University of San Diego

WEBSITE REDESIGN
OVERVIEW

- Timeline and Committee Involvement
- Goals and Objectives
- Progress to Date
- Live Site Demonstration
- Launch Date
- Next Steps
COMMITTEE INVOLVEMENT

2014
Aug  Sep  Oct  Nov  Dec

Redesign Kick-Off

2015
Jan  Feb  Mar  Apr  May  Jun  Jul  Aug

Branding/Web Standards

Design

Final Meeting

WEBSITE REDESIGN
GOALS AND OBJECTIVES

- Mobile-first
- High-quality content
- Directed at target audience
- Reflect culture and experience at USD
CORE MESSAGING

- Focus on Global Learning
- Achieve Academic Excellence
- Make Meaningful Relationships
- Become a Changemaker at USD
- Embrace Beauty, Truth and Goodness
Progress
PROGRESS TO DATE

UNIVERSITY WEB SERVICES

10 TEAM MEMBERS

Designers, Developers, Programmers, System Administrators, Content Strategist

*In collaboration with University Communications and Admissions*
DESIGN TO IMPLEMENTATION

- Image and content finalization with University Communications
- Development into Content Management System
- Device testing
- Browser testing
- De-bugging
LIVE SITE DEMONSTRATION

- Home Page
  - Visit
- Department Website Example
Next Steps
LAUNCH DATE: AUGUST 24, 2015

Sites Going Live with USD Main Website Launch

- Office of the President
- Office of the Provost
  - Provost Website
  - Commencement
  - WASC Senior College and University Commission
  - Institutional Review Board
  - University Senate
  - Campus Space
- Emergency Preparedness
- Mortar Board
- Copley Library
- USD NewsCenter
- My Postings
ONGOING TESTING AND MONITORING

New testing protocols after launch

- User Testing
- Device Testing
- Analytics
SITE TRANSITION SCHEDULE & PRESENTATION

- Presentation and Redesign Updates
- Department Transition Schedule
- College/School Redesigns Next

http://www.sandiego.edu/redesign/
Questions?