

**Content Strategy Guide**

This strategy guide is a complete list of detailed recommendations for myUCF’s future site content development, feedback guidelines for updates, and possible social media integration. Adhering to this guide will help guarantee that myUCF website’s content is up-to-date, fully functional, and user-friendly for all students and staff at UCF.

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The myUCF website is a portal for users to access any type of information relating to their college career as registered students at UCF. With that, almost all the content in the myUCF website relies heavily on the information provided by the database. Because we do not have access to UCF’s actual student database, the database that the website is currently connected to is a mock database filled with information compiled for fake UCF students.

For future implementations, the website would be connected to UCF’s actual student database so that the information shown on each student’s account will accurately reflect the information stored in UCF’s student database.

* 1. **Features & Future Implementations**

The following is a breakdown of features that the website currently has as well as recommendations to what can be implemented in future developments in order to make the website fully functional.

* + 1. **Home**

The *Home* page consists of an overall view of the logged-in user and a “dashboard” style of cards showing previews of a variety of pages found throughout the site. These cards are the most important information a student would like to see when they first log in to the site such as any To-Do’s/Holds needing to be done, payments that are due, or their schedule for the semester. The buttons to schedule an appointment with an advisor and search for classes are linked to the original myUCF pages.

For future implementations, the cards will be customizable so that users can edit which cards they would prefer to see first in the *Home* page. The yellow banner at the top will also be customizable, allowing the user to upload their own preferred picture to be shown as a way to make the *Home* page feel more personal. Finally, the buttons to schedule an appointment with an advisor and search for classes will link to their respective pages within the site that will allow the users to complete the tasks.

* + 1. **My Information**

The *My Information* page consists of the student’s personal information based on the information found in the connected database such as their name, contact information, demographics, university identification, and publications and awards.

For future implementations, information that can be changed such as contact numbers, addresses, or pronouns will be editable within the website.

* + 1. **Academics**

The *Academics* page consists of a full overview of the student’s current semester schedule, information about the student’s academic program, and their advisor’s information. The buttons to view their myKnight Audit and to schedule an appointment with their advisor both lead to outgoing links.

For future implementations, the student will be able to view their past schedules from previous semesters and their myKnight Audit, search and enroll for classes, and schedule an appointment with their advisor, all within the website.

* + 1. **Finances**

The *Finances* page consists of a general overview of the student’s recent charges and any major payments due. The button to make a payment currently leads to an outgoing link to the original myUCF website.

For future implementations, students will be able to view a more detailed breakdown of their financial information such as past payments, fee invoices, their housing plan, and most importantly financial aid resources.

* + 1. **Tasks**

The *Tasks* page consists of a list of the student’s To-Do’s and Holds. For now, the information shown is reflected on what is on the mock database.

For future implementations, the list will be updated in real-time depending on the information in UCF’s actual student database.

* + 1. **Settings**

The *Settings* page consists of the option to change the visual appearance of the website depending on the user’s preference or the default mode of their computer's operating system. There is also an option to change the font to a Dyslexia-Friendly typeface for the users who have difficulty reading the text with the default font.

For future implementations, the settings will allow students to change their NID password. More options will be available to change the content within the website such as the languages, time zone, and font-sizes.

* + 1. **Webcourses & Knights Email**

These are outgoing links to their respective websites so that students are able to quickly access them while they are logged in to their myUCF account.

1. **Website Analytics and Updates**

Updates ensure that a website is evolving with its users, thus making them a major part of the web development process. Regular updates are especially important for the MyUCF website to ensure it can keep up with the unprecedented and continue to provide a solid platform for its students and staff, as well as adjusting for upcoming events and timeframes such as the end of a semester or the retirement of a segment of the content shown to students and staff. If necessary updates aren't made, the stagnation could lead to a poor user experience.

1. **Google Analytics**

We intend to use Google analytics to monitor the effectiveness and efficiency of our website. Google analytics allows its users to measure campaigns, track website goals, view audience reports, view flow visualization graphics, and create custom reports. We will see where our main audience arrives from and hone in on keeping things like desktop and mobile view in prime condition for use.

1. **User Feedback**

User feedback is the only way we will know what users require and need from myUCF. If we fail to get user feedback our user experience could be compromised and potentially create a biased website that only fits the needs of the development team. Additionally our does not represent the entire population of UCF, therefore creating a significant need for tools such as surveys, user interviews, think aloud protocols, and task analyses.

* Surveys provide useful quantitative data about a user’s opinions and beliefs. We want to include a survey for users that can be accessed on MyUCF. The survey will contain multiple choice questions that examine the site’s most influential features, visual design, and efficiency. Those who take the survey will be able to rate these features from 5 - Very Good to 1 - Bad.
* User interviews allow the user to speak about their experiences openly, providing valuable qualitative data. Interview questions will be open ended so that users can tell the development team issues or qualities that were not intitally recognized.
* The team will perform multiple think aloud protocols. Think aloud protocols allow our UX/UI Developer to see how users directly interact with the website. The UX/UI Developer will record the user as they attempt to complete a task/goal. The amount of errors that were made and the time duration it took for the user to accomplish their goal will be recorded.
* The task analysis will be a detailed observation report of the think aloud protocols. We will analyze the user and document their entire process.

1. **Social Media Integration**

Since the myUCF website is a portal for pre-registered university students, the need to campaign the website through social media is limited. Therefore, social media integration will only be necessary for instances in which students need reminders on what to access on the website and how to utilize it to its fullest extent. Social media campaigns will be done through either the university’s marketing or IT departments.