



CONTENT ORGANIZATION

BUCKS.EDU

USERS

PROSPECTIVE STUDENTS

Common tasks include: browse for general information, apply for admission, browse courses, browse majors, look for scholarships and financial aid.

CURRENT STUDENTS

Common tasks include: Canvas, find information for events, check system status, browse next semester courses and check email.

FACULTY & STAFF

Common tasks include: check email, portal for announcements, team sites and HR information, Canvas, check system status and search staff directory.

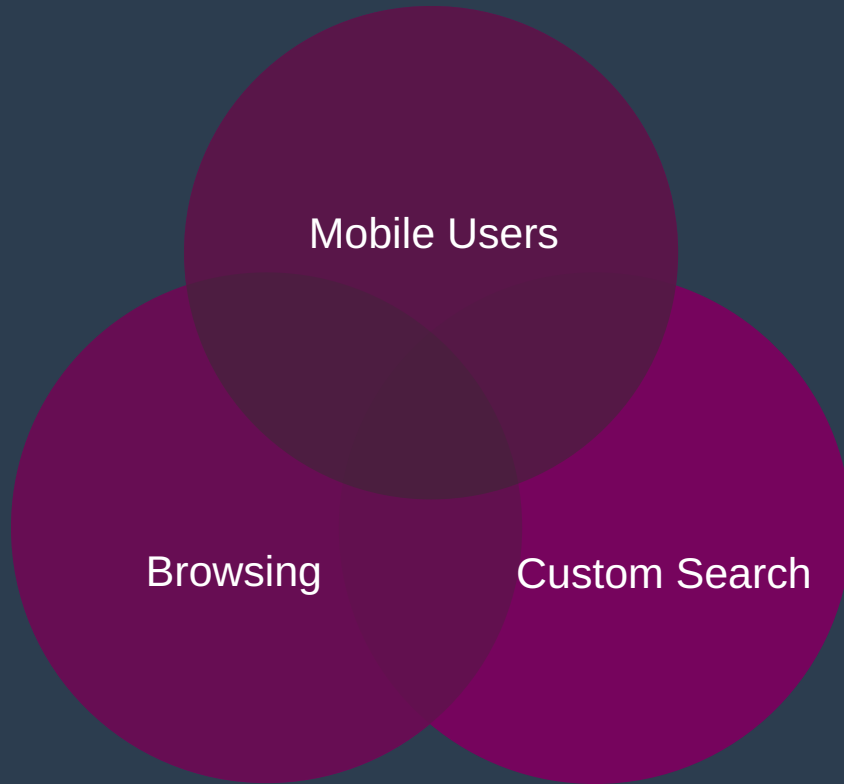
USERS

COMMUNITY

Common tasks include: browse for general information, browse professional development and continuing ed, search for event information.

PARENTS

Common tasks include: search tuition and fees, browse courses and majors, search for event information.



**WHAT
THEY
HAVE IN
COMMON**

GOALS

REFINED SEARCH

Upgraded search function customized to our users.

NEED BASED NAVIGATION

Navigation based on user types and seasonally based needs. Quicklinks determined by frequently used content and resources.

CURATED CONTENT

Content to fit the context of the semester flow.

SURVEY

27 high school students were surveyed regarding their motivation behind attending Bucks CCC and their website browsing habits:

Why did you visit Bucks.edu?

Apply for Admission (7)

Browse Majors (2)

Browse Courses (4)

Event Info (2)

General Browsing (2)

Admissions Info (1)

Pay Bill (1)

Scholarship Info (1)

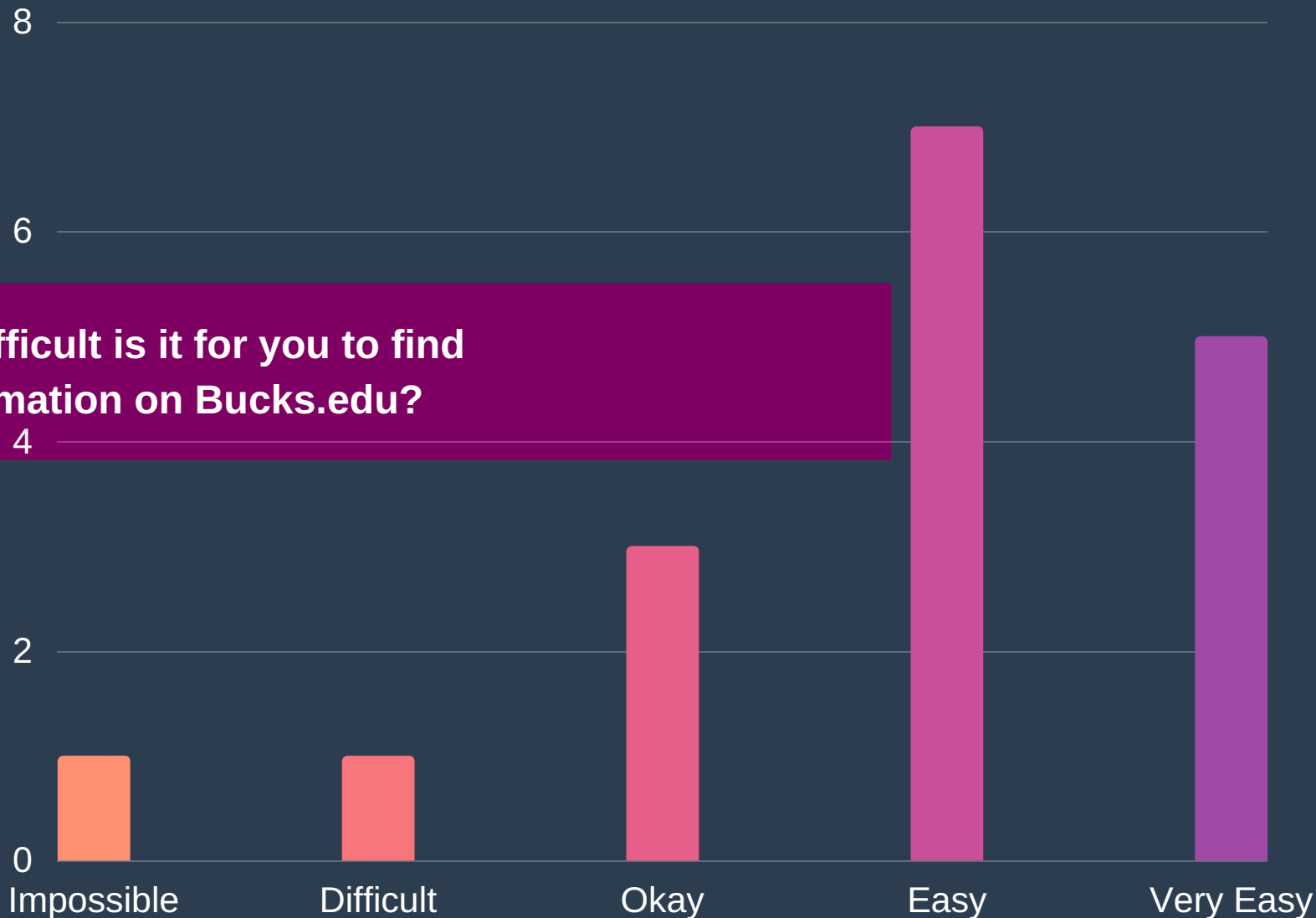
Orientation Sign Up (1)

PROSPECTIVE STUDENTS

SURVEY

17 current students were surveyed regarding using Bucks.edu and their website browsing habits:

How difficult is it for you to find information on Bucks.edu?



CURRENT STUDENTS

NAVI GATI ON

The proposed navigation changes will reduce the navigation menus on Bucks.edu from five down to two. The upper navigation will feature user focused quick links and the footer navigation will feature a reduced sitemap containing all other important content and contact information.

NAVIGATION

Prospective Students

Current Students

Faculty & Staff

ProDev & ConEd



Library

Discover Bucks

News & Events

Contact

TOP LEVEL

NAVIGATION

Find Resources & Services

Get Involved

Explore Campus

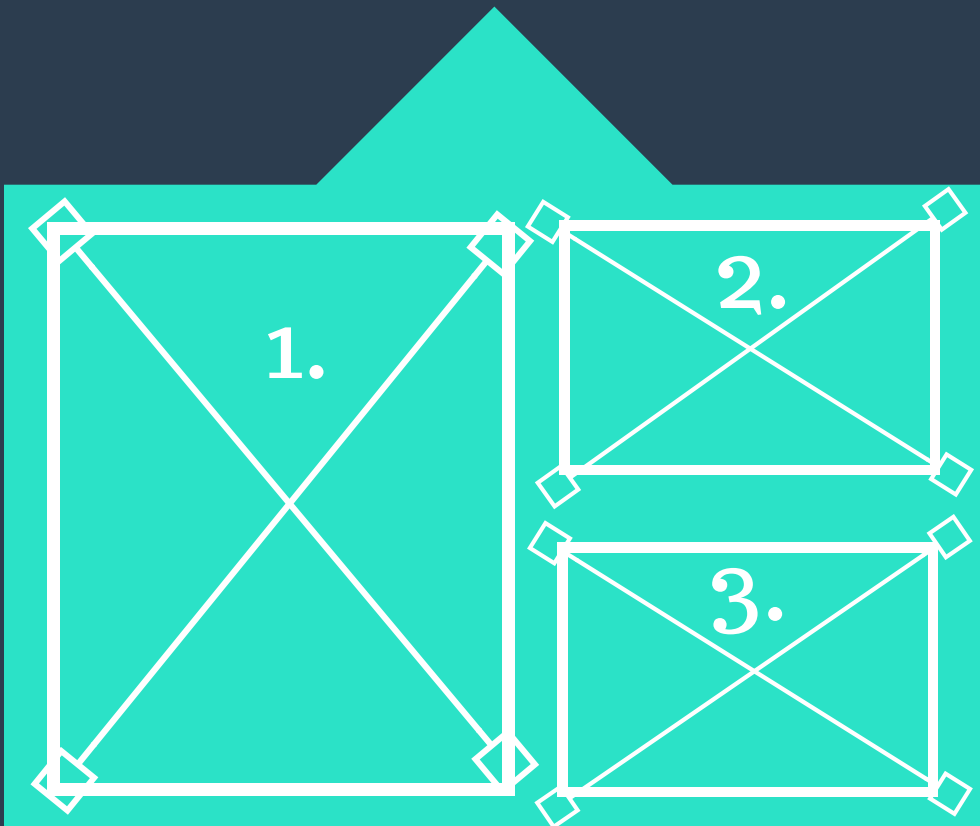


Employment
Contact

FOOTER

TOP LEVEL NAVIGATION OVERVIEW

EXAMPLE: CURRENT STUDENTS



1. Quick Links

2. News & Events

3. Upcoming Semester

TOP LEVEL NAVIGATION DETAIL

EXAMPLE: CURRENT STUDENTS

1. Quick Links

Canvas
WebAdvisor
MyBucks
Password Manager
System Status
Bookstore
Bucks Mail
Scholarships
Payment Options
Transfer Services
Commencement

2. News & Events

Drop Anchor!

3. Upcoming Semester

Summer 2017

Fall 2017

Find Courses

Find Majors