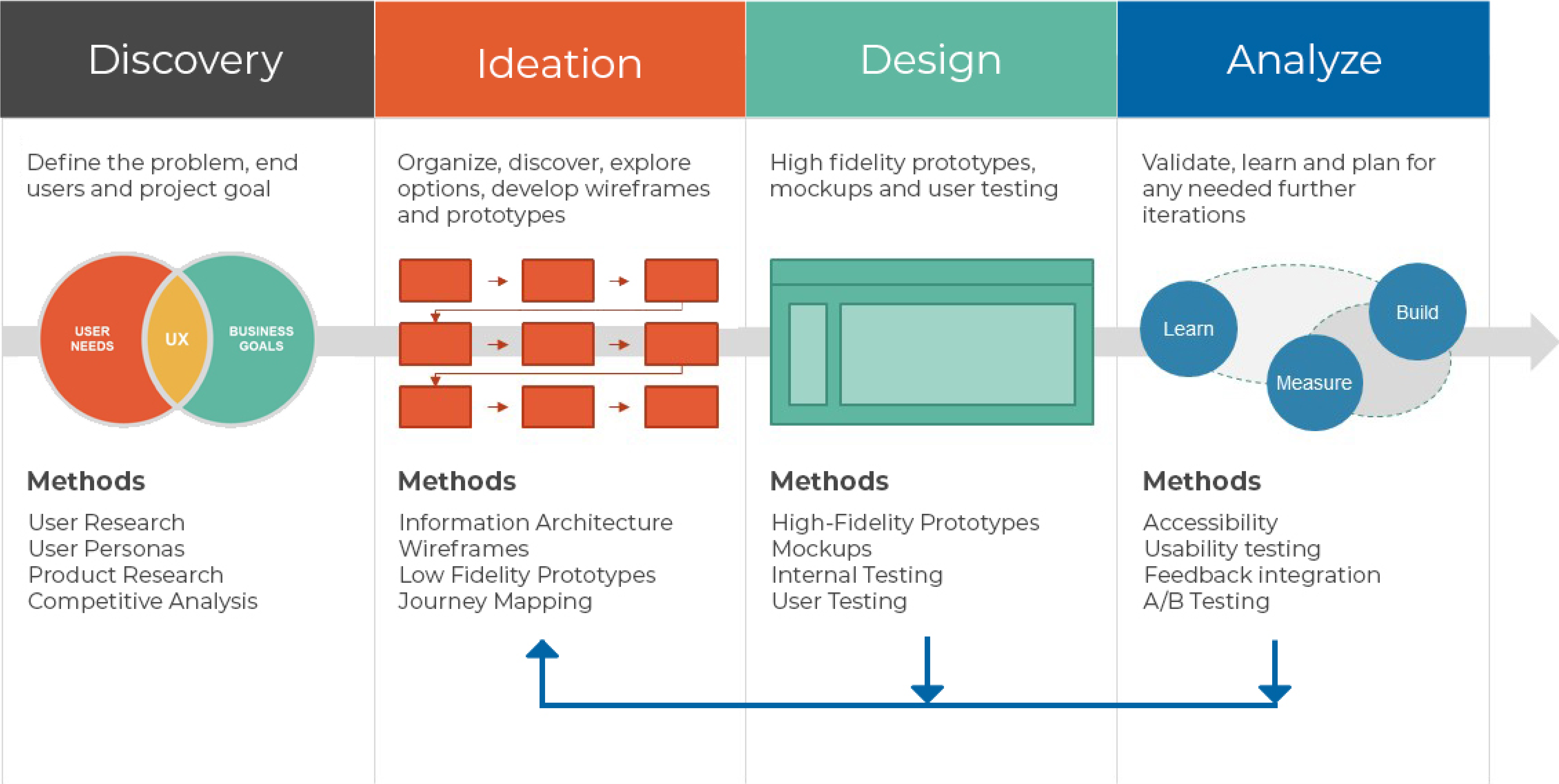


CASE STUDY & UX PROCESS



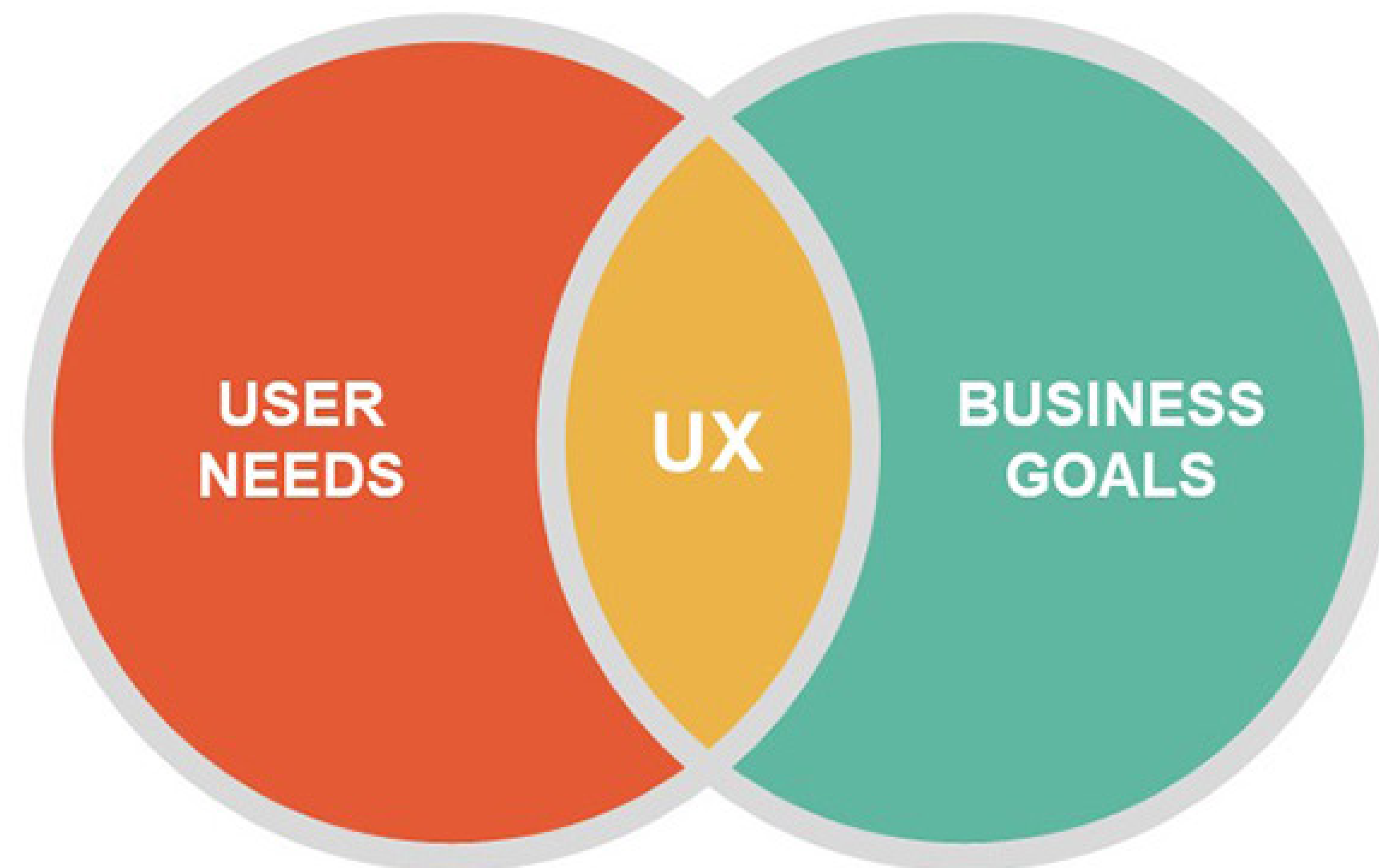


Discovery

Define the problem, end users and project goal

Methods

User Research
User Personas
Product Research
Competitive Analysis



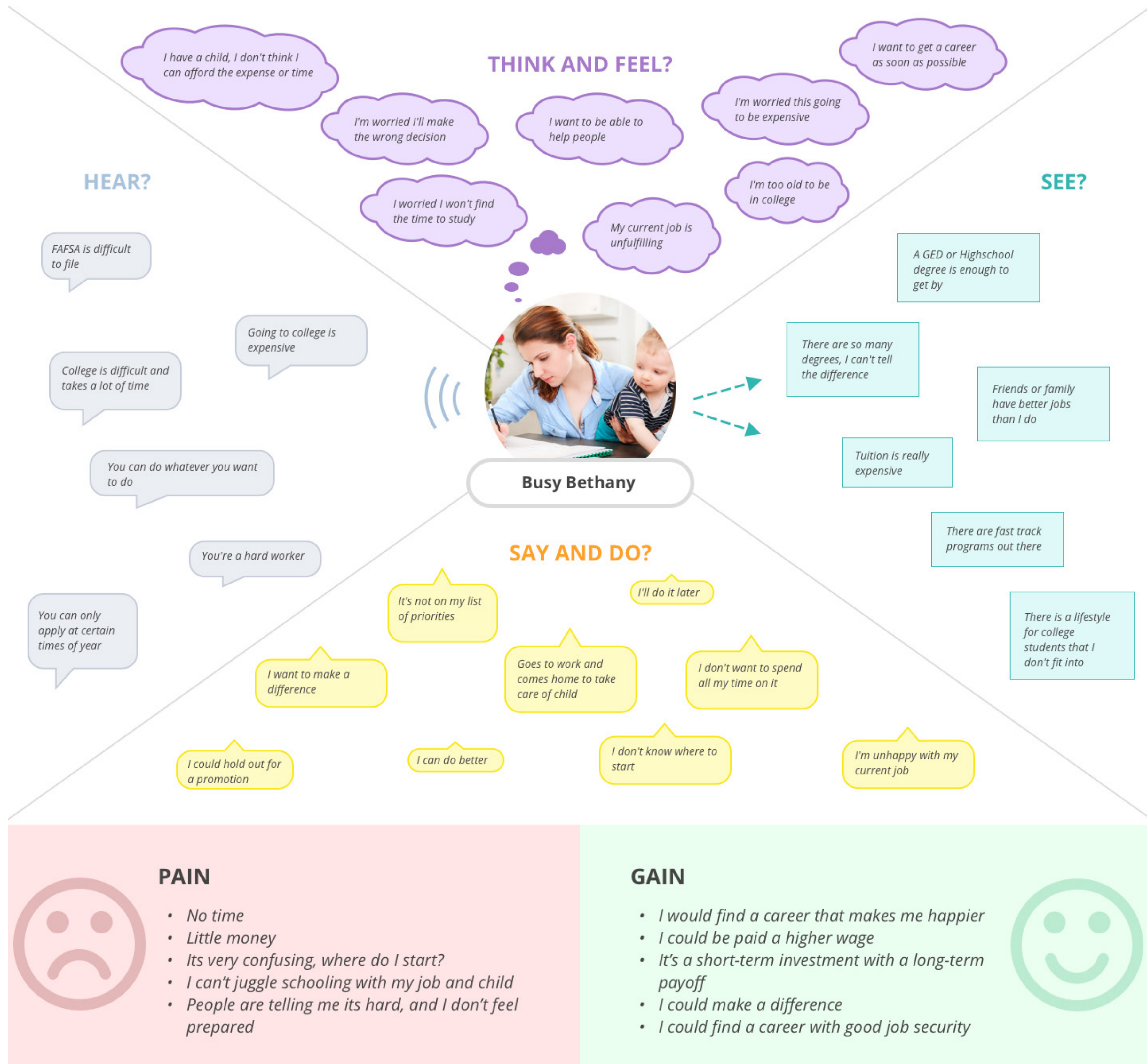
Project Goal

The project goal for Sumner College to build a new website is to create an attractive and user-friendly online platform that effectively showcases the school's programs, culture, and values, with the ultimate aim of attracting new students. The website should provide a comprehensive overview of the college's academic offerings, faculty, student life, and extracurricular activities, as well as information on admissions requirements, tuition fees, and financial aid.

The new website should be visually appealing, engaging, and easy to navigate, with clear calls-to-action that encourage prospective students to learn more about Sumner College and apply for admission. It should also be optimized for search engines and mobile devices to ensure maximum visibility and accessibility.

In addition, the website should accurately reflect the college's brand identity and values, highlighting its commitment to academic excellence, diversity, inclusivity, and student success. It should provide a compelling narrative that resonates with prospective students and motivates them to join the Sumner College community.

User Persona



Competitive Analysis

Sample: One of Sumner's competitors analyzed

Graceland School of Nursing Summary

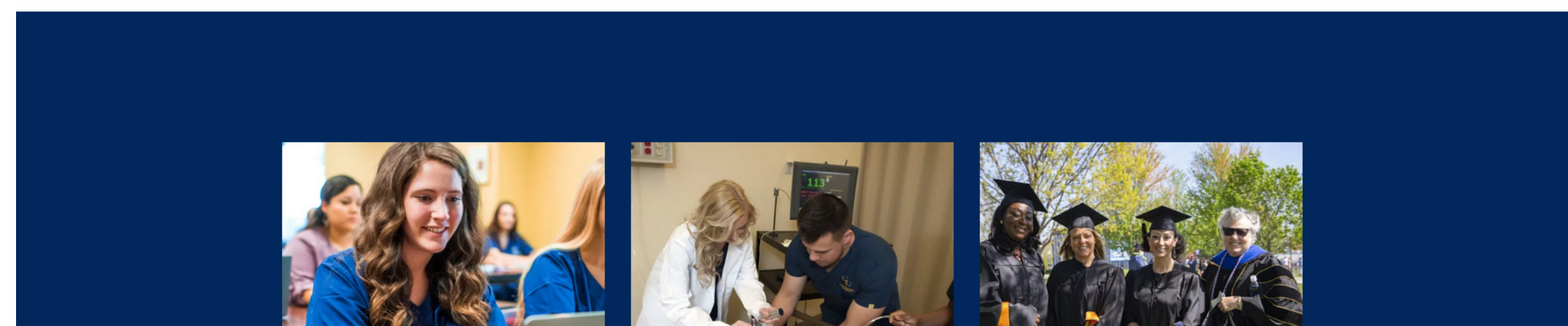
Dislikes/Disadvantages

- Confusing Navigation
- Not a dedicated Nursing School
- Easy to get lost on the site / easy to get lost in the crowd of the institution
- Nursing doesn't seem like a priority at this school
- Non-ADA compliant
- Difficult to navigation in between Nursing program details
- CTA's are do not hold enough weight on the page

Likes/Advantages

- Clear messaging
- Tabbed system helps break up content into manageable chunks
- Like the Testimonials of students

The screenshot shows the Graceland School of Nursing website. At the top, there is a navigation menu with links for About, Admissions & Aid, Academics, Student Life, Athletics, Alumni, Apply, Visit Graceland, Give, and Logins. A search icon is also present. Below the navigation is a blue banner with the text "Incoming Lamoni Campus Graceland students for Fall 2023 - Pay Your Deposit" and a close button. The main content area features a large image of nursing students in blue scrubs. The text "ACADEMICS School of Nursing" is prominently displayed, along with the tagline "Educating nurses for over 50 years." Below this is a horizontal menu with tabs for "Mission, Goals, & Values", "Undergraduate", "Graduate", "Honor Society", "History", "News", and "Accreditation". The "The Power of Compassion" section includes a paragraph about the nursing program and a list of links: "Goals and Philosophy", "Nursing Programs", "Scholarships & Financial Aid", and "Alumni". The "Our Awards Speak For Themselves" section features three award logos: "Top Ranked Nursing School", "Nursing Diversity Champion", and "2021 Best Online Family Nurse Practitioner Program". The "Our Mission" section states the goal of creating learning communities for nursing students.

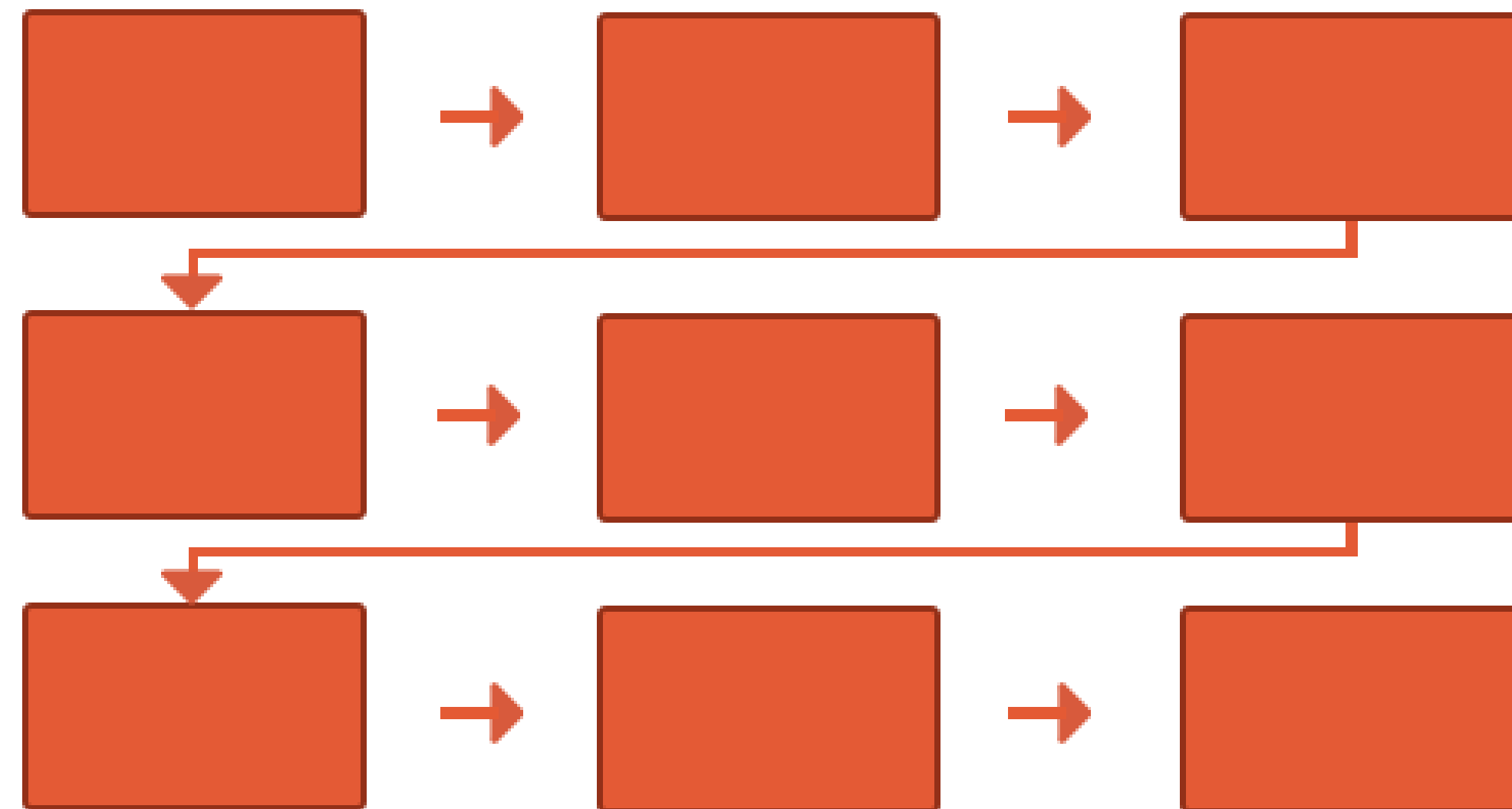


Ideation

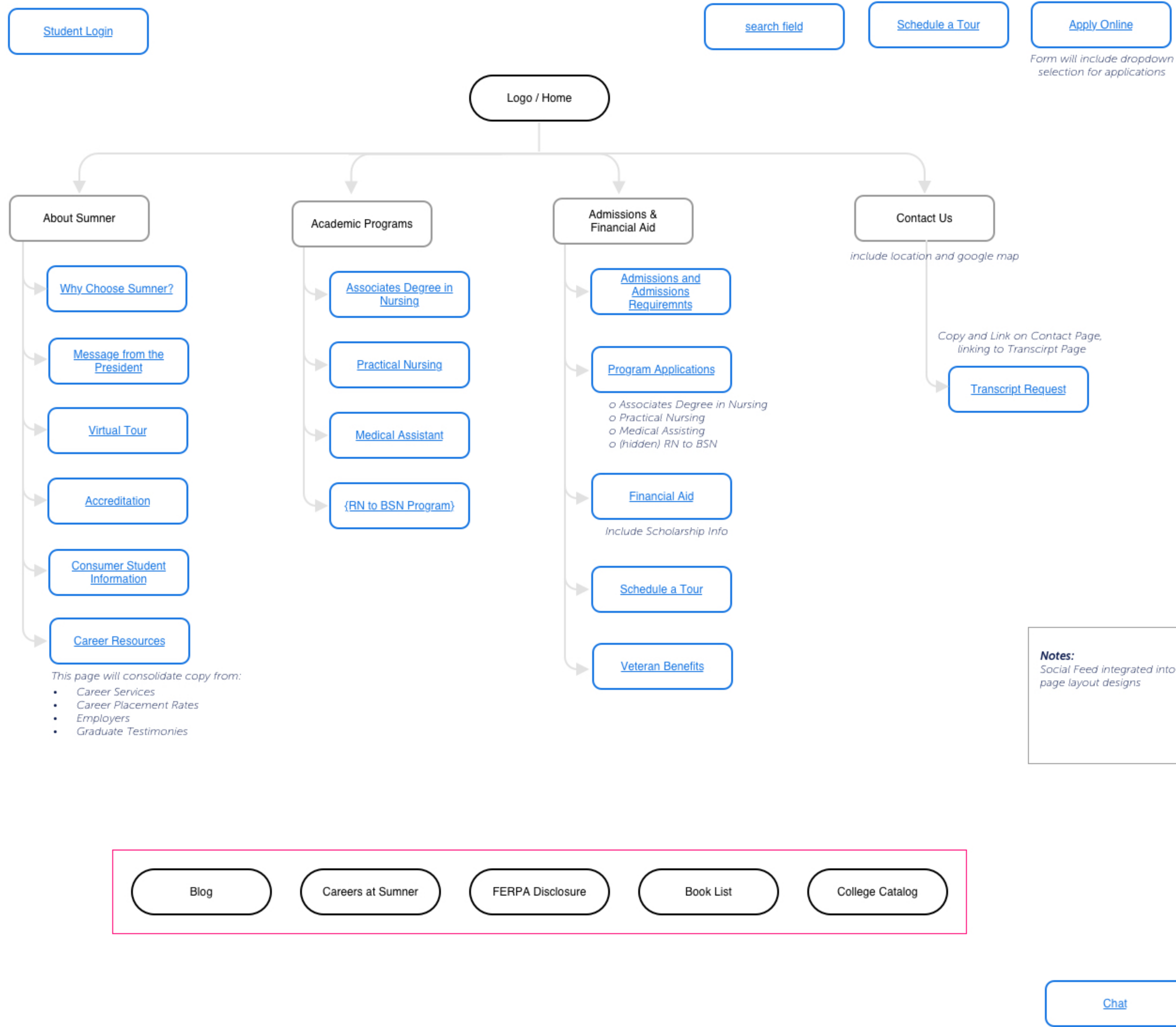
Organize, discover, explore options, develop wireframes and prototypes

Methods

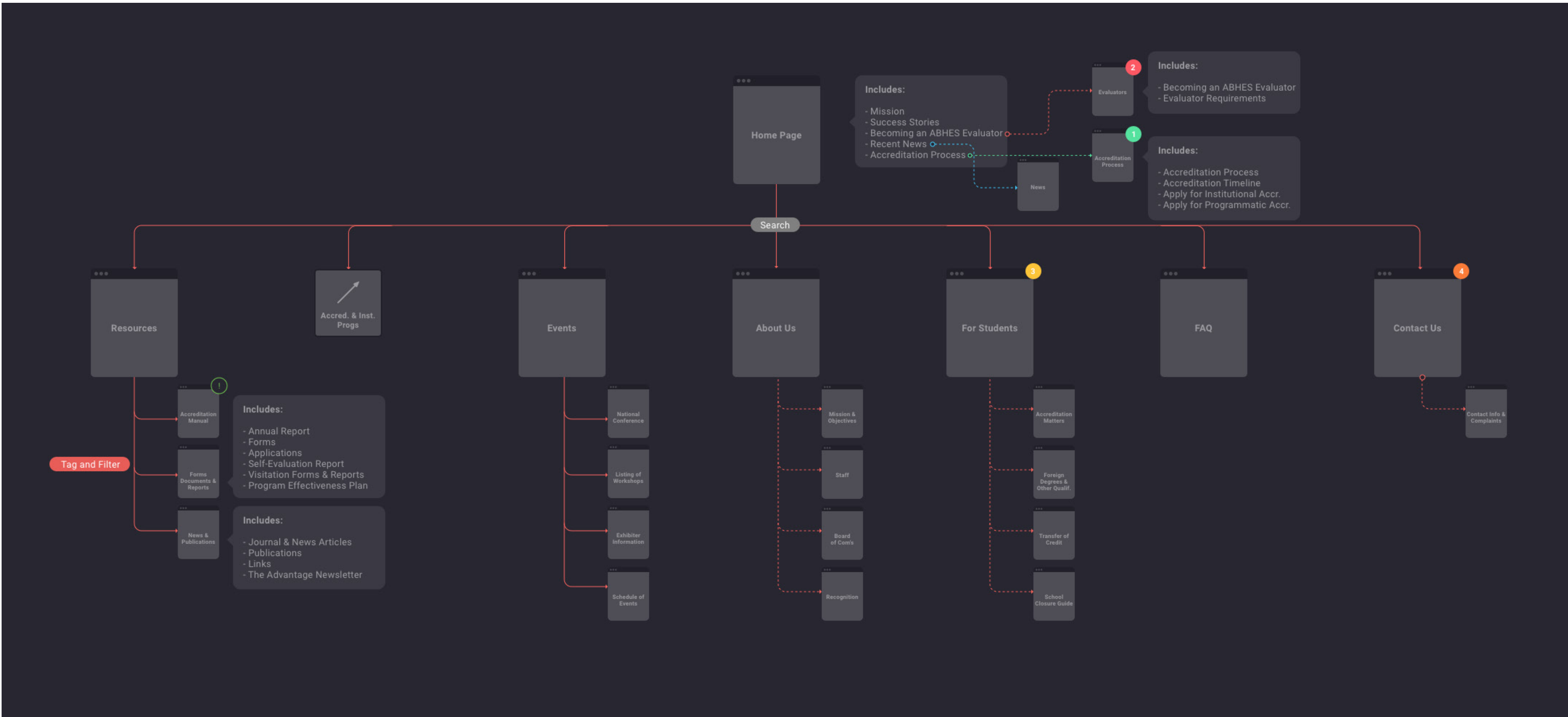
- Sitemap
- Userflow
- Information Architecture
- Wireframes
- Low Fidelity Prototypes



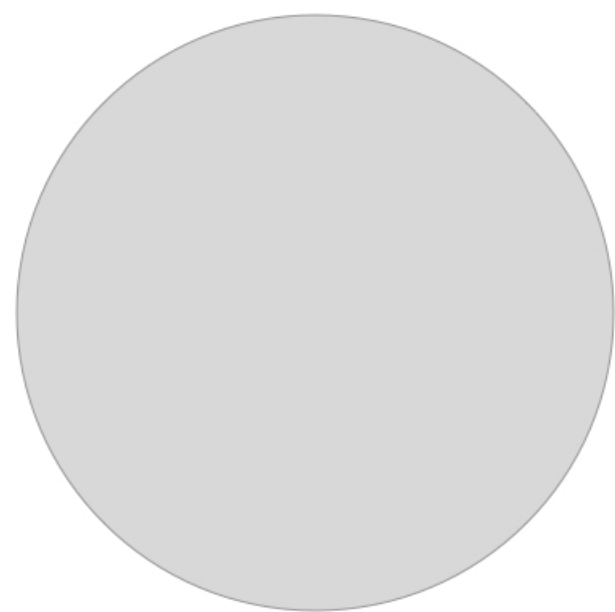
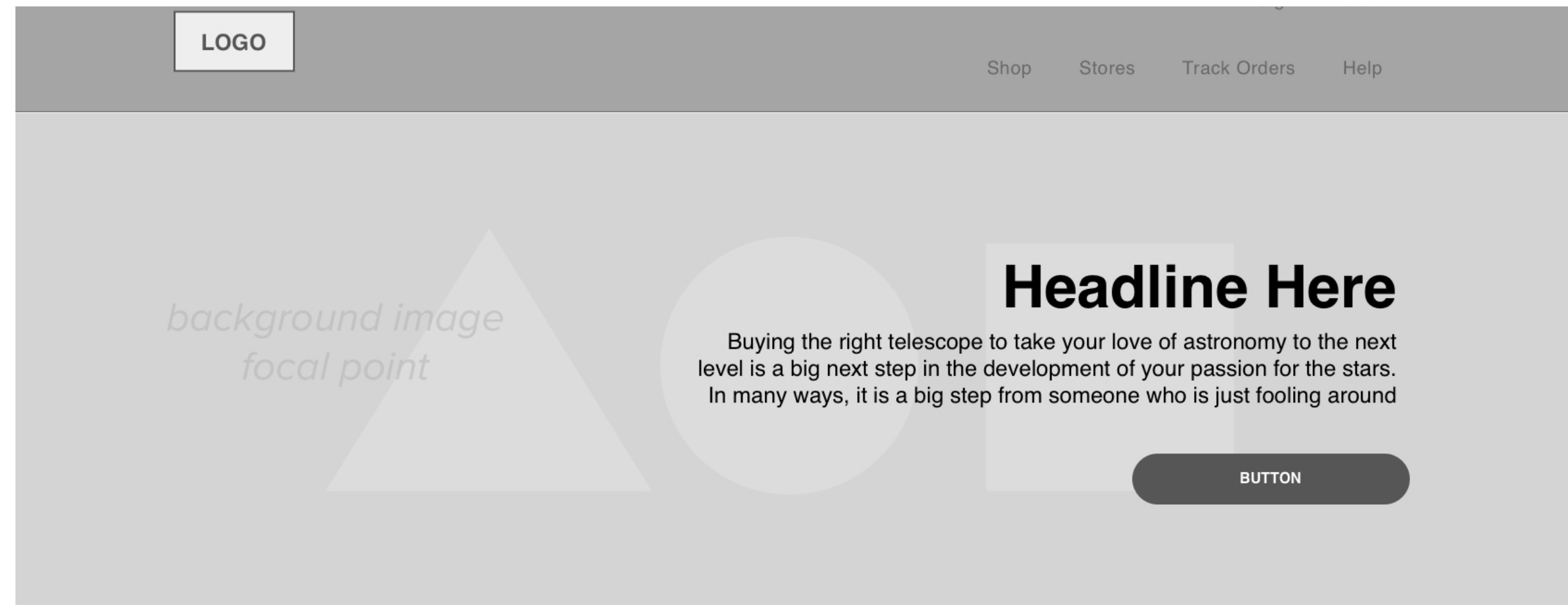
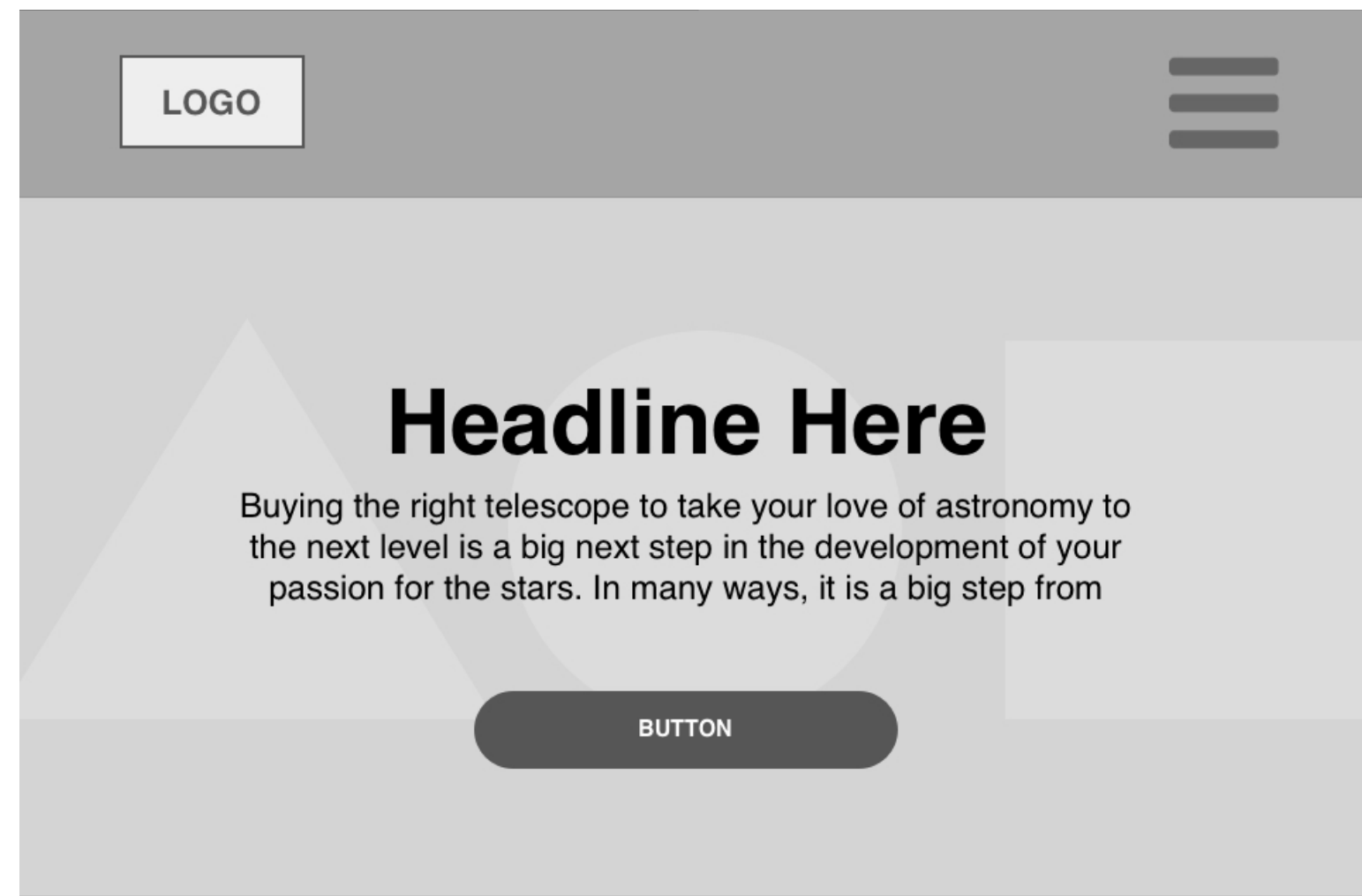
Sitemap



User Flow



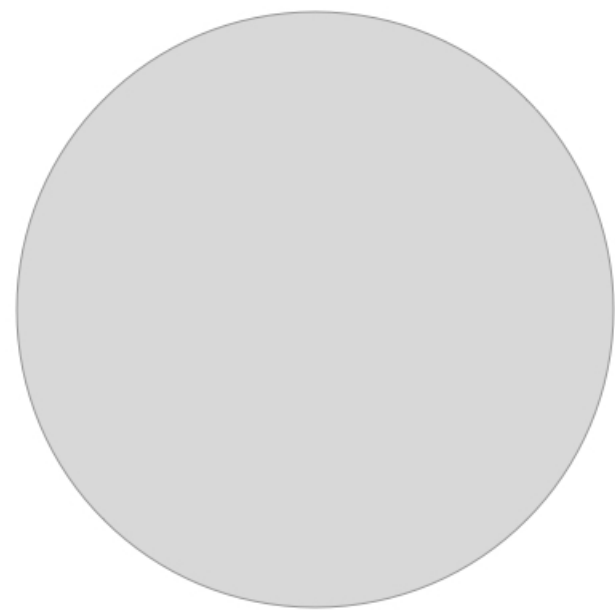
Low Fidelity Prototypes



Tin Headline

Buying the right telescope to take your love of astronomy to

BUTTON



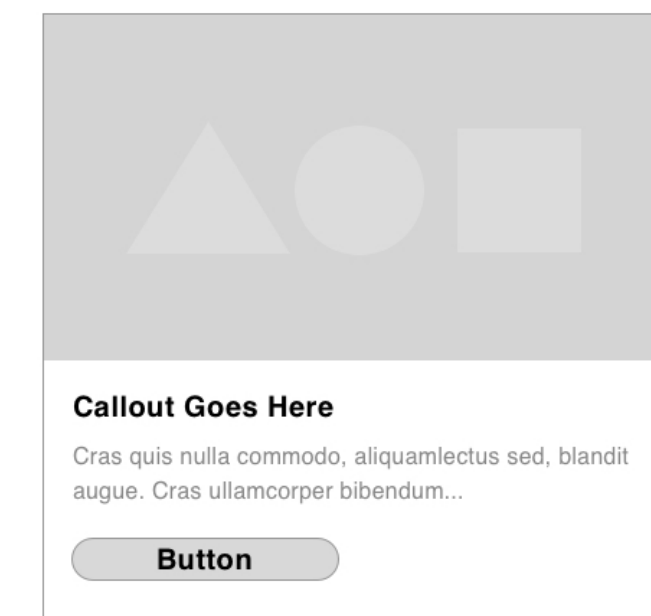
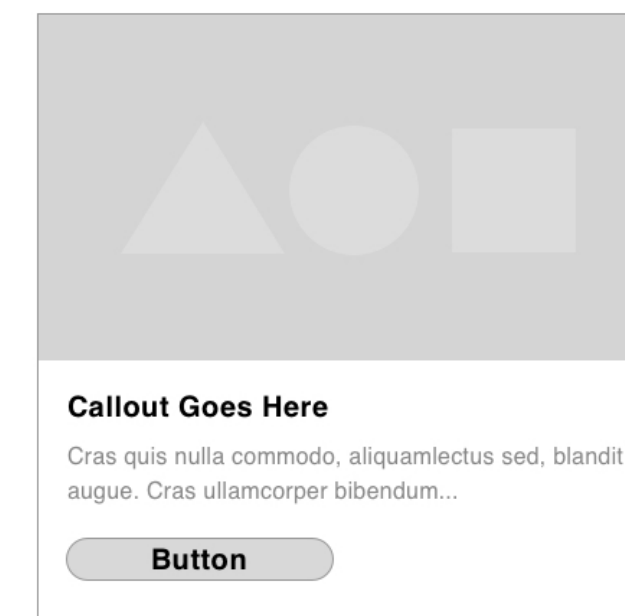
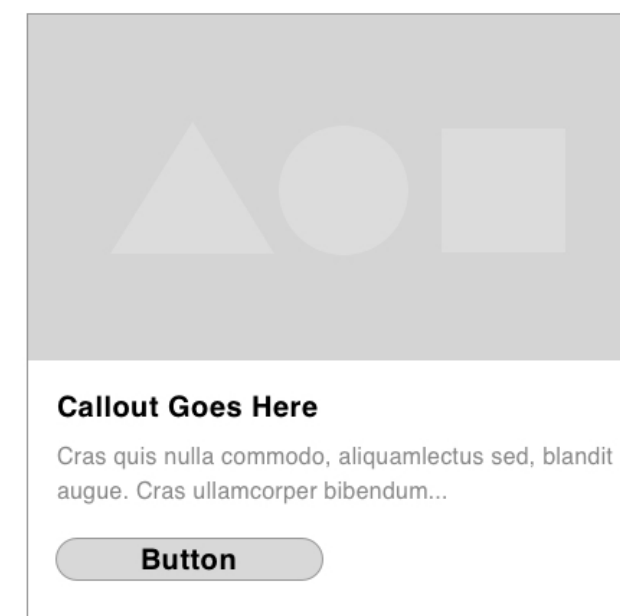
Tin Headline

Buying the right telescope to take your love of astronomy to

BUTTON



Tin Headline



Design

High fidelity prototypes,
mockups and user testing

Methods

High-Fidelity Prototypes
Mockups
Internal Testing
User Testing



High-Fidelity Prototypes

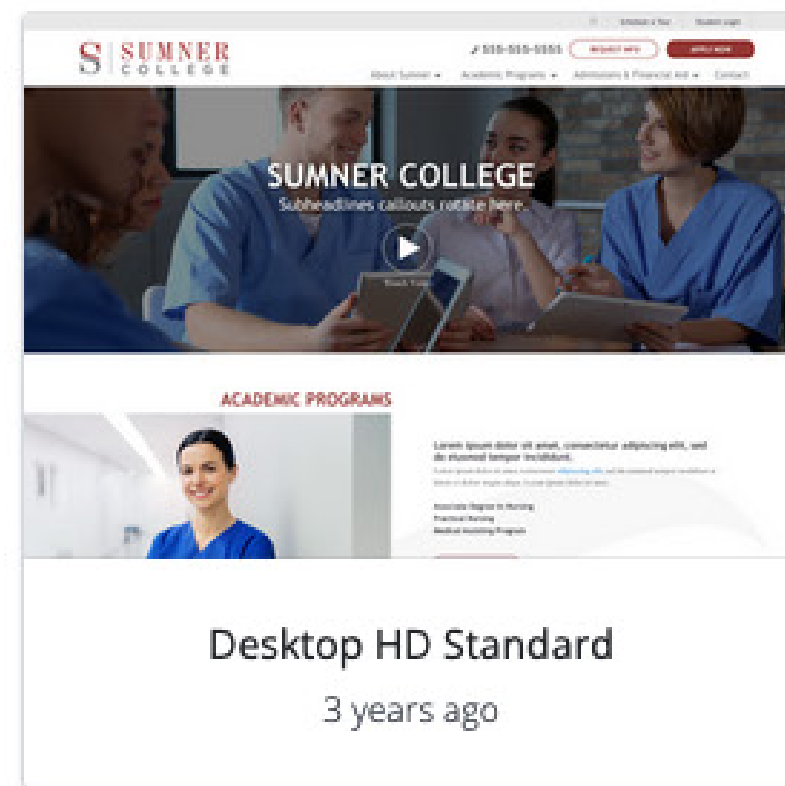
Sumner Prototype



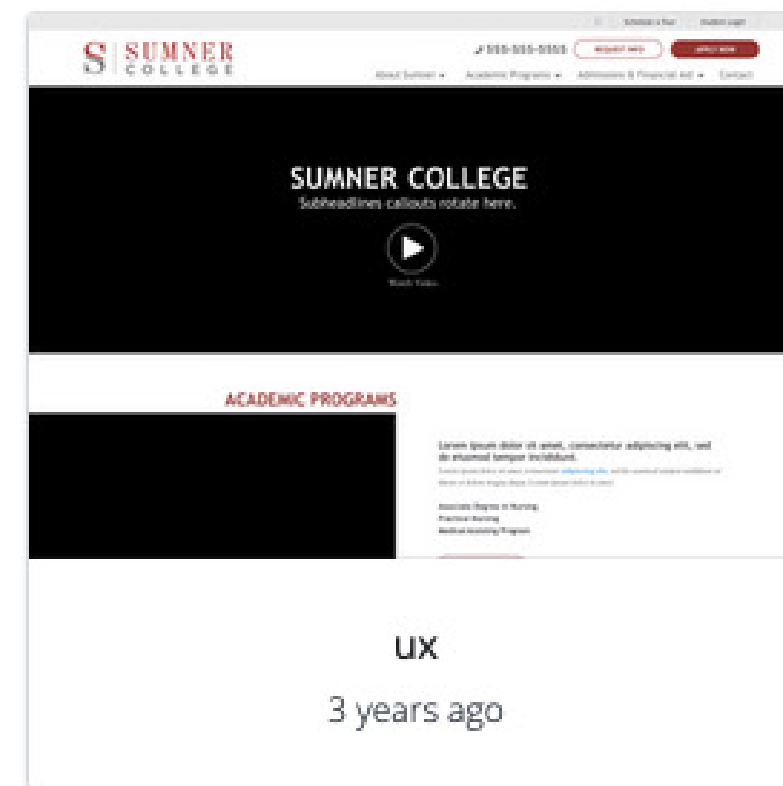
Screens ▾ Placeholders Shares Workflow Tasks Activity Comments Assets People ...



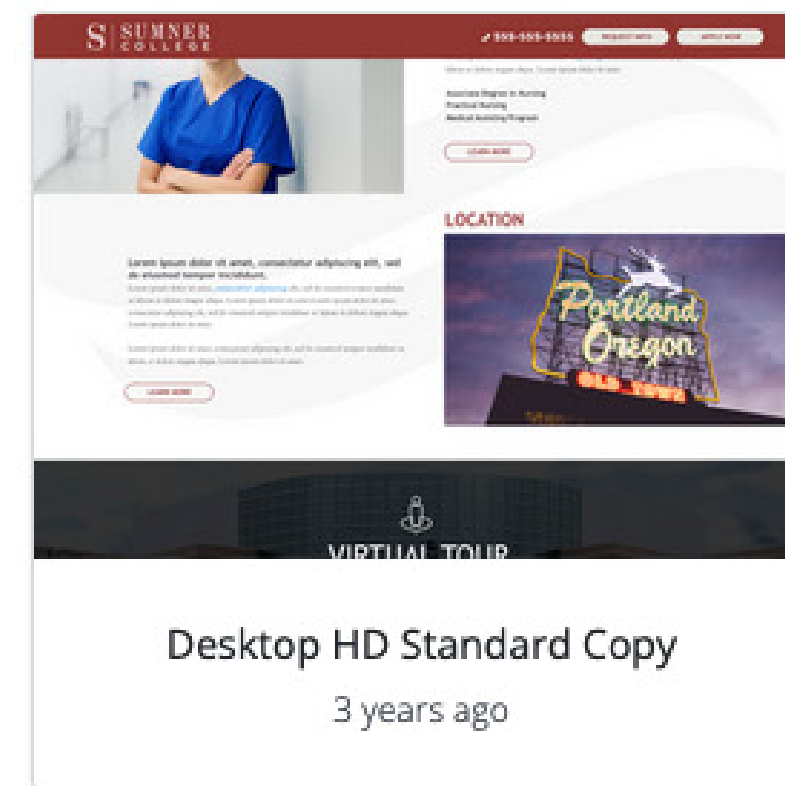
Search your prototype



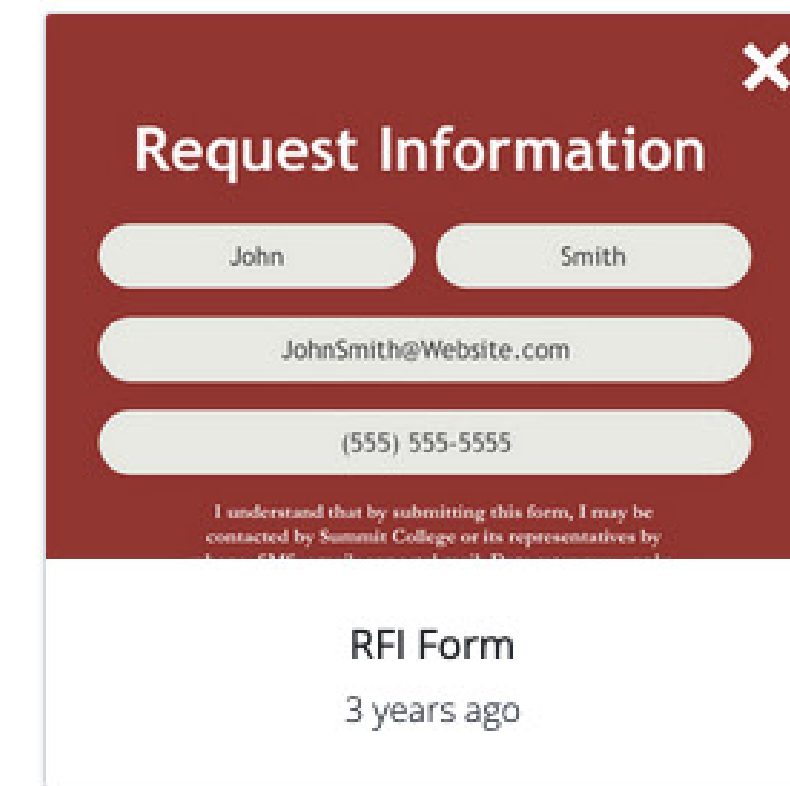
Desktop HD Standard
3 years ago



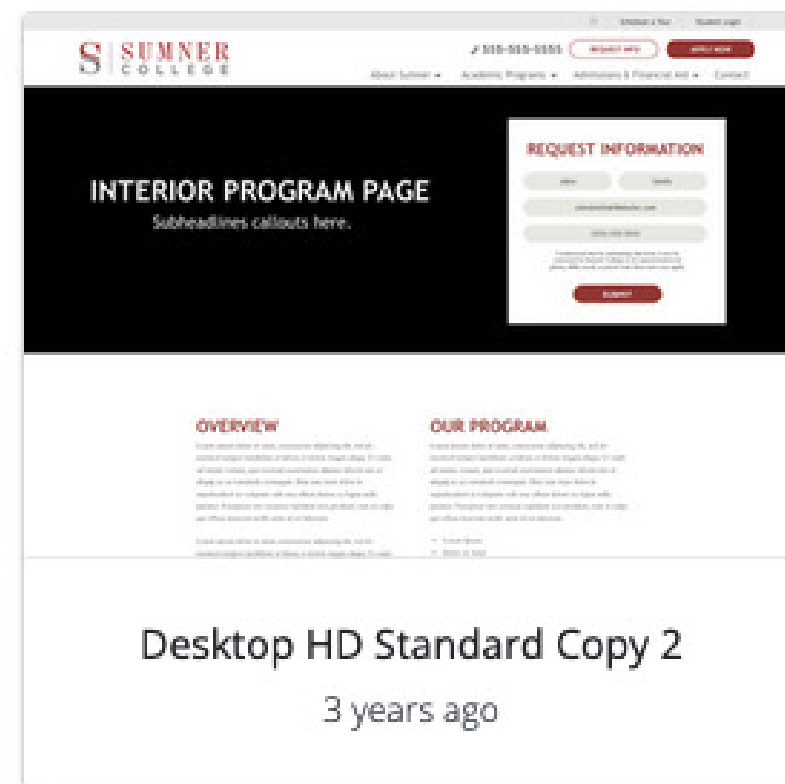
UX
3 years ago



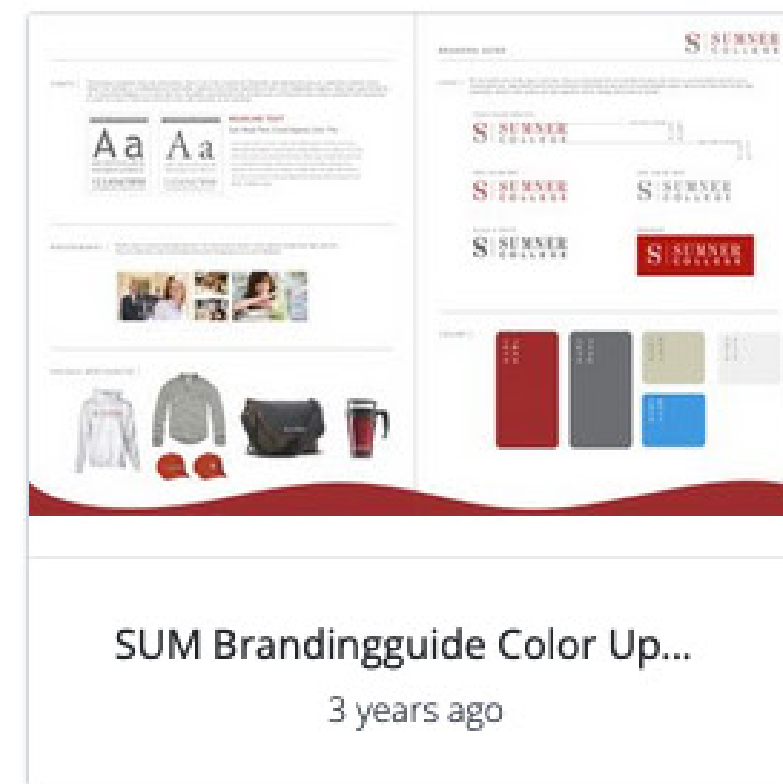
Desktop HD Standard Copy
3 years ago



RFI Form
3 years ago



Desktop HD Standard Copy 2
3 years ago



SUM Brandingguide Color Up...
3 years ago

High-Fidelity Prototypes

sumner Mobile

Screens Placeholders Shares Workflow Tasks Activity Comments Assets People

Share BP +

Search screens

Set a Loading Screen
The screen that displays when launching your prototype

REQUEST INFO APPLY NOW

SUMNER COLLEGE Call Menu

PROGRAM PAGE
Subheadlines callouts here.

REQUEST INFO

John

iPhone 8 Copy
3 years ago

REQUEST INFO APPLY NOW

SUMNER COLLEGE Call Menu

PROGRAM PAGE
Subheadlines callouts here.

REQUEST INFO

OVERVIEW
Lorem ipsum dolor sit amet, consectetur adipiscing elit,

iPhone 8
3 years ago

REQUEST INFO APPLY NOW

SUMNER COLLEGE Call Menu

SUMNER COLLEGE.
Subheadlines callouts rotate here.

ACADEMIC PROGRAMS

ACADEMIC PROGRAMS
Lorem ipsudidunt.
Lorem ipsum dolor sit amet,
Associate Degree in Nursing
Practical Nursing
Medical Assisting Program

Mobile
3 years ago

REQUEST INFO APPLY NOW

SUMNER COLLEGE
Education with Integrity

Call Menu



REQUEST INFORMATION

John

Smith

JohnSmith@Website.com

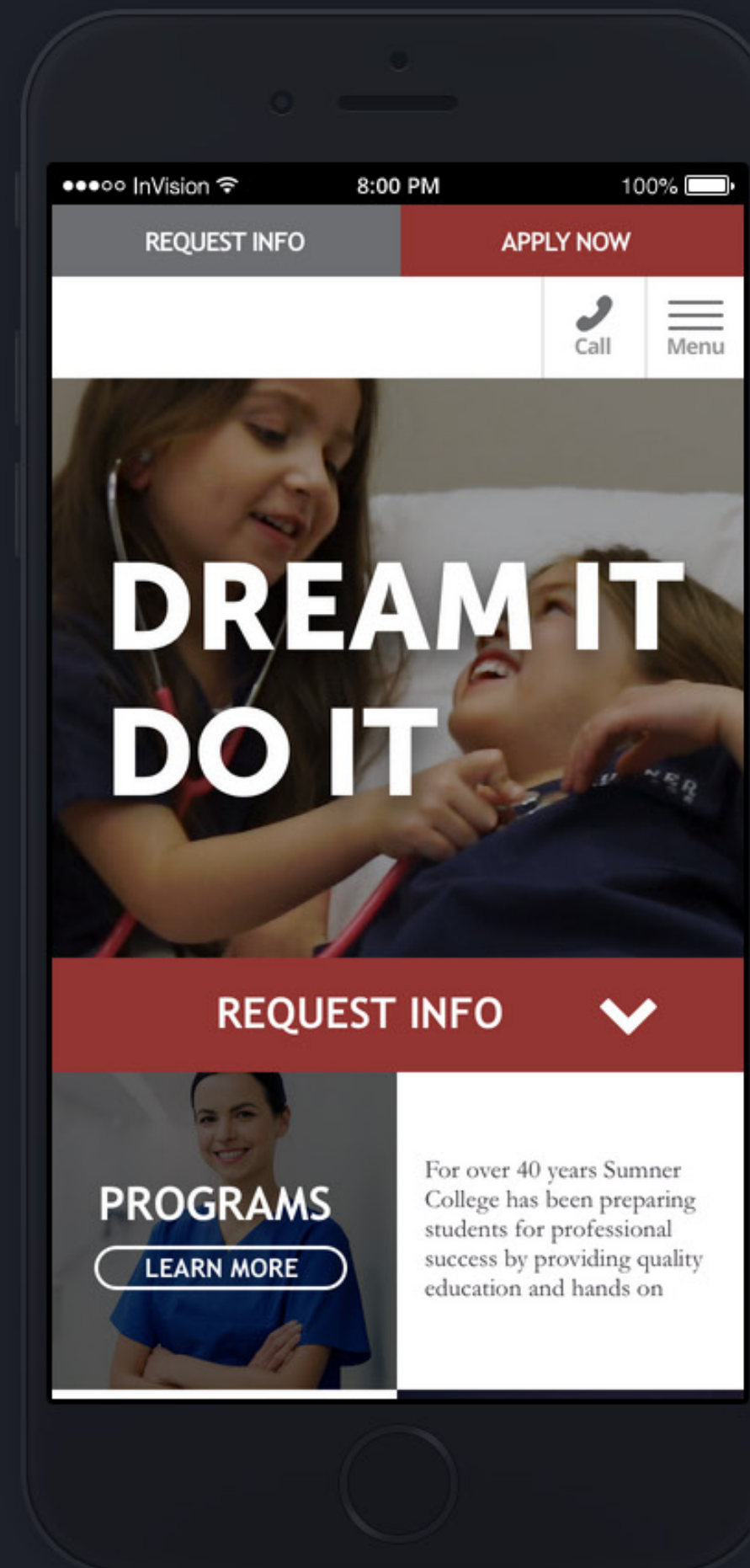
(555) 555-5555

(555) 555-5555

SUBMIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
Lorem ipsum dolor sit amet, consectetur adipiscing elit,

High-Fidelity Prototypes



Internal and User Testing

555-555-5555

REQUEST INFO

APPLY NOW

Student Login



PROGRAMS

ADMISSIONS & AID

ABOUT

VISIT

NEWS

INTERIOR PROGRAM PAGE

Subheadlines callouts here.

REQUEST INFORMATION

Click and drag to create hotspots

John

Smith

JohnSmith@Website.com

(555) 555-5555

I understand that by submitting this form, I may be contacted by Summit College or its representatives by phone, SMS, email, or postal mail. Data rates may apply.

SUBMIT

OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

OUR PROGRAM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

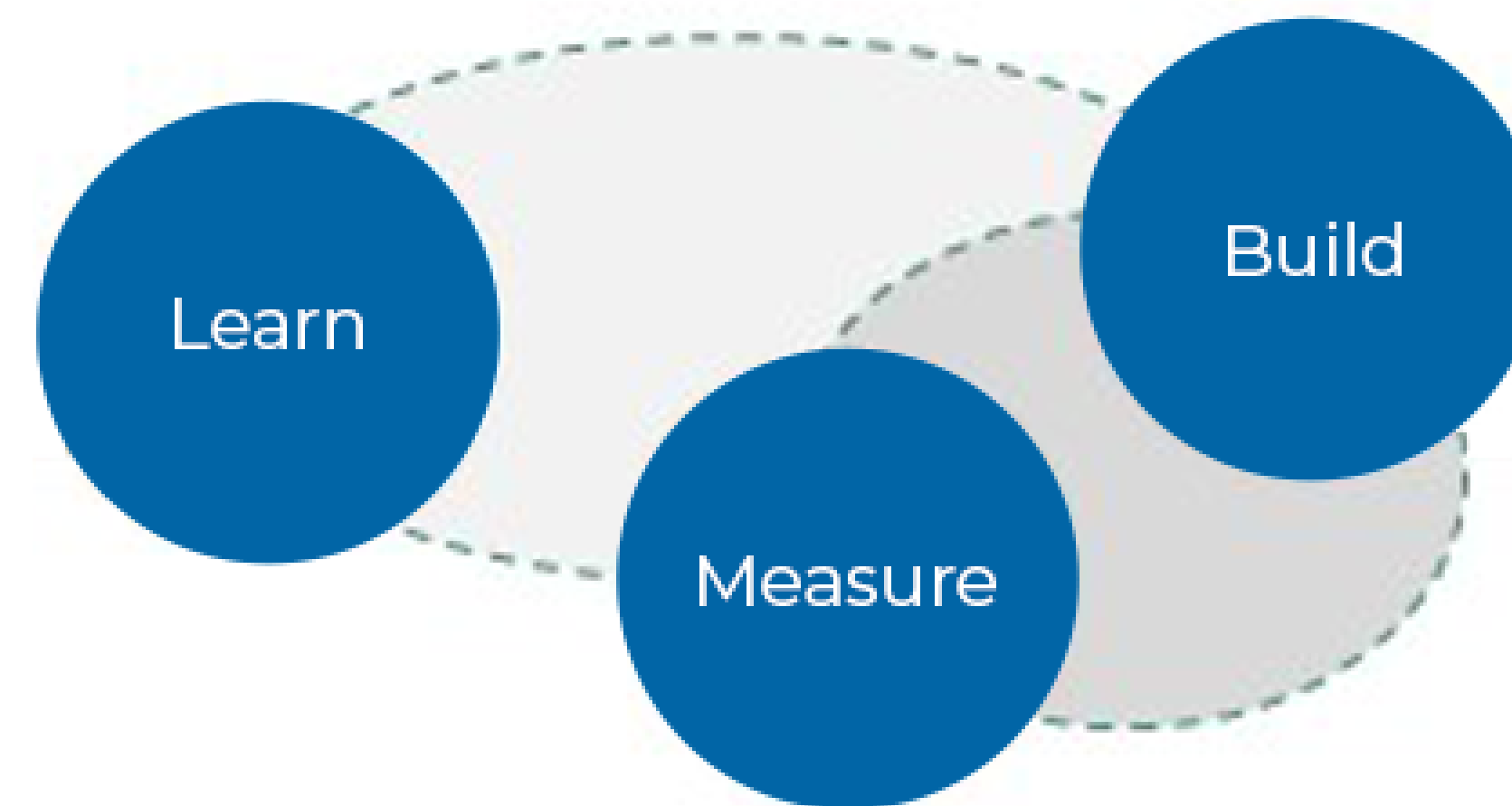
CAREER OUTLOOK

Analyze

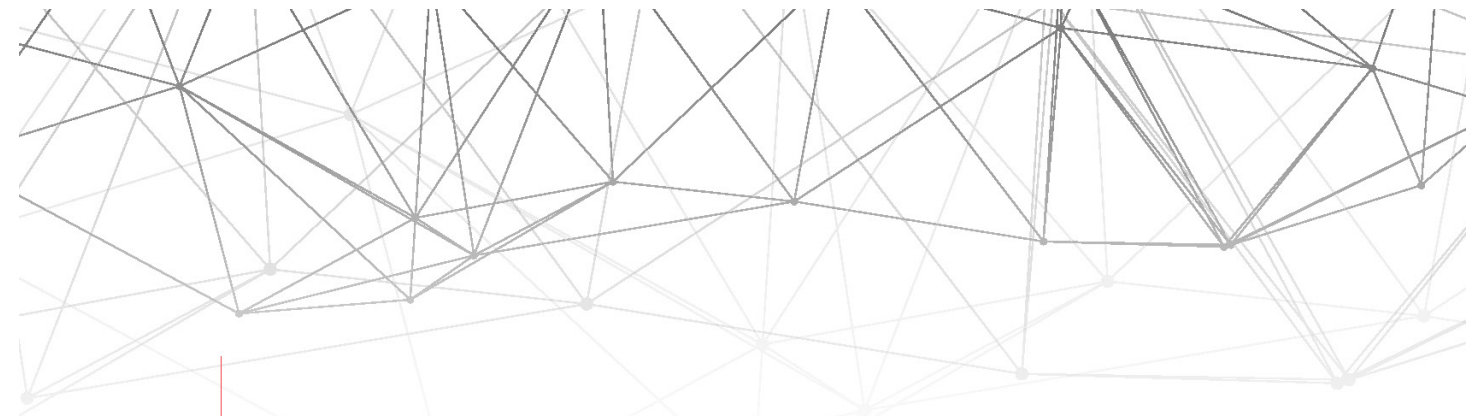
Validate, learn and plan for any needed further iterations

Methods

Usability testing
Heat Maps
A/B Testing
Recordings
Feedback integration



Analyze Data



OBJECTIVE:

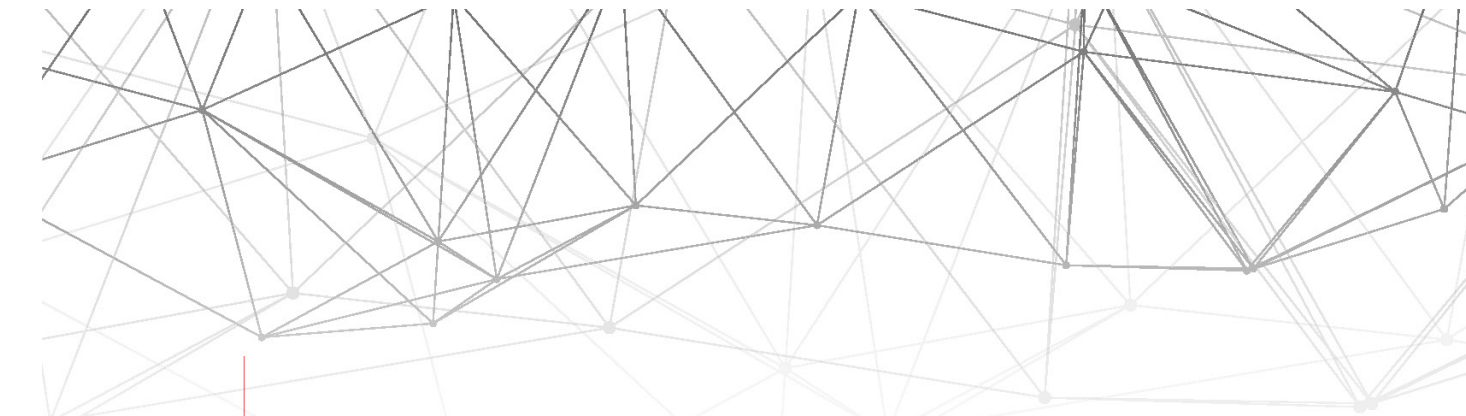
The objective of Gragg's UX heat map analysis is to document user behavior for defining benchmarks, creating goals and making future adjustments. Metrics are gathered using a third-party service that has been installed through a small code snippet. Analysis is based off a combination of best practices, previous experience and research based on every client's goals and business.

METRICS OVERVIEW: APR. 16 - JUL. 1

SESSIONS: 21,791
PAGE VIEWS: 69,727
UNIQUE PAGE VIEWS: 42,860
AVG. SESSION LENGTH: 2m 53s
BOUNCE RATE: 29.00%
NEW VS. RETURNING UNIQUE VISITS: New: 11,425 Returning: 0 (0)

DEVICE OVERVIEW: APR. 16 - JUL. 1

DESKTOP: 11,133	MOBILE: 9,857	TABLET: 291	OTHER: 0
BOUNCES: 2,417	BOUNCES: 3,665	BOUNCES: 73	BOUNCES:
BOUNCE RATE: (21.71%)	BOUNCE RATE: (37.18%)	BOUNCE RATE: (25.09%)	BOUNCE RATE:

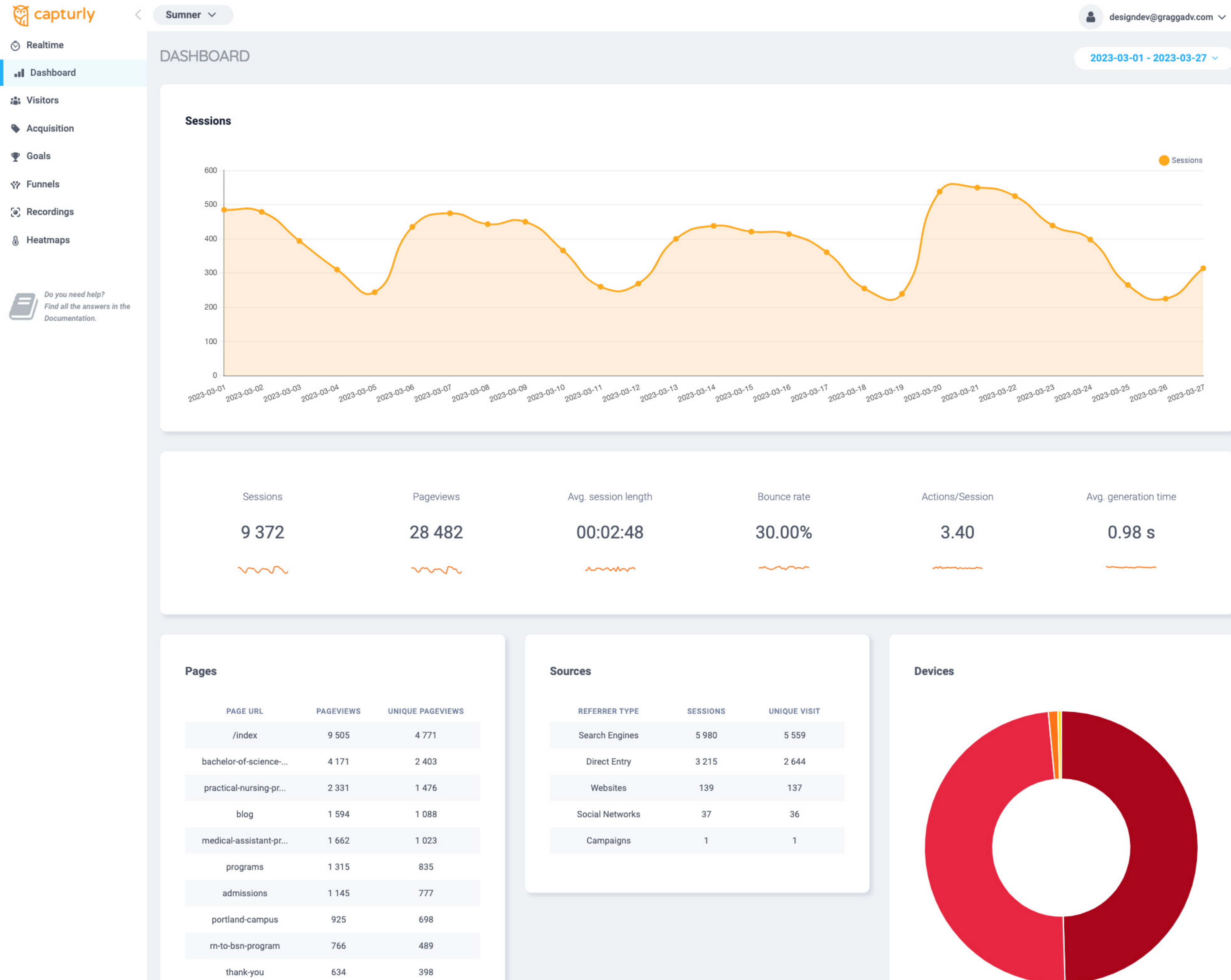


HEAT MAP OVERVIEW: APR. 16 - JUL. 1 - TOP 4

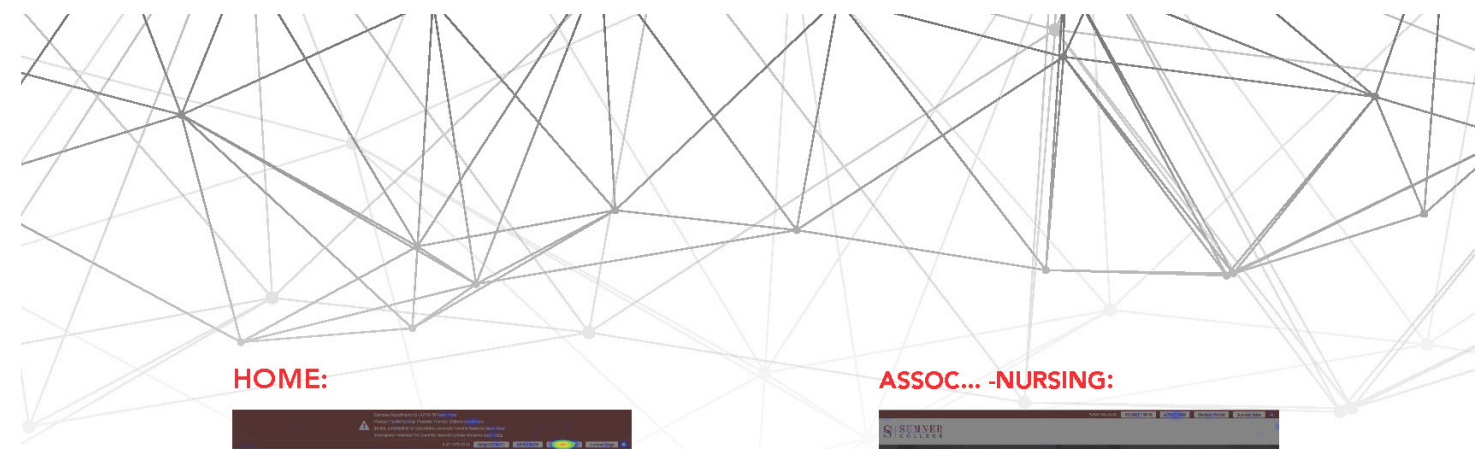
HOME	VISITS: 10,230	CLICKS: 12,175
ASSOC...-NURSING	VISITS: 5,272	CLICKS: 11,148
PRACTICAL...PROGRAM	VISITS: 2,325	CLICKS: 5,368
PROGRAMS	VISITS: 1,239	CLICKS: 1,281
MEDICAL ASSISTING	VISITS: 602	CLICKS: 1,219
RN TO BSN	VISITS: 789	CLICKS: 1,620



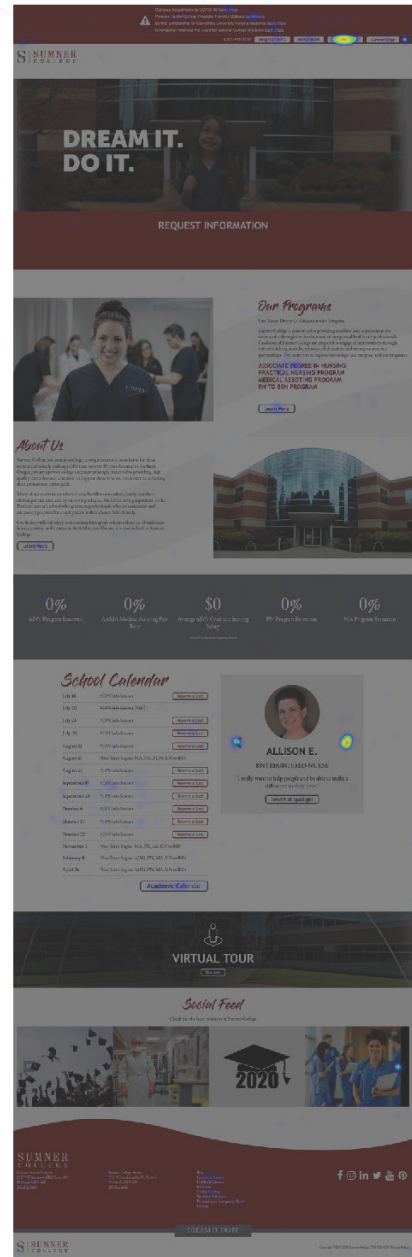
Analyze Data



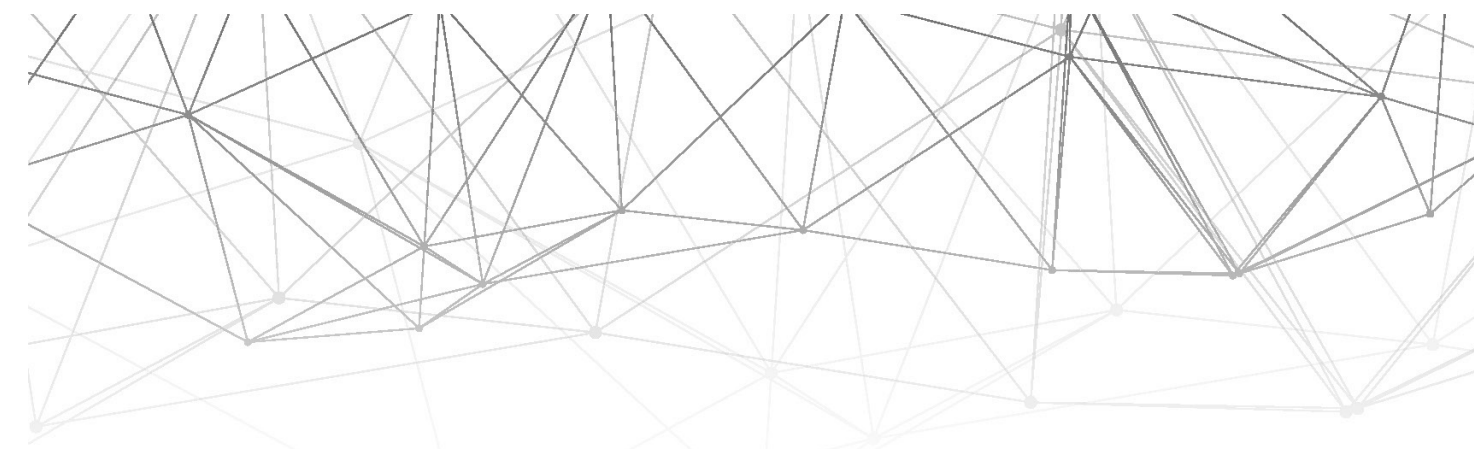
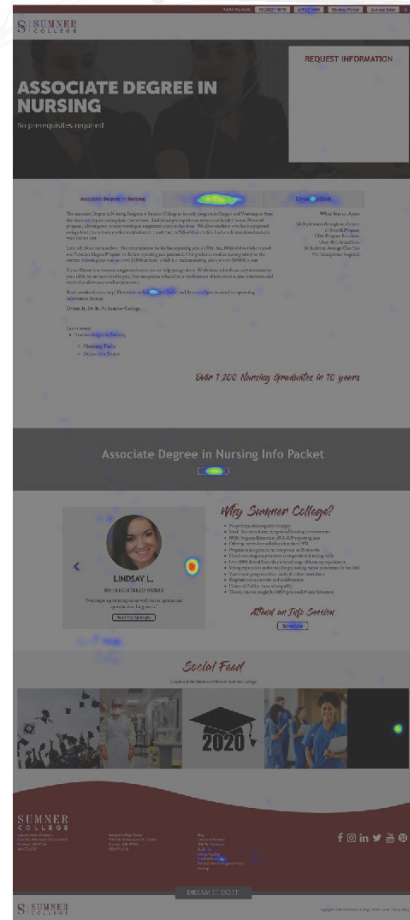
Analyze Data



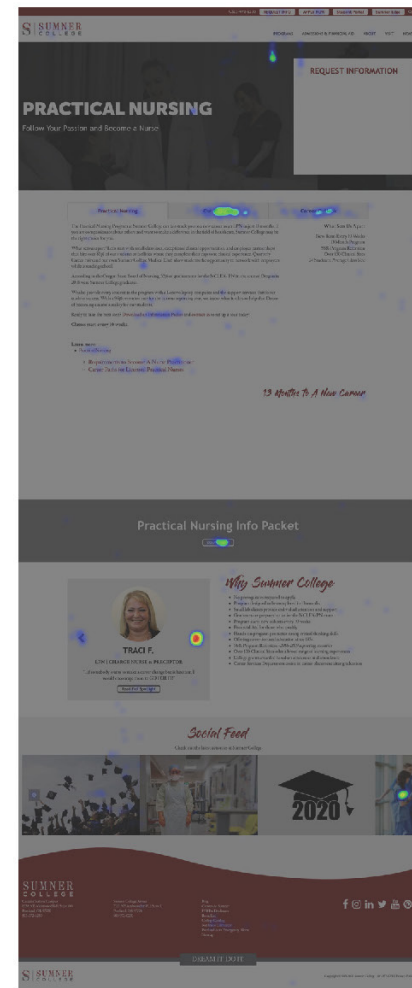
HOME:



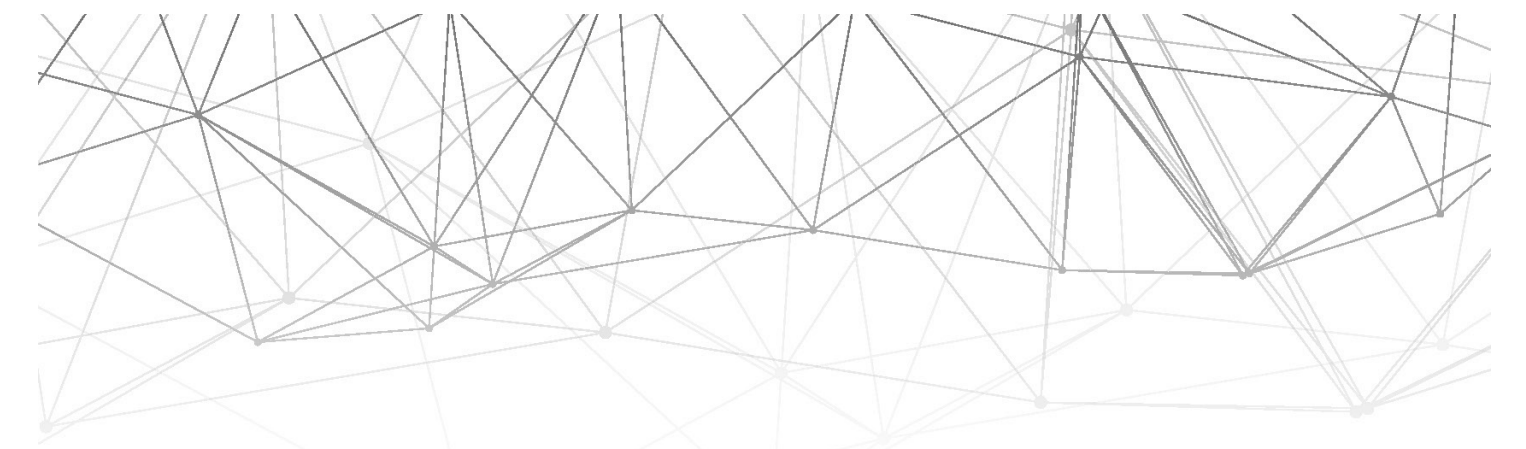
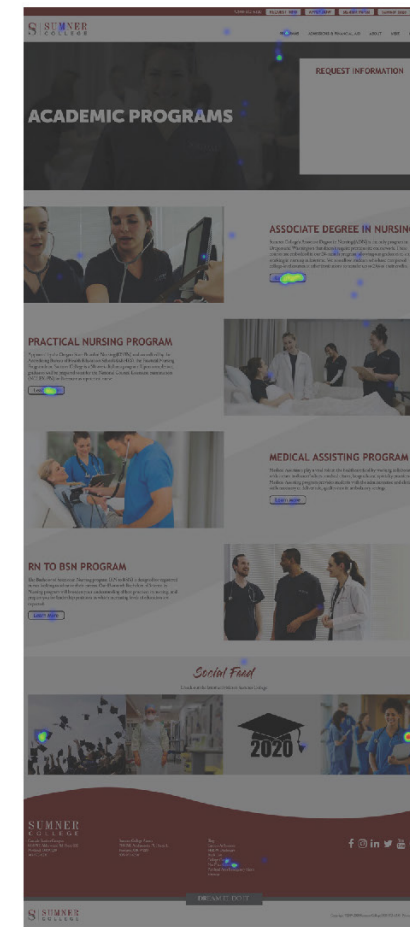
ASSOC...-NURSING:



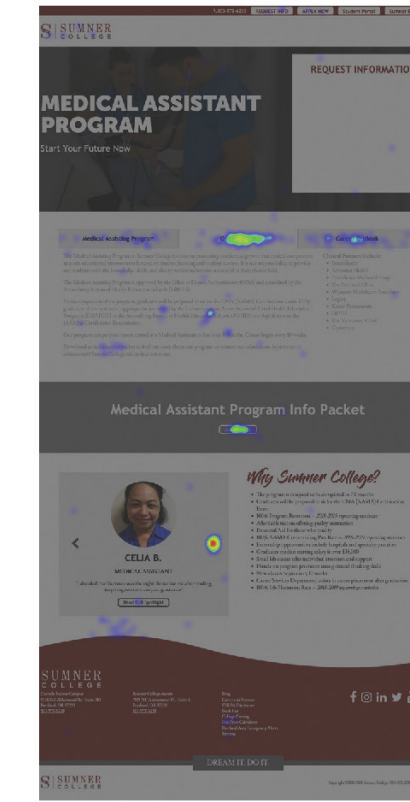
PRACTICAL...PROGRAM:



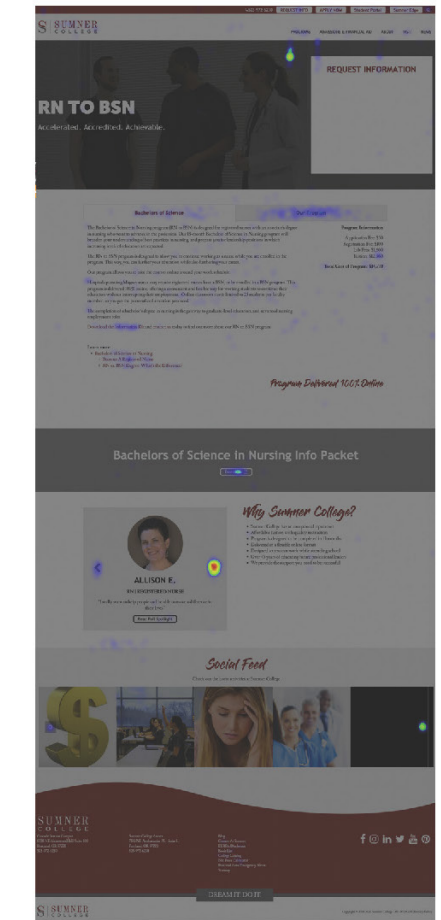
PROGRAMS:



MEDICAL ASSISTING:



RN TO BSN:



Recordings

00:04 / 00:24 1. (00:05) /

⏪ ⏩ ⏸ Skip pauses 1x 2x 3x 4x 5x

☆ 🇺🇸 🌐 🗨️ [Copy link](#)

[Add new tag](#)


NOW HIRING – REVIEW OPEN POSITIONS

503-972-6230 480-776-0070
Portland Mesa

[REQUEST INFO](#) [Student Portal](#) [Canvas Login](#) [Sumner Edge](#)

S | SUMNER COLLEGE

[PROGRAMS](#) [ADMISSIONS & FINANCIAL AID](#) [VISIT](#) [PORTLAND CAMPUS](#) [MESA CAMPUS](#) [ABOUT](#) [NEWS](#)

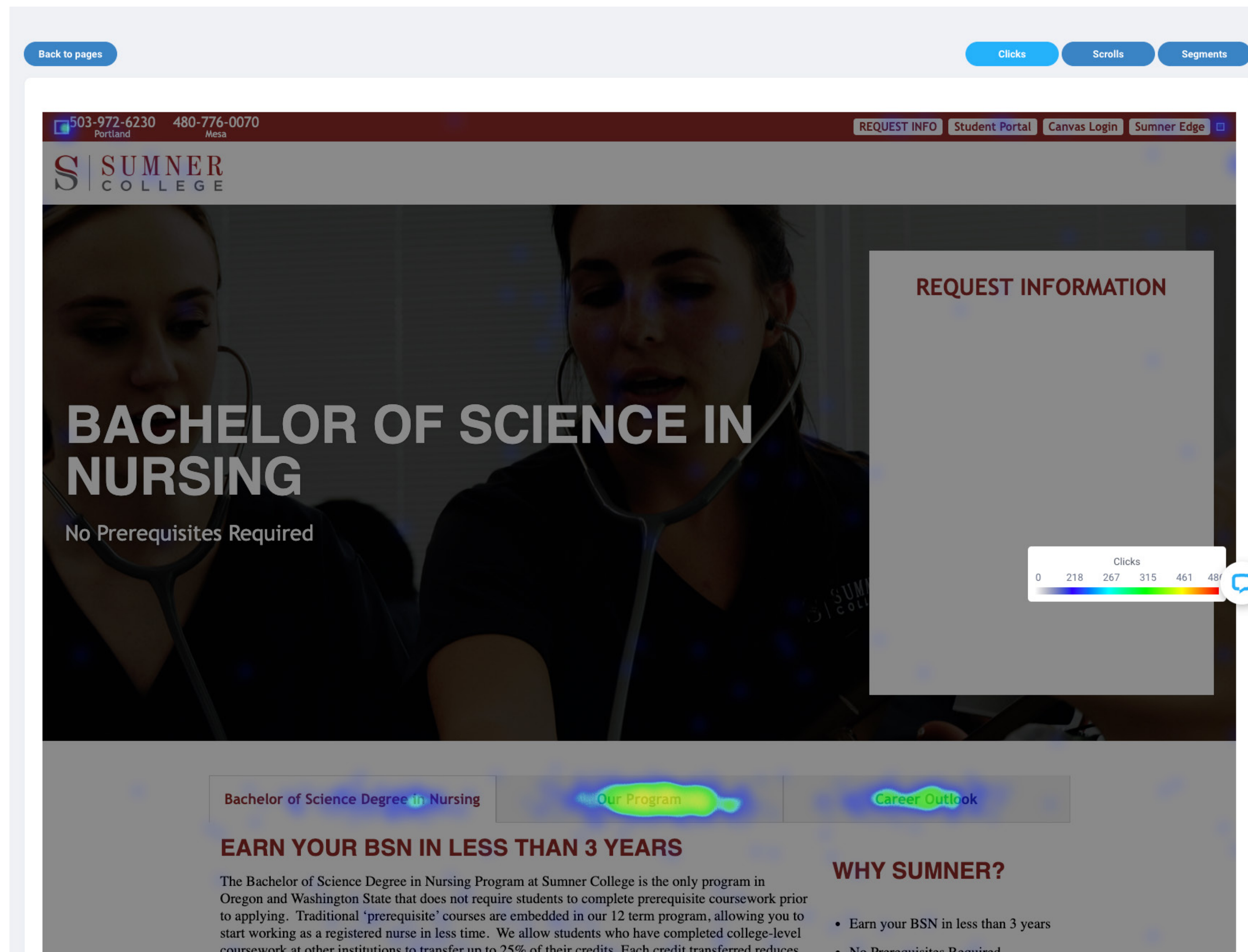


**DREAM IT.
DO IT.**

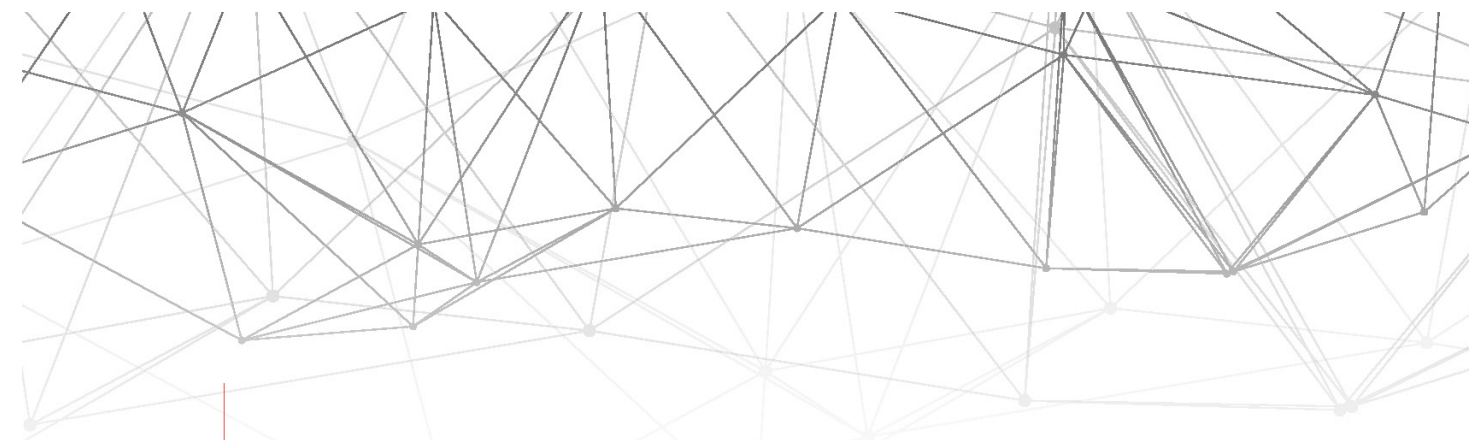
[REQUEST INFORMATION](#)

Heat Maps

- Visitors
 - Acquisition
 - Goals
 - Funnels
 - Recordings
 - Heatmaps
- Do you need help?
Find all the answers in the
Documentation.



Recommendations



OVERALL METRICS ANALYSIS:

Metrics and heatmaps look good and are grossly unremarkable. Nothing of note stands out on heatmaps, aside from missing forms and navigation (likely due to iframes). Nothing of note stands out on mobile heatmaps.

FOOTER INTERACTION:

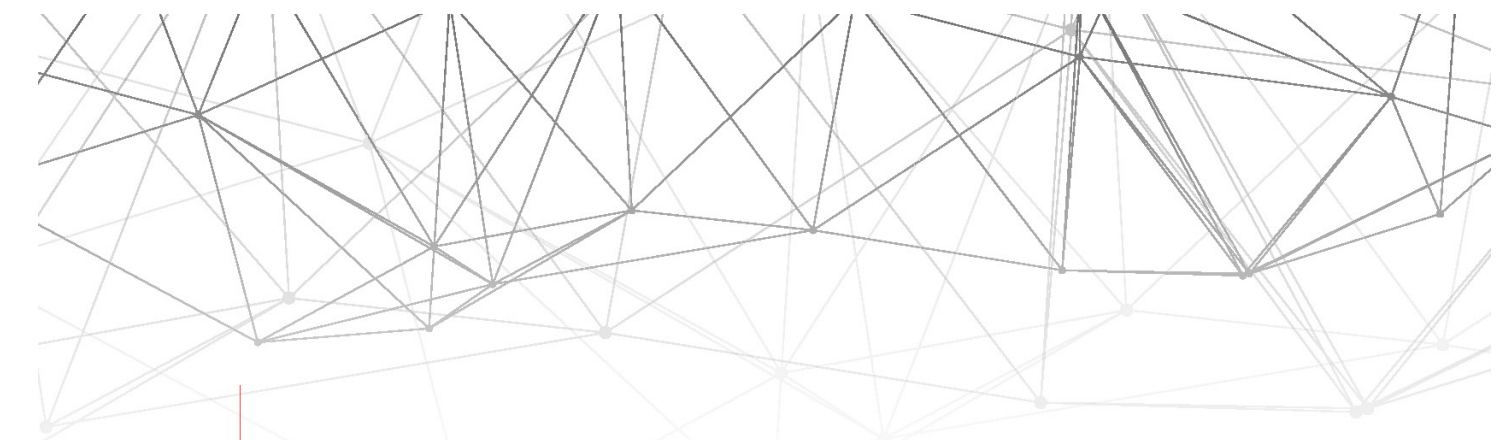
- On Programs page, there is quite a bit of attention on the Net Price Calculator and College Catalog links - implying that students are looking for tuition based information. It might be a good a/b test to bring some of this information onto the program specific pages.

TESTIMONIAL INTERACTION:

- Testimonials are consistently being interacted with, implying that users want the social proof associated with a quality testimonial. Suggest bringing testimonial hierarchy up on all pages that include a testimonials section.

INFORMATION ARCHITECTURE:

- Both the Bounce Rate and Average Session Length metrics indicate that users are able to easily find information they need and are reading the information in an easily digestible way.
- Some changes to the information architecture could occur but is not imperative. (Suggested site structure available on request).
- Alt Tags, H1's and Titles are used in a grossly effective way with minimal change suggested.



SPECIFIC DESIGN IMPROVEMENTS AND ADJUSTMENT

CONSIDERATIONS:

OVERALL:

- Consider adding featured section to homepage to drive traffic to low performing programmatic pages
- Consider adding a form to the bottom of programmatic pages

HOMEPAGE NOTIFICATION BANNER:

- The notification banner on the homepage is getting tall. Consider making design adjustments to the layout of the notification
- Assess the banner's scrolling interaction with the site

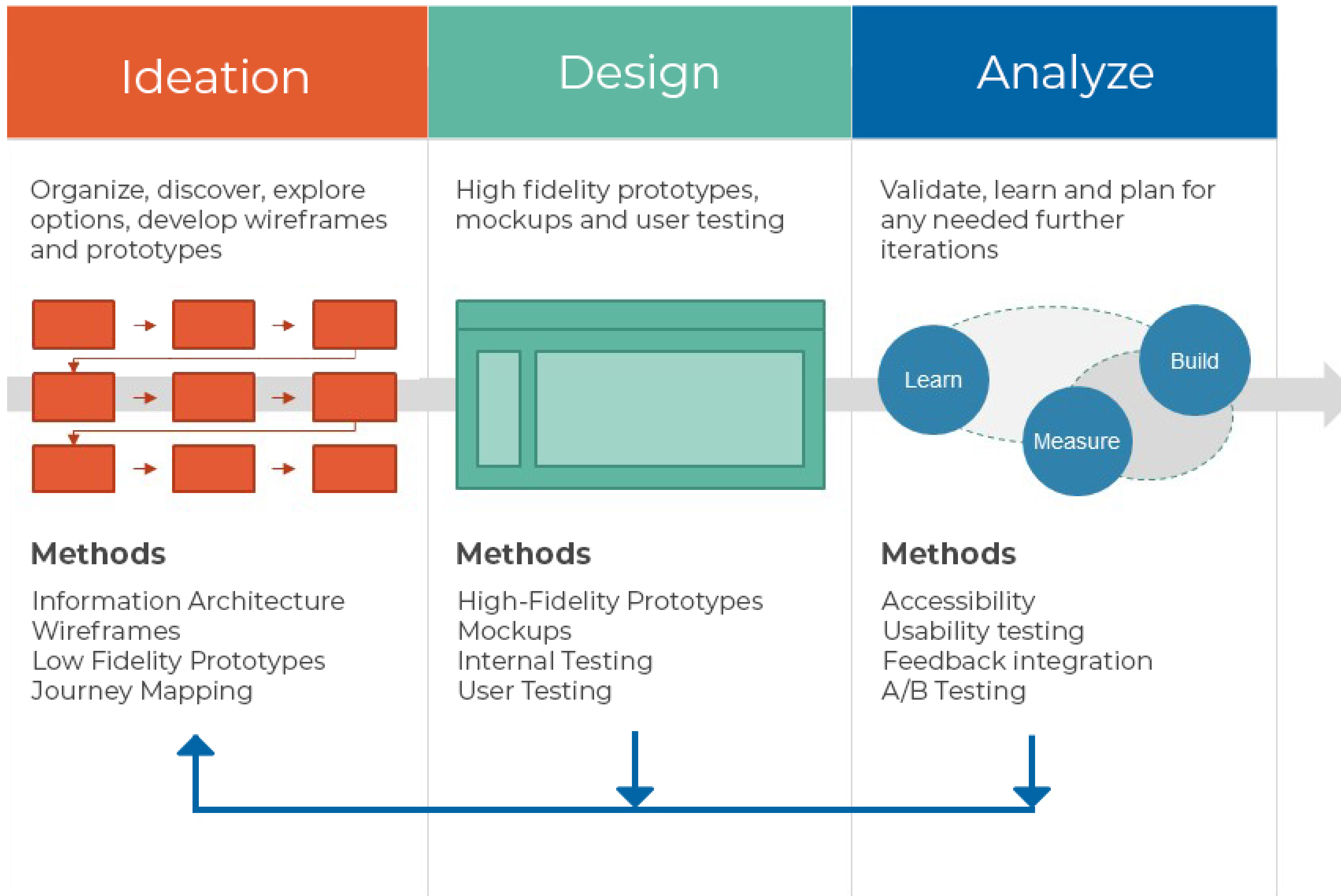
RN TO BSN:

- Make design adjustments to the RN to BSN page (near the 'Program Delivered 100% Online' title.)
- Consider reworking copy on page.
- Testimonials are seeing a lot of interaction. Consider adding RN to BSN testimonials to drive traffic to page.

MEDICAL ASSISTING:

- Make design adjustments to the Medical Assisting page (near the 'Classes Begin Every 10 Weeks' title.)
- Consider reworking copy on page.





Thank you

Ed