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CIS 320

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January 18, 2020

Assignment 1

Some of the most common business processes across the research departments are news and social media, events, for researchers tab, and funding pages. All of the schools contain information on the landing page about current news and links to their social media. Many schools have widgets that display recent social media posts. Adjacent to the events and social media content is usually an events widget or link of some sort with dates of upcoming events. The majority of the schools also have a "For Researchers" tab that contains relevant information to that audience. Lastly, funding pages are on nearly all of the schools' websites. They generally list any numbers related to their funding and have appropriate links for any other information or requests related to funding.

Some of the least common business processes across the research departments are forms, recognition, mission statements, and collaborations. It's not necessarily that the forms are not present somewhere in the webpage. They are just hard to find. A few of the school's are able to make them easy to find, while others may take some digging. A couple of schools have a recognition page where users can look through and see some of the accomplishments highlighted by the school. UC named theirs "Our Impact" with infographics that give a general idea and links underneath for full reports that contain even more information. This type of page is missing from many other schools'

webpages. Another thing absent from most research pages were a mission statement. While it can be beneficial, listing a research departments mission statement is not completely necessary. Lastly, something that was not too common was a collaborator page. Many of the schools did not have a dedicated spot for this which was surprising.

The best practice organizations are Duke, Hawaii, Nebraska, and UC. All four of the organizations' research pages are simplistic, containing only the main processes a user needs. It is organized logically, making it easy for users to navigate. Other organizations are cluttered with links, drop down tabs, and other less useful content. The majority of the schools have identical information and business processes, but the best practice organizations are able to organize it in a way that emphasizes the important stuff and doesn't distract users with less important content. Easy navigation is important for a web site if it is going to be used to drive funding and these four sites were the easiest to navigate.

Duke's research page was the most effective and efficient. Modeling UofL's research page after it and the other best practice schools would bring much needed change to the web page. The most important business process would likely be funding. Duke, Nebraska, and UC each have a tab dedicated to funding. For each respective site, the tab has plenty of information that would be useful to researchers, industries residents, and the community. Any funding related content can be found here, with appropriate links and information a user might need such as funding opportunities, connections, and more.

Another business process to consider adding would be dedicated tabs for the different audiences. This is an effective way of separating unrelated content. For

example, Nebraska's page has dedicated tabs "For Researchers" and "For Businesses." Most pages only have a dedicated tab for researchers, but after analyzing Nebraska's "For Businesses" tab, it would be worth considering both for UofL's page.

Including a partnership/collaboration business process should also be considered. Right now there is an Innovation & Engagement tab, so keeping something similar but more fleshed out would be ideal. Showing some of the partnerships and collaboration efforts would be a good example for students, residents, industries, and communities looking to get involved. Duke had a good example of something that UofL could replicate. Their site had a "Find A Collaborator" section that simplifies the process of getting into contact with the right people and getting access to their published work, funding sources, and more.