

ADOBE EXPERIENCE MANAGER

DESIGN / FRONT-END UPDATE

**Overview for the
Departmental Computing Support Symposium**

APRIL 9, 2018

PRESENTER

Brad Soucy,

Director of Design and Digital Strategy

Advancement | University Relations



VT.EDU TEAM

WHO IS INVOLVED

UNIVERSITY RELATIONS

- **John Jackson**, Director of VT.EDU and VT NEWS
- **Brad Soucy**, Director of Design and Digital Strategy
- **Melanie Schramm**, Director of Marketing
- **Jason Lockhart**, Front-end Developer
- **Erik Miller**, Front-end Developer

IT ENTERPRISE SYSTEMS

- **Jit Shrestha**, CMS Administrator
- **Scott Chandler**, UX Web Developer

IT ASSISTIVE TECHNOLOGY

- **Rob Fentress**, Senior Accessibility Solutions Designer
- **Mark Nichols**, Senior Director of Universal Design and Accessible Technologies

STEERING COMMITTEE

- **Rich Mathieson**, Outreach and International Affairs
- **Hunter Gresham**, Executive Director of Communications and IT, Division of Student Affairs
- **Cathy Grimes**, Communications Manager, Graduate School
- **Shay Barnhart**, Director of Communications, Corps of Cadets
- **Rich Ulsh**, Director of Communications, Research and Innovation
- **Mercedes Ramírez Fernández**, Associate Vice Provost for Strategic Affairs and Diversity
- **Adnan Saeed**, Applications Analyst, College of Liberal Arts and Human Sciences
- **Juan Epsinoza**, Assistant Vice Provost for Enrollment Management
- **Donna Wertalik**, Associate Professor of Practice, Marketing
- **Patrick Finley**, Assistant Professor, School of Visual Arts
- **Students: Sydney Spivey, Junior**
- **Annie McCallum**, Director of Communications, Alumni Relations

OUTSIDE PARTNERS

- **Workshop Digital**, SEO and Digital Marketing Agency
- **Stamats**, Digital Content Strategy Agency
- **Journey Group**, Editorial and Digital Design Agency

FACULTY COLLABORATION

- **Patrick Finley**, Assistant Professor, School of Visual Arts
- **Joe Gabbard**, Associate Professor Industrial and Systems Engineering

FIVE GOALS



GOAL 1: OPTIMIZING VT.EDU

ANALYTICS IMPLEMENTATION

- Tracking behavior and traffic
- Configuring metrics and insights
- Consistency site to site

GOAL 1: OPTIMIZING VT.EDU

IMPROVING SEARCH RESULTS

- Prioritizing keywords
- Ranking higher in google
- Competing with peers

GOAL 2: ACCESSIBILITY

MEETING OR EXCEEDING STANDARDS

- Partnerships around campus
- Trusted tools and testing
- Improving development process
- Development style guide

GOAL 3: USER EXPERIENCE

AUDIENCE-CENTERED APPROACH

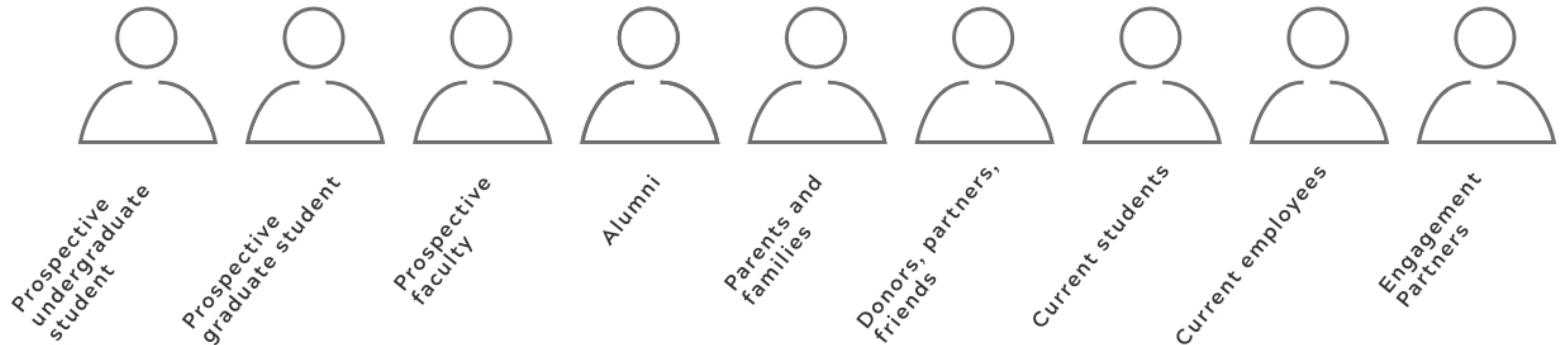
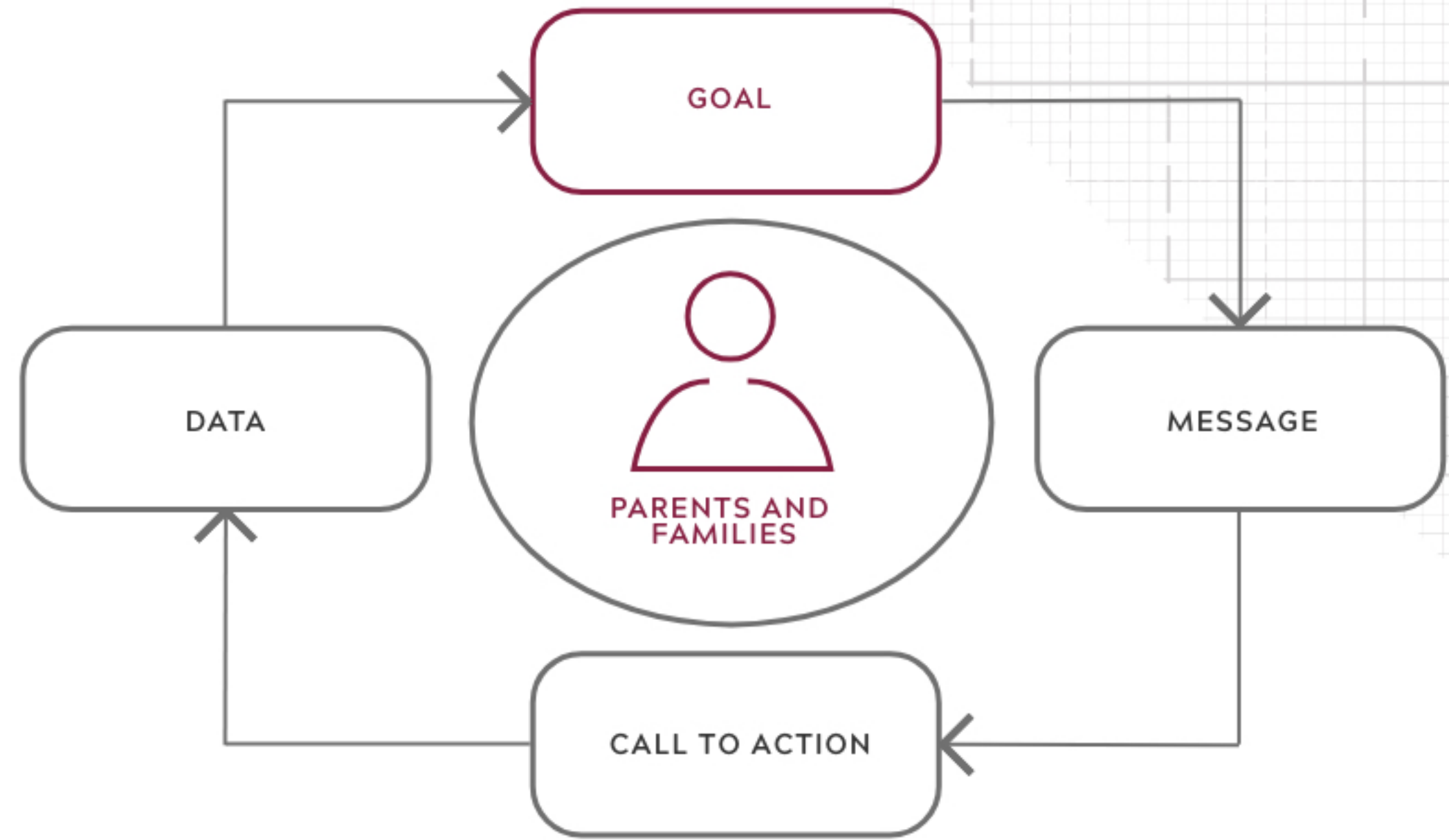
- Ongoing feedback and user tests
- Prioritizing choices
- Simplifying navigation

A UNIVERSITY WEBSITE FUNCTIONS DIFFERENTLY FOR **VARIOUS AUDIENCES**

- A research tool for **prospective undergraduate students**.
- A research tool for prospective **graduate students**.
- A bridge to connect with **donors and partners**.
- A engagement tool for **alumni**.
- A recruitment tool for **prospective faculty**.
- An engagement tool for **families**.
- An information tool for **current students**.
- A information tool for **current community**.
- A springboard for visibility for **the media**.

USER GOALS & FEEDBACK

Each audience segment needs a set of goals that we can use to begin measuring effectiveness for our digital experience.



GOAL 4: CONTENT STRATEGY

CONTENT THEMES

- Research
- Learning
- Culture

GOAL 5: DESIGN

CLEAR, SIMPLE LAYOUT

- Inspiring, inclusive imagery
- Scannable content
- Calls to action

DELIVERABLES

- A redesigned, re-architected vt.edu.
- A template for sites in the CMS to use.
- Documented best practices for those not in the CMS.
- Documented governance and content strategy.
- A review of subdomain vs subdirectory impact.
- A roadmap for accessibility sustained improvement.
- A defined set of performance metrics for vt.edu.
- A strategy for analytics implementation.

COLLECTING FEEDBACK. WHERE WE ARE.

- Sharing findings, and discussing project
- Establishing Goals for audiences
- User focus groups
- Other feedback and input

SCRUM PROCESS

- Scrum certification.
- Working in sprints, developing stories.
- Tracking progress and tickets in JIRA.
- Strengthening collaboration with Enterprise Systems.

NEW DEV BUILD PROCESS

- Delivering a minified JS and CSS
- More efficient styling process
- Better documentation

INTERACTION DESIGN

- Launched new position
- Committee formed, including faculty members from
School of Visual Arts and Industrial and Systems Engineering
Industrial and Systems Engineering
- Offer made, awaiting reply from candidate

ON THE HORIZON

- New set of virtual machines
- Binary storage
- Adobe 6.3 Upgrade
- Adobe Campaign Email platform
- More templates: magazine additions, and variations

DISCUSSION

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AND THANK YOU