# WIS Website Project

Ido Tanne, Kerim Sever, Tim Mazyrko
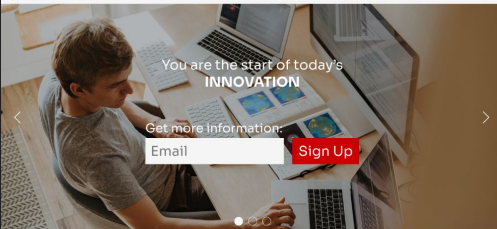
# Prospective Students

NJIT
Web Information Systems

You are the start of today's
**INNOVATION**

Get more information:

Email          **Sign Up**

## Web Developers...

Make up to
**$71,000**
per year!

Have over
**180,000**
career positions!

Can work
**Remote**
or
**On-site!**

## Past Events

Event Name    Event Name    Event Name    Event Name

Event Name    Event Name    Event Name    Event Name

**ENROLL TODAY**
REQUEST INFO
SCHEDULE A VISIT
KEY CONTACTS
CAMPUS MAP & DIRECTIONS
CAREERS AT NJIT
TITLE IX

**Admission**
How to Apply
Tuition & Financial Aid
Check Application Status

**Research**
Research Areas
News & Events
For Researchers & Partners
Funding & Support

**Academics**
Majors, Degrees, and Certifications
Beyond the Classroom
Colleges & Departments
Professional & Corporate Education
Online Programs
Pre-College Programs

**About**
Visit NJIT
News
Key Facts
Contact Us
History & Mission
Administration
University Policy
Athletics

**Life at NJIT**
On & Around Campus
Carrer Center
Housing & Dining
Campus Bookstore
Activities & Organizations
Transportation & Parking
Health & Safety
Recreation & Fitness

**I Am A....**
Current Student
Faculty & Staff
Corporate Partner
Job Seeker
Alumni

**For the Media**

NJIT
University Heights, Newark, New Jersey 07102 USA  •  (973) 596-3000
FAFSA Code: 002621  •  College Board Code: 2513  •  Privacy Policy

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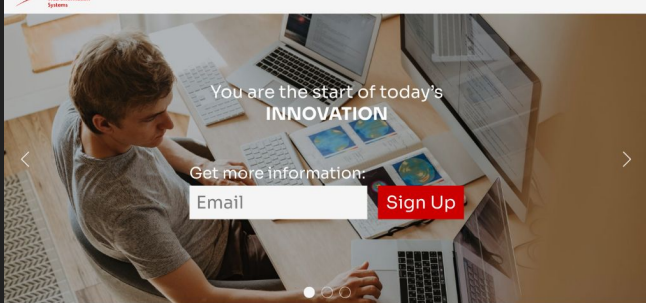Corporate Partner
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# Current Students

# It's time to become a part of something greater...

Get Involved

## Upcoming Events

Event Title
Event Time/Date
Event Location

Event Title
Event Time/Date
Event Location

Event Title
Event Time/Date
Event Location

Event Title
Event Time/Date
Event Location

## Featured Articles

### Article Title Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit

November 12, 2021

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sollicitudin eget lacus nec elementum. Fusce vel nunc ut augue accumsan vehicula. Mauris tempus mattis lacus, in luctus justo gravida sed.
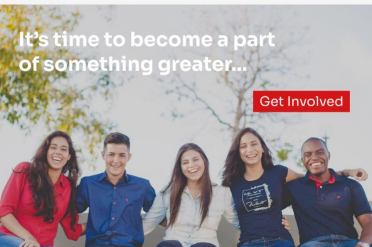
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# Alumni

**Screen 1 (left):**

NJIT
Web Information Systems

Prospective Students   Current Students   Alumni   Partner   News   Tutorials

Connect with NJIT and our 70,000+ alumni around the world

Get Involved      Make A Gift

Our Stories

~ "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Neque purus, phasellus euismod ut. Sed habitant eget suspendisse nec, eu."

Person Name
Class of ####

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Neque purus, phasellus euismod ut. Sed habitant eget suspendisse nec, eu." ~

Person Name
Class of ####

You're Always Family to us…

You're always a part of the family, so make sure to…

Stay Connected!

Follow us on…

Facebook   Instagram   Twitter   LinkedIn   YouTube   TikTok

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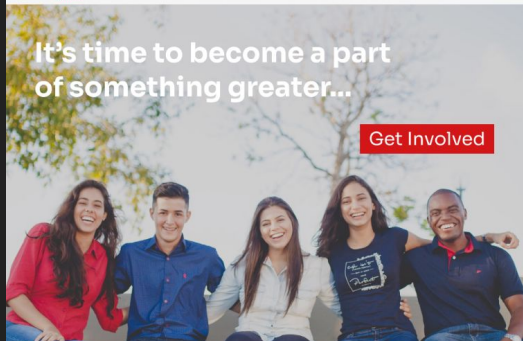CAMPUS MAP & DIRECTIONS
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**Screen 2 (center):**

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Web Information Systems

Prospective Students   Current Students   Alumni   Partner   News   Tutorials

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Get Involved      Make A Gift

Our Stories

~ "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Neque purus, phasellus euismod ut. Sed habitant eget suspendisse nec, eu."

Person Name
Class of ####

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Neque purus, phasellus euismod ut. Sed habitant eget suspendisse nec, eu." ~

Person Name
Class of ####

**Screen 3 (right):**

You're Always Family to us…

You're always a part of the family, so make sure to…

Stay Connected!

Follow us on…

Facebook   Instagram   Twitter   LinkedIn   YouTube   TikTok

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# Partners

Join Our Growing Community !

Our Partners

AT&T   BAYER   Celgene   COLGATE-PALMOLIVE

WELLS FARGO   PNC FOUNDATION   PSEG   verizon foundation

Click Here to Learn More

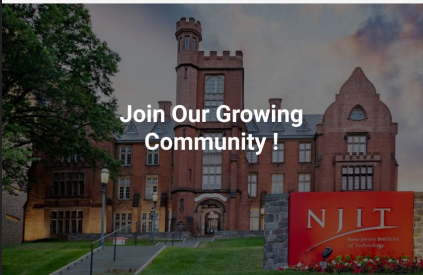Apply for Jobs        Projects        Guest Speakers

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**Screen 1**

NJIT — Prospective Students  Current Students  Alumni  Partner  News  Tutorials

## Thank You

Honored by United Way as a Corporate Champion of Change, for using company assets and engaging employees in creative ways to drive lasting change around the world.

NJIT WELCOMES

Apply for Jobs    Projects    Guest Speakers

---

**Screen 2**

NJIT — Prospective Students  Current Students  Alumni  Partner  News  Tutorials

## Company Clicked On

Honored by United Way as a Corporate Champion of Change, for using company assets and engaging employees in creative ways to drive lasting change around the world.

For many years, AT&T has been a key partner in improving education, piloting family engagement strategies to help boost high school graduation.

Family support is critical to school success, but too often schools and communities don't know how to provide that. Consider the example of Brownsville, Texas: with the help of AT&T, United Way of Southern Cameron County has created a national model for success. High school Family Engagement Coordinators work with a group of struggling students and their families from 9th grade on, helping them clear barriers (including a lack of school supplies, transportation or even a water heater).

AT&T

### Contact Form

First Name *        Last Name *

Email *             Phone Number *

Submit

Apply for Jobs    Projects    Guest Speakers

---

**Screen 3**

NJIT — Prospective Students  Current Students  Alumni  Partner  News  Tutorials

## Link From Carousel

Honored by United Way as a Corporate Champion of Change, for using company assets and engaging employees in creative ways to drive lasting change around the world.

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### Contact Form

First Name *        Last Name *

Email *             Phone Number *

Submit

Apply for Jobs    Projects    Guest Speakers

# Brand Archetype

# Brand Archetype

**Sage: Understanding**

- **Brand Voice:**
    - **Knowledgeable**
    - **Assured**
    - **Guiding**
- **Brand Message**
    - Good connections with knowledge and wisdom
    - Gives students confidence and a good foundation
    - Helps students reach their full potential.

**Creator: Innovation**

- **Brand Voice:**
    - **Inspirational**
    - **Daring**
    - **Provocative**
- **Brand Message**
    - Focuses on innovation and growth
    - Provides structure for partners and students to connect and work together
    - Hopes of creating new and innovative projects/ideas.

# Sales Funnel

# 1 - Awareness

## Prospective Students

Ads for the Web Dev. program

Tutorials

Free online lectures

## Current Students

Club information

Events

## Alumni

Events

A place to show off their projects/achievements

## Partners

Attend Events

A way to connect with other partners and recruit students.

# 2 - Interest

## Prospective Students

Statistics about graduates (salaries, achievements, etc.)

Blog posts (day in the life of… student, web developer, etc.)

## Current Students

Viewing discussion forum

Using wiki for help with specific courses

Directory for alumni/mentors

## Alumni

Recruitment of undergraduates for internships/start ups

Help develop a more realistic view of alumni personas'

## Partners

Recruit students for internships and find new employees

Can help small businesses by collaborating with them.

# 3 - Decision

## Prospective Students

Detailed course descriptions and requirements

Tuition and scholarship info

Professors

Viewing discussion posts from current students

Campus tours (virtual and/or physical)

## Current Students

Tips and tricks from past students for current courses

Past projects to help students in current course

Testimonials from past students about future courses

## Alumni

Supply information about how the course helped them in the workforce

## Partners

Interview students to work on business projects.

Fund new ideas for students to work on.

# 4 - Action

## Prospective Students

Information about application and admission process

Link to NJIT admissions website

## Current Students

Posting on the discussion forum

Contributing to the wiki

## Alumni

Answering questions from current students

Submitting project ideas that they would like students to work on

## Partners

Hire students to work on business projects.

Establish a partnership with the school/department.

# Customer Journey

# Prospective Student

Consider: Finds a tutorial for Web Development

Explore: Watches tutorial

Compare: Clicks on NJIT career options

Test: Signs up for a campus tour

Negotiate: Decides to pursue a degree in web development

# Current Student

Consider: Sees website where students can look for jobs and connect with alumni

Explore: Connects with alumni

Compare: Resume building with alumni

Test: Signs up for clubs/internships

Negotiate: Joins a club or internship

# Alumni

Consider: Sees website where students and alumni can interact to work on projects

Explore: Connects with current students

Compare: Mentors current students

Test: Creates project ideas for students

Negotiate: Helps current students build resumes

# Partners

Consider: Lands on a website where partners can click and see about partners NJIT has.

Explore: Clicks on more details about partners.

Compare: Connects with other NJIT partners.

Test: Help create more opportunities for students and partners

Negotiate: Can join the growing community of partners.

# User Personas

# Persona : Jake Frelinghuysen

| Bio | Frustrations | Needs |
|---|---|---|
| Currently enrolled student<br>Male, 20 y/o<br><br>Looking for an internship at a web development company.<br><br>Devices:<br>Desktop PC<br>MacBook Pro (M1)<br>iPhone 11 Pro | Does not know where to find/meet someone in the industry.<br><br>Has occasional difficulties with software when using his laptop in class, due to its ARM architecture.<br><br>NJIT website is hard to navigate and doesn't have useful resources. | A way to get in touch with willing alumni.<br><br>A place to find/share solutions with other students who may have run into the same technical issues.<br><br>An organized resource for how to get a job as a web developer. |

# Persona : Lisa Chan

| Bio | Frustrations | Needs |
|---|---|---|
| Graduated student<br>Female, 26 y/o<br><br>Working as a back-end dev at Wix. Has an idea for an app, but no time to develop it herself.<br><br>Devices:<br>Desktop PC<br>Windows Laptop<br>iPhone 12 | Has no way to keep up with what's new in the Web Dev major at her alma mater.<br><br>Is unsure of how to make herself available to students who want help breaking into her industry.<br><br>Would be interested in having students work on her app idea, but doesn't it's a possibility. | A website that's up to date with department events and news about courses, projects, etc.<br><br>A secure way for students at her alma mater to get in contact or ask questions via a forum.<br><br>The knowledge that students are looking for projects to work on, and the proper contacts to get that going. |

# Persona : Jimmy Gee

| Bio | Frustrations | Needs |
|---|---|---|
| Prospective student<br>Male, 16 y/o<br><br>Is researching colleges to apply to. Knows he likes coding but doesn't know much about the professional field.<br><br>Devices:<br>Desktop PC<br>iPhone 12 | Overwhelming majority of content on the web is low quality and from untrustworthy sources.<br><br>Is unsure of what technologies would be used in NJIT's program, and whether or not his current knowledge is useful.<br><br>Has questions about student life but doesn't know anyone at the school. | A reputable source for knowledge about academics, industry, and relevant technologies at NJIT.<br><br>A way to post questions about studying at NJIT that current students could answer. |

# Persona : Hillary Hildegard

| Bio | Frustrations | Needs |
|---|---|---|
| Parent of incoming student Female, 52 y/o<br><br>Not very technologically literate. Wants to understand more about her son's program and the industry he plans to work in.<br><br>Devices:<br>iPad<br>Samsung Galaxy S12 | University websites are large and hard to navigate.<br><br>Isn't sure how viable her son's degree is in the real world.<br><br>Wants to know more about the people teaching her son and their qualifications. | A simple and clear navigational structure that is easy to follow, plus a competent search feature.<br><br>Statistics about graduates, as well as testimonials from real alumni.<br><br>Information about department professors/staff and their achievements in the industry. |

# Persona : Henrik Fuller

| Bio | Frustrations | Needs |
|---|---|---|
| Professor<br>Male, 45 y/o<br><br>Professor within IS department. Teaches web and database courses, and helps run the Web Dev club.<br><br>Devices:<br>MacBook Pro<br>iPhone 12 Pro | Hates the fact that students run into the same technology issues every year and that he has to waste class time fixing them.<br><br>Has no way to share information with Web Dev students outside of his classes (Canvas).<br><br>Currently relies on Slack and Email to send out info pertaining to the Web Dev club. | A central repository (wiki) of information/help/tips pertaining to classes he teaches.<br><br>A discussion forum where he can post information/links that many students might find useful.<br><br>A hub page/site for club news, events, and information. |

# Website KPIs

Marketing KPI

1. Conversion Rate
2. Number of Qualified Leads
3. Awareness Level

UX KPI

1. Customer Satisfaction
2. Application rate

Tech KPI

1. Interactions Per Visit
2. Page Load Time
3. Visit to Sign up Rate
4. Session Duration

Search KPI

1. Traffic
2. Search Rankings
3. Domain Authority

## Good Ex:

1. **Total Purchases/signups**
   a. Amount of users that are actually interested
2. **Net Profit/applications**
   a. Amount of users that apply/contact the school

## Bad Ex:

1. **Total Visits**
   a. Amount of people that click on the site
2. **Gross Revenue**
   a. Shows sales without considering costs.

# Site Map

# Home Page (NJIT Home Page)

- ## Prospective Student (Landing Page)
  - Events Archive
  - Success Stories
  - Key Facts

- ## Alumni (Landing Page)
  - Get Involved
  - Donation Page
  - Alumni Events

- ## Current Student (Landing Page)
  - Current Events
  - Article Archive
  - Course overview
  - Job Opportunities

- ## Corporate Partner (Landing Page)
  - Donation Page
  - Job Posting For students
  - Capstone Project Database
  - Speaker Event Sign-up

# Content Taxonomy

1. Article - Mainly text
2. Event - Event header img, event description, and event time
   - Guest Speakers
3. Landing Page - Hosts many outlets to other part of site
4. Informative - Visuals and decorative
5. Archive Page - List of items (ex. Events or all Articles)
6. Career - Has a listing of job opening
7. Miscellaneous - Doesn't pertain to any set category or is too specific
8. Current Student - Page pertaining to Curr. Student
9. Prospective Student - Page pertaining to Pros. Student
10. Alumni - Page pertaining to Alumni
11. Corporate Partner - Page pertaining to Corp. Partner

# Content Strategy

- Top-down where it is critical
  - Department staff is the authority on courses, information, etc.

- Students would help by contributing articles and updating events
  - Would need to apply and be selected, potentially paid position
  - Could be handled by a branch of the Web Dev Club

- Club has a representative to handle club events

- Website also can be complimented by a wiki containing class-specific information (common errors, software tips, tutorial links, etc.)
  - Student/professors contribute this information
  - Self-moderated

Most website content (articles, etc.) will be generated by select students
- Articles would consist of tutorials, guides, news, and blog posts about student life
- Events could include on-campus events such as speakers and hackathons, as well as online seminars
- Events promoted through the Events page + "Upcoming Events" on student page

| Articles | Events | Tutorials |
| --- | --- | --- |
| "A Day in the Life of a Web Developer"<br><br>"The Web Developer Career Roadmap"<br><br>"What exactly is Node.js?"<br><br>"Top 3 Javascript Frameworks to Learn in 2021"<br><br>"The Who, What, and Why of DevOps" | "NJIT Web Dev Hackathon"<br><br>"Speaker Series: Uncle Bob Martin"<br><br>"Virtual Forum: Responsive Design for the New Age"<br><br>"NJIT Webinar: Everything you need to know about Git"<br><br>"NJIT Web Dev Club Student Meeting" | "HTML Layouts for Beginners"<br><br>"Avoid these top 10 HTML, CSS, JS Mistakes"<br><br>"How to get started with MySQL in 10 minutes"<br><br>"Tips & tricks for building a Bootstrap website"<br><br>"How to mock up a webpage using Figma" |

# Key Facts

## Prospective Student

- Top 50 Public National University

- Student-faculty ratio is 17:1

- Avg Student SAT Score - 1286 (Top 25%)

- Avg Honors SAT Score - 1461 (Top 10%)

## Current Student

- More than 50% of freshman students and 25% overall live on campus

- Over 1,300 full-time employees

- 81% of graduates are either employed or attending graduate school three months after graduation

## Corporate Partner

- Over 7,400 prospective students and their parents visit campus annually for open houses and tours

- NJIT has 220 U.S. patents and 107 pending U.S. patent applications

- New Jersey Innovation Institute (NJII) is a nonprofit corporate entity partnering with industry and government

## Alumni

- VentureLink at NJIT is New Jersey's largest high-growth startup incubator

# Legal Requirements

# ADA compliance & Web Accessibility

- Alternative text for certain imagery

- Captions for video content

- Adequate color contrast ratios

- Accessible forms with clear labels and error messaging

- Keyboard navigation throughout the site

- Accessibility Statement / Feedback Page

# Data Privacy & Collection

- Privacy Policy

  - State how a customer can contact your team and request a copy or deletion of their data.

- Define if data is being collected

- Give option to request a copy or deletion of users data

- Personal Data Request form

  - WordPress has core for processing a data request in the website dashboard

# Copyright Requirements

- Copyright and protecting our intellectual property

- Needs to include

  - copyright symbol or the words "copyright" or "copr."

  - the year the website was published

  - the name of the company

- Make sure to not violate copyright laws in site design

- Be careful with stock imagery when finding and purchasing stock images

  - For instance, certain *Getty images* are licensed for use on a website, but an additional license is required to use the image in printed marketing or advertising

# Data Security Measures

- Notify customers of any security breach that may involve customers' personal

  information

  - GDPA/CCPA have reporting requirements and penalties

- Investing in a secure hosting platform and an SSL certificate

- If working on CMS be careful of plugin/ software updates

# eCommerce Transactions & Compliance

Doesn't really pertain to us, but…

- Avoid storing credit card information on your site.

  - Use third-party payment gateway. Ex. PayPal

- Terms & Conditions page, in addition to your Privacy Policy

# Scope of Work (SOW)

- Website design
  - Wireframing/outlines
  - Axure
- Draft version of website (testing)
  - Piecing together website, features and amount of pages.
- Final version of website (sign off)
  - Hosting completed website