Design and Usability Recap

• Wireframes / Brainstorming
• User Value vs. Feature Complexity
• Prototyping
• Hallway Testing
• Revisions
• A/B Surveys
• Revisions
Joan B. Kroc.

SCHOOL OF PEACE STUDIES
Find the world in your classroom.
Hero Options

JOAN B. KROC
School of Peace Studies
WHICH OF THESE OPTIONS BEST signals that you are on the School of Peace Studies website?
WHICH OF THESE OPTIONS BEST inspires you to explore more of the school and the school’s website?
WHICH OF THESE OPTIONS BEST represents the School of Peace Studies?
First Impression?

1. Organized (253)
2. Easy to navigate/use (181)
3. Clean (104)
4. Informative (88)
5. Visually Appealing (86)
6. Professional (54)
7. Modern (43)
8. Eye-Catching (39)
9. Well Designed (35)
10. Welcoming (28)
How trustworthy is this website? (1-10)
What is Peace Studies?
At the Kroc School, aspiring peace builders arrive as impassioned optimists and graduate to become social entrepreneurs, business owners, government officials, non-profit and civic leaders—all working for peace and justice in the world.

Discover the program that’s best for you.

I WANT TO
make an impact on:

- [ ] Human Rights
- [ ] Conflict Resolution
- [ ] Peace and Justice
- [ ] Border Issues
**Kroc School Welcomes New IPJ Executive Director**

**FRIDAY, JULY 1, 2016**

The Kroc School is pleased to announce that Andrew Blum, PhD, will be the new executive director of the Institute for Peace and Justice beginning on...

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**WorldLink Youth Kick Off the Program’s 20th Year**

**TUESDAY, JUNE 28, 2016**

The IPJ’s WorldLink program is entering its 20th year in San Diego, having provided two decades of innovative and experiential programming in gl...

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**TBI and Border Angels call attention to migrants dismembered en route to the U.S.**

**SATURDAY, JUNE 18, 2016**

Four Honduran men who lost limbs during their journeys to safety and security in the United States visited San Diego in order to raise awareness of th...
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Welcome to the Kroc School
The Joan B. Kroc School of Peace Studies prepares people who want to create change.

Women PEACEMAKERS

By studying peace I learned...
Joan B. Kroc School of Peace Studies

Learn beyond the campus

News

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The world needs more individuals w/ advanced degrees in peacebuilding & conflict resolution. @podnetwork...

Our Center for Peace and Commerce Assistant Director, Grace Michel, gave an interview to Impact Matters about her work in the developed world and the Social Innovation Challenge. Listen to the full podcast…

Contact Us
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5998 Alcalá Park
San Diego, CA 92110

Make a Gift
Ways to Engage
Insights

• A site that actually takes action to make a change through education.

• Expresses to the audience the impact peace may bring, not only to all the programs USD provides, but to the outside world situations

• Can attract many different types of people who have completely different backgrounds yet share the same goal

• It makes you want to get off the couch and go change the world right now.

• It overall expressed this "Changemaking" attitude towards me.

• "I want to make an impact on..." is very unique, thought provoking, and matches the very enthusiastic and socially aware and enthusiastic attitude of this generation especially!