Gensler

ALTASEA

WEBSITE EXPERIENCE
2015.07.02

WHAT'S HAPPENED

CONDUCTED INITIAL TESTING AND ADDITIONAL USER INTERVIEWS

MORE RESEARCH AND ANALYZED SITE FLOW

BOARD APPROVAL OF DESIGN AND FURTHER DEVELOPMENT ON EDUCATIONAL ASPECTS

CURRENT CONTENT

About AltaSea (Org)

Mission Statement

Core Values

Organizational Priorities

Board Members

Leadership & Staff

Partnerships

Master Plan

Project Overview

3 Hubs Descriptor

Campus Map

Sub Pieces

Phases Information

Timeline

Supporters

Slider with Donor Highlights

Donors

Individuals

Supporter Quotes

Supporter Testimonials

Kate's Contact Information

Community

Community Intro

Twitter Feed

Community Events/Gallery

Updates

Events

Blog Posts

White Papers

Thought Leadership

Curated Content

Image Gallery

News Media

Press Releases

Media Kit

FAQ

Image Gallery

Business Hub

Business Hub Intro

Business Hub Features

Tenancy Information

Tenancy Request Form

Science Hub

Science Hub Intro

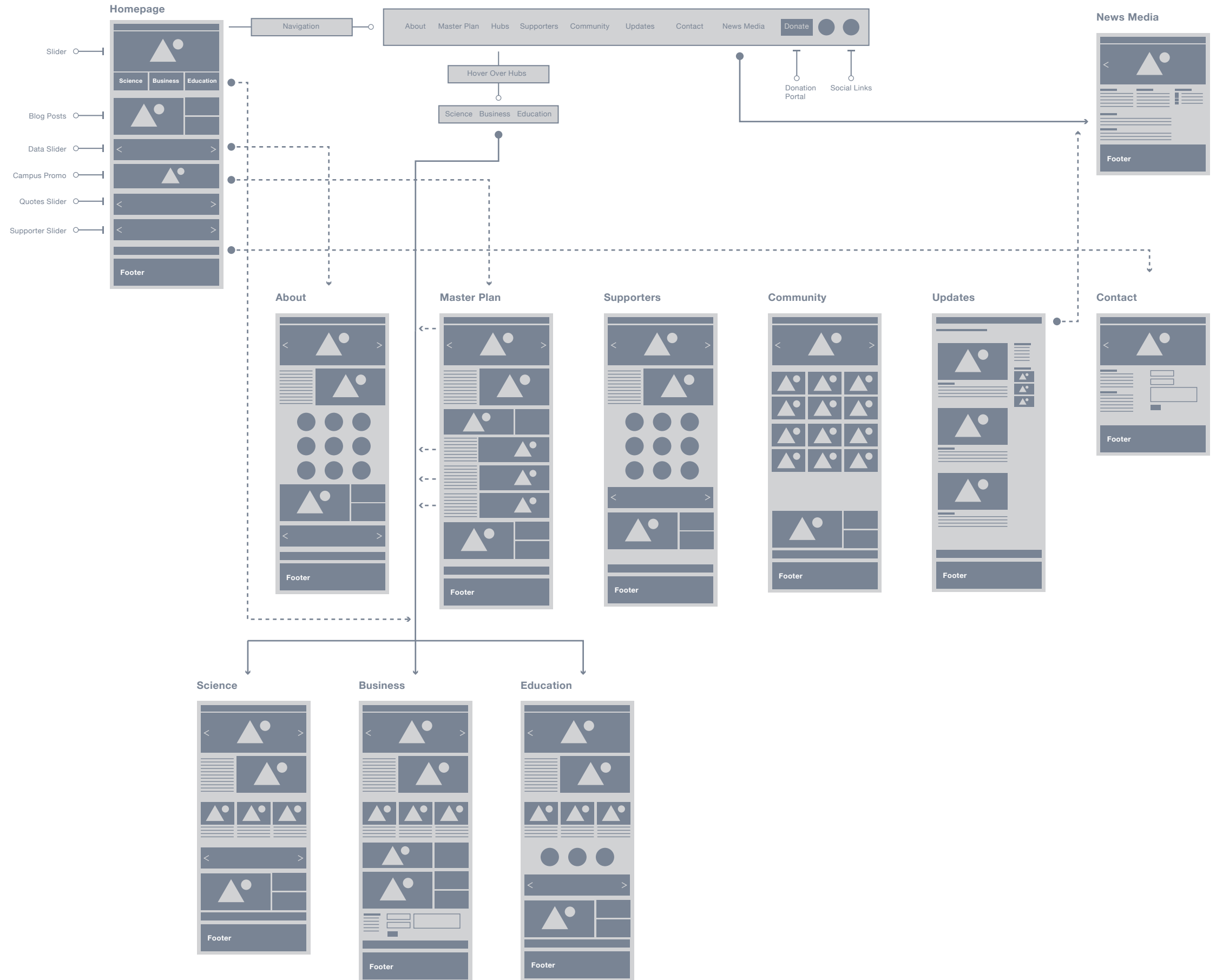Research Hub Features

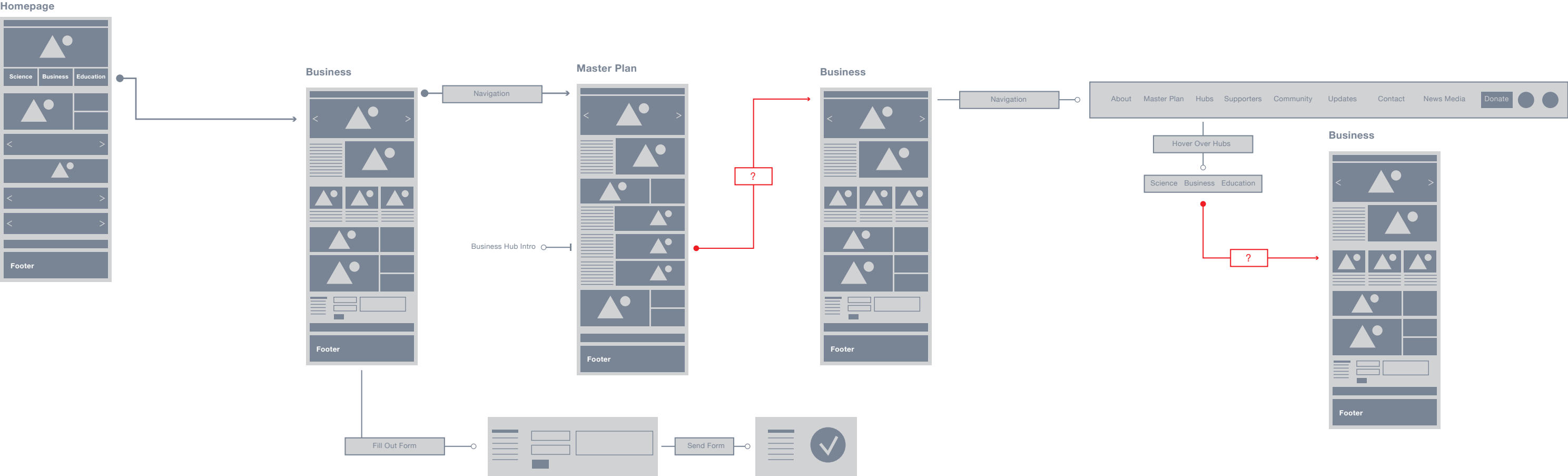## Education Hub

Education Hub Intro

Education Hub Features

Educational Events

Educational Resources

SITE FLOW

Homepage

- Slider
- Blog Posts
- Data Slider
- Campus Promo
- Quotes Slider
- Supporter Slider

Science | Business | Education

Footer

Navigation

About | Master Plan | Hubs | Supporters | Community | Updates | Contact | News Media | Donate

Hover Over Hubs

Science | Business | Education

Donation Portal | Social Links

News Media

Footer

About

Footer

Master Plan

Footer

Supporters

Footer

Community

Footer

Updates

Footer

Contact

Footer

Science

Footer

Business

Footer

Education

Footer

USER TESTING

Homepage

Business

Master Plan

Business

Navigation

Navigation

Business Hub Intro

?

?

| About | Master Plan | Hubs | Supporters | Community | Updates | Contact | News Media | Donate |

Hover Over Hubs

Science Business Education

Business

Fill Out Form

Send Form

?

Usability Testing

Tested for Potential Tenant Scenario to clarify possible problems we saw in site flow with a user working in the commercial real estate industry who was not familiar with the project. We attempted to validate our assumptions on the site flow, use of features such as the tenancy request form, and overall impresion of information outlined in prototype.

WHAT WE WERE LEARNING

Navigation should be simple and familiar

- Users could not understand by terms such as "Master Plan" or "Hubs"

- Hesitated to describe what they assumed would be on the page

Why is this important

Research shows that difficult naming in the navigation would lead to users missing important information

Better reflect actual users needs

- Further research and interviews gave us better insight on actual users

- User feedback on tenancy request form was that it was not needed or useful for their job.

- Comments were made to suggest that it painted a more negative light than helpful.

Why is this important?

Focus on creating a better strategy for actual user needs will make a better experience

Align with the approved campus design

- Current marketing ideas do not match the latest design concepts recently approved by the Board

- Not seperate pieces or physical "hubs", but a wholistic and integrated idea of collaboration

- New Emphasis on an outward facing focus on education

Why is this important?

These design concepts further the older ideas to a much more powerful and impactful story and message

BUSINESS GOALS

- What is your current focus and marketing strategy
- What do you expect to gain from this project?
- Who do you want using your website?

UX

USER GOALS

- Who are the main audience and what are they trying to accomplish?
- What are their motivations? Goals?
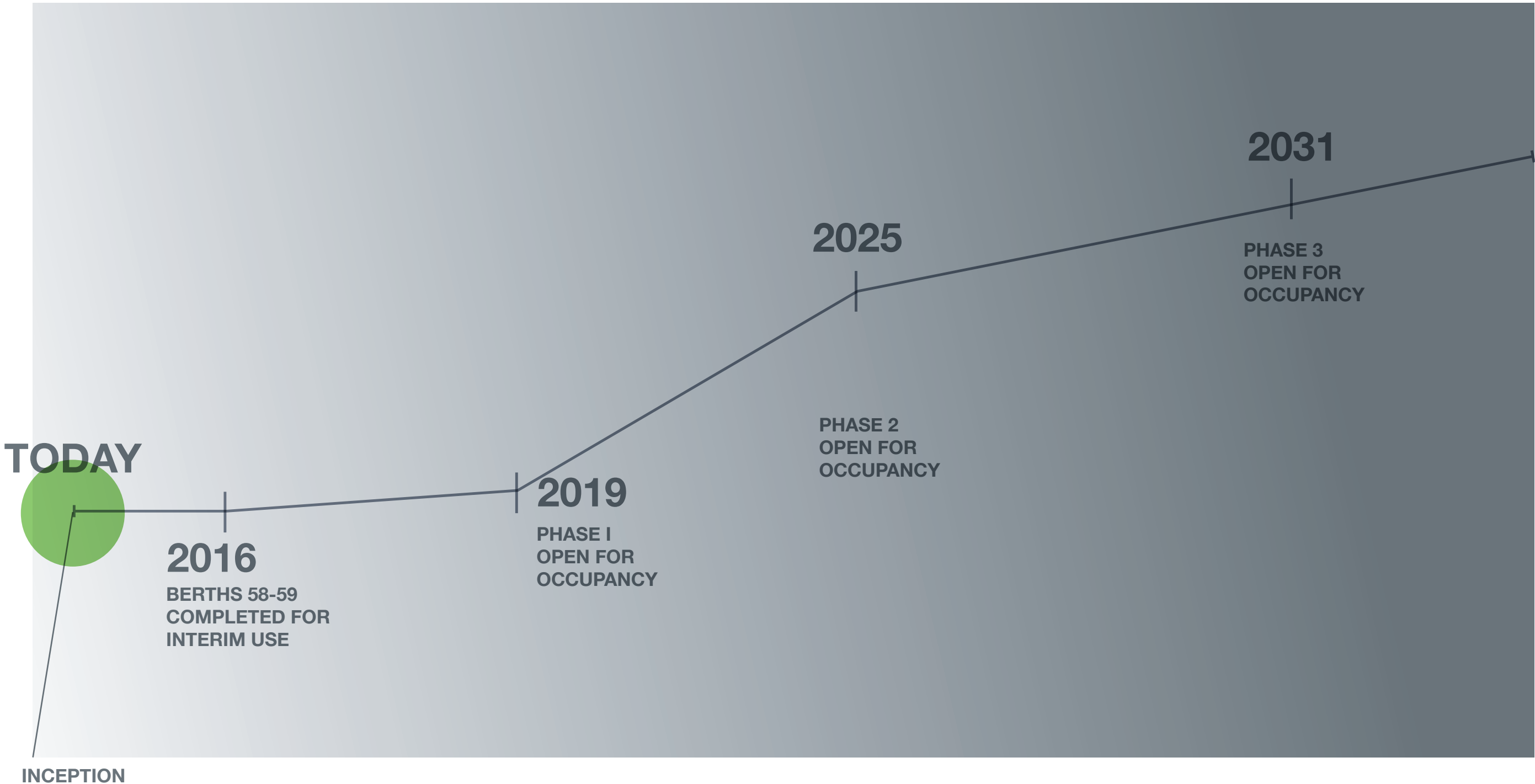- What tasks do they need to complete on your site?

BUSINESS GOALS

1. INSPIRE EVERYONE TO WANT TO BE A PART OF ALTASEA AND ITS VISION

2. ESTABLISH CREDIBILITY, SUCCESS AND PROGRESS

3. BE A RESOURCE AND FOCAL POINT OF EXPERTISE

USER TIMELINE

	TODAY	PHASE 0	PHASE 1	PHASE 2	PHASE 3	BEYOND
SCIENTISTS / RESEARCHERS						
EDUCATORS						
BUSINESS OWNERS						
COMMUNITY/PUBLIC						
PRESS						
DONORS						
GOVERNMENT						
TOURISTS						

ALTASEA'S TIMELINE

2031

PHASE 3
OPEN FOR
OCCUPANCY

2025

PHASE 2
OPEN FOR
OCCUPANCY

TODAY

2019

PHASE I
OPEN FOR
OCCUPANCY

2016

BERTHS 58-59
COMPLETED FOR
INTERIM USE

INCEPTION

WE NEED TO FOCUS ON WHAT IS ALTASEA TODAY

1. Focusing on today's business goals and user goals makes achieving these goals focused and attainable.

2. Keeps your visitor's focus on its strengths and engages them in effective ways

The site needs to tell the story of the project, its progress, and inspire them to stay engaged

USER GROUPS

	GOALS	MOTIVATIONS	TASKS
POTENTIAL SUPPORTERS	"I want to build relationships and be involved with organizations that will impact my community"	• Be seen among other impactful organizations • Get my ROI in the long run • Be a part of something I'm passionate about	• To find strategic opportunities in AltaSea for business development through donor opportunities and events that align with my organizations values
COMMUNITY AND GENERAL PUBLIC	"I want to live in a great community with a great future"	• Strive to create a great future for their family • Ensure interests are represented in the community	• To learn about what AltaSea is and will do or share voice in the project at AltaSea. Keeps tabs on progress
PRESS	"I want to see how AltaSea is progressing in the project"	• Find trends and data for a great piece • Look for resources to leverage in the future • Write stories that matter	• To find information for a piece to write about
POTENTIAL BUSINESS OWNERS	"To find a location to conduct my research and development for my business"	• Keeping overhead low • Finding a facility that meets my needs	• Find a person to talk to further about the space available and opportunities
EDUCATORS	"I want to make a different and affect the future positively with meaningful change"	• Job security at a good school • To reach my students and help them succeed	• To learn what kind of opportunities there will be at AltaSea for educators
POTENTIAL RESEARCHERS	"I want to work towards helping improve the quality of our lives and the planet for a better future"	• Following my passion for environmental issues • Finding a place to do unique work • To learn new things, travel, and meet people	• To find out what kind of opportunities, research, study, and facilities are there for my line of work

COMMUNITY/PUBLIC

"I want to live in a great community with a great future"

WHAT DO THEY NEED TO ACCOMPLISH AT ALTASEA. ORG?

- To learn about what AltaSea is and will do or share voice in the project at AltaSea. Keeps tabs on progress

What we need to offer

- Clear and engaging narrative of AltaSea's vision and what AltaSea will be
- Transparency in the project of what activities or programs will be offered at AltaSea and when and the impact it will have on the surrounding community
- Updates and news surrounding progress being made
- Ways to engage through social media, events, or donations

POTENTIAL SUPPORTERS

"I want to build relationships and be involved with organizations that will impact my community"
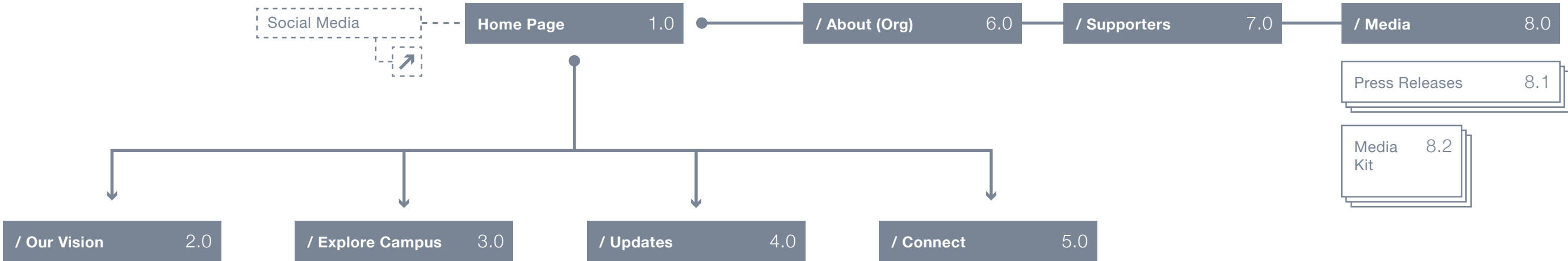
WHAT DO THEY NEED TO ACCOMPLISH AT ALTASEA. ORG?

- To find strategic opportunities in AltaSea for business development through donor opportunities and events that align with my organizations values

What we need to offer

- Clear narrative of what the AltaSea project is about in a concise way and engaging visuals
- Show who is involved or attending events to show possible business development or networking
- Offer information about who to contact for sponsorship, fundraising, donor involvement and on-going engagement
- Sign-up for newsletters with event information to keep up to date on organizations periodic events
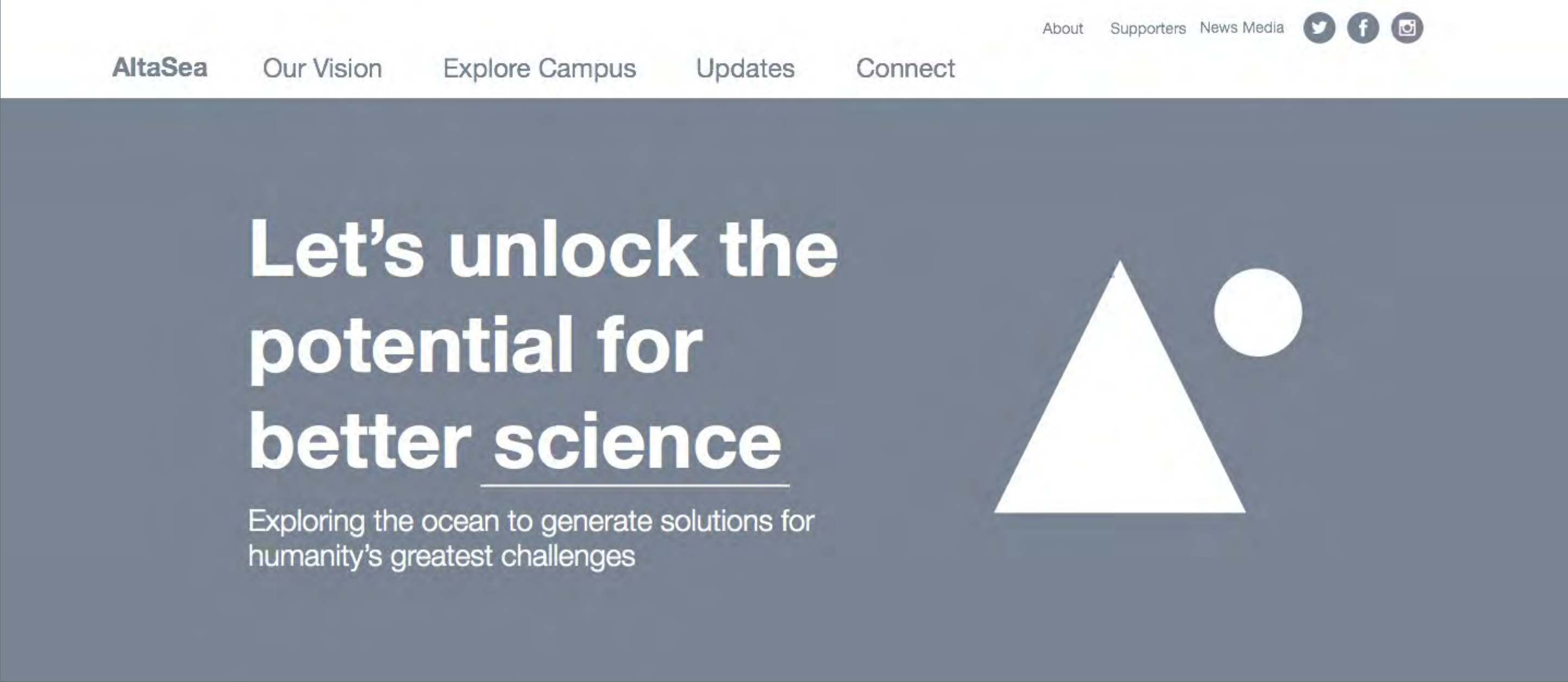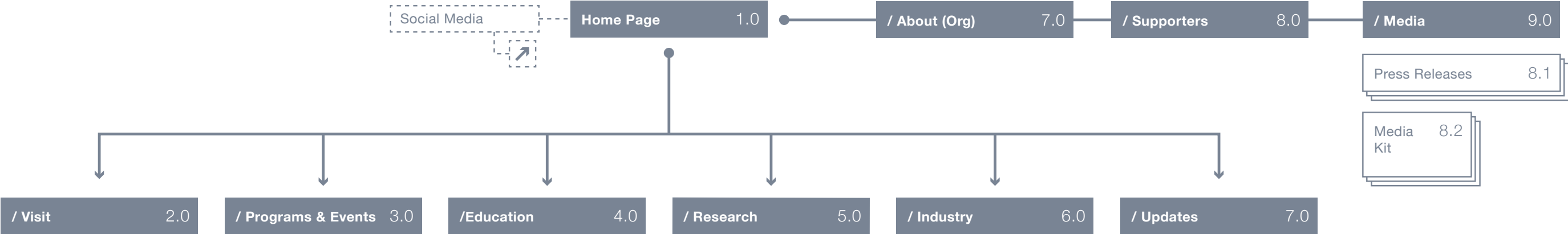
PROPOSED PHASE 1 NAVIGATION

Social Media

Home Page 1.0

/ About (Org) 6.0

/ Supporters 7.0

/ Media 8.0

Press Releases 8.1

Media Kit 8.2

/ Our Vision 2.0

/ Explore Campus 3.0

/ Updates 4.0

/ Connect 5.0

CONTENT

About AltaSea (Org)	Our Vision	Explore Campus	Supporters	Updates	Connect	News Media
Mission Statement	Vision	Campus Map	Supporter News	Events Calendar	General Contact Information	Press Releases
Core Values	Collaboration (Edu, Bus, Sci)	Community/Visitor Exp.	Supporters	Blog Posts	Supporter Contact	Media Kit
Organizational Priorities	Strategic Messages	Energy Harvesting Tower	Institutional Supporters	Thought Leadership	Interim Use Contact	FAQ
Board Members	History	Engagement Center (B.56)	Supporter Quotes	Curated Content	Community Form Contact	Image Gallery
Leadership & Staff	Timeline	Discovery Center (B.57)			Temporary Office Address	
Partnerships	Phase Breakdown	Sustainability			Social Media Feed	
		Facilities/Offices			Newsletter Sign-Up	

PROPOSED
PHASE 1 NAVIGATION

A simple and more engaging way for users to learn about AltaSea

PROPOSED PHASE 2 NAVIGATION

Social Media

| Home Page | 1.0 |

/ About (Org)	7.0
/ Supporters	8.0
/ Media	9.0

| Press Releases | 8.1 |
| Media Kit | 8.2 |

/ Visit	2.0
/ Programs & Events	3.0
/Education	4.0
/ Research	5.0
/ Industry	6.0
/ Updates	7.0

CONTENT

About AltaSea (Org)	Education	Research	Industry	Explore AltaSea/Visit	Activities & Events	Updates	News Media
Mission Statement	Educational Programs	Research Programs/Areas	Industry Leaders	Campus Map	Events Calendar	Research Updates	Press Releases
Vision	Events & Activities	Labs & Facilities	Collaboration	Campus Features	Citizen Science	Blog Posts	Media Kit
Core Values	Educational Resources	Resident Scientists	Research and Development	Directions, Parking, Trans.	Programs	Thought Leadership	FAQ
Organizational Priorities	Educational Partners	Discoveries/Data	News + Updates	Cafe Information	Activities	Curated Content	Image Gallery
Board Members		Research/Tools	Opportunities	Visiting Hours		Social Media	
Leadership & Staff							
Partnerships							
Phases Information							
Timeline							
History							

CONTENT CHANGES

RENAMED AND REORGANIZED

About AltaSea (Org)	Master Plan	Supporters	Community	Updates	News Media
Mission Statement	Project Overview	Slider with Donor Highlights	Community Intro	Events	Press Releases
Core Values	3 Hubs Descriptor	Donors	Twitter Feed	Blog Posts	Media Kit
Organizational Priorities	Campus Map	Individuals	Community Events/Gallery	White Papers	FAQ
Board Members	Sub Pieces	Supporter Quotes		Thought Leadership	Image Gallery
Leadership & Staff	Phases Information	Supporter Testimonials		Curated Content	
Partnerships	Timeline	Kate's Contact Information		Image Gallery	

RENAMED AND RESERVED FOR PHASE 2

Business Hub	Science Hub	Education Hub
Business Hub Intro	Science Hub Intro	Education Hub Intro
Business Hub Features	Research Hub Features	Education Hub Features
Tenancy Information		Educational Events
Tenancy Request Form		Educational Resources

THANK YOU