



COLLEGE *of* **ARTS AND SCIENCES**

Usability Results and Design Reveal

Presentation Overview

 Recap

 Progress

 Usability Results

 Design Reveal

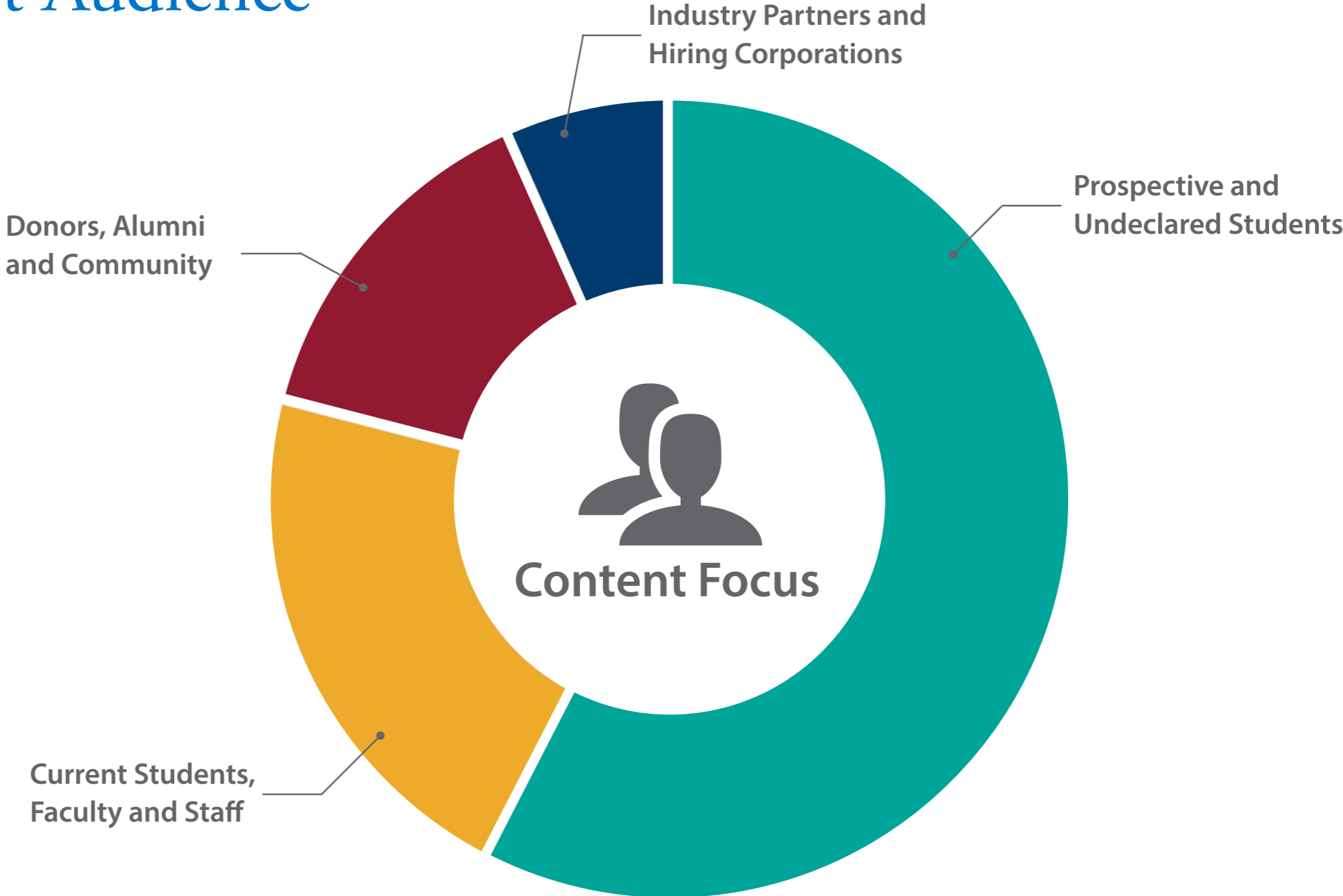
 New Features

 Next Steps

Project Goals

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

Target Audience



Content Objectives

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

Progress

2014

SEP

REVIEW STRATEGIC VISION AND DIRECTION
ESTABLISH CORE MESSAGING PRIORITIES

Research and Discovery

REVIEW PEER AND ASPIRATIONAL SCHOOLS
CONDUCT FOCUS GROUPS AND INTERVIEWS

OCT

SURVEY VARIOUS AUDIENCES TO ESTABLISH BASELINE

ALIGN SCHOOL GOALS WITH UNIVERSITY MESSAGING

NOV

ANALYZE SITE USAGE, TRAFFIC, BOUNCE RATES AND DEMOGRAPHICS
REVIEW HEATMAPPING SOFTWARE FOR USER ENGAGEMENT

COMPILE EXTERNAL AND INTERNAL RESEARCH RESULTS

Thanksgiving Break

Usability Study

User Stories



Mary

STATUS

First-Year USD Student

INTERESTS

Writing, Journalism, Traveling

ANTICIPATED GRADUATION

Spring 2020



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 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?

In-Person Testing Results

**Career / Professional
Outcomes**

**Campus Life
and Experiences**

Success Stories

Class Sizes

**Student-to-
Faculty Ratio**

Opportunities

Follow Up Surveys



≈ 1K

**PROSPECTIVE AND
CURRENT STUDENTS**

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

2

1

3

Likes

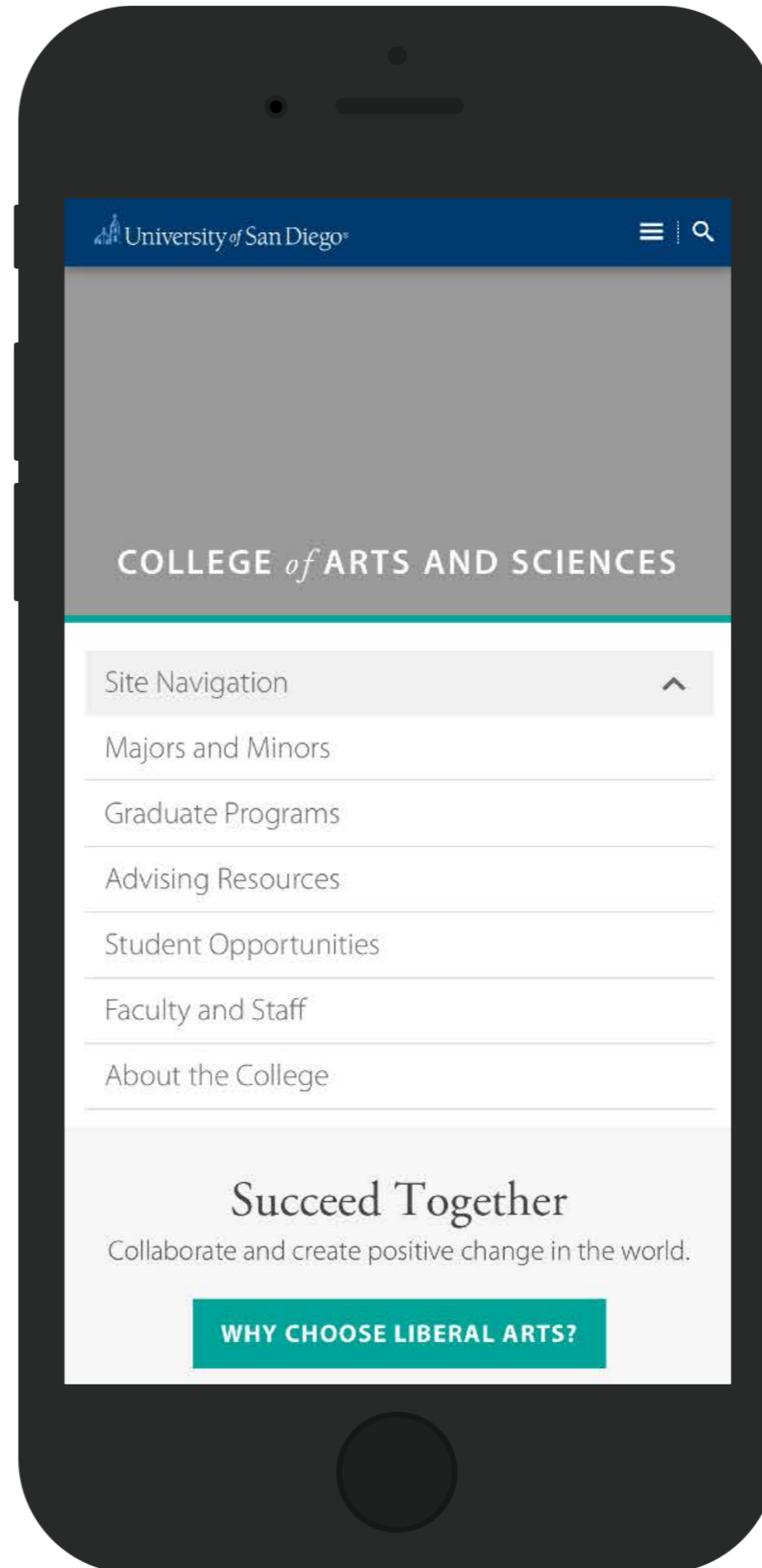
- Easy to navigate and understand
- Majors/minors are centrally placed
- Gives a sense of excitement and awe
- Warm and inviting
- Geared towards prospective students more than before
- Positive reflection of student interaction

Insights

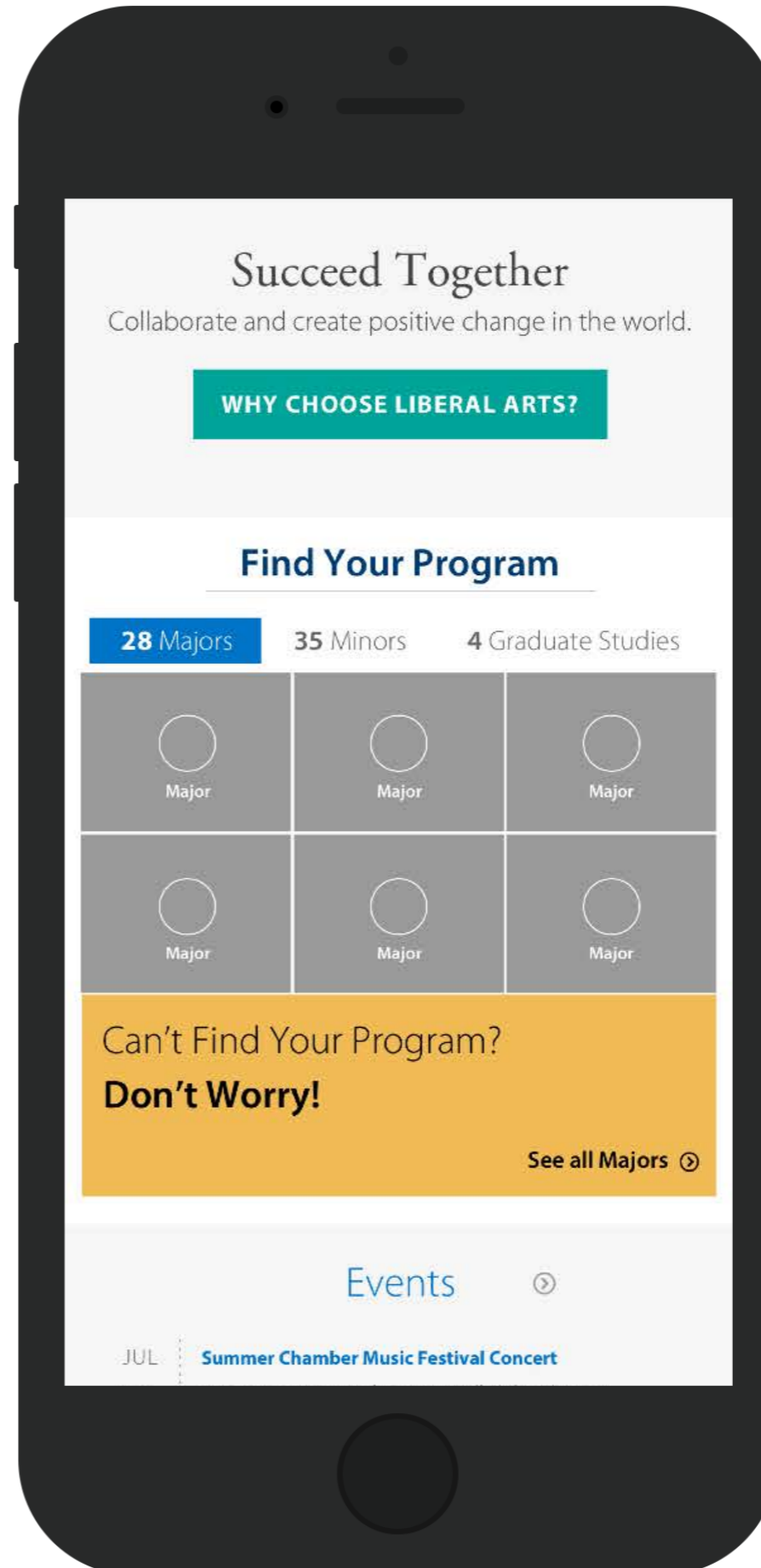
- Looking to feel connected to CAS
- Interested in labs, artwork and research projects
- Difficult to portray experience because the College is so diverse

Design Reveal

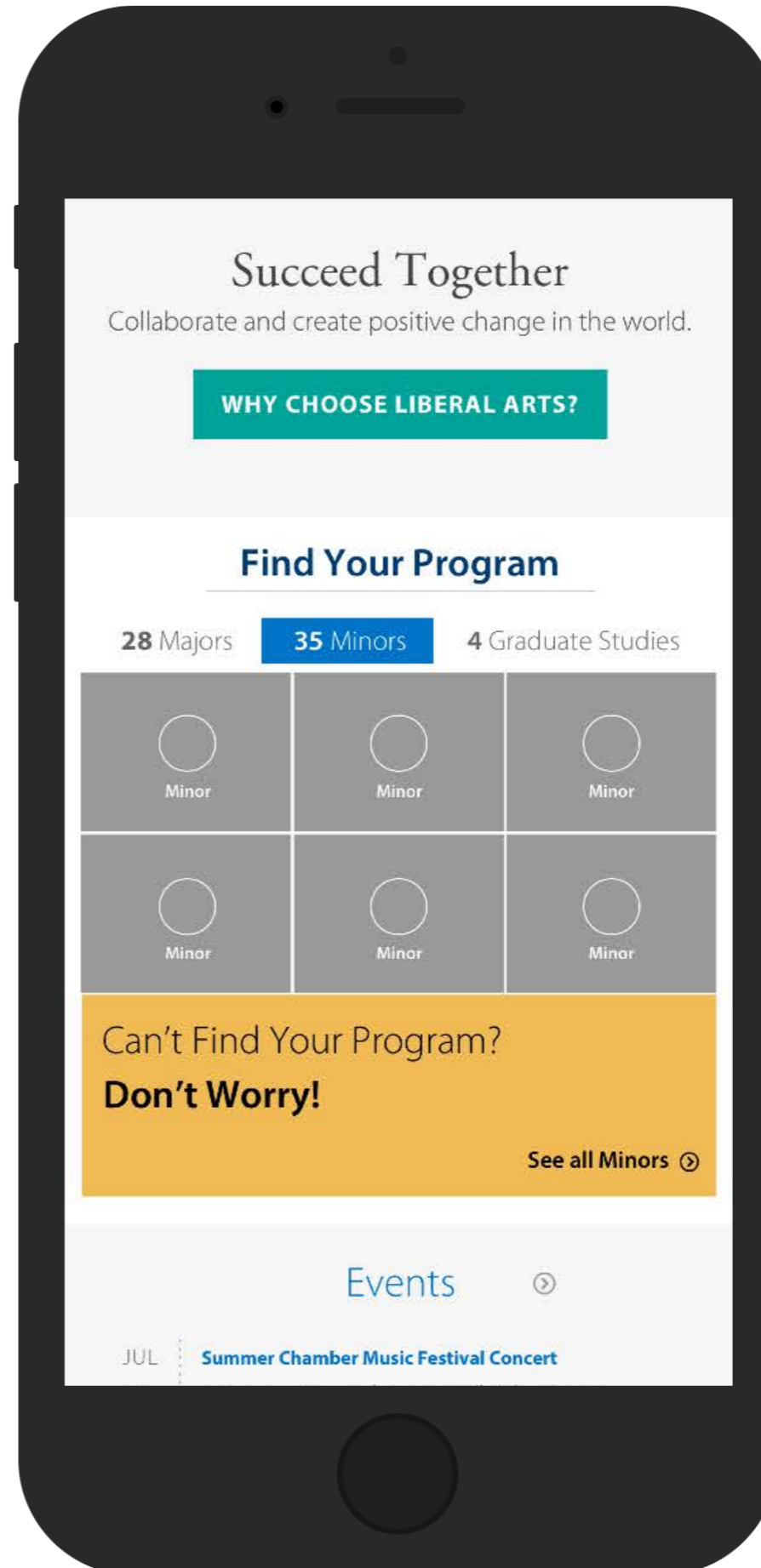
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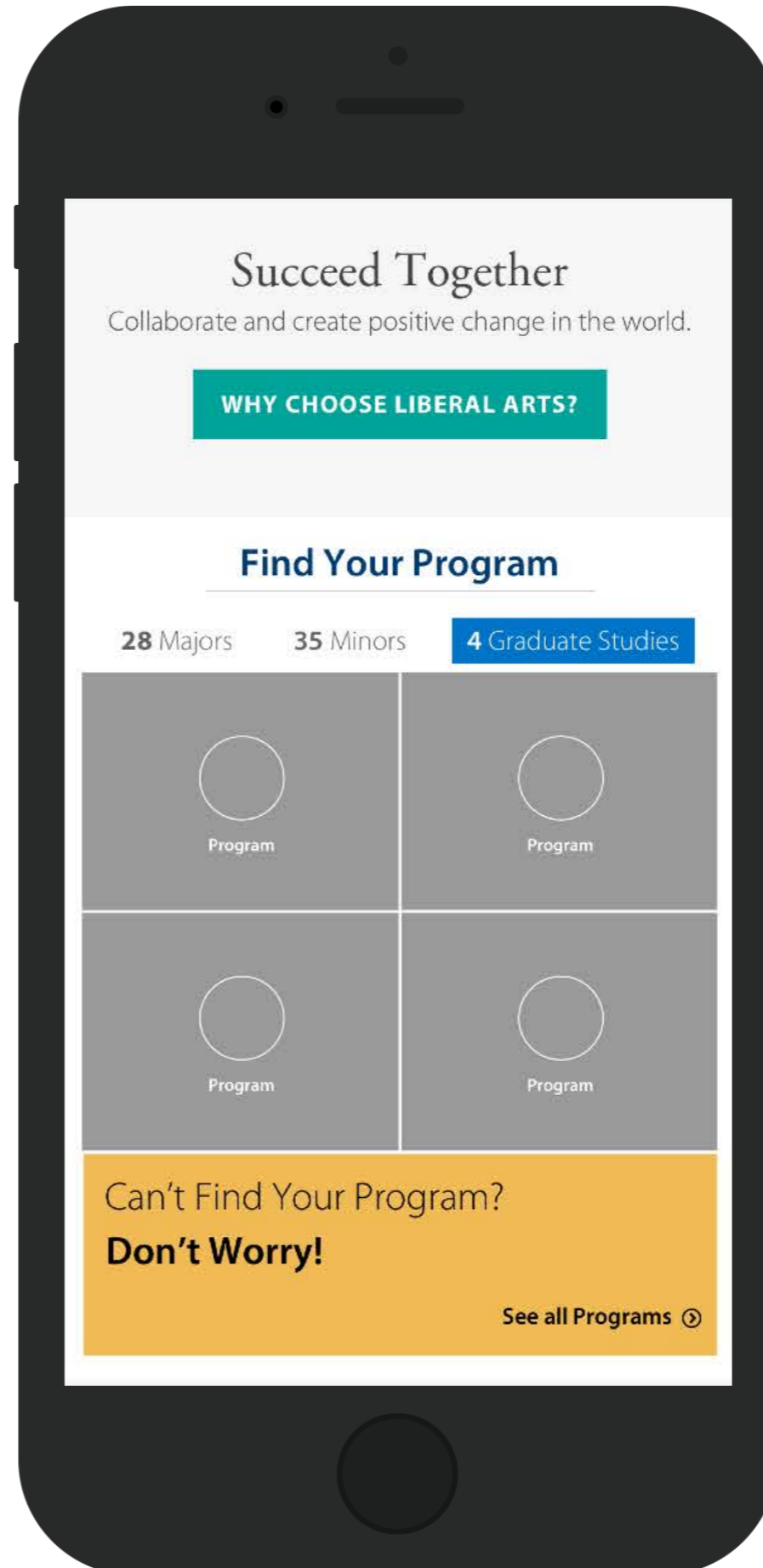
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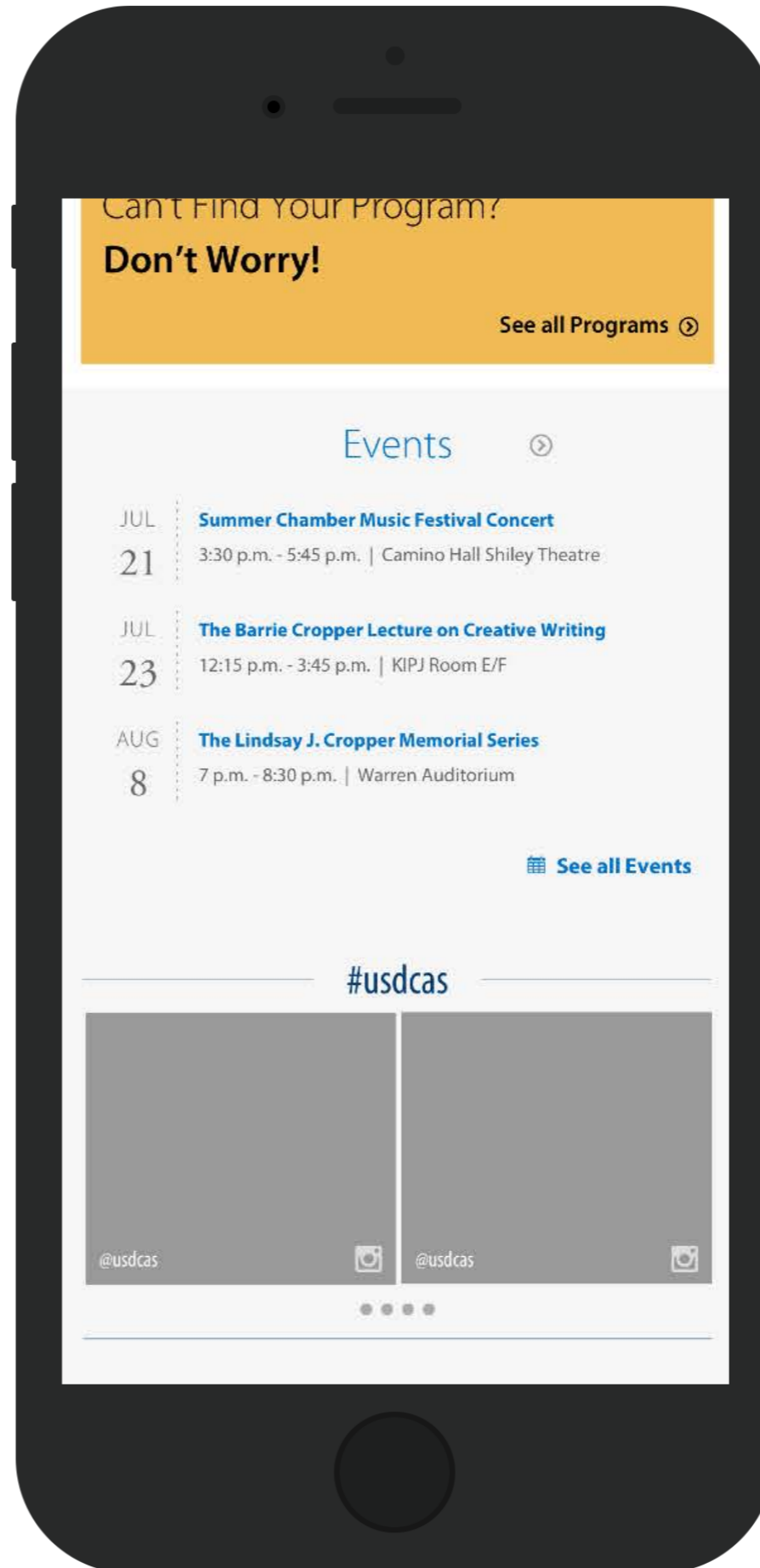
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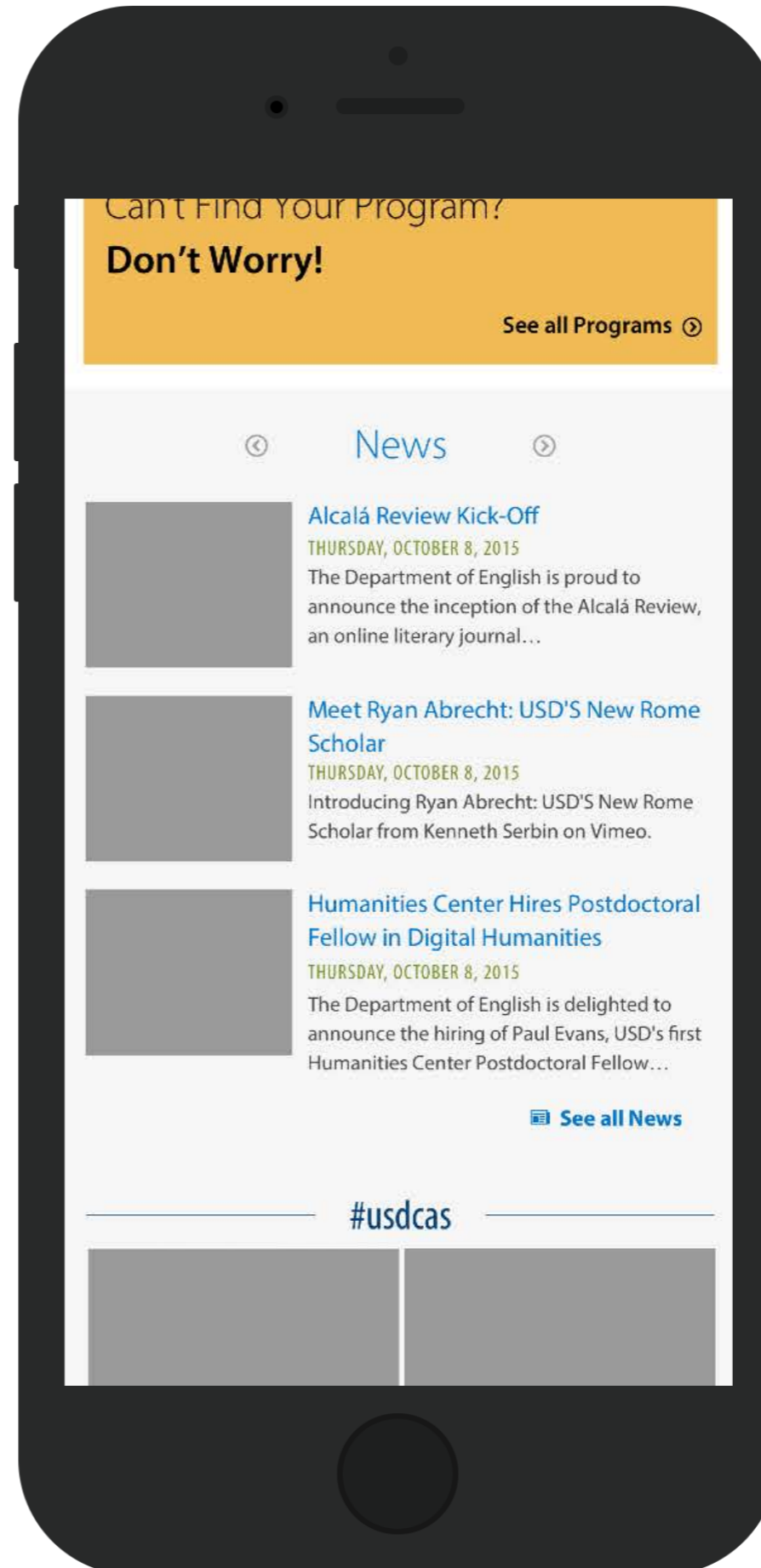
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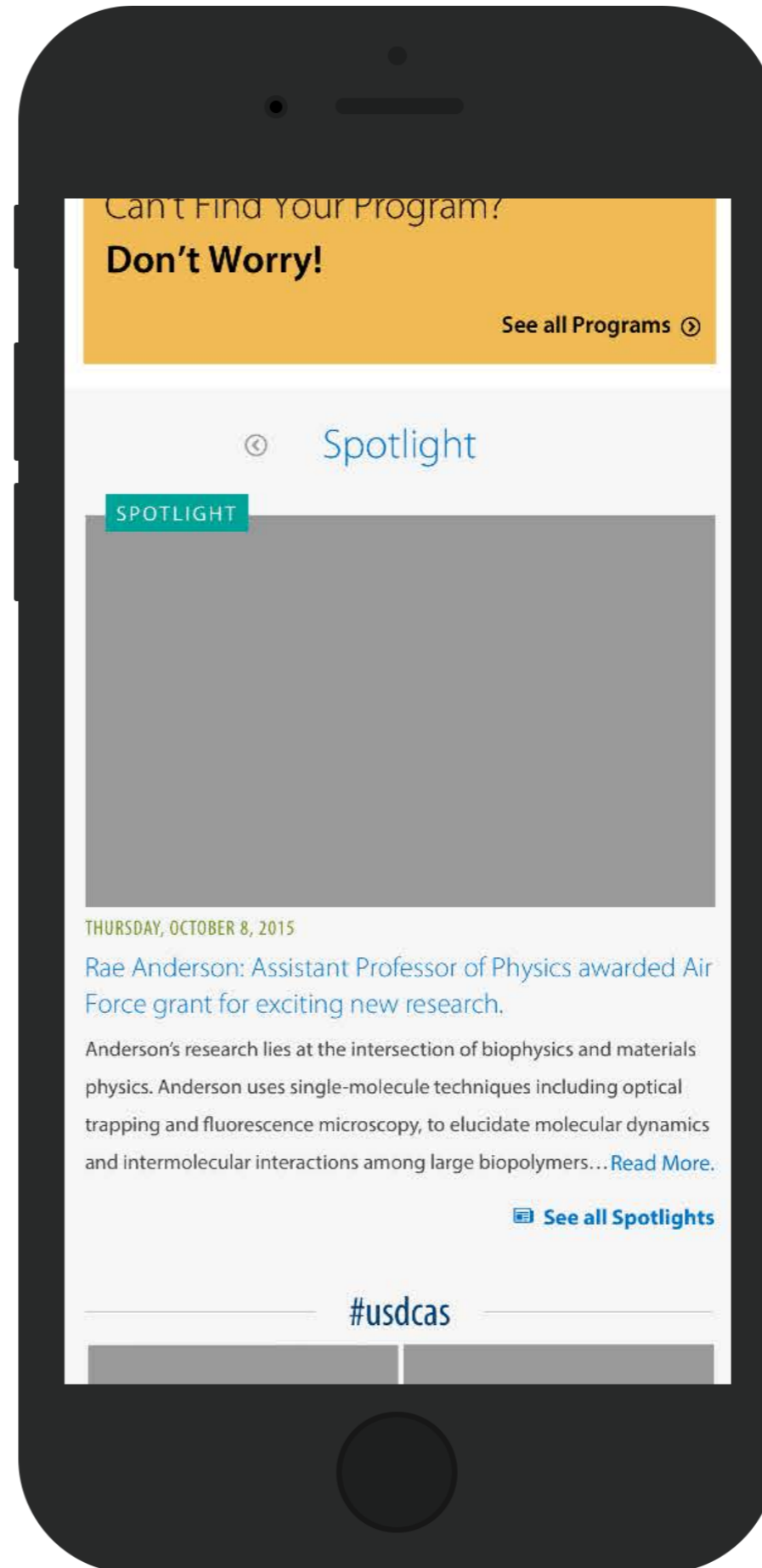
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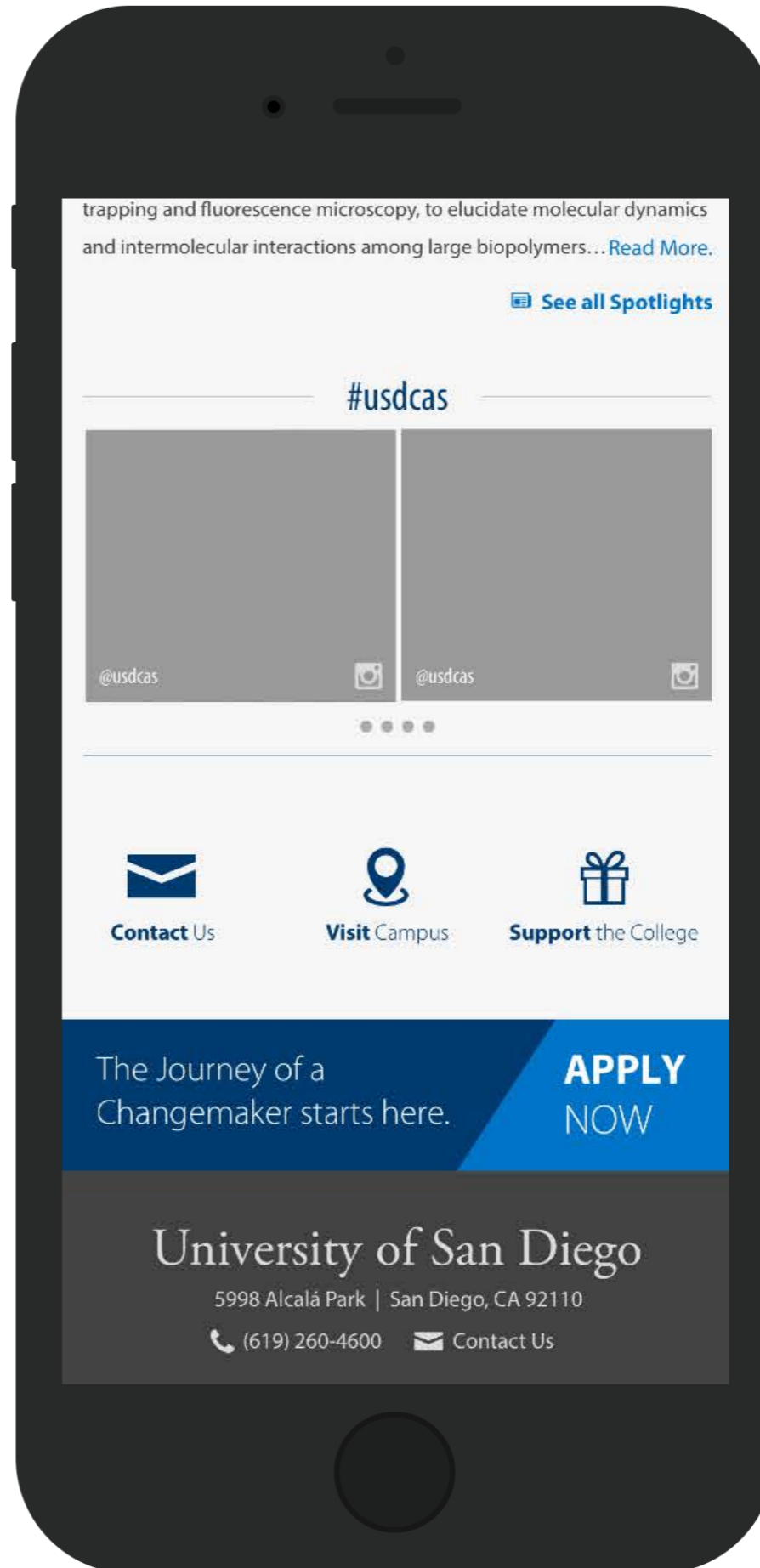
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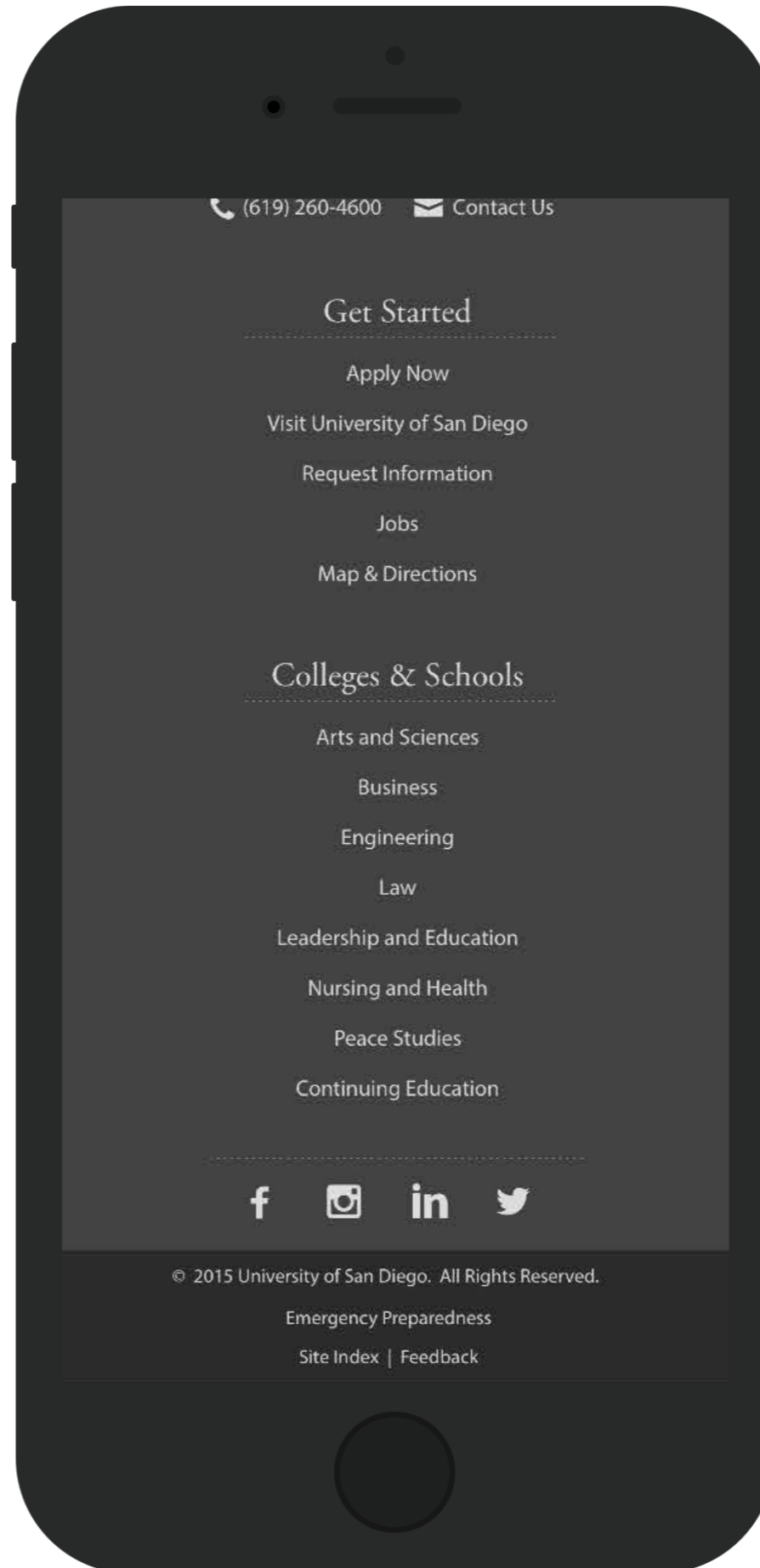
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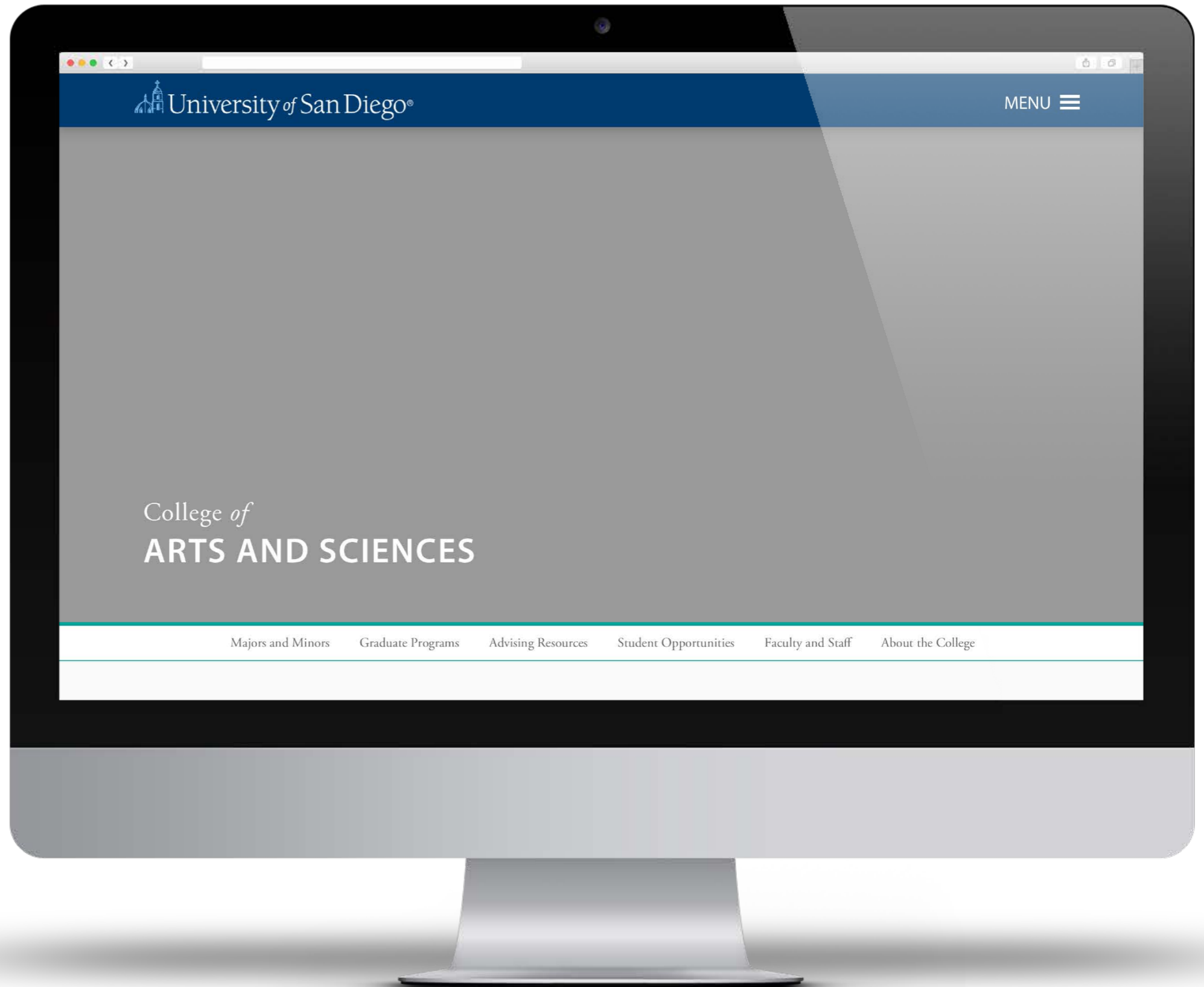
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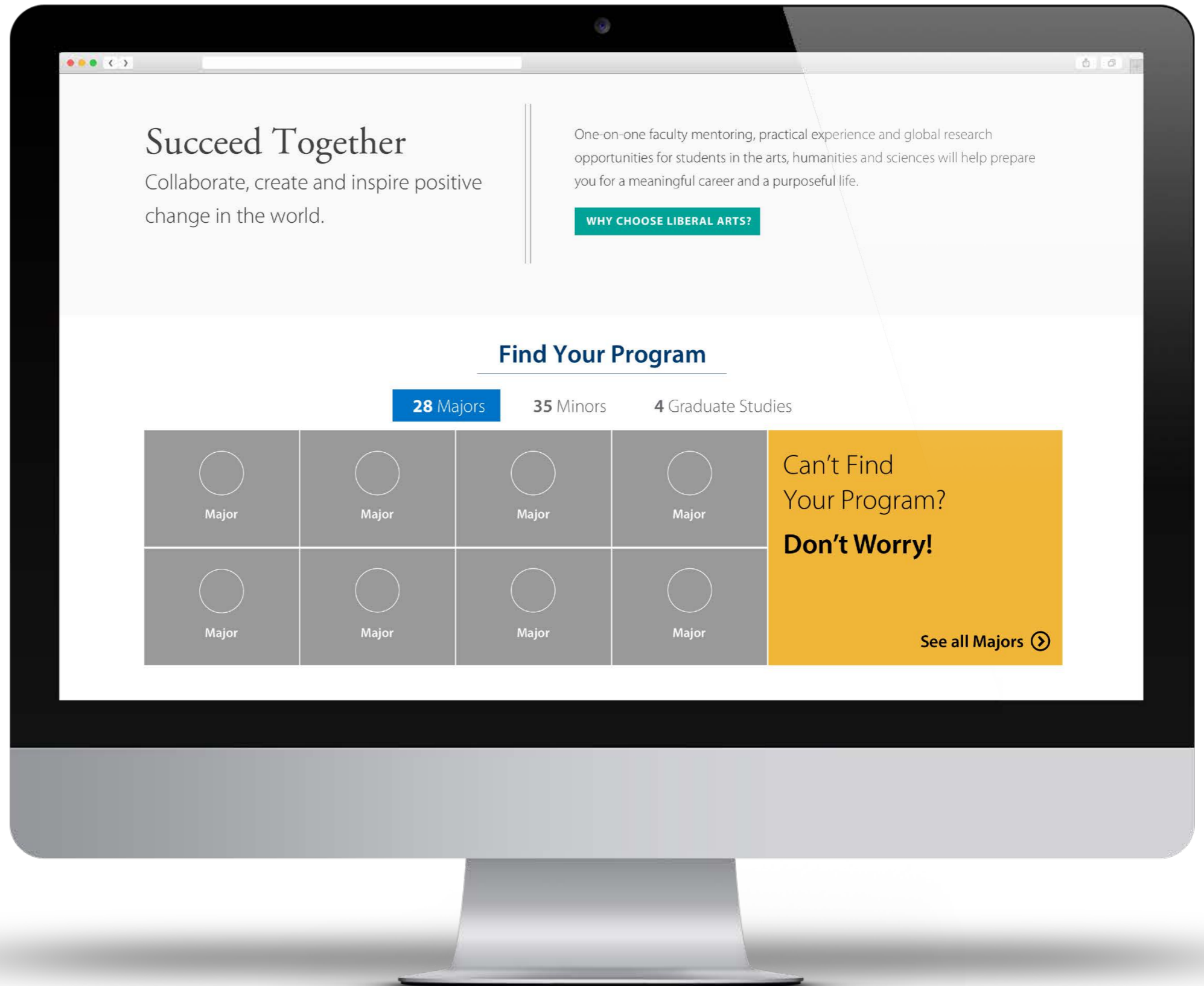
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Desktop



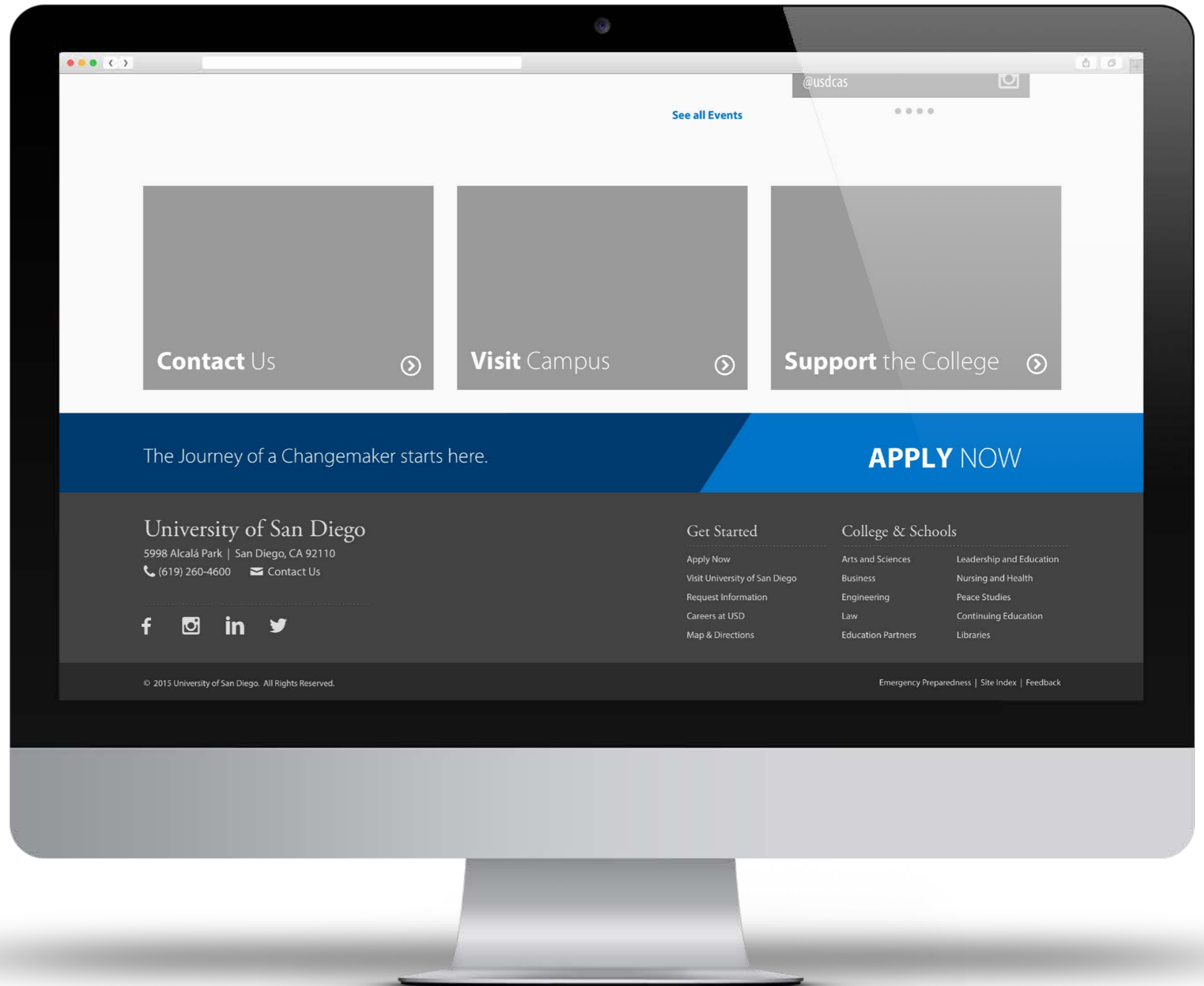
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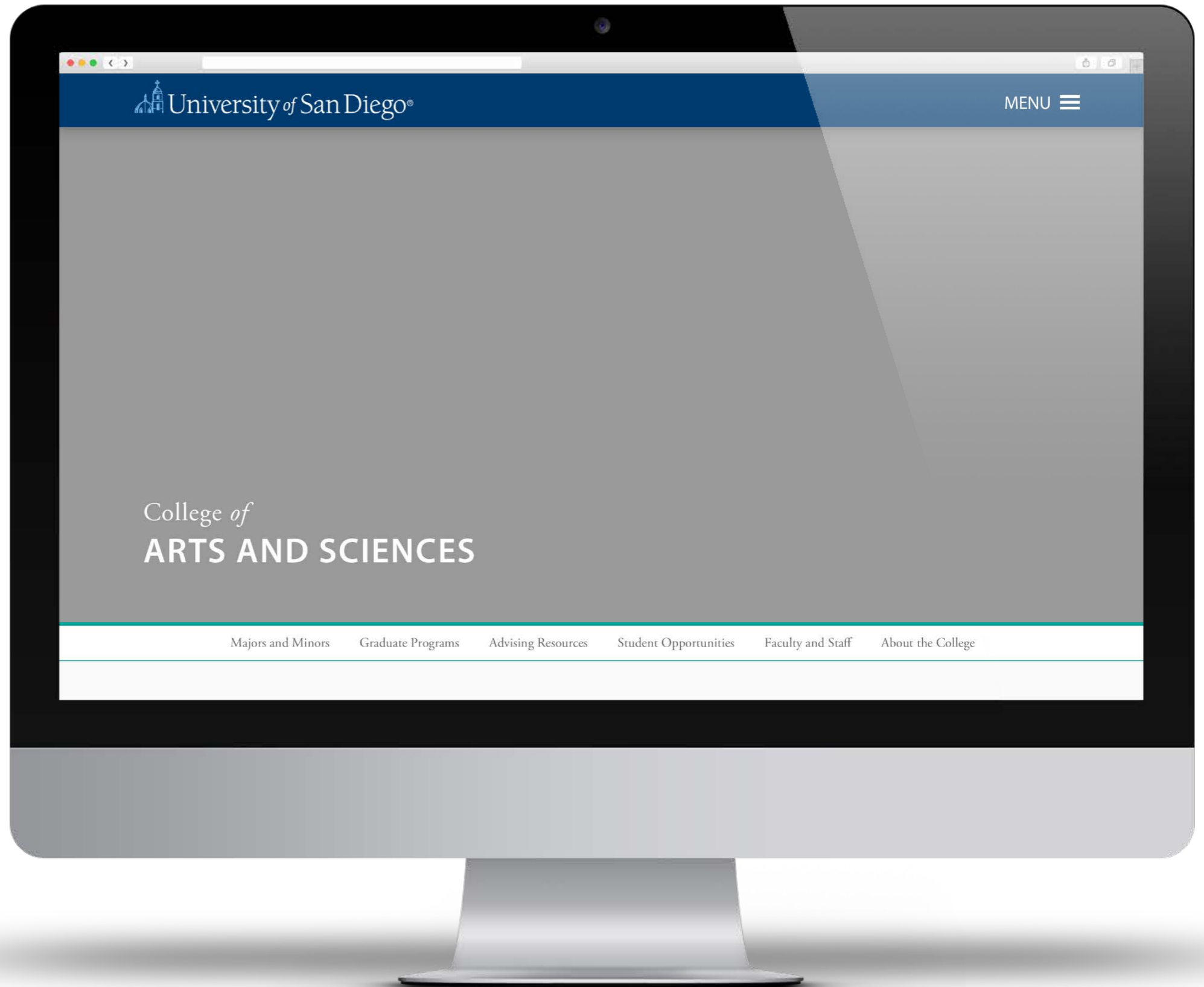
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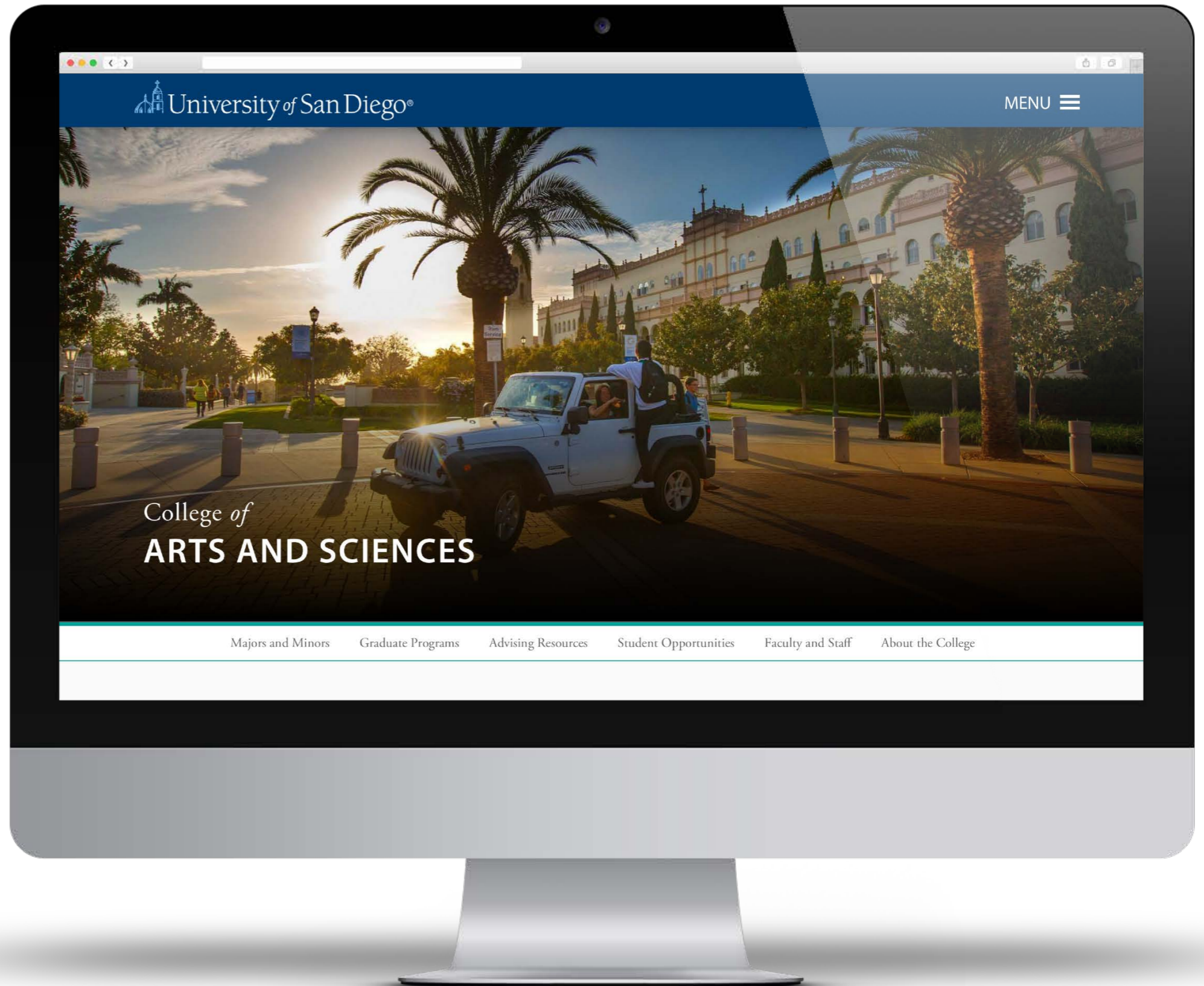
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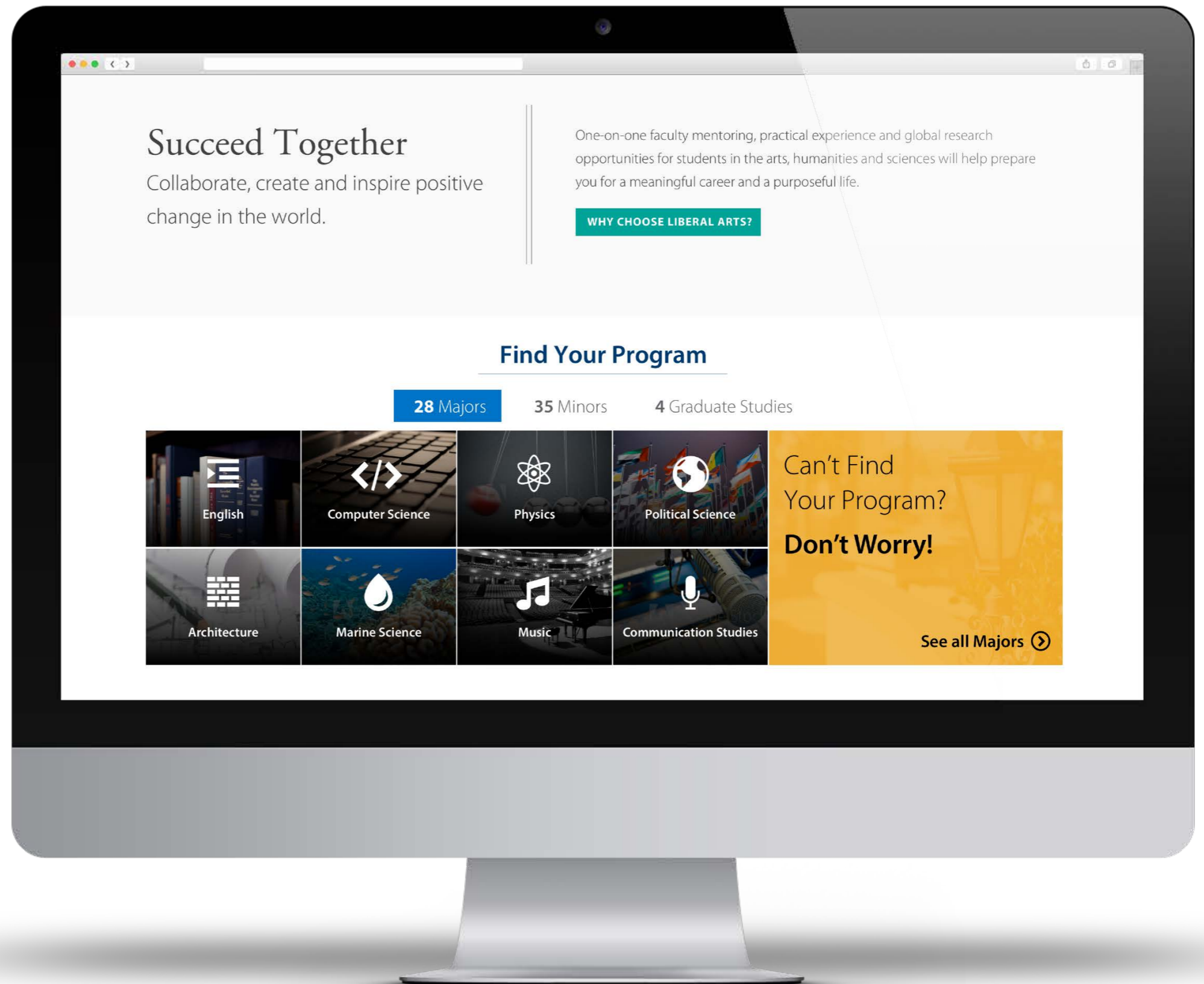
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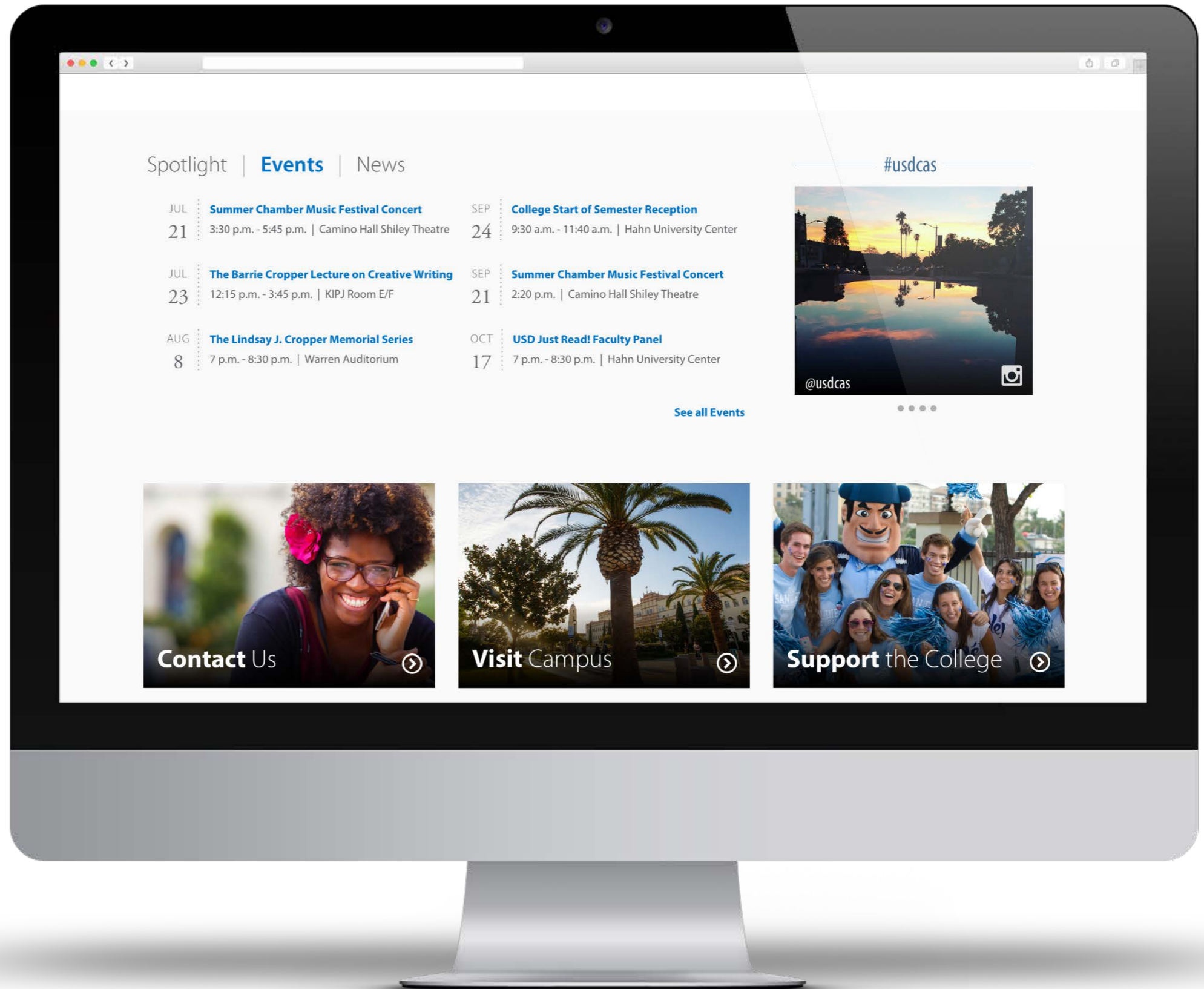
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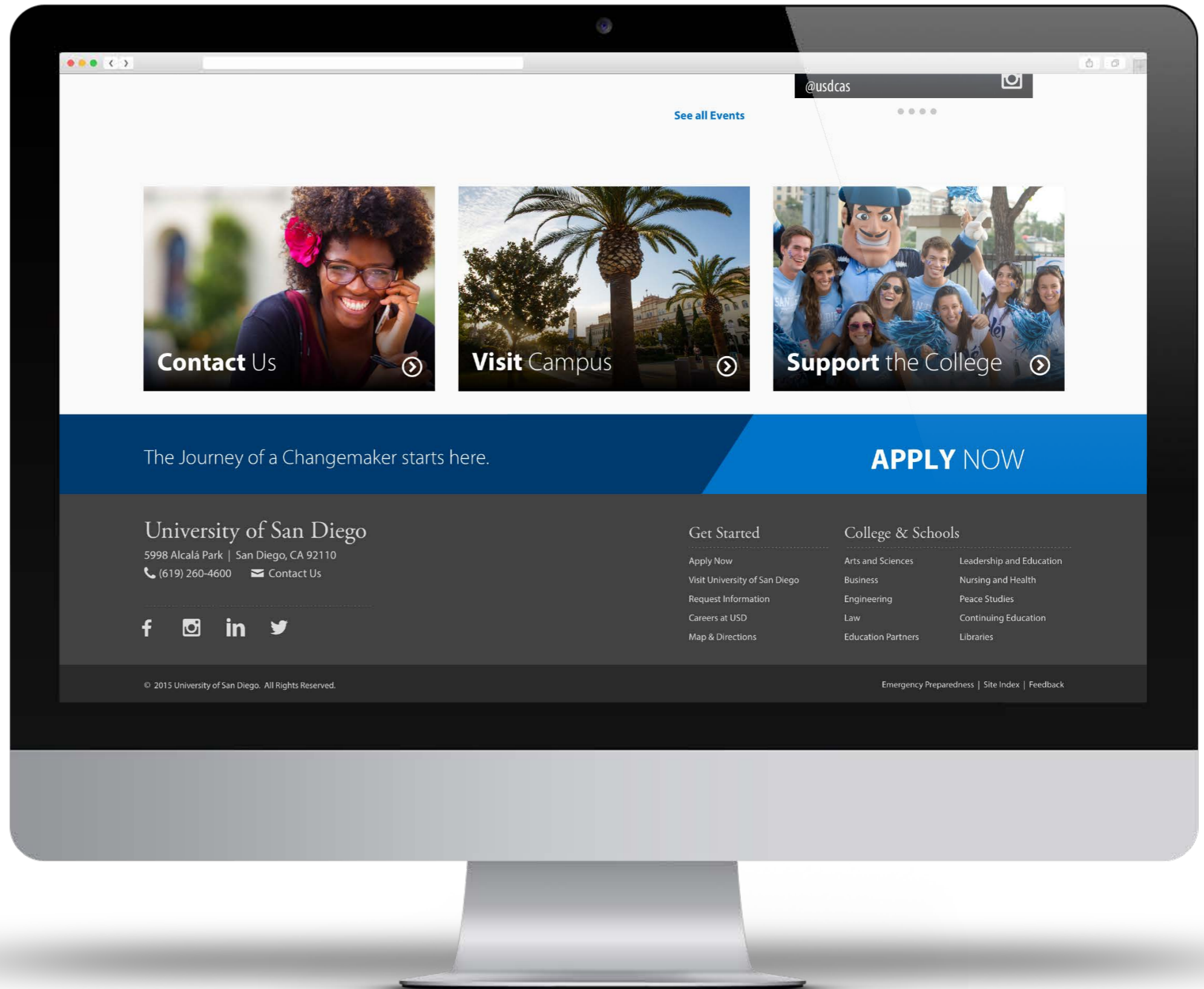
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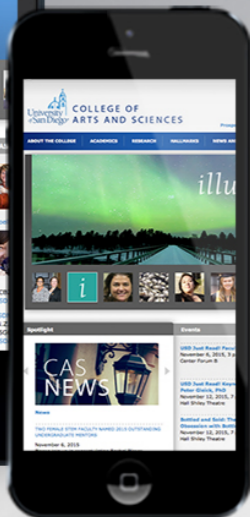
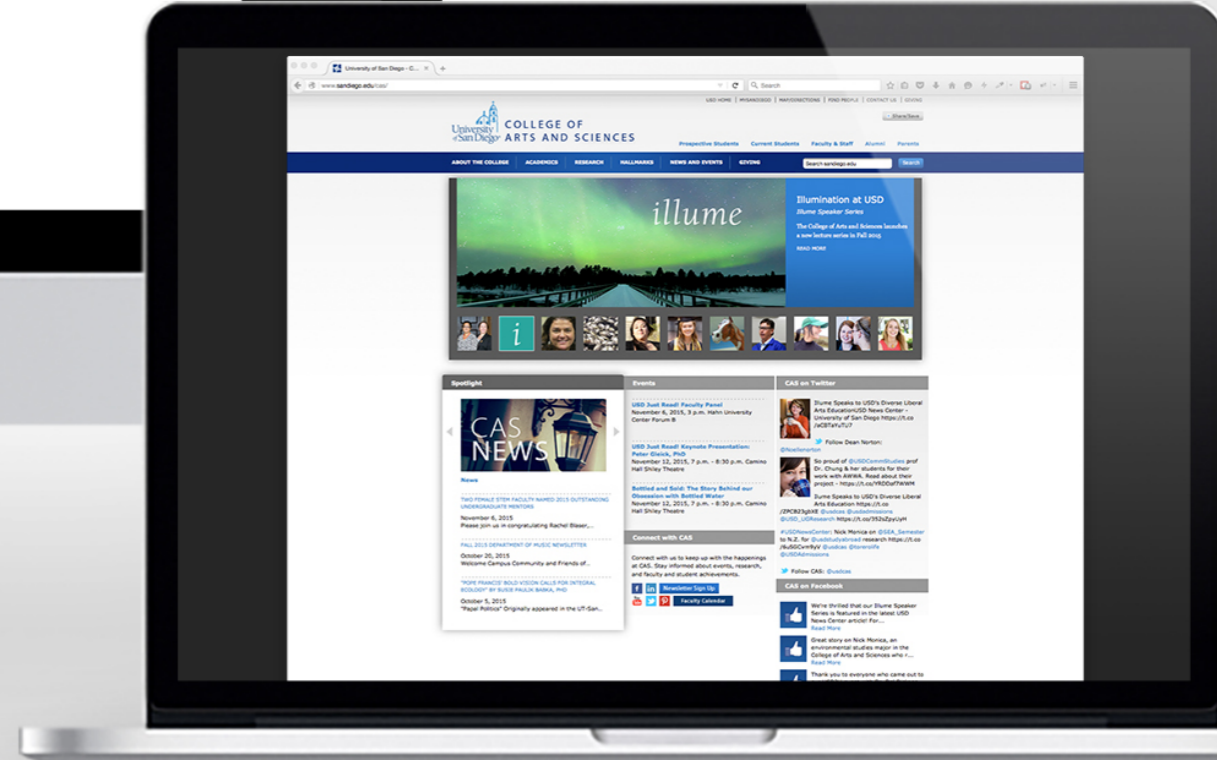
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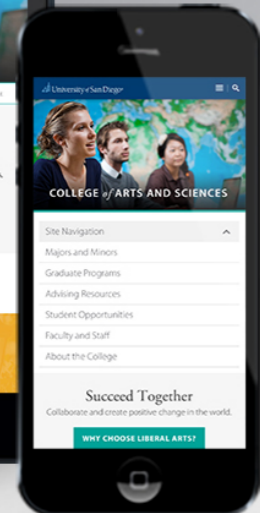
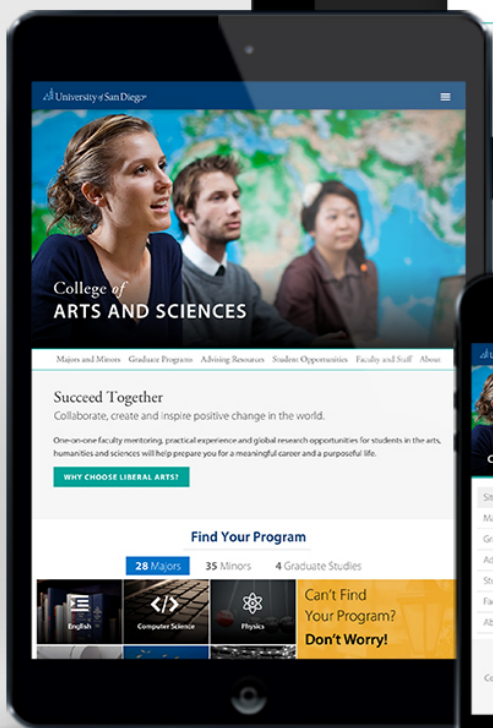
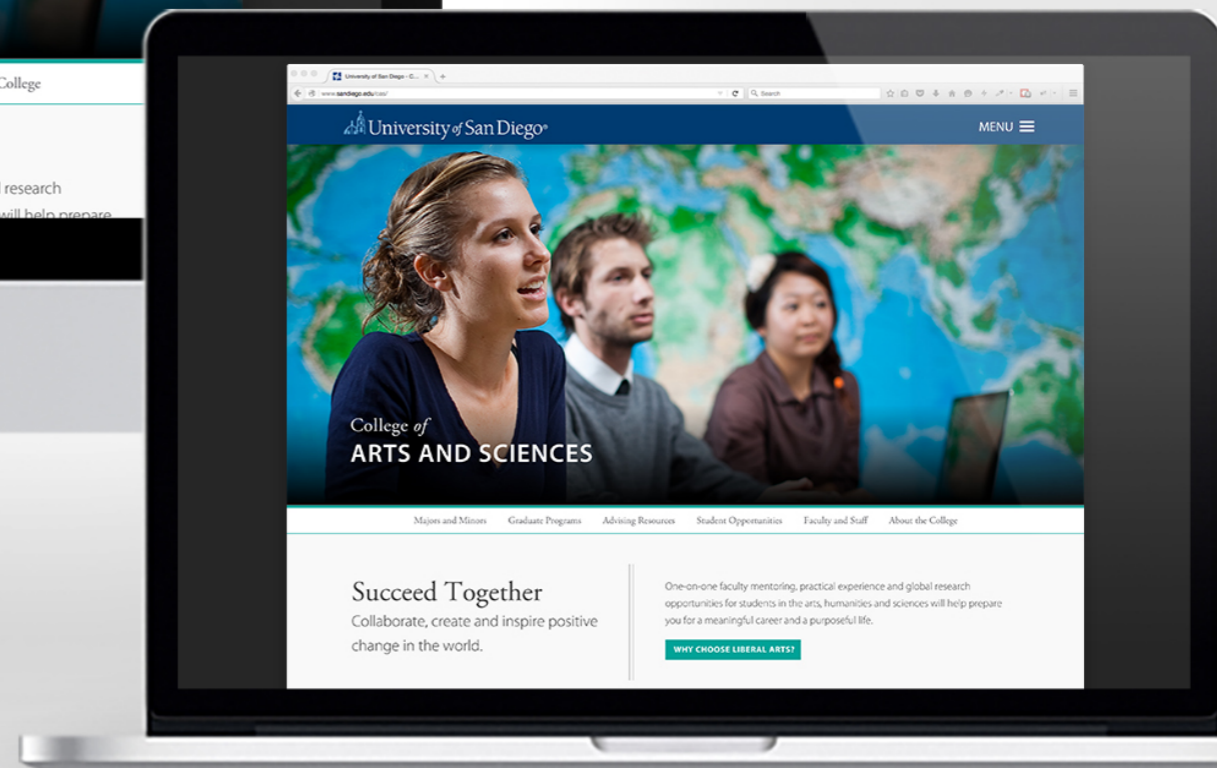
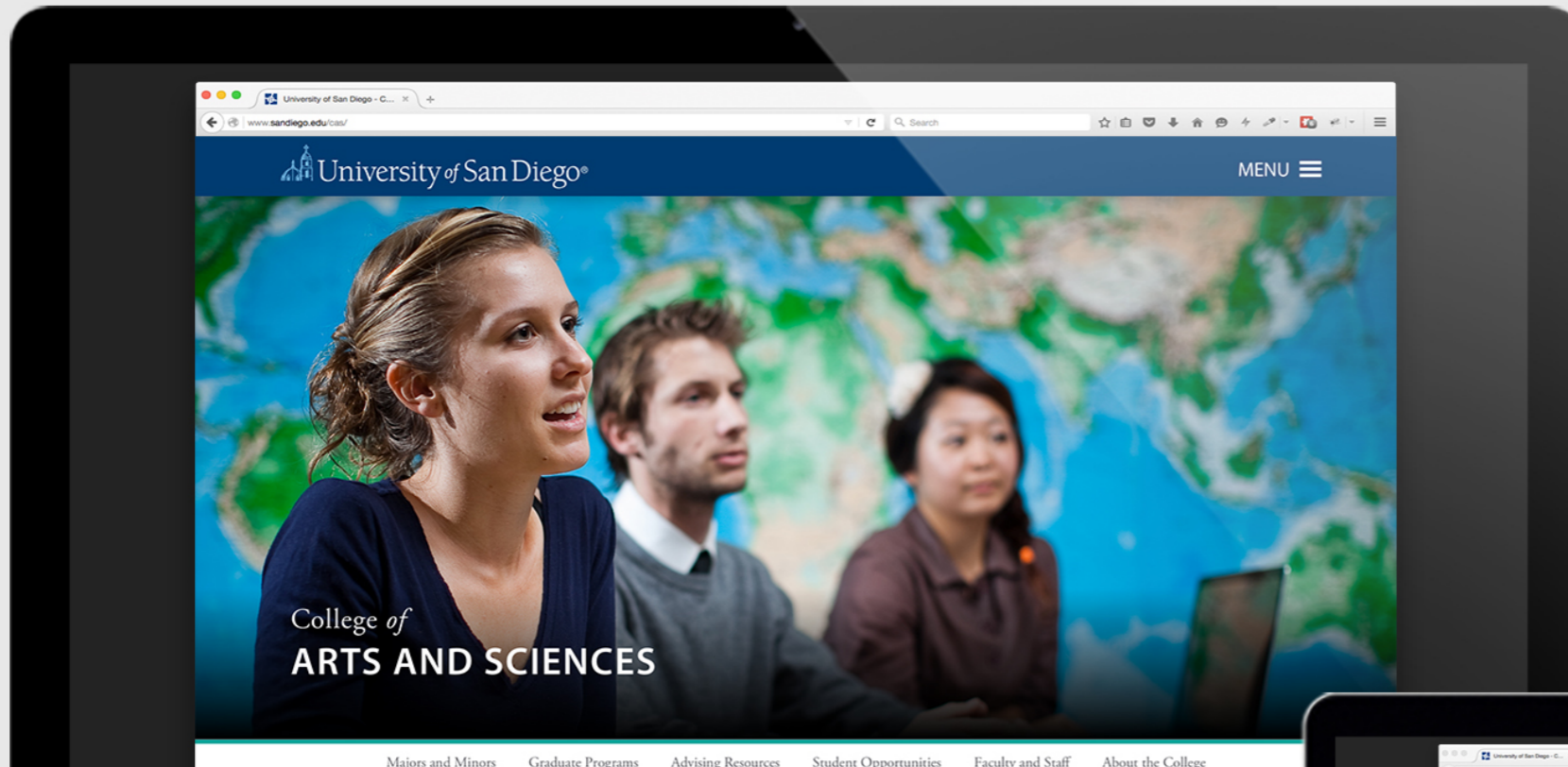
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Before



After



New Features

Find Your Program

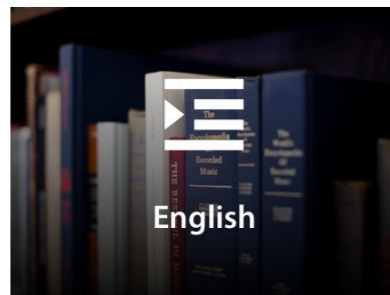
Filter by Degree Type

Find Your Program

28 Majors

35 Minors

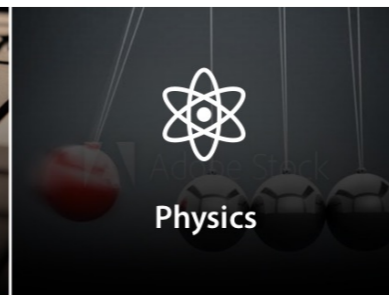
4 Graduate Studies



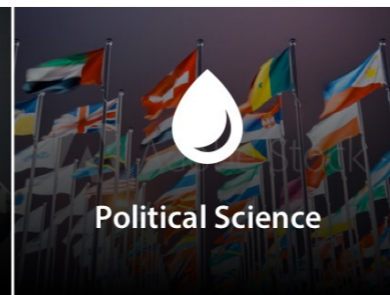
English



Computer Science



Physics



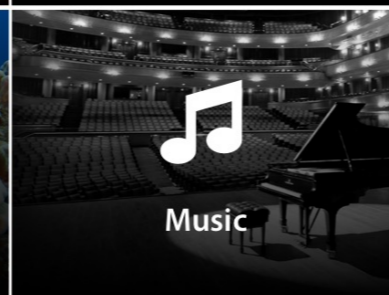
Political Science



Architecture



Marine Science



Music



Communication Studies

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

See all Majors [➔](#)

Link to all Programs

Randomized List of Programs

MyPostings

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

[Back to Page](#)

[< Back to Psychology Department](#)

Arts and Sciences in the News

Featured Post

Dynamic Filters

Featured Stories

Filter by **Topic**

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Arts and Culture

Living-Learning Communities

Faculty and Staff

Global News

Research and Fieldwork

Science and Technology

Student Involvement

Success Stories

Filter by **Department**

Art

Architecture

Biology

Chemistry

Communication Studies

English

Environmental and Ocean Sciences

Ethnic Studies

Languages

Latin American Studies

Mathematics and Computer Science

Music

History

Humanities

Physics

Political Science

Psychology

Sociology

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.](#)

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...

["Pope Francis' bold vision calls for integral ecology" by Susie Paulik Babka, PhD](#)

THURSDAY, OCTOBER 8, 2015

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

[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...

[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...

[Meet Ryan Abrecht: USD'S New Rome Scholar](#)

THURSDAY, OCTOBER 8, 2015

Introducing Ryan Abrecht: USD'S New Rome Scholar from Kenneth Serbin on Vimeo.

[Granting Diverse Access](#)

[The Teenager Whisperer](#)



Events Calendar

New Categories

Filter by Department

- 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
- Contact Us

MONDAY, OCTOBER 19

Featured Event

“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

Sunday, October 25, 2015 // 3 p.m. – 5 p.m.

Camino Hall, Shiley Theatre

October

OCT 20

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

OCT 25

Elizabeth Gilbert, Author, Illume Special Guest

LECTURE SERIES, FACULTY

Sunday, October 25, 2015 // 3 p.m. – 5 p.m.

Camino Hall, Shiley Theatre

OCT 30

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

NOV 5

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

Upcoming Featured Events

All Events



Success Stories

Faculty, Student or Alumni Stories

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.](#)

Course Bulletin

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



Study Abroad

 By Location

 By Program

Categorized by Location

Argentina

Australia

Austria

Bhutan

Brazil

Cambodia

Czech Republic

England

France

Germany

Hungary

Ireland

Italy

Japan

Mexico

New Zealand



Study Abroad

By Location

By Program

Categorized by Program

PROGRAM	CITY	TERM	
Italy: Florence - Florence University of the Arts (Semester)	Florence, Italy	Fall, Spring	+
Italy: Rome - John Cabot University (Semester Exchange)	Rome, Italy	Semester Exchange	+
New Zealand: Dunedin - University of Otago (Semester)	Dunedin, New Zealand	Fall, Spring	+
Peru: Pilcopata - School for Field Studies (Semester)	Pilcopata, Peru	Smester	-

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 *

[More Information](#)

**Transactional Information
via International Center**

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