



ALEKSANDR MISUNIN

PORTFOLIO
2020



HELLO, WORLD

I am Aleksandr - a UX unicorn engineer with over a decade of experience in design and project management, and a Master degree in law. I have very particular multidisciplinary set of skills. In my work I integrate creative approach with technical expertise and business knowledge. I am critical thinker passionate about design and coding.

MY SKILLS

UI/UX DESIGN

User research, storyboards, personas, user journeys, scenarios, task flows, navigation models, sketches, wireframes, information architecture, site maps, high- and low- fidelity prototypes, usability testing.

RESEARCH & ANALYTICS

Interviews, bucket testing, competitive analysis, content inventory, functional specifications, reports.

VISUAL DESIGN

Brand development and support, infographics, illustrations, photography, typography, color correction.

FRONT-END DEVELOPMENT

LAMP, WordPress, HTML, CSS, JavaScript, PHP, SEO.

MEDIA PRODUCTION

Video and audio production, print and digital production, offset prepress.

PROJECT MANAGEMENT

Project plan and implementation, Design Thinking, Agile, Scrum, Lean Six Sigma.



EXPERIENCE

I started professional career as a graphic designer in small advertising company, and in four years became a quality controller at biggest media group in Lithuania and a production manager for 2003 presidential campaign. I moved to the US in 2005, since then I successfully delivered and managed over 2500 projects ranging from brandbooks to CMS based corporate websites. I built on my background in tech and design, picked up solid coding and research skills, added video and audio production, sprinkle of marketing, a project management professional certificate, and voila! A UX engineer.

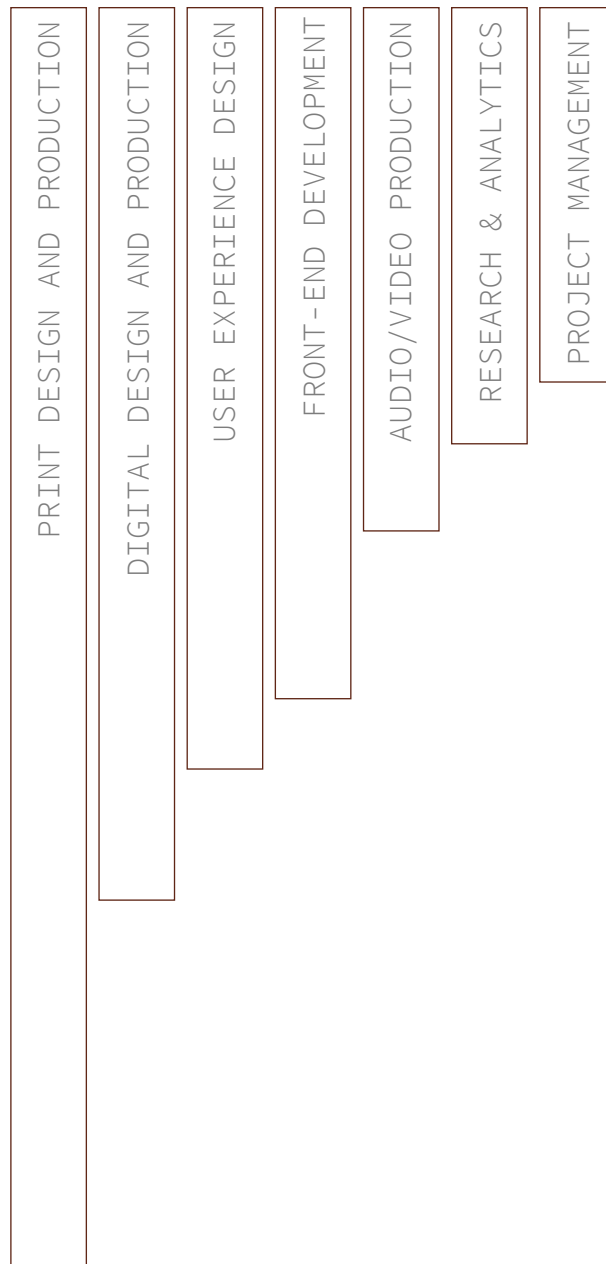
RESPUBLIKA



SEARCH FOR
COMMON GROUND



GLOBALTIES > U.S.
AT THE CENTER OF INTERNATIONAL EXCHANGE



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UX ENGINEER
SFCG

UX DESIGNER
CONSULTANT

CREATIVE DIRECTOR
MERIDIAN INTERNATIONAL CENTER

WEBMASTER
FOSTER WEB MARKETING

WEB DESIGNER
ENFORME INTERACTIVE

GRAPHIC DESIGNER
EMPLOYMENT GUIDE BALTIMORE

QUALITY CONTROLLER
RESPUBLIKA PUBLICATIONS

GRAPHIC DESIGNER
SAULES VEJAS

GRAPHIC DESIGNER
VILDZENTA

03

PORTFOLIO 2020
ABOUT ME
CAREER



PROCESS

01 DISCOVER

Gain knowledge of users, context, technologies, gather user data, research competitive products, conduct interviews and field studies.

02 DEFINE

Build user profiles on gathered data, produce materials that will aid the outlining of the project, site maps, content inventories, screen flows, navigation models, task flows, user journeys, scenarios.

03 IDEATE

Evaluate, test, and select wireframe concepts for prototype development.

04 PROTOTYPE

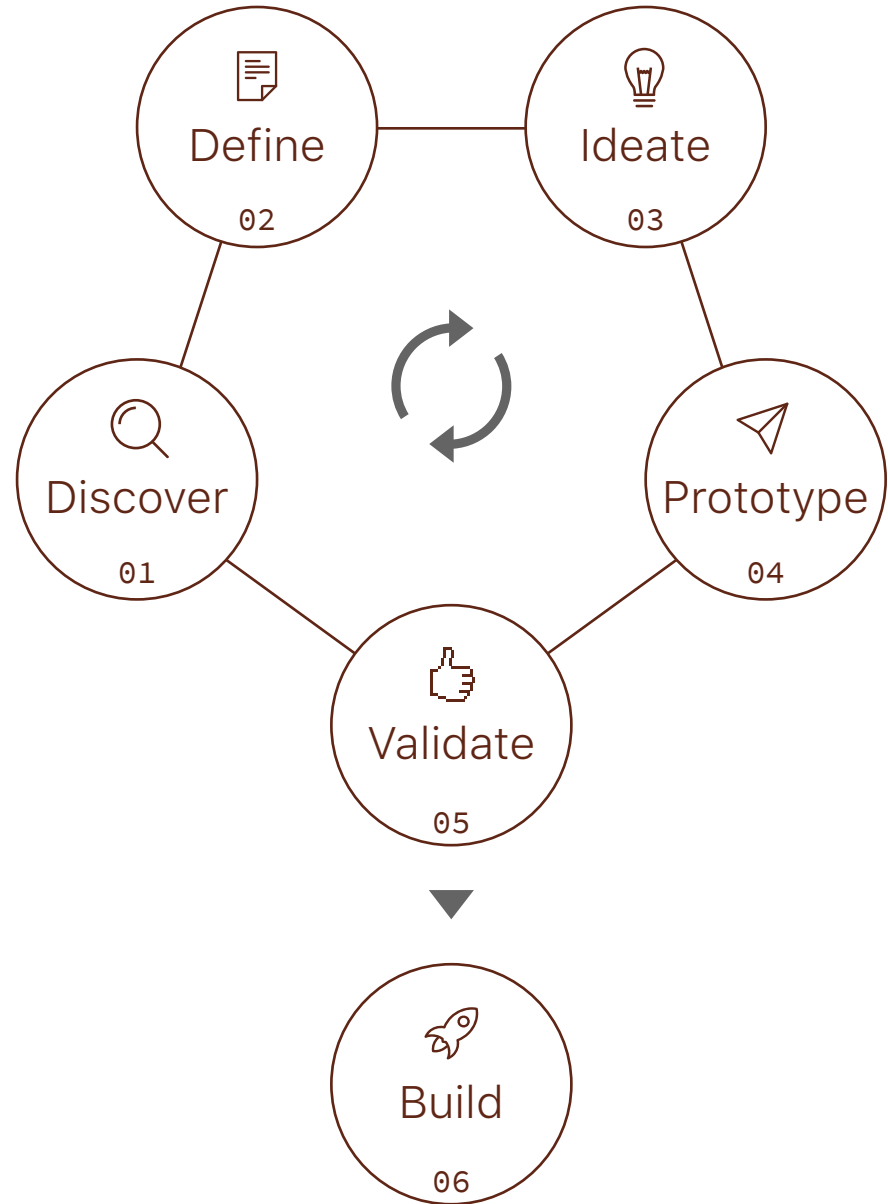
Create design specifications and evolve concepts and wireframes into design solution.

05 VALIDATE

Evaluate design with stakeholders to obtain feedback and conduct usability testing.

06 BUILD

Complete design and make a great product.



CASE STUDIES

Since I started my career I have worked on a vast list of projects. Here is a selection of my best and most recent UX work. The projects are relevant for their industry and devices.

MySpecialTie

Product design. A pitch for a new fashion product: concept, prototype, mobile app and website.

SEARCH FOR COMMON GROUND

Usability evaluation and enhancements for organizational website; SEO analysis; a roadmap for incremental UX transformation.



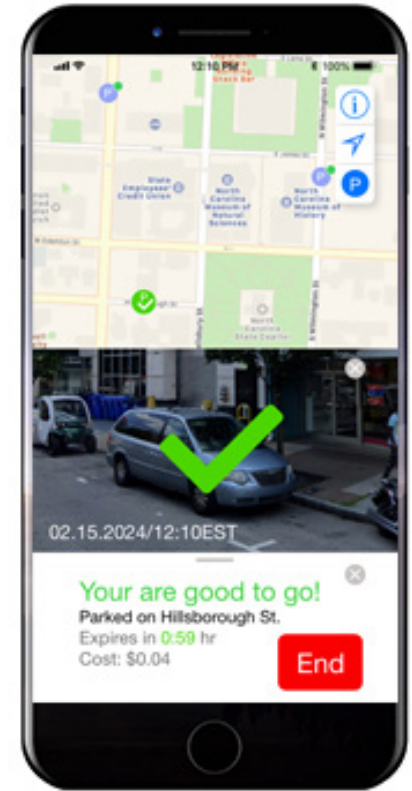
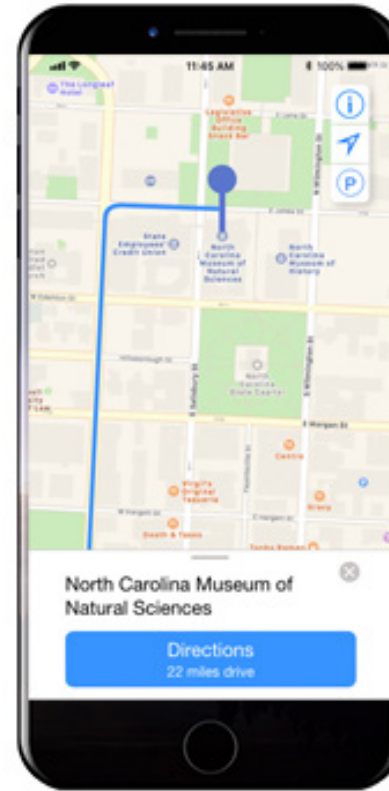
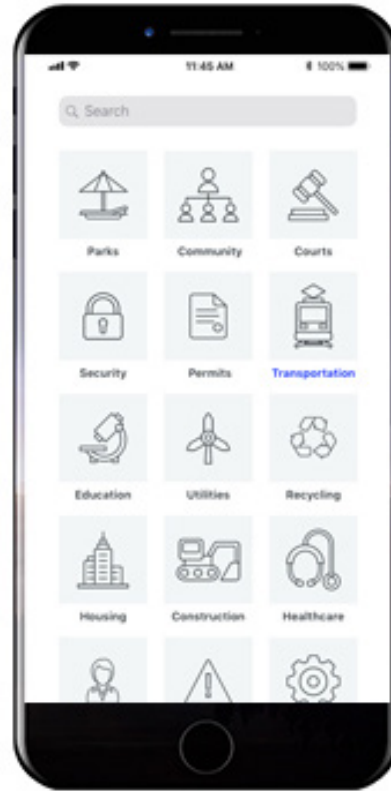
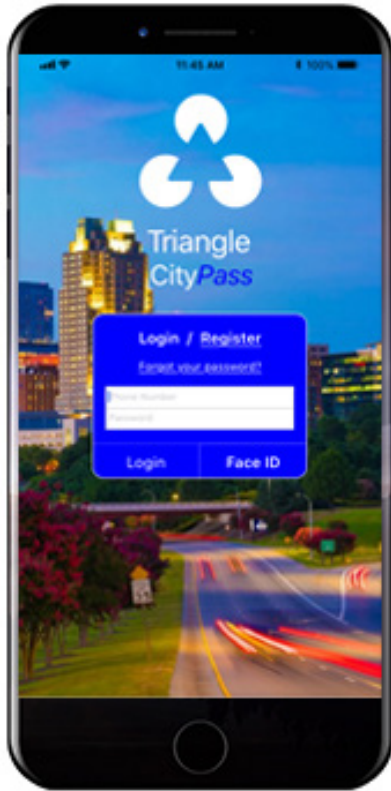
Parking App

A design sprint for a digital product that could help governments and municipalities dealing with growing urbanization.



Complete UX package for non-profit organization, including design system; brandbook; SEO strategy; multiple websites; various templates, tutorials and guidelines for internal and external usage.





CONDUENT, INC.

DATE: February 2020

PLATFORM: Mobile and tablet

CHALLENGE

Today, 54% of the world's population lives in urban areas, a proportion that is expected to increase to 66% by 2050. Projections show that urbanization combined with the overall growth of the world's population could add another 2.5 billion people to urban populations by 2050. Think about a digital product that could help governments and municipalities dealing with this challenge.

WHAT I DID

- 01: Design Sprint
- 02: Affinity Mapping
- 03: Experience Mapping
- 04: User Journey Mapping
- 05: Personas
- 06: Rapid Prototyping
- 07: Mid-fidelity realistic prototype, enough for usability testing, technical review and stakeholder review



01 UNDERSTAND

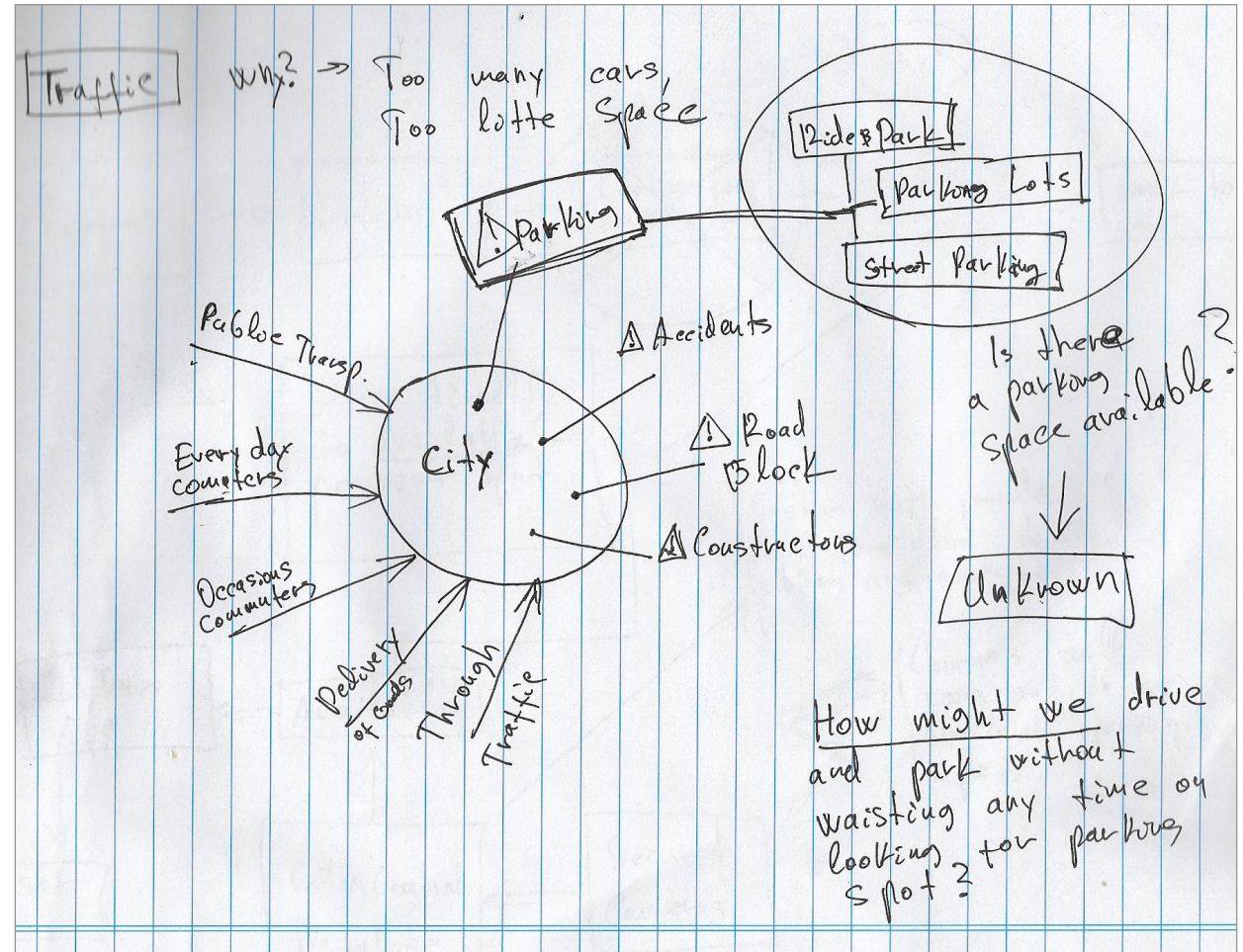
After interviewing key stakeholders I identified most critical areas that can be improved with digital products. One of the problems any big city is facing now and will face in the future is traffic jams. One of causes that creates traffic jams is unavailable parking. For example, in Paris, as in many cities, the average citizen spends four years of his life trying to find a parking space. I think that time can be spent on something better, than driving around and looking for available parking spot.

AFFINITY MAPPING






- Start at the End - focus on the long term goal
- List all “How might we fall” things that can prevent you from achieving your goal
- Create a problem map and select specific problem point.
- Talk to the experts, share knowledge, build deep understanding of the problem, improve your map with new information.
- Make HMW? notes
- Organize your notes and pick a target for design sprint.

How Might We
encourage
people to
use public
transportation
more?

How Might We
reduce the
time you spend
on looking for
parking?





Phases	PLAN YOUR TRIP	DRIVE TO DESTINATION	LOOKING FOR PARKING SPOT	PARK AND PAY	COME BACK TO CAR
Actions	<ol style="list-style-type: none"> 1. Checking the map 2. Searching for possible parking areas 3. Checking the traffic 4. Estimating arrival time 	<ol style="list-style-type: none"> 5. Estimating parking time 6. Driving and following navigator's directions 7. Checking arrival time 	<ol style="list-style-type: none"> and making sure your are on schedule. 8. Searching for free parking. 9. Considering paid parking options 	<ol style="list-style-type: none"> 10. Making decision bases on time availability and parking cost. 11. Looking for parking signs. 12. Parking the car. 	<ol style="list-style-type: none"> 13. Deciding on payment options - App/Kiosk/ Cash? 14. Navigating back to car. 15. Leaving parking spot.
Thoughts	<ul style="list-style-type: none"> • How long will it take to get there? • How bad is traffic around there? • Do I know that area well? • Is street parking available there? 	<ul style="list-style-type: none"> • Will have enough time if I park further away and walk to my final destination? 	<ul style="list-style-type: none"> • Is it legal to park on the street? • Do keep looking for street parking on just use paid parking? 	<ul style="list-style-type: none"> • How do I pay? • Is parking time limited? • Do I leave my car here or try to find another spot? 	<ul style="list-style-type: none"> • How do I get back to my car? • When is my parking time will be expired?
Emotions	 <ul style="list-style-type: none"> • Uncertainty - can I be there in time? • Discomfort - do I need to more time? 	 <ul style="list-style-type: none"> • Worry • Distraction 	 <ul style="list-style-type: none"> • Hope - I hope I'll find it soon. • Joy - if found 	 <ul style="list-style-type: none"> • Uncertainty - will I get a parking ticket? 	 <ul style="list-style-type: none"> • Distraction - I need to go back before my parking time is expired. • Anger - if ticket.

Experience mapping enables you to get into the mindset of the user and illuminates pain points, identifying opportunities to create improved user experiences. A general human perspective (not a specific to a particular user type or product or service) is that city parking experience is mostly associated with negative emotions.



03 SKETCH

- List all of the ideas, focus on quantity, not quality
- Present each idea in very short demo

Access public transportation and other City services with facial recognition systems

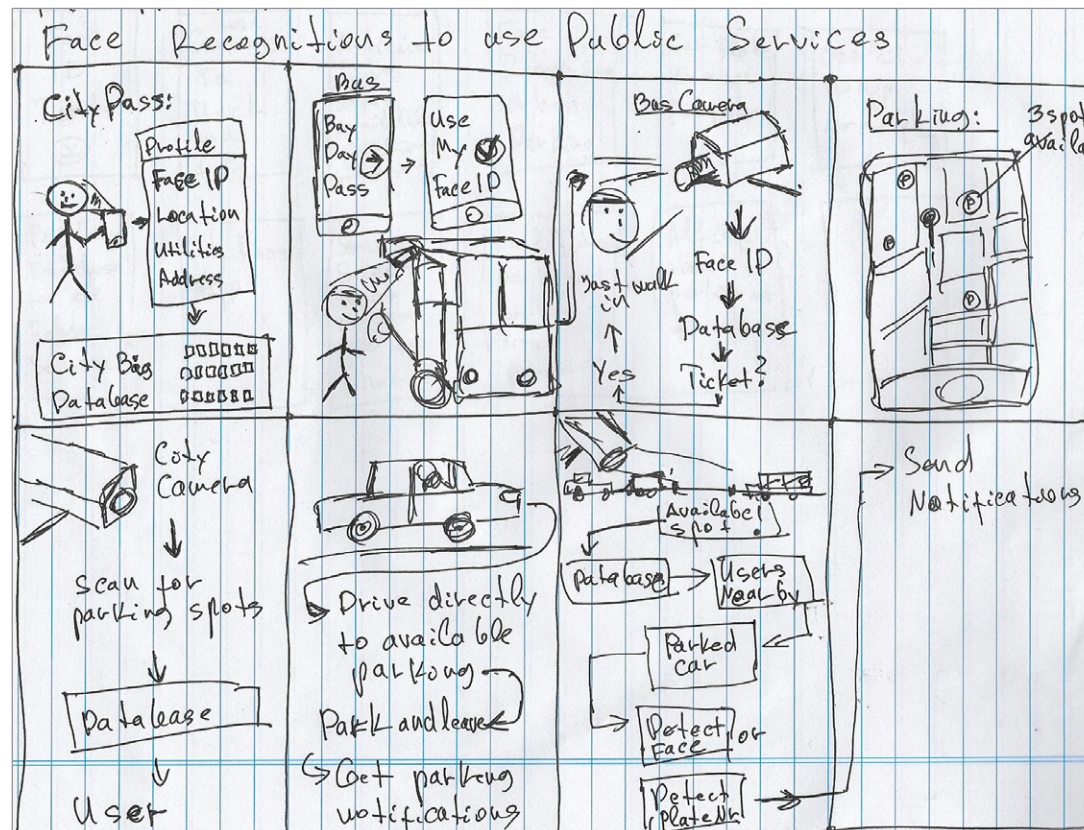
Real-time notifications system about available parking spots

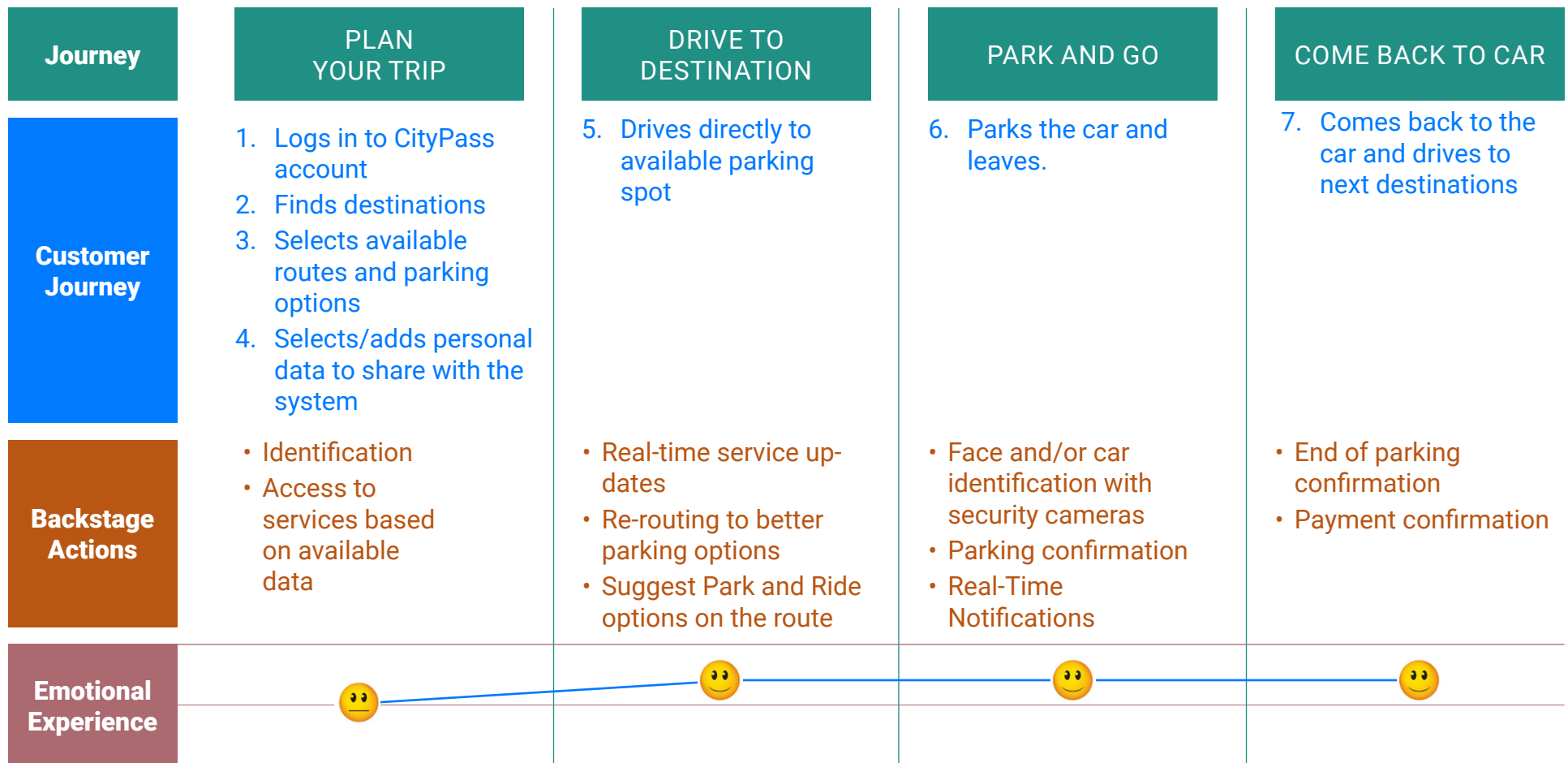
Pay for actual parking time by the minutes

All information about parking on the map: parking cost, limits, no parking zones, etc.

Instead of parking, share your self-driving car with City car sharing service and make some \$.

- Sketch your ideas
- Select sketches that fits your goal the best for prototyping
- Flesh out the best idea(s) in a detailed solution sketch



**GREG**

Occasional
Commuter

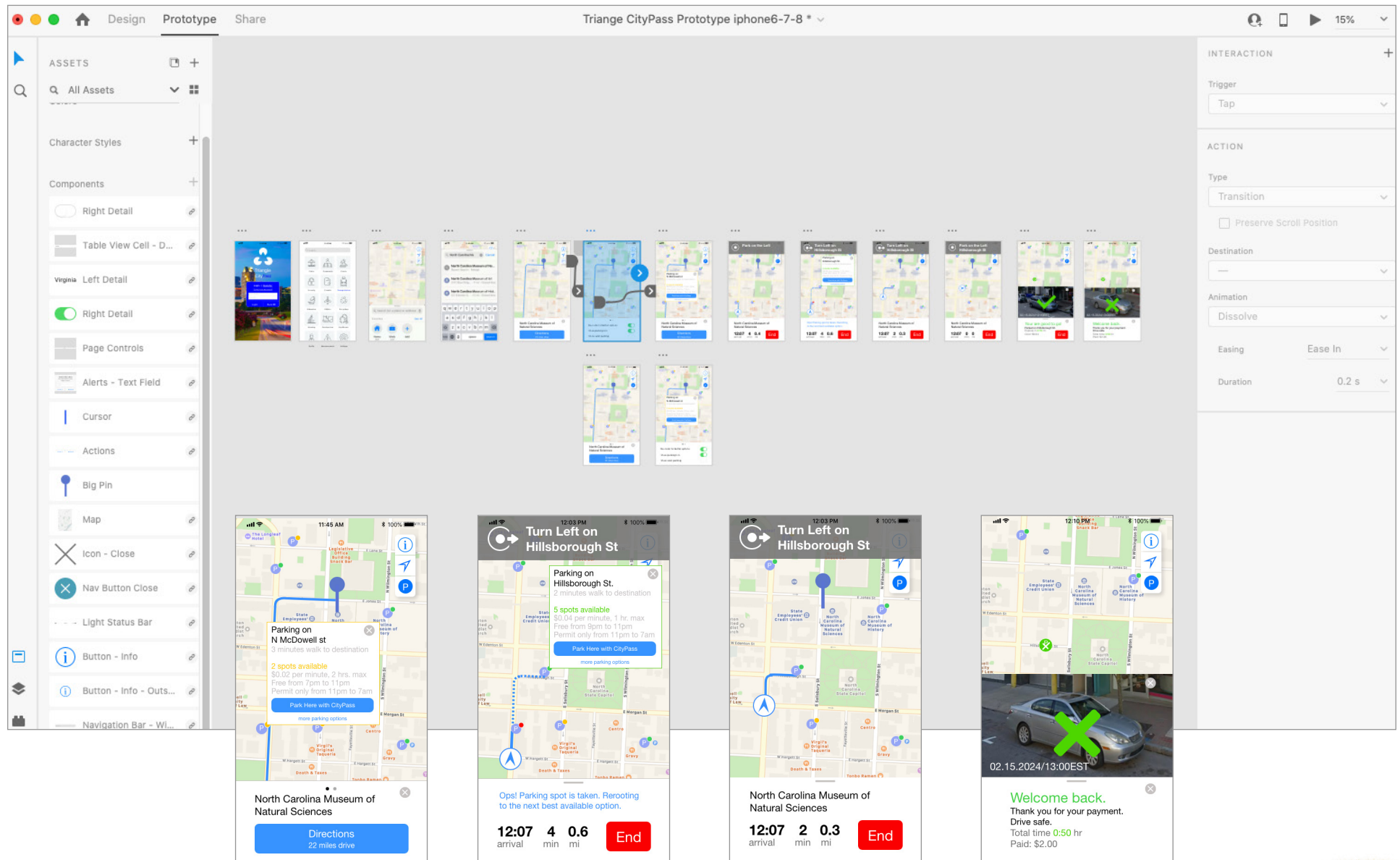
Greg lives and works in Triangle City suburbs. He occasionally needs to go to the City to meet with his clients during the work hours. He usually has three 45-minutes-to-1,5-hour meetings per visit in different locations of the city. Greg knows the city well, he drives his own (not-self-driving) car and prefers to park it on the street. He usually uses mobile phone to pay for parking, but prefers to find a free parking spot.

Goals/Expectations:

- Stay on schedule
- Save time
- Save money



05 PROTOTYPE



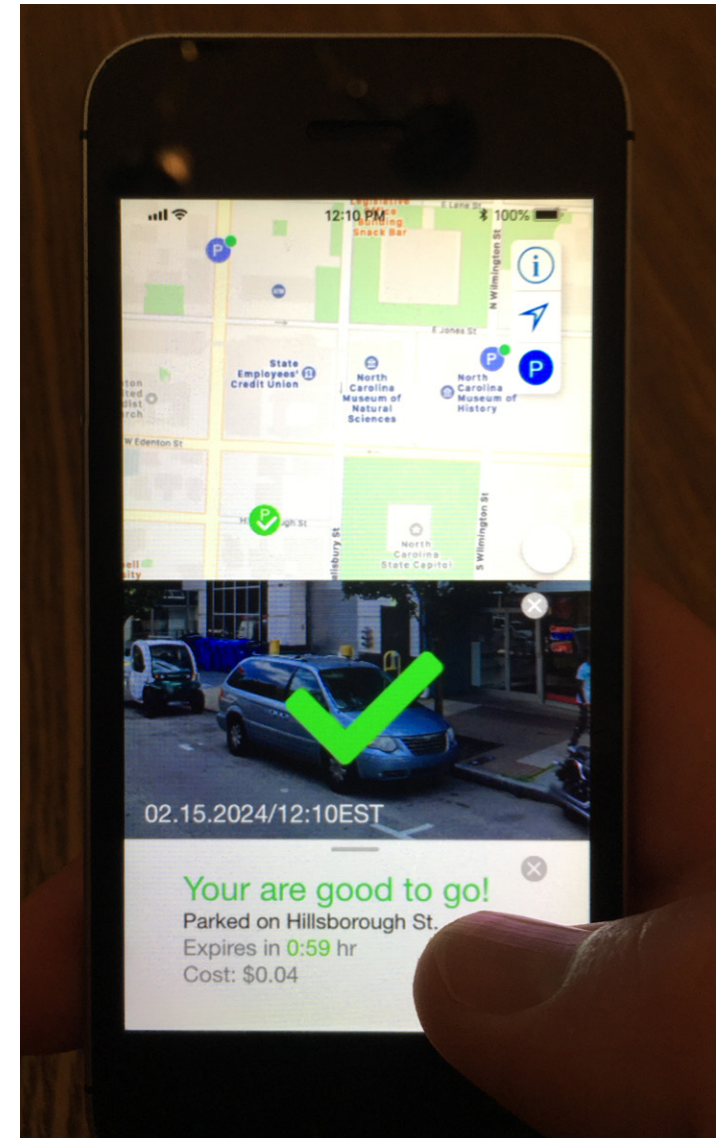
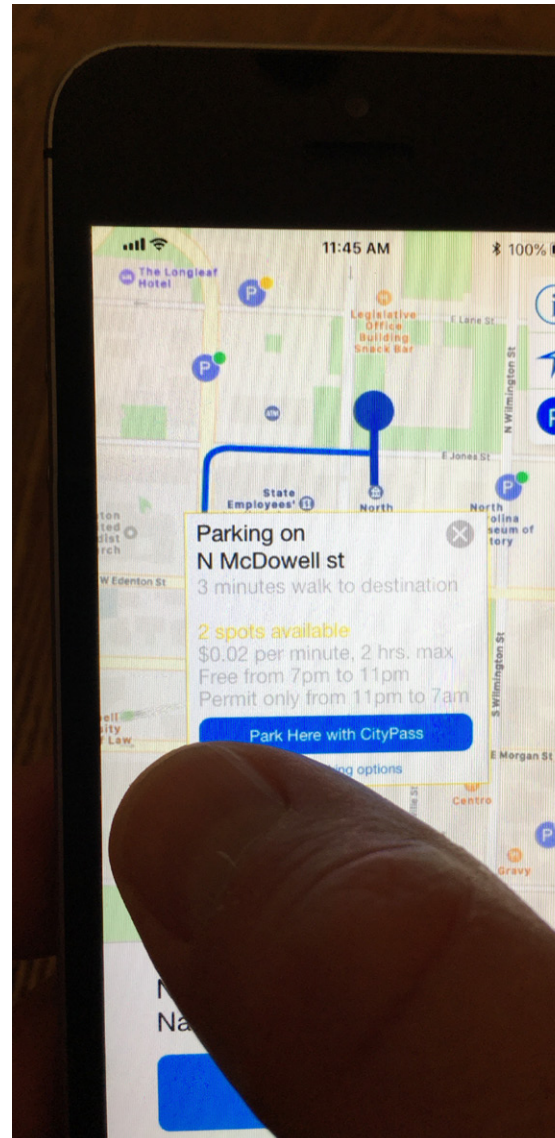
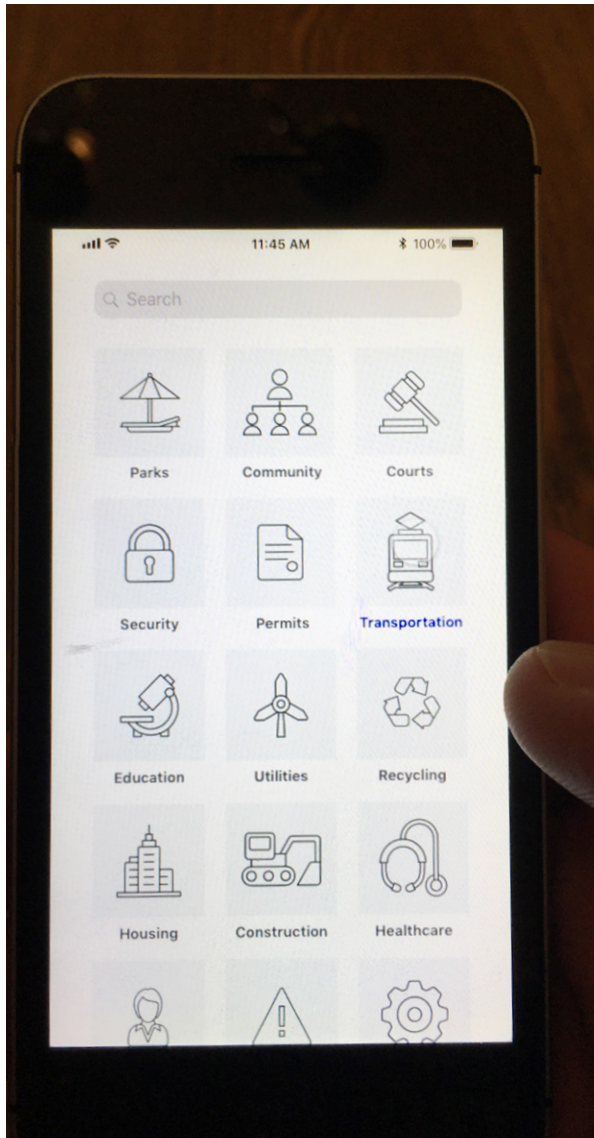
11

PORTFOLIO 2020
DESIGN SPRINT
PROJECT OVERVIEW

Prototype phase, is when many decisions are made around what exactly the concept is and includes. I usually aim to create a prototype that is just real enough to test and validate.



06 VALIDATE



BEFORE



MERIDIAN INTERNATIONAL CENTER

DATE: May 2019

PLATFORM: Desktop, mobile and tablet

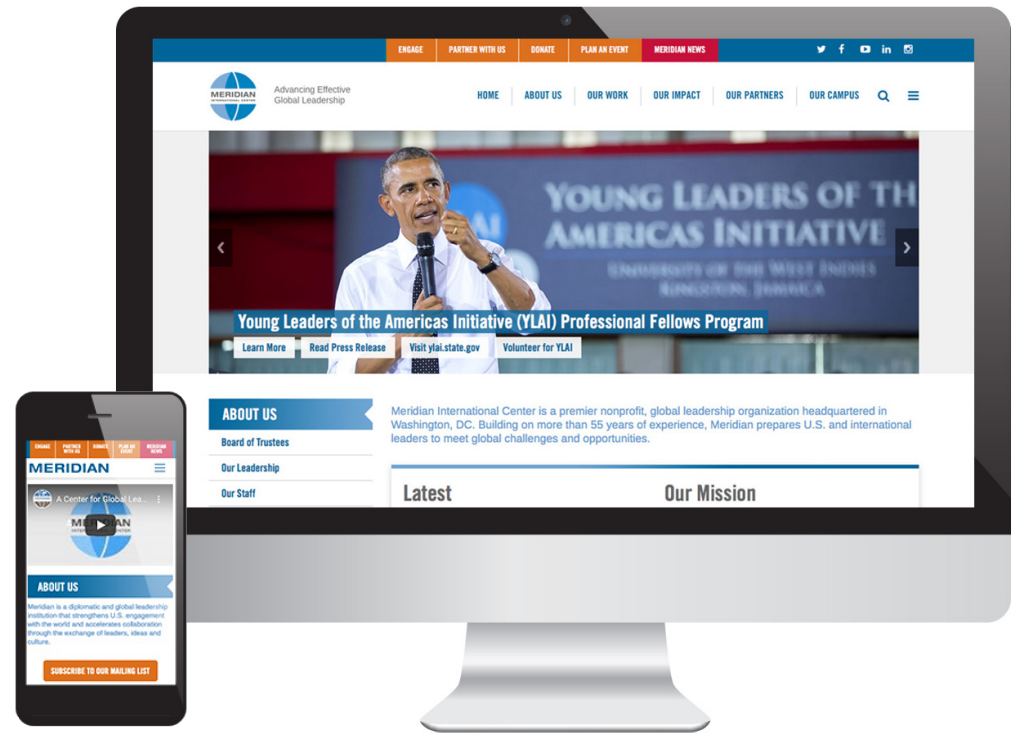
CHALLENGE

Rethink and redesign Meridian's web user experience. Rebuild old website from a standard portal to a rich multidimensional platform. Support Meridian clients and employees with the best and most up-to-date UX practices. Align website functionality with day-to-day operations of all internal departments.

13

PORTFOLIO 2020
MERIDIAN.ORG
PROJECT OVERVIEW

AFTER



WHAT I DID

- | | |
|--|---|
| 01: Setting goals and objectives | 13: SEO assessment |
| 02: Conducting interviews | 14: Design concept |
| 03: Building web marketing map | 15: Low-fidelity prototypes |
| 04: Creating project roadmap | 16: Creating wireframes |
| 05: Conducting competitive research | 17: Early usability testing |
| 06: Establishing key audiences | 18: High fidelity prototypes |
| 07: Building personas | 19: Usability testing |
| 08: Creating scenarios | 20: Website development |
| 09: Creating user journeys and stories | 21: Website launch, support and maintenance |
| 10: Creating site maps | |
| 11: Content audit and inventory | |
| 12: Creating information architecture | |



01 **SETTING GOALS AND OBJECTIVES**

URL : meridian.org, blog.meridian.org

OWNER : Meridian International Center, a non-partisan, non-profit global leadership organization.

WHAT'S ARE THE WEBSITES ABOUT?

Meridian website is a split between digital portfolio, public website that provides their clients with relevant information, and the online media platform promoting diplomatic and global leadership that strengthens U.S. engagement with the world and accelerates collaboration through the exchange of leaders, ideas and culture. Meridian blog is public non-partisan platform for interest-based community - people who engage with exchange, training, culture and convening programs to help leaders better address global challenges and opportunities.

WHAT ARE THE GOALS OF THE WEBSITES?

The goal of the websites is to showcase Meridian's unique value proposition, promote Meridian's mission and vision, increase Meridian's web audience, and provide an integrated solutions for Meridian's departments needs applying latest trends, technologies and the optimal user experience.

WHO ARE THE USERS OF THE WEBSITE?

PRIMARY AUDIENCE : The diplomatic community, government officials, NGO's and corporate leaders, current and former participants of international exchange programs, subject experts, bloggers, philanthropists and supporters.

SECONDARY AUDIENCE : New and returning web users.



Interview Project Plan

Purpose

Gather information about current Meridian practices. Collect technical and functional requirements for new Meridian web strategy, new website design and website management.

Method

Semi-structured interviews with Meridian employees, supporters and program participants.

Interview location

Meridian House or White-Meyer House, Washington, DC

Recording equipment

H4N audio recorder.

Participants

Heads of Meridian Departments, Meridian Program Officers, IVLP participants, Members of Meridian Councils

Interview guide

1. Website Strategy
 - 1.1 What goals do you have for the new website? (e.g., donations, social media engagement)
 - 1.2 What is the brand image and value proposition you want to communicate through the new website?
 - 1.3 Who are the primary audiences for the new website?
2. Website Design
 - 2.1 What elements of the user experience are required to meet your goals? (e.g., "must-have" features, functionality, and content)
 - 2.2 What best practices from your competitors do you want to adopt?
3. Website Management
 - 3.1 How much effort / resources are you able to commit for ongoing website maintenance?
 - 3.2 Will you use in-house or external developers?
 - 3.3 What process changes and training are required to support website strategy?

Consent & NDA

Written consent.

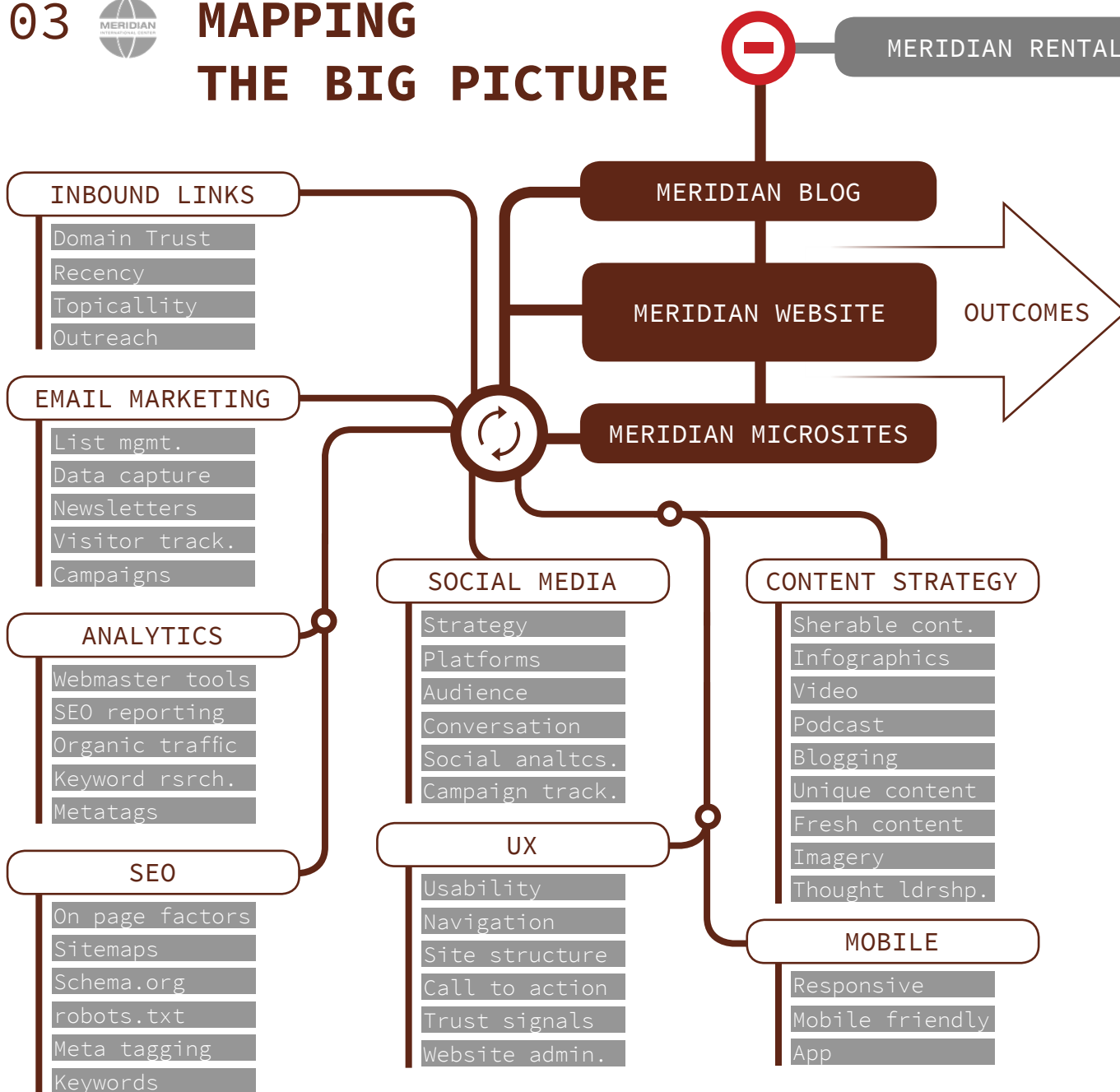
Communications

Make sure at least one member of Meridian Communications Committee team observing each interview and taking notes. Host a workshop at the end for Communications Committee to identify design opportunities based on the research.

Page 1 of 3



MAPPING THE BIG PICTURE



Separate website with different domain name and own web marketing strategy

PURCHASE

- Purchase Annual Memberships
- Purchase Tickets for Paid Events
- Purchase Paid Trainings
- Donate Online and Offline

CONNECT

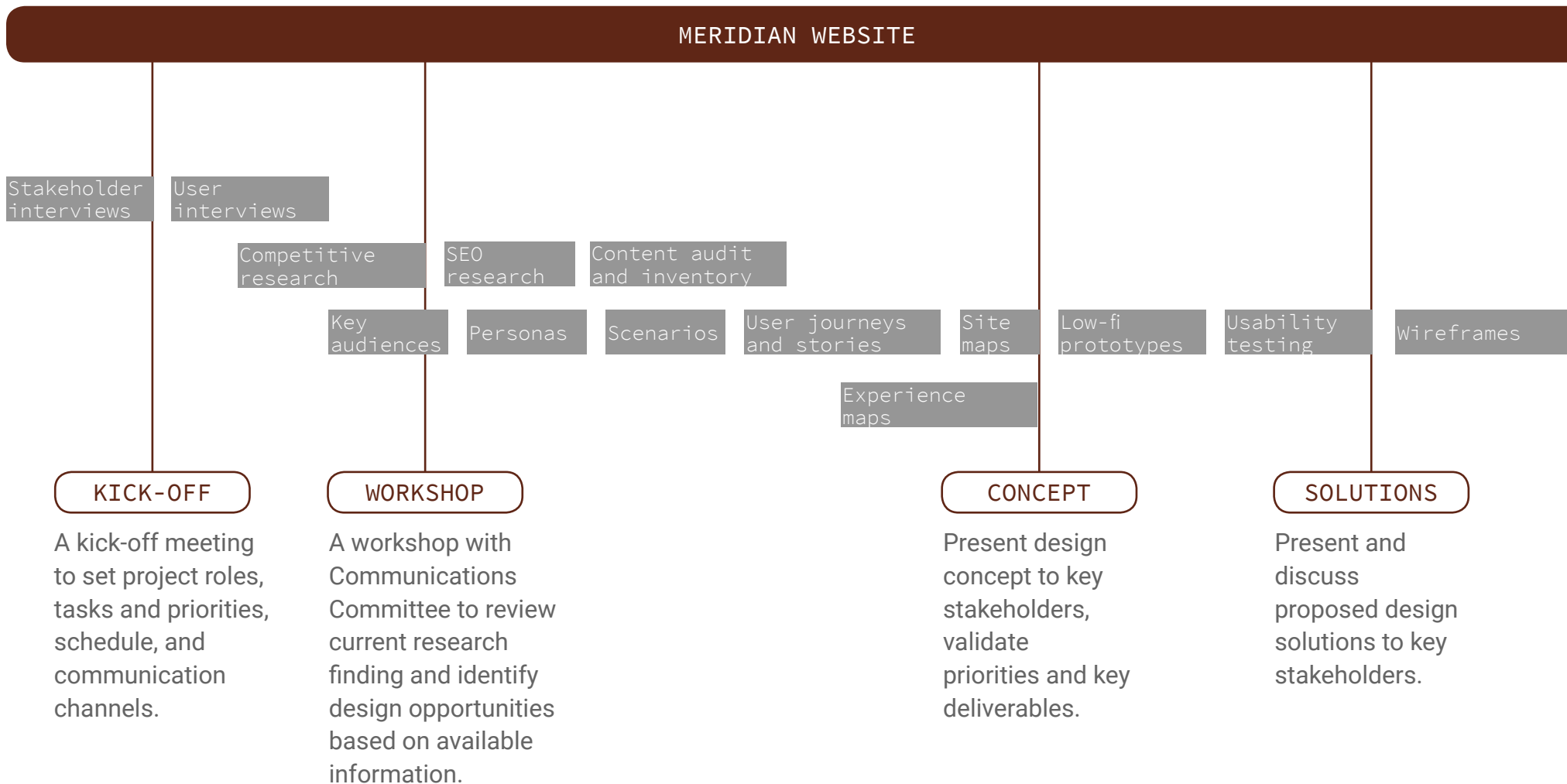
- Subscribe to Email Newsletters
- Connect/Share on Social Media
- Register to Attend Public Events
- Learn about Meridian's mission
- Register as Meridian Blog Contributor
- Contact Us

DOWNLOAD

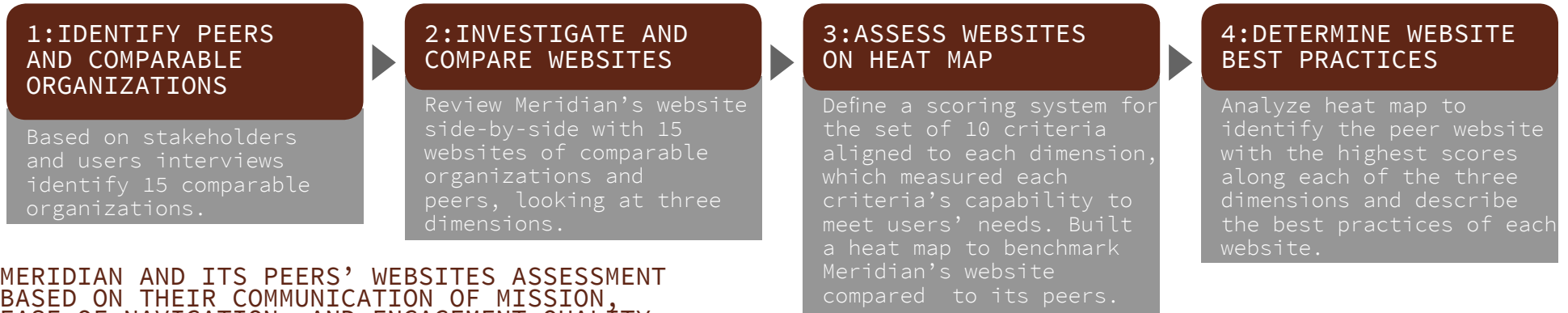
- Information on Meridian Programs
- Flagship Content



04 PROJECT ROADMAP



05 CONDUCTING COMPETITIVE RESEARCH: METHODOLOGY



MERIDIAN AND ITS PEERS' WEBSITES ASSESSMENT BASED ON THEIR COMMUNICATION OF MISSION, EASE OF NAVIGATION, AND ENGAGEMENT QUALITY

Dimension	Criteria	Scoring	Representative Capabilities
MISSION AND IMPACT	Mission Statement Prominence, Clarity, and Consistency Clarity of Organizational Focus Areas Use of Graphics to Reinforce Mission Showcasing of Recent Successes and Impact	0-3	Graphics on impact, mission is less than a paragraph, etc.
		0-3	
		0-3	
		0-3	
NAVIGABILITY	Key Navigation Tools in Prime Real Estate Logical Flow of Information Friendly, Intuitive User Experience	0-3	Information flows from left to right, number of clicks to desired information, etc.
		0-3	
		0-3	
USER ENGAGEMENT	Social Media Effectiveness and Prominence Compelling and Relevant Content for Users Recognition of Sponsors and Contributors	0-3	Thank sponsors/donors, ask users to "connect" or "donate", links to more information, etc.
		0-3	
		0-3	

SCORING SYSTEM KEY

- 0 Capability does not exist
- 1 Limited capabilities that do not fully meet audiences' needs
- 2 Capability meets basic audiences' needs
- 3 Capability exceeds expectations



05 CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT

The screenshot shows the CSIS website homepage. Annotation 1 points to the top navigation bar which includes links for 'Multimedia', 'Publications', 'Events', and 'Press'. Annotation 2 points to a featured article titled 'Read "The President, King Salman, and the Gulf between Them," a new CSIS commentary by Anthony H. Cordesman, Arleigh A. Burke Chair in Strategy.' Annotation 3 points to the 'Connect' section which includes links for 'Register', 'Facebook', 'Twitter', 'App', and 'more'. Annotation 4 points to the 'EVENTS SERIES' section which features 'CSIS-Schiff School Dialogues'.

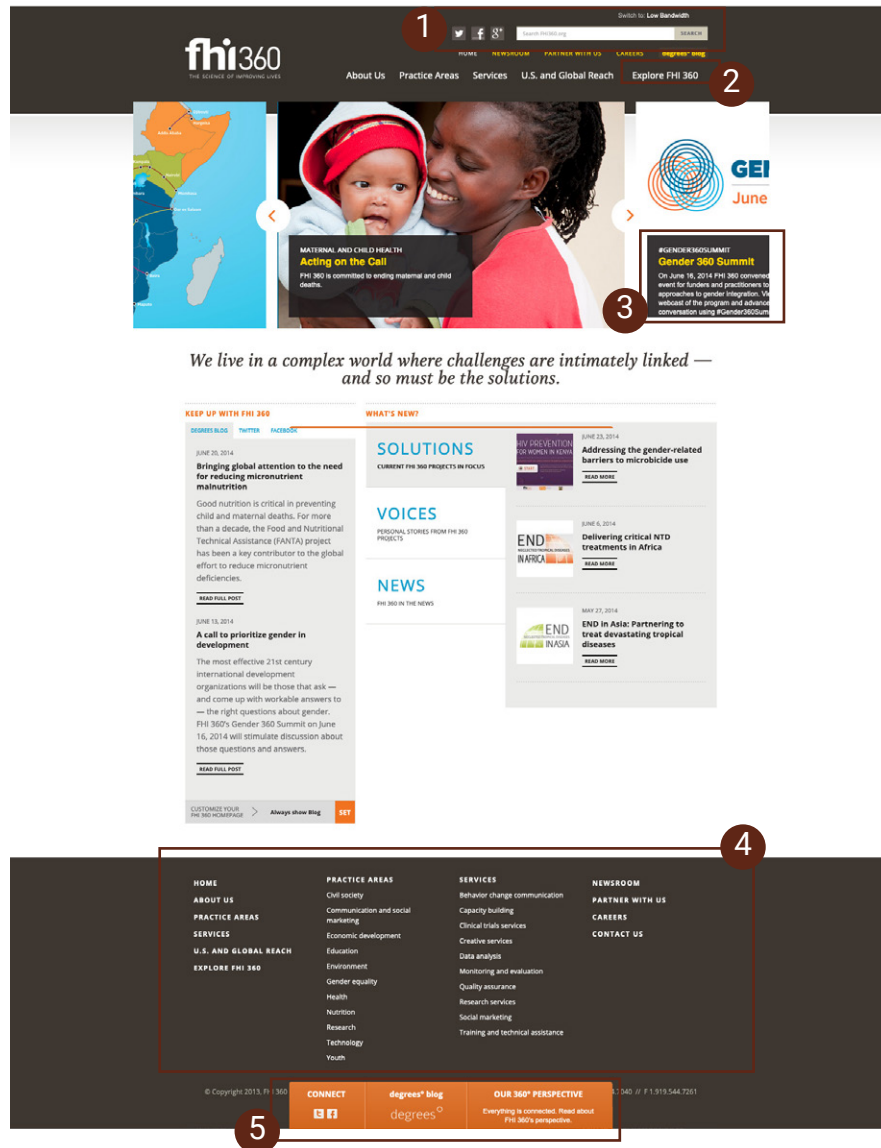
CENTER FOR STRATEGIC AND INTERNATIONAL STUDIES (CSIS) HAS A STRONG SOCIAL MEDIA AND CONTRIBUTOR ENGAGEMENT STRATEGY

- 1 Multimedia, publications, events, and press releases each have their own organized library of content
- 2 "Connect" call to action is specific and highlighted in prime real estate on the home page; there's also a link to "more" to access program-specific social media platforms
- 3 Users can subscribe to email updates on current issues and upcoming CSIS events
- 4 CSIS recognize their contributors / constituents by saying underneath a description of an upcoming event series, "Made possible with support from the Stavros Niarchos Foundation." or, "With Support from Walmart."

DIMENSION: USER ENGAGEMENT	
Criteria	Score
Social Media Effectiveness and Prominence	3
Clear and Appropriate Call to Action	3
Recognition of Sponsors and Contributors	3



05 CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT



FHI 360'S WEBSITE HAS NAVIGATION TOOLS THAT HELP USERS FIND CONTENT IN INTUITIVE LOCATIONS AND EXPLORE LINKS OF INTEREST

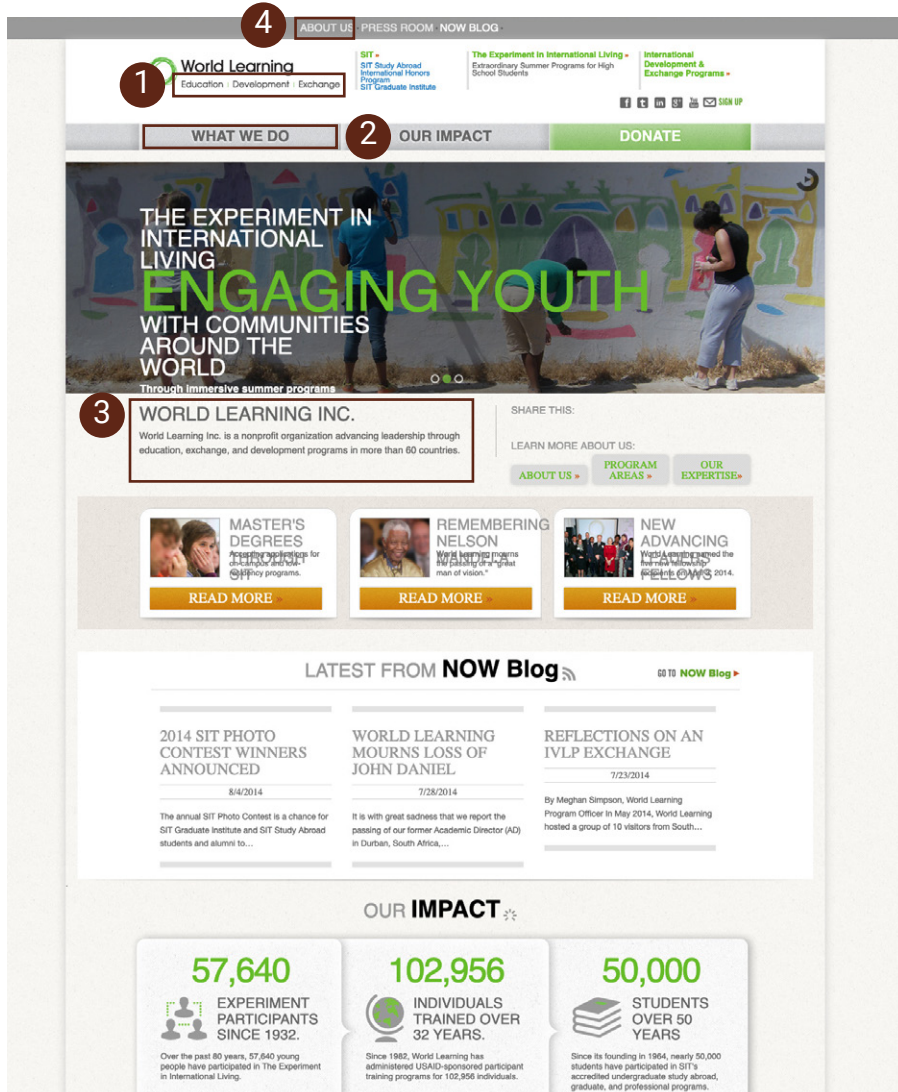
- 1 FHI 360 offers a number of navigation tools, such as a search bar powered by Google and a low bandwidth view option, that sit in prime real estate, making the website easier to explore
- 2 There's an "Explore FHI 360" navigation tool that indexes all potential areas of interest to a website user
- 3 The website's presentation of information flows logically as our eyes move first from left to right, then top to bottom
- 4 The navigation key appears at the bottom of all pages and organizes the information in an intuitive way to minimize the number of clicks needed to get to the information a website user is looking for
- 5 Links to social media platforms, blogs, and "About Us / Our 360° perspective" can be pulled up by hovering on the bar that sits at the bottom of every page

DIMENSION: NAVIGABILITY

Criteria	Score
Key Navigation Tools in Prime Real Estate	3
Logical Flow of Information	3
Friendly, Intuitive User Experience	2



05 CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT



WORLD LEARNING'S WEBSITE HAS A SIMPLE YET MEANINGFUL MISSION AND FOCUS AREAS, VISIBLE ON EVERY PAGE

- 1 Under the logo, "Education / Development / Exchange" are a simple, concrete, and consistent message of WL's offerings and mission, which are shown in prime real estate on all pages of the website.
- 2 Did the message under the logo intrigue you? You can find out "What we do?" specifically if you hover over that menu option, which is visible on every page.
- 3 The core mission is succinct, focused, and meaningful to users both users familiar with WL and first time visitors.
- 4 Vision and Mission are clearly indicated on both the main page and the "About Us" page, which has a link available on every page. Mission is elaborated upon in two locations: on the home page and on "About Us" when you click at the top.

DIMENSION: MISSION AND IMPACT

Criteria	Score
Mission Statement Prominence, Clarity, and Consistency	2
Use of Graphics to Reinforce Mission	3
Friendly, Intuitive User Experience	3
Showcasing of Recent Successes and Impact	3

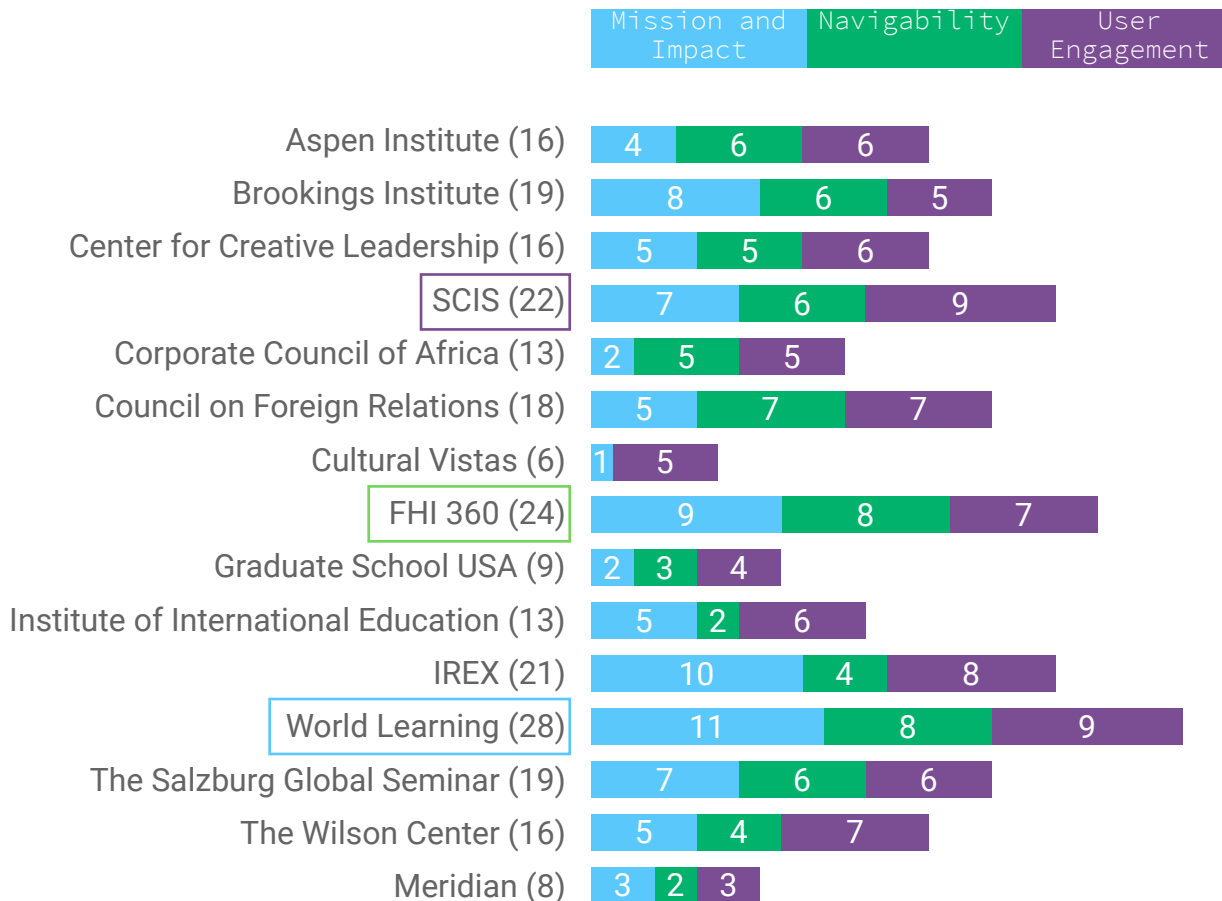


05 CONDUCTING COMPETITIVE RESEARCH: HEAT MAP

Peer (Total Score, Max = 30)	MISSION AND IMPACT				NAVIGABILITY			USER ENGAGEMENT		
	Mission	Focus Areas	Success and Impact	Graphics	Tools in Prime Real Estate	Logical Flow of Info.	UX	Social Media	Content	Recognize Sponsors
Aspen Institute (16)	1	1	1	1	2	2	2	3	3	0
Brookings Institute (19)	2	2	3	1	3	3	0	3	2	0
Center for Creative Leadership (16)	0	1	2	2	2	1	2	3	3	0
CSIS (22)	3	1	2	1	1	3	2	3	3	3
Corporate Council of Africa (13)	0	1	2	0	1	1	3	2	1	2
Council on Foreign Relations (18)	0	1	3	1	3	2	2	3	3	0
Cultural Vistas (6)	1	0	0	0	0	0	0	3	2	0
FHI 360 (24)	2	3	3	1	3	3	2	2	2	1
Graduate School USA (9)	0	1	1	0	2	1	0	2	2	0
Institute of International Education (13)	0	1	3	1	0	1	1	2	3	1
IREX (21)	3	3	2	2	1	2	1	3	2	2
Meridian (8)	1	0	2	0	0	1	1	1	1	1
The Salzburg Global Seminar (19)	0	3	3	1	1	2	3	2	2	2
The Wilson Center (16)	3	0	1	1	1	2	1	3	3	1
World Learning (28)	2	3	3	3	3	3	2	3	3	3



05 CONDUCTING COMPETITIVE RESEARCH: SUMMARY



TAKEAWAYS:



Use SCIS website to gather best practices in User Engagement



Use FHI 360 website to gather best practices in Navigability.



Use World Learning website to gather best practices in Mission and Impact



World Learning has the best website along all three dimensions.





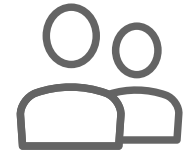
NON-PROFIT
ORGANIZATIONS



CULTURAL DIPLOMACY
LEADERS AND ADVISORS



THE DIPLOMATIC
COMMUNITY



CURRENT AND FORMER
PARTICIPANTS OF
INTERNATIONAL MERIDIAN
PROGRAMS



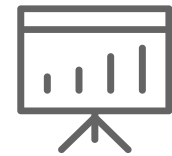
MID-CAREER
PROFESSIONALS FROM
DIVERSE SECTORS AND
DISCIPLINES



GOVERNMENT
OFFICIALS



FOUNDATIONS
AND INDIVIDUAL
PHILANTHROPISTS



LEADERS IN CORPORATE
SOCIAL RESPONSIBILITY
AND INTERNATIONAL
INITIATIVES



Low
value/priority
users



Medium
value/priority
users



High
value/priority
users



07 BUILDING PERSONAS



SADIYA

Participant of International Meridian Program
Age: 33
Family: Single
Occupation: Social Entrepreneur
Location: Bangladesh
Education: Master's Degree

MAIN GOALS

- 01: To get the most out of Meridian Program
- 02: To find the right level of information quickly
- 03: Make new contacts and connections U.S.

INTERNET USAGE

70% on desktop / 30% on mobile phone, email communication, websites, search engines, blogs, direct marketing, social media, forums for international exchanges.

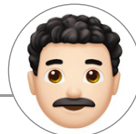
PAIN POINTS

- 01: Finds it hard to find relevant content
- 02: The content found is not always up to date
- 03: Finds it hard to get share it with friends and colleagues
- 04: Finds it hard to get the contacts for the right people

MOTIVATION

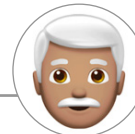
- 01: Always stay informed, find suitable content
- 02: Stay in touch with distant colleagues and friends

GREG



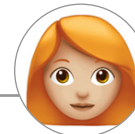
Meridian Supporter

HON. FRED



Meridian Ambassador

JANNIE



Meridian Employee

NEEDS

- » How can I find the newest content about my program?
- » How do I apply to participate in program events?
- » How are primary and secondary contacts for my program?
- » Who are other program participants?
- » What is media coverage for my program?
- » How can I stay in touch with Meridian community?
- » Can I contribute as content creator?

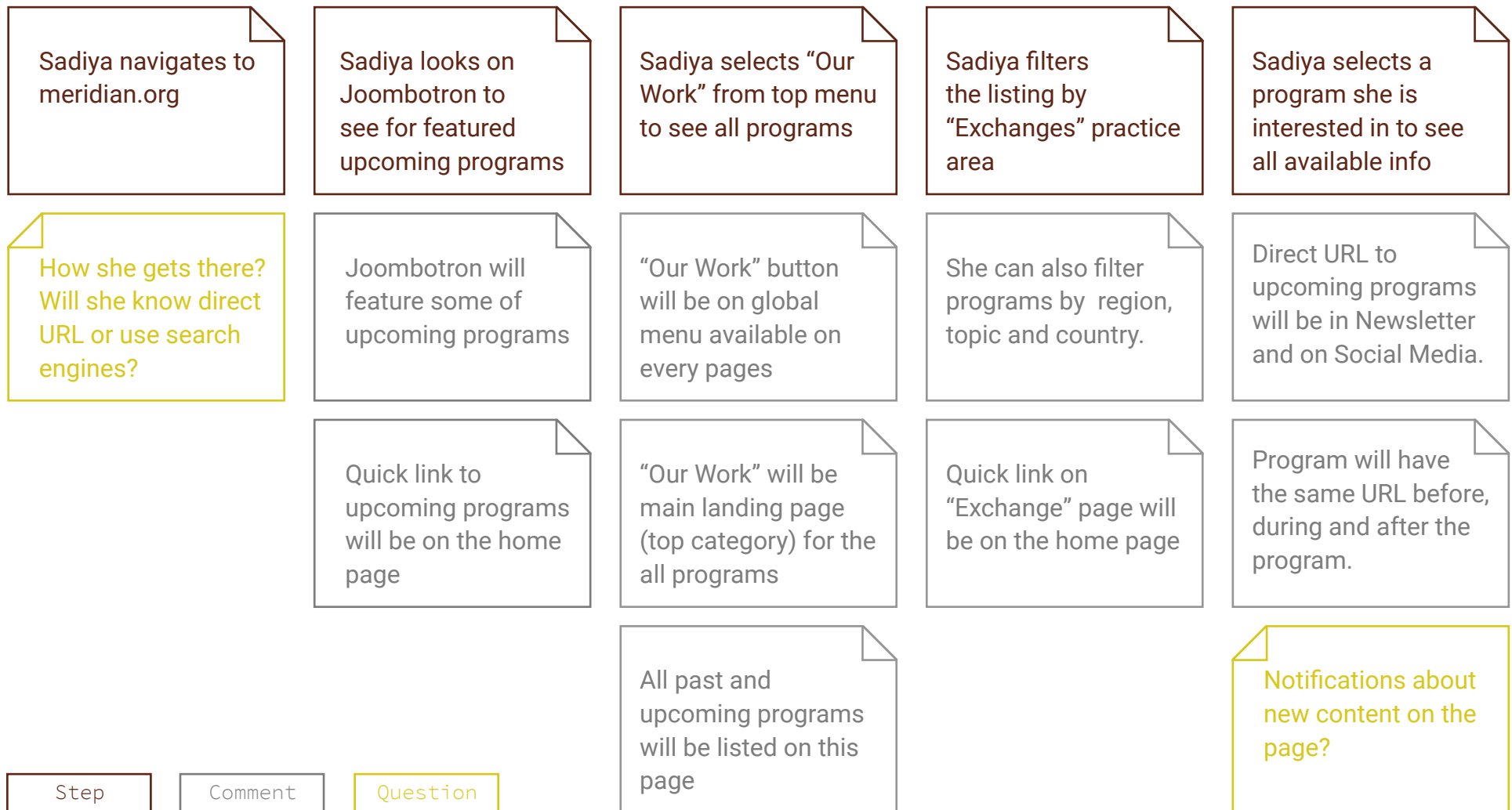
PROPOSED SOLUTIONS

- » Adaptive website design
- » Accessibility, UX, IA
- » Subscribe option
- » News / media section – photo, audio, video content
- » Participants profiles with details
- » PO and PA contact info
- » Email newsletter
- » Video capsule with latest news
- » Related resources weblinks

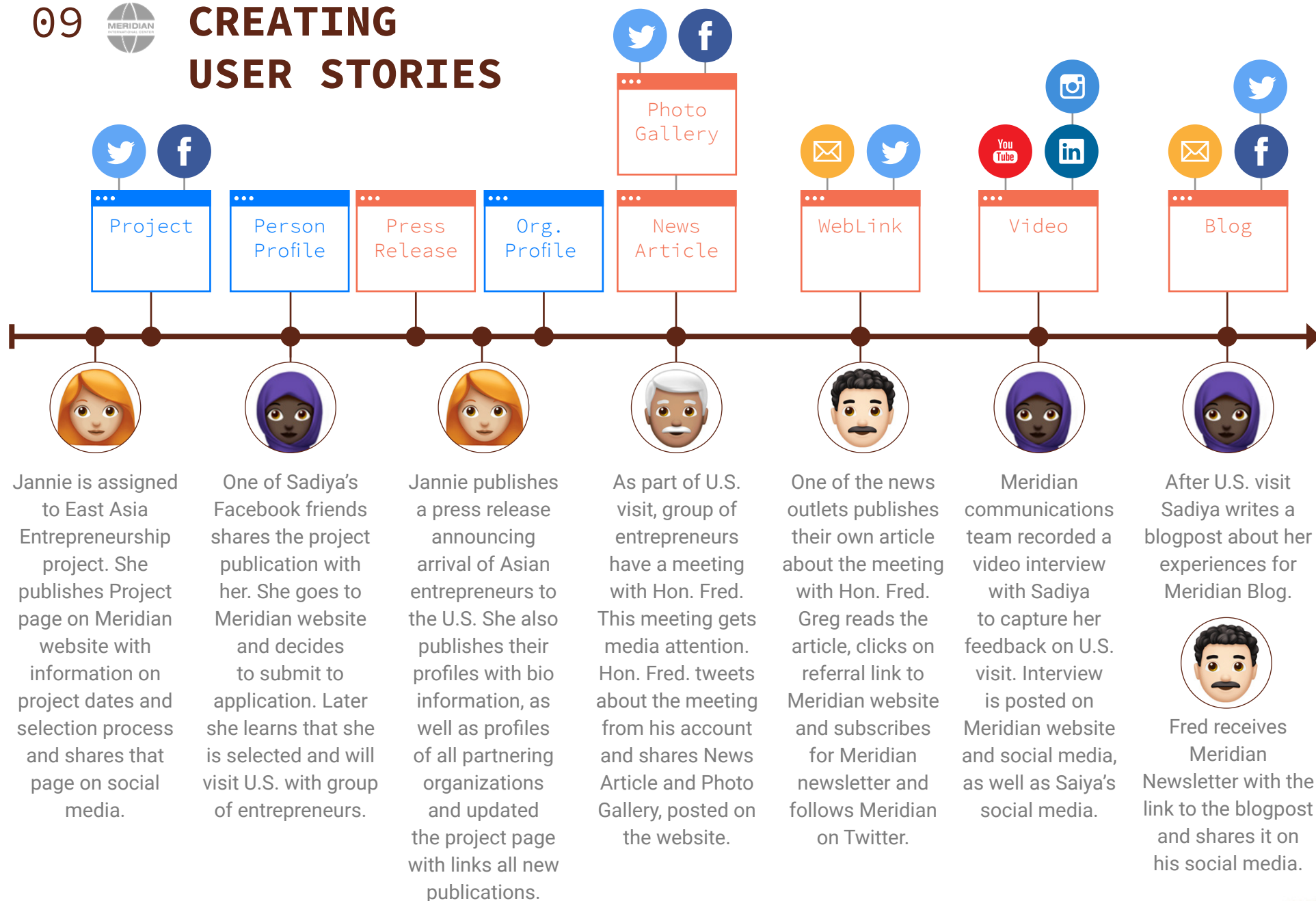


08 CREATING SCENARIOS

SADIYA IS DOING RESEARCH ON UPCOMING MERIDIAN EXCHANGE PROGRAMS AND WANTS TO ENROLL TO PARTICIPATE IN ONE OF THEM



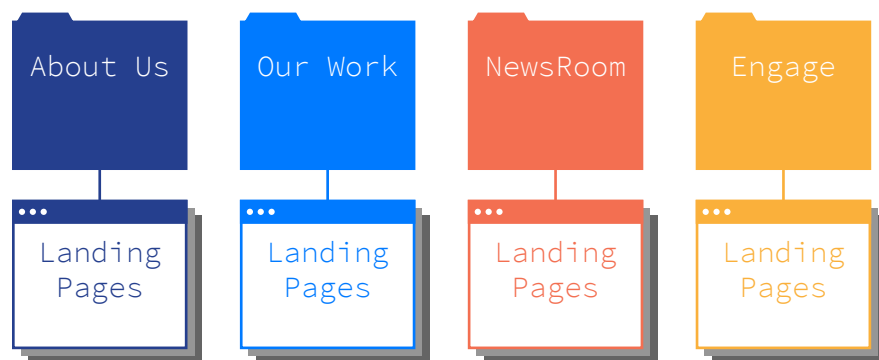
CREATING USER STORIES



10 CREATING SITE MAPS

CONTENT CATEGORIES

Every landing pages on the website belongs to one of main 4 categories: About Meridian (everything about the organization: board, staff, mission, vision, etc.), Our Work (Meridian's projects, programs, sub-portfolios, portfolios and impact), NewsRoom (Meridian press-releases, news articles, videos, etc.) and Engage (all publications with call for action).



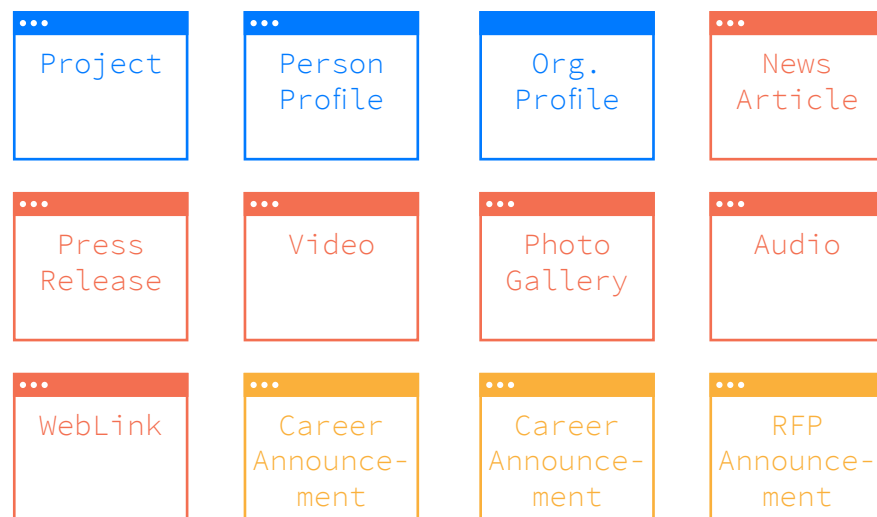
TAXONOMY

The different facets (sets of attributes) are assigned to every publication on the website. Number of attributes depends on category and type of publication. One publication can be assigned to multiple taxonomies (sets of attributes):

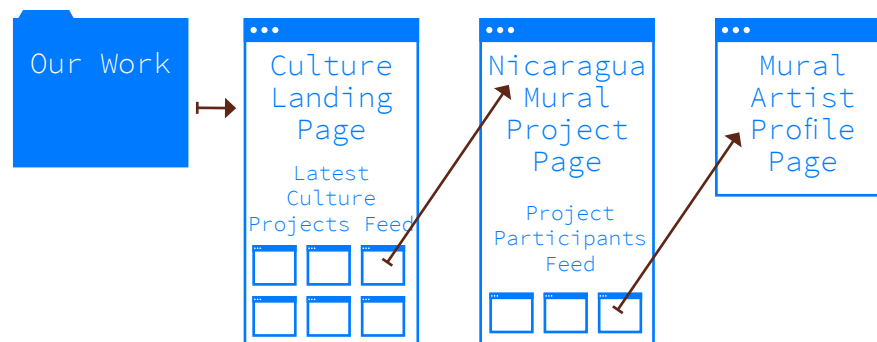
- Practice Areas(s)
- Topic(s)
- Partner(s)
- Region(s)
- Country(ies)
- Program(s)
- Department(s)
- Year
- Council(s)
- Hashtag

TYPES OF PUBLICATIONS

Different type of publication is used to publish different type of content. Each type has predetermined structure and content guidelines.



INFORMATION FLOW





	A	B	C	D	E	F	G	H	I
1	Page	Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Score
2	/	Home Page	117919	93319	71.20	87250	39.28%	37.82%	B
3	/rent	Rental Page	31054	24457	147.31	14201	68.59%	62.27%	B
4	/iylep2015	Program Page	28975	20425	300.35	19374	71.21%	65.56%	C
5	/careers	All Careers	26250	21788	26.21	6566	11.06%	9.39%	B
6	/meridian/careers-and-internships/careers	Careers openings	25707	19542	38.53	3230	56.81%	31.87%	B
7	/staff	Staff bios and contacts	18713	10730	50.50	2051	27.94%	14.92%	B
8	/meridian/about-meridian-international-center	About Meridia Page	16030	13508	128.19	2549	55.71%	39.64%	B
9	/meridian/our-campus/meridian-house	Meridian Campus, Meridian House	11854	9722	57.24	6479	34.70%	31.36%	A
10	/contact-us	Contacts Page	11652	10354	124.73	3388	71.84%	57.17%	A
11	/ball	Meridian Ball Page	10502	7843	109.53	5173	58.82%	44.32%	B
12	/ivlp	Program Page, IVLP	10058	7695	95.79	2542	62.43%	34.17%	B
13	/meridian/our-leadership	Leadership Bios	9911	6318	48.43	420	41.90%	14.37%	B
14	/meridian/careers-and-internships/internships	Internships openings	9082	5724	43.41	1494	38.96%	20.13%	B
15	/gallery-rentals	Gallery Rentals page	7929	7162	73.57	619	53.31%	42.17%	B
16	/events	Meridian Events pages	6026	4883	27.74	427	59.72%	18.75%	C
17	/culture	All Cultural programs	5956	4629	86.85	1256	49.04%	28.84%	B
18	/meridian/board-of-trustees	Board of Trustees Bios	5308	3948	73.49	496	59.68%	23.13%	B
19	/gli	GLI page	5096	4072	75.15	783	39.72%	21.39%	C
20	/beep2014	Program Page	4960	4222	310.55	3957	81.32%	76.69%	B
21	/youth-leadership-development	Youth Leadership Development Programs	4674	3883	63.32	505	57.82%	22.87%	B
22	/meridian/our-leadership/item/69-stuart-holiday	President's bio page	4093	3654	127.55	2076	75.19%	54.87%	A
23	/global-leadership-program	Program Page	3760	3038	47.61	207	48.31%	17.93%	A
24	/meridian/careers-and-internships/how-to-apply	Career page, how to apply and policies	3693	3195	90.54	319	49.53%	34.80%	A
25	/IYLEP2015	Program Page	3513	2589	322.01	2375	72.29%	68.49%	B
26	/meridian/our-campus/white-meyer-house	Meridian Campus, White-Meyer House	3438	2816	49.24	761	39.82%	25.19%	A

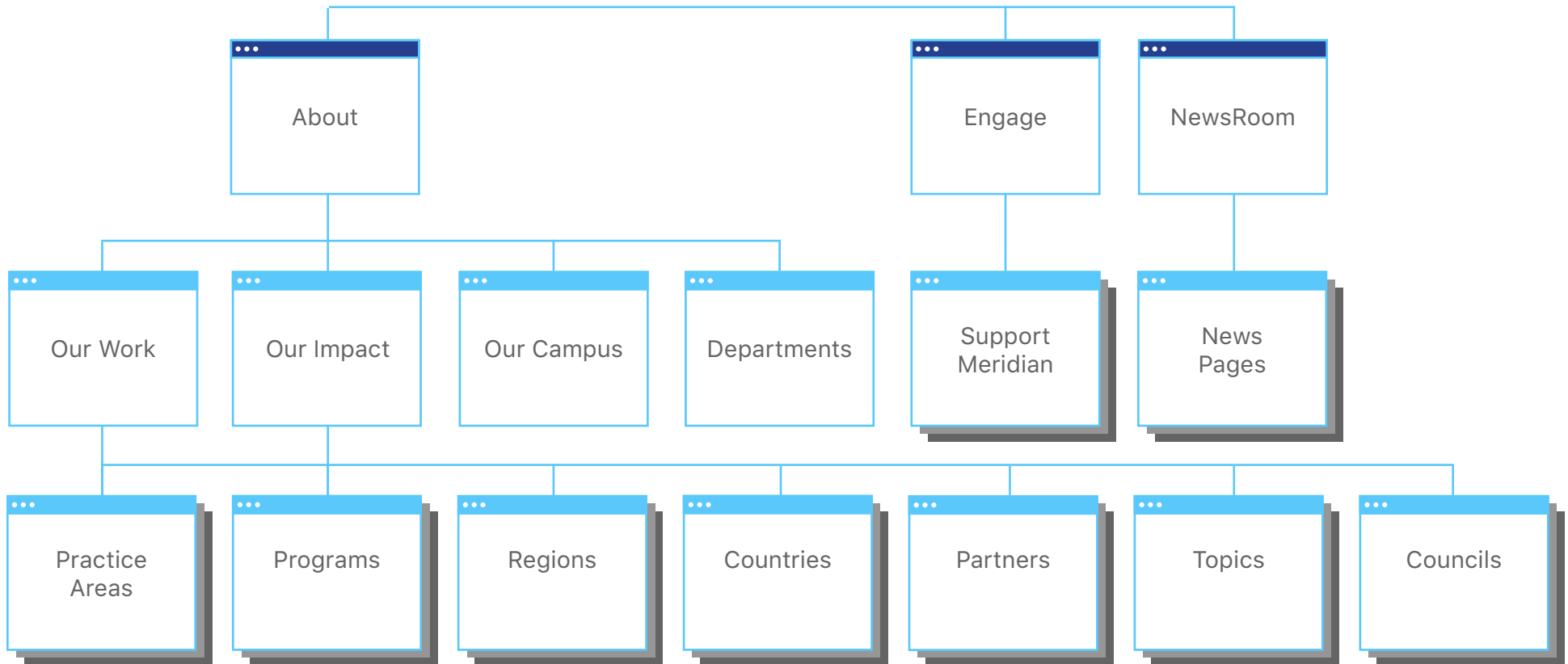
TOTAL NUMBER OF PAGES: 3292
NUMBER OF AUDITED PAGES: 400

SCORING SYSTEM KEY

Page is up to date, content is relevant and can be used as is. A 16% 63
 Page is partially up to date, needs minor edits to be used. B 63% 253
 Page is outdated, content is not relevant and unusable. C 21% 84

The messaging within the old Meridian website does not clearly indicate what they do and how target users can benefit from their programs. Most of the content can be used as a base for new website pages. However, significant amount of editing and re-formatting will be required to properly migrate the content to the new website.





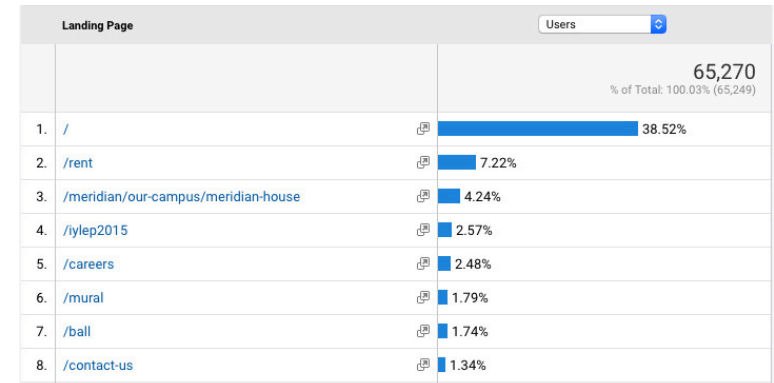
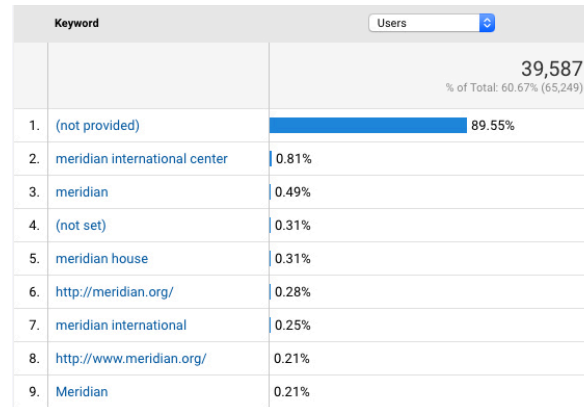
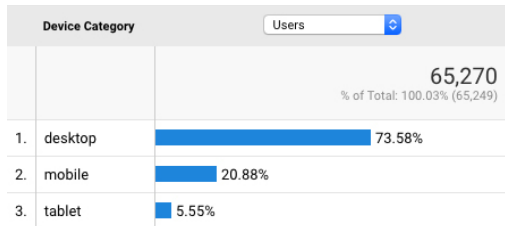
13 SEO ASSESSMENT: KEYWORDS RESEARCH

CURRENT MERIDIAN'S RATING ON WEB SEARCHES IS FAR FROM ACCEPTABLE FOR SUCH ORGANIZATION. MERIDIAN SHOULD INVEST TIME AND RESOURCES TO BUILD A STRONG WEB PRESENCE AND ADAPT BEST SEO PRACTICES.

Key Search Terms	Appears on First Page	Listed on Top 3 Links	Rank from #1 Position	Notes & Competitors' Position on Results Page
Meridian	×	×	NA	Meridian.org cannot be found in Google search results other than as a wedding venue.
Meridian International	✓	✓	1	Top result, though sharing results page real estate with Meridian International Group & Shea Properties Colorado.
Global Connect	×	×	20	Thunderbird is on the 2nd page, 13th link from the #1 position, appearing before Meridian.
Global Leadership Initiative	×	×	52	"Young African Leaders Initiative" is at the top of the 6th results page. Meridian appears after The Wilson Center, Aspen Institute, and IIE.
IVLP	✓	×	6	IIE link is on the 1st page, 3rd link from the #1 position
Global Exchanges	×	×	NA	Not available in the first 70 Google search results. IREX is on the 1st page, 10th link from the #1 position
Global Convening	×	×	20	Global Entrepreneurs "Convene" at Meridian appears at the bottom of the 2nd page of Google search results
Cultural Exchange	×	×	NA	Meridian.org does not appear on the first 70 Google search results. Fulbright link is on the 5th page, 55th link from the #1 position
Cultural Diplomacy	×	✓	11	CFR link is on the 1st page, 6th link from the #1 position
Stuart Holliday	✓	✓	1	Meridian.org link to Ambassador Holliday's biography is the top result



13 SEO ASSESSMENT: GOOGLE ANALYTICS

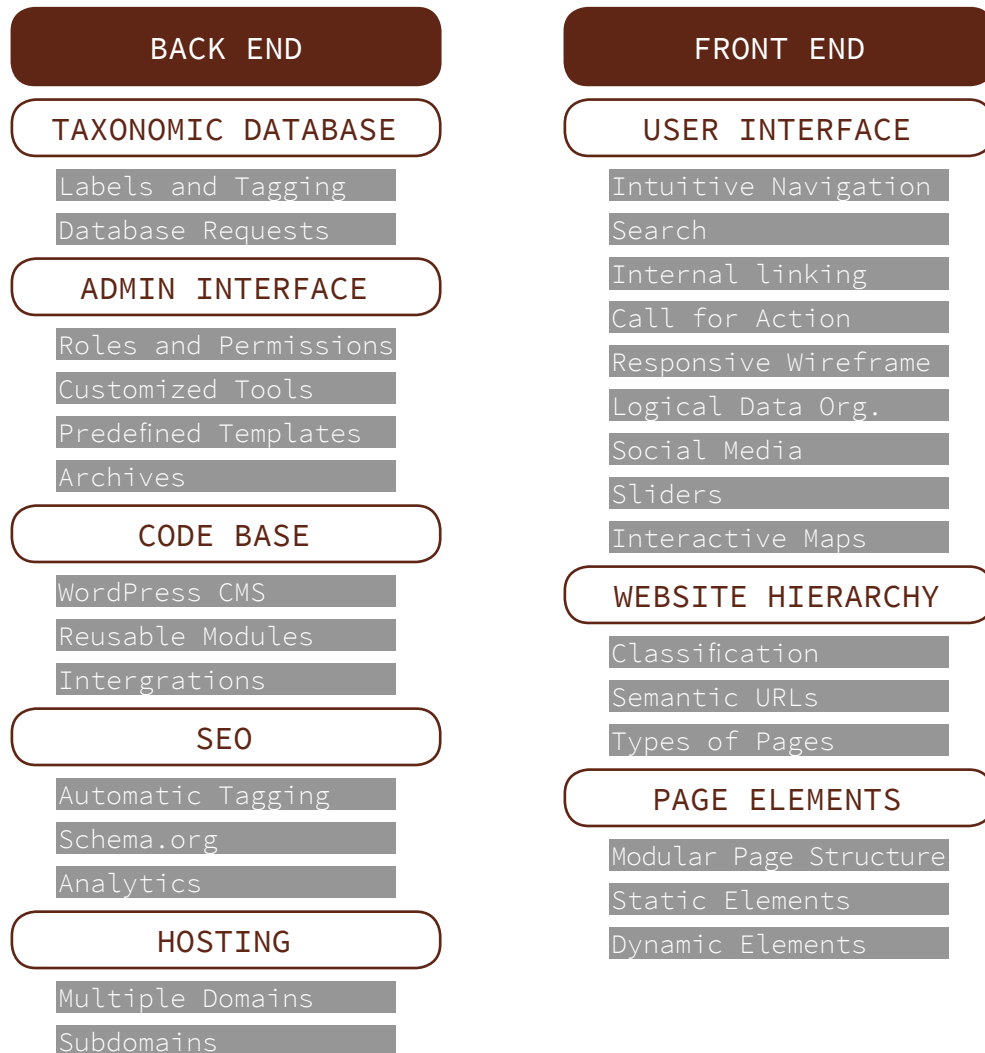


Findings	Recommendations
Mobile Access. 25 % or more of website traffic is generated by mobile devices. Current Meridian website is not optimized for mobile devices.	Create a responsive website template, recommended to use Bootstrap wireframe.
Keywords. The key words most frequently found on the Meridian website are not specific to the strength of their offerings.	Identify keywords and phrases that better align with the goals of the organization. Apply consistent tagging and SEO techniques to increase page indexing and keyword recognition.
Meridian Venue Rental. Meridian website does not fully promote or engage users that are searching for information on the Meridian venue (e.g., space rental, weddings).	Create a separate website dedicated specifically to the events hosting activities. Sub-domain can be used to isolate venue content and improve SEO for Meridian's programs.
Content Strategy. The messaging within the Meridian website does not clearly indicate what they do and how target users can benefit from their programs.	Develop a full content plan with journey maps and SEO strategy.
Internal Linking. The Meridian website does not make strong use of internal linking between pages in meridian.org	Identify the most important pages in website. Use new website postings to link back to existing content.



14 DESIGN CONCEPT

MERIDIAN WEBSITE IS A STORY TELLING MACHINE - PUBLIC DATABASE WITH ABILITY TO SAVE, ORGANIZE AND PRESENT INFORMATION AS SERIES OF STORY LINES CONSTANTLY UPDATED WITH NEW CHAPTERS AND PARAGRAPHS.

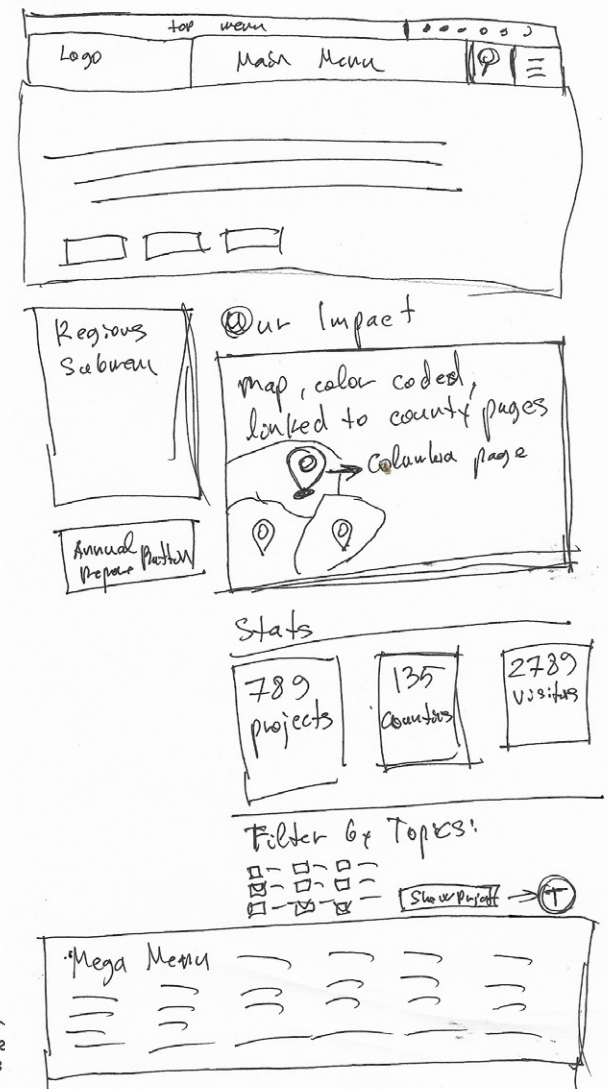
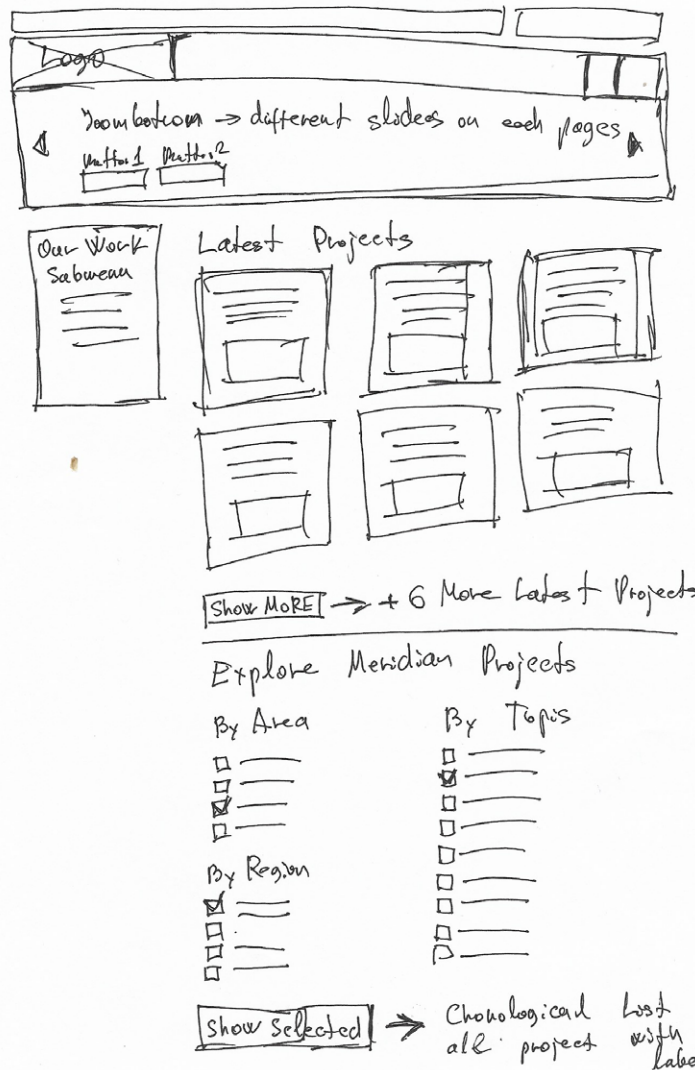


WEBISTE ELEMENTS AND FEATURES

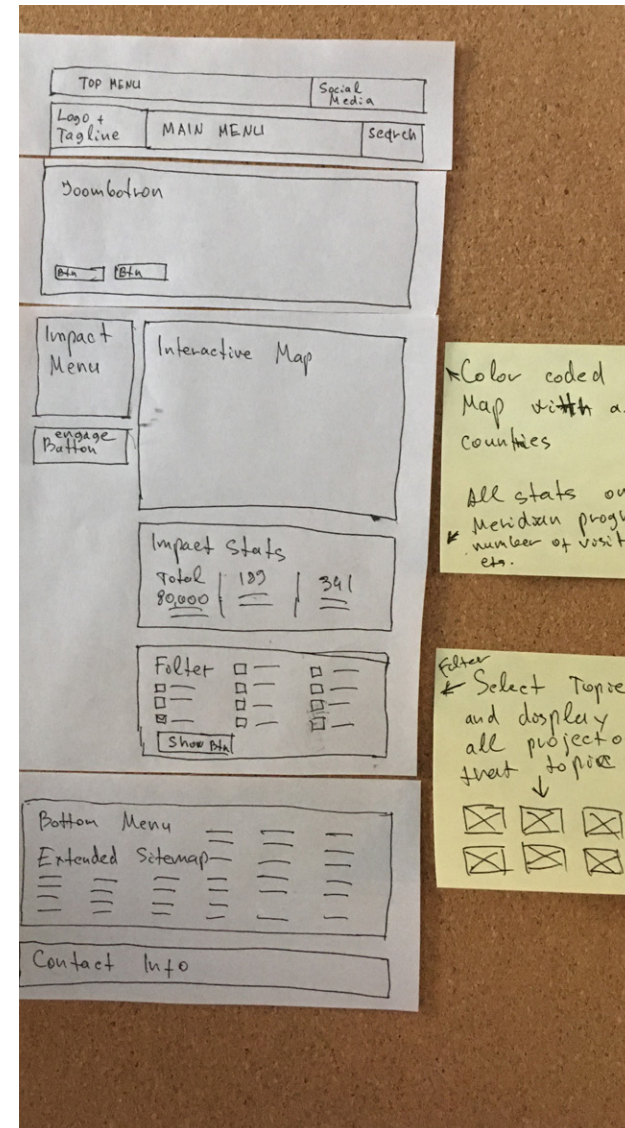
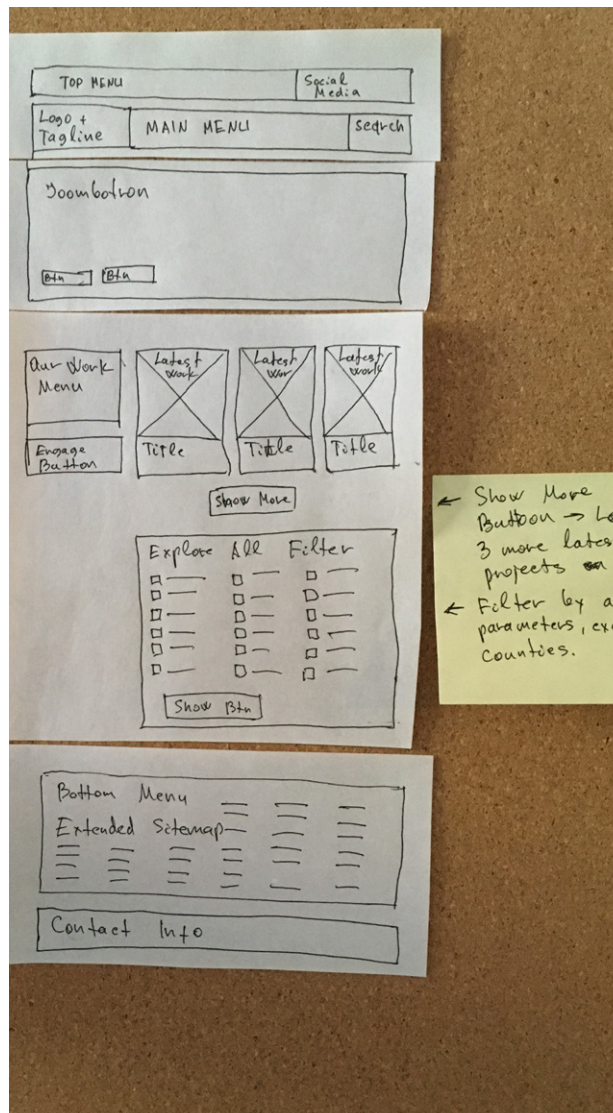
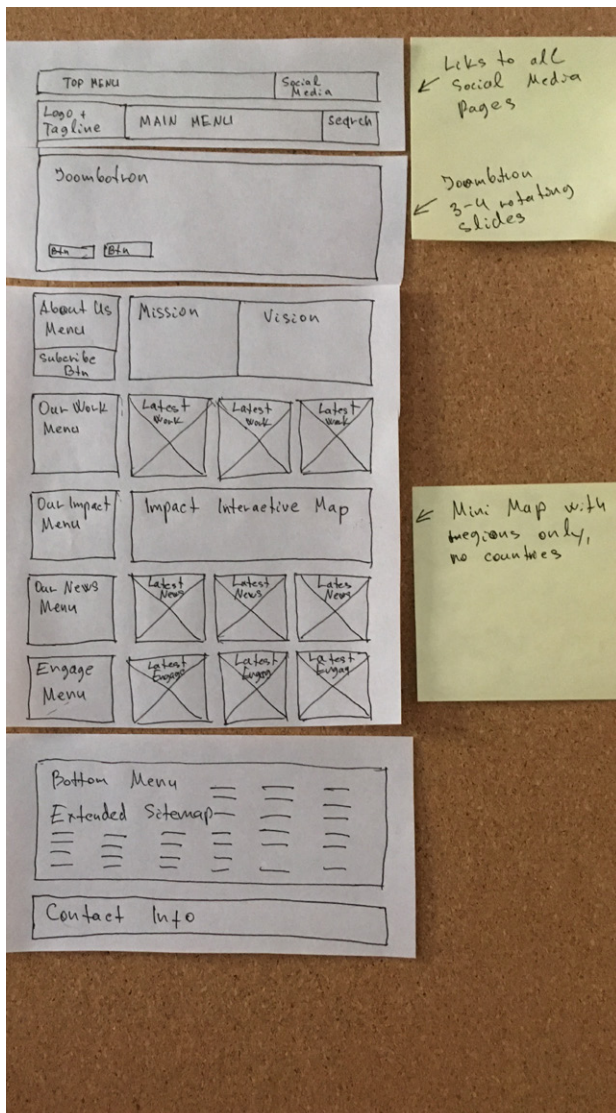
- 01: Automatic SEO: All metatags are added automatically to all pages on the website.
- 02: Logical flow or information: all content on the website is organized in logical groups.
- 03: Flexibility: Page structure is fluid, content blocks easily manipulated if needed.
- 04: Intuitive Navigation: 3 clicks max. to any page on the website.
- 05: In-house Administration: Easy to add new and edit current content with no or little coding experience.
- 06: Internal Linking: System to link internal pages
- 07: Code base: minimize usage of 3rd party plugins, build website modules that can be reused for another Meridian web projects.
- 08: Taxonomic database to classify all website pages.
- 09: Semantic (Clean) URLs for navigation.
- 10: WordPress CMS with customized admin tools.
- 11: Bootstrap wiferame for responsive design.



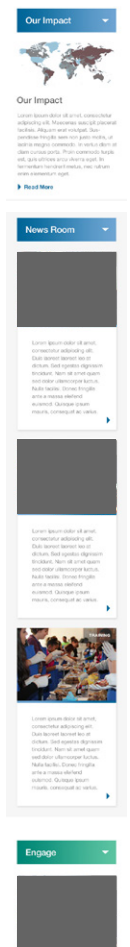
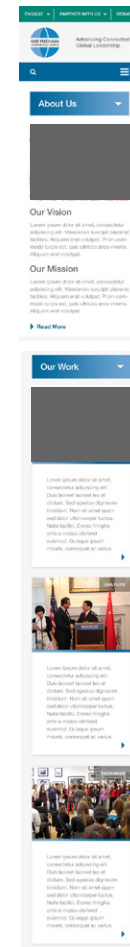
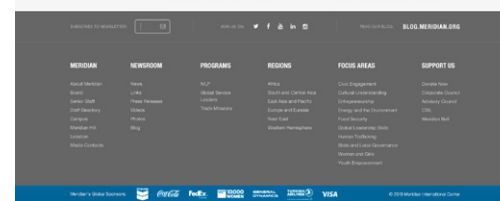
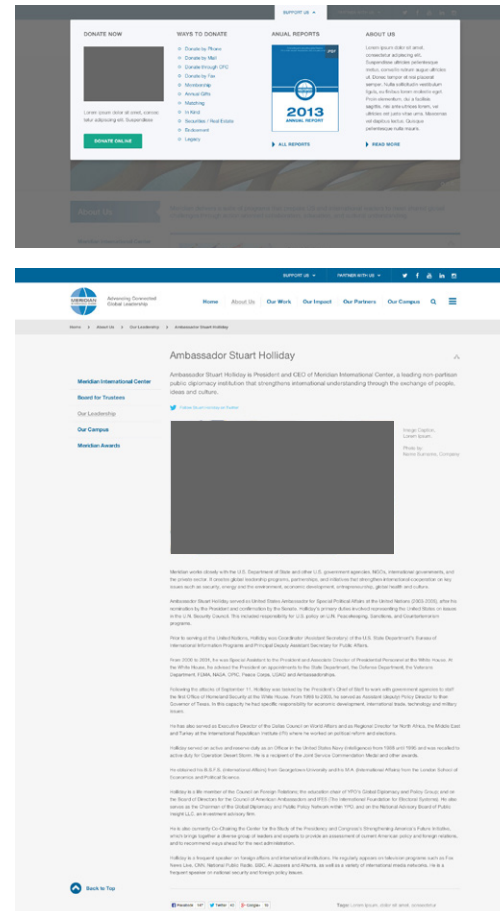
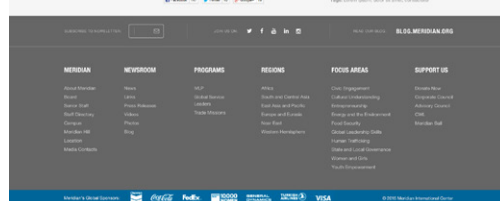
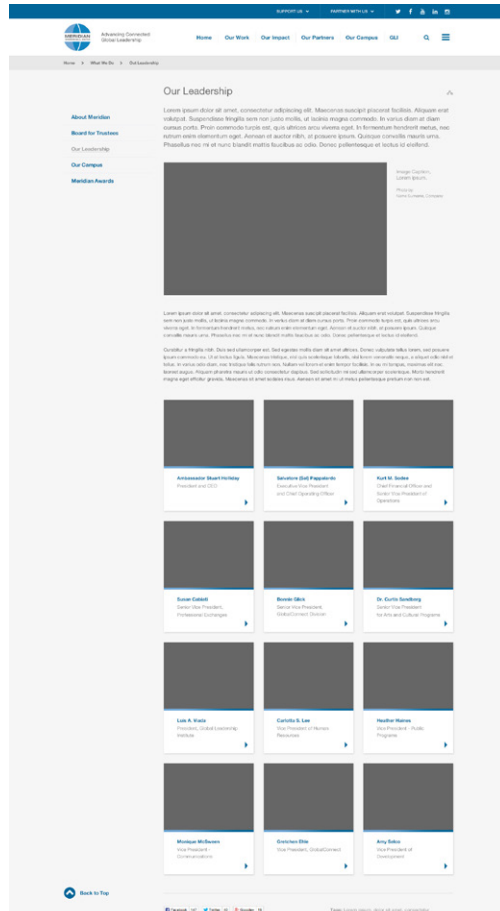
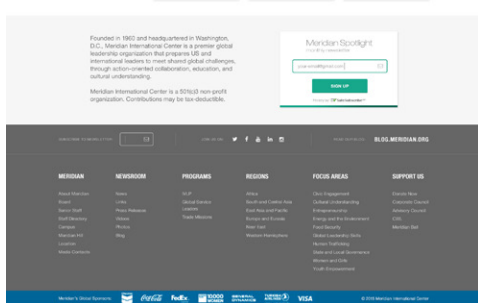
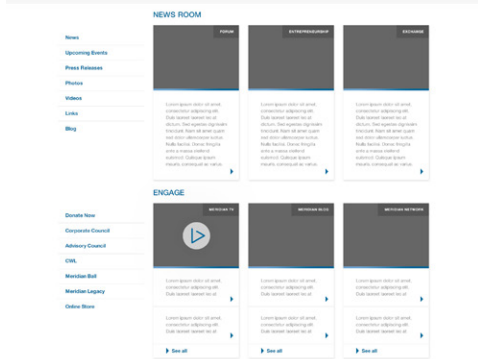
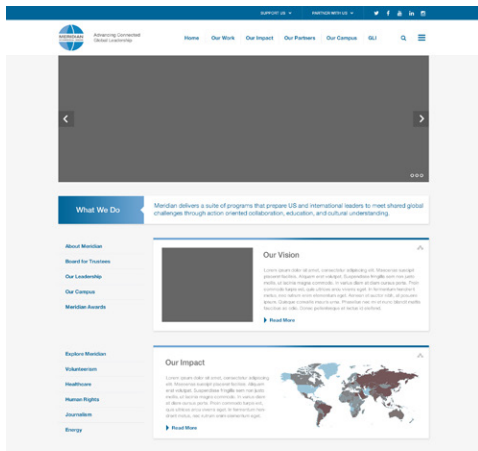
15 LOW-FIDELITY PROTOTYPES



16 LOW-FIDELITY PROTOTYPES



16 CREATING WIREFRAMES



A wireframe focuses on available functionalities, intended behaviors, space allocation and prioritization of content. It allows you to determine the information hierarchy of the design while making it easier to plan out the behavior and user experience.



17 EARLY USABILITY TESTS: FIRST-CLICK TESTING

10 PARTICIPANTS WERE ASKED THE SAME 10 QUESTIONS IN RANDOM ORDER. WHICH MENU ITEM THEY THINK THEY NEED TO CLICK TO FIND AN ANSWER TO THE QUESTION OR COMPLETE THE TASK. THE ORDER OF MENU ITEMS WAS RANDOMLY CHANGED FOR EACH PERSON.

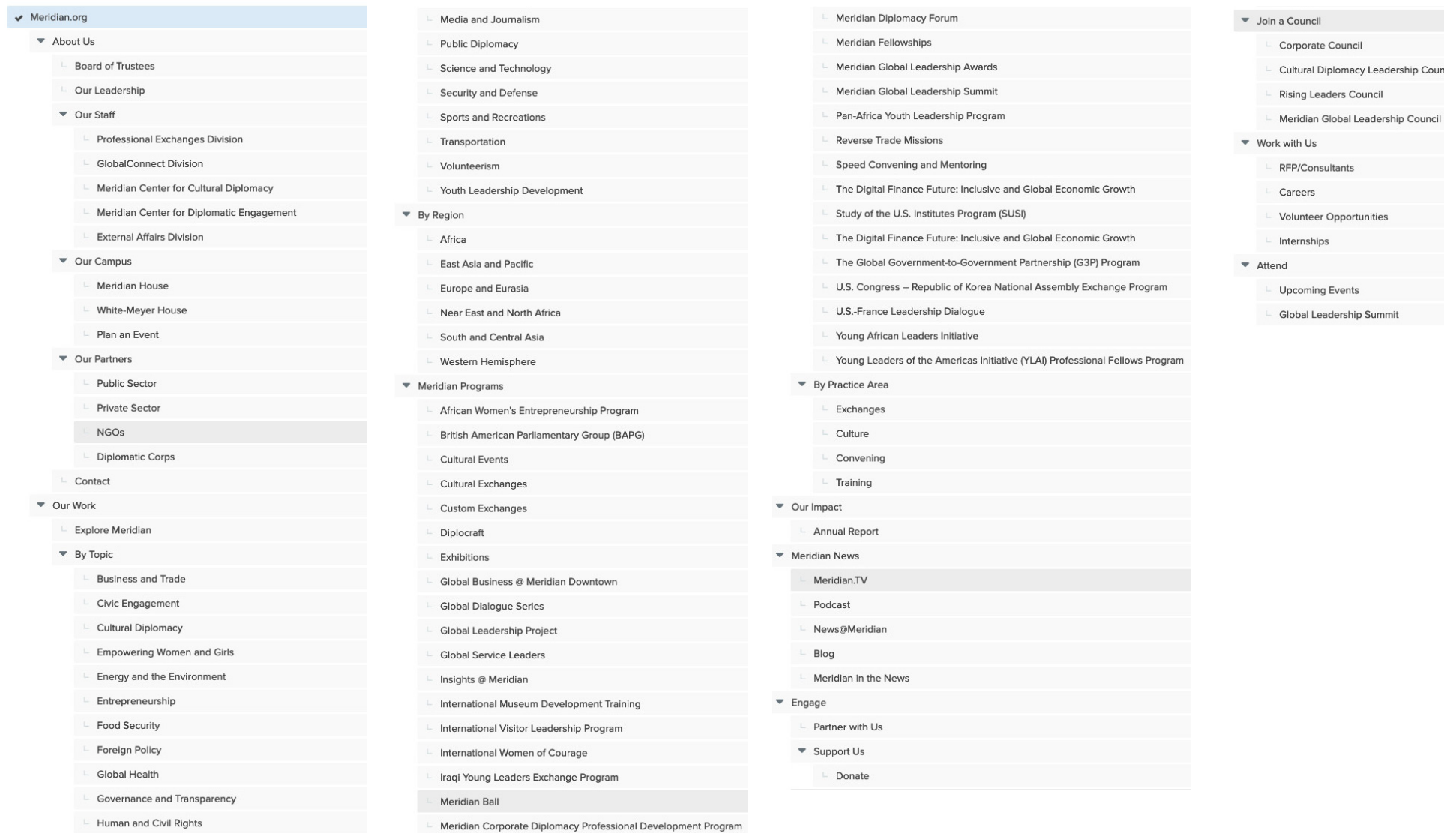
About Us | Our Work | Our Impact | Our Partners | Our Campus | Engage | Partner with Us | Donate | Meridian News

Question or Task	Desired Outcome	Success	Fail	Comments on incorrect clicks
Find latest Annual Report	Our Impact	7	3	3 clicks on About Us
Do we work with private organizations?	Our Partners	9	1	1 click on Partner with Us
Find contact information	About Us	8	2	2 clicks on Our Campus
Find info on upcoming events	Engage	9	1	1 click on Partner with Us
Find all Meridian cultural programs	Our Work	10	0	
Buy Meridian membership	Partner with Us	8	2	2 clicks on Engage
Who is Meridian's President?	About Us	10	0	
Do we work in North Korea?	Our Impact	8	2	2 clicks on Our Work
Find latest video Meridian	Meridian News	9	1	1 click on Our Work
Find career openings	Engage	5	5	5 clicks on About Us

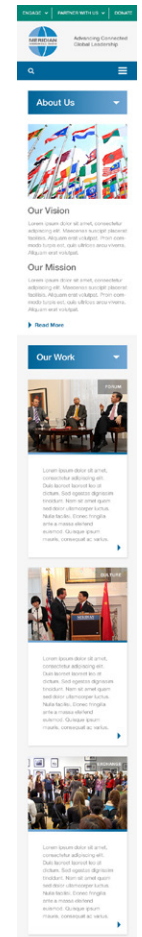
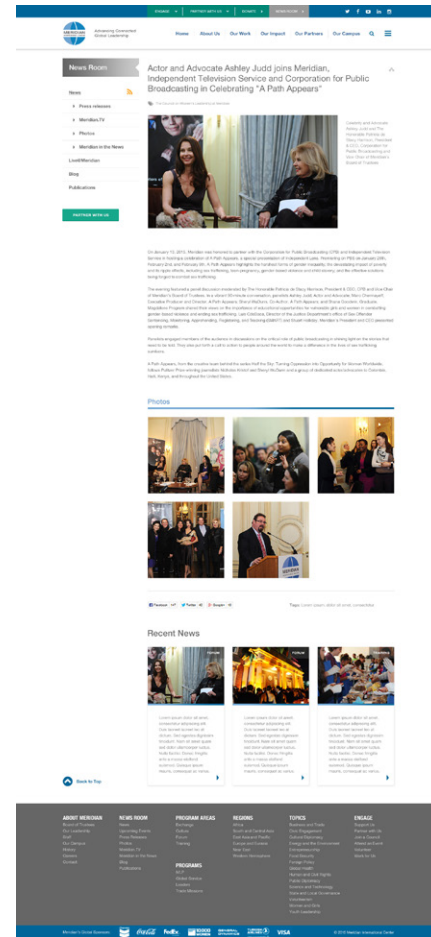
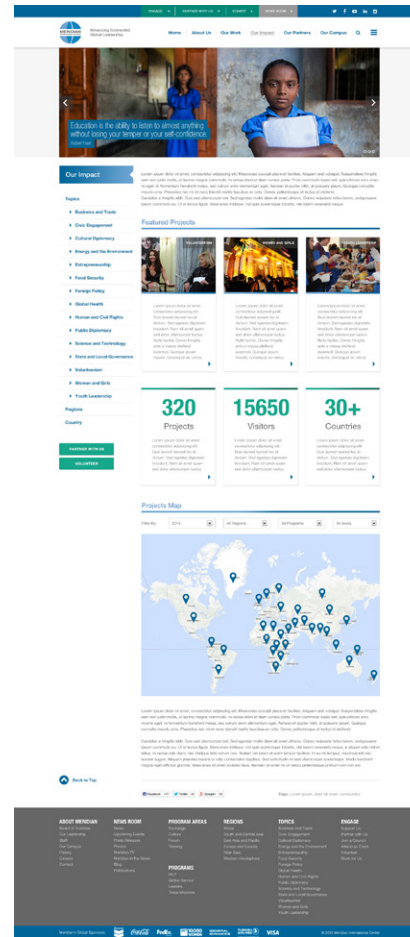
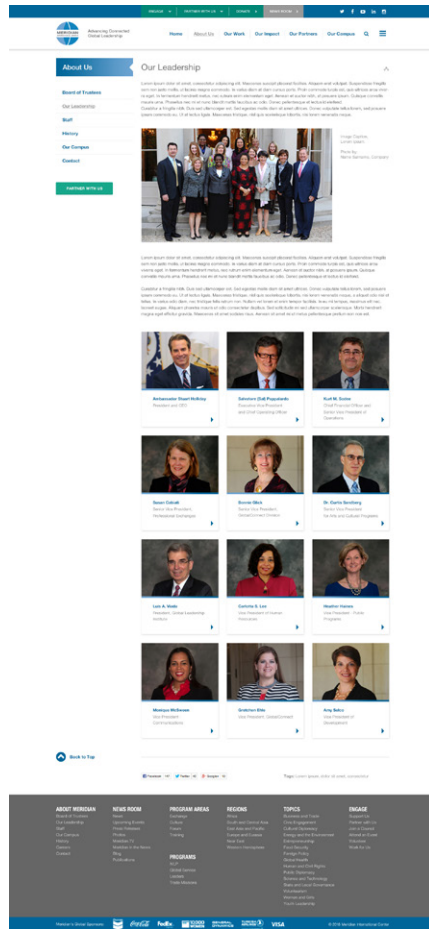
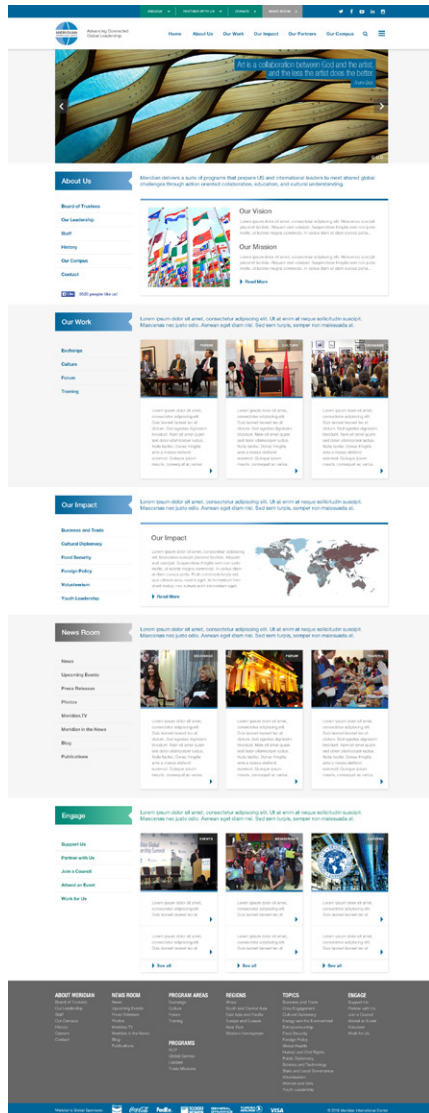
83% Success

17% Fail



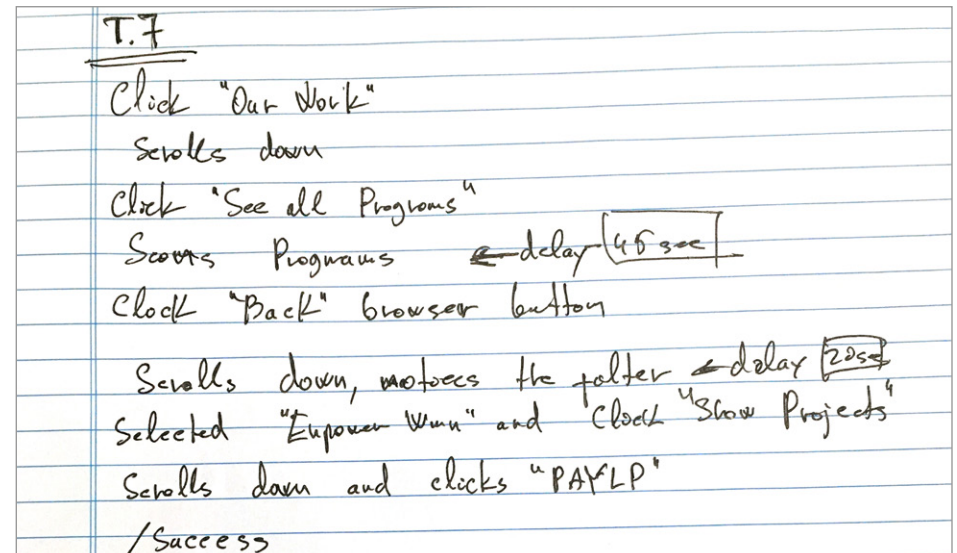
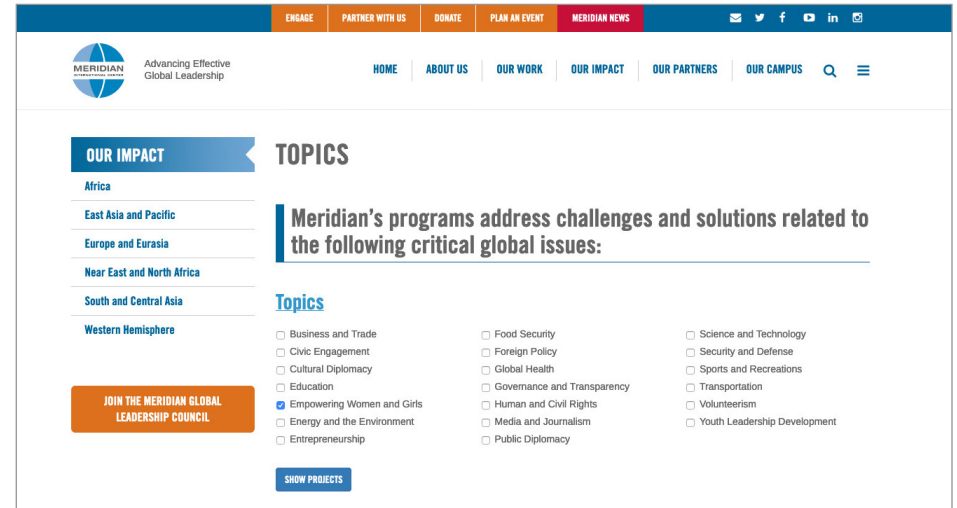
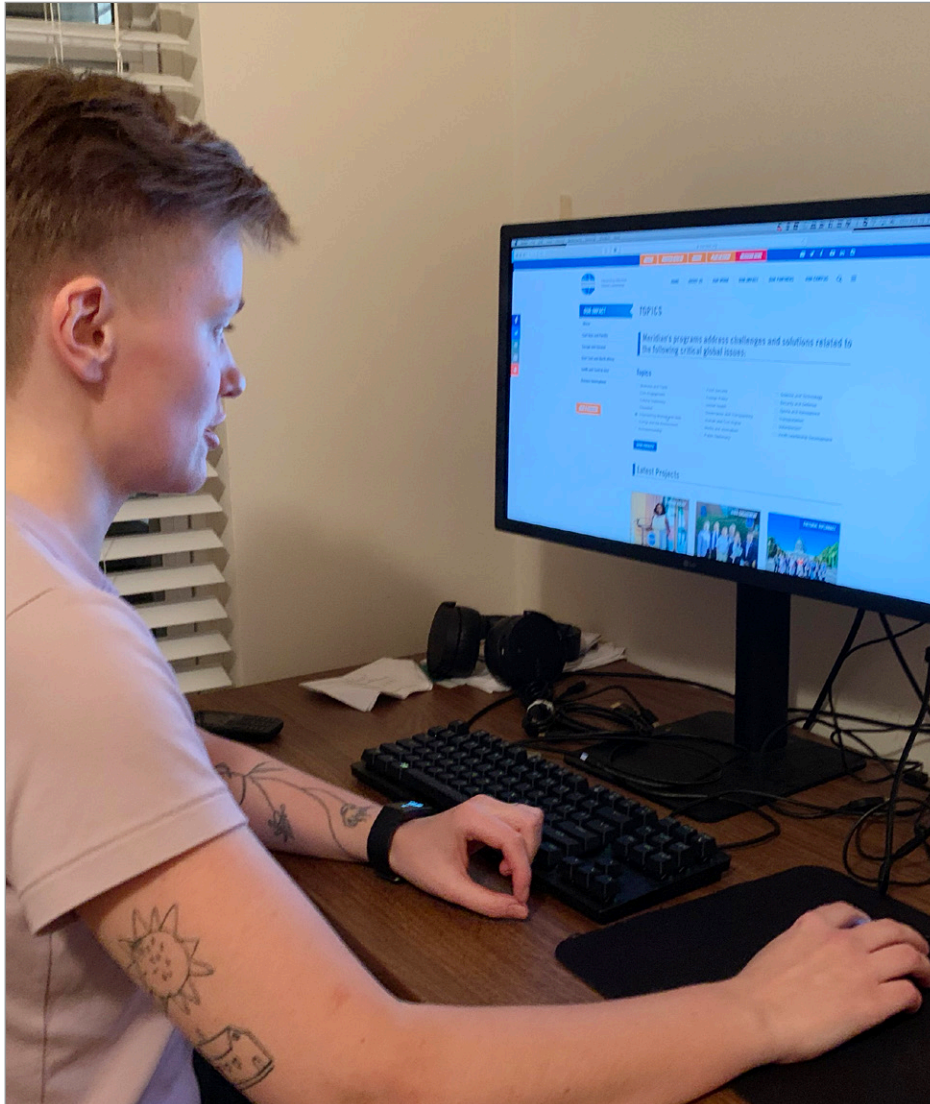


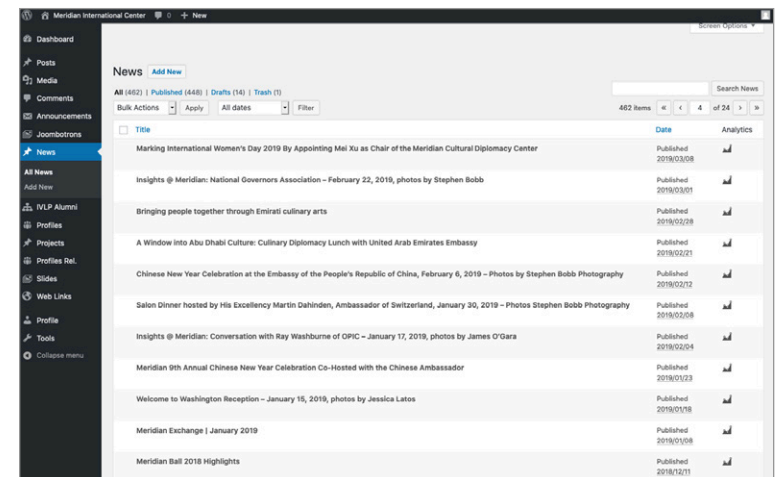
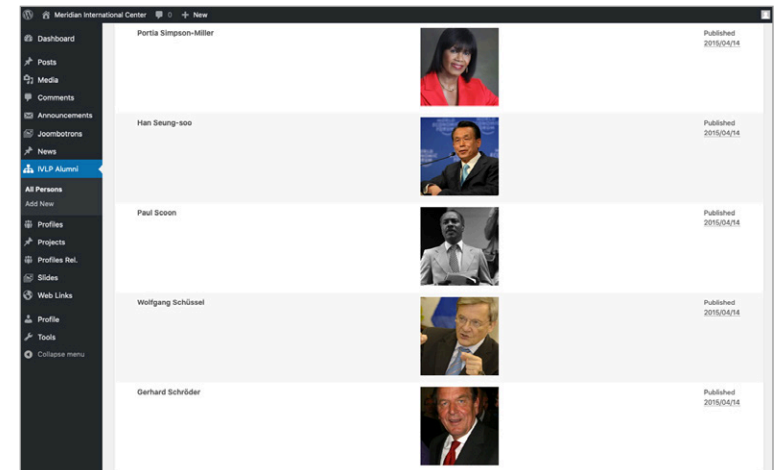
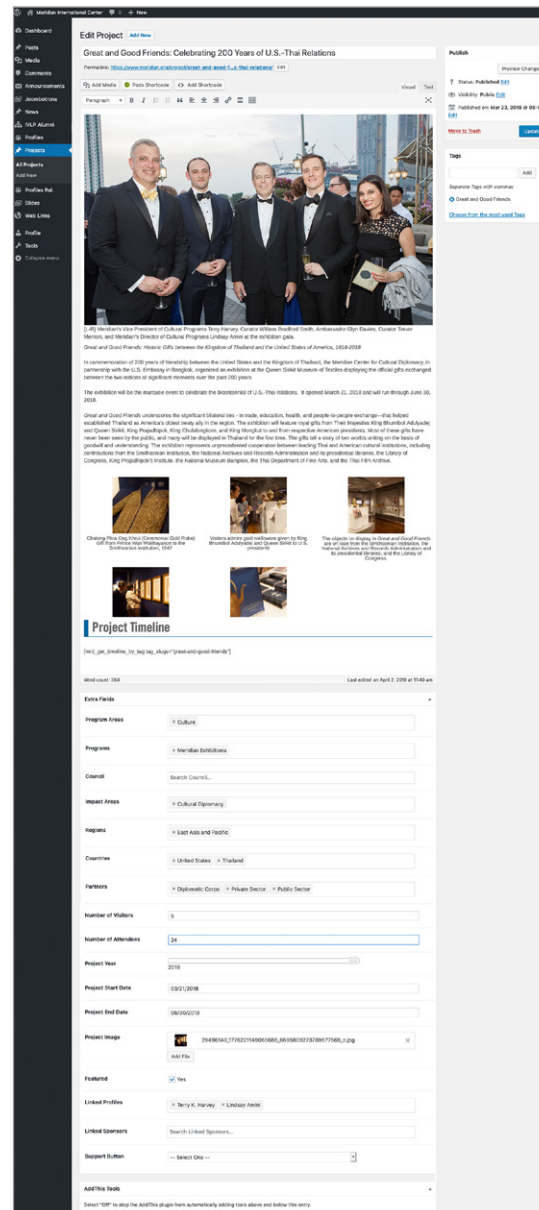
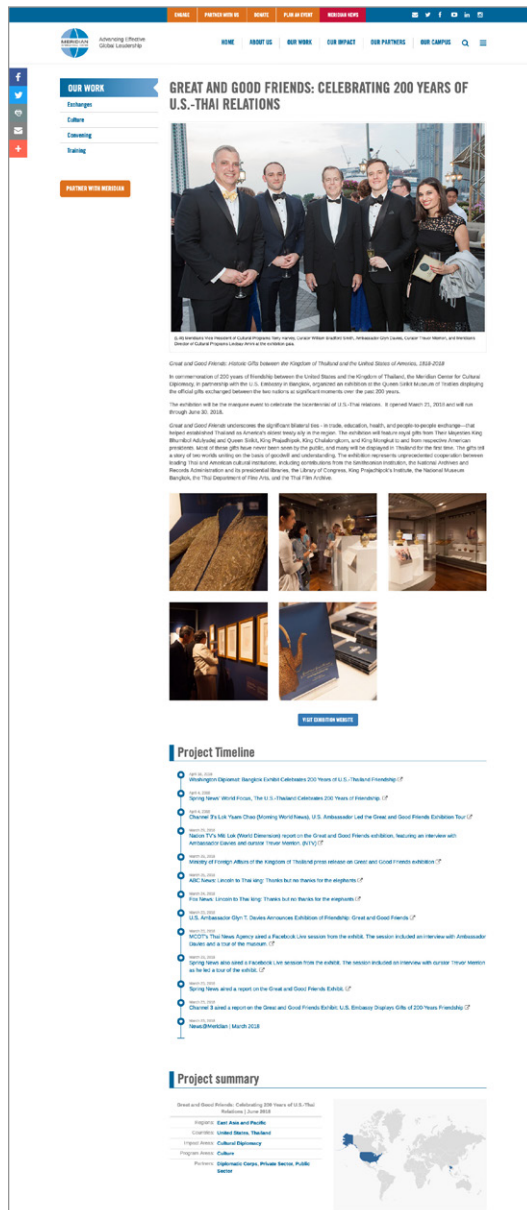
18 HIGH-FIDELITY PROTOTYPES



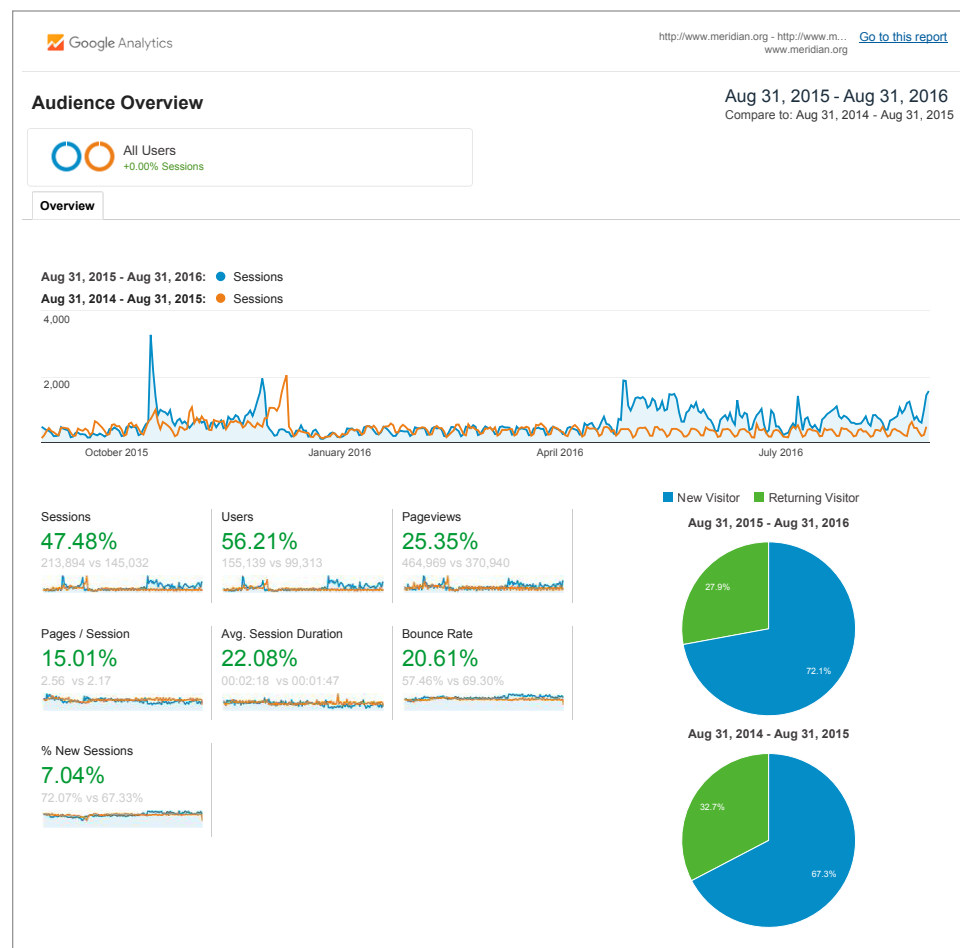
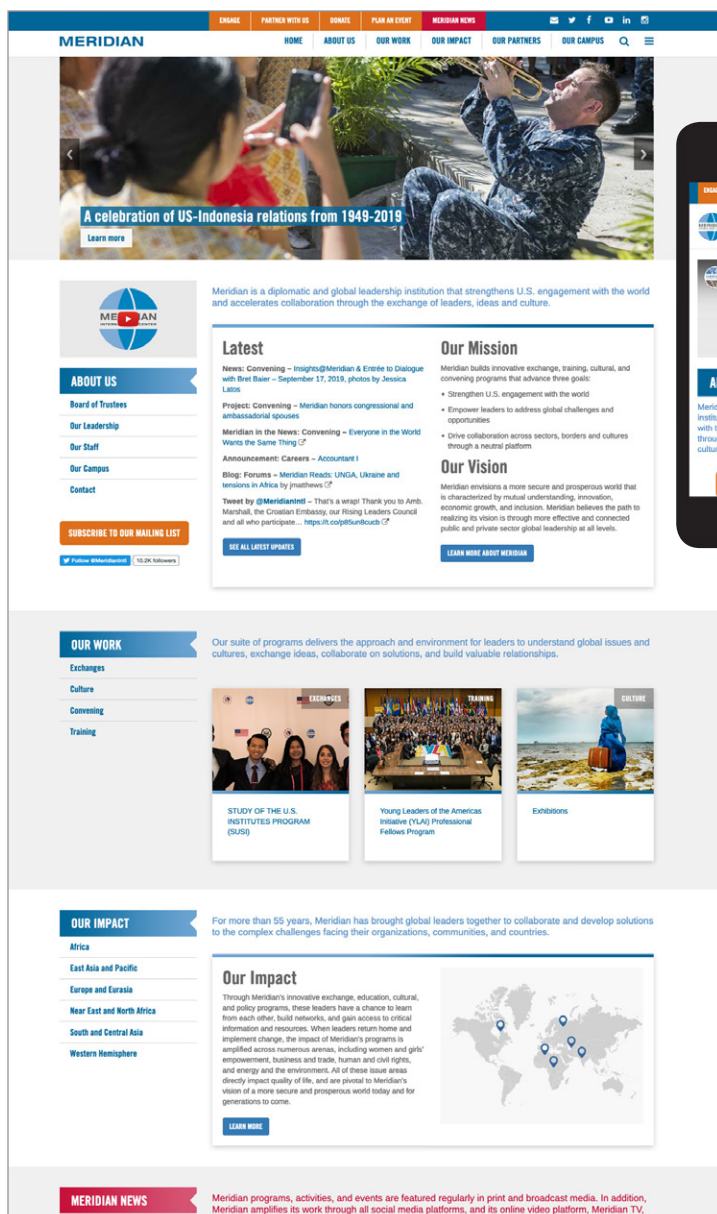
Visual design maximizes information-conveying capabilities of graphics and text. High fidelity prototypes have the aesthetic of finished product and allow to get detailed feedback.







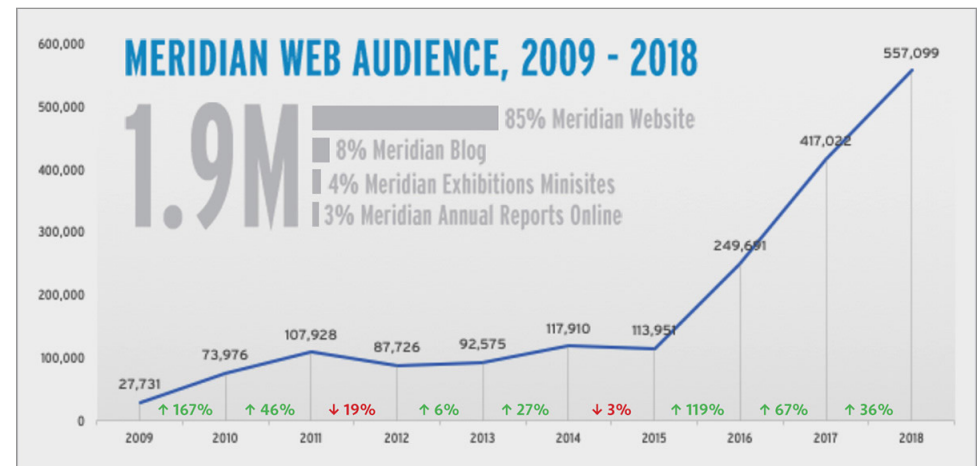
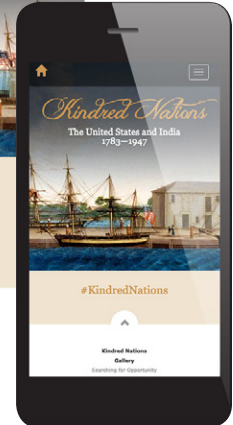
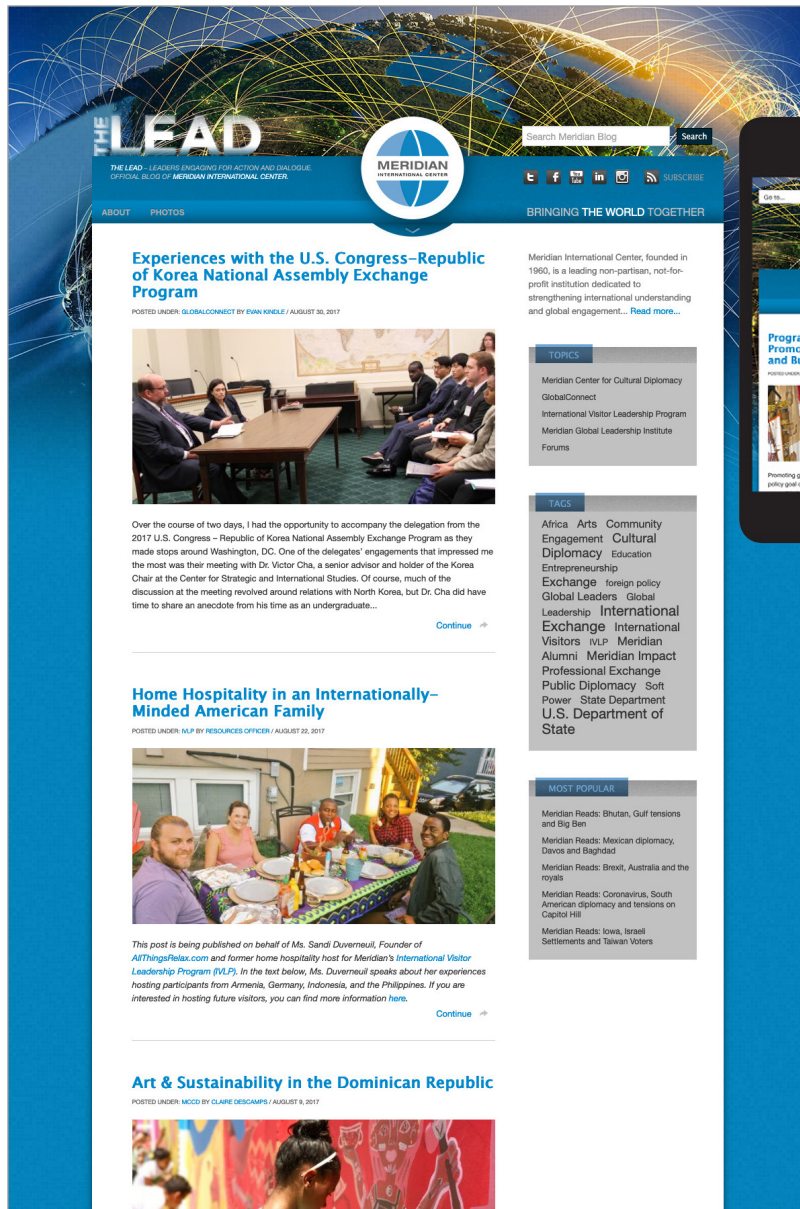
21 PROJECT OUTCOMES



Metrics are the signals that show whether strategy is working. Using metrics is key to tracking changes over time, benchmarking against previous versions of the website. Improved overall accessibility and usability, healthy & steady traffic growth, lower overall bounce rate & healthy average time on site indicates good visitor retention.



21 PROJECT OUTCOMES



After successful UX evaluation project and new website launch in 2015, over 20 Meridian websites were launched using same user research results, user experience principals, same admin interface, adapted modules and code base.



THANK YOU FOR YOUR INTEREST



Extended UX Portfolio is available
upon request - aleksandr@misunin.com

See Visual Design samples on
[Behance.net/amisunin](https://www.behance.net/amisunin)