

UIUC HF Web Presence Design

Audience & Project Definition

Audience

The primary audience for the University of Illinois at Urbana-Champaign's Human Factors Web presence (humanfactors.uiuc.edu) is the "outside" human factors community. This includes, but is not limited to, prospective students, researchers, sponsors, and collaborators. This subset of the Web site's audience is mostly interested in the people (faculty and students) that are involved with human factors at UIUC and the work they are doing/have done. Additionally, this audience may be interested in the human factors programs and resources available at UIUC, upcoming and past events, and general information (esp. contact information). The secondary audience for the HF Web site is "internal". Current human factors students and interested university affiliates may have more specific information needs that need to be accounted for.

Goals

The UIUC Human Factors Web presence needs to present current human factors activities at UIUC in a timely, clear, and professional manner. The Web site needs to communicate the fact that human factors at UIUC consists of cutting edge technologies and dedicated people collaborating on serious and sophisticated research. Additionally, the site should emphasize the fact that its current push toward the future is firmly founded in its outstanding achievements of the past.

Within the site, it should be easy to navigate and explore content that is both up to date and concise. As a result, the Web site needs an updatable system for recent news and events and an effortless means for faculty and students (who have little time to devote to Web maintenance) to maintain information on their current activities.

The HF site should make it clear that it is the central home of all human factors activities at UIUC. Additionally it should be apparent that the central home for human factors activities is the Aviation Human Factors Division, which is part of the Institute of Aviation at UIUC.