



Hi-Fi Program Page Layout

By Tatiana, Nathan, and Torian

Ux Research

- Began by reviewing the existing website
 - Noted as lacking engaging imagery
- Class interview revealed a central priority:
 - Use imagery to bring the degree to life
 - Create a site that excites and captures attention of future students



Persona

After creating our user persona, Alex Carter, we were able to sort out what our User Tasks would be.

Alex requires a website that is:

- Easy to navigate,
- With simple next steps,
- and clear program information!

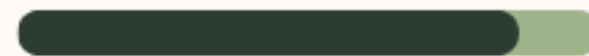


ALEX CARTER

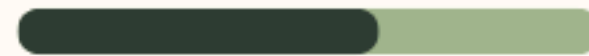
AGE	20 years old
SEX	Male
COUNTRY	USA
EDUCATION	Highschool Diploma
OCCUPATION	Food Service Worker
MARITAL STATUS	Single

SKILLS

Internet Research



Website Navigation



Online Applications



BIOGRAPHY

Alex is a prospective UCCS student balancing school, work, and family. He researches universities online, comparing programs and application details. When he visits the UCCS Program Information page, he needs clear, engaging information to decide if a program fits his goals.

MOTIVATIONS

- **Career Advancement:** Choosing a program that aligns with future job prospects.
- **Affordability & Feasibility:** Seeking details on tuition, program delivery (on-campus/online), and time commitment.
- **Effortless Information Gathering:** Quick access to admissions, contacts, and next steps.

FRUSTRATIONS

- **Confusing Labels:** Misinterprets program requirements as admission requirements.
- **Overwhelming Layout:** Too much text and whitespace makes key info hard to find.
- **Lack of Comparison Tools:** Struggles to compare programs across UCCS and other schools.

OBJECTIVES

- **Clear Program Requirements:** Distinguish admission vs. graduation requirements.
- **Easy Navigation:** Well-organized, scannable content with visuals.
- **Program Comparison:** Ability to compare UCCS programs and other schools.
- **Simple Next Steps:** Clear CTAs for applying, requesting info, and contacts.

NEEDS

- **Clear Program Info:** Distinguish admission vs. graduation requirements.
- **Easy Navigation:** Scannable content with visuals and quick facts.
- **Simple Next Steps:** Clear Calls to Action (CTAs) for applying and contacting admissions.

User Task

Our main user tasks consisted of finding program information, requirements, and career prospects while enhancing the page to include more imagery.

01.

Find the program information and requirements quickly and easily.

02.

Navigate seamlessly through the program's content.

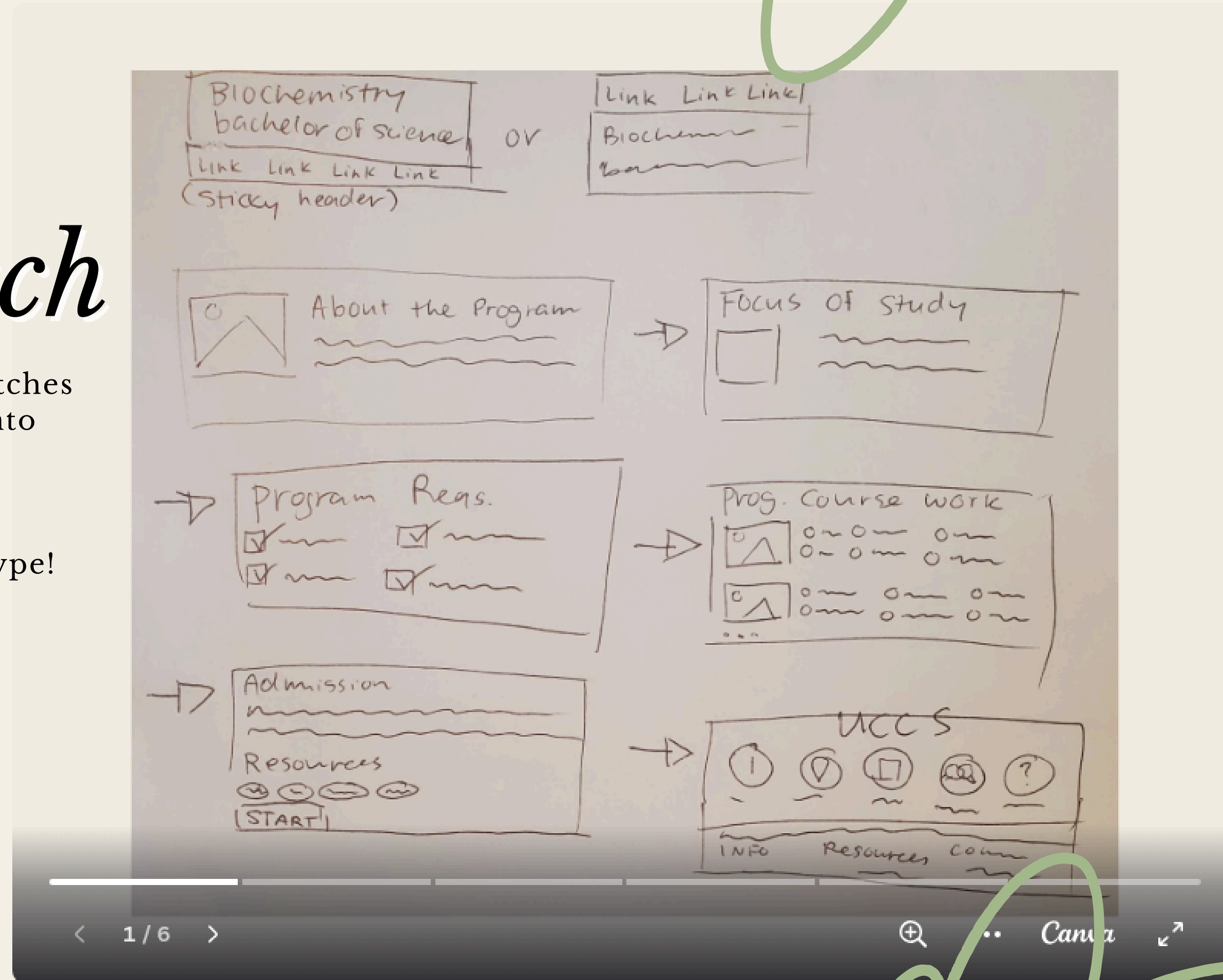
03.

Explore how a specific program can enhance career prospects.

Design Sketch

We first started off with designing sketches for our user tasks, and split them up into three sections.

We drew six sketches in total before combining our ideas into a lofi prototype!



Lofi Prototype

- The Lofi's purpose was to quickly visualize the layout and structure, while focusing on user flow, navigation, and content hierarchy.
- Our takeaways were that it validated the main navigational structure, identified areas that needed clearer CTAS, and helped us refine the Hifi through class feedback.



Hifi Prototype

- The purpose of our Hifi was to showcase the final visual design and branding, while simulating real user experience, and testing the interface usability and visual appeal.
- The key features of this site revolve around a full-colored, styled UI with real images from the UCCS website, and a responsive layout!





*Thank you
very much!*