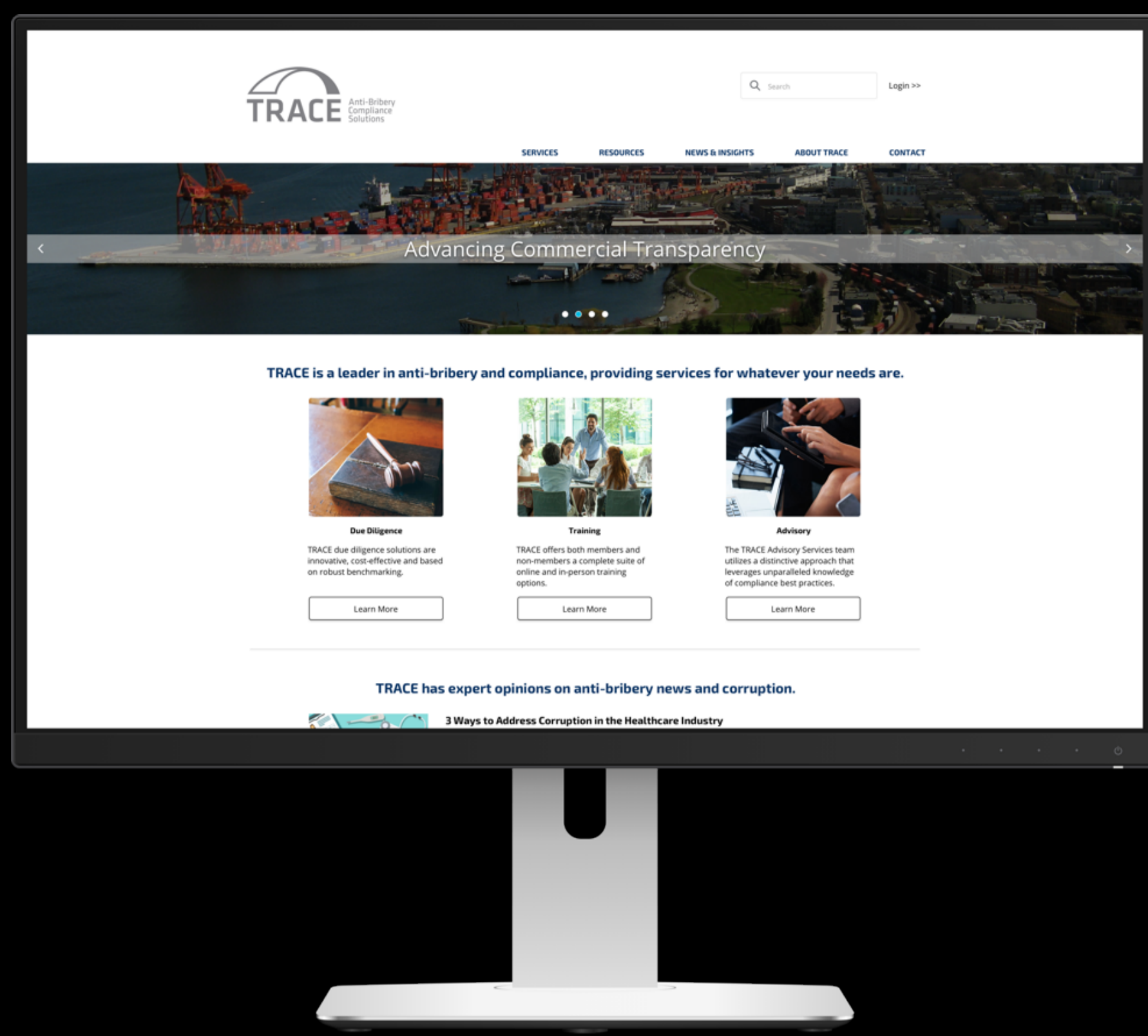


TRACE International

Aug 2016–Jan 2017



The challenge

Help give input on content strategy and information architecture.

The outcome

A website redesign where users can easily find all the information they need regarding TRACE's products, services, and initiatives.

Brief

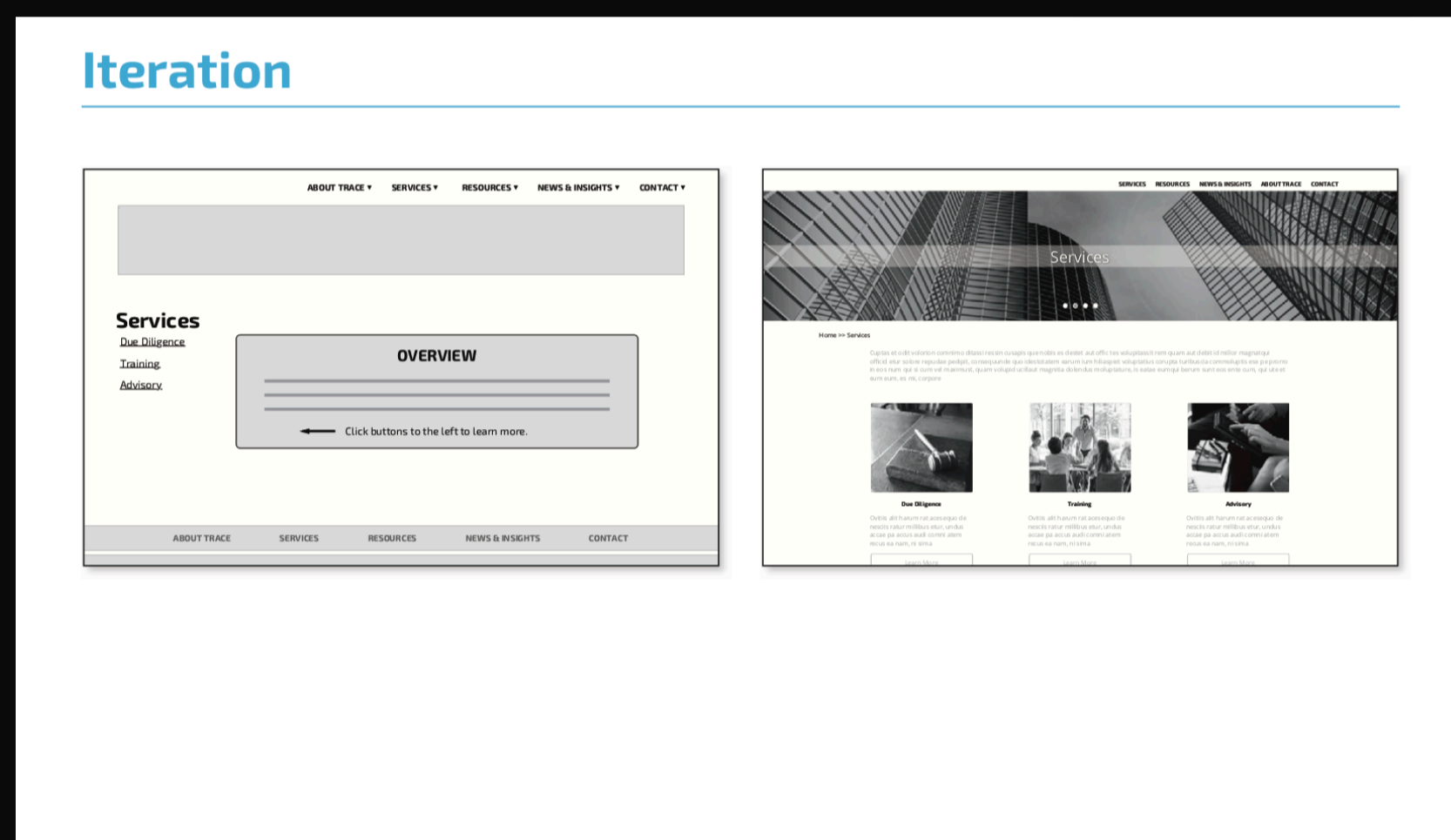
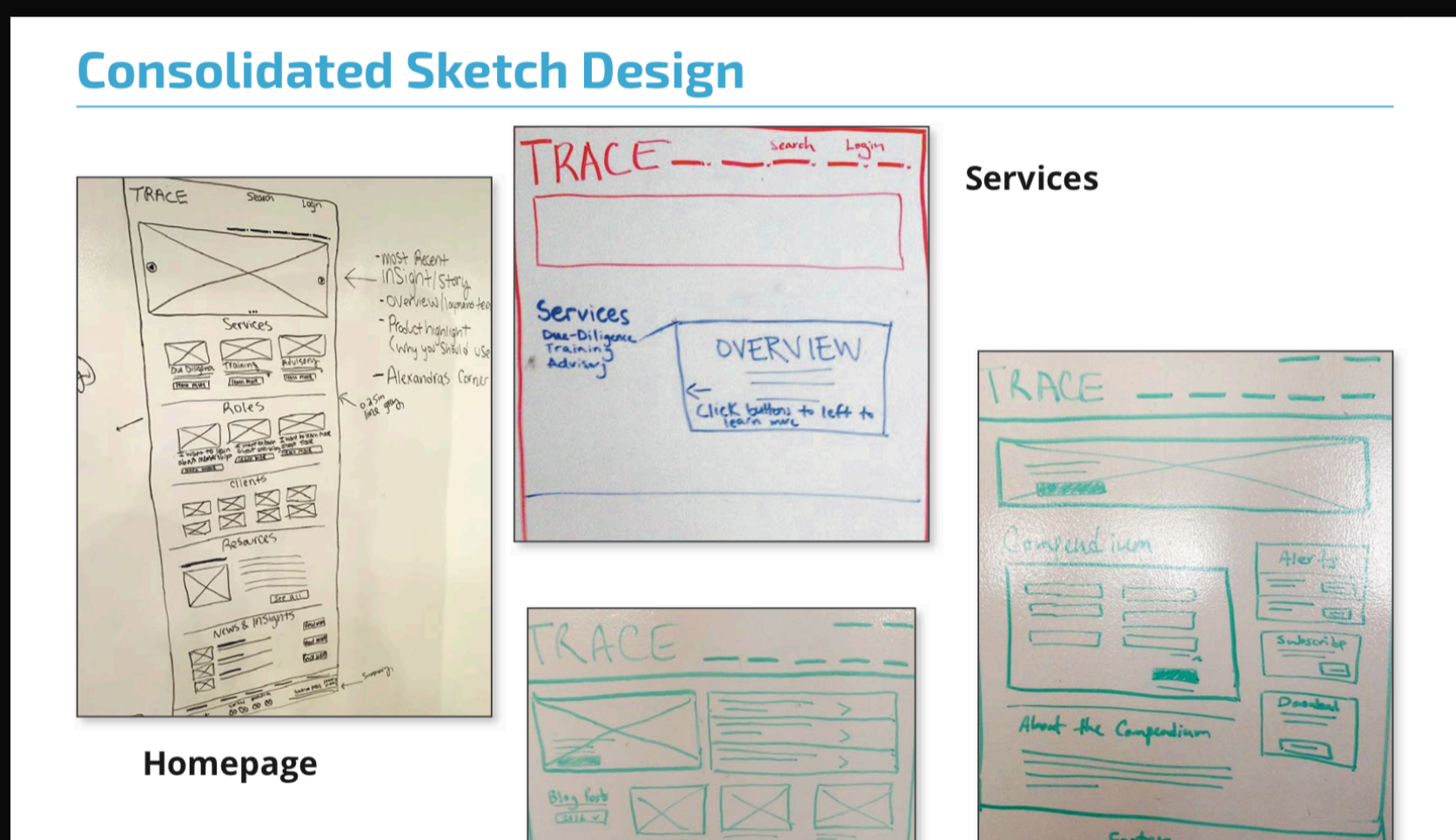
TRACE International was redeveloping their website and wanted input on content strategy and information architecture. TRACE wanted to ensure that its users are having the best possible experience and could easily find all the information they need regarding TRACE's products, services, and initiatives.

Tools and Techniques

Evaluative Usability Tests, Competitive Analysis, Card Sorts, User Interviews, Affinity Mapping, Personas, Scenarios, Annotated Wireframes, Usability Tests, Iterations, Style Guide, Task Flows

My Roles

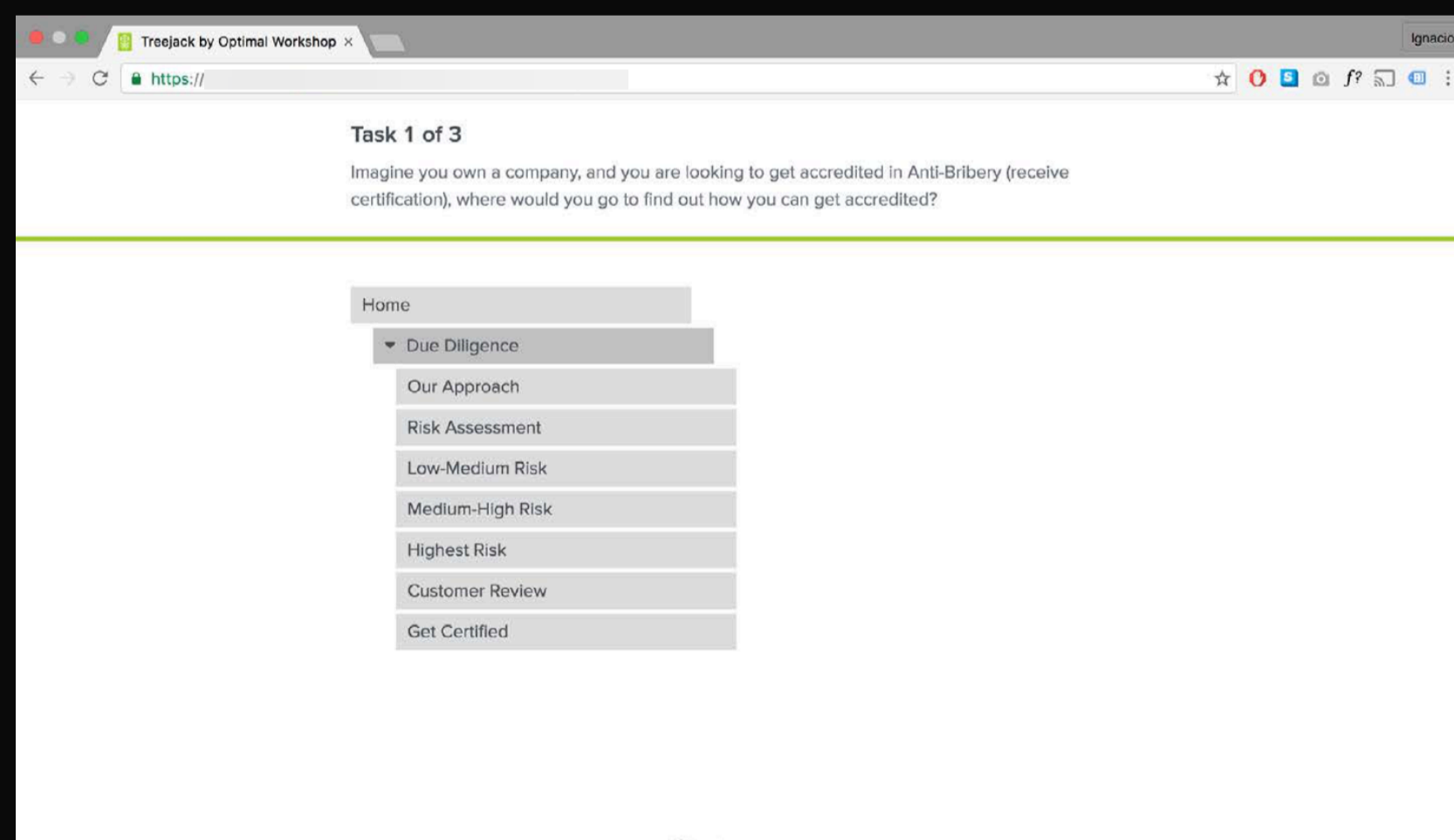
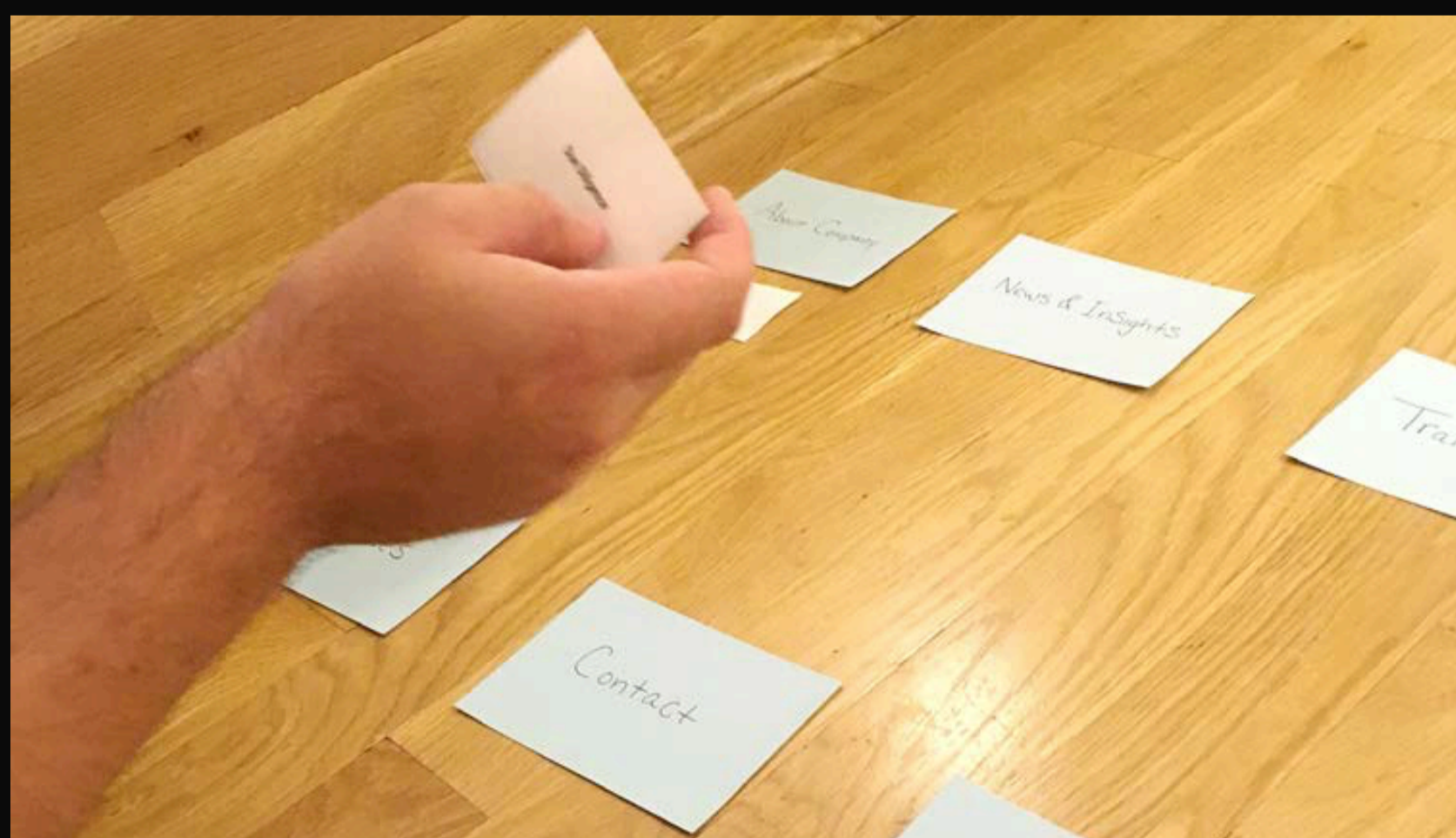
Project Manager, User Researcher, Information Architect



Early Designs

My team and I were able to quickly generate 37 Sketches in 20 minutes. We consolidated our designs, creating low-fidelity wireframes to begin 1:1 usability testing.

Initial feedback was that our designs looked professional and organized, but users were confused by our homepage's Roles section, as it included information already mentioned on the same page. Users also pointed out unnecessary whitespace on our Services page. Our later iterations removed the Roles section entirely, and we filled white space in with visual overviews of each service.



“Ignacio worked with a team of student UX designers to provide a UX audit of TRACE International's website. Ignacio and team did a brilliant, thorough and professional job. I would highly recommend Ignacio as a UX designer.”

Caitlin Seymour,
Senior Communications Associate,
TRACE International