

User Insight Website Redesign:

When we at User Insight decided to redesign our own website, we took a dose of our own medicine. We let user feedback drive our design. Specifically, we gathered feedback from users to verify a new information architecture, interaction design, terminology, and content. Our professionals conducted one-on-one interviews, surveys, and JiTR sessions throughout our iterative design process. The user feedback made us rethink how we communicated information, organized our website, and included visuals of our people and process. We also updated our branding—from our logo to our messaging to our tone. Our final redesign was completely different from our initial redesign concept. In the end, our own medicine was exactly what our website needed.

Client Goals

- Learn how different product and marketing managers select a research and user experience design partner.
- Gather feedback on the types of solutions our customers sought.
- Collect opinions on the amount and tone of our content.
- Understand the preferred information architecture, terminology, and design.
- Gather feedback on our logo and tag line.

Insights Gained

During the one-on-one in lab interviews, JiTR sessions and surveys, User Insight realized that the users

- Did not understand how we organized our service offerings. because, to them, all our services are solutions to their problems.
- Wanted a brief description of each solution to verify it was the service they needed.
- Liked the scrolling list of terms to explain industry terminology but wanted that information available throughout the site,
- Thought our client list was impressive but did not want to see their logos on our homepage—only on the Client page.
- Wanted the home page to convince them why User Insight is different through a summary of the reasons to use us.
- Desired quick access to case studies with more detail then we had on the previous site.
- Wanted access to summarized information with an option to get more information—not a deep and confusing site.
- Needed to see more pictures of our team to better understand User Insight’s “personality” and to illustrate our work.

UserInsight

- Felt the puzzle piece in our previous logo was overused in our industry.
- Thought that the font and color in our previous logo made the company seem small and local.

Our Approach

- One-on one-interviews and competitive assessments to understand what types of information users desired.
- Wireframes and low fidelity prototyping to test various designs and information architecture.
- One-on-one interviews to test content type, form and tone.
- JiTR (Just in Time Research) to iterate design and test specific interactions.
- Surveys to understand preferences for new logo and brand messaging.

Who we talked to

- Product and marketing managers for small, midsize, and Fortune 500 companies.
- A mix of current clients and non-clients.