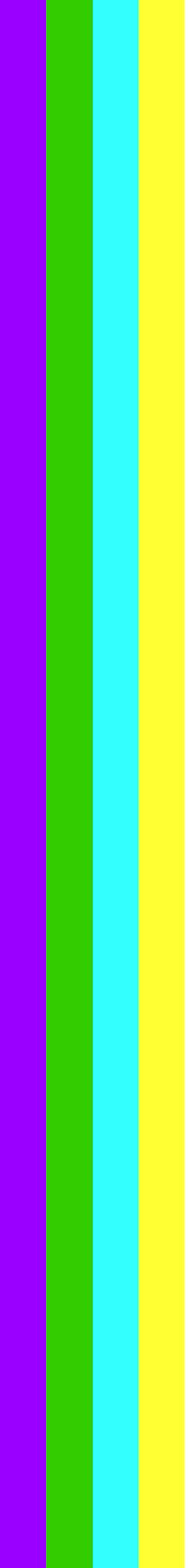# KATHERINE PRADT

INFORMATION ARCHITECTURE

Content Categorization & Organization || Taxonomy || Navigation Design
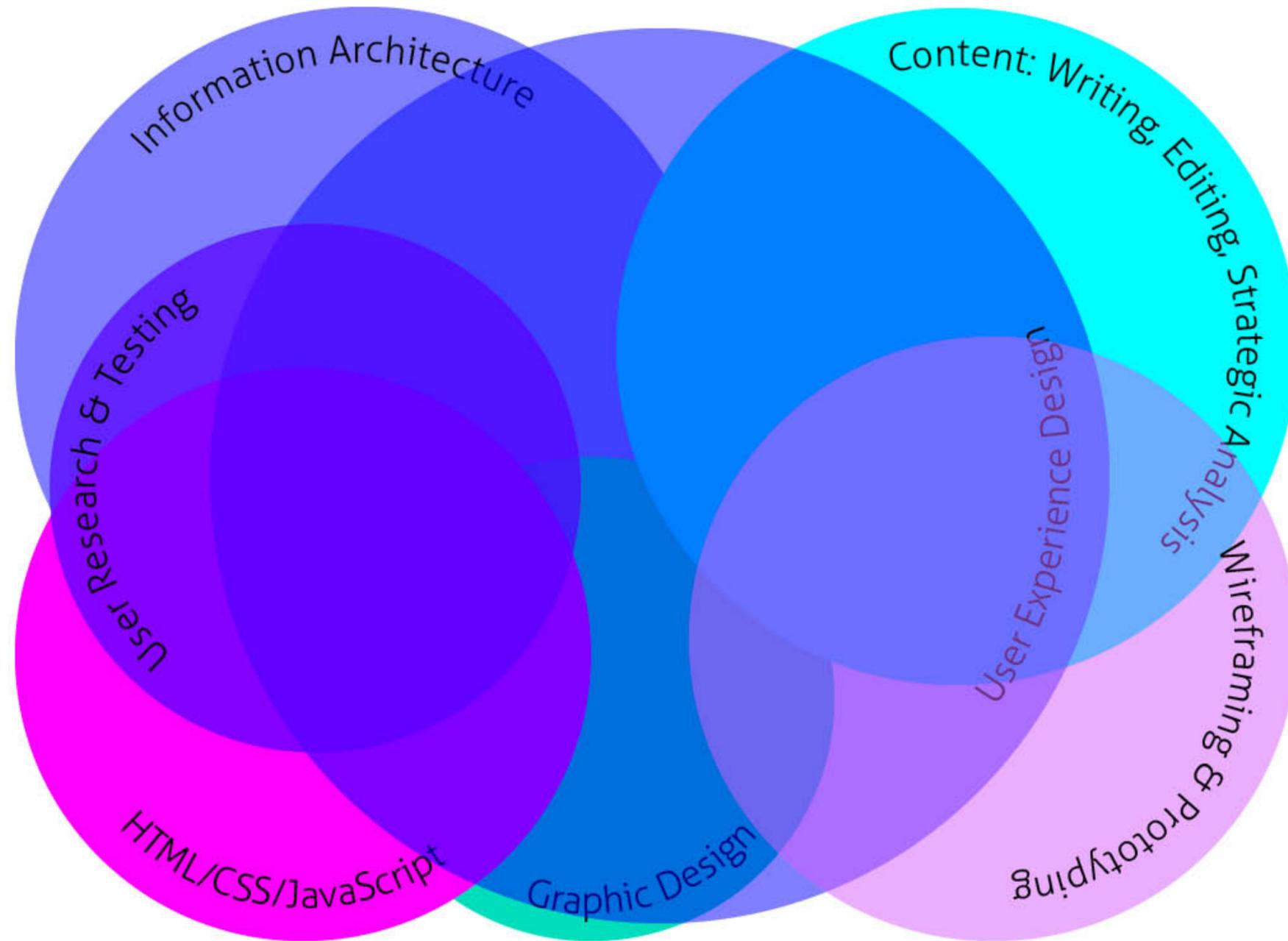
USER EXPERIENCE

Usability Analysis || Interface and Interaction Design

SKILLS & SERVICES

(SOME OF) WHAT I CAN DO

Information Architecture

Content: Writing, Editing, Strategic Analysis

User Research & Testing

User Experience Design

Wireframing & Prototyping

HTML/CSS/JavaScript

Graphic Design

My skills tend to overlap and fill in gaps. I do a number of things fairly well, a few things incredibly well, and I fit them together into a comprehensive digital builder's arsenal.

WHAT I CAN DO FOR YOU
Services & Deliverables

for new/emerging product

INFORMATION ARCHITECTURE
• content inventory (haves & needs)
• organization & tagging of content
• navigation/menu design
• use cases (personas, workflows) to delineate & optimize all interactions

USER EXPERIENCE DESIGN
• planning affordances & interactions
• wireframing all necessary screens & detailing animations, states, actions
• evaluation of terms and tags used for clarity & familiarity

CONTENT STRATEGY & GENERATION
• identify users' information needs
• select & organize content for greatest possible impact, navigability, and conversion
• write/edit content focused on product's identity and goals

PROTOTYPE DEVELOPMENT
• depending on need (& time & budget), can be a clickable PDF or functional HTML/CSS

for existing product

USABILITY ANALYSIS
• breakdown of product's interactions according to established principles of usability
• user testing
• recommendations for restructuring
• suggestions for structure, language, iconography, design

STRATEGIC CONTENT EVALUATION
• organization for ease of use & navigation
• analysis of terms and tags used
• readability & accessibility
• SEO
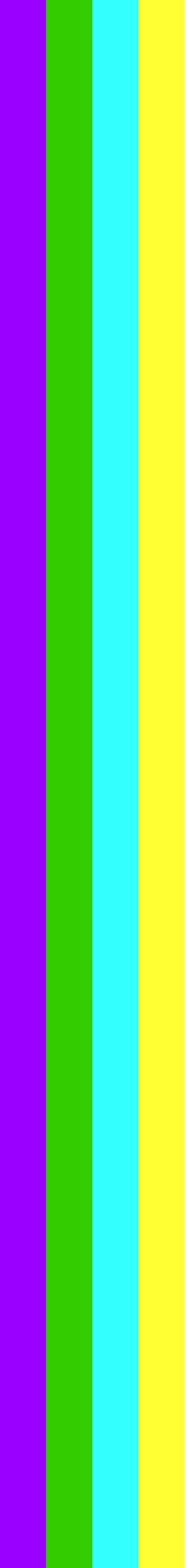
PROCESS

1 START ON PAPER

I always begin with a pen and a piece of paper. That's partly because it's quick and efficient. (Even if I can open a template with two keystrokes, I can draw a rectangle faster.) It's also because I love the feel of pen on paper.

I FEEL EVEN SMARTER WITH A PEN IN MY HAND

2 ASK QUESTIONS

Frances Foodie
COMMUNITY CAPACITY BUILDER

AGE 35

EDUCATION BA, UC Berkeley

INCOME $150,000 combined with spouse

NEIGHBORHOOD Fort Greene

PC LITERACY High

WEB LITERACY High (20 years online)

QUOTE "I want to provide healthy, quality food prepared skillfully and served in a beautiful environment for my customers so they can share my love affair with food and get out word on BK Farmyards."

BACKGROUND Frances is a married mother and restaurant owner; she lives with her husband and small daughter in Fort Greene near her restaurant. Her small cafe/bistro, located on DeKalb, features specials which change daily made from free-range meats, cheeses and eggs as well as locally grown and seasonal vegetables provided by BK Farmyards.

MOTIVATIONS/NEEDS
- To review available produce and dairy
- Review available delivery schedules on a daily basis on the BK site.
- Finding public relations tools and branding information on the BK Farmyards site as a means to gear traffic to her own restaurant site.

SCENARIOS/EXPECTED BEHAVIORS
- Needs to see a listing of available vegetables, meats and dairy per week to construct her specials menu.
- Frances needs to find a JPEG BK Farmyards logo she can save in order to add to her InDesign document menu as well as add in to her online "about us" page to indicate where she gets her locally grown and seasonal produce, dairy, etc.

INVENTING PERSONAS FOR TYPICAL USERS HELPS DRAFT AND ANSWER THE QUESTIONS. MY MFA PAYS OFF AT LAST!

The question to begin with is always—I can't think of an instance when it wasn't—Who will use this?

That answer informs all the questions that follow. What kind of interactions are these users familiar with? What affordances will they recognize? Icons or labels? Mobile or desktop?
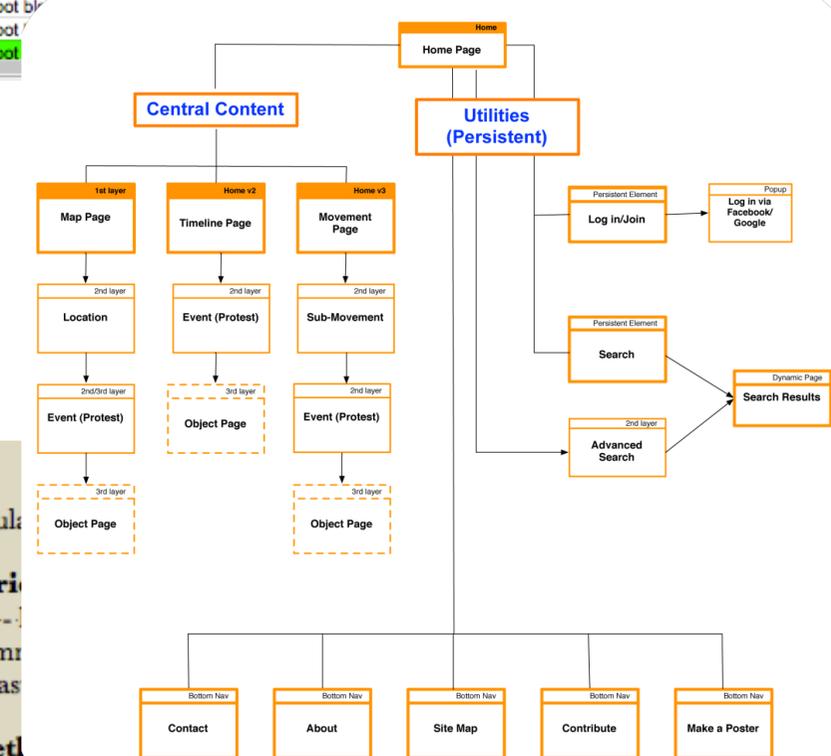
The profile of the users who need to understand and use the site will even affect the choice of typography, colors, and layout.

3 ORGANIZE

I next create an inventory of everything the project has to contain, including the functions it has to perform. That inventory leads to the creation of a site map and/or a navigation structure, which serves as the skeleton.

At this point I'm developing a vocabulary for the site as well. Categorizing leads naturally to a taxonomy for tagging content, which will aid in the development of searching and filtering.

4 USE CASES AND WORKFLOWS

To make interaction with the site so easy that it disappears, I need to consider a whole web of possible interactions and pay attention to each step of each one.

A use case comprises the whole suite of actions needed for a particular person to accomplish a particular task. For every use case we must break down that task into its parts, make flow charts and decision trees, and consider every moment, no matter how tiny.

5 PRELIMINARY WIREFRAMES

Generating a full set of simple wireframes is essential to being able to walk others through the use cases.

Being able to see all the states of a site, laid out in order, is critical to structuring conversations among designers, developers, project managers, and other team members.
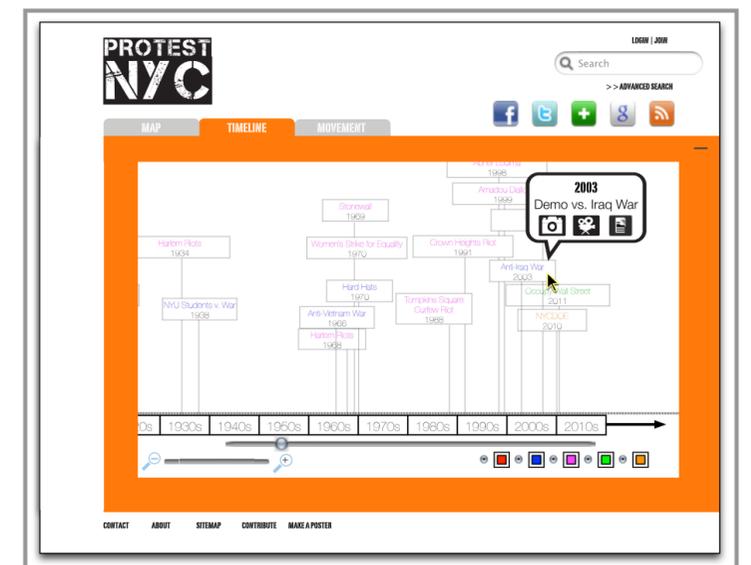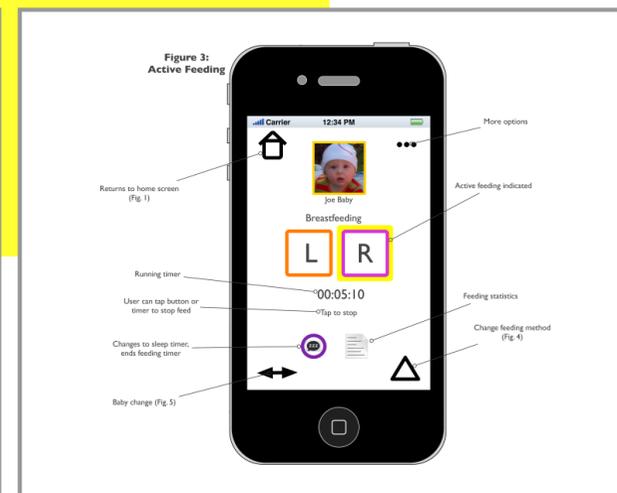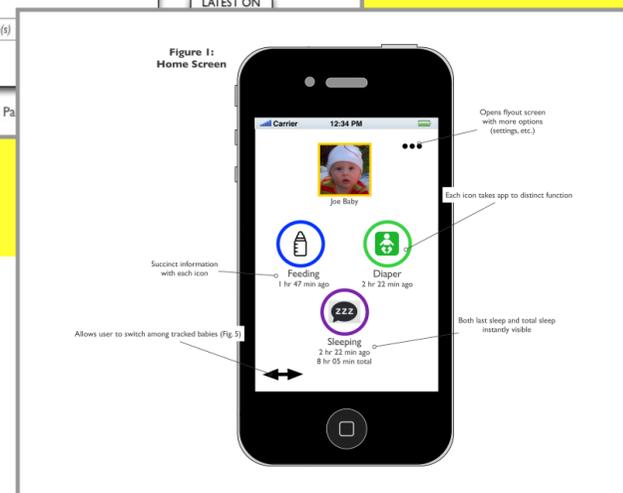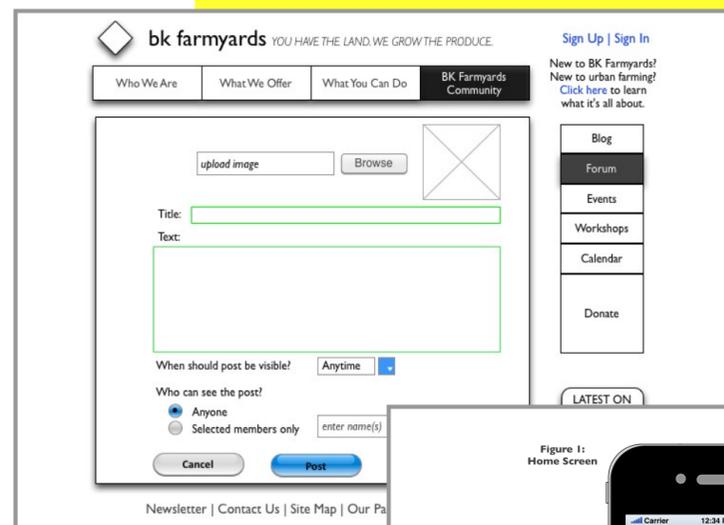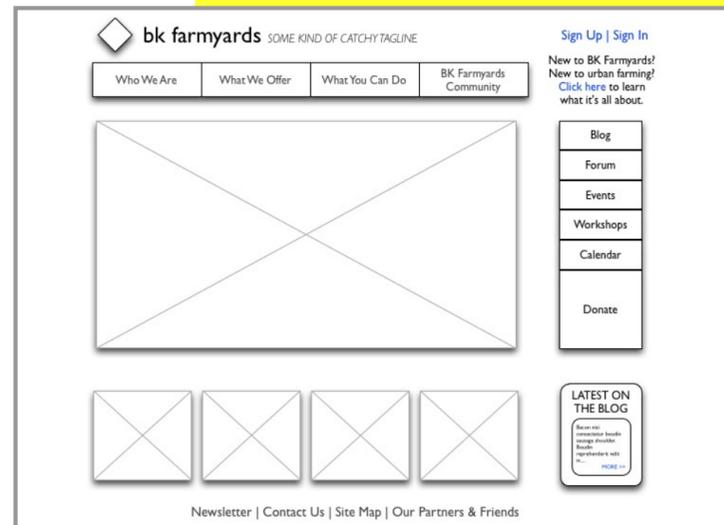
6 HIGH-FIDELITY WIREFRAMES

There are many times when it's important to make wireframes that resemble more closely what the final, designed project will look like. (For instance, presenting work to clients for feedback.) In that case, more complex, pixel-perfect representations are required, based on the simple structures I already have but significantly more polished, probably with input from the graphic designer.
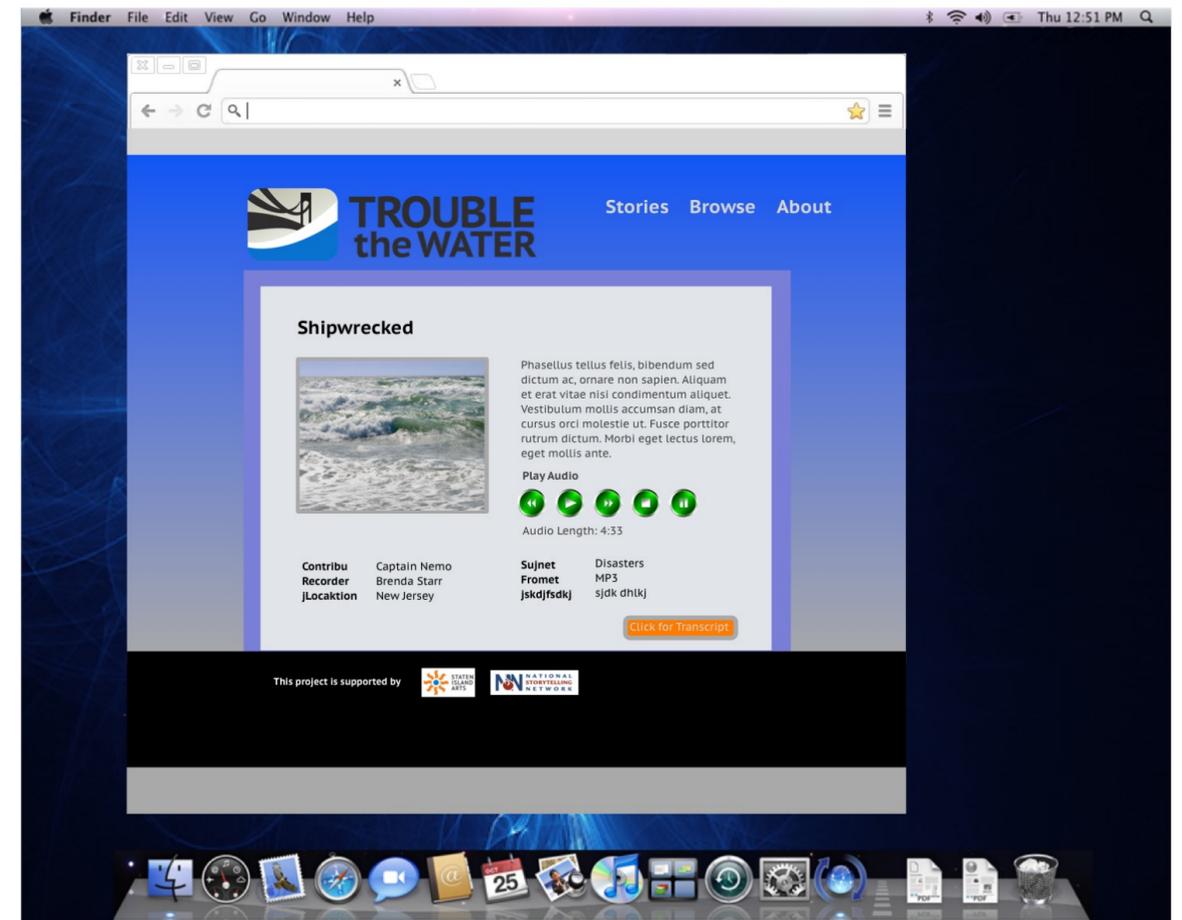
7 USER TESTING

By this point in the process, the team knows too much about its product; we can no longer rely on our own perceptions to tell us what might be unclear or unnecessarily difficult. User testing provides eye-opening information.

We have to ask the right questions, though. With my understanding of the principles of usability, I can identify potential problem areas and design tests for them.

EVEN A HANDFUL OF USER TESTS ARE EXTRAORDINARILY HELPFUL.

A DIGITAL PROTOTYPE IS NICE, BUT NOT NECESSARY: A PAPER MOCKUP WILL DO THE JOB.

8 AND ... REPEAT

For the sake of simplicity I have laid this process out as if it were linear, which it isn't, and finite, which it also isn't.

Mapping out the use cases might show me that I've missed something in the organization and inventory. Creating the wireframes might demonstrate that the navigation isn't quite right as I drafted it. User testing will identify problems we never anticipated. And then it's time to iterate.
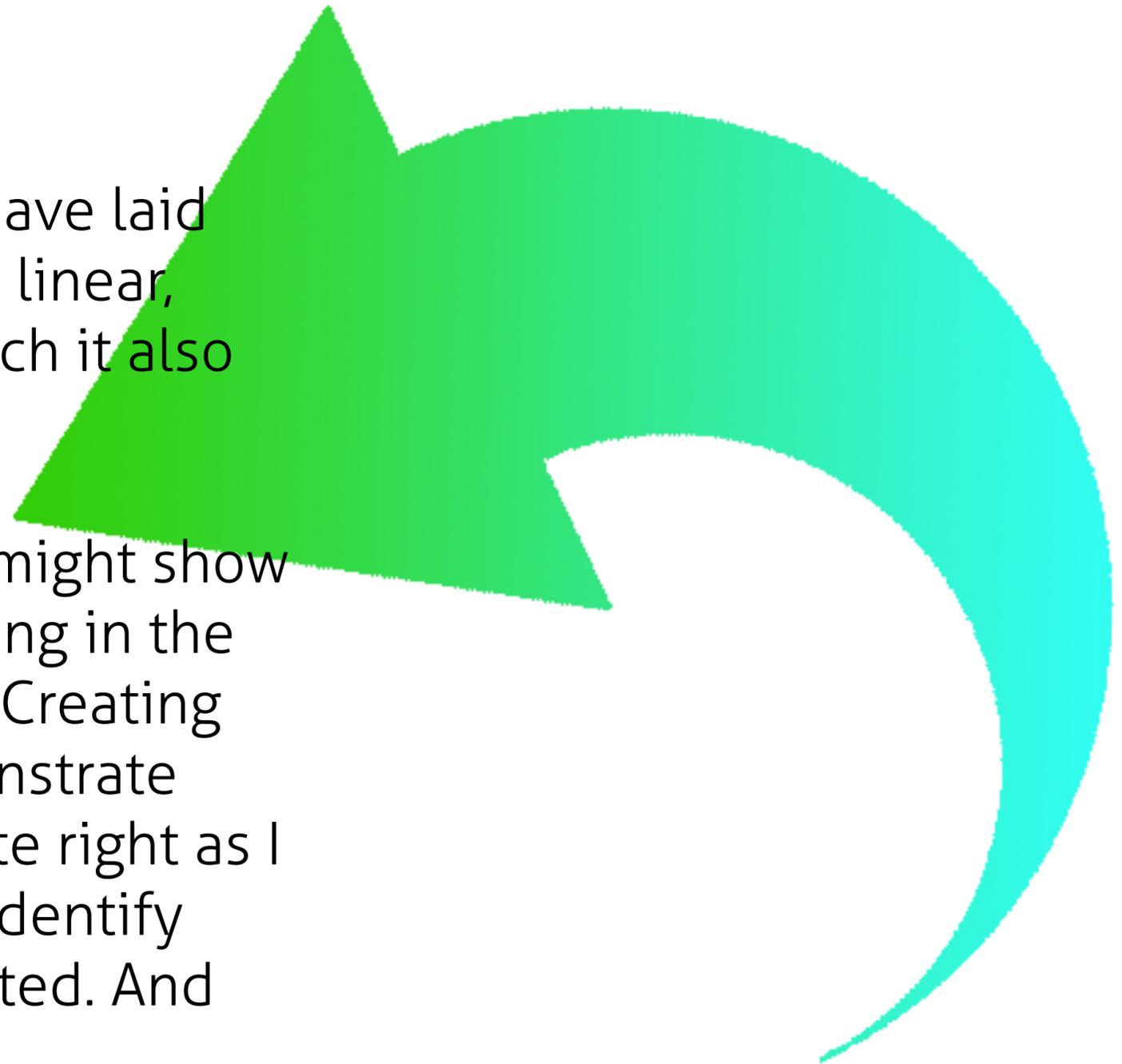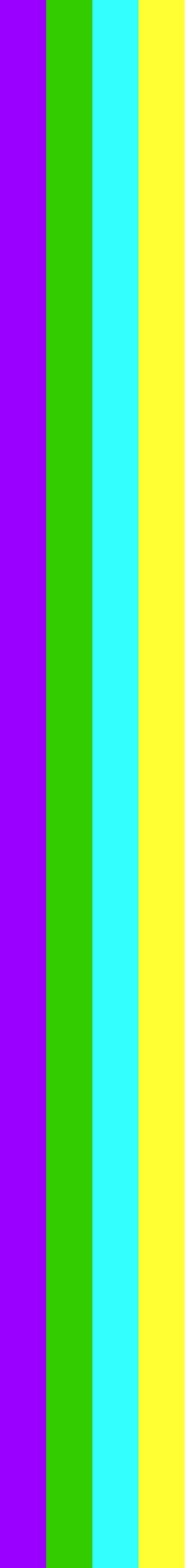
PRODUCTS

RECENT WORK

I designed a client-facing information site for the energy startup Volutus. This company manages demand response for large-scale enregy users, and seeks to differentiate itself from its competition through complete transparency. Voltus's clients are able to access data on their payments, their performance, and their response to individual events, which many similar companies make obscure.

Stage 1: Rough wireframes

GET PAID

User Name   Log Out

RESULTS through NOVEMBER 12, 2017 for

BIGCO INC. ▶ 7 SITES

OVERVIEW	EVENTS	PAYMENTS	SITES

GRAPHIC showing % of possible $ earned

Maximum YTD at 100% performance $OO,OOO

99.0% Actual Performance

Total Payments, YTD $XX,OOO

SEE ALL EVENTS   SEE ALL PAYMENTS   SEE ALL SITES

QUESTIONS? CALL US AT 800-000-0101

voltus
LESS ENERGY · MORE CASH

Stage 2: More designed wireframes

GET PAID BUY BETTER USE LESS

User Name   Log Out

RESULTS through NOVEMBER 12, 2017 for

BIGCO INC. ▶ 7 SITES ▶ SuperPlant (Tampa, FL)

SEE MOST RECENT EVENT

OVERVIEW   EVENTS   PAYMENTS

SUPERPLANT SNAPSHOT

Total Payments *through 11/12/2017*	$29,550
Maximum Payments *at 100% response*	$30,000
Nominated Capacity Requested	21,000w
Actual Response	20,700w

This site has converted

98.5%

of its potential earnings.

QUESTIONS? CALL US AT 800-000-0101

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voltus
LESS ENERGY • MORE CASH