



CLIENT

University of Michigan Human Resources (UHR)

PROJECT

Redesign and develop a web site that improves findability and user experience for the University’s employees, job seekers, and retirees.

CHALLENGE

The University of Michigan is one of the premier public institutions in the world. University Human Resources serves more than 45,000 faculty and staff. The UHR website did not fully reflect the extent of resources available to employees, and the value of working at U-M.

- HR information was housed in individual web sites organized by internal departments rather than users’ needs
- Users had difficulty navigating and finding information
- Websites were not optimized for phone and tablet use
- Visual design was dated and did not fully reflect new U-M brand standards
- A variety of content management platforms were used
- Content was not “web friendly” and was difficult for staff to manage and update

OUR APPROACH

With our information architecture partners, The Understanding Group (TUG), we conducted one-on-one interviews with staff, faculty, retirees, and other stakeholders. Through this process we clarified the goals of the HR Communications project team and learned how users searched for content and what topics they looked for.

- All HR content is now consolidated under three main sections: Working at U-M, Benefits and Wellness, and About UHR
- Site structure allows content to be gradually revealed as the user progresses deeper into the site
- The responsive design works on all devices and includes: persistent primary navigation; bold section landing pages with easily scannable “topics”; large type size to improve readability; engaging, human-centered imagery
- The site was developed with Drupal 7 and includes custom code for sophisticated menu and image delivery systems
- Content entry process is now simplified for HR staff
- Site fully conforms to W3C web accessibility guidelines

RESULT

A bold, easy-to-use website that reflects the U-M brand

> hr.umich.edu

Research, Strategy, Project Management, Responsive Web Design & Development

