BCCVL – a case study in improving user experience through branding, marketing, visual design, functionality & usability.

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User experience (UX) seeks to improve consumer's attitudes towards a product/service. UX encompasses the complete experience of a product or service by utilising good user interface, marketing, user support and other collateral. Often in eResearch applications and services, UX is overlooked in the effort to develop increased functionality. This is despite the relatively low cost of implementing good UX and the positive impact that this has on user uptake and acceptance via the user's perception of professionalism and legitimacy. This is particularly pertinent for the sector as it is increasingly compared with services offered by commercial enterprises.

This presentation will deliver a model for developing a good user experience for eResearch tools and services. The model will be explained using the Biodiversity and Climate Change Virtual Laboratory (BCCVL) as a case study and highlight improvement in user experience through functionality, usability, and visual design in combination with branding, marketing, and advertising. IT will showcase practical examples of

- BCCVL website development;
- BCCVL application usability and visual design audit;
- Setting user perception and managing expectation throughout development;
- Integrating video; user support and branding to deliver a consistent message;
- Marketing/Advertising methods.

The BCCVL is a "one stop modelling shop" that simplifies the process of biodiversity and climate change modelling. It is an online portal that offers a series of biological, environmental and climate change datasets that ecologists can use across a number of experiments to explore, investigate and accelerate biodiversity and climate change research, which was not previously possible without access to high-performance computers.

ABOUT THE AUTHORS

Kelly Lennon

Kelly Lennon, Griffith University is the Communications Lead of the Biodiversity and Climate Change Virtual Laboratory. Ms Lennon has worked in both state and local government for the previous 13 years in areas of communications, engagement and web projects. Ms Lennon applies her skills and corporate knowledge to develop effective and innovative communication and marketing plans. Her interests include: consumer behaviour within social media platforms, social psychology, copywriting, media planning, digital media, and audience research. Ms Lennon is soon to complete a Bachelor of Behavioural Science (Psychology)/Bachelor of Business (Advertising).

Hamish Holewa

Hamish Holewa is the Project Manager of the Biodiversity and Climate Change Virtual Laboratory. He has lead the development of the AeRO Tick framework that provides a method of increasing users support and discovery of eResearch services nationwide. Mr Holewa has been responsible for many innovative, cross-institutional, large scale eResearch Tools and Virtual Laboratories including Quadrant and the Biodiversity Climate Change Virtual Laboratory. He has worked in research, management and policy development roles for the previous 10 years, has been involved in over 16 research projects across Australia, New Zealand, UK, China, India and Bangladesh and named author on over 35 research publications. His research and professional interests include: technology development for research collaboration; technology and application user experience; sustainability models; health economics; international health inequality; and supportive care issues. Mr Holewa has an interest in sustainable eResearch applications models and holds the role as COO for the Austral-Asian Journal of Cancer.