



FRAMINGHAM STATE UNIVERSITY

Comprehensive Website Redesign Project Briefing – JAN-Feb 2015

The Web Management team is continuing its collaboration with iFactory to redesign, reimagine framingham.edu. Following the strategic vision presentation in December and the development of personas, iFactory led us through a test of a newly designed sitemap. The survey was considered a success by iFactory and moves us towards the completion of the Information Architecture phase of the project on schedule and on budget. Project details are outlined in the attached presentation prepared for the web management team and presented to web content coordinators on Thursday, February 5th. The results inform wireframe development currently under construction. Updates will be shared at our next meeting scheduled for May 4, 2015 (or upon request).

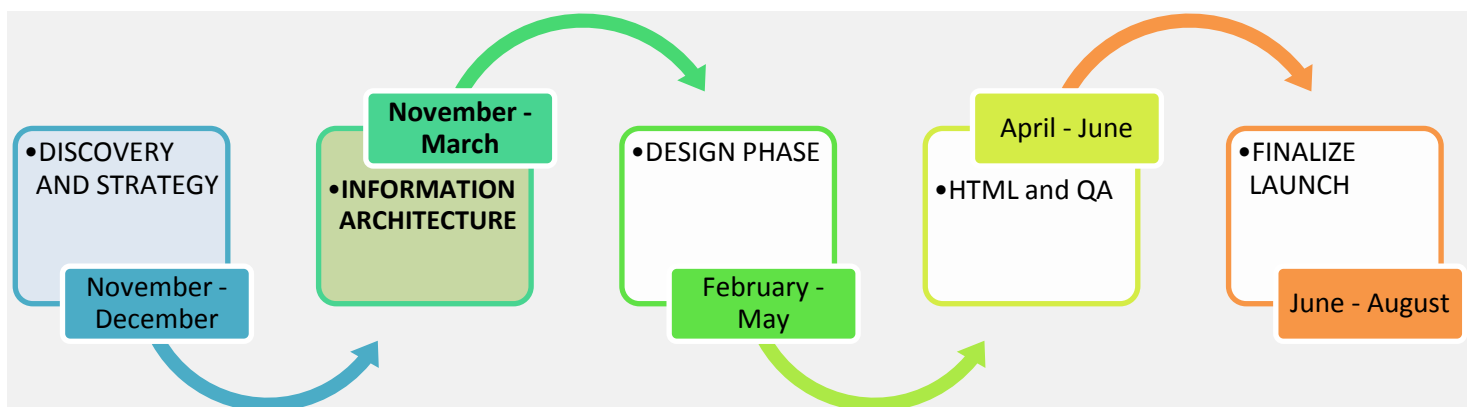
RECOMMENDED CHANGES TO FRAMINGHAM.EDU

Based on the results of the Strategic Vision the new wireframe is designed to:

- **support our wide-range of students;**
- **change the perception of FSU to a desirable school rather than a safety school;**
- **reflect the same sense of community** online that happens every day offline and,
- **inspire and provide function for all audiences**, with particular emphasis on what programs are offered and our faculty.

INFORMATION ARCHITECTURE PROJECT UPDATES and NEXT STEPS

- **User Personas** were created to further describe FSU's target audience of prospective students. Continuing Education was added so as not lose focus of this audience. Each persona describes the user's conditions, motivation, and environment as it relates to their use of the website.
- We performed an automated online, task-based testing of the proposed sitemap structure using the Treejack tool by Optimal Workshop. Users were given 10 tasks, and asked to navigate through the sitemap structure to the location where they thought the information to complete each task was located.
 - **The survey was answered by 142 prospective and current students from a pool of 3,000+.** While at initial glance a handful of the tasks in the test had high failure rates, participants went down almost identical incorrect paths. Many of these incorrect paths will be negated both by mega menus that allow the users to glance over content quickly before selecting a place to go, and by the Program Index page.
- **Wireframes are under construction for 9 distinguishing areas** which require additional consideration of how the page will be visually constructed to meet the particular needs of a unique audience.
- Following the February 5th Information session, the **web team is ready to begin department discussions** in preparation of the website redesign.
- The next meeting of the President's Task Force on Engagement and Communication through Interactive Media is Monday, May 4th at 1:30 pm.



Note: Login credentials are available upon request to view some resources included in the presentation.