COLLEGE of ARTS AND SCIENCES
Usability Results and Design Reveal
Presentation Overview

- Recap
- Progress
- Usability Results
- Design Reveal
- New Features
- Next Steps
Project Goals

- Audience-Focused
- Well-Balanced Education
- Research and Scholarships
- Strong Relationships
- Student Outcomes
Target Audience

- Donors, Alumni and Community
- Prospective and Undeclared Students
- Current Students, Faculty and Staff
- Industry Partners and Hiring Corporations
Content Objectives

- Modules, links and shortcuts
- Clearly defined benefits for students
- Highlight department personality
- Be consistent, *yet flexible*
Progress
Research and Discovery

- Review strategic vision and direction
- Establish core messaging priorities
- Write user stories and personas
- Develop prototype for user testing
- Coordinate with Admissions for campus tour dates
- Interview prospective students and families
- Rebuild and retest prototypes
- Review peer and aspirational schools
- Conduct focus groups and interviews
- Survey various audiences to establish baseline
- Align school goals with university messaging
- Analyze site usage, traffic, bounce rates and demographics
- Review heatmapping software for user engagement
- Compile external and internal research results

2014

- Thanksgiving Break

- Christmas Break

- Content audit and site structure
- Design sprints
- Usability and testing
- Presentation #1 - redesign kick-off
- Create design elements and style tile
- Build wireframes and shell
- Presentation #2 - site structure/style tiles
- First draft complete
- Lock content for migration
- Send usability survey to prospective and current students
- Compile final usability results
- Presentation #3 - usability results and design reveal
- MyPostings migration

2015

- Thanksgiving Break
- Department meetings
- Photography and media sourcing
- Form building and testing
- Christmas Break
- Content migration
- Cross-browser/device testing and validation
- Main site and department site launches
- Establish backlog of programming needs
- Content audit and writing complete
- Build in cascade CMS
- Finalize content import script
- Beta testing and launches

2016

- Development and programming
- Training and documentation
- Provide access to CAS maintainers
- Announce launch to internal and external audiences
- Identify and define feature backlog for phase 2
- ACTIVATE HEATMAP SOFTWARE
- Post-Launch
Usability Study
I love exploring the world and writing all about my travels. My parents want me to find a major that ensures I receive a well-rounded education and gain practical experience before I graduate.

— Mary
User Stories

Johnny

**STATUS**
High School, Senior

**INTERESTS**
Unknown

**ANTICIPATED GRADUATION**
Unknown

"I received a college scholarship and will be attending USD next year! But does that mean I have to pick a major now? I don’t even know what I want to do yet."

– Johnny
User Path

What is the College of Arts and Sciences?

What does the College offer?

Is this right right for me?
In-Person Testing

100+
PROSPECTIVE STUDENTS
AND THEIR FAMILIES

What 3 things help you find out if the College is right for you?
What is important when selecting a major/program?
How would you apply to the College?
<table>
<thead>
<tr>
<th>In-Person Testing Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career / Professional Outcomes</td>
</tr>
<tr>
<td>Class Sizes</td>
</tr>
<tr>
<td>Campus Life and Experiences</td>
</tr>
<tr>
<td>Student-to-Faculty Ratio</td>
</tr>
<tr>
<td>Success Stories</td>
</tr>
<tr>
<td>Opportunities</td>
</tr>
</tbody>
</table>
Follow Up Surveys

What would you tap on to find out if the College is right for you?
Would you be interested in success stories? Social media?
Does this accurately portray your experience at the College?
Survey Results

Program Information

Student Opportunities

About the College
Likes

- Easy to navigate and understand
- Majors/minors are centrally placed
- Gives a sense of excitement and awe
- Warm and inviting
- Geared towards prospective students more than before
- Positive reflection of student interaction
Insights

• Looking to feel connected to CAS
• Interested in labs, artwork and research projects
• Difficult to portray experience because the College is so diverse
Design Reveal
Mobile
Succeed Together
Collaborate and create positive change in the world.

WHY CHOOSE LIBERAL ARTS?

Find Your Program
28 Majors 35 Minors 4 Graduate Studies

Can’t Find Your Program?
Don’t Worry!

Events

Summer Chamber Music Festival Concert
Mobile

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Program
Program
Program
Program

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See all Programs

University of San Diego®
Mobile
Mobile

Can’t Find Your Program?
Don’t Worry!

See all Programs

News

Alcalá Review Kick-Off
THURSDAY, OCTOBER 8, 2015
The Department of English is proud to announce the inception of the Alcalá Review, an online literary journal.

Meet Ryan Abrecht: USD’s New Rome Scholar
THURSDAY, OCTOBER 8, 2015

Humanities Center Hires Postdoctoral Fellow in Digital Humanities
THURSDAY, OCTOBER 8, 2015
The Department of English is delighted to announce the hiring of Paul Evans, USD’s first Humanities Center Postdoctoral Fellow.

See all News

#usdcas
Can’t Find Your Program? Don’t Worry!

Spotlight

THURSDAY, OCTOBER 8, 2015
Rae Anderson, Assistant Professor of Physics, awarded Air Force grant for exciting new research.

Anderson’s research lies at the intersection of biophysics and materials physics. Anderson uses single-molecule techniques including optical trapping and fluorescence microscopy, to elucidate molecular dynamics and intermolecular interactions among large biopolymers. Read More.

#usdcas
Succeed Together
Collaborate, create and inspire positive change in the world.

Find Your Program

28 Majors
35 Minors
4 Graduate Studies

Can’t Find Your Program?
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See all Majors
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Find Your Program

28 Majors  35 Minors  4 Graduate Studies

Can't Find Your Program? Don't Worry!

See all Majors
Before
After
New Features
Find Your Program

Filter by Degree Type

Find Your Program

- 28 Majors
- 35 Minors
- 4 Graduate Studies

Randomized List of Programs

- English
- Computer Science
- Physics
- Political Science
- Architecture
- Marine Science
- Music
- Communication Studies

Can’t Find Your Program?
Don’t Worry!

See all Majors

Link to all Programs
MyPostings

- Upgraded look and feel
- Performance optimization
- New post types (spotlight, announcement)
- More destinations
- CTA Button
Featured Post

Rae Anderson: Assistant Professor of Physics awarded Air Force grant for exciting new research.

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Read More.

Dynamic Filters

Featured Post

"Pope Francis' bold vision calls for integral ecology" by Susie Paulik Babika, PhD

Thursday, October 8, 2015

I have always been uncomfortable with the Catholic Church’s heritage in empires and the oppression that accompanies imperial power...

Read More.

Featured Post

Campus Compact Names Professor Sandra Sgoutas-Emch National Finalist for Ehrlich Award

Thursday, October 8, 2015

Sandra Sgoutas-Emch, PhD, a University of San Diego professor of Psychological Sciences has been named one of three national finalists of the 2015 Thomas Ehrlich Civically Engaged Faculty Award. The award is bestowed annually to recognize one senior tenured faculty member for exemplary leadership in advancing students' civic learning...

Read More.

Featured Post

Meet Ryan Abrecht: USD’s New Rome Scholar

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The Department of English is delighted to announce the hiring of Paul Evans, USD's first Humanities Center Postdoctoral Fellow...

Read More.

Featured Post

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Read More.

Featured Post

Granting Diverse Access

The Teenager Whisperer

Read More.
Events Calendar

Top Events
Important Dates
Academic Calendar

Filter by Category
Arts and Culture
Faculty and Staff
Living Learning Communities
Science and Technology
Speaker/Lecture Series

Filter by Department
Anthropology
Art
Architecture
Biology
Chemistry
Communication Studies
English
Environmental and Ocean Sciences
Ethnic Studies
Languages
Latin American Studies
Mathematics and Computer Science
Medieval and Renaissance Studies
Music
History
Humanities
Political Science
Psychology
Sociology
Theatre
Theology

Resources
USD Campus Events
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Upcoming Featured Events

“What is Wrong with Democracy?”, Del Dickson, PhD
Lecture Series
6:00 p.m. - 9:00 p.m.
Mother Rosalie Hill Hall Warren Auditorium
Representing the social sciences, join Dr. Dickson for a discussion about his newly published book The People’s Government: An Introduction to Democracy, and to discuss some of the most persuasive arguments against democracy and popular government. ... Read More.

College Magazine Talk with Founder Amanda Nachman
Lecture Series
October 20, 2015 // 12:30 p.m. – 1:30 p.m.
Camino Hall, 117

Elizabeth Gilbert, Author, Illume Special Guest
Lecture Series
October 25, 2015 // 3 p.m. – 5 p.m.
Camino Hall, Shiley Theatre

October

College Magazine Talk with Founder Amanda Nachman
Arts and Culture
Tuesday, October 20, 2015 // 12:30 p.m. – 1:30 p.m.
Camino Hall, 117

Elizabeth Gilbert, Author, Illume Special Guest
Lecture Series, Faculty
Sunday, October 25, 2015 // 3 p.m. – 5 p.m.
Camino Hall, Shiley Theatre

Ted Koppel, Author, Illume Special Guest
Lecture Series
Friday, October 30, 2015 // 7:30 p.m. – 9:30 p.m.
Camino Hall Shiley Theatre

November

College Magazine Talk with Founder Amanda Nachman
Arts and Culture, Faculty
Tuesday, November 5, 2015 // 12:30 p.m. – 1:30 p.m.
Camino Hall, 117

Elizabeth Gilbert, Author, Illume Special Guest
Lecture Series
Sunday, November 22, 2015 // 3 p.m. – 5 p.m.
Camino Hall, Shiley Theatre

Filter by Department

New Categories
Success Stories

Faculty, Student or Alumni Stories

SPOTLIGHT

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Read More.
Course Bulletin

- Dynamic program, curriculum and course description pages
- Automated feed from online course catalog
Study Abroad

Categorized by Location

- Argentina
- Australia
- Austria
- Bhutan
- Brazil
- Cambodia
- Czech Republic
- England
- France
- Germany
- Hungary
- Ireland
- Italy
- Japan
- Mexico
- New Zealand
### Study Abroad

#### Categorized by Program

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>CITY</th>
<th>TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy: Florence - Florence University of the Arts (Semester)</td>
<td>Florence, Italy</td>
<td>Fall, Spring</td>
</tr>
<tr>
<td>Italy: Rome - John Cabot University (Semester Exchange)</td>
<td>Rome, Italy</td>
<td>Semester Exchange</td>
</tr>
<tr>
<td>New Zealand: Dunedin - University of Otago (Semester)</td>
<td>Dunedin, New Zealand</td>
<td>Fall, Spring</td>
</tr>
<tr>
<td>Peru: Pilcopata - School for Field Studies (Semester)</td>
<td>Pilcopata, Peru</td>
<td>Semester</td>
</tr>
</tbody>
</table>

#### Transactional Information via International Center

- **Program Type**: Undergraduate, College of Arts and Sciences, School of Business
- **Advisor**: Derek Brendel - dbrendel@sandiego.edu
- **Program Dates**: 02/01/2016 - 05/11/2016
- **Disciplines Offered**: Biology, Environmental and Ocean Sciences, Business
- **Application Deadline**: 09/30/2015

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**More Information**
 Faculty and Staff Sub-Site

- Faculty Event Calendar
- Advising Resources
- Academic Assembly
- Internal Grant Applications
- Forms
Next Steps
Upcoming Milestones

Department Meetings
- Site Structure Improvements
- Layout Recommendations
- Analytics Review
- MyPostings Features

Training and Documentation

Beta Testing and Launches
Thank You
and Q&A

www.sandiego.edu/redesign
casredesign@sandiego.edu