

Primary Navigation:

We like that some sites have the user gateways at the top header, and leave them there even on second-level pages. USC has a “popular links” pop-up navigation bar which is very convenient for students. Leaving them on the top header is useful because it’s continually available throughout the workflow, but at the same time, it becomes a compromise by not having it displayed so prominently like on other websites.

Note: we designated the “primary navigation” as the elements that stay in the navigation bar on the subpages

Primary Navigation Items for 5 Universities:

Though we chose ten universities, we performed some cursory analyzation and narrowed our choices down to five, listed below.

Harvard	University of Oxford	USC	UH West Oahu	Puget Sound	UI
About Harvard	Admissions	About	About UHWO	About Puget Sound	About Us
Admissions & Aid	Divisions	Administration	Admissions	Admission	Academics
Schools	Colleges	Admission	Divisions & Programs	Athletics	Arts & Culture
Resources & Offices	Visitors & Friends	Academics	Academics	Academics	Athletics
Apply	International	Research	Offices & Services	Student Life	International
Faculty	Research	Patient Care	Campus Life	News & Events	Library
Staff	Enterprise	Community	My UH	Students	Public Engagement
Students	About the University	Arts	Prospective Students	Faculty & Staff	Research
Alumni	Staff	Globalization	Current Students	Parents	
Parents	Students	<i>Students</i>	Faculty & Staff	Alumni	

Visitors	Alumni	<i>Alumni</i>	Alumni	Arts	
Media	Media	<i>Parents</i>		Library	
		<i>Faculty</i>		Offices & Services	
		<i>Sports</i>		Community	
				Giving	

* italicized elements are main navigation links on the homepage but aren't accessible on second-level pages

We separated the Navigation Elements into two categories: General Info and User Pathways.

General Info Navigation Elements

Element	Count
About Us	XXXXXX
Academics	XXXX
Student/Campus Life	XX
Library	XX
Research	XXX
Athletics	XXX
Admissions	XXXXX
International/Globalization	XXX
Community/Public Engagement	XXX
Divisions/Programs/Schools	XXX
Colleges	X
Resources/Administration/Services	XXXX
News	X
Patient Care	X

Arts/Culture	XX
Giving	X

Second Level: About Us

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Facts and Figures	Chancellor's Office	Introducing Oxford	Visiting Puget Sound	Harvard at a Glance	Administration
Administration	Accreditation	Vice-Chancellor's Office	Facts & Figures	FAQ	Campus Overview
Faculty Distinctions	Campus Directions/Map	Facts and Figures	Diversity	Academic Experience	Community
History	Campus Directory	Museums and Collections	Offices & Services	Maps & Directions	Diversity
Policies and Core Documents	Design of Future Campus	Jobs and Vancancies	Campus & the Northwest	Directories	Explore Illinois
	Policies		Strategic Planning	Harvard's Leadership	Online Campus Tours
	UH System Smoking Policy		Sustainability	Harvard's President	
			Reaccreditation		
			Mission Statement		
			History & Traditions		
			Office of the President		
			Work for Puget Sound		

The about section is probably the most diverse section among the different categories in primary navigation. This is most likely because the category must go over a diverse amount of information as it pertains to the campus, however, it seems that many of the "About Us"

categories have the following overviews in common: facts/figures, administration overviews, history/documents, and campus features. We took note of this going forward. Puget seemed to have way too many categories whereas we felt between University of Hawaii and the University of Southern California hit a sweet spot.

Second Level: Academics

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Academic Units	Academic Distinction	n/a	Departments & Programs	n/a	Honors
Undergraduate Education	Academic Grievance		Core Curriculum		Entrepreneurship
Continuing Education and Professional Studies	Dean's List		Advising & Registrar		Online Education
Catalogue	Majors and concentrations		Faculty List		
Academic Calendar	Office of the Vice Chancellor for Academic Affairs		Academic Offices & Resources		
Schedule of Classes	Probation, Suspension, Dismissal		Internships		
USC Libraries	Satisfactory Progress		Diversity Curriculum		
Information Technology Services	Schedule of Classes		International Programs		
	UHWO General Catalog		Faculty Scholarship		
			Summer Session		
			Sustainability Curriculum		

			Academic Honor Societies		
			Faculty & Staff Resources		

Compared to the University of Illinois, the sites that had Academics pages clearly had many more pages. This is mainly due to the fact that many of the other sites have elaborated the function of the academic page to include things like the course catalog, information for summer sessions, honor societies, and policies. Though some have categories we feel don't belong, we certainly should add more academic related categories in the Illinois site considering that it's a primary navigation item.

Second Level: Athletics

Though a primary navigation item on some of the school sites, there were seldom any categories within these pages. All of them had brief overviews of the athletics at their school with links to an external athletics page.

Second Level: Resources & Administration Services

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Senior Administration	Admissions and Records	N/A	Directory List	Administrative Offices	N/A
Board of Trustees	Library Services			Alumni	
Academic Deans	Career Services			Arts	
	Tuition and Fees			Athletics	
	Computer Lab			Courses	
	Computer Service			Commencement	
	Financial Aid			Edx/HarvardX	

	Office				
	Campus Security			Empoloyment	
	Tutoritn			Library & Academic Research	
				Museums	
				Online Learning	
				Research	
				University IT	

The Resources and Offices category seems to be displayed and represented in a wide variety of ways, which makes sense given that it's a pretty vague concept. In general, we didn't really see any merit in this category aside from making a directory available to users, so we didn't really make this category a prime concern.

Final Navigation Choices

About UI	Academic s	Admission s	Athletics	Communit y Involveme nt	Research	Internation al	Visitors & Friends
UI Facts & Figures	Overview of Departmen ts	Undergrad uate Admission s	Illini Varsity Sports	Programs & Events	Overview of Research Institutes		What's happening at UI
Meet the Administrat ion	Course Catalogue	Graduate Admission s	Illini Wheelchair & Adapted Sports	Allied Organizatio ns	Latest Research News	For Students	Visitor Center
Life @ UI	Undergrad uate Resources	Internation al Admission s	Illini Pride	Awards & Recognitio ns	Archive of Research	For Faculty	Campus Map
Arts & Culture	Graduate Resources	Financial Aid	Campus Recreation	Charity		Community	Directions to Campus

			& Exercise Facilities				
Campus Landmarks			Community Recreation	Involvement Staff		Giving	Get Involved

The consolidated primary navigation is as such: a horizontal navbar containing all the above main categories with a drop-down with all the secondary categories, and user-pathways above those primary navigations leading to respective pages. We tried to make it so that most aspects of the given categories were available to all the users that needed to access them.

User Pathways:

“User Pathway” Navigation Presence:

	Harvard	University of Oxford	University of Southern California (USC)	University of Hawai'i, West Oahu	Puget Sound
Location of User Pathways	Top-most nav bar	Nav bar on the home page	Top-most nav bar	Top-most nav bar	Right side of the nav bar
Stays accessible on other pages?	Yes	Yes	No	Yes	Yes

To us, the user pathways were another salient and important form of primary navigation. We included them in our analyses since they were a big part of the design and architecture restructuring.

User Pathway Count:

Element	Count
Current Students/Prospective Students*	XX
Students**	XXXX
Parents	XXXX
Alumni	XXXXXX
Faculty/Staff	XXXXXX
Media	X

Visitors	XX
Sports	X

*Two elements but mutually included.

**Undifferentiated

One interesting figure is the Students vs Current/Prospective Students differentiation. We felt that having a general students category was fine, as the main website as a whole caters to prospective students since it gives both an overview of a university (facts, figures, campus life, etc.) and pretty explicit features as how to apply, which encapsulates the needs of prospective students. Also, we felt that the user gateways are meant to be used by recurring users since they feature a robust plethora of tools meant to be used in varying contexts each time they visit the site. Alumni and Faculty/Staff are obvious gateways as they may not be interested in the broad information of the main website since they have very specific needs and goals. We felt that Visitors was unnecessary for the same reason for prospective students; the website naturally caters to them in its general nature, as well as having a “Visitor and Friends” page implemented on the primary navigation as opposed to the user pathway.

Second-level User Pathway Categories

Students

University of Southern California****	University of Hawaii at West Oahu***	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Student News	Academic Calendar	Arriving as a new student		Academic Calendar by School*	
Student Events	Student Services	Visas and immigration		Course Catalog*	
Student Affairs Departments	Financial Aid	Academic Guidance		Human Resources*	
Student Affairs Partners	Registration Information	Student Life		Student Information by School**	
	Tuition and Feed	Fees, funding & living costs			
	Distance Learning	Health & welfare			

	Student Online Forms	Examinations & assessments			
	Career Services	Graduation & leaving Oxford			
	Service-Learning Program	Latest News			
	News & Publications				
	Transfer Credit				

*The category was too expansive, listed sample of salient topics

**Includes a lot of links as it pertains to each school.

***Prospective Students had little content, and its subnavigation was already included in Current Students (Distance Learning)

****There was no sidebar, so we listed the main general features that were on the main page.

Overall, many of these links contained important document and deadline indicators for current students, which we felt were important. Some of these websites did not have subnavigation and instead plastered an enormous amount of options of the front page; we felt that at least condensing was something every page lacked. Other salient items are grades, news (catered to students), and general student services.

Parents:

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Home (USC Student Affairs)			Parents Council	Academic Calendar by School	
About Us			Giving	Admissions and Registrar's Contact Information by School	
Upcoming Parent Events			Campus Before & After Photos	Commencement	
Trojan Family Weekend			Class of 2016	Course Catalog	

Parent Login			Events	Directions and Parking	
FAQs			Tamanawas Yearbook	Harvard Mobile Apps	
Contact Us			Contact Parent Relations Staff	Harvard University Health Services	
				Harvard University Police Department	
				Human Resources	
				Musems	
				Tours by School	
				Parent Information by School*	

**includes a lot of links as it pertains to each school.

We felt that although Harvard had the most holistic options for parents in their subnavigation, there were too many buttons. Puget had some great subnavigation, but it was all hidden in the drop-down! Many of the subnavigation featured on the actual user pathway we felt weren't as important as some of the features on the dropdown menu, such as campus calendar, emergency resources, campus resources, and directory, which contain navigational information; parents make use of this information the most. USC's parent page was very inclusive, including a parent log-in and a singular important weekend date which makes the information on the page very specific to involved parents. However, there is an FAQs and "Upcoming Parent Events" page to counterbalance it.

Alumni:

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois
Alumni Groups	UH West O'ahu Alumni	My Account	Events	Make a Gift	Programs

	Association				
Benefits	Register Name	Offers	Giving	Connect	Alumni Groups
Events	Update Listing	Events	About our Alumni	Volunteer	News
News	Alumni Directory	Groups	Loggers Keep Learning	Ways to Give	Connect
About		Travel	Alumni Survey	Programs & Events	Alumni Career Center
		Careers & Learning	Volunteer Opportunity	Stories	Membership
		Support Oxford	LOGGER[net] Alumni Online Community	Schools	Honors
		How Do I?	Regional Clubs		For Students
			Contact Alumni Related Staff		About UIAA
			Reunion Volunteer		

We were able to decipher that the Alumni page was universally catered towards getting alumni reinvolved in the campus whether it be through upcoming events, donations and volunteering. Several of the pages included links about membership and benefits, with varying depth. Overall every page was pretty general and solid.

Staff & Faculty:

University of Southern California	University of Hawaii at West Oahu	Oxford University	University of Puget Sound	Harvard University	University of Illinois*
Research	Faculty Handbook	Working at Oxford	Academic Resources	Academic Calendar by School	Employment Resources
Teaching	Faculty Senate	Students & Teaching	Curriculum Development & Instructional	Admissions and Registrar's Contact	Work/Life Resources

			Resources	Information by School	
Governance	UH Systemwide Faculty and Staff Directory	About the University	Faculty Governance	Commencement	Facilities and Operations
Support	UH Faculty & Staff Resources	Tools (e-mail, Weblearn)	Faculty Policies	Course Catalog	Conduct, Diversity, Policies and Guidelines
Essential Guides	Office of Assessment and Institutional Research	Research	Offices & Services	Directions and Parking	
Reference	UH Research Council	Staff Communications	Professional Development	Harvard University Health Services	
		News, Events & Publications	Resources for Faculty	Harvard Mobile App	
		Governance	Resources for Staff	Harvard University Police Department	
		Contact Search*		Harvie	
		Quick Links*		Human Resources	

*Fill-in/dropdown form.

The staff and faculty pages had a lot of variation, and aside from sharing a few features such as general resources, was not very helpful in establishing what should go on our redesign.

Final User Pathway Subnavigation Choices:

Students	Staff & Faculty	Parents	Alumni
News and Upcoming Events	News and Upcoming Events*	News and Upcoming Events*	News and Upcoming Events*
Financial Aid	Calendars	Pay My Bill	Alumni Programs
my.Illinois	Employment	Financial Aid Information	Giving to Illinois

Deadlines & Important Dates	Faculty/Staff Assistance Program*	Student Safety Info	Alumni Groups & Membership
Student Org Finder	Human Resources	Parent Programs	Alumni Career Center
Classes*	General Help and Assistance*	Contact Us	
Employment	Course Catalogue	FAQ	
Contact Us	Bookstore	Visiting Your Student*	
FAQ			
Help and Assistance*			

*Ideally, each “News and Upcoming Events” would be filtered such that the resulting feed would cater to each user group.

Overall we wanted the user pathways to be able to be the catch-all for all the different tasks all the niches would need to do online. Students having the most items was a necessity due to the scope of tasks that students appear to have compared to the other groups (though not by much) and the fact that most of their life is spent on campus. Staff and Faculty are given more general options because many faculty are not leashed to the university institution in terms of how their information is propagated (for instance, some labs and professors might have their own website), but we still wanted to provide them generally useful locations that would assist in their teaching and workplace livelihood. We wanted to provide parents with a balance of visitation, financial, and campus life information as a means of assurance of their child’s well-being, as well as allowing them to keep up on any important campus events they want to keep track of. The Alumni pathway is focused on getting alumni reinvolved with the campus, providing them with a news and events feed, career center, and several ways to give back to the university and participate within the campus.