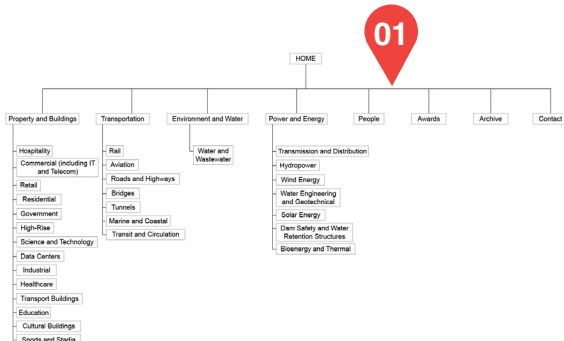# INSIGHTS
UX DESIGN

01
UNDERSTAND RESEARCH ANALYZE

Low Fidelity Prototyping:
The above computer wireframe map was used to understand the pages as well as their placement within the INSIGHTS Company News website's hierarchy. Since the business is structured by sectors, it made sense to adopt the business structure during initial mapping of the website. As a result, a new hierarchy of the website was created to make navigation easier.

02

Personas	Scenarios
Carl (WSP employee)	Wants to learn more about the company and the types of projects that are handled.
Janis (Company Stock holder)	Wants to learn more about the new project that was awarded
Kelly (resident near a project in Kansas City)	Wants to learn more about the project close to home.

02
RESEARCH ANALYZE

Personas & Scenarios:
The personas were tested along with their scenarios by walking through the steps that would be taken while interacting with the interface.

SEO Strategy:
SEO strategies were researched to determine how they would be applied to the website design during the web development process.

03
Brainstormed & Brand:
After brainstorming, a new brand for the news website called INSIGHTS was created. This new brand followed the existing brand guidelines.
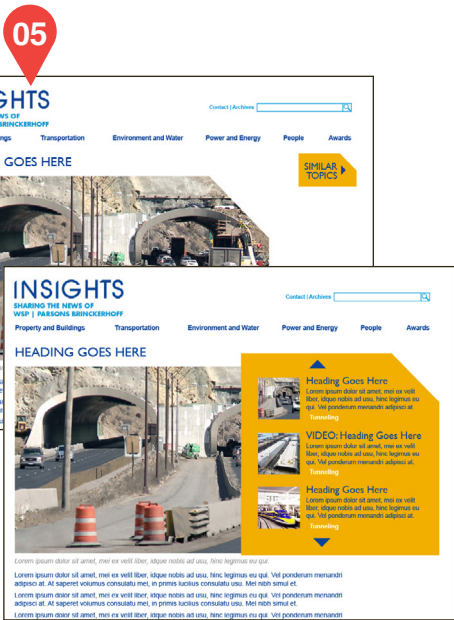
03

INSIGHTS
WSP | PARSONS BRINCKERHOFF
U.S., CENTRAL & SOUTH AMERICA

INSIGHTS
UX DESIGN

04 DESIGN LAUNCH

High Fidelity Prototyping:
The design shown above was the final layout selected by the team following approval by the client.

05

Web Development:
After completion of the prototyping process, the website was hand coded to create the website. This particular website featured a 'Similar Topics' fly-out menu with scroll buttons contained within.

After weeks of releasing news articles, a back-end website was created with assistance from a web developer to allow designated individuals to easily make edits or changes as needed.

MOBILE

DESKTOP

INSIGHTS
UX DESIGN

06 ANALYZE AGAIN

When branding changes were needed, the project was cycled again through the three previous UX Design steps. All changes were made on the front-end, so they were handled by Raun Design. This included the creation of analytics reports that were used to implement changes for improvements.