

I Design Brief

Chico State Web Redesign Project

February 2009

Goal

Design a university Web site that is attractive, easy to navigate, accessible, that effectively showcases the strengths and achievements of the University, and advertises what we have to offer. Create content that is engaging, informative, and timely for a variety of audiences. Establish visual and technical guidelines for campus-supported Web pages. Provide templates and guidelines for departments and offices.

Target Launch Date January 2010

Target Audiences

- **EXTERNAL**—Prospective students and their parents, job applicants, visitors, media, and anyone who wants to learn more about Chico State. **TYPICAL TASKS INCLUDE:** seeking information about programs, financial aid, the application process, the campus, news, events, activities, employment opportunities, student life, information about the surrounding area
- **INTERNAL**—Faculty, staff, administrators, students, anyone who depends on the Web site to complete daily tasks. **TYPICAL TASKS include:** accessing the portal, e-mail, Vista, forms, calendars, data retrieval, library, events
- **PARTNERS/SUPPORTERS**—Alumni, parents of current students, corporate partners, sponsors, and anyone interested in Chico State. **TYPICAL TASKS INCLUDE:** connecting with others, contributing and volunteering, recruiting graduates, campus news, events

Audience Perception

- **CURRENT**—Navigation is adequate, but can be confusing. Some important items are hard to find, and search results can be inadequate. Overall content is good quality although some is outdated or not Web friendly. Visual design is satisfactory, but a bit dated. It's too plain looking for some, and too cluttered for others. Photos are small and don't really tell the story of the campus or student life.
- **DESIRED**—Easy to use with a welcoming feeling, and with a positive depiction of Chico, the campus, and student life.

Message

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.

Competitive Advantage

- Competitive academic experience with accessible and passionate professors
- High success rate in job placement
- Supportive and friendly staff
- Beautiful campus and surrounding area
- Residential campus with a small college town atmosphere
- Bike friendly

Why shift audience focus

- Home page is currently geared towards internal audiences, and we would like to include our external audiences
- Current site is informative and task-oriented, however we would like to also tell the Chico State story
- High school graduates peaked between 2007-08 and will decline by 4.5 percent until 2013-14 where it will start to increase again (Western Interstate Commission for Higher Education, March 2008). To be proactive, our home page should help to sell our campus to prospective students.
- Besides drawing prospective students, this will also aid in recruiting faculty and staff.

Proposed Changes

- Redesigned home page with larger photos that tell a story and a clearly established visual hierarchy
- Highly requested items easier to find
- Audience-based pages to contain a combination of helpful links and content that tells more about the campus community
- New section on student life
- Campus and area tours, maps

Long-term Commitment

Ongoing investment of resources to provide regularly updated, timely content created for the Web (text, photos, etc)

NOTE: Conclusions were drawn from a variety of research. See the Research Summary Report for more information.