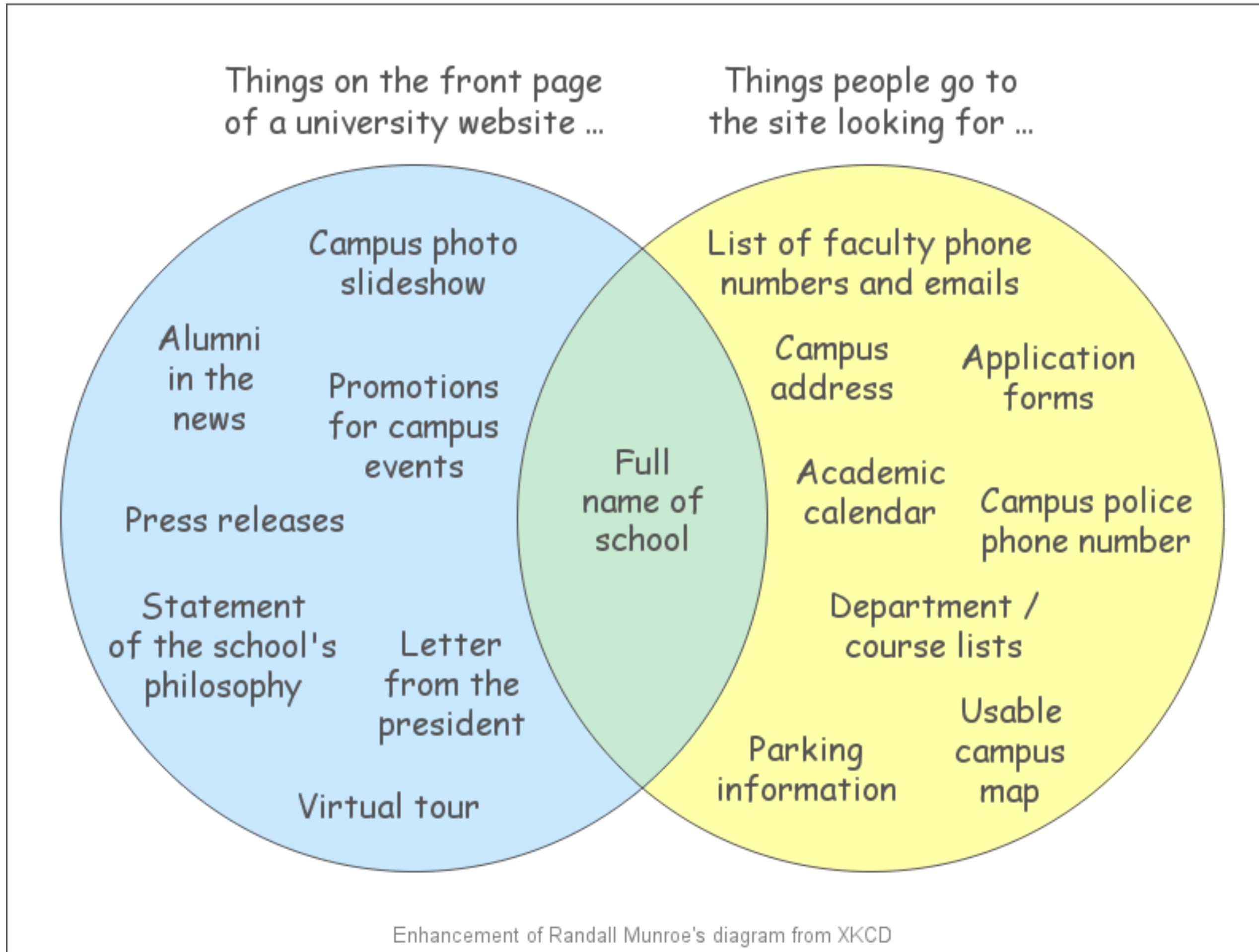




06 Experience Design for WordPress Sites

Patty Allenbaugh

March 2019



Who are you trying to reach?



Get to know your audience.

Key User Groups

- Teenagers in the research phase (16–17 years old)
- General college-aged audiences (18–24 years old)
- Graduate and postgraduate applicants



Answer prospective students’ top questions in the places where people look.

| Top questions | Where prospective students (and their parents) look |
|--|---|
| Do they offer the academic program that I want? | Academics, Study, Programs, Courses, Google |
| Can I get in? | Admissions (Acceptance rate, deadlines, standardized testing scores), Google |
| Can I get a job after I graduate? | Alumni, About Us, Google |
| Can I afford it? | Cost/Tuition, Google |
| Where is the campus and what’s nearby? | Campus map, travel sites, Google |
| Do I have to live on campus? | Residence life, housing, Google |
| Do they have my sport? | Athletics |
| What kinds of food are available? | Student life, dining services |
| For graduate students: What research has the faculty done in my field of interest? | Individual school, department, or faculty pages, professors’ bios, research centers |

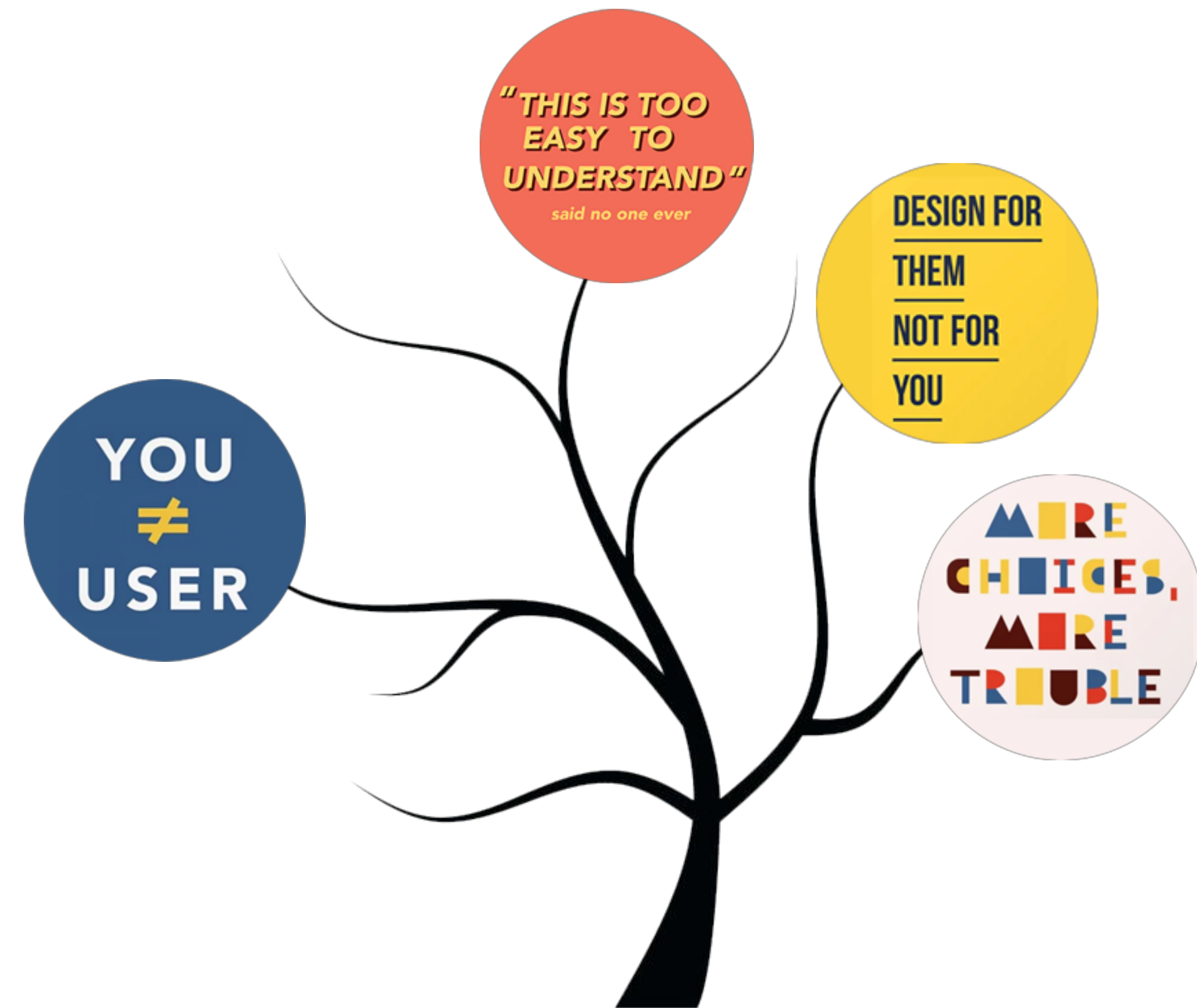
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Single Source Strategy



Challenges with NAU.edu



Case Study: Nursing

1. Clear navigation
2. Inline links, sidebars
3. Apply Now
4. Transfer students
5. Search results
6. Rogue Ektron pages



