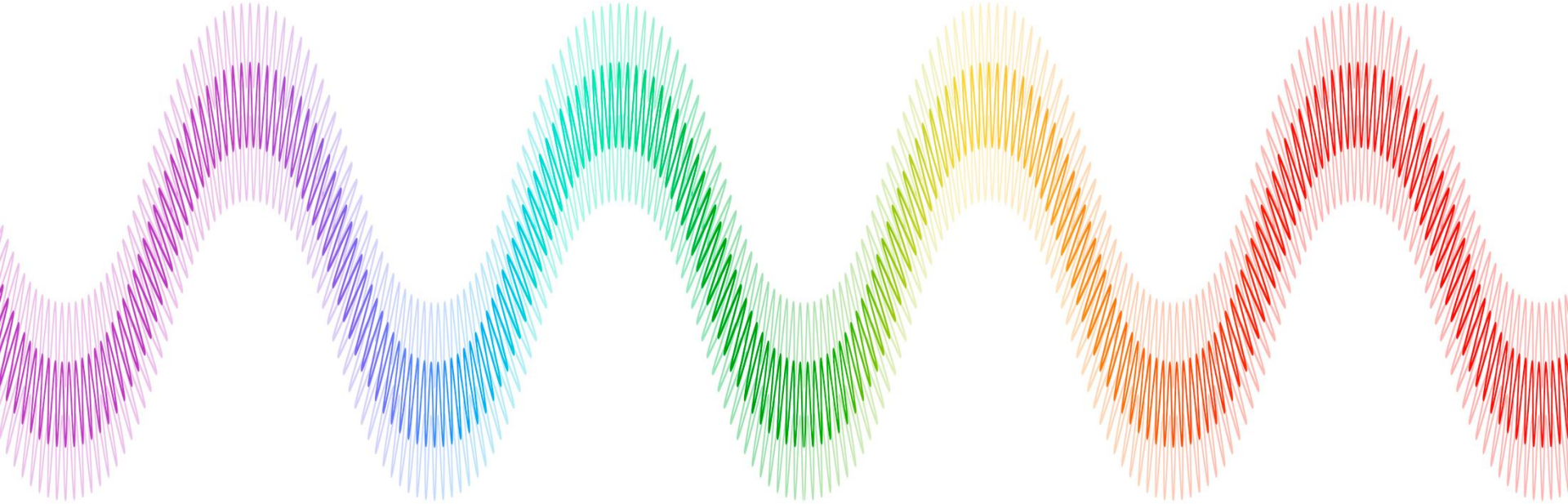
GDVSOURCE

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 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

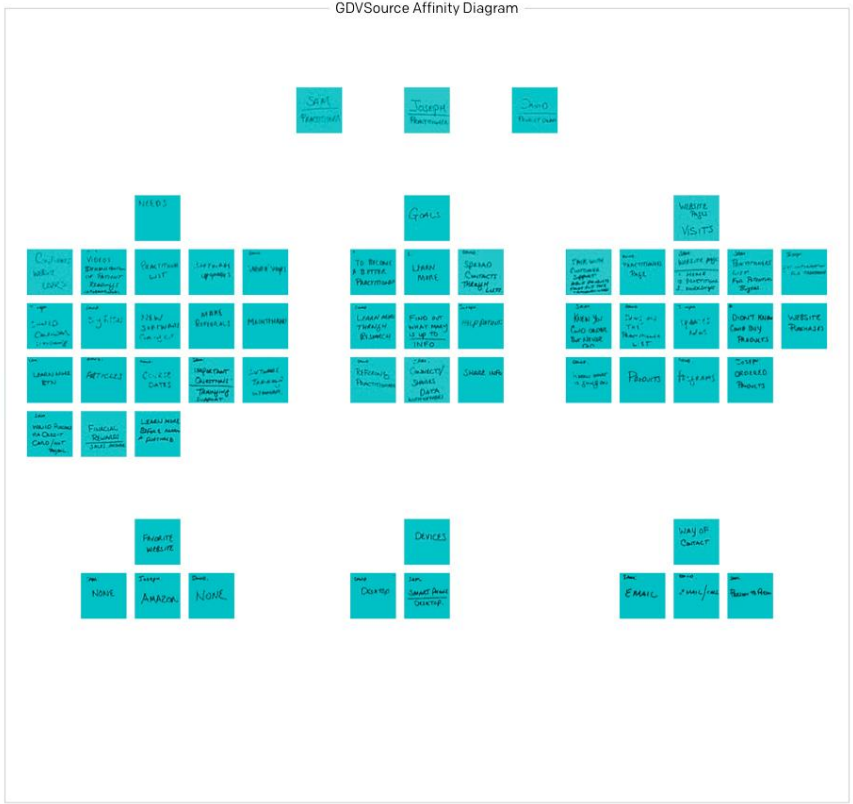
Sam's Interview

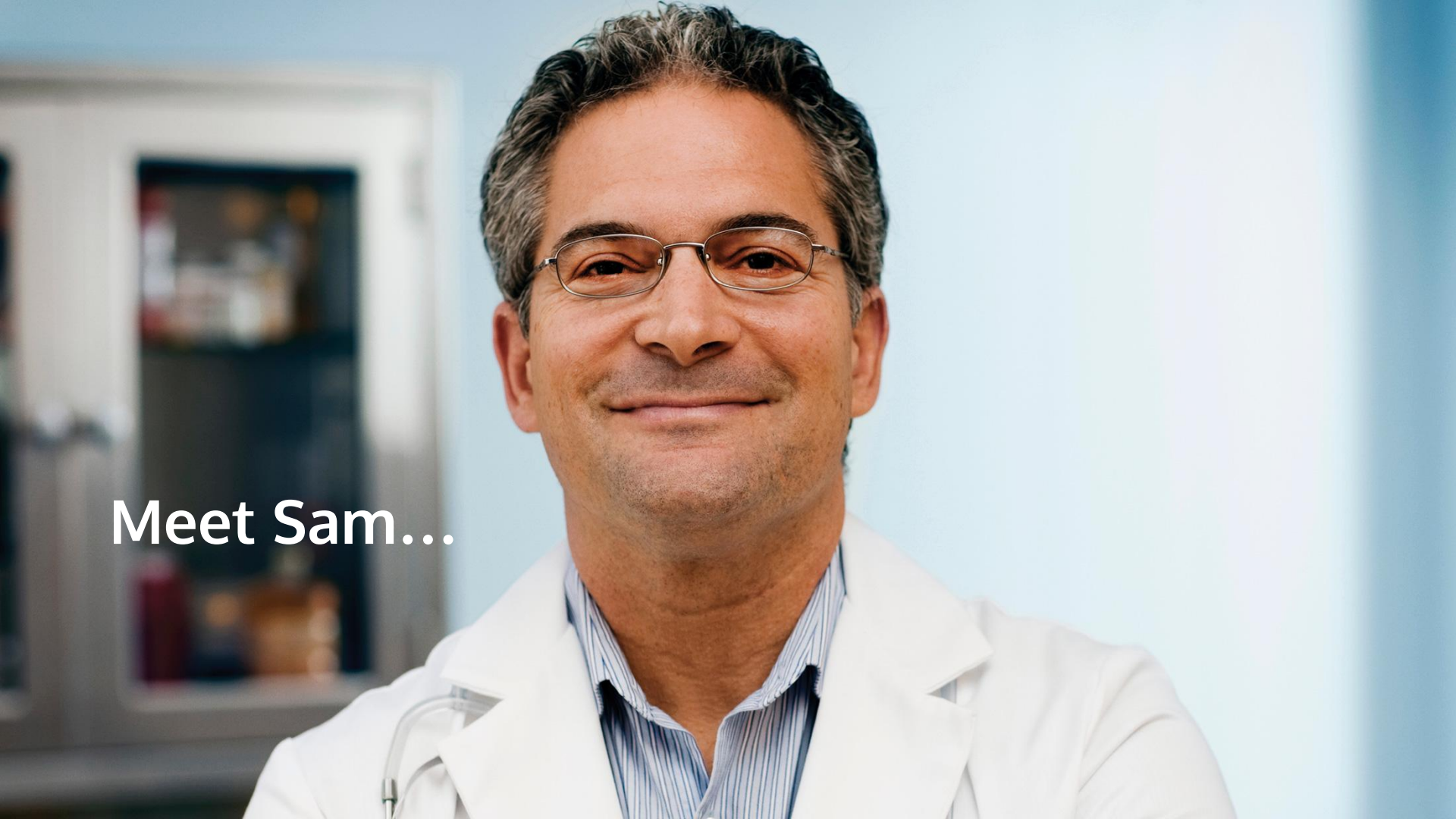
Questions:

- Why were users coming to the site?
- What were their needs / goals?

Results:

- Information / Training courses
- Workshops & Education
- Access the Practitioners list / Referrals
- Resources / Downloads / News
- Software + Hardware updates
- Contact Customer Support




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 usally goes to the home page first, then the practitoners 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

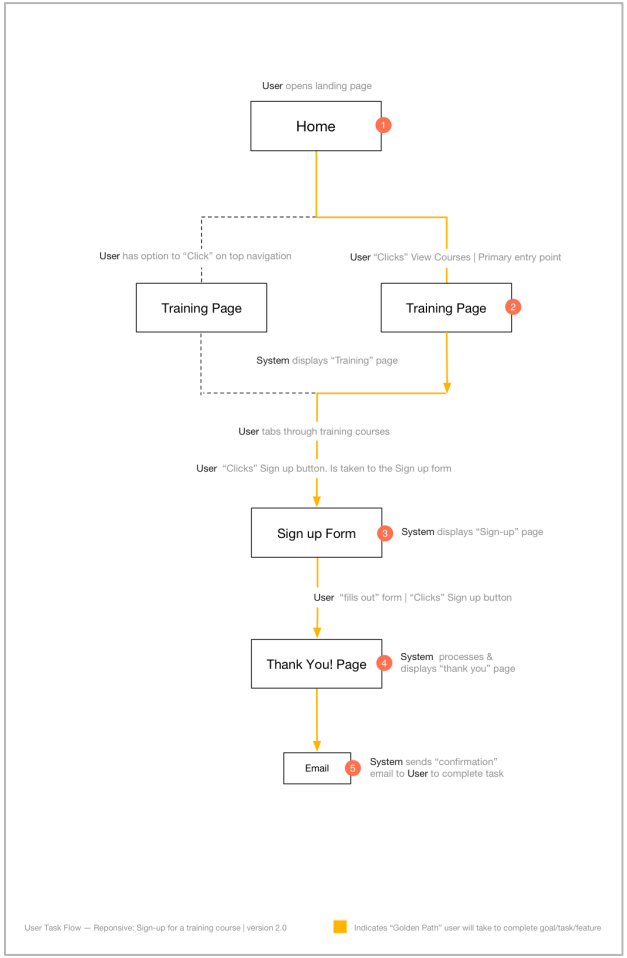
Need: Sam wants to learn more to become a better practitioner

Owns 3 devices

Goals	Task	Features
Practitioner Sam wants to **sign-up for training** and educational classes to learn more, keep up-to-date and help his patients / practice	A. **Find** out about the training courses offered B. **Read** about which course fits his needs / level C. **See** the availability of those courses D. **Sign-up** and pay E. **Receive** a confirmation and instructions on how to connect to the webinar or campus course	1. **Training overview page** describing and explaining the different tiers offered 2. **Tabbed sub navigation** to minimize scrolling 3. **Breadcrumb trail** so user knows where they're at throughout the process 4. Course page listing all specific classes under that **learning tier** 5. **Calendar** to view dates when the courses are being offered 6. Customer review page with Gravatars, commenting and **star ratings** 7. **Sign-up page** with input fields / become a member / login / call to action 8. **Call to Action** buttons for quick entry 9. Processing for accepting all **major credit cards** 10. Automatic **confirmation** that signup is complete + thanking customer and offering further customer support if needed

User Task Flow

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



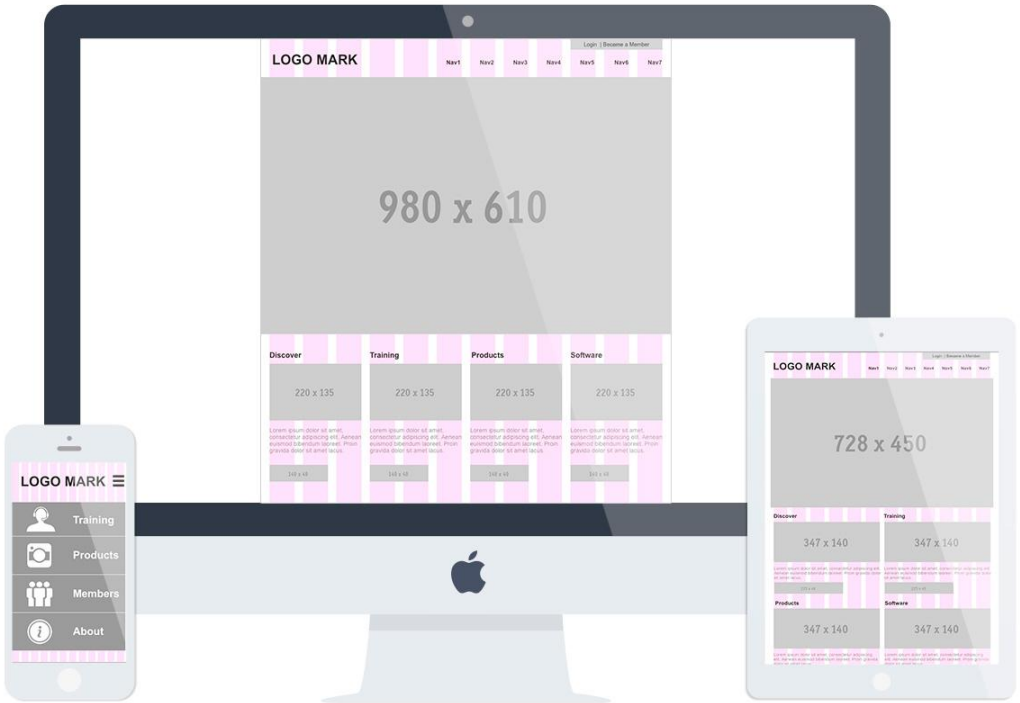
The Design Solution

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

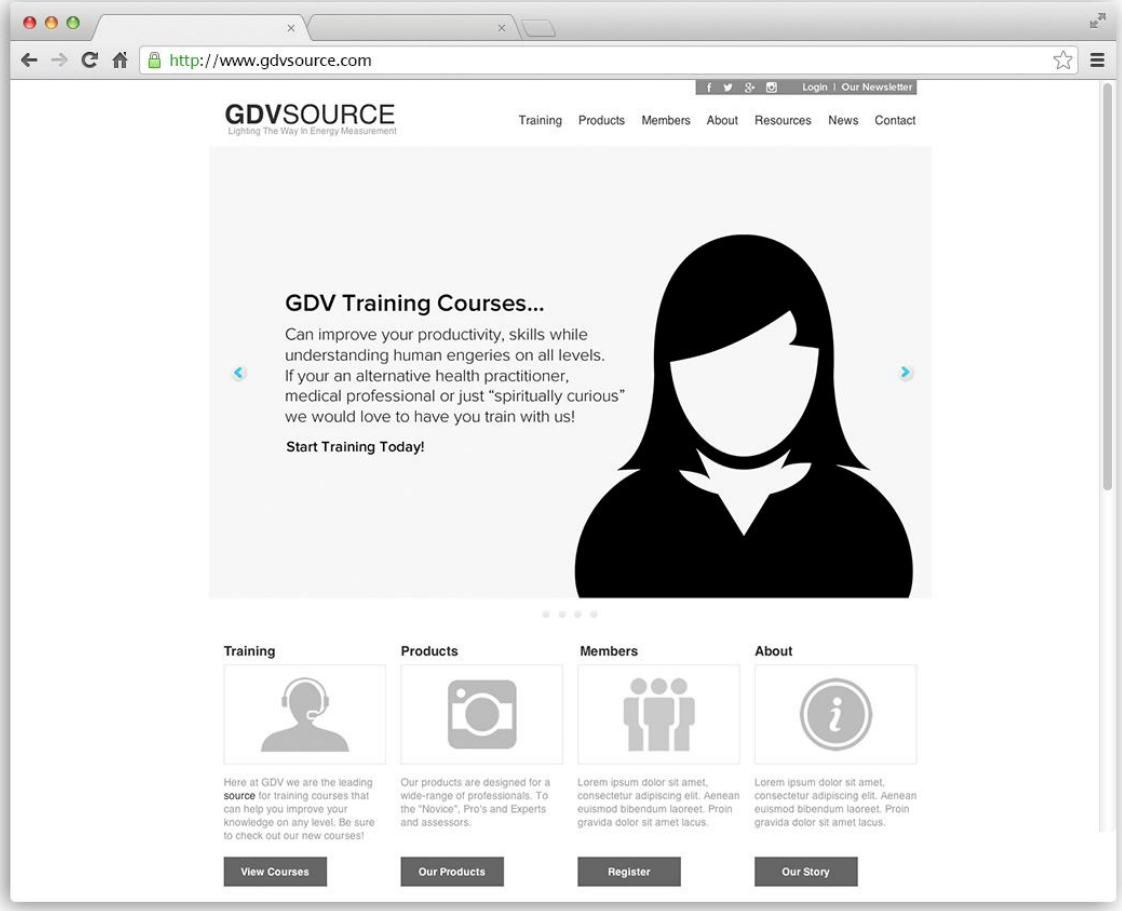
Adaptive Wireframe + Grid Development

- 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



Home Page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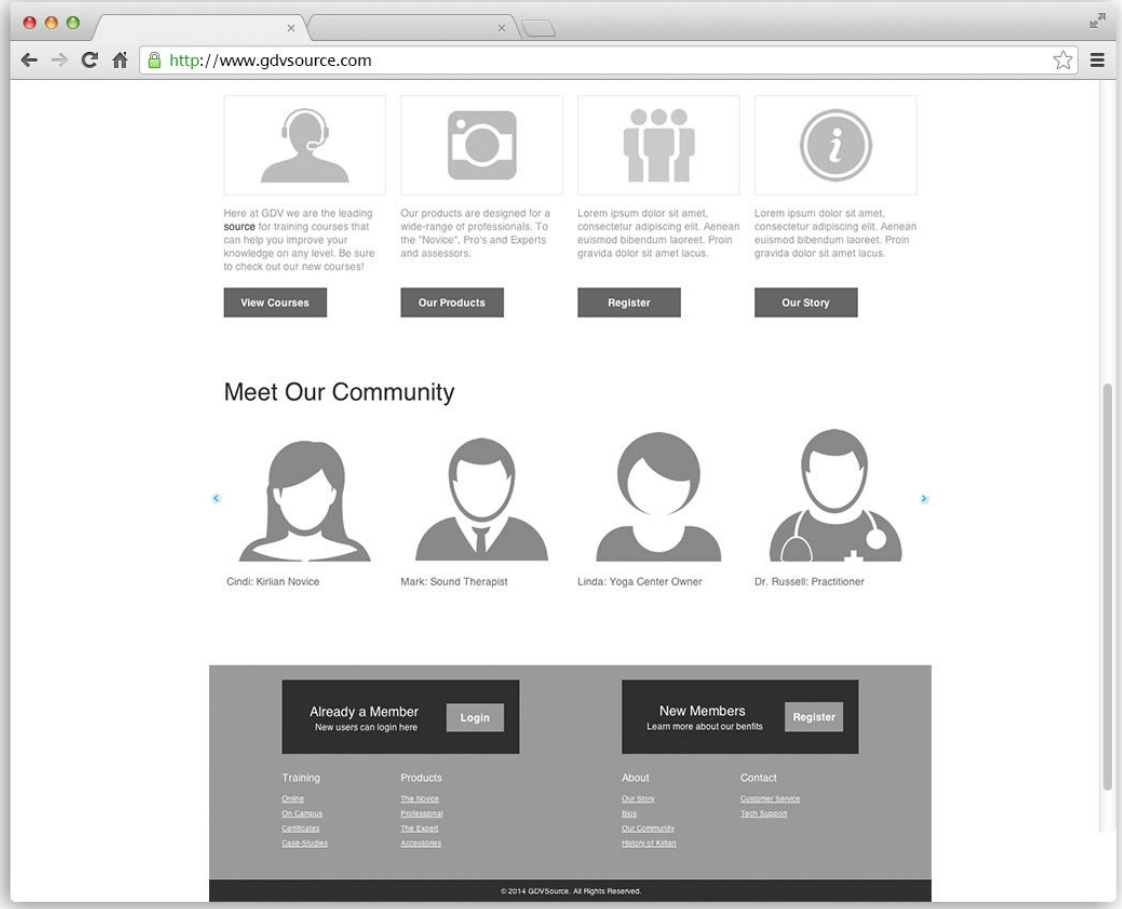
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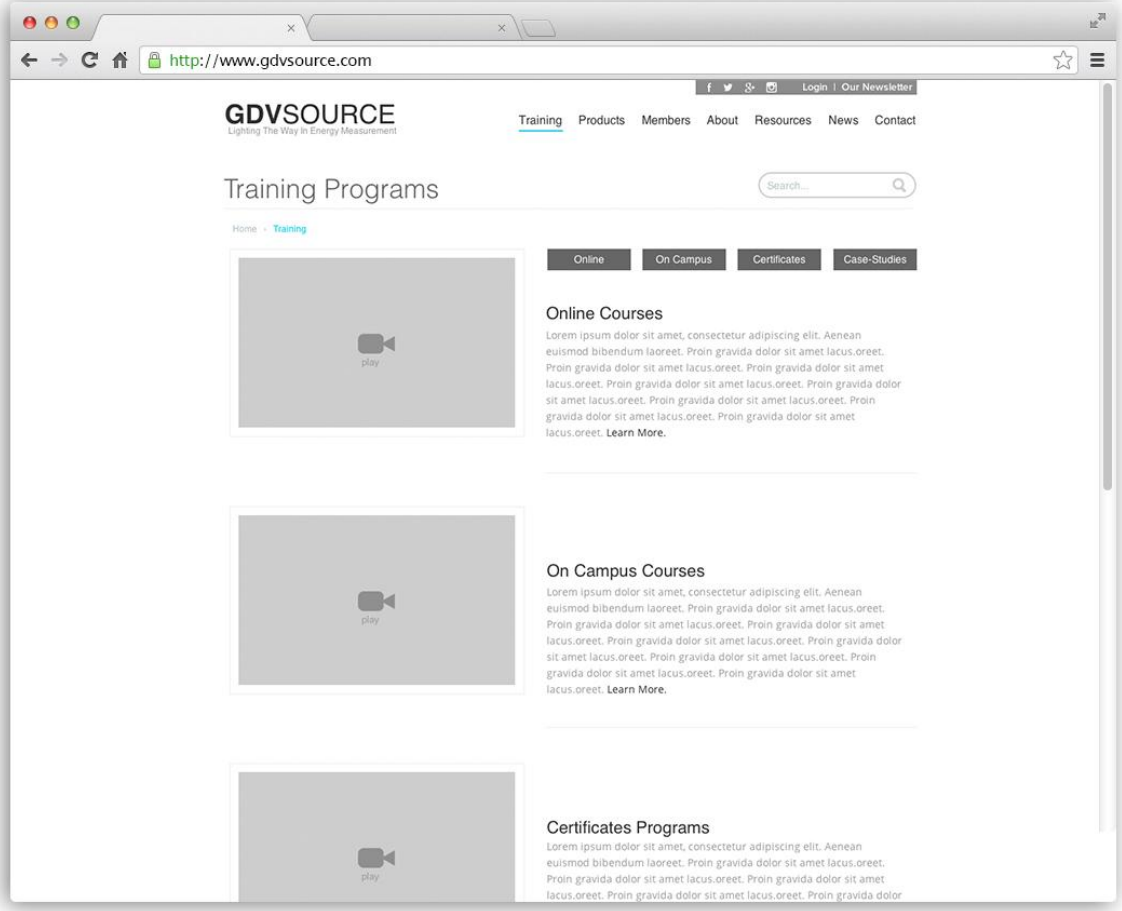
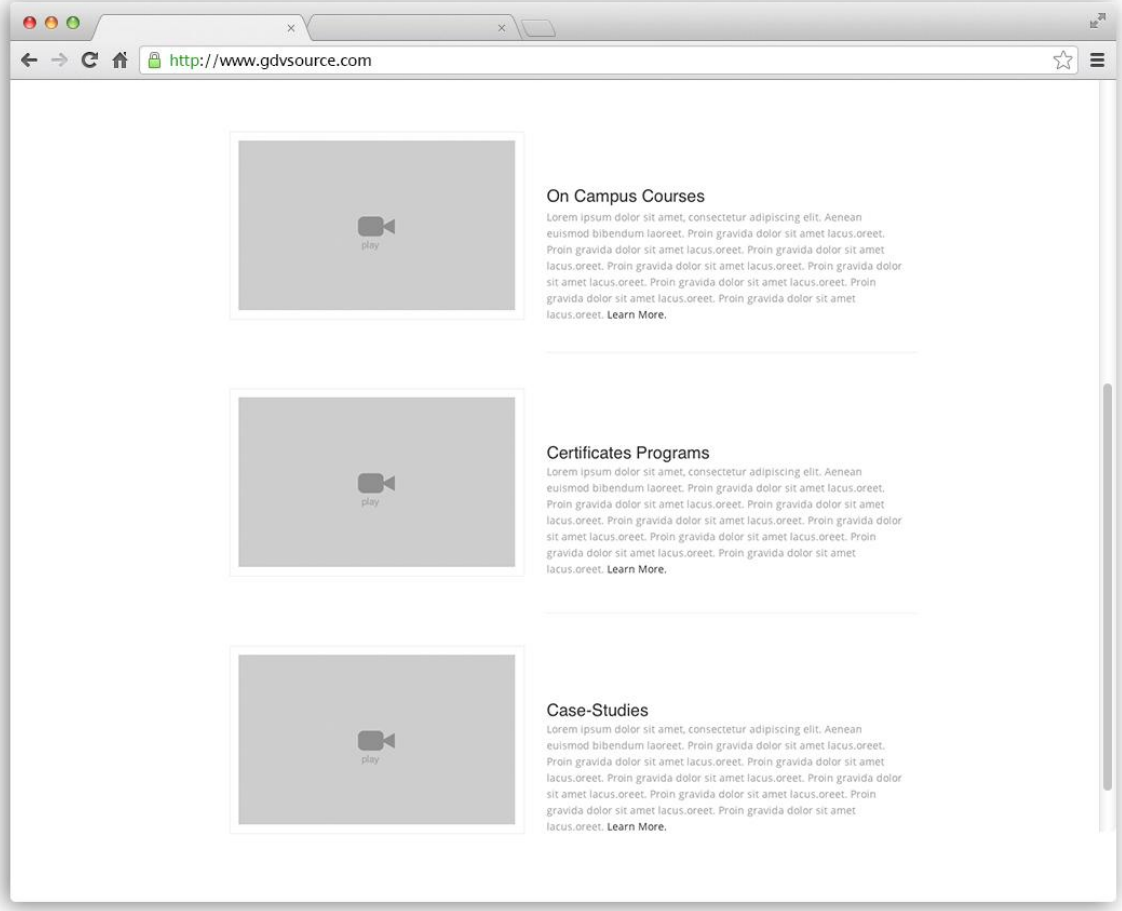
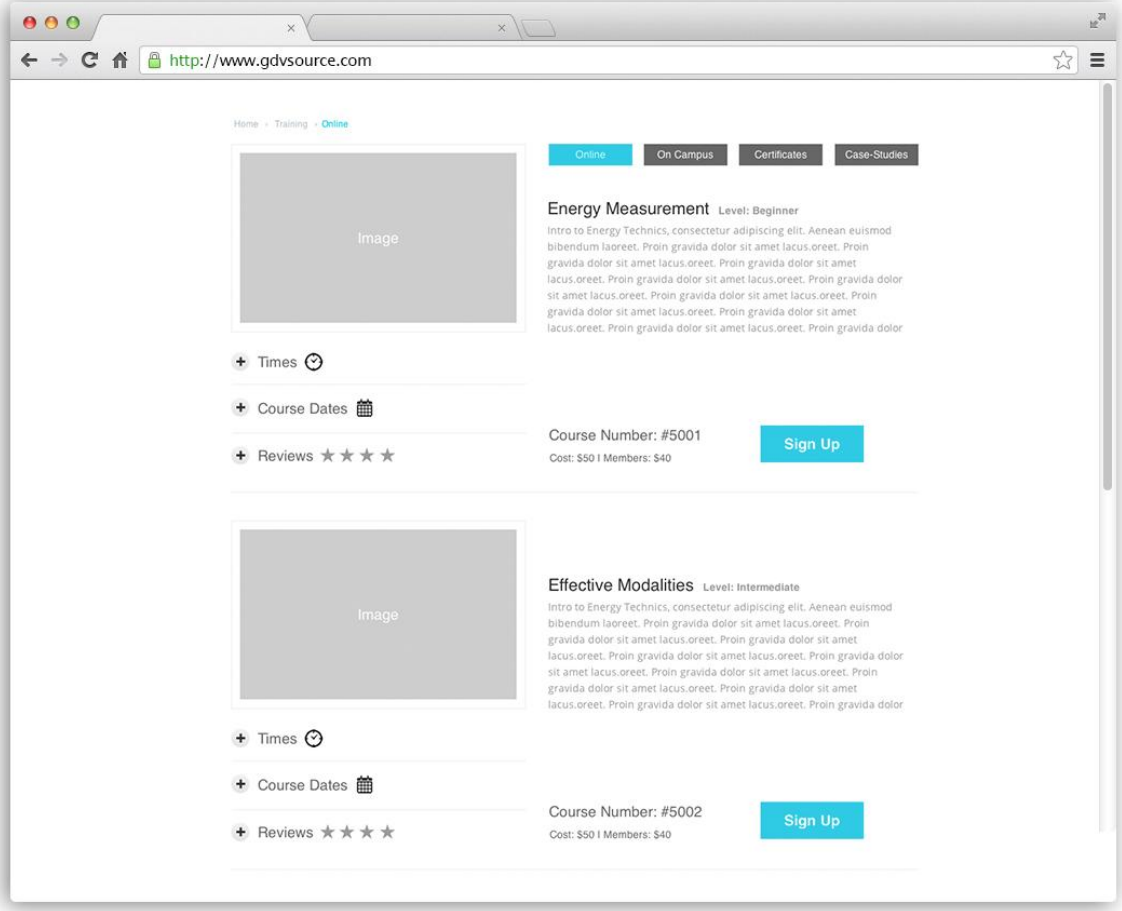
Training Page



Training Scroll



Sign Up Page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Energy Measurement Level: Beginner
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Times
Course Dates
Reviews ★ ★ ★ ★
Course Number: #5001
Cost: $50 I Members: $40
Sign Up
Image
Effective Modalities Level: Intermediate
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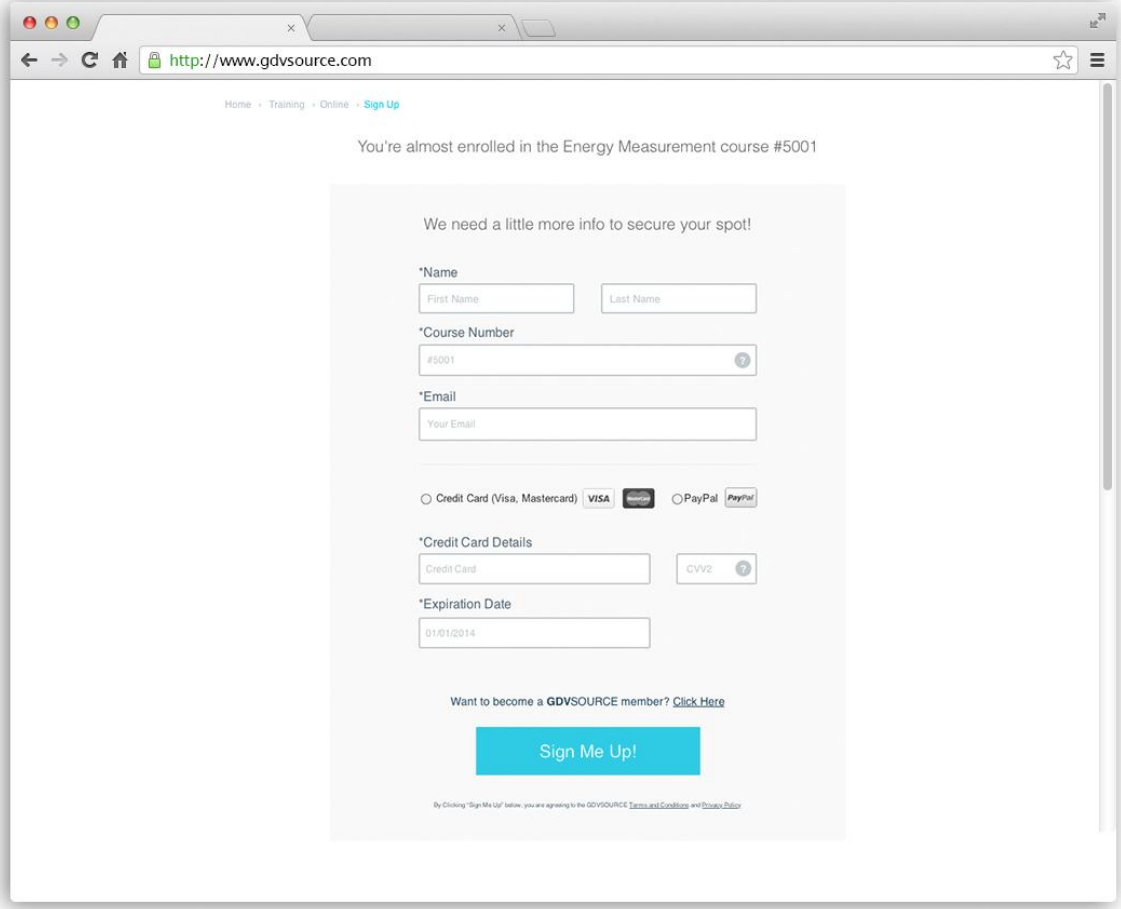
Times
Course Dates
Reviews ★ ★ ★ ★
Course Number: #5002
Cost: $50 I Members: $40
Sign Up

Form Page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You're almost enrolled in the Energy Measurement course #5001
We need a little more info to secure your spot!
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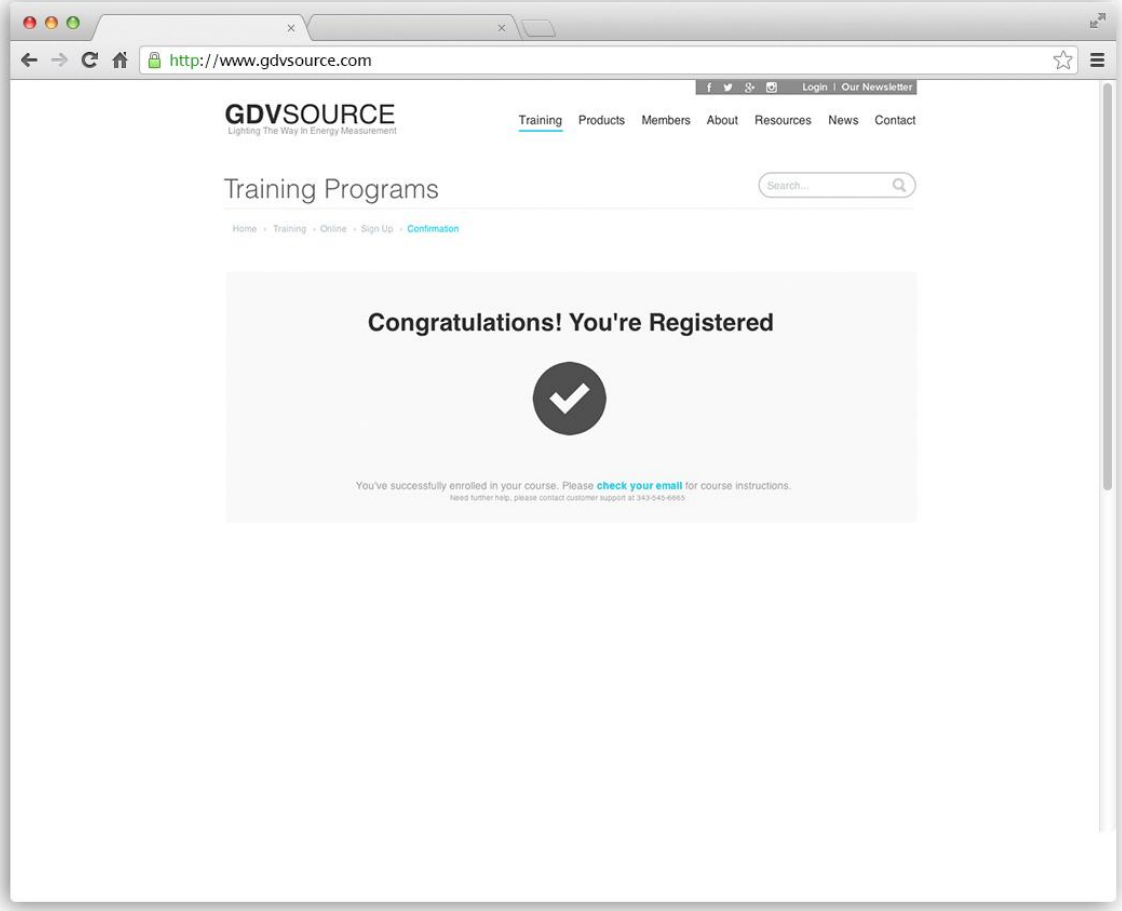
First Name
Last Name
*Course Number
#5001
*Email
Your Email
Credit Card (Visa, Mastercard)
VISA
PayPal
*Credit Card Details
Credit Card
CVV2
*Expiration Date
01/01/2014
Want to become a GDVSOURCE member? Click Here
Sign Me Up!

Confirmation Page

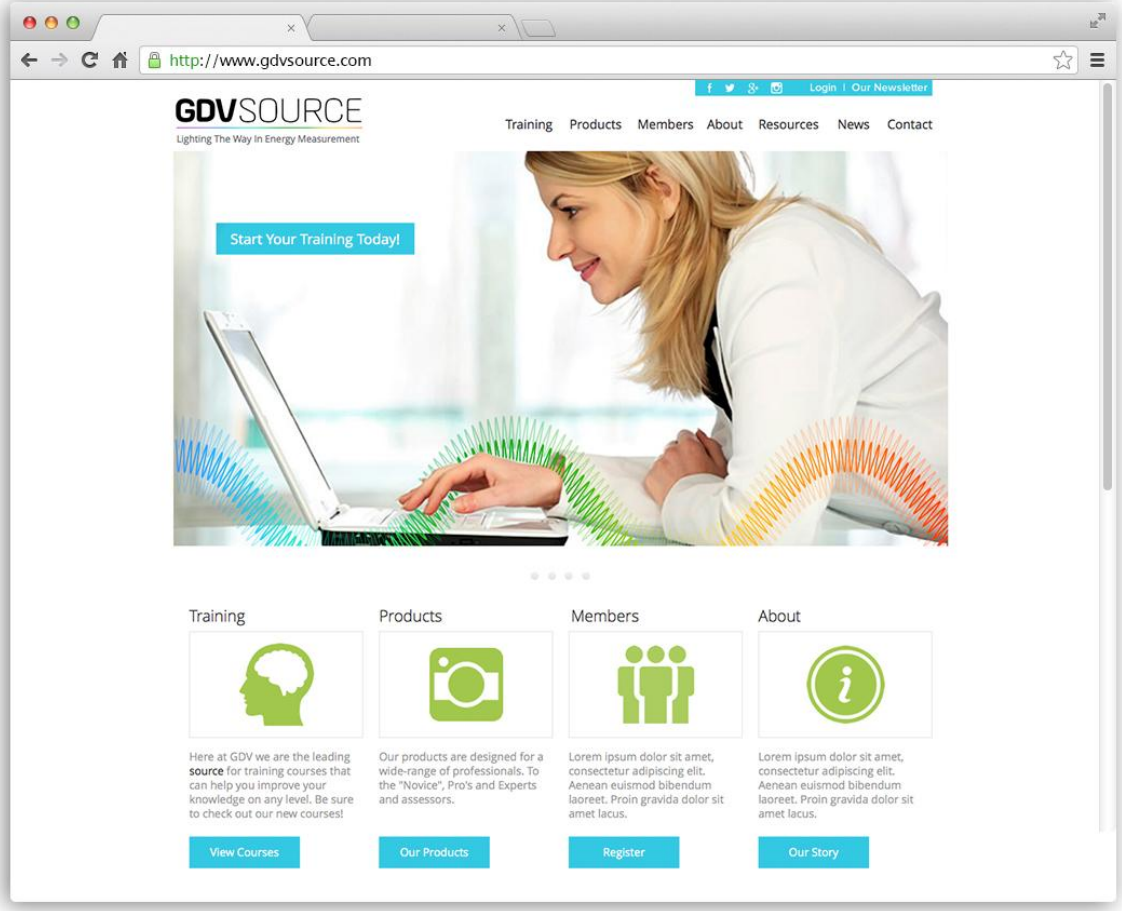


High-Fidelity

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

Preexisting Site

Future Site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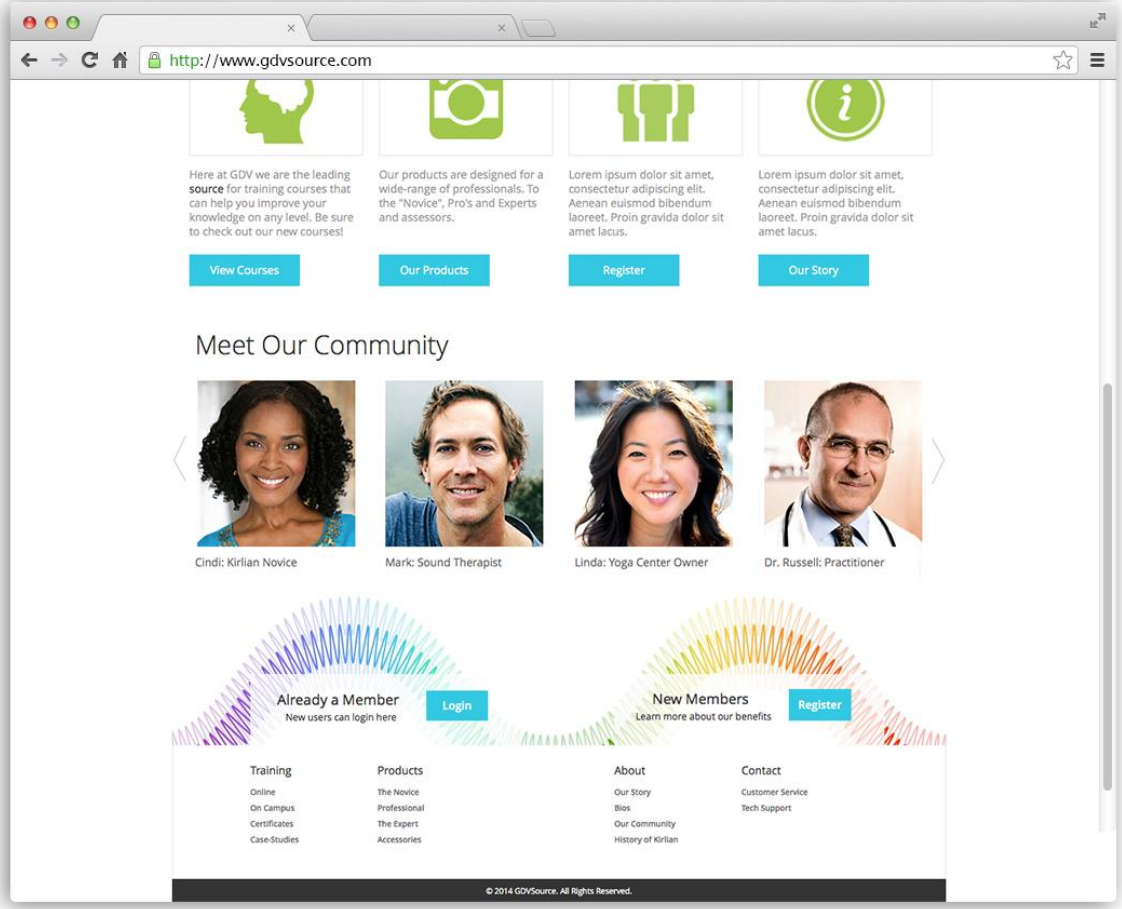
Future Site Scroll

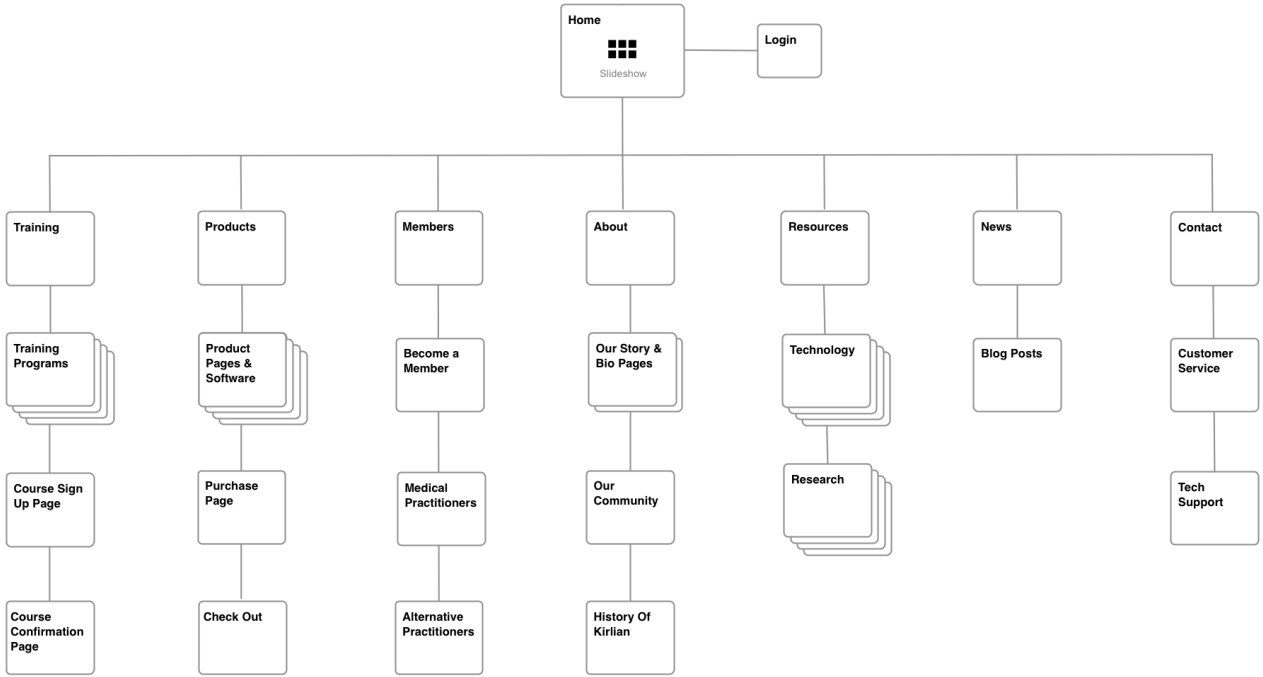


The Site Map

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

GDVSOURCE

Sitemap Version 1.0



Site Map after Card Sort

Questions?

Thank You!

Craig Maher | User Experience

Next Steps