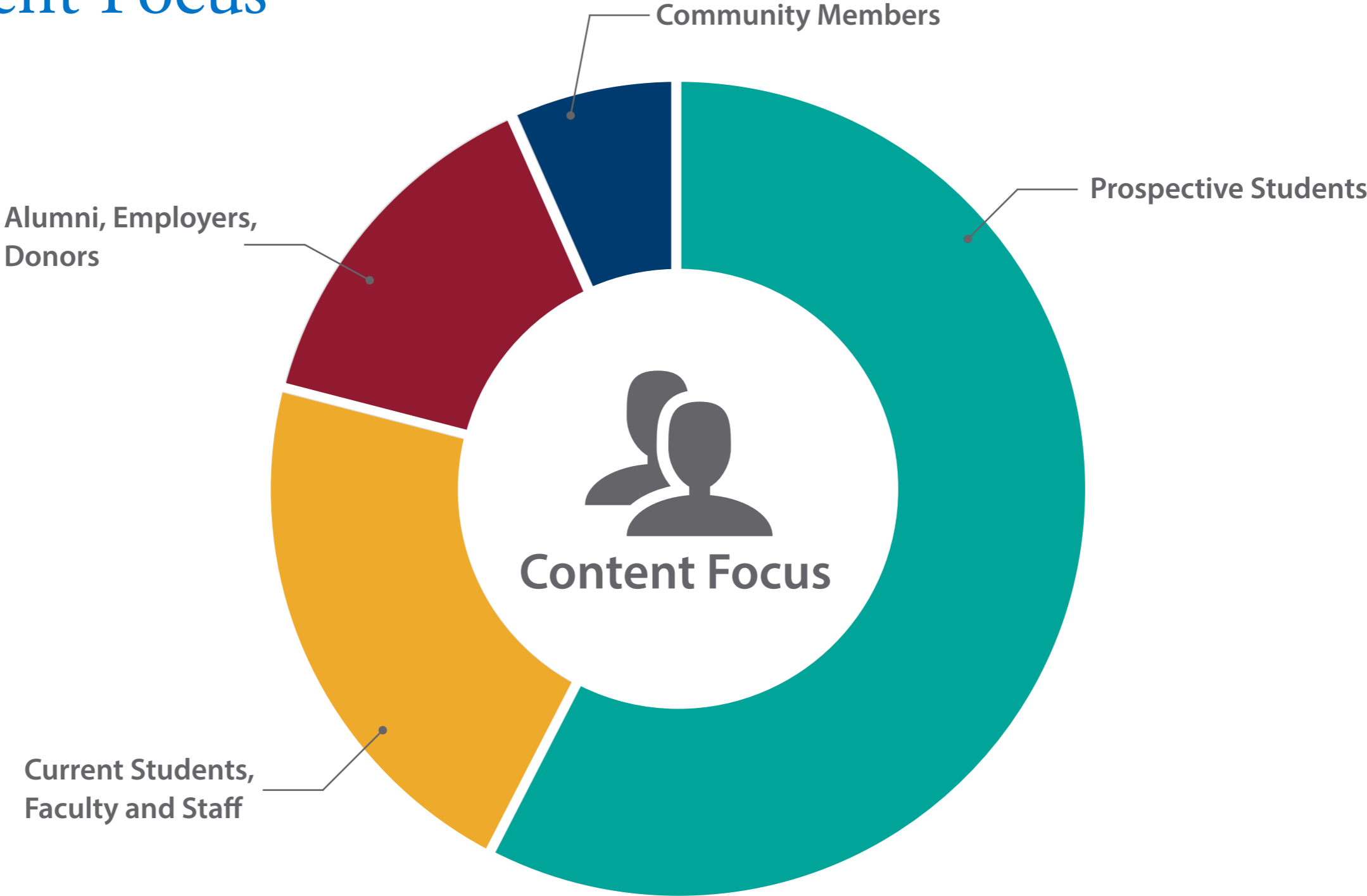SCHOOL *of* LAW

Website Redesign Town Hall

Overview

- Content Focus

- User Personas

- Information Architecture

- Elements and Style Tile

- Design Sprints

- Next Steps

- Questions/Comments

University of San Diego®

Content Focus

Community Members

Prospective Students

Alumni, Employers, Donors

Current Students, Faculty and Staff

Content Focus

University of San Diego®

User
Personas

Hannah

Age 22
Recent graduate
B.A.,Political Science, UCSD

- Living in SD, she has seen first hand some of the injustices facing the immigrant population.

- Versed in the political issues of the day and the dialog that accompanies those issues

- Loves the San Diego beach vibe

- Hopes to practice law in the southern region of California

Hannah

Age 22
Recent graduate
B.A.,Political Science, UCSD

"I want to come to USD School of Law because it has a reputation for being the best in the area, but I'm worried about the debt I will incur from law school. And since USD is a private university, I'm afraid that it might be more expensive than other law schools."

BACKGROUND AND VALUES

- Young professional at PR firm

- Felt a little empty using his skills solely for corporate benefit

- Views law school as a way to channel his natural talents in a fulfilling way

- Connection to the outdoors has inspired him to pursue a career in environmental law

Rakesh

Age 28
Young Professional
B.A., English, Boston University

"USD School of Law looks like it has a solid reputation, and the climate and location that are spot on. But with a ranking that's not top 50, will it provide the high quality education, social fulfillment, support network of mentors, and cost-effectiveness to make it the right choice? "
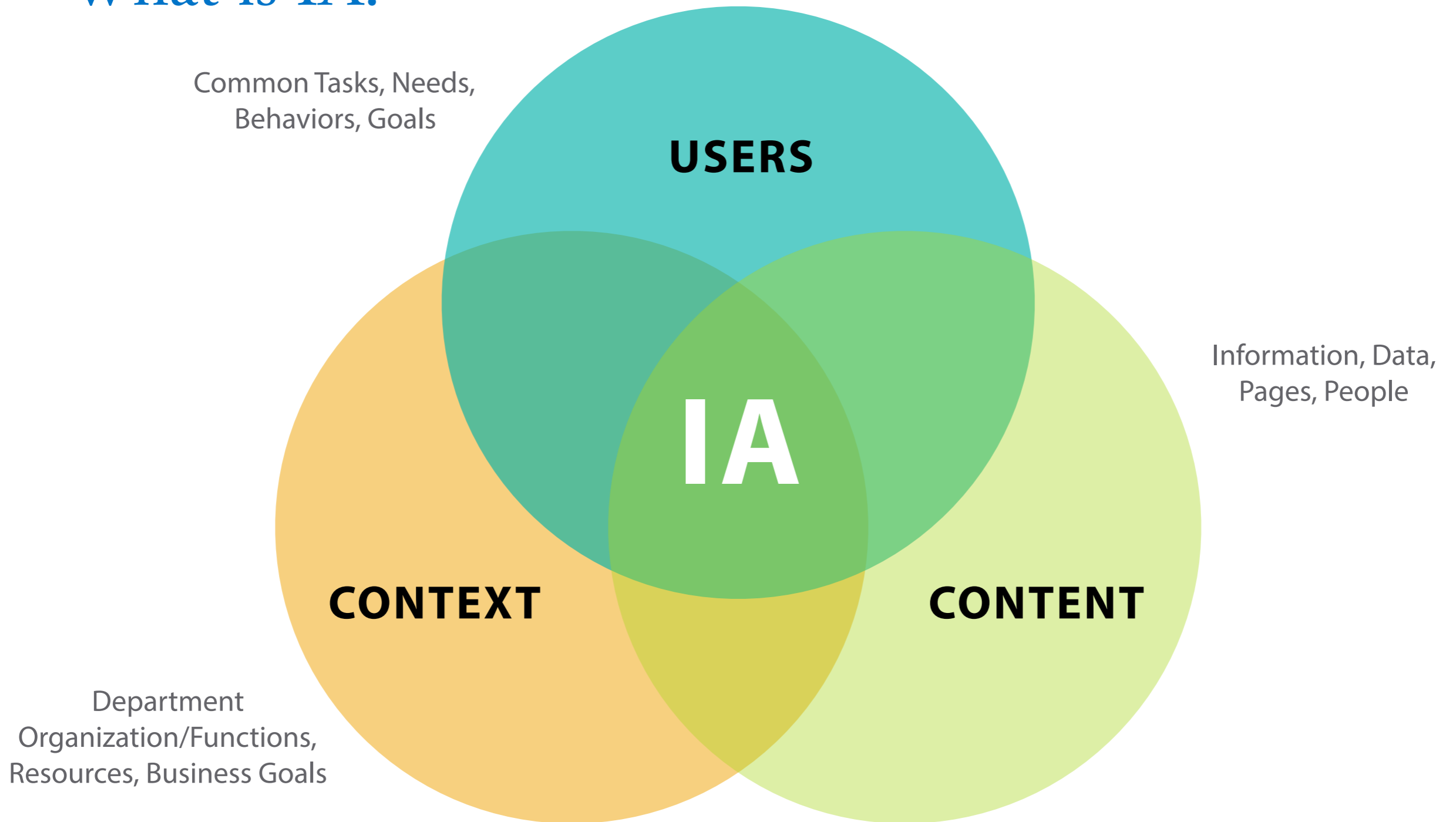
Rakesh

Age 28
Young Professional
B.A., English, Boston University

Information
Architecture

What is IA?

Common Tasks, Needs, Behaviors, Goals

USERS

Information, Data, Pages, People

IA

CONTEXT

CONTENT

Department Organization/Functions, Resources, Business Goals

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Process

STEP 1

Review user personas, core messages, data

STEP 2

Create high-level buckets of information

STEP 3

Sort relevant stickies into each bucket

STEP 4

Review next steps and build a feature wish list

University of San Diego®

SCHOOL OF LAW

ADMISSIONS

- JD Program
- LLM Programs
- MS in Legal Studies
- Apply Now
- Visit Campus
- International Students
- Recruitment Calendar

ACADEMICS

- JD Program
- LLM Programs
- MS in Legal Studies
- Curriculum
- Study Abroad
- Clinics and Externships
- Advocacy Programs
- US Law and Policy Program
- Academic Journals
- Academic Calendar
- Information for Auditors

FACULTY

- Faculty Scholarship
- By Areas of Expertise
- In the News
- Colloquia and Other Speaker Series
- Research Associates
- American Law Institute

STUDENT LIFE

- Orientation
- Sidebar
- Student Orgs
- Resources for Student Leaders
- Health and Wellness

CAREERS

- Students
- Alumni
- Employers
- Employment Data
- 12twenty

LAW LIBRARY

- Services
- Find Resources
- Research Trainings
- About the LRC

ABOUT

- Message from the Dean
- Faculty and Staff Directory
- Board of Visitors
- Administrative Offices
- ABA Required Disclosures
- Publications

NEWS

- News Center
  - In the News
  - Press Releases

EVENTS

- Event Calendar

SCHOOL OF LAW

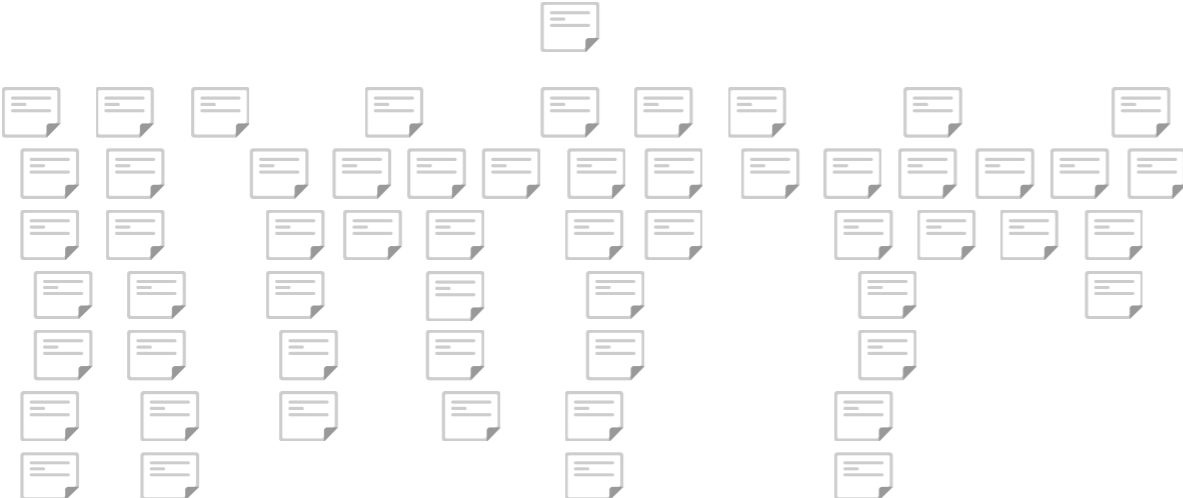| FINANCIAL AID	REGISTRAR	CENTERS	EXTERNAL RELATIONS
DONOR RELATIONS	EVENT SERVICES	FREE LEGAL ASSISTANCE	THE BIG GIVE
PROSPECTIVE STUDENTS	CURRENT STUDENTS	FACULTY AND STAFF	ALUMNI

Number of Pages

1600+
PAGES BEFORE

VS

642
PAGES AFTER

Elements
and Style Tile

What is a Style Tile?

Moodboard — *too vague*

Style Tile — *just right!*

Mockup — *too precise*

The Perfect Climate for Studying Law

UNIVERSITY *of* SAN DIEGO

ADJECTIVES

practical *professional* *innovative* collaborative

TYPOGRAPHY

Adobe Garamond Pro

This is an example of a Page Title.

Myriad Pro

The University of San Diego is committed to academic excellence.

The university promotes the intellectual exploration of religious faith, recruits persons and develops programs supporting the university's mission, and cultivates an active faith community.

This is an example of a text link.

COLOR PALETTE

#33628D	**#7F9DB8**

#A17A68	**#B49586**	**#D0BCB3**
#C25219	**#CE7547**	**#B8C58F**
#EEAA2B	**#F1BB55**	**#F6D495**

BUTTON BUTTON BUTTON BUTTON

PHOTOGRAPHY // personal, community, collegial, natural

DESIGN MODULES

"This is an example of a quote."

- First Last, '17 JD
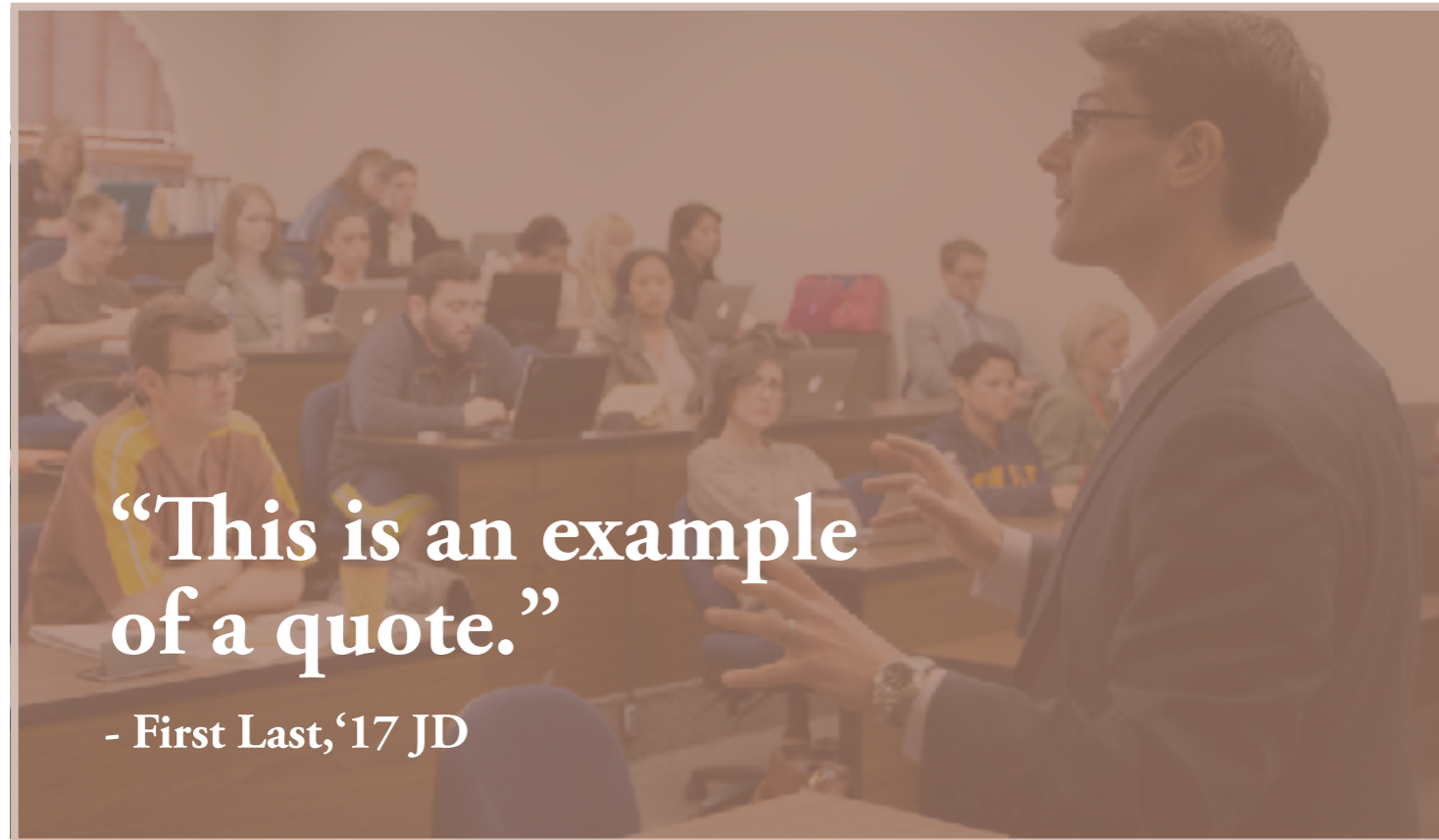
APR
25

This is the Event Title
SATURDAY, APR 25, 2017 // 7 P.M.
Event description goes here.

APR
27

This is the Event Title
MONDAY, APR 27, 2017 // 7 P.M.
Event description goes here.

MAY
01

This is the Event Title
FRIDAY, MAY 1, 2017 // 7 P.M.
Event description goes here.

Design
Sprints

Process

A 5-stage exercise that integrates design thinking into our product development process to help keep us aligned with project goals.
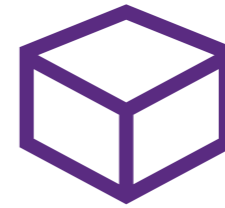
Understand   Diverge   Decide   Prototype   Validate

User Goals/Questions

Hannah

What scholarships are available?

Will I be able to practice in San Diego?

How can I specialize in my field of interest?

What is the student experience like?

Why should I choose USD over other southern California schools?

Rakesh

What scholarships are available?

What are the salary expectations for my field?

How can I connect with mentors and alumni?

What career resources are available?

Why should I choose USD over other higher ranked schools?

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User Stories

Hannah

I, Hannah

as a prospective law student

want to see the value of a degree at USD law compared to other Southern California law schools

so that I can rationalize paying more for my education and work in the public interest sector without the burden of debt

Rakesh

I, Rakesh

as a working professional

want to learn about scholarship opportunities

so that I can justify the career move and investment to earn a higher paying salary

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User Acceptance Criteria

FACULTY INTERACTION

office hours
smaller classes
testimonials

ACCESS TO ALUMNI

networking
mentorship
locations/fields
success stories

REGIONAL DOMINANCE

best school in region
career recruitment
bar passage rates

STUDENT LIFE

student support services
organizations
advocacy teams
journals
San Diego lifestyle

PRACTICAL EXPERIENCES

broad range of clinics
externships
first-year practicum
semester work for credit
Washington D.C. program

ACADEMICS

concentrations
available programs
study abroad

University of San Diego®

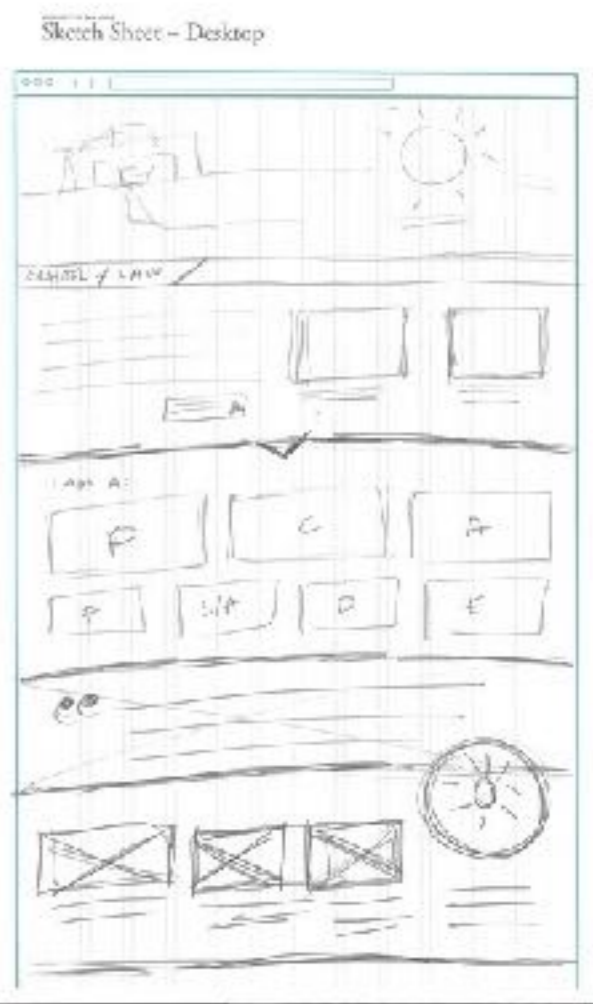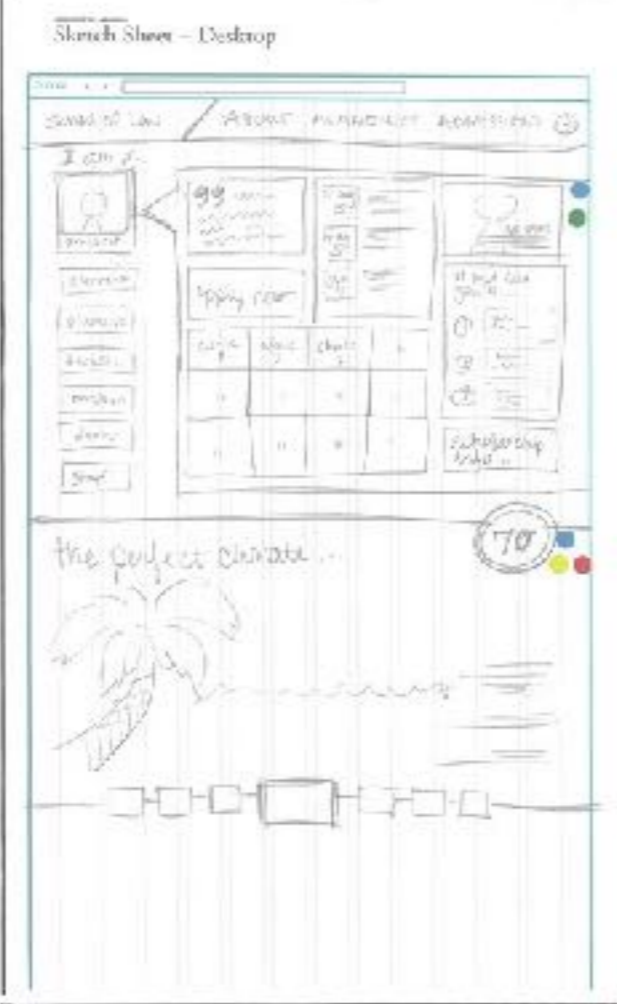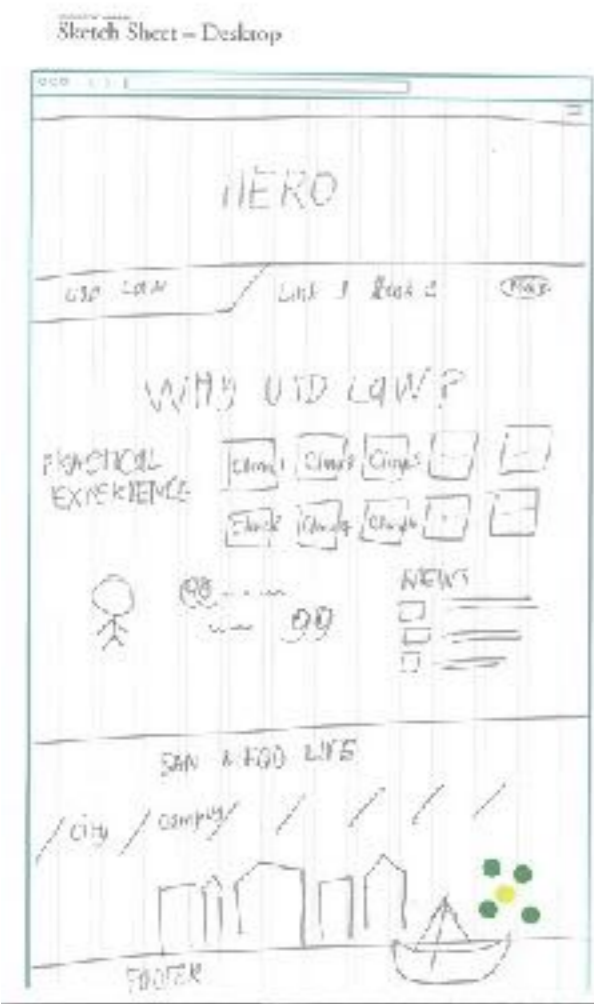# Mobile Homepage Sketches
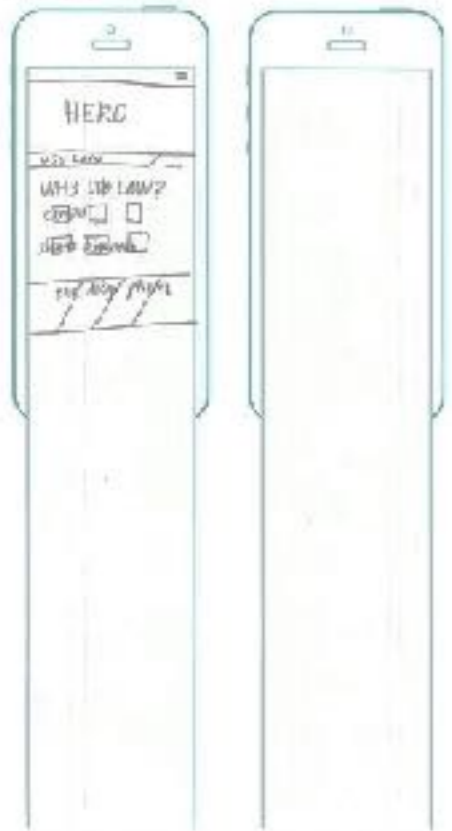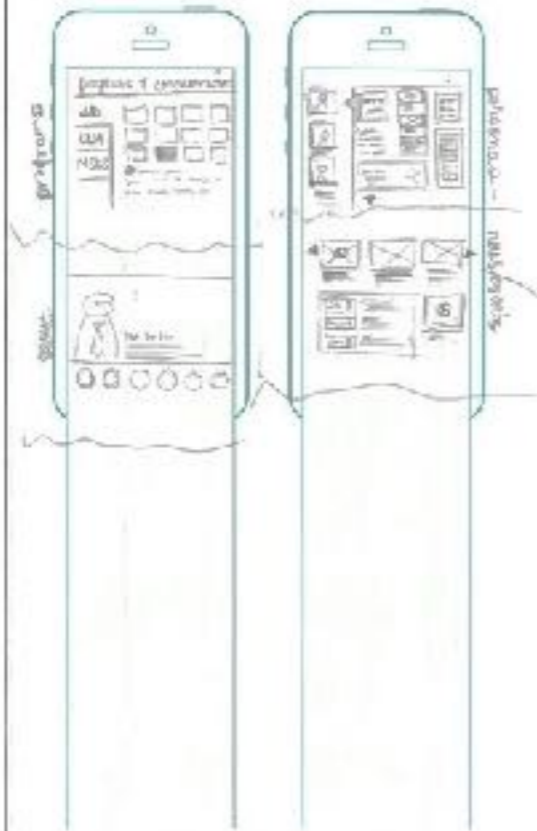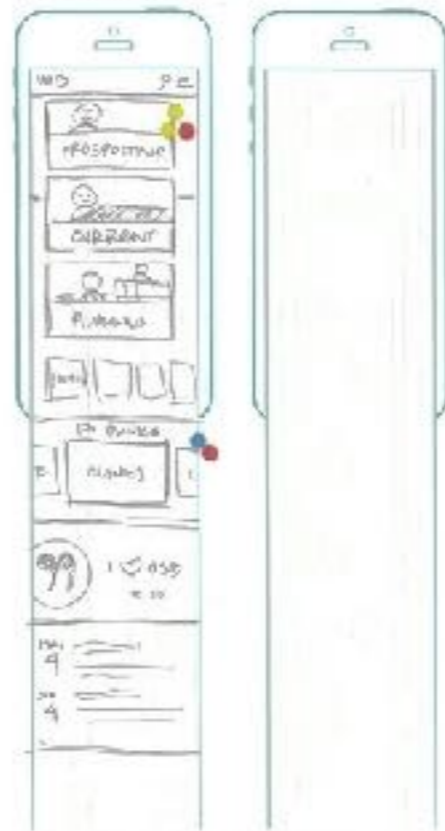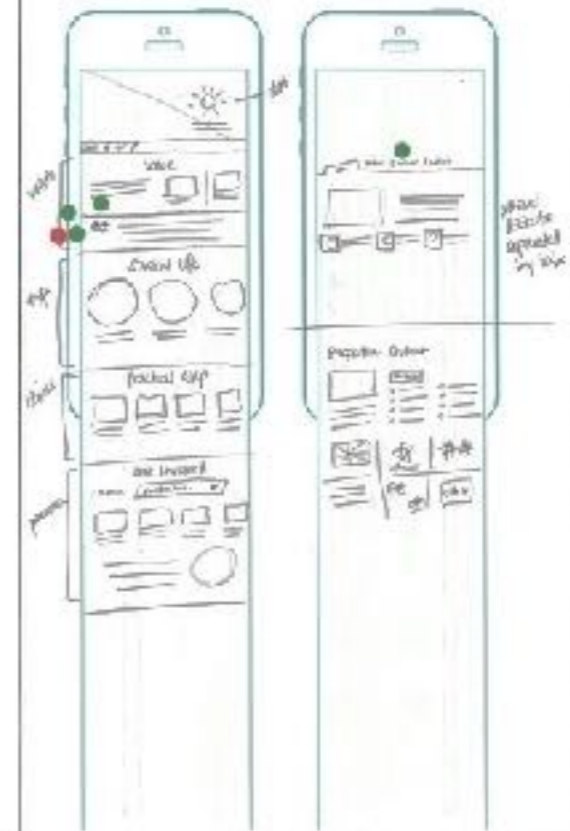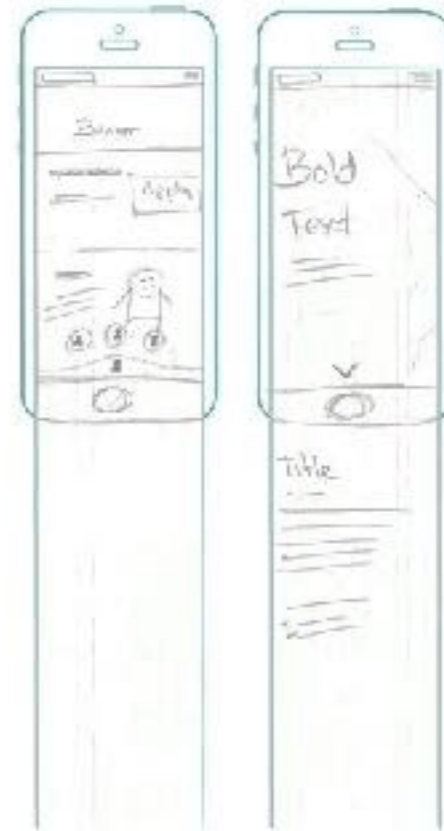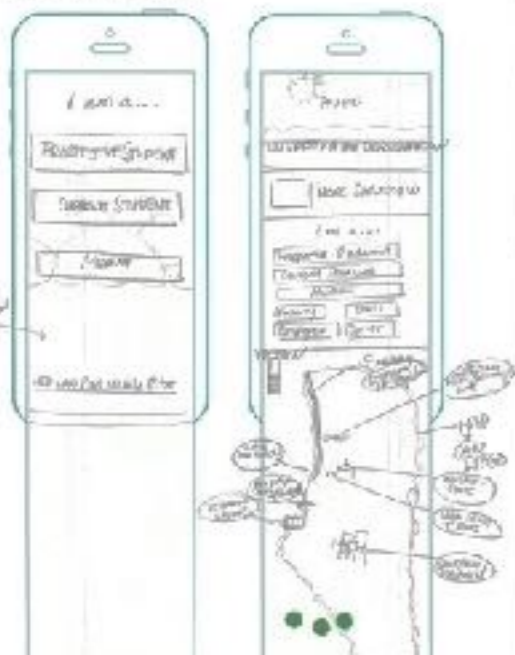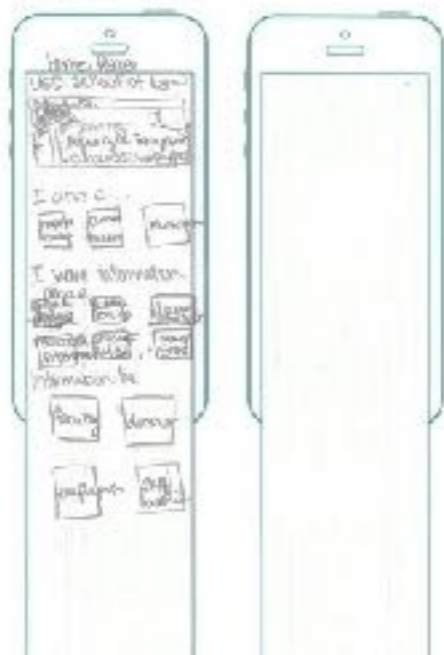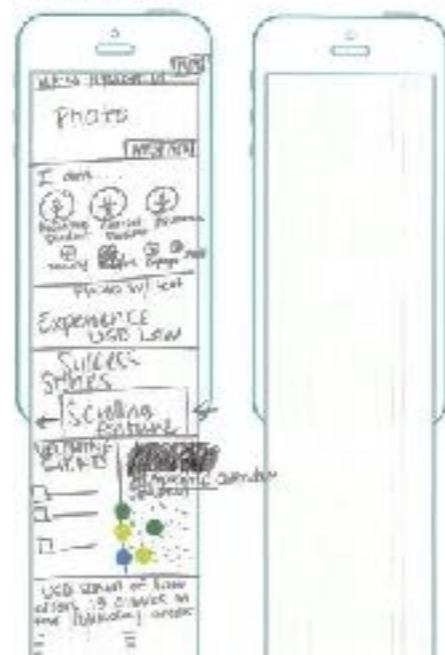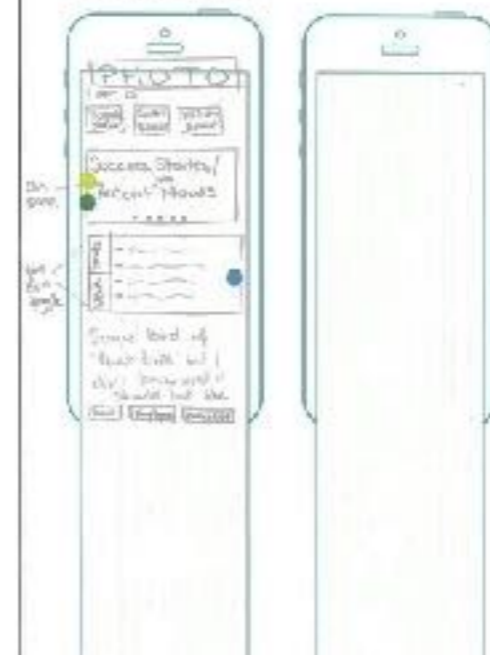
Desktop Homepage Sketches
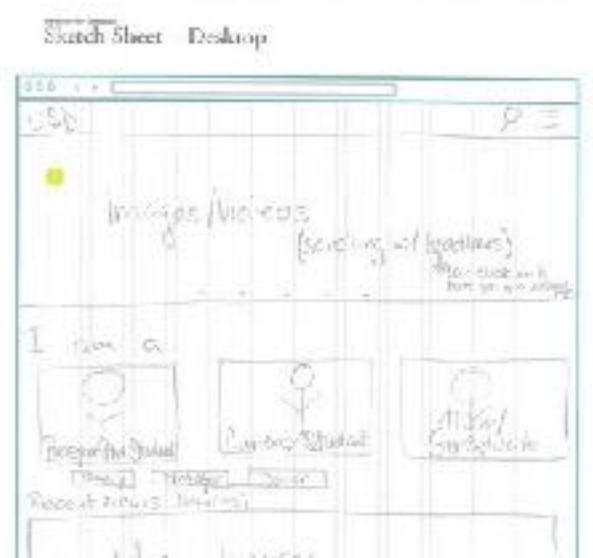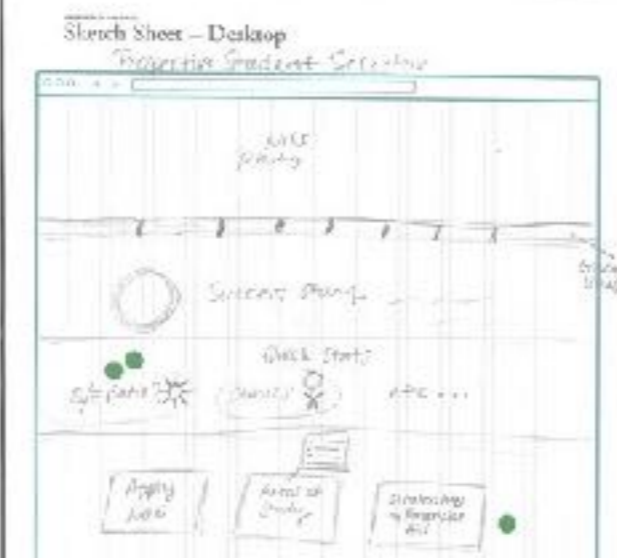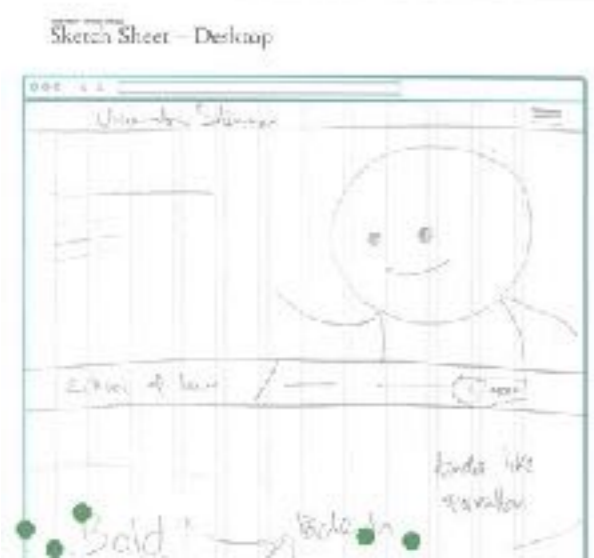
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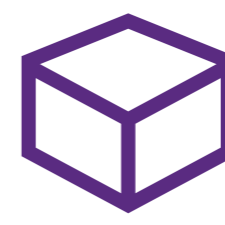
Understand

Diverge

Decide

Prototype

Validate

University of San Diego®

Next
Steps

Timeline

| OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |

Research/Discovery ★

Strategic Vision and Direction

Information Arch…

★

Content Audit and Writing

Design and Usability Testing

Development/Site Build

Content Migration

★ **Review**

Training

Launch
Window

Timeline

2016 | 2017

| OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |

Research/Discovery ⭐

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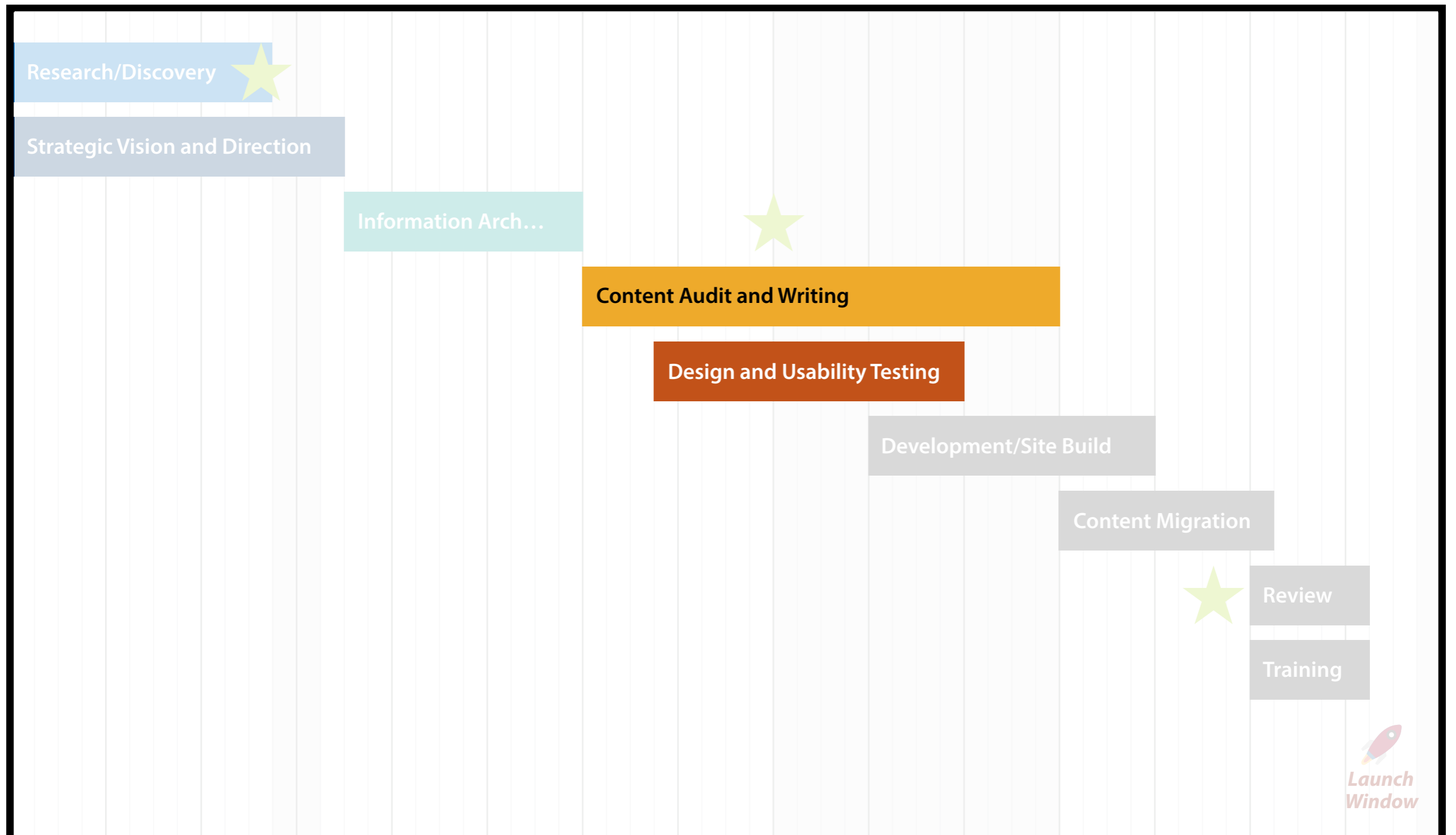
🚀 *Launch Window*

Thank you
and Q&A

www.sandiego.edu/redesign
lawredesign@sandiego.edu