

# Interaction Map for the UNIVERSITY OF MICHIGAN ROSS SCHOOL OF BUSINESS WEBSITE

Web Address: <http://www.bus.umich.edu>

## OVERVIEW

### PROJECT SCOPE

Evaluate the Ross School of Business website redesign to improve its information architecture and overall usability, as well as make the site presentation consistent with the institution's desired self-image. Since the redesign was not available at this point, we created an interaction map on the current (as of 5 FEB 2014) site

### INTERACTION MAP FOCUS

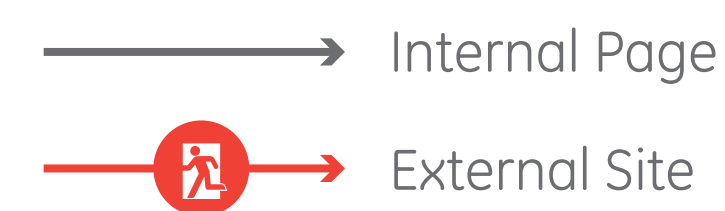
As we created the interaction map, we saw that there are *two main modules* that would better organize the information than through a general survey of the site, based on the structure of the site and the persona that is most likely to visit and use the site:

- Global Links Module:** includes *Header Links* and *Footer Links* that stay consistent throughout most\* of the site
- Prospective Students Module:** includes the paths that a prospective MBA and BBA student would follow to learn about their programs and apply

\*The Footer Links do not appear on the Academics page



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## GLOBAL LINKS MODULE

