

Project Summary: UCF Web Site Redesign

<http://www.ucf.edu>



"The home page design went from having only 4% of the page real estate available for changing content to 73% of it available and constantly changing with business processes put in place to ensure the ongoing success of managing the content."

- John Sharkey, Assistant Director, Course Development & Web Services

Overview

The newly redesigned University of Central Florida (UCF) Web site strives to help the university achieve its strategic goals. Links to information vital to student recruitment and enrollment have been placed prominently on the homepage and secondary pages. News headlines as well as links for external constituents, alumni, and the business community have been prominently placed for easy access. The University Marketing and the News and Information offices both play key roles in determining site content.

Purpose

The main UCF Web site redesign was done to modernize the site and align it with the UCF strategic plan. The UCF Web site is the primary window into the university from the outside world, and it was redesigned to help UCF achieve its objectives, especially to external constituencies. The goals for this project included improved navigation, improved content layout allowing text to be easily scanned by the user, improved visibility for university students, faculty, departments, and offices by providing homepage placement of images and information. The redesign project was a combined effort of Digital Media, Web Strategy, Advanced Systems, and Techrangers.

Assessment

Monthly server statistic reports provide a comparison of the number of site visitors to both the old and new sites. Reports show the number of "click-throughs" for each of the homepage channels. This information will demonstrate the popularity of a particular homepage channel, an image, or the information being disseminated. Further information on this project can be found by visiting: <http://www.ucf.edu/about> and <http://webstrategy.cdws.ucf.edu/neptune>.



Features

- ✓ Ease of navigation
- ✓ Completeness of information
- ✓ Easy to read
- ✓ Easy to search
- ✓ Quality information
- ✓ Visually exciting
- ✓ Up-to-date information