

Competitive Analysis

“Home” Navigation

Home Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
About JHU	About	About Stanford	Admissions	About USF
Admissions	Admissions	Admission	Academics	Academics
Schools & Academics	Academics	Academics	Research	Admissions
Research	Research	Research	Campus Life	Campus Life
Campus Life	Outreach	Campus Life	Administration	Research
Athletics	International	Students	About	USF System
Giving	Sustainability	Faculty / Staff		
Alumni	Athletics	Parents		
	News	Alumni		

Element	Count
About	XXXXX
Admissions	XXXXX
(Schools &) Academics	XXXXX
Research	XXXXX
Campus Life	XXXX
Athletics	XX
Alumni	XX

Final Decision
About
Admissions
Academics
Research
Athletics
Alumni

User Pathways
Students
Faculty & Staff
Alumni
Family & Friends
Visitors

All university websites analyzed have About, Admissions, and Research on their home navigation bar. Most universities do not emphasize user pathways on their home page. The exception is the Stanford website, but even on this website the other elements are more central and a larger font so the user's focus will be on them initially. Most websites are cleaner and flatter with less clutter. Georgia State's website is full of clutter and the multiple graphics distract from the text without replacing them.

The biggest decision was whether to have campus life and/or athletics in the navigation bar. In the end, we decided to include the material that would go under campus life in the student's section. Also, most universities have an external website for athletics, but due to the wide variety of users, we decided to have an athletics page on the GSU website. Although those looking for athletics will have to navigate through one more page, the resulting design was much cleaner and more consistent. The user pathways are customized for each type of user. We decided not to include prospective students as they are most likely concerned with admissions.

"About" Navigation

About Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
History & Mission	Scenic Videos	Stanford Facts & History	Facts and History	Overview
Administration	Visiting Campus	Visitor Information	News	History and Traditions
News	Office of the Chancellor	Virtual Tours	Civic and Global Engagement	Facts and Statistics
Community	Vision & Mission	Offices & Administration		Student Consumer Info.
Facts & Statistics	History & Traditions	News & Events		Leadership
Social Media	Diversity			Community Resources
Visitor Information	Town Gown Forum			Work at USF
Campus Directories	Policies			Web Tools
Our Campuses	Your Right to Know			Visit USF
				Contact USF

Element	Count
History	XXXXX
News	XXX
Visiting-related Pages	XXXX
Administration	XX
Offices	XX

Community	XX
Facts	XXXX
Mission	XX

Final Decision
Vision & Mission
History & Tradition
Facts & Statistics
Offices & Administration
Visitor Information
News & Events

Universities greatly differ regarding their about pages from minimal information to everything involving the university. Since the current Georgia State About page gives no guidance, we decided to use the most common characteristics seen in our competitive analysis. Vision & Mission focuses on the future of the university and their goals for themselves. History & Tradition focuses on the past so a student can see how the university has evolved over the years. Facts & Statistics are for the present so prospective students and others can quickly get a general idea of the university. Offices & Administration, Visitor Information, and News & Events give users more information regarding the who, where, and what about the university.

“Admissions” Navigation

Admissions Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
Office of Undergraduate Admissions	Undergraduate Admissions	Undergraduate	Undergraduate	Overview
Additional Undergraduate Programs	Graduate Admissions	Graduate	Graduate and Professional	Apply

Graduate	Continuing Education	Financial Aid	Financial Aid	Cost to Attend
Part Time, Non-Degree, Summer		Professional, Continuing, ..		Scholarships and Financial Aid
Visiting Hopkins		Summer Session		
International Students				
Financial Aid				
Course Catalogs				

Element	Count
Undergraduate	XXXX
Graduate	XXXX
Professional/Continuing	XXX
Financial Aid	XXXX
Visiting ...	X
International Students	X

Final Decision
Undergraduate
Graduate
Financial Aid
International Students

Admissions is generally pretty uniform across the universities analyzes. There are far

fewer links on the admissions page than most other second-level pages. Undergraduate and Graduate seem to be given on most pages as those two categories account for most of the potential applicants. Financial Aid was also included as this is a major factor in most decisions. Since most applicants are probably concerned about the expense of college, this way there is a link on the admissions page for them to find their information. Even though international students was only on one of the admissions pages we analyzed, we decided to include it because Georgia State stresses their diversity on their current admissions page saying they have applicants from 150+ countries. There was no mention of professional/continuing students however so even though this was included in a majority of other university websites, we decided that it wasn't necessary for the Georgia State redesign.

“Academics” Navigation

Academics Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
Schools	Videos	Schools	Colleges and Schools	Overview
Departments & Disciplines	College & Schools	Departments & Programs	Degree Programs	Colleges
Undergraduate Studies	Academic Departments	Academic Calendar & Courses	Continuing and Pre-Collegiate Education	Majors and Catalogs
Graduate Studies	Academic Affairs	Undergraduate Academic Life	Courses	Courses and Calendar
JHU Around the World	Funding/ Enrichment Programs	Graduate Academic Life		Undergraduate and Graduate Studies
Part-Time and Non-Degree	Majors & Academic Programs	Online Learning		Academic Resources
Summer	Academic Advising	Professional, Continuing, ...		Libraries
Distance Education	Academic Calendar			

Online Academic Catalogs	University Libraries			
Academic Calendars	University Catalog			
Course Listings	Course Search			
Admissions Information				
Registration Information				
Academic Advising				
Libraries				

Element	Count
Colleges and Schools	XXXXX
Departments	XXX
Courses	XXXXX
Undergraduate	XXX
Graduate	XXX
Catalogs	XXX
Academic Calendars	XXXX
Academic Advising	XX
Libraries	XXX

Final Decision
Undergraduate Studies

Graduate Studies
Colleges & Schools
Degree Programs
Academic Resources

Undergraduate Studies and Graduate Studies were not unanimous; however, these broad categories act as central places for undergraduates and graduates to find all their academic information, similar to how MyTritonlink acts for UCSD students. These links are user pathways for current students. Colleges & Schools as well as Degree Programs were present in some form on all the university sites we analyzed. Many sites have Academic Calendars, Libraries, and Catalogs on their websites. We grouped all of these under Academic Resources as we didn't think they deserved the same weight as the other items. For consistency purposes, we included another broad category instead of several extremely specific categories.

“Research” Navigation

Research Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
Applied Physics Laboratory	Videos	Doing Research at Stanford	Research Offices and Centers	Overview
Research Projects Administration	Research Administration	Dedicated Research Centers	Resources For Researchers	Research & Innovation
Funding Opportunities	Research Institutes	Integrated Research & Teaching	Student Research	Student Research
Undergraduate Research	Research Centers	Libraries	Libraries	
Resources for Researchers	Initiatives	Undergraduate Research		
Health and	Campus			

Medicine	Collaborations			
Social Sciences, Humanities...	Federal & Industry Partnerships			
Natural Sciences, Engineering, ...				
Global Research				
JHU Technology Transfer				
Expertise at Johns Hopkins				
Institutes and Centers				

Element	Count
Research Administration	XX
Research Institutes	XX
Research Centers	XXXX
Undergraduate Research	XXX
Resources for Researchers	XX
Libraries	XX

Final Decision
Research Administration
Research Centers & Institutes
Undergraduate Research

Resources for Researchers

The majority of users for this page are alumni and donors looking to give or fund research or current students or prospective students trying to find out what research is being done and how to get involved. Research Administration is who is involved in research and contains ways to get in touch for both donors and students. Research Centers & Institutes are where the research is taking place and will give more specific information on what research is being done. Undergraduate Research is for students trying to get involved in research. Most graduate students do research as part of their degree so this is solely for undergraduates. Finally, Resources provides more information on how students can get involved and once involved, what they need to do in order to be successful.

“Athletics” Navigation

Athletics Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
Sports	Athletics Ticket Office	Cardinal Athletics	Varsity Athletics	USF Athletics
Inside Athletics	CUBuffs.com	Recreation & Fitness	Club Sports & Intramurals	Campus Recreation
Traditions	Collegiate Sports Clubs	BeWell @ Stanford	Fitness and Recreation	Intramurals
Store	Intramurals	Summer Sports Camps		
Tickets	Athletics News			
Support Athletics				
Johns Hopkins				

Element	Count
"School" Athletics	XXX
Intramurals	XXX
Fitness & Recreation	XXX
Club Sports	XX
Tickets	XX

Final Decision
GSU official website
Varsity Athletics
Club Sports
Intramurals

Most universities have an external athletic site; however, we believed it was important that the athletics link in the navigation bar stayed on the Georgia State website. The navigation elements we decided on was georgiastatesports.com, the official athletics website for Georgia State. This will direct users to where they can shop for merchandise, get the latest news, and buy tickets for sporting events. The next three elements were the different levels of athletics at the university level: varsity, club, and intramurals. This way, users can browse the options most appropriate for their skill level. We decided to put fitness and recreation under students since it is more of a social event then a competitive event.

"Alumni" Navigation

Alumni Page Navigation

Johns Hopkins	CU Boulder	Stanford	Northwestern	U. of South Florida
Your Alumni Association	Communities	About Us	News	Your Alumni Association
Recent Grads & Students	Events	Community	Alumni Groups	Get Active

Attend Events	Forever Buffs	Activities	Annual Events	Membership
Education & Travel	Jobs	Resources	Giving	Events
Give to Johns Hopkins	Media	News & Views		Bull Pride
Alumni Communities	Programs	Volunteering		
	PAC-12	My Stanford		
	Contact Us			

Element	Count
Your Alumni Association	XX
News	XX
Events	XXXX
Giving	XX
"School Pride"	XXX
Community	XXX

Final Decision
About
Community
Events
Giving

The alumni page is slightly easier to decide on the information architecture since the page is only targeting one user group. About provides information about the alumni association including its history and what it does. Community allows the alumni to connect with others. The events link is self-explanatory. This is where alumni should go to receive more detailed information regarding events. Giving is if an alumnus is interested in donating to the university

and provides information on why they should donate and how they can.