Healthy City | Advancement Project
User Centered Design
8.23.2010

Project Timeline / Aug–Nov 2010

		August		September					October					November
m	23	30	6	13	20	27	4	11 ●	18	25	1
t	24	31	7	14	21	28	5	12	19	26	2
w	25	1	8	15	22	29	6	13	20 ●	27	3
th	26	2	9	16	23	30	7	14	21	28	4
f	27	3 ●	10	17 ●	24	1	8 ●	15	22	29	5 ●

Define desired outcome / "Success Statement"

Establish Criteria & Considerations

Assign Metrics

Contextual Understanding (Audience, Users & Landscape)

Collect, review & respond to user inquiries — Ongoing >

Review training surveys

Develop user archetypes / character profiles

Identify users / orgs that fit profiles (for testing)

Identify users / orgs using mapping & data — >

HealthyCity.org Site Audit

Review web analytics — (Iterative) — II — III

Info. architecture analysis: Connect/Account

Cognitive task analysis: Connect/Account

Map user decision nodes: Connect/Account

Secondary Research: data visualization + maps — >

Secondary Research: story & networking sites

Synthesis: "The Current State of HC"

User Testing

Develop prototypes based on audit + research

Define questions + methods

Shadowing + q/a session

Prototype critique with users

Review HC staff suggestions

Analysis

Review testing feedback: flow analysis

Review testing feedback: refine user archetypes

Synthesis: "HC from the People's POV"

Define key areas of concern — >

Upcoming Work

Additional iterations: return to site audit phase for Data,
Services and Map rooms, as well as Home & About pages

Improving User Interaction

Deliverable: Compile design pattern library

Deliverable: Explore solutions for areas of concern

Deliverable: Promote community stories

Notes