**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 where 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 | Gaucho 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 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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.