Overview

• Change in Team/Timeline
• Brand Persona
• Survey Respondents
• Survey Results
• Questions/Comments
Timeline

Research ➔ Information Architecture ➔ Wireframes/Design
Brand Persona

• Unstoppable ambition with a California attitude
• Innovative and pioneering
• Defies stereotype/invites intrigue
• Business is a force of good in the world
Research Results

~18,300 visitors
in one month

Mobile/Tablet Visitors
» 2011 - 2012: 8.74%
» 2012 - 2013: 18.31%
» 2013 - 2014: 23.76%
» 2015-2016: 26.66%
Research Results

Demographics of website visitors

- 18-24: 32%
- 25-34: 34%
- 35-44: 12%

- Male
- Female

- New Visitors
- Returning Visitors
Research Results

50.82% of New Users

- 73.85% Organic Search
- 13.71% Direct
- 7.96% Referral
- 2.14% Social
- 2.13% Paid Search
- 0.22% Email
Survey Respondents

- **Alumni**: 91
- **Prospective Graduate**: 158
- **Prospective Undergraduate**: 991
- **Current Graduate**: 50
- **Current Undergraduate**: 221
- **Faculty, Staff, Admin**: 34
Prospective Undergraduate Students – in top 3 for finding information/making decision
Prospective Graduate Students – in top 3 for finding information/making decision
# Survey Results

## Prospective Undergraduate Students

<table>
<thead>
<tr>
<th>Influenced by</th>
<th>Interested In</th>
<th>Important Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school counselor/teacher</td>
<td>Location</td>
<td>Location/Campus Environment</td>
</tr>
<tr>
<td>Family members/relatives</td>
<td>Program</td>
<td>Cost/Financial Aid</td>
</tr>
<tr>
<td>College fairs</td>
<td>Campus Environment</td>
<td>College/Program Ranking</td>
</tr>
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<td>Search engines</td>
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## Prospective Graduate Students

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<tr>
<td>Search Engines</td>
<td>School</td>
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Survey Results

Information Consumption

Undergraduate
- Instagram
- YouTube
- Snapchat

Graduate
- LinkedIn
- Facebook
- Instagram
Survey Results

Information Consumption

Prospective Undergraduates
- Social Media
- Websites
- Television
- Friends

Prospective Graduates
- Website
- Social Media
- Friends
- Television

Current Graduates
- Websites
- Social Media
- Friends

Current Undergraduates
- Social Media
- Websites
- Friends
- Phone Apps
Survey Results

<table>
<thead>
<tr>
<th>POSITIVES</th>
<th>NEGATIVES</th>
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<tbody>
<tr>
<td>Use of color</td>
<td>Verbose and stuffy</td>
</tr>
<tr>
<td>Upfront information</td>
<td>Lack of RFI forms</td>
</tr>
<tr>
<td>Curriculum information</td>
<td>Poor navigation—things are difficult to find</td>
</tr>
<tr>
<td>Easy to navigate</td>
<td>Outcomes hidden</td>
</tr>
<tr>
<td>More appealing than some competitor websites</td>
<td></td>
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</tbody>
</table>

University of San Diego®
SCHOOL OF BUSINESS
Next Steps

- Readjust Team/Timeline
- Content Audit/Content Creation
- IA Mapping

QUESTIONS?
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sandiego.edu/redesign