INSIGHT
Human Resources Inc.

ENHANCING USER EXPERIENCE FOR INSIGHT HUMAN RESOURCE INC.

Courtney Beka I DESN415

APPENDIX

ELEVATOR SUMMARY

Insight HR is a strategic consulting firm that partners with small businesses, startups, and nonprofits to deliver personalized HR solutions that support growth, resolve workplace challenges, and build stronger teams.

This project involved a **full redesign of the Insight HR website** with a focus on improving usability, simplifying navigation, and creating a clear, user-centered experience. The result is a more accessible and engaging platform that effectively communicates Insight HR's value, making it easier for organizations to find the right support and build lasting partnerships.

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 Many of these providers, including InSight HR, struggle to communicate their value through outdated websites with unclear navigation and poor usability.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.

CLIENT PROFILE

Insight HR is a **people-focused consulting firm** that delivers flexible, customized HR support to small businesses, startups, and nonprofits. Designed for organizations that need expert guidance without the overhead of a full-time HR team, Insight HR offers services such as HR strategy, recruitment, performance management, policy development, and employee engagement. Their approach is collaborative, scalable, and tailored to help clients navigate change, support their teams, and drive sustainable growth.

AUDIENCE/
USER PROFILE

The primary audience for this project includes **small businesses, startups, and nonprofit organizations** seeking HR support. These users often operate without dedicated in-house HR teams and turn to consulting firms like Insight HR for expert guidance and flexible solutions.

They value clear, easy-to-navigate websites that help them quickly understand available services and how to access support. Many face challenges such as unclear service offerings, overly complex site structures, and uncertainty about what kind of HR help they need.

PERSONA #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.

PERSONA #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.

PROPOSED OUTCOME

Based on the research conducted in DESN 410 and the challenges identified throughout this project, **I will deliver a refined prototype of a redesigned website for Insight HR**. This website will prioritize usability, clarity, and user-centered navigation, making it easier for small businesses and nonprofits to explore services and connect with the support they need. The process will begin with finalized wireframes, an improved content structure, and a cohesive visual direction aligned with Insight HR's brand values.

MAIN CONCLUSIONS

Users Were Confused by the Service Offerings
Users, especially classmates who were unfamiliar with HR, struggled to understand what Insight HR actually provides. The service descriptions were vague or too technical, leading to uncertainty and hesitation.

Navigation Was Not Intuitive
The site structure lacked clear organization, making it hard for users to find relevant services or know where to start. This highlighted the need for a simplified, user-friendly layout and improved content hierarchy.

Brand Messaging Needed Clarity and Warmth
Users valued Insight HR's approachable and supportive tone, but the existing website didn't reflect this clearly, "looked too medical." There was a disconnect between the personable service Insight HR offers and the current digital experience.

Clients Wanted Flexibility and Transparency
Users expressed a desire for flexible HR options and clear explanations of how the consulting process works. They wanted to know not just what services were offered, but how they could work with Insight HR.

Competitor Sites Provided Better Visual Structure
Comparative analysis showed that competitor HR consulting websites offered more streamlined service pages, consistent visual systems, and stronger CTAs—elements that helped guide users more effectively.

CONSTRAINTS

Brand Consistency
Creating a more cohesive and professional brand experience while maintaining the approachable, human-centered identity of Insight HR.

Scope of Services
Insight HR offers a broad range of HR services, but explaining them in a way that is both clear and digestible posed a challenge, especially for users unfamiliar with HR terminology.

Time Constraints
The project had to be completed within an academic term, which required balancing research, design, and development phases within a limited timeframe.

Content Clarity & Tone
Translating HR jargon into friendly, user-focused content was a key challenge, especially when trying to appeal to a varied audience of small businesses and nonprofits.

Lack of Existing User Data
With minimal analytics or user feedback available from the current website, you had to rely more heavily on user-tests, surveys, competitve analysis.

USER TESTS
Description

I conducted a series of research activities including a **content audit, comparative analysis, user survey, and a tree test** to better understand user needs and improve the structure and clarity of Insight HR's website. These methods were used at different stages of the design process to identify usability issues, test assumptions, and gather feedback on service clarity and navigation.

The tree test helped evaluate how easily users could find information on the site, while the survey provided insights into what small business owners and nonprofit leaders value most when seeking HR support. The content audit and comparative analysis offered a baseline for improving messaging, layout, and overall user experience. Each method was informal yet intentional, designed to keep the project grounded in real user perspectives.
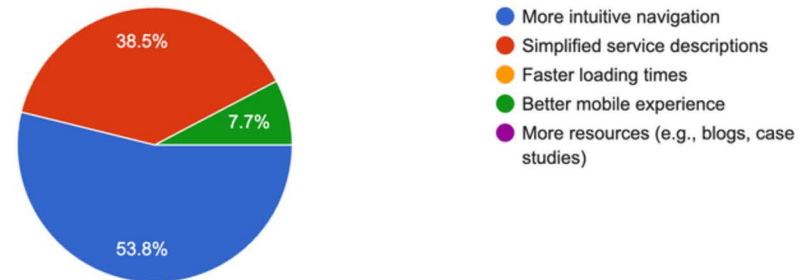
USER TEST RESULTS

This test was conducted early in the development process to gain a general overview of how users interact with and perceive HR service websites, including the current Insight HR site. The goal was to identify user expectations, pain points, and preferences before refining the design.

The feedback focused heavily on content clarity, the need for simplified service descriptions, and easier navigation.
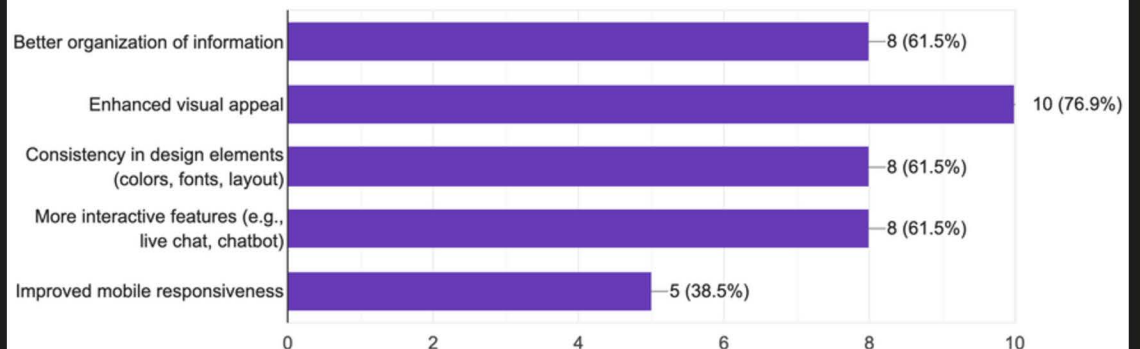
Link to form

What would improve your experience when using Insight HR's website?
13 responses

- More intuitive navigation
- Simplified service descriptions
- Faster loading times
- Better mobile experience
- More resources (e.g., blogs, case studies)

38.5%
7.7%
53.8%

From a design perspective, what improvements would you recommend for HR consultant service websites? (Select all that apply)
13 responses

- Better organization of information — 8 (61.5%)
- Enhanced visual appeal — 10 (76.9%)
- Consistency in design elements (colors, fonts, layout) — 8 (61.5%)
- More interactive features (e.g., live chat, chatbot) — 8 (61.5%)
- Improved mobile responsiveness — 5 (38.5%)

Courtney Beka I DESN415

USER TEST RESULTS

The existing Insight HR website provides essential information but lacks clarity, structure, and engaging elements across key pages.
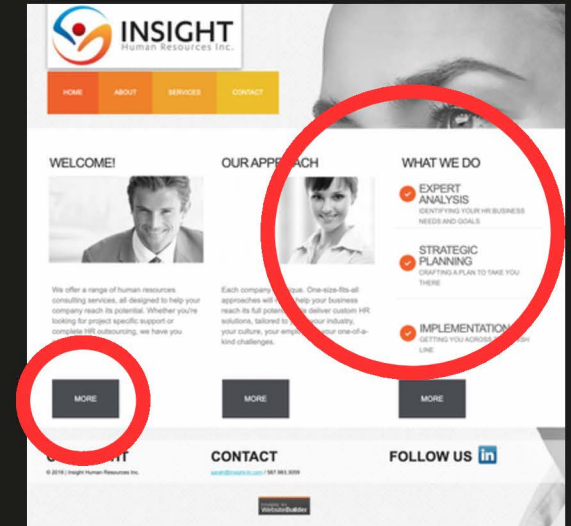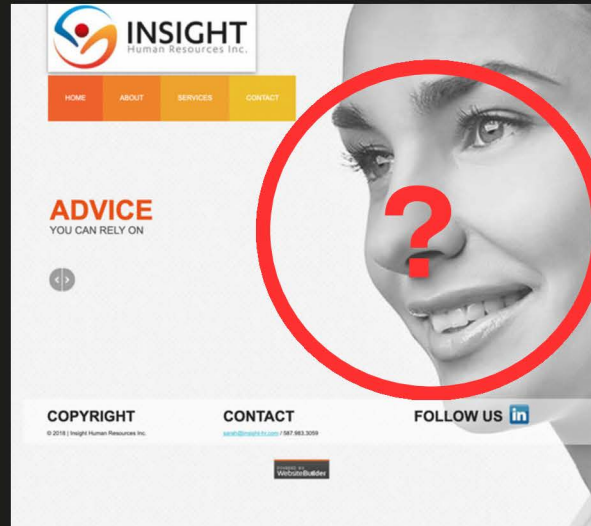
The **Home Page** introduces the company but is missing a strong call-to-action and is visually confusing. The **About Page** communicates Insight HR's value but suffers from repetitive navigation and lacks testimonials or success stories. The **Services Page** is comprehensive but text-heavy, making it difficult to scan; organizing services into categories with visuals would improve usability. The **Contact Page** includes all necessary info but feels basic and could benefit from a warmer, more inviting message and improved mobile optimization.

USER TEST RESULTS

These competitor websites revealed key strategies for improving user experience. **Impact HR** stood out for its clean layout, simple navigation, and strong calls-to-action like "Schedule a Consultation." **Humani HR** used a modern, people-focused design supported by icons and client testimonials, making services more relatable and easier to scan. **HSP Group** showcased strong branding, global expertise, and effective use of case studies and CTAs.
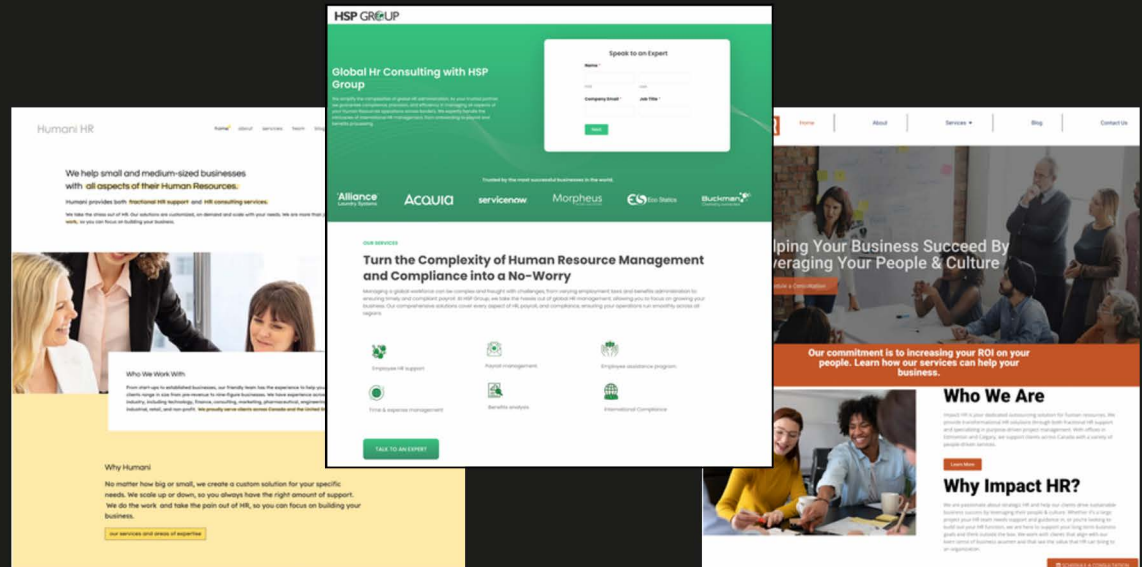
These examples highlight the importance of visual clarity, trust-building elements, and clear user pathways.

Comparative Analysis

USER TEST RESULTS

The goal of the comparative analysis was to identify design and usability improvements for Insight HR by reviewing competitor websites:

Impact HR, Humani HR, and HSP Group.

Layout & Visual Hierarchy

Competitors used clean, modern layouts with icons and strong visual balance, making content easier to scan. Insight HR lacked visual engagement and a clear content hierarchy.

→ Introduce icons and a more structured layout to improve readability and accessibility.

Navigation & CTAs

Impact HR and Humani HR featured intuitive navigation and strong, consistent calls-to-action. Insight HR was simple but lacked a prominent CTA and engaging features.

→ Add clear CTAs (e.g., "Get Started") and client testimonials to guide users and build trust.

Branding & Tone

Humani HR stood out with its friendly, people-first tone, while Insight HR felt clear but less relatable.

→ Shift toward a warmer, more approachable tone to better connect with small business and nonprofit audiences.

Tree Testing | 15 Participants

USER TEST RESULTS

Fifteen participants completed navigation-related tasks using Optimal Workshop to evaluate how easily users could find key information on the site. While most users were able to complete the tasks, the navigation was described as unintuitive, with some rating it as "difficult" or "neutral."

Participants expressed confusion about where certain information belonged particularly between the "Services" and "About" sections and noted that some content was too wordy or lacked detail.

<u>Link to Optimal Workshop</u>
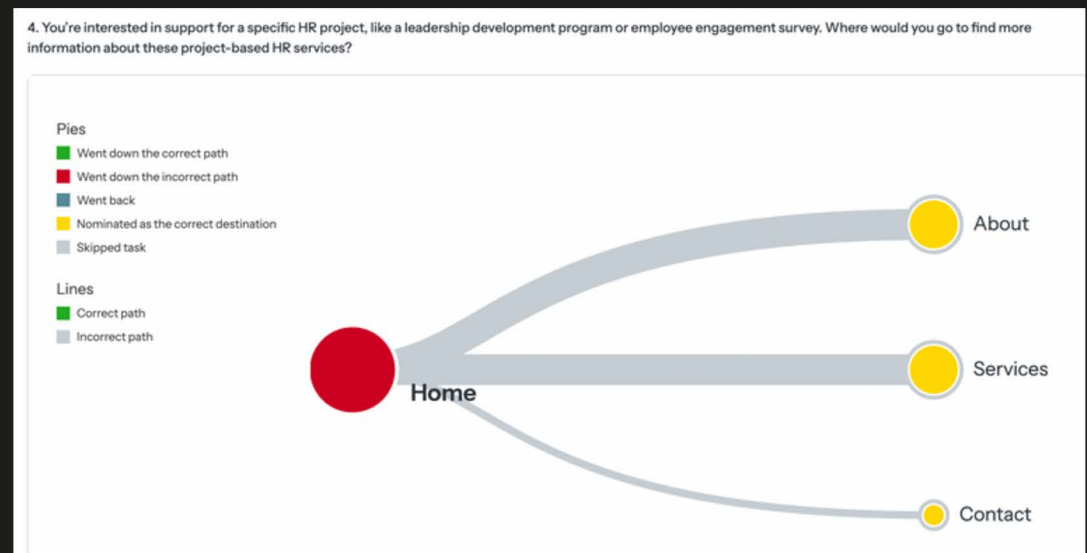
USER TEST RESULTS
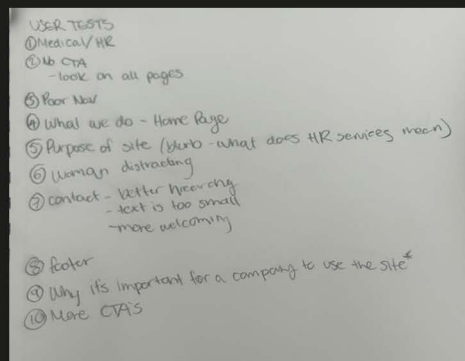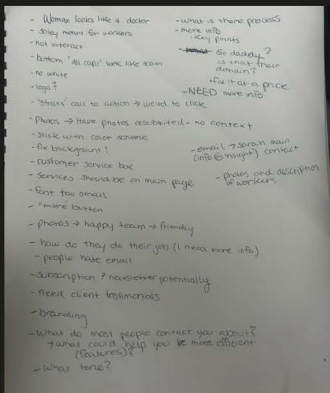
General Impressions
- The homepage image of a woman "looks like a doctor," which made users question the site's focus (is it for medical or HR services?)
- Visuals felt impersonal or off-brand
- Site appeared to be solely meant for workers, not employers
- Overuse of all-caps (especially at the bottom) made the site feel like a scam
- Lack of a clear logo and cohesive branding
- The "Start" call-to-action felt awkward and not intuitive to click

Visual & Layout Issues
- Photos lacked context; users suggested adding descriptions and showing happy team images to feel more welcoming
- Background and color scheme needed improvement
- Font size was too small, especially on the contact page
- Suggested adding a customer service box
- Wanted to see more friendly and human-centered images
- Strong recommendation to stick with one consistent color scheme

Navigation & Structure
- Main services should appear directly on the homepage
- Users were unsure where to find info about HR services and what exactly Insight HR offers
- Suggested restructuring the "Services" and "About" sections for clarity
- Contact page needed better hierarchy and improved visual layout (text was too small and not welcoming)
- Footer lacked impact and clarity

USER TEST RESULTS

Continued

Content & Messaging
- Users wanted more information about Insight HR's process: how do they help businesses and what exactly do they do?
- Several questions arose like:
  - What does HR services mean?
  - What do most people contact Insight HR about?
  - What features could make the site more efficient for users?
- The blurb about the purpose of the site needed to better explain why HR matters and how Insight HR supports companies
- Recommended adding key points and highlighted CTAs throughout
- The site lacked client testimonials, success stories, and credibility-building elements
- Text content was described as "too wordy" in some places
- Suggested removing vague "more" buttons and instead using inline links
- Email address (info@insight...) was noted as a weak contact method, users disliked relying solely on email
- Potentially add a newsletter subscription for updates and engagement

Calls to Action (CTAs)
- Website had no clear CTA on many pages
- Needed stronger, more frequent CTAs like "Get Started" or "Book a Consultation"
- Lack of clear user pathways led to uncertainty on what to do next

USER TESTS
RESULTS
Description

Participants included students, design professionals, and small business/HR representatives. Most had little to no experience with HR websites, and many found existing platforms confusing or unengaging.

Key feedback:

- Clearer service descriptions
- Simplified navigation
- Stronger visual design
- More prominent calls-to-action

These insights confirmed the need for a user-centered redesign focused on clarity, ease of use, and better communication of Insight HR's services and value.

EVALUATION CRITERIA

SECTION E

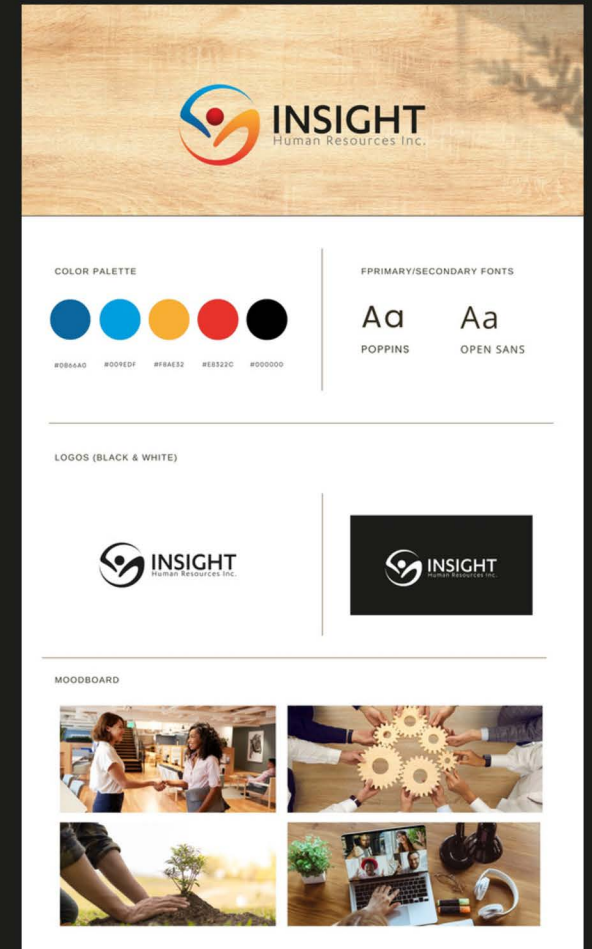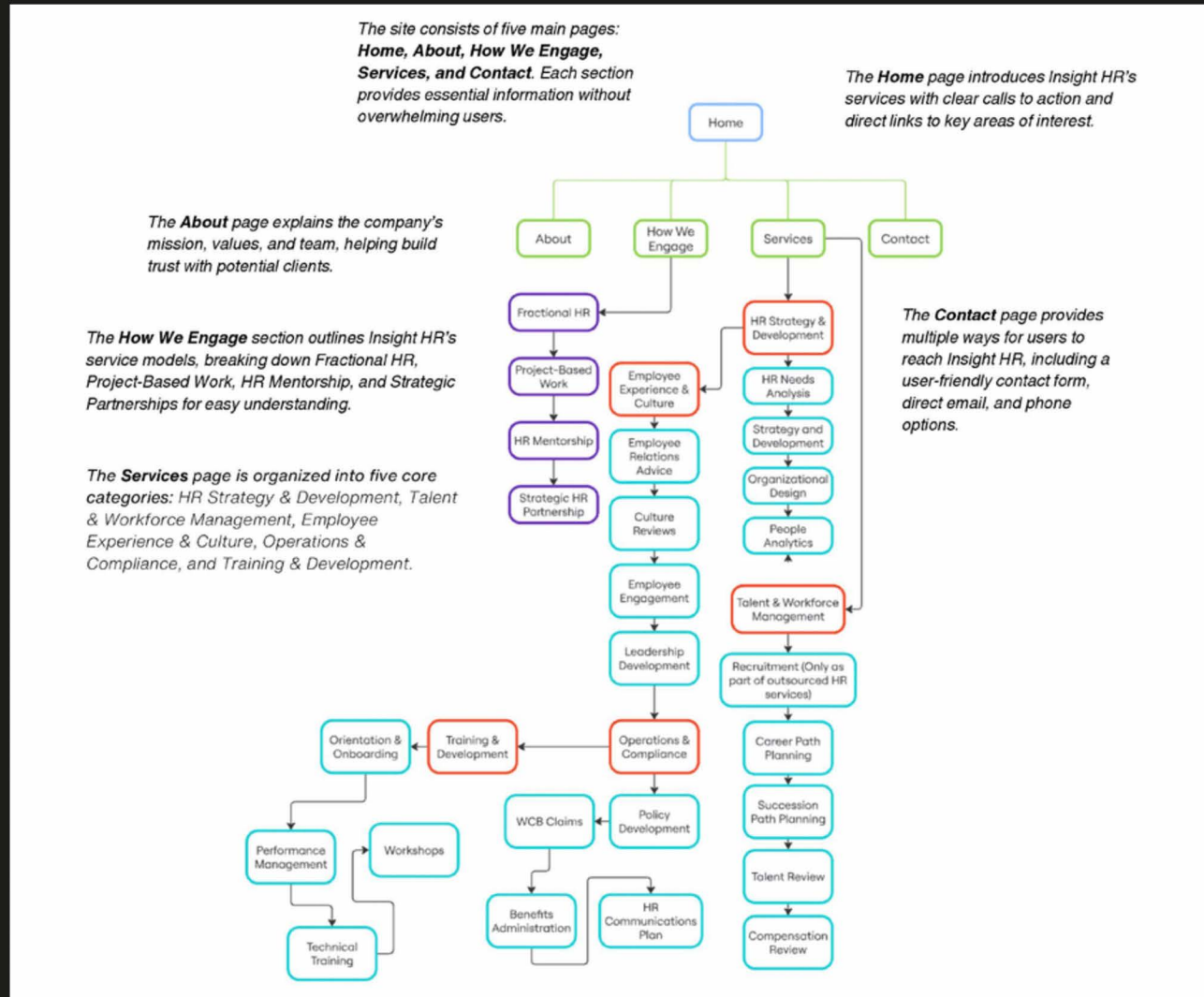|	
Usability (25%)	• Navigation is straightforward, users can find information quickly and efficiently. • The design is user-friendly for people with different levels of experience with HR services.
Effectiveness (25%)	• The design effectively addresses and resolves key user challenges related to HR 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.

Warm   Inviting   Profressional   Profressional

IDEATION
Moodboard

DEVELOPMENT

SECTION G

Site Map

The site consists of five main pages: **Home, About, How We Engage, Services, and Contact**. Each section provides essential information without overwhelming users.

The **Home** page introduces Insight HR's services with clear calls to action and direct links to key areas of interest.

The **About** page explains the company's mission, values, and team, helping build trust with potential clients.

The **How We Engage** section outlines Insight HR's service models, breaking down Fractional HR, Project-Based Work, HR Mentorship, and Strategic Partnerships for easy understanding.

The **Services** page is organized into five core categories: HR Strategy & Development, Talent & Workforce Management, Employee Experience & Culture, Operations & Compliance, and Training & Development.

The **Contact** page provides multiple ways for users to reach Insight HR, including a user-friendly contact form, direct email, and phone options.
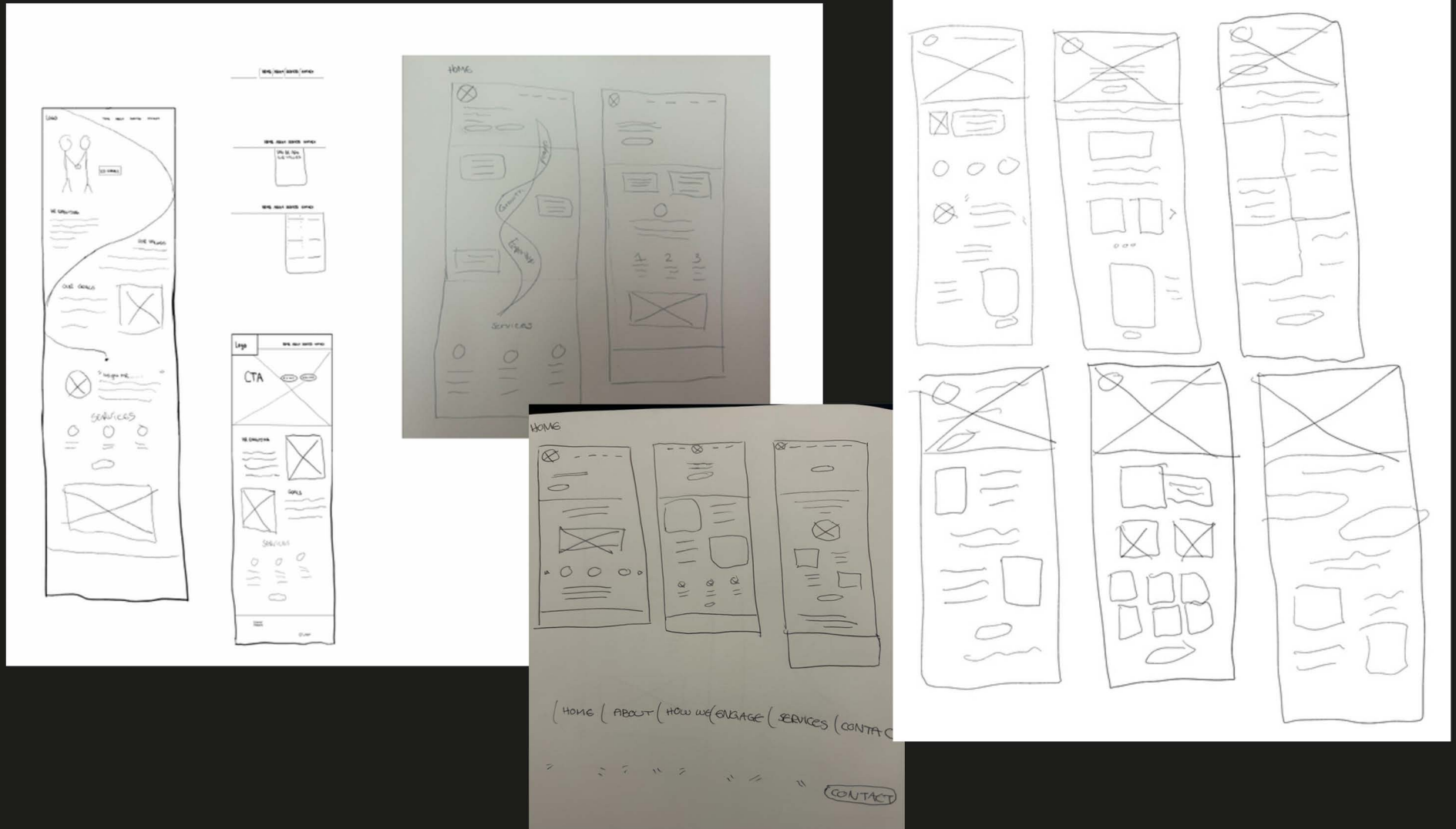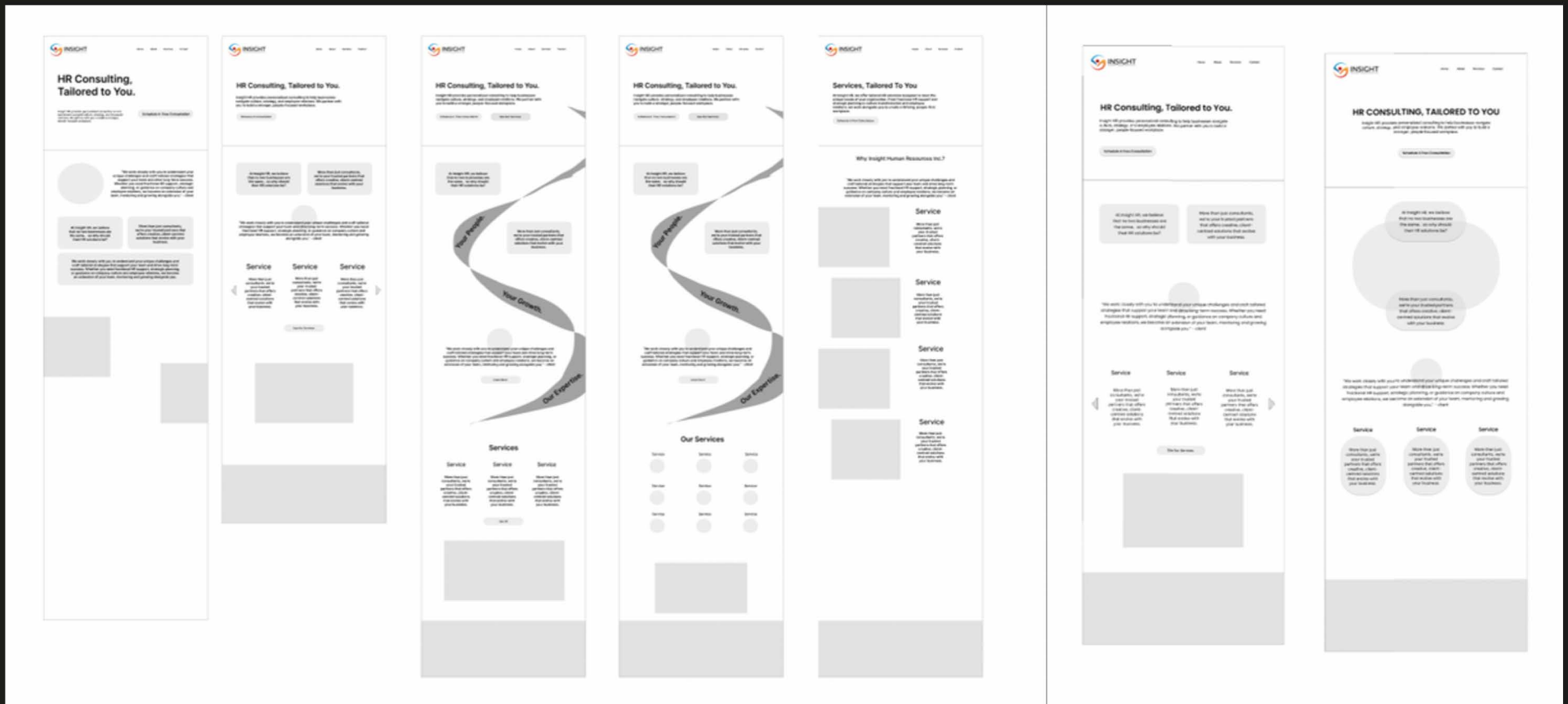
DEVELOPMENT

Low - Fidelity

DEVELOPMENT

Notes

- Keep it simple
  - Avoid early visual styling or over-detailing elements (like colors or fonts).
- Use wireframe conventions
  - Stick to basic shapes, placeholder text, and standard icons to keep the focus on structure.
- Prioritize content hierarchy
  - Plan what info users see first and how it's grouped on each page.
- Sketch multiple variations
  - Explore different layout options instead of committing to the first idea.
- Test rough ideas early
  - Share lowfids with classmates or potential users for feedback on structure before refining.
- Label functionality
  - Clearly mark buttons, CTAs, and interactions even if they're not functional yet.
- Consider mobile from the start
  - Prototype both desktop and mobile early to catch layout issues across devices.
- Include key user tasks
  - Make sure lowfids allow users to complete primary actions (like exploring services or contacting the team).
- Use them to guide conversation
  - Treat low-fidelity prototypes as conversation starters, not polished designs.
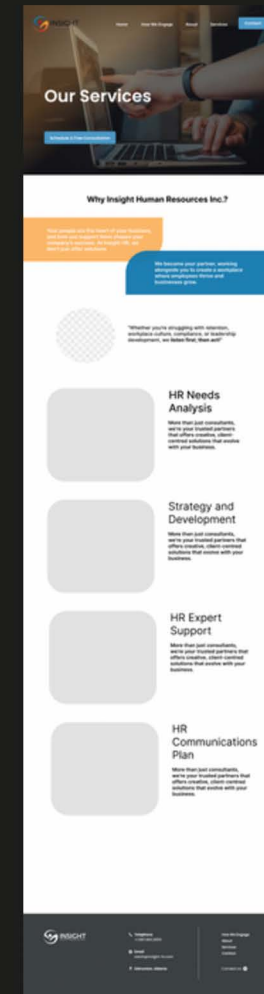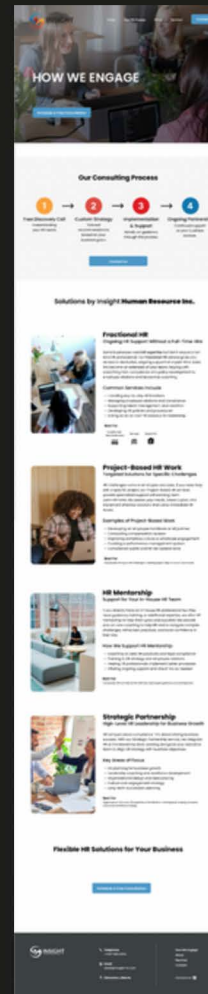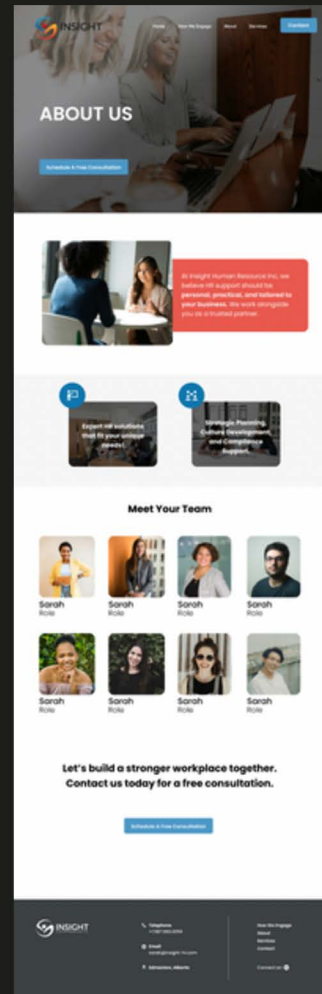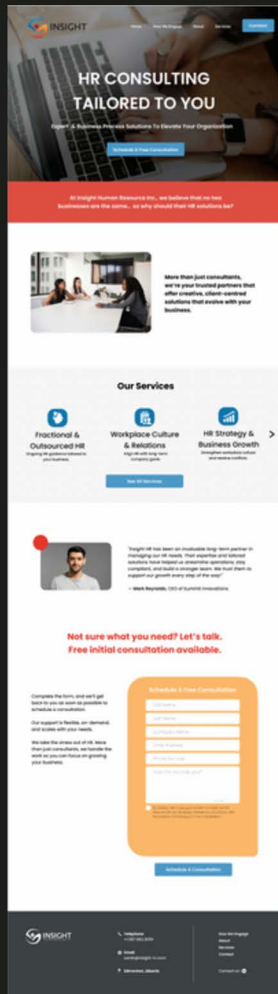
DEVELOPMENT

Mid - Fidelity

DEVELOPMENT

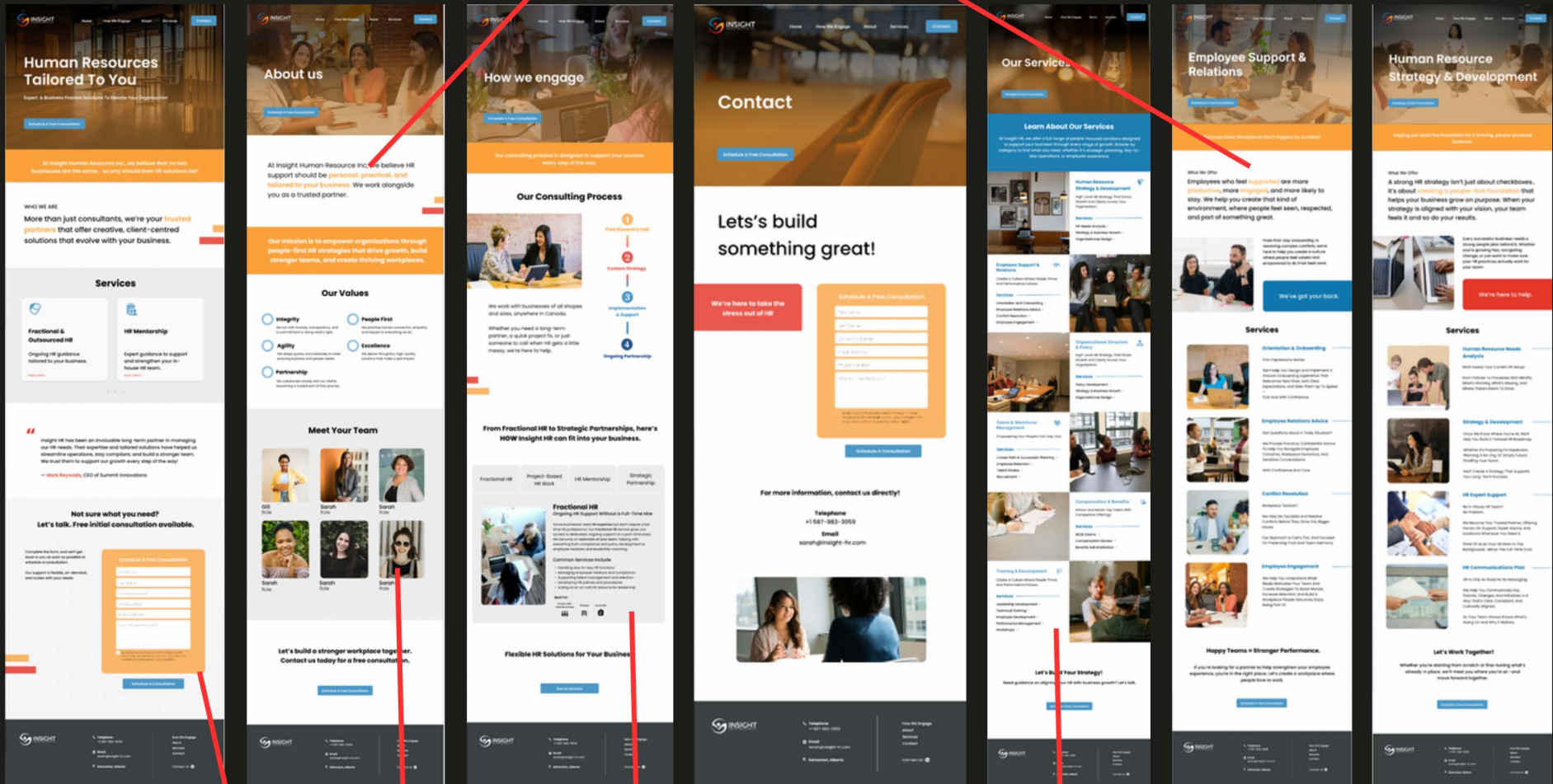Mid - Fidelity

USER TESTING

Mid - Fideltity

Through in-class user testing, I received valuable feedback from my classmates/professor that helped highlight both visual and structural improvements for the website. Several key changes were identified:

- Header Formatting – Using all capital letters for headers was perceived as harsh or intimidating. I was advised to switch to sentence or title case for a more approachable tone.
- Inconsistent Element Radius – Rounded corners varied across different components, which disrupted visual consistency. Maintaining uniform radii across all pages was recommended.
- Outdated UI Elements – Certain buttons and design features felt dated. I was encouraged to update styles for a more modern, polished interface.
- Staff Image Sizing – Images of staff members appeared too small, making them less engaging. Increasing their size helps humanize the brand and build trust.
- Confusing Visual Cues – Some image backgrounds looked clickable, but weren't actual buttons. I was advised to clarify what's interactive and what isn't.

- Color Consistency – The site lacked a consistent application of brand colors, which made the design feel disjointed. Aligning all colors with the brand palette improved cohesion.
- Text Overload on Services Page – The amount of text overwhelmed users and made it difficult to scan. Breaking content into smaller chunks and using visuals helped improve readability.
- Consulting Process Placement – The section explaining the consulting process felt randomly placed. Repositioning it in a more logical flow made the experience smoother.
- Overuse of Yellow on Contact Page – Too much yellow made the page feel heavy and reduced the visibility of the main CTA. Toning it down allowed the CTA to stand out.
- Image Sizing Consistency – Images throughout the site were inconsistently sized. Standardizing dimensions helped create a more balanced and professional layout.

DEVELOPMENT

High - Fidelity

Opening statement sized at 50

Every element with a radius of 26 or 6 (smaller elemets)

Larger images

Sections organized into sections

Services Split into sections

FINAL RESULTS

High - Fideltity

Results

- Refined the overall navigation for clearer user flow
- Simplified language across key pages to improve readability
- Improved labeling and layout for better clarity and structure
- Organized services into intuitive, easy-to-scan categories
- Introduced visuals and icons to support service understanding
- Added clear and consistent calls-to-action throughout the site
- Redesigned the contact form to feel more approachable and mobile-friendly

Challenges

- Navigating the complexity of Insight HR's broad service offerings
- Striking the right balance between maintaining a warm, human brand tone and ensuring a clean, usable interface
- Prototyping elements - Making a "Thankyou" Contact Confirmation was difficult

FINAL USER TESTING

High - Fideltity

Final user testing revealed a few areas for improvement in the high-fidelity prototype. Users noted that the contact form **lacked a "thank you" confirmation**, which left them unsure if their submission went through. On the "How We Engage" page, some participants expressed that the **tabbed sections may be difficult to navigate on mobile devices**, suggesting a need for more responsive interaction design. Additionally, some users felt that **certain text elements appeared too large**, which affected the visual balance of the pages. There were also minor **concerns about excessive white space**, particularly in areas where content felt sparse or disconnected. These insights will help guide future final refinements to improve overall usability and responsiveness.

FINAL
OUTCOME

Description

The final outcome of this project is a redesigned website prototype for Insight HR, developed with a user-first approach to improve clarity, usability, and engagement.

The new design features a **clear navigation structure, redefined service categories, and refreshed branding** that reflects Insight HR's warm, people-centered identity. Each page is organized with consistent visual hierarchy and intuitive calls to action, making it easier for users, especially small business owners and nonprofit leaders, to understand what Insight HR offers and how to engage with them.

Visual consistency was achieved by refining typography, colors, and spacing throughout the site. Imagery was chosen to reflect real people in workplace environments. Interactive components like CTAs and buttons are clearly distinguishable, and the consulting process is now placed logically to support user flow. The final high-fidelity prototype is accessible, scalable, and positioned to enhance user trust and brand credibility.

COMPARISON TO PROPOSED OUTCOME

Description

While the final outcome stays true to the core goals outlined in my original proposal; clarity, accessibility, and better engagement. It evolved significantly through the design process. One deviation from my initial vision was the simplification of the service pages. Originally, I had text-heavy service breakdowns. User testing, however, showed this was overwhelming so I shifted toward concise blurbs with iconography and headings, improving scannability.

Another adjustment involved visual style. I initially intended to lean heavily into lower color usage, but peer and user feedback revealed colors should be placed consistently throughout the site. This led to a more balanced, brand-consistent palette.

These changes were driven by feedback from surveys, in-class testing, and a tree test. Each adjustment improved the user experience, aligning the outcome more closely with user needs and reinforcing the core problem identified in DESN 410.

APPROPRIATE-NESS OF FINAL OUTCOME

Description

The final prototype effectively responds to the problem statement by improving how users access and understand Insight HR's services. The new design is tailored to the needs of small business owners and nonprofit managers, who often lack HR knowledge and need a clear, friendly path to solutions. Through research-informed design choices, like content simplification, clearer navigation, and approachable branding, the website now addresses key pain points uncovered in user surveys and tree testing. This outcome supports the user profile, solves navigational issues, and enhances trust, making it a practical and meaningful improvement for Insight HR's audience.

CONCLUSION

Description

Looking back on the process in DESN 415, it really has been a journey. What started as rough ideas and research notes turned into a fully developed prototype. Shaped by a lot of trial, error, and honest feedback. This course pushed me to translate abstract user insights into real design choices, and it taught me how important it is to stay flexible. Sometimes I had to let go of what I originally envisioned and instead follow what the research and users were telling me.

In the second half of the develop and deliver, I started to see how design is just as much about communication as it is about visuals. I wasn't just making things look polished; I was making them make sense. Paying attention to things like consistent spacing, softer corner radius', and simplifying layouts helped the site feel more friendly and approachable, which aligned perfectly with Insight HR's tone and goals.

I also came to appreciate how valuable feedback really is. Through in-class testing, tree testing, and peer user-tests, I gained insights I wouldn't have found on my own. Something as small as rewording a CTA or resizing an image made a noticeable difference in how people interacted with the site. I learned to ask myself one key question with every decision: is this actually helping the user?

All of this ties back to the foundation laid in DESN 410. The biggest issues I uncovered back then like unclear service offerings, difficult navigation, and a lack of personality are all things I directly addressed in the final site. The outcome feels like a full-circle moment. It's clear, welcoming, and actually useful. And more than that, it reflects how much I've learned, not just as a designer, but as someone who now sees design as a tool to make things easier and better for real people.