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:

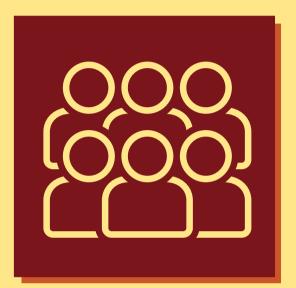
- mission
- lab member bios,
- publications
- latest news
- contact info



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

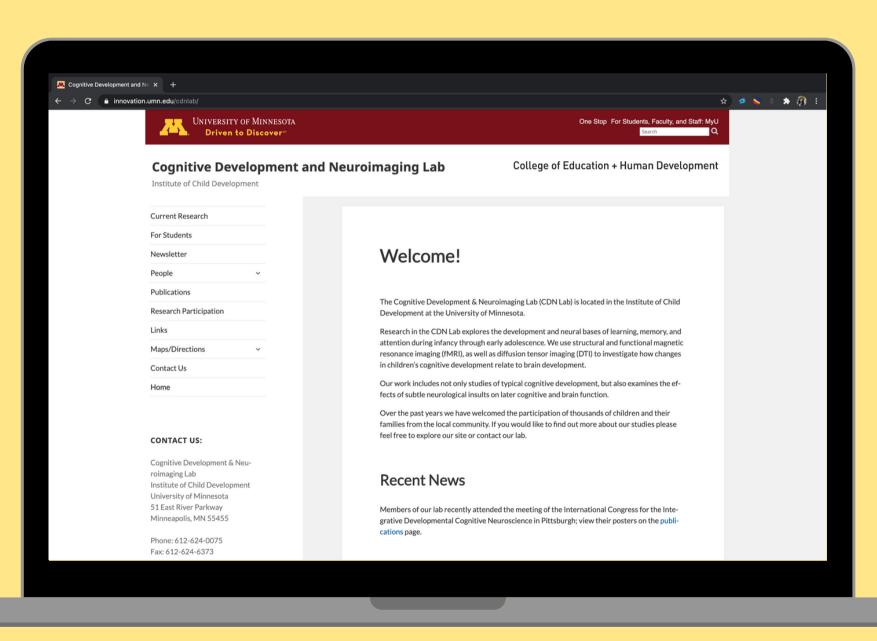
Cognitive Development and Neuroimaging Lab

Strengths

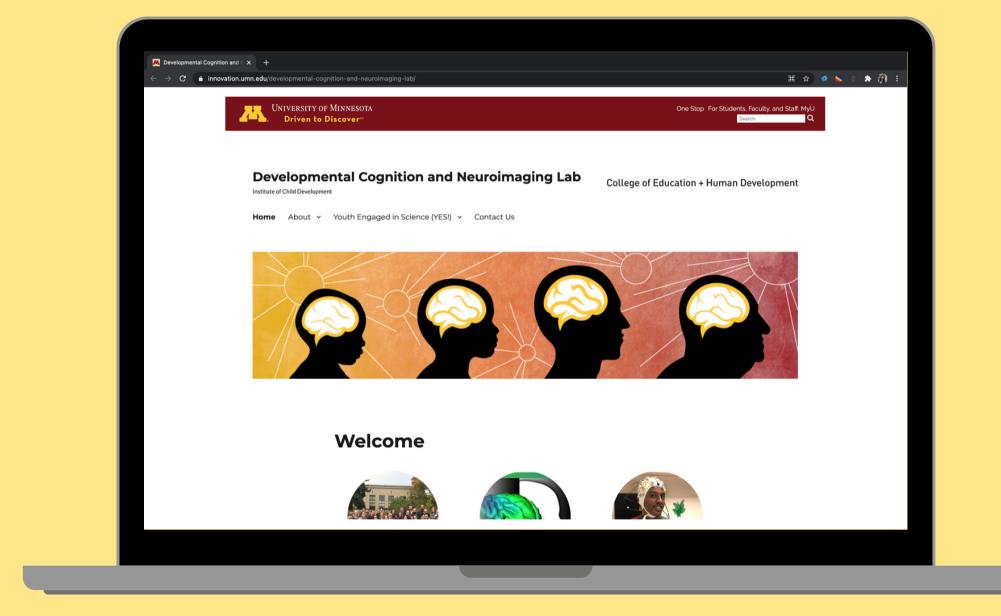
- Home page readability
- Organized, intuitive sidebar navigation

Weaknesses

• Mainly text and has very few pictures



Direct Competitor Analysis Developmental Cognition and Neuroimaging Lab



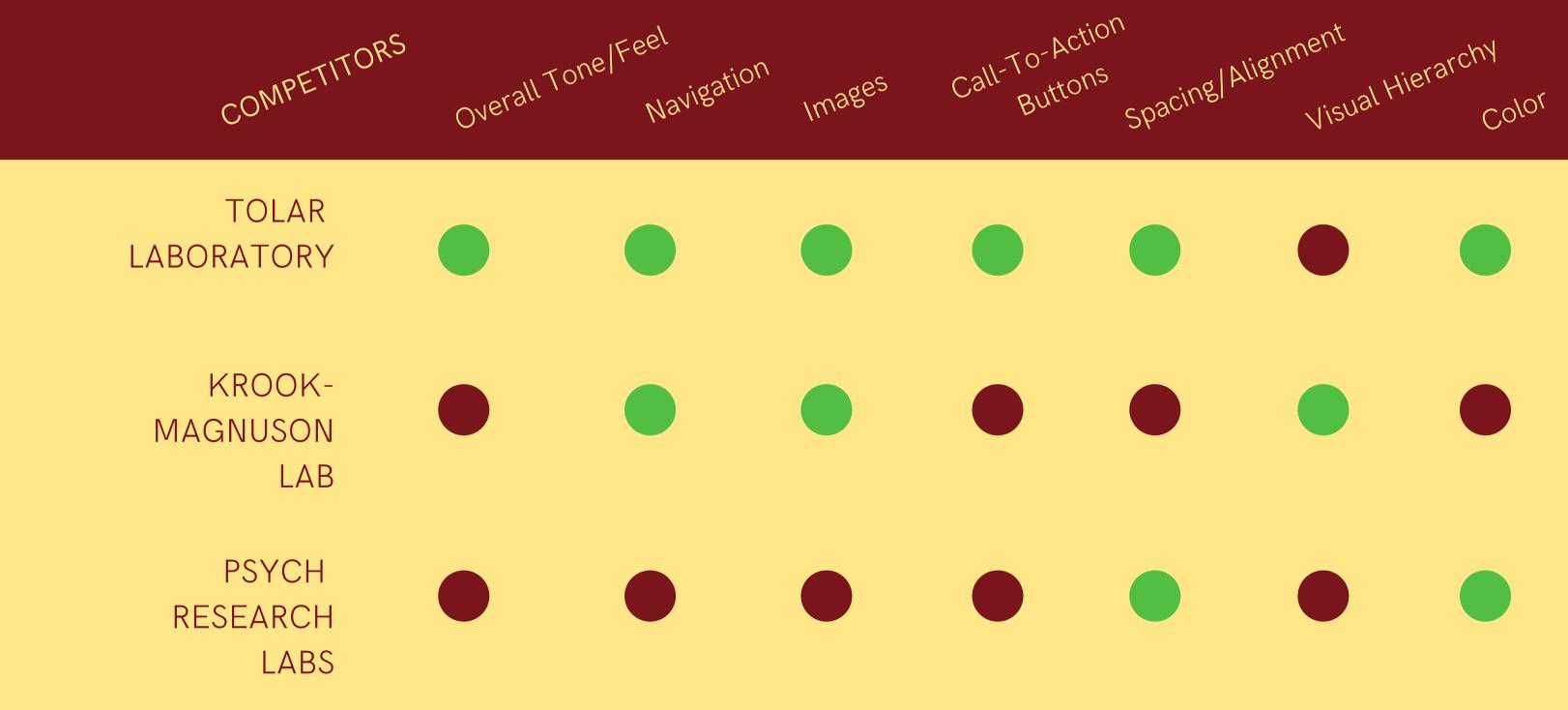
Strengths

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

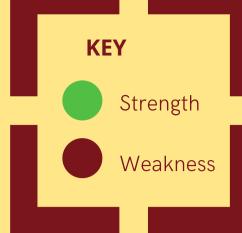
Weaknesses

 Navigation drop down menu cut off

Indirect Competitor Analysis







Visual Hierarchy

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



Research > Research Laboratories & Programs > Tolar Laboratory

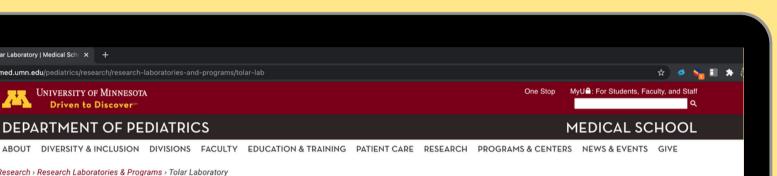
TOLAR LABORATORY

Tolar Laboratory | Medical Sch 🗙



The Tolar Team is driven to find better and safer therapies for children with serious medical conditions. **RESEARCH INTERESTS**

The Tolar Team studies the cellular and molecular processes of genetic disorders and how to treat them. In particular, they focus on those without a cure. For the painful skin disease epidermolysis bullosa-which they were the first in the world to treat with bone marrow transplant-researchers investigate aspects such as the autoimmune component of the disease, gene therapy, wound healing, and skin replacement. Bone marrow failure disorders, such as Fanconi anemia, dyskeratosis congenita, and lysosomal and peroxisomal disorders, such as mucopolysaccharidoses and adrenoleukodystrophy-all currently treated with bone marrow transplant-are also being researched as potentia



RESEARCH LABORATORIES & PROGRAMS

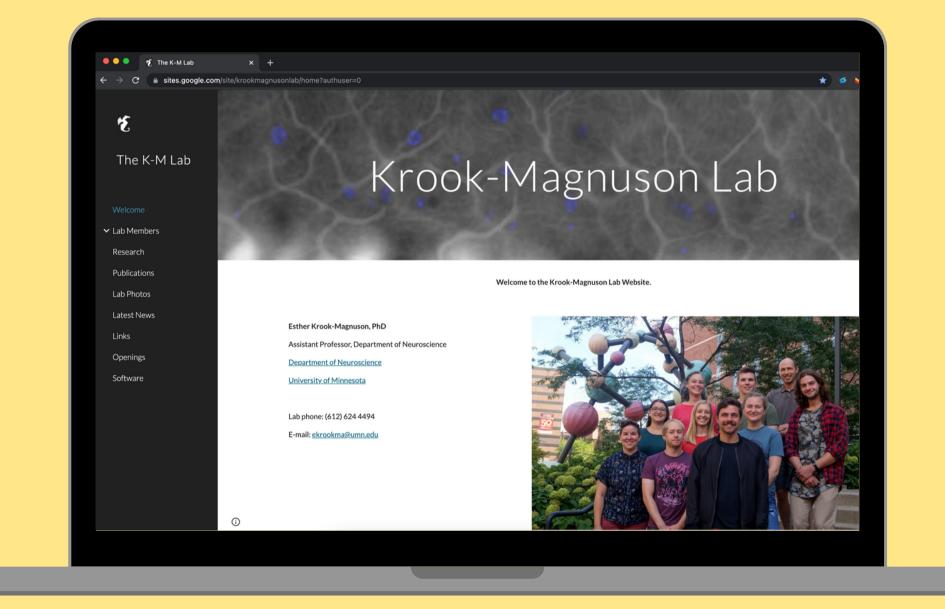
Bierle Lab

Blazar Laboratory

Cusick Lab for Global Nutrition Research

Gale Lab

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

areas, and opportunities

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

(ev 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