

Overall Navigation

Main Topic Navigation Found in Banner

Stanford	USC	University of Washington	Harvard	Brown
About Stanford	About	About	About	About Brown
Admission	Administration	Academics	Admissions & Aid	Academics
Academics	Admission	Apply	Schools	Admission
Research	Academics	News & Events	Resources & Offices	Research
Campus Life	Research	Research	Apply	Campus Life
	Patient Care	Support the UW		Information For:
	Community	Campuses		
	Arts			
	Global Initiative			

We looked at 5 different university sites to give us a better idea of what type of navigation university sites deem as important nowadays. This table shows the different elements that we've found on each of the university's top navigation, noticing a lot of overlap.

Count of Topic Navigation Labels Used

Element	Count
Admissions	XXXX
About	XXXXX
Academics	XXXX
Research	XXXX
Apply	XX
Campus Life	XX
Schools/Campuses	XX

Global [Initiative]	X
Administration	X
Arts	X
Patient Care	X
Community	X
Resources & Offices	X
News & Events	X
Support the UW	X

Final Selection

Main Navigation
About
Academics
Admissions
Research

After tallying the frequency of the labels, we narrowed our Main Navigation down to the four labels above. The About, Academics, Admissions, and Research labels felt like obvious choices, for one, because our data indicated that those labels were the most frequent Main Navigation labels used across the five university websites we viewed. These four labels feel appropriate to add because they are broad topics that would encompass many users and many subcategories. From our use cases, we determined many persona types that would be interested in information regarding general facts about the school and its academics, such as potential undergraduate and graduate students and parents, and other personas that would be interested in research, such as current students, prospective students, and even professors. Overall, these four main labels serve best to encapsulate a broader range of personas and subcategories.

User Type Navigation

User Type Navigation Elements Found in Home Page

Stanford	USC	University of Washington	Harvard	Brown
Students	Students	Students	Faculty	Current Students
Faculty/Staff	Alumni	Parents	Staff	Faculty
Parents	Parents	Faculty & Staff	Students	Staff
Alumni	Faculty	Alumni	Alumni	Families
	Employees		Parents	Alumni
	Sports		Visitors	Friends & Neighbors
			Media	

It appears to be a popular trend on University websites to have a user type navigation in addition to the main top navigation on the home page. Each of the university sites we looked at had this separate navigation dedicated to user types.

Count of User Type Navigation Elements on Home Page

Element	Count
Current Students/Students	XXXXX
Alumni	XXXXX
Parents & Families/Parents	XXXXX
Faculty	XXX
Staff	XX
Visitors/Friends & Neighbors	XX
Faculty & Staff	XX
Employees	X
Sports	X

Media	X
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Final Selection

User Type Navigation
Students
Alumni
Parents
Faculty and Staff

In the end, after tallying up the amount of times each element appeared in each university site, we found that Students, Alumni, and Parents were highly used elements throughout each site. We decided to finalize those three elements since all three of them are definitely important and frequently used according to our element count. Brown University used "Current Students" in particular while the other 4 universities used "Students". " as we don't want to make certain users like Prospective Students feel excluded. We finally also decided to add Faculty and Staff as the last element. We felt that this was also an important and frequently used user type element. The only discrepancy for the Faculty and Staff element among the different university sites we looked at was some would separate Faculty as a different link and Staff as a different link and others would combine both Faculty and Staff in the same link. We've decided to combine them both into a single link since they aren't too different from each other and to minimize the potential clutter it may cause having them as separate links.

Separate News and Events Other Main Labels

Other Main Labels on Home Page

Stanford	USC	University of Washington	Harvard	Brown
Apply	Campaign for USC	ARTSUW	Gazette News	News
Visit Campus	Events Calendar	Maps	Events	Events
Make a Gift	USC News	MYUW	Contact Harvard	Athletics
Find a Job	For Journalists	Athletics	The Harvard Campaign	A to Z Index
Contact Us	USC Maps	Social	Give	People Directory
More News	Visit USC	Libraries		
Event Calendar		UW Medicine		

Count of Some Other Main Label Elements on Home Page

Element	Count
News	XXXX
Events	XXXX
Athletics	XX
Contact	XX
Maps	XX
A-Z Index	X
People Directory	X
Give/Make a Gift	XX
Arts	X
Social	X
Libraries	X

Visit	XX
Campaign	XX
Find a Job	X
Apply	X
Medicine	X
For Journalists	X
Student Portal	X

Final Selection

Other Main Elements on Home Page
News
Events
Maps and Directions
A-Z Index
Blackboard

We thought that News and Events, Maps and Directions, A-Z Index, and Blackboard were important links to include on the homepage, but they didn't merit enough importance to be included in the main navigation nor did it fit in as user type. News and Events were the most frequent labels across the five websites and it makes sense to include it as a means for the university to showcase achievements and accomplishments as a stream of recent news articles and topics. Here, we decided to keep the separation between News and Events as users actually looking for events may find it hard to find if it's mixed with news. And across all the sites we analyzed, we found that university sites tend to separate them as well. Maps and Directions is usually a common quick link on university sites while A-Z Index is a prominent feature in Leicester's site. Blackboard is useful for a majority of our user types so we felt that it would be fitting to have it on the homepage as well.

Second Level Page Navigation

About

Stanford	USC	University of Washington	Harvard	Brown
Stanford Facts & History	Facts and Figures	About the UW	Harvard at a Glance	Facts About Brown
Visitor Information	Administration	News & Events	FAQ	History
Virtual Tours	Faculty Distinctions	Leadership	Academic Experience	Mission
Offices & Administration	History	Research	Maps & Directions	Administration
News & Events	Policies and Core Documents	Government Relations	Directories	Visit Brown
		Visit the UW	Harvard's Leadership	Social@Brown
			Harvard's President	Global Brown
				Brown & Providence
				News

Element	Count
Facts/About	XXXXX
History	XXX
Visit	XXX
News & Events	XXX
Administration	XXX
Leadership	XX

Virtual Tours	X
Faculty Distinctions	X
Policies & Core Documents	X
Research	X
Government Relations	X
FAQ	X
Academic Experience	X
Maps & Directions	X
Directories	X
Mission	X
Social	X
Global	X

Final Selection

About Navigation
Facts & Figures
Visit the Campus
History
Administration
Mission

In the end we decided to choose these 5 elements for our About page navigation. We chose “Facts & Figures” because it was a popular element among the 5 university sites we analyzed. We also felt that “Visit the Campus” was an important element to include here because usually only users that don’t know what the campus is about would go to the about page. And after reading about the university, one of the next logical steps would be to see how one can visit the campus to learn even more about the university if the about page had intrigued the user. We also chose “History” and “Mission” as they provide the essence of what the university truly is about and they both seemed logical to put on an About page to give users more information about the university. We finally chose “Administration” because it was a pretty frequently used element in other university site’s “About” navigations and it’s also a good place for users to learn more about who is running the university and what notable things they have done to get the university where it is now.

Students

Stanford	USC	University of Washington	Harvard	Brown
General Academic Resources	Cultural Communities	Resources & Services	Advising and Counseling	Quick Links
Undergraduate Academic Resources	Student Activities	Campus Life	Fields of Study	Service & Space Requests
Graduate Academic Resources	Student Leadership	Housing & Dining	Research Opportunities	Hours & Locations
Student Life	Events/Venues	Health, Safety & Wellness	Summer School and Study Abroad	Academic Support
Community Centers	Student Media	Academic Resources	Living on Campus	Academics
Beyond Campus	Student Services	Financial Services	Shuttle Services	Advising
Managing Your Finances	Support and Advocacy	Getting Around	Center for Wellness	Computing
	Campus/ Student Conduct Code & Policies	Safety	Student Activities and Organizations	Courses
	Engemann Student Health Center		Harvard Athletics	Dining
	Eric Cohen Student Health Center		Office of the Arts	Diversity & Community
	BeWellUSC		Events Calendar	Entertainment
	Recreational Sports		Harvard Museums	Event Planning
				Financials
				Health & Wellness
				Housing & Card Access

				Jobs, Career & Research
				Library
				News
				Policies
				Printing & Mailing
				Recreation
				Safety
				Student Organizations
				Transportation

Element	Count
Academic Resources/Support	XXX
Resources & Services	X
Student Life/ Campus Life/Living on Campus	XXX
Advising & Counseling/Advising	XX
Student Organization & Activities	XXX
Health & Wellness	XXXX
Events	XX
Safety	XX
Recreation	XX
Financial Services/Finance	XXX
Policies	XX
Transportation/Shuttle Services/Getting Around	XXX

Research Opportunities	XX
Community	XXX
Study Abroad/Beyond Campus	XX
Housing & Dining	XX
Student Leadership	X
Student Services	XX
Fields of Study/Courses	XX
Academics	X
Library	X
News	X
Athletics	X

Final Selection

Current Students Navigation
Health & Wellness
Recreation
Academic Resources & Support
Student Life
Financial Services

Note that we've only included more relevant labels in our element count and omitted a couple of labels because they were either too specific like "Harvard Museums" or had only a count of 1. We decided to finalize "Health & Wellness" because, again, it was a highly used element in all the university sites we analyzed. It's also an important link to have access to as a student. "Recreation" was the next element we finalized. Having this link accommodates those that are interested in classes on their free time that aren't academics. We also chose "Academic Resources & Support" because it's also a frequent element among the universities we analyzed as well as being a very useful element for students to access for their academic needs. "Financial Services" was a big one we included as it is very important to keep track of tuition and billing due dates. "Student Life" was the final elements we chose as it was a frequent element in the other sites and it's also the essence of the Students page as it informs one about exactly what students can do on campus.

Academics

Stanford	USC	University of Washington	Harvard	Brown
Schools	Undergraduate Education	Academic Departments	Fields of Study	The College
Departments & Programs	The Graduate School	Academic Calendar	Planning Your Degree	Departments & Degree Programs
Academic Calendars & Courses	Continuing Education and Professional Studies	Colleges & Schools	Advising & Counseling	Centers & Institutes
Undergraduate Academic Life	Catalogue	UW Libraries	Undergraduate Research	Global Brown
Graduate Academic Life	Academic Year	Time Schedule	Enrichment Programs	Online Learning
Online Learning	Schedule of Classes	Course Descriptions	Academic Integrity	Building on Distinction: A New Plan for Brown
Professional, Continuing, K-12	USC Libraries	Registration		Biology & Medicine
	Information Technology Services	Student Guide		Graduate School
				School of Engineering
				School of Public Health
				School of Professional Studies
				Pre-College Programs

Element	Count
Libraries	XX
Academic Calendar	XX
Courses	XXX
Undergraduate Education/Academic Life	XX
Departments & Programs	XXX
Colleges & Schools	XXX
Graduate School	XXX
Online Learning	XX
Continuing Education & Professional Studies	XX
Undergraduate Research	X
Centers & Institutes	X

Final Selection

Academics Navigation
Academic Calendar
Undergraduate Education
Graduate Education
Department and Programs

Note that we've only included more relevant labels in our element count and omitted a couple of labels because they were either too specific like "Building on Distinction: A New Plan for Brown" or had only a count of 1. In the end, we decided on these five specific labels for the Academic page. For categories involving courses, schools, and undergraduates and graduates, we grouped into them into the overarching labels of Undergraduate Education and Graduate Education because at the academic level, undergraduate and graduate are very different, but mirror each other in terms of categories (e.g. Undergraduate courses v. graduate courses). We included Department and Programs as a separate category because it is a large category, spanning the entirety of majors, minors, degrees, and programs underneath that. In addition, it is tied as one of the most frequently occurring categories we tallied. Also in this category, we included the Academic Calendar because it holds important information such as breaks, term start and end dates, finals period, etc. It's not

particularly geared towards a user so it serves a higher purpose, generalizing the user population to students, parents, faculty, staff, and other personas.