

Web Information System Design

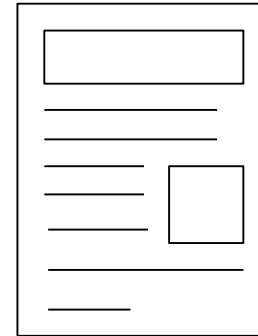
No.8 Web Site Management

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Web Page vs Web Site

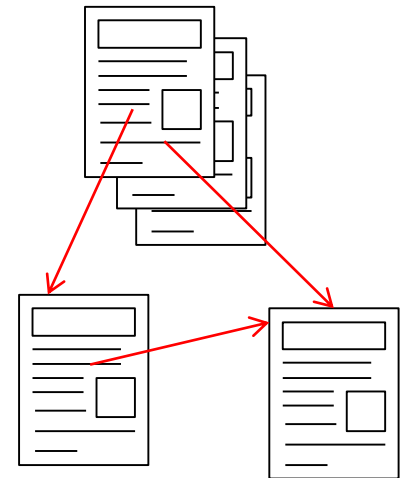
- ▶ **Design a Web page**

- ▶ Design only one page
- ▶ Technology for one page
- ▶ Usefulness of a page



- ▶ **Design a Web site**

- ▶ Design the whole site
- ▶ Uniformity of the site
- ▶ Organize information
- ▶ Usefulness of the site
- ▶ How easy to get the information



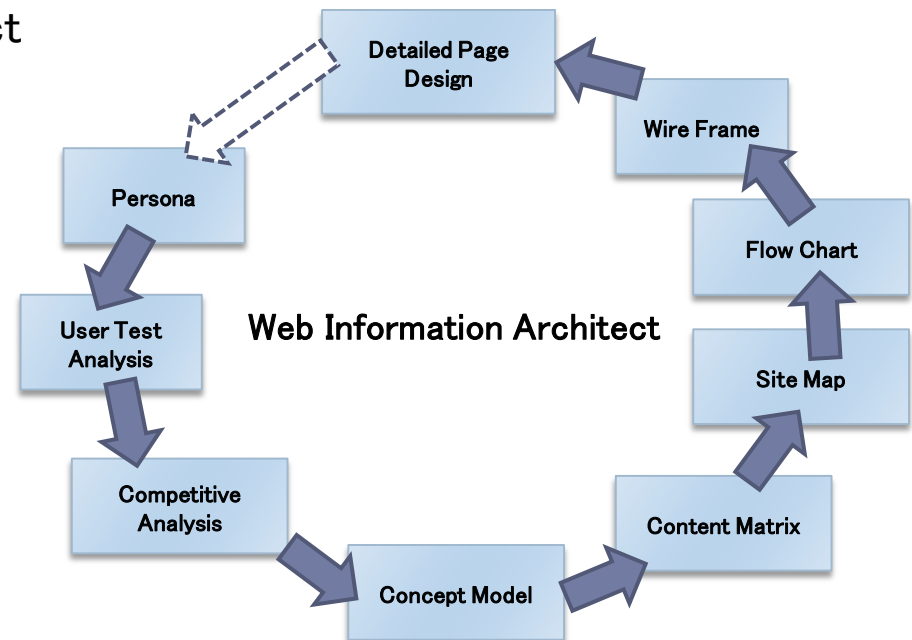
Information Architect

▶ Defined by Richard Saul Wurman

- ▶ The individual who organizes the patterns inherent in data, making the complex clear.
- ▶ A person who creates the structure or map of information which allows others to find their personal paths to knowledge.
- ▶ The emerging 21st century professional occupation addressing the needs of the age focused upon clarity, human understanding, and the science of the organization of information.

▶ Deliverable of Web Information Architect

- ▶ Persona and user scenario
- ▶ Organize and analyze user test
- ▶ Competitive Analysis
- ▶ Concept Model
- ▶ Content Matrix
- ▶ Site Map
- ▶ Flow Chart
- ▶ Wire Frame
- ▶ Detailed Page Design

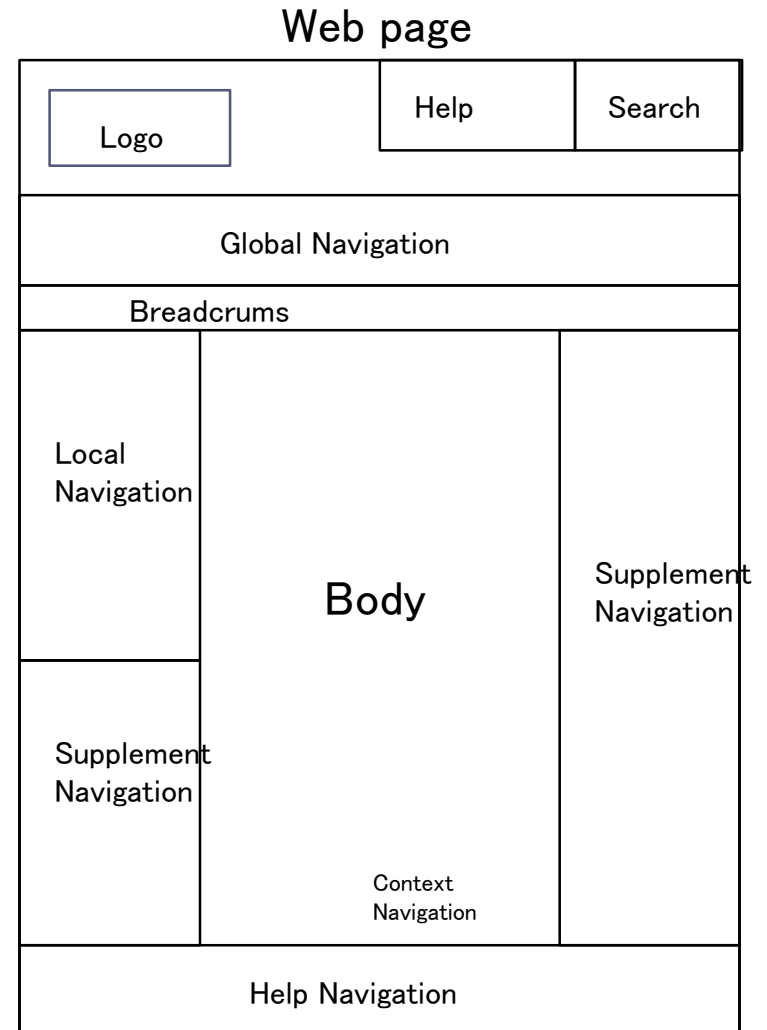


Design the Overall Structure

- ▶ **Organizing Information: LATCH Method (Richard Saul Wurman)**
 - ▶ Location: Use geographical or physical location.
 - ▶ Alphabet: Order by alphabet.
 - ▶ Time: Use chronological table, calendar, time table and so on to create a story.
 - ▶ Category: Use genre or category.
 - ▶ Hierarchy: Use size, price, importance, frequency and so on.
- ▶ **Typical Structure**
 - ▶ Hierarchy
 - ▶ Avoid too much depth
 - ▶ Linear
 - ▶ Payment process never goes back
 - ▶ Link
 - ▶ Use hyperlink freely
 - ▶ Not organized
 - ▶ Forksonomy
 - ▶ Use user tags
 - ▶ Structure continuously change

Navigation

- ▶ **Global navigation**
 - ▶ Common items of the whole Web site
 - ▶ Placed at the same position
 - ▶ Basic navigation
 - ▶ Move site horizontally
 - ▶ Include link to top page
 - ▶ Average 7 items
- ▶ **Local navigation**
 - ▶ Navigation in one category
 - ▶ Usually left side at the same position
- ▶ **Supplement navigation**
 - ▶ Navigate items which cannot be accessed by global or local.
- ▶ **Context navigation**
 - ▶ Navigation depend on the context
 - ▶ e.g. Next content, Next page
- ▶ **Help navigation**
 - ▶ Help, Search
 - ▶ Site map, Site index
- ▶ **Breadcrumbs**
 - ▶ User's location in the Web site



Improve User Experience

- ▶ 7 aspects by Peter Morvill
 - ▶ Useful
 - ▶ Usable
 - ▶ Desirable
 - ▶ Findable
 - ▶ Accessible
 - ▶ Credible
 - ▶ Valuable

Persona Method

▶ Persona

- ▶ Think who user the Web site
- ▶ Share the persona with the team
- ▶ Three persona
 - ▶ Primary user
 - ▶ Secondary user
 - ▶ Other user

For successful design, it is better to satisfy one person rather than to satisfy everybody.

▶ User scenario


- ▶ Think the behavior of each persona
- ▶ Important to have unsuccessful scenario

Persona

▶ As detailed as possible

- ▶ Name
- ▶ Age
- ▶ Occupation
- ▶ Family
- ▶ Bio
- ▶ Personality
- ▶ Goals
- ▶ Frustrations
- ▶ Technology

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Personalities: Extrovert (low), Introvert (high), Sensing (low), Intuition (high), Thinking (low), Feeling (high), Judging (low), Perceiving (high)

Brands: KAYAK, Basecamp, Outlook, enterprise, IHG

Goals:

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations:

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations: Price, Comfort, Convenience, Speed, Preferences, Loyalties/Rewards

Technology: IT & Internet, Software, Mobile Apps, Social Networks

The Moderately Seasoned Professional

Michael



AGE: 42
OCCUPATION: Regional Sales

"I'd like to see a good, better, best."

MICHAEL HAS BEEN IN SALES FOR YEARS AND HAS BEEN SELLING AND OTHER products for most of them. he's pretty comfortable with the Symbol products and isn't that interested in basic product info, but finds himself wondering if there's a better alternative than the product he's suggesting. It's a challenge keeping up to date on all the product info from Symbol and the other lines he sells. he'd love to see something that recommends a good, better, and best option when they're available as well as showing him where the particular model stacks up against other competitive products.

The right tool for Michael helps him pick the best product while recommending other alternatives. It also has case studies with examples of how other more seasoned salespeople have been able to upsell in similar environments and applications. Accessories and add-on services for Symbol scanners are a must. And if it is a frontend for Solution Builder that would be a huge bonus.



Knowledge: Domain Knowledge, Technology Knowledge, Experience

Activities and Interest: Product Training, Product Info, Alternate Selection, Competitive Intel, Case Studies, Accessory Finder, Quote Builder, Reports

Primary Use:

- Case studies
- Alternate product selections (good, better, best)
- Accessory finder
- Product info for new products or product refresh
- As a frontend to Solution Builder

Goals:

- Pick the right product and find better alternatives.
- Keep up-to-date on competitive intelligence.
- Accessory finder
- Increase sales volume.
- Increase accessory and add-on sales.
- Close more deals faster.

Influencers:

- Easy-to-use
- Speed
- New product info
- Ability to run reports on open vs. closed quotes
- Ability to generate quotes

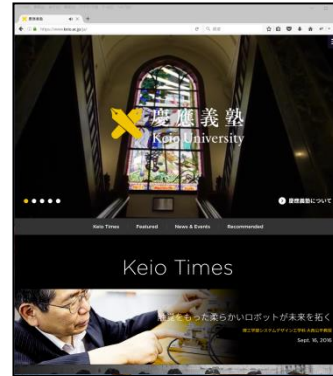
Frustrations & Pain Points:

- having multiple usernames and passwords, he already has several for the different applications he uses at work and email - he doesn't need another one.
- A tool that leaves him in the dark

Group Work

- ▶ Evaluate Japanese University English Web Site

- ▶ Exclude Keio



<https://www.keio.ac.jp/ja/>



<https://www.waseda.jp/top/>



<http://www.meiji.ac.jp/>

- ▶ Three personas

- ▶ Primary
 - ▶ Secondary
 - ▶ Other

- ▶ Three scenarios each



http://www.u-tokyo.ac.jp/index_j.html



<http://www.rikkyo.ac.jp/>



<https://www.hosei.ac.jp/>

Choose Site

University Name	
URL	
The reason to choose the university	
Technology (HTML, CSS, ...)	
Navigation (Global, Local, ...)	



Persona: Primary User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	



Scenario: Primary User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem:

Persona: Secondary User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	



Scenario: Secondary User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem:



Persona: Other User

Name	
Age	
Family	
Occupation	
Brief Bio	
Personality	
Goals	
Frustrations	
Technology	



Scenario: Other User

Scenario 1		Success: yes, no, with difficulties Problem:
Scenario 2		Success: yes, no, with difficulties Problem:
Scenario 3		Success: yes, no, with difficulties Problem:

