

## **Home Page Goals and Objectives**

Chico State Web Redesign Project

April 6, 2009

### **Goals**

**TO ACCOMPLISH:** Change our audience perception about our site to easy to use with a welcoming feeling, and with a positive depiction of Chico, the campus, and student life.

- Shift audience of home page from internal to external
- Tell Chico State's story, and effectively showcases our strengths and achievements
- Create a clearly established visual hierarchy
  - Streamline information
  - Group similar information together
  - Highly requested items easier to find
- Provide up-to-date news, photos, stories and events

**TO COMMUNICATE:** Chico State is a safe, friendly, and beautiful campus, with a top-notch academic program that is well balanced with extra curricular learning experiences and outdoor recreational activities.

**TO PROVIDE:** Information and resources to our external audiences while still providing functionality to our internal audiences.

### **Objectives**

Qualitative and quantitative data gathered during the research phase of the Web Site Redesign Project provided the Web Design Team with a wealth of information about the CSU, Chico Web site and its users. A review of browser statistics, user surveys, and best practices yielded information about user preferences, design strategies, and evolving technologies. The architecture and design of the new CSU, Chico home page will reflect key research findings. Additionally, the Chico Experience Research Project has provided information that will have a significant influence on site design and content.

#### **OBJECTIVE #1: ENGAGE AND INFORM EXTERNAL CONSTITUENCIES**

Prospective students and their parents are a primary audience whose preferences and specific information needs will be a design focus. Other important external constituencies include; community members, alumni, corporate partners, institutional service providers, and academic professionals who may be seeking partnerships or employment.

#### **OBJECTIVE #2: IMPROVE FUNCTIONALITY FOR ON-CAMPUS CONSTITUENCIES**

The front page will expedite access to the information and resources most frequently sought by faculty, staff, and students.

#### **OBJECTIVE #3: CLEARLY CONVEY THE "CHICO EXPERIENCE"**

Text and graphics will work together to provide a very personal and friendly web experience. Content will clearly convey the unique characteristics of the campus as defined by the Chico Experience Research Project. Text will be straight forward and engaging.

#### **OBJECTIVE #4: PROVIDE A CLEARLY ESTABLISHED VISUAL HIERARCHY**

Design will address users' preference for "easy access". Content will be streamlined, similar information will be grouped together, and highly requested items will be easy to find.

#### **OBJECTIVE #5: INCLUDE HIGH-QUALITY CONTENT THAT IS CURRENT AND RELEVANT**

News, photos, stories, and events will be used to create interest, understanding, and interaction. Graphics and text will be of professional quality, designed specifically for web use, and updated frequently to ensure relevancy and currency.