

Redesign Plan Spring 2017

Project Purpose:

Stakeholders have asked for a complete web redesign for the 2017 year. An outside web team is currently working on the visuals and aesthetic design for the Bucks.edu website. The Bucks web team will support the development of the website functionality, the reorganization and transition of content from the old site, to the new website. In order to redesign the website both aesthetically and functionally, we must determine the best way to organize the content of Bucks.edu. Our goal is to offer users the most efficient way to reach information in an activity or task based way.

Project Plan:

- Research current status of website
- Research analytics of current website
- Create template for homepage
- Complete content audit to determine what content will migrate
- Create templates for subpages
- Research current users and their needs
- Conduct usability testing to determine success of task based operations
- Determine efficient organization of content based on user needs
- Develop a content strategy that is sustainable after initial launch

Project Timeline: To be completed by July 2017 and ready for launch prior to Fall 2017 semester

Timeline Breakdown: TBD

Project Scope: TBD

Research Methods:

- Survey
- Focus groups
- Card sorting exercise
- Task based usability testing on mock up
- Task based usability testing for follow up iterations

Research Questions:

1. Who are our users?
2. What are the top tasks the users need to complete?
3. What is the top content users are trying to reach?

4. What are the top areas of concern?

Current status of the website:

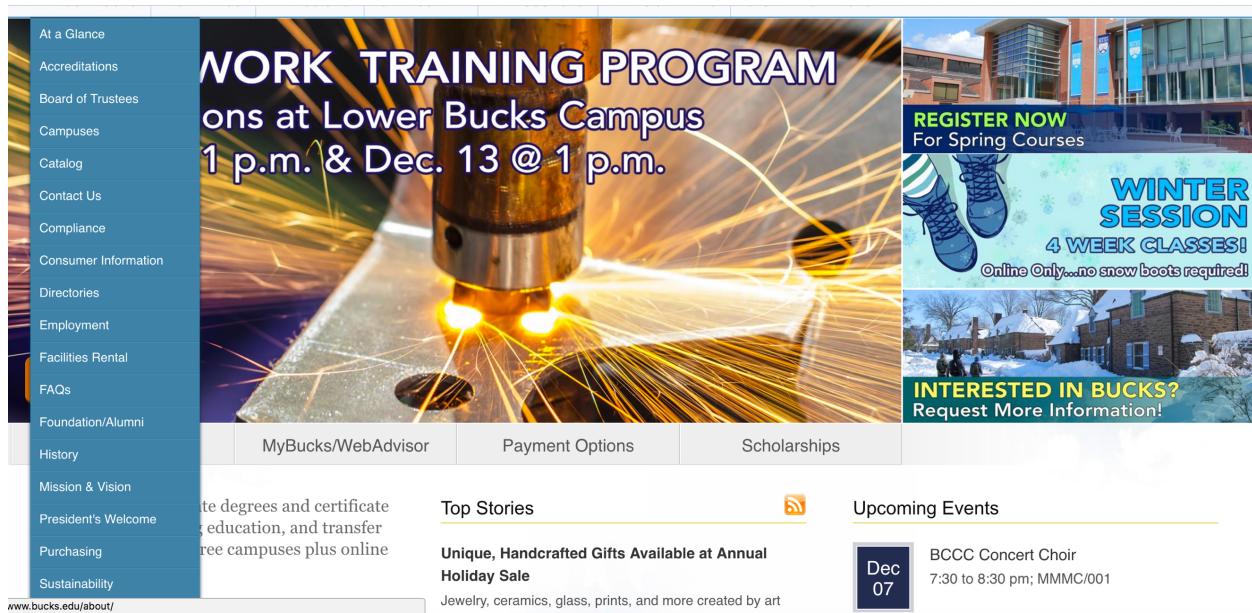
Navigation style is top level oriented with content dispersed by academic departments. Drop down menu includes the bulk of the content.

Homepage Navigation:



The screenshot shows the Bucks County Community College website homepage. At the top, there is a navigation bar with links for 'Courses and Programs', 'Quicklinks', 'MyBucks', and a search icon. Below the navigation is the college's logo and name. The main content area features a large banner for the 'METALWORK TRAINING PROGRAM' with text about info sessions on December 6 and 13 at 1 p.m. Below the banner are links for 'Learn more', 'Find Courses', 'MyBucks/WebAdvisor', 'Payment Options', and 'Scholarships'. To the right of the banner are three smaller promotional boxes: one for 'REGISTER NOW For Spring Courses', one for 'WINTER SESSION 4 WEEK CLASSES! Online Only...no snow boots required!', and one for 'INTERESTED IN BUCKS? Request More Information!'. The bottom of the page has a footer with links for various college departments and a 'www.bucks.edu/about/' link.

About Bucks Dropdown Detail:



The screenshot shows the 'About Us' page of the Bucks County Community College website. On the left, there is a vertical dropdown menu with links for 'At a Glance', 'Accreditations', 'Board of Trustees', 'Campuses', 'Catalog', 'Contact Us', 'Compliance', 'Consumer Information', 'Directories', 'Employment', 'Facilities Rental', 'FAQs', 'Foundation/Alumni', 'History', 'Mission & Vision', 'President's Welcome', 'Purchasing', and 'Sustainability'. The main content area features a banner for the 'WORK TRAINING PROGRAM' with text about info sessions on December 6 and 13 at 1 p.m. Below the banner are links for 'MyBucks/WebAdvisor', 'Payment Options', and 'Scholarships'. To the right of the banner are three smaller promotional boxes: one for 'REGISTER NOW For Spring Courses', one for 'WINTER SESSION 4 WEEK CLASSES! Online Only...no snow boots required!', and one for 'INTERESTED IN BUCKS? Request More Information!'. The bottom of the page has a footer with links for 'Top Stories' (with an RSS icon), 'Upcoming Events' (with a 'Dec 07' button), and a list of events including 'BCCC Concert Choir' (7:30 to 8:30 pm; MMMC/001).

Academics Dropdown Detail:

METALWORKING
Info Sessions
Dec. 6 @ 1 p.m.

Academic Advising
Academic Calendar
Academic Departments
Business @ Bucks
Center for Workforce Development
Continuing Education
Courses & Majors
Faculty Center
Find Courses
Honors @ Bucks
Learning Resources
Non-Credit Courses
Online Courses
Perkins Grant

Bucks offers associate degree programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/academics/

TRAINING PROGRAM
Lower Bucks Campus
& Dec. 13 @ 1 p.m.

Top Stories

Unique, Handcrafted Gifts Available at Annual Holiday Sale
Jewelry, ceramics, glass, prints, and more created by art

Upcoming Events

Dec 07 BCCC Concert Choir
7:30 to 8:30 pm; MMMC/001

Admissions Dropdown Detail:

METALWORKING
Info Sessions
Dec. 6 @ 1 p.m.

Apply Now
Admissions Information
Assessment Testing
Financial Aid
Find Courses and Registration Information
How to Enroll
Services
Orientation
Payment Options
Student Accounts
Student Records
Tour Our Campus
Tuition & Fees
Upcoming Events

Bucks offers associate degree programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/admissions/

TRAINING PROGRAM
Lower Bucks Campus
& Dec. 13 @ 1 p.m.

Top Stories

Unique, Handcrafted Gifts Available at Annual Holiday Sale
Jewelry, ceramics, glass, prints, and more created by art

Upcoming Events

Dec 07 BCCC Concert Choir
7:30 to 8:30 pm; MMMC/001

Campus Life Dropdown Detail:



METALWORK TRAINING PROGRAM
Info Sessions at Lower Bucks Campus
Dec. 6 @ 1 p.m. & Dec. 10 @ 1 p.m.

[Learn more](#)

[Find Courses](#) [MyBucks/WebAdvisor](#)

[Athletics](#)
[Bookstore](#)
[Center for Personal & Professional Development](#)
[Child Care](#)
[Clubs & Organizations](#)
[Construction Webcam](#)
[Credit Union](#)
[Fitness Center](#)
[Food Services](#)
[IT Services](#)
[Library](#)
[New/Current Students](#)
[Security & Safety](#)
[Student Life](#)
[Trips and Travel Club](#)

Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/life/

Unique, Handcrafted Gifts Available at Annual Holiday Sale
Jewelry, ceramics, glass, prints, and more created by art

[Dec 07](#) [Upcoming Events](#)

REGISTER NOW
For Spring Courses

WINTER SESSION
4 WEEK CLASSES!
Online Only...no snow boots required!

INTERESTED IN BUCKS?
Request More Information!

E-Resources Dropdown Detail:



METALWORK TRAINING PROGRAM
Info Sessions at Lower Bucks Campus
Dec. 6 @ 1 p.m. & Dec. 10 @ 1 p.m.

[Learn more](#)

[Find Courses](#) [MyBucks/WebAdvisor](#)

[BucksMail](#)
[Canvas](#)
[Faculty Online Resources](#)
[Help Desk and Services Center](#)
[Information Technology](#)
[Login Information](#)
[Mobile App](#)
[MyBucks](#)
[Password Manager](#)
[Printing](#)
[Social Media](#)
[Student Online Resources](#)
[System Status](#)
[Virtual Campus](#)
[WebAdvisor](#)

Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/e-resources/

Unique, Handcrafted Gifts Available at Annual Holiday Sale
Jewelry, ceramics, glass, prints, and more created by art

[Dec 07](#) [Upcoming Events](#)

REGISTER NOW
For Spring Courses

WINTER SESSION
4 WEEK CLASSES!
Online Only...no snow boots required!

INTERESTED IN BUCKS?
Request More Information!

News & Events Dropdown Detail:



METALWORK TRAINING
Info Sessions at Lower Bucks Ca
Dec. 6 @ 1 p.m. & Dec. 13 @ 1 p.m.

[Learn more](#)

- Academic Calendar
- Arts & Entertainment
- Athletics Calendar
- Calendar of Events
- Commencement
- Cultural Events Calendar
- Lectures & Conferences
- News Releases
- Open House
- Student Events Calendar
- Tickets
- Add an Event
- New Opportunities



REGISTER NOW
For Spring Courses

WINTER SESSION
4 WEEK CLASSES!
Online Only...no snow boots required!

INTERESTED IN BUCKS?
Request More Information!

Find Courses MyBucks/WebAdvisor Payment Options Scholarships

Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/news/

Top Stories



Unique, Handcrafted Gifts Available at Annual Holiday Sale

Jewelry, ceramics, glass, prints, and more created by art

Upcoming Events

Dec 07

BCCC Concert Choir
7:30 to 8:30 pm; MMMC/001

Student Services Dropdown Detail:



METALWORK TRAINING PROG
Info Sessions at Lower Bucks Campus
Dec. 6 @ 1 p.m. & Dec. 13 @ 1 p.m.

[Learn more](#)

- Accessibility Office
- Career Services
- Counseling Services
- KEYS Program
- Prior Learning Assessment
- Help Desk
- Transfer Services
- Veterans



REGISTER NOW
For Spring Courses

WINTER SESSION
4 WEEK CLASSES!
Online Only...no snow boots required!

INTERESTED IN BUCKS?
Request More Information!

Find Courses MyBucks/WebAdvisor Payment Options Scholarships

Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

www.bucks.edu/student/

Top Stories



Unique, Handcrafted Gifts Available at Annual Holiday Sale

Jewelry, ceramics, glass, prints, and more created by art

Upcoming Events

Dec 07

BCCC Concert Choir
7:30 to 8:30 pm; MMMC/001

Bucks offers associate degrees and certificate programs, continuing education, and transfer opportunities with three campuses plus online learning.

Small classes, major impact

You'll never get lost in the crowd or the classroom at Bucks, and you'll benefit from your experience here for the rest of your life.

Courses & Majors

[Virtual Campus](#)

[Continuing Education](#)

[Workforce Development](#)



Apply Online
Start your application
Review this application process

Donate
Your support helps Bucks provide educational opportunities for all who want to learn.

Top Stories



Unique, Handcrafted Gifts Available at Annual Holiday Sale

Jewelry, ceramics, glass, prints, and more created by art students are available for purchase Dec. 5 & 6 on the Newtown campus.

Music Area Showcases Student Talent with Free Concert Series

Performances through Dec. 18 include Jazz Orchestra, Concert Choir, and more; Next performance: Classical Chamber Ensembles Mon. Dec. 5 at Newtown.

Bucks Seeks Applicants for Free Metalwork Training Program

Learn about the full-time 12-week course at an information session Dec. 6 or 13 at the Lower Bucks Campus; training starts in January.

[See all news stories](#)

Upcoming Events

Dec 07

BCCC Concert Choir
7:30 to 8:30 pm; MMMC/001

Dec 08

BCCC Jazz Orchestra
7:00 pm to 8:30 pm; Zlock Performing Arts Center

Dec 09

A Christmas Carol
7:00 pm to 9:00 pm; Zlock Performing Arts Center

Dec 13

Women's Basketball vs. Delaware
6:00 pm Home

[More upcoming events](#) [View academic calendar](#)

Bucks is for

[Prospective Students](#)
[New & Current Students](#)
[Faculty & Staff](#)
[Community & Visitors](#)
[Alumni & Donors](#)
[Business & Community](#)
[Parents & Family](#)

Campuses

[Maps & Directions](#)
Newtown
Lower Bucks
Upper Bucks
Virtual Campus

Legal

[Disclaimer](#)
[Policies & Procedures](#)
[Notice of Non-Discrimination](#)

Stay in Touch

[Contact Us](#)
[Social Media](#)
[Emergency Information](#)
[Suggestions and Feedback for the President](#)
[System Status](#)

Accessibility

[Adaptive Resources](#)
[The Accessibility Office](#)
[Web Accessibility](#)

215-968-8000

275 Swamp Road
Newtown PA 18940



[Select Language](#) ▾

© 2016 Bucks County Community College.
All rights reserved.

Survey

User groups: students and staff

Disbursement: via email and in person

Goal: to find out what are user's top priorities for visiting the Buck's website

Questions (DRAFT):

- 1 How often do you visit bucks.edu?
- 2 What typically brings you to bucks.edu?
- 3 What do you find difficult to find on bucks.edu?
- 4 What task are you trying to complete on bucks.edu?