

Mock Redesign of AEAC Website

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Background Information

The **Association for Elderly and Aging Citizens (AEAC)** is a US-based interest group that focuses on issues affecting individuals over age 55. They were founded in 1951 by Gladys Taylor, a former registered nurse, in response to what she saw as a gap in health care for individuals who did not have access to private health insurance. Today, AEAC serves 25 million members and offers benefits ranging from lower insurance premiums to coaching on how to start a business. AEAC has three founding principles:

- To not leave any older adult behind
- To advocate for any elder who cannot advocate for themselves
- To assist in elders living the best life possible

Project Prompt

“The current AEAC website is a missed opportunity for some members. Many are technically savvy with nuanced interests. But currently, the site hosts just a few articles and videos; it can be so much more! My fear is that we are unintentionally isolating a group of people. That’s where we come in to innovate.”

CUSTOMER PROBLEM STATEMENT

I am a 60+ working professional searching for a one-stop shop of relevant information for my age group. The current AEAC website is not engaging because it targets individuals who are much older, which makes me feel like I’m searching in the wrong place or an imposter in the group.

Usability Issues

Target User's Usability Issues

1. Small font and image sizes
2. Inconsistent and confusing navigation systems
3. Information Overload

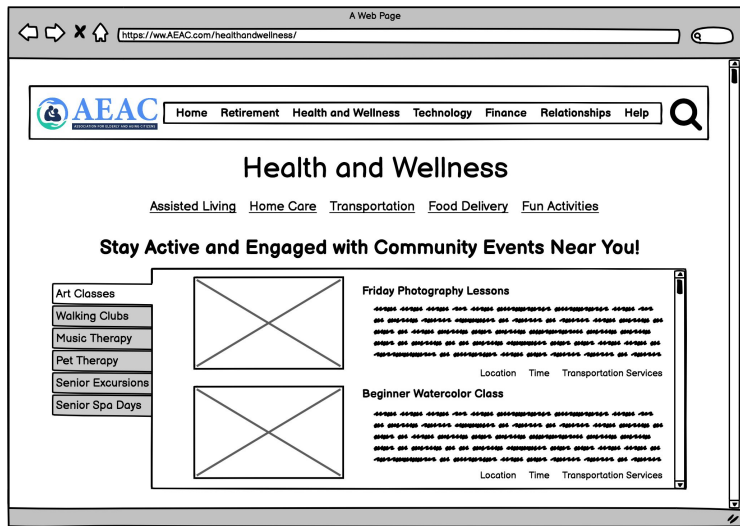
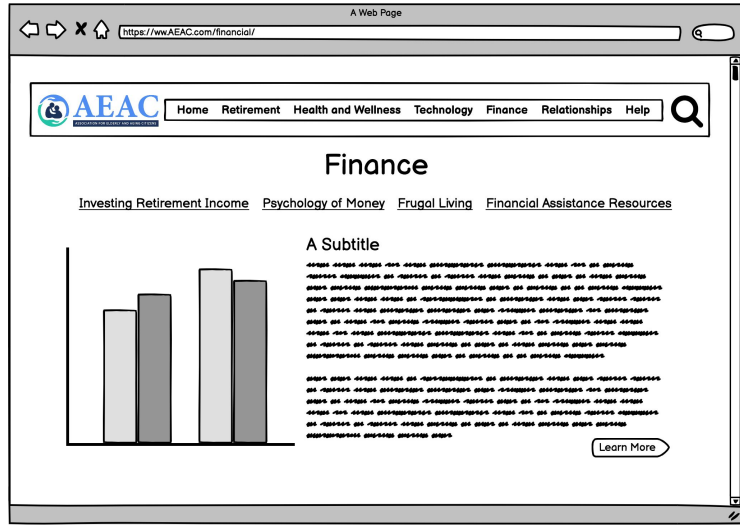
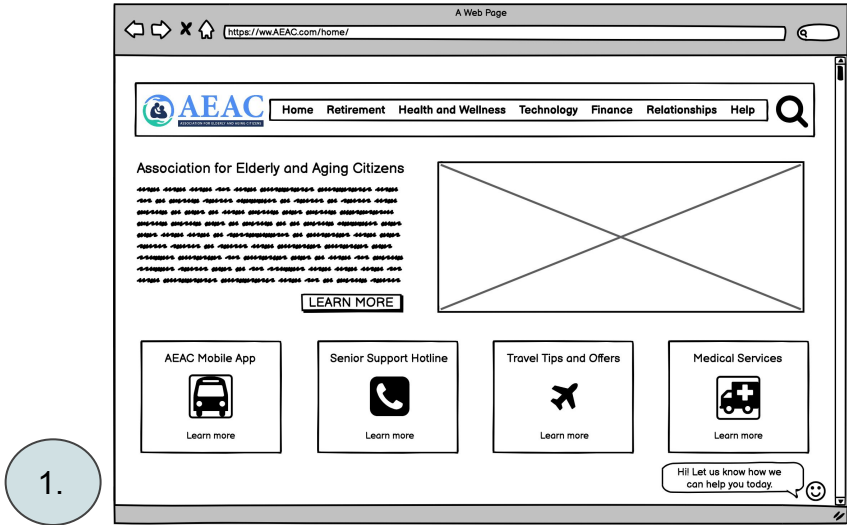


Strategy to Resolve these Issues

In order to potentially resolve these three main usability issues we anticipate amongst our target users, it is necessary for us to make our website's design consistent and intuitive. We will accomplish this by:

- The use of large and easy to read text with high contrast
- Utilizing oversized bullets, icons, images and table headings
- Including stationary navigation links (as opposed to a minimizable "menu" window)
- Decreasing the amount of "clicks" it takes to navigate through each page and accomplish important user tasks
- Increasing the visibility of important user information on each page
- Setting limitations on the amount of information that is displayed on each page

BALSAMIQ WIREFRAMES



4.

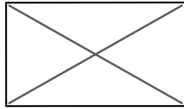


A Web Page
<https://www.AEAC.com/technology/>

AEAC Home Retirement Health and Wellness Technology Finance Relationships Help

Technology





[Internet Services](#) [Cell Phones](#) [Hearing Aids](#) [Home Security](#) [Video Games & Entertainment](#)

Featured Product

[Learn More](#)

Social Media Guides

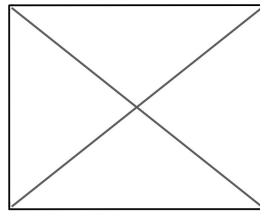
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A Web Page
<https://www.AEAC.com/relationships/>

AEAC Home Retirement Health and Wellness Technology Finance Relationships Help

Relationships

[Couples](#) [Dating](#) [Family](#) [Friendship](#) [Get Involved with Your Community](#)



[Learn More](#)

6.

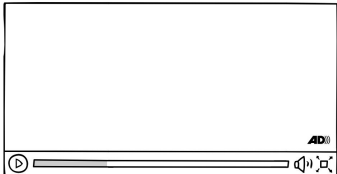

A Web Page
<https://www.AEAC.com/retire/>

AEAC Home Retirement Health and Wellness Technology Finance Relationships Help

Retirement

[Social Security](#) [Estate Planning](#) [Housing](#) [FAQ](#)

How to Be Happy, Healthy, and Excited for Retirement!

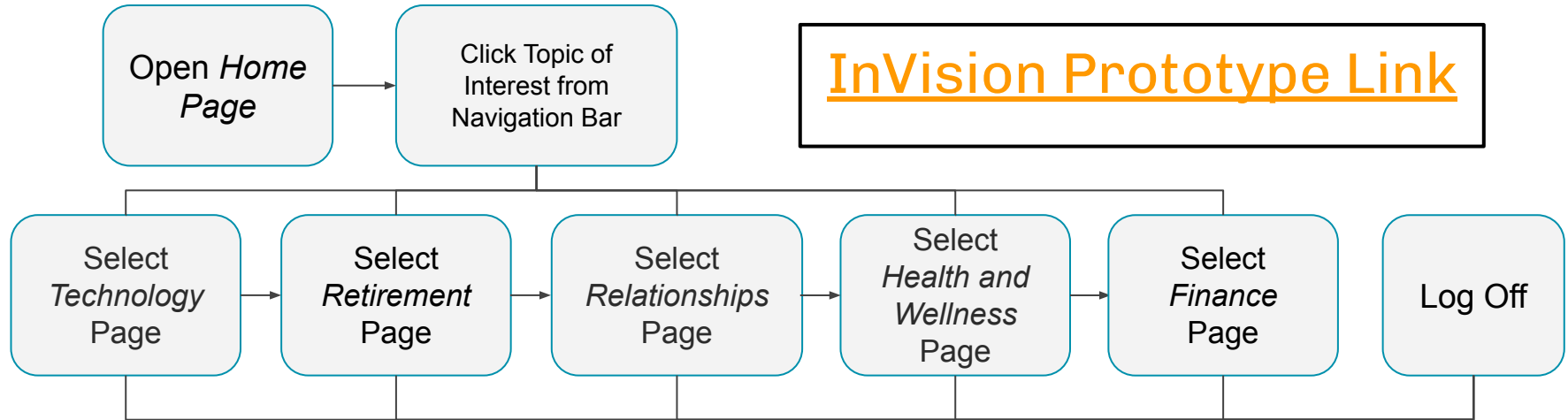
Meet Retired Randy,

[Learn More](#)

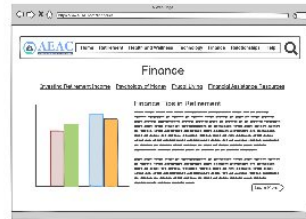
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WIREFRAME → INVISION PROTOTYPE

AEAC Website Prototype



[InVision Prototype Link](#)



User Testing Plan

- **What user-testing technique is most appropriate for the website?**
 - The user-testing technique that I believe will be the most effective for this website is *Moderated In-Person and Remote Testing*.
- **Why did you choose that technique?**
 - I chose this technique is because our website is still in its initial design phase and has not been fully developed yet. Secondly, as our target users may experience frustration and/or difficulty expressing their feelings and emotions when using the product, it will be helpful and reassuring to have a moderator there to help them. Additionally, by asking probing questions the moderator will be able to observe and collect data from the responses of the target users that the users may not even be aware of themselves.
- **What metrics would you use to determine success?**
 - As the usability issues we identified for our target users focused on time, effort, and confusion, the metrics I would use to determine success are as follows:

Objective	Subjective
<ul style="list-style-type: none">● <i>Time Spent</i> on each task.● <i>Effort</i> required to complete a task.	<ul style="list-style-type: none">● Observing Stress Levels during the test.● Watching for signs of confusion, frustration, and/or happiness during the test.

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