

SD/IMP Regional Website Strategy Pilot Final UX Recommendation

September 13, 2018



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Phase 1 Objectives

1. Create a system of consistent, user-centric, student-first experiences across multiple colleges in the SD/IMP region
2. Create a website strategy which the colleges can reference to their own sites to identify any optimizations to make to their own sites, both new and old
3. Organize and streamline a higher education website's content structure to best match a series of user flows
4. Foster consistency across multiple regional colleges for ease of multi-college students



Themes + Observations



Theme 1 | The Philosophy

THEME: A global, omnipresent student-first approach is priority number one.

OBSERVATION: A flat, unclear hierarchy directed to an internal audience (faculty/staff) creates a poor user experience for the primary audience (prospective and current students), leading to confusion and choice overload, making it difficult for users to make a decision when faced with so many options that do not apply to them.

RECOMMENDATION: Build a website navigation that meets the overarching student-first philosophy and specifically targets the primary audience (prospective and current students).



Theme 2 | The Nuts and Bolts

THEME: Tightly bound with choice overload, content overload – sometimes dense, wordy, duplicate content, and other times disparate and sparse content – intimidates users.

OBSERVATION: Currently, faculty/staff have a significant level of input into the types and frequencies of content, often driven by status quo rather than data, and without adherence to guidelines and governance.

RECOMMENDATION: Consider these websites principally as marketing tools to include specific and relevant information for primary audiences (prospective and current students), and secondarily as an online library of resources to satisfy internal audience (faculty/staff) needs. Additionally, it's important to note that users won't consume content just because we put it out there; a main goal is to reduce redundancies and duplication and aim for in a nice balance that allows multiple entry points per audience.



Theme 3 | The Structure

THEME: If the homepage is your digital storefront, consider the navigation your main menu – it's the most prime real estate that sets the tone for your website.

OBSERVATION: What is shown as the main navigation caters to internal audiences (faculty/staff) and its nomenclature is unclear; instead, what should be the main navigation is actually hidden within the collapsed hamburger menu. As internal audiences will know where to find things day after day, prospective students will not; and, as they are a primary audience, it's crucial that they have clear paths to relevant content and actions.

RECOMMENDATION: Create clear paths based on what is most relevant to each audience, which gets them where they need to go, chiefly: about the college, admissions and aid, academics, student services, resources, student portal.



Theme 4 | The Maintenance

THEME: An easy-to-use CMS, coupled with consistent guidelines and governance, will significantly improve the day-to-day operations of the website.

OBSERVATION: The lack of a basic CMS with a templated/modular system makes it nearly impossible for content authors to update content or create net new pages in a timely manner, within the approved guidelines. This inevitably creates havoc, resulting in a patchwork of inconsistent architecture, content, tone and visuals.

RECOMMENDATION: Construct, implement, and maintain rock-solid governance, to include roles and responsibilities, user permissions, workflows, approval processes as well as clear guidelines for brand, content and CMS.



Strategic Vision



What does *student-first* mean?

It's a steadfast philosophy, a foundational truth, a central theme that ties together the SD/IMP region of community colleges.

With this guiding light, we aim to build the ideal student experience.



Become a trusted source for student success by providing value for all audiences through a student-first, digital experience platform.



Build a reputation as a trusted source for:

- Education and resources
- Connected/integrated network
- Customized choices and programs



Become a **trusted source** for student success by providing value for all audiences through a student-first, digital experience platform.



Prioritize student success by:

- Guiding students to the right paths/careers
- Streamlining access to priority programs
- Providing resources to special audiences
- Sharing relevant, up-to-date information
- Enabling successful students to have successful careers



Become a trusted source for **student success** by providing value for all audiences through a student-first, digital experience platform.



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Provide value to different types of audiences:

Prospective students

- High school
- Returning
- Adult
- Continuing (non credit based)

Current students

- First-time
- Returning
- Adult
- Continuing (non credit based)

Community

- Parents
- Teachers
- Counselors

Internal

- Faculty
- Staff

External

- Employers
- Donors
- Media
- Nonprofit organizations
- Public servants



Become a trusted source for student success by providing value for all audiences through a student-first, **digital experience platform**.

Enable a digital experience platform featuring:

- Optimized prospective and current student experience
- Scalability with college and regional growth
- Cohesive connection to regional digital ecosystem
- All of the above, made possible by an easy-to-use Content Management System



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Imperatives for Success



Architecture

- Globally consistent navigation structure and nomenclature, consolidated into a focused hierarchy and utilized to organize content and get users to the right place
- A series of different templates and column structures in order to differentiate utility from content and give content authors much more to work with when adding new content to the website

So, what exactly does this look like?

- A sitemap structure for each college to use as a baseline to build from
- Consistent terminology/nomenclature guidelines
- A system of reusable UX/UI templates, driven by CMS structure



User experience

- Responsive design, user experience and platform development
- User-centric approach with clear paths that create transparency in the end-to-end website experience
- Consistent, purposeful, high-contrast calls-to-action to direct the user to action
- Variety of hero options to drive users to action, utilizing loop videos or striking images with specific messaging

So, what exactly does this look like?

- Construction of user flows to illustrate detailed user experiences through the website
- Template wireframes built to show layout and functionality; copywriters/developers to reference for new page development
- Technical requirements document; developers to reference for development



Content

- Reduction of redundant, duplicative content, in order to achieve a nice balance that allows multiple entry points per audience
- Regularly updated content for target audiences and themes, with a streamlined approach to real-time publishing
- Development of rich, evergreen content that can be repurposed on all channels, while also segmenting themes/topics (i.e., recruitment content is different from Guided Pathways content) and content types (i.e., headlines, CTAs, articles, blogs, images, infographics, illustrations) to drive organized, strategic development for distribution across other colleges and channels
- Published guidelines and governance to define appropriate usage, promote consistency and create great user experiences as well as consistent content author workflows

So, what exactly does this look like?

- A comprehensive content strategy to identify needs and opportunities, a plan for building and customizing content types for different audiences, and a roadmap that outlines the sequence and timing of content initiatives
- An editorial calendar to outline relevant themes/topics, SEO keywords
- Consistent content guidelines



Visual

- Typography and iconography are extensions of a brand's personality; use them in a consistent, relevant way that aid the navigation rather than clog up the user experience
- Implement consistent design styles to help users find a visual hierarchy
- Build a library of student-shot photography and assets styled to fit the college brand

So, what exactly does this look like?

- Digital style guide; developers to reference for website development
- Brand guidelines; all groups to reference for any design needs



Technology

- Implement a fully supported/updated, stable, scalable, user-friendly Content Management System (CMS), that is universally easy-to-use
- Utilize a strong global search functionality
- Create a cohesive connection to the rest of the SD/IMP digital ecosystem (third party vendors, tools, social media)

So, what exactly does this look like?

- Fully configured CMS infrastructure and front-facing website



User Testing



Why Test Our Sitemap?

TO GAIN INSIGHTS

- Determine how easily users can find information, and exactly where they get lost
- Confirm the nomenclature makes sense, or how to improve it based on common student language

TO VALIDATE OUR THINKING

- Understand if content is grouped logically, or how to improve it
- Validate the proposed Information Architecture structure and nomenclature



User Testing Objectives

We developed 10 questions focused on sitemap topics that aligned with key website objectives:

How do you apply to a community college?



Increase applications

How do you find programs at a community college?



Convert prospective students

As a student, how do I access important information about my college experience?



Get students where they need to go as fast as possible



User Testing Audience

412

**Students +
young
adults**

21

.edu*

18

Civilian team

Of the 512 people surveyed, we received **453** total completions.
At an 88% completion rate, our tree test results provide
an incredible wealth of data.

**Represented by: MiraCosta, SDSU, SDCCD, CSU Chico, GCCCD, SWCCD*



Key Takeaways

Based on an individual success rate of over 75%, there are only a few topics that we should keep an eye on. These are perfect topics to test and iterate once the website is live.

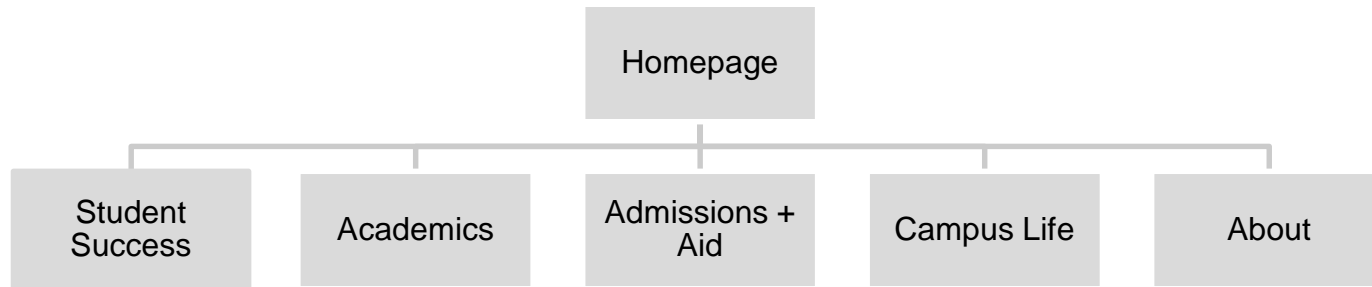
- Content clarity for prospective students vs current students
- Content organization within Student Success vs Academics
- Opportunity to push Career Planning content in strategic places
- Academics to include information about online/continuing education vs Admissions + Aid to include specific direction for enrollment



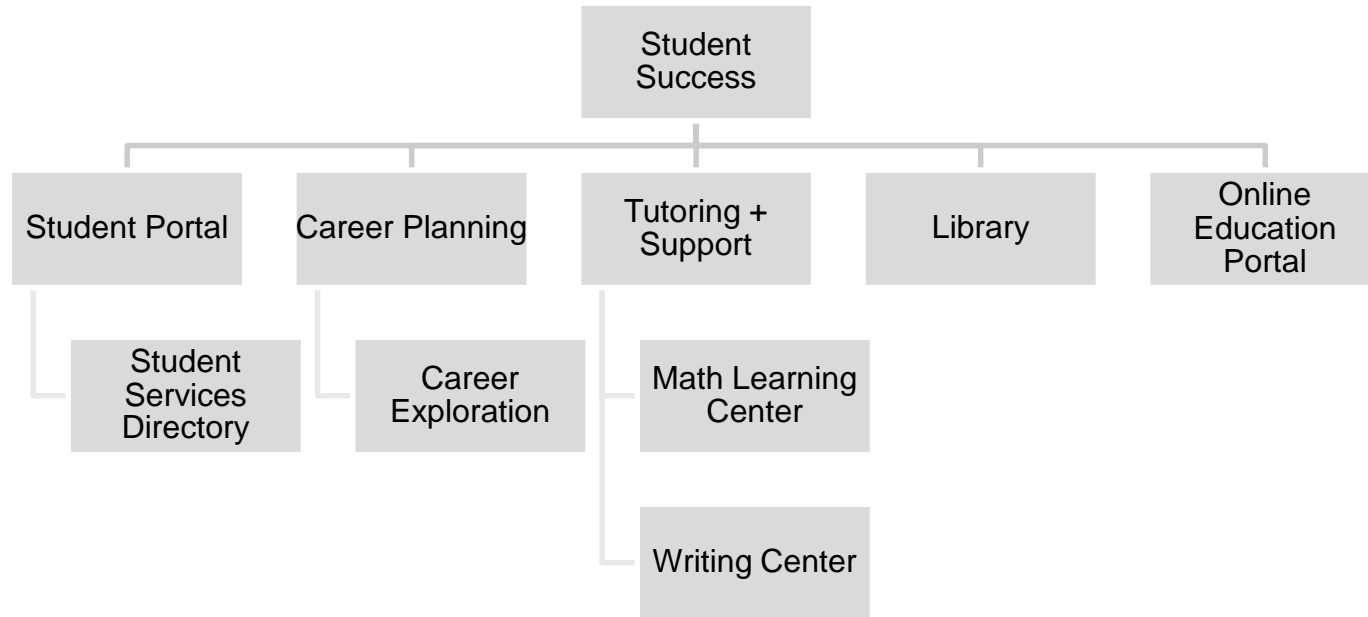
Recommended Sitemap



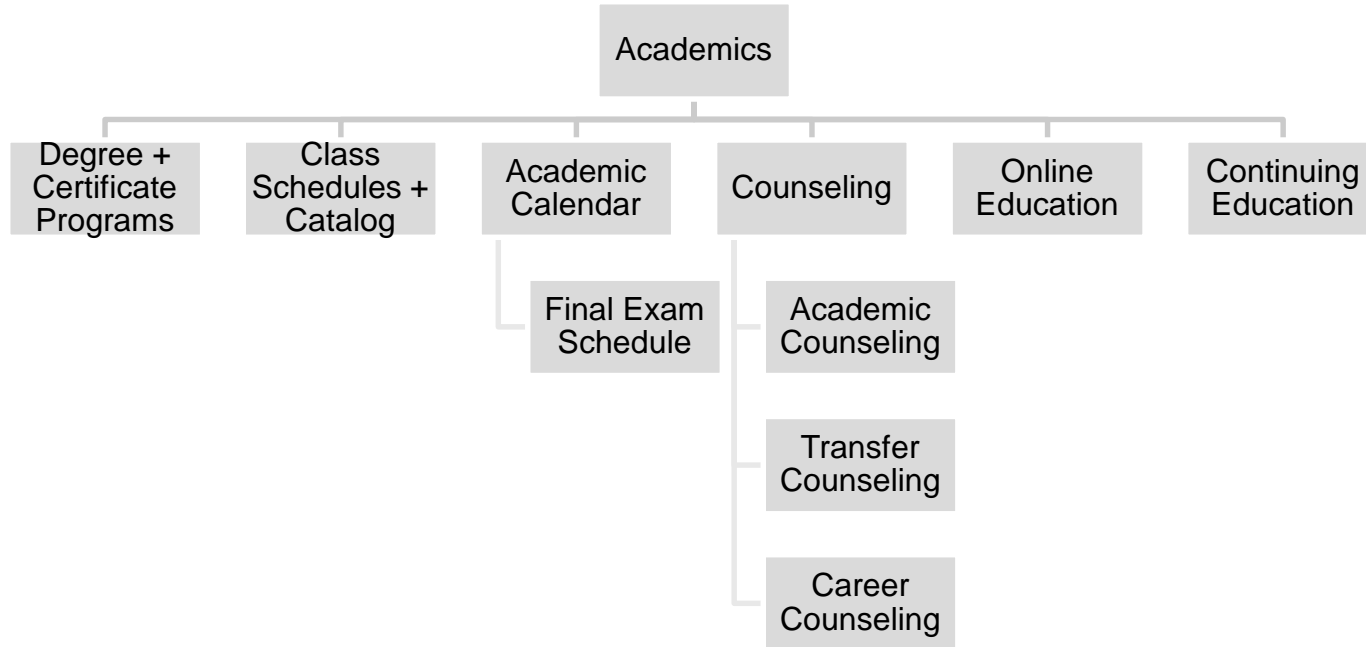
Global Primary Navigation



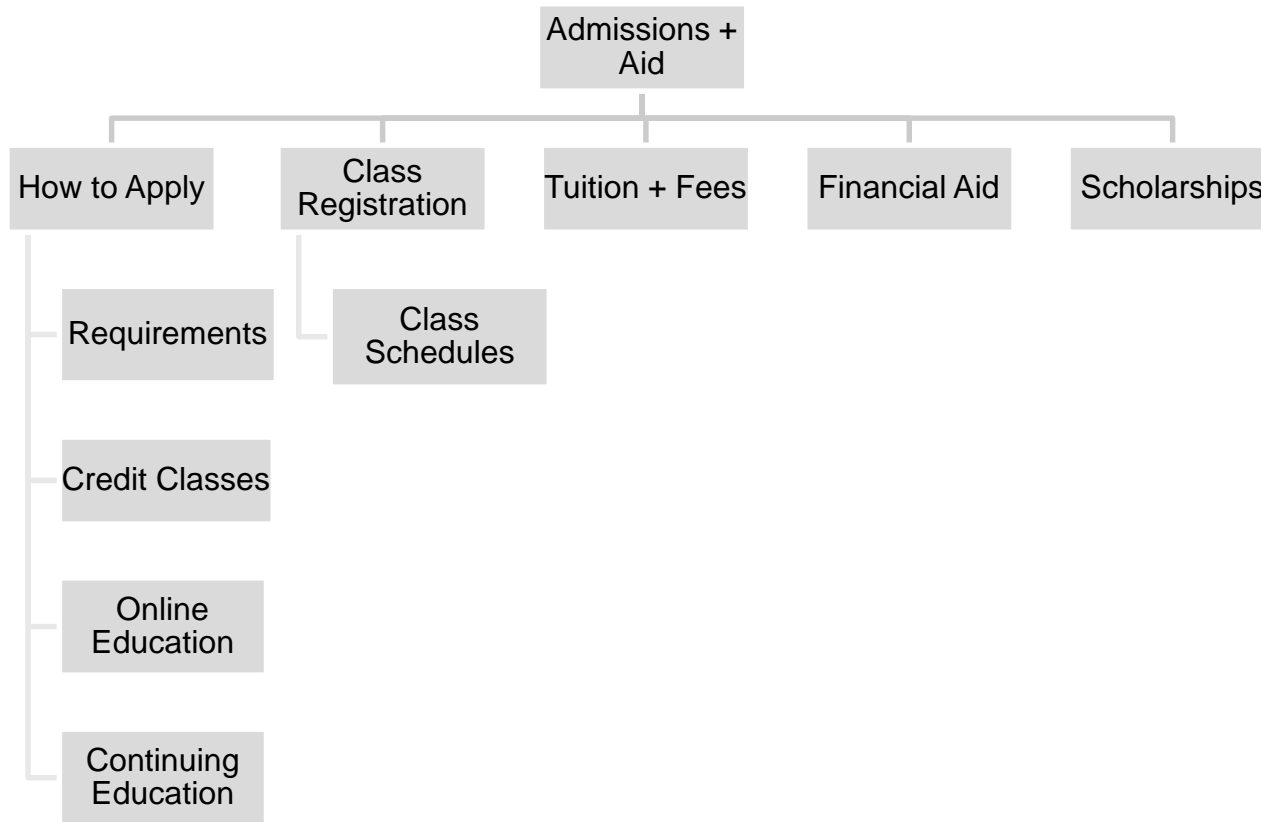
Global Secondary Navigation: Student Success



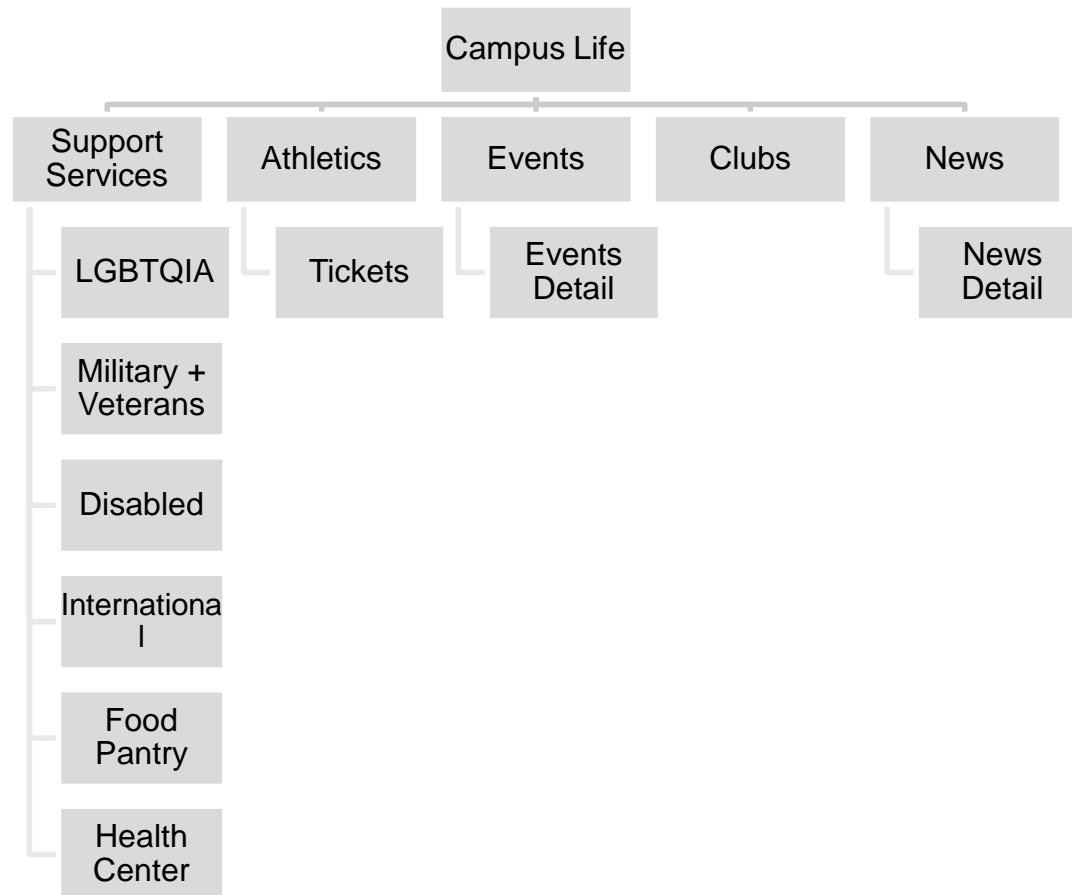
Global Secondary Navigation: Academics



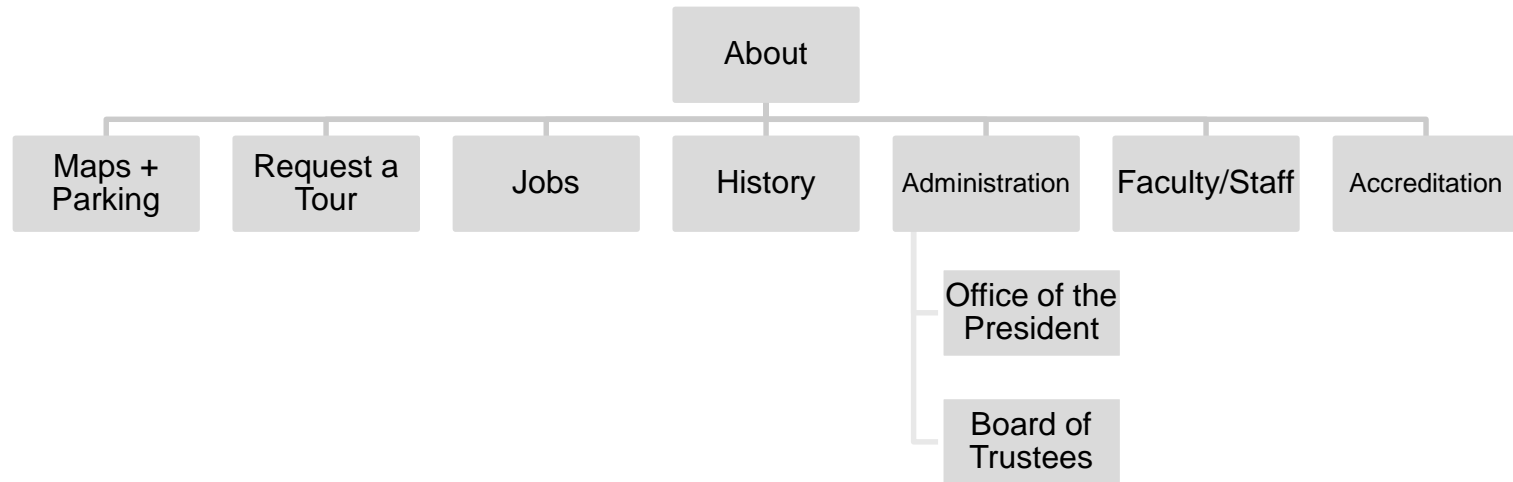
Global Secondary Navigation: Admissions + Aid



Global Secondary Navigation: Campus Life



Global Secondary Navigation: About



Global Sticky Auxiliary + Utility Navigations

Sticky auxiliary navigation

For
Prospective
Students

For Current
Students

For
Faculty/Staff

Sticky utility navigation

Apply Now

Register for
a Class

Student
Portal

A-Z Index

Search



Global Footer

For Alumni

- [Alumni Association](#)
- [Contact Us](#)

For Compliance

- [Accessibility](#)
- [Accreditation](#)
- [Brown Act](#)
- [Equal Opportunity Policy](#)
- [FERPA](#)

For Faculty/Staff

- [Employee Directory](#)
- [Employee Portal](#)

Quick Links

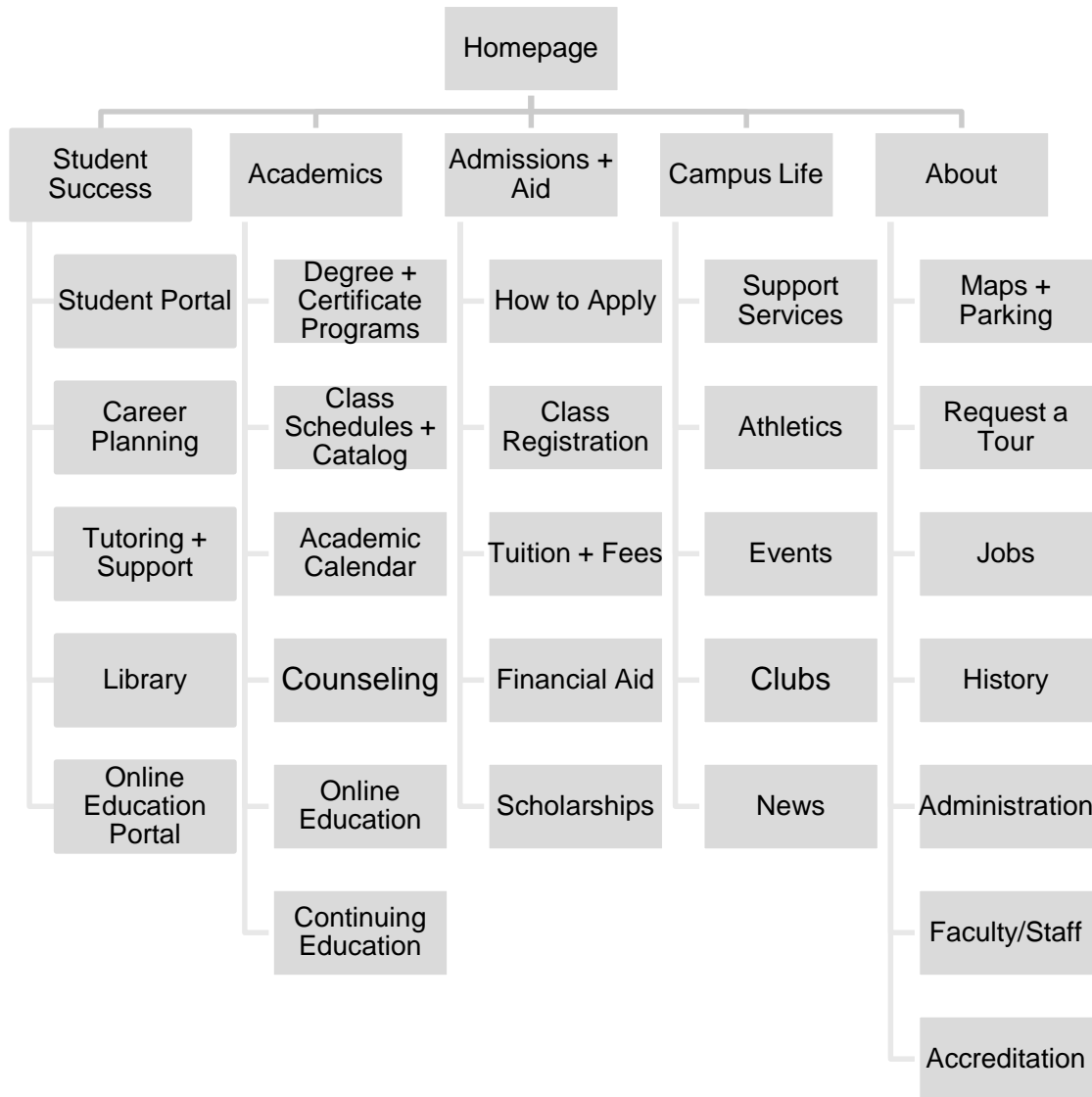
- [Apply Now](#)
- [Bookstore](#)
- [College Police](#)
- [Crisis Resources](#)
- [Maps + Parking](#)
- [Register for a Class](#)
- [Student Portal](#)
- [Contact Us](#)

Follow Us

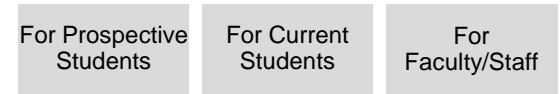
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- [Instagram](#)
- [LinkedIn](#)
- [Twitter](#)



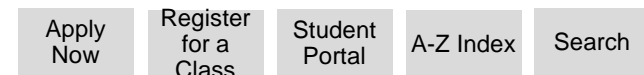
Comprehensive Global Sitemap



Sticky auxiliary navigation



Sticky utility navigation



Initial User Flows + Wireframes



User Flow 1: Rebecca

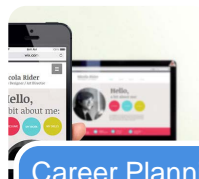


- 18 year old high school senior, looking forward to graduating this spring
- Exploring her options for colleges, programs and future careers, as she has not yet defined a clear path
- *Potential Student*



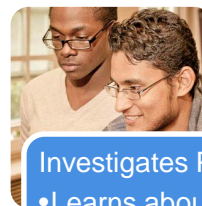
Visits Site

- Via Google Search, lands on default "For Prospective Students" homepage



Career Planning

- Follows link from homepage
- Reviews potential career paths and plans



Investigates Programs

- Learns about the specific programs and classes available to her



Explores Admissions

- Reviews admission process and requirements
- Learns about fees



Applies

- Completes an online application
- Exits site



User Flow 2: Rob

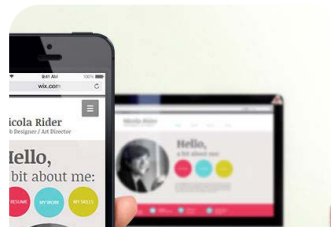


- 27 year old student at Southwest Community College
- Looking for a tutor to help him get through a chemistry program, and closer to his goal of becoming a Chemical Engineer
- *Current Student*



Visits Site

- Arrives on “For Current Students” homepage



Reviews Tutoring Options

- Follows homepage links to Tutoring + Support page
- Reviews tutoring opportunities and the available contact options

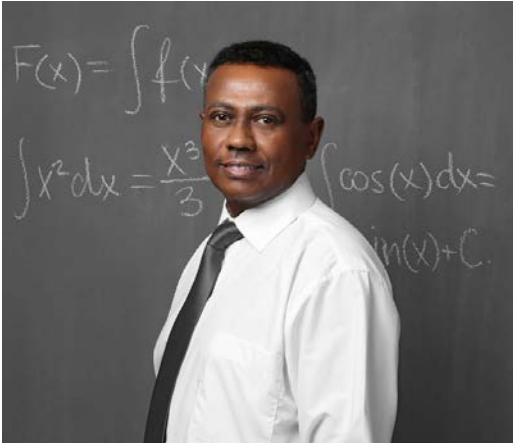


Secures Tutoring

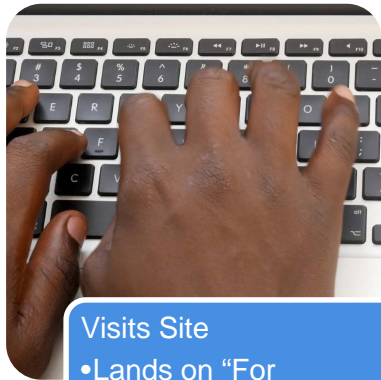
- Exits site



User Flow 3: Fletcher

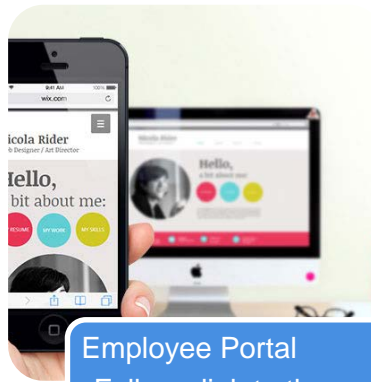


- 42 year old Mathematics professor at San Diego City College
- Wants to contact a fellow Mathematics professor to compare curriculum notes
- *Faculty/Staff*



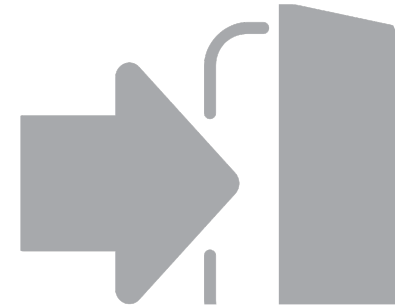
Visits Site

- Lands on "For Faculty/Staff" homepage



Employee Portal

- Follows link to the employee portal

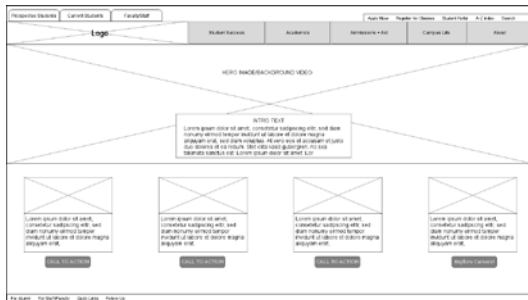


Contacts Staff Member

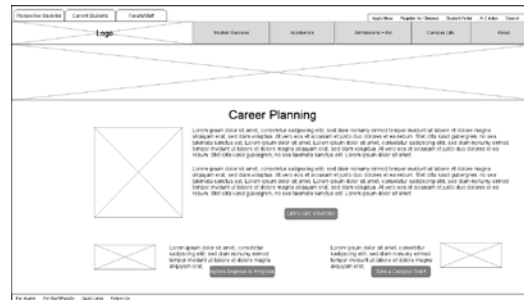
- Uses directory to find and contact desired employee
- Exits site



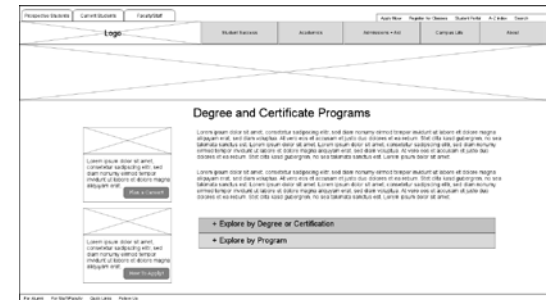
Wireframes – Screen Flow



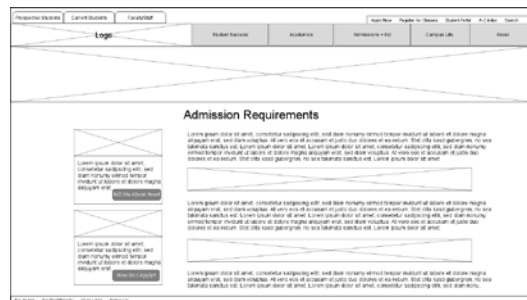
1. Home



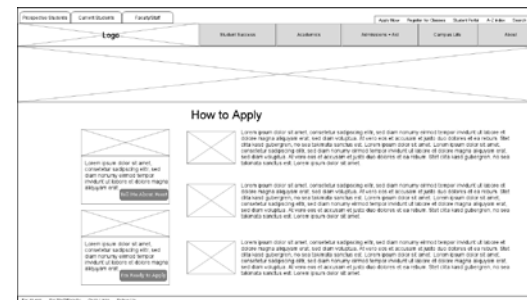
2. Career Planning



3. Degree + Certificate Programs



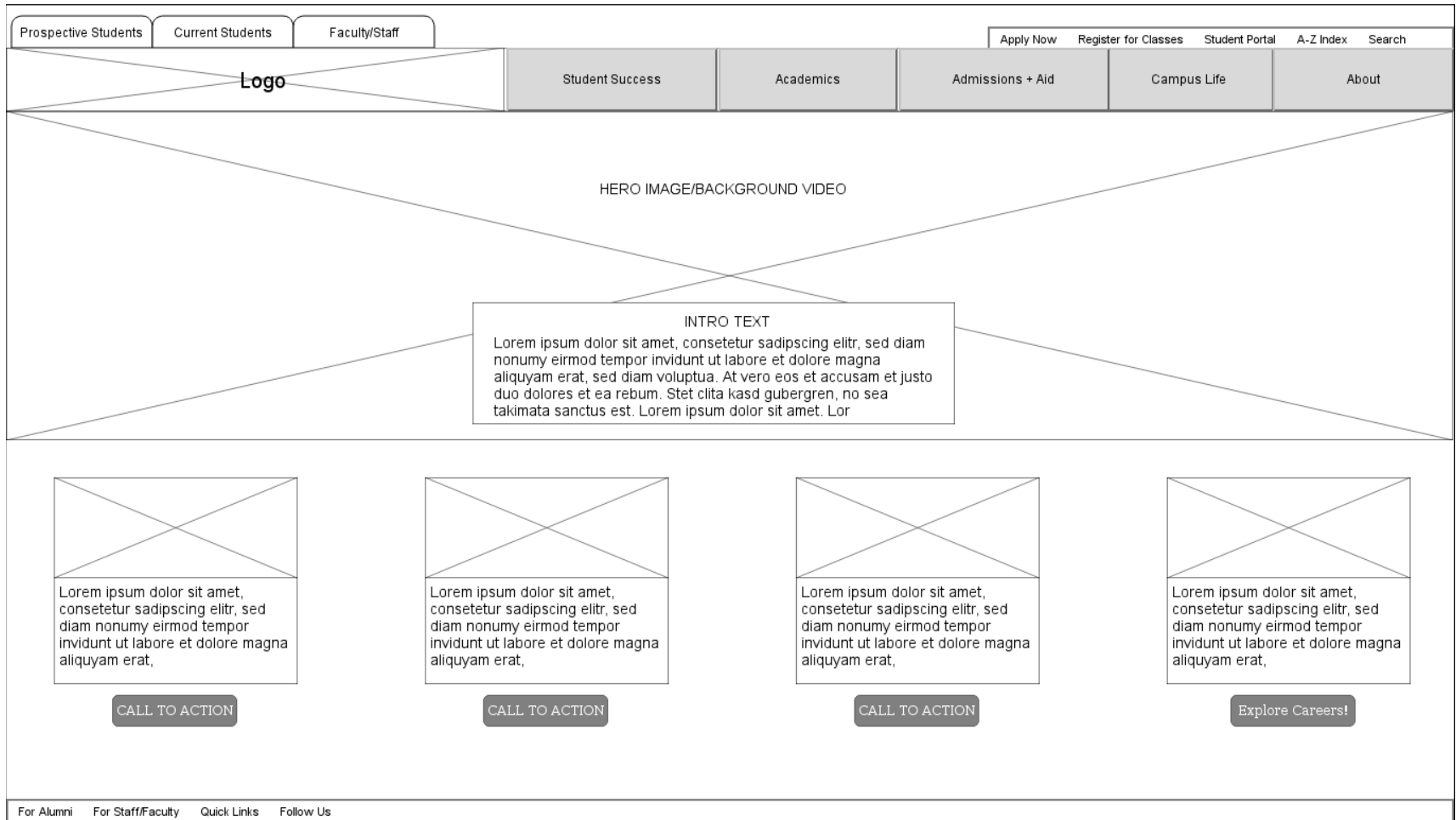
4. Admission Requirements



5. How to Apply



Wireframes | Home



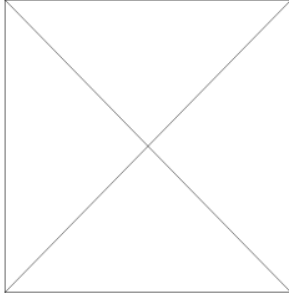
Wireframes | Career Planning

Prospective Students Current Students Faculty/Staff

Apply Now Register for Classes Student Portal A-Z Index Search

Logo Student Success Academics Admissions + Aid Campus Life About


Career Planning



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LET'S GET STARTED




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Explore Degrees & Program

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Take a Campus Tour!




For Alumni For Staff/Faculty Quick Links Follow Us




Wireframes | Degree + Certificate Programs

[Prospective Students](#) [Current Students](#) [Faculty/Staff](#)

[Apply Now](#) [Register for Classes](#) [Student Portal](#) [A-Z Index](#) [Search](#)


 [Student Success](#) [Academics](#) [Admissions + Aid](#) [Campus Life](#) [About](#)

Degree and Certificate Programs



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[Plan a Career!](#)



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[How To Apply!](#)

[+ Explore by Degree or Certification](#)

[+ Explore by Program](#)

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Wireframes | Admission Requirements

Prospective Students Current Students Faculty/Staff

Apply Now Register for Classes Student Portal A-Z Index Search

Logo Student Success Academics Admissions + Aid Campus Life About

Admission Requirements

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[Tell Me About Fees!](#)

Placeholder for image

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[How Do I Apply?](#)





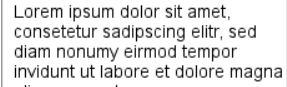

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Wireframes | How to Apply

Prospective Students	Current Students	Faculty/Staff	Apply Now	Register for Classes	Student Portal	A-Z Index	Search
Logo			Student Success	Academics	Admissions + Aid	Campus Life	About
<h2>How to Apply</h2>							
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For Alumni	For Staff/Faculty	Quick Links	Follow Us				



Technology Recommendation



Technology Recommendation

During the phase 1 discovery, we learned of the need to implement a stable, scalable, easy-to-use Content Management System (CMS) platform that supports a new user experience and content approach across ~10 participating colleges within the SD/IMP region.

While each college website may have their own specific needs or heritage CMS, it's critical to maintain a student-first approach and develop a consistent architecture, content strategy and look/feel across the region.

A huge benefit of this approach is the ability to use this platform as a tool to enable governance that will significantly improve and streamline the day-to-day operations of the college website – in this case, the website being the place the majority of users begin their college journey.



Technology Recommendation

We're exploring CMS models and technologies that provide the following benefits:

- **Increased efficiencies** - Content should be published easily and efficiently as editing and revisions should not require visual design or coding knowledge
- **Better SEO** - Increase search engine ranking
- **Repeatable process** - Workflow is a core feature of any good CMS; irrespective of how basic a workflow needs might be, workflows will ensure you maintain control over content
- **Security** - As a SaaS based service
- **Scalability** - Automatically scale to add websites, digital assets and manage traffic fluctuations with unlimited platform users
- **Support** - Pick up the phone and reach support for simple to complex requests
- **Future proof** - Content flexibility across a variety of platforms not limited to the website: Amazon Alexa, Mobile Apps, Video Games, VR Experience...



Potential Timeline



High-level Timeline

	Month 1				Month 2				Month 3				Month 4				Month 5				
	Oct 1-5	Oct 8-12	Oct 15-19	Oct 22-26	Oct 29-Nov 2	Nov 5-9	Nov 12-16	Nov 19-23	Nov 26-30	Dec 3-7	Dec 10-14	Dec 17-21	Dec 24-28	Dec 31-Jan 4	Jan 7-11	Jan 14-18	Jan 21-25	Jan 28-Feb 1	Feb 4-8	Feb 11-15	
	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8	Sprint 9	Sprint 10	Sprint 11	Sprint 12	Sprint 13	Sprint 14	Sprint 15	Sprint 16	Sprint 17	Sprint 18	Sprint 19	Sprint 20	
MIRACOSTA																					
Discovery + Content Strategy + IA	█	█	█	█																	
User Experience Wireframes + IT Structure					█	█	█	█													
Visual Design Prototypes + Client Approvals									█	█	█	█									
Development + QA																					
Final Handoff + Documentation/Training + Launch																					



How We'll Work Together

In order to execute a quality program and meet intended timelines, we'll collaborate via:

- Participation in frequent review meetings and brainstorms
- Commitment to two rounds of reviews
- Commitment to provide feedback within 2 business days
- A single point of contact for each college website program, focused on:
 - Day to day program coordination and decision making
 - Consolidation and prioritization of stakeholder feedback
 - Arranging calls and meetings to review work-in-progress
 - Maintaining a sense of urgency to keep a consistent cadence



Next Steps



What Happens Next?

- Initiate MiraCosta website execution – October 2018
- Onboard Grossmont, Cuyamaca, Imperial Valley – January 2019
- Confirm scope of work for remaining institutions – May 2019

