USD Website Redesign

University of San Diego®
OVERVIEW

- Introduction
- USD Redesign Project
- A Mobile-First Initiative
- Research and Discovery Findings
- Next Steps
- Questions/Comments
INTRODUCTION

- USD Redesign Project
- Core Committee Role
- Mobile-First
- Responsive Design
- Campus Redesign Cycles
- Web Standards
TIMELINE/PHASES

- Research & Discovery
  - 2014: Jun, Jul, Aug, Sep
- Branding
  - 2014: Oct
- Content & IA
  - 2014: Nov, Dec
  - 2015: Jan, Feb, Mar, Apr, May
- Design
  - 2015: Jun, Jul, Aug, Sep, Oct, Nov
- Build
  - 2015: Dec
- Launches
  - 2015: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
TIMELINE/PHASES

Research & Discovery

Branding

Content & IA

Design

Build

Launches
LAUNCHES

- USD:
  - President
  - Provost
  - Giving
  - Ug. Orientation
  - ITS

- Torero Life

- Admissions:
  - Undergraduate
  - Graduate
  - Financial Aid
  - Finance Office
  - Student Accts.
  - One-Stop
  - Parent Relations
  - Registrar

- Department Websites:
  - ~130 sites

- College of Arts & Sciences

2015

Jul  Aug  Sep  Oct  Nov  Dec
TIMELINE/PHASES

2014 Jun

Redesign Kick-Off

2015 Jan

Branding/ Web Standards

Design

Final Review

Build

Launches

Research & Discovery

Branding

Content & IA

Design

USD Website Redesign
RESEARCH & DISCOVERY

- Understanding Mobile Behavior
- Knowing Our Users
- Competitive Analysis
TERMINOLOGY

- **Millennial**: Generation Y; 1980s to the early 2000s

- **User experience**: how a person interacts and behaves with a product or website and their experience with it; aimed to provide ease of use and satisfaction

- **Mobile-first**: designing for devices; specifying unique design considerations for web organization, layout, behaviors, and input

- **Responsive**: a web design approach aimed to provide an optimal viewing experience across a wide range of devices
Responsive Design

What is Responsive Web Design?

Responsive Web Design (also known as RWD) is an approach to web design in which a site is crafted to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

**responsive**

/rɪˈspɒnsɪv/  Adjective

1. Reacting quickly and positively.
2. Responding readily and with interest or enthusiasm.

Synonyms: susceptible - sensitive - respondent

Perks

- Device Detection
- User Experience
- Sharing/Linking
A MOBILE-FIRST INITIATIVE

- Why mobile?
- USD’s mobile-first initiative
- Mobile/tablet usage
- Web/device analytics
29 YEARS

6 YEARS

The Mobile Moment

http://qz.com/145704/slides-mobile-is-eating-the-world/
MOBILE BEHAVIOR

Average Hours Spent On Smartphone

- Ages 18-24: 5.2 hrs
- Ages 25-34: 3.5 hrs
- Ages 35-44: 3.4 hrs
- Ages 45-54: 2.9 hrs
- Ages 55+: 2.0 hrs

Average Hours Spent On Tablet

- Ages 18-24: 2.7 hrs
- Ages 25-34: 3.1 hrs
- Ages 35-44: 3.1 hrs
- Ages 45-54: 3.4 hrs
- Ages 55+: 2.2 hrs
MOBILE BEHAVIOR

9/10 feel that it is somewhat important or very important to have access to content however they want it.

83% say it is very important to have a seamless experience across all devices.

27% will leave a website if it’s not optimized for devices.

Exact Target Research, 2014

A MOBILE-FIRST APPROACH

- Responsive website
- Understanding user experience and behavior
- Human ergonomics and device uses
- ~29 years of PC | ~6 years of mobile
- Focus on mobile behaviors
RESEARCH & DISCOVERY

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GOOGLE ANALYTICS

USD Website

July 1, 2012 - July 1, 2013
86.86% Desktop
13.13% Mobile + Tablet

July 1, 2013 - July 1, 2014
80.66% Desktop
19.33% Mobile + Tablet

SOLES
2011 - 2012: 9.63%
2012 - 2013: 17.44%

Mobile Use for Main USD Website

47.2% Increase
+6.20%
~ 503,000 sessions a year

PEACE
* Launched April 2014

ENGINEERING
* Launched August 2014

USD Website Redesign

Google Analytics: Off Campus Data
GOOGLE ANALYTICS

Mobile + Tablet Users

• 45.60% New Users (1,277,660 Sessions)
• Average of 4:27 per session

Device Types

• 54.48% iPhone
• 26.34% iPad
• 1.13% Samsung Galaxy S4
• 1.09% iPod
• 1.03% Samsung Galaxy S3
• 0.52% HTC One X
• 0.51% Droid Razr
• **700+ other devices**
USER PROFILE: Google Analytics

Female: 41.20%
Male: 58.80%

Google Analytics: Off Campus Data | July 1, 2013 - Jul 1 2014
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Exact Target Research, 2014

USER PROFILE: LOCATION

- NORTHWEST/MTN: 10.2%
- CALIFORNIA: 53.4%
- SOUTHWEST: 14.1%
- MIDWEST: 6.2%
- SOUhteast: 1.7%
- NORTH EAST/ MID-ATLANTIC: 7.1%
- NON-CONTIGUOUS (Alaska & Hawaii): 3%
- U.S. TERRITORIES: 0.2%
- INTERNATIONAL: 4.1%
TARGET AUDIENCE: Main USD Website

- PARTNERS
- FACULTY
- COMMUNITY MEMBERS
- PROSPECT. STAFF
- PROSPECT. FACULTY
- PROSPECTIVE STUDENTS
- CURRENT STUDENTS
- STAFF
- ADMIN.
- DONORS
- ALUMNI
As a nationally ranked Catholic university, the University of San Diego is dedicated to preparing ethical and compassionate leaders inspired to create lasting social change in our global society.
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Most Searched:
• academic calendar
• study abroad
• tuition
• transcripts
• housing
• library
• career services
• registrar
• financial aid
• bookstore

Most Frequented URLs:
• /library
• /admissions
• /directory
• /jobs
• /academics
• /law
SURVEY RESPONSES

Prospective Undergraduate Students
3,232 Respondents

Prospective Graduate Students
4 Respondents

Current Students
1,101 Respondents

Alumni
97 Respondents

USD Employees
473 Respondents

Faculty
213 Respondents

USD Leadership
16 Respondents

78%

4,008 Completed Survey Responses

ITS Developed Surveys June - August 2014
SURVEY DATA: Website Usage

Most Visited Sections
- Academics
- Directory
- Academic Units
- Admissions
- About USD

Difficulties Finding Information
- Academic Calendar
- Financial Aid
- Requirements/Course Info
- Directory
- Housing

Top Information Searched by Prospective Students
- Admissions
- Tuition
- Location
- Financial Aid
- Courses
- Cost
- Majors Offered
- Academics
- Programs
SURVEY DATA: Preference User Profile

Who Are Our Users
- Positive
- Eco-conscious
- Prefer to be outdoors
- Fast-paced environments
- Value family & friends
- Take pride in experiences

Social Media
- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn

Music
- Rock
- Country
- Classical
- Hip-Hop
- Indie
- Alternative
- Pop
- Electronic
VICE PRESIDENT INTERVIEWS

☐ Interested in quality students, not quantity
☐ Raising awareness of catholic identity
☐ Internationalization; global presence
☐ Changemaking
☐ Incorporate idea of community
☐ Transparency in services to users, regardless of division, department or unit
KEY VALUES

INTEGRITY

LOYALTY

FAMILY

RESPECT

FAITH

COMMUNITY

SUSTAINABILITY

HAPPINESS

CATHOLIC

SERVICE

LIFE

TRUST

SOCIAL JUSTICE

LOVE

HUMILITY

GOODHEARTED

CONFIDENT

STRONG

INVESTMENT

HUMBLE

TRANSPARENCY

SUSTAINABILITY

COURAGE

PERSEVERANCE

DISCIPLINE

SERVICE

GENEROSITY

MORALS

COMMITMENT

GROWTH

HONOR

ENVIRONMENT

INTELLECTUAL

COMPASSION

KINDNESS

FAITH
APPEAL TO USD

University Website Redesign
RESEARCH & DISCOVERY

- Understanding Mobile Behavior
- Knowing Our Users
- Competitive Analysis
## COMPETITIVE ANALYSIS: UNDERGRADUATE

<table>
<thead>
<tr>
<th>CALIFORNIA SCHOOLS</th>
<th>SCHOOLS IN OTHER STATES</th>
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</thead>
<tbody>
<tr>
<td>Loyola Marymount University</td>
<td>Fordham University</td>
</tr>
<tr>
<td>Pepperdine University</td>
<td>Drexel University</td>
</tr>
<tr>
<td>St. Mary’s College of California</td>
<td>Baylor University</td>
</tr>
<tr>
<td>Santa Clara University</td>
<td>Texas Christian University</td>
</tr>
<tr>
<td>University of San Francisco</td>
<td>Wake Forest University</td>
</tr>
<tr>
<td>University of Southern California</td>
<td>University of St. Thomas</td>
</tr>
</tbody>
</table>

### ASPIRATIONAL SCHOOLS

- Georgetown University
- Notre Dame
- Boston College
COMPETITIVE ANALYSIS: UNDERGRADUATE

<table>
<thead>
<tr>
<th>University</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyola Marymount University</td>
<td>56%</td>
</tr>
<tr>
<td>Pepperdine University</td>
<td>73%</td>
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<tr>
<td>St. Mary's College of California</td>
<td>49%</td>
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<tr>
<td>Santa Clara University</td>
<td>79%</td>
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<tr>
<td>University of San Francisco</td>
<td>54%</td>
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<tr>
<td>University of Southern California</td>
<td>74%</td>
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<tr>
<td>Wake Forest University</td>
<td>83%</td>
</tr>
<tr>
<td>University of St. Thomas</td>
<td>63%</td>
</tr>
<tr>
<td>University of San Diego</td>
<td>65%</td>
</tr>
</tbody>
</table>

Top 38%
COMPETITIVE ANALYSIS

4-Year UG. Graduation Rate

- USD
- Santa Clara University
- Fordham University
- U of Notre Dame
- Georgetown University
- Wake Forest University
- Boston College
- Pepperdine University
- U of Southern California

US News and World Report; Captured July 2014

University Website Redesign
NEXT STEPS

☐ Branding & web standards next phase in collaboration with University Relations

☐ USD Redesign Project: www.sandiego.edu/redesign

☐ Presentation online after meeting
QUESTIONS/COMMENTS