

Website Innovation Showcase

How Small Shops Can Tackle Big Redesigns

University of Connecticut Foundation

WHO ARE WE?

**Jennifer
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Director of Engagement
and Acquisition

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User Experience
Designer

@ItsDrewAsselin



WHERE ARE WE FROM?



University of
Connecticut
Foundation
Storrs, Conn.

SUMMARY

Redesigned UConnAlumni.com

Development timeline

14 Months

Total Cost

\$8,000

Total Staff

2 Foundation Staff

1 Student Intern

2 External Developers

The screenshot shows the homepage of UConnAlumni.com. At the top, there's a dark header bar with the "UCONN UNIVERSITY OF CONNECTICUT" logo, a search icon, and an A-Z link. Below the header is a main navigation bar with links for "COMMUNITY", "EVENTS & REUNIONS", "GET INVOLVED", "UCONN ALUMNI" (which is highlighted in a white box), "NEWS & STORIES", "ABOUT", and "RESOURCES". The main content area features a large banner with a crowd of people cheering, the text "Husky Pride at Home", and a red button that says "FIND YOUR LOCAL GAME WATCH". Below the banner are three article cards: "ALUMNI COLLEGE: THE REALITY OF FAKE NEWS" featuring a photo of a woman, "GROUNDED IN THE QUIET CORNER" featuring two men in aprons, and "ALUMNI LEADERS GIVING STUDENTS LIFE ADVICE" featuring a man in a suit. At the bottom left, there's a section for "Upcoming Events" with three items: "JAN 18 Austin Alumni Network - Happy Hour at Kung Fu Saloon", "JAN 19 Reception with UConn President Susan Herbst in Dallas and UConn Men's Basketball vs SMU", and "JAN 20 UConn Men's Basketball vs. SMU Game Watch". On the right side, there are two buttons: a green one that says "SUPPORT UCONN" and a red one that says "UPDATE YOUR INFORMATION".

TIMELINE

Spring 2015

Content, Design, and
Technical Audits

August 2015

One-on-One meetings

October 2015

Mock-up approvals and
coding begins

February 2016

Content Restructure and
Rewrite

March 2016

Code Finalized and
Delivered

May 2016
Launch

BEFORE YOU START

Know your goals and purpose

KEY COMPONENTS

Technical Audit

Content Audit

Stakeholder and Subject Expert Interviews

Expectation Setting and Project Management

KEY COMPONENTS

Technical Audit

Review your current technical situation and your future needs

Content Audit

Stakeholder and Subject Expert Interviews

Expectation Setting and Project Management

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Review what you have

- Content Management System
- Hosting
- Domain
- Security

Identify what you need

What other assets are available to you

- University support
- Student workers or Interns
- Your own skills

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Identify extra considerations

3rd party integrations

Scripting or other language support

Widgets/Plugins

Document findings and recommendations

Be clear and not overly technical

Have no more than 4 options

Be prepared to explain your reasoning

KEY COMPONENTS

Technical Audit

Review your current technical situation and your future needs

Content Audit

Index and analyze your web content

Stakeholder and Subject Expert Interviews

Expectation Setting and Project Management

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Create a spreadsheet to compile your data

URL

Page Title

Pageviews

Bounce/Exit rates

Avg Time on page

Content Owner

Last Modified Date

JS/Flash/Plugin and use

Word Count

Call to Action

KEY COMPONENTS

Technical Audit

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Interviews

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KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Analyze

Assign ROT (Redundant, Outdated, Trivial) for each item

Remediate “unowned content”

Indicate areas for consolidation

Identify trends

Document and Plan

Don’t put too much weight on one data point

Write your findings in words non-technical people understand

KEY COMPONENTS

Technical Audit

Review your current technical situation and your future needs

Content Audit

Index and analyze your web content

Stakeholder and Subject Expert Interviews

Meet with your colleagues to understand the landscape

Expectation Setting and Project Management

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Select key contributors and subject matter experts

Don't try to meet with everyone

Pick a diverse group

Avoid senior management

Don't surprise them

Identify what pages or content you'll be discussing and tell them well in advance

Let them know about planned changes that are relevant to them

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Let them talk

Strive for 10% talking, 90% listening

Pay particular attention to future goals and projects

Ask lots of questions

Don't settle for "we've always done it that way" answers

Understand why they want what they want

Remember to thank them

Send a follow-up summary email and thank them for their time

KEY COMPONENTS

Technical Audit

Review your current technical situation and your future needs

Content Audit

Index and analyze your web content

Stakeholder and Subject Expert Interviews

Meet with your colleagues to understand the landscape

Expectation Setting and Project Management

Set appropriate goals and communicate effectively

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Understand your approval process and who are the higher-level stakeholders

Keep this in mind when during your audits and interviews

Identify an advocate

A manager or board member

Pick someone who trusts your recommendations

Get buy-in early and often

Helps avoid late, costly changes

Feeling of comradery

KEY COMPONENTS

Technical Audit

Content Audit

Interviews

Expectations

Be prepared to answer questions

Anticipate what questions might come up

Be ready to compromise

Show how your solution aligns with organizational goals

EVERYTHING ELSE

Wireframing and Mockups

Accessibility

Coding

Content rewriting and reorganization

Testing and Feedback

OUR FINDINGS

People are visiting

Pageviews ↑135%

Returning visitors ↑22%

They're engaged

Bounce Rate ↓95%

They're finding what they need

Reduction in support emails/calls

404 Page Hits ↓50%

They're using the device they prefer

Mobile ↑3% Tablet ↑2%

SHARE THE LOVE

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