



OneWeb Course Pilot Show and Tell

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Padma Gillen, Llibertat

3 July 2018

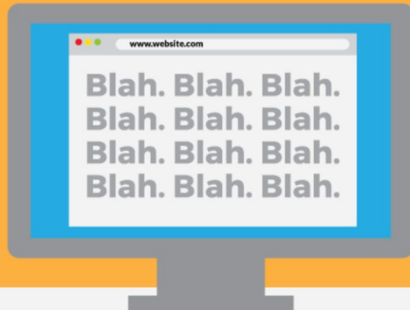
THE CONTEXT

General data

On the average web page, users will read at most

28%

of the words during an average visit; 20% is more likely.



The average page visit lasts less than a minute and users often leave web pages in just

10-20 SECONDS



Every day ...

3 billion Google searches

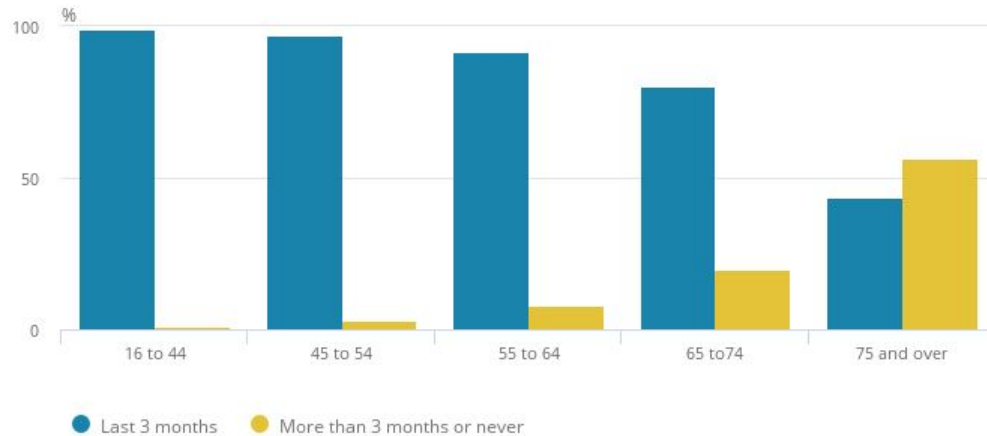
27 million pieces of content shared

8 seconds before someone gets distracted online

THE CONTEXT

Demographic data

Figure 1: Internet users by age group, 2018, UK



Virtually all adults aged 16 to 34 years are recent internet users (99%) in 2018

(Source: ONS, 2018)

UNDERSTANDING THE PROBLEM

What does it mean in reality?

- DISCOVERY:
 - Content audit
 - Other usability research
 - Engaged with stakeholders
 - Hired Padma

THE PILOT

Why courses?

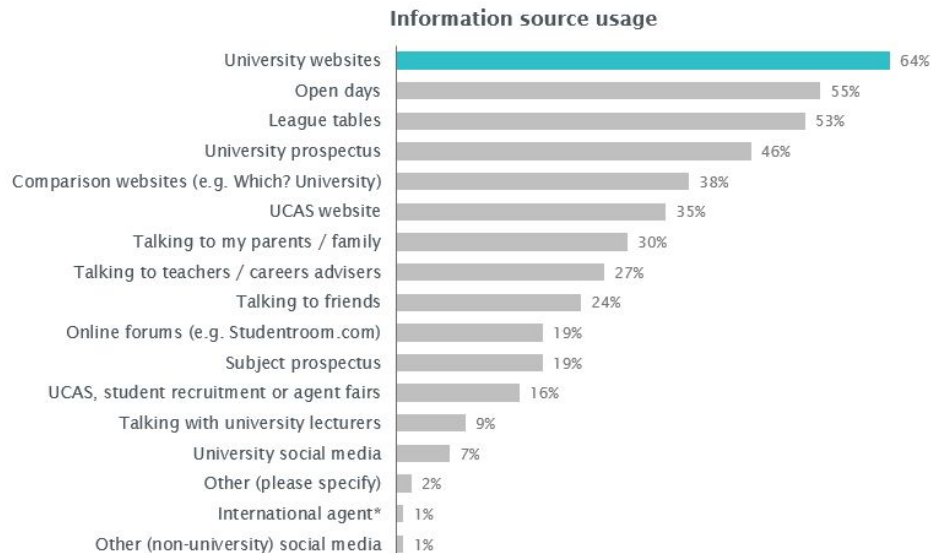


Source: [The Drum](#)

THE CONTEXT

Demographic data

University websites are the most commonly used information source followed by open days



University websites are the most used source at application stage for each persona

(Source: Institutional Research, 2017)

USERS HAVE A CHOICE


THE CONTEXT

University of Southampton

 Caroline Lee Burgess
Unassigned ▼


Hi, is this your website or it is a scam site


 <https://studentrecords.soton.ac.uk>


 **University of Southampton**
Oct 30, 2:26pm

Hi Caroline Lee Burgess

Thanks for your message, yes I can confirm the website you provided is ours, how can i help?

 Assigned to Jonny Vaughan 15 mins
"Just in case you wanted to also pass this on to the web team"
by **Enquiries**

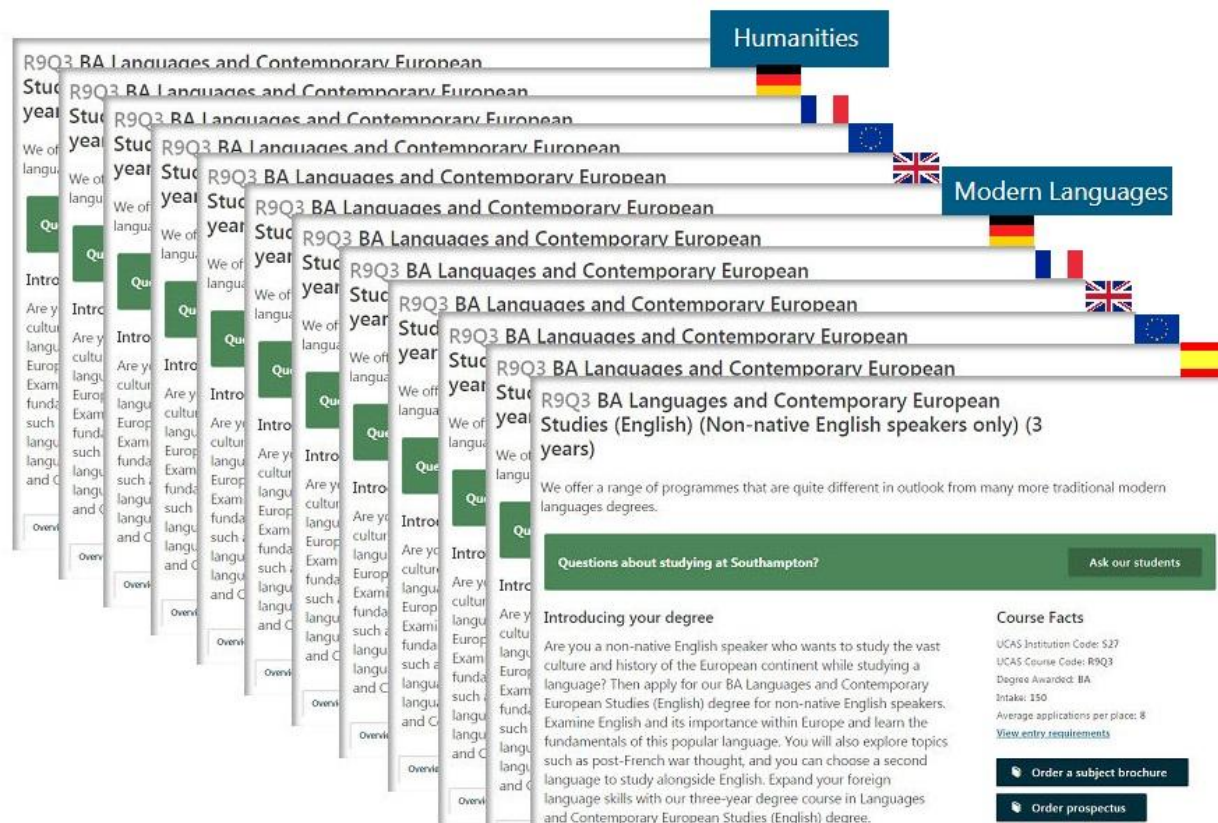
 Caroline Lee Burgess
Nov 02, 9:26pm
i was just skeptical it might be a scam because it look too different from main page and domain

 Caroline Lee Burgess
Nov 02, 9:26pm
thanks

THE CONTEXT

Current situation

11 identical
pages



THE TRANSFORMATION

What, why, who, how?

- WHAT: web transformation
- WHY: because universities have many challenges
- WHO: external users
- HOW: move to a user needs approach
 - Consolidating our domains > southampton.ac.uk
 - Content transformation
 - New governance model
 - Move to a new Content Management System (CMS)

Course Pilot the Alpha

THE PILOT

User need

As a young person in the UK with predicted good A Level grades

I want to see what the University of Southampton has to offer

So I can decide if I want to apply there

THE PILOT

Business need

We want our website to encourage more high quality prospective students to choose to apply to the University.

THE PILOT

Aims

- Develop governance to course pages
- Encourage more prospective students to take the next step
- Required a collegial effort - **THANK YOU**


THE PILOT

Testing our approaches


- Governance and workflow model
- Three approaches to course pages designs:
 - AS IS
 - HEFCE
 - RAD

THE PILOT


Governance and workflow

**Stephen Boyd**
6:06 PM 11 Jun

It is the "Programme Director" and it is now me!


**Katrina Dixon**
7:40 AM 12 Jun

Hi, thanks! Changed. Do you have a staff page or other personal profile page we can link to? The live site still links to Dr Tan.


**Stephen Boyd**
10:14 AM 12 Jun

<https://www.southampton.ac.uk/engineering/about/staff/swb.page>

marine hydrodynamics

**Stephen Boyd**
6:06 PM 11 Jun

I believe that this is compulsory! We don't have a model basin? It would be nice to retain the description of the Naval Engineering programme that is on the old website.


**Katrina Dixon**
7:55 AM 12 Jun

Hi, thanks! Removed reference to model basin. Removed second bullet point referencing marine hydrodynamics. Do you mean this description of the Naval Engineering programme? - "This four year integrated masters Naval Engineering theme focuses on the analysis and specification of marine engineering systems used on board ships and other maritime engineering structures." Or do you mean the longer description? "

What is this? (More Information)

This information is based on historical data and may have been aggregated. Find out more.

Naval engineers strategically apply their knowledge to design, develop and maintain marine technologies. The course will focus on the analysis, monitoring and specification of marine vessels and structures..."

 **GatherContent** ALPHA ▾

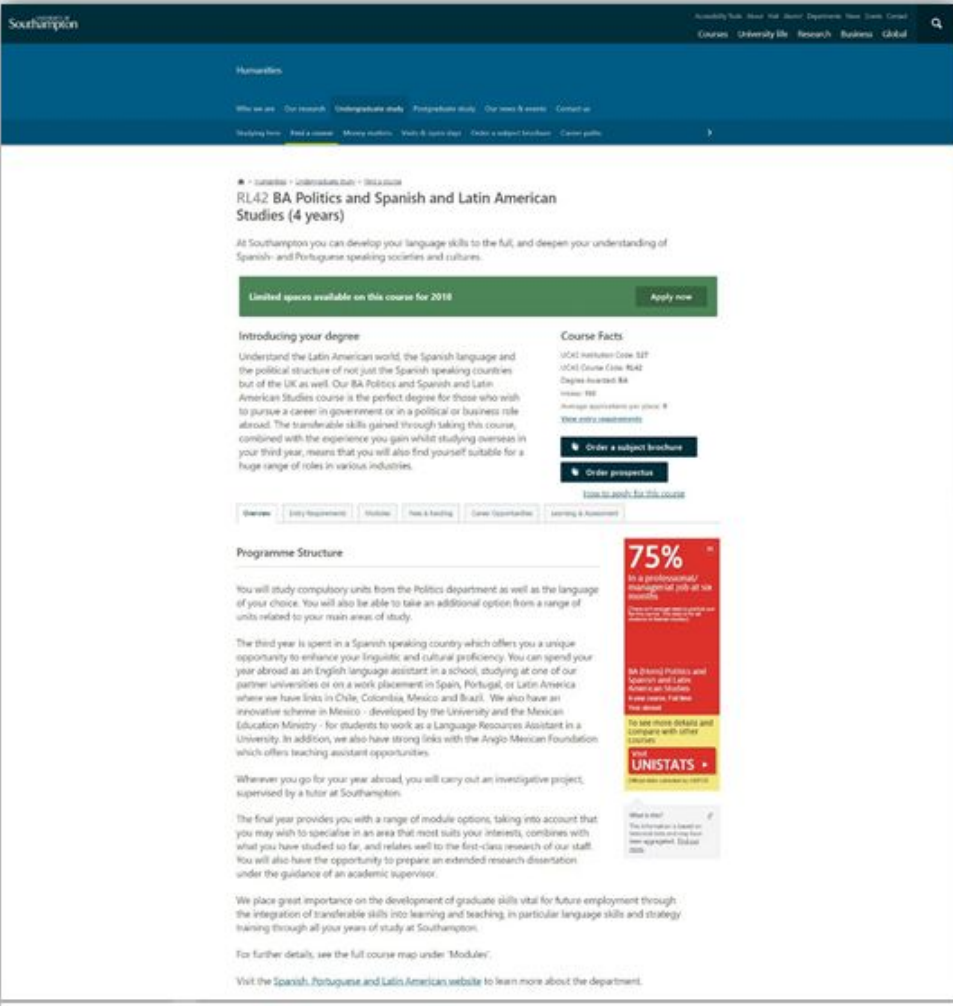
OverviewContentTemplatesFilesCalendarContent Map

ALPHA

Project status



- AS IS approach:



THE PILOT

HEFCE

(Office for Students)

- HEFCE approach:
 - Course pages based on HEFCE guidelines
 - Other [links](#)

University of Southampton

Home | About Us | Support | Degrees | News & Events | Accessibility | Search

Courses | University life | Research | Business | Global

Humanities — Undergraduate study

Life on campus | Life in the city | Accommodation | Fees and funding | Careers and employability | Exchanges and studying abroad

Politics study | Accreditation | Information | Foundation year | Facilities | Study support | Accommodation | Actual | Facilities

RL42 BA Politics, Spanish, Latin American Studies (4 years)

Limited spaces available on this course for 2018 [Apply now](#)

Course overview

Entry requirements

Selection process

Module information

Modules: Year 1

Modules: Year 2

Modules: Year 3

Teaching & learning

Our academics

Student support

Assessment & feedback

Fees & funding

[View all courses](#)

Course overview

Politics and Spanish and Latin American Studies gives you a full picture of the Latin American world.

It's the perfect degree if you want to pursue a career in a huge range of roles in various industries including:

You can focus on one of 6 specialist areas:

- government
- politics
- business

In your 4-year BA you'll learn about:

- the Spanish language
- the political structure of not just the Spanish speaking countries but also the UK
- You'll study compulsory units from the Politics department and Spanish.

You'll also get linguistic and cultural experience while studying overseas in your third year.

Choose modules in a course that you can match to your particular strengths and interests.

In your final year you'll also be able to take an additional option from units related to your main area of study including:

- second language acquisition
- barriers and borders: language and identity amongst US Latinos
- sex, soap operas and female dissidents: representations of women in the Hispanic world

Studying your degree involves:

- Academic challenge and independent learning

Quick Course Facts

Award:
BA Politics, Spanish, Latin American Studies

UCAS Institution Code:
S27

UCAS Course Code:
G499

Entry requirements 2018/19:
AAB in three A Levels including A in Spanish.

Location:
Bournemouth Campus

Awarding body:
University of Southampton

Duration:
4 years

Academic year:
October to June (2 semesters)

Course type:
Full-time

[Download prospectus](#)

[Download subject brochure](#)

THE PILOT RAD

- RAD approach:
 - Content-first approach to course pages
 - Use persona research
 - [Games Design and Art](#) as an example with another campus

The screenshot shows the University of Southampton website for the BA Politics and Spanish and Latin American Studies course. The header features the university's name and navigation links. The main banner image shows a colorful town built on a hillside. The course title is prominently displayed. A green sidebar on the right contains 'Quick course info' including the UCLES Institute Code (101), UCLES Course Code (BA1), location (Southampton), length of course and award (4 years, BA), academic year (October to April, 2 semesters), fees (offer £4,100, international £4,100), and a note about modern languages. Below the sidebar are three buttons: 'Book an Open Day', 'Campus virtual tour', and 'Apply for this course'. The main content area describes the course's focus on developing Spanish language skills and understanding societies and cultures. It lists entry requirements (A-level including Grade A in Spanish) and mentions that general studies is not accepted as an A-level. A video player at the bottom features a testimonial from Marta Conley, Head of Spanish, Portuguese and Latin American Studies, with a 'View more videos' link.

University of Southampton

Home | About Us | Research | Support | News & Events | Accessibility | Search

Course | University life | Research | Business | Global

BA Politics and Spanish and Latin American Studies

Develop your Spanish language skills to the full, and discover your understanding of societies and cultures where they speak Spanish and Portuguese.

This is the perfect degree for those looking to work in government or in a political or business role abroad.

You'll be suitable for a huge range of roles in various industries with the:

- transferable skills you'll learn
- experience gained while studying overseas in your third year

Entry requirements

A-level including Grade A in Spanish

If you have an A in an Extended Project Qualification (EPQ), we will offer you one grade below the standard offer.

General studies is not accepted as an A-level.

Find out about equivalent and other qualifications.

Quick course info

UCLES Institute Code: 101

UCLES Course Code: BA1

Location: Southampton

Length of course and award: 4 years, BA

Academic year: October to April, 2 semesters

Fees: offer £4,100, international £4,100

UCLES notes about this course: Modern and provide a more global perspective.

UCLES notes about equivalent and qualifications.

Book an Open Day

Campus virtual tour

Apply for this course

What our Head of Spanish, Portuguese and Latin American Studies says

Modern Languages

Watch Marta Conley, our Head of Spanish, Portuguese and Latin American Studies talk about the importance of Modern Languages and why she chose to teach at Southampton University.

View more videos

THE RESULTS

Which approaches were 'informative' and 'clear'?

A - ASIS

RL42 BA Politics and Spanish and Latin American Studies (4 years)

Limited spaces available on this course for 2016

Course facts

- Full degree of the Latin American world
- Range of roles in various industries including government, politics, business, and education

Programme structure

You will study compulsory units from the Politics department as well as the language of your choice. You will also be able to take an additional option from a range of units related to your main area of study.

The third year is spent in a Spanish speaking country which offers you a unique opportunity to enhance your linguistic and cultural proficiency. You can spend your year abroad as an English language assistant in a school, studying at one of our partner universities in one of our global locations (Spain, Portugal, or Latin America where we have links to Chile, Colombia, Mexico and Brazil). You also have an innovative scheme in Brazil - developed by the University and the Mexican Education Ministry - for students to work as a Language Resource Assistant in a University. In addition, we also have strong links with the Anglo-Mexican Foundation which offers teaching assistant opportunities.

Wherever you go for your abroad, you will carry out an investigation project, supervised by a tutor at Southampton.

The final year provides you with a range of module options, taking into account that you may wish to specialise in an area that most suits your interests, combine with what you have studied so far, and relate well to the first-class research of our staff. You will also have the opportunity to prepare an extended research dissertation under the guidance of an academic supervisor.

We place great importance on the development of graduate skills due to future employment through the integration of invaluable skills into learning and teaching in particular language skills and strategy training through all your years of study at Southampton.

For further details, see the full course map under 'Modules'.

Visit the Spanish, Portuguese and Latin American website to learn more about the department.

B - HEFCE

RL42 BA Politics, Spanish, Latin American Studies (4 years)

Limited spaces available on this course for 2016

Course overview

Politics and Spanish and Latin American Studies gives you a full degree of the Latin American world.

It's the perfect degree if you want to pursue a career in a huge range of roles in various industries including:

- government
- politics
- business

Quick course facts

- Full degree of the Latin American world
- Range of roles in various industries including government, politics, business, and education

Programme structure

You will study compulsory units from the Politics department as well as the language of your choice. You will also be able to take an additional option from a range of units related to your main area of study.

The third year is spent in a Spanish speaking country which offers you a unique opportunity to enhance your linguistic and cultural proficiency. You can spend your year abroad as an English language assistant in a school, studying at one of our partner universities in one of our global locations (Spain, Portugal, or Latin America where we have links to Chile, Colombia, Mexico and Brazil). You also have an innovative scheme in Brazil - developed by the University and the Mexican Education Ministry - for students to work as a Language Resource Assistant in a University. In addition, we also have strong links with the Anglo-Mexican Foundation which offers teaching assistant opportunities.

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For further details, see the full course map under 'Modules'.

Visit the Spanish, Portuguese and Latin American website to learn more about the department.

C - RAD

BA Politics and Spanish and Latin American Studies

Limited spaces available on this course for 2016

Course overview

Politics and Spanish and Latin American Studies gives you a full degree of the Latin American world.

It's the perfect degree if you want to pursue a career in a huge range of roles in various industries including:

- government
- politics
- business

Quick course facts

- Full degree of the Latin American world
- Range of roles in various industries including government, politics, business, and education

Programme structure

You will study compulsory units from the Politics department as well as the language of your choice. You will also be able to take an additional option from a range of units related to your main area of study.

The third year is spent in a Spanish speaking country which offers you a unique opportunity to enhance your linguistic and cultural proficiency. You can spend your year abroad as an English language assistant in a school, studying at one of our partner universities in one of our global locations (Spain, Portugal, or Latin America where we have links to Chile, Colombia, Mexico and Brazil). You also have an innovative scheme in Brazil - developed by the University and the Mexican Education Ministry - for students to work as a Language Resource Assistant in a University. In addition, we also have strong links with the Anglo-Mexican Foundation which offers teaching assistant opportunities.

Wherever you go for your abroad, you will carry out an investigation project, supervised by a tutor at Southampton.

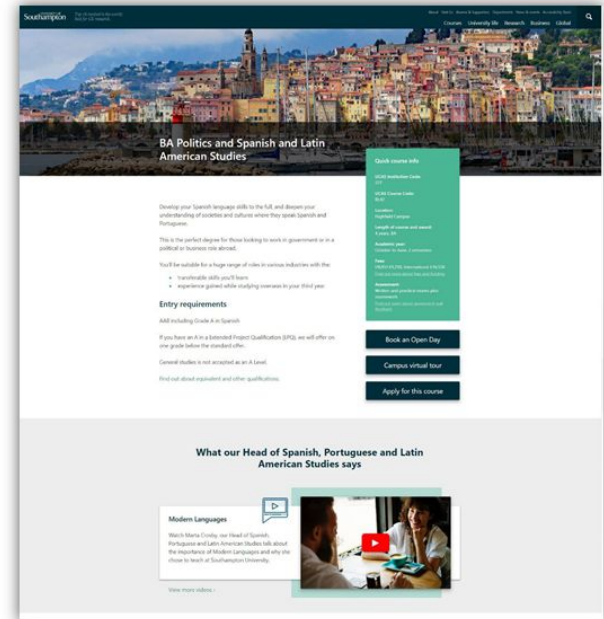
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We place great importance on the development of graduate skills due to future employment through the integration of invaluable skills into learning and teaching in particular language skills and strategy training through all your years of study at Southampton.

For further details, see the full course map under 'Modules'.

Visit the Spanish, Portuguese and Latin American website to learn more about the department.

A - AS IS



A - AS IS

B - HEFCE

C - RAD

[illegible]

THE RESULTS

Which approaches were most effective at encouraging prospects to consider applying to the UoS?

A - ASIS

The screenshot shows the ASIS website for the course 'RL42 BA Politics and Spanish and Latin American Studies (4 years)'. The page features a blue header with navigation links and a main content area with a green banner stating 'Limited spaces available on this course for 2016'. Below this, there is a 'Course Facts' section with a '75% improvement in UK employment rate' badge. The 'Programme Structure' section describes the course content and includes a 'UNISTATS' badge. The page also features a 'Book an Open Day' button and a 'Campus virtual tour' button.

B - HEFCE

The screenshot shows the HEFCE website for the course 'RL42 BA Politics, Spanish, Latin American Studies (4 years)'. The page features a blue header with navigation links and a main content area with a green banner stating 'Limited spaces available on this course for 2016'. Below this, there is a 'Course overview' section with a '75% improvement in UK employment rate' badge. The 'Quick Course Facts' section lists key features of the course. The page also features a 'Book an Open Day' button and a 'Campus virtual tour' button.

C - RAD

The screenshot shows the RAD website for the course 'BA Politics and Spanish and Latin American Studies'. The page features a blue header with navigation links and a main content area with a green banner stating 'Limited spaces available on this course for 2016'. Below this, there is a 'Course overview' section with a '75% improvement in UK employment rate' badge. The 'Quick Course Facts' section lists key features of the course. The page also features a 'Book an Open Day' button and a 'Campus virtual tour' button.

THE PILOT

Card sorting exercise

- Card sorting allows us to see what users think is **most important** and which types of content users think of as **related to each other**.



LESSONS LEARNT

Governance

- Governance:

- More stringently defined job roles and workflow
- Role of marketing
- More guidance
- Pair writing

“

I have been receiving emails for when the status changes and reminders, which is **very useful**...I was a little unsure of how I could change it at first but then I found it **easy to use**.

“

As there is **no institutional workflow** it was difficult to identify whose responsibility it is to check what, and in what order. As the SPOC, I found it hard to know who to assign the bits of text to for checking, and I also felt that **marketing should be involved** in this process.

LESSONS **LEARNT**

Content and design

- Design:
 - Contemporary and crafted
- Content:
 - The right amount of information
 - Use of Search Engines Optimisation (SEO) tools to define how our users are searching for information

LESSONS LEARNT

Limitations

- Mobile testing may affect final conclusions
- Usability testing - perceived need is often different from actual need
 - ‘Think aloud’, live tests
- Remote card sort is in-flight
- User journey testing to offer additional levels of detail
- Difficulty sourcing international audiences

NEXT ITERATION

Based on research findings, we would like to:

- Amend page titles on RAD design.
- Amend the governance workflow and test
- Provide more instructions to SPOCs and Fact Checkers
- Complete content for RAD user journeys and conduct task-based testing.
- Conduct research to include comparison with competitor sites.
- Multiple years of entry.

THE IMPACT

- The learning doesn't stop
- We know what a good user experience looks like
- We understand our users better
- Page structure - we are clearer on what it should look like
- Future proofing
- The project is fully endorsed by USSPB, which has recommended our preferred option to UEB.

YOUR QUESTIONS

@ayalagordon | @padmasaysblah

APPENDIX 1 RESEARCH LIST

What we completed in the lead and during Alpha

Name	Time frame	Aims	Sample
Course page testing	June 18	The aim of this pilot is to support the University strategy to increase its recruitment of high-quality students by reshaping our digital course pages. To test improved iterations of course page templates and content to see if they perform better than the current course pages.	808 high-achieving (AAB+) undergraduate applicants, sourced from YouthSight's OpinionPanel Community; 272 completed
UCAS Fair	April 18	To find out through interviews about the importance of course pages early in the journey	17 interviews in one-day
Year of entry (task based research)	March 2018	Most important course information, including small sample 'think aloud' participants	311 participants
Persona development	December 2017	To understand the decision making process, target audience, competitors and brand perception - UG market	
Web audit	Aug 2017	Baseline for user needs and to find out the issues with the current publishing model at the University	10,000 pages of multiple platforms
Headings study	Dec 2016	To determine the most suitable headers for the UG course template to meet user needs.	105 students
Course page user needs true intent	Sep - Oct 2016	To identify the needs of prospective undergraduate students regarding course information and whether these needs are met with the content on the website	254 natural visitors to course pages
Site wide true intent	Sep - October 2016	True Intent study on our corporate and faculty websites in September and October 2016	1,036 natural visitors to 38 faculty, Academic Units and corporate sites

APPENDIX 2 COURSES LIST

Courses sample we looked at during Alpha

Course name	AS IS	HEFCE (Office for students)	RAD
BA Games Design and Art	https://www.southampton.ac.uk/wsa/undergraduate/courses/ba_games_design.page	http://uos.io/depth/views/course-hefce-gamesdesign.html?r=8726	http://uos.io/depth/views/course-rad-gamesdesign.html?r=8726
BA Politics and Spanish and Latin American Studies	https://www.southampton.ac.uk/soci/undergraduate/courses/Politics_list/rl42_ba_politics_and_spanish_or_portuguese_and_latin_american_studies.page	http://uos.io/depth/views/course-hefce-politicsandspanish.html	http://uos.io/depth/views/course-rad-politicsandspanish.html?r=11216
BSc Electronics and Computer Science	https://www.ecs.soton.ac.uk/programmes/bsc-computer-science	http://uos.io/depth/views/course-hefce-computerscience.html?r=8726	http://uos.io/depth/views/course-rad-computerscience.html?r=8726
BSc Oceanography with Physical Geography	https://www.southampton.ac.uk/oes/undergraduate/courses/oceanography/f7f8_bsc_oceanography_with_physical_geography.page	http://uos.io/depth/views/course-hefce-oceanography.html?r=8726	http://uos.io/depth/views/course-rad-oceanography.html?r=11216

APPENDIX 2 COURSES LIST

Courses sample we looked at during Alpha

Course name	AS IS	HEFCE (Office for students)	RAD
MEng Ship Science / Naval Engineering	https://www.southampton.ac.uk/engineering/undergraduate/courses/maritime_engineering/h500_meng_ship_science_naval_engineering.page	http://uos.io/depth/views/course-hefce-shipscience.html?r=8726	http://uos.io/depth/views/course-rad-shipscience.html?r=8726
BN Bachelor of Nursing (Adult)	https://www.southampton.ac.uk/healthsciences/undergraduate/courses/bsc_nursing_adult.page	http://uos.io/depth/views/course-hefce-nursing.html?r=8726	http://uos.io/depth/views/course-rad-nursing.html?r=8726
BMBS Medicine and BMedSc	https://www.southampton.ac.uk/medicine/undergraduate/courses/bm5_a100.page	http://uos.io/depth/views/course-hefce-medicine.html?r=8726	http://uos.io/depth/views/course-rad-medicine.html?r=11216

APPENDIX 3 ANCILLARY PAGES

Ancillary pages we looked at during Alpha

Page	Current URL	Test URL
How to apply	https://www.southampton.ac.uk/courses/how-to-apply.page	http://uos.io/depth/views/rad-apply.html?r=8726
Book an open day	https://www.southampton.ac.uk/about/visit/open-days.page and then	http://uos.io/depth/views/rad-open-day.html?r=8726
Open Day plan	https://www.southampton.ac.uk/about/visit/open-days.page	http://uos.io/depth/views/rad-open-dayplan.html?r=8726