeting their needs as well as how it can be improved. Will also show them competitor websites to see what they like or don't like with them so we can implement the aspects they like and avoid what they don't like with those website (minimum of 8 interviews)
  - b. Will do a card sorting exercise with users to figure out how best to redesign the navigation menu items. We will also do card sorting for the resources page to figure out what filtering options the users want in order to find the different resources available to them. (minimum of 8 card sorts)
2. A set of mockup designs to visually show the redesign of the new Innovate Blue website. Design decisions should be influenced from previously conducted research.
  - a. We will redesign the navigation menu bar through a high fidelity mockup. This means we will not be creating the content for each webpage (except for the resources page), but we will provide a visual template showing the design of the navigation menu, along with the menu items that should be included in every web page as the global navigation.

- b. We will redesign the layout and organization of the resources page through a high fidelity mockup. This includes how the current filtering options are organized as well as how the resources are shown to the users.
  - c. We will design a prototype: this is not a coded prototype, but a prototype where our high fidelity mockups can be clicked through (e.g. you can click the resources page from the home page and it will take you to the mockup of the resources page).
3. Testing with users (through methods such as usability tests) to validate that mockups meet the needs of the users.
    - a. We will conduct a usability test on the resources page to validate that our mockups meet the needs of the users. For example, we want to test the filtering options to see if users understand the options that are presented to them and if those options are helpful for them in finding the resources they need.
    - b. We will interview users to validate that the navigation bar is clear in its menu items and layout. One of our findings through the existing interviews we conducted was that the current navigation wasn't very clear in its wording, such as: does the "About" page tell you *about* entrepreneurship or *about* Innovate Blue? With our new navigation design, we want to make sure this kind of confusion doesn't happen.

## VII. Conclusion and Next Steps

Through conducting our user interviews, creating personas and scenarios, performing a heuristic evaluation of the page, and completing a competitive analysis, we came to a better understanding of the user experience design requirements of this site. Through the changes outlined in detail in the previous sections, we plan to improve the site to fit the needs of our users that are personified by our personas and scenarios. The Resources and Support page is currently overwhelming to users and has too much text. We plan to focus on re-evaluating the filtering options, how they are displayed, and how user feedback is given to show users that the results start filtering once you select them. We will even consider re-designing how the results filter and what tags are being filtered. We will also look at the design and organization aspects of the results once they are displayed on the page. By adding visual cues such as color and other salient elements, such as the emphasized tags mentioned in our heuristic evaluation, we can better present the results in a way that helps users more easily digest them. In terms of the navigation bar that is present on every page of the website, the meaning of the navigation items are currently confusing to the users. We will create a new navigation bar, both in terms of the visuals and the information/menu items in it that is supported by our card sorting and interviewing research. These next steps are by no means final, but we will adapt our plan as necessary according to the clients' goals and our timeline/schedule.

# C. UX Design & Prototyping

## I. Executive Summary

In this phase of our redesign of Innovate Blue's website, we focused on diving further into the user experience of the site. With our new direction of redesigning Innovate Blue's site from a blank slate, without any WordPress restrictions, we set out with newfound motivation to redesign the site. In addition to focusing on redesigning the resources page, we decided to redesign the navigation bar of the site, the home page, and the News & Events page. Since we wanted to give ourselves more room for designing the body of the pages of the site, we decided to move the navigation bar from being on the left side of the page to being across the top. That process then gave us the idea of renaming the tabs on the navigation bar to help better organize the site for users. In addition, we also wanted to help further improve Innovate Blue's site by also designing the homepage and news & events page. By doing so, we are making the transition to a whole new site easier for Innovate Blue and are also improving the user experience of the entire site.

Before diving into designing, we did more user research to narrow our focus and get a better understanding of the needs that users have for the site. Through conducting interviews of students interested in entrepreneurship, we were better able to see which resource types are relevant to the research page and what information is most desired from the site as a whole. These findings then helped guide us through our redesign of the navigation bar (by helping us better organize it), the homepage (by helping us determine which aspects of the site to highlight and prioritize to engage users), the resources page (by helping us determine the filtering options and how to structure the actual act of searching for resources), and the news & events page (by showing us what usability and design aspects that users like to see, such as having an RSVP button). We started off the design stage with designing wireframes, which allowed us to focus on layout, content, and usability rather than visual aesthetics. After receiving some initial feedback in class, we moved onto transforming these low-fidelity wireframes into high-fidelity designs with the use of Sketch and Adobe Illustrator. We then took these designs and created an interactive prototype using InVision, which shows how all of our designs fit together and which we plan to use in future user testing.

We will now go into a more in-depth UX design and prototyping report of our findings for each step, our concluding recommendations, and our next steps.

- I. UX Concept Development
- II. New UX Requirements Research
- III. Wireframes
- IV. High Fidelity Mockups
- V. Prototype

## VI. Conclusion and Next Steps

## II. UX Concept Development

Our overall UX concept and design process were based off of our goal. This meant doing two things:

1. Bringing together all the entrepreneurship offerings
2. Making the offerings accessible to students (so they are more informed and engaged in entrepreneurship)

With Innovate Blue planning to completely redesign and redevelop their website, we changed our focus from redesigning the resources page on their WordPress template to designing their brand new website that will be built from scratch. Although we defined our scope to only redesigning the global navigation and the resources page for the website, we really wanted to do more for Innovate Blue. Besides the global navigation and resources page, we have also redesigned Innovate Blue's home page and news & events page. Because of the expansion of our scope, we required further user research to better understand how the Innovate Blue website is currently meeting their needs as well as how it can be improved (as opposed to *only* improving the resources page). This included interviews where we conducted card sorting exercises and an informal comparison with competitors. More details are provided in section II.

When we finished our research, we used the feedback and information we received from users to design wireframes for the new website's home page, resources page, and news and events page. In our wireframes, we focused on the information architecture and the flow of the web pages to make sure the navigation made sense. We kept the use of colors to a minimum with only white and a few shades of grey to keep our focus solely on the information. More details are provided in section III.

After getting feedback on our wireframes by our users, classmates, GSI and professor, we designed high fidelity mockups. In these mockups, we focused on the visual design, including color schemes and images, and try to make them as pixel perfect and close to the final product as possible. More details are provided in section IV.

With our high fidelity mockups completed, we put together a prototype using the mockups. We needed a prototype for multiple reasons. One reason was because we needed to see how the website flowed. But more importantly, we will need to test and validate our designs with users in the near future, and a prototype that they can click through will give the users a more informed understanding of how the website works, which will give us better feedback. We built our prototype using InVision so we can all easily access, share, and edit the prototype when together as well as when working on our own. More details are provided in section IV.

### III. New UX Requirements Research

After the decision was made to expand our focus from designing for WordPress to designing from scratch with no limitations, we realized we needed to do more user interviews to give us a better understanding of what our users wanted from Innovate Blue's site. We interviewed 5 students, all of whom are interested in entrepreneurship and would therefore have motivation to use an entrepreneurship resource, such as Innovate Blue's website. Each of us who was conducting the interview read off of an interview script [see Appendix I] that we wrote, starting with basic questions about the interviewee to get a sense of who they are and what their experience in entrepreneurship has entailed, proceeding with a card sorting exercise, and concluding with questions about Innovate Blue's current website and competitor websites (Carnegie Mellon's site and NYU's site). Going into our interviews, we were looking for answers to three main questions:

1. What do users think about the current filtering options on the resources page? Are they all relevant?
2. What are the main entrepreneurship resources that users desire?
3. What menu items are most necessary to help users navigate the website and see what Innovate Blue has to offer?

We found that all of our interviewees had various amounts of experience in entrepreneurship, ranging from creating a theoretical product for an entrepreneurship challenge in the Ross School of Business, as Jen Smith did, to exploring ideas for an entrepreneurship venture, as Luke Jacobs described he is doing. Having confirmed our interviewees interest in entrepreneurship, we asked them to imagine they were going to a website that has entrepreneurship resources and asked, what are the first 5 resources that come to mind / what are the most important aspects of entrepreneurship that they would want to be able to find resources about? We then asked them to write them down. Across all 5 interviewees, the most common responses were:

- Ideation help / how to get started
- Info on classes for the ENTR minor
- Success stories from other students
- Mentorship / general advising
- Funding opportunities
- Legal advice
- Events / Conferences

This information was useful to us in that it allowed us to better understand what users want to find on Innovate Blue's site, which then gave us a better indicator of what menu items to include on the website's navigation bar. Later on in

sections III and IV, we will explain how this finding affected our design decisions when making wireframes and hi-fidelity mockups.

We then proceeded with a card-sorting exercise where we asked the interviewees to first rank the given resource types (which were all of the current filtering options on Innovate Blue's current resource directory) and then asked them to match these resource categories with example resources (which were given one at a time and included a heading and description as found on Innovate Blue's current directory. Interviewees seemed to think all categories were useful, although many expressed that they did not know what "space," "innovation training," and "non-university" meant. One interviewee mentioned that he did not see the point of including "online resources" as a category as everything seemed to fall under that.

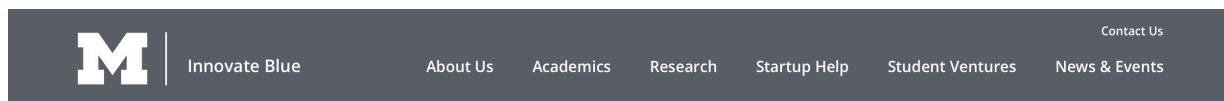
Thus, we have decided to change "space" to "meeting space" and eliminate "online resources" and "non-university." We also decided to leave out "innovation training" and "speakers" because they are both encapsulated by the category "workshops & conferences." After the interviews were conducted, we also looked at each resource provided and compared the resource categories chosen by the interviewees to the actual categories used by Innovate Blue on their site. We found that interviewees chose many more categories than the ones Innovate Blue used, indicating that Innovate Blue could assign more categories to some of the resources that may only have one or two. It is also possible that the interviewees may not have been able to tell what the resource really was based off of only the title and description and so they chose as many that seemed to fit. If this is the case, it indicates that Innovate Blue could work on providing more detailed descriptions of each resource.

After cardsorting, we asked the interviewees to look at Innovate Blue's site, then Carnegie Mellon's, and then NYU's. For each one, we asked them what they liked and disliked about each site. A summary of their comments can be seen in Appendix II. Based on their comments, we realized that we had stumbled upon a design challenge - one of whether to keep the filtering aspect for resources and have them all on a single page on the site or to change the site and instead, divide up the resources into separate tabs in the navigation bar, like Carnegie Mellon and NYU. As a group, we decided to keep the filtering aspect and decided against dividing up the resources into tabs because multiple interviewees had made the comment that while they liked the tabs, they thought it would be hard for a new user to navigate, especially if they had an interest in entrepreneurship, but didn't know where to start or what resources they needed.

## IV. Wireframes

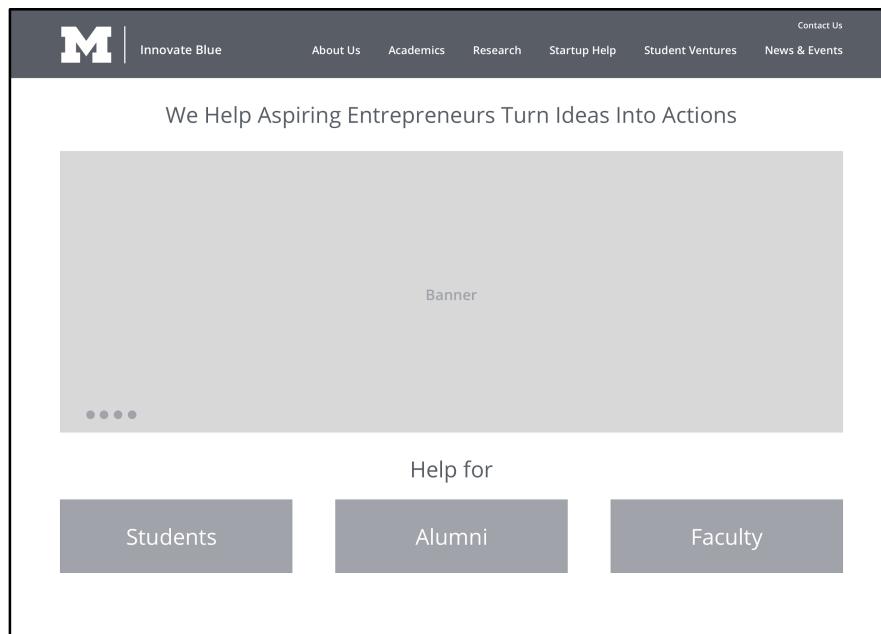
### Navigation Bar

The global navigation is one of the most important parts of the website because it shows, from a glance, what the website has to offer. For students looking to be entrepreneurs, it was important that we were able to communicate what Innovate Blue had to offer them. From the data we gathered through our interviews, we found that students liked some of the existing information on Innovate Blue's website. This included a list of students that have started their own startups, a calendar along with information on upcoming events, information on Michigan's courses and programs, a contact page, and available university resources. We also had users look at Carnegie Mellon's and NYU's websites to see if any information that *wasn't* available on Innovate Blue's website but *was* included in the others would be useful for them in the new website. Using the insights we gathered from the interviews, we made the navigation menu wireframe (seen below). The About Us page will give a background on Innovate Blue and their purpose. We made Academics a dropdown containing Minor in Entrepreneurship, Program in Entrepreneurship, and Courses because we found those subcategories to be somewhat related. Research was kept separate to highlight its importance (which isn't uncommon for universities). We named the resources page Startup Help because we hoped it would attract more students to see the many resources available to them (it was changed later). The other dropdown, Student Ventures, included Current Ventures and Success Stories. News & Events was combined because we felt that the two were similar categories. And finally, Contact Us was put in its own row because it didn't have enough content to make itself a category. In the future, this can be implemented as a pop-up modal instead of a page when clicked.



### Homepage

When we first discussed the homepage, we wanted to highlight the resources page. We started with the landing phrase "We Help Aspiring Entrepreneurs Turn their Ideas Into Actions" as an explanation to first time user for what the site is about. We included a sliding banner beneath this phrase, which we thought could be used to highlight various events or resources that Innovate Blue offers. Beneath that, we targeted each of our three users - students, alumni, and faculty, thinking that they could then easily click on the appropriate button to serve their needs.



*Homepage - first wireframe*

While this wireframe fit our starting purposes, we later changed direction after conducting the user interviews described in section II. These interviews gave us a better idea of what information to prioritize and highlight on the homepage, which then led us to redoing the initial wireframe of the homepage. Our second iteration, seen below, highlights the desired information revealed in our interviews. At the top of the page, instead of using a sliding banner, we changed to a fixed banner that directs users to the resources page. This decision was based off comments heard in our interviews - that the interviewed users do not like sliding banners and find them distracting. Beneath the intro banner, we included links to commonly-desired resources which our interviews said they would look for - mentorship, funding opportunities, and legal advice. These links will take users to the resources page with that specific term already entered. This speeds up the process for users who already know that these are the resources they need before even entering the site.

In the second section of the homepage, we chose to highlight the about section of the site, academics, research, and success stories, which take users to those pages on the site. We then included an upcoming events section to showcase the next entrepreneurship events that Innovate Blue has on their calendar. We also included a button to RSVP, which one of our interviewees commented that they liked, and a "View All Events" button to take users to the events page. We then wanted to highlight the various activities that Innovate Blue does to engage their community of entrepreneurs. These activities include a news section, to keep users up to date on what is going on in the entrepreneurship world and at U-M, the blog section, their Twitter feed, and a feature video from YouTube about entrepreneurship at U-M.

# Resources Page

From our UX research, ranging from interviews, card sorting exercises, and informational comparisons with competitors' websites, we created a wireframe of the Resources (also known as the "Directory of Entrepreneurial Offerings"). From our informal comparisons with competitors and interviews, our team evaluated that the grid and block format would be the optimal solution for displaying resources for entrepreneurship funding, ventures, and offerings. As for filtering the options through our interviews, having a search, filter, and sorting category to be able to distinguish between certain phrases or types of resources entrepreneurs and students are looking for. In our wireframe, we were able to figure out what information was necessary to add through our card sorting exercise. Excluding some repetitive information, such as having Meetings and Events combined to being one. We wanted to focus on reducing the amount of information that would be displayed, so that the information overload would not overwhelm them or would make them just skim information that might be important to them when looking for their ventures. By having the filtering option, we were

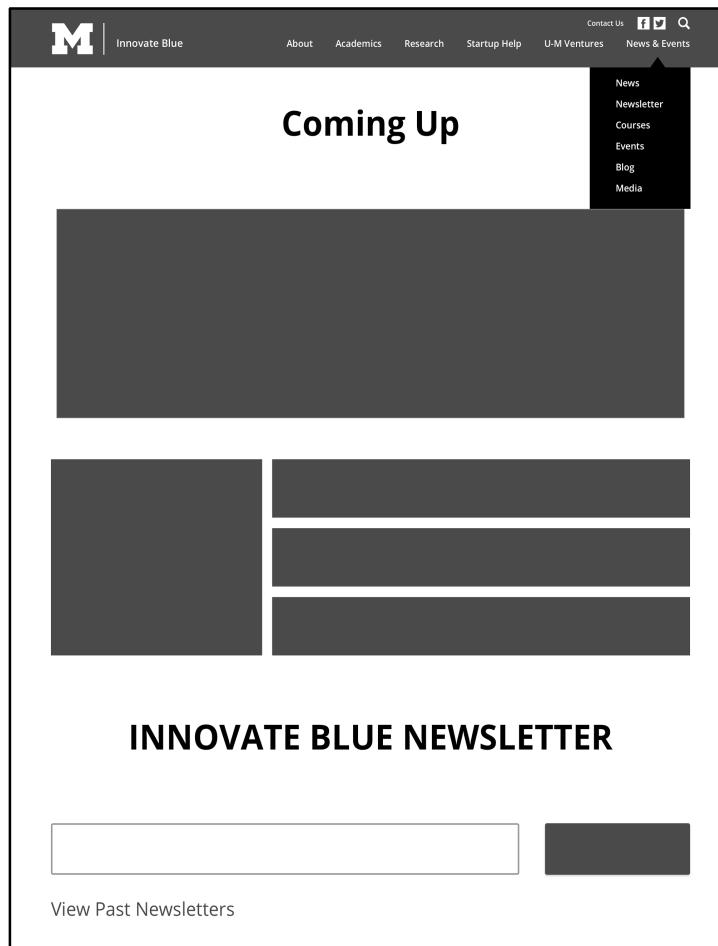
able categorize them in three categories: who the Resources for, what the project stage is for their entrepreneurship journey, and what kind of resource they are looking for. From our card sorting exercise, we were able to reduce the “Types of Funding”, because many of them were confusing as in if the information was actually a resource or were repetitive.

Below are images of how the resources functions would work - for searching for specific words, filtering options, and using the sort by buttons. We wanted to highlight the variety of ways users can find the information that is needed for them. This would speed up their process of finding out the resources needed by having multiple channels to be able to search from the.

## News & Events

When wireframing the "News and Events," we looked at NYU's Carnegie Mellon's entrepreneurship portals. We liked the consistency of NYU's webpage and the clickable cards from Carnegie Mellon's. When a user clicks on University of Michigan's "News and Events" page, more tabs drop down: News, Newsletter, Events, Blog, Media. Rather than having 5 different drop down tabs, we decided to condense all the information onto one single "News and Events" page.

On Carnegie Mellon's entrepreneurship portal, News and Events are two separate tabs. On NYU's page, there is no "News" page and only an "Events Calendar" tab. We designed our wireframe based off of Innovate Blue's current design: One tab for the "News and Events." We based the hi fidelity mock up off of this wireframe, but we may modify it later depending on the feedback we receive from user interviews.



## V. High Fidelity Mockups

### Navigation Bar

After getting feedback on our navigation menu wireframe, we made some changes to it. We renamed Startup Help to Resources because Resources more clearly communicates what the page really is. We added social media icons to the top-right because Innovate Blue has social media pages and we needed to reflect that in the new website. A search icon was added in the top-right to stay consistent with other Umich websites (which also have a search icon) and to allow users to search the whole website. We made the words “Innovate Blue” larger to differentiate it from the menu items because, earlier, the font size was the same and they were on the same exact row, easily making it confusable with the menu items. Lastly, we added Michigan’s maize and blue colors, making it clear to the user which university’s website they’re looking at. We kept the menu items white as their default state and made them turn maize either when hovered over or when made the current page to indicate that they are being used. When hovering over a submenu item (e.g. Courses or Minor in Entrepreneurship), a blue arrow to the left of the item appears to indicate that the item is being hovered over and to show that what they’re hovering over is a button.



### Homepage

The process of making a high-fidelity design of the homepage included taking the updated wireframe and adding photos, icons, and colors. [See design in Appendix III.] We took photos that Innovate Blue currently has on their website to make our design more relevant to them and demonstrate that they can use photos they already have. Adding the icons, which were obtained from the Noun Project, added an extra visual element that gives users a quick indicator of what the corresponding words represent. For example, having a calendar and clock icon in the events section provides users with familiar visual cues that correspond to the date and time of the event.

When designing the homepage, we also designed a footer which will then be present at the bottom of all pages on the site. In the footer, we decided to highlight signing up for Innovate Blue's newsletter. By including it in the footer, users are more likely to sign up for it because it is visible on every page. Currently, Innovate Blue has their newsletter sign-up in a tab under News & Events, which makes it harder to attract users to signing up as most users probably would not think to look for a newsletter signup. Having it in the footer instead draws them in and makes signing up quick and easy.

## Resources Page

From our previous wireframes of the Resources page, we updated the page by adding in color, a more interactive and high resolution page view, and an example of what the resources would look like click-by-click. We made the page more relevant and related to what the current page is like. In our wireframe, we had the option of the "Sort By" action. Instead, we decided to go with the Search and Filter option. But, we added in another element of how to view the resources on the page. We were able to keep on the grid like pattern of the options to view the resources, but we also created another option of how to view the page by having a horizontal grid. This was brought up and tested by one of our interviewees, who suggested that having a grid like format where all the information you have filtered for can be seen by scrolling, since there are only a set limited of resources to what you have searched for.

We went with a click and tab open format for each of the resources to be displayed. This gave the user the option to click open, read, and if it was not the right information for them - to be able to close and scroll through other resources available to them. If the resource provided to them is the one they wanted, they are able to click "Learn More", which will redirect the user to the page of where the information is located. From our "Filter Option", we were able to keep the same information of who the resource is for and what stage the project is in from our wireframes. We changed the action being able to click multiple resources the user might be interested in looking for and cutting down how many they are able to look for. Being able to click multiple options gives the user the ability to look for other resources that might be of interests.

After receiving feedback on our designs from our GSI, professor, and from the ExpoSItion, we made some more changes to the design of the Resources page. We changed the colors of the resource boxes to match the color scheme that Innovate Blue provided us with in order to stay consistent with other Innovate Blue products (e.g. shirts, pamphlets, etc.). We also added symbols to each resource type to make it more clear which resource types each resource is associated with. This was important because most of the resources are associated with multiple resource types. Lastly, we needed to show what the UI would look like on different screen sizes. For example, the current design we have for the resources page wouldn't work well with phones because the font sizes and buttons are very large. In order to make the UI more friendly on the tablet and phone, we took away the top portion of the page (i.e. the "Show Me The Results" button and above") so that only the portion below will show. We believe that this is the best decision because the page

can function without the top portion. In other words, the user can find those exact same functions in the Filter dropdown, so we got rid of the top portion which wasn't necessary in a tablet or phone view. You can view the changes in the *Appendix*.

## News & Events

Innovate Blue's current design for the "News and Events" page is based off of a Wordpress template, which limits the sites design. Designing the ideal website from scratch allowed us to be boundless from a template. Before making our designs, we drew inspiration both NYU's and Carnegie Mellon's entrepreneurship portals in order to redesign Innovate Blue's "News and Events Page." Even more so, we took into account the feedback that was received during our user interviews. The students we interviewed helped us to understand what was both working and not working on Innovate Blue's current website.

One of our interview subjects, Luke Jacobs told us that NYU's website was better compared to Carnegie Mellon's and Michigan's. He claimed that the UI was better on the NYU page compared to the other website that we showed him. He also claimed that both a calendar and events are in his "top 5 resources he would want if he had an idea for a startup." This led us to understand the importance of the calendar and events section of the page and incorporate it accordingly.

Jen Smith, another interview subject pointed out that she liked the ability on Carnegie Mellon's website to sign up for a newsletter. There is a newsletter signup page on the Innovate Blue Website, but from the interview, we realized that we should make the ability to subscribe to a newsletter an easier journey for the user. Jen also liked how the events calendar was organized. This led us to design the calendar similar to how NYU designed their calendar.

Another student in the entrepreneurship minor is Alexander Mills. He pointed out that Carnegie Mellon's website has a lot of wasted space and mentioned that the site was hard to navigate. He stated that it took "too long to figure out whether there was decent information on the page or not." This led us to make sure that every piece of the "News and Events" page was filled with information useful to a user.

While looking at Innovate Blue's website, Alexa Abbot helped to solidify our assumption that the calendar is a key part of any site page with events on it. Just as Jen Smith helped us to realize, Alexa Abbot also helped us to realize that the calendar portion of the site is an important aspect of the site and redesigning it would only improve the user's experience.

Our team continued to iterate upon our designs. Our first attempt of the “News and Events” page was had good intentions, but through feedback we realized the flaws in our design. We had not accounted for different screen sizes during our first design iteration. The first high fidelity mockup of the “News and Events” page was designed for a large desktop screen. We went back to our design and created a mobile version of the page as well.

We also expanded upon the click ability of the “News and Events” page. Initially, the page was static. We decided to expand upon our mockup and design what a user would see if they were to actually click on the “Details and RSVP” button of an event. The page we designed was intended to be simple, clearly laying out the details of the events and also giving the user the ability to RSVP.

## VI. Prototype

After completing our high-fidelity designs, we decided to create an interactive prototype to visualize how all of our screens work together. We chose to use InVision for this prototype as we have had prior experience with working with the tool. We plan on using this prototype to conduct interactive user tests and see how our users navigate the new design.

Link to prototype: [https://invis.io/RJAX6FSFA#/224359123\\_Innovate\\_Blue\\_Homepage2](https://invis.io/RJAX6FSFA#/224359123_Innovate_Blue_Homepage2)

## VII. Conclusion and Next Steps

Through conducting user interviews with card sorting and creating designs and an interactive prototype, we came to a better understand of the user experience and user interface design needed for Innovate Blue’s new website. By Building upon our findings from the interviews, scenarios, and heuristic evaluation from our first report, we were able to get a better idea of how to approach our wireframes, high fidelity designs, and prototype. Our team was able to create new designs of the navigation bar, home page, resources page, and news & events page that are not too overwhelming for users to use and avoid “information overload” when it comes to finding resources on the directory page. Our next step in our re-design process is to present our progress to our client and get feedback on our latest designs, present these high fidelity designs in class for feedback, attend office hours with Akshay, and create our poster for expoSItion. By obtaining feedback and suggestions through these actions, we hope to be able get different viewpoints on our next steps in designing for Innovate Blue. We will also be modifying our current color scheme after our client sends us the color guidelines of Innovate Blue that they use to present their brand, hold usability testings of the pages and prototype we have created, and make changes as needed to our current designs. These next steps will lead us to having a better understanding of the user experience and interface needed for Innovate Blue’s site, and we will adapt our plan as necessary according to our clients’ goals, our timeline for the semester, and having a final deliverable.

# D. UX Evaluation

## EXECUTIVE SUMMARY

In our UX evaluation, our goal was to validate the design of the home, resources, and news & events pages with entrepreneurship students. We wanted to know if the website was simple to navigate, shows information that users need, and was visually appealing. We decided that the best method to accomplish this was conducting a within A/B test with the students. (More information on the methodology is given in section I.) One of our main findings from this test is that students prefer our new designs for the website over the current website. We kept hearing words such as, “cleaner,” “more organized,” and “easier to read” from users to describe our website compared to the current one. On the current website, users had the most trouble finding the newsletter. Some of users would take a few minutes searching through the home page to see if one of the boxes was a newsletter sign-up, but after being unable to find it, eventually found it in the News & Events page. On the new website, some found the newsletter on the homepage while others went to the News & Events page to find it. Another finding was that the use of the words Early, Mid, and Late on the current resources page was unclear. One user complained that he could see himself in any of those categories and said that saying Pre-Idea, Idea, Prototype, and Product were more specific and “clearer” in describing the phase. When it came to finding information on entrepreneurial events occurring on campus, users didn’t have trouble on either website. However, on the current website, some complained that the pages took too long to load. Some of the pages took five to ten seconds to load. We recommend for the programmer to try to reduce the loading time in order to reduce user uncertainty on whether pages or buttons work. We also recommend for the new website to automatically show the results of the filters without the user having to press the “Show Me The Results” button or refresh the page because ⅔ of the users scrolled passed the button expecting the results to automatically show. However, for users who do not expect the results to automatically filter, having the “Show Me The Results” button makes it clear.

We will now go into a more in-depth into:

- II. User Research Questions & Methodology
- III. Findings & Implications
- IV. Next Steps

## II. USER RESEARCH QUESTIONS & METHODOLOGY

After further editing our designs and updating our prototype, we decided we wanted to test our designs on our users and see how they interact with them. We came up with the following research questions, which we formed based on the user needs we identified in our previous interviews. These questions then guided our test design.

- 1) Do our users (students interested in entrepreneurship) find our designs easy to navigate?
- 2) Does our site provide sufficient information that fulfills our users' needs?
- 3) Is our site visually appealing and supportive of the entrepreneurial spirit?

In order to test our designs and evaluate their usability, we decided to perform an A/B test within subjects. Each user was tested on both Innovate Blue's current site and our designs. However, users were randomly placed into one of three research groups:

- 1) Control 1 (Only Current Site) - Users were shown Innovate Blue's current site and asked to perform usability tasks.
- 2) Control 2 (Only Our Designs) - Users were shown our designs and asked to perform usability tasks.
- 3) Treatment 1 (Current Site First) - Users were first shown Innovate Blue's current site, asked to perform usability tasks, and were then shown our designs and asked to perform the same tasks.
- 4) Treatment 2 (Our Designs First) - In the second group, users were first shown our designs, asked to perform tasks, and were then shown Innovate Blue's current site and asked to perform the same tasks.

We thought it was important to switch the order and have some users see the current site first and others see our designs first in case seeing one before the other affected how they navigated the second. We tested current students, recruiting people we knew were interested in entrepreneurship, including people in the entrepreneurship minor. The usability questions we asked included finding information about funding, competitions, and information sessions [See Appendix for full list of questions].

When conducting the tests, we realized that our InVision prototype produced some limitations, including not allowing all parts of the site to be clickable (as we did not create designs for every possible button/link). In the future, we would have liked to be able to build a prototype that allowed for more exploration of clickable options, including other filtering options on the resources page besides funding and competitions, which would give user more interaction freedom and allow us to make more observations. InVision also shows the hotspots in blue if you click somewhere else on the screen, which gives away the answer of where to click. To avoid this problem, we asked most of our users to first point to where they wanted to click and if they picked a place that was a button/link, then had them click it.

### III. FINDINGS & IMPLICATIONS

From our user tests, we made a number of observations, which we will now explain in the context of each page - home, resources, and news & events.

For Innovate Blue's current home page, we found that some students like the page while others did not after doing the tasks from our test. When looking for events occurring campus, they had no problem finding more information for events. While some clicked on the Events box on the home page which led to the News & Events page, others clicked on the News & Events navigation menu button. It only took them less than five seconds to find a way to this information and we didn't observe or hear any frustration, so we believe that the current website displays its events well. With the new website, we had comparable findings in that some of the users found events through the home page by scrolling down while others went straight to the News & Events page. One of the users said he liked the "Upcoming Events" on the homepage because he often looks for events where he can learn more about startups.

However, when it came to finding the newsletter, a few of our users had issues with the current home page. The worst case was when one user hovered over every box on the home page trying to find the newsletter sign-up. When he couldn't find it, he verbally communicated his frustration that the home page is disorganized. After about a minute, he hovered the cursor over the navigation menu items, going down the list until he decided to click on the News & Events button. Once he was there, he found the sign-up within ten seconds. This shows that either the newsletter is hard to locate or that the current home page is disorganized. In our own designs, we feel that the placement of the newsletter is more clear. We originally included the newsletter sign-up on both the home page and the News & Events page. When we tested with users, about half of them scrolled down the home page to find the newsletter while the other half went to the News & Events page to find it. This shows that having the sign-up in both locations was a reasonable design decision seeing that users went to both pages to find it.

The results for the Resources page test were generally positive for both the current website and the new website when it came to carrying out the tasks. For the current website, the users were able to figure out how to filter the choices and understood that the results were below the filters. However, one of the users weren't too certain which Project Stage to choose when we told him that, in a scenario, he had a prototype of a product. He simply said "I guess I'll choose Mid" and then moved on. While this was the correct choice we were looking for, it showed that the Project Stage choices could be more clear in their meaning. We heard this complaint from users in our previous research as well, so we changed the wording to Pre-Idea, Idea/Invention, Prototype, and Product in the new design. When presented with this same task on the new website, he had no trouble in finding the correct one: Prototype. None of the users had issues with the filtering options, and a few users complimented it. One user said that it was a good idea to just show the questions "so that you know you're getting resources specifically geared towards you." When we asked about what the symbols for each resource type meant, they were able to correctly say that the symbols put on the top-right corner of

each resource box corresponds to the resources types from the filtering above. We also wanted to see if any user would click the “Show Me The results” button, and about  $\frac{1}{3}$  of the users did. The other  $\frac{2}{3}$  simply scrolled down without clicking the button. We were expecting this, and only included the button for the user’s sake (i.e. so they feel comfortable knowing for sure that the results are because of the filters). That is why we suggest for the new website to automatically show the results of the filters without the user having to press a button or refresh the page, that was the users who scroll past the button without clicking on it will correctly see the results of the filters.

## IV. NEXT STEPS

Our next step is to make corrections to our designs based off of the feedback we got from users. This includes adding Innovate Blue’s colors to the News & Events page because two users said the color scheme didn’t match the other pages. Another change we need to make is changing the row of “Mentorship,” “Funding Opportunities,” and “Legal Advice” into more obvious buttons because although some users tried to click on them, not everyone did. After we make our design corrections, we will present our findings and designs to Innovate Blue’s team during one of their meetings. Due to some time conflicts, we are still trying to figure out a day for this, but it will happen on a Monday during this month of April. During this meeting, we will hand over our entire project. This includes our research findings, wireframes, mockups, prototypes, and reports. Lastly, we would suggest for Innovate Blue to continue testing our designs with their users, especially once they get their website up and running. We were limited by only having a prototype made through mockups, meaning we couldn’t test as fully as we would have liked, such as by having users click through the filters to see real results and seeing if these are the results that they expect. By further researching and understanding these kind of results, Innovate Blue will be able to make for the best user experience possible for entrepreneurship students.

## E. Conclusion

We conclude by handing off our designs to Innovate Blue. We recommend implementing them when redesigning the site and continuing to perform user tests to obtain quantitative data. We have received feedback from users that our designs are “clean,” “easy to use,” and supportive of the entrepreneurial theme. With continued user tests that measure the amount of clicks taken and the time spent completing each task, we believe Innovate Blue will find quantitative results that show less clicks and increased speed with our new designs. Qualitatively, we have observed users performing tasks such as finding information about funding, competitions, the newsletter, and an event to attend, and have observed increased user satisfaction and ease of use with our designs. We thank Innovate Blue for the opportunity to be involved with this project and believe our designs will help them connect more students to entrepreneurial offerings and support students in their endeavors.

# Appendices

## APPENDIX I - COMPETITIVE ANALYSIS

	 Harvard innovation lab	 Carnegie Mellon University Swartz Center for Entrepreneurship	 NYU   Entrepreneurship	 innovate blue UNIVERSITY OF MICHIGAN
Company info	Harvard i-Lab <a href="https://i-lab.harvard.edu/ideate/resources/">https://i-lab.harvard.edu/ideate/resources/</a> <a href="https://i-lab.harvard.edu/explor/e/courses/">https://i-lab.harvard.edu/explor/e/courses/</a>	Carnegie Mellon Swartz Center for Entrepreneurship <a href="http://www.cmu.edu/swartz-center-for-entrepreneurship/">http://www.cmu.edu/swartz-center-for-entrepreneurship/</a>	NYU <a href="http://entrepreneur.nyu.edu/">http://entrepreneur.nyu.edu/</a>	Innovate Blue, University of Michigan <a href="https://innovateblue.umich.edu/">https://innovateblue.umich.edu/</a>
Description	The Harvard innovation lab is a new initiative fostering team-based and entrepreneurial activities among Harvard students, faculty, entrepreneurs, and members of the Allston and Greater Boston community	The Swartz Center for Entrepreneurship, works with its partners to serve the entire CMU community — departments, colleges, centers and campuses — to accelerate bringing research innovations and promising ideas to the global marketplace and helping all entrepreneurial students, faculty, staff and alumni tap into the "innovation ecosystem."	The NYU Entrepreneurial Institute leads University-wide initiatives to launch successful startups and commercialize technology created by NYU's 60,000 students, faculty and researchers. We are a team of startup experts that offers educational programming and events, and help identify funding opportunities for aspiring entrepreneurs.	As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.
Strengths & Weaknesses	Strengths Section for searching entr. courses  Weaknesses Limiting resource only to those in the program	Strengths Organized, clean with its university colors Typeface size and layout makes it easy to recognize the funding and status In depth of what the funding comes with - such as mentoring, networking, etc.  Weaknesses Only a few resources	Strengths User can save helpful resources Each resource is categorized into its own square Pop-up effect once you click on the resource - having a "Quick Look" factor Filtering factor is organized Bottom of each funding opportunity, it lets us	Strengths Many resources are available Horizontally aligned, easy for users to read Can be able to filter Weaknesses Should have a next page - it is currently just a page where you scroll endlessly Filtering is overlapped Hard to read with the same typeface and lack of color categorization

		<p>shown on page (about 4) and are mainly competitions in which there are deadlines</p> <p>Each page is different - not having a UI that is consistent</p>	<p>know who is eligible to apply</p> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• All of the resources blend in together</li> <li>• Icons based on resource subject can be confusing to understand</li> </ul>	
<b>Filtering Methods</b>	<p>Tools + Resources</p> <p>Websites Articles Tools</p> <p>Cross-University Courses</p> <p>Term</p> <p>Spring 2017</p> <p>Fall 2015</p> <p>Fall 2016</p> <p>Spring 2016</p> <p>Spring Module 3</p> <p>School</p> <p>Harvard Extension School</p> <p>Harvard College</p> <p>Harvard Graduate School of Education</p> <p>Harvard Law School</p> <p>Harvard School of Public Health</p> <p>Harvard Business School</p> <p>Harvard School of Engineering and Applied Science</p>	<p>Education &amp; Resources</p> <p>Don Jones Center Courses &amp; Degrees Undergraduate Courses Innovation &amp;</p> <p>Entrepreneurship Minor Graduate Courses Graduate Degrees</p> <p>Project Olympus - The Swartz Center incubator</p> <p>Experiential Learning</p> <p>Extracurricular and Networking</p> <p>Mentorship &amp; Funding</p>	<p>You are a...</p> <ul style="list-style-type: none"> <li>• Faculty</li> <li>• Grad Student</li> <li>• PhD/Postdoc</li> <li>• Undergrad</li> </ul> <p>Interested in...</p> <ul style="list-style-type: none"> <li>• Life Science</li> <li>• Healthcare</li> <li>• Other</li> <li>• Social Enterprise</li> <li>• Tech</li> </ul> <p>And you have a...</p> <p>Idea/Invention Pre-idea Product Prototype</p>	<p>Resources For:</p> <ul style="list-style-type: none"> <li>• Alumni</li> <li>• Graduate</li> <li>• Faculty</li> <li>• Undergrad</li> </ul> <p>Project Stage:</p> <ul style="list-style-type: none"> <li>• Early(getting started or have an idea)</li> <li>• Mid(working on an idea)</li> <li>• Late (launched and growing)</li> </ul> <p>Resources Type:</p> <p>Academic Programs Competitions Funding Innovate Training Internship + Fellowships Legal Assistance Mentors + Consulting Networking Non-University Online Resources Space Speakers Startup Treks + Tours Student Organizations Venture Accelerators Workshops + Conferences</p>

## Appendix II - Interview Protocol

### Introduction

Hi, my name is \_\_\_\_ and I am part of a user experience design team that is redesigning Innovate Blue's website. Our team is completing this project for SI 487, a class in the School of Information. Thank you for taking the time to assist us with our research. I will begin the interview with some basic questions about yourself, will proceed with a card sorting exercise, and will conclude with some questions about Innovate Blue's website. I will also be taking notes during the interview, which will only be shared with my fellow teammates, classmates, professor and GSI, and the faculty of Innovate Blue. You have the option to stop the interview at any time if you so wish. Just let me know.

Do you have any questions before I begin?

### Interview Questions

#### Personal

1. Can you tell me a little bit about yourself?
- a. What is your major, year in school, and age?
- b. What extracurricular activities are you involved in and how are you involved? (Do you have any leadership positions?)
2. Are you in the entrepreneurship minor and when did you decide to pursue the minor?
3. How many classes have you taken for the minor?
4. Why are you interested in entrepreneurship?
5. Do you have any entrepreneurship experience outside of class?
  - a. If yes - can you tell me about it?
  - b. Did you have any guidance in your efforts?
  - c. Did you look up resources? If so, where and what did you search for? What did you find and was it helpful?
6. Now imagine you want to start a business venture, but you need some help making it happen. What are the first questions that you have? What areas would you need help with?

[Have them take out paper and a pencil or give it to them]

Now say you were going to a website that has entrepreneurship resources. What are the first 5 resource categories that come to mind? What are the most important aspects of entrepreneurship that you would want to be able to find resources about? Write them down.

[Get out the cards for the card sorting exercise]

## Card Sorting Exercise

[Layout all of the cards with the resource types on them so they are readable by the interviewee. These are the filters Innovate Blue currently uses.]

1. Which of these resource categories would you most likely select?
2. Are any of these categories unclear? Which ones?

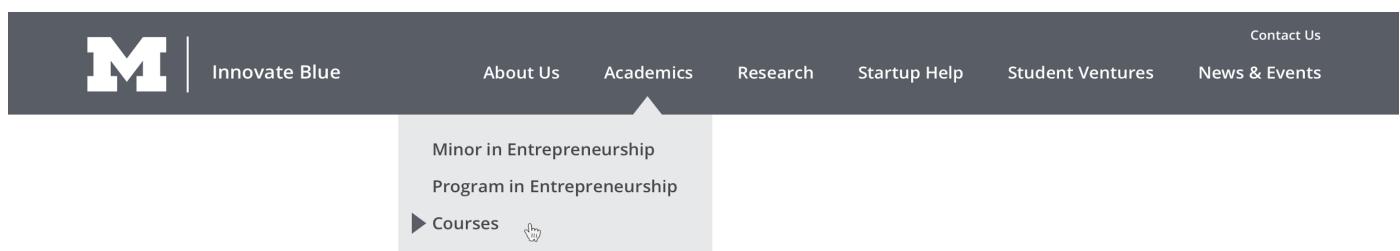
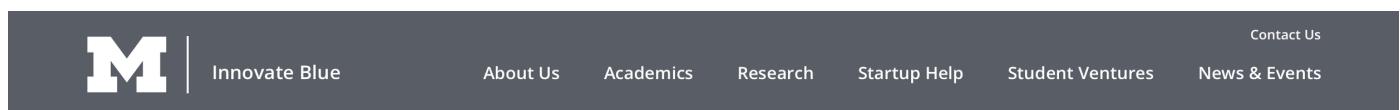
[Have them match the printed off resources to the resource categories. (Make sure to print the version without the tags listed under each and then cut them to separate them).]

## More Questions

7. Where would you go/have you gone to find resources related to entrepreneurship?
8. Have you ever been to Innovate Blue's website?
9. Have you ever been to the Resources page? (Have them go to it.) What do you like about it? What do you not like?
10. [Have them go to the Carnegie Mellon Swartz Center for Entrepreneurship's website (<http://www.cmu.edu/swartz-center-for-entrepreneurship/education-and-resources/index.html>). Have them look around for a minute.
  - a. What do you like about this site?
  - b. What do you not like?
11. [Have them go to NYU's Entrepreneurship website (<http://entrepreneur.nyu.edu/>)] Have them look around for a minute.
  - a. What do you like about the site?
  - b. What do you not like?

## Appendix III - Low Fidelity Designs

### Navigation Bar



**Home Page**

Contact Us

Innovate Blue

About Us Academics Research Startup Help Student Ventures News & Events

Entrepreneurship starts with an idea.

Ideas turn into plans.

Plans turn into actions.

Actions produce results.

[Start exploring your entrepreneurial interests >>](#)

Mentorship

Funding Opportunities

Legal Advice

## ABOUT

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

## ACADEMICS

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

## RESEARCH

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

## SUCCESS STORIES

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

## UPCOMING EVENTS

### Major/Minor Expo

Tuesday March 21, 2017      11 am - 3 pm  
Michigan Union Ballroom

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

[Details & RSVP](#)

### DFA: Engaging Communities

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[Details & RSVP](#)

[View All Events](#)

## STAY UP TO DATE WITH US

### Entrepreneurial News

5 Schools that Offer Undergrads Entrepreneurial Hands-On Experience

Ann Arbor entrepreneurs fulfilling early promise Startup Competition now down to eight contestants

Ann Arbor, Flint campuses collaborate on Social Impact Challenge

[More News >>](#)

### Entrepreneurship Blog

School of Information Junior Becomes Weebly's First Design Intern

Students Learn Intersectionality of Cultural Nuance, Design at World Renowned Research Symposium

Innovation is for Finishers

[More On the Blog >>](#)

Twitter feed...

<

## Resources Page

The screenshot shows a grid of 12 identical cards, each representing a resource entry. Each card has a dark grey header with white text. The first row contains three cards, and the subsequent four rows contain four cards each, creating a 5x3 grid.

Category	Description	Target Audience
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD
Funding for venture	title heading	Undergrads, Masters, PhD

**Contact Us**

Need Help Starting your Venture?

**Directory of Entrepreneurial Offerings**

The University of Michigan entrepreneurial ecosystem is one of the most robust in the nation, and it continues to grow. No matter what your background or area of study, Michigan has an opportunity to help discover and enable the entrepreneur in you.

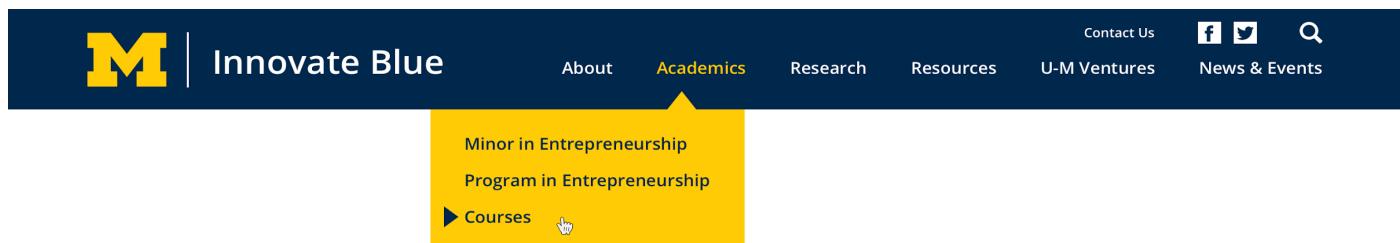
This university-wide resource directory is your on-ramp to an entrepreneurial pathway — a complete directory of the programs, tools, and resources available at Michigan for each stage of the journey. You can also check out a complete calendar of events.

Searching for something specific Filter ▾ Sort by ▾

**Click for More**

## Appendix IV - High Fidelity Mockups

### Navigation Bar



**Home Page (Next page)**



Entrepreneurship starts with an idea.  
Ideas turn into plans.  
Plans turn into actions.  
Actions produce results.

[Start exploring your entrepreneurial interests >>](#)



Mentorship



Funding Opportunities

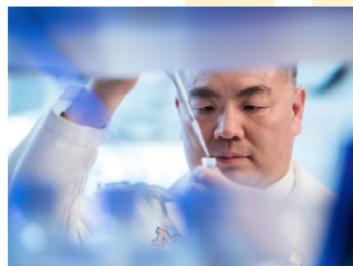


Legal Advice



## ABOUT

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Ann Arbor entrepreneurs fulfilling early promise Startup Competition now down to eight contestants

Ann Arbor, Flint campuses collaborate on Social Impact Challenge

[More News >>](#)

### Entrepreneurship Blog

School of Information Junior Becomes Weebly's First Design Intern

Students Learn Intersectionality of Cultural Nuance, Design at World Renowned Research Symposium

Innovation Is for Finishers

[More On the Blog >>](#)

### Twitter

@NYUEntrepreneur • 22h RT @nyuuniversity: 🌻 + ☀️ = spring break in NYC? 😊 Happy Friday, #NYU! <https://t.co/EXmsNCUlbv>

@NYUEntrepreneur • 20m NYU Startup @svrroundr Takes 360° Video Streaming To The Next Level! <https://t.co/Dj3kD2SwOp> #entrepreneur #startup #NYU

@NYUEntrepreneur • 20m What! #NYU startup @Brooklinen has raised \$10 million in a Series A round. <https://t.co/xPeeCX5euO> Congrats!....

### YouTube



Innovate Blue: Getting to know your target audience

### Sign Up for Our Newsletter!

Name

Email

[Submit](#)

### Innovate Blue

InnovateBlue@umich.edu  
(734)763-8617  
Hours: M - F, 9 am - 5 pm  
1st floor, Shapiro Undergrad Library  
University of Michigan  
919 S University Ave  
Ann Arbor, MI 48109

## Resources Page (Iteration I)

The landing page for the Resources page and an example of a user clicking their preference to find resources.

The screenshot shows the Innovate Blue website's resources page. At the top, there is a navigation bar with links for Contact Us, Facebook, Twitter, and a search icon. Below the navigation is a section titled "Find Resources To Help With Your Startup". This section contains three rows of filter buttons:

- I am an...: Undergraduate (highlighted in yellow), Graduate, Alumni, Faculty
- I have a...: Pre-Idea (highlighted in yellow), Idea/Invention, Prototype, Product
- I'm want resources on (choose all that apply)...: Academic Programs (highlighted in yellow), Competitions, Funding, Internships & Fellowships, Legal Assistance, Meeting Spaces, Mentors & Consulting (highlighted in yellow), Networking, Startup Treks & Tours, Student Organizations (highlighted in yellow), Venture Accelerators, Workshops & Conferences

Below these filters is a large blue button labeled "SHOW ME THE RESULTS".

Underneath the results button is a search bar with the placeholder "Search for something specific" and a "Filter" dropdown menu.

The main content area displays a grid of 12 cards, arranged in four rows of three. Each card has a title "Funding for venture title heading", a subtitle "Undergrads, Masters, PhD", and a plus sign icon in the bottom right corner.

At the bottom of the page, there is a call-to-action button labeled "Click for More".

An example of one of the resources being clicked on and having the box drop down showing information about the certain resource.

The screenshot shows the Innovate Blue website's search interface. At the top, there's a navigation bar with links for About, Academics, Research, Resources (which is the active tab), U-M Ventures, and News & Events. Social media icons for Facebook, Twitter, and LinkedIn are also present. Below the navigation, a search bar contains the placeholder "Find Resources To Help With Your Startup".

Under the search bar, there are several filter categories:

- I am an...: Undergraduate (highlighted in yellow), Graduate, Alumni, Faculty
- I have a...: Pre-Idea (highlighted in yellow), Idea/Invention, Prototype, Product
- I'm want resources on (choose all that apply)...: Academic Programs (highlighted in yellow), Competitions, Funding, Internships & Fellowships, Legal Assistance, Meeting Spaces, Mentors & Consulting (highlighted in yellow), Networking, Startup Treks & Tours, Student Organizations (highlighted in yellow), Venture Accelerators, Workshops & Conferences

A large blue button labeled "SHOW ME THE RESULTS" is centered below these filters.

Below the results button is a search bar with the placeholder "Search for something specific" and a "Filter" dropdown menu.

The main content area displays a grid of resource cards. One card, "Accelerate Michigan Competition", is highlighted with a yellow background and has a "CLOSE" button at the top right. A "Learn More >" button is located at the bottom right of this card. Other cards in the grid are gray and labeled "Funding for venture title heading". Each card includes a small "Undergrads, Masters, PhD" label and a "+" icon in the bottom right corner.

At the bottom of the grid, a link "Click for More" is visible.

*Other option of the landing page, where the user is able to view the resources in horizontal grid format rather than the grid boxes and having to click on the box for more information.*

The screenshot displays a landing page for 'Innovate Blue' with a dark blue header. The header includes a yellow 'M' logo, the text 'Innovate Blue', and a navigation bar with links for 'About', 'Academics', 'Research', 'Resources' (which is highlighted in yellow), 'U-M Ventures', and 'News & Events'. Social media icons for Facebook, Twitter, and LinkedIn are also present. Below the header, a search bar and a 'SHOW ME THE RESULTS' button are visible. The main content area features a grid of resource cards, each with a title, a brief description, and a 'Learn More >' button. The cards are arranged in three columns. The first card is titled 'Funding for venture title heading' and describes the Accelerate Michigan Competition. The second card is titled 'Funding for venture title heading' and describes another competition. The third card is titled 'Funding for venture title heading' and contains placeholder text. At the bottom of the grid, there is a link 'Click for More'.

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Find Resources To Help With Your Startup

I am an...

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I have a...

Pre-Idea Idea/Invention Prototype Product

I'm want resources on (choose all that apply)...

Academic Programs Competitions Funding Internships & Fellowships

Legal Assistance Meeting Spaces Mentors & Consulting Networking

Startup Treks & Tours Student Organizations Venture Accelerators

Workshops & Conferences

SHOW ME THE RESULTS

Search for something specific

**Funding for venture title heading**  
Undergrads, Masters, PhD

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

[Learn More >](#)

**Accelerate Michigan Competition**  
Undergrads, Masters, PhD

The Accelerate Michigan Innovation Competition is an international business competition designed to bring together later stage entrepreneurial companies with local, national and international investors. It aims to showcase the best and brightest new business concepts to investment capital to help foster their growth within Michigan. Targeting entrepreneurs with mid-to-late seed-entrepreneurial businesses — the competition has an immediate and positive impact on Michigan's economy. University of Michigan students and alumni have a track record of success at the competition.

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**Funding for venture title heading**  
Undergrads, Masters, PhD

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

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**Funding for venture title heading**  
Undergrads, Masters, PhD

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[Learn More >](#)

**Funding for venture title heading**  
Undergrads, Masters, PhD

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Click for More

*A view of when you click the Filter tab and the options they are able to click on before the results are displayed.*

Innovate Blue

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I want resources on (choose all that apply)...

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Competitions

Funding

Internships & Fellowships

Legal Assistance

Meeting Spaces

Mentors & Consulting

Networking

Startup Treks & Tours

Student Organizations

Venture Accelerators

Workshops & Conferences

SHOW ME THE RESULTS

Search for something specific

<p><b>Funding for venture title heading</b></p> <p>Undergrads, Masters, PhD</p> <p><input type="button" value="+"/></p>	<p><b>I am an...</b></p> <ul style="list-style-type: none"><li><input checked="" type="radio"/> Undergraduate</li><li><input type="radio"/> Graduate</li><li><input type="radio"/> Alumni</li><li><input type="radio"/> Faculty</li></ul> <p><b>I have a...</b></p> <ul style="list-style-type: none"><li><input type="radio"/> Pre-Idea</li><li><input type="radio"/> Idea/Invention</li><li><input checked="" type="radio"/> Prototype</li><li><input type="radio"/> Product</li></ul> <p><b>I want resources...</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Academic Programs</li><li><input type="checkbox"/> Competitions</li><li><input type="checkbox"/> Funding</li><li><input type="checkbox"/> Internships &amp; Fellowships</li><li><input type="checkbox"/> Legal Assistance</li><li><input type="checkbox"/> Meeting Spaces</li><li><input type="checkbox"/> Mentors &amp; Consulting</li><li><input type="checkbox"/> Networking</li><li><input type="checkbox"/> Startup Trek &amp; Tours</li><li><input type="checkbox"/> Student Organizations</li><li><input type="checkbox"/> Venture Accelerators</li><li><input type="checkbox"/> Workshops &amp; Conferences</li></ul> <p><input type="button" value="SHOW ME"/></p>	
<p><b>Funding for venture title heading</b></p> <p>Undergrads, Masters, PhD</p> <p><input type="button" value="+"/></p>	<p><b>Funding for venture title heading</b></p> <p>Undergrads, Masters, PhD</p> <p><input type="button" value="+"/></p>	<p><b>Funding for venture title heading</b></p> <p>Undergrads, Masters, PhD</p> <p><input type="button" value="+"/></p>
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**Click for More**

## Resources Page (Iteration II)

No Filters Selected

**M** | Innovate Blue

About   Academics   Research   **Resources**   U-M Ventures   News & Events

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I have a...

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I'm want resources on (choose all that apply)...

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Legal Assistance   Working Spaces   Mentors & Consulting   Networking  
Startup Treks & Tours   Student Organizations   Venture Accelerators  
Workshops & Conferences

Show Me The Results

Search for something specific     

Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD
Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD
Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD	Funding for venture title heading  Undergrads, Masters, PhD

Click for More

*Filters Selected. "Show Me The Results" lights up.*

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Legal Assistance   Working Spaces   Mentors & Consulting   Networking  
Startup Treks & Tours   Student Organizations   Venture Accelerators  
Workshops & Conferences

**Show Me The Results**

Search for something specific   Filter

 <b>A2 New Tech MeetUps</b> Undergrads, Masters, PhD 	 <b>Accelerate Michigan Competition</b> Undergrads, Masters, PhD 	 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 
 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 	 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 	 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 
 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 	 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 	 <b>Funding for venture title heading</b> Undergrads, Masters, PhD 

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I'm want resources on (choose all that apply)...

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 Competitions

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 Internships & Fellowships

 Legal Assistance

 Working Spaces

 Mentors & Consulting

 Networking

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Filter

### A2 New Tech MeetUps

Undergrads, Masters, PhD

### Funding for venture title heading

Undergrads, Masters, PhD

### Funding for venture title heading

Undergrads, Masters, PhD

**I am an...**

- Undergraduate
- Graduate
- Alumni
- Faculty

**I have a...**

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- Idea/Invention
- Prototype
- Product

**I want resources on...**

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- Competitions
- Funding
- Internships & Fellowships
- Legal Assistance
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I'm want resources on (choose all that apply)...

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[Competitions](#)

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Filter



**A2 New Tech MeetUps**

Undergrads, Masters, PhD



**Accelerate Michigan Competition**

Undergrads, Masters, PhD



**Funding for venture title heading**

Undergrads, Masters, PhD



### Accelerate Michigan Competition

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[Learn More >](#)



**Funding for venture title heading**

Undergrads, Masters, PhD



**Funding for venture title heading**

Undergrads, Masters, PhD



**Funding for venture title heading**

Undergrads, Masters, PhD



*Tablet View*

**M | Innovate Blue**

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**Search for something specific** 

**Filter** 

**A2 New Tech MeetUps**

Undergrads, Masters, PhD 

**Accelerate Michigan Competition**

Undergrads, Masters, PhD 



**Funding for venture title heading**

Undergrads, Masters, PhD 

*Phone View*

The image shows a smartphone displaying the Innovate Blue website. The top navigation bar is dark blue with a yellow 'M' logo, the text 'Innovate Blue', and a yellow three-line menu icon. Below the header, a main title reads 'Find Resources To Help With Your Startup'. A search bar contains the placeholder 'Search for something specific' with a magnifying glass icon. A 'Filter' dropdown menu is shown. Two cards are listed below: 'A2 New Tech MeetUps' (Undergrads, Masters, PhD) and 'Accelerate Michigan Competition' (Undergrads, Masters, PhD). Each card features icons for people, a lightbulb, and a graduation cap.

**Innovate Blue**

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A2 New Tech MeetUps

Undergrads, Masters, PhD

Accelerate Michigan Competition

Undergrads, Masters, PhD

## News & Events Page



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About

Academics

Research

Startup Help

U-M Ventures

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# ZLI Startup Workshop: How to License Your Product Idea

March 20 @ 5:00 pm-6:30 pm

[DETAILS & RSVP](#)

March 21 @ 11:00 am - 3:00 pm

## Major/Minor Expo

Make plans to attend the 2017 Major/Minor Expo on Tuesday, March 21 from 11:00 am – 3:00 pm in the Michigan Union Ballroom! The Major/Minor Expo, held every March, will...

[DETAILS & RSVP](#)

March 21 @ 5:00 pm - 6:30 pm

## ZLI Startup Workshop: Futuring 101

Change can be scary, but it also represents a rich source of business opportunity. The key is knowing how to spot both the 'megatrends' (the obvious high-impact...

[DETAILS & RSVP](#)

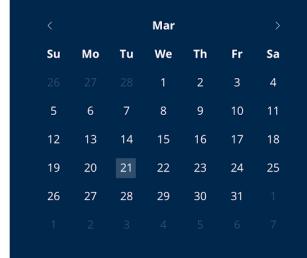
March 21 @ 5:30 pm - 7:00 pm

## DFA: Engaging Communities

Design for America is hosting a workshop on how to engage with communities. Have you ever wondered exactly what it means to engage with a community organization?...

[DETAILS & RSVP](#)

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## Major/Minor Expo

March 21 5:00 pm-6:30 pm

## ZLI Startup Workshop: Futuring 101

March 21 5:00 pm-6:30 pm

## DFA: Engaging Communities

March 21 5:30 pm-7:00 pm

## INNOVATE BLUE NEWSLETTER

Keep up-to-date with the latest happenings in innovation and entrepreneurship at the University of Michigan through our bi-weekly newsletter.

Your email address

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[DETAILS & RSVP](#)

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[DETAILS & RSVP](#)

March 21 @ 5:30 pm - 7:00 pm

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Design for America is hosting a workshop on how to engage with communities. Have you ever wondered exactly what it means to engage with a community organization?...

[DETAILS & RSVP](#)

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## Upcoming Events

Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	

**Major/Minor Expo**  
March 21 5:00 pm-6:30 pm

**ZLI Startup Workshop: Futureing 101**  
March 21 5:00 pm-6:30 pm

**DFA: Engaging Communities**  
March 21 5:30 pm-7:00 pm

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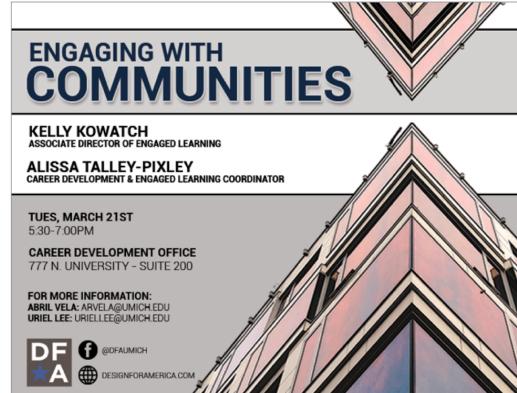


# DFA: Engaging Communities

## March 21 @ 5:30 pm - 7:00 pm

Design for America is hosting a workshop on how to engage with communities. Have you ever wondered exactly what it means to engage with a community organization? What about engaging with a nonprofit vs. a corporation? These are just a few questions we're hoping to answer.

We'll be breaking down the steps and strategies on how to enter and exit communities and manage community-oriented projects with Kelly Kowatch, Associate Director of Engaged Learning at the School of Information, and Alissa Talley-Pixley, Career Development and Engaged Learning Coordinator at the School of Information.



**Facebook Event:** <https://www.facebook.com/events/690608507791166/>

**DFA Website:** <http://designforamerica.com/>

**RSVP**

## Phone View

The screenshot shows a mobile phone displaying a website for 'Innovate Blue'. The top navigation bar includes the Michigan logo, 'Innovate Blue', and a menu icon. Below the header, there's a section for the 'ZLI Startup Workshop: How to License Your Product Idea' on March 20 from 5:00 pm to 6:30 pm, with a 'DETAILS & RSVP' button. The next section is for the 'Major/Minor Expo' on March 21 from 11:00 am to 3:00 pm, describing it as a Major/Minor Expo on Tuesdays, March 21 from 11:00 am – 3:00 pm in the Michigan Union Ballroom! The Major/Minor Expo, held every March, will... with a 'DETAILS & RSVP' button. The third section is for the 'ZLI Startup Workshop: Futuring 101' on March 21 from 5:00 pm - 6:30 pm, discussing megatrends and a 'DETAILS & RSVP' button. The fourth section is for the 'DFA: Engaging Communities' workshop on March 21 at 5:30 pm - 7:00 pm, detailing the workshop on how to engage with communities with a 'DETAILS & RSVP' button. Below these sections is a 'Show More' button. Further down is a calendar for March showing dates from 26 to 31, with March 21 highlighted. There are also links for the 'Major/Minor Expo' (March 21, 5:00 pm-6:30 pm), 'ZLI Startup Workshop: Futuring 101' (March 21, 5:00 pm-6:30 pm), and 'DFA: Engaging Communities' (March 21, 5:30 pm-7:00 pm). At the bottom is a newsletter sign-up form with a placeholder 'Your email address' and a 'Sign Up' button, along with a link to 'View Past Newsletters'.

**ZLI Startup Workshop:  
How to License Your Product Idea**

March 20 @ 5:00 pm-6:30 pm

**DETAILS & RSVP**

**March 21 @ 11:00 am - 3:00**

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Mar						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
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**Major/Minor Expo**

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Keep up-to-date with the latest happenings in innovation and entrepreneurship at the University of Michigan through our bi-weekly newsletter.

Your email address

**Sign Up**

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## APPENDIX V – USER TESTING PROTOCOL

### INTRODUCTION

Hi, my name is \_\_\_\_ and I am part of a user experience design team that is redesigning Innovate Blue's website. Our team is completing this project for SI 487, a class in the School of Information. Thank you for taking the time to assist us with our research for Innovate Blue. I will also be taking notes during the interview, which will only be shared with my fellow teammates, classmates, professor and GSI, and the faculty of Innovate Blue. You have the option to stop the interview at any time if you so wish. Just let me know.

Do you have any questions before I begin?

### INTERVIEW QUESTIONS

#### Personal

- 1) Can you tell me a little bit about yourself?
- 2) What is your major, year in school, and age?
- 3) Are you in the entrepreneurship minor?
- 4) Are you interested in entrepreneurship?

#### Usability

- 1) Imagine you are an undergraduate student who wants to start a business venture. You already have a prototype, and you want to find funding for your business venture. Given this site [pull up site], find information about funding sources.
  - a. InVision Link: [https://invis.io/8MB54Q6W5#/227120470\\_Resources\\_Page\\_-No\\_Filters-](https://invis.io/8MB54Q6W5#/227120470_Resources_Page_-No_Filters-)
- 2) You also want to find information on competitions. What would you do?
- 3) [Point to the symbol on a resource box] What do you think this means?
- 4) Say you're interested in learning more about entrepreneurship, and so you want to go to a session where you can learn more about entrepreneurship in-person from other entrepreneurs. Try to find an information session.
- 5) You decide that you want to stay updated with any and all news that Innovate Blue puts out. Where would you go to sign up for their newsletter?
- 6) Feel free to look through the website. What do you like? What do you not like?

## APPENDIX VI – INTERVIEW RESULTS

Name, Year, Major	Group	Observations	Comments Made By User
Josh, Junior, Ross	Control 1 (Current site)	Did not know what to make of the homepage, but easily found the resource directory and selected the correct filtering options. Found a few broken links in the results, however.	"I see the results start filtering below."
Cristina, Senior, Art & Design	Control 1 (Current site)	Had difficulty understanding what the blocks on the homepage were. Took a few seconds and clicking on other pages before she found the resource directory. Tried going to innovator profiles to look for an information session before finding news and events page.	Liked the design of the innovator profiles page.
Toni, Senior, Spanish	Control 2 (Our Designs)	Likes design, didn't have any problems finding the resources page. Pressed "Funding" on home page to get info on funding.	"Overall, easy to use"
Victoria, Senior, Psych	Control 2 (Our Designs)	Was able to easily navigate the homepage and find the resources page by clicking on resources. Found the newsletter on the news and events page.	Looks "really nice and organized."  Liked the way the resources page looked.
Anders, Senior, Psych	Treatment 1 (Current Site First)	-In current website, took a few minutes to look through home page for newsletter. Couldn't find it, so went to News & Events and found it.  -Had no issues with finding an event. Found it through home page.  -In new website, found newsletter on the home page.  -Had no trouble filtering through and finding resources in either website.	-Liked new website better. Said home page was "less confusing."  -Liked the questions (e.g. I am a...) on Resources Page.  -"This website is a bit slow"
Bryant, Junior, CS	Treatment 1 (Current Site First)	-Had no trouble filtering through resources on Resources page for both current and new website.  -On current website, struggled with finding newsletter. Searched Home	-Current website has "lots of issues"  -Current homepage is "extremely confusing" and "cluttered"

		<p>page for a few minutes and verbalized frustrations of Home page being “messy.” Eventually found it on News &amp; Events page</p> <p>-On new website, found newsletter on News &amp; Events page.</p> <p>-On new website, found an event on News &amp; Events page. Same with current website</p>	<p>-Current is difficult to navigate</p> <p>-New website looks “more organized” and “cleaner”</p> <p>-Likes the idea of asking questions on Resources Page before showing results. Looks “modern” and “clean”</p> <p>-“What is Early, Mid, and Late? Like, that doesn’t really tell me what stage I’m in. I could technically be in any of them”</p> <p>-The newer website is “clearer” when it comes to what phase you’re at</p> <p>-“This buttons take forever to load the next page”</p>
Christine, Senior, Sociology	Treatment 1 (Current Site First)	<p>-Understood the general layout of the website - knowing that it is modern and what a lot of websites have this layout and look like this</p> <p>-Didn’t like the CFE color guide and website - too much going on and was confused on what these colors meant / if they were clickable or not</p> <p>-Liked the Upcoming Events calendar - being able to click on the dates of which events are going to be happening</p> <p>-Was really interested in knowing the workshops that were going to happen on Campus</p> <p>-The Navigation Bar was easily categorized, was able to find Resources easily - the most important topic for her when she wants to go on the Innovate Blue page</p>	<p>-“Okay, the Navigation bar is easy to use. All I want to do is look for Resources when I’m on this page”</p> <p>-“Wait, am I allowed to click on this icon? Why are there so many colors?”</p> <p>-“The left hand bar was unnecessary - I do like the top horizontal bar more.”</p> <p>“This is how a lot of startups and entrepreneurship websites look like this - makes sense for me”</p>
Elise, Senior, Nursing	Treatment 2 (Our designs first)	Found funding by pressing on funding button on homepage, easily navigated the filtering options on the resources page. Icons make sense. Knew what they stood for.	Current site - homepage is a “mess,” doesn’t know what the photos mean and what will happen when you click them

Dan, Senior, Comm.	Treatment 2 (Our designs first)	<ul style="list-style-type: none"> <li>-For old website, had to pause when inputting Project Stage because he wasn't sure if "Mid" was considered to be the stage for a prototype. With new website, had no issues with instructions.</li> <li>-Went to News &amp; Events page to find an event (rather than through home page). Found event on News &amp; Events page in current website.</li> <li>-Found newsletter under News &amp; Events page</li> </ul>	<ul style="list-style-type: none"> <li>- Said our website was "cleaner" and "easier to read".</li> <li>-Home page is "easy to read".</li> <li>-Said old website wasn't that bad, but could be improved and be more organized.</li> <li>"I like the new design better."</li> </ul>
Nicole, Junior, BSI	Treatment 2 (Our designs first)	<ul style="list-style-type: none"> <li>-Asked why the colors were so simple and if they're going to add more</li> <li>-Was able to find News and Events page easily</li> <li>-Navigation bar hovered over each category to see what other sub categories were going to fall into them</li> <li>-Enjoyed the filtering process of looking for something specific - though there were too many categories though</li> </ul>	<ul style="list-style-type: none"> <li>-"These colors are too simple - doesn't have that many entrepreneurship energy and vibe happening."</li> <li>-"Organize the homepage - a little too dull"</li> <li>- "New design is a lot better - more direct, entrepreneurship feel, and has a homepage that is welcoming"</li> <li>-"Would work on the images and if they're clickable or not</li> </ul>

## APPENDIX VII – FINAL DESIGNS

### Navigation Bar



## Innovate Blue

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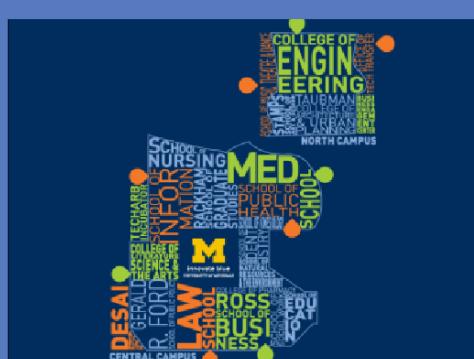
### Top Resources

- Funding Opportunities
- Mentors & Consulting
- Legal Assistance

Entrepreneurship starts with an idea.  
Ideas turn into plans.  
Plans turn into actions.  
Actions produce results.

Start exploring your entrepreneurial interests >>





### ABOUT

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

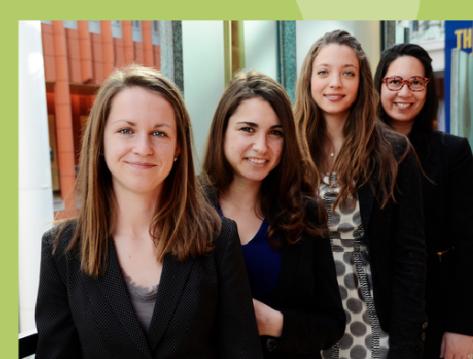
### ACADEMICS

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### RESEARCH

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.



### SUCCESS STORIES

As the University of Michigan's hub for entrepreneurship and innovation, Innovate Blue helps turn ideas into action by supporting, connecting, and expanding the Michigan entrepreneurial network and community.

### UPCOMING EVENTS

## UPCOMING EVENTS

### Major/Minor Expo

 Tuesday March 21, 2017  11 am - 3 pm  
 Michigan Union Ballroom

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[Details & RSVP](#)

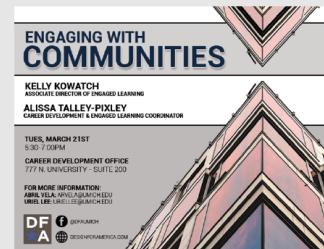


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[Details & RSVP](#)



[View All Events](#)

## STAY UP TO DATE WITH US

### Entrepreneurial News

-  5 Schools that Offer Undergrads Entrepreneurial Hands-On Experience
-  Ann Arbor entrepreneurs fulfilling early promise Startup Competition now down to eight contestants
-  Ann Arbor, Flint campuses collaborate on Social Impact Challenge

[More News >>](#)

### Entrepreneurship Blog

-  School of Information Junior Becomes Weebly's First Design Intern
-  Students Learn Intersectionality of Cultural Nuance, Design at World Renowned Research Symposium
-  Innovation is for Finishers

[More On the Blog >>](#)

### Twitter

Innovate Blue @InnovateBlue - Apr 11  
Is your summer internship centered on social impact? The Deadline for @RossSocImpact's Summer Fund is this Friday! myumi.ch/L3SYQ

Innovate Blue @InnovateBlue - Apr 10  
Encouraging all our innovators and entrepreneurs to spend this last full week of class working your very hardest! #MondayMotivation

Innovate Blue @InnovateBlue - Apr 9  
This Wednesday, Stamp Nation presents Concert on the Diag, a chance for you to hear student musical talent! http://myumi.ch/6QSDW

Innovate Blue @InnovateBlue - Apr 7  
APPLY NOW: Clinton Global Initiative U brings students together to develop innovative solutions to global challenges http://myumi.ch/6kzd9

### YouTube



Innovate Blue: Getting to know your target audience

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## Home Page – Tablet View



Innovate Blue



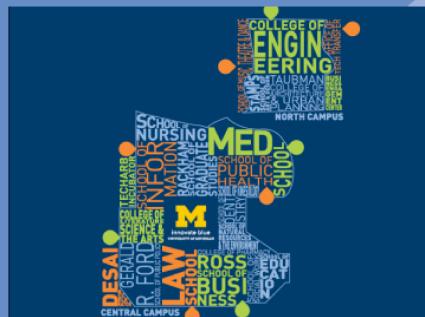
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-  Legal Assistance

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Ideas turn into plans.  
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Actions produce results.

Start exploring your entrepreneurial interests >>





ABOUT



ACADEMICS



RESEARCH



SUCCESS STORIES

UPCOMING EVENTS

Maior/Minor Expo



## Home Page – Phone View

The image shows the mobile version of the Innovate Blue website. At the top, there's a dark blue header with a large yellow 'M' logo followed by the text 'Innovate Blue' and a three-line menu icon. Below the header, a woman wearing glasses and a black blazer is smiling. To her left, text reads: 'Entrepreneurship starts with an idea. Ideas turn into plans. Plans turn into actions. Actions produce results.' A button below the text says 'Start exploring your entrepreneurial interests >>'. Below the woman is a horizontal bar divided into four colored segments: yellow, green, blue, and yellow. Each segment contains a white icon: a dollar sign, two people, and a gavel. Below this bar are two small images: one showing a map of Michigan with various academic programs listed, and another showing a purple polygonal background with the text 'New Academic Program MINOR IN ENTREPRENEURSHIP'. Below these images are four categories with corresponding images: 'ABOUT' (a man in a lab coat), 'ACADEMICS' (three women standing together), 'RESEARCH' (a man in a lab coat), and 'SUCCESS STORIES' (three women standing together). The 'UPCOMING EVENTS' section follows, featuring two events: 'Major/Minor Expo' (Tuesday March 21, 2017, 11 am - 3 pm, Michigan Union Ballroom) and 'DFA: Engaging Communities' (Tuesday March 21, 2017, 11 am - 3 pm, Michigan Union Ballroom). Each event has a 'Details & RSVP' button. At the bottom of the events section is a 'View All Events' button. The footer section is titled 'STAY UP TO DATE WITH US' and includes links for 'Entrepreneurial News >>' (with a newspaper icon) and 'Entrepreneurship Blog >>' (with a pencil icon). It also features social media icons for Twitter, Facebook, and YouTube. The footer itself is a dark blue bar containing contact information: 'innovateblue@umich.edu (734)763-8617 Hours: M - F, 9 am - 5 pm' and '1st floor, Shapiro Undergrad Library University of Michigan 919 S University Ave Ann Arbor, MI 48109'.

### STAY UP TO DATE WITH US

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Idea/Invention

Prototype

Product

I want resources on (choose all that apply)...

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Competitions

Funding

Internships & Fellowships

Legal Assistance

Work Spaces

Mentors & Consulting

Networking

Startup Treks & Tours

Student Organizations

Venture Accelerators

Workshops & Conferences

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<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD
<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD
<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD	<b>Funding for venture title heading</b>  Undergrads, Masters, PhD

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Idea/Invention

**Prototype**

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Student Organizations

Venture Accelerators

Workshops & Conferences

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<b>A2 New Tech MeetUps</b> Undergrads, Masters, PhD	<b>Accelerate Michigan Competition</b> Undergrads, Masters, PhD	<b>Funding for venture title heading</b> Undergrads, Masters, PhD
<b>Funding for venture title heading</b> Undergrads, Masters, PhD	<b>Funding for venture title heading</b> Undergrads, Masters, PhD	<b>Funding for venture title heading</b> Undergrads, Masters, PhD
<b>Funding for venture title heading</b> Undergrads, Masters, PhD	<b>Funding for venture title heading</b> Undergrads, Masters, PhD	<b>Funding for venture title heading</b> Undergrads, Masters, PhD

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Pre-Idea

Idea/Invention

**Prototype**

Product

I want resources on (choose all that apply)...

Academic Programs

**Competitions**

**Funding**

Internships & Fellowships

Legal Assistance

Work Spaces

Mentors & Consulting

Networking

Startup Treks & Tours

Student Organizations

Venture Accelerators

Workshops & Conferences

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Search for something specific



Filter



#### A2 New Tech MeetUps

Undergrads, Masters, PhD



#### Accelerate Michigan Competition

Undergrads, Masters, PhD



#### Funding for venture title heading

Undergrads, Masters, PhD



#### A2 New Tech MeetUps

The Accelerate Michigan Innovation Competition is an international business competition designed to bring together later stage entrepreneurial companies with local, national and international investors. It aims to showcase the best and brightest new business concepts to investment capital to help foster their growth within Michigan. Targeting entrepreneurs with mid-to-late seed-entrepreneurial businesses — the competition has an immediate and positive impact on Michigan's economy. University of Michigan students and alumni have a track record of success at the competition.

[Learn More >](#)



#### Funding for venture title heading

Undergrads, Masters, PhD



#### Funding for venture title heading

Undergrads, Masters, PhD



#### Funding for venture title heading

Undergrads, Masters, PhD



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Venture Accelerators

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<input type="radio"/> Alumni	<input type="radio"/> Faculty	<input type="checkbox"/> Funding	<input type="checkbox"/> Internships & Fellowships
I have a...		<input type="checkbox"/> Legal Assistance	<input type="checkbox"/> Mentors & Consulting
		<input type="checkbox"/> Meeting Spaces	<input type="checkbox"/> Networking
		<input type="checkbox"/> Startup Trek & Tours	<input type="checkbox"/> Student Organizations
		<input type="checkbox"/> Venture Accelerators	<input type="checkbox"/> Workshops & Conferences
		<input type="button" value="Show Me"/>	

A2 New Tech MeetUps

Undergrads, Masters, PhD

Funding for venture title heading

Undergrads, Masters, PhD

Funding for venture title heading

Undergrads, Masters, PhD

Funding for venture title heading

Undergrads, Masters, PhD

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#### A2 New Tech MeetUps

Undergrads, Masters, PhD



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#### Accelerate Michigan Competition

Undergrads, Masters, PhD



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#### Funding for venture title heading

Undergrads, Masters, PhD



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt anim id est laborum."

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#### Funding for venture title heading

Undergrads, Masters, PhD



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### A2 New Tech MeetUps

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## News & Events Page



# ZLI Startup Workshop: How to License Your Product Idea

March 20 @ 5:00 pm-6:30 pm

[Details & RSVP](#)

March 21 @ 11:00 am - 3:00 pm

## Major/Minor Expo

Make plans to attend the 2017 Major/Minor Expo on Tuesday, March 21 from 11:00 am - 3:00 pm in the Michigan Union Ballroom! The Major/Minor Expo, held every March, will...

[Details & RSVP](#)

March 21 @ 5:00 pm - 6:30 pm

## ZLI Startup Workshop: Futuring 101

Change can be scary, but it also represents a rich source of business opportunity. The key is knowing how to spot both the 'megatrends' (the obvious high-impact...

[Details & RSVP](#)

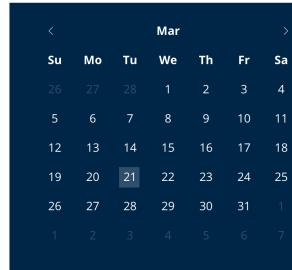
March 21 @ 5:30 pm - 7:00 pm

## DFA: Engaging Communities

Design for America is hosting a workshop on how to engage with communities. Have you ever wondered exactly what it means to engage with a community organization?...

[Details & RSVP](#)

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## Major/Minor Expo

March 21 5:00 pm-6:30 pm

## ZLI Startup Workshop: Futuring 101

March 21 5:00 pm-6:30 pm

## DFA: Engaging Communities

March 21 5:30 pm-7:00 pm

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Keep up-to-date with the latest happenings in innovation and entrepreneurship at the University of Michigan through our bi-weekly newsletter.

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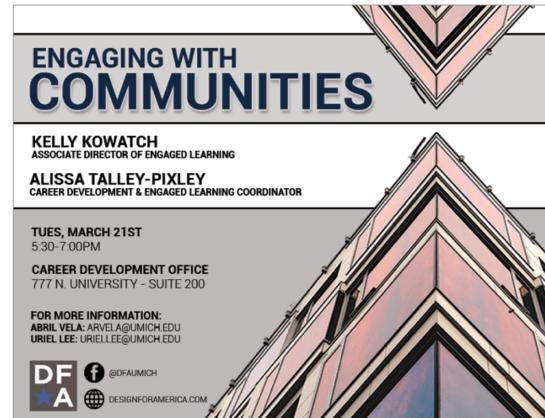


# DFA: Engaging Communities

## March 21 @ 5:30 pm - 7:00 pm

Design for America is hosting a workshop on how to engage with communities. Have you ever wondered exactly what it means to engage with a community organization? What about engaging with a nonprofit vs. a corporation? These are just a few questions we're hoping to answer.

We'll be breaking down the steps and strategies on how to enter and exit communities and manage community-oriented projects with Kelly Kowatch, Associate Director of Engaged Learning at the School of Information, and Alissa Tally-Pixley, Career Development and Engaged Learning Coordinator at the School of Information.



**Facebook Event:** <https://www.facebook.com/events/690608507791166/>

**DFA Website:** <http://designforamerica.com/>

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Innovate Blue

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**ZLI Startup Workshop:  
How to License Your Product Idea**

March 20 @ 5:00 pm-6:30 pm

**Details & RSVP**

March 21 @ 11:00 am - 3:00

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Communities**

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**Details & RSVP**

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Mar						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
1	2	3	4	5	6	7

**Major/Minor Expo**

March 21 5:00 pm-6:30 pm

**ZLI Startup Workshop: Futuring 101**

March 21 5:00 pm-6:30 pm

**DFA: Engaging Communities**

March 21 5:30 pm-7:00 pm

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