

# New Lakehead University Website

Tove Tronslien, M.Sc.  
Manager, Web Development Services

# The Process

- ★ Stakeholder interviews - to understand the university's goals
- ★ User interviews - to understand the goals users have for the site
- ★ Card sorting exercise - to understand how users organize the content on the site

# The Task

- ★ Align the goals of the university for the website with the goals of its users

# The Process

- ★ Competitive analysis and design recommendations
- ★ Web Steering Committee
  - Website Strategy document to identify goals
  - Creative brief to understand how the university wants the site to be received by users and what elements are mandatory

# The Process

- ★ Creation of personas/scenarios
- ★ Creation and iteration of information architecture based on users mental models and scenarios of use
- ★ SEO audit of the site
- ★ Wireframes for use in usability testing
- ★ Exploratory usability testing

# Usability Study

## Users

---

16 users in total

10 women; 6 men

11 Thunder Bay users

5 Orillia users

---

---

Current students	Staff	Faculty
11 users	3 users	2 users

---

### Student profiles

2 Grad students

2 International students

2 Mature students

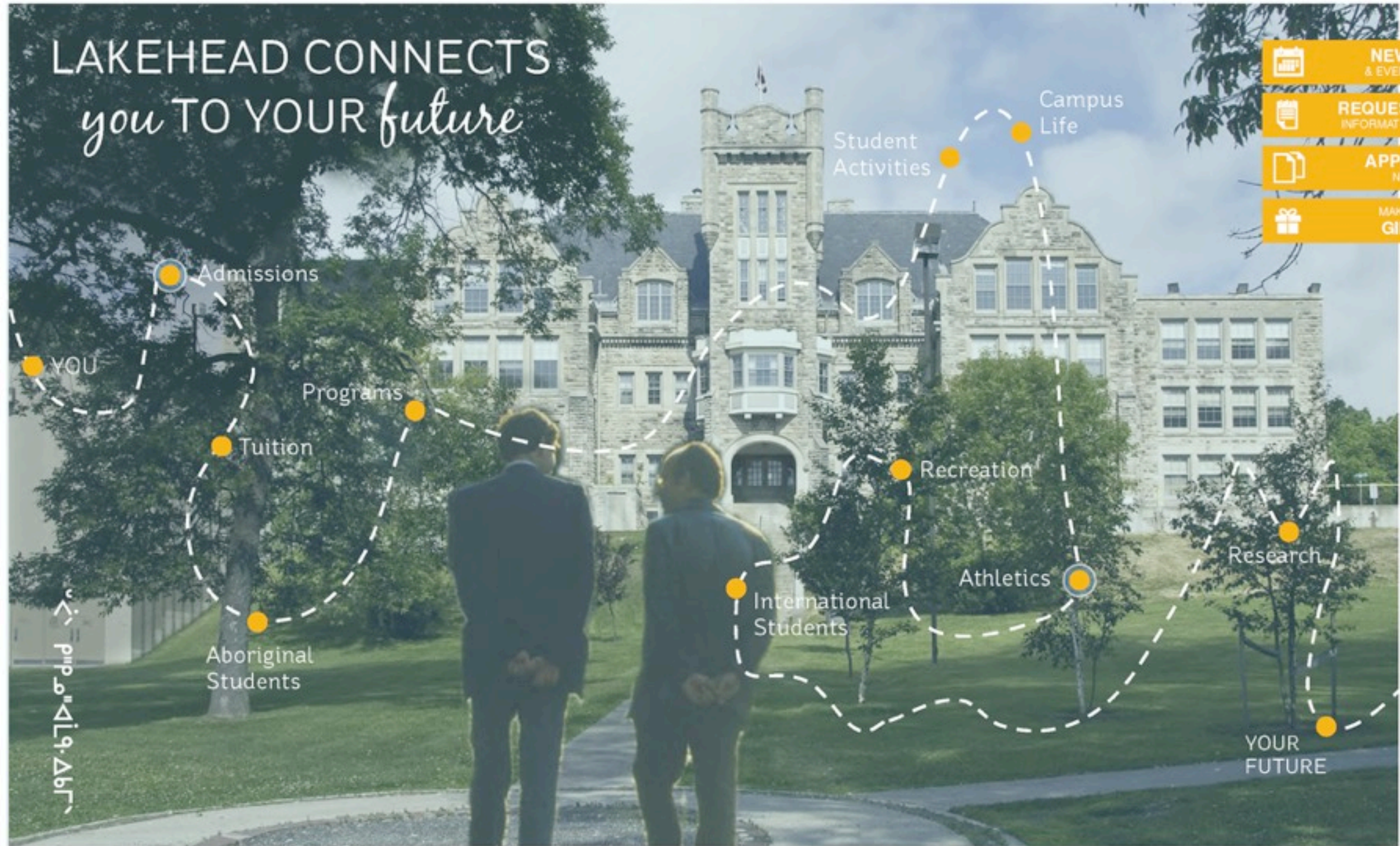
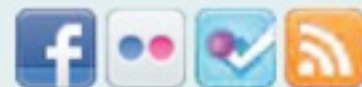
5 students from first to fourth year

---





## LAKEHEAD CONNECTS *you TO YOUR future*

[NEWS & EVENTS](#)[REQUEST INFORMATION](#)[APPLY NOW](#)[MAKE A GIFT](#)



# Imagery

- ★ Mentoring
- ★ Research
- ★ Leadership
- ★ Extracurricular (follow your passion)
- ★ Commencement (showing success)



# Feedback

- ★ 15/16 users in our usability study preferred this concept
- ★ Looks calm, like path idea, environmentally conscious
- ★ Looks like academia, looks green, modern
- ★ “Looks like a nice place to be”

# Content

- ★ Each unit is responsible for their own content (text, video, images)
- ★ University wide assets (text, video, images) provided by Marketing Support
  - 2 of 6 planned photo shoots completed
  - 2 more planned in January/February
  - 1 of 6 videos completed
  - Brainstorming for ideas

# Website + Branding

- ★ This project focused on
  - Finding out the type of site the user wanted (one website)
  - Information Architecture and the user experience
- ★ New Brand will be applied