**New Site Design/Layout Ideas**

**MVP for Re-platform**

* Beef up navigation
  + Reorganize and rename links so they make more sense for the targeted audience
  + Provide mega menus where appropriate
* Remove redundant pages and those made obsolete by improved navbar
* Copy and paste remaining pages/content into appropriate place with new nav structure
* Uniform naming convention for URLs
  + Dashes, not spaces or underscores
  + All lowercase

**Navigation**

* Never hide main nav, unless it is a separate clinic/unit with their own logo
* Explore order of main nav-bar and reorganize main links (and anchor text)
* Mega menus for navigation (reduce number of clicks and unnecessary landing pages)
* Clinic and Research pages separate from academics
* Financial aid main link under admissions?
* Click to trigger dropdown
  + Create similar experience on mobile and desktop
  + If so, have to link to main landing page within dropdown

**Content Flow**

* With all pages and contact points, consider the termination point. Where should they go next and how do I help them get there? For academic pages… termination point = admissions/application/apply now. Every link takes you where you’d expect to go…
* Always be wary of information overload and site clutter
* Increase use of actionable content and decrease the use of passive voice. Good web writing principles
* Need rules for URL linking. If going to another page within the same site/domain, open in same window. Exit links (go to another domain), open in new tab.

**Design**

* Look at Oberlin College – student life homepage hero with Mission Statement
* Current page design is sharp and clinical (like a hospital). Need to make it more fluid and inviting.
* Home page is the first impression to our guests. The gateway to the site. Need to make a good first impression.
  + Showcase more about life on campus. Carousel with real campus photos and student activities
  + Put awards and other news info below carousel. We want to show students campus… not a photo of the dean and a bunch of ad-style information. Sure, we’re trying to sell the campus, but our current carousel is too reminiscent of scrolling ads on eCommerce and business sites.
  + Consider adding links and brief blurbs about image that will link to pages/articles deeper in the site.
  + Look at [Worcester Polytechnic](https://www.wpi.edu/) and UC Denver for inspiration. (UC Denver homepage incorporates a design and similar sorting functionality I’d like to use)

**Architecture**

* How do the admissions requirements vary for degree?
  + Need to reduce number of admissions pages
  + Group together degree levels and programs with same admissions requirements
* Audience
  + Separation of concerns is paramount. Admissions and Program pages should be separate (consider renaming Program to Academics).
  + Audiences to consider for the site. There are a lot given the nature of the college and campus. But what is the main audience? Students, probably, so focus on them the most.
    - Students – prospective, current, parents
    - Faculty/Researchers
    - Staff
    - Alumni
    - Patients
    - Practitioners
  + Need to tailor main nav-linked pages and nav anchors to audience. If we expect potential patients to visit the site, clinical anchor should be renamed ‘Clinics’ or ‘Patients’. Should be renamed anyway… clinical tells me nothing about what to expect when clicking that link.
* Separate student clinicals (practicums) from actual clinics in existing ‘clinical’ tab
  + separation of audiences.
  + Clinicals should go under students menu
* Group Admissions Requirements pages together where possible
* When on special clinic sub-sites
  + Replace main nav to subsite pages
  + Override breadcrumb to only display page path for current subsite
  + Add “Return to Main College of Nursing” link in nav
* Look at footer

**User Experience**

* Make all phone numbers clickable so a call is triggered (<a href=”<tel:555-555-5555>”>555-555-5555</a>).
  + For mobile only? Or do we assume VOIP for Desktop Users?
* Sidebar shouldn’t go longer down the page than content, generally speaking
* Always assume that the person coming to the site has never been here before, knows nothing about the programs offered or how to get where they’re going
  + They came in for a reason, make sure we give them a clear path and termination points so they don’t just bounce
* Better use of negative space
  + Add whitespace. Pages, especially program pages, are cluttered with content, much of which is irrelevant filler
  + Information overload is an issue. Yes, we’re a university where knowledge abounds, but, if there’s too much information that the person becomes overwhelmed, that’s not helping anyone
  + Consider a more interactive approach to displaying the information, dynamic content loading, popups, etc.
* If there are image and links together, and the image does nothing more than enhance the content and link, make the entire ‘card’ clickable. Larger clickable area makes it easier to click links. Fitt’s Law (the closer and larger a target, the quicker and easier it is to hit)
* Jump links on homepage? Or other pages?
* Linking to child pages in context?
  + If we have left-hand navigation, we probably don’t need generic content and links to sub-pages in the main section as well. Look into this.
  + Do not link <h> tags. Not a common convention. Currently no uniformity across the site, nor is there any indication that an <h> tag is a link.
* Google Translate widget should be in the sidebar. It’s in the middle of the page in some places

**Wishlist**

* Keep bachelor/graduate pages, but allow them to do the winnowing on the main academics page if they wish. Main category pages provide a place to link to and that exist in navigation. Also, there’s potential important information. But the landing pages should just have a link to the degree pages. or a brief description and then a link. Not what’s there now.
  + Dynamic content generation – links or select field triggers degrees available for each education level (use existing dropdown) or area (undergrad, masters, phd, etc)
  + George Washington University and Nebraska sites for inspiration
  + Don’t need separate admissions landing page for each program
  + eCommerce-style faceted search/winnowing.
    - Force several choices within main admissions pages (single page app) before being presented with a limited list of degrees and descriptions.
    - From there navigate to individual degree pages, or allow filter reset
* eCommerce winnowing for admissions pages, too.
  + Manipulate the hash (#) on the page and on inbound links so you can set options from eternal pages…
  + Graduate and Specialty admissions pages will require winnowing since requirements may vary
* Include Google Map API where directions are provided and space is available. At the very least, link all addresses to google maps location so they can easily find directions
* Create Web Form for New Page Requests
  + Content
  + Title
  + Where it should link from
  + Images
* Website feedback button should go to con.webmaster instead of ucd webmaster?
* Request appointments online for student health clinic and others. **(bottom of the list)**
* Site-wide translation, not just on the page level. This will cost money and time.
* Widget to show job prospects and salary for each degree
  + Choose degree and sort.
  + Code against salary.com api
  + Place in Alumni page… first thing

**Buildout Process**

* Create task list for build in Zendesk. Everything that needs to be done.
  + Assign tasks to others as needed if they are available.

**Inspiration**

* <https://blog.hubspot.com/marketing/best-college-websites>
* <https://envato.com/blog/modern-design-trends-for-college-universtity-websites/>
* <http://www.fathomdelivers.com/blog/creative/6-steps-to-a-user-friendly-college-website-navigation/>
* <https://www.nngroup.com/articles/university-sites/>
* <http://www.webdesigndegreecenter.org/best-designed-college-websites/>

**Competition**

* <http://www.regis.edu/RHCHP/Schools/Loretto-Heights-School-of-Nursing.aspx>
* <http://www.nursing.arizona.edu/>
* <http://www.sc.edu/study/colleges_schools/nursing/>