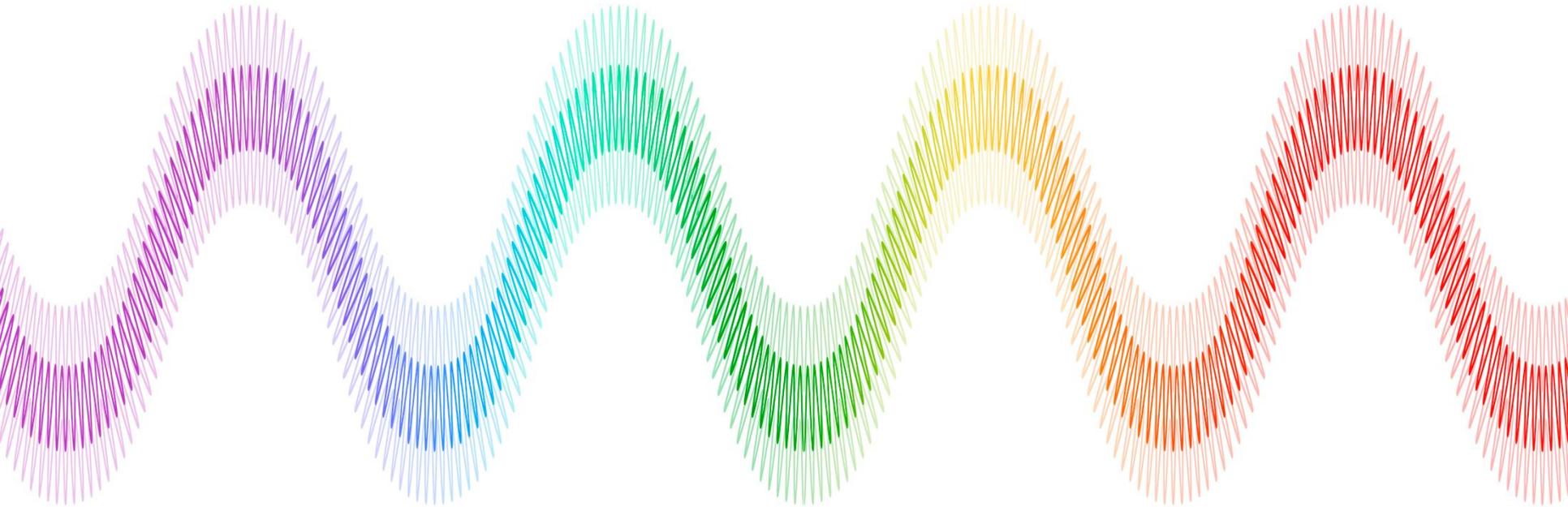


# GDV SOURCE

Lighting The Way In Energy Measurement



# Overview

GDVSOURCE is an energy measurement company that trains, educates and sells products...

## Business Goals

- Growing the business ecosystem to a healthy level for **future potential investors**
- Become the **"source"** for users to find the latest training, software, research & products

## User Goals

- **Keep up** with the latest training courses, news, software and products being offered
- **Learn more** to help their patients / practices
- **Connect and refer** others

## Website Goals

- To **garner relationships**, clear navigation, memberships and expedited product checkout
- Have a responsive website so users can access content **on any device** as well as not having to maintain a separate mobile site

# Project Brief

## Design Problem

- **Hard to navigate** the pre-existing website to find the training courses & products
- Taxonomies and site architecture are **convoluted and congested**
- No structure to the course levels and **clear "Sign Up"**

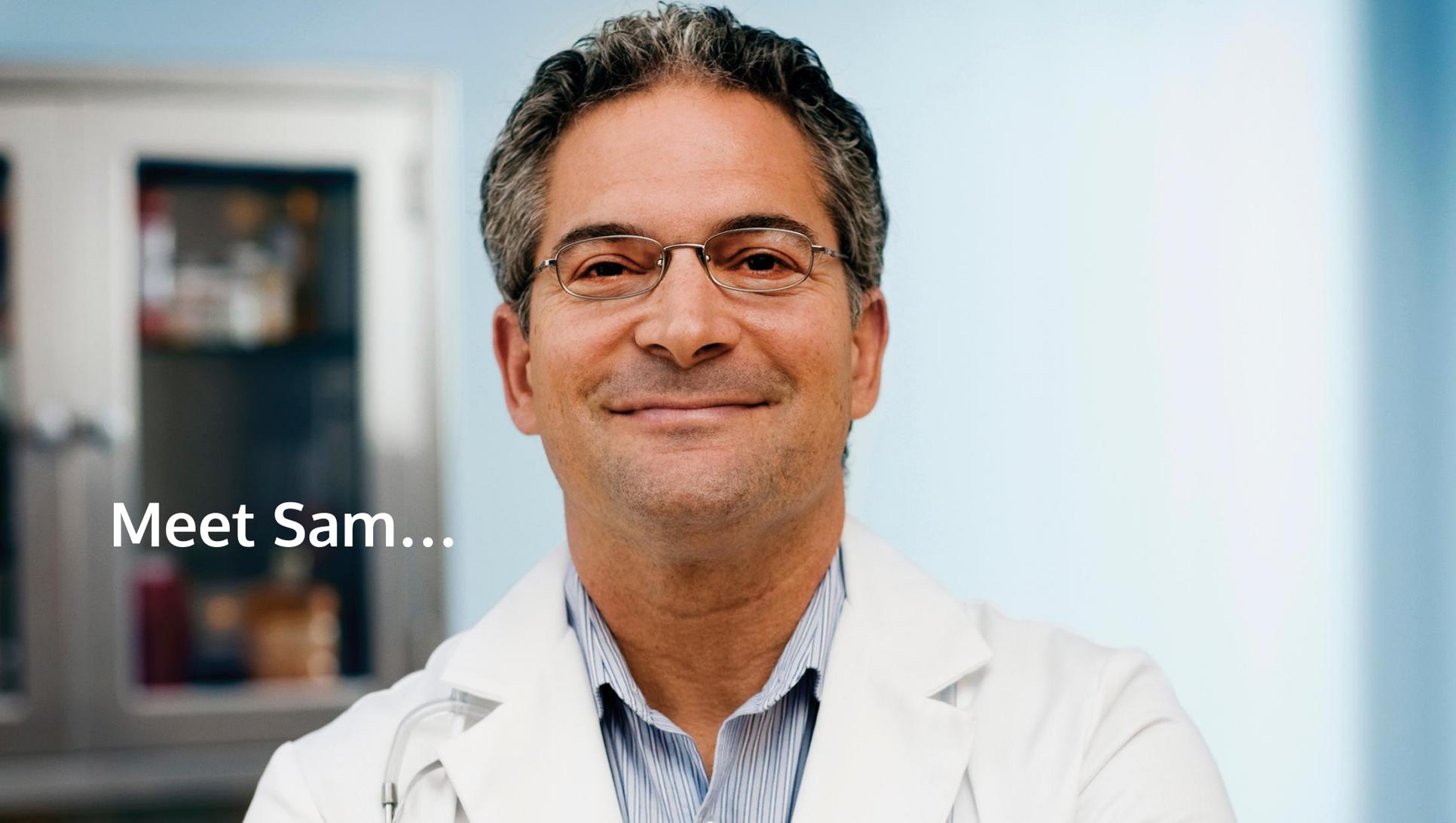
## Design Solution

- **Prioritize the primary goals** of the business + user on the home page
- Icon based entry points for **quick visual access**
- **Streamline the "Sign Up"** process in 4 steps: Find, Read, See, Sign Up

## Design Rationale

- This **user-centered-design** will facilitate a clear, concise expedited experience which in turn will help grow revenue
- Develop a **responsive website** so users can access on all devices





Meet Sam...



“I really need to **learn more** and find out what’s going on.”

(Owns 80% of GDV products and would prefer credit card checkout)

## Practitioner Sam

**Sam is an owner and practitioner** of GDVSOURCE products and uses the website primary as a way of being informed about training courses, news, software updates and referrals.

### **Habits and Behaviors:**

He usually goes to the home page first, then the practitioners page, then workshops.

His means of contacting is through email

### **Key Facts:**

Teacher Level | Owner of the Pro  
Male  
Mid 50's  
Practitioner  
Speaks English  
Lives in New Mexico

### **Needs and Goals**

Keep track of the instructors  
Training / Software / Webinars  
Learn more to be better practitioner  
Connect with others via website

Need: Sam wants to learn more to become a better practitioner

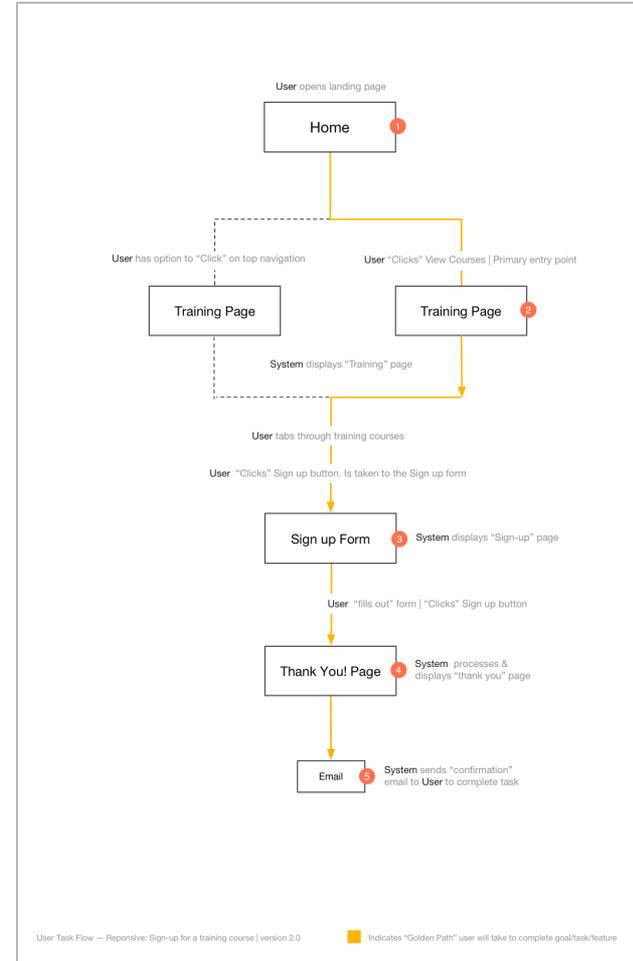


Owns 3 devices

| Goals  | Task  | Features  |
|--|---|---|
| <p>Practitioner Sam wants to <b>sign-up for training</b> and educational classes to learn more, keep up-to-date and help his patients / practice</p> | <p>A. <b>Find</b> out about the training courses offered</p> <p>B. <b>Read</b> about which course fits his needs / level</p> <p>C. <b>See</b> the availability of those courses</p> <p>D. <b>Sign-up</b> and pay</p> <p>E. <b>Receive</b> a confirmation and instructions on how to connect to the webinar or campus course</p> | <ol style="list-style-type: none"><li>1. <b>Training overview page</b> describing and explaining the different tiers offered</li><li>2. <b>Tabbed sub navigation</b> to minimize scrolling</li><li>3. <b>Breadcrumb trail</b> so user knows where they're at throughout the process</li><li>4. Course page listing all specific classes under that <b>learning tier</b></li><li>5. <b>Calendar</b> to view dates when the courses are being offered</li><li>6. Customer review page with Gravatars, commenting and <b>star ratings</b></li><li>7. <b>Sign-up page</b> with input fields / become a member / login / call to action</li><li>8. <b>Call to Action</b> buttons for quick entry</li><li>9. Processing for accepting all <b>major credit cards</b></li><li>10. Automatic <b>confirmation</b> that signup is complete + thanking customer and offering further customer support if needed</li></ol> |

# User Task Flow

Shows the golden path a user will take to complete their task

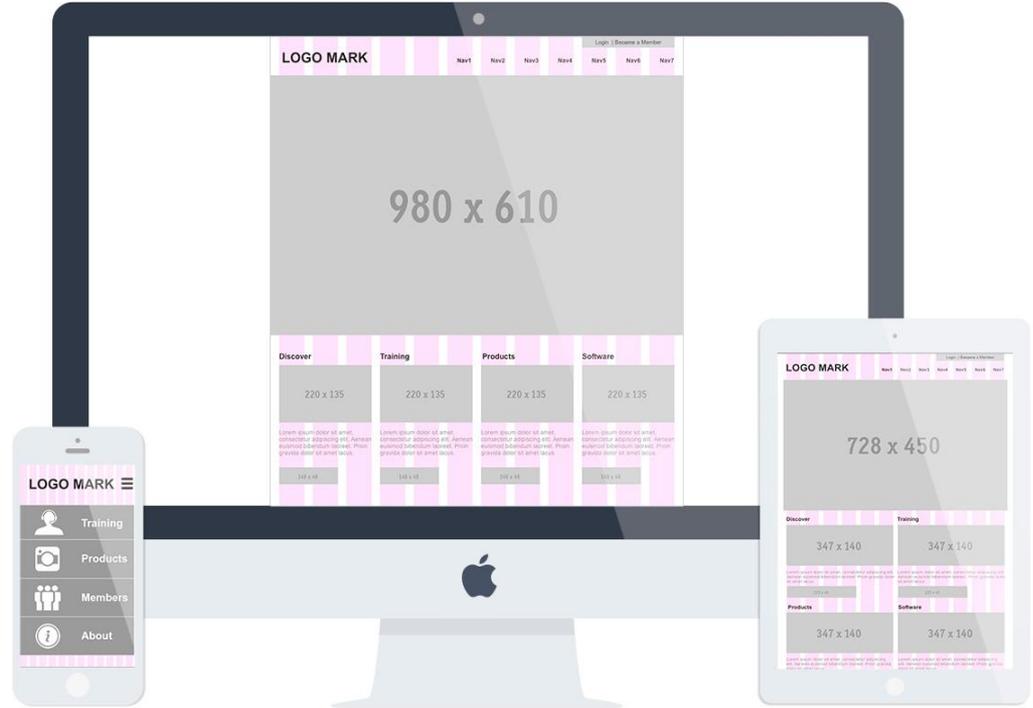


# The Design Solution

Implementing the users needs, clear UI and responsive technology so stakeholders can engage on any device and reach their goal...

# Adaptive Wireframe + Grid Development

- Having an adaptive design makes it easy for multi-browser access; a vital drawback for the preexisting site
- Designing on an adaptive grid gives the site structure and order which makes it easier for the users to navigate and complete their tasks

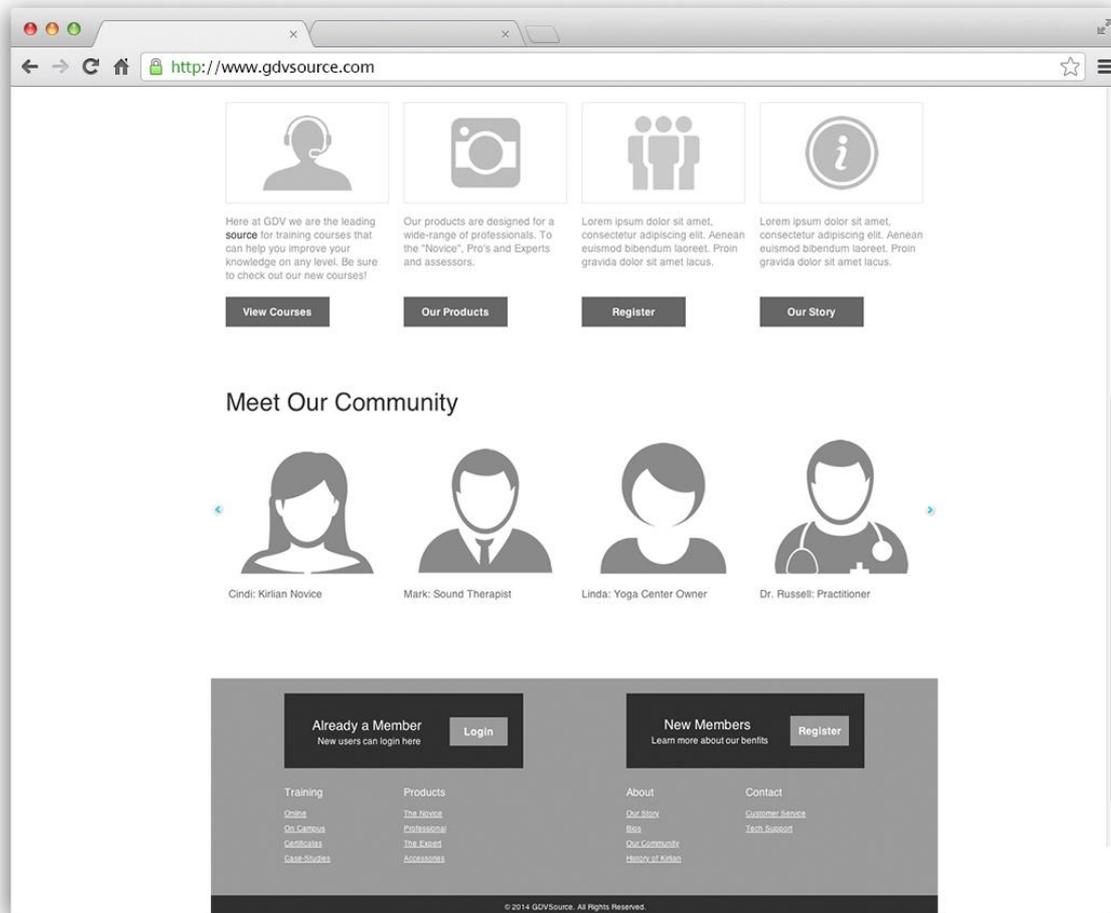


The screenshot shows a web browser window with the URL <http://www.gdvsource.com>. The website header includes the logo "GDV SOURCE" with the tagline "Lighting The Way In Energy Measurement" and a navigation menu with links for Training, Products, Members, About, Resources, News, and Contact. There are also social media icons and links for "Login" and "Our Newsletter".

The main content area features a large banner for "GDV Training Courses...". The text in the banner reads: "Can improve your productivity, skills while understanding human engeries on all levels. If your an alternative health practitioner, medical professional or just 'spiritually curious' we would love to have you train with us! Start Training Today!". To the right of the text is a large black silhouette of a person with long hair. The banner has left and right navigation arrows and a central dot indicator below it.

Below the banner is a grid of four service categories, each with an icon, a title, a short description, and a button:

- Training**: Icon of a person with a headset. Text: "Here at GDV we are the leading source for training courses that can help you improve your knowledge on any level. Be sure to check out our new courses!". Button: "View Courses".
- Products**: Icon of a camera. Text: "Our products are designed for a wide-range of professionals. To the 'Novice', Pro's and Experts and assessors.". Button: "Our Products".
- Members**: Icon of three people. Text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus.". Button: "Register".
- About**: Icon of an information symbol. Text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus.". Button: "Our Story".









# Form Page

Home · Training · Online · [Sign Up](#)

You're almost enrolled in the Energy Measurement course #5001

We need a little more info to secure your spot!

**\*Name**

First Name  Last Name

**\*Course Number**

#5001

**\*Email**

Your Email

Credit Card (Visa, Mastercard)    PayPal 

**\*Credit Card Details**

Credit Card  CVV2

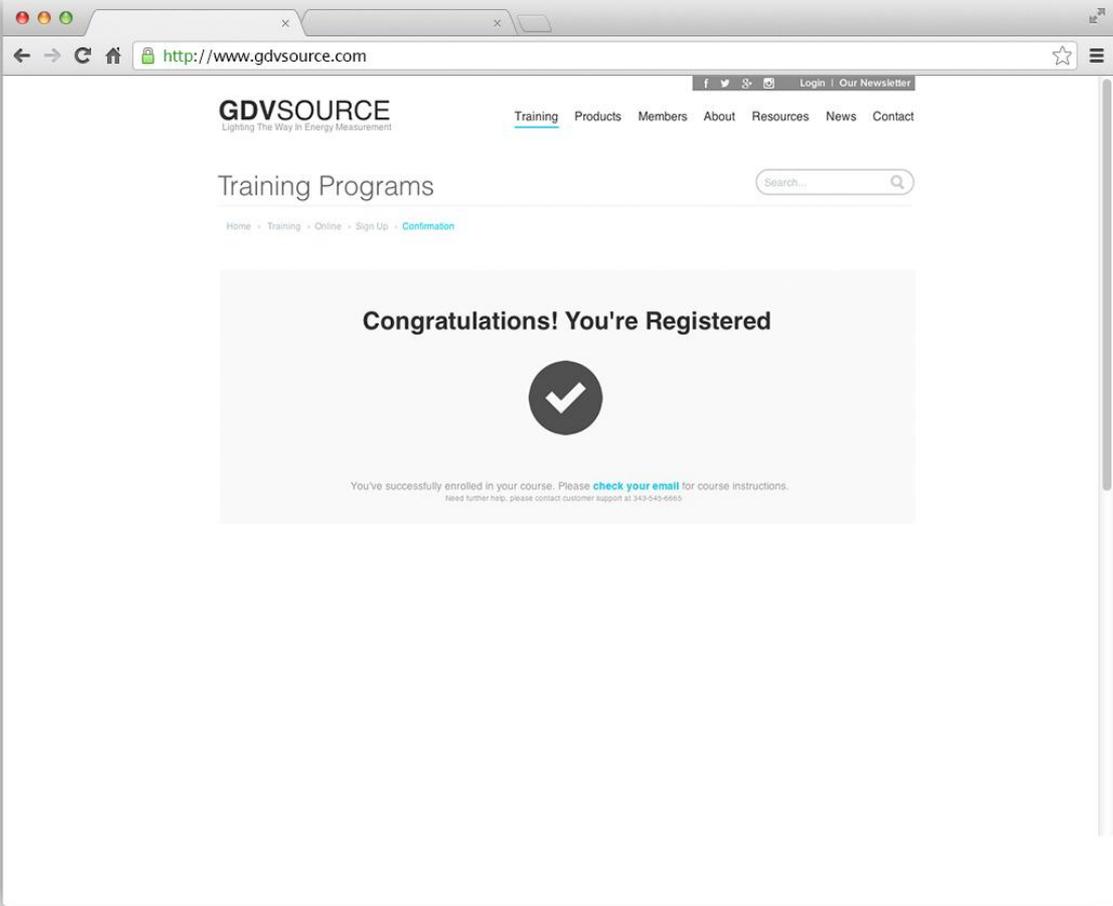
**\*Expiration Date**

01/01/2014

Want to become a **GDVSOURCE** member? [Click Here](#)

By Clicking "Sign Me Up" below, you are agreeing to the GDVSOURCE [Terms and Conditions](#) and [Privacy Policy](#)

# Confirmation Page



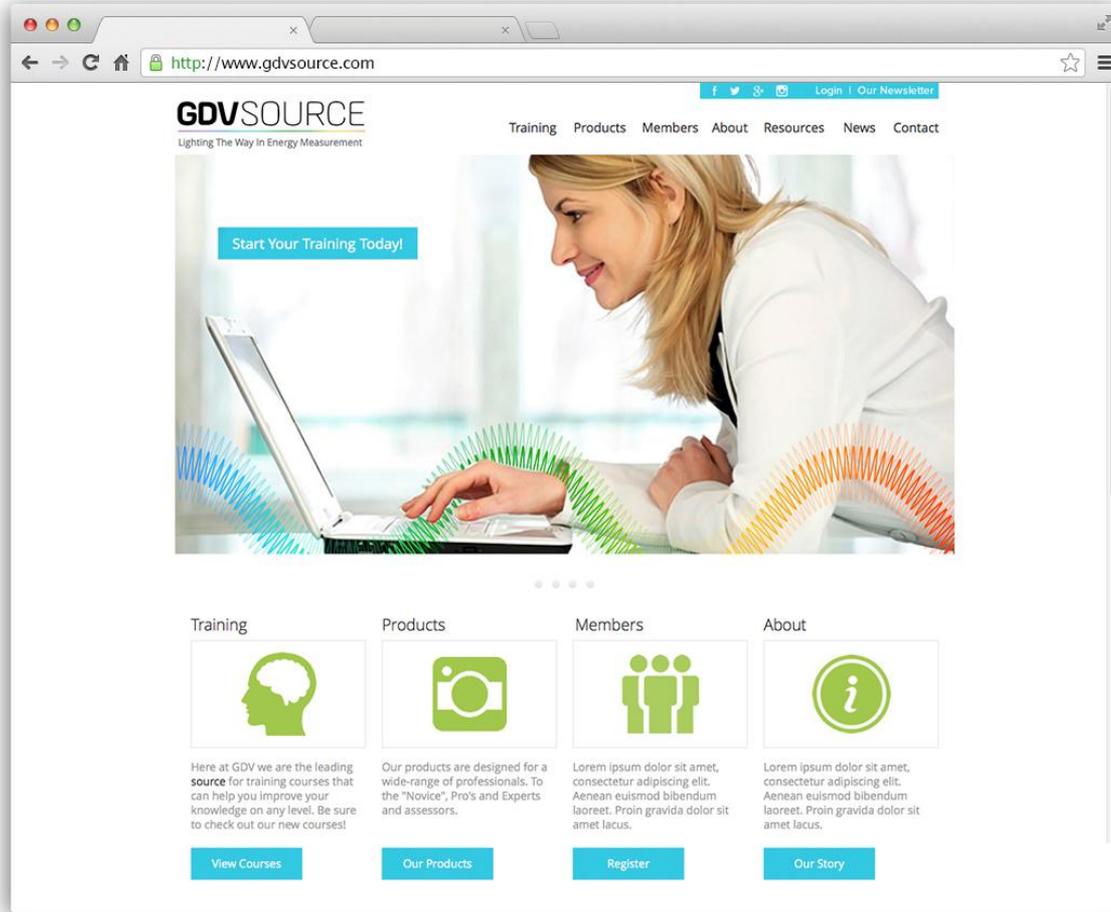
# High-Fidelity

Showing how research, user testing and prototype iterations led the way for “intelligent design discussions” before development begins...

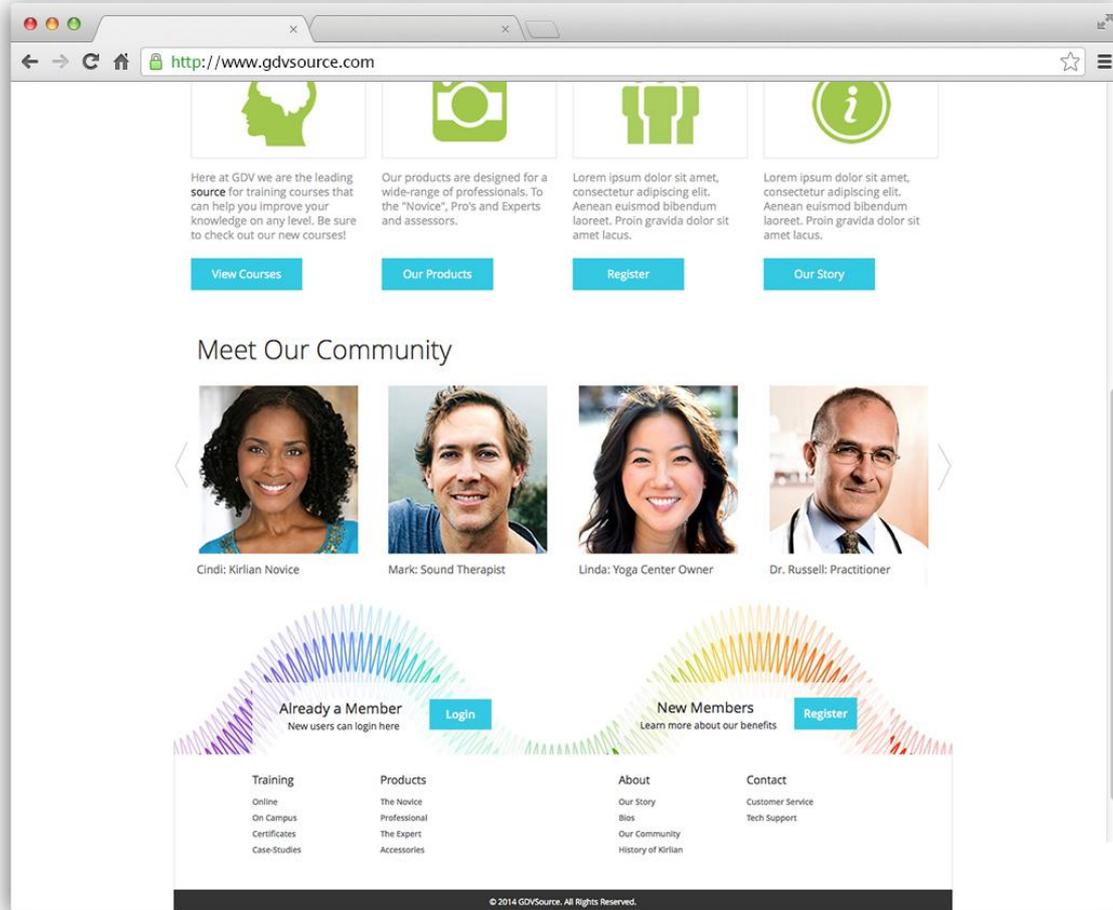
# Preexisting Site

The screenshot shows a web browser window with the address bar displaying <http://www.gdvsource.com>. The website has a dark purple background. At the top left is a circular logo with a human figure. To its right is the text "gdvsource" in a white, lowercase font, with "world leader in sales & service" in a smaller font below it. Below the logo and text is a navigation menu with the following items: "home", "about GDVsource", "technology & research", "GDV hardware", "GDV software", "ordering", "events", "technical support", and "resources". To the right of the navigation menu is a horizontal row of six images: a caduceus, a person running, a colorful flower-like pattern, a silhouette of a person, a silhouette of a person with a chakra diagram, and a globe. Below these images are six labels: "Health Analysis", "Sports Performance", "Water and Materials", "Geopathic Analysis", "Education", and "Practitioners". Below the navigation menu and images is a large text block. The first paragraph reads: "A major breakthrough in science and medicine is the Gas Discharge Visualization (GDV) Camera invented by Dr. Konstantin Korotkov and sold by GDVsource. GDVsource was recently named by KTI, the original manufacturer of the device, as the official GDV Education, Testing & Research facility in North America, as well as the first North American GDV Service/Repair Center. Equipped with sophisticated software, the GDV camera offers many innovative technology solutions and myriad of benefits to both patients and professionals in the medical and science fields." The second paragraph reads: "The GDV camera is a biomedical device that is used to measure a subject's energy fields. The level of detail that can be interpreted from the camera and the related GDV software programs is unsurpassed in the world of science. The noninvasive fingertip readings and analysis provide a deep and revealing level of evaluation of both the psycho-emotional and physical energy fields. The captured emissions are processed through a proprietary software suite and displayed as energy levels in the organ systems, whole body energy fields, and the Chakra alignment. Further, health care professionals can evaluate which body systems are burdened by stress-related issues, or if a physical pathology exists. Health professionals can treat the issue and have the subject repeat the analysis at a later date to validate the treatment plan's efficacy." The third paragraph reads: "The GDV camera is also used by researchers as a noninvasive tool to measure energy fields of humans or elementals, such as water, soil, plants, and the environment. Any type of energy study in the biomedical industry could benefit from utilizing this state-of-the-art camera. Additionally, the camera is considered the gold-standard worldwide in product studies that evaluate the effects that stimuli, (such as products or modalities), have on subjects. For example, if a researcher is attempting to study the effects of a nutritional

At the bottom left of the page, there are social media icons for Facebook and LinkedIn, a "VIEW OUR BLOG" button, and a "NEW Financing Now Available" banner. At the bottom right, there is a "User Login" button.

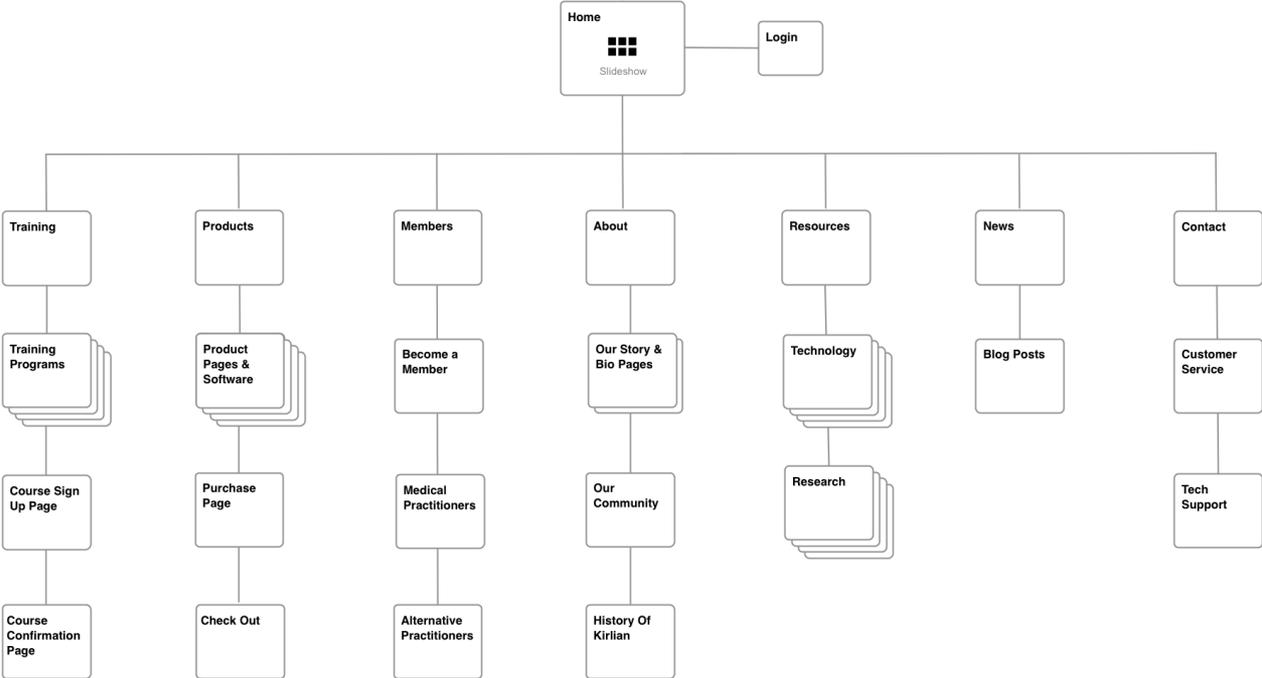


# Future Site Scroll



# The Site Map

Conducting a closed card sort helped validate and align taxonomies on the pre-existing site with the future one...



**Questions?**

**Thank You!**

Craig Maher | User Experience

# Next Steps