

Reviewing your website

Public Affairs Directorate master class
19 November 2015



What are we going to cover?

- Determining your goals and objectives, assessing user requirements and information architecture
 - Christopher Eddie
- Using data and analytics in your website review
 - Stephen Sangar

Five minute break

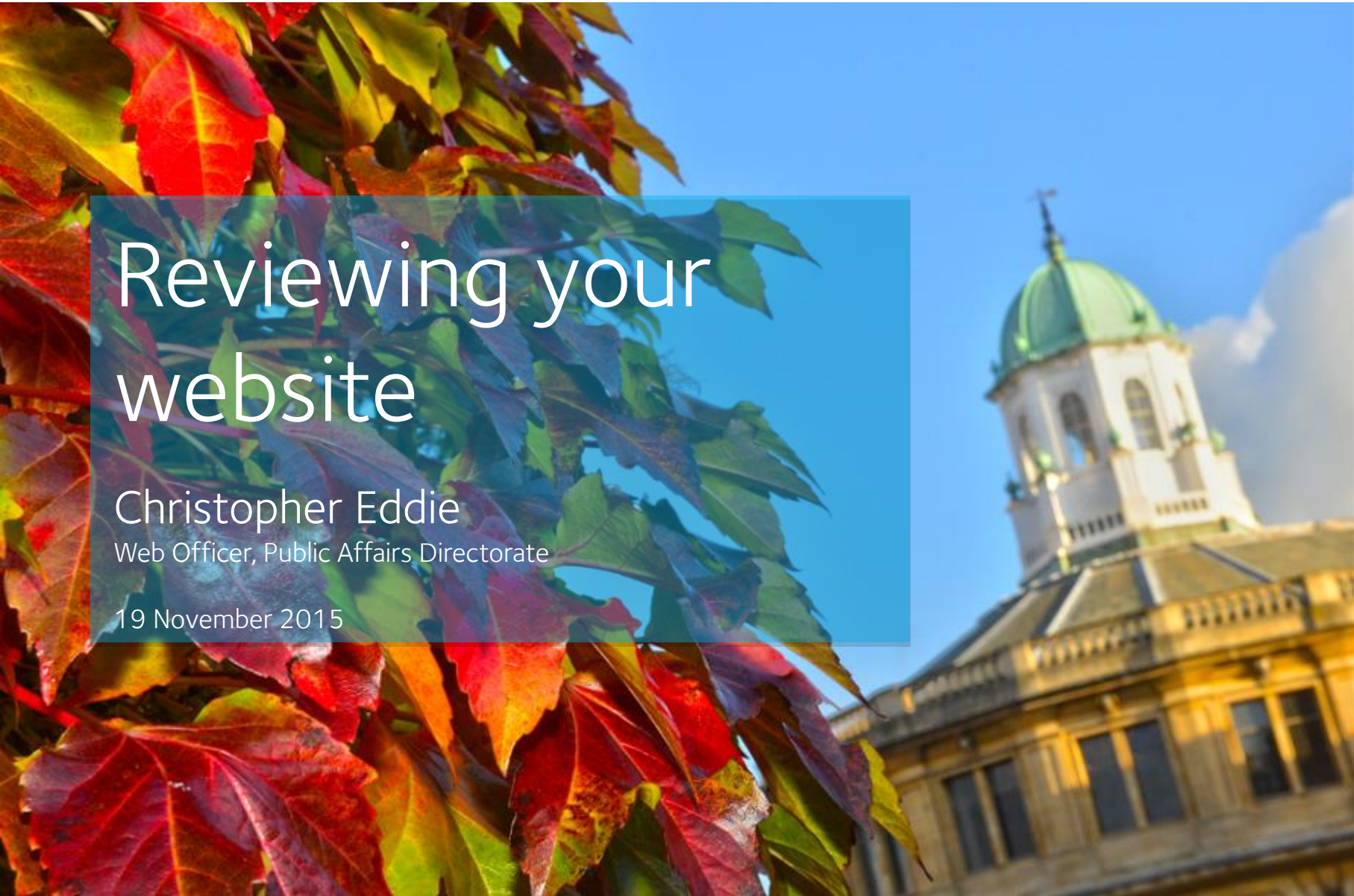
- Case studies
 - Faculty of Law – Charlotte Vinnicombe
 - Oxford Sparks – Michaela Livingstone-Banks
 - Wolfson College – Amy Richards
- Panel discussion

Reviewing your website

Christopher Eddie

Web Officer, Public Affairs Directorate

19 November 2015



What is your goal?

- Can you write it down?
- Does everyone in your office agree?

Who does this best?

- Competitor analysis
- What can you learn from others?

Discovery phase

- What does each group in your area/college/department want to happen on the site?
- What is most important, ie what gets you to your goal?
- Check your existing stats – do they fit with what you think is important?

What are your KPIs?

- Identify what success means for you
- Collect statistics/feedback for current site to use as benchmark for new site
- How will you measure? Just Google Analytics? Google Tag Manager, CrazyEgg, something else?

What do you dislike now?

- Why? What would improve it? Is this possible?
- If not, what is?
- Is money the problem?
- If so, is web more of a priority than something else? Make the hard decisions about budget
- Web will only grow in importance and it offers outstanding value for money

What do your users dislike?

- Have you asked them?
- Does it tie in with your own views?
- What can you learn from them?

How do your users like to be kept up to date?

- Have you asked them?
- If more follow Facebook than visit your site why not use that? Or LinkedIn or Twitter, etc.

How can you find out?

- Online surveys – one linked via mailshot, one via social media and a different one via website
- You may have quite separate audiences
- Add in demographic questions

Have we mentioned mobile yet?

- Who here has a smart phone?
- A tablet?
- At home what do you use most?
- What do the stats says about your users?

Personas

- Are these worth doing?
- What are you hoping to learn from them?

IA – information architecture

- Make menu titles clear/obvious – eg what does “Inspire” mean???
- Show them to people who do not use your site and ask them what they’d expect to find there

IA – test it

- There are online user testing tools, eg:
www.optimalworkshop.com/treejack – gives users different scenarios and reports on how they complete these tasks.

User testing

- Get some users together – a mixture of those familiar with the site and those new to it
- Get them to complete your important tasks
- Get them to ‘think out loud’ & watch them closely
- Speak to them afterwards, get their feedback
- Do it now for the current site as practice
- And again when you have some of the new site built – and build into regular (termly? annual?) review

Content

- This is why people visit your site
- But we all skim – keep it brief, clear and authoritative
- Use headings and bullet points
- Web is not print – there is no deadline for completion
- Web needs continual iterative improvement
- We added ‘Rate this page’ – get the user to tell you what’s wrong or missing

Oxweb – lessons learnt

- Migrating content takes ages
- Use this opportunity, don't just copy and paste – review, edit, delete
- Use the stats, is anyone reading this page?
- Ideally, launch a new smaller, more efficient site

Oxweb – lessons learnt, cont.

- Testing mobile takes ages. Have you the devices you need to do this?
- Have a soft launch and make it easy to provide feedback
- Evaluate responses. What is worth changing?
- Run new site in parallel with old for a while
- Internal deadlines are useful, external not so much

What is the point of a visit?

- Should every visit end in action?
- If so, is that clearly signposted on the site?
- Have you set up any goal funnels in Google Analytics?
- If people do not act, do you know why not? Could you ask this on the website?
- If people do not act, is there something else they can do? How well threaded is your related content?

Gold and lead

- Golden rule: your site is not for **you**, it's for **them**
- Lead rule: a launch is not the end, it's a beginning
- Well done on completing that decathlon, now let's start that marathon

Enough for now?

- What was the most useful thing you've just heard?
- Why?
- Now your site is up and running, let's look at
ANALYTICS AND REPORTING

The background of the slide is a photograph of numerous wooden rowing boats (sculls) stacked in rows on a dry-dock stand. The boats are made of light-colored wood and have dark, curved hulls. They are arranged in a grid-like pattern, with the bow of each boat pointing towards the right. The lighting is bright, casting shadows on the boats.

Using data and analytics

Stephen Sangar

19 November 2015

Data Sources

- Google Analytics
- Google Tag Manager
- Link shorteners (e.g. TinyURL, Po.st)
- Facebook insights
- Twitter (analytics.twitter.com)
- YouTube (www.youtube.com/analytics)
- Instagram (InsTrack app)
- E-Newsletters
- Search
- SiteImprove (broken link checker)
- Crazy egg (hot spot tracker)
- Your CMS
- Any others?

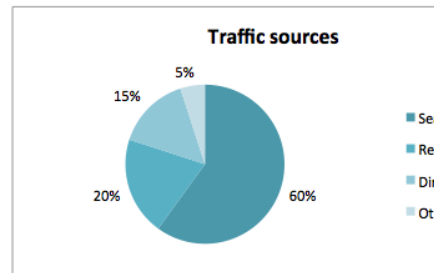
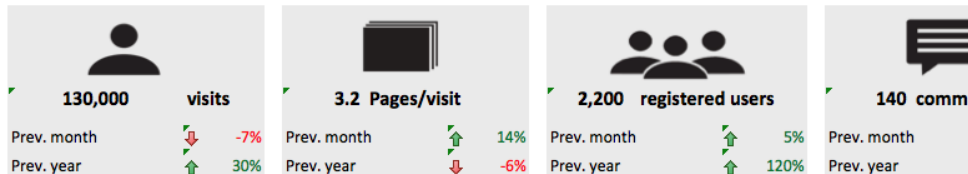
Digital Dashboards

TATE

Digital m

Highlights

(Summary of the results of the digital activity for this month)



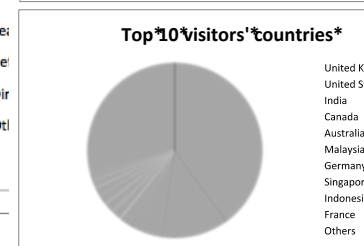
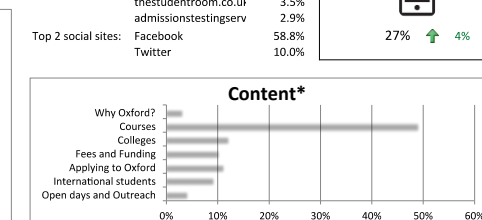
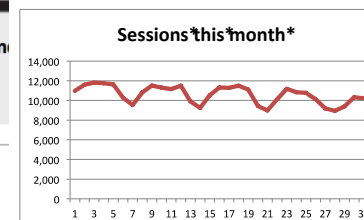
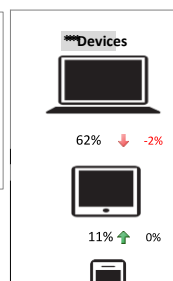
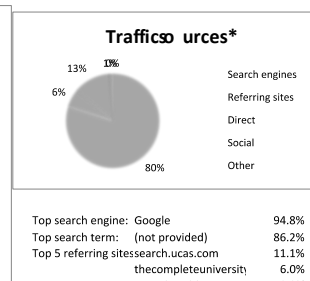
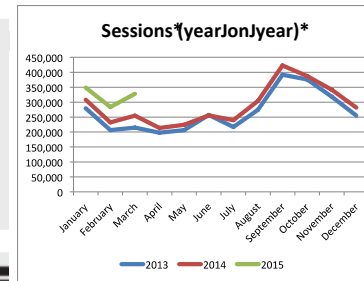
Undergraduate Admissions

Digital metrics report

March 2013

Highlights




March figures show an impressive rise on last month and last year – with the exception of pages/session which compares the new site to the old site that had more pages. Devices are stable with over a quarter of web queries coming from a mobile phone. Sessions this month shows a decline towards the end of the month which may be due to school holidays for Easter.

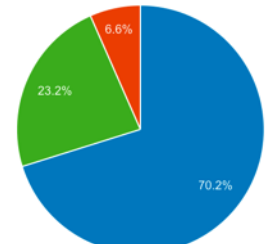

















Most Viewed pages		Views	Most Visited outbound links	
Title	Views		url	Visits
Undergraduate admissions Home	132,583		uni-of-oxford.custhe	2,680
Courses listing	128,697		www.ucas.com/app	2,420
Entrance requirements	39,203		www.admissiontest	903
International qualifications	34,141		www.ibo.org	814
Applying to Oxford	34,118		www.bmat.org.uk	714
College listing	31,906		www.inat.ac.uk	671
Medicine	25,302		search.ucas.com	603
2015 Tuition fees	25,131		www.ucas.com	462
Fees and funding	19,841		www.britishcouncil	451
Fees, finding and scholarship se	19,248		www.medsci.ox.ac.u	420

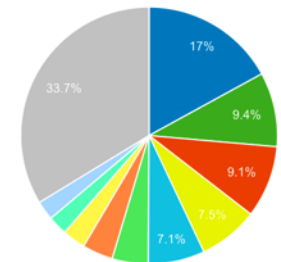


Devices










1.  desktop	1,075,334	70.17%
2.  mobile	355,461	23.20%
3.  tablet	101,631	6.63%



1.  Chrome	46.0.2490.80	260,971	17.03%
2.  Safari	9.0	143,477	9.36%
3.  Chrome	46.0.2490.71	139,138	9.08%
4.  Internet Explorer	11.0	115,104	7.51%
5.  Firefox	41.0	108,999	7.11%
6.  Safari	8.0	69,621	4.54%
7.  Chrome	46.0.2490.76	59,230	3.87%
8.  Internet Explorer	9.0	44,706	2.92%
9.  Chrome	46.0.2490.86	37,356	2.44%
10.  Safari	9.0.1	37,137	2.42%
11.  Firefox	42.0	30,751	2.01%
12.  Chrome	45.0.2454.101	29,959	1.96%
13.  Safari	7.0	22,774	1.49%
14.  Android Browser	4.0	21,557	1.41%
15.  Internet Explorer	7.0	18,522	1.21%



Navigation

Landing Page ?	Acquisition			Behaviour		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?
Not Oxford University	250,059 % of Total: 16.33% (1,531,737)	68.21% Avg for View: 54.48% (25.20%)	170,574 % of Total: 20.44% (834,540)	57.24% Avg for View: 52.25% (9.53%)	2.79 Avg for View: 3.22 (-13.26%)	00:03:07 Avg for View: 00:03:33 (-12.13%)
1. / 	70,823 (28.32%)	66.34%	46,983 (27.54%)	48.38%	3.33	00:03:42
2. /admissions/graduate/applying-to-oxford/application-guide 	6,786 (2.71%)	60.20%	4,085 (2.39%)	46.39%	3.86	00:05:53
3. /admissions/undergraduate/applying-to-oxford/written-work 	6,121 (2.45%)	73.22%	4,482 (2.63%)	47.77%	2.56	00:02:34
4. /admissions/graduate 	3,756 (1.50%)	74.71%	2,806 (1.65%)	26.78%	6.00	00:07:07
5. /admissions/undergraduate/applying-to-oxford/interviews 	2,999 (1.20%)	73.89%	2,216 (1.30%)	47.62%	2.25	00:02:40
6. /admissions/undergraduate/courses-listing 	2,961 (1.18%)	79.26%	2,347 (1.38%)	32.29%	3.81	00:04:40
7. /news/2015-10-27-maps-show-where-touching-allowed-0 	2,936 (1.17%)	91.76%	2,694 (1.58%)	89.65%	1.13	00:00:28
8. /admissions/undergraduate 	2,905 (1.16%)	78.66%	2,285 (1.34%)	35.90%	4.08	00:03:38
9. /news/2015-10-28-chicken-study-reveals-evolution-can-happen-much-faster-thought-0 	2,694 (1.08%)	94.02%	2,533 (1.48%)	90.57%	1.15	00:00:16

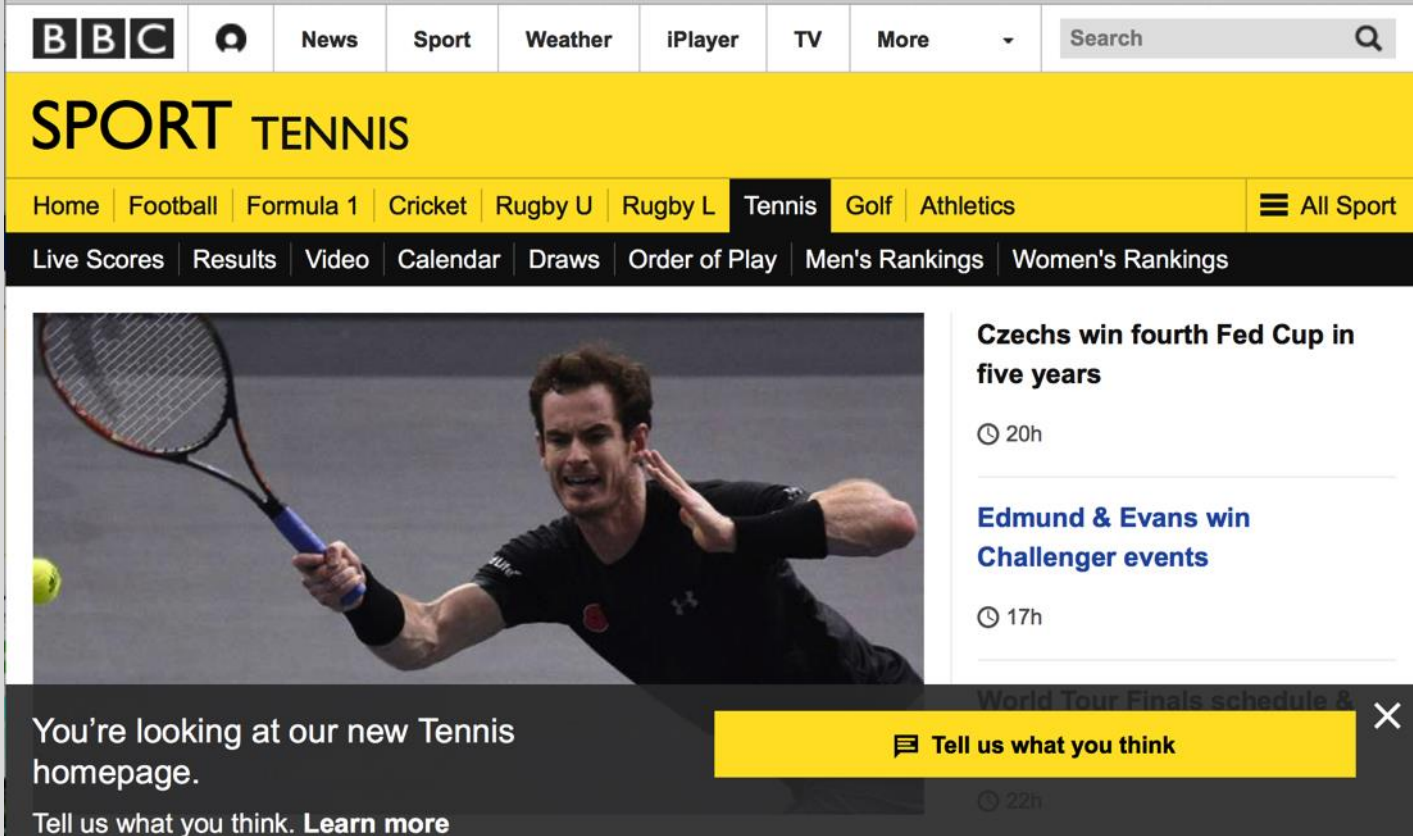
Unpopular pages

- Low number of visitors
- Exit pages
- Funnel visualisation
- Search terms

Redirects

FROM	TO	TYPE	COUNT	LAST ACCESSED
admissions/admissions_i/index.html	node/950	Default (301)	0	Never
admissions/contact_details.html	node/2558	Default (301)	5982	28 min 59 sec ago
admissions/graduate/applying-oxford	node/17353	Default (301)	906	1 month 1 day ago
admissions/graduate/colleges/index.html	node/16910	Default (301)	28	1 year 1 month ago
admissions/graduate/courses/about-our-courses	node/17435	Default (301)	8989	17 min 59 sec ago
admissions/graduate/courses/dphil-radiobiology-13	node/19550	Default (301)	238	1 hour 29 min ago
admissions/graduate/courses/engd-renewable-energy-marine-structures	node/18533	Default (301)	567	2 weeks 4 days ago
admissions/graduate/courses/science-and-applications-plastic-electronics	node/19231	Default (301)	1099	1 day 3 hours ago
admissions/graduate/fees-and-funding/fees-funding-and-scholarship-search/science-without-borders-scholarships	node/18806	Default (301)	11	15 hours 57 min ago

Testing



The screenshot shows the BBC Sport Tennis homepage. At the top is the BBC logo and navigation links for News, Sport, Weather, iPlayer, TV, and More. A search bar is on the right. Below this is a yellow banner with 'SPORT TENNIS'. Underneath is a horizontal menu with links for Home, Football, Formula 1, Cricket, Rugby U, Rugby L, Tennis (highlighted), Golf, and Athletics, followed by an 'All Sport' link. Below the menu is a black bar with links for Live Scores, Results, Video, Calendar, Draws, Order of Play, Men's Rankings, and Women's Rankings. The main content area features a large image of tennis player Andy Murray in action. To the right of the image is a headline: 'Czechs win fourth Fed Cup in five years' with a timestamp of '20h'. Below this is another headline: 'Edmund & Evans win Challenger events' with a timestamp of '17h'. At the bottom, there is a dark grey banner with the text 'You're looking at our new Tennis homepage.' and a yellow button that says 'Tell us what you think'. A 'Learn more' link is also present. A small 'World Tour Finals schedule &' link is visible on the right side of the bottom banner.

BBC News Sport Weather iPlayer TV More Search

SPORT TENNIS

Home Football Formula 1 Cricket Rugby U Rugby L **Tennis** Golf Athletics All Sport

Live Scores Results Video Calendar Draws Order of Play Men's Rankings Women's Rankings

Czechs win fourth Fed Cup in five years
20h

Edmund & Evans win Challenger events
17h

You're looking at our new Tennis homepage.
Tell us what you think. [Learn more](#)

[World Tour Finals schedule &](#)

[Tell us what you think](#)

22h



Please help us improve our website by answering a few short questions.

[Yes](#)[No](#)

Search

Destination/Hotel Name:

☐ Work ☐ Leisure

Check-in Date

 Thu 19 November 2015

Check-out Date

 Fri 20 November 2015

1-night stay

Rooms

1

Adults

2

Children

0

Search

Filter by:

Price (per night)

<input type="checkbox"/> £0 - £35	3
<input type="checkbox"/> £35 - £70	14
<input type="checkbox"/> £70 - £100	45
<input type="checkbox"/> £100 - £140	41
<input type="checkbox"/> £140 +	23

Review Score

<input type="checkbox"/> Wonderful: 9+	6
<input type="checkbox"/> Very good: 8+	29
<input type="checkbox"/> Good: 7+	58
<input type="checkbox"/> Pleasant: 6+	64
<input type="checkbox"/> No rating	1

Star Rating

<input type="checkbox"/> 2 stars	2
----------------------------------	---



Oxford is a top choice on our site with travelers for your selected dates (26% reserved).

Tip: Prices might be higher than usual for the dates you've selected. Why not try again with these alternatives?

Nov 20 — Nov 21

Nov 17 — Nov 18

Nov 22 — Nov 23

Oxford: 67 out of 91 properties available

3 Reasons to Visit: [nightlife](#), [restaurants](#) & [theater](#)

Order by:

Bestsellers

Price

Stars

Distance from downtown

Review Score



TODAY 50% off

Oxford Spires Four Pillars Hotel ★★★★★

 deal  292

Oxford

6 people looking at this hotel

6 bookings today

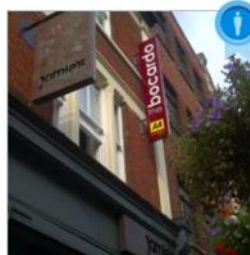
 Double Room

Good 7.8

928 reviews

-50% £179 → £89

Select your room >



The Bocardo Hotel ★★★★★ deal

 269

Oxford – Downtown

3 people looking at this hotel

2 bookings today

 Double Room

Good 7.3

593 reviews

Only 3 rooms left on our site! -10% £139 → £125

Select your room >



Urbane Apartments 4

Oxford – Downtown

Last booked: November 14

You missed it! We reserved our last available room at this property.

Availability in Oxford is low for your dates – lock in a great price before it's too late!

[View this apartment and many more on our dedicated website](#)

Case studies



Faculty of Law – Charlotte Vinnicombe
Oxford Sparks – Michaela Livingston-
Banks

Wolfson College – Amy Richardson

FACULTY OF LAW WEBSITE REVIEW


Charlotte Vinnicombe
Head of Administration and Finance

The old site: www3.law.ox.ac.uk




search for...

home about people study research alumni and development supporters for current staff and students




what we do

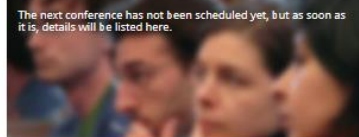
OXFORD LAW MAP



e-Brochures for Prospective Students



The next conference has not been scheduled yet, but as soon as it is, details will be listed here.



news

International conference on Parliaments, the Rule of Law and Human Rights takes place today

A major international conference on the Role of Parliaments in the Protection and Realisation of the Rule of Law and Human Rights takes place today in Westminster [...]

Peter Birks prize winners announced

Professor Paul Davies' book Accessory Liability has been announced as joint

forthcoming events

Friday 20 November: Mergers in the Media Industry: The Universal Music Group / EMI Case, Pablo Figueroa, Gibson, Dunn & Crutcher LLP

Wednesday 25 November: The regulation of medical end-of-life practices in Belgium: Recent trends and controversies, Professor Sigrid Sterckx, Bioethics Institute Ghent, Dept. Philosophy and Moral Sciences, Ghent University

Friday 4 March: Vertical Agreements, Alexandra Long and Andrew North, Herbert Smith Freehills LLP



selected recent recordings

Stuck in the middle: Waiting and Uncertainty in Immigration Detention
06 Jan 2015
Sarah Turnbull - Centre for Criminology - 7 October 2014 at National Law University, Delhi


Re-thinking police legitimacy
05 May 2015
Dr Justice Tankebe, University of Cambridge - 12 March 2015

When Lawyers Lie: Forging an English


The new site: www.law.ox.ac.uk



INFO FOR: [CURRENT STUDENTS](#) [STAFF](#) [ALUMNI](#) [BENEFACTORS](#)

Find programmes, people etc. 

[Admissions](#) [Research and Subject Groups](#) [Centres & Institutes](#) [News](#) [Events](#) [People](#) [About us](#)



Latest:

Michaelmas term update from the Dean

A note from the Dean, Professor Anne Davies

[Read story](#)

RECENT NEWS AND BLOGS

Border Criminologies

Child Migration & Human Rights in a Global Age

JACQUELINE BHABHA

Centre for Criminology



Reasons for reviewing the site

- Used two systems to edit content: Contribute software for the flat pages, and an in-house CMS for the database content, which many people couldn't understand or could use easily. So content went out of date all too easily.
- It wasn't all that flexible – creating new sections involved a lot of work, and turned out to be very hard to incorporate new features like blogs. Some of us started to use WebLearn instead of the intranet – lost sight of the relationship between the intranet, the website and WebLearn.
- There were features that didn't work on tablets and phones (ebrochures), and special features that were designed outside the faculty that we were paying a lot of money to keep current.

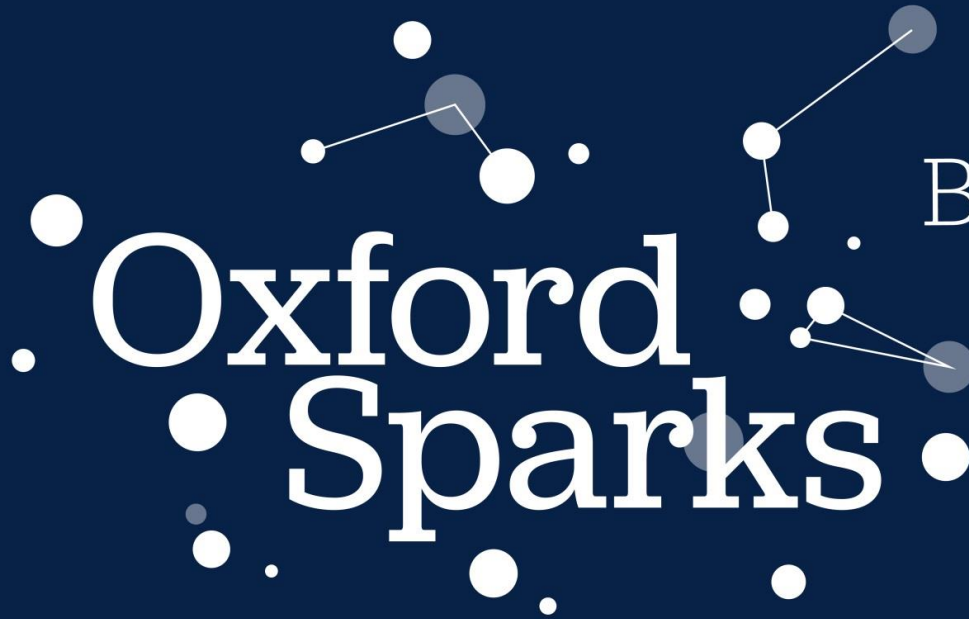
Reasons for reviewing the site, cont'd

- Our very 'responsive' approach lacked strategy, and the site became unwieldy and difficult to navigate.
- It was becoming the norm for research projects, programmes, hubs, centres, to get bits of funding and go off to create their sites elsewhere so our site was left representing just the core faculty and not the whole of our activities.
- We had a non-standard system, not documented. Only the two web developers really understood what we had and how to use it – we were overly reliant on them as individuals.

Aims of the review

The consultations and discussions within the working groups culminated in our business plan, where we identified what we wanted:

- A website that would unify all of our sites
- A coherent set of sub-sites, or micro-sites – access to content, use them flexibly, individual identity whilst staying consistent with the Law Faculty branding
- A template that could be rolled out for hubs, blogs, new areas of activity, research programmes, whole new institutes or centres
- New graduate research pages to allow DPhils to promote themselves
- Greater emphasis on audio-visual content and less emphasis on text
- A site that was easily updated to allow for commentary on recent issues (ie blogs)



Bringing Oxford
Science to Life

Developing the new website

A case study

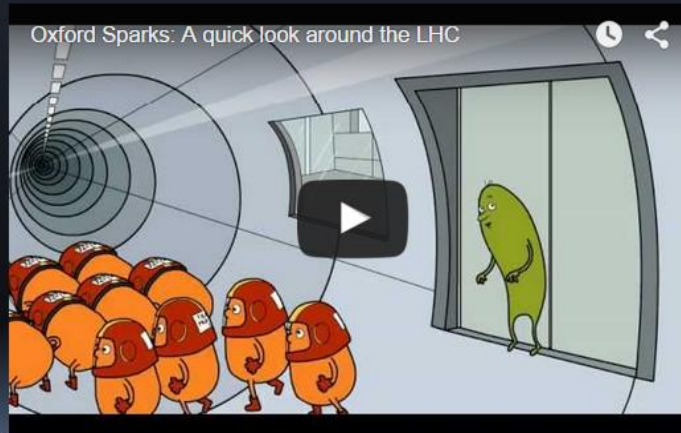


Medical Sciences Division

Maths, Physical + Life Sciences
Division

www.oxfordsparks.ox.ac.uk





A Quick Look Around the LHC



Oxford Online Public Science

Oxford Sparks is the place for engaging with exciting science taking place across Oxford University. Whether you are a school student, teacher, parent, interested member of the public, or a scientist, there is something for you from all the physical, life and medical sciences. There are hundreds of resources, including videos, science trails, activities to try at home, mobile phone apps, games, podcasts, virtual tours and plenty more!

[ABOUT OXFORD SPARKS](#)



PUBLIC ENGAGEMENT Resources

If you are interested in developing your public engagement skills, have a look at our resources section. You'll find everything from training courses to funding opportunities.

You can also read our blogs to discover more about day to day life for researchers and staff members at Oxford, and how they work to engage the public with science.



Blogs



MEET THE Scientists

Read about what inspired people to get into science, what projects they've worked on, and their most important and exciting discoveries.



[Sneha Malde](#)



[Anna Michell](#)



[Andrew Powell](#)



OXFORD SPARKS Twitter

Can babies feel pain? Come along to hear more with [@oxfordspark](#) May 13, St Aldgates Tavern <http://t.co/11vxhBMqr> <http://t.co/F4pDkdWfAK>

[about 24 hours ago](#) · [reply](#) · [retweet](#) · [favourite](#)



OXFORD SPARKS Blog

[Immunology taught by bees](#)

Step 1: Writing the brief

- Audit of existing website content and features
- Strengths and weaknesses
- Things we wanted to achieve
- Our audiences – value proposition
- Look, style and tone of voice
- Technical requirements
- Distribution channels

Step 2: Talking to developers

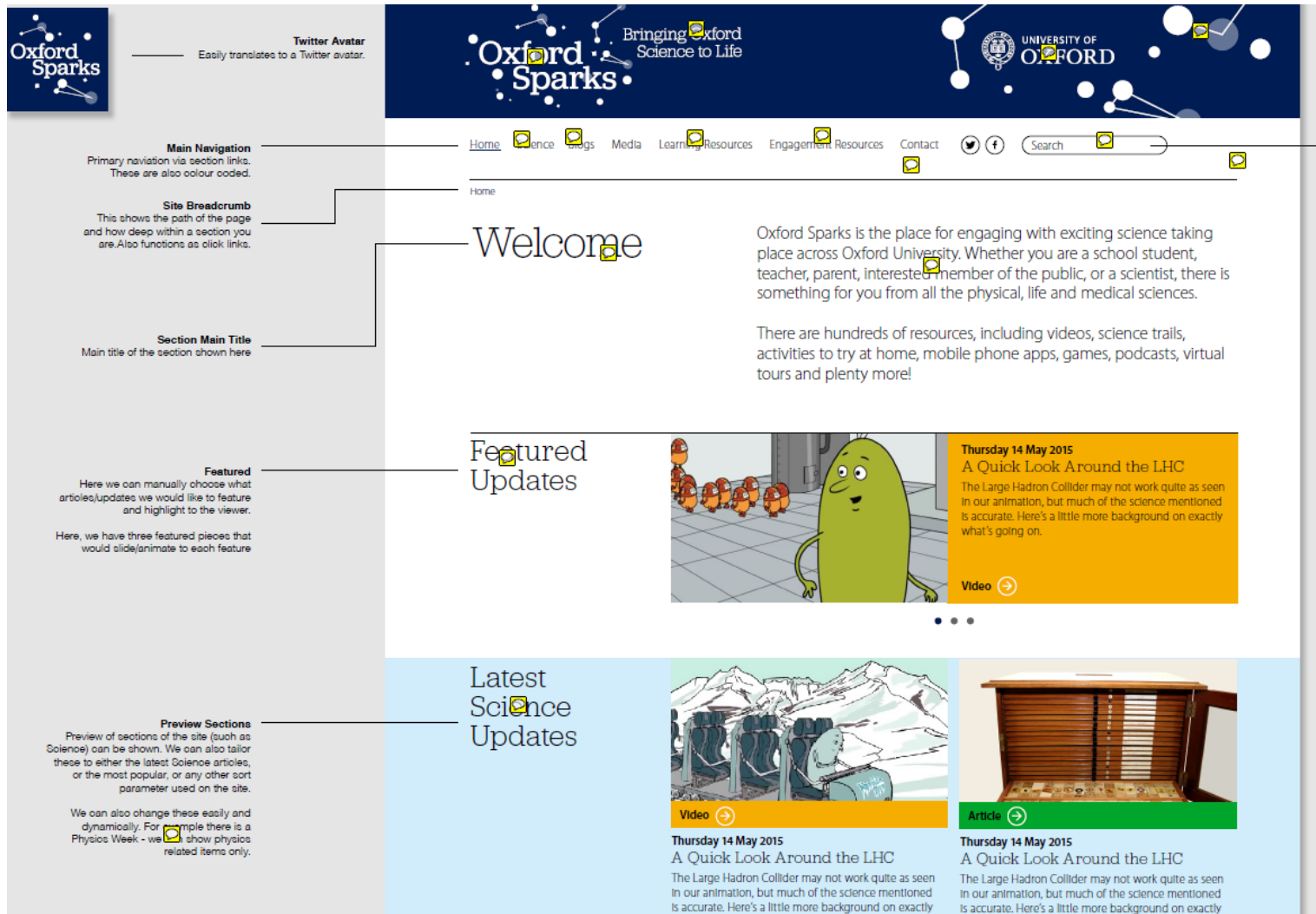
- Do they get it?
- Can they do it for the budget we have?



Step 3: Feeding in stakeholder views



Step 4: Initial design



Step 5: The build

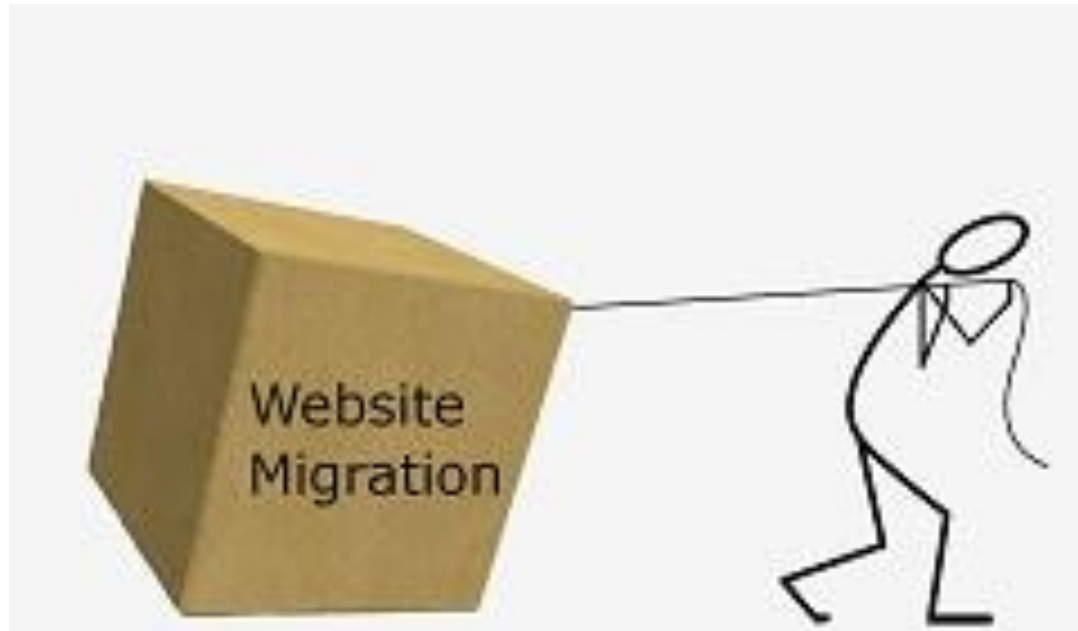
The screenshot shows a Trello board for 'Oxford Sparks' with a blue header. The board is organized into several columns, each with a title and a dropdown arrow. The columns are:

- Done waiting review.** (1 card)
 - Card: [Redacted] Add comment way to play podcasts on podcast page rather than link out to iTunes? 8 1
 - Card: Something weird happening to feature box on scientist profile here http://www.oxfordsparks.ox.ac.uk/content/rachel-tanner 1
 - Card: Show scientist profile link on podcasts (it's in the form, but not showing on the page) 1
 - Card: Stupid question: now the re-direct is set up, will the google analytics from both domains be double-counting visits? Should I only consider visits to oxfordsparks.net up to when the re-direct went live? 4 ER
 - Card: Purple feature boxes on researchers 4
 - Card: Meet the scientist feature box on the home page isn't looking great - it's clipping off text and I can't seem to do anything that stops it doing that 1
 - Card: Add a card...
- Resolved and closed.** (4 cards)
 - Card: Making items show up under featured on 'for researchers' 5
 - Card: Test comments process (Erika & Michaela) 1
 - Card: 12th October
 - Card: Is it a requirement to have a pop up box asking if people accept cookies or is that 'just' good practice? 4
 - Card: 'meet the scientist' - jump to bottom of page when you click on a scientists name
 - Card: RSS feeds for scientists' blogs 5
 - Card: Funding items don't seem to disappear from for researchers landing page after their deadline.
 - Card: Engagements resources view - other training opportunities view 2
 - Card: Text in bullet points seems to be showing up black whereas other text is grey - don't mind which colour they are so long as they're both the same 1
 - Card: For Researchers - Other training opportunities section
 - Card: Add a card...
- More difficult - have plan** (1 card)
 - Card: Add a card...
- More difficult - to discuss** (2 cards)
 - Card: Assuming that the main build is now done - there are some things on the initial design that haven't appeared - e.g. ability to choose views E.g. on Andy's design, page 2, referred to as 'sorter'. This function also appears with different options to meet the scientists, Media, Teaching Resources, and For Researchers. 2
 - Card: Can we have a 'subscribe' button on podcasts so people can subscribe via iTunes or something or just RSS? 1
 - Card: Add a card...
- Can't do** (5 cards)
 - Card: IE9 - footer 2 1
 - Card: Not look great in IE Version 10 Specifically 10.0.9200.17492 2 1
 - Card: IE11 - University logo is a bit blurry 1
 - Card: Video
 - Card: Podcasts
 - Card: Media page 1 1
 - Card: Add a card...
- Future Development** (1 card)
 - Card: 'Series' as a field for podcasts, so that titles don't need to be so long
 - Card: Add a card...

On the right side of the board, there is a button 'Add a list...' and a link 'Show Man...'.

Step 6: Content migration

- Thankfully, most of it was automatic

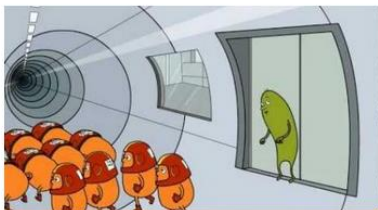


Step 7: Snagging

more background on exactly what's going on.

has been exploding on-and-off for at least the past thousand years. Processes like those that we show here occur in every subduction zone, where...

are all extreme. There is no way that poor Ossie could have survived the journey made in the animation.



Video →

Thursday 12th Apr 2012, 03.15pm

A Quick Look Around the LHC

The Large Hadron Collider may not work quite as seen in our animation, but much of the science mentioned is accurate. Here's a little more background on exactly what's going on.



Video →

Monday 11th Mar 2013, 03.30pm

Rogue Planet

Ossie's adventure through the Milky Way galaxy takes us to the cutting edge of scientific discovery. Driven by the robotic exploration of our own Solar System and the rapid discovery of extrasolar planets (planets around stars other than the Sun), much of what we thought we knew about the...



Video →

Thursday 26th Jun 2014, 03.45pm

Give Peas a Chance

What do peas, antlers and explosives have in common? Nitrogen, it's a very interesting element. It's crucial to plant growth and therefore global food suppl. In this video we explore how science is revisiting an old relationship that involves a family of plants including peas.



Video →

Saturday 4th Apr 2015, 11.15am

Give Us a Hand

What links drugs, shells, springs and vines? It's something called 'chirality' and mathematics can help us understand it. But how? And why does it matter?



Video →

Monday 11th Mar 2013, 03.30pm

Rogue Planet

Ossie's adventure through the Milky Way galaxy takes us to the cutting edge of scientific discovery. Driven by the robotic exploration of our own Solar System and the rapid discovery of extrasolar planets



Video →

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Step 8: Soft launch

- Let people loose on the website
 - Internal stakeholders
 - A trusted group of public
 - The teachers panel
- Collected more feedback
- Responded to feedback

Step 9: Website went live



[Home](#) [Discover](#) [Meet the Scientists](#) [Our Media](#) [Teaching Resources](#) [For Researchers](#) [About us](#) [Contact us](#)



Welcome to our new site, we're still making some changes but please tell us what you think via the [Contact Us](#) page.

Explore



For Teachers



For Researchers



Highlights



Monday 9th Nov 2015, 12.00pm

What Makes You Tick

How do you know when it's time to wake up or go to sleep? More powerful than any alarm are your circadian rhythms. In this animation we take a look at how these rhythms work and what controls them, inspired by the TeenSleep project being carried out at the University to look at how later start times at school might affect achievement.

Video



Featured



Stuart Peirson

Stuart Peirson is an Associate Professor in the Nuffield Laboratory of

www.oxfordsparks.ox.ac.uk



Step 10: Communicating changes

- Told as many people as possible
- Change from oxfordsparks.net to oxfordsparks.ox.ac.uk
- Include info on 404 page

Challenges



Tips

- Make sure you have enough time to do the upfront planning
- Work with people who get your vision
- Talk to your relevant stakeholders/users
- Have a plan but prepare to be flexible

Any Questions?

michaela.livingstone@mpls.ox.ac.uk

Wolfson College website redevelopment

A few lessons learned

The website before



Website now



You can spend as much money or
time as you like

Keep users at the front of
your mind throughout

Personas

Johann Bach



Johann is a 31-year-old early years researcher in computer science. He is currently based in Germany at the University of Munich and has a wife and a young daughter. He is interested in moving to Oxford and applying for a Research Fellow position.

Johann is attracted by Oxford because:

- He studied for his undergraduate degree at UCL and is interested in returning to the country.
- His position at Munich is shortly coming to an end and he needs to make a move to continue up the career ladder.
- He would like his child (Sara, 1-year old) to grow up bilingual.
- His wife, Christina, works in English-language publishing and would like to work in publishing in Oxford.

Johann needs to find out from the website:

- Information about the College system as he is not familiar with it.
- Information about current Research Fellow positions and the benefits it offers.
- Information about family life, including accommodation and nursery details and schools in Oxford.
- The geography of Oxford.
- Academics in the College, including those working in the same area of interest as him.



Elizabeth Bennett

Elizabeth completed a MPhil in Early Modern English literature in 1997 and is now working as a Marketing Consultant in a multi-national professional services company in Japan.

She wishes to reconnect with the College because:

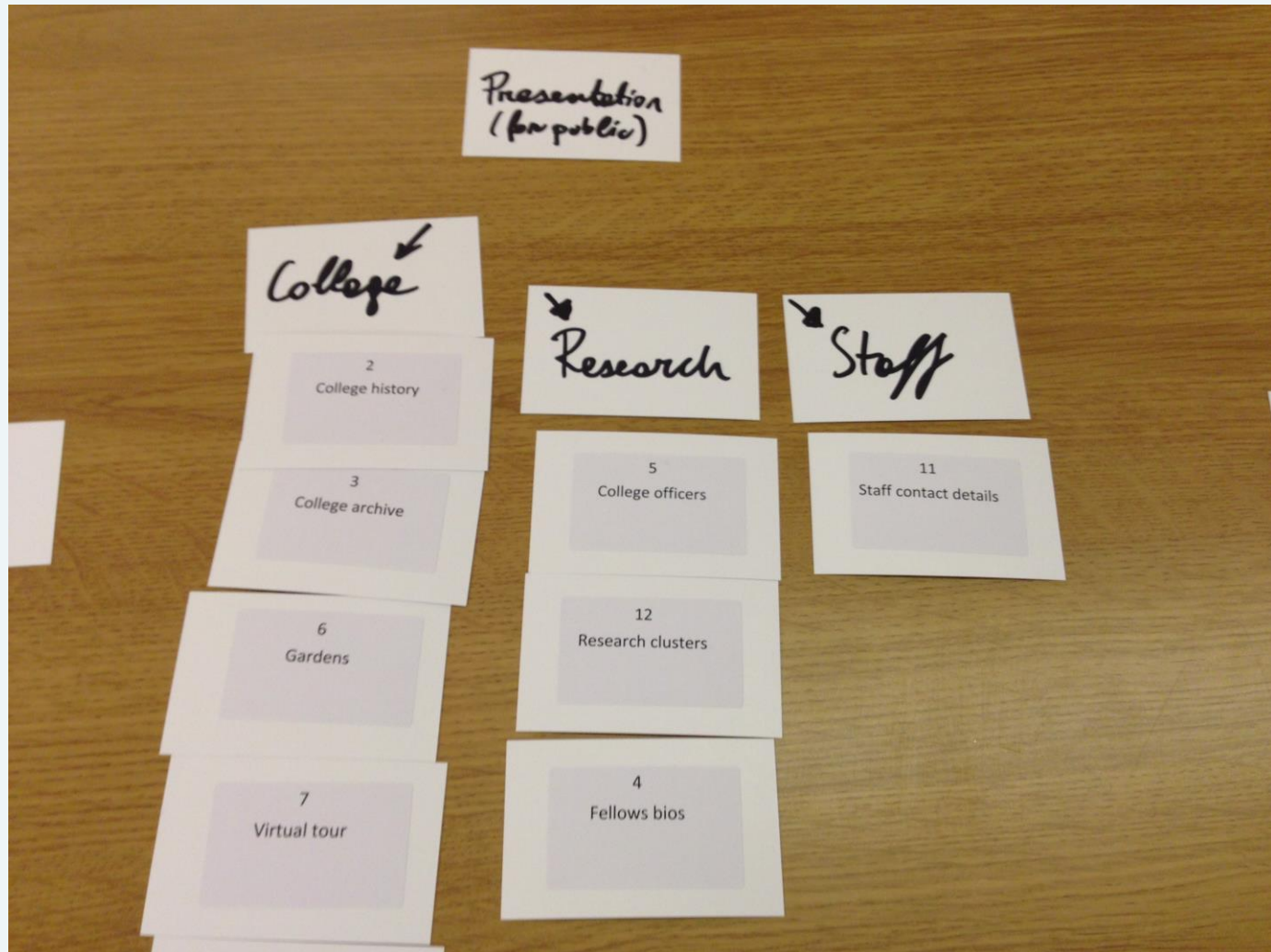
- She had an excellent time in her year in Oxford and has lost touch with many of her friends from there.
- She is professionally fulfilled, but misses the academic rigor of her time at the university.
- She is interested in networking with people working in similar positions around the world.

Surveys

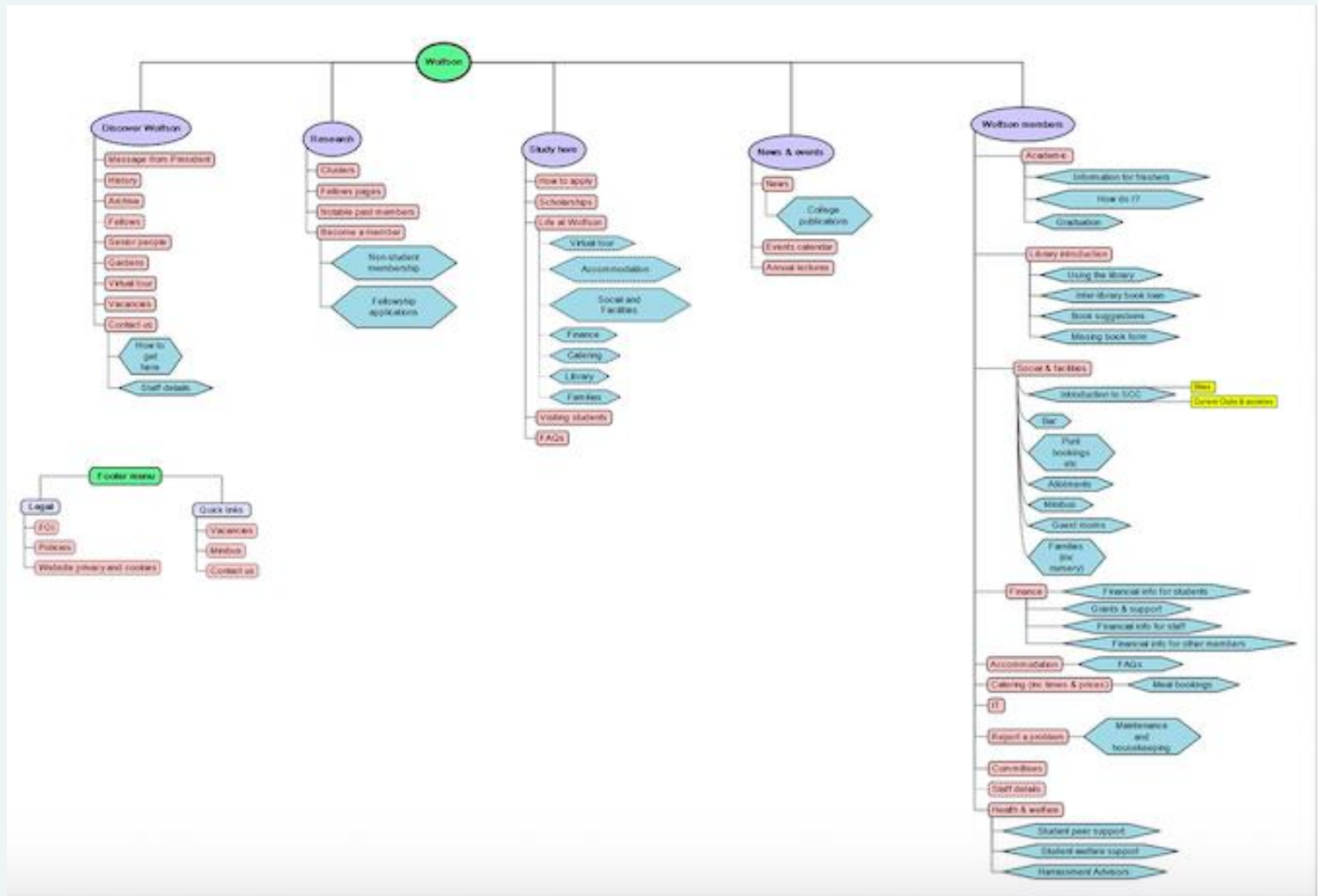
Serial	Why did you choose to apply to Oxford?	Did you list Wolfson as your first-choice College?	Why?	What is the most important thing for you in a College?	What are your initial impressions of Wolfson?	When you received your offer from Wolfson, did you look at the Wolfson website?
1	Because there were best options for what I wanted to study as well as number of scholarships I could apply for.	Yes	I'm not really a city person and I liked the location of Wolfson. I also wasn't sure how I would cope with an atmosphere of more 'traditional' colleges and Wolfson appealed to me with its friendly presentation.	Friendly community	Really good, everyone was very helpful and friendly.	I've looked it up already when I was making my application.
2	Is the best university to study my field, the centre of research and the great level of lecturers	I made an open application	I did not know anything about colleges in Oxford I wanted a purely graduate college. I knew some professors from my department were fellows there. I looked at the website and the friendly and non-hierarchical nature appealed to me. I didn't have time though to look at all the other grad colleges, so it was more a process of choosing Wolfson as a result of the fellows and then confirming that choice by looking at the website and offerings.	Proximity to department/faculty	Nice environment, good facilities	Yes, I was very curious about my college
3	Because of its reputation and because it offered an extremely interesting course with professors whose approach I admire	Yes	I did not know anything about colleges in Oxford I wanted a purely graduate college. I knew some professors from my department were fellows there. I looked at the website and the friendly and non-hierarchical nature appealed to me. I didn't have time though to look at all the other grad colleges, so it was more a process of choosing Wolfson as a result of the fellows and then confirming that choice by looking at the website and offerings.	Friendly community	I came to visit Wolfson recently (very briefly) and was extremely impressed at how friendly and helpful all the staff were that I came into contact with. Everyone has been very helpful and welcoming all round, and the facilities are beautiful.	I'd already looked at it before
4	Chance to do a challenging research project in a top-rank University	Yes	Because Wolfson aims to provide accommodation for all students in their first year.	Accommodation provision	Very friendly and active community/pack.	Yes
5	I chose to apply to Oxford after having an inspiring talk with a Professor from the Faculty of Music while attending an international conference. Initially, I applied specifically for two supervisors in my Faculty, but the experiences, the facilities, and reputation finalized my decision to apply to Oxford.	No	Wolfson College's proximity to the Faculty of Music is not ideal. I was looking for a college near my Faculty and one with an active music/theatrical society with a chapel choir and immediate access to a theatre to stage original productions.	Proximity to department/faculty	my previous college, California Institute of the Arts, and not like what I had imagined for an Oxford College. Upon further research, I wasn't far off on equating Wolfson to CalArts as it appears that there is no hierarchy between levels of researchers and students can participate in various roles within the college. The support for married couples seems ideal and I am excited that my husband will be able to participate in the social life of the college and meet the other husbands/wives of Wolfson. It appears I will have to seek out a chapel choir associated with another college and theatrical venues, however, I am intrigued by the research clusters and daily opportunities to interact with researchers in other disciplines. The communications I have received from the academic and accommodation offices have been extremely kind, forthcoming, and prompt.	Yes.
6	Oxford offers the best education within my field of study.	No	According to statistics on Oxford's website another college offered more couple's accommodation. As a foreign student I didn't know the College system by the time of the application	Accommodation provision	Very helpful and everyone make an effort to solve problems that pop up. So far, people working in there seem to be devoted to helping prospective students.	Yes.
7	Excellence	I made an open application	I wasn't sure which to pick.	Friendly community	I have been very happy with my recent interaction with Wolfson College and it's members. Ultimately, I like the diversity and of the College.	Yes
8	Due to a supervisor I wanted to work with. Not to mention its excellent reputation world wide	I made an open application	I chose a college which had many scholarships for Graduate students, and also I wanted an "old" college, for the full "Oxford experience"	Financial support (scholarships and hardship funds)	That it is far away, but if one has college accommodation life could be great. The website is good, and that's where I received my initial information.	Yes.
9	Because it is one of the best schools in the world, and is a three year PhD program, unlike the 6 years in the US.	No		Financial support (scholarships and hardship funds)		

You are never going to get everything
right or please everyone

Card sorting



Sitemaps



A photograph of a crowd of people with their hands raised in the air, reaching towards a bright blue sky filled with soft, white clouds. The hands are of various skin tones and are positioned at different heights, creating a sense of collective movement and energy. A semi-transparent light blue rectangular box with rounded corners is centered over the image, containing the text "Panel Q&A" in a bold, black, sans-serif font.

Panel Q&A