

Project Summary: Campus Virtual Tour Web Site Redesign

<http://www.ucf.edu/vtour>



"The UCF Virtual Tour is a recruiting tool used by the Office of Undergraduate Admissions to provide prospective students and their families the opportunity to "experience" all that UCF has to offer through their computers at home without actually visiting the campus."

"The VT is one of many on-line services we provide students because most college-bound students are getting their information about colleges and universities via the web. Although we would prefer that prospective students and their families visit our campus to participate in our "Campus Visit Experience", we know that many students, especially international ones, cannot visit the campus and the VT allows them the opportunity to do so."

—Dr. Gordon Chavis, Jr., Director, Undergraduate Admissions

Overview

The site targets UCF undergraduate prospective students and parents. The Campus Virtual Tour helps to promote UCF by highlighting points of interest contained within the 13 stops.

Purpose

The goal of the Campus Virtual Tour Redesign project was to bring the content current and update the look. The site went from having three versions: Flash, HTML, and accessibility down to one version. The site was originally created using frames and is now using PHP to include the header and footer for each page. The pages are done in XHTML using CSS and are 508 compliant. The maintenance time will be cut drastically. The process required many hours of work from Digital Media, Techrangers, Advanced Systems, and the Web Strategy teams with Course Development and Web Services.

Assessment

Course Development and Web Services will review the statistics for the site and will compare the results with previous months. Additionally, a user feedback form has been included which will be monitored by the Web Strategy team. If the user elects to submit the feedback form we can determine if the user has requested additional information, scheduled an on-site campus tour, or completed an application.



Features

- ✓ Updated design
- ✓ One version
- ✓ More QTVR's
- ✓ Current content
- ✓ Links to Campus Map