

Web Design and Marketing Strategy: CLAS Academic Services Center

Human Factors Final Presentation

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Breaking it Down

Jetsenia:

- Comparing and Contrasting Other Systems

Kaila:

- Website Issues
- User Testing and Evaluation
- Proposed Web Solutions

Monique:

- Marketing Issues
- Proposed Marketing Solutions

Similar Systems

Jetsenia Rodriguez

Comparing and Contrasting other Systems

- ❑ What is the purpose of the system?**
- ❑ How efficient is it?**
- ❑ Can I (the user) find all the information I am looking for in an easy/ timely manner?**

First: Explore

CLAS ACADEMIC SERVICES CENTER

Home About Us · Forms · Students · Faculty & Staff · F.A.Q. · Contact Us



ANNOUNCEMENTS

Last Day to Drop a Course – March 31st
March 6, 2014

CONNECT WITH US!

[f](#) [t](#) [i](#) [in](#) [y](#)

Search this Site...

Welcome to the CLAS Academic Services Center!

As an arm of the College of Liberal Arts and Sciences (CLAS) Dean's office, the mission of the CLAS Academic Services Center is to support and promote the strategic plans of the university and the college. As part of this mission, the Academic Services Center serves faculty, staff and students involved in undergraduate education. Features of this service include the following:

- Implementing and upholding university and college rules, regulations, policies and procedures.
- Acting as a resource for CLAS faculty and staff advisors, through training and outreach.
- Acting on behalf of the Dean of the College of Liberal Arts and Sciences to resolve undergraduate education issues.
- Encouraging student learning and development through advising and orientation programs.

CONTACT US

Address 423 Whitney Road Storrs, CT 06269
Phone 860-486-2822
Fax 860-486-8304
Email clasasc@uconn.edu

Looking for a specific staff member?



The ASC is located at the end of Whitney Road, across from the Dodd Center and West Campus halls.

Hours:

Monday	8:00 AM - 4:30PM
Tuesday	8:00 AM - 4:30PM
Wednesday	8:00 AM - 4:30PM
Thursday	8:00 AM - 4:30PM
Friday	8:00 AM - 4:00PM

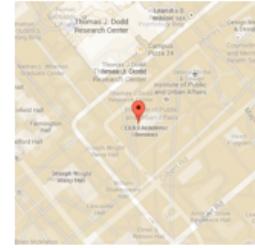
What we looked for:

- ❑ Contact information
- ❑ Location
- ❑ Hours
- ❑ Mission Statement
- ❑ Resources
 - ❑ What will this center provide for us that we may not have known about beforehand?

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What works?

- Introduction statement**
- Search engine**
- Center informational (hours, location, contact)**
- F.A.Q**
- Appeal**

[How do I get the CLAS Dean's signature?](#)

[Who is my advisor?](#)

[How do I declare my major?](#)

[How do I declare a minor?](#)

[What do I do if I am in ACES and am interested in a CLAS major?](#)

[Will the minor be listed on my diploma?](#)

[I want to double major; what do I do?](#)

Navigation

- Too many subcategories provided within sections, making it difficult to navigate.

The screenshot shows a dark blue header with white text. The top navigation bar includes links for "Students", "Faculty & Staff", "F.A.Q.", and "Contact Us". A dropdown menu is open under the "Students" link, specifically for the "Academics" section. The "Academics" section contains the following sub-links: "Campus Resources", "Degree Options", "Forms", "General Education Requirements", "Internship Policy", "Majors & Minors", "Registration & Graduation Issues", "Second Language Policy: Course Grades, Waivers & Substitutions", and "Workbooks". To the right of this menu, there is a sidebar with contact information: "Phone 860-486-2822", "Fax 860-486-8304", "Email clasasc@uconn.edu", and a link "Looking for a specific staff member?". Below the sidebar is a small image of a building and some text at the bottom of the page.

Analysis of Similar Systems:

Consists of one or more observational methods that may be used to discover salient features of systems that are similar to the one under consideration.

Where the input comes from?

- What the products includes.
- Activity analyses.
- Interviews
- Assessments of skills required.
- Identify operators problems to be avoided in the new system.

Who made the navigation work?

| [Home](#) | [MyUSJ](#) [A-Z Index](#) [Directory](#) [Calendar](#) [Employment](#) [Contact Us](#) [Directions](#) | |

 UNIVERSITY OF
SAINT JOSEPH
CONNECTICUT

explore **GREATNESS**

[Academics](#) [Admissions & Financial Aid](#) [Student Life](#) [Athletics](#) [Alumni](#) [Arts](#) [Make a Gift](#) [About Us](#)

Resources & Services



Student Life

Resources & Services

- Information Technology
- Mailroom
- O'Connell Athletic Center
- Parking

Continued...

Academics Admissions & Financial Aid Student Life Athletics Alumni Arts Make a Gift About Us

AREAS OF STUDY

SCHOOLS

Education
Graduate & Professional Studies
Health & Natural Sciences
Humanities & Social Sciences
Pharmacy

UNDERGRADUATE WOMEN'S PROGRAMS

Areas of Undergraduate Study
First Year Seminar
Honors Program
Women's Studies

GRADUATE PROGRAMS

Areas of Graduate Study
Online Graduate Programs
Contact Us

PROGRAM FOR ADULT LEARNERS

Programs
Guaranteed Admission Program

ONLINE PROGRAMS

Online Student Services
FAQ
Contact Us

SPECIAL PROGRAMS

Pre-Professional Programs
Dual Degree Professional Programs
Continuing Studies
Study Abroad
English as a Second Language

Request a Transcript
Request a USJ Diploma
Transfer Credits
View Courses
Veteran's Services
Forms
FERPA
Grievance and Appeals
Procedures
Contact Us

SUMMER COURSES

The Gengras Center
School for Young Children

REGISTRAR

Academic Calendar
Course Catalog
Course Schedules
Request a Transcript
Request a USJ Diploma
Transfer Credits
View Courses
Veteran's Services
Forms
FERPA

ACADEMIC SERVICES

Honor Societies
Academic Advisement Center
Writing/Tutoring at CAE
Interdisciplinary Writing & Reasoning
Teaching & Learning Center

LIBRARY

Search the Collection
Library Services
Pharmacy Library
O'Connor Archives
School of Education Curriculum Materials Center
FAQ
Contact Us

GREAT FACULTY

Continued...

 Central Connecticut State University

Text Only CentralPipeline Library A-Z Index Giving Job Opportunities Quicklinks Print 

Center for Advising and Career Exploration

ABOUT ACADEMICS ADMISSIONS ALUMNI & FRIENDS ATHLETICS CAMPUS LIFE

CACE 

About Us
CACE Staff

Students and Alumni
Employers
Family

Faculty & Staff


Students & Alumni


Employers


Family


Faculty & Staff


[CentralConnections](#)
Central Connecticut State University

Resume Companion 

Contact

Who made it work here at UConn?

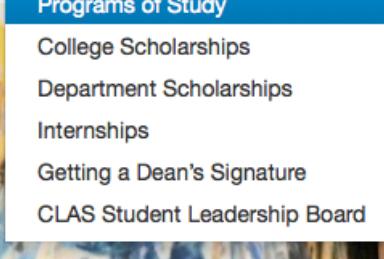
UCONN | UNIVERSITY OF CONNECTICUT

College of Liberal Arts and Sciences

Home About ▾ News + Achievements ▾ Academics ▾ Students ▾ Faculty + Staff ▾ Alumni + Friends ▾ Commencement ▾

Programs of Study

- College Scholarships
- Department Scholarships
- Internships
- Getting a Dean's Signature
- CLAS Student Leadership Board



Continued...



Division of Undergraduate Education and Instruction
Center for Academic Programs



CAP



UConn



People

Search...

Go

Home

About Us

Programs

Alumni

Student Resources

Community Partners



Center for Academic Programs

Scholarships

Financial Literacy

Student Employment

"was not just a preparation for college; it was also a successful future."

— Teesha Carrasquillo, SSS Class of 2011

Continued...

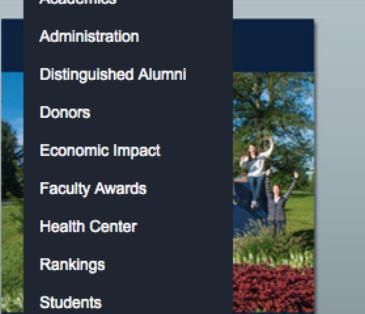
UCONN UNIVERSITY OF CONNECTICUT

UConn The Web People

Search UConn... ➤

Home Admissions About UConn Academics Research Arts & Culture Campuses Contact Us A-Z Index

Academics Administration Distinguished Alumni Donors Economic Impact Faculty Awards Health Center Rankings Students

Creating Our Future
UCONN'S PATH TO EXCELLENCE

UConn Adopts Bold Academic Vision
The University has adopted a wide-ranging new academic vision to shape its next decade of progress.

 Hillary Clinton Tells Students, Be the 'Participation Generation'

 UConn Adopts Bold Academic Vision

 UConn Junior Awarded Prestigious Truman Scholarship

 Art Student Selected for Society of Illustrators Exhibition

Mission Statement / About

ABOUT US

The Academic Services Center provides advising and other academic services to students and staff, alike. Students who have questions about general education and other degree requirements may call the ASC to make an appointment to speak to an advisor. We particularly encourage transfer and regional campus students who are transferring to the Storrs campus to make contact with us to discuss any issues or concerns they may have.

Staff and faculty who are working with CLAS students may also contact the ASC with questions. The staff at the ASC is also happy to meet with students from other schools who are considering a CLAS major. When students do formally declare their major, they will be assigned a faculty advisor in their major department to assist them throughout the completion of their degree program.

All regional campus students will be assigned a faculty advisor by the Student Services Director at their campus, who is responsible for coordinating the advising process. Feel free to contact your faculty advisor, the Assistant to the Dean, or the ASC at Storrs with any questions or concerns you might have about academic advising.



Compared to others:



Mission

The Center for Academic Programs (CAP) provides educational opportunities and access to higher education for students who are first generation to college, from underrepresented populations, and/or from low income backgrounds. [Read more »](#)

- ❑ **Center for Academic Programs provides a short excerpt of their Mission Statement (homepage), which then provides a link to another page that continues the mission.**

- ❑ **Also provides a quick 4 picture slideshow, which adds a small appealing touch.**

continued...

Our Mission



The Center for Academic Programs (CAP) increases access to higher education for high-potential students who come from underrepresented ethnic or economic backgrounds and/or are first-generation college students.

CAP prepares students for successful entry into, retention in, and graduation from a post-secondary institution through its constituent programs: Educational Talent Search and state funded initiatives that provide programming to increase middle and high school students' college access and retention; Student Support Services provides programming to facilitate students' retention in and graduation from the University of Connecticut.

CAP designs and implements these programs in accordance with guidelines set forth by its funding bodies, including the University, the U.S. Department of Education, and other programs which promote educational opportunity for all.

Guiding Principles

1. Promote student learning and development by helping participants achieve their academic goals, receive high quality support services, and access educational resources.
2. Advance the well-being of Connecticut's citizens through collaborations, community outreach, and advocacy with the ultimate goal of college preparation, enrollment, retention, and graduation.



Campus Resources

CAMPUS RESOURCES

ACADEMIC SERVICES

[CLAS Academic Services Center \(ASC\)](#), located on 423 Whitney Road, serves all students who have declared a CLAS major by authorizing procedures on behalf of the CLAS Dean (late adds/drops, excess credit, program/ plan changes, etc.), by providing information about how to obtain a faculty advisor, and by granting substitutions for General Education requirements. ph: 486-2822.

[Academic Achievement Center](#), located in John W. Rowe Center (CUE) 130, works one-on-one and in group settings with students who would like to improve their academic performance. This includes students who may be on probation or academic warning, but it also includes students who need to perform at the highest levels to be eligible for competitive scholarships, majors, and/or post graduate opportunities. ph: 486-6972.

[Academic Center for Exploratory Students \(ACES\)](#), located in the John W. Rowe Center (CUE), advises students preparing to be accepted to the NEAG School of Education and the School of Pharmacy, as well as students who have not yet been accepted to or decided upon a school or college. ph: 486-1788.

[Center for Interdisciplinary and Individualized Studies](#), located in the John W. Rowe Center (CUE) room 322, advises students interested in majors not traditionally offered at UConn. To earn an Individualized Major (IMJR) from any of the schools offering an IMJR , the student must choose 18 of the required 36 credits in the major field of study from the school or college issuing the degree. ph: 486-3631.

[College of Continuing Studies Academic Advising Center](#), located in the Bishop Center, advises students interested in an interdisciplinary bachelor's degree program. Although the College offers courses to non-degree students, faculty members in the students' desired school or college may be asked to advise them from time to time, with the expectation that eventually they will be readmitted to a CLAS degree program. ph: 486-5941.

[Counseling Program for Intercollegiate Athletes \(CPIA\)](#), located in Hall Dorm, advises intercollegiate athletes, helping them balance a full academic schedule with the rigors of practice sessions and sports events. Counselors work closely with academic advisors in the schools and colleges in which athletes are enrolled. They enforce NCAA rules and regulations, teach special sections of courses to their constituency, and provide tutoring in a wide range of disciplines. ph: 486-5515

[First Year Programs](#) offers an array of courses, a network for personal support, interactive online resources, and unique living/learning experiences to help new students at the University of Connecticut achieve success from the start. The director is David Ouimette, the office is located in the John W. Rowe Center (CUE), 486-3378.

Web Solutions

Kaila Manca

Organization:

- ❑ HF Design Needs:
 - Needs Analysis/Observations
 - Surveys/Interviews
- ❑ HF Findings
 - Usability Testing
 - Prototype Development
- ❑ HF Design Recommendations

User Testing:

Tested & Interviewed 7 Users

Interview:

What is the CLAS Academic Services Center?

Where is it?

Why would you go there?

Testing:

Can you find _____?

Find three reasons you might need to go to this center for assistance.

How do you feel after using their website?

Do you feel like you accomplished your goal?

Quotes from Users:

Positives

“I like the F.A.Q. Section. It’s straightforward and helpful.”

“The website looks like it represents UCONN well.”

“The people look welcoming and kind, it’s just their info that’s hidden.”

“The idea to have forms accessible is really good. I knew where to go.”

“It works on my phone!”

Negatives

“I see their description of services here [on the home page] but I wish it was more direct... it says what they do, but not how they can help.”

“Like... how do they advise me? In what?”

“I don’t entirely understand how they can help me from this website.”

“Who are they?”

“Wait... I’m confused. Are the forms under “Student” different than the forms on the home page?”

“Who are the ASC and CLAS contact groups?”

“Misconduct Policies and Procedures.. Dismissal Policies and Procedures... what if I need help but I don’t fit into these categories?”

Most of the site seems jumbled... I’m not sure where to find things.

Summary:

Links are difficult to discern/navigate

Main information should have hierarchy

Clarify “what ASC does” & “who you are”

Root of the site is good- the areas with brief information (FAQ, forms) were great

Needs

Sitemap-organizational layout of the website.

Layout of main pages.

Home Page

Faculty Page

NEW On-Campus Resource Page

Current Sitemap:

Home

- About Us

-- About Us

-- ASC Staff Directory

-- CLAS Department Directory (2013-2014)

-Forms

-- Additional Degree Cancellation

-- E.C.E. / Non-Degree Coursework

-- Late Drop Petition

-- Major Change

-- Regional Campus Program/ Plan Change Form

-- Substitution Request Form

- Faculty and Staff

- F.A.Q.

- Students

-- Academics

-- Campus Resources

-- Degree Options

-- Forms

-- General Education Requirements

-- Internship Policy

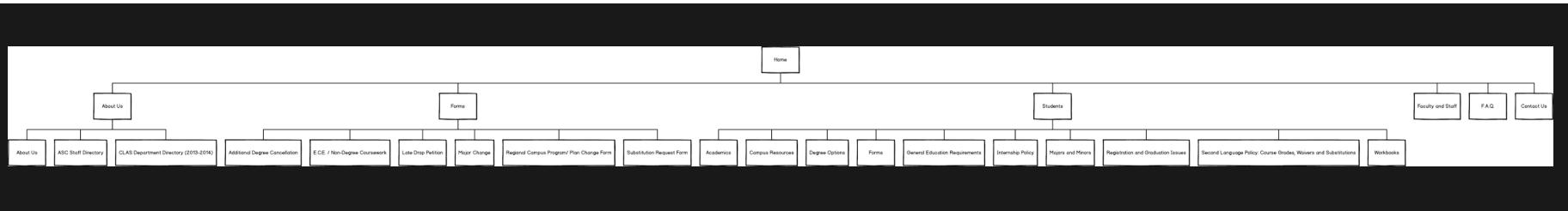
-- Majors and Minors

-- Registration and Graduation Issues

-- Second Language Policy: Course
Grades, Waivers and Substitutions

-- Workbooks

- Contact Us

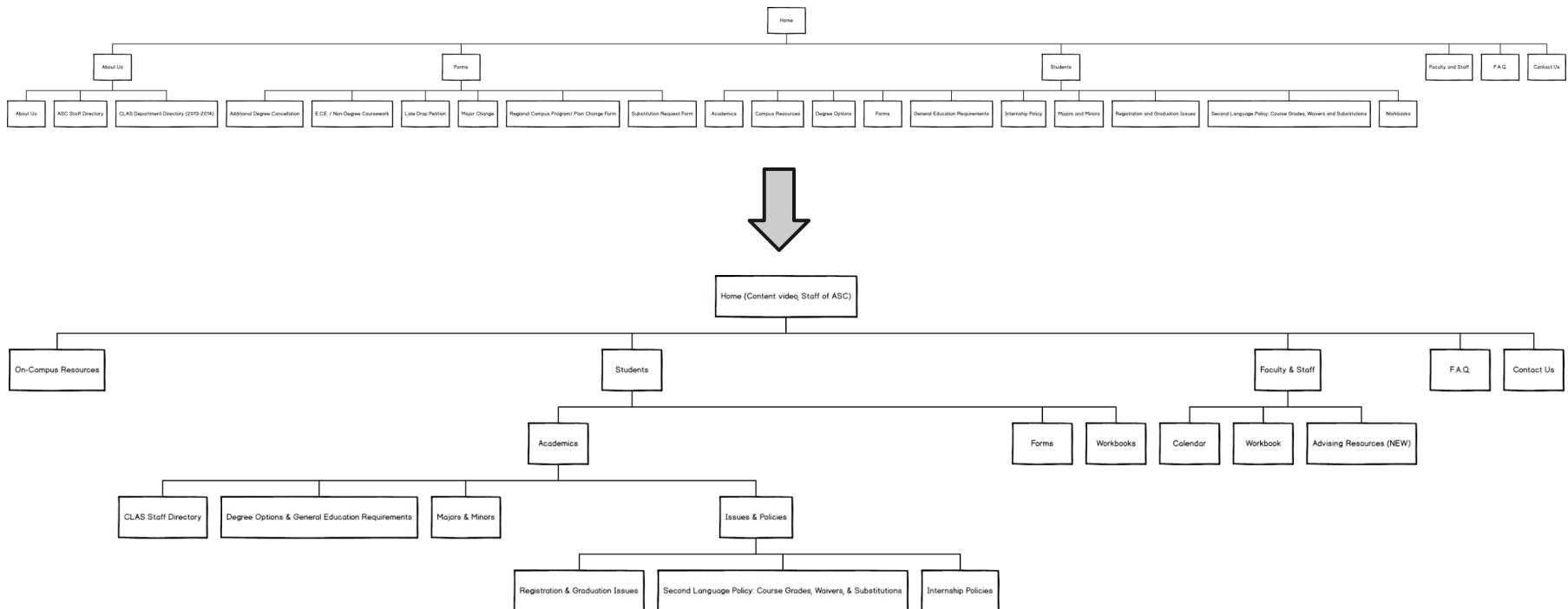


Current Sitemap

- Complex
- Densely Concentrated in Specific Areas
- Three Levels
- “Less Clicking” vs. “Less confusion”



Proposed Sitemap:



Proposed Sitemap

- Home (Content video, Staff of ASC)
- On-Campus Resources
 - Students
 - Academics
 - CLAS Staff Directory
 - Degree Options & General Education Requirements
 - Majors & Minors
 - Issues & Policies
 - Registration & Graduation Issues
 - Second Language Policy: Course Grades, Waivers, & Substitutions
 - Internship Policies
 - Forms
 - Workbooks
 - Faculty & Staff
 - Calendar
 - Workbook
 - Advising Resources (NEW)
 - F.A.Q.
 - Contact Us

Current Homepage:

Great information, difficult organization

Love the use of map/photo to let people know where the center is.

Gets difficult to read when it converts to tablet/mobile versions.

Great use of contact us, connect with us, announcements.

Better description of what they do & how they can help.

CLAS ACADEMIC SERVICES CENTER

Home About Us ▾ Forms ▾ Students ▾ Faculty & Staff F.A.Q. Contact Us



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maps.uconn.edu/map/locations/249



The ASC is located at the end of Whitney Road, across from the Dodd Center and West Campus halls.

Hours:

Monday 8:00 AM - 4:30PM

Current Staff Page:

Again, awesome information here. Great photos, but the fun/approachability is lessened by the use of the scroll box.

Proposal: Large images like some other sites at UCONN link to individuals information.

College of Liberal Arts and Sciences

[Home](#) [About](#) [News + Achievements](#) [Academics](#) [Students](#) [Faculty + Staff](#) [Alumni + Friends](#) [Commencement](#)

Departments



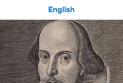
Beach Hall
354 Mansfield Road



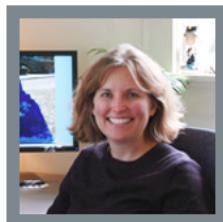
Chemistry Building
55 N Eagleville Road



Ajone Building
337 Mansfield Road



PROGRAM DIRECTORS



KATRINA HIGGINS, PH.D.

Assistant Dean for the CLAS Academic Services Center

Email: Katrina.Higgins@UConn.edu

Specialty: Scholastic dismissals
Academic Misconduct CLAS policies and procedures

Hometown:
Townsville, QLD, Australia

Educational Background:
BA Hons, Political Science, [James Cook University](#),
Townsville, QLD, Australia

MA, International Relations, [Australian National University](#), Canberra, ACT Australia



MANSOUR NDIAYE, PH.D.

Director

Email: Mansour.Ndiaye@UConn.edu

Specialty: Scholastic dismissals
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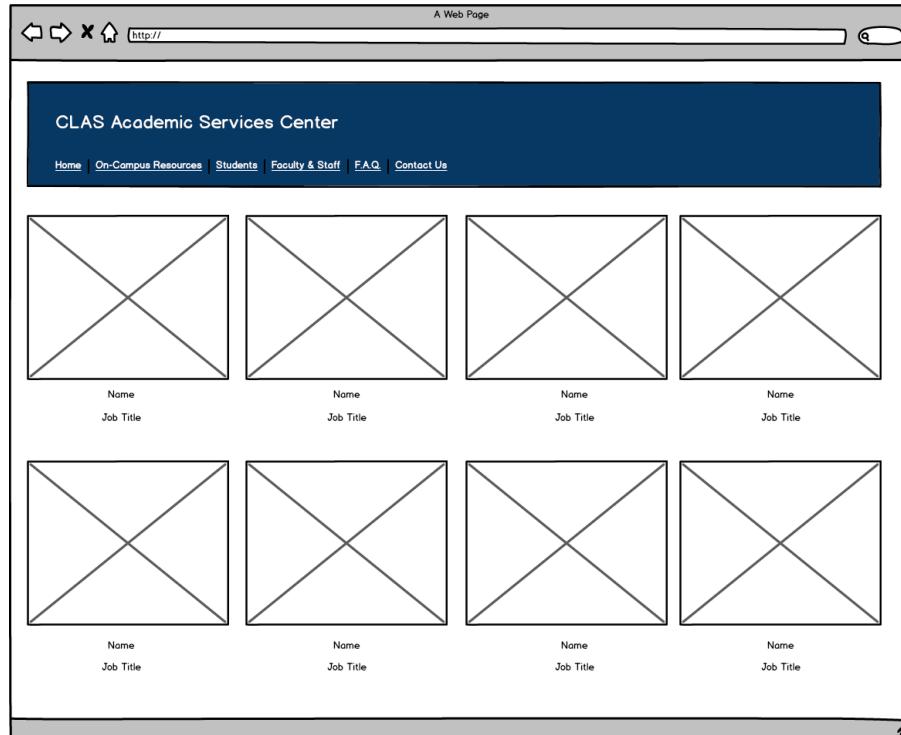
Hometown:
Dakar, Senegal

Educational Background:
BA, Economics and French, University of Connecticut

BS, Management Information Systems, University of Connecticut

PhD, Education, Kinesiology, University of Connecticut

Redesign of Faculty Page:



Streamlined

Easy to read

Easy to Navigate

Allows for staff to have longer bios and a page for their advisees to reference

Current “Campus Resources” Page

Text is both long (across) and high in quantity.

This is a pivotal page- it has great info describing each of the resource centers, but will it get read?

The screenshot shows a website for the CLAS Academic Services Center. The header includes a navigation bar with links to Home, About Us, Forms, Students, Faculty & Staff, F.A.Q., and Contact Us. Below the header is a dark blue banner with the text "CAMPUS RESOURCES". The main content area is titled "ACADEMIC SERVICES" and contains several paragraphs of text describing various academic support resources. The text is dense and spans across the width of the page.

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[Honors Scholar Program/University Scholar Program](#), located on the fourth floor of the John W. Rowe Center (CUE), advises students who have been accepted to these programs. Students are assigned an Honors faculty advisor from their desired major who will work in conjunction with the director of the Honors Program to help students fulfill honors requirements. ph: 486-4223.

[Student Support Services \(or the CAP Program\)](#), located in the John W. Rowe Center (CUE), counsels first-generation students from under-represented

Proposed “On-Campus Resources” Page

A Web Page

On-Campus Student Resources

[Home](#) | [On-Campus Resources](#) | [Students](#) | [Faculty & Staff](#) | [F.A.Q.](#) | [Contact Us](#)

Academic Services Center

 A large red 'X' is overlaid on the placeholder image.

Location: 423 Whitney Road
Phone: 486-2822
Serves: CLAS students
Facilitates: Dean signatures, late adds/drops, excess credit, plan

Academic Achievement Center

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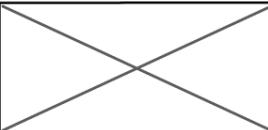
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Academic Center for Exploratory Students

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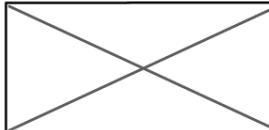
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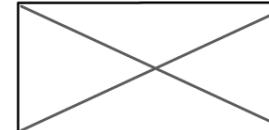
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Proposed “On-Campus Resources” Page

Moved to the top of the navigation display, for preeminence

Accessibility>Space concerns

Keeps the same format as the main CLAS site and other ACS pages

Include this on main CLAS site

Same amount of text, different format.

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A Web Page

On-Campus Student Resources

Home | On-Campus Resources | Students | Faculty & Staff | F.A.Q. | Contact Us

Academic Services Center Academic Achievement Center Academic Center for Exploratory Students

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Location: 423 Whitney Road

Nickname: ASC

Phone: 486-2822

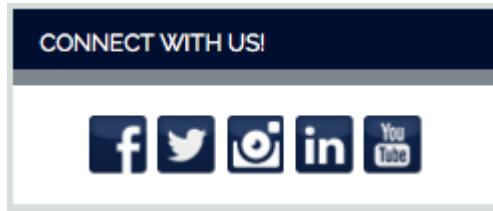
Facilitates: Dean signatures, late adds/drops, excess credit, plan changes, advising, GE substitutions

Marketing of ASC Services

Monique Waller

How they market themselves:

Current marketing tools used by the center includes social media such as:



- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube

Social Media



UConn CLAS Academic Services Center

6 likes · 1 talking about this

[College & University](#)
The mission of the CLAS ASC is to support the students, faculty and staff of the College of Liberal Arts and Sciences.

[About - Suggest an Edit](#)

[Photos](#) [Likes](#)

**Comparison of other
UConn facebook pages.
Suggest the lack of 'Likes'
contribute to poor
visibility.**

Social Media Continued...

UConn CLAS ASC
@UConnCLASASC

The official account for UConn's College of Liberal Arts & Sciences Academic Services Center.

TWEETS 86 PHOTOS/VIDEOS 1 FOLLOWING 79 FOLLOWERS 132 More ▾

Tweets Tweets and replies

 **UConn CLAS ASC** @UConnCLASASC · Apr 25
"Omigod you guys" make sure you find your way to the [@Jorgensen_UConn](#) for [#legallyblonde](#) before May 4th.

On the other hand, there are more participants on the twitter page.

Electronic Marketing:

Pros:

- Utilization of different social media.

Cons:

- Students are not aware of social media pages.
- Media pages are the only outreach tool used.

Marketing Solutions:

- ❑ The use of UConn Daily Digest
- ❑ Strategic location of flyers in building such as Laurel and Oak Hall. Or flyers in other service centers such SSS and ACES
- ❑ Corroboration with CLAS and UConn facebook page in order to gain exposure.
- ❑ Clearer visibility on the CLAS website
- ❑ Include links on each social media page to connect directly to other media pages.

Questions?

