



<http://www.getyourmeasure.ie>

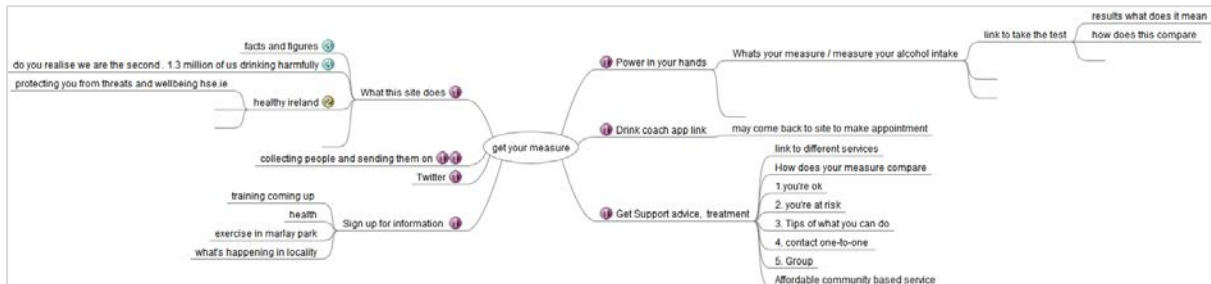
This document describes the UX process followed to deliver a responsive web site for [getyourmeasure.ie](http://www.getyourmeasure.ie).

The main feature of the site is to provide users with the ability to perform a self-assessment of their alcohol intake with results and suggested follow-up programmes.

As UX/UI Designer involved:

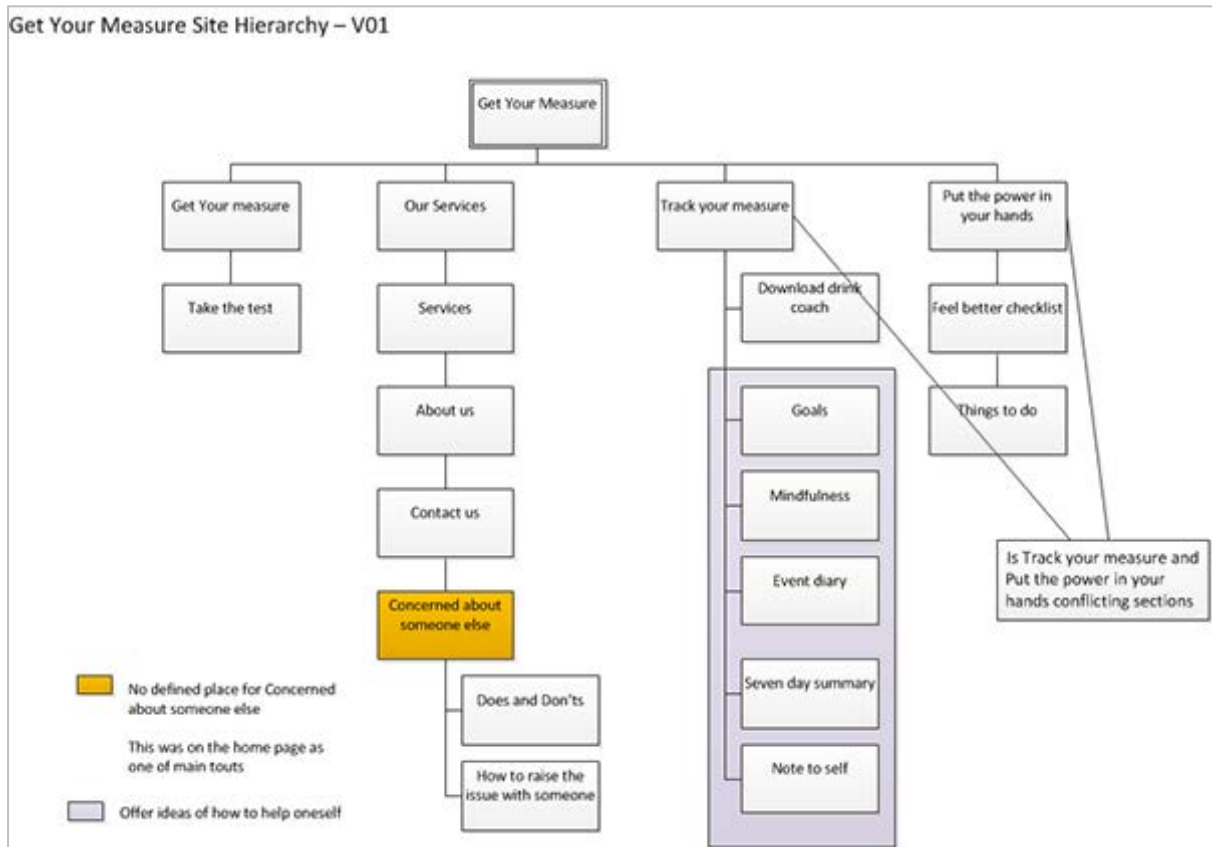
- Branding, graphic design, typography and color and logo design
- Developing personas
- Wireframe development and mockups– using JustInMind, Balsamiq and Photoshop
- Initial Guerrilla testing and final user testing
- Development of html/css prototype.

Research was carried out on competitor sites and, the team then mind-mapped results of what this site could contain.

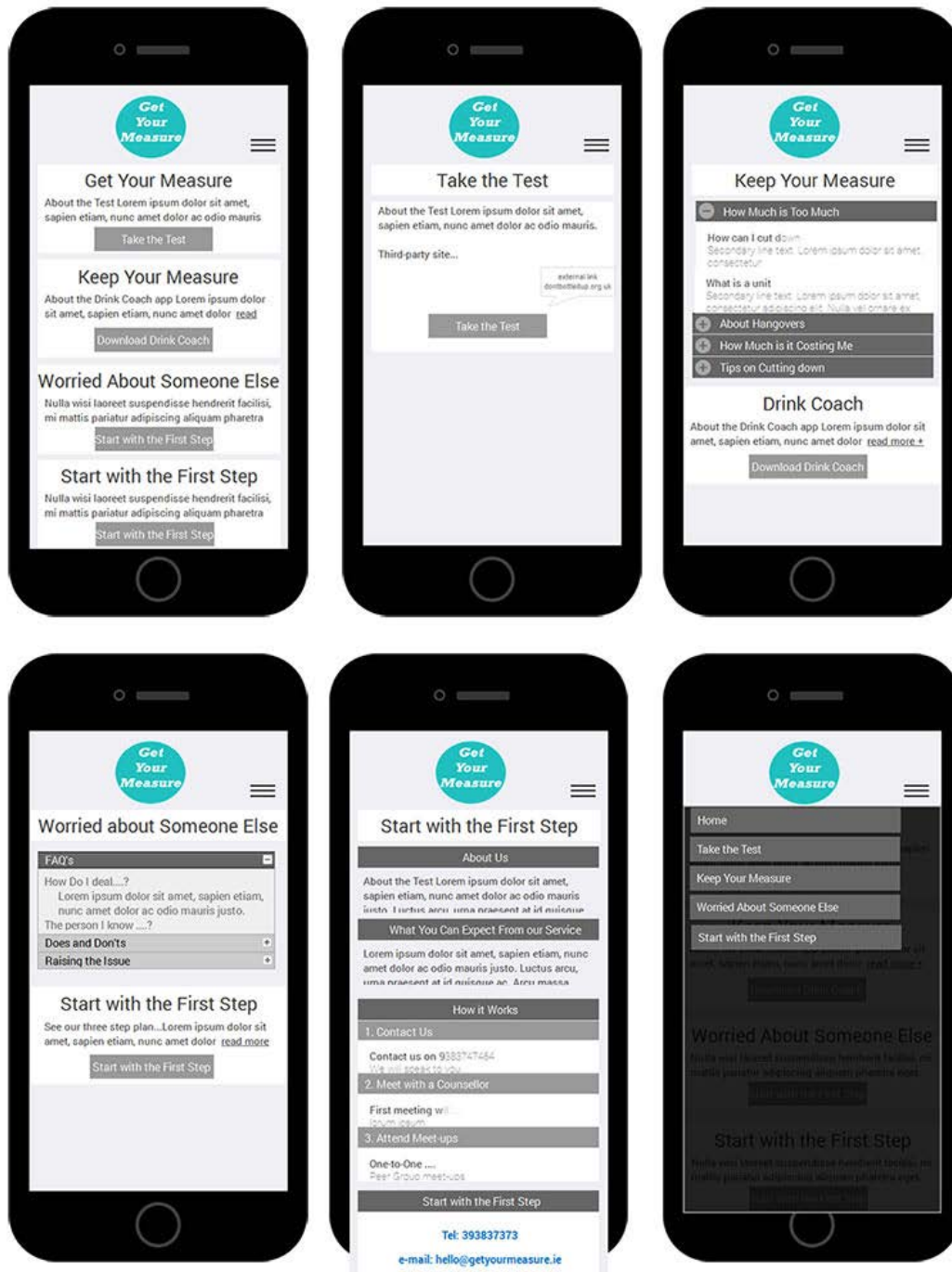


Information Architecture was drawn up identifying the main areas of the site

Get Your Measure Site Hierarchy – V01



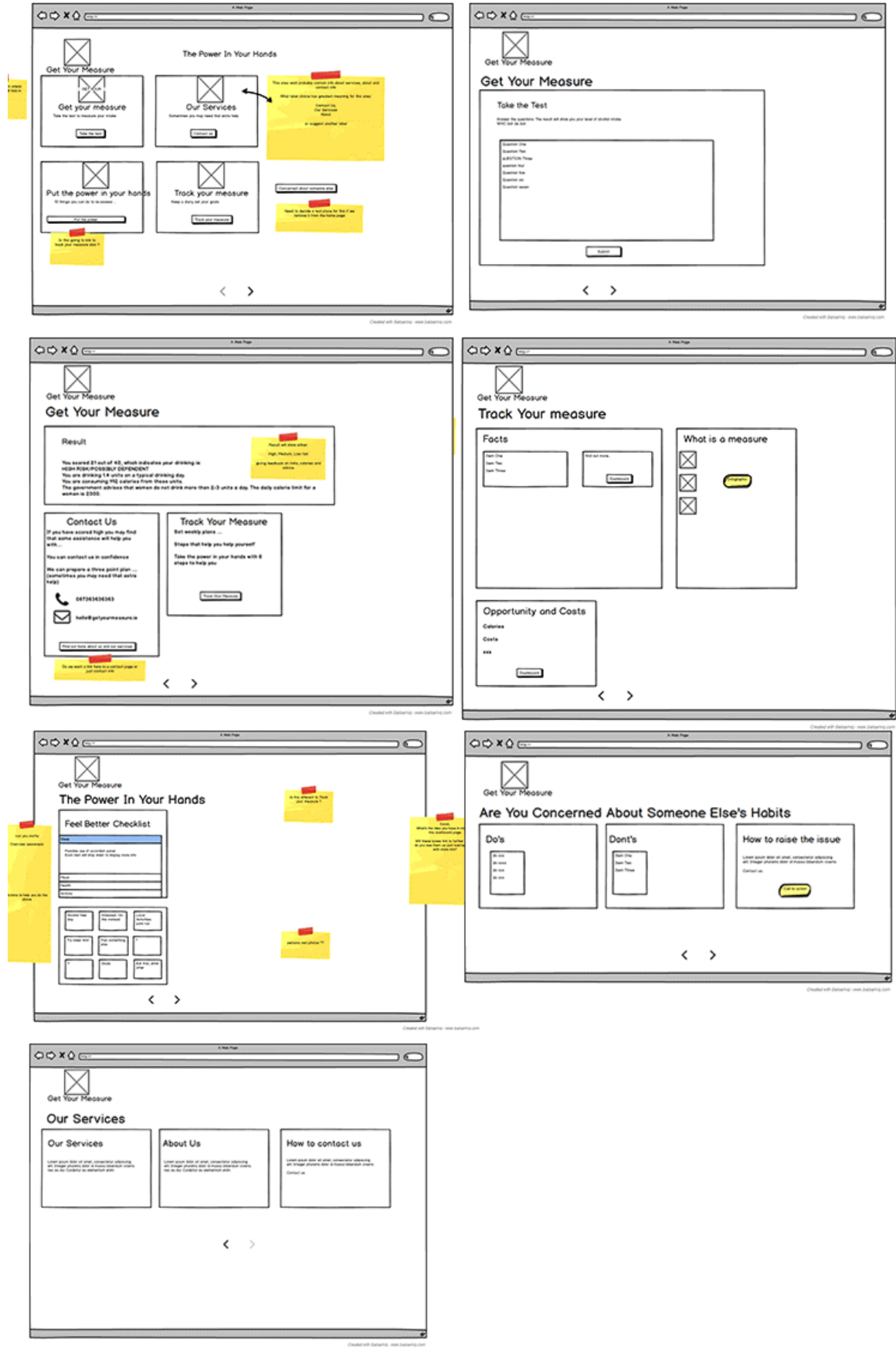
Initial Wireframes were designed using JustInMind



**Guerrilla Testing** was carried out using a desktop version of the site created in Balsamiq. The goals of the test was to 1) ascertain if participants knew the purpose of the site, 2) what areas did they think were most important, and 3) if they or someone they knew would have an interest in using this site.

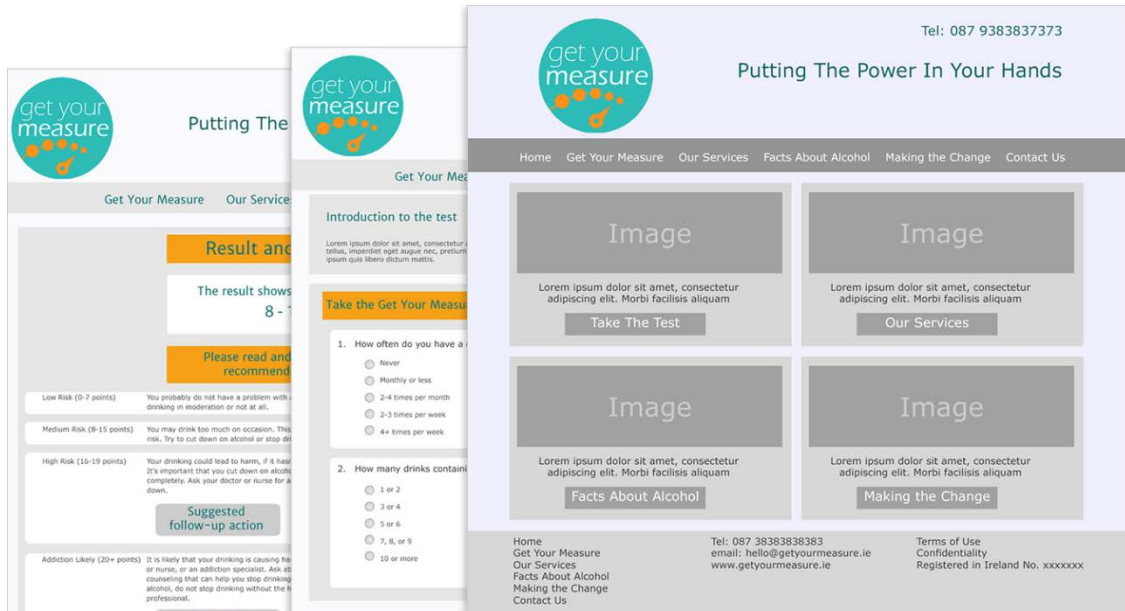
Participants were then asked to fill in a questionnaire (Google survey) from which results were stored and analysed.

# Guerrilla Testing wireframes

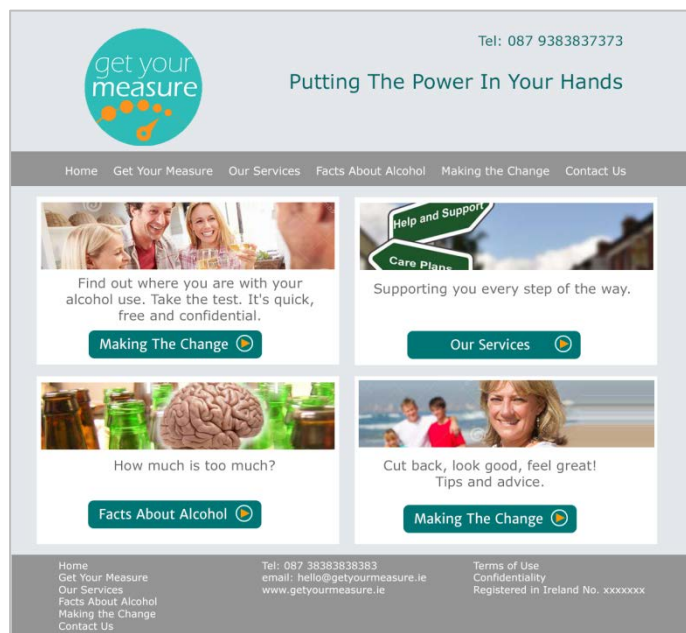


The analysis of the Guerrilla Test resulted in changing the Information Architecture – Identifying four key areas to which users closely associated with, and resulted in more efficiently grouping content within the four main areas which overall made the design clearer with less distraction

Hi-fi wireframes were then designed for further discussion with major stakeholders before mockups were designed for final approval.



Following approval of wireframes mockups were designed, agreed and prototype was developed using bootstrap framework.



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