

# example #2: design & site authoring

User Outreach & Architecture  
Computing Services  
Carnegie Mellon University  
2005

# starting place!

- Website without a clear focus or audience
- Information was stale
- Site did not look as if it belonged to Computing Services

# Goals

- Let people know what we could do for them
- Showcase our projects
- Bring site visually in line with other Computing Services sites
- Make the site fresh & new!

# Communities of Use



Overlapping communities of use

Overlapping needs

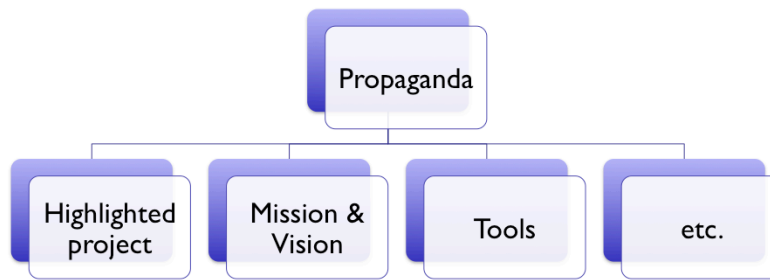
Not all information could be public

Restricted to Carnegie Mellon affiliates

Restricted to Computing Services

Restricted to Management Team

# “Hidden” architecture



This is an example of how an architecture can have information not exposed to the customers.

The primary purpose of this site really was propaganda. We needed to be fresh and interesting; we needed to tell our primary community of use how awesome we were, how useful we were, all the cool stuff we'd done. The underlying information architecture made sure we kept this in mind and focused the site in a way it hadn't been focused before. Now we knew what we were doing with it, and what the main point was.

Obviously, you don't tell your customers that you've named part of your info architecture "Propaganda". It became an invisible layer over our front page.

# User Outreach & Analysis Group

The User Outreach & Analysis Group is the main outreach branch of the [Computing Services Division](#) at [Carnegie Mellon University](#).

[Barbara Jensen](#), Research Systems Programmer  
[Sachal Lakhavani](#), User Analyst  
[Laura Valentine](#), Design Analyst  
[Karen Van Dusen](#), Manager

## Our Mission

User Outreach and Analysis provides a conduit from Computing Services to the campus community, and from the campus community back to Computing Services. We help service managers learn about and analyze users' wants and needs, and give users a valuable feedback mechanism regarding central IT services.

## What can User Outreach do for you?

For the Computing Services manager...

**Learn what your users want and need.** User Outreach can perform needs assessments, data analysis, and interface design analysis. We can help you create surveys or build and facilitate focus groups. Sick of collating surveys by hand? Our tools and infrastructure can help.

## Highlighted Projects

- [Mulberry Phaseout Delivery](#)
- [Mac Usage Analysis](#)

[See more current projects](#)

[See project archives](#)

## Outreach Calendar

Mulberry Phaseout  
Self-Support Meeting  
Sept. 13, 2006  
UC - Peter