Research
What is the behavior(s) you are trying to capture? What are your users physically doing?

*Filling forms for their personal or lab profile.*
*Selecting existing CV to upload.*
*Selecting image for their profile background.*
*Browsing other researchers or labs profile.*
*Send message to connect with interested lab or researcher.*
*Search lab or researcher.*
Challenges

Challenge 1
There are many competitors in the market of social networking platform aiming for academia. Eg: Academia, Mendeley, Research Gate, Laboratree, Epernicus.

Challenge 2
Currently we have three main features: personal profile, lab profile and research groups, which are not well-integrated and can be confusing.

Challenge 3
The website lacks a consisting style guide and branding.

Solution 1
LabII will focus more on the lab profile than researcher’s personal file, which is the feature that most of the competitors emphasize on.

Solution 2
Redesign the current landing page and navigation to better explain the three main features with clear and easy-to-digest graphic. Another approach is to create a dashboard.

Solution 3
Create a visual guide for the team.
Research

Objectives

Objective 1
*Increase registration rate among first-time users.*

Objective 2
*Increase completeness level of registered profiles.*

Objective 3
*Conduct usability test to compare the overall satisfaction rate of before and after the redesign.*
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

Labii targets the academic researchers who either manage or work in a laboratory setting. Labii provides an online platform for the academic researchers to easily publish a profile for their lab. Currently, due to the additional expense and coding skills required to build their own website, only a small portion of the labs own a professional online website. Owning a professional profile is beneficial for both the lab and other researchers, since it allows the lab to update their latest research contribution to a broader audience and build potential partnership.
Where will you find this UI?

on the internet through a url.
What are the screen size(s) for this? Indicate the pixel size(s).

Desktop Website
width 1440 px * height 1024 px
Persona 1

Jing-Xin Xiao

AGE 43

Job Professor at UC Davis Nutrition Dept.

Hobby Reading

Location Davis, CA

Familiarity with Technology Middle

Favorite Brand Banana Republic

Xiao’s research focus on diabetes, while he has 9 researchers on his team, he still works restlessly to publish as much as paper as he can. This is the 6th year since he worked at UC Davis, and he still has not secure a tenure position, which is extremely stressful for him. Xiao has a really high standard in every aspect of his professional life, and he cares a lot about his reputation, since he knows that any unexpected error can lead to a huge damage to his career. He once hired an undergrad student experienced in web design to launch a website for his research group. After launching the website, he found the website is so effective for people to get a quick overview of his work and further reach out to him. For example, two medicine corps invested in his project by finding him online. However, soon after the undergrad student graduated, it became extremely difficult for him to maintain the website, so he has not updated the content for more than two years. Recently, he published a paper at an international nutrition conference took place in his hometown Shanghai. Many Chinese biotechnology investors reached out to him for more information, which lead him to think that it’s time to find someone to redesign the site.
Create a set of three personas for different users.

Jeff Clemens

**AGE**
28

**Job**
Postdoc at UC Berkeley

**Hobby**
Playing board games

**Hometown**
Berlin, Germany

**Familiarity with Technology**
High

**Favorite Brand**
Apple

Jeff just moved to Berkeley this spring, he has been looking for a postdoc position for 6 months after his 6-year Chemistry PhD study at Yale. While he was amazed by the beautiful weather in California, he actually has no time to enjoy it. He is always the first one arriving at lab, and the last one to leave. The only thing he can think of is all about his paper, but he knows it is the same case for all his peers who competes the mere professor position. He outweighed the other 200 PhD graduates to get his postdoc position at UC Berkeley, so he believed that only if he keeps working hard, he will get chance to be hired as a professor.

He owns a personal website with all his published articles and ongoing project. He built it by Google Web, which is very easy to use. Although owning a personal site leads increases his visibility among his peer, he still think it can be more polished into a more professional-looking style.
Alex is always busy. Aside from her double major in Biology and Economics, she is also the chairman of a student volunteer group and a part-time waitress at cafeteria. She always wants to become a doctor, so she is also studying to prepare the application to medical school. She learns from an alumni that research experience is extremely big plus to the application, so she really wants to secure a research intern position before she graduated.

The closest online profile she has is Linkedin, although she actually has very few content to update. To search for a research intern job, she sent a bunch of emails to each of the professor in Biology department, and only heard back from 2 professors. She wonders if there is any more efficient way to find a job, but seems like there is not.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Xiao want to announce his latest publication being accepted by Science on his lab’s profile.
1. He opens the website LabII on his desktop computer at his office.
2. He logs in his personal account.
3. He opens up the lab profile.
4. He switches to edit mode.
5. He adds a new entry of the latest article in the publication section of the lab profile.
6. He previews the edit.
7. He publishes the update.
Create a user flow for one of your personas.
What type of experience do you want to provide for your user?

I imagined the character of the website is like a trust-worthy secretary. I want my users to feel it is reliable and can always get things done with ease.
Formal Collage