

Website Wellness & Preventive Care

*Jennie Salamoun, UX Architect
NewCity*

SPOTLIGHTING INNOVATION
THE 2016 OMNIUPDATE USER TRAINING CONFERENCE

#OUTC16 @NewC1ty



Hi, I'm

Jennie Salamoun



NEWCITY

- User Experience Architect at NewCity (Blacksburg, VA)
- Former Marketing Manager responsible for three websites



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What makes a
website *healthy*?

Source: [Freemages.com/Richard McMillan](https://www.freemages.com/author/richard-mcmillan/)

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What about
unhealthy?

Takeaways

- Understand what stage and state your website is in.
- Identify 2-3 things you can start doing (now) to improve the health of your site.
- Envision how your next redesign might be different...



Look for these!

Introduction

Timeline of a website



Timeline of a website



Timeline of a website



Timeline of a website





Post-op

Post-op

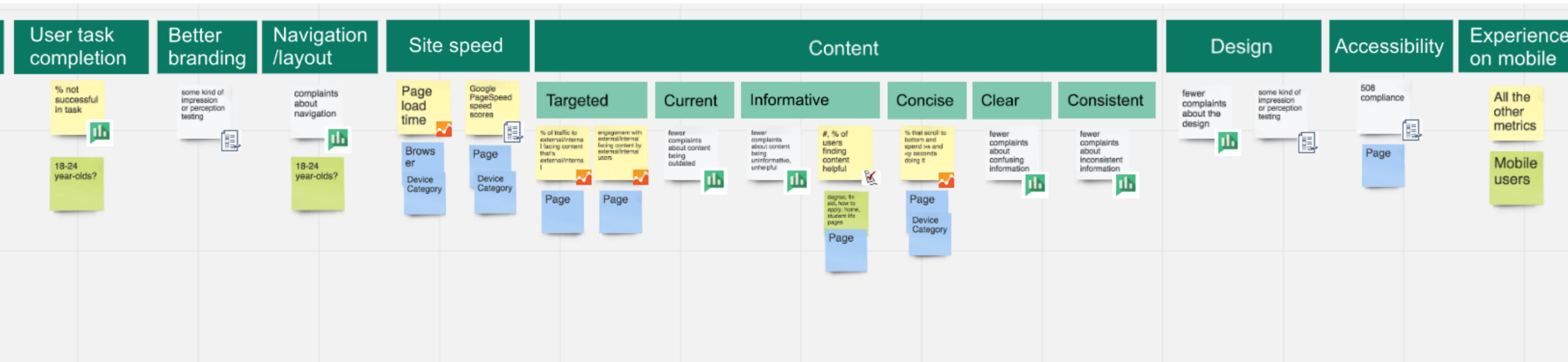
Pre-launch communication

- Research → Strategy → Every decision on the website
- Change is okay.
- But... no new (major) changes for 3 months.
- You are not the target audience. #sorrynotsorry
- We'll ask for feedback (when we're ready for it).



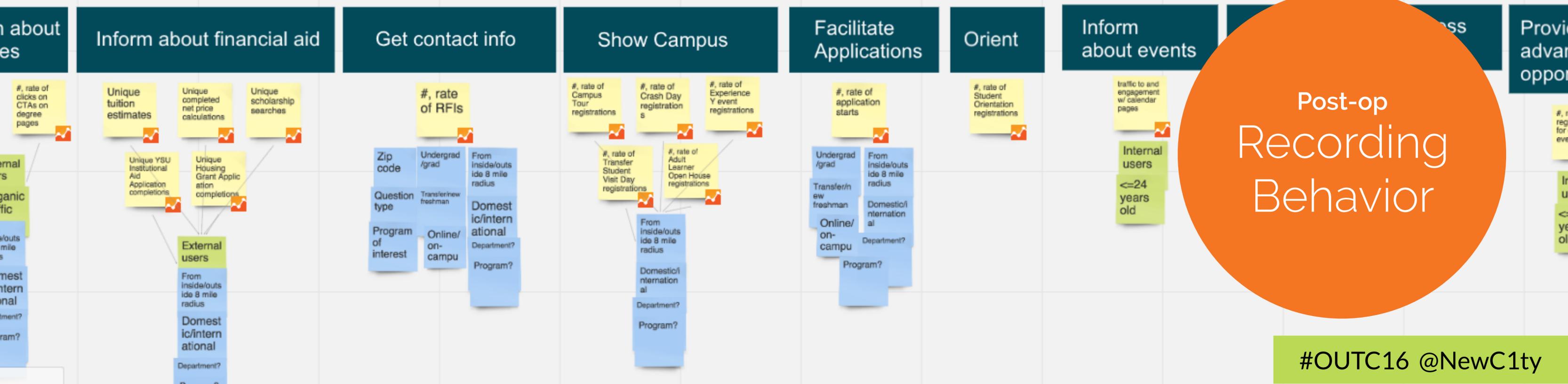


General Site Performance



Drive Enrollment

Support Current Students



Post-op

Troubleshooting & QA

- spelling
- broken links
- W3C compliance
- accessibility
- responsive issues — www.browserstack.com
- loading/speed issues — www.yslow.org
- missing content — *humans* 😊

*OU Campus
Page Check
(and soon...
OU Insights)*

ACADEMICS

RESEARCH

OUTREACH

ABOUT THE COLLEGE

SORRY ABOUT THAT!

It seems the page you're looking for has moved or is missing. Maybe you'll find it in one of these sections:

- [Academics](#)
- [Research](#)
- [Outreach](#)
- [About the College](#)
- [Faculty & Staff Resources](#)

No? Try searching for it:

SEARCH



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RESOURCES

Academic Calendar
Bookstore
Library
IT Support Desk

LOGINS

Email
myWestfield
PLATO
Employee Self-Service

SEARCH

Pages, People, News...
A-Z Offices & Departments

Apply >

Giving >

Athletics
Alumni



Academics

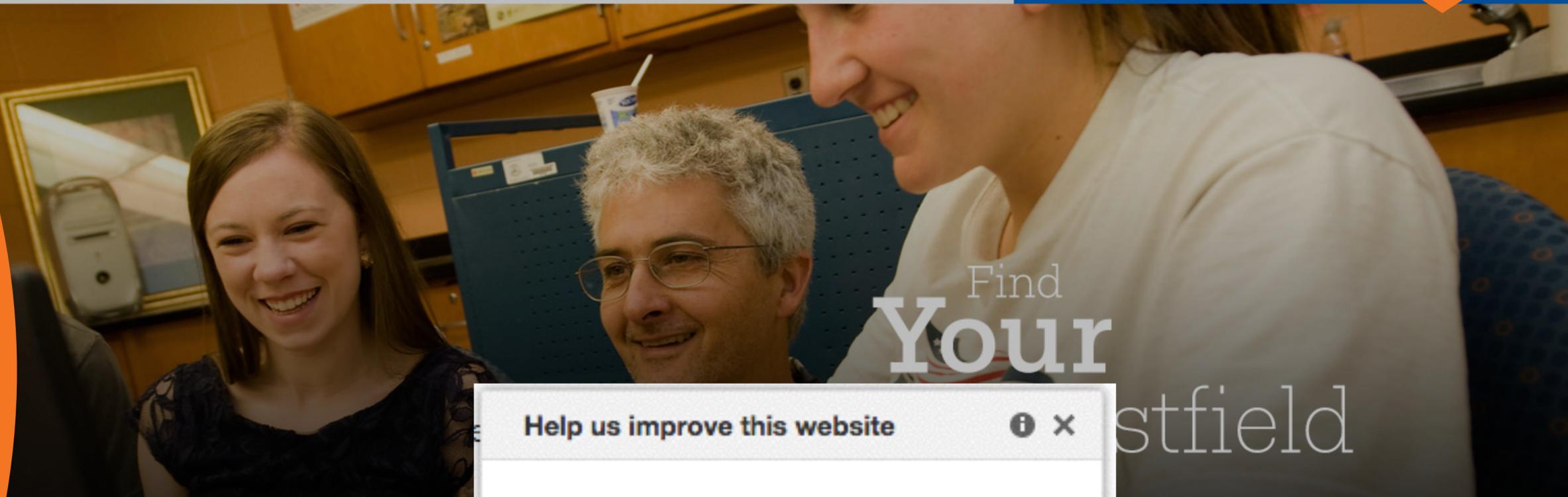
Student Life

Admissions

Tuition & Financial Aid

About

Today at Westfield



Post-op
Google Site
Satisfaction
Survey

Help us improve this website



Question 1 of 4 or fewer:

Overall, how satisfied are you with this website?

Very dissatisfied

Somewhat dissatisfied

Neither satisfied or dissatisfied

Somewhat satisfied

Very satisfied

What Can I Learn?

How Can I Get In?



ACADEMICS

31 undergraduate majors, 8 graduate degrees, 9 part-time evening programs, 6 online degrees



STUDENT LIFE

65+ student clubs to choose from

Where Can I Find From Here?



Partnership
ts each

#OUTC16 @NewC1ty

Post-op
Google Site
Satisfaction
Survey (cont.)

Report **Insights**

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Demography

All Countries

Inferred Parental Status

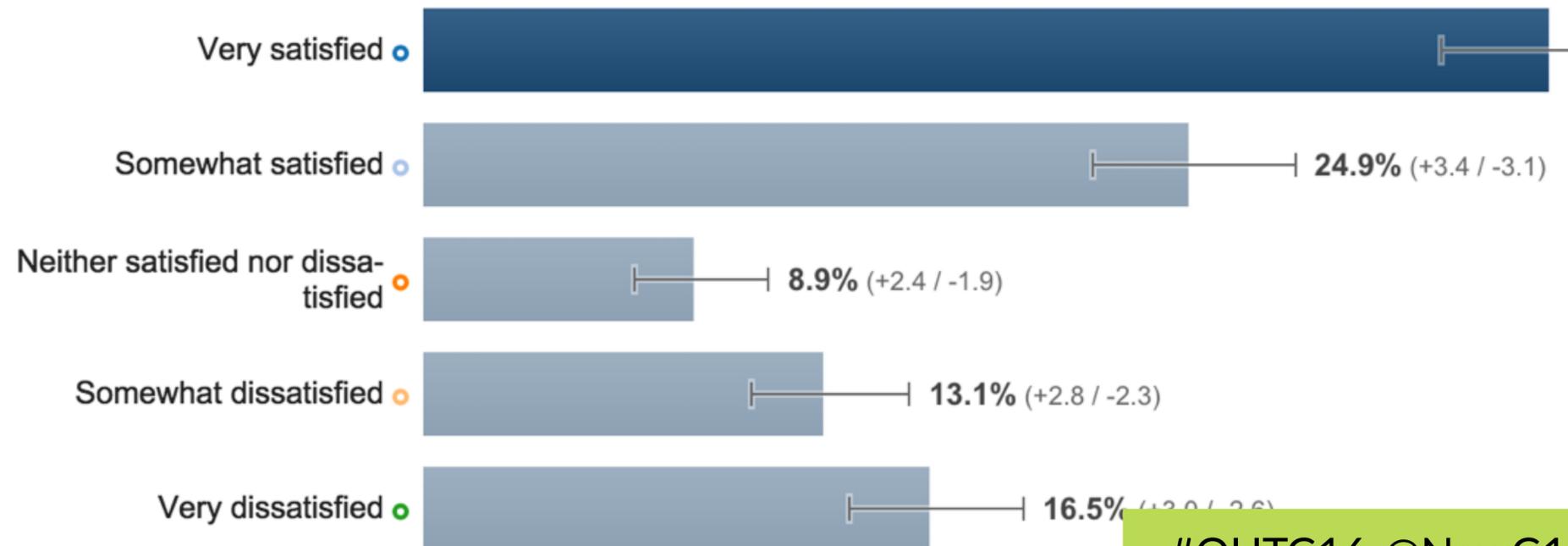
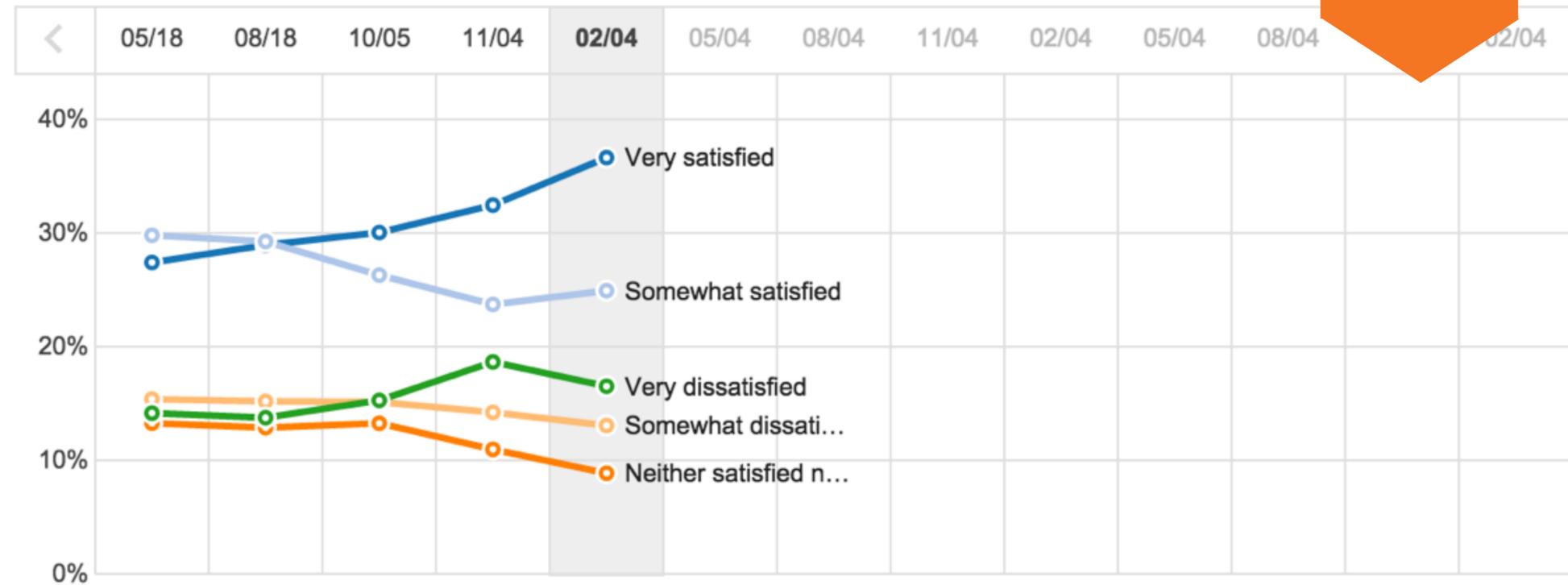
Sum	Compare
Parent	Non-parent

SINGLE ANSWER

Overall, how satisfied are you with this website?

Results for all respondents. Weighted data unavailable for this view. (666 responses) ?

Winner statistically significant. ?



RESOURCES

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Bookstore
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IT Support Desk

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Alumni



Academics

Student Life

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Today at Westfield



Find
Your
Westfield

Post-op
Google Site
Satisfaction
Survey (cont.)

What
Can I Learn?



ACADEMICS

31 undergraduate
majors, 8 graduate
degrees, 9 part-time
evening programs, 6
online degrees

How Can
Get In



STUDENT LIFE

65+ student cl
choose from

Help us improve this website



Question 2 of 4 or fewer:

What, if anything, do you find frustrating
or unappealing about this website?

Enter answer here

NEXT

Where Can I
From Here?



Partnership
ts each

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Survey (cont.)

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Can I Learn?



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Get In



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Question 3 of 4 or fewer:

What is your main reason for visiting this website today?

NEXT

Where Can I
From Here?



Partnership
ts each

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Satisfaction
Survey (cont.)

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How Can I
Get In?



STUDENT LIFE

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choose from

Where Can I
Go From Here?



Partnership
starts each

Help us improve this website



Question 4 of 4:

Did you successfully complete your main
reason for visiting this website today?

No, I tried but wasn't successful

Yes, I was successful

I'm still completing my reason for visiting

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Post-op

Check site search logs



Search Term ?	Total Unique Searches ? ↓	Results Pageviews / Search ?	% Search Exits ?	% Search Refinements ?
	23,008 % of Total: 100.00% (23,008)	1.25 Avg for View: 1.25 (0.00%)	16.62% Avg for View: 16.62% (0.00%)	26.79% Avg for View: 26.79% (0.00%)
1. housing	282 (1.23%)	1.17	4.96%	16.62%
2. cyphir	190 (0.83%)	1.18	22.11%	8.00%
3. calendar	172 (0.75%)	1.29	4.07%	26.58%
4. registrar	170 (0.74%)	1.13	2.94%	15.62%
5. lancer cash	163 (0.71%)	1.13	4.29%	9.24%
6. academic calendar	142 (0.62%)	1.17	6.34%	28.92%
7. nursing	137 (0.60%)	1.15	5.84%	15.19%
8. bookstore	125 (0.54%)	1.18	60.00%	7.43%
9. ops	120 (0.52%)	1.14	1.67%	12.41%
10. rcl	115 (0.50%)	1.04	0.87%	15.00%

For more info, see [Search Analytics for Your Site](#) by Louis Rosenfeld

Run "Peek" tests



- www.peek.usertesting.com
- Testers will answer:
 - What is your first impression of this web page? What is this page for?
 - What is the first thing you would like to do on this page?
 - What stood out to you on this website?
 - What, if anything, frustrated you about this site?

A screenshot of the Peek website interface. At the top, the word "peek" is written in a large, lowercase, black sans-serif font. Below it is a green curved line representing a smile. Underneath the smile, the text "by UserTesting" is displayed in a smaller font. The main headline reads "Get a peek into the mind of your users." in a bold, green font. Below this, a sub-headline says "See and hear a 5-minute video of a real person using your site or app. It's super **fast** and totally **free**." The interface includes a white button labeled "Test My Website" with a dropdown arrow, a white input field labeled "My Website URL", and a green button labeled "start!".

peek

by UserTesting

Get a peek into the mind of your users.

See and hear a 5-minute video of a real person using your site or app.
It's super **fast** and totally **free**.

Test My Website ▼

My Website URL

start!

Post-op
Surveying for
internal feedback

*How well do you think page/feature
helps us accomplish project goal
for audience type?*



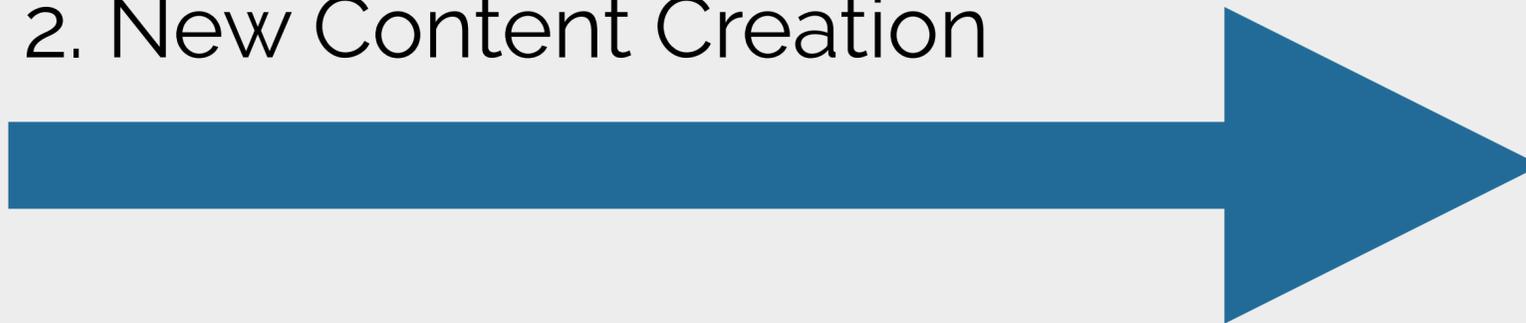
Preventive Care

Concurrent Efforts

1. Continuous Improvement



2. New Content Creation





Continuous Improvement

Source: [Freemages.com/Philipp Pilz](https://www.freemages.com/Philipp-Pilz)

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An iterative sprint approach

- **Identify** the scope.
- **Examine** what's going on.
- *Research, if needed.*
- **Revise** the design, content, IA...
- **Revisit** your tests and analytics.
- **Repeat**, if necessary.
- **Move on.**



Identify the scope of your sprint

- Based on:
 - audience/user goals
 - organizational goals (conversions)
 - seasonal happenings
 - most trafficked pages
 - something surprising in analytics, site search, or user feedback
- Who to involve?
- For how long?

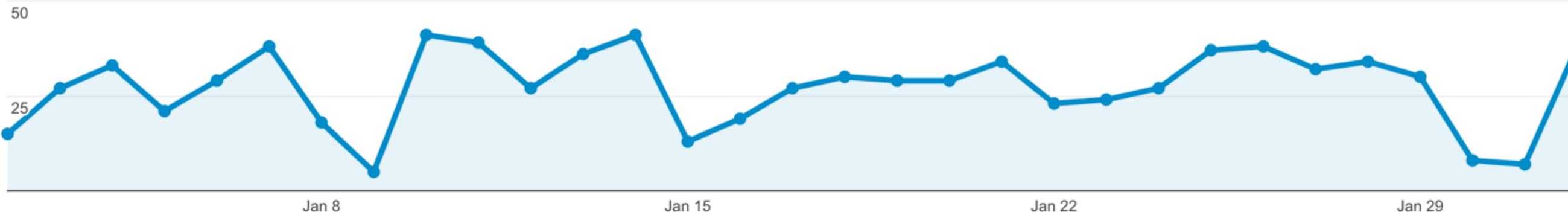




Explorer Navigation Summary In-Page

Pageviews vs. Select a metric

Pageviews



Group pages by: Ungrouped Current Selection: www.westfield.ma.edu/academics/degrees/nursing-majors Show rows: 10

Entrances Jan 2, 2016 - Feb 1, 2016: 6.60%

Exits Jan 2, 2016 - Feb 1, 2016: 20.73%

Previous Pages Jan 2, 2016 - Feb 1, 2016: 93.40%

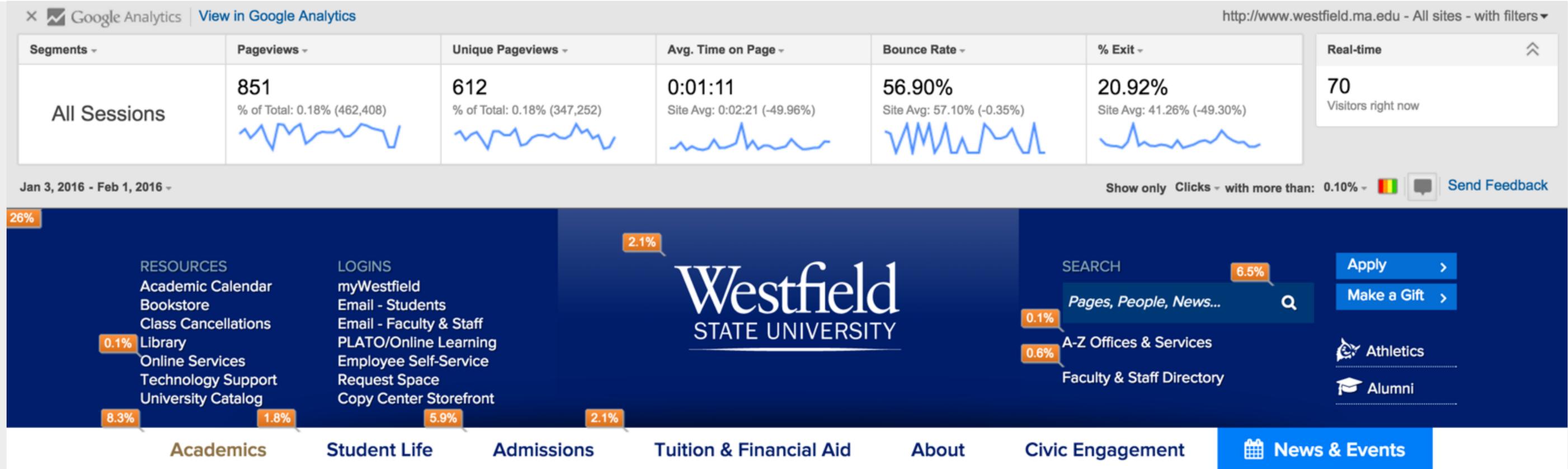
Next Pages Jan 2, 2016 - Feb 1, 2016: 20.73%

Previous Page Path	Pageviews	% Pageviews
www.westfield.ma.edu/academics	361	48.13%
www.westfield.ma.edu/academics/nursing-program	186	24.80%
www.westfield.ma.edu/academics/nursing-program/nursing-program-overview	64	8.53%
www.westfield.ma.edu/academics/degrees/nursing-n-bsn	52	6.93%
www.westfield.ma.edu/academics/nursing-program/nursing-accreditation	11	1.47%

Next Page Path	Pageviews	% Pageviews
www.westfield.ma.edu/academics/nursing-program	186	24.80%
www.westfield.ma.edu/academics/nursing-program-overview	64	8.53%
www.westfield.ma.edu/academics	361	48.13%
www.westfield.ma.edu/academics/degrees/nursing-n-bsn	52	6.93%
www.westfield.ma.edu/admissions	40	6.35%
www.westfield.ma.edu/academics/nursing-program	186	24.80%



Examine the analytics (cont.)



Nursing Degree (B.S.N.)

Why Major in Nursing?

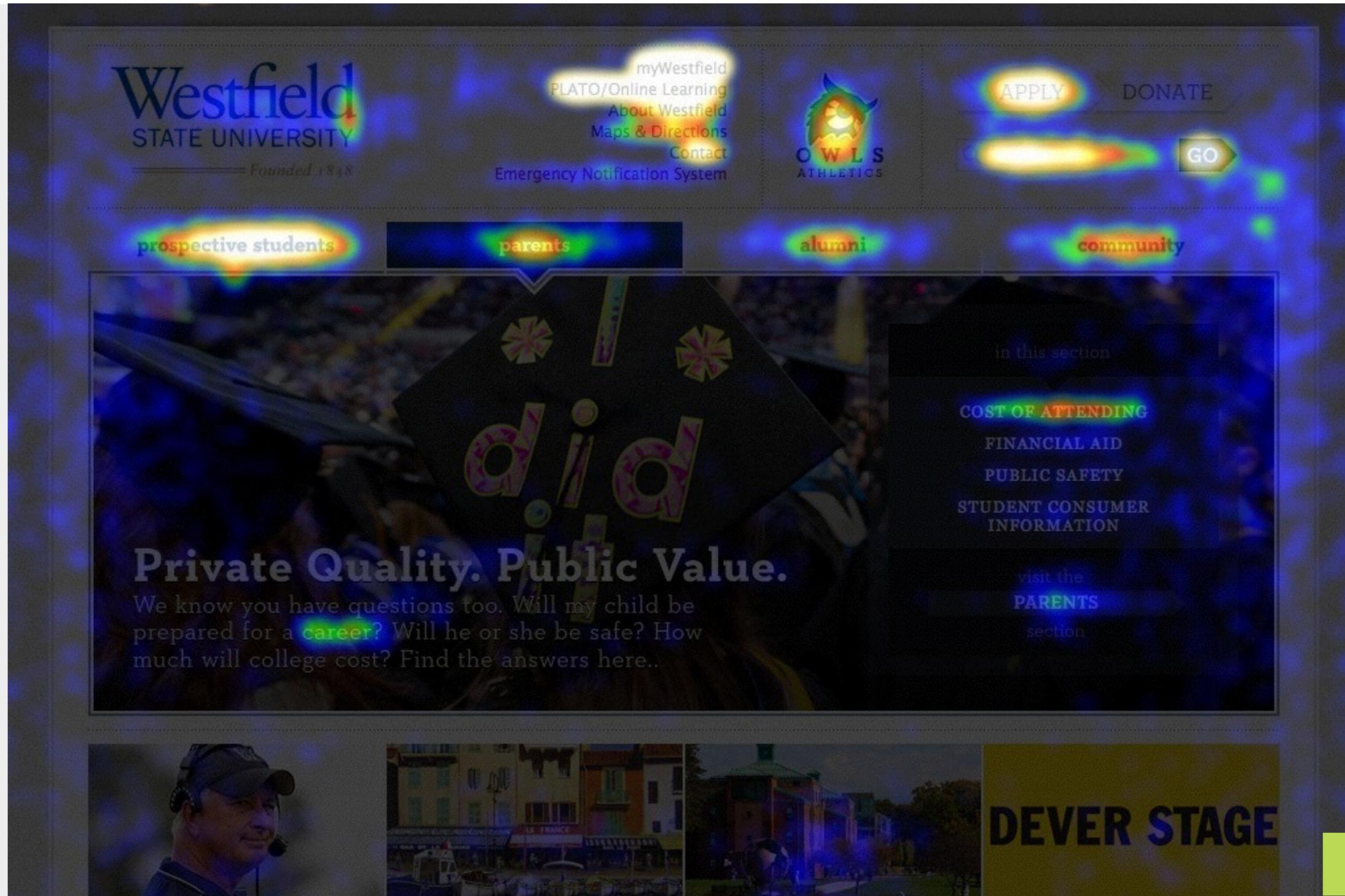
Nursing majors integrate the University's core requirements with additional courses in the humanities, physical and social sciences, providing you with a strong liberal arts foundation for professional nursing. The nursing labs will help you transfer theoretical knowledge to direct nursing interventions, while a wide variety of health

[Nursing & Allied Health Department »](#)

[Major Nursing Major \(B.S.N.\)](#)

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Examine the analytics (cont.)



Examine via testing

0% Complete Find Vice President Biden's speech to the Institute's 2015 annual conference. Abandon Task Task Complete

 **THE WASHINGTON INSTITUTE**
Improving the Quality of U.S. Middle East Policy

اللغة العربية

Search the website

HOME POLICY ANALYSIS EXPERTS PRESS ROOM ABOUT SUPPORT FIKRA FORUM



The Truth About Sectarianism

Jacob Olidort

Rather than postulating alternatives to centuries-old sectarian doctrines, Washington should focus on preventing exploitative actors from institutionalizing their violent vision through schools and bureaucracies.

 **The Crackdown on Hezbollah's Financing Network**
Levitt

 **The Truth About Sectarianism**
Olidort

 **Sisi's Fracturing Regime**
Trager

HOLISTIC STRATEGIES TO COUNTER VIOLENT EXTREMISM

ARTICLES & OP-EDS

America May Have Unlocked a Key to Fighting Terrorism -- and It Doesn't Involve Drones

Matthew Levitt



in Memoriam
RICHARD S. ABRAMSON
1945-2016



For IA issues:
Quantitative task completion tests

Possible tool:
Loop11

Examine via testing (cont.)

The screenshot shows a web browser window displaying a page titled "What You'll Study" for Longwood University. The page lists the "COMMUNICATION STUDIES CORE — 20 CREDITS" and includes a list of courses:

- COMM 101 Public Speaking
- COMM 200 Introduction to Communication Studies
- COMM 210 Media & Society
- COMM 220 Communication in a Diverse Society
- COMM 241 Introduction to Media Writing
- COMM 310 Interpersonal Communication
- COMM 460 Communication Research Methods & Prospectus
- COMM 461 Senior Seminar
- COMM 492 Communication Internship

A UserTesting overlay is present on the right side of the browser window. It shows "Step 5 of 10" with a timer at "07:53". The task instruction reads: "5 Let's say you are interested in a Communications major. Show how you would look for information about this program." Below the instruction, it says: "Remember, this is a prototype, so not everything is clickable. If something doesn't work, please explain what you expected to find. When you find the page you are looking for or reach a dead end, continue to the next task. The program link will be provided. (1-2 minutes)". At the bottom of the overlay, there are buttons for "< Previous", "Remember: Tell us what you're thinking", and "Help".

At the bottom of the browser window, there is a "UserTesting" logo. Below the browser window, there is a video player interface with a progress bar, a play/pause button, and a timer showing "07:53" out of "14:19".

At the bottom left of the slide, there is a "Rate User Tester" section with five yellow stars and a "Send Video" button. To the right of the stars is a "Report Problem" button with a warning icon.

For usability, content, and design issues:
Qualitative user tests

Possible tool:
UserTesting



YOUNGSTOWN
STATE
UNIVERSITY



About YSU

We're determined and ambitious. We're tackling new challenges.
We're building a promising future for ourselves and the
communities that brought us here.



For usability, content, and
design issues on a single page:

Annotate tests

Possible tool:
Verify

A Comprehensive Public Research University

From business to engineering to the creative arts, YSU has it all and strives to be
accessible to all.

115+

UNDERGRADUATE
PROGRAMS

40+

GRADUATE
PROGRAMS

3rd

LOWEST TUITION
AMONG 13 OHIO
UNIVERSITIES

- > [Academic Programs](#)
- > [Cost of Attendance](#)

Examine via
testing (cont.)



YOUNGSTOWN STATE UNIVERSITY

I like the placement of the school's logo

I like this section because it prominently shows the logo of the school and lets you know who the site belongs to

I feel like the blank red space here could be better filled with some sort of picture.

More information could be added here about the school.

Good - Parent	Good - Student
Bad - Parent	Bad - Student
Neutral / Suggestion/ Misunderstanding - Parent	Neutral / Suggestion/ Misunderstanding - Student

I don't like the font and stacked style for the words.

I like this placement. I think the font is a good size.

Good font

I love the way the mission statement is the first thing you see and the statement itself motivates me

About YSU

I like this and think it is the perfect size. It really captured my attention.

I don't think this will catch a young person's attention if this is the first thing they see, its just too plain and boring.

Really nice motivational message

I like the fact that this is a forward moving university and that they are willing to accept new change rather than sticking with old ways. Forward thinking.

We're determined and ambitious. We're tackling new challenges.

We're building a promising future for ourselves and the communities that brought us here.

I love this. It's very positive. It makes me want my children to go here. Determined and ambitious really capture the reader's attention. Also, the word "future" is really important as students are attending college to have a better future, and this indicates almost subconsciously that YSU will help you achieve that better future you desire.

Professional, and simple Great!

I like the graphic below this. Make this smaller so the graphic is more readily seen.

I love when colleges are willing to help my children succeed.

I like seeing imagery of people. It helps me envision myself at the school.

A Comprehensive Public Research University

I really like the fact that it is a public university - that means it will have diverse students from a range of different backgrounds.

I enjoy the way that a snapshot of stats are listed. That's something I would want to know immediately and don't have to look for it.

From business to engineering to the creative arts, YSU has it all and strives to be accessible to all.

I like how these are simple and still show important things

Great variety of programs. Should appeal to a wide array of prospective students. I like how it says 3rd lowest tuition among 13 Ohio Universities because money is definitely an important factor when deciding where to go to college.

I really like this part. It stands out with simple numbers that are easily explained

Shows you statistics, which I find neat.

Large amount of programs is a good thing!

115+

UNDERGRADUATE PROGRAMS

large number of programs

40+

GRADUATE PROGRAMS

good for grad school as well

- > Academic Programs
- > Cost of Attendance

I like that programs and cost are the two main subjects you have here, these are usually the two most important criteria to picking out a college so direct links on the first page are very helpful.

Nice layout

3rd

LOWEST TUITION AMONG 13 OHIO UNIVERSITIES

low cost

Provided that the curriculum is great, it is good to see that tuition is lower - esp for in state students. most likely

Always good with low tuition

The tuition rate stands out to me. Tuition is an important factor when considering a university.

3rd lowest out of 13 doesn't sound that great to me

I like that the statistics are included.





This needs major emphasis. This sort of statistic can be major deal breakers for aspiring scholars and students that enjoy small class rooms. Emphasizing these statistics can be of great benefit to the university.

This is perfect

Not Too Big, Not Too Small

Just the right size school to move beyond the high school experience without getting lost in the crowd. You can also work 1-on-1 with your professors.

> Student Body Profile

Good information to know. This is good info, and I like the prominent placement.

13,364

STUDENTS

too small in my opinion

17:1

STUDENT-FACULTY RATIO

21

AVERAGE CLASS SIZE

There's a lot of students, but class size is so small. This makes learning easier on students. 1-1 time with your professors is SUPER important. 17-1 student to faculty ratio is excellent. This allows the professors to get to know each individual on a personal level, rather than just a collection of test scores.

I really like having the statistics

I like these quick stats, but I would prefer them to be in one location.

I find this angle to be harsh and not aesthetically appealing.

This sticks out because it shows a necessary piece of info.

Not sure how cool this fact is, but its nice to know.



Halfway Between Cleveland and Pittsburgh

YSU is conveniently located in Northeastern Ohio between two metropolitan centers.

> Directions and Maps

Cleveland

76 miles

Pittsburgh

68 miles

For anyone who really wants to be near either Cleveland or Pittsburgh, this is a good link to have available.

Why is there a penguin here? I don't get the relevance to the rest of the page.

This sticks out because I didn't expect it

Is the penguin a mascot, if not why is it here?

I don't understand the relevance of the penguin



A Downtown Campus That's Still a Campus

Our students get the best of both worlds. From the excitement of city living, to the security and community of a traditional college campus

I would like to be on a campus that's not in a tiny town, so this is great!

Again, the statistics would serve me better, in my opinion, if they were in a singular location. The rest of these can just lead into additional information

- 145-acre campus
- 20+ restaurants within walking distance
- One of the safest campuses in Ohio

This is fantastic. I like that it mentions restaurants around the area. It might also be great to add other fun activities around the area.

Parents love when their children are safe.

Having restaurants within walking distance is great, especially when you don't like the food on campus. Being one of the safest campuses is also important.

- > [About Youngstown, OH](#)
- > [Residential & Commuter Life](#)

- 8 varsity men's sports
- 10 varsity women's sports
- 4 national football championships and 27 other conference titles since 1995

> **YSU Athletics**

I like this introduction of the mascot

Now, I get it. The penguins are the mascot? Maybe this text should be with the picture of the penguin!



Meet Pete

Pete's the only Penguin in the country to root for a Division I athletics program.

Not sure how I feel about this, seems very kiddish

weird mascot choice

I don't know why, but this rubs me the wrong way. I don't get it.

Ok they are a mascot, best advice would be to pick a new mascot.

Cool mascot

I like this portion. It sets their mascot out from other mascots in a unique way.

This is interesting information!

Nice face

It would be nice if the name of the athletes are printed in this section.



Resources to Relish

Many of our programs operate or are affiliated with organizations that are open to the public.

- > [Butler Institute of American Art](#)
- > [Clarence R. Smith Mineral Museum](#)
- > [McDonough Museum of Art](#)
- > [Ward Beecher Planetarium](#)
- > [Youngstown Business Incubator \(YBI\)](#)



Our Leadership

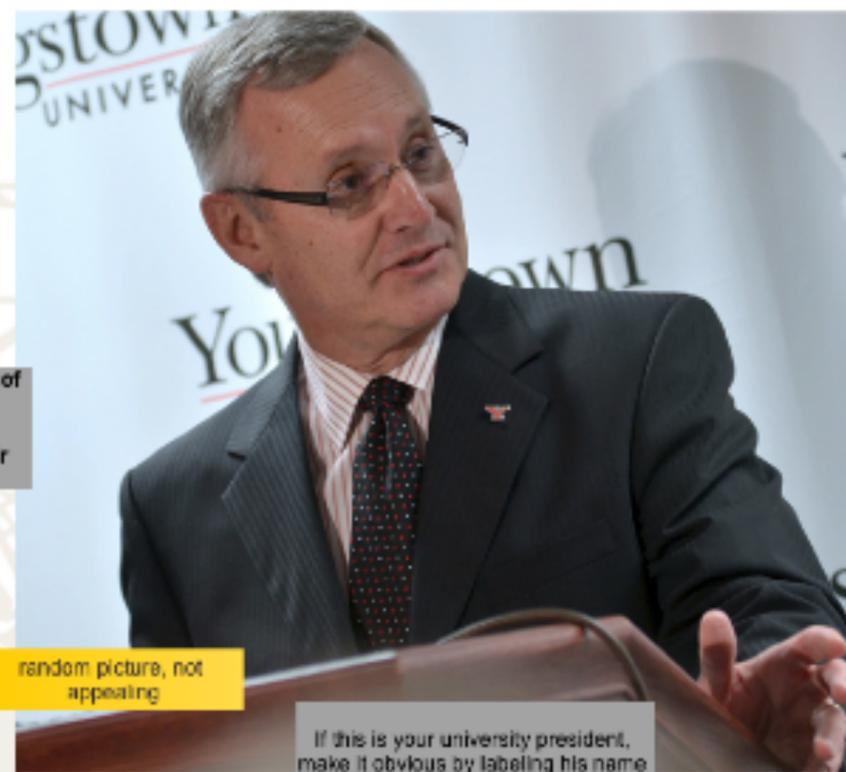
The wording here is pretty weak. Doesn't make me think the leadership is great.

We're working on the national stage – and global – to better what already makes us great.

- > President Jim Tressel
- > Organizational Chart
- > Our Mission Statement

I like that there is a photograph of the president, but it would be great to also mention other persons of leadership and their roles.

random picture, not appealing



If this is your university president, make it obvious by labeling his name under the photo.

History is always cool to know.

A Humble History, a Bright Future

We started out as a single commercial law course offered by the local YMCA. Over a century later, we serve the Youngstown area with the same passion – and even more offerings.

<p>1908</p> <p>FOUNDED BY THE YMCA</p>	<p>1944</p> <p>YMCA TRANSFERRED LEADERSHIP</p>	<p>1967</p> <p>JOINED THE OHIO SYSTEM OF HIGHER EDUCATION</p>
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Conduct additional **research** if...

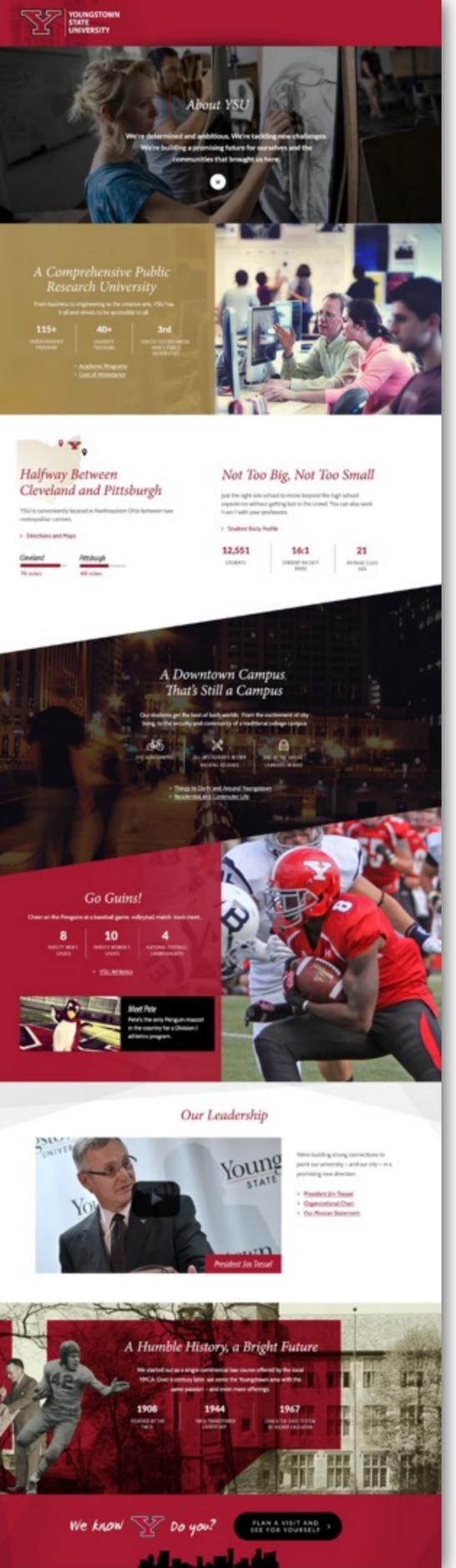
- you need to look at a subset of your audience
- there is a major demographic, industry, or competitive shift
- your brand is being re-worked



Original



Revised



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Revise (cont.)



DEGREE OVERVIEW

The Counseling Psychology program is accredited by the **American Psychological Association**. The program was re-accredited effective November, 2010, and the next re-accreditation visit is scheduled to take place in 2017. Questions related to the program's accredited status should be directed to the Commission on Accreditation:

Office of Program Consultation and Accreditation
American Psychological Association
750 First Street, NE, Washington, DC 20002-4242
Phone: (202) 336-5979
email: apaaccred@apa.org
Web: www.apa.org/ed/accreditation

All about accreditation

- **Student Admissions, Outcomes, and Other Data**

Successful fulfillment of all requirements results in a Doctor of Philosophy (Ph.D.) degree in counseling psychology. The curriculum is built on a framework referred to as the "Scientist-Practitioner" model, wherein emphasis is placed on the integration of the science and practice of counseling psychology. The required curriculum includes a full-time, one-year, pre-doctoral internship.

Academic, impersonal language

- Program Description
- Program Policies
- Practicum Guidelines
- Course Requirements/Program of Study
- Sequence of Program Non-Curriculum Requirements

Program/Course info in PDFs

DEGREE OVERVIEW

Our program is flexible. You and your advisor create the best set of courses for you to take. Courses are distributed in the following areas:



EDUCATIONAL PSYCHOLOGY REQUIRED COURSES - 51 HRS

- 18 hrs of Educational Psychology
- 21 hrs of Educational Research & Methods
- 12 hrs of Dissertation



DEPARTMENTAL ELECTIVES - 15 HRS

These courses are distributed between additional educational psychology and research methods courses as well as foundations of education coursework.



COGNATE - 12 HRS

You will select an area to study that is outside of the department. The cognate allows you to investigate and apply the concepts and theories you learned in the Ed. Psych program to areas outside of the department. You and your advisor work together to determine your cognate.

"You," "your," sounds human

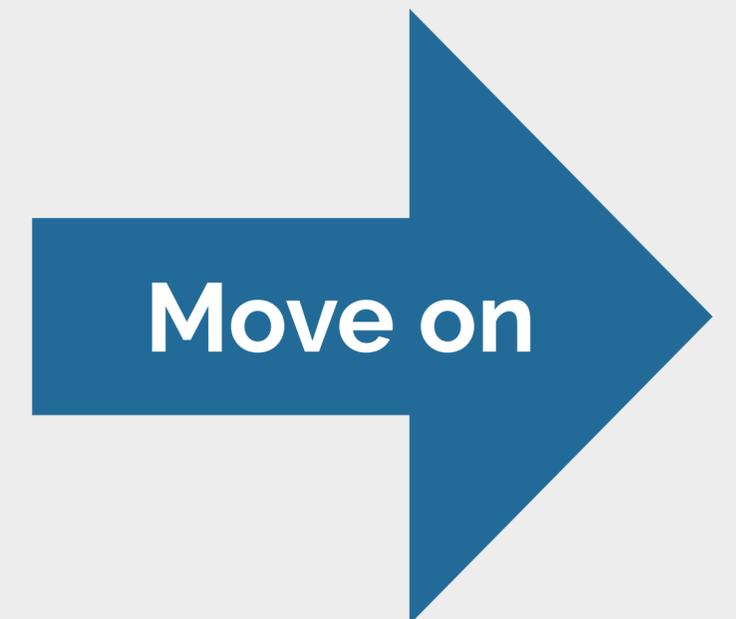
CURRICULUM MODEL – AU BULLETIN

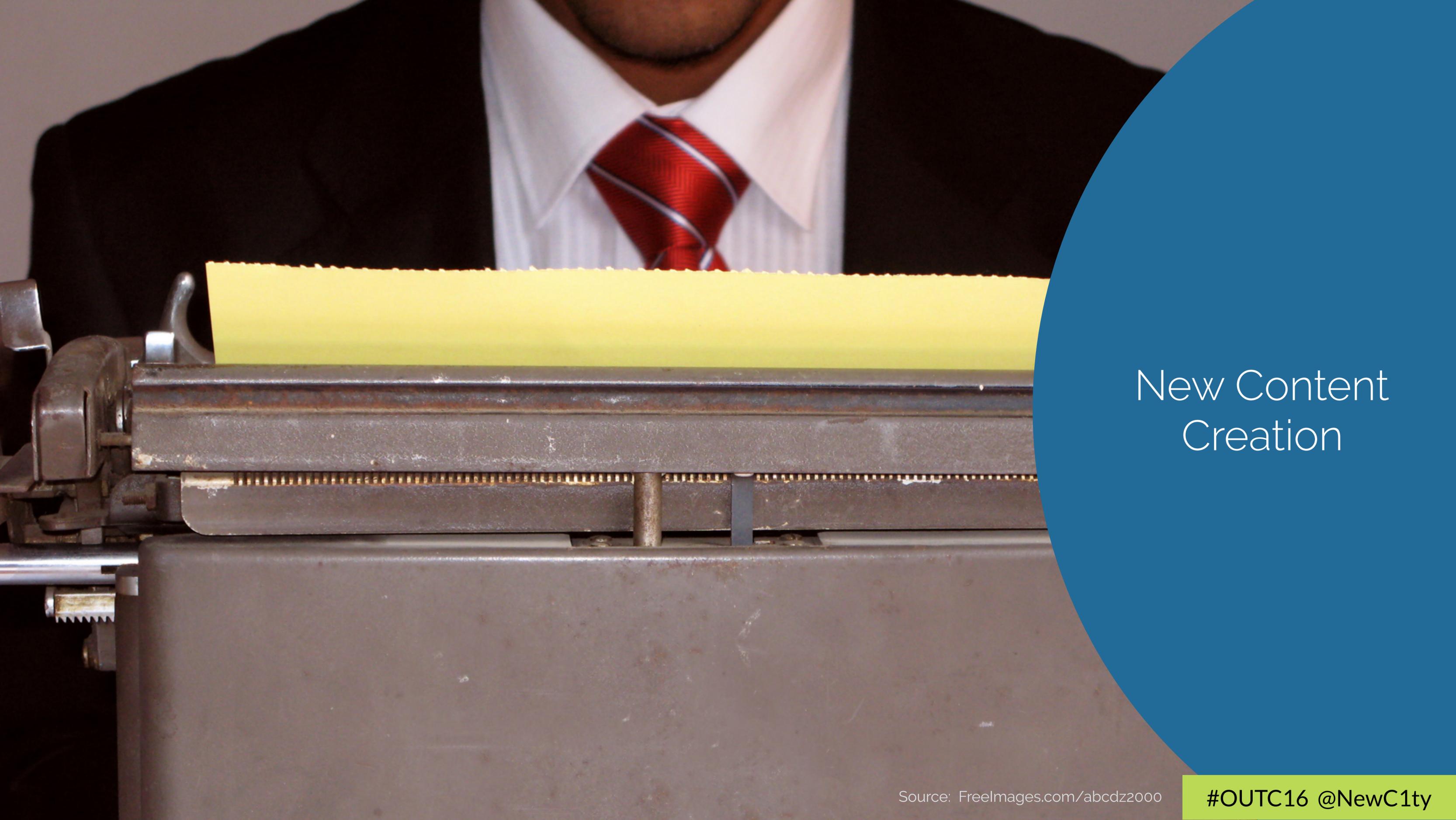
EDUCATIONAL RESEARCH METHODS & ASSESSMENT COURSES – AU BULLETIN

EDUCATIONAL PSYCHOLOGY COURSES – AU BULLETIN

Revisit

- After making revisions, be sure to
 - check the same metrics,
 - and run the same tests.
- If you like what you see...





New Content Creation

Source: [Freemages.com/abcdz2000](https://www.freemages.com/abcdz2000)

#OUTC16 @NewC1ty

Create a calendar



Start of School Year	Fall Semester	End of Fall Semester	Spring Semester	Spring Break	End of School Year	Summer
Busy	Moderate	Busy	Moderate	Slow	Busy	Slow
The Game Move In New Lancer Days Rock the Block Parent's Weekend Convocation Involvement Fair	Oktoberfest (Color Wars) Fall Break Book Festival Greek Week Thanksgiving Dinner	Late Night Breakfast Holiday Lighting Final Exams Study Paws Fort Finals Early Applications Due Annual Giving Campaign	Greek Recruitment MLK Service Day Crash on Campus Recruitment Career Fair Applications Due	Spring Break Alternative Spring Break	Spring Weekend (Oozeball) Final Exams Senior Week Move Out Chi Burning Commencement Princepts Reveal Deposit Deadline	Girls' State Orientation

Be realistic

EDITING



1/2-1 hour

to copy edit



1-3 hours

to edit or rewrite

WRITING



2-5 hours

to research & write original content



10-20 hours

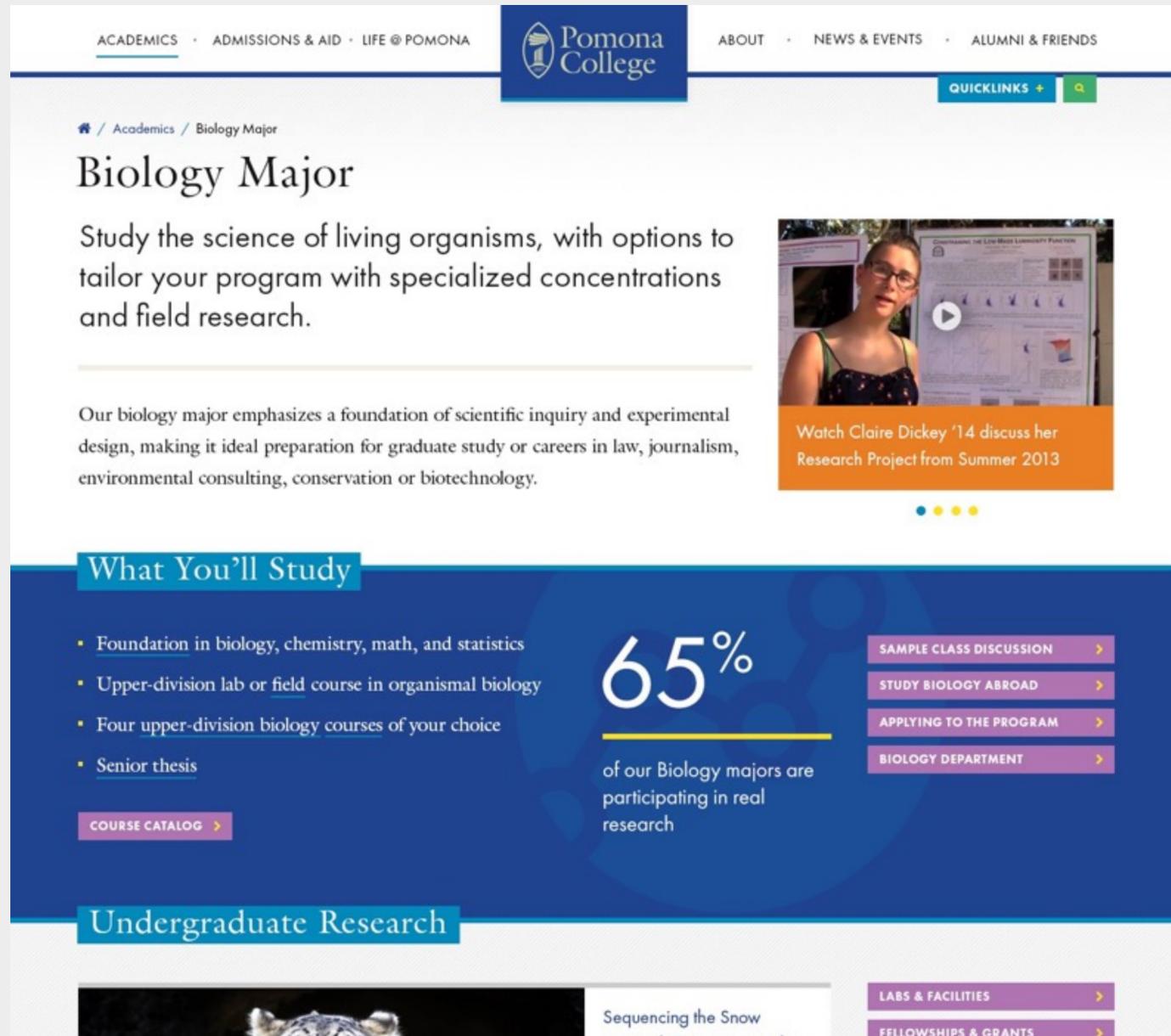
to research & write one feature article

NewCity blog article:
How Long Does Good Web Content Take?

ow.ly/XR3Pi

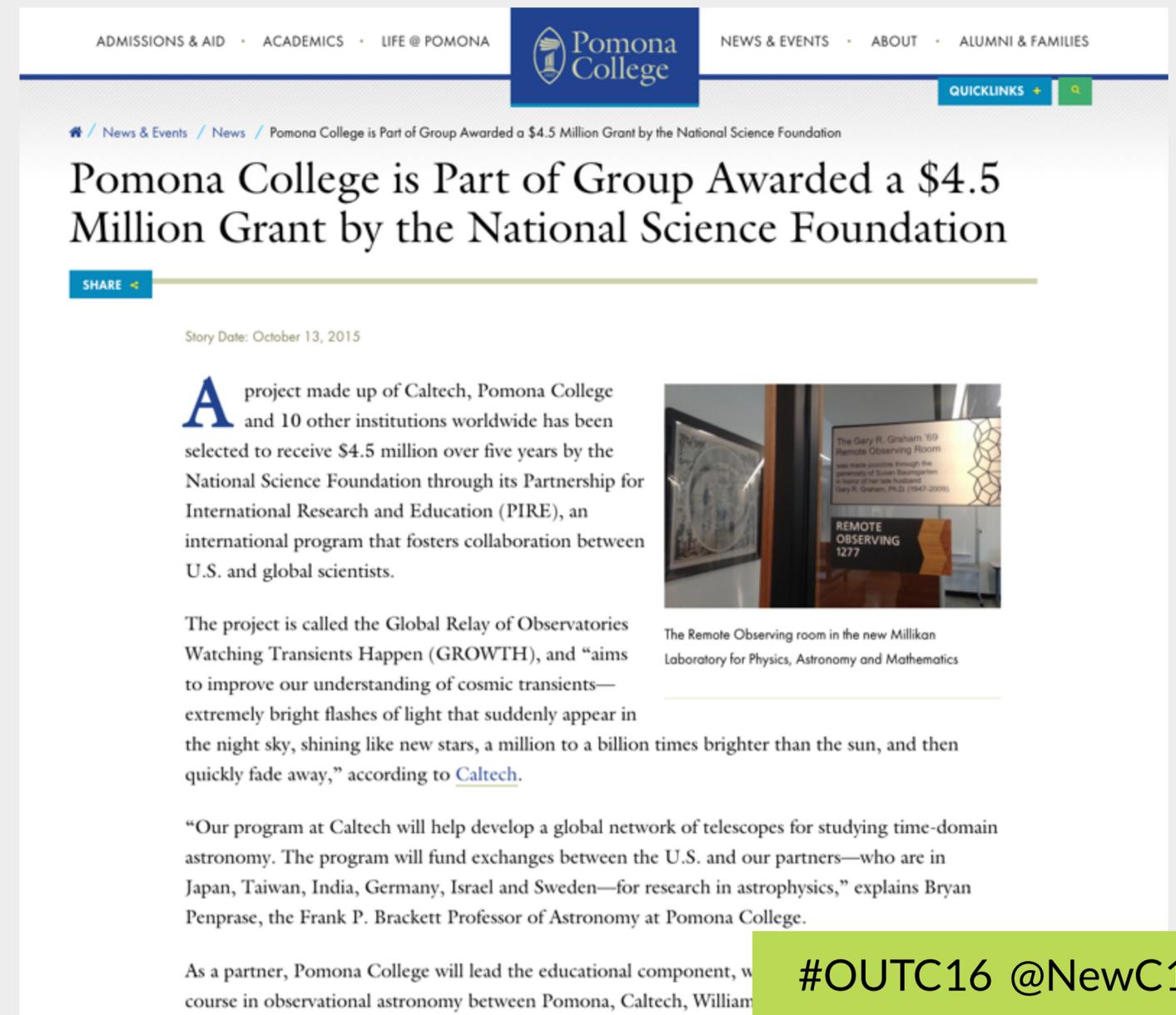
Be realistic (cont.)

- What content is most valuable to your audience(s)?



The screenshot shows the Pomona College website for the Biology Major. The header includes navigation links for Academics, Admissions & Aid, Life @ Pomona, About, News & Events, and Alumni & Friends. The main content area features a video player with a play button and a caption: "Watch Claire Dickey '14 discuss her Research Project from Summer 2013". Below the video is a section titled "What You'll Study" with a list of bullet points: "Foundation in biology, chemistry, math, and statistics", "Upper-division lab or field course in organismal biology", "Four upper-division biology courses of your choice", and "Senior thesis". A large graphic displays "65% of our Biology majors are participating in real research". To the right of this graphic are four buttons: "SAMPLE CLASS DISCUSSION", "STUDY BIOLOGY ABROAD", "APPLYING TO THE PROGRAM", and "BIOLOGY DEPARTMENT". At the bottom, there is a section for "Undergraduate Research" with a video player and a caption: "Sequencing the Snow".

-or-



The screenshot shows the Pomona College website for a news article. The header includes navigation links for Admissions & Aid, Academics, Life @ Pomona, News & Events, About, and Alumni & Families. The main content area features a large headline: "Pomona College is Part of Group Awarded a \$4.5 Million Grant by the National Science Foundation". Below the headline is a "SHARE" button and a "Story Date: October 13, 2015". The article text begins with "A project made up of Caltech, Pomona College and 10 other institutions worldwide has been selected to receive \$4.5 million over five years by the National Science Foundation through its Partnership for International Research and Education (PIRE), an international program that fosters collaboration between U.S. and global scientists." To the right of the text is a photo of the Remote Observing Room with a caption: "The Remote Observing room in the new Millikan Laboratory for Physics, Astronomy and Mathematics". Below the photo is a quote: "The project is called the Global Relay of Observatories Watching Transients Happen (GROWTH), and 'aims to improve our understanding of cosmic transients—extremely bright flashes of light that suddenly appear in the night sky, shining like new stars, a million to a billion times brighter than the sun, and then quickly fade away,' according to Caltech." At the bottom, there is a quote from Bryan Penprase, the Frank P. Brackett Professor of Astronomy at Pomona College: "Our program at Caltech will help develop a global network of telescopes for studying time-domain astronomy. The program will fund exchanges between the U.S. and our partners—who are in Japan, Taiwan, India, Germany, Israel and Sweden—for research in astrophysics," explains Bryan Penprase, the Frank P. Brackett Professor of Astronomy at Pomona College. At the bottom right, there is a green box with the text "#OUTC16 @NewC1ty".



Pre-op

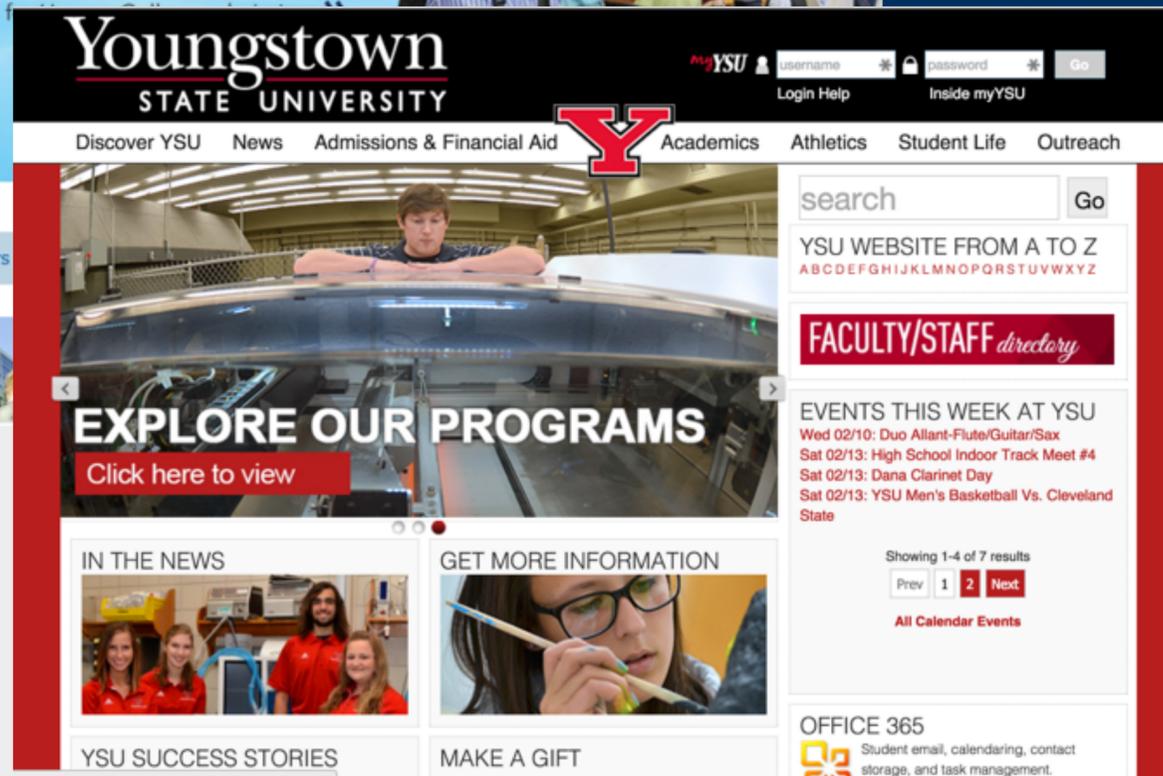
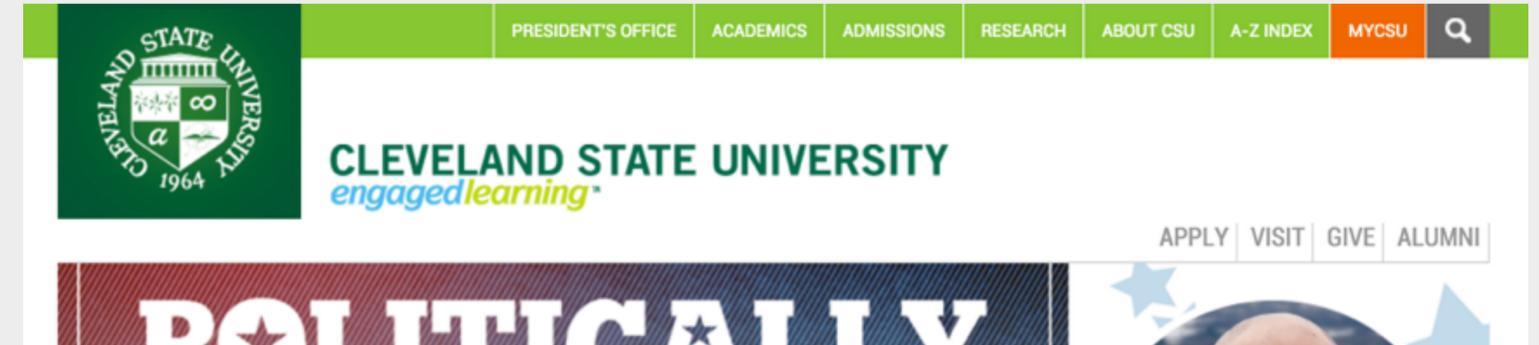
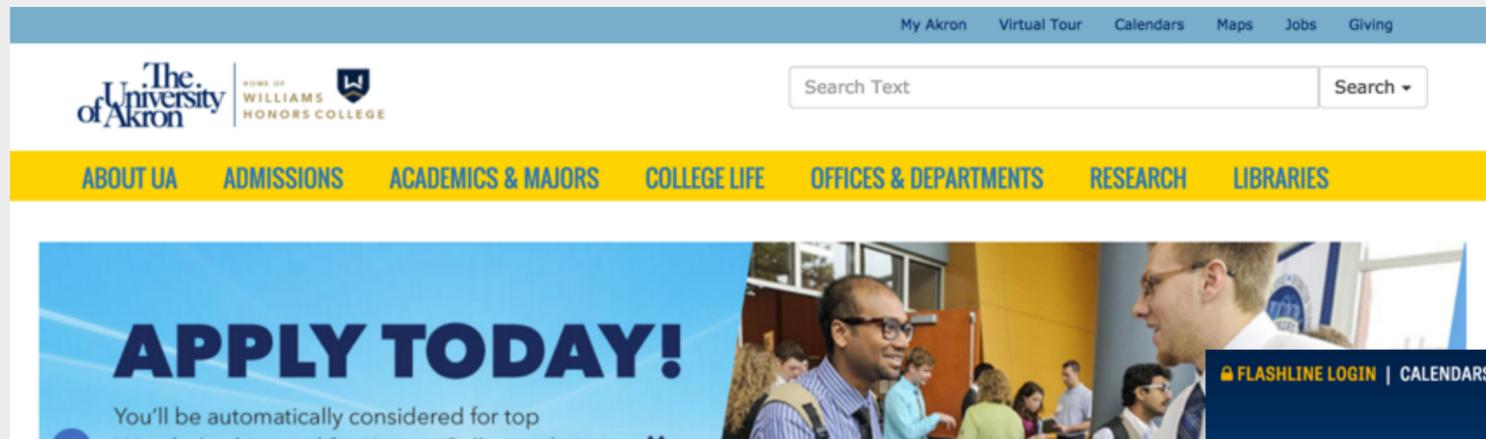


Talk to your
stakeholders

Pre-op

Understand perceptions

- How does your website compare to your competitors?



Old URL	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Action	Notes
graduateschool.vt.edu/	60562	117.68	39268	30.27%	39.05%	page table	redesign
graduateschool.vt.edu/about	4006	41.78	83	32.53%	17.52%	page table	redesign
graduateschool.vt.edu/academics						page table	create new page based
graduateschool.vt.edu/academics-commencem	738	145.42	545	56.67%	61.52%	delete	redirect
graduateschool.vt.edu/academics/academics/a	16	72.5	11	45.45%	62.50%	edit	take info out of table form
graduateschool.vt.edu/academics/awards	527	49.58	201	77.72%	43.83%	edit	remove intro paragraph;
graduateschool.vt.edu/academics/awards_alum	8	79	1	100.00%	12.50%	delete	redirect
graduateschool.vt.edu/academics/awards/2013	106	105.1	86	72.09%	70.75%	delete	redirect
graduateschool.vt.edu/academics/awards/2014	272	68.64	148	71.62%	52.57%	edit	remove "2014-2015" and
graduateschool.vt.edu/academics/awards/alum	11	14.67	7	85.71%	72.73%	edit	revise to more friendly to
graduateschool.vt.edu/academics/awards/stud	12	52.4	7	85.71%	58.33%	edit	take info out of table form
graduateschool.vt.edu/academics/awards/stud	9	65.33	2	0.00%	33.33%	edit	take info out of table form
graduateschool.vt.edu/academics/awards/stud	6	41	1	100.00%	33.33%	delete	
graduateschool.vt.edu/academics/awards/stud	7	38.5	3	66.67%	42.86%	edit	take info out of table form
graduateschool.vt.edu/academics/classes	1912	44.36	40	30.43%	19.98%	NewCity	review to make sure all i
graduateschool.vt.edu/academics/commencem	4557	75.76	1863	45.71%	34.50%	NewCity	review to make sure all i
graduateschool.vt.edu/academics/commencem	3544	149.33	2484	68.96%	70.91%	edit	review to make sure all i
graduateschool.vt.edu/academics/deadlines	4974	53.07	826	18.85%	17.45%	delete	review to make sure all i
graduateschool.vt.edu/academics/degree_com	5133	52.4	637	32.86%	25.01%	NewCity	review to make sure all i
graduateschool.vt.edu/academics/degree_com	315	112.79	12	76.92%	22.86%	edit	review to make sure all i
graduateschool.vt.edu/academics/degree_com	7	10.71	0	0.00%	0.00%	delete	#OUTC16 @NewC1ty



Audit your site



A new kind of
redesign...

Questions?

Feel free to reach out...
jennie@insideneewcity.com

All the tools!

- Google Analytics
- BrowserStack
- YSlow
- Google Site Satisfaction Survey
- Peek (by UserTesting)
- Page Analytics (by Google) Chrome Extension
- Crazy Egg
- Loop11
- UserTesting
- Verify (Annotate Test)

