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ITGM-709-OL
VISUAL INTERFACE &
INFORMATION DESIGN
FALL 2015 | PROF. NIKHIL DESHPANDE



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Project Objective

Create a Web site information structure based on user tests and information analysis. Focus on using information to curate and possibly create content.



Proposal

The name of the website is Ship To The Border. In Canada, many customers choose to order stuff online and ship their items to an address near USA/Canada border. This saves money and shipment fees since mostly items are free shipping to USA rather than shipping to Canada. People would cross the border to pick up their items and return back to Canada. This is the business that this company does. Providing the address of their warehouse near the border for customers to ship to. Customers simply register an account on their website and they are all set to make any shipments. Once customers arrive at the counter for pick up, they pay for a certain amount of handling fee base on the size and weight of their items.

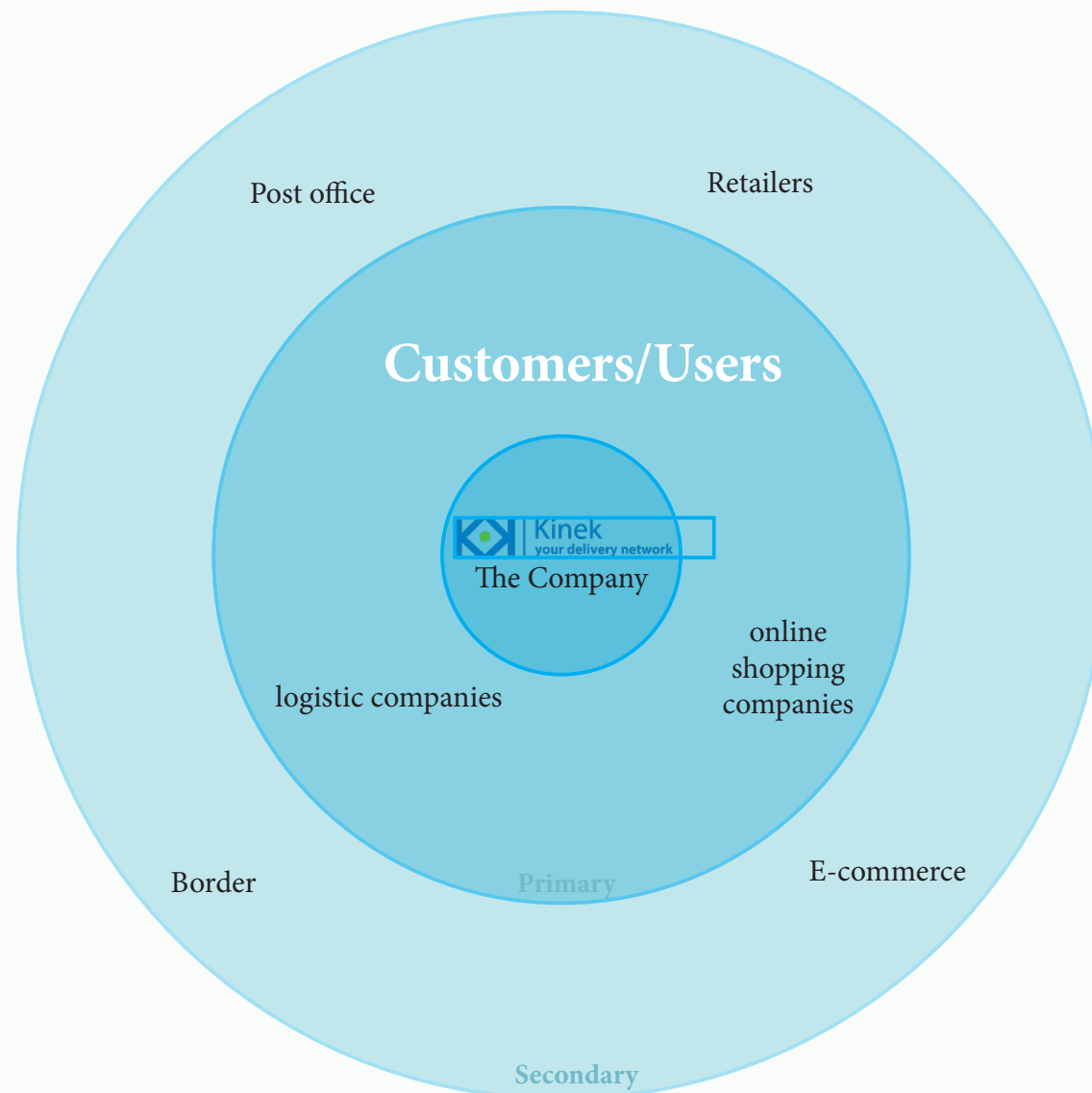
Design Opportunities



After doing email interviews with their customer service, I realized both websites are created by the same company. Kinek is the company that does the business and they didn't have time to merge the information of "SHIP TO THE BORDER" website together with their official Kinek company website. This is a big opportunity for me to organize and merge both website's information together in order to provide a promising and cohesive presentation to users. Hence, information architecture would play an important role in this project.

1. It is hard to check the pricing. Users have to open up any second website in order to check the pricing. This causes inconvenience to customers and inconsistency.
2. The overall design style is dated. It is not trendy, lack of confidence, too much information all at once. The information could be organized in more logical and user-friendly.
3. I think it would be nice to provide the image of each location. User would find the locations easier while picking up their packages on site.
4. The whole structure/wireframe can be re-organized and re-designed for better navigation.
5. Information overwhelmed and unorganized.

Stakeholders / Target



Definition of key stakeholders

Stakeholders would be the people who set the direction and objectives of the web site as well as anyone who has the power of influence or influenced by this service or website.

Identification of users' goals and expectations

The major *Target audience* would be the users/customers that normally order stuffs and ship it to the border and make a trip over to pick it up. They go on to the website regularly to check locations, pricing, and make sure their packages had arrived.

Persona

Persona



Charlie Thomson

AGE	41
Nationality	Canadian
OCCUPATION	Computer Engineer
LOCATION	Vancouver,BC
EDUCATION	Computer science

Practical Logical Warmth

Personal interest

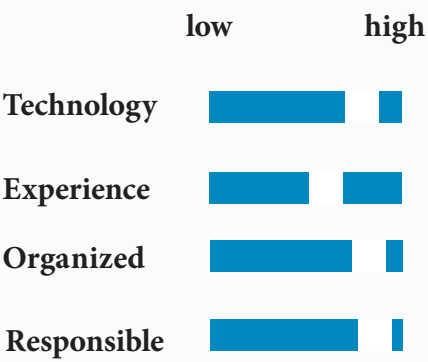
- Follow tech trend
- Love to play online games
- Share time with family
- Sporting, Hiking
- Helping the community, donations

Charle is an engineer that has been working in the industry for over 10 years. He is a father of two. He recently opened his computer/cell phone repair shop about 20 minutes drive from the border. After opening up his own shop, he understand the importance of controlling budget. Charlie is a very precise person. He is very responsible to he’s business and follows his agenda frequently.

Frustrations

- Waiting too long at the border during peak hours
- Packages never arrive
- Couldn’t find better price online
- Unsecure when he can’t find his children
- Worried if his shop not earning money

Key Attributes



Persona

Persona
Persona



Susan Kay

AGE	30
Nationality	Canadian
OCCUPATION	retail manager
LOCATION	Ottawa
EDUCATION	Fashion Design

Optimistic Bargan hunting
Spontaneous

Personal interest

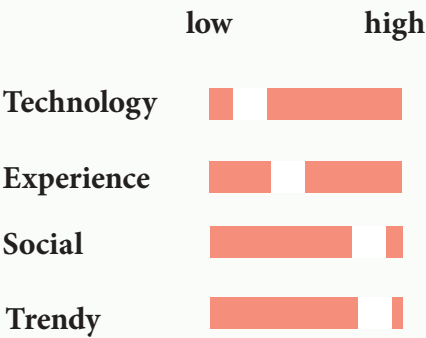
- Follow fashion trend
- Love to shop and online shopping
- Share time with friends and family
- Bargan hunting
- Browse in store, shop online
- Social media

Susan has been working in the fashion industry for over 7years. She’s currently a store manager of a fashion brand in Ottawa. In her personal life, she’s pays attention to her own fashion style to be trendy while avoid spending to much money. She always sees what’s popular and what’s on sale. She often walk into stores to skim through the clothes and then purchase online. She claims that it will save her 20-30% of the price.

Frustrations

- Spending too much time to deicde what to wear
- Bad traffic in downtown
- Waiting too long at the border during peak hours
- Packages never arrive
- Couldn’t find better price online
- Couldn’t find the best match of his clothes
- Has not been noticed package arrived.

Key Attributes



Persona



Kristy White

AGE	20
Nationality	Canadian
OCCUPATION	Student
LOCATION	Quebec
EDUCATION	Marketing

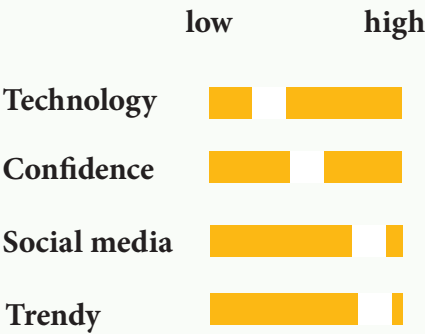
Independent Strict budgeting
Live in the moment

Personal interest

- Shopping, browse all the online stores
- Interested in pretty and nice looking stuff
- Share time with friends and family
- Travel
- Find discounts and coupons
- Ask friends to purchase together for discounts
- Social media
- Take selfie

Kristy is a 20 year old college student in Quebec. She passed the road test and received her drivers licence couple days a ago. Kristy is also a inderpendent girl. She has a part time job at a resturant and a tutor as her main income. She spends her own money on clothings and compares proces very carefully since she’s a strict budgeting person.

Key Attributes



Frustrations

- Forget her passwords of her accounts
- Packages never arrive
- Workload from school
- Relationship issues
- Been notified package lost.
- Cares about judgments from other people

Persona



David Tom

AGE	25
Nationality	Canadian
OCCUPATION	Apprentice
LOCATION	Montreal
EDUCATION	Auto Mechanic
Outgoing Down to earth Optimistic	

Personal interest

- Cars
- Modify his /friends car
- Share time with friends and family
- Car racing, Drag race
- Strong technical aptitude
- Order parts from outside Canada
- Social media
- Car related websites/magazines

Frustrations

- Couldn't solve customer's problem
- Packages never arrive at the post
- High insurance
- Speeding ticket to expensive
- Has not been notified package arrived.
- Poor working environment

David is a big fan of cars. He has a group of brotherhood friends that always gets together to discuss about cars. His biggest interest is to buy parts and modify his car and then showing off during car meets. He is still an apprentice at a shop and works 5 days per week. His job requires basic skills of using machine to diagnose customers cars.

Key Attributes

	low	high
Technology		
Experience		
Social media		
Trendy		



Content Inventory

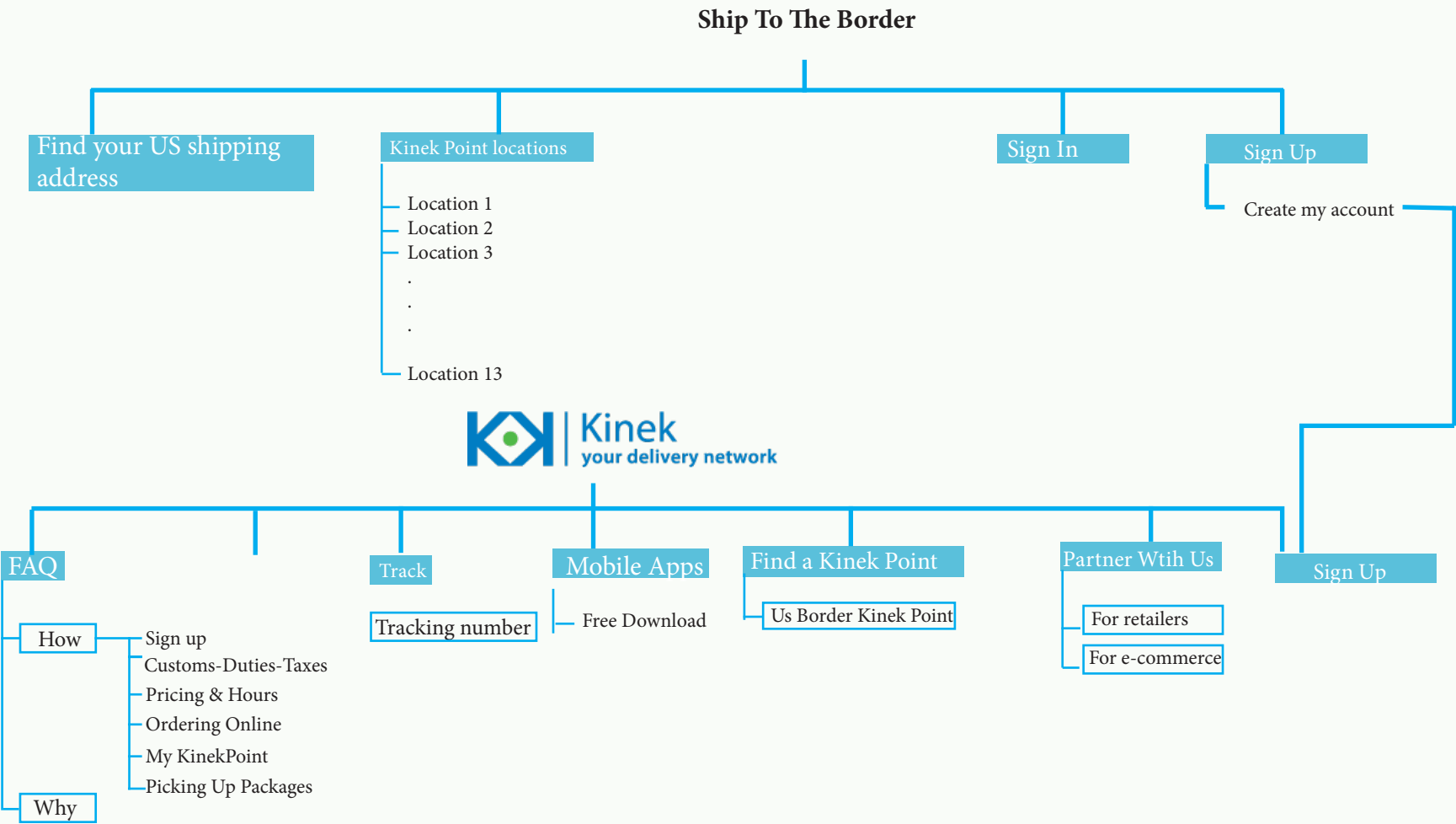
Page Name	URL	Content Type
Home	http://shiptotheborder.com/	Announcements, Photos, Information about affiliations, links to social media
Finding Your US Shipping Address	http://shiptotheborder.com/category/kinekpoint-locations	All the mailbox locations for pickup
KinekPoint Locations	http://shiptotheborder.com/finding-your-us-shipping-address	Instructions
Customs-Duties-Taxes	http://shiptotheborder.com/category/customs-duties-taxes	Taxes / fee caluclation
Sign in	https://www.kinek.com/sign-in	account sign in
About Us	https://www.kinek.com/about	Information of their business
Kinek	https://www.kinek.com/	Sub home page
Privacy	https://www.kinek.com/Privacy	Information of Privacy Policy
Track	https://www.kinek.com/track-package	Track package



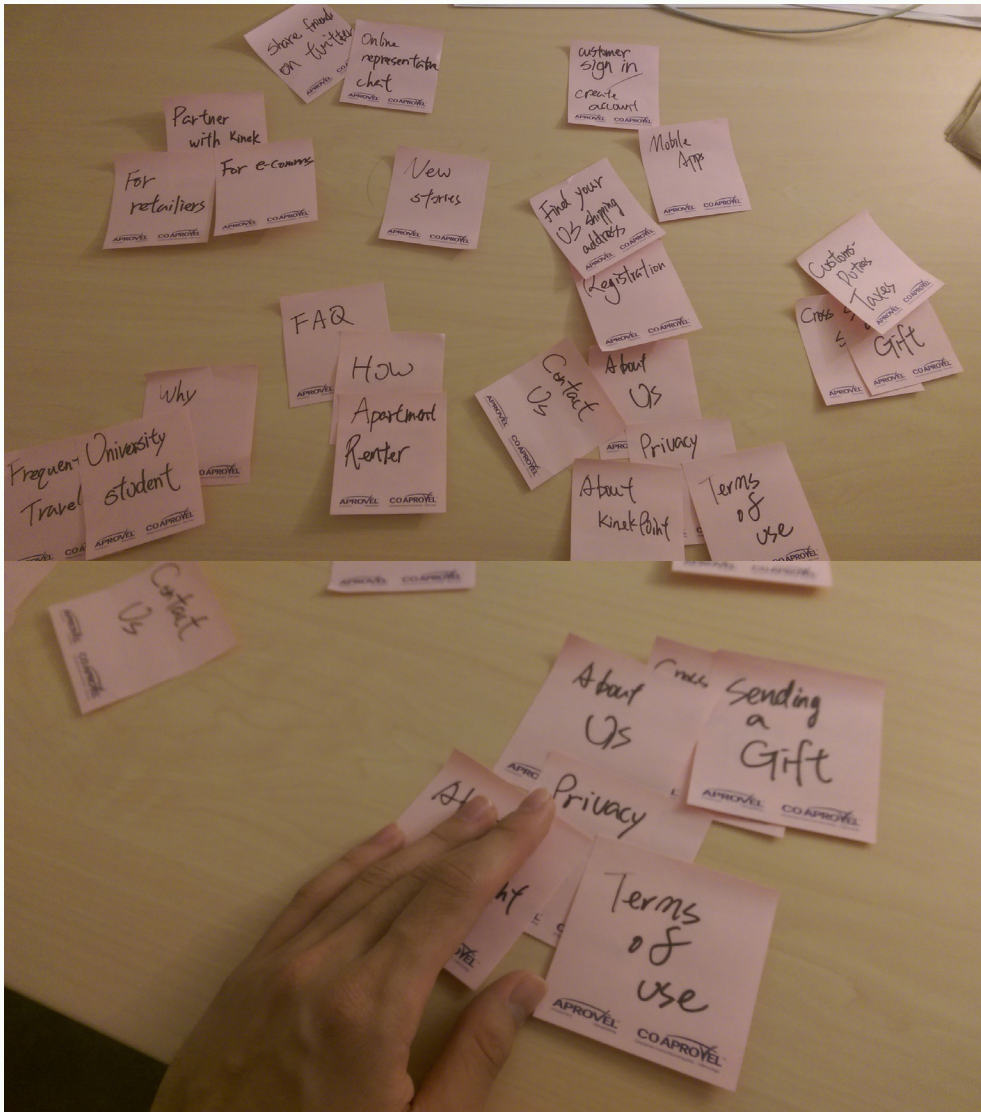
Current Sitemap

Strategy

The informations are separated onto two different websites. The goal is to merge both websites information together with logical information architecture.

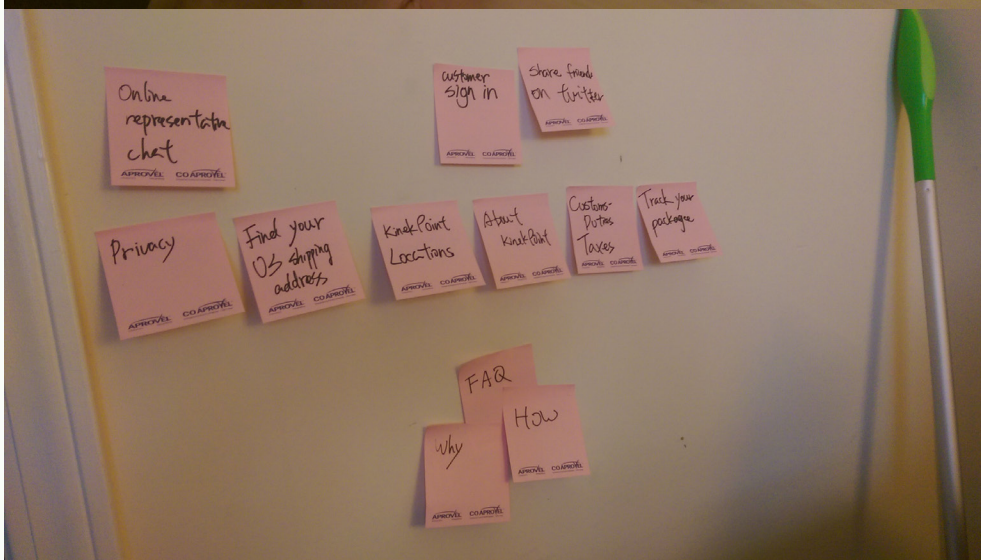


Content Sort



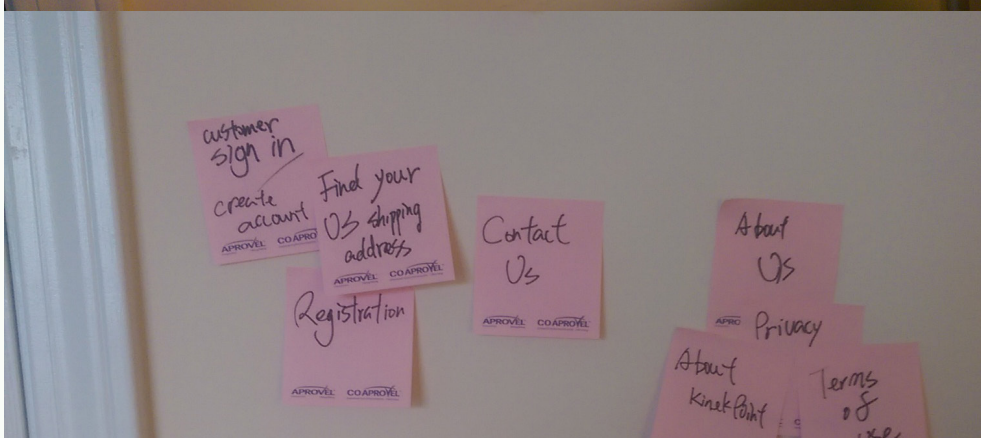
Process

I listed down all the contents of the website on individual stick notes. During the sorting activity, they were asked to sort the information into different categories based on their preference and what they usually have seen on different websites.

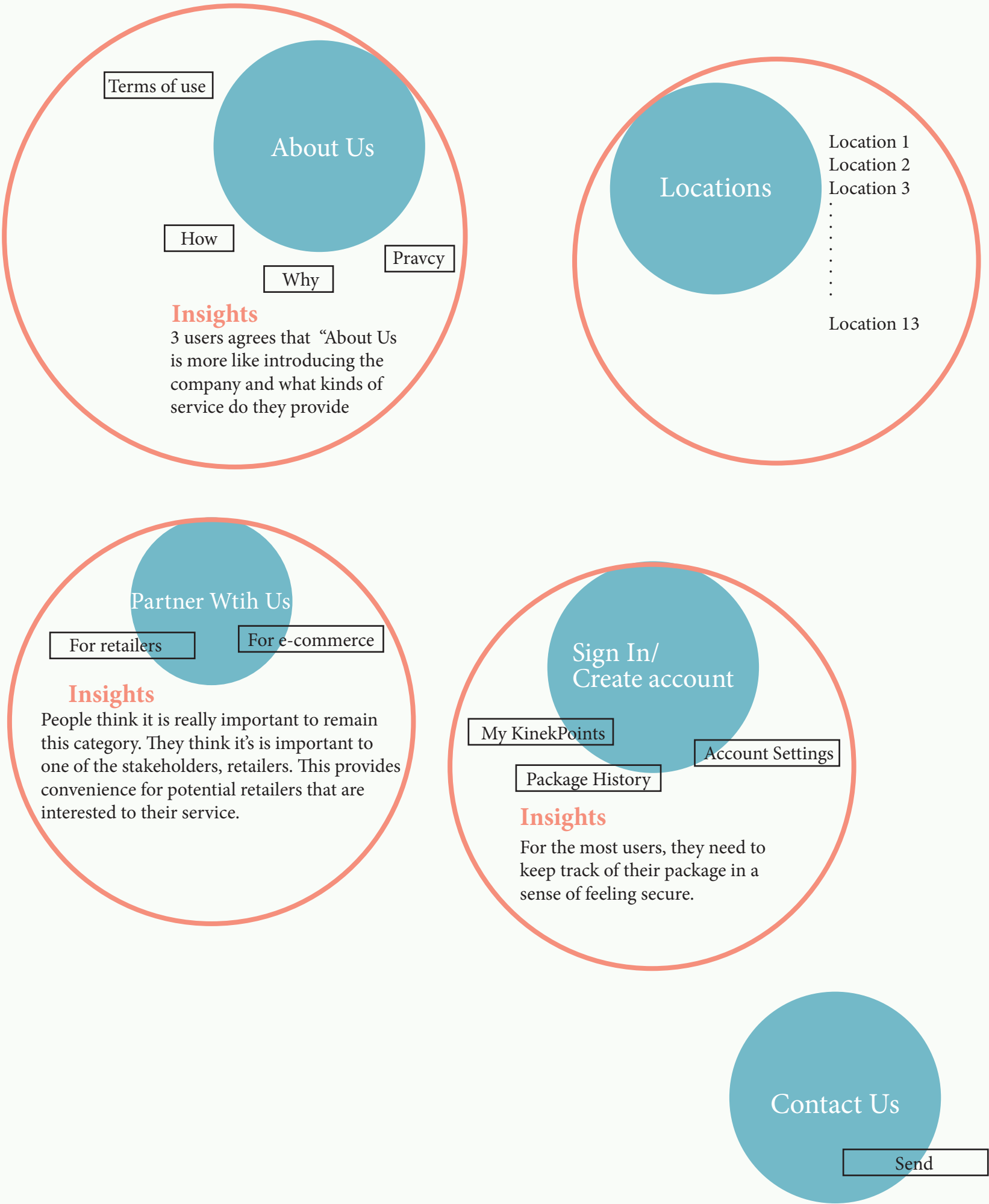


Process

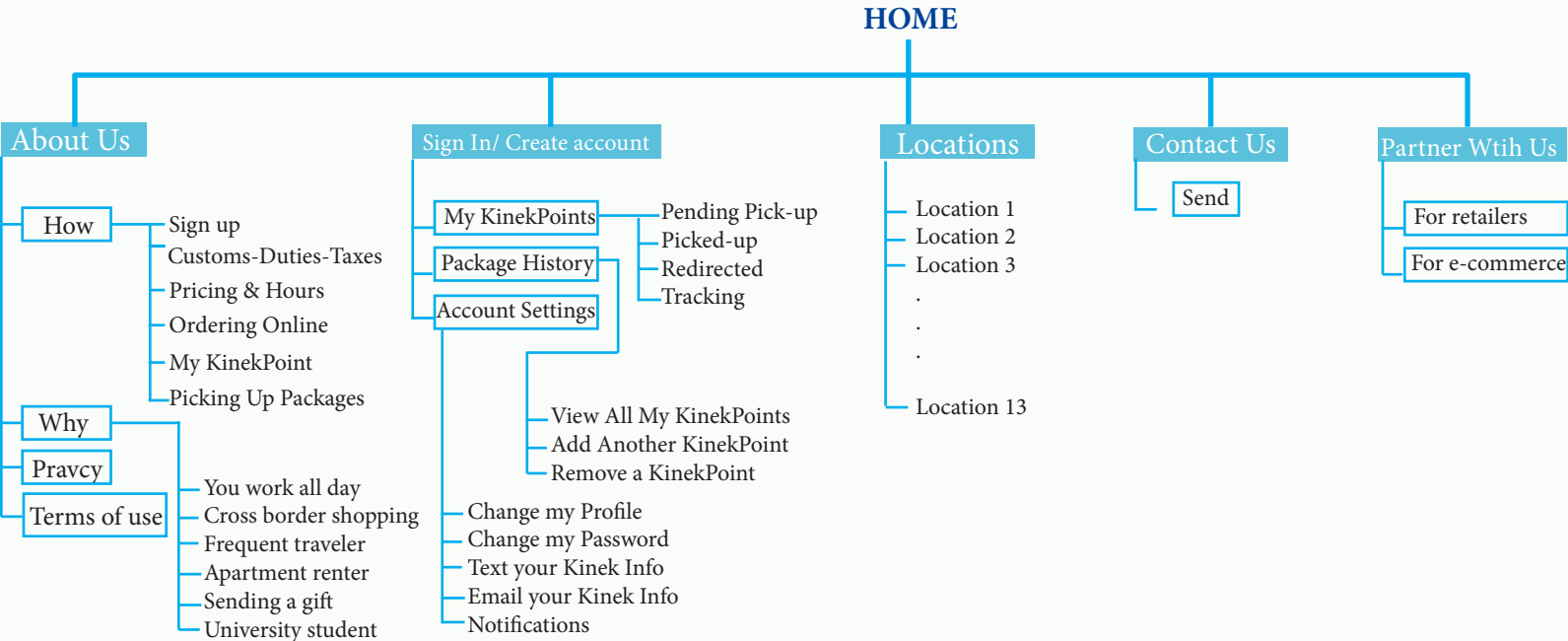
Users' were able to start categories and relate informations in a logical way.



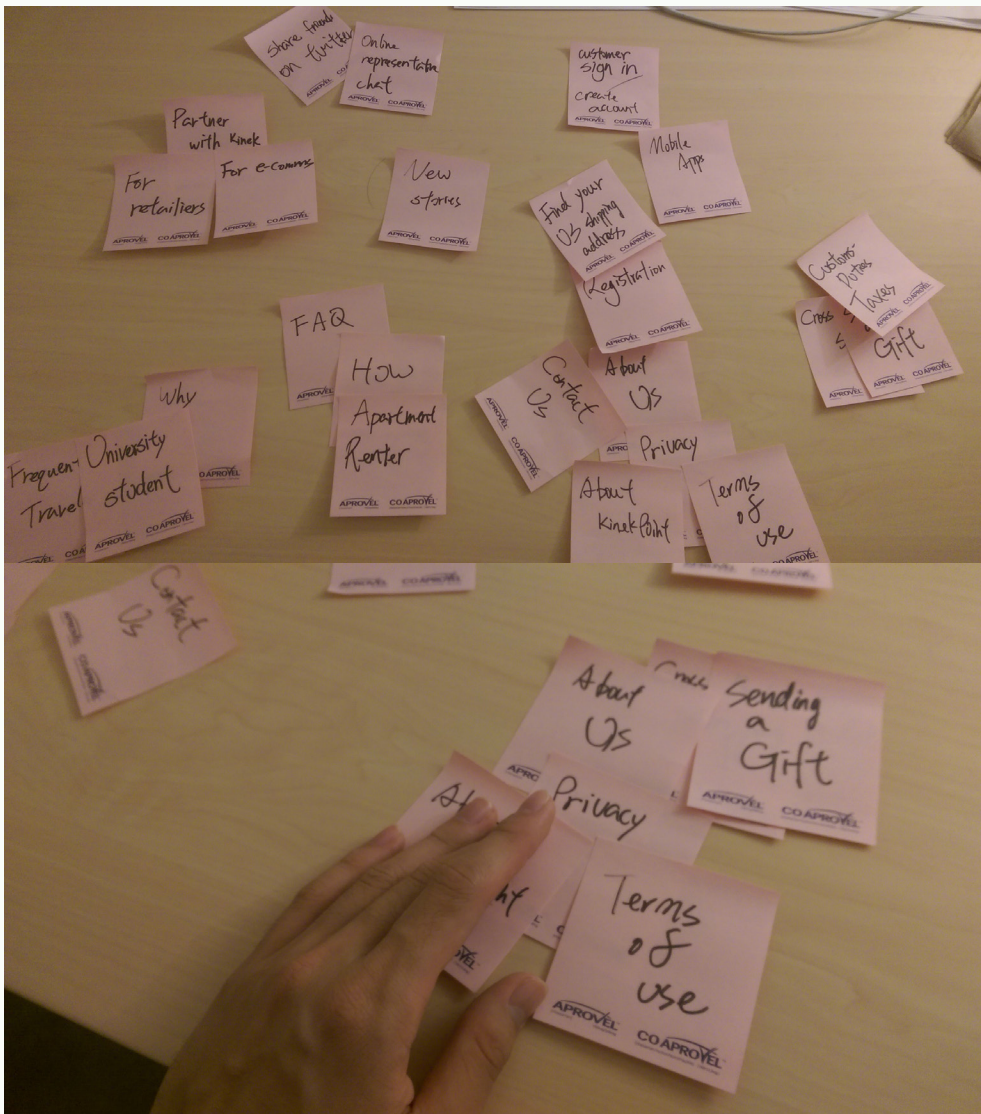
Content Sort: Insights



New Sitemap

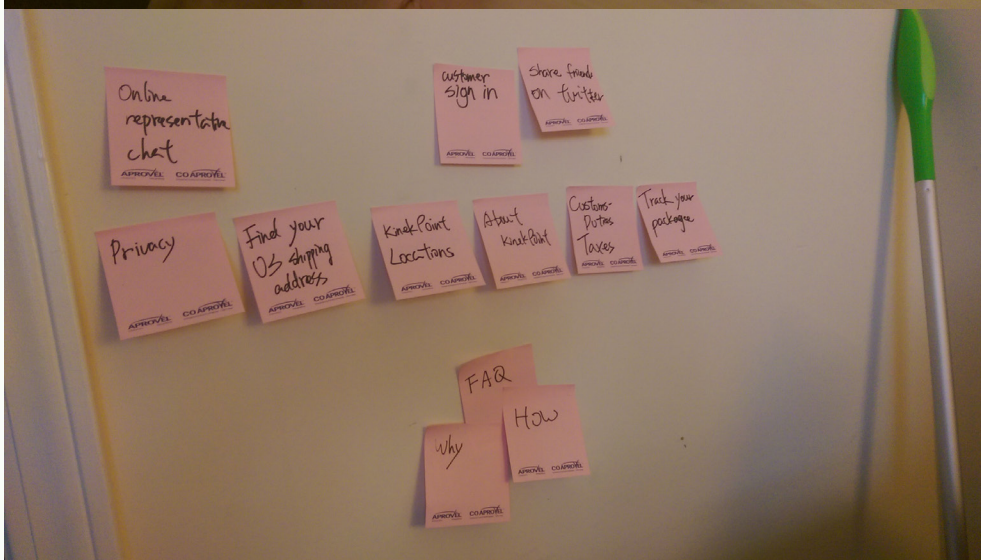


Content Sort



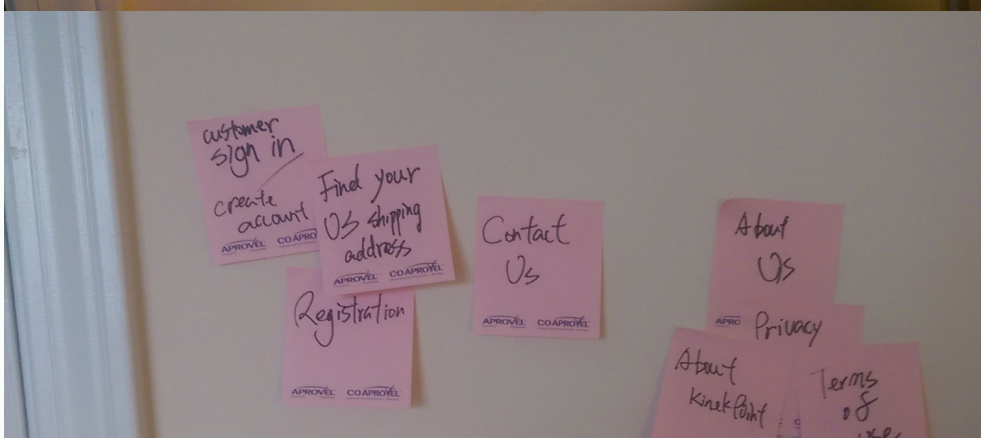
Process

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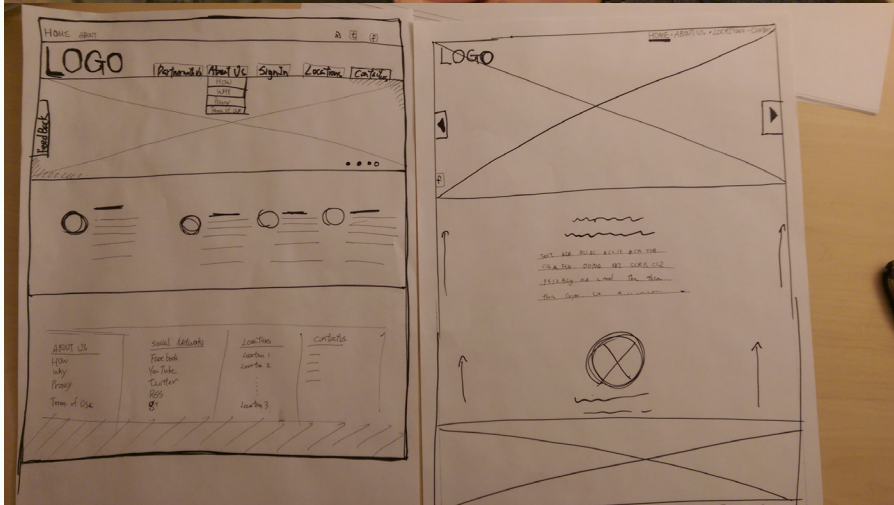
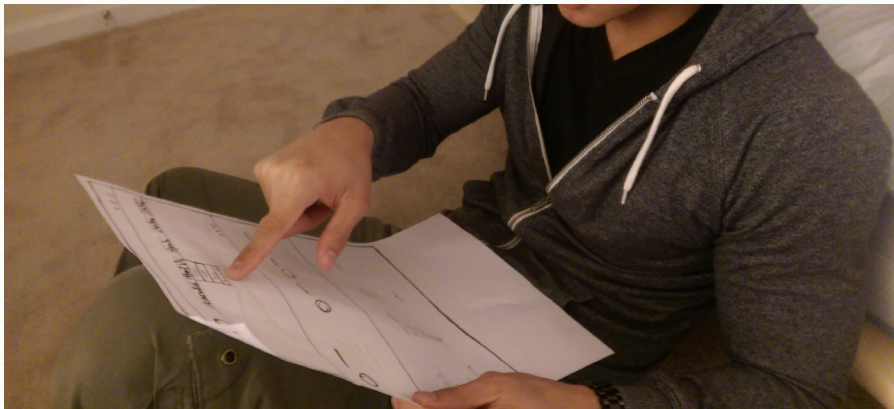


Process

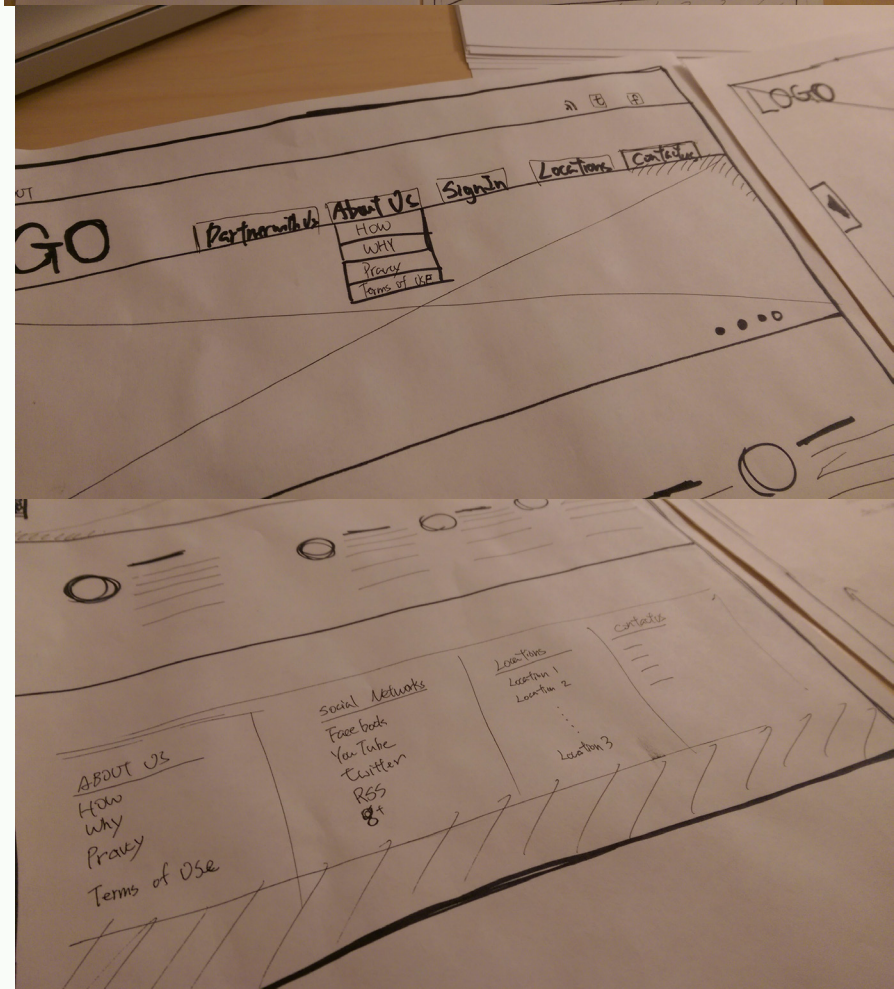
Users' were able to start categories and relate informations in a logical way.



Paper Prototyping



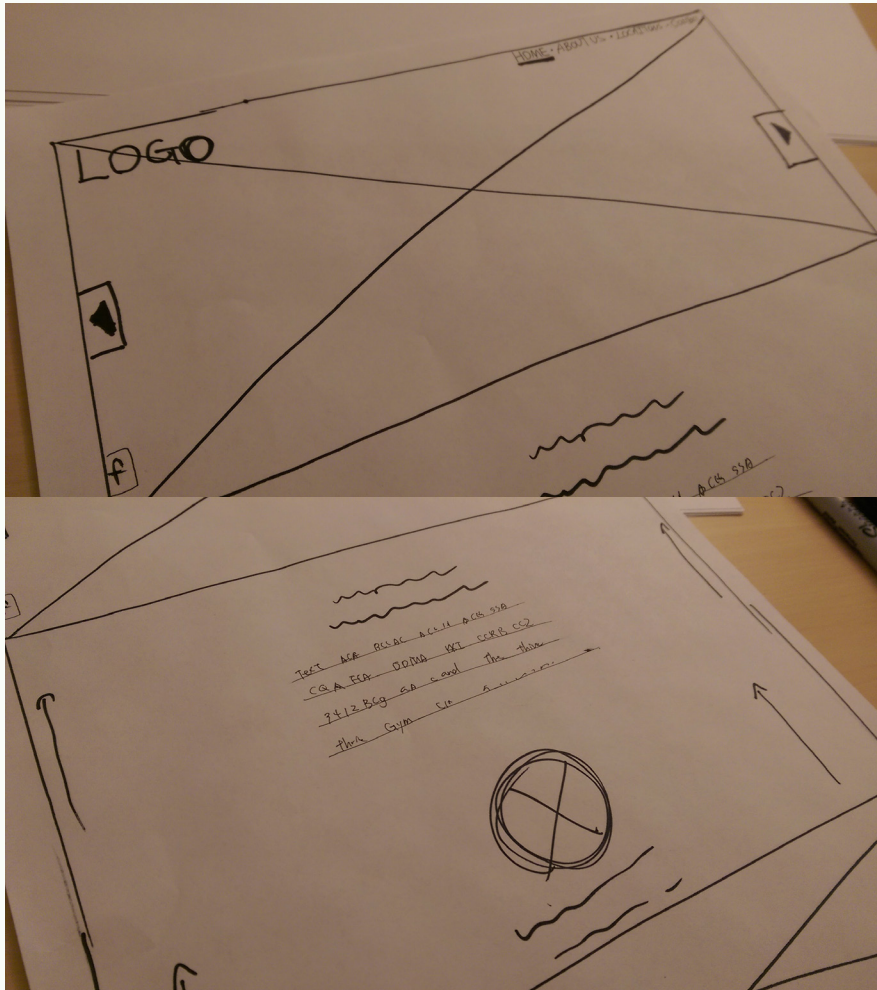
Paper-prototype testing is a quick approach to get direct feedback from real test. I had a chance to interview 4 people with 2 different re-designed wireframes. It really helped me to generate useful insights and improvements by comparing two different concepts.



Insights from people

1. The order of the menu bar should be reconsider carefully in terms of usability. They told me people are used to the common ways of many current website designs.
2. The site map should be based on the content sort category. They realized the information is not consistent with the main menu.

Content Sort



Insights from people

3. They really like the idea of seeing full screen picture as the enter the website. It gives them a clean and modern feeling. However, their concern was it might slows down some people's computer in order to load the images. In addition, they suggests me to rethink if this design really fits their business. They normally see this kind of websites design are for products, fashion, or technology products.

Low-Fidelity Wireframes

1 (866) 451-5565

Home

About Us

Locations

Contact Us

Partner With Us

Sign In / up

Welcome to Kinek

Are you looking for a USA address to ship your online purchases to?

Sign up for a Kinek account at Kinek.com/Border and then choose one of our many border locations across the US!

Sign Up

Learn More

Get Started with Kinek

Not at Home?

Are you a working professional or frequent traveler? An apartment renter or university student? Do you struggle to receive packages because you won't be home? Kinek has a solution.

Read more

The Kinek Convenience

Kinek has a convenient network of locations that you can easily ship to. You even receive email and text notifications when your package arrives!

Read more

Border Network

Kinek's border locations are conveniently set up for Canadians. Easily sign up for your US shipping address and start saving on international shipping and brokerage fees.

Read more

Contact Us

Home

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Locations

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Kinek US/Kinek Canada

Kinek

PO Box 4782, Rothesay NB E2E 5T6

Canada

support@kinek.zendesk.com

(866) 451-5565

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About Us

Why

How

Privacy

Terms of Use

Button

Button

Button

Button

Button

Button

So, right about now you wondering why would I use Kinek? The reasons are different for everyone, so we have posted the main ones above. Do you or someone you know fall into any of these categories?

Kinek solves a frustration that many people have, and as we have discovered not too many people know how to fix it. How do I order online and receive my packages when and where I want? We know it is not always easy to do using the current methods offered by couriers but using Kinek makes it easy.

KinekPoints solve the frustration involved with receiving packages from online and catalogue shopping, or even just receiving a package from friends or family. We've all dealt with coming home from work to find a "missed delivery" slip on our front door. You then spend the next day or two trying to track it down or arrange to be at home for the next delivery attempt. Sometimes delivery companies will even leave an expensive package sitting on your front step for anyone to come along and take, or for it to be rained or snowed on.

Whichever reason you chose to use Kinek, we have a reliable and safe network to ship your packages to.

*No matter what KinekPoint you ship to, you will receive an instant text message (SMS) and email notification when it arrives! You can even use Kinek to track your package for you and then pick it up at a time that is convenient for you when it is received at a KinekPoint.

Sign Up

Locations

Find a Border KinekPoint

Enter your Zip Code to search for the closest border KinekPoints.

V5E 4K3

Search

Map

Sign Up

Contact Us

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Kinek US/Kinek Canada

Kinek

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Kinek US/Kinek Canada

Contact information

Kinek

PO Box 4782

Rothesay NB E2E 5T6

Canada

Email: support@kinek.zendesk.com

Phone: 1 (866) 451-5565

Send us a message

name*

email*

message*

Send

You can also get in touch with us by using our online chat. If we are offline please leave a message and we will get back to you as soon as possible.

Locations

Registration. It's free to Sign up!

Sign In

Sign Up

Email:

Email*

Confirm Email:

Email*

Password:

Password*

Confirm Password:

Password*

Enter

- OR -

Sign Up via your Social Account

Facebook

Foursquare

Google

Yahoo!

Locations

Sign In

Sign Up

Email*

Password*

Enter

Forgot password?

Contact Us

Home

About Us

Locations

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Kinek US/Kinek Canada

Kinek

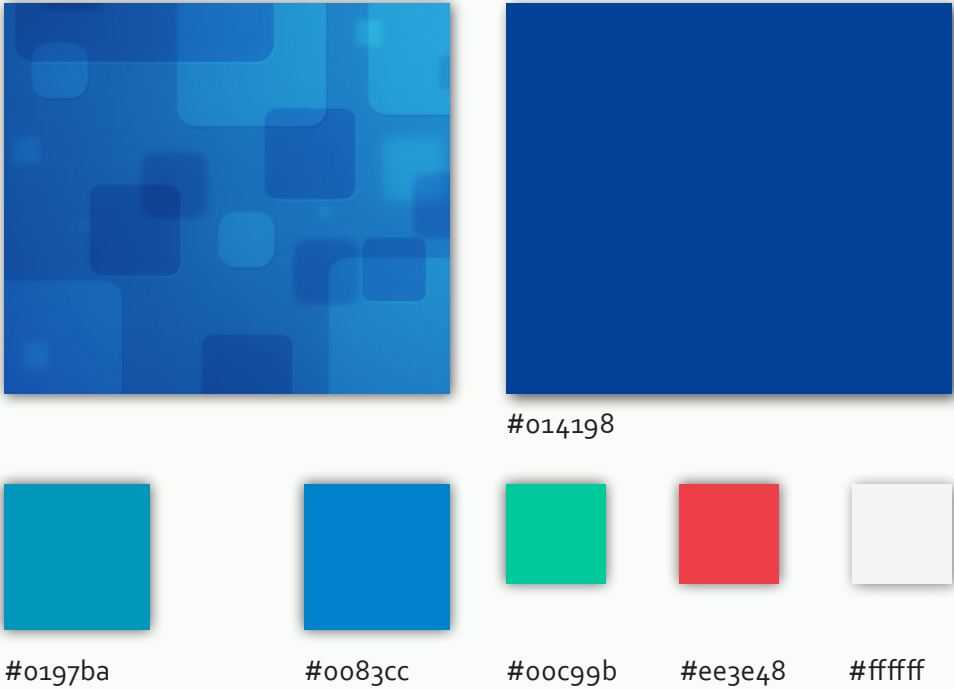
PO Box 4782, Rothesay NB E2E 5T6

Canada

support@kinek.zendesk.com

(866) 451-5565

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Century Gothic Bold

Are you looking for a USA address to ship your online purchases to?

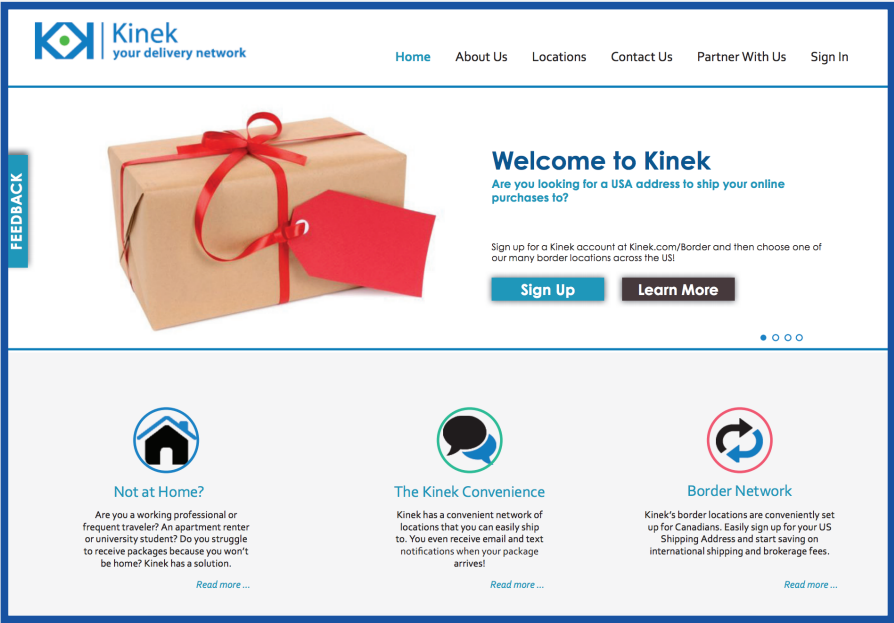
Le lundi matin, mon père travaille au bureau, ma mère reste à la maison, ma petite sœur va à l'école, et je vais à l'université. Le mardi, le mercredi, le jeudi, et finalement le vendredi, nous faisons la même chose. Mais le week-end, il est assez différent. Pendant le week-end, nous ne sommes pas très occupés comme les autres jours. Le samedi matin, mon père qui est très sportif fait de la natation, et ma mère fait la cuisine parce que chaque samedi, mes parents invitent ma tante à dîner avec nous. Enfin, le dimanche d'habitude nous ne faisons pas grand-chose; quelques fois, mon père fait du bricolage si nécessaire.

[Read more ...](#)

Usability Testing Feedbacks

Are you looking for a USA address to ship your online purchases to?

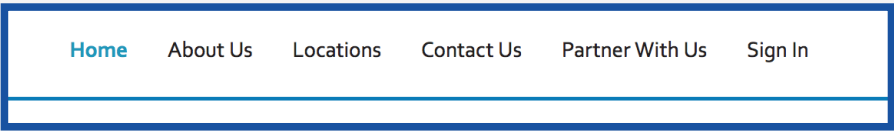
I have been testing my designs with five different users.3 people have used Kinek.com before and another two people are new to this webiste.



"The overall layout looks fine with clear user flow. I can figure out my desired task and accomplish it without delays. However, the over all presentation looses a sense of hierarchy. Colors don't stand out and no contrast between each elements. It looks dull, plan and not surprising at all. In addition, leaving the background with pure white may cause fatigue for users eyes. People might not spend longer to browse your website."



"Having infographic looks nice and straight forward. Maybe design it to be more solid and with volume as well as organizing with the title and paragraphic"



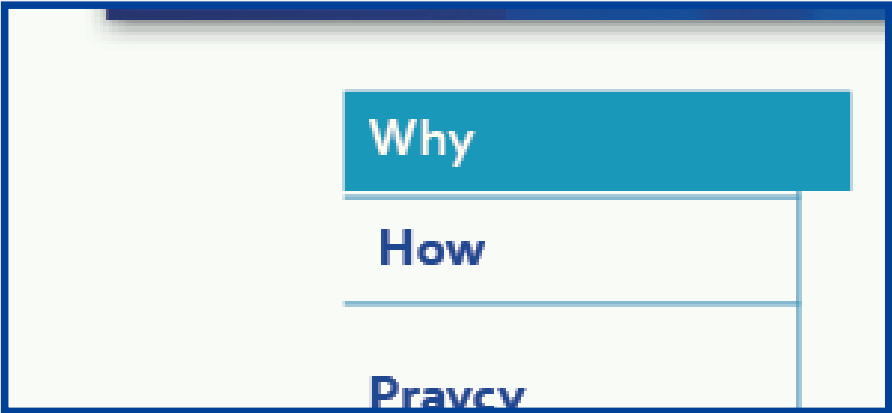
"By adding a tracker underneath the menu bar would improve the visibility and a quick reminder."



Many people disagree of having a Feedback bar at the side. It looks like a chat box and doesn't help anything. People suggested this would simply merge under Contact Us page. They think it is distracting as well!

Usability Testing Feedbacks

Are you looking for a USA address to ship your online purchases to?



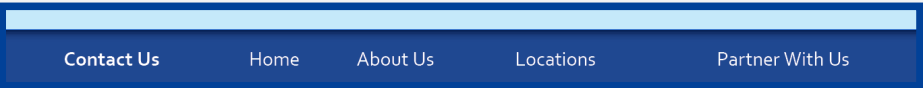
Users suggested that instead of using a long box, it would look nice with an arrow shape at the end.



Having social network icons at the top rather than only showing in the site map is nice.

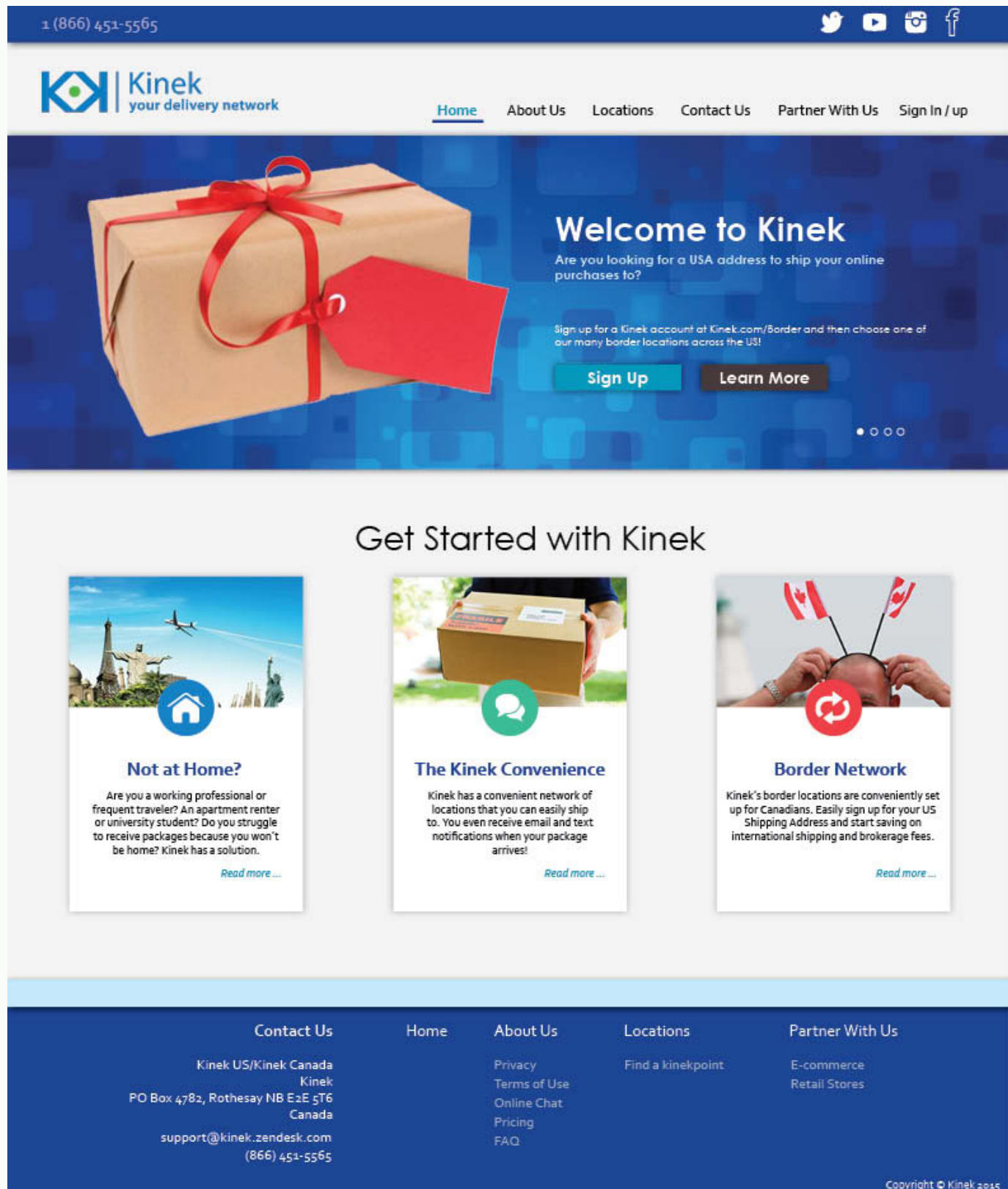


In the about us page, people suggested that I can remain using the icons from the existing website. The existing ones communicates well enough and there's no need to make any changes.



"I think Contact Us should be consistant in terms of size and location with other titles in the stie map."

Final Design



FOR MORE PAGES, PLEASE REFER TO THE
CLICKABLE MOCKUP FILE