



## Intelligence Squared Debates

### Project Overview:

The client, a non-profit that brings together experts on various current events for public debates, required a site redesign. My part in this project involved creating an interface to encourage online engagement and debate attendance, as well as providing users information to make decisions on the current debate topic.

### Roles:

UI Designer, Developer, UX Engineer

### Requirements Identified:

- Provide ways for potential attendees to purchase tickets online
- Increase interaction by allowing online voting
- Engage users who don't live in the New York area or can't attend debates
- Deliver all credible research about debate topic to users

The screenshot shows the Intelligence Squared Debates website. At the top, there's a navigation bar with links for DEBATES, SUPPORT US, IQ2.TV, PRESS, EDUCATION, ABOUT, and IQ2US BLOG. Below the navigation is a large image of a man with blonde hair. To the right of the image is a quote: "ALWAYS INTELLIGENT AND PROVOCATIVE AS WELL AS DISCIPLINED AND CIVIL." - THE WALL STREET JOURNAL. Below the image, there are buttons for DEBATES, VIEW SEASON PACKAGES, and MAKE A DONATION. The main content area shows a debate titled "APR 06 ELIMINATE CORPORATE SUBSIDIES". Below the title are links for DEBATE DETAILS, THE PANEL, CAST YOUR VOTE, THE RESEARCH, and LIVE STREAMING. A large image of a debate stage with a "VIDEO COMING SOON" banner is displayed. On the right side, there's a green "ADD TO CALENDAR" button, a section for tweets from @IQ2US, and a section for Intelligence Squared Retweeted from @WSJ. The bottom of the page has a "ABOUT THIS EVENT" section with a brief description of the debate topic.



## Intelligence Squared Debates

### Solutions from the Research:

- Prominent buttons highlight the most important areas of user engagement
- Tabbed UI provides better organization of information within a single page

DEBATE DETAILS      THE PANEL      CAST YOUR VOTE      THE RESEARCH      LIVE STREAMING



**WEDNESDAY, APRIL 6, 2016**

The auto industry, agriculture, the energy sector. What do they have in common? These industries benefit from government subsidies in the form of loans, tax breaks, regulation, and other preferences. Critics from the left and right say that not only do these subsidies transfer wealth from taxpayers to corporations, they distort the markets and our economy. Proponents say that government has an important role to play in launching innovation via strategic investment, and its support helps American companies thrive. Do we need subsidies, or is this corporate welfare?

**THE PANEL**

**FOR**  
Jack Abramoff  
Former Lobbyist & Author,  
*Capitol Punishment*

**FOR**  
Zephyr Teachout  
Assoc. Prof., Fordham  
Law & Author, *Corruption in America*

**AGAINST**  
Kate Gordon  
Vice Chair of Climate &  
Sustainable Urbanization,  
Paulson Institute

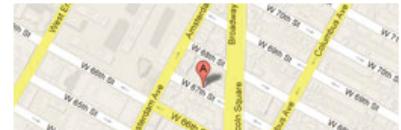
**AGAINST**  
Michael Lind  
Co-Founder, New  
America Foundation

**MODERATOR**  
John Donvan  
Author &  
Correspondent for  
ABC News

**CAST YOUR VOTE**

**BUY TICKETS**

**ADD TO CALENDAR**



Reception: 5:45-6:30 PM  
Debate: 6:45-8:30 PM  
Kaufman Center  
129 West 67th Street  
(b/w Broadway and Amsterdam)  
NY, NY 10023



## Intelligence Squared Debates

Solutions from the Research:

- Research tab dynamically aggregates published research from predetermined sites and from internal research page

DEBATE DETAILS | THE PANEL | RESULTS | **THE RESEARCH**

### RESEARCH

[VIEW ALL RESEARCH](#)

**RESEARCH FOR THE MOTION:**

Articles & Publications: Paul Root Wolpe  
Articles & Publications: Ian Ground

**RESEARCH AGAINST THE MOTION:**

Articles & Publications: Brian Kennedy  
Articles & Publications: Aubrey de Grey

**SEARCH BY TAG-CLOUD:**

articles for **articles**  
**BACKGROUND** **Life Expectancy** **AntiAging** **Technology**  
**quality of life** **Polls** **sirtuin genes** **genetics**  
**generational warfare** **Medicine I** **Health** **science** **ethics**

# ECONOMY

**FREE SPEECH IS THREATENED ON CAMPUS**  
**VOLUME 118,**  
**PRESENTED ON: FEBRUARY 07, 2016**

[Visit Full Debate Page](#)

**AGAINST: SHAUN HARPER**

Justice or Just Us: Who Is Wrong? More Perfect Union?  
Shaun Harper, Duke University  
Harper delivers the keynote address at the University's annual Martin Luther King Jr. commemoration. (Speech begins at 1:15 minutes in.)

What Protests Mean  
Scott Jaschik, *Inside Higher Ed*  
Harper said he hopes there will be more protests like the recent protests that "people understand that these issues are important and that people experience them much more than they should, and that people are blown off about these issues."

Loneliness of the Civil Rights Activism  
Thomas Curwen, Jason Sorrells, *Los Angeles Times*, November 2011  
On campuses and off, Harper says, Pennsylvania, finds a rising concern over the issue.

What's Different About the Latest Protests  
Thomas Curwen, Jason Sorrells, *Los Angeles Times*, November 2011  
On campuses and off, Harper says, Pennsylvania, finds a rising concern over the issue.



## Intelligence Squared Debates

Solutions from the Research:

- Online voting encourages engagement among users who cannot attend live
- Graphics provide online users visibility into polling results from the event

DEBATE DETAILS | THE PANEL | RESULTS | THE RESEARCH | VIDEO / AUDIO

### DECLARED WINNER: AGAINST THE MOTION

PRE-DEBATE POLL RESULTS  
32% FOR | 36% AGAINST | 32% UNDECIDED

FOR  
AGAINST  
UNDECIDED

POST-DEBATE POLL RESULTS  
40% FOR | 49% AGAINST | 11% UNDECIDED

FOR  
AGAINST  
UNDECIDED

### ONLINE VOTING

ONLINE VOTING RESULTS  
11% FOR | 89% AGAINST

152 votes | 1192 votes

CAST YOUR VOTE:  
[FOR THE MOTION](#)  
[AGAINST THE MOTION](#)

[More viewpoints @ UNFOLD](#)

#### VOTING BREAKDOWN:

56% voted the same way in both pre - and post-debate votes(22% voted FOR Twice, 29% voted AGAINST Twice, 5% voted UNDECIDED Twice). 44% changed their minds (5% voted AGAINST then changed to FOR, 13% voted UNDECIDED then changed to FOR, 6% voted FOR then changed to AGAINST, 15% voted UNDECIDED then changed to AGAINST, 4% voted FOR then changed to UNDECIDED, 1% voted AGAINST then changed to UNDECIDED) [Breakdown Graphic](#)



## IHA

### Project Overview:

The client, a network of medical providers and facilities with services spanning from family physicians to specialized referral-only practices, asked us to redesign their website and streamline their user experience.

### Roles:

Lead IA, UI Designer, Lead Developer, UX Engineer

### Requirements Identified:

- Update to a modern framework which the client's IT department could more easily maintain
- Allow users to find medical offices based on location and their own health insurance network
- Provide a service for users to learn more about each physician, including information like board certifications and languages spoken

### Future Improvements:

- Display current wait times for emergency care facilities
- Expand design to IHA Patient Portal
- Bring job portal into current website platform

The screenshot shows the IHA website homepage. At the top, there is a navigation bar with links for 'Navigation', 'Patient Portal', 'Physicians', 'Locations', a search bar, and a text input field. A large banner image of a modern medical building at night is prominently displayed. Below the banner, a section titled 'Now Open—Medical Center' includes a 'Learn More' button. To the left, a 'Wait Times: Urgent Care & After Hours' table lists wait times for three locations: IHA Urgent Care-Domino's Farms (20 mins), IHA Urgent Care-Livington (35 mins), and IHA After Hours Care-Brighton (35 mins). To the right, there are several sidebar modules: 'Patient Portal' (with a link to explain patient portal), 'Find a Physician' (with a search bar and link to advanced search), 'New Patient?' (with a link to download forms), 'Guide to Services' (with a link to download the guide), 'Accepted Insurances' (with a link to access them), and 'Sleep Tips for Children' (with a link to read full post here). At the bottom, there are social media icons for Facebook and Twitter, and a footer with links for 'IHA' (described as a not-for-profit, multi-specialty organization), 'Join the IHA team' (described as working together to form a dedicated team), and a Facebook link.



## IHA

### Research Used:

- Key stakeholder interviews
- User interviews, one-on-one with roughly 6–8 participants for each user type
- Paper prototype testing
- Interactive wireframe testing
- User surveys
- User personas

Want to filter out doctors who aren't accepting new patients.

Kathy- Want a little more info to decide to click.

#### Dr. Bio's

Is enough info to make an informed decision?

What like about

Like philosophy of care- see if he/she fits my style

Really like the philosophy of care.

Testimonials helpful

Wouldn't sway them. Don't care if there are lots of them.

Don't think anything is missing. Really like the philosophy of care statement.

Personal information/philosophy. Like gives them a sense of their style.

Like the accepted insurance list—a big plus

Kathy- like testimonials. Philosophy of care also helpful.

Want to know when graduated or how long they have been practicing.(heard several times)

\*\*No button to schedule an appointment. Would like to have a button to schedule an appointment. Would like to know their availability/hrs/locations

#### Office Location Page

What do you find most helpful/not?

Ok with either map or building. Building picture would be better

Would like to have the address at the top of the page with the name and phone number (heard several times)

9. What words would you use to describe the homepage? _____ _____
10. What do you like most about the homepage? _____ _____
11. Do you think anything really important is missing from this page? _____ _____
12. If you had to look for a physician, where would you click on the homepage? _____ _____
<b>REVIEW OF FIND A PHYSICIAN / PROVIDER</b> 13. Let's say you need to find a Family Practice physician in Ann Arbor—what would you do to find that? _____ _____

<b>DOCTOR BIOGRAPHY</b> VISUAL: Physician bios: <ul style="list-style-type: none"> <li>• Brian Bluhm</li> <li>• Hongyan (Grace) Yang</li> </ul> <b>TIME: 10 minutes</b>	Circle the most important elements from these biographies that you would use to make a decision. <ol style="list-style-type: none"> <li>1. What do you like about these biographies?</li> <li>2. Do you feel you could make an informed decision about choosing a doctor?</li> <li>3. Does anything not appear genuine?</li> <li>4. Is there anything else about these physicians you would like to know?</li> </ol>
<b>LOCATION PAGE</b> VISUAL: IHA Ann Arbor Family Practice Page  2 versions (will switch the order between sessions): <ol style="list-style-type: none"> <li>1. Map on the left / building image on the right. Providers at the bottom are all laid out in a grid</li> <li>2. Building image on the left / map on the right. Providers are in a 2x4 box with a 'Next' button</li> </ol> <b>TIME: 15 minutes</b>	So you've chosen to visit the IHA Ann Arbor Family Medicine location. Is the information on this page what you would expect to see? <ol style="list-style-type: none"> <li>1. What information on this page do you find the most helpful?</li> <li>2. Based on what you see, do you feel confident you'd be able to choose an office that meets your needs?</li> <li>3. Is there any information you would like to see?</li> <li>4. I'm going to show you now a different layout of the page – what version do you prefer? Why?</li> </ol>



IHA

### Solutions from the Research:

- Search platform allows users to filter and search for locations or providers based on languages spoken, insurances accepted, distance from user, gender, and area of specialization
- Map view provides an easier way for users to understand where offices are located

**Find a Physician**

IHA to write new content for this area. To be reflected on website content tracker.

**Physician Information**

first or last name  
primary care  
specialty care  
language  
 male  female

**Office Information**

city or ZIP code  
radius from city or ZIP code  
--additional healthcare services (select all that apply)--  
Hospital Medicine  
Imaging Services

--accepted insurance policies (select all that apply)--  
Aera Affordable Health Choices, PPO/Indemnity  
Aetna Choice POS II, Managed Choice POS

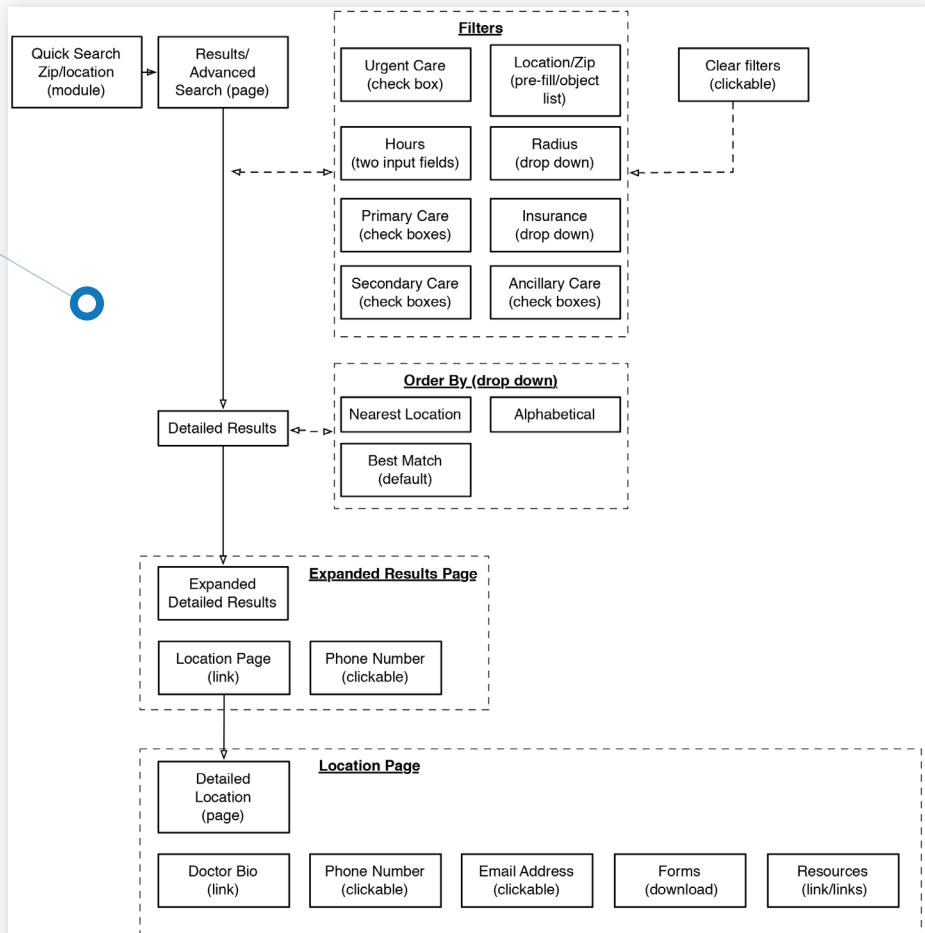
**Doctor A**  
Blurb about the acceptance of new patients can go here.

**OFFICE LOCATIONS**

**IHA Brighton Family Care**  
Phone: 810.494.6840

**IHA Princkey Family Medicine**  
Phone: 734.878.1000

**Search** **clear filters**





## IHA

### Solutions from the Research:

- Provider pages allow users to see whether the provider is accepting new patients
- Ability to make an appointment
- Users can jump directly to scheduling from provider pages
- Provider pages display background information, including the provider's education and approach to care

The screenshot shows a provider profile page for Brian Bluhm, MD. At the top, there is a navigation bar with links for 'Navigation', 'Patient Portal', 'Physicians', 'Locations', and search functions. Below the navigation is a purple header section with a 'Schedule an Appointment' button and a 'New Patients' blurb. The main content area features a portrait of Dr. Bluhm, his name, and a brief bio. A large blue circle highlights the bio text: "Dr. Bluhm has clinical interest in providing the full spectrum of care to patients of all ages. He has additional certification in Advanced Cardiac Life Support." Below the bio are sections for 'PHILOSOPHY OF CARE' (with a detailed quote), 'BACKGROUND' (listing medical and graduate education), 'TESTIMONIALS' (with a testimonial from Sally S. and her location), and 'Offices' (listing office locations and hours). Another blue circle highlights the 'Office Hours' section.

Navigation   Patient Portal   Physicians   Locations   home > your search > results > Brian Bluhm, MD

**Brian Bluhm, MD**

Dr. Bluhm has clinical interest in providing the full spectrum of care to patients of all ages. He has additional certification in Advanced Cardiac Life Support.

**PHILOSOPHY OF CARE**

"Having the opportunity to be involved in your care is a great honor and responsibility. As a primary care physician I feel it is necessary to not only know your conditions and concerns, but to also know you as a person. During visits and phone conversations, I make it a point to be thorough and listen closely to my patients. I sincerely enjoy taking my time and getting to know you and your family. As a doctor I am privileged to be with you and your family to celebrate the good times and to provide support during the difficult times. I look forward to working with you to maintain an active and healthy lifestyle."

**BACKGROUND**

Medical Education: Ohio State University Medical School  
Graduate Education: Ohio State University Medical School  
Undergraduate Education: University of Michigan Health System  
Fellowship: Academic Fellowship, University of Michigan  
Residency: Academic Fellowship, University of Michigan  
Board Certifications:

**TESTIMONIALS**

**“** Dr. Bluhm has been primary doctor for 2 years now and he is GREAT! I really appreciate how he takes the time to listen to me and my health concerns. With his help I'm finally managing my cholesterol. I'm so glad I found him!

-Sally S., Ann Arbor, Michigan

**Offices**

IHA Ann Arbor Family Medicine  
3200 W. Liberty Rd., Suite C  
Ann Arbor, Michigan 48103  
Phone: 734.761.2581  
Fax: 734.761.9540

Office Hours  
Mon: 8:00 am – 5:00 pm  
Tues: 8:00 am – 5:00 pm  
Wed: 8:00 am – 5:00 pm  
Thu: 8:00 am – 5:00 pm  
Fri: 8:00 am – 5:00 pm

IHA Ann Arbor Family Medicine  
3200 W. Liberty Rd., Suite C



IHA

## Solutions from the Research:

- Pages describing types of care include links to pre-filtered search results, e.g., users can jump from reading about internal medicine to seeing a list of IHA's internal medicine practitioners

The screenshot shows a web page for IHA (Institutes for Health & Aging) focused on **Cardiovascular Surgery**. The page includes a sidebar for **Specialty Care** with a section for **Surgery** and **Cardiovascular Surgery**. A red box highlights the **Coronary artery bypass surgery** section, which describes the procedure of creating a new path for blood to flow around a blocked coronary artery. Another red box highlights the **TREATMENT PROVIDED FOR THE FOLLOWING CONDITIONS:** list, which includes items like Coronary artery disease or blockages of the arteries in the heart, Blockages in one of the heart valves, Leaking heart valve(s), Abnormal enlargement or aneurysms of the large arteries in the chest, Heart failure, and Atrial fibrillation. A third red box highlights the **WHAT IS THE DIFFERENCE BETWEEN A CARDIOVASCULAR AND THORACIC SURGEON?** section, which explains that cardiovascular surgeons focus on the heart and great vessels, while thoracic surgeons treat conditions of the lungs, esophagus, chest wall, and mediastinum. At the bottom, there are sections for **RESOURCES**, **IHA** (with a link to contact us), and **Join the IHA team** (with a link to learn more). Social media links for Facebook, LinkedIn, Twitter, and a blog are also present.

**Surgery: Cardiovascular Surgery**

Many times, a diagnosis of heart disease begins with your primary care doctor, who refers you to a cardiologist. If your cardiologist decides that you need surgery, he or she refers you to a cardiovascular surgeon.

**WHAT IS A CARDIOVASCULAR SURGEON?**

A Cardiovascular Surgeon is a physician who has completed five to seven years of specialized training in surgery, as well as additional training specifically in cardiovascular surgery. These surgeons focus primarily on the heart and blood vessels.

At IHA, our cardiovascular surgeons are operations to repair damage caused by:

- Heart valve repair & replacement
- Heart defect repair
- Heart transplant
- Minimal access cardiac surgery
- Coronary artery bypass surgery ⓘ
- Transmyocardial laser revascularization ⓘ
- Implantation of ventricular assist devices ⓘ
- Aneurysm repair ⓘ
- Maze procedure ⓘ

**TREATMENT PROVIDED FOR THE FOLLOWING CONDITIONS:**

- Coronary artery disease or blockages of the arteries in the heart
- Blockages in one of the heart valves
- Leaking heart valve(s)
- Abnormal enlargement or aneurysms of the large arteries in the chest
- Heart failure
- Atrial fibrillation

**WHAT IS THE DIFFERENCE BETWEEN A CARDIOVASCULAR AND THORACIC SURGEON?**

A cardiac or cardiovascular surgeon will focus on the heart and great vessels. General thoracic surgeons treat diseases of the lungs, esophagus, chest wall, and mediastinum. Congenital heart surgeons operate on infants and children with heart disease. Cardiothoracic surgeon is the most inclusive term used to describe the specialty, irrespective of a particular surgeon's area of focus and expertise, and can be used interchangeably with the term thoracic surgeon.

**RESOURCES**

**IHA**

IHA is one of the best not-for-profit, multi-specialty healthcare provider groups in southeast Michigan.  
[contact us here](#)

**Join the IHA team**

At IHA, we work together to form a dedicated team in the delivery of quality patient care and offer our employees a professional environment with many opportunities for career growth and development.  
[learn more here](#)

**Find a Cardiovascular Surgeon**

**Find a Cardiovascular Surgeon Location**

**Follow us on Facebook**

**Connect with us on LinkedIn**

**Tweet us @IHACares**

**Subscribe to our blog**

[Sitemap](#) | [Privacy Policy](#) | [Research](#)



# IHA

## Solutions from the Research:

- "Save" action allows users to mark a location for later reference
- Location pages allow users to access resources like patient forms
- Saved locations display prominently when users return the IHA website

**IHA**

**Saved Locations**

- IHA Ann Arbor Family Medicine
- IHA Ann Arbor Family Medicine
- IHA Canton Family Medicine
- IHA Canton Family Medicine
- IHA Dermatology - Domino's Farms
- IHA Dermatology - Domino's Farms

**Wait Times: Urgent Care & After Hours**

Location	Wait time	Phone	Hours
IHA Urgent Care-Domino's Farms	20 mins	734.995.0308	Today 8 am-10 pm
IHA Urgent Care-Livingston	35 mins	810.231.6080	Today 8 am-9 pm
IHA After Hours Care-Brighton	35 mins	810.494.6810	Today 5 pm-9 pm

**News & Events**

Thursday July 10, 2014

Bacon ipsum dolor sit amet shankle andouille drumstick rump...

[learn more...](#)

Bacon ipsum dolor sit amet shankle andouille drumstick rump...

[learn more...](#)

**Title of post being displayed here**

**Image of post**

**Accepted Insurances**

Bacon ipsum dolor sit amet shankle andouille...

**Access**

**IHA**

**Navigation** **Patient Portal** **Physicians** **Locations** **Text**

**IHA Ann Arbor Family Medicine**

**ABOUT THE PRACTICE**

IHA Ann Arbor Family Medicine is a group committed to providing our patients with quality medical care for the entire family, from newborns to seniors. Our physicians have a special interest in promoting your family's well being through health education and disease prevention.

To contact us directly via email please agree to the disclaimer by selecting the checkbox and clicking on I accept.

We invite you to browse the website to learn more about us. Please feel free to call our office with any questions you may have. Bacon ipsum dolor sit amet pork loin porchetta leberkas sausage pastrami shoulder, boudin shank short loin done  
...  
[read more](#)

**Address**  
3200 W Liberty Rd., Suite C, Ann Arbor, Michigan 48103

**Contact**  
Phone: 734.761.2581  
Fax: 734.761.9540

**Hours**  
Mon: 8:00 am – 5:00 pm  
Tues: 8:00 am – 5:00 pm  
Wed: 8:00 am – 5:00 pm  
Thu: 8:00 am – 5:00 pm  
Fri: 8:00 am – 5:00 pm

**Walk-in Hours**  
Mon: 8:00 am – 5:00 pm  
Tues: 8:00 am – 5:00 pm  
Wed: 8:00 am – 5:00 pm  
Thu: 8:00 am – 5:00 pm  
Fri: 8:00 am – 5:00 pm

**Fees**

**Accepted Insurances**

**Providers**

Provider	Role
Brian Bluhm, MD	Physician
Michael Bruderly, MD	Physician
Naomi Cook, MD	Physician
Jane Klaes, DO	Physician
Marlis Pacifico, MD	Physician
Steven Thiry, MD	Physician
Hongyan (Grace) Yang, MD PhD	Physician
Jay Lodwick, PA-C	Practitioner
Vicki Salisbury, MEd, RD	Practitioner
Jay Lodwick, PA-C	Practitioner
Jay Lodwick, PA-C	Practitioner

**PATIENT FORMS**

**RESOURCES**

**IHA**

IHA is one of the best not-for-profit, multi-specialty healthcare provider groups in southeast Michigan.

**Join the IHA team**

At IHA, we work together to form a dedicated team in the delivery of quality patient care and offer our

**Follow us on Facebook**

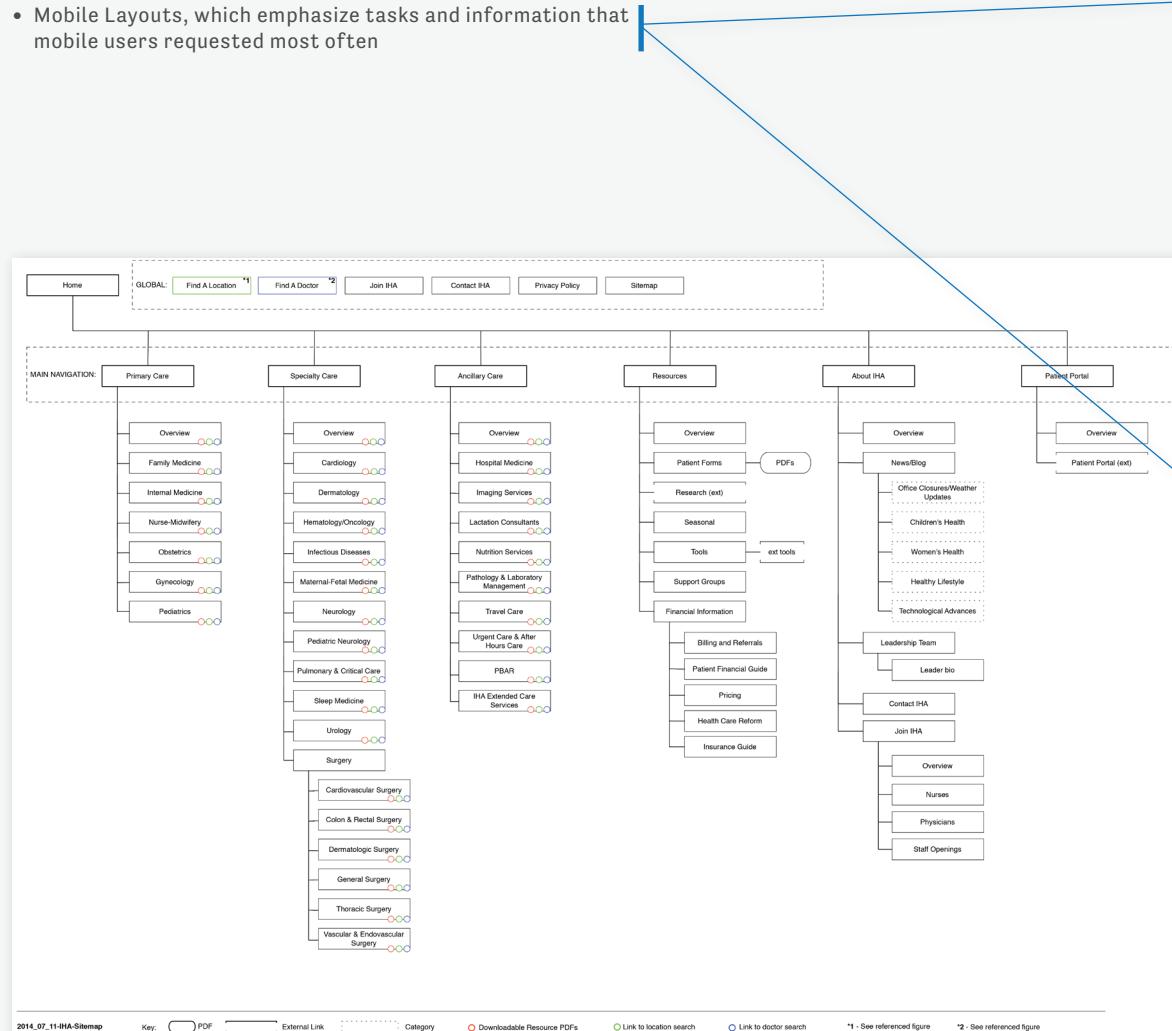
**Connect with us on LinkedIn**



## IHA

### Additional Materials Created:

- Sitemap
- Mobile Layouts, which emphasize tasks and information that mobile users requested most often



**Now Open—Domino's Farms Medical Center**

**Learn More >**

**Wait Times: Urgent Care & After Hours**

<b>⌚ Wait time: 20 mins</b> <u>IHA Urgent Care-Domino's Farms</u> 734.995.0308 Today 8 am–10 pm get directions	<b>⌚ Wait time: 35 mins</b> <u>IHA Urgent Care-Livingston</u> 810.231.6080 Today 8 am–9 pm get directions
--------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

**⌚ Wait time:  
35 mins**  
IHA After Hours Care-Brighton

Wait times updated: 2:18 pm



## Recycle Ann Arbor

### Project Overview:

The client, which provides recycling and environmentally-friendly waste disposal for the city of Ann Arbor, wanted to rebrand their company and redesign their site.

### Roles:

Lead IA, Lead Developer, UX Engineer

### Requirements Identified:

- Provide a site with point-and-click options for creating and maintaining content
- Remove duplicate content and replace with dynamic content areas
- Give users a way to determine where, when, and how to dispose of items
- Establish awareness of re-branding of divisions
- Demonstrate company value to the community

### Future Improvements:

- Make “also known as” tags visible to users in search results, i.e., searching for “iphone” returns “cell phone,” but results do not currently show “iphone”

The screenshot shows the homepage of the Recycle Ann Arbor website. At the top left is the "RECYCLE ANN ARBOR" logo with a recycling symbol. To its right is the tagline "COMMITTED TO COMMUNITY AND ENVIRONMENT." On the far right are links for "NEWSLETTER SIGN UP", "ABOUT", "WHAT'S NEW?", "BLOG", and "CONTACT US". A search bar is located at the top right corner. Below the header, there's a banner with the text "DUE TO THE HOLIDAY ALL FACILITIES WILL BE CLOSED" and "ATTN: DUE TO THE HOLIDAY ALL FACIL". The main content area features a large image of a smiling person holding a recycling bin. Overlaid on this image is a teal-colored box containing the text "WHAT DO I DO WITH \_\_\_\_\_?" and a "SEARCH A-Z LIST..." input field. Below this section are four colored boxes representing different service types: "RECOVERY YARD" (blue), "DROP-OFF STATION" (teal), "REUSE CENTER" (green), and "CURBSIDE PICK-UP" (light blue). Each box contains contact information and operating hours. Below these are sections for "LATEST NEWS" and "EVENTS", each featuring placeholder headlines and dates. At the bottom are sections for "REUSE CENTER FEATURED PRODUCTS" (showing images of a matryoshka doll, a chair, and a dog figurine) and "DID YOU KNOW?" (with placeholder text). A "VOLUNTEER" section is also partially visible.

RECYCLE ANN ARBOR  
COMMITTED TO COMMUNITY AND ENVIRONMENT.  
NEWSLETTER SIGN UP | ABOUT | WHAT'S NEW? | BLOG | CONTACT US

DUE TO THE HOLIDAY ALL FACILITIES WILL BE CLOSED  
ATTN: DUE TO THE HOLIDAY ALL FACIL

WHAT DO I DO WITH \_\_\_\_\_?  
SEARCH A-Z LIST...

**RECOVERY YARD**  
7891 Jackson Road  
Ann Arbor, MI 48103  
Phone: 734.426.2280  
Hours: Mon-Fri: 7:30 a.m.-4 p.m.  
Saturday: 8 a.m.-2 p.m.  
Closed Sunday  
[More Information Here](#)

**DROP-OFF STATION**  
2950 East Ellsworth Rd.  
Ann Arbor, MI 48108  
Phone: 734.971.7400  
Hours: Tue & Th: 8:30 a.m.-6:30 p.m.  
Saturday: 9 a.m.-6 p.m.  
Closed Sunday, Monday, Wednesday, Friday  
[More Information Here](#)

**REUSE CENTER**  
2420 South Industrial Hwy.  
Ann Arbor, MI 48104  
Phone: 734.222.7880  
Hours: Mon-Sat: 10 a.m.-5 p.m.  
Donations accepted til 4 p.m.  
Sunday: 10 a.m.-2 p.m.  
Donations accepted til 1 p.m.  
[More Information Here](#)

**CURBSIDE PICK-UP**  
2420 South Industrial Hwy.  
Ann Arbor, MI 48104  
Phone: (734)222-7880  
Hours: Mon-Sat: 10 a.m.-5 p.m.  
Donations accepted til 4 p.m.  
Sunday: 10 a.m.-2 p.m.  
Donations accepted til 1 p.m.  
[More Information Here](#)

**LATEST NEWS**  
Placeholder Headline 1  
Evel expererspero magnim rem hilia collect iatecae. Magnis enimod eaquo et que endis ad et od essinctium illaciat. Hillant iasperum seque

Placeholder Headline 2  
Evel expererspero magnim rem hilia collect iatecae. Magnis enimod eaquo et que endis ad et od essinctium illaciat. Hillant iasperum seque

**EVENTS**  
JUN 12 Placeholder Event 1  
Evel expererspero magnim rem hilia collect iatecae.

JUL 04 Placeholder Event 2  
Evel expererspero magnim rem hilia collect iatecae.

**REUSE CENTER FEATURED PRODUCTS**

**DID YOU KNOW?**  
cnasegf fwe cewfa aefs fawr dikkeww awwess farrhs gpaaly fsae vsfv vrfgsa.

**VOLUNTEER**  
JUN cnasegf fwe cewfa



## Recycle Ann Arbor

### Research Methods:

- Interviews with key stakeholders at Recycle Ann Arbor and Ann Arbor City Council
- Interviews and hallway testing with end users
- Surveys of all identified user groups
- User testing on interactive wireframes
- User personas

The screenshot shows a wireframe of the Recycle Ann Arbor website. At the top, there's a navigation bar with links for Logo, Divisions (with sub-links for Reuse Center, Drop-Off Station, Recovery Yard, and Curbside Recycling), Services Guide, Join Us, Knowledge Base (with sub-links for What's New, Blog, and Contact), and A-Z Recycling Guide. Below the navigation is a main content area titled "About the Reuse Center". In this area, there's a section titled "Main content area (depending on the page this could include:)" followed by a list of items: Google Map, Hours of operation, contact information, Images, and Additional copy/media.

## User Type: Prospect Residential



**User Priority:** Secondary  
**Name:** Savannah  
**Sex:** Female  
**Age:** 29  
**Primary device:** Phone  
**Secondary devices:** Desktop  
**Browser:** Chrome  
**Most common task:** Reading educational materials/Checking out DOS  
**Location:** Genessee County

### BACKGROUND:

Savannah lives in a condo complex in Fenton. She's unhappy with the lack of recycling or availability of access to ready recycle her electronics. Savannah has driven to the reuse center in Ann Arbor before with the intent to drop off some old laptops and monitors. They informed her about their curbside service to Ann Arbor residents and she's been trying to find a comparable service near her. She frequents social media platforms but is unaware of Recycle Ann Arbor's presence on them along with the events and educational functions that Recycle Ann Arbor puts on. Savannah recently tried looking up hours for the Reuse center while out with friends one weekend intending to stop by but gave up and had to wait till she was home on her laptop to check. Savannah's friends would call her thrifty and creative due to the crafts she does in her free time. She re-purposes found objects and enjoys refurbishing old furniture she finds at garage sales and thrift shops.

### HABITS/PERSONALITY TRAITS:

Savannah would be found doing the following:

- Priority of information Savannah is looking for:
  1. Hours of the Reuse Center
  2. Residential curbside pickup service area and restrictions
  3. Educational materials
- Commonly asked questions:
  - > Who handles recycling and composting around me?
  - > Where can I drop off my old TV and laptop?
  - > What benefit does it serve for me to drive to Ann Arbor to drop off my goods?
  - > What can I do to get more involved in my community with recycling?



## Recycle Ann Arbor

### Solutions from the Research:

- Interactive recycling guide allows the user to search using common names or product brand names and then provides detailed instructions for disposal

raa.groupclients.com/wireframes/v1//a-z-recycling-guide/

Logo

Divisions - Services Guide - Join Us - Knowledge Base - A-Z Recycling Guide

Sign up for Newsletter About-Recycle Ann Arbor - What's New? - Blog Contact Us

### Search the A-Z Recycling Guide

Filters

Descriptive Text goes here

What Do I Do With:

Item Name Here

Divisions  Reuse Center  Drop-Off Station  Recovery Yard  Curbside Recycling

--Condition--

--Working?--

Submit Clear filters

List of results

Item 1 (detailed Result)

Description of item goes here... Turkey ball tip shoulder picanha. Cow prosciutto leberkas ball tip spare ribs swine venison beef strip steak corned beef kevin tongue tende

- Reuse Center
- Drop-Off Station
- Curbside Recycling

Learn more about item 1's drop-off procedures

Item 2 (detailed Result)

RECYCLE  
Ann Arbor

COMMITTED TO COMMUNITY AND ENVIRONMENT.

NEWSLETTER SIGN UP | ABOUT | WHAT'S NEW | BLOG | CONTACT US

DIVISIONS | SERVICES GUIDE | JOIN US | KNOWLEDGE BASE | A-Z RECYCLING GUIDE

### WHAT DO I DO WITH \_\_\_?

FILTERS SEARCH A-Z LIST...

SEARCH RESULTS 1,203 Results < 1 of 100

Result 1 Accepted at:

RECOVERY YARD  
REUSE CENTER  
DROP-OFF STATION

WHAT DO I DO WITH \_\_\_?

FILTERS SEARCH A-Z LIST...

1,203 Results < 1 of 100

Accepted at:

RECOVERY YARD  
REUSE CENTER  
DROP-OFF STATION  
CURBSIDE PICK-UP

Address: 2420 S. Industrial Hwy Ann Arbor MI 48104 Hours: Mon-Fri: 8:30 a.m. - 4:30 p.m.  
Phone: 734.662.6288

Accepted at:

RECOVERY YARD  
DROP-OFF STATION

Address: 2950 E Ellsworth Hours: Tue & Th: 8:30



## Recycle Ann Arbor

### Solutions from the Research:

"Did You Know" modules throughout the site highlight little-known facts about Recycle Ann Arbor and the benefits they bring to Ann Arbor

#### DID YOU KNOW?

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 teur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

back to top



#### MISSION

Recycle Ann Arbor is committed to developing innovative recycling programs that will limit the abundance of reusable materials from ending up in landfills every year while supporting initiatives to improve the environmental quality of our community through recovery, reuse, recycling and effective energy use.

SIGN UP FOR OUR  
E-NEWSLETTER

ENTER EMAIL...

#### DIVISIONS

- Recovery Yard
- Drop-Off Station
- Curbside Pick-Up
- Reuse Center
- Sitemap
- Privacy Policy

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ALL RIGHTS RESERVED.



WHAT DO I DO WITH \_\_\_\_\_?

SEARCH A-Z LIST...

DID YOU KNOW?

cnasegf fwe cewfa aeſs fawr dkkew  
awwess farrhs gpaly tsae vsfv vrfgsa.  
cnasegf fwe cewfa aeſs fawr dkkew.

innovative recycling  
ble materials from  
ng initiatives to improve  
rough recovery, reuse,

DIVISIONS

- Recovery Yard
- Drop-Off Station
- Curbside Pick-Up
- Reuse Center
- Sitemap
- Privacy Policy

ALL RIGHTS RESERVED.

f t i s



## Recycle Ann Arbor

### Solutions from the Research:

- Color assignment for each division distinguishes them from one another
- Color usage throughout website, social media strategy, and physical objects reinforces the distinction between divisions and provides a wayfinding mechanism for users
- Ticker (with on/off switch) appears in every page for special announcements, particularly about delays in curbside recycling service due to holidays or weather

 **COMMITTED TO COMMUNITY AND ENVIRONMENT.**

NEWSLETTER SIGN UP | ABOUT | WHAT'S NEW | BLOG | CONTACT US

DIVISIONS | SERVICES GUIDE | JOIN US | KNOWLEDGE BASE | A-Z RECYCLING GUIDE

TO THE HOLIDAY ALL FACILITIES WILL BE CLOSED ATTN: DUE TO THE HOLIDAY ALL FACILI



WHAT DO I DO WITH \_\_\_\_\_?

SEARCH A-Z LIST...

**RECOVERY YARD**  
7891 Jackson Road  
Ann Arbor, MI 48103  
Phone: 734.426.2280  
Hours: Mon-Fri: 7:30 a.m.-4 p.m.  
Saturday: 8 a.m.-2 p.m.

**DROP-OFF STATION**  
2950 East Ellsworth Rd.  
Ann Arbor, MI 48108  
Phone: 734.971.7400  
Hours: Tue & Th: 8:30 a.m.-6:30 p.m.  
Saturday: 9 a.m.-6 p.m.

**REUSE CENTER**  
2420 South Industrial Hwy.  
Ann Arbor, MI 48104  
Phone: 734.222.7780  
Hours: Mon-Sat: 10 a.m.-5 p.m.  
Donations accepted til 4 p.m.  
Sunday: 10 a.m.-2 p.m.

**CURBSIDE PICK-UP**  
2420 South Industrial Hwy.  
Ann Arbor, MI 48104  
Phone: (734) 222-7780  
Hours: Mon-Sat: 10 a.m.-5 p.m.  
Donations accepted til 4 p.m.  
Sunday: 10 a.m.-2 p.m.

 **COMMITTED TO COMMUNITY AND ENVIRONMENT.**

NEWSLETTER SIGN UP | ABOUT | WHAT'S NEW | BLOG | CONTACT US

DIVISIONS | SERVICES GUIDE | JOIN US | KNOWLEDGE BASE | A-Z RECYCLING GUIDE



# RECOVERY YARD

**ABOUT**

Calvert's Roll-Off Containers, Inc. is a locally-owned business providing prompt and reliable service to southeast Michigan for more than 50 years. Calvert's is the only 501(c)3 non-profit construction and demolition recycler in the state of Michigan, and is operated by Recycle Ann Arbor.

Calvert's professional and experienced staff will work with you to meet your C&D recycling needs, whether the project is large or small. We'll make sure your debris is handled in an environmentally-responsible manner, and can help you achieve LEED certification. Our goal is to recycle the maximum amount of material from each construction site.

Our estimates are always free, and we offer next-day scheduling on most services. Count on Calvert's prompt and reliable service to keep your project on track.

**CONTACT**

Public drop-off hours:  
Mon-Fri: 7:30 a.m.-4 p.m.  
Saturday: 8 a.m.-2 p.m.  
Closed Sunday and major holidays

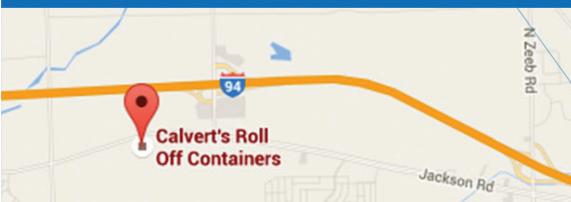
Office hours:  
Mon-Fri: 9 a.m.-5 p.m.

Address:  
7891 Jackson Road Ann Arbor, MI 48103

Phone:  
734.426.2280  
800.897.4055

[Request a quote here](#)

**LOCATION**



**LATEST NEWS**

**Placeholder Headline 1**  
Evel experespero magnim rem  
hilia collect iatecae. Magnis...

**Placeholder Headline 2**  
Evel experespero magnim rem  
hilia collect iatecae. Magnis...

**EVENTS**

JUN 12 Placeholder Event 1

JUL 04 Placeholder Event 2

**VOLUNTEER**

cnasegf fwe cewfa aefs fawr dikkew  
awwess farrhspaaalys fsev vrfgss.  
cnasegf fwe cewfa aefs fawr dikkew.



WHAT DO I DO WITH \_\_\_\_\_?  
SEARCH A-Z LIST...

**DID YOU KNOW?**

cnasegf fwe cewfa aefs fawr dikkew  
awwess farrhspaaalys fsev vrfgss.



## Recycle Ann Arbor

Additional Materials Created:

- Style Guide
- Mobile Layouts, including color coding for division sections in the menu to reinforce division branding

**COLORS**

Green #00807d	Seafoam #cadf94	Dark gray #7e7773	Warm gray #a6a99d	Lime #97222	Aqua #00bed5	Blue #00edb7
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**HEADERS**

HEADER 1
HEADER 2
Subheader 1

Subheader 2

Body copy example paragraph:  
Founded in 1977, Recycle Ann Arbor is a leader in the recycling industry, offering easy and convenient recycling for the home and business.

As a private nonprofit organization, Recycle Ann Arbor is dedicated to providing education and innovative services in the collection, processing and distribution of recyclable materials.

Nationally recognized as an established leader in recycling programs, Recycle Ann Arbor has been instrumental in diverting recyclable waste from landfills and reducing pressure on natural resources.

Recycle Ann Arbor is committed to developing innovative recycling programs that will limit the abundance of reusable materials from ending up in landfills every year while supporting initiatives to improve the environmental quality of our community through recovery, reuse, recycling and effective energy use.

Recycle Ann Arbor started Michigan's first curbside recycling program in 1978, and currently operates the state's largest community Drop-Off Station, the ReUse Center, the Ann Arbor curbside recycling program, and Calvert's

**BACKGROUNDS AND BORDERS**

Light warm gray background: #eefeeb	Light green background: #59ccaa	border color: #cadf94
Light lime background: #eefeeb	Light aqua background: #59ccaa	Light blue background: #59a0d0

**FONTS STACKS**

DIVISIONS: CUBANO  
HEADERS: TREND SANS ONE  
Body Copy: Arvo  
Body Copy Bold: Arvo Bold

**ICONS**

search	email	directory	jobs
--------	-------	-----------	------

**MENU**

**DIVISIONS** ▾

**REUSE CENTER** ▾

**DROP-OFF STATION** ▾

**Services** ▾

WASTE AND RECYCLING OPTIONS

COMPOST/MULCH SITES

DUMP TRAILER RENTAL/DELIVERY/PICKUP SERVICES

OTHER SERVICES

**About**

**Drop-Off Station A-Z Guide**

**FAQ**

**RECOVERY YARD** ▾

**CURBSIDE RECYCLING** ▾

**SERVICES GUIDE** ▾



OSRAM

## Project Overview:

The client, the second largest producer/engineer of semi opto conductors, came to us requesting general site maintenance and future improvements as well as a larger revision of their site architecture. At this stage, the site architecture project is not yet implemented.

## Roles:

## Lead IA, Lead Developer, UX Engineer

## Requirements Identified:

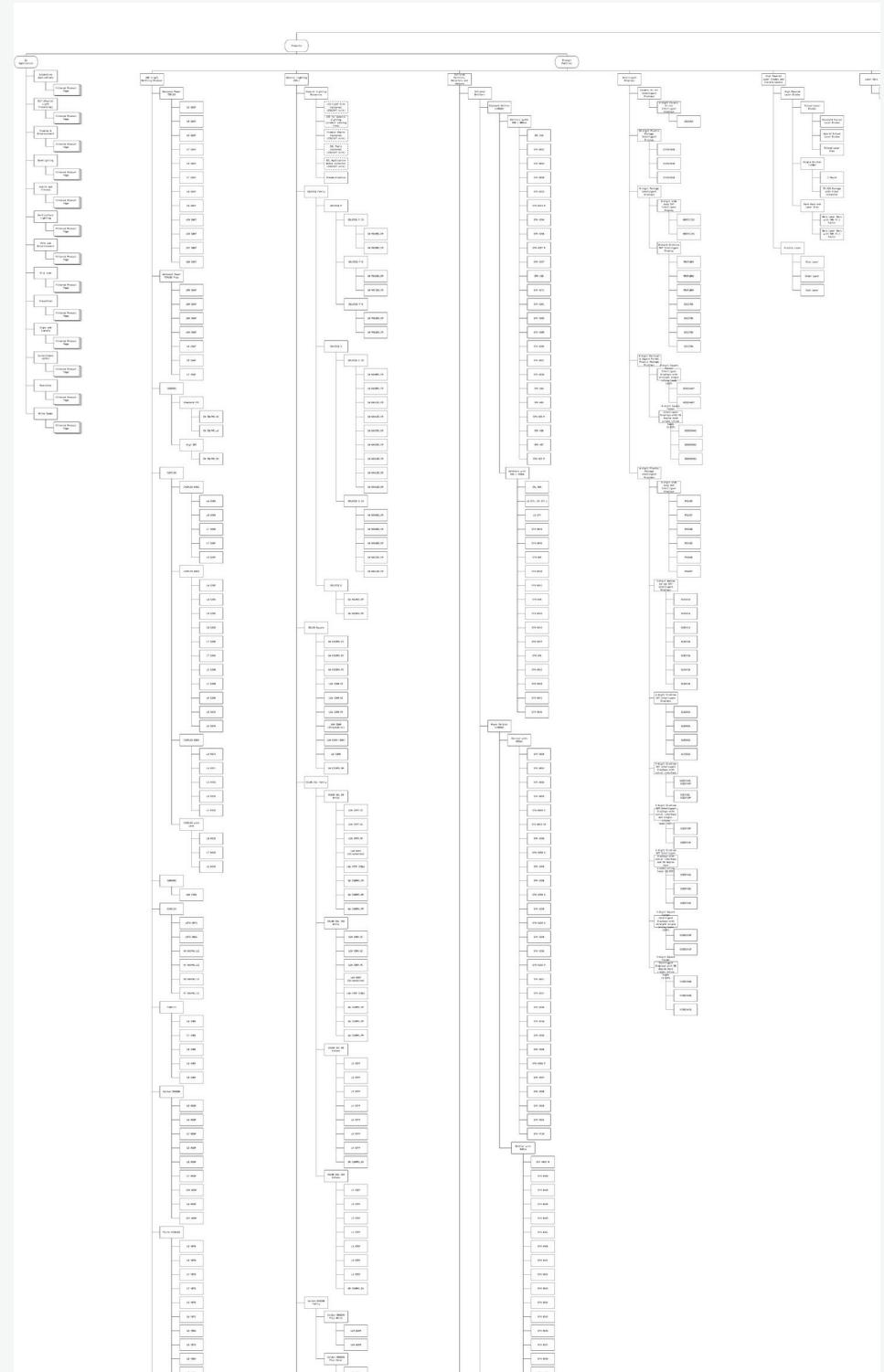
- Streamline a site with over 2,000 products and 3,000 pages, many of which were redundant or no longer relevant
  - Fix a confusing and broken user journey
  - Simplify the complicated product selector tool

## Research Methods:

- Remote user testing in 6 countries
  - User surveys
  - Site catalogue
  - User personas

## Solutions from the Research:

- Product organization should be by application, but allow individual products to belong to multiple applications, which would match how users are currently trying to navigate
  - Corporate location/culture pages should be simplified and duplicate information removed
  - Product family pages should provide an overview as well as a mini-technical specifications (color spectrum range, heat tolerances, etc.) for each product line
  - Users should be able to purchase products from individual product pages





## OSRAM

### Other Projects: Product Selector Tool

This project designed a tool for engineers to find the correct product based on a array of search parameters. Features included:

- Results immediately update (using AJAX) when users apply or remove filters
- Active filters display inline and can be removed by clicking

The screenshot displays the OSRAM Product Selector Tool. On the left, there's a sidebar with dropdown menus for 'Product Type', 'Parameters', and 'Application'. Under 'Application', there are several checkboxes: 'Home (12)' (checked), 'Area Lights (17)' (checked), 'Lamp Retrofits (12)', 'Office (12)', 'Public Places (12)', 'Retail/Shop (12)', and 'Wearables/Mobiles (12)'. Below this is a 'Product Brand' dropdown.

The main search area has a search bar labeled 'Name or description' with a magnifying glass icon. Below it is a section for 'Active Filters' showing 'Electrical Power', 'Beam Angle', 'DURIS', 'E', 'Home', and 'Area Lights', each with a remove button. At the bottom right of this section are 'Support' and 'Reset' buttons.

Below the search area, a message says '12 Products found'. A 'Compare (0)' button is located to the right. A table follows, with columns for 'Color/Wavelength', 'Electrical Power', 'Φ<sub>V</sub>', 'I<sub>V</sub>', 'Brightness', 'Φ<sub>E</sub>', 'I<sub>E</sub>', 'Beam angle', and 'Compare max. 5'. Two products are listed:

Color/Wavelength	Electrical Power	Φ <sub>V</sub>	I <sub>V</sub>	Brightness	Φ <sub>E</sub>	I <sub>E</sub>	Beam angle	Compare max. 5
GW JDSTS1.EM, DURIS E 5, LED	0.185 W	33.5 lm	10.8 cd	105 mW	33.8 mW/sr	120°	120°	
LUW JNSH.EC, DURIS E 3, LED	0.061 W	8.20 lm	2.85 cd	27.9 mW	9.70 mW/sr	110°	110°	

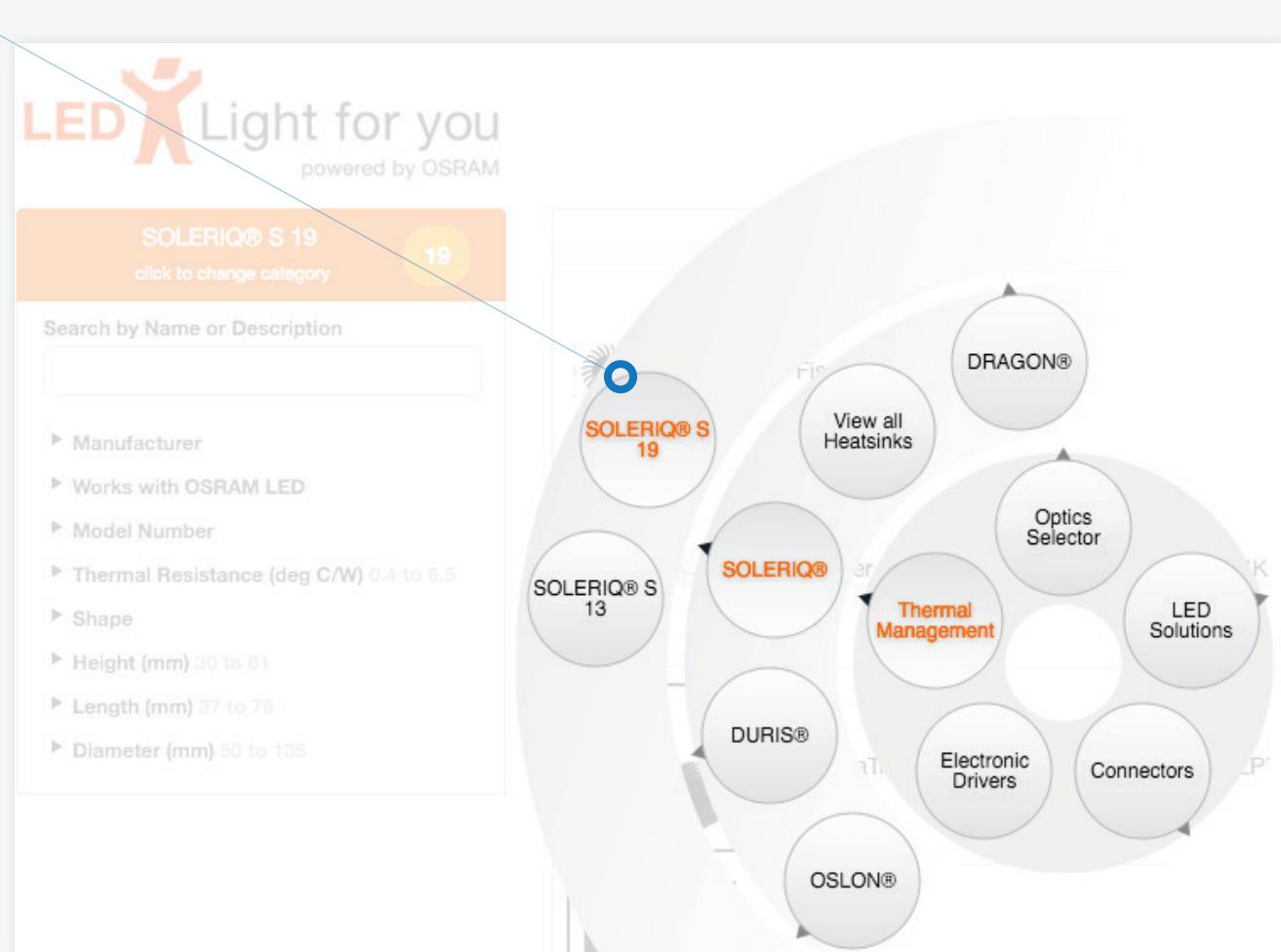


## OSRAM

### Other Projects: Light For You Product Explorer

We created an interactive touch interface for use at conventions and conferences introduces people to the OSRAM LED family and its applications. Its features included:

- Large UI elements to accomodate touch-screen interface
- Animations to reinforced product hierarchy
- Decision tree interactions delivered users to the appropriate product page





## OSRAM

### Other Projects: LED Fundamentals

This project created an tutorial center for OSRAM users (lighting engineers). OSRAM engineers identified various key topics that users would need information on when deciding on a specific LED. Features that I worked on included:

- Creating categories for tutorials
- Designing consistent iconography to be used in tutorial gallery and product charts
- Implementing interface based on style guidelines provided by OSRAM

Basics	Thermal	Optical	Electrical
<b>LEDs Basics</b> An introduction to LED lighting, semiconductor materials, LED chip technologies and more.  <a href="#">click here to watch the video</a>	<b>Thermal Characteristics of LEDs</b> Learn about thermal management for high intensity LEDs.  <a href="#">click here to watch the video</a>	<b>Mesopic Vision</b> Review the different vision ranges and the advantages of LED lighting as it relates to human vision  <a href="#">click here to watch the video</a>	<b>Electrical Characteristics of LEDs</b> Learn the technical parameters needed to properly design an LED lighting system.  <a href="#">click here to watch the video</a>
<b>How to Read a Datasheet Part 2 of 2 – Characteristic Curves, Dimensions and Packaging</b> Continue to examine the various elements of our datasheets.  <a href="#">click here to watch the video</a>	<b>External Thermal Resistance (Substrates)</b> Examine the thermal resistance of PCB substrates and compare substrate technologies.  <a href="#">click here to watch the video</a>	<b>Colorimetry</b> Learn how the eye perceives color and the metrics used to describe color.  <a href="#">click here to watch the video</a>	<b>Driving LEDs – AC-DC Power Supplies</b> Examine the importance of TRIAC dimmable LEDs and driver standards.  <a href="#">click here to watch the video</a>
	<b>External Thermal Resistance (Interface Materials and Heat Sinks)</b> Learn how to identify the proper heat sink for an LED system design.  <a href="#">click here to watch the video</a>	<b>Primary/Secondary Optics and Measurements</b> Review the primary optic designs and resources for choosing secondary optics for LEDs.  <a href="#">click here to watch the video</a>	
			<b>Optical and Lighting Software</b> Learn about the differences between optical software and lighting software.



## Goldfish Swim School

### Project Overview:

Goldfish, a franchise of swimming schools, requested that we design and implement a usability study on how users decide on classes and sign up.

### Roles:

UX Engineer, Test Facilitator

### Requirements Identified:

- Allow parents a way to determine the appropriate class based on their child's swimming skill
- Provide easy-to-read pricing tiers
- Determine ease of finding relevant class information (hours, location, instructors, session start dates)

### Solutions from the Research:

- Design a questionnaire-style journey to suggest the appropriate class level for a student
- Each location's hours, address, and head instructor should be highly visible along with a simple contact method
- Provide a contact directory for each location
- Implement an interactive pricing calculator, based on inputs like frequency of classes and number of children, to help parents determine the actual cost

The screenshot shows the Goldfish Swim School website for the Arvada, CO location. The header features the Goldfish logo and navigation links for WHY GOLDFISH?, SWIM PROGRAMS, REGISTER ONLINE, FAQ, BLOG, and FIND A LOCATION. Below the header is a large image of two young children in a pool with a yellow rubber duck. The main content area includes sections for THE GOLDFISH EXPERIENCE, MAP & DIRECTIONS, SWIM LESSON FEES, HOURS & INFO, and CONTACT INFORMATION. A sidebar on the right contains links for INSTRUCTORS, FAIR CRITERIA, FEE STRUCTURE, AND POLICIES, and SOCIAL MEDIA. The footer includes links for NEWSLETTER SIGN UP, NEWSLETTER ARCHIVE, and CUSTOMER SUPPORT.



The screenshot shows the Goldfish Swim School website for the Arvada, CO location. The header features the Goldfish logo and navigation links for WHY GOLDFISH?, SWIM PROGRAMS, REGISTER ONLINE, FAQ, BLOG, and FIND A LOCATION. Below the header is a large image of children in a pool with various sea creatures like dolphins and sharks. The main content area includes sections for SWIM SAFELY INTO SUMMER!, REGISTER HERE!, and FREQUENTLY ASKED QUESTIONS. The footer includes links for NEWSLETTER SIGN UP, NEWSLETTER ARCHIVE, and CUSTOMER SUPPORT.

