

# Competitive Analysis

Our group picked five different University websites to analyze and critique. These websites included Harvard.edu, JHU.edu, UNL.edu, Brown.edu, and UChicago.edu.

We analyzed the main navigation that these sites used and tallied them up to see which ones were used the most throughout.

Element	Count
About	✓✓✓✓✓
Admissions	✓✓✓✓
School & Academics	✓✓✓
Research	✓✓✓✓
Campus Life	✓
Athletics	✓
Giving	✓✓
Alumni	✓✓✓✓✓
Visitors	✓✓✓
Prospective Students	✓
Current Students	✓✓✓✓✓
Faculty/Staff	✓✓✓✓
How to Apply	✓✓✓
Deadlines	✓
Plan a Visit	✓✓
Find a Major	✓
Academic Calendar	✓
Parents	✓✓✓

Based off of how often the navigation item occurred and what we felt were the most important and clicked links, our final choices for main navigation were About, Academics, Admissions, Students, Faculty, and Alumni.

Based off of these five main navigation tabs, we then further analyzed the sub navigation of these main ones.

#### About Secondary Navigation

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Element	Count
Administration	✓✓
(College) & the Community	✓✓✓✓
(College) Around the World	✓✓
Visitor Information	✓✓
Our Campuses	✓✓✓✓
Campus Directories	✓✓✓
Employment	✓
Role and Mission	✓✓
History	✓✓✓
Accolades	✓
University Leadership	✓
News	✓✓
FAQ	✓
Academic Experience	✓

We used the information we gained from tallying the About Secondary Navigation to determine which elements we would use in our final redesign. We decided upon Administration, Employment, Contact, and Office of the President (also based off of the original website design).

## Academics Secondary Navigation

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Element	Count
Schools	✓
Departments and Disciplines	✓✓
Undergraduate Studies	✓✓✓✓
Part-Time and Non-Degree	✓✓
Summer Programs	✓✓✓
Distance Education	✓
Online Academic Catalogs	✓✓
Academic Calendars	✓
Admissions Information	✓✓
Registrar Offices	✓
Office of the Provost	✓
Biological Sciences Division	✓✓
The College	✓✓

We used the information we gained from tallying the Academics Secondary Navigation to determine which elements we would use in our final redesign. We decided upon University Library, Office of the Provost, Colleges, Degrees and Majors, Student Advising, and Academic Calendars (also based off of the original website design).

## Admissions Secondary Navigation

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Element	Count
Undergraduate Admission	✓✓✓✓
Graduate and Part-Time Programs	✓✓✓✓
Helpful Links	✓
For Prospective Parents	✓
Continuing Education	✓✓
Summer Programs	✓
Medical	✓

We used the information we gained from tallying the Admissions Secondary Navigation to determine which elements we would use in our final redesign. We decided upon Undergraduate and Graduate navigation tabs.

## Students Secondary Navigation

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Element	Count
Apply for Admission	✓
Undergraduate Admissions	✓
Schedule a Visit	✓
Graduate Studies	✓✓✓
Online & Distance Education	✓
Academic Calendar	✓
Concentration Requirements	✓
Dean of the College	✓
Academic Advising	✓✓✓
Veterans Portal	✓

We used the information we gained from tallying the Students Secondary Navigation to determine which elements we would use in our final redesign. We decided upon Student Life, Academic Life, and other Georgia State specific links.

#### Faculty Sub Navigation

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Element	Count
Directory	✓
Human Resources	✓
Faculty Senate	✓
Email	✓✓
Policies	✓
Academic Calendar	✓
Library	✓
Registrar	✓
Technology Requests	✓

We used the information we gained from tallying the Faculty Secondary Navigation to determine which elements we would use in our final redesign. We decided upon Email, Finance and Administration, Technology, Human Resources, Facilities, Research, Safety, and Emiriti.

While not all our final tabs were found in the five analyzed websites, we decided to also keep, in our opinion, the most useful tabs found in the original Georgia State University website.

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