

CARNEGIE

Creative & Content Strategy

# Indiana State University

Website Redesign

1.0, June 1, 2022



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1

# Information Architecture

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# Approach

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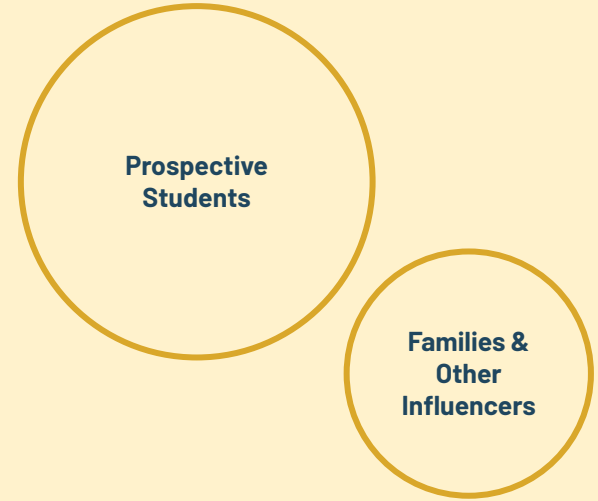
## Intuitive Experience, Clean Site Structure

Our proposed information architecture follows three key principles:

1. Make it easy for all site visitors to find what they are looking for.
2. Clear and recognizable labels.
3. Reduce unnecessary or redundant content.

### Primary Audiences:

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### Secondary Audiences:

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## Streamlined Organization for Prospective Students

The new structure focuses on the following goals:

**1. Focus on prospective students first.**

Primary navigation categories and menu items should reflect prospective student priorities.

**2. One program finder for all program**

**exploration.** The current site separates the program finder from a list of academic program offerings. Program information lives at both the university and college level. Combine this information for a better user experience.

**3. Create a new Student Life section specifically for prospective students.**

Organize this section by what students most want to know about the student experience outside the classroom. Show not only residential life, but also the diversity of experiences available to students.

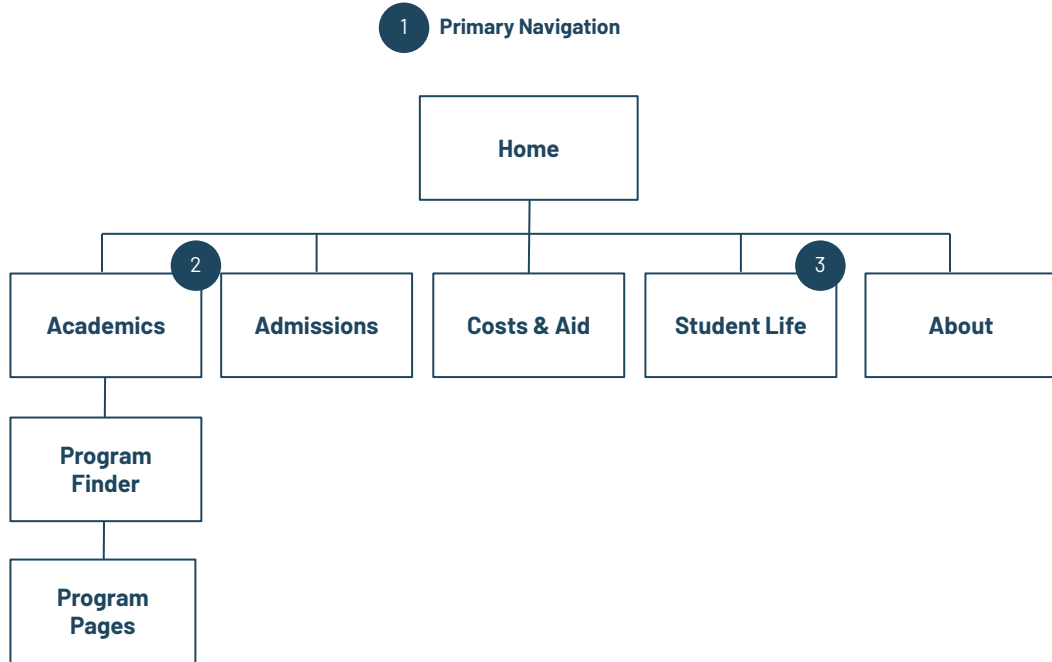
**4. Balance the needs of current students and other audiences with gateway pages.**

Replace varied pathways to Sycamore Express with an audience gateway page that curates resources for each audience and routes them to relevant information across the site.

**5. Keep calls to action focused and**

**consistent.** Keep recruitment focused actions front and center, and persistent across the site alongside a giving button.

# IA & Global Navigation



4 Audience Navigation

Current Students

Faculty & Staff

Parents & Families

Alumni

5 Calls to Action

Request Information

Visit

Apply

Make a Gift

## Information Architecture: Your Feedback

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**Take a look at the full diagram. Let us know what's working well and where you see gaps.**

- Do you see any glaring omissions in our proposed site structure?
- Are you comfortable with the proposed navigation sets?
- Are you comfortable with the navigation subcategories?
- Where do you see the biggest political or process issues to navigate with the proposed IA?
- Within each navigation set, what do you like best? What are you most concerned about?

2

# Content Models & Wireframes

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## Content Priorities

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### What do we want our content to accomplish?

During our discovery sessions and experience map interviews, key stakeholders told us how the website could better reflect the Indiana State experience. Those insights, paired with key messages in the next slide, should translate to the following content priorities:

1. Immersive, dynamic top-level landing pages that tell Indiana State's story — through photo, video and copy — and encourage exploration.
2. Robust, persuasive academic program pages that answer prospective students' questions and show them what's possible with an Indiana State degree.
3. Student success stories that highlight outcomes from a diverse array of Indiana State students and alumni.

## Key Website Messages

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### What do we want our content to communicate?

Prospective students need to walk away from the new website understanding:

1. **Programs:** Indiana State offers high-quality, innovative, in-demand programs that will prepare you for a career.
2. **Promise:** No matter who you are, you'll get a great education and individual support. Indiana State will prepare you for a lifetime of achievement.
3. **People:** We have a diverse, welcoming, and vibrant community where you'll belong.
4. **Place:** You'll live and learn on a beautiful campus. Small enough that you won't get lost in the crowd, big enough to offer the conveniences of city life.

## Introduction to Wireframes

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Wireframes have multiple applications in web design. Some are high-fidelity, detailing finer points of design that will eventually be “skinned” with colors and fonts.

For the purposes of our collaboration, however, the wireframes we’ve created are “low-fidelity.” They do not mean to dictate visual design in a prescriptive way. Instead, the homepage wireframe illustrates the ideas expressed in the content models and proposes initial ideas for navigation.

## Content Model: Homepage

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### Page Purpose

Tell the Indiana State story to prospective students with an emphasis on people, place, programs, and promise.

### Key Tasks

- Explore marketing-critical content
- Request information
- Apply

indstate.edu

**Brand Message**

**Quality Education: Programs + Story**

**Campus Beauty: Places + Story**

**Belonging: Student Life + Story**

**Keep Exploring**

# Content Model: Homepage

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## Content Outline

1. **Brand Message:** Use the top of your new homepage to introduce your new brand messaging with both text and video.
2. **Quality Education:** Encourage students to start their program exploration on the homepage. Pair with a student success story that speaks to Indiana State's academic quality. Link to the program finder.
3. **Campus Beauty:** Show the beautiful facilities and special places on campus. Pair with a student quote about their favorite place on campus.
4. **Belonging:** Give students a sense of how they can find community on campus by showing them all the different ways they can get involved in student life. Route to the new Student Life page. Pair with a student quote that speaks to the campus life experience.
5. **Keep Exploring:** Give students more content to continue to dive deeper into everything you have to offer. Feature the virtual tour, Cost & Aid, and another student story.

indstate.edu

1

**Brand Message**

2

**Quality Education: Programs + Story**

3

**Campus Beauty: Places + Story**

4

**Belonging: Student Life + Story**

5

**Keep Exploring**

# Wireframe: Homepage

Current Students Faculty & Staff Parents & Families Alumni Make a Gift

INDIANA STATE UNIVERSITY

Academics ▾ Admissions ▾ Cost & Aid ▾ Student Life ▾

I like that Indiana community and students are well

Teal Jaffee '20

←

2 of 6 — (Caption of 1-2 Sentences) Slideshow  
case of video, the full player will open in a mod

Virtu

Explore Indiana State University

↓

Committed to Helping You Succeed

Watch Video

INDIANA STATE UNIVERSITY

200 North Seventh Street  
Terre Haute, Indiana, USA  
47809-1902

Contact ISU

Experience a world-class ed  
compromise. More than 100  
programs, and endless oppo

Explore Majors & Program

Copyright © Indiana State University | Pol

## Content Model: Admissions

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### Page Purpose

Get prospective students excited about beginning their Indiana State journey and help them understand the process.

### Key Tasks

- Request Information
- Visit
- Apply

Home / Admissions

**Introduction**

**Timely Update**

**Indiana State Advantage**

**How to Get Started**

**Admissions Events**

**Student Testimonials**

**Visit and Virtual Tour**

# Content Model: Admissions

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## Content Outline

1. **Introduction:** A short paragraph or video welcoming prospective students to their future.
2. **Timely Update (Optional):** Keep one important announcement tied to the admissions cycle at the top of the page. For example, an upcoming application deadline, an open house, a significant change to admissions requirements such as no longer requiring standardized test scores.
3. **Indiana State Advantage:** Showcase this opportunity and guide students to learn more.
4. **How to Get Started:** Assure students that no matter what type of student they are or where they're coming from, they'll be supported through the application, enrollment, and orientation process. Route to audience segment page.
5. **Admissions Events:** Upcoming admissions-focused events.
6. **Student Testimonials:** Testimonials from students about why they chose Indiana State.
7. **Visit and Virtual Tour:** Invite students to schedule a campus tour or take a virtual tour.

## Home / Admissions

1

Introduction

2

Timely Update

3

Indiana State Advantage

4

How to Get Started

5

Admissions Events

6

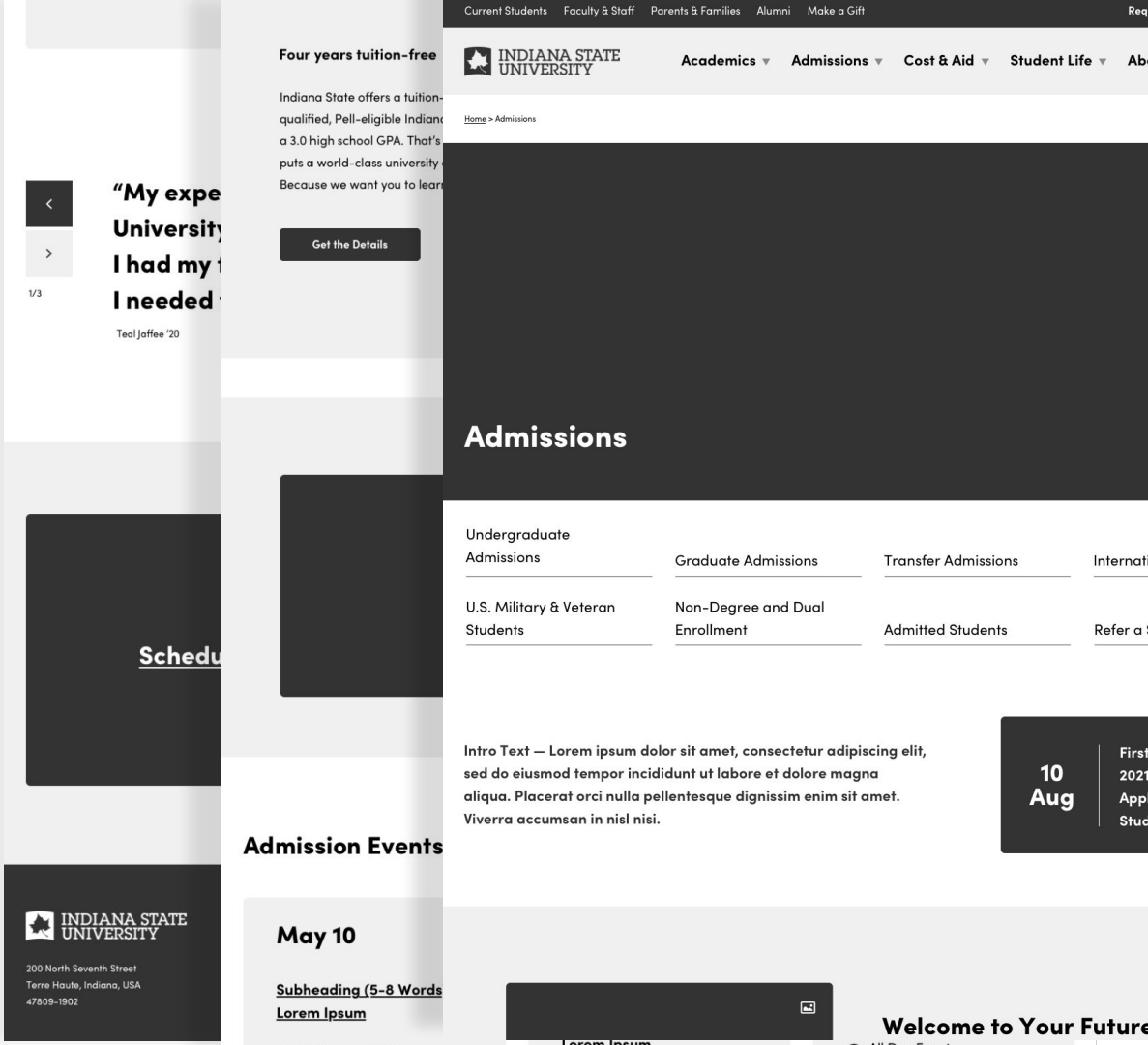
Student Testimonials

7

Visit and Virtual Tour



# Wireframe: Admissions & Financial Aid



## Content Model: Costs & Aid

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### Page Purpose

Show prospective students how they can afford their degree and why Indiana State is a worthy investment.

### Key Tasks

- Apply for Financial Aid
- Contact Financial Aid

## Homepage / Costs & Aid

**Introduction**

**ROI Stats**

**Types of Financial Aid**

**Key Dates and Deadlines**

**Calculate Your Costs**

**Contact Us**

## Content Model: Costs & Aid

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### Content Outline

1. **Introduction:** Tell students how Indiana State will put their dreams within reach, focusing on financial support. Include your Federal Student Code at the top of the page.
2. **ROI Stats:** Shift the conversation from “Indiana State is affordable” to “Indiana State is an investment” by focusing on stats that speak to student outcomes, such as job placement rates, starting salaries, and other alumni career data.
3. **Types of Financial Aid:** Define the main types of financial assistance: Grants, Scholarships, Loans, Work Study with links to learn more.
4. **Key Dates and Deadlines:** Show prospective students upcoming major deadlines, such as a FAFSA deadline.
5. **Calculate Your Costs:** Let students know they can use the Net Price Calculator to get a sense of what they might pay.
6. **Contact Us:** Include contact information for the Office of Student Financial Aid as well as a link to the site.

### Homepage / Costs & Aid

1

Introduction

2

ROI Stats

3

Types of Financial Aid

4

Key Dates and Deadlines

5

Calculate Your Costs

6

Contact Us

# Wireframe: Costs & Aid



23 Oct | Announcements (Words) — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

92% Placement Rate

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

10 Aug | Announcements (Words) — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Current Students | Faculty & Staff | Parents & Families | Alumni | Make a Gift

INDIANA STATE UNIVERSITY

Academics | Admissions | Cost & Aid | Student Life

Home > Cost & Aid

## Cost & Aid

Net Price Calculator | Scholarships | Undergraduate Costs | Graduate Costs

Office of Student Financial Aid

Intro Text — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Placerat orci nulla pellentesque dignissim enim sit amet. Viverra accumsan in nisl nisi.

Apply for aid and receive the Free Application for Student Aid (FAFSA) code is 001807.

You'll get a valuable education at a reasonable price.

## Content Model: Student Life

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### Page Purpose

Communicate what ISU offers outside the classroom to give prospective students a sense of what their life will be like and how they'll be supported.

### Key Tasks

- Explore content
- Schedule a visit

Home / Student Life

**Intro/Overview**

**Ways to Get Involved**

**Student Life Gallery**

**Life on Campus Routing**

**Upcoming Student Events**

**Visit Campus**

# Content Model: Student Life

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## Content Outline

1. **Intro:** A short paragraph plus photography or video to give student a sense of the full student life experience, particularly to first-generation students who don't know what to expect.
2. **Ways to Get Involved:** Briefly convey the array of things there are do to at ISU, with routing to Clubs & Activities.
3. **Student Life Gallery:** Use photos to show off hallmark student activities and ISU's beautiful campus spaces.
4. **Life on Campus Routing:** A routing grid highlighting key elements of the campus experience such as Living Learning Communities, Student Recreation Center, Charles E. Brown African American Cultural Center.
5. **Upcoming Student Events:** To give students a sense of what's happening on campus, curate a feed of upcoming student events.
6. **Visit Campus:** Make the page actionable by inviting prospective students to experience campus for themselves with paths to visit and take a virtual tour.

## Home / Student Life

1

Intro/Overview

2

Ways to Get Involved

3

Student Life Gallery

4

Life on Campus Routing

5

Upcoming Student Events

6

Visit Campus

# Wireframe: Student Life

## Upcoming Student

May 10

**Subheading (5-8 Word)**  
**Lorem Ipsum**

- 🕒 10:00 am - 3:00 pm
- 📍 Location Information

2 of 6 — (Caption of 1-2 Sentences) Slideshow (case of video, the full player will open in a mod

## Life on Campus



- Academics ▾
- Admissions ▾
- Cost & Aid ▾
- Student Life ▾

Home > Student Life

## Student Life

### Living Learning Communities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

## Schedule

- Clubs & Activities
- Housing & Dining
- Student Services
- Code

**Intro Text — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Placerat orci nulla pellentesque dignissim enim sit amet. Viverra accumsan in nisl nisi.**

### Subheading Hyperlink

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna



200 North Seventh Street  
Terre Haute, Indiana, USA  
47809-1902

## Ways to Get Involved

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Placerat orci nulla pellentesque dignissim enim

## Content Model: Academic Program Page

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### Page Purpose

Persuade prospective students to study a particular subject at Indiana State.

### Key Tasks

- Request Info
- Apply
- Contact Program

### Academic Program Page

**Program Intro and RFI**

**Why This Program**

**What You'll Learn**

**Career Possibilities**

**Optional Special Feature**

**Optional Additional Info**

**Related Programs**

**Contact Us**



# Content Model: Academic Program Page

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## Content Outline

1. **Program Intro and RFI:** Provide a top-level overview of the subject, paired with a Request for Information form.
2. **Why This Program:** Why should a student study this topic, and why at Indiana State?
3. **What You'll Learn:** What will students learn in this program or be able to do after? Include any tracks or specialization options here.
4. **Career Possibilities:** Show students what graduates of this program can go on to do through a list of common job titles, notable employers, or a range of career paths.
5. **Optional Special Feature:** When possible, feature a student success story, special facility, or differentiator.
6. **Accreditation & Additional Info:** A flexible, text-driven space to highlight program or college accreditations as well as other program or department-specific scholarships and unique opportunities.
7. **Related Programs:** Link to similar programs a prospective student may also want to consider.
8. **Contact Us:** Include admissions or program-specific contact information.

## Academic Program Page



# Wireframe: Academic Program Page

Optional Specialization

Placeholder for video or image

Optional Specialization Description

Call to Action

## Accreditation

Placeholder text for accreditation information.

Placeholder for video or image

## Additional Information

Placeholder text for additional information.



## Career Possibilities

Career

Career

Career

Career

Career

Current Students Faculty & Staff Parents & Families Alumni Make a Gift

INDIANA STATE UNIVERSITY

Academics Admissions Cost & Aid Student Life

Home > Academics > Majors & Programs > Program Name

# Program Name

Degree Type

Learn more about program name.

First Name\* Last Name\*

Email\* Phone\*

I consent to receive communications from Agnes Scott College and offers in accordance with the School's Privacy Policy.

Request Information

## Intro Text

Placeholder text for program introduction.

## Why This Program

Placeholder text for program benefits.

## Accreditation

Placeholder text for accreditation information.

Admission Requirements

Required Courses

Degree Map

Department

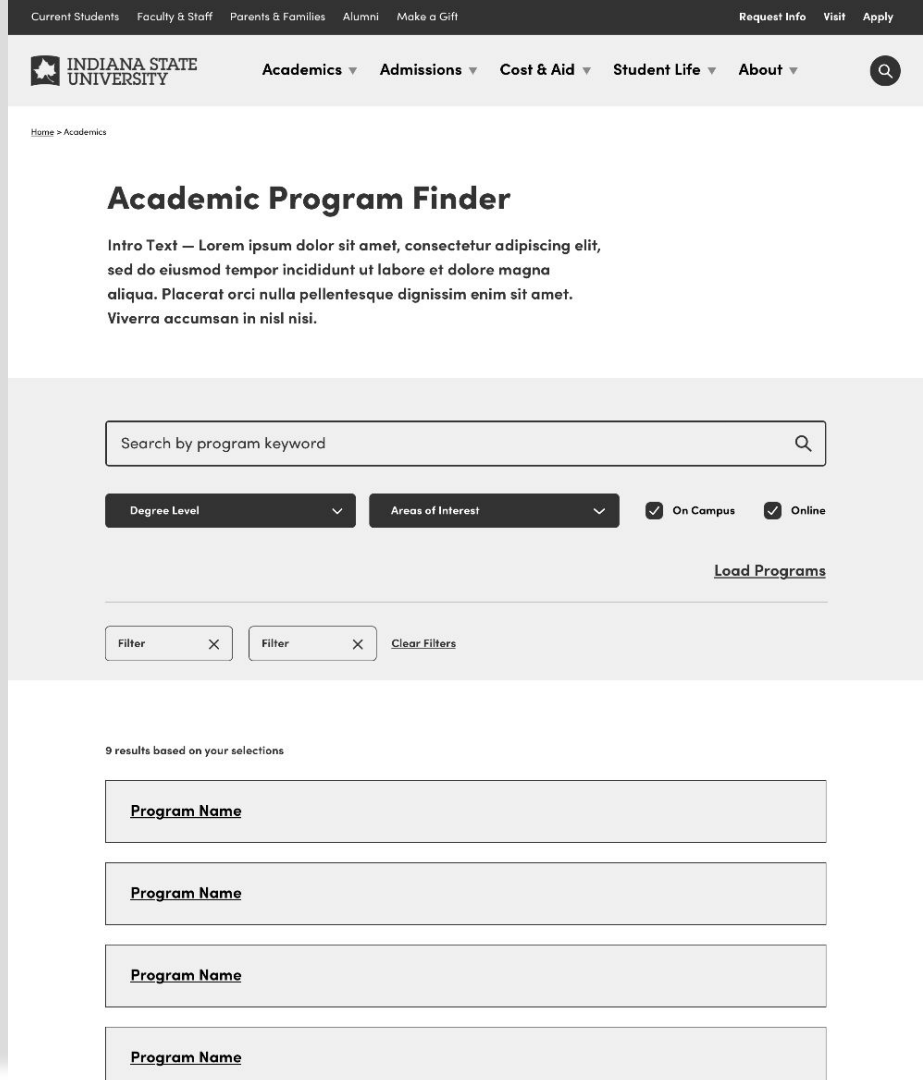
## Contact Us

Accounting Program  
Scott College of Business  
812-237-2015

Email

# Wireframe: Academic Program Finder

## Program Finder



3

# Design System Overview

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# Modular Components

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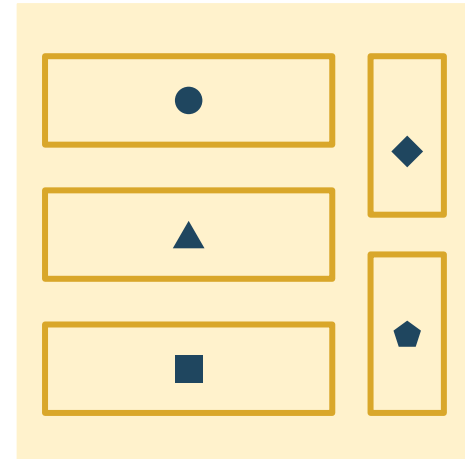
The Indiana State design system will be composed of a full range of modular components. Content contributors and page managers will be able to mix and match these components that will fit together seamlessly to create a variety of different page layouts.

## Secondary Template



- Single-column layout
- Optimal for landing pages
- Serves as routing to tertiary content
- A space for strong messaging, high-impact photography and assets, and clear CTAs

## Tertiary Template



- Two-column layout
- Best for deeper-level pages that contain granular information
- Allows for organizing lengthy text with lists, tables, accordions, and more
- Makes up the bulk of pages

# Templates & Pages

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**Together with components, Indiana State's full inventory of templates and pages bring order and structure to the website.** Multi-purpose templates contain a complete inventory of modules for a wide range of content types. All pages and template will share consistent color styles, UI elements, and typographic hierarchies.

## Single-Use Page Designs

- Homepage
- Program Finder

## Multipurpose Templates

- Full-Width Secondary
- Two-Column Tertiary

## Special-Use Templates

- Program Pages
- TBD

4

# Next Steps

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# What's Next

- + STRATEGY APPROVAL
- + WRITING PLAN
- + CREATIVE CONCEPTS



CARNEGIE

Thank You!

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