

# JDF Digital UX principles

# JDF Digital UX principles & style guide

## User types

Although we have identified 3 types of audience; **Educators/Learners for both Schools and Universities and Community/Charity Groups**, there are three main user types that are universal across these audiences.

These are Researchers, New Users and Current Users of which the journeys through our website need to satisfy.

### Researchers

Educators, parents, students, technology enthusiasts or members of the local community, who are interested in the foundation but are not really sure what it does or what it can offer them.

#### Journey:

Users looking to learn more about what the foundation does. They might have a specific need such as an educational or support requirement or a general interest.

Users may have found us via the Dyson website or by specific search terms.

### New users

Those who are new to the foundation but know what it can offer and are looking for a specific resource or to contact us.

#### Journey:

Users searching for specific information or resources e.g. Engineering Box, Ideas Box, funding forms.

This is likely to be a result of word-of-mouth in the form of a recommendation or generated by campaign activity and PR.

### Current users

Users who have already engaged with the foundation but need further resources or information.

#### Journey:

Users looking for additional support materials or information e.g. posters or videos to supplement their engineering box.

Users would have already received information from us or used the site previously.

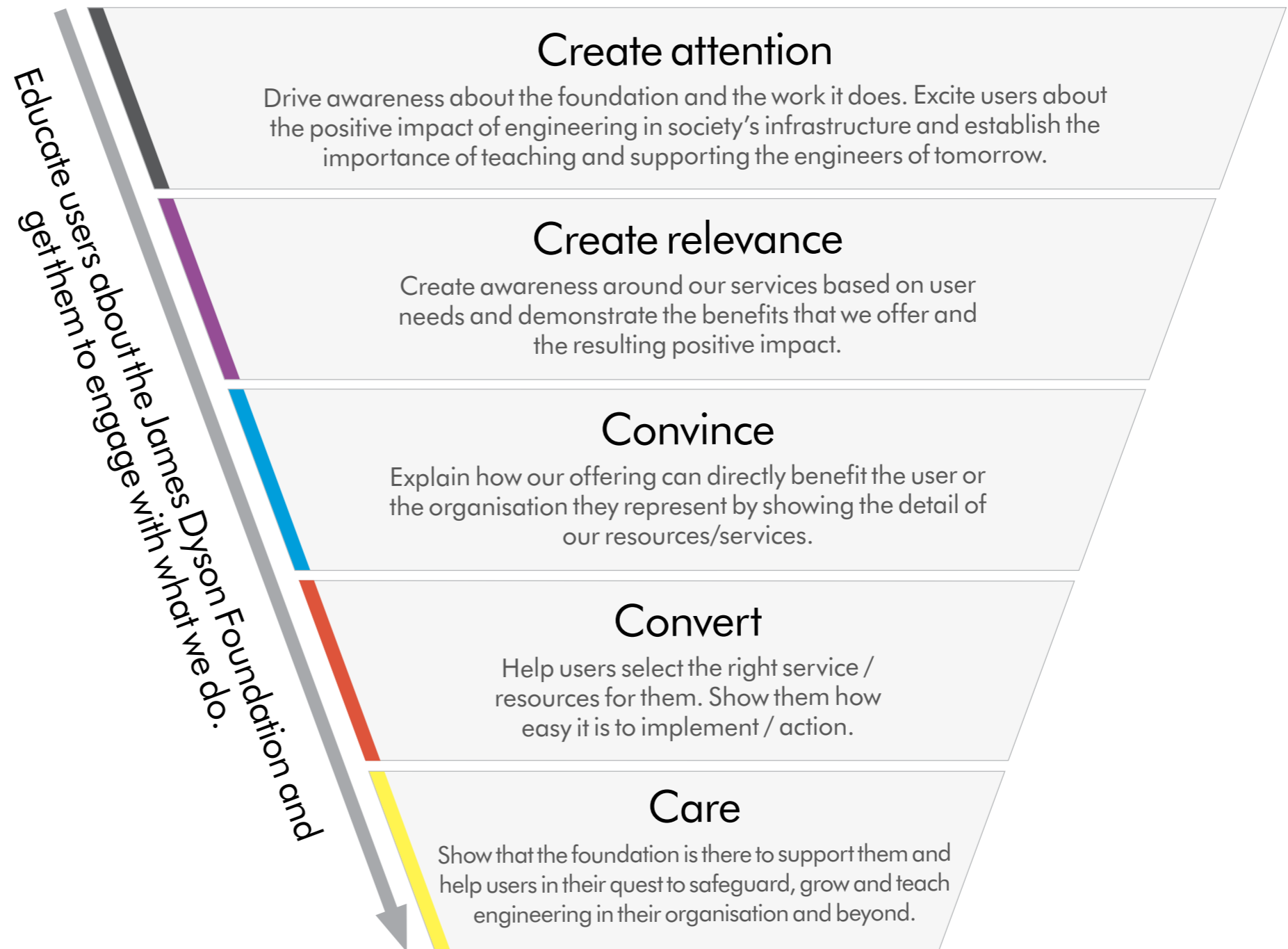
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## 'Pillar' strategy

The JDF 'Pillars' each relate to a specific requirement and have a defined purpose. This allows us to create the appropriate levels of pages with the most relevant content for our user types.

Quickly understanding their journey and answering their needs to encourage the users to take action and to help them get the information they need.

Every page on the website will fall into one of these pillars and the content for which will be designed to meet the relevant purpose.



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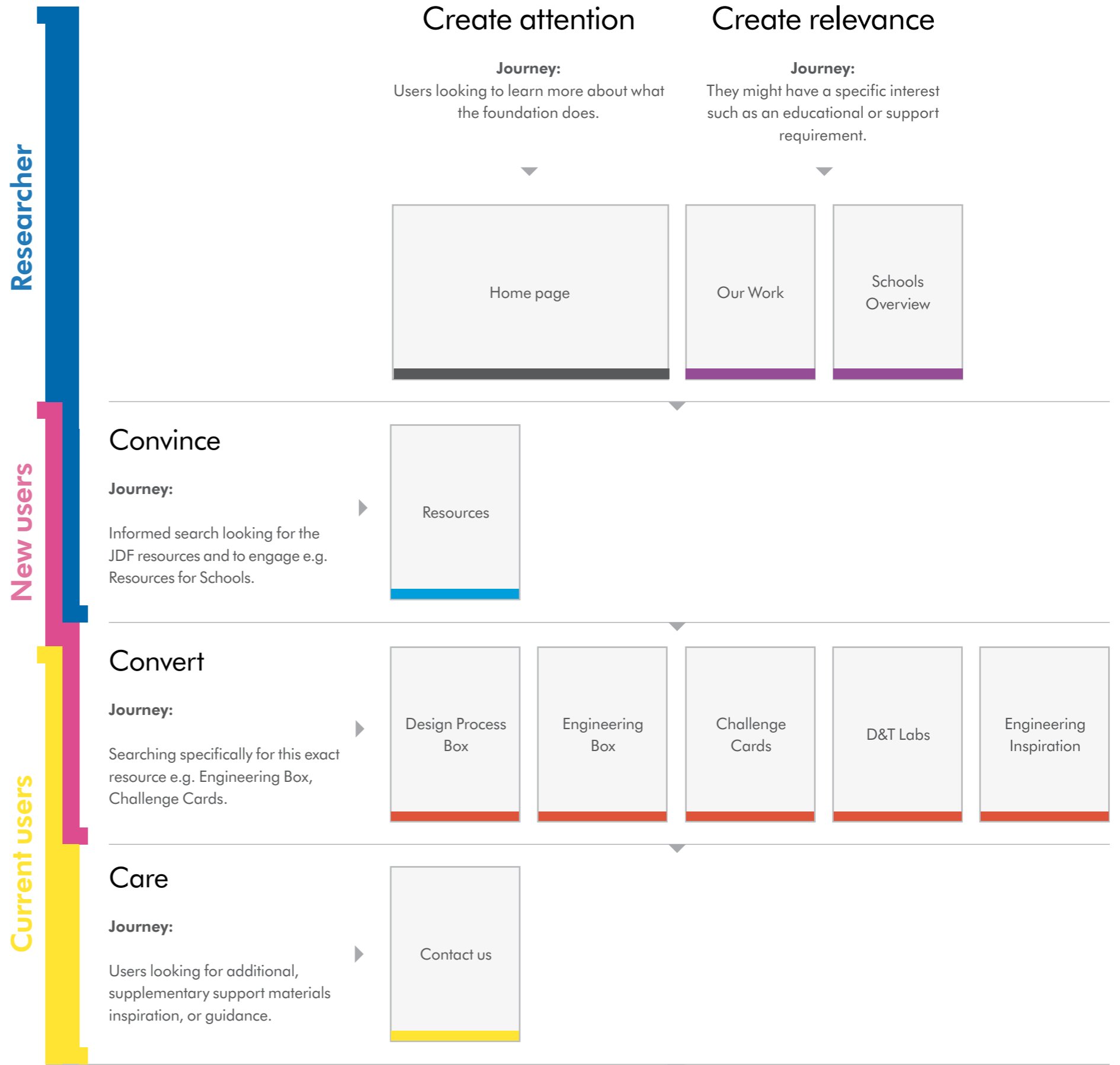
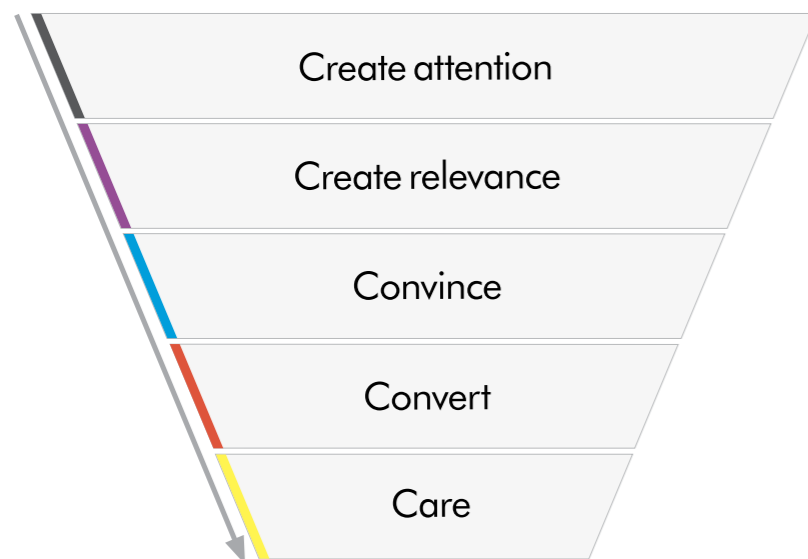
## User journeys

Schools - Educators and Learners

Together the three main user types and our pillars align to create the core journey's through the site.

The entry point for each is based on the search term or piece of advertising or PR that brought the visitor to the site.

Using this we can pre-empt consumer requirements, to deliver the appropriate level of content helping to achieve the purpose of their visit and aid decision-making.

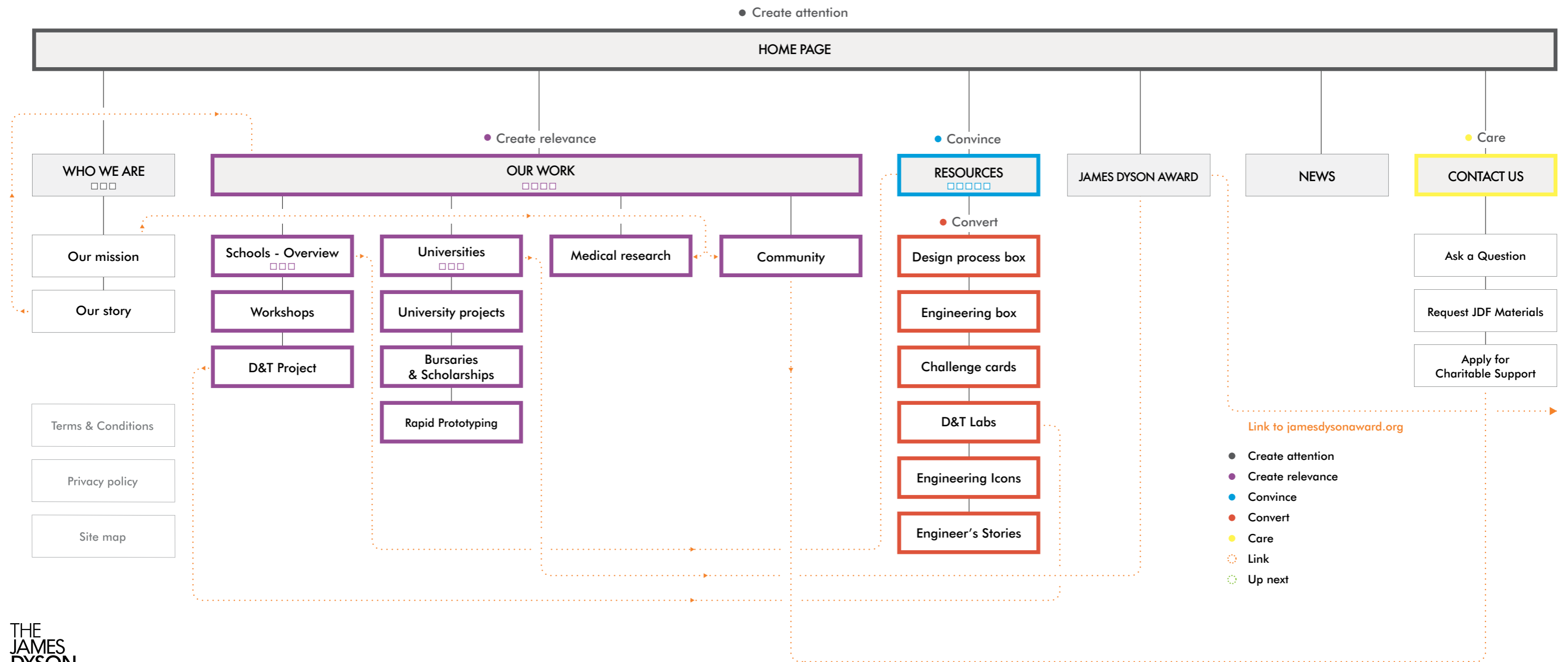


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## Site Maps

Schools - Educators and Learners

School user types require a journey through to conversion based on their requirement for resources.



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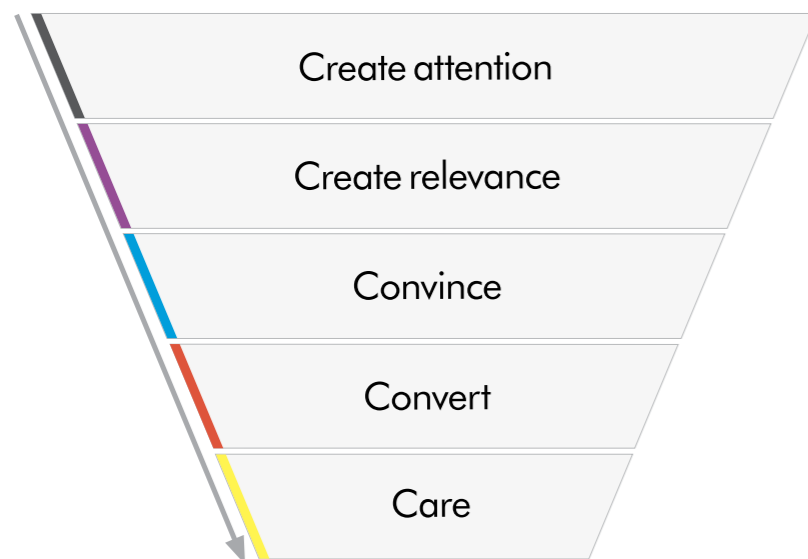
## User journeys

Universities - Educators and Learners

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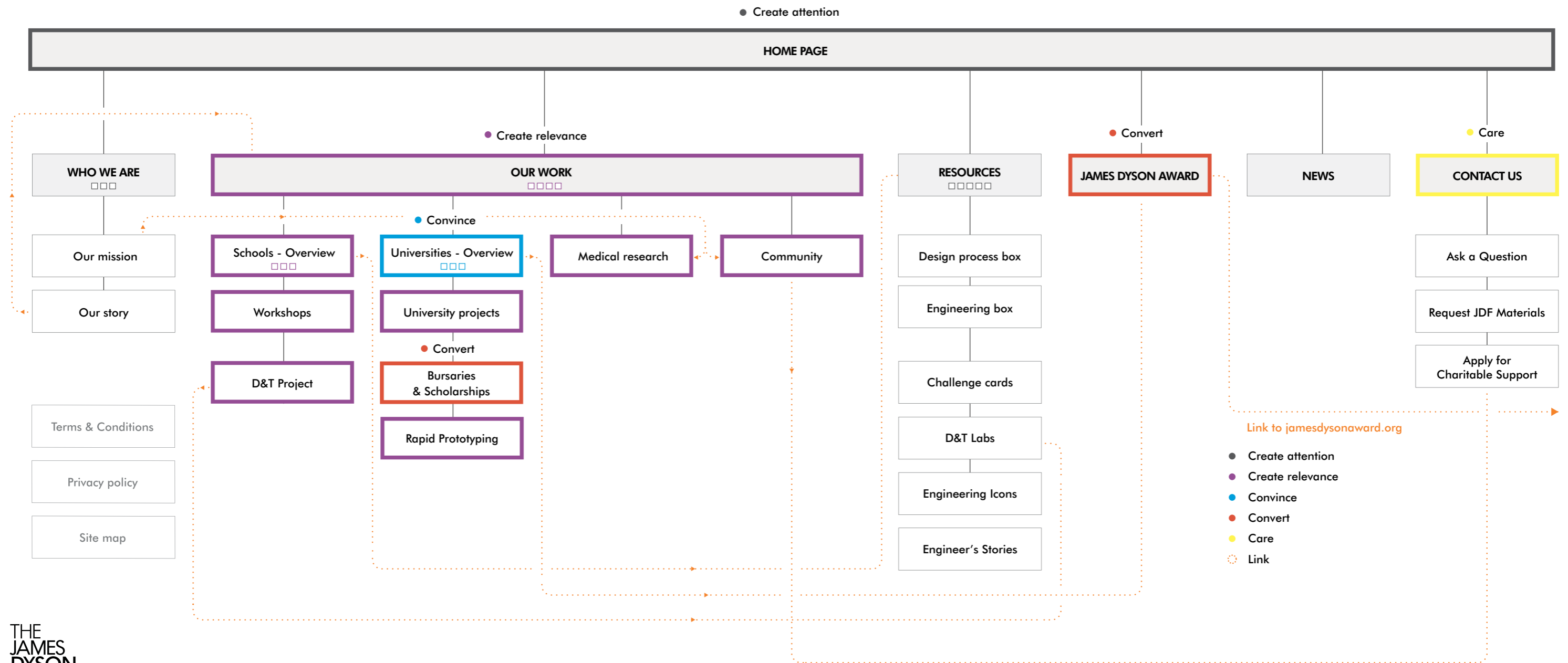


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## Site Maps

Universities - Educators and Learners

University user types require a journey through to conversion based on their desire to take part in The James Dyson Award and to request bursaries and scholarships.



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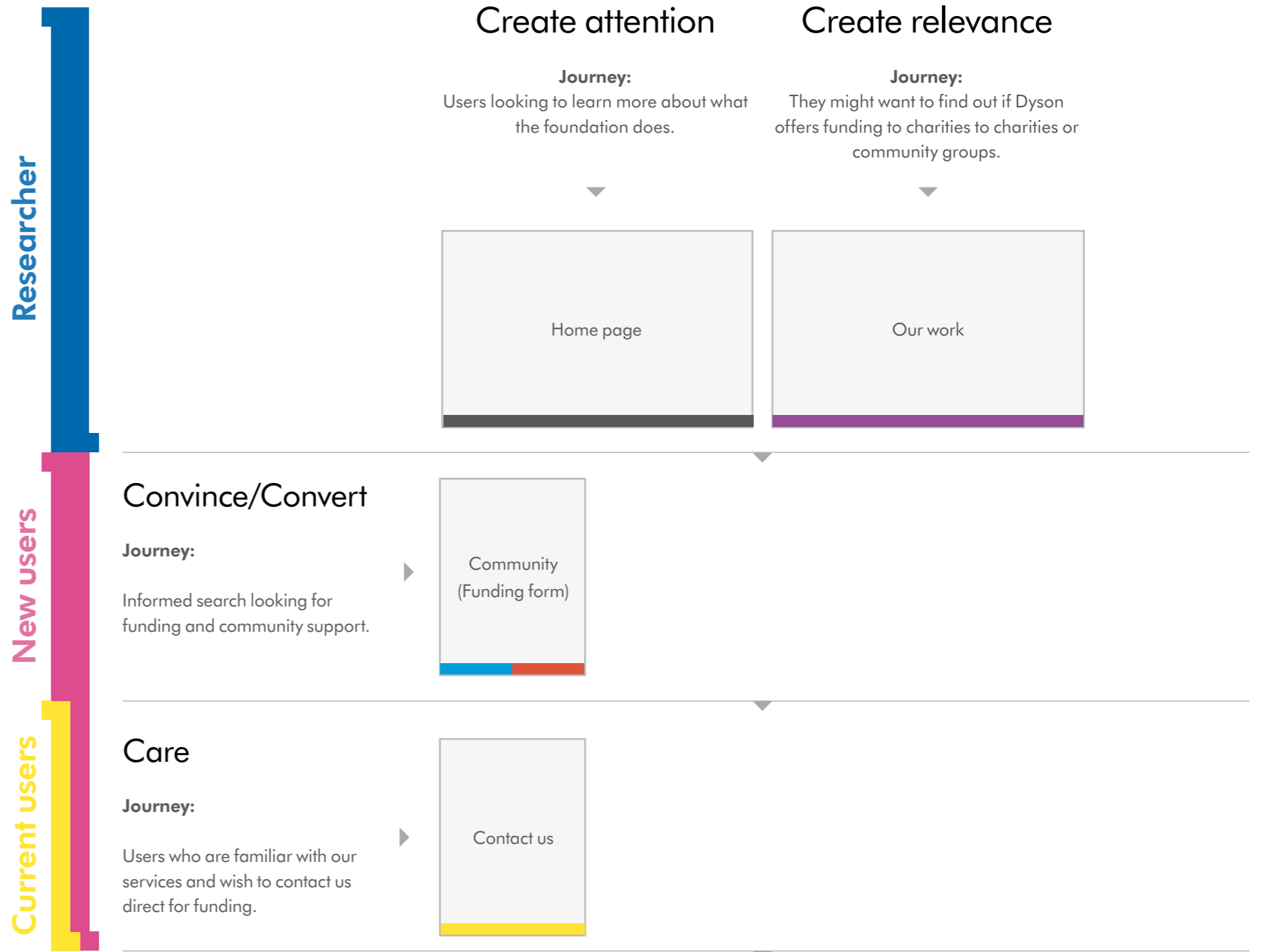
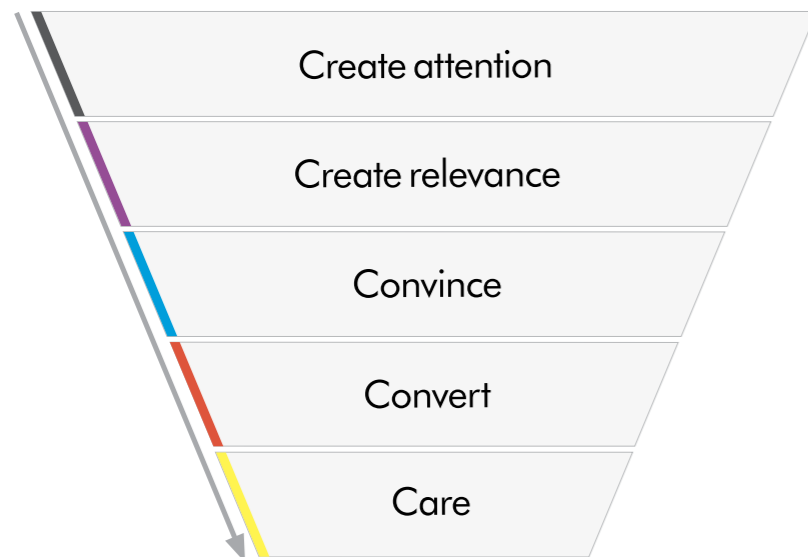
## User journeys

Community and charity groups

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## Site Maps

Community and charity groups

Our community and charity group users require a journey through to conversion based on their interest in the JDF and the charitable support we offer.

