

UX Research and Website Design

INTRODUCTION (OUR TEAM)



Cideth Oliva

Content Strategist & UX/UI Designer

Defined website content needs using stakeholder insights as well as created wireframes and prototypes based on research.



Keila Espinal

UX Research Lead & UX/UI Designer

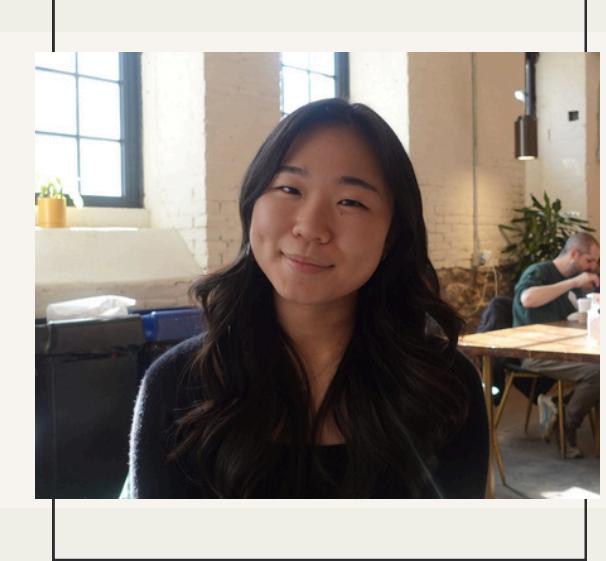
Conducted user research, developed personas, analyzed competitors, and aligned findings with design strategy.



Remington Nelson

Accessibility & Compliance Specialist & UX/UI Designer

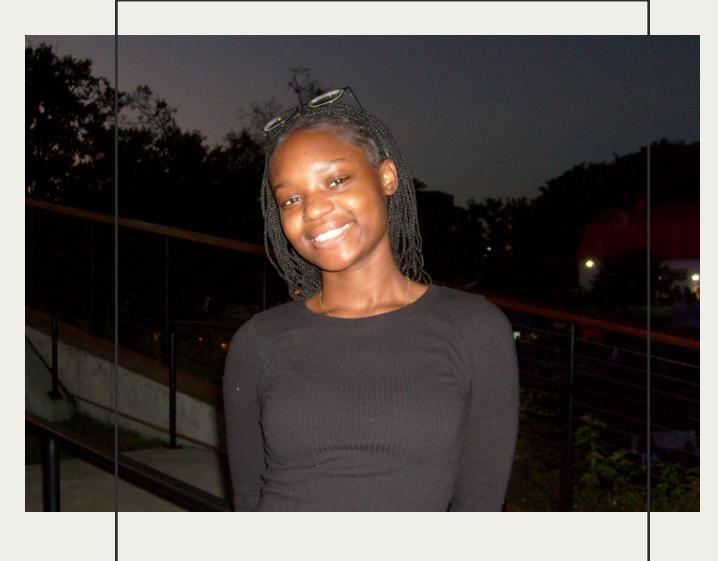
Ensured designs met accessibility standards, assessed usability, and embedded inclusive practices throughout the project.



Shannon Lee

Client Liaison & UX/UI Designer

Managed client communication, gathered feedback, and ensured project alignment with expectations.



Trinity Hill

Project Manager & UX/UI Designer

Led and coordinated the project, managed timelines, and mitigated risks.

CLIENT BACKGROUND & OVERVIEW

- iConsultancy partners with organizations to tackle real-world information challenges while giving students hands-on experience
- Their goal is to bridge classroom learning with practical applications in areas like UX/UI design, data science, and information management
- By working on these projects, students gain valuable skills, and organizations receive useful insights and solutions
- They operate in the higher education and consulting market
- Their need is to strengthen their online presence by showcasing capstone projects, facilitating partnership connections, improving user experience, accessibility, and functionality, and supporting client recruitment and onboarding.

OUR TASK (APPROACH)

iConsultancy needs a dedicated website to better showcase past projects, attract new partners, make it easier for organizations to get involved, and improve the overall user experience.

RESEARCH - PERSONAS



iConsultancy Client

Sam - the Executive Director

- Sam is a resourceful Executive Director at the Maryland Department of Housing and Community Development, driven by her mission to support communities on a tight budget. She's motivated to develop a lasting iConsultancy partnership and learn from the program's website.
- She needs the redesigned website to lay out a clear, step-by-step onboarding experience, examples of past deliverables, and a polished presentation that reflects the work quality she can expect and learn from teams while ensuring her agency receives valuable results.
- Sam is frustrated by websites with complex layouts, unclear navigation, and scattered information that affect how to understand the program works or what outcomes to expect.



Main Unit (Staff)

John - the Program Coordinator

- John is an efficient Program Coordinator at iConsultancy, responsible for managing logistics across 200+ projects each year. He's focused on facilitating operations and aligning the program.
- He seeks a well-designed website to simplify partner outreach, onboard clients smoothly, and showcase projects and program outcomes.
- John is frustrated by the current website's lack of clarity around the program process and poor ability to highlight successful partnerships.
- He frequently coordinates with students, faculty, and clients to support his motivation of running the program more smoothly, building its reputation, and empowering students to do real-world work.



Instructional Unit

Dr. Park - the Project Mentor

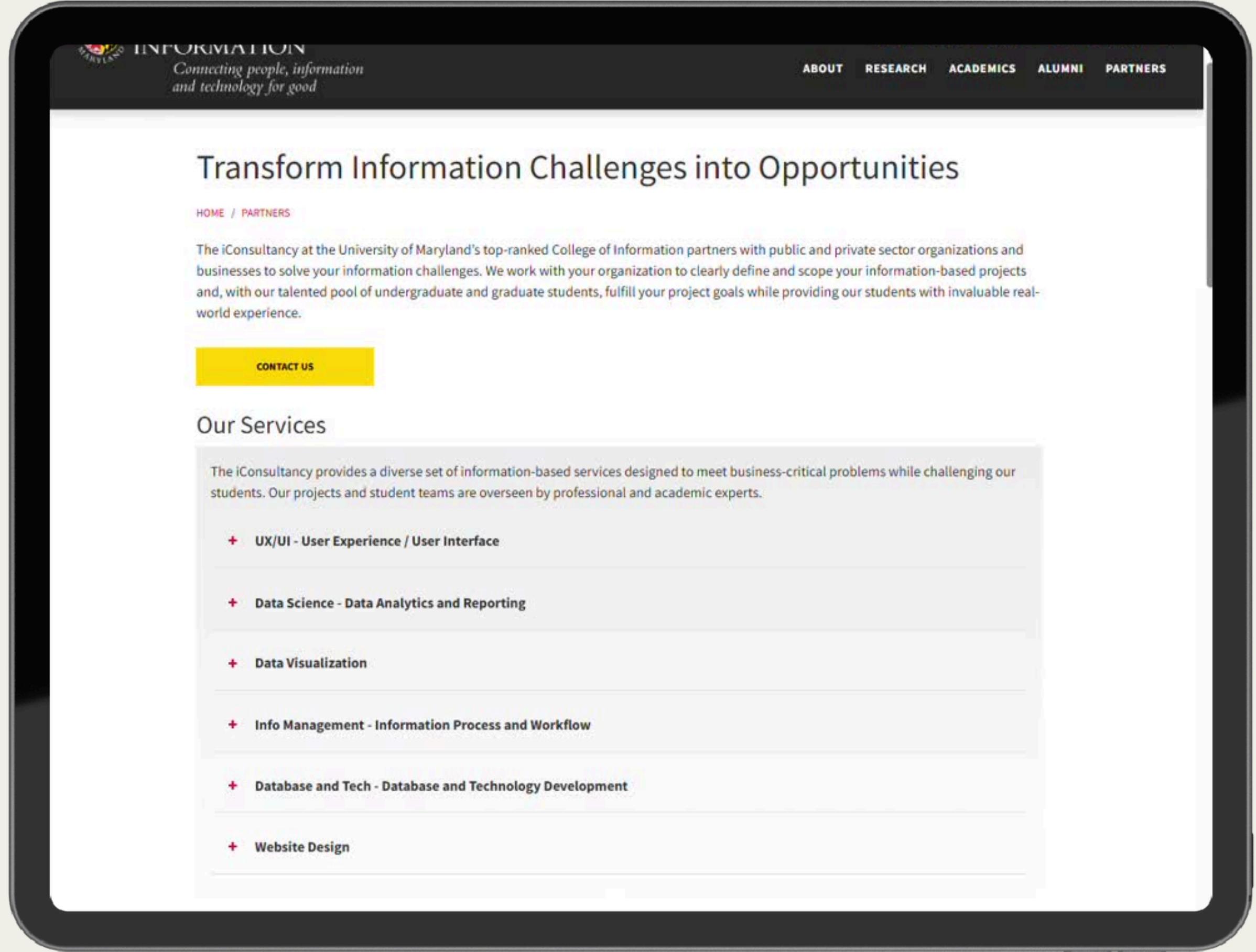
- Dr. Park is a dedicated lecturer at the iSchool who mentors multiple capstone teams. She uses the iConsultancy website to align with client goals and projects but has trouble navigating and locating up-to-date materials quickly.
- She needs the redesigned website to offer clear visibility into client expectations, project scopes, and access to timelines and resources.
- She is frustrated by vague or incomplete project information on the site, the lack of highlighted project outcomes, and disorganized resources between students, clients, and faculty caused by unclear or outdated site content.
- Her motivation for using the website is to support project developments and ensure clients remain engaged through a clear, professional, collaborative platform.



College Student

Alex - the Capstone Student

- Alex is a senior Information Science major at UMD to gain real-world experience through the Capstone program.
- As he explores the iConsultancy website, he's seeking clarity about what the program offers, what type of projects he might work on, and how it could help him stand out in job applications.
- Alex is frustrated by the lack of accessible examples of past projects, and uncertainty about how much support teams receive throughout the process.
- When using the site, Alex searches for FAQs, past project highlights, and clear visuals or timelines that show how teams collaborate with clients. He's motivated to build professional skills, gain mentorship, and contribute to a project that enhances his resume and career direction.



The image shows a smartphone displaying the website of the University of Maryland College of Information. The website has a dark header with the college's logo and name. Below the header, there is a main section titled "Transform Information Challenges into Opportunities". This section includes a "CONTACT US" button and a "Our Services" section listing various services like UX/UI, Data Science, and Info Management.

INFORMATION
Connecting people, information
and technology for good

ABOUT RESEARCH ACADEMICS ALUMNI PARTNERS

Transform Information Challenges into Opportunities

HOME / PARTNERS

The iConsultancy at the University of Maryland's top-ranked College of Information partners with public and private sector organizations and businesses to solve your information challenges. We work with your organization to clearly define and scope your information-based projects and, with our talented pool of undergraduate and graduate students, fulfill your project goals while providing our students with invaluable real-world experience.

CONTACT US

Our Services

The iConsultancy provides a diverse set of information-based services designed to meet business-critical problems while challenging our students. Our projects and student teams are overseen by professional and academic experts.

- + UX/UI - User Experience / User Interface
- + Data Science - Data Analytics and Reporting
- + Data Visualization
- + Info Management - Information Process and Workflow
- + Database and Tech - Database and Technology Development
- + Website Design

FINDINGS

Pros:

- + Concise overview
- + Valuable content
- + Accessible color scheme
- + Strong partner visibility

Cons:

- Limited navigation structure
- Overwhelming content density
- Overuse of expandable panels
- Lack of distinct identity
- Excessive scrolling required

PROCESS (LOW-FIDELITY WIREFRAMES)



Changes

- Reorganized
- Added pictures
- Updated information
- Curated information towards potential partners

IMPACT & OUTCOMES



The image shows a smartphone displaying the website for the University of Maryland's College of Information. The website features a black header with the college's logo and name, along with navigation links for Home, About, Services, Testimonials, Students, and Contact. Below the header is a large photograph of several students working together on laptops. Overlaid on the photo is the word "iConsultancy" in large white letters, followed by the tagline "Student-Driven Strategy. Professional Results." A "Chat with AI" button is visible in the bottom right corner of the photo area. At the bottom of the phone's screen, there is a white text box containing descriptive text about the iConsultancy program.

The iConsultancy at the University of Maryland's top-ranked College of Information partners with public and private sector organizations and businesses to solve your information challenges. We work with your organization to clearly define and scope your information-based projects and, with our talented pool of undergraduate and graduate students, fulfill your project goals while providing you with students from its leading program.





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HOME ABOUT SERVICES TESTIMONIALS STUDENTS

CONTACT

About

The University of Maryland (UMD) College of Information (INFO) is a top-ranked research and teaching college in the field of information science, located just outside Washington DC.

At INFO, faculty, staff, students, and partners are expanding the frontiers of how information and technology are accessed and used in a rapidly evolving world. We are combining principles of information science with cutting-edge technology to foster access to information, improve information interfaces, and expand how information is used in an evolving world.

Throughout all of our endeavors, we are committed to utilizing information and technology for good – to connect communities, empower individuals, and create opportunities.



#2 IN USA

Master of Library



#3 IN USA

Master of Library and



#9 IN USA

Master of Science in



#12 IN USA

University of Maryland



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HOME

ABOUT

SERVICES

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Apr 26, 2025

UI/UX

UX/UI – User Experience / User Interface

UX/UI project teams design user-centered products by conducting deep research, field interviews, and iterative design, resulting in validated



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HOME ABOUT SERVICES TESTIMONIALS STUDENTS

CONTACT

INFO College iConsultancy Experiential Learning Program

The College of Information (INFO) partners with industry, government, and communities to execute information and technology-based projects. From analytics to website design, INFO students tackle these challenges to provide real solutions and products to partners.



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NEXT STEPS (SUGGESTIONS & RECOMMENDATIONS)

- **Continue integration of chat bot feature:** Currently we have a plain button representing the AI integration. We should update it to make it more visually appealing and personalized
- **Update placeholder content:** Some sections of the website still have filler content we added for layout purposes. These need to be replaced with real information from iConsultancy
- **Incorporate more client feedback:** Including not only student's case studies but also testimonials would enhance the site's credibility and showcase the impact of student contributions
- **Implement a system for continuous updates:** Regularly updating the site with current team projects will keep the content up to date and demonstrate ongoing engagement and activity