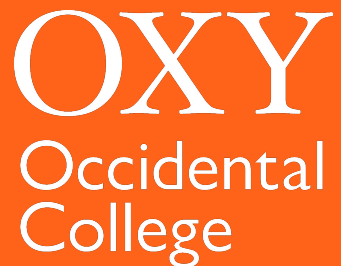


Updates on Oxy.edu Redesign

Web Stakeholder Update: 5/1/18



Site Objectives & Guiding Principles

- Modernize and evolve our site with the goals of:
 - Better telling the Oxy story
 - Ensuring consistency of experience, easy engagement and navigation
 - Effectively meeting the needs of key audiences (prospective students and current community)
 - Improving and updating functionality & features
 - Improving the look and feel of site

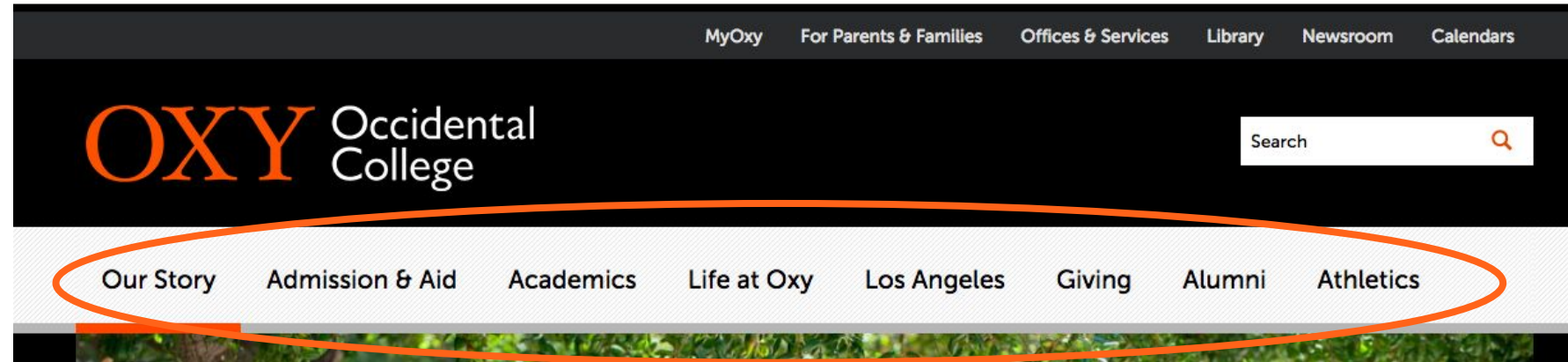
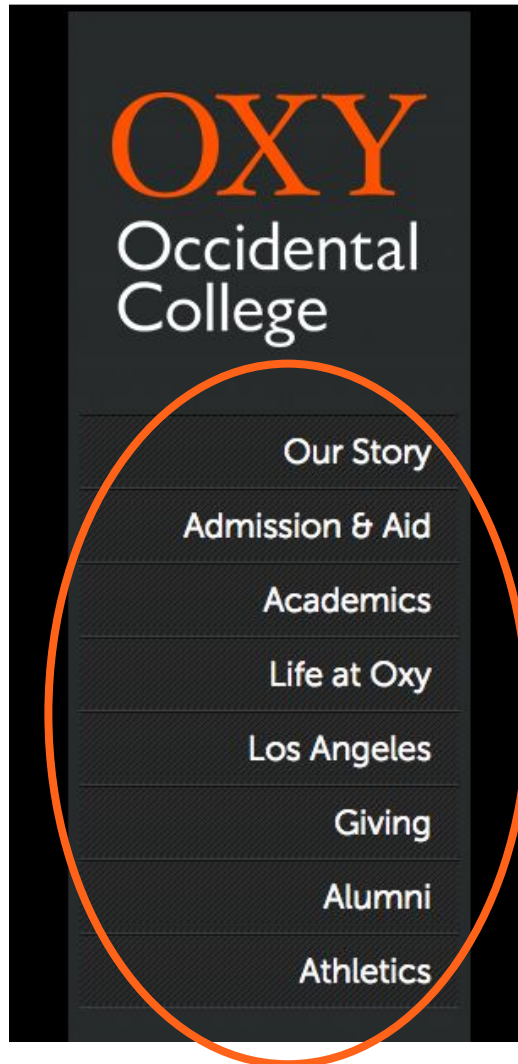
Timeline Update

- November 2017: kicked off project
- Nov-Jan: Research and discovery phase
 - Key stakeholders meeting; student Q&A session
 - Web use survey sent to faculty, staff, students
 - Google Analytics and competitor analysis
- Jan-Mar: Sitemap, wireframes, content audit
- Current phase: Designs, migration strategy
- **December 2018: Anticipated site launch**

Features to Preview Today

1. Sitemap strategy and updated menu structure
2. Highly functional “Utility Navigation” for campus community
3. Homepage layout, strategy, and working design
4. Wireframes and strategy for key Academic/Department pages

Main Navigation: Current



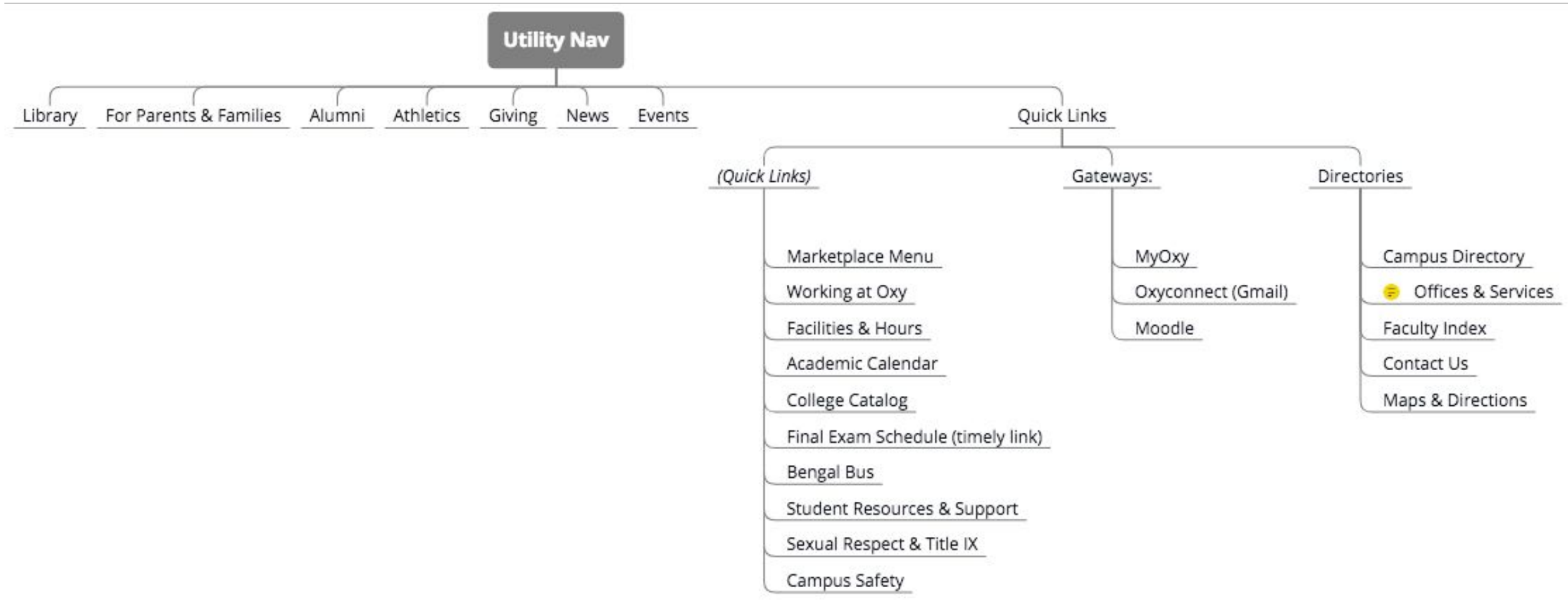
Main Nav: Streamline the Oxy Story



Utility Navigation: Current



Utility Nav: Easy Access for Oxy community



Sitemap Strategy

- Current sitemap is flat - all pages at the same level (/academics, /its, /human-resources, etc.)
 - No discernible relationship between pages - requires web editors to manually create related links to connect content
 - Difficult for users to navigate
- New site will move to a more structured sitemap, with pages nested beneath parent categories
 - More user-friendly, intuitive, and consistent with industry best-practice
 - Users will be able to see where your website fits in with the overall site structure via breadcrumbs
 - You will continue to have your own department website and menu

Sitemap Comparisons: Peer Institutions

CONNECTICUT COLLEGE

CONNECTIONS

MAKE A GIFT

NAVIGATION

SEARCH

Majoring in American Studies

Hamilton

Alumni • Parents • Athletics • News • Events • Directories • My Hamilton

ABOUTADMISSIONACADEMICSCAMPUS LIFEAFTER HAMILTON

ACADEMICSMAJORS AND MINORSAMERICAN STUDIES

HOME → CAMPUS LIFE → WHERE TO EAT → DINING HALLS

DINING HALLS

THE AMHERST STORYTHE ACADEMIC EXPERIENCEADMISSION & FINANCIAL AIDLIFE AT AMHERST

Home » Student Life » Loeb Center for Career Exploration and Planning

Loeb Center for Career Exploration and Planning

Everyone's career path is unique. Whether you're a first year or a senior, we offer resources and advising to help you consider and shape your own way forward through internships, networking, jobs, alumni connections, or reflection on how your academic experiences, interests, skills, and values can align with a meaningful career.

New Sitemap: Examples



Sitemap Considerations

- Most sitemap changes will follow a logical construct, for example:
 - Academics → Areas of Study (Programs/Departments) → Major (e.g. Biology)
 - Life at Oxy → Resources & Support → Emmons Wellness Center
- User-centered approach: where do users look for content, vs. how departments are structured internally
- All current URLs will redirect to the new URL in the sitemap, so people will still be able to access your website via `oxy.edu/department-name`
- If you have any questions about the sitemap and your specific website(s), please reach out to the webteam!

Homepage Features

- Be more overt in telling Oxy's story
 - “Why Oxy” for prospective audiences
- Emphasis on three pillars of our story
 - **Academics** (elevates prestige)
 - Search majors/programs from the home page
 - Rotate academic spotlights
 - **Location** in Los Angeles & campus life
 - **Community** via stories from students, faculty, alumni
- News, events, social - what's happening on campus now

Goals of Academic Department Pages

- Helps prospective students get a clear understanding: “Why major in X at Oxy?”
- Consistency so users can easily find what they are looking for across depts
- Contemporary look and feel – full-width photos at top of page
- Let departments include the content/functional components that they need
- Key components:
 - User-friendly, “about this major” copy at top
 - Other optional:
 - Interesting courses
 - Meet the faculty
 - What our alums do
 - News, Events, Feature stories

Goals of Administrative Department Pages

- Goals vary widely depending on department function, so flexibility is key
- Contemporary look and feel with flexible design components
- Let departments include the content/functional components that they need
- Improve workflow so content is easier to add, edit, and format
- Better content integration from web calendar, blogs, and newsroom

Working Together: We are here to help!

- Bronwyn Beck (ITS) & Laura Paisley (OMC) - project leads
- Technical Support
- Content Support
 - Writing
 - Photos
 - Analytics & Assessment
- Department Meetings
- Continued updates throughout project

Updates on Oxy.edu Redesign

Thank You.

