# JOAN B. KROC SCHOOL *of* PEACE STUDIES

## Content Structure and Design Elements

# Introduction

- Project Timeline
- Research Findings
- Information Architecture
- Elements and Style Tile
- Next Steps

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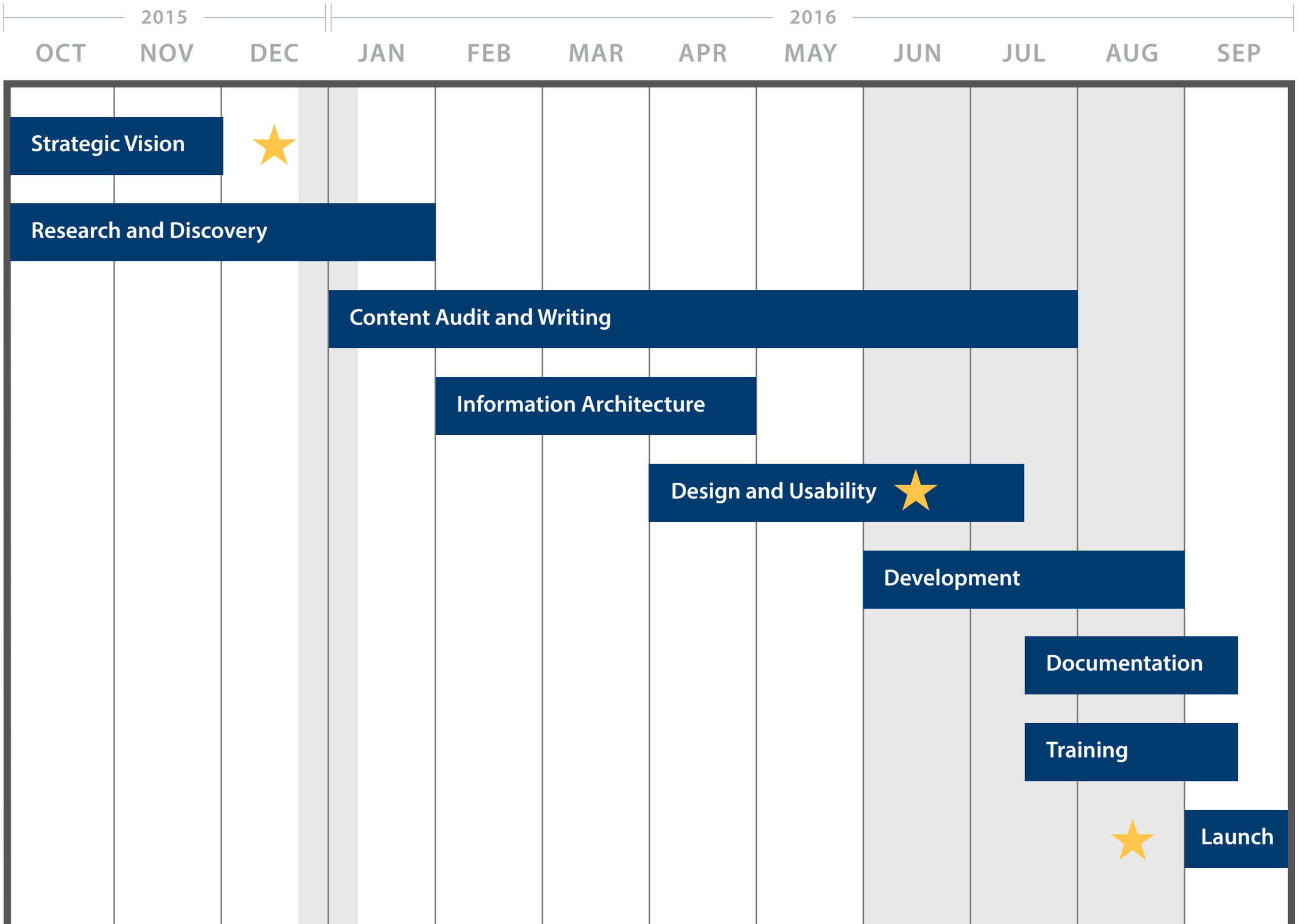
# Timeline


2015
2016
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
Strategic Vision
Research and Discovery
Content Audit and Writing
Information Architecture
Design and Usability
Development
Documentation
Training
Launch

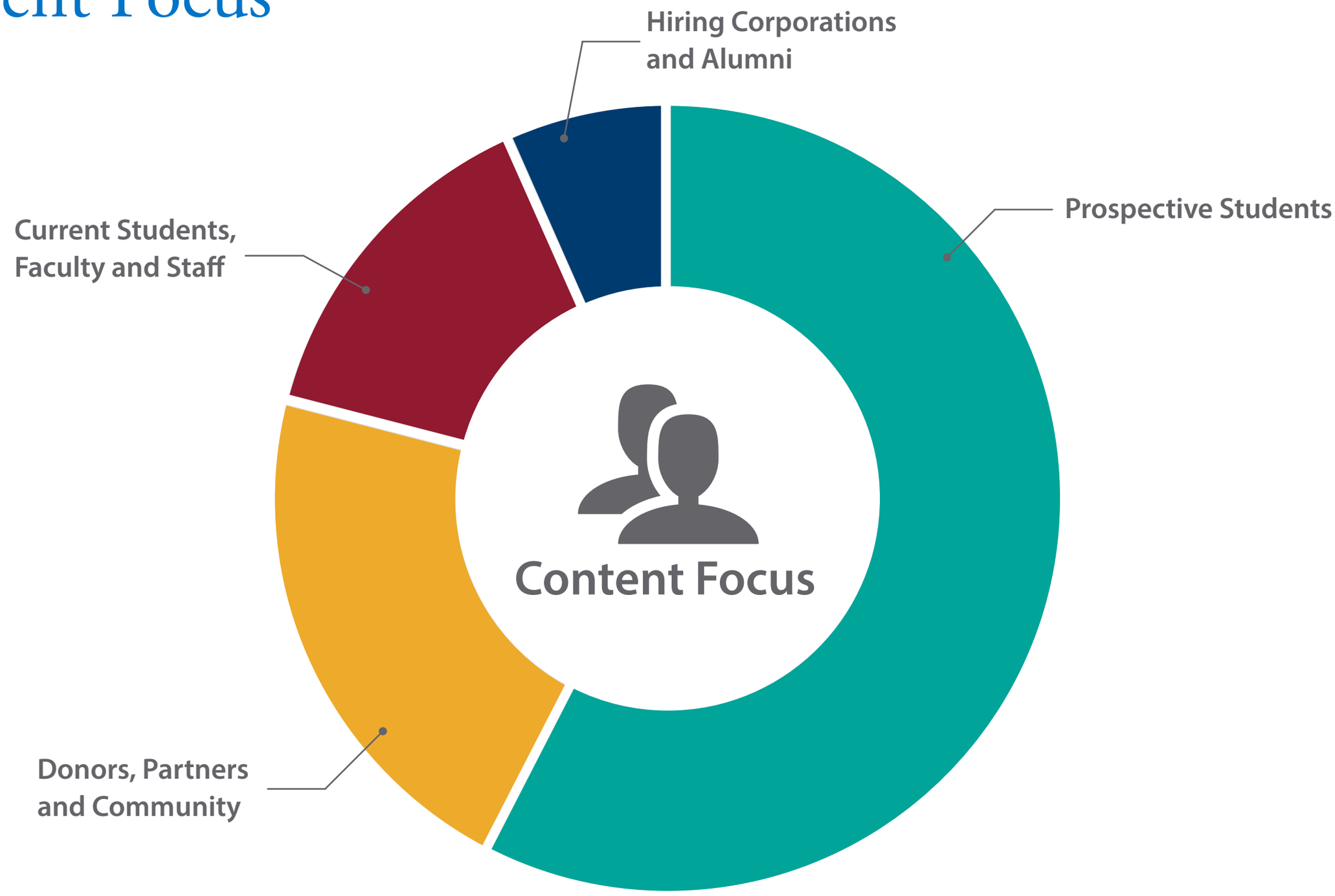
# Terminology

**Information Architecture:** structure of a site; navigation flow and how content is organized

**Style Tile:** a set of design elements that create a cohesive digital presence such as fonts, colors, icons and buttons

**Data-driven:** qualitative and quantitative data that informs our decisions in Information Architecture, Content Creation and Design

# Content Focus

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# Core Messaging Priorities

- International Border Experiences
- Applied Peace Learning Model
- Field-Based Projects
- Peace and Justice Entrepreneurship and Innovation
- Global Diversity and Collaborations
- Real-World Career Paths

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# Research and Discovery Findings

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# SCHOOL OF PEACE STUDIES

## Develop Partnerships for Peace

## Centers and Institutes

**Joan B. Kroc Institute for Peace and Justice**

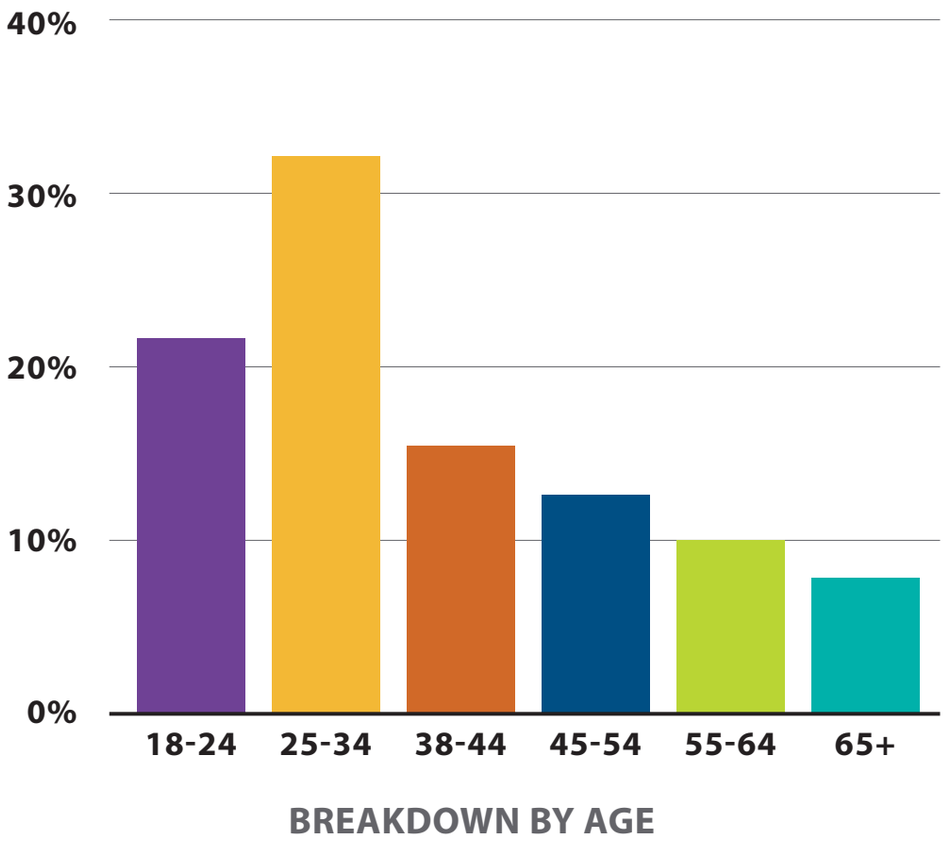
**Trans-Border Institute**

**Center for Peace and Community**

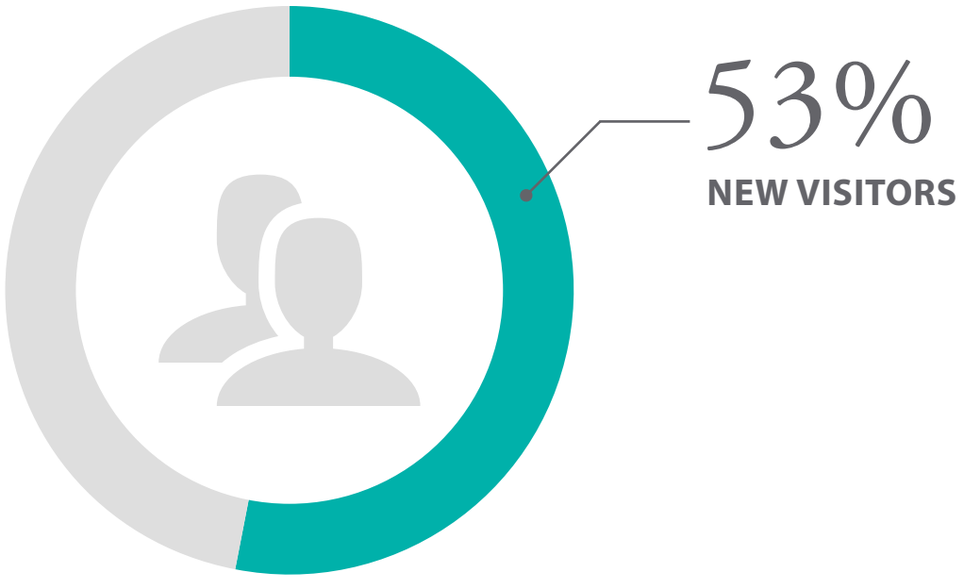
## NEWS

## EVENTS

# Google Analytics - Demographic




BREAKDOWN BY AGE



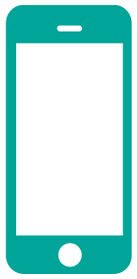
# Google Analytics - Engagement

**Desktop**

75,558 sessions
3.1 pages per session
53% bounce rate

**Tablet**

4,739 sessions
2.7 pages per session
58% bounce rate



**Mobile**

20,377 sessions
1.8 pages per session
72% bounce rate

# Peer and Aspirational Schools

| Peer Schools | Aspirational Schools |
|---|---|
| University of Denver | University of Notre Dame |
| University of San Francisco | Georgetown University |
| Middlebury Institute of International Studies at Monterey | Brandeis University |
| School for International Training | George Mason University |
| Eastern Mennonite University | Keough School of Global Affairs |

# Most Helpful Information

**Prospective Students**

- Program Info
- Location/Campus Environment
- College/Program Reputation

**Current Students**

- Program Info
- College/Program Reputation
- Cost AND Location

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# Hardest to Find Information

**Prospective Students**

- Program Info
- Program Outcomes
- Tuition/Financial Aid

**Current Students**

- Program Outcomes
- Scholarship Info
- Forms/Documents

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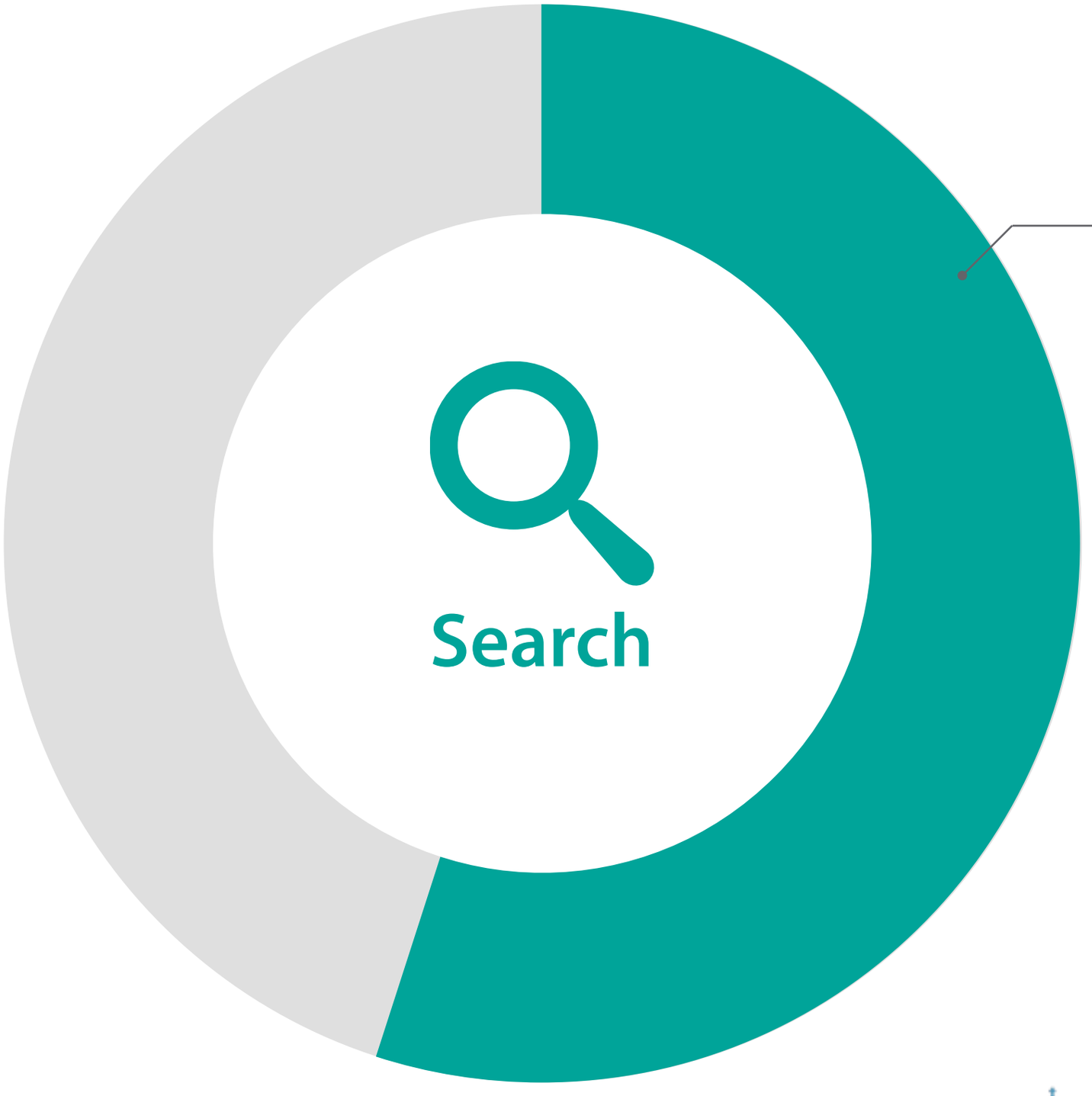
# Graduate School Decisions

- Decided to go to graduate school after graduation
- Researched a specific program
    - Conflict resolution
    - Peace and justice
    - International relations
    - Human Rights
- Heard of choices from college advisors, search engines and social media
- First thing that comes to mind: campus beauty, peace, reputation

# Finding Information




55%

**Faculty, Staff and Admin can find info if they know where to look**

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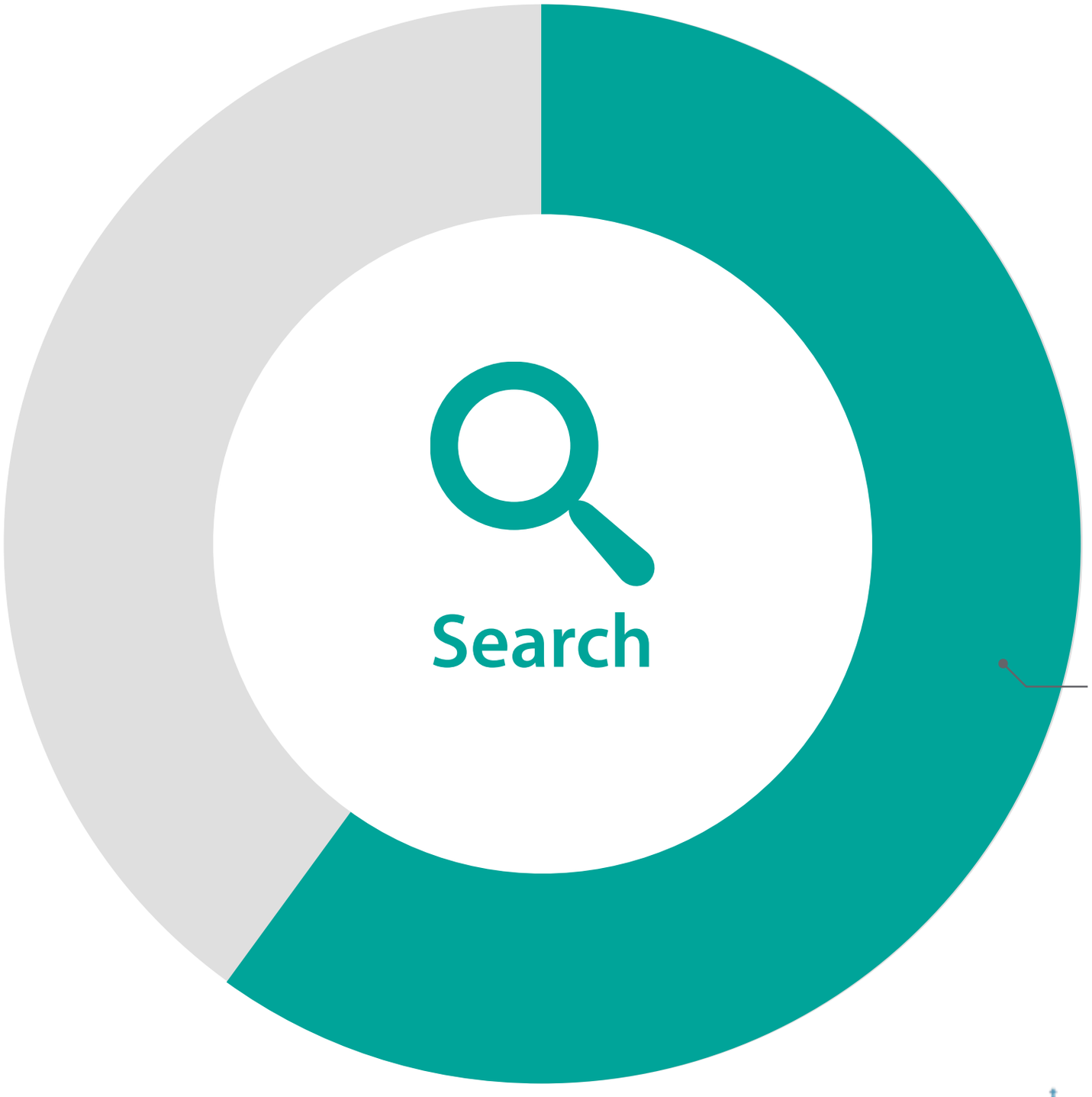
# Finding Information




60%

**Current Students can find what they are looking for without searching**

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# Survey Results

## Events

Social Media

Website

Emails

## Features

Videos

Social Media Feed

Events

# Information Architecture

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# Site Structure

Academic Programs

Faculty and Research

Centers and Institutes

Student Services

About Kroc

Giving

News

Events

University of San Diego

# Site Structure

Academic Programs

Faculty and Research

Centers and Institutes

Student Services

About Kroc

Giving

News

Events

Admissions

Prospective Students

Current Students

Admitted Students

Alumni

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# Content Writing

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# User Personas

## Kris

**MALE, 33**

- Undergraduate degree in Political Science, graduated top of his class
- MA, International Affairs
- Feels the urge to find solutions working closely with people in affected communities, and going beyond top-down solutions
- Prefers a Skype meeting to a phone call

## Elena

**FEMALE, 24**

- Dual undergraduate degree in Journalism and Anthropology
- Persian diaspora, raised in Turkey
- Has an affinity for the arts and believes it can be a tool for peacebuilding
- Has already participated in international study abroad trips to Madrid and a summer internship in Chile. Speaks Turkish, Spanish, English and Persian.

# Content Schedule

**Phase 1** Homepage

**Phase 2** Main Landing Pages

**Phase 3** Institute for Peace and Justice

**Phase 4** Center for Peace and Commerce

**Phase 5** Trans-Border Institute

**Phase 6** Academic Programs

**Phase 7** Faculty and Research
Giving

**Phase 8** About
Student Services

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# Elements and Style Tile

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# Design Elements

**Round Edges**: softer, lighter, more inviting

**APPLY** NOW

**Slanted Line**: modern, cool, engaging

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# Style Tile

## COLOR PALETTE

#003B70

#0074C8

#75BEE9

#FFFFFF

#5A2B81

#00A499

#EEAA2B

#424242

#646469

#DDDDDD

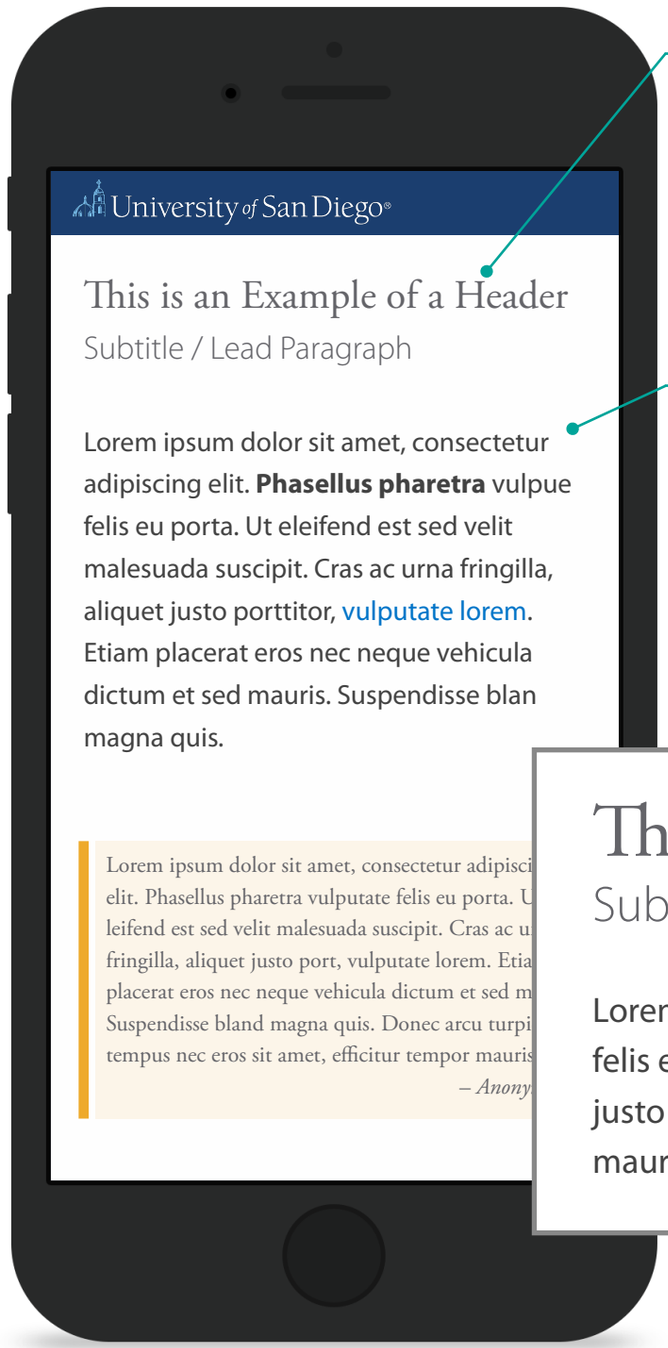
SCHOOL AND DEPARTMENT HEADING

Joan B Kroc.

# SCHOOL OF PEACE STUDIES

**JOAN B. KROC SCHOOL *of* PEACE STUDIES**

Trans-Border Institute




**TITLE**

Classic Font *(confident, professional)*

Darker color *(bold, power)*

Maximized real estate

**CONTENT**

Increased font size for readability

Quicker and easier to scan text

**ON DESKTOP**

Increased font size

More white space

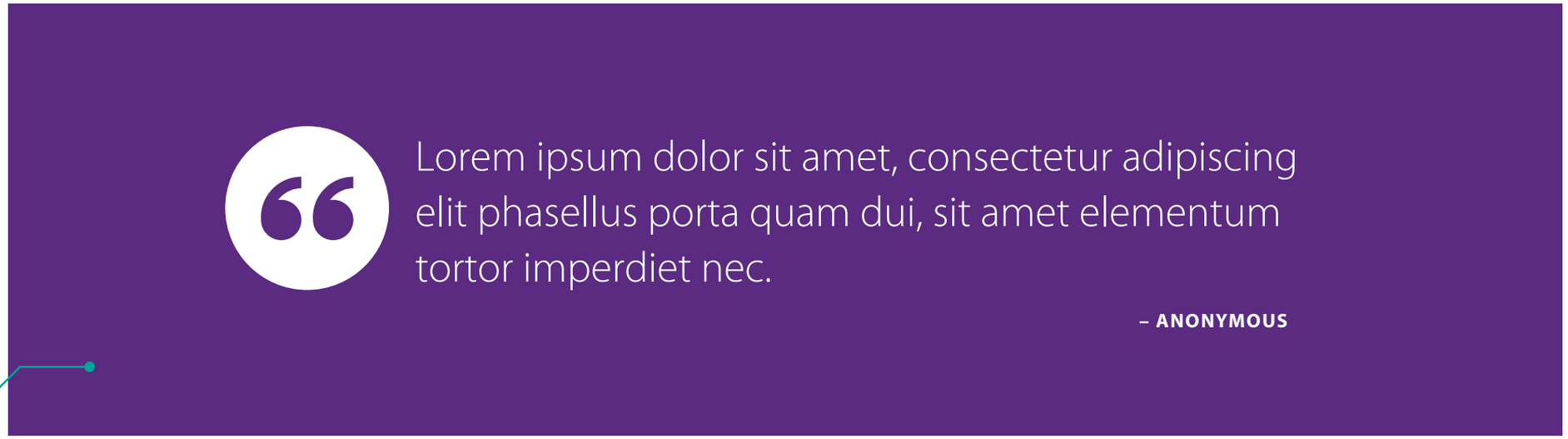
# This is an Example of a Header

## Sub Title / Lead Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Phasellus pharetra** vulputate felis eu porta. Ut eleifend est sed velit malesuada suscipit. Cras ac urna fringilla, aliquet justo porttitor, vulputate lorem. Etiam placerat eros nec neque vehicula dictum et sed mauris. Suspendisse blandit, magna quis.

Familiar, Youthful and Inviting

Prominent Calls to Action




Bold, Visual Cues

FOREIGN POLICY

## This is a Post Title

Phasellus lacus tellus, consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel. Phasellus lacus tellus, consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel. Read More.

IMMIGRATION

## This is a Post Title

Phasellus lacus tellus, consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel.

BORDER ISSUES

## This is a Post Title

Consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel.

RESEARCH

## This is a Post Title

Phasellus lacus tellus, consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel.

AWARDS AND RECOGNITION

## This is a Post Title

Phasellus lacus tellus, consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi ut blandit augue mattis vel.

# Design Process

- User Goals
- Feature Brainstorming
- Wireframes
- Testing
- A/B Testing

# Next Steps

- Content
- Design and Usability Testing
- Development

# **Thank You**

## and Q&A

www.sandiego.edu/redesign

peaceredesign@sandiego.edu

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