512 PATHS TO THE WHITE HOUSE

NY Times interactive fun

DID YOU VOTE?

... and did you tell Facebook about it?

www.facebookstories.com/vote
PRESIDENTIAL WEBSITES
NEW PREZI FEATURES

prezi.com
Fade-in Animation
Backgrounds
3D Options
WIND MAP

hint.fm/wind/

October 30, 2012
11:59 am EDT
(time of forecast download)

top speed: 34.8 mph
average: 9.7 mph

Legend:
- 1 mph
- 3 mph
- 5 mph
- 10 mph
- 15 mph
- 30 mph
**UM WEBSITE REDESIGN**

www.olemiss.edu/working/umweb/redesign/

**Website Design Concepts**

**Version A**
White header, slide strip of photos, gradient background below with colorful, vertically-stacked tabs for news, events, and scores.

![Version A](image1)

**Version B**
Blue header, large dominant photo, and gray background with clean, horizontal links for news, events, and scores.

![Version B](image2)

**Version C**
Blue header, large photo, gradient background with colorful vertically-stacked tabs for news, events, and scores.

![Version C](image3)

**Version D**
White header, slide strip of photos, and gray background with clean, horizontal links for news, events, and scores.

![Version D](image4)
USING QUALTRICS FOR SURVEYS

www.research.olemiss.edu/resources/surveys
UM HOME REDESIGN SURVEY RESULTS

- Very excited for the launch of a new website.
- Keep up the good work!
- It's nice to see we want to keep the layout format interesting.
- Can't wait for the change.
- Refreshing new look
- Honestly, I like them all.
GENERAL FEEDBACK

Mostly positive feedback
- Much just stated likes and dislikes.
- Many responded to particular things in detail.
- Several praised the current site.

Some negative (but fair) feedback
- Let the university’s mission guide the design.
- Use a more consistent grid and type styles.
- Avoid extraneous information.

Some wasn’t helpful at all
- Change the URL
- Drop Ole Miss logo despite overwhelming fan loyalty and universal brand recognition
- Images of designs too small to judge...

Don't redesign the page with these concepts. The current page works fine and looks a whole lot better than these concepts.

Wow! What an impressive design team and Web master!! Very professional.
PAGE SECTIONS

1. **Header**
   - Utilities (myOleMiss, Search, etc.)
   - UM logo
   - Site navigation (Libraries, About UM, etc.)

2. **Content**
   - Photo
   - News block (Headlines, Announcements, Events, etc.)
   - Social links
   - Banner ad

3. **Footer**
   - Audience links
   - Legal requirements (EEO, Accessibility, Copyright, etc.)
   - Contact info
Utilities

- All comments mentioning Email, Blackboard, myOleMiss, etc., suggest we need to make them always visible.

UM logo

- Most all preferred the blue UM logo on white background.
- Concerns about whether OleMiss logo should be at top and bottom.

Site navigation

- White background was more legible to most.
- Pushing down photo was preferred over covering it.
### CONTENT: PHOTO

#### Slide Strip

**Pro:** “contemporary,” “fresh,” “swipe”  
**Con:** “distracting,” “crowded,” “cheesy”

People generally liked the interactivity and shorter height.

#### Large Photo

**Pro:** “striking,” “modern,” “pretty”  
**Con:** “confusing,” “huge,” “overwhelming”

People thought it was too large and hid the content below.

- Both evoked concerns about the amount of content they displaced. People wanted justification for the space being used.  
- Photo controls were in the way and not always intuitive.  
- Preferred caption always being visible.
CONTENT: BACKGROUND

No Clear Winner on Backgrounds

Gradient background:
- Too much for all the different visual styles
- Some preferred it for its use of color

Light background:
- Horizontal stripe pattern seems dated
- Light gray is almost white
- Too sterile and generic
CONTENT: NEWS BLOCK

- Both tab layouts confused people. The tabs seemed disconnected from their content.
- Headlines area seemed less important than Announcements, even though they should have more PR appeal.
- Without bullets or something, the headlines run together.
- People didn’t associate “Academic Calendar” with University Events section.
- Choice to include Scores merited both praise and derision
CONTENT: SOCIAL LINKS

- Overall positive response to the inclusion of social links
- Concerns about the amount of space dedicated for it, though, especially just for Twitter. Appeared to be more self-advertising.
- Intent of photos wasn’t clear and they cluttered the page.
CONTENT: BANNER AD

- People had trouble recognizing that it was only a representative ad.
- Too large and too much emphasis for a single ad.
- Took up the same space as 4 current ads.
FOOTER: AUDIENCES

- General agreement this navigation was too important to move to the bottom.
- Links beneath each seemed unnecessary.
GENERAL CONCERNS

- Fonts are too small in various places. Needs consistent type sizes and styles. Critical of “Times New Roman.”
- Other campuses (Tupelo, Southaven, Medical Center) were poorly represented. But there was interest in having their site layouts reflect our new one.
- Emphasize why students should come to Ole Miss.
- Use a consistent grid to help people find content.
- *They all look outdated already.*
SUGGESTIONS

Leverage New Search Functionality

- Combine Search and remaining utility links into a “utility bar” as a single functional unit.
SUGGESTIONS

- Main link dropdowns don’t have enough room to tell our story with only short text links to separate pages.
- Second-tier links have no illustrative pages at all.
- Audience pages, similarly, are just lists of links.
SUGGESTIONS

Develop Dedicated Set of Pages

Develop dedicated landing pages using text, graphics, images, graphs, charts, and other tools to elaborate on our message.

Hovering over the Main links will produce the pushdown list of links. Clicking on a Main link will, instead, go to the dedicated landing page.
SUGGESTIONS

Simplify Main Photo

- Use always-visible cutlines to justify the photo’s presence.
- Indicate other slides with graphic icons, but provide thumbnail only on mouse-over event.
- Make slide controls subtle and intuitive.
- Use graphic surrounds to make irregularly-sized photos work with the others.
SUGGESTIONS

Rework News Block

- Use horizontal tabs with better visual cues connecting them to the content.
- Expand section vertically to fit content up to a point, then scroll column content within section.
- News area could include Headlines, Announcements, Weather, and Campus Alerts.
- Events area could include scrollable Academic Calendar with exam schedule.
SUGGESTIONS

Rework Social Links and Banner Ads

- Reduce space used to only half width of page. Add two ads (similar to current ones) in other half.
- Develop “Week in Photos” feature for staff photography.
- Add icon for iTunesU and drop RSS. Use stylish custom icons.
- Add feeds and screenshots from each site.
SUGGESTIONS

Rework Footer

- Move audience links up beside 3-column-width News block.
- Create block of redundant link short-list instead of dedicated graphics on main page:
  - Apply Now (from Admissions)
  - Employment (from Faculty/Staff)
  - Support UM (from Alumni/Friends)
  - Etc.