

JOAN B. KROC SCHOOL *of* PEACE STUDIES

Website Redesign Town Hall



Design Reveal

But first...



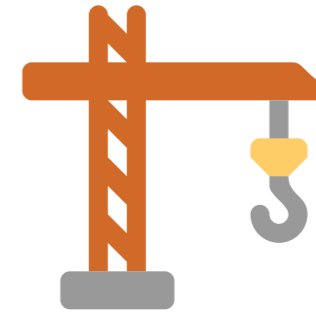
Design Sprints

Feature Brainstorming
Wireframes
User Value
Technical Complexity



Usability Testing

Design/Prototyping
Hallway Testing
A/B Surveys



Development

Content Migration
Site Build
Database Creation

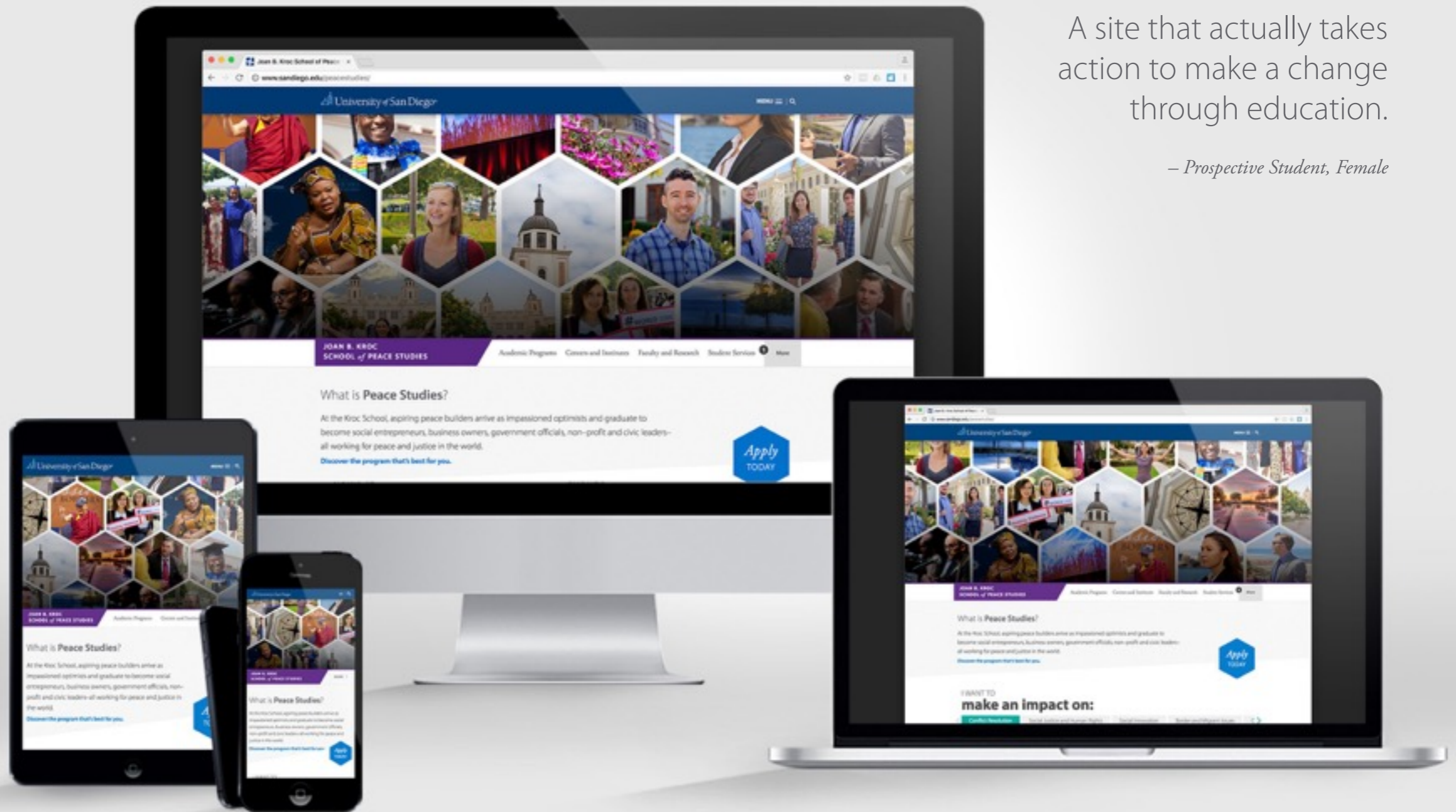
Before



After



After



A site that actually takes action to make a change through education.

– Prospective Student, Female

What is **Peace Studies**?

At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders– all working for peace and justice in the world.

[Discover the program that's best for you.](#)



I WANT TO

make an impact on:



Conflict Resolution

Social Justice and Human Rights

Social Innovation

Border and Migrant Issues



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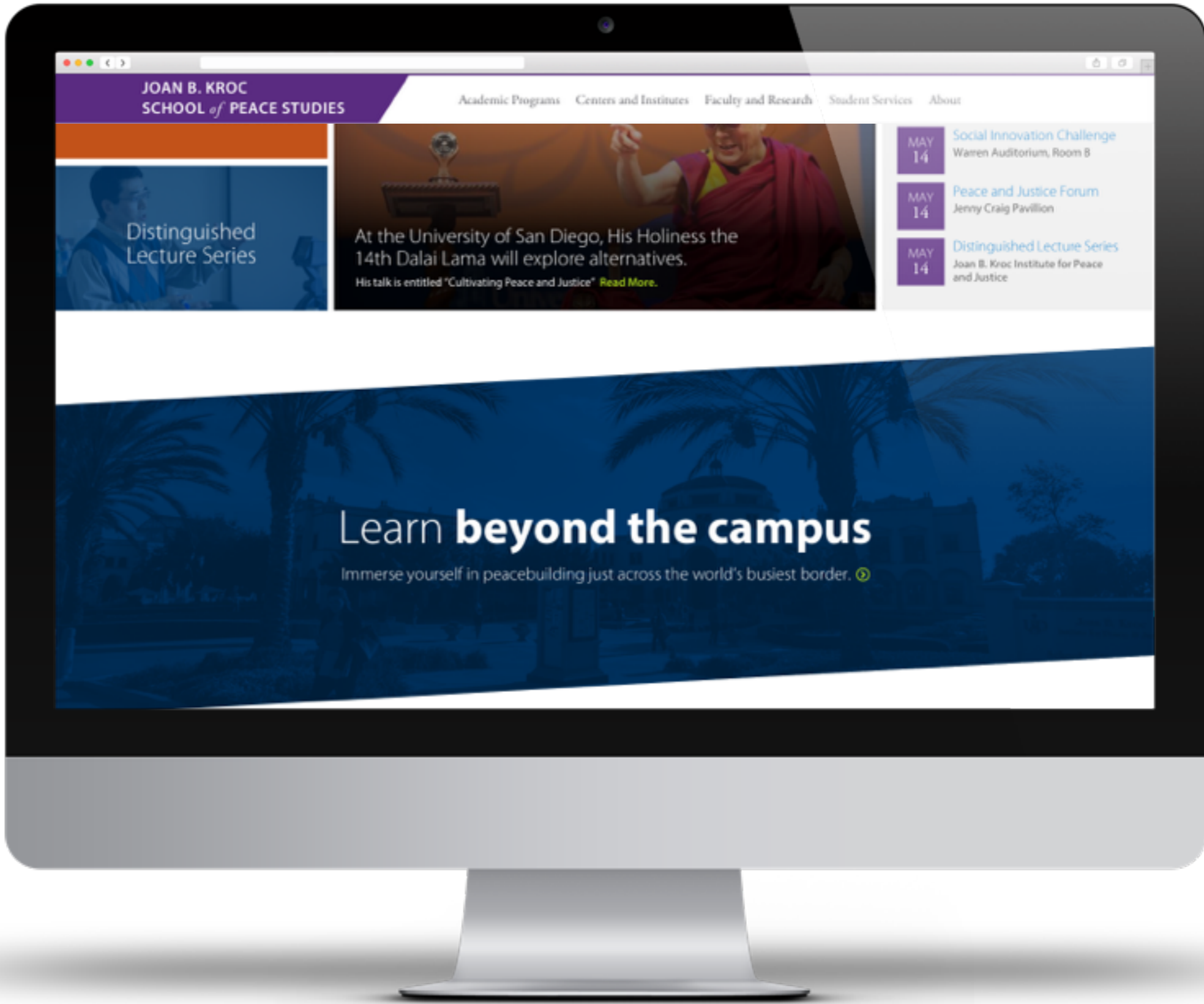
- < [Conflict Resolution](#)
- [Social Justice and Human Rights](#)
- [Social Innovation](#)
- [Border and Migrant Issues](#) >



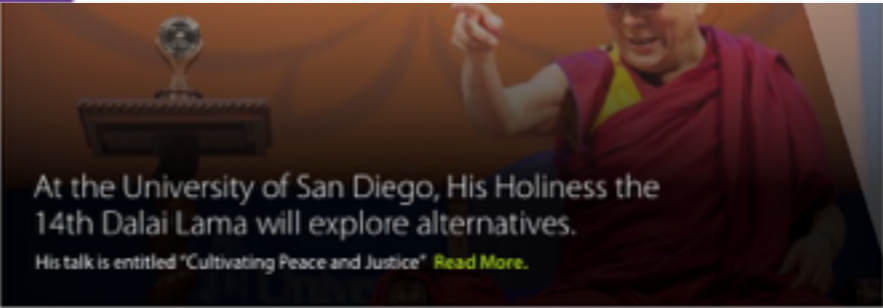
I WANT TO
make an impact on:

- Conflict Resolution
- Social Justice and Human Rights
- Social Innovation
- Border and Migrant Issues





Distinguished
Lecture Series



At the University of San Diego, His Holiness the
14th Dalai Lama will explore alternatives.
His talk is entitled "Cultivating Peace and Justice" [Read More.](#)

- MAY 14 Social Innovation Challenge
Warren Auditorium, Room B
- MAY 14 Peace and Justice Forum
Jenny Craig Pavillion
- MAY 14 Distinguished Lecture Series
Joan B. Kroc Institute for Peace and Justice



Learn **beyond the campus**

Immerse yourself in peacebuilding just across the world's busiest border. [📍](#)

News

Events

#USDPEACE

f t i in y | See All



Kroc School Welcomes New IPJ Executive Director

FRIDAY, JULY 1, 2016

The Kroc School is pleased to announce that Andrew Blum, PhD, will be the new executive director of the Institute for Peace and Justice beginning on J...



WorldLink Youth Kick Off the Program's 20th Year

TUESDAY, JUNE 28, 2016

The IPJ's WorldLink program is entering its 20th year in San Diego, having provided two decades of innovative and experiential programming in gl...



TBI and Border Angels call attention to migrants dismembered en route to the U.S.

SATURDAY, JUNE 25, 2016

Four Honduran men who lost limbs during their journeys to safety and security in the United States visited San Diego in order to raise awareness of th...



The world needs more individuals w/ advanced degrees in peacebuilding & conflict resolution. @pcdnetwork...

MAY 19, 2016

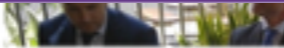
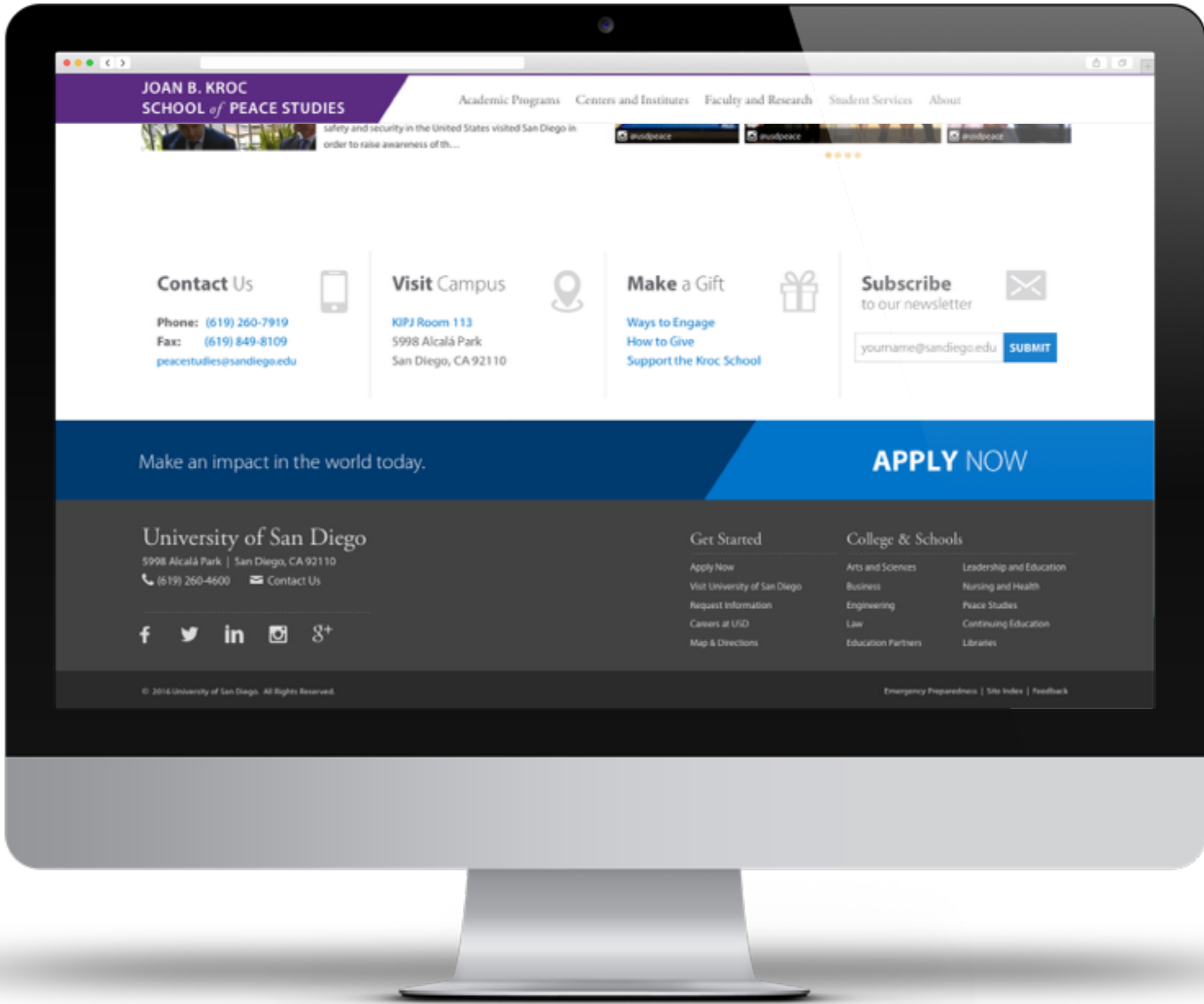


Our Center for Peace and Commerce Assistant Director, Grace Michel, gave an interview to Impact Matters about her work in the developed world and the Social Innovation Challenge. Listen to the full podcast...

JUNE 1, 2016



Four stars



safety and security in the United States visited San Diego in order to raise awareness of th...



Contact Us



Phone: (619) 260-7919
Fax: (619) 849-8109
peacestudies@sandiego.edu

Visit Campus



KIPJ Room 113
5998 Alcalá Park
San Diego, CA 92110

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How to Give
Support the Kroc School

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I WANT TO

make an impact on:

 [Conflict Resolution](#) [Social Justice and Human Rights](#) [Social Innovation](#) 



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I WANT TO

make an impact on:

- ◀ **Conflict Resolution** Social Justice and Human Rights Social Innovation ▶



I WANT TO
make an impact on:

Conflict Resolution

Social Justice and Human Rights

Social Innovation



Welcome to the Kroc School

The Joan B. Kroc School of Peace Studies prepares people who want to create change.



Women
PEACEMAKERS

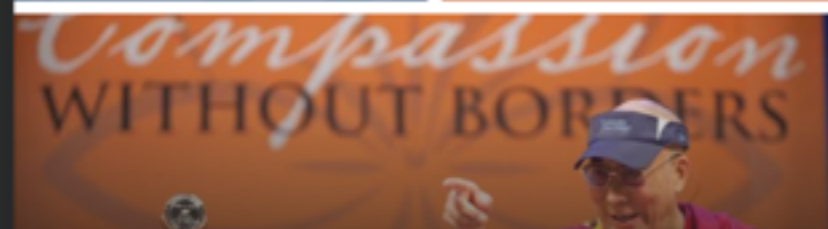


WorldLink
YOUTH PROGRAM

“


By *studying* peace I learned how to affect cultures and build subcultures that could thrive in inner city San Diego where injustice dominates.

- CHRIS YANOV



Compassion
WITHOUT BORDERS

Learn **beyond the campus**

Immerse yourself in peacebuilding just across the world's busiest border. 

 News

 Events



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    | [See All](#)



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JUNE 1, 2016



@usdpeace



@usdpeace



@usdpeace



Contact Us

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peacestudies@san Diego.edu



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Make a Gift

[Ways to Engage](#)



The Process

Wireframes

Make an impact on

| | |
|----|-----|
| HR | HT |
| WK | ... |

Expand down if more topics

How KS is different from IR.

KS IR

Attributes or skills

VIDEO PLAYING

FIND YOUR PROGRAM

transitions lower content

- list classes taught
- publications
- etc

scroll and it will

video

testimonial class

faculty

side w/ mp

KROC SCHOOL

LR.

ASK EXPERT

I WANT TO KNOW ABOUT CAREERS

62%

- TESTIMONIAL
- SPEAKER
- LOCATION

KROC VS I.R.

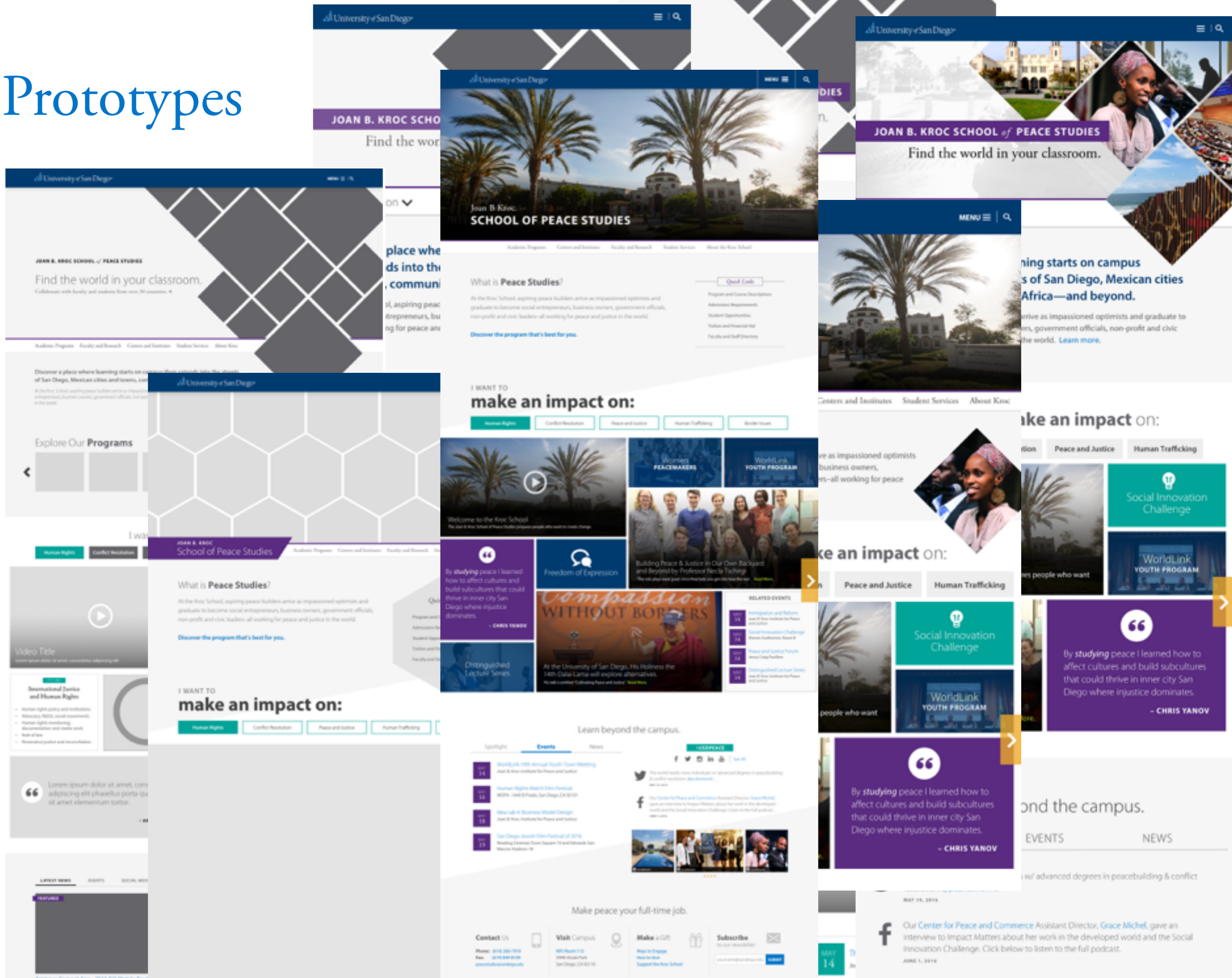
I WANT TO

ASK AN EXPERT

PROGRAMS

Prototypes

Prototypes



A/B Testing Follow Up

- What is your first impression?
- Which best represents the school?
- How trustworthy is this website?
- Do you feel this accurately portrays your experience at the school?
- What information is helpful when deciding if this school is right for you?

First Impression?

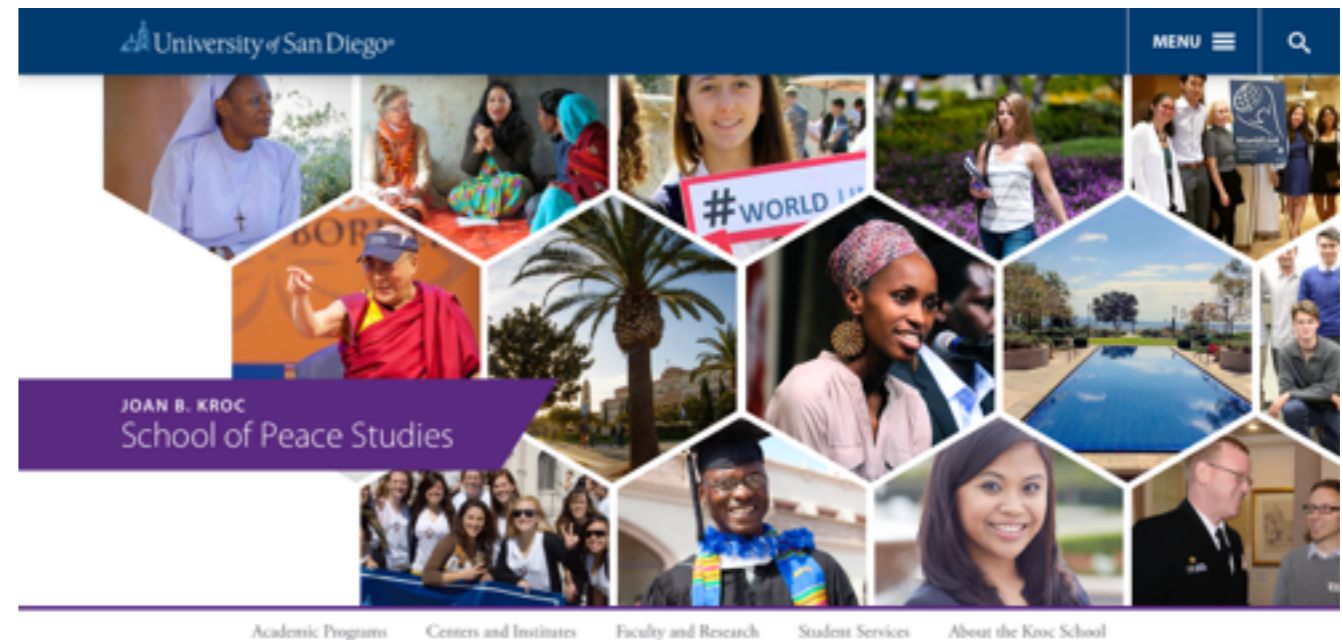
1. Organized (253)
2. Easy to navigate/use (181)
3. Clean (104)
4. Informative (88)
5. Visually Appealing (86)
6. Professional (54)
7. Modern (43)
8. Eye-Catching (39)
9. Well-Designed (35)
10. Welcoming (28)



Inspiring. It makes you want to get off the couch and go change the world right now.

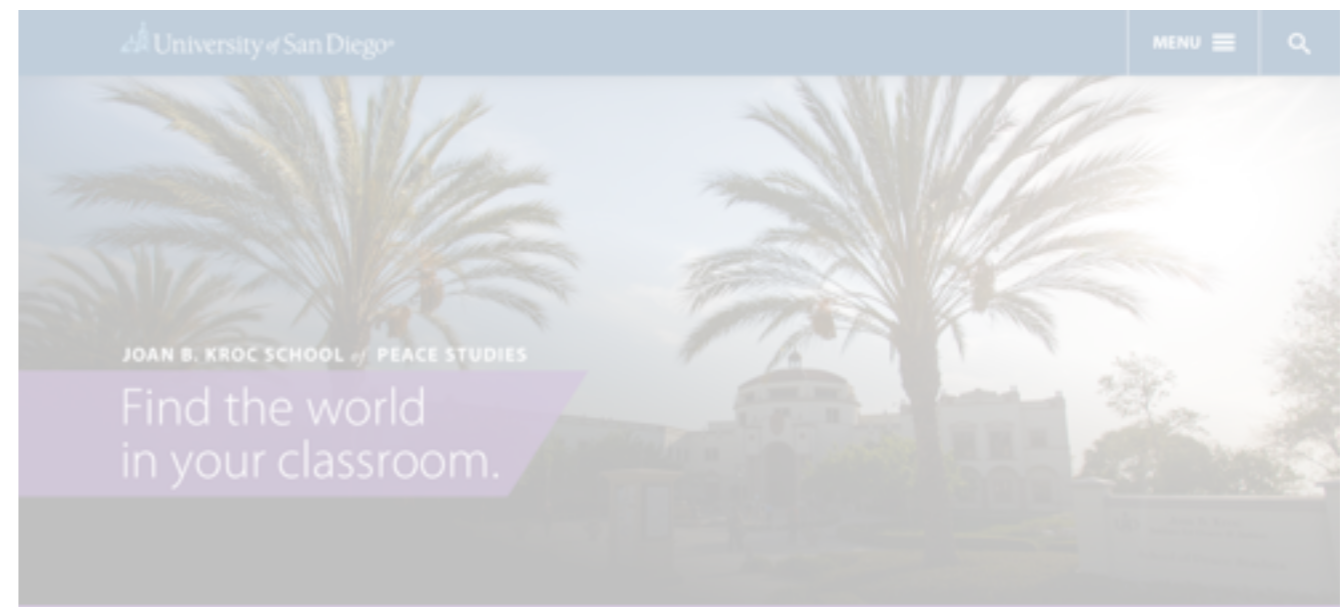
– Prospective Student, Male

Hero Options



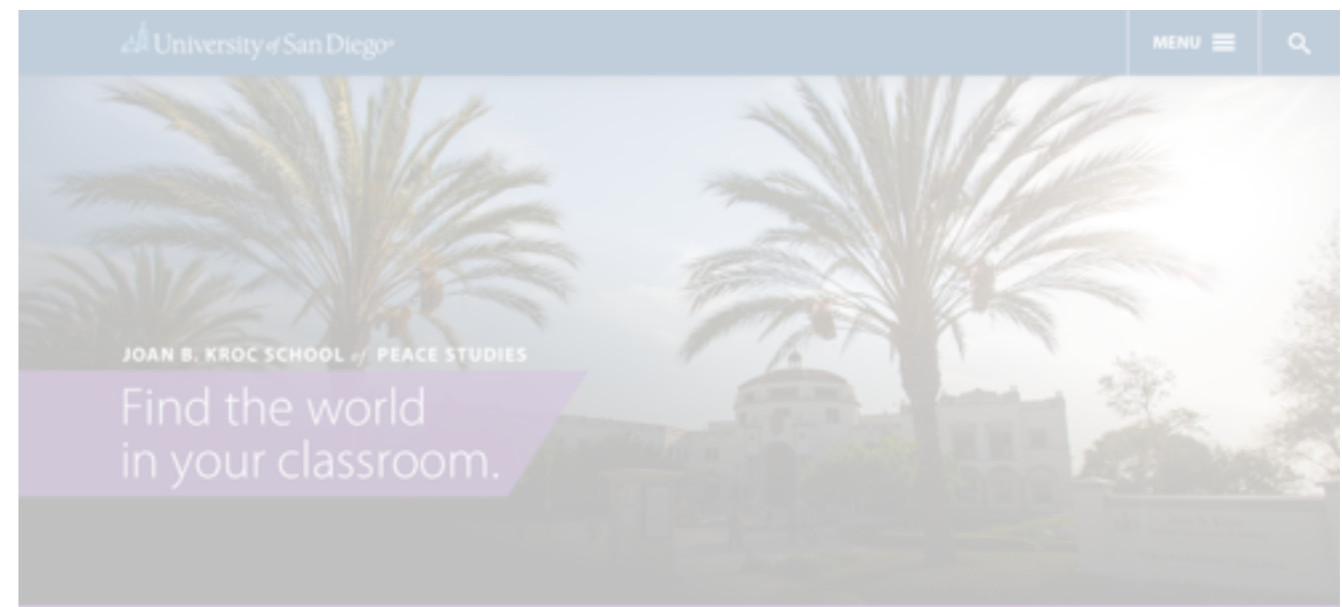
Hero Options

WHICH OF THESE OPTIONS BEST signals that you are on the School of Peace Studies website?



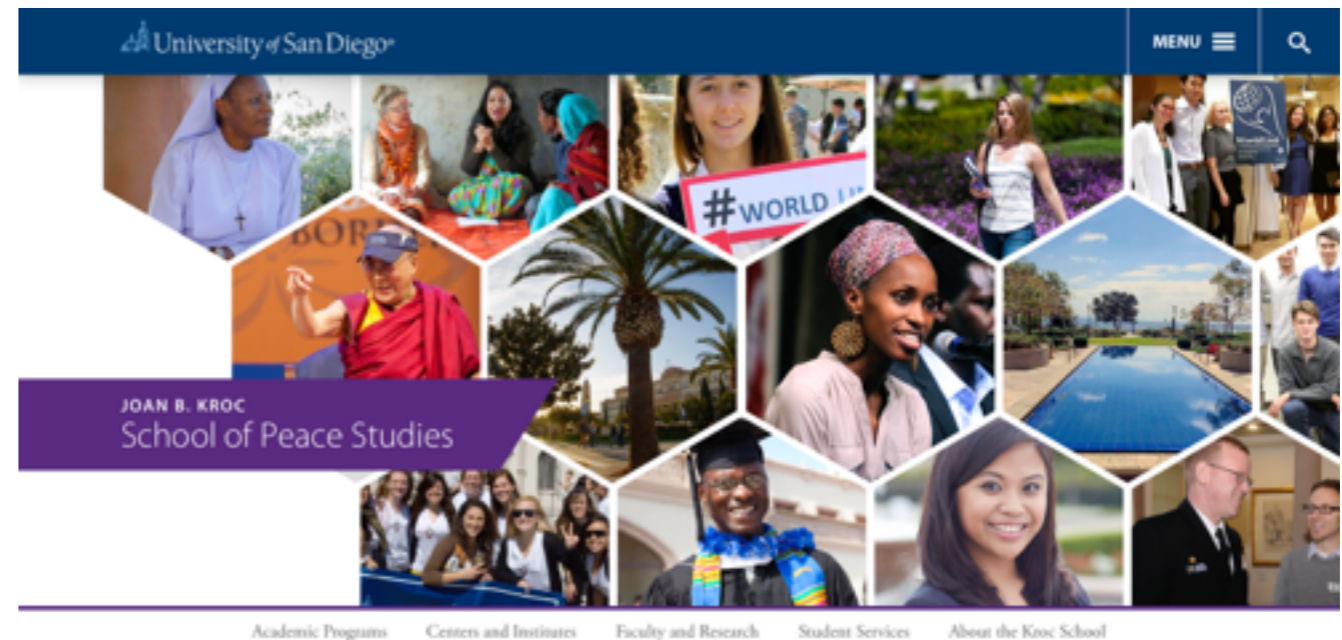
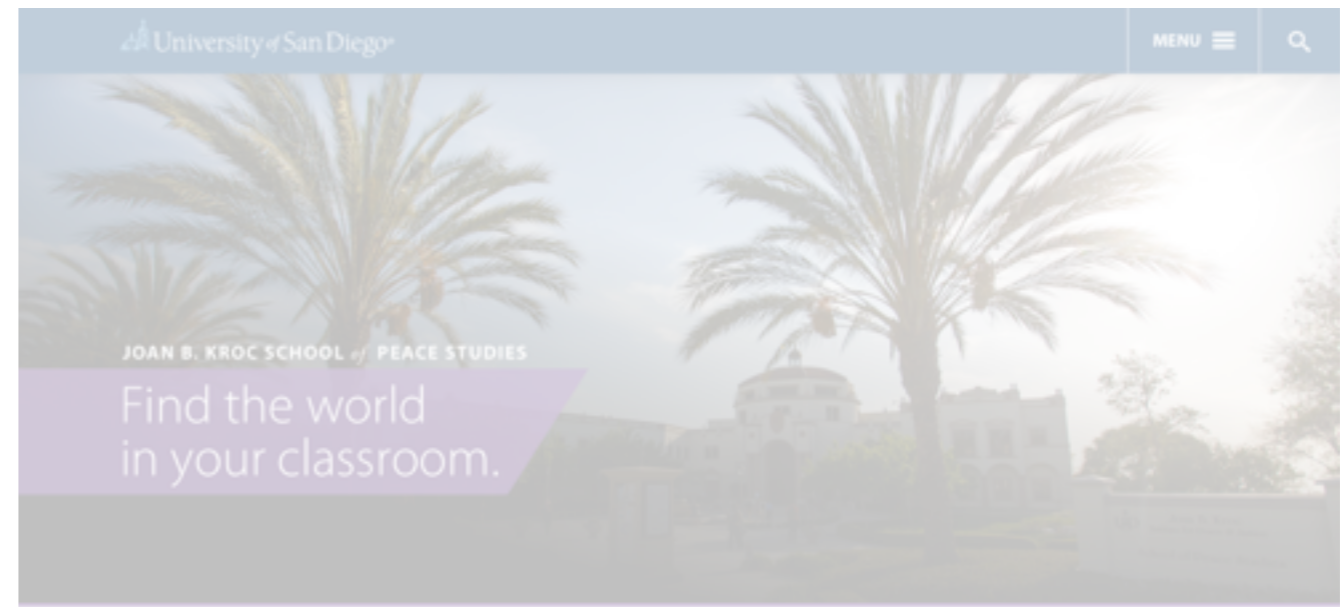
Hero Options

WHICH OF THESE OPTIONS BEST inspires you to explore more of the school and the school's website?



Hero Options

WHICH OF THESE OPTIONS BEST represents the School of Peace Studies?



Wireframes

How trustworthy
is this website? (1-10)

33%

10

27%

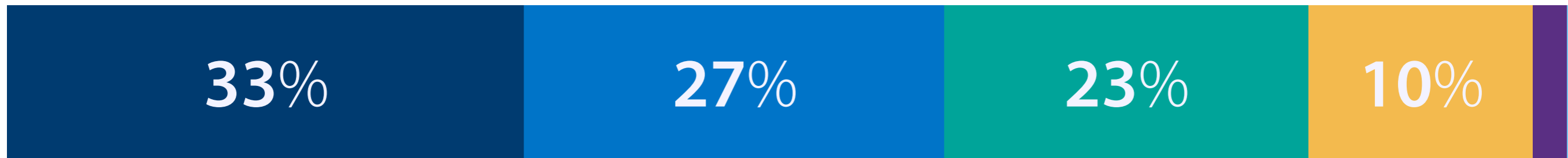
9

23%

8

10%

7



New Features

Impact Filter

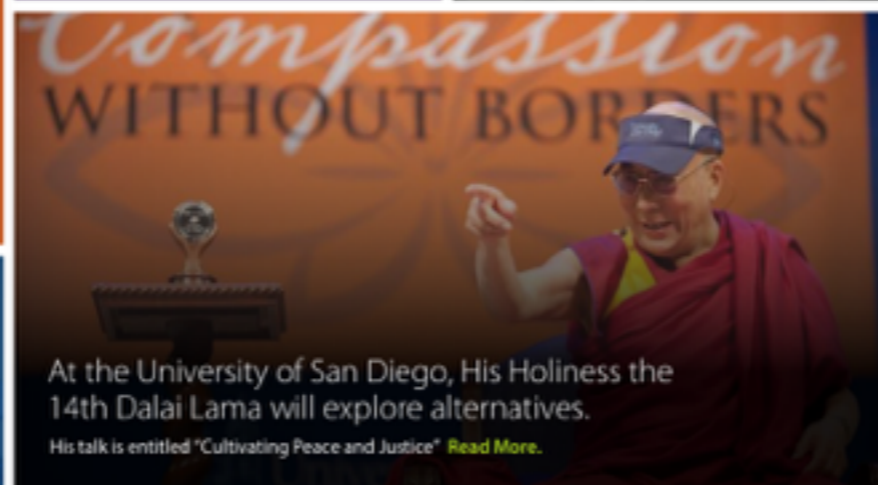
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- Social Innovation
- Border and Migrant Issues



“
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— CHRIS YANOV

Freedom of Expression



- RELATED EVENTS
- MAY 14 Immigration and Reform
Joan B. Kroc Institute for Peace and Justice
 - MAY 14 Social Innovation Challenge
Warren Auditorium, Room B
 - MAY 14 Peace and Justice Forum
Jenny Craig Pavillion
 - MAY 14 Distinguished Lecture Series
Joan B. Kroc Institute for Peace and Justice



“I want to make an impact on” is very unique, thought-provoking. [It] matches the very enthusiastic and socially aware and enthusiastic attitude of this generation!

– Prospective Student, Female

MyPostings

- Upgraded look and feel
- Performance optimization
- New post types
 - Spotlight
 - Announcements
 - Blogs
 - Press releases
- Additional destinations

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- Trans-Border Institute

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Alumna Leading Change in Rwanda

MONDAY, AUGUST 1, 2016

GLOBAL IMPACT

By Cindi Cassady I have been living in Rwanda for almost 2 years. For the past year, I have been working as a consultant with the University of Kibungo (UNIK) in the eastern region of the country. Before attending the Kroc School of Peace Studi...

[Read more](#)



TBI and CPC Launch Social Innovation Audit of Tijuana

THURSDAY, JULY 28, 2016

US-MEXICO BORDER SOCIAL INNOVATION

In partnership with the Center for Peace and Commerce, the Trans-Border Institute has launched a project to catalog and map the burgeoning social innovation sector in Tijuana, Baja California and the border region. In addition to self-identified social innovators, it will include social projects and institutions that may not consider themselves innovators, and innovative entrepreneurs who may have yet to consider the potential positive social impact of their work.



TBI at the Forefront of Applied Peace Education on Both Sides of the Border

THURSDAY, JULY 28, 2016

US-MEXICO BORDER FIELDWORK

A central question for the Trans-Border Institute (TBI) is how to empower people facing chronic violence to define and solve their own problems through...



TBI's Inspires Survey of Discrimination and Violence against Women in Sinaloa

THURSDAY, JULY 28, 2016

US-MEXICO BORDER RESEARCH

On July 1, TBI Director Ev Meade and intern Dana Chavarria travelled to Culiacán, Sinaloa in order to conduct a training session for an ambitio...

Kroc School Welcomes



Events Calendar

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Trans-Border Institute

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List View

Calendar View

All Events

September 2016

SEP
13

TBI Public Forum on Immigration

TUESDAY, SEPTEMBER 13, 2016 // 6 P.M. TO 8 P.M.

Joan B. Kroc Institute for Peace and Justice, Peace & Justice Theater

SEP
19

Cultural Revolution: Art and the Reconquest of Public Space in Global Mexico

US-MEXICO BORDER

MONDAY, SEPTEMBER 19, 2016 // 5:30 P.M. TO 7:30 P.M.

Joan B. Kroc Institute for Peace and Justice, Room G

November 2016

NOV
1

Idea Lab: Women Innovators

TUESDAY, NOVEMBER 1, 2016 // 12:15 P.M. TO 2 P.M.

Joan B. Kroc Institute for Peace and Justice, HI

NOV
10

Idea Lab: Ideation Coaching

THURSDAY, NOVEMBER 10, 2016 // 12:15 P.M. TO 2 P.M.

Joan B. Kroc Institute for Peace and Justice, AB

February 2017

FEB
7

Idea Lab: Business Model Design

TUESDAY, FEBRUARY 7, 2017 // 12:15 P.M. TO 2:15 P.M.

Joan B. Kroc Institute for Peace and Justice, AB

Upcoming Events | Today's Events

Events by Year: [2017](#) | [2016](#) | [2015](#) | [All](#)

| September 2016 | | | | | | |
|----------------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

Events Calendar

List View Calendar View

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Trans-Border Institute
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| Today < > SEPTEMBER 2016 | | | | | | |
|--------------------------|--------------------|--------------------|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| | | TBI Public Foru... | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | Cultural Revolu... | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Blogs

Filter by Topic

Global Impact

Social Innovation

US-Mexico Border

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Filter by Blog

The Trans-Border Institute
Peace and Justice Blog

[Back to All Blog Entries](#)

Resources

School of Peace Studies

Submit a Blog Entry

Contact Us



Scholars and activists explore Mexico's "geography of horror"

WEDNESDAY, JUNE 29, 2016

Beginning June 21, TBI Director Ev Meade participated in a one-of-a-kind forum on violence and peacebuilding in Mexico City, hosted by El Colegio de M...



TBI Concludes First-Ever Certificate Program in Applied Peace Education in Sinaloa

TUESDAY, MAY 10, 2016

On May 7, TBI concluded the first ever certificate program in Applied Peace Education at the Universidad Autónoma de Sinaloa (UAS), in Culiac&a...



TBI and Border Angels help survivors, mutilated by "La Bestia," advocate on behalf of 5 Honduran men detained at Otay Mesa

THURSDAY, JUNE 16, 2016

US-MEXICO BORDER

Four Honduran men from the Association for Returned Migrants with Disabilities (AMIREDIS in Spanish) are in San Diego this week to advocate on behalf ...



"Fates, Furies, and Towers of Babel:" Ev Meade discusses the history of the U.S.-Mexico border at Saddleback College

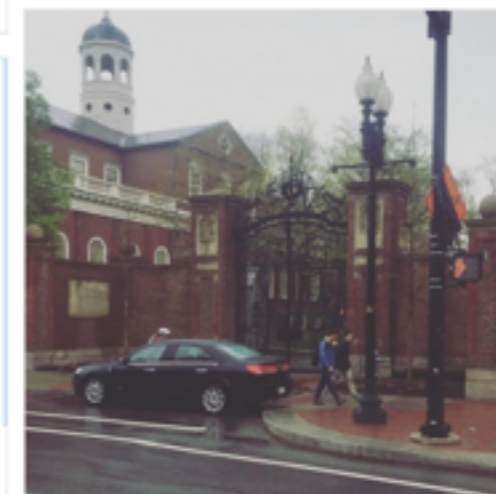


TBI Hosts Public Forum: The Moral Panic over the Border and Immigration

THURSDAY, MAY 12, 2016

US-MEXICO BORDER

On May 10, TBI hosted a public forum exploring the increasingly caustic rhetoric about immigration and the U.S.-Mexico border during the present campa...



TBI Director Ev Meade discusses asylum seekers at Harvard University

Directory

Sort By: [Name](#) | [Group](#) | [Department](#)

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Full Time Faculty



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[More Information](#)



Cynthia Irmer

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[More Information](#)

Databases

- Compass Newsletters
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- Distinguished Lecture Series
- Media Citations
- Peace and Justice Update
- Policy Briefs
- Student/Alumni
- Interns
- WorldLink and Media Coverage
- Women PeaceMakers

Stories and Spotlights

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- Alumni
- Donors



Kate Lee '16, current master's student



At the Kroc School I've definitely broadened my thinking and gained more ideas and perspectives from my peers and faculty that I can apply to real-time situations.

– *Kate Lee '16*

HEAR WHAT OUR STUDENTS HAVE TO SAY ABOUT THEIR EXPERIENCES AT THE KROC SCHOOL.



Lieutenant Elizabeth Spangenberg, '16

"Coming to the Kroc School has helped me gain a deeper knowledge and develop practical skills for conflict analysis in conjunction with international negotiations."



Nancy Cordova, '16, graduate student

"With the Trans Border Institute we actually go across the border to meet people affected by policy and conflict."



Isidore Niyongabo, '13, MAPJ Alum, Social Innovation Challenge winner

"Through a conflict mapping project in class I was able to analyze my own country, Burundi, Africa, and discover that those who are involved in the conflict are the key source in building lasting peace."



Expresses to the audience the impact peace may bring, not only to all the programs USD provides, but to the outside world situations.

– Prospective Student, Female

Behind the Scenes

The Team



Renata Berto
Communications and
Marketing Manager



Jen Jackson
Content Strategist



Kim Grob
Content Strategist



Rose Pahkim
Project Manager

The Team

Library and Web Services

- Project Management
- Design and Usability
- Content Migration
- Development
- Programming
- Testing
- Training
- Launches



What's Next?

Upcoming Milestones



Training

Cascade CMS
MyPostings
Directory
Databases



Beta Testing/Review

Browser/Device Testing
Bug Fixes
Photo Sourcing
Content Review

the countdown



September 28, 2016

WEDNESDAY EVENING

Thank You and Q&A

peaceredesign@sandiego.edu