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

What makes a

website ***healthy***?

Source: FreeImages.com/Richard McMillan

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…

Timeline of a website

LAUNCH

Introduction

Timeline of a website

Introduction

Timeline of a website

Introduction

Timeline of a website

Source: FreeImages.com/Jacque Stengel

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

User task completion

- % not successful in task
- 18-24 year-olds?

Better branding

- some kind of impression or perception testing

Navigation /layout

- complaints about navigation
- 18-24 year-olds?

Site speed

- Page load time
  - Browser
  - Device Category
- Google PageSpeed speed scores
  - Page
  - Device Category

Content

Targeted

- % of traffic to external/internal facing content that's external/internal
  - Page
- engagement with external/internal facing content by external/internal users
  - Page

Current

- fewer complaints about content being outdated

Informative

- fewer complaints about content being uninformative, unhelpful
- #, % of users finding content helpful
  - degree, fin aid, how to apply, home, student life pages
  - Page

Concise

- % that scroll to bottom and spend >x and <y seconds doing it
  - Page
  - Device Category

Clear

- fewer complaints about confusing information

Consistent

- fewer complaints about inconsistent information

Design

- fewer complaints about the design
- some kind of impression or perception testing

Accessibility

- 508 compliance
  - Page

Experience on mobile

- All the other metrics
- Mobile users

Drive Enrollment

...n about ...es

- #, rate of clicks on CTAs on degree pages

Inform about financial aid

- Unique tuition estimates
- Unique completed net price calculations
- Unique scholarship searches
- Unique YSU Institutional Aid Application completions
- Unique Housing Grant Application completions
- External users
  - From inside/outside 8 mile radius
  - Domestic/international
    - Department?
    - Program?

Get contact info

- #, rate of RFIs
  - Zip code
  - Undergrad /grad
  - Transfer/new freshman
  - Question type
  - Online/ on-campu
  - Program of interest
  - From inside/outside 8 mile radius
  - Domestic/international
    - Department?
    - Program?

Show Campus

- #, rate of Campus Tour registrations
- #, rate of Crash Day registrations
- #, rate of Experience Y event registrations
- #, rate of Transfer Student Visit Day registrations
- #, rate of Adult Learner Open House registrations
- From inside/outside 8 mile radius
- Domestic/international
  - Department?
  - Program?

Facilitate Applications

- #, rate of application starts
- Undergrad /grad
- Transfer/new freshman
- Online/ on-campu
- From inside/outside 8 mile radius
- Domestic/international
  - Department?
  - Program?

Orient

- #, rate of Student Orientation registrations

Support Current Students

Inform about events

- traffic to and engagement w/ calendar pages
- Internal users
- <=24 years old

...ss

Provi... advan... oppor...

Post-op

Recording Behavior

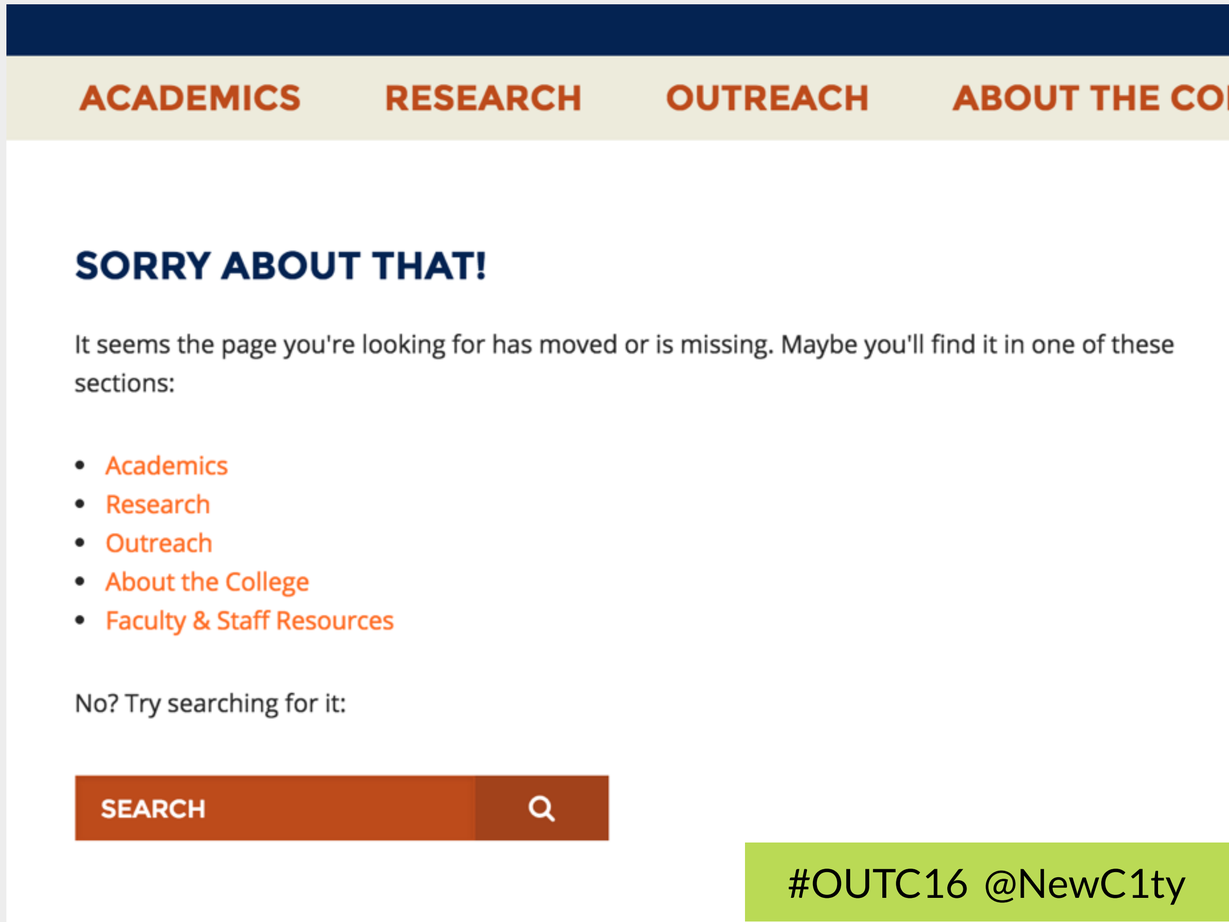
Post-op

Troubleshooting & QA

- spelling
- broken links
- W3C compliance
- accessibility

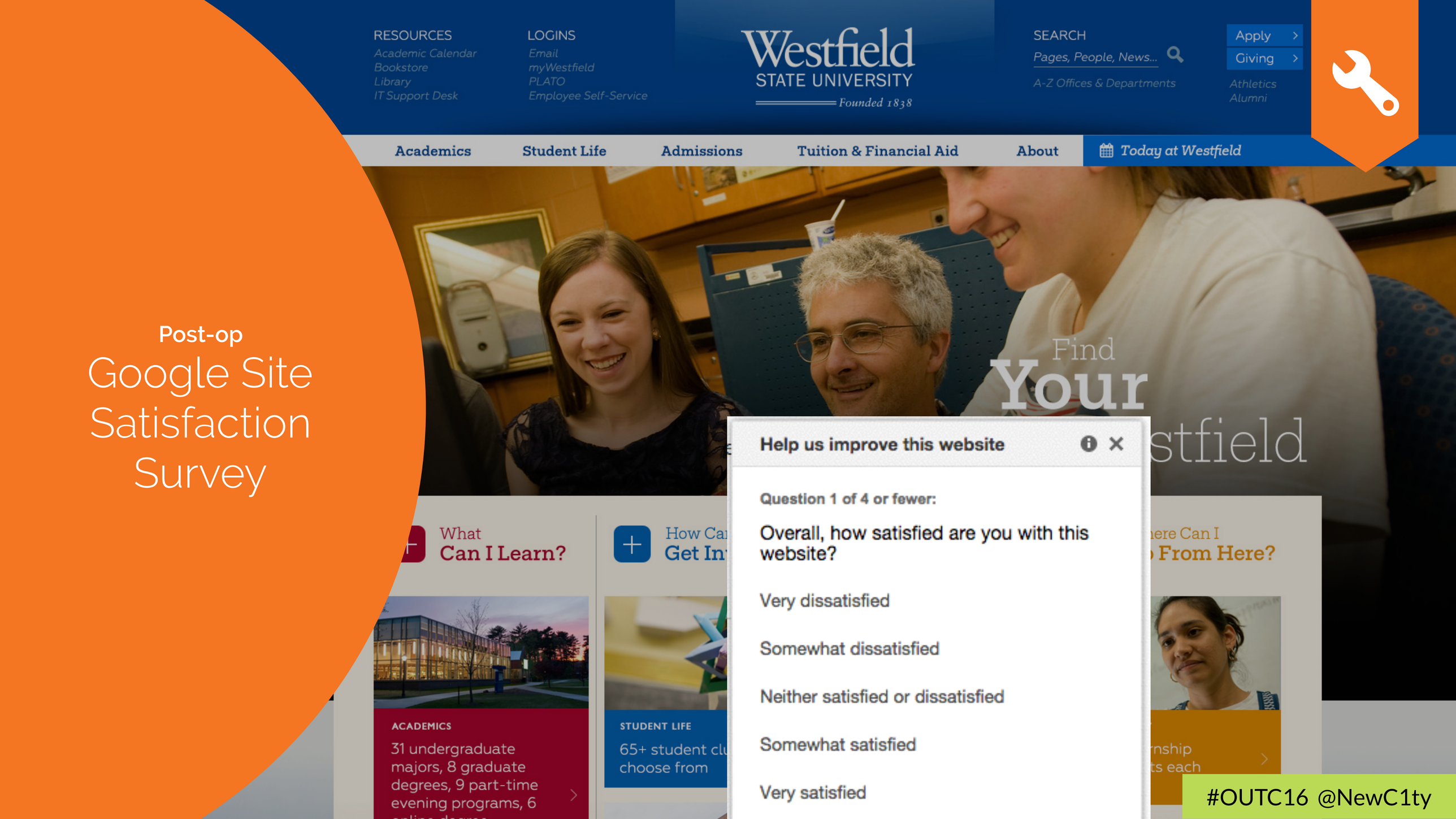
OU Campus Page Check (and soon… OU Insights)

- responsive issues – *www.browserstack.com*
- loading/speed issues – *www.yslow.org*
- missing content – *humans* ☺



Post-op

Google Site Satisfaction Survey



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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+

graphy

All Countries

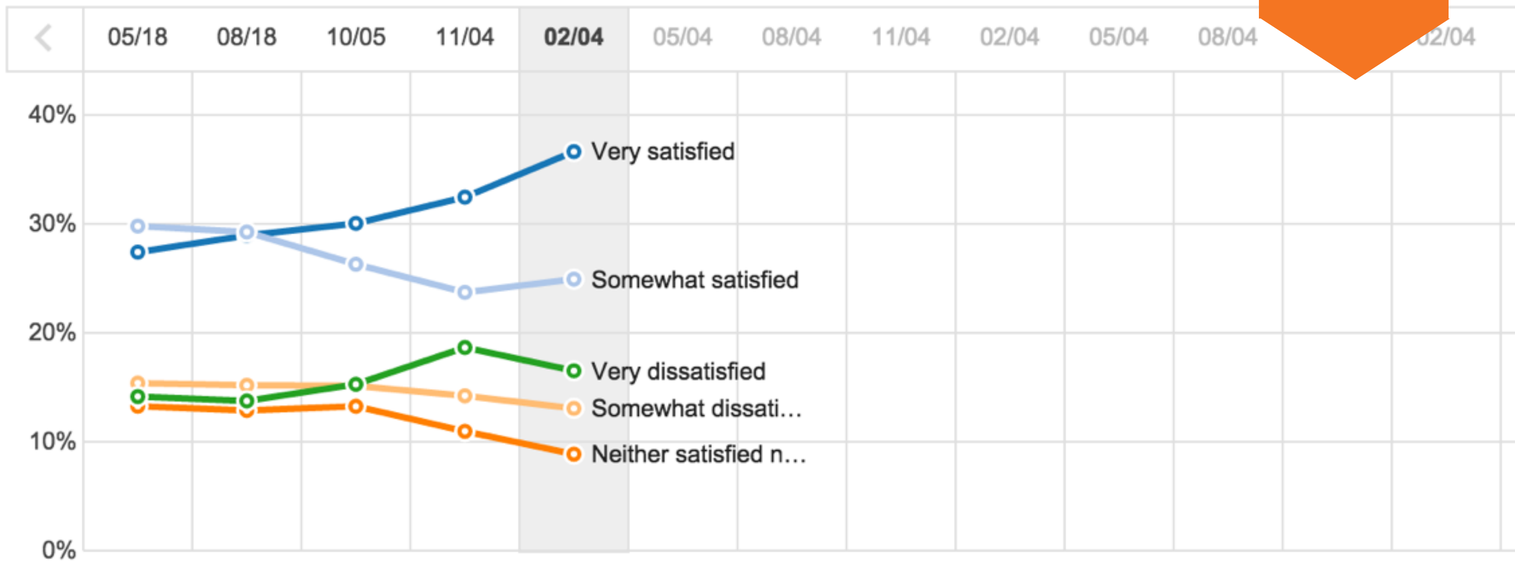
rred Parental Status

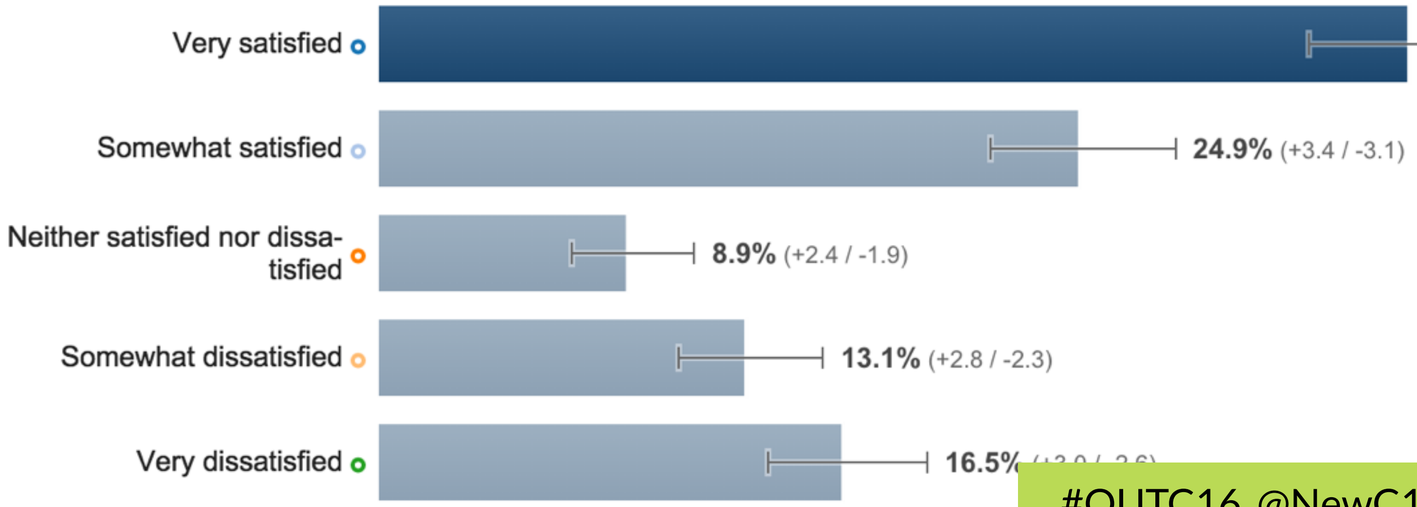
Sum	Compare
Parent	
Non-parent	

SINGLE ANSWER

Overall, how satisfied are you with this website?

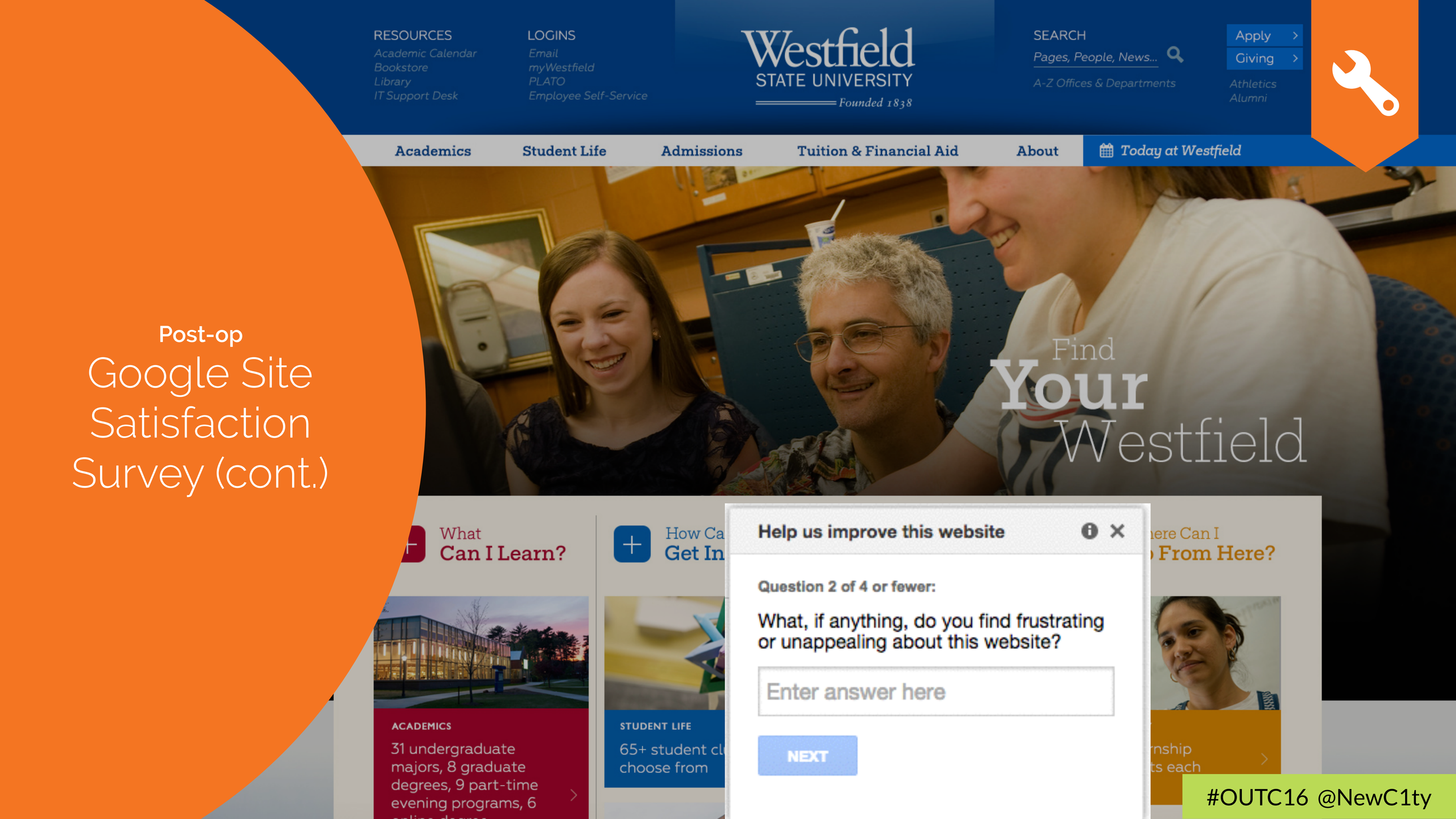
Results for all respondents. Weighted data unavailable for this view. (666 responses)
Winner statistically significant.





Post-op

Google Site Satisfaction Survey (cont.)



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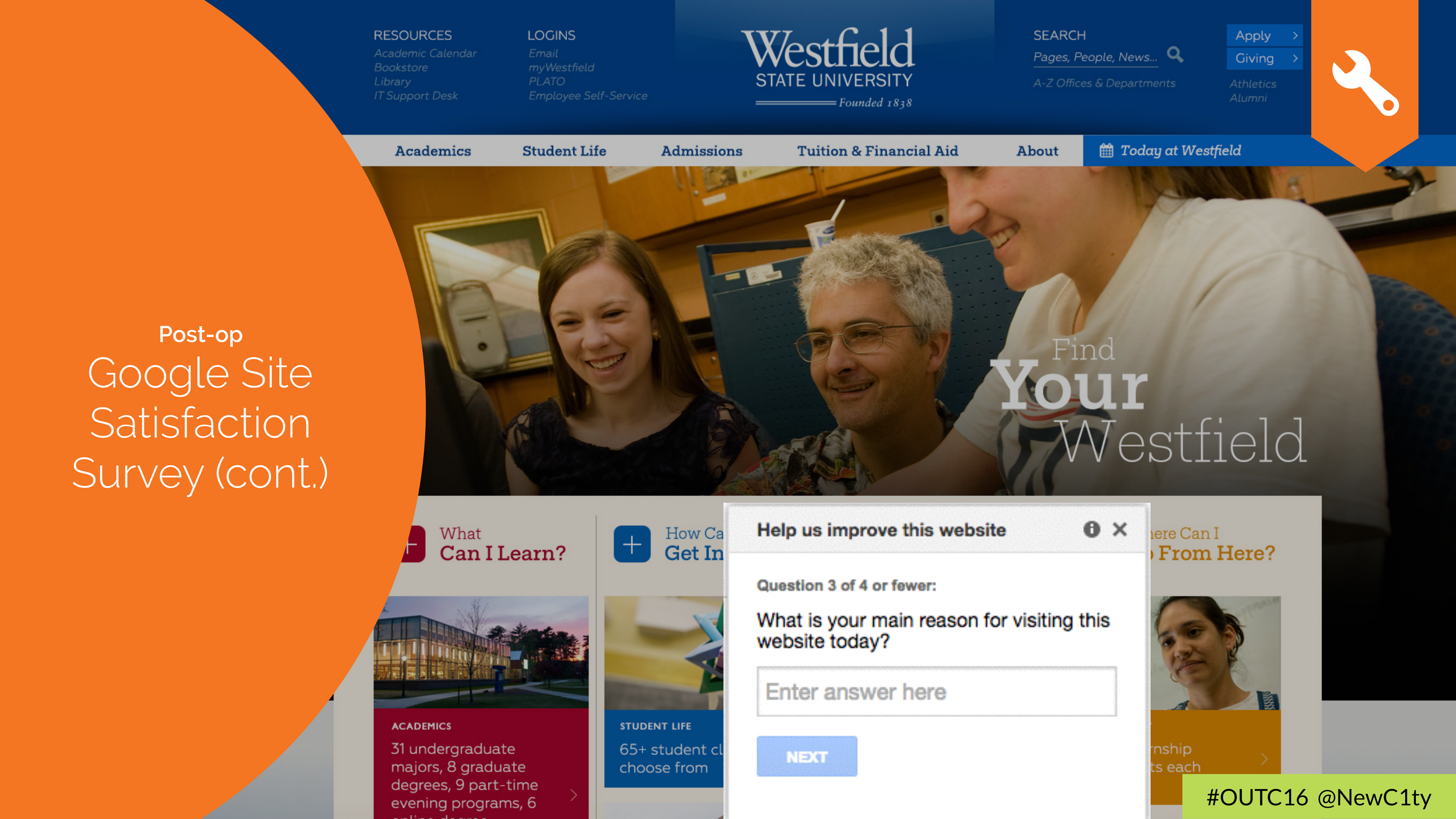
Post-op

Google Site Satisfaction Survey (cont.)

#OUTC16 @NewC1ty

Post-op

Google Site Satisfaction Survey (cont.)



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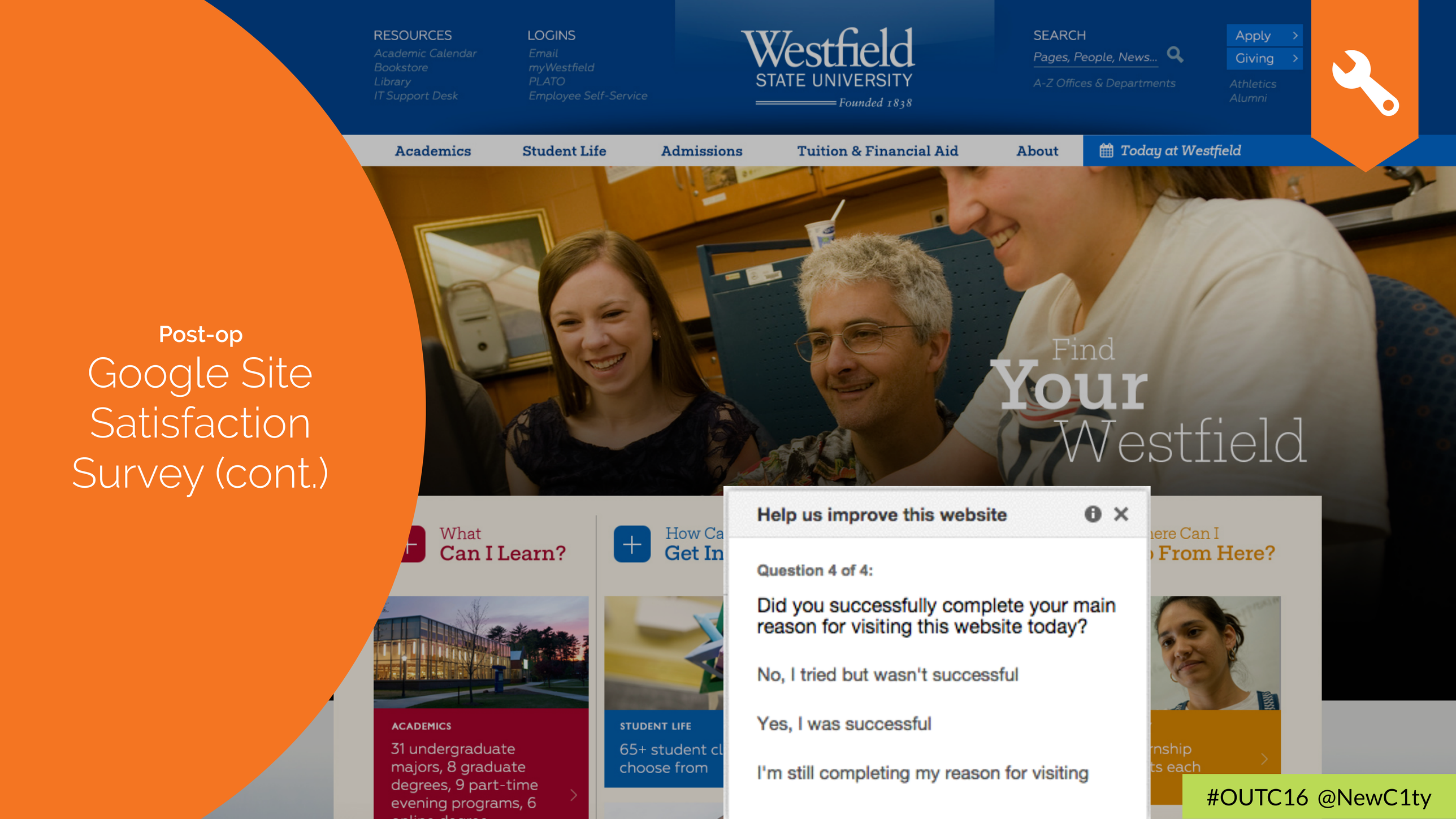
Post-op

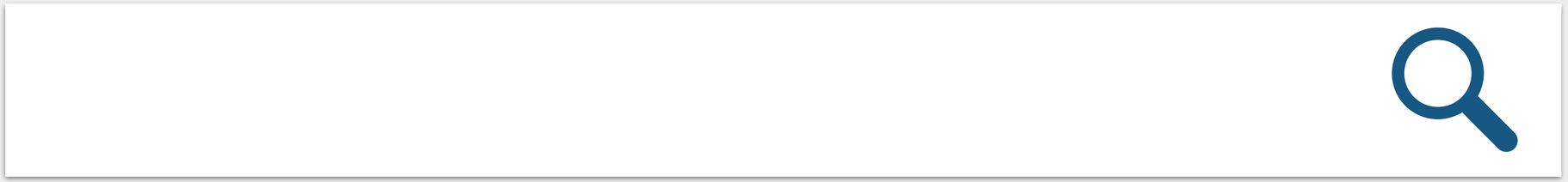
Google Site Satisfaction Survey (cont.)

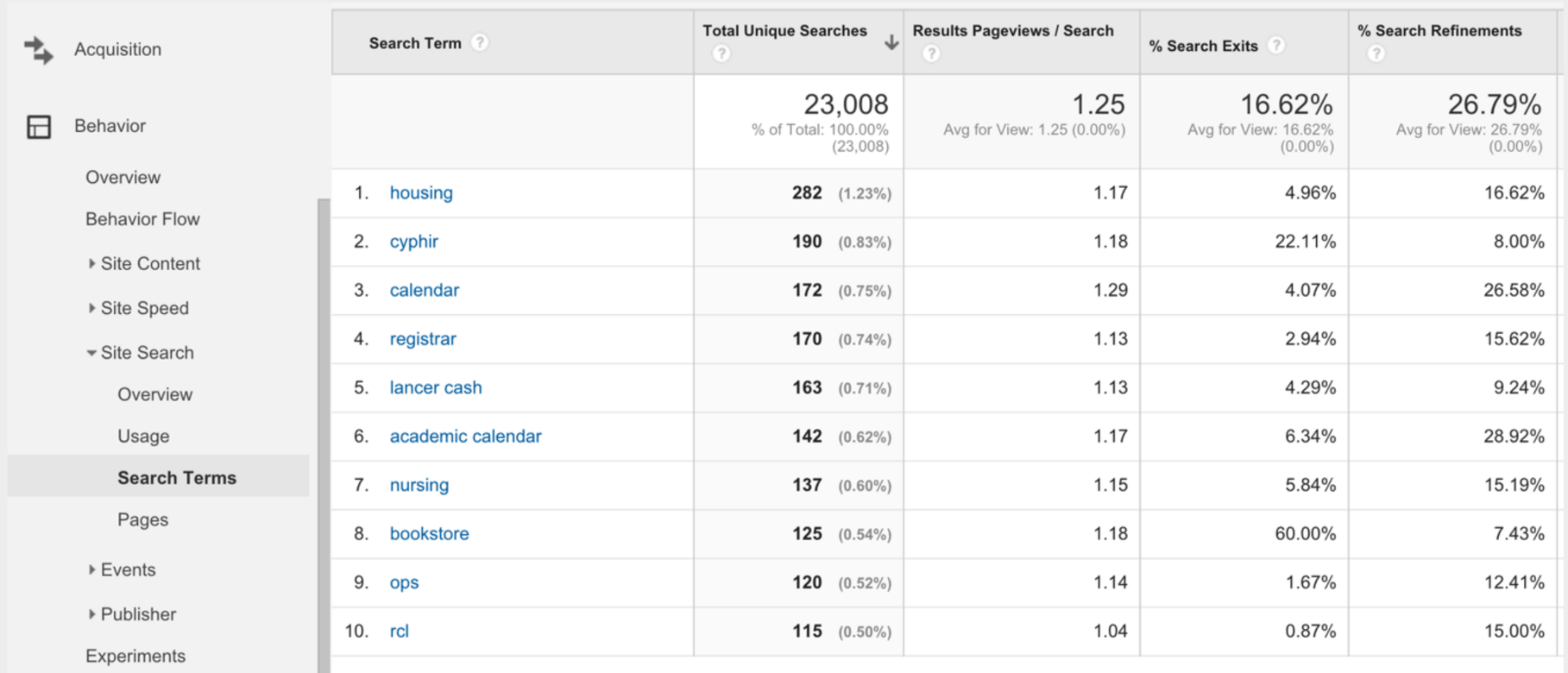


#OUTC16 @NewC1ty

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

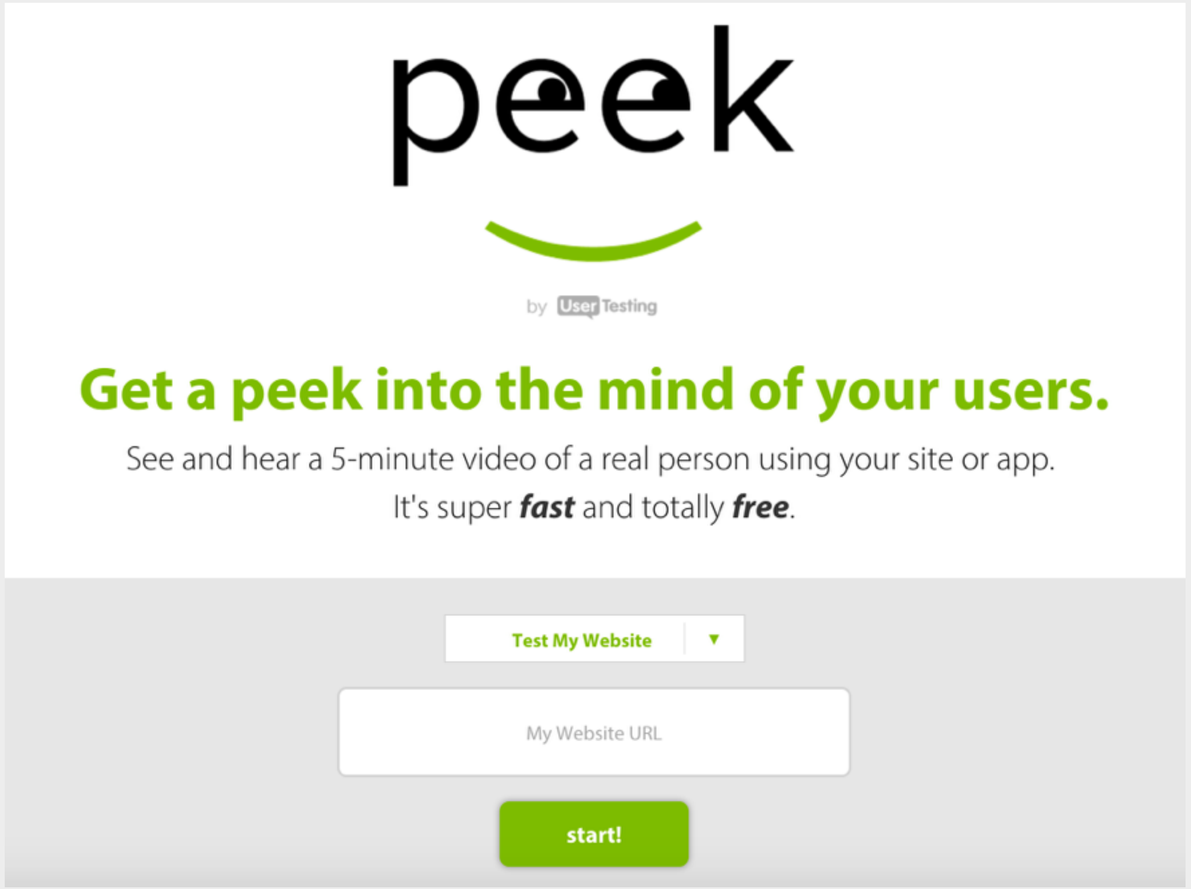
Search Analytics for Your Site

by Louis Rosenfeld

Post-op

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?



Post-op

Surveying for internal feedback

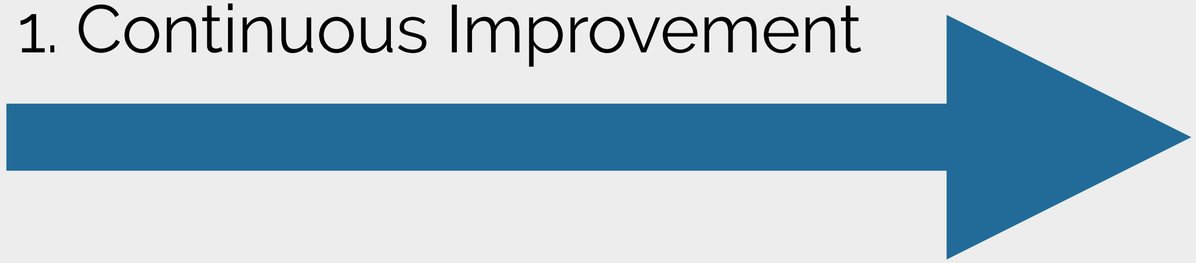
How well do you think page/feature helps us accomplish project goal for audience type?

Source: FreeImages.com/marsy

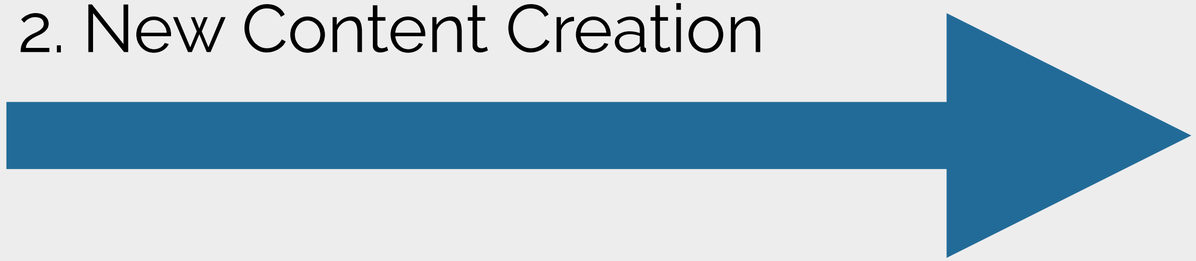
Preventive Care

Concurrent Efforts

1. Continuous Improvement



2. New Content Creation



Continuous Improvement

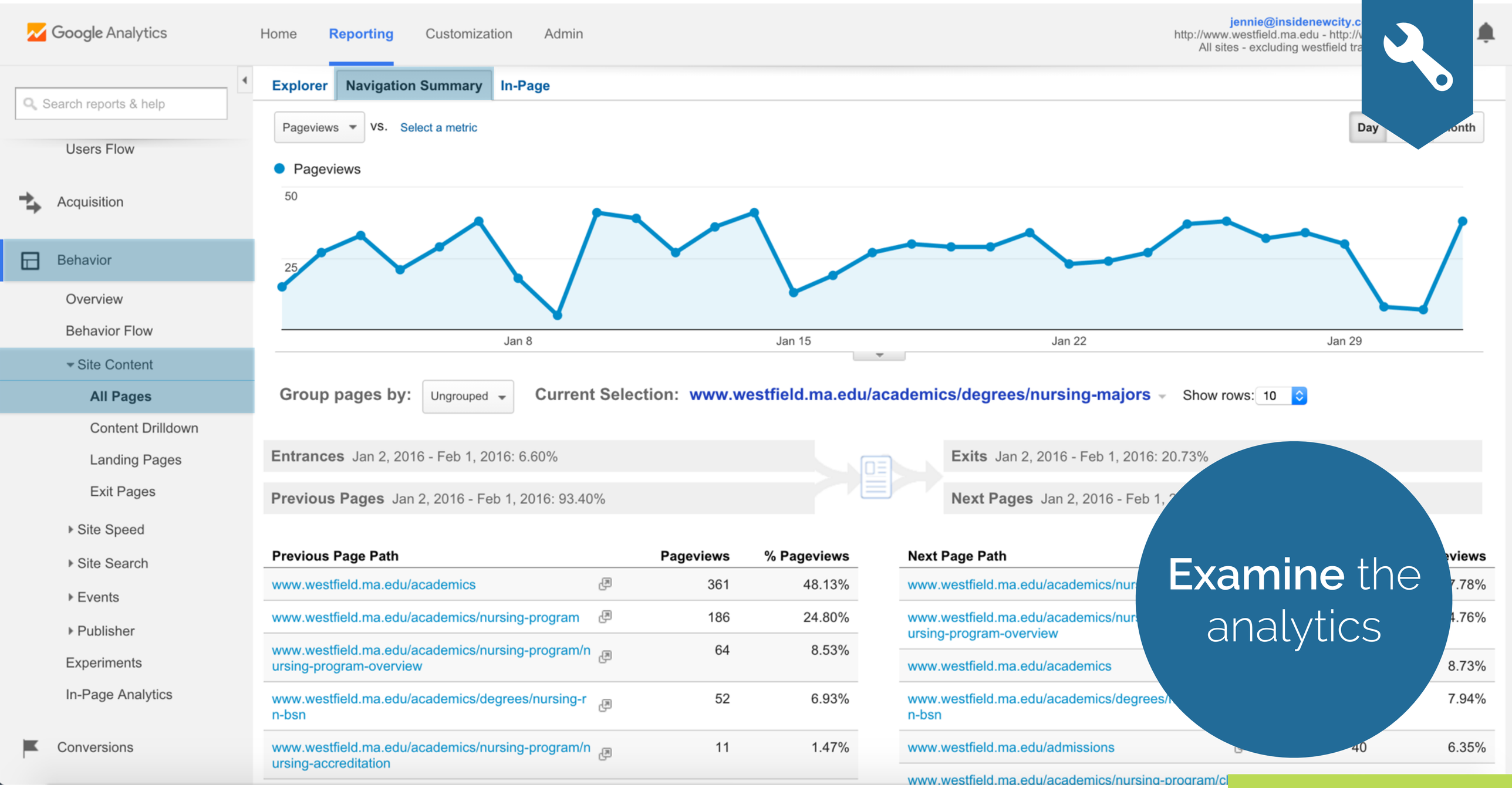
Source: FreeImages.com/Philipp Pilz

An iterative sprint approach

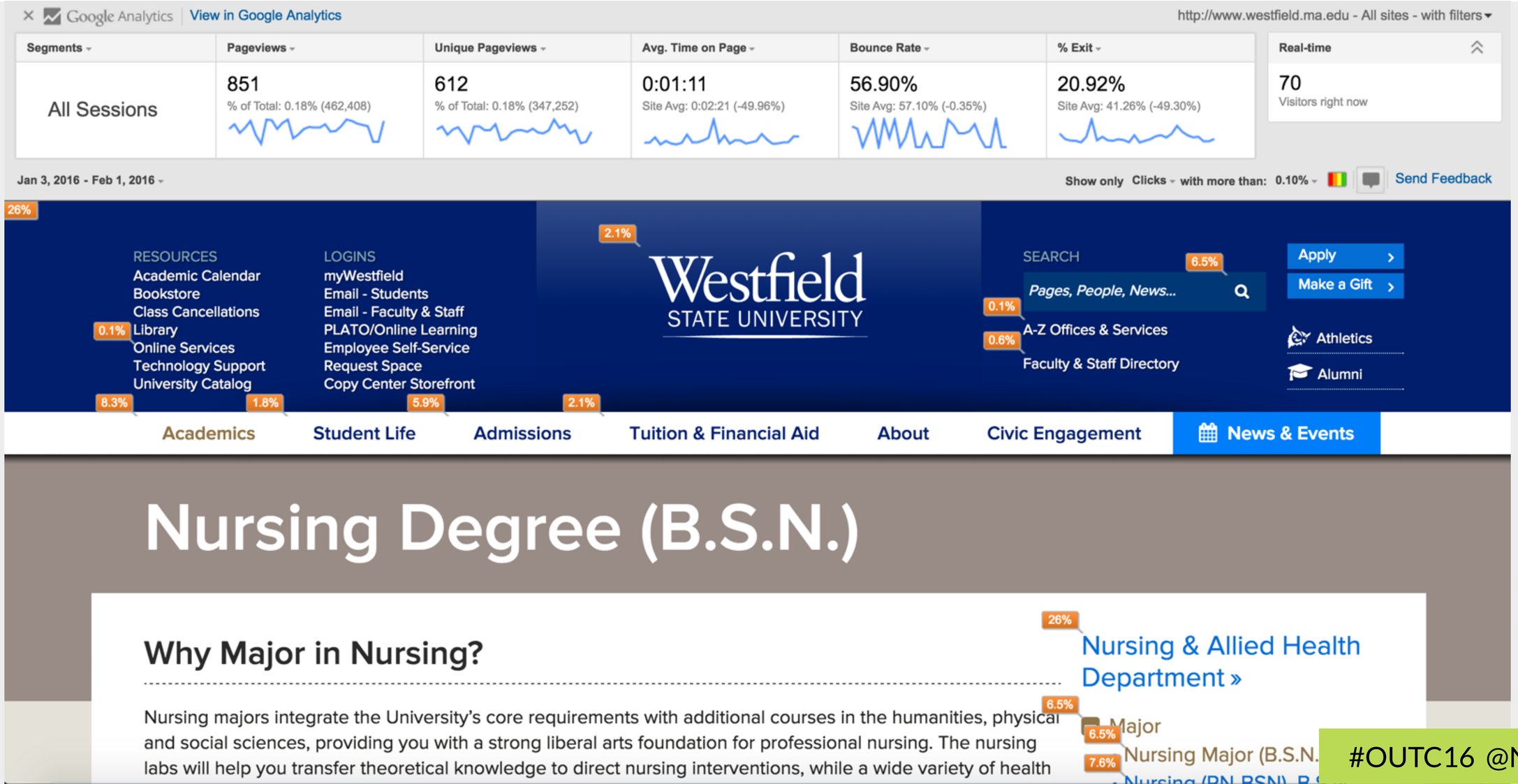
- **Identify** the scope.
- **Examine** what's going on.
- ***Research**, if needed.*
- **Revise** the design, content, IA…
- **Revisit** your tests and analytics.
- **Repeat**, if necessary.
- **Move on.**

Identify the scope of your sprint

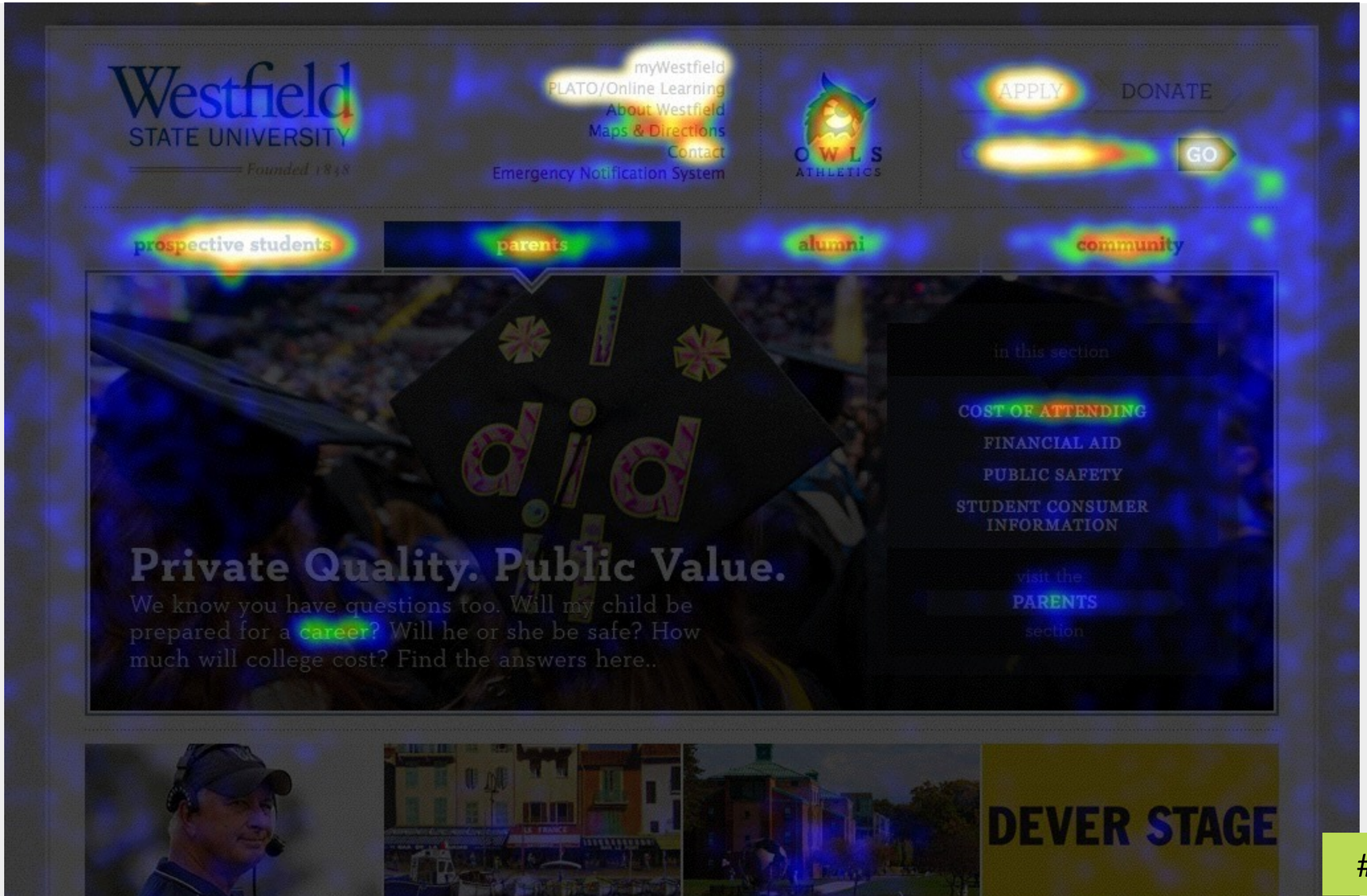
- Based on:
  - audience/user goals
  - organizational goals (conversions)
  - seasonal happenings
  - most trafficked pages
  - something surprising in analytics, site search, or user feedback
- Who to involve?
- For how long?


Google Analytics
Home
Reporting
Customization
Admin
jennie@insidenewcity.c
http://www.westfield.ma.edu - http://v
All sites - excluding westfield tra
Search reports & help
Users Flow
Acquisition
Behavior
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
In-Page Analytics
Conversions
Explorer
Navigation Summary
In-Page
Pageviews
vs.
Select a metric
Day
Pageviews
50
25
Jan 8
Jan 15
Jan 22
Jan 29
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%
Previous Pages Jan 2, 2016 - Feb 1, 2016: 93.40%
Exits Jan 2, 2016 - Feb 1, 2016: 20.73%
Next Pages Jan 2, 2016 - Feb 1,
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-rn-bsn
52
6.93%
www.westfield.ma.edu/academics/nursing-program/nursing-accreditation
11
1.47%
Next Page Path
www.westfield.ma.edu/academics/nur
7.78%
www.westfield.ma.edu/academics/nursing-program-overview
4.76%
www.westfield.ma.edu/academics
8.73%
www.westfield.ma.edu/academics/degrees/n-bsn
7.94%
www.westfield.ma.edu/admissions
40
6.35%
Examine the analytics

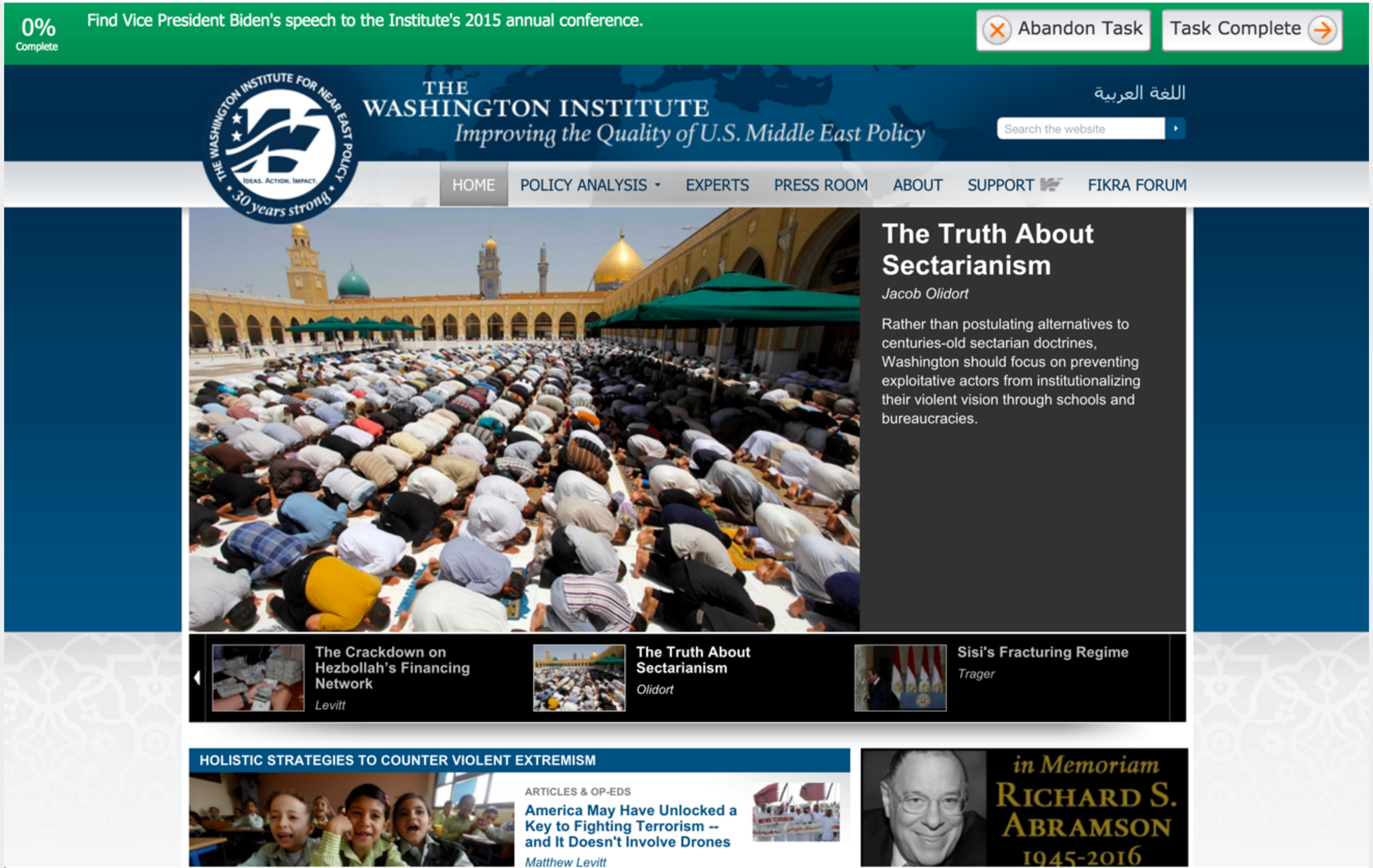
Examine the analytics (cont.)



Examine the analytics (cont.)



Examine via testing



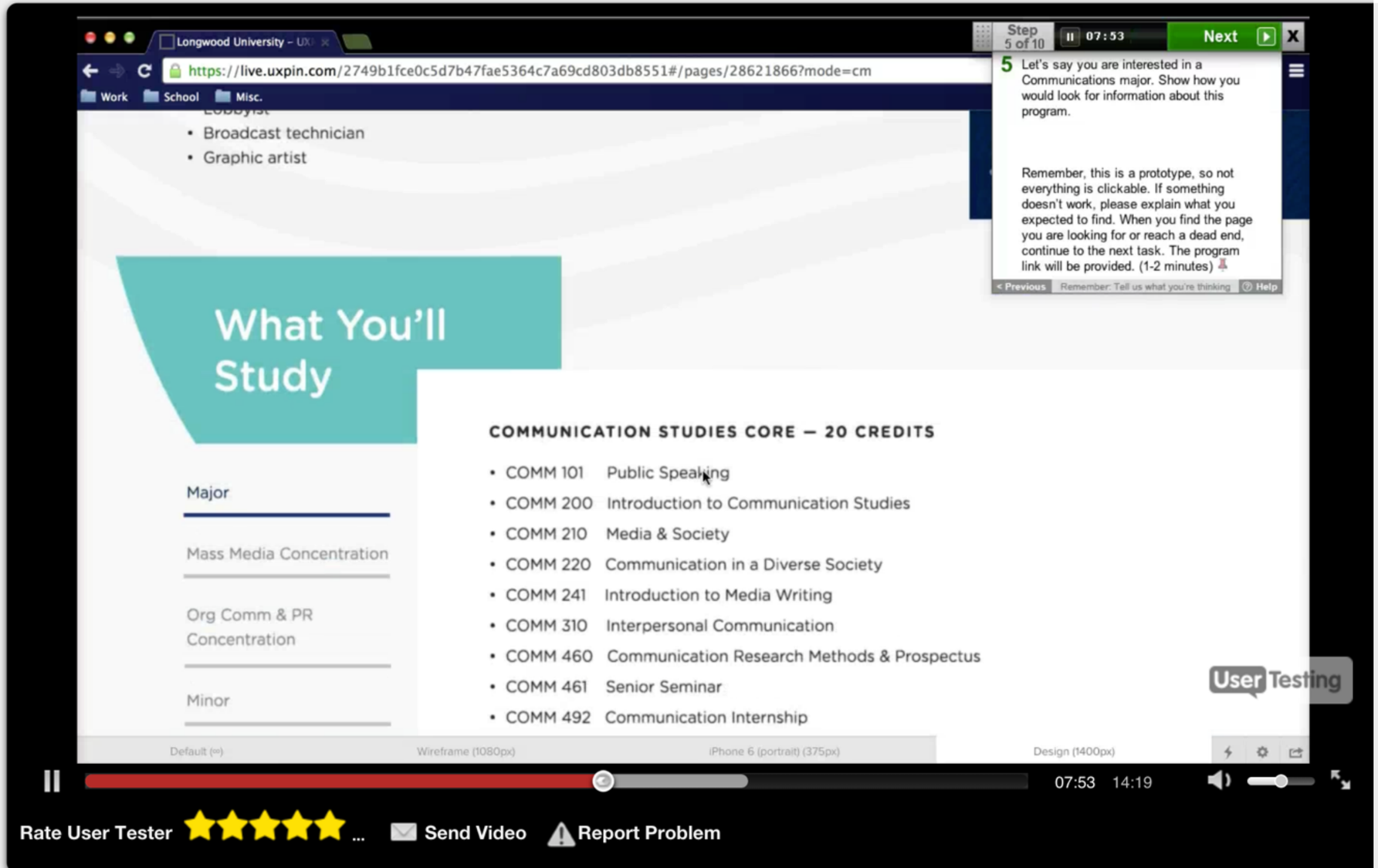
For IA issues:

Quantitative task completion tests

Possible tool:

Loop11

Examine via testing (cont.)

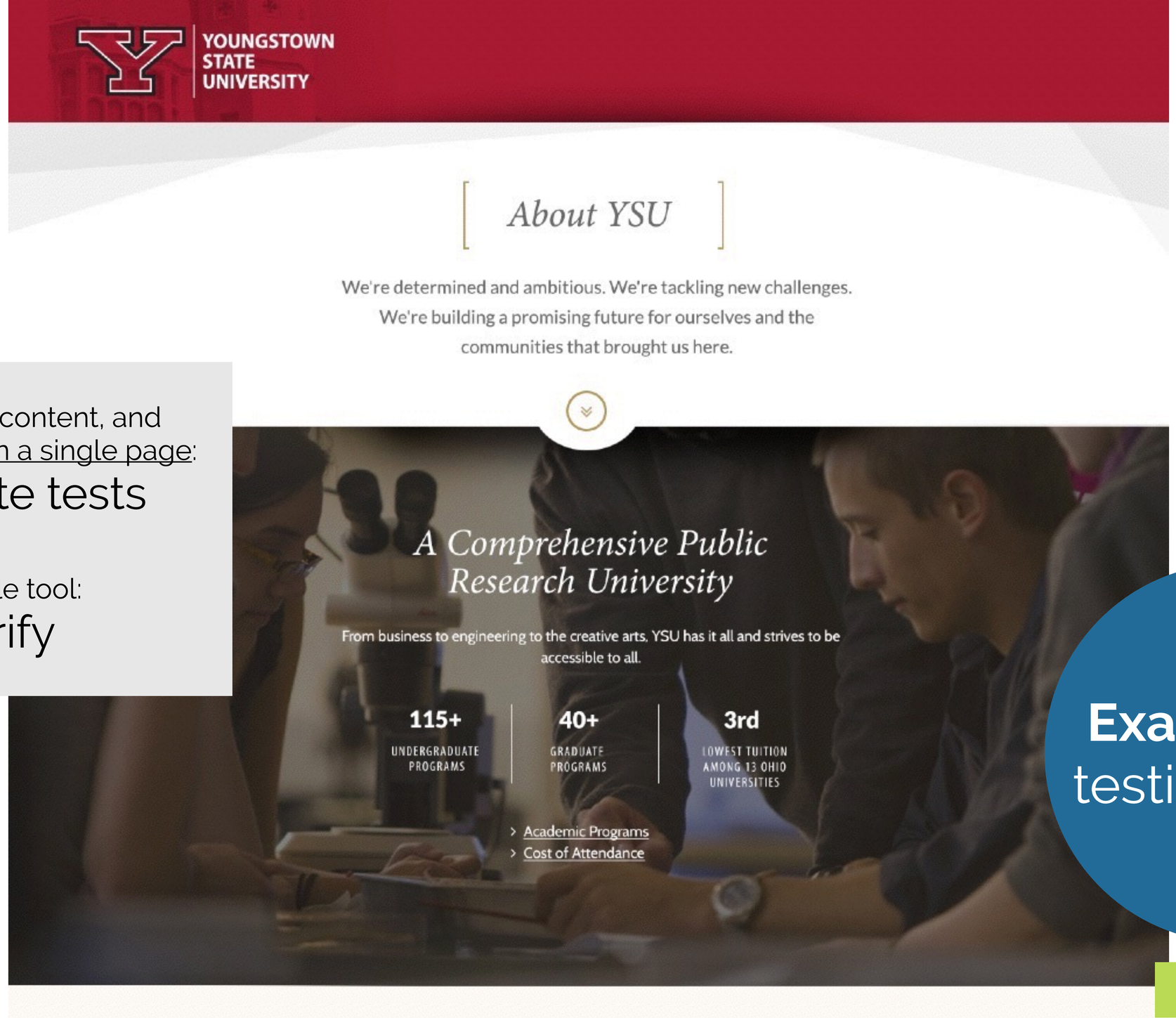


For usability, content, and design issues:

Qualitative user tests

Possible tool:

UserTesting



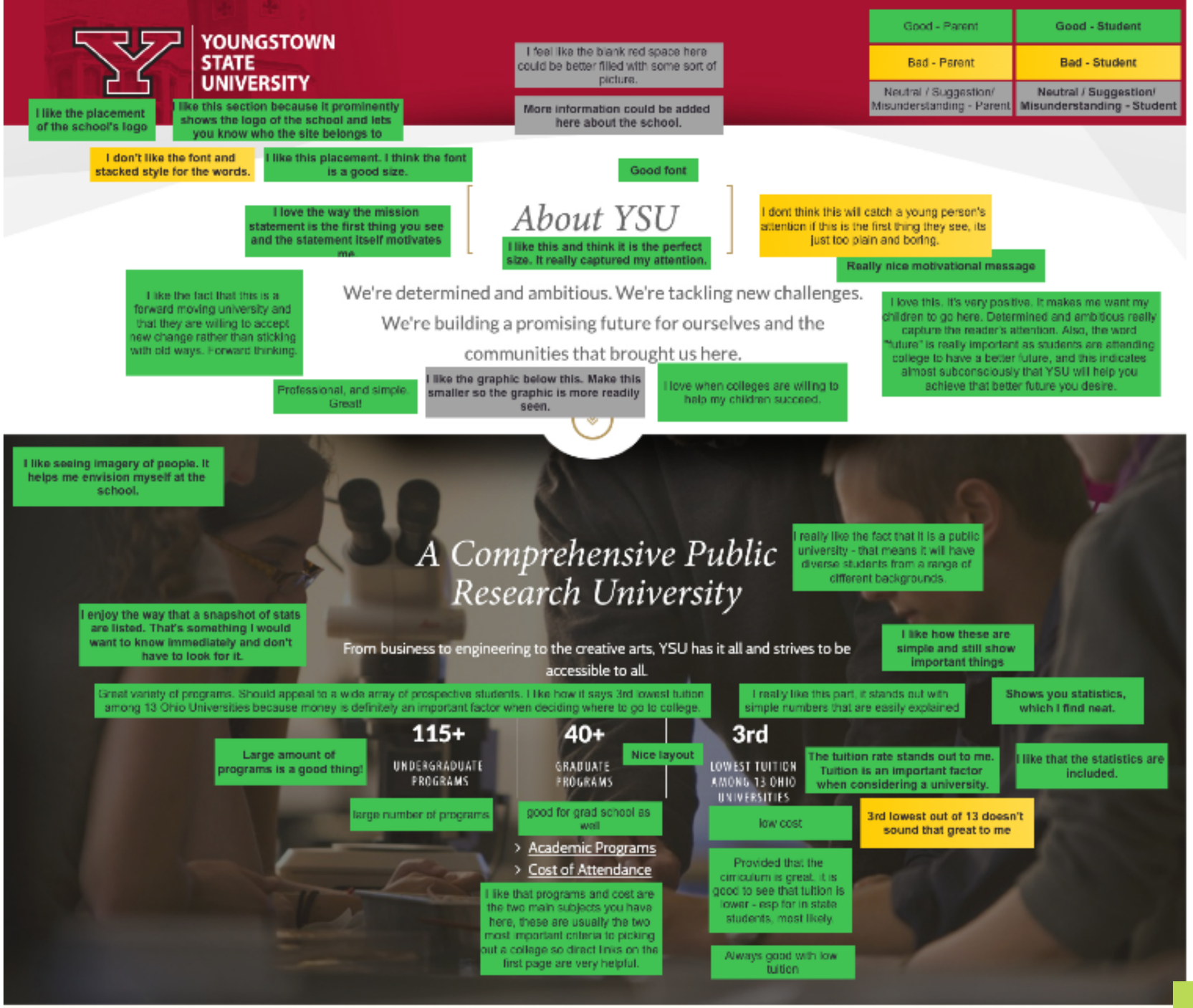
For usability, content, and design issues on a single page:

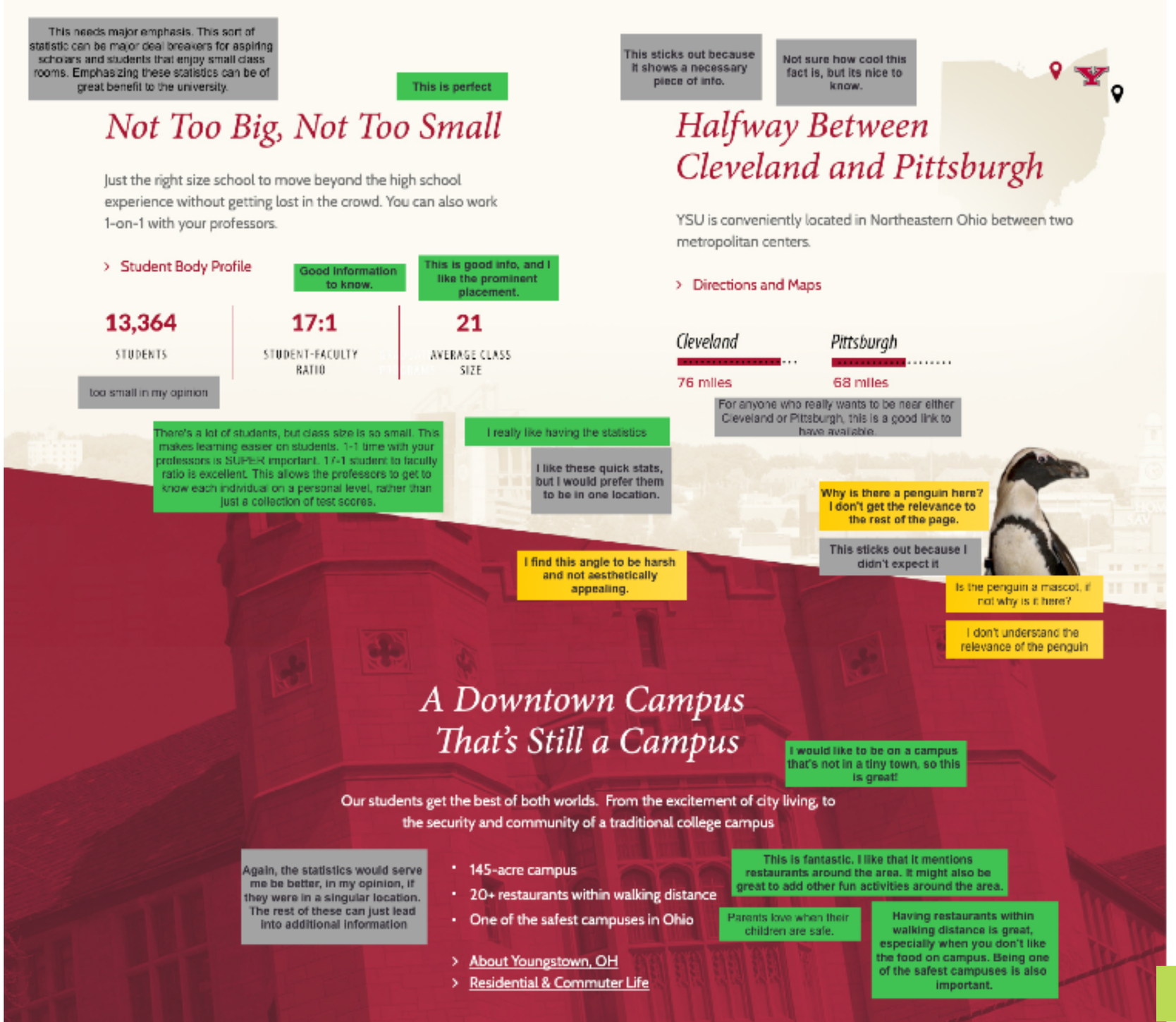
Annotate tests

Possible tool:

Verify

Examine via testing (cont.)


YOUNGSTOWN STATE UNIVERSITY
Good - Parent
Good - Student
Bad - Parent
Bad - Student
Neutral / Suggestion/ Misunderstanding - Parent
Neutral / Suggestion/ Misunderstanding - Student
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.
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 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
About YSU
I like this and think it is the perfect size. It really captured my attention.
I love the way the mission statement is the first thing you see and the statement itself motivates me
I dont 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.
115+
UNDERGRADUATE PROGRAMS
40+
GRADUATE PROGRAMS
3rd
LOWEST TUITION AMONG 13 OHIO UNIVERSITIES
Large amount of programs is a good thing!
Nice layout
The tuition rate stands out to me. Tuition is an important factor when considering a university.
I like that the statistics are included.
large number of programs
good for grad school as well
low cost
3rd lowest out of 13 doesn't sound that great to me
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.
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


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
17:1
STUDENT-FACULTY RATIO
21
AVERAGE CLASS SIZE
too small in my opinion
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
I would like to be on a campus that's not in a tiny town, so this is great!
Our students get the best of both worlds. From the excitement of city living, to the security and community of a traditional college campus
Again, the statistics would serve me be 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

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

I like this introduction of the mascot

Not sure how I feel about this, seems very kiddish

Meet Pete

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

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.

1908
FOUNDED BY THE YMCA

1944
YMCA TRANSFERRED LEADERSHIP

1967
JOINED THE OHIO SYSTEM OF HIGHER EDUCATION

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

Revise

#OUTC16 @NewC1ty

Preventive Care — Continuous Improvement

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: apaacrcred@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

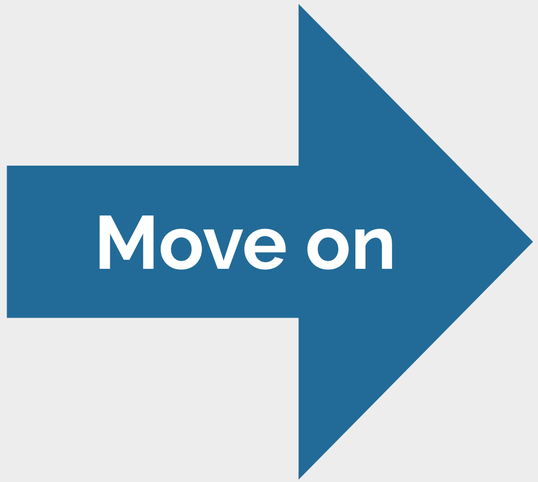
EDUCATIONAL RESEARCH METHODS & ASSESSMENT COURSES – AU BULLETIN

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

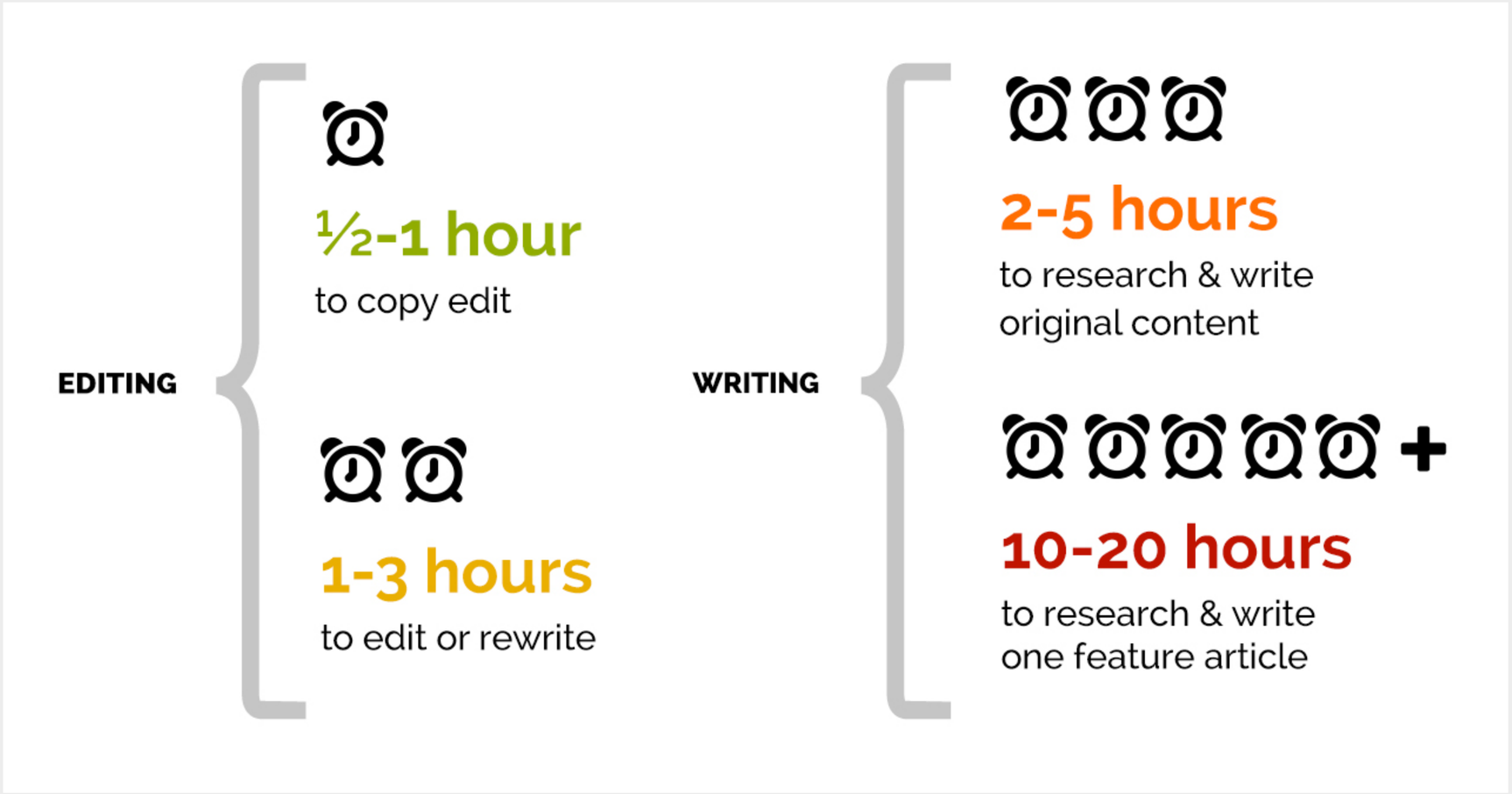
Source: FreeImages.com/abcdz2000

Preventive Care — New Content Creation

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



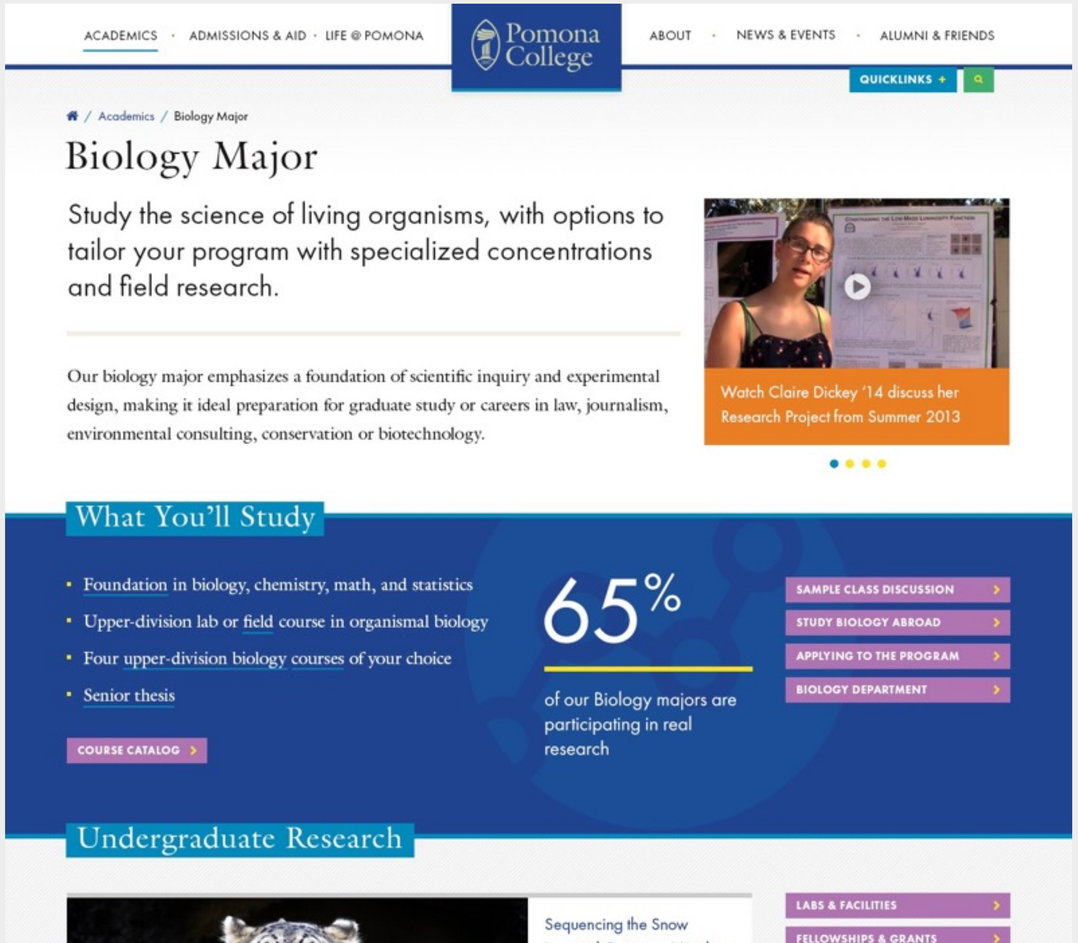
NewCity blog article:

How Long Does Good Web Content Take?

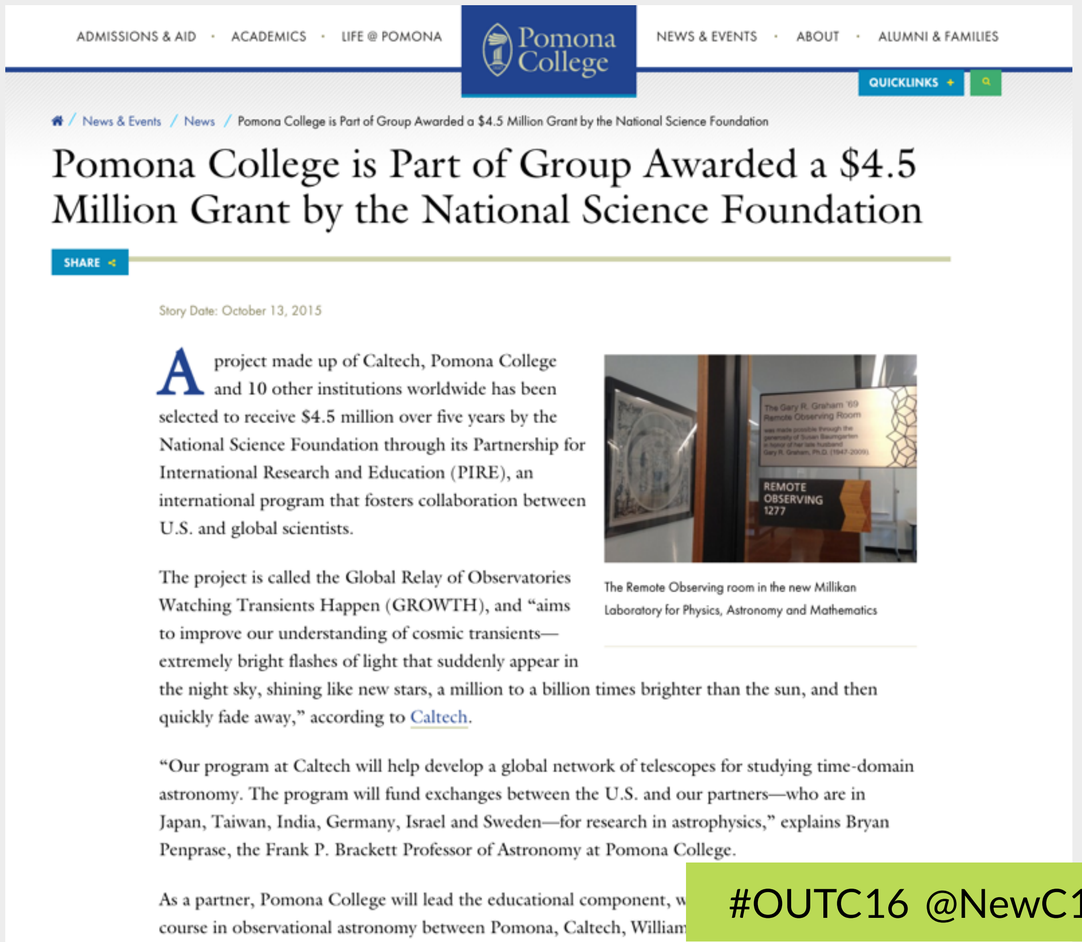
ow.ly/XR3Pi

Be realistic (cont.)

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



-or-



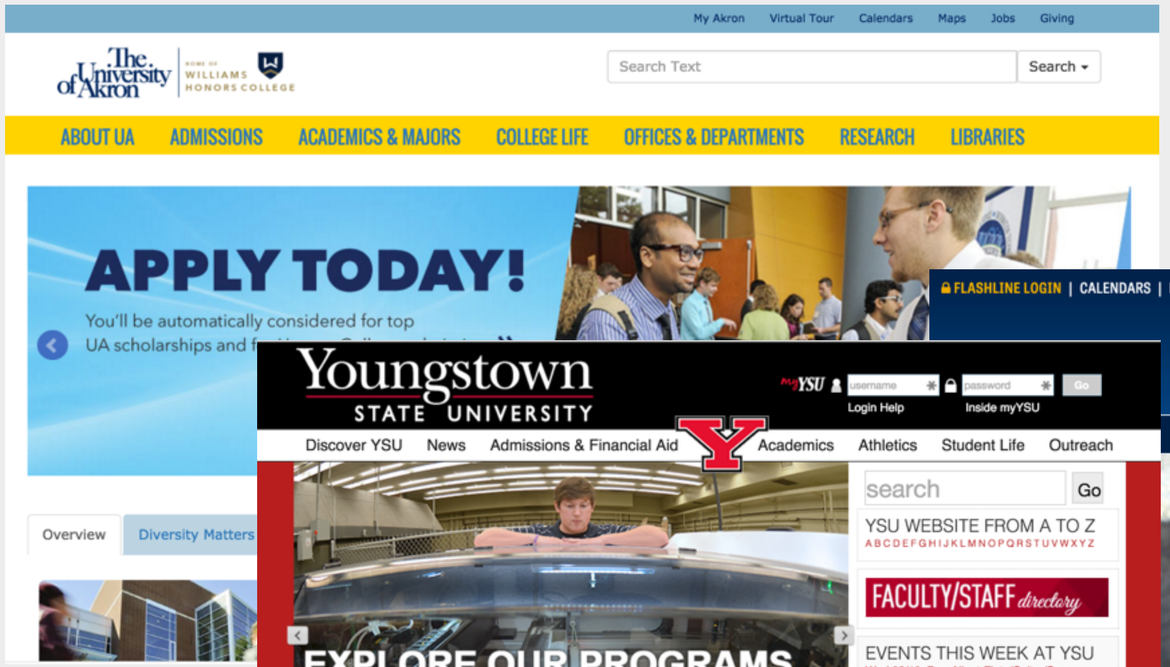
Source: FreeImages.com/Iwan Beijes

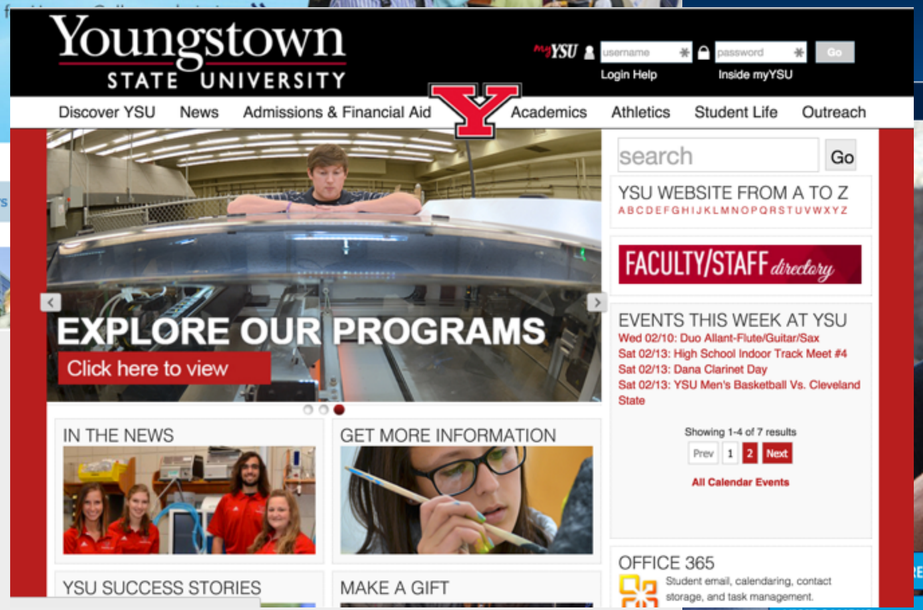
Talk to your stakeholders

Pre-op

Understand perceptions

- How does your website compare to your competitors?





#OUTC16 @NewC1ty

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
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_alur	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	
graduateschool.vt.edu/academics/awards/stud	6	41	1	100.00%	33.33%	delet	
graduateschool.vt.edu/academics/awards/stud	7	38.5	3	66.67%	42.86%	edi	
graduateschool.vt.edu/academics/classes	1912	44.36	40	30.43%	19.98%	N	
graduateschool.vt.edu/academics/commencem	4557	75.76	1863	45.71%	34.50%	N	
graduateschool.vt.edu/academics/commencem	3544	149.33	2484	68.96%	70.91%	ed	
graduateschool.vt.edu/academics/deadlines	4974	53.07	826	18.85%	17.45%	dele	
graduateschool.vt.edu/academics/degree_com	5133	52.4	637	32.86%	25.01%	NewCity	
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	

Audit your site

#OUTC16 @NewC1ty

A new kind of redesign...
#OUTC16 @NewC1ty

Questions?

Feel free to reach out…

jennie@insidenewcity.com

Review

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)