BUSINESS ANALYSIS

Yale School of Art

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Website Design Project

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BUSINESS OVERVIEW

BUSINESS OVERVIEW AND CURRENT PROCESSES

The Yale School of Art is a prestigious art school located in New Haven, Connecticut. This Ivy League school has one of the top art programs in the country. Students who wish to apply to the school must hold a bachelor's degree from an accredited college/university or have a diploma from a 4 year accredited professional art school.

The primary visitors to the Yale school of Art website are soon to be or new high school graduates, male, white and are from public high schools. The students are coming to the site because they wish to seek a higher education at a prestigious Ivy League institution. Users are seeking information to enroll, for programs and courses, facilities and resources being offered, and financial aid. [1]

Students who wish to apply for entrance into the Yale School of Art may do so online but the form isn't cohesive with the existing site and seems disjointed. The present site is in the format of a wiki, so all students, alum and faculty can create and edit most pages on the site as well as change colors and background images. Events are listed on the home page, but there is no method for students to register for these events. There does not seem to be a separation of content for students versus information for faculty.

OVERALL IMPRESSION

The Yale School of Art website contributes a lot to the admission process and enrollment rate of the school. It is sometimes the only means of readily available information to the school's current and potential students. The users need information for the application process and enrollment qualifications so they can apply to the school. Users require course information and a means to register for courses, and a

way to register for school events. The information is available on the website but is not easily noticeable due to the current layout and content organization.

Since the Yale School of Art website is a wiki, and the content can be altered by anyone who has an account, the site looks unprofessional and unorganized. It would prove difficult to manage the content on the site, because more than one individual has the ability to change the site's content. The website requires a content management system where only a select few can maintain and update the content of the site. A content management system will prove to be more efficient as far as maintenance is concerned. The metrics that are available to see are limited for visiting users. The only visible metric is the "Page last changed by:", "Background changed by:" and "Page editable by:" query calls at the bottom of the navigation bar.

ENVISIONING THE FUTURE

To support the recruitment process, the overall layout of the site needs to be improved. The site is designed poorly, making it hard to navigate through the content. The online application form is an essential part of the enrollment process for the Yale School of Art. The downloadable PDFs on the financial aid page, and the calendar list deliver important information to users. The wiki set up is not necessary because it gives too many individuals access to altering the website's content. The pages should conform to a specific theme and have. The content should only be managed by a select few, to maintain and update the website and prevent erratic alterations.

SUMMARY

The site makes it difficult for the user to acquire information efficiently and is also not aesthetically pleasing. The website wiki should be restricted or discontinued. Other Ivy league university websites do a great job at presentation and information accessibility for users. Berkeley University Department of Arts for example http://art.berkeley.edu/ has great page layout . The number one thing the Yale School of art could do improve

their website is to use graphic design principles on their website more efficiently and not allow the wiki users to change the look and feel so easily.

SOURCES

[1] "Alumni Demographics." Alumni Demographics. 2014. Web. 27 Sept. 2015. <http://www.law.yale.edu/alumni/alumnifacts.htm>.