



Mindshare **Interactive** Campaigns LLC

Sure Signs It's Time to Redesign

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- **Bottom line** – Are you meeting the goals of your institution, meeting your visitors' needs and upholding your brand?
- Visitors expect more from higher education online today:
 - Audience identification
 - Personalization
 - Social networking features
 - Podcasts
 - Easy viewing and filtering of category results



- Redesigning is NOT just about the design of your site but aligning it with user needs, changes in technology and the goals of the organization
- Look at the trends:
 - Social networking for e-recruitment, promotion and ways to connect with people
 - Implementation of AJAX controls
 - Increased use of podcasts and online course work
 - Easier search and filtering
 - Webcams of campus
 - RSS





- Why does your Web site exist?
- What do you want your site to do? Does it do that?
- Who are you trying to reach?
 - Are you meeting the needs of these users?
 - What motivates your users? Does your site leverage those motivations?
 - What is your call-to-action?



- 1. Has your organization re-branded or revised its communication strategy since you last designed your site?**
- 2. Are you trying to reach a new audience? Do these users have differing priorities, interests and needs?**
- 3. Has your organization launched a new program or service? Does your existing site accommodate that?**
- 4. Any time you want to make a change on your site, do you need to call in a technical expert?**
- 5. Has it been more than 3 years since your last redesign?**
- 6. Has your site grown 10% in each of the last 3 years?**



Are your visitors doing what you want?

- Do more than 25% of people who visit your site never go past the first page? Is the average visit less than 10 seconds?
- Are you seeing a lot of uncompleted tasks? Can students, faculty, alumni, parents and other audiences find what they are looking for?
- Are visitors returning?
- Does your site generate the data you need to make decisions? What data should you be collecting?



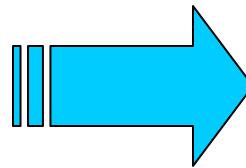
Solutions for Institutions and Visitors





Traditional Analytics

- Page Views
- Hits
- Top Entry Pages
- Top Exit Pages
- Depth of Visit
- Time Spent on Site



Analytics Today

- Click Density along with Page Analysis
- Key Metrics such as visitor analysis, bounce rate
- Search Analysis
- Visitor Primary Purpose
- Task Completion Rates
- Segmented Visitor Trends
- Multi-channel Impact Analysis

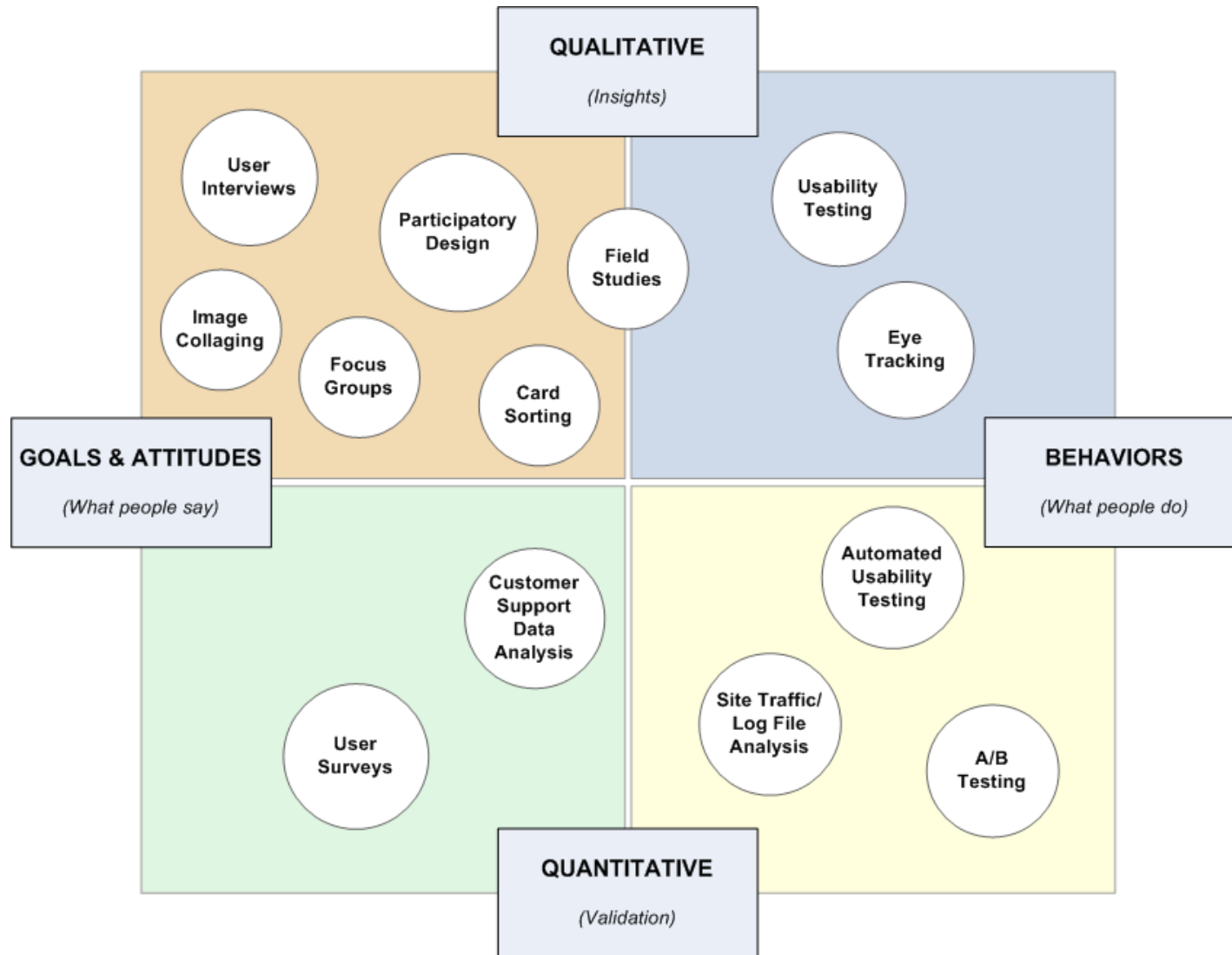


- Review Search Metrics
 - Search conversion
 - Keyword conversion
 - Top 10 Searches
 - Search satisfaction
 - Search exits
 - Search page views per visit
- Provides a wealth of information
 - Keywords leading to no results
 - Keywords leading to false positives



Who Are Your Visitors?

Measuring the “What” and the “Why”



* Modified from "The User Is Always Right", Steve Mulder with Ziv Yaar © 2007



- Do you engage your audiences actively?
- What motivates and gains the trust of your audiences?
- What experience are they expecting?



- Show the human side and the college experience through stories
- Images are influential and create a compelling emotional connection

Faces of Arts & Sciences



Sahar Adish
(Chemistry '08)

Sahar Adish wins the prestigious Peabody Award for film documenting her family's escape from the Taliban.

[Read more ...](#)



Alfredo Garcia T '08 [View all spotlights](#)

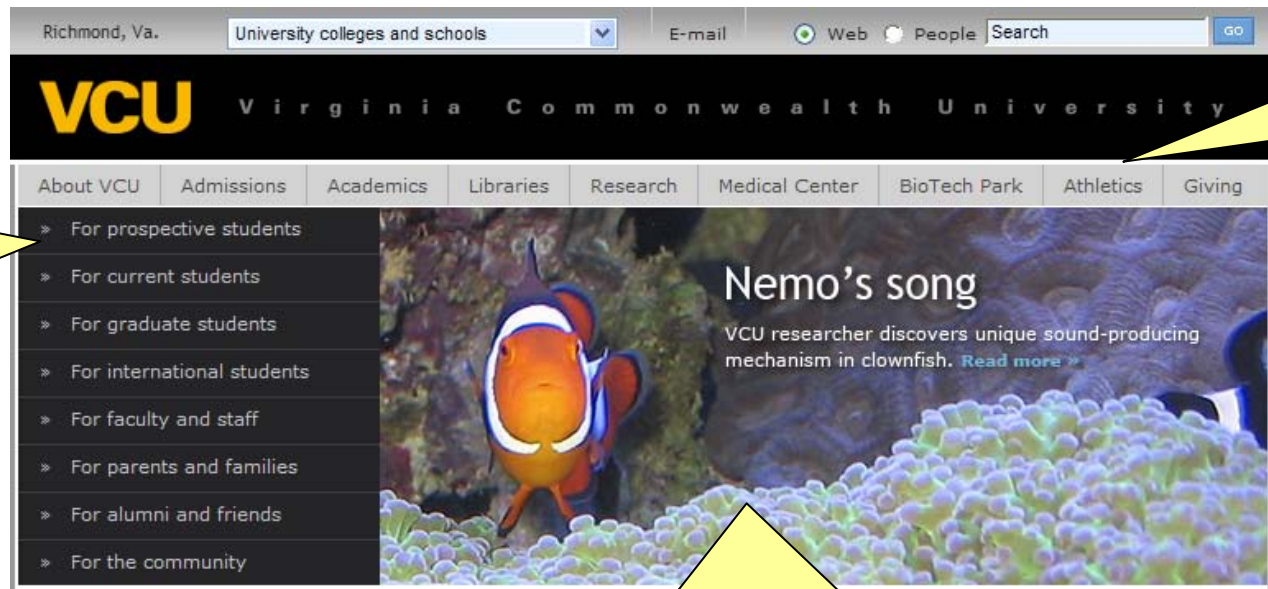
- Duke's Men's Crew (1Y, 2Y, 3Y) President (3Y)
- Tutor for Peer-To-Peer Tutoring Program (1Y, 2Y, 3Y)
- Duke in South Africa Program (Summer 05)
- Resident Advisor (2Y) RA Leadership Council (3Y)
- Operation Snowball, Duke-Durham Neighborhood Partnership (2Y)
- Dean's Summer Fellowship for Summer Research (Summer 06)
GIS Modeling of Plovers, South Africa
- Engineers Without Borders (3Y)
- Candidate for honors thesis in Religion Department (3Y)

**Majors: Biological Anthropology and Anatomy
Religion**

T-REQ'S Trinity Academic Requirements DUKEPASS The Duke Undergraduate Portal



Create rich interactive experience



Navigation by audience

Navigation by subject

A Flash visual presentation along with a welcome statement helps to provide a clear narrative about the institution as well as an engaging tool for more in depth site exploration.



Tailor content to specific audiences

- Audience portal pages is a great way to tailor the same content for different audiences
- Good way to draw users back to the site

The screenshot shows the website for the University of Virginia College of Arts & Sciences. At the top, there is a navigation bar with links for Home, Admissions, College, Advising, Graduate School, Research, and Office of the Dean. Below this is a search bar and a search button. The main header features the university's name and logo. A large banner image shows a man and a woman looking at a laptop, with the text "Better connections, better advising" overlaid. Below the banner is an "Announcements" section with a text block about University ID cards. To the right of the main content is a sidebar with a list of links for Degrees and Programs, Degree Requirements, Registration and Enrollment, Majors & Minors, Classes, Grades and Credits, Transferring to the College, College and Dean's Scholarships, Graduation and Diplomas, and Forms. Below the sidebar is a "News" section with a headline "Lights, camera, action!" and a photo of a student. At the bottom, there are two columns of "Hot Topics" and "Student Guides" with various links.



Offer multiple navigational tools

Filtered Search options

- Directory of names
- General search
- Search by audience type

Main body text

User Actions

Navigation:
Sub-navigation typically has a header to help reiterate site location.

Clear Layout



Can aging baby boomers and others with **physical limitations** access your site?

JOHN

- Born blind and has a seeing eye dog named Dillon
- Uses a screen reader (JAWS) and a refreshable Braille display
- Does not use a mouse
- Relies on keyboard shortcuts to let him get around on the site

PEGGY

- 62-year old who just retired
- Needs glasses for reading
- Has arthritis in her hands

GREG

- 29 year old reporter who had a repetitive stress injury in his hand

KIM

- Junior in high school and has dyslexia
- Has difficulty reading and writing
- Loves animation and cool Web designs
- She clicks on links rather than scrolling



- Look at all the data available and make an informed decision
 - Web Analytics
 - User Testing
 - Customer Satisfaction: surveys, interviews etc
 - Competitive Analysis
 - Outcome Analysis
- It's an involved process. Consider the site's usability, its design and the technology that is supporting it



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Questions

Download the Mindshare Whitepaper at:

http://www.mindshare.net/who_we_are/insights_news/insights