

## Second deliverable: Competitive Analysis

Review **at least five** other sites and learn what kind of norms and conventions they use. Also identify what navigation elements they use. Doing this will help you determine what kind of information and navigational elements are most important to include on a homepage. To structure the process, we require that you make a set of tables with the navigational elements on the homepage and a few of their main second level pages. The idea is to list the navigational labels and then tally how many of the sites you use for review have that element. This way you can see, at a glance; what everyone thinks is a necessary link (label) and what is more idiosyncratic or special to other sites. **This is a useful place to begin your own discussion of how to redesign the IA** and also to present to the class when you explain your design. That is, when explaining your design you can start by reviewing the main sites that gave you inspiration. [It is OK to steal ideas](#), and it is easier for us to appreciate your design plans.

[Here is an example.](#)

Turn this in as a **PDF**.

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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 |
|---------------|----|

### 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.