

# Final Project Presentation: CU Homepage Redesign

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Kira Velez, Solus Thompson, Evan Tseng

# Introduction

# Meet The Team



**KIRA**

Stakeholder Liaison



**SOLUS**

Lead Survey Representative



**EVAN**

Market Researcher

# Criteria: Support During Finals

You've got this, Buffs. Take advantage of campus support offices and events to finish the year strong.

## Ease of navigation

## Placement

## Representation

[Finals Tips & Resources](#)

## Student Resources & Highlights

As one of America's leading public research universities, CU Boulder is focused on creating a student-centered campus culture that enables the belonging and success of everyone in our community.



Find Support During Finals

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# INCONSISTENCIES



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[Finals Tips & Resources](#)



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## How Alumna Yuka Hasegawa Is Connecting the Buff Family

Hasegawa has been a bridge between Boulder and Japan since she graduated in the '90s. As the vice chair of Forever Buffs Tokyo, the alumni chapter in Japan, she has hosted alumni, students, faculty and staff from CU Boulder for more than 20 years.

[Read More in the \*Coloradan\*](#)



### Campus Highlights





## Student Resources & Highlights

As one of America's leading public research universities, CU Boulder is focused on creating a student-centered campus culture that enables the belonging and success of everyone in our community.



Cords, stoles, honors medals: What are they and how do you get yours?



Learn about CU Boulder's commencement traditions



Explore Forever Buffs programs and communities

# PLACEMENT



### Fighting infection with some help from bacteria

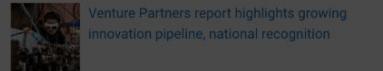
A CU Boulder-led study of sunflowers shows their genes relate to the abundance of bacteria associated with resistance against one of the pathogens that causes white mold.



Robots can't outrun animals (yet). A new study explores why



A new star is about to appear in the night sky. Here's how to catch a glimpse



Venture Partners report highlights growing innovation pipeline, national recognition





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## CU Boulder Today News



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[Read more at CU Boulder Today](#)





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## Calendar BUTTON



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## Student Resources & Highlights

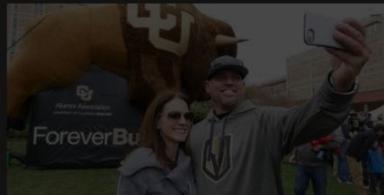
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## Campus Events

30 APR

### Financial FITNESS

Elevations Q&A

Elevations Credit Union Question and Answer Session

30 APR

### Open Enrollment Benefits Fair

When Open Enrollment begins, Employee Services will provide courses, plan comparisons and o...

30 APR

### Sidewalk Symposium

The Sidewalk Symposium features undergraduate research at CU in visual form—with chalk! Arts &...

30 APR

### IGR Tech Training: Assignments & Gra...

This training is for instructors who would like to gain comprehensive knowledge of the Canvas'...

30 APR

### HEALTH HUTS

Finals Week Swag

You made it to finals week, we're so proud of you! Come grab a finals week swag bag to celebrate all of...

30 APR

### Fun Before Finals: Therapy Dogs

Come de-stress with therapy dogs in the Gruzin Music Hall lobby (outside Room C112 of the Imig Music...

30 APR

### Conversations on Generative AI in...

Join us to discuss how generative AI is shaping your discipline in terms of education and research. The meetin...

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### How much global warming will we...

There have been two major scientific debates in recent years about how much climate change we are likely to...

30 APR

### Financial FITNESS

PERA Q/A

PERA Question and Answer Session

30 APR

### IGR Career Advising Drop-In Hours at ...

Need help with: Resumes/CV/Cover Letter/Career Exploration/internship/Search/Networking/interview...

[Apply for Admission](#)[Visit Campus](#)[Support CU Boulder](#)

### Get Help

[Safety & Health Services](#)[COVID-19 Information](#)[Campus Communications](#)

### Getting Around

[Campus Map](#)[Campus Events](#)[Parking & Transportation](#)

### Information for

[Faculty & Staff](#)[Families](#)[Journalists](#)

### Initiatives

 [Business & Industry Collaborations](#) [Diversity & Community Engagement](#) [Free Speech](#)



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### Information for

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[Families](#)

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## Initiatives

 [Business & Industry Collaborations](#) [Diversity & Community Engagement](#) [Free Speech](#) [Innovation & Entrepreneurship](#) [Public & Outreach Programs](#) [Sustainability](#) [Understanding Your Cost of Attendance](#)

# Be Boulder.



University of Colorado Boulder

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[Accessibility](#) • [Student Consumer Information](#) • [Land Acknowledgement](#) • [Policies](#) • [CU Boulder Jobs](#)

Download the [Clery Act Annual Security & Fire safety report](#), or request a paper copy from the CU Boulder Police Department.



# Explore Academic Programs

Majors    Minors    Graduate Programs    Certificates

Our undergraduate degree programs allow students to specialize in a specific area of study. You can filter our degree options by topic of interest or by selecting a college, school or program. Students may customize their education by combining majors, minors and certificates.

## Filter majors by topics:

- Architecture
- Business & Finance
- Cognition & Language
- Construction & Design
- Earth & Environmental Sciences
- Education
- Engineering
- Global Studies
- Health & Society
- History & Debate
- Humanities
- Humans & Behavior
- Languages & Cultures
- Law & Policy
- Marketing & Communication
- Math & Computing
- Media & Information
- Natural Sciences
- Social Sciences
- Space
- Teaching & Curriculum

## Aerospace Engineering (BS)

Degree: Bachelor of Science (BS)

College/School: Engineering & Applied Science

Level: Undergraduate

## Anthropology (BA)

Degree: Bachelor of Arts (BA)

College/School: Arts & Sciences

Level: Undergraduate

## Applied Computer Science (Postbacc-BS)

Degree: Postbaccalaureate Bachelor of Science (Postbacc-BS)

College/School: Engineering & Applied Science

Level: Undergraduate

## Applied Mathematics (BS)

Degree: Bachelor of Science (BS)

College/School: Engineering & Applied Science

Level: Undergraduate

## Architectural Engineering (BS)

Degree: Bachelor of Science (BS)

College/School: Engineering & Applied Science

Level: Undergraduate

## Art History (BA)

Degree: Bachelor of Arts (BA)

College/School: Arts & Sciences

Level: Undergraduate

## Art Practices (BA)

Degree: Bachelor of Arts (BA)

College/School: Arts & Sciences

## Art Practices (BFA)

Degree: Bachelor of Fine Arts (BFA)

College/School: Arts & Sciences

## Asian Studies (BA)

Degree: Bachelor of Arts (BA)

College/School: Arts & Sciences



# Meet the Stakeholders



Erin Frazier

Assistant Vice Chancellor of  
Constituent Experience and  
Technology



Christopher Panetta

Brand Research Program  
Director



Nicole Waldrip

Associate Director of UX  
Strategy and Design

To make the school website a more  
user-friendly and accessible experience for  
the CU demographic and beyond.

# 223

Total Responses!

Page Title	Views	Users	Views per User
Academic Programs	1,021,347	443,369	2.30
Applications	926,394	196,561	4.71
Buff Portal	829,844	404,307	2.05
Undergrad CU Boulder	735,222	164,926	4.46
Admissions	613,130	361,754	1.69

# Survey Development

What information do you most often visit the website to find? Select up to 3: \*

- Tuition Information
- Scholarship/Financial Aid Information
- Application Information
- Degree Requirements/Class-Specific Information
- Advising Information/Career Services
- Academic/Events Calendar
- Housing Information
- Campus Life Information
- Other: \_\_\_\_\_

# Data Collection & Bias

Faculty Name	Department	Did They Help?
Seth Hornstein	Computer Science	Y
Maciej Zagradzki	Computer Science	Y
David Quigley	Computer Science	Y
Maribeth Oscamou	Computer Science	Y
David Bolton	Physics	N
Michael Dubson	Physics	N

## Leadership & Involvement

### Enhancing the CU Boulder Website: Your input matters!

Our team is thrilled to announce an exciting initiative aimed at improving the user experience of our university's main webpage. Our goal is to better understand how we can enhance the accessibility and functionality of our main web page to serve you better.

As valued members of the CU Boulder community, your insights are invaluable in shaping the future of our digital platform. Take the survey to have your voice heard and help shape the future of our university's digital platform.

Interested in diving deeper into this project? We're forming a case study group and we welcome student participation. These sessions will provide a platform for in-depth discussions and collaboration on our project objectives and strategies.

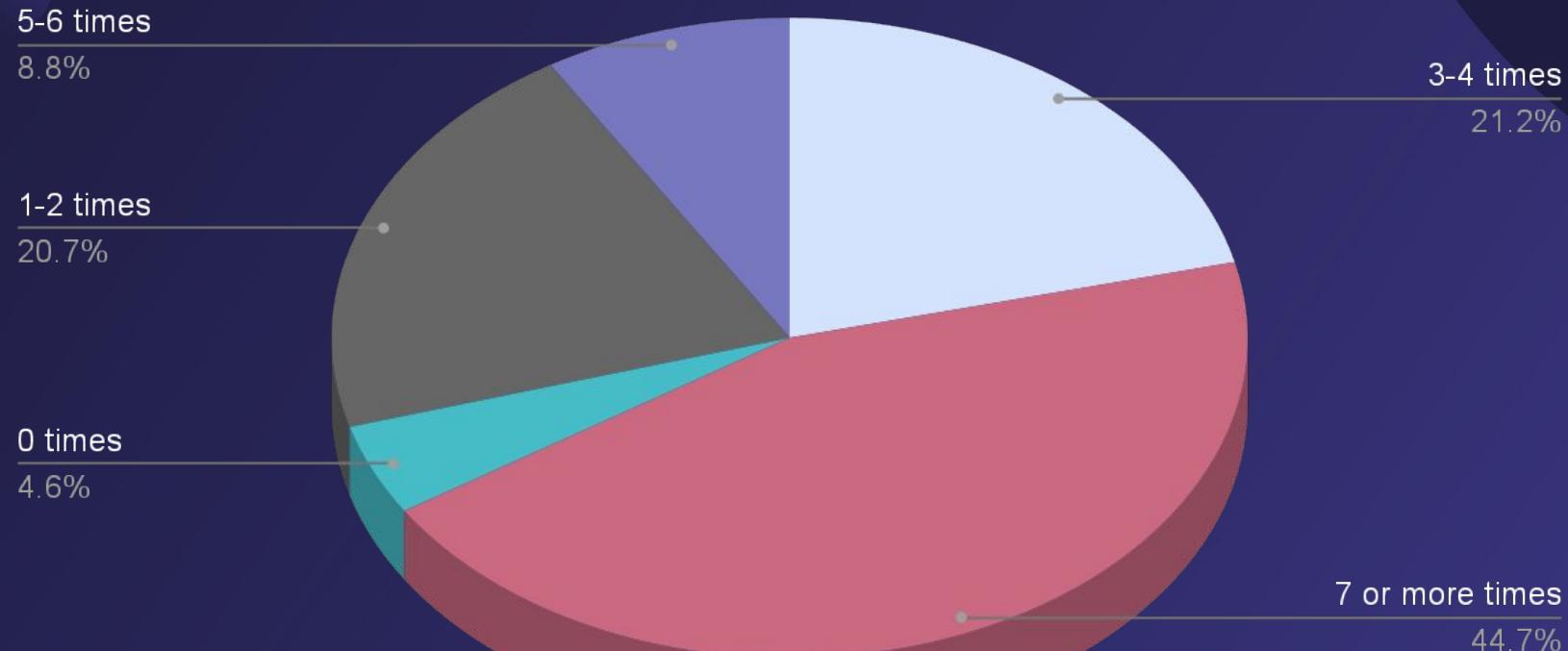
#### Case Study Group Sessions

- Monday: 5-6 p.m.
- Tuesday: 10-11 a.m. / Noon-1 p.m. / 2-3 p.m.
- Wednesday: 12:15-1:15 p.m.
- Thursday: Noon-1 p.m. / 1:30-2:30 p.m.
- Friday: 10-11 a.m. / 12:15-1:15 p.m.

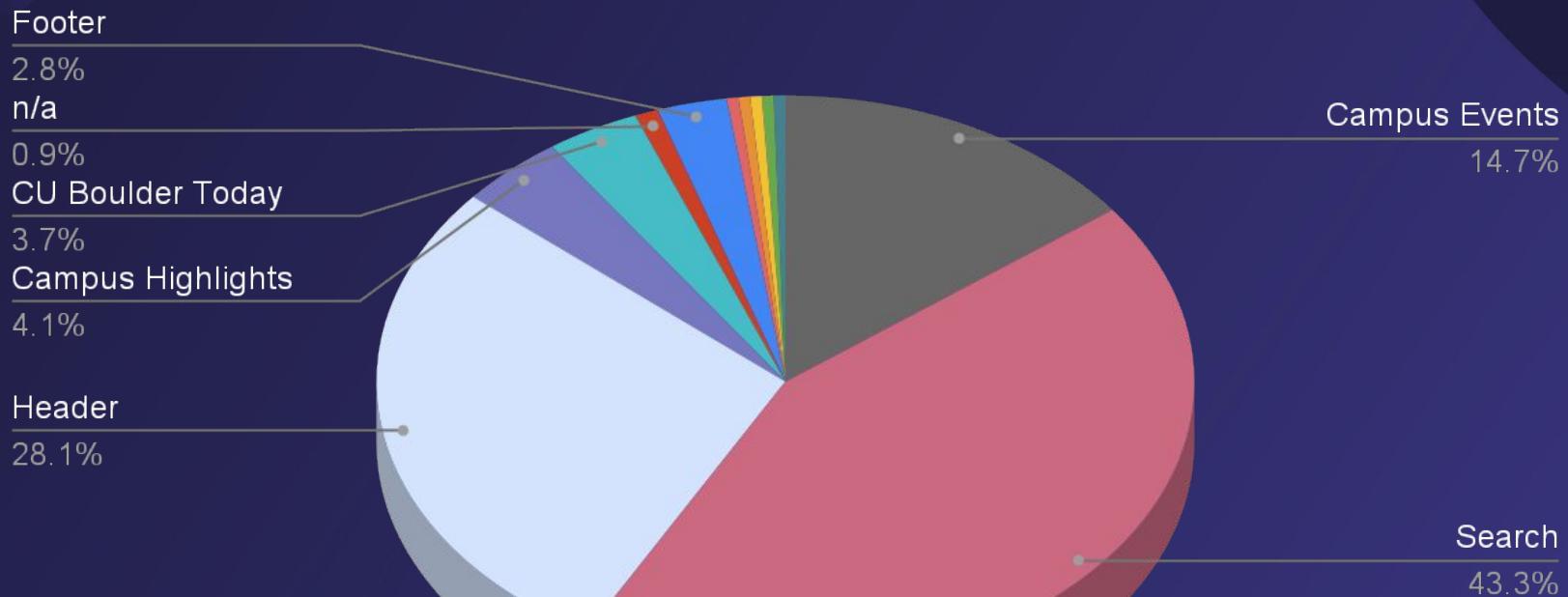
#### Case Study Signup

If you have any questions or need further information, please reach out to [Kira Velez](#), [Solas Thompson](#), or [Evan Tseng](#).

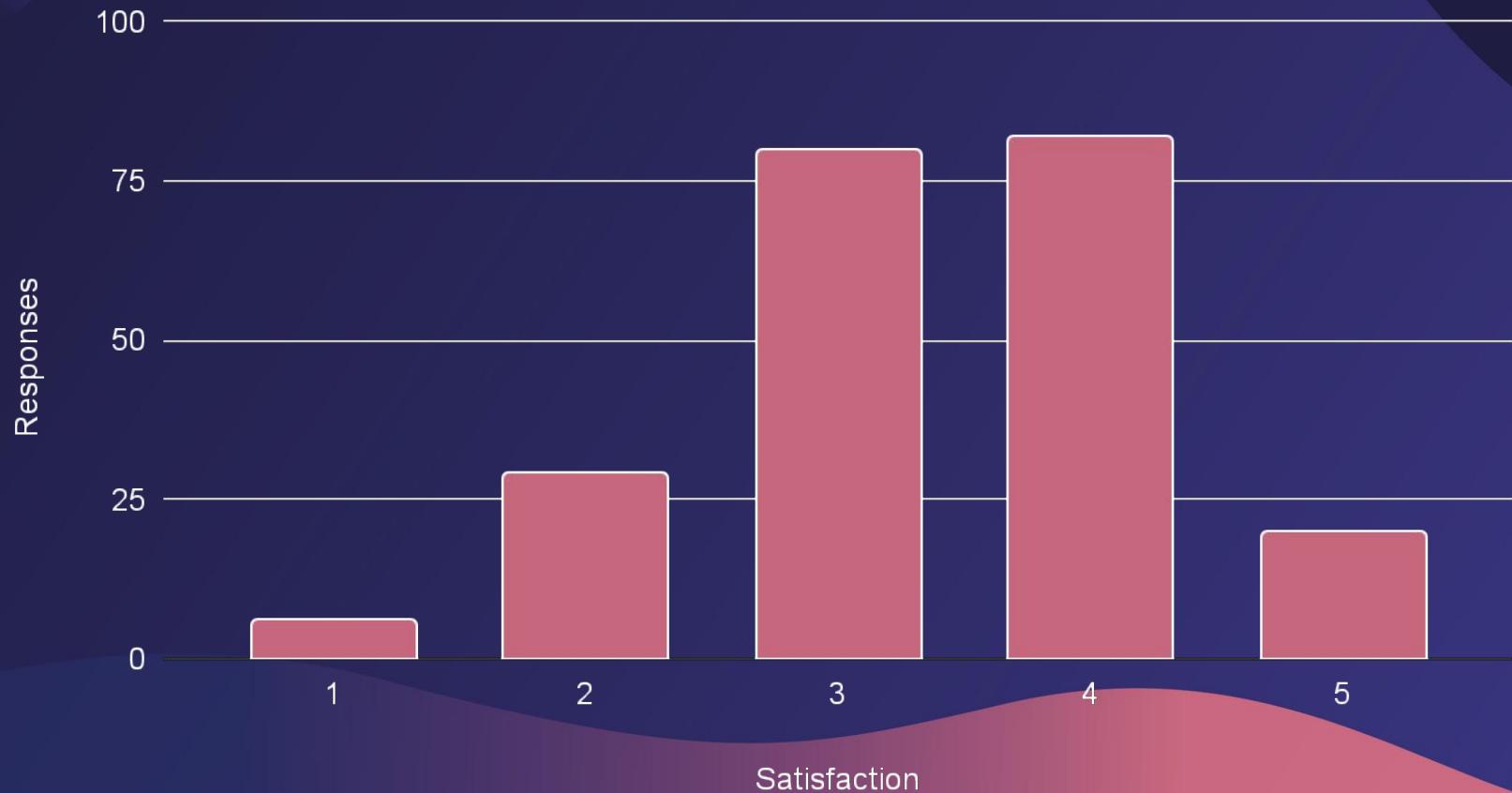
# # of Visits - Annually



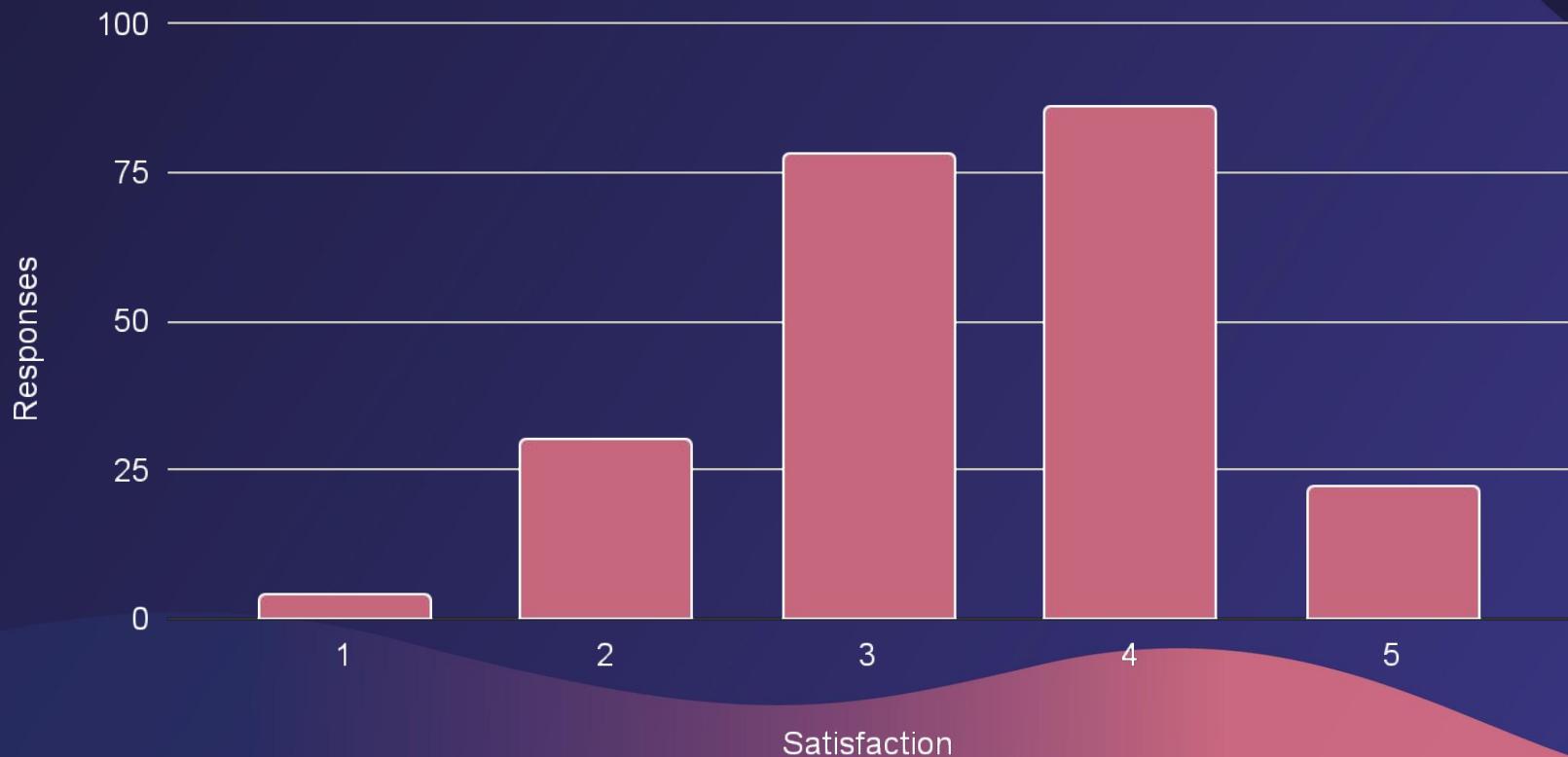
# Helpful Features



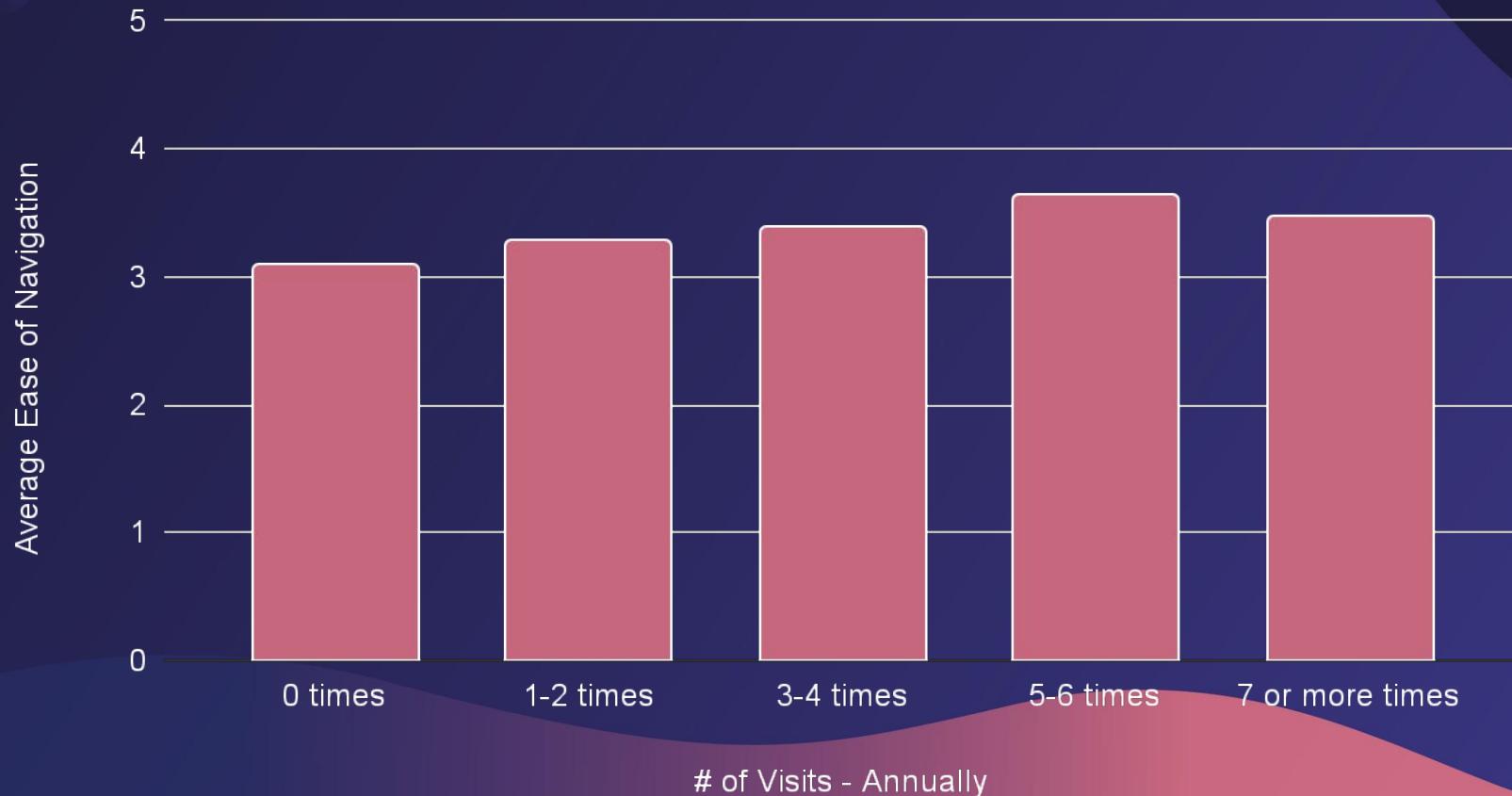
# How satisfied or frustrated do you feel while using the website?



How easy or hard is it for you to navigate the school website and find the information you need?



# Ease of Navigation with Experience





To ensure that all subsites may be accessed through the main website because it is hard to find the **exact information** for a specific topic.



Although the campus map and possibly google maps street view could give you a good idea of the campus' views, I think it would be beneficial for incoming students of whom have not yet visited the campus to be able to virtually step foot on campus, and be able to visualize themselves on campus.



When hovering over the **navigation** bar options, it would be beneficial to have a drop-down of options (such as when hovering over "Admissions," there could be a list that drops down, including "Undergraduate Admissions," "Application," "Graduate Admissions," etc.)



For example, I look at my degree, minor and class requirements at different locations and compare. It would be cool to have a **feature** that can generate the ideas of **combining the major and minor** and necessary classes for both.



Sometimes on the website, it is **very hard to find what I'm looking for** and often requires **navigating** to multiple pages just to figure out what page I need to navigate to. I believe that a more comprehensive navigation bar would be beneficial.

## Feedback on How to Improve the Webpage

[OUR STORY BEGINS HERE](#)

## ACADEMICS

The University of Alabama's academic offerings empower our students to explore their passions, build their dreams and transform the world.

**Undergraduate**

UA offers more than 100 majors and programs of study in eight different degree-granting colleges and schools.

**Graduate**

Our 120+ graduate programs push students to realize their potential and reach the highest levels of achievement.

**UA Online**

Complete courses and earn degrees around your own schedule from anywhere in the world.

[FIND COURSES & PROGRAMS](#)[ACADEMIC CALENDAR](#)

COMMENCEMENT

**UA to Hold Spring 2024 Commencement May 3-5**

RESOURCES &amp; TIPS

[Get Ahead in Your Career by Going Abroad](#)

AWARDS &amp; HONORS

[UA Sweeps Top Fulbright Producer Honors for First Time](#)

AWARDS &amp; HONORS

[UA Inducts 5 into Educator Hall of Fame](#)

EVENTS

[Spring into March with Fun Events](#)[NEWS CENTER](#)[CALENDAR](#)

## COLLEGES AND SCHOOLS

[Arts and Sciences](#)[Capstone College of Nursing](#)  
[Communication & Information Sciences](#)[Community Health Sciences](#)  
[Culverhouse College of Business](#)[Education](#)  
[Engineering](#)  
[Graduate School](#)  
[Honors College](#)  
[Human Environmental Sciences](#)  
[School of Law](#)  
[Social Work](#)

## CONTACT

[College of Arts & Sciences](#)  
[Clark Hall](#)[The University of Alabama](#)  
[Tuscaloosa, Alabama 35487](#)[Dean's Office: \(205\) 348-7007](#)[Student Services: \(205\) 348-5970](#)

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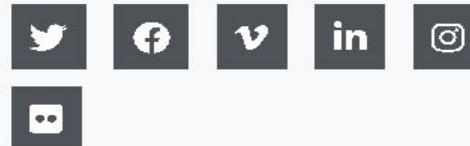
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## Pursuing Excellence

Casey Beidel and Brian Sheng-Kai Li are the recipients of the 2024 Pyne Prize, the highest general distinction for undergraduates.



## Advancing Scholarly Knowledge

Pasquale Toscano, José de Jesús Montaño López, Geneva Smith, and Ryan Unger are Jacobus Fellows, the top honor for graduate students.

## Study at Princeton

Our approach to learning combines the best aspects of a great research university and an outstanding liberal arts college.

[Areas of Study >](#)

[Learning Abroad >](#)

[Undergraduate Admission >](#)

[Graduate Admission >](#)

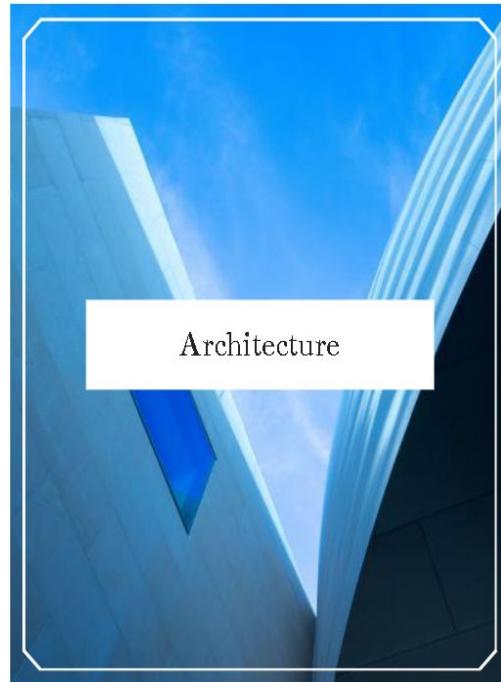
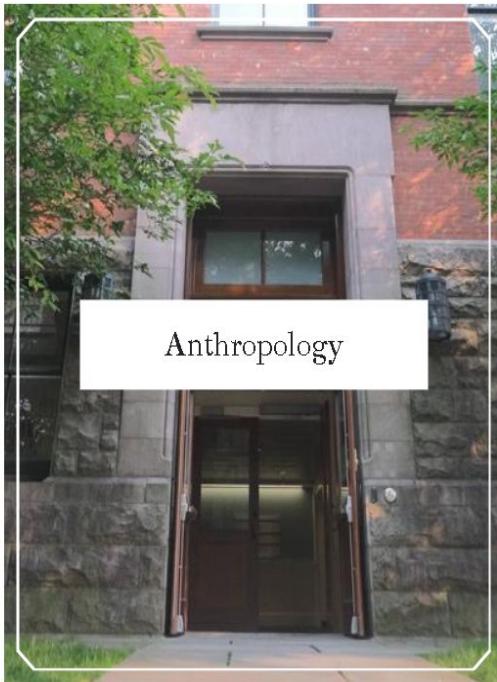
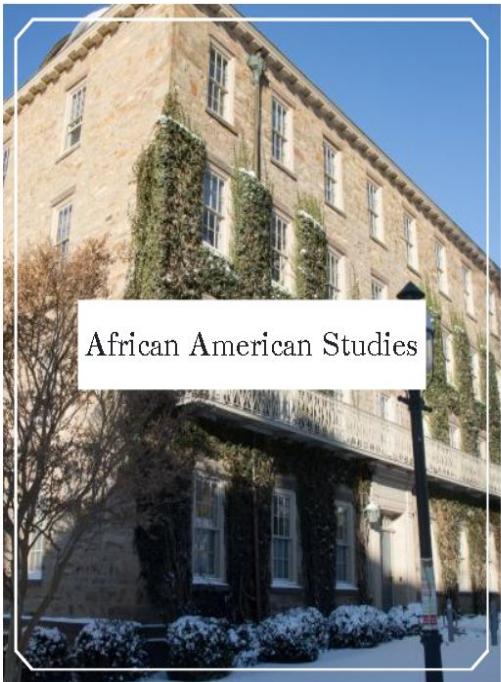


## Degree Type

- Bachelor of Arts (A.B.)  Bachelor of Science and Engineering (B.S.E.)

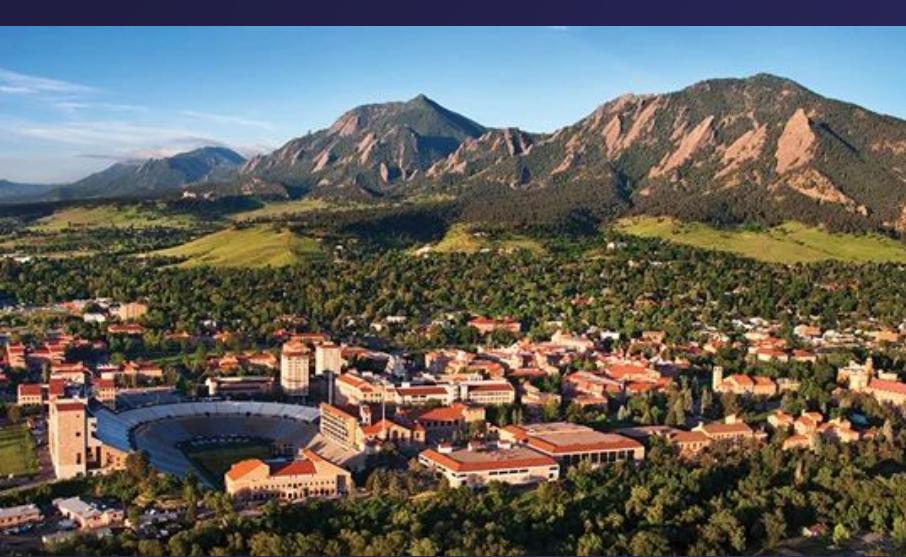
Search

SUBMIT



# ASU

ALABAMA STATE  
UNIVERSITY



# Future Recommendation



Surveys



Identified problems



Proposed Solution

# New and Improved CU Webpage

The screenshot shows the homepage of the University of Colorado Boulder website. At the top left is a search bar with a magnifying glass icon and a clear button. To its right is a user profile icon showing a profile picture and the name "Sarah Johnson". The main navigation menu is on the left, featuring a vertical list of links: "Meet Boulder", "Academics", "Research", "One Community", and "Admission & Aid", each with a right-pointing arrow. On the right side, there's a large banner for "VENTURE Inside" with the tagline "From the Present to the Possible" and a "Athletics" link. Below this is the "COLORADO BUFFALOES" logo with the slogan "Go Buffs". At the bottom, a dark footer bar contains links for "News", "Events", "Work at Boulder", "Student Links", "Alumni", "Giving", "Inside Boulder", and a lock icon.

X

University of Colorado Boulder

Meet Boulder >

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Research >

One Community >

Admission & Aid >

VENTURE Inside

From the Present to the Possible

Athletics

COLORADO BUFFALOES™

Go Buffs

News Events Work at Boulder Student Links Alumni Giving Inside Boulder 🔒

# Next addition

The image shows the homepage of the University of Colorado Boulder website. At the top right is the university's logo, "University of Colorado Boulder". On the left, there is a navigation menu icon consisting of three horizontal lines. On the far right is a search icon. The main content area features a large photograph of two young women smiling and laughing while working together at a desk. To the left of the photo is a dark sidebar containing text and links. The sidebar title is "Study at Colorado Boulder". Below it is a paragraph about college being a place to pursue passions, build strengths, and chase goals. There are four links in the sidebar: "Areas of Study >", "Learning Abroad >", "Undergraduate Admission >", and "Graduate Admission >".

Study at Colorado Boulder

College should be about you. A place to pursue your passions. To build upon your strengths. A place to chase after your goals and realize your ambition. Because college is all about challenging yourself, making friends and discovering ideas that ignite your imagination. At CU Boulder, you'll thrive with the freedom to explore-and dream-without constraints.

[Areas of Study >](#)

[Learning Abroad >](#)

[Undergraduate Admission >](#)

[Graduate Admission >](#)

# Improvement to News and Events



Social



[Read more at CU Boulder Today](#)

[Calendar](#)



Thank You!  
Any Questions?