

# Web Modernization Program

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Oct. 26, 2018

[uta.edu/redesign](http://uta.edu/redesign)

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# Agenda



- Status updates
- Discovery findings
- Technology & Infrastructure
- Web Governance
- Timeline review
- Next steps

# Status & Timeline Update

- Finished Discovery stage
- Contract is pending final approval
- Technical design
- Sitecore setup in AWS (Amazon Web Services)
- Starting Creative Design stage

*University of Texas at Arlington*

# Discovery Findings

(selected highlights)

*Scope, Success Criteria, & Vision*

# PROJECT SUMMARY

## UTA-DEFINED SUCCESS CRITERIA

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**1 /**

*Improve site  
to increase  
enrollment*

**2 /**

*Increase  
response to  
“calls-to-  
actions”*

**3 /**

*Increase site  
traffic*

**4 /**

*Increase  
mobile  
sessions*

**5 /**

*Decrease  
bounce rate*

## PROJECT SCOPE

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*The purpose of this engagement is to deliver a new web experience on the Sitecore Experience Platform. The scope of this engagement includes the following properties:*

- *All pages that share the global navigation of the current homepage found at <https://www.uta.edu/uta/>*

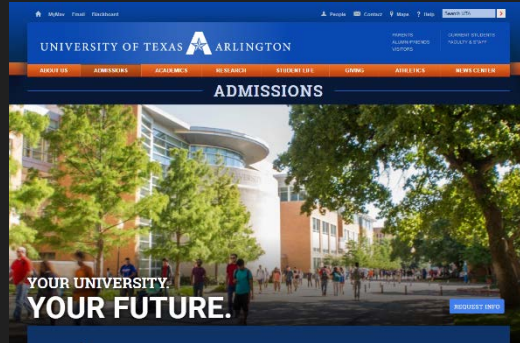
*The following uta.edu subsites and subdomains:*

- *<https://www.uta.edu/business>*
- *<https://www.uta.edu/studentaffairs>*
- *<https://www.uta.edu/provost>*
- *<https://www.uta.edu/maps>*
- *<https://www.uta.edu/orientation>*
- *<https://giving.uta.edu>*

# INITIAL MIGRATION



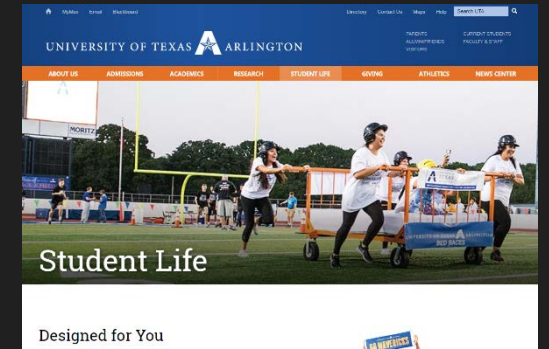
Homepage



Admissions



Apply



Student Life



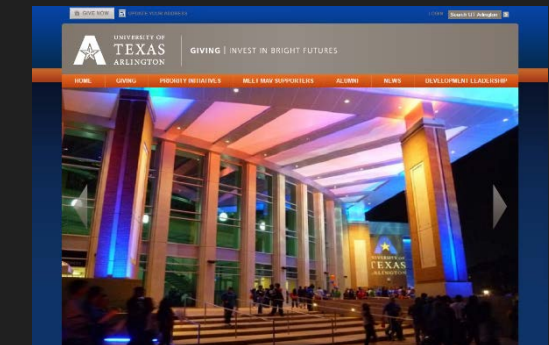
Academics



Visit



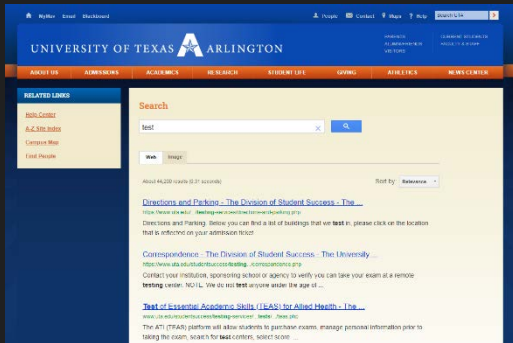
Research



Giving



# INITIAL MIGRATION



Search



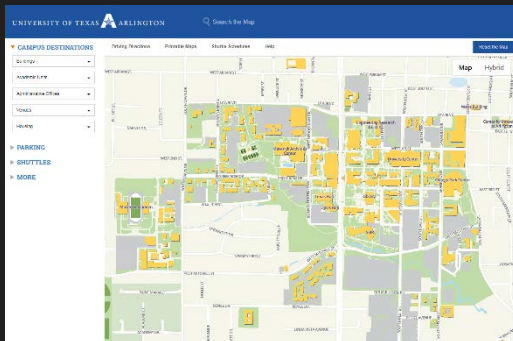
News Center



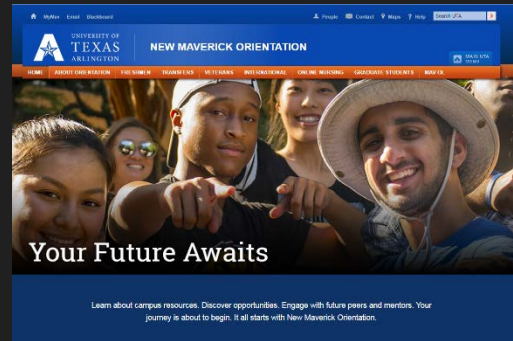
Provost



College of Business



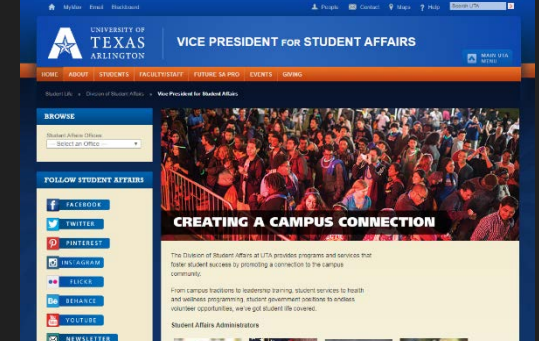
Campus Map



Orientation



Student Affairs



VP Student Affairs

*Interviews*

# WHAT WE HEARD

*Our Audience*

# INTERVIEWS

20

Total Sessions

81

Total Participants

## Stakeholders


- President
- Steering Committee
- Faculty Senate
- Leadership Council
- Institutional Advancement
- Provost, Deans, and Associated Deans
- Project Advocates
- Enrollment
- Staff Advisory Committee

## End Users

- International Students
- Graduate Students
- Transfer Students
- Freshman Students
- Alumni
- Parents

## WHAT WE HEARD



1. We need to shift the perception of the university.
  2. UTA wants to be the university of the future.
  3. UTA understands the importance of work, study, and careers.
  4. UTA.edu is trying to be everything to everyone.
  5. The UTA visual experience is splintered.
  6. UTA.edu should work better for students and the university.
  7. It's hard to find information on UTA.edu.
  8. UTA.edu should be content first.
  9. Content management on UTA.edu is confusing and unreliable.
  10. Prospective students are the most critical site visitors.
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*End Users*

# PERSONAS



“I know I want to stay in Texas. I’d like to be close enough to my parents so that they’re accessible if I need help, but far enough away to feel independent.”

### THE SENSIBLE DREAMER

Juan has just graduated high school and heard about UTA from his friends. He heard UTA offers a quality degree with little debt, but is also concerned about student life and activities. He’s interested in learning more about the degree programs that UTA offers as he compares them with other colleges in Texas and beyond.

### GOALS

- Find the best university for him
- Determine what’s needed from him for application and acceptance
- Acquire financial means to help pay for tuition
- Graduate with minimal debt

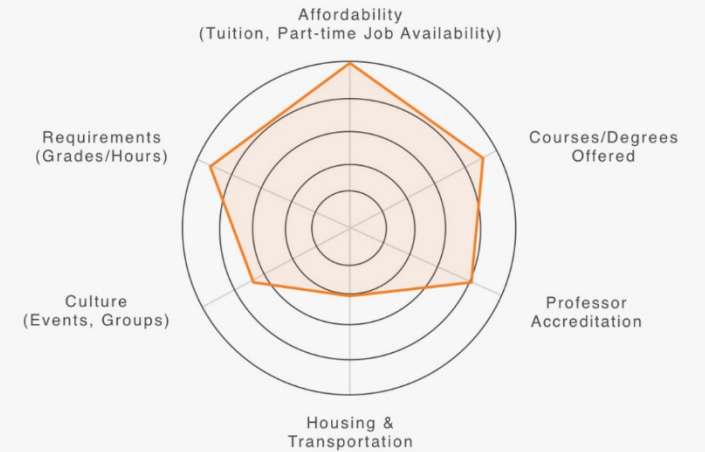
### PAIN POINTS

- Knowing what degrees are offered and which prerequisites exist
- Understanding how he’ll afford his education
- Deciding if it makes most sense to live on/off campus

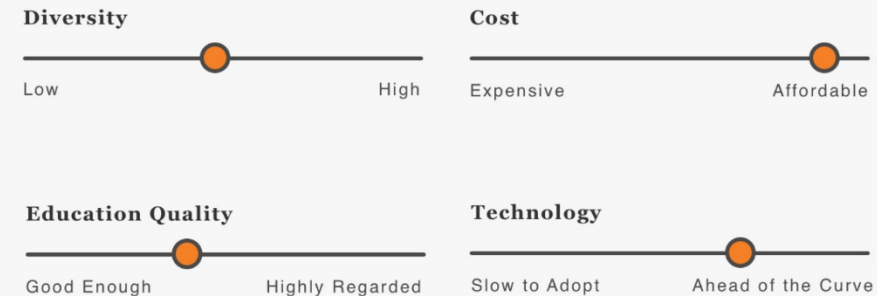
### THIRD PARTY RESEARCH TOOLS

Facebook, Review sites

### RESEARCHED TOPICS



### PERCEPTION OF UTA



PROSPECTIVE FRESHMAN STUDENT

JUAN GARCIA

AGE 18

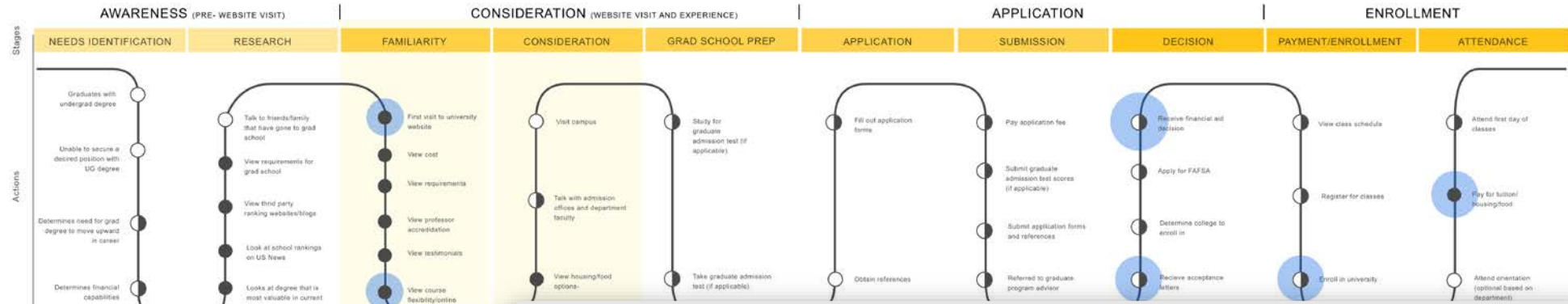
MAJOR Undecided

CURRENT EMOTIONAL STATE Excited

*Touchpoints*

# JOURNEYS

# PROSPECTIVE GRADUATE STUDENT



Stages	Feeling	Quote	Goals	Pain Points	Opps
			<ul style="list-style-type: none"> <li>Determine if grad school is next step in life</li> <li>Determine if grad school is feasible</li> </ul>	<ul style="list-style-type: none"> <li>Unable to secure desired position with undergrad degree</li> </ul>	
			<ul style="list-style-type: none"> <li>Understand requirements for grad school</li> <li>Identify list of colleges based on needs</li> </ul>	<ul style="list-style-type: none"> <li>Balancing work with the large amount of research necessary</li> </ul>	
		<p>"The map on the site is a little confusing. You have to click on the building to get details."</p>	<ul style="list-style-type: none"> <li>Determine if UTA is the right place for her</li> <li>Find out if UTA is highly regarded by alumni and independent parties</li> <li>UTA must help me kick off my career once I graduate</li> </ul>	<ul style="list-style-type: none"> <li>Graduate student content is non-intuitively buried under admissions</li> <li>Unable to find on-campus job opportunities</li> </ul>	1 / 2 / 5 / 6 / 7 / 8 / 9 / 12 / 13 / 14 / 15 / 16

## A CLOSER LOOK

**FAMILIARITY – First Visit to University Website**

*"The map on the site is a little confusing. You have to click on the building to get details."*

*Quote*

- Determine if UTA is the right place for her
- Find out if UTA is highly regarded by alumni and independent parties
- UTA must help me kick off my career once I graduate
- Graduate student content is non-intuitively buried under admissions
- Unable to find on-campus job opportunities

*Goals*

*Site Assessment*

*Opportunities*

1 / 2 / 5 / 6 / 7 / 8 / 9 / 12 / 13 / 14 / 15 / 16

**FAMILIARITY – View Course Flexibility/Online Options**

*"Will the university provide me the flexibility needed to complete some courses online?"*

- Determine if UTA offers a variety of online curriculum/degree programs
- Commuting every day for school is not an option as my commute can be long
- Online program is a stand-alone site that is not easily accessible via site navigation

*Goals*

*Site Assessment*

*Opportunities*

1 / 5 / 6 / 14 / 15 / 16



*Foundational Creative Elements*

# VISIONING WORKSHOP

# DEFINING VISUAL TONE & PERSONALITY

In our workshop we discussed a series of themes that we felt were the best descriptors of the visual tone and personality for UTA.edu. Those were further distilled to the following themes:



## *Valuable*

*“If a student hasn’t chosen UTA, they should know it’s affordable, very accepting socially, local, it’s a solid school.”*

Source:  
What We Heard –  
*We need to shift the perception of the university.*



## *Approachable*

*“Communicate equally with academics and non-academics. Speak to them with one voice. We must all say the same thing.”*

Source:  
What We Heard –  
*The UTA visual experience is splintered*



## *Invested*

*“Our goal is to be a premier, urban university with world-class research, heavy access to information, and dedicated to student success.”*

Source:  
What We Heard –  
*We need to shift the perception of the university.*

*Assessment & Interviews*

# CONTENT

# THE GOOD NEWS

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- *There is no shortage of content.*
- *UTA.edu has strong domain authority.*
- *Relevant storytelling does exist on many of the separately branded subsites and platforms.*
- *Many of the newer pages of the site are cleanly architected and consistent in presentation; e.g.—the new homepage and global navigation*

## OTHER FINDINGS

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- **Content Architecture**

- *Inconsistency breaks user trust, fails to provide context*
  - *Navigation varies across subsites and subdomains*
- *Lack of component-based architecture for dynamic population*
- *Lack of modularity prevents opportunities for personalization*
- *Opportunity for well-modeled content*
- *No current opportunities for personalized content*

- **Voice, tone, messaging**

- *Audiences are often conflated*
- *Grammatical person, voice, and tone are inconsistent*

- **Analytics & SEO**

- *Organic search is #1 referrer*
- *#2 is direct (redirect strategy is imperative)*
- *Academics and Admissions are top non-operational content*
- *Current student areas get considerable traffic*

*Strategies & Opportunities -*

# FUTURE STATE

*Continue*



*“The website is more than just a gateway to the university. In my mind, it’s a gateway to repositioning the university.”*

  
Dr. Vistasp Karbhari

## A Content Strategy in Six Parts



**1 /**

*Lead with  
Content*

**2 /**

*Prioritize  
Prospective  
Students*

**3 /**

*Change  
Perceptions*

**4 /**

*Focus the  
Experience*

**5 /**

*Govern  
Through  
Iteration*

**6 /**

*Do it All  
With Data*



# 1 / Lead with Content

## **Strategies**

- *Define messaging that maps to the new audience hierarchy*
- *Develop a voice and tone that resonates with specific audiences*
- *Redirect the focus from a “page” to a “content type”*
  - *Content should always be **connected***
- *Structure is Freedom*
  - *Make the machines do the work*
  - *Populate content dynamically*

## **Outcomes**

- *Consistent messaging and content hierarchy builds user trust (e.g. decreased bounce rate, drop-offs throughout the funnel)*
- *Seamless workflows with reduced overhead for content managers*
- *Improved SEO*

# OPPORTUNITIES

Key: Rightpoint will deliver foundational elements. UTA must build upon those.

Out of scope for this phase. Foundational pieces can be leveraged later.

	1. Lead with Content	2. Prioritize the Prospective Students	3. Change Perception	4. Focus the Experience	5. Govern Through Iteration	6. Do it With Data
1. Empathize with your audience	●	●	●	●		
2. Embrace immersive storytelling	●	●	●	●		
3. Create a new, flexible templating system				●		●
4. Collaborate on messaging hierarchy	●	●	●	●		
5. Timely Content	●	●	●	●	●	●
6. Promote the faculty-student relationship	●	●	●			
7. Drive prospects through a conversion funnel	●	●	●	●		●
8. Highlight the campus and facilities			●			
9. Showcase academic partnerships		●	●	●		
10. Separate internal and external experiences		●		●	●	
11. Promote consistency			●	●	●	●
12. Adapt the experience to the device				●		
13. Create integrated campaigns	●		●	●		
14. Target the navigation		●		●		
15. Architect for personalization	●	●	●	●		●
16. Improve the search experience	●	●		●	●	●
17. Create an integrated digital ecosystem						

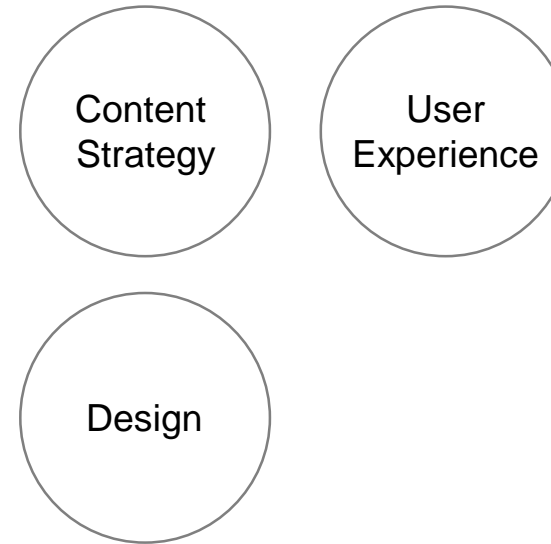
*Lead with Content / Prioritize Prospective Students*

# 1. Empathize with Your Audience

The current expression of UTA—language, voice, tone, navigation, and content—frequently showcases the priorities and interests of UTA rather than those of the prospective student.

## Related UTA Business Outcomes:

- Increased Student Enrollment & Retention
- Improved Marketability
- Optimized Navigation & Search
- Enhanced Audience Personalization
- Improved Usability



## How to make it happen:

1. Define a consistent audience hierarchy for the new experience
2. Prioritize the experience around prospective student interests, needs, and intents
3. Create new visual design system that speaks to the new audiences
4. Validate behavior flows and priorities with actual end-users

**EXPANDED PRESENTATION TO BE PROVIDED SOON**



*WebRedesignTeam@uta.edu*

# Technology & Infrastructure

- **Sitecore**  
Leading-edge CMS platform
- **Coveo for Sitecore**  
Enterprise search engine
- **AWS (Amazon Web Services)**  
Quick, scalable, and highly-available hosting platform
- **Monitoring and Alerts**  
For site performance and availability
- **Analytics**  
Powerful insights with Sitecore and Google analytics

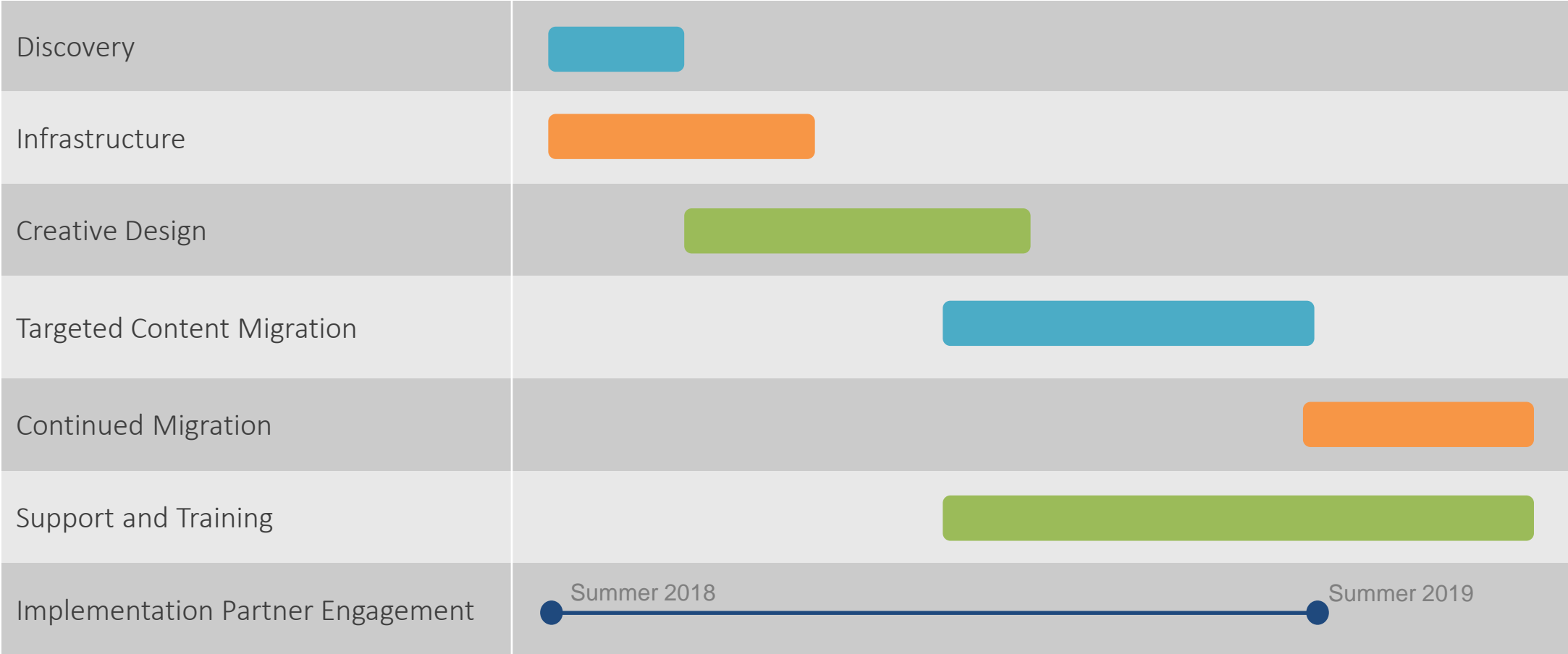


# Web Governance

- A way of building and sustaining alignment on a web communications strategy
- Initial migration
  - Define roles & business processes
  - Establish community



# Est. Project Timeline



# Next Steps

- Migration preparation
  - Content mapping & tagging (Fall 2018-Spring 2019)
  - Content strategy & guidelines (Spring 2019)
- Training (Spring 2019)
- Migration into Sitecore (Summer 2019)



# Review

- Questions or Comments?
- [WebRedesignTeam@uta.edu](mailto:WebRedesignTeam@uta.edu)

