

## **ALEKSANDR MISUNIN**

PORTFOLIO 2020



### 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.



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.





### **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.

### **R** SPUBLIKA



















PRODUCTION PRODUCTION AND AND ESIGN ESIGN GITAL PRINT Ĭ EVELOPMENT END RONT - E

ESIGN

EXPERIENCE

USER

ANALYTICS ESEARCH 2

PRODUCTION

AUDIO/VIDEO

MANAGEMENT PROJECT

2013 2012

2020

2011

2010 2009

2008 2007

2006 2005

2004

2003 2002

2001

2000

1999

UX ENGINEER

**UX DESIGNER** CONSULTANT

CREATIVE DIRECTOR MERIDIAN INTERNATIONAL CENTER

**WEBMASTER** FOSTER WEB MARKETING

WEB DESIGNER ENFORME INTERACTIVE

GRAPHIC DESIGNER EMPLOYMENT GUIDE BALTIMORE

**OUALITY CONTROLLER** RESPUBLIKA PUBLICATIONS

GRAPHIC DESIGNER SAULES VEJAS

**GRAPHIC DESIGNER VILDZENTA** 



### **PROCESS**

### 01 DISCOVER

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

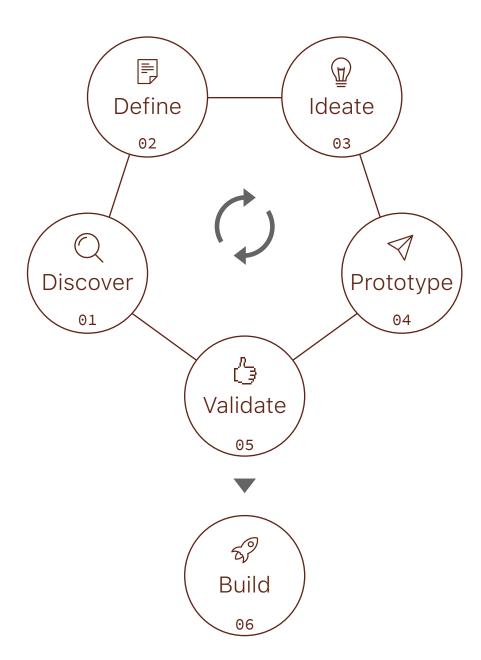
Create design specifications and evolve concepts and wireframes into design solution.

#### 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

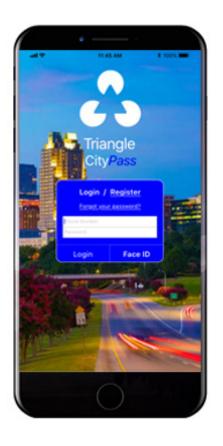
A design sprint for a digital product that could help governments and municipalities dealing with growing urbanization.



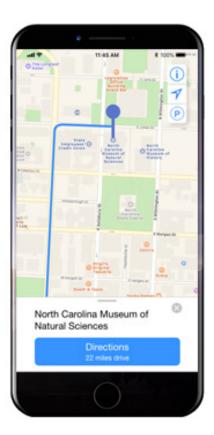
Complete UX package for non-profit organization, including design system; brandbook; SEO strategy; multiple websites; various templates, tutorials and guidelines for internal and external usage.

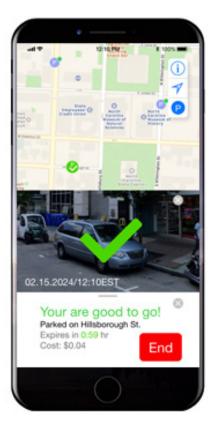












### CONDUENT, INC.

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

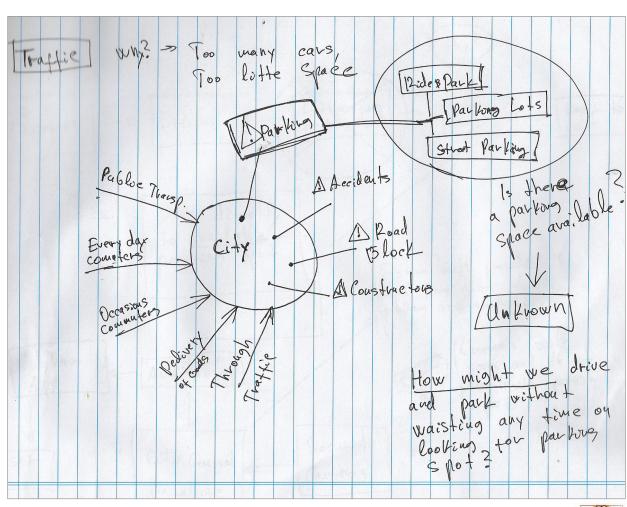
After interviewing key stakeholders I identified most critical areas that can be improved with digital products. One of the problems any big city is facing now and will face in the future is traffic jams. One of causes that creates traffic jams is unavailable parking. For example, in Paris, as in many 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?





I always try to start my research by interviewing key stakeholders. Those interviews provide valuable information for future product acceptance criteria from business perspective. Part of my job as UX engineer is to align the business perspective with user interests and preferences.



## 02 A DEFINE

Phases	PLAN YOUR TRIP	DRIVE TO DESTINATION	LOOKING FOR PARKING SPOT	PARK AND PAY	COME BACK TO CAR
Actions	<ol> <li>Checking the map</li> <li>Searching for possible parking areas</li> <li>Checking the traffic</li> <li>Estimating arrival time</li> </ol>	<ul><li>5. Estimating parking time</li><li>6. Driving and following navigator's directions</li><li>7. Checking arrival time</li></ul>	and making sure your are on schedule.  8. Searching for free parking.  9. Considering paid parking options	<ul><li>10. Making decision bases on time availability and parking cost.</li><li>11. Looking for parking signs.</li><li>12. Parking the car.</li></ul>	<ul> <li>13. Deciding on payment options - App/Kiosk/ Cash?</li> <li>14. Navigating back to car.</li> <li>15. Leaving parking spot.</li> </ul>
Thoughts	<ul> <li>How log will it take to get there?</li> <li>How bad is traffic around there?</li> <li>Do I know that area well?</li> <li>Is street parking available there?</li> </ul>	<ul> <li>Will have enough time if I park further away and walk to my final destination?</li> </ul>	<ul> <li>Is it legal to park on the street?</li> <li>Do keep looking for street parking on just use paid parking?</li> </ul>	<ul> <li>How do I pay?</li> <li>Is parking time limited?</li> <li>Do I leave my car here or try to find another spot?</li> </ul>	<ul> <li>How do I get back to my car?</li> <li>When is my parking time will be exprired?</li> </ul>
Emotions	***	•••	···		•••
	<ul> <li>Uncertainty - can I be there in time?</li> <li>Discomfort - do I need to more</li> </ul>	<ul><li>Worry</li><li>Distraction</li></ul>	<ul><li>Hope - I hope I'll find it soon.</li><li>Joy - if found</li></ul>	<ul> <li>Uncertainty - will I get a parking ticket?</li> </ul>	<ul> <li>Distraction - I need to go back before my parking time is expired.</li> </ul>



time?

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.

· Anger - if ticket.

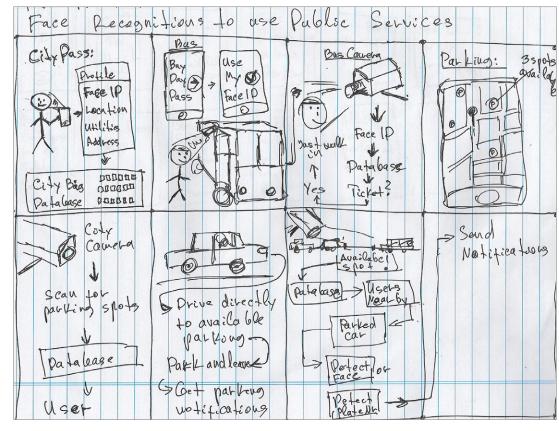
## 03 **SKETCH**

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

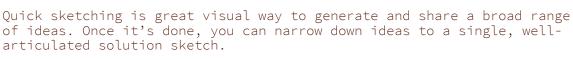
Access public transportation and other City services with facial recognition systems Real-time notifications system about available parking spots Pay for actual parking time by the minutes

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











### **DECIDE**

PLAN **DRIVE TO** COME BACK TO CAR PARK AND GO **Journey** YOUR TRIP **DESTINATION** 7. Comes back to the 6. Parks the car and 5. Drives directly to 1. Logs in to CityPass car and drives to available parking leaves. account next destinations spot 2. Finds destinations 3. Selects available Customer routes and parking **Journey** options 4. Selects/adds personal data to share with the system Face and/or car Identification · Real-time service up- End of parking identification with confirmation dates Access to security cameras **Backstage** · Re-routing to better Payment confirmation services based Parking confirmation Actions on available parking options data Suggest Park and Ride Real-Time options on the route **Notifications** 33 99 **Emotional Experience** 



# **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:

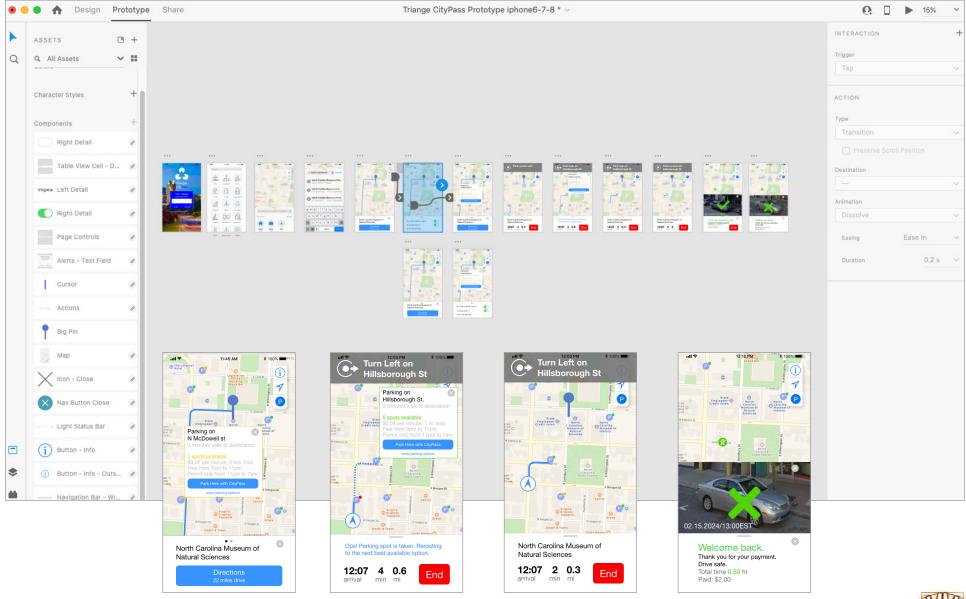
- Stay on schedule
- Save time
- Save money



User journey and persona(s) of future product is great final exercise before going into prototype phase. It summarizes all product features and helps to stay focused on users.



## 05 PROTOTYPE

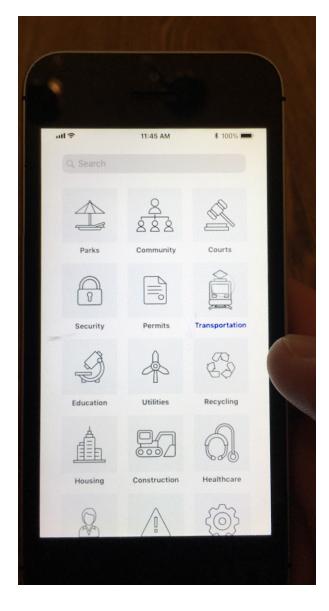


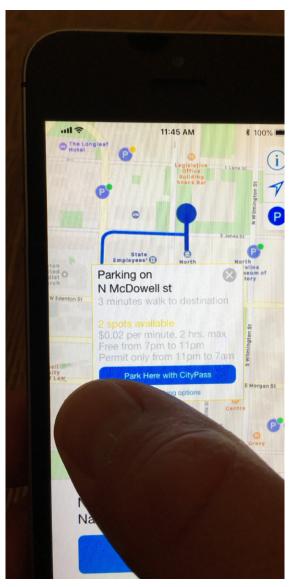


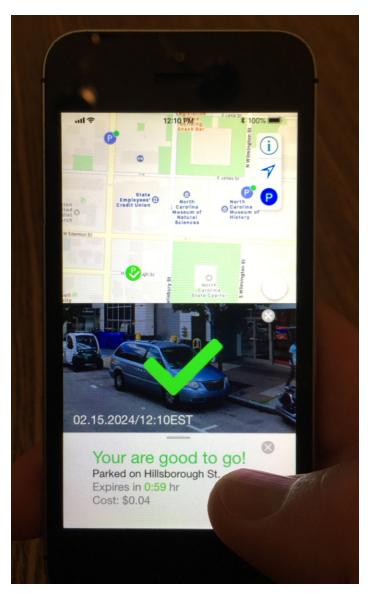
PORTFOLIO 2020 DESIGN SPRINT PROJECT OVERVIEW Prototype phase, is when many decisions are made around what exactly the concept is and includes. I usually aim to create a prototype that is just real enough to test and validate.



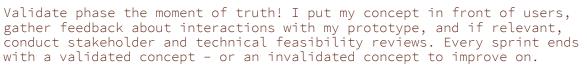
## **VALIDATE**





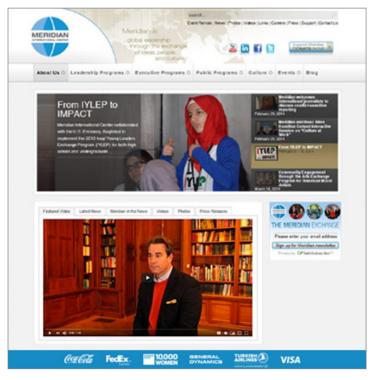








#### **BEFORE**



### MERIDIAN INTERNATIONAL CENTER

DATE: May 2019

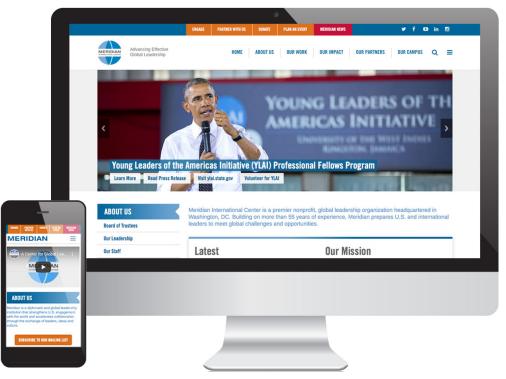
PLATFORM: Desktop, mobile and tablet

### **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.

PORTFOLIO 2020
MERIDIAN.ORG
PROJECT OVERVIE

#### **AFTER**



### WHAT I DID

01: Setting goals and objectives

02: Conducting interviews

03: Building web marketing map

04: Creating project roadmap

05: Conducting competitive research

06: Establishing key audiences

07:Building personas

08: Creating scenarios

09: Creating user journeys and stories

10: Creating site maps

11: Content audit and inventory

12: Creating information architechture

13:SEO assessment

14: Design concept

15: Low-fidelity prototypes

16: Creating wireframes

17: Early usability testing

18: High fidelity prototypes

19: Usability testing

20: Website development

21: Website launch, support

and maintenance



## 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.





### **CONDUCTING INTERVIEWS**

### **Interview Project Plan**

#### Purpos

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?

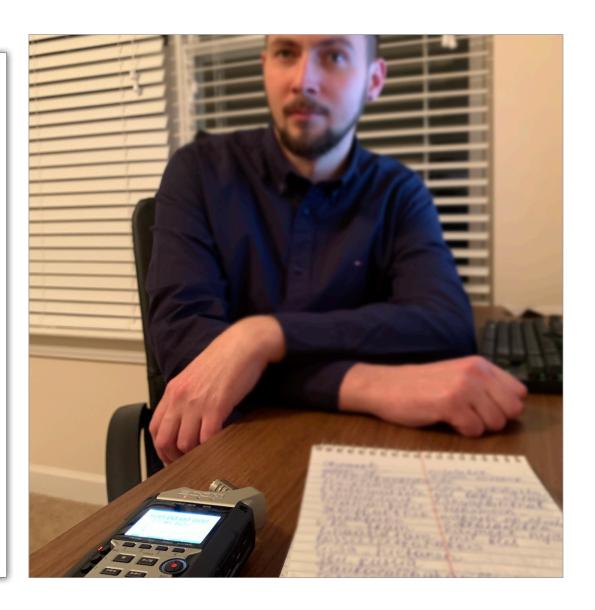
### Consent & NDA

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.

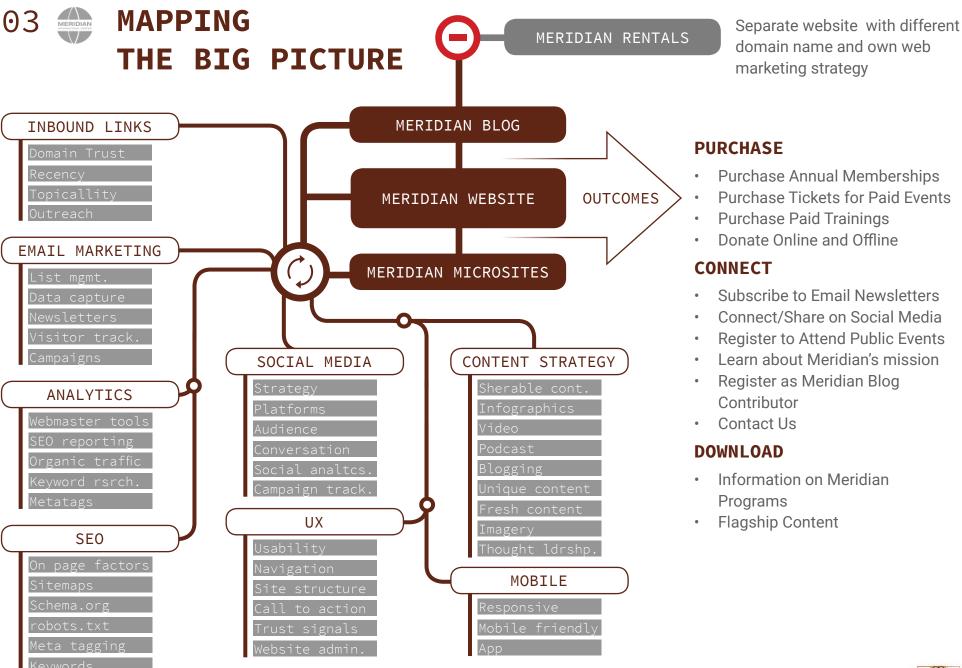
Page 1 of 3





Planning, preparing, conducting interviews and analyzing results is important part in design process. I can get an in-depth understanding of the users perceptions, values, experiences and expectations. Knowing how to structure your questions and how to listen is the key to gathering useful information for the project.





PORTFOLIO 2020

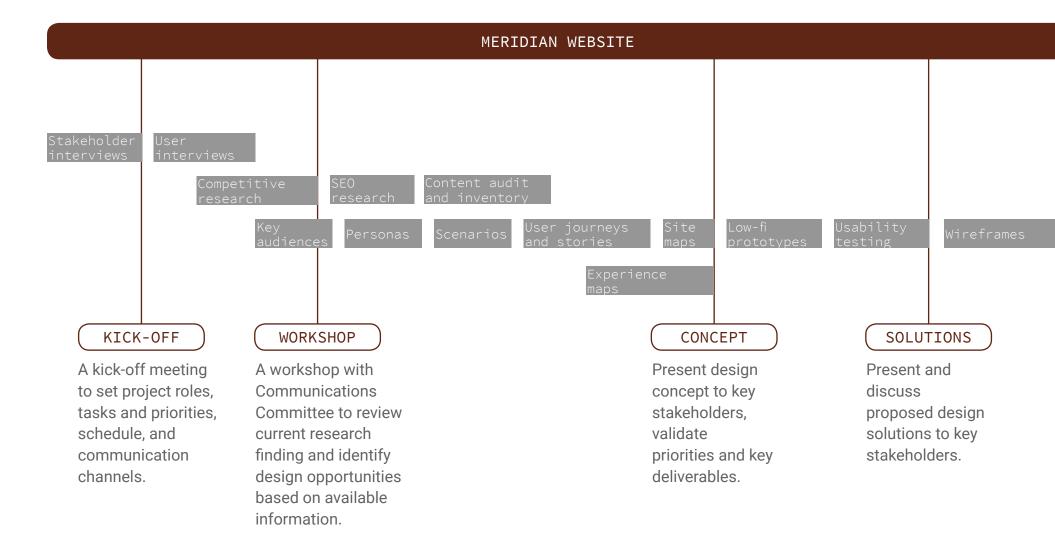
WEB MARKETING MAP

MERIDIAN.ORG

After initial interview analyses I visualize preliminary results. That helps me structure massive chunk of information into manageable pieces, and serves as visual reference when I collaborate with your team members, or review research findings and set priorities with project stakeholders.



## 04 PROJECT ROADMAP







### CONDUCTING COMPETITIVE RESEARCH: METHODOLOGY

### 1:IDENTIFY PEERS AND COMPARABLE ORGANIZATIONS

### 2:INVESTIGATE AND COMPARE WEBSITES

### 3:ASSESS WEBSITES ON HEAT MAP

### 4:DETERMINE WEBSITE **BEST PRACTICES**

### 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 0-3 0-3 0-3	Graphics on impact, mission is less than a paragraph, etc.
NAVIGABILITY	Key Navigation Tools in Prime Real Estate Logical Flow of Information Friendly, Intuitive User Experience	0-3 0-3 0-3	Information flows from left to right, number of clicks to desired information, etc.
USER ENGAGEMENT	Social Media Effectiveness and Prominence Compelling and Relevant Content for Users Recognition of Sponsors and Contributors	0-3 0-3 0-3	Thank sponsors/donors, ask users to "connect" or "donate", links to more information, etc.

**SCORING** 0 Capability does not exist

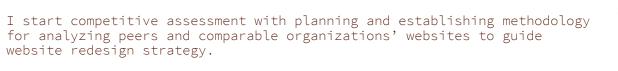
SYSTEM KEY

1 Limited capabilities that do not fully meet audiences' needs

2 Capability meets basic audiences' needs

3 Capability exceeds expectations

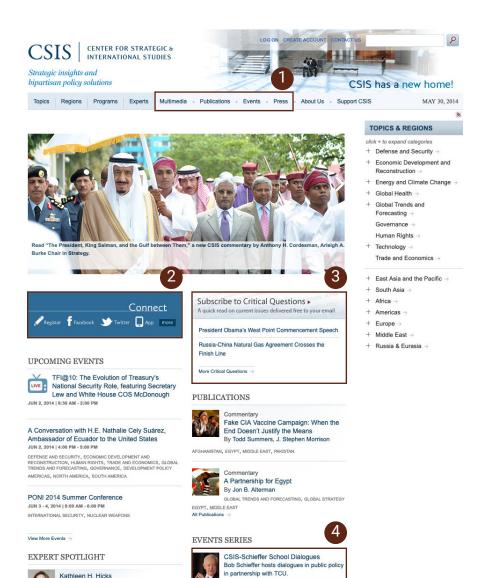








### **CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT**



Made possible with support from the Stavros

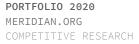
Niarchos Foundation

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				





Senior Vice President: Henry A. Kissinger

Chair: Director, International Security

The CSIS website uses powerful tools for high user engagement, including multiple channels for connecting with the organization.

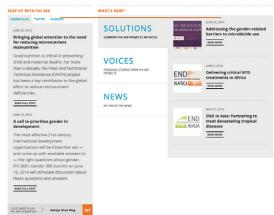




### CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT



We live in a complex world where challenges are intimately linked — and so must be the solutions.





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

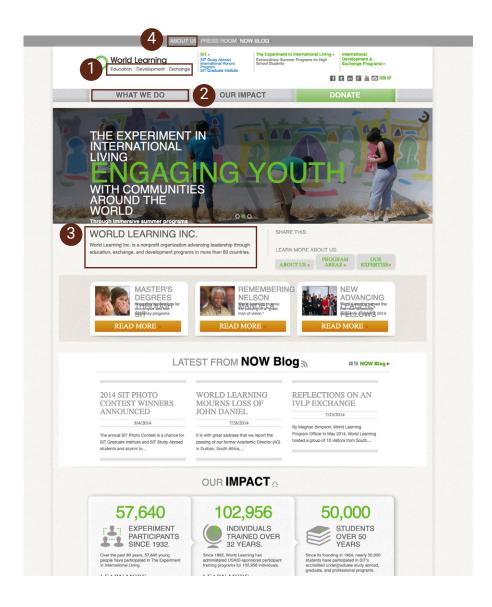
DIMENSION: NAVIGABILITY	
Criteria	Score
Key Navigation Tools in Prime Real Estate	3
Logical Flow of Information	3
Friendly, Intuitive User Experience	2







### **CONDUCTING COMPETITIVE RESEARCH: ASSESSMENT**



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

- 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.
- 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.
- The core mission is succinct, focused, and meaningful to users both users familiar with WL and first time visitors.
- 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





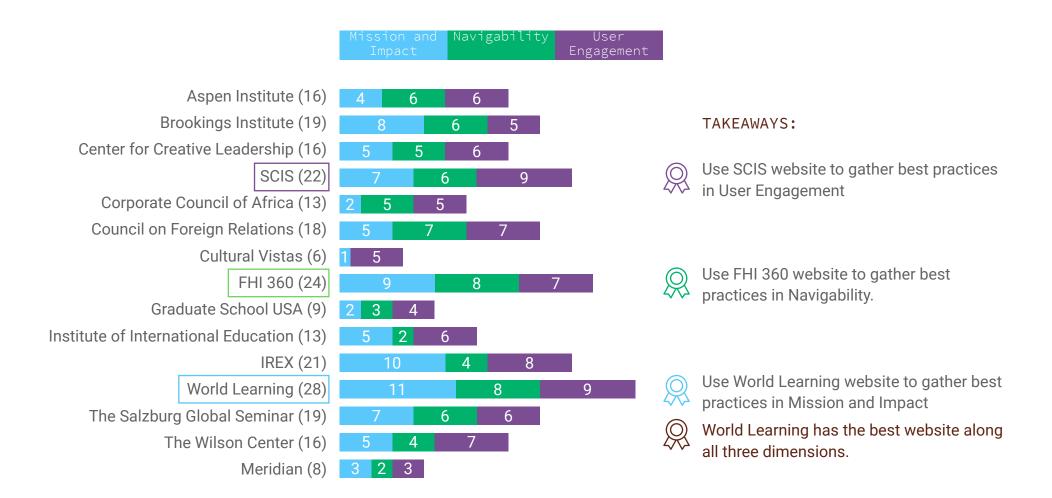
### CONDUCTING COMPETITIVE RESEARCH: HEAT MAP

	M	ISSION A	AND IMPAC	СТ	NA'	VIGABILI	ΤΥ	USEF	R ENGAGE	MENT
Peer (Total Score, Max = 30)	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





### **CONDUCTING COMPETITIVE RESEARCH: SUMMARY**









### **ESTABLISHING KEY AUDIENCES**



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



There are many different methods that can be used to identify audience segments, focusing on differences can help us prioritize and design the features that best meet the needs of each. Interviewing key stakeholders and employees has helped me identify the right audience for the website.



### 07



### **BUILDING PERSONAS**

**GREG** 

HON. FRED

**JANNIE** 





Meridian Ambassador



Meridian Employee

### **SADTYA**

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

### **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



For this project I use goal-directed personas to represents a cluster of users who exhibit similar behavioral patterns in their use of technology, service preferences, lifestyle choices, needs and struggles.



## **08**

### MERIDIAN INTERAPONAL CENTER

### CREATING SCENARIOS

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

Sadiya navigates to meridian.org

Sadiya looks on Joombotron to see for featured upcoming programs

Sadiya selects "Our Work" from top menu to see all programs Sadiya filters the listing by "Exchanges" practice area Sadiya selects a program she is interested in to see all available info

How she gets there? Will she know direct URL or use search engines? Joombotron will feature some of upcoming programs

"Our Work" button will be on global menu available on every pages She can also filter programs by region, topic and country.

Direct URL to
upcoming programs
will be in Newsletter
and on Social Media.

Quick link to upcoming programs will be on the home page "Our Work" will be main landing page (top category) for the all programs

Quick link on "Exchange" page will be on the home page Program will have the same URL before, during and after the program.

All past and upcoming programs will be listed on this page

Notifications about new content on the page?

Step

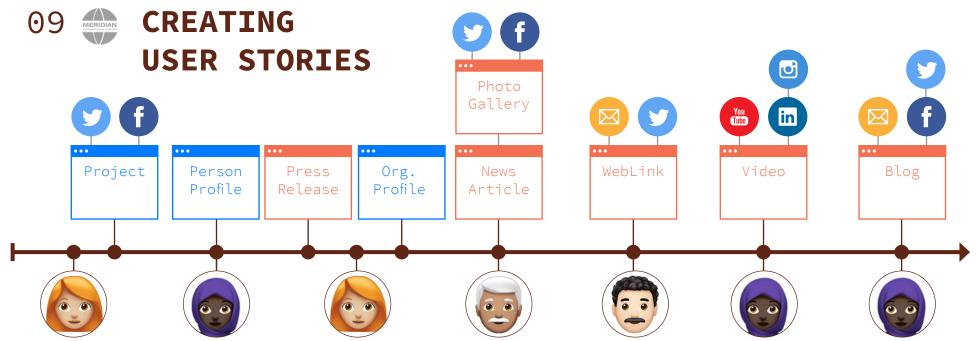
Comment

Ougstion



I use scenarios as a description of a persona using a product to achieve a goal, they describe an instance of use, in context. Scenarios are usually narratives that tell a story describing one or more tasks in a specific environmental situation.





Jannie is assigned to East Asia Entrepreneurship project. She publishes Project page on Meridian website with information on project dates and selection process and shares that page on social media.

One of Sadiya's
Facebook friends
shares the project
publication with
her. She goes to
Meridian website
and decides
to submit to
application. Later
she learns that she
is selected and will
visit U.S. with group
of entrepreneurs.

Jannie publishes a press release announcing arrival of Asian entrepreneurs to the U.S. She also publishes their profiles with bio information, as well as profiles of all partnering organizations and updated the project page with links all new publications.

As part of U.S.
visit, group of
entrepreneurs
have a meeting
with Hon. Fred.
This meeting gets
media attention.
Hon. Fred. tweets
about the meeting
from his account
and shares News
Article and Photo
Gallery, posted on
the website.

One of the news outlets publishes their own article about the meeting with Hon. Fred. Greg reads the article, clicks on referral link to Meridian website and subscribes for Meridian newsletter and follows Meridian on Twitter.

Meridian
communications
team recorded a
video interview
with Sadiya
to capture her
feedback on U.S.
visit. Interview
is posted on
Meridian website
and social media,
as well as Saiya's
social media.

After U.S. visit
Sadiya writes a
blogpost about her
experiences for
Meridian Blog.



Fred receives
Meridian
Newsletter with the
link to the blogpost
and shares it on
his social media.



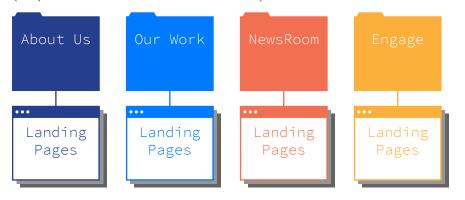
User journeys are useful in demonstrating the way users could interact with the website. In this particular case I illustrated what type of information will be posted on the website during the course of one exchange project.



## 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)

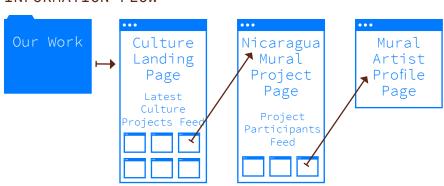
- Program(s)
- Department(s)
- Year
- Council(s)
- Hashtag

#### TYPES OF PUBLICATIONS

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



#### INFORMATION FLOW





A site map describes the different content pieces on the site and the relationship between them. It is an important step of the user centred process as it ensure content is in places users would expect to find it.



## 11 MERIDIAN

### **CONTENT AUDIT AND INVENTORY**

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

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

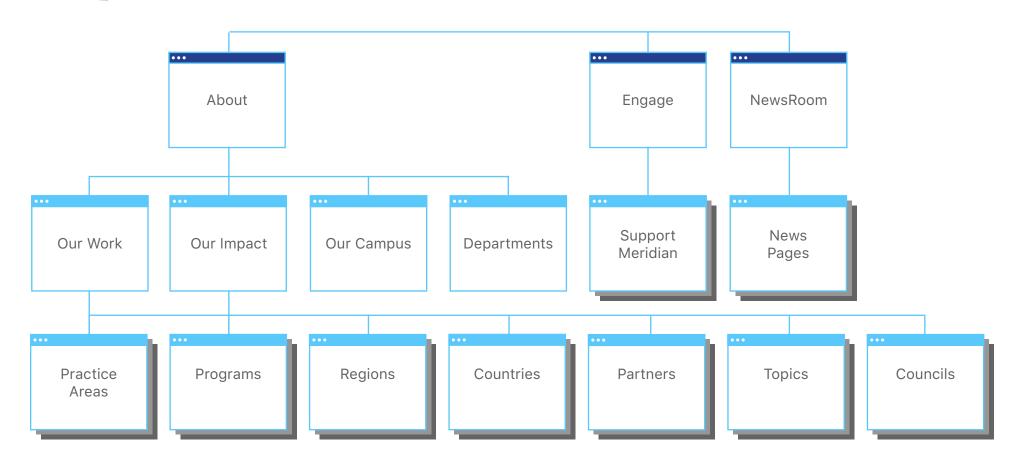


The messaging within the old Meridian website does not clearly indicate what they do and how target users can benefit from their programs. Most of the content can be used as a base for new website pages. However, significant amount of editing and re-formating will be required to properly migrate the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



## 12 MERIDIA

## INFORMATION ARCHITECTURE







## 13 MERIDIAN

### 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 STONG WEB PRESENCE AND ADAPT BEST SEO PRACTICES.

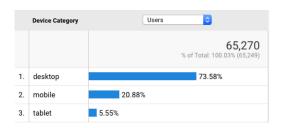
Key Search Terms	Appears on First Page	Listed on Top 3 Links	Rank from #1 Position	Notes & Competitors' Position on Results Page
Meridian	×	×	NA	Meridian.org cannot be found in Google search results other than as a wedding venue.
Meridian International	<b>✓</b>	<b>✓</b>	1	Top result, though sharing results 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	<b>/</b>	×	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	×	<b>√</b>	11	CFR link is on the 1st page, 6th link from the #1 position
Stuart Holliday	<b>✓</b>	<b>✓</b>	1	Meridian.org link to Ambassador Holliday's biography is the top result

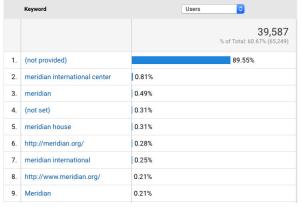






### SEO ASSESSMENT: GOOGLE ANALYTICS





	Landing Page		Users	<b>○</b>
				65,270 % of Total: 100.03% (65,249
1.	1	æ		38.52%
2.	/rent	æ	7.22%	
3.	/meridian/our-campus/meridian-house	<b>P</b>	4.24%	
4.	/iylep2015	æ	2.57%	
5.	/careers	æ	2.48%	
6.	/mural	æ	1.79%	
7.	/ball	<b>P</b>	1.74%	
8.	/contact-us	@	1.34%	

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	Identify keywords and phrases that better align with the goals of
website are not specific to the strength of their offerings.	the organization. Apply consistent tagging and SEO techniques to
	increase page indexing and keyword recognition.
Meridian Venue Rental. Meridian website does not fully promote	Create a separate website dedicated specifically to the events
or engage users that are searching for information on the	hosting activities. Sub-domain can be used to isolate venue
Meridian venue (e.g., space rental, weddings).	content and improve SEO for Meridian's programs.
Content Strategy. The messaging within the Merdian website does not clearly indicate what they do and how target users can benefit	Develop a full content plan with journey maps and SEO strategy.
from their programs.	
Internal Linking. The Meridian website does not make strong use	Identify the most important pages in website. Use new website
of internal linking between pages in meridian.org	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.

#### BACK END

TAXONOMIC DATABASE

Labels and Tagging

Database Requests

ADMIN INTERFACE

Roles and Permissions

Customized Tools

Predefined Templates

Archives

CODE BASE

WordPress CMS

Reusable Modules

Intergrations

SE0

Automatic Tagging

Schema.ors

Analvtics

HOSTING

Multiple Domains

Subdomains

#### FRONT END

**USER INTERFACE** 

Intuitive Navigatior

Search

Internal linking

Call for Action

Responsive wire i all

Logical Data Ur

Social Media

Sliders

Interactive Maps

WEBSITE HIERARCHY

Classification

Semantic URLs

Types of Pages

PAGE ELEMENTS

lodular Page Structur∈

Static Flements

Dynamic Elements

### **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.



At this point research and analysis is done. Before moving to next phase, research results and design concept are presented to key stakeholders for discussion, validation and approval.



## 15 MERIDIAN

### LOW-FIDELITY PROTOTYPES





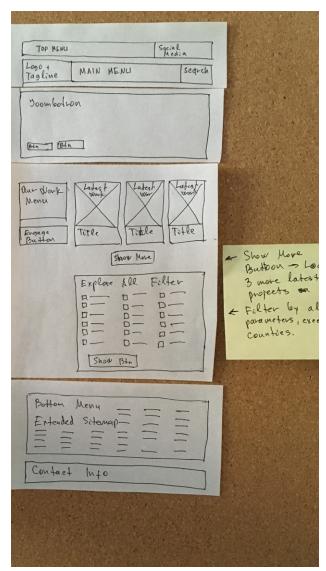
First prototype is sketchy and incomplete, has some characteristics of the future website pages and modules but is otherwise simple. Usually in order to quickly capture an idea and test broad concepts.

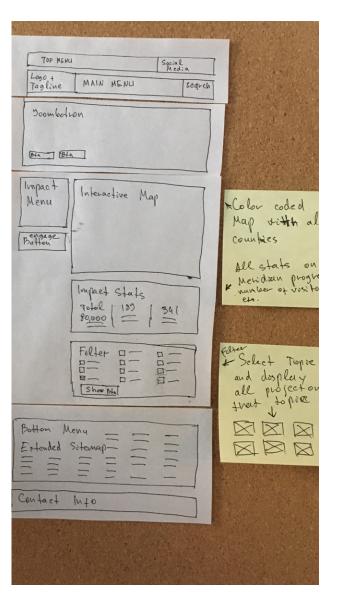


## 16 MERIDIAN

### LOW-FIDELITY PROTOTYPES

TOP MENU Social Media Logo + MAIN MENU Segrich Tagline MAIN MENU Segrich	Liks to all K social Media Pages
lagtine	
Doombetion	Joumbton  3-4 retations
(Ota) (Ota)	The second section
About Us Mission Vision	
Suberibe Btn	
Our Work Latest Latest Mena Mana	
Dar Impact Interactive Map	Mini Map with megions only, no countries
Dut News Lakest Lakest Mens Mens	10 (60)
Engage Menu International Tracks Tracks Tracks	
Botton Meny	
Extended Sitemap ==	A STATE OF STATE OF
Callan	
Contact Into	
	KIND OF THE
NORTH CHARLES TO SE	

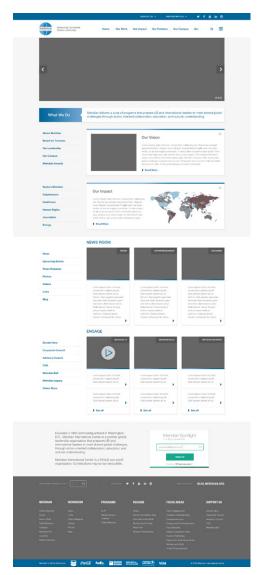


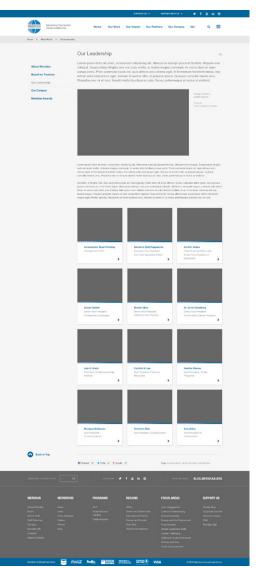






## 16 CREATING WIREFRAMES











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 content and user experience.



## 17 MERIDIAN

### 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

Questinon 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% Fai





### EARLY USABILITY TESTS: TREE TESTING

,	Meri	idian.org				
	▼ About Us					
			Board of Trustees			
			Our Leadership			
		•	Our Staff			
			- Professional Exchanges Division			
			☐ GlobalConnect Division			
			└ Meridian Center for Cultural Diplomacy			
			Meridian Center for Diplomatic Engagement			
			External Affairs Division			
		•	Our Campus			
			□ Meridian House			
			White-Meyer House			
			Plan an Event			
		•	Our Partners			
			□ Public Sector			
			Private Sector			
			└ NGOs			
			- Diplomatic Corps			
			Contact			
	•	Our	Work			
			Explore Meridian			
		•	By Topic			
			- Business and Trade			
			Civic Engagement			
			- Cultural Diplomacy			
			Empowering Women and Girls			
			Energy and the Environment			
			Entrepreneurship			
			Food Security			
			Foreign Policy			
			- Global Health			
			Governance and Transparency			
			Human and Civil Rights			

	└ Media and Journalism
	- Public Diplomacy
	Science and Technology
	Security and Defense
	Sports and Recreations
	Transportation
	Volunteerism
	Youth Leadership Development
•	By Region
	- Africa
	East Asia and Pacific
	Europe and Eurasia
	Near East and North Africa
	South and Central Asia
	Western Hemisphere
•	Meridian Programs
	African Women's Entrepreneurship Program
	British American Parliamentary Group (BAPG)
	- Cultural Events
	- Cultural Exchanges
	- Custom Exchanges
	- Diplocraft
	- Exhibitions
	Global Business @ Meridian Downtown
	Global Dialogue Series
	- Global Leadership Project
	- Global Service Leaders
	Insights @ Meridian
	International Museum Development Training
	International Visitor Leadership Program
	International Women of Courage
	lraqi Young Leaders Exchange Program
	- Meridian Ball
	<ul> <li>Meridian Corporate Diplomacy Professional Development Program</li> </ul>

	Meridian Diplomacy Forum						
	Meridian Fellowships						
	Meridian Global Leadership Awards						
	Meridian Global Leadership Summit						
	Pan-Africa Youth Leadership Program						
	Reverse Trade Missions						
	Speed Convening and Mentoring						
	The Digital Finance Future: Inclusive and Global Economic Growth						
	Study of the U.S. Institutes Program (SUSI)						
	The Digital Finance Future: Inclusive and Global Economic Growth						
	The Global Government-to-Government Partnership (G3P) Program						
	U.S. Congress – Republic of Korea National Assembly Exchange Program						
	U.SFrance Leadership Dialogue						
	Young African Leaders Initiative						
	Young Leaders of the Americas Initiative (YLAI) Professional Fellows Program						
•	By Practice Area						
	Exchanges						
	- Culture						
	Convening						
	- Training						
Our	Impact						
	Annual Report						
Mer	idian News						
	Meridian.TV						
	Podcast						
	News@Meridian						
	Blog						
	Meridian in the News						
Eng	age						
	Partner with Us						
•	Support Us						
	Donate						

•	Join a Council
	Corporate Council
	Cultural Diplomacy Leadership Coun
	Rising Leaders Council
	Meridian Global Leadership Council
•	Work with Us
	RFP/Consultants
	- Careers
	Volunteer Opportunities
	Internships
•	Attend
	Upcoming Events
	Global Leadership Summit

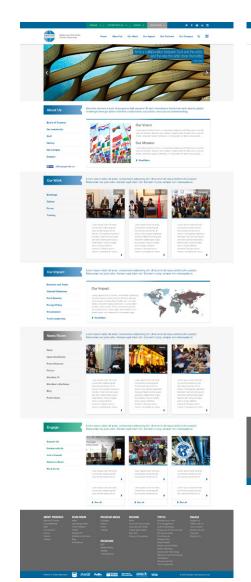


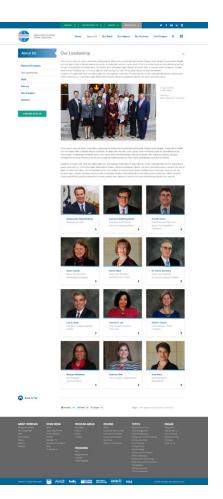
Menu tree is a great visual repesenation of website menus and submenus. Tree testing is a good way to find out on early design stages whether your informatin architecture and navigation is getting the job done.

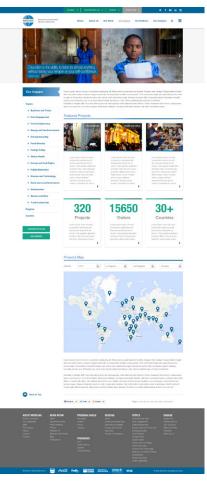


## 18 MERIDIA

### **HIGH-FIDELITY PROTOTYPES**











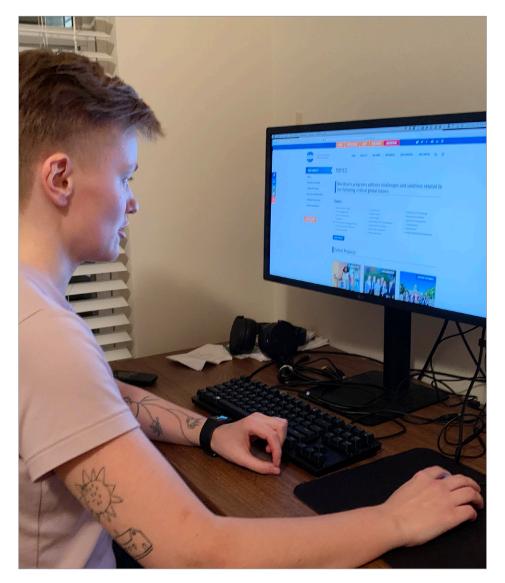




Visual design maximizes information-conveying capabilities of graphics and text. High fidelity prototypes have the aesthetic of finished product and allow to get detailed feedback.



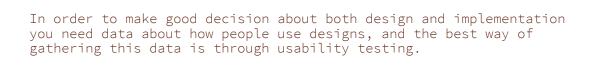
## 19 USABILITY TESTING



	ENGAGE PARTNER WITH US DON	NATE PLAN AN EVENT MERIDIAN NEWS	☑ y f □ in ☑
Advancing Effective Global Leadership	HOME ABOU	IT US OUR WORK OUR IMPACT C	OUR PARTNERS OUR CAMPUS Q =
OUR IMPACT	TOPICS		
Africa			
	T		and calutions valeted to
East Asia and Pacific	Meridian's progra	ms annress challenges	and solutions related to
East Asia and Pacific  Europe and Eurasia	Meridian's progra	ms address challenges cal global issues:	and solutions related to
	the following criti	ms address challenges cal global issues:	and solutions related to
Europe and Eurasia	Meridian's progra the following criti	ms address challenges cal global issues:	and solutions related to
Europe and Eurasia Near East and North Africa		ms address challenges cal global issues:	and solutions related to
Europe and Eurasia  Near East and North Africa  South and Central Asia	Topics		
Europe and Eurasia  Near East and North Africa  South and Central Asia	Topics  Business and Trade	☐ Food Security	Science and Technology
Europe and Eurasia Near East and North Africa South and Central Asia Western Hemisphere	Topics  Business and Trade Civic Engagement	Food Security	Science and Technology     Security and Defense
Europe and Eurasia Near East and North Africa South and Central Asia Western Hemisphere JOIN THE MERIDIAN GLOBAL	Topics  Business and Trade Civic Engagement Cultural Diplomacy	Food Security Foreign Policy Global Health	Science and Technology Security and Defense Sports and Recreations
Europe and Eurasia Near East and North Africa South and Central Asia Western Hemisphere	Topics  Business and Trade Civic Engagement Cultural Diplomacy Education	Food Security Foreign Policy Global Health Governance and Transparency	Science and Technology Security and Defense Sports and Recreations Transportation

T.:	<del>-</del>
cl	ick "Our Work"
	erolls down
Cla	ch 'See all Programs'
S	cours Programs adelay 45 see
Cl	ock "Back" browser lendlon
S	becolls down, motorces the tolter & delay [2054] leeted "Eupower Wun" and Clock "Show Projects"
Se	leeted Eupover Wan" and "Clock Show Projects
Se	holls down and clicks "PAYLP"
	Sacress

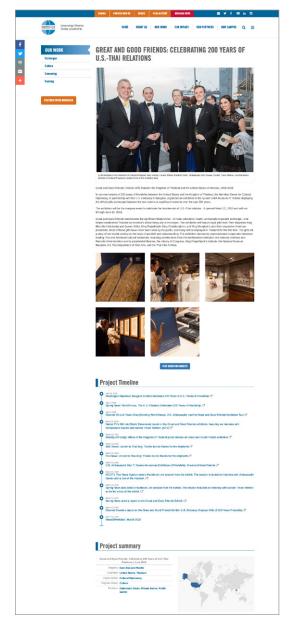


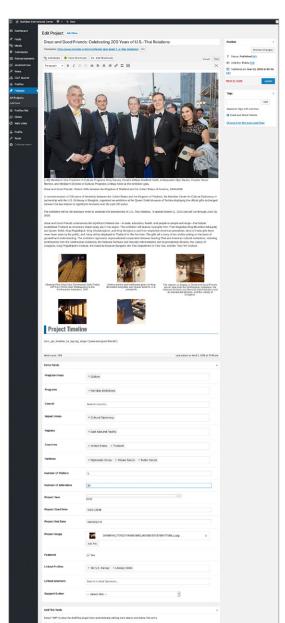


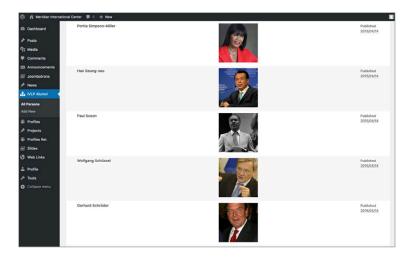




### FRONT-END DEVELOPMENT







	tional Center 🌹 0 🕂 New		
Dashboard     Dashboa		S	creen Options *
∱ Posts <sup>©</sup> ] Media	News Add New All (402)   Published (448)   Downs (44)   Trash (1)		Search News
♥ Comments		e ( 4	of 24 > >>
☑ Announcements			
	☐ Title	Date	Analytics
≯ News	Marking International Women's Day 2019 By Appointing Mei Xu as Chair of the Meridian Cultural Diplomacy Center	Published 2019/03/08	ad .
All News Add New	Insights @ Meridian: National Governors Association - February 22, 2019, photos by Stephen Bobb	Published 2019/03/01	м
A IVLP Alumni	Bringing people together through Emirati culinary arts	Published 2019/02/28	ad .
→ Projects      Profiles Rel.	A Window into Abu Dhabi Culture: Culinary Diplomacy Lunch with United Arab Emirates Embassy	Published 2019/02/21	al .
Slides	Chinese New Year Celebration at the Embassy of the People's Republic of China, February 6, 2019 – Photos by Stephen Bobb Photography	Published 2019/02/12	ы
♂ Web Links ♣ Profile	Salon Dinner hosted by His Excellency Martin Dahinden, Ambassador of Switzerland, January 30, 2019 – Photos Stephen Bobb Photography	Published 2019/02/08	ad .
	Insights @ Meridian: Conversation with Ray Washburne of OPIC – January 17, 2019, photos by James O'Gara	Published 2019/02/04	ad .
•	Meridian 9th Annual Chinese New Year Celebration Co-Hosted with the Chinese Ambassador	Published 2019/01/23	
	Welcome to Washington Reception – January 15, 2018, photos by Jessica Latos	Published 2019/01/18	.d
	Meridian Exchange   January 2019	Published 2019/01/08	ad .
	Meridian Ball 2018 Highlights	Published 2018/12/11	ad .

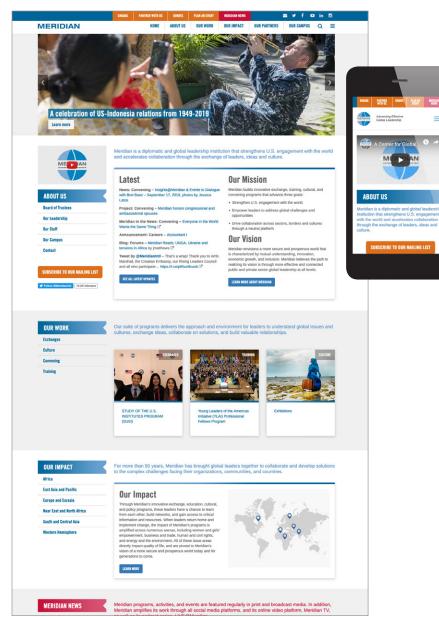


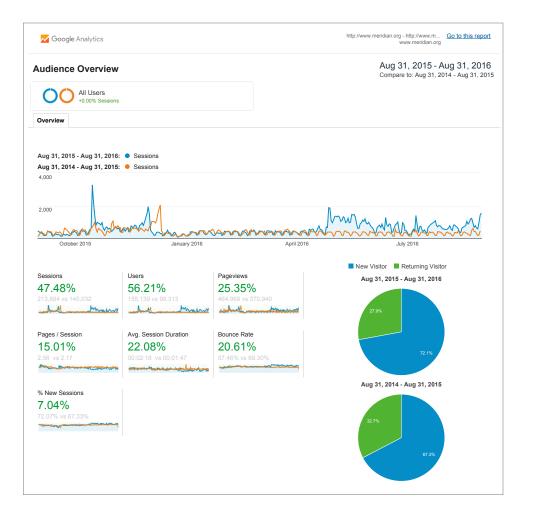
PORTFOLIO 2020 MERIDIAN.ORG FRONT-END DEVELOPMENT Website admin experience on the back end of the website is as important as website visitor experience on the front end. I designed intuitive user friendly admin interfaces with guidelines and tutorials for users with no coding experience.





### PROJECT OUTCOMES





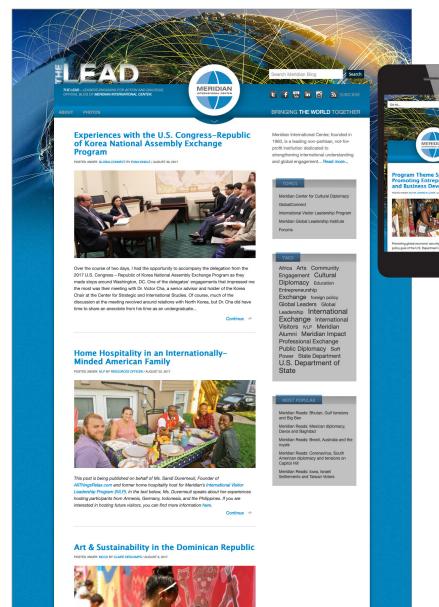


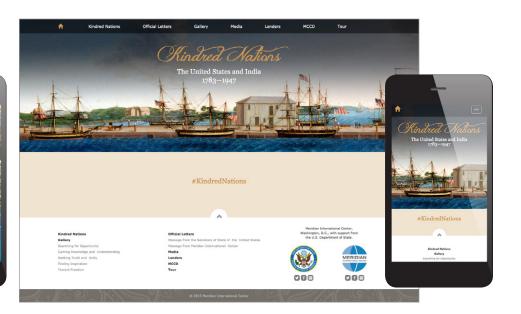
Metrics are the signals that show whether strategy is working. Using metrics is key to tracking changes over time, benchmarking against previous versions of the website. Improved overeall accessibility and usability, healthy & steady traffic growth, lower overall bounce rate & healthy avarage time on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

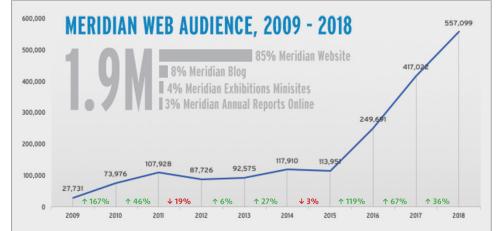




### PROJECT OUTCOMES









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