# Competitive Analysis

## Main Navigation

| MIT | UC Merced | U of Oklahoma | Stanford | UMass |
|---|---|---|---|---|
| about | About | Academics | About Stanford | About |
| admissions | Admissions | About OU | Admission | Visit Campus |
| education | Academics | Admissions and Aid | Academics | Admissions |
| research | Research | Athletics | Research | Academics |
| community | Campus Life | Life at OU | Campus Life | Student Life |
| life@MIT | | News and Events | | Research |
| initiatives | | Outreach | | Arts |
| impacts | | Campus Safety | | Athletics |
| | | Research | | Community |
| | | | | Give |

Top Level Navigation Count

| Element | Count |
|---|---|
| About | XXXXX |
| Admissions | XXXXX |
| Research | XXXXX |
| Campus Life | XXXXX |
| Community | XX |
| Academics | XXXXX |
| Athletics | XX |

| | |
|---|---|
| News and Events | X |
| Arts | X |
| Impacts | X |
| Safety | X |
| Donate | X |
| Outreach | X |

Of these 5 websites, we found the the most commonly used topics were About, Admissions, Research, Campus Life, and Academics. It's safe to say that using these same 5 topics would be a good idea for our redesign. However, we decided not to have the About but still have the other 4. "Admissions" is necessary for those that wish to apply to the school (we would have at least both graduate and undergraduate links). "Research" is vital to those interested in what the university has had breakthroughs and development in and is important those looking into doing research at or with the university. "Campus Life" gives relevant information to either prospective students and current students on the happenings and culture around campus and student life. And lastly, "Academics" would have all the information about the different programs, majors, minors, etc. at the school.

## User Types

| MIT | UC Merced | U of Oklahoma | Stanford | UMass |
|---|---|---|---|---|
| Students | Students | Future Students | Students | Future Students |
| Faculty | Faculty | Current Students | Faculty/Staff | Current Students |
| Staff | Staff | Parents | Parents | International |
| Alumni | Alumni | Faculty & Staff | Alumni | Faculty and Staff |
| | Parents | Alumni & friends | | Alumni |

## User Types Count

| User Type | MIT | UC Merced | U of Oklahoma | Stanford | UMass | Total Count |
|---|---|---|---|---|---|---|
| Students | x | x | x | x | x | 5 |
| Future Students | | | x | | x | 2 |
| Current Students | | | x | | x | 2 |
| Faculty | x | x | x | x | x | 5 |
| Faculty & Staff (grouped together) | | | x | x | x | 3 |
| Staff | x | x | x | x | x | 5 |
| Alumni | x | x | x | x | x | 5 |
| Parents | | x | x | x | | 3 |
| International | | | | | x | 1 |

The top 4 user types with the most counts (5) is Students, Faculty, Staff, and Alumni. And so these were the 4 that we chose as the user types to be represented in our redesign.

## Other Main Labels

| MIT | UC Merced | U of Oklahoma | Stanford | UMass |
|---|---|---|---|---|
| Visiting | Students | Future Students | Students | Future Students |
| Maps | Faculty | Current Students | Faculty / Staff | Current Students |
| Undergrad | Staff | Alumni & Friends | Parents | International |
| Graduate | Alumni | Parents | Alumni | Faculty and Staff |
| lab+center | Parents | Faculty & Staff | | Continuing Education |
| Students | Academic | | | Alumni |

| | Calendar | | | |
|---|---|---|---|---|
| Faculty | Maps | | | |
| | About | | | |
| | Admissions | | | |
| | Academics | | | |
| | Research | | | |

We also thought about what other main labels we could use and decided that the campus map as well as the index (directory) of the main site are important labels to have. The map is useful for those who are visiting the campus and also to students who are looking for certain buildings and areas. The index is also really useful for navigating throughout the website and for looking specific things up. We want to put these two resources next to the search bar since it falls under a similar category.

## Homepage Concepts

| MIT | UC Merced | U of Oklahoma | Stanford | UMass |
|---|---|---|---|---|
| News | Featured News | News | Top Stories | News |
| Events | Events Calendar | Tweets | At Stanford | Events |
| Today's image | Research Highlights | Facebook | Events | Stay Connected |
| Give to MIT | Video Spotlight | OU Location | Athletics | Popular Now |
| Today's Spotlight | | | | |

| Concept | Count |
|---|---|
| News | 5 |
| Events | 4 |
| Social Media | 2 |
| Topic Highlights | 3 |

We think that the home page should have some sort of news as well as an events calendar, but that the social media doesn't have to be explicit and can just be seen in the bottom footer that would be on every page.