

IA activity	IA activity format
Stakeholder interviews	45-minute guided conversations in a video format. The findings summary includes stakeholder interview insights.
Analytics review	<p>Dashboard and analytics data export in an Excel file or PDF.</p> <p>The findings summary includes key metrics and their performance. For websites, key metrics include most visited pages, common search terms, device breakdown, return users, referring sites, scroll depth.</p>
User interviews	45-minute guided conversations in a video format. The findings summary includes user interview insights.
IA and content audit	<p>A step-by-step walkthrough of key user flows in Miro or Figma, what's going well, and what could be improved. The audit includes screenshots and videos to show frustrating interactions (filtering experiences, looking at you).</p> <p>The findings summary includes key metrics and their performance.</p>
Findings summary	A standalone PowerPoint presentation OR a dedicated section in the final report

<p>New information architecture (sitemaps, content modeling)</p>	<p>Sitemaps – the public-facing structure of the website, including the navigational menu and footer; shown in a hierarchical diagram in Miro or Figma.</p> <p>Content modeling – the technical structure intended for internal use only, depicting the various content types and their interrelationships within the site; shown in a hierarchical diagram in Miro or Figma.</p>
<p>Content wireframes for key pages</p>	<p>Mockups for key pages/flows in Miro or Google Docs, showcasing content elements in a hierarchy, the rationale for each, and sample copy</p>
<p>Content testing plan and findings</p>	<p>Content testing plan – A Google Doc outlining research goals, hypotheses, participant recruitment, and costs.</p> <p>Content testing findings – User insights and recordings are stored in the user research platform (e.g. UserFeel). I create a copy for my own use and share an overview of findings with any Personally Identifiable Information (PII) removed in a presentation format, generally as part of the final report.</p>
<p>Final report</p>	<p>A buttoned-up report in a presentation format (PowerPoint/PDF). My latest report was 75 pages, but I also provide more condensed versions of my usual reports based on the client’s budget and timeline.</p>