Website Redesign Town Hall
Overview

• Timeline
• User Personas
• Information Architecture
• Elements and Style Tile
• Next Steps
• Questions/Comments
User Personas
Meet our user personas…

Amanda, 24
INTERESTED IN:
Learning and Teaching

Annie, 26
INTERESTED IN:
Counseling and MFT

Miguel, 34
INTERESTED IN:
Leadership Studies
BACKGROUND AND VALUES

- recognizes the **power of great teaching** to change not only a student’s immediate life but their long-term future

- wants **in-classroom training**, not just learning, that can set her up with the **hands-on tools** to make a difference

- thinks a graduate degree is a sensible way to solidify her career choice – but it needs to come at a **cost that will pay itself off** and satisfy her parents’ concerns for a good **return on investment**

WHAT WE WANT HER TO THINK

“**SOLES offers an incredible way to make an impact in the classroom.** I’m excited that I’ll be able to get in the classroom early on and truly prepare to practice my craft. It’s one of the **top programs in the area**, and it’s an area well worth living in.”
Annie
Age 26
B.S., Psychology, University of Colorado Boulder

BACKGROUND AND VALUES

• has seen the impact of mental health issues up-close with family members suffering from PTSD

• knows she wants to go into counseling, but has been weighing her options for graduate school because it has to be the right program in the right place

• wants a place that will help connect me with future employers

WHAT WE WANT HER TO THINK

“SOLES is a nurturing, supportive, and stimulating environment where I’ll also get the connections to land on my feet after the program’s completion. With SOLES, I can experience the potential of where counseling can take me—and learn how to can make a real difference doing it.”
BACKGROUND AND VALUES

- **hungry to move up in his career** within a realm that matters to him
- will need to **balance his current nonprofit job with his coursework**—and he’ll need a program that will be **financially feasible**
- wants to **differentiate himself and master skills** he can leverage in a career within the cause he is most passionate about

Miguel
Age 34
M.A., Political Science, University of San Diego

WHAT WE WANT HIM TO THINK

“SOLES takes both a **practical and theoretical** approach to leadership training—with plenty of mentorship and opportunities to **explore and grow**. I’ll emerge with **applicable skills and insights** to fuel my career in the real-world nonprofit sector.”
Information Architecture
What is IA?

Common Tasks, Needs, Behaviors, Goals

Users

IA

Context

Department Organization/Functions, Resources, Business Goals

Content

Information, Data, Pages, People
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
# High-level Buckets

## ACADEMICS
- Program Finder
- International Requirement
- Assessment
- IRP Process

*Including Links to:*
- Leadership Studies
- Learning and Teaching
- Counseling & MFT
- Navy ROTC

## ADMISSIONS
- Application Process
- Deadlines
- Frequently Asked Questions
- Appointment Request
- Information Request
- Graduate School Fairs
- Info Sessions
- Student Ambassadors

## CENTERS & INSTITUTES
- Global Center
- Institute for Entrepreneurship in Education
- The Nonprofit Institute
- Manchester Family Child Development Center

## FACULTY
- Directory
- Profiles
- Research

## ABOUT
- Directory
- Administration/Board
- Partners
- Giving
- Facilities
- Visit
- Accreditation
- History and Facts

## STUDENT LIFE
- Student Organizations
- Professional Organizations
- Wellness

## FINANCIAL AID
- Tuition and Financing
- Scholarships
- Loans
- Campus Employment

## CAREER DEVELOPMENT
- Jobs
# High-level Buckets

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<th>PROSPECTIVE STUDENTS</th>
<th>CURRENT STUDENTS</th>
<th>ALUMNI &amp; COMMUNITY</th>
<th>ADMITTED STUDENTS</th>
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## NEWS
- News Center
  - In the News
  - Press Releases

## EVENTS
- Event Calendar
### COUNSELING AND MARITAL & FAMILY THERAPY
- MA in Marital and Family Therapy
- MA in Counseling, Clinical Mental Health Counseling
- MA in Counseling, School Counseling
- Field Experiences

### LEADERSHIP STUDIES
- PhD in Leadership Studies
- MA in Higher Education Leadership
- MA in Leadership Studies
- MA in Nonprofit Leadership Management
- Grad Certificate in Nonprofit Leadership and Management
- Undergraduate Certificate in Nonprofit Leadership and Management
- Undergraduate Minor in Nonprofit Social Enterprise and Management
- Leadership Minor
- Army ROTC
- Field Experiences
- Leadership Coaching
- Internships and Applied Projects
- Mentor Program
- Book Award
- Conferences
- NCCHC

### LEARNING AND TEACHING
- MEd in Curriculum and Instruction: Elementary Education
- MEd in Curriculum and Instruction: Secondary Education
- MEd in Special Education Credential
- MEd in TESOL, Literacy and Culture
- Academy for Catholic Teaching
- Preliminary Education Specialist Credential
- Preliminary Multiple Subject Credential
- Preliminary Single Subject Credential
- Undergraduate Teaching Credentials
- TESOL Certificate
- CTEP Program
- Education Minor
- Mission Statement
- Field Experiences
- Teaching Requirement
Site Structure

~900
PAGES BEFORE

VS

~260
PAGES AFTER

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Elements and Style Tile
What is a Style Tile?

Moodboard: too vague

Style Tile: just right!

Mockup: too precise
This is an example of a Page Title.

With their keen ability to care deeply, dream big, and make an impact, SOLES possesses an uncommonly broad worldview—and the skills needed to make change happen.

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.

inquisitive  approachable  compassionate  innovative
genuine interactions, different subjects in focus, wide angles, authentic, inviting
DESIGN MODULES

THIS IS A Program Module

+ An example accordion item
+ This is another item
+ Here is the third example of an item
+ What if there are four items?

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

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

MAY 01
This is the Event Title
FRIDAY, MAY 1, 2017 // 7 P.M.
Event description goes here.

“Little did I know at the very end that I would learn much more about life, leadership and love than any text book or classroom lecture could have taught me.”

— JANE DOE, ’17
Overview

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

Understand  Diverge  Decide  Prototype  Validate
Next
Steps
Timeline

Research & Discovery

Strategic Vision and Direction

Information Architecture

Content Audit and Writing

Design and Usability

Development and Site Build

Training

Testing

Beta Site

Launch

2017

2018
Next Steps

- User Testing and A/B Surveys
- Design Reiteration
- Development
- Beta Testing
- Training
Thank you and Q&A

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