JOAN B. KROC SCHOOL of PEACE STUDIES
Content Structure and Design Elements
Introduction

- Project Timeline
- Research Findings
- Information Architecture
- Elements and Style Tile
- Next Steps
Terminology

**Information Architecture:** structure of a site; navigation flow and how content is organized

**Style Tile:** a set of design elements that create a cohesive digital presence such as fonts, colors, icons and buttons

**Data-driven:** qualitative and quantitative data that informs our decisions in Information Architecture, Content Creation and Design
Content Focus

- Current Students, Faculty and Staff
- Donors, Partners and Community
- Hiring Corporations and Alumni
- Prospective Students
Core Messaging Priorities

• International Border Experiences
• Applied Peace Learning Model
• Field-Based Projects
• Peace and Justice Entrepreneurship and Innovation
• Global Diversity and Collaborations
• Real-World Career Paths
Research and Discovery Findings
JOAN B. ANDERSON SCHOOL OF PEACE STUDIES

Develop Partnerships for Peace

Centers and Institutes
- Joan B.Anderson Institute for Peace and Justice
- Trans-Border Institute
- Center for Peace and Commerce

News

Events
# Google Analytics - Demographic

**NEW VISITORS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>40%</td>
</tr>
<tr>
<td>25-34</td>
<td>30%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>10%</td>
</tr>
<tr>
<td>55-64</td>
<td></td>
</tr>
<tr>
<td>65+</td>
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</table>

**Breakdown by Age**

![Age Breakdown Chart]

[53% NEW VISITORS]

![Social Media Icons]
Google Analytics - Engagement

**Desktop**
- 75,558 sessions
- 3.1 pages per session
- 53% bounce rate

**Tablet**
- 4,739 sessions
- 2.7 pages per session
- 58% bounce rate

**Mobile**
- 20,377 sessions
- 1.8 pages per session
- 72% bounce rate
# Peer and Aspirational Schools

<table>
<thead>
<tr>
<th>Peer Schools</th>
<th>Aspirational Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Denver</td>
<td>University of Notre Dame</td>
</tr>
<tr>
<td>University of San Francisco</td>
<td>Georgetown University</td>
</tr>
<tr>
<td>Middlebury Institute of International Studies at Monterey</td>
<td>Brandeis University</td>
</tr>
<tr>
<td>School for International Training</td>
<td>George Mason University</td>
</tr>
<tr>
<td>Eastern Mennonite University</td>
<td>Keough School of Global Affairs</td>
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</tbody>
</table>
Most Helpful Information

Prospective Students
- Program Info
- Location/Campus Environment
- College/Program Reputation

Current Students
- Program Info
- College/Program Reputation
- Cost AND Location
Hardest to Find Information

**Prospective Students**
- Program Info
- Program Outcomes
- Tuition/Financial Aid

**Current Students**
- Program Outcomes
- Scholarship Info
- Forms/Documents
Graduate School Decisions

- Decided to go to graduate school after graduation
- Researched a specific program
  - Conflict resolution
  - Peace and justice
  - International relations
  - Human Rights
- Heard of choices from college advisors, search engines and social media
- First thing that comes to mind: campus beauty, peace, reputation
Finding Information

55% Faculty, Staff and Admin can find info if they know where to look.
Finding Information

60% Current Students can find what they are looking for without searching
Survey Results

Events
- Social Media
- Website
- Emails

Features
- Videos
- Social Media Feed
- Events
Information Architecture
Site Structure

Academic Programs
Faculty and Research
Centers and Institutes
Student Services
About Kroc
Giving
News
Events
Site Structure

Academic Programs
Faculty and Research
Centers and Institutes
Student Services
About Kroc
Giving
News
Events

Admissions
Prospective Students
Current Students
Admitted Students
Alumni
Content Writing
User Personas

Kris

MALE, 33

- Undergraduate degree in Political Science, graduated top of his class
- MA, International Affairs
- Feels the urge to find solutions working closely with people in affected communities, and going beyond top-down solutions
- Prefers a Skype meeting to a phone call

Elena

FEMALE, 24

- Dual undergraduate degree in Journalism and Anthropology
- Persian diaspora, raised in Turkey
- Has an affinity for the arts and believes it can be a tool for peacebuilding
- Has already participated in international study abroad trips to Madrid and a summer internship in Chile. Speaks Turkish, Spanish, English and Persian.
Content Schedule

Phase 1  Homepage

Phase 2  Main Landing Pages

Phase 3  Institute for Peace and Justice

Phase 4  Center for Peace and Commerce

Phase 5  Trans-Border Institute

Phase 6  Academic Programs

Phase 7  Faculty and Research Giving

Phase 8  About Student Services
Elements and Style Tile
Design Elements

Round Edges: softer, lighter, more inviting

Slanted Line: modern, cool, engaging

APPLY NOW
Joan B. Kroc.

SCHOOL OF PEACE STUDIES

JOAN B. KROC SCHOOL of PEACE STUDIES
Trans-Border Institute
Lorem ipsum dolor sit amet, consectetur adipiscing elit, phasellus porta quam dui, sit amet elementum tortor imperdiet nec.

— Anonymous
<table>
<thead>
<tr>
<th>FOREIGN POLICY</th>
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<tbody>
<tr>
<td>This is a Post Title</td>
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<tr>
<th>BORDER ISSUES</th>
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<td>Consequat ac commodo sit amet, pharetra vel neque. Suspendisse potenti. Morbi placerat metus ligula, ut blandit augue mattis vel.</td>
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Design Process

- User Goals
- Feature Brainstorming
- Wireframes
- Testing
- A/B Testing
Next Steps

• Content
• Design and Usability Testing
• Development
Thank You
and Q&A

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peaceredesign@sandiego.edu