

The parts that make up Information Architecture, are the User Scenarios, Use Cases, and Competitive Analysis. In this project, my group and I were to analyze the University of Alaska, Anchorage's website. We were then supposed to make user scenarios and use cases in order to build a redesign of the website but with designs that we think are improved.

The final result of this project had a redesign that we made, taking information about labels and what we think would work best for the website.

Personas:

The first step in this whole process was to find some personas on which we can base our user scenarios off of. Each member of our group, including me, interviewed three different people and recorded general scenarios on what they would use a university's website for. In order to be ecologically valid, we interviewed people ranging from prospective students to alumni.

We then wrote small backgrounds on each persona with a description on how they interact with a university website.

1st Deliverable: Persona Overview

Rachel Barber

Alumnus, 26 years old

Rachel graduated from University of California, Santa Barbara in 2011. She has a bachelor's degree in English and is currently working on her masters, and hopefully, her PH.D. Rachel currently attends California State University, Northridge as a graduate student and her field of study is English with a specialization in rhetoric and composition. Rachel says that English is her favorite subject all throughout different levels of education. She also works for the school as a Teaching Associate. She loves her students but sometimes they become annoying with the lack of effort that they put into their education. She visits her alma mater's website to catch up on upcoming events and sports. She also wants to find contact information about the professors that she wants to keep in touch with. Rachel also wants to find information about financial aid that can help her younger siblings who hope to attend.



Use Case Table:

In a use case table, we recorded around 100 different types of user scenarios. This way, we were sure to cover most that almost any user would have in mind. We also recorded the same scenarios for different users to get different perceptions. Along with the scenarios, we also recorded scales such as frequency, importance and interaction cost. With this, we were able to decide what scenarios are deemed the most important and ones that are used the most.

Use Case Numb	Use cases, sometimes including user scenario	Primary Persona
1	Michael Johnson wants to know what is the acceptance rate of the University?	Prospective Student
1*	Liwen Wang wants to know what is the acceptance rate of the University for transfers?	International Transfer
1**	Mr./Mrs. Matthews want to know the likelihood of acceptance for the University	Parent

Importance 1-3	Frequency 1-3	Import*Freq 1-3	Interaction cost 1-5	Page Distance
3	3	3	3	2.5
3	3	3	3	2.5
2	2	2	3	2.5

Here, you can see one scenario but different personas that might use that scenario.

Competitive Analysis:

In this section of the project, we compared 5 different universities that are on par or better with University of Alaska, Anchorage. As a group, we made many tables comparing different kinds of information. We included information such as home page labels, secondary level labels, and sublabels. This allows us to see all the different kinds of information that a university website has. Through this, we can decide on what labels to use in our redesign of the UAA website.

1) Home page Navigation labels

http://www.umd.edu/	http://www.ox.ac.uk/	https://www.tamu.edu/index.html	http://www.caltech.edu/	https://www.georgetown.edu/
UMaryland	Oxford	Texas A&M	Caltech	Georgetown
About	Admissions	About	About Caltech	Admissions
Academics	Research	Admissions	News & Events	Academics
Admissions	News & Events	Academics	Research & Education	Campus Life
Research	About	Athletics	Join Us	Research
Innovation		Research		Alumni
Campus Life		Student Life		Global
Athletics				About
Giving to UMD				

Another part of the comparative analysis required us to keep count of the labels. We made tables for all the different labels and how many are the same among the 5 different universities. This showed us which were the most popular, meaning which were the ones that are most important for a university website.

3.1) Overlapping frequency of homepage navigation labels

About	XXXX
Admissions	XXXX
Academics	XXX
Research	XXXX
Campus Life	XX
Athletics	XX
Giving to UMD	X
Innovation	X
News & Events	XX

Hardest Decisions:

One of the more difficult decisions I had to make when designing the alumni page on Balsamiq was deciding what pages to add. University of Alaska Anchorage's alumni page was significantly different than the "good" universities we reviewed. Most of the Universities we previously looked at placed a lot of importance on Athletics on their school's Alumni pages, and UAA's site had no information about athletics anywhere. This also made it difficult to find the right spacing for the main banner navigation elements. By deciding to add the middle UAA icon, we needed an even number of elements in order for the banner to be symmetrical. We originally had 5 labels we wanted to use. However instead of trying to decide which 4 elements were most important, we decided to add a label for "Giving" on the banner, as it is included in the UAA website as a main banner item. Because the Giving label is featured, it is an important part to the university and should be included.