

INTERIOR DESIGN 101
UX RESEARCH FOR
FUNCTIONAL & BEAUTIFUL
WEBSITES

WHAT IS IT?

UX = USER EXPERIENCE

- Websites designed for the **human user**
- Empathy and understanding for the **user**



HOW

IN-PERSON 1:1 AND ONLINE

Observation techniques, task analysis, and other feedback methodologies.



COST

TRADITIONAL

Recruiting and 1:1 research can be expensive.

VS.

TECH-BASED

Online tools can be quick, efficient and inexpensive.



**TOOLS WE USE -
DESIGN THINKING**

TOOLS WE USE

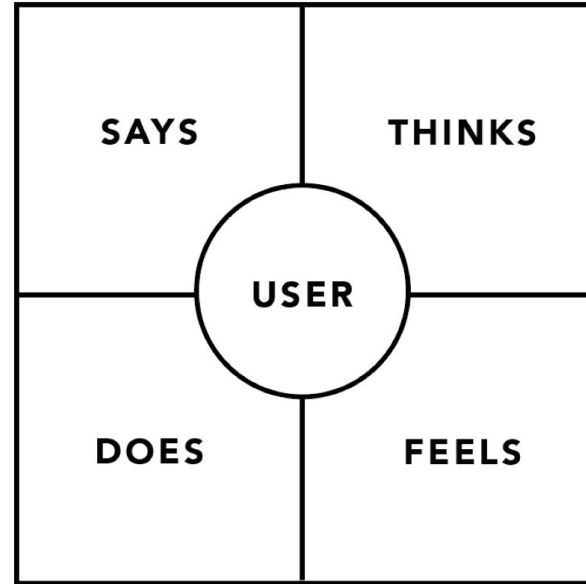
EMPATHY EXERCISE

Identify persona

Give him her a name

Understand what others see, feel, say, do and experience.

EMPATHY MAP



NNGROUP.COM **NN/g**

Source: Nielsen Norman Group
<https://www.nngroup.com/>



TOOLS WE USE

TRADITIONAL CARD SORTING HELPS ORGANIZE CONTENT

Participants:

1 - Organize cards into categories that make sense to them.

2 - Label the categories

Helps us identify IA - Main Nav



TOOLS WE USE

TYPES OF CARD SORTING

- 1 - Open: identify categories
- 2 - Closed: verify categories
- 3 - Hybrid



TOOLS WE USE

ONLINE CARD SORTING

Participants perform the same functions online.

The screenshot displays the OptimalSort interface. On the left is a vertical list of 18 cards representing initial categories. On the right, three new categories have been created by dragging and dropping items from the original list. The 'Degrees' category contains 4 items, 'Click to rename' (top) contains 3 items, and 'Click to rename' (bottom) contains 2 items. A progress bar at the bottom indicates 29 of 41 items remaining.

OptimalSort

Original List (Left):

- Student Organizations
- Learning Abroad
- Safety & Well Being
- Minnesota Design Center
- International Students
- Directory
- Career Planning
- Wearable Technology Lab
- Academic Advising & Support
- Product Design
- Graduate Students
- Future Freshman
- Interior Design
- Certificates
- Human Factors & Ergonomics
- Academics
- Landscape Architecture
- Planning your degree - four year plan

Sorted Categories (Right):

- Degrees** (4 items): Undergraduate Degrees, Architecture, Apparel Design, Retail Merchandising
- Click to rename** (3 items): Admissions, Costs & Financing, Apply
- Click to rename** (2 items): News & Events, About

29 of 41 remaining

TOOLS WE USE

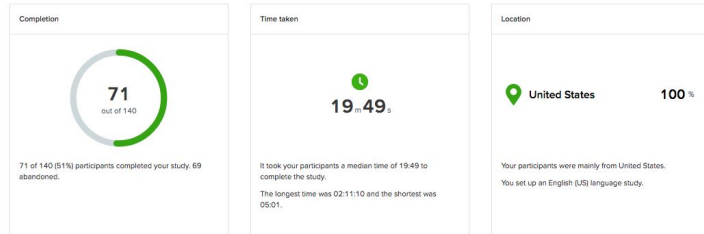
Similarity Matrix - bwsr.state.mn.us

REAL-TIME RESULTS ANALYSIS

Easement Maps

97	Conservation Easement Map																																									
94	94	Conservation Easements																																								
86	87	90	Easement Handbook + Forms																																							
78	77	80	83	Easement Training Materials																																						
67	69	73	66	60	Reinvest in Minnesota (RIM) Reserve																																					
61	63	63	56	50	87	Conservation Reserve Enhancement Program (CREP)																																				
19	21	22	15	14	39	46	Regional Conservation Partnership Program (RCP)																																			
18	18	19	14	14	33	43	46	Farm Bill Assistance																																		
4	4	4	5	1	8	8	23	28	Grant Programs																																	
2	2	2	5	1	7	7	22	25	94	BWSR Grant Application																																
2	2	2	7	1	7	7	19	23	90	91	Grant Administration Manual																															
1	1	1	2	1	5	5	15	19	84	85	87	Quick Start Reporting for Grants																														
1	1	1	5	2	4	4	12	18	67	69	73	80	eLink																													
4	4	4	9	5	7	7	23	23	32	35	32	25	36	Performance Review and Assistance Program (PRAP)																												
4	2	2	5	2	2	5	18	15	18	19	15	19	54	Local government units and agencies																												
38	38	39	45	35	35	30	30	26	21	21	18	15	15	38	38	MJPA Information																										
15	15	15	11	11	15	16	28	19	12	12	12	12	15	19	30	18	What's Working in Conservation Projects?																									
14	16	15	14	15	18	18	26	22	5	5	4	5	7	14	9	52	Conservation Implementation																									
7	5	7	8	8	9	9	19	21	4	4	2	5	4	7	14	12	29	57	Engineering																							
5	7	5	7	7	12	11	14	18	8	8	9	11	12	8	8	12	32	50	57	Pollution Reduction																						
12	14	11	8	7	19	21	22	28	5	2	2	2	1	4	4	8	30	53	46	54	Forestry																					
12	14	12	7	8	16	19	16	22	2	1	1	2	1	2	4	7	25	47	46	53	67	Pollinators																				
11	12	9	7	8	12	15	12	15	1	1	1	2	1	4	7	7	23	47	50	53	63	80	Native Vegetation / Seed Mixes																			
4	5	4	2	2	8	8	12	19	1	1	1	2	1	4	2	5	15	43	52	50	54	61	64	Soils																		
9	9	7	5	5	4	9	16	16	2	2	2	4	2	4	7	5	12	35	43	36	38	46	53	80	NRCS State Soil Maps																	
8	8	8	7	5	21	23	23	26	5	4	4	4	4	7	5	12	23	32	36	39	47	43	39	38	28	Buffers																
7	7	5	2	2	14	15	18	15	4	1	1	2	1	4	5	5	16	26	32	35	43	35	33	35	23	45	Drainage															
7	7	7	4	5	11	12	9	8	2	1	2	1	1	4	4	7	2	2	2	5	9	9	5	8	2	11	23	Wetland Banking														
5	7	4	5	5	7	8	7	7	2	2	5	2	1	5	5	7	4	2	1	5	8	7	5	8	2	8	21	51	Wetland Conservation Act Guidance													
5	4	5	5	5	7	7	7	4	4	5	4	1	5	5	8	4	1	4	4	5	4	2	7	2	7	19	38	39	WCA Forms and Guidance													
4	5	4	4	5	5	4	5	1	2	1	1	2	1	4	2	5	1	7	7	9	8	7	8	14	5	7	21	31	31	30	Delineation of Wetlands											
4	5	4	5	5	5	4	5	2	2	5	2	1	5	5	5	4	5	4	5	4	9	9	9	7	9	7	4	19	37	31	39	92	M-RAM Functional Assessment for Wetlands									
7	5	8	7	9	8	7	1	5	1	1	2	1	2	4	4	7	12	11	5	9	8	11	11	7	5	15	84	80	85	83	Restoration of Wetlands											
4	2	4	4	5	5	8	9	4	4	4	4	21	18	12	5	5	7	5	4	2	5	2	8	12	7	9	11	7	7	8	County Comprehensive Local Water Management											
4	2	4	2	4	4	8	2	2	2	2	4	18	15	9	5	7	4	7	5	4	2	5	2	7	9	5	7	8	5	4	7	92	SWCD Water Planning									
4	2	4	2	2	2	7	5	1	1	1	1	2	16	15	8	4	5	9	5	4	5	7	5	12	4	5	5	5	5	5	95	92	Watershed Planning									
7	5	5	2	2	7	8	9	9	5	2	4	4	2	16	19	9	9	5	4	8	7	7	2	2	7	12	7	84	87	90	One Watershed, One Plan											
2	2	4	1	1	11	11	22	19	30	28	26	23	19	14	12	12	12	7	4	11	12	8	4	4	2	12	15	7	5	5	2	1	9	8	7	11	Flood Recovery Relief Funding					
1	1	1	2	2	4	4	9	8	18	16	18	21	23	11	12	8	19	15	12	19	14	9	8	9	5	14	16	4	2	2	5	2	4	8	7	7	78	Flood Recovery Progress				
1	1	1	2	2	4	4	9	11	12	12	12	11	11	5	8	7	15	25	26	26	22	19	19	22	16	14	19	4	2	2	8	2	5	7	7	7	5	73	83	Flood Recovery Tech		
2	4	4	5	19	5	7	16	11	4	4	4	5	8	11	11	9	26	45	50	35	25	25	26	26	21	16	1	1	1	2	2	7	5	5	4	1	5	9	18	Conservation Tech		
2	2	2	5	19	2	2	11	9	5	5	4	7	8	14	15	11	19	35	49	33	22	25	26	26	26	19	15	1	1	1	2	2	2	7	7	5	2	5	8	16	90	Training

Participants



TOOLS WE USE

CLUSTERS SHOW AFFINITY, POSSIBLE **IA & NAVIGATION** TO EXPLORE FURTHER.

Easement Maps																																										
97	Conservation Easement Map																																									
94	94	Conservation Easements																																								
88	87	90	Easement Handbook + Forms																																							
78	77	90	83	Easement Training Materials																																						
67	69	73	66	60	Rainvest in Minnesota (RIM) Reserve																																					
61	62	63	66	50	78	Conservation Reserve Enhancement Program (CREP)																																				
15	21	22	15	14	39	46	Regional Conservation Partnership Program (RCPP)																																			
18	18	19	14	14	33	43	46	Farm Bill Assistance																																		
4	4	4	5	1	8	8	23	28	Grant Programs																																	
2	2	2	5	1	7	7	22	25	94	BWSR Grant Application																																
2	2	2	7	1	7	7	19	23	90	81	Grant Administration Manual																															
1	1	1	2	1	5	5	15	19	84	85	87	Quick Start Reporting for Grants																														
1	1	1	5	2	4	4	12	18	67	69	73	80	eLink																													
4	4	4	9	5	7	7	23	23	32	35	32	25	36	Performance Review and Assistance Program (PRAP)																												
4	2	2	5	2	2	5	18	15	18	19	19	15	19	54	Local government units and agencies																											
39	38	39	45	35	35	30	30	26	21	21	18	15	15	38	38	MJPA Information																										
15	15	15	11	11	15	16	28	19	12	12	12	12	15	19	30	18	What's Working in Conservation Projects?																									
14	16	15	14	15	18	18	26	22	5	5	5	4	5	7	14	9	52	Conservation Implementation																								
7	5	7	8	8	9	9	19	21	4	4	2	5	4	7	14	12	29	57	Engineering																							
5	7	5	7	7	12	11	14	18	8	8	9	11	12	8	8	12	32	50	57	Pollution Reduction																						
12	14	11	8	7	19	21	22	28	5	2	2	2	1	4	4	8	30	33	45	54	Forestry																					
12	14	12	7	8	16	19	16	22	2	1	2	1	2	4	7	25	47	46	53	67	Pollutants																					
11	12	9	7	8	12	15	12	15	1	1	1	2	1	4	7	7	23	47	50	53	63	90	Native Vegetation / Seed Mixes																			
4	5	4	2	2	8	8	12	19	1	1	1	2	1	4	2	5	15	43	52	50	54	61	64	Soils																		
9	9	7	5	5	4	9	16	16	2	2	2	4	2	4	7	5	12	35	43	36	38	46	53	80	NRCS State Soil Maps																	
8	8	8	7	5	21	23	23	26	5	4	4	4	7	5	12	23	32	36	39	47	43	39	38	28	Buffers																	
7	7	5	2	2	14	15	18	15	4	1	1	2	1	4	4	5	16	26	32	35	43	35	33	35	23	45	Drainage															
7	7	4	4	5	11	12	9	8	2	1	2	1	1	4	4	7	2	2	2	5	9	9	5	8	2	11	23	Wetland Banking														
5	7	4	4	5	7	8	7	7	2	2	2	1	1	5	7	4	2	1	5	8	7	5	8	2	8	21	91	Wetland Conservation Act Guidance														
5	4	5	4	5	7	7	7	7	4	4	4	1	1	5	5	8	4	1	4	4	5	4	2	7	2	7	19	88	89	WCA Forms and Guidance												
4	4	4	4	5	5	5	4	5	4	5	1	2	1	1	4	2	5	1	7	7	9	8	7	8	14	5	7	21	91	91	90	92	Delineation of Wetlands									
4	5	4	5	5	5	4	5	4	5	2	2	5	5	4	5	4	9	5	5	7	9	7	4	19	87	91	90	92	MinRAM Functional Assessment for Wetlands													
7	5	8	7	9	8	7	1	5	1	1	2	1	1	2	4	4	7	12	11	5	9	8	11	11	7	5	15	84	80	80	85	83	Restoration of Wetlands									
4	2	4	4	5	5	8	9	4	4	4	4	21	18	12	5	5	7	5	4	2	5	2	8	12	7	9	11	7	7	8	County Comprehensive Local Water Management											
4	2	4	2	4	4	8	8	2	2	2	2	4	18	15	9	5	7	4	7	5	4	2	5	2	7	9	5	7	8	5	4	7	92	SWCD Water Planning								
4	2	4	2	2	2	7	5	1	1	1	1	2	16	15	8	4	5	9	5	4	5	7	5	5	12	4	5	7	5	5	5	95	92	Watershed Planning								
7	5	5	2	2	7	8	9	5	2	4	4	2	16	19	9	9	5	4	8	7	7	2	2	7	12	7	8	8	4	7	7	84	87	86	One Watershed, One Plan							
2	2	4	1	1	11	11	22	19	30	28	26	23	19	14	12	12	12	7	4	11	12	8	4	4	2	12	15	7	5	5	2	2	1	9	8	7	11	Flood Recovery Relief Fundr				
1	1	1	2	2	4	4	9	8	18	16	18	21	23	11	12	8	19	15	12	19	14	9	8	9	5	14	16	4	2	2	5	2	4	8	7	7	76	Flood Recovery Progr				
1	1	1	2	2	4	4	9	11	12	12	12	11	11	5	15	26	26	22	19	19	22	16	14	19	4	2	2	8	2	5	7	7	5	73	81	Flood Recovery Te						
2	4	4	5	19	5	7	16	11	4	4	4	5	8	11	11	9	26	45	50	35	25	25	26	26	21	16	1	1	1	2	2	7	5	5	4	1	5	9	18	Conservation Te		
2	2	2	5	19	2	2	11	9	5	5	4	7	8	14	15	11	19	35	48	33	22	25	26	26	26	19	15	1	1	2	2	2	7	7	7	5	2	5	8	16	90	Training

“Easements”

“Grants”

“Technical Resources”

“Wetlands”

“Water Planning”

TRANSLATE

RESULTS DEVELOP INTO
INFORMATION ARCHITECTURE



BWSR Updates

Key information for our most popular core programs.



Climate Trends and Action
Report

Reports recently released by the Minnesota Board



MN CREP Enrollment

Once again, landowners in 54 southern and western Minnesota counties can submit



Lawns to Legumes

BWSR recently received state funding to develop a new Lawns to Legumes program focused on

EMPATHY EXERCISE

DEMO

CARD SORT

DEMO