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

Home Page Navigation

For our competitive analysis, we chose to compare the sites of UCSD, SDSU, UCSB, USC, and UCLA

Sub home Navigation

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

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| --- | --- |
| **Admissions** | **4** |
| **About** | **5** |
| **Athletics** | 3 |
| Alumni | 3 |
| **Academics** | **5** |
| **Research** | 4 |
| Current Students | 3 |
| Maps | 3 |

Top Navigation

|  |
| --- |
| About |
| Admissions |
| Academics |
| Athletic |
| Reasearch |

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 |  | Facult 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 |  |  |  |
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admissions (home page dropdowns)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 |
| Undergraduate Colleges | Campus Tours |  |  | Affordability and Financial aid |
| Graduate Studies |  |  |  |  |

Admissions page

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 Parmacy and Pharmaceutical Sciences |  |  |  |  |
| Continuing Education |  |  |  |  |
| Academics |  |  |  |  |
| General Catalog |  |  |  |  |
| Cost and Financial Aid |  |  |  |  |
| Life as a trition |  |  |  |  |
| Parents and families |  |  |  |  |

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| --- | --- |
| Dropdown from home | Admissions Page |
| Undergraduate Admission | Freshmen |
| Graduate Admission | Undergraduate Program |
| Financial Aid | Graduate Program |
| Transfers | Transfer |
| Internationals | International |
|  | Cost |
|  | Counselors |
|  | Parents and Families |
|  | Campus Tours |

Academics (home dropdown)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 Oppotunities |
|  | 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 advisiors |  | 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 Sevices |  |  |
|  |  | Diversity |  |  |
|  |  | Research |  |  |

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| --- | --- |
| Home Dropdown | Page |
| Undergraduate Education | Undergraduate Degrees |
| Graduate Education | Graduate Degrees |
| Departments and Programs | Continuing Education |
|  | Catalog |
|  | Calendar |
|  | Departments and Programs |
|  | List of Classes |
|  | Libraries |
|  |  |
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Athletics Page

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 | facilites | Gaucho fund | Shop | Inside Athletics |
| camps | Aztec club | tickets | Inside Athletics | Recruits |
| Fan zone | shop | locos |  | Camps |
|  |  | shop |  |  |
|  |  |  |  |  |
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Research dropdown from home page

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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 ofResearch affiairs | Research links | Office of Research |  |  |
| Research Faculty and staff | Areas of Excellence | Research Centers and Units |  |  |
| Student research opportunites | SDSU Research News | Technology and industry alliances |  |  |
|  |  | Undergraduate research |  |  |
|  |  | Contracts and grants recieved |  |  |
|  |  | 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 |  |  |

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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 |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Prospective Students | Current Students | Graduate Students | Alumni | Parents and Friends |

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