Final Design and Strategy for The Journal of User Experience (JUX)

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Contents

The Journal of User Experience (JUX)

Overview

As part of the last stage in our Information Architecture (IA) analysis for the Journal of User Experience (JUX) website, this report shares our findings, recommendations, and final redesign. The JUX website hosts articles whose subjects fall under the UX umbrella, with topics such as Usability Case Studies, Interaction Design, and Information Architecture. JUX has created a place for UX-centric content which provides plenty of educational resources for its users. These users are people who can be found on the academic/scholarly side of the field, while most of the authors are specifically professors and researchers. Altogether, the existence of this resource should be viewed optimistically as it attempts to improve the UX design discipline. However, the website struggles in a number of ways including, the structure and hierarchy of content, labeling of navigational items, lack of features that aid in refinding content, simplistic search tools, and the lack of features to keep readers up to date on new publications. These issues are causing users to have navigation and finding problems, which is why we have made a point of addressing them. In this proposal, our final recommendations are to resolve these present issues and show how the JUX website can become an even further exceptional resource for academics in UX-related fields.

User Research and Analysis

Card Sort Results

Prior to our content inventory evaluation of the site, we conducted an open, unmoderated card sort. This consisted of ten participants and had an average completion time of four minutes and fifty-five seconds. Along with the card sort, we collected pre-and-post study questionnaires

to gain more information on the participants. This study gave us insights into how users sort the information given on the site, providing us with information on how they may group content via similarity matrix and dendrograms.

The Similarity Matrix allowed us to recognize the areas where users grouped content, showing three main areas of interest. These categories make even more sense when viewing the labeled dendrogram.

Similarity Matrix of commonly grouped cards in our study

Along with the similarity matrix, the dendrogram shows the most common labels associated with the

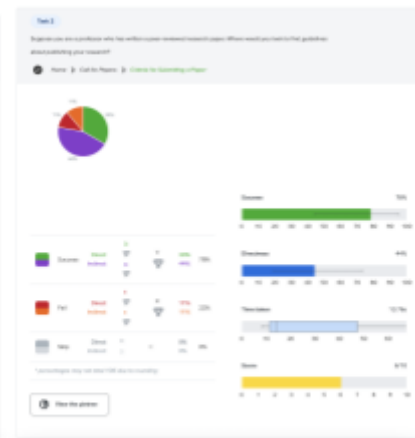*Dendrogram showing correlation between cards and breakdown of groups.*

site's content grouping. These groups include the categories "About," "Methodologies for Conducting Research," and "Article Search Criteria." There were also certain areas during this study that was particularly hard for participants to categorize. These would later form separate groups that could be tested in the Tree Test section for clarity and understanding as well as the user's expectations.

Tree Test Results

The results from the card sort directed and guided our tree test. Utilizing the similarity matrix and dendrograms, we identified labels and two tasks for our users to complete. Task one focused on the task of our primary users; academics interested in conducting research via reading articles. Participants were asked, "Suppose you are completing a scholarly research piece - find research about inclusive and universal design." The second task focused on our secondary user group, people who might be interested in finding guidelines about publishing their research. Participants were asked, "Suppose you are a professor who has written a research paper. Where would you look to find guidelines about publishing your research?" Participants of the study included junior UX designers, UX students, and professors in the UX field with a total of 20 participants between the two completed studies.

Task 1 Results from Tree Test #1   Task Results for Task 2 from Tree Test #1

The first tree test revealed that 7 out of 8 participants found direct success and were confident with finding/navigating by article topics in task one. However, in task two, 7 participants found the correct answer but only 3 of them found direct success. We identified the
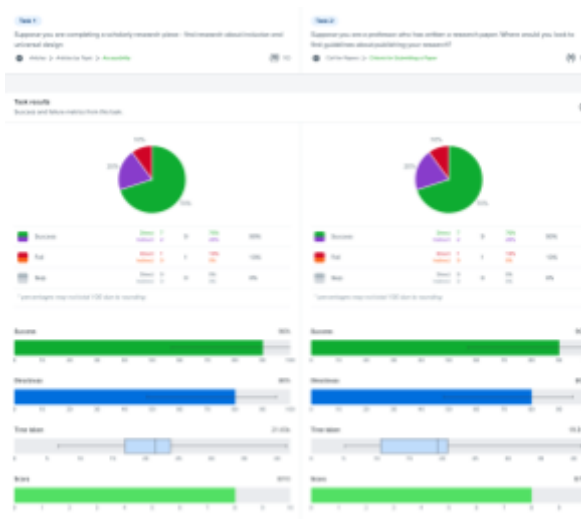
Task One & Two Results from Tree Test #2

"Policies" category as the main issue. For our second tree test, we, therefore, moved "Policies" under "Call for Papers," changing it from a separate level two option into a third-level option. With a total of 10 participants who completed the tasks, the success for both came out to be 90% in test two. We learned that by moving "Policies," it was easier for participants to locate the correct answer for task two in our second tree test than for our first one. This was observed from the significant increase in direct success rate from 33% to 70%. We also learned that our users were confident in navigating to find article topics and publishing criteria through the first-click percentages calculated by *Optimal Workshop.* In our second tree test, we discovered that 100% of participants selected the correct first click of "Articles," revealing confidence in our users. Similarly, the second task had distributed the first-click rate of 90%. This was an improvement compared to our first tree test study with the first-click rate of only 44%. Overall, we found that our users were able to identify the correct first click using our existing hierarchy, labels, and categories.

By examining our participant's pathways, which show the paths our participants took for each task, we learned where they went wrong. Focusing on the direct failures of our second tree test, we learned that two participants failed directly. However, both failures show that participants failed on the last click. In task one, the participants failed to recognize that inclusive and universal design would be classified as "Accessibility," not "Interaction Design." Similarly, participants in task two failed to identify that guidelines for submitting a paper would be found under "Criteria for Submitting a Paper," not "Article Submission." Overall, we learned that these failures were a result of similar label titles that made it confusing and hard to differentiate. Since these participants could identify the majority of the correct pathway, we considered this data as an outlier.

Direct success — Home > Articles > Articles by Topic > Accessibility

Direct failure — Home > Articles > Articles by Topic > Interaction Design

Direct Success vs Direct Failure from Participants in Task One from Tree Test #2

Direct success — Home > Call for Papers > Criteria for Submitting a Paper

Direct failure — Home > Call for Papers > Article Submission

Direct Success vs Direct Failure from Participants for Task Two in Tree Test #2
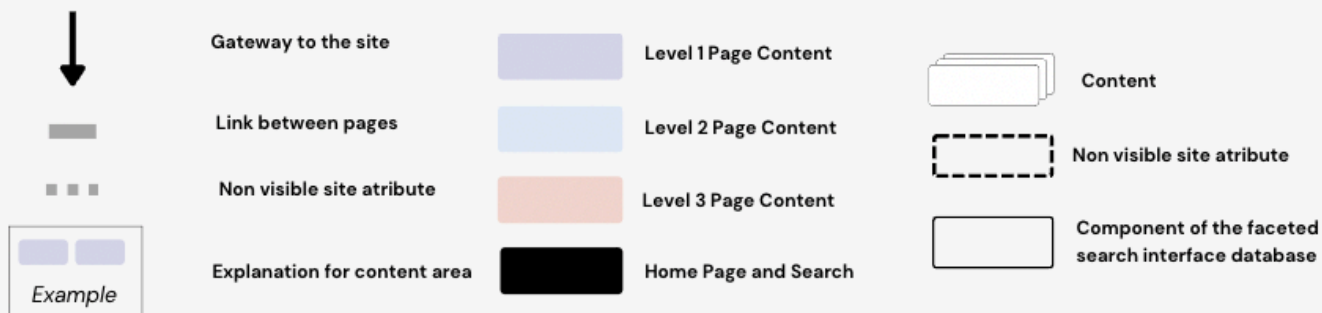
Our Redesign

Redesigned Visual Sitemap

Upon analyzing the data received from card sorting and tree testing, our first step was to create a revised sitemap for the JUX website. The new sitemap takes inspiration from the current sitemap of the website and restructures the IA while adding some minor functionalities to better suit the user's needs. The sitemap has a redesigned main page, which contains the newest issues, subscribe, and a search bar. The homepage can also direct users to the call for papers page as well as the (trending) topic pages of articles. The Articles category is divided into the following subcategories: articles by volume, articles by date, articles by author, and articles by topic. These subcategories can be accessed through the drop-down menu of the navigation bar and the Articles page. The "About" category has sub-options and includes the information on JUX, the editorial staff list, and information on UXPA are found. The call for papers page has the following sections: General Info, Submission Guidelines, Review Process, Review Criteria, and Review for JUX. Therefore, the Call for Papers menu option lets the user navigate through

different sections of the same page alongside the separate Policies page. The policies menu

option has a drop-down menu that presents users with two sections of the same page as

sub-options for faster navigation. The two sections are policies regarding conflict of interest and

copyright & attribute guidelines. All of these categories can be searched through faceted search
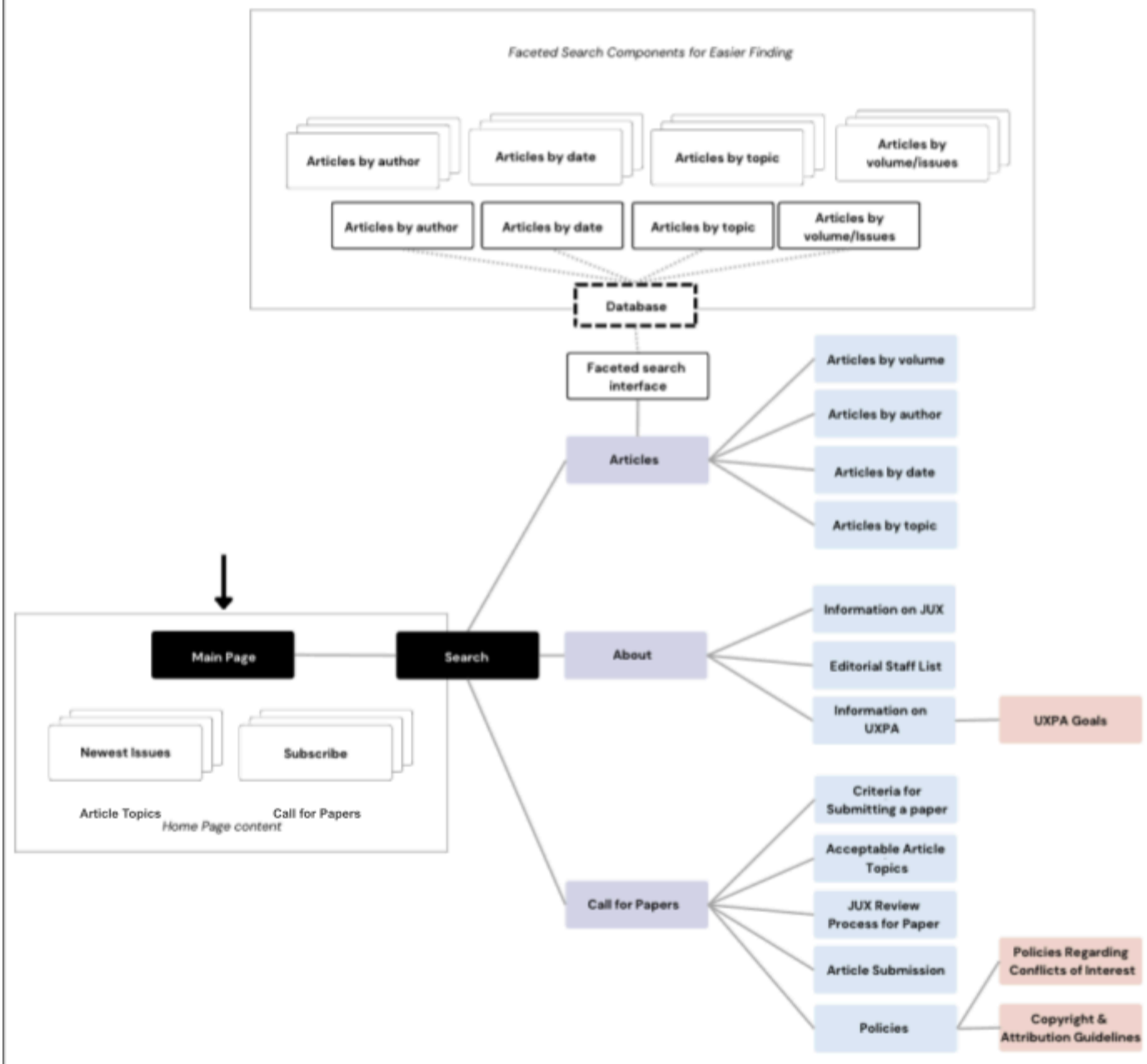
as well.

As shown in the legend, the black tab is the homepage and search, the purple tab is the

level 1 page content, the blue tab is the level 2 page content, and the peach tab is the level 3 page

category. The arrow represents a gateway to the site, the solid line represents the link between

pages and the dotted line is the non-visible attribute of the site.

Site Map Key

Gateway to the site	
Link between pages	
Non visible site atribute	
Explanation for content area	
Example	

Level 1 Page Content	
Level 2 Page Content	
Level 3 Page Content	
Home Page and Search	

Content	
Non visible site atribute	
Component of the faceted search interface database	

Proposed Visual Site Map for JUX

Faceted Search Components for Easier Finding

Articles by author

Articles by date

Articles by topic

Articles by volume/issues

Articles by author

Articles by date

Articles by topic

Articles by volume/Issues

Database

Faceted search interface

Articles

- Articles by volume
- Articles by author
- Articles by date
- Articles by topic

Main Page

Search

About

- Information on JUX
- Editorial Staff List
- Information on UXPA — UXPA Goals

Newest Issues

Subscribe

Article Topics

Call for Papers

Home Page content

Call for Papers

- Criteria for Submitting a paper
- Acceptable Article Topics
- JUX Review Process for Paper
- Article Submission
- Policies — Policies Regarding Conflicts of Interest
  - Copyright & Attribution Guidelines

Principal Wireframes

The wireframes consist of four main pages: a homepage, an articles page, an about page, and a call for papers page. In addition, there are three secondary wireframes: a search results page, an article-by-topics page, and a page showing a sample of a peer-reviewed article. These are the most important pages that contain the core of the site's content and functionality.
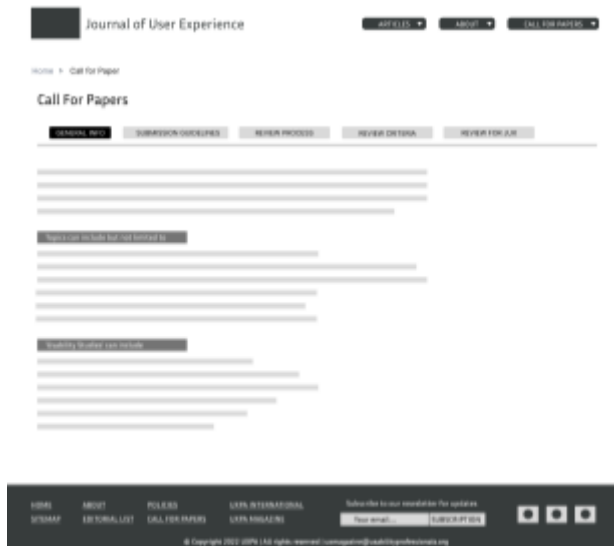

Homepage

On the homepage, users are presented with a global navigation bar that contains navigation for Articles, About, and Call for Papers which include links to the following pages:


About Page

Articles by Topics

1. **Articles**: This link would take users to the Articles page, which includes a local navigation menu of All Issues, Articles Topics, Date (newest – oldest), and Authors (A-Z).

2. **About**: This link would take users to a page with Information about the JUX Journal, such as its Mission and UXPA Goals, Information on UXPA, and a Staff Directory.

3. **Call for Papers:** This link would take users to a page with information about how to submit papers to the journal, including submission guidelines for authors, general information, topics can include, usability studies can include, the review process, and review criteria.


Call for Paper Page
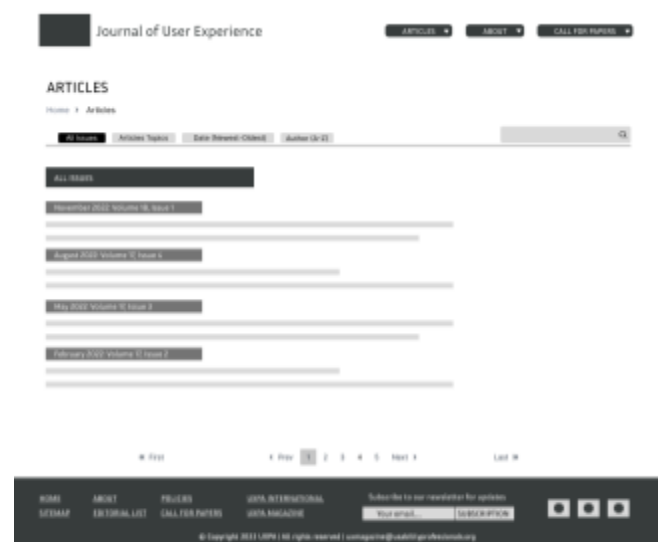
Articles - All Issues

In addition, the homepage includes a search bar that allows users to search the website quickly and easily for specific content and links to the latest volume and issues of the journal. Users can access the journal's most recent volume and issues, which typically contain the latest articles, research, and other content published by the journal. Furthermore, a link to the most popular article topics allows users to access a list of the journal's most popular articles or issues. This list may be based on factors such as the number of views, shares, or likes an article has

received, or the journal's editors may curate it to highlight the most interesting or important content.

Furthermore, a subscribe button allows visitors to sign up for email notifications or alerts when new content is published. This can include notifications for new articles, blog posts, or other updates from the journal. This decision was made to make a convenient way for users to stay up to date with the latest website content without having to regularly check the site for updates.

Search Page #1
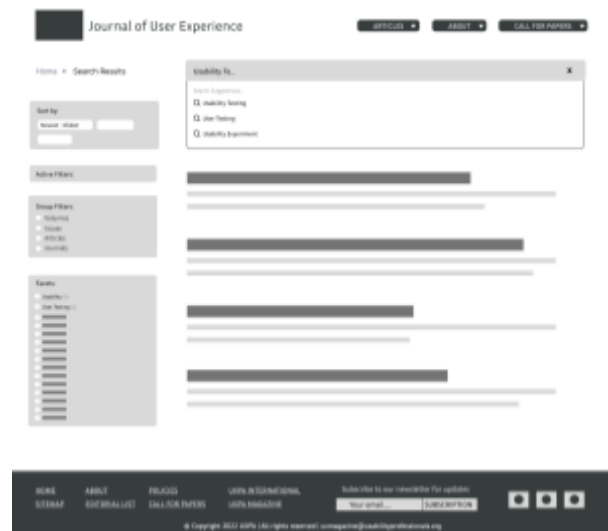
Search Page #2

The search result page includes sections for facets, group filters, and a sort-by option. These elements help to organize the search results and make them more accessible for users to navigate. Additionally, the option to show active filters allows users to see which filters are currently being applied to their search, allowing them to adjust their results.

Articles Page -Layout Grid

The articles topics page allows users to browse and search for articles by topic. This page

displays the articles in a grid or list layout, with each article represented by a title, summary, and

other relevant information. Using a grid or list layout allows users to quickly scan through the

articles and find the ones most relevant to their search.

In the sample of a peer-reviewed article page, we provided anchor tags to the most

important parts of the article, such as the

abstract, method, results, references, and

cited by sections. This will allow users to

click on the quick links to jump to the

section they are interested in without having

to scroll down through the entire article.

This can save users time and make finding

the specific information they need easier.

Sample of Peer-Reviewed Article Page

In the website's footer, we included a link to provide users with additional information or

resources related to the JUX website's content. For example, a link to the website's privacy

policy, a link to the website's social media accounts, and a link to the website's sitemap, which

provides an overview of all the pages and content on the website. In addition, subscribe box to

the newsletter, UXPA Magazine link, UXPA International link, editorial list link, about, and

home link. These links in the footer are helpful because they allow users to access important

information or resources on the website quickly.

Our decisions on wireframing for the JUX website are based on several factors, including

the results of our card sorting, our tree testing results, the goals and objectives of the JUX

website, the user needs, and the content and information that needs to be included. In addition, we took into consideration wireframing the navigation and user flow and the placement of important pages such as the Article page and Call for Papers Page. Furthermore, the inclusion of interactive elements such as the subscribe box and anchor tags to the most important parts of the article, such as the abstract, method, results, references, and cited sections.

<div align="center">**Our Recommendations**</div>

Navigation System

Our proposed solution aims at providing users with a navigation system that caters to their needs based on the page they access. The navigation system can be classified into global, local, and contextual. In our wireframes, the global (main) navigation menu is located at the top of the page horizontally. In our global navigation, we have reduced the menu options from five to three - Articles, About, and Call for Papers. Policies and Editorial Board were included as a sub-menu option in Call for Papers and About respectively. This was done to provide more context to the menu options and reduce the screen estate occupied by the global navigation menu. The second important change made in the global navigation menu is relabeling "All Issues" to "Articles." This was done to provide users with a label that was easy to comprehend alongside providing the redesigned page with an appropriate title. The redesign of the Articles page includes a local navigation menu. The menu categorizes the articles based on Issues, Topics, Dates, and Authors. Once a user clicks on a particular article, they are presented with the article and another local navigation menu. This menu aims at providing users with relevant information by anchoring the sections of the article. The menu options are Abstract, Methods, Results, References, and Cited By. The page also provides a list of authors of the article on the

right side. The names of the authors are hyperlinked to direct users to the author-specific page. This is an example of contextual navigation. Similar to the Articles page, Call for Papers and About JUX pages also use a local navigation menu to minimize the scrolling and provide users with the topics a page aims at providing information on. The homepage has a button that lets the visitors subscribe to the JUX newsletter. Also, the footer has 8 hyperlinked texts to ensure the user does not miss out on any menu option which wasn't emphasized enough on the homepage or any other page. The footer also houses the social media links on the right. The subscribe button on the homepage and the social media links in the footer are two instances where we made use of utility navigation. To also ensure that the user is able to backtrack, every page provides the user with breadcrumbs that always indicate a user's present location on the site in reference to the home page.

Improved Search

Since information seekers make up the majority of JUX site visitors, it's crucial to comprehend how they prefer to gather information. According to Chau (2009), with the rapid development of the Internet and the World Wide Web, many schools have incorporated Internet-related technologies, such as search engines, into their research practices. This is due primarily to easy access to informational content, as well as the ability to quickly satisfy their information needs. The search bar on the JUX website is not robust enough to support users who want to use it for browsing or searching for content. Users seeking information on UI effects on remote
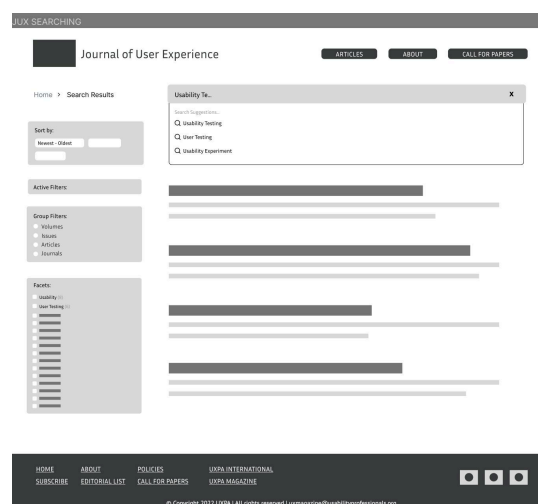
learning may type "Remote Learning" into the search bar. The current JUX site, on the other hand, uses metadata to only display articles that include the words "Remote" and "Learning." As a result, the metadata should be updated to allow users to browse by article type using the search bar. Our recommendations also include filters with different logical faceted types. Including this in the improved JUX website will create a more simple, organized, and efficient way for the user to retrieve the articles they desire. Below when a user utilizes the search bar and searches for an article that interests them, filters with faceted search types that are relevant will appear on the side. The user can select which filters they'd want to apply and the search system will only show the articles based on their selection.

We would have used published vocabularies derived from specific sources like the UX Design Institute, CareerFoundry, Koru, and UX Beginner. Terms related to the various subjects under the user experience umbrella would have all been included, this is to make sure our controlled vocabulary was extensive enough for search use. A positive of this method is that we were in control and aware of the metadata being used. By crowdsourcing, the JUX team could make edits depending on what they felt was necessary for the website. Another pro was that it's less expensive than using AI software to find and do this for us, even though it would be faster, we ultimately didn't have the budget for such a thing. A concern of this method was the time constraints, as we'd have to go through over a hundred terms to make sure we want them as our controlled vocabulary/metadata. Unfortunately, due to limited resources, we were unable to do this.

Subscribe Function

As mentioned earlier we recommend including a subscribe feature in the next iteration of the website. This would grant users the ability to subscribe to email newsletters that regularly notifies them when there is new content to view on the website, along with any other information the journal wishes to provide to its users. This feature would be useful as it would help remind users of the journal website, increasing the returning visitor rate (Ahktar, 2020). The only con of this feature is the needed manpower to keep up with the notifications. While the effort needed is not too demanding, it is still something worth noting.

Bookmarking

Lastly, we recommend the inclusion of a bookmarking feature that would allow users to backtrack to previously viewed articles, granting users the ability to refind information. This could be done by using cookies accepted upon entering the website, as there's no sign-up feature. Every time a user accepts cookies on the website, they are agreeing to a list of features as well as letting the website remember what they did (*What are Cookies?*, 2022). This would enable the JUX website to utilize the cache on the user's device for this purpose (*How to Clear Cache and Cookies on Windows PC.*, 2022). It could also allow JUX to recommend specific content to particular groups of users based on their history on the website if they wanted to do something of that sort in the future.

One of the two limitations of the proposed functionality is when the user clears the cache from his/her device, the website won't be able to access the previous cache and therefore won't be able to show the articles which were previously bookmarked. The last limitation is

multi-device use. If different browsers are used on multiple devices, the cookies won't be

synced, making the bookmark feature unusable.

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