WWW.SNOOPY.COM

Selling UX

@davidpoteet

#cor9 #heweb15

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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

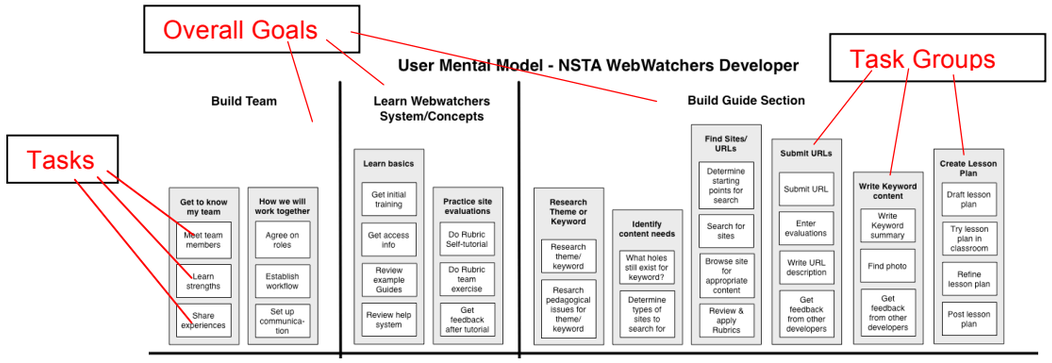
Analytics

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").

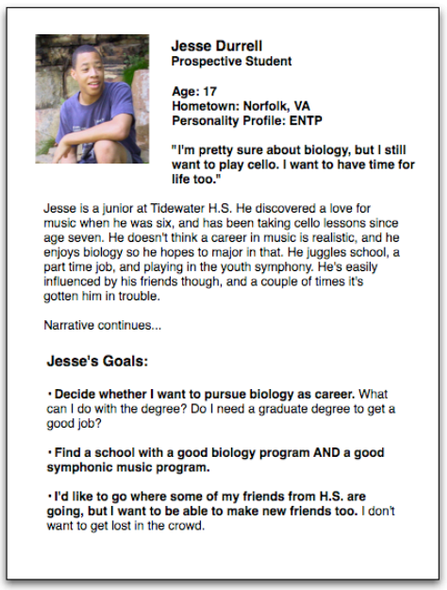


4. Find the words that our audiences care about. We conduct a "Carewords" analysis to find the language and links that motivate your audience. "Carewords" or "trigger" words are the words your audiences care about, when they come to your site with particular goals. They are the words people type into 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?

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Learn to speak their language

Selling UX

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

This is UX!

Distinguish UTHSCSA 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

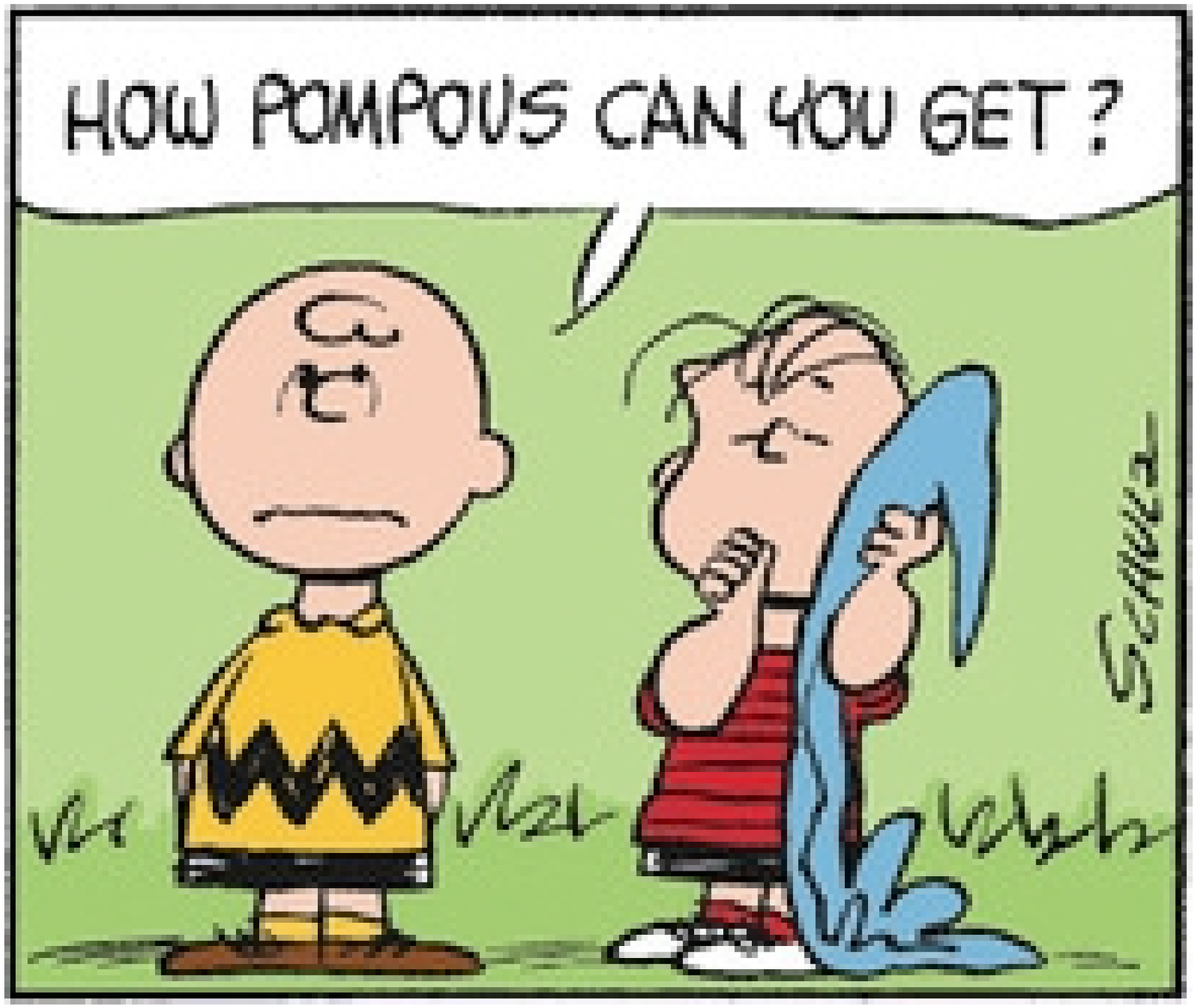
Face to Face is Key

Take People on the Journey

Use Cases

Image © PEANUTS Worldwide LLC, Used for Educational Purposes

We know what our users want.



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Dueling IA Workshops

Selling UX

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

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

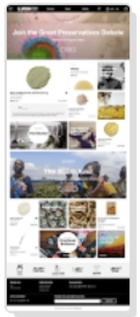
- Faculty & Staff group
  - Thought students would rely on search to reach most of the goal pages.
  - Used internal org chart language for some of the paths.
- Students
  - "Umm, we don't search unless it's a last resort."
  - "What do those things mean?"

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

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08.png

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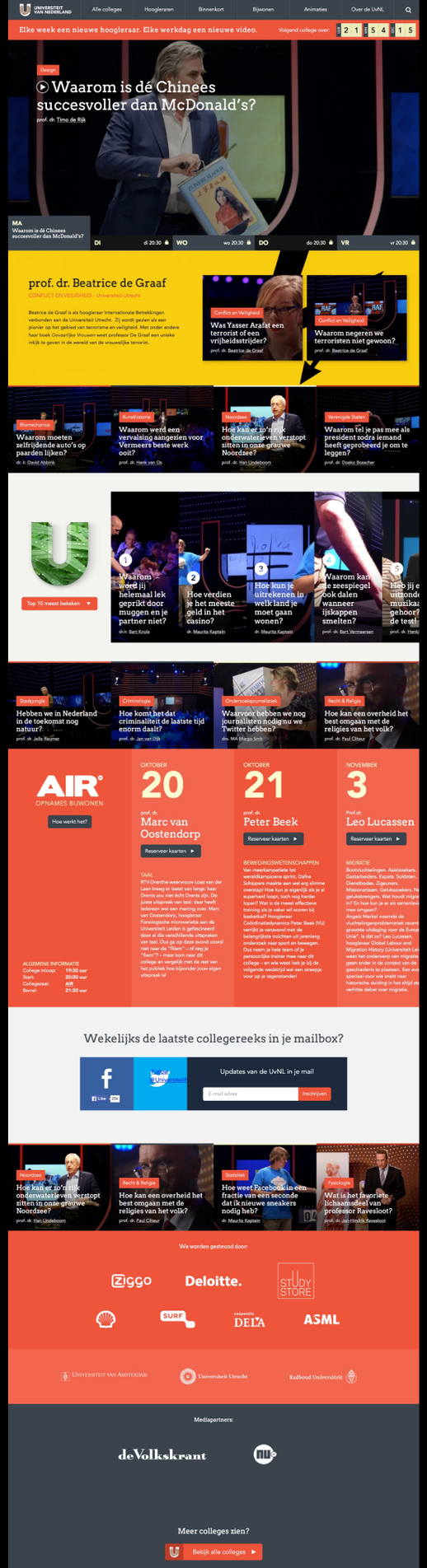
19.png

20.png

21.png

cheat sheet.rtf

design gut check…



Faculty & Staff #1: University of the Netherlands

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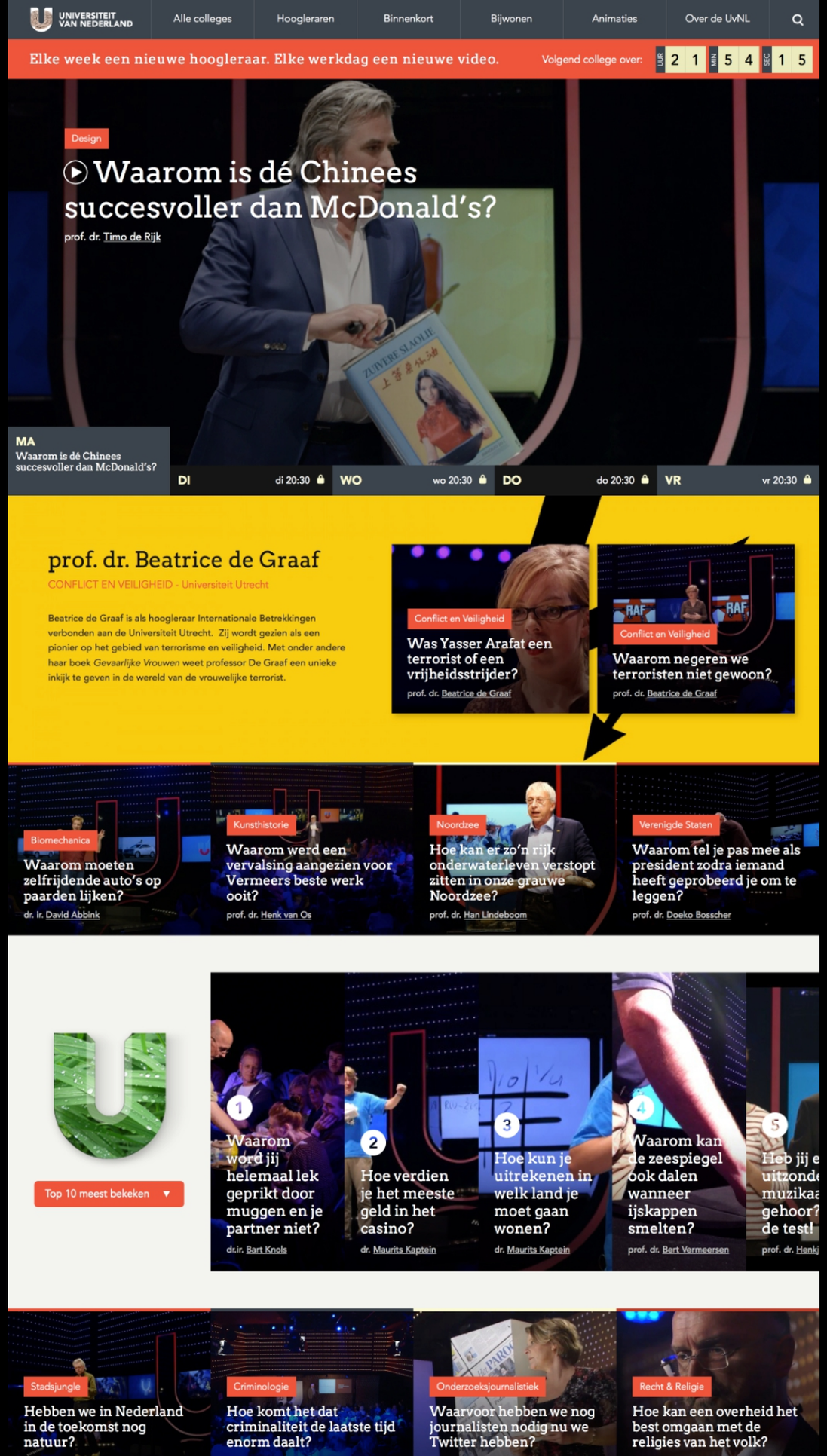

Faculty & Staff thought...

- 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

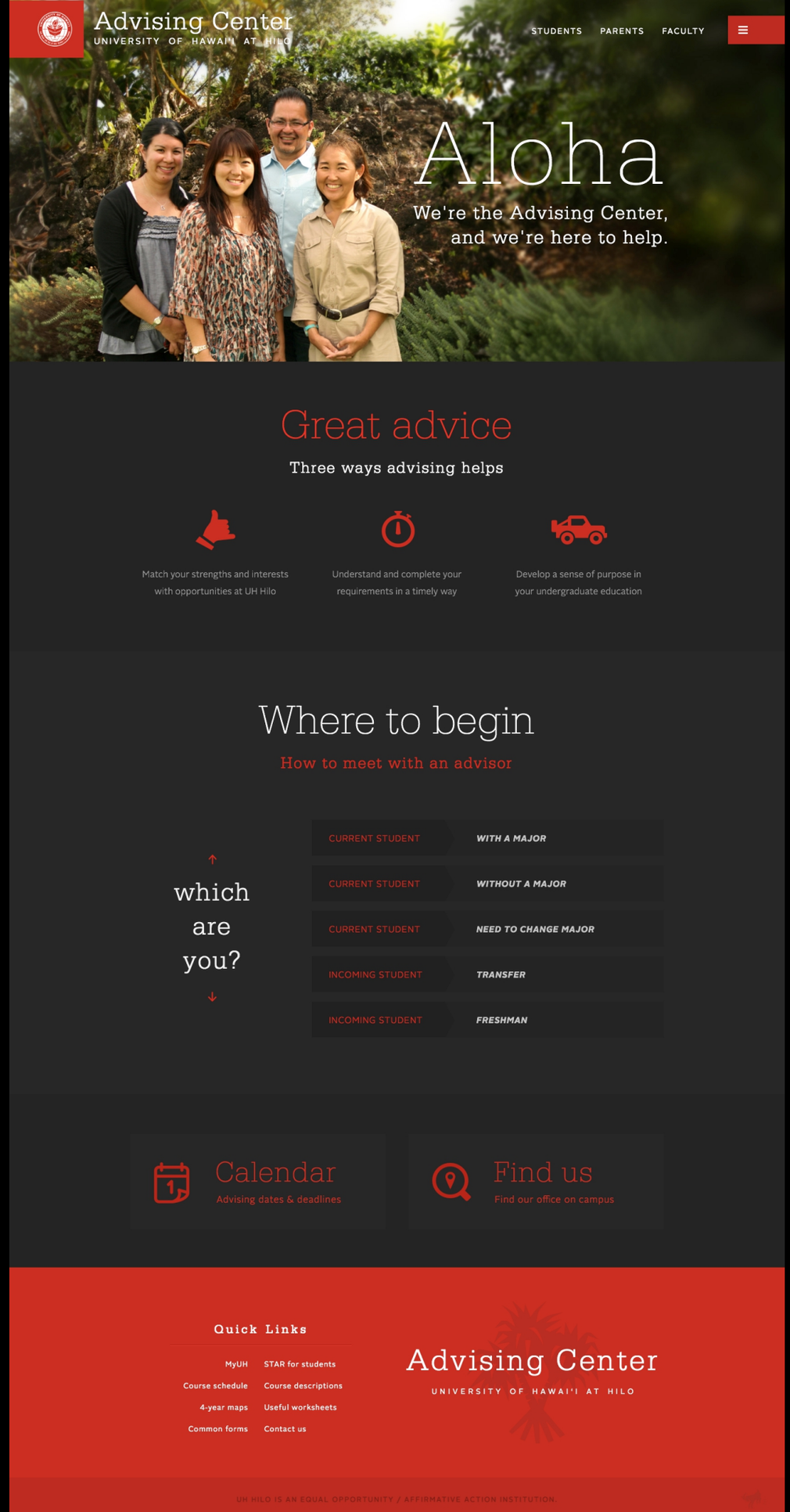
Understand and complete your requirements in a timely way

Develop a sense of purpose in your undergraduate education

heweb15

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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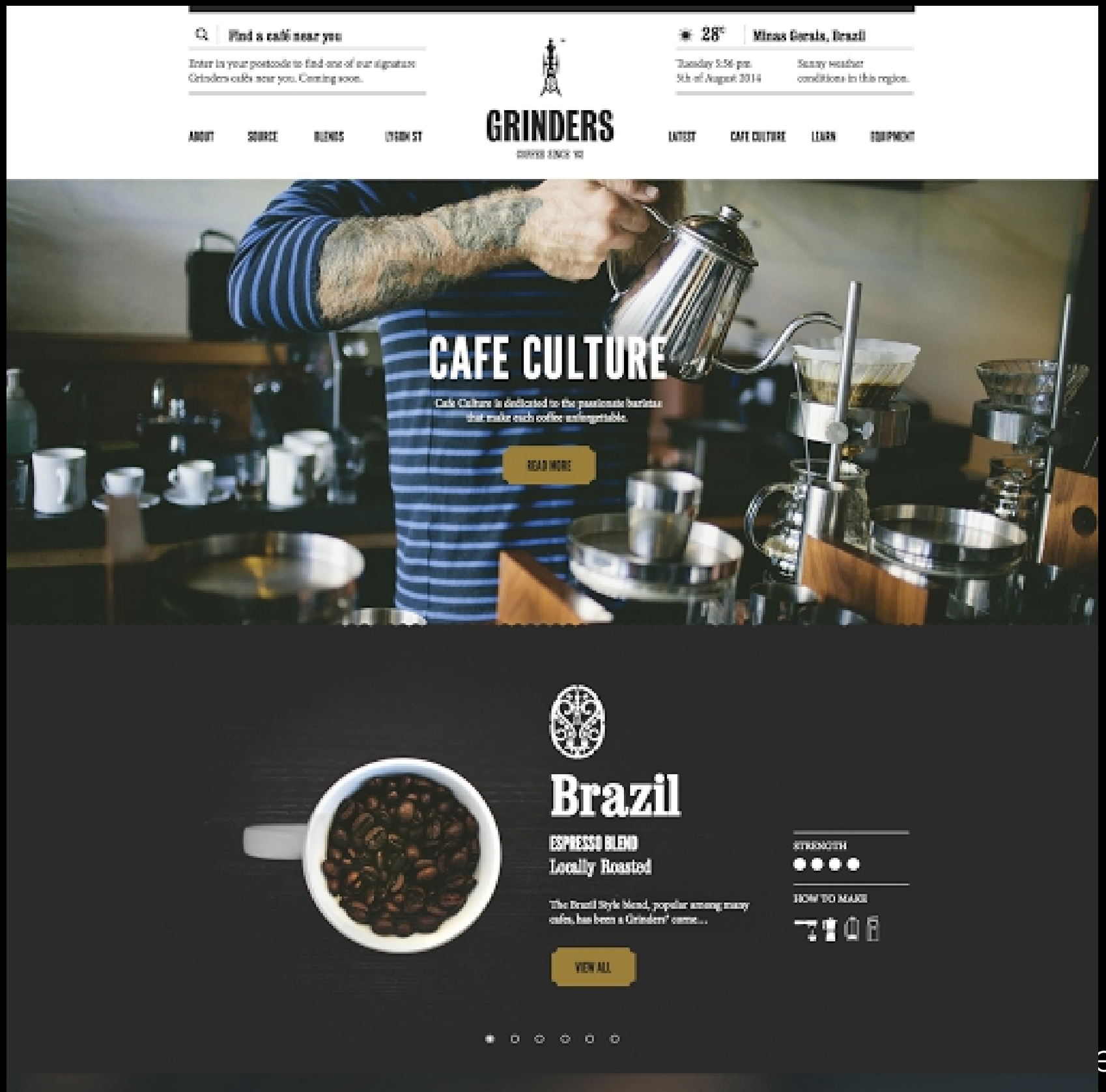
#2: Bates College

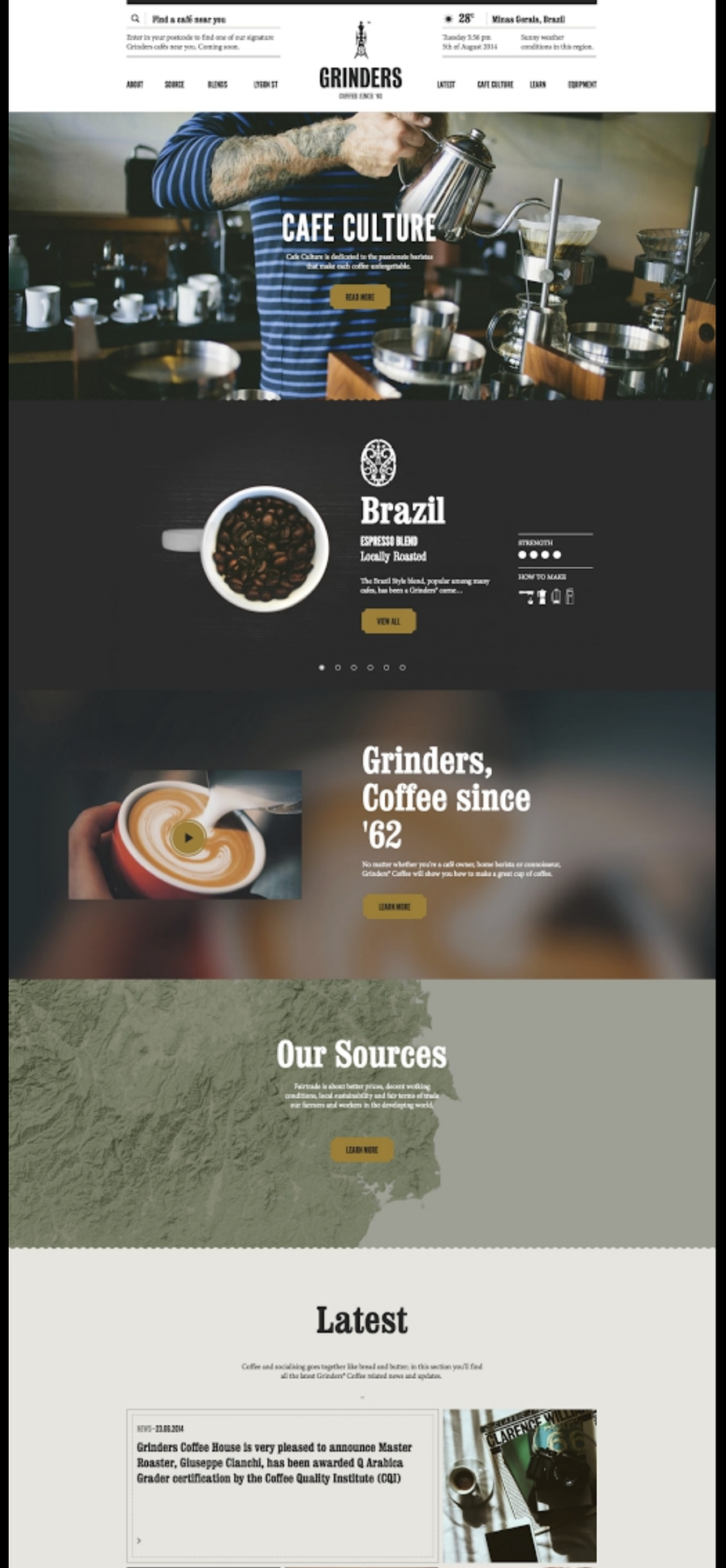
- Aversion to content-heavy homepages
- Color-coded navigation is interesting
- Way too much navigation though
- Transition between the homepage and the rest of the site was jarring

Grinders Coffee



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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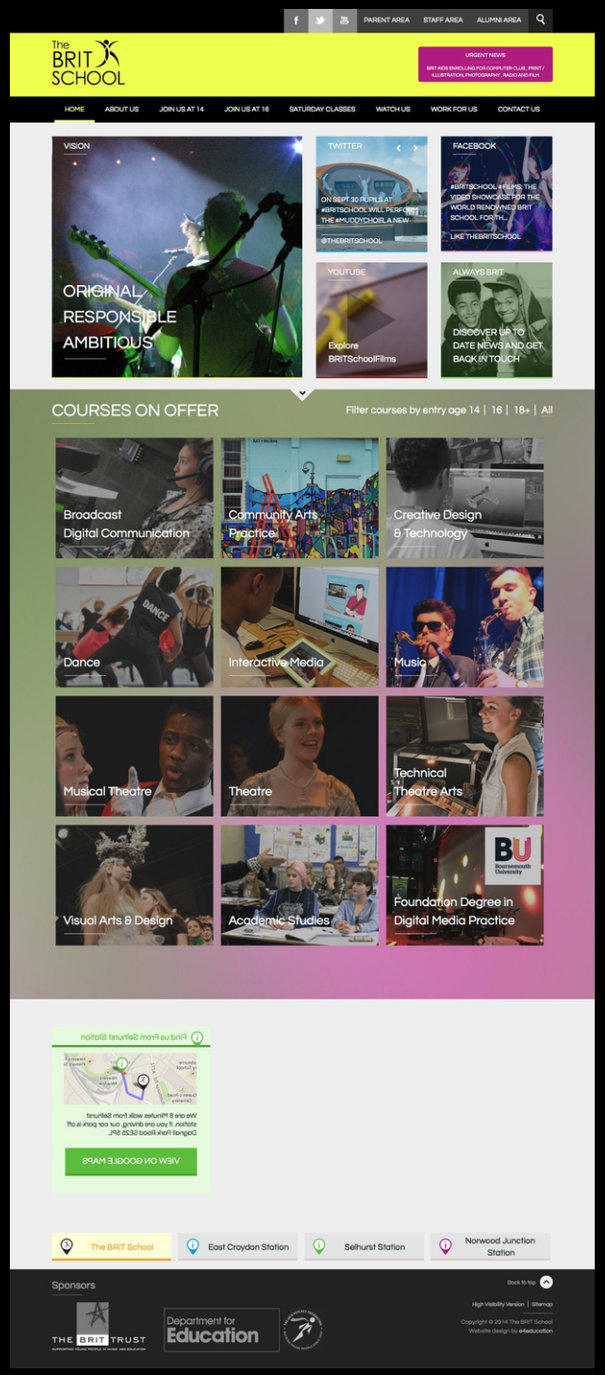
And the 3 losers were…



The Brit School

Tommy

Dick's Sporting Goods
Women's Fitness

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"

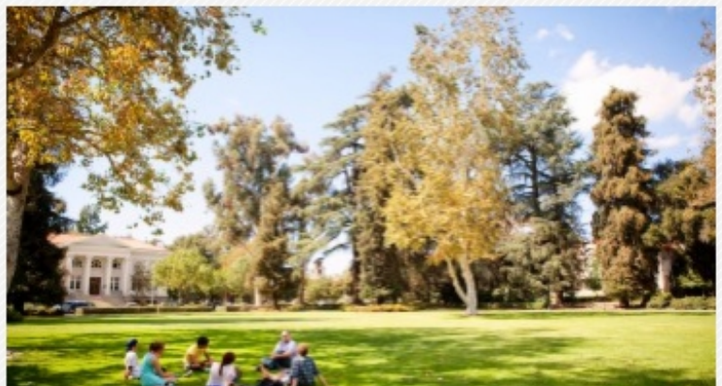
ALL HEADLINES ›

© 2015 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.”

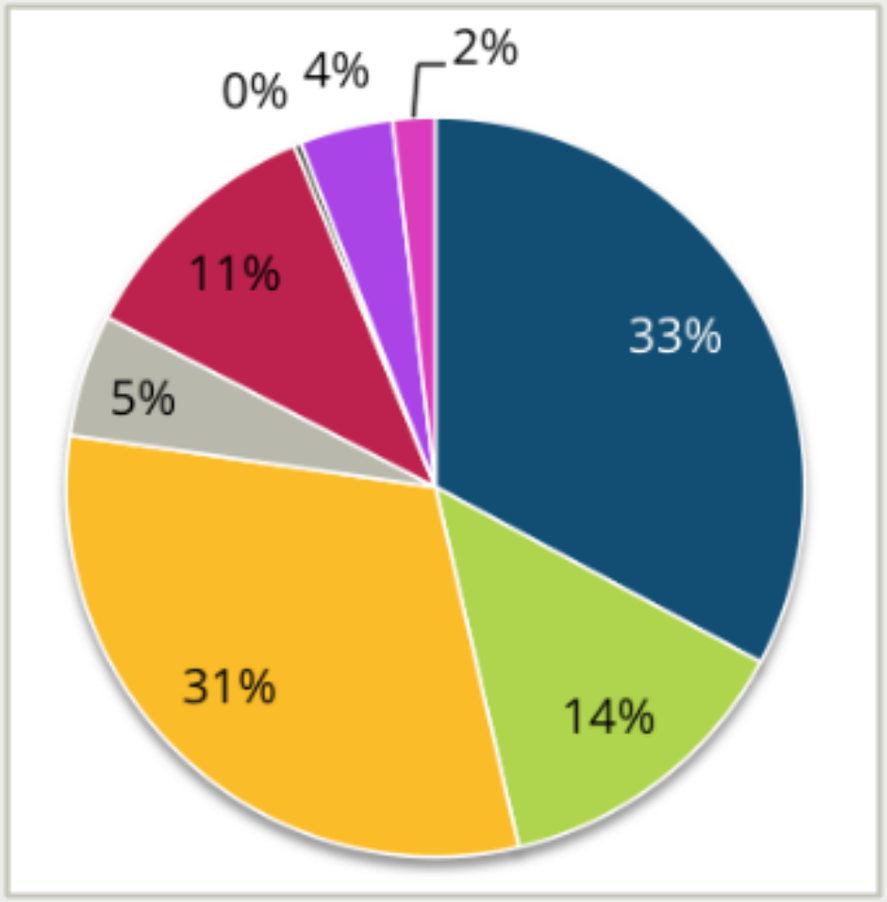
Marrying UX to Analytics

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

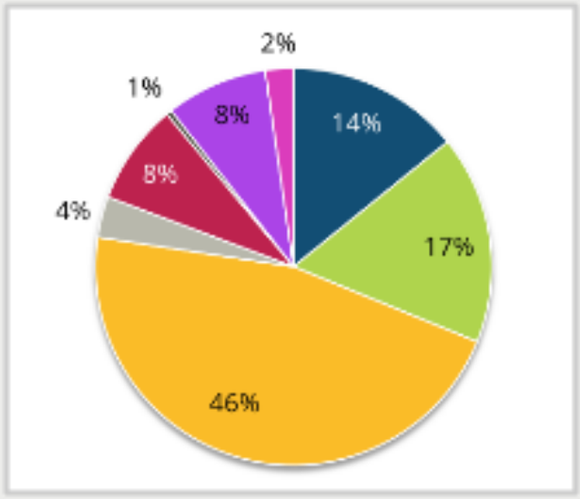
Sanger Traffic Analysis

Entrances by traffic type

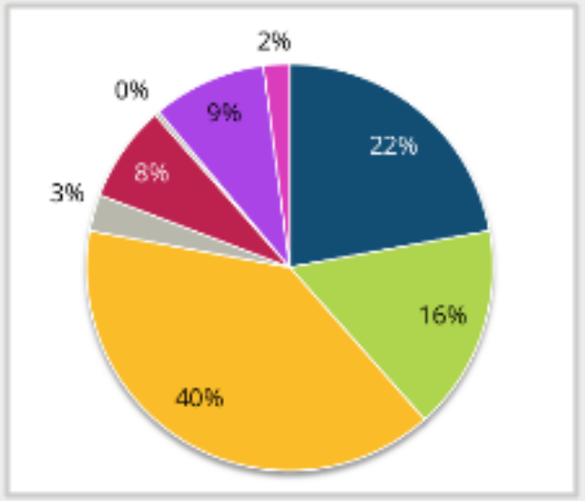
All External



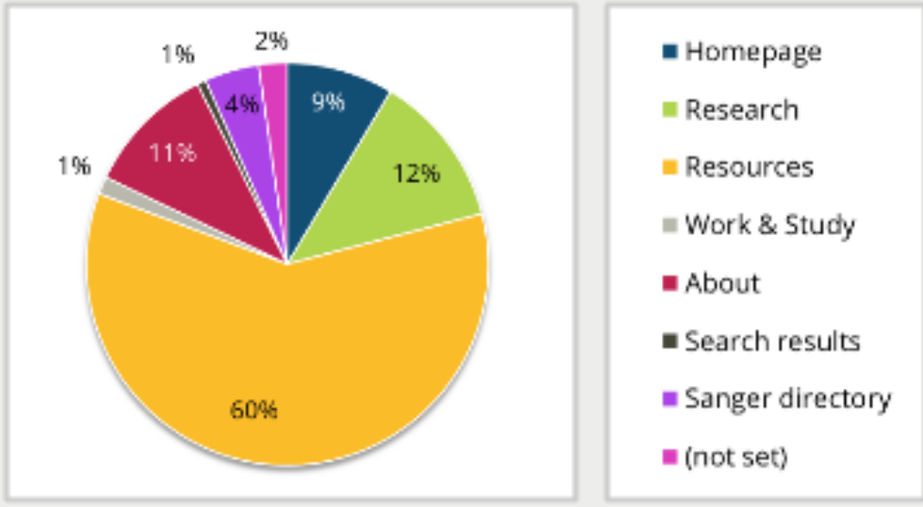
Academic



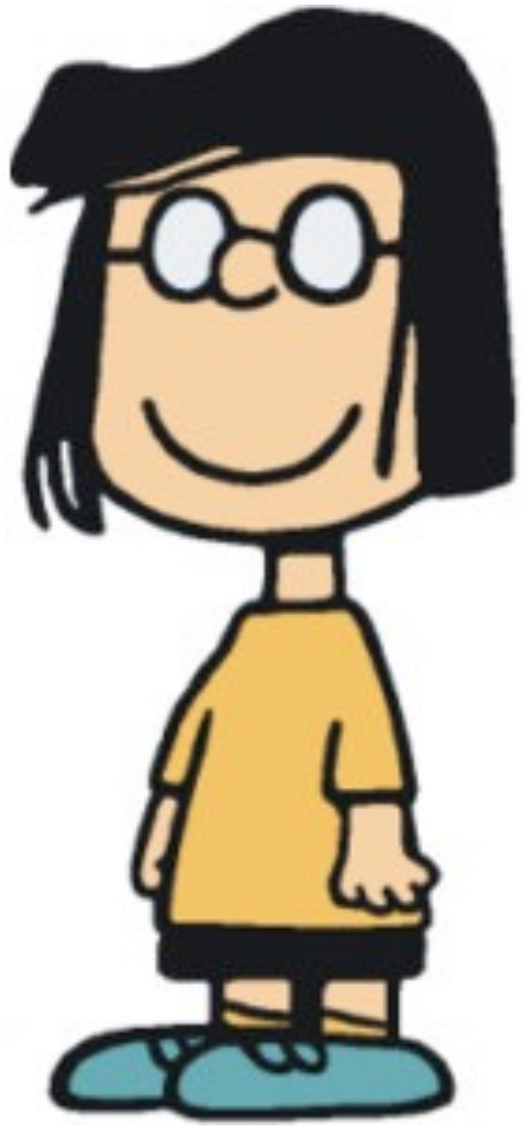
Institutes & Nonprofits



Government



I am the expert.



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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 thinks 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

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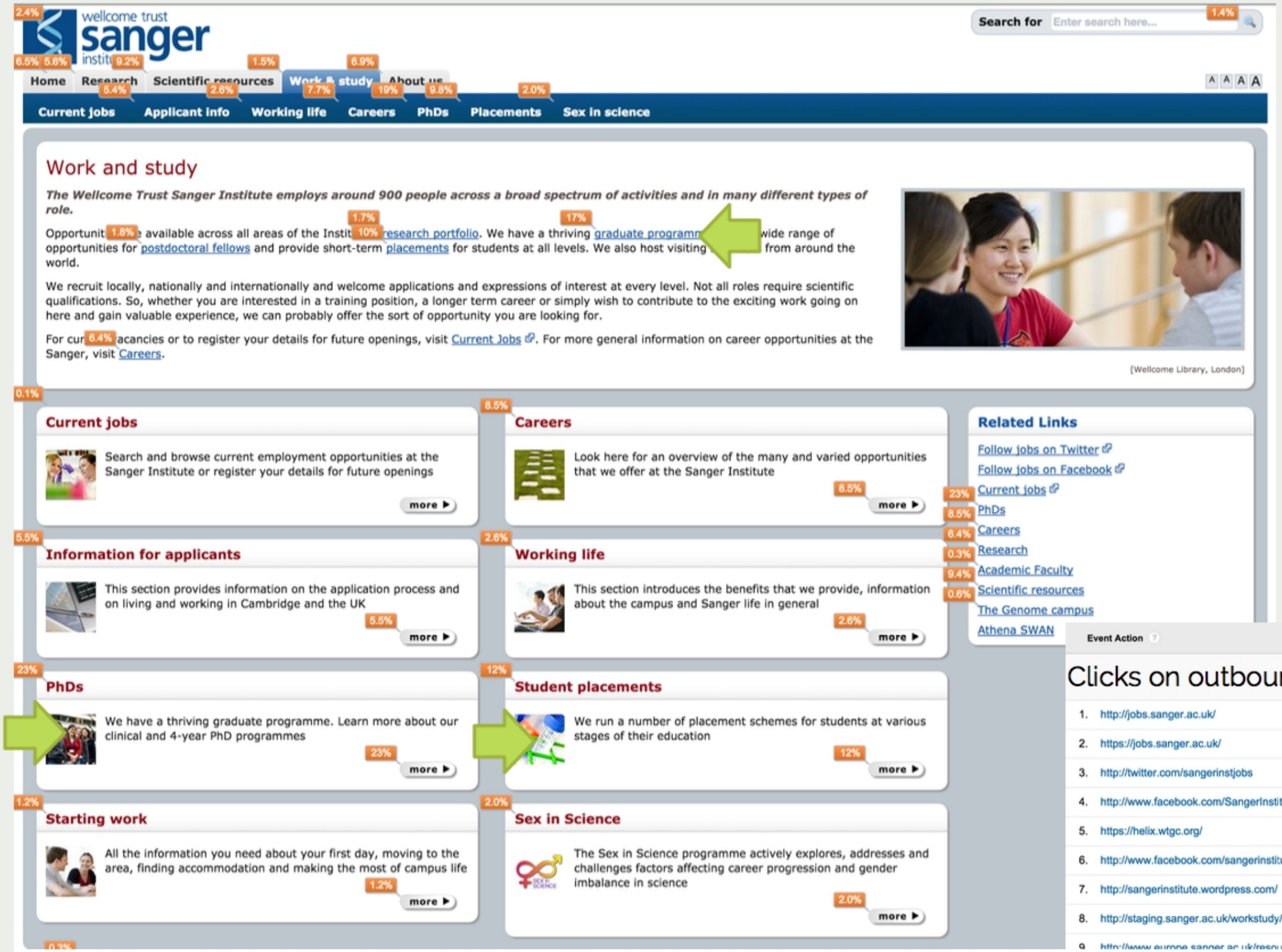
Work and Study top-level page



Clicks on outbound links

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

Source: Google Analytics, www.sanger.ac.uk, 1 Sept. 2014–28 Feb. 2015

Work & study

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
/	[illegible]	[illegible]
/resources/		
/research/		
/about/		
/workstudy/phd/		
/workstudy/placements/		
/about/campus/		
/research/projects/	336	1.81%
/s/	336	1.81%
/research/faculty/	310	1.67%
/research/projects/cancergenome/	209	1.12%
/workstudy/career/	199	1.07%
/research/areas/	197	1.06%
/resources/talksandtraining/	190	1.02%
/resources/databases/	172	0.92%
/workstudy/information/	171	0.92%
/about/people/	166	0.89%
/resources/software/	155	0.83%
/about/contact/	117	0.63%
/resources/software/artemis/	115	0.62%

Users from /workstudy* hopping over to other site sections

Next Page Path	Pageviews	% Pageviews
/workstudy/phd/	4,146	23.28%
/workstudy/placements/	2,267	12.73%
/resources/	1,680	9.43%
/workstudy/career/	1,551	8.71%
/	1,285	7.22%
/about/	1,267	7.11%
/research/	1,154	6.48%
/workstudy/information/	995	5.59%
/workstudy/working/	474	2.66%
/workstudy/sexinscience/	357	2.00%
/workstudy/career/postdocs/	336	1.89%
/s/	263	1.48%
/workstudy/starting/	208	1.17%
/workstudy/placements/prize.html	135	0.76%
/about/campus/	114	0.64%
/workstudy/information/applications.html	65	0.36%
/research/faculty/	64	0.36%
/about/contact/	59	0.33%
/workstudy/information/moving.html	51	0.29%
/resources/software/artemis/	49	0.28%

Event Action	Total Events
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1. http://jobs.sanger.ac.uk/	1,534 (66.84%)
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6. http://www.facebook.com/sangerinstitute	2 (0.09%)
7. http://sangerinstitute.wordpress.com/	1 (0.04%)
8. http://staging.sanger.ac.uk/workstudy/placements/	1 (0.04%)
9. http://www.europe.sanger.ac.uk/resources/	1 (0.04%)
10. http://www.hinxton.org/	1 (0.04%)

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

Source: Google Analytics, www.sanger.ac.uk, 1 Sept. 2014–28 Feb. 2015

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Work & study

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%

Source: Google Analytics, www.sanger.ac.uk, 1 Sept. 2014–28 Feb. 2015

Work & study

Section switching to /resources/

Users from /workstudy hopping over to /resources

Group pages by: Ungrouped Current Selection: /resources/ Show rows: 25

Entrances Sep 1, 2014 - Feb 28, 2015: 4.01%

Previous Pages Sep 1, 2014 - Feb 28, 2015: 95.99%

Exits Sep 1, 2014 - Feb 28, 2015: 8.76%

Next Pages Sep 1, 2014 - Feb 28, 2015: 91.24%

Previous Page Path	Pageviews	% Pageviews
/	4,000	23.45%
/research/	2,975	17.44%
/workstudy/	1,680	9.85%
/research/projects/cancergenome/	683	4.00%
/s/	613	3.59%
/research/projects/	407	2.39%
/about/	337	1.98%
/resources/databases/	296	1.74%
/research/faculty/	274	1.61%
/research/areas/	262	1.54%
/resources/software/	228	1.34%
/research/publications/	222	1.30%
/workstudy/placements/	207	1.21%
/resources/downloads/	206	1.21%

Next Page Path	Pageviews	% Pageviews
/research/	1,981	12.22%
/resources/databases/	1,963	12.11%
/workstudy/	1,764	10.88%
/resources/software/	1,528	9.43%
/resources/downloads/	1,195	7.37%
/	1,067	6.58%
/research/projects/cancergenome/	1,003	6.19%
/resources/technologies/	860	5.31%
/resources/mouse/	772	4.76%
/resources/talksandtraining/	721	4.45%
/resources/zebrafish/	407	2.51%
/s/	402	2.48%
/about/	345	2.13%
/research/publications/	266	1.64%

Source: Google Analytics, www.sanger.ac.uk, 1 Sept. 2014–28 Feb. 2015

Work & study

Section switching to /research/

Users from /workstudy* hopping over to /research/

Group pages by: Ungrouped Current Selection: /research/ Show rows: 50

Entrances Sep 1, 2014 - Feb 28, 2015: 6.36%

Previous Pages Sep 1, 2014 - Feb 28, 2015: 93.64%

Previous Page Path	Pageviews	% Pageviews
/	8,897	38.53%
/resources/	1,981	8.58%
/workstudy/	1,154	5.00%
/s/	909	3.94%
/workstudy/placements/	724	3.14%
/research/areas/	558	2.42%
/about/	440	1.91%
/research/faculty/	432	1.87%
/research/projects/	397	1.72%
/research/areas/cellulargenetics/	357	1.55%
/resources/software/	303	1.31%
/resources/databases/	272	1.18%
/workstudy/phd/	230	1.00%
/resources/downloads/	222	0.96%
/about/what/	212	0.92%
/workstudy/information/	182	0.79%
/resources/mouse/	177	0.77%
/about/people/	173	0.75%
/workstudy/phd/fouryearphd.html	156	0.68%
/workstudy/career/	126	0.55%

Exits Sep 1, 2014 - Feb 28, 2015: 11.53%

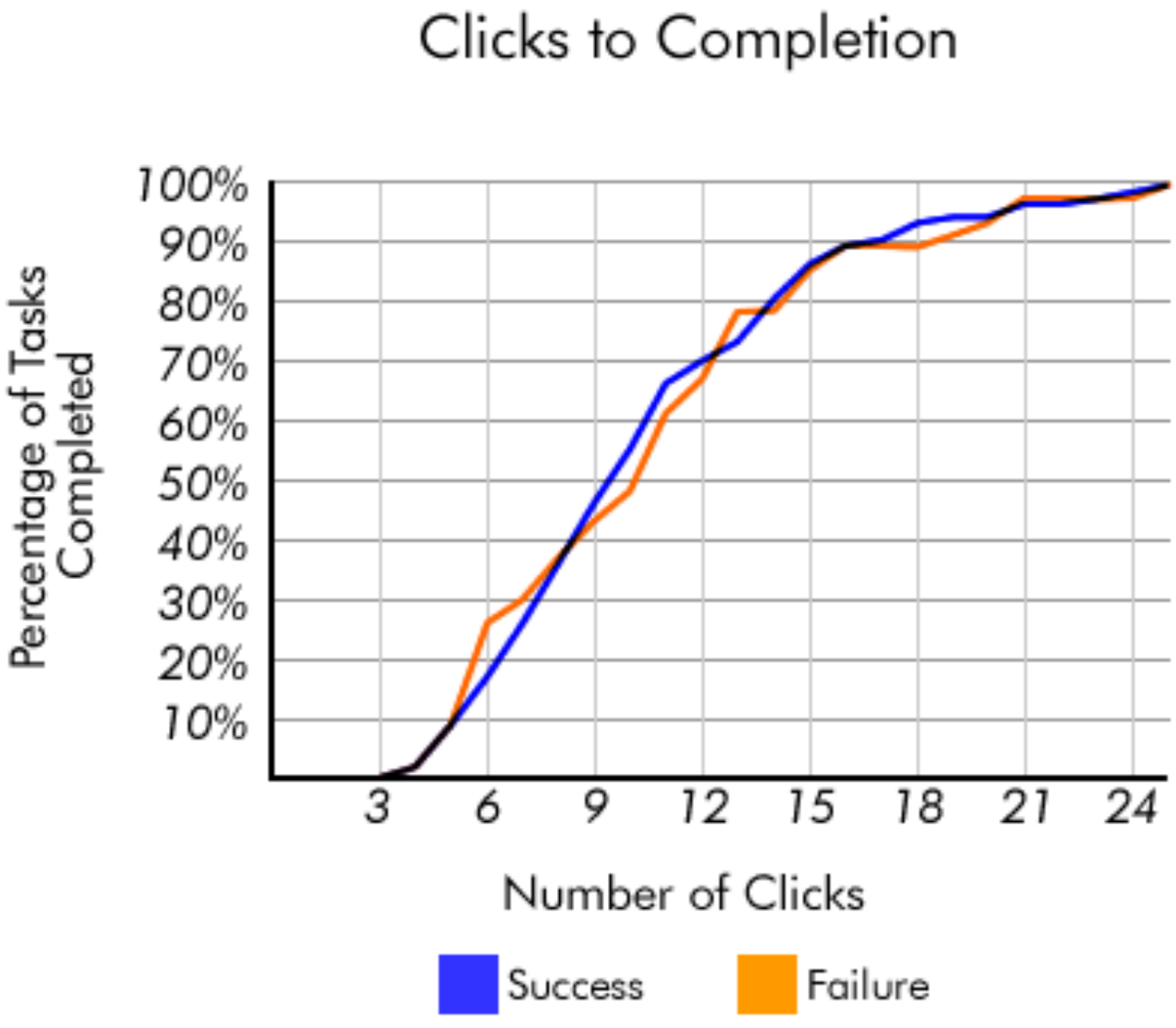
Next Pages Sep 1, 2014 - Feb 28, 2015: 88.47%

Next Page Path	Pageviews	% Pageviews
/research/areas/	4,384	20.11%
/	3,069	14.08%
/resources/	2,975	13.64%
/research/faculty/	2,800	12.84%
/research/projects/	2,507	11.50%
/workstudy/	1,516	6.95%
/s/	814	3.73%
/about/	566	2.60%
/research/publications/	541	2.48%
/research/areas/cellulargenetics/	203	0.93%
/workstudy/placements/	188	0.86%
/research/initiatives/globalhealth/	170	0.78%
/about/press/features/	123	0.56%
/resources/technologies/	114	0.52%
/about/what/genomics.html	96	0.44%
/research/faculty/mstratton/	94	0.43%
/resources/software/	85	0.39%
/resources/databases/	63	0.29%
/workstudy/phd/	52	0.24%
/resources/downloads/	45	0.21%

Source: Google Analytics, www.sanger.ac.uk, 1 Sept. 2014–28 Feb. 2015

The Dreaded
Three Click Rule

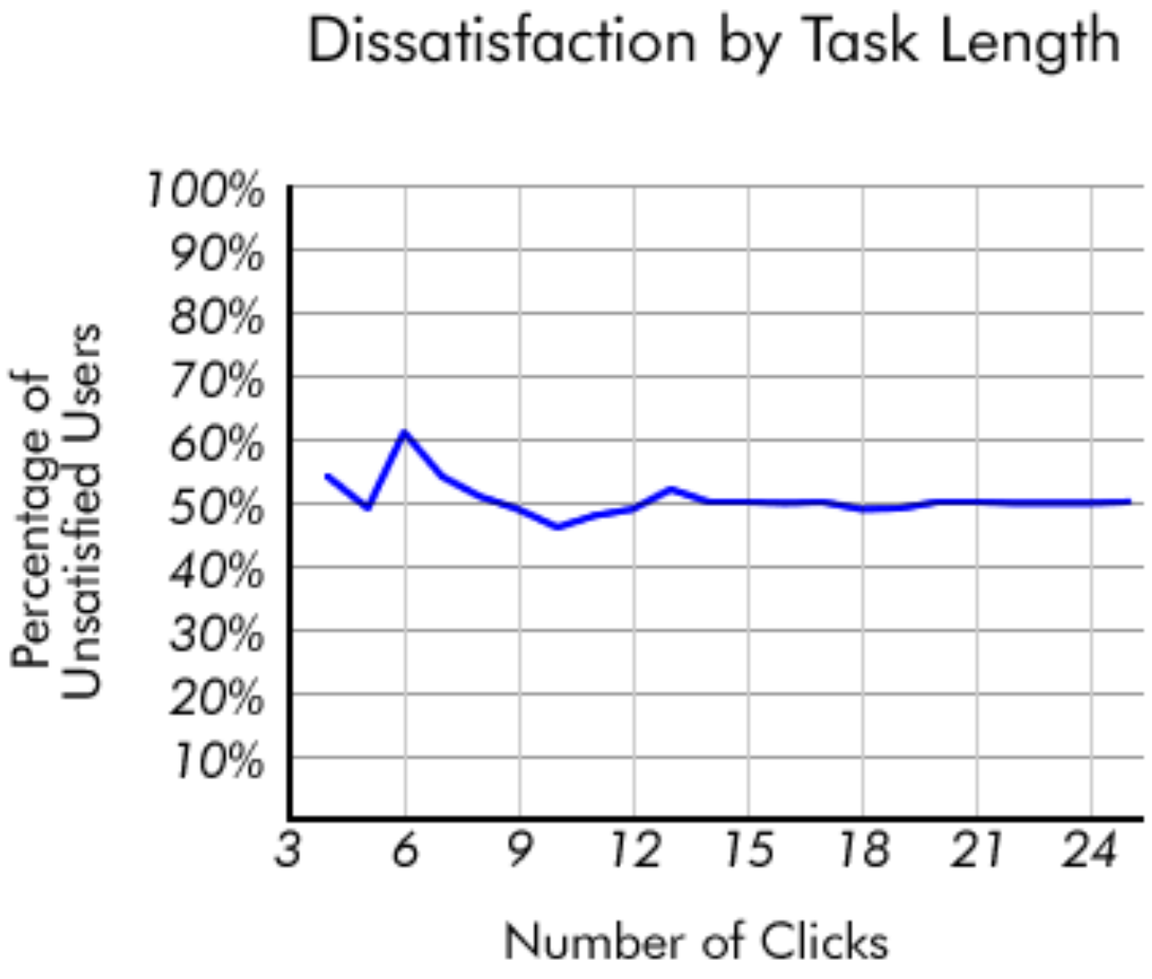
The 3-Click “Rule”



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

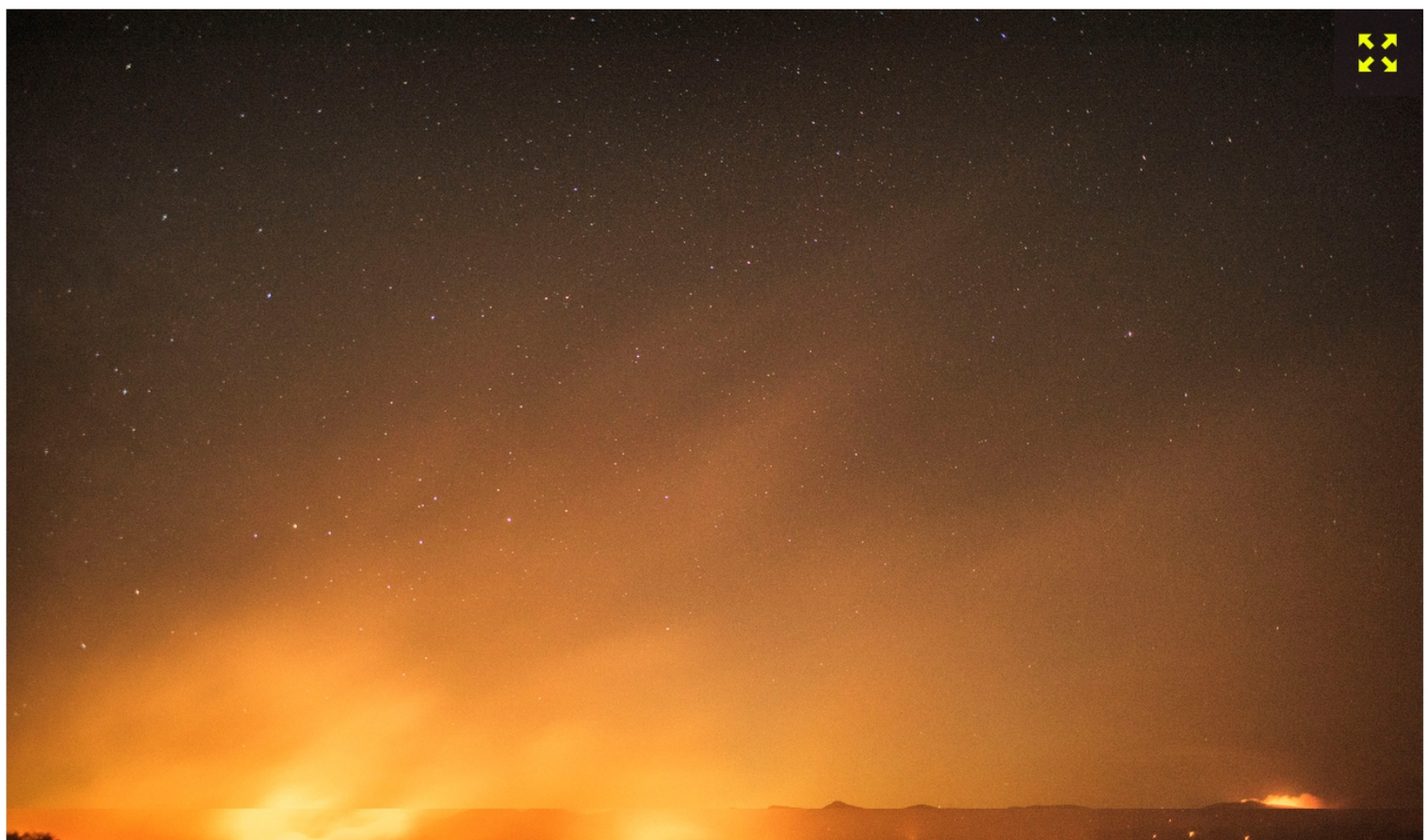
The "Fold"

The Slatest 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?

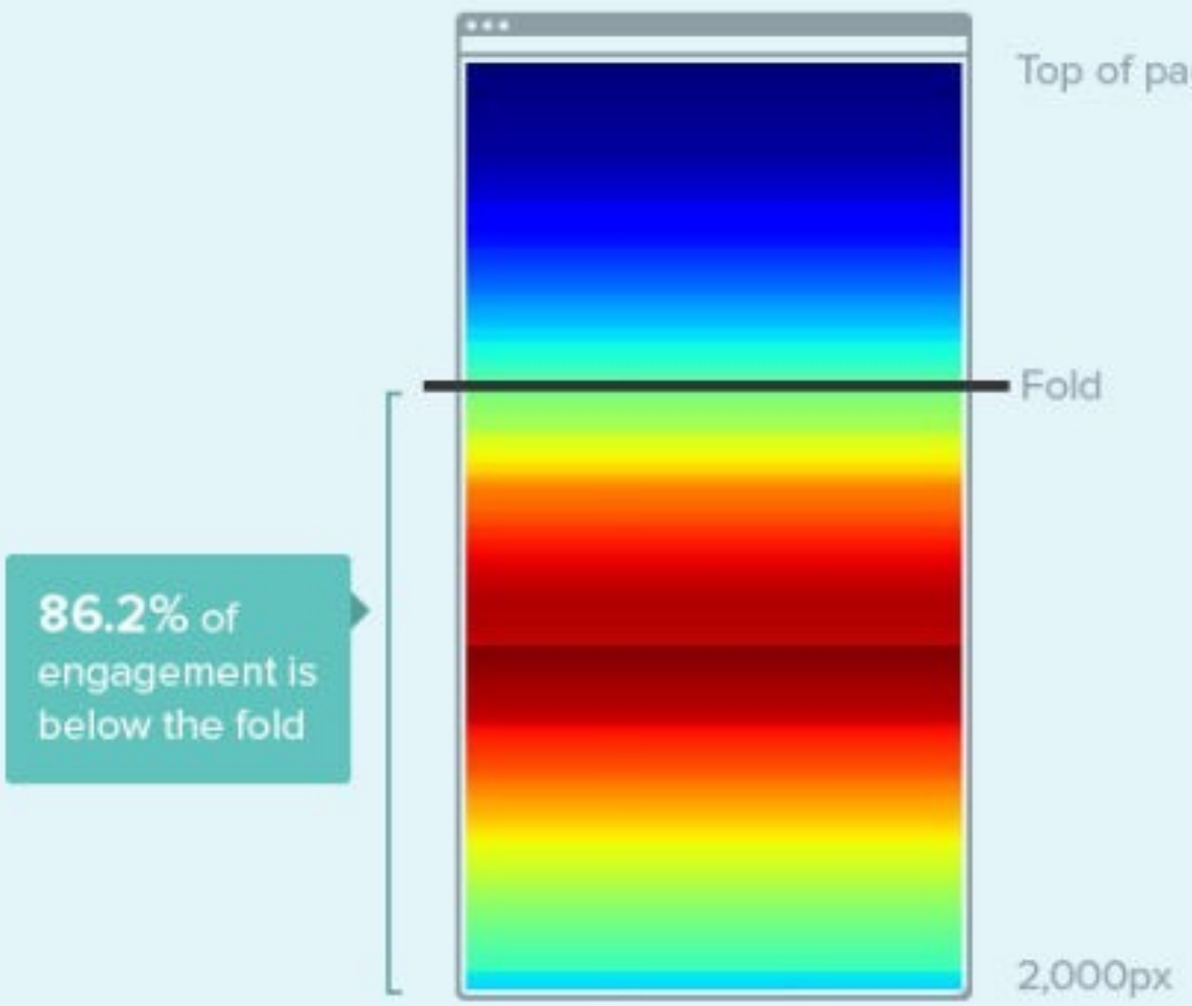
FROM NEW YORK MAGAZINE

Why Lonely People Stay Lonely

The "Fold"

ON SLATE.COM

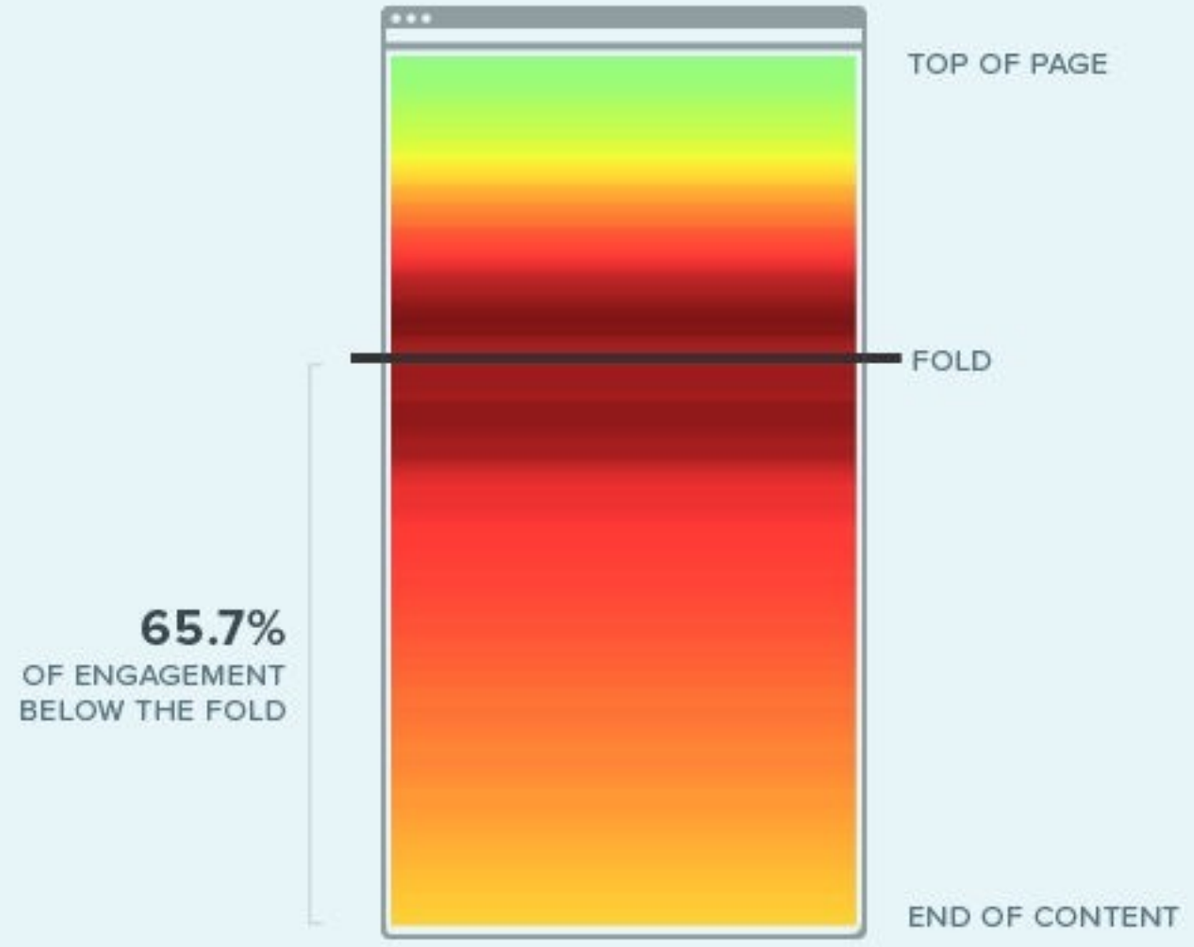
Heatmap of Engaged Time



For 25K visitors on Slate.com

Chartbeat

Heatmap of Engaged Time



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

Chartbeat

"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

Image © PEANUTS Worldwide LLC, Used for Educational Purposes

"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.

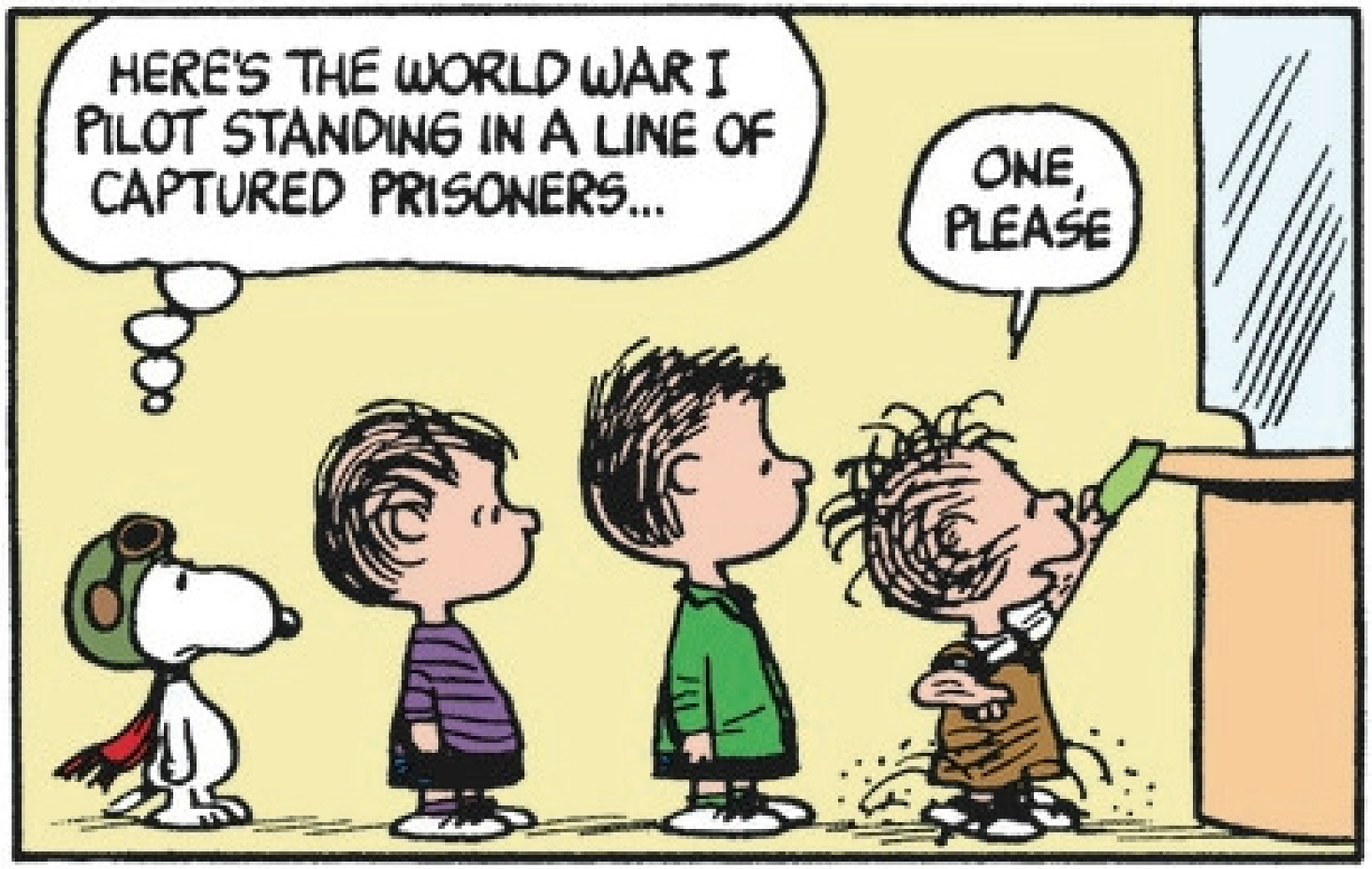


Image © PEANUTS Worldwide LLC, Used for Educational Purposes

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.

Find Your Westfield

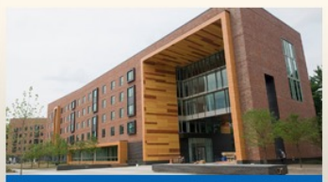
What Can I Learn?

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

Find Your Westfield

What Can I Learn?

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

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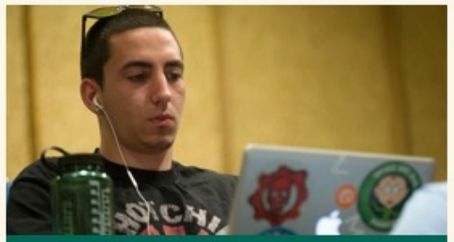

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250+ internship placements each semester

CAREERS

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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)

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Northeastern University Continuing & Professional Studies

Awareness Stage

How do they reach the website?

Evaluation Stage

How do they decide CPS is the right choice?

Commitment Stage

How do they move through the application and enrollment process?

@davidpoteet #heweb15

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

Of users from July 16th, 2014,

77%

who started the application didn't finish it before December 16.

Google Analytics, July 16th – December 16, 2014 (25% sample)

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

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 PROGRA

Undergraduate Re
Oxford Scholars
Study Abroad
Scholarships & Fe
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

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

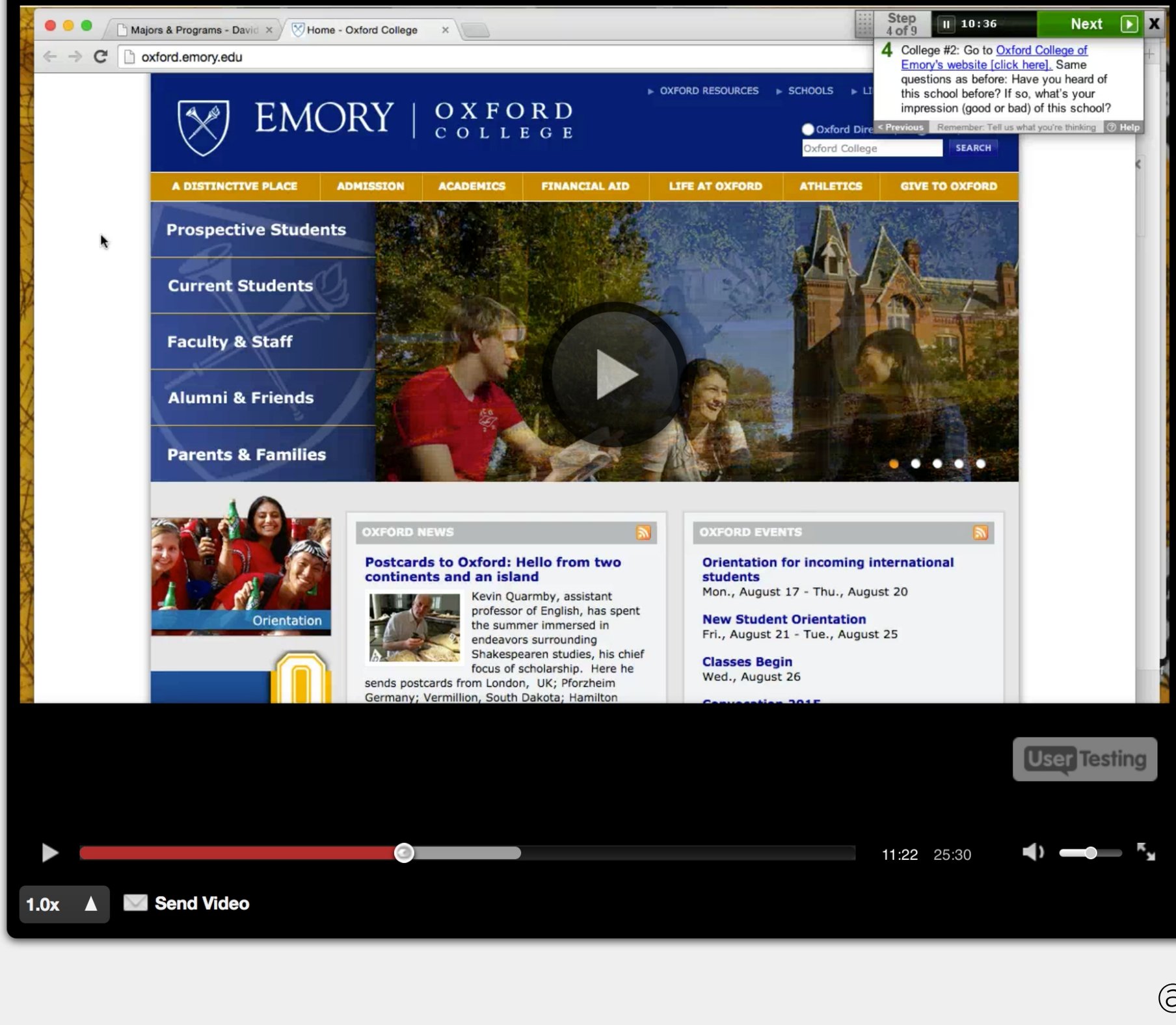
- Take a moment to look around the [university name] website. Think about what you like and don't like in a university. What on their website makes you think that they might be a good fit for you?
- Note that we don't tell them to look for their course (major) of interest.

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?

help

Questions? 1-800-903-9493



Oxford College Police Line-up

Tested by amandatcw18 (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

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Affordability

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

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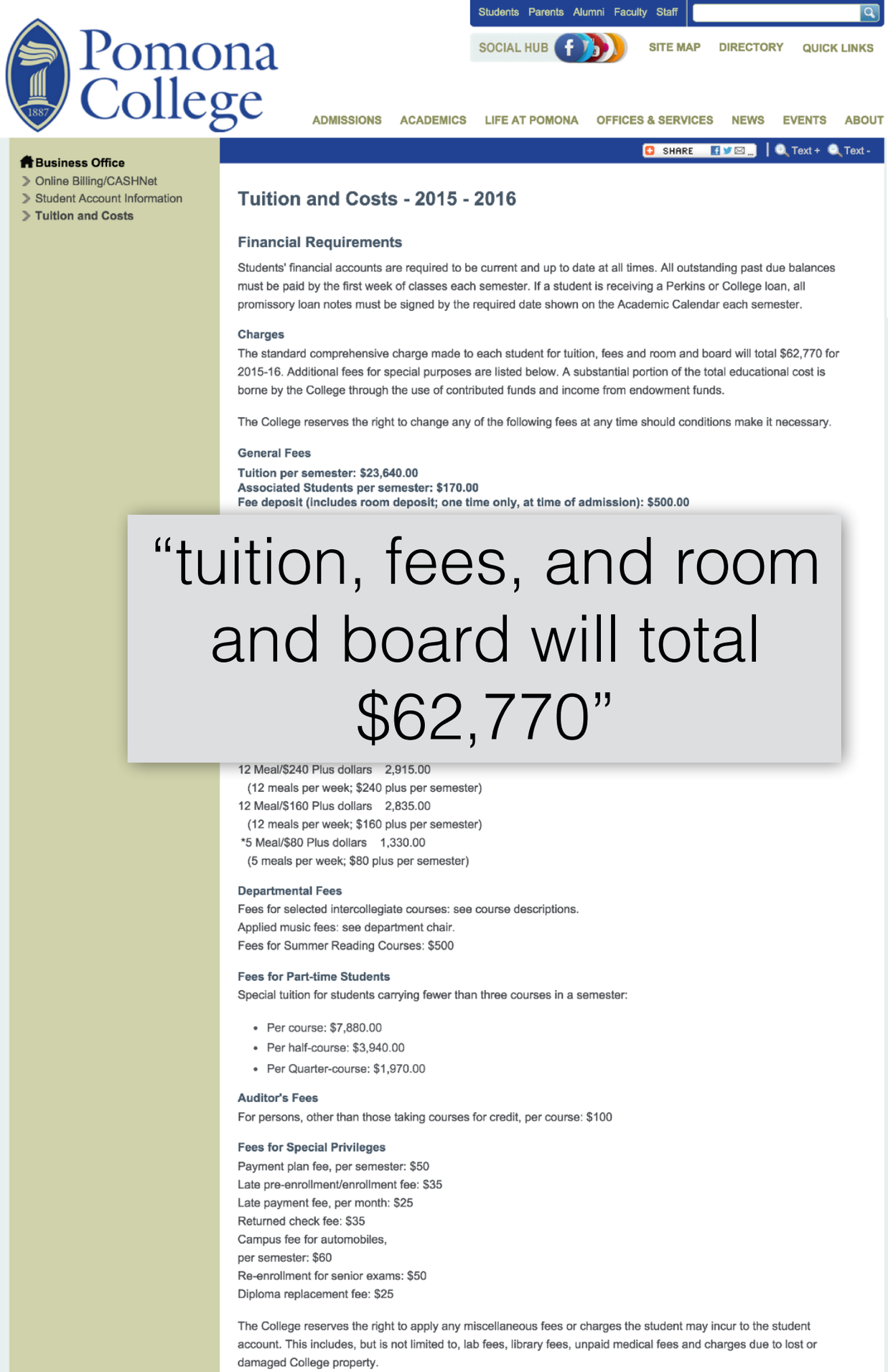

"tuition, fees, and room and board will total $62,770"

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: 0.22% (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

Lily Coronel
Financial Aid Administrative Assistant
Sumner Hall
financial.aid@pomona.edu
(909) 621-8205

Thanks!

@davidpoteet #heweb15

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