Website Redesign Town Hall
Overview

- Content Focus
- User Personas
- Information Architecture
- Elements and Style Tile
- Design Sprints
- Next Steps
- Questions/Comments
Content Focus

- Alumni, Employers, Donors
- Current Students, Faculty and Staff
- Prospective Students
- Community Members
User

Personas
Hannah

Age 22
Recent graduate
B.A., Political Science, UCSD

BACKGROUND AND VALUES

• Living in SD, she has seen first hand some of the injustices facing the immigrant population.
• Versed in the political issues of the day and the dialog that accompanies those issues
• Loves the San Diego beach vibe
• Hopes to practice law in the southern region of California
“I want to come to USD School of Law because it has a reputation for being the best in the area, but I’m worried about the debt I will incur from law school. And since USD is a private university, I’m afraid that it might be more expensive than other law schools.”
BACKGROUND AND VALUES

• Young professional at PR firm
• Felt a little empty using his skills solely for corporate benefit
• Views law school as a way to channel his natural talents in a fulfilling way
• Connection to the outdoors has inspired him to pursue a career in environmental law

Rakesh
Age 28
Young Professional
B.A., English, Boston University
"USD School of Law looks like it has a solid reputation, and the climate and location that are spot on. But with a ranking that’s not top 50, will it provide the high quality education, social fulfillment, support network of mentors, and cost-effectiveness to make it the right choice? “
Information Architecture
What is IA?

Common Tasks, Needs, Behaviors, Goals

Information, Data, Pages, People

Department Organization/Functions, Resources, Business Goals
**Process**

**STEP 1**
Review user personas, core messages, data

**STEP 2**
Create high-level buckets of information

**STEP 3**
Sort relevant stickies into each bucket

**STEP 4**
Review next steps and build a feature wish list
Number of Pages

1600+ PAGES BEFORE VS 642 PAGES AFTER
Elements and Style Tile
What is a Style Tile?

- Moodboard: too vague
- Style Tile: just right!
- Mockup: too precise
The Perfect Climate for Studying Law

UNIVERSITY of SAN DIEGO
This is an example of a Page Title.

The University of San Diego is committed to academic excellence.

The university promotes the intellectual exploration of religious faith, recruits persons and develops programs supporting the university’s mission, and cultivates an active faith community.

This is an example of a text link.
PHOTOGRAPHY // personal, community, collegial, natural
“This is an example of a quote.”
- First Last, ‘17 JD

This is the Event Title
SATURDAY, APR 25, 2017 // 7 P.M.
Event description goes here.

This is the Event Title
MONDAY, APR 27, 2017 // 7 P.M.
Event description goes here.

This is the Event Title
FRIDAY, MAY 1, 2017 // 7 P.M.
Event description goes here.
Design Sprints
Process

A 5-stage exercise that integrates design thinking into our product development process to help keep us aligned with project goals.
User Goals/Questions

Hannah

What scholarships are available?
Will I be able to practice in San Diego?
How can I specialize in my field of interest?
What is the student experience like?
Why should I choose USD over other southern California schools?

Rakesh

What scholarships are available?
What are the salary expectations for my field?
How can I connect with mentors and alumni?
What career resources are available?
Why should I choose USD over other higher ranked schools?
I, Hannah

as a prospective law student

want to see the value of a degree at USD law compared to other Southern California law schools

so that I can rationalize paying more for my education and work in the public interest sector without the burden of debt

I, Rakesh

as a working professional

want to learn about scholarship opportunities

so that I can justify the career move and investment to earn a higher paying salary
User Acceptance Criteria

FACULTY INTERACTION
- office hours
- smaller classes
- testimonials

ACCESS TO ALUMNI
- networking
- mentorship
- locations/fields
- success stories

REGIONAL DOMINANCE
- best school in region
- career recruitment
- bar passage rates

STUDENT LIFE
- student support services
- organizations
- advocacy teams
- journals
- San Diego lifestyle

PRACTICAL EXPERIENCES
- broad range of clinics
- externships
- first-year practicum
- semester work for credit
- Washington D.C. program

ACADEMICS
- concentrations
- available programs
- study abroad
Mobile Homepage Sketches
Desktop Homepage Sketches
Process

A 5-stage exercise that integrates design thinking into our product development process to help keep us aligned with project goals.
Next Steps
Timeline

Research/Discovery

Strategic Vision and Direction

Information Arch…

Content Audit and Writing

Design and Usability Testing

Development/Site Build

Content Migration

Review

Training
Timeline

Research/Discovery

Strategic Vision and Direction

Information Arch...

Content Audit and Writing

Design and Usability Testing

Development/Site Build

Content Migration

Review

Training

Launch Window
Thank you
and Q&A

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