




#Altraining

MOBILE WEB DESIGN FOR STUDENT RECRUITMENT


Brett Pollak | University of California, San Diego | bpollak@ucsd.edu



LEARNING OUTCOME

After participating...

...you will be able to apply efficient web development strategies to support marketing and admissions goals on multiple mobile devices.



AGENDA

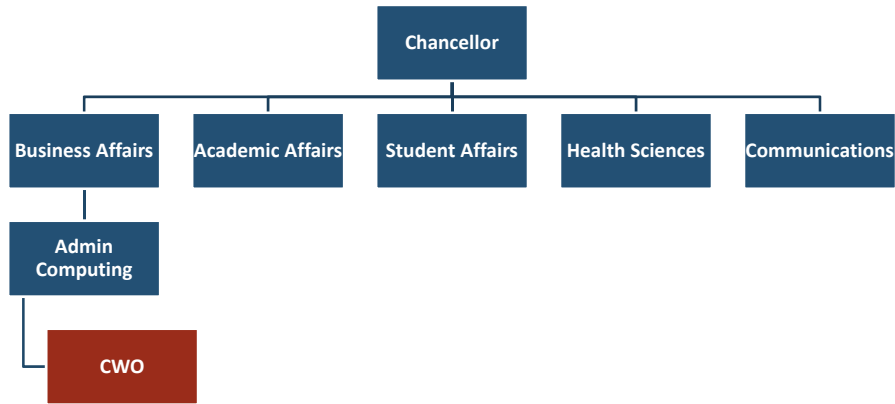
- Audience needs and expectations: Now and into the future
- Identifying examples & best practices
- Developing strategies to meet your goals
- Web Design Tools and Frameworks
- Measurement and analytics
- Prioritizing staff and resources
- Making the pitch for funding

WHO AM I?



- Director, Campus Web Office (CWO) at UC San Diego
- 6 years at UC San Diego
- Web Development field since '01
- 4 years supporting mobile devices

ABOUT THE CWO...



ABOUT THE CWO...

CAMPUS WEB OFFICE PERSONNEL

- Me (Director)
- 2 Web Project Managers
- 1 Technical Lead
- 2 Programmers
- 1 UX Designer
- 1 UI Developer
- 1 student workers



ABOUT THE CWO...

OUR MODEL AND PHILOSOPHY

- Funded centrally by state money
 - No recharge
- Emphasis on self-service, self-sustaining technology
- We provide the tools, training, and frameworks
- Clients provide the content and maintenance

#Altraining


Now and into the future

AUDIENCE NEEDS AND EXPECTATIONS




9

Spring 2013 phone survey of 2,018 college-bound high school juniors & seniors



2013 E-Expectations Report

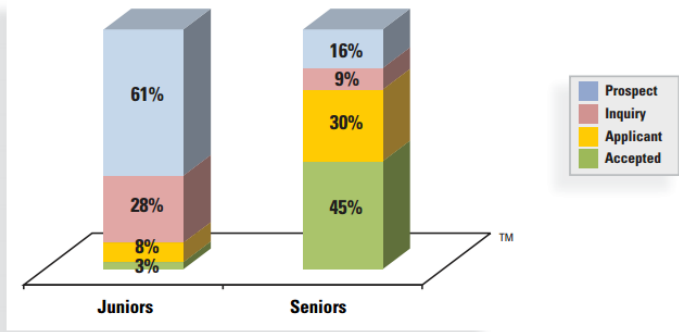
The Impact of Mobile Browsing on the College Search Process



10

Stages of enrollment process

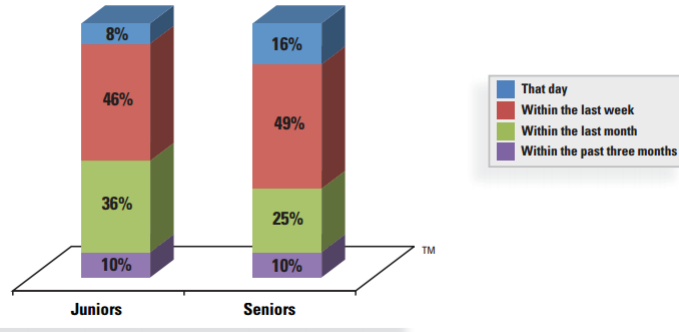
Figure 4: Funnel stage



Juniors were more likely to be in the early stages of the enrollment process, while three-quarters of seniors had already applied or been accepted.

Frequency for visiting college websites

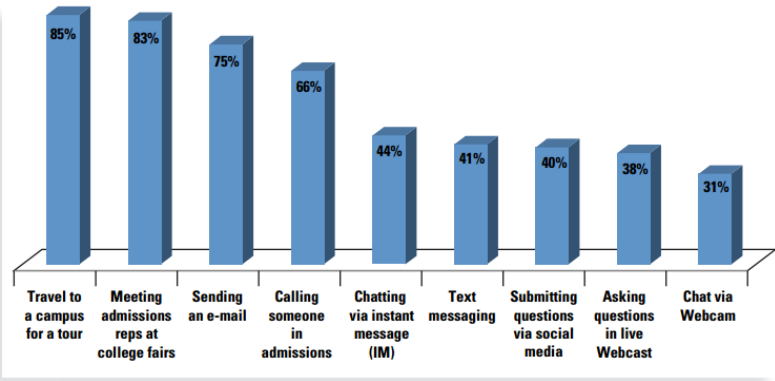
Figure 5: When was the last time students visited a college Web site?



Both classes of prospective students visited college websites frequently

What resources do prospective students prefer?

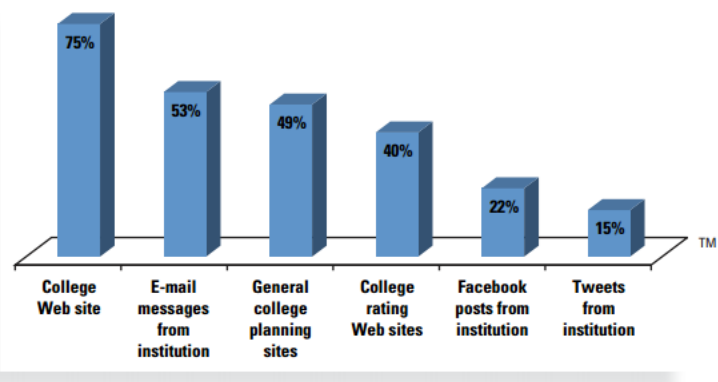
Figure 6: How many students are interested in using the following resources?



Students prefer in-person options when connecting

What influences prospective students?

Figure 7: How many students cite the following resources as influential?

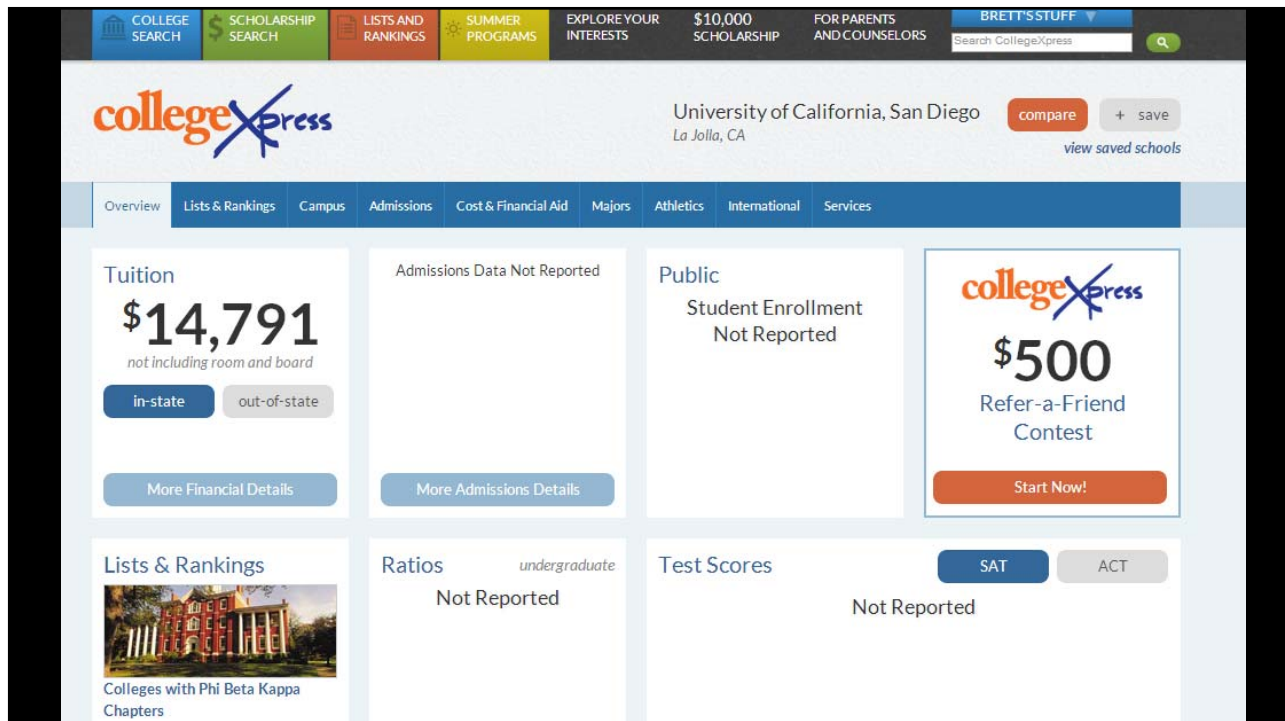


College website is most influential to prospective students but it's not the only thing they consider

College Planning Websites

Top college planning websites

1. CollegeXpress
2. College Board
3. Peterson's
4. The Princeton Review
5. FastWeb
6. U.S. News & World Report



The screenshot displays the CollegeXpress website interface for the University of California, San Diego. At the top, there is a navigation bar with categories like College Search, Scholarship Search, Lists and Rankings, Summer Programs, Explore Your Interests, \$10,000 Scholarship, For Parents and Counselors, and Brett's Stuff. A search bar is also present. Below the navigation, the CollegeXpress logo is on the left, and the university name and location are on the right, along with 'compare' and '+ save' buttons. A secondary navigation bar includes tabs for Overview, Lists & Rankings, Campus, Admissions, Cost & Financial Aid, Majors, Athletics, International, and Services. The main content area is divided into several sections: Tuition (\$14,791, not including room and board), Admissions Data (Not Reported), Public Student Enrollment (Not Reported), and a \$500 Refer-a-Friend Contest. Below these are sections for Lists & Rankings (Colleges with Phi Beta Kappa Chapters), Ratios (undergraduate, Not Reported), and Test Scores (SAT, ACT, Not Reported).



University of California, San Diego
 ucscd.edu / University of California, San Diego
 The University California, San Diego is one of the world's leading public research universities, located in beautiful La Jolla, California.
 4.4 ★★★★★ 112 Google reviews · Write a review

9500 Gilman Dr, La Jolla, CA 92093
 (858) 534-2230

- [Undergraduate Admissions](#)
Freshman Admission - I've Applied - I've Been Admitted - Academics
- [UC San Diego Health System](#)
UC San Diego Health System is widely recognized as one of the ...
- [UC San Diego Extension](#)
The University of California San Diego Extension serves your ...
- [Graduate Degree Programs](#)
Biological Sciences - Rady School of Management - Psychology - ...
- [Jobs, Careers and Employment](#)
Find information for job seekers, including those seeking ...
- [Current Students](#)
My TritonLink: Tools - Schedule of Classes - Academics - ...

[Search ucscd.edu](#)

University of California, San Diego - Wikipedia, the free ...
 en.wikipedia.org/wiki/University_of_California,_San_Diego · Wikipedia
 The University of California, San Diego (also referred to as UC San Diego or UCSD), is a public research university located in La Jolla, California, in the United ...

News for uc san diego
[Ohio State can't oust UC San Diego in NCAA](#)

UC San Diego
 Hotel & Spa
 Clubhouse
 N Torrey Pines Rd
 University of California - San Diego
 Map data ©2014 Google

University of California, San Diego
 Directions

The University of California, San Diego, is a public research university located in La Jolla, California, in the United States. [Wikipedia](#)

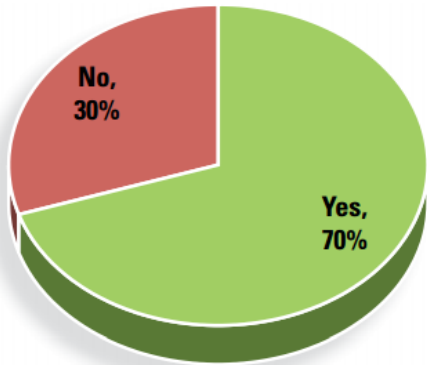
Address: 9500 Gilman Dr, La Jolla, CA 92093
Acceptance rate: 36.8% (2013)
Mascot: University of California, San Diego Triton
Enrollment: 30,310 (2013)
Phone: (858) 534-2230
Colors: Navy Blue, Gold

Recent posts

New research on e-cigarettes and mental health. "People with mental health ... 7 hours ago
 UC San Diego Health System originally shared

How is your institution perceived?

Figure 9: Does an institution's Web site affect the perception of a college?



Students felt the website impacted their perception of the institution

How about paid media?

Figure 10: Have students clicked on an online ad for a college?

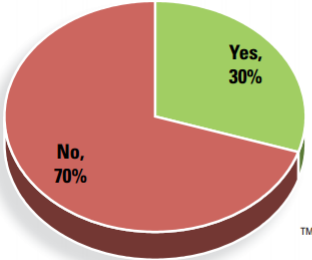
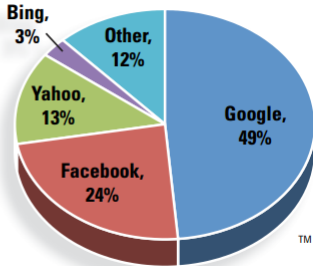


Figure 11: Where did they click the ad?



3 out of 10 students clicked on an add

In Summary, your website is important

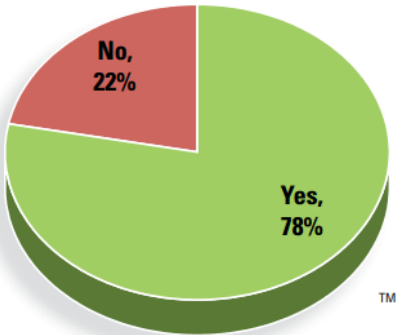
Top 5 things prospective students are looking for

- 1. Does the school offer what I'm interested in academically?
- 2. How much does it cost?
- 3. What are the dates and deadlines for enrollment?
- 4. How do I apply?
- 5. What's campus life like?



The impact of mobile devices

Figure 13: Do students have regular access to a mobile device?

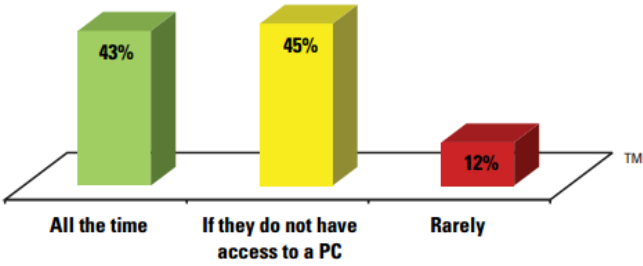


Many 13-17 year olds browse exclusively with mobile devices



The impact of mobile devices

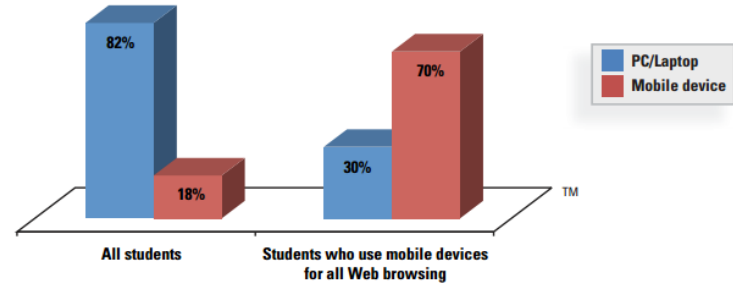
Figure 15: How frequently do they use mobile devices for Web browsing?



4 in 10 respondents said they browse with their device "all the time"

The impact of mobile devices

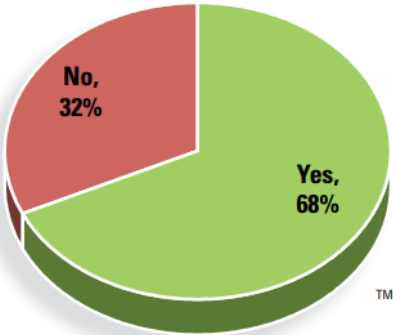
Figure 16: How do students prefer to view college Web sites?



Most respondents preferred to use a desktop or laptop when researching colleges

The impact of mobile devices

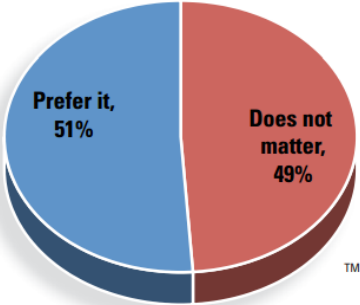
Figure 17: Have students looked at a college Web site on a mobile device?



Although student prefer to use a desktop or laptop, they are using mobile to research colleges

The impact of mobile devices

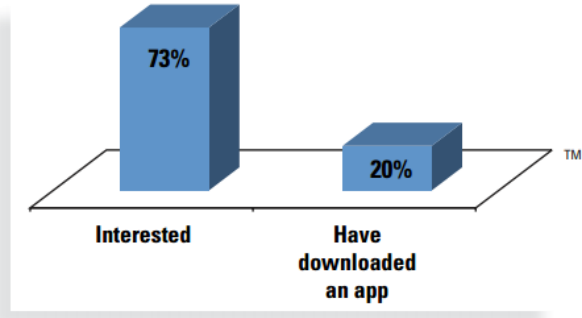
Figure 18: How do they feel about college Web sites adapting to a mobile display?



Half of students preferred a mobile optimized display.

The impact of mobile devices

Figure 19: Are students interested in mobile apps for a specific institution?



Apps downloaded from an App Store are typically targeted towards an on-campus audience

The impact of mobile devices

Figure 21: Top 10 content priorities for juniors and seniors browsing college sites via mobile devices

Juniors		Seniors	
Academic programs/majors listing	73%	Orientation details	67%
Academic programs/majors details	46%	Academic programs/majors listing	61%
Directory/contact list	46%	Applications	48%
Enrollment/admissions information	42%	Enrollment/admissions information	43%
Orientation details	38%	Academic programs/majors details	39%
Links to social media	33%	Cost	39%
Financial aid	32%	Financial aid	38%
Cost	31%	Course catalogs	31%
Scholarships	29%	Scholarships	30%
Search	30%	Athletic program	24%

Content sought out on mobile devices differs between High School Juniors and Seniors

The impact of mobile devices

Financial Aid 101
Timeline

SIGN UP FOR EMAIL UPDATES
Interested in learning more about UC San Diego?
Sign up here for more information.

READY TO APPLY | **WAITING FOR A DECISION**

I'VE BEEN ADMITTED | **I'M PLANNING**

WEATHER 62° | **SURF** 1-2 ft

UC San Diego UNDERGRADUATE ADMISSIONS



What's Next? I've Applied

FAQs for Applicants

Find answers to your frequently asked questions.

ApplicantFYI

Information you need now including how to log in to MyApplication, financial aid.

Need to change information on your UC application?

Some changes can be made online; some must be made in writing and sent to the UC Application Center. Details on the UC website.

- To correct *contact information*, log in to your UC Application to update your mailing address, email or phone number.
- To notify us of *academic changes*, link below to the form you need, depending on whether you're applying as a

Consider having entry points for students who are at different stages of the admissions process

News & Events

ai ACADEMIC IMPRESSIONS

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The impact of mobile devices

Figure 22: Top 10 most valuable mobile resources for juniors and seniors

Juniors		Seniors	
Cost or tuition details	82%	Cost or tuition details	81%
Scholarship opportunities	78%	Major/program listing	80%
Major/program listing	77%	Financial aid details	80%
Enrollment application	76%	Scholarship opportunities	79%
Enrollment/admissions information	75%	Enrollment/admissions information	79%
Details about the program	74%	Enrollment application	77%
Financial aid details	71%	Details about the program	74%
Tuition or scholarship calculators	66%	Course catalogs	61%
Course catalogs	60%	Search	60%
Search	58%	Tuition or scholarship calculators	59%

Most valuable content is consistent between the two groups.

ai ACADEMIC IMPRESSIONS

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The impact of mobile devices

Figure 23: Which forms will students complete on a mobile device?

Type of form	Have completed	Would complete	Would not complete
Request information	49%	59%	41%
Calculate scholarships	46%	62%	38%
Schedule visit	44%	67%	34%
Calculate cost	41%	67%	33%
Open house registration	—	67%	31%
Register for class	—	62%	40%
Apply online	—	50%	50%
Register for live chat	—	43%	57%

Most valuable content is consistent between the two groups.

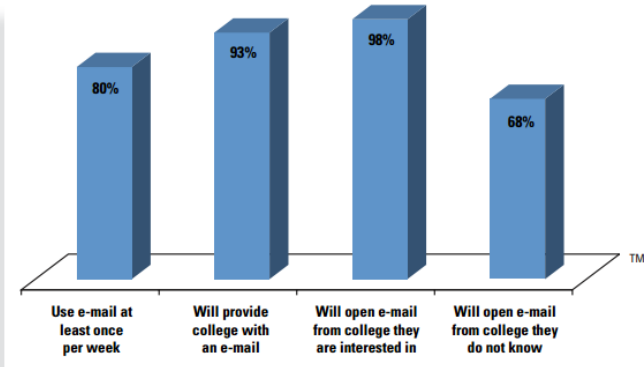
The impact of mobile devices



Allow prospective students to interact with your site and calculate cost of attendance

The impact of mobile devices

Figure 26: E-mail use among students

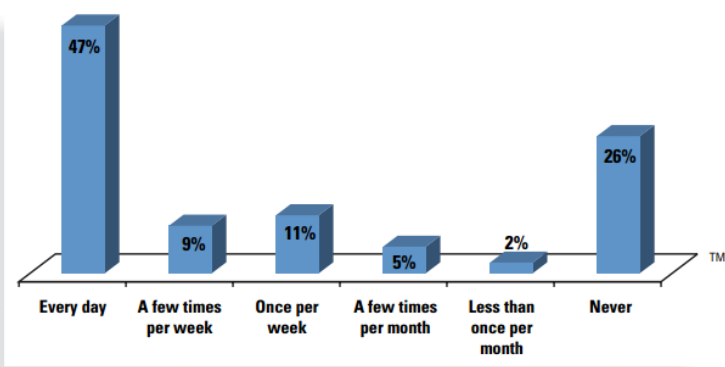


Prospective students are willing to receive email correspondence from universities



The impact of mobile devices

Figure 27: How often do they check e-mail on a mobile device?



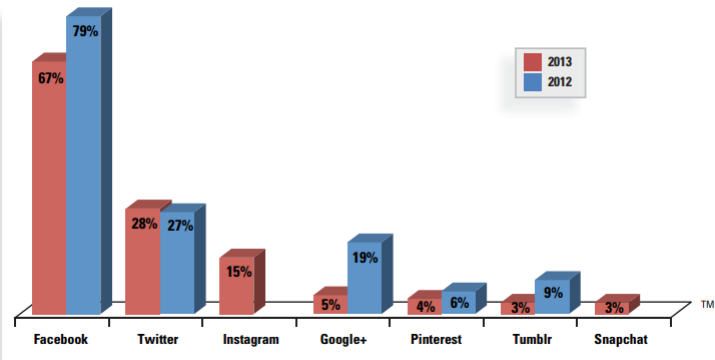
Design your emails so action paths are at the top

Test your emails on mobile devices



The impact of mobile devices

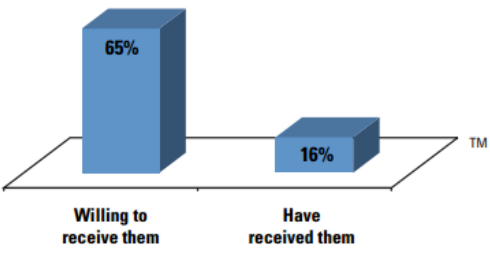
Figure 32: What social media sites do students use?



Although there are declines in social media, it is still a relevant communication channel

The impact of mobile devices

Figure 29: How do students feel about text messages from campuses?



Text messages are a personal way to push information to students

Conclusions

- Optimize the user experience for mobile devices using adaptive or responsive design
- Allow prospective students to opt-in to receive communications via email, text, and social media
- Ensure email communications also are designed and tested for mobile
- Your website says a lot to prospective students about your institution. Errors and unprofessional content or images hurt your brand.
- Keep content fresh and showcase what makes your university unique
- Make the top content accessible through clear action paths



QUESTIONS

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IDENTIFYING EXAMPLES & BEST PRACTICES



Examples & best practices

HOW TO APPLY

Find out what the specific requirements and deadlines for your desired program are, then use our online application to apply for admission. We'll guide you through the process.

ADMISSION STEPS



Follow these five simple steps to complete your application.

- Admission Steps
- Next Steps

APPLICATION FAQs



Have questions about completing your application? See our FAQs.

- Application FAQs

NOTICES AND DEADLINES



Important dates to be aware of as you complete the admission process.

- Notices and Deadlines

APPLY NOW →

← VISIT CAMPUS

QUICK LINKS

- Publications >
- Notices & Deadlines >
- Programs and Requirements >
- Student Blog >
- Cost Calculator >
- Student Voices >

Clear action paths to Apply and visit the campus



Examples & best practices

HOW TO APPLY

- Admission Steps
- Next Steps
- Application FAQs
- Next-Steps
- Notices and Deadlines

ADMISSION STEPS

- 1

BROWSE PROGRAMS

PROGRAMS OPTIONS

Use our programs database to browse over 200 undergraduate program options.

 - Remember that as a new student you can select up to 3 programs on your application, so be sure to explore your options (returning students or current students transferring programs have one choice of program)
 - Search our [Programs Listing](#) or browse the faculty and program information in the [Viewbook \(PDF\)](#)
- 2

CONFIRM YOU MEET THE REQUIREMENTS
- 3

START YOUR APPLICATION
- 4

APPLY FOR SCHOLARSHIPS
- 5

APPLY FOR RESIDENCE
- ### NEXT STEPS

VISIT CAMPUS

QUICK LINKS


- Publications >
- Notices & Deadlines >
- Programs and Requirements >
- Student Blog >
- Cost Calculator >
- Student Videos >

UPCOMING EVENTS

JUNE 11 Live Online Chat
Chat online with our advisors!
7-9 p.m. (MST)
[Learn More >](#)


JULY 9 Live Online Chat
Chat online with our advisors!
7-9 p.m. (MST)
[Learn More >](#)

[VIEW ALL EVENTS >](#)


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Examples & best practices

Our numbers show how we make everything available to our undergraduates...




8:1

student/faculty ratio




50%

of undergraduates participate in faculty research



70%


of classes have fewer than 19 students



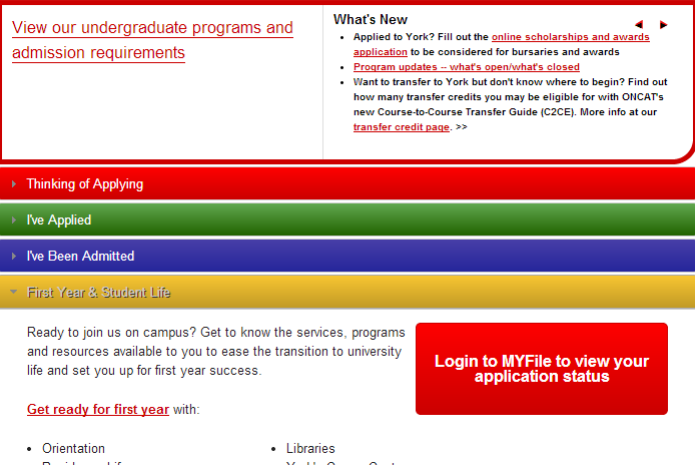
200+

domestic and international learning opportunities

Use infographics to showcase unique characteristics about your university


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Examples & best practices



Think from the prospective students' point of view. Consider the stage of applying they may be in

Examples & best practices



Use responsive web design to make sure your site is optimized for all resolutions

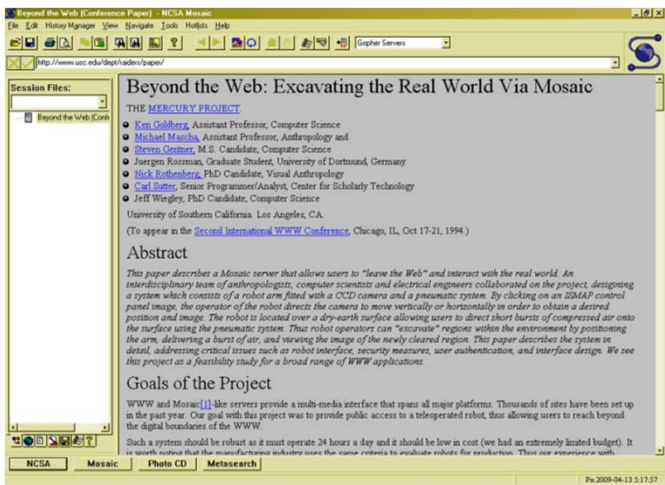
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Responsive Web Design

DEVELOPING STRATEGIES TO MEET YOUR GOALS



EARLY 1990S WEB DESIGN

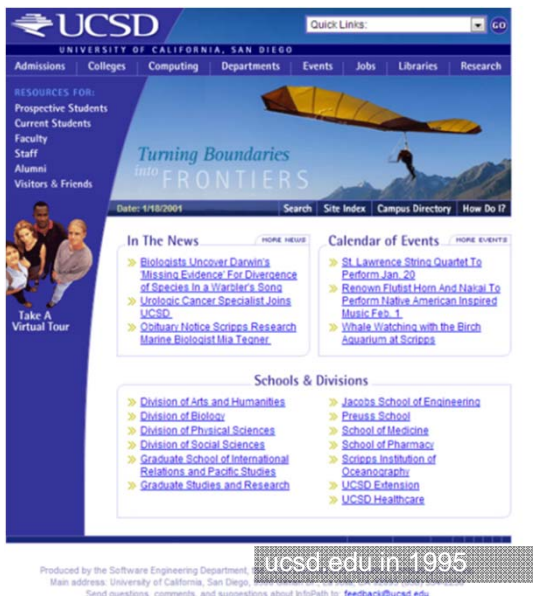


EARLY 1990S WEB DESIGN



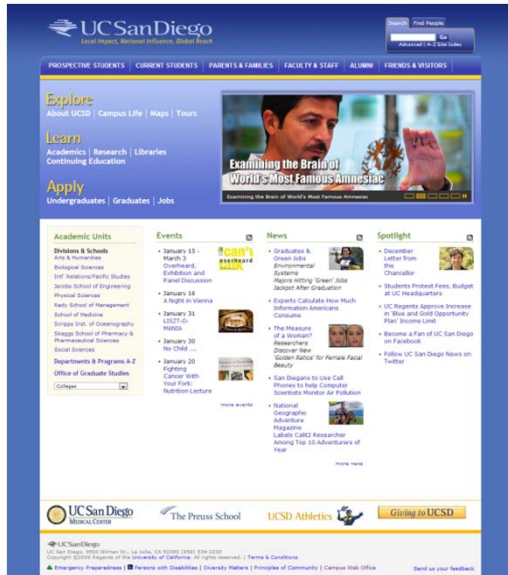
- Single text column using HTML
- Mostly text and hyperlinks
- Embedded images around 1994

MID 1990S WEB DESIGN



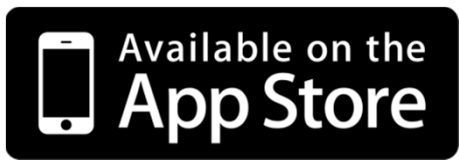
- Table-based layouts allowed for multiple columns
- Websites were a combination of sliced images and HTML

LATE 1990 AND 2000S WEB DESIGN



- Animation
- Flash
- CSS/JavaScript
- Web 2.0!





m.university.edu



Responsive website

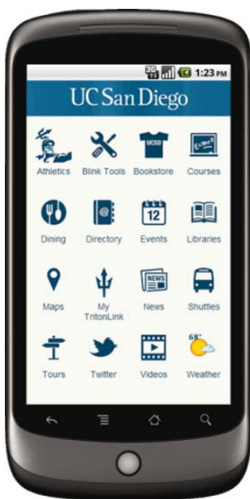


APP STORE



- Built using Objective C (Apple) or Java (Android)
- User downloads app to the phone
- Deploying Apps means having staff learn the technology that powers each platform
- Can use a code builder such as Titanium or Phonegap

MOBILE SITE



(m.university.edu)

- Separate site where layout and content are geared specifically to mobile devices
- HTML, CSS, JavaScript usually designed for smaller screen sizes
- Frameworks include Kurogu, Mobile Web Framework, JQuery Mobile, etc.

RESPONSIVE WEBSITE

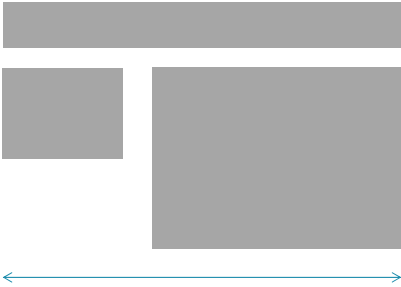


- One website whose layout automatically conforms to the resolution of the device accessing the site
- One set of code to maintain
- Cross platform: works on all modern browsers
- Frameworks include Twitter Bootstrap, Foundation3, HTML5 Boilerplate, etc.

The solution is based off existing web technologies.




Fluid Layouts



Media Queries

CSS3
@media



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Fluid images and media



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DIFFERENCES FROM TRADITIONAL WEB DEV

- Percentages, not pixels
- For fonts, use “Ems” instead of point sizes
- Media queries
 - Secret sauce for changing the page layout

MEDIA QUERIES

INTRODUCED IN CSS2 WITH PRINT STYLESHEETS

```
<link rel="stylesheet" type="text/css " href="css/print.css"  
media="print" />
```

MEDIA QUERIES

CSS3 MEDIA QUERIES

- Height and width of the browser window
- Device width and height
- Orientation of the device
 - Landscape vs. portrait
- Resolution

MEDIA QUERIES

WAYS TO CALL MEDIA QUERIES

Head of the HTML page

```
<link rel="stylesheet" type="text/css" href="mobile.css"  
media="screen and max-width:480px" />
```

MEDIA QUERIES

WAYS TO CALL MEDIA QUERIES

In a CSS file

```
@import url(mobile.css) (max-width:480px);
```

MEDIA QUERIES

WAYS TO CALL MEDIA QUERIES

In a CSS file

```
@media (max-width: 480px) {header { width:100%;}  
#somethingelse {display: none;}}
```

Visits to campus home page

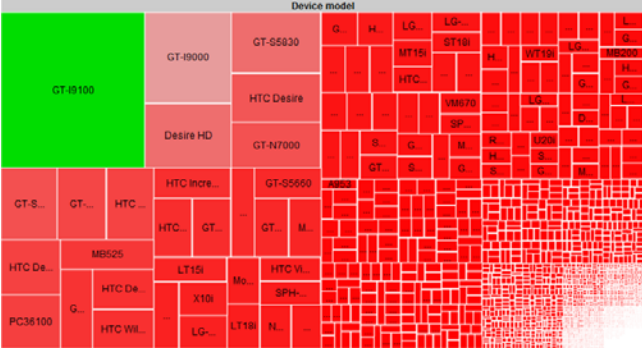
2009 22 Screen Resolutions

2013 576 Screen Resolutions



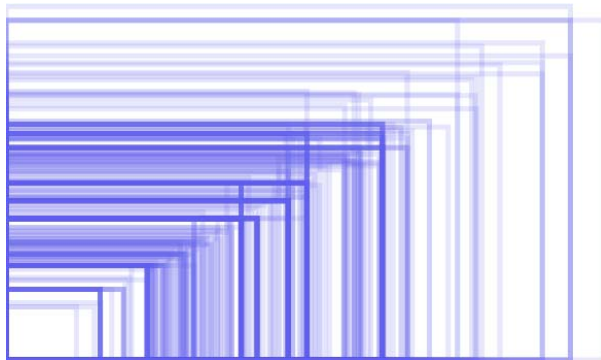
Device Fragmentation

3,997 different Android Devices



Device Fragmentation

3,997 different
Android Devices



RWD ADVANTAGES



- SEO friendly: duplicate content isn't indexed twice like with mobile site
- Link friendly: sending or sharing links are optimized for the device the recipient uses
- Optimizes website not just for mobile but for larger screens

DISADVANTAGES OF RWD



- Takes more time to develop and test
- No bullet proof solution for tables and some other elements
- Load time on smaller devices can be a concern as device needs to download all the assets
 - RESS and server side detection are maturing

OPTIONS

GOING RESPONSIVE, WHAT ARE YOUR OPTIONS?

Retrofit existing design? Create new designs?

RETROFIT EXISTING SITE

PROS

- Reduces approval workflow
- Little or no change for desktop users
- Already familiar with the code

RETROFIT EXISTING SITE

CONS

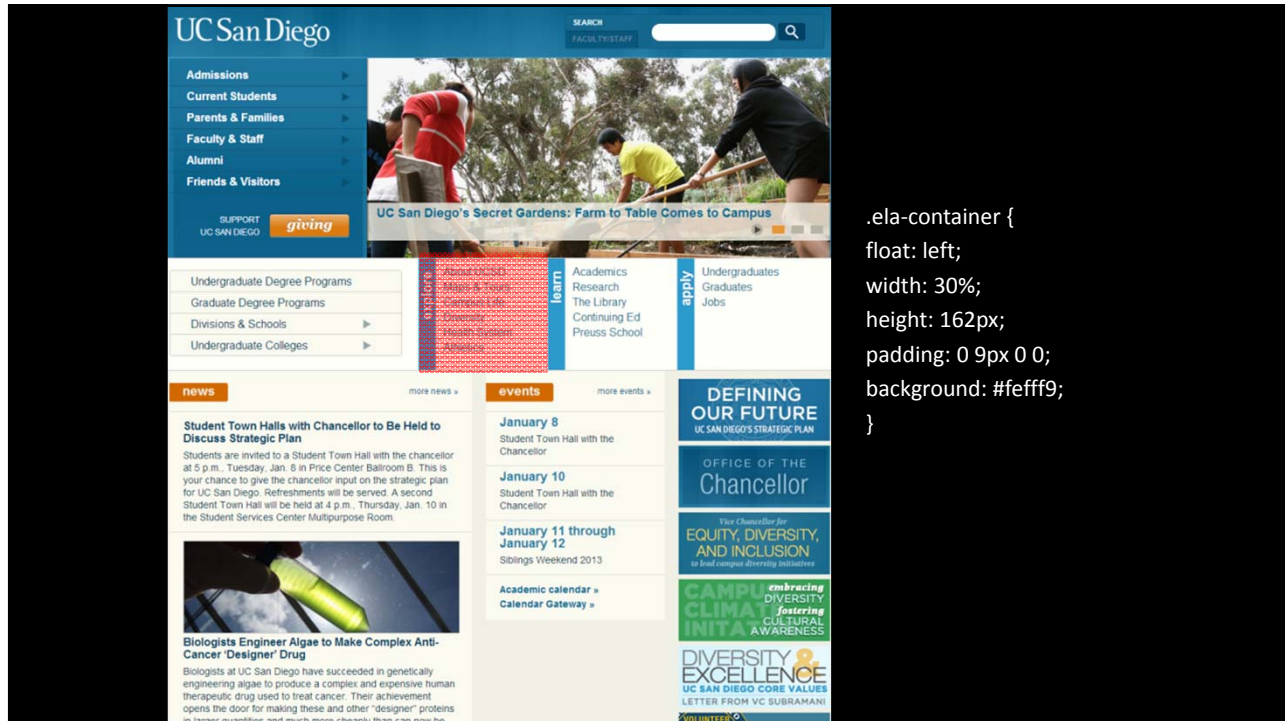
- No “mobile first” design
- Elements designed without scaling in mind
- Unable to leverage frameworks

RETROFIT EXISTING DESIGNS

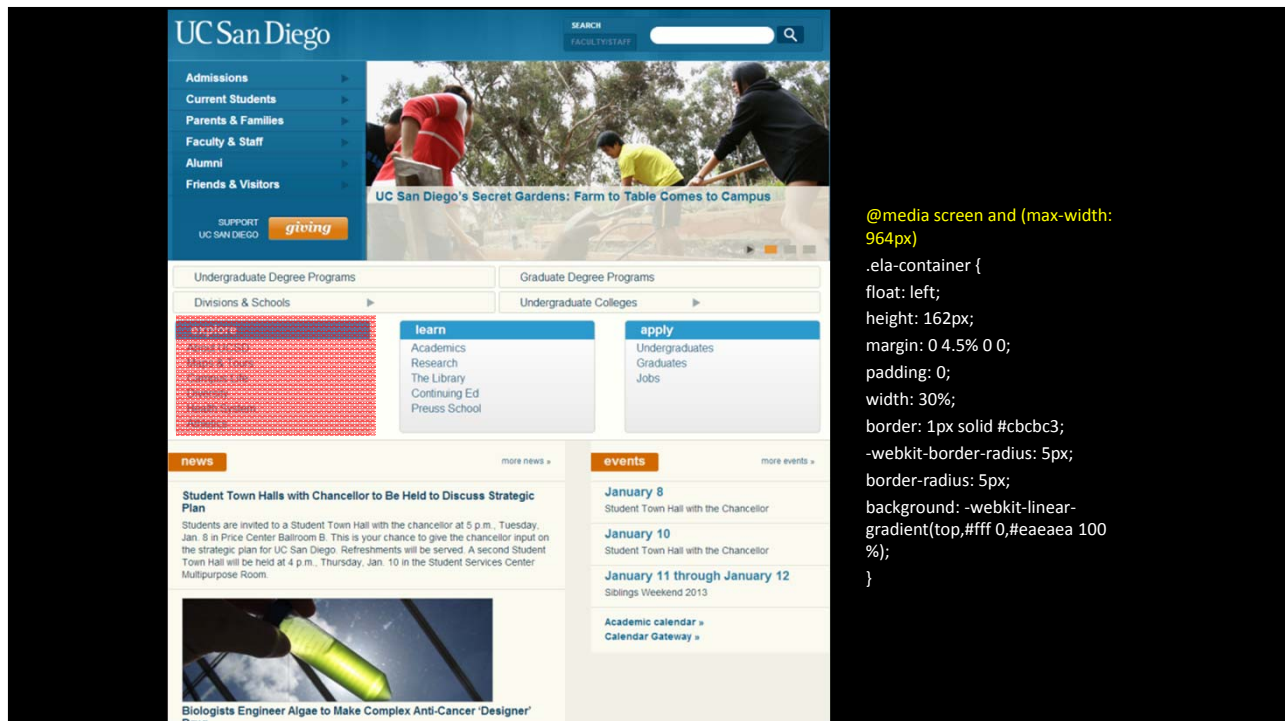
- Translate pixels into percentages
- Use graceful degradation to insert media queries when your design starts to break down



Mobile Web Design for Student Recruitment



```
.ela-container {
float: left;
width: 30%;
height: 162px;
padding: 0 9px 0 0;
background: #fefff9;
}
```



```
@media screen and (max-width:
964px)
.ela-container {
float: left;
height: 162px;
margin: 0 4.5% 0 0;
padding: 0;
width: 30%;
border: 1px solid #cbcbcb;
-webkit-border-radius: 5px;
border-radius: 5px;
background: -webkit-linear-gradient(top,#fff 0,#eaeaea 100%);
}
```

CREATE NEW DESIGNS

PROS

- Can leverage a framework
- Plan for how elements work at different breakpoints
- Likely a faster user experience

CREATE NEW DESIGNS

CONS

- Changing design may need more approvals
- Need to learn something new



?

QUESTIONS



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WEB DESIGN TOOLS & FRAMEWORKS



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RESPONSIVE FRAMEWORKS

TWO PRIMARY TYPES

- Grid layout frameworks
 - 1140 CSS Grid
 - HTML5 Boilerplate
- Grid layout + UI Library
 - Twitter Bootstrap
 - Foundation 3

GRID LAYOUT FRAMEWORKS

WHAT IT TYPICALLY INCLUDES

- Responsive grid
- Normalizing CSS
- Polyfills for older browsers

GRID LAYOUT FRAMEWORKS + UI LIBRARY

WHAT IT TYPICALLY INCLUDES

- Responsive grid
- Normalizing CSS
- Polyfills for older browsers
- UI libraries
 - Navigation
 - Form elements
 - Etc.

Responsive CSS Framework Comparison

Bootstrap vs. Foundation vs. Skeleton

@vermiliondesign — Read the blog post

Like Share 2.2k Tweet 2,739 Share +259 Share this on Google+

Show: [Everything](#) | [Only current versions](#) | [Only Bootstrap v2-3](#) | [Only Foundation v3-5](#)

responsive.vermilion.com/compare.php

Overview

	Bootstrap 3	Bootstrap 2	Foundation v5 NEW	Foundation v4	Foundation v3	Skeleton
Summary	<ul style="list-style-type: none"> • Grids: Fluid • UI tools: Lots of widgets; good for rapid prototyping • History: Mobile-first update to the style guide for internal tools developed by Twitter 	<ul style="list-style-type: none"> • Grids: Fluid and fixed • UI tools: Lots of widgets; good for rapid prototyping • History: Built by Twitter as a style guide for internal tools 	<ul style="list-style-type: none"> • Grids: Fluid. Best in class grids across all viewports. • UI tools: Powerful and modular set of tools. More style agnostic than Bootstrap. • History: Performance and efficiency improvements to v4 	<ul style="list-style-type: none"> • Grids: Fluid. Best in class grids across all viewports. • UI tools: Powerful and modular set of tools. More style agnostic than Bootstrap. • History: Mobile-first update to the boilerplate developed by ZURB for client projects 	<ul style="list-style-type: none"> • Grids: Fluid. More robust grid tools than Bootstrap and Skeleton. • UI tools: Good for rapid prototyping, but not as expansive as Bootstrap • History: Built by ZURB as boilerplate for client projects 	<ul style="list-style-type: none"> • Grids: Fixed • UI tools: Limited • History: Style agnostic and intentionally lightweight
Version	3.1.1	2.3.2	5.2.2	4.3.2	3.2.5	1.2

Responsive Patterns

A collection of patterns and modules for responsive designs.

Layout

Reflowing Layouts	Equal Width	Off Canvas
Mostly Fluid	2 equal-width columns	Top
Column Drop	3 equal-width columns	Left
Layout Shifter	4 equal-width columns	Right
Tiny Tweaks	5 equal-width columns	Left and Right
Main column with sidebar	6 equal-width columns	Bottom
3 column		
Source-Order Shift	Lists	Grid Block

bradfrost.github.com/this-is-responsive/patterns.html

This Is **Responsive**. [Patterns](#) [Resources](#) [News](#)

LUKEW
IDEATION + DESIGN



"When people talk about innovation in this decade, they really mean design"
—Bruce Nussbaum, 2005



\$50 off An Event Apart conference.
Use code AEALUKE.

ABOUT WRITINGS PRESENTATIONS

Multi-Device Layout Patterns

by Luke Wroblewski

March 14, 2012

Through fluid grids and media query adjustments, **responsive design** enables Web page layouts to adapt to a variety of screen sizes. As more designers embrace this technique, we're not only seeing a lot of innovation but the emergence of clear patterns as well. I cataloged what seem to be the most popular of these patterns for adaptable multi-device layouts.

To get a sense of emerging responsive design layout patterns, I combed through all the examples curated on the **Media Queries** gallery site several times. I looked for what high-level patterns showed up most frequently and tried to avoid defining separate patterns where there were only small differences.

Mostly Fluid

The most popular pattern was perhaps surprisingly simple: a multi-column layout that introduces larger margins on big screens, relies on fluid grids and images to scale from large screens down to small screen sizes, and stacks columns vertically in its narrowest incarnations (illustrated below).

<http://www.lukew.com/ff/entry.asp?1514>



WeedyGarden.net

Online home of Erik Runyon

I'm in the process of researching HigherEd homepages that use RWD. I'm making the list public in case others might find it useful. This is a non-exhaustive list, and include primary sites only (no department or sub sites). I've also added a [page for HigherEd adaptive sites](#) for reference. If you know of any that are missing from the list, [please let me know](#). Special thanks to [Doug Gopinski](#) of [mStoner](#) for assisting in putting the list together. Updated **2013-01-08**

A

- Amherst College
- Arkansas State University

B

- Bedfordshire University of
- Bob Jones University

C

- California San Diego University of
- Chapman University
- Chicago University of
- Colorado College
- Concordia University Irvine
- Central Arkansas University of
- Colorado Boulder University of

D

- Daemen College
- Delaware Valley College
- Durham University
- Dakota State University
- Denver University of
- Dallas University of
- Drexel University

E

- Edgewood College

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RECENT POSTS
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[The Wii U from a Web Developers Perspective](#)
[HighEdWeb 2012](#)
[Scratching an Itch: The Gauges iPad Edition](#)
[Why I Stopped Using 8 Decimal Point Widths and You Should Too](#)
[A Case for RESS](#)
[Hi-res/Retina Display CSS Sprites](#)
[Simple Feed Caching with PHP](#)
[iOS 5.1 Position Fixed Bug](#)
[CSS3 Multi-column lists](#)

Media Queries

PageLines Framework
Build pro sites; faster & better, than ever before.

Drag & Drop Framework FOR WORDPRESS

via Ad Packs

The Next Web

24

TIME

10

RWD AND YOUR CMS

- Responsive Design is just CSS and JavaScript so it should work in your CMS.
- If retrofitting existing templates, show content owners their site on mobile.
- Fix stuff that's broken.

GETTING STARTED

- Make sure your design looks good in all resolution.
- Add breakpoints when the design starts to break down.

GETTING STARTED

- Be ready to iterate.
- Adjust development cycles to be agile.

GETTING STARTED

- There is no more “fold.”
- Work with content owners to pare down content.

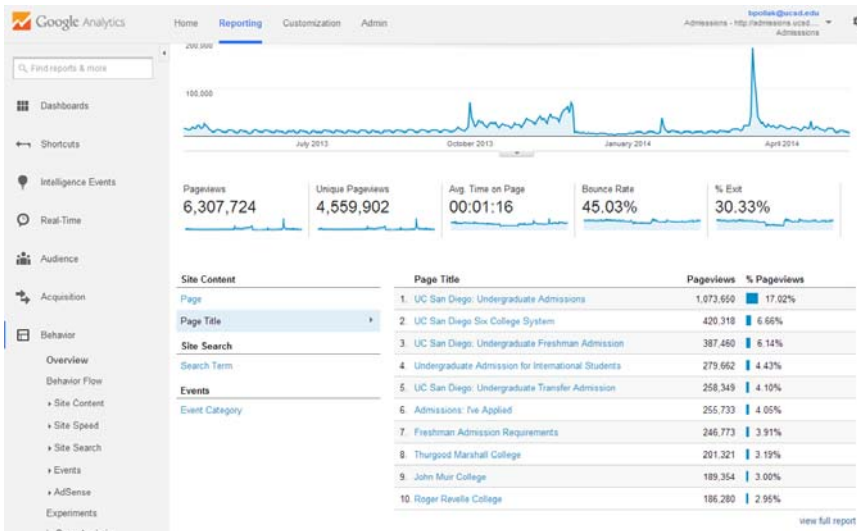
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MEASUREMENT AND ANALYTICS



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Analytics



- Use analytics to determine frequently accessed content on your site
- Feature appropriate content during stages of the admissions cycle



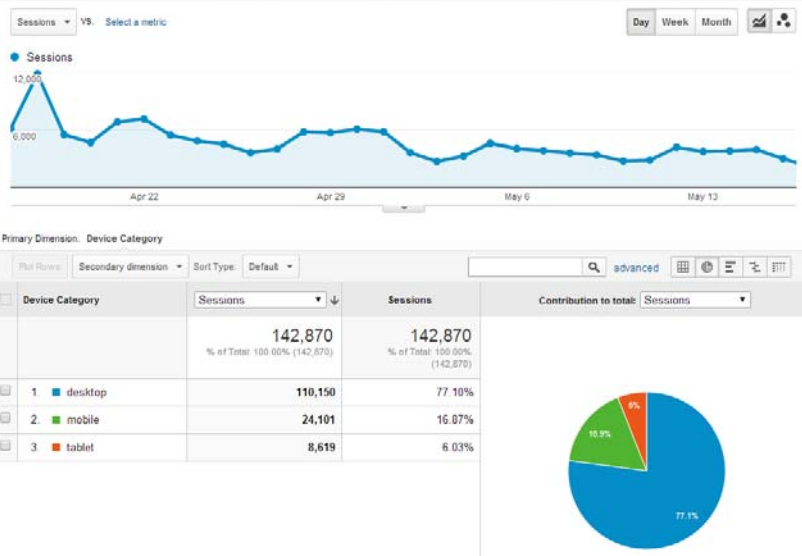
94

Analytics



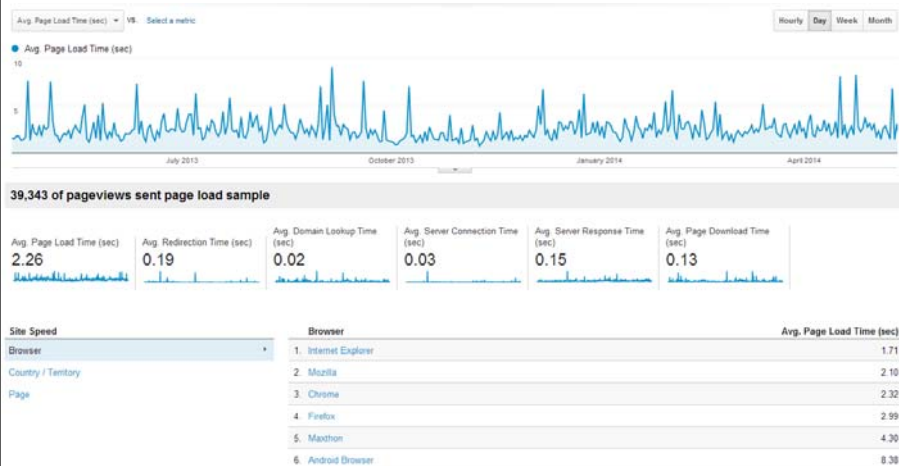
- Look at user behavior flow to identify how prospective students are traversing the site
- Ensure this flow meets your expectations
- If not, adjust

Analytics



- Determine your level of mobile traffic
- This info can be used to pitch senior mgmt. to fund RWD

Analytics



39,343 of pageviews sent page load sample

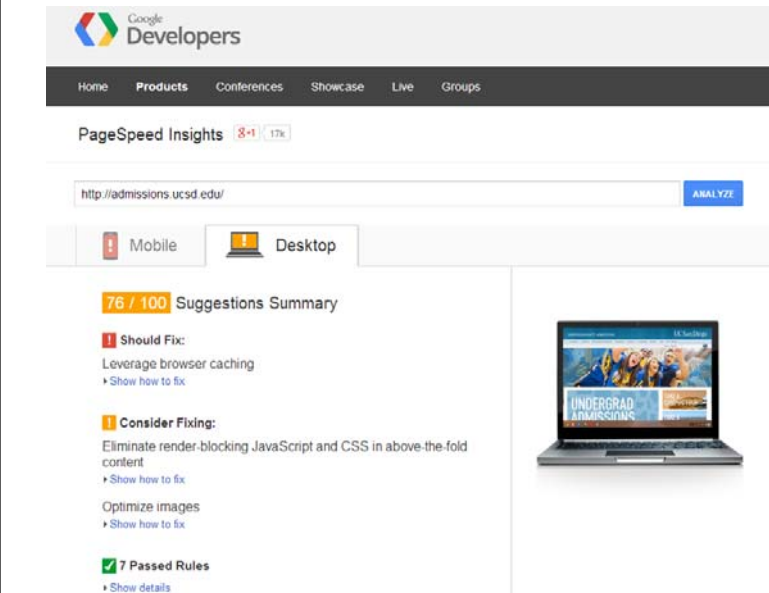
Metric	Value
Avg. Page Load Time (sec)	2.26
Avg. Redirection Time (sec)	0.19
Avg. Domain Lookup Time (sec)	0.02
Avg. Server Connection Time (sec)	0.03
Avg. Server Response Time (sec)	0.15
Avg. Page Download Time (sec)	0.13

Browser	Avg. Page Load Time (sec)
1. Internet Explorer	1.71
2. Mozilla	2.10
3. Chrome	2.32
4. Firefox	2.99
5. Maxthon	4.30
6. Android Browser	8.38

- Measure page load time to be sure you're not losing visitors
- Users expect page load times of less than 5 seconds

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Analytics



PageSpeed Insights 8+ 17k

http://admissions.ucsd.edu/ ANALYZE

Mobile Desktop

76 / 100 Suggestions Summary

- Should Fix:**
 - Leverage browser caching
- Consider Fixing:**
 - Eliminate render-blocking JavaScript and CSS in above-the-fold content
 - Optimize images
- 7 Passed Rules**

ai ACADEMIC IMPRESSIONS 98

Analytics

Home Products Conferences Showcase Live Groups

PageSpeed Insights 8+1 17k

http://admissions.ucsd.edu/ ANALYZE

Mobile Desktop


62 / 100 Speed

Should Fix:
 Eliminate render-blocking JavaScript and CSS in above-the-fold content
 > Show how to fix
 Leverage browser caching
 > Show how to fix

Consider Fixing:
 Optimize images
 > Show how to fix

7 Passed Rules
 > Show details

97 / 100 User Experience



- Google has some nifty new tools to suggest how to optimize your site
- The tools link from Google Analytics

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Analytics

Google Analytics

Pageviews 90,963 <small>% of Total 22.69% (400,808)</small>	Unique Pageviews 67,156 <small>% of Total 21.90% (308,641)</small>	Avg. Time on Page 00:01:54 <small>Site Avg: 00:01:33 (22.23%)</small>	Avg. Page Load Time (sec) 4.50 <small>Site Avg: 2.78 (62.92%)</small>	Bounce Rate 47.27% <small>Site Avg: 47.00% (0.41%)</small>	% Exit 47.35% <small>Site Avg: 35.60% (22.83%)</small>
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Clicks with more than 0.10%

UNDERGRADUATE ADMISSIONS UC San Diego

Freshmen Transfers International Students Counselors Finances Academics Events Tours Six Colleges



- In-page analytics visually shows where users are clicking

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Analytics

The screenshot displays the Google Analytics Overview dashboard for the 'Admissions - 180 admissions acad...' property. The main metrics include:

- Right now:** 18 active users on site.
- Pageviews:** A bar chart showing activity per minute and per second.
- Top Referrals:**

Source	Active Users
1. ucsd.edu	7
- Top Social Traffic:**

Source	Active Users
There is no data for this view.	
- Top Keywords:**

Keyword	Active Users
1. (not provided)	7
2. ucsd	1
- Top Active Pages:**

Active Page	Active Users
1. /	2 (11.11%)
2. /admissions/index.html	2 (11.11%)
3. /freshmen/requirements.html	2 (11.11%)
4. /events/orientation.html	1 (5.56%)
5. /finances/index.html	1 (5.56%)
6. /freshmen/	1 (5.56%)
7. /international/	1 (5.56%)
8. /international/index.html	1 (5.56%)
9. /inad/admitted2.html	1 (5.56%)
10. /tours/index.html	1 (5.56%)

- Use real-time analytics to see the current impact of admissions cycles or marketing campaigns

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PRIORITIZING STAFF AND RESOURCES

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RWD Development workflow

Discovery

- Goals, Information Architecture & Content

Design

- Page layout, imagery, look and feel

Develop

- Build layouts & apply to CMS, migrate content, test

Deployment

- Ensure content owners are trained in the system and understand expectations

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MAKING THE PITCH FOR FUNDING

GETTING STARTED

DOES RWD TAKE MORE TIME?

Yes. It will increase the length of a project by 32.6345%



GETTING STARTED

COST TO SUPPORT MOBILE

Most web developers have at least experimented with responsive design

Connect with your IT team and begin the dialogue

Consultants can help you strategize

GETTING STARTED

PITCHING SENIOR MGMT

You can't afford not to move in this direction

Use the benchmarks provided in reports like e-expectations

Show some good examples of Admissions sites (especially competitors)



QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation. Your comments will help us continually improve the quality of our programs.

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