

COMPETITIVE ANALYSIS

Overall Navigational Comparison:

First we looked at the home pages of each of the five university websites we chose to get a sense for what they each think is crucial information to present on the home page. This table lists the navigational elements on the home page of each of the five websites we chose as well as that of University of Illinois (UI).

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Admissions	Discover SJSU	About UT	About Stanford	About Harvard	About Us
Current Students	Future Students	Academics	Admission	Admissions & Aid	Academics
Parents & Families	Current Students	Athletics	Academics	Schools	Arts & Culture
Faculty & Staff	Faculty & Staff	Campus Life	Research	Resources & Offices	Athletics
Alumni	Alumni & Community	Community Engagement	Life on Campus		International
Friends & Visitors		Research			Library
		Students			Public Engagement
		Faculty			Research
		Staff			
		Alumni & Friends			

In addition to these main navigational elements, the University of Illinois website (UI) also has resources for various users (future students, current students, alumni, etc.), as well as tabs for the various colleges/schools. We think it would be best to leave information about the colleges under the Academics tab to keep all the information organized and prevent redundancy. Some of the other universities have the user control resources positioned differently, with secondary navigation tabs above or below the main bar. Stanford places its user control on the right hand side under a 'Gateways for' navigation bar. Harvard has a secondary navigation tab above their main tab including information to 'Apply' as well as user control tabs. Both UT Austin and UCSD have secondary tabs for the various colleges and other additional info. UCSD's tabs are not organized in a very clear way in that it is hard to tell what the most important information is and it seems as though there are links (sometimes redundant) that lead to all possible information, without keeping any information concealed.

Navigational Element Count:

We then tallied up the number of websites that shared each tab to give us a visual understanding of the most common navigational elements and help us rule out unnecessary ones. Navigation can be divided into user control and other general elements so we created two tables to help us categorize. The table below shows our tally count for the user control-related tabs on each of the five websites as well as the current design of the University of Illinois website.

Navigational Tab	Website Count
Current Students	XXXXXX
Future Students	XXXXX
Parents	XXXX
Faculty & Staff	XXXXXXX
Alumni	XXXXXXX
Friends/Visitors	XXXXXXX
Neighbors	X
Undergraduates	X
Graduates	X
Media	X

The table below shows our tally counts for what we classify as general elements present on the websites.

Navigational Tab	Website Count
Admissions	XXXX
Colleges & Schools	XXXX
About	XXXXXXX
Maps & Tours	XXX
Campus Life	XXX
Diversity	XX
Health System	X
Community	XX
Athletics	XXX
Academics	XXXX
Research	XXXX
Library	XXX
Continuing Education	X
Jobs	X
Resources	X
Arts & Culture	X

Looking at this table, we decided that the most common and important general navigational tabs were ‘**About Us**’, ‘**Admissions**’, ‘**Academics**’, ‘**Research**’, and ‘**Athletics**’. We incorporated these tabs as our main navigational elements on our redesign of the UI website because they are consistently incorporated in the websites of other universities and cover what we think is the most important information. We also decided to create a secondary navigational tab that incorporates the user control elements (Current Students, Parents, Alumni, etc.). It is good to include the user control elements on the home page to provide direct access to visitors of the site, but the key focus of the home page is to publicize. Therefore it is smartest to highlight things such as research and athletics and keep user control secondary. Each of the tabs speaks to a different user, with ‘Admissions’ and ‘Academics’ speaking to students and parents, ‘About Us’, ‘Research’, and ‘Athletics’ speaking to media, alumni, fans, and students as well.

It is important to note that we changed the names and labels of many of the existing labels on the UI website. Some of the existing labels (Public Engagement, for example) are in an esoteric jargon that is hard for new visitors to the site to understand and do not easily convey the meaning of the labels. The labels we have chosen are much more straightforward and relevant to a variety of user needs.

‘About Us’ Submenus:

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Mission Statement	Academics	Campus Profile	Stanford Facts	Harvard At A Glance	Administration
Principles of Community	Administration & Leadership	Visiting Campus	Annual Report	FAQ	Campus Overview
Chancellor & Leadership Team	Athletics	Campus Tours	History	Academic Experience	Community
Campus Profile	Calendars & Events	Rankings & Kudos	Visitor Information	Maps & Directions	Diversity
	Initiatives & Partnerships	Administration	Campus Tours	Directories	Explore Illinois
	King Library	Sustainability	Maps & Directions	Harvard’s Leadership	Online Campus Tours
	News	History & Traditions	Dining	Harvard’s President	
	Research	Arts & Attractions	Shopping		
	Visit SJSU	Life in Austin	Virtual Tours		
		Corporate Connections	Offices & Administration		

			University Policies		
			News & Events		
			Stanford Daily		
			Event Calendar		

*Because of UCSD’s unclear home page structure, clicking on the ‘About’ menu doesn’t actually provide submenus but rather has sections of information with various links which is what we included as their sub tabs. Obviously this is a design choice we do not agree with. Stanford’s ‘About’ page also has some redundant headers and too many links so we condensed the list to make the above table.

‘About Us’ Element Counts:

Element	Website Count
Mission Statement	X
Community	XX
Administration	XXXXXX
Campus Profile	XXX
Academics	XX
Athletics	X
Calendars & Events	XXX
Initiatives & Partnerships	X
Library	X
News	XX
Research	X
Visit & Tours	XXXX
Rankings & Kudos	X
Sustainability	X
History	XX
Attractions	XX
Life in...	XX
Corporate Connections	X
Maps & Directions	XX
Facts	XX
FAQ	X
Directories	X
Diversity	X

From this table, we decided the most important elements to have in our ‘About Us’ section are **Mission Statement, Administration, Campus Tours, and Facts & Rankings**. While ‘Mission Statement’ is not frequently utilized in these sites, we think it is important to express the intent and purpose of the university to prospective students and their parents so that it is understood clearly what the university is about. We think it is a good idea to keep the ‘Campus Tours’ and ‘Administration’ labels from the original website because this information might be of interest to prospective students as well as professors or other individuals looking for a job at the university. Lastly and most importantly, ‘Facts and Rankings’ would make a great addition to this menu because it is a great way for the university to show off its accomplishments all in one place.

‘Academics’ Submenus:

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Undergraduate Degree Programs	Classes	World-Class Education	Schools		Honors
Departments & Programs	Colleges and Departments	First-Rate Faculty	Departments & Programs		Entrepreneurship
Graduate Degree Programs	Degrees and Majors	Global Experience	Academic Calendar & Courses		Online Education
List of Undergraduate Department & Program Advisors	Academic Advising Hub	Outstanding Facilities	Undergraduate Academic Life		Major Academic Units
List of Graduate Departments & Advisors		Academic & Career Support	Graduate Academic Life		General Information
		Beyond the Classroom	Professional, Continuing, K-12		Resources
		Colleges & Schools			Technical Support/Resources
		Areas of Study			

Harvard’s website does not have a section dedicated to ‘Academics’, but rather it keeps related info under the ‘Admissions & Aid’ page. We would opt to have an ‘Academics’ page but keep it limited. UT’s website has tabs that are not relevant in our opinion and are so minor that, rather than devoting entire pages to them, they should just be a small section of content on an existing page. UI’s website does not even make a

distinction between undergraduate and graduate academics and doesn't have a clear section devoted to the various departments.

'Academics' Element Counts:

Element	Website Count
Undergraduate Degree Programs	XXXX
Departments & Programs	XXXX
Graduate Degree Programs	XXXX
Undergrad Advisors	XX
Graduate Advisors	X
Classes	XX
World-Class Education	X
First-Rate Faculty	X
Global Experience	X
Outstanding Facilities	X
Academic & Career Support	X
Beyond the Classroom	X
Academic Calendar	X
Professional, Continuing,K-12	X
Honors	X
Entrepreneurship	X
General Info	X
Resources	X

Based off of these counts, we decided that the 'Academics' page should include menus for **Undergraduate Degree Programs, Graduate Degree Programs, Departments, and Advising**. Our biggest complaint with this section of UI's website is that there is no distinction made for the different types of students and we attempt to remedy this by creating separate labels for undergrad and graduate degree programs. It is also important to have all the departments clearly listed as a way for students who do not know what they are interested in yet to explore new opportunities. 'Advising' is also an important tab because current and prospective students will most likely make use of counselors and advising at some point in their college careers. We didn't feel like labels such as 'Honors', 'Entrepreneurship', and 'Technical Resources' belonged

on this page or required their own subpages because they do not cater to a large enough audience and aren't the most important questions when thinking of Academics.

'Admissions' Submenus:

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Undergraduate Admissions	SJSU Impaction Information	First-time Freshmen	Undergraduate Admission	Undergraduate	Early Planning
Freshmen	I Want To Apply For Admission	Transfer Students	Graduate Admission	Graduate & Professional Schools	Academic Life
Transfers	Educational Opportunity Program (EOP)	Former UT Students	Vice Provost for Graduate Education	Continuing Education	Campus Life
International Students	I Have Applied For Admission	Summer Transients	Graduate Diversity	Summer Programs	Blogs
Admission Events	I Have Been Admitted	International Undergrads	Postdoctoral Positions		Visits
Campus Tours	I Am An International Applicant	Coordinated Admission Program	Office of Financial Aid		Cost
Undergraduate Colleges	Housing at SJSU	Counselors	Funding Graduate Study		Apply
Graduate Studies	Introduction to Academic Majors	Graduate Students	Continuing Studies		Admitted
	Spartans Athletics	Law School	SCPD/Stanford Online		Parents
			Business School Exec Ed		Counselors
			Law School Exec Ed		
			Ed Program for Gifted Youth		
			Complete Listing		
			Summer Session		

*SJSU's website doesn't have submenu options but simply different links for different phases of the application process. These links are listed in the table above.

‘Admissions’ Element Counts:

Element	Website Count
Undergraduate Admission	XXX
Freshman	XX
Transfer	X
Graduate	XXXX
International	XXX
Housing	X
Campus Tours	X
Apply	XX
Summer	XX
Admitted	XX
Financial Aid	XX
Continuing Studies	XX
Counselors	XX

Based on these counts, we have selected **Undergraduate Admission, Graduate Admission, International, Financial Aid, and Apply** as our submenu options. Applicants can be grouped as either undergraduate or graduate and within undergraduate, further divided into freshman or transfer applicants. We have grouped these two together under the category of ‘Undergraduate Admission’. We feel ‘International’ is important to keep separate as the process for international students can be very different than from typical applicants. ‘Financial Aid’ is also a crucial tab to have as this is often a key concern for applicants and their families. ‘Apply’ is a good tab to have simply because it is a place to organize all dates and deadlines and other necessary information about the application process.

‘Research’ Submenus:

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Office of Research Affairs	Resources for Faculty and Student Research	About	Independent Labs	Research News	Research News

Research for Faculty and Staff	Contributing to the Community	Commercializing Technology	Research Centers (A-Z)	Research Resources at Harvard	Research Administration
View Research Opportunities	Opportunities for Undergrads	Off-Campus Research Sites	Schools	University Research Administration	Research Compliance
Undergraduate Research Portal	Support for Research	Resources for Researchers	Academic Departments (A-Z)	School Research Sites	Research Initiatives by Major Academic Unit
		Find a Researcher	Interdisciplinary Programs		Institutes, Centers, and Multi-Disciplinary Research Centers
		Research Recognition	Stanford University Libraries		
		Postdoctoral Office	Libraries & Collections (A-Z)		
			Online Catalog (SearchWorks)		
			Ask a Librarian		
			Undergraduate Research		
			Dean of Research		
			Research Policy Handbook		
			Office & Resources		

‘Research’ Element Counts:

Element	Website Count
Undergraduate Opportunities	XX
Resources	XXX
News	XX
Research Centers/Labs	XXX
Staff/Faculty	XX

Resources	
Off-Campus Research Centers	XX

We have selected **Opportunities, Resources and Funding, Research Centers/Labs, and News** as our labels for this section. People who view this section of the website include current and prospective students, alumni, professors, and corporate partners. Students would be most interested in research opportunities and lab availability. Professors and corporate partners would be most interested in resources and news in order to keep updated on what has been accomplished and what is in the works. Funding is an important part of this page as funding is the backbone of any research venture and is what makes it possible.

‘Athletics’ Submenus:

UCSD	SJSU	UNIVERSITY OF TEXAS AT AUSTIN	STANFORD	HARVARD	UNIVERISTY OF ILLINOIS
Teams	Home	Athletics	Sports	Sports	Fighting Illini
Schedules	Teams	NCAA & Conference	Schedules	Inside Athletics	Recreation and Exercise Facilities and Services
Athletic Giving	Schedules	Especially for Longhorns Fans	Tickets	Facilities	Support the Illini
Triton Gear	Inside Athletics	Fitness and Wellness	Fan Zone	For Fans	Show Your Pride
Recruits	Donate	High School Sports	Recruits	Tickets	Community Sporting and Recreation Information
Camps	Tickets		Inside Athletics	Recruits	
Fan Zone	Fan Zone		Facilities	Recreation	
The University	Shop		Multimedia		
			Buck/Cardinal Club		
			Shop		

‘Athletics’ Element Counts:

Element	Website Count
Inside Athletics	XXX
Fan Zone	XXXXX
Schedules	XXX
Tickets	XXX
Donate/Give	XX
Teams/Sports	XXXX
Shop/Gear	XXXX
Recreation/Exercise	XXX
Recruits	XX

For the Athletics page, we have chosen **Teams/Sports, Schedules, Tickets, Fan Zone, and Shop/Gear**. We figured that most visitors to the website are fans interested in keeping up with the teams and attending games. Other people who visit this page might be prospective students who could find information about recruiting and rankings under ‘Teams’. Because athletics is such a money-driven area, it is important to have a section called ‘Shop/Gear’ to attract fans to purchase gear and support the teams both financially and with school spirit.