

# WSU Website Redesign

## Project Background

The last major redesign of the WSU website was in 2006. A user survey in summer 2013 found needs for improvement with:

- Inconsistent, confusing navigation
- Compatibility with mobile devices

Surveys of stakeholders (deans, VPs, admissions) yielded requests for:

- Ease of access to important info for prospective students
- More visual, icon-based navigation and features

## Participants

Marketing & Communications worked with the IT Web Development group, getting additional assistance from web developers in other university divisions, such as Student Affairs and CE, as well as members of the Web Management Portfolio.

## Goals and Reasons

Change of homepage focus from “all audiences” to prospective students foremost:

- The website is one of the university’s most important marketing and recruiting tools.
- Virtually any prospective student is visiting your website, and a negative experience can cause them to dismiss you before you even knew they were considering you.

Create more straightforward navigation.

- Survey results found people don’t care what a site looks like nearly as much as they care about finding what they’re looking for.

Create a mobile-friendly site framework.

- Mobile traffic to the WSU website is at about 15 percent and constantly increasing.

## Process

- Studying analytics, survey results and stakeholder input to determine “must-have” homepage content
- Creating new homepage features and organization
- Revising and testing new navigation
- Creating new top-level landing pages for Admissions, Academics and Student Life
- Site design and user testing with all audiences including prospective students, current students, faculty, staff and alumni

**To preview the new site, visit [test.weber.edu](http://test.weber.edu).**

**You can also replace “www” with “test” on any WSU site to view it in the new template.**

### **New Features**

- **Showcase image:** Rotates through images and messages highlighting various areas, initiatives and major events at WSU.
- **Admissions feature:** Prospective students can click on icons to find the information they look for most -- applying, academic programs, costs and financial aid.
- **Featured events:** Pulls a selection of upcoming events from the main university calendar.

### **Navigation Changes**

- **Dropdown “mega-menu”:** Topic-based menu containing the most-used links in each category, and links to new landing pages with expanded information.
- **Universal top navigation:** A bar across the top of every page on the site links to pages for faculty/staff, current students and visitors, along with icons to access popular features like the university calendar, search, A-Z index and the eWeber portal.
- **Expanded universal footer:** A reference area at the bottom of every page that contains popular links, access to directories and links to WSU’s social media accounts.

### **Mobile-Friendly Responsive Design**

- Instead of information getting smaller, it reorganizes and stacks for easy scrolling.
- Content from all pages on existing websites in WSU’s Site Manager system will automatically transition to new designed templates. You can preview any site by replacing “www” with “test” (<http://www.weber.edu/chp> changes to <http://test.weber.edu/chp>). *Note: content from the “test” site is from last spring.*
- The depth of this transition is beyond redesigns at most universities, where only the top few levels of the site are truly mobile-friendly.

### **Launch Date**

Sunday, September 28.

### **Follow-Up Support**

- We have been proactively fixing any display issues that have arisen in our test environment ([test.weber.edu](http://test.weber.edu)).
- The Web Development team, Marketing & Communications, and campus designers will be on call to fix and troubleshoot any issues not identified during the test phase.

## **eWeber**

In addition to the new website, the eWeber portal is being redesigned. The new eWeber will soon be released in a Beta demo version to test its functionality and gather user feedback.

### **What's New**

- Icon-based, open app store approach
- New features
  - Shared global navigation toolbar
  - System notifications (password expiration, Code Purple updates)
  - Predictive search capability
  - Direct login to apps
  - Responsive apps and overall mobile-friendly design

### **Timeline**

- Beta phase will run from October through December 2014.
- Final switchover to new eWeber will occur in January 2015.

## **How You Can Help**

The website redesign efforts so far have focused on the top level of WSU's site: a new homepage and several new or improved landing pages. The project doesn't end here.

The next phase will address content, organization and navigation of other sections of weber.edu, such as majors pages and college/department sites.

As you look through what is new on the site, please think about what features or changes you would like to see carried through or implemented in this next level of the project.

You can submit feedback any time via the Feedback channel in eWeber.