Overall Navigation

Top Navigation Items/Links

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
News	Prospective Students	Discover the UW	About	About Rutgers
About us	Current students	Current students	Admission	Academics
Academics	Parents & Families	Future Students	Academics	Admissions
Student Life	Faculty & Staff	Faculty & Staff	Research	Athletics
Library	Alumni	Alumni	Global	Campus Life
Research	Friends & Visitors	NW Neighbors	Engagement	News
Athletics			Athletics	Research
				Visit Us
				Information for:

In the middle of the UL website, there is another vertical navigation list: Prospective Students, Current Students, Alumni, Donor& Friends, Visitors, Faculty & Staff. We have called these elements "User Pathways."

Rutgers places these "User Pathways" under an "Information For" Tab while MSU places these right under the top navigation bar.

Navigation Element Count

"User Pathway" Navigation Elements

Element	Count
Prospective Students	XXXXX
Current Students	XXXXX
Alumni, Donor& Friends	XXXXX
Visitors	XXX
Faculty &Staff	XXXXX
Parents & Families	XX
Job Seeker	X
Residents/Neighbors	XX
Business Industry	XX

General information Elements

Element	Count
News	xx
About us	xxxxx
Academics	xxx
Student/Campus life	xxx
Library	xxx
Research	xxxx
Athletics	xxx
Admission	xx
Global	x
Engagement	x
Visit Us	x
Diversity	x
Health System	x
Maps	xx

Final Selection

Top Navigation
About Us
Academics
Research
Admission
Athletics

Each university website utilizes either User Pathway navigation elements (i.e. "Current students," "Prospective students," "Parents," "Alumni" etc.) or more general elements (ie. "Academics," "About Us" etc.) in their main navigation bar. Through research and comparison, we found that a research university is more likely to show general navigation elements in their top navigation bar. The reasoning is that research schools are more inclined to show off the achievements of the school in research or in general. Since University of Louisiana is a research university, the website is geared for more than just students, but for people from media, business industry and other researchers.

The Top Navigation elements should link to pages most commonly desired by all kinds of user groups. "About Us" is useful for the first time user to get a general idea of what UL is. We decided to include "Academics" and "Research" because education and research are the primary tasks for a university. We included "Admissions" because that is probably the main draw to the UL website. It is the main page where a prospective student can see all information about UL in one place and also, prospective students are a major source of traffic to the site. We placed "Athletics" because UL's sports teams are Division 1 and therefore, have many people interested in their Athletics department – whether it be students, recruiters, alumni or fans in general. We

don't include "News" in the top navigation bar because we have a news section visible on the homepage and that acts as a link to the news page.

"About Us"

About Us Elements

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
President's Message	Maps & tours	Academics & Research	Board of Trustees	Who We are
Statement of Purpose	Campus Life	Admission	Administration	Points of Pride
Economic Impact	Diversity	Business& Industry	Academic Governance	Facts & Figures
SACS-COC	Health System	Diversity	College Portrait	Rutger History
Strategic Plan	Athletics	Educational Excellence	MSU Facts	Leadership & Governance
University Organizational Chart	Academics	Faculty & Staff	Accreditation	Administrative Offices & Departments
Fast Facts about UL Lafayette	Research	Global Citizens	Rankings & Recognition	Serving New Jersey & Beyond
Area Profile	Libraries	Healthy Lives		Supporting Rutgers
Campus Map	Continuing Ed	Innovation		Employment at Rutgers
History of the University	Preuss School	Leadership		Contact US
Unique Area of Excellence		Sustainability		
Contact Us		Vision & Values		
Net Price Calculator		Visit the UW		
Voluntary System of Accountability				
House Concurrent Resolution 69 Performance Effectiveness Report				

Potential Element Count

Element	Count
Statement of purpose	xxxx
Strategic Plan	x
Organizational chart	x
Fast Facts	xx
Area profile	x
Campus map	xx
History	xx

Unique Area of Excellence	xxxx
Contact US	xx
Fees	x
President's message	xx
Campus life	x
Diversity	xx
Health System	xx
Libraries	x
Business & Industry	xx
Global	xx
Sustainability	x
Administration	xx

Final Selection

About Us
Who We Are
Achievements
Campus Map
Facts & Figures
Contact

In the first chart, it is apparent that the elements that are listed under "About Us" vary greatly for each college. We decided to use "Who We Are" as an element to encompass "History," "Administration," and "Statement of Purpose." We eliminated "President's Message," "Economic Impact," "Strategic Plan" from what was originally under "About Us" on the University of Louisiana website. Elements like "Net Price Calculator," "Voluntary System," and "House Resolution" seem misplaced and we feel they should be moved to different categories (i.e. Financial Aid). We include "Fact and Figures" which would be useful for a user to glance at the important statistics of a university. We kept "Campus Map" and "Contact Information" because we felt a good amount of web traffic comes from those who want to quickly find out how to get around campus or how to contact the campus. We included "Achievements" because we felt that UL would want to showcase this side of their university.

Academics

Academics Elements

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
Undergraduate and Graduate Programs	Undergraduate degrees	Academic Calendar	Academic Calendar	Academic at Rutgers
University Honors Program	Departments & program	College/Schools	Academic Programs	Undergraduate Education
Distance and Electronic learning	List of graduate programs	Departments	Academic Program Search	Continuous Education
Evening & Continuing Education	Department & program advisor	Undergraduate Learning	Colleges	Catalogs
Academic Support for Students	Popular Resources	Graduate School	Course Descriptions	Schools & Colleges
Courses and Calendars	Divisions & Schools	Course Catalog	Register for Classes	Academic Departments & Programs
Awards and Recognition		Undergraduate Major	Study Abroad	Libraries
Accreditation and Accredited Programs		Online Learning	Graduate Programs	Transcripts, Grades &Course Registration
Contact Academic Administration		Evening degree program	Libraries	Academic Support
		English Language Program	Advising	
		Study Abroad	Summer Study	
		Graduation Requirements		
		Libraries		

Potential Element Count

Elements	Counts
Undergraduate Program	xxxxx
Graduate Program	xxxxx
University Honors Program	x
E-Learning	xx
Evening & continuing Education	xxxx
Academic support	xx

Calendars	xxx
Award and Recognition	x
Accreditation program	x
Contact academic administration	x
Departments	xxxx
Advising	xx
Resources	x
Schools & colleges	xxxx
Course Catalog	xxx
Study Abroad	xx
Graduation Requirement	x
Libraries	xx
Transcripts, Grades & Course Registration	xx

Final Selection

Academics
Undergraduate Program
Graduate Program
E-Learning
Departments
Evening & Continuing Education
Calendars
Course Catalog

The observations made it very clear that most university websites display different programs they have for various kinds of students. Often, we see "Undergraduate program," "Graduate Program," "Evening & Continuing Education," and "E-Learning." These 4 categories encompass the majority of UL students and make it easier for prospective or current students to find this information quickly. There are also Calendars, Course Catalog and Departments, which seem to be the most common tools students' use. We decided to remove "Awards" and "Academic Support" because they belong in a more specific category (i.e. Current Students)

Research

Research Elements

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
About Us	Office of Research Affairs	Home	Research at MSU	Research at Rutgers
Sponsored Research	Research for faculty and staff	Opportunities	Expertise & Resources	Undergraduate Opportunities
University Research Council	View Research Opportunities	Research Administration	Centers & Institutes	Graduate Opportunities
Forms	Undergraduate Research portal	Compliance	Licensing Research	Honor & Recognition
Office of Research and Sponsored Programs		Support Offices	Student Research	Centers & Institutes
Sponsored Programs Finance Administration & Compliance			Funding	Resources for Business & Industry
Intellectual Property			AgBioResearch	Support for faculty & Staff
Centers & Laboratories			University Research Corridor	
Research Park				

Potential Elements

Elements	Counts
Research at xxx	xxxxx
Sponsored Research	xxx
Research council	x
Forms	x
Office	xxx
Administration & compliance	xx
Centers & Labs	xxxx
Intellectual Property	x
Opportunities	xxxx
Expertise & Resources	xx
Funding	xx
Honor & Recognition	x

Final Selection

Research
Research at UL
Centers & Labs
Opportunities

Funding

Potential viewers of the "Research" page would be scientists, donors, business partners and students. These groups would be interested in what the current research is being done at UL, past research achievements, labs at UL, how to get involved with research and funding details.

Athletics

Admissions Elements

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
Ragincajuns.com	Teams	Men's Sports	Spartan Athletics	Teams
Club Sports	Schedules	Women's Sports	Sports Schedules	Inside RU Athletics
Recreational Sports	Inside Athletics	Recruits	Tickets	Tickets
Louisiana's Ragin' Cajuns Athletic Network	Athletics Giving	Inside Athletics	Spartans Shop	Venues/Facilities
Click here for current schedule of Ragin Cajun games	Triton Spirit Shop	Online Store	Sports Camps	History/Tradition
	Recruits	Tickets	Recreational Sports& Fitness Services	Donor Information
	Camps	Schedules		
	Fan Zone	Tyee Club		
	The University			

Potential Elements Count

Elements	Counts
Teams	xxxxx
Schedules	xxxx
Inside of Athletics	xxx
Athletics Giving	xx
Spirit shop	xxx
Camps	xx
Fan	x
Recruits	xxx
Tickets	xxx
Sports Club/ Recreation	xxx
Venues/Facilities	x
History/Tradition	x

Final Selection

Athletics

Rajuncajun.com
Club Sports
Athletic Network
Intramural Sports

As we observed many Athletics pages on various University websites, we came to realize that most were completely different external sites dedicated solely to the Athletics teams. The reasoning seemed to be that athletics departments wanted to maintain the energetic school spirit atmosphere on the sites. Therefore, we made sure that there was a link to the external sports page as an element within "Athletics," "Rajuncajun.com." Other reasons why a user might click the Athletics tab would be for students interested in Club Sports and Intramural Sports. Also, student athletes and recruiters would want to view UL's Athletic Network.

Admissions

Admissions Elements

University of Louisiana	UCSD	University of Washington	Michigan State University	Rutgers, New Jersey State University
Admissions & Enrollment Services	Freshmen	What we believe	Be A Spartan	Choosing Rutgers
Office of the Registrar	Transfer Students	Quick Answers	Apply	Undergraduate Admissions
Academic Scholarship	International Students	Key dates and deadline	Visit	Graduate Admissions
Financial Aid	Counselors	I'm interested in UW. Guide Me.	Prospective Student	Continuous Education
Request Information	Six Undergraduate colleges	I Applied. Now What?	Already Applied	Summer & Winter Sessions
	Admissions Events	I was admitted. Now What?	Admitted Students	Financial Aid
	Campus Tours	We are admissions	Financial Aid	Educational Opportunity Fund
			Tuition& Fee	
			Office of Admissions	
			Graduate School Admission	

Potential Elements

Elements	Count
Undergraduate Admissions	xxxx
Office of the Registrar (counselors, We Are Admissions)	xxxx
Scholarships	xx
Financial Aid	xxx
Request Information	x
Transfer Students	x
International	x
Colleges	x
Admissions Events	xx
Campus Tours(Visit)	xx
Graduate School Admission	xx
Tuition and Fee	

Final Selection

Admissions

Undergraduate Admission
Graduate Admission
Financial Aid
Admission office
Dates & Deadlines

       We believe there are two user pathways for admissions, Undergraduate Admissions and Graduate Admissions. These will help show more relevant information about admissions to these audience groups. "Financial Aid" is an important factor when regarding admissions and therefore, we felt it necessary to include in the "Admissions" grouping. We also included "Dates and Deadlines" because it is a useful page for those interested in applying to UL.