2018 ITS Summer Internship Program

Challenge

The original ITS Internship website was just a block of HTML pasted into Drupal making it difficult to update regularly, especially for those without HTML experience. Additionally, the page was designed very differently than other ITS web pages and hid the "apply" information at the very bottom of the page.

The previous version of the website

Solution

The ITS Internship website revamp uses Drupal more effectively, utilizing the modules and functionality that Drupal provides to its developers. The organization of Internship information has been optimized and the site's content updated. The vision for the website was to model it after other ITS web pages in order to give the applicant a feeling of cohesion and officiality. Furthermore, the site now utilizes a Drupal webform to seamlessly integrate the internship application into the site and makes managing applications more intuitive for future years.
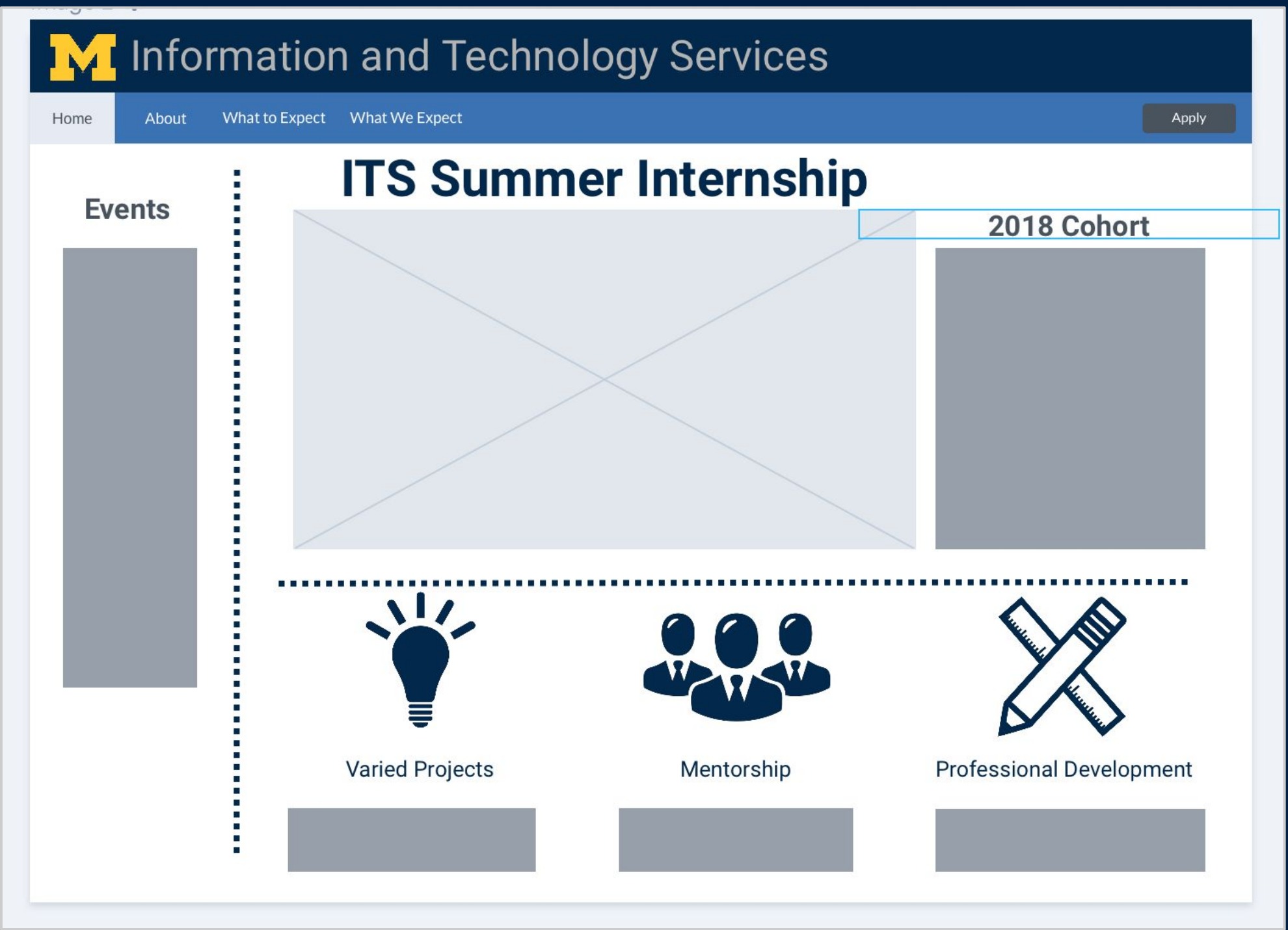
ITS Internship Site Revamp

Redesigning the ITS Internship website to be more cohesive with other ITS web pages.

It took many iterations to reach the published version of the site. We utilized multiple user surveys displaying mockups made with the Marvel design application. Using these mockups, we did A-B user testing among the ITS interns. We also worked closely with the Web Team to learn more about how to use Drupal and how to format the site to fit ITS standards.

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One of the initial mockups of the new site

A Better Application Experience

The site is designed to entice future applicants to apply to the ITS internship. Applicants now have a better idea of what the internship entails by learning about the projects of previous interns. The internship committee will be able to access applicant data and view metrics directly through the database created by the Drupal webform. This is a drastic improvement from the third-party surveying tool that was used in previous years.

An example of an applicant spreadsheet generated by Drupal

Follow Up

This website was redesigned with the intention that those with little technical experience are able to edit and access the site information. The hope is that the site will have increased visibility to potential applicants.

Special Thanks to:
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