



Selling UX  
@davidpoteet  
#cor9 #heweb15





# David Poteet



- President, NewCity
- User Experience (UX) Architect

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***What do we mean when we say UX?***

# What is “User Experience?”



Audience  
Research



Strategy



User-Centered  
Design



Content  
Strategy



Usability  
Testing



Analytics





***Misconceptions***





***Why is UX worth selling?***

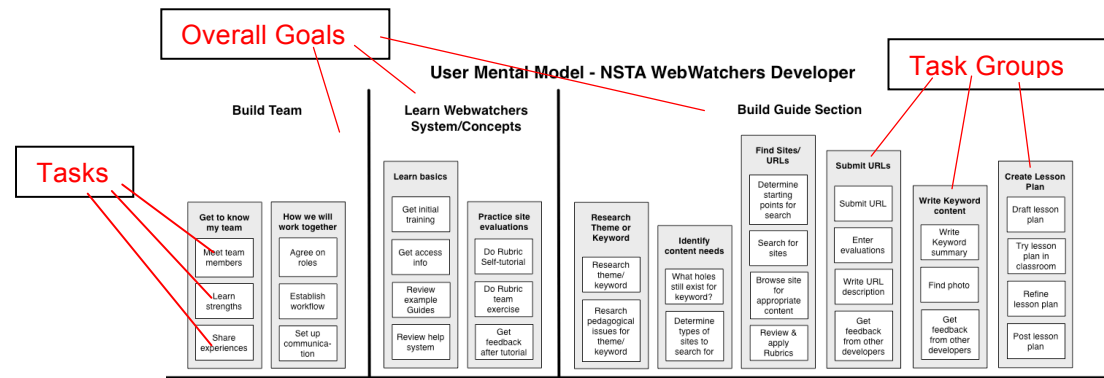


# Objections to UX?





3. From these interviews, **extract tasks** that they would try to accomplish on the site, and **group tasks into overall goals**, similar to that shown below. This allows us to see, for example, the way students approach the goal of choosing the right school (this idea is sometimes called a “mental model”).



4. **Find the words that our audiences care about.** We conduct a “Carewords” analysis to find the language and links that motivate your audience. “Carewords” or “trigger” words are the words your audiences care about, when they come to your site with particular goals. They are the words people type into a search engine when trying to answer a question or solve a problem. When they see these words, they think “Aha, I’m on the right trail. I’ll try this link.”

Many organizations fall into the trap of writing links and structuring the site around words and concepts that make great sense to someone *inside* the organization, but little sense to those *outside*, who are of course the actual audience.

To do this analysis, we will collect links and phrases commonly found on university home pages, adding common search terms related to university web sites. We then survey between 50 and 100 people within each audience and ask them to rank the top 10 words they would look for on the home page. By averaging the results, we learn what words and phrases we should use in our primary navigation and page content.

5. **Develop Personas** to help us think from the perspective of our audience. Based on the interviews and any other existing VT market research, we will create six or seven “Personas,” or archetypal site users, that represent typical users within the key audiences. Personas are not averages. They are believable examples of people in our target audiences.

**Jesse Durrell**  
Prospective Student

Age: 17  
Hometown: Norfolk, VA  
Personality Profile: ENTP

“I’m pretty sure about biology, but I still want to play cello. I want to have time for life too.”

Jesse is a junior at Tidewater H.S. He discovered a love for music when he was six, and has been taking cello lessons since age seven. He doesn’t think a career in music is realistic, and he enjoys biology so he hopes to major in that. He juggles school, a part time job, and playing in the youth symphony. He’s easily influenced by his friends though, and a couple of times it’s gotten him in trouble.

Narrative continues...

**Jesse’s Goals:**

- Decide whether I want to pursue biology as career. What can I do with the degree? Do I need a graduate degree to get a good job?
- Find a school with a good biology program AND a good symphonic music program.
- I’d like to go where some of my friends from H.S. are going, but I want to be able to make new friends too. I don’t want to get lost in the crowd.

# Selling Virginia Tech on mental models



- First use of this method in higher ed (2005)
- Make smarter decisions
- Easier to use
- Gap analysis to guide content strategy
- VT will be a leader
- Hey, we’re a research institution. Shouldn’t we use research for our website?

# Learn to speak their language

Selling UX



- Business
- IT
- Engineering
- Marketing
- Admissions
- Surprise

**This is UX!**





Distinguish  
UT HSCSA  
as  
world-class

---

Establish  
Synergy of  
People, Place,  
performance.



# Increasing

## Selling UX



- user delight
- word of mouth
- applications
- research collaboration
- funding
- prestige / recognition
- your own team's effectiveness
- employee job satisfaction
- whole team focused on things that really matter

# Decreasing

## Selling UX



- user frustration
- operating costs
- complaints
- support phone calls
- fire drills
- reactive mode, service bureau mentality
- wasted time doing non-strategic things



# Face to Face is Key



## Who?

- › Adults who, in the past 12 months, have provided unpaid care to a parent, child, friend, or other loved one
- › Women
- › Whites
- › Adults ages of 18-49
- › Adults with some college education
- › Adults in higher-income households

Source: P... thered Sept. 2012).



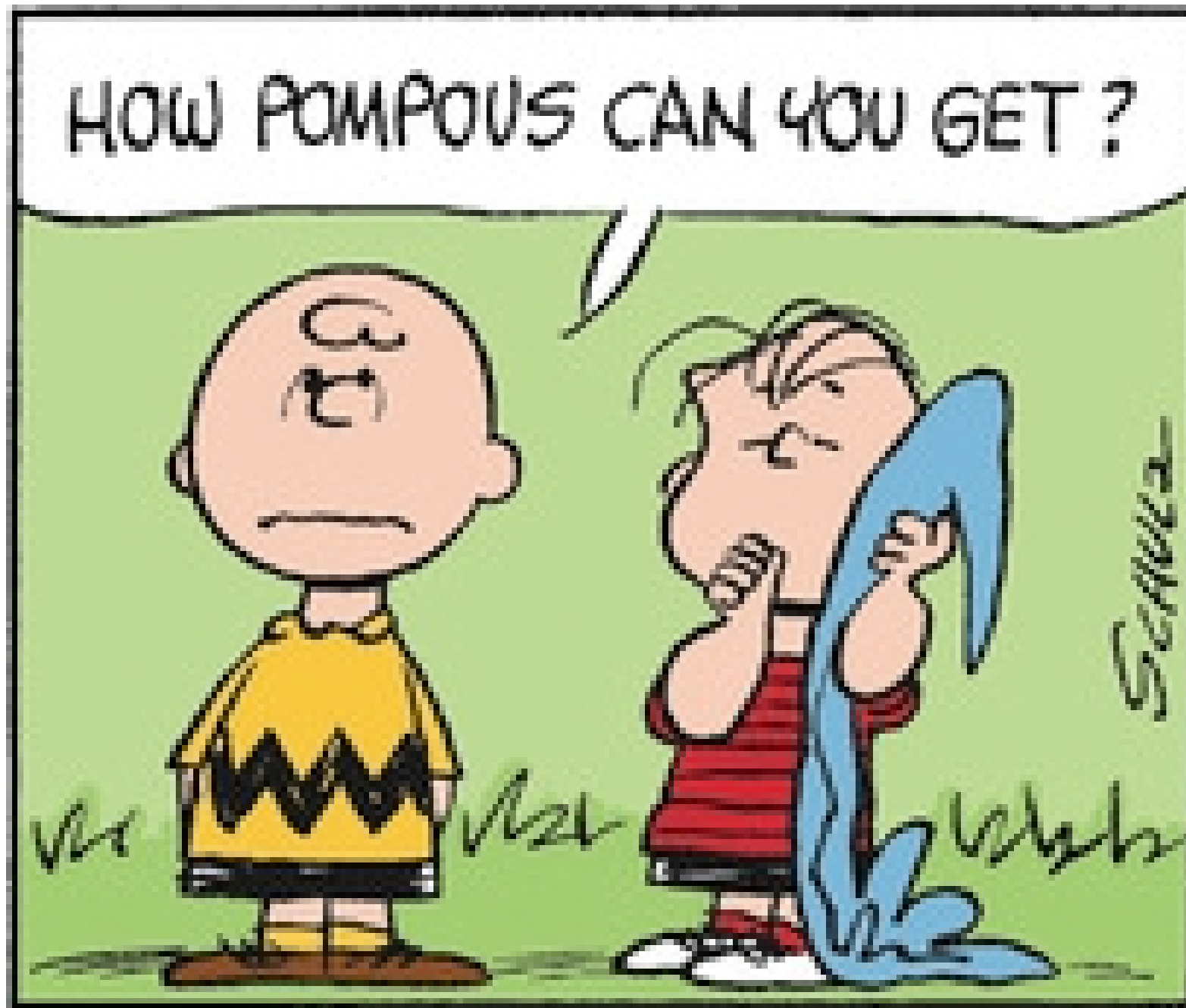
***Take People on the Journey***



# Use Cases



We know what our users want.





# Dueling IA Workshops

Selling UX



- Run simultaneous information architecture sessions with
  - Faculty and Staff
  - Students
- Have them present their solutions to each other





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# Auburn College of Education



- Set of 4 tasks like:
  - You are a high school senior who wants to attend Auburn. You really like Biology, but you aren't sure if you want to teach or be a scientist. You decide to check out the required classes for the Science Education Major to see if it sounds interesting.
- Map out the steps, pages, links you'd follow to get to the right content.



# The “Aha” Moment



## ■ Faculty & Staff group

- Thought students would rely on search to reach most of the goal pages.
- Used internal org chart language for some of the paths.

## ■ Students

- “Umm, we don’t search unless it’s a last resort.”
- “What do those things mean?”





# Design Gut Check





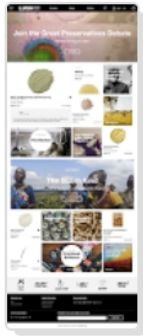
# Design Gut Check

Selling UX



- Show about 20 websites for 20 seconds each
- Score 1 to 5
- Discuss highest and lowest scoring sites





01.png



02.png



03.png



04.png



05.png



06.png



07.png



08.png



09.png



10.png



11.png



12.png



13.png



14.png



15.png



16.png



17.png



18.png



19.png



20.png



21.png



cheat sheet.rtf



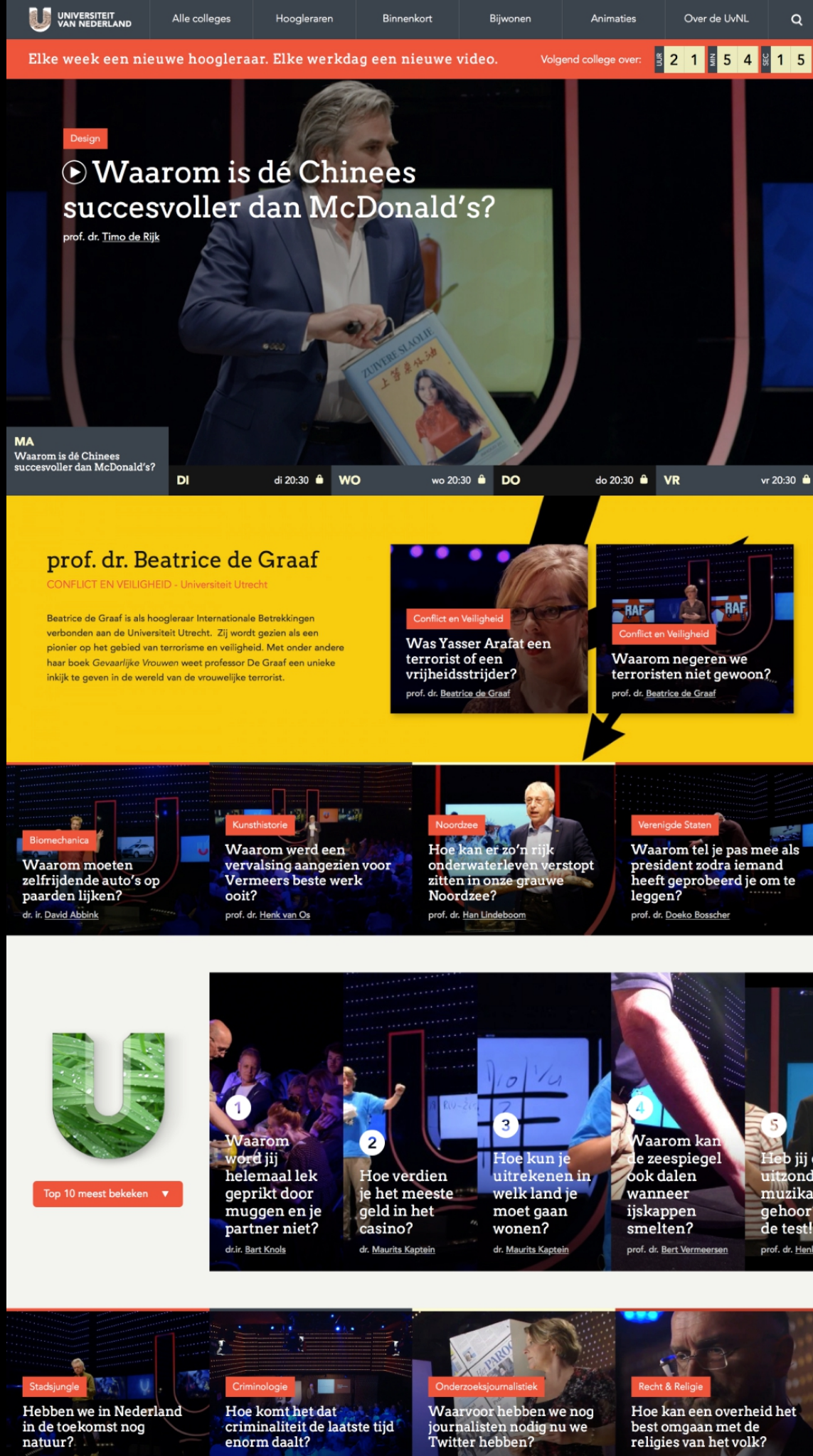
design gut check...

# Faculty & Staff #1: University of the Netherlands

[illegible]

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# Faculty & Staff thought...

- Some of the rollover functionality was interesting
- Liked the clean style of the design
- Modern type
- Vibrant color
- Way too much content, overwhelming
- Thought students would like this one best

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Students hated it.



# University of Hawai'i at Hilo Advising Center



## Great advice

Three ways advising helps



Match your strengths and interests  
with opportunities at UH Hilo



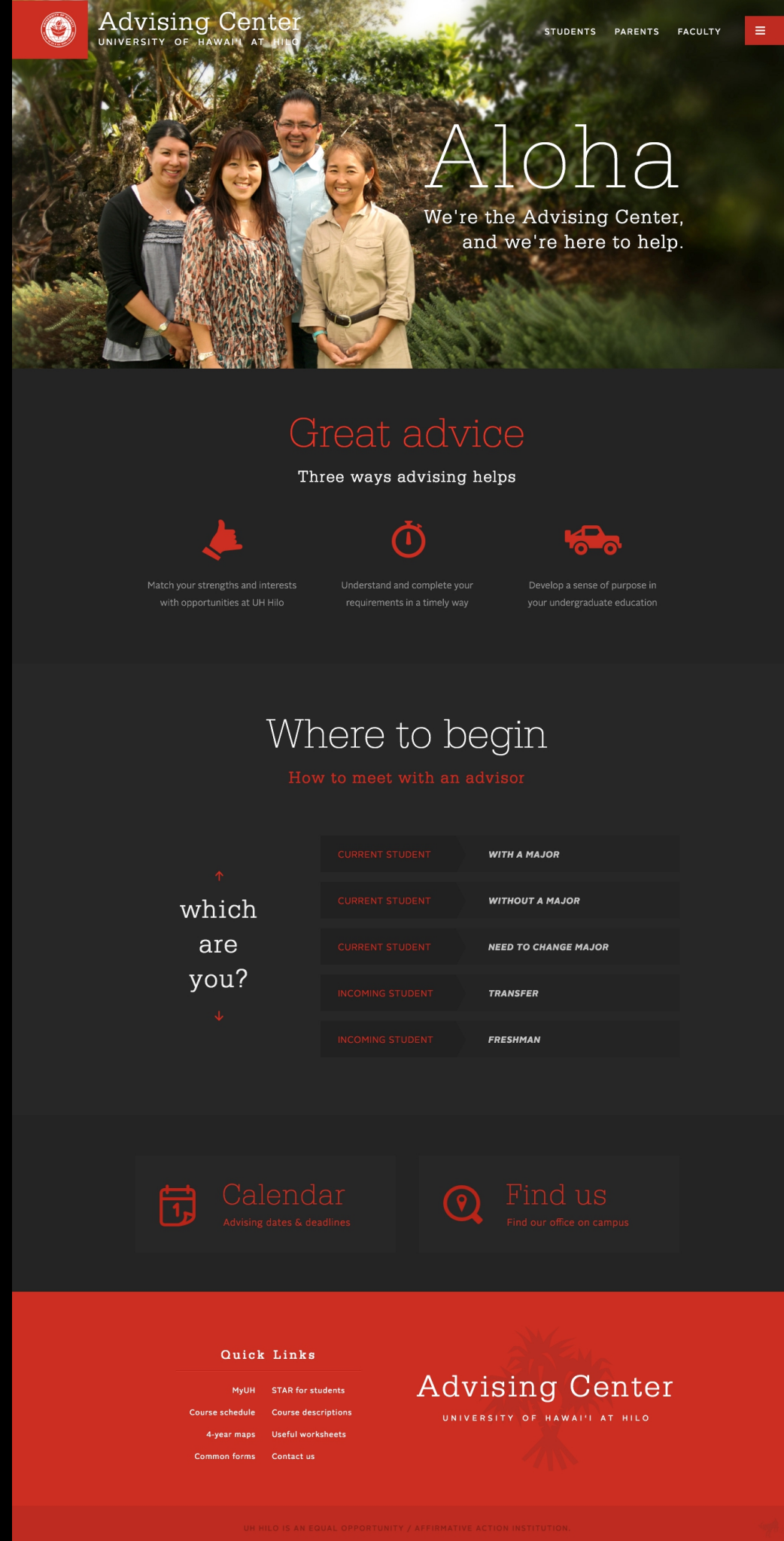
Understand and complete your  
requirements in a timely way



Develop a sense of purpose in  
your undergraduate education

# Faculty & Staff #2

- Simple but impactful design
- Concern about choosing the right photography
- Appreciated focused content and lack of clutter.
- Liked the mobile version.



# Students #1

- Simple clean design.
- A little TOO spaced out though
- Good photography would be a challenge.
- Some thought the image was too big.
- Liked focused, well-written style of content
- Liked hidden content on the page.
- Liked mobile experience
- Animated functionality is purposeful and well thought out: made the site seem polished and crafted.

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## This Month at Bates

Images feature campus life

# Bates

Support Bates

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[Library](#)  
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[Homepage Images](#)

[About Bates](#)  
[Campus & Location](#)  
[Garnet Gateway](#)  
[Email](#)  
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[President](#)  
[Communications](#)  
[Events](#)  
[A-Z Index](#)  
[Login](#)

[Parents](#)  
[Campus Life](#)  
[Athletics](#)  
[Dining Menu](#)  
[Career Development](#)

[Questions & Feedback](#)

Bates College 2 Andrews Road Lewiston, ME 04240

Phone: 1-207-786-6255

## #2: Bates College



- Aversion to content-heavy homepages
- Color-coded navigation is interesting
- Way too much navigation though
- Transition between the homepage and the rest of the site was jarring

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# Grinders Coffee

 Find a cafe near you

Enter in your postcode to find one of our signature Grinders cafes near you. Coming soon.



**GRINDERS**  
COFFEE SINCE '92

 28° Minas Gerais, Brazil

Tuesday 5:56 pm  
9th of August 2014

Sunny weather  
conditions in this region.

[ABOUT](#) [SOURCE](#) [BLENDS](#) [USING IT](#)

[LATEST](#) [CAFE CULTURE](#) [LEARN](#) [EQUIPMENT](#)

## CAFE CULTURE

Cafe Culture is dedicated to the passionate baristas that make each coffee unforgettable.

[READ MORE](#)



## Brazil

ESPRESSO BLEND  
Locally Roasted

The Brazil Style blend, popular among many cafes, has been a Grinders' classic...

[VIEW ALL](#)

STRENGTH

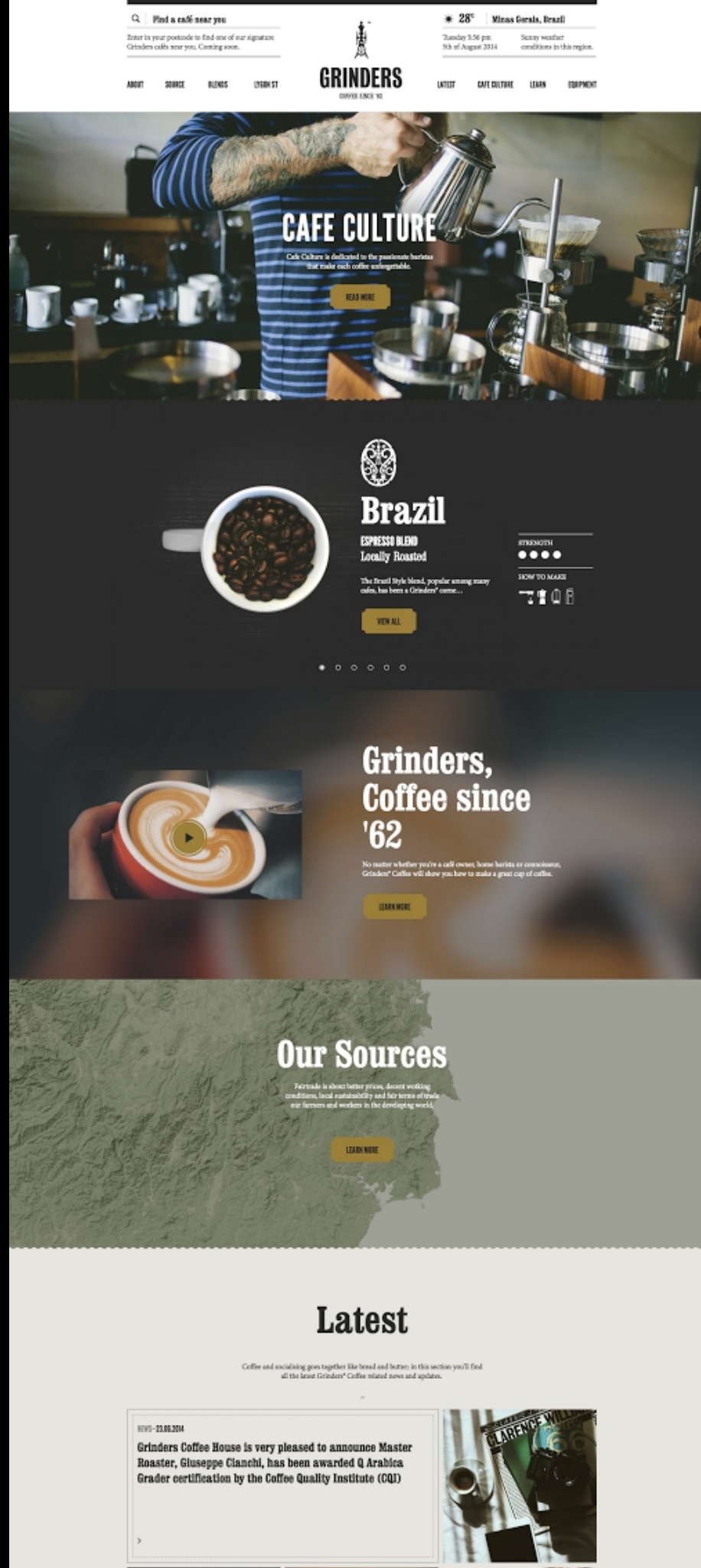


HOW TO MAKE



# Faculty & Staff #3

- Color palette and white background on secondary pages
- Highly structured top navigation, the fact that the navigation bar is sticky
- Centered logo and the animation to the logomark alone in the sticky navigation
- Type ornaments
- Use of serif fonts, though this isn't necessarily the right font for Pomona
- This site has a very distinct style and personality, that the company "owns" that image.



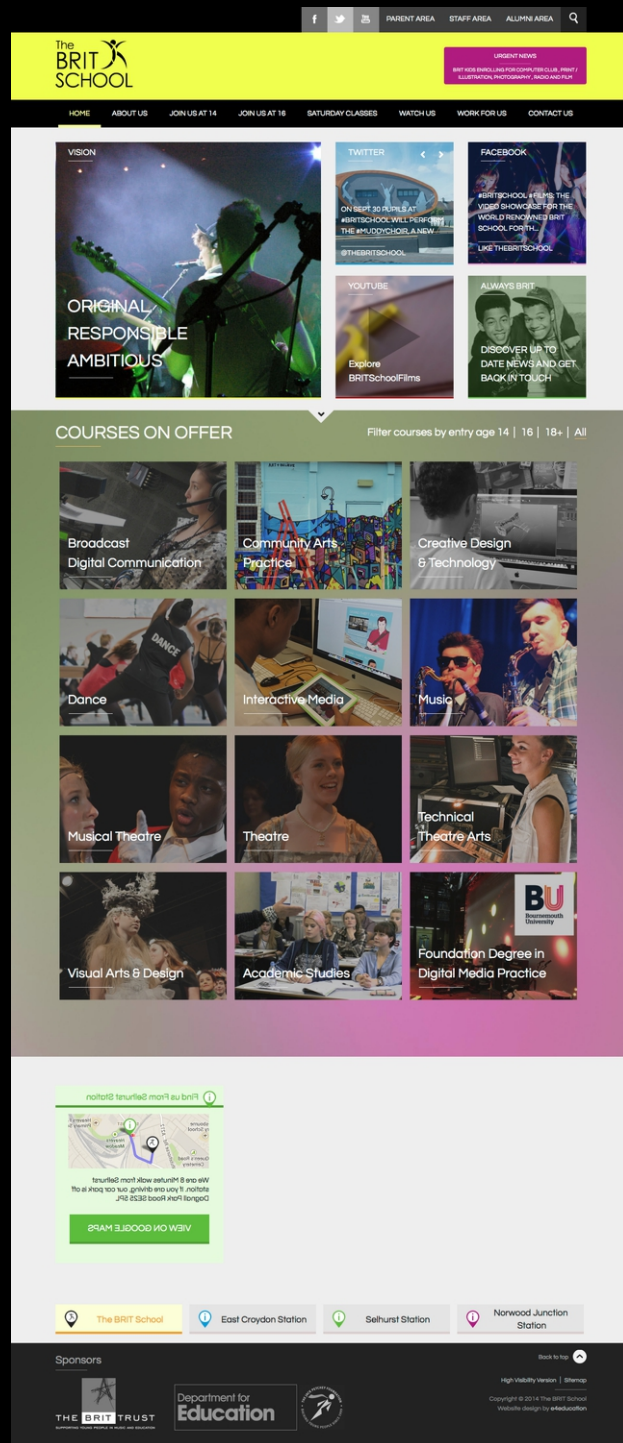
# Students #3

- Liked the sticky top navigation a lot
- Structured, neat top navigation layout
- Centered logo
- Subtle parallax
- Idea of using texture or location photos in the background to give a sense of place
- Targeted, uncluttered content is good.

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# And the 3 losers were...



The Brit School



Tommy



Dick's Sporting Goods  
Women's Fitness

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## From Punk to Tolkien, First-Years Dive Into Critical Inquiry Courses

MORE >



### SPOTLIGHT



[Pomona Working With Diverse Group of Universities to Improve College Admission Process](#)

LEARN MORE >

### FEATURED EVENT



**Oct 6, 2015**  
[Ashé Africa Lecture: Kenyan Author Ngugi wa Thiong'o](#)

CALENDAR >

### FEATURED NEWS



[New York Times Names Pomona One of the Top 10 Colleges "Doing the Most for Low-Income Students"](#)

ALL HEADLINES >

### SOCIAL MEDIA HUB >

333 N. College Way  
Claremont, CA 91711  
(909) 621-8000

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[Employment](#)

### SUPPORT POMONA COLLEGE

"I donate because I think small classes, where everyone can have their voices heard, are one of the best things about Pomona."

— Dan Mynick '15

[Support Pomona College >](#)



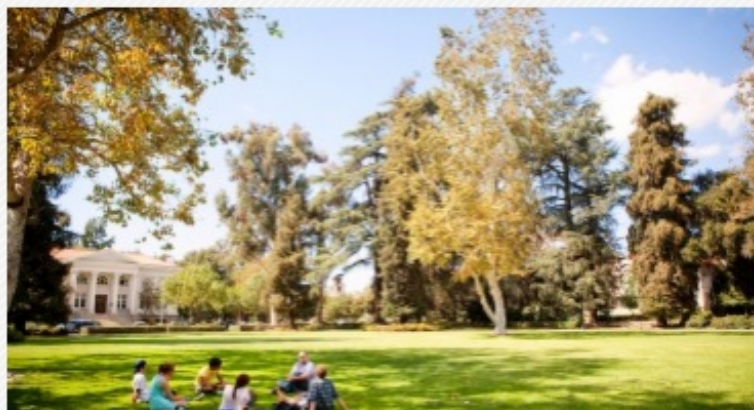


## From Punk to Tolkien, First-Years Dive Into Critical Inquiry Courses

MORE >



### SPOTLIGHT



### FEATURED EVENT



### FEATURED NEWS





# Prove it with Data

## Selling UX



- Staff thought prospective students mostly used social media, not the website.
- Intercept survey showed 34% of site visits were prospective students
  - and that was in June/July



I am the user.



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# Sanger staff said...

Selling UX



- “Our site is by and for scientists, so maybe we (scientific stakeholders) don't care if it's off-putting to lay persons.”



# Let them hear it

## Selling UX



"The Sanger website **really isn't for me**. It's for journalists, investors, people interested in a general interest... A lot of times I'll end up at an FTP site."

Researcher in academia

"I don't actually go to the Sanger website almost ever."

Researcher in independent lab who uses Mouse Genome Project

# Let them hear it

## Selling UX



"The Sanger website is designed for **very, very specialized** scientists in bioinformatics. It is not very conducive to a traditional biologist."

Early career researcher

"Went into the science groups, I found you get to **some really nerdy tables that are hard to interpret, except as a deep expert**... Are [scientists] getting what they want or what they think is reasonable when drilling down?"

Senior researcher in industry



# Prove it with Data

## Selling UX



- Sanger scientists thought no one came to their website for tools and data.
- “I’m scientist and we all go to Sourceforge or GitHub for that.”

# Marrying UX to Analytics



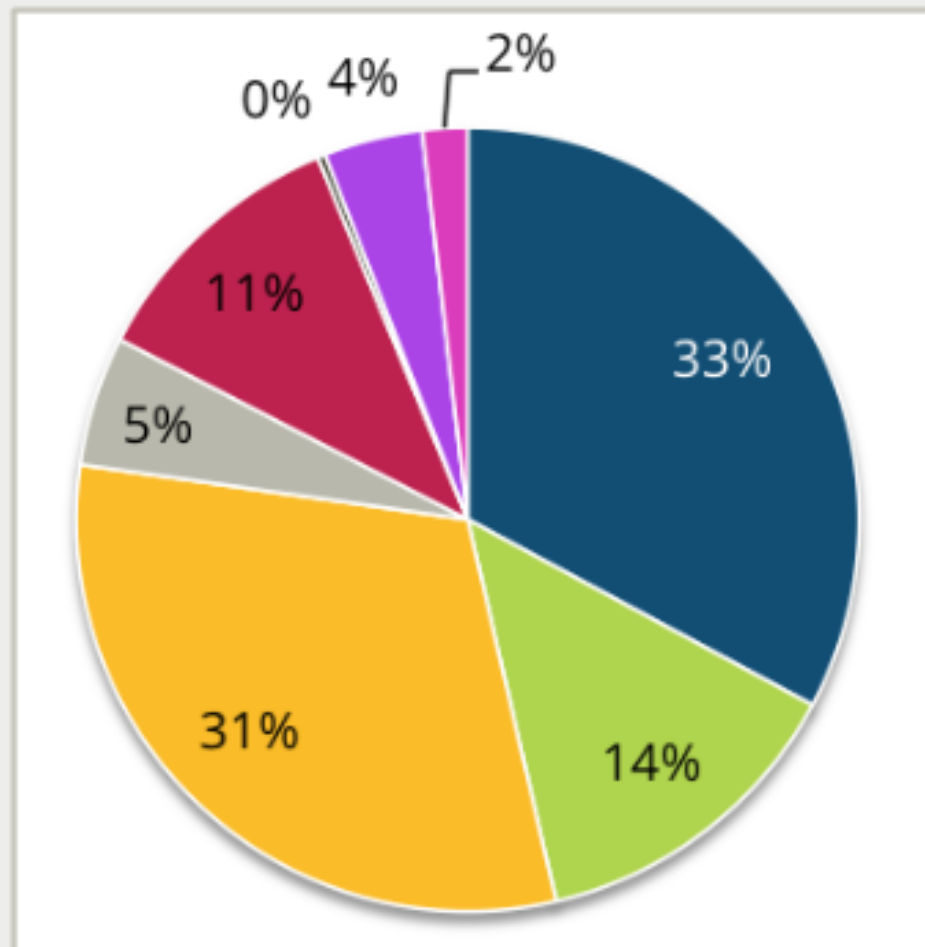
- Informs initial UX decisions
- Long-term commitment to improving experience
- Stronger results over time
- Powerful stories



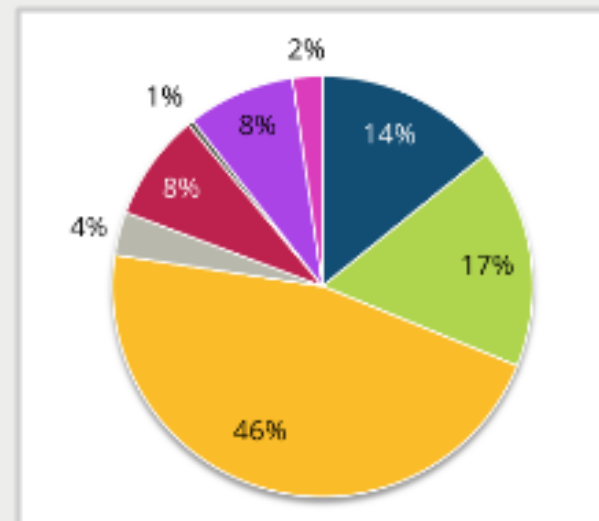
# Entrances by traffic type



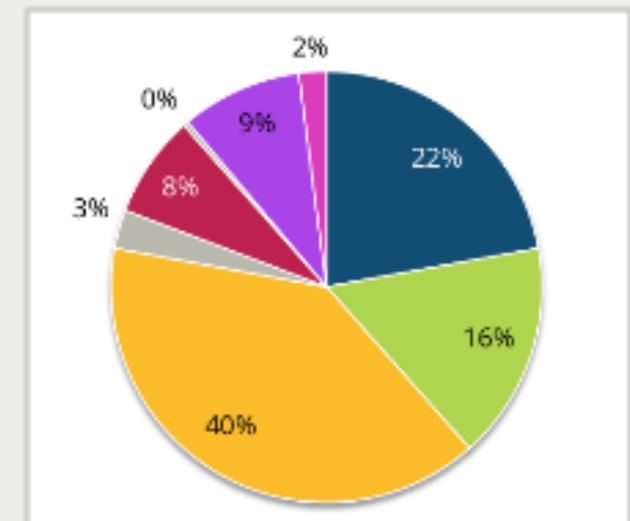
All External



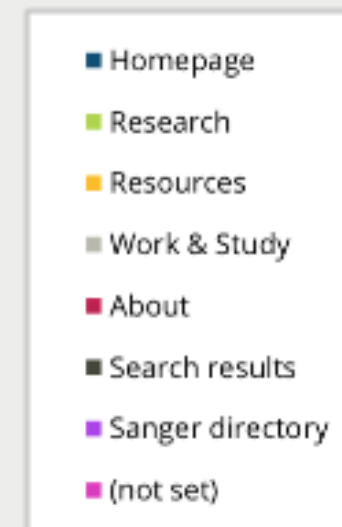
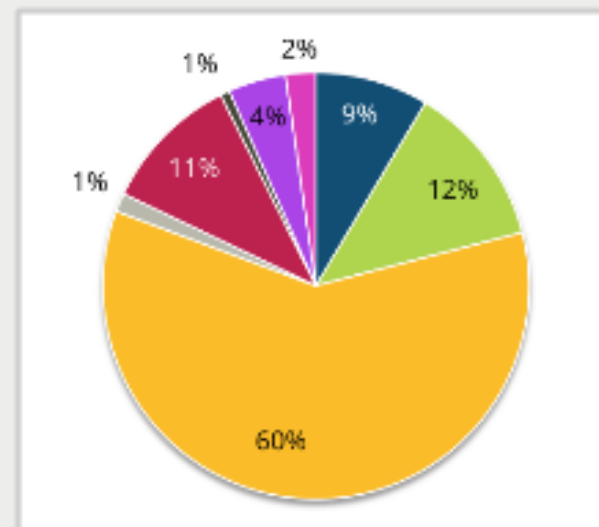
Academic



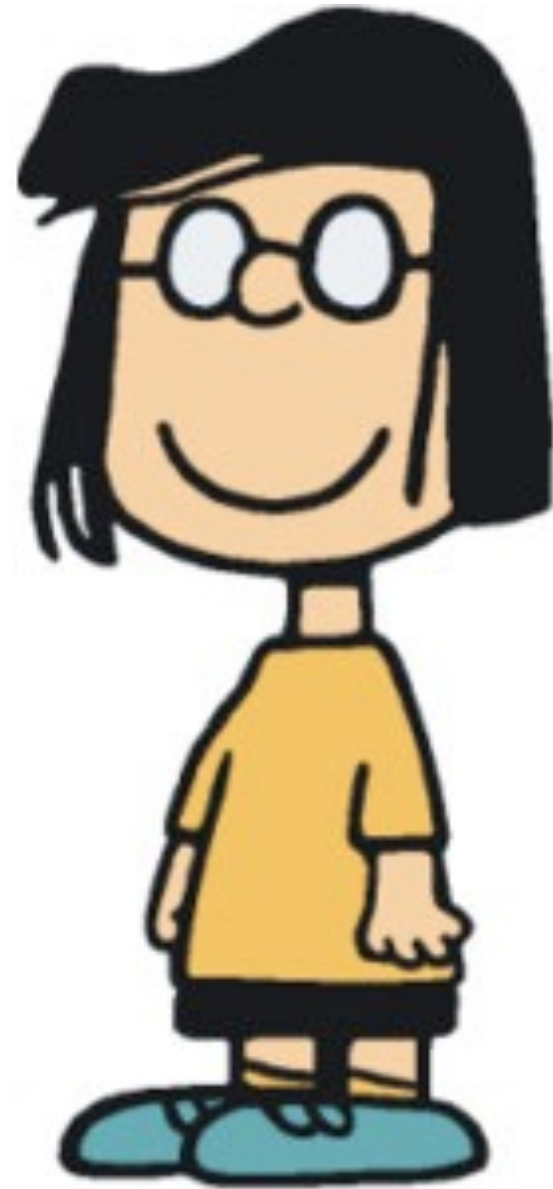
Institutes & Nonprofits



Government



I am the expert.





## We build our team around a noble cause.

We bring together pioneers of all kinds. Philosophers who search for new ways to think about global problems. Innovators who contribute to our legacy of discovery. Our community is a place for bold thinkers who will work hard alongside us as we change the world for the better

Job Postings 



### Teams & Roles

Learn more about our scientific teams and their work. Access software tools and genomic data.

### Benefits

Learn more about our scientific teams and their work. Access software tools and genomic data.

### Life at Sanger

Learn more about our scientific teams and their work. Access software tools and genomic data.

"We are developing a comprehensive molecular understanding of breast cancer that will lead to revolutions in clinical and treatment decisions."

First Last Name

Job title on her work in finding novel genes in breast cancer



## Part of the Wellcome Trust Genome Campus

The Genome Campus is a 55-acre estate south of Cambridge in the grounds of Hinxton Hall. Home to two world-class research facilities: the Sanger Institute and the European Bioinformatics Institute (EBI). Throughout the years, the adjoining parkland and Wellcome Trust funded wetland sites have developed a diverse ecosystem: the facilities are enjoyed by dog-walkers, families and local people.



At Sanger, we aspire to be equally accessible to all applicants irrespective of age, gender or country of origin.

Diversity and Equality

Sex in Science Programme



## We build our team around a noble cause.

We bring together pioneers of all kinds. Philosophers who search for new ways to think about global problems. Innovators who contribute to our legacy of discovery. Our community is a place for bold thinkers who will work hard alongside us as we change the world for the better

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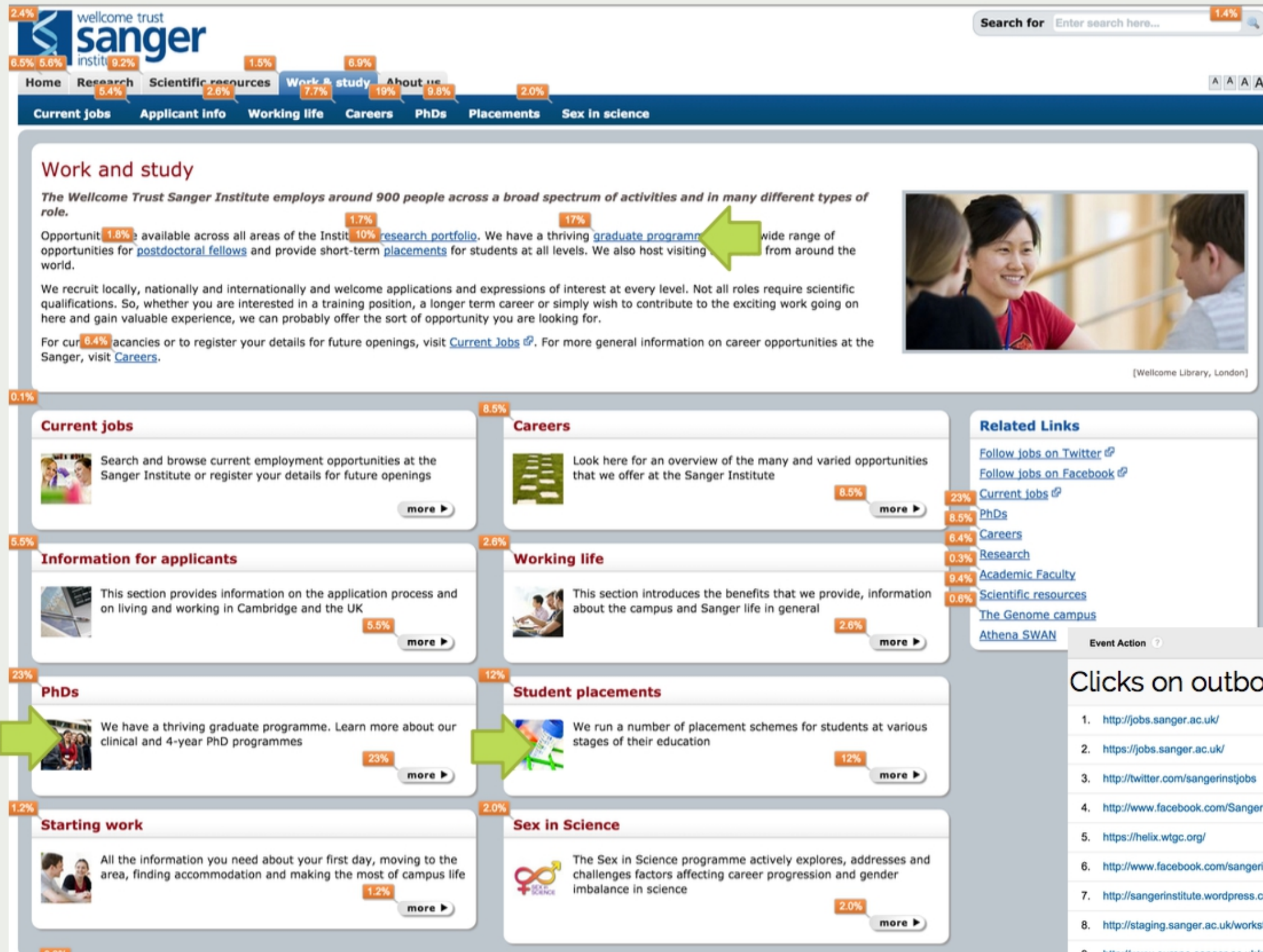
Learn more about our scientific teams and their work. Access software tools and genomic data.

"We are developing a comprehensive molecular understanding of breast cancer that will lead to revolutions in





# Work and Study top-level page



Event Action	Total Events
Clicks on outbound links	2,297 % of Total: 0.82% (279,840)
1. <a href="http://jobs.sanger.ac.uk/">http://jobs.sanger.ac.uk/</a>	1,534 (66.84%)
2. <a href="https://jobs.sanger.ac.uk/">https://jobs.sanger.ac.uk/</a>	713 (31.07%)
3. <a href="http://twitter.com/sangerinstjobs">http://twitter.com/sangerinstjobs</a>	20 (0.87%)
4. <a href="http://www.facebook.com/SangerInstituteCareers">http://www.facebook.com/SangerInstituteCareers</a>	16 (0.70%)
5. <a href="https://helix.wtgc.org/">https://helix.wtgc.org/</a>	3 (0.13%)
6. <a href="http://www.facebook.com/sangerinstitute">http://www.facebook.com/sangerinstitute</a>	2 (0.09%)
7. <a href="http://sangerinstitute.wordpress.com/">http://sangerinstitute.wordpress.com/</a>	1 (0.04%)
8. <a href="http://staging.sanger.ac.uk/workstudy/placements/">http://staging.sanger.ac.uk/workstudy/placements/</a>	1 (0.04%)
9. <a href="http://www.eurmedia.sanger.ac.uk/resources/">http://www.eurmedia.sanger.ac.uk/resources/</a>	1 (0.04%)
10. <a href="#">[unintelligible]</a>	1 (0.04%)

# Section switching /workstudy/

Group pages by: Ungrouped Current Selection: [/workstudy/](#) Show rows: 50

Entrances Sep 1, 2014 - Feb 28, 2015: 19.99% Exits Sep 1, 2014 - Feb 28, 2015: 23.34%

Previous Pages Sep 1, 2014 - Feb 28, 2015: 80.01% Next Pages Sep 1, 2014 - Feb 28, 2015: 76.66%

Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews
/	5,050	23.02%	/workstudy/phd/	4,146	23.28%
/resources/			/workstudy/placements/	2,267	12.73%
/research/			/resources/	1,680	9.43%
/about/			/workstudy/career/	1,551	8.71%
/workstudy/phd/			/	1,285	7.22%
/workstudy/placements/			/about/	1,267	7.11%
/about/campus/			/research/	1,154	6.48%
/research/projects/	336	1.81%	/workstudy/information/	995	5.59%
/s/	336	1.81%	/workstudy/working/	474	2.66%
/research/faculty/	310	1.67%	/workstudy/sexinscience/	357	2.00%
/research/projects/cancergenome/	209	1.12%	/workstudy/career/postdocs/	336	1.89%
/workstudy/career/	199	1.07%	/s/	263	1.48%
/research/areas/	197	1.06%	/workstudy/starting/	208	1.17%
/resources/talksandtraining/	190	1.02%	/workstudy/placements/prize.html	135	0.76%
/resources/databases/	172	0.92%	/about/campus/	114	0.64%
/workstudy/information/	171	0.92%	/workstudy/information/applications.html	65	0.36%
/about/people/	166	0.89%	/research/faculty/	64	0.36%
/resources/software/	155	0.83%	/about/contact/	59	0.33%
/about/contact/	117	0.63%	/workstudy/information/moving.html	51	0.29%
/resources/software/artemis/	115	0.62%	/resources/software/artemis/	49	0.28%

Users from /workstudy\* hopping over to other site sections

Event Action	Total Events
Clicks on outbound links	2,297 % of Total: 0.82% (279,840)
1. <a href="http://jobs.sanger.ac.uk/">http://jobs.sanger.ac.uk/</a>	1,534 (66.84%)
2. <a href="https://jobs.sanger.ac.uk/">https://jobs.sanger.ac.uk/</a>	713 (31.07%)
3. <a href="http://twitter.com/sangerinstjobs">http://twitter.com/sangerinstjobs</a>	20 (0.87%)
4. <a href="http://www.facebook.com/SangerInstituteCareers">http://www.facebook.com/SangerInstituteCareers</a>	16 (0.70%)
5. <a href="https://helix.wtgc.org/">https://helix.wtgc.org/</a>	3 (0.13%)
6. <a href="http://www.facebook.com/sangerinstitute">http://www.facebook.com/sangerinstitute</a>	2 (0.09%)
7. <a href="http://sangerinstitute.wordpress.com/">http://sangerinstitute.wordpress.com/</a>	1 (0.04%)
8. <a href="http://staging.sanger.ac.uk/workstudy/placements/">http://staging.sanger.ac.uk/workstudy/placements/</a>	1 (0.04%)
9. <a href="http://www.europe.sanger.ac.uk/resources/">http://www.europe.sanger.ac.uk/resources/</a>	1 (0.04%)
10. <a href="http://www.hinxton.org/">http://www.hinxton.org/</a>	1 (0.04%)

\* data on all outbound links to sanger subdomains (e.g., [jobs.sanger.ac.uk](http://jobs.sanger.ac.uk)) from 9 Dec. 2014–28 Feb. 2015



# Section switching to /about/

Users from  
/workstudy\*  
hopping over  
to /about/

Group pages by: Ungrouped

Current Selection: /about/

Show rows: 50

Entrances Sep 1, 2014 - Feb 28, 2015: 9.24%

Previous Pages Sep 1, 2014 - Feb 28, 2015: 90.76%

Previous Page Path	Pageviews	% Pageviews
/	7,447	48.28%
/workstudy/	1,267	8.21%
/research/	566	3.67%
/about/contact/	388	2.52%
/resources/	345	2.24%
/s/	330	2.14%
/workstudy/placements/	293	1.90%
/research/faculty/	223	1.45%
/about/campus/	200	1.30%
/about/people/	190	1.23%
/about/what/	186	1.21%
/about/history/	137	0.89%
/research/projects/	128	0.83%
/workstudy/sexinscience/	119	0.77%
/research/areas/	109	0.71%
/workstudy/phd/	106	0.69%
/research/projects/cancergenome/	96	0.62%
/workstudy/career/	87	0.56%
/workstudy/information/	76	0.49%

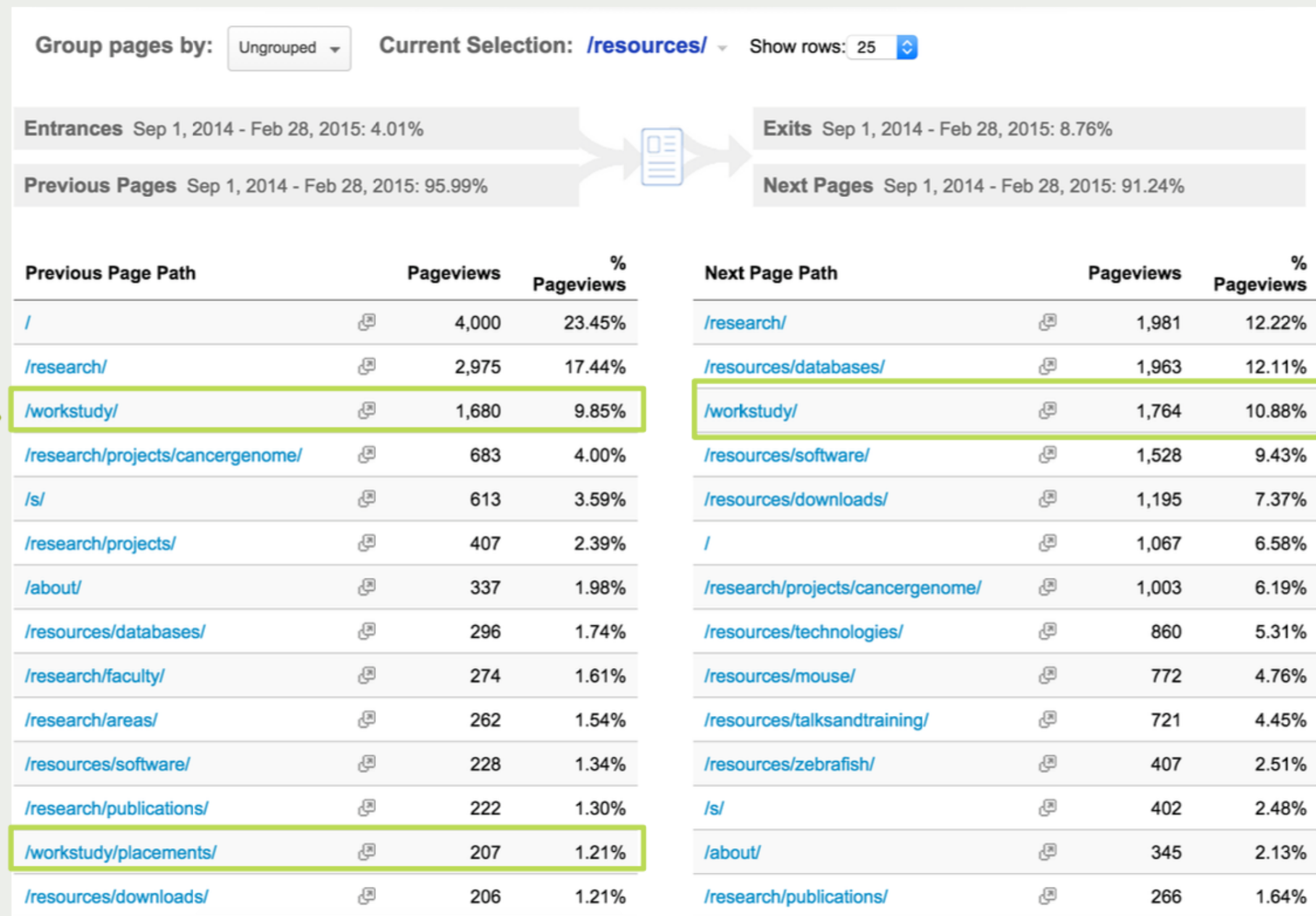
Exits Sep 1, 2014 - Feb 28, 2015: 19.02%

Next Pages Sep 1, 2014 - Feb 28, 2015: 80.98%

Next Page Path	Pageviews	% Pageviews
/about/contact/	3,552	25.83%
/	1,573	11.44%
/about/people/	1,491	10.84%
/about/campus/	1,098	7.99%
/workstudy/	1,002	7.29%
/about/what/	811	5.90%
/about/history/	712	5.18%
/research/	440	3.20%
/about/how/	367	2.67%
/resources/	337	2.45%
/about/press/	221	1.61%
/s/	210	1.53%
/about/engagement/	207	1.51%
/about/history/hgp/	202	1.47%
/about/how/organisation.html	129	0.94%
/research/faculty/	112	0.81%
/resources/talksandtraining/	74	0.54%
/workstudy/placements/	62	0.45%
/about/translation/	58	0.42%

# Section switching to /resources/

Users from /workstudy hopping over to /resources





# Section switching to /research/

Users from  
/workstudy\*  
hopping over to  
/research/

Group pages by: <input type="button" value="Ungrouped"/>			Current Selection: <a href="#">/research/</a>		Show rows: 50	
Entrances Sep 1, 2014 - Feb 28, 2015: 6.36%			Exits Sep 1, 2014 - Feb 28, 2015: 11.53%			
Previous Pages Sep 1, 2014 - Feb 28, 2015: 93.64%			Next Pages Sep 1, 2014 - Feb 28, 2015: 88.47%			
Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews	
/	8,897	38.53%	/research/areas/	4,384	20.11%	
/resources/	1,981	8.58%	/	3,069	14.08%	
/workstudy/	1,154	5.00%	/resources/	2,975	13.64%	
/s/	909	3.94%	/research/faculty/	2,800	12.84%	
/workstudy/placements/	724	3.14%	/research/projects/	2,507	11.50%	
/research/areas/	558	2.42%	/workstudy/	1,516	6.95%	
/about/	440	1.91%	/s/	814	3.73%	
/research/faculty/	432	1.87%	/about/	566	2.60%	
/research/projects/	397	1.72%	/research/publications/	541	2.48%	
/research/areas/cellulargenetics/	357	1.55%	/research/areas/cellulargenetics/	203	0.93%	
/resources/software/	303	1.31%	/workstudy/placements/	188	0.86%	
/resources/databases/	272	1.18%	/research/initiatives/globalhealth/	170	0.78%	
/workstudy/phd/	230	1.00%	/about/press/features/	123	0.56%	
/resources/downloads/	222	0.96%	/resources/technologies/	114	0.52%	
/about/what/	212	0.92%	/about/what/genomics.html	96	0.44%	
/workstudy/information/	182	0.79%	/research/faculty/mstratton/	94	0.43%	
/resources/mouse/	177	0.77%	/resources/software/	85	0.39%	
/about/people/	173	0.75%	/resources/databases/	63	0.29%	
/workstudy/phd/fouryearphd.html	156	0.68%	/workstudy/phd/	52	0.24%	
/workstudy/career/	126	0.55%	/resources/downloads/	45	0.21%	

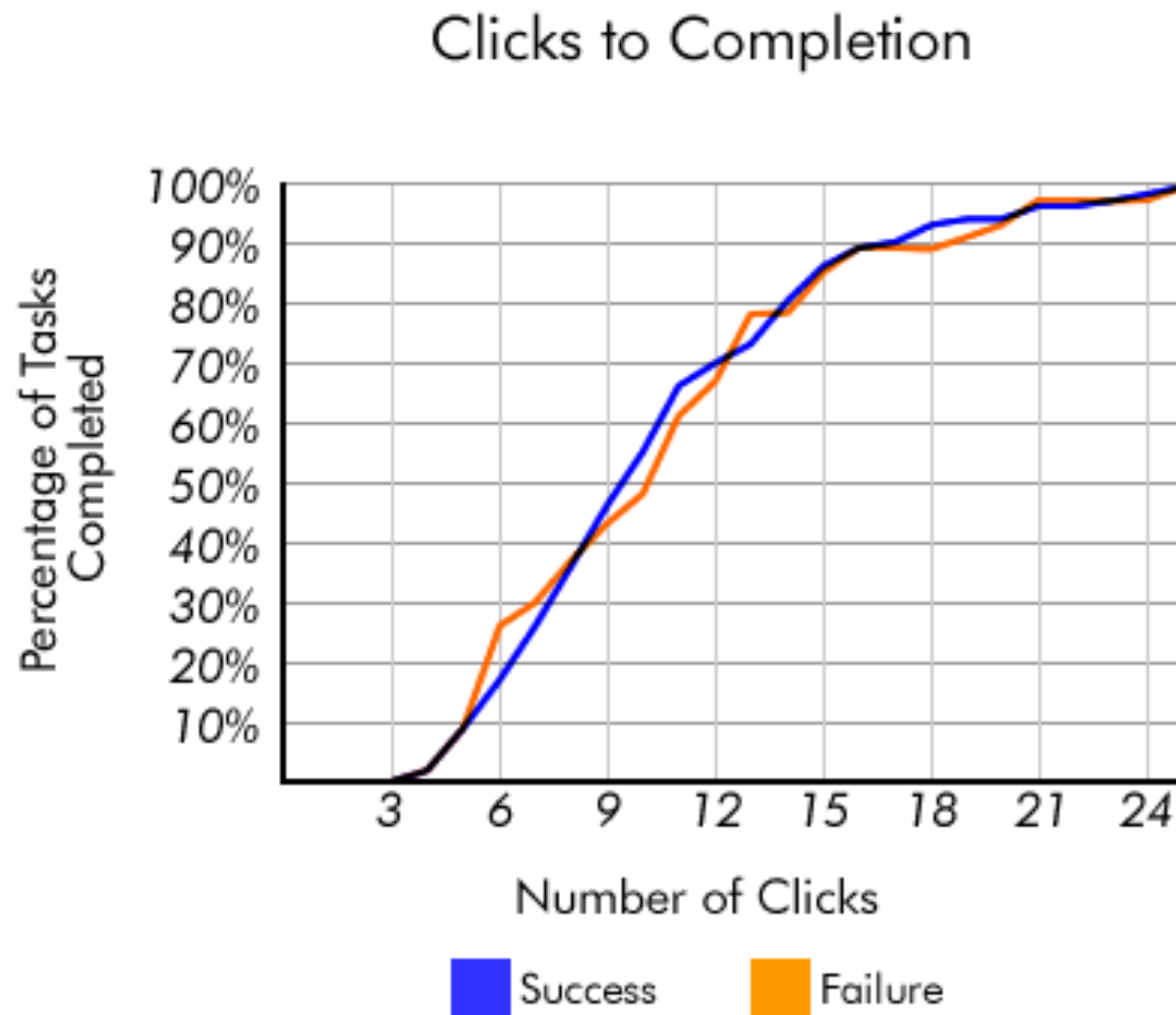




# The Dreaded **Three Click Rule**



# The 3-Click “Rule”

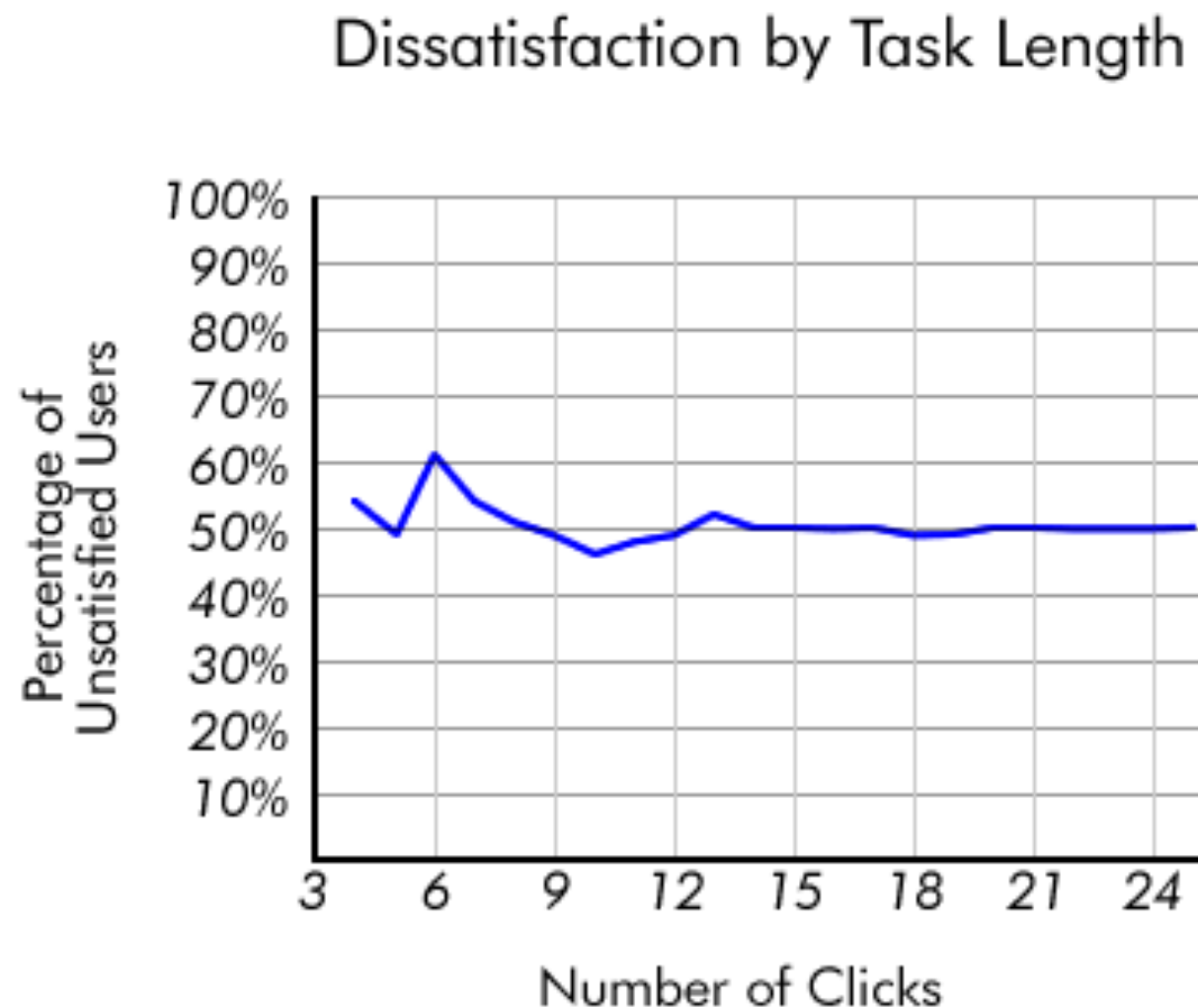


Users often kept going, some as many as 25 clicks. According to our data, the Three-Clicks Rule is just a myth.

— User Interface Engineering



# The 3-Click “Rule”



Users weren't any more satisfied with shorter clickstreams than they were with longer clickstreams. The satisfaction of users doesn't depend on the number of clicks.

— User Interface Engineering

# The "Fold"

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The Boston Globe



# The "Fold"

The  
**Slate**

YOUR NEWS COMPANION

JULY 19 2015 10:24 AM

## On the Front Lines of the Terrifying California Freeway Wildfire

By *Eric Holthaus*



156



398



29



**Slate**



Slate Picks, You Shop

FROM SLATE PLUS



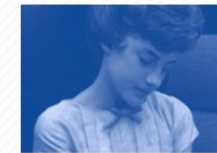
Here Are Our Favorite Reads From Around the Web This Week

SPONSORED CONTENT



New Technology Means Greater Customer Expectations. How Can Brands Adapt?

FROM NEW YORK MAGAZINE



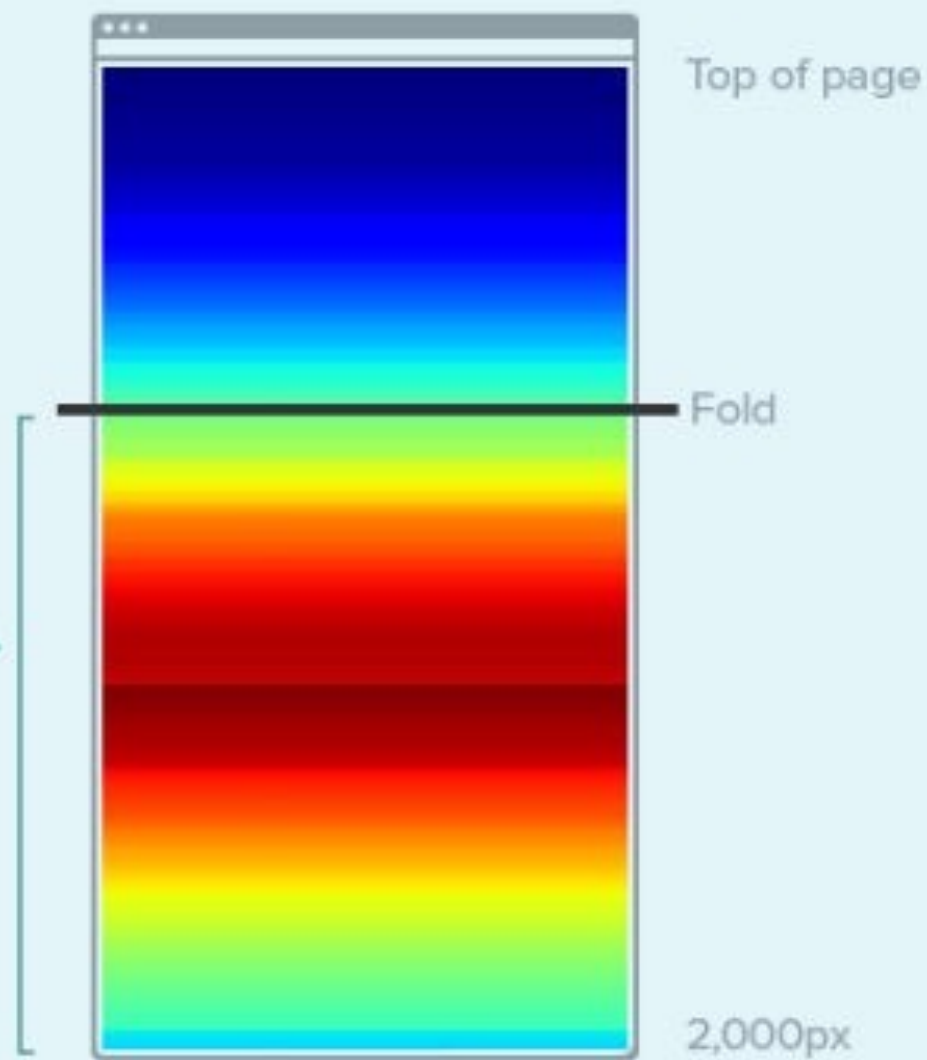
Why Lonely People Stay Lonely





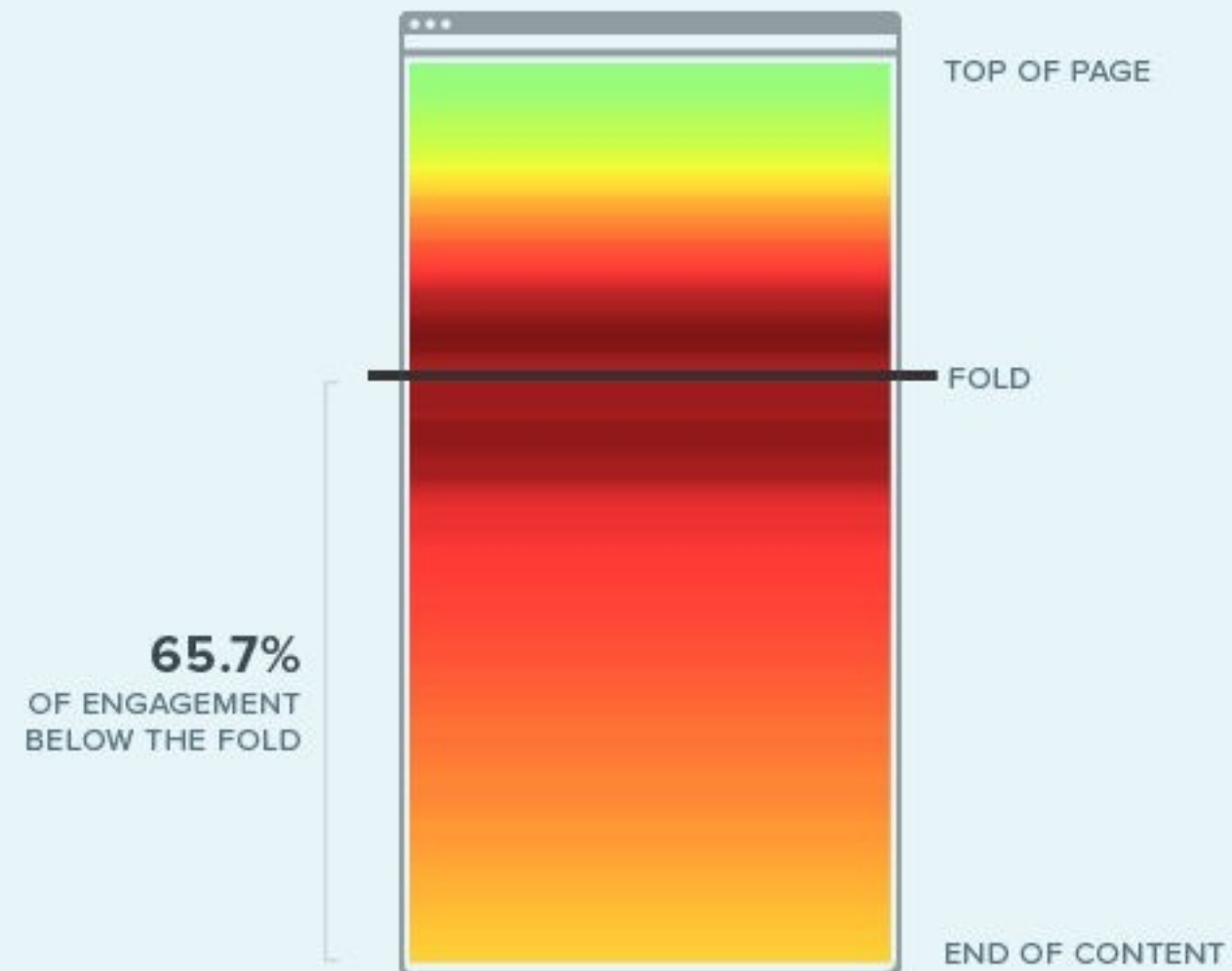
# The "Fold"

## ON SLATE.COM Heatmap of Engaged Time



For 25K visitors on Slate.com

## Heatmap of Engaged Time



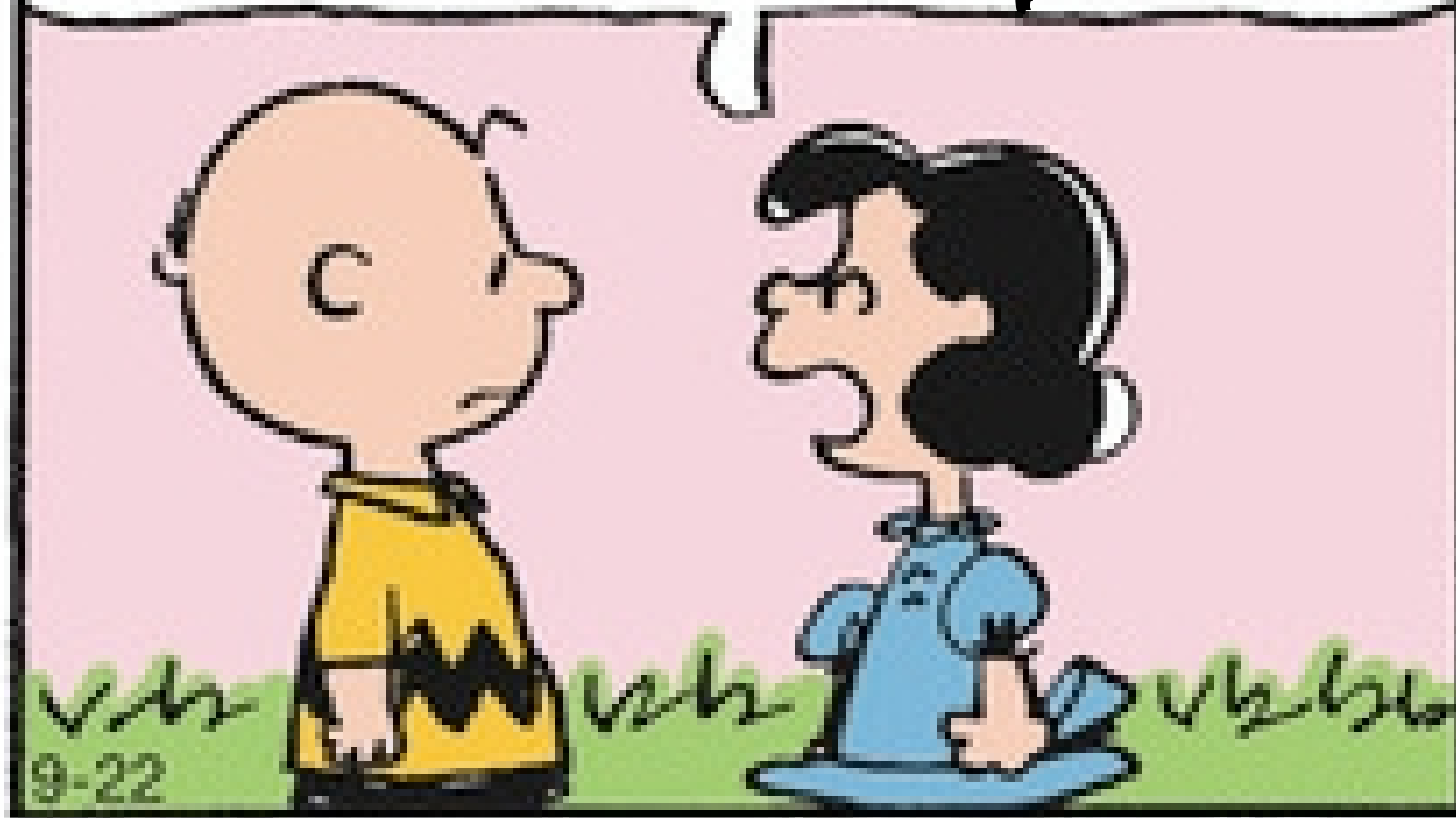
Engaged time of 1 million visitors on  
10 publishers over a 24 hour period



“The fold is actually a red herring. It has no bearing whatsoever on conversion rates as far as calls to action are concerned.”

– Bnonn, KissMetrics

You're supposed  
to be the expert!

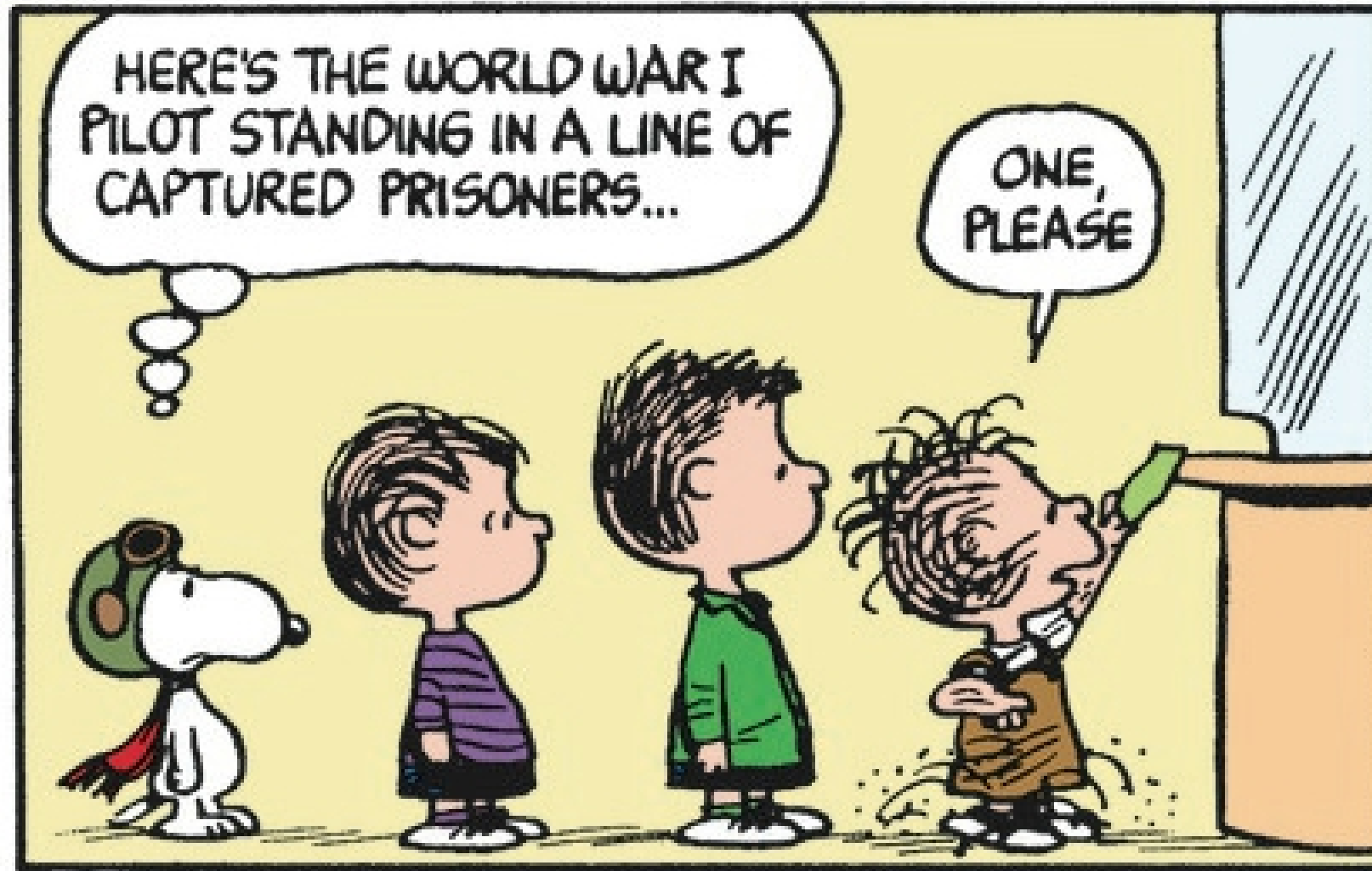




“With clients who know me well, I say ‘I can design something decent whether we involve users or not. The difference between the two is that if I don’t involve them, we’ll make mistakes and not know we’ve made them. If we involve users at least we’ll know what we screwed up.’”

– Donna Spencer

# Everyone else is doing it.





# Westfield State University

Selling UX



- Attracts large numbers of 1st generation college students
- Known for learning disabilities program
- Design goal: Answer key questions quickly in friendly, non-threatening way.

#### 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

Find  
**Your**  
Westfield

#### + What Can I Learn?



##### ACADEMICS

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



##### STUDY ABROAD

250+ programs abroad >



#### + How Can I Get Involved?



##### STUDENT LIFE

65+ student clubs to choose from >



##### LIVING ON CAMPUS

10 residence halls where 65% of undergraduates live >



#### + How Much Will it Cost?



##### TUITION

\$17,700 annual in-state cost for full-time undergraduates (tuition & fees + room & board) >



##### FINANCIAL AID

80%+ of students receive financial aid >



#### + Where Can I Go From Here?



##### OPPORTUNITY

250+ internship placements each semester >



##### CAREERS

Westfield alumni profiles >



Find your Westfield. Apply today >



## 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  
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Admissions

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Today at Westfield

Find  
**Your**  
Westfield

### + What Can I Learn?



#### ACADEMICS

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



### + How Can I Get Involved?



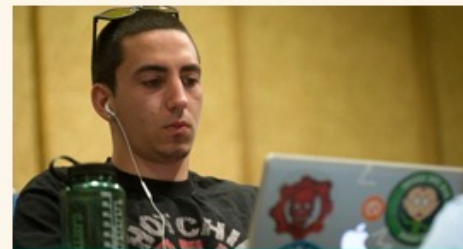
#### STUDENT LIFE

65+ student clubs to choose from >



#### LIVING ON CAMPUS

### + How Much Will it Cost?



#### TUITION

\$17,700 annual in-state cost for full-time undergraduates (tuition & fees + room & board) >



### + Where Can I Go From Here?



#### OPPORTUNITY

250+ internship placements each semester >







## What Can I Learn?



### ACADEMICS

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



### STUDY ABROAD

250+ programs abroad >



## How Can I Get Involved?



### STUDENT LIFE

65+ student clubs to choose from >

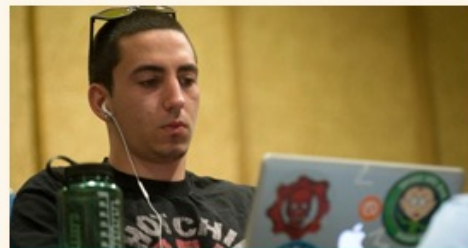


### LIVING ON CAMPUS

10 residence halls where 65% of undergraduates live >



## How Much Will it Cost?



### TUITION

\$17,700 annual in-state cost for full-time undergraduates (tuition & fees + room & board) >



### FINANCIAL AID

80%+ of students receive financial aid >



## Where Can I Go From Here?



### OPPORTUNITY

250+ internship placements each semester >



### CAREERS

Westfield alumni profiles >



Find your Westfield. [Apply today >](#)

#### WESTFIELD STATE UNIVERSITY



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800.555.1234

[Webmasters@westfield.ma.edu](mailto:Webmasters@westfield.ma.edu)

#### POLICIES & INFORMATION

Policies  
Student Consumer Information  
Sign up for Emergency Notifications

#### FIND US



News & Events



# But I really want a carousel!

Selling UX



- Came back a year later because president was requesting a carousel.
- Were able to make our case because time and engagement on Westfield home page was higher than other clients with typical carousel + news & events model.

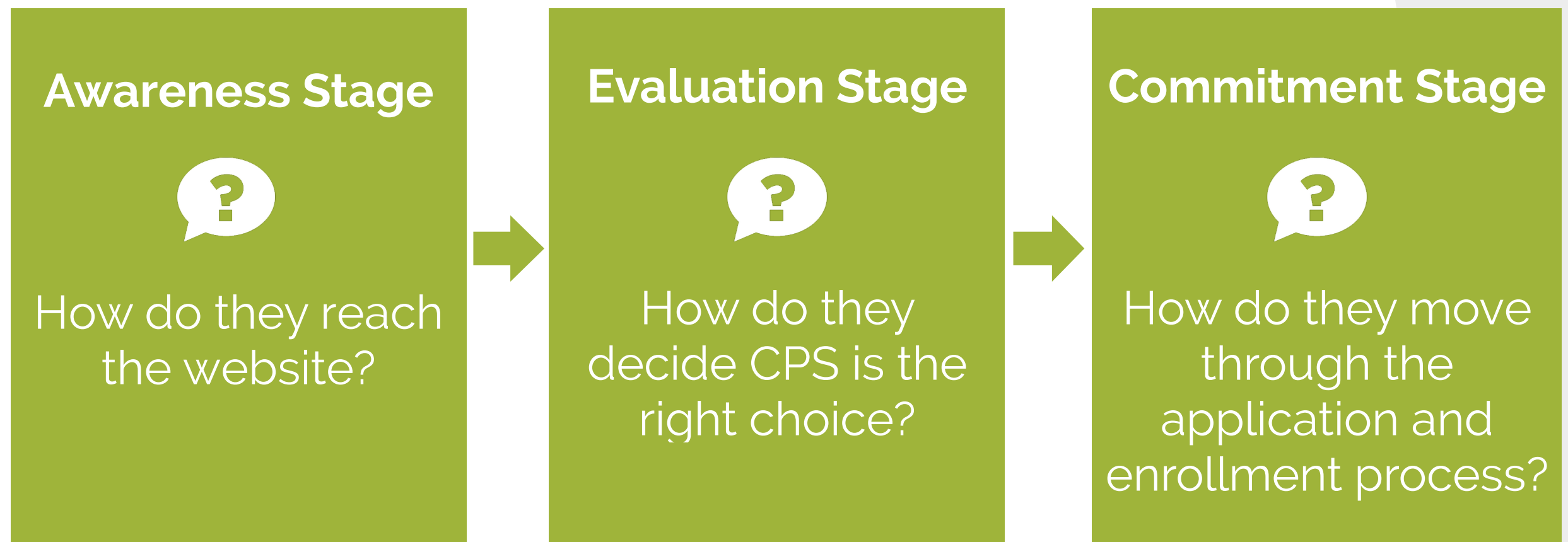
It's working fine now.  
(and I don't want to change)



vidpoteet #heweb15



# Northeastern University Continuing & Professional Studies



# How is the application funnel performing?



## ■ Not well.

- users who viewed an application page: 12,188
- users who completed the application: 2,737, taking an average of 4 sessions to complete.

Of users from July 16th, 2014,  
**77%**  
who started the application didn't finish it before December 16.

## ■ Unknowns

- how many complete applications but don't enroll?
- why don't 77% complete the application?
- Hobsons may provide more accurate data.



But we're  
special.



# Oxford College at Emory



- Original campus of Emory College
- 2-Year experience, then students move to Atlanta
- Has “Academic Divisions” not majors and minors





# Navigation Paths from the Homepage



**Exits** Jul 1, 2014 - Jun 30, 2015: 44.97%

**Next Pages** Jul 1, 2014 - Jun 30, 2015: 55.03%

Next Page Path		Pageviews	% Pageviews
<a href="/academics/">/academics/</a>		14,844	16.22%
<a href="/prospective-students/">/prospective-students/</a>		12,949	14.15%
<a href="/faculty-and-staff/">/faculty-and-staff/</a>		11,090	12.12%
<a href="/a-distinctive-place/">/a-distinctive-place/</a>		7,072	7.73%
<a href="/athletics/">/athletics/</a>		6,533	7.14%
<a href="/life-at-oxford/">/life-at-oxford/</a>		5,971	6.52%
<a href="/current-students/">/current-students/</a>		5,941	6.49%
<a href="/operations/human-resources/employment/job-opportunities/">/operations/human-resources/employment/job-opportunities/</a>		2,784	3.04%

[A DISTINCTIVE PLACE](#)[ADMISSION](#)[ACADEMICS](#)[FINANCIAL AID](#)[LIFE AT](#)[Prospective Students](#)[Current Students](#)[Faculty & Staff](#)[Alumni & Friends](#)[Parents & Families](#)

## COURSES

[Choosing Courses](#)  
[College Catalog](#)  
[Course Registration](#)  
[Academic Calendar](#)  
[Schedule of Classes](#)  
[Final Exam Schedule](#)  
[Grading System](#)

## DIVISIONS & DEGREES

[Majors & Minors at Emory](#)  
[Divisions & Courses](#)  
[General Education Requirements](#)  
[Distribution Requirements](#)  
[Degree Audit](#)  
[Policies](#)  
[Science at Oxford](#)

## STUDENT SERVICES

[Academic Advising](#)  
[Academic Planning Resources](#)  
[Bookstore](#)  
[Career Services](#)  
[ESL](#)  
[Faculty Spotlights](#)  
[Honor Code](#)  
[Internships](#)  
[Library Services](#)  
[Student Complaint Policy](#)  
[Technology Help](#)  
[Tutoring](#)  
[Writing Center](#)

## OTHER PROGRAMS

[Undergraduate Research](#)  
[Oxford Scholars](#)  
[Study Abroad](#)  
[Scholarships & Fellowships](#)  
[Honors Program](#)  
[Sustainability - A](#)

## ACADEMIC CALENDAR

FALL 2015		FULL CA
August 21-25	Friday-Tuesday	New Student Orientation
August 25	Tuesday	Registration of new and returning students, \$150 late this date
August 26	Wednesday	Classes begin
September 2	Wednesday	Last day for changing courses

[ABOUT THE COLLEGE](#)[ACADEMICS](#)[DEPARTMENTS & PROGRAMS](#)[EMORY COMMUNITY](#)[Departments & Programs](#)[Majors & Minors](#)[4+1 Programs](#)[Our Faculty](#)[Centers & Institutes](#)[Home](#) » [Departments & Programs](#) » [Majors & Minors](#)

## Academic Majors & Minors

- Students can declare a major/minor during, or after the **second semester of their freshman year**. Students should declare a major/minor no later than the **end of the sophomore year**.
- No more than **2 concentrations** allowed, either:
  - 2 majors **OR**
  - 1 major and 1 minor **OR**
  - 1 major
- Maintain at least a **C (2.0) average** in any major or minor.
- Only **one (1) undergraduate degree** may be earned from Emory.

Name	Major	Hours (Major)	Minor	Hours (Minor)
African American Studies	BA	38 - 44	Minor	23
African Studies	BA	36	Minor	20
American Studies	BA	44	Minor	24
Ancient Mediterranean Studies	BA	36	-	-
Anthropology	BA	36	Minor	18
Anthropology and Human Biology	BS	55	-	-
Applied Mathematics	BS	55 - 57	Minor	22
Arabic	-	-	Minor	26
Architectural Studies	-	-	Minor	22
Art History	BA	37	Minor	22
Art History and Visual Arts	BA	46	-	-
Asian Studies	-	-	Minor	20
Astronomy	-	-	Minor	20
Biology	BA BS	38 55	-	-
Catholic Studies	-	-	Minor	18
Chemistry	BA BS	46 61	-	-
Chinese	BA	38 - 48	Minor	12 - 36
Classical Civilization	BA	36	Minor	20
Classics	BA	46 - 56	-	-
Classics and English	BA	43 - 56	-	-
Classics and History	BA	41 - 52	-	-
Classics and Philosophy	BA	45	-	-
Community Building and Social Change	-	-	Minor	20
Comparative Literature	BA	33 - 49	Minor	18
Computer Informatics	-	-	Minor	19
Computer Science	BA BS	38 56	Minor	19
Dance and Movement Studies	BA	37	Minor	20
Development Studies	-	-	Minor	20
East Asian Studies	BA	39	Minor	16
Economics	BA	36	Minor	18
Economics and Mathematics	BA	51	-	-
Educational Studies	BA	40	Minor	20
Engineering	BA BS	Varies	-	-
English	BA	36	Minor	21
English and Creative Writing	BA	38 - 44	-	-



# Police Lineup Test



- Students are asked to look at 4-5 similar competitors.
- Setup:
  - You (or your son/daughter) are looking at possible universities. You've selected four that you want to explore further, to see which might be right for you. For the purpose of this test, ignore how far it is from where you live.

# Police Lineup Test



- Take a moment to look around the [university name] website. Think about what you like and don't like in a university. What on their website makes you think that they might be a good fit for you?
- Note that we don't tell them to look for their course (major) of interest.



# Police Lineup Test



- Questions asked at the end of the test:
  1. Which of these institutions (if any) do you think would be the best choice for you? Why?
  2. Which of these institutions seems the most innovative and cutting edge? What leads you to think that?
  3. Which of these institutions seems the most welcoming and friendly? What leads you to think that?
  4. What other information do you need to evaluate these organizations as a potential university to include in your application?

Step 4 of 9 10:36 Next X

4 College #2: Go to [Oxford College of Emory's website \[click here\]](#). Same questions as before: Have you heard of this school before? If so, what's your impression (good or bad) of this school?

Oxford College

EMORY | OXFORD COLLEGE

A DISTINCTIVE PLACE ADMISSION ACADEMICS FINANCIAL AID LIFE AT OXFORD ATHLETICS GIVE TO OXFORD

Prospective Students

Current Students

Faculty & Staff

Alumni & Friends

Parents & Families

Orientation

OXFORD NEWS

**Postcards to Oxford: Hello from two continents and an island**

Kevin Quarmby, assistant professor of English, has spent the summer immersed in endeavors surrounding Shakespearean studies, his chief focus of scholarship. Here he sends postcards from London, UK; Pforzheim Germany; Vermillion, South Dakota; Hamilton

OXFORD EVENTS

**Orientation for incoming international students**  
Mon., August 17 - Thu., August 20

**New Student Orientation**  
Fri., August 21 - Tue., August 25

**Classes Begin**  
Wed., August 26

User Testing

1.0x Send Video

## Oxford College Police Line-up

Tested by [amandacw18](#) (7/09/15 · #1558467A)

Annotations Clips Tasks Answers

- 0:16 "I don't know what I want to go into, but I did really well on my ACT, so I want to make sure that I am going somewhere that is really going to challenge me and will give me the opportunity to look at a lot of options and look at what I want to do."
- 0:42 "I've never actually heard of Davidson College before, I'm from Michigan so I am not familiar with this one."
- 0:53 College #1: Davidson
- 1:02 "This is a weird thing, but I love that it just says Davidson up at the top, I think its very modern and interesting."
- 1:24 "I'm really interested in leadership opportunities, any sort of student government, anything that sort of fits in the realm is interesting to me, and also doing service projects is interesting to me."
- 1:44 "Small classes is nice."
- 1:49 "Fast Facts, there we go. This is really handy right here on the side, just all the information I want, o great, leadership is right here."
- 1:56 "Charlotte North Carolina, oh my gosh, I love charlotte north carolina, I've been there before. I think its beautiful, that's a great location."
- 2:48 "90% of kids live on campus which is good because I want to live on campus."
- 2:57 "15 class size, oh my gosh."
- 3:09 "Major options are going to be smaller, but that's okay."
- 3:24 "The stuff on the side here is very helpful, oh I want to study abroad too, that's great."
- 3:35 "I want to look at some sort of Biology or English, one or the other. But I am also interested in anthropology and potentially some sort of art."
- 4:11 "Classics? I'm not sure what that is but that's alright."
- 4:12 "Dance Minor, oh that's good. I want to dance too, that's really helpful actually."



# Looking for Majors



"Detailed info about majors at Oxford college..."

"I got information from this college so... I am checking whether or not this school offers my major."

"To find out what Oxford college is and what programs it has..."

“It’s kind of convoluted and there a lot of things that I have to look at Emory rather than Oxford website —there’s not enough talk about the departments here, and typical course[s].”

– **Incoming Freshman**



It has to be  
this way.



## Admissions

- > Explore Pomona
- > Discover More
- > Apply
  - > First-Year Applicants
  - > How to Apply
  - > Application Checklist and Forms
  - > Application Deadlines
  - > Transfer Applicants
  - > International Applicants
  - > QuestBridge Applicants
  - > Testing Requirements
  - > Standardized Testing Reporting
  - > Advanced Placement Credit
  - > Interviews
- > Financial Aid and Affordability
  - > Frequently Asked Questions
  - > Special Interest Supplements
  - > Gap Years
  - > U.S. Veteran Applicants
  - > Undocumented & DACA Applicants
  - > QuestBridge Frequently Asked Questions
- > Application Forms
- > Visiting
- > Volunteering
- > Meet Us
- > Diversity
- > Student Blog
- > Pomona Passions
- > Request Information
- > After Pomona: Alumni Careers

## Social Media



## Financial Aid and Affordability

Pomona has a long tradition of providing access to any qualified student admitted to the college. Today, alumni and other donors continue the tradition with generous contributions to the endowment and current use funds which allow us to maintain our long-standing and generous financial aid program.

**The only way to know if you will be eligible for federal or state grants, federal work-study, loans, and need-based scholarships is to apply.**

### Facts about Financial Aid

- U.S. undergraduates are admitted on a need-blind basis; 100% of need is met for all admitted students.
- 100% of our packaged financial aid offers include no loans. Students and families may request loan assistance as needed.
- 60% of undergraduate students receive assistance toward tuition costs.

One of a handful of institutions committed to both need-blind admissions and fully funded, need-based financial aid, the College reviews each applicant entirely on the basis of academic promise, then meets 100 percent of the demonstrated need of every student admitted.

More than half of our students receive financial aid. Starting with generous scholarships—the average is about \$43,000 per year—most aid packages go on to include a campus job of about 10 hours per week. All financial aid awards made by Pomona have been a combination of scholarships and grants and student employment. Moreover, Pomona's financial aid packages are individually designed to meet the particular needs and circumstances of each student. Through subsequent years and any fee changes, the College is committed to maintaining a level of support to keep Pomona affordable, so long as the family's finances remain the same.

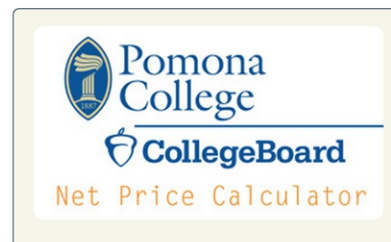
During 2014-15, the College awarded approximately \$37 million (from all sources – institutional, federal, state, and private sources) in total aid to more than 890 of its 1,583 students.

### Calculate your Net Price

- Calculations are based on the parameters for a freshman entering Pomona in fall 2015.
- Results are dependent on the accuracy and completeness of the information entered and intended to provide only a general guide to your eligibility for financial aid.
- Any award is not guaranteed by Pomona and is meant to be an indication of the aid you may be eligible to receive. Pomona's Financial Aid Office is the final authority for determining the family contribution and any financial aid award.
- This is not an application for financial aid. Your information will not be retained or transmitted to Pomona in any way.



Pomona's generous financial aid packages allow students of all economic backgrounds to immerse themselves in their studies and campus life.



Further financial aid inquiries and requests for materials should be directed to:

Pomona College Office of Financial Aid  
550 N. College Avenue Room 117  
Claremont, CA 91711-6327  
(909) 621-8205

Complete details on financial aid availability, forms and deadlines can be found in the Pomona College brochure "[Affordable Excellence \[pdf\]](#)" or on the [Office of Financial Aid website](#).



# Affordability

- Cost information on their Admissions site
- Need-blind admission
- Endowment-funded aid
- 60% of students receive tuition assistance
- Average scholarship is \$43,000

@davidpoteet #heweb15



Business Office

- > Online Billing/CASHNet
- > Student Account Information
- > Tuition and Costs

## Tuition and Costs - 2015 - 2016

### Financial Requirements

Students' financial accounts are required to be current and up to date at all times. All outstanding past due balances must be paid by the first week of classes each semester. If a student is receiving a Perkins or College loan, all promissory loan notes must be signed by the required date shown on the Academic Calendar each semester.

### Charges

The standard comprehensive charge made to each student for tuition, fees and room and board will total \$62,770 for 2015-16. Additional fees for special purposes are listed below. A substantial portion of the total educational cost is borne by the College through the use of contributed funds and income from endowment funds.

The College reserves the right to change any of the following fees at any time should conditions make it necessary.

### General Fees

Tuition per semester: \$23,640.00

Associated Students per semester: \$170.00

Fee deposit (includes room deposit; one time only, at time of admission): \$500.00

“tuition, fees, and room and board will total \$62,770”

12 Meal/\$240 Plus dollars	2,915.00
(12 meals per week; \$240 plus per semester)	
12 Meal/\$160 Plus dollars	2,835.00
(12 meals per week; \$160 plus per semester)	
*5 Meal/\$80 Plus dollars	1,330.00
(5 meals per week; \$80 plus per semester)	

### Departmental Fees

Fees for selected intercollegiate courses: see course descriptions.

Applied music fees: see department chair.

Fees for Summer Reading Courses: \$500

### Fees for Part-time Students

Special tuition for students carrying fewer than three courses in a semester:

- Per course: \$7,880.00
- Per half-course: \$3,940.00
- Per Quarter-course: \$1,970.00

### Auditor's Fees

For persons, other than those taking courses for credit, per course: \$100

### Fees for Special Privileges

Payment plan fee, per semester: \$50

Late pre-enrollment/enrollment fee: \$35

Late payment fee, per month: \$25

Returned check fee: \$35

Campus fee for automobiles,  
per semester: \$60

Re-enrollment for senior exams: \$50

Diploma replacement fee: \$25

The College reserves the right to apply any miscellaneous fees or charges the student may incur to the student account. This includes, but is not limited to, lab fees, library fees, unpaid medical fees and charges due to lost or damaged College property.



# Tuition and Costs

- Losing traffic to “Tuition and Costs” page on Business Office site
- Google search for “Pomona College” + “cost” or “tuition” brings you here

@davidpoteet #heweb15

# Off-Campus Traffic

- Admissions site - for prospective students

Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
8,972 % of Total: 0.32% (4,044,328)	7,204 % of Total: 0.24% (3,058,319)	00:01:36 Avg for View: 00:01:08 (40.63%)	56.32% Avg for View: 51.01% (10.40%)	24.86% Avg for View: 32.77% (-24.15%)
8,972(100.00%)	7,204(100.00%)	00:01:36	56.32%	24.86%

- Business site - for current students

Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
16,636 % of Total: 0.41% (4,044,328)	14,736 % of Total: 0.48% (3,058,319)	00:02:43 Avg for View: 00:01:08 (139.47%)	80.40% Avg for View: 51.01% (57.62%)	65.51% Avg for View: 32.77% (99.92%)
16,636(100.00%)	14,736(100.00%)	00:02:43	80.40%	65.51%



# Admissions & Aid

[ADMISSIONS & AID A-Z](#) 



## Driven Students

We seek the brightest, most talented, most driven students from all over the world.

### WHY POMONA? >

- [Admissions Guidelines](#)
- [How to Apply](#)
- [Request More Information](#)
- [Visit Pomona](#)
- [Benefits of the Claremont Colleges Consortium](#)

*Pomona students come from*  
**26 countries and 49 states**

## Tuition & Financial Aid

We believe in making education accessible and affordable to everyone.

### NEED-BASED COMMITMENT >

- [Deadlines](#)
- [Apply for Aid](#)
- [Net Price Calculator](#)

# Tuition and Costs

All our scholarships are based on demonstrated financial need — not merit. We take a comprehensive look at your family's financial circumstances. That way, you'll get the full experience of a Pomona education at an affordable level for you and your family.

*Note: These costs are for the 2014-15 academic year and all costs may be subject to change.*

## Full-Time Students

### Tuition

\$45,500

### Fees

\$332

### Room and board

\$14,700

### Books

About \$900

### Personal expenses

About \$1,200

## Departmental Fees

### Fees for selected intercollegiate courses

See course descriptions

### Applied music fees

See department chair

## ADMISSIONS & AID

### ADMISSIONS

### FINANCIAL AID

[Financial Aid A-Z](#)

[Access My Financial Aid](#)

[Tuition and Costs](#)

[Net Price Calculator](#)

[Applying for Aid](#)

[Payment Plan & Financing Options](#)

[Policies](#)

[Student Employment](#)

[Graduate Fellowships](#)

[Contact Us](#)

## CONTACT US

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(909) 621-8205





Thanks!