

User Experience Strategy Onesheet

Project: Indexes Calculator
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Vision statement

The [Indexes Calculator on Russell.com](#) provides the ability for visitors to quickly understand the returns of Russell indexes in an engaging way. It allows users to choose make “inline” changes to new data sets without leaving the graphic representation of the data (chart view).

Situation

Who: Visitors of Russell.com using the index calculator.

What: Add Global index data, currencies and time periods.

When: By May 2011

Where: On desktop and laptop computers (phase 1), on mobile devices (phase 2).

Why: Provides sales leads, converts visitors to customers.

User experience design objectives

All design decisions should serve to meet these objectives.

1. Effectively display index data and provide a navigation method that can grow as new indexes are added.
 2. Make it easy to review and choose data sets and download in Excel formats.
 4. Design bar chart and line chart views of pre-determined indexes and time periods.
 5. Provide methods for users to input contact information, and capture usage analytics for business groups.
 6. Define area for cross-selling services and products.
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Plan

Persona and Use cases

Review and revise personas to understand the types of people interacting with the system. Create use cases to identify the system behaviors for the development of the technology platform.

Low fidelity wireframes

Create hand-drawn wireframes and flow diagrams then test with stakeholders.

High fidelity wireframes with function annotation

Create electronic wireframes with more detail then test with stakeholders.

Design mockups and redlines

Create screen views and annotated specifications.

Success metrics

This section outlines the success metrics for the project.

Metric 1

Compare the current page views per month of pre- and post re-design of the calculator.

Metric 2

Compare the number of subscriptions per month of pre- and post re-design of the calculator.

Metric 3

Track the number of users that utilize “save” feature.