

Nestrasil Lab Website Design

SECONDARY RESEARCH & COMPETITIVE ANALYSIS

Dr. Igor Nestrasil's laboratory is affiliated with the the University of Minnesota's Medical School, Department of Pediatrics. This phase of UX research was crucial for gleaning insight for design decisions to create a website for this lab that would fit in and appeal to prospective students and the overall university research community.

We welcome you to get a glimpse into what the comparable laboratories are doing with their websites' homepage highlights and information architecture. We appreciated considering common patterns, strengths and weaknesses of each to inform our design.

Secondary Research



Most UMN research sites utilize **standardized** layout and content:

- mission
- lab member bios,
- publications
- latest news
- contact info



UMN is nationally ranked as 10th for **highest-funded** research institution; which means it has **high visibility and traffic** by many not only nationally but also globally



Websites with **photos of lab members** and what's being done in the lab are more **memorable**

Direct Competitor Analysis

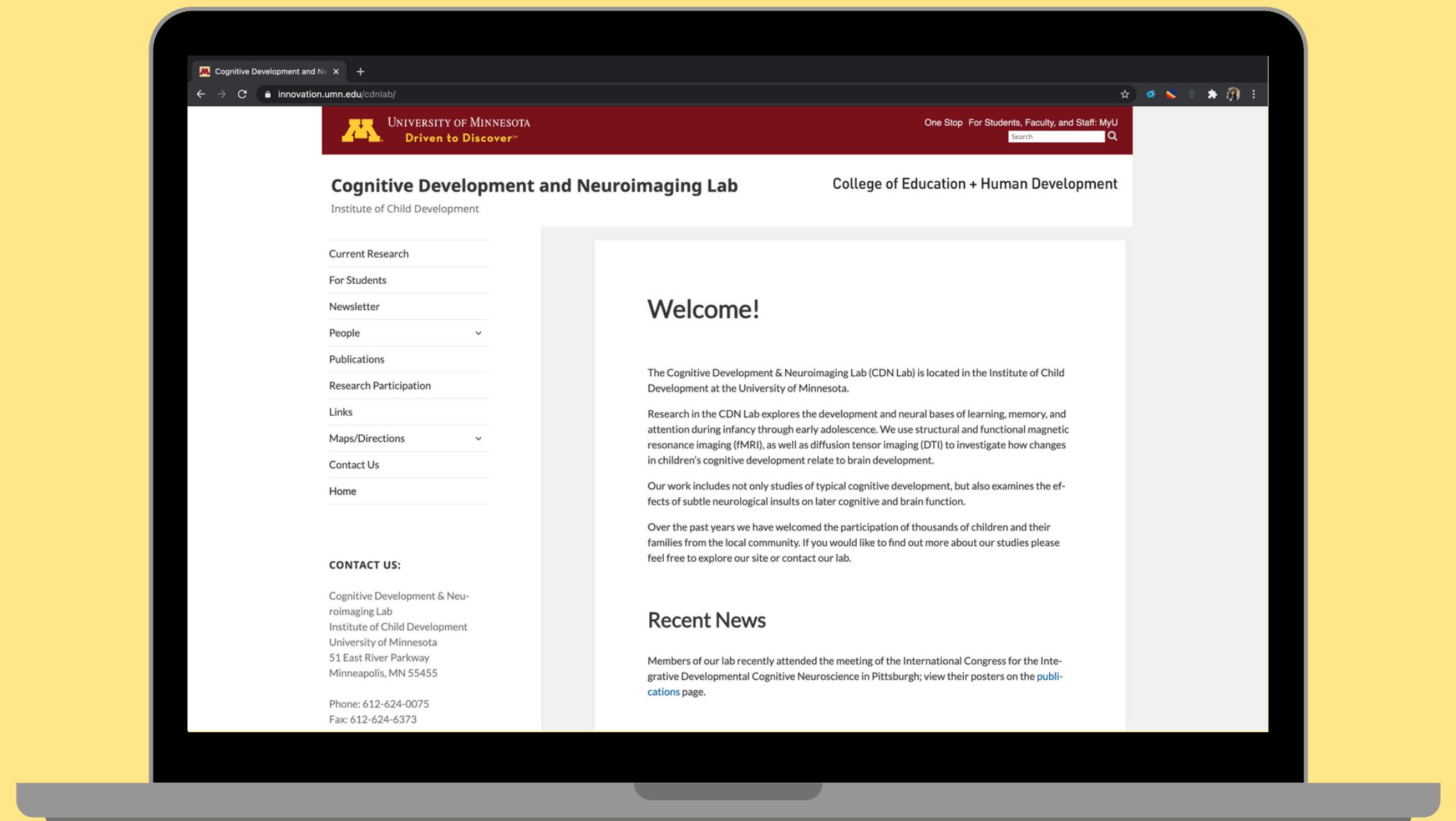
Cognitive Development and Neuroimaging Lab

Strengths

- Home page readability
- Organized, intuitive sidebar navigation

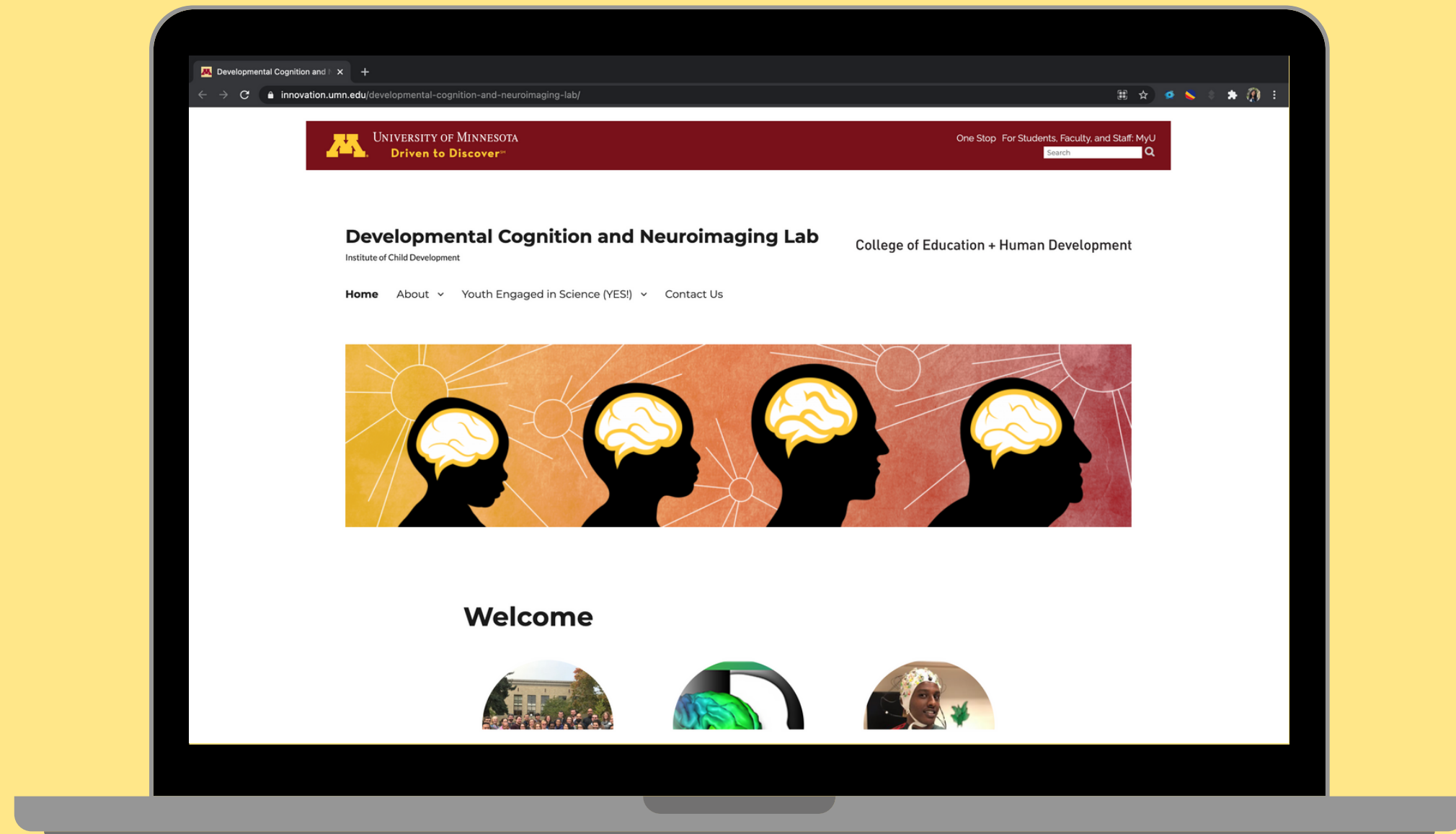
Weaknesses

- Mainly text and has very few pictures



Direct Competitor Analysis

Developmental Cognition and Neuroimaging Lab



Strengths

- Organized bio pages
- Engaging text about current research
- Simple CTAs to “Learn More”


Weaknesses

- Navigation drop down menu cut off

Indirect Competitor Analysis

KEY

 Strength

 Weakness

COMPETITORS

Overall Tone/Feel

Navigation

Images

Call-To-Action
Buttons

Spacing/Alignment

Visual Hierarchy

Color

TOLAR
LABORATORY



KROOK-
MAGNUSON
LAB



PSYCH
RESEARCH
LABS



Indirect Competitor Analysis

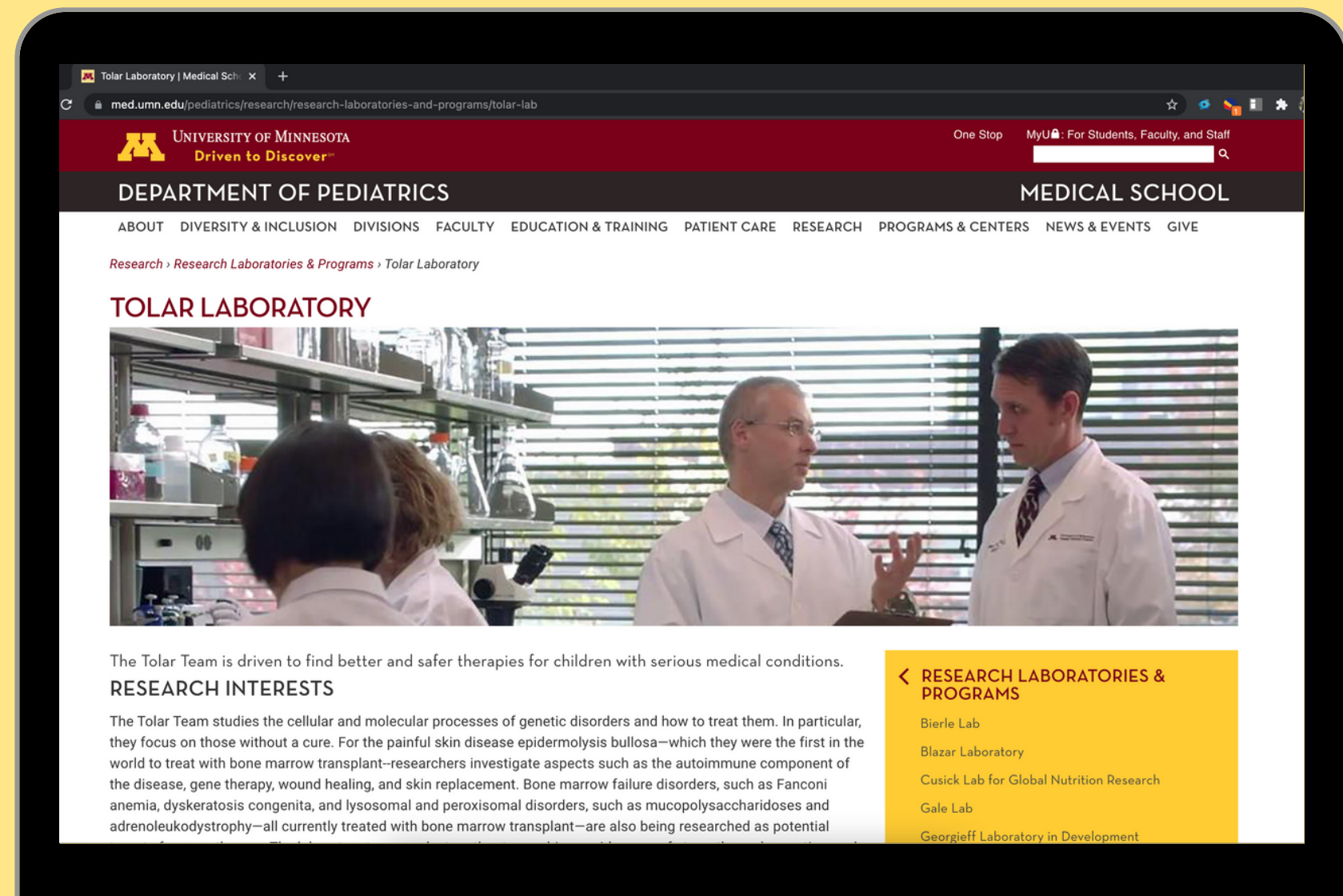
Tolar Laboratory

Strengths

- Hero banner showcases well what the lab is about
- Professional and engaging tone in imagery/text
- Features research Interests, location, and accomplishment by a lab member

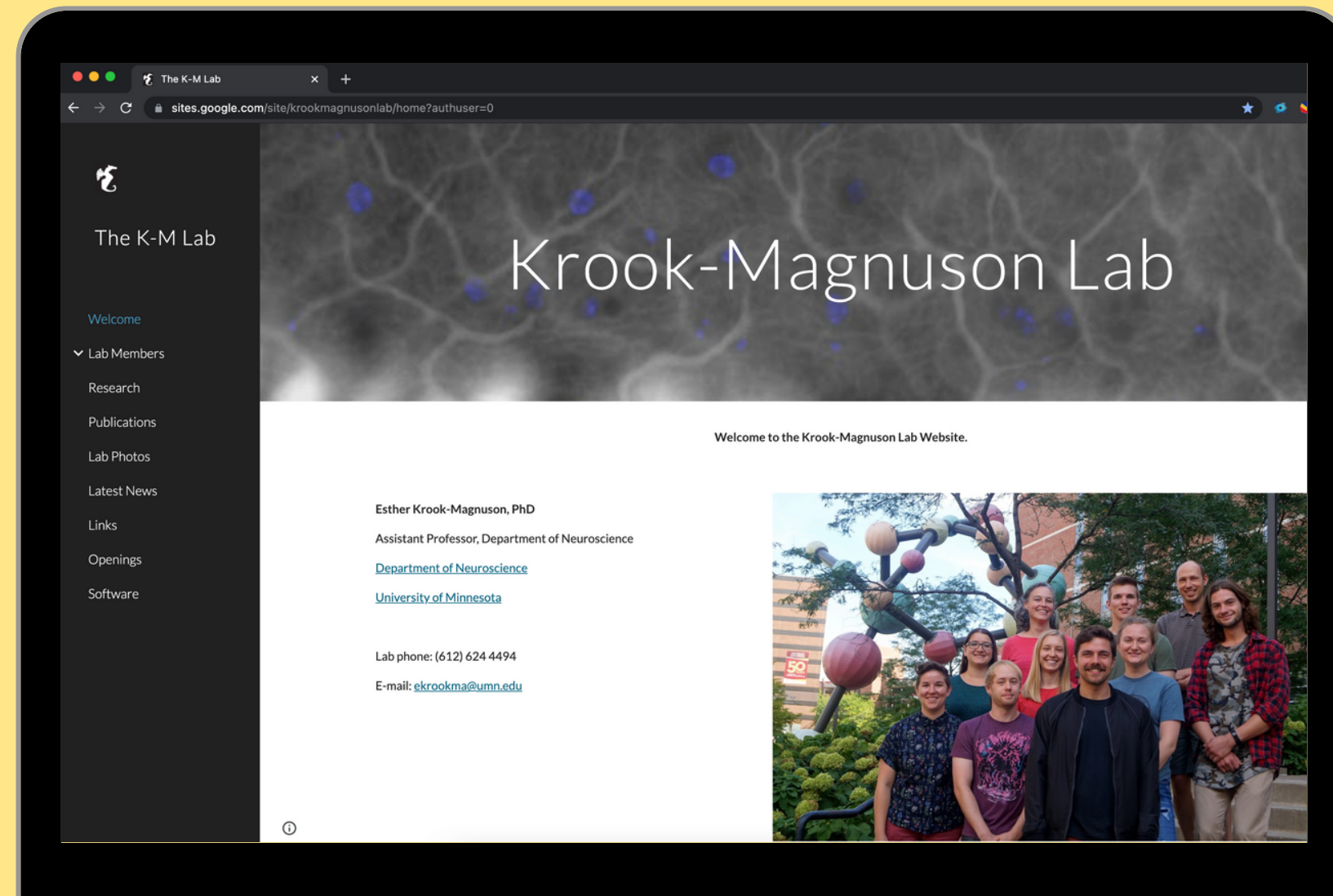
Weaknesses

- Organization and layout



Indirect Competitor Analysis

Krook-Magnuson Lab



Strengths

- Customized theme, layout and style guide
- Navigation on the left sidebar includes pertinent topics for users

Weaknesses

- Long blocks of text on lab members page

Indirect Competitor Analysis

Psychology Research Laboratories

Strengths

- Well-organized sections and research areas of specialization titles
- Clickable links for these research areas that take the user to the respective lab's website

Weaknesses

- Landing page has unclear CTA to find more information about getting involved in research
- Unintuitive navigation of labs, areas, and opportunities

Key Takeaways

Landing Page

1. Good balance of text and images
2. Clear and accessible call-to-action buttons
3. Professional and engaging tone overall

Navigation

1. Organized and intuitive menus
2. Pertinent topics about the lab and research
3. Use of drop down menus