



Marketing & Communications/Information Technology

EWU External Website Redesign Project Status

Discovery Phase Key Findings

Desautel Hege Communications delivered the research report from the key informant interviews, open forums and focus groups we held in April and May. The report includes a research summary, key findings grouped by audience, selected verbatims as well as site content recommendations. The full report is available online at the newly published EWU Web Redesign Blog at <http://ewuweb.wordpress.com>. The following is an excerpt from the report which outlines a few recurring themes from the research:

Staff and Faculty Key Findings

- Both audiences are frustrated with the number of outdated pages and broken links
- The Content Management System (CMS) is ineffective and difficult to manage
- Overall navigation needs improvement
- The site should speak to prospective students (priority audience)
- Both audiences desire a university-wide events calendar
- The faculty/staff directory needs updated and job titles need added
- Key pages should be translated to cater to international audiences

High School Key Findings

- High school students want eye-catching, engaging, and easy to read content
- When choosing a school, high school students value their own opinions most (over parents, teachers, friends, etc.)
- Students are looking for campus life information, “fast facts,” details on programs/majors, etc.
- Students want to see what campus life is *really* like. Information should come from current students and shouldn’t be glossy or staged. High school students want to see real pictures and videos of campus life and buildings.
- Students enjoy virtual tours and panoramic pictures of campus, as long as they are authentic.
- Recommendations for the EWU site: Reduce clutter, eliminate white space (fill the screen from left to right), include more photos and videos, and catch people’s attention

Site Statistics

Marketing & Communications and Information Technology collaborated on compiling site usage statistics to get a snapshot of how users are currently browsing the EWU site. These findings are listed here.

Top 15 Future Students Links

1. Admissions (<http://www.ewu.edu/x343.xml>)
2. Residential Life (<http://www.ewu.edu/x2800.xml>)
3. Residential Life (yes, again) (<http://www.ewu.edu/x2183.xml>)
4. Transfer guide (<http://www.ewu.edu/transferguide>)
5. Financial Aid & Scholarships (<http://www.ewu.edu/x2181.xml>)
6. New Student Programs & Transitions (<http://www.ewu.edu/x6049.xml>)
7. Admissions splash page (<http://www.ewu.edu/x46249.xml>)
8. Academics (<http://www.ewu.edu/x400.xml>)
9. Financial Services (<http://www.ewu.edu/x626.xml>)
10. Residency (<http://www.ewu.edu/x2021.xml>)
11. Catalogs and Course Schedules (<http://www.ewu.edu/x15588.xml>)
12. Visit EWU (<http://www.ewu.edu/x7860.xml>)
13. Fast Facts (<http://www.ewu.edu/x4514.xml>)
14. Future Students/Parents (career services) (<http://www.ewu.edu/x38876.xml>)
15. Campus Life (<http://www.ewu.edu/x344.xml>)

Top 15 Current Students Links

1. Catalogs and Course Schedules (<http://www.ewu.edu/x15588.xml>)
2. Student Employment (<http://www.ewu.edu/x38398.xml>)
3. Financial Aid & Scholarships (<http://www.ewu.edu/x2181.xml>)
4. Student Financial Services (<http://www.ewu.edu/x626.xml>)
5. Registration Info (<http://www.ewu.edu/x869.xml>)
6. Residential Life (<http://www.ewu.edu/x2800.xml>)
7. Library (<http://www.ewu.edu/x42345.xml>)
8. Residential Life (<http://www.ewu.edu/x2183.xml>)
9. Transcripts (<http://www.ewu.edu/x859.xml>)
10. Colleges/Programs/Curriculum Resources (<http://www.ewu.edu/x1227.xml>)
11. Undergrad Advising (<http://www.ewu.edu/x656.xml>)
12. Homepage (<http://www.ewu.edu/x336.xml>)
13. Internships (<http://www.ewu.edu/x38400.xml>)
14. Homepage (<http://www.ewu.edu/>)
15. Academics (<http://www.ewu.edu/x400.xml>)

Top 15 Faculty/Staff Links

1. Directory (<http://www.ewu.edu/core/directory.php>)
2. Human Resources (<http://www.ewu.edu/x4715.xml>)
3. Administration A-Z (<http://www.ewu.edu/x23582.xml>)
4. E-mail Help (<http://www.ewu.edu/x838.xml>)
5. Academic Personnel (<http://www.ewu.edu/x2140.xml>)
6. Faculty Organization (<http://www.ewu.edu/x3436.xml>)
7. Academics (<http://www.ewu.edu/x400.xml>)
8. Homepage (<http://www.ewu.edu/x336.xml>)
9. Benefits (<http://www.ewu.edu/x1931.xml>)
10. Administration (<http://www.ewu.edu/x345.xml>)
11. Facilities and Planning (<http://www.ewu.edu/x666.xml>)
12. Service Desk (<http://www.ewu.edu/x2649.xml>)
13. Business & Finance (<http://www.ewu.edu/x7919.xml>)
14. Visit EWU (<http://www.ewu.edu/tourewu>)
15. Visit EWU (again) (<http://www.ewu.edu/x7860.xml>)

Top 15 Alumni & Friends Links

1. Alumni Association (<http://www.ewu.edu/x5961.xml>)
2. Get Involved: Events & Activities (<http://www.ewu.edu/x5757.xml>)
3. Just for You Alumni (<http://www.ewu.edu/x5769.xml>)
4. Alumni Event Photo Album (<http://www.ewu.edu/x51230.xml>)
5. Stay Connected (<http://www.ewu.edu/x6099.xml>)
6. Office of Alumni Advancement (<http://www.ewu.edu/x5981.xml>)
7. Alumni Gear Store (<http://www.ewu.edu/x16723.xml>)
8. Alumni Events & Activities (<http://www.ewu.edu/x55961.xml>)
9. Academics (<http://www.ewu.edu/x400.xml>)
10. 404 page (page not found) (<http://www.ewu.edu/x54648.xml>)
11. Eastern Magazine (<http://www.ewu.edu/easternmagazine/>)
12. Administration (<http://www.ewu.edu/x345.xml>)
13. GOLD - Graduates of the Last Decade (<http://www.ewu.edu/x50127.xml>)
14. Success After Eastern (<http://www.ewu.edu/x46899.xml>)
15. Admissions splash (<http://www.ewu.edu/x46249.xml>)

Top 30 Search Queries

1. bookstore
2. calendar
3. academic calendar
4. employment
5. campus map
6. financial aid
7. eagleaxis
8. tuition
9. transcripts
10. NETSTORAGE
11. library
12. scholarships
13. career services
14. human resources
15. jobs
16. map
17. eagle axis
18. book store
19. physical therapy
20. course catalog
21. housing
22. catalog
23. transcript
24. finals schedule
25. job opportunities
26. graduation
27. registration
28. net storage
29. dental hygiene
30. study abroad

Top 30 overall hit counts

1. EWU Home
2. Library Home
3. Academics Home
4. Admissions Home
5. Athletics Home
6. Campus Life Home
7. News and Events
8. Administration
9. Contact Us
10. Current Students
11. Apply to EWU
12. EWU Site Map
13. Future Students – Explore EWU
14. Faculty and Staff Home
15. About EWU
16. Support EWU
17. Diversity
18. Academic Programs A to Z Index
19. Faculty and Staff Directory
20. Emergency Information Page
21. Library Find Articles by Subject
22. Alumni Home
23. Job Opportunities (Faculty/Staff Openings)
24. Freshman Admission Criteria
25. International Students Home
26. Apply for Admission Information
27. EWU Course Catalog
28. Admissions Information
29. Community Home
30. Parents Home

What We're Working On

Full steam ahead! These are a few things we're currently close to wrapping up or are in progress:

- Information architecture of new site (site map, navigation schema)
- User stories for testing
- Multiple wireframes based on site map variances for testing on key audiences
- Site content classification, page type taxonomy/categorization
- Site content aging and usage statistics (finding expired/out-of-date and unseen data)
- Meetings with individual University units to talk about site content and organization
- University blogging engine that ties into Ingeniux CMS
- University calendar engine
- Web Redesign Wiki
- New/updated training opportunities and workshops
- Updated web standards/best practices guide