

Overall Navigation

Top Navigation Items/Links

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
About Caltech	Academics	About	The Drexel Difference	Admissions
News and Events	Admissions	Education	Academics	Academics
Research and Education	Student Life	Admissions	Research	Art
Join Us	Career Success	Research	Campus Life	Global
		Community	About Drexel	Research
		Life @ MIT		Schools and Institutes
		Initiatives		
		Impact		

Champlain College has an additional horizontal navigation list: About Champlain, Centers of Excellence, Make a Gift, Online Learning. Drexel University additional vertical list: Current Students, Faculty & Staff, Alumni, Parents.

Caltech has an additional horizontal navigation user pathways for: Faculty, Student, Staff, Alumni and additional links to Visit, Apply, Directory and Access

MIT unlike the rest uses a vertical layout for its Top navigation links under which each category has its subpages.

Duke has another horizontal navigation list for its User Pathways: Duke Medicine, Libraries, Giving, Students, Faculty, Staff, Alumni, About and Athletics

Navigation Element Count

“User Pathway” Navigation Elements

Element	Count
Prospective Students	X
Current Students	XXXXX
Alumni	XXXXX
Parents	XX
Faculty & Staff	XXXXX
Industries, Businesses and Employers	XX
School Counselors	X
Admitted Students	X

General Information Elements

Element	Count
About Us	XXXXX
News and Events	XXX
Visit Us	XXX
Research	XXXXX
Academics / Education	XXXXX
Directory	X
Admissions	XXXXX
Support	XXXX
Athletics	X
Arts	XX
Library	XXX
Campus Life	XXX
Maps	XX

Financial Aid	XX
Online Learning	XX
Contact Us	XX
Global	X
Directory	X
Undergraduates & Graduates	XX

Final Selection

Top Navigation
About Us
Research
Academics and Education
Admissions / Apply
Support/Give/Giving

All of the university web sites that we analyzed had a minimalistic design with their top navigation bars. Tab headers were extremely general--they typically categorized personas in a large group. The most frequent selections were elements that described the history and mission statement of the university, the on-going research, community and campus life, and the admission process for prospective students. We figured these universities had to be general because they are nationally and internationally ranked; these universities have a global impact.

We narrowed down the top 5 navigation elements to 'About Us', 'Research', 'Academics and Education', 'Admissions/Apply', and 'Support/Give.' All of these elements are beneficial to the university and user. 'About Us' describes the university's brand--it lets the user know the morals and standards the university stands by. 'Research' is a portal for professors and students who are doing the work, while also being a portal for publicity. 'Academics' is geared towards the user; it is used as an informational tool to search through majors and faculty. 'Admissions' is another element for users, specifically the prospective students who are interested in attending the university. 'Support' is for the alumni users who want to give back to their university and community.

“About Us”

About us Elements

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
At a Glance	Quick facts & History	Institute facts	Drexel at a glance	Duke at a Glance
Viewbook	Our Strengths	MIT mission	Value of Drexel	Quick facts
Offices & Services	Vision	Institute history	History	Strategic Plan
Mission Statement	Diversity & Inclusion	Visiting MIT	Civic Engagement	Missions Statement
President & Leadership	Leadership	Administration	About Philadelphia	Diversity
Annual Report	Professional Services	Offices & Services	Administration	History
Faculty	Newsroom	News	News	Executive Leadership
Student	Champlain Accolades	Research & Educational Initiatives	Locations	Academic Council
Staff	Visit Champlain	Rankings & Awards	Directions & Maps	Board of Trustees
Alumni	Directories	Media relations		Accommodation
History & Milestones				Durham Visitors Bureau
Awards & Honors				Duke Map
Industry & Economy				Transportation
Sustainability				Tours & Information Services

ITunes U				Services & Administration
Engineering & Science				Events
Archives				Athletics
Did you know				Financial Report
				Faculty
				Office of the Provost
				Libraries
				Office of The Registrar
				Campus Box Office

Potential Element Count

Element	Count
Quick facts	XXXX
At a Glance	XXX
Mission Statement	XXXXXX
Offices	XXXX
Services	XXXX
President & Leadership / Administration	XXXXXX
History and Milestones	XXXXXX
Awards and Honors	XXX
News	XXX
Visit	XXX
Map	XX

Diversity	XX
Athletics	X

Final Selection

About Us
Mission Statement
President & Leadership / Administration
History and Milestones
Offices & Services
Quick facts & At a Glance

The universities that we chose did a nice job with storytelling for their 'About Us' section. Most of them had a similar tactic: present the school's mission statement, describe the rich history of the school, and showcase the awards and milestones they are known for. Another popular tactic we noticed from the sites was that they gave important milestone information through 'Quick Facts.' Through our own research and personal experiences, we agreed that a user would be more keen to read text if it's eye-catching and short/straight-to-the point. It is also important to note our two other elements for this section were administrative: 'Leadership' and 'Offices & Services'. You can't discuss the essence and brand of a university without mentioning the people that lead it.

"Research"

Research Elements

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
Sponsored Research	Centers Of Excellence	Institute research by topic	Discovery and Innovation	Research Support (campus)
Research Centers	Build your own Business (BYOBiz)	Committee on the Use of Humans as Experimental	Undergraduate Research	Research Administration (medicine)

		Subjects (COUHES)		
Student Research	Center for financial literacy	Copyright information	Technology Commercialization	Funding Opportunities
Technology Transfer	Emergent Media Center	DSpace	Research Funding Opportunities	Undergraduate Research
Corporate Relations	Game Studios	Environment, Health and Safety Office	Societal Impact	Corporate and Foundation Relations
Postdoctoral Scholars	Senator Leahy Center for Digital Investigation	Postdoctoral Scholars	Baiada Institute for Entrepreneurship & Innovation	Licensing & Ventures
Research Facilities	Champlain College	Industrial Liaison Program (ILP)	Resources	REACH NC (research, engagement and capabilities hub of North Carolina)
Engineering & Science Magazine	Champlain College Publishing Initiative	Industry Gateway	Vice provost of Research	
		Office of the General Council	Research Administration	
		Office of the Sponsored Programs	Research Compliance	
		Libraries	Financial Compliance	
		Technology Licensing Office (TLO)	Regulatory Compliance	

Potential Element Count

Element	Count
Research Funding Opportunities	XX
Corporate Relations	XXX
Offices and Research Administration	XXX
Research Facilities and Centers	XXXX
Postdoctoral Scholars	XX
Technology	XXX
News and Publications	XXXXX
Research, Financial and Regulatory Compliance	XXXX
Undergraduate research	XXXX

Final Selection

Research
Undergraduate Research
Research Centers and Facilities
Compliance
News and Publications
Offices and Research Administration

Research was one of the main components to each of the schools we analyzed. In fact, all of the schools we chose were equally known for their research as well as their academics. Since research is a strong focus for these universities, we decided to divide the subject into 5 smaller parts. 'Undergraduate Research' was our first choice because Leicester is primarily an undergraduate university. 'Research Centers' came next because the school's facilities are not only a student resource but a community resource. 'Compliance' is our portal to listing the rules and regulations. This surprisingly was an important feature--4 out of the 5 websites had this term. Not surprisingly was the feature of 'News and Publications.' Finally, yet again another administrative portal was needed because research has such a diverse group of people.

“Academics and Education”

Academics and Education Elements

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
Undergraduate	Undergraduate	Academic Calendar	Undergraduate	Office of Undergraduate Education
Graduate	Graduate Studies	Career Development	Graduate & Professional	Majors, Minors & Schools
Learning Initiatives	Academic divisions	Commencement	Colleges & Schools	Academic Environment
Online Learning	Online & Continuing Education	Course catalog	Libraries	Academic Opportunities
Registrar	College Catalog	Cross-registration	Drexel University Online	Educational Philosophy
Our Students	Our Faculty	edX	Adult Education	Divinity school
International Scholars	International Education	Independent Activities Period (IAP)		Graduate School
	Our Faculty	Libraries		Office of Provost
		MIT International Science And Technology Initiatives (MISTI)		Registrar
		OpenCourseWare (OCW)		Course Listings

		Resources for first year students		Department Directory
		Registrar's office		Libraries
		Stellar Course Management System		Academic Council
		Subject listing and schedule		Arts & Sciences Council
		Student Information System		Information Technology Advisory Council

Potential Element Count

Element	Count
Undergraduate	XXXX
Graduate	XXXX
Registrar	XXX
Online Learning	XXXX
International Students	XX
Libraries	XXXX
Course Catalog	XXX
Learning Initiatives	XX

Final Selection

Academics
Undergraduate

Graduate
Libraries
Online Learning
Course Catalog

Academics is an important yet difficult element to integrate into a school website because it has to cater to a wide set of students. Our first table of this section shows the difficulty: each university had their own definitions/terms in addition to many user cases. We decided with simplicity in our design by sticking with traditions. We divided up academics into ‘undergraduate’ and ‘graduate’ sections. We also included ‘Libraries’ as a section because its an academic location that caters towards the whole population: undergraduate students, graduate students, faculty, and visitors. Our final two selections were online portals--those for online learning students, and a course catalog for any user to search through.

“Admissions”

Admissions Elements

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
Undergraduate Admissions	Undergraduate Admissions	Freshmen & Transfers	Undergraduate	Undergraduate Admissions
Graduate Admissions	Online & Continuing Admissions	Graduate	Graduate & Professional	Apply now
Financial Aid	Graduate Admissions	Professional	Online Programs	Tution
Diversity at Caltech		Financial Aid	Adult Education	Transfer Students
At a Glance			Financial Aid	For Parents
				International Students
				Visit

				Graduate School
				Academic Degrees
				Financial Aid
				Types of Aid
				Apply
				Calculator
				Loans
				Work Study
				Departments and Programs

Potential Element Count

Element	Count
Undergraduate Admissions	XXXXXX
Graduate Admissions	XXXXXX
Online & Continuing Admissions	XXXX
Adult Education	XX
Financial Aid	XXXXXX
Visit	X
International Students	X

Final Selection

Admissions
Undergraduate Admissions
Graduate Admissions

Online & Continuing Admissions
Financial Aid
Adult Education

Admissions is a vital component for every university's web site; its main user personas are that of prospective students, parents, and high school counselors. As discussed in our 'Academics' section above, 'Admissions' also attracts a wide variety of users which is why we divided our groups into categories similar to 'Academics.' Undergraduate and Graduate students deserve separate portals as well as Online students. That left us with two more element options. 'Financial Aid' was an easy selection because all of the university websites had it--financing a student's education is an important step in the admissions process after all. Our final choice came down to Adult Education because its a vital part of Leicester's student population.

"Support"

Support Elements

California Institute of Technology	Champlain College	Massachusetts Institute of Technology	Drexel University	Duke
Why Give	Alumni Giving	Give Now	Ways to Give	Make a Gift
Giving Impact	Methods Of Giving	Priorities	Impact of Giving	Overview
Giving options	Where to Direct A Gift	Ways to Give	Areas to Support	Ways to Give
How to Give	How to Make a Gift	Supporters	Give Now	News and Events
Give Now	Annual Giving	Recognition	Recognition	Contact
Thank you from Caltech	Gift Planning	FAQs	Foundations and Corporations	Publications
Development and Institute Relations	Your Gifts at Work	Contact us	About us	

Membership Organizations	Our Donors			
	Donor bill of rights			
	Contact us			

Potential Element Count

Element	Count
Give Now	XXXX
Ways to Give	XXXXX
Giving Impact	XXXX
How to Give	XX
Contact Us	XXX
Donor List / Recognition	XXX
Thanks / Supporters	XX
About us	X

Final Selection

Support
Ways to Give
Give Now
Impact of Giving
Donor list / Recognition
Contact Us

Alumni is another important element to a university website because of the cross-sectional benefits for the former students and established school. We decided on the word 'Support' because the school is equally supporting the alumni as the alumni are equally

supporting the university. The top element hits from our 5 website examples were 'Ways to Give,' 'Give Now,' 'Impact of Giving,' 'Donors/Recognition,' and 'Contact Us.' Clearly, the schools' main focus is having the alumni donate money and/or time to the university. Although not stated through the data and research, our team still believed it's important for a school to publicize the resources and benefits available to its alumni.