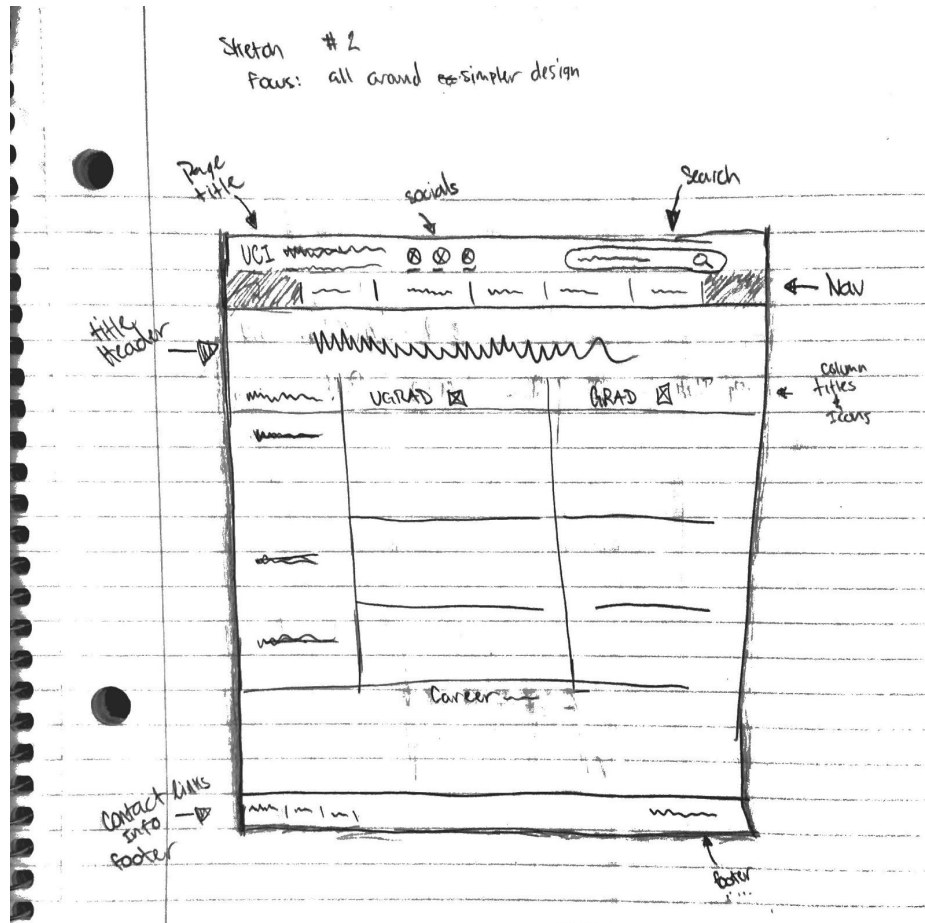


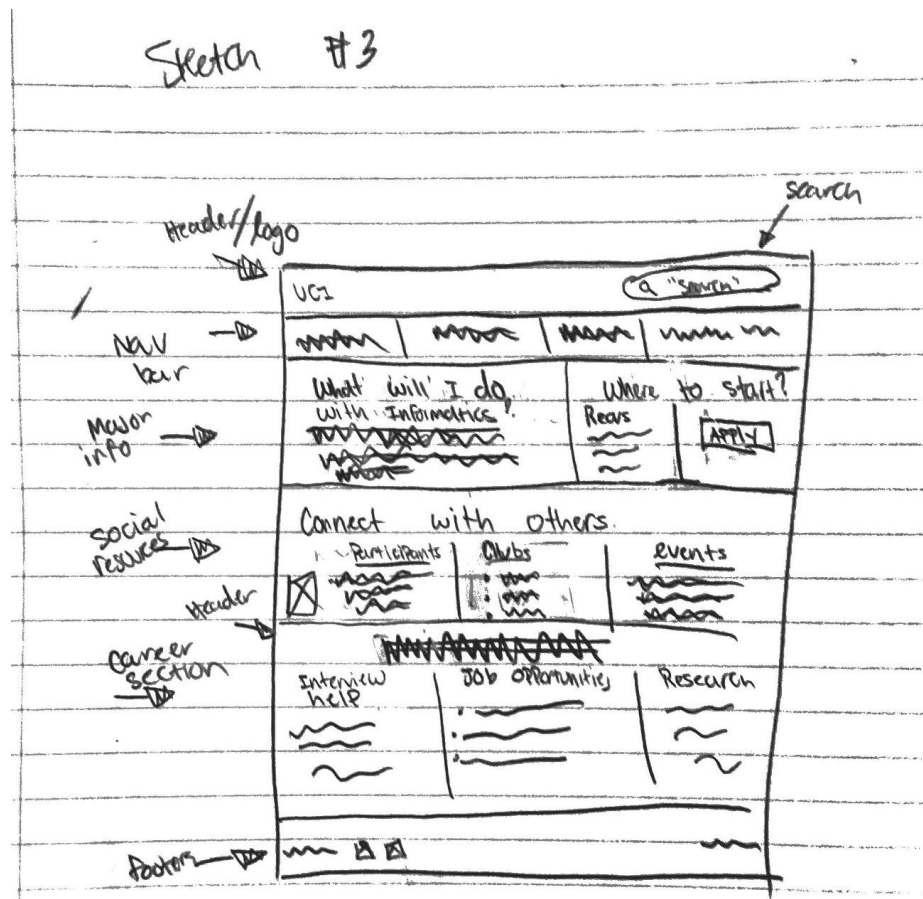
Sketch #1

One of the complaints from users is that they did not know about the Informatics major and wished that there was a better, more user friendly way of gathering information about informatics. This redesign shifts the webpage away from a wall of text to more digestible information bits. It uses shorter descriptions with video options to keep the user from feeling overwhelmed but also providing enough information to answer questions about the major. This design also addresses the issue of not knowing what to expect when studying informatics, by providing users a visible description of what they will study as well as an example of what their schedule may look like. Studying the personas I discovered there were a few students who discovered informatics later into their academic careers and wanted to make the switch from other majors. This redesign provides a more user friendly way of making the switch by breaking down what is needed for students to join the department of informatics. The information is made visible with large header text that reads "How to Join Informatics". Under this header the information is broken down into two sections: *New Student* and *Transfer student*. This allows both new college students and existing college students to easily find out how to prepare for informatics.



Sketch #2

The biggest issue most users had with the current design is the lack of information about what careers they could pursue. Many users faced difficulties in finding resources that led them to career opportunities. Lastly, users did not like how the original design was not focused on user friendliness, thus making it difficult to find out what it takes to get started in informatics. This redesign completely shifts the design from a paragraph structure into a sectionalized design that allows users to quickly and easily find the information they need. This design breaks down the website into 3 primary sections: Undergraduate, Graduate and Career. The undergraduate section will strictly contain all the information needed by an undergrad to become familiar with the field. It also presents the information by order of importance so the user doesn't need to scroll too far to find the most helpful links and information. For example immediately at the top of the graduate column, the user can find links that present them information about what is required to join graduate school. Then at the bottom will be the section about career, which will provide users with information about what careers they can pursue as well as actual resources to help them gain internship opportunities.



Sketch #3

Some users felt the old design did not help them discover the major, nor did it make it simple to get started. One user also felt the current design was not helpful when it comes down to connecting with other people in the field. Lastly the common sentiment for most users is that the current design lacks helpful tools to land career opportunities. This redesign addresses all these concerns. The issue of not knowing when to get started is tackled by immediately providing users with a quick summary of what the major covers and how it is applied out in the field, then through proximity users will be able to find the section that guides them on how to get started in informatics. This design also focuses on social resources, so users can easily find people to connect with. The design accomplishes this by providing a section with a subsection that help them users find participants for their research. It also has a section with clubs and events so that more extroverted personas can socialize and connect with people in their field. Lastly the redesign provides a section with constantly updated job opportunities and research opportunities so that users don't have to leave the site to find career resources. It also provides a section with interview tips so that they are better prepared when opportunities present themselves.

AXURE LINK

<https://rhqp52.axshare.com>