

Competitive Analysis

Group 11

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I. Overall Navigation

Key:

PRIMARY NAVIGATION ITEMS

secondary navigation items

Navigation Items

Stanford	CMU	UC Irvine	UC Davis	Harvard	UW
ABOUT STANFORD	ABOUT US	ABOUT	ABOUT	ABOUT HARVARD	ABOUT
ADMISSION	ATHLETICS	ADMISSIONS	ADMISSIONS	ADMISSIONS & AID	ACADEMICS
ACADEMICS	ACADEMICS	ACADEMICS	ACADEMICS	SCHOOLS	APPLY
RESEARCH	RESEARCH	RESEARCH	RESEARCH	RESOURCES & OFFICES	NEWS & EVENTS
CAMPUS	STUDENT LIFE	COMMUNITY	CAMPUS LIFE		RESEARCH
					SUPPORT THE UW
					CAMPUSES
Students	Prospective Students	Students	Students	Apply	Students
Faculty/Staff	Current Students	Alumni	Alumni	Faculty	Parents
Parents	Faculty & Staff	Faculty & Staff	Parents	Staff	Faculty & Staff
Alumni	Alumni	Parents	Faculty	Students	Alumni
	Parents & Family	Real time weather	Staff	Alumni	
	Corporate		Donors	Parents	

	Visitors				
			Industry	Visitors	
			Resources	Media	

Navigation Notes

- **Stanford:** The primary navigation items are organized as an inline navigation bar at the top and the secondary navigation items are in smaller text on the same navigation bar but flushed to the right. This separates the primary navigation items from the secondary items that are classified by different users.
- **CMU:** The primary navigation items are organized as a vertical inline navigation bar on the left-hand side below the CMU logo in red text. The secondary navigation items (different user categories) are right below, in slightly smaller gray font. There is also a navigation bar at the top of the page which has information that seems to span across users (news, calendar, libraries, careers, support CMU).
- **UCI:** The primary navigation items are organized as an inline navigation bar below the UCI logo near the top side of the page. The secondary navigation bar is located at the top right side of the page. Both navigation bar are not fixed relative to the browser, which offers more viewing area to the users. The UC has set a brand guidelines, for which the UCI website has followed as they set the color of the primary navigation bar as well the background color to the UC brand guidelines according to <http://brand.universityofcalifornia.edu/guidelines/color.html>
- **UCD:** The primary navigation items are organized as an inline navigation bar below the top UCDavis logo while the secondary navigation items are in smaller text located above the logo flushed to the right. While there is more focus on the primary navigation bar, the secondary items at the very top allow for quicker access for the expert users.
- **Harvard:** The primary navigation items are organized as an inline navigation bar to the right of the Harvard logo. The secondary navigation items (different user categories) are at the top of the page, and there is also a third navigation bar (news, events, contacting Harvard, and how to give) below the primary navigation bar in much smaller and less prominent font.
- **UW:** The secondary navigation items are organized as an inline navigation bar next to the UW logo, at the most-right position on the web-page, while the primary one employs capitalized, larger size font and positions under the secondary navigation bar. There is a search logo embedded inside the secondary navigation bar, and a “quick links” button, which further display a third navigation bar in vertical with 12 items.

Navigation Item Count

Element	Count	Element	Count
ABOUT	XXXXXX	Students	XXXX
ADMISSIONS	XXXX {X(APPLY)}	Prospective Students	X
ACADEMICS	XXXXXX	Current Students	X
RESEARCH	XXXXXX	Faculty/Staff	XXXXX
CAMPUS/STUDENT LIFE	XXXX	Parents	XXXXX
SUPPORT	X	Alumni	XXXXX
		Corporate Visitors	X
		Media	X

Optimal Navigation List

ABOUT US	Students
ACADEMICS	Faculty/Staff
RESEARCH	Parents
ADMISSIONS	Alumni
CAMPUS LIFE	

Reasoning:

To accommodate the various users that visit a university site, we chose to include these 5 items in the main navigation and 4 items in the secondary navigation. The main navigation provides the general information about the university to the novice user in 5 recognizable categories: About, Academics, Research, Admissions, and Campus Life. We modeled this after the 5 sites we reviewed that mainly used the same items and found it the optimal categorization for the intentions for new visitors to the site. The secondary navigation items, often recognized in the sites we reviewed as the "Information for" section is dedicated to the expert users. Because we want to afford our expert users better accessibility to this navigation while keeping it more discreet to the new visitors, we placed the secondary navigation menu at the top right with smaller font. The primary navigation menu keeps the

spotlight with larger font and closer proximity to the logo and is centered at the page above the image slider.

II. About Us

About Us Elements

Stanford	CMU	UC Irvine	UC Davis	Harvard	UW
Stanford Facts & History	Leadership	Overview	Visit UC Davis	Harvard at a Glance	About the UW
Visitor Information	Vision & Mission	Chancellor	Locations	FAQ	News & Event
Virtual Tours	Ranking and Awards	Peter the Anteater	Facts	Academic Experience	Leadership
Office & Administration	Fast Facts	Distinctions	Our Principles	Maps & Directions	Research
News & Events	Administrative Departments	Facts & Figures	Administration and faculty	Directories	Government Relations
Stanford Facts at a Glance	History & Traditions	Strategic Plan	History	Harvard's Leadership	Visit the UW
	Visit Carnegie Mellon	Administration	Public service	Harvard's President	
		Diversity			
		Principles of Community			

Potential Element Count

Element	Count
Facts	XXXXX
History	XXXX
Visitor	XXXXXX

Office/Administration	XX
Principles	XXXX
FAQ	X
Directories	X
President & Leadership	X

Optimal About Us List

Facts
Visitor
History
Principles

Reasoning:

Typical to any company, university, or personal website, the About page is crucial in showcasing the mission and values to the users. For our novice users, we want to cater to their primary need and answer their first questions when they stumble on the university site. What is University of Leicester? More importantly, we want this page to brand an image of prestige and welcome our user without overwhelming them with a load of information about the university.

III. Academics

Academics Elements

Stanford	CMU	UC Irvine	UC Davis	Harvard	UW
Schools	Schools & Colleges	Arts	Majors, departments and programs	Business	College of Arts and Sciences
Departments & Programs	Interdisciplinary Programs	Biological Sciences	Colleges	College	College of Built Environment s
Academic Calendar & Courses	International Programs	Business	Schools	Continuing Education	Foster School of Business
Undergrad. Academic Life	Professional & Distance Learning	Education	International programs	Dental	School of Dentistry
Graduate Academic Life	Pre-K through 12 Programs	Engineering	classes, schedules, calendar	Design	College of Education
Online Learning	Faculty Inspiring Students	Humanities	library and collections	Divinity	College of Engineering
Professional, Continuing, K-12		Information & Computer Sciences	academic resources	Education	College of Environment
Stanford Academics at a Glance		Interdisciplinary Studies		Engineering	The Graduate School
		Law		Faculty of Arts & Sciences	The Information School
		Medicine		Government	School of Law

		Nursing Science		Graduate School	School of Medicine
		Pharmaceutical Sciences		Law	School of Nursing
		Physical Sciences		Medical	School of Pharmacy
		Public Health		Public Health	Evans School of Public Affairs
		Social Ecology		Radcliffe Institute	School of Public Health
		Social Sciences			School of Social Work

Potential Element Count

Element	Count
(List all the schools/departments)	XXX
Colleges/School	XX
Graduate school	XX
Distance Learning	XX
Calendar	XX
International programs	XX

Optimal About Us List

Distance Learning
International programs
Schools & Colleges
Graduate/Professional school

Reasoning:

The unique branding characteristics of this university are their academic programs for international students. Our redesign keeps the Distance Learning and International Programs in the menu to market their goals to welcome students around the world. We decided that instead of pooling all the schools and colleges as well as graduate programs within the Academic tab, we included two separate tabs: Schools & Colleges and Graduate/Professional School. We will have our 3rd level pages list their degree programs within the respective tabs.

IV. Research

Research Elements

Stanford	CMU	UC Irvine	UC Davis	Harvard	NYU
Doing Research at Stanford	Projects & Initiatives	Office of Research	Office of Research	Research News	Opportunities
Dedicated Research Centers	Centers & Institutes	Office of Technology	Research Units	Research Resources at Harvard	Research Administration
Integrated Research & Teaching		All Research Centers & Units	By Discipline	University Research Administration	Compliance
Libraries		Faculty Profiles	For Students	School Research Sites	Support Offices
Undergraduate Research					
Stanford Research at a Glance					

Potential Element Count

Element	Count
Research centers/units/institutes	XXXX
Office of Research/Administration	XXXX
Libraries	X
Projects & Initiatives	X

Optimal Research List

Research centers/units/institutes
Office of Research
Research Archive

Reasoning:

Because an openly accessible research archive is common with many institutions in the UK, we have decided to put it on our optimal list even though none of the sites has such a section. We found that many of the items in our potential list were often redundant to include directly under the research section, such as Library or Projects & Initiatives, because these would more likely to be navigated further within the site. To create optimal navigation options, we want to keep each list small and more generalized so that when the user navigates through the website, each list gets more specific.

V. Admissions

Admissions Elements

Stanford	CMU	UC Irvine	UC Davis	Harvard	NYU
Undergraduate	Undergraduate Admission	Undergraduate	Undergraduate students	Undergraduate	Undergraduate
Graduate	Graduate Admission	Graduate	graduate students	Graduate & Professional Schools	Graduate
Financial Aid	Carnegie Mellon Experience		professional students	Continuing Education	Professional
Professional, Continuing, K-12	In the Classroom		international students	Summer Programs	Certificates, degrees and courses for busy adults
Summer Session	International Students		continuing education		
Admissions at a Glance			financial aid		

Potential Element Count

Element	Count
Undergraduate	XXXXXX
Graduate	XXXXXX
Graduate & Professional	X
Professional	X
International students	XX
Summer	XX

Financial Aid	XX
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Optimal Admissions List

Undergraduate
Graduate
Professional
Distance Learning
International programs

Reasoning:

Similar to our About Us list, these 5 tabs are dedicated to each type of user persona that would navigate to the Admissions list. The only difference between this navigation list and the About Us navigation list is that we reordered is such that Undergraduate is the main priority.

VI. Campus/Student Life

Campus/Student Life Elements

Stanford	CMU	UC Irvine	UC Davis	Harvard	NYU
Arts & Culture	Activities & Events	Location	Student Life	\	Resources & services
Athletics & Fitness	Health & Safety	Life at UCI	Athletics		Campus life
Student Life	Dining & Dorms	Student organizations	Recreation		Housing & dining
Public Service	Pittsburgh Places	Students with Families	Arts and culture		Health, safety & wellness
Getting Around & Campus Safety	Getting Around Town	Housing	Community		
Campus Life at a Glance					

Potential Element Count

Element	Count
Health & safety	XX
Safety	X
Student Life	XX
Campus Life	X
Arts and culture	XX
Athletics	XX

Optimal Campus Life List

Arts and culture
Recreation
Health & Safety

Reasoning:

With these 3 more generalized navigation items, it is much easier for the user to navigate without feeling overwhelmed with many options to choose from. From our count, we noticed that some items can be grouped together. Student life would be found in Arts and Culture, while Athletics can be found in Recreation.