

# UMD Info Challenge 2023

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CoPAR: Redesigning for Future Potential

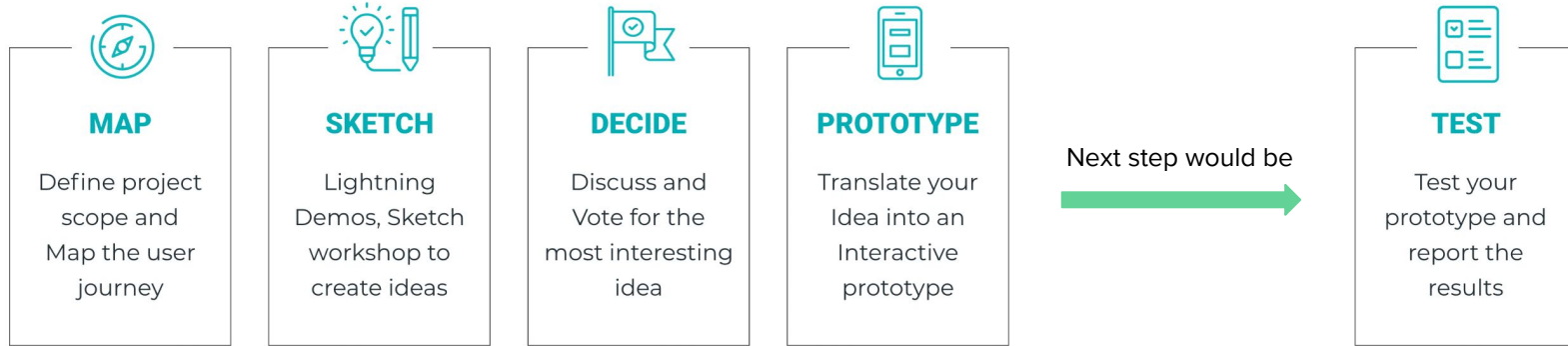
**Team\_IC23063**

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# Prompt

- Brainstorm ideas for how the website can be visually appealing and compelling using new thinking in web design
- Strategize information architecture of the website
- Consider user perspective on how the website can be made accessible and usable to them

# Our Design Process: A Modified Sprint



- Map out the website to understand how it works. Create user personas to capture current and potential users
- Conduct competitive analysis on how do other archives and encyclopedia website look like.
- Conduct expert interview with CoPAR team to gain better understanding of what is expected from them
- Create Sketches to brainstorm ideas
- Vote on the best ideas and convert them to prototype.

# Analysis

FigJam Link:

<https://www.figma.com/file/eujv7p5uPqIQu1dbYGSAOO/CoPAR---Website-Analysis?node-id=0%3A1&t=TJtz9qIRqhEh9H28-1>

# Website Concept

Figma Link:

<https://www.figma.com/file/gLjMg4chu3pQ4dHsFVvHzJ/CoPAR---Website-Prototype?node-id=0%3A1&t=X0tMo4NwHO3fgf1k-1>

# Suggestions and Future Improvements

- Use interactive maps with location specific information highlighted using icons
- Usage of Tags for every record uploaded to provide cross-searching and sharing
- Collaboration with other institutions to create directories and provision to create verified user profiles of anthropologists
- Integrate tableau and drupal to bring out the best of data visualization