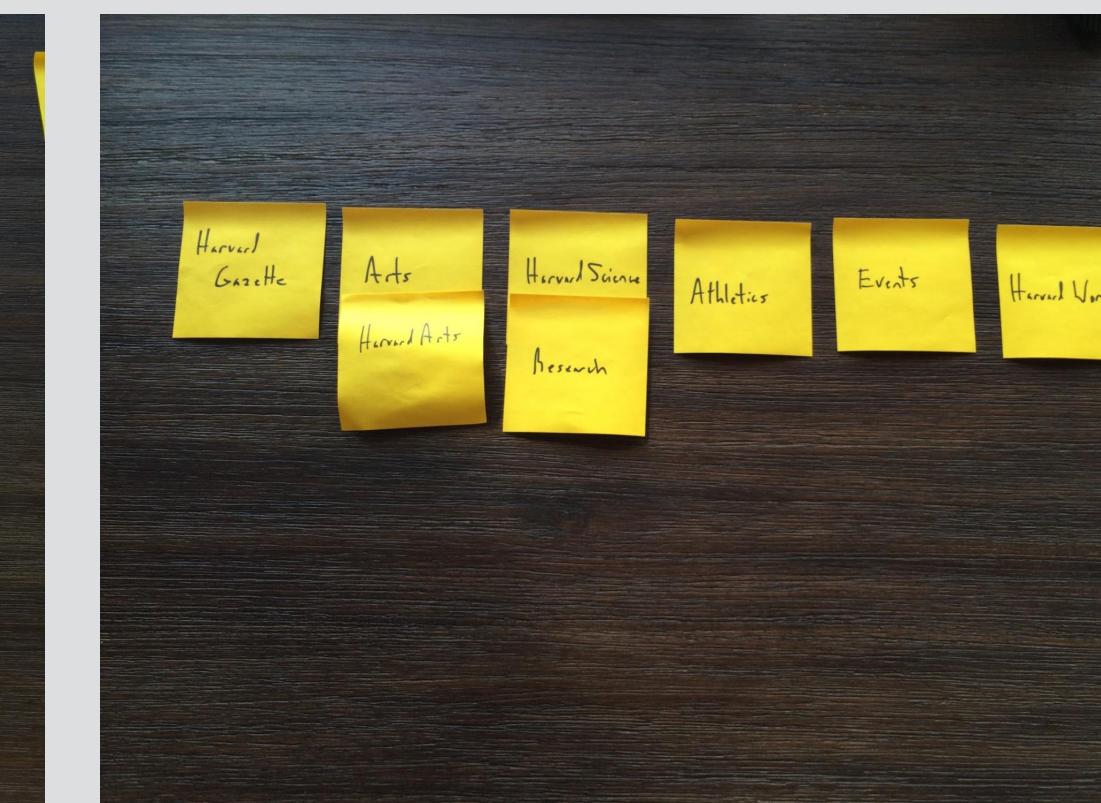
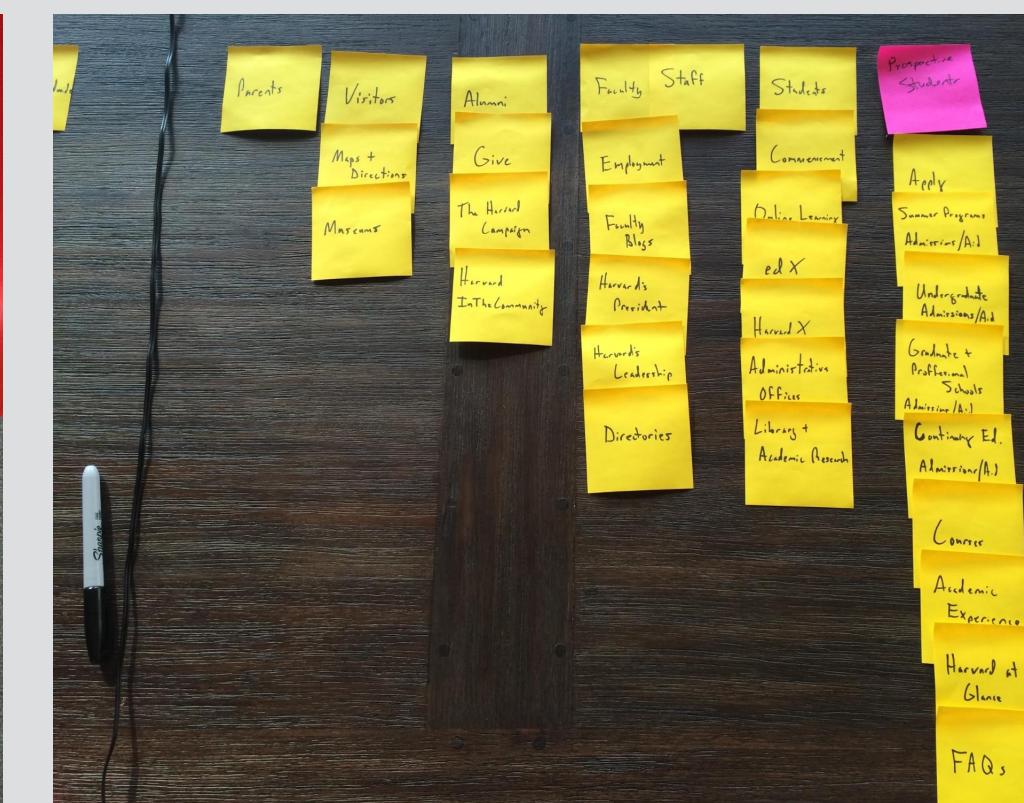
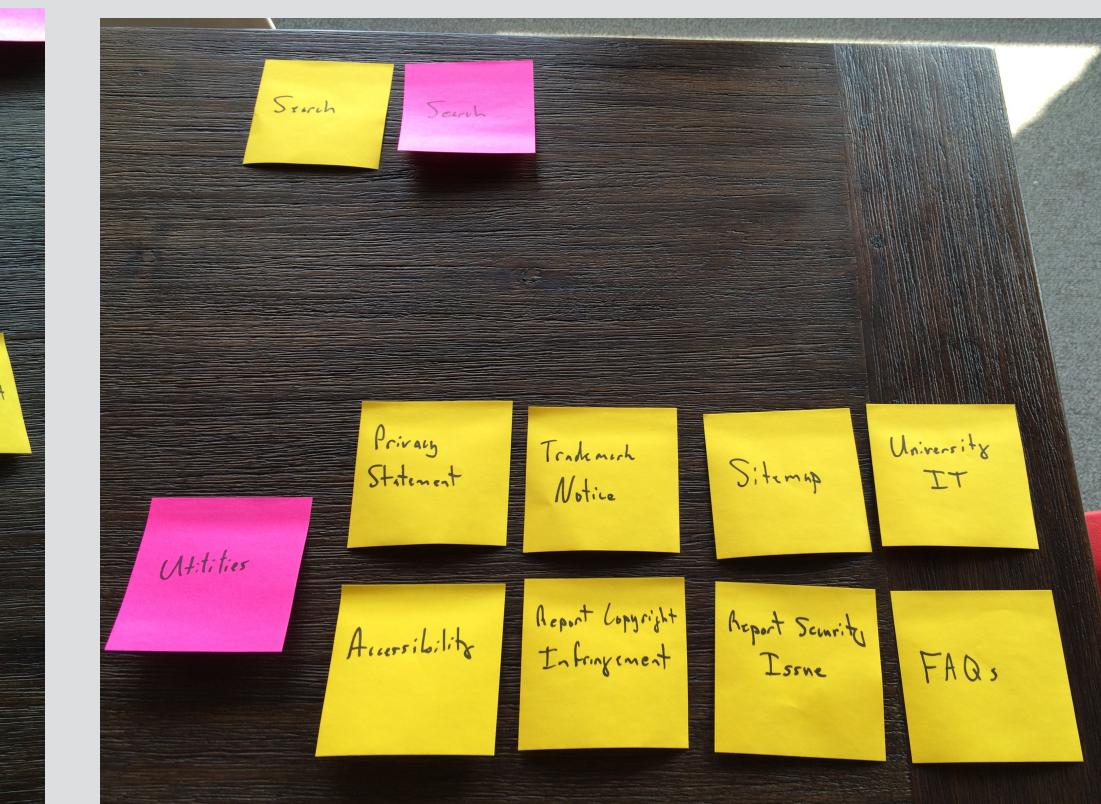
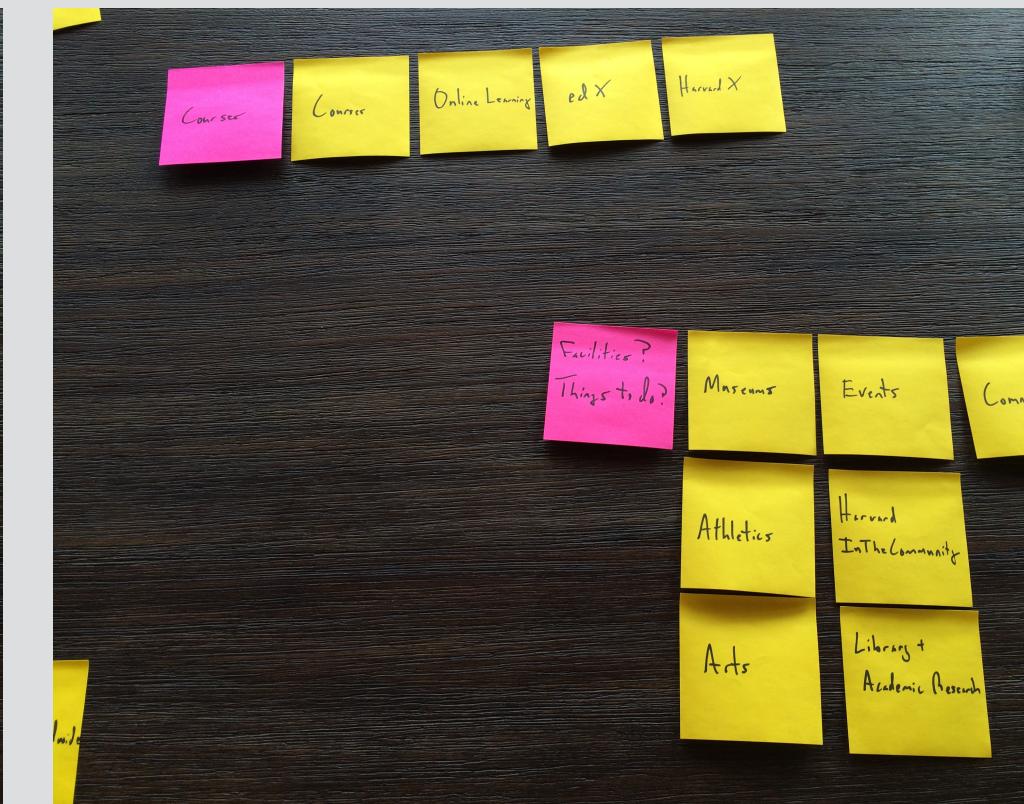


Information Architecture Recommendations

Harvard.edu

I. Expert Card Sorts

Constructive Chaos



Expert Card Sort #1

[Give To Harvard](#) | [Alumni](#) | [Students](#) | [Parents](#)

Search

About The University

- Visitors
- Maps & Directions
- Contact
- Harvard Worldwide
- Harvard Gazette
- Research
- Media
- Social Media
- Multimedia

Admissions & Aid

- Apply
- Undergraduate
- Graduate & Professional Schools
- Continuing Education
- Summer Programs
- Academic Experience
- Harvard at a Glance

Faculty & Staff

- Harvard's President
- Harvard's Leadership
- Faculty
- Staff
- Administrative Offices
- Employment
- Directories
- Faculty Blogs

Campus

- Museums
- Events
- Commencements
- Athletics
- Arts
- Harvard in the Community
- Library & Academic Research

Schools

...

[Privacy Statement](#) | [Trademark Notice](#) | [Site Map](#) | [University IT](#) | [Accessibility](#) | [Report Copyright Infringement](#) | [Report Security Issues](#) | [FAQs](#)

Expert Card Sort #2

Search

About The University

- Arts
- Athletics
- Events
- Commencement
- Research
- Museums
- Alumni
- HarvardScience
- HarvardArts
- HarvardInTheCommunity
- HarvardWorldwide

Apply

- Admissions & Aid
- Undergraduate
- Graduate
- Continuing Education
- Summer Programs

Faculty & Staff

- Harvard's President
- Harvard's Leadership
- Faculty
- Staff
- Faculty Blogs

University Life

- Visitors
- Students
- Parents
- Harvard At A Glance
- Academic Experience
- Courses
- Online Learning
- Media
- Multimedia

Schools

...

Expert Card Sort #3

[Harvard Gazette](#) | [Arts](#) | [Research](#) | [Athletics](#) | [Events](#) | [HarvardWorldwide](#)

[Contact](#) | [Media](#) | [Sitemap](#) | [Search](#)

Parents

Visitors

- Maps & Directions
- Museums

Faculty & Staff

- Harvard's President
- Harvard's Leadership
- Directories
- Employment
- Faculty Blogs

Current Students

- Commencement
- Online Learning
- Administrative Offices
- Library & Academic Research

Prospective Students

- Apply
- Undergraduate Admissions & Aid
- Graduate & Professional Schools Admissions & Aid
- Continuing Education Admissions & Aid
- Summer Programs Admissions & Aid
- Courses
- Academic Experience
- Harvard at a Glance
- FAQs

Schools

...

[Accessibility](#) | [Report Security Issue](#) | [Report Copyright Infringement](#) | [Trademark Notice](#) | [Privacy Statement](#)

Conclusions

- 1) General idea of Primary, Secondary and Utility was preserved by all experts.
- 2) All demonstrated groupings of About, Admissions/Aid, Schools and Campus or University Life.
- 3) Search and Audience Pathways were given high importance by all, even if locations were different.

II. Comparative Analysis

Existing Navigation

The screenshot displays the Harvard University homepage with its current navigation design. At the top, there is a dark header bar with links for Apply, Faculty, Staff, Students, Alumni, Parents, Visitors, and Media. To the right of these links is a search bar with a magnifying glass icon. Below the header, the Harvard logo is on the left, followed by the text "HARVARD UNIVERSITY". To the right of the logo are four main navigation categories: "About Harvard", "Admissions & Aid", "Schools", and "Resources & Offices", each with a dropdown arrow. Below these categories is a horizontal row of links: GAZETTE NEWS, EVENTS, CONTACT HARVARD, THE HARVARD CAMPAIGN, and GIVE. A second dark header bar follows, containing the same set of links as the first one. The main content area features a large image of a person's face, with a red banner across the middle containing the word "Proud". At the bottom of the page, there is a footer bar with the Harvard logo, contact information ("Harvard University, Cambridge, MA 02138, 617.495.1000 | Feedback"), and links to various Harvard entities: HarvardArts, HarvardScience, HarvardWorldwide, and HarvardInTheCommunity. The footer also includes a row of small links: TRADEMARK NOTICE, REPORT COPYRIGHT INFRINGEMENT, REPORT SECURITY ISSUE, PRIVACY STATEMENT, ACCESSIBILITY, SITEMAP, and CONTACT HARVARD.

This screenshot shows a simplified version of the Harvard website's navigation. It features a dark header bar with a menu icon and a search icon. Below the header, the Harvard logo is on the left, followed by the text "HARVARD UNIVERSITY". To the right are four main navigation categories: "About Harvard", "Admissions & Aid", "Schools", and "Resources & Offices". Below these categories is a horizontal row of links: NEWS, EVENTS, CONTACT, CAMPAIGN, and GIVE. The main content area features a large image of a person's face. At the bottom of the page, there is a footer bar with the Harvard logo, contact information ("Harvard University, Cambridge, MA 02138, 617.495.1000 | Feedback"), and links to various Harvard entities: HarvardArts, HarvardScience, HarvardWorldwide, and HarvardInTheCommunity. The footer also includes a row of small links: TRADEMARK NOTICE, REPORT COPYRIGHT INFRINGEMENT, REPORT SECURITY ISSUE, PRIVACY STATEMENT, ACCESSIBILITY, SITEMAP, and CONTACT HARVARD. Copyright information at the bottom reads "Copyright © 2015 The President and Fellows of Harvard College".

Our Comparisons

- Dartmouth College
- William & Mary
- Cornell University

Comparison: Dartmouth

Dartmouth

Admissions Schools Centers Global Arts Athletics Giving

EDUCATION RESEARCH LIFE & COMMUNITY

Degree Finder News Explore the Green
Departments & Programs Faculty Experts Arts Across Campus
Global Learning Research Centers Athletics & Recreation
Graduate Schools Schools & Departments Diversity
Libraries Publications & Grants Health & Wellness
Lifelong Learning Conferences & Seminars Outdoors
Summer at Dartmouth Research Support Residential Life
The Undergraduate Experience Service
Student Groups & Activities Sustainability

EDUCATION ▾
RESEARCH ▾
LIFE & COMMUNITY ▾
MORE ▾

Admissions	Schools
Centers	Global
Arts	Athletics
Giving	

Dartmouth ≡

MY DARTMOUTH FIND IT FAST RESOURCES CONNECT WITH US

Students Campus Map Dartmouth at a Glance **facebook** **iTunes U**
Faculty Directory Accessibility **twitter** **YouTube**
Staff Events Administrative Offices **flickr**
Alumni News Emergency Preparedness
Families Visit Careers

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MY DARTMOUTH ▾
FIND IT FAST ▾
RESOURCES ▾
CONNECT WITH US ▾

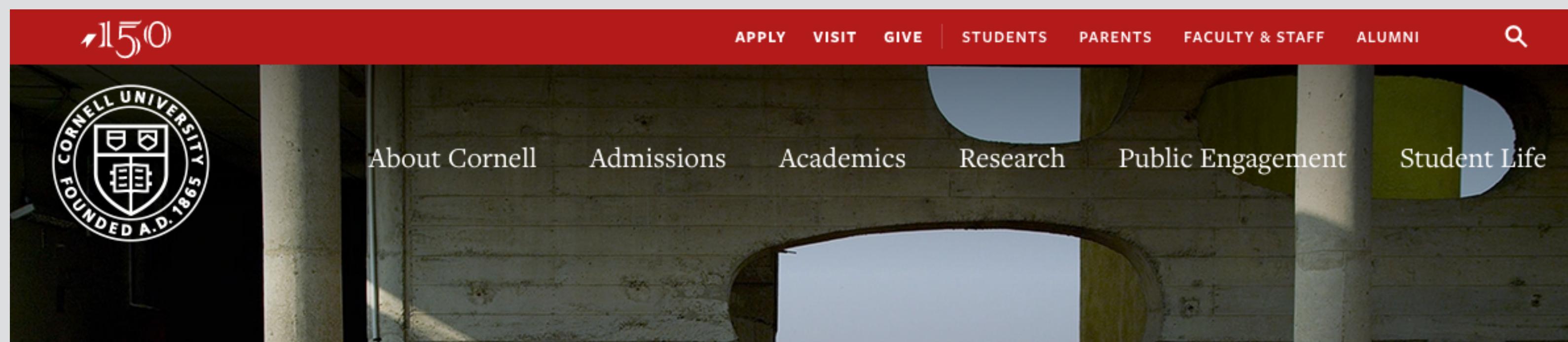
facebook	iTunes U
twitter	YouTube
flickr	

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Comparison: William & Mary

The screenshot shows the homepage of the William & Mary website. At the top, there is a navigation bar with links for MYWM, DIRECTORY, EVENTS, VISIT, and W&M A-Z. To the right of the navigation is a search bar with a magnifying glass icon. Below the navigation is the university's logo, featuring a crest with a crown and the text "WILLIAM & MARY" and "CHARTERED 1693". The main menu below the logo includes links for ABOUT, ACADEMICS, ADMISSION & AID, RESEARCH, CAMPUS LIFE, NEWS, ATHLETICS, ALUMNI, and GIVING. The background features a large green banner with social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. On the left side of the banner, there is a "Social Stream" and "W&M Blogs" section. On the right side, there are links for Alumni, Current Students, Employers, Faculty & Staff, Parents & Families, Friends & Neighbors, Library, Careers at W&M, Policies, Emergency Information, and About this Site. At the bottom, there is a decorative graphic with the year "1693" and the text "WILLIAM & MARY" and "Williamsburg, VA Contact Us". To the right of the main content area, there is a sidebar with a vertical list of links: MYWM, DIRECTORY, EVENTS, VISIT, W&M A-Z, ABOUT, ACADEMICS, ADMISSION & AID, RESEARCH, CAMPUS LIFE, NEWS, ATHLETICS, ALUMNI, and GIVING. A dark blue sidebar on the far right contains the text "Good G" and "W&M celebrated i Grammer and Luc concert. More".

Comparison: Cornell

The main content area has a red bar at the top with the Cornell 150th anniversary logo. Below it is a white navigation bar with links for APPLY, VISIT, GIVE, STUDENTS, PARENTS, FACULTY & STAFF, ALUMNI, and a search icon. The main menu includes About Cornell, Admissions, Academics, Research, Public Engagement, and Student Life. On the left, there's a photo of students holding up "GO BIG RED" signs and links for Overview, UNDERGRADUATE (Apply, Admissions, Dates & Deadlines, Financial Aid), GRADUATE (Admissions, Academics, Fields of Study), and CONTINUING EDUCATION & SUMMER SESSIONS (Summer Sessions, Winter Sessions, Part-time Study).

A vertical mobile menu on a red background. It includes the Cornell logo, a search icon, and an 'X' icon at the top. Below are dropdown menus for About Cornell, Admissions, Academics, Research, Public Engagement, Student Life, and More, each with a downward arrow icon.

Comparison: Cornell

The Cornell University website features a dark-themed header with the university's name in white. Below the header is a navigation bar with four main categories: EXPLORE, CAMPUS, RESOURCES, and GLOBAL IMPACT. The EXPLORE section includes links to Careers, Cornell Chronicle, International, Ithaca, Library, Locations, Museum, and Plantations. The CAMPUS section includes Academic Calendar, CUInfo, Emergency, Events, Live View, Maps, Operating Status, People Search, and Weather. The RESOURCES section includes Caring Community, Disability, Diversity, For Media, Leadership, SHARE, Support Cornell Now, and Sustainability. The GLOBAL IMPACT section features a world map with a callout bubble highlighting Etosha National Park, Namibia, which studies help prevent rhino deaths during relocation. At the bottom of the page, there is a footer with weather information for Ithaca, New York (3°F / -16°C), social media links (Facebook, Twitter, Instagram, YouTube), and copyright information.

EXPLORE CAMPUS RESOURCES GLOBAL IMPACT

Careers Cornell Chronicle International Ithaca Library Locations Museum Plantations

Academic Calendar CUInfo Emergency Events Live View Maps Operating Status People Search Weather

Caring Community Disability Diversity For Media Leadership SHARE Support Cornell Now Sustainability

ETOSHA NATIONAL PARK, NAMIBIA
Study helps prevent rhino deaths during relocation
[Read More](#)

Ithaca, New York | 3°F / -16°C

Copyright Site Information Contact Feedback

The Cornell University website features a light-themed header with the university's name in black. Below the header is a navigation bar with three main categories: EXPLORE, CAMPUS, and RESOURCES. The EXPLORE section includes links to Careers, Cornell Chronicle, International, Ithaca, Library, Locations, Museum, and Plantations. The CAMPUS section includes Academic Calendar, CUInfo, Emergency, Events, Live View, Maps, Operating Status, People Search, and Weather. The RESOURCES section includes Caring Community, Disability, Diversity, For Media, Leadership, SHARE, Support Cornell Now, and Sustainability. At the bottom of the page, there is a footer with a logo, social media links (Facebook, Twitter, Instagram, YouTube), and copyright information.

EXPLORE CAMPUS RESOURCES

Careers Cornell Chronicle International Ithaca Library Locations Museum Plantations

Academic Calendar CUInfo Emergency Events Live View Maps Operating Status People Search Weather

Caring Community Disability Diversity For Media Leadership SHARE Support Cornell Now Sustainability

Copyright Site Information Contact Feedback

Facebook Twitter Instagram YouTube

Conclusions

- 1) General idea of Primary, Secondary and Utility was preserved by all comparisons.
- 2) All demonstrated groupings of About, Admissions/Aid, Schools and Campus or University Life.
- 3) Footer navigation was treated as a junk drawer more than anything else.

III. Traffic Analysis

Top Pageviews and Common Flows

/index

Pageviews: ~48%

Common Flows:

- /index → /admissions-aid
- /index → /searches
- /index → /about-harvard
- /index → /schools
- /index → /students

/admissions-aid

Pageviews: ~12%

Common Flows:

- /admissions-aid → /searches
- /admissions-aid → /about-harvard
- /admissions-aid → /schools
- /admissions-aid → /students

/faqs/free-courses

Pageviews: ~2%

Common Flows:

- /faqs/free-courses → /admissions-aid
- /faqs/free-courses → /searches
- /faqs/free-courses → /about-harvard
- /faqs/free-courses → /schools
- /faqs/free-courses → /students

/harvard-glance

Pageviews: ~2%

Common Flows:

- /harvard-glance → /admissions-aid
- /harvard-glance → /index
- /harvard-glance → /campus
- /harvard-glance → /searches
- /harvard-glance → /academic-experience

/searches

Pageviews: ~10%

/schools

Pageviews: ~2%

/faculty

Pageviews: ~2%

/students

Pageviews: ~2%

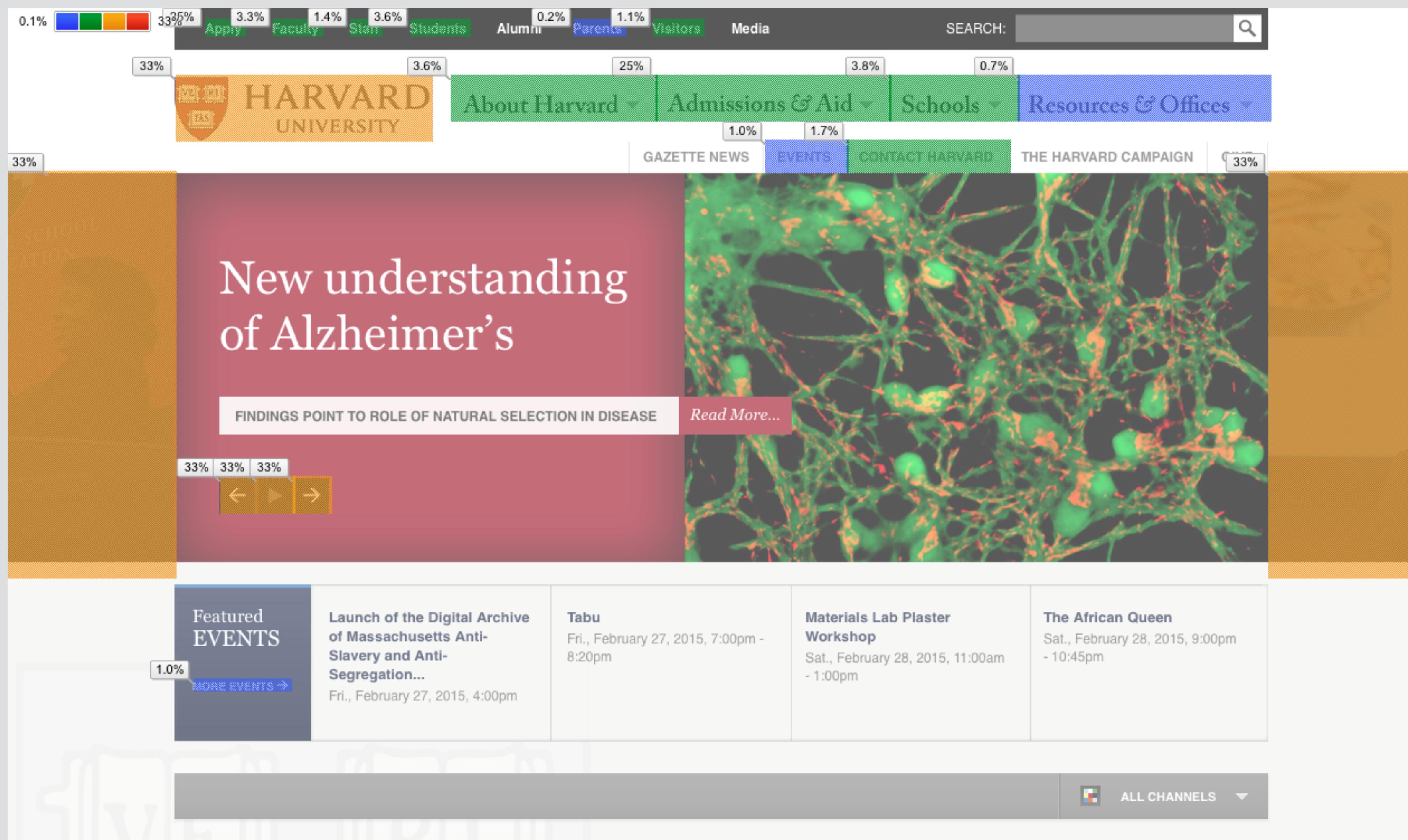
/about-harvard

Pageviews: ~2%

/visitors

Pageviews: ~1%

Top Pageviews and Common Flows



Conclusions

- 1) Admissions/Aid, pages supporting About Harvard, and Audience Pathways are highly trafficked.
- 2) There's a huge drop-off after the Home page and the Admissions/Aid page.
- 3) People are relying on search a lot. Clarifying the nav and improving Search are huge opportunities.

III. Recommendations

Groupings for Discussion

Primary Importance

About Harvard

- Harvard at a Glance
- Visit Harvard ([sub-site](#))
- Maps & Directions
- Harvard's President ([sub-site](#))
- Harvard's Leadership
- Administrative Offices
- Harvard In The Community
- Harvard Worldwide
- Research at Harvard
- Frequently Asked Questions
- Contact Us

Admissions & Aid

- Apply to Harvard
- Undergraduate
- Graduate & Professional Schools
- Continuing Education
- Summer Programs

Academics

- The Academic Experience
- Course Catalog
- Online Learning
- Schools
 - Undergraduate
 - ... ([sub-sites](#))
 - Graduate
 - ... ([sub-sites](#))

On Campus

- Arts
- Athletics
- Commencement
- Events
- Library & Academic Research
- Museums
- Photos, Videos & Social Media

Secondary Importance

[Donate to Harvard](#) | [The Harvard Campaign](#)

[Harvard Gazette](#) ([sub-site](#))

[Students](#) | [Faculty & Staff](#) | [Alumni](#) | [Parents](#) | [Media](#)

[Search](#)

Tertiary Importance

[Privacy Statement](#) • [Trademark Notice](#) • [Site Map](#) • [University IT](#) • [Accessibility](#) • [Report Copyright Infringement](#) • [Report Security Issues](#) • [Contact Us](#) • [Feedback](#)

What About These?

HarvardScience

HarvardArts vs Arts

Special Circumstances

The Harvard Campaign

Commencement

Application “Season”

Live Stream

Can We Combine These?

Faculty

Staff

Reorganized A Bit After Our Call...

Primary Importance (Primary Navigation)

About Harvard

- Harvard at a Glance
- Visit Harvard ([sub-site](#))
- Harvard's President ([sub-site](#))
- Harvard's Leadership
- Administrative Offices
- Harvard In The Community
- Harvard Worldwide
- Research at Harvard

Admissions & Aid

- Apply to Harvard
- Undergraduate
- Graduate & Professional Schools
- Continuing Education
- Summer Programs

Academics

- The Academic Experience
- Course Catalog
- Online Learning
- Schools
 - ... ([sub-sites](#))

On Campus

- Arts
- Athletics
- Commencement
- Events
- Library & Academic Research
- Museums
- Photos, Videos & Social Media
- Campus Maps

Secondary Importance (Home Page Modules & Secondary Navigation)

[Donate to Harvard](#) | [The Harvard Campaign](#)

[Harvard Gazette](#) ([sub-site](#))

[Students](#) | [Faculty](#) | [Staff](#) | [Alumni](#) | [Parents](#) | [Media](#)

[Contact Us](#)

[Search](#)

Tertiary Importance (Additional Footer Navigation)

[Privacy Statement](#) • [Trademark Notice](#) • [Site Map](#) • [University IT](#) • [Accessibility](#) • [Report Copyright Infringement](#) • [Report Security Issues](#) • [Feedback](#) • [FAQs](#) • [Contact Us](#)

fresh tilled soil