



University
of San Diego®

USD Website Redesign

OVERVIEW

- Introduction
- USD Redesign Project
- A Mobile-First Initiative
- Research and Discovery Findings
- Next Steps
- Questions/Comments

INTRODUCTION

- USD Redesign Project
- Core Committee Role
- Mobile-First
- Responsive Design
- Campus Redesign Cycles
- Web Standards

UNIVERSITY WEB SERVICES TEAM



Michael O'Brien
Senior Director



Joy Brunetti
Web Coordinator



Bryan Teague
Senior Web Administrator



John Callery
Web Developer



Chris Hepner
Web Developer



Cristina Cruz
Web Developer



Shay Pessah
Web Developer



Jennifer Dandle
Web Developer



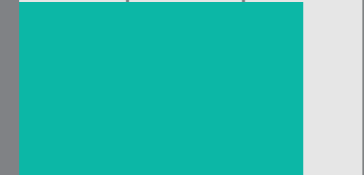
Roberta Roebuck
Senior Web Developer



TIMELINE/PHASES

2014 Jun Jul Aug Sep Oct Nov Dec 2015 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

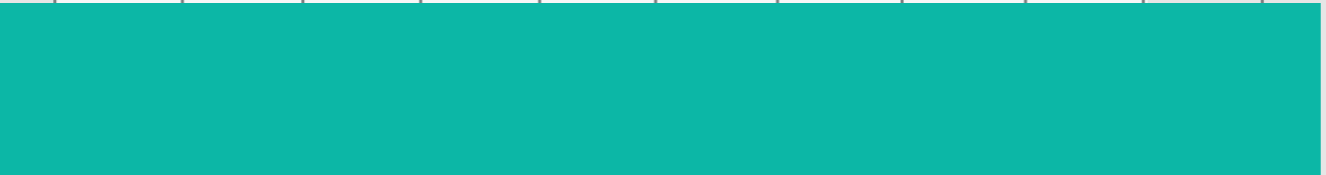
Research & Discovery



Branding



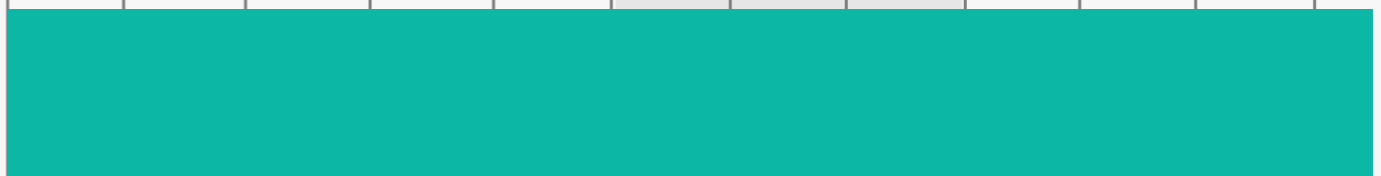
Content & IA



Design



Build



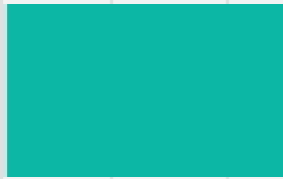
Launches



TIMELINE/PHASES

2014 Jun Jul Aug Sep Oct Nov Dec 2015 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Research & Discovery



Branding



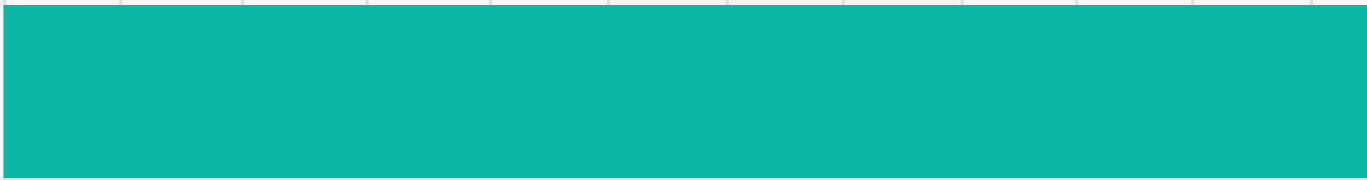
Content & IA



Design



Build



Launches



LAUNCHES

2015

Jul

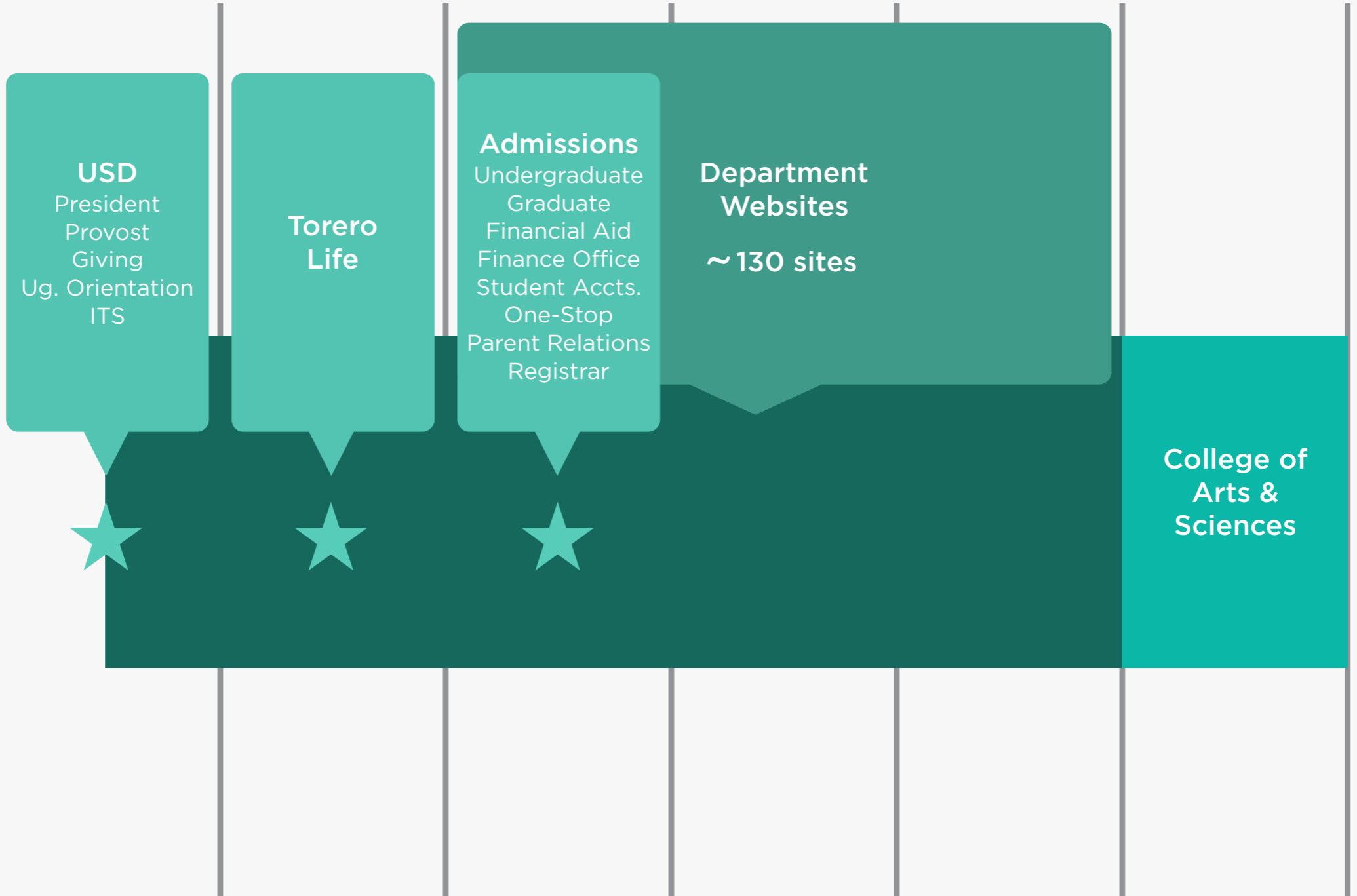
Aug

Sep

Oct

Nov

Dec



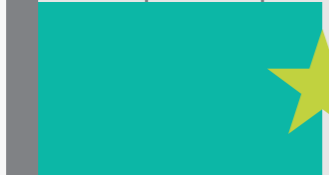
TIMELINE/PHASES

2014
Jun Jul

2015

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Research & Discovery



Redesign
Kick-Off

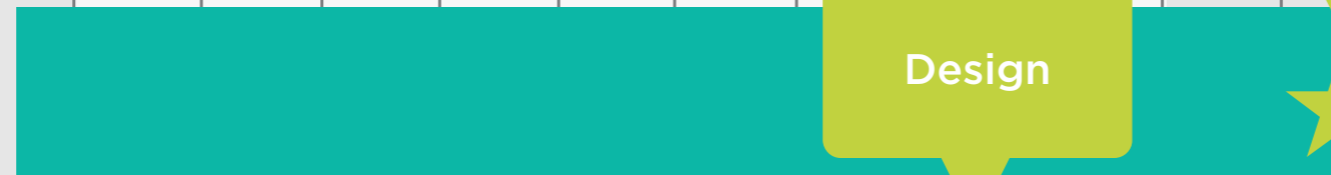
Branding/
Web
Standards

Branding



Final Review

Content
& IA

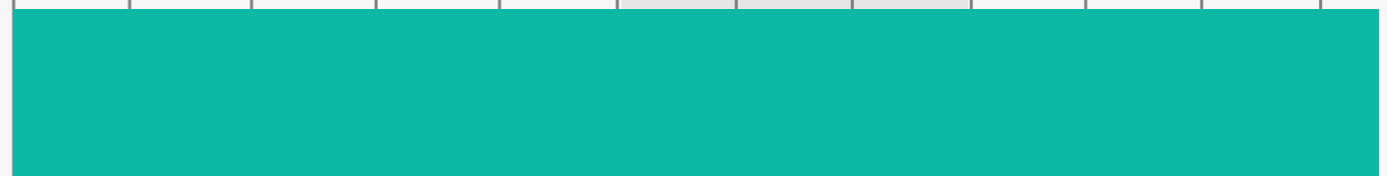


Design

Design



Build



Launches



RESEARCH & DISCOVERY

 Understanding Mobile Behavior

Knowing Our Users

Competitive Analysis

TERMINOLOGY

- Millennial:** Generation Y; 1980s to the early 2000s
- User experience:** how a person interacts and behaves with a product or website and their experience with it; aimed to provide ease of use and satisfaction
- Mobile-first:** designing for devices; specifying unique design considerations for web organization, layout, behaviors, and input
- Responsive:** a web design approach aimed to provide an optimal viewing experience across a wide range of devices

Responsive Design

What is Responsive Web Design?

Responsive Web Design (also known as RWD) is an approach to web design in which a site is crafted to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

re·spon·sive

/riˈspɒnsɪv/ Adjective

1. Reacting quickly and positively.
2. Responding readily and with interest or enthusiasm.

Synonyms: susceptible - sensitive - respondent

Perks



Device Detection



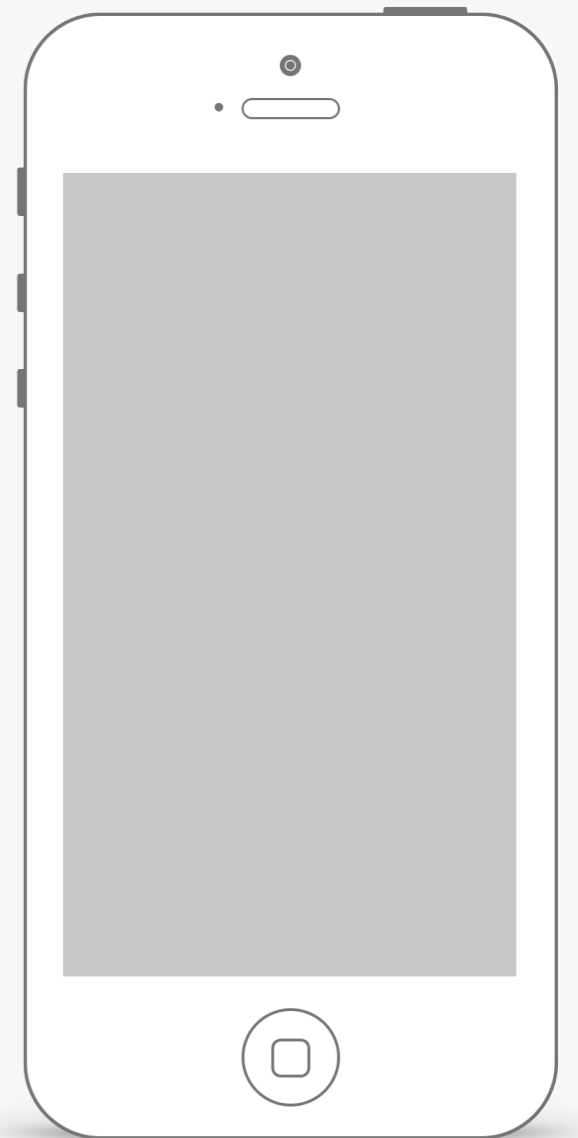
User Experience



Sharing/Linking

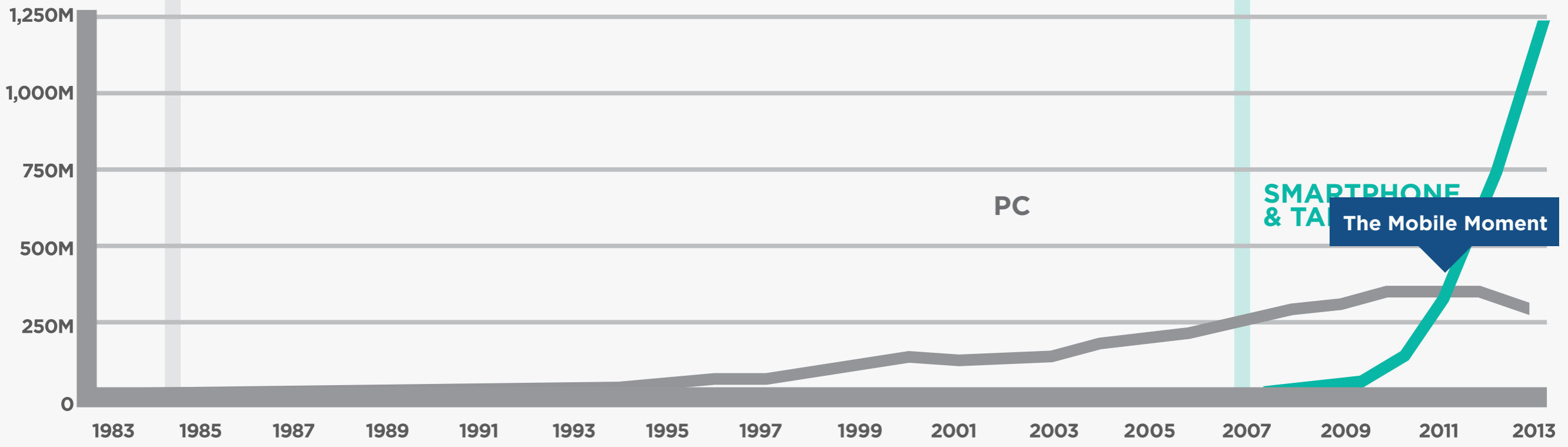
A MOBILE-FIRST INITIATIVE

- Why mobile?
- USD's mobile-first initiative
- Mobile/tablet usage
- Web/device analytics



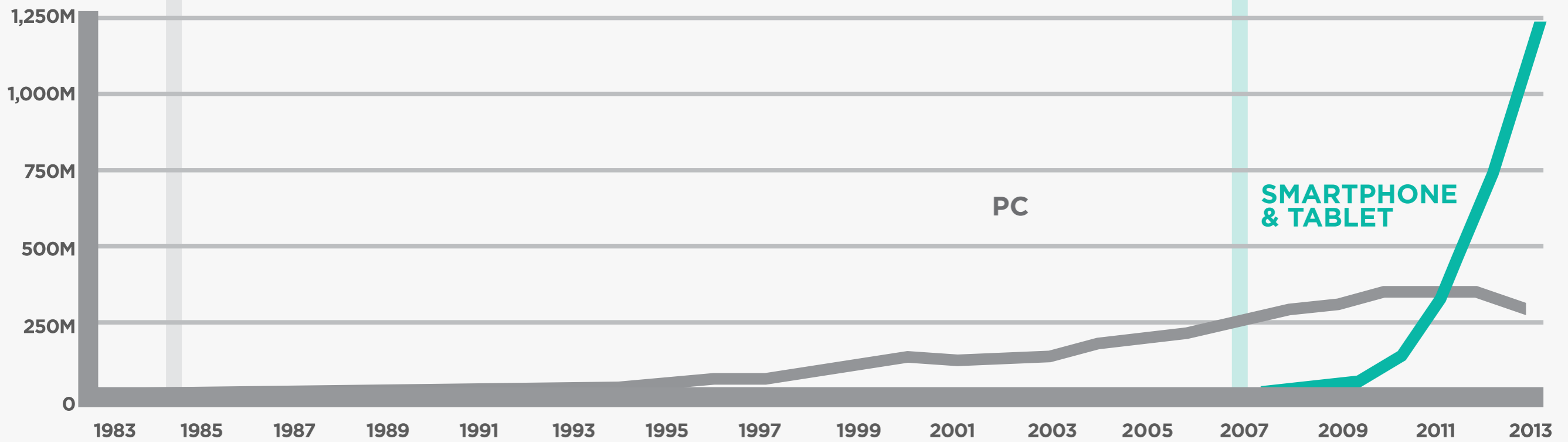
29 YEARS

6 YEARS



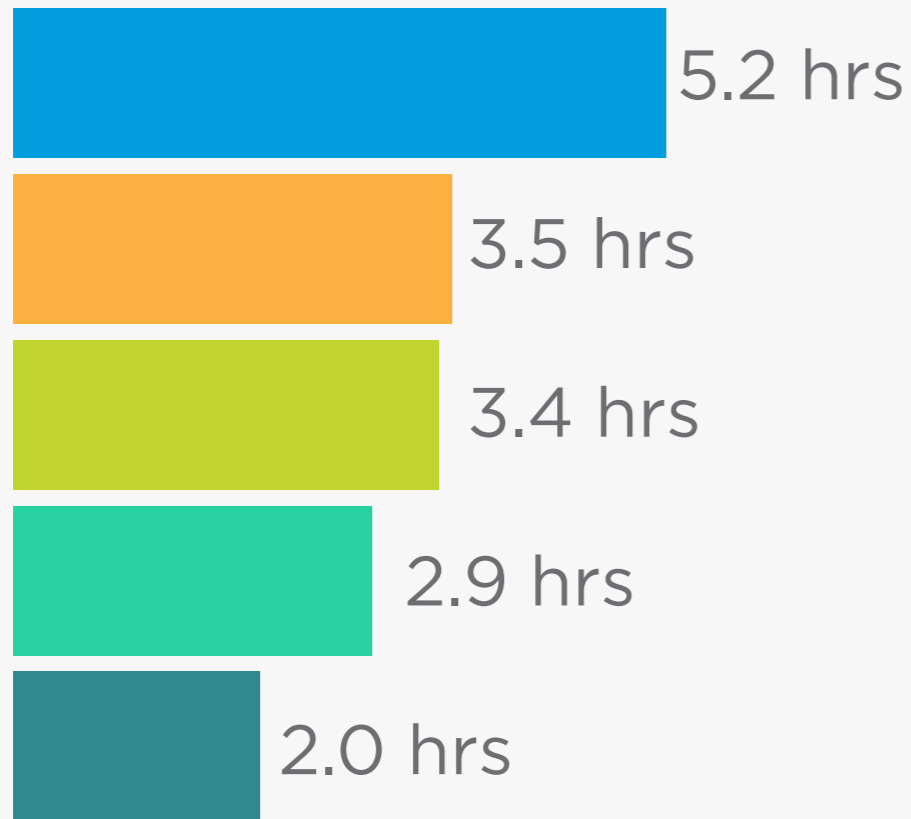
29 YEARS

6 YEARS

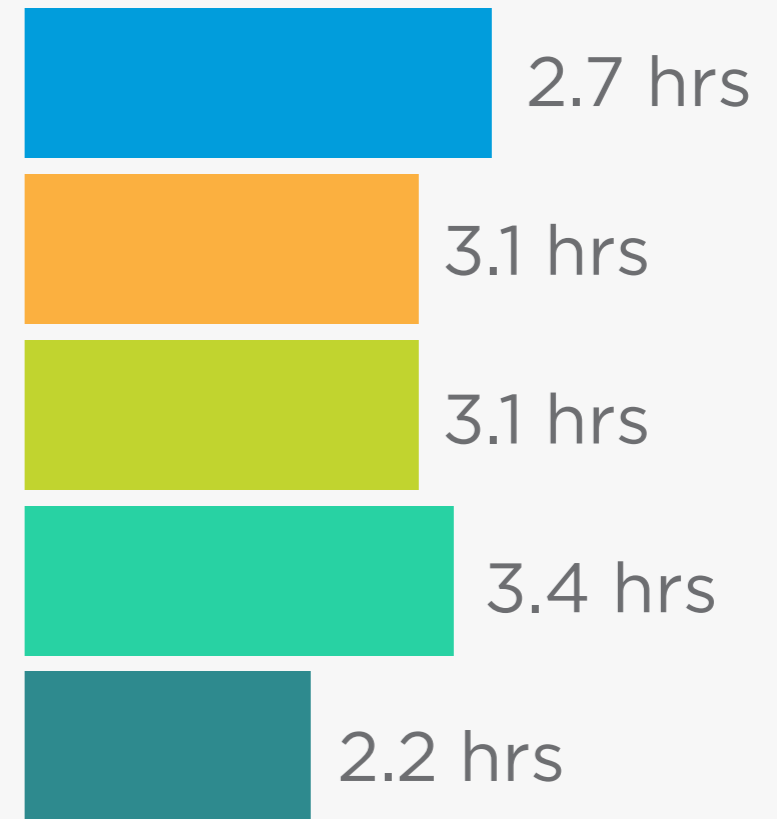


MOBILE BEHAVIOR

Average Hours Spent On Smartphone



Average Hours Spent On Tablet



- Ages 18-24
- Ages 25-34
- Ages 35-44
- Ages 45-54
- Ages 55+

MOBILE BEHAVIOR

9/10

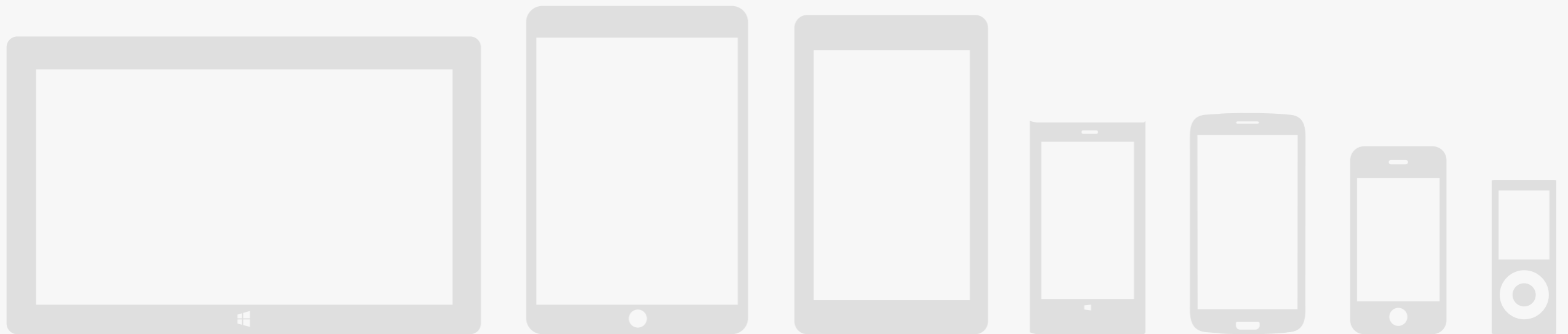
feel that it is somewhat important or very important to have access to content however they want it

83%

say it is very important to have a seamless experience across all devices

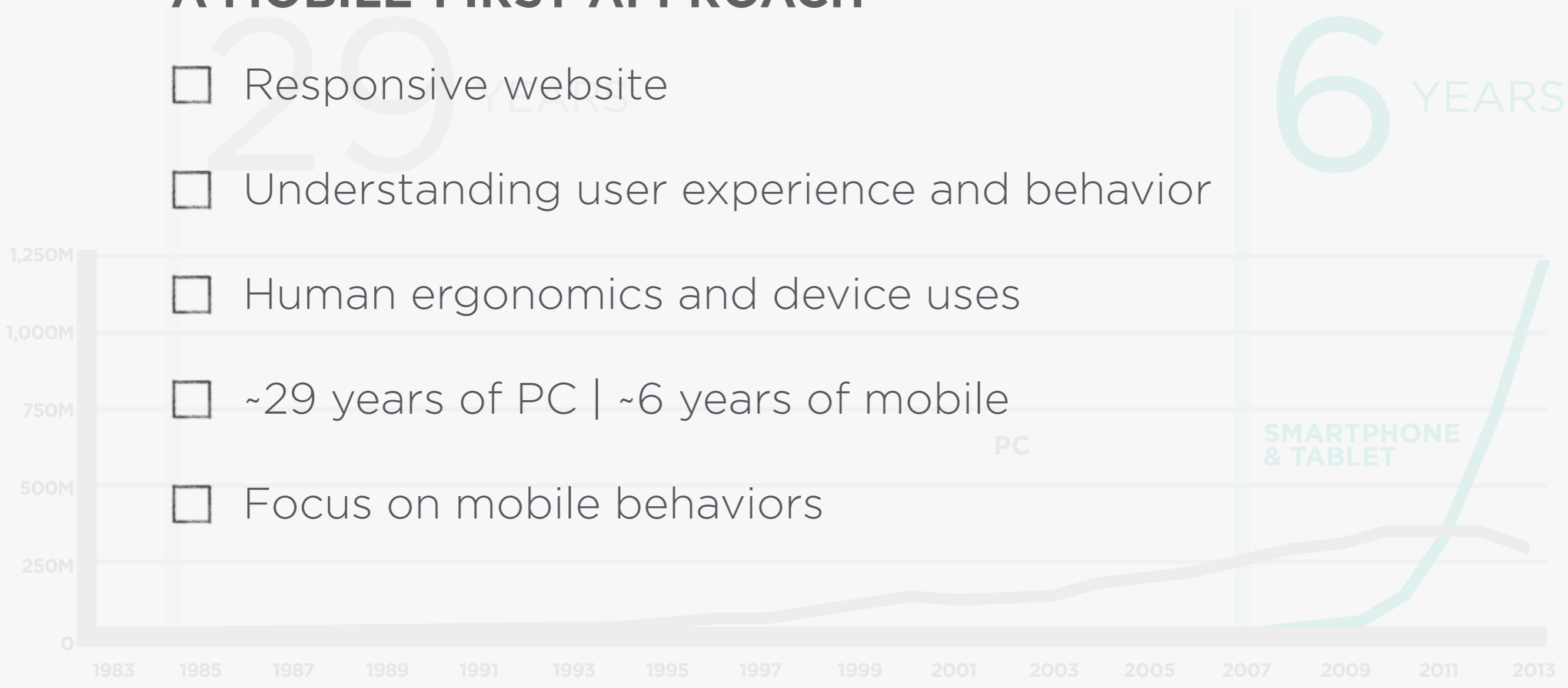
27%

will leave a website if it's not optimized for devices




A MOBILE-FIRST APPROACH

- Responsive website
- Understanding user experience and behavior
- Human ergonomics and device uses
- ~29 years of PC | ~6 years of mobile
- Focus on mobile behaviors



RESEARCH & DISCOVERY

- Understanding Mobile Behavior
-  Knowing Our Users
- Competitive Analysis

GOOGLE ANALYTICS

USD Website

July 1, 2012 - July 1, 2013

86.86% Desktop

13.13% Mobile + Tablet

SOLES

2011 - 2012: 9.63%

2012 - 2013: 17.44%

Mobile Use for Main USD Website

47.2% Increase

+6.20%

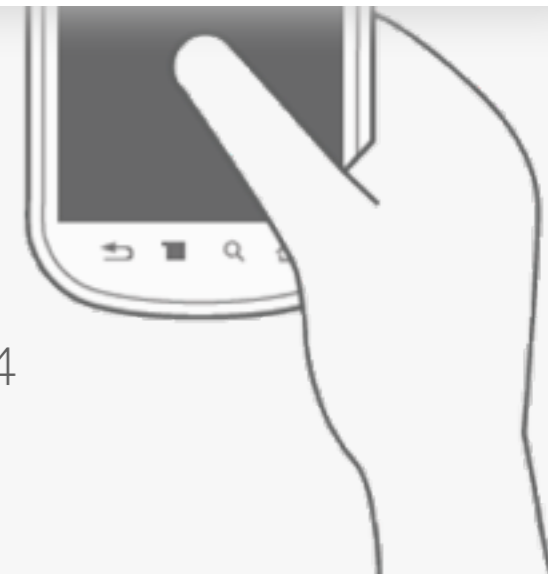
~ 503,000 sessions a year

PEACE

* Launched April 2014

ENGINEERING

* Launched August 2014



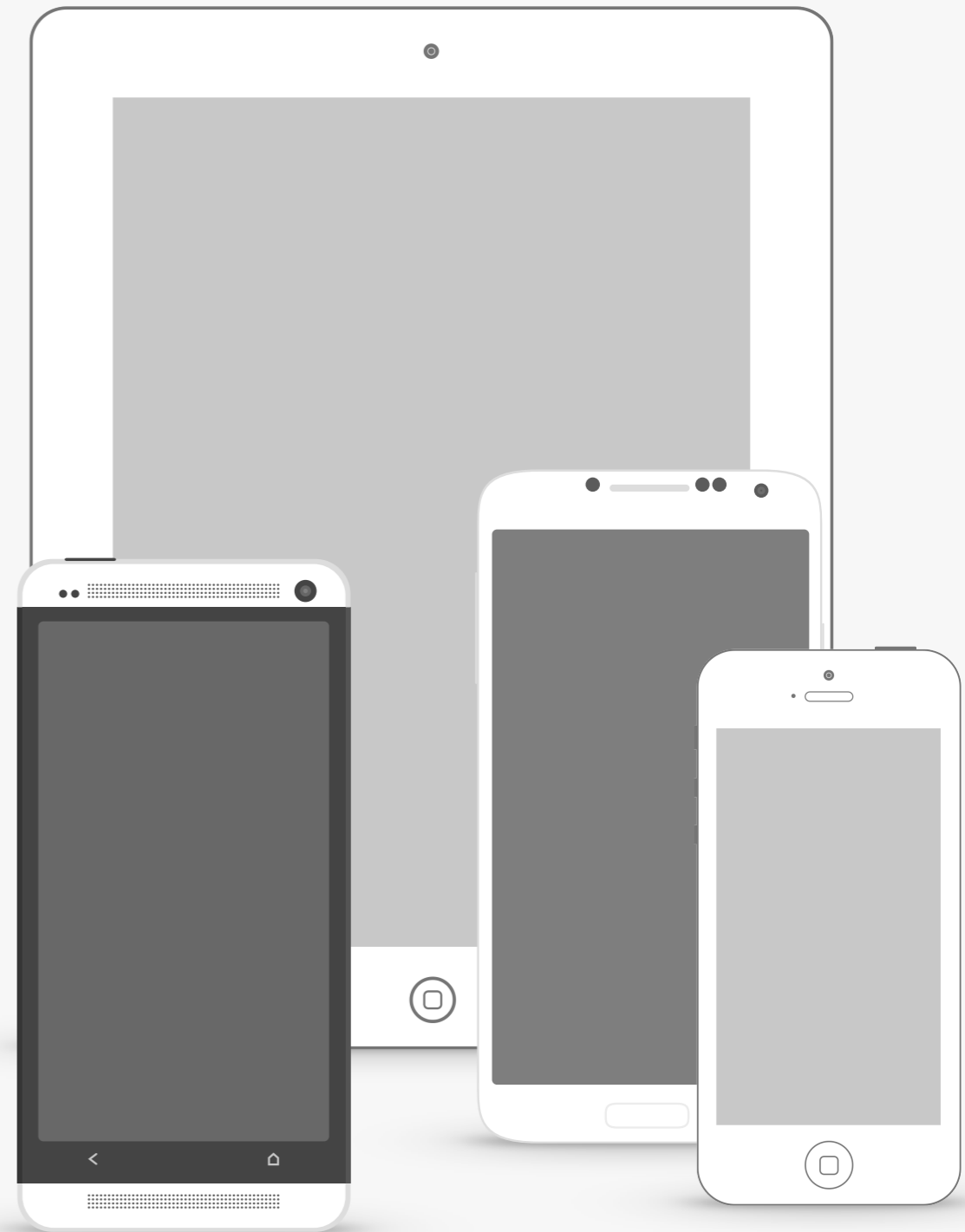
GOOGLE ANALYTICS

Mobile + Tablet Users

- 45.60% New Users (1,277,660 Sessions)
- Average of 4:27 per session

Device Types

- 54.48% iPhone
- 26.34% iPad
- 1.13% Samsung Galaxy S4
- 1.09% iPod
- 1.03% Samsung Galaxy S3
- 0.52% HTC One X
- 0.51% Droid Razr
- **700+ other devices**



SCREEN SIZES

SD

720 x 576

HD

1280 x 720

FULL HD

1920 x 1080

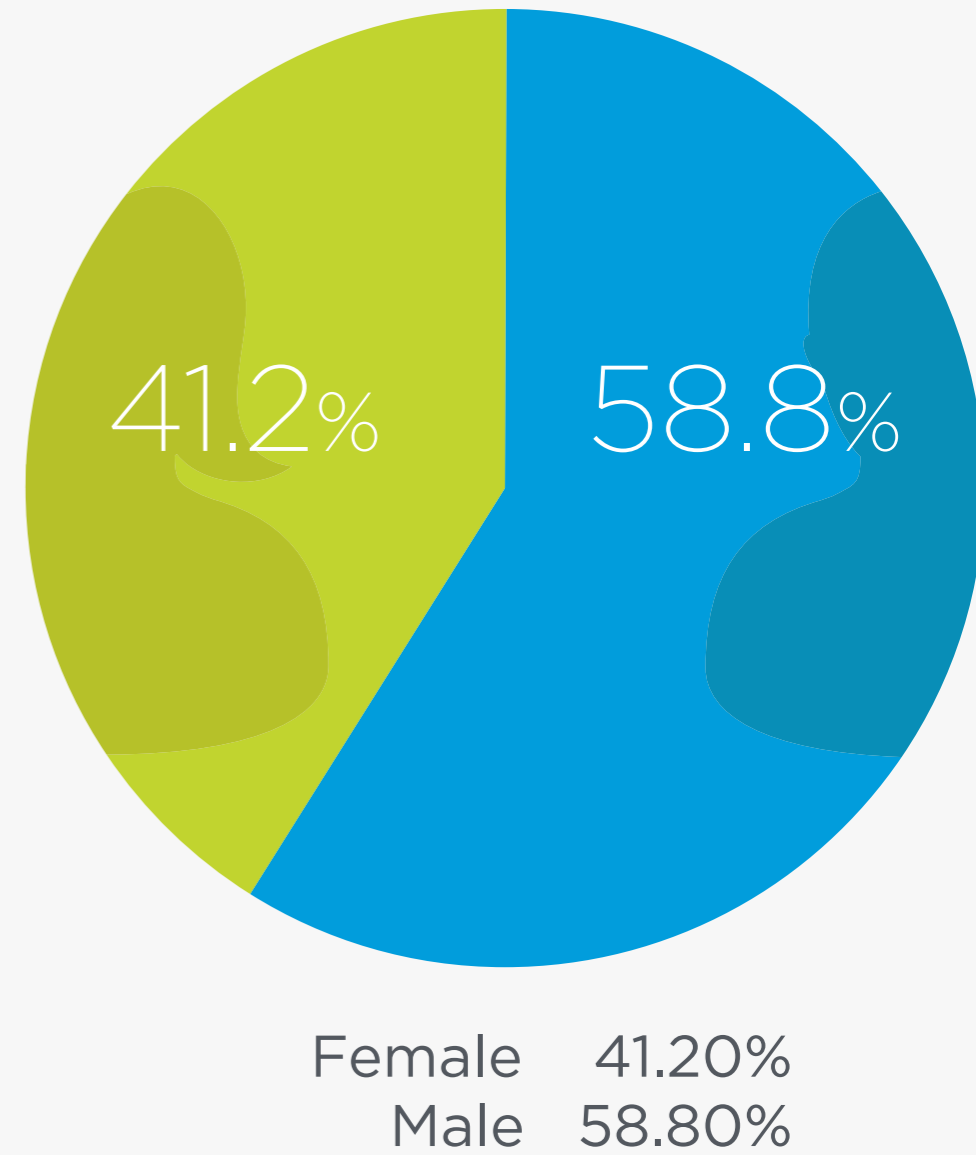
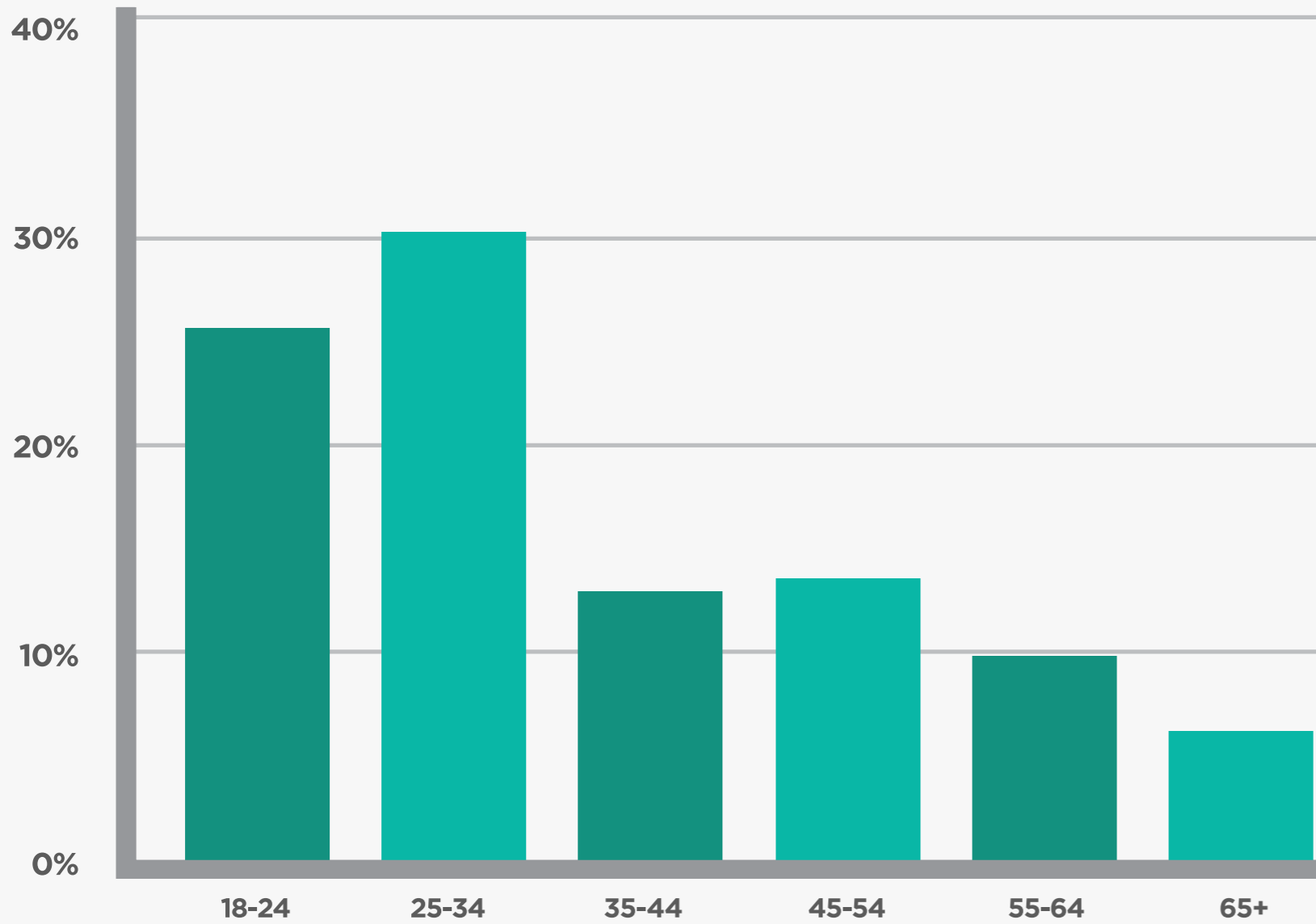
ULTRA HD

3840 x 2160

4K 4096 x 2160

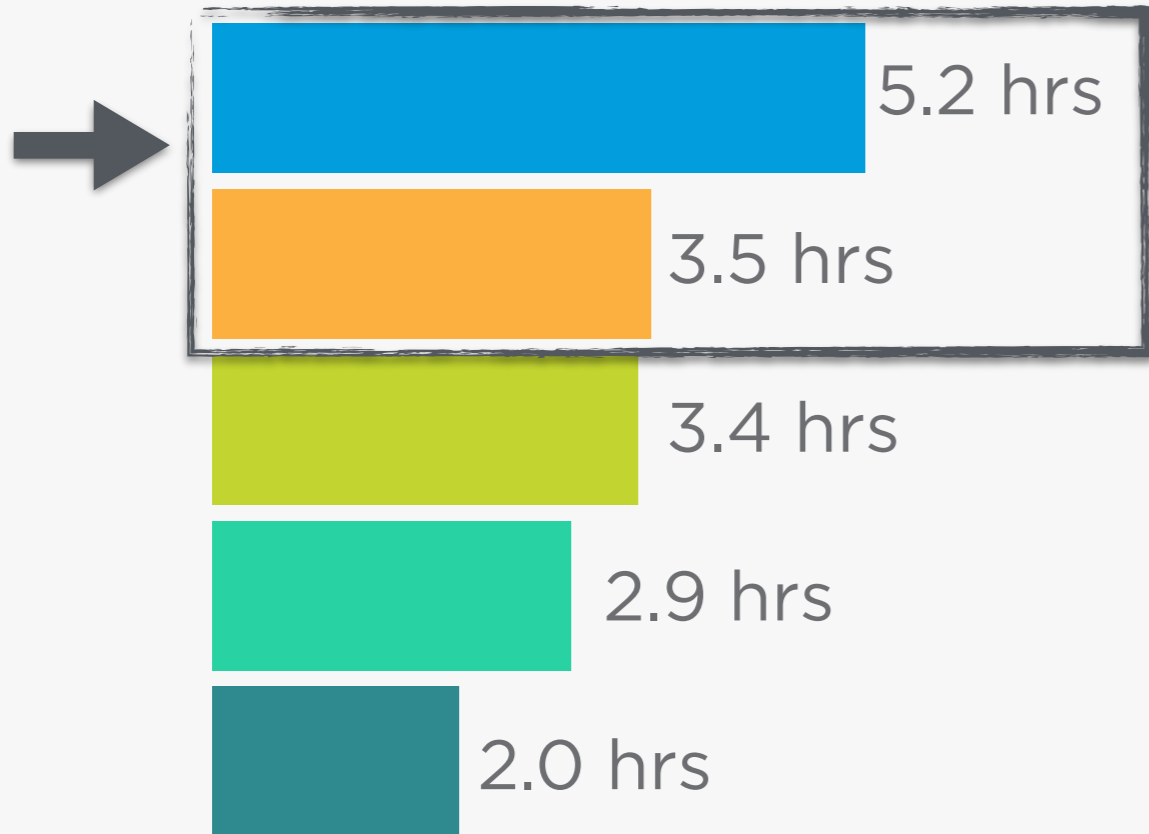


USER PROFILE: Google Analytics

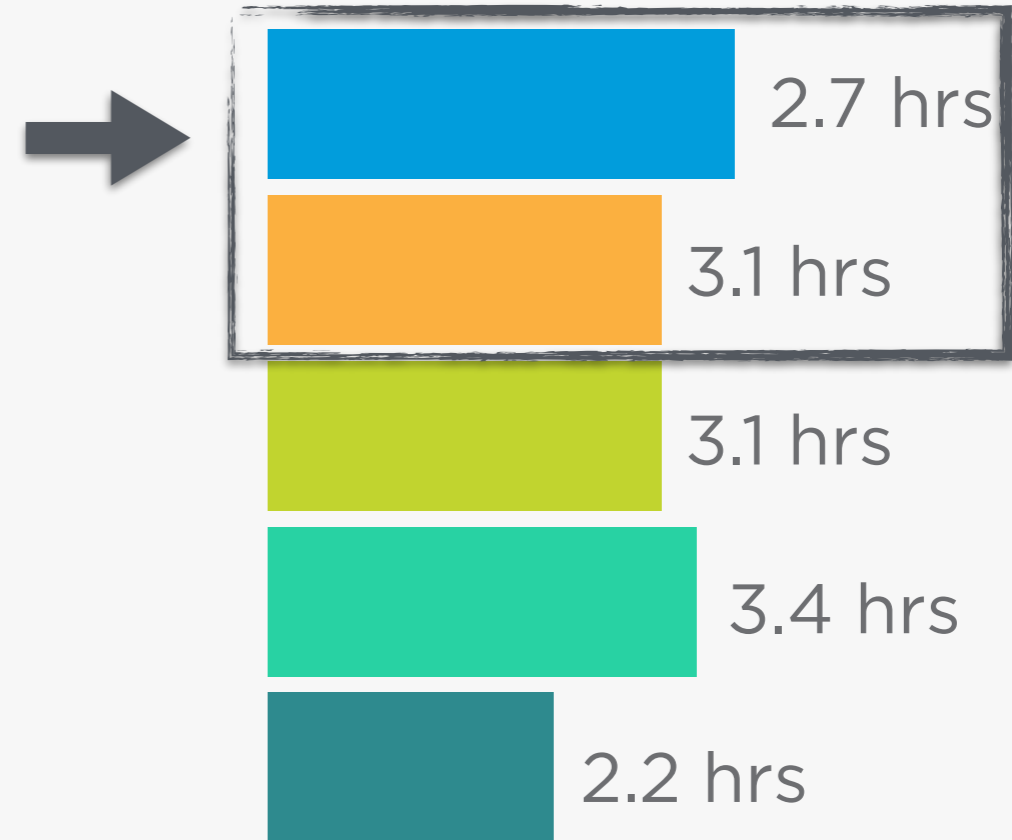


MOBILE BEHAVIOR

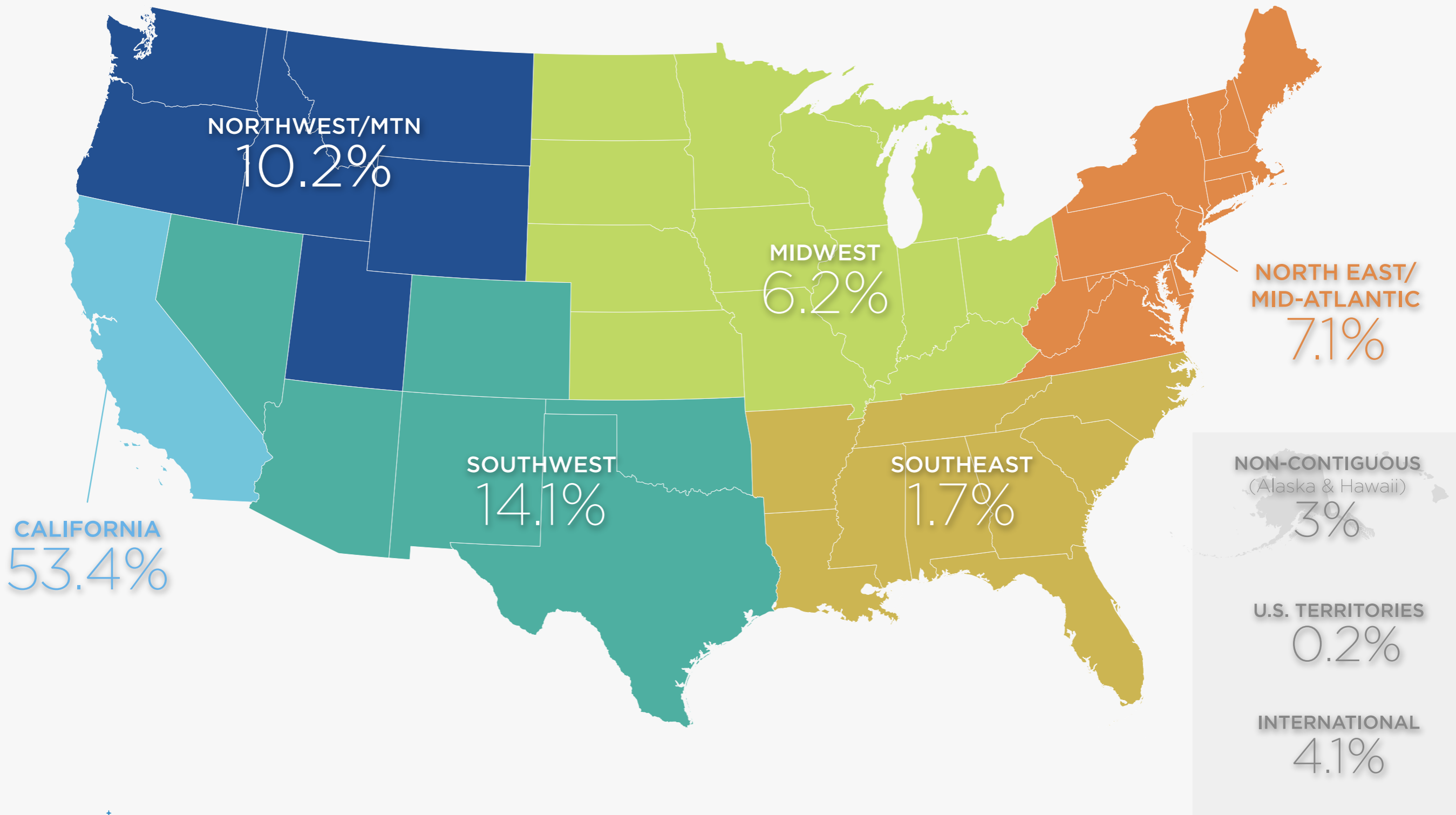
Average Hours Spent On Smartphone



Average Hours Spent On Tablet



USER PROFILE: LOCATION



TARGET AUDIENCE: Main USD Website



About USD

Academics

Admissions

Experience

Directory

Gateways

Prospective Students

Current Students

Faculty and Staff

Parents

Alumni

Visitors

Athletics

Academic Units

Departments A-Z

Centers and Institutes

Libraries



Fifty Years

Fathers Mullen, Headley celebrate 50 years in priesthood

1 2 3 4 5 6 7 8

As a nationally ranked Catholic university, the University of San Diego is dedicated to preparing ethical and compassionate leaders inspired to create lasting social change in our global society.

College and Schools

Arts and Sciences

Business

Engineering

Law

Leadership and Education

Nursing/Health

Peace Studies

Continuing Education

From the News Center



Above the Curve

Three undergraduate business students earned first place in a case competition sponsored...

Featured Event



Commencement

MORE INFORMATION

View Commencement schedule

Events

APR 24 Rwanda, 1994-2014: Seven Photographers

MAY 13 18th Annual Sister Sally Furay Lecture

JUN 5 Second Annual State of Nonprofits Summit

JUN Garrison Keillor: Book

Explore USD



WATCH USD CHANGEMAKER HUB

USD Virtual Tour

Social Networking

About USD

Academics

Admissions

Experience

Directory

Gateways

Prospective Students

Current Students

Faculty and Staff

Parents

Alumni

Visitors

Athletics

Academic Units

Departments A-Z

Centers and Institutes

Libraries



Fifty Years

Fathers Mullen, Headley celebrate 50 years in priesthood

1 2 3 4 5 6 7 8

As a nationally ranked Catholic university, the University of San Diego is dedicated to preparing ethical and compassionate leaders inspired to create lasting social change in our global society.

College and Schools

Arts and Sciences

Business

Engineering

Law

Leadership and Education

Nursing/Health

Peace Studies

Continuing Education

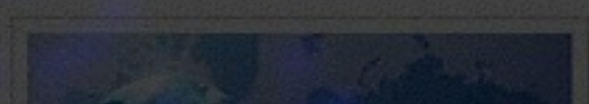
From the News Center

Featured Event

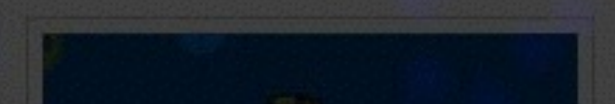
Events



Explore USD



APR 24 Rwanda, 1994-2014: Seven Photographers



GOOGLE ANALYTICS: PAGE DETAILS

Most Searched:

- academic calendar
- study abroad
- tuition
- transcripts
- housing
- library
- career services
- registrar
- financial aid
- bookstore

Most Frequented URLs:

- /library
- /admissions
- /directory
- /jobs
- /academics
- /law



SURVEY RESPONSES

Prospective Undergraduate Students
3,232 Respondents

Prospective Graduate Students
4 Respondents

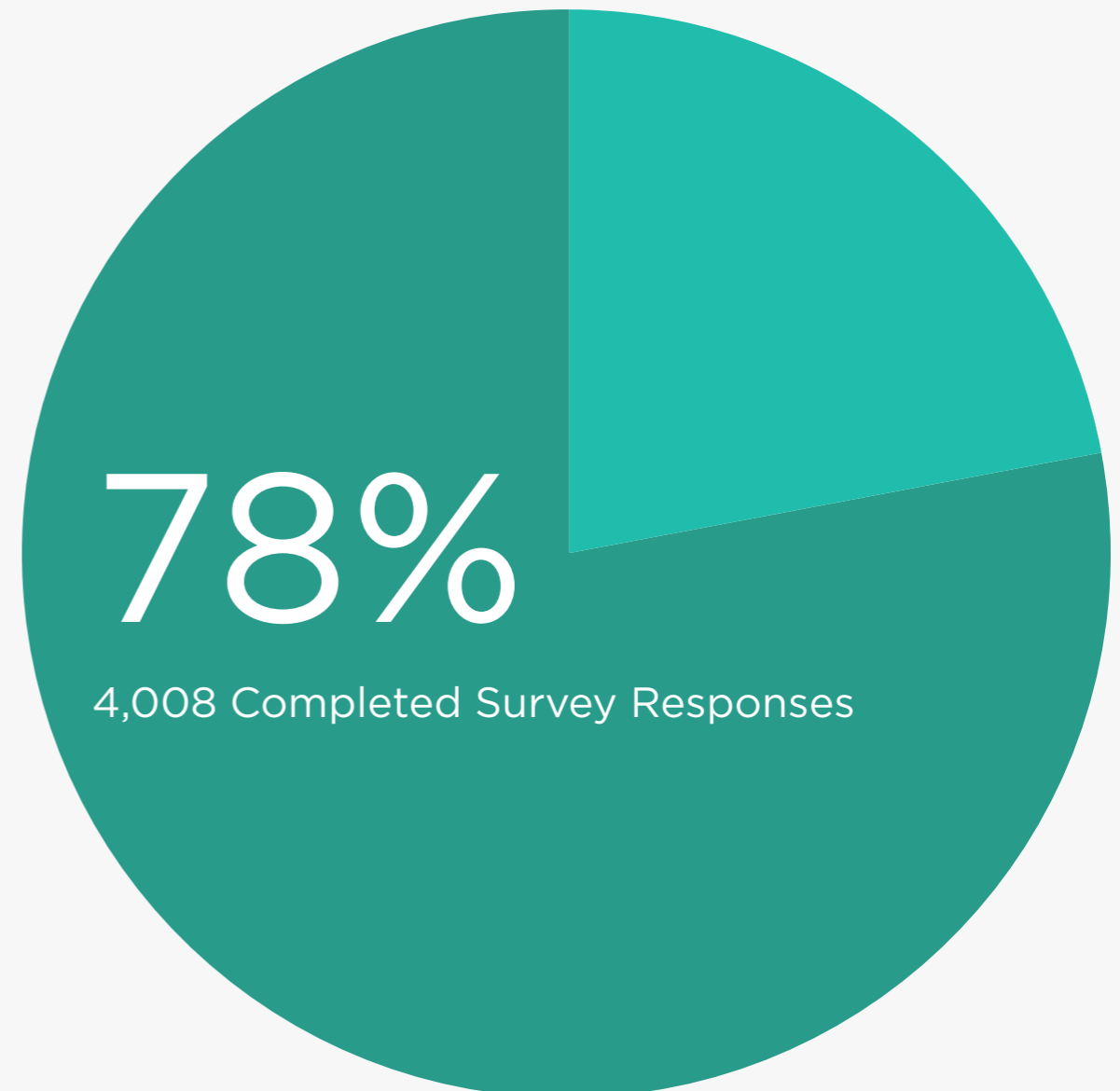
Current Students
1,101 Respondents

Alumni
97 Respondents

USD Employees
473 Respondents

Faculty
213 Respondents

USD Leadership
16 Respondents



SURVEY DATA: Website Usage

Most Visited Sections

- Academics
- Directory
- Academic Units
- Admissions
- About USD

Difficulties Finding Information

- Academic Calendar
- Financial Aid
- Requirements/Course Info
- Directory
- Housing

Top Information Searched by Prospective Students

- Admissions
- Tuition
- Location
- Financial Aid
- Courses
- Cost
- Majors Offered
- Academics
- Programs

SURVEY DATA: Preference User Profile

Who Are Our Users

- Positive
- Eco-conscious
- Prefer to be outdoors
- Fast-paced environments
- Value family & friends
- Take pride in experiences

Social Media

- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn

Music

- Rock
- Country
- Classical
- Hip-Hop
- Indie
- Alternative
- Pop
- Electronic

VICE PRESIDENT INTERVIEWS

- Interested in quality students, not quantity
- Raising awareness of catholic identity
- Internationalization; global presence
- Changemaking
- Incorporate idea of community
- Transparency in services to users, regardless of division, department or unit

KEY VALUES

A word cloud of key values centered around the word "INTEGRITY". The word "INTEGRITY" is the largest and most prominent, written in teal. Other words are arranged around it in various sizes and orientations, including black and teal colors. The words include: LOVE, LOYALTY, FAITH, RESPECT, FAMILY, MORALS, HONOR, SERVICE, COMMUNITY, and many others.

Key values identified in the word cloud:

- INTEGRITY
- LOVE
- LOYALTY
- FAITH
- RESPECT
- FAMILY
- MORALS
- HONOR
- SERVICE
- COMMUNITY
- TRUST
- SUSTAINABILITY
- COMMITMENT
- TRANSPARENCY
- GOOD HEARTED
- LOYALTY
- SUSTAINABILITY
- RESPECT
- INTELLIGENT
- ENVIRONMENT
- ENVIRONMENT
- ENVIRONMENT
- ENVIRONMENT
- ENVIRONMENT
- ENVIRONMENT



APPEAL TO USD



RESEARCH & DISCOVERY

Understanding Mobile Behavior

Knowing Our Users

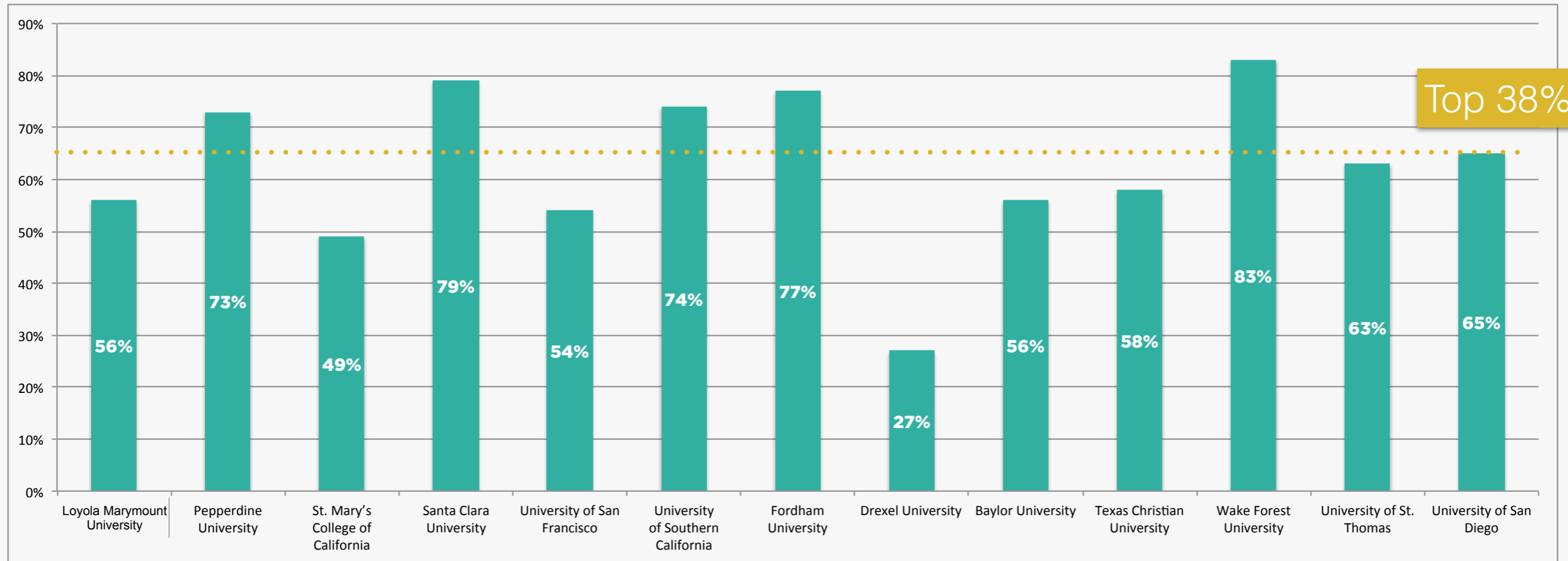
 Competitive Analysis

COMPETITIVE ANALYSIS: UNDERGRADUATE

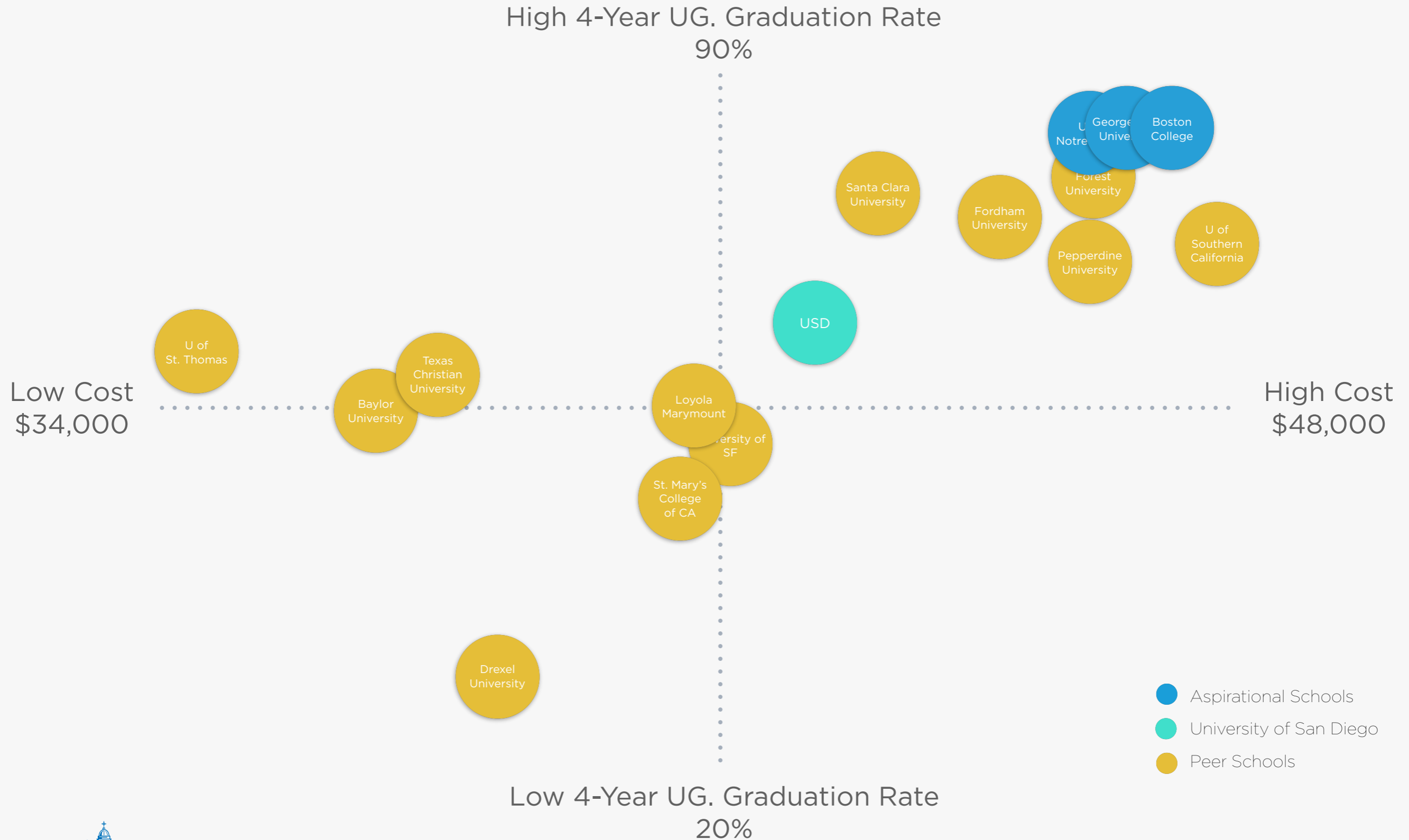
CALIFORNIA SCHOOLS	SCHOOLS IN OTHER STATES
Loyola Marymount University	Fordham University
Pepperdine University	Drexel University
St. Mary's College of California	Baylor University
Santa Clara University	Texas Christian University
University of San Francisco	Wake Forest University
University of Southern California	University of St. Thomas
ASPIRATIONAL SCHOOLS	
Georgetown University	
Notre Dame	
Boston College	



COMPETITIVE ANALYSIS: UNDERGRADUATE



COMPETITIVE ANALYSIS



COMPETITIVE ANALYSIS



NEXT STEPS

- Branding & web standards next phase in collaboration with University Relations
- USD Redesign Project: www.sandiego.edu/redesign
- Presentation online after meeting



QUESTIONS/COMMENTS

