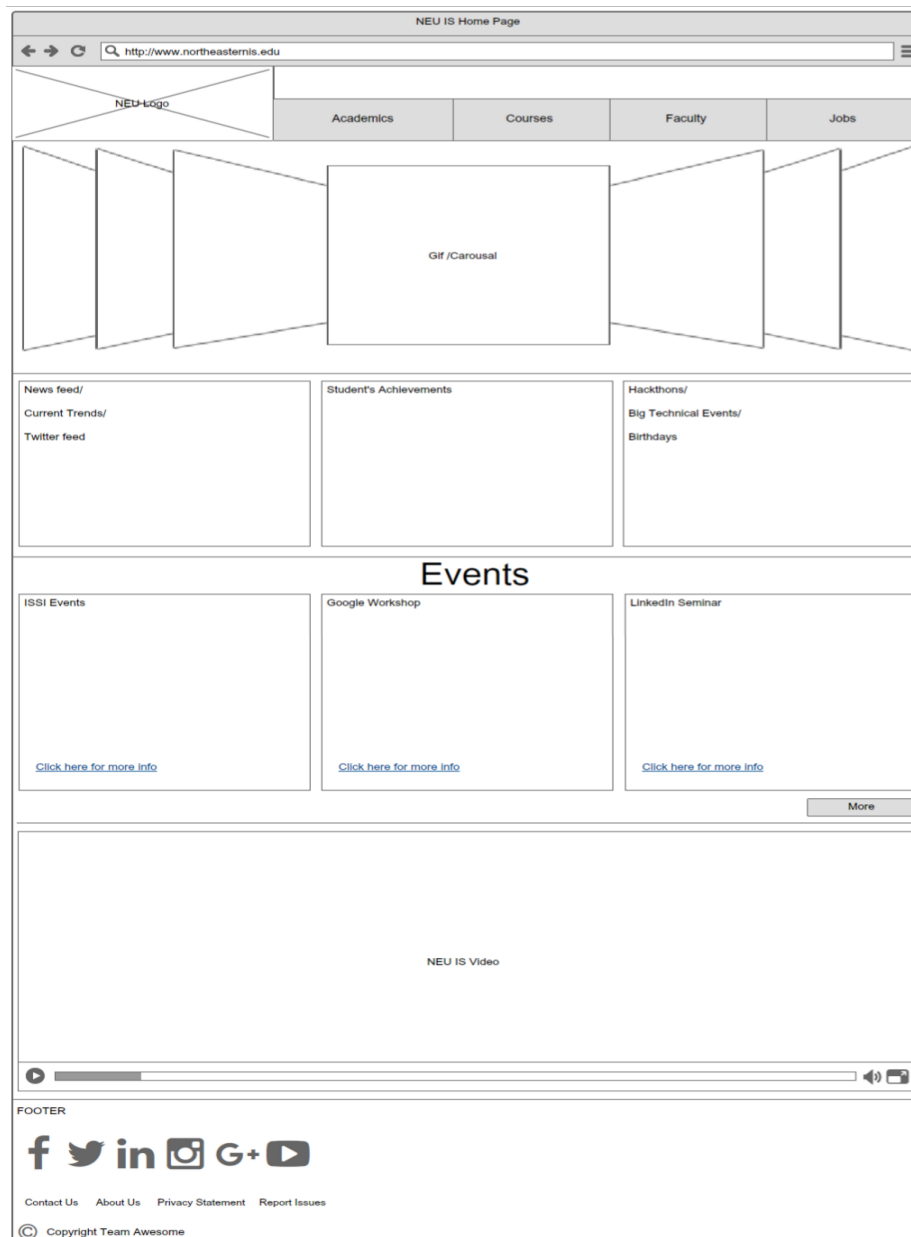


NORTHEASTERN UNIVERSITY

INFORMATION SYSTEMS DEPARTMENT WEBSITE

USER EXPERIENCE DESIGN AND TESTING



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1. Project Summary

Northeastern University is famous for its Information Systems program and Co-Op Opportunities. People who want to apply for the master's program are unable to get all the information in one particular website. Even students who are enrolled in the program are also unable to find all the information related to their courses in one place. So the main objective of this project is to gather all the information that are needed for the enrolled students , prospective students and professors to be placed under one hood. The website will house information regarding all the courses being offered, academics details for the prospective students, faculty details, events being conducted in and around NEU campus and job opportunities.

The website is going to be developed using responsive web design concepts in order to be viewed properly on all devices and desktop. The website would try to incorporate all the user experience design concepts learnt during class, assignments and research. The website and the information architecture has been designed by considering only the people related to the Information Systems department at NEU.

2. CONCEPTS USED

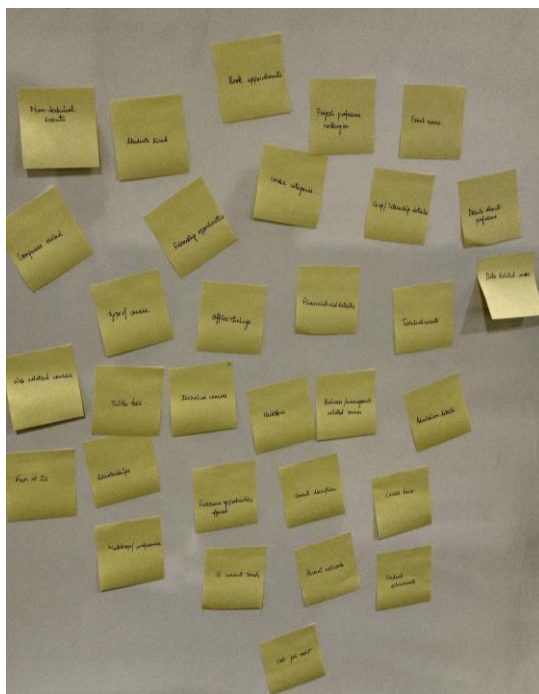
As a part User Experience Design and Testing course we learnt the following concepts which we have incorporated in the project and the concepts are

- Strategy
- Scope
- Structure
- Skeleton

2.1 Strategy

Business Goal:

The strategy behind coming up with this Information Systems department website is to collaborate all the information placed under different resources, websites and portal into one.



Creating Persona:

We used storyboarding to create personas of different people using the NEU IS website.

Shailesh

"I can't find all the information about IS department in one place!"

Age: 24

Occupation: Northeastern University IS Graduate Student

Experience: 2.5 years

Status: Single



Shailesh is always looking for different information about IS department. If he wants to know about alumni, he has to visit Alumni Center website; if he wants to book an appointment with a professor, he has to visit myneu portal; if he wants to check the fellowship details, he has to visit Northeastern University website. If he wants to know about events going on in IS department, he has to login to Facebook and explore all through events. He wants all such information to be clubbed together into one website.



Suprita

"I want to know about the admission requirements, course fees and number of courses to be completed for graduation."

Age: 23

Occupation: Prospective Student

Experience: 3 years

Status: Single

Suprita is a prospective student seeking admission in IS department at NEU. She wants to know the exact criteria for application. She wants to know the course structure, course fees and any scholarship being offered at NEU. She visited NEU website but couldn't find the basic information about course structure, course fees and number of credits to be completed. Also she needed more information about the co-op opportunities being present for IS students in future before making any decision.



Naina

"I am applying for Co-op/ internship this fall. I want to know about the information about career fairs, big companies visiting at one place and at right time."

Age: 25

Occupation: Current Student

Experience: 3 years

Status: Single

Naina joined Northeastern University IS department in Fall 2015, and now she is applying for co-op/ internship opportunities this summer. She cannot get all the information about the career fairs and the big companies visiting to the campus in one place. Last week, when Apple and Google visited the campus, she did not have an idea about it and so missed the opportunity to apply there and to interact with the company representatives.



Priyanka

"I don't have time to open so many pages and tabs to get the list of all courses offered in IS department."

Age: 24

Occupation: Northeastern University IS Graduate Student

Experience: 3 years

Status: Single

Priyanka is a very busy and impatient student. She likes to get the results immediately. Whenever she wants to look at the courses offered in IS department, she has to open myneu and login to the portal, then navigate to different tabs. Even the CRN number and the course description are not shown immediately on one page.



Rajesh

"I want to know about the current trends in IS and the future scope to keep me updated."

Age: 25

Occupation: Current Student

Experience: 4 years

Status: Single

Hitesh is a current student who likes to know about the emerging trends in IS. He is also interested in knowing about the future scope so that he can keep himself updated with the current trends. He wants to know all this information to choose the right course and excel in the interview and find a good job that matches his desire.

2.2 Scope

Defining a scope:

From the user survey we got to know about the scope of this website and restricted the work only to meet the needs of Information Systems students and faculty.

Versioning the Product:

We follow the concept of versioning the product. The desktop website that we are creating is versioned as version 1.0. We will be expanding our scope to make the website compatible with mobile devices and some other additional features like Alumni network etc., and we will be versioning it as Version 1.1.

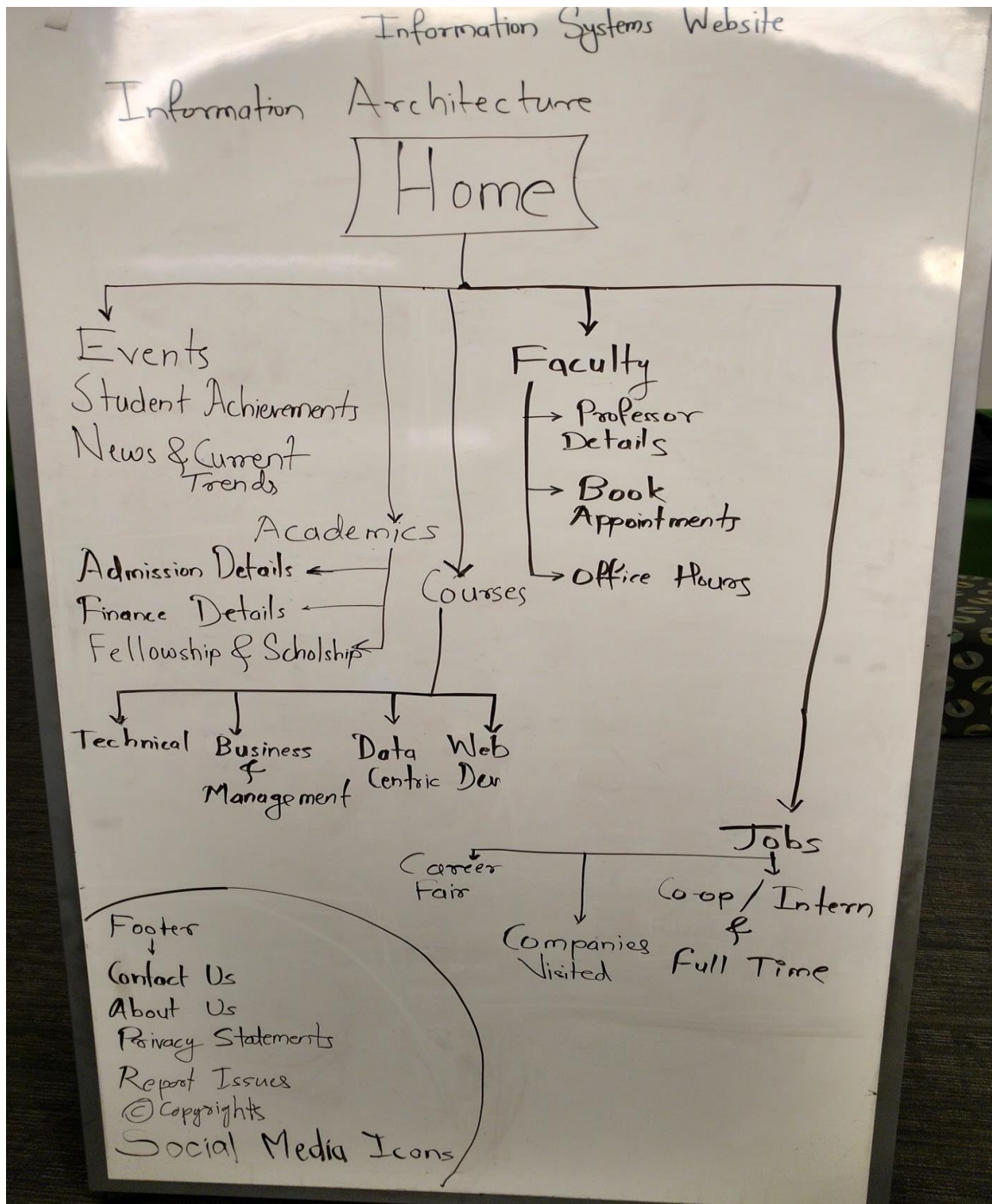
Defining Requirements:

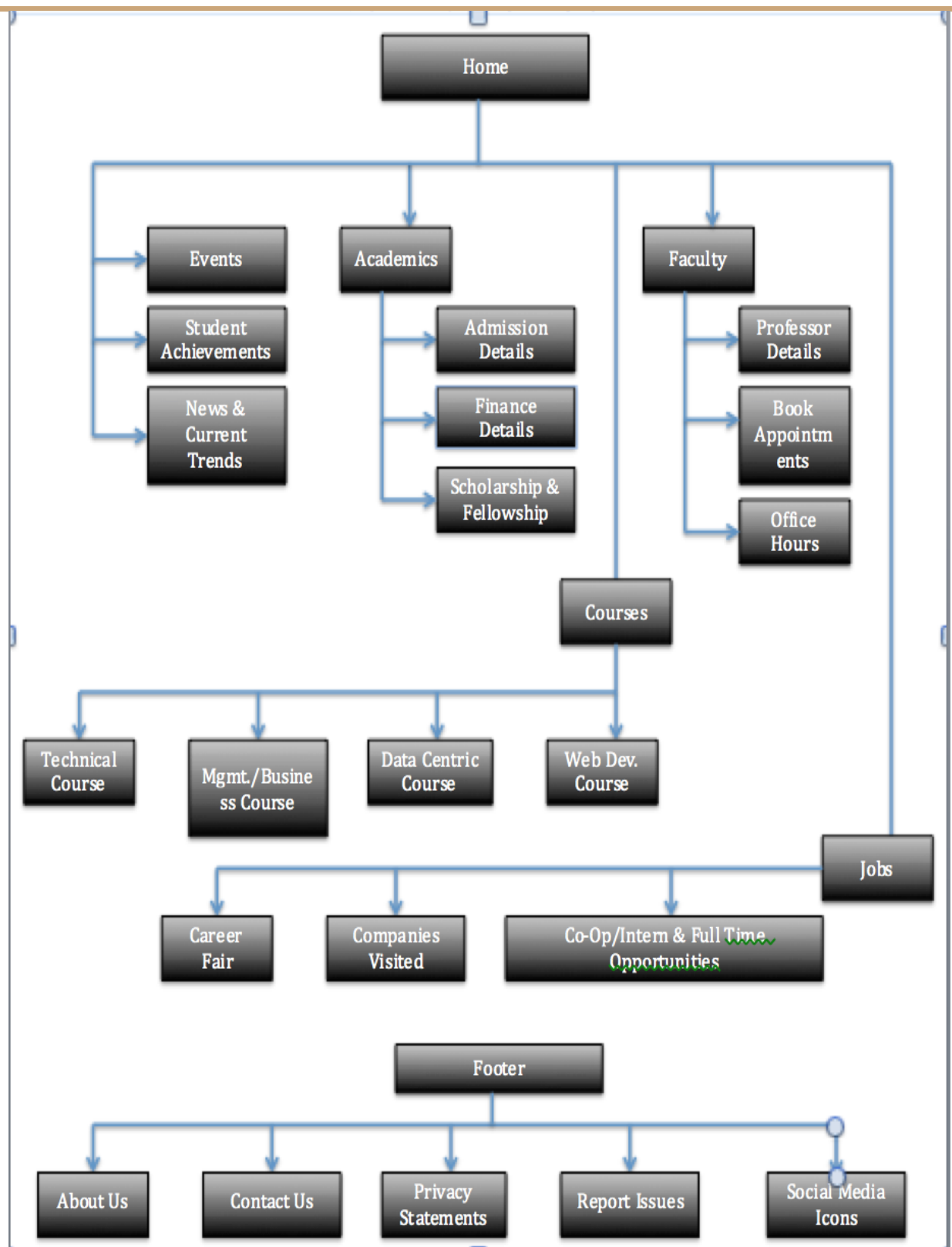
We defined the requirements of the NEU IS website from the survey and the storyboard.

2.3 Structure

We derived the structure after a clear understanding of strategy and scope. And, we used various techniques mentioned above to come up with the information architecture.

Information Architecture

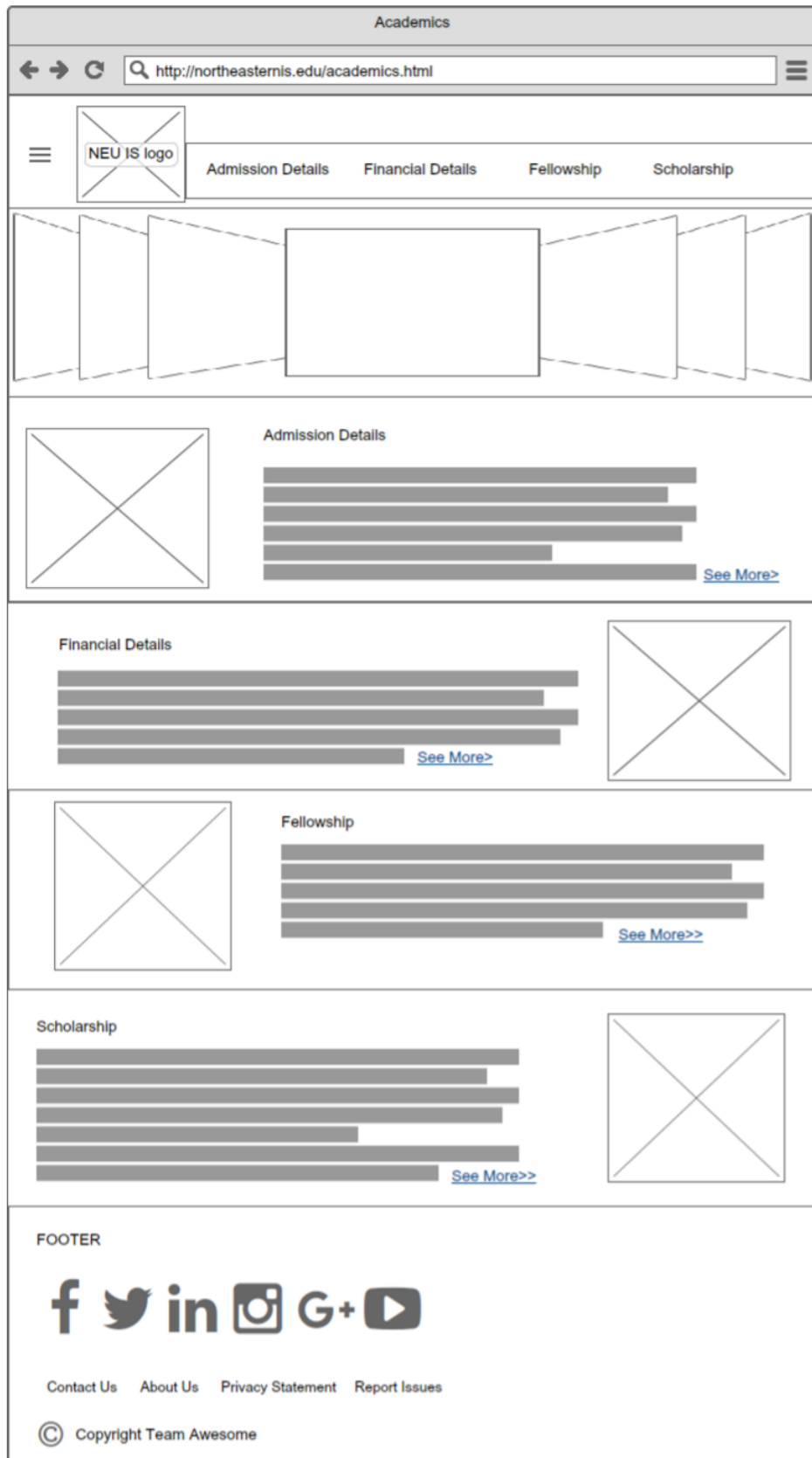




2.4 Skeleton

Wireframe





Faculty Details

← → ↻

http://www.northeastern.edu/faculty/facultydetails.html

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NEU Logo

ProfessorsBook AppointmentOffice Timing

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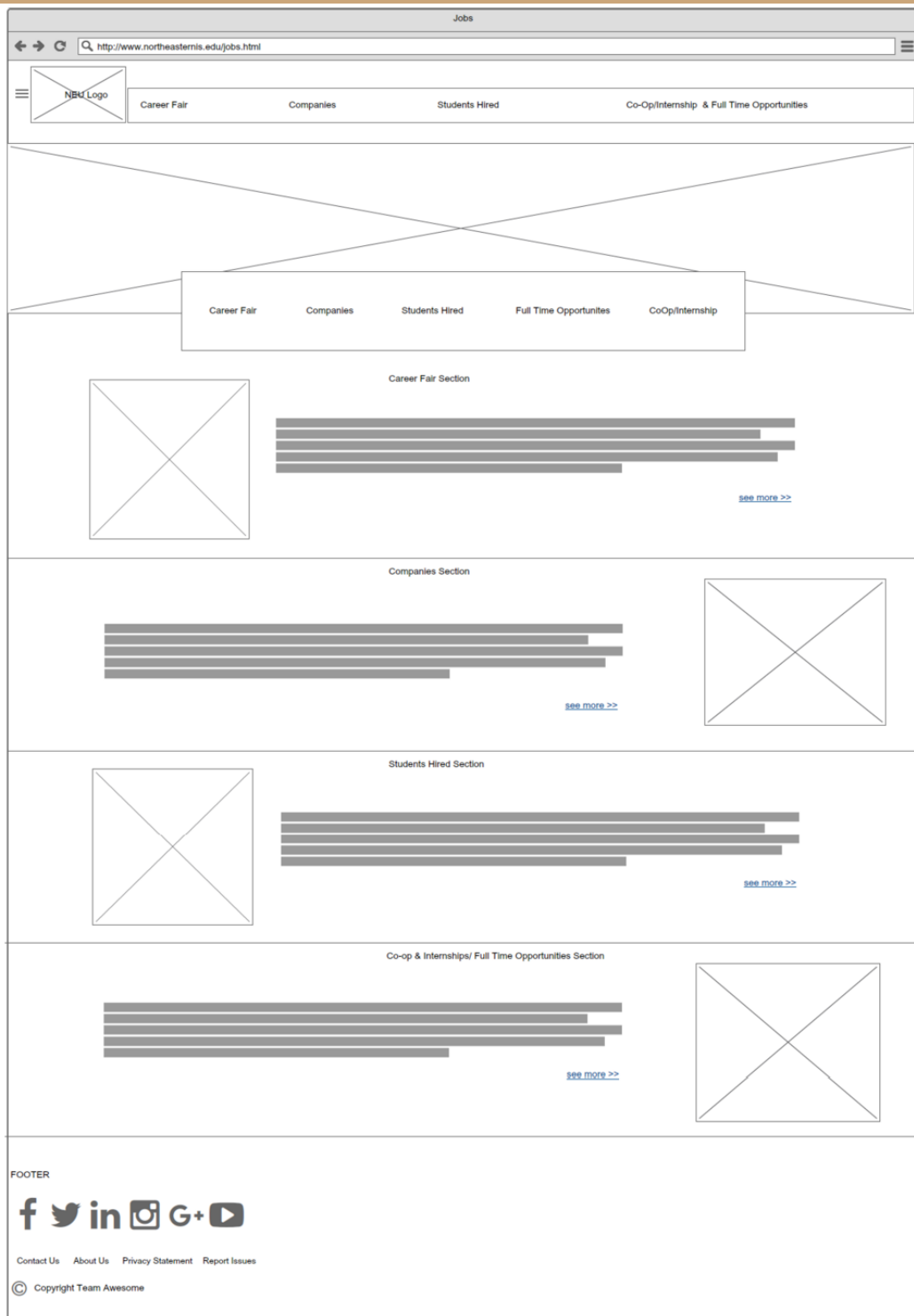
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Types of Navigation:

Following are the types of navigation that we have incorporated in the website

- Global Navigation
- Local Navigation
- Supplementary Navigation
- Contextual Navigation
- Courtesy Navigation
- Remote Navigation