University of San Diego
WEBSITE REDESIGN | DESIGN REVEAL
OVERVIEW

☐ Timeline

☐ Goals and Objectives

☐ Progress

☐ Design Reveal

☐ Questions/Comments
COMMITTEE INVOLVEMENT

2014
Aug  Sep  Oct  Nov  Dec

2015
Jan  Feb  Mar  Apr  May  Jun  Jul  Aug

Redesign Kick-Off
Branding/Web Standards
Design
Development Progress

WEBSITE REDESIGN | DESIGN REVEAL
GOALS

☐ Mobile-first

☐ High-quality content

☐ Directed at target audience

☐ Reflect culture and experience at USD
CONTENT AND DESIGN OBJECTIVES

☐ Prioritize students first
☐ Attract quality students
☐ Raise awareness of Catholic identity
☐ Emphasize global learning and education
☐ Showcase Changemaker opportunities
☐ Display sense of community
☐ Increase unity and cohesion across the university
CORE MESSAGING

Focus on Global Learning

Achieve Academic Excellence

Make Meaningful Relationships

Become a Changemaker at USD

All with an emphasis on our Catholic identity
UNIVERSITY WEB SERVICES

10 TEAM MEMBERS

Designers, Developers, Programmers, System Administrators, Content Strategist

In collaboration with University Communications and Admissions
Usability
USABILITY AND TESTING

- Collaboration with University Communications and Admissions
- Informed by target audience (~500 prospective and inquiring students and parents)
- Targeted users prior to visiting and after tours
- Moderated and unmoderated testing
- Refined concepts based on perception
PROCESS TO DESIGN

USER PERSONAS

Sophomore
- Beginning search
- Unsure of major

Junior
- Narrowing college selections
- Interested in Biology

Adult
- Seeking Graduate School
- Interesting in Business Program

USER EXPLORATION PATH

- **Who are you?**  Showcase mission, values, Catholic identity
- **What do you offer?**  Campus life, housing, study abroad, programs
- **How do I apply?**  Majors, offerings, outcomes
- **What’s going on?**  Campus life, events, news
Desktop
ACHIEVE

ACADEMIC EXCELLENCE

Learn what it takes to improve the world.

Don’t Forget! Applications are due June 3, 2015.
Optional sub-header

The USD Torero Experience

Explore what it's like to be a Torero and attend the University of San Diego. We encourage all students to get involved in our diverse, supportive community.
BECOME

A CHANGEMAKER AT USD

Create lasting social change.

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Make a difference in our global society.

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JOAN B. KROC
SCHOOL OF PEACE AND JUSTICE

Focus on sectors such as human security, human rights, health, community, religion, education, business, law/politics, gender, and more.

Internships located in more than 34 locations around the world

Visit the School of Peace Studies
Internships located in more than 34 locations around the world.
Internships located in more than **34 locations** around the world

**SPOTLIGHT**

**EVENTS**

**NEWS CENTER**

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**STAY CONNECTED**

Check out our Admissions Blog. Great student insight and information. [http://ow.ly/ILpb1 #BecomeATorero](http://ow.ly/ILpb1 #BecomeATorero)

1 day ago

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University of San Diego
5998 Alcala Park, San Diego, CA 92110

Get Started

College & Schools
ACHIEVE
ACADEMIC EXCELLENCE
Learn what it takes to improve the world.

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SCHOOL OF PEACE AND JUSTICE

Focus on sectors such as human security, human rights, health, community, religion, education, business, law/politics, gender, and more.

Internships located in more than 34 locations around the world.
SCHOOL OF LEADERSHIP AND EDUCATION SCIENCES

Choose from a wide variety of academic programs, including Leadership Studies, Learning and Teaching, and School, Family and Mental Health.

In 2014, we offered 17 global studies courses.
Discover Campus Life. Become a Torero.

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Mobile
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Discover Campus Life
Explore Study Abroad Locations
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SPOTLIGHT

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View All Events
Lorem Ipsum Dolor Sit Amet

May 15, 2015 // TOPICS: University, Top Stories

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Next Steps
Next Meeting: End of July 2015

- Site Development
- Department Template Progress
- News Center

Presentation Deck and Information
www.sandiego.edu/redesign

Questions
usdredesign@sandiego.edu
Questions?