

# 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?

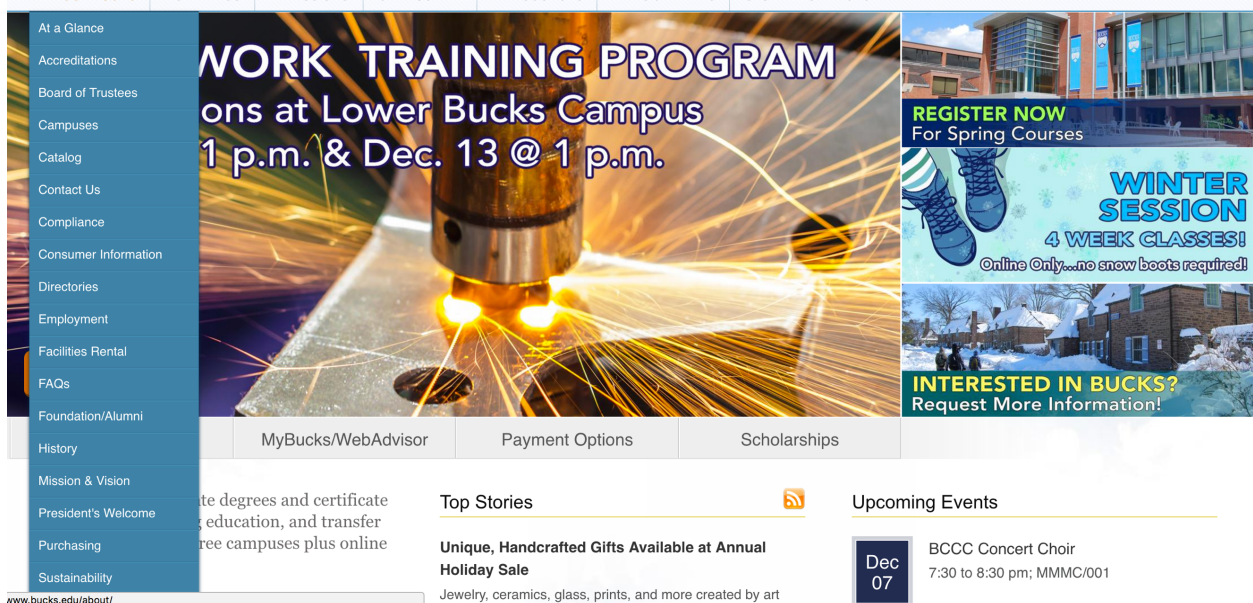
Current status of the website:

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

Homepage Navigation:



About Bucks Dropdown Detail:





## Academics Dropdown Detail:

The screenshot displays the Academics dropdown menu on the Bucks County Community College website. The menu is open, showing a list of links including 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, Prior Learning Assessment, Certificate Programs, Public Safety Training, and Testing. The background features a large banner for the METALWORK TRAINING PROGRAM at Lower Bucks Campus, scheduled for Dec. 6 and Dec. 13 at 1 p.m. To the right, there are promotional banners for Spring Courses registration, a Winter Session with 4-week classes (online only), and a request for more information about Bucks. The bottom section includes Top Stories, Upcoming Events (BCCC Concert Choir on Dec 07), and a footer with the website URL www.bucks.edu/academics/.

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

**REGISTER NOW**  
For Spring Courses

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

**INTERESTED IN BUCKS?**  
Request More Information!

**Academics Dropdown Menu:**

- 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
- Prior Learning Assessment
- Certificate Programs
- Public Safety Training
- Testing

**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

[www.bucks.edu/academics/](http://www.bucks.edu/academics/)

## Admissions Dropdown Detail:

The screenshot displays the Admissions dropdown menu on the Bucks County Community College website. The menu is open, showing a list of links including 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, and Upcoming Events. The background features a large banner for the METALWORK TRAINING PROGRAM at Bucks Campus, scheduled for Dec. 6 and Dec. 13 at 1 p.m. To the right, there are promotional banners for Spring Courses registration, a Winter Session with 4-week classes (online only), and a request for more information about Bucks. The bottom section includes Top Stories, Upcoming Events (BCCC Concert Choir on Dec 07), and a footer with the website URL www.bucks.edu/admissions/.

**METALWORK TRAINING PROGRAM**  
Bucks Campus  
Dec. 6 @ 1 p.m. & Dec. 13 @ 1 p.m.

**REGISTER NOW**  
For Spring Courses

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Request More Information!

**Admissions Dropdown Menu:**

- 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
- Why Bucks?

**Top Stories**

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

**Upcoming Events**

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

[www.bucks.edu/admissions/](http://www.bucks.edu/admissions/)

## 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](#)

- 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
- Trips and Travel Club
- Student Life

# 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/life/](http://www.bucks.edu/life/)

#### Unique, Handcrafted Gifts Available at Annual Holiday Sale

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#### Upcoming Events

Dec 07

BCCC Concert Choir  
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### 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](#)

- 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

# WINTER SESSION

## 4 WEEK CLASSES!

Online Only...no snow boots required!

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[www.bucks.edu/e-resources/](http://www.bucks.edu/e-resources/)

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Dec 07

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

### News & Events Dropdown Detail:



# METALWORK TRAINING PROGRAM

## Info Sessions at Lower Bucks Campus

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/](http://www.bucks.edu/news/)

### Top Stories

**Unique, Handcrafted Gifts Available at Annual Holiday Sale**

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### Upcoming Events

Dec 07

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

### Student Services Dropdown Detail:

# METALWORK TRAINING PROGRAM

## 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!

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INTERESTED IN BUCKS? Request More Information!

Find Courses

MyBucks/WebAdvisor

Payment Options

Scholarships

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[www.bucks.edu/student/](http://www.bucks.edu/student/)

### Top Stories

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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](#)

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[Lower Bucks](#)  
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[Virtual Campus](#)

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[System Status](#)

#### Accessibility

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

215-968-8000

275 Swamp Road  
Newtown PA 18940



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## 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?