



## The Team

Taylor Grace

Tina Grover

Ryan Johnson

Jeff Keller

Kelly Knickerbocker

Ekaterina Shevchenko

## The Client



Established in 1990, Lightspeed is dedicated to making a remarkable difference for teachers and students by creating access to powerful in-the-moment insights into the learning process. We create access to the teacher's voice for all students in the classroom that isn't there for them without our solutions. We also provide access to authentic student conversations and the learning process that isn't available to the teacher in any other way. At our very core, we aspire to improve the lives of those we touch with our research, products, service and partnerships.

## Project background

Lightspeed's content inspires educators to discover new, innovative ways to reach their students using technologies that remove barriers to learning across a variety of classroom formats. The company's tone of voice across all materials is formal, caring, authoritative and innovative. In addition to school administrators and technology directors, a potential target audience for Lightspeed to explore in the future is K-12 teachers at public and private schools throughout the U.S. More specifically, younger, more tech-savvy teachers who are proactive and willing to advocate for the tools they need to do their job. Cindy, our target persona, goes through four stages along her user journey, including awareness, research, recommend and engagement.

## Methodology

After diagnosing usability barriers, our team has identified methods by which Lightspeed can improve content performance for users. We've expanded on our previous recommendations, while also establishing key performance indicators (KPIs) that provide a framework for measuring progress toward addressing usability issues. Importantly, Lightspeed should consider gathering analytics and conducting research of the current state for each KPI in order to

establish a baseline for evaluating progress.

## Information architecture recommendations, refined

To increase ease-of-use for all of Lightspeed’s web visitors, we suggest the following updates to the site’s information architecture:

### Content category standardization

The content categories included in the main navigation and the footer are inconsistent, including when referring to the same piece of content. For example, in the main nav, “Resources” is where whitepapers, videos and customer stories live. In the footer, those items are included under a heading called “Learn.” To avoid confusion, ensure that all content categories are standardized across the organization and catalogued for quick reference.

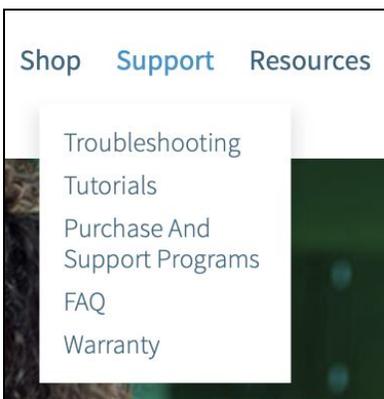
### Consistent ordering of navigation options

The main nav and the footer contain many of the same menu options, but are ordered differently on the page. For example, “About” is the second to last menu option along the main nav, but the first menu option along the footer. For a consistent user experience, the options in both areas should be consistent.



### Consistent subnav options

In addition to standardizing content categories and nav menu ordering, subnav items should mirror each other in the main nav and footer. For example, in the main nav, “About” has no secondary drop-down sections listed. In the footer, “About” has five sub-sections listed. Similarly, “Support” in the main nav includes a FAQ subnav option, while FAQ is not listed under “Support” in the footer.



## Layout of sticky nav menu

As web visitors scroll through any page on the Lightspeed website, a sticky version of the main nav bar stays fixed along the top. This is a helpful usability feature that prevents visitors from needing to scroll back to the top of a page before continuing on to explore other sections of the site. However, the layout of this fixed nav could be confusing, as “Contact” appears directly to the left of a search magnifying glass—where you typically see a search field. Consider moving “Contact” to the left alongside the other menu options.



## “Products” vs. “Shop”

For website visitors, the difference between “Products” and “Shop”—both options along the main nav—may not be apparent. We suggest combining both product specs and sales details under one main nav option called “Solutions.” On that page, we believe a comparison tool to evaluate Lightspeed’s offerings alongside each other would be especially helpful for a specific use case.

## Addressing mixed messages around contacting Lightspeed

On the homepage, visitors may be overwhelmed by the number of invitations to connect with Lightspeed—especially if they’re not at a point where reaching out is appropriate. More complicated is that the invitations to connect lead users down different paths:

- Once on the [Contact page](#), users are prompted to choose between requesting an evaluation, submitting a sales inquiry, asking for technical support or finding their local Lightspeed rep; all options lead to separate form fill pages
- On the [Sales Consultants page](#), users can either contact sales or find a rep; both lead to separate form fills

To avoid confusion, consider streamlining Lightspeed’s contact page and the avenues people are given to arrive there. Add “Contact Us” to the main nav for visibility, and use that as an opportunity to remove some of the duplicate links across the page.

## Contact Us

**WE ARE HERE TO HELP!**

You're not going to hit a long phone menu when you call us. Your email isn't going to the inbox abyss, never to be seen or heard from again. At Lightspeed Technologies, we provide the exceptional service we'd want to experience ourselves!

[Request an Evaluation](#)

[Sales Inquiry](#)

[Technical Support](#)

**We have Territory Managers and Resellers in your neighborhood. [FIND A LOCAL REPRESENTATIVE](#)**

**Headquarters**



**Lightspeed Technologies, Inc.**  
11509 SW Herman Road  
Tualatin, OR, 97062  
United States

Hours: 5:00am - 5:00pm Pacific Time Zone

800.732.8999 **Toll Free**  
503.684.5538 **Business**  
503.684.3197 **Fax**

[Directions](#)

## Sales Inquiry

**Contact Lightspeed**

Let's talk about your classroom audio needs

**First Name\***  **Last Name\***

**Email\***  **Phone Number\***

**School District / Organization\***

**State/Province\***  
Please Select

**Country\***  
- Please Select -

**Interested In Learning About\***  
Tell us what product you want to talk about

- Activate System
- Redcat Access
- Topcat
- 955 Access
- Access Link
- Multimike
- Speakers
- Accessories
- Other

**Inquiry Type\***

- I have a Question
- I need a Quote
- Place an Order
- Talk to my local rep
- Other

**Message**  
Is there something specific you want to discuss?

[Submit](#)

**Connect with us**

Our classroom audio experts are ready to answer your questions and offer free consultations.

[Find your consultant](#)

**Helpful and Knowledgeable!** Our customer service and sales support team will ensure you get the right product that meets your needs today and tomorrow. We want to understand your learning environment and goals. This is one way we ensure the highest level of customer service and user satisfaction.

**\*Required Fields**

**Company**

**Country**

**State/Province**

**Zip Code**

**City**

[Find Consultants](#)

### Simplify and streamline the navigation

The Lightspeed website's main navigation and footer are difficult to navigate and have content cross-listed in multiple areas. To simplify the user journey and make it easier to find useful, relevant information, we propose a restructure of both nav menus. The proposed main nav and footer structures also take into account all previous IA suggestions outlined above.

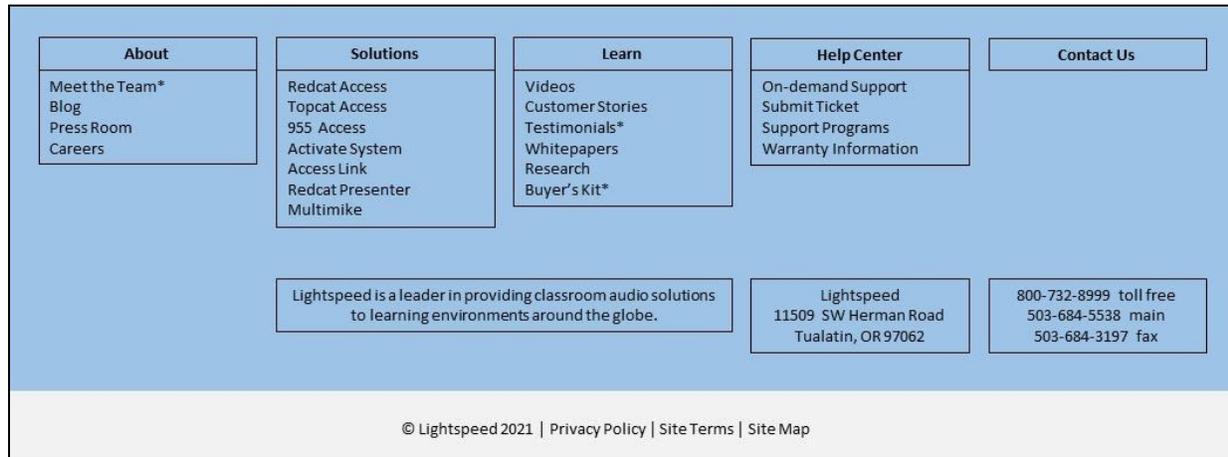
### Proposed website main navigation






<p style="text-align: center;"><b>About</b></p> <p>Meet the Team* Blog Press Room Careers</p>	<p style="text-align: center;"><b>Solutions</b></p> <p>Redcat Access Topcat Access 955 Access Activate System Access Link Redcat Presenter Multimike</p>	<p style="text-align: center;"><b>Learn</b></p> <p>Videos Customer Stories Testimonials* Whitepapers Research Buyer's Kit*</p>	<p style="text-align: center;"><b>Help Center</b></p> <p>On-demand Support Submit Ticket Support Programs Warranty Information</p>	<p style="text-align: center;"><b>Contact Us</b></p>
---	--	--	--	--

## Proposed website footer structure



\* indicates suggested subnav menu option that does not currently exist on the website

## KPIs

KPI	KPI type	Target	Method	Measurement
<b>The website is fully accessible</b>	Behavioral; quantitative; attitudinal; qualitative	100% compliance scores for automated accessibility tests; screen reader interactions are meaningful and effective	Add alt text where missing; improve alt text by making more descriptive; increase color contrast; convert data images to interactive visualizations	Automated accessibility audits; screen reader testing; usability testing
<b>The website is optimized for social media engagement</b>	Behavioral; quantitative	The website incorporates best practices for social media metadata	Add meta tags specific to for social media	Social media referrals and engagement
<b>Search is easy to use and delivers predictable results</b>	Behavioral; quantitative; attitudinal; qualitative	Search is integrated into every page; search results are predictable and useful	Integrate search field into header	Overall use of search; search keywords and search results interactions; usability testing
<b>Navigation is consistent and</b>	Behavioral; quantitative;	Navigation and subnavigation	Apply consistent terms for	Behavior flow chart; card sorting and/or

<b>intuitive</b>	attitudinal; qualitative	is organized according to user expectations	navigation items and categories	tree testing with users
------------------	-----------------------------	--	------------------------------------	----------------------------