New Website for the Next-Generation ARM User

ARM CLIMATE RESEARCH FACILITY

OVERVIEW

A new ARM website went live December 29, 2016. The redesign of arm.gov was almost two years in the making. To ensure the new website hit the mark with audiences—particularly new ARM users—needs assessments and research were conducted. The navigation, design, and content were vetted through an extensive review process.

CONTACTS

Please share feedback with the web development team:
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Special thanks to all the ARM developers who worked on the redesign.

PROCESS

A two-day workshop was held in February 2015 with a multi-lab team to identify audiences and requirements for the site. The design and development team:

- Conducted internal and external surveys
- Coordinated a usability study with the University of Tennessee on the old site and a strawman design
- Applied comprehensive analysis on the existing site architecture
- Studied Google Analytics to determine how the old site was being used

The review process included numerous presentations to ARM leadership, the ARM User Executive Committee, and the multi-lab web team, as well as at two ARM Developers Meetings.

A usability study of the new site conducted before the site launch showed an 89 percent success rate in potential new ARM users navigating the site to find pertinent tools, information, and support.

Work will continue on the site to bring in Phase 2 development.

NEW FEATURES

In response to user feedback, the website was redesigned to make:

- Navigating easier by reducing the number of tabs at the top from ten to five
- Accessing data easy by making it the first navigation tab
- Submitting campaign proposals faster with a new form
- Searching instruments and value-added products (VAPs) speedy and efficient
- Searching the site more effective with a new search capability that sorts by relevance and latest content
- Finding important information from any page simpler with a new footer navigation
- Featuring timely information accessible onthe front page, with all articles searchable under News & Events
- Getting help a snap with a new question form in the footer.

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