

Amanda Glover
USF- EME6207

Website Information Analysis Form

What is the name of the client (the company from the website)?

Learnics

What is the URL of the website?

Learnics.com

Fill out the information hierarchy on this site:

1.0 Home

- 1.1 Welcome
- 1.2 Banner
- 1.3 Impact
- 1.4 What we do
- 1.5 Innovative Strategies
- 1.6 Our Partners
- 1.7 Research

2.0 ThinkingApp

- 2.1 Resources
- 2.2 Download ThinkingApp (link to media)
- 2.3 Learn how to use ThinkingApp (link to media)
- 2.4 Learning Data Analysis (link to media)

3.0 Innovate

- 3.1 Blog

4.0 Innovate

- 4.1 Strategies

5.0 Contact Us

6.0 Teacher Sign In

- 6.1 Leanics.co (links to external website)

Create two audience personas for this site

Persona #1

Mrs. Jones is an 8th grade Science teacher a technology enriched learning environment. She required her students to view an online presentation and research one of the listed topics for an assignment for each unit.

Persona #2

Mr. Jordan is a 4th grade Math teacher in a school with one laptop cart per grade level. He requires his students to complete 45 minutes of math practice per week online.

Short analysis (8-10 sentences) of this website. This is purely your opinion – perhaps you see something out of place, or something you really like.

I just completed an overhaul of the original website (Learnics.com) as contract work, however the website felt rigid. The text boxes had hard, squared edges, the color scheme was very academic (red, white, black), and the message about the product was not very clear. I love the case studies and research behind why to use this product, however the user had to disconnect from the home page and explore to locate this information. Therefore, I restructured the homepage to flow downward revealing pertinent information about what Learnics is, how to use Learnics, who is Learnics, and then why use Learnics. The founder wanted the website to be user friendly with an audience targeted toward teachers with 1:1 devices. However, we must relate to an audience who may not have 1:1 devices as well, therefore these terms are not used within the companies branding. Also, the product requires an additional download of a google chrome application, therefore I hope the communication and placement of “buttons” on the page easily leads the user to download the ThinkingApp. Viscerally, I hope that the user feels calm and enlightening by the cool color scheme and at ease with the spacing of content on each page. Behaviorally, I think the website was quite overwhelming with content, especially on the landing screen which could have linked to other pages for more information. I believe the website now has more usability allowing a more positive user experience.