

Redesign Report

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HCC 729

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Executive Summary

Describe the purpose of this redesign and give a high level description of what you did, and what you found.

I was tasked by the Baltimore Bike Club (BBC) with the task of redesigning the BBC website. Using the work of this class as a framework, I analyzed the current BBC website along with other bike club websites in the area, Chicago and Seattle. An environmental analysis of the current website was performed. An analysis of the current site by student user interface experts was performed. Interviews with experienced cyclists, new cyclists and non cyclists were conducted. Based on the results of these interviews a “paper prototype” of a new BBC website was developed and tested in further interactions with experienced cyclists, new cyclists, and non cyclists. This paper prototype was modified during the course of these interviews to reflect the concerns of these participants.

Based on the input from the participants, the website was revamped considerably, going from the Joomla-based system shown in figure 1 to the HTML5 version shown in figure 2. In addition to the cleaner look, the proposed website provides deep integration with social network services such as Facebook, Twitter and Strava. Through the use of an extensive profile section (resembling that of LinkedIn), members of the website will be able to direct and customize the kind of information they receive in a way that should greatly enhance their experience as a club member. Possibly more importantly, the new website takes advantage of

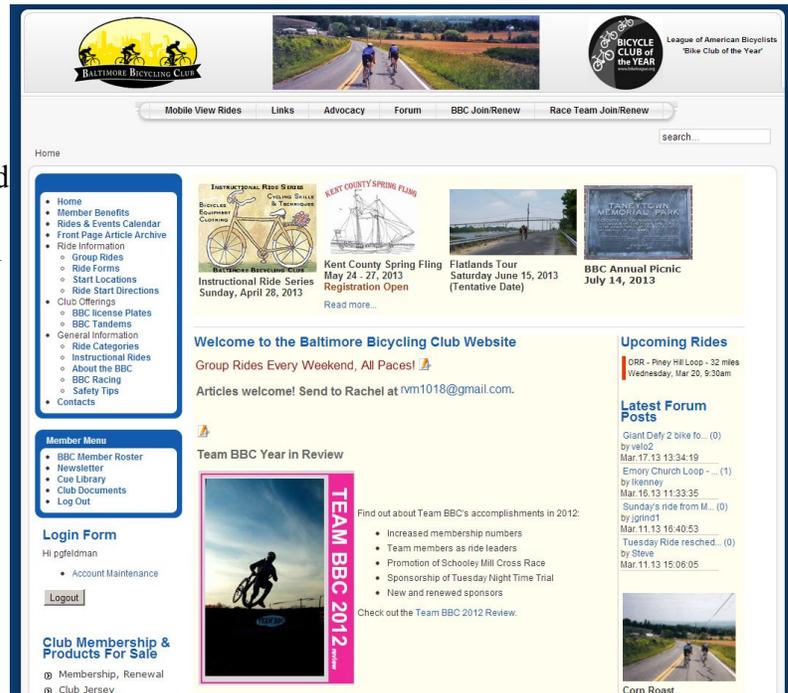


Figure 1: Current BBC Website



Figure 2: Proposed BBC Website

search engine optimization, the proliferation of micro-publishing and social networking systems to actively publicize the bike club to the largest possible population of potential members.

Introduction

Describe the site you are redesigning, and your redesign goals.

The Baltimore Bicycling Club (BBC) was established in 1967 and has a membership of over 1700 riders. The club is a not-for-profit recreational organization is to promote and sponsor bicycling activities in Baltimore City and neighboring counties. The BBC also promotes, defends, and protects the rights of bicyclists for a safe road riding environment through advocacy and education.

The BBC Website is the primary “face” of the Baltimore Bicycling Club. It has already gone through two major revisions in its short history: first, the initial “brochure-ware” website was constructed to provide a basic web presence. This was later integrated with cuesheetcentral, a flash-based website that I wrote to enter an maintain a cue sheet library and lead rides. Most recently, the website was re-hosted onto a Joomla content management system (CMS).

However, the Internet is a rapidly evolving a new capability – the gathering and distribution of contextually meaningful information. Although not quite the “Semantic Web” of Tim Berners-Lee, technologies are coming into play that can be integrated with the promise of greater usability thorough the use of mobile, social, apps, and Big Data. Since the last major upgrade of the BBC website, tablets have been introduced and have become a huge section of the consumer market, smart phones are becoming dominant, and social media has toppled regimes across the Middle East. It’s time to take the next step.

Within this context, I propose that the BBC website be restructured to be less of a site where the storage and presentation of the data that pertains to the club is stored completely within the website, and more of a site that “cross aggregates” between sites that already contain sophisticated capabilities well beyond our means to duplicate. Possible examples include:

- Forums from Facebook and Twitter
- Cue sheets from RideWithGPS
- Rider status from Strava
- Publishing from Wordpress and Pinterest
- Pictures from Flickr and Instagram.

At the core of this system is the primary piece of club-held data, the rider profile. In addition to the regular demographic information that profiles typically have, a BBC website profile contains user credentials for websites that a user wishes to be able to integrate with through the BBC¹. Using this information, members could search for upcoming rides that are of the appropriate level of effort that

¹ In numerous interviews with potential users, the issue of privacy was dealt with effectively by the BBC (a dues-paying membership club) was the only repository of the user's credentials. This level of trust is extraordinary in the opinion of the author, and one of the main reasons that this type of redesign is being presented.

their friends have also expressed interest in. If desired, friends on their social networks that are not club members could be notified that they are “possibly” “likely” or “definitely” going to be participating in an upcoming ride. Non-member users could have constrained communication with the club or members through the BBC website or through other social networks by using, for example “#baltobike16+” on twitter, which would post a message to the 16+ mph forum within the club.

User / Task / Environmental Analysis

User analysis: describing the population who uses this site

The user is a member or potential member of the Baltimore Bike Club (BBC).

The current demographics of the BBC are “graying” – most members of the club are over 40 and many are a good deal older. Demographics are not available, but are probably similar to the USA cycling demographic². USA cycling is a racing organization and caters to enthusiasts, so it may be safe to say that it will skew somewhat younger. Even taking that into account, the USA cycling members are largely middle class males, aged 30 – 50.

The BBC needs to support its current demographic and also reach out to new riders. It is likely that there are many other riders, as the report *Analysis of Bicycling Trends and Policies in large North American Cities: Lessons for New York*³. As can be seen in the report, the cycling community is quite diverse. It is approximately 75% male, with most riders between 25 – 64 years old. Riders are economically heterogeneous, and mostly white.

In addition to meeting the needs of current users, the BBC has an expressed mission to reach out to new riders. Of particular interest is the population of younger people who already use a bicycle but have not considered joining a club. Among the population of internet users, Search⁴ and Social Media^{5 6 7} are two of the most popular. The majority demographics of those who use Search are mostly white and well educated, aged 18 – 64, with incomes above \$50,000 and no significant difference by gender. On the other hand, social network users are more ethnically diverse, but younger (18 – 49), with lower incomes and with significantly greater female participation.

Internet users provide the BBC with a vast potential audience with particular needs that need to be addressed. The club will need to optimize its new website to reflect and support these new realities.

Identify 5 tasks that they would want to do on this site (a list is fine)

- Find out about club or club member’s activities
- Find club description
- Find rides

2 USA Cycling Member Survey Results Section I: Demographics

<https://s3.amazonaws.com/USACWeb/forms/encyc/USAC-2010SurveyAnd2008Comparison.pdf>

3 Analysis of Bicycling Trends and Policies in Large North American Cities: Lessons from New York -

<http://grist.files.wordpress.com/2011/04/analysis-bike-final1.pdf>

4 Search Engine Use 2012 <http://www.pewinternet.org/Reports/2012/Search-Engine-Use-2012/Summary-of-findings.aspx>

5 The Demographics of Social Media Users: <http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>

6 Why Americans use social media: <http://pewinternet.org/Reports/2011/Why-Americans-Use-Social-Media.aspx>

7 Millennials will make online sharing in networks a lifelong habit <http://pewinternet.org/Reports/2010/Future-of-Millennials.aspx>

- Find ride descriptions / cue sheets
- Find events
- Lead rides
- Join/Renew membership
- Register for special events
- Interact with other club members

Create an HTA (either text or hierarchical) for one of these tasks

The following shows the type of interaction that a visitor to the BBC website could have when searching for an upcoming ride:

- Navigate to <http://www.baltobikeclub.org>
- Click on “Upcoming Rides” link (this brings up the “ride search” page, with filters set for the next 7 days)
- Select from the following tabs
 - Calendar (default)
 - Click on the desired date or change the month/year
 - A popup list appears with the filtered results
 - Click on desired ride in the list or close
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
 - List
 - Click on desired ride in the list
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
 - Maps (displays routes as clickable lines on a scrollable, zoomable map)
 - Move cursor over routes. A tooltip will show additional information about the ride
 - Click on desired route on the map
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
 - Pix (shows a grid of pictures that have been tagged from routes that are being used in upcoming rides. Borders of the pictures are color-coded to reflect the group riding, and the pictures are also sorted by ride category)
 - Move cursor over pictures. A tooltip will show additional information about the

- ride
- Click on picture
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
- Blog (shows a list of blog entries that have been tagged from routes that are being used in upcoming rides. The blog entries are sorted by ride category and include ride description information. There may be multiple blog entries for a particular ride. Blogs are shown in a collapsed state)
 - Click on a blog entry “expand” to read the entire entry.
 - Click on “Select” to proceed or “Cancel” to revert to the blog list.
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
- Type in a Search (e.g. “50 mile rides in Howard County”)
 - View automatically switches to list view
 - Click on ride in the list or adjust search.
 - Dialog pops up allowing you to alert the ride leader that you may be coming to the ride.
 - Select “Maybe”, “Likely” or “Definitely”
 - Add contact information by filling out name, phone, email fields.
 - Click Submit or Cancel
- User Filter dropdown (adjusts current view to include selected, nonexclusive, choices)
 - Tandem
 - Mountain
 - Casual
 - 10-12 mph
 - 13-15 mph
 - 16+ mph
 - All Pace Short
 - All Pace Long
- Mobile (TBD)

Environmental analysis: describe the environment where this site will be used and the impact it will have on the redesign.

The site (or more accurately the content of the site) should be accessible from a variety of locations. Users at home should be able to reach the site from their home computers and tablets. Mobile users should be able to reach the site from their phones. Potentially other means could be used to reach users. For example, text messages could be sent to subscribers who want to be informed of newly posted rides in a particular category (weekday rides, for example). Email

listserves could also be exploited for similar purposes. The idea is to have the information from the site be visible anywhere the users might find convenient. For example, pictures from bike tours could be cross posted to Pinterest. Upcoming rides could be shown on Facebook. Mashups of data (traffic, weather, GIS) could be combined to allow a rider to set an alarm so that they have time to get dressed, load the bike and drive or ride to a ride start.

HE assignment

Summarize how many evaluators you recruited.

Including the author, four evaluators were recruited from the class to participate in the Heuristic study. This allowed three evaluators to evaluate the fourth's website. As a result of this arrangement. Evaluators did not have to evaluate their own website. In the case of the Baltobikeclub.org evaluation, the three evaluators consisted of one woman and two men.

Summarize the most common problems (things encountered by multiple evaluators), and severe problems that were only encountered by 1 evaluator.

Based on the aggregated problem reports, the main negative issue that there is no site-wide help. The other two issues are primarily appearance-related, relating to crowded text and menus. This can be a hard problem to avoid with content-management-based systems such as Joomla and PHP-Nuke. Content-management systems can be quite good about providing functional websites. Making them uncluttered and is another matter – particularly in volunteer organizations where everything is done by committee. There is significant pressure to have content that addresses every aspect of the club but no consistent aesthetic theme enforcement. In the absence of a highly restrictive themes such as those that are commonly found in wordpress sites, clutter tends to be the default appearance.

Describe possible solutions for all problems, and include an estimate of their complexity to fix each. Include a brief (100-200 word) reflection about this process.

The first problem, that of a lack of site-wide help can be addressed in two ways. The first is to add a “help section”. This can work, but may be more useful as an overview that describes the major sections and the overall “philosophy” of the site. A separate help section can have difficulties assisting in more context sensitive areas. In this case, tooltips can be much more useful.

The clutter can best be addressed by adopting a CMS engine that has themes that are more esthetically integrated. This either means finding a new CMS or developing a custom system. Given advances in available APIs, this may actually turn out to be an attractive option. A third possibility would be to contract to an outside firm to develop and/or modify a set of plugins for the existing Joomla installation that will support the desired esthetic and additional capabilities that the BBC is seeking in it's website.

Reflecting on this exercise, I'm of two minds. First I'm glad I don't do this for a living. I would go mad. Which leads me to my next thought. Does anyone like doing this? Or is this still done mostly because we have yet to figure out how to do this using automation? I'm not talking about bug-tracking here, because that is more tied into the process of development (for example, some incorrect calculation feature in a spreadsheet). And in fact, bug-tracking and fixing is reasonably mature. We have white box and back box tests that are run under

continuous integration systems. And yet there seems to be nothing of the kind for GUIs.

Think aloud with existing website

Describe the participants for this evaluation (keep them anonymous).

There were four users that participated in the study.

- A woman (CK) in her early 40's who was an occasional rider but who had ridden more in the past
- A woman (BS) in her early 50's who was active, but not a cyclist
- A man (BK) in his mid 40's who was inactive, but was considering taking up cycling
- A man, (BW) in his late 40's who was an experienced cyclist and runner

Additionally, I contacted 5 additional users regarding how they would get information about starting a new activity such as riding. These individuals were both male and female, and ranged in age from 19 to 54.

Describe the tasks the users performed (this should have been at least 5), and describe why you focused on these tasks.

I took some liberties with this assignment. Since I have been tasked to replace the current BBC website, I couldn't bring myself to do a thinking aloud on a site that was essentially the walking dead. Rather, I decided to ask my users to pretend that they were either "New Cyclists" if they were inexperienced or non-riders, or that they were experienced riders moving to Seattle or Chicago. I chose Seattle, because it has the Cascade Bike Club, which is the most sophisticated bike club website that I know of. Chicago was chosen because it has a large cycling presence, but no dominant club.

By focusing on tasks rather than any website in particular, I was able to note how users found cyclist websites and the sort of information they were looking for when they got there. This was important because it informs the type of search terms that the website should be responsive to as well as allowing a "meta" view about how potential users of different abilities look for information. If there were common threads across multiple websites, then it would be best to ensure that these needs were addressed.

Before I had my users go through their tasks, I contacted the 5 additional users mentioned above about how they would get information about starting a new activity such as riding. Without exception, all said that they would prefer to ask someone they knew about the activity. If a friend was not available, then they would then try a variety of means. Several said that they would go to a bike shop first. The general bias seemed to be: "Talk to some people first to get a sense of things, then go to Google to find out more".

The only exception to this was the two experienced riders. They already knew what they were looking for and went directly to the Web.

All users except for one went to Google. All searched for "xxxx cycle club" or "xxxx bike club" where xxxx was the closest city. These included Annapolis, Columbia, and Baltimore. In the

case where the users were already familiar with the local cycling scene, the tasks were set in Chicago and Seattle as described above.

Interestingly, the one user who started out by using Bing had terrible search results. A search for “Columbia MD Cycle Club” brought up results for Columbia MO, and Columbia TN, and USA Cycling, which is the USA bike racing organization.

All data was entered in a spreadsheet to support dynamic aggregation based on sorting.

Summarize the most common problems (things encountered by multiple participants), and severe problems that were only encountered by 1 participant.

There appear to be fundamentally three groups of users. *New Riders* want a simple overview of the club and rides. They want to see what kind of person is a member, and if the club looks like the kind of organization that meets their needs. *Experienced Riders* want to know what the rides are like first, and what the club is like second. *Club Members* need clear access to club activities such as leading rides, that the other two groups don’t need to know about.

Beyond that, an important point is the necessity of simultaneously providing information in a clear, uncluttered way, while also providing numerous ways to look at that information. Some users like lists. Some like calendars. Some want ride descriptions while others want maps and ride profiles. The desire to find data by searching rather than running down links seems common. One user actually did Google site: searches to find information in the club website.

The worst problem involved the Cascade Bike Club. The CBC is a technological marvel of bike websites, in that it actually has employees to maintain the site. As such it has a lot of capability, and has blogs, a Facebook presence, even a Wikipedia entry. Interestingly, all the ancillary websites actually rank higher than the main CBC website. This makes finding the CBC site from a generic search problematic. Although nearly half of the Google hits for Seattle had a mention of the Cascade Bike Club, only the Wikipedia entry had a link back to the home page. The Facebook page and the blogs did not appear to have one.

Describe possible solutions for all problems, and include an estimate of their complexity to fix each.

The solution for the linkback problem for the Cascade Cycling Club is to ensure that all the various organs of the club have explicit links to the main club page that are easy for both users and search engines to find. This is a critical point, and one that I would never have thought of without doing this study.

The second issue is the providing of information in a variety of formats to users based on their needs. To a degree, this simply means following the Document-View architecture that we should all be following anyway. However, that being said, I think it would be worthwhile to provide components that provide easy switching between views while maintaining particular filtering. For example, a user might want to switch between list view, calendar view and map view while looking only for rides within 30 miles from home that are between 40-60 miles long.

For a more detailed analysis for all problems, see the CriticalIncidentReportHCC729.xls contained in this deliverable.

Include a brief (100-200 word) reflection about this process.

All in all, I found this exercise to be extremely useful. It pointed out how people find this kind of information and gave me lots of good and bad examples of how to do things. In the process, I have made significant revisions about how the new BBC website should be organized, and how it should work with its ancillary Facebook/Twitter/Strava/RideWithGPS/Instagram web footprints.

Paper Prototypes

Introduce your prototype and describe what tasks it currently supports.

The overall structure of the initial proposed website is shown in Figure 3, below:

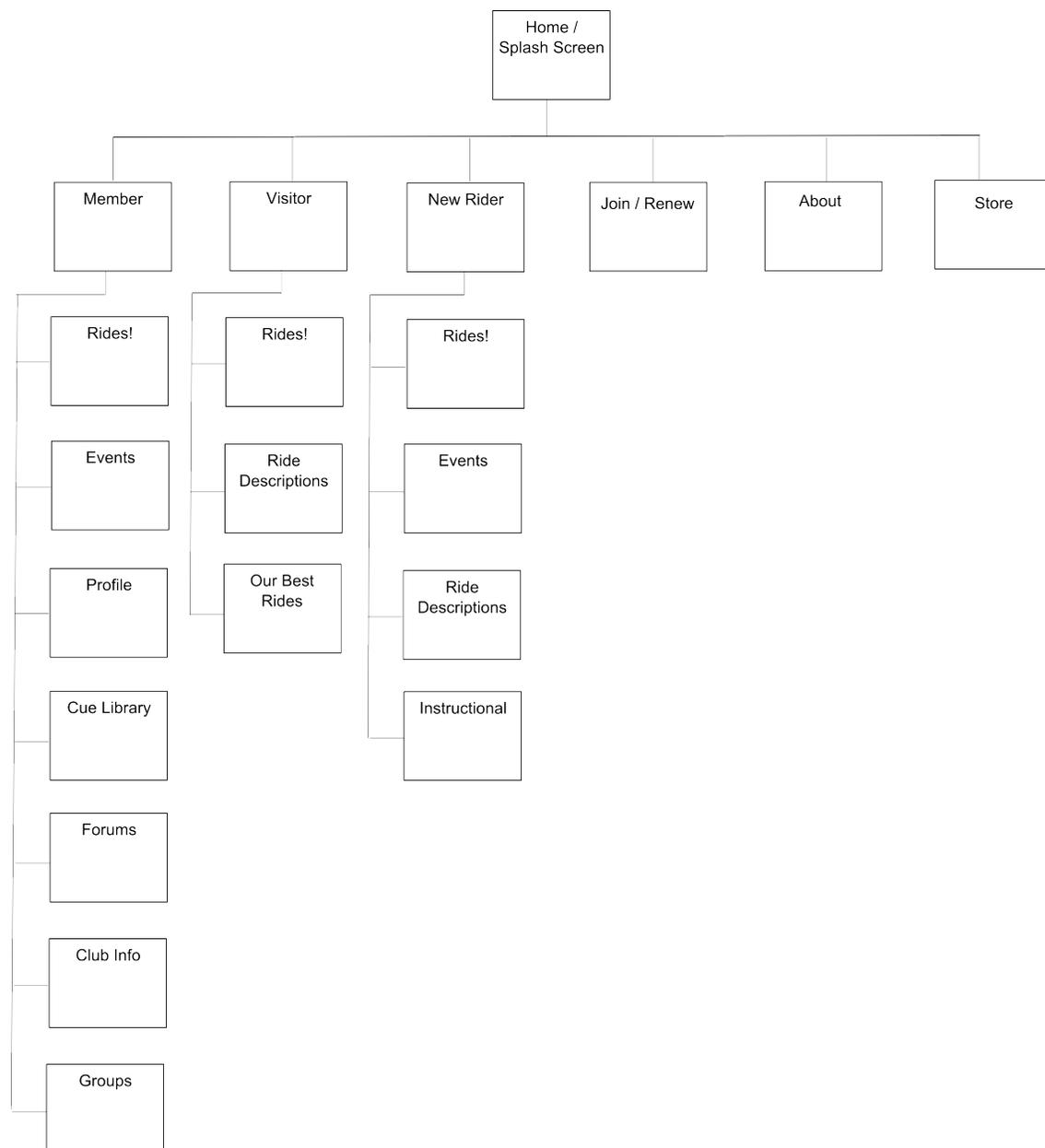


Figure 3: Paper Prototype Site Hierarchy

The full site is included as PaperPrototype.zip in this deliverable. In the paper prototype, the components that do work on the current site (cue sheet navigation, descriptive text) are pasted in as place holders. The store is a copy of the Garmin-Sharp Cycling Team apparel store. The Join/Renew page is a hacked-up screenshot of the Sierra Club's site. The dynamic items are assumed to be JavaScript implemented using the YUI library, which will connect to a MySQL back-end accessible through servlets running under a Tomcat instance. Maps will most likely be handled through RideWithGPS, with whom I am currently in discussions with about accessing their API:

Describe what you focused on in your redesign and explain your design decisions.

The paper design was developed as an attempt to address the concerns brought up by the users in the previous study: *New Riders* want a simple overview of the club and rides. They want to see what kind of person is a member, and if the club looks like the kind of organization that meets their needs. *Experienced Riders* want to know what the rides are like first, and what the club is like second. *Club Members* need clear access to club activities such as leading rides, that the other two groups don't need to know about. As such, the main page was laid out to provide a clear way for these types of users to get to the information that they want. The home page is shown in Figure 4:

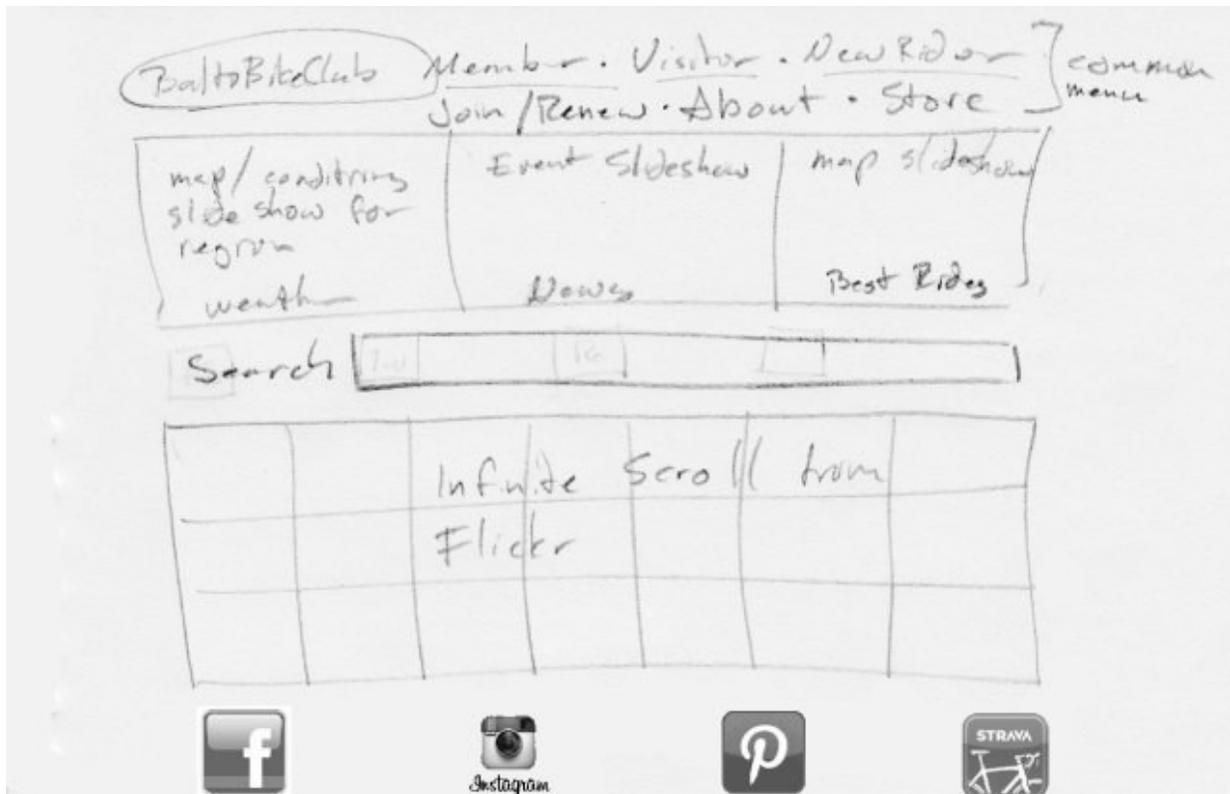


Figure 4: BBC Home Page

The page is divided vertically into several sections.

- The top sections contains the top-level sections. Clicking on these links should take the user to where they want most of the time. There are Member, Visitor and New Rider links for the type of rider that might be visiting, and then a set of links for joining the

club, getting more info, or getting items from the store. A “Help” was added after the scan.

- The second section is a scrolling set of slide that show items that might be of immediate interest. In Figure 4, three elements are shown: A live weather map, a slide show of events, and a map showing rides (either for today, or best rides).
- The third section is a site-wide search.
- The bottom section contains a scrolling grid of photos from various club rides and activities. Clicking on these link to the rides, blogs, or other topics that the picture relates to.
- Lastly, along the bottom edge are links to the BBC presence on other platforms.

I will be using this framework to brief the BBC board, as well as describe what’s going on with the site mechanics with the RideWithGPS developers. I’ll add to this when I get some impressions.

Think aloud with proposed website

Describe the participants for this evaluation (keep them anonymous), but do mention if they are the same or difference from the previous evaluation.

There were three users that participated in the study.

- A man (BK) in his mid 40's who was inactive, but was considering taking up cycling. This participant was also involved with the previous study.
- A man, (BW) in his late 40's who was an experienced cyclist and runner. This participant was also involved with the previous study.
- A man, (DK) in his early 40s who is an experienced cyclist and hiker.

Describe the tasks the users performed (this should have been at least 5), and describe why you focused on these tasks.

For a more detailed analysis for all problems, see the PaperPrototypeCIR.HCC729.xls contained in this deliverable.

There were 7 tasks:

- Find Club Activities – this task reflects a user learning about activities that the club does beyond the regular ride calendar. As the club sponsors quite a few of these, it is important that they be found and that they are regarded positively.
- Find Club Description – This task reflects a new or visiting rider learning about the club
- Get Instruction – This task reflects a new rider getting familiar with riding as well as the club. The BBC expends considerable energy in providing an “instructional ride series”. These are well received and the website needs to support them.
- Find Rides – This is the core activity of the club.
- Get Ride Description – This is strongly related to finding a ride.
- Find Events – Events are large club activities. For example the club runs the Civil War Century, a 100 mile ride that has thousands of riders. Advertising and supporting such events is an important club activity.

- Register/Join – Registering with the website and/or joining the club need to be simple, clear and easy to find.

Summarize the most common problems (things encountered by multiple participants), and severe problems that were only encountered by 1 participant.

The most common task problem had to do with finding rides. There were three incidents within that task:

1. The user wanted a variety of ride selection options: “Maybe”, “Likely”, “Definitely”. This was requested by every user of the Paper Prototype.
2. The user wanted to sign up (or at least view) rides from a given category in the “Ride Description” section
3. The user expected a set of the best rides in the BBC inventory and saw that. He also wanted to see if/when any of the rides were currently scheduled. He also wanted the (appropriate) filters from the ride search

The most severe problems that were encountered by only one participant were as follows:

4. BK wanted better ride description information, particularly in the instructional section. The current site simply has contact information
5. BW wanted better ride description information as well. In this case he wanted pictures of the ride leaders
6. DK only had one problem in that he wanted to see if any of the rides in the “Our Best Rides” section were going to be led.

Describe possible solutions for all problems, and include an estimate of their complexity to fix each.

Solutions for the above problems, as taken from the Critical Incident Reports:

1. Add buttons to all rides/events. Base on Evite. SDKs may be available from here: <http://evitealternatives.com/>
2. Add cross linking wherever possible. Note that care will need to be taken in later maintenance of the site. There may need to be some dynamic link assignment.
3. Implement filter subset (May just be a SELECT statement. Not sure). If this turns out to be a big deal to implement, then it's probably not worth it. This depends to a degree on the mechanism of integration with other sites.
4. If arranged to provide a wide variety of instructional information ranging from how and where to buy a bike to training for your first century, this area can provide a mix of text, photos and videos to allow the user to get considerable instruction without having to take a class.. Note that this is the same information that the user requested in the FAQ, above. In that case, the FAQ could link to sections in the Instructional pages of the site.
5. Add an area where members can upload their pictures. Will require some administration (but then the forums will too). Actually getting people to upload pictures may require some effort.
6. Same as 5, above.

Reflect on whether or not the redesign improved any of the problems that were discovered from the HE or the TA.

As this is a redesign based on the UARs and the other studies performed for the class, the new design addresses each of the problems discovered in the HE and TA.

Include a brief (100-200 word) reflection about this process.

These things are a big pain to do, and annoyingly useful. Running users through the system very early on is really just another form of collaborative design, since suggestions can be rapidly incorporated in the paper design as long as they don't break the "architecture". I was able to change some link names and get much better comprehension on the part of the users.

Though more interestingly for me, (and what often seems to happen with loosely structured interviews) is how themes start to emerge by watching the user perform their tasks and then asking questions about that. In this case, the website is for a dues-paying club. In the era of Big Data, why would you need that? The answer that emerged through these and the previous interviews is that a club website has the opportunity to organize and present information in a way that is unique.

Reflection / Recommendation

What recommendations should be made to improve the site?

A club has a high degree of trust. As such, the users in the test were comfortable with entering information (credentials, etc) that they would not feel comfortable entering for a commercial site. As such the club is able to take their information, federate it with data that is available from other sources and provide that information (in this case) in a bike-club-centric. The participants in this study found the idea of having this level of integration almost magical, and thought that it easily increased the value of belonging to the club.

Based on these interactions, the design of the revamped BBC website should be considerably more valuable to the members (and potential members) of the Baltimore cycling community. It remains to be seen if this will have any affect of the age demographic of the club, but it will certainly have up visible and active in the right places, and providing a strong incentive for membership.

Describe the potential benefits and costs of making these changes.

This update will probably not be cheap, but then again, the cost of creating and updating the Joomla site has not been trivial. The proposed site, with some tweaks should certainly be enough to solicit bids, which will allow for a better informed discussion on the tradeoffs of proceeding vs staying with the current site vs something else.

Is there more investigation that needs to be done to find an ideal solution? If so, what steps should be taken to address this?

I believe that that the full site should probably be wireframed and tested against a larger user base. Once testing (and any subsequent adjustment) is complete, then bids should be solicited to

see how much implementation of the proposed site should be. If the development effort falls within the range that the club can support, then it should be time to determine a milestone schedule and proceed with development.

Describe how the prototype has changed since the final think aloud (if relevant)

The goal of a pay-for-membership club used to be to provide social interaction, organization and content. This took money, as content had to be printed and mailed, and social organizing often required the renting of spaces, or other resources to support activities. With modern technologies, most of this can be made available in one form or another at little to no cost. The question is then, why have a club with dues?

Over the course of this analysis, I have come to believe that clubs are uniquely suited to organize and present information in a way that for-profit and or generic social networks cannot. It is the presentation of this information in a context where the user can be confident that their information will not be sold or used against their wishes that a dues-paying club can add value in the dawn of the big data era

Appendix / Supplementary Materials

Hierarchical Task Analysis (either graphical or textual) of at least 1 task (see page 3)

Heuristic Analysis UARs (HCC729UAR_BBC.xls)

Think Aloud Critical Incident UARs (using existing site) (CriticalIncidentReportHCC729.xls)

Paper Prototype (images with description) (BBCSlides.zip. Slides with descriptions are at <http://phcc729.wordpress.com/2013/03/07/well-thats-a-lot-of-pages-website-paper-design-1/>)

Think Aloud Critical Incident UARs (using paper prototype) (PaperPrototypeCIR.HCC729.xls)

Final Paper Prototype (images with description) (note that this is optional)(BBC_index.jpg)