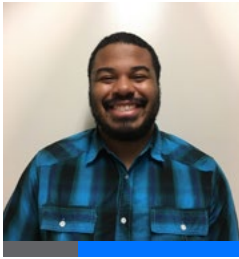




NEURO**VIGOR**

DESIGN DOCUMENTATION

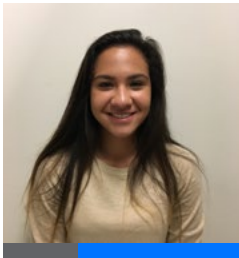
MEET THE TEAM



CAMERON GRUNDY // CONTENT MANAGER

CREATE AND ORGANIZE CONTENT FOR THE SITE

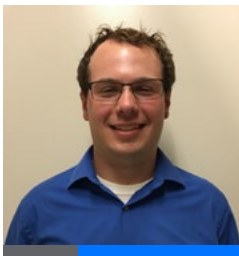
Cameron Grundy is a senior in Computer Graphics Technology at Purdue University. He specializes in programming, more specifically in HTML, CSS, PHP, and the Javascript MEAN Stack, with additional familiarity with C++ and Python. Cameron most commonly utilizes his programming skills for app and web development, and he looks to find a job in either a web-related field, or in a design-centric UX role. Cameron also interned at an Indianapolis company called TechPoint, where he developed many of the aforementioned skills in an intensive program that bridged the gap between the classroom and the workplace. In his spare time, Cameron enjoys gaming, as well as playing the bass guitar. Cameron is most easily contacted at his email, cgrundy@purdue.edu, or during the day at his Cell, 219-741-3468.



KAELA DISNEY // UX RESEARCHER

OVERSEE AND ORGANIZE UX RESEARCH PRACTICES AND ACTIVITIES

Kaela Disney is currently a college student at Purdue University, majoring in Computer Graphics Technology. Kaela just completed an internship with NASA's Jet Propulsions Laboratory, where she improved her technical, leadership, and communication skills daily. Her interests vary between web development and user experience, and she hopes to one day have a successful career that incorporates both of her two focuses of study. In her spare time she loves to travel and be outdoors, as well as hang out with her friends and family. Learn more about her by contacting kdisney@purdue.edu.



NICHOLAS GOULD // DEVELOPER

CREATE AND MANAGE CODE DEVELOPMENT OF THE SITE

Experienced with front-end web development, he has worked with Purdue Bands & Orchestras & the Purdue Office of Marketing & Media. He's also worked with a small movie theater doing web design and graphic design work. When he's not busy designing, you can find him making music with Purdue's athletic bands. You can contact Nick at gouldn@purdue.edu.

PROJECT OVERVIEW

DESIGN PROBLEM STATEMENT

Neuro Vigor's current website is aimed at informing a wide range of audiences about a novel solution that reduces disease and spinal injuries. However, the company's website has not been updated or modernized for at least two years. Everything from new content to an aesthetically appropriate design that matches current website standards is required. It is also necessary that we code in a way that provides the company an easier way to update content by themselves. Also, the site is experiencing a lack of user views, with more social integration from platforms like Twitter, LinkedIn, and Facebook it could greatly help promote the company as well as the site.

Throughout the semester our team will undergo the user experience process that entails research, design, and development that will help create a more functionally aesthetic interface for the Neuro Vigor's website.

DISCUSSION OF PROBLEM

Neuro Vigor's website is currently facing a wide range of problems both functionally and aesthetically. Not only is development a problem, but the site is also lacking a huge viewing audience. This is mainly due to the absence of marketing that we hope to focus on implementing more for the website.

Other minor issues that have arisen are the lack of resources that could benefit the website. Things like style guides, photos, and videos are missing that could help in the design process of a new website.

METHODOLOGY

Beginning with research and testing, and ending with the development of a final deliverable, we plan to use a multistage process to design and develop a brand new experience for users of the Neuro Vigor website.

RESEARCH & ANALYSIS

We plan to assess websites of companies in both similar and competitive fields. We plan to assess the usability, understandability, and the aesthetics of each site. Through this, we hope to not only familiarize ourselves with the “normal” design of the field, but also determine how to make Neuro Vigor’s site stand out amongst its competition.

The next phase of research will include conducting secondary research on specific elements we plan on implementing. One such concept is readability; how do we maximize the readability of the content of the site without depreciating its value and meaning? We want to look at research already done by others in the field to help us maximize the effect of elements we will eventually include in the Neuro Vigor site. Through this we will assess what design elements we should implement in our final deliverable, and how to maximize the usefulness of its design for the target audience.

In order to analyze the results of our research we plan to use affinity diagramming to sort out the best what design elements work best, as well as identify usability issues. This assessment will assist us in making personas that properly represent the target user.

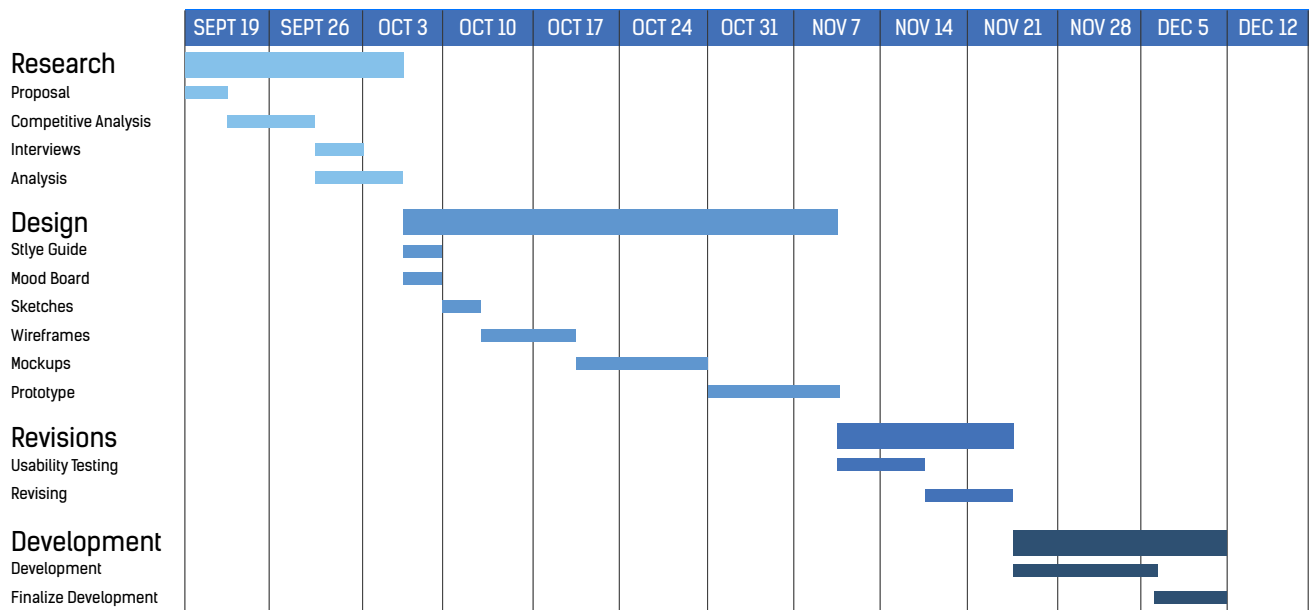
DESIGN

After we have concluded our initial research and developed personas, we can proceed into sketches, wireframes, mockups, and prototypes. This design phase will be a phase of constant evaluation and revision. Once we have a design that we believe works well for Neuro Vigor, we will subject it to user testing, and then revise it upon the testing results. This testing will provide insight into how the user interprets the site and its design, and will allow us to be able to modify the site’s design to make sure the user is interpreting the site as intended.

DEVELOPMENT

After our design has proven itself through user testing, we will begin development of the final deliverable. The final deliverable will be we developed as a WordPress theme, with a customized WordPress interface designed for simple updating and maintenance by Neuro Vigor staff.

TIMELINE



The project timeline is broken down into four major stages, with each containing smaller stages. Following the initial research phase, the largest phase of the project will be design. During this phase we will focus on determining the style and mood of Neuro Vigor, which will help us sketch and mockup potential designs that properly represent the culture and message of Neuro Vigor. Following the design phase, we will focus on revising and refining our designs into a final design, that we can develop into a final, functional deliverable for Neuro Vigor.

SUMMARY

Using our knowledge of design principles and development as well as the information gathered throughout the semester from user research and analysis, we hope to provide Neuro Vigor with a more modern and creative website. We hope to find ways of attracting more users to the site, through the research and pain points that we come across as well. Our team aims to approach each phase of development ready to understand how to create a better user experience for the problem at hand. By the end of the semester we plan to deliver a well thought out and thorough documentation that can be referenced by Neuro Vigor as they take on the task themselves.

RESEARCH & ANALYSIS

RESEARCH OVERVIEW

RESEARCH BREAKDOWN

Our team will touch upon three different stages of research throughout the course of this project. Detailed information pertaining to each research phase will be explained in more detail further into this documentation.

PRIMARY RESEARCH

Primary research will consist of surveys, and a heuristic evaluation. Surveys will be sent out to two main audiences. The first user group we sent the surveys out to were investors, which are Neuro Vigor's main target audience. We framed our questions not only around how they visually see the site but a large focus on how content is structured. We wanted to understand what kind of information is necessary for a site like Neuro Vigor to be more engaging for users. An additional survey will be sent out to a more general audience to understand the overall aesthetics of the current website.

Using Nielsen's ten core common usability heuristics, our team conducted an analysis that allowed us to identify usability issues and pain points that were common throughout the Neuro Vigor website. Each issue is visually annotated with an in depth explanation on reasoning behind the particular issue.

COMPETITIVE ANALYSIS

We analyzed similar websites that fit current industry standards, and identified a list of visually appealing elements and key points that inspired us in our final design process.

RESEARCH ANALYSIS

Additional research on color and how each gender visually perceives and reacts to certain types helped guide us in developing the company's style guide. Culture was also a major focus point to look at. With the company's focus on working alongside international investors, it was important for us to see what types of colors reflect a positive meaning.

To conclude the research phase, we took all of the collective research we gained from surveys, competitive analysis, and internal evaluations to develop personas and scenarios. Written to aid us in understanding the mind of the target user and the pain points that they potentially stumble upon.

SURVEY RESULTS

PROCESS

We sent out two surveys to: a general audience and investors. Since, it was difficult to reach out to investors due to the lack of resources available in our area, we sent out a survey tailored more towards a general audience for more feedback. We got a total of four responses back from investors and eight responses from the general audience. Below is a list of key points we found insightful for the development of the new site.

GENERAL AUDIENCE

Think of a website you like or visit often, what attracts you to that website? What makes you come back to it?

- An attractive design
- Easy to follow links and a structured navigation
- Simplicity
- Content tailored to me

How has social media played a role in informing you about different sites?

- It doesn't play a big role

What would you like to see once you enter a website?

- Visually stunning graphics
- Eye catching detail
- The general purpose

When using a website, what do you find helps you make sure you're still achieving your goal as a user?

- Sectioned content
- Simple Navigation
- Enjoying their time on the site

When looking at a company like Neuro Vigor, what information interests you the most?

- What the company does
- Sclerosis treatment
- Scientific advancement

Imagine you're an investor looking to invest in Neuro Vigor. Where would you first look on Neuro Vigor's site to find investor-specific information?

- Collaboration

SURVEY RESULTS

INVESTORS

Think of a website you like or visit often, what attracts you to that website? What makes you come back to it?

- Striking visuals
- Minimalistic
- Important information
- States the value of the company

How has social media played a role in informing you about different sites?

- Fairly unimportant/low priority
- Presence is good, but doesn't hold much weight with investors or co-developers

What would you like to see once you enter a website?

- Attention grabbing features
- How it connects with the audience/user
- What the site is about
- Mission, focus, progress

When using a website, what do you find helps you make sure you're still achieving your goal as a user?

- Good information layout and architecture
- Simplistic navigation between pages
- Personal association with the company, ie. a video illustrating what the company intends to do, which provides the user with a visual and audiological means of processing the information. Testimony from clinicians, etc.
- Retrieving the information you want easily

When looking at a company like Neuro Vigor, what information interests you the most?

- The uniqueness of its science and technology
- Business model
- Solution

When looking at a company like Neuro Vigor, what information is most important to you?

- Proof; solid evidence that progress is being made and something is worthy of research and clinical trials
- As an investor, what information would you want to find on a site such as this?
- Protection of IP, as well as explanations of novelty in their research or methods.
- Passion and clinical backing at all stages of development.

SURVEY RESULTS

SUMMARY

The target audience is looking for a striking, minimalistic, unique visual experience as soon as they enter the site. Social media has a low priority, but what is most important is the content of the site. They want to be educated on the mission and progress of Neuro Vigor, and be shown how excited and hopeful Neuro Vigor is in their mission. Although the mood of Neuro Vigor takes a high priority, they also need to be shown substantial backing in their R&D, enough that they can visualize a timeline for taking Neuro Vigor's research into clinical trials. Most people will find this site via search engines.

USABILITY HEURISTICS

In order to measure the usability, efficiency, and effectiveness of Neuro Vigor's interface we will base our results on Nielsen's 10 Usability Heuristics:

1. VISIBILITY OF SYSTEM STATUS

The system interface should keep the users informed as to what is going on. In order to carry out this, the system must provide the user with the appropriate feedback at an effective time.

2. MATCH BETWEEN SYSTEM AND THE REAL WORLD

Rather than designing in a systems oriented approach, the user should be able to fully comprehend the system. Using terminology, concepts, and practices that the user is generally familiar with in the real world. Information should also be structured in a way that's logical and most natural for the user as to what they see in the real world.

3. USER CONTROL AND FREEDOM

Often time's users will stumble upon unwanted pages by accidentally choosing system functions. In order to leave the page, and without going through anymore additional loops the user must be provided a visibly marked "emergency exit" that will allow them to quickly leave the page.

4. CONSISTENCY AND STANDARDS

Users should not have to question if different words, situations or actions mean the same thing. In order to comply with user needs, an evaluator is suggested to follow typical platform conventions that users are typically accustomed to.

5. ERROR PREVENTION

In order to prevent errors, perform usability testing and identify the pain points that users will come across. A better-improved design that commits to less errors is better suited than a good design with error messages.

6. RECOGNITION RATHER THAN RECALL

Make sure that all objects, actions, and options are visible for the user. This way there is less strain on the user for having them memorize additional information on different parts of the interface.

7. FLEXIBILITY AND EFFICIENCY OF USE

With two different users (novice and expert) navigating through the site, the interface should be functional enough to cater to both the novice and the expert. Accelerators can be provided to shorten the amount of time it takes for an action to be complete on the interface.

USABILITY HEURISTICS

8. AESTHETIC AND MINIMALIST DESIGN

Irrelevant information competes with the the most relevant information and therefore holds less importance when considering relative visibility.

9. HELPS USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

When errors are diagnosed they should be displayed in plain text rather than code. An effective problem statement should be provided, and a solution to negate the problem should be discussed.

10. HELP AND DOCUMENTATION

The interface should essentially be developed in a way that the user may not need support from help and documentation. In such instance where that is not the case the user should be able to easily navigate the interface where they can find the support needed to carry out complex tasks and procedures.

SEVERITY RATINGS

Severity ratings can be used to help determine which elements within an interface need to be fixed depending on how severe the rating may be. There are three factors that determine the severity of a usability problem. They are: frequency, impact, and persistence.

- Frequency: How often does it occur?
- Impact: Is the problem easy to overcome?
- Persistence: Once users are aware can it be easily avoided or will it continue to occur?

0	1	2	3	4
We don't agree that this is a usability problem at all	Cosmetic problem only: need not be fixed unless extra time is available on project	Minor usability problem: fixing this should be given low priority	Major usability problem: important to fix, so should be given high priority	Usability catastrophe: imperative to fix this before product can be released

VISIBILITY OF SYSTEM STATUS

NAVIGATION BAR

The navigation bar does a good job at identifying to the user where they are at a given time. By adding a darker shade of blue to the specific page that the user is currently on helps them understand where they are and eliminates any form of confusion.

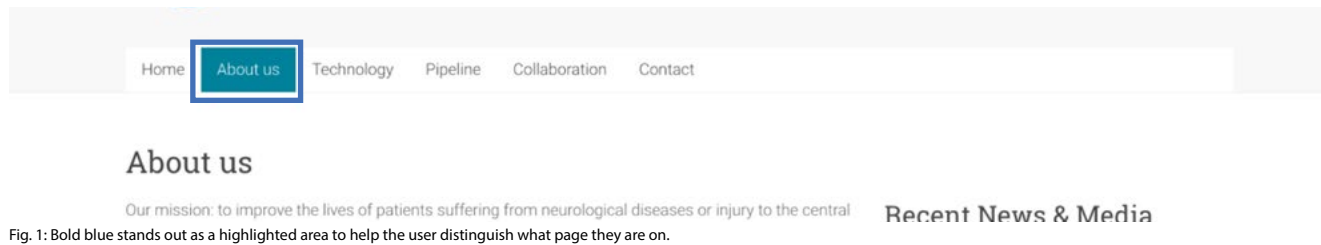


Fig. 1: Bold blue stands out as a highlighted area to help the user distinguish what page they are on.

Severity Rating: 0, We don't agree that this is a usability problem at all.

SUBPAGES

Once a user delves deeper within the site, exploring subpages can be confusing to the user if there is no indication to them about where they are at on the site itself. The publications page is a great reflection of this error. It can only be accessed if the user is on the Technology page, and can be easily overlooked if the user doesn't end up on the Technology page. Once the user clicks on Scientific Publications it will bring the user to the publications page where there is no visibility of where it is that they are. Other examples of this occurrence are pages within the pipeline page. Every page on the case study of a particular disease is without a proper tool that displays where the user is currently at on the website. This can cause confusion for the user if they forgot how they got there in the first place.

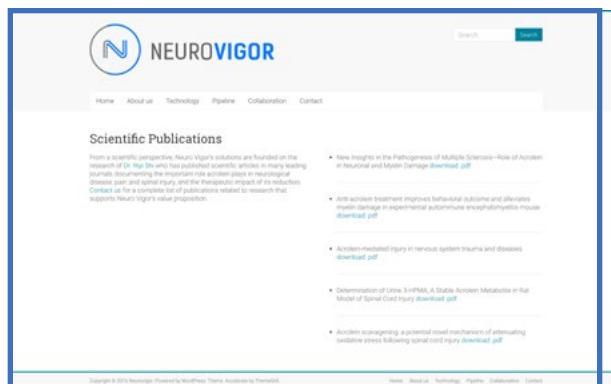


Fig. 2 and 3: No indication on the entire page that tells the user where they are on the website

VISIBILITY OF SYSTEM STATUS

Severity Rating: 2, minor usability problem fixing this should be given low priority

SUGGESTIONS

Develop a set of breadcrumbs for the user once he/she enters subpages so that they can visually see where there are on the website.

MATCH BETWEEN SYSTEM AND REAL WORLD

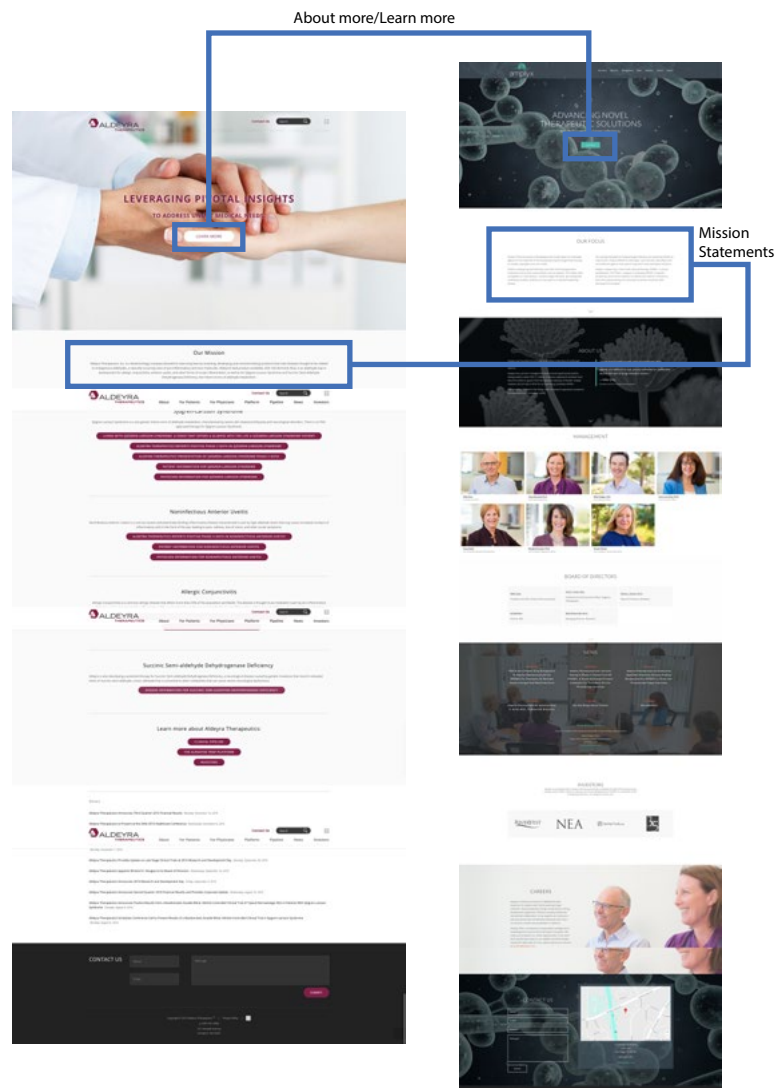
ANAGALOUS SITES VS. NEURO VIGOR

With the target audience for the site being investors and collaborators that want to work with Neuro Vigor to develop a novel solution, they are familiar with more technical terminology. Most medical/pharmaceutical companies have a very modern approach to web design today. Competitive sites all have a very similar appeal and give off the same hierarchy of information. Most are all full width single paged websites with responsive designs.

There are many similarities with both these sites. Each site has an enticing photo that asks the user if they'd like to learn more. Underneath, is a quick summary of what they do or their mission statement. The rest follows a similar structure.

These examples are current standards. Comparing it to the Neuro Vigor website we can see many differences between them and can infer that there is a more outdated appearance that users may not be familiar with when comparing it to the real world.

As far as content structure, Neuro Vigor does fine with introducing the problem statement like the newer more modern designs. However, there's still a lack in visual appeal that makes the website less interesting to look at.



MATCH BETWEEN SYSTEM AND REAL WORLD

Users aren't familiar with this standard since it's so outdated compared to the more modern looking websites. Neuro Vigor's website isn't full width, contains too much white space, and lacks the aesthetics that pull a user in.

However, Neuro Vigor does show off their solution with a visual image that relates to medicine and a mission statement beneath it. This is something that we've seen in more modern sites, and users can find familiarity with these elements.

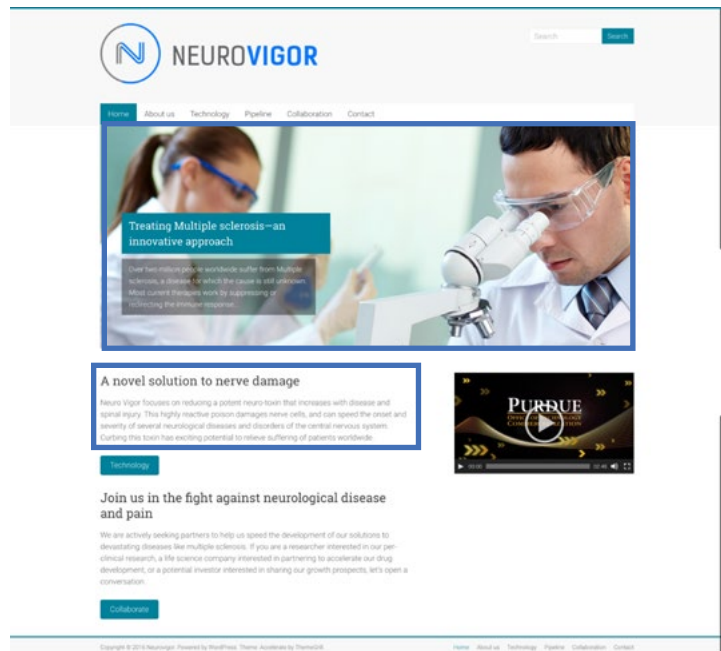


Fig. 6: Displays relevant picture that relates to the medical/pharmaceutical field. Also displays a mission statement introducing the user to what it is Neuro Vigor does.

Severity Rating: 3, major usability problem: important to fix, so should be given high priority

SUGGESTIONS

Develop a more updated website that fits a more current industry standard in order for users to familiarize themselves with the elements that are given to them on the page.

USER CONTROL AND FREEDOM

RECENT NEWS AND MEDIA/PRESS RELEASE

This section that's viewable on the about page, does not give users very much control. Neuro Vigor almost gives out misleading terms as far as "Recent News" and "Press Release" when they are no options to view more articles. The users are restricted to only view what's on the page. Giving the user options to cycle through different news articles and press releases will make the user feel more in control. Having limited articles without any visibility on whether or not there could be more can confuse the user.

Severity Rating: 2, Minor usability problem: fixing this should be given low priority.

SUGGESTIONS

Having a button to go through posts and different archives would be more beneficial for the users control and freedom. It will also eliminate any confusion they may have if there aren't as many articles to display.

he lives of patients suffering from neurological diseases or injury to the central
top novel drug treatments and diagnostic approaches to reduce symptoms,
eting neuro-toxins which increase inflammation and damage nerve cells.

property is enabling development of more accurate diagnostics for the root
and pain. Neuro Vigor Rx therapies are then precisely targeted to mitigate and
o-toxins associated with tissue inflammation and damaged nerve cells which
s. There are acute unmet needs for effective therapies with reduced side
ers such as multiple sclerosis, Parkinson's disease, and neuropathic pain which
development priorities.

in 2013 to monetize 15 years of path-breaking research of its co-founder, Dr.
recognized Neurosciences MD and researcher who discovered the links
toxin, Acrolein, and multiple neurological conditions. In animal studies, he also
hich reduce Acrolein levels resulting in improvement in CNS symptoms
s in place for advanced pre-clinical work designed to prepare the company for
ocused on its first Acrolein Scavenger Rx product for multiple sclerosis.

s focus and priority is an FDA cleared drug and companion diagnostic for MS.
y impact the remit & relapse cycles associated with MS and delay disease

Recent News & Media

- Neuro Vigor licenses innovative Purdue technology to treat neurological diseases

Press Release

- Purdue News, June 13, 2013 Testing method promising for spinal cord injuries, multiple sclerosis
- PMC February, 2011 NEUROLOGIC HEALTH: Acrolein and Neuro Disorders
- Purdue University News Service, November 23, 2010 Findings suggest new cause, possible treatment for multiple sclerosis

Fig. 7: Displays limited articles that could possible confuse the user if they were expecting more.

SUBPAGES

There isn't much control when the user is on all of the subpages. There are inconsistent links that sometimes opens a new page in a different window, however, with the lack of breadcrumbs or navigation to show the user where they are at, they must intentionally hit the back button on their computer browser to see the previous window. This is also a lack of control for the user when they don't have the ability to freely navigate throughout page and comfortably go back to something they were previously on without having to use the back button on their browser.

Severity Rating: 3, major usability problem: important to fix, so should be given high priority

SUGGESTIONS

As discussed having a breadcrumb navigation somewhere on the page will help the user not only understand where they are, but will also give them the control they need to go back to certain pages without having to click the back button a number of times to reach the intended page.

CONSISTENCY AND STANDARDS

ABOUT US TEAM

Visible on the about us tab is a collection of founders and board members that represent the company. Inconsistent sizes are used to display the profile photos on the page as well as if the user views the full description.

However, Neuro Vigor does show off their solution with a visual image that relates to medicine and a mission statement beneath it. This is something that we've seen on more modern sites, and users can find familiarity with these elements.

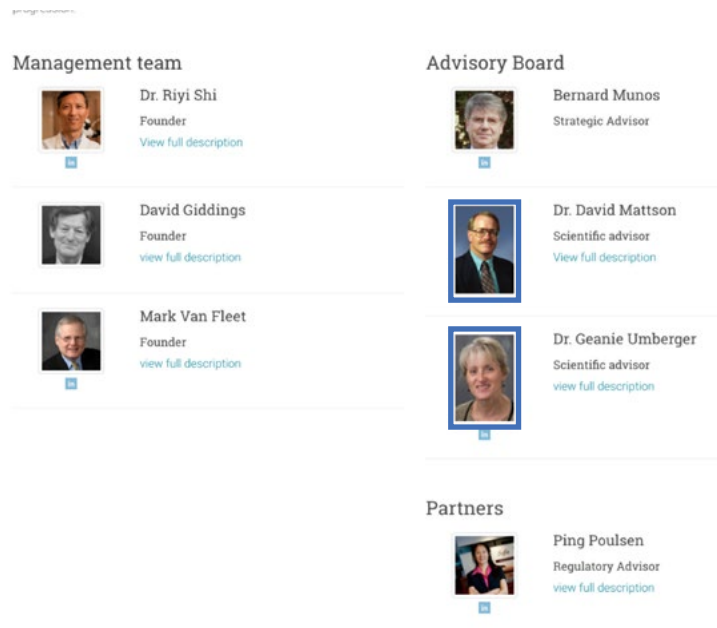


Fig. 8: Both pictures bordered in red are shown to be different sized than compared to the rest of the profile photos.

Dr. David Mattson



David H Mattson, MD, PhD, serves as Program Director of the Neuroimmunology/Inflammation Program and Professor of Neurology at the Indiana University School of Medicine. He earned his medical degree with honors from the University of Chicago, where he specialized in immunology. Subsequently, he became a neuroimmunology fellow at the National Institutes of Health (NIH) in Bethesda, MD. Dr Mattson currently serves as Vice Chair for Clinical Research at the Indiana University School of Medicine.

Mark Van Fleet



Mr. Van Fleet is an accomplished business development executive with decades of experience in assisting firms to launch their international dimension. He has also started two of his own firms and advised multiple U.S. and foreign companies on investment, corporate development and operations. He currently serves as the Managing Partner of Converge Ventures, a firm that leverages the contacts, expertise and proven strategies of its U.S. and foreign partners to accelerate the success of companies and institutions worldwide.

Fig. 9 and 10: If you view full descriptions, it will show the picture of the individual freely placed. Comparing each figure side by side, it is easy to tell the inconsistency with both descriptions.

Severity Rating: 1, Cosmetic problem only: need not be fixed unless extra time is available on project

SUGGESTIONS

Appropriately size each profile to be the same consistent frame throughout the site.

RECOGNITION RATHER THAN RECALL

OVERALL SITE

The majority of the site does a good job at displaying to the user what page they are on, the difference between linked text and regular text, input fields, etc. The site uses color effectively to reflect this point. By changing the color, the user is more aware that it could be a possible link that navigates them to somewhere else. Also, the site implements the hover effect to its photo to show to the user that they can click on it to expand the image.

SUBPAGES

Again, when going to subpages on Neuro Vigor's site, users aren't given any sort of navigation to show them where they are currently on the page. This allows for more strain on the user as they have to memorize or remember where the information was located.

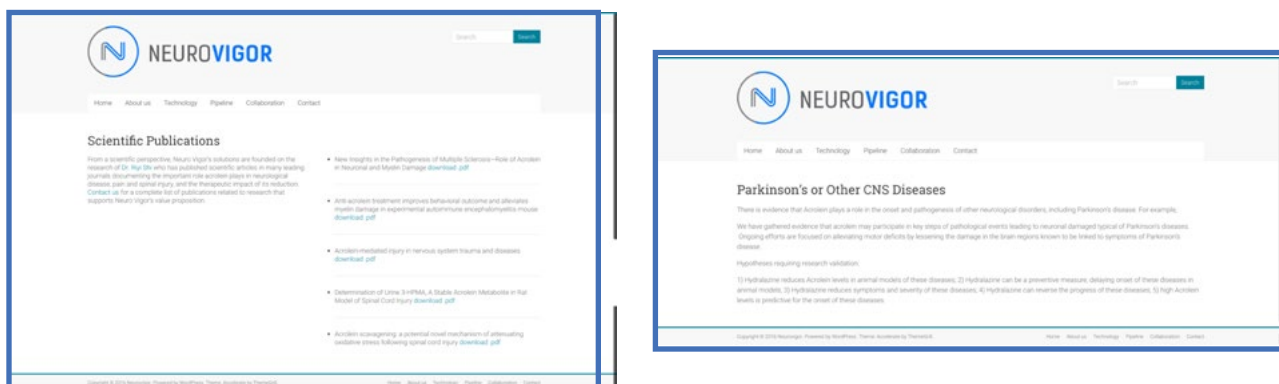


Fig. 11 and 12: No indication on the entire page that tells the user where they are on the website

Severity Rating: 3, Major usability problem: important to fix, so should be given high priority

SUGGESTIONS

Develop a breadcrumb navigation tool that shows the user what page they are on and how to get back from there. This will eliminate the additional stress it takes to remember where they are on the page.

FLEXIBILITY AND EFFICIENCY OF USE

HOME PAGE

As the site continually gets new and old guests, it must do an efficient job at stating the point without confusing or overwhelming the user. More occurring guests will face fewer problems since they already know how to navigate through the site as well as what it is they are looking for. However, new guests can be stumbled especially, when it comes to the first page. The home page is currently very content heavy. New users are more likely to question where it is they are supposed to go and what is it they are supposed to do.

Figure 13 shows a content heavy home page with three different types of available content that the user can access. Without a structure or hierarchy the user may question what they should be looking at first.

Severity Rating: 2, Minor usability problem: fixing this should be given low priority

SUGGESTIONS

Allowing for a more structured home page that aligns content in order of importance can help new users understand what the site is intended for. Also keeping it more brief and summative for the new users will help hook them in more instead of giving them a cohesive summary from the start.

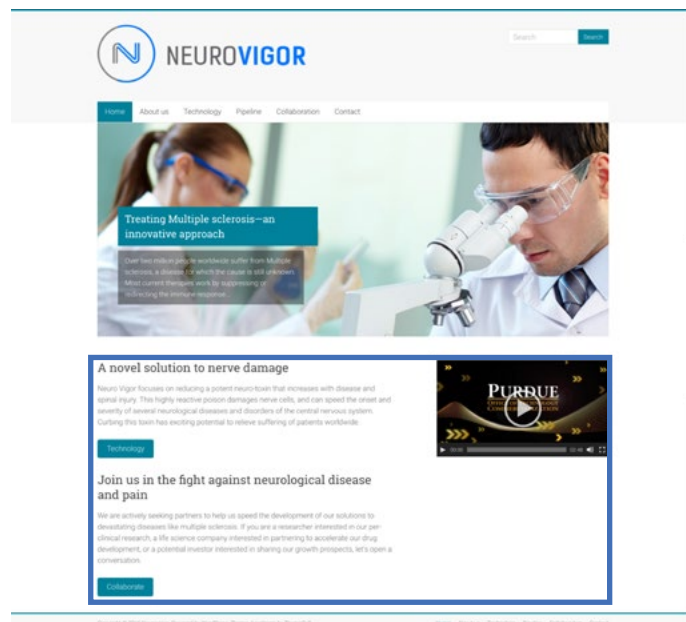


Fig. 13: Three different types of content all structured in the same general area without any visual hierarchy. Makes the new user question what they should be looking at.

AESTHETICS AND MINIMALIST DESIGN

OVERALL SITE

As a site that has been outdated for several years, it struggles to match with current industry standards that reflect a more modern look. That being said, there are several aesthetically outdated features to the overall site that could be looked at and redesigned to match with industry standards. Starting from the header portion of the site, the logo is too big and gives the header empty awkward space that is unnecessary. The search bar in the header isn't parallel with the logo. Having it randomly placed in the header also doesn't help the awkward space that encompasses it.

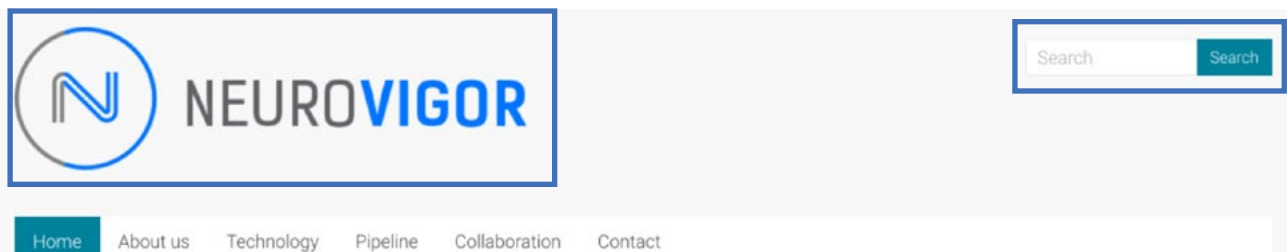


Fig. 14: Unnecessary sizes and random placement for certain elements on the header. Also, a lot of empty space is being used up by the header.

The body content is also something to question as far as structure. Many of the pages have content that has questionable hierarchy in terms of whether or not it is more important or if everything should be of equal importance. On the about page for example, when the user scrolls down to the representatives that have founded and contributed to the company, elements that are side by side can be inferred that it is of equal importance. That brings to question to the user if the management team is just as equal of importance than the advisory board, and if the partners aren't on the same level. Another good example of this is reflected on the pipeline page of the website. It shows several diseases that Neuro Vigor case studies. Again, in terms of hierarchy, what does it mean looking at if from the users perspective when they see a case study that fits the width of the page and has a featured photo next to it than compared to three other case studies that together fit the width of the page? We can only infer that the one given more space and higher up is of more importance than the rest.

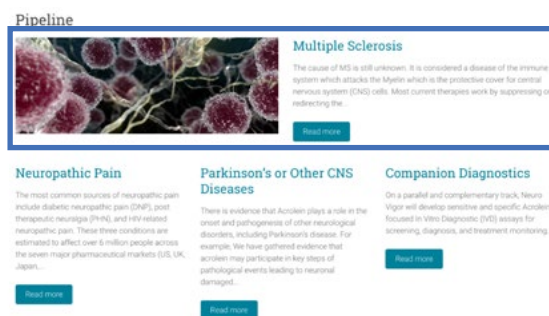


Fig. 15: The hierarchy on this page shows that Multiple Sclerosis is the more important and featured case study than compared to the other three.

Severity Rating: 3, Major usability problem: important to fix, so should be given high priority

SUGGESTIONS

Reconsider reevaluating the hierarchy and structure of content on each page, and understand what is most important and what is of equal importance.

HELP AND DOCUMENTATION

OVERALL SITE

The site doesn't have an available help page or documentation that could aid the user into solving/ answering a problem that they encountered during their time navigating through the website. There is an available contact form visible on the footer as well as the header that the user could fill out to get in touch with the company.

Severity Rating: 0, we don't agree that this is a usability problem at all

SUGGESTIONS

Help should essentially be non-existent if the design and content is fluid and well structured to that specific user. Especially when it comes down to user experience and interface design, it is important that users don't rely on a "manual" to help guide them through something that has been through the UX process. However, at times when the user is stuck, contact forms and information are useful and can be provided on the site. Help desks and FAQ's are also helpful for the user.

COMPETITIVE ANALYSIS



DESIGN ELEMENTS

- Single-page design
- Full-width sections, often with pictures or textures as backgrounds
- Organizes content into tiles
- Animated downward arrows, directing the user to keep scrolling
- Menu made up of anchor links
- Responsive

CONTENT

- Content is vague and simple, but goes more in depth later in the text
- Includes PR releases and provides media contact
- Provides details on current funding, and list investors
- Lists staff and board of directors



DESIGN ELEMENTS

- Full-width sections, each with a link to learn more, separated by line breaks
- Contact inside footer
- Menu includes specific sections from home page oriented for specific audiences
- Side menus on non-home pages
- Responsive

CONTENT

- More detailed pages with in-depth explanations, videos, and infographics
- Investor pages include: Press releases, SEC filings, governance, stock info, Historic stock lookup, investment calculator, and email alerts

COMPETITIVE ANALYSIS

TELEOS THERAPEUTICS

teleostherapeutics.com

DESIGN ELEMENTS

- Home serves as about, single-section with cover photo
- No footer
- Minimal use of graphics
- Responsive

CONTENT

- Minimal content
- Includes past publications



aptinyx.com

DESIGN ELEMENTS

- Animated banner
- Home serves as about
- Full width sections
- Minimal use of graphics on all pages except home
- Responsive

CONTENT

- Highly detailed info
- Includes recent news articles
- No investor info

RESEARCH ANALYSIS: COLOR

When briefed that we were to completely redesign Neuro Vigor's style guide, color was an important aspect to understand and research in order to see how people and culture react towards certain shades and tones. We went through several revisions of color schemes until deciding to stick with the original blue and gray that Neuro Vigor's original website currently holds. We decided to stick with the original colors for two main reasons. Firstly, we didn't want the users that are already familiar with the site to be confused if we drastically changed all aesthetics that the company associates itself with. Therefore, in order for us to avoid the loss of identity, we decided upon sticking with the original colors. Lastly, through research we found that there is a positive association between how culture and gender look at gray and blue. Since they are already great colors in terms of perception it didn't seem practical for us to make any immediate changes.

MAIN TAKEAWAYS

We found a considerable amount of information and a lot of positive results that helped support our final choice on using the original blue and gray. Below are a list of some of the key points that stuck with us and led us to our final decision.

- It takes 90 seconds for a customer to form an opinion about something. 62-90% of that initial interaction is solely based on color.
- The color blue is associated with many positive meanings, some of which being: trust, peace, order and loyalty.
- In Eastern and Asian cultures blue is associated with immortality, and globally considered the most positive and safest color.

PERSONAS

Using the data and findings gathered from our primary research, we generated two personas to represent our target user groups.



DANIEL HOFF:

AGE: 48

OCCUPATION: Entrepreneur/Investor

RELATIONSHIP STATUS: Married

LOCATION: Indianapolis, Indiana

PROFILE:

Daniel is a very successful entrepreneur who loves investing his money in different companies and startups that he believes can make a difference. Very down to earth, he loves spending his free time outside and helping out the community with various functions and charitable events. When you can't find him outdoors, you can usually find him spending time with his family. He is happily married and expecting his first child. He lives close to his parents due to the fact that his father has spinal injuries. His father has been a huge influence in his life and has helped aid in his success today. Daniel is committed on investing in companies that research and study solutions that could effectively solve the issues that his father is facing. Daniel's process of narrowing down a potential investment is thorough, and after extensive research he didn't come across any that caught his eye. Daniel is looking for a startup website that is up to date aesthetically with current website standards. When dealing with a large capital investment, Daniel wants to make sure that he can put his trust in the company that he is committing to. If he notices that things seem outdated in any way he may not be convinced that the company is still in operation.

GOALS:

Daniel is committed in contributing his time and money to finding a solution to help his father and many other people in the world who face similar issues. He is interested in a web application that presents useful information in a modern and aesthetic way that will hook him in.

PERSONAS



KEN SYTO:

AGE: 63

OCCUPATION: President of a private pharmaceutical company

RELATIONSHIP STATUS: Married

LOCATION: West Lafayette, Indiana

PROFILE:

Ken is founder and president of a very successful privately owned pharmaceutical company based in West Lafayette, Indiana. With the amount of work that he's contributed to getting his company off the ground and become as successful as it is today, has made him delegate more work to his colleagues. That being said, he works shorter days and more at home. Still very committed to his job and his company, Ken is a hard worker and will make sure that his company will always hold a position at the top. Now that he has more time on his hands, he focuses on building his relationship with his kids and grandkids. He loves spoiling them and hopes that one day some of them will be able to take over the business. When he is working, part of his job description is to research up and coming start up companies that look promising in collaborating and investing in. Ken is very selective with the types of companies that he works and invests with. He has a particular system in place that checks off all of the acceptable qualities he sees are worthy in collaborating and investing in a company. One of those important qualities that he looks for is content. Ken is looking for engaging content that is structured in a way that tells the overall story of the company and what it is that they aim to do. If it seems that the company hasn't given off the right criteria that Ken expects he will not dedicate his time or consideration into that particular company.

GOALS:

Ken is a very selective individual, with the amount of success that his company has achieved he wants to make sure that the capital he invests in towards others companies is worth his time and gives his company a good name. He is interested in a web application that is engaging in terms of content.

SUMMARY

After completing the research portion of our project, we were able to start the design phase. We used all of the insightful information gained from research and used it to start developing and ideating what we believed would be a more aesthetically pleasing and engaging website for target users.

DESIGN

DESIGN OVERVIEW

DESIGN BREAKDOWN

Our team will touch upon three different stages of design that are crucial in the final development of the website. More information pertaining to the design breakdown will be explained in detail further into this documentation.

INITIAL

The initial design was our first starting point as a group in ideating what the website could potentially look like. This first portion consisted in developing the mood board, style guide and very low fidelity ideations that eventually took off and became higher fidelity later on in the design process. Sketches and wireframes are found in this section.

VISUAL

We then took key elements from various sketches and wireframes that we made individually and put together high fidelity mockups that consisted of various parts of group member's ideas.

ITERATIVE

As we concluded our wireframes, we began developing higher fidelity mockups. With multiple mockup versions, we thought it best to conduct informal testing to ensure the direction we were going in was the right way. When we concluded our final mockups we went straight into prototyping and testing.

MOOD BOARD

The Mood Board aimed to capture a sense of what emotions the site would invoke, and this was done through the application of our core colors, as well as images that suited the mood.



STYLE GUIDE

The Style Guide was developed with the intention of serving as a reference tool to particular styling elements that the company goes by. The style guide consists of colors, fonts, dimensional lengths, and greyscale logos.

STYLE GUIDE

The Neuro Vigor color palette is made up of three colors. Novel Blue and Robust Gray are the featured colors that should be used for emphasis, such as headings or titles. Blue gives a sense of peace to visitors and is likable by the majority of the world's population. Gray is considered professional and serious. White is also part of the Neuro Vigor color palette. White is used mainly for backgrounds, but can also be used for text or graphics against dark backgrounds. White gives a sense of trust and virtue to visitors.

<div>Robust Gray</div> <div>#808284</div> <div>R: 98</div> <div>G: 99</div> <div>B: 102</div> <div>C: 62%</div> <div>M: 53%</div> <div>Y: 50%</div> <div>K: 21%</div>	<div>Novel Blue</div> <div>#0074ff</div> <div>R: 0</div> <div>G: 116</div> <div>B: 255</div> <div>C: 79%</div> <div>M: 56%</div> <div>Y: 0%</div> <div>K: 0%</div>

STYLE GUIDE

A clean, modern typeface, Kelson Sans Regular represents the spirit of Neuro Vigor. Bold and striking, Kelson Sans presents a modern, innovative image. Kelson Sans should be used for logos and headings. Kelson Sans Regular should also be used for titles and headings, but never for body text.

Kelson Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

STYLE GUIDE

Simpler than Kelson Sans Regular, Myriad Pro Regular is a marriage between serious and playful. Myriad Pro is a multipurpose font that is perfect for body text, no matter the content. Myriad Pro Regular should be used for body text and sub-headings.

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

STYLE GUIDE

When placing text on a white background, gray should be used instead of black. The best gray to use for this purpose is #333333. If “Robust Gray” is used for this purpose, the text will not show clearly against the background. This should be avoided.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sit amet dui eget lacus posuere blandit. Mauris lobortis, purus in pellentesque euismod, felis enim feugiat sapien, suscipit consequat augue mi vel turpis. Nulla facilisi. Aenean dictum mollis velit non cursus. Donec non luctus metus. Nam condimentum placerat egestas. Aliquam iaculis vestibulum est et tempor. Ut ut scelerisque ipsum. Donec nec risus dapibus, gravida augue sed, molestie diam, quis accumsan sapien sodales non. Aenean rutrum erat id sem pulvinar, sed ultricies dolor gravida.

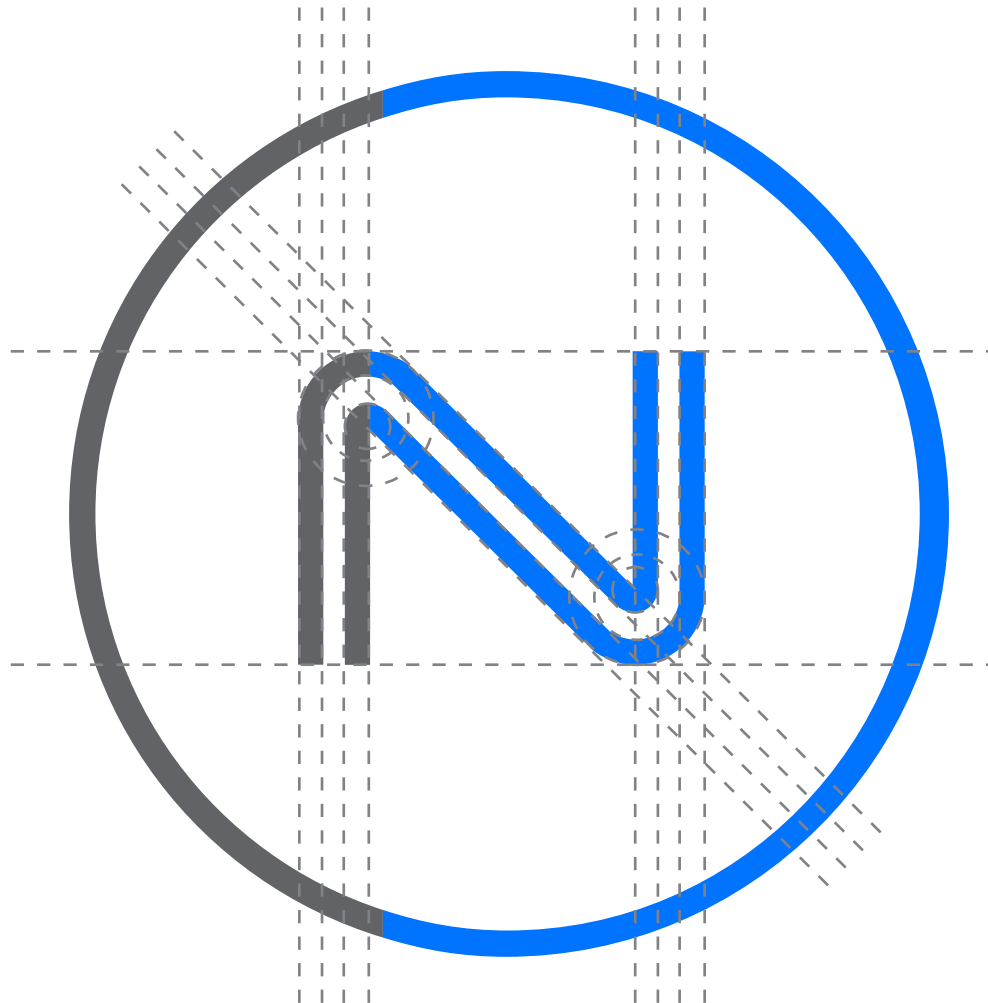


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sit amet dui eget lacus posuere blandit. Mauris lobortis, purus in pellentesque euismod, felis enim feugiat sapien, suscipit consequat augue mi vel turpis. Nulla facilisi. Aenean dictum mollis velit non cursus. Donec non luctus metus. Nam condimentum placerat egestas. Aliquam iaculis vestibulum est et tempor. Ut ut scelerisque ipsum. Donec nec risus dapibus, gravida augue sed, molestie diam, quis accumsan sapien sodales non. Aenean rutrum erat id sem pulvinar, sed ultricies dolor gravida.



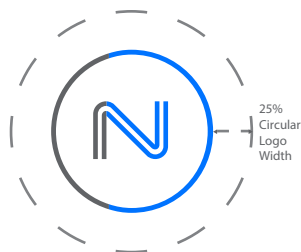
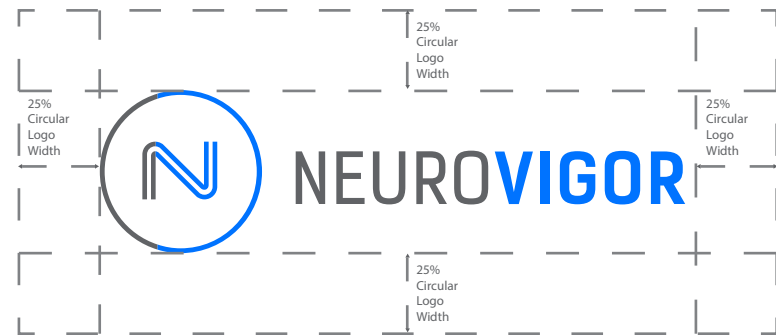
STYLE GUIDE

The Neuro Vigor logo is available in the three different formats. Each one has its own strengths and should be used based upon the design of the work they are being placed on. Priority should be placed on using versions of the logo that include the Neuro Vigor title to ease brand recognition.



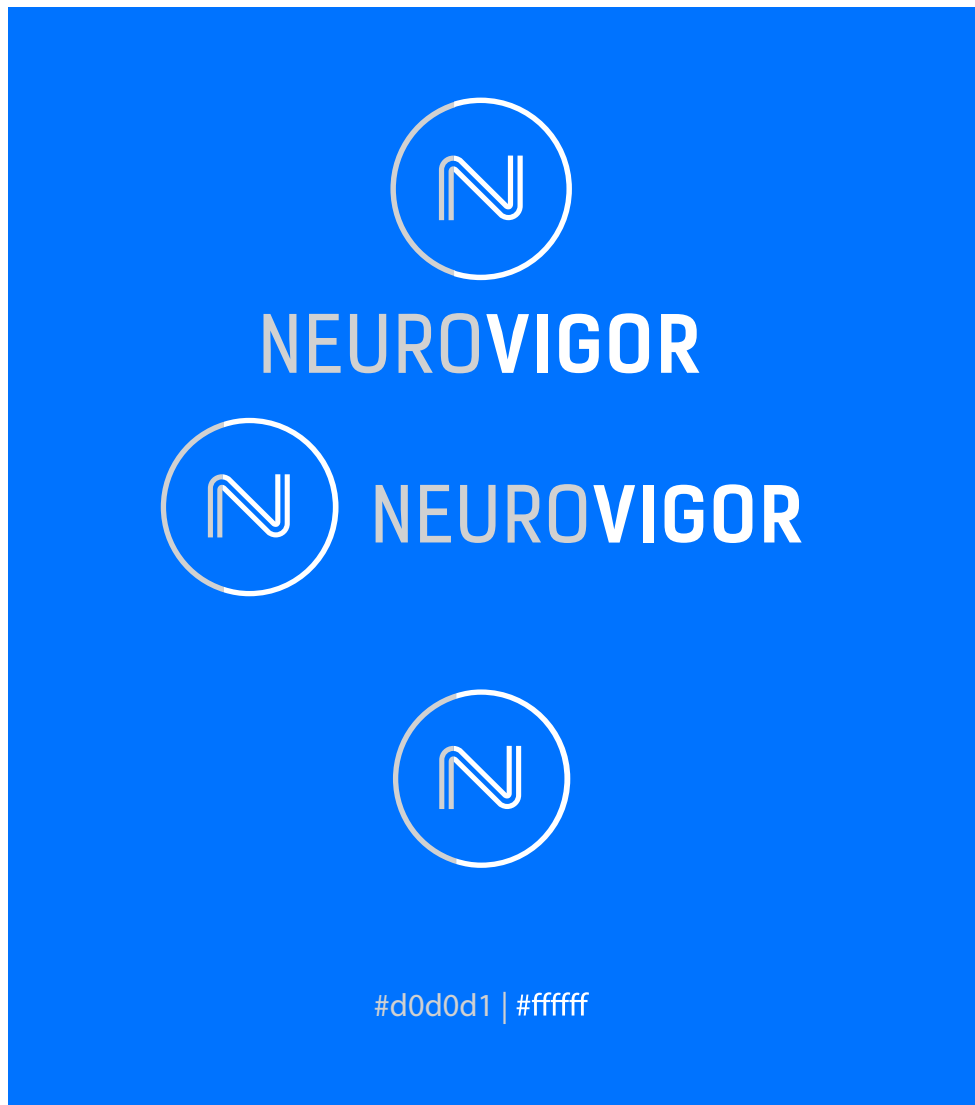
STYLE GUIDE

Buffer zones are placed around each form of the logo. No other text or logos should appear within these zones. These zones ensure the best representation of the Neuro Vigor logo is made, and that no unintentional associations are made between the Neuro Vigor logo and surrounding content.



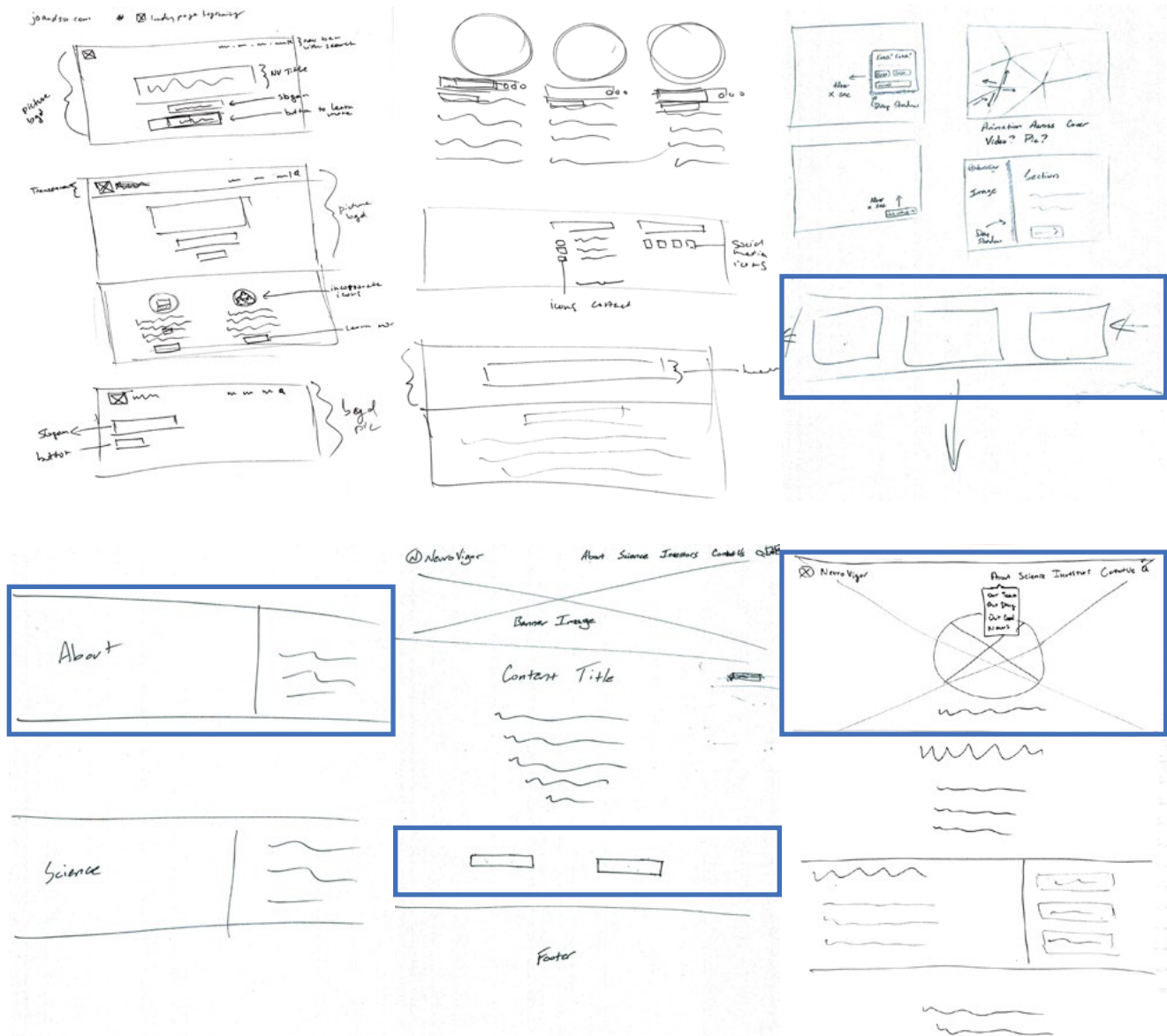
STYLE GUIDE

There are two different greyscale versions of the Neuro Vigor logo. The left column shows a greyscale version designed for dark backgrounds; the right column shows a greyscale version designed for light backgrounds.



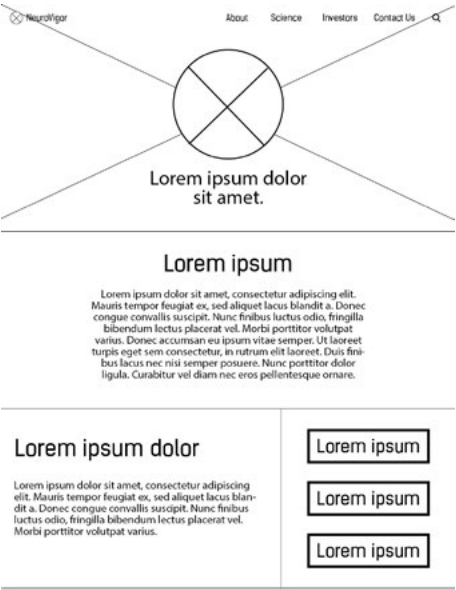
SKETCHES

With our guidelines established, our next step was to visually represent the new layout of Neuro Vigor's website while considering how that would better cater to the needs of the user. We integrated new solutions that solved the questions and pain points that users faced on the current website. We started with low fidelity sketches, and transformed our ideas into wireframes using Adobe Illustrator. Some of the highlighted areas below are the considerations we decided to implement into our wireframes.

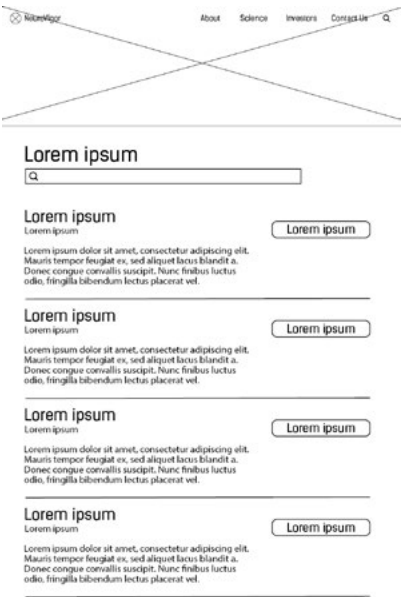


WIREFRAMES

HOME PAGE

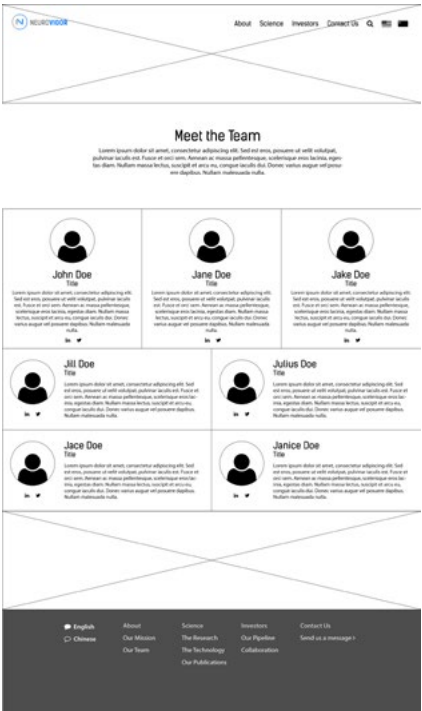


NEWS PAGE



"Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Mauris tempore feugiat ex sed

TEAM PAGE

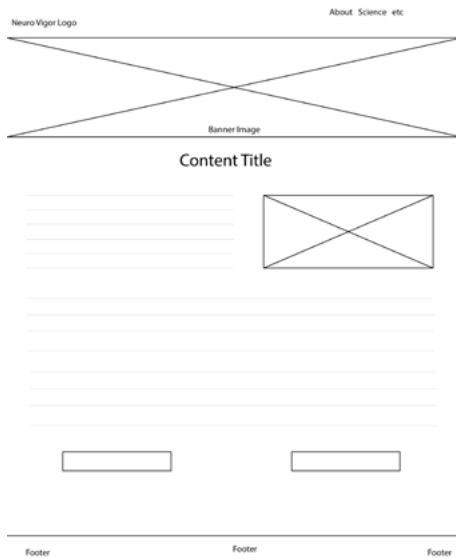


PROFILE PAGE

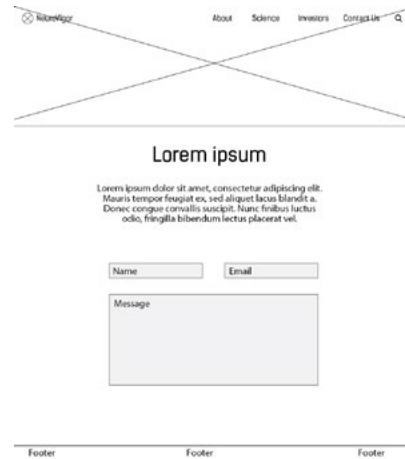


WIREFRAMES

CONTENT PAGE

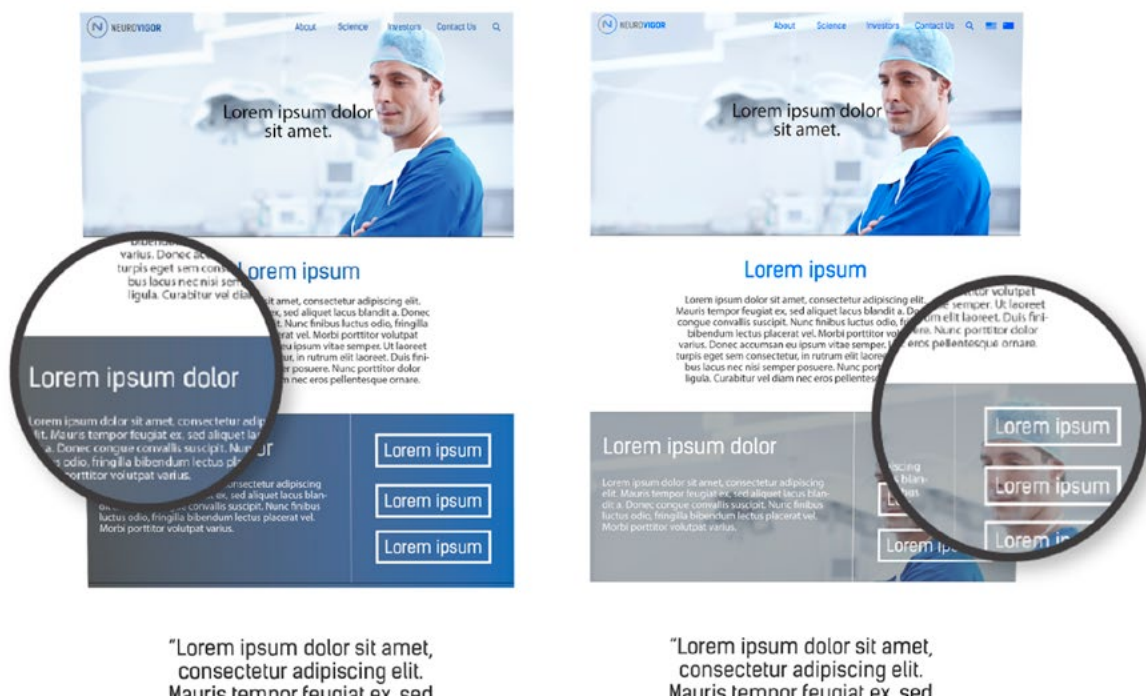


CONTACT PAGE



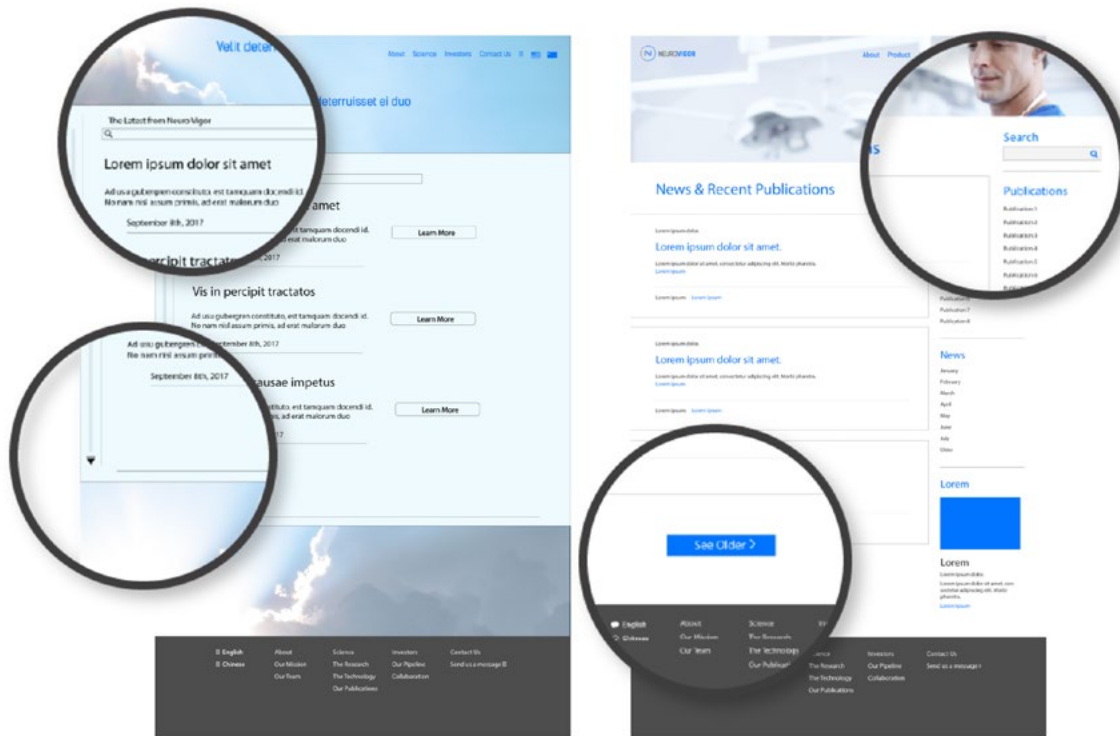
MOCKUPS AND ITERATIONS

Our next step was to take our wireframes and turn it into an even higher fidelity version. Mockups were made to represent a still visual of what our site was to actually look like. We implemented color to visualize a more real effect. Our team created two versions of mockups. Our first version was iterated upon an informal group of testing. Below reflect the changes between the first and final version. Represented on the left is the first version; while on the right is the final mockup.



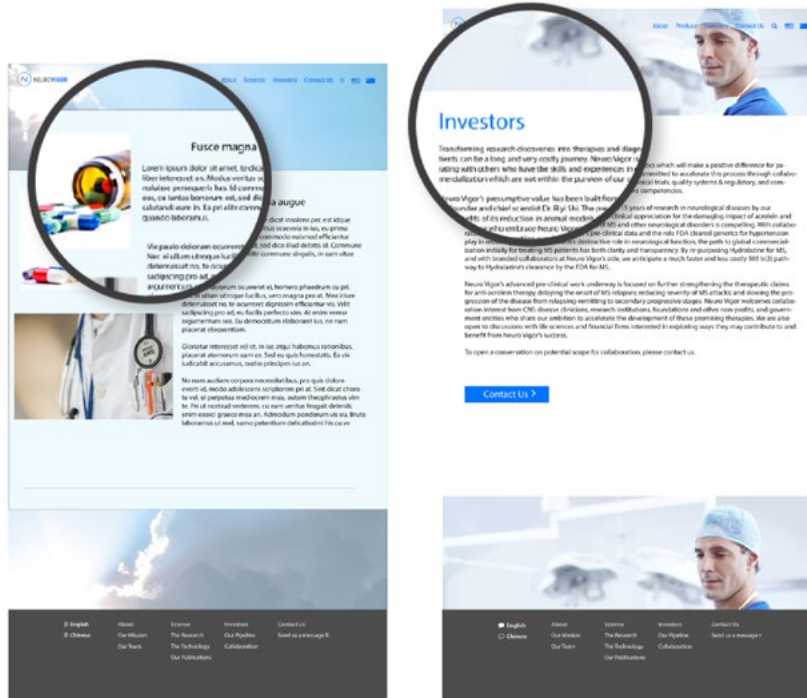
The visual on the left shows the first mockup. A gradient was applied for the background of the sectioned content. After feedback from informal testing we found that displaying a photo with an opaque overlay was a better representation of sectioned content.

MOCKUPS AND ITERATIONS



Two iterations were made for the news page. We decided to keep the search bar but push it to the left side of the page where it shows more options for the user to organize and find information. The left column on the right mockup is split up into sections of itself displaying featured news and articles that can be found by the certain month it located in. Also, instead of implementing a scroll page and having endless number of news on one page, we added a button to view more articles. This adds pagination to the site and gives the user more control.

MOCKUPS AND ITERATIONS



The only change made on the content page was the opacity of the background under the actual text. To fit the more modern theme and based on testing we found that it was more visually stimulating by having a solid background under the content.

MOCKUPS AND ITERATIONS



After conducting internal evaluations and understanding the need for a properly structured hierarchal site, we found that the pipeline page was representing the information in looks of what seemed to be importance since one of the same target indications was bigger than the rest. To show that each target indication was of equal importance we made them all the same size.

FINAL PROTOTYPE

We used the final mockup designs to create an interactive prototype using Adobe XD to test our users and pinpoint some of the errors that they ran into while navigating through the site. We also used it to gain insight on some of the things that we did well as far as design and structure.



[Running Prototype](#)
[Click Here](#)

USABILITY TESTING

Once the prototype was complete we compiled a set of simple questions that we would ask our target audience to see what problems that they were having difficulties with. We tested a total of three investors and got a lot of useful information out of it. Below are the questions asked and some of key responses we took from the results.

You are interested in learning more about Neuro Vigor. Understand their mission and what is it they do.

- Hierarchy was visible
- Went to about tab in the navigation bar

You would like to learn more about Neuro Vigors science. Look for their publications.

- Went to news for publications

You'd like to learn more about the types of diseases Neuro Vigor focuses on. Learn more about a type.

- Pipeline was apparent, and easy to find
- Found it difficult to find target indications to due mislabeled content

You would like to put a face to who's representing the company. Find the founders of Neuro Vigor.

- Easily went to the about section and clicked on our team.

You can't seem to find the news section on the website. How would you go about finding it?

- Clicked on search bar next to the navigation
- Used the navigation tabs to look for the news section

You would like to work with Neuro Vigor on their project. Where would you go for more information?

- All went straight to the contact us page instead of investors portion of the site.

You would like to get in touch with the company. Send a message.

- Easily able to navigate to the page and visually understand how to send a message.

USABILITY TESTING

POST WEB APPLICATION USAGE

What did you like about the website?

- Liked the implementation of the search bar at the top
- Division of content is understandable and easy to read
- Finds it useful that news section is divided up by months
- Colors are visually stimulating
- Natural progression of the site

Was there anything in particular you didn't like about the website?

- Didn't like some of the wording used for certain headings and navigation titles
- Adding more contact information might be helpful

What aspects/tasks of usage did you find difficult?

- Found it difficult to get to the pipeline page due to wording
- Couldn't find the home button

What features would you consider critical when using the website?

- A clear way to contact them is necessary
- Colors are visually stimulating

How would you describe the overall look and aesthetic of the website? What do you like?

What do you not like?

- Simple
- Modern
- Really draws you in

USABILITY TESTING

SUMMARY

From these results we made a few changes to the already developed site. As we thought it would be more beneficial to start development while undergoing usability testing, we just implemented the changes we found during the testing into the actual development site. Some of the things we changed based on difficulty and feedback from our users were things that mostly had to do with the navigation itself. A lot of the words weren't understood properly because they gave off a different meaning. Since this was the case we changed Product to What We Do and created a tab for investors and collaborators and named that tab Working with Us. We also decided to add a Home button on the navigation bar to eliminate any confusion on how to get back the main page.

DEVELOPMENT

STRUCTURE

CODING LANGUAGES

Below shows a list of languages used to develop the new site. We used a total of 3 languages and the Bootstrap styling framework, all run through the content management system - WordPress. Advanced Custom Fields was also implemented into WordPress. Each language functions differently but all serves an important purpose and when combined together create something visually appealing.



CONTENT MANAGEMENT SYSTEM - WHAT IS WORDPRESS?

WordPress is a content management system. Page templates control how the site looks, and a group of page templates is called a “theme”. Themes can be chosen either from a large gallery of theme choices or they can be custom made. For the development of this site we decided to create a custom made theme. We did this because we had complete control over the design of the site. There are obvious challenges that come with creating a custom theme, some of which are development starts from scratch and it takes longer to develop the actual site.

SITE

With Bootstrap implementations we achieved for the site to be fully responsive. It is mobile and tablet friendly along with being operational on a desktop computer. The dev site can be found here at: DEV.NEUROVIG.COM



FUTURE RECOMMENDATIONS

Due to time constraints we weren't able to implement everything we were trying to achieve at the beginning of the project. That being said we have compiled a list of elements that we think would benefit the site in creating a stronger visual appeal and a more engaged audience. We hope that as we pass this along to Neuro Vigor and the development team that they consider these recommendations as something to implement in the future.

NEWS SLIDER ON THE HOMEPAGE

Our original intent was to create a slider to horizontally move through different news articles based on recent posts to create a more efficient way for users to find articles. Again due to time constraints we weren't able to finalize this in our developed site, however it is a recommended addition for more visual appeal.

VIDEO ON THE HOMEPAGE

With much inspiration from competitive analysis we found that many homepages showed off their product in a more visual stimulating way that helped create a more immersive feeling. It is with that idea that we recommend a more visually impactful element to replace the current static feel of the image being used as a placeholder now.

MULTIPLE LANGUAGE SUPPORT

Touched on briefly before, since Neuro Vigor aims to reach out to an international audience it is best that a translation tool to convert the site to another language be implemented to aim at accommodating an international audience.

MOVING FORWARD

With our team's project concluding, we hope to pass along to Neuro Vigor several things that will conclude the project. We hope that these items will help the company with their original goals in mind at the start of this project. Neuro Vigor will receive this documentation; with it contains detailed information about the process in which we developed our final solution and an instructional guide on how to use WordPress. The prototype will be digitally sent out to the company along with the necessary credentials needed to access the development site.