



Digital Design: Redeveloping the University Website

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18 March 2014

Drivers for the Redesign

- Retiring of CMS
- Incorporate responsive design
- Update the design
- A content based approach
- A more flexible platform

Principles behind the redesign

- A window to the University
- Showcasing content
- More consistent approach
- User-centric design
- On-brand
- An iterative approach
- Structured around users not organisation

The Process

- A formal project established
- Extensive consultation throughout
- Agency appointed through tender
- Stage 1: Discovery; Stage 2: Design; Stage 3: Development.
- Risk assessments, stakeholders identified
- Communications plan developed

Choosing the CMS

- Needs and Requirements Analysis
- Request for Proposal
- Tender for Digital Partner
- Appointment of Torchbox using Drupal

Discovery and Design phases

- Consultation and requirements gathering with all stakeholders
- Scope developed
- Personas
- Design direction established
- Feedback on designs

Scope

- All Admissions content, Fees and Funding, About the University, News and Events, Research, Current Students, Staff Gateway, Local Community, Visitors
- ~ 8,000 pages
- Scope document to define required features

Persona example

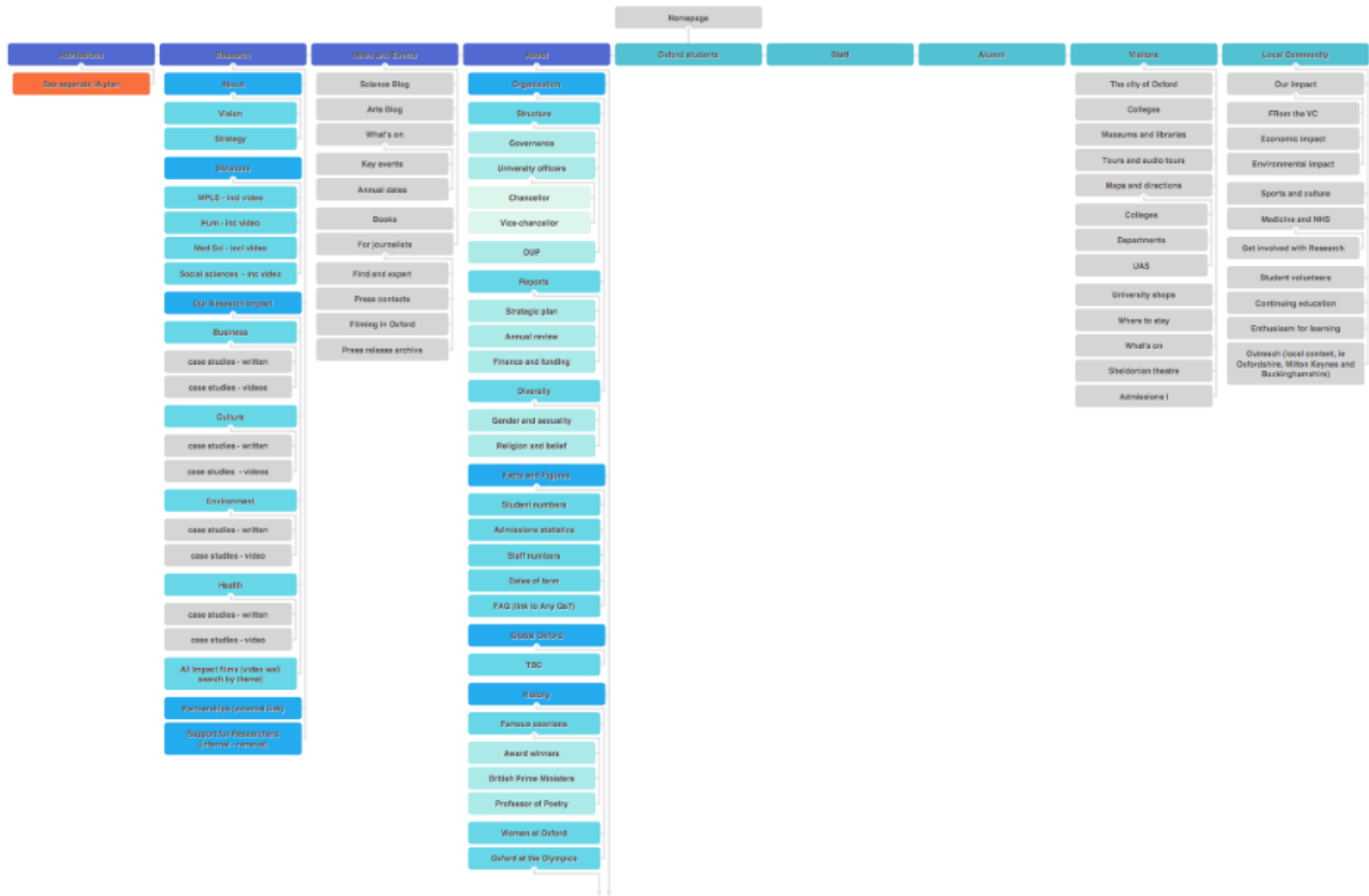


Jonathan Green

"A motivated state school student desperate to be accepted into the University."

About: Year 12 student studying Maths, English, Economics at A-level. Predicted A*AA.
Age: 17
Audience: Prospective undergraduate student

Background and use of web	Motivation and relationship	Goals and tasks for visit	Frustrations	Opportunities
<ul style="list-style-type: none">▶ Comes from a fairly modest household - £25k total income - and is the star pupil at the local state secondary.▶ He's very IT literate, having grown up with a PC in his room but doesn't have a smartphone as can't afford the tariff.▶ Has had a paying Saturday job for the last year.	<ul style="list-style-type: none">▶ Money motivated, and sees Oxford as the launch pad for a career with great money-earning prospects.▶ Keen to become an investment banker.▶ Is already very interested in Oxford as they've visited his school often and Jonathan is impressed; he's desperate to get accepted.▶ Already knows that the course is right for him (Economics and Management).	<ul style="list-style-type: none">▶ Finding out which colleges do E&M and their Open Days.▶ Struggling to make up his mind which college would be best for him as so many offer it.▶ Interested in finding out more about the tutors at the colleges he's thinking of applying to.▶ Find out what daily life is like at the colleges.▶ What grants can I apply for?	<ul style="list-style-type: none">▶ Lack of links to the college tutors on the college pages in Admissions.▶ Lack of informal guides to life at some of the colleges.	<ul style="list-style-type: none">▶ Encourage Jonathan to think more about the course than the college when applying.▶ Reassurance about studying and life for state school students.▶ Show success stories of E&M alumni better on the admissions pages.



Design direction

The screenshot shows the 'DPhil in Astrophysics' page on the University of Oxford Graduate website. The page features a dark blue header with navigation links like 'ADMISIONS', 'RESEARCH', 'NEWS', and 'WHAT'S ON'. Below the header is a large, vibrant image of a nebula. The main content area is titled 'DPhil in Astrophysics' and includes sections for 'ABOUT THE COURSE', 'DEPARTMENT', 'CONTACT', and 'SEE ALSO'. A video player is embedded in the 'ABOUT THE COURSE' section, showing a woman speaking. The page also features a sidebar with 'ASTROPHYSICS' and '202302' and a 'GRADUATE' logo.



The screenshot shows the University of Oxford website homepage. The top navigation bar includes links for 'STAFF', 'GRADUATE STUDENTS', 'ALMA MATER', 'VISITORS', and 'LOCAL COMMUNITY'. The main banner features a large image of Aung San Suu Kyi receiving an honorary degree, with the text 'AUNG SAN SUU KYI HONoured' and 'Nobel Peace Prize winner receives honorary degree'. Below the banner are sections for 'NEWS', 'EVENTS', 'DISCOVER', and 'STUDYING AT OXFORD'. The 'DISCOVER' section includes five video thumbnails: 'THE LABORATORY WITH LEAVES', 'THE ASPENDEAN', 'DEVELOPING OXFORD', 'THE VALUE OF HUMANITIES', and 'THE ROAD'. The 'STUDYING AT OXFORD' section includes four video thumbnails: 'Undergraduate admissions', 'Graduate admissions', 'Continuing education', and 'Current Oxford students'. The footer contains a grid of links for 'ADMISSIONS', 'RESEARCH', 'ABOUT', 'DIVISIONS', and 'COLLEGES', along with social media icons and a footer text: '© UNIVERSITY OF OXFORD 2013. CONTACT US. ABOUT THIS SITE. LEGAL. PRIVACY POLICY'.



Any questions?

Testing results

- External agencies – Bunnyfoot and Torchbox – June 2013
 - Pop-up on certain OxWeb pages
 - Tested both IA and designs
 - Results very positive eg 90% of UG located courses
- Internal
 - Prospective student user testing; early March 2014

Current student user testing; mid-March 2014

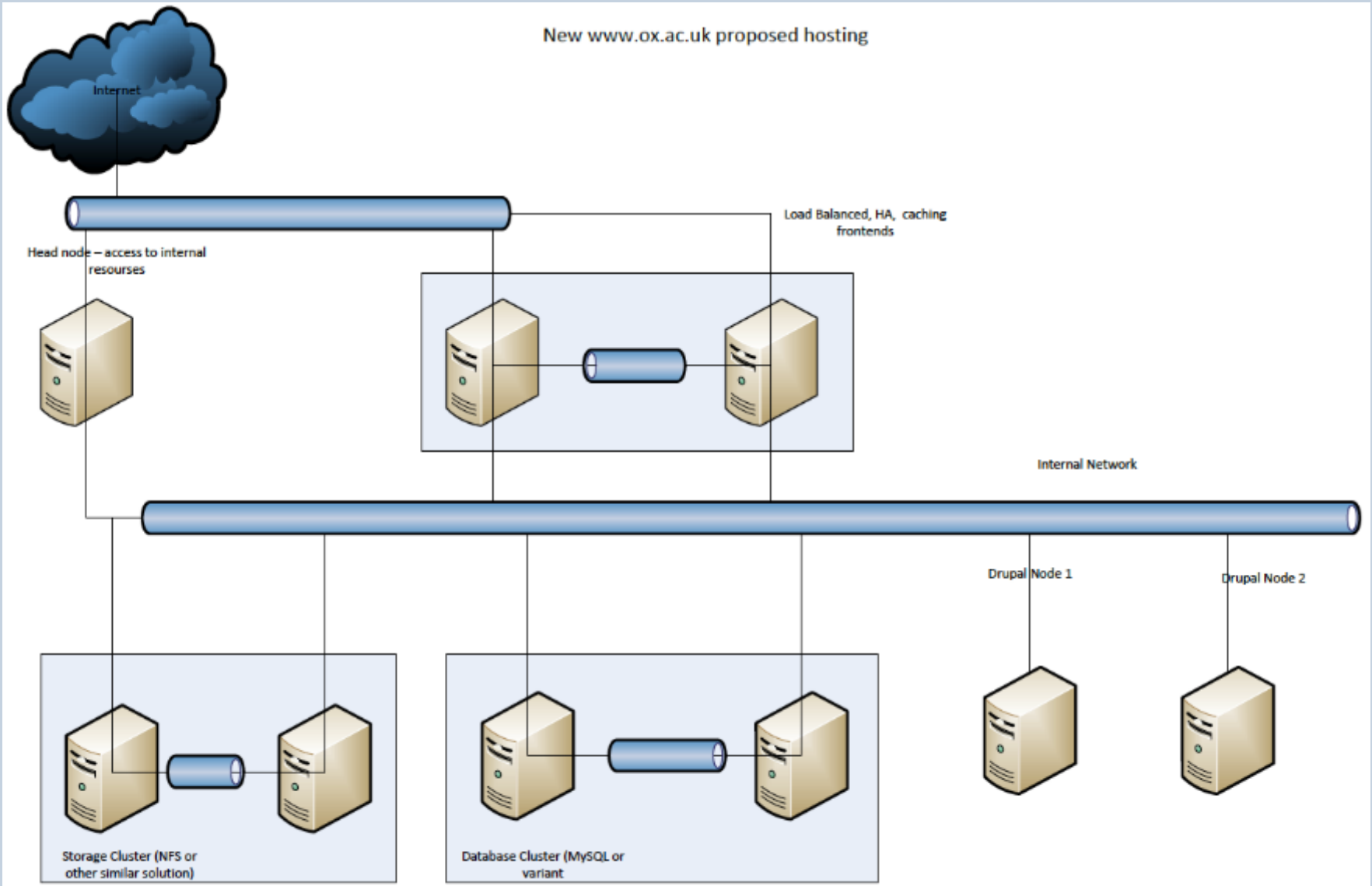
Development phase

- Scheduled go live April 23rd - Sep 2014
- Review and update IA
- Review and update content
- Streamline content management process
- Web style guide and editorial governance developed

Platform and architecture

- Hosted on the University's private cloud – administered by NSMS
- Drupal 7 configured by Torchbox with many additional modules including:
 - @font-your-face, colorbox, context, custom breadcrumbs, display suite, domain access, entity API, Google Analytics, Google Appliance, LinkIt, media, meta tags, secure pages, token, views, and workbench.
- Valid HTML 5 and CSS 3

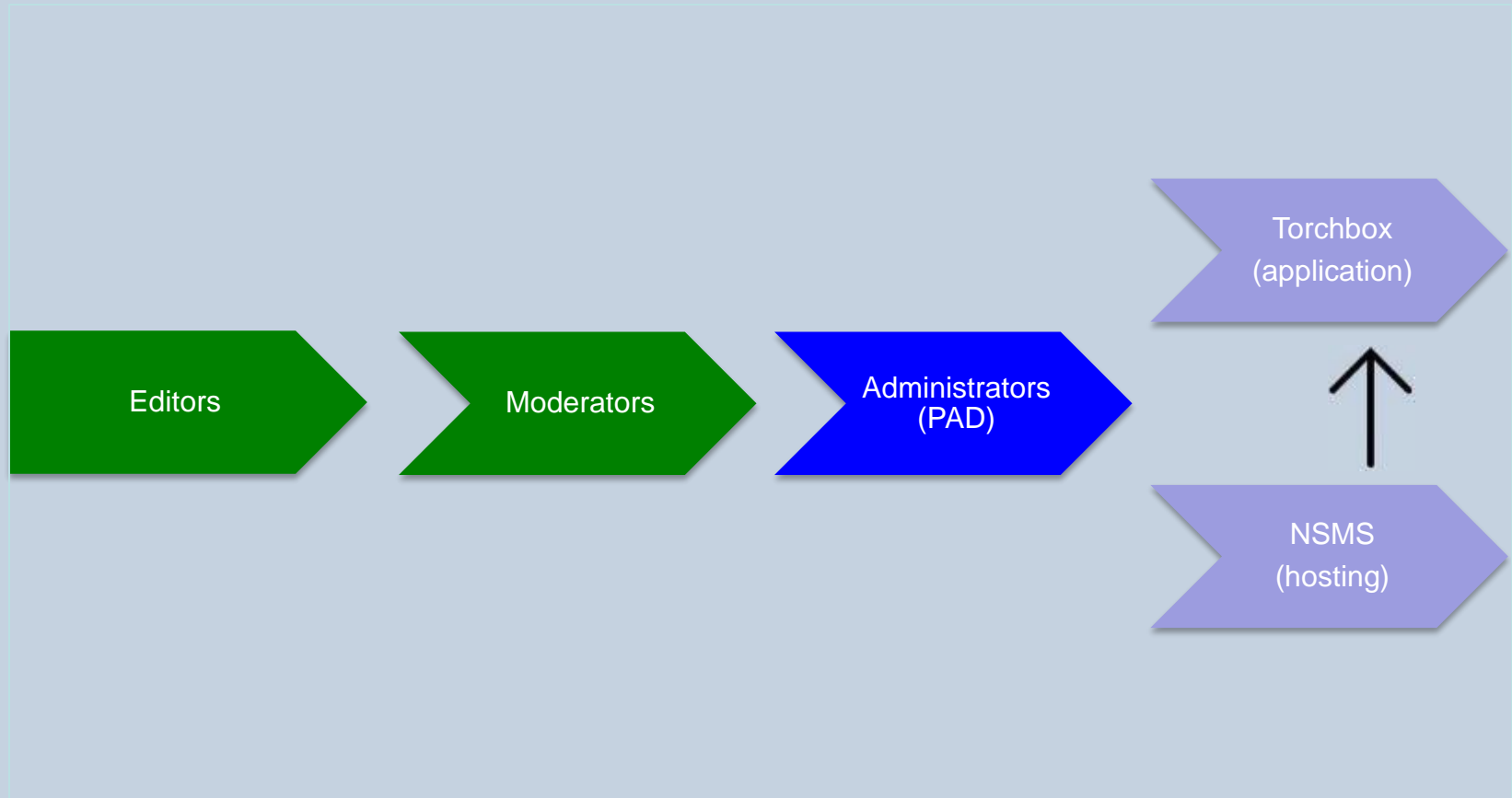
New www.ox.ac.uk proposed hosting



Application testing

- IT Services performed/commissioned
 - Security/penetration testing (Computerlinks)
 - Performance testing
 - Resilience testing
- Largely successful with majority passes, but highlighted some medium and low impact concerns

Support model and agreement





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NEWS [All News](#)



ce_Scientists identify the switch that says it's time to sleep

18 FEB 2014



ce_'Future water shortages in the UK could disrupt electricity supplies'

20 FEB 2014



VC's termly newsletter

from Michaelmas Term 2013

EVENTS

There are no upcoming events.

DISCOVER



OXFORD PEOPLE
Olympic Gold in 2012



SPOTLIGHT ON COURSES
Studying Chemistry as an undergraduate



VISIT OXFORD UNIVERSITY
Go behind the scenes with Karine Hagen at



CONTINUING EDUCATION
Oxford is one of the largest providers of



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Home > Admissions > Undergraduate > Courses > Biochemistry (Molecular and Cellular)

Biochemistry (Molecular and Cellular)

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ABOUT REQUIREMENTS HOW TO APPLY TUITION FEES STUDENT PROFILES KEY INFORMATION SET

What is Biochemistry?

The study of living things at the molecular level has undergone tremendous expansion in recent years, leading to ever increasing insights into topics as various as the origin of life, the nature of disease and the development of individual organisms. Powerful new techniques, such as those of molecular genetics and NMR spectroscopy, enable us to analyse biological phenomena in more and more precise molecular terms. These studies have led to commercially valuable developments in drug design and synthesis, forensic science, environmental sensing and a whole range of other areas. Furthermore, advances in biochemistry are largely responsible for the breakdown of traditional boundaries between cell biology, medicine, physics and

AN MBIOCHEM IN 4 YEARS
UCAS CODE: C700

COURSE STATISTICS FOR 2013 ENTRY

Interviewed: 79%
Successful: 27%
Intake: 90

TUITION FEES FOR 2014

Home/EU: £9,000/year
No upfront costs: you can get a loan for the full amount
Grants, bursaries and scholarships available

MORE INFORMATION

[Programme Specification](#)
www.bioch.ox.ac.uk
admissions@bioch.ox.ac.uk

OPEN DAYS

2 and 3 July, and 19 September 2014



Home | Admissions | Undergraduate | International students

International students



Oxford is one of the most international universities in the world. One third of our students are international citizens (including 17% of undergraduates), who come from 138 different countries.

The University has a long experience of helping international students settle in. Centuries before most of today's leading universities existed, we welcomed our first international student, Emo of Priesland, in 1190.

To help you make the transition to study at Oxford, we offer:

- A meet-and-greet service at Heathrow Airport
- The International Student Orientation Programme
- Immigration and visa advice

Academic qualifications

You do not have to take British A-levels to apply to Oxford - we accept school-leaving qualifications from many different countries. See the full list of international qualifications.

Applying to Oxford

International applicants should follow the standard application procedure, to include taking any tests and, if shortlisted, attending an interview.

SEE ALSO

- International qualifications

RELATED DOCUMENTS

- Guide for international students
3.62 MB
- A guide to Oxford for America students
1.25 MB

Can't find what you're looking for?

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ASK A QUESTION

UNIVERSITY OF OXFORD

UNDERGRADUATE


COURSES ▾ COLLEGES ▾ FEES AND FUNDING ▾ APPLYING TO OXFORD ▾ INTERNATIONAL STUDENTS ▾ OPEN DAYS AND OUTREACH ▾

ADMISSIONS ▾

RESEARCH ▾

NEWS & EVENTS ▾

ABOUT ▾



Home > Admissions > Undergraduate > International students

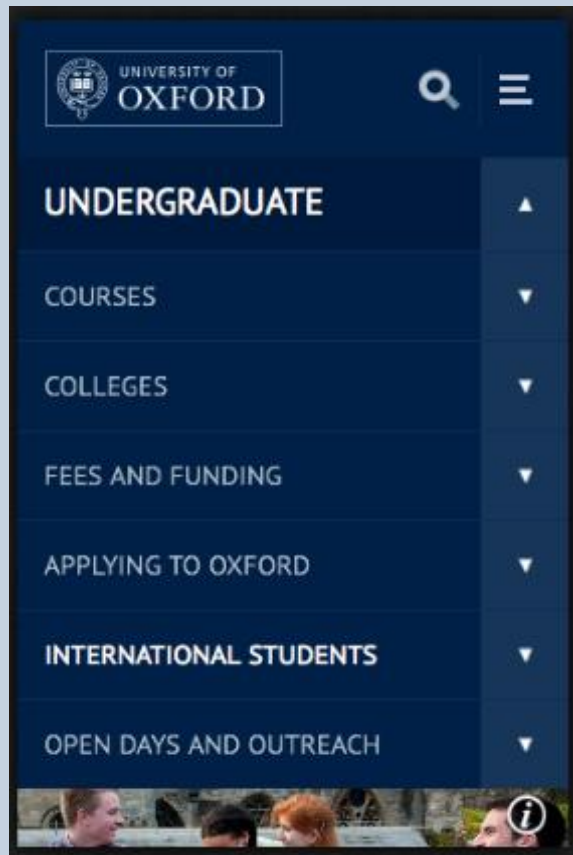
International students

SHARE THIS Oxford is one of the most international universities in the

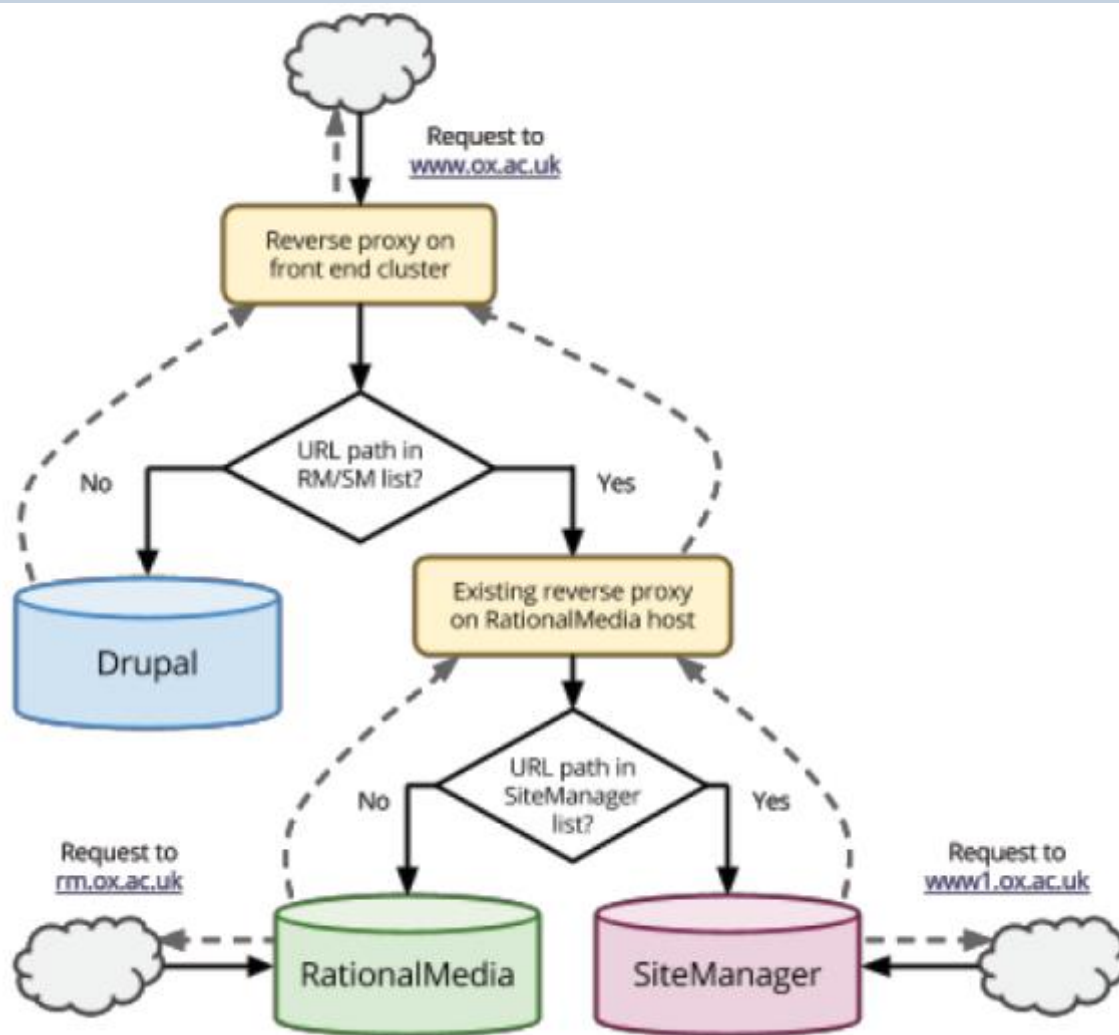
SEE ALSO

- [International qualifications](#)

RELATED DOCUMENTS



Launch plan



The Future

- Continual reviews - focus groups, statistics analysis, A/B tests, goal funnels
- Web Steering Group
- Editorial governance and style guide
- Phase 2 - all out of scope elements
- On-going development budget

Further Information

- OxWeb blog
(<https://sharepoint.nexus.ox.ac.uk/sites/eap/pad/oxweb>)
- Contacts us: digicomms@admin.ox.ac.uk
- Site: <http://ox-production.torchboxapps.com>