

What the Experience Design Team does Lee McCormack | Sept. 27

Structure and flow (Information Architecture)

Organization; ontology/categorization – Find what you want where you expect it
User flows; site maps – Where do the buttons take you?
User interaction design – From forms to functions, our flow is phenomenal

Design

Visual/graphic design – How it looks is very important
Information design – What it says is just as important
Interface design – We pick the tools and place them where they're most useful
Consistency/style – Protecting the UI means protecting our brand
Illustration/photography – When an image is worth 999.98 words

Text

Interface copy – Everything should be simple, and it should have the AV voice
User education – Help and tutorials create more loyalty and fewer Support calls

Why Good User Experience is Crucial

With a site as large as AltaVista, even a small improvement in user retention or conversion rate (the percentage of users who engage in monetized behavior) can mean big bucks. Unfortunately, a small reduction means big bucks, too.

Why us

We're trained professionals. We have a global perspective. We're familiar with all of AltaVista's products. We identify conflicts, and we use products to bolster each other. We build things that work with existing and future AV products.