

PROPOSAL

The BeeHive: A Low-Stress Website for High-Stress Relocations



INSTITUTE FOR INFORMATION DISTRIBUTION
Website Design Project

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Project Overview

The BeeHive, a relocation and planning site, caters to working professionals who require a variety of resources and organizational tools to facilitate a relocation due to career or personal changes. Users of The Beehive can use an interactive map to explore metropolitan areas in the United States while using a chatbot plugin to find answers to questions involving cost of living, moving expenses, demographics, average household income, and more. From there, members may keep track of their sourced content with customized spreadsheets, lists, and galleries on their account page.

The motivation for pursuing this project stems from my experience relocating from the Midwest to New York City. Though several websites exist to compare costs of moving trucks, gauge the median household income of a city, or measure crime rate in neighborhoods, no single site offers users the ability to source all of this information in one place. It was exceedingly difficult to manage and compare flight costs versus gas prices, search for apartments, or even know what neighborhoods would best suit my lifestyle. With The BeeHive, users can use multiple tools to take the challenge out of finding resources and answers to critical questions. They can organize information and statistics, rank top cities of interest, and even book transportation and moving services on one convenient site.

The initial landing page of The BeeHive will feature a map of the United States that identifies key metropolitan areas. Users can click on areas of the map to zoom in to separate neighborhoods of the cities, where they can then ask questions to our built-in chatbots as if using a search engine. The chatbot plugins will source answers from around the web to provide information relevant to the area about which the user is interested in learning. Questions may be as grave as "what is the crime rate?" to something as carefree as "what are the most popular summer festivals?" The chatbot plugins can source all of these questions from the web and remove the hassle of weeding through unreliable Google searches.

The Beehive will also allow users to compare and contrast statistics using organized charts. Users can create personalized workbooks to organize answers to questions and sort data that is important to their decision-making process when deciding where to relocate or how to plan for a significant move. The interactive map will utilize a Google Earth plugin to show pictures of neighborhoods, and users can save these to add to their gallery. Finally, customers can calculate the costs of moving by entering both a start and destination point in our calculator tool. The user can compare prices of relocation services, U-Haul rentals, gas, and more. Our built-in plugins will allow users to book movers, rental cars, flights, and various other relocation needs directly on The BeeHive and keep track of receipts and confirmations in their workbooks. The BeeHive concept will also focus on a mobile application that will allow for gestures and swiping on the interactive map as well as convenient access to workbooks and receipts. The target users for these tools are working professionals who may need to track relocation costs for employer reimbursement as well as individuals or families looking to make the best choice for their future home. Although the initial focus of the project will be to create a website with a mobile-compatible interface, a separate application for iOS and Android devices will hopefully be in development soon after the public site launch. We will measure the success of our mobile app and full site by analyzing the number of registered users, download and plugin rates, app store ratings, and average activity time per user. The number of successful

bookings through installed plugins will add a financial metric to our success that will influence our stakeholder investment and future interest as we expand our project beyond the United States to Canada.

Project Approach

As the project and website developer, I will implement a modified approach to Lean UX for my BeeHive team. With a small project team and tight deadlines, constant communication and quick responses to research and testing are vital to our success. Because our website will introduce specialized tools and information sourcing marketed towards a specific audience, trial and error through testing are crucial to our success. A modified Lean UX methodology is the best approach to building and launching an impactful, engaging site.

Lean UX methodology gives us a format to develop, test, and revise our site and all of its elements and tools without relying on formal documentation and approval. This approach also aligns with our plans to launch a beta version of our site to measure user response with click-through rates, account sign-ups, and widget and plugin activity. Our modified approach to Lean UX calls for small-scale beta site launches and updates throughout development, with a more formal and widespread launch later in the project timeline.

Following Lean UX methodology, the BeeHive team will work in a constant loop of Build, Measure, and Learn processes. The first Build process begins with launching a basic site that features a map of the United States, a login portal, notetaking and calendar tools, and a chatbot plugin. The development of the site will start with larger cities such as New York City, Chicago, San Francisco, Seattle, Dallas/Fort Worth, and Los Angeles. Offerings will increase with more research and site-building as we Measure interest in these preliminary destinations. Following this initial build, the project team will begin researching and surveying test users to Learn what other metropolitan destinations hold interest for our target audience. The results of these findings will determine the order the project continues to grow and the next Build—Measure—Learn processes, with the top-ranking cities gaining priority for expansion.

After establishing the first cities on the website map, the team will start Building the next stage of the project in sourcing reliable, genuine website content to answer the top questions from young professionals when planning a life-changing relocation. This process may also require researching surveys from other organizations or conducting additional studies via social media. The project team will add these websites to the list of credible, approved sources used by the chatbot plugin to remove any false or misleading information to The BeeHive users.

As our team optimizes the chatbot for quality use and successfully builds user widgets, tools, and portals, we will launch beta versions of The BeeHive site for select users to Measure quality control and testing. The team will ask each beta user to provide feedback regarding ease of use, site engagement, productivity, and overall design and experience. During the two-week beta periods, developers will Measure data results to Learn any necessary edits or improvements to the site. After they make these changes, further Build, Measure, and Learn processes will focus on expanding use to more cities on the map and beginning mobile app development. The BeeHive will source our beta testers through social media posting on LinkedIn and Twitter along with requesting our undergraduate and graduate alma maters to post sign-up information to student and alumni websites and newsletters.

Our BeeHive project milestones are not measurable in the form of deliverables or formal sign-offs, but in the engagement of our beta users and the feedback we receive to continue our Build, Measure, and Learn processes. Each opportunity to Learn from feedback is a milestone when applying Lean UX methodology, with slightly more readable metric success gauged as our user numbers increase and site plugins go live.

Scope of Work

Maggie McGwin and her project team will focus on the website design and building an interactive user experience. They will also handle researching crucial information for content demand and chatbot optimization. They will complete the following foreseeable tasks:

Task	Date of Completion
A. Initial Website Outline	2/23/2020
B. Content Research—Key Metro Areas	4/3/2020
C. Content Research—Chatbot Source Material	4/24/2020
D. Content Research—User Surveys/Testing	5/15/2020
E. Website Optimization	6/5/2020
F. Beta Site Launch	6/12/2020
G. Analyze Beta Feedback/Make Site Improvements	7/2/2020
H. Expand Website Content	7/15/2020
I. Launch Public Site	7/17/2020
J. Site Maintenance and Updates	ongoing

Critical milestones for the project include building the initial site outline, launching the beta site and gathering feedback, and expanding and improving content to launch the public site. The project is expected to take approximately six months, with the most time committed to research and testing prior to the launch of the beta site. We will conduct content research at a staggered rate, with multiple teams working simultaneously and communicating throughout—a strategy crucial to our Lean UX project methodology. Our projects teams will complete initial research throughout April and May of 2020, and we will expect to launch our beta site in mid-June. Our beta testing and analysis will last through early July and we will continue to expand site content and make improvement up until the expected public site launch on July 17, 2020. Site maintenance and regular updates will be ongoing following the site launch to ensure plugin optimization and an ideal user experience.

User Groups

The BeeHive will target working professionals in the early 20s to mid-40s who are seeking to relocate to a new metropolitan area for work. These users may be single or have families with children that will move with them. The primary goal for both of these user groups will be to plan and organize a relocation as efficiently and effortlessly as possible while getting the best value for their money.

Single professionals will share group goals of comparing moving service costs and finding housing in neighborhoods that match their lifestyles. Families of working professionals will have similar group goals, with the additional consideration of quality schools, childcare and activities, and neighborhood safety. Both user groups will likely be in the middle to upper class in household income.

Neither group likely has more than a moderate amount of experience moving long distances, as individuals and families who have done so several times before likely have services and organizational tools they prefer to use. All users of The BeeHive will most likely have a moderate to high amount of technical expertise depending on their work industry. The prediction is that most users will have college degrees and have a working knowledge of various technology, software, and applications to some extent.

The start and destination metropolitan cities will likely impact the racial demographics of users. For example, The BeeHive will probably see more Latino and Mexican users from the south-western parts of the United States and more African American users from southern states. As The BeeHive project team adds more cities to our service areas, these demographics will report changing numbers.

User Interview Questions

My roommate, V, is a woman in her mid-20s of Puerto Rican and Dominican descent. She moved from Miami to New York City last year. My best friend, S, is a white 30-year-old woman who just moved from Milwaukee to LA last month.

1. What do you know about moving and relocating?

V: I know it's the most stressful process ever, and there isn't enough information out there about it. I had to reach out to a lot of friends and you for advice because I didn't have one clear place to look. And no one reminds you of how expensive it is to start your life over in a new place.

S: I know it's very expensive. Not only are you uprooting your life, but you're paying a lot to do it. I also know it's hard. Hard to leave your community, your home, your support system.

2. What information do you need about it?

V: I'd love to compare different ways to move. Like different types of moving companies. I also want to know the cost of living according to the area, because lots of neighborhoods are more expensive than others. And what's the crime rate? What are my public transit options, and are there any problems with it right now?

S: I need to know cost breakdown. And what I should focus on when it comes to cost. Is it best to hire a mover? To ship my car? To fly? How should I get my stuff there? How much stuff should I bring? Where will I live when I get there? Which areas are safe and which aren't? What areas are in my budget? How long will it take to get there? What is the best route? Where should I stay along the way? What should I see?

3. What technology do you already use for this?

V: I used Nooklyn and Craigslist to search for apartments in different neighborhoods. But really I just bought a plane ticket, filled two suitcases, and went for it.

S: I used Roadtrippers app to figure out the best route to take and times between stops. I also used a combination of map apps — Apple Maps, Waze, and occasionally Google Maps.

4. How would you use a site like this?

V: I'd use it to plan where I want to live and if I could afford to actually live there. I'd be really interested in learning more about neighborhoods, especially the safety and crime rate.

S: I would use it to answer all my questions above. I would also send it to friends who are planning a significant move.

5. How would you ideally structure this information?

V: It needs to feel accessible, maybe with a simple page first that builds to more complex features. Like if you could answer a few questions at a time and then see progress that builds and branches out with you. That would be really visually interesting, especially if you zoom in on a globe or map. It would also be cool if there were some sort of community aspect to it, so people can share their experiences and help each other out.

S: I think I would have different tabs. Things like: How To Get There (moving costs, moving practices, route information, sample itineraries), Along The Way (Where To Stay/What To See), Living There (price and neighborhood breakdown), and then maybe even a section about what to expect from a big move, how you might feel/how other people have felt, tips and tricks for making it easier and smoother and less anxiety-inducing, and also tips for homesickness.

6. What attitudes do you have about moving?

V: It's necessary at certain times of your life, but I try to avoid it as much as possible.

S: Moving is a big step. It's not an easy thing to do, and it affects everyone in different ways. Also, there will be people who don't support your move, and it's hard, but you have to work through it. Moving is also expensive, so don't do it until you feel financially ready.

User Requirements

The two sample users I interviewed offer insight into desired formatting choices and the general experience of navigating The BeeHive site. Though the two had very different experiences relocating to their new locations, they both wish they had more straightforward, transparent, and hassle-free experiences. Specific priorities for them each included wanting more information about their future neighborhoods—particularly around the cost of living and crime rate. They both also desired more community-led activity on the site, with V wanting comments and forum areas with BeeHive members, and S mentioning finding a lot of enthusiasm in blogs and guest posts. Overall, these interviews aligned in needs for clean and simple interfaces, detailed and transparent information about cities and neighborhoods, and interactivity that engages users.

Simple, Intuitive Interface:

Users want a website that is clean and visually appealing. Because planning a move is already so stressful, the last thing they want to deal with is a messy, disorganized, and complex website. By starting simple with basic questions, users can gradually navigate the site and learn more without overwhelming themselves with the experience.

High Amount of Neighborhood-Specific Information

Users are very interested in learning more about the different neighborhoods in the cities to which they are moving. This was a point that came up often in both interviews, as it seemed to cause the most anxiety due to apartment hunting and signing a lease. The primary concern is with safety and crime rate, followed by the cost of living and whether it is feasible for their salaries.

Fun to Use

Users are easily stressed out and overwhelmed by the amount of work and planning that goes into moving to a new city. They are already navigating the ropes of relocating their careers, leaving families and friends, or bringing their families with them. They want a site that lets them forget about stress and have a fun experience. Exciting visuals, engaging questions, and a lively style and personality are crucial in attracting users who want to come back or recommend the site to family and friends.

Space for Community and Mental Wellness

Users want to talk to and hear from real people who have gone through the moves themselves. Having discussions with others can help validate feelings of anxiety that come with a big move, and it can be very reassuring to hear opinions and experiences from others before making huge life choices. This may involve forum conversations from registered members, blog posts from guest and staff writers, or even interviews from people who found both success and challenges during their relocations.

Personas and Scenarios

The following three personas provide snapshots of targeted user groups for The BeeHive. Each persona includes a description of the user and their goals, interests, and career paths. A sample scenario features a problem that the user faces and soon resolves by using The BeeHive and its various site tools.

Norah Kohl



"I've never moved away from Chicago. I want to really feel at home in D.C."

Age: 29
Work: Medical Sales Manager
Family: Single
Location: Chicago, IL

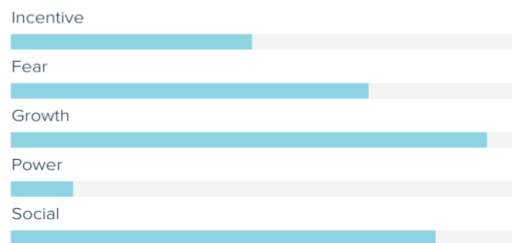
Goals

- To move her studio apartment to Washington D.C. in one week.
- To use as little of her savings as possible.
- To find a neighborhood with plenty of activities that fit her active lifestyle.

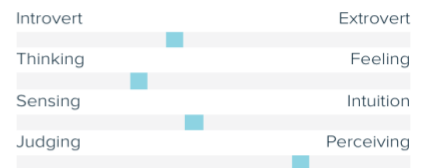
Frustrations

- Feeling overwhelmed by complex moving company websites.
- Finding out about hidden fees after already booking services.
- Not finding any answers to questions about neighborhoods in D.C.

Motivation



Personality



Bio

Norah works in medical equipment sales and frequently travels to hospitals and clinics to train staff and close large deals. She was recently promoted to a district manager position and must relocate to Washington D.C. from her hometown of Chicago in one week. Norah has never lived anywhere but the Midwest her entire life, and she is feeling stressed about starting over somewhere new. However she studied abroad in Spain during her college years and is confident she can make smart decisions with some guidance. In her free time, Norah loves cycling, swimming, and volunteering at animal shelters and hopes to find social groups in D.C. that share her interests.

Scenario:

Norah recently accepted a promotion as District Manager of the Washington D.C. metro area of the medical sales company for which she works. She has been with the company for just over six years. On Friday evening, Norah finishes work and goes to her gym to swim some laps. She does this as often as she can because it helps her wind down after a long day. At home in her studio apartment, she cooks a quick dinner and sits down to try to organize all of her thoughts and plans for her big relocation. Norah is extremely overwhelmed. She's never moved out of Chicago, and any local moves took very little time and minimal stress. Her desk is a mess of lists, printed cost comparisons, and random moving company business cards and quotes. She feels very lost and wishes she had someone to guide her through this process.

Norah finds a link for The BeeHive through a Google search and decides to try out the calculator tool. Immediately, she finds a breakdown of costs between three different moving companies, as well as the total price of gas if she chose to drive herself to D.C. She zooms into the Washington D.C. area and finds that she can explore different neighborhoods to answer questions about community events, housing costs, and crime rates. Soon, she finds that she can keep track of all her notes, questions, and answers in customized worksheets on the BeeHive site. In about an hour, Norah has narrowed her choices down to two different neighborhoods and has chosen a moving company that quotes a rate within her budget. She feels a tremendous sense of relief and can rid her desk of lots clutter.

Eric Perez



"My son and his safety is my top priority."

Age: 41
Work: Architect
Family: Widower with one son
Location: Seattle, WA

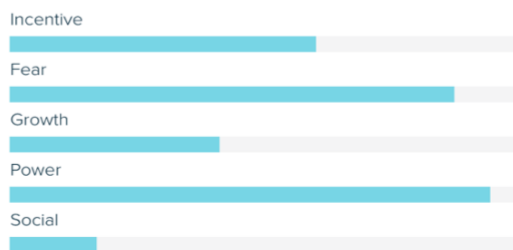
Goals

- To find the safest neighborhood in Dallas to move to with his young son.
- To find an excellent school district with plenty of extracurriculars.
- To keep the moving experience as hassle-free as possible.

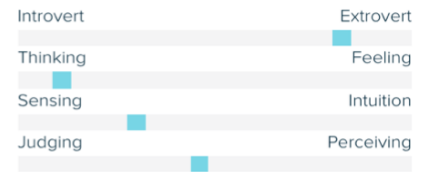
Frustrations

- Planning a complicated move on top of his responsibilities as a father.
- Feeling worried about the safety of his son at school.
- Not feeling like he has any options.

Motivation



Personality



Bio

Eric lives in Seattle with his 9-old-son, Tony. His wife passed away four years ago and he has been a single father ever since. Eric is extremely proud of his son and the life he's built for the two of them. He works as an architect designing office buildings and was recently offered a great position at a firm in Dallas, TX, and plans to relocate with Toby within the next month. Above all else, Eric cares about the safety and education of this son and needs to feel confident that his new neighborhood is the right place to start a new life.

Scenario:

Eric just picked up his son, Tony, from his elementary school and made him an afternoon snack. He's trying to finish up some work for his latest architecture design on a downtown Seattle office building—his last project before he starts with a firm in Dallas next month. At the same time, his is attempting to organize his thoughts and plans for his relocation. Eric is especially concerned about finding the right school district for his son, researching crime rates for neighborhoods and rankings for specific schools in the Dallas/Fort Worth metro area.

Eric just did some work on this yesterday and started a Word document and Excel spreadsheet to keep his calculations and notes in order. He goes to find these files but realizes that his latest updates never saved. He feel frustrated because he knows that he took some important notes but can't remember his sources. Meanwhile, Tony asks for help with his math homework. Eric is at his wit's end and wonders how he's going to keep calm during this stressful time.

At the recommendation of a friend who just relocated to New York City, Eric navigates to The BeeHive website and creates an account. He feels relief at the clean, minimalistic feel of the site. He immediately starts a new Workbook and is pleased to find that it syncs to his account automatically. He copies and pastes the notes from his Word document to his Workbook and then does the same for his Excel file. Eric loves the flexibility to use different templates for his Workbooks because his is picky about his workflow. After spending some time on the site, Eric has found statistics for several promising neighborhoods and school districts in Dallas and feels ahead of schedule for the first time in weeks.

Paul and Jada Burton



"This is all so scary and overwhelming. We wish we could just skip the whole thing."

Age: 33; 32
Work: Software Developer; Nonprofit Financial Manager
Family: Married with one daughter
Location: Denver, CO

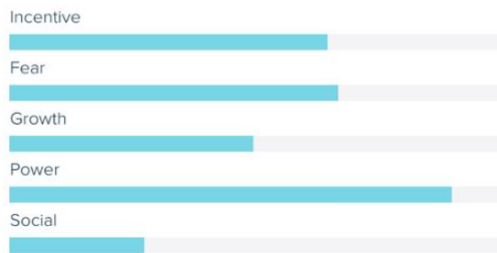
Goals

- To find movers that will get the job done efficiently and with care.
- To compare neighborhoods and cities to find the right place for their new home.
- To have the shortest possible commute to Paul's new job while remaining within budget.

Frustrations

- Having an injury that prevents handling moving labor.
- Not understanding the geography of cities in the Bay Area.
- Feeling lonely in a new neighborhood with no social groups.

Motivation



Personality



Bio

Paul and Jada live in Denver with their six-month-old daughter, Mara. Jada works from home as a financial manager for a local nonprofit, and Paul is a software developer. Paul recently accepted a job offer from an up-and-coming tech company in San Francisco and is planning a move with Jada and Mara as effortlessly as possible. Because of a recent leg injury, Paul is not able to help pack as much as he wishes he could and needs to see a variety of options with costs to best plan the move. The family is pretty unfamiliar with the Bay Area and have lots of questions about the various cities and neighborhoods. Mara hopes to continue to work from home, but would like to find social activities for mothers and children in her new community.

Scenario:

Paul and Jada just returned from a doctor's appointment for Paul's leg, which he recently hurt at his local climbing gym. The news isn't too bad—Paul should be back to normal within a month or so. Unfortunately, this means he won't be able to help with packing and other moving labor as much as he hoped. He's feeling a bit defeated but is planning to do everything he can to make the relocation for his new job in San Francisco as hassle-free as possible for his wife and daughter.

After picking up their daughter, Mara, from daycare, the couple returns home, and Jada logs in to her new account on The BeeHive to review her latest notes. She's done lots of research into the Bay Area and has narrowed potential cities down to three. Today, she wants to get closer to making a final decision and is focusing on finding great social groups and activities. Jada uses Beatrice the chatbot to ask, "Where can I meet other working mothers?" and finds a clear list of area meet-up groups and local shops that host engaging classes and activity sessions. She does this for all three neighborhoods. Next, Jada asks, "Where are the local parks?". The interactive map highlights all the parks in the neighborhood in which she is looking. Jada makes notes of these answers in one of her BeeHive Workbooks and is excited to talk to Paul about her findings.

Content Inventory

The following spreadsheet lists the various BeeHive pages, the content they include, and any tasks that may be possible to visitors. Some pages will remain static in the long-term while other will change with industry updates or additions to the BeeHive Blog content. Additional comments describe potential plans for pages and tools pending additional user research and testing.

The BeeHive Content Inventory							
Page Name	URL		Content Length	Intended Audience	Tasks	Change Over Time?	Comments
Be Ready With The BeeHive!	http://www.robaphono.org/07PIA01/	text, images	100 words, 6 JPG images	general visitors	move calculator; interactive map	updates with industry costs	may add contact information in footer or sidebar widget
My Account	http://www.robaphono.org/07PIA01/my-account/	text	>20 words	BeeHive account holders and potential new members	log in; sign up; reset password	No	customize language of forms
-My Workbooks	http://www.robaphono.org/07PIA01/my-account/my-workbooks/	text	up to 50 workbooks	BeeHive account holders	workbook creator/editor	at user discretion	workbooks may be organized by topic
-My Gallery	http://www.robaphono.org/07PIA01/my-account/my-gallery/	text, images	up to 100 images	BeeHive account holders	gallery creator/editor	at user discretion	images are organized in albums
What We Do	http://www.robaphono.org/07PIA01/about/	text, images	300 words, 4 JPG images	general visitors	n/a	No	may include video message from founder
How We Do It	http://www.robaphono.org/07PIA01/services/	text, images	300 words, 5 JPG images	general visitors	n/a	No	may include animated video and/or testimonials
Plan Your Move	http://www.robaphono.org/07PIA01/plan-your-move/	text	>20 words	general visitors; account holders	search bar	updates with industry costs	needs plugin optimization
-Explore!	http://www.robaphono.org/07PIA01/plan-your-move/explore/	text, image	50 words, 1 JPG image	general visitors; account holders	chatbot; interactive map	updates with news and resources	needs chatbot and plugin optimization
-Moving Calculator	http://www.robaphono.org/07PIA01/plan-your-move/moving-calculator/	text, image	>20 words, 1 JPG image	general visitors; account holders	move calculator	updates with industry costs	needs plugin optimization
The BeeHive Blog	http://www.robaphono.org/07PIA01/blog/	text, images	varies with new updates	general visitors	blog posts	Yes	one new blog post added every week
-Welcome to the BeeHive Blog!	http://www.robaphono.org/07PIA01/welcome-to-the-beehive-blog/	text, image	300 words, 1 JPG banner image	general visitors	comment	No	only account holders may comment
-The BeeHive Guide to Your First Big Move	http://www.robaphono.org/07PIA01/the-beehive-guide-to-your-first-big-move/	text, image	600 words, 1 JPG banner image	general visitors	comment	No	only account holders may comment
-Our Top 10 Ways to Get Through a Cross-Country Road Trip	http://www.robaphono.org/07PIA01/our-top-10-ways-to-get-through-a-cross-country-road-trip/	text, image	600 words, 1 JPG banner image	general visitors	comment	No	only account holders may comment
Contact Us	http://www.robaphono.org/07PIA01/contact/	text	>50 words	general visitors; account holders	submit form	No	n/a

Chatbot Script

The BeeHive chatbot exists to guide site visitors to different areas of the site that will help them accomplish their goals. By assisting users in narrowing their focus on learning about The BeeHive itself, exploring a new city, or calculating the cost of moving, Beatrice the chatbot serves to streamline the experience of every visitor. With all close-ended questions aside from the initial visitor name input, Beatrice can understand the goals of the user and direct them to relevant pages and tools. It can also perform web searches to display answers to questions asked about cities and neighborhoods on the interactive map page. The answers to each close-ended question will have a specific resulting action or response that will prevent confusing conversations and create an efficient and purposeful experience.

Beatrice will only function on the public-facing pages of the site that are separate from the BeeHive Blog. Any account page that includes user Workbooks and Galleries will not include the chatbot function as Beatrice will assist solely in exploring the general site pages, interactive map, and calculator tool.

Introduction: Hey there! Welcome to The BeeHive! What's your name?

User Reply: Maggie

Response: I'm Beatrice! Nice to meet you, Maggie! I'm here to help you with anything you need at The BeeHive. What brings you here today?

(Users choose from 1A-1C)

Option 1A. What is The BeeHive?

Response: I'm glad you asked! I'll take you to learn about Who We Are. **directs user to Who We Are page**

What else can I help you with?

See Option 1B

See Option 1C

Option 1B. I want to learn about a city.

Response: Okay! What city do you want to learn about?

(Users choose from Options 2A-2G)

Option 2A. Chicago

2B. Dallas

2C. Denver

2D. New York City

2E. San Francisco

2F. Seattle

2G. Washington D.C.

Response to all: Great, you want to learn about (*selected city*)! What do you want to know?

See Option 4A

See 4B

See 4C

See 4D

See 4E

See 4F

Option 1C. I'm moving to a new city.

Response: That's exciting! Where are you moving?

(Users choose from Options 3A-3G)

Option 3A. Chicago

3B. Dallas

3C. Denver

3D. New York City

3E. San Francisco

3F. Seattle

3G. Washington D.C.

Response to all: Great, you're moving to (*selected city*)! What do you want to know?

(Users may choose from Options 4A or 4B)

Option 4A. I want to learn more about the city.

Response: Okay. Let's head to the map so we can explore the city together.

directs user to Explore! page, zoomed in to selected city

Here, you can ask me questions about the city. Let's get started! Choose from these options:

(Users choose from Options 5A-5F)

Option 5A. Where should I live?

Response: Good question. What kind of neighborhood are you looking for?

(Users choose from Options 6A-6B)

Option 6A. Urban

Response: Okay! Let me pull that up for you.

zooms in on urban neighborhoods in map

Click on a neighborhood to ask me more questions!

user clicks on a neighborhood and map zooms in more

Great! What would you like to know?

****chatbot will perform searches relevant to selected neighborhood****

See 5B

See 5C

See 5D

See 5E

See 5F

Option 6B. Suburban

Response: Sounds good. Let's take a look.

zooms in on urban neighborhoods in map

Click on a neighborhood to ask me more questions!

user clicks on a neighborhood and map zooms in more

Great! What would you like to know?

****chatbot will perform searches relevant to selected neighborhood****

See 5B

See 5C

See 5D

See 5E

See 5F

Option 5B. What is the crime rate?

Response: That's a great question. Let me look that up for you.

performs web search using search engine plugin

Here's what I found:

shows web results with links to external sources

Is there anything else you'd like to know?

See 5A

See 5C

See 5D

See 5E

See 5F

See 7A

Option 5C. What's the average cost of living?

Response: I can look that up right now.

performs web search using search engine plugin

Here's what I found:

shows web results with links to external sources

Is there anything else you'd like to know?

See 5A

See 5B

See 5D

See 5E

See 5F

See 7A

Option 5D. What are some fun things to do?

Response: Great question! Let's find some fun activities and events.

performs web search using search engine plugin

Here's what I found:

shows web results with links to external sources

Is there anything else you'd like to know?

See 5A

See 5B

See 5C

See 5E

See 5F

See 7A

Option 5E. What are some good restaurants and coffee shops?

Response: Always a great question! Let's see what I can find.

performs web search using search engine plugin

Here's what I found:

shows web results with links to external sources

Is there anything else you'd like to know?

See 5A

See 5B

See 5C

See 5D

See 5F

See 7A

Option 5F. Tell me about schools in the area.

Response: Okay, let me find some information for you.

performs web search using search engine plugin

Here's what I found:

shows web results with links to external sources

Is there anything else you'd like to know?

See 5A

See 5B

See 5C

See 5D

See 5E

See 7A

Option 4B. Help me calculate moving costs.

Response: Sounds good! Let's visit our Moving Calculator page. **directs user to Moving Calculator page**

Enter in your starting city and your destination in the calculator tool, and we'll figure out some moving costs for you!

Is there anything else I can help you with today?

(Users may choose from Options 1A, 1B, or 7A)

See 1A

See 1B

Option 7A. No, thanks!

Farewell Response: Okay, thanks for stopping by! Let me know if you need anything.

(Users may choose Option 8A or end chat)

Option 8A. I need more help.

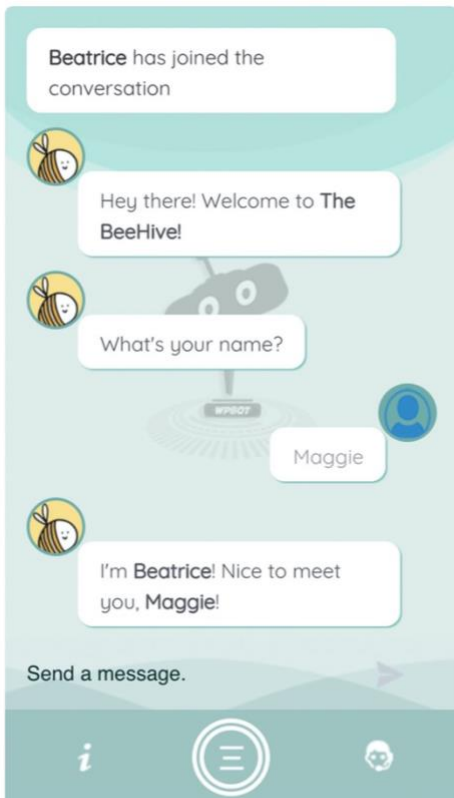
Response: Sure thing, Maggie! How can I help?

(Users may choose from Options 1A-1C)

See 1A

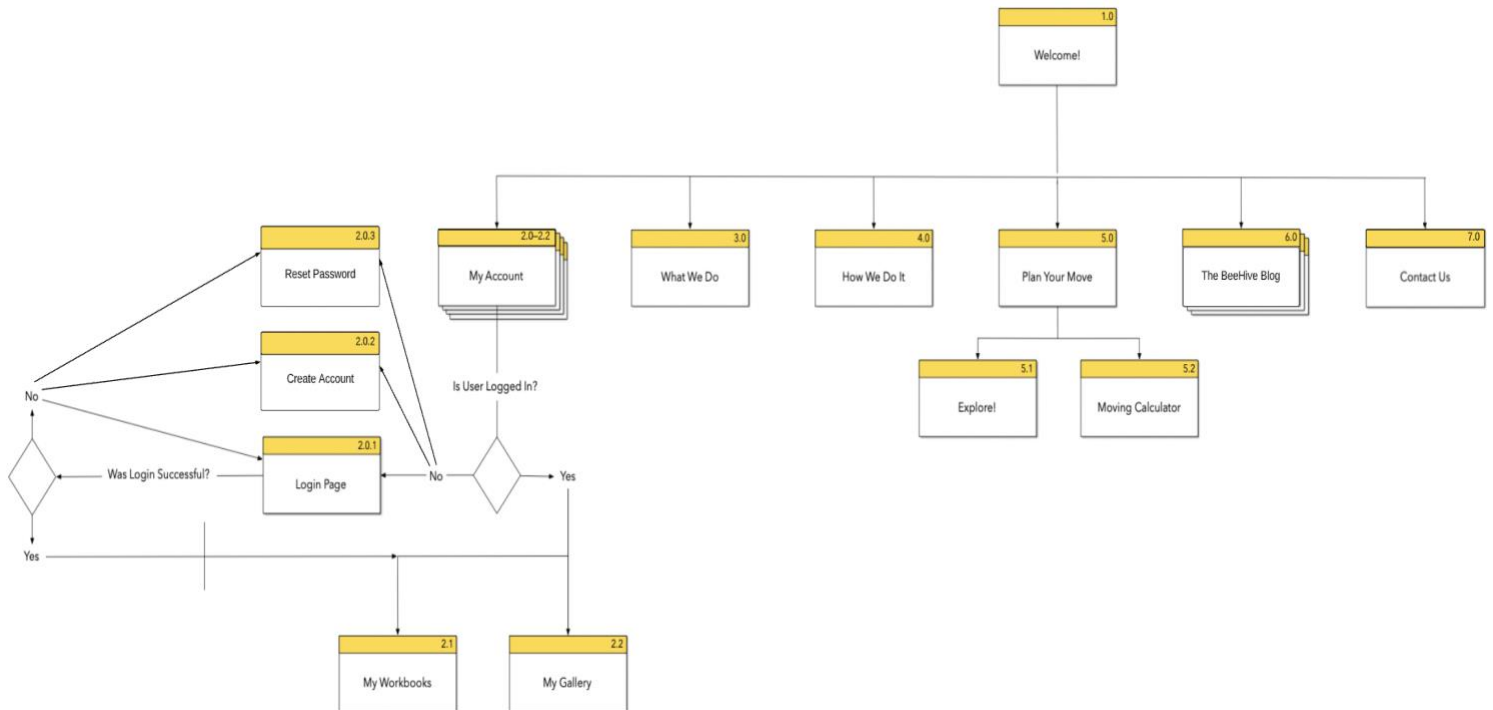
See 1B

See 1C



Site Map/Task Flow

The architecture of The BeeHive is straightforward, with consistent global navigation on every page of the site. Below is a combination site map/task flow that accurately visualizes the hierarchy The BeeHive site as well as the features available to account holders. Certain parts of the site, including The BeeHive Blog and My Account, are made up of child pages that are accessible from their parent pages. Users may access the BeeHive Blog posts through the BeeHive Blog landing page, and My Workbooks and My Gallery are accessible by logging in through the My Account page. The log in task flow shows the consequences of both successful and unsuccessful login attempts as well as presenting the Reset Password and Create Account pages.



Annotated Wireframes

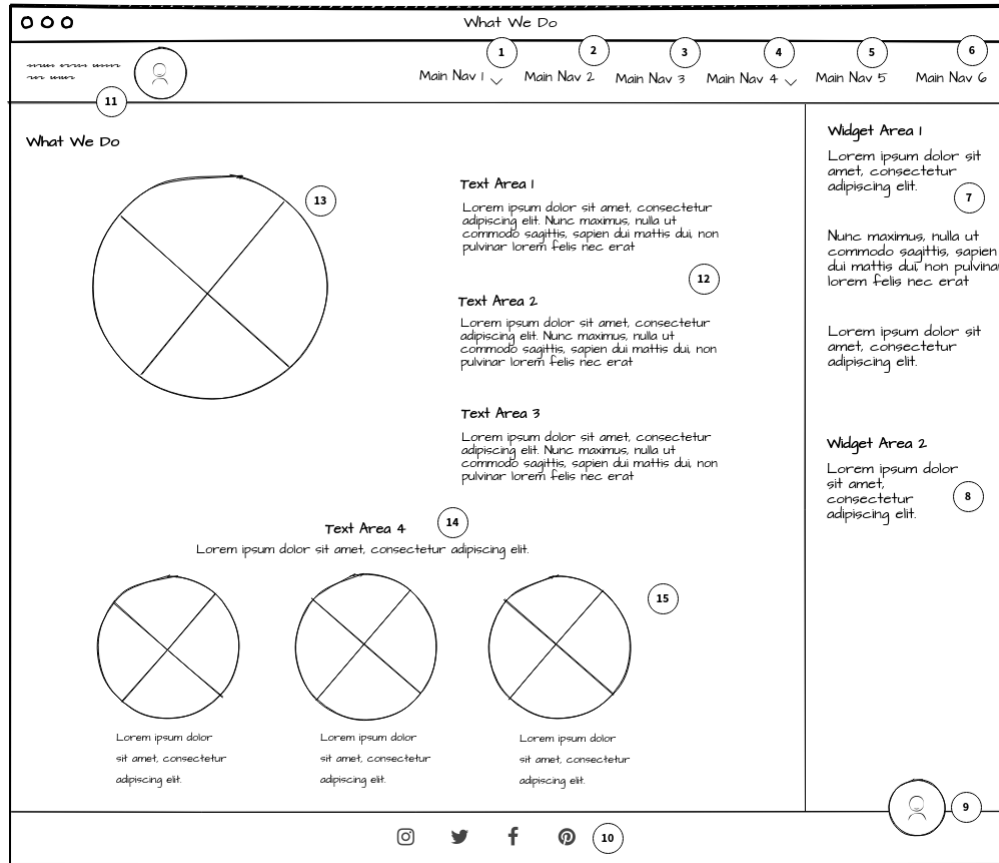
The following six visuals provide a layout for important pages of the BeeHive site. These wireframes show attention to evenly dispersed white space and a balance of text and images. As the purpose of the site is to provide a low-stress place for lots of information, this consideration to formatting and page structure is vital to our user experience.

Annotations 1-6 describe the main site navigation visible on every page:

Number	Label	Description	Link Destination
1	Main Nav 1	Clicking this link takes users to the My Account page	http://www.robophono.org/07PIA01/my-account/
2	Main Nav 2	Clicking this link takes users to the What We Do page	http://www.robophono.org/07PIA01/about/
3	Main Nav 3	Clicking this link takes users to the How We Do It page	http://www.robophono.org/07PIA01/services/
4	Main Nav 4	Clicking this link takes users to the Plan Your Move page	http://www.robophono.org/07PIA01/plan-your-move/
5	Main Nav 5	Clicking this link takes users to the BeeHive Blog page	http://www.robophono.org/07PIA01/blog/
6	Main Nav 6	Clicking this link takes users to the Contact Us page	http://www.robophono.org/07PIA01/contact/

What We Do

This public-facing page describes the purpose and vision of The BeeHive. It also shares headshots of and facts about the core operations team.

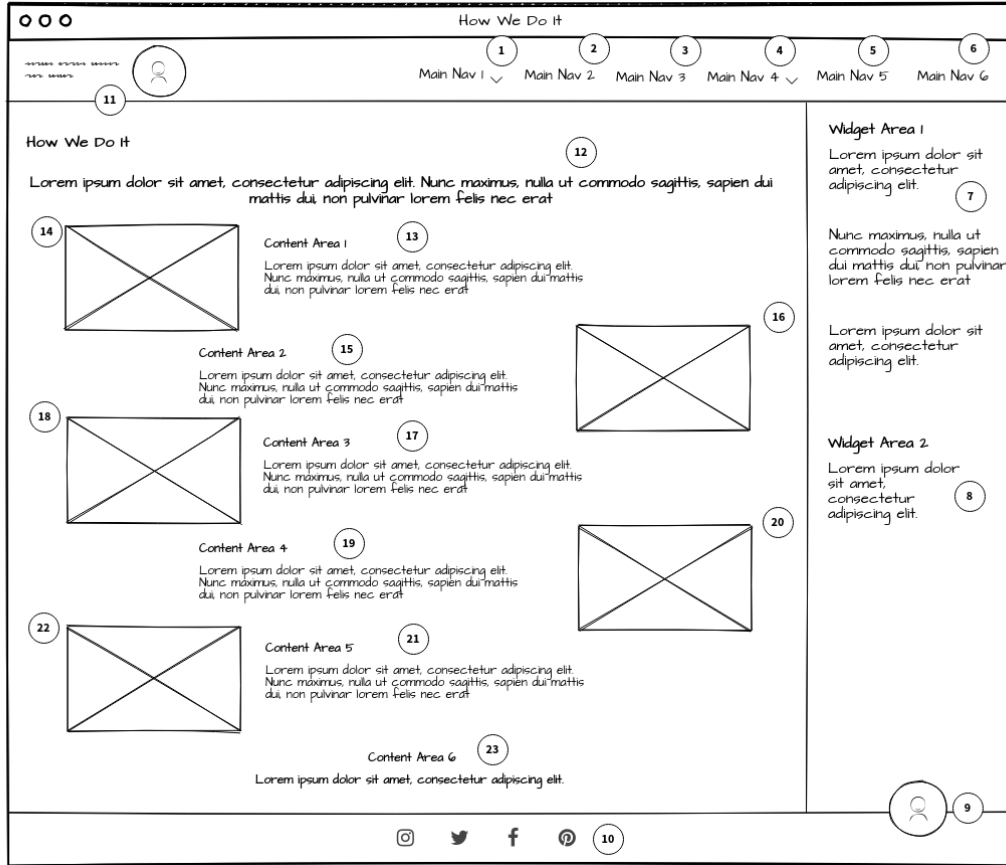


Annotations

Number	Label	Description	Link Destination
7	Widget Area 1	This widget shows the titles and dates of the five most recent blog posts. Clicking the links takes users to the blog post page.	Link destinations change with each blog post
8	Widget Area 2	This widget shows the most popular topics featured in blog posts. Clicking the links take users to category pages for each topic.	Link destinations change with each topic
9	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
10	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages	Instagram.com/xxxxxxx; twitter.com/xxxxxxx; facebook.com/xxxxxxx; pinterest.com/xxxxxxx
11	Name and Logo	Clicking this section takes users to The BeeHive home page	http://www.robophono.org/07PIA01/
12	Text Areas 1–3	This is the core text content of the page	n/a
13	Main Page Image	This is the main illustration image for the page	n/a
14	Text Area 4	This text introduces the BeeHive team	n/a
15	Company Headshots	These photo images feature the BeeHive team members	n/a

How We Do It

This public-facing page describes the tools and services offered on The BeeHive site. It discusses the interactive map, chatbot, moving calculator, blog, and tools for account holders.



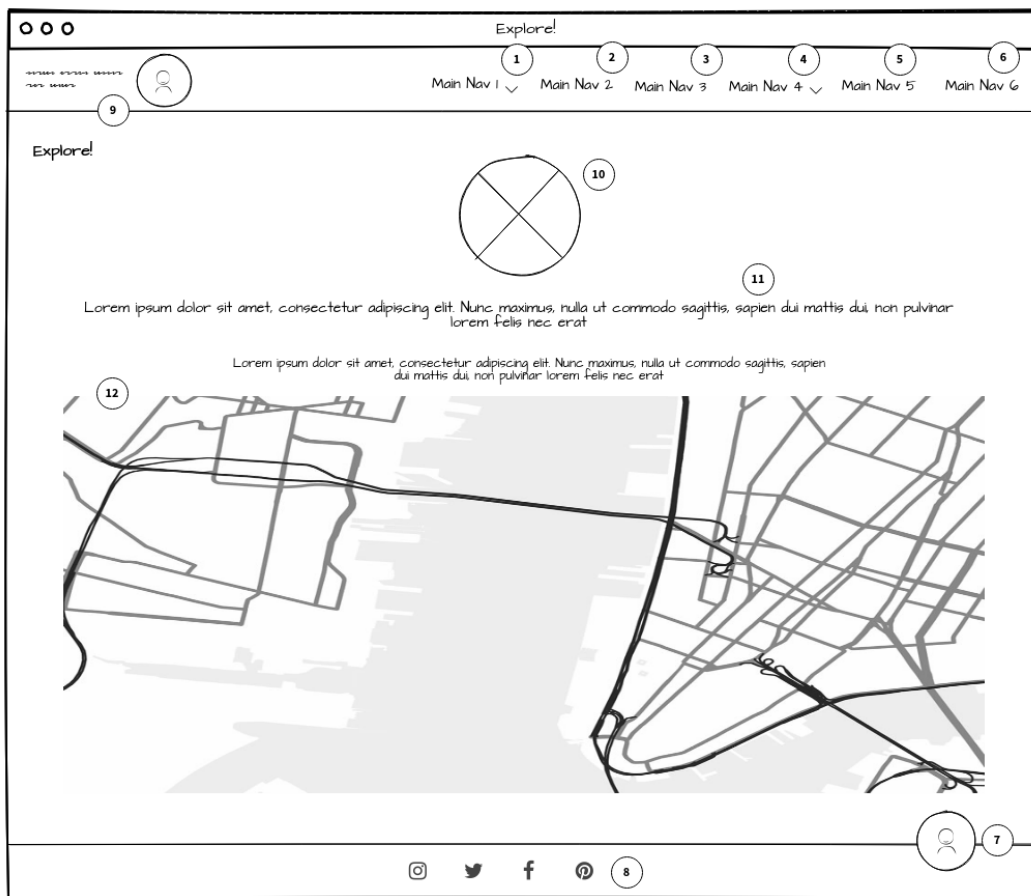
Annotations

Number	Label	Description	Link Destination
7	Widget Area 1	This widget shows the titles and dates of the five most recent blog posts. Clicking the links takes users to the blog post page.	Link destinations change with each blog post
8	Widget Area 2	This widget shows the most popular topics featured in blog posts. Clicking the links take users to category pages for each topic.	Link destinations change with each topic
9	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
10	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages.	Instagram.com/xxxxxxx; twitter.com/xxxxxxx; facebook.com/xxxxxxx; pinterest.com/xxxxxxx
11	Name and Logo	Clicking this section takes users to The BeeHive home page.	http://www.robophono.org/07PIA01/
12	Introduction Text	This text introduces the page content areas.	
13	Content Area 1	This text discusses the interactive map feature. A hyperlink takes users to the Explore! page.	http://www.robophono.org/07PIA01/plan-your-move/explore/
14	Image 1	This illustration accompanies the Content Area 1 text.	n/a
15	Content Area 2	This text discusses the chatbot feature.	n/a
16	Image 2	This illustration accompanies the Content Area 2 text.	n/a
17	Content Area 3	This text discusses the moving calculator feature. A hyperlink takes users to the Moving Calculator page.	http://www.robophono.org/07PIA01/plan-your-move/moving-calculator/
18	Image 3	This illustration accompanies the Content Area 3 text.	n/a

19	Content Area 4	This text discusses the BeeHive Blog. A hyperlink takes users to the BeeHive Blog page.	http://www.robophono.org/07PIA01/blog/
20	Image 4	This illustration accompanies the Content Area 4 text.	n/a
21	Content Area 5	This text discusses the account-holder tools. A hyperlink takes users to the My Account page.	http://www.robophono.org/07PIA01/my-account/
22	Image 5	This illustration accompanies the Content Area 5 text.	n/a
23	Content Area 6	This text encourages visitors to create a BeeHive account. A hyperlink takes them to the My Account page to sign up.	http://www.robophono.org/07PIA01/my-account/

Explore!

This public-facing page features the interactive map and chatbot tools to help users learn about cities in the BeeHive service area.

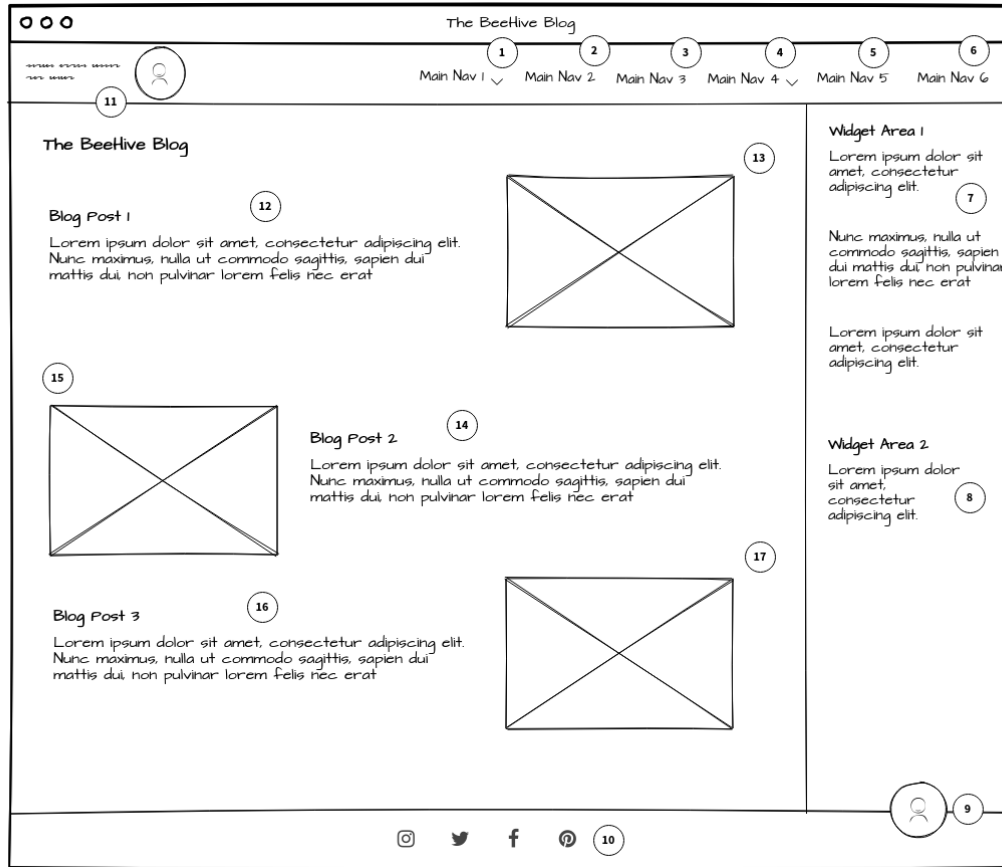


Annotations

Number	Label	Description	Link Destination
7	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
8	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages	Instagram.com/xxxxxxx ; twitter.com/xxxxxxx ; facebook.com/xxxxxxx ; pinterest.com/xxxxxxx
9	Name and Logo	Clicking this section takes users to The BeeHive home page	http://www.robophono.org/07PIA01/
10	Main Image	This is the main illustration image for the page.	n/a
11	Page Text	This text explains the interactive map and chatbot tools.	n/a
12	Interactive Map	Users click and drag around the map to find cities in the BeeHive service area.	n/a

The BeeHive Blog

This public-facing landing page displays all published blog posts in the BeeHive Blog. Post are organized by newest to oldest.

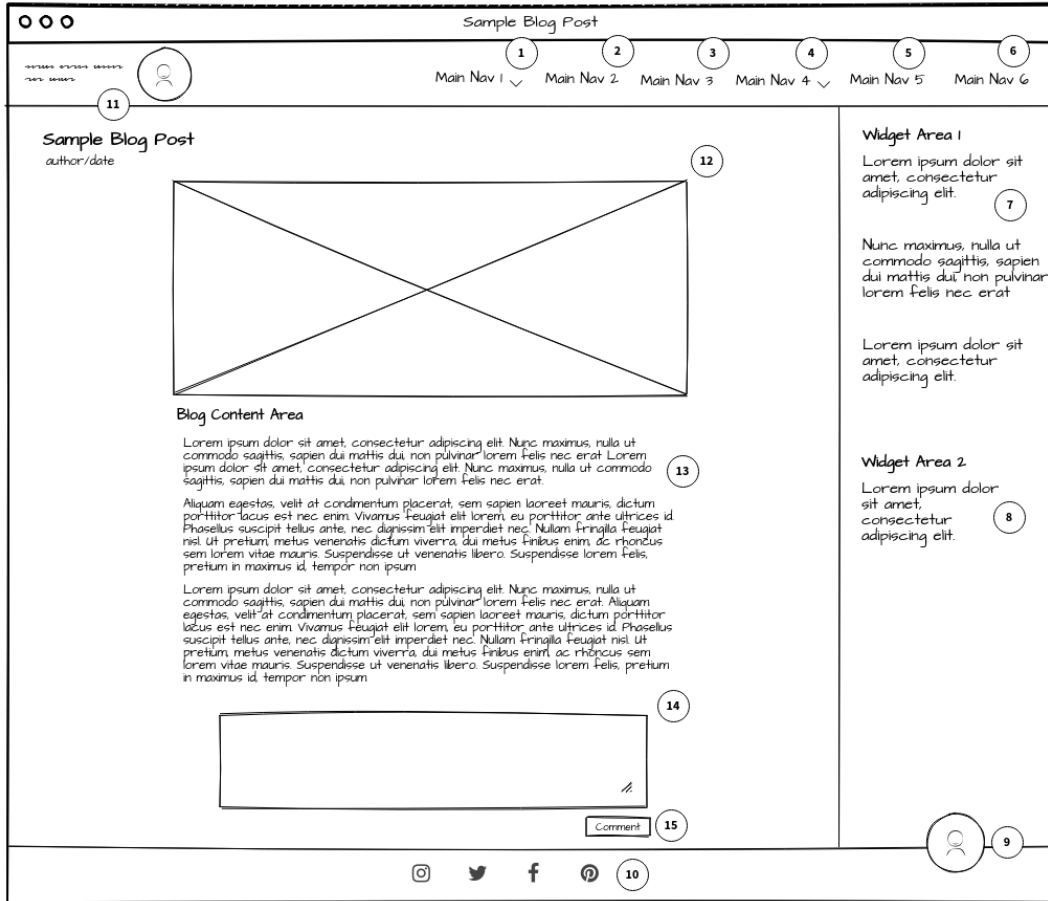


Annotations

Number	Label	Description	Link Destination
7	Widget Area 1	This widget shows the titles and dates of the five most recent blog posts. Clicking the links takes users to the blog post page.	Link destinations change with each blog post
8	Widget Area 2	This widget shows the most popular topics featured in blog posts. Clicking the links take users to category pages for each topic.	Link destinations change with each topic
9	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
10	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages	Instagram.com/xxxxxxx; twitter.com/xxxxxxx; facebook.com/xxxxxxx; pinterest.com/xxxxxxx
11	Name and Logo	Clicking this section takes users to The BeeHive home page	http://www.robophono.org/07PIA01/
12	Blog Post 1	This text shows the title, author, date, and subtitle of the newest blog post. Clicking the link takes users to the post page.	Varies by post.
13	Blog Image 1	This illustration accompanies Blog Post 1.	n/a
14	Blog Post 2	This text shows the title, author, date, and subtitle of the second-newest blog post. Clicking the link takes users to the post page.	Varies by post.
15	Blog Image 2	This illustration accompanies Blog Post 2.	n/a
16	Blog Post 3	This text shows the title, author, date, and subtitle of the third-newest blog post. Clicking the link takes users to the post page.	Varies by post.
17	Blog Image 3	This illustration accompanies Blog Post 3.	n/a

Sample Blog Post

These public-facing pages present individual blog posts. Visitors must be signed-in to an account in order to comment.

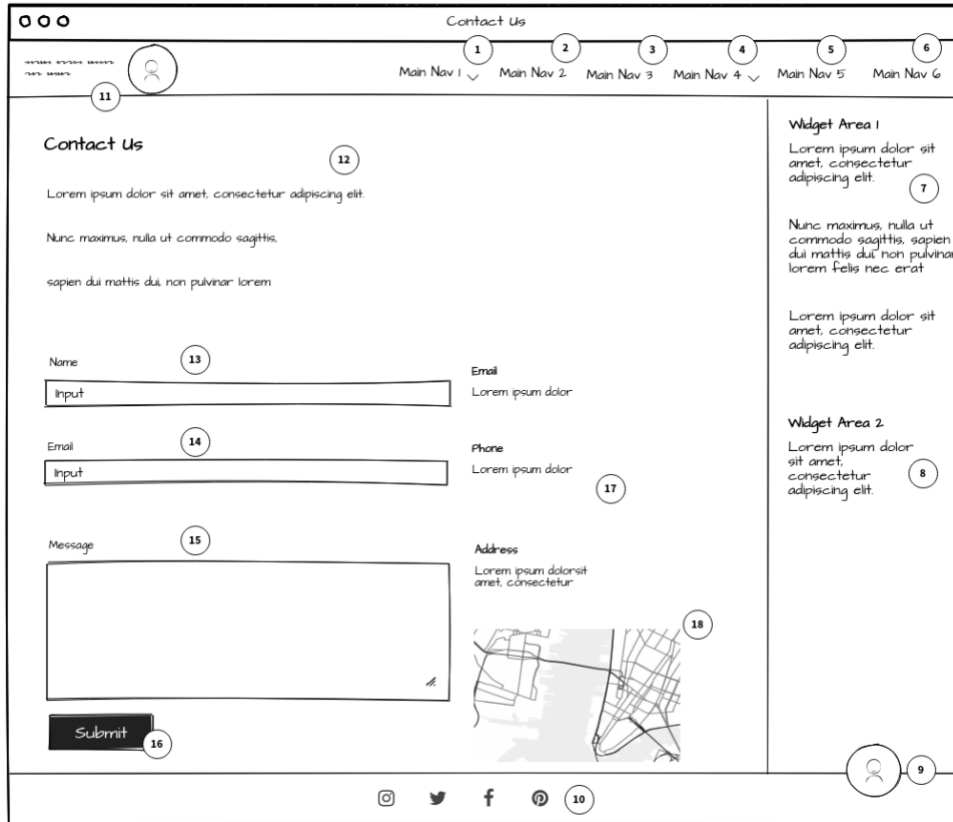


Annotations

Number	Label	Description	Link Destination
7	Widget Area 1	This widget shows the titles and dates of the five most recent blog posts. Clicking the links takes users to the blog post page.	Link destinations change with each blog post
8	Widget Area 2	This widget shows the most popular topics featured in blog posts. Clicking the links take users to category pages for each topic.	Link destinations change with each topic
9	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
10	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages	Instagram.com/xxxxxxx; twitter.com/xxxxxxx; facebook.com/xxxxxxx; pinterest.com/xxxxxxx
11	Name and Logo	Clicking this section takes users to the BeeHive home page	http://www.robophono.org/07PIA01/
12	Blog Post Image	This is the featured image for the blog post	n/a
13	Blog Content Area	This is the entire text content area for the blog post.	n/a
14	Comment Field	This is where signed-in members may write comments to post.	n/a
15	Comment Button	Clicking this button allows members to post their comments.	n/a

Contact Us

This public-facing page allows visitors to send an email to the BeeHive staff. It includes company contact information.



Annotations

Number	Label	Description	Link Destination
7	Widget Area 1	This widget shows the titles and dates of the five most recent blog posts. Clicking the links takes users to the blog post page.	Link destinations change with each blog post
8	Widget Area 2	This widget shows the most popular topics featured in blog posts. Clicking the links take users to category pages for each topic.	Link destinations change with each topic
9	Chatbot	Clicking the avatar icon starts a conversation with the chatbot plugin.	n/a
10	Social Media Links	Clicking each icon takes users to the BeeHive Instagram, Twitter, Facebook, and Pinterest pages	Instagram.com/xxxxxxx; twitter.com/xxxxxxx; facebook.com/xxxxxxx; pinterest.com/xxxxxxx
11	Name and Logo	Clicking this section takes users to The BeeHive home page	http://www.robophono.org/O7PIA01/
12	Page Text	This text introduces the contact fields.	n/a
13	Name Field	Users enter their names in the text field.	n/a
14	Email Field	Users enter their email addresses in the text field.	n/a
15	Message Field	Users enter their message in the expandable text field.	n/a
16	Submit Button	Clicking this button allows users to submit their message and contact information.	n/a
17	Company Contact Info	This text displays the BeeHive phone number, email address, and mailing address.	n/a
18	Map	This map shows the BeeHive office location on a Google map.	n/a

User Research Plan

The purpose of The BeeHive site is to create a low-stress environment that provides information and tools to navigate the high-stress process of moving. Testing is crucial to ensure that The BeeHive meets the design goals of being a welcoming, warm, and fun place to use these tools and gather information. We will test the general usability of the site, focusing on navigation, emotional reactions to the design, and understanding of site goals and the purpose of different tools.

The general user groups for this site are individuals and families relocating to cities in our service area. Our primary focus groups are people in their early 20s to mid-40s, either single or moving with families.

Our usability tests now focused on two individuals in their 30's. One, known as "S" for this test, is a single woman living in Los Angeles. Another, called "A" for our research, is a woman living in the Midwest with her husband and 5-year-old daughter. Though these users volunteered their time willingly, compiling a more extensive test group in the future will require some incentive. This may include monetary compensation in the form of gift cards for gas or moving companies or cash. The value of these incentives will vary depending on the length of time users spend in test scenarios.

I asked these individuals if they would be willing to participate in a moderated usability study through a video call. I shared the link to my site prototype with the participants and monitored their progress via screen sharing. I also requested they think aloud as they work, and I recorded their verbal reactions and answers to questions I asked.

The test users navigated an interactive prototype of The BeeHive. This is a nearly completed design with limited plugin functionality. Testing focused on site navigation, comfort with labels and organizational schemes, and reactions of general design choices. Users attempted to complete tasks related to navigation and performing key tasks relevant to the site purpose. These tasks included:

- Navigate to a blog page and locate where to leave a comment,
 - Find the Interactive Map on two different pages,
 - Navigate to a page to learn more about The BeeHive team,
 - Find the company phone number,
 - Create an account
- Or
- Log in with test account; and
 - Find three different site features and explain their purpose as you understand it.

User Testing Analysis

User S

S's initial reactions to the site included approval of the attention to mental health and anxiety noted on the home page. She thought the site logo and chatbot icon of the bee were very "cute." S immediately started to navigate the site on her own, clicking different links and

buttons whenever she felt inclined to do so. She found that she could scroll on the Map to find LA and thought the overall concept of the Map was a great addition to the home page.

When she looked at the Moving Calculator icon on the home page, she voiced curiosity on what it meant. Does it have something to do with physical motion? After clicking it, she realized the functionality of calculating moving costs. She plugged in her home city of Los Angeles and put in Milwaukee, Wisconsin, as a destination. The plugin took her to an external site where it did indeed show an accurate gas cost calculation along with trip length in miles and hours.

As S navigated to the What We Do Page, she mentioned loving the images on the page and diversity of the team member headshots. She then navigated to the My Account page and successfully signed up for an account to browse the My Workbooks and My Gallery pages. With her login credentials, she could also leave a comment on a blog post page and mentioned how easy it was to do this. She noted that she thought having comment moderating turned on was a “smart.”

When asked to perform other tasks, S did so with general ease. She found the interactive Map on the home and Explore! pages and stated that showing several different route options would be a useful feature to include. She found the Contact Us page quickly, thinking out loud that she'd assume to find the phone number on this page.

When asked to explain three different features of the site, S mentioned the Interactive Map, Moving Calculator, and BeeHive Blog. The Map, she said, would show the fastest or most scenic routes to the destination as well as possible stops along the way. The Calculator would show all the expenses that go into traveling, while the Blog is a useful resource for connecting with people going through similar experiences.

Following the site navigation, S mentioned enjoying the soft, yellow background and how calming and subtle it is. She noted that a serif font might be easier to read for body text, but also mentioned that younger audiences may prefer the current sans-serif style. She liked the blog widgets in the sidebar and suggested that including the contact info as a widget or in the footer of the pages might be a useful addition.

User A

At first, A thought that the site involved something with bees and where to get them. The BeeHive name and the moving truck on the home page made her assume this site would show her how to move bees, buy them, or keep them. She did like the bee image for the logo but continued to wonder aloud what exactly the site was about. As she continued to navigate the site, she remarked that she wished the information on the What We Do page were on the home page, as that would explain the site purpose right away.

A navigated to the Moving Calculator page and thought it was very “cool,” showing an accurate trip cost and length from her home to a nearby city. She mentioned, though, that she wasn't sure exactly where she was on the site when on the Calculator page. She said that because the navigation label is part of a pull-down menu, she wasn't sure how to get back to where she just was on the home page. She then navigated to the BeeHive Blog and thought the posts looked “good.”

A had some difficulties navigating the site in some ways and asked for guidance at times. She didn't intuitively know that the site name and logo in the upper left corner would

direct her back to the home page. Once she got there, however, she could find the Interactive Map and thought it was a “smart” addition to the home page. She also found it easily on the Explore! page. She mentioned that adding a Home link and label in the navigation might be helpful to some users. A had a particularly hard time finding the company phone number. However, we soon realized this was because my image in the video conference call was blocking her view of the Contact Us navigation label. When she saw this, she found the number easily. She was frustrated by the process, though, and mentioned that having the contact info right away on the home page or on every page would be much more useful.

A repeated the phrases “What We Do” and “How We Do It” aloud and said they felt a bit clunky or repetitive and might be confusing to some users. She thought changing the labels to “About Us” or “Meet the Team” might be easier for site visitors. When we went to the My Account page, she asked for the test login, which I supplied. She used it and remarked that the process was simple, like a “normal website.” She then navigated to the BeeHive Blog after some struggling because of the video blocking issue as she had with the Contact Us label. She found where to leave a comment but noted that it was a bit confusing to see where precisely the comment field was. She stated this was because the text box was yellow, like the background, instead of white. She also wondered why a site like this even has a blog, remarking that a section called “Resources” would make more sense.

As some final thoughts, A said the chatbot image was cute but found it awkward to have to click on the image to close the box. She mentioned again that having the What We Do and Contact Us information on the home page would be more convenient, along with customer testimonials. She also mentioned not liking the blog widgets at all, stating it made the site feel too much like a blog. She also didn’t understand why the blog topic widget links were different sizes. Finally, she stated that the general navigation labeling probably makes sense for a younger demographic but would need to change for an older audience.

Next Steps

The two conducted user tests showed some similarities in the overall user experience, along with differences. Based on these tests, it's likely that including contact information as a sidebar or footer widget will be necessary to provide more accessibility to help for the BeeHive team. Both users thought the Interactive Map and Moving Calculator plugins were useful and showed great potential and benefit to the site. These findings indicate that our developers will need to work to optimize site plugins to meet the expectations of users.

Contrastly, S enjoyed the support aspect of the BeeHive Blog while A found it rather unnecessary to the site. S also never mentioned any problems with navigation or labeling and made her way around the site quite quickly. A, however, took issue with some labeling choices and sometimes didn't know where she was or where to find some information. While this, in part, could be due to some flaws with remote video testing, they are important considerations to keep in mind when making any changes to the site design.

The BeeHive requires more testing with a variety of users of different ages, family sizes, and backgrounds. Because these two tests showed differing results, it is necessary to gather more information from a larger pool of users before deciding on any significant site changes.