

# TRIDENT UNIVERSITY

Trident.edu Site Redesign

RESEARCH & INSIGHTS

# TODAY, WHAT WE WILL TACKLE

- WHERE WE ARE
- STAKEHOLDER INTERVIEWS
- COMPETITIVE ANALYSIS
- KEY RECOMMENDATIONS
- MEASURING SUCCESS
- NEXT STEPS



## Kickoff



- Develop Stakeholder Questionnaire
- Develop Surveys
- Send out surveys
- Conduct interviews

## Challenge Alignment



- Analyze Stakeholder Interviews
- Analyze Survey Responses
- Finalize Competitive Analysis
- Finalize Current Assessment

approve insights



- Develop product features

approve personas + scenarios



- Develop personas
- Develop scenarios
- Develop sitemap

## Vision Presentation



- Develop primary wireframes

- Iterate primary wireframes
- Develop secondary wireframes

## Final Handoff



- Finalize Wireframes



# STAKEHOLDER **INTERVIEWS**

# We talked to 23 Trident stakeholders

- Admissions
  - Dennis Reggiani
  - Michael Grattan
  - Robert Givenrod
  - Anna Miura
  - Theresa Philpot
  - Sandra Salvador
  - Ricky Sengsavang
- Advising
  - Kristin Moritz
  - Alace Kim
  - Stevie Gonzales
  - Tiffany Young
- Career Services
  - Tanya White-Earrest
- Brand Direction Research
  - Archana Gidwani
- Creative
  - Art Duran
- Executive
  - Andy Vaughn
- Faculty
  - Dr Steven Gold
- Financial Aid
  - Scott Pak
  - Tashia
- Marketing
  - Debbie Letourneau
  - Daniel Sloan
  - Scott Volk
  - Brandon Rowe
- Compliance
  - Esmeralda Silva

...as well as 20 students in various programs

# And some key themes emerged

- **Simplify**

- Make navigation more intuitive and make content quickly available and consumable

- **Continue Updating the experience**

- While the site has greatly improved from previous iteration, we need to continue to evolve the experience so it truly matches the brand

- **Focus on conversion**

- The site does well at conversion, however site content and focus can be improved in order center on prospective students.

full interview analysis available

# COMPETITIVE ANALYSIS

# Our analysis was based on a two-part analysis of each site.

## Part 1 - Heuristics

The first part was a compact heuristic evaluation of the experiences key touchpoints leveraging a SWOT criteria. Heuristic evaluation involves having a small set of common usability criteria based on common sense and human interaction patterns to examine the interface and judge its compliance with recognized usability principles.

### 1. Strengths

- We considered the strengths of your competitors. We examined what they are doing right from a student point of view

### 2. Weaknesses

- Examine your competitors' weaknesses. Your competitors have a few shortcomings, and we've called some of those out.

### 3. Opportunities

- Determine the opportunities left by your competitors. If it turns out that your competitors' customers are unhappy or disappointed lately, consider how that could benefit you. This is how their weaknesses can become your strengths.

### 4. Threats

- Pinpoint the threats that your competitors pose. If your competitors' customers seem happy, you should not ignore the threat that this may pose for your own customer base.

# Our analysis was based on a two-part analysis of each site.

## Part 2 - Extra Dimensions

The second part of our analysis relied on rating each experience along the following consideration dimensions extracted from the “Trident University Research Overview” dated Dec 22, 2011 as well as additional criteria surfaced through discussion

1. School Respected By My **Peers** - *Peer testimonials*
2. **Reputable** School in Academic Community - *Detailed Accreditation information and explanation*
3. Degree Leads to a **Job** - *Independent information regarding career prospects*
4. **Unique** Resources - *Specific features that differentiate the school*
5. Transferable **Credits** - *Clear information regarding credit transfers*
6. Accommodates **my Needs** - *Information and frequency of courses and start dates*
7. Academic **Excellence** - *Detailed Faculty Information*
8. **Compassionate** Commitment - *Human and relatable information quality regarding the academic process*

# Experiences reviewed

- University of Phoenix
- Devry
- Kaplan
- Southern New Hampshire University
- Grand Canyon
- AMU/APU
- Ashford
- Capella
- Coursera (online learning)
- MIT/Stanford/USC (traditional)

# Scoring System Used

We've assigned a **1 to 5 points per dimension** to Universities based on well or poorly they accomplish their goal. The scale is

- 1 point** for a very poor to none-existent execution of the dimension
- 2 points** for a poor execution of the dimension
- 3 points** for a passable to good execution of the dimension
- 4 points** for a great execution of the dimension
- 5 points** for a in-industry best example

# we scored everyone

1

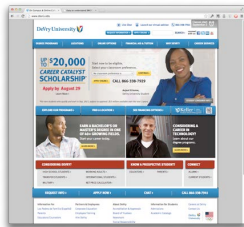
Capella



score: 36

2

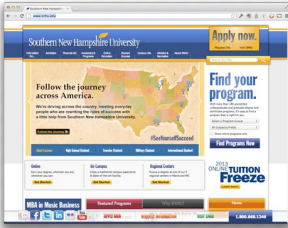
Devry



score: 32

3

SNHU



score: 31

4

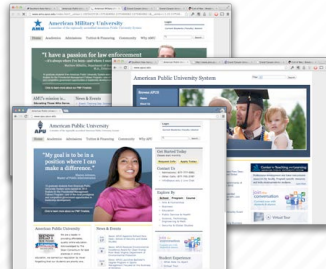
Trident



score: 25

5

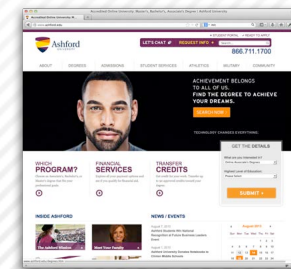
AMU



score: 24

6

Ashford



score: 23

7

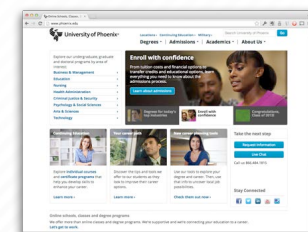
Grand Canyon



score: 22

8

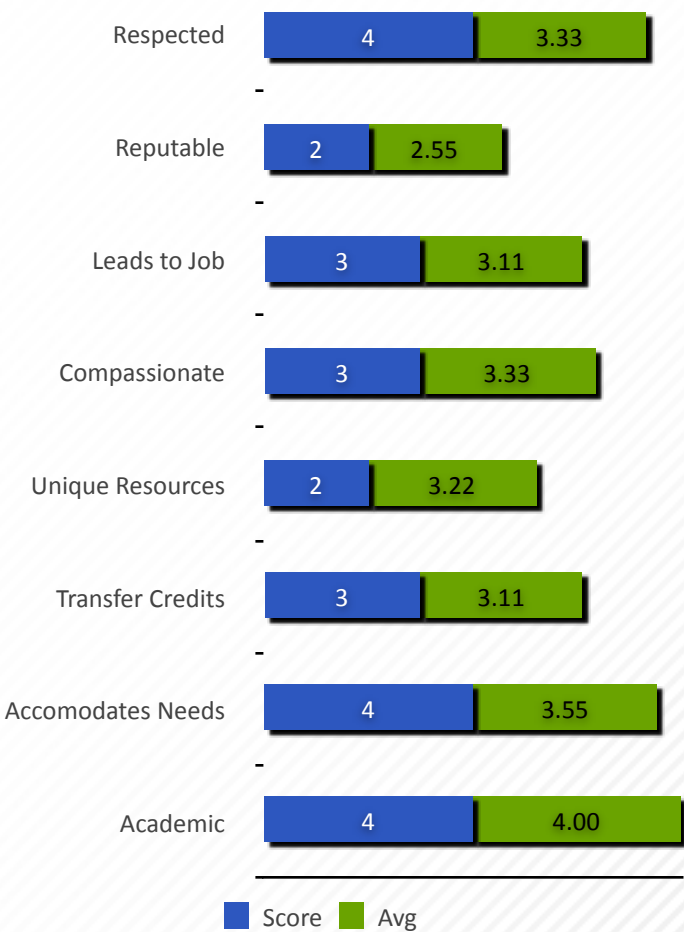
UoP



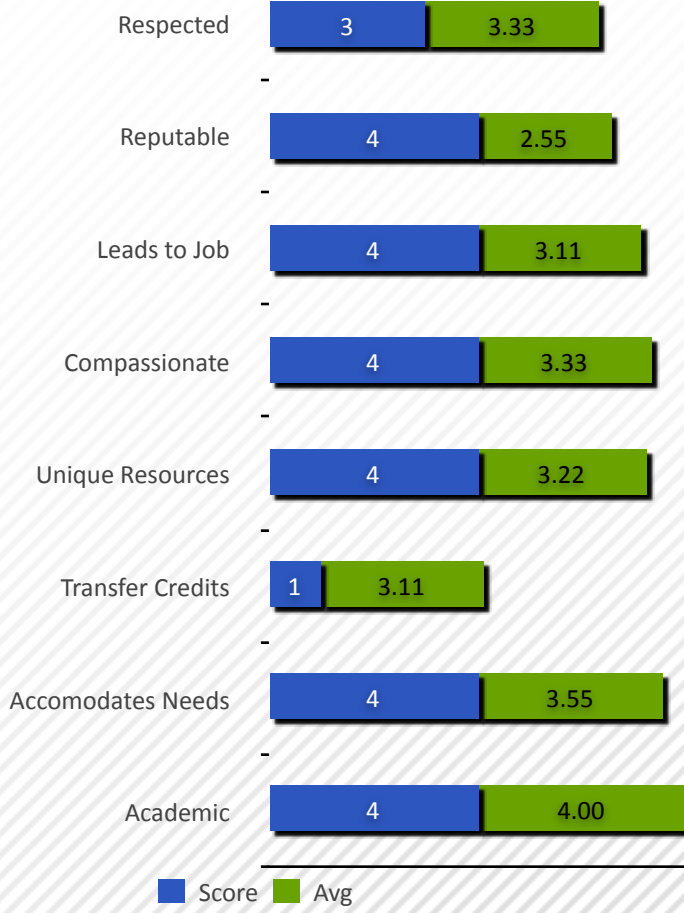
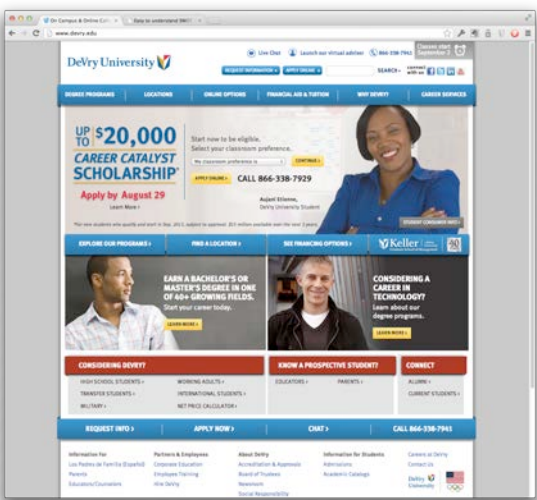
score: 21

# we scored everyone

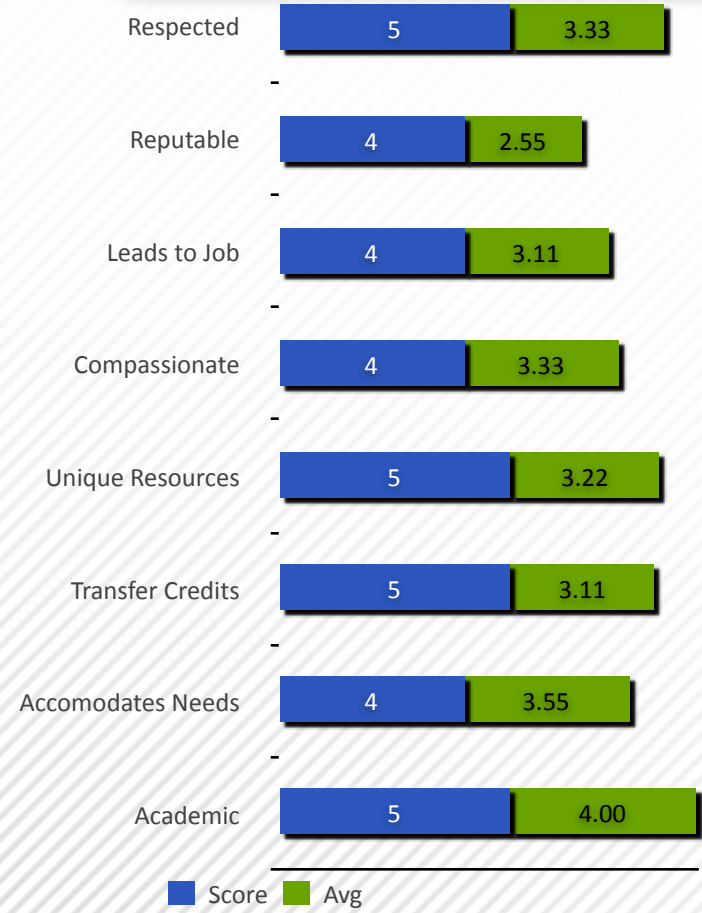
## Trident



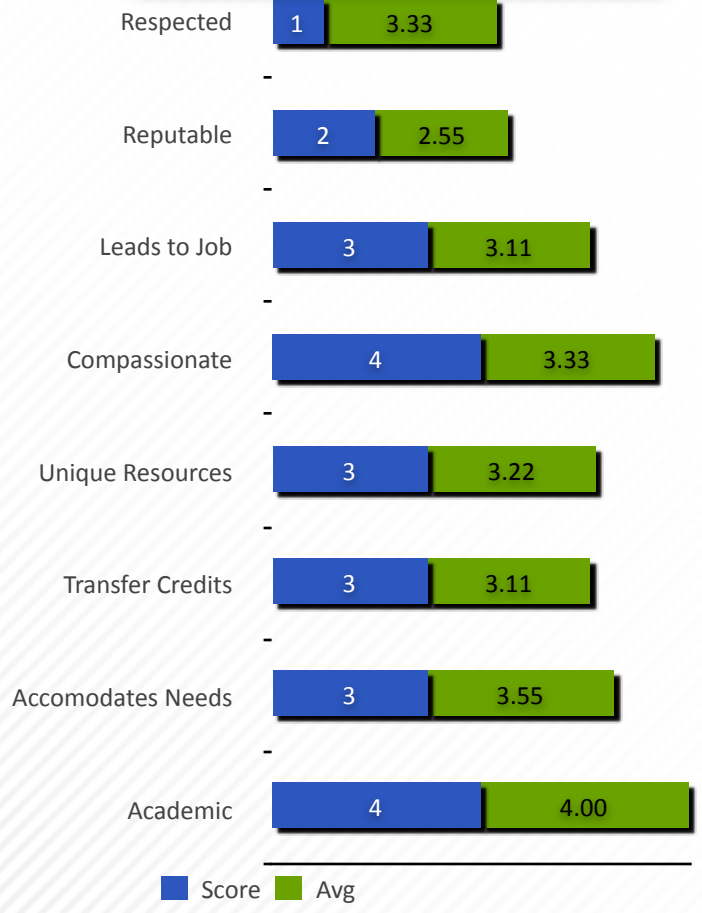
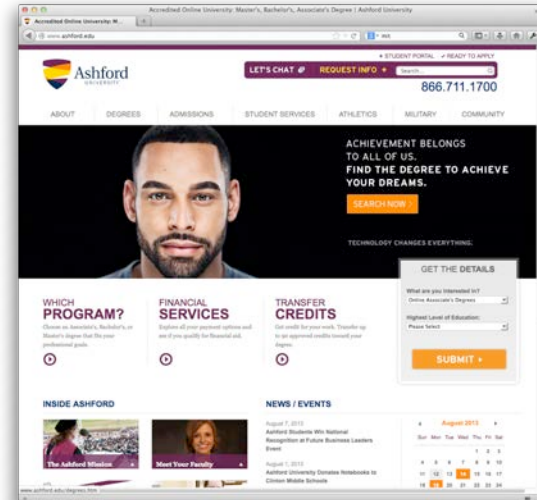
## Devry



## Capella

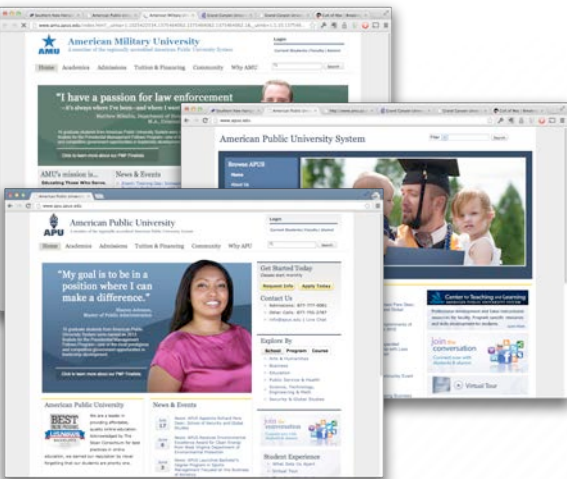


## Ashford

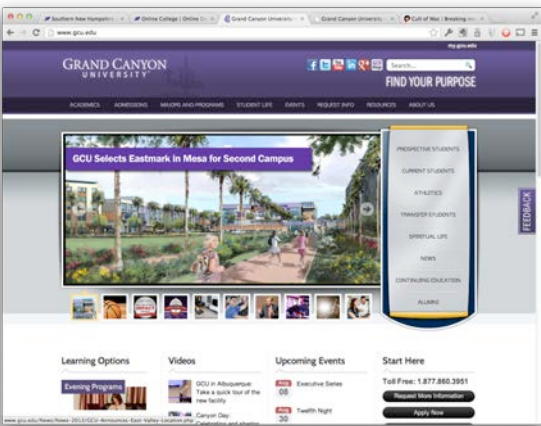


# we scored everyone

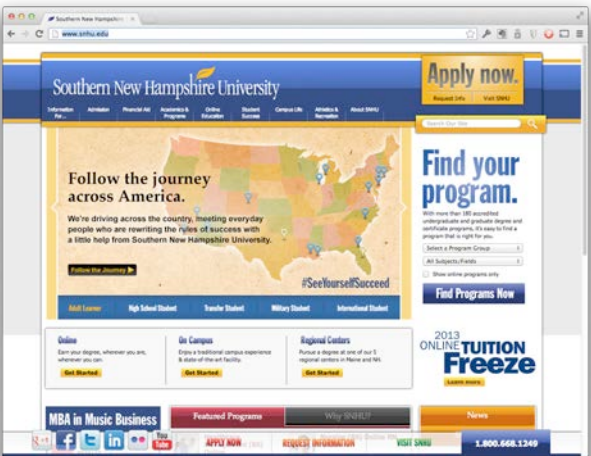
AMU



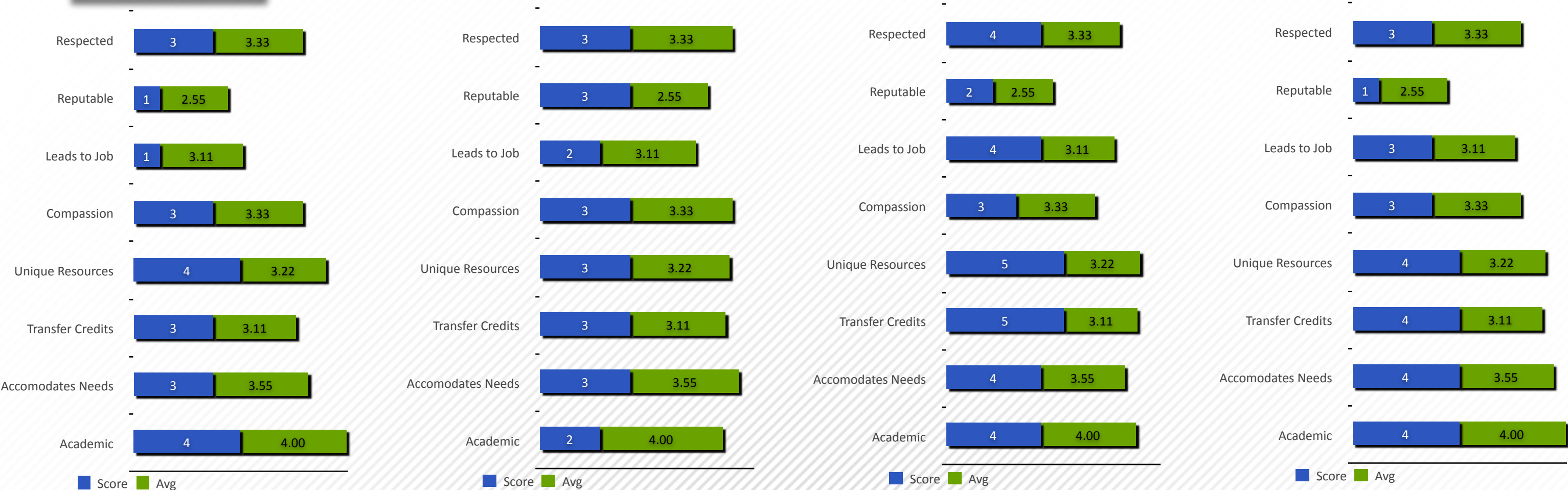
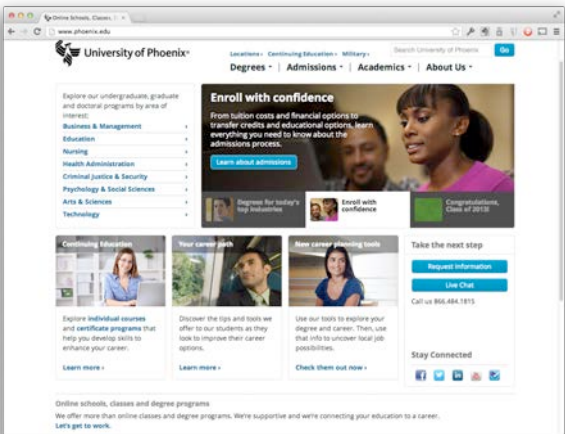
Grand Canyon



SNHU



UoP



# and with analysis some key themes emerged

- Online schools tended toward providing information in order to further users along conversion funnel
- A balanced homepage with compelling imagery and focused messaging scored well on the SWOT as well as painted a clearer picture for prospective students.
- Schools with physical campuses and online schools tried to balance needs of current students w/ future students
- Traditional schools did not focus on conversion on home page.

But let's dig a little deeper

# TRIDENT



## PEERS - 3

STRENGTH : Distinguished Alumni section

## REPUTABLE - 2

WEAKNESS: No clear link to Accreditation information. Only one statistic w/ no links about Academic Community Accreditation on the homepage, and buried in primary nav under academics

## JOB - 3

STRENGTH: Gainful employment disclosures under each degree program.

Trident.edu

OVERALL SCORE

25

## ACADEMIC - 4

STRENGTH: Detailed Faculty Profiles

## COMPASSION - 4

STRENGTH: Detailed experience information

## UNIQUE - 2

WEAKNESS: “Why Trident?” callout on homepage doesn’t link to any unique information. “The Trident Difference” does provide some unique information.

## CREDITS - 3

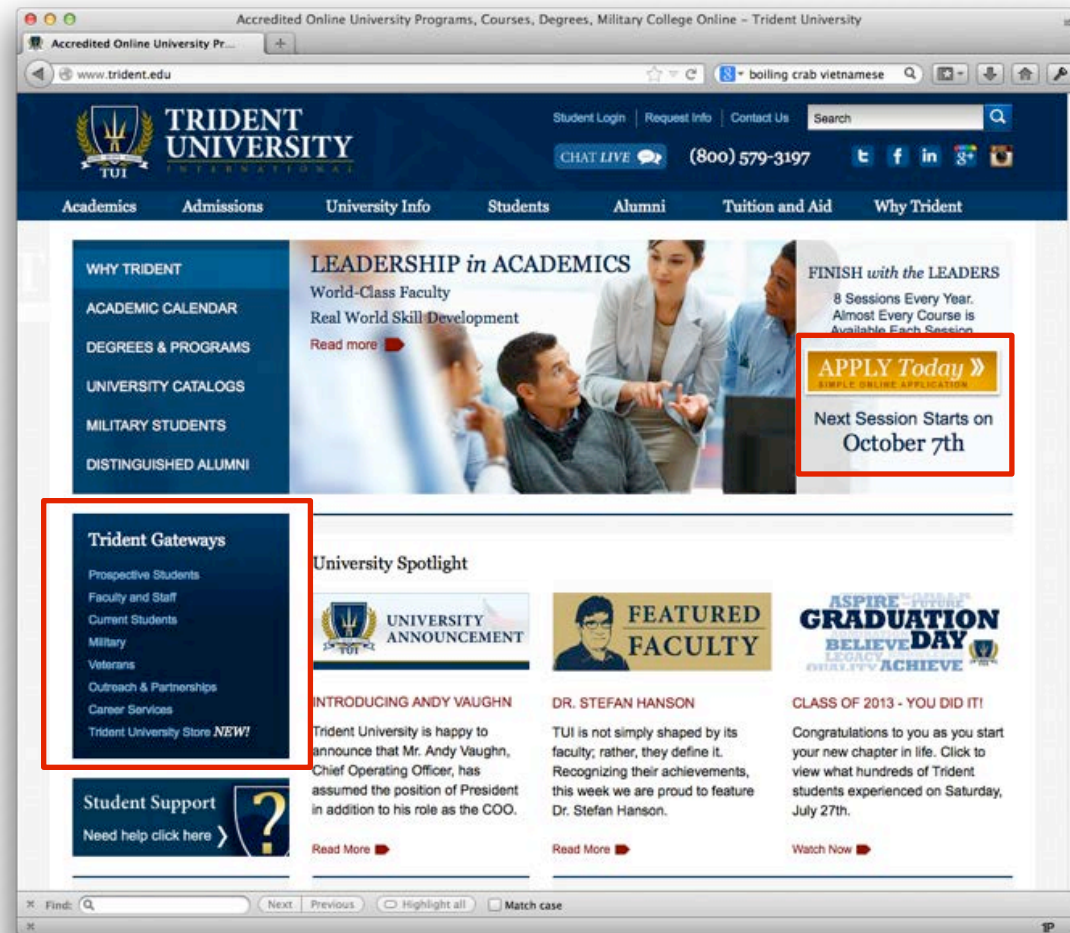
STRENGTH: Has a Transfer Students section. Section copy and comprehension may be difficult for some students

## MY NEEDS - 4

STRENGTH: Eight Start Sessions per year.

# Strengths

Trident.edu



## - Homepage

- Targeted Sub navigation allows users to access information by specific “Gateways”
- Strong “APPLY TODAY” CTA
- Date of Next Session Displayed
- Targeted to direct users to information

## - Information Inquiry

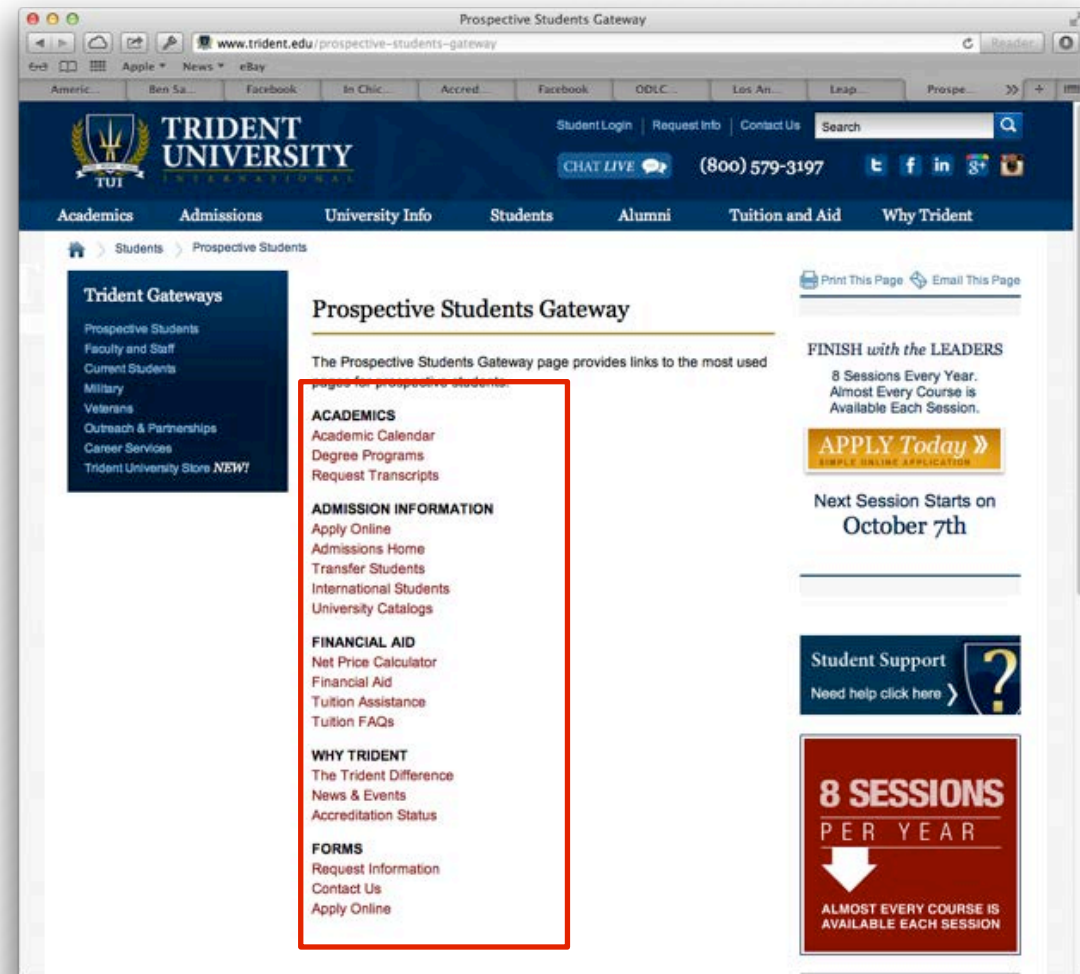
- Form has additional comments field allowing user to ask questions with Information inquiry

## - Focus on conversion

- Multiple links allows users to quickly find information

# Weaknesses

Trident.edu



## - Homepage

- Beyond Apply Today link, no clear focus of information
- Sub-navigation located too far down left side and below carousel navigation
- Information dense, difficult to pick out relevant information

## - Information Inquiry

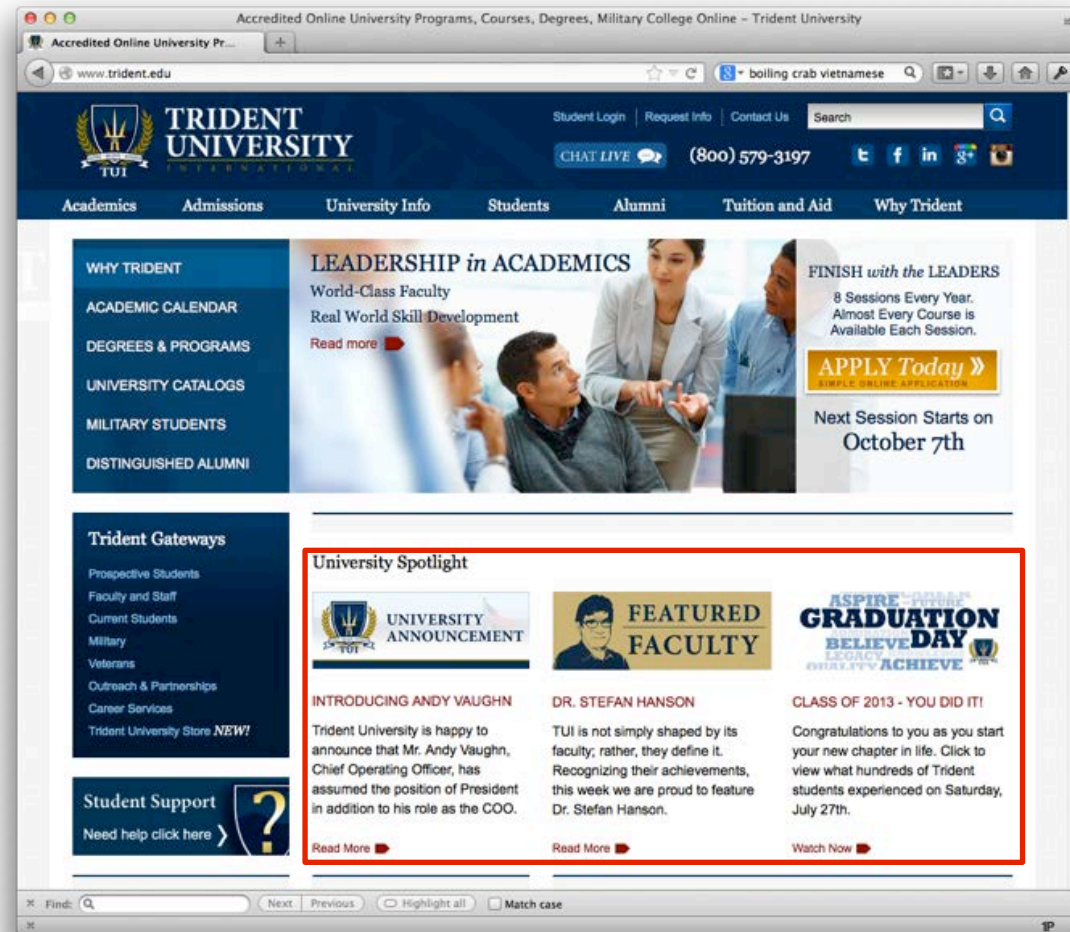
- Form has a lot of required information – is address required?

## - Landing Page

- No clear hierarchy of links.
- No compelling information

# Opportunities

Trident



## - Homepage

- Needs targeted conversion messaging
- Clear Navigational structure and substructure

## - Information Inquiry

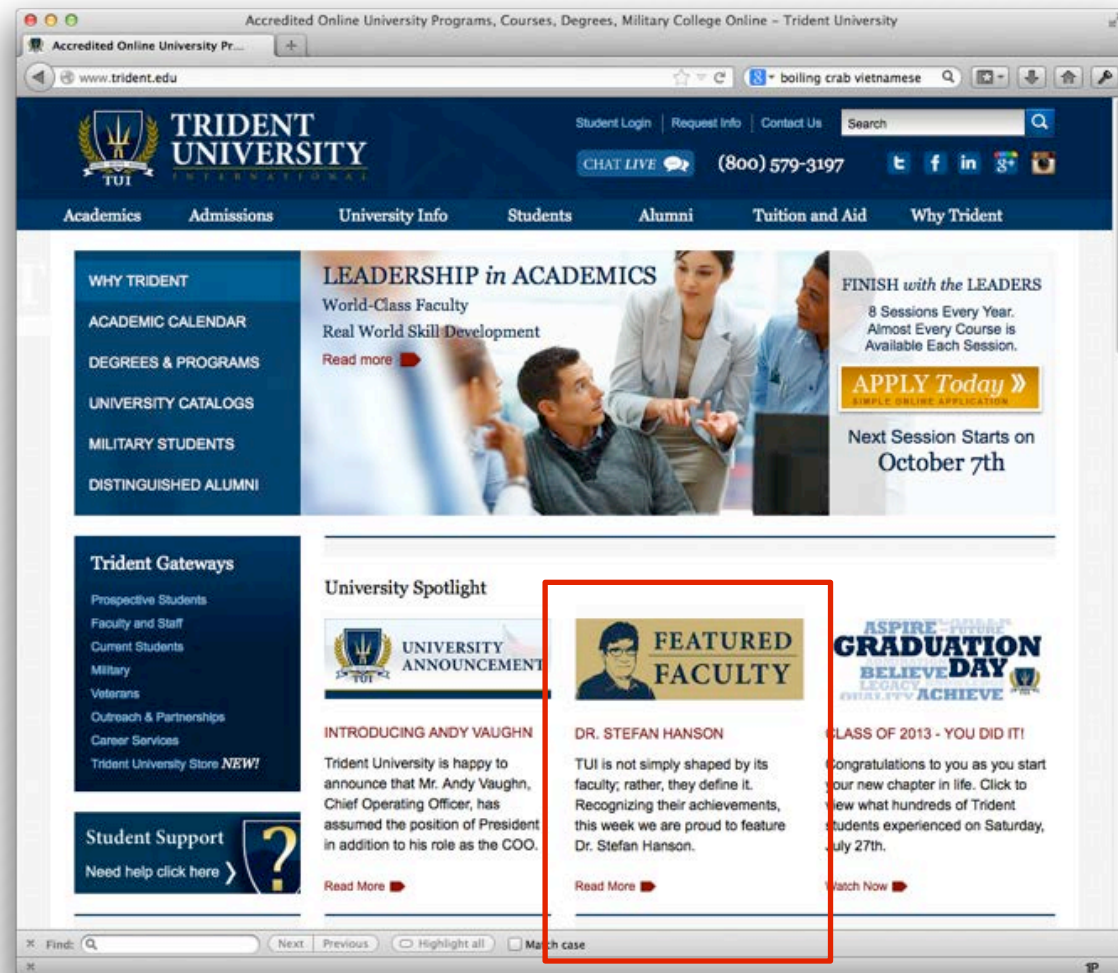
- A multipart form that may lesson information inquiry

## - Landing Page

- Breaking the content up into more pages and a cleaner organization structure will help with site comprehension and navigation
- Provide relatable visuals instead of page of links will help users understand and digest information

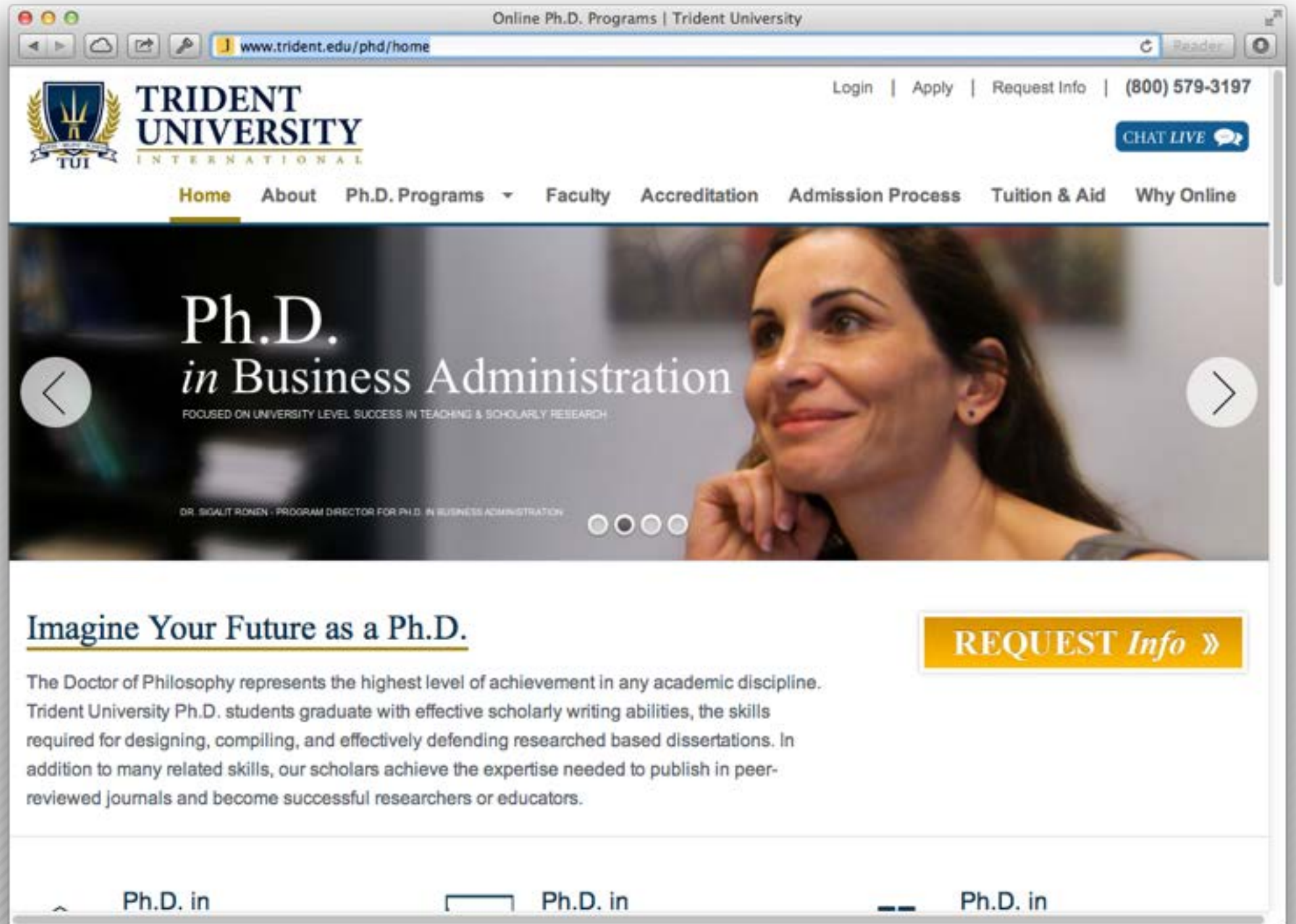
# Threat

Trident



- Information spotlight of Faculty
- Targeted sub navigation allows for quick navigation to pages specific to the appropriate user
- Calendar with links to full calendar provides quick information to key dates

# TRIDENT PhD



## PEERS - 4

STRENGTH : Student  
Testimonial on Home Page.  
Score: 4

## REPUTABLE - 4

STRENGTH: Accreditation  
information includes information as  
to why Accreditation matters.  
Score: 4

## JOB - 4

STRENGTH: Gainful  
Employment Disclosures  
include graph showing value of  
degree. Score: 4

# Trident PhD

OVERALL SCORE

# 36

## ACADEMIC - 5

STRENGTH: Faculty Profiles  
on homepage

## COMPASSION - 4

STRENGTH: Detailed  
information regarding  
philosophy.

## UNIQUE - 5

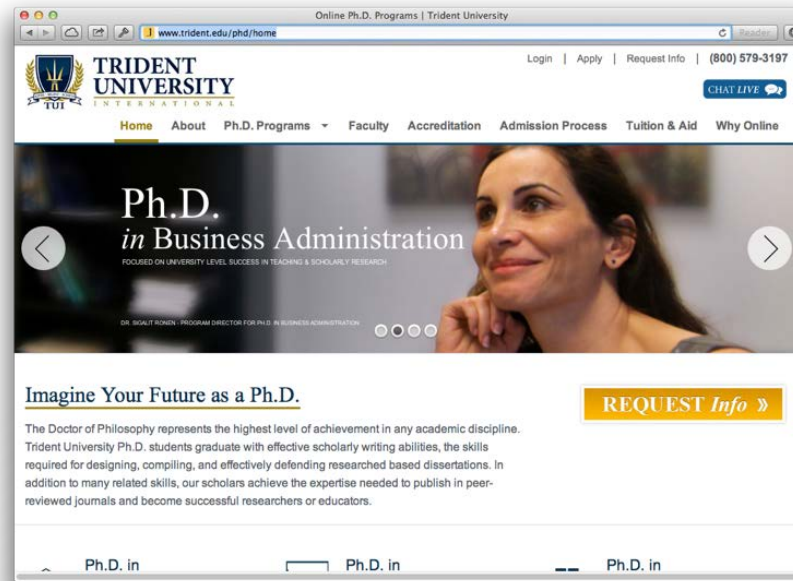
STRENGTH: How and why an  
online program can be  
advantageous to a student.

## CREDITS - 5

STRENGTH: Detailed  
information about the  
admission process and  
transfer credits.

## MY NEEDS - 5

STRENGTH: Personal  
Communication



# Trident PhD

## Strengths

- **PhD Site**
  - Deep and detailed information .
  - Clear and persistent primary navigational structure.

## Weaknesses

- **PhD Site**
  - Not Mobile Optimized
  - Pages contain a lot of information - does not give users an indication on page content and requires exploration to find answers

## Opportunities

- **PhD Site**
  - Create a information sub hierarchy for content pages

## Threats

- **Detailed Information in an easy to understand format**

# Best Scoring SWOT

## Capella



## PEERS - 5

STRENGTH : Large photos and information about student success stories

## REPUTABLE - 4

STRENGTH: Accreditation information includes information as to why Accreditation matters as well as a clear graphical list of each accreditation authority. Score: 4

## JOB - 4

STRENGTH: BLS Statistics on job/salary prospects Score: 4

# Capella

## OVERALL SCORE

# 36

## ACADEMIC - 5

STRENGTH: Detailed Faculty Profiles for every faculty member.

## COMPASSION - 4

STRENGTH: Detailed experience information

## UNIQUE - 5

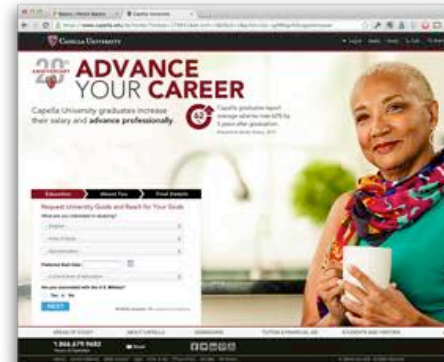
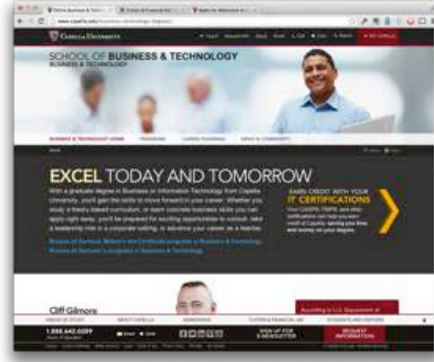
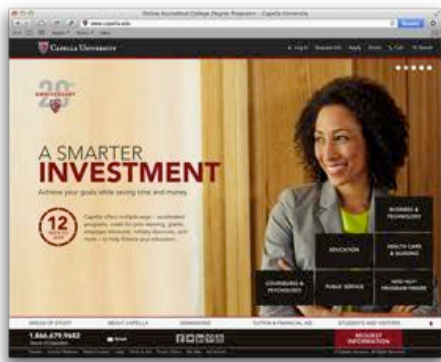
STRENGTH: Program Finder – helps prospects picks a program. “MY CAPELLA” - Prospect checklist funnel to registration.

## CREDITS - 5

STRENGTH: Has a Transfer Students section

## MY NEEDS - 4

STRENGTH: Classes Start Every Month



Capella

## Strengths

- **Homepage**
  - Clean, uncluttered design.
  - Targeted links by programs, rollover allow users to dive directly into specific programs based on area of concentration.
  - Tout from independent rating source (US News & World Report)
  - Targeted to direct users to information
- **Information Inquiry**
  - Simple Form easy for users to understand
- **Landing Page**
  - Landing page – links to online education programs.

## Weaknesses

- **Homepage**
  - Site Navigation near bottom of the page on homepage
  - No links to “MyCapella” from homepage
- **Information Inquiry**
  - Separate Modal window – may be blocked by some popup suppressors
  - Long Form – longer than modal window
- **Landing Page**
  - Difficult for users to research across areas of study

## Opportunities

- **Homepage**
  - A clean consistent design across all platforms
  - More targeted conversion messaging
  - Clear Navigational structure
- **Information Inquiry**
  - Specific call out to information inquiry
- **Landing Page**
  - Breaking the content up into more pages and a cleaner organizational structure will help with site comprehension and navigation
  - Provide relatable visuals instead of page of copy will help users understand and digest information

## Threats

- **Approachable spotlight put on students and their success**
- **Easier to navigate into specific programs**

# Capella

## Strengths

### - Homepage

- Clean, uncluttered design.
- Targeted links by programs, rollover allow users to dive directly into specific programs based on area of concentration.
- Tout from independent rating source (US News & World Report)
- Targeted to direct users to information

### - Information Inquiry

- Simple Form easy for users to understand

### - Landing Page

- Landing page – links to online education programs.



full SWOT analysis available

# Overall Strengths

# Best Practices from All

- **Clean design with Targeted conversion messaging**
- **Focus on prospective student**
- **Clearly communicate key information about academic quality, faculty and compassionate commitment**
- **Remove navigation for a secondary existing student audience to another site**
- **Provide detailed information in a digestible format (no large blocks of text)**
- **Provide information from independent sources to reinforce messaging**
- **Copy written in a humanistic and relatable fashion**

# UX RECOMMENDATIONS

# Refine content & taxonomy

- **Create a well defined information architecture**
  - Review content to help determine new content classification system. Create a flatter taxonomy that's easier to understand
  - Taxonomy should be based on conversion, providing information quickly in key relevant areas to prospective students (Military, Veteran and Civilian Student) . Once context has been established the taxonomy will primarily be based on tasks (Financial Aid, Areas of Study etc)
- **Rationale**
  - Interviews describing confusing navigational structure
  - Best Practices
  - Stakeholder Interviews

# Refine overall site experience

- **Create a cleaner initial homepage experience**
  - Create a consistent navigation structure which should reflect an updated taxonomy and should be based on conversion
  - Ensure that there is clear links to key important information relevant to prospective students by providing clear information, messaging and layout.
  - Reduce information irrelevant to key target audience by moving information into sections like the student portal (for information relevant to existing students) or the Student Alumni section (for past students).
- **Rationale**
  - SWOT

# Make the experience accessible

- **Leverage Responsive Web Design**
  - Create a more consistent experience that is tailored to individual devices and touch points
- **Be more reflective of the brand, be more human**
  - Where possible put the spotlight on student and their success stories. Showcase the more human side of the brand
- **Rationale**
  - SWOT
  - Stakeholder Interviews

# Ensure content offering can help users self service

- **Provide different ways to solve issues**

- Include different types of tools for users to help answer specific questions
  - Net Price Calculator
  - Course Hours Required for each degree program
  - More detailed information on transfer of credits and CTA to reach out to an advisor to find out more
- More relevant student success stories and job prospect information for students to understand value
- Ensure interior pages have clear in-line CTA to reach out to an advisor.
- Clearer explanation of academic expectations from Trident, and how it differs from other online schools
- Clear and concise homepage driving information and conversion of new students.
- Balance of military and civilian information, with military information clearly called out

- **Rationale**

- SWOT

MEASURING **SUCCESS**

# How will we measure success?

- **Acquisition**

- Site Traffic

- Increase in visits, increase in unique visitors and new visitors as prospects and existing student rely more and more on site as a resource

- More relevant student success stories and job prospect information for students to understand value

- **Conversion**

- Registration

- Increase in completed registration/applications

- **Engagement**

- Site Engagement

- Increase in shared content?

# Next steps

- Develop website personas
- Develop use case scenarios
- Develop Site Map & Wireframes

QUESTIONS