College of Arts and Sciences
WEBSITE REDESIGN KICK-OFF 2015
Project Overview

- Redesign Project
- Mobile-First Initiative
- Advisory Board Role
Department Core Messaging

**Priorities**
- Students First
- Liberal Arts Foundation
- Research Opportunities
- Faculty Commitment
- Benefits of a USD Education

**Project Goals**
- Audience-Focused
- Well-Balanced Education
- Research & Scholarships
- Strong Relationships
- Student Outcomes
### Terminology

<table>
<thead>
<tr>
<th><strong>Target Audience:</strong></th>
<th>current USD students who have not declared a major; prospective students and their families</th>
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</thead>
<tbody>
<tr>
<td><strong>Usability:</strong></td>
<td>website ease of use across desktop and mobile devices</td>
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<tr>
<td><strong>Information Architecture:</strong></td>
<td>skeleton and structure of a site; navigation flow and how content is organized</td>
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<tr>
<td><strong>Responsive:</strong></td>
<td>how a website responds visually across various screen sizes and devices to provide a seamless design and content experience</td>
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<tr>
<td><strong>Mobile-First:</strong></td>
<td>designing for devices by specifying unique considerations for web organization, actions, input, design and layout</td>
</tr>
</tbody>
</table>
Why Mobile-First?
Mobile Behavior Trends

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Mobile Time (HOURS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>5.2</td>
</tr>
<tr>
<td>25 - 34</td>
<td>3.5</td>
</tr>
<tr>
<td>35 - 44</td>
<td>3.4</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2.9</td>
</tr>
<tr>
<td>55+</td>
<td>2</td>
</tr>
</tbody>
</table>

83% WANT A SEAMLESS EXPERIENCE

9/10 feel it is somewhat important or very important to have access to content however they want it.

Exact Target Research 2014 Mobile Behavior Report
Mobile-First at USD

45.6% NEW USERS ON MOBILE DEVICES = 1,277,660 SESSIONS

04:27 MINUTES PER SESSION

700+ DEVICE TYPES

Google Analytics Off Campus Data: July 2013 - July 2014
Redesign Improvements

Pre-Redesign, 1 Year

Redesign Period

Post-Redesign, 1 Year

Google Analytics Off Campus Data: July 2011 - March 2015
Understanding Our Target Audience
Research and Discovery

PROSPECTIVE STUDENTS
3,232 Respondents

CURRENT STUDENTS
1,461 Respondents

COLLEGE FACULTY AND STAFF
51 Respondents
User Profile

- 18 - 24: 39.2%
- 25 - 34: 25.3%
- 35 - 44: 11%
- 45 - 54: 10%
- 55 +: 8%

Popular Apps

- Instagram
- Facebook
- Snapchat
- Mail
- MySDMobile
- Twitter
- Pinterest

Qualities

- Positive outlook
- Prefers to be outdoors
- Eco-conscious
- Fast-paced environments
- Values family and friends
- Takes pride in experiences
Target Audience

- INDUSTRY PARTNERS
- UNDECLARED & PROSPECTIVE STUDENTS
- CURRENT STUDENTS
- FACULTY
- DONORS
- PROSPECT. FACULTY
- STAFF & ADMIN
- ALUMNI
- COMMUNITY
- HIRING CORPS.
- UNIVERSITY OF SAN DIEGO
Key Values

FAITH  DEPENDABILITY  FAMILY
EQUITY  HONESTY  EDUCATION
RESPECT  TRUST  HARD WORK
MORALS  COMPASSION  COMMUNITY
LOYALTY  OPEN-MINDEDNESS  EQUALITY
FRIENDSHIP  EMPATHY  CARE
INTEGRITY  INTELLIGENCE  SELFLESSNESS
## Competitive Analysis

<table>
<thead>
<tr>
<th>Peer Schools</th>
<th>Aspirational Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyola Marymount</td>
<td>University of Southern California</td>
</tr>
<tr>
<td>University of San Francisco</td>
<td>Georgetown University</td>
</tr>
<tr>
<td>Santa Clara University</td>
<td>University of Notre Dame</td>
</tr>
<tr>
<td>Pepperdine University</td>
<td>Boston College</td>
</tr>
</tbody>
</table>


Competitive Analysis

Top Deciding Factors
1. Online Presence
2. College’s Website
3. Brochures/Catalogs

Important Considerations
1. Location
2. Cost
3. University Reputation
Survey Results

✔️ Most Visited Section
Major / Minor Information
Curriculum Requirements

❌ Hardest to Find
Academic Calendar
Forms / Documents

Would be interested in seeing:
Internships
Employment Opportunities
Student Achievements
Summary

• Audience-Focused
• Well-Balanced Education
• Research & Scholarships
• Strong Relationships
• Student Outcomes
Next Steps

- **Redesign Kick-off**
- **Content Review**
- **Design Review**
- **Final Review**
Next Steps

Next Meeting
Content Structure / Design Elements
Wednesday, May 6, 2015

Redesign Website
Presentation and Data Summary
www.sandiego.edu/redesign
Thank You and Q&A