Enhancing CU's Webpage

Project Proposal Presentation
Kira Velez

TOC

Background

As a student here at CU Boulder and a prior mentor for incoming students, I've had the opportunity to observe firsthand some of the challenges associated with our university's main webpage. From its cluttered layout to the lack of clarity in navigation, it's become apparent that there's room for improvement. Therefore, I've proposed a project to enhance the primary webpage's user experience, mainly focusing on incoming students and the broader student body.

Purpose and Problem

1 Gateway to essential information, resources, and services that students rely on daily.

2 streamline access to vital information, making the university experience smoother and more enjoyable for everyone.

3 finding course schedules, accessing campus resources, or staying updated on university events, a user-friendly web page ensures that students can navigate their academic journey with ease and confidence.

4 "Who is colorado.edu for?"
Fails to meet the need of incoming and current students

Some Problem Faced that could be changed

Here at CU Boulder, opportunity is everywhere.

Interested in learning more about CU Boulder?

Request Undergraduate Info

Request Graduate Info

Hi there What can I help with today?

Talk to us!

Learn more about the University of Colorado Boulder

Request Undergraduate Info

**Request Graduate Info**

CU Denver

I am a

Select audience type

looking for

Select degree level

in the area of

Select a school or college

to build a career in

Select career interest

↑ Top

Submit

University of Phoenix

MENU

Let's talk about all the ways you could save time and money on your degree.

1 Area of Interest   2 Contact Info

Area of study
Business

Degree level
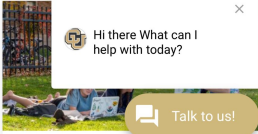
ZIP code
80229

Would you like to know about scholarships?

○ Yes   ○ No

Chat with AI ✕

Next step

Search Mines.edu

ENHANCED BY Google

Find a Program

Undergraduate Programs

Graduate Programs

the basis of race, color, national origin, sex, age, pregnancy, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation, or political philosophy. All qualified individuals are encouraged to apply. You may view the list of ADA and Title IX coordinators and review the Regent policy.

As a student or prospective student at CU Boulder, you have a right to certain information pertaining to financial aid programs, the Clery Act, crime and safety, graduation rates, athletics and other general information such as the costs associated with attending CU Boulder. To view this information visit colorado.edu/your-right-know.

Apply for Admission

Hi there What can I help with today?

Talk to us!

Get Help

Meet the Stakeholders
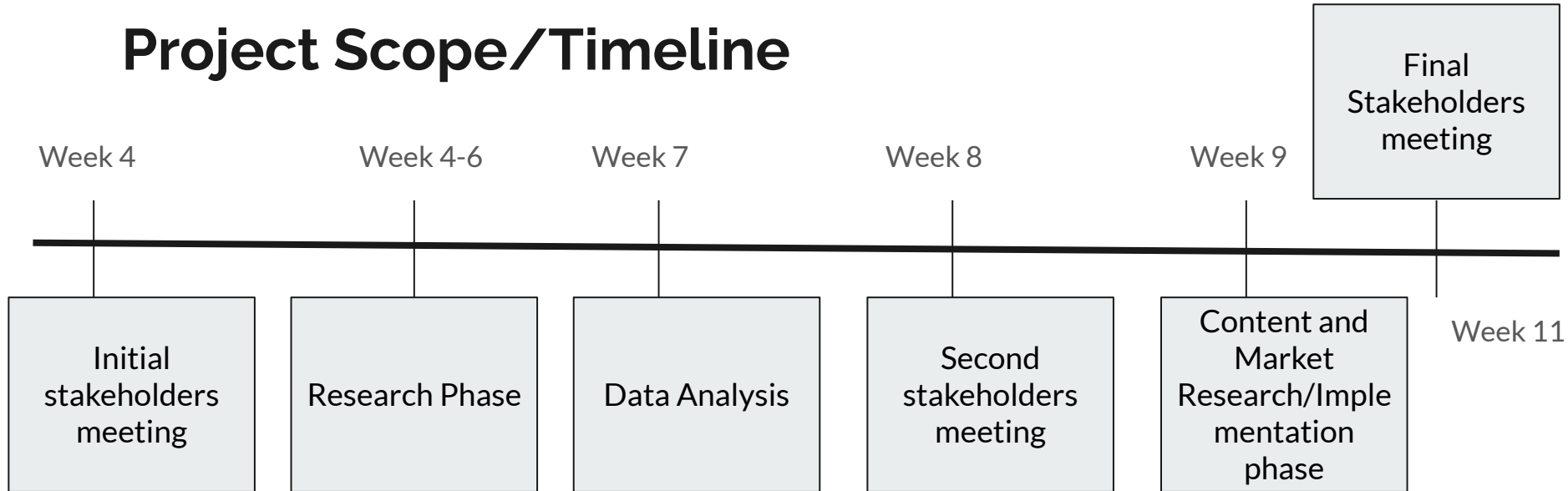

Assistant Vice Chancellor of Constituent Experience and Technology

Brand Research Program Director

Project Scope/Timeline

Week 4

Week 4-6

Week 7

Week 8

Week 9

Final Stakeholders meeting

Initial stakeholders meeting

Research Phase

Data Analysis

Second stakeholders meeting

Content and Market Research/Imple mentation phase

Week 11

Deliverables

Surveys and Case study report

Proof of identified problems

Proposed Solution

Team

Our project team consists of four key members: User Experience Researcher, Data Analyst, Content/Market Researcher, and Project Manager. Each plays a vital role in project execution.

User Experience Researcher

Data Analyst

Content/Market Researcher

Conclusion

Thank you.