



Redesigning Made Easy... and Cheap

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Presentation Overview

- Beginning the project
- The planning process
- The design phase
- Working with the iModules design team
- Tips & tricks
- Lessons learned
- Alumni website redesign

Project Initiation

Redesign initiated Sept. 2013
after encouragement from new administration

Getting Started

- Web committee was established
- Sought proposals for external company to design, renavigate and test (iModules would still build out live versions of site).
 - Prices ranged from \$30k to \$250k (price excluding iModules build fees)
- Due to budget constraints/product quality we decided to take on the project ourselves

The Planning Phase

Previous OLLU Website

- Reviewed past usability testing results

 - What worked and what didn't

- Identified website issues

 - Outdated look and feel

 - Navigation issues

 - Audience entry points didn't carry across

 - Repetitive news/events

 - Ineffective use of real estate



Previous ollusa.edu homepage

The Planning Phase

Previous OLLU Website

Identified issues/complaints:

- All admission information in one section
- Access to information for other campuses was included within the same navigation
- Difficult for constituents to easily access information
- Outdated information

The screenshot shows the 'OUR LADY OF THE LAKE UNIVERSITY' website header with the tagline 'CATHOLIC HIGHER EDUCATION AND SERVICE SINCE 1895'. The navigation bar includes 'ACADEMICS', 'ADMISSIONS', 'STUDENT LIFE', and 'ABOUT OLLU'. The 'ADMISSIONS' menu is expanded, showing options like 'Undergrad Transfers', 'Undergraduate Adult Degree Completion', 'GRADUATE STUDENTS', 'Information Sessions', 'Programs Offered', 'Admission Requirements', 'Letters of Recommendation', 'Tuition & Fees', 'Financial Aid & Scholarships', 'Contact Us', 'Request Information', 'Visit Us', 'Interactive Campus Map', 'Driving Directions', and 'Weekend College'. The 'GRADUATE STUDENTS' section is highlighted, displaying text about graduate programs and contact information for the Graduate Admissions Office. A sidebar on the right features 'THE OLLU EXPERIENCE', 'Majors AZ', and a 'View Graduate Studies Application' button. Social media links for Facebook and YouTube are also visible.

- Previous ollusa.edu admissions section

The Planning Phase

Previous OLLU Website

Identified issues/complaints:

- Lack of template choices
- No unique landing pages
- Made it hard to differentiate between top level and interior pages

The screenshot shows the 'STUDENT LIFE' section of the OLLU website. The header includes the university name 'OUR LADY OF THE LAKE UNIVERSITY' and the tagline 'CATHOLIC HIGHER EDUCATION AND SERVICE SINCE 1895'. A navigation bar contains links for 'ACADEMICS', 'ADMISSIONS', 'STUDENT LIFE', and 'ABOUT OLLU'. The 'STUDENT LIFE' page features a sidebar with a menu of links such as 'Mission and Ministry', 'Housing & Residence Life', 'Dining Services', 'RESOURCES', 'Bookstore', 'Campus Technology', 'Career Services', 'Counseling Services', 'Health Services', 'Emergency Alert System', 'Student Employment', 'Student Success Center', 'University Ministry', 'INVOLVEMENT OPPORTUNITIES', 'Clubs & Organizations', 'Campus Recreation', 'Explore San Antonio', 'First-Year Connection', 'International Folk Culture Center', 'Service-Learning and Volunteerism', and 'Wellness and Activities Center'. The main content area includes an 'APPLY ONLINE' button, a 'REQUEST INFO' button, and a 'VISIT US' button. Below these are three paragraphs of text describing the university's vibrant community, its location in San Antonio, and a list of quick links for various services. At the bottom, there are three small images showing students in various campus settings.

- Previous *ollusa.edu* student life section

The Planning Phase

Goal Setting

- Defined and prioritized audiences
- Determined website goals
 - Use high quality imagery
 - Carry branding/messaging across site
 - Make site responsive
 - Reduce amount of content
 - Provide access to quick facts

* Wanted site to be a good representation of who we are as an institution reflecting our campus and Catholic identity

The Planning Phase

- Held discovery meetings with OLLU community
 - Faculty, staff, students and alumni
- Looked at current web trends (larger fonts, google fonts, billboard design, flat design, etc.)
- Researched other university sites
- Best Practices

The Design Process Begins

- Came up with preliminary designs
- Sent design concepts to iModules for timeline and pricing
 - Due to number of templates designed iModules recommended the project be completed in phases.
- iModules gave us two options:

Custom Hybrid Design

Provide iModules with desktop design.
iModules designs tablet and mobile versions of each template

Match Hybrid Design*

Provide iModules with desktop, tablet and mobile designs for each template

**Cheaper option*

The Design Process

- Showcased initial concepts to faculty, staff, students, alumni and administration
- Conducted usability testing (interactive pdfs)
- Used feedback and results to modify design concepts
- Received approval from administration
- Sent pdf versions of design concepts to iModules for review
 - Subsequent conference calls were held to clarify any questions or concerns

The Design Process

Continued...

- Used information/feedback from the conference calls to further modify concepts
- Sent iModules working files to design the tablet and mobile breakpoints
 - Photoshop files included detailed notes on how we wanted each piece to function (hover colors, drop down menus, search feature, page navigation, etc.)
- iModules delivered breakpoints via design blog for our team to review
 - Initial Site Breakpoints

The Design Process

Continued...

- Used design blog to note revisions that we wanted to have made to each template and submitted back to the design team
- Wash, Rinse, Repeat
Site Breakpoints - Revision I
- Approved breakpoints

The Design Process

Continued...

- iModules began to build templates into the sitemap.
 - Once templates were built we started creating the sitemap (navigation) structure by creating new pages and inputting content
 - Conducted usability and cross-browser testing with live templates on all breakpoints
 - Doing this aided in making additional revisions to the templates
 - We went through two rounds of build revisions with our design team
- Finalized designs for phase I templates
- Continued to build content into new templates
- Launched Phase I – Dec. 2014
- Began work on Phase II
 - Same review and revision process as phase I
 - Phase completed June 2015

The Numbers

- Phase I completed \approx 6 months
- Phase II completed \approx 6 months
- 10 templates created
- Total cost < \$45k

Getting the most out of a design

Tips & Tricks

As you are designing, determine how you want templates to function

- Homepage
- Admissions & Aid
- Default interior template
 - Interior/Plain
 - Interior/Rotator
 - Interior/Optional panel

Getting the most out of a design

Tips & Tricks

News Patterns – good feature to display varying types of information

- Rotators
- Various Listings
- Accordion
- Steps to apply

Getting the most out of a design Tips & Tricks

Code snippets – another way to use different elements throughout the site

- Social media icons
- Action buttons
- Contact information

Family Relations

Message from the Coordinator

Family Events

Family Newsletter

Event Photos

Family Legacy Brick

Campus News & Events

Helpful Resources

[Join the OLLU Family](#) >

[Order Your SAINTS Gear Online](#) >

[Purchase Family Legacy Brick](#) >

Contact Us

Alma C. Bustillo, MS
Family Relations Coordinator
210-431-5554
acbustillo@ollusa.edu

Stay Connected



Lessons Learned

Take note of your green and blue areas!!!

- Green means everything
- Blue means just this one thing

BACHELOR'S DEGREES IN CHEMISTRY

Home / Bachelor's Degrees in Chemistry

Bachelor's Degrees in Chemistry

Contact Us
Charles Smith, PhD
Professor of Chemistry
210-434-6711, ext. 2458
casmith1@ollusa.edu

Apply Online >

Request Info >

Visit OLLU >

Contact Us

Contact Us

Social

Social

Students in OLLU's undergraduate Chemistry program will find an active, yet nurturing, environment to start their career in a range of different fields including

Lessons Learned

Mobile content blocks are your friend

- Gives versatility of ways to layout content
- If you are comfortable using html code, it can provide additional versatility

The screenshot displays the OLLU Undergraduate Scholarships page on a mobile device. At the top is a dark blue navigation bar with white text for categories: ACADEMICS, ADMISSIONS & AID, CAMPUS LIFE, FAITH & SERVICE, DISCOVER OLLU, ATHLETICS, and ABOUT OLLU. Below the navigation bar is the main content area with a white background. The main heading is "UNDERGRADUATE SCHOLARSHIPS" in a large, dark blue font. Underneath the heading is a breadcrumb trail: a home icon followed by "/ Undergraduate Admissions / Costs and Financial Aid / Scholarships". The main text paragraph explains that OLLU's Office of Admissions evaluates each student's application for admission, high school Grade Point Average (GPA), and test scores from the ACT or SAT to determine scholarship amounts. It also mentions that students living in Residence Halls will be considered for additional scholarship amounts. Below this text is a section titled "OFFICE OF ADMISSION SCHOLARSHIP RANGES" in bold blue text. This section contains four yellow boxes, each with a title and a description of a scholarship. The first box is titled "Up to \$5,000" and describes a scholarship for students who performed well in high school. The second box is titled "Up to \$8,000" and describes an award for students with strong academic potential. The third box is titled "Up to \$10,000" and describes an award for students with exceptional achievement. The fourth box is titled "Up to \$16,500" and describes a prestigious scholarship for academically qualified students. Below these boxes is a section titled "ADDITIONAL SCHOLARSHIP OPPORTUNITIES" in bold blue text. This section contains two grey boxes: "Endowed Scholarships" and "OLLU Alumni Scholarship". To the right of the main content area is a sidebar with a white background. It contains several links: "Undergraduate Admissions", "Admission Requirements", "Already Accepted", "Costs and Financial Aid" (with a sub-link for "Scholarships"), "How to Apply for Financial Aid", "Net Price Calculator", "Military and Veterans", "Events and Deadlines", "Majors and Minors", "High School Counselors", and "Admissions Team". At the bottom of the sidebar are three yellow buttons with white text and right-pointing arrows: "Apply for PIN", "Complete FAFSA", and "Apply to OLLU".

Lessons Learned

Control Id's can be your friend
or enemy

- Can help you duplicate information easily
- Deleting them can delete content from various places

Degrees Offered

OLLU offers undergraduate, graduate and doctoral programs in three Texas locations. We also offer a variety of online programs.

Undergraduate Majors & Minors	Graduate Programs	Online Programs
Majors		Minors
Accounting	Mathematics+	Art
Art+	Mexican American Studies	Biology
Biology+	Multidisciplinary Studies	Business
Biomathematics	Music (Sacred Music)	Chemistry
Business	Political Science+	Child Studies
Chemistry	Pre Law and Legal Process	Computer Information Systems and Security
Chemical Biology	Psychology	Criminology and Criminal Justice
Communication and Learning Disorders (Speech Language Pathology)	General	Drama
Computer Information Systems and	Pre-Counseling	Economics
	Research	English
	Pre-Counseling/Research	
	Social Work	

Applying what we learned

Alumni Website Redesign

Using what we learned from redesigning the University website to design the Alumni website, which is in the beginning stages of a redesign

Applying what we learned

Alumni Website Redesign

OUR LADY OF THE LAKE UNIVERSITY
CATHOLIC HIGHER EDUCATION AND SERVICE SINCE 1895

APPLY ONLINE | ACADEMICS | ADMISSIONS & AID | CAMPUS LIFE | ABOUT OLLU

COMMUNITY TOOLS
First Time Login
Login
My Class Notes
Tech Support

ALUMNI LINKS
COMMUNITY HOME
Alumni Weekend 2015
Class Notes
Make a Gift
Alumni Newsletter
Newsletter Archive
Events
Athletics
Travel
Alumni Event Slideshows
Alumni Executive Council (AEC)
Outstanding Alumni
Alumni Benefits
Alumni Legacy Scholarship
Hot Jobs
Contact Us
Transcript Requests
Privacy Policy

STAY CONNECTED
Update your Information
Find us on Facebook
LinkedIn
HOT jobs

Welcome Alumni
Thanks for dropping by the OLLU Alumni page. We have many exciting things happening right now at the Lake that are only missing one thing...YOU! Please check back often for updates on venues for events.

Graduation Information
Texas Recognition is the Graduation Vendor
For any questions regarding regalia, ring and invitation orders please call 210-774-4374, 210-218-7889 or 210-853-0543.
If you need additional assistance, feel free to contact the Alumni office at 210-431-3985 or via email at alumni@ollusa.edu

Give to OLLU
Thanks to you, OLLU has one of the highest alumni giving rates in the region. In the recent U.S. News and World Report "Best Colleges" edition, OLLU was ranked first in San Antonio with a 14 percent alumni giving rate. This is above the national average and tied with Trinity University.
"We are proud of the fact that OLLU alumni give generously to their alma mater," said Debora Guzman Perez, director of Alumni Relations. "Our alumni appreciate what they have received from OLLU and they want to ensure that future generations of OLLU students have the same opportunities."
To continue the great OLLU alumni tradition of giving, contact the Alumni Office 210-431-3985 or give online now.

Be Involved:

- Start a Alumni Chapter
- Create a scholarship
- Recruit students in your area
- Participate in the Alumni scholarship or internship program
- Provide input on events you would like to see in your area

EVENTS
July 25, 2015
Lake Days - **volunteers needed**
8 a.m. - 1 p.m.
University Wellness and Activities Center

August 1, 2015
RGV Student Send Off - **volunteers needed**
2-4 p.m.
TBD

August 9, 2015
El Paso Student Send Off - **volunteers needed**
1:30-3:30 p.m.
TBD

August 15, 2015
Houston Student Send Off - **host location and volunteers needed**
12-2 p.m.
TBD

Current Site

ALUMNI & FRIENDS
OUR LADY OF THE LAKE UNIVERSITY

HOME | ABOUT US | CONTACT

LONG | TRACED | NEWS | SERVICES | SUPPORT | MORE INFO | TAG

JOIN THE FUN
SUPPORT THE SAINTS

MAR 24 ALUMNI BENEFIT
11:00 am
Hennrich Center

MAY 01 GRADUATION
11:00 am
Hennrich Center

JUN 30 ALUMNI WEEK
11:00 am
Hennrich Center

100% of Events

ALUMNI IMPACT

NEWS

HONOR STORIES

MONTHLY REFLECTION
This month we reflect on the life of Our Lady of the Lake. She is the mother of Jesus, the one who has been with us since the beginning, the one who has been with us since the beginning, the one who has been with us since the beginning.

CONNECTING SAINTS FOR LIFE

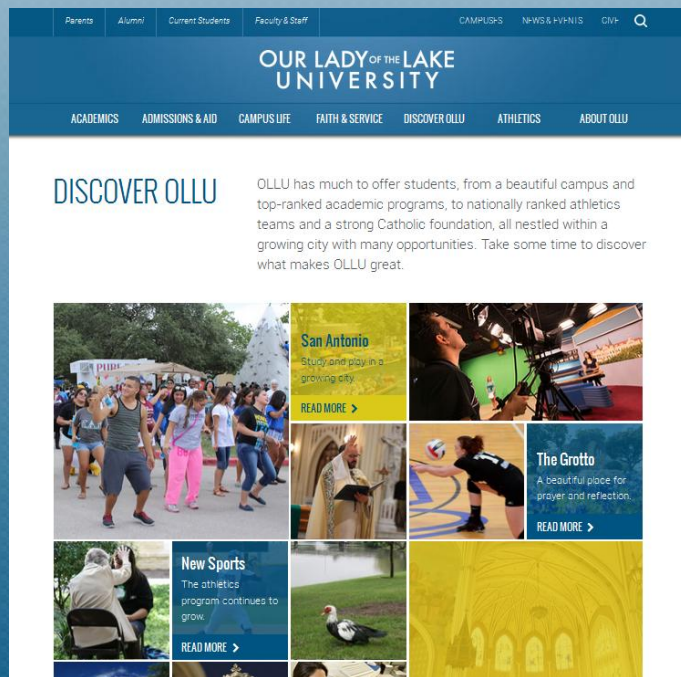
OUR LADY OF THE LAKE UNIVERSITY
ALUMNI & FRIENDS

New Site

Applying what we learned

Alumni Website Redesign

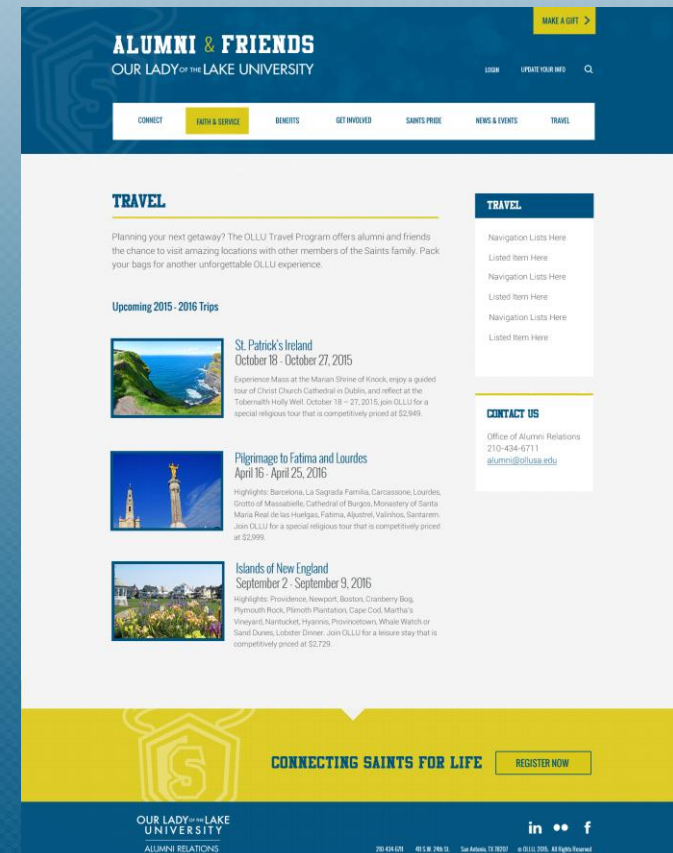
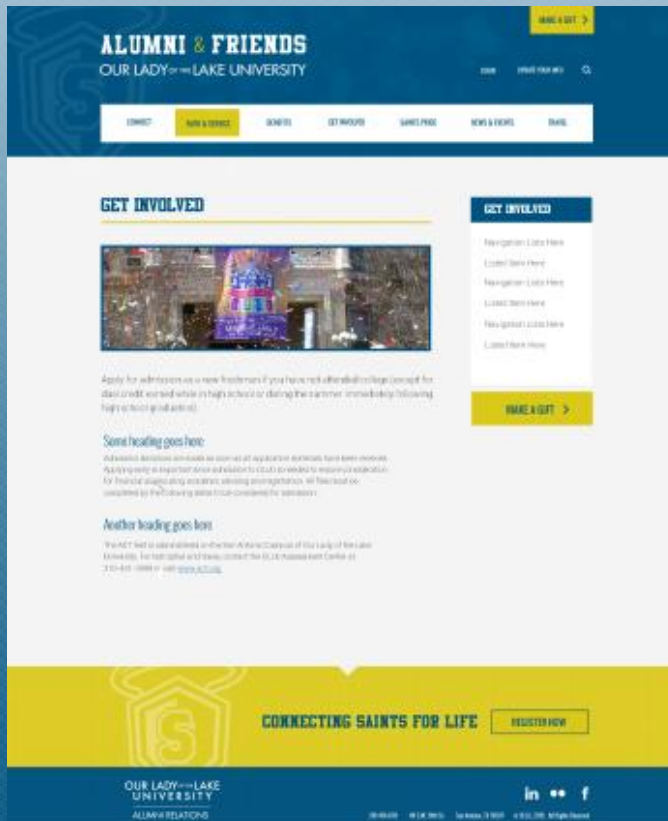
Template vs. Pattern - use of a pattern makes it simple to manipulate and display information



Applying what we learned

Alumni Website Redesign

Interior Template 1 - Same template with different layouts and options



Applying what we learned

Alumni Website Redesign

Interior Template 2- Same template with different layouts and options

ALUMNI & FRIENDS
OUR LADY OF THE LAKE UNIVERSITY

CONNECT **JOIN & SERVICE** BENEFITS GET INVOLVED SAINTS PRIDE NEWS & EVENTS TRAVEL

GET INVOLVED

Apply for admission as a new freshman if you have not attended college (except for dual credit earned while in high school or during the summer immediately following high school graduation).

Some heading goes here
Admission decisions are made as soon as all application materials have been received. Applying early is important since admission to OLLU is needed to ensure consideration for financial aid, housing, academic advising and registration. All fees must be completed by the following dates to be considered for admission.

Another heading goes here
The ACT test is administered on the San Antonio Campus of Our Lady of the Lake University. For test dates and times, contact the OLLU Assessment Center at 210-431-9998 or visit ollu.edu.

Navigation Lists Here
Listed Item Here
Navigation Lists Here
Listed Item Here
Navigation Lists Here
Listed Item Here

MAKE A GIFT

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The Lake Weekly
The Lake Weekly is OLLU's weekly internal newsletter. Get the most up-to-date campus news and information.

The Lake Front
The Lake Front is OLLU's student-run newspaper. View OLLU news from a student perspective.

Saints Athletics
OLLU has 14 intercollegiate teams and is part of the Red River Athletic Conference. Stay up to date on all things Saints.

CONNECTING SAINTS FOR LIFE REGISTER NOW

OUR LADY OF THE LAKE UNIVERSITY
ALUMNI RELATIONS

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OUR LADY OF THE LAKE UNIVERSITY

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MAKE A GIFT

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MONTHLY REFLECTION

"How can we see the visible proof of both goodness and evil side by side here? Providence governs all things, commands for everything, set a goal, and nothing, but to ever bring to good."

PRAYER REQUESTS

CONNECTING SAINTS FOR LIFE REGISTER NOW

OUR LADY OF THE LAKE UNIVERSITY
ALUMNI RELATIONS

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QUESTIONS ??

OUR LADY OF THE LAKE UNIVERSITY

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