

UX Research and Website Design

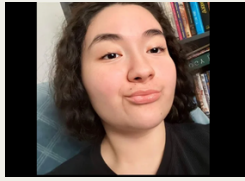
INTRODUCTION (OUR TEAM)



Cideth Oliva

Content Strategist & UX/UI Designer

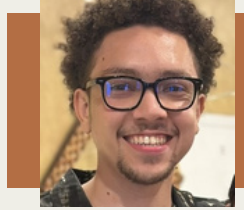
Defined website content needs using stakeholder insights as well as created wireframes and prototypes based on research.



Keila Espinal

UX Research Lead & UX/UI Designer

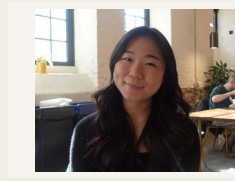
Conducted user research, developed personas, analyzed competitors, and aligned findings with design strategy.



Remington Nelson

Accessibility & Compliance Specialist & UX/UI Designer

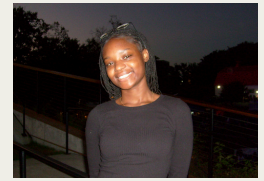
Ensured designs met accessibility standards, assessed usability, and embedded inclusive practices throughout the project.



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.



All:

Only say name and role

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.



Keila:

We conducted background research on iConsultancy using both online sources and insights gathered from direct communication to better understand the scope of our project. As you all know, iConsultancy serves as both a learning opportunity for students to gain valuable hands-on experience and a resource for external companies seeking solutions. Similar to the Social Media Strategy team, our goal is to strengthen iConsultancy's online presence to better connect with potential clients and facilitate smoother communication for future collaborations.

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.



Trinity:

Our original task was to create a website for iConsultancy to showcase student projects, attract new clients and make the website overall easier to navigate.

So with this, we met with our clients to identify the wants and we found that:

- Primarily focus on the acquisition of new partners. while emphasizing long term connections already built.
- Sticking to the UMD design, staying consistent in the colors and logo, but creating its own identity away from the iSchool
- Mentioned future integrations of a chatbot

So with this information, we looked into the different personas that could potentially interact with the site and analyzed the flaws of the current website to see how we could improve it.

RESEARCH - PERSONAS



iConsultancy Client

Sam - the Executive Director

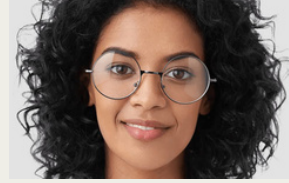
- Sam is a resourceful Executive Director at the Maryland Department of Housing and Community Development, driven by her mission to support communities on a tight budget. She's motivated to develop a lasting iConsultancy partnership and learn from the program's website.
- She needs the redesigned website 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.



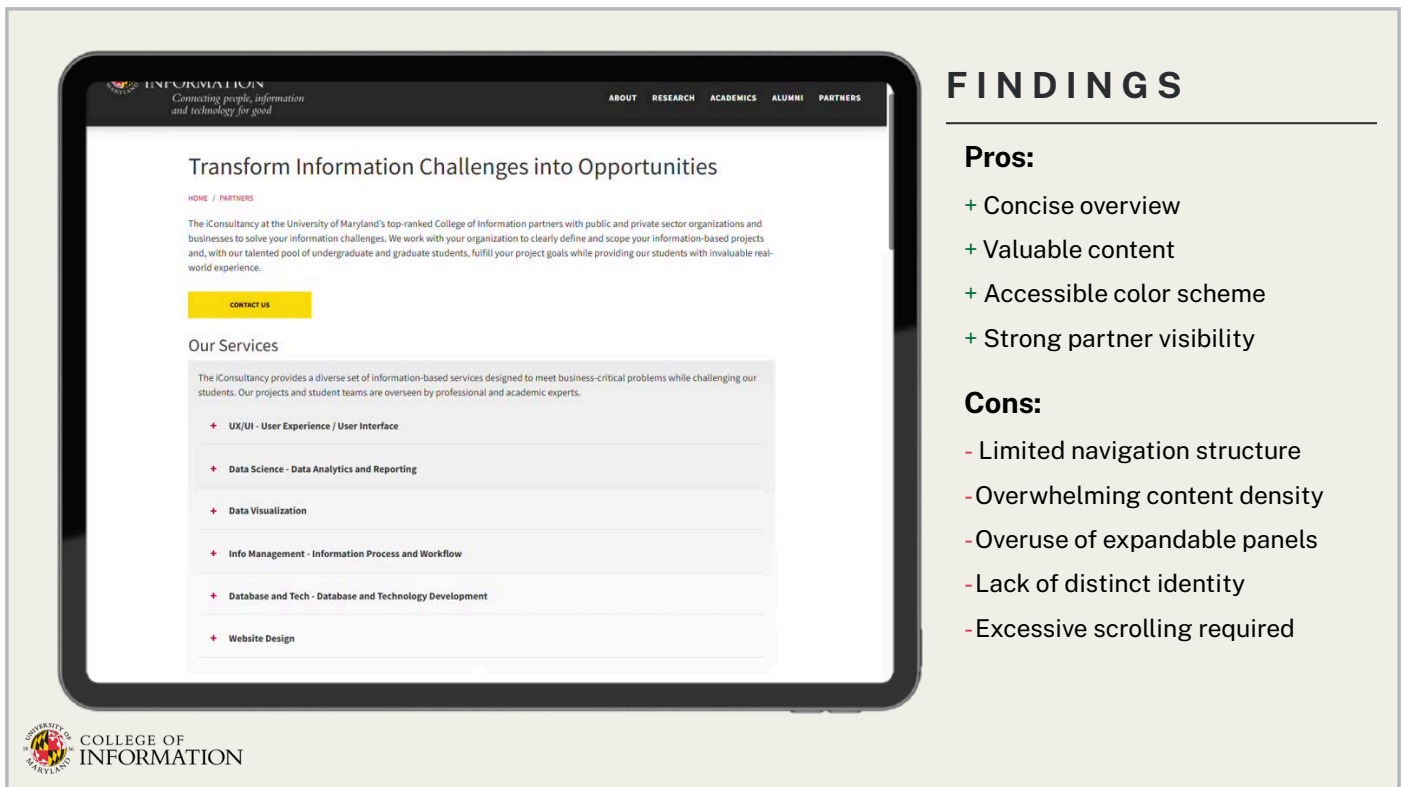
Keila:

As part of our user experience research, we created four main personas, which represent the people who use the iConsultancy website. First is Sam, who represents an iConsultancy Client and is the Executive Director at a government agency. She wants a clean, easy-to-use website that clearly shows what the program does and what results to expect.

Next is John, who represents the main staff and is the Program Coordinator, who manages over 200 projects annually. He needs a website that makes it easier to bring in partners and show off past work.

Then we have Dr. Park, who represents the instructional unit and is a faculty mentor. She uses the site to help teams and clients stay on track, but right now, it's hard for her to find the information she needs.

Lastly, there's Alex, an info sci college student in the capstone program. He's seeking clear information about how the program works, what projects are like, and how it can help him get a job. These personas helped us focus the website redesign on real needs and pain points.



Trinity:

The current site lives on a single page within the iSchool website.

At the top of the page, there's a helpful overview of the program along with a contact section which is a strong start.

Moving on to "Our Services". There are expandable panels are used which is a smart way to save space but only one panel can be open at a time, making it difficult to compare services.

The "Our Approach" section has valuable information about the process of the projects. That said, the content doesn't necessarily flow the smoothest, and again there are these expanding sections are dense with information, which can easily overwhelm the user.

The "Partners" section, while showcasing the strong collaborations, it takes up nearly half the page. Its length can be visually exhausting.

While the current site is highly informative, its trying to be an entire website in a single page. Its layout limits accessibility and ease of navigation.

For this, we wanted to introduce tabbed navigation which would ultimately allow us to better organize the content, maximizing the visibility of important information while also reducing the on-screen clutter improving the user experience.

PROCESS (LOW-FIDELITY WIREFRAMES)



Changes

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

Remy:

Here we drew up a low fidelity wireframe, based on our initial meeting with Max, to show how the new website would look like. We added a navigation bar at the top in order to break up the information on the website. We also added pictures in order to make the website more relatable. Some of the information on the current website is outdated so we updated and curated the information towards potential clients rather than students.

IMPACT & OUTCOMES



Cideth:

To develop the high fidelity wireframes, we used Framer to redesign the website.

While the new site will still be connected to the iSchool, it will also function as its own standalone platform, giving potential clients more space and freedom to explore what is offered.

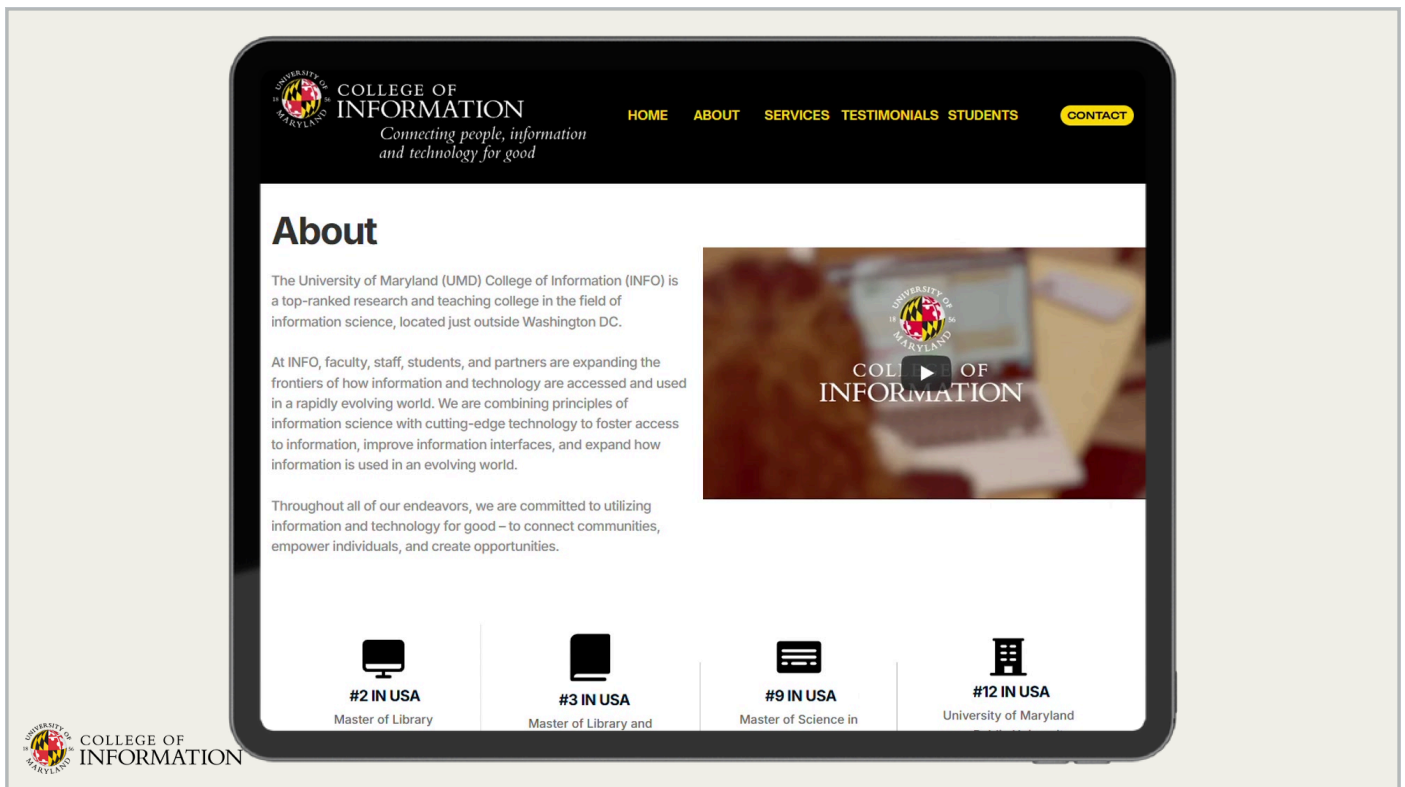
For the Home Page we kept the program overview at the top to maintain focus on introducing who iConsultancy is right away.

Just below that, we feature a scrolling animation of the partners, which includes a link to the full list of sponsors. This helps conserve vertical space while creating a more dynamic experience. We also included an interactive statistical visual to highlight the credibility of the company.

As users scroll further, they'll find a clean, simplified summary of the services, designed to be visually accessible and easy to navigate.

We also include the contact section near the bottom—ensuring it's always easy for potential clients to reach out, which is essential for accessibility and engagement.

This entire page is meant to be an easy navigation resource to ensure anything a potential client needs is only one click away.



Cideth:

The About page integrates the 2 existing pages about the iConsultancy and combines it into one concise and detailed overview. We've also added a dedicated section highlighting the hardworking team behind the organization to build trust and transparency, including their socials and contact information.

To reduce the number of recurring client inquiries, a FAQ section has been included—strategically placed near the contact button for easy access and improved usability. This leads to a contact page integrated within the website which is more user friendly than the prior site which led to another page.



Cideth:

Overall, we've added several features and tabs with future functionality in mind.

The Students section has the potential to highlight the students' involvement in the program, giving potential partners insight into the value of collaboration and encouraging them to consider hiring interns or future graduates. A contact email is provided for easy follow-up and engagement.

On the Home page, we've introduced a "Chat with AI" button in preparation for future chatbot integration.

With this redesign the iConsultancy is improving their usability and creating a more intuitive, engaging, and scalable platform where they're better positioned to serve their partners and grow their impact.

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



Shannon:

Moving forward we have some suggestions for the future of iConsultancy's website.

- 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
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