COM621
UX STRATEGIES

DR ANTHONY BASIEL
ANTHONY.BASIEL@SOLENT.AC.UK

OUTLINE OF WEEK 6

- **Please log into Teams and SOL/Moodle (for attendance tracking):**
Moodle: https://learn.solent.ac.uk/course/view.php?id=44075 Account: https://tinyurl.com/Solent-COM621 AM session: **https://tinyurl.com/COM621am** PM session: **https://tinyurl.com/COM621pm**

- **Draft questions for Mike & Mark**

- **Assessment Draft Review**

- **CUBI UX Model – sitemaps & website features**

- **Visual and Information Design**

- **Research:** Gantt chart

- **Academic / Commercial R&D: (First PM group – 2:30pm BST – 21/10/21)**
British Library: Business & IP Centre Guest Speaker - Infield, Neil Neil.Infield@bl.uk

- **1 Minute Essay**

- **Review Tag cloud**

QUESTIONS FOR MIKE & MARK - FEEDBACK

From OneDrive:

https://ssu-my.sharepoint.com/:w:/g/personal/mike_toy_solent_ac_uk/EWVaKAnKS2FMqq6rMt7fyUsBYhyi7VaVjP605G3KREAA0Q?e=Ny6I2t

DESIGN BRIEF AND TERMS OF REFERENCE

Part 1 – Introduction to System
Deliverable 1000 Words

Part 1 will be the assimilation of relevant information about the functionality of the system and requirements for the interface based on the type of user and frequency of use and clearly defined business goals. This section aims at what stockholders/shareholders want? An introduction should be provided to introduce your team idea, what solution it solves using context analysis or based on gain and pain model.

Introduction should provide answers to the following questions:

What is the context?
Who are the users?
What is the system?
What is the problem?
Why is it important?
Who should benefit from it?
What impact does technology have on that context?
What is the feature list comparison of existing systems?

Module Learning Outcomes: Key Words

What you will be able to do after the module

1. Implement *problem solving techniques* into designing features and functionalities to produce *industry level products*.

2. Compare *User Experience principles* to accommodate different forms of *interaction across multiple touchpoints* (physical and/or digital), and to formulate and apply these principles in complex contexts.

3. Analyze proposed *UX design* solutions using a range of *methodologies and techniques* against *goals, objectives and key performance indicators* (KPIs).

4. Critically evaluate and validate *solutions against goals, objectives and key performance indicators* (KPIs) with a view to continuous *improvement of the digital product or service*

ASSESSMENT DRAFT REVIEW
PEER REVIEW 15 – PRESENT SUMMARY

➢ Samples?

•ASSESSMENT DRAFT REVIEW

1.0 Introduction

The context of this paper will be to analyse the Solent Alumni website concerning the user experience of the Future Solent post-graduate students. This case study will be crucial since it will give students chances for post-graduation jobs and networking and highlight the university in house competence.

The SU students and the university should benefit from these possibilities because the university should have a platform capable of supporting students by encouraging them with their future careers. A comparison between the Solent alumni website and the Manchester alumni website noted the features between both universities and seeing if any of the other universities possess a feature that would be a good idea to be implemented on the prototype. (See appendix 1).

•ASSESSMENT DRAFT REVIEW

Current SUAA UX Design and Business Model

The Alumni has a Website with a lack of proper UX practice offering to the visitor a negative experience upon landing on the Page. In terms of usability , Efficiency, when the user enters the website there is no good navigation principle by not highlighting the current page as well not have adopted the concept of a functionality called sticky navigation bar, according to (DUXU, 2014) states "A good user experience is when a user does not have to spend a significant amount of time locating, evaluating and using the navigation." so a good practice of website navigation is important to have less chances of letting the user confused.

In terms of Effectivity, pertaining the similar subject discussed above, the navigation bar is tough to understand, the alternatives offered on the middle on the website are not market on the navigation bar, causing the user to scroll.

The business model used on the Solent Alumni page is the community model as mentioned by Mohammed (2021) it is a model that in base on user loyalty, users have a high investment in value and time. The users could get in touch with the university by mentoring or sharing their story, in this situation the way that be website may generate revenue is using a system that the alumni students can donate to support the university.

•ASSESSMENT DRAFT REVIEW

Academic and Market Research

In terms of academic research, the Solent Alumni website was compared with the accessibility standards (w3) because the website must be accessible to anyone. Some aspects are not included.

It is possible to understand easily through an illustration offered by the UK home office (ukhomeoffice, indef) what a website should have by default. A list was created to explain what alumni accessibility possesses and do not (see appendix 2).

In terms of Market research, the Solent Alumni website and the Manchester alumni website were evaluated, and the Solent is a group whose focus is to let the students maintain contact with the university. However, they do not offer the opportunity to contact their old classmates, an option that the Manchester alumni offer.

Over the past years, the website has used different methods to make it more accessible to anyone because they do not want to let the student who had their journey on the Solent university.

 They use several ways to let the students decide if they want to contribute to university growth, such as participating in events, mentoring, and donating. The target market is the previous students that went to Solent University and such future alumni postgraduate students.

•ASSESSMENT DRAFT REVIEW

Analysis

"Understandable means content needs to be understandable both by the users and any assistive technologies they might use" (boia, n.d). The research made it possible to compare with different alumni websites and some academic papers and understand the significant usability problems found on the Solent Alumni website, and consider which changes should be made to make it accessible to anyone.

Since 2000, The accessibility guidelines Working Group (AGWG) focus on the Web Content Accessibility Group (WCAG) has been releasing a version of new guidelines to explain to the developers what makes a good website accessible.

This guideline has the objective of reducing the number of websites that can be found on the internet that not following the guidelines because according to the 2020 Web Accessibility Annual report (abilitynet.org.uk, n.d.) and a Report made by Webaim() states that around 98% of the websites failed to meet the Web Content Accessibility Guidelines. Their focus is to explain what lousy accessibility is found on the websites and what guidelines should be taken to be accessed by anyone.

•ASSESSMENT DRAFT REVIEW

In summary, the first part was to study the user experience principles, check if the Solent alumni website meets the accessibility standards to be used by anyone, and study which business model the alumni uses. Academic research was made to evaluate the accessibility features gaps existing on the website, and it was possible to gather some aspects that need to be improved.

On the Market research, it was made a comparison between several alumni websites to understand how they manage and collect some information to improve the Solent alumni. The author's previous actions have the objective to give some knowledge that can be used on the prototype development.

The user is a scanner by nature, so it is essential to develop a website that is easy to interact with, avoiding a phenomenon called "scrolling fatigue" explained by (SMITH, indef) by studying the (NIELSEN, 1997) can be translated in "zombie scrolling" when having a long page. Not having the focus points defined, the user tends to pay attention to the content they find interesting, and then they scroll the more fatigued they get.

[918 words - +/- 10% of 1k]

•ASSESSMENT DRAFT REVIEW

NOTES:

Good use of appendix

Reference section needs to be in alphabetical order. Weblinks need date cited. Body text references need dates Harvard style.

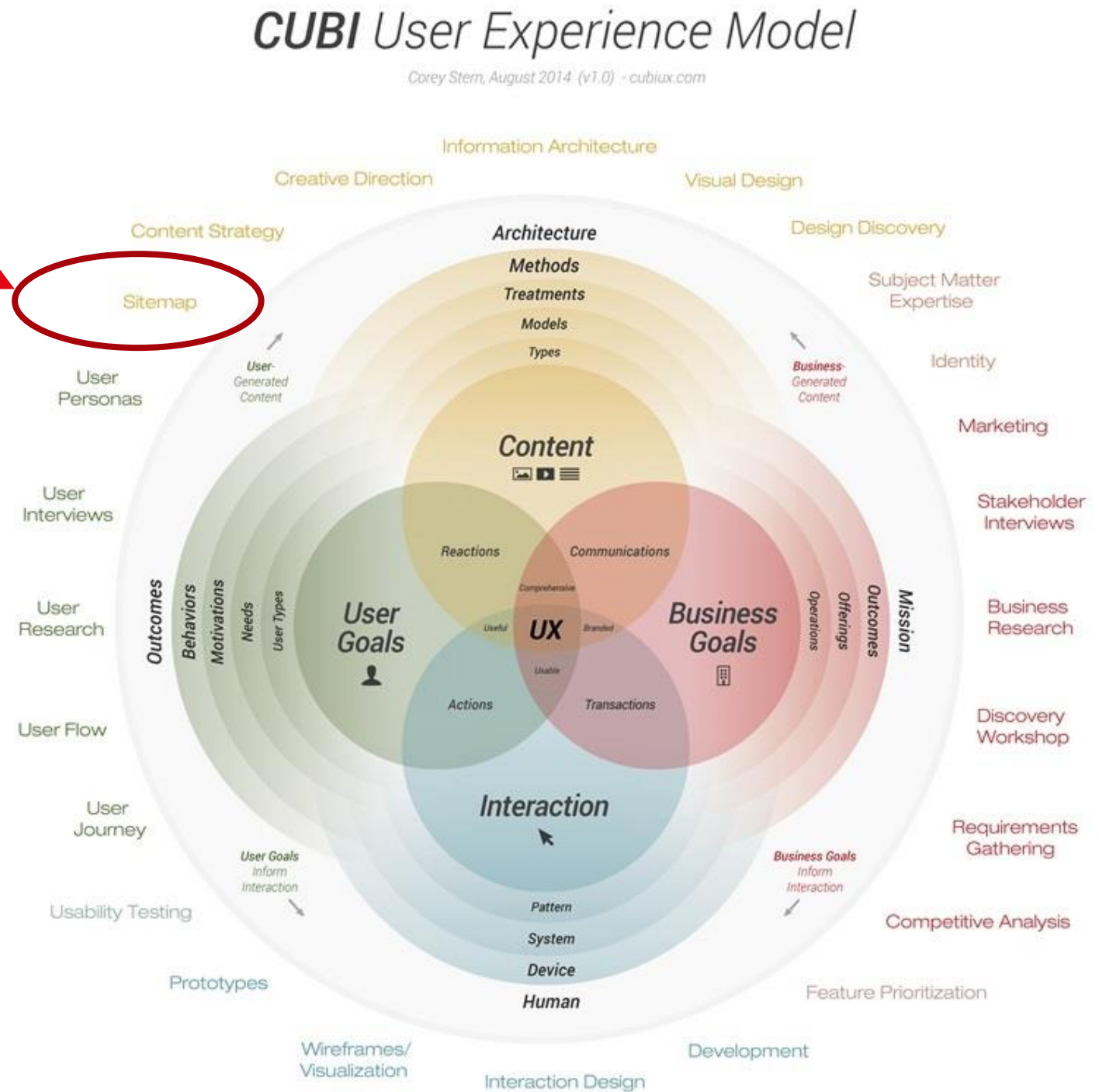Use present/past verb tense (not future 'we will')

Intro and each section should contain key LO terms.

Proofreading for grammar is needed.

Don't introduce new terms/ideas in the summary

CUBI UX MODEL – SITE FEATURES

Website mapping tools

CUBI *User Experience Model*

Corey Stern, August 2014 (v1.0) - cubiux.com

CUBI UX MODEL – SITEMAPS & WEBSITE FEATURES

Website mapping tools

CUBI UX MODEL – SITEMAPS & WEBSITE FEATURES

https://www.youtube.com/watch?v=uGXtZOL5v_w

Sitemap Tips

1. Ask yourself what is the website's end goal

2. Plan out your primary pages, then secondary ad so on..

3. Leave room for content expansion

CUBI UX MODEL – SITEMAPS & WEBSITE FEATURES

Sitemap

https://www.xml-sitemaps.com/details-www.solent.ac.uk-2d3ed43be.html

SharePoint files

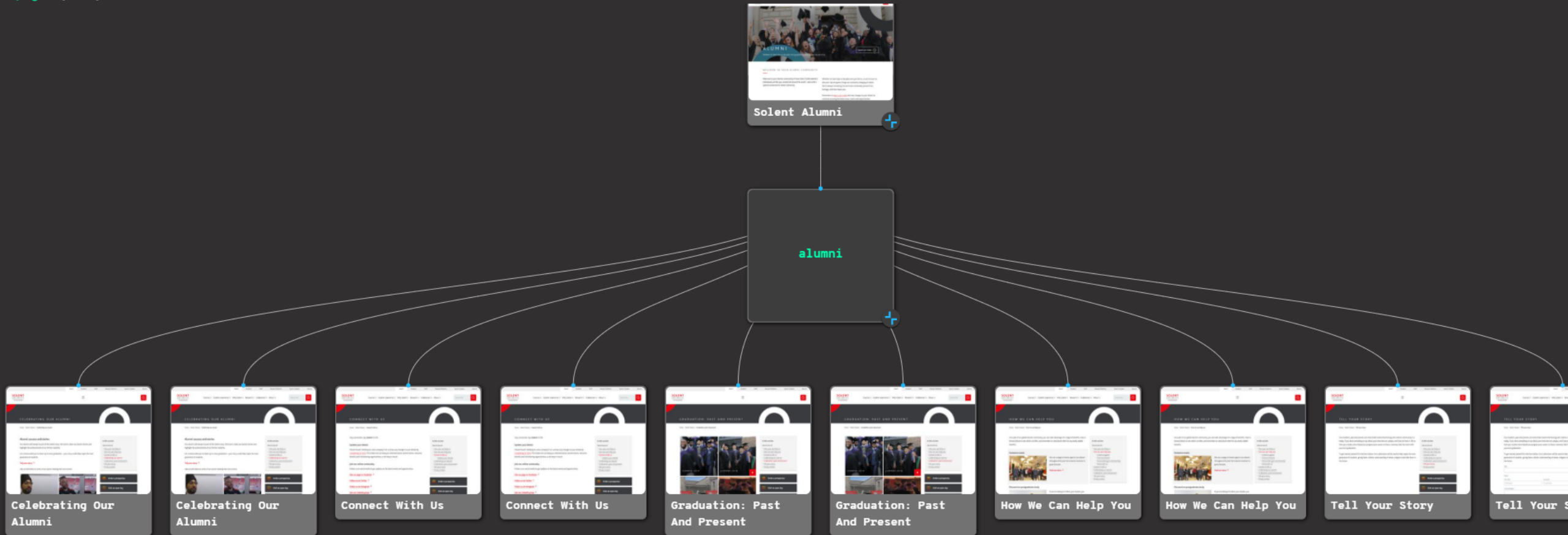https://ssu.sharepoint.com/sites/UXStrategiesCOM621September2021/Class%20Materials/COM621-wk6/sitemaps/report-sitemap.html

https://ssu.sharepoint.com/sites/UXStrategiesCOM621September2021/Class%20Materials/COM621-wk6/sitemaps/sitemap.html
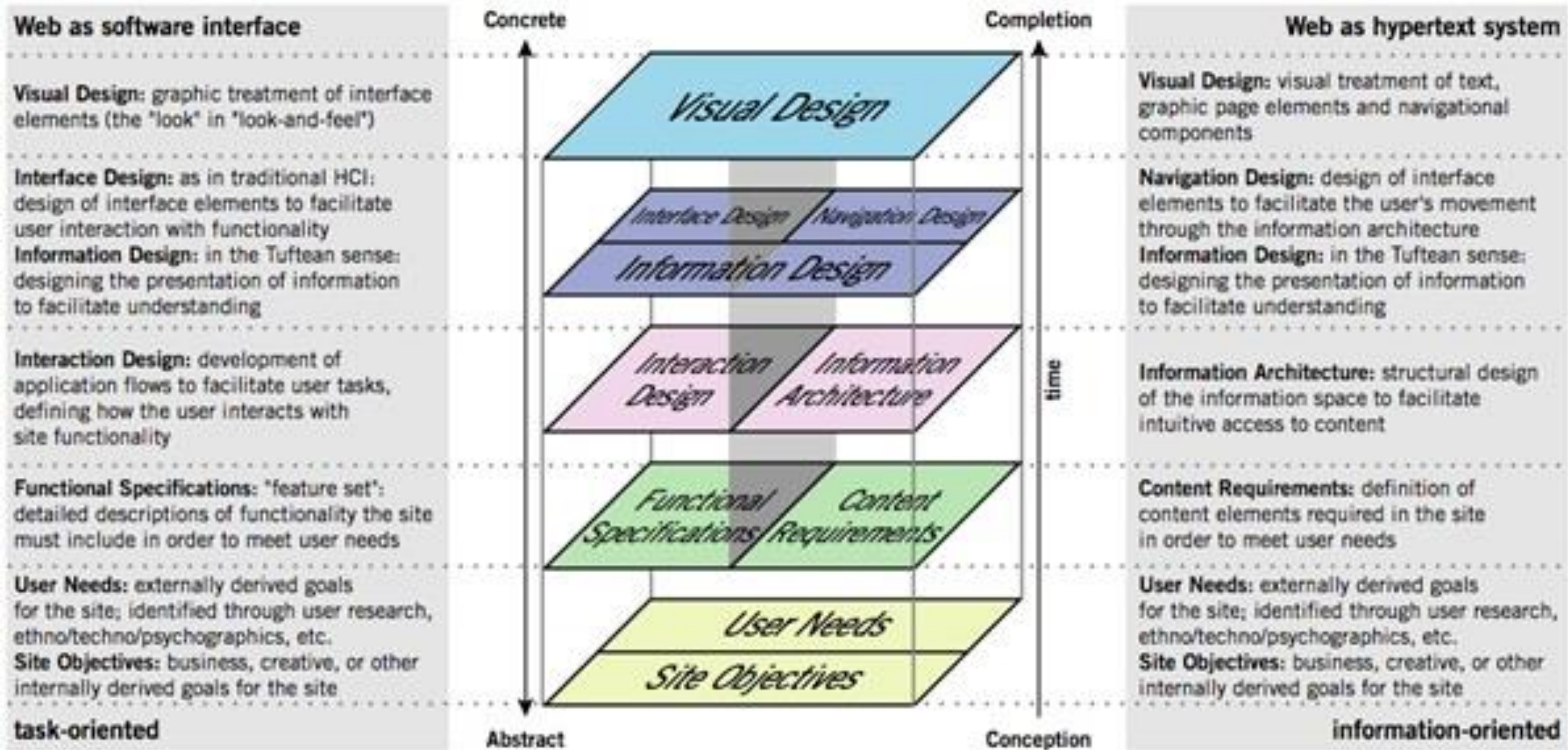
CUBI UX MODEL – SITEMAPS & WEBSITE FEATURES

https://app.visualsitemaps.com/share/08e5eccc483d55f13d49bb1ab9f275ef

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Handmade site map

© 2021 Dr Antho

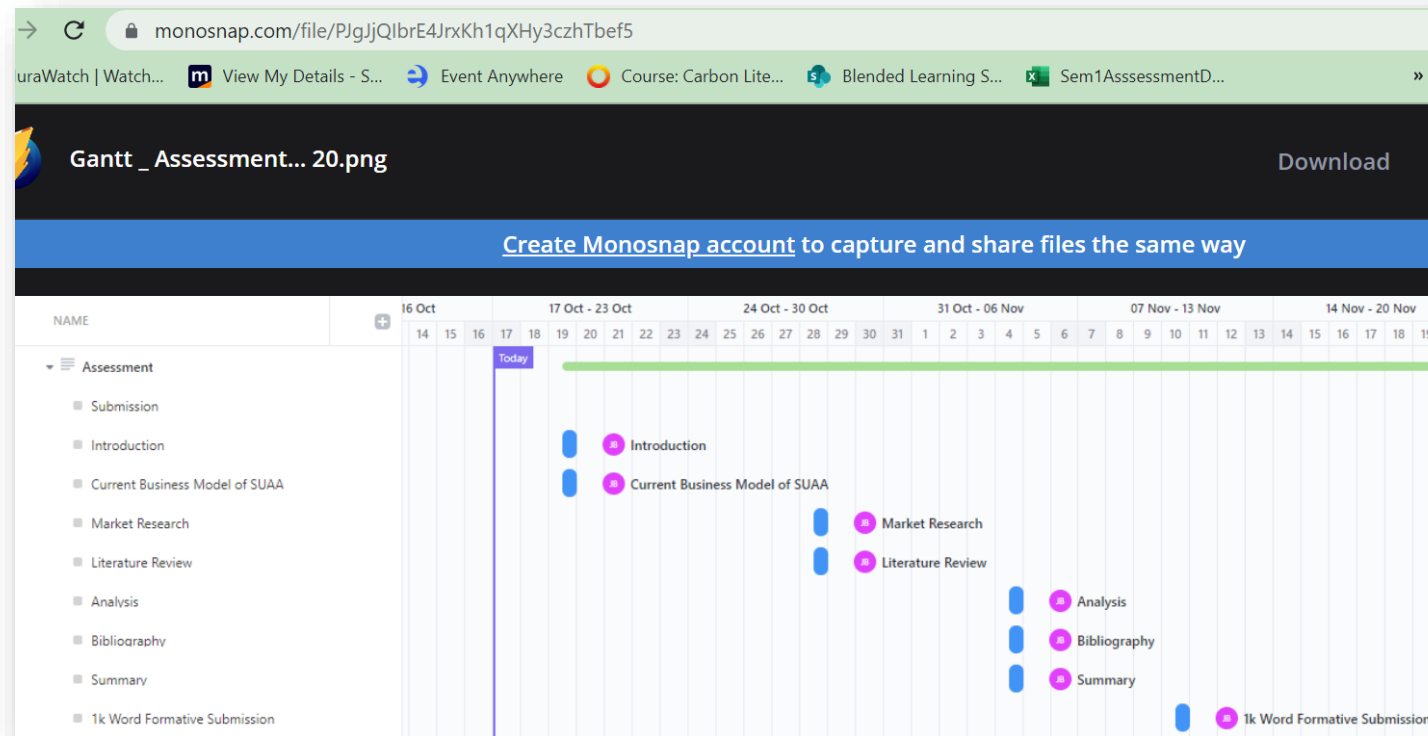| Courses>Student experience> Why Solent> Research> Collaborate> About									
https://www.solent.ac.uk/									
				https://www.solent.ac.uk/alumni					
https://www.solent.ac.uk/alumni/connect-with-us/update-your-details	https://www.solent.ac.uk/alumni#:~:text=Warsash%20alumni%20community-,here.,-Stay%20connected%2C%20stay	https://www.solent.ac.uk/alumni/how-we-can-help-you	https://www.solent.ac.uk/alumni/connect-with-us	https://www.solent.ac.uk/alumni/how-you-can-help-us	https://www.solent.ac.uk/alumni/graduation-past-and-present	https://youtu.be/ZUqcLsUguoI	https://twitter.com/SolentUniAlumni	https://maritime.solent.ac.uk/about/alumni	https://www.solent.ac.uk/work-with-us/donate
All	News	Events							View all news
									https://www.solent.ac.uk/news **<off site>**
Footer menu	**<off site>**								
About Solent	**Explore**	**Get in touch**							
https://www.solent.ac.uk/about/our-governance-and-organisation	https://www.solent.ac.uk/courses/a-z-directory	https://www.solent.ac.uk/about/find-us							
https://www.solent.ac.uk/about/term-dates	https://www.solent.ac.uk/prospectus/order-a-prospectus	https://www.solent.ac.uk/about/contact-us							
https://www.solent.ac.uk/about/working-at-solent	https://www.solent.ac.uk/virtual-tour	https://www.solent.ac.uk/news/newsroom							
https://www.solent.ac.uk/about/our-facts-and-figures/our-student-body	https://www.solent.ac.uk/faculties-and-schools	https://www.solent.ac.uk/work-with-us/solent-global							
© Solent University	https://www.solent.ac.uk/disclaimer	https://www.solent.ac.uk/disclaimer/privacy-policy	https://www.solent.ac.uk/disclaimer/cookies	https://www.solent.ac.uk/disclaimer/accessibility	https://www.solent.ac.uk/about/our-facts-and-figures/office-for-students-transparency-information				

RESEARCH:

Web as software interface

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI: design of interface elements to facilitate user interaction with functionality
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

task-oriented

Web as hypertext system

Visual Design: visual treatment of text, graphic page elements and navigational components

Navigation Design: design of interface elements to facilitate the user's movement through the information architecture
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Information Architecture: structural design of the information space to facilitate intuitive access to content

Content Requirements: definition of content elements required in the site in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

information-oriented

Concrete — Completion

time

Abstract — Conception

Visual Design
Interface Design | Navigation Design
Information Design
Interaction Design | Information Architecture
Functional Specifications | Content Requirements
User Needs
Site Objectives

HAVE A 15 MINUTE BREAK

RESEARCH: GANTT CHART
SHARE SAMPLES

➢ Sample: email from Joe

https://monosnap.com/file/PJgJjQIbrE4JrxKh1qXHy3czhTbef5

1 MINUTE ESSAY:

One minute writing exercise:

You need to write something you have learned since the last class.

- Share it with someone next to you

- Decide if you want to modify your answer

- Read it (not paraphrase) to the group

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BL BUSINESS & IP CTR - REFLECTIONS
ANY TAKE-AWAYS? HTTPS://YOUTU.BE/TETFNE_SKGO

WOOCLAP: TAG CLOUD

Skills & knowledge to do UX Strategy