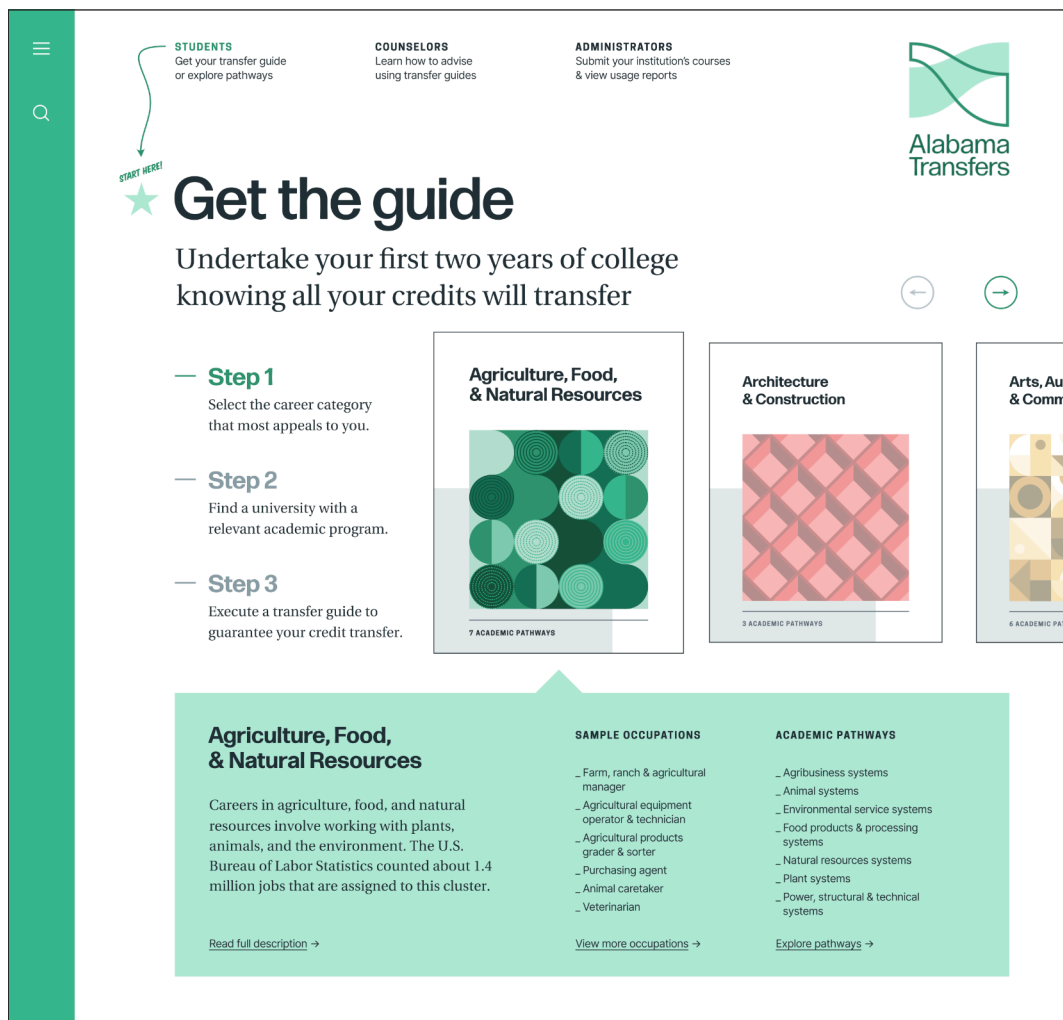The new site better fills the needs of our core audiences by giving them the right information at the right time.

RENEWED FOCUS

The current STARS website houses a wealth of information, but it presents it with little regard to whether the reader is a student, an advisor, or a committee member. All the info anyone could need is available for those who are willing to sort and filter through it – and, to be clear, it was no small feat to assemble it all in one place – but now that we've done so, we can step back and reevaluate the ways that different groups of users actually *use* the site.

Serving students first

The primary group that we need to serve is students. They have the least information and need the most support; advisors and committee members can be trained to use the site, but many students will simply arrive at the site with no prior knowledge, nor any clear goals for what they want to accomplish. The site should help them establish their goals and quickly identify the possible actions they can take to accomplish them.

Students:

- Think about fields of study broadly, not about specific degree requirements;
- Often "shop around" for programs, universities, and fields of study;
- Lack a clear vision for their future.

We meet these needs by:

- Starting with "career clusters" and drilling down to academic pathways;
- Letting students browse pathways without needing to commit;
- Connecting academic pathways to careers.
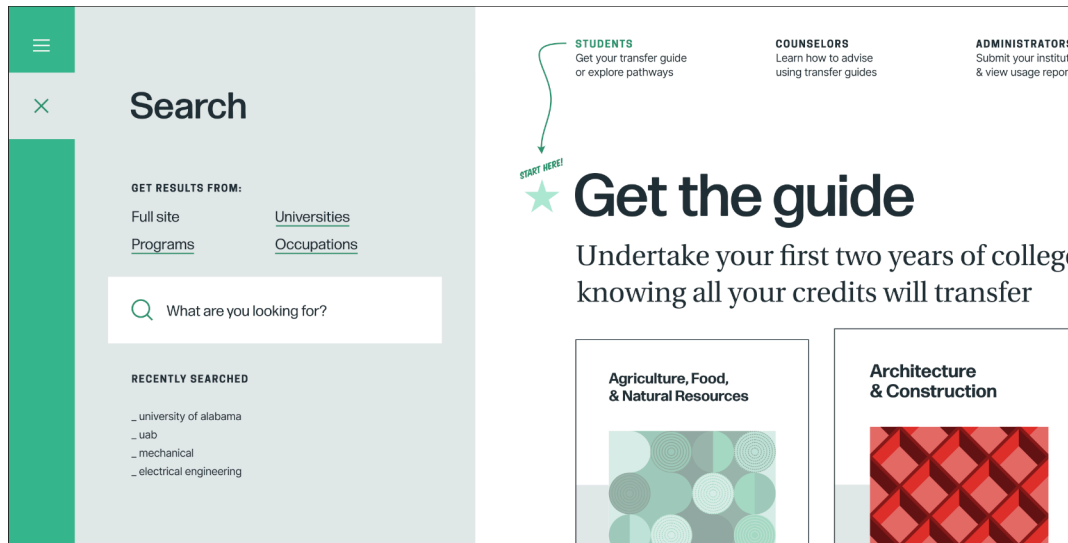
Advanced search

That will not be everyone's preferred way to browse. Rather, it's the best way to browse for students who don't know what they want; others who already know what they want can use advanced search. Advisors and committee members can also use search to jump to the exact pages they need.

OPTIMIZED INFORMATION ARCHITECTURE

Even though advisors and committee members will have more training and better specified goals for using the site, we should still make it easy for them to use it. Thus, we've reorganized the site's information architecture to support the specific tasks they undertake, instead of lumping together all the information they might need for any given task.

Advisors

For advisors, the site surfaces the training and resources they require to advise students along their transfer paths.

Admins & faculty

Administrators and faculty who are responsible for liaising between their institution and the AGSC need to understand the appropriate procedures for submitting courses and templates. They also need to be able to generate usage reports specific to their institution.