

Competitive Analysis of 5 Websites

This document examines the navigation elements of five sites. It includes the main navigation, the user navigation, and the sub sections of the main navigation.

Main Navigational Elements

Princeton University	uTexas	UCB	Stanford	University of Louisiana Lafayette
About Princeton	About Us	About Berkeley	About Stanford	About Us
Academics	Academics	Applying to Berkeley	Admission	Admissions
Admission & Aid	Athletics	Academics	Academics	Academics
Arts	Campus Life	Research	Research	Campus Life
International	Community Engagement	Teaching	Campus Life	Research
Library	Research	Working		
Research		Campus life		
		Public Service & Community		
Administration & Services		Visiting & Getting Around		
Campus Life		Administration & Services		
Visiting Campus				

Main Navigation Element Count

Element	Count
About	XXXXX
Academics	XXXXX
Admission/ Aid	XXX
Athletics	XX
Applying	X
Arts	X
Campus Life	XXXXX
Research	XXXXX
Community/ Public Service	XX
International	X
Teaching	X
Library	X
Working	X
Administration & Services	XX
Visiting/Getting Around	XX

Main Navigation Final Selection

Main Navigation
About
Academics
Admissions & Aid
Campus Life
Research

A lot of the websites include a lot of navigational elements. This may be helpful when there are no sub tabs. However, we found that a lot of tabs may lead to some confusion or cause a lost of interest in the users. For these reasons, we chose the links that we thought were most helpful for the main tasks. Although this does not include a lot of info, we make up for it on the secondary pages as well as a user type navigation.

User Type Navigation Elements

Princeton	uTexas	UCB	Stanford	University of Louisiana Lafayette
Students	Students	Students	Students	Future Students
Faculty & Staff	Faculty	Prospective Students	Faculty/Staff	Current Students
Alumni	Staff	Faculty	Parents	Faculty & Staff
Parents & Families	Alumni & Friends	Staff	Alumni	Alumni & Donors
Undergraduate Applicants		Cal Parents		
Graduate School Applicants		Alumni & Friends		
		Quick Links		

User Type Navigation Element Count

Element	Count
Students	XXXXX
Prospective/Future Students	XX
Faculty/Staff	XXXXX
Parents	XXX
Alumni/Friends/Donors	XXXXX
Undergraduate Applicants	X
Graduate Applicants	X
Quick Links	X

User Type Navigation Final Selection

Secondary/User Type Final Selection
Students
Faculty/Staff
Parents
Alumni

When making the use cases, we found that these users were the most popular. When thinking about the people actually using the website, these links focus to those users so they can find their information faster. If a user is not on the user type selection, we found that the main navigation can still offer helpful guidance to complete their task.

About Navigational Elements

Princeton	uTexas	UCB	Stanford	University of Louisiana Lafayette
Overview	Campus Profile	Overview	Stanford Facts & History	News & Events
Facts & Figures	Mission, Core Purpose	Facts at a glance	Visitor Information	Visit Campus
Princeton's History	Visiting Campus	National Rankings	Virtual Tours	Calendars
University Governance	Campus Tours	Faculty awards & honors	Offices & Administration	What makes us Distinct
Our Neighborhood	Rankings & Kudos	History of UCB	News & events	Areas of Excellence
About this Site	Administration	Timeline of discoveries		Office of the President
	Sustainability	Traditions of Cal		Administration & Offices
	History & Traditions	Tours		History
	Arts & Attractions	Chancellor & Administration		Lafayette & Acadiana
	Life in Austin	UC system overview		Employment Opportunities
	Corporate Connections			Contact Information

Potential About Navigational Elements Counts

Element	Count
Overview/Campus Profile	XXX
History/Traditions	XXXXX
Tours	XXX
Administration	XXXX
Contact/ Visitor Informatio	XX
Facts	XXX
News/Events	XX
Visit/ Neighborhood	XX
Life	X

About Navigational Elements Final Selection

Element
History/ Traditions
Campus Profile
Visitor Informatin

There was a great amount of sub-links for the about element on the main navigation. We wanted to keep our focus on having simple and easy guidance. The other sites navigations can be very confusing and the user might lose interest. Also, having a simple selection can easily tell the user they are in the wrong place so that they can go somewhere else to find what they are looking for. We also used the use cases so that these sub sections can be the most popular. There are also other links within these subsections so its still effective to have only 3 elements.

Academics Navigational Elements

Princeton	UTexas	UCB	Stanford	University of Louisiana Lafayette
Overview	World-Class Education	Academic Departments	Schools	Undergraduate Studies
Undergraduate Studies	First-Rate Faculty	Colleges & Schools	Departments & Programs	Graduate Programs
Graduate Studies	Global Experience	Course Listings/Schedules	Academic Calendar & Courses	Online Programs
Departments & Programs	Outstanding Facilities	Teaching & Learning Division	Undergraduate Academic Life	Honors Programs
Courses	Academic & Career Support	Graduate Division	Graduate Academic Life	Colleges & Departments
Learning Beyond Campus	Beyond the Classroom	UC Extension, Summer Classes, Study Abroad, lifelong learning	Online Learning	Majors & Degrees
Online Learning	Colleges & Schools	BerkeleyX (edX MOOCs)	Professional, Continuing, K-12	Courses & Schedules
Nondegree Programs		Registrar's Office		Academic Catalogs
Advising		Tele-Bears(Class Enrollment system)		Academic Calendar
Support Services		Academic Calendar		Academic Support Services
Academic Offices		Libraries		Academic Affairs
Academic Guides		Advising & tutoring services		Awards & Recognition
Policies		Bookstore (textbooks)		Evening & Continuing Ed

Potential Academics Navigational Elements Counts

Elements	Count
Academic Departments	XXXX
Colleges & Schools	XXX
Undergraduated Studies	XXX
Graduate Studies	XXXX
Courses/Schedules	XXX
Online/ Beyond Classroom	XXX
Academic Offices/Facilities	X
Academic Calendar	XXX
Advising	XX
Academic Life	X
Academic Catalogs	X

Academics Navigational Elements Final Selection

Elements
Academic Departments
Undergraduate Studies
Graduate Studies
Beyond Classroom

We found that we can narrow down the academics based on undergraduate, graduate, and beyond classroom. These are the users that are most likely to visit the academics. They will have more links on the 3rd level pages. The beyond classroom can include online classes and off campus classes. This makes the categories very simple and easy to find your department and classes.

Admissions & Aid Navigational Elements

Princeton	UTexas	UCB	Stanford	ULouisiana Lafayette
Undergraduate Admission & Aid	Undergraduate Admission	Undergraduate Admissions	Undergraduate	Considering UL Lafayette?
Financial Aid for Undergraduate Applicants	Graduate Admissions	Graduate Admissions	Graduate	Visit with Us
Financial Aid for Current Undergraduates	Future Students	Transfer, Re-entry & Student Parent Center	Financial Aid	Paying for College
Graduate School Admission	Financial Aid	International student admissions	Professional, Continuing, K-12	First-Time Freshmen
	Tuition	Disabled Students' Progra	Summer Session	Re-entry Students
		Fees (undergraduate & graduate)		Transfer Students
		Financial Aid, Scholarships & fellowships		Graduate School
		Summer sessions		Online Programs
		Continuing education (UC Berkeley Extension)		International Students
				Non-degree Programs
				Veterans

Admissions & Aid Navigational Element Counts

Element	Count
Undergraduate Admissio	XXXXX
Graduate Admission	XXXXX
Financial Aid	XXXX
Transfer/Re-entry	XX
Summer Session	XX
International Students	XX
Fees/Paying	XXX
Online Programs	X

Admissions & Aid Navigational Element Final Selection

Elements
Undergraduate (UCAS)
Undergraduate (non- UCAS)
Masters
PhD

These categories are also very similar to the academics. They are simple and are meant to guide the user to their designated areas. We found that these are the people that are most likely going to be viewing the admissions element or looking for financial aid.

Campus Life Navigational Elements

Princeton	UTexas	UCB	Stanford	ULouisiana Lafayette
Annual Events	Getting Involved	Enertainment	Arts & Culture	Get Involved
Arts, Events & Exhibitions	Living & Eating	Sports & Recreation	Athletics & Fitness	University Housing
Athletics & Fitness	Health & Wellness	Student Affairs	Student Life	Public Safety
Campus Media	Explore & Have Fun	Equity, Inclusion & Diversity	Public Service	Campus Traditions
Health & Well-Being	Sports & Recreation	Housing & Dining	Getting Around & Campus Safety	Fun Around Campus
Housing & Dining	Getting Around	Career Center		Student Services
Engagement & Service	Safety & Security	Student Organizations & Activites		Clubs & Organizations
Diversity & Community		Health & Safety		Student Affairs
Religious Life		News & Media		Recreational & Club Sports
Student Organizations		Student Resources A-Z		Greek Life
		Shopping(Cal gear-Computers)		Student Government Association
				Student Union
				University Bookstore

Campus Life Navigational Element Counts

Element	Count
Annual Events	X
Athletics & Fitness/ Recreation	XXXXX
Campus Media/ News	XXXXX
Health & Well-Being	XXX
Housing & Dining/ Eating	XXXX
Religious Life	X
Student Organizations	XXX
Diversity & Community	XX
Engagement & Service	XXX
Explore/Have Fun	XXX
Safety & Security	XX
Get Involved	XX
Student Life	X
Arts & Culture	X
Traditions	X
Greek Life	X
Student Affairs	XX

Campus Life Navigational Elements Final Selection

Elements
Fitness & Recreation
Campus Media
Housing & Dining
Health & Fitness
Student Organizations
Explore & Have Fun

These elements were the most popular when current students or prospective students are looking for. They contain easily categorized elements so the rest of our site can be simple to follow as well. We found that we should only have these elements because information doesn't repeat on the other elements and their path can be straightforward.

Research Navigational Elements

Princeton	UTexas	UCB	Stanford	ULouisiana Lafayette
Research Areas	About	Research portal (policies, funding, support)	Doing Research at Stanford	Research for a Reason
Affiliated National Labs	Commercializing Technology	Research programs & units (A-Z)	Dedicated Research Center	Research Offices
News & Events	Research Units & Centers	Faculty expertise database	Integrated Research & Teaching	Funding Opportunities
Celebrate Princeton Invention	Off-Campus Research Sites	Libraries	Libraries	Centers & Laboratories
Discovery: Research at Princeton	Resources for Researchers	Museums & Collections	Undergraduate Research	Research Park
University Research Board Annual Report	Find a Researcher	Research publications		For Researchers
	Research Recognition	Undergraduate Research Office		
		Seti@Home		

Research Navigational Element Counts

Elements	Count
Research	XXXXX
News & Events	X
Research Offices	XXXX
Libraries	XX
Undergraduate Research	X
Research Center	XX

Research Navigational Element Final Selection

Elements
Doing Research
Research Offices
Libraries
Resources

This was by far the most difficult grouping category. The stanford site had really nice and simple organization so we didn't want to confuse the users like the rest of the sites. Since we thought these elements were confusing, we did something similar to stanford where there were few elements so that we can group the most difficult information on later pages so the users who are really interested in them can reach them.