UMD Info Challenge 2023
Abstract

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Prompt: CoPAR Website Concept Design

The essence of the current website for the Council on the Preservation of Anthropological Records (CoPAR) lies in providing organized and rich information on Anthropological records to anyone who uses the website. Cultural and linguistic information is embedded in these records, which has to be made more accessible to everyone. It functions as an important bridge between archives and users i.e, anthropologists and other academic researchers, historians, indigenous community members, and archivists.

Since this is a challenge that comes with a short deadline, we decided to conduct a design sprint over a span of 5 days to make sure our outcomes are meaningful and informed by data. We performed competitive analysis on websites with similar functions to explore variations in browsing styles, for eg: encyclopedias like Wikipedia sorts information differently than the Library of Congress, but both share the common goal of information retrieval and sharing. This also led us to understand the current information architecture and identify the scope of improvement. We also analyzed a couple of user profiles who would use the website. Along with this, we conducted an expert interview with the team in CoPAR to validate our ideas. From the interview insights, we will be working on the sketch phase of the sprint by focusing on creating wireframes. Our team plans to provide two versions of the website, considering immediate changes possible and changes that can be made later in the future as we want to create something that has the potential to grow smoothly as more data gets digitized.