

# Background and Overview

As a step to provide better user experience to the users of this website, some sessions and interviews were held to capture user feedback.

Attached are the documentation that include the recommended:

- site map,
- list view,
- sample persona,
- user data and
- several wireframes.

# User research

User research: ABC website  
 For www.abc.com  
 Created: 01.23.2010 - AP

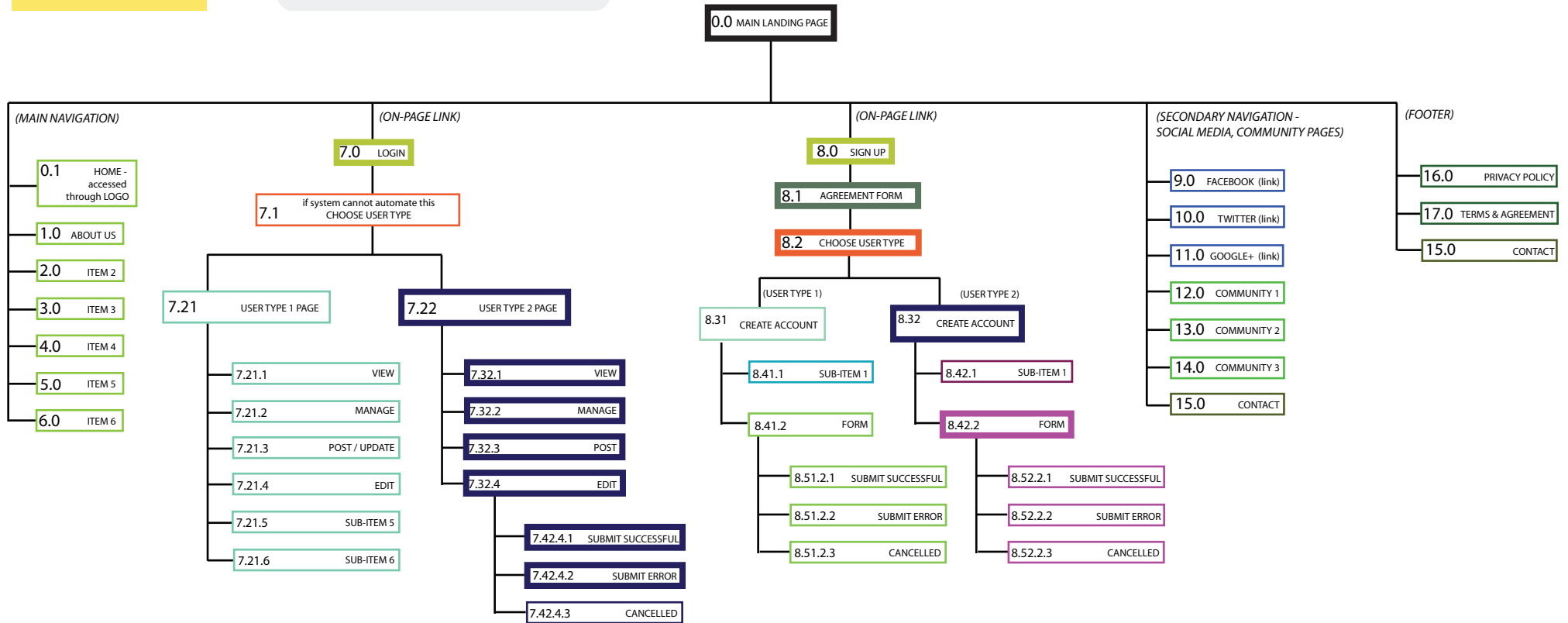
5	USER ATTRIBUTES				
6					
7	ROLES	DESCRIPTION	ATTRIBUTES (ORGANIZATIONAL ATTRIBUTES, DEMOGRAPHICS, TECH SAVVINESS, EQUIPMENTS)	PRIMARY GOALS	DESIRED FEATURES
8					
9					
10					
11					
12					
13					
14					
15					

# Site map

Site Map: ABC website  
 For www.abc.com  
 Created: 01.23.2010 - AP

LEGEND:

- Boxes with thick borders have wireframes. Click the box to see the wireframe.
- Boxes with thin borders have no wireframe.



## 0.0 MAIN (INDEX.HTML)

### 0.1 HOME accessed through LOGO (3 variations →)

0.11 HOME – for users not logged in

0.12 HOME – for user logged in as User Type 1

0.13 HOME – for user logged in as User Type 2

## **(MAIN NAVIGATION)**

1.0 ABOUT US

2.0 ITEM 2

3.0 ITEM 3

4.0 ITEM 4

5.0 ITEM 5

6.0 ITEM 6

## **(ON-PAGE LINKS)**

### 7.0 LOG IN

7.1 If system cannot automate this, CHOOSE USER TYPE

#### 7.21 USER TYPE 1 PAGE

7.21.1 VIEW

7.21.2 MANAGE

7.21.3 POST / UPDATE

7.21.4 EDIT

7.21.5 SUB-ITEM 5

7.21.6 SUB-ITEM 6

#### 7.22 USER TYPE 2 PAGE

7.32.1 VIEW

7.32.2 MANAGE

7.32.3 POST

7.32.4 EDIT

7.42.4.1 SUBMIT SUCCESSFUL

7.42.4.2 SUBMIT ERROR

7.42.4.3 CANCELLED

### 8.0 SIGN UP

#### 8.1 AGREEMENT FORM

#### 8.2 CHOOSE USER TYPE

##### 8.31 CREATE ACCOUNT (USER TYPE 1)

8.41.1 SUB-ITEM 1

8.41.2 FORM

8.51.2.1 SUBMIT SUCCESSFUL

8.51.2.2 SUBMIT ERROR

8.51.2.3 CANCELLED

##### 8.32 CREATE ACCOUNT (USER TYPE 2)

8.42.1 SUB-ITEM 1

8.42.2 FORM

8.52.2.1 SUBMIT SUCCESSFUL

8.52.2.2 SUBMIT ERROR

8.52.2.3 CANCELLED

***(SECONDARY NAVIGATION)***

9.0 FACEBOOK (LINK)

10.0 TWITTER (LINK)

11.0 GOOGLE+ OR OTHER SOCIAL MEDIA ACCOUNTS (LINK)

12.0 COMMUNITY 1

13.0 COMMUNITY 2

14.0 COMMUNITY 3

15.0 CONTACT

***(FOOTER)***

16.0 PRIVACY POLICY

17.0 TERMS & AGREEMENT

15.0 CONTACT

# User type 1

Pam



Age: 46

Location: San Jose, CA

“I have taken care of my family, helped my daughter fight cancer and restore her health, now I just want to go back to work again.”

Pam had worked as an administrative assistant for more than 10 years. In 2007 when her 79-year-old dad who lived with them had a stroke and needed care, Pam reduced her workload and worked part-time.

2011 was a harder year for her. Her dad passed away in February and in July, her 17-year-old daughter was diagnosed with cancer. Due to the bad economy, her company closed that year. The fighter in her just kept going and she helped her daughter through the treatment.

Now that her daughter is in remission, Pam is ready to go back to work as an administrative assistant again. *[More text deleted for NDA reasons]*

**Goals:** To return to the workforce as an administrative assistant

*[More text deleted for NDA reasons]*

## Motivations:

*Time* – she wants to find the right company and work fast.

*[More text deleted for NDA reasons]*

## Influencers:

Easy account set up

Easy and quick job application process

Up-to-date listing

*[More text deleted for NDA reasons]*

## Frustrations and Pain Points:

Finding job posts that are not active (have already been filled, on hold, etc.)

Seeing news section that have not been updated for months...

*[More text deleted for NDA reasons]*

**Education:** Associate in Arts major in Accounting

from De Anza College, Cupertino, CA

**Equipment:** A PC laptop with Windows 7.

She has Internet access and uses Chrome or IE.

She has an android smart phone.

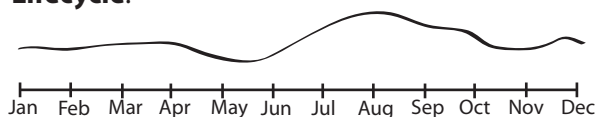
**Technical comfort level:** Pam is comfortable using a PC or a Mac. She is comfortable researching on the web, creating user accounts on social media sites and filling out application forms on job sites.

She likes watching TED Talks videos. *[More text deleted for NDA reasons]*

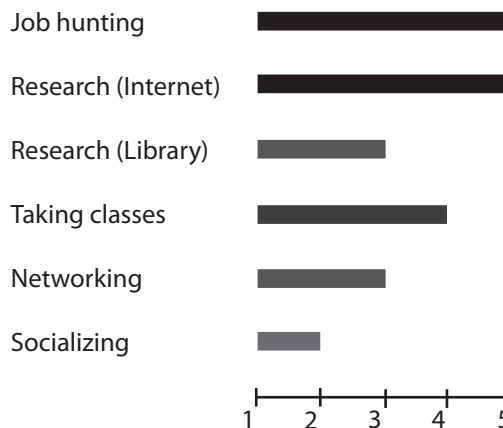
**Mobile comfort level:** She doesn't like filling out forms on a mobile phone. She thinks it is too small and previous experiences filling out forms on mobile phone was frustrating.

However, she reads emails from her phone and is fine to get notifications on updates from her social media accounts.

## Lifecycle:



## Activities & Interests:



# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

(Text Area - key points about product)

**LOG IN**

**SIGN UP**

# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

LOG IN

No account yet? **SIGN UP**

Log In Email:

Password:

**LOG IN**

Forgot Password?



**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

Personalized message for User name.

The latest features are here! Check out (this link.)

 *Type in keywords to search*

## Article Title 1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Read more

Act Now

## Article Title 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Read more

Act Now

View

Manage

Post / Update

Edit

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

Personalized "view" message for User name.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

## Article Title 1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Do urgent action

## Article Title 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Read more

Act Now

 *Type in keywords to search*

**View**

Manage

Post / Update

Edit

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

Personalized "management" message for User name.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore.

 *Type in keywords to search*

## Posted Article Title 1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

*# counter*

Action 1

Action 2

## Posted Article Title 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

*# counter*

Action 1

Action 2

View

**Manage**

Post / Update

Edit

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

POST / UPDATE:

Update Form:

Type in form information

OR

Upload Form:

Upload .doc or .pdf file

View

Manage

**Post / Update**

Edit

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

EDIT:

**(Form)**

Information 1:

Information 2:

Information 3:

Information 4:

Submit

Cancel

View

Manage

Post / Update

**Edit**

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

Thank you, User name.

You have successfully performed the task for your account.  
Now you can enjoy doing more by going to (this link).

 *Type in keywords to search*

## Article Title 1

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Read more

Act now

## Article Title 2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Read more

Act now

View

Manage

Post / Update

Edit

Sub-item 5

Sub-item 6

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

EDIT:

(Form

Inform

Inform

Inform

Inform

There are missing or invalid information on your profile.

Continue now

Save form and  
continue later

Sub-item 6

Submit

Cancel

# Company Logo

Tagline or description text

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**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

LOG IN

SIGN UP

First Name:

Last Name:

Email:

New Password:

**SIGN UP**



# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

## Terms and Agreement

(Text of Terms and Agreement)

I agree

Create an account

Cancel

# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

**User Type 1**

**User Type 2**

# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

## Create an account and user profile

Name:

User name:

Information:

Create Form:

Type in form information

OR

Upload Form:

Upload .doc or .pdf file

Submit

Cancel

# Company Logo

Tagline or description text

[Facebook](#) | [Other Social Media](#) | [Community 1](#) | [Comm 2](#) | [Comm 3](#) | [Contact](#)

**ABOUT US**

**ITEM 2**

**ITEM 3**

**ITEM 4**

**ITEM 5**

**ITEM 6**

Create an account and user profile >> Type in information

**(Form)**

Information 1:

Information 2:

Information 3:

Information 4:

Submit

Cancel