

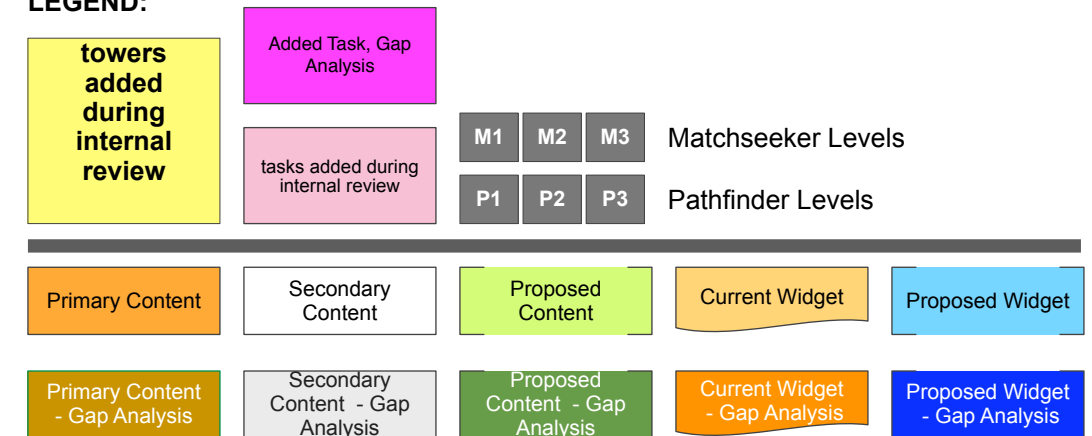
**Information Architecture User Research
Mental Model & Gap Analysis
Matchseeker Continuum**

University Communications
Web Content Initiative (WCI)
September 2009

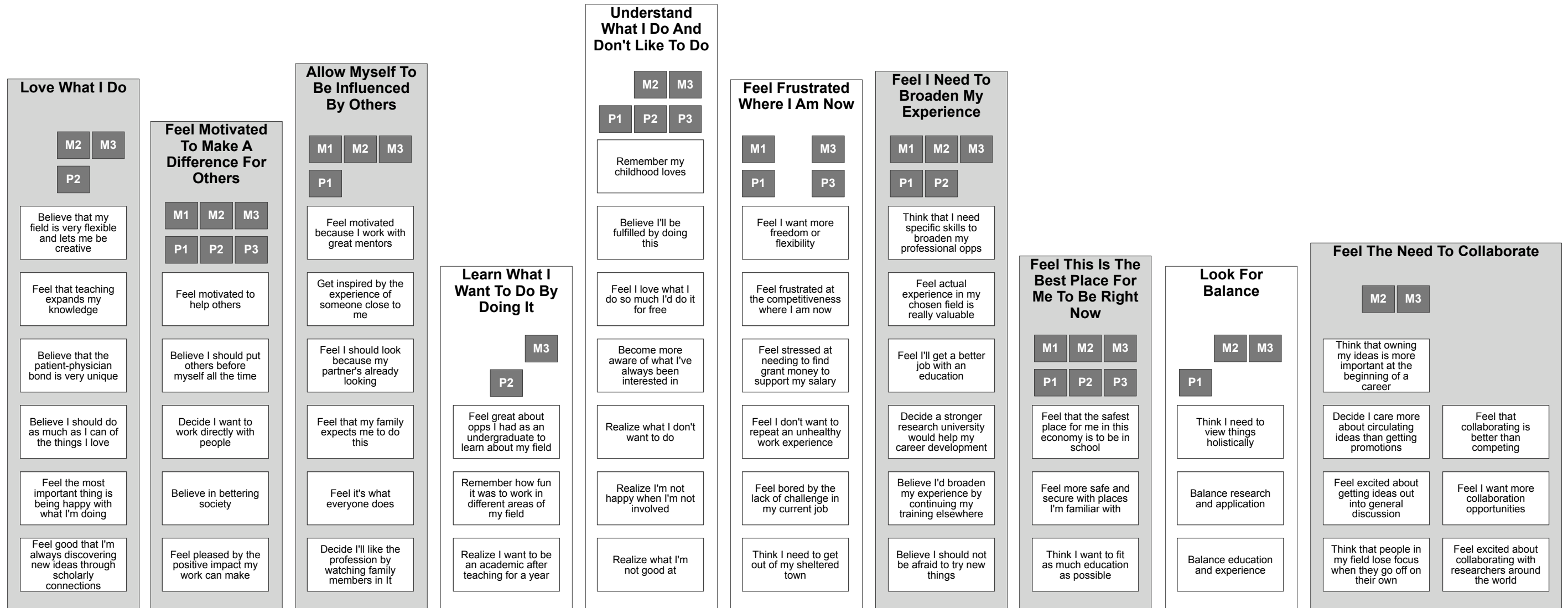
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LEGEND:



Understand Why I Want To Do This



VOICES

VOICES

VOICES

UB 2020 impact

reaching others

why UB?

VOICES

UB 2020 impact

accomplishments

info about the city and community

accomplishments

UB great place to work culture

why UB?

VOICES

UB 2020 impact

collaboration match widget

VOICES

UB's culture of collaboration

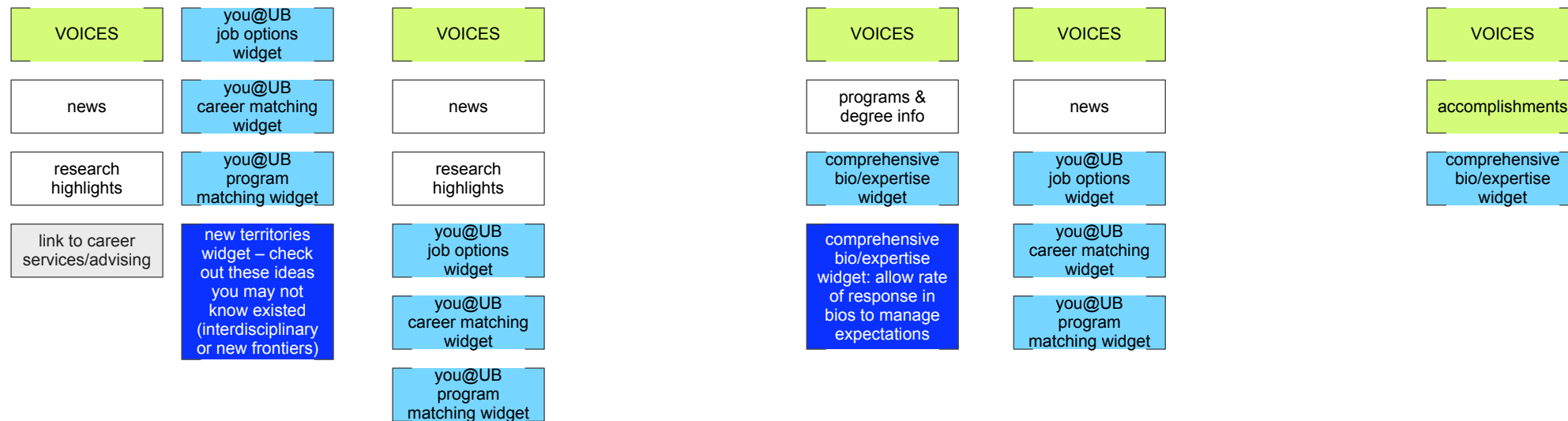
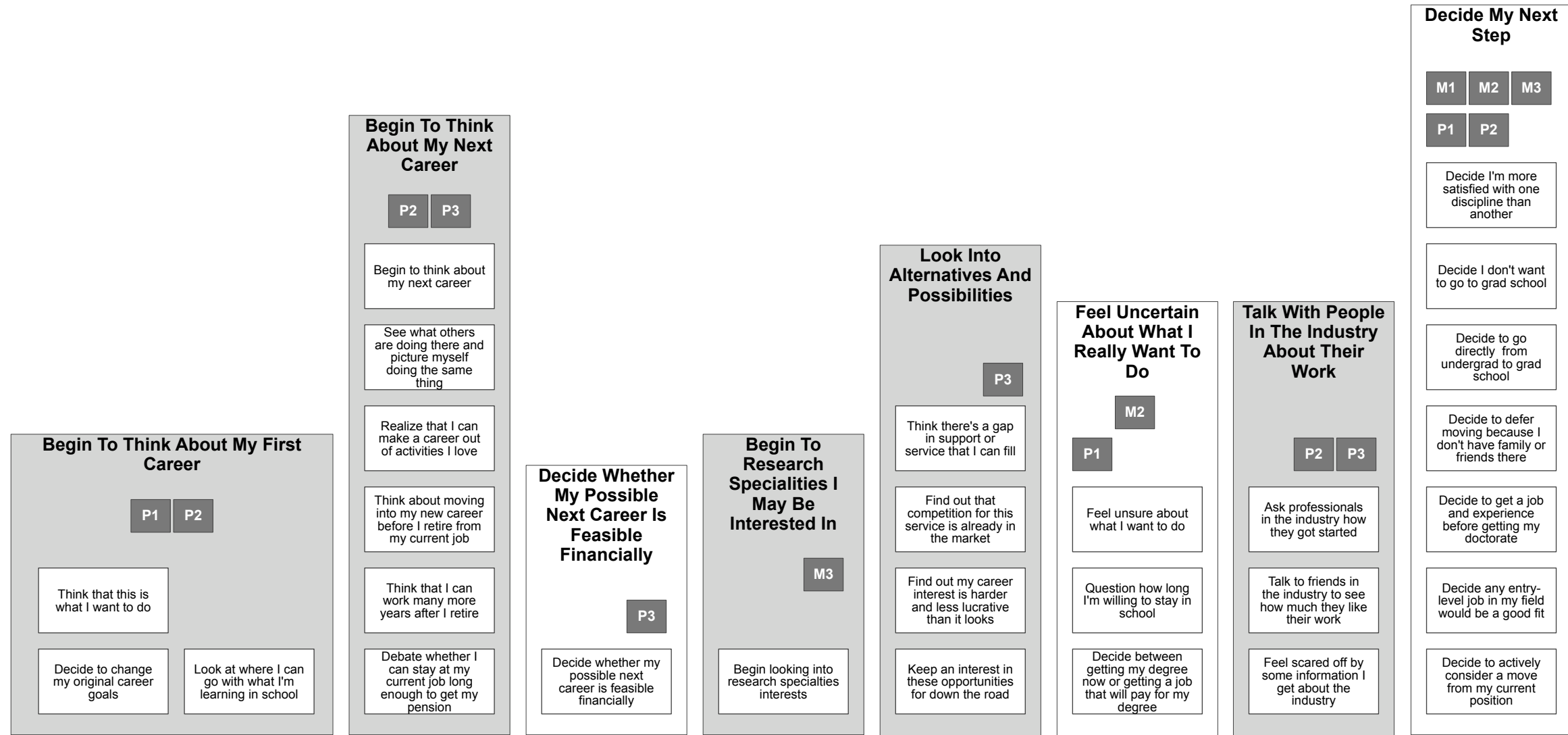
UB's culture of supporting research

accomplishments

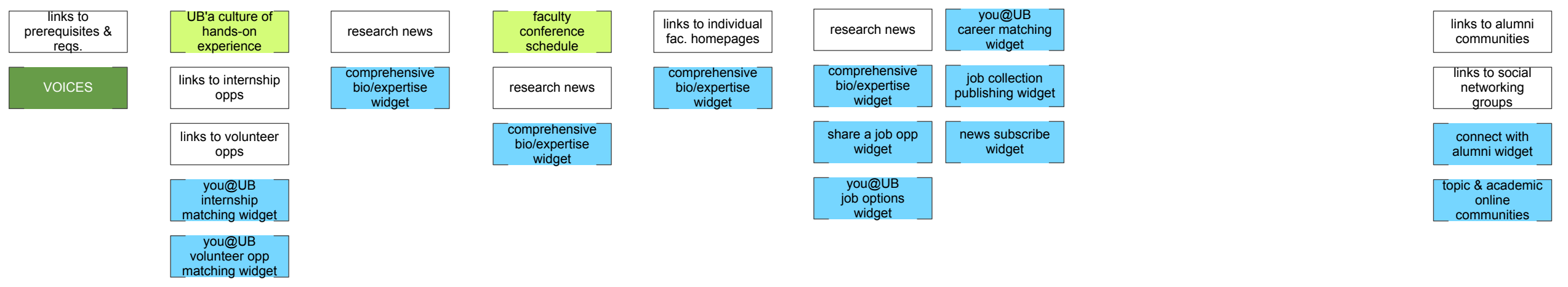
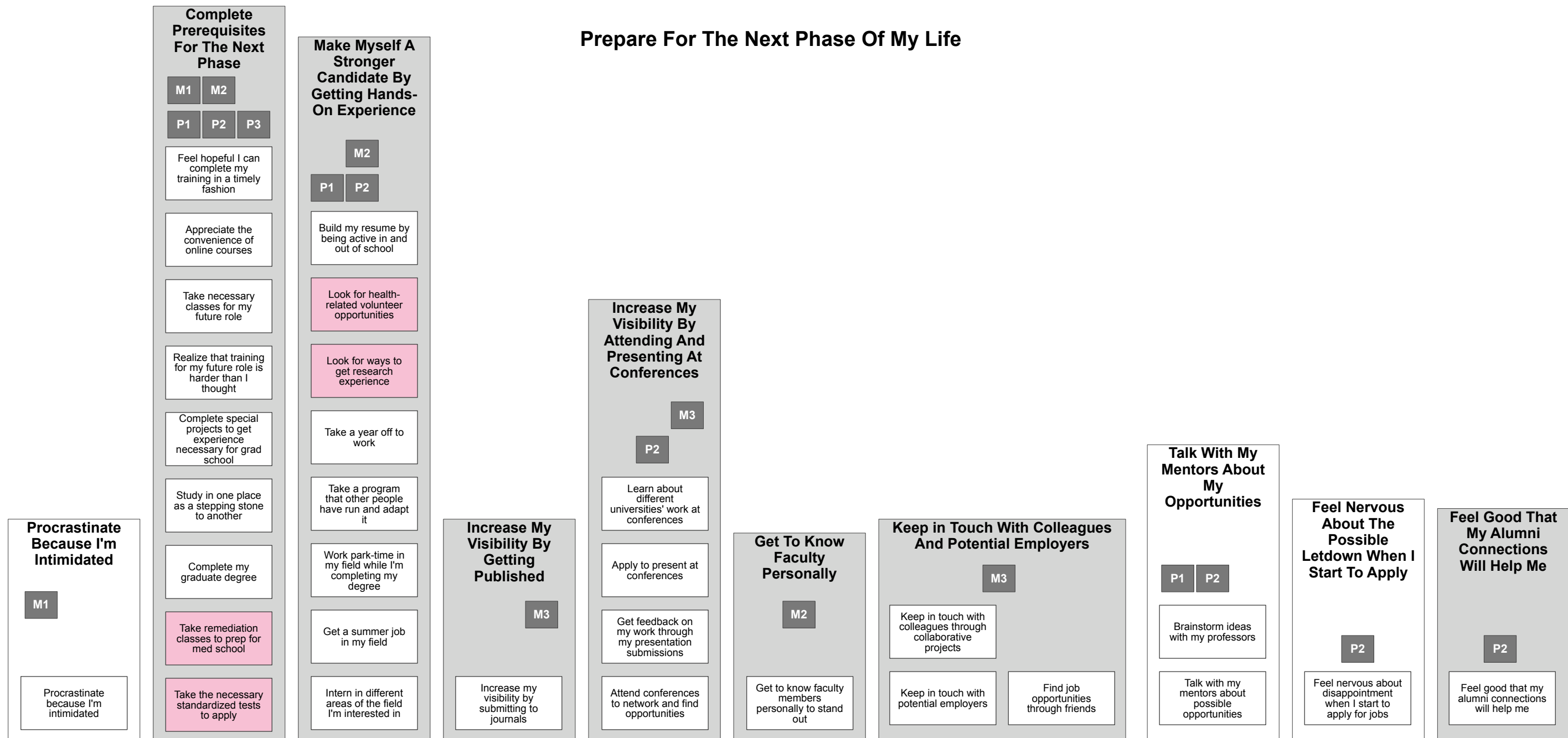
online researcher network

mission, vision, values

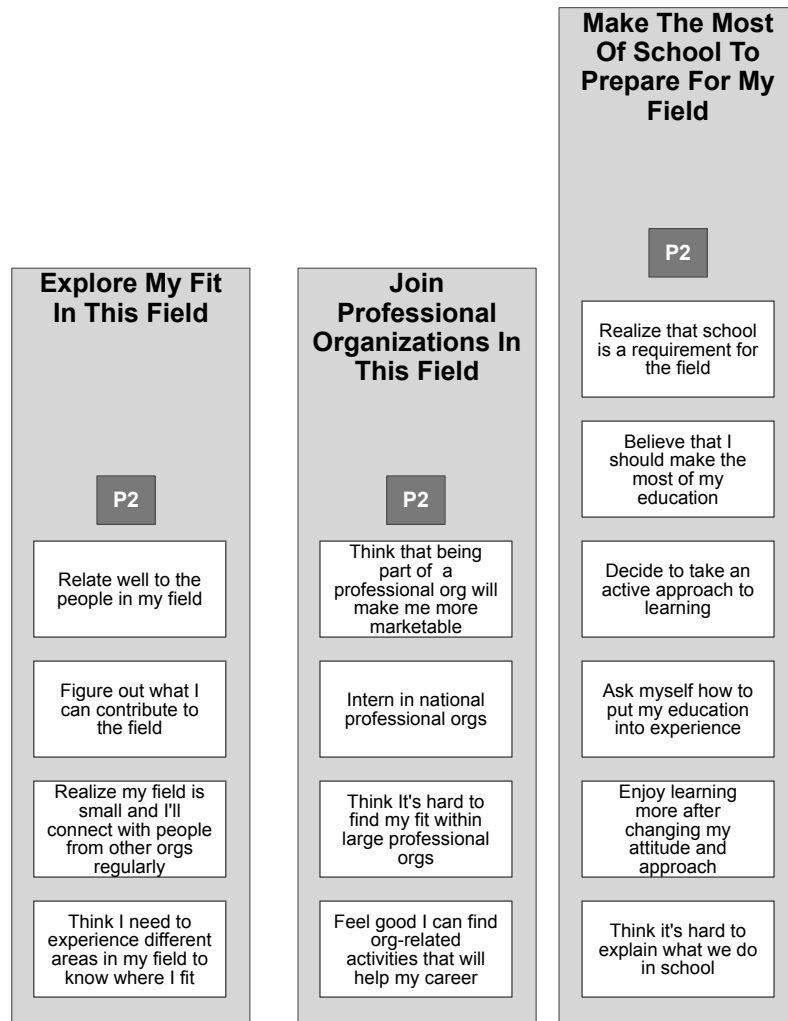
Explore Alternatives And Possibilities



Prepare For The Next Phase Of My Life



Prepare For The Next Phase Of My Life (continued)



research news

comprehensive bio/expertise widget

topic & academic online communities

link to career services/advising

VOICES

links to student orgs and opps

comprehensive bio/expertise widget

links to student orgs and opps

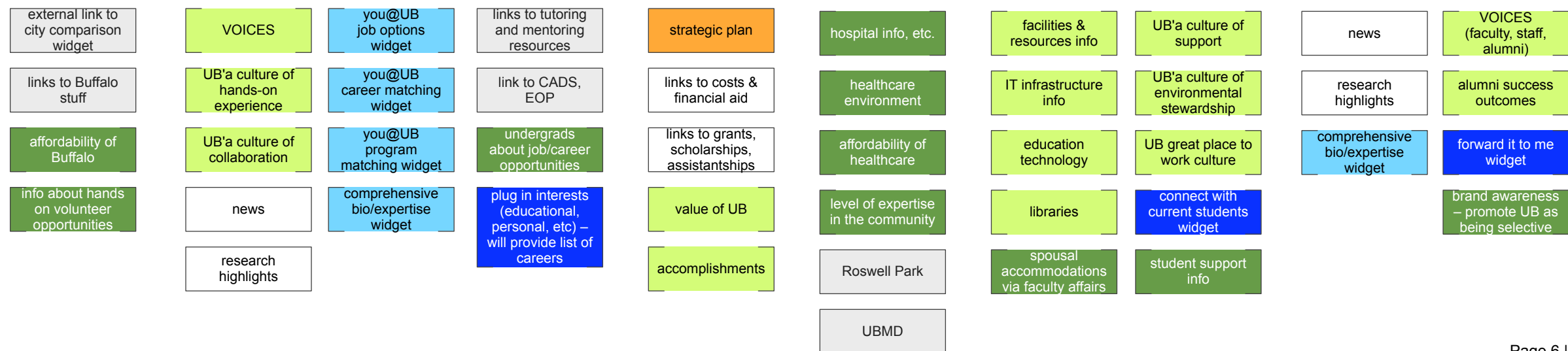
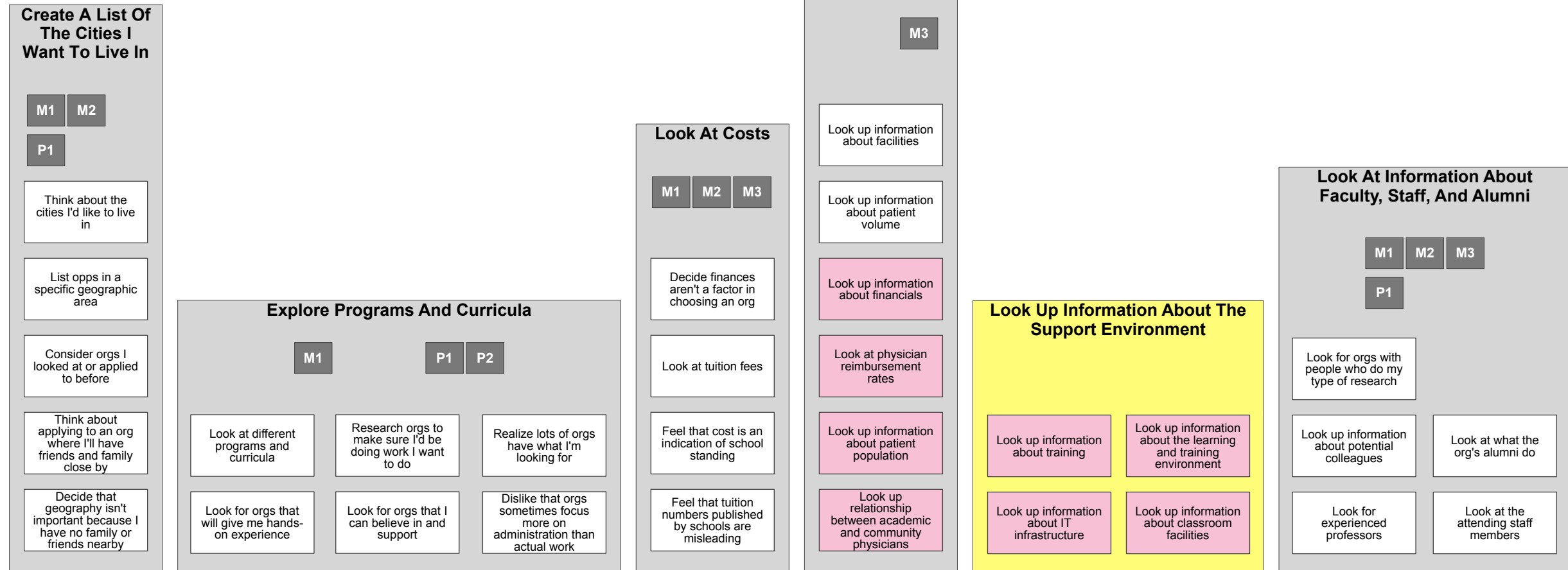
links to study abroad

you@UB internship matching widget

you@UB volunteer opp matching widget

you@UB program matching widget

Look At All Of My Options



Look At All Of My Options (continued)

Look For Schools That Take A Teaching Approach I Like

M2
P1

Look for schools that take a teaching approach I like

Look For An Organization That Places Manageable Demands on My Time

M2
P3

Look for an org that places manageable demands on my time

Look For Organizations With Good Reputations

M1 M3 P1

Look for orgs looking to expand

Look for orgs with good reputations

Look for orgs with highly ranked programs

Look For Organizations Where I'll Fit In

M1 M2 M3

Look for orgs with good potential colleagues

Look at orgs my friends are planning to go to

Look for orgs with people like me

Realize I value diversity

Look For Organizations That Will Support My Growth

M1 M3 P2

Look for orgs that support my professional and personal growth

Look for orgs that will support my research

Believe that what I do in an org matters more than the org I choose

Look for orgs that will help me secure grants

Seek Preliminary Advice

M1 M2 M3
P1 P3

Get advice from people I know

Avoid asking for help

Trust advisors with more experience than me

Talk to friends in my field

- links to curricula approach
- links to study abroad
- VOICES (faculty, staff, alumni)
- education technology
- UB'a culture of teaching & learning
- UB'a culture of global citizenship

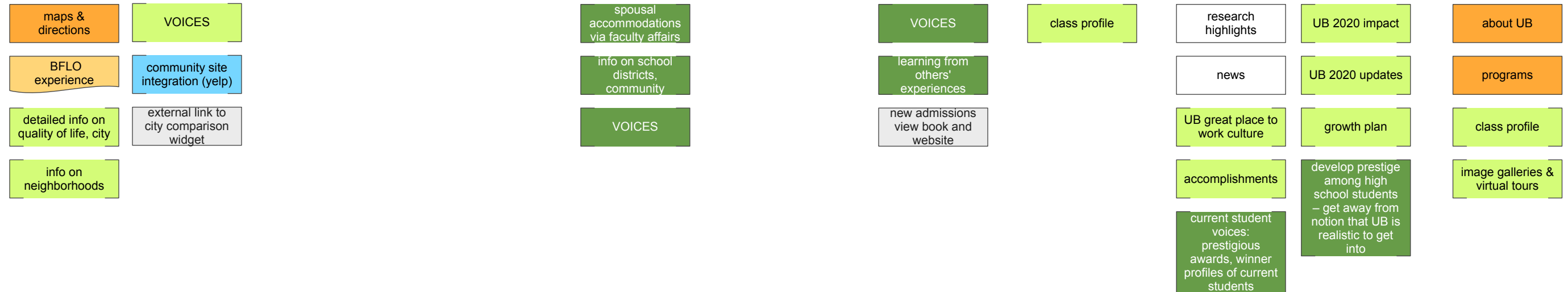
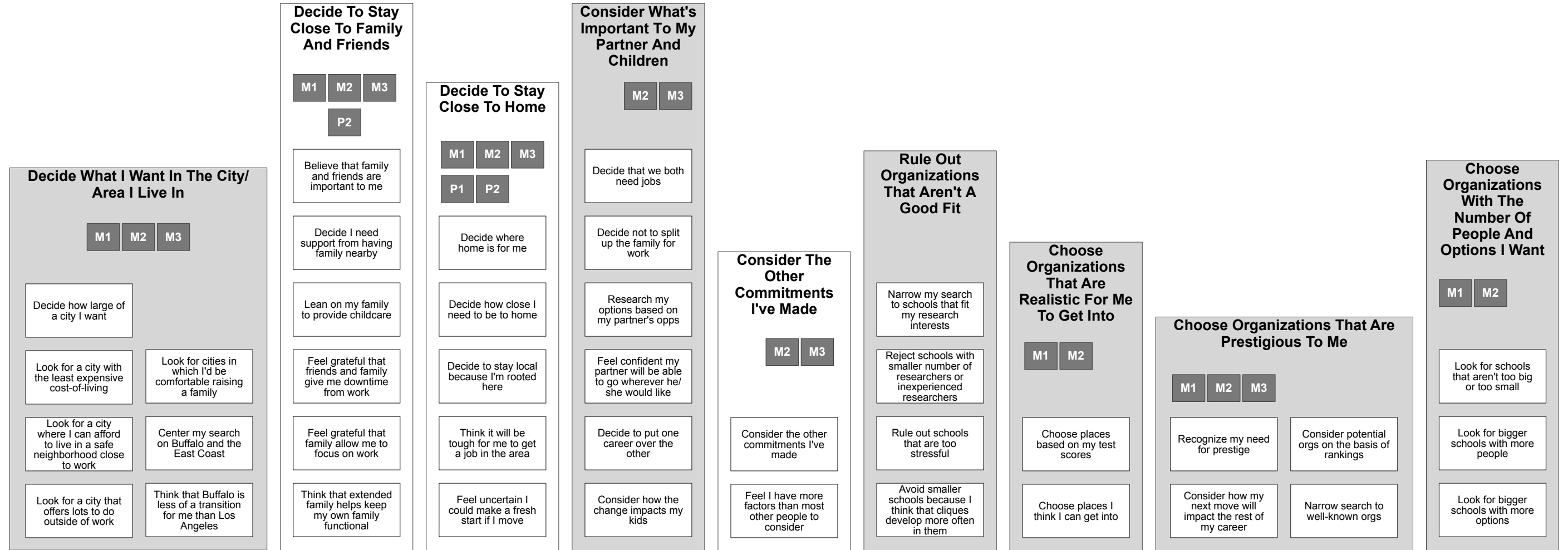
- links to student life info
- links to course catalog
- links to tenure track info
- links to faculty/staff handbook
- UB great place to work culture

- news
- research highlights
- UB great place to work culture
- accomplishments
- UB 2020 impact
- UB 2020 updates
- growth plan

- links to alumni communities
- links to social networking groups
- image galleries & virtual tours
- VOICES
- UB'a culture of global citizenship
- UB great place to work culture
- comprehensive bio/expertise widget
- topic & academic online communities
- links to athletics, social clubs
- connect with current students widget
- link to athletics
- link to social/student clubs

- links to facilities & support overviews
- research highlights
- links to sponsored programs
- links to professional dev. opps
- UB'a culture of teaching & learning
- UB'a culture of global citizenship
- UB'a culture of continuous learning
- you@UB internship matching widget
- you@UB volunteer opp matching widget
- UB great place to work culture
- VOICES
- include collaborations that exist
- collaboration opportunities in WNY (show support beyond what may be expected)

Narrow My Options To Places I'll Be Successful



**Narrow My Options To Places I'll Be Successful
(continued)**

Look For Organizations That Will Offer Me Good Financials

M1

M2

P1

Feel pressure to go to a private school

Decide which schools offer me the best value

Look At The Learning And Training Environment

Look for schools with wired classrooms

Look for schools with good laboratories

Look at the professional training program

Look for schools with necessary facilities and technical infrastructure

Look for schools with good training facilities

Look for schools that will give me hands-on experience

Tour Different Places

Tour different places

strategic plan

UB great place to work culture

image galleries & virtual tours

libraries

maps & directions

links to cost & financial aid

value of UB

facilities & resources info

UB'a culture of support

events calendar

links to HR benefits info

links to grants, scholarships, assistantships

IT infrastructure info

UB'a culture of environmental stewardship

book a visit widget

education technology

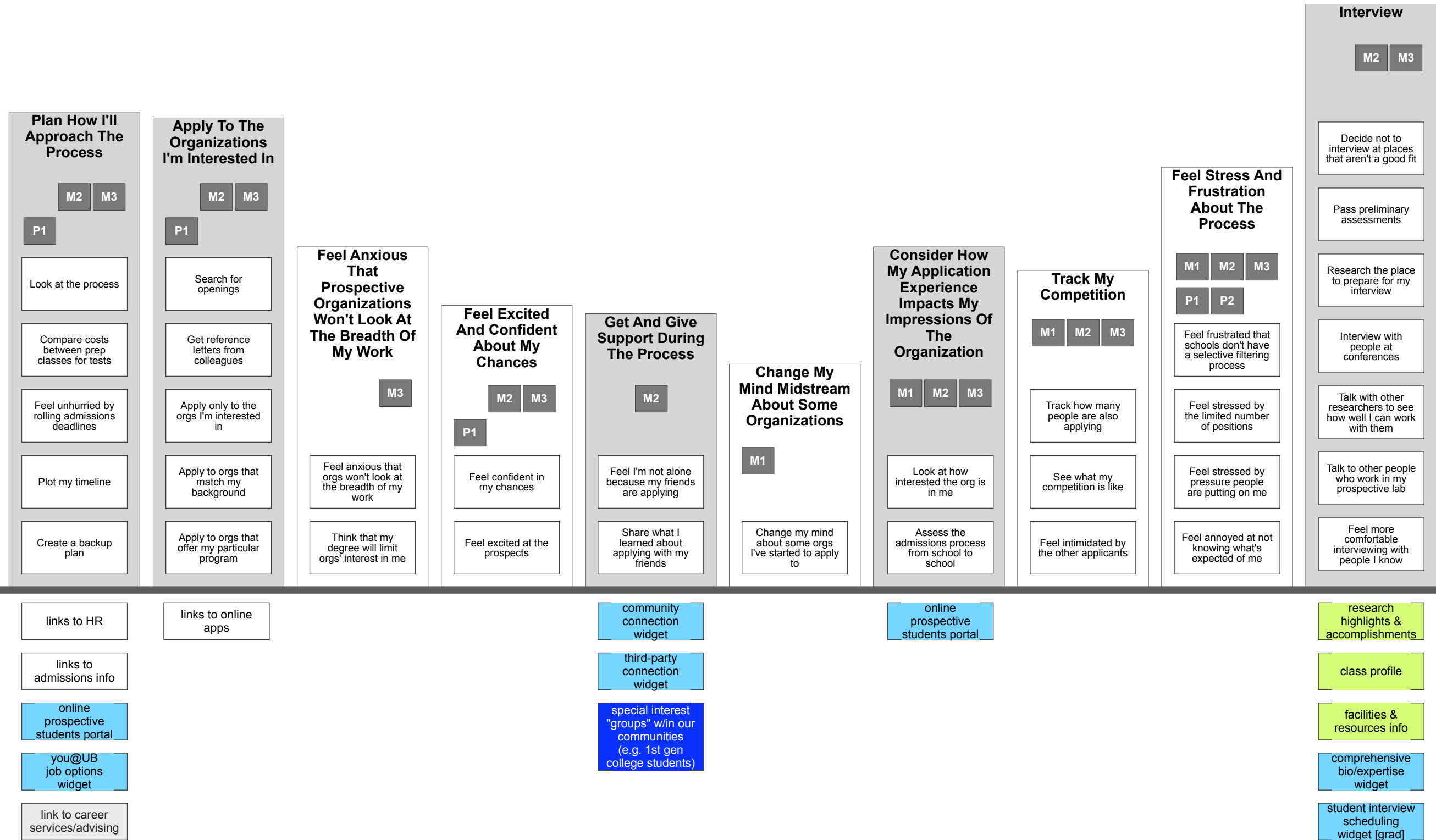
growth plan

image galleries & virtual tours

address parents' concerns (admissions site)

link to campus safety info

Apply And Interview



Apply And Interview (continued)

Try To Get A Sense Of The Organization

M1 M2 M3

Begin to get a sense of the place	Look at the types of people on campus	Meet with people informally or socially	See what I can learn about the "real" place
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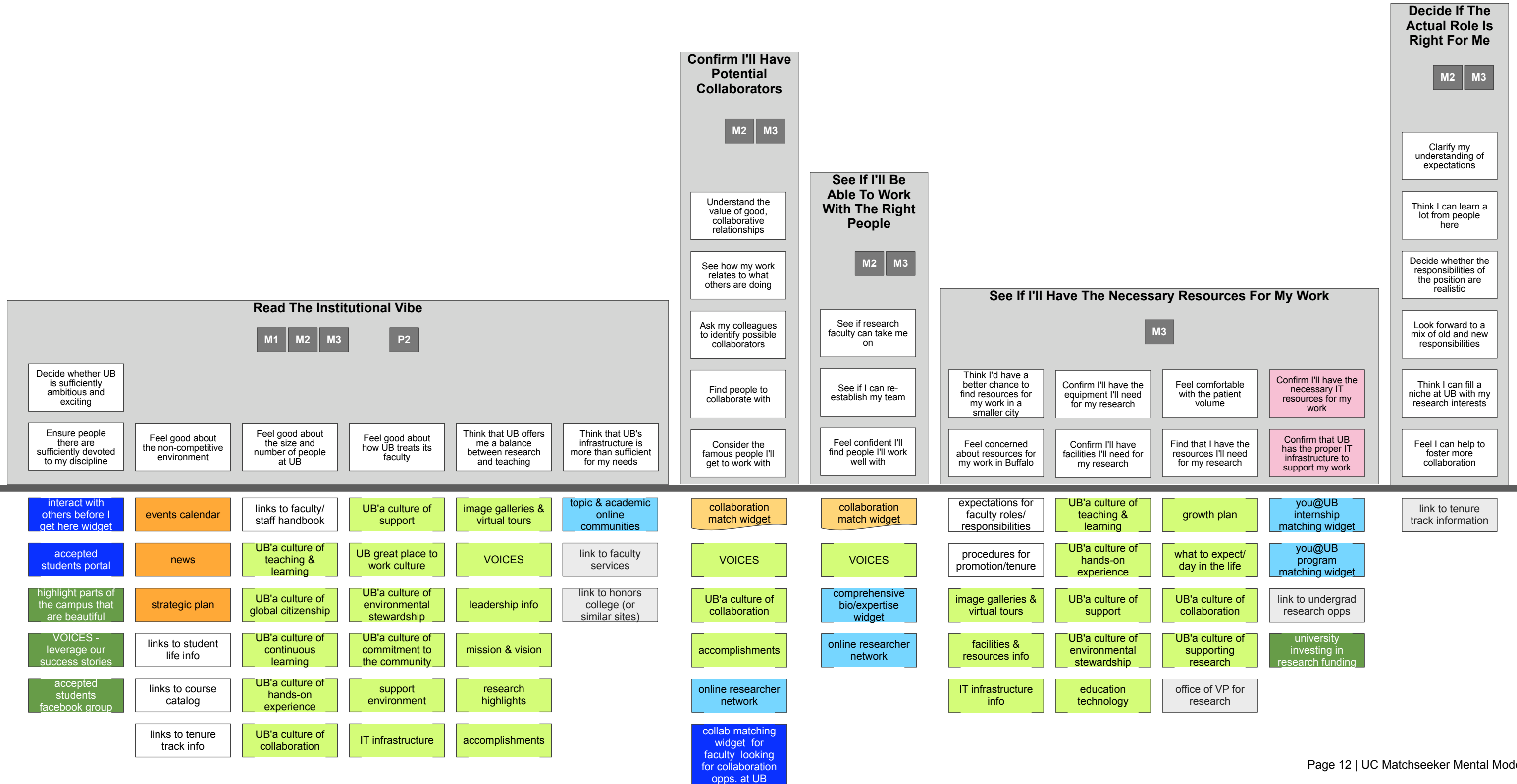
Feel Good About The Prospects Because Of My Early Experience

M2 M3

Feel good about my first meetings
Feel good about the people I meet
Feel good about the place based on my interviews
Get good impressions of Buffalo
Feel good about the positive interactions with my sponsor

events calendar	UB'a culture of global citizenship	UB'a culture of environmental stewardship	image galleries & virtual tours
news	UB'a culture of continuous learning	UB'a culture of commitment to the community	VOICES
links to social media sites	UB'a culture of hands-on experience	UB great place to work culture	leadership info
links to individual fac. homepages	UB'a culture of collaboration	UB'a culture of support	topic & academic online communities
	UB'a culture of teaching & learning	mission & vision	connect with current students widget

Decide If UB Really Fits Me



Decide If UB Really Fits Me (continued)

Talk With Others About This Specific Opportunity

M1 M2 M3
P1

Talk with my advisors and mentors

Talk with family and friends about this opp

Talk to people who are doing what I want to do

Talk with my partner about this opp

Feel good that people I trust feel this is a good move for me

Feel Good About My Sponsor's Authority And Influence

M3

Feel good about my sponsor's funding

Feel good about my sponsor's position, resources, and equipment

Feel good about my sponsor's influence and resources

Feel good about my sponsor's strong publication record

Feel Good About The Organization's Funding Policies

M3

Feel encouraged to see how other researchers at UB have gotten funding

Feel attracted to UB's hard-money policies for funding research

Fear I'll have to spend all my time at different orgs writing grants

Avoid High Costs And Debt

M1 M2
P1

Avoid taking out student loans before grad school

Avoid taking out more money than necessary in case I decide not to finish

Avoid getting into a lot of debt

Consider UB partly because my parents prefer state school tuition rates

Consider The Package I'm Offered

Consider the benefits package I'm offered

See whether UB will provide relocation expenses

See whether UB will assist with relocation logistics

See whether UB has collective bargaining

Consider whether the salary I'm offered is competitive

individual research activities pages

links to sponsored program pages

comprehensive bio/expertise widget

topic & academic online communities

comprehensive bio/expertise widget

link to career services/advising

link to business dev. opps

UB's culture of collaboration

UB's culture of supporting research

office of VP for research

figures/numbers for grant overhead for prosp. faculty

strategic plan

links to cost & financial aid

links to HR benefits info

links to grants, scholarships, assistantships

UB great place to work culture

UB great place to work culture

value of UB

moving fellows, labs, etc.

accepted students portal

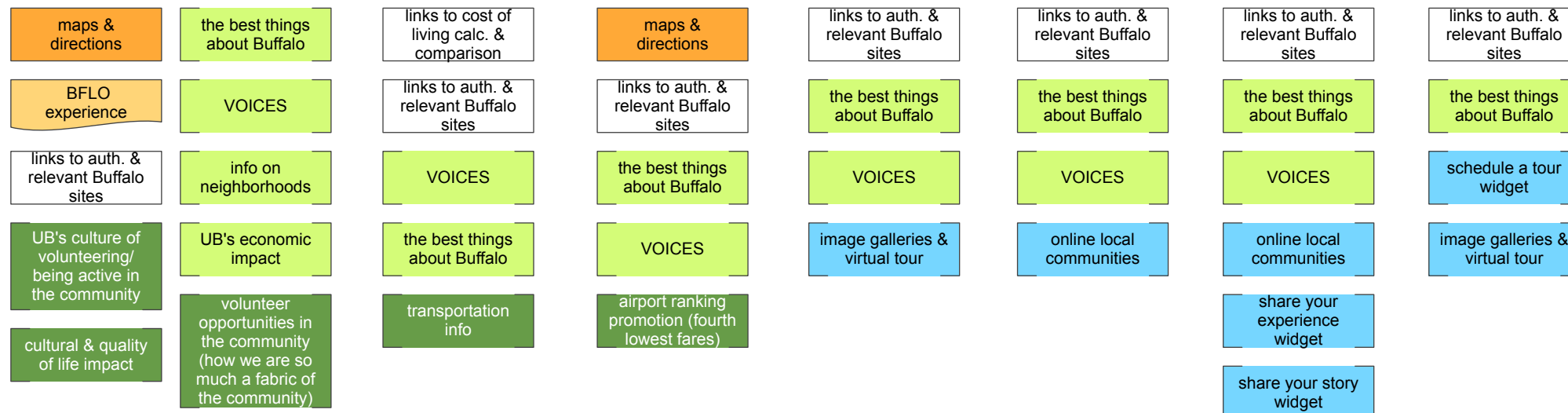
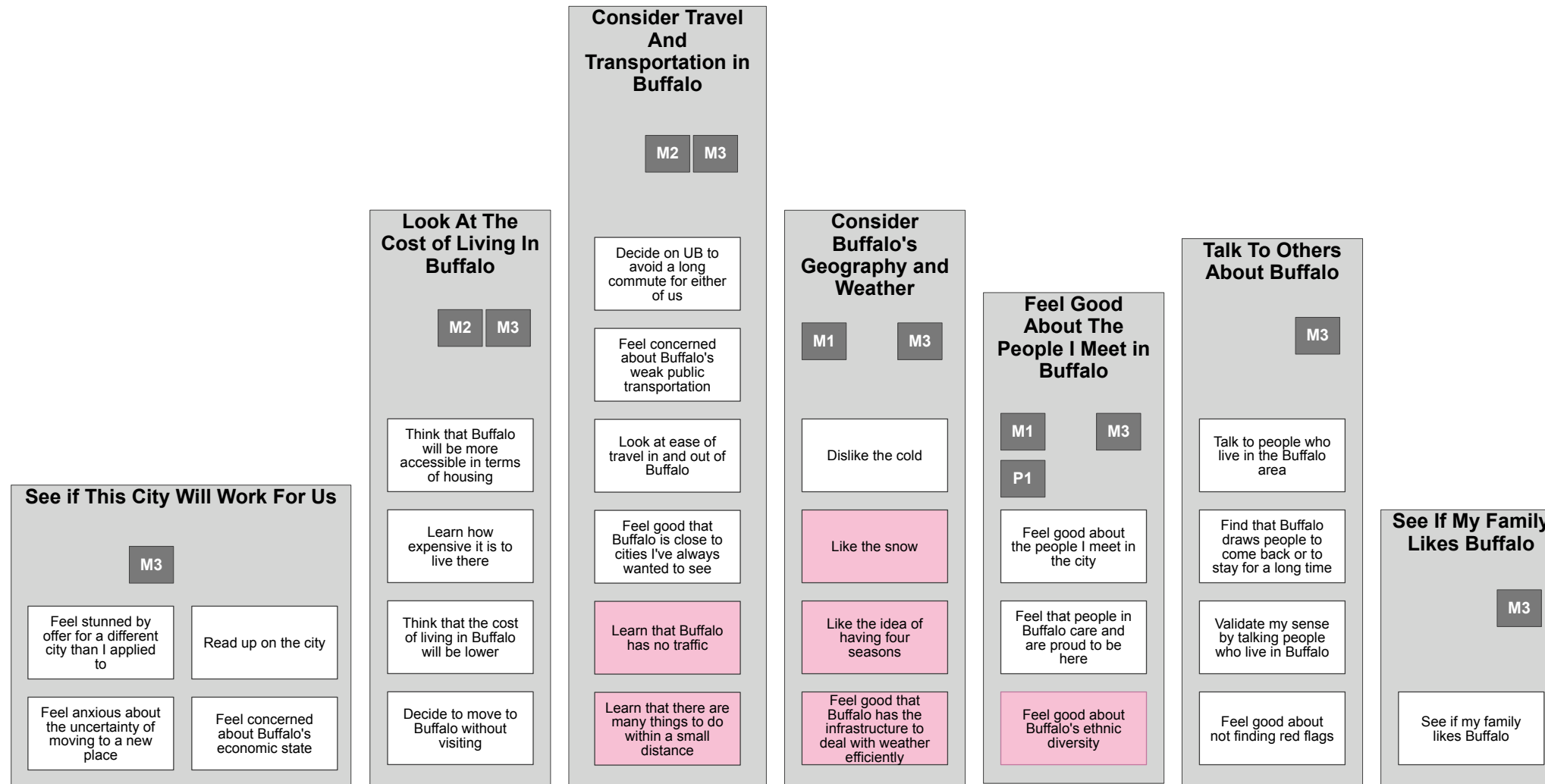
link to tenure track information

link to faculty services

link to technology transfer (STOR)

link to honors college (or similar sites)

Decide If Buffalo Really Fits Me



Decide If Buffalo Really Fits Me (continued)

Find Good Neighborhoods and Schools

M3

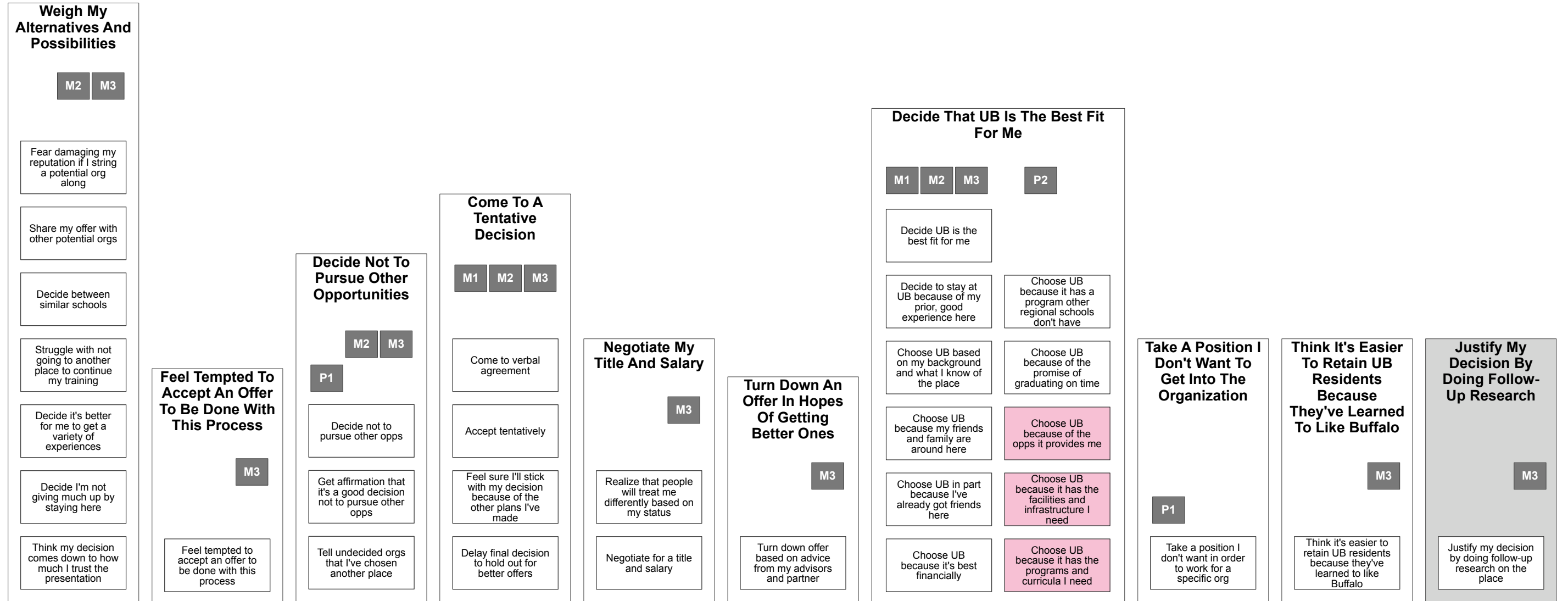
Look for neighborhoods with good schools	Look for neighborhoods outside of the snow belt
Talk to my mentor about the schools in Buffalo	Look for distinct neighborhoods

Look at What Buffalo Has to Offer

Like the idea of living by water	Appreciate Buffalo's sports and recreation venues	Appreciate Buffalo's commitment to the environment	
Feel excited about outdoor activities	Appreciate Buffalo's cultural scene, diversity, and range of experience	Appreciate Buffalo's shopping scene	Appreciate Buffalo's culinary options

links to auth. & relevant Buffalo sites	the best things about Buffalo	BFLO experience	online local communities	info on neighborhoods	sign up for info widget
VOICES	schedule a realtor widget	maps & directions	calendar of events	VOICES	share your experience widget
relocation info & resources	online local communities	info on affordability of healthcare, regional hospitals	the best things about Buffalo	UB's economic impact	share your story widget
info on neighborhoods			online local pubs	partnerships opps	links to auth. & relevant Buffalo sites

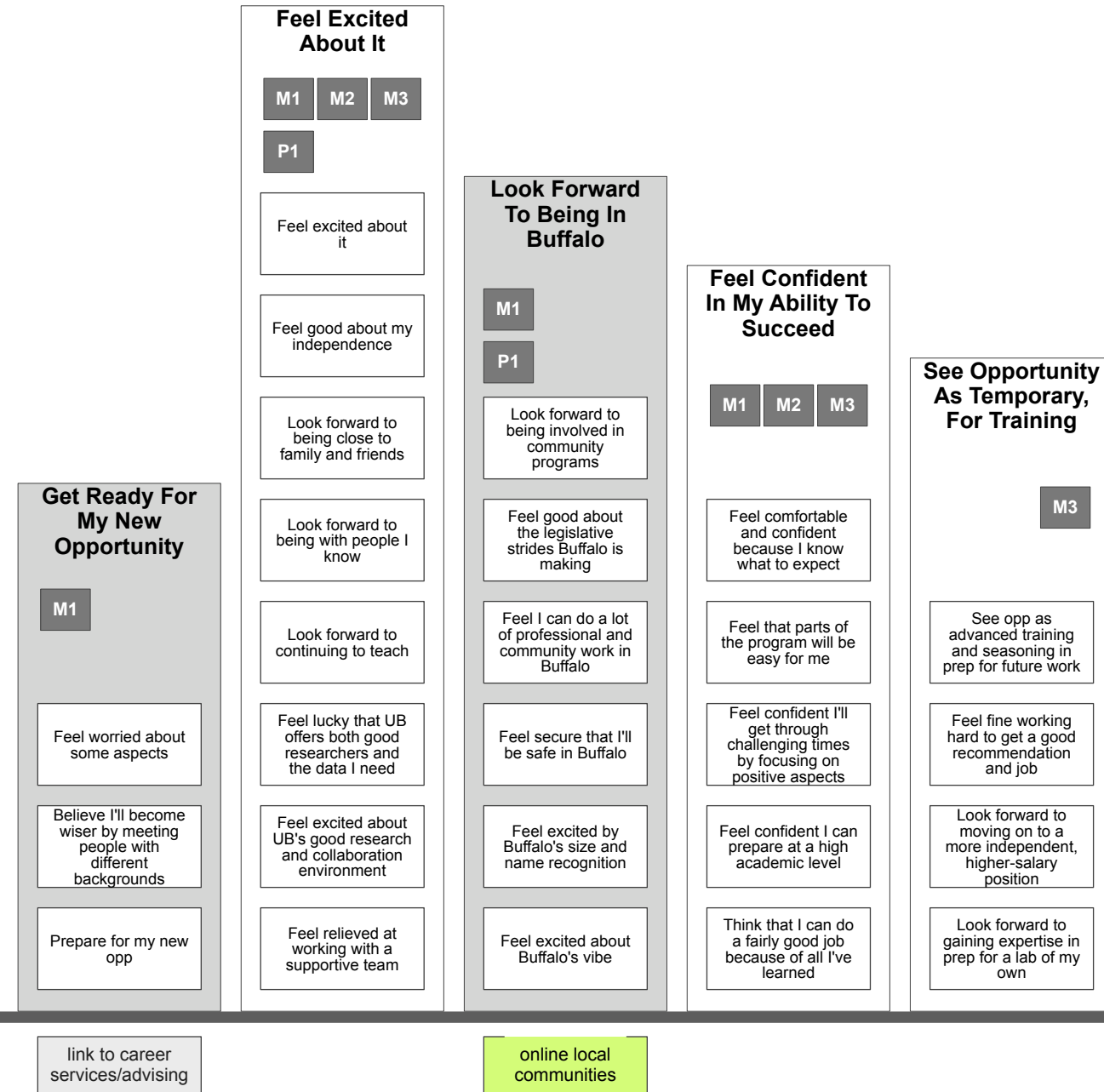
Make My Decision



logistics (where can I...) – daily life info

links to retail information

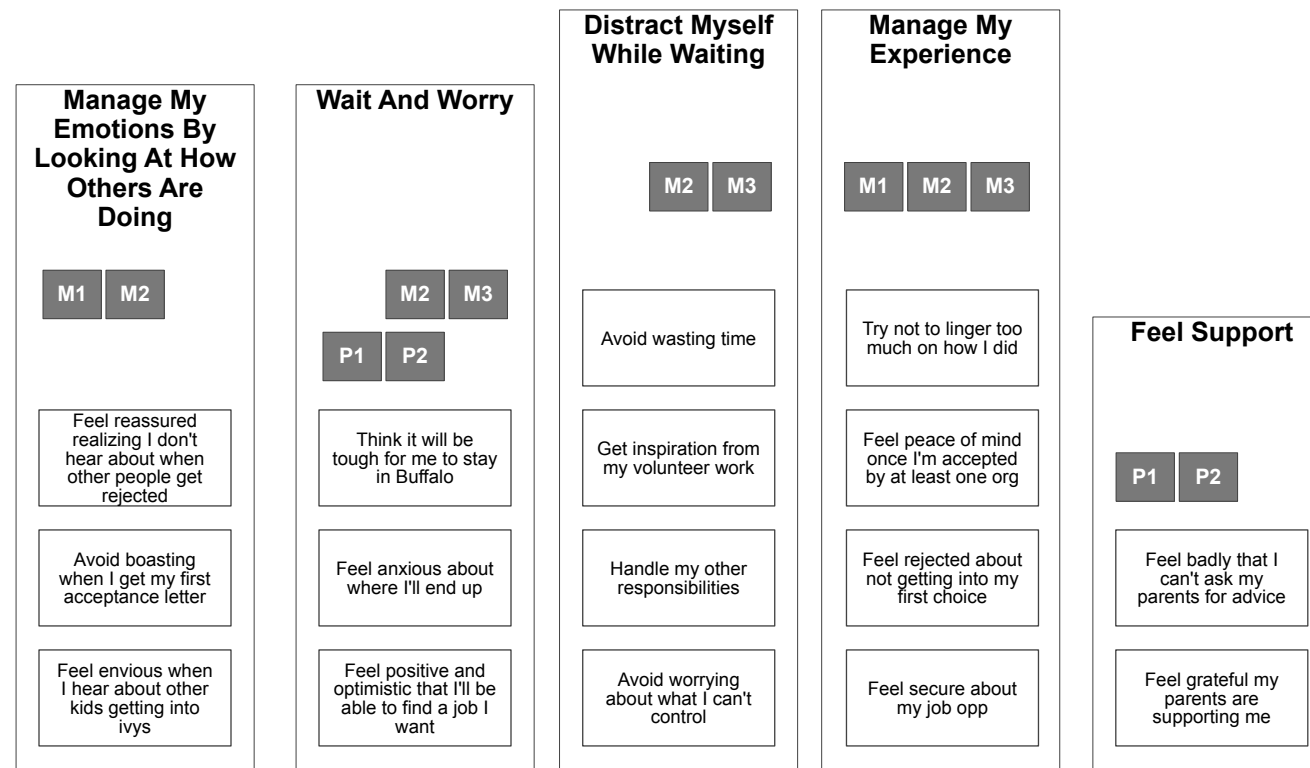
Move Forward



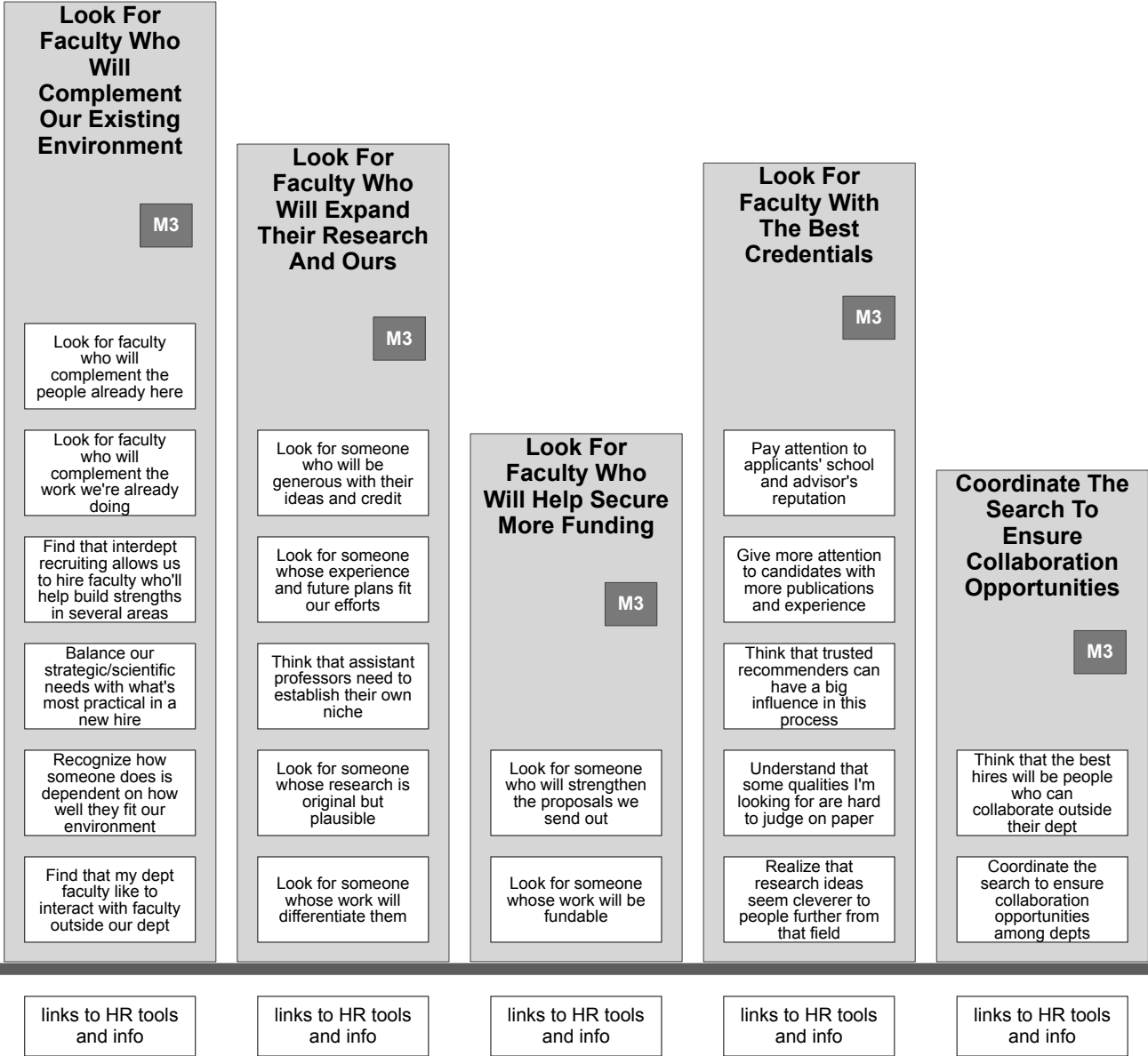
link to career services/advising

online local communities

Manage My Life In The Meantime



Recruit Prospective Faculty



Develop Collaborative Projects

