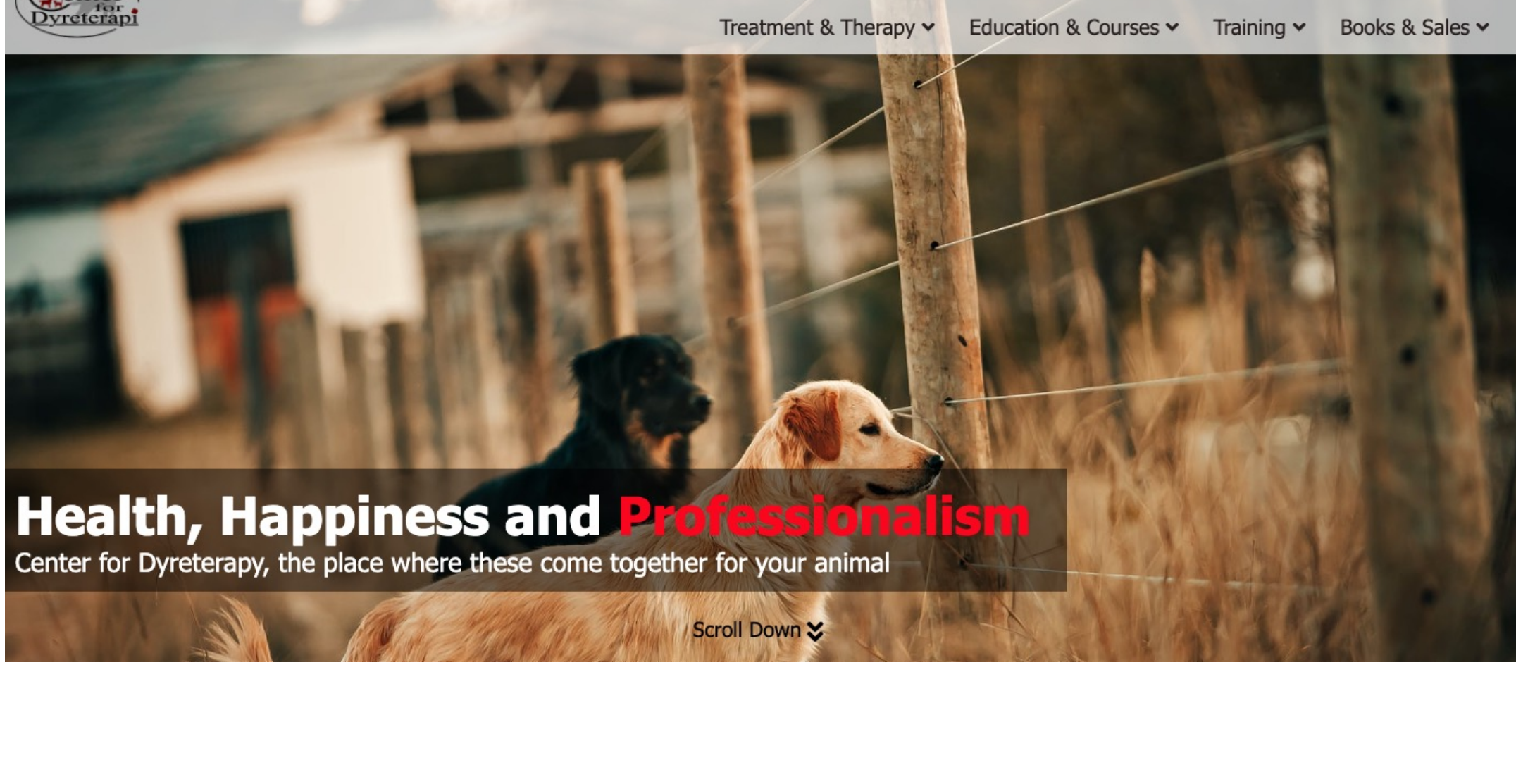


Selected case study for demonstrating user research, design and coding skills

# Center for Dyreterapi website

The amalgamation of three existing websites, with the implementation of improved information architecture.

June, 2020



## Client

Center for Dyreterapi  
Hirtshals (DK)

## My Roles

Communication with client  
User Research  
Information Architecture  
Coding in HTML and CSS

## Team

Mark Bence Kiss, Daniela Moruzi, Muhammed Subeh

## The Challenge

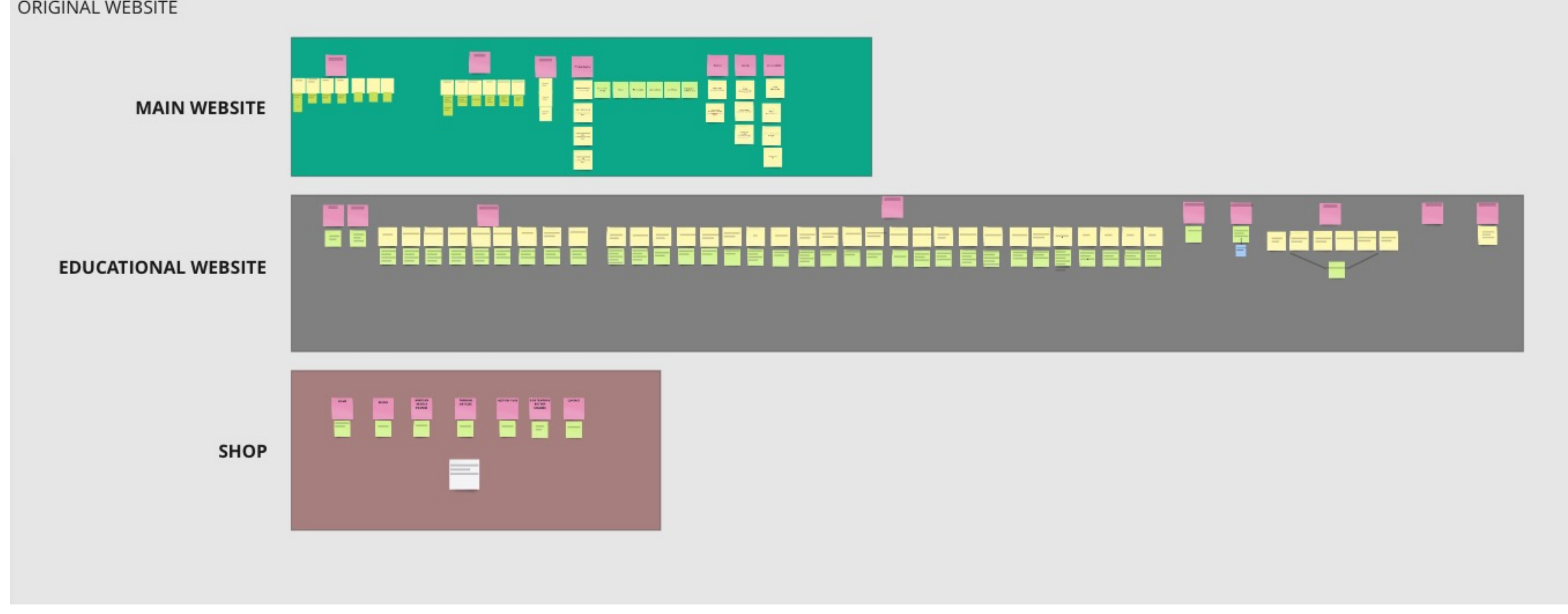
The focus of the project was to establishing a new information architectural structure, based on the client's three current websites' content, while also improving the navigation, allowing for seamless user experience, when navigating the extensive content. The three current websites respectively contain information about treatment and therapy for animals, courses for the owners and a shop.

## Solution

At the customer's request, the team aimed to provide a professional and "cozy" look of the product. By applying the Five Planes of UX method we attempted to create a digital product which would communicate the client's values and allow efficient navigation of extensive content by executing user interviews and working with information architecture.

## Exploration of IA

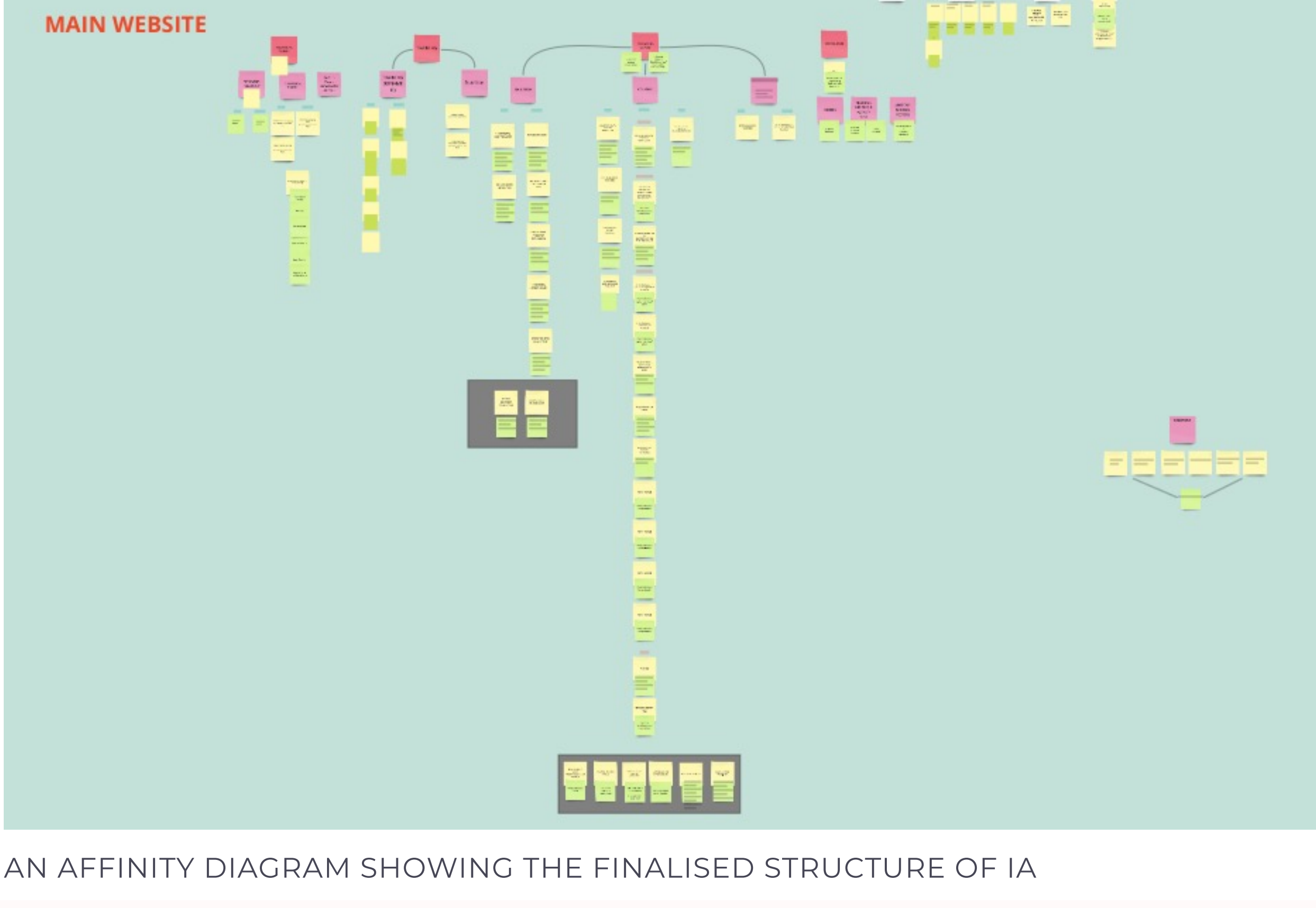
As a starting point for this project we needed to familiarise ourselves with the client's already existing content. They've been using several platforms for their online presence, such as facebook, Instagram and three additional websites. To have a better understanding of the structure of the current content, we created a content inventory.



CONTENT INVENTORY OF THE EXISTING WEBSITES MADE INTO AN AFFINITY DIAGRAM

## Reconstruction of IA

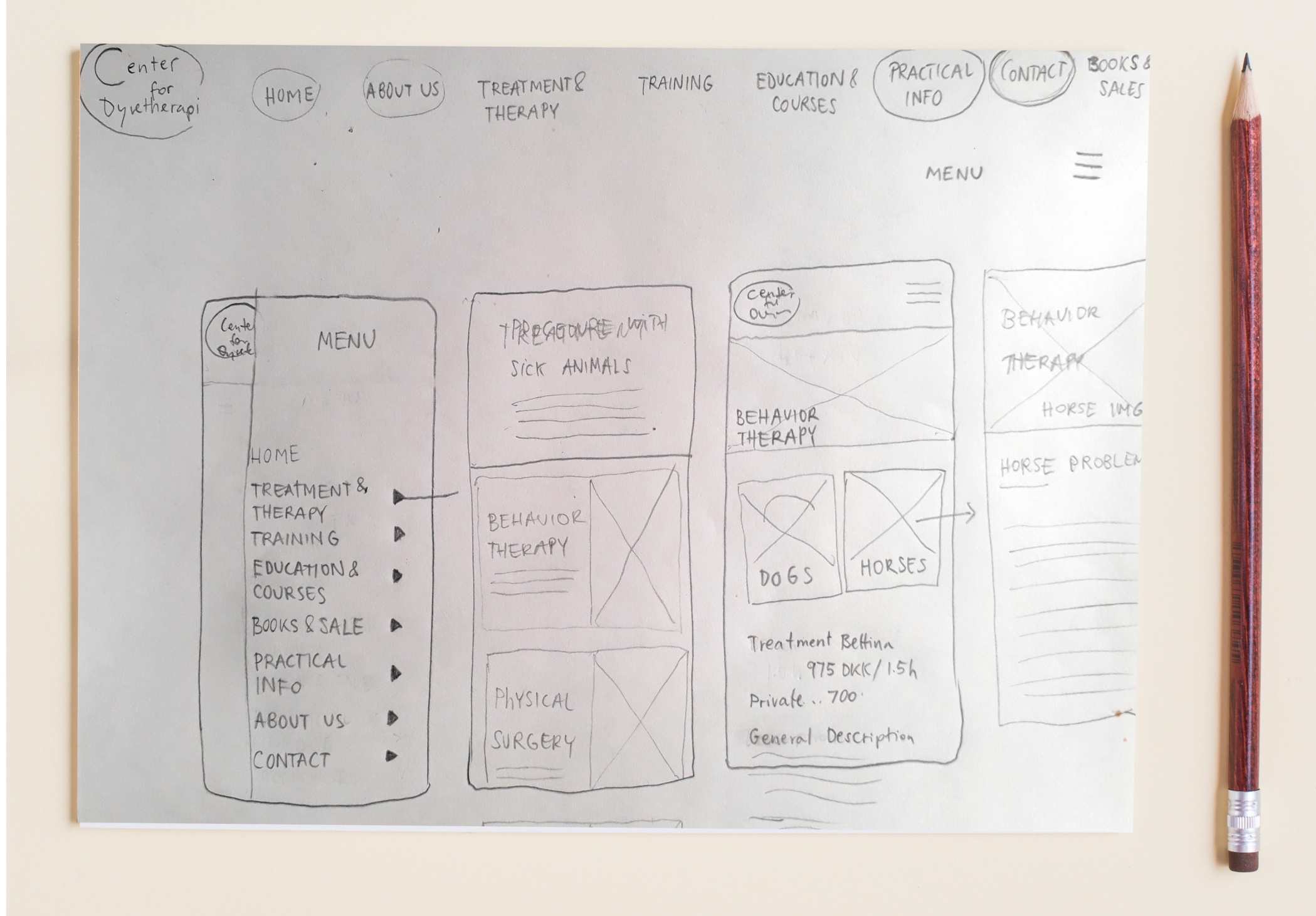
With the help of a content inventory, user research and the client brief, we created a new structure for information architecture, organising content in meta categories for the main navigation, and smaller categories for the sub-navigation.



AN AFFINITY DIAGRAM SHOWING THE FINALISED STRUCTURE OF IA

## Early Wireframes

In a following brainstorming session the team decided about how to best display the main navigation items and the numerous sub categories.

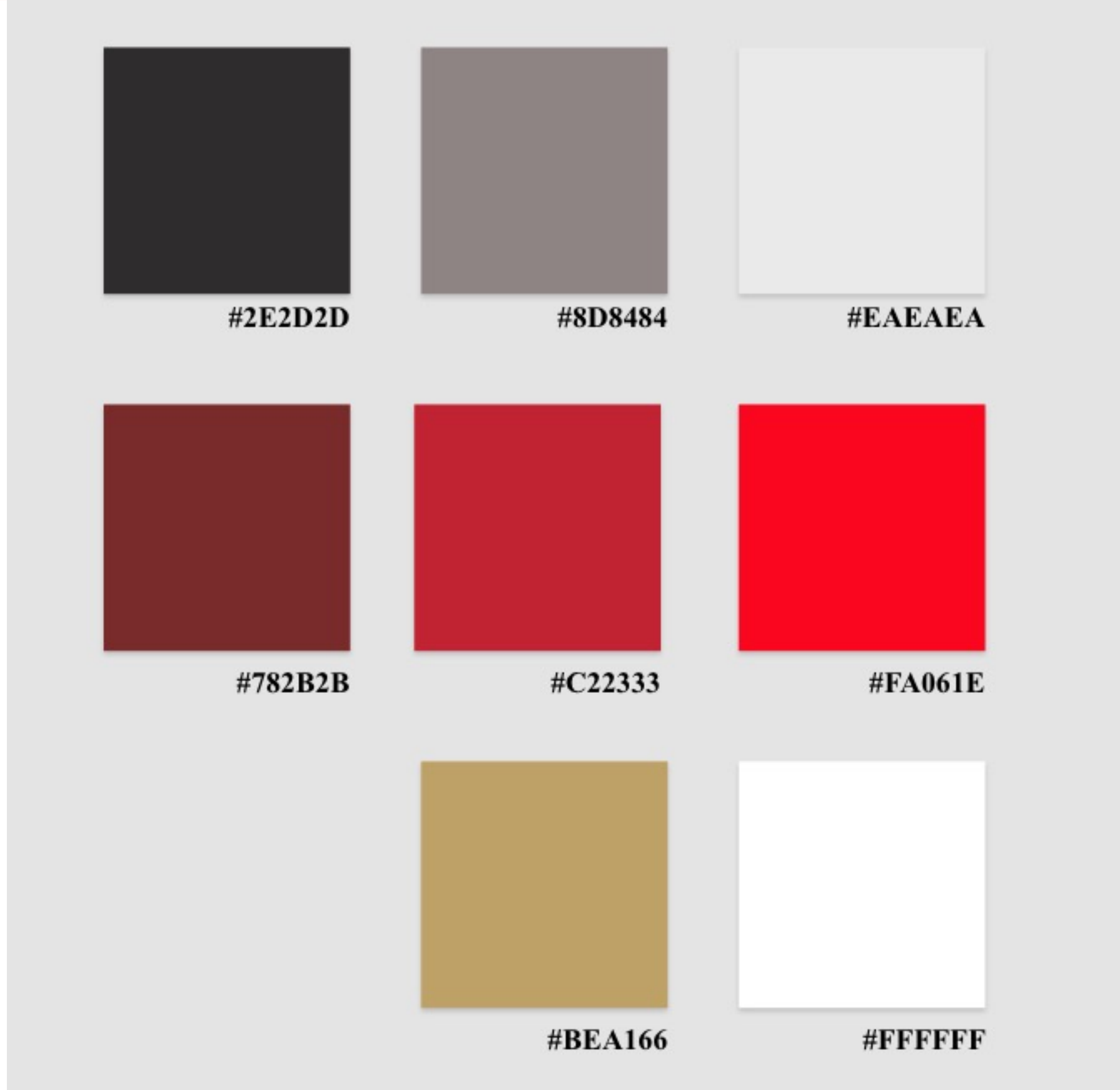


FIRST STAGE WIREFRAMES FOR TRYING TO ORGANISE CONTENT

## About the looks

Our client's company logo was not to be changed, so we took it as a point of reference, when choosing the colours for the website.

The colour combination was meant to express a classy, warm style.



THE COLOUR PALETTE BUILT AROUND OUR CLIENT'S BRAND

## Merged Content

In the finalised version of the product on both mobile and desktop, the main navigation items are grouped and displayed in a visually separate section from the sub-items. Each sub-item contains further items, all together forming a mega-menu, which ensures that all available service options are present on the main page for the user.



THE STRUCTURE OF MOBILE AND DESKTOP NAVIGATION OF THE FINAL PRODUCT

Initial user tests made on our client's original websites suggested that navigating the content can be challenging. Addressing some of the pain points, the team attempted to amalgamate the content from three websites into one structure, in order to improve user experience. We hoped to reduce the confusion that unpredictable jumps between sites can cause to users. By creating better meta-groups the team also attempted to guide users directly to the services they might be interested in.

The team had to work remotely, which was made possible with the use of Microsoft Team, Miro, Trello and Github. For coding a functional prototype, this was the first time that we worked with an SPA. To execute the logic, a JavaScript framework was created and handled by one of our team member. The rest of us had the pleasure to work with HTML5 for creating the content of the pages, and CSS3 for styling them according to the mockups.

Thank you for taking time to read this case study!  
For other works, please return to **works**.