Enhancing the User Experience for Insight HR's Website

Problem Statement

I am studying how effective UX design can improve the online presence of HR service providers, particularly for small organizations, startups, and nonprofits. Many of these providers, including InSight HR, struggle to communicate their value through outdated websites with unclear navigation and poor usability. This often leads to missed opportunities for client engagement and acquisition. This project aims to redesign InSight HR's website to enhance usability, improve information architecture, and create a user-centered platform that better supports organizational growth and client trust.

Community Partner Profile

Insight HR provides flexible, customized HR **solutions/consultations** for small businesses and nonprofits that need expert HR support without hiring full-time staff. Their services range from HR needs analysis, recruitment, and performance management to HR communications and policy updates.

Audience/User Profiles

Small organizations, startups, and nonprofits that rely on HR services/consulting but often lack dedicated HR teams.

Personas

#1

James Ledger

AGE 29

EDUCATION Degree in Environmental Studies

STATUS Single

OCCUPATION Team Lead

LOCATION Edmonton

TECH LITERATE Moderate

> " I need tools that not only make managing my team easier but also align with our values and budget as a sustainability-focused startup.

Personality

Extrovert · Thinker · Efficient · Caring

Bio

James Ledger, 29, is a team lead at a small sustainability startup making eco-friendly products. With a degree in environmental studies, he manages a team of 12, handling onboarding, tracking performance, and building teamwork. James looks for simple tools to manage tasks efficiently while supporting the company's sustainability goals.

Goals

- Simplify onboarding processes to integrate new hires quickly and effectively.
- Create a supportive environment that encourages innovation and teamwork.
- Implement tools that streamline scheduling, feedback, and performance tracking.
- Focus on sustainability in all aspects of the workplace, including digital tools.

Frustrations

- Managing HR tasks manually, which takes time away from strategy and team building.
- Dealing with tools that are not tailored to small, mission-driven businesses.
- Struggling to find affordable platforms that align with the company's budget.
- Ensuring that HR processes reflect the company's sustainability goals.

#2

Emma Foser

AGE	34
EDUCATION	Degree in Business Administration
STATUS	Married
OCCUPATION	Office Administrator
LOCATION	Edmonton
TECH LITERATE	Low - Moderate

" Let me spend less time on paperwork and more time helping the people who need us.

Personality

Empathetic resourceful
Dedicated Adaptable

Bio

Emma Foser, 34, is a part-time office administrator at a nonprofit community center. She manages HR tasks like volunteer onboarding and scheduling while juggling office operations. Dedicated to supporting her community, Emma thrives on finding simple solutions to keep things running smoothly.

Goals

- Use intuitive tools to manage volunteer and staff records efficiently.
- Simplify scheduling and communication with team members and volunteers.
- Reduce the time spent on administrative tasks to focus on community programs.

Frustrations

- Complex platforms that are not beginner-friendly.
- Lack of affordable tools tailored to small, resource-limited organizations.
- Difficulty finding all-in-one solutions that meet both HR and administrative needs.

Research Results

To create a more user-friendly and engaging experience for InSight HR's website, the redesign will focus on improving navigation, enhancing clarity, and fostering a welcoming, people-centered tone across key sections.

1. Redesign navigation structure
2. Simplify language
3. Aim for a more friendly, people-centered tone.
4. Clarify section labels
5. Break down content
6. CTAs or contact options for ease of use
   a. "Contact us for a consult"
   b. Client testimonials to build credibility and engagement
7. About Page
   a. Remove or replace "more" buttons with in-line links or a smoother page transition.
8. Service Page
   a. Break down services into clear categories (e.g., "HR Outsourcing" and "Project-Based Services")
   b. Use icons or visuals for each service to make content more scannable and visually appealing.
9. Contact Page
   a. Making sure the form is user-friendly and optimized for mobile. Adding a brief, inviting message above the form (e.g., "Looking for HR support? Let's get in touch!") to make it more welcoming and engaging.

Proposed Outcome

Based on the research developed in DESN 410 and the problem identified in this document, I will create an in-depth prototype for a redesigned InSight HR website. This prototype will focus on improving usability, streamlining information architecture, and creating a user-centered platform that clearly communicates the value of HR services. I will begin with initial ideation and wireframes to develop and refine the design for a finalized product.

Product Testing

I will test the design with 6 -10 users (Human Resource Professionals/Human Resource Students/Design Students) by gathering feedback on wireframes or mockups through tree tests, user tests and short surveys. After refining the design, I'll create a prototype and test it again with the same or similar users, collecting insights with a short interview to finalize the product.

Evaluation Criteria

Usability (25%):
- Navigation is straightforward, users can find information quickly and efficiently.
- The design is user-friendly for people with different levels of experience with HR services.

Effectiveness (25%):
- The design effectively addresses and resolves key user challenges related to HR websites

Visual Quality (25%):
- The design has a strong visual hierarchy, aligning with modern design standards and Insight HR's branding.
- Consistent typography, color schemes, spacing, and layouts creates a professional and engaging interface.

Technical Aspects (15%):
- Prototypes and deliverables are reliable, functional, and work without any issues.

Professionalism (15%):
- The project shows great attention to detail with clear and well-organized deliverables.

Project Plan (Timeline)

January 9, 2024 (First Class) - January 16, 2024

(6-8 hours)

- Review Project Proposal
- Write Proposal
- Make two Personas
- Send meeting request with Community Partner
- Write my evaluation criteria/timeline

January 16, 2024 (Second Class) - January 23, 2024

(4 - 6 hours)

- Review proposal with client
  - Get Client Testimonials
  - Ask them if there is anything they would/wouldn't like for their site that is not in the proposal
  - Get them to send individual photos of themselves for website

- Compile list of website redesign changes
- Create outline for website design

January 23, 2024 (Third Class) - January 30, 2024
(8 hours)

- Sketch ideas
- Build low-fi mockup of UI redesign on paper/Figma
- Review with professor/fellow design students
- Meet with Isabelle (Professor)

January 30, 2024 (Fourth Class) - February 6, 2024
(6-8 hours)

- Build mid-fidelity prototype of UI redesign
- Create usability test of redesign

January 30, 2024 (Third Class) - February 6, 2024
(8 - 10 hours)

- Online check-in with professor
- Review with client and ask for test users
- Refine UI redesign based on feedback
- Conduct UI redesign user tests
- Work on presentation

February 13, 2024 (Sixth Class) - February 20, 2024

(8 - 10 hours)

- Mid-term Presentation **DUE**
- Begin building hi-fi prototype
- Reading Break**
- Work on Mid-term Report

February 20, 2024 (Seventh Class) - February 27, 2024

(6-8 hours)

- Mid-term Report **DUE**
- Refine UI redesign based on feedback and build high-fi prototype
- Conduct UI redesign user tests and a short survey following

February 27, 2024 (Eighth Class) - March 6, 2024

(6-8 hours)

- Refine UI redesign based on feedback and build high-fi prototype
- Conduct UI redesign user tests and short survey

March 6, 2024 (Ninth Class) - March 13, 2024

(6-8 hours)

- Refine UI redesign based on feedback and build high-fi prototype
- Conduct UI redesign user tests and tree test

March 13, 2024 (Tenth Class) - March 20, 2024

(6-8 hours)

- Meet with community partner with updates (receive feedback)
- Online check-in with Professor
- Refine UI redesign based on feedback and continue high-fi prototype
- Conduct UI redesign user tests

March 20, 2024 (Eleventh Class) - March 27, 2024

(8-10 hours)

- Refine high-fi prototype
- Conduct UI redesign final user tests
- Begin working on presentation and final report

March 27, 2024 (Twelfth Class) - April 3, 2024

(4-6 hours)

- Final refinements on high-fi prototype
- Continue working on presentation and final report

April 3, 2024 (Thirteenth Class) - April 10, 2024

(6-8 hours)

- Final Presentation **DUE**

April 14, 2025

(6-8 hours)

- Case study and deliverable **DUE**