**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
  + Lose side navigation on Academic pages and go full-width on the program pages
    - Put button-styled links for admissions and tuition at the bottom of the pages
* Remove redundant pages and those made obsolete by improved navbar
* Homepage Redesign
  + This is the main portal to the college. We have to make a good first impression
  + Showcase images of students
* 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
* All staff and faculty bio pages need to live under staff/faculty tab. Link to bios on pages and centers as needed, but they all need to live under the same place.
* Create demo within Sitefinity of pages to showcase to shareholders
* Vanity URL Preservation and redirects (check email folder for custom urls)
* Language requirement: http://www.ucdenver.edu/academics/colleges/nursing/programs-admissions/undergraduate-programs/nursing-bs/Pages/requirements.aspx
  + Should be its own page under admissions.

**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)
  + We may still need landing pages for Undergrad, Graduate, Specialty and Additional Programs
    - Just list the available degrees, nothing fancy?
    - Or provide winnowing… when we get to it
* 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
* All graduate specialty programs have to link to available degrees and vice versa.
  + Just list availabilities in unordered list and link to them in both places

**Content Flow**

* We need a full content audit of the site. People who own the pages/content need to go over it and determine if it’s relevant and up to date. Else, the page is getting deleted.
* 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.
* Replace tabs with anchors and jump links. Expose all content on page load instead of having a lot hidden. Probably better for accessibility.

**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)
* Academics Page
  + Expose all possible degrees (possibly under separate headers for degree type) then allow sorting by degree type to limit options. Content and links available on page load for better SEO
* Program landing pages
  + No side nav
  + Description of program
  + Course list in accordion with brief description in dropdown area
  + List of popular job titles you can get with that degree (not a generic ‘You can get a lot of jobs with this degree’. That doesn’t help)
  + Stats on available jobs and money? Or reserve that for alumni page?
  + Snapshot of recent alumn who has that degree and the job they do. Link to alumni article on them. Think customer reviews…
* Admissions
  + Audience sorting for degree?
  + Depends on how different admissions steps are for each degree level
  + Undergrad > Requirements.
  + Grad > Program > Requirements… if different
  + Manipulate hash to expose pre-sorted requirements on inbound links

**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
* Faculty pages that allow you to select a “Faculty Specialty” view with faculty member grouped into accordions by specialty. View Harvard Business School for inspiration
* Program Compare Tool

**Clinics**

* Reference UCHealth for inspiration
* Landing page contains card list of all clinics with address, phone and image of outside
* Possible Google maps api integration to narrow results by zip code and geo location
* Clinic pages contain brief intro, list of services, possible pricing and list of doctors
* Need to limit use of UC Healthcare Partners and go after keywords that will actually drive traffic
  + May need to do A/B Testing or Trial Run to prove to stakeholders

**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/>
* <http://www.nurse.com/>

**Career Info**

* <http://www.rntobsn.org/careers/>