

Competitive Analysis

For our competitive analysis, we chose to compare the sites of UCSD, SDSU, UCSB, USC, and UCLA. We start here with their main home page navigation.

UCSD	SDSU	UCSB	USC	UCLA
Admissions	About		About	About
Current Students	Admissions	Academics	Administration	Academics
Parents and Families	Academics	Administration	Admission	UCLA in the community
Faculty and Staff	Research	Athletics	Academics	The Arts
Alumni	Campus Life	Libraries	Research	Campus life
Friends and Visitors		Our Campus	Patient care	Health System
		Research	Community	Research
		Summer Sessions	Arts	Athletics
		UCSB Extension	Global initiatives	
		Working at UCSB		
		Giving to UCSB		
		Alumni		
		Current Students		
		Future Students		
		Parents and Friends		
		Visitors		

The sites also had a secondary navigation bar on the home page. Their content is listed here.

UCSD	SDSU	UCSB	USC	UCLA
Undergraduate degree programs	Future Students		Campaign for USC	Prospective Students
Graduate Degree Programs	Current Students		USC Photo Gallery	Current Students

Divisions and Schools	Faculty/Staff		USC Maps	Faculty
Undergraduate Colleges	Alumni		Visit USC	Staff
About UCSD	Give to SDSU		Events Calendar	Alumni
Maps and tours			USC News	Parents and Families
Campus life			Students	
Diversity			Alumni	Maps Directions Parking
Health System			Parents	Directory
Athletics			Faculty	Contact
Academics			Employees	Academic Calendar
Research			Sports	Diversity
The Library				University of California
Continuing Ed				Terms of Use
Preuss School				
Undergraduates				
Graduates				
Jobs				

When comparing these sites, we also took into account that a majority of them had secondary levels of navigation. These secondary levels of navigation were mostly reserved for the student areas of the website. The primary levels mainly contained the important information that is relevant to both students and non-students.

For our information architecture of the home page, we decided to implement both levels of navigation. After reviewing these sites, we found that the web pages for **About**, **Admissions**, **Academics**, **Athletics**, and **Research** were the most prominent features and appeared the most on the different web sites. These sections will make up the primary level of navigation.

For the second level of navigation, we saw that information concerning students was constant throughout all the sites. So for this level of navigation we chose to include sections for **Prospective Students**, **Current Students**, **Graduate Students**, **Alumni**, and **Parents and Families**. These sections were chosen based on the fact that they appeared on the majority of the websites we compared.

Top Navigation

About
Admissions
Academics
Athletic
Research

Side/menu bar

Prospective Students
Current Students
Graduate Students
Alumni
Parents and Friends

About

UCSD	SDSU	UCSB	USC	UCLA
Mission Statement	President	*No about section	USC facts and figures	Overview
Campus Timeline	Rankings and distinctions		Faculty distinctions	Mission and values
Principles of community	Facts history and mission		History	Facts and figures
Chancellor and leadership team	Diversity		Policies and core documents	Awards and honors
Campus Profile	Emergency info		Strategic planning	Impact and accomplishments
	Departments and offices		Directories	Iconic and influential alumni
	Directory		Visit USC	Rankings
	Maps			Centers and institutes
	Parking			Administration
	Media relations			Careers
	Jobs			
	The campanile foundation			
	KPBS			
	Strategic plan			
	Imperial Valley campus			

For the about elements, we found that the bulk of the information on the different sites where mainly relevant to that specific site and were not universal. We decided to take the elements that appeared consistently throughout the sites. We also noticed that UCSB did not have an about page. Their about section was actually their list from their home navigation (Their home navigation bar was titled “Information About.”

Admissions

Dropdown from navigation bar

UCSD	SDSU	UCSB	UCS	UCLA
Undergraduate Admissions	Undergraduate		Undergraduate admission	Admissions Overview
Freshmen	Graduate		Graduate admission	Undergraduate Admission
Transfers	Out of State		Financial aid	Graduate Admissions
International Students	International			Extension Admissions
Admissions Events	Veterans			International Admissions
Campus Tours	Counselors			Transfer Admissions

Admissions pages

Undergraduate Admissions	Freshmen	Why UCSB?		
Freshmen	Transfers	Our Location		
Transfer Students	Graduate	Visit UCSB		
International Students	Out of State	Cost		
Counselors	International	Applying		
Graduate Admission	Veteran	Freshmen		
Graduate degree programs	Parents	Transfer		
Rady School of Management	Counselors	Counselors		
School of international relations and pacific studies		International		
School of medicine				
Skaggs School of Pharmacy and Pharmaceutical Sciences				
Continuing				

Education				
Academics				
General Catalog				
Cost and Financial Aid				
Life as a triton				
Parents and families				

Most of the information about the Admissions element actually appeared in a dropdown menu form from the main navigation bar. We found that we were not fond of this feature since it felt like the appearance of a long dropdown menu would clutter the page. We instead decided to have our links redirect to their respective page.

Academics

Dropdown from navigation bar

UCSD	SDSU	UCSB	USC	UCLA
	Academic calendar		*List of Majors and College division studies	Overview
	Advising			Undergraduate Education
	Blackboard Courses			Graduate and Professional Education
	Class Schedule			Continuing Education
	Colleges			Academic Opportunities
	Credential Programs			Faculty
	Degrees			Departments and Programs
	Departments and offices			Libraries
	Extended studies			
	General Catalog			
	Graduate Bulletin			
	International			

	Programs			
	Library			
	Provost			
	Webportal			

Academics page

Undergraduate degrees		Academic Departments	Undergraduate Education	
Departments and programs		Commencement	The Graduate School	
Graduate degrees		Graduate Division	Continuing Education and Professional Studies	
Department and program advisors		Libraries	Catalogue	
Resources		Majors, Degrees, and Credentials	Academic Calendar	
Divisions and schools		Colleges and Schools	Schedule of Classes	
Undergraduate colleges		Off campus programs	USC Libraries	
Office of graduate studies		Academic Offices:	Information Technology Services	
Related UCSD academic information		-Advising		
		-Personnel		
		-Senate		
		-Executive Vice Chancellor		
		Continuing Education		
		Career Services		
		Diversity		
		Research		

Here we did the same this as we did for the Admissions page. We will include the common elements as a secondary level navigation bar on the actual Academics page. We also noticed the pattern that if a site had a dropdown they did not have an actual academics page. UCSD

and UCSB did not have a dropdown menu but had an academics page. SDSU, USC, and UCLA were the opposite of this.

Athletics

Team	Sports	Teams	Sports	Sports
Inside athletics	Athletics	Our stories	Fan Zone	Tickets
Athletic giving	Tickets	Schedules	Recruits	Donate
Triton gear	Multimedia	Inside athletics	Tickets	Fan Zone
Recruits	Facilities	Gacho fund	Shop	Inside Athletics
Camps	Aztec club	Tickets	Inside Athletics	Recruits
Fan zone	Shop	Locos		Camps
		Shop		

Each site included their own athletics page. These pages had a different look and feel from their main school pages.

Research

Dropdown from navigation

UCSD	SDSU	UCSB	USC	UCLA
	BioScience Center		Office of research	Overview
	Coastal and Marine Institute		Procedures	Opportunities for partnerships
	Graduate and Research Affairs		Research centers	Undergraduate research
	Research foundation		Facilities	Graduate research
			Innovation	Research centers and institutes
			Contracts and grants	Libraries
			Clinical trials	Admission overview
			Digital USC	

Research page

UCSD	SDSU	UCSB	USC	UCLA
Office of Research affairs	Research links	Office of Research		
Research Faculty and staff	Areas of Excellence	Research Centers and Units		
Student research opportunities	SDSU Research News	Technology and industry alliances		
		Undergraduate research		
		Contracts and grants received		
		Campus wide Research seminars calendar		
		Research news		
		UCSB featured news		
		Profiles in research		
		Convergence Magazine		
		Annual Research Statistics		
		Nobel Laureates at UCSB		
		Libraries		
		UC Natural Reserve System		
		Computing Resources		
		Industry Center		
		Social Science Survey Center		

We found that the research elements for the different sites varied. UCSB for example had a long list of their different research subjects and centers in their main research navigation. We found this distasteful and decided to go with the more generalized elements that would branch out into those different sections rather than having everything in one navigation bar at the same time.

Our navigation

Home

Prospective Students	Current Students	Graduate Students	Alumni	Parents and Friends
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About	Admissions	Academics	Athletics	Research
Mission Statement	Undergraduate Program	Undergraduate Degrees	Sports	Undergraduate Research
History	Freshmen	Graduate Degrees	Team	Graduate Research
Strategic Planning	Graduate Program	Continuing Education	Donate	Office of Research
Diversity	Transfer	Catalog	Tickets	Research News
Careers	International	Calendar	Inside Athletics	
Policies and Important Info	Cost	Department and Programs	Recruits	
Directory	Counselors	List of Classes	Fan Zone	
	Parents and Families	Libraries	Camps	
	Campus Tours			

Based on our analysis of these sites, we came up with the above navigation elements. These elements are the most valued in a university site and are the most prominent throughout the sites. The home page will contain the primary navigation (About, Admissions...) and the secondary level (Students...). This format will be consistent throughout the redesign with each page containing the main navigation bar and their section elements in a secondary side menu navigation format.

Pages labeled in **red** are the focus of our user scenario (High School Student Scenario 1). These pages will be fully coded and intractable.

Pages in **blue** are our high fidelity wire framed pages. These pages will have the look and feel of the redesign and will have a few linked elements. They will not have all the interactive elements and are basically there as place holders. These pages play a part in our other user scenarios.