



# 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.

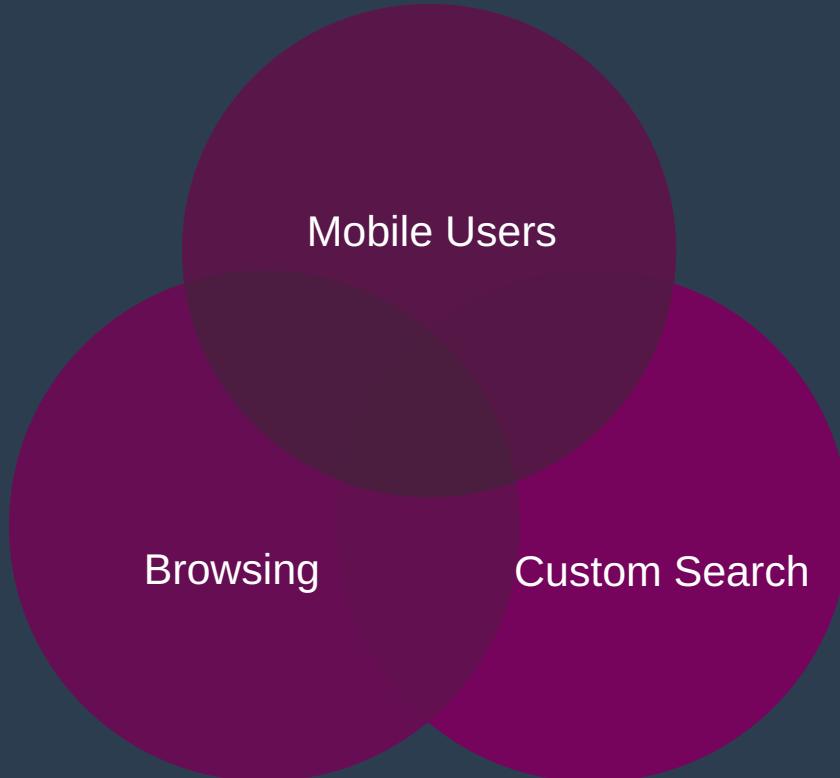
# USERS

**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)

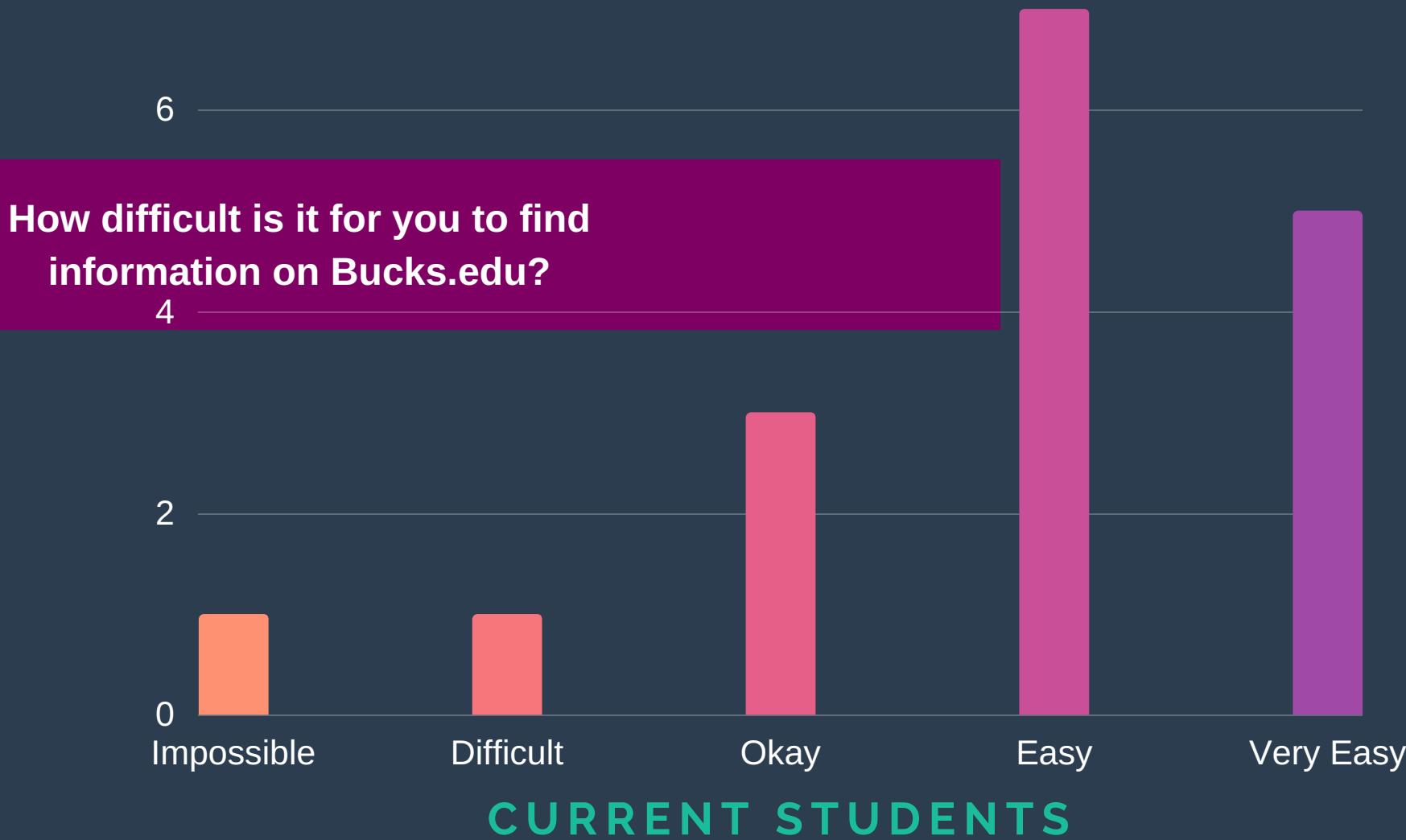
Scholarship Info (1)

Orientation Sign Up (1)

**PROSPECTIVE STUDENTS**

# SURVEY

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



# NAVIGATION

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

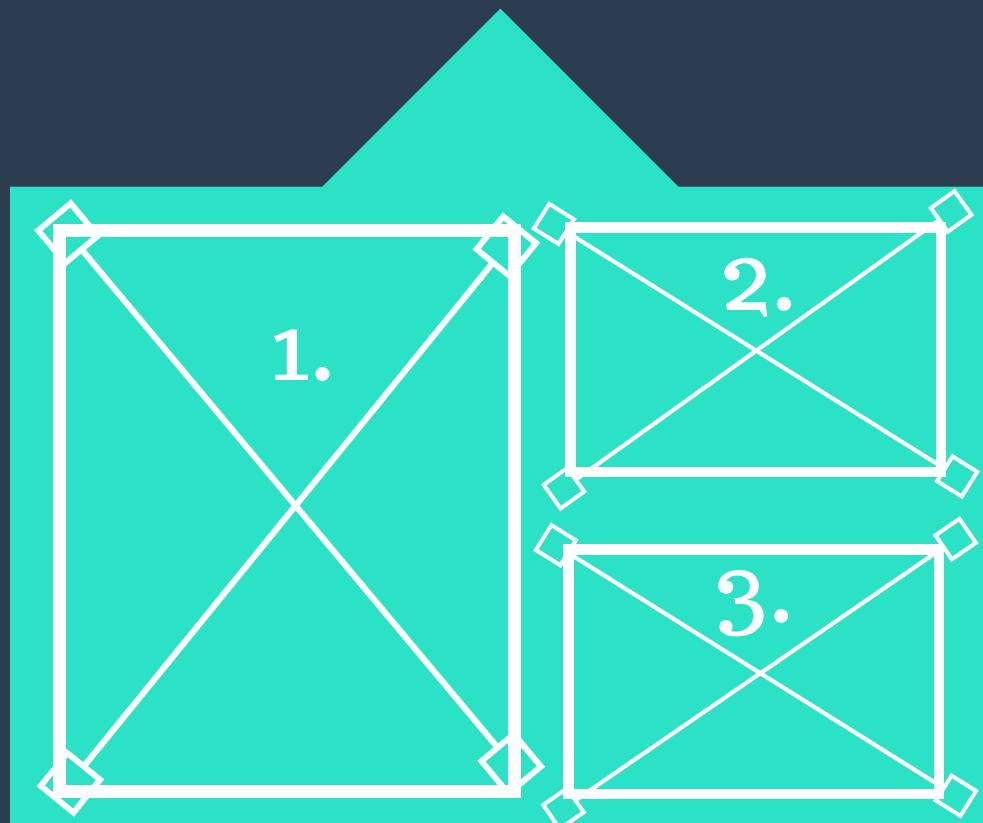


Employment  
Contact

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