

# IBM CUSTOMER FACING SOLUTIONS

## York University

Defining users helps target brand, structure and design of website



<http://www.yorku.ca>

### Challenge

York University's vision was to develop an externally-focused site targeting user segments with a need for a "fresh start". Potential students, current students, parents, counselors, and teachers use the site to research York's academic offerings. York University wanted to make it as easy as possible for these user segments to get the information they want; speak directly to the key user segments; make sure that they receive York's key messages; reinforce York University's new brand image; and segregate marketing information from the current site.

### Solution

IBM helped York University accomplish this vision through a user-centred design process which included: a user segmentation review; stakeholder interviews with a number of groups representing all parts of the University; phone surveys and interviews with a number of potential students; a user requirements presentation consolidating our findings and sources of user information; wireframes and site map (focused on the site's section for potential students); creative mockups; usability testing; and a project plan for York University's IT Department to implement the site.

### Results

The results fulfilled York University's vision and were in line with their motto "the way must be tried", expressed as "redefine the possible." York University implemented the site based on the new design using the project plan we developed. At the end of the process, the University responded with a "Very satisfied" satisfaction rating, and engaged our team for additional help with usability testing.

