Yale University

USER EXPERIENCE DESIGN BRIEF

Dragan Georgiev

Introduction

Yale University is a private Ivy League research university in New Haven, Connecticut. Founded in 1701 as the Collegiate School, it is the third-oldest institution of higher education in the United States and one of the nine Colonial Colleges chartered before the American Revolution.

The Yale School of Art is a graduate school that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students.

Traditions & History

The university traces its roots to the 1640s, when colonial clergymen led an effort to establish a local college in the tradition of European liberal education. In 1701 the Connecticut legislature adopted a charter "to erect a Collegiate School." The school officially became Yale College in 1718, when it was renamed in honor of Welsh merchant Elihu Yale, who had donated the proceeds from the sale of nine bales of goods together with 417 books and a portrait of King George I.

Take a stroll through Yale's three centuries of history, and learn about the traditions that have become part of the fabric of our university.

Applying to Yale

To be considered for acceptance to Yale, interested applicants must apply directly to the school, college, or program where the degree will be awarded: Yale College for undergraduate degrees; the Graduate School of Arts and Sciences for doctoral programs and some master's degrees; or one of the professional schools for those seeking a professional degree. Each program has its own procedures for international applicants and for applying for financial assistance.

BASELINE STATISTICS

The Yale School of Art is the art School of Yale University. Founded in 1869 as the first professional fine arts school in the United States, it grants Masters of Fine Arts degrees to students completing a two-year course in graphic design, painting/printmaking, photography, or sculpture.

GLOBAL RANK	SOCIAL MEDIA ANALYTICS		
#6,880	**f 1.3M** **539K** **493K**		

COUNTRY RANK	CATEGORY RANK	TOTAL VISITS
#1,859	**#98**	**8M**

- Direct 37.10%
- Referrals 4.11%
- Search 54.53%
- Social 2.58%
- Mail 1.58%
- Display 0.10%

*stats from similarweb.com

73 www.yale.edu

30/30	20/30	5/10	18/30
SEO	Mobile	Security	Performance

*stats from website grader.com

STRENGHTS
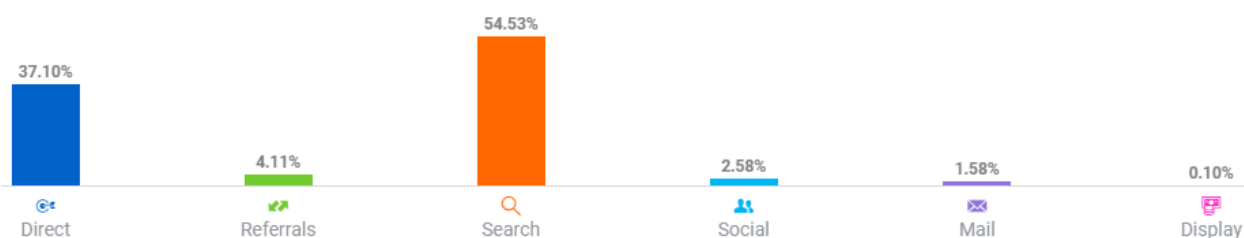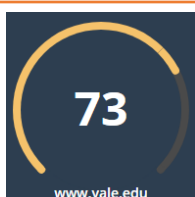
- The website is fast and light
- The web caching is world class with minimal page redirects and short & sweet minified CSS

WEAKNESSES

- Page speed requires improvement
- Image size out of place and minified JavaScript

COMPETITIVE ANALYSIS

Emily Carr University of Art + Design is a public post-secondary art school and university located in Vancouver, British Columbia. Established in 1925 as the first degree-granting institution of visual and performing arts.

GLOBAL RANK	SOCIAL MEDIA ANALYTICS
#100,523	f **14K** **11.9K** **14.5K**

COUNTRY RANK	CATEGORY RANK	TOTAL VISITS
#3,844	**#5,430**	**275.52K**

63.80%	0.91%	26.79%	4.55%	3.94%	0.01%
Direct	Referrals	Search	Social	Mail	Display

*stats from similarweb.com

71 www.ecuad.ca

30/30	**20**/30	**5**/10	**16**/30
SEO	Mobile	Security	Performance

*stats from website grader.com

STRENGHTS
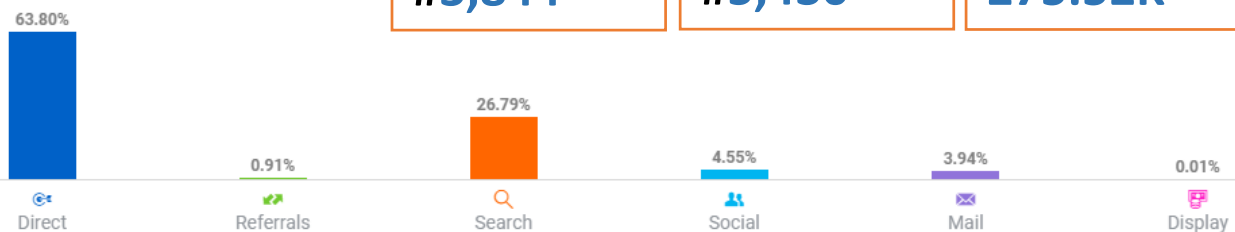
- The website is fast and light
- The web caching is world class with minimal page redirects and image sizes that fit perfectly

WEAKNESSES

- Page speed requires improvement
- Minified CSS

COMPETITIVE ANALYSIS

The **University of Alberta** is located in Edmonton, Alberta and a home to 40,000 students in a wide variety of programs. The Department of Art & Design at the University of Alberta brings together three practices — Design Studies, Fine Arts, and the History of Art, Design, and Visual Culture.

GLOBAL RANK	SOCIAL MEDIA ANALYTICS
#5.074	**f 132K 🐦 88.9K 📷 52.4K**

COUNTRY RANK	CATEGORY RANK	TOTAL VISITS
#143	**#53**	**8.43M**

- 56.91% — Direct
- 1.34% — Referrals
- 31.50% — Search
- 2.96% — Social
- 7.28% — Mail
- 0.02% — Display

*stats from similarweb.com

52 www.ualberta.ca
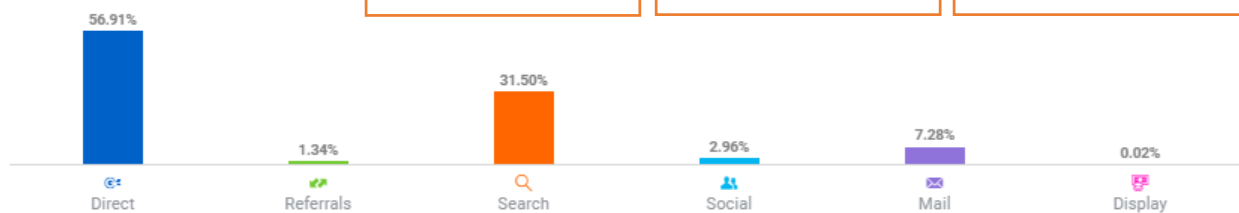
25/30 SEO

20/30 Mobile

0/10 Security

7/30 Performance

*stats from website grader.com

STRENGHTS

- The website is fast and light
- The web caching is world class

WEAKNESSES

- Page speed requires improvement
- Too many hoops and Image size out of place
- Minified CSS and JavaScript

GOALS

SHORT TERM GOALS

- Combine files to minimize the number of HTTP requests the site makes.

- Speed up the website by lightening up the site pages, compressing images and video where possible.

- Use responsive images or SVGs to optimize your images for different screen sizes.

- Use descriptive link text that tells visitors what they'll see if they click the link.

- Update the JavaScript with a security patch. Using the latest version of each library and updating it regularly will keep the website safe.

LONG TERM GOALS

- Use a minifier tool or contact the web host to ensure the JavaScript is minified. When the JavaScript is properly compressed, it makes the website run much faster.

- Increase marketing of the website through social media and other platform such as Facebook, Instagram, Postmedia and other educational blocks.

- Tap targets (e.g., links and buttons) should be at least 8px apart from each other, and at least 48px wide and 48px tall so they are clickable for mobile users. Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together.

USER TASKS

1. **Browse undergraduate study, professional study, programs, academic requirement and faculty research.**

2. **Sign up for mailing list to receive information and updates on new programs, summer sessions and events.**

3. **Follow social media such as Facebook, Instagram, Twitter, YouTube, Weibo, Flickr and LinkedIn.**

4. **Gather information from Yale Arts calendar for featured exhibits performances throughout the academic year.**

5. **Gather information from the Financial Aid section about procedures for applying for financial assistance that are set by the individual schools and programs.**
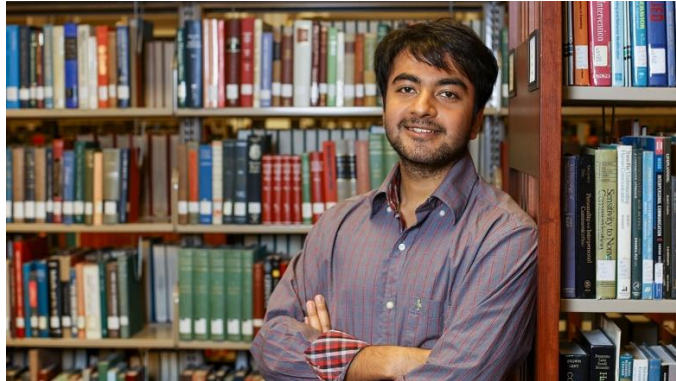
PERSONA & USER SCENARIO

Siddhartha Dhakal
28 Years Old
Graduate School Student, MCDB

Living a life of dreams: A student's journey from ULM to Yale

Siddhartha Dhakal believes that to achieve your dreams in life you must be motivated, take action and find opportunities rather than waiting for them to find you.

His dream of coming to ULM in the spring of 2013 was to excel as a student and achieve his lifetime goal: to enroll in a graduate program at an Ivy league school. This year, that dream has been realized with his acceptance into the Ph.D. program in Biomedical research at Yale University upon completion of his Bachelor's in Biology this May at ULM.
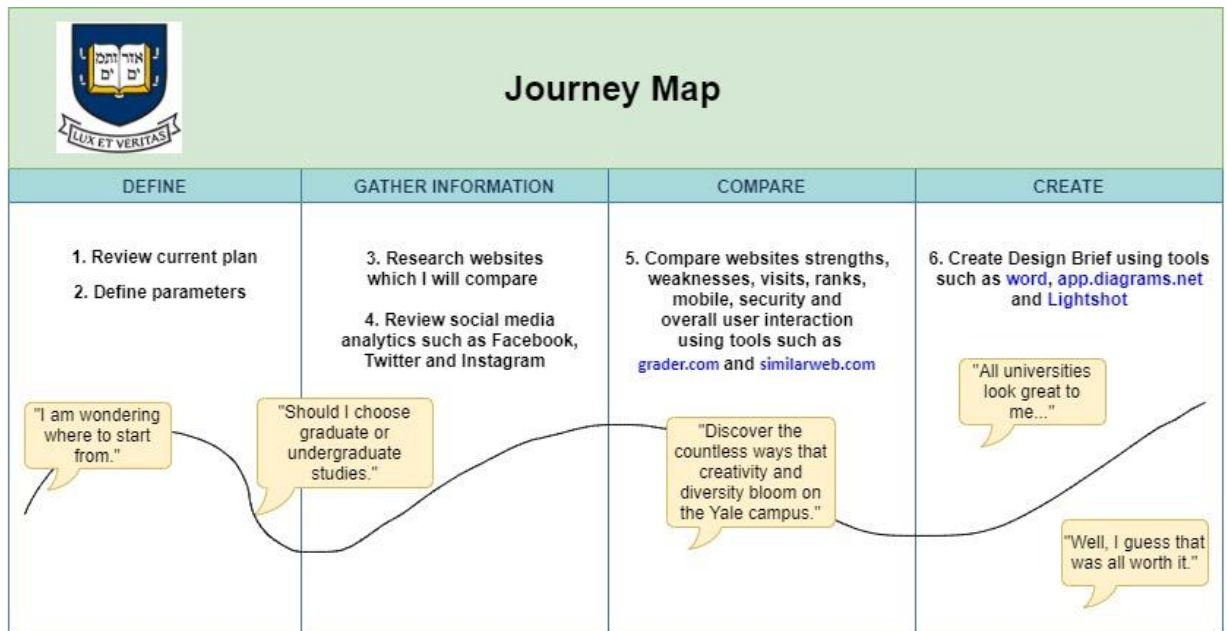
Dhakal's journey from ULM to Yale is one of hard work and dedication on his part, but also wouldn't have been possible without the mentors who guided him along the way. He believes that inspiration is a very positive force, and would be the first to acknowledge that the learning environment he was in, along with his mentors and ULM biology program helped him find the inspiration needed to fulfill his goals.

While reminiscing on his campus visit to Yale, Dhakal said, "although being experts and world leaders in their fields, the professors I interacted with were some of the most down-to-earth people I have ever met, but what really sold me on their program was when they said, 'we can teach you anything if you come to Yale, but what we can't teach you is motivation because that comes from you.'"
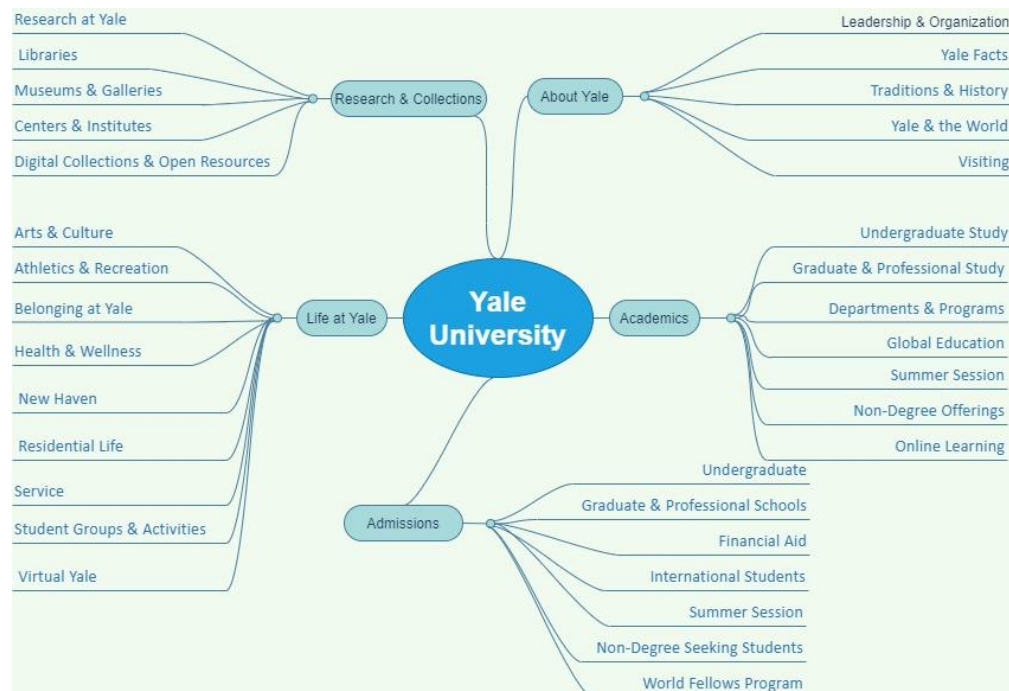
After Yale, Dhakal plans on pursuing his medical degree, which will allow him to conduct experiments at the patient level. His passion is science, and he hopes to devote his life to answering some of the most fundamental scientific questions that have not been answered yet.
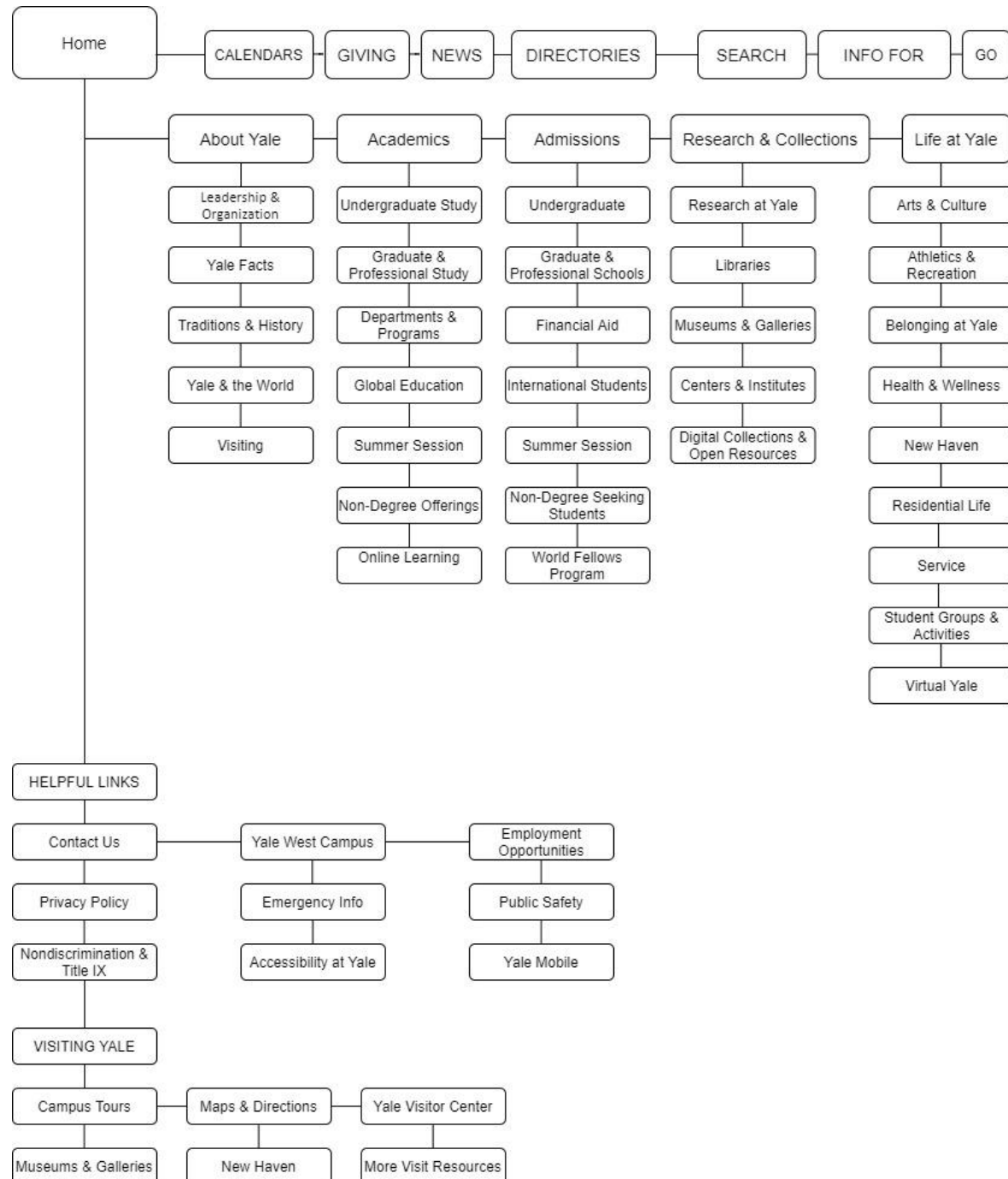
JOURNEY MAP

CONCEPT MAP

SITE MAP

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Home ─── CALENDARS ─ GIVING ─ NEWS ─ DIRECTORIES ── SEARCH ── INFO FOR ── GO

        About Yale        Academics        Admissions        Research & Collections        Life at Yale

        Leadership &      Undergraduate    Undergraduate     Research at Yale              Arts & Culture
        Organization      Study

        Yale Facts        Graduate &       Graduate &        Libraries                     Athletics &
                          Professional     Professional                                    Recreation
                          Study            Schools

        Traditions &      Departments &    Financial Aid     Museums & Galleries           Belonging at Yale
        History           Programs

        Yale & the World  Global Education International      Centers & Institutes          Health & Wellness
                                           Students

        Visiting          Summer Session   Summer Session    Digital Collections &         New Haven
                                                             Open Resources

                          Non-Degree       Non-Degree                                      Residential Life
                          Offerings        Seeking Students

                          Online Learning  World Fellows                                   Service
                                           Program

                                                                                           Student Groups &
                                                                                           Activities

                                                                                           Virtual Yale

HELPFUL LINKS

Contact Us          Yale West Campus       Employment Opportunities

Privacy Policy      Emergency Info         Public Safety

Nondiscrimination & Accessibility at Yale  Yale Mobile
Title IX

VISITING YALE

Campus Tours        Maps & Directions      Yale Visitor Center

Museums & Galleries New Haven              More Visit Resources
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FACETS FOR BROWSING

1. About Yale

Leadership & Organization
Yale Facts
Traditions & History
Yale & the World
Visiting

2. Academics

Undergraduate Study
Graduate & Professional Study
Departments & Programs
Global Education
Summer Session
Non-Degree Offerings
Online Learning

3. Admissions

Undergraduate
Graduate & Professional Schools
Financial Aid
International Students
Summer Session
Non-Degree Seeking Students
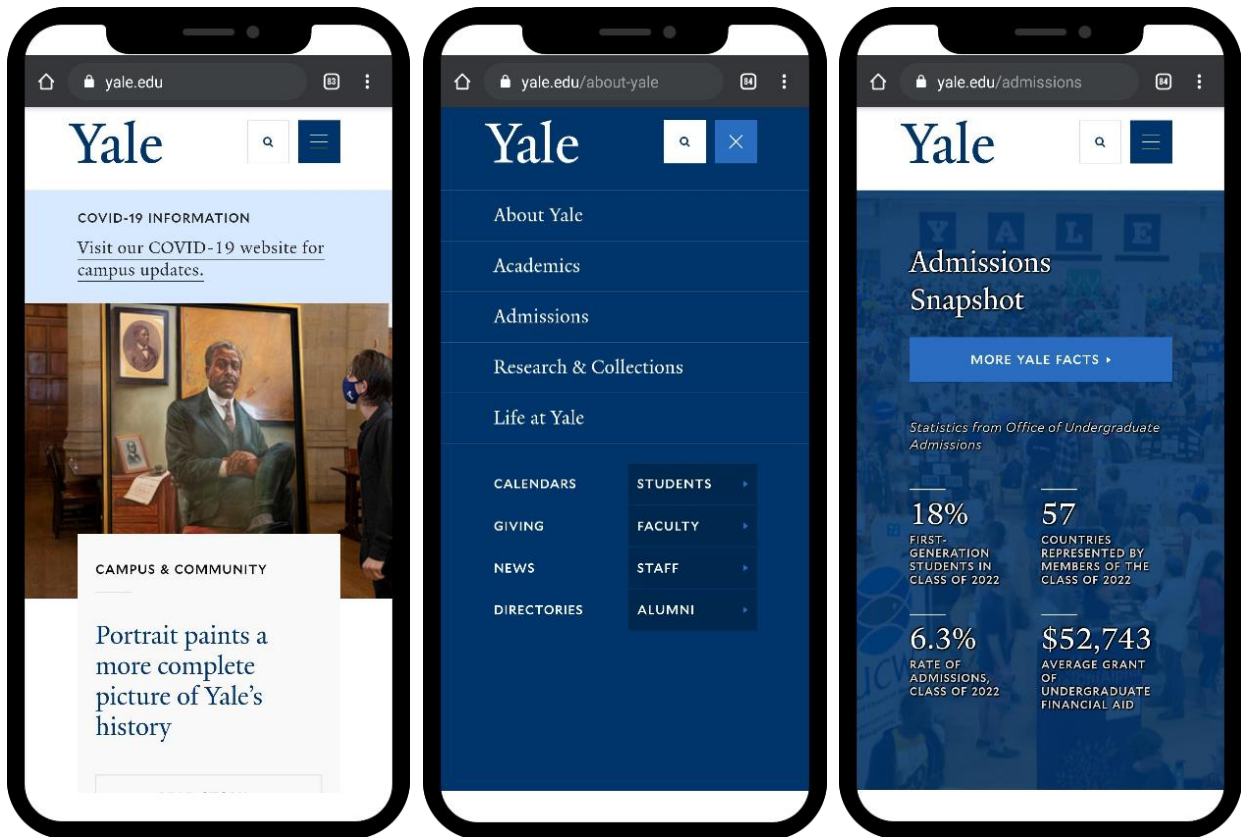World Fellows Program

4. Research & Collections

Research at Yale
Libraries
Museums & Galleries
Centers & Institutes
Digital Collections & Open Resources

5. Life at Yale

Arts & Culture
Athletics & Recreation
Belonging at Yale
Health & Wellness
New Haven
Residential Life
Service
Student Groups & Activities
Virtual Yale

MOBILE WIREFRAMES
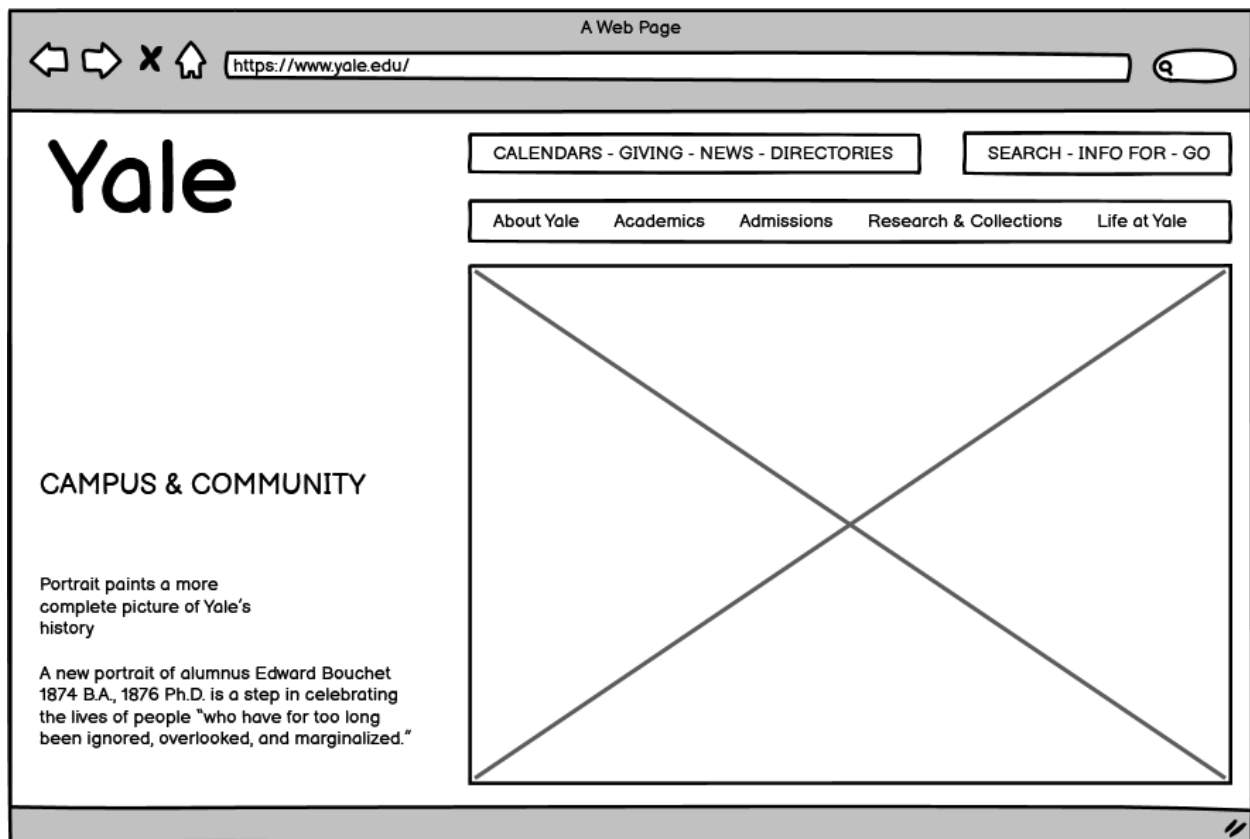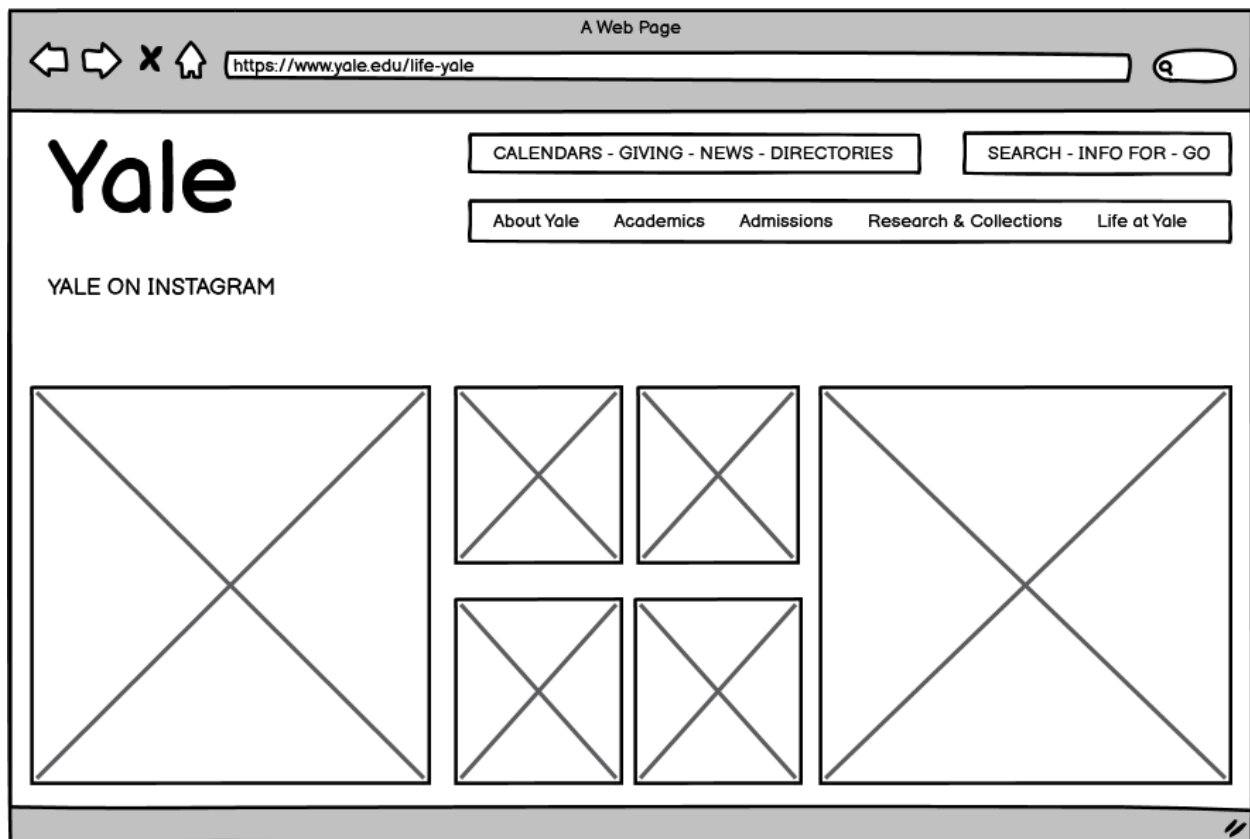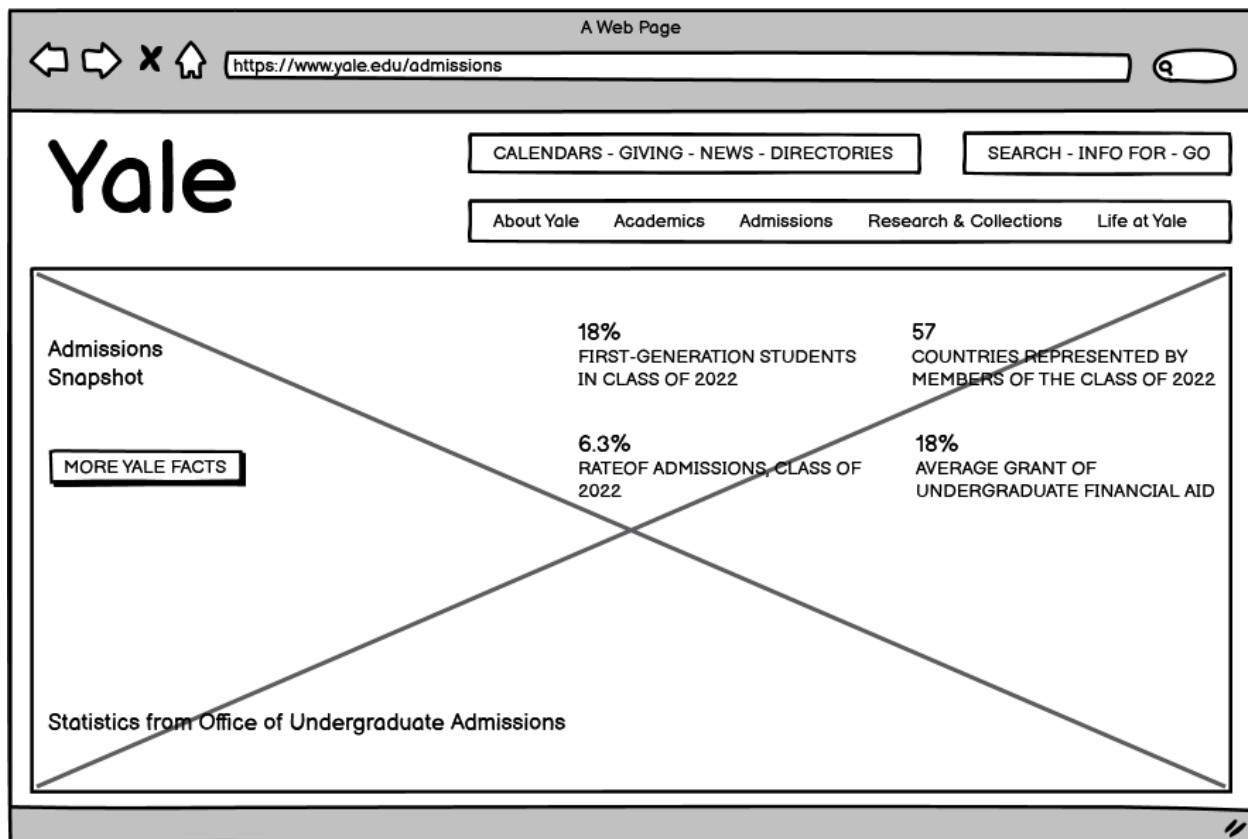
DESKTOP WIREFRAME – HOME PAGE

DESKTOP WIREFRAME – LIFE at YALE PAGE

DESKTOP WIREFRAME – ADMISSIONS PAGE

A Web Page

https://www.yale.edu/admissions

Yale

CALENDARS - GIVING - NEWS - DIRECTORIES

SEARCH - INFO FOR - GO

About Yale   Academics   Admissions   Research & Collections   Life at Yale

Admissions
Snapshot

MORE YALE FACTS

18%
FIRST-GENERATION STUDENTS
IN CLASS OF 2022

57
COUNTRIES REPRESENTED BY
MEMBERS OF THE CLASS OF 2022

6.3%
RATEOF ADMISSIONS, CLASS OF
2022

18%
AVERAGE GRANT OF
UNDERGRADUATE FINANCIAL AID

Statistics from Office of Undergraduate Admissions

Thank you!

Dragan Georgiev