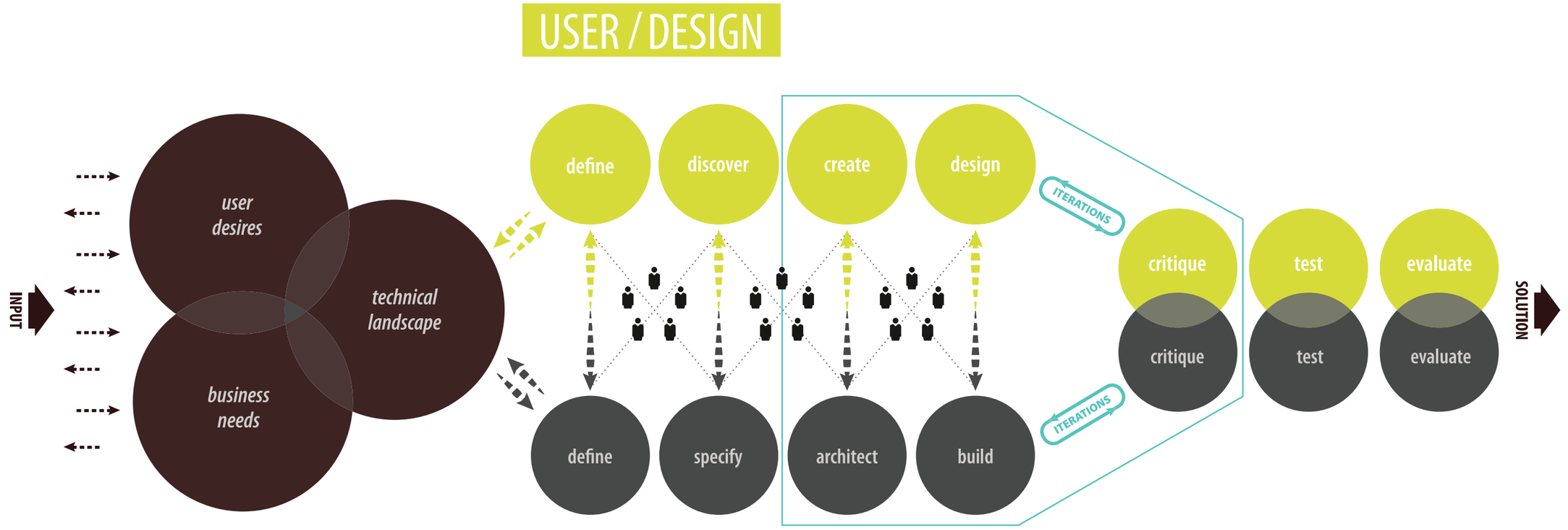
CHOPPER COLLEGE

IA + UX + Research + Look-And-Feel – v2

oncall INTERACTIVE

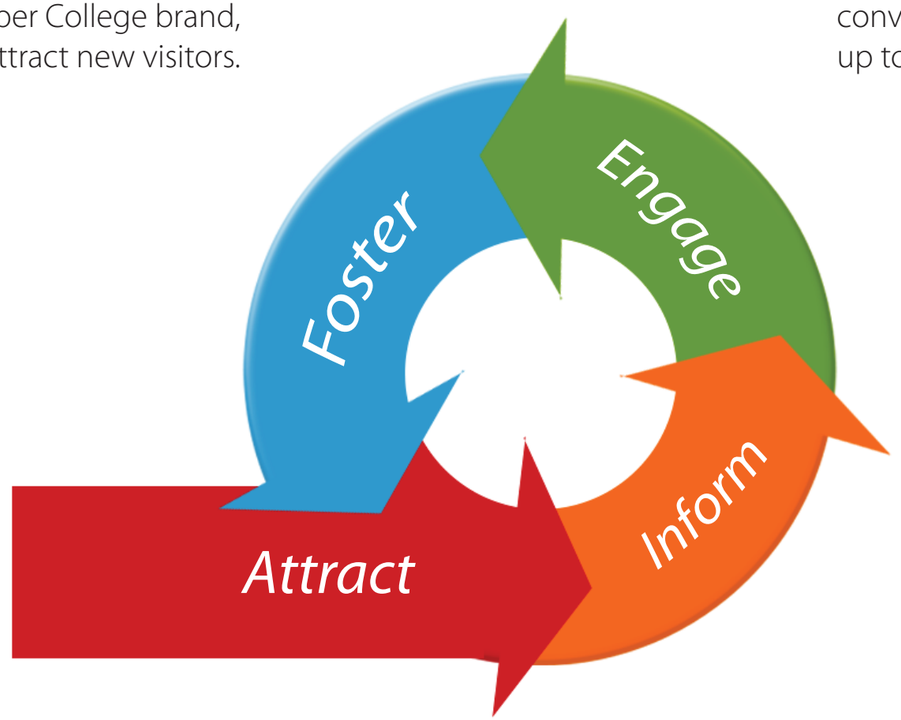

USER / DESIGN
user desires
technical landscape
business needs
INPUT
define
discover
create
design
ITERATIONS
critique
test
evaluate
SOLUTION
define
specify
architect
build
BUSINESS / TECHNOLOGY

Foster

Foster relationships with students where they become champions of the Chopper College brand, share their experiences and attract new visitors.

Engage

Engage with prospects on multiple levels and convert them into registered students, signing up to take courses online.

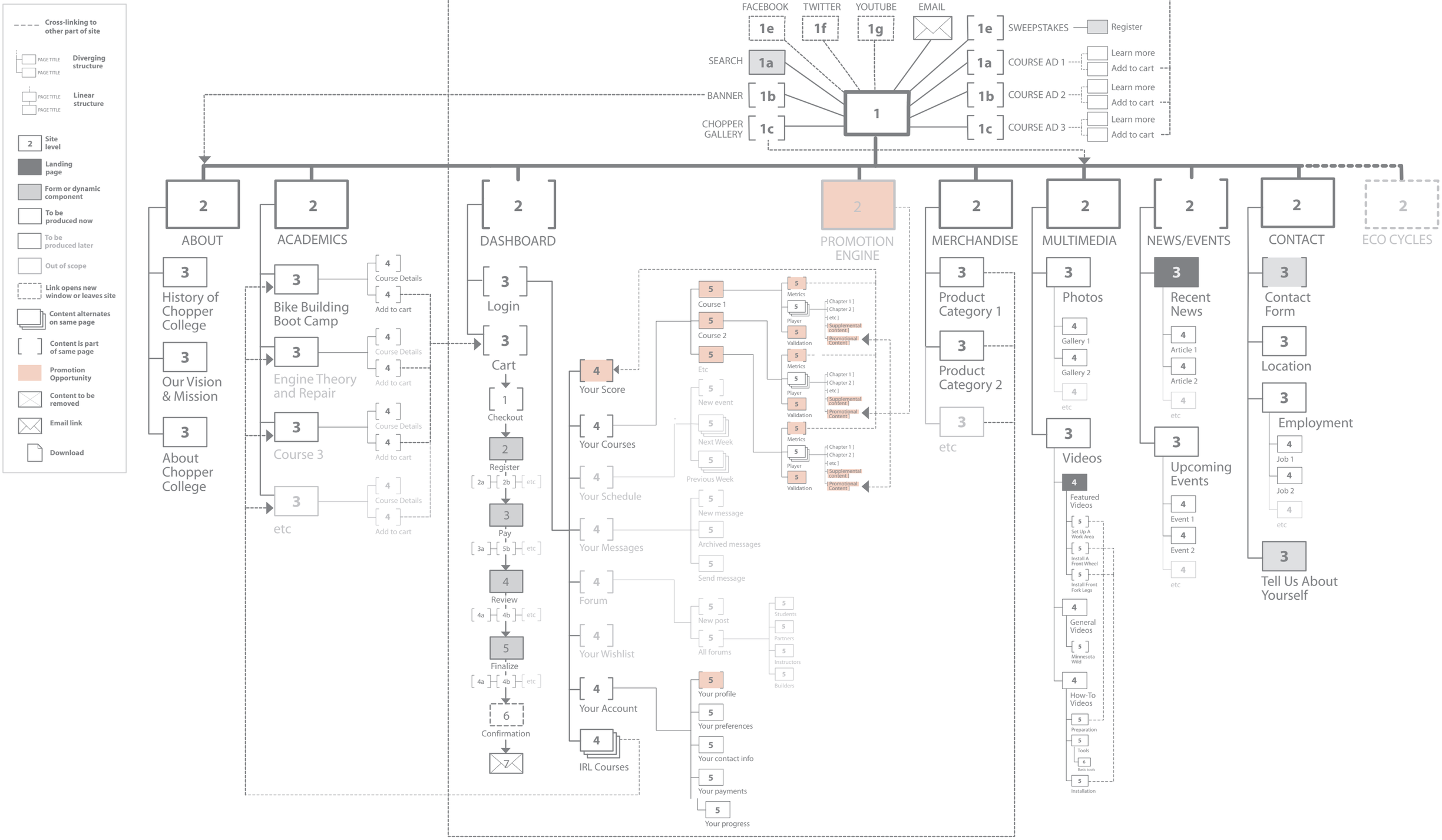


Attract

Attract visitors interested in bike building and establish the Chopper College brand as a top of mind knowledge source.

Inform

Inform visitors of the curriculum and the benefits of taking online courses and turn visitors into prospective students.


Cross-linking to other part of site
PAGE TITLE
PAGE TITLE
Diverging structure
Linear structure
2 Site level
Landing page
Form or dynamic component
To be produced now
To be produced later
Out of scope
Link opens new window or leaves site
Content alternates on same page
Content is part of same page
Promotion Opportunity
Content to be removed
Email link
Download
FACEBOOK
TWITTER
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CHOPPER GALLERY
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1e SWEEPSTAKES
Register
1a COURSE AD 1
1b COURSE AD 2
1c COURSE AD 3
Learn more
Add to cart
ABOUT
History of Chopper College
Our Vision & Mission
About Chopper College
ACADEMICS
Bike Building Boot Camp
Engine Theory and Repair
Course 3
etc
Course Details
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IRL Courses
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Course 2
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Your preferences
Your contact info
Your payments
Your progress
Metrics
Player
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Chapter 2
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Supplemental content
Promotional Content
PROMOTION ENGINE
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Set Up A Work Area
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Install Front Fork Legs
General Videos
Minnesota Wild
How-To Videos
Preparation
Tools
Basic tools
Installation
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Recent News
Article 1
Article 2
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Upcoming Events
Event 1
Event 2
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CONTACT
Contact Form
Location
Employment
Job 1
Job 2
etc
Tell Us About Yourself
ECO CYCLES

Three types of user classifications exist in the Oncall Process:

System User

Associated with roles, system access levels and rights management. This User Classification is defined as part of the Technical Process.

Demographic User

Associated with certain demographics, attitudes and lifestyles. This User Classification is defined during the Look & Feel stage of the Creative Process.

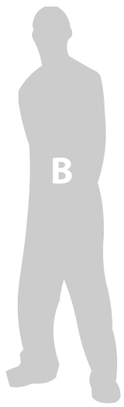
Behavioral User

Associated with certain defined objectives, needs and behaviors as related to the website. This User Classification is defined in the Strategic Process.

User Types

A - Administrators

A1: Site Admin
A2: Course Admin/Teacher
A3: Promotions Admin/Sales



B - Builders

B1: Young Career Builders
B2: Hobbyist Builders
B3: Old Builders

V - Visitors

V1: General Interest Visitor
V2: Information Seeker
V3: Doer

P - Prospects

P1: General Prospect
P2: Advertising Prospect
P3: Word-Of-Mouth Prospect
P4: Social Media Prospect

S - Students

S1: First Time Student
S2: Returning Student
S3: Champion

A - Administrators

System User types with access to different parts of the system and different internal roles to fulfil.

A1 - Site Admin

Description
User charged with administrating the Chopper College website.

Arriving from:
Most likely always logged in, as part of their daily routine.

Main objective:
Checking or updating content, pulling content for other purposes.

Secondary objective(s):
Administrating user rights.

Possibilities for conversion:
n/a

A2 - Course Admin / Teacher

Description
Users responsible for course administration and/or educational content.

Arriving from:
Most likely own bookmarks, possibly logged in as part of their daily routine.

Main objective:
Administrate educational content and curriculum.

Secondary objective(s):
Administrate student accounts.

Possibilities for conversion:
n/a

A3 - Promotions Admin / Sales

Description
Users selling content based promotions and sponsorships to be integrated in course materials.

Arriving from:
Most likely own bookmarks, possibly logged in as part of their daily routine.

Main objective:
Demo course materials as part of sales process.

Secondary objective(s):
Apply sponsorships and implement sponsored content.

Possibilities for conversion:
No direct conversion of this user type is possible, but the sales process can lead to conversion of prospective sponsors into actual ROI.

B - Builders

Demographic Users targeted by Chopper College, with different lifestyles but a common positive attitude towards bike building.

B1 - Young Career Builders

Description
Young users targeting a professional career in bike building.

Arriving from:
Typically through research of educational options, possibly Google or other online resources.

Main objective:
Find the best available school for attaining their career goals.

Secondary objective(s):
Find like-minded people, looking for mentoring, building confidence.

Possibilities for conversion:
Highlight the *lifestyle* aspect, present Chopper College as "the place to be" for people with their attitudes and desires.

B2 - Hobbyist Builders

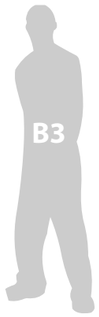
Description
Users 25-50 wanting to learn more about bike building, possibly to complete a project.

Arriving from:
Most likely word-of-mouth, possibly through retail contacts or trade magazines.

Main objective:
Find the right course for their specific needs.

Secondary objective(s):
Confirm that the courses offered are on the right level.

Possibilities for conversion:
More focused on *knowledge*, conversions would be centered around the actual curriculum, to leverage potential results.



B3 - Old Builders

Description
Older users 50+, wanting to realize their dreams.

Arriving from:
Most likely real-life exposure to the Chopper College brand, possibly through promotions or print ads.

Main objective:
Find a path that allows them to move forward with bike building.

Secondary objective(s):
Assess their ability to determine if bike building is possible for them to pursue.

Possibilities for conversion:
This user type may be sceptical of or intimidated by online training, so demos will be a critical conversion factor, highlighting ease-of-use and *convenience*.

V - Visitors

Unregistered Behavioral Users with a pre-existing interest in Chopper College not necessarily related to the online curriculum. May convert to Prospects if exposed to the right message and content.

V1 - General Interest Visitor

Description
Users mainly seeking to satisfy their curiosity, checking out Chopper College for the first time.

Arriving from:
Any other website, possibly but not necessarily related to the subject matter. May have been exposed to the CC brand.

Main objective:
Find out about Chopper College and bike building in general.

Secondary objective(s):
Check out the courses, not necessarily for themselves.

Possibilities for conversion:
Establish or amplify a pre-existing interest in bike building and *put the Chopper College brand top of mind*.

V2 - Information Seeker

Description
Users motivated mainly by finding information pertaining to their specific needs.

Arriving from:
Typically search engines, or references to CC in other information sources.

Main objective:
Find answers to questions regarding CC and/or bike building.

Secondary objective(s):
Find out more about CC.

Possibilities for conversion:
Fine-tune the Search function so that it not only delivers search results, but also suggests related courses, *emphasizing informational content*. Leverage testimonials in course descriptions.

V3 - Doer

Description
Users looking to facilitate some kind of task related to bike building.

Arriving from:
Most likely word-of-mouth, possibly through retail contacts, trade magazines or fellow builders, possibly using social media.

Main objective:
Find out how to execute a certain task the best and most expedient way.

Secondary objective(s):
Ascertain whether taking a course might be worthwhile.

Possibilities for conversion:
Present benefits and knowledge content of each course as clearly and convincingly as possible, creating a clear incentive to sign up. *Emphasize hands-on aspects* of the courses. Leverage testimonials in course descriptions.

P - Prospects

Unregistered Behavioral Users with a pre-existing interest in the Chopper College curriculum. May convert to Students if exposed to the right message and content.

P1 - General Prospect

Description
Users with a general interest in the subject matter and (possibly) taking a course.

Arriving from:
Having previously been exposed to the CC name and brand and possibly having visited the site before, but with no decisive intent.

Main objective:
Explore the courses.

Secondary objective(s):
Find out more about how classes are taught.

Possibilities for conversion:
Allow prospects to sign up for more information; leverage testimonials; provide course demos; highlight ease-of-use and convenience.

P2 - Advertising Prospect

Description
Users with a general interest in the subject matter and (possibly) taking a course.

Arriving from:
Having previously been exposed to the CC name and brand through traditional marketing, and possibly having visited the site before.

Main objective:
Follow up a sparked interest, explore the courses.

Secondary objective(s):
Validate CC as a source of knowledge.

Possibilities for conversion:
Summarize course contents. Allow prospects to sign up for more information; provide course demos; highlight ease-of-use and convenience.

P3 - Word-of-Mouth Prospect

Description
Users with a general interest in the subject matter and (possibly) taking a course.

Arriving from:
Having previously been exposed to the CC name and brand through recommendations, and possibly having visited the site before.

Main objective:
Confirm a recommendation, validate CC as a source of knowledge.

Secondary objective(s):
Find like-minded people.

Possibilities for conversion:
Leverage testimonials; emphasize the lifestyle aspect; create a sense of community.

P4 -Social Media Prospect

Description
Users with a general interest in the subject matter and (possibly) taking a course.

Arriving from:
Having previously been exposed to the CC name and brand through social media and possibly having visited the site before.

Main objective:
Confirm a recommendation, validate CC as a source of knowledge.

Secondary objective(s):
Find like-minded people.

Possibilities for conversion:
Leverage testimonials; emphasize the lifestyle aspect; create a sense of community.

S- Students

Behavioral Users who are repeat visitors and already registered for taking online classes.

S1 - First Time Student

Description
Users recently signed up for a course but with no previous experience with CC.

Arriving from:
CC mailings or course confirmation info.

Main objective:
Set up their account, initiate training.

Secondary objective(s):
Take a closer look at the curriculum and, possibly, other courses.

Possibilities for conversion:
Make the experience easy to get into and rewarding; leveraging forum functionality to create sense of *community* and camaraderie, strengthening a CC alum identity.

S2 - Returning Student

Description
Users with past experience with CC, returning to continue their training.

Arriving from:
Own bookmarks.

Main objective:
Sign up for a new course or get through the next chapter of a current course.

Secondary objective(s):
Improve their scores.

Possibilities for conversion:
Create *pride* in results, allow sharing of scores and test results, make it easy to display progress socially, leverage results through gamification to show user how far he/she has come.

S3 - Champion

Description
Users who know CC well, have taken multiple courses and are willing to re-commend the school to others.

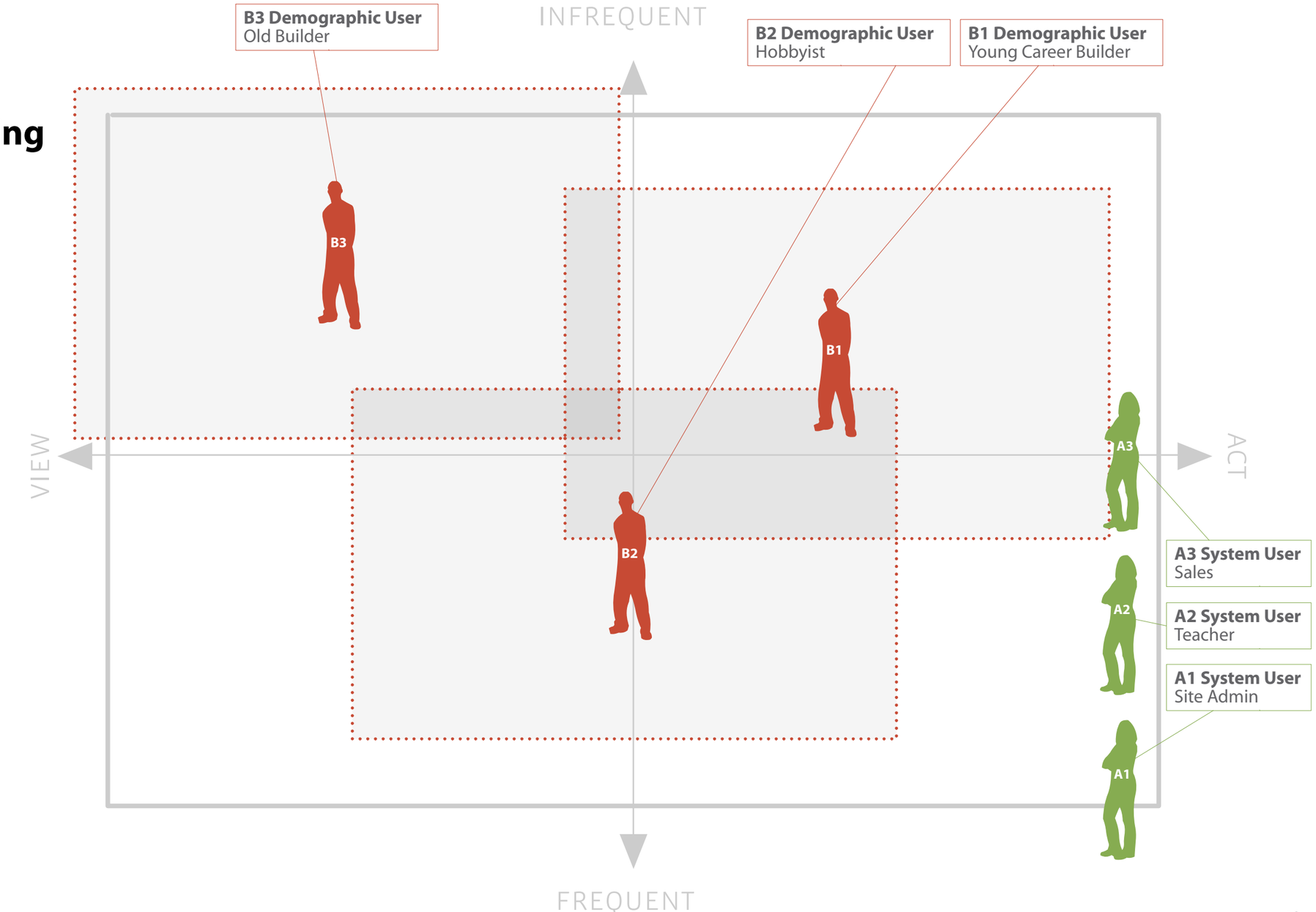
Arriving from:
Own bookmarks.

Main objective:
Take part in the CC community experience.

Secondary objective(s):
Extend and share experiences, invite others.

Possibilities for conversion:
Confirm user's status as a "power user", instill a feeling of seniority, build user's position as a source of knowledge and experience, ask for user's input.

User Mapping



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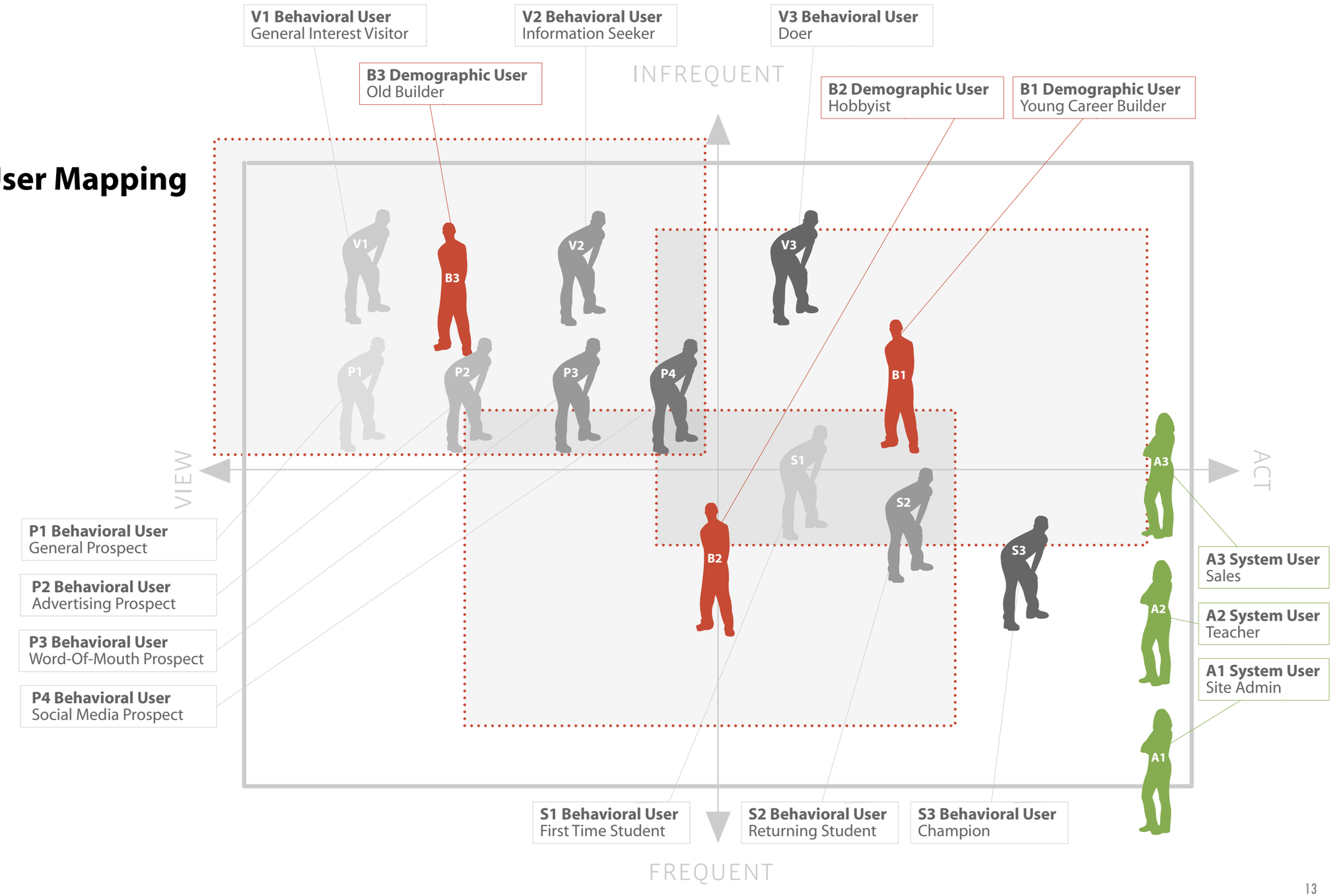
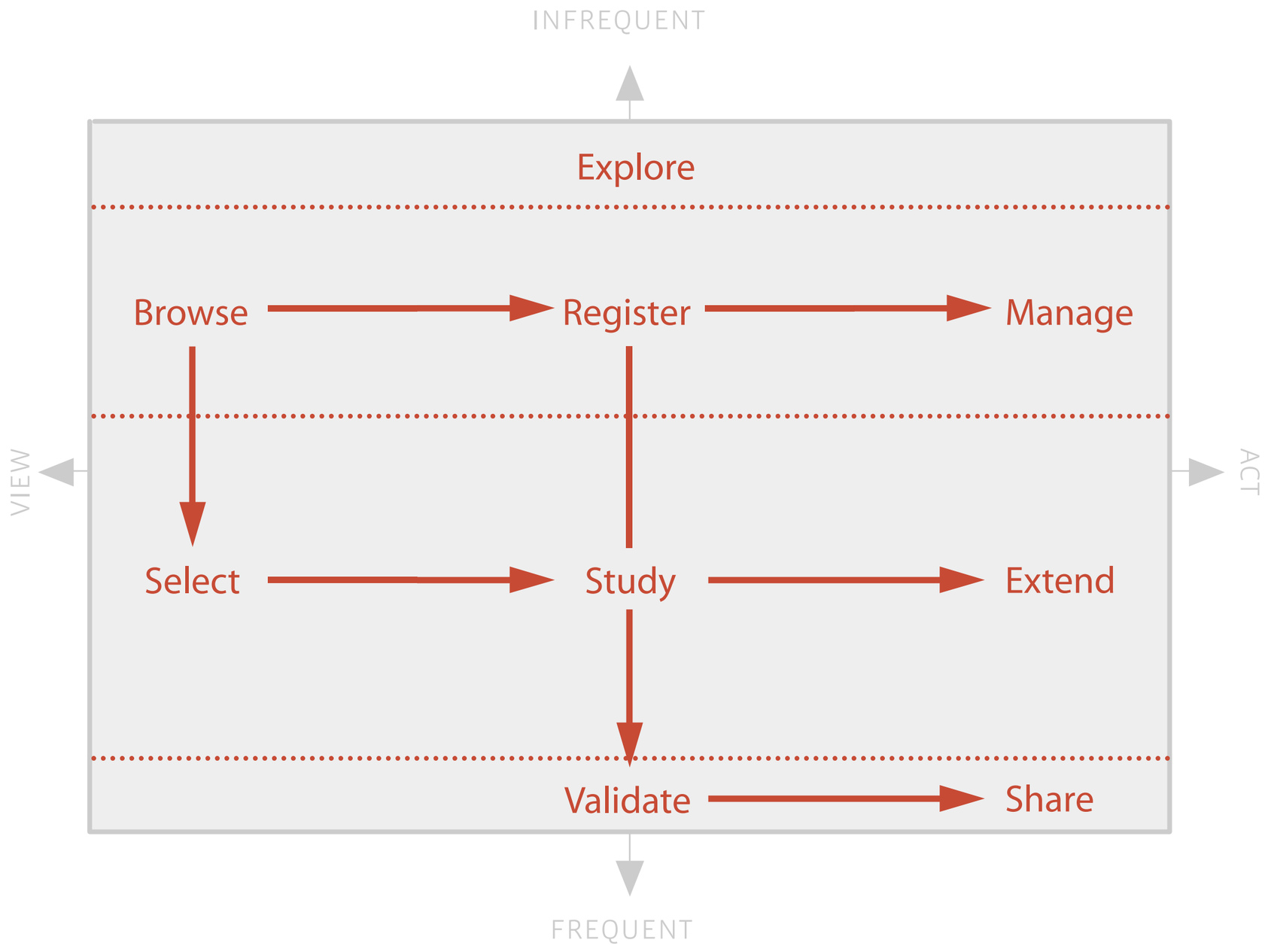
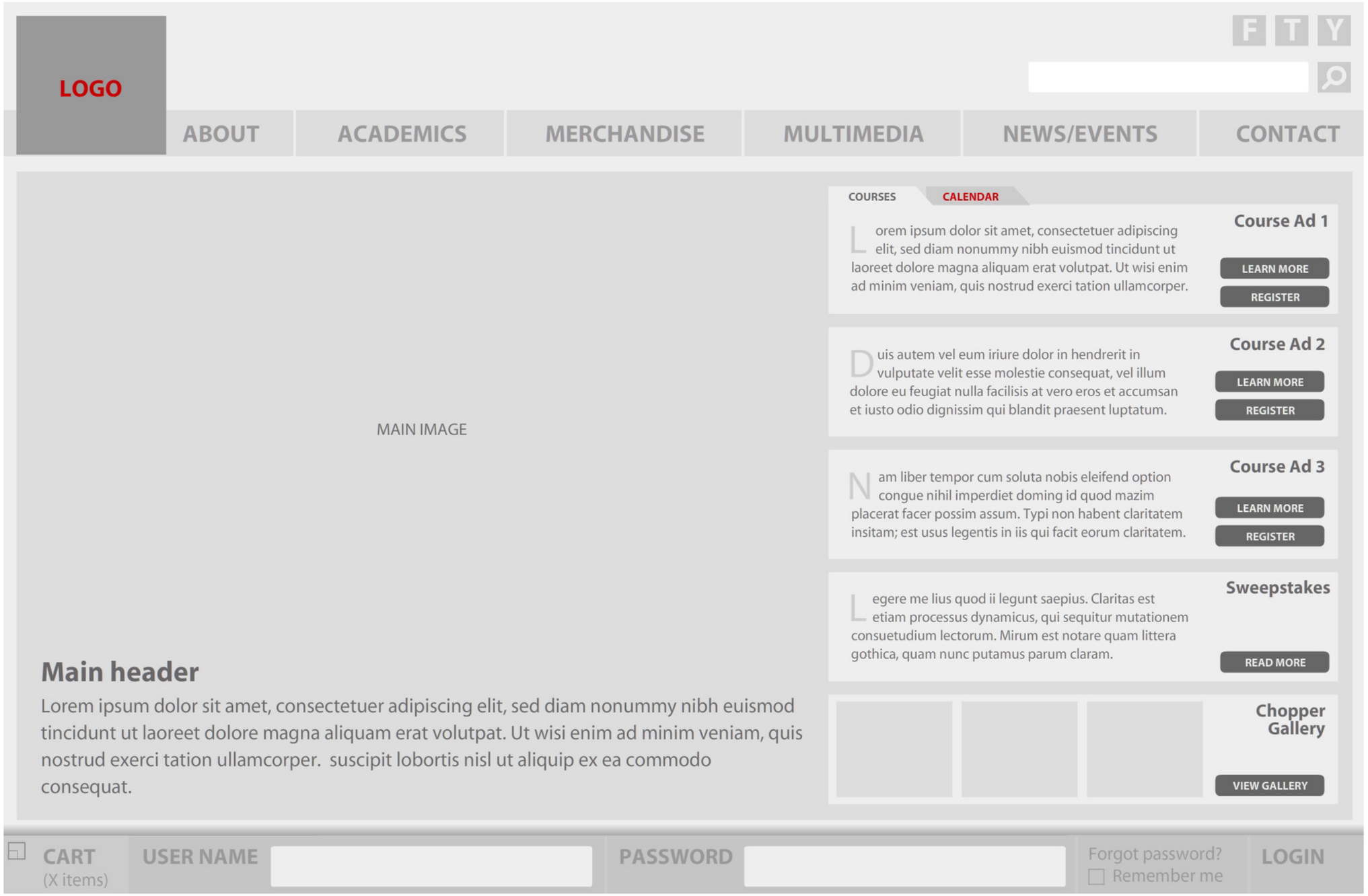


Content Mapping

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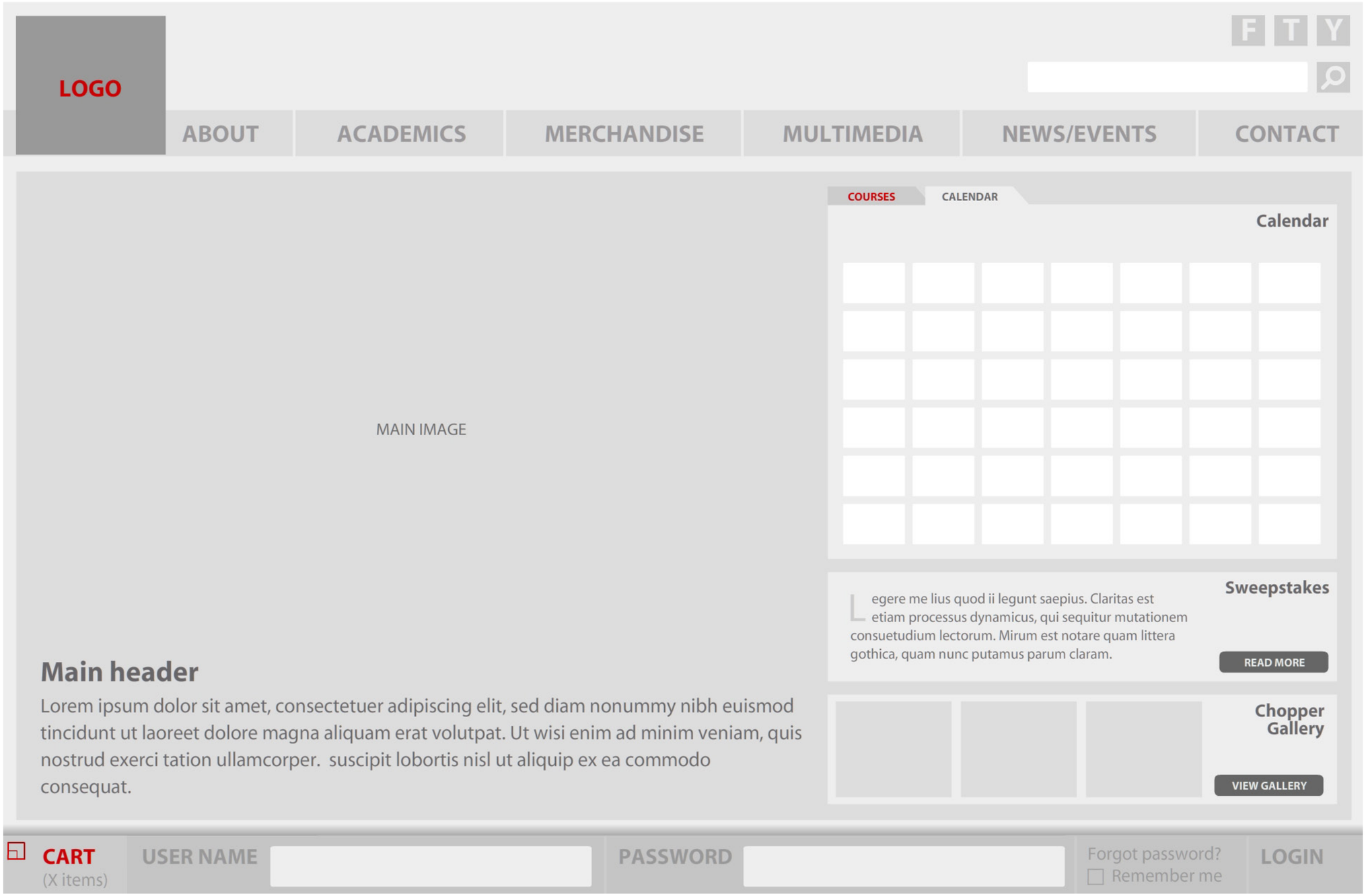
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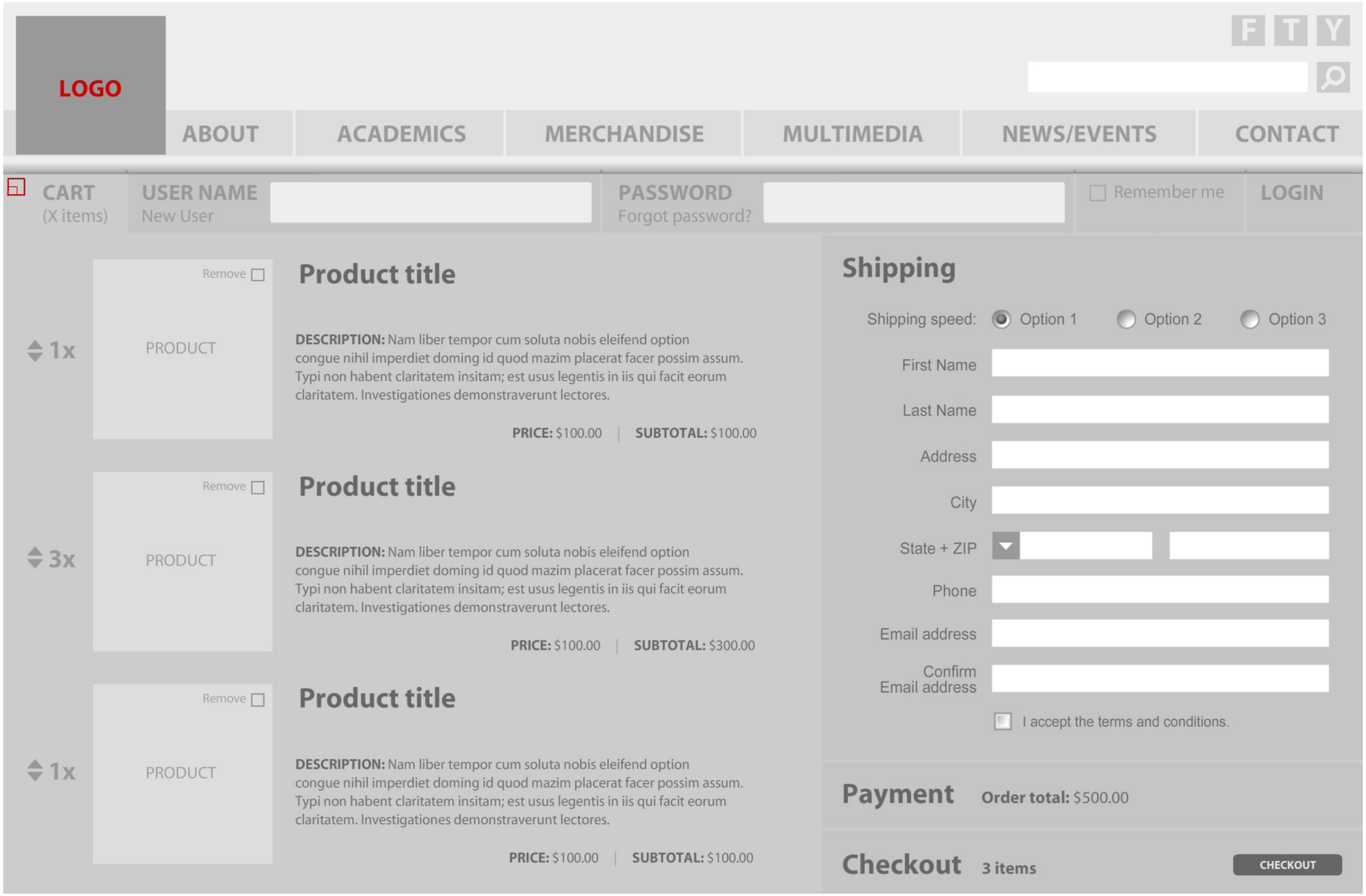
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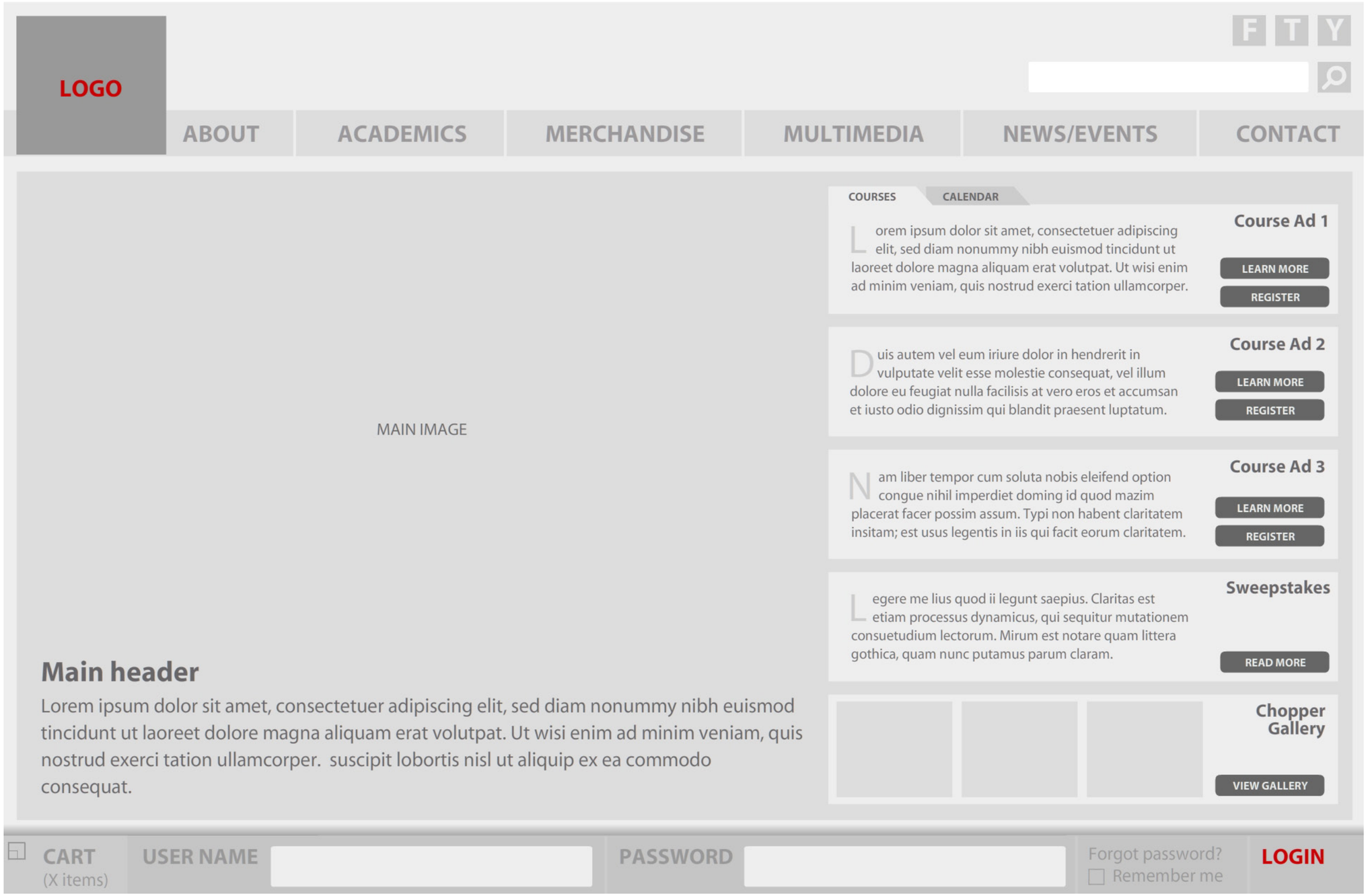
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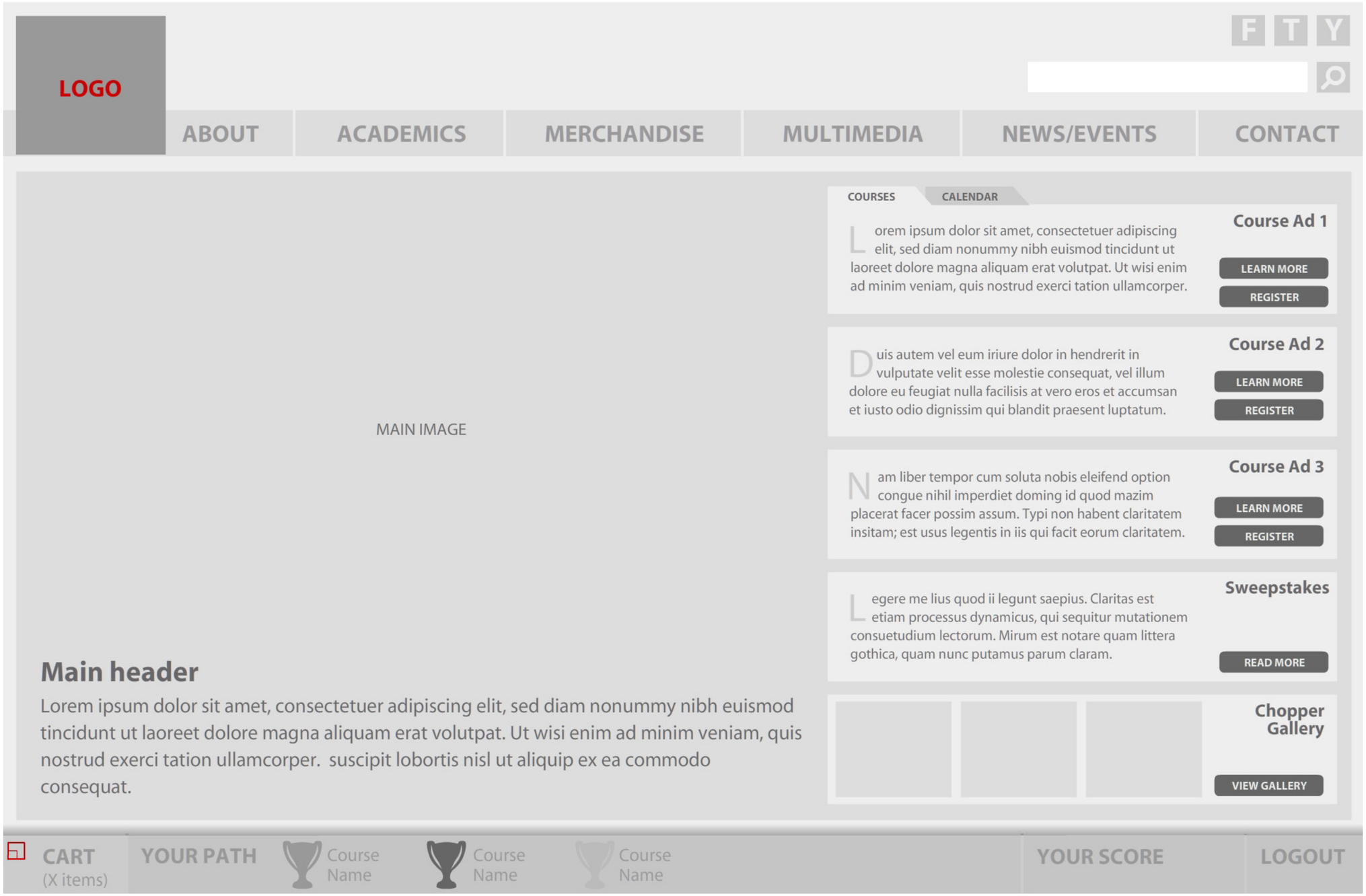
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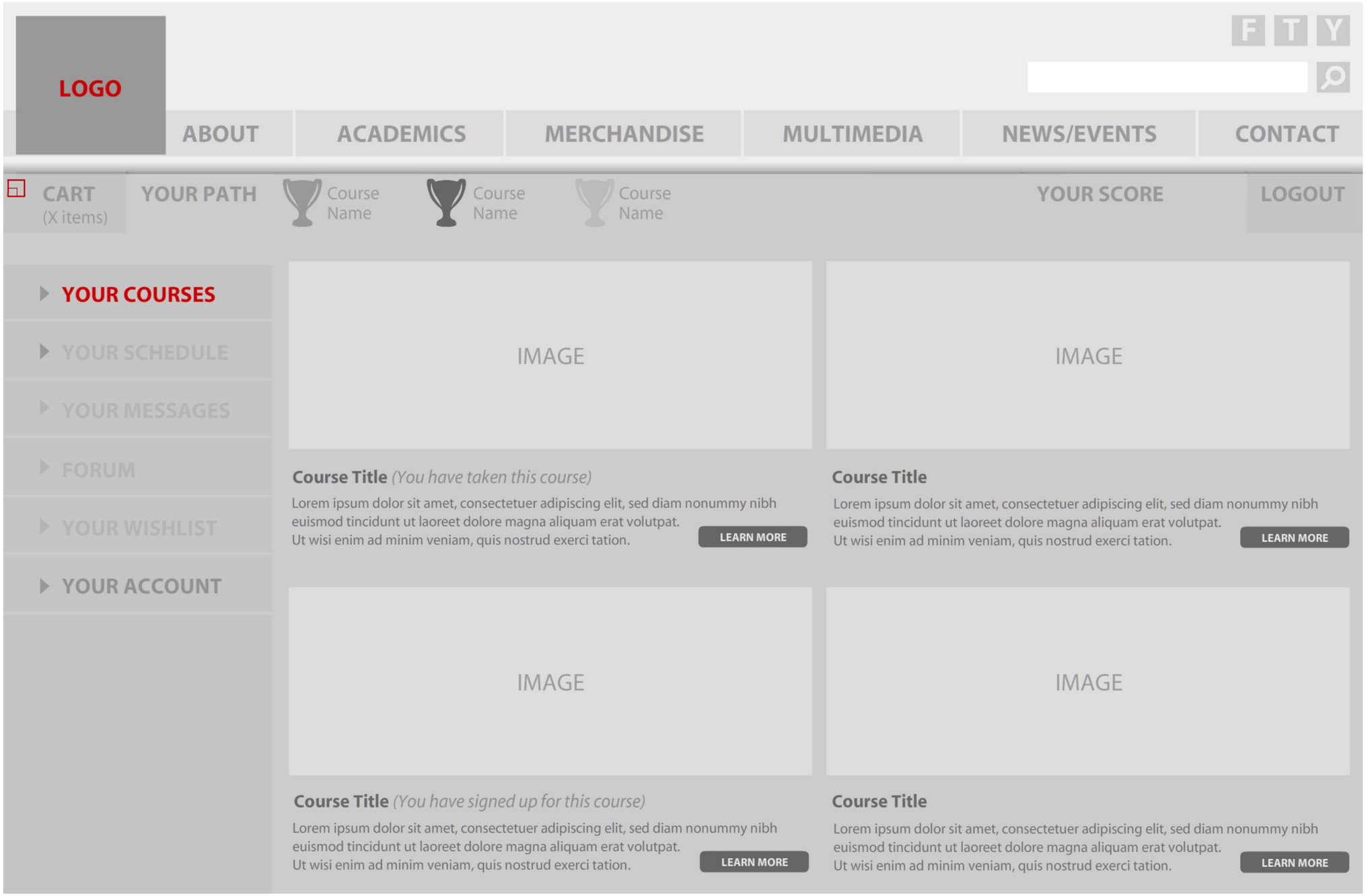
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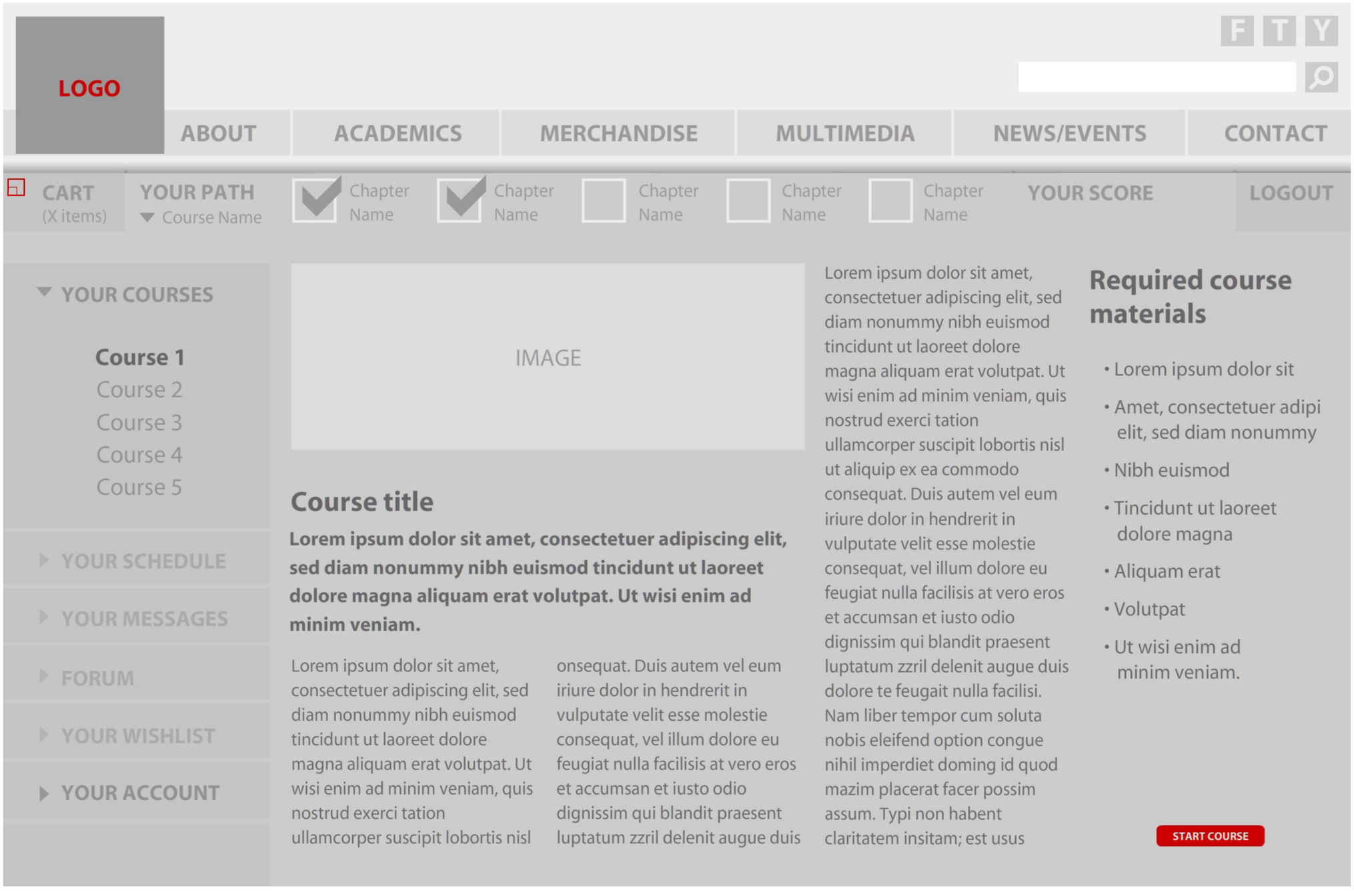
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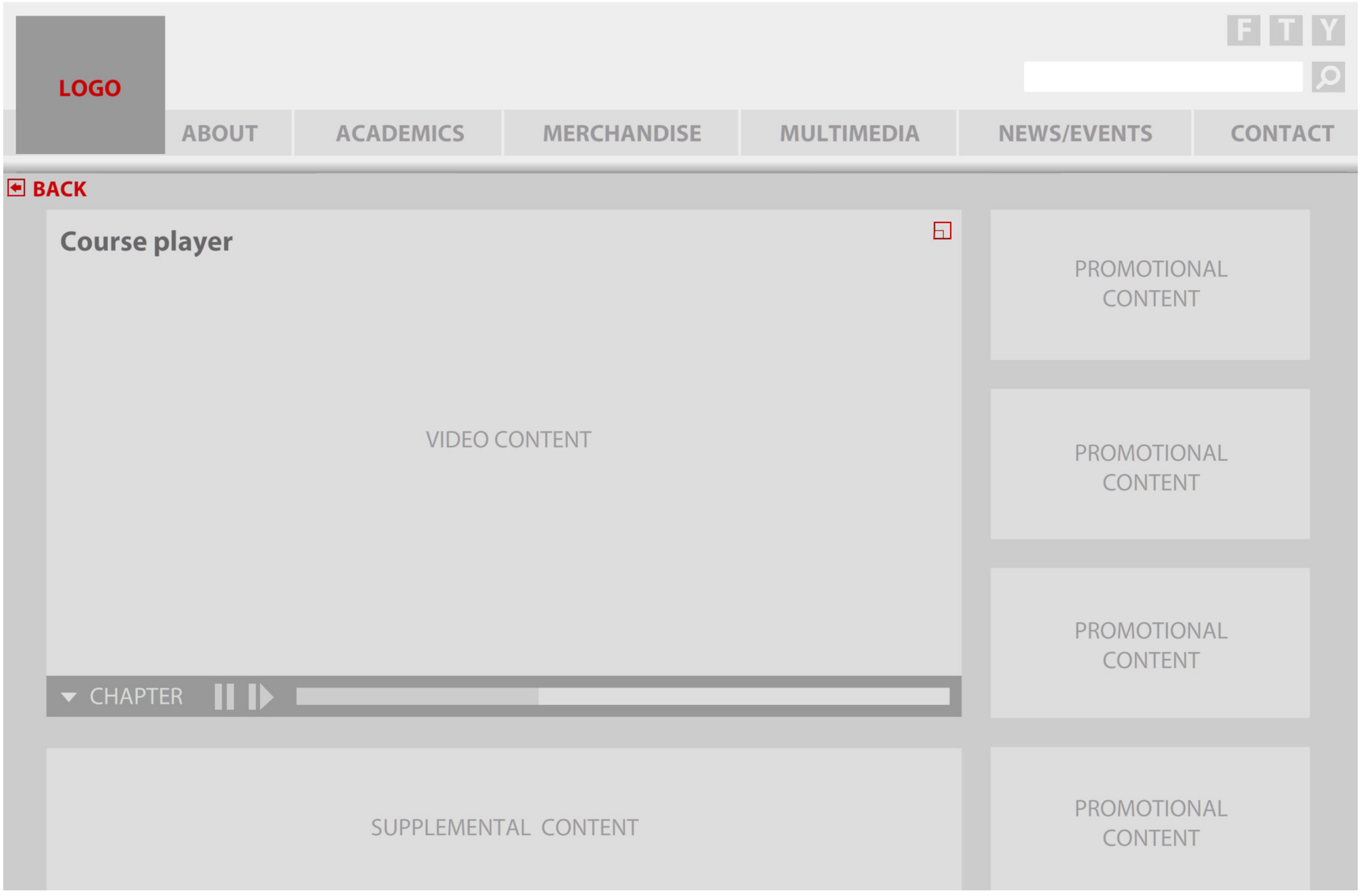
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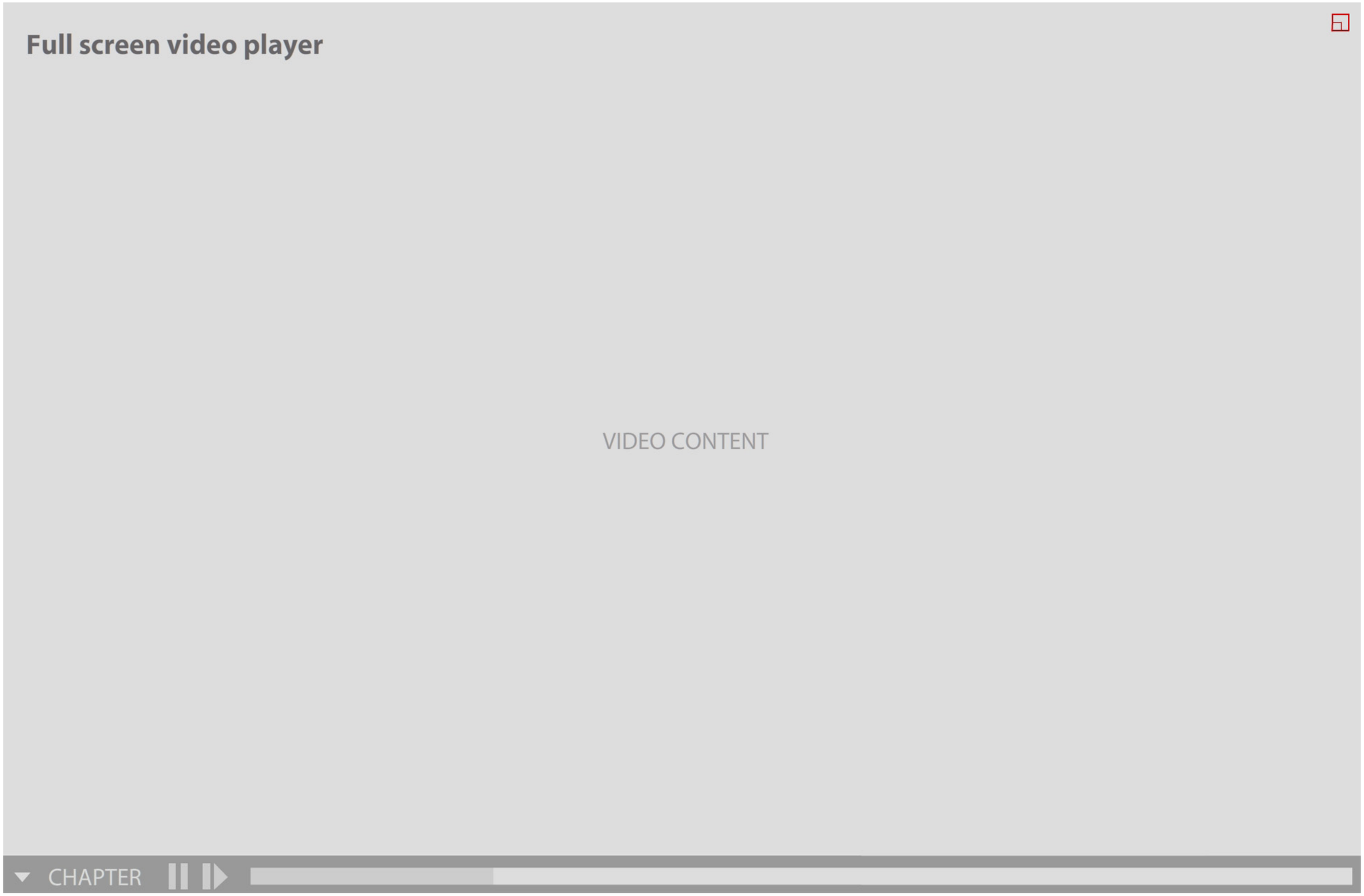
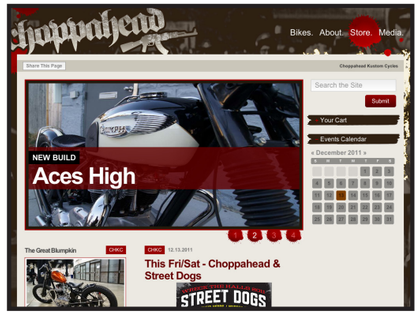
Full screen video player



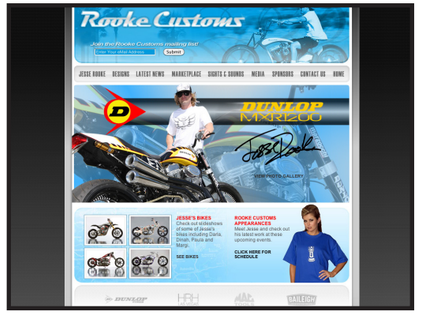
Choppahead

URL http://choppahead.com
RATINGS: Design ★★★ / Usability ★★★★
KEY TAKEAWAYS: Layout, calendar



Rooke Customs

URL http://www.rookecustoms.com/
RATINGS: Design ★★★★ / Usability ★★★★
KEY TAKEAWAYS: Colors, professional look.

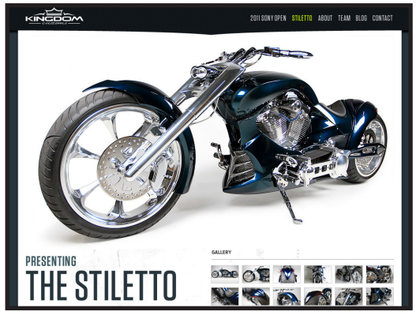


Matt Hotch Designs

URL http://www.matthotchdesigns.com/
RATINGS: Design ★★★ / Useability ★★★★
KEY TAKEAWAYS: Simple, clean

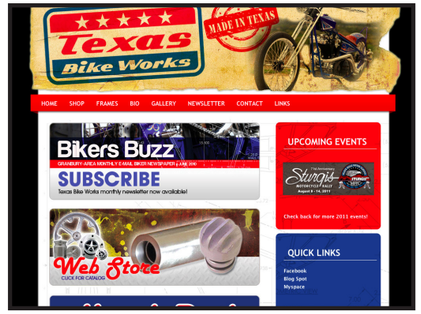
Kingdom Customs

URL http://www.kingdom-customs.com/
RATINGS: Design ★★★★ / Useability ★★★★
KEY TAKEAWAYS: Unique layout



Texas BikeWorks

URL http://www.texasbikeworks.com/
RATINGS: Design ★★★ / Useability ★★★
KEY TAKEAWAYS: Good top banner, use of color



Choppers Inc

URL http://www.choppersinc.com
RATINGS: Design ★★★★ / Usability ★★★
KEY TAKEAWAYS: Top banner

Goldammer Cycle

URL http://www.goldammercycle.com/
RATINGS: Design ★★★★ / Usability ★★★★★
KEY TAKEAWAYS: Clean, good pic, needs color + content

Powerplant Choppers

URL http://www.powerplantchoppers.com/
RATINGS: Design ★★ / Useability ★★★
KEY TAKEAWAYS: Simple, unique nav

Ardcore Choppers

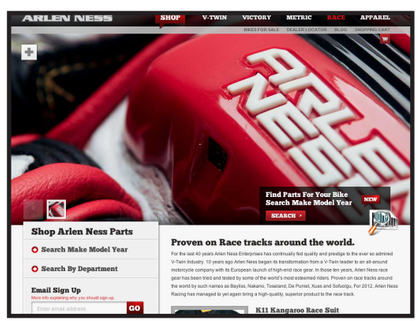
URL http://web.ardcorechoppers.com/
RATINGS: Design ★★★★★ / Useability ★★★
KEY TAKEAWAYS: Color scheme, unique retro design

Killa´s Cycles

URL http://www.killacycles.com/
RATINGS: Design ★★ / Useability ★★★
KEY TAKEAWAYS: Borderline, it's OK

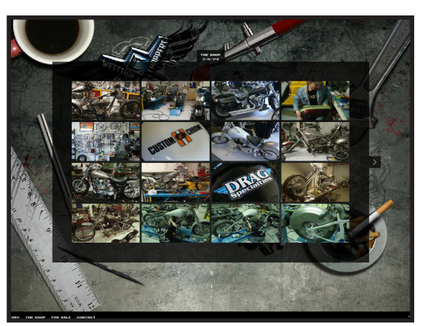
Arlen Ness

URL http://www.arlenness.com/
RATINGS: Design ★★★★★ / Usability ★★★★★
KEY TAKEAWAYS: Clean, professional, eyecatching pic.



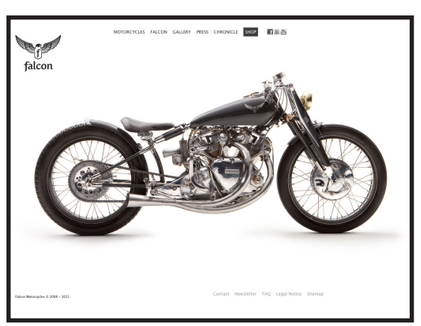
West Side Choppers

URL http://www.westsidechoppers.ca/
RATINGS: Design ★★★★ / Usability ★★★
KEY TAKEAWAYS: Different, unusual design/layout



Falcon Motorcycles

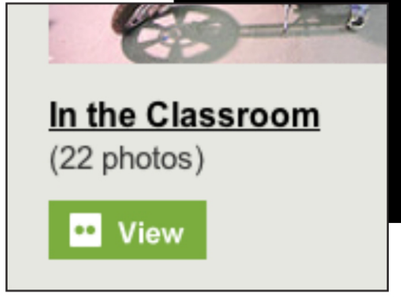
URL http://www.falconmotorcycles.com/
RATINGS: Design ★★★★ / Useability ★★★★★
KEY TAKEAWAYS: Same as Goldammer Cycle



Orange County Choppers

URL http://www.orangecountychoppers.com/
RATINGS: Design ★★★★ / Useability ★★★★
KEY TAKEAWAYS: Futuristic UI

IMAGERY



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