



User Experience Design IMD Zone

Lana Smith



Agenda

- Introduction
- Sitemap
- Paper Prototype
- Wireframe
- Visual Design
- Interactive Prototype
- User Testing
- Next step



Introduction

IMD Zone is website for employers to find students, and for students to find employers and opportunities.

Design approached:
UX Design.



Persona



KATHY WILLIAM

"I'd love to see everyones work in an easy way."

Occupation:	Entrepreneur	Location:	Ottawa
Age:	37	Gender:	Female
Computer Skills:	7 / 10	Education Level:	College Degree

GOALS

- Ability to review online portfolios.
- Easier way to contact the candidates
- Hire well rounded media students.

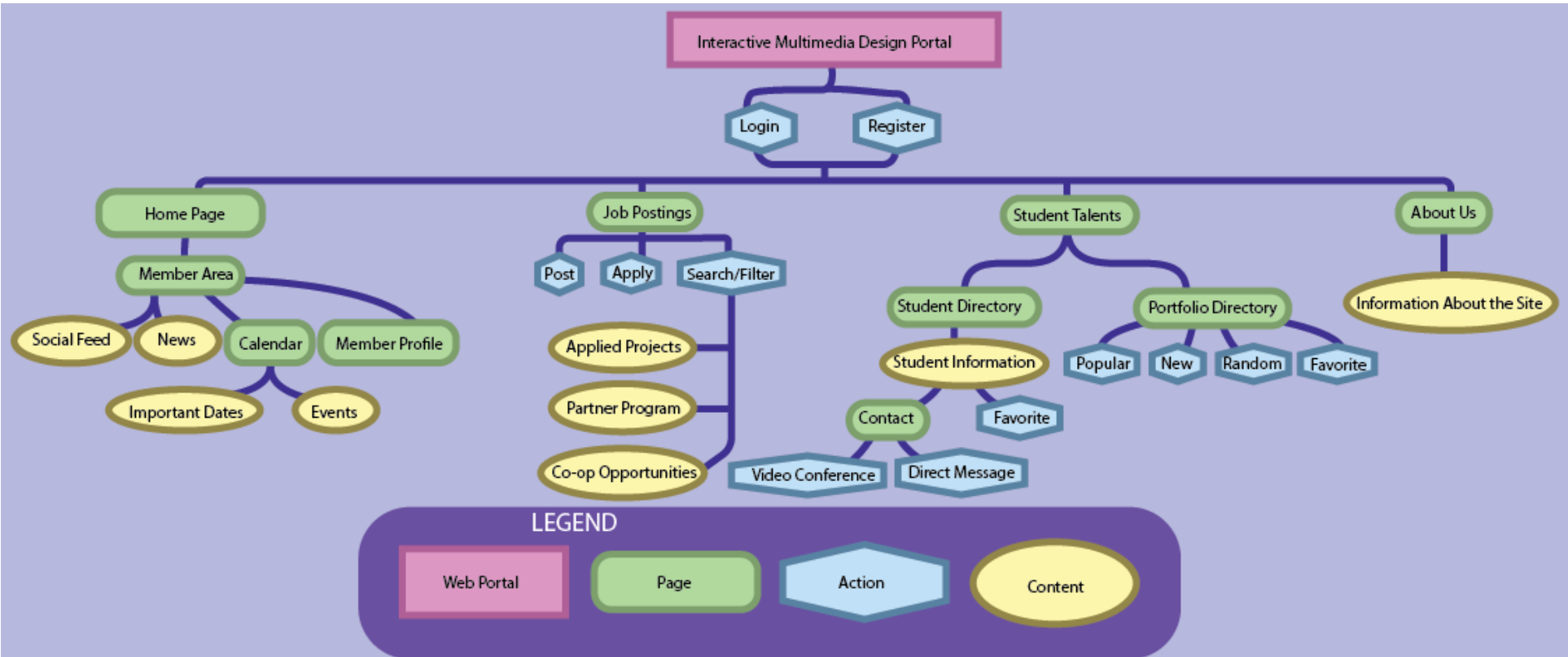
FRUSTRATIONS

- How many steps it takes to review candidates portfolio.
- Hate reviewing large attached files from candidates.
- Have a list of co-op candidates but have to contact them indivigually to get information.

BIOGRAPHY

Kathy is a middle aged entreprenure and wants to hire some media candidates but is having trouble reviewing there resumes or getting all thier information easily.

Sitemap



FOOTER

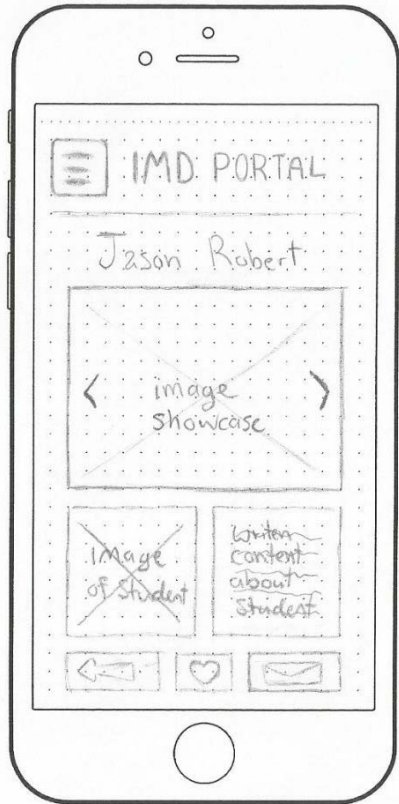
[Contact Us](#)[Member Profile](#)[Search](#)



Design

Paper Prototype

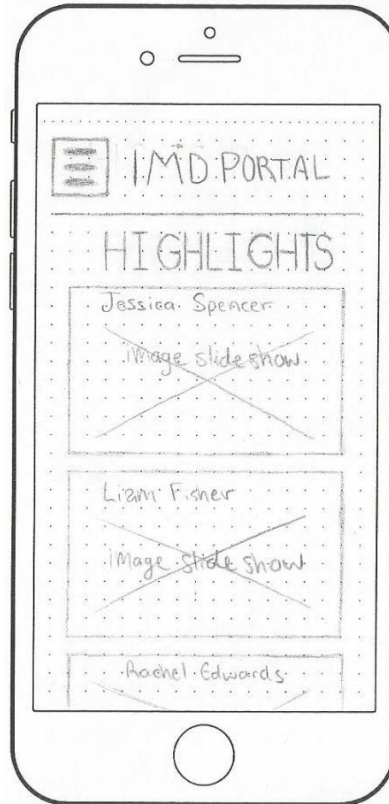
Mobile



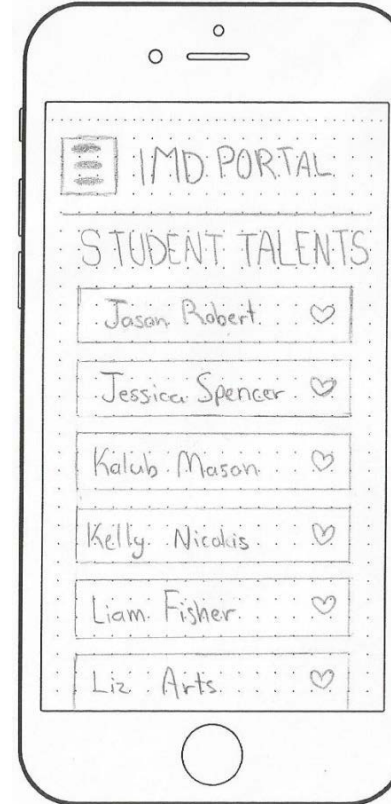
Student Portfolio



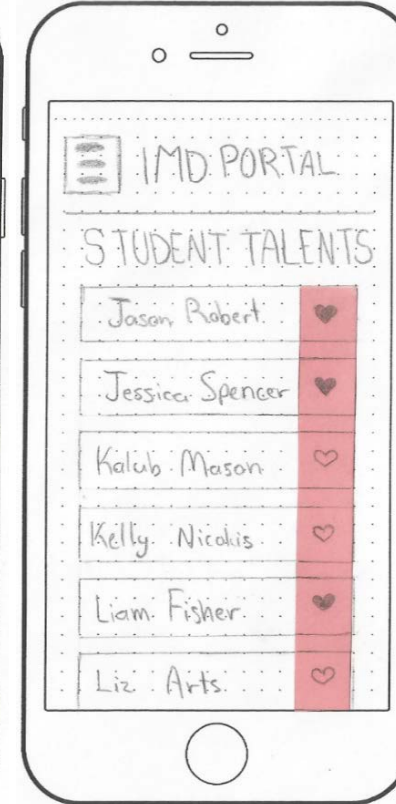
Navigation Dropdown



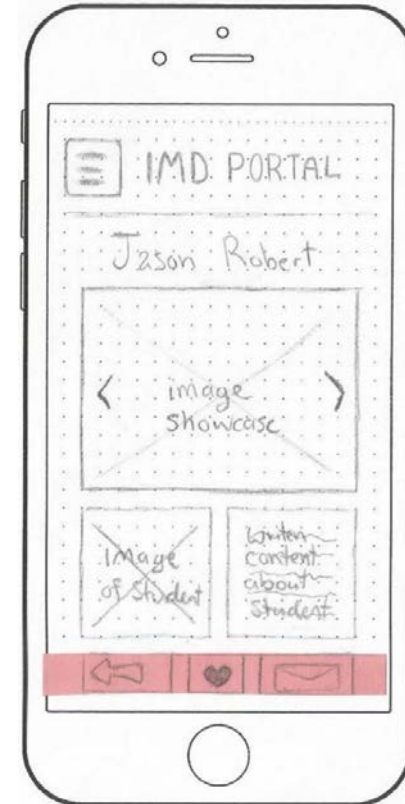
Home Page



Student Talents



Favoriting Students



Favorited Student

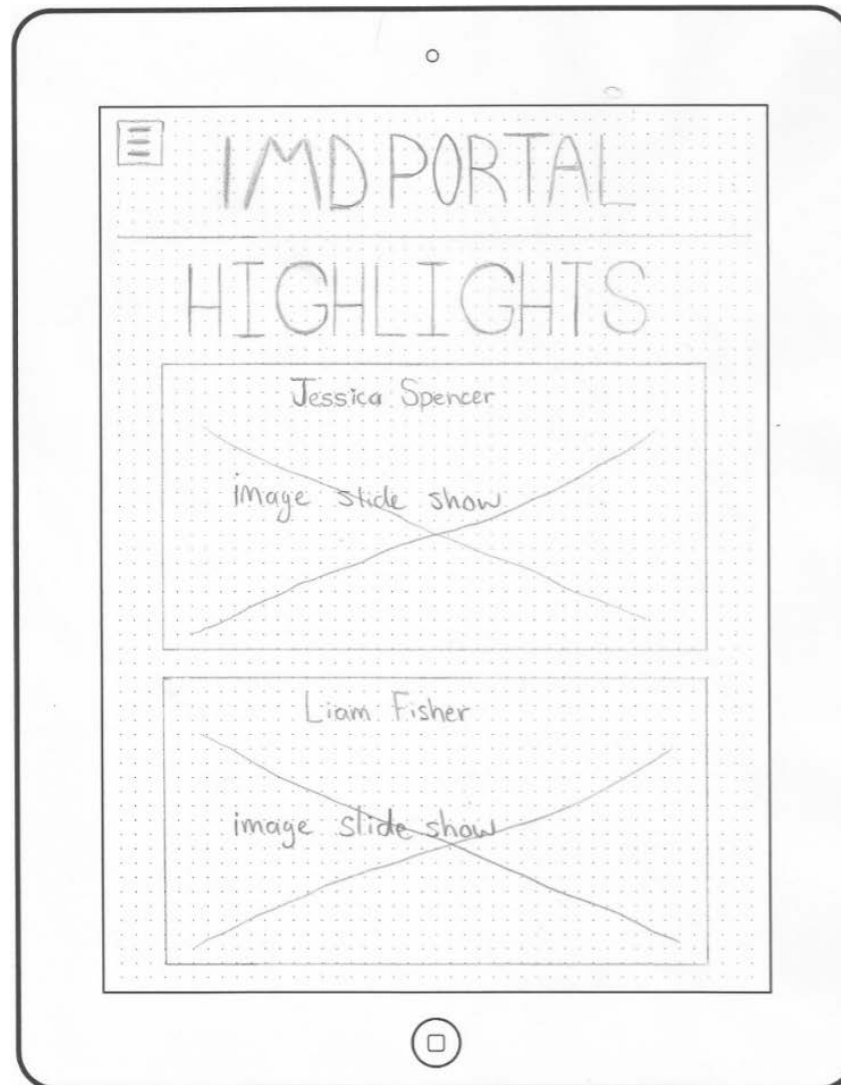


Design

Paper Prototype

Tablet

Home Page

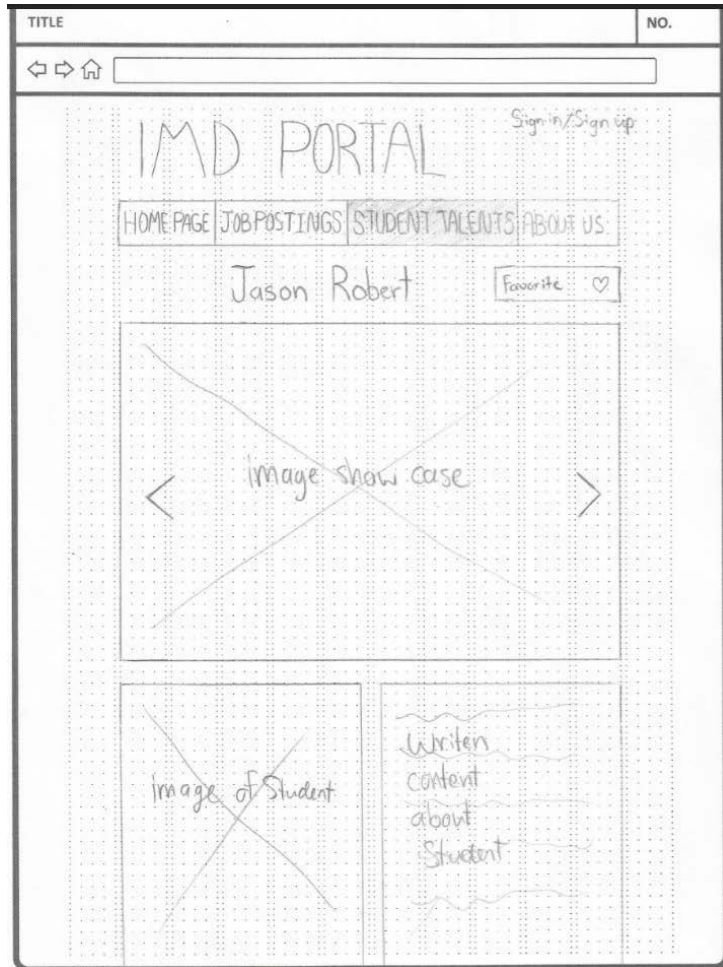




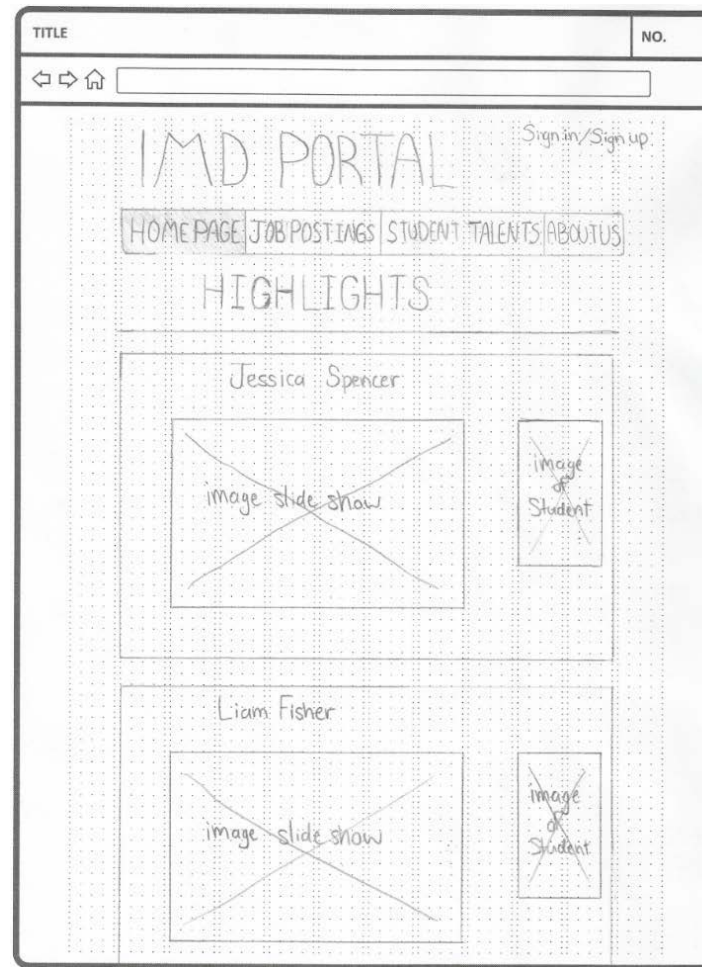
Design

Paper Prototype

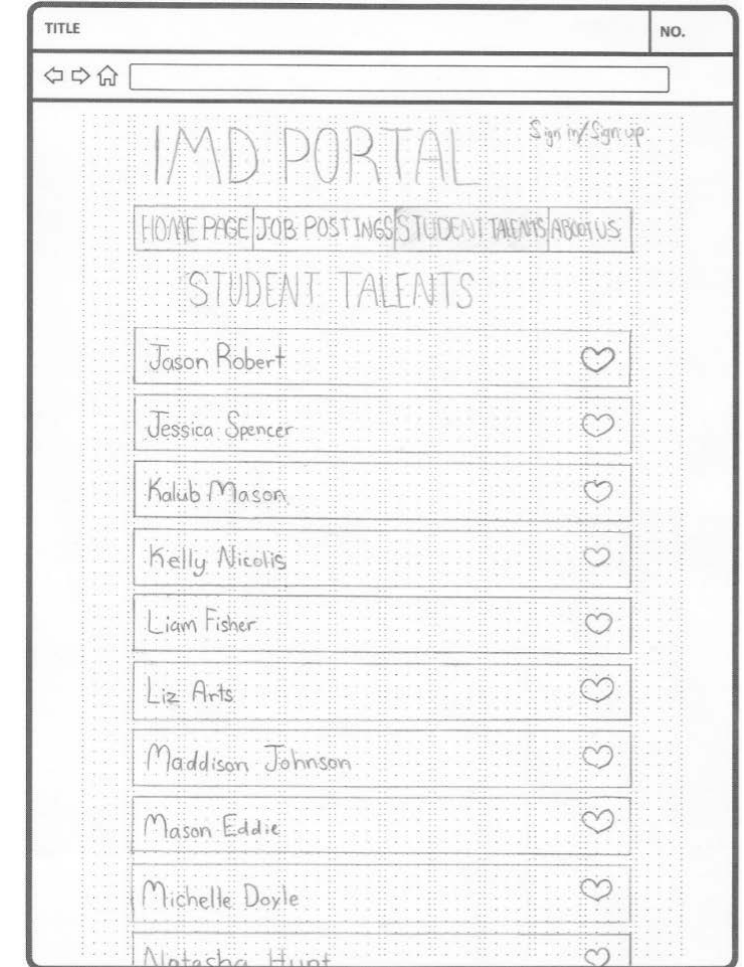
Browser



Student Portfolio



Home Page



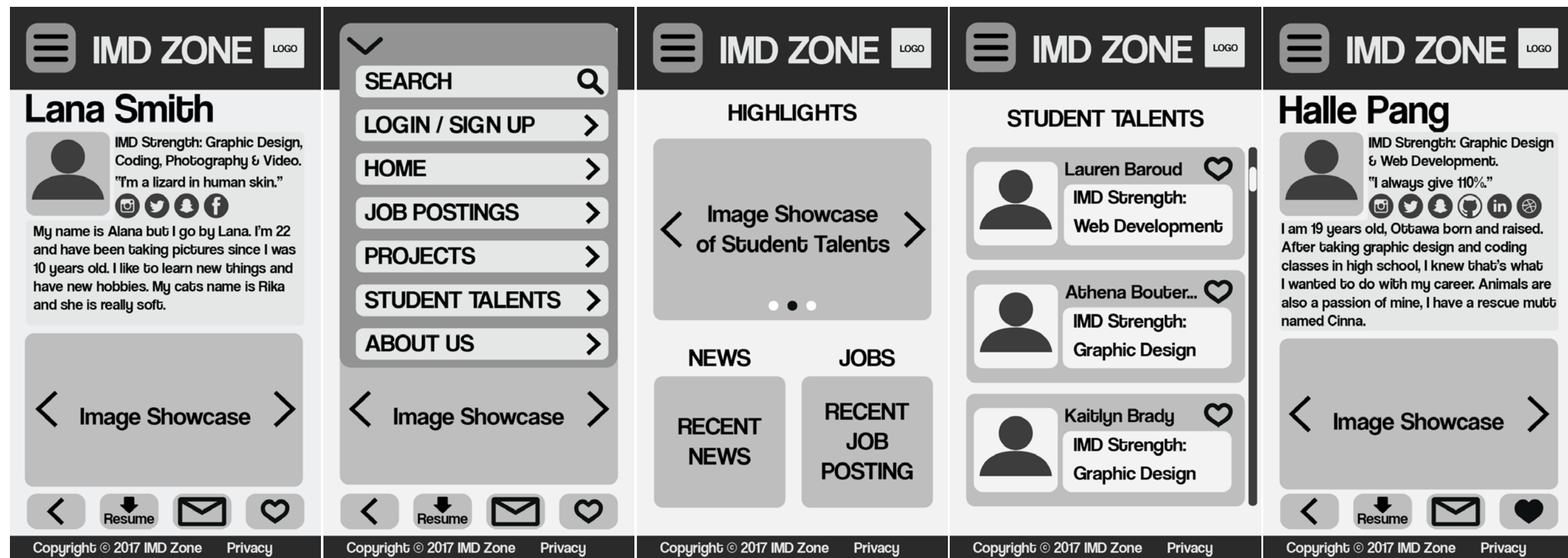
Student Talents



Design

Wireframe

Mobile



Student Portfolio

Navigation

Home Page

Student Talents

Student Portfolio



Design

Wireframe

Tablet

Home Page

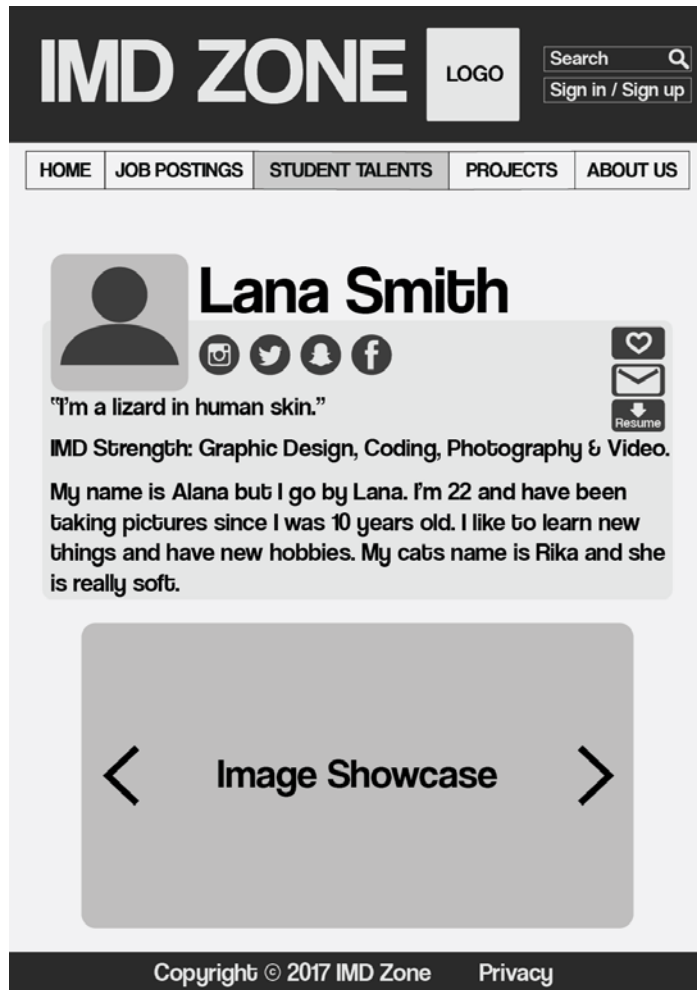




Design

Wireframe

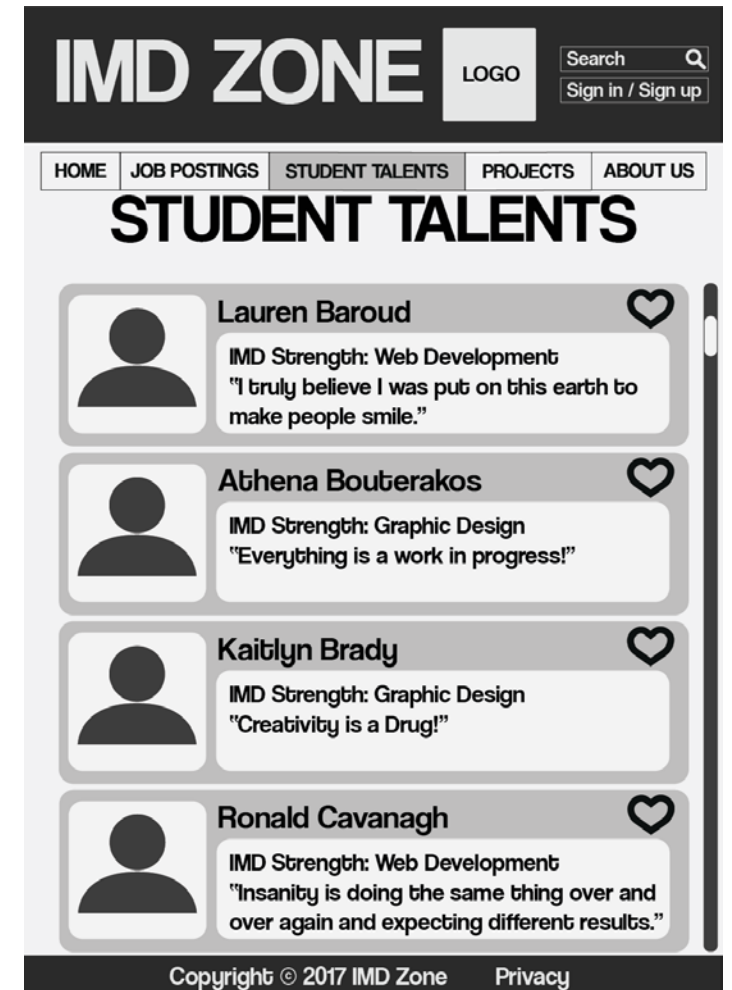
Browser



Student Portfolio



Home Page



Student Talents



Design

Visual Design

Font's used: Roboto **Coolvetica**

Colour scheme:

Orange

Pink

Mustard Yellow

Light Blue



Design

Visual Design

Mobile



Lana Smith



IMD Strength: Graphic Design,
Coding, Photography & Video.

"I'm a lizard in human skin."



My name is Alana but I go by Lana. I'm 22 and have been taking pictures since I was 10 years old. I like to learn new things and have new hobbies. My cats name is Rika and she is really soft.

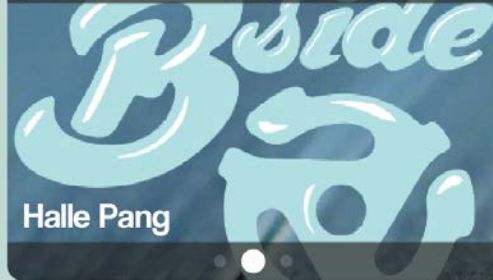


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Student Portfolio



STUDENT HIGHLIGHTS



NEWS

Shopify is now accepting applications for front end web development interns.



EVENTS

Algonquin is hosting a free photoshop workshop. 23/4/2017 9AM WT 229



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Home Page



STUDENT TALENTS



Lauren Baroud



IMD Strength: Web Development



Anthony Browne



IMD Strength: Graphic Design



Halle Pang



IMD Strength: Graphic Design



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Student Talents



Design

Visual Design

Tablet

Home Page





Design

Visual Design

Browser

Home Page

The screenshot shows the homepage of the IMD ZONE website. At the top, the header features the "IMD ZONE" logo in orange, a small version of the interlocking loops logo, and a search bar with a magnifying glass icon. Below the search bar are links for "Sign in / Sign up". A navigation menu includes "HOME", "JOB POSTINGS", "STUDENT TALENTS", "PROJECTS", and "ABOUT US". The main content area is divided into three sections. The "HIGHLIGHTS" section features a large blue graphic with the word "side" in a stylized font, a circular profile picture of a woman with yellow flower headbands, and the name "Halle Pang". Below this are two columns: "NEWS" and "EVENTS". The "NEWS" section contains a text snippet about Shopify accepting applications for front-end web development interns, accompanied by the Shopify logo and a "Read More" button. The "EVENTS" section contains a text snippet about a free Photoshop workshop at Algonquin, dated 23/4/2017, accompanied by a green "AC" logo and a "Read More" button. The footer at the bottom of the page includes the text "Copyright © 2017 IMD Zone" and a "Privacy" link.


IMD ZONE

Search

Sign in / Sign up

HOME JOB POSTINGS STUDENT TALENTS PROJECTS ABOUT US

HIGHLIGHTS




side

Halle Pang

NEWS


Shopify is now accepting applications for front end web development interns.



[Read More](#)

EVENTS

Algonquin is hosting a free photoshop workshop.
23/4/2017 9AM WT 229



[Read More](#)

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Design

User Testing

Participants



Lauren

Age Range: 20-25

Technical Ability: 9/10

Gender: Female

Device: iPhone 6



Alex

Age Range: 20-25

Technical Ability: 10/10

Gender: Male

Device: Nexus 5



Emma

Age Range: 20-25

Technical Ability: 7/10

Gender: Female

Device: iPhone 5s



Design

Interactive Prototype

Scenarios

Scenario 1:

Your persona has finished browsing a designer's portfolio on their phone during the morning commute on the bus to their work. They want to find another designer. They switch to a different designer's portfolio.

Scenario 2:

Your persona is on their lunch break at the office and is on their phone while sipping their afternoon coffee. They have been browsing designers and they want to send a designer a message. They create an account and then sign in to send them a message.

- Browse a designer.
- Navigate to home page.
- Navigate to Designer list page.
- Favorite three designers.
- Browse one of the designers.
- Create an account.
- Send the designer a message.



Design

Interactive Prototype

Click [here](#) to view the first interactive prototype.



Lana Smith



IMD Strength: Graphic Design, Coding, Photography & Video.

"I'm a lizard in human skin."



My name is Alana but I go by Lana. I'm 22 and have been taking pictures since I was 10 years old. I like to learn new things and have new hobbies. My cats name is Rika and she is really soft.





Design

User Testing

Quantitative metrics:

- Length of time participant takes.
- How the participant feels.
- Participants opinions.
- Critical Errors.
- Error free rate.

Pain points:

- The arrows in the portfolio pieces are hard to see.
- The colour of the navigation button is hard to see.
- The tedious task of having to login after signing up.
- The home page not having enough information.

See detailed test [here](#).

Changes:

- Colours made darker to see easier.
- Slogan was added to the logo for more clarification.
- Arrows were made darker.
- Dot's added underneath portfolio's for easier navigation.
- A border was added around the image.
- When viewing the image close up, there is now a description that can be removed from tapping the image.
- Close up image pop up became easier to see.
- Do not require login after signup.
- Change navigation order and decided not to make all font uppercase.



Design

Interactive Prototype

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Portfolio Pieces





Next Step

More user testing.

Begin working on other areas of the site.

