
TTUHSC Audit

Designer

Samantha Lewis

Agenda

Note any edit or updates to the existing site.

Notes

- Notes on changes I identified while looking at TTUHSC website.
 - *Note: Most changes on from the home page.*
 - 1. Remove image slider --> make one static image
 - *Suggestion: I think it looks cleaner with one image or find a way to hide the video functions(play/pause,ff, back); also I don't think the video functions and the option to select manually with the bubbles are both necessary as they are both doing the same function essentially.
 - 2. Remove the search bar --> add a search icon
 - *Suggestion: I think the search bar takes up unnecessary real estate.*
 - 3. Remove the 'MENU' button --> Convert into an actual menu.
 - *Suggestion: Under menu those categories can be added to the home page as well as other menu items such as: 'APPLY' 'PROGRAMS' 'THE UNIVERSITY' 'RESOURCES' 'INFO FOR' 'GIVE' 'EVENTS' ETC.*
 - 4. Same as #3 remove 'GIVE' button --> make a menu item
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- ***Suggestion: make 'GIVE' a stand out color from the rest of the menu if important since it was highlighted separately already.***
- **5. Add colorful call-to-action(CTA) buttons.**
- **6. Make image sliders at the top 'CAMPUS LIFE' content on the home page.**
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- **7. Remove 'ANNOUNCEMENTS' & 'EVENTS' from the home page.**
- ***Suggestion: maybe add the content of these under 'EVENTS' as an option under the menu item.**
- **8. Footer - change the look of the social media icons**
- ***Suggestion: either make the logo color white removing the boxes around them or make the shape circular.***
- **9. Footer - content in footer reduced or add more columns.**
- ***Suggestion: There are two columns under 'QUICK LINKS' which I believe can be split into four to reduce the size/height of the footer and that extra real estate on the page can be used for other content.**
- **10. Remove 'EXPLORE SCHOOLS' --> add them under a menu item 'ACADEMICS' or make them CTA buttons.**
- **11. Combine 'ANNOUNCEMENTS' content with 'DAILY DOSE FEATURED NEWS'**
- **12. Website does look a little dark even though there are whitespaces on the page.**
- ***Suggestion: The colors are what they are. I don't know if using more red or gray as the primary color is possible with black being the secondary color.***
- **13. Section under 'DAILY DOSE FEATURED NEWS' looks like social media content.**

- *Suggestion: either remove altogether or if important for marketing purposes I think the images at the bottom should be removed and the back and forward buttons can remain but the placement would be centered outside of the image and text card.*
- ***Design Inspirations***
- Alverno College <https://www.alverno.edu/>
- * Cleanliness of site*
- * CTA buttons*
- * Menu*
- Stanford University <https://www.stanford.edu/>
- * Nice image of the school at the top*
- * Parallax*
- * Sections on home page correspondence with the menu*
- Princeton University <https://www.princeton.edu/>
- * Events page*
- Howard University <https://howard.edu/>
- * video content top of page*
- * call to action buttons & placement*
- * off to the side menu*

Action Items

1. CTA buttons
2. Easier navigation
3. Attract more traffic

4. Condense the information to be more palpable

TTUHSC Secondary Audit

****Note: try to remove secondary menu from all the pages****

x - remove

**** - Note:**

*** - keep**

THE UNIVERSITY

About > Teaching the Next Generation

Independent since 1969

University Designations

x - Six Schools. One Mission.

x - Campuses Across West Texas

Note: This two blocks texts seem redundant its essentially the same information.

x - TTUHSC Featured News

Secondary Menu

Add to About

*Mission, Vision, Values

*Strategic Plan

*Fact Book

*Voices of Vision

*Great College to Work For

x - Academic Programs

x - Administration

x - Campuses



x - Research

x - Visit

Academics

*clean up the text under first image and Better Together

x - Search Our Programs

x - Browse All Programs

*make 'Programs' infographics

x - Catalogs

x - Applications and Admission put under 'Admissions'

x - Financial Aid put under 'Admissions'

Note to Self: The University>Academic Calendars>Catalogs>Administration>Campuses>

The University or Campus Life

**Note: The University can be resources for both student & faculty

Campus Life - strictly student info

Secondary Menu

x -Academics Home

x -Academic Programs

x - Student Achievements - havent updated since Fall 2021

x - Services & Offices

Student Business Services > My TTUHSC

F. Marie Hall SimLife Center > Admissions or Academics

Financial Aid > Admissions

Information Technology > My TTUHSC

*Office of Global Health > Academics

Provost > About > Contact

Student Health > Campus Life

HSC Student Affairs > Campus Life



*Registrar > Campus Life or MY TTUHSC

x - Academic Calendars

Catalogs > The University

* Residency Programs

* Certificate Programs

* Continuing Education

x- Academic Resources

Applications & Admissions > Admissions

Banner Training > Campus Life?

Commencement > Events>Campus Life/Uni

Libraries > Campus Life/Uni

International Programs > Academics

Student Handbook > Campus Life

Student Grievances > Campus Life

Programs

x - We are Excellence in Education, Patient Care and Research

Do we need lots of text on each page? Is it necessary? Can we cut down the text? Can we only use text that's absolutely essential and necessary?

**Note: Programs will be under Academics strictly focusing on the programs the school offers

Administration > The University

Admissions > Admissions

Centers & Institutes > The University

**Note: Make cards for each school - add more images and make page less wordy

Patient Care - should this have its own menu item? Circle back.



Research > make its own menu item

Services > possibly combine Patient Care & Services?

Student Services & Resources > Campus Life

Vitals Spirit Shop > Campus Life/Uni

RESOURCES

87th Texas Legislative Session > About

Announcements > The Uni

Events > The Uni

Directory > The Uni or incorporate with a search bar?

Campuses > The Uni

Catalog > Campus Life

Human Resources > Careers

Libraries > Campus Life

Online Bookstore > Campus Life/Uni

Safety Services > Services with Patient Care

Webraider Portal > My TTUHSC

Give > Give > both

INFO FOR...

x - Safe | Covid-19 > About

*Prospective Students > combine with Current Students > Students

*Current Students > see Prospective Students

*Residents > same as Residency Programs under Academics

*Faculty & Staff

Jobs at TTUHSC > Careers



*Alumni & Friends > links to Announcements, relevancy?

*Give to TTUHSC > see Alumni & Friends, will link to Give

* Patient Care > links to Announcement will need to decide whether to keep Patient Care under The Uni or Info For but not both

*Visitors & Community

*Media

IN PROGRESS (breakdown secondary menu)

Centers & Institutes

Research

Catalog

Services

Student Services & Resources

Campuses

Safety Services

Prospective Students

Current Students

Residents

Faculty & Staff

Patient Care

Visitors & Community

Media