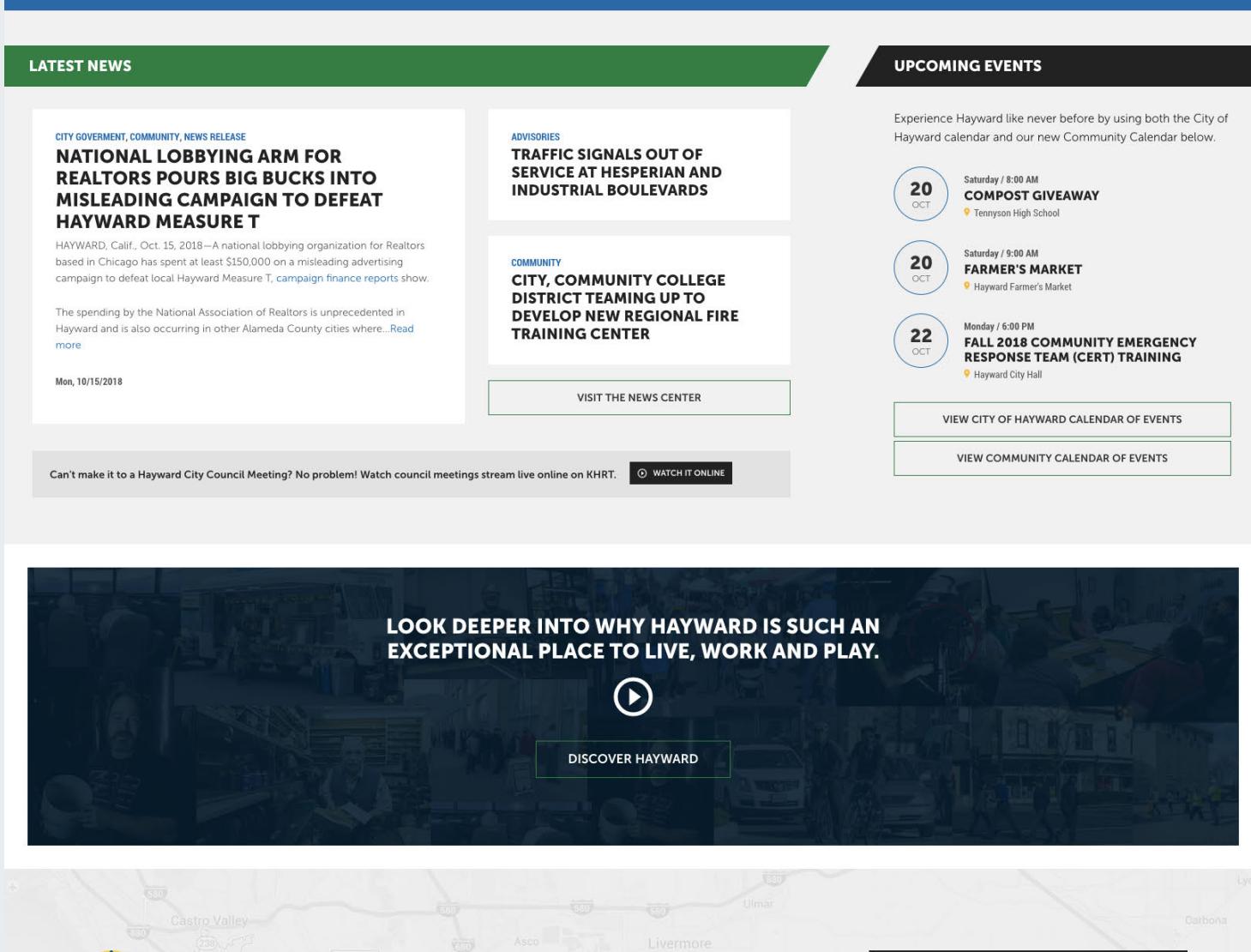


City of Hayward California

Content & domain model, site-map, wireframe, visual design in code, style guide, & Drupal build

The city of Hayward California chose Rolling Orange to reimagine their city in a light that most local area residents did not. Through thoughtful content models and carefully tested site maps, user were proving to become and stay engaged as they navigated the platform, more frequently than past metrics suggested.



LATEST NEWS

CITY GOVERNMENT, COMMUNITY, NEWS RELEASE

NATIONAL LOBBYING ARM FOR REALTORS POURS BIG BUCKS INTO MISLEADING CAMPAIGN TO DEFEAT HAYWARD MEASURE T

HAYWARD, Calif., Oct. 15, 2018—A national lobbying organization for Realtors based in Chicago was at least \$150,000 on a misleading advertising campaign to defeat local Hayward Measure T, campaign finance reports show.

The spending by the National Association of Realtors is unprecedented in Hayward and is also occurring in other Alameda County cities where... [Read more](#)

Mon, 10/15/2018

ADVISORIES

TRAFFIC SIGNALS OUT OF SERVICE AT HESPERIAN AND INDUSTRIAL BOULEVARDS

CITY, COMMUNITY COLLEGE DISTRICT TEAMING UP TO DEVELOP NEW REGIONAL FIRE TRAINING CENTER

[VISIT THE NEWS CENTER](#)

Can't make it to a Hayward City Council Meeting? No problem! Watch council meetings stream live online on KHRT. [WATCH IT ONLINE](#)

UPCOMING EVENTS

Experience Hayward like never before by using both the City of Hayward calendar and our new Community Calendar below.

- 20 OCT** Saturday / 8:00 AM **COMPOST GIVEAWAY** Tennyson High School
- 20 OCT** Saturday / 8:00 AM **FARMER'S MARKET** Hayward Farmer's Market
- 22 OCT** Monday / 6:00 PM **FALL 2018 COMMUNITY EMERGENCY RESPONSE TEAM (CERT) TRAINING** Hayward City Hall

[VIEW CITY OF HAYWARD CALENDAR OF EVENTS](#)

[VIEW COMMUNITY CALENDAR OF EVENTS](#)

LOOK DEEPER INTO WHY HAYWARD IS SUCH AN EXCEPTIONAL PLACE TO LIVE, WORK AND PLAY.

[DISCOVER HAYWARD](#)

ACCESS HAYWARD

The City of Hayward is at your service! Access Hayward is an online tool that connects you directly to the people, services, and resources that make our city great.

REPORT PROBLEMS
Graffiti, abandoned cars or public safety concerns: report these and other issues directly to us and we'll get to work on them.

ASK QUESTIONS
You have questions, we have answers. Use Access Hayward to make sure your question is routed to the right person and handled properly by our team.

MAKE A SUGGESTION
We want to hear from you! This is a quick and easy way to make a suggestion, compliment a member of our staff or share an idea with us.

Download the Access Hayward app for your mobile phone.

[GET THE IPHONE APP](#) [GET THE ANDROID APP](#)

TOP ACCESS HAYWARD LINKS:

TOP FIVE

- 01 Pay your water bill →
- 02 Request tree trimming →
- 03 Compliment an officer →
- 04 Report an abandoned vehicle →
- 05 Report trash accumulation →

f **t** **g** **h**

510-583-4000
info@hayward-ca.gov
777 B Street Hayward, CA 94541

STAFF DIRECTORY

BEST OF THE WEB 2016 WINNER

YOU ARE HERE.
SO IS EVERYTHING ELSE.
Stay informed about what's happening in your neighborhood and around town.

SIGN UP

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[City of Hayward | Site Prototype](#) [Launch Prototype](#) [Site Map](#) [Templates](#) [≡ -](#)

Templates

These represent our proposed set of templates. We anticipate this list to grow/shrink as we continue site design.

Home	Portal Home ex Police Department	Alert: Homepage	Alert: Secondary Page
Landing Page	Filterable Accordion List	2-Column List	3-Column Grid List
Masonry List News/Social	Department	Service	Form Download
Calendar	Search Results	2-Column Content	Contact Us
Staff Detail City Council / Directors			

[Make a Payment](#) [Access Hayward](#) [Translate](#)

HAYWARD

Police Fire Airport Library

Discover - **For Residents** - **For Business** - **Services** - **City Government** - **Sustainability** -

Enter Keywords

Advisory: City Hall offices will be closed July 3rd to observe Independence Day

Featured News

Hayward Airport Announces New EV Charging Station

Electric vehicle drivers now have one more charging option in Hayward; the City has expanded its network of electric vehicle (EV) charging stations with a new station at the Hayward Executive Airport.

[Read More](#) [View All News](#)

Upcoming Events

JULY 16 **Thirsty Thursday Street Party**
Foothill Blvd to City Hall Plaza
8:00 AM - 5:00 PM

JULY 27 **Kick-off CAR-A-VAN to National Night Out**
Fairway Park Shopping Center
5:00 PM

JULY 28 **National Night Out**
Event Location
All day

[View All Events](#)

Onward, Upward, Forward, Hayward

[Discover Hayward](#)

Access Hayward

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla blandit justo dolor, sed varius lacus hendrerit quis. Nunc lorem justo, ullamcorper vitae quam ut, tincidunt malesuada odio.

Report an Issue Etim venenatis congue ex et finibus.

Ask a Question Etim venenatis congue ex et finibus.

Make a Suggestion Etim venenatis congue ex et finibus.

f **t** **g** **h**

510-583-4000
info@hayward-ca.gov
777 B Street Hayward, CA 94541

See full list of departments

Sign up for our newsletter

Aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra.

Resources

[Engage Hayward Gov](#) [Access Hayward Gov](#) [Data Hayward Gov](#)

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bdfountain@gmail.com | 860 810 8482

Rolling Orange has a long track record of successes. My design team quickly turned our development team to easily build into

g cost effective solutions for
a fresh new UI design (proto-
platform)

A collage of three images. The left image shows a dark blue background with white text: "UCLA Student" on top and "InfoSec Blog" below it. The middle image is a blurred photograph of a computer monitor displaying a graphical user interface. The right image shows a server rack with multiple horizontal slots containing network hardware.

Ransomware is Everywhere!

SHARE

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

[WATCH THE EPISODE](#)

POSTED: AUGUST 20, 2018

Malware Safe Computing

Cybersecurity Guidelines for International Travel

SHARE

International travel presents additional risks related to the theft of sensitive data and exposure to malware that can be harmful while traveling and upon your return.

[CONTINUE READING](#)

UPDATED: AUGUST 16, 2018

Privacy

Tech Support Imposter Scams

SHARE

Callers impersonate legitimate technical support companies to fool computer users into handing over their personal information or sending money.

POSTED: AUGUST 9, 2018

Data Breaches

How Cyber Criminals Seek to Victimize You and What You Can Do About It

SHARE

A Presentation for Students, Faculty and Staff by FBI Supervisory Special Agent, Michael Sohn.

POSTED: AUGUST 16, 2018

Privacy

[VIEW MORE](#)

VIDEO LIBRARY

INFORMATION SECURITY OFFICE

(310) 825-8000

SECURITY@UCLA.EDU

[f](#) [g](#) [t](#)

HEADLINE

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod.

BUTTON

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UCLA

TERMS OF USE | GO TO UCLA.EDU

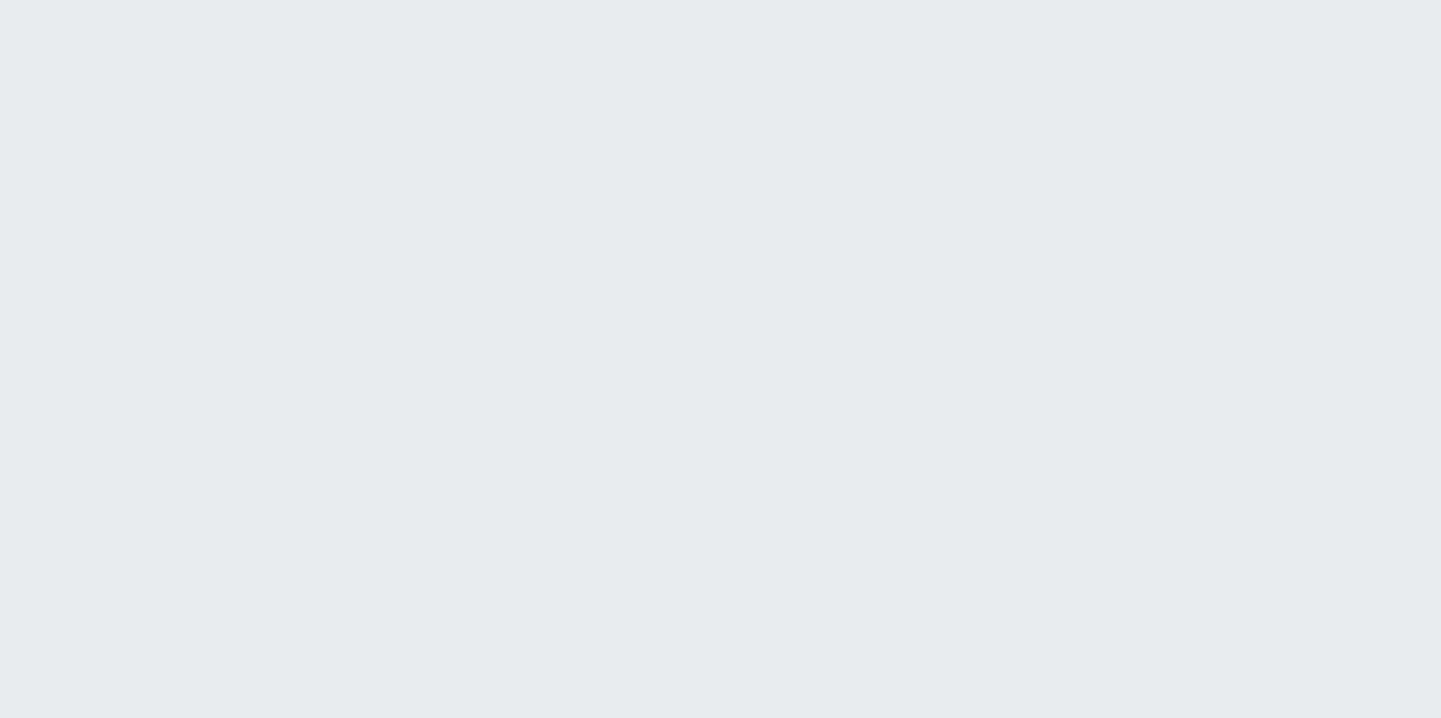
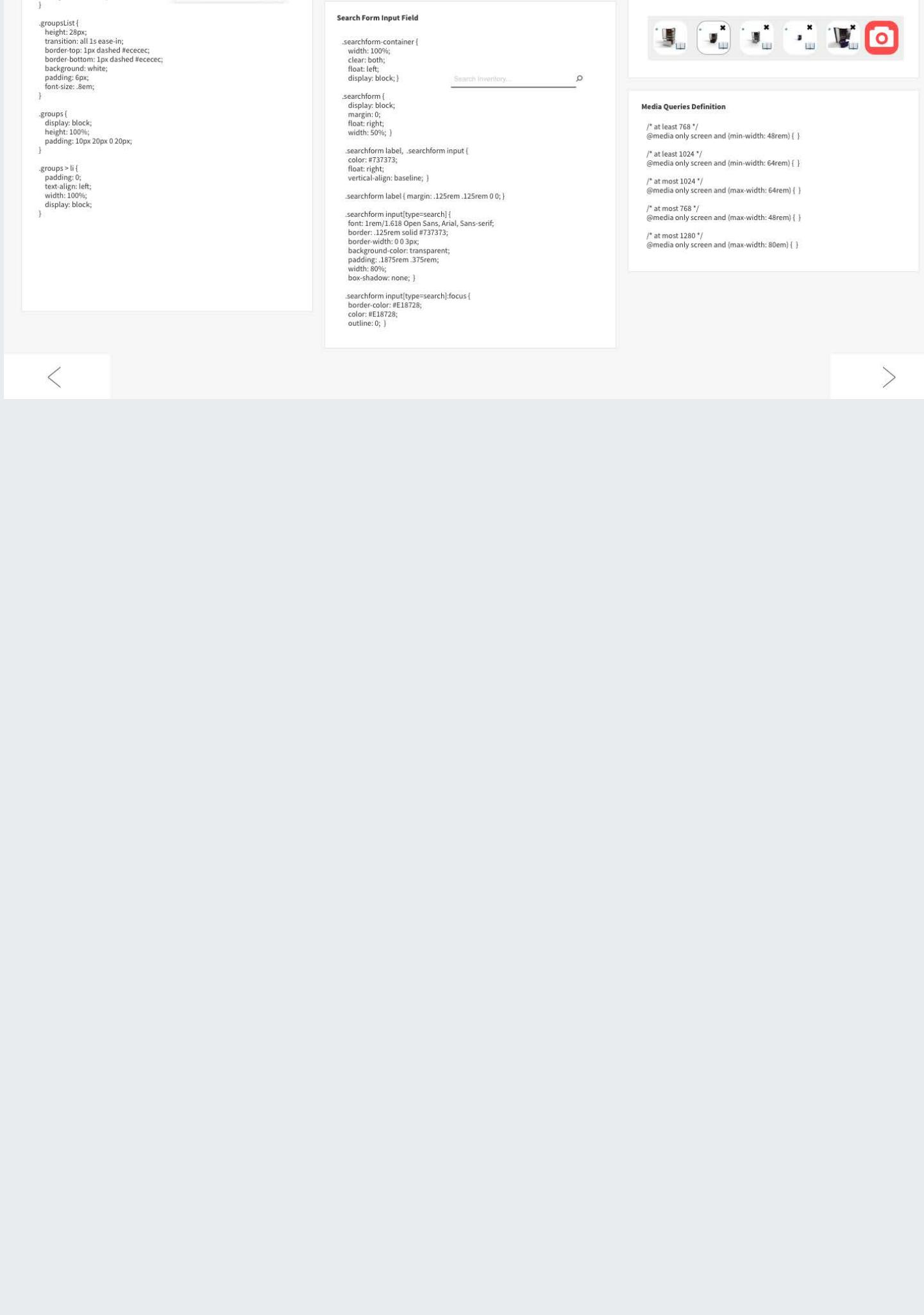
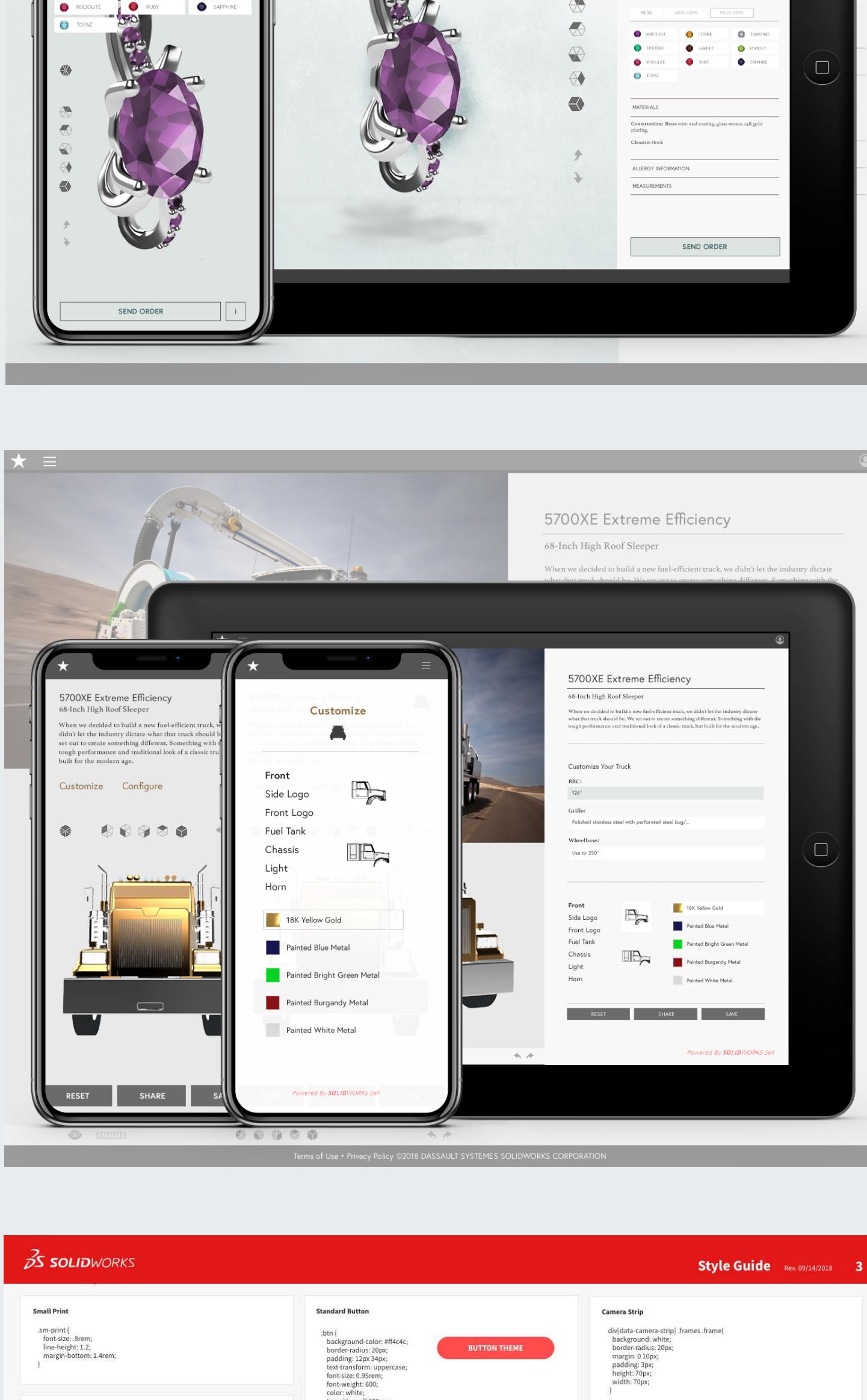
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BACK TO TOP

SolidWorks Sell Sales Platform

Product strategies, visual design, prototypes,
design system

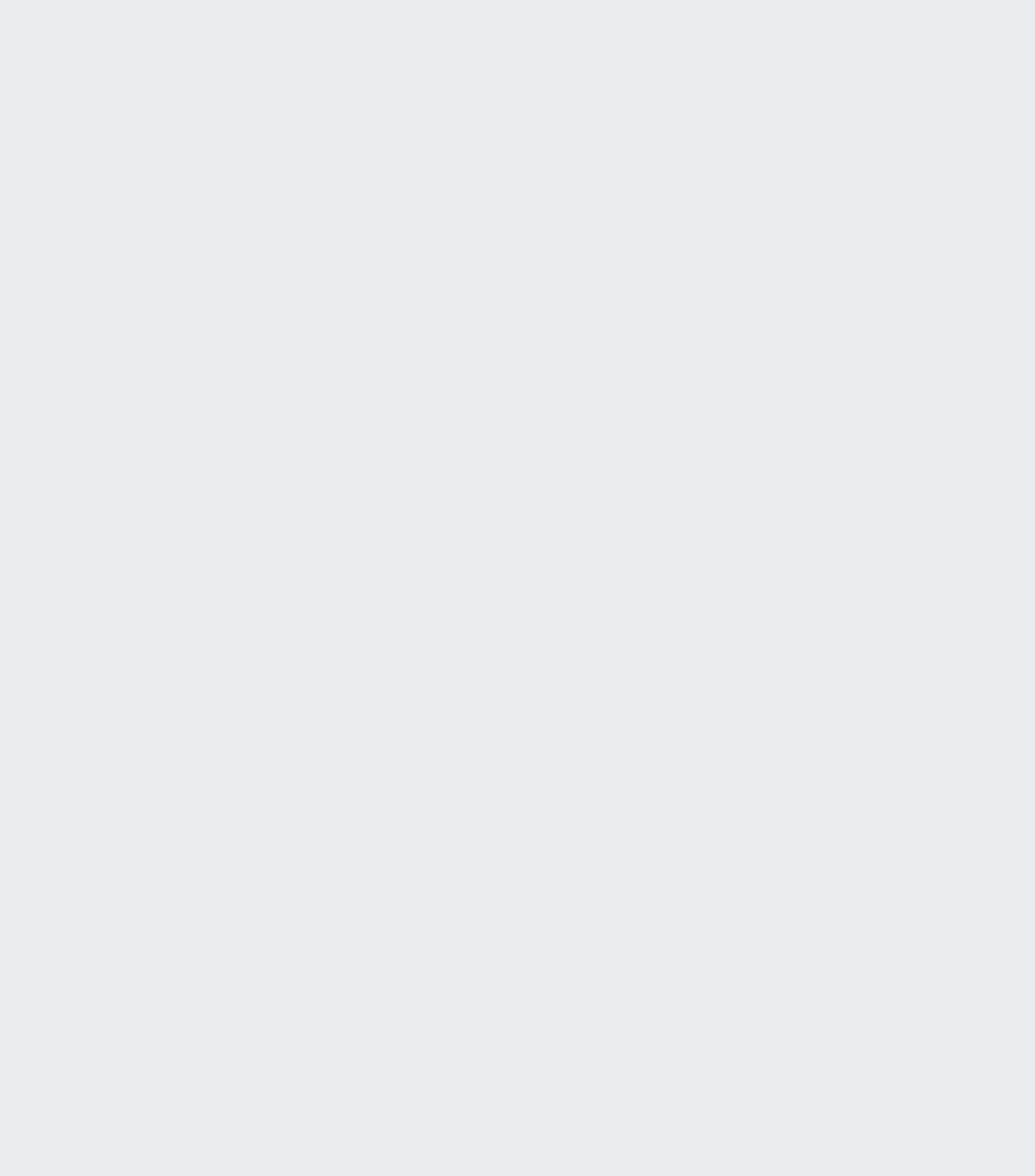
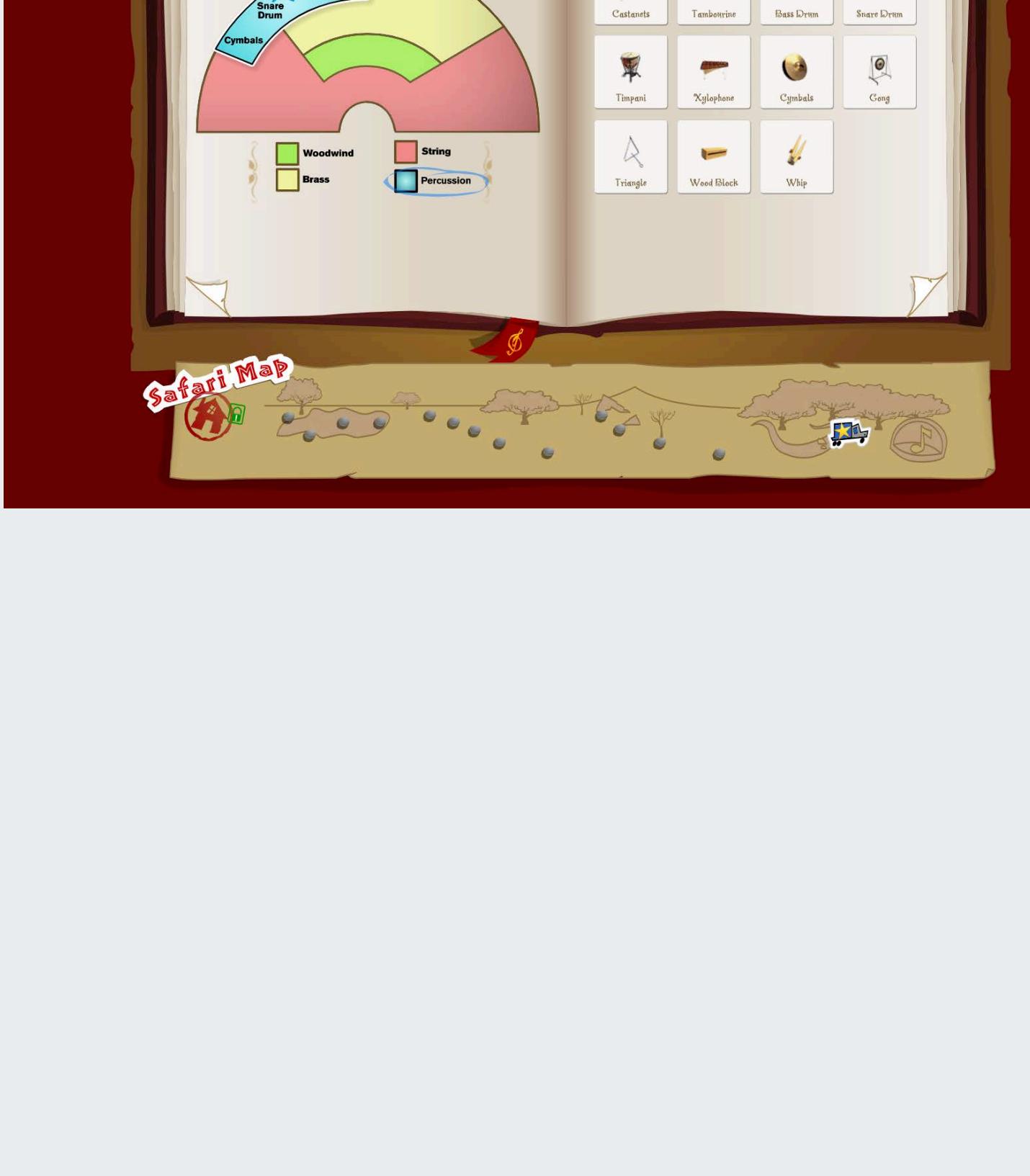
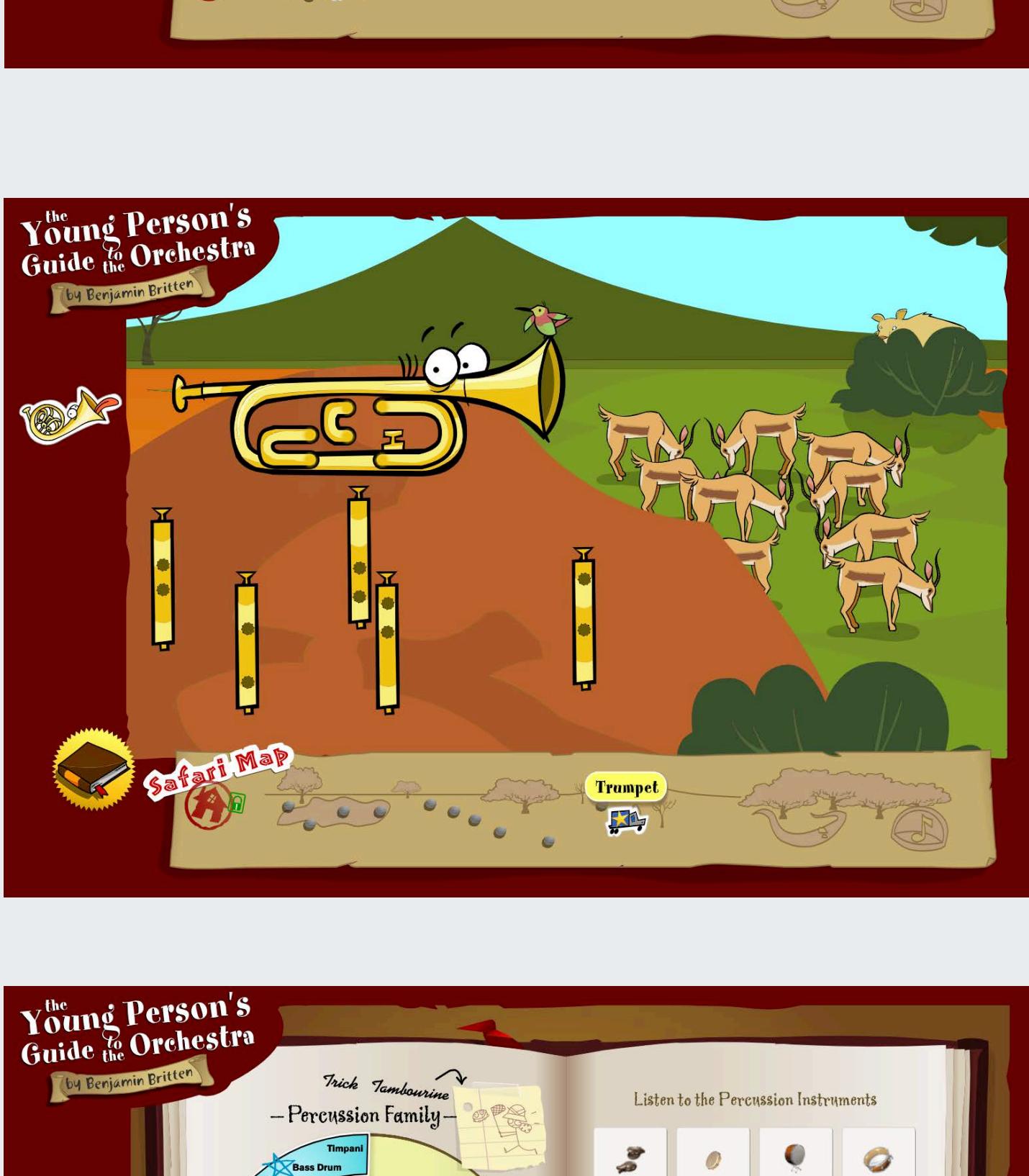
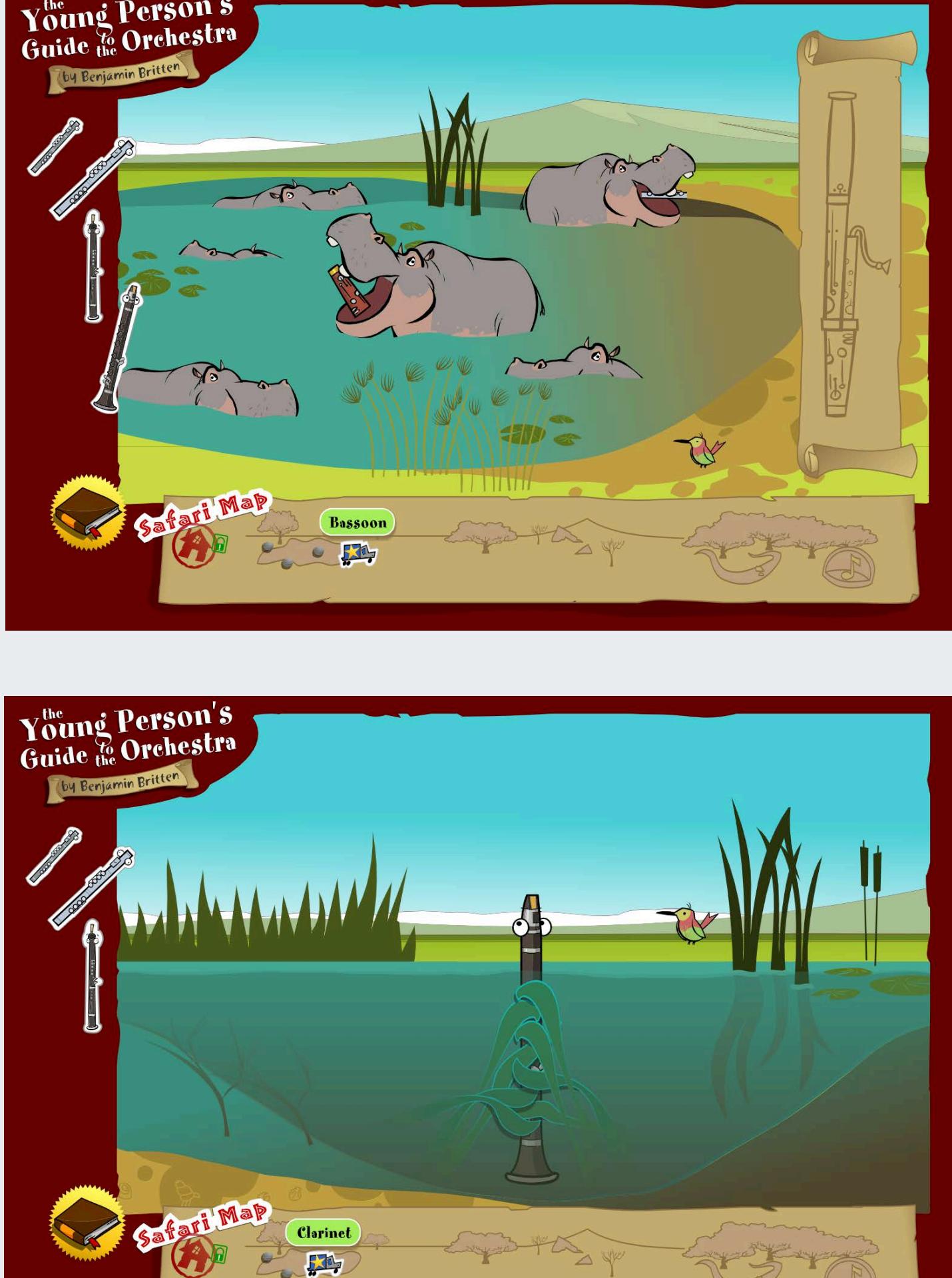
Solidworks came to Rolling Orange to help assist their Sell platforms engineering team with taking their new product to the public with engaging and thought provoking applications that would wow their potential customer base. We were tasked with designing layouts for a variety of possible product applications, as well as a front-end code base and style guide for their engineers to work from.



Carnegie Hall

The Young Person's Guide to the Orchestra

Illustration, Game Development



Rolling Orange was asked to refresh standards to be rolled out across 100

way website and ultimately set forth the digital position of all campus departments, unifying the digital web presence.

A photograph of two young women smiling at the camera. They are positioned in front of a vibrant mural. On the left, a woman with long brown hair is partially visible. Next to her, another woman with dark hair is wearing a bright blue headscarf. The mural behind them features a large, detailed purple flower with a yellow center and several large green leaves, one of which is yellow.



[Find Your Major](#)

[Hang Out With Us On Instagram](#)

[Engage With UCSC](#)

[Start Your Application](#)

HORTICULTURE

Diverse scents of woodland star wildflowers driven by coevolution with pollinators

February 11, 2019

Scientists find surprising diversity of floral scent compounds produced by different species of woodland stars and even by populations of the same species in different locations.

ARTS & SCIENCES

Guillermo Gómez-Peña returns to UCSC to perform his latest solo work: "The Most (un) Documented Mexican Artist"

February 11, 2019

Internationally renowned artist Guillermo Gómez-Peña returns to UC Santa Cruz on March 5 to perform his latest solo work, "The Most (un) Documented Mexican Artist," at the Theater Arts Second Stage, beginning at 7 p.m.

ARTS & SCIENCES

UCSC to bring art/science LASER series downtown for special evening at Rio Theater

February 24, 2019

Internationally renowned artist Guillermo Gómez-Peña returns to UC Santa Cruz on March 5 to perform his latest solo work, "The Most (un) Documented Mexican Artist," at the Theater Arts Second Stage, beginning at 7 p.m.

ARTS & SCIENCES

Borderbus: A community conversation about migration, art, and social justice

... / ... / ...

Former U.S. poet laureate Juan Felipe Herrera will appear in conversation with book artist and UCSC alumna Felicia Rice on March 6, at the Museum of Art and History in downtown Santa Cruz.

[SEE MORE NEWS](#)

Around the University

This is UC Santa Cruz

A special look at what makes UC Santa Cruz such a unique place to live and learn.

UC Santa Cruz professor Karen Yamashita

This quarter's Living Writers Series will be dedicated to celebration of literature by UC Santa Cruz professor Karen Yamashita.
@UCSCTHI

2,000
acres

Overlooking Scenic Monterey Bay

UC IN THE NEWS

Tech MeetUp presents CruzHacks winners

Events

Feb
20

February Kraw Lecture with Angela Brooks

Brooks, an expert in the analysis of RNA sequencing data, is studying the role of RNA splicing aberrations in cancer.

⌚ Wednesday, February 20 at 6:00pm to 8:00pm
📍 UC Santa Cruz Silicon Valley Campus

Feb
20

International Women's Day: Celebrating Feminist Scholarship from the Americas

The Research Center for the Americas invites you to join us as we celebrate International Women's Day with book talks by two leading feminist scholars.
⌚ Thursday, February 28 at 1:30pm to 5:00pm
📍 Merrill Cultural Center

Mar
8

Grad Slam - 3 Minute Thesis Challenge

UCSC graduate students spend years on their theses and dissertations. Can they explain their research in three minutes? Join us and find out!

⌚ Friday, March 8 at 5:30pm to 8:00pm
📍 Kuumbwa Jazz Center

[SEE MORE EVENTS](#)

Academic Divisions

Looking for a specific division, undergraduate major, or graduate program?

[Start Here](#)

The Colleges

Ten Colleges = One University

UCSC residential learning colleges provide students with academic support, activities, and events that enhance the intellectual and social life of the campus.

[Communities of Learning](#)

[See the Colleges](#)

DISCOVER UC SANTA CRUZ

[Take a Virtual Tour](#) [Give](#) [Newscenter](#) [Events](#) [Maps & Directions](#) [Directories](#) [MyUCSC](#) [Calendars](#)

UC SANTA CRUZ

1156 High Street, Santa Cruz, CA 95064

CONNECT TO UCSC

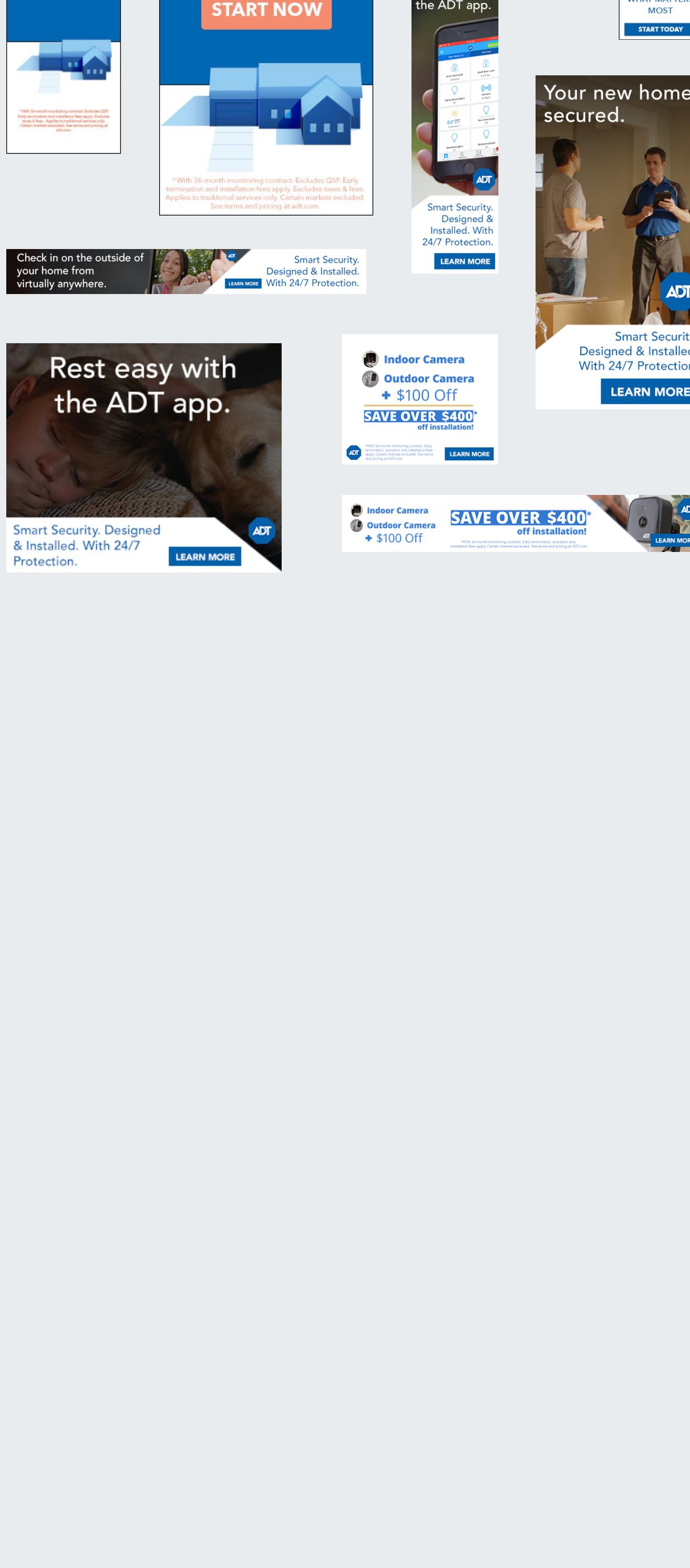
@UCSantaCruz
#bananaslugs

ENGAGE WITH UCSC

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[Employment](#)
[Volunteer](#)
[Emergency Information](#)

[Accreditation](#) [Non-Discrimination Policy](#) [Privacy Policy & Terms of Use](#) [Sexual Violence Prevention & Response](#)
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Working with NYC agency Bear in the Hall, I provide design direction and development services for a re-occurring set of banners that changed on a bi-weekly basis. When speed of turnaround was required, I was always available and assured an open line of communication between our remote locations.



California Poly-technic State University

Strategy, domain and content models, site-mapping, wireframe, visual design, pattern library & design system.

Rolling Orange took on the lofty task of defining and building 6 unique but consistently presented UI's for college web portals that needed a refresh. Along side the main focus of the project was the internal requirement of building a delivery viewer that was not only easy to use and navigate for our clients, but also built in a format that would seamlessly translate project to project.

SEE YOURSELF HERE

EXPLORE YOUR OPTIONS

VISIT TOURS VIRTUAL TOURS GETTING HERE YOUR STAY MORE

SCHEDULE A CAMPUS VISIT EXPERIENCE

EXPERIENCE CAL POLY FOR YOURSELF

Our Campus Visit Experience includes an approximately 45-minute admission information session with Cal Poly staff followed by a 90-minute tour of campus led by one of our Poly Rep ambassadors.

REGISTER FOR A TOUR

1 45-MINUTE ADMISSION INFORMATION SESSION

2 90-MINUTE STUDENT-LED GENERAL CAMPUS TOUR

3 70-MINUTE OPTIONAL HOUSING TOUR

Our 70-minute housing tour, also led by a Poly Rep, will walk you through select university housing.

ADD-ON HOUSING TOUR

COLLEGE TOURS

EXPERIENCE ONE OF OUR SIX COLLEGES

Each provides a roughly 50-minute tour, except for the College of Engineering tour, which is closer to 2 hours in length.

College of Agriculture, Food and Environmental Sciences

College of Architecture and Environmental Design

College of Engineering

College of Liberal Arts

College of Science and Mathematics

Orfalea College of Business

At this time, we do not offer guided tours for elementary or middle school groups, although those schools are always welcome to explore campus on their own. Email recruitment@calpoly.edu or download our [Tour Cal Poly app](#) for a campus scavenger hunt.

COME TOGETHER

Groups of 15 or more students from high schools and community colleges can request a special 2-hour tour led by a Poly Rep student.

Check our calendar for availability, then complete a tour request.

REGISTER YOUR GROUP

LEARN

Start Here

Find a Major

Graduate Programs

Tuition and Aid

APPLY TO CAL POLY

EXPLORE

Colleges

Departments

Rankings and Awards

History and Traditions

TAKE A VIRTUAL TOUR

EXPERIENCE

Cal Poly Events

Cal Poly News

Cal Poly Magazine

Campus Map

GIVE TO CAL POLY

TODAY

CAL POLY CAMPUS

Sunny

CAL POLY PIER

Tides

78° F

6:38PM HIGH

2:59AM LOW

CAL POLY

1 Grand Avenue, San Luis Obispo, CA 93407 805-756-1111

UNIVERSITY HOME MY CAL POLY PORTAL CAREERS CAMPUS MAP DIVERSITY AND INCLUSION HEALTH AND SAFETY

Privacy Notice Web Accessibility Statement Campus Annual Security Report Campus Safety Plan

© 2019 California Polytechnic State University

UC Santa Cruz Gateway Site Vision

V 3.0

The UC Santa Cruz digital marketing team do no lack in talented developers, however, they agreed that they needed help defining and unifying the message that their university had been losing sight of in recent years. Rolling Orange, along side Simpson Scarborough, have been on the case aligning student and alumni perception with the public.

ORGANIZATIONAL GOALS

How will this website support the UC Santa Cruz vision?

MAKE OUR IMPACT KNOWN WORLDWIDE
“Great things are happening at UC Santa Cruz and I want to be a part of them.”

Our new site should celebrate our numerous, ongoing achievements: The first to map the human genome and make it publicly available. Key contributors to the discovery of the Higgs Boson. The birthplace of organic farming. The center of the Dickens Universe. Consistently ranked amongst the top five in the world for research impact.

HIGHLIGHT OUR UNCOMMON CULTURE
“There’s no place quite like UC Santa Cruz.”

UC Santa Cruz has a proud tradition of advancing social change by challenging the status quo. Our new website will celebrate our unique culture: a progressive, bold, fearless environment that benefits both the individual and the planet.

SHOW OFF OUR LOCATION
“Breathtaking beauty minutes away from the world’s high tech hub.”

The physical setting of UC Santa Cruz is unique and widely recognized as one of the best in the world. Proximity to Silicon Valley and the San Francisco Bay Area offers our students and faculty members access to the world’s high tech hub and one of its most powerful economic engines.

GUIDING DESIGN AND CONTENT PRINCIPLES

How should we evaluate content and design?

INTUITIVE AND ACTIONABLE
“I immediately know what to do and how to do it.”

- Focus on the most common user tasks.
- Provide clear calls to action.
- Concise navigation and structure.
- Distinctive design elements that work well together as a system.
- Speak to users in their language; avoid organizational terms and jargon that hold little meaning for our site users.

DELIGHTFUL / DYNAMIC / ADAPTIVE
“Wow, this site is impressive.”

- Strive to communicate a palpable sense of place and sense of experience.
- Show, don’t tell: design for visual impact and move away from text-dense layouts.
- Optimize for all device sizes.

MAKING AN IMPACT
“I understand what UC Santa Cruz stands for.”

- Storytelling should be presented in a consistent voice, based on our brand messaging platform.
- Focus on content and design elements that highlight the distinctive characteristics and unique personality of UC Santa Cruz.
- Implement UC Santa Cruz’s latest brand identity standards.

VOICE OF THE SITE USER

What issues do we need to address?

STATIC CONTENT
“This site looks dull and is out of date.”

Following the trends of the web, we need more capacity for rich media. Content is limited to pages or articles. Design and website infrastructure should treat podcasts, social media content, and news clips as first-party content.

OVERLY UNIFORM DESIGN SYSTEM
“I can’t tell where I am or where I need to go.”

The current design system offers few options for campus web managers to differentiate their presence from the rest of UC Santa Cruz. Our new design system should present more choices to site administrators who want their sites to stand out, yet remain compliant with UC Santa Cruz brand identity standards.

“RAW TONNAGE” OF CONTENT
“There’s simply way too much to digest here.”

Like many sites that have been around for decades, UC Santa Cruz.edu suffers from content that is either out of date, redundant, or simply unnecessary. This redesign effort should emphasize a “show-don’t tell” design approach. It should also serve as a catalyst for University webmasters to clean out unneeded content.

KEYS TO SUCCESS

What must we do to ensure success?

HOW WILL WE KNOW IF WE’VE SUCCEEDED?

- Positive feedback from users.
- Increased traffic from referrers (outside links into our content).
- Hearing people talk about UC Santa Cruz using the same language and terminology that appears on the website.

THINGS THAT WILL HELP

- Clear executive-level support for this project as a key strategic initiative for UC Santa Cruz.
- Continued input and collaboration with campus stakeholders (communicators, IT&S, department webmasters, etc.)
- Clear, consistent communication during all project stages to ensure the campus is aware of progress and prepared for change (project blog).

KEYS TO LONG-TERM SUCCESS

- Establish a governance framework to ensure site stays true to our vision.
- Provision staff and resources to properly manage and maintain the site (central oversight with distributed contributors).
- Think of the site as a garden—it requires constant care and attention—the launch of our redesign is just the beginning.

UC Santa Cruz Pearle the Prospective Student

V 3.0



USER EXPERIENCE VISION

What is Pearle's ideal experience?

General interest in UC-caliber computer science program turns into specific interest for UC Santa Cruz.

SAMPLE SCENARIO

Pearle is a high school senior from Southern California. She is excited to attend college in the UC system and study computer science, but hasn't decided which campuses to apply to. Pearle lands on the UC Santa Cruz home page and sees a news story about an upcoming hackathon called "Hack UCSC" where students team up to develop ideas and create novel software applications to help their fellow students. She also sees photos that represent the natural beauty of the campus and searches the website to see if UC Santa Cruz has a computer science program. Her overall impression is strong: the information on the Baskin School of Engineering website, the images of campus beauty, and the school's proximity to Silicon Valley combine to build a compelling case for UC Santa Cruz. She decides to talk to her parents about visiting the campus.



MOTIVATION

What is Pearle's ultimate goal?
"I want to know if UC Santa Cruz is a good fit for me."



BENEFITS

What does Pearle get from the site?

- A sense of place and experience: "I have a strong understanding of what life would be like at UC Santa Cruz."
- Information: "All the details I need—academic requirements, costs, majors offered—can be found here."
- Reinforcement / Confidence "Oh yeah... I can definitely see myself at UC Santa Cruz."



SITE ATTRIBUTES

How should Pearle describe the site?

- Helpful: "The website answered all the questions I had about UC Santa Cruz."
- Easy-to-use: "The site helped me understand what I need to do in order to apply."
- Inspiring: "This site makes me feel great about my possibilities at UC Santa Cruz."



FRUSTRATIONS AND PAIN POINTS

What do we need to watch out for?

- "Isn't UC Santa Cruz a 'hippie' school where they don't give letter grades?"
- "I can't find what I'm looking for on this site."
- "I'm not sure if I can afford to attend UC Santa Cruz."



TASKS

What will Pearle do on this site?

TASK	QUESTIONS	CALL TO ACTION
"I want to see what the UC Santa Cruz campus is like."	What does the campus look like? What does UC Santa Cruz have to offer in terms of lifestyle/recreation/things to do? What are my options for housing? What is the surrounding community like?	<ul style="list-style-type: none">• Beautiful imagery and media showcasing the campus• Virtual Campus Tour• Major UC Santa Cruz Destinations• Take a Campus Tour
"I want to know if I'll fit in at UC Santa Cruz."	What does UC Santa Cruz have to offer in terms of extracurricular activities? What's the campus culture like? What's going on at UC Santa Cruz? What do the faculty and students look like?	<ul style="list-style-type: none">• Campus Life• News• Events• Activities & Organizations• Athletics & Fitness• Photos of active, diverse, student body & faculty• Follow UC Santa Cruz on social platforms
"I want to know how much it costs to attend UC Santa Cruz and live there."	What does it cost to attend UC Santa Cruz? What will it take to pay for housing, food, books, etc.? What does UC Santa Cruz offer in terms of financial aid and scholarships?	<ul style="list-style-type: none">• Admissions website• Financial Aid website
"I want to know if UC Santa Cruz has my major."	What are their academic requirements? Where is the application? When is the deadline for application submission?	<ul style="list-style-type: none">• Undergraduate Admissions• Majors and Courses• Department Pages
"I want to visit the UC Santa Cruz campus."	What's the best way to get there? Where can I stay when I'm in town? What can I do besides visiting the campus? How do I schedule a student tour?	<ul style="list-style-type: none">• Visiting Our Campus• Campus Tours• Maps• The Santa Cruz Area
"I want to apply to UC Santa Cruz."	What are their academic requirements? Where is the application? When is the deadline for application submission?	<ul style="list-style-type: none">• Undergraduate Admissions• Freshman Admissions / Transfer Admissions• Link to UC Application

UC Santa Cruz Carlos the Community Member

V 3.0



MOTIVATION

What is Carlos' ultimate goal?
“I want to know what’s going on at UC Santa Cruz.”

BENEFITS

What does he get from the site?

- Reassurance: “UC Santa Cruz supports and cares about my community.”
- Information: “I’m up to date on all things UC Santa Cruz.”
- Pride: “I’m proud to have a top-tier research institution in my community.”

SITE ATTRIBUTES

How should he describe the site?

- A conduit: “This site helps me feel connected to UC Santa Cruz.”
- Helpful: “It was easy to find the information I was looking for and/or the right person to talk to.”
- Easy: “I found what I needed right away.”

FRUSTRATIONS AND PAIN POINTS

What do we need to watch out for?

- “They make it hard to find information about decisions that will affect us.”
- “The City on the Hill’ doesn’t consider its impact on our community when it makes decisions.”
- “This site is complicated and confusing; I don’t know where to go to find what I’m looking for.”

USER EXPERIENCE VISION

What is Carlos' ideal experience?

Takes advantage of the website and social media channels to keep in touch with happenings at UC Santa Cruz.

SAMPLE SCENARIO

Carlos is a 15-year resident of Santa Cruz. He loves to bike and hike in Pogonip, the park next to campus. He is active in the community and regularly attends events in downtown Santa Cruz. Carlos keeps up with local government, and has a neighbor he talks to regularly who is on the city council. Carlos follows UC Santa Cruz on Facebook and Instagram. Carlos usually visits the UC Santa Cruz website when he is following a link from Facebook about an event or news article.

TASKS

What will Carlos do on this site?

TASK	QUESTIONS	CALL TO ACTION
“I want to know what’s going on at UC Santa Cruz.”	What events can I attend? What’s new and noteworthy? Are any interesting speakers, artists, musicians, etc. coming to campus?	<ul style="list-style-type: none">Events CalendarNewsSign up for UCSC updatesFollow UC Santa Cruz on social platforms
“I want to know what UCSC is doing to be a good neighbor.”	How is UC Santa Cruz handling local housing issues? Who can I talk to about unruly UC Santa Cruz students in my neighborhood? Who do I talk to in order to discuss community partnerships?	<ul style="list-style-type: none">Good Neighbor InitiativeUniversity RelationsNewsEvents

UC Santa Cruz Amanda the Astronomy Professor

v 3.0



MOTIVATION

What is Amanda's ultimate goal?

"I want to know if UC Santa Cruz would be a great place for me to work."

BENEFITS

What does Amanda get from the site?

- Inspiration: "All of the amazing research breakthroughs at UC Santa Cruz are impressive."
- Reassurance: "This site confirms the great things I've heard about UC Santa Cruz."
- Information: "Very helpful; I'm glad I checked here."

USER EXPERIENCE VISION

What is Amanda's ideal experience?

Explores the UC Santa Cruz website to determine if she should pursue a position there. Is impressed with what she finds.

SAMPLE SCENARIO

Amanda is a postdoctoral researcher at a university on the East Coast. She is looking for a faculty position at a California university that will support her research and also provide opportunities for her to pursue her favorite outdoor activities on the weekend. Amanda is familiar with the prestige of the astronomy and astrophysics programs at UC Santa Cruz, so she visits the homepage to see if it will be a good fit for her. She scans the list of news articles to see if there are any about her field. She then searches for astronomy and astrophysics, and visits the department website to see the current faculty.

SITE ATTRIBUTES

How should Amanda describe the site?

- Informative: "There's lots going on at UC Santa Cruz."
- Easy-to-use: "It was easy to find what I was looking for."
- Modern: "The site works on my phone, tablet and laptop."

FRUSTRATIONS AND PAIN POINTS

What do we need to watch out for?

- "This site is confusing: I can't find the information I need."
- "This site feels neglected / out of date—I can't trust the information here."
- "There's not much to be excited about here."

TASKS

What will Amanda do on this site?

TASK	QUESTIONS	CALL TO ACTION
"I want to see if UC Santa Cruz is a university that will support me and my work."	What's going on at UC Santa Cruz? (In general, and specific to my field.) What kind of gifts and grants is the school getting for research? What are my peers at UC Santa Cruz doing?	<ul style="list-style-type: none">• News• Events• School/Department pages• Faculty profiles• Rankings and Awards• Research
"I want to know that UC Santa Cruz is an excellent institution (same with the school/department)."	How does UC Santa Cruz rank in terms of research and academics (the institution as a whole, and the school/department that I'm interested in)? What interesting/innovative/exciting research is taking place there? Who will my peers be and what are they working on?	<ul style="list-style-type: none">• News• Events• School/Department pages• "By the Numbers" features (for rankings, outcomes)
"I want to learn more about UC Santa Cruz culture to know if it is a good fit for me."	What is the UC Santa Cruz campus like? What is the "personality" of UC Santa Cruz? What is the Santa Cruz community like? What kinds of events are held on campus?	<ul style="list-style-type: none">• Events• News• Follow UC Santa Cruz on social platforms
"I want to know where to park and how to get to my interview."	Where is the building/office/department that I need to get to? What is my best bet for parking nearby? Where can I get help orienting myself on campus?	<ul style="list-style-type: none">• Maps• Driving directions• Contact info
"I want to apply for the job and know what do to be successful."	What are the requirements for the position? How much experience is required? Where can I learn about UC Santa Cruz's priorities (from both a departmental and university-wide perspective)? How do I apply?	<ul style="list-style-type: none">• Job Listings• School/Department pages

UC Santa Cruz Cristiano the Current Student

V 3.0



MOTIVATION
What is Cristiano's ultimate goal?
"I want information and resources that will help me thrive at UC Santa Cruz."

BENEFITS
What does Cristiano get from the site?

- Information: "It was easy to find the answer I was looking for."
- Pride: "There are a lot of amazing things going on at UC Santa Cruz."
- Connected: "I can easily find out what is happening."

USER EXPERIENCE VISION
What is Cristiano's ideal experience?
Visits site to help determine his major. Not only does he find the guidance he's looking for, he also learns about upcoming campus events that are worth checking out.

SAMPLE SCENARIO
Cristiano is a second-year student at UC Santa Cruz. He lives in an apartment at Kresge College. Cristiano is nervous about declaring a major. His parents want him to get a STEM degree, and he is thinking about declaring as an economics major. After meeting with his academic advisor, Cristiano searches the UC Santa Cruz website for more information about the economics department. He lands on the Economics department home page and looks for the major requirements. After he surveys the economics major requirements, he notices the "upcoming events" link at the top of the page and visits the events calendar to see if there are any upcoming events he'd like to go to with his friends.

SITE ATTRIBUTES
How should Cristiano describe the site?

- Inspirational: "UC Santa Cruz students and faculty are making a difference."
- Helpful: "It was easy to find the information I needed."

FRUSTRATIONS AND PAIN POINTS
What do we need to watch out for?

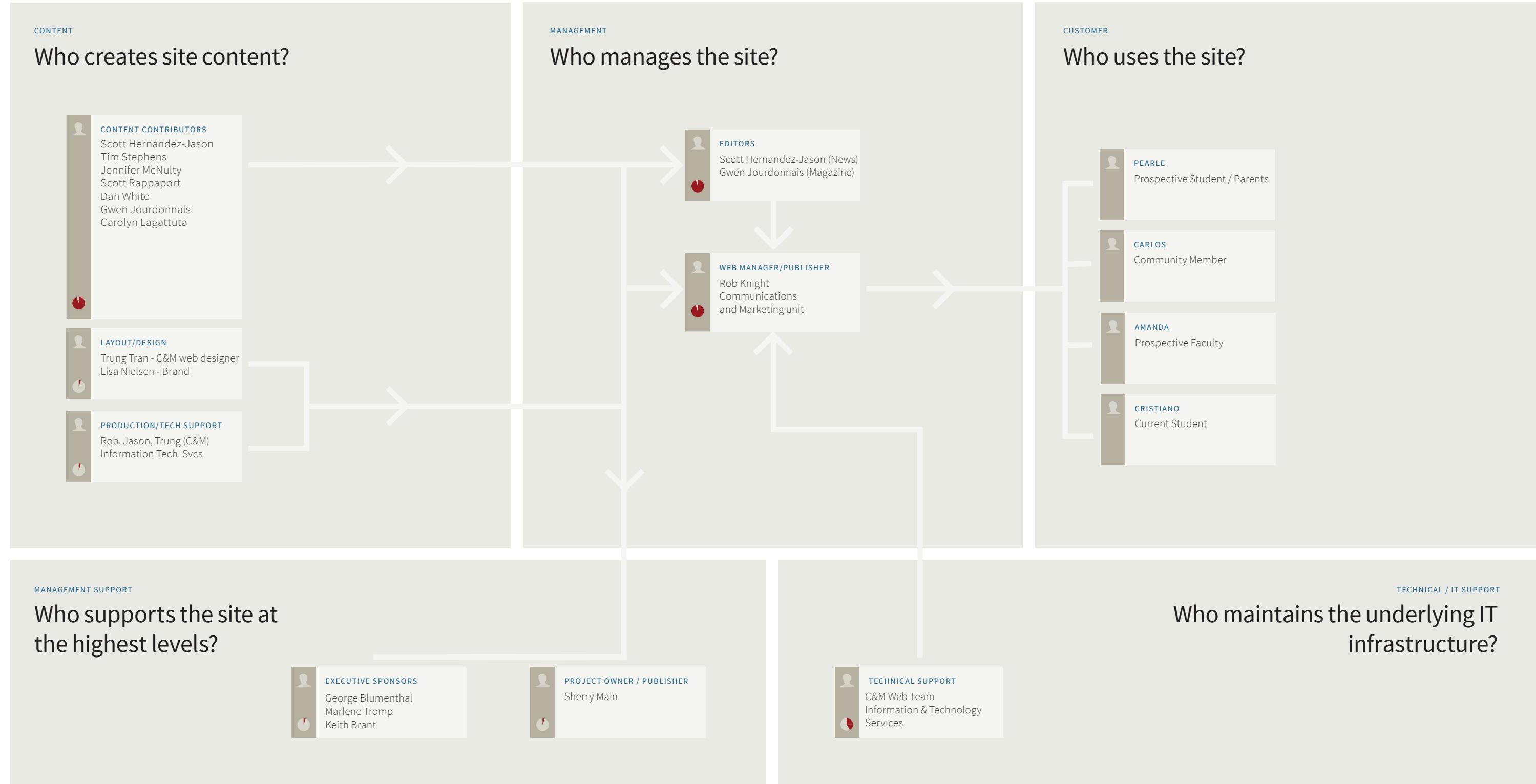
- "This site does a poor job of representing UC Santa Cruz—it's embarrassing!"
- "This site is complicated and confusing; I don't know where to go to find what I'm looking for."

TASKS
What will Cristiano do on this site?

TASK	QUESTIONS	CALL TO ACTION
"I want to find out what's going on around campus."	What's happening on campus this weekend? What's playing at the Quarry? What's going on for Earth Day? Who is the women's soccer team playing this week?	<ul style="list-style-type: none">Master events calendarEvents calendar specific to a school, department, club, etc.NewsFollow UC Santa Cruz on social platforms
"I want to understand the courses I need to take in order to complete my major and minor requirements."	What classes do I still need to take? What are the prerequisites for the classes I'm considering? Are the classes I need available next quarter? Will my high school AP classes satisfy some of these requirements? Can I satisfy my requirements by taking online courses, or summer classes at a community college?	<ul style="list-style-type: none">Department websitesGeneral CatalogSchedule of Classes
"I want to understand when classes start and end for any given quarter."	When does next quarter start? How long is our break between quarters? When are finals scheduled for this quarter? When will I be able to move into my housing? What holidays are officially observed at UC Santa Cruz?	<ul style="list-style-type: none">Academic Calendar
"I want to access my email, class schedule, billing information, academic records, etc."	How do I log into the student portal?	<ul style="list-style-type: none">Student Portal

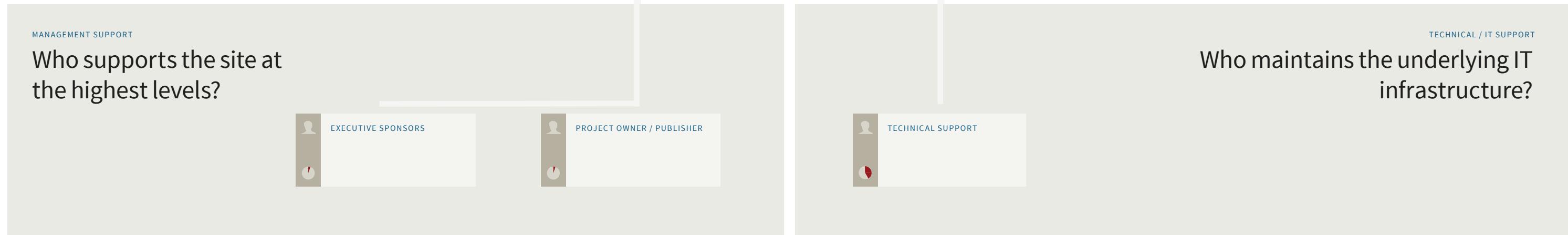
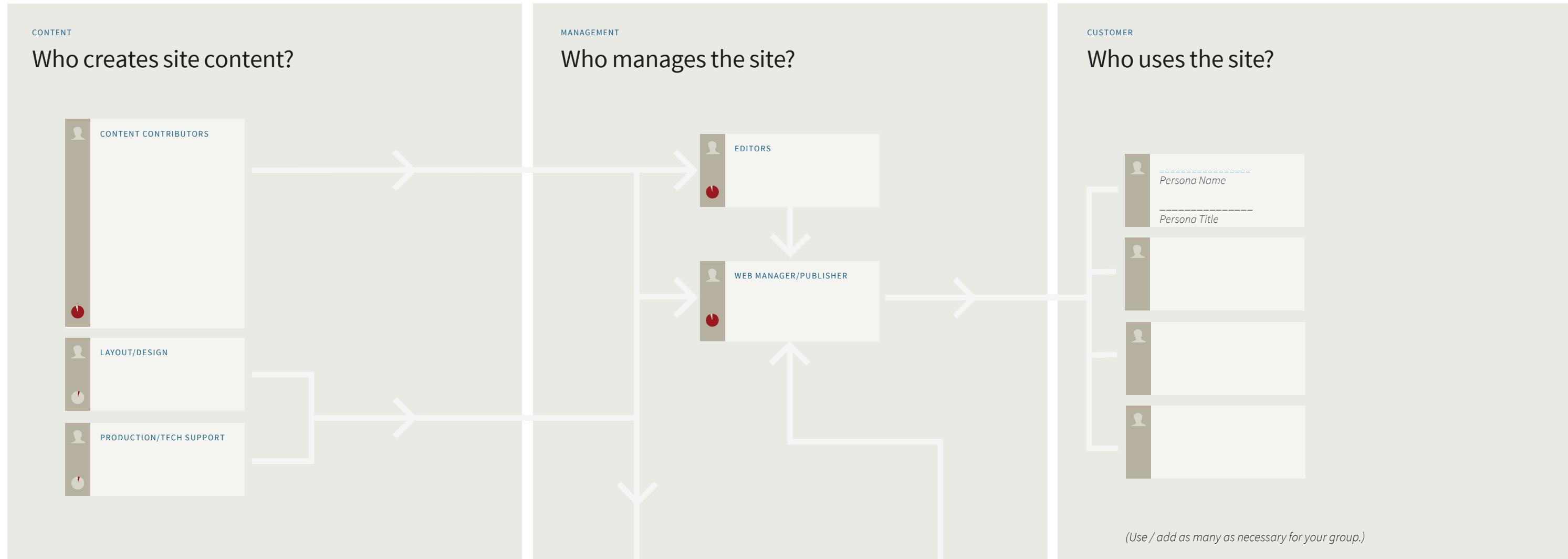
UC Santa Cruz Gateway Website Workflow/Process

V 3.0



UC Santa Cruz Workflow/Process Worksheet

v3.0



UC Santa Cruz Roles and Responsibilities

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ROLE

Content Contributor

DESCRIPTION

- Contributors create content on behalf of their department following internal approval and editorial processes

ROLE

Editor

DESCRIPTION

- Typically manages significant sections or key strategic pages that require ongoing attention
- Approves pages and updates submitted by Contributors
- Can create new pages and modify existing pages
- Must still get Publisher approval before going “live”

ROLE

Web Manager/ Publisher

DESCRIPTION

- The final arbiter in the workflow process, the Publisher is accountable for all content published on the website
- Typically manages significant sections of a site, or an entire website
- Has all the capabilities of Editors, plus the ability to “push” new content onto the live servers
- Oversees maintenance of editorial and design

ROLE

Layout/Design

DESCRIPTION

- Creates or modifies page designs
- Creates or modifies images and graphics

ROLE

Production/ Tech Support

DESCRIPTION

- Builds the site
- Implements designs from comps produced by the designer
- Makes technical updates to the site and content management system

ROLE

Executive Sponsor

DESCRIPTION

- Supports the site from the top
- Communicates and evangelizes the site to the user community
- Uses influence and power to encourage participation and ensure compliance throughout the organization

ROLE

Web Steering Committee

DESCRIPTION

- Typically a group that meets on a regular basis to think about long-term issues
- Functions much as a board of directors that represents key constituencies within the organizations
- May also address compliance or settle disputes

ROLE

IT Support

DESCRIPTION

- Ensures continued operation of core IT functionality
- Works with the production team during updates
- Provides support to user community