

UX/UI Design

Our approach to the UX and UI design was to keep things simple and intuitive for the user. We chose to also deliberately use Human or User Centered Design principles to ensure that we are on target with a site that is functional as well as easy to use.

Our three principles include:

1. Identify the main users. Specifically, this site is used for research either as a professional or simply curious investigator. The site should approach each user the same and offer access to research materials using just a few options.
2. Focus on the design was accomplished with wire frames, paper prototypes and online walkthroughs for our test group to provide feedback on the functionality of the site's approach to collect and disseminate information.
3. Iterate back to the design, the improvements from design walkthroughs, heuristic evaluations and usability testing (paper, low fidelity, high fidelity, formal).

Furthermore, our approach is to ensure that the site is accessible across multiple screens and be as inclusive to as many people who may be considered having a "disability". We've kept the site open standard using semantic HTML to structure the content so that support devices such as readers can better determine how to present information to the user. We have also used a responsive web design approach understanding that there are a number of users who will be using hardware devices with specialized keyboards (screen/touch keyboards) or will be using this site in remote areas away from their office space in order to investigate specific information.