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Information Architecture Portfolio

This document contains examples of the following types of deliverables:

- : User Personas & Scenarios
- : Site Maps
- : Process Flows
- : Wireframes (Conceptual)
- : Wireframes (Functional Specification)
- : Wireframes (Content Specification)
- : Content Matrix
- : Use Cases

As nearly all of my work is created under the auspices of Non Disclosure Agreements, client names and other identifying factors have been removed or disguised.

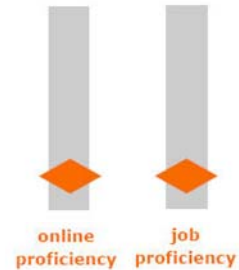
These personas and scenarios were created to help build awareness of the diversity of user needs when designing an internal HR self-service portal. They were based on primary research conducted with employees.



KARA: The Newbie

- : Age: 23
- : Position: Call Center employee
- : Year she joined XXX: 2004
- : Kara's getting into the workplace for the first time, after finishing school and having a baby. She's excited but a little overwhelmed
- : A lot of corporate processes are brand new to her - as is the concept of an intranet
- : The one time she did try the intranet, she couldn't find what she was looking for (paycheck information), and it made her feel dumb and frustrated
- : As a result she hasn't used it again, preferring to ask her new co-workers or help desk for help and support
- : At home, Kara doesn't really use the web that much, except to check emails. She'd rather spend time with her husband and two-year-old son

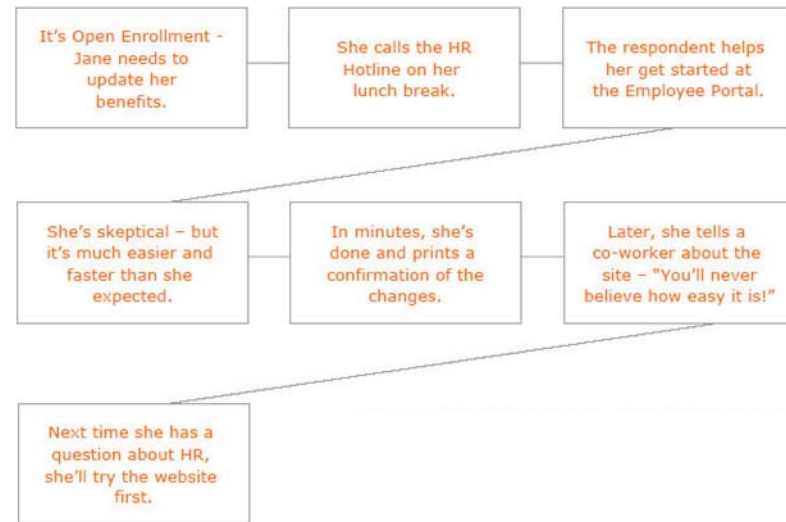
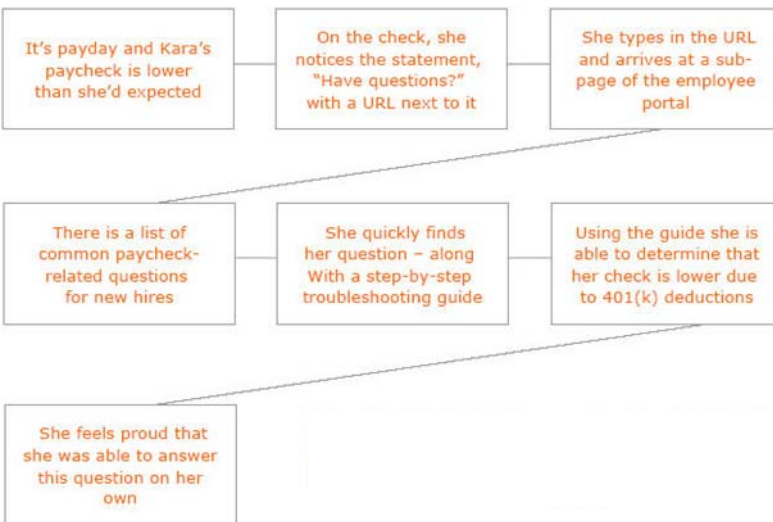
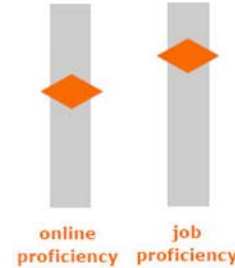
Key insight: Make it easy for Kara (and other new hires) to succeed online, and they'll feel more confident and happy about their new job.



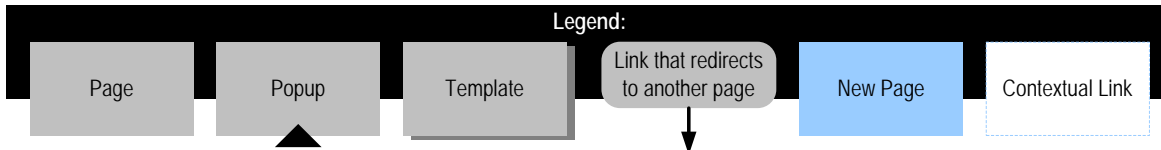
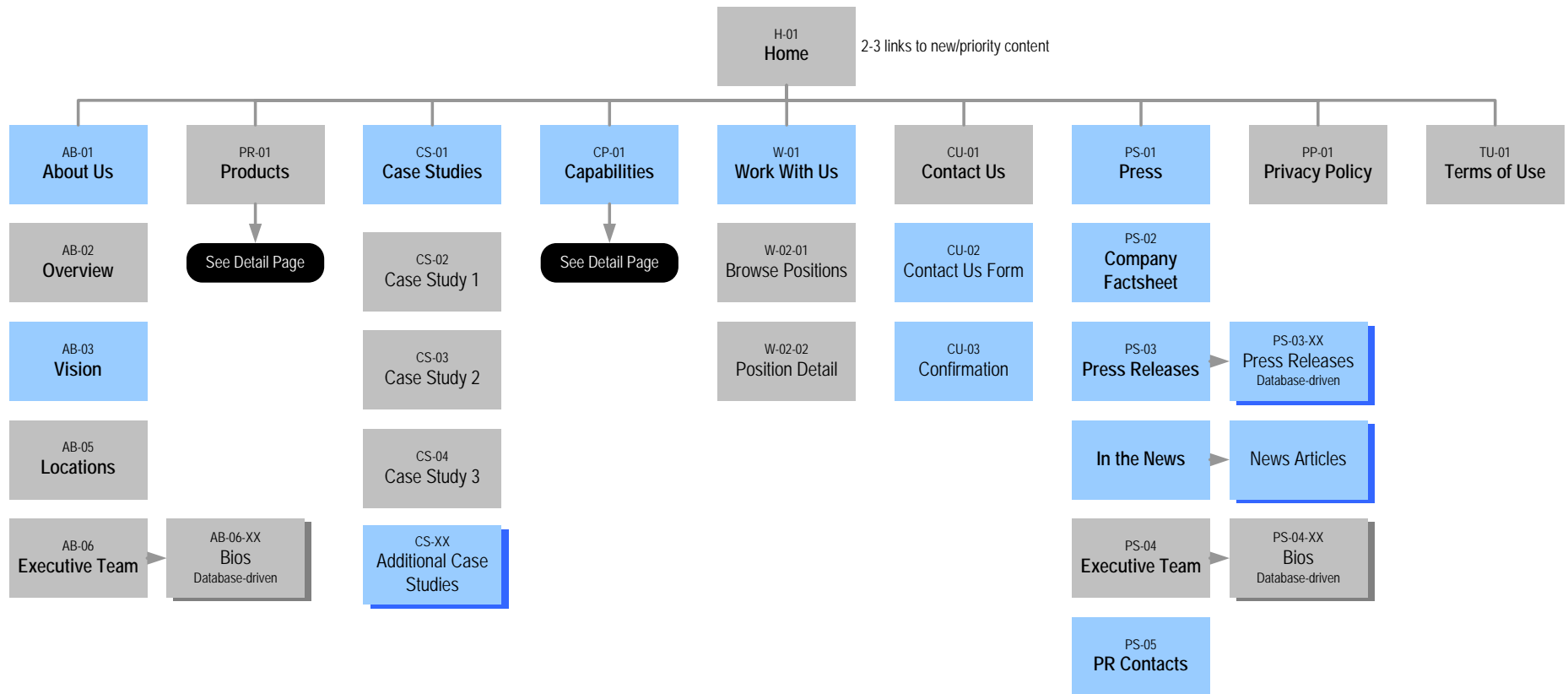
JANE: The Efficiency Expert

- : Age: 29
- : Position: Loan Admin / CMD
- : Year she joined XXX: 2000
- : Her daily environment is busy, fast-paced, and chaotic - she never knows what each day or hour will bring - and she loves the challenge
- : She has very little time to find information or take care of personal matters - often it's quicker just to call someone
- : She uses XXX for the employee directory and search - although it usually doesn't help
- : She has tried HR Café a couple of times but it's easier to pick up the phone
- : At home, she uses the web to shop, send emails, and research and book travel

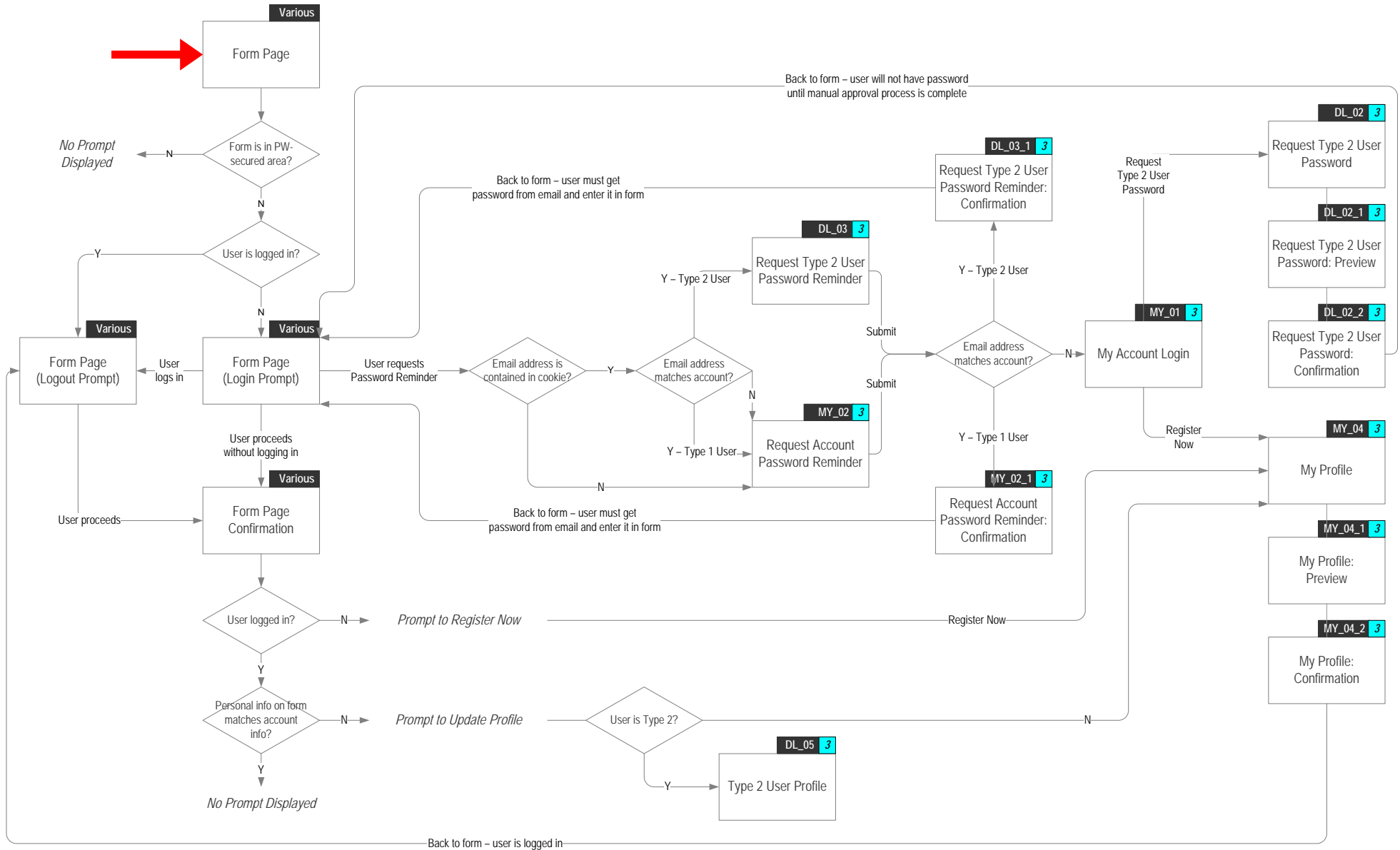
Key insight: With her hectic schedule, Jane values efficiency. She'll use the web if it works. Help her once - she'll come back again and again.



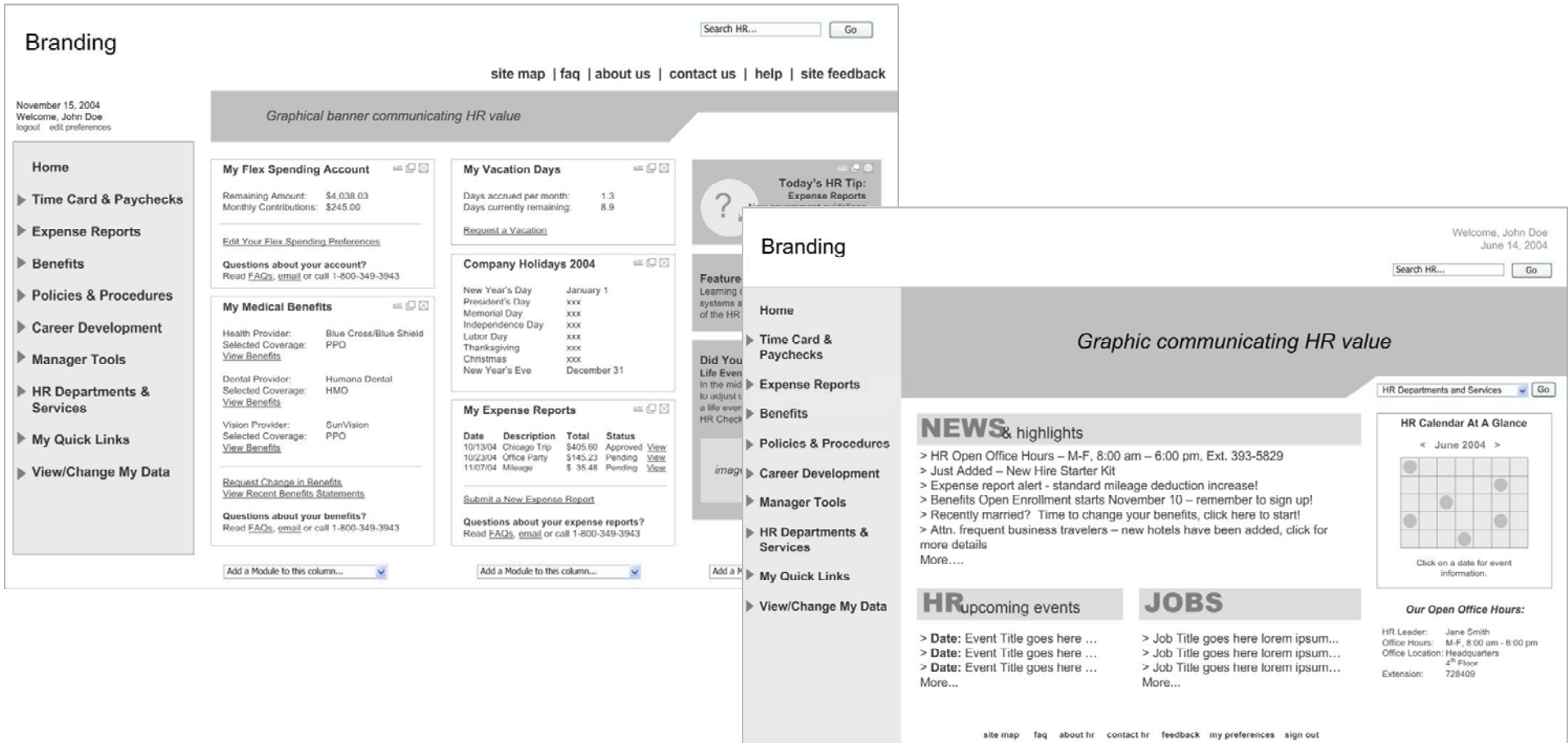
This site map was created for a relatively simple corporate website, early in the site development process. An example of more complex site/page interaction can be found on the next page.



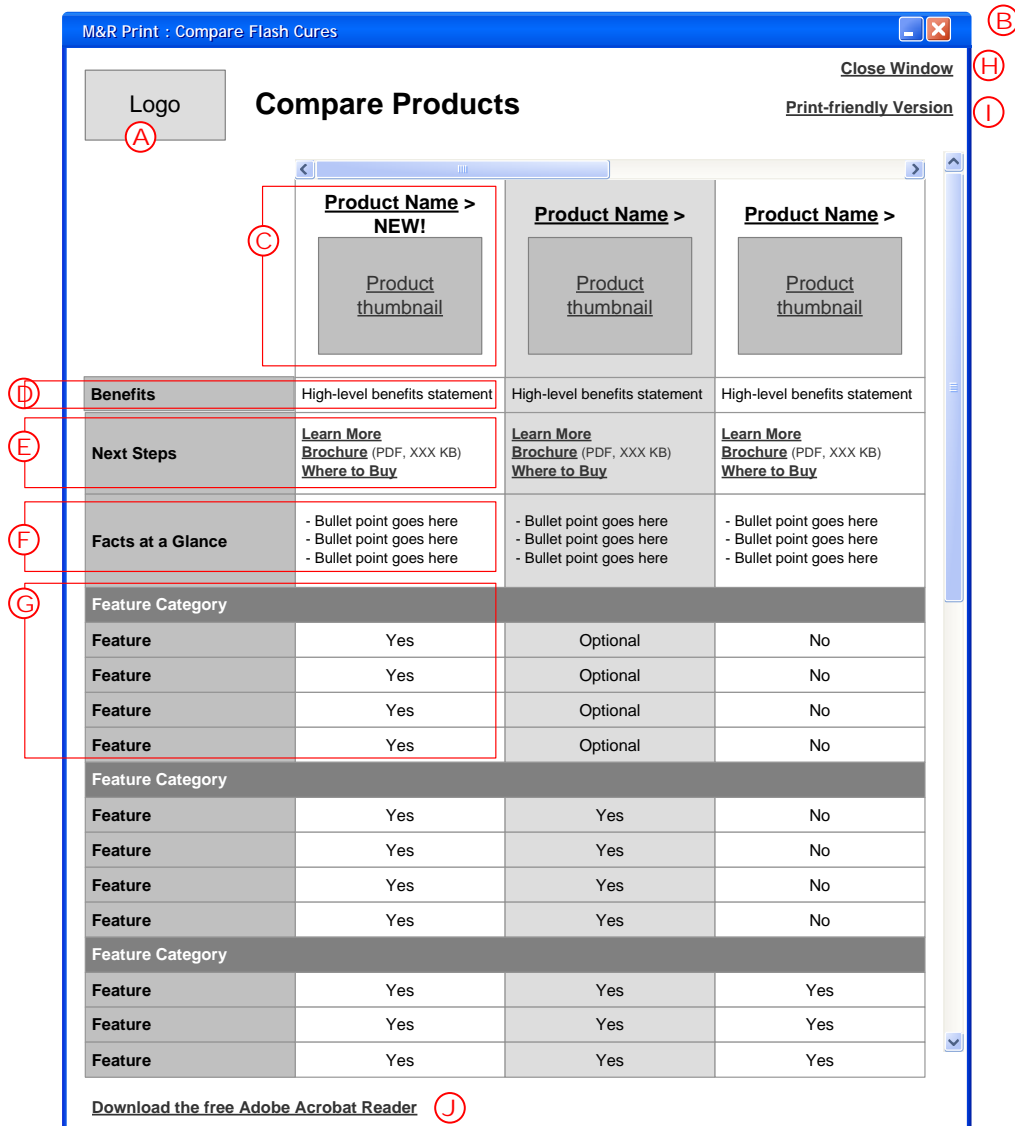
This process flow describes the business, application and display logic for several related processes on a B2B website, across multiple user types.



These wireframes were created early on in a project to explore and test alternate user experiences among target system users. (Users overwhelmingly preferred the seemingly more complicated design on the left.)



This wireframe was part of several created to specify the functionality of the site to the engineers building it, on a project whose schedule did not include time for the creation of a traditional functional specifications document.



Annotations

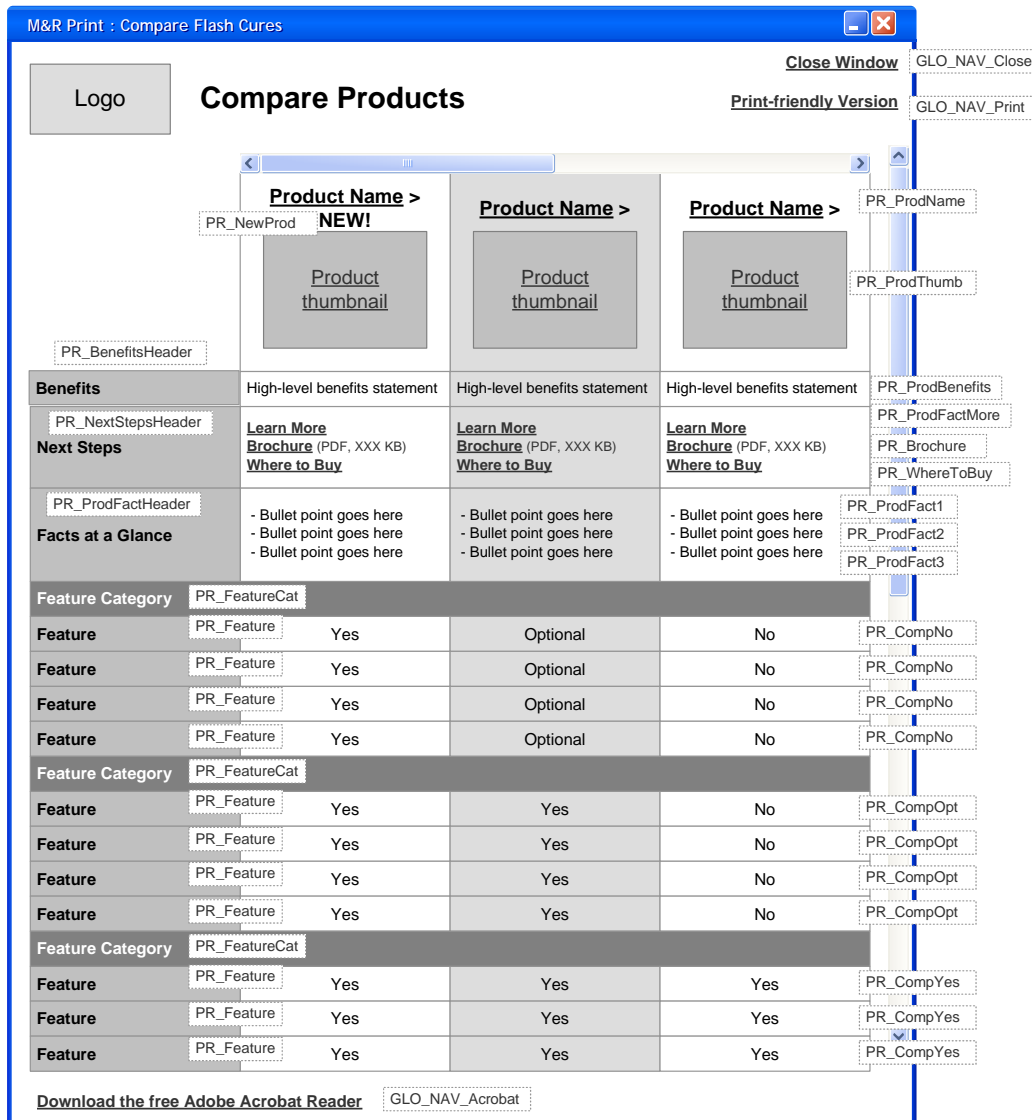
- (A) The logo for the specified division displays; it is not a link.
- (B) This page is a popup window. It should be of a sufficient size to allow easy viewing of the data.
- (C) All Products will display (there are currently 8) in alphabetical order, left to right. 3 will display at a time. A scroll bar (or other UI control) will display, allowing the user to view additional Products in a DIV layer (DHTML). The top row and left column will always be visible. If the user tries to print this page, the Products will stack, still in rows of 3.

For each product, the top row will display the product name and the product thumbnail. Clicking the product name or the product thumbnail will display the corresponding PR_03 Product Detail: Overview in the primary browser window (this window will go to the background but will not shut).
- (D) For each product, a row will display the high-level benefits statement.
- (E) For each product, a row will display the "next steps". Clicking Learn More will display the corresponding PR_03 Product Detail: Overview in the primary browser window (this window will go to the background but will not shut).

Clicking Brochure will open the corresponding PR_03_8 Brochure (PDF) in a new browser window. The file type and file size will also display. Will only display if available for the selected product.

Clicking Where to Buy will display LOC_01 Where to Buy if the user does not have a Zip Code in session; otherwise it will display LOC_02 Nearby Stores – either link will open in the primary browser window (this window will go to the background but will not shut).
- (F) For each product, a row will display the "Facts at a Glance".
- (G) All feature categories and features that are associated with at least one Product will display in the left column. The feature categories will display in alphabetical order, as will the features in each feature category. Each product will denote for each feature category whether or not it is available via the following indications: Yes, No, Optional. This should be pulled automatically from the database.
- (H) Clicking Close will close the popup window.
- (I) Clicking Print-Friendly Page will display PR_04_3 Print-Friendly Version.
- (J) The Adobe Acrobat download link should appear on any page that displays a link to a PDF document. Clicking this link will display the corresponding page on the Adobe site in a new browser window.

Along with the functional specifications on the previous page, each wireframe also had content specifications that included a unique Content ID for each content element (tracked separately in a content matrix). The project included translation management as well as a CMS.



Annotations

- PR_ProdThumb Product Detail thumbnail image
- PR_ProdName Product name, should be translated
- PR_NewProd New product flag, should be translated, only appears if product is tagged as "new" in CMS
- PR_NextStepsHeader Product Next Steps header, should be translated
- PR_ProdBenefits Product high-level benefits statement, should be translated
- PR_ProdFactHeader Product Facts at a Glance header, should be translated
- PR_ProdFact1 Product Fact at a Glance #1, should be translated
- PR_ProdFact2 Product Fact at a Glance #2, should be translated
- PR_ProdFact3 Product Fact at a Glance #3, should be translated
- PR_ProdFactMore Product Facts at a Glance More link, should be translated
- GLO_NAV_BTT Back to top link, should be translated
- PR_CompareLink Compare products link, should be translated
- PR_Brochure Brochure File Name, should be translated
- PR_Reviews Review Link Name, should be translated
- PR_WhereToBuy Where to Buy Link Name, should be translated
- PR_FeatureCat Product Feature Category, should be translated
- PR_Feature Product Feature, should be translated
- PR_CompYes Product Comparison "Yes", should be translated
- PR_CompNo Product Comparison "No", should be translated
- PR_CompOpt Product Comparison "Optional", should be translated
- PR_BenefitsHeader Product Benefits header, should be translated
- GLO_NAV_Close Close This Window link, should be translated
- GLO_NAV_Print Print-friendly version link, should be translated
- GLO_NAV_Acrobat Download Adobe Acrobat link, should be translated

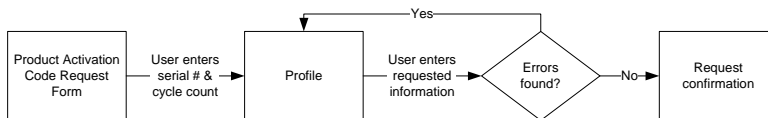
This use case was part of several created to assist with the scoping and requirements definition of a multi-phase .NET implementation.

Use case title: User requests a product activation code

Actors: Public-facing Site User

Description:

The user is able to request the activation code for a product.



Preconditions:

The user is on the public-facing site.
The user has selected "Product Activation Code."

Primary Task Sequence:

1. The user views the "Product Activation Code" form.
2. The user enters the product's serial number and cycle count.
3. The user clicks "Continue".
4. The user views a page requesting their profile information.
5. The user enters the requested information.
6. The user clicks "Preview".
7. The user views the Preview Page, including the information they have entered.
8. The user clicks "Send Request".
9. The user views a confirmation message.
10. The user receives an email containing the product activation code at the email address entered in the form.

Alternate Task Sequences:

1. The Primary Task Sequence flow has been followed to Step 4.
The user enters some but not all of the required fields.
The user clicks "Preview".
The user views the page requesting the user's profile information with their information still displayed, and a message indicating that one or more required fields still need to be completed.
The Primary Task Sequence flow continues from Step 5.
2. The Primary Task Sequence flow has been followed to Step 4.
The user has a profile stored on the public-facing site but it is not displayed.
The user enters their email address in the Profile Lookup field.
The user clicks "Find Profile".
The user's information is entered in the "My Profile" form.
The Primary Task Sequence flow continues from Step 6.