WEB SITE REDESIGN

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CLIENT: COMPUTER SCIENCE DEPARTMENT
Scope of the Redesign Project

- **Challenges**
  - Update look & feel, improve navigation
  - Branding
  - Educate external web visitors about CSD - Who Are We?
  - Provide internal web users with useful, up-to-date information
  - Provide improved compatibility for mobile devices
  - There is no easy way at this time for data to not be stale
  - There hasn’t been a dedicated content person for CSD

**Current CSD Homepage**

The winners of the 2012 Turing Award, MIT's Shafi Goldwasser and Silvio Micali, have significant ties to Carnegie Mellon. Both earned doctoral degrees in computer science at the University of California, Berkeley, where each was advised by Manuel Blum, now a CMU professor of computer science and himself a Turing laureate. Micali has been a frequent lecturer here and maintains close ties to the ALADDIN/Theory Group. Goldwasser earned her bachelor degree in mathematics at CMU in 1979.

Carnegie Mellon University is bolstering its leadership in turning university research and ideas into commercial enterprises by establishing the Carnegie Mellon Center for Innovation and Entrepreneurship (CIE), which merges the strengths of Project Olympus and the Donald H. Jones Center for Entrepreneurship. Read More
CMU Has Valuable Resources!

We took the opportunity to be the client for the Web Design course, taught by Necia Werner in the CMU English Department, as one of the courses available to Master of Professional Writing degree candidates.

This provided us the following valuable information — at a more in-depth level than would have otherwise been possible:

- Analysis of who our “customers” are
- Benchmarking against our top competitors
- Recommendations for Best Practices — what **TO** use and what **NOT** to use including examples from competitors and others.
- User testing of their proposed implementations (navigation primarily, “Can you find things?”)
- Potential design directions to apply to the upcoming redesign
Content Analysis

Who are we trying to reach?

- Prospective Students
  - How easy is it to find information about CSD?
  - Undergraduate, Graduate, Post Doctoral info?
  - How easy is it to apply?
- Current students
  - What’s currently happening
  - Is information they need as a student readily available?
- Faculty & Staff
  - What information would faculty and staff find useful?
- Alumni & Strategic Partners
  - Keeping alumni connected
  - Industry partners for research / recruiting

- Good content exists currently
- It’s difficult to find
- Site structure is inconsistent
Competitive Benchmarking

What are our competitors doing?

One of the delightful outcomes of this study... our competitors are **NOT** (on the whole) better than we are with their web sites!

We need to improve - so do they. What this provides is an opportunity to use our redesign to jump ahead of the competition in showcasing **who we are** and **what we do well**.
MOVING FORWARD
Goals

- Easily and effectively get the information to the people who need it - inside & outside CSD.

- Begin to unify branding for the department (logo anyone?).

- Have new primary look and navigation in place Summer 2014.

- Implement a site that doesn’t have unreasonable upkeep demands.

- Staff appropriately for content management - consistent review, responsive to changes in research foci, recruiting needs…

- Provide a dynamic, informative site for recruiting at all levels
Timeline

**Requested to take on CSD web site redesign**
- September 2013

**Core team assembled**
- October 2013
  - Jordan Harrison
  - David Kosbie
  - Jenn Landefeld

**Introduce to potential of being a client for Web Design course**
- December 2013
  - The course was originally the brainchild of Chris Neuwirth (Dept. Head, English, who also as a co-appointment in HCI) and developed with the MA in Professional Writing students in mind.

**Attended Web Design class to get established as client**
- January 2014

**Initial redesign meeting**
- November 2013
  - Establish directions, strategies, goals for the redesign.
  - Started seeking input from CSD folks.
  - Additional input will be sought from various groups & individuals inside & outside CSD as the redesign commences.

**Received Web Design class deliverables**
- Jan–May 2014
  - Reviewed materials attended a couple classes to provide guidance, answer questions:
    - Content Analysis
    - Competitive Benchmarking
    - User Testing
    - Design Directions

**Final Web Design Presentations**
- May 9, 2014
  - Implementation examples

**Begin applying findings to start implementable redesign**
- June 2014
  - Apply best ideas – “takeaways” from course
  - Apply “Best Practices” - design, accessibility, navigation
  - Wireframe site to set navigation and layout for design elements
Thanks

We’d like to thank Necia Werner and the Web Design course teams for their outstanding, in-depth reports. We have a lot to work with as we enter our full design phase.
Questions?