

# Optimising Goldmine's Information Architecture to Help Staff Get Accurate and Effective Information Quickly

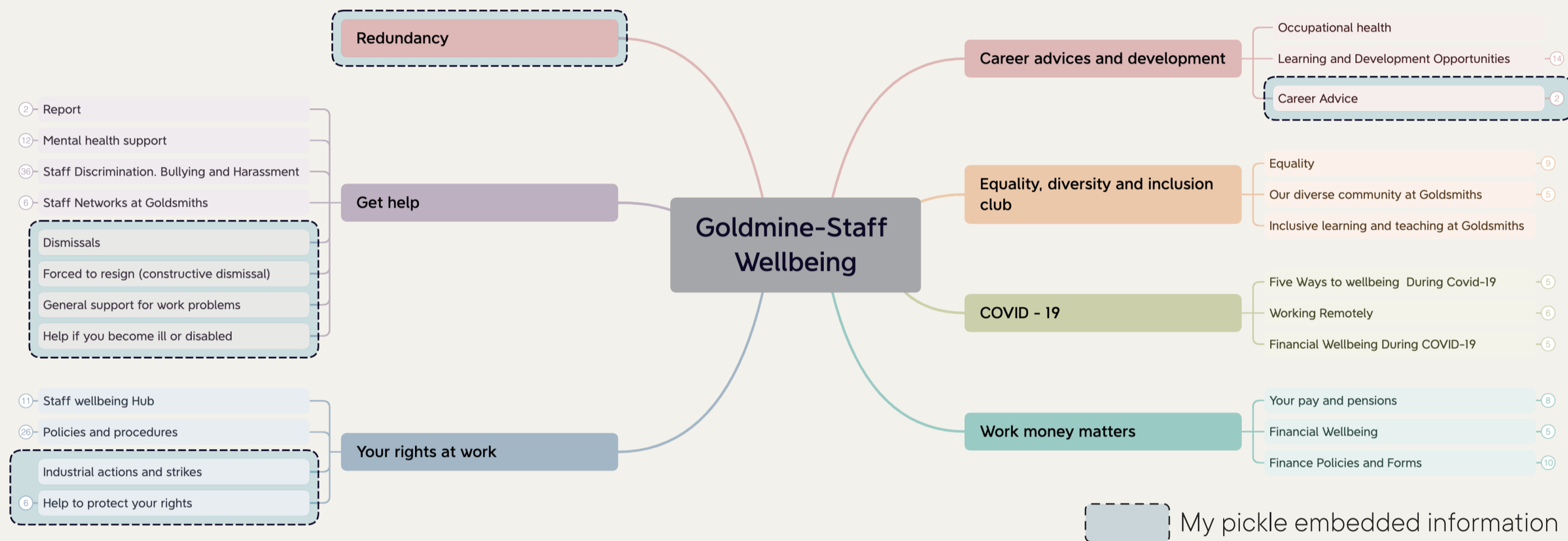
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## Abstract

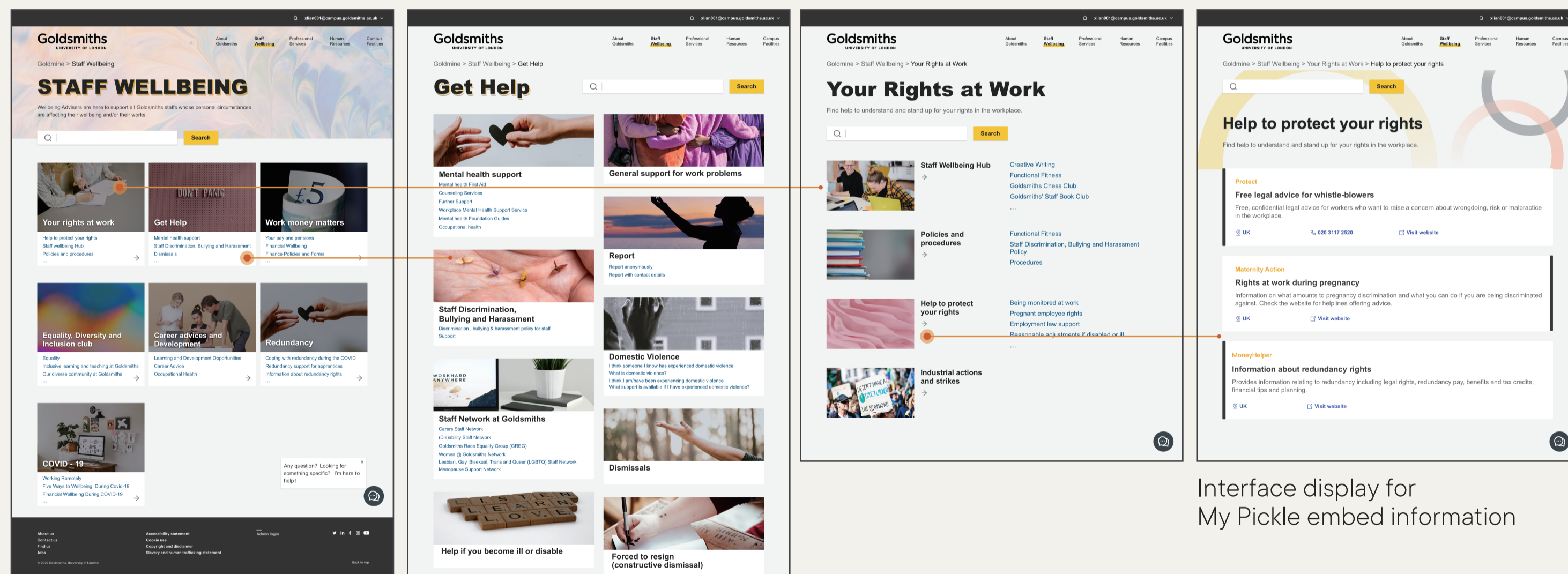
The project was based on the information on Goldmine.com (the internal website used by goldsmiths) and partly combined with my pickle information to embed and optimise the information to help users find useful information more efficiently, thus improving the user experience of Goldsmiths' staff using Goldmine.com. The project aims to use this project as a case study or demo for other organisations or companies to adjust and adapt their brands in the future.

## Diagram / Design

### Goldmine - Staff Wellbeing Information Architecture Redesign



### Goldmine - Staff Wellbeing Web Redesign



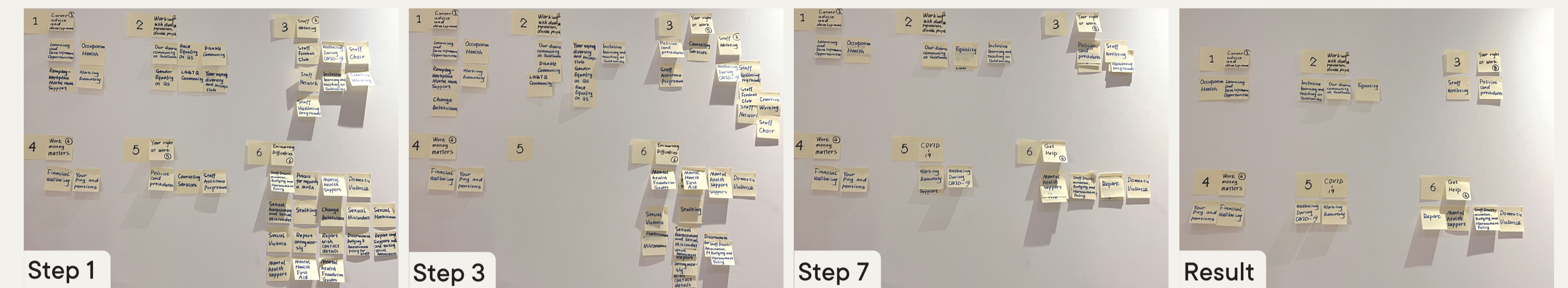
Interface display for My Pickle embed information

## Study Methodology

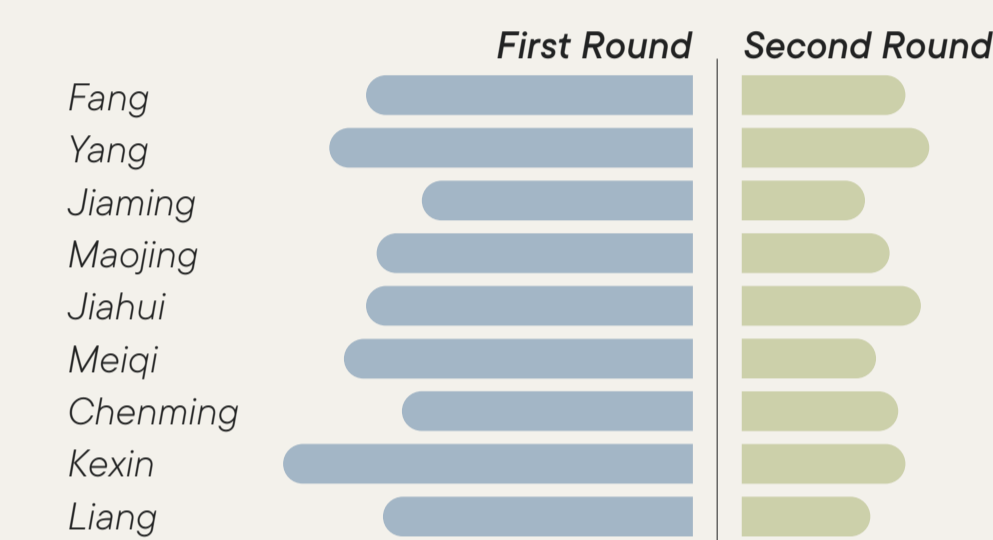
During the insight phase, I used a combination of random **interviews** and **secondary research** to identify as many issues as possible. In-depth interviews were then conducted with target users to identify key pain points and user needs and to rank the importance of user needs. Using **eye-tracking tests**, I analysed the website to see if the information on the site was well laid out. Optimise and refine the information architecture design based on observations and user feedback by inviting users to participate in **Card sorting** tests. Optimise the prototype design through **usability testing**. Compare the user feedback and experience of the two embedding methods through the **AB test**. Validate the design with a **First click** to test whether users can find the target information faster and more accurately.

## Testing / Evaluation

### Card sortig derivation process (Partial interception)



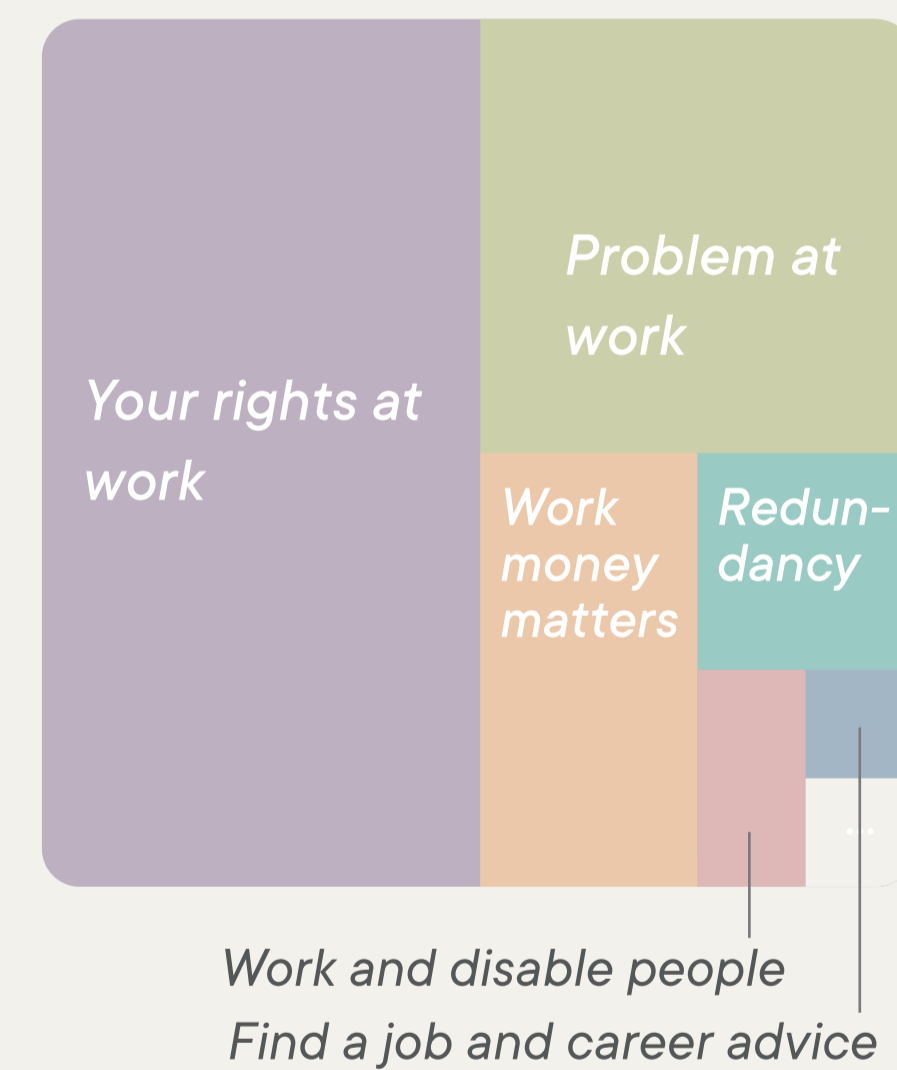
### Comparison of the time spent



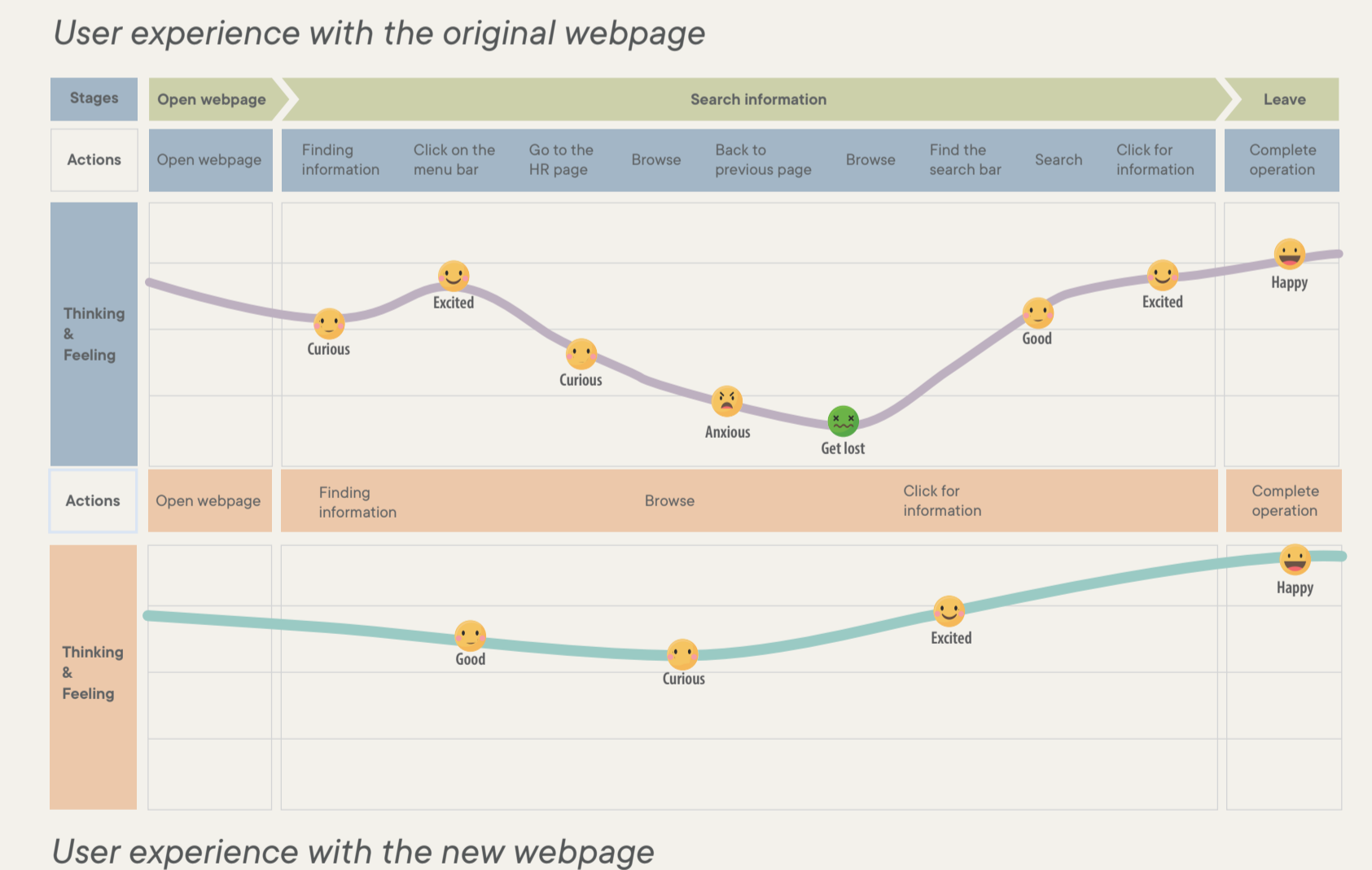
After the first round of testing, I found that users had difficulty understanding some of the information headings, were hesitant to categorise some of the information, and gave feedback that there was a lot of similar information. To address these issues, I merged similar messages and changed the headings that could easily create ambiguity. I then invited users to participate in the second round of testing and found that they sorted quickly.

## Research Result

### Ranking the importance of user needs



### User journey map (Find information about experiencing discrimination at Goldmine)



## Conclusion

This project combines information provided by Goldsmiths and My pickle to optimise and improve the design of Goldmine's information architecture. The new version was compared with the original version through experiments and user tests to verify that the new information architecture and the mock-up web design improved the user experience.

## Future work

As outsourced staff are highly mobile, they do not have a sense of belonging or identity with the school or organisation they work. So in the future, I will try to re-design the process for this project to optimise and improve the information architecture of the outsourced company to help outsourced staff get help quickly.