

Core Identity

What are our core values, key differentiators, and brand traits?

- America’s Brightest Orange is our visual identity, but also a way of life. It stands for our pride in our work building a brighter future for all.
- We research and teach in order to serve... our students, state, nation, and world.
- We value access and affordability over exclusivity.
- We cultivate leaders who live by the Cowboy Code.
- We call Stillwater home, and invite others to do the same.
- We are a team, breaking down barriers to build something better together.

Challenges

What problems are we trying to solve? What obstacles must we overcome?

- Large, distributed web presence that mirrors siloed departments
- Varied audience needs and goals
- Accessible use of OSU orange
- Competing with OU and other 4-years while also “selling” the 4-year degree over a 2-year community college
- Having the data and framework to make strategic decisions for web requests

Aspirations

What are the ideal desired outcomes? What do we want to achieve?

- Present a seamless user experience
- Effectively address varied audiences, but prioritize recruitment
- Authentically articulate and strategically grow the OSU brand
- Create a robust and scalable information architecture
- Reduce/consolidate content to focus on priority areas and simplify maintenance and management
- Encourage adoption of design system & OmniUpdate across campus (consistency)
- Make better use of distributed content and storytelling
- Identify, track, and use goals/metrics for continuous improvement

Our Audience

Who are we trying to reach? What do they want to do? What do they care about?

- Prospective students — 1: Undergrad (new freshmen\*, transfer\*, non-trad), 2: International\*, 3: Graduate — \*and their parents
- Current students, faculty/staff
- Ideal students are service-minded, ready to get involved, and up for a challenge.

Focus Areas

What is the scope of the strategy? What will we focus on for the most impact?

- Global navigation strategy
- Pathway to academic programs + strategy for standardizing and managing content
- Homepage (design + messaging)
- Section pages that answer key prospective student questions and reinforce brand
- Admissions conversion funnel optimization + tracking
- International admissions content

This does not mean we neglect other areas. However, these will be prioritized in order to best meet project goals.

Adapted from the UX Strategy Blueprint developed by James Kalbach  
<https://experiencinginformation.wordpress.com/2014/08/12/ux-strategy-blueprint/>

Success Metrics [Details »](#)

What specific impact do we want to make through this project? What metrics will we use to gauge success?

- Improve overall rating on comparative user test
- Increase website satisfaction from users outside of Stillwater
- Provide enough info for testers to confidently answer “good fit for OSU” question
- Have the new design system be adopted by owners of federated sites
- Increase conversion rates for international admission pages / international sources
- Implement tracking of: page “value” in conversion funnel, % of sessions that include search, search efficiency/accuracy, social and digital campaigns
- Reduce searches for prospective student content
- Improve load time and accessibility of templates