

LEE KUAN YEW
School of Public Policy:

Website Redesign for Executive Education



“If the West accepts the rise of Asia and shares power, the new Asian powers will reciprocate by becoming responsible stakeholders”



- Kishore Mahbubani

Dean and Professor in the Practice of
Public Policy

1 2 3 4 5 6



LKY School launches new masters programme

The 2-year full time Master in International Affairs programme starts in the Academic Year 2017

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TARGET PERSONA



JOHN

38YO _____, INTERESTED IN HIGHER EDUCATION

"I want to improve my skill set, but can't commit a lot of time."

John is considering a return to school. He still lives close to his alma mater and is interested in whether they have any opportunities for continuing education. He isn't interested in just any courses, but rather ones that will advance his professional development. John is a working father so scheduling is of the utmost importance to his decision making. Additionally, he is concerned about cost and possible financial aid.

NEEDS

- Information about continuing education
- Upcoming schedules
- Specific learning outcomes
- Background of faculty
- A feeling of relationship with the brand

PAIN POINTS

- Lack of sufficient descriptions
- Finding childcare
- Feeling like the oldest person in the room
- Costs in addition to tuition
- Schedule of classes

CONTEXT OF USE

- On a laptop
- At work, between tasks
- Not during the semester

Objectives

- ▶ Improve navigation so users can find information easily
- ▶ Allow benefits and services to be discoverable
- ▶ Reduce all areas of user frustration

Process

- ▶ Identify issues with current site
- ▶ Create and test solutions
- ▶ Redesign site and test with users

1.

Identify Issues with
Current Site

Identify Issues with Current Site

User Test
On
Current Site

Catalogue
Structure of
Current Site

Categories
Exercise with
Users

User Test on Current Site

Hard Time Navigating Site

Users spend a lot of time trying to find what they want

Cause: Items are not sorted to expected menus and sub menus

Cannot Understand Labels

Users don't click on certain items on the menu

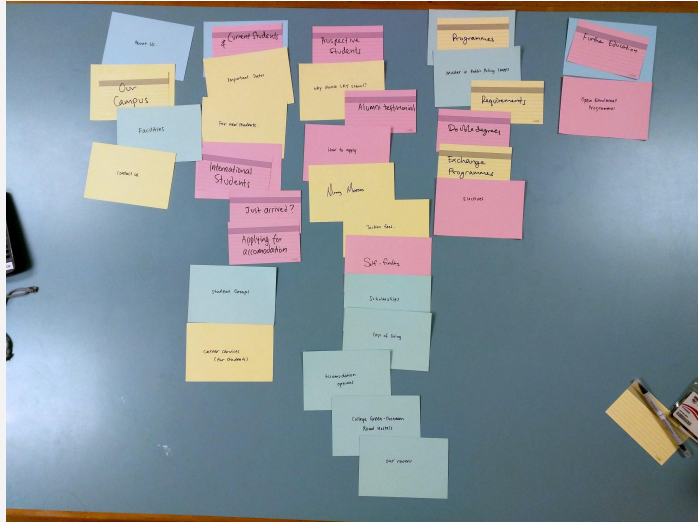
Cause: Labels on the menu aren't clear about what they contain

Users Get Lost in Long Pages

Users find it daunting to read long pages

Cause: Lots of sections put together with no help with navigation

Categories Exercise with Users



Card sorting exercises with multiple users to help group menu items

2.

Create and Test Solutions

Create and Test Solutions

Rename and
Rearrange
Menus

Create New
Site Map

Test New Site
Map with
Users

Findings

Menu Navigation is Predictable

Users can find the content they are looking for easily

Conclusion: Menus are now sorted to make sense to users

Labels Easily Understood

Users know exactly what a menu or item is or can guess closely

Conclusion: Labels are now clear

Unsatisfaction at Menu Jumping

Users don't like going to different menus for relevant items

Conclusion: This has to be resolved in the site redesign

3.

Redesign Site and Test with Users

Site Redesign

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graph LR; A[Create New Site Layout] --> B[User Testing]; B --> C[Iterate Design];
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Create New
Site Layout

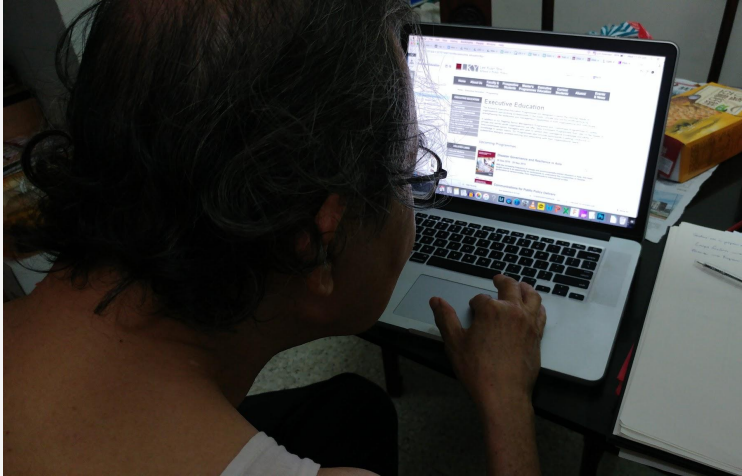
User Testing

Iterate Design

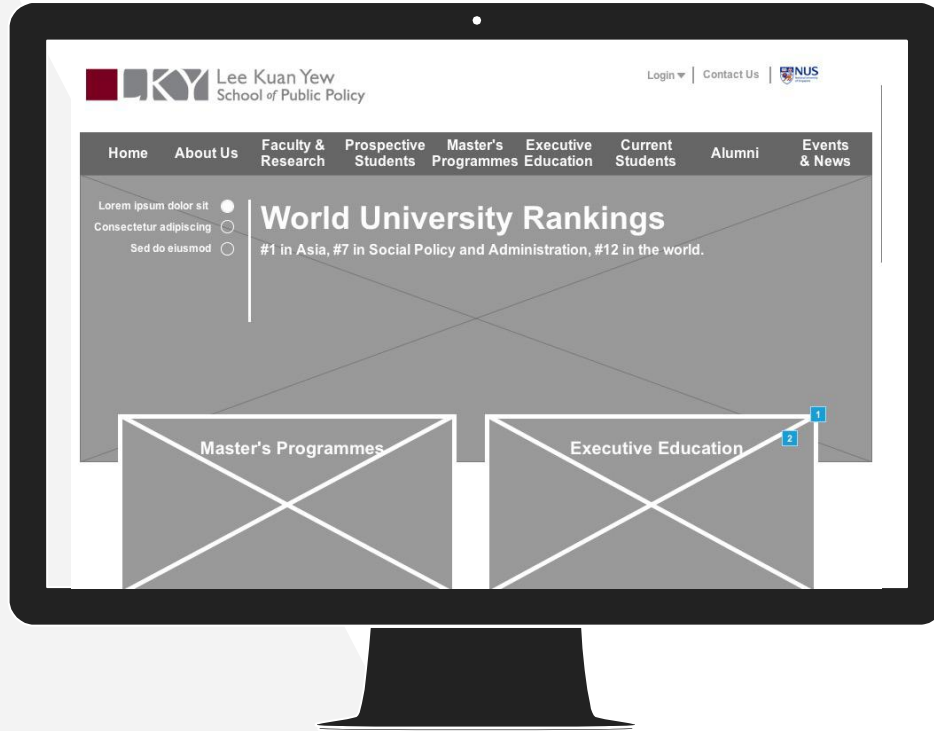
Create New Site Layout

- ▶ Research on sites of similar schools
- ▶ Multiple design explorations
- ▶ New digital design

User Testing and Iteration



New design is altered using user feedback



SITE RE-DESIGN

Prototype

Future work

- ▶ Relatively linear user flow
- ▶ Users are able to navigate easily

- ▶ Future work for other personas
- ▶ Refinement to high fidelity

THANKS!

Any questions?