



SPACECRAFT

University of West Georgia Design Brief



Jadu®

UWG

DESIGN BRIEF

DISCOVERY

This is the cornerstone of beautiful user experience design. Spacecraft will gather insights from the completed design questionnaire, analytics, brand guidelines and design start meeting to fully understand the needs of University of West Georgia. Spacecraft will also run workshops with the key stakeholders identified to understand information architecture, user behaviour and to ensure all decisions around structure and design are evidenced through the research.

DESIGN CONCEPTS

Spacecraft will utilise what they learnt during the Discovery phase to create one set of Wireframes to present page structures covering desktop, tablet and mobile viewports for the three key pages UWG have identified; homepage, admissions page and program details page. Following feedback and an iteration of the wireframes, Spacecraft will provide wireframes for the additional thirteen pages identified. Following feedback and a further iteration of the wireframes, Spacecraft will provide three different static Homepage designs covering desktop, tablet and mobile for UWG to review and feedback. Upon understanding the design elements which UWG love, like and dislike, Spacecraft will provide a full set of Design Concept visuals for the three key pages. Again, after further review and feedback, the additional thirteen pages identified will be designed with the breakpoints for tablet and mobile.

DESIGN MOCKUP

Spacecraft will produce a fully-responsive Mockup based on the final Design Concept pages identified, incorporating any feedback received. This Mockup will be created using the latest version of HTML(5) and CSS(3). Again, the mockups will be delivered iteratively, initially showing the three key pages before the additional thirteen, with opportunity to review the Design Mockups and provide feedback. At this stage, Spacecraft will come on-site to run a series of eye tracking workshops with our key user groups to validate the design and identify any issues or areas for improvement. Spacecraft will then iterate the Mockup in line with any comments to produce the final Design Mockup for UWG's sign off. In addition, Spacecraft will provide a style guide, documenting the style of core elements to assist UWG in the creation of further pages that follow the overall design principles.

DESIGN GOALS

DESIGN GOAL 1

We want to use the website as a platform for digital storytelling to assist in UWG's overall marketing, communication and recruitment strategy **because** it will boost the reputation of the university and attract prospective students, faculty, key influencers and alumni **so that** we advance the University's mission, brand and messages to core constituents.

DESIGN GOAL 2

We want to enhance our online visual identity in line with our brand refresh **because** our current website doesn't reflect our brand and is disconnected from our marketing strategy **so that** we establish consistency, transform and simplify the UWG end-user experience into a succinct and effective interface.

DESIGN GOAL 3

We want to provide an optimised browsing experience across all devices with a visually appealing responsive site incorporating the latest web trends **because** our current website isn't fit for purpose, with mobile users experiencing usability issues **so that** our website is mobile friendly and easier to use for persons with disabilities.

DESIGN GOAL 4

We want to improve the quality of layout and navigation **because** the current website is not consistent and difficult to navigate **so that** our website is easy to navigate, making key information and resources easily accessible.

DESIGN SPECIFICATION

OVERVIEW

The re-design of UWG's website should focus on telling the story of the people, places, events and activities that the users will identify with. The bold new branding will be used to ensure a consistent feel across the university and create a strong visual impact.

A focus on modern web trends, with full width content bands and isotope 'Pinterest' style layouts for news and events will be incorporated. UWG will provide Spacecraft access to a library of photographs to be used in the page mockups.

The sites discussed during the design start meeting and the onsite visit will be referenced for inspiration, with the detailed notes taken to be shared with the Spacecraft team. For UWG's visibility, some key points have been detailed below.

COLOUR

UWG's brand guidelines defines the colour scheme of blue, red and grey with the pantone numbers provided. Blue is the primary colour and Spacecraft will focus on using this with the supplementary colours of red and grey as accents. UWG have also indicated a wish to focus white space to make the page feel clean, organized and modern.

TYPOGRAPHY

Helvetica with a reduced letter spacing of -0.8 is UWG's brand font, and Spacecraft will ensure helvetica is used throughout the design. Each department will also have a text based logo rather than an image, to ensure consistency across the university.

NAVIGATION

It's vital to UWG that the navigation of the new design is appropriate and consistent throughout the whole site. The work undertaken in the workshops will inform the navigation structure and this will be tested with users when Spacecraft return on-site to run the eye tracking sessions. UWG have indicated a wish to have a fixed navigation when the user scrolls, looking at schools such as Notre Dame, Kennesaw and Dickinson for inspiration.

GUIDING PRINCIPLES

1 Starting with facts

When designing content or functionality, start with evidence. Analytics inform decisions to help avoid assumptions. Customer research provides a depth of information not readily available from data alone. Both inform all aspects of the design.

2 Graceful browser degradation

With regards to browsers and mobile operating systems, we will design with the newest and most technologically advanced in mind, ensuring that the style and functions gracefully degrade for older and legacy browsers. More time will be allocated to improve the viewing experience for the newer viewports than supporting the old.

3 One team, shared ownership

Jadu work with clients, not for them, creating one team for a project, all of whom have a collective responsibility on ensuring every aspect of the project is reaching its goals. Browser and device testing falls under this, and team members from both sides are responsible for ensuring that the project adheres to the strategy.

4 Latest version as gospel

With the exception of Internet Explorer, we will only ever use the latest version of a browser or operating system to test. If an element appears broken in one or a number of legacy versions but is rendering correctly in the latest version, the latest version will be taken as the true result.

5 Acceptance of change

Whilst the browser specifics listed in this document are accurate at the time of the project, we need to accept that these may change and further analytics research may need to happen. From future investigation, the principles would remain static but the strategy details would change, adapting based on the findings. As patterns in usage change and new browsers and devices are released, so are new testing strategies, all remaining true to the fundamental core principles.

6 Accessibility, not symmetry

Whilst we want our site to convey our visuals as much as possible, we have already discussed how this is not always possible. The overarching principle for browsers and devices not in the list is to ensure all text and images are accessible and readable.

BROWSER SUPPORT

Crafting a responsive design as standard helps to ensure that we provide a beautiful experience for the user on any one of their chosen modern devices.

INTERNET EXPLORER 9, 10, 11 & EDGE – FULL SUPPORT

We will support IE9, IE10, IE11 and Edge as fully as possible, adding in whatever browser enhancements it is capable of supporting (IE9 unfortunately has a few minor limitations, such as no support for CSS text shadow). Any display issues caused by IE9, IE10 or IE11 bugs will be tested and fixed in the latest OS and a fully responsive layout will be implemented.

GOOGLE CHROME – (LATEST VERSION) FULL SUPPORT

MOZILLA FIREFOX – (LATEST VERSION) FULL SUPPORT

SAFARI – (LATEST VERSION) FULL SUPPORT

MOBILE OS

Crafting a responsive design as standard helps to ensure that we provide a beautiful experience for the user on any one of their chosen modern devices.

ANDROID: CHROME – (LATEST VERSION) FULL SUPPORT

With the sheer amount of Android devices and versions, it would be difficult to assure full support for all of them, however we will fully support the latest version of Android's native browser, and do our best to ensure non-enriched support on any legacy systems.

MOBILE SAFARI – (LATEST VERSION) FULL SUPPORT

iOS Safari has not differed too much in terms of usability in its more recent versions, although some bugs are still there on older versions of devices (First Gen iPads, etc) - as such we offer full support for the latest version of iOS, and non-enriched for any earlier versions.



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