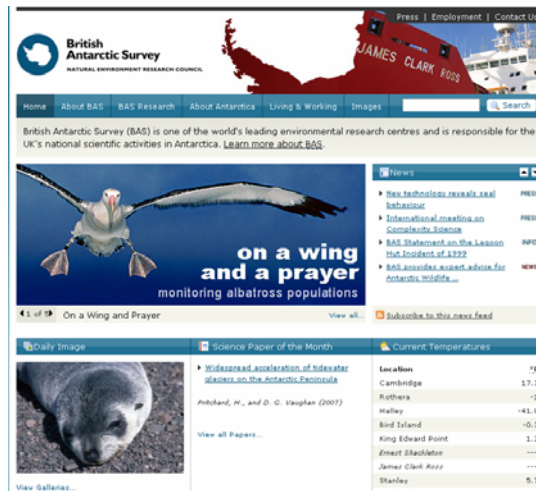


## Case Study

### British Antarctic Survey – User Centred Site Development March 2007

#### The Brief

BAS wanted to redevelop its website as it was aware that it was difficult for users to find information, and much of the content was not useful and relevant to them. Part of the reason for the problems was with the design of the site but also to do with having sufficient clarity about the target users, their goals and the organisational aims for the site.



then facilitated a discussion about the site aims and the goals the site was to support.

From the user research c.50 main user goals were identified. Open card sorting research was then undertaken to understand how users would group information and the language they would use to describe the groups.

With this evidence, a prototype Information Architecture was developed. This was then tested with users.

#### How we responded to the brief

We proposed a range of activities:

- An online survey - to understand users and their goals
- Usability testing – to understand issues about the site navigation and content
- Strategic workshop – for senior managers to gain clarity about the aims for the site and the user goals it was to support
- Developing and testing a new site information architecture based on user research
- Training of content authors in producing usable content

Two training workshops were then run for content authors to improve their content writing skills. Again, videos of users on the site, as well as a range of interactive exercises, were used to inform this training.

#### The outcomes

The user centred design process adopted on this project meant there was clarity at the highest levels about users, their goals, the purpose of the web site and how these aims could be achieved. BAS subsequently finished the redesign of the site, which can be seen at [www.antarctica.ac.uk](http://www.antarctica.ac.uk)

#### What we did

WUP prepared, set up and analysed the results of the online survey.

The user testing and research was conducted in our observation studios and identified usability issues with the site.

*“Our work with WUP was key in ensuring that the redevelopment project was successful. User feedback since the launch of the new site has more than justified the investment.”* David Wattam – BAS Web Manager

At the workshop we presented highlights of the usability testing and the online survey. WUP

#### Timing and costs

The project was between autumn 2006 and spring 2007 at a cost of c. £19,000.