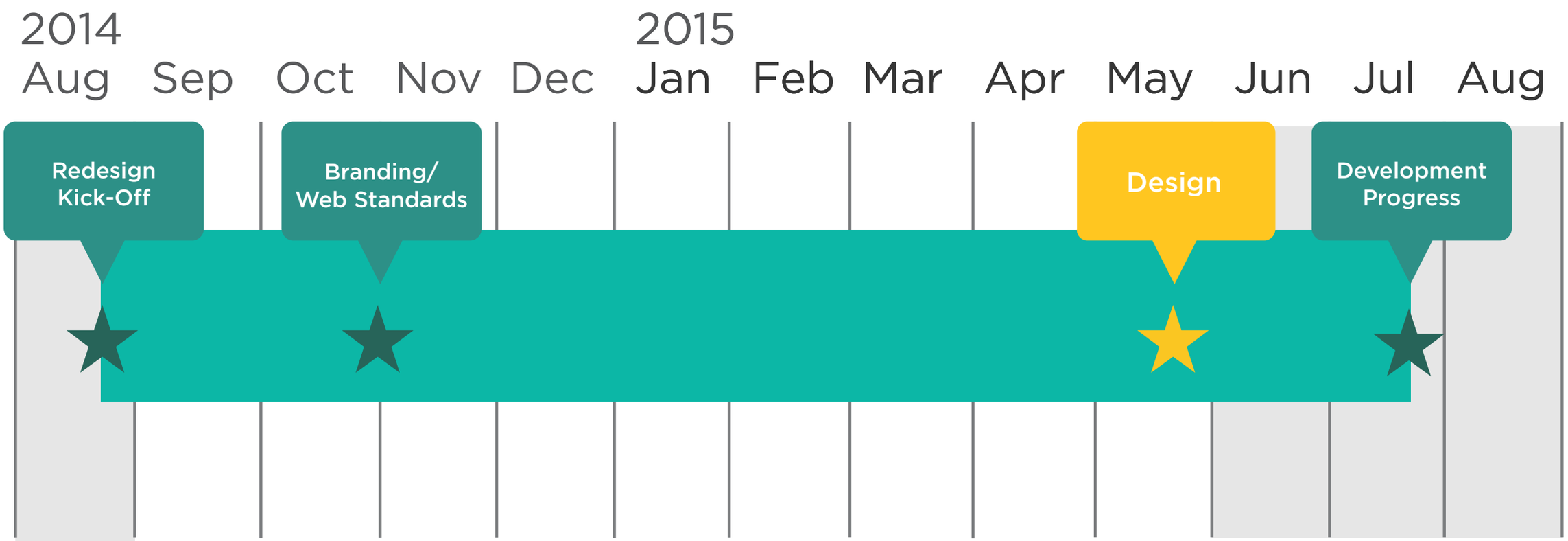
University of San Diego

WEBSITE REDESIGN | DESIGN REVEAL

OVERVIEW

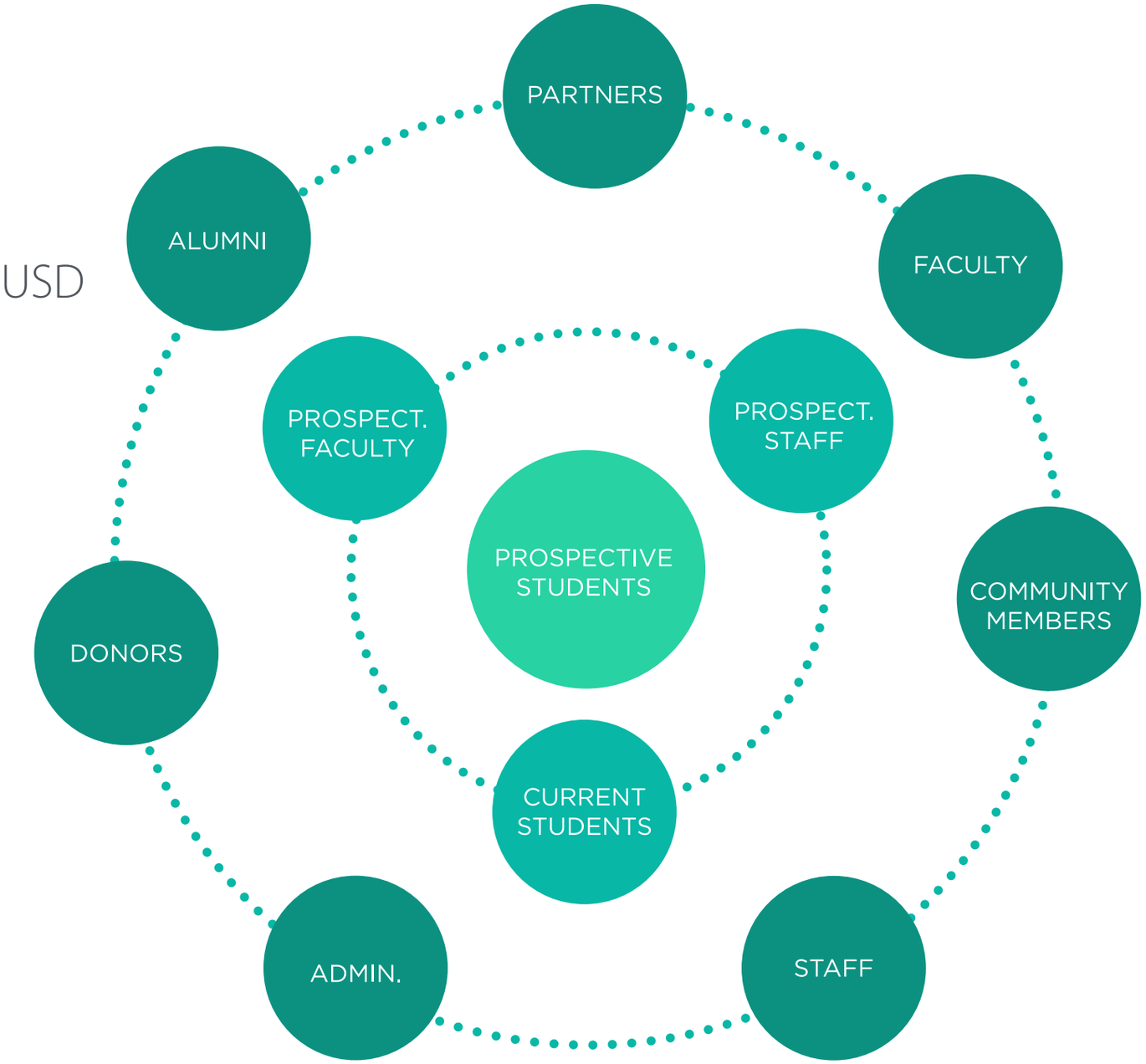
- ☐ Timeline
- ☐ Goals and Objectives
- ☐ Progress
- ☐ Design Reveal
- ☐ Questions/Comments

COMMITTEE INVOLVEMENT



GOALS

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



CONTENT AND DESIGN OBJECTIVES

- ☐ Prioritize students first
- ☐ Attract quality students
- ☐ Raise awareness of Catholic identity
- ☐ Emphasize global learning and education
- ☐ Showcase Changemaker opportunities
- ☐ Display sense of community
- ☐ Increase unity and cohesion across the university

CORE MESSAGING

Focus on Global Learning

Achieve Academic Excellence

Make Meaningful Relationships

Become a Changemaker at USD

All with an emphasis on our Catholic identity

PROGRESS

Research and Discovery	Information Architecture	Design Reviews	Usability Testing
Accessibility and Training	Committee Reviews	Development and Testing	Launch Preparation

UNIVERSITY WEB SERVICES

10 TEAM MEMBERS

Designers, Developers, Programmers, System Administrators, Content Strategist

In collaboration with University Communications and Admissions

Usability

University of San Diego

USABILITY AND TESTING

- ☐ Collaboration with University Communications and Admissions
- ☐ Informed by target audience (~500 prospective and inquiring students and parents)
- ☐ Targeted users prior to visiting and after tours
- ☐ Moderated and unmoderated testing
- ☐ Refined concepts based on perception

PROCESS TO DESIGN

USER PERSONAS

Sophomore
Beginning search
Unsure of major

Junior
Narrowing college selections
Interested in Biology

Adult
Seeking Graduate School
Interesting in Business Program

USER EXPLORATION PATH

- ☐ **Who are you?** Showcase mission, values, Catholic identity
- ☐ **What do you offer?** Campus life, housing, study abroad, programs
- ☐ **How do I apply?** Majors, offerings, outcomes
- ☐ **What's going on?** Campus life, events, news

Desktop

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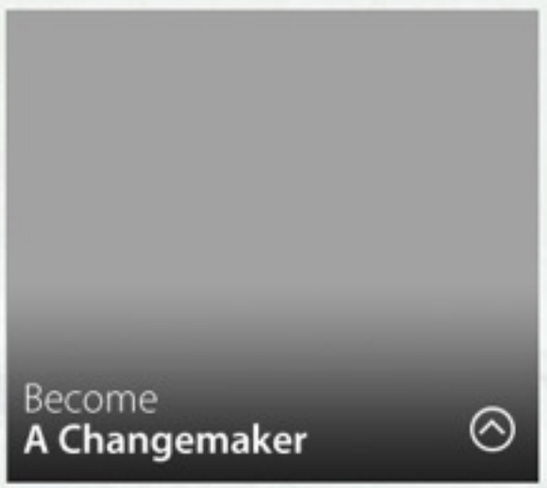

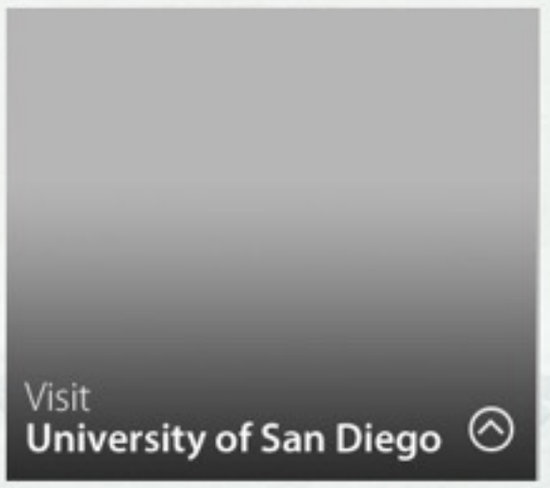

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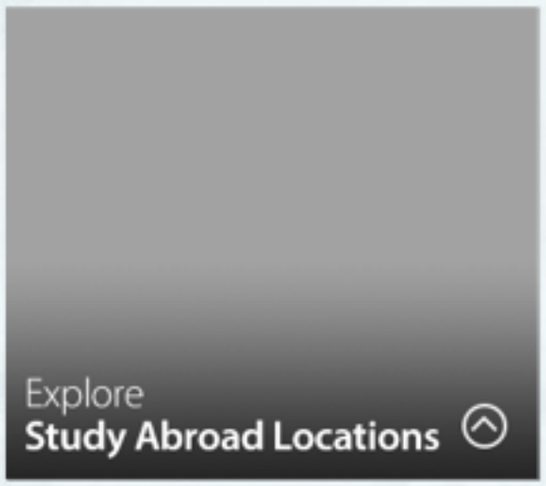
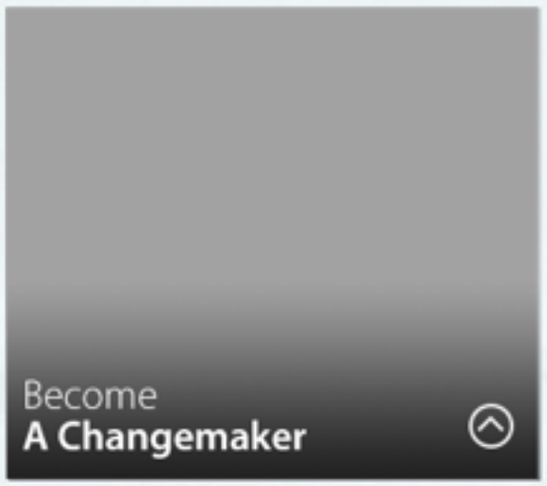
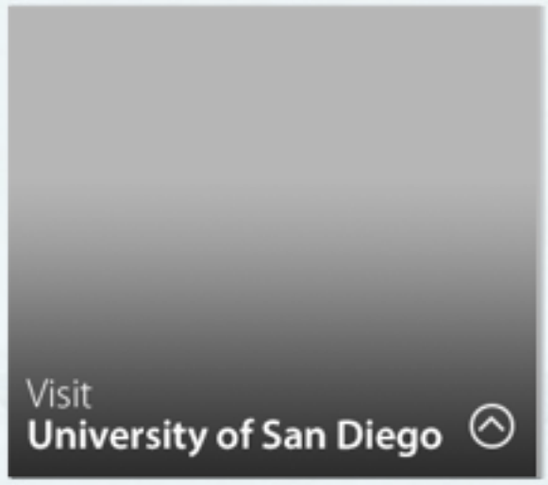
Dining, Housing Information, Student Organizations, Athletics, Mission and Ministry, and more.







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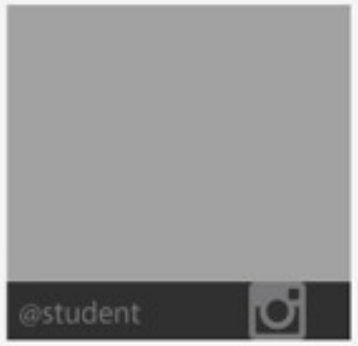

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5:00 pm - 7:00 pm | Building or Location

JAN 12 — Minim Veniam Quis Nostrud Exercitation
8:00 am - 4:00 pm | Building or Location

JAN 27 — Architecto Beatae Vitae Dicta Sunt Explicabo Lorem Ipsum Dolor Quis Veniam Amet
4:30 pm - 6:00 pm

JAN 27 — Minim Veniam Quis Nostrud Exercitation
8:00 am - 4:00 pm | Building or Location

JAN 30 — Architecto Beatae Vitae Dicta Sunt Explicabo Lorem Ipsum Dolor Quis Veniam Amet
4:30 pm - 6:00 pm

FEB 14 — Lorem Ipsum Dolor Sit Amet
5:00 pm - 7:00 pm | Building or Location

FEB 22 — Architecto Beatae Vitae Dicta Sunt Explicabo Lorem Ipsum Dolor Quis Veniam Amet
4:30 pm - 6:00 pm

MAR 2 — Architecto Beatae Vitae Dicta Sunt Explicabo Lorem Ipsum Dolor Quis Veniam Amet
4:30 pm - 6:00 pm

MAR 15 — Lorem Ipsum Dolor Sit Amet
5:00 pm - 7:00 pm | Building or Location

MAR 17 — Architecto Beatae Vitae Dicta Sunt Explicabo Lorem Ipsum Dolor Quis Veniam Amet
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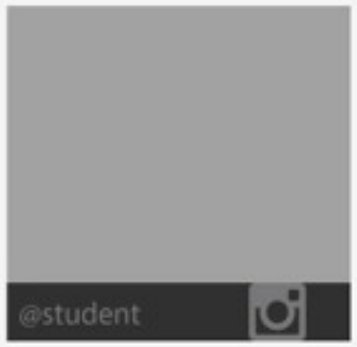

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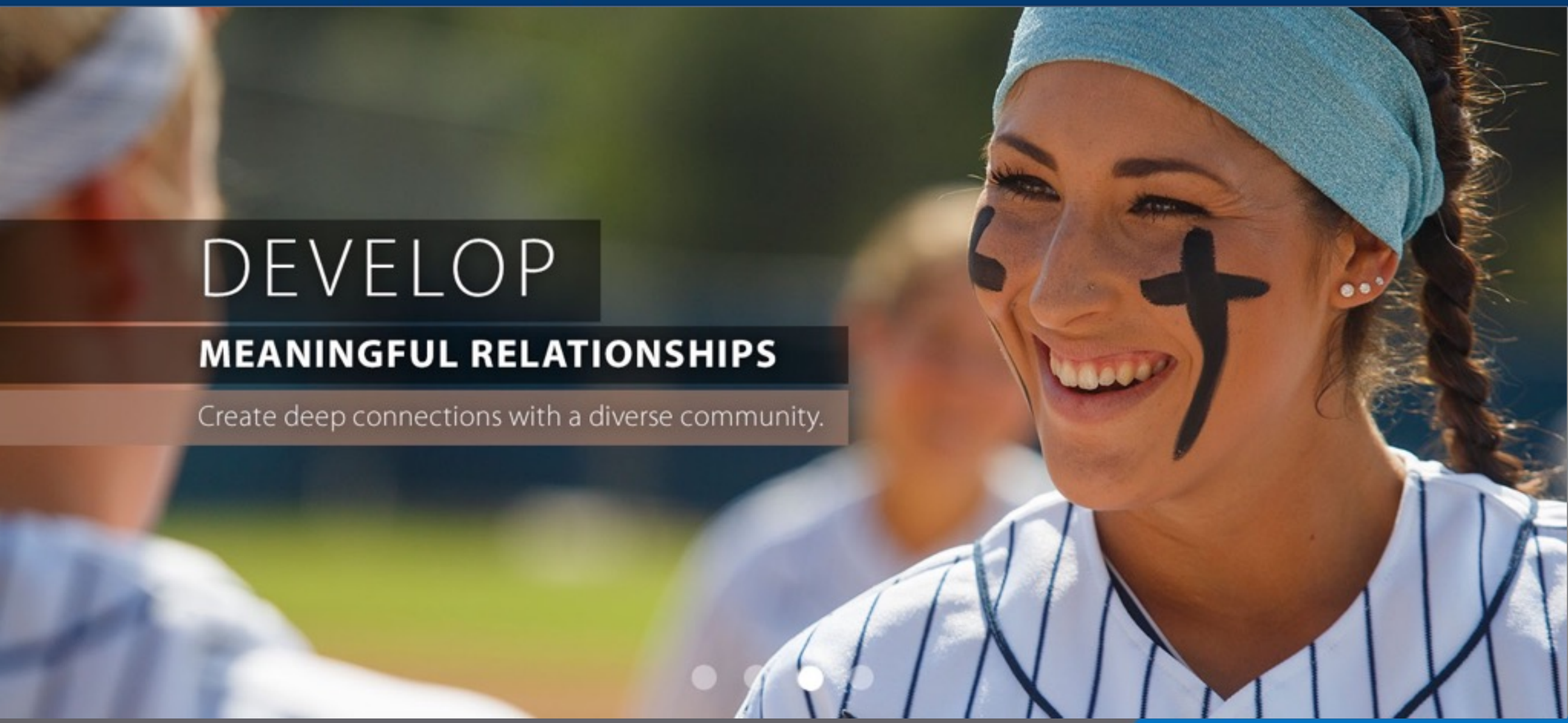

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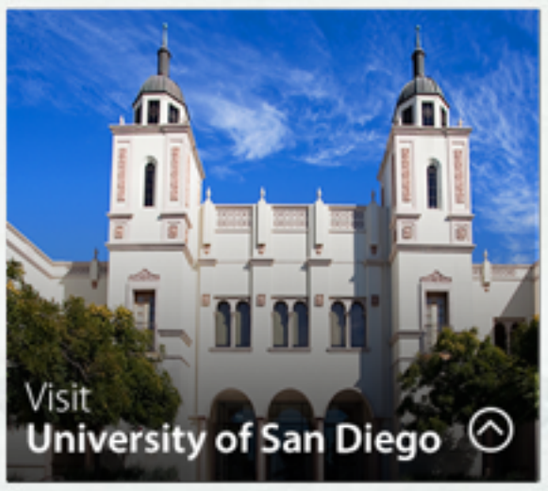

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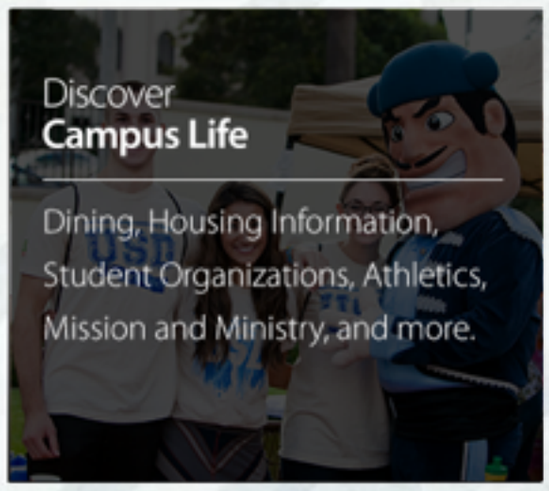

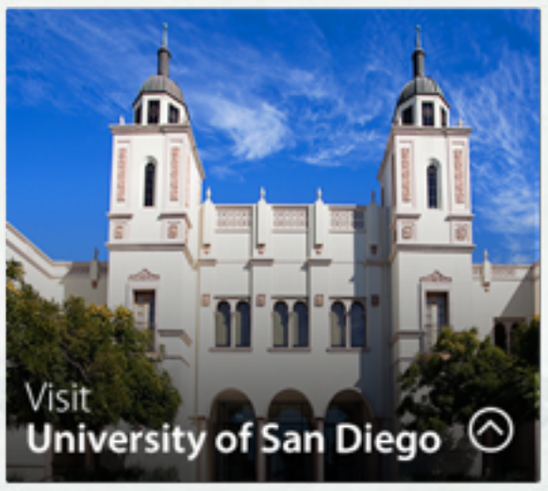

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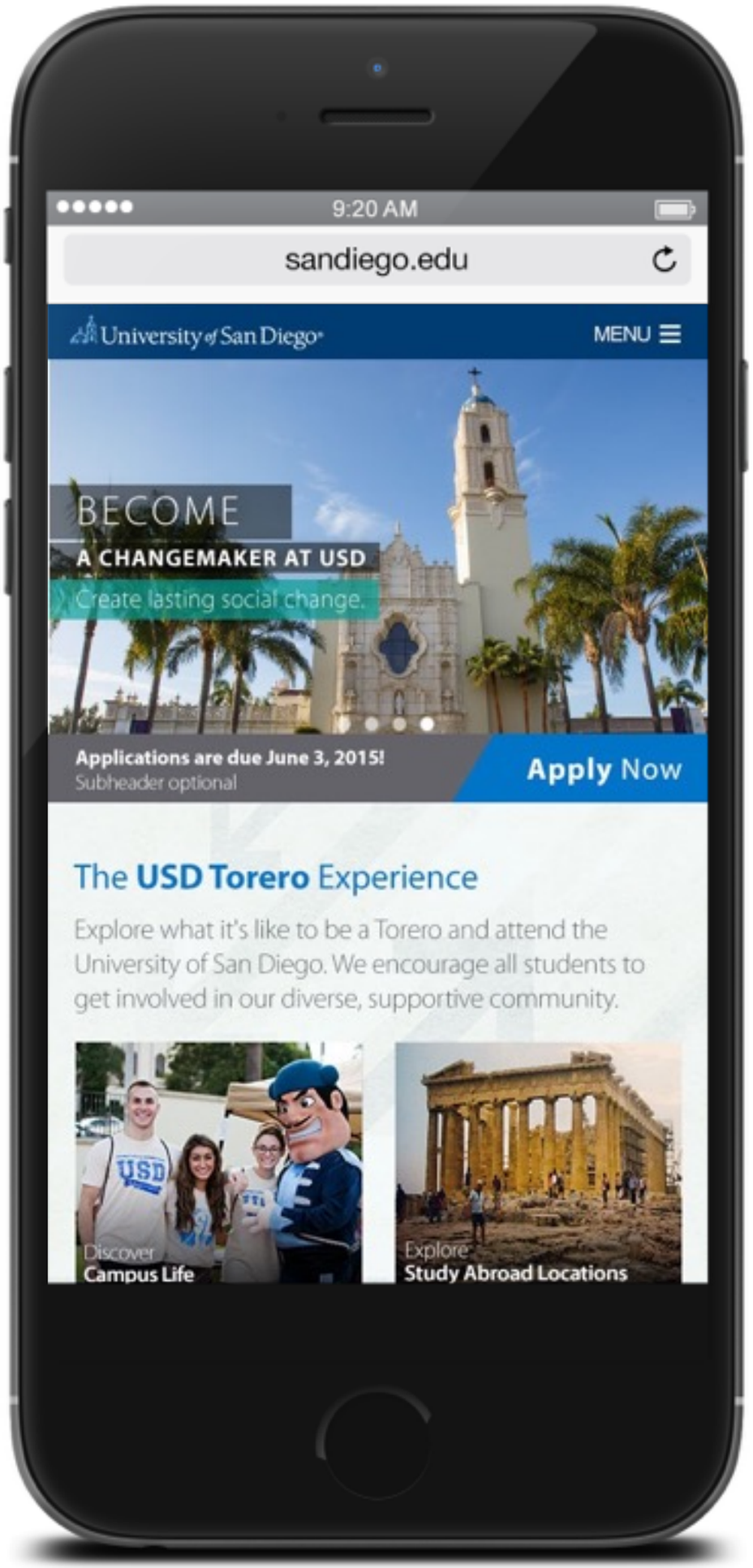
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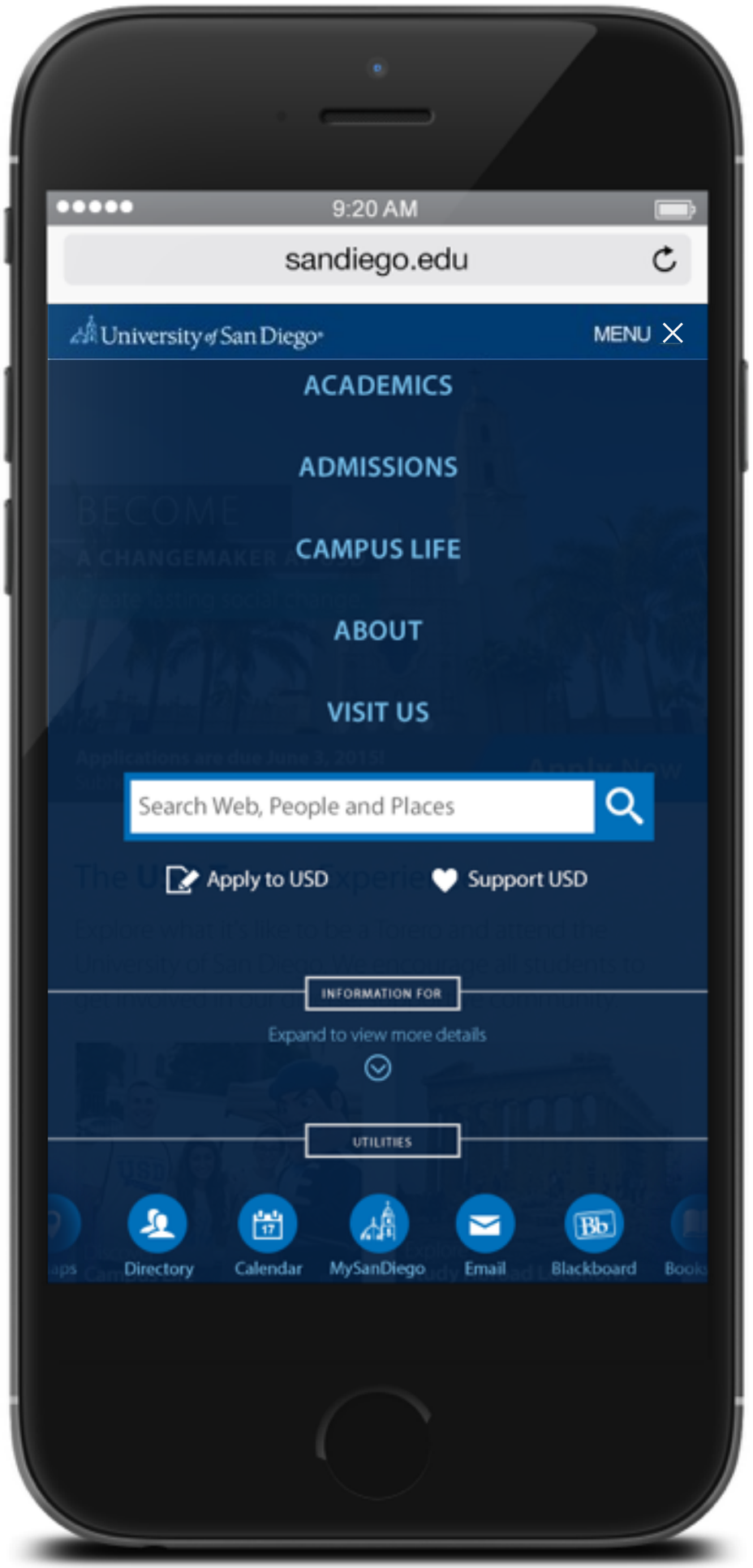
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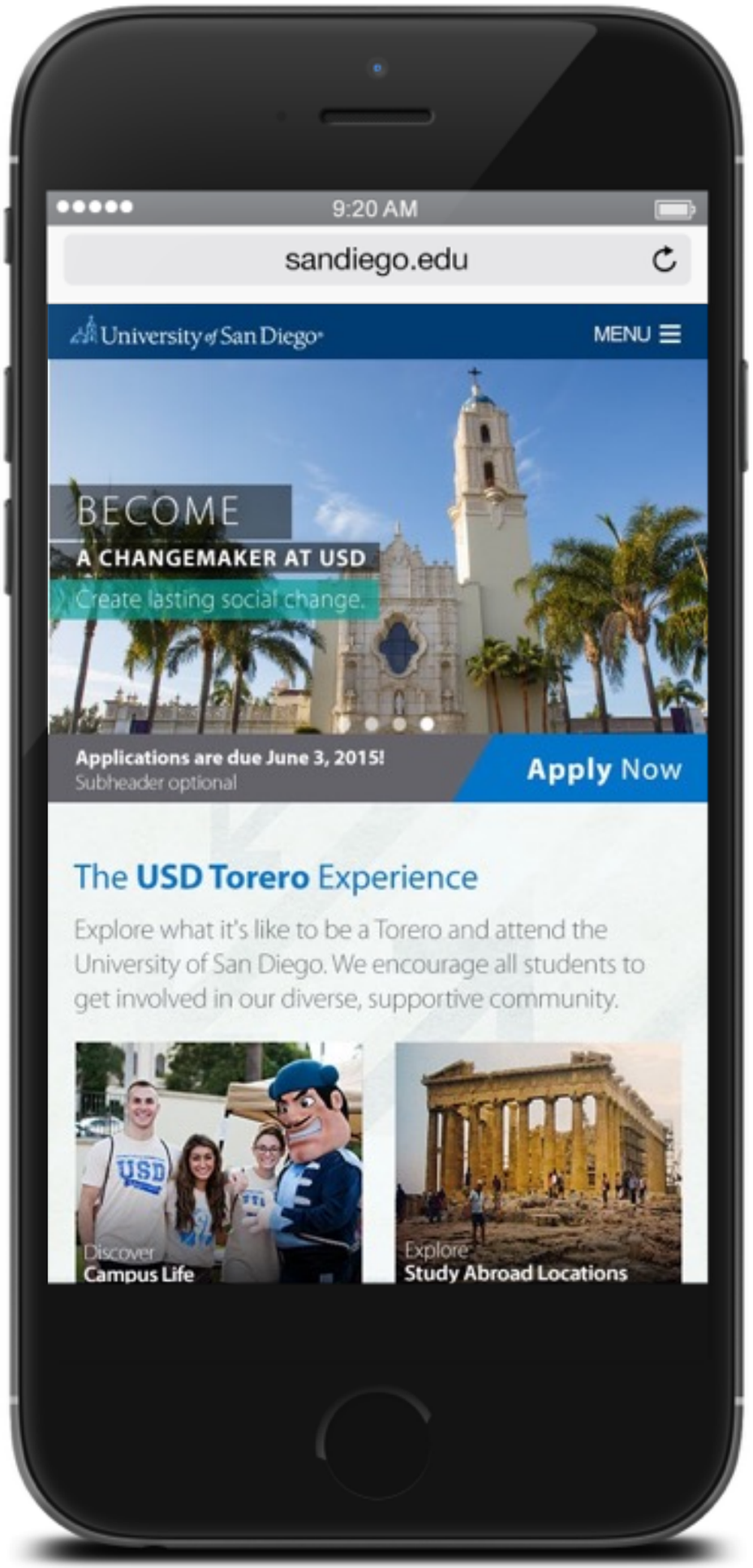
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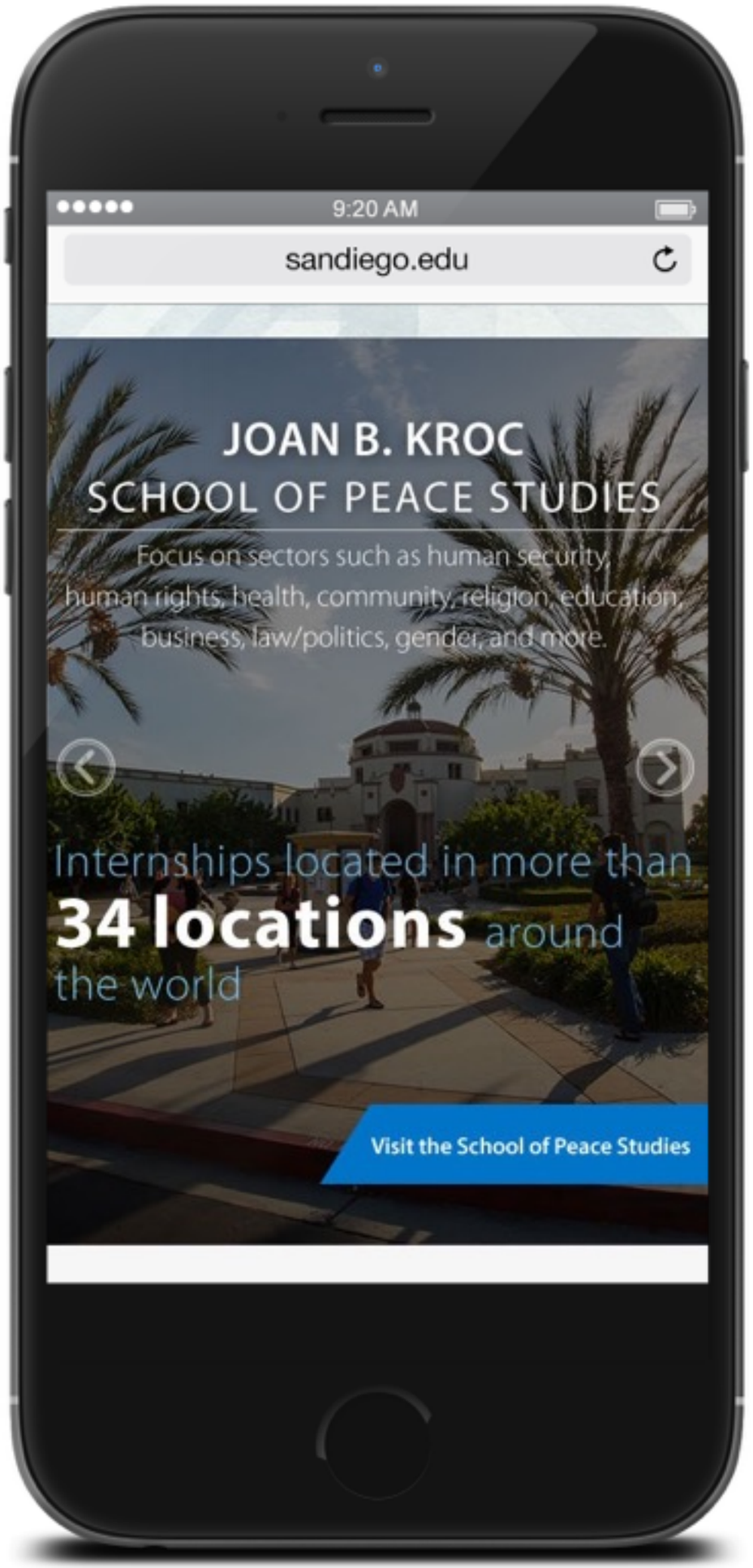
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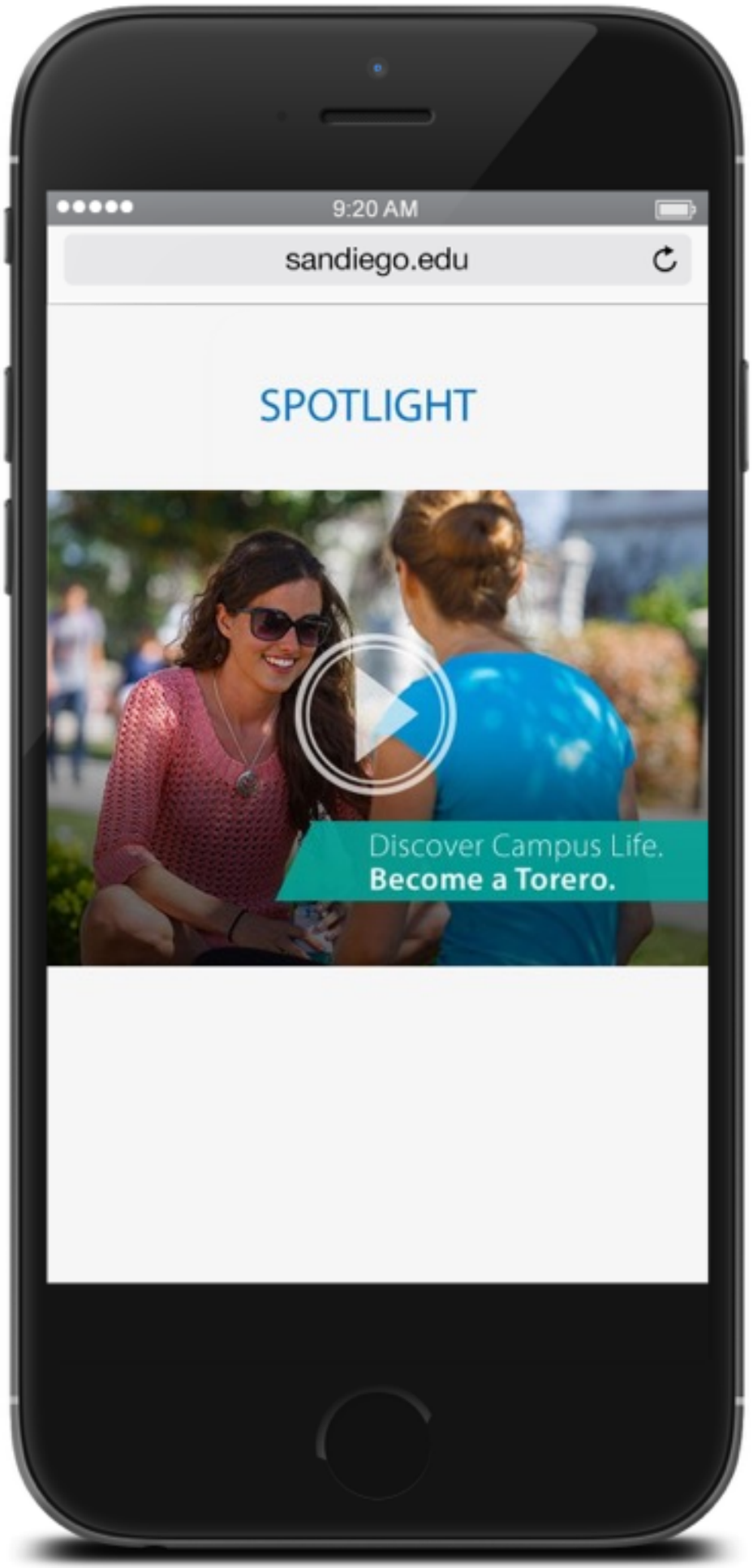
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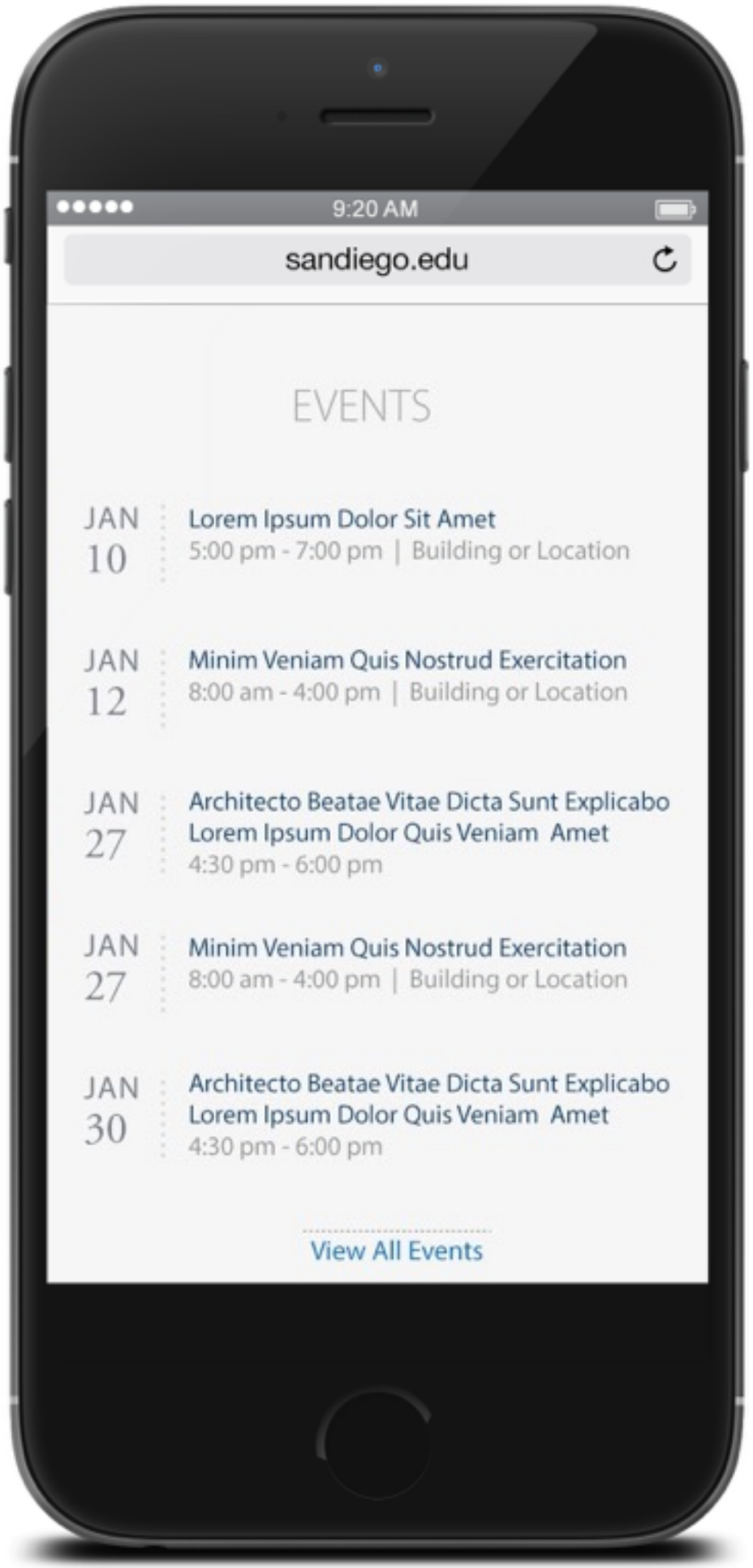
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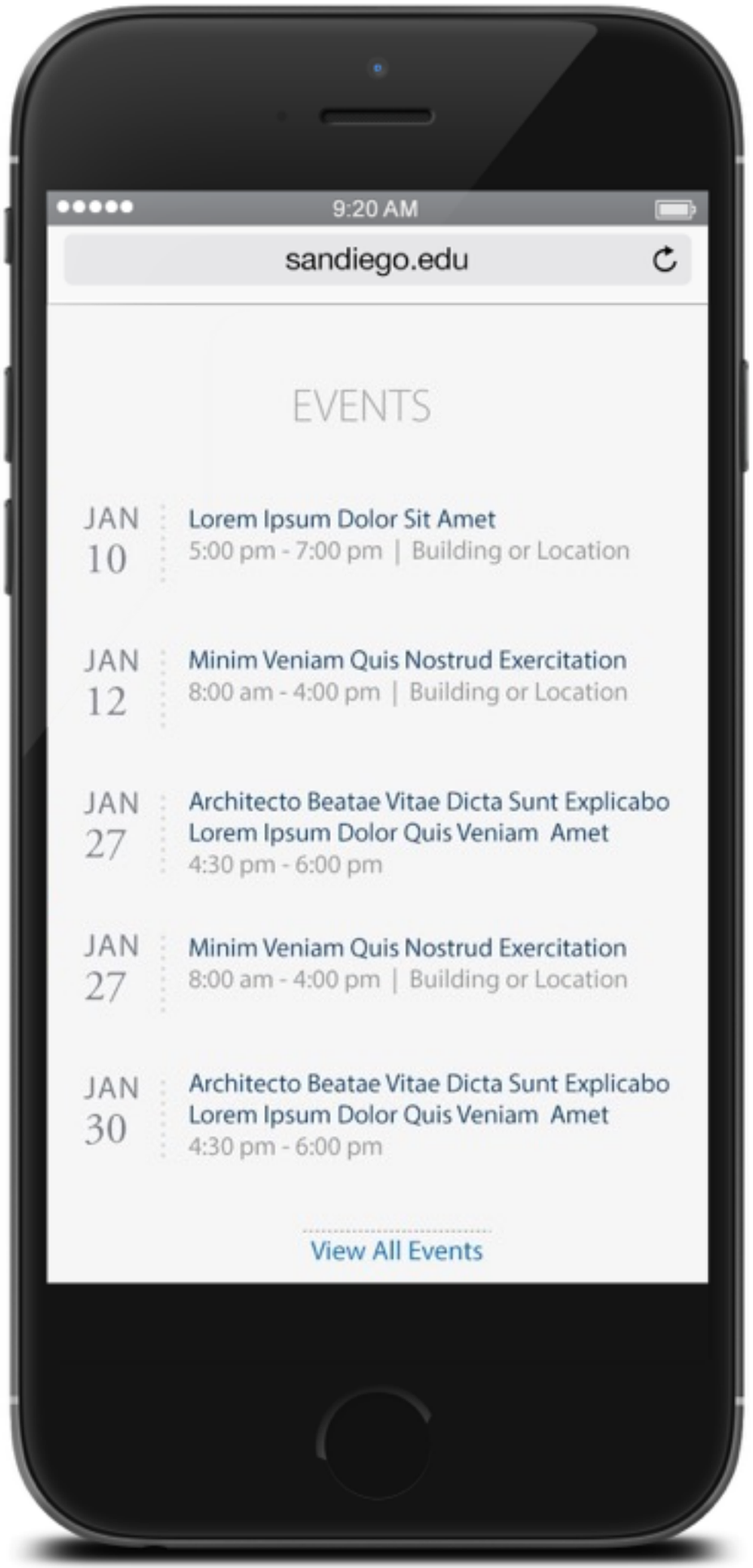
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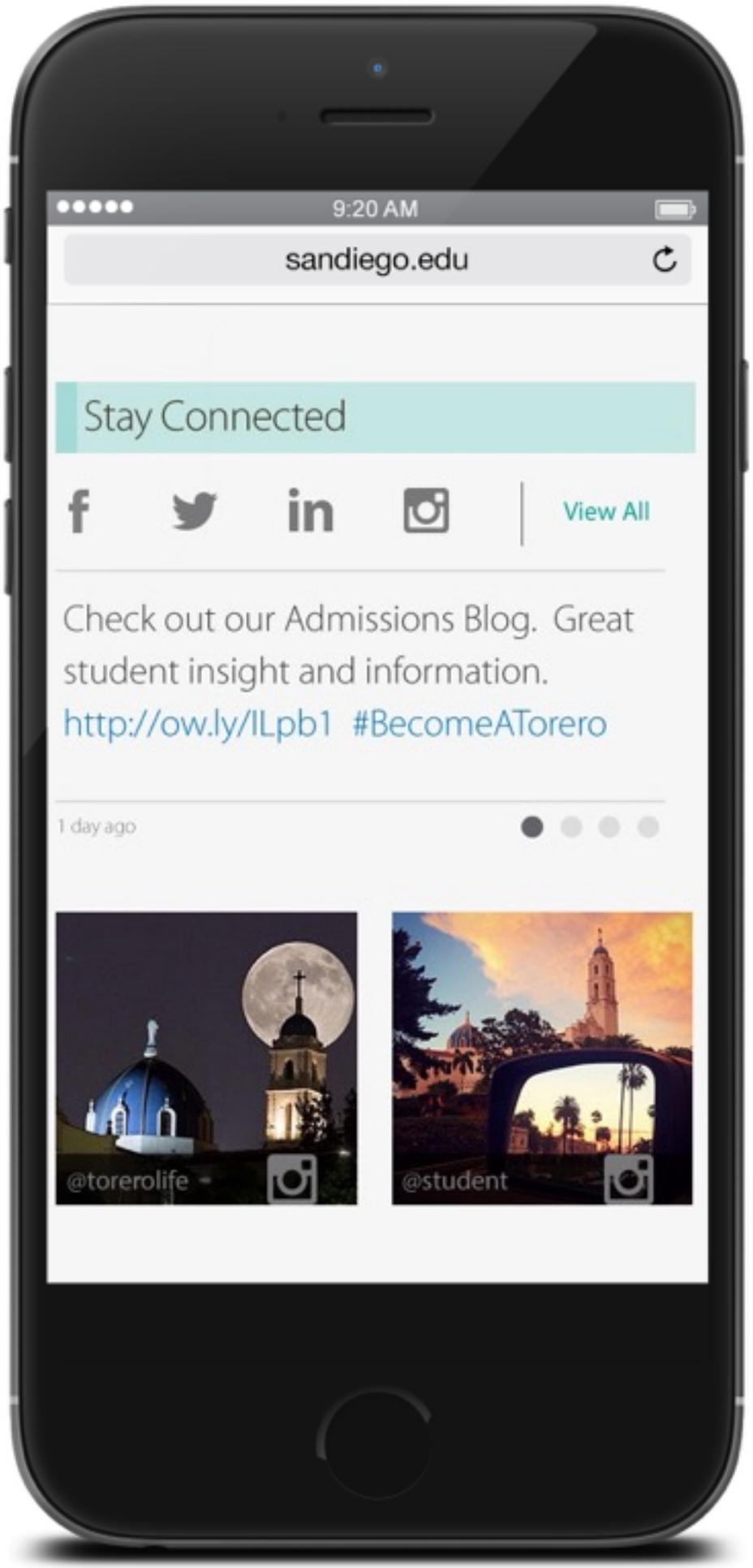
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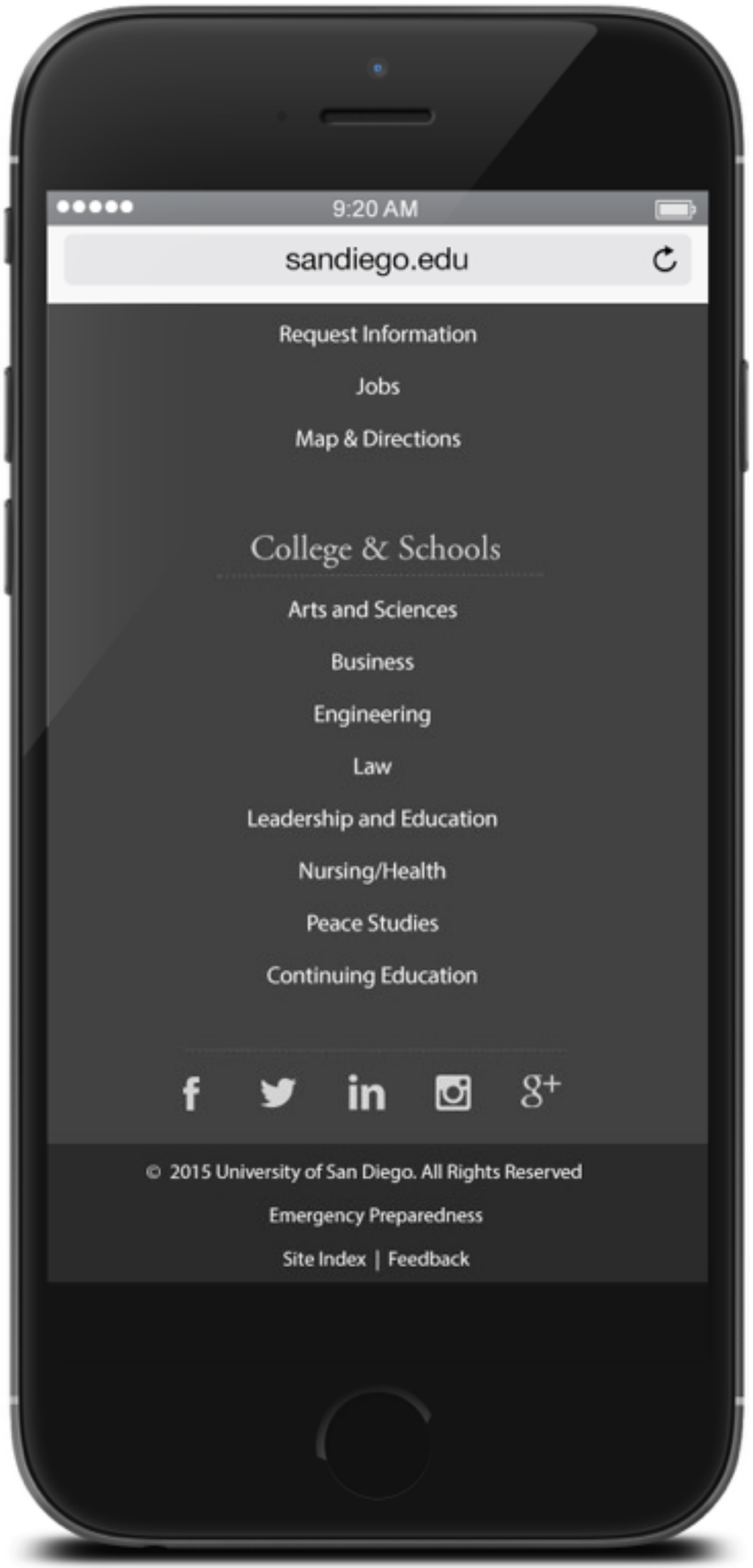
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Next Steps

Next Meeting: End of July 2015

- ☐ Site Development
- ☐ Department Template Progress
- ☐ News Center

Presentation Deck and Information

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Questions

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