University of San Diego

NEW WEBSITE DESIGN REVIEW

August 2020
Phases working in tandem

- Content creation (stories, photos, video)
- Components designed and built
- Design sprints and wireframes for three home pages
- User testing with various audiences
- Site build
CONTENT PRIORITIES

About
Academics
Admission and Aid

Faith and Service
Global
Outcomes

Student Experience
Apply
Give
Visit

ATHLETICS
ADMITTED STUDENTS
ALUMNI
CURRENT STUDENTS
PARENTS
PRESS
STAFF
DESIGN SYSTEMS
WHAT IS A DESIGN SYSTEM?

A collection of reusable components and repeatable patterns that provide interchangeable building blocks guided by clear standards that we can use to build complex solutions.
Introducing CAMINO

USD’s Web Design System
**Camino**

*n. path, road, journey*

Camino Hall was one of the first buildings constructed as part of the original San Diego College for Women in 1951.

Camino as a design system will pave the way for a new era of building websites at USD.

Camino is informed by USD’s Horizon Branding.
Camino Goals

- provide a global library of components that are fully tested and shared across the university
- implement better analytics to inform us if the features we add are effectively meeting our goals
- empower maintainers to keep their site dynamic through various tools and training
- build on top of existing components instead of developing one-off solutions
- create time for collaboration post-launch and on a quarterly basis
COMPONENT LIBRARY
**COMPONENT LIBRARY**

Digital Design Library

- Curated list of components in line with university branding and web standards
- Includes variations for theme, size, layout, etc.
- Ability to swap/reorder for prominence/priority
- Will grow and evolve over time
- Live interactive tool
FIND YOUR HORIZON

Know things. Know things because you partnered across disciplines with people you didn’t know on problems that couldn’t be solved alone. Employees look for that. It tells them you know how to collaborate. And it’s where collaboration. And innovation. And lead. Land us in incredible places with exciting names at companies like TikTok, NBCUniversal, Disney and many more.
AT THE EDGE OF IT ALL
PROTOTYPES
AT THE EDGE OF IT ALL
PUTTING IT ALL TOGETHER

Content + Wireframes + Components = Prototypes

- Tested with prospects, current students, alumni, and faculty
- Conducted sessions via Zoom
- Not fully functional, but represents overall design concept with real content
- Allowed them to explore the page on their own, talking out loud
- Asked them what they identified with, what interested them the most, what was missing
- Evaluated content, user experience and design
NEXT STEPS
NEXT STEPS

Phase 1 *(Launching October)*
- Camino
  - Component Library
  - Design Toolkit
- New USD Website
  - Main Site
  - Undergraduate Admission
  - Graduate Admission

Phase 2
- School Websites
  - CAS and Kroc already in the IA/Content phase
- Copley Library
- News Centers
- Directory

Phase 3
- Department Transitions
  - Student-facing and institutional websites to launch first