

State of the Web 2014

This time...it's mobile

Ryan Christie

Web Operations Manager

Alex Skorpinski

Web Content Manager

Jacob DeGeal

Creative Operations Manager



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Remember Kelsey?

- From Lincolnshire, IL
- Now 18 years old
- Senior in High School
- 24 ACT
- Nervous about graduating
- Still hates waiting



via sodahead.com



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Meet Kelsey's Parents

- Also from Lincolnshire
- Annual household income of \$108,237
- Unrealistically think they'll be getting a boat-load of free money.



via sophiespeaksout.blogspot.com

- Realistically understand this is one of the most expensive investment they're going to make in their lifetimes



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Speaking of investments...



- Parents and students are budgeting for multiple enrollment deposits while researching schools.
- Enrollment deposits used to be a promise of attendance, not so much anymore
- They attend meetings, gather information packets, peak behind the curtain



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Speaking of investments...

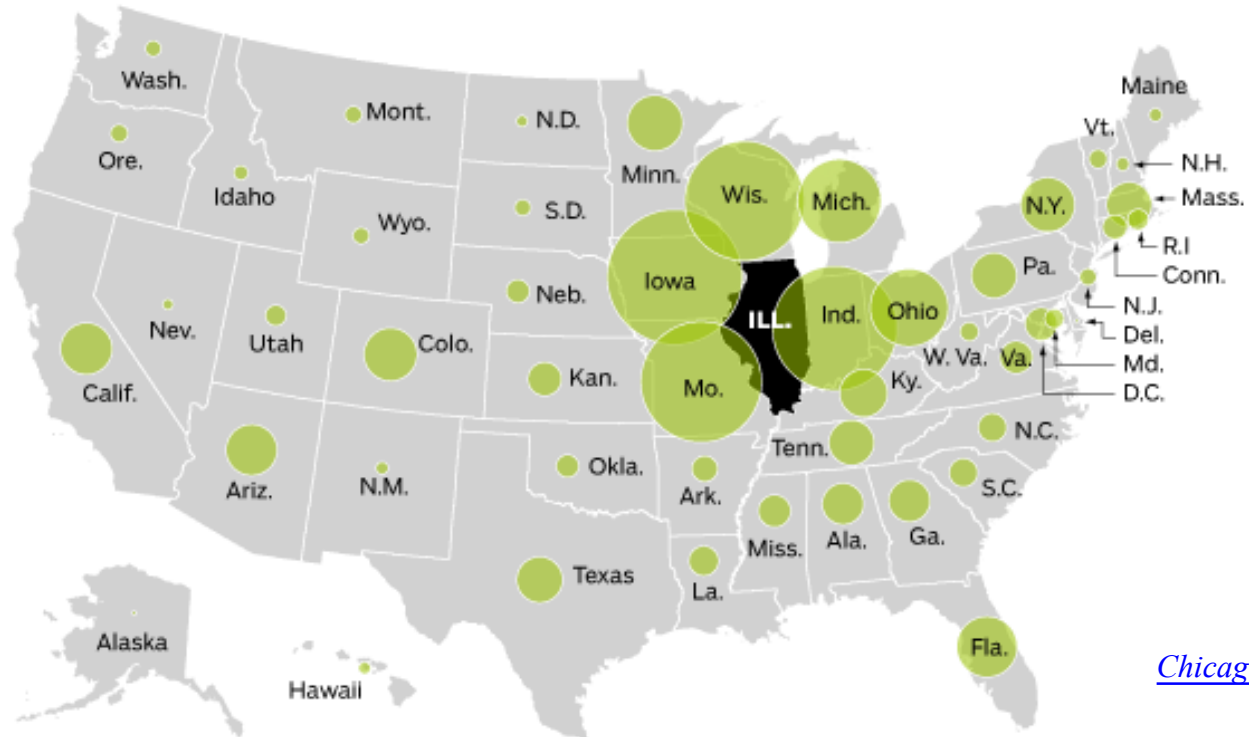


Orientation necessarily becomes more “sales” than it’s ever been before.



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So what?



[*Chicago Tribune*](#)

In a state that is second in the nation in exporting high school students to an out-of-state college, we must do everything we can to maintain market advantage.



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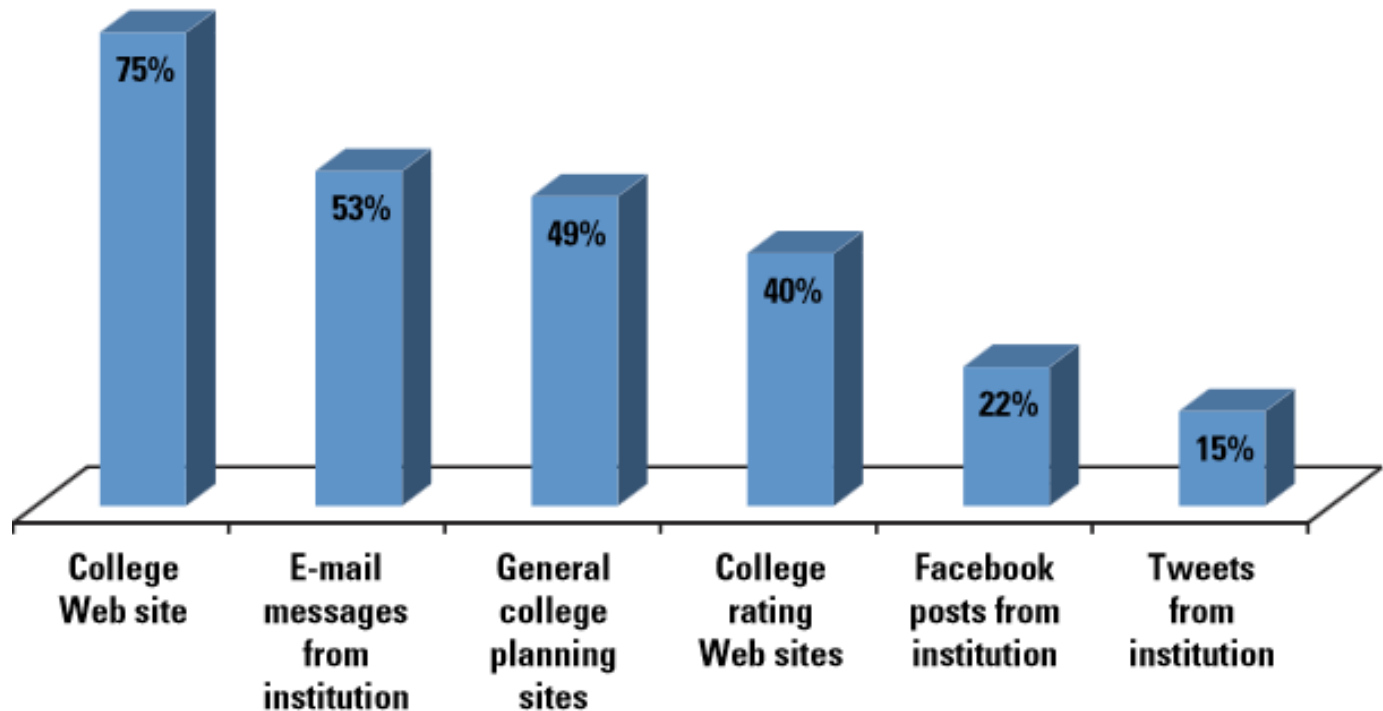
Market advantage that keeps Illinois State an option to Kelsey and her parents.



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Influence of web communication

How many students cite the following resources as influential?



[Noel-Levitz, *The Impact of Mobile Browsing on the College Search Process - 2013*](#)

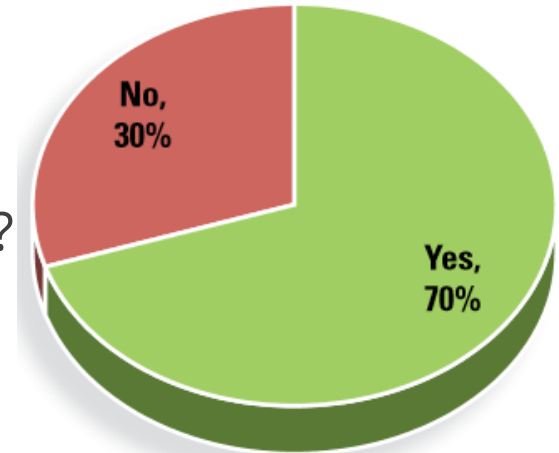


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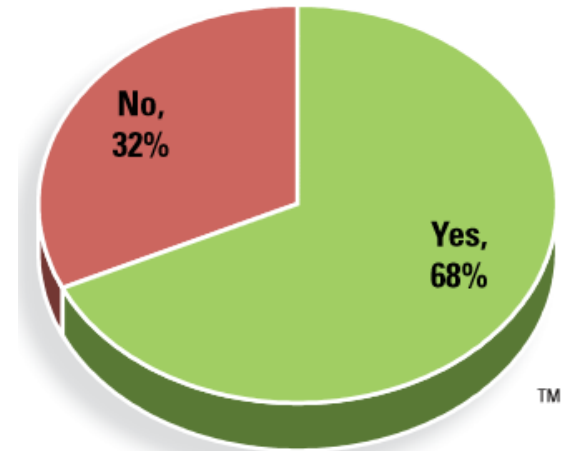
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Influence of web communication

Does an institution's website affect the perception of a college?



Have prospective students looked at a college website on a mobile device?



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[Noel-Levitz, *The Impact of Mobile Browsing on the College Search Process - 2013*](#)

Today's Agenda

- What does mobile actually mean?
- How do you do mobile web design?
- What are the next steps for Illinois State?



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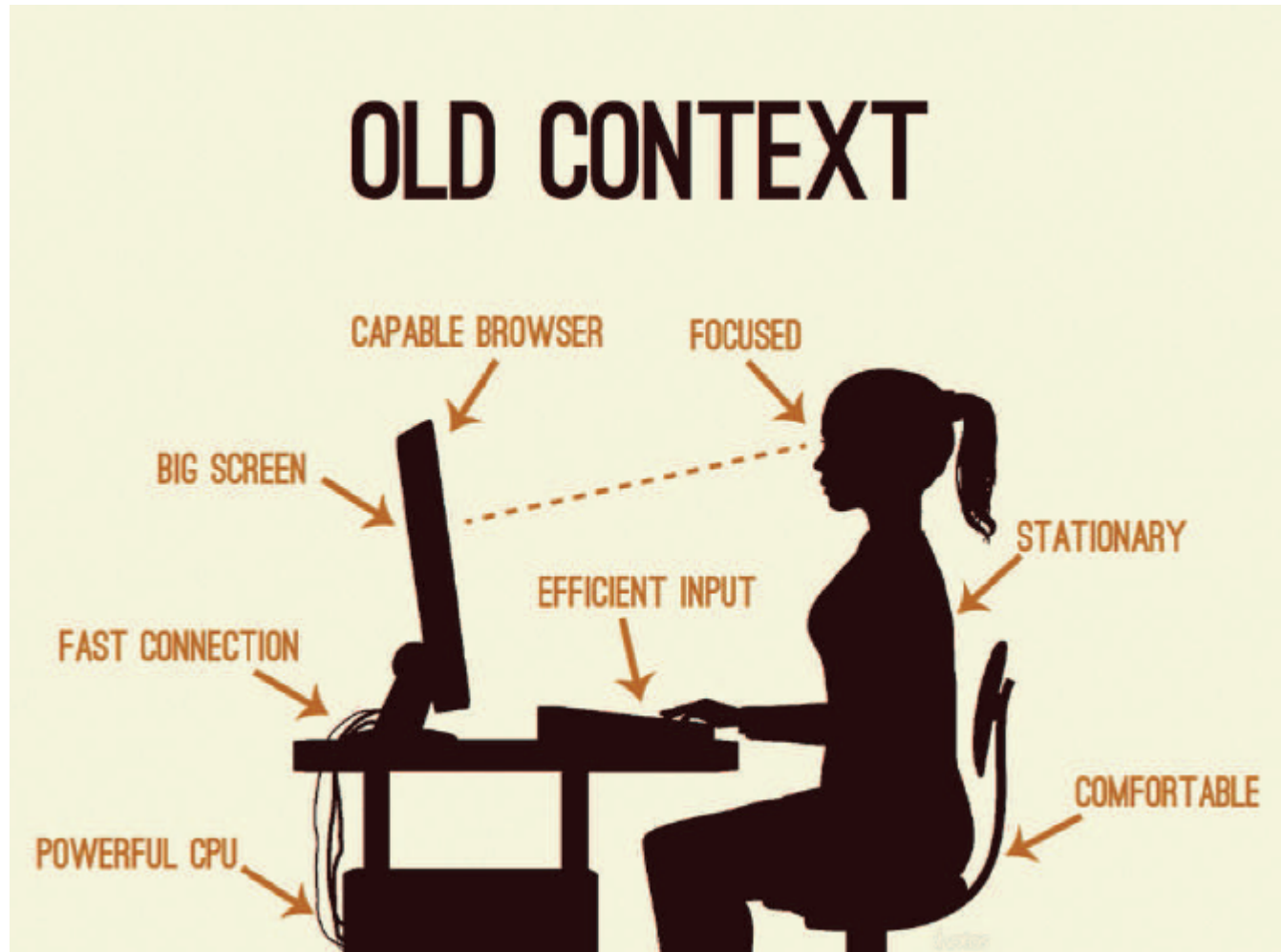
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What does mobile actually mean?



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OLD CONTEXT



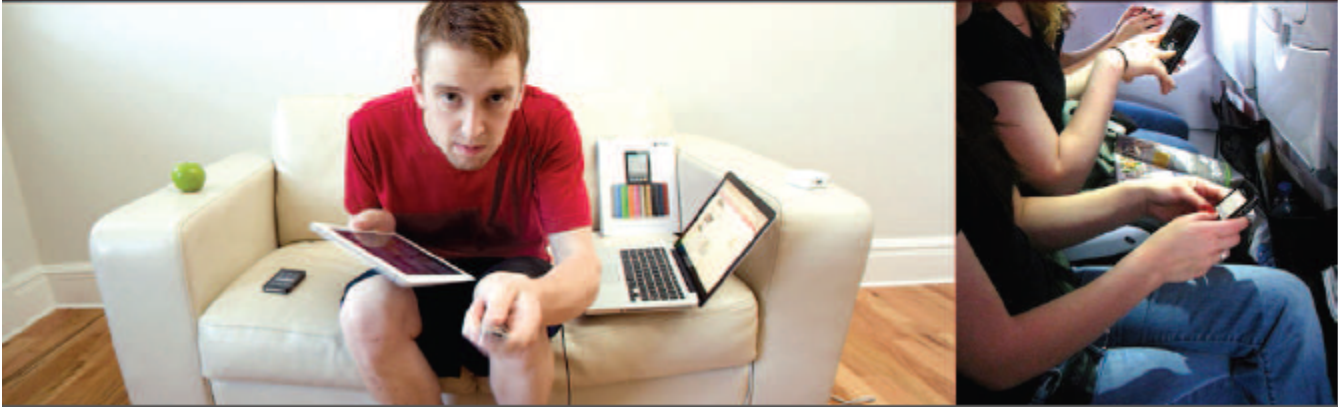
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[Brad Frost - Beyond Media Queries: Anatomy of an Adaptive Design](#)



NEW CONTEXT



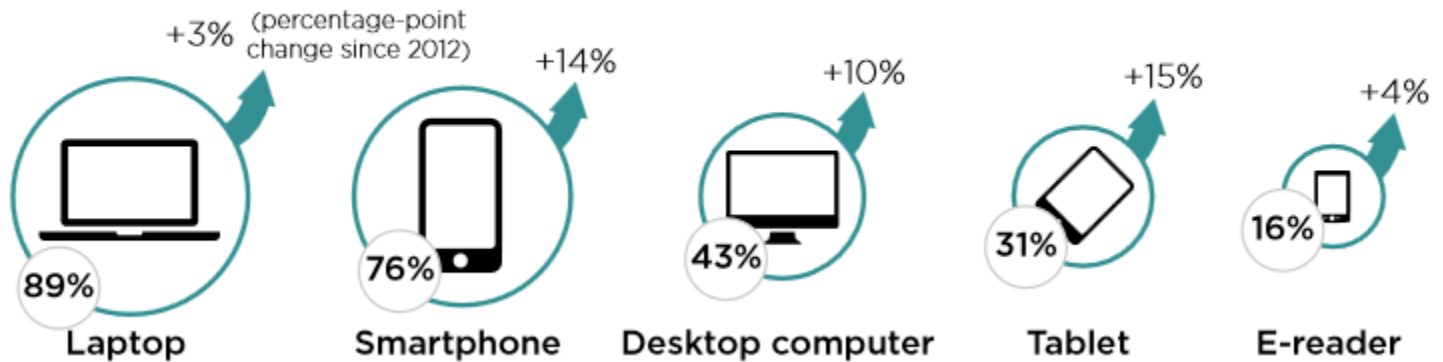
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[Brad Frost - Beyond Media Queries: Anatomy of an Adaptive Design](#)

Device Ownership among Students

DEVICE OWNERSHIP

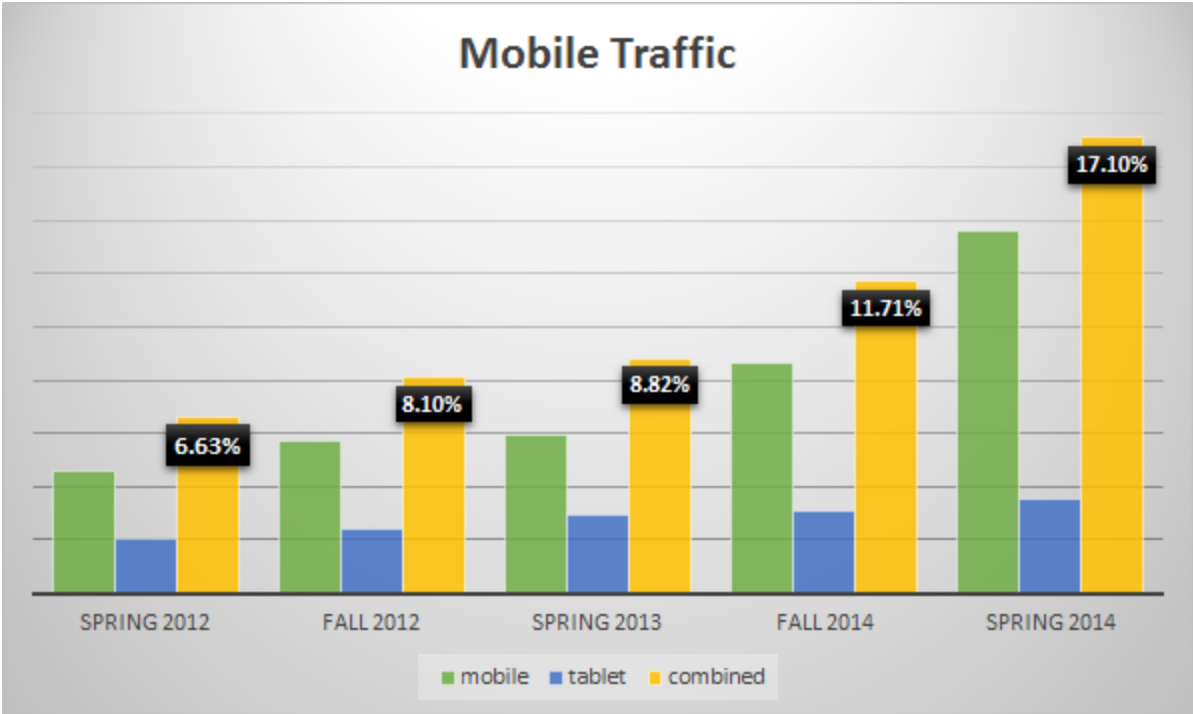


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[ECAR Study of Undergraduate Students and Information Technology, 2013](#)

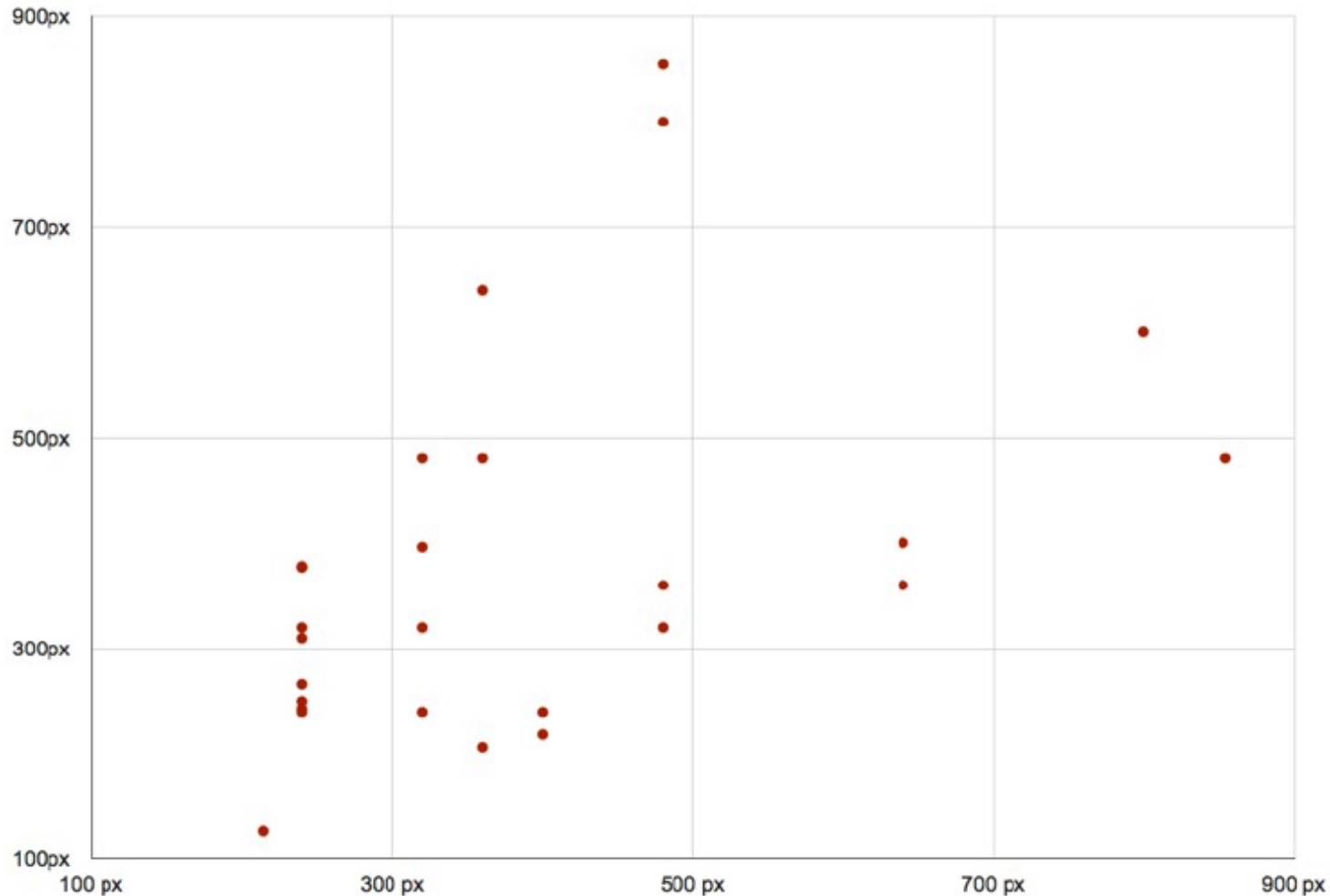
Illinois State Mobile traffic



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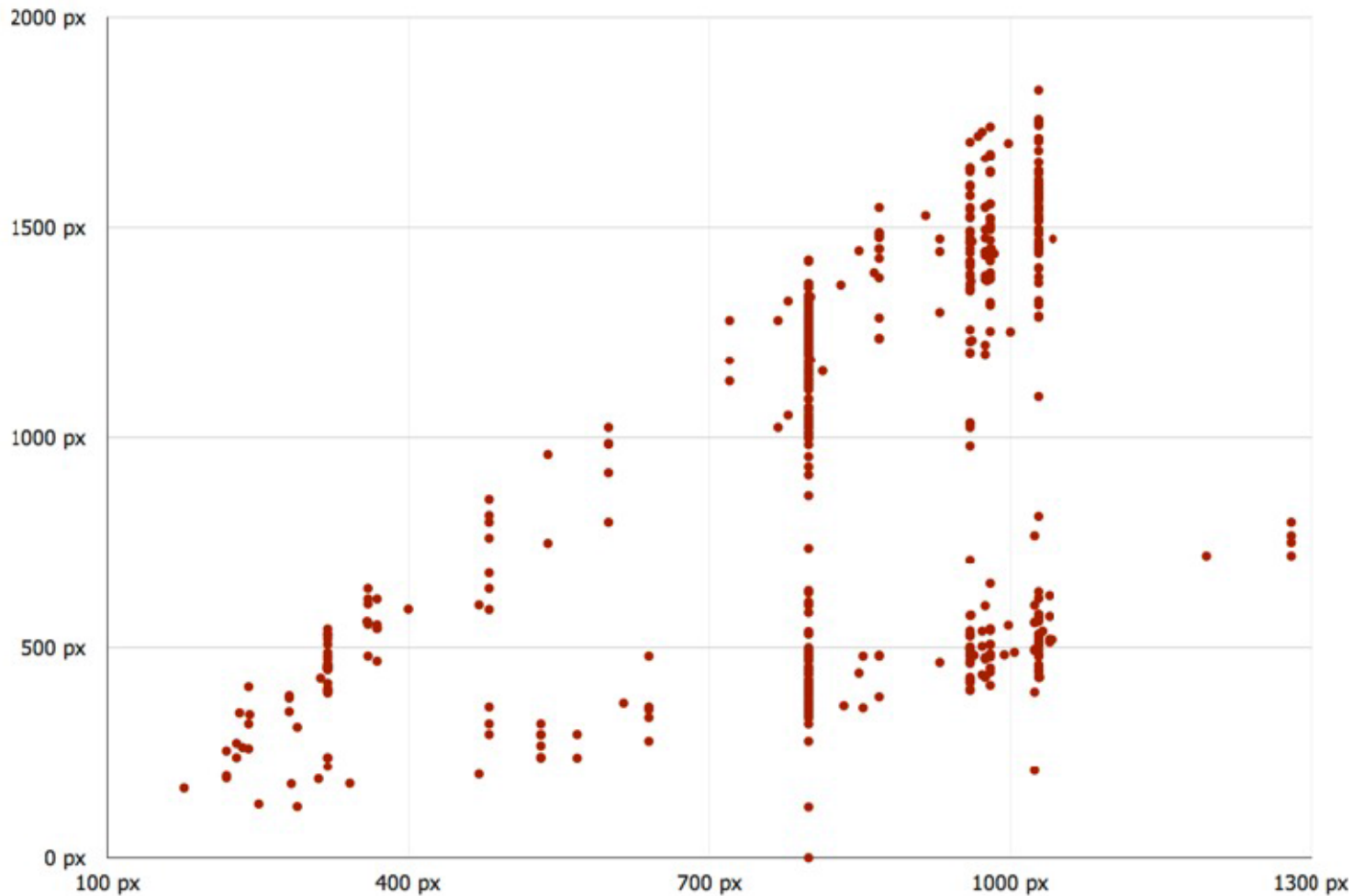
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2009 = 28 Screen Sizes



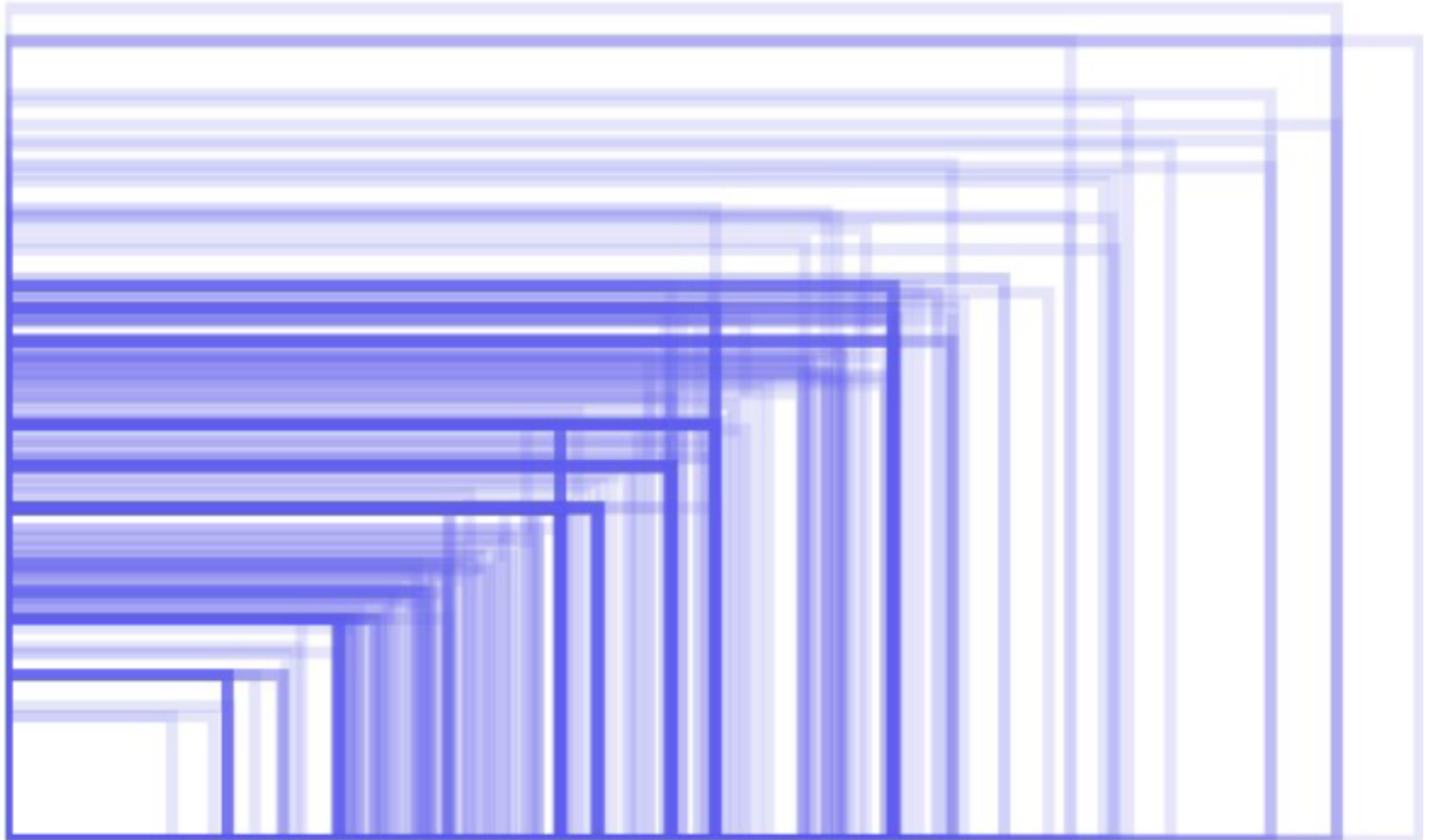
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2013 = 600+ Screens



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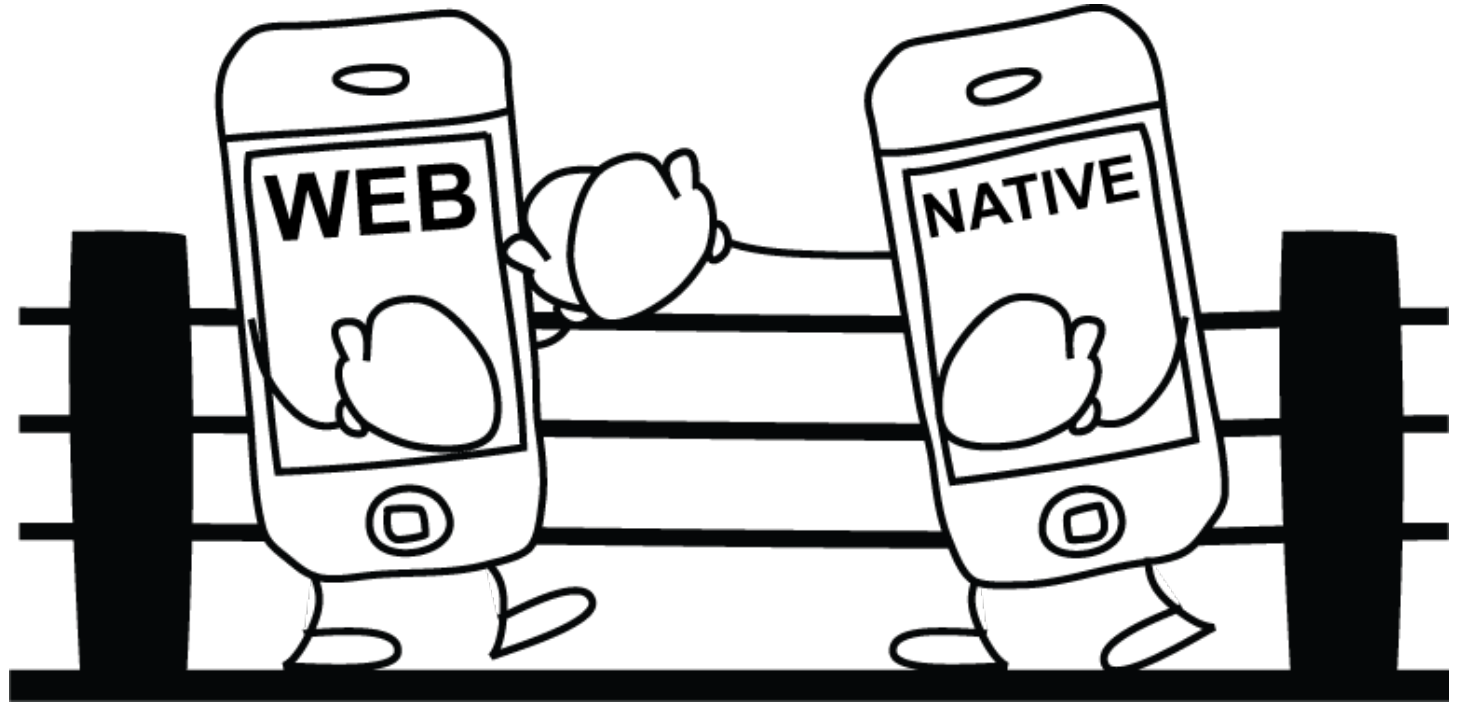
Android screen sizes



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[OpenSignal](#)

Web App vs Native App



- web-based
- talks to OS

- native language
- must fit OS



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Responsive Web Design

- Content focused
- Concerned with screen resolution over device type
- Uses Media Queries
- Device Agnostic

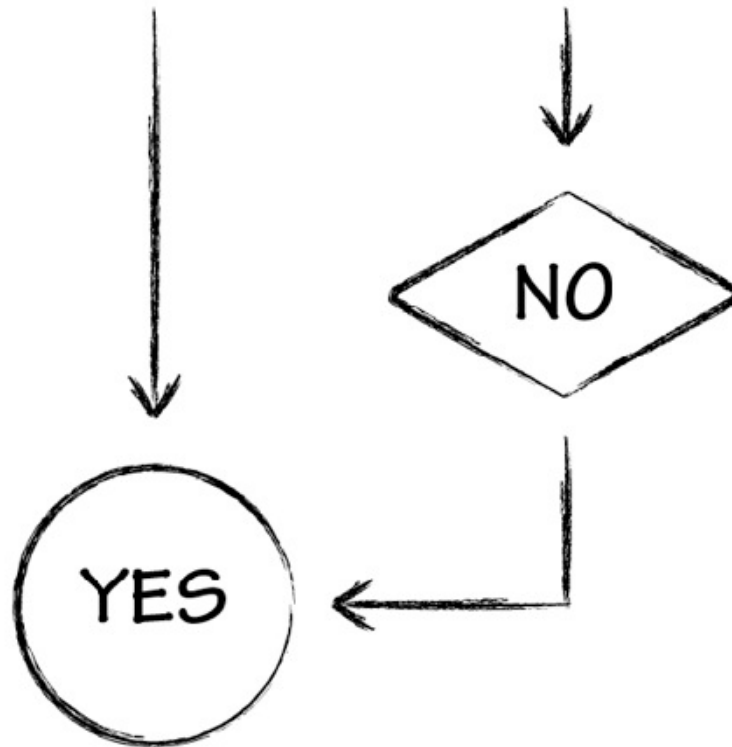


How do we do it?



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Should you use
Responsive Design?



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Rethink everything



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[Brad Frost - Beyond Media Queries: Anatomy of an Adaptive Design](#)

Rethink everything

Navigation

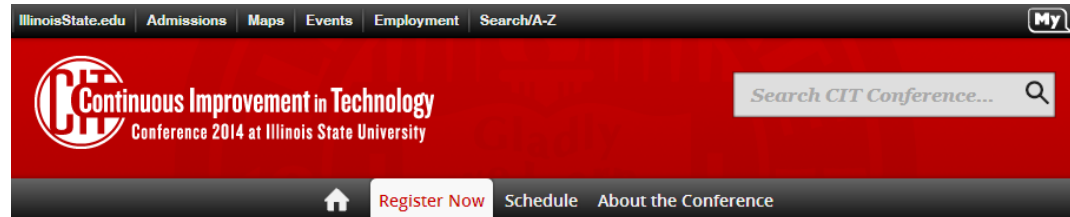
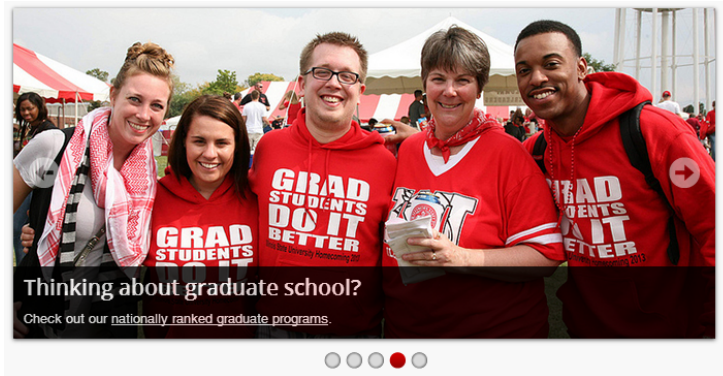


Image Sliders



Tabs



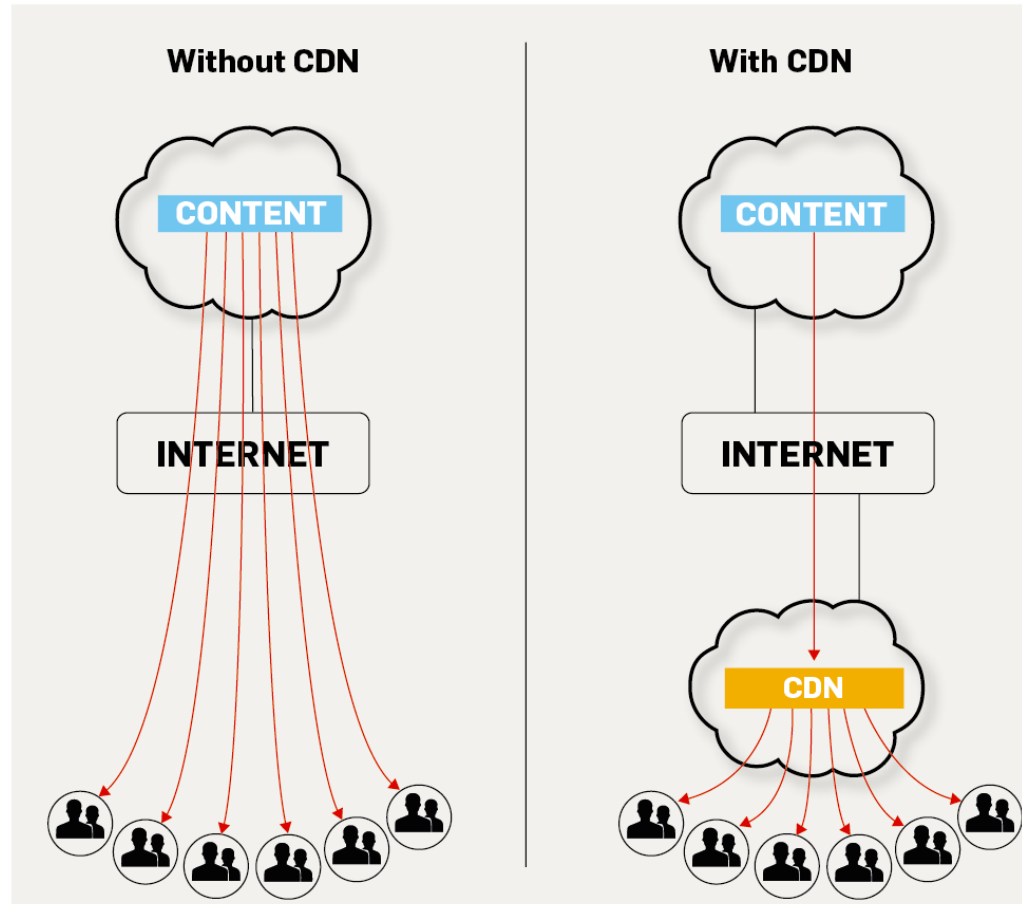
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SASS + Compass



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Content Delivery Network (CDN)



How do we do mobile web design?



Architecture



Audience



Answers



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Architecture

It's not about shrinking down a desktop site

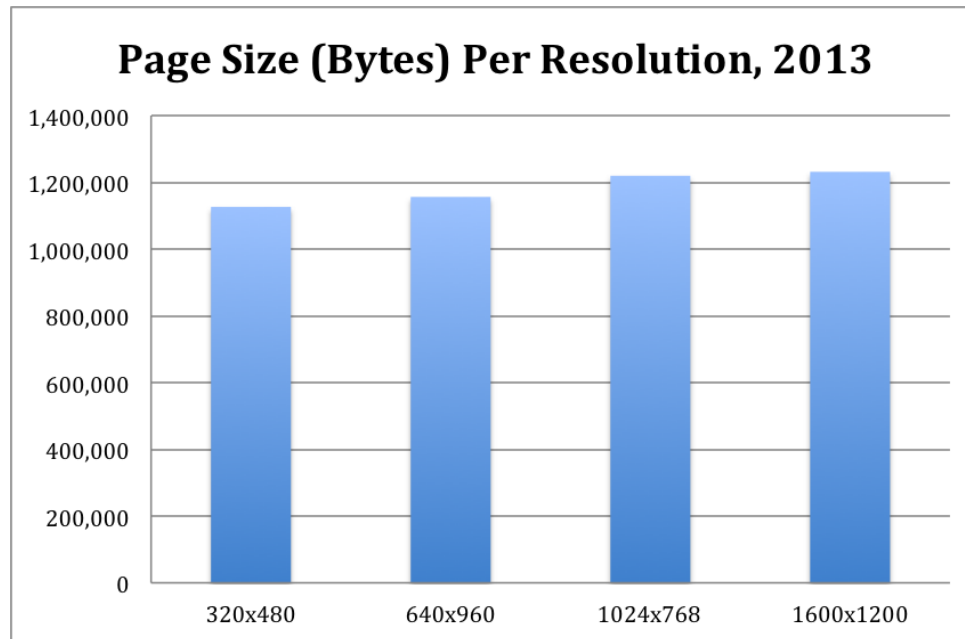


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Architecture

Responsive web design is about performance and user experience, not size.



Guy Podjarny





Architecture

What makes an Illinois State University *mobile* website?



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Architecture

Brand standards help determine shared files and design solutions:

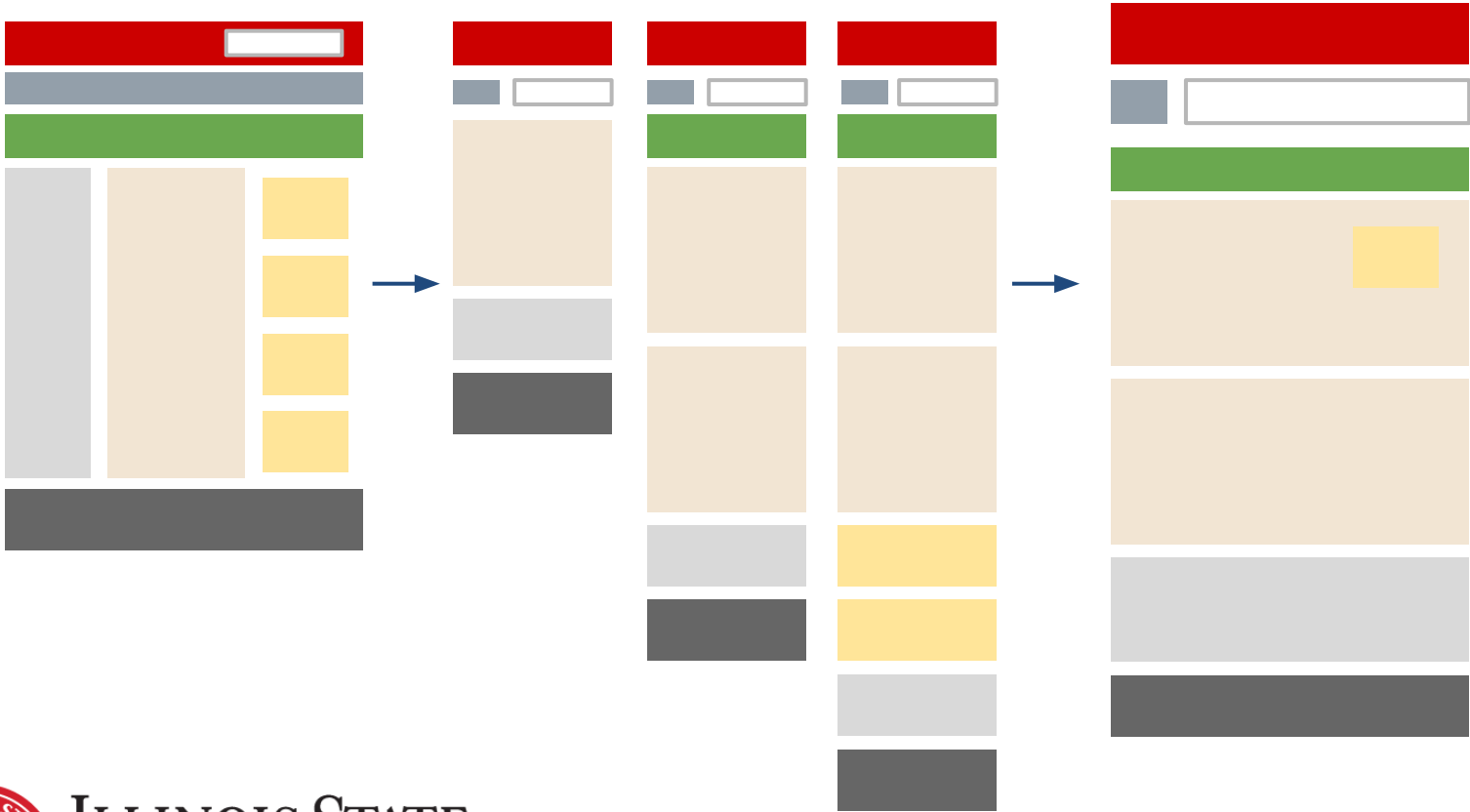
- graphics
- icons
- colors
- typefaces
- logos





Architecture

Laying the groundwork and creating architectures and layouts that felt comfortable



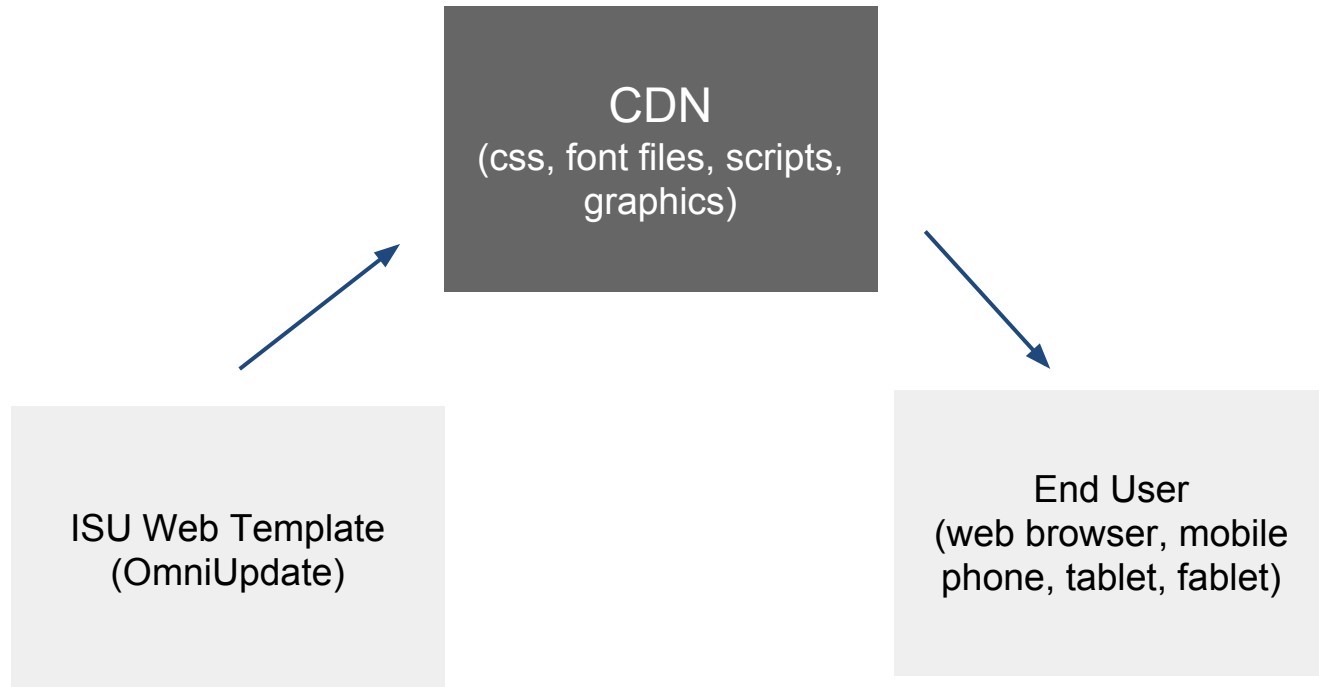
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Architecture

Standardize the dependent assets.





Audience

Who visits our sites?

What are they looking for?

When are they looking for it?

How are they looking at it?

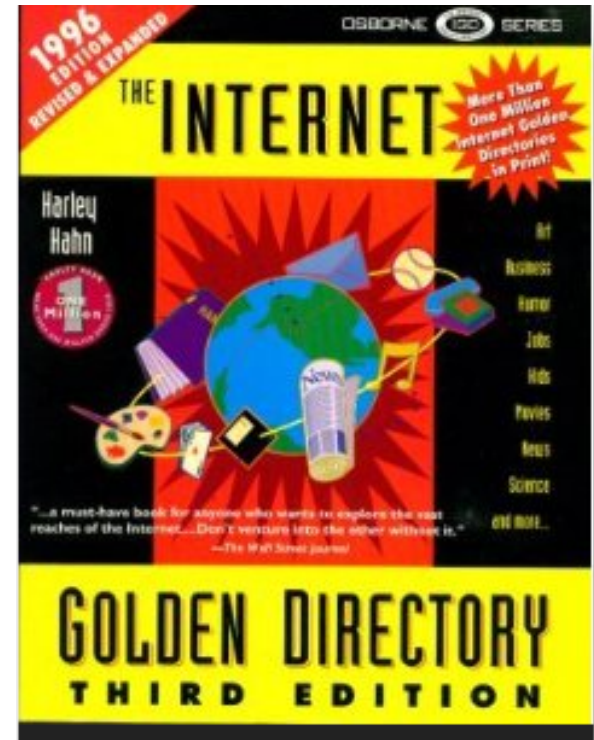


A quick aside...

“Surfing the Web” died in 1996.

Users always have a purpose.

Always.



via amazon.ca



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Audience

Think about your website.

Think about who your website is for.....



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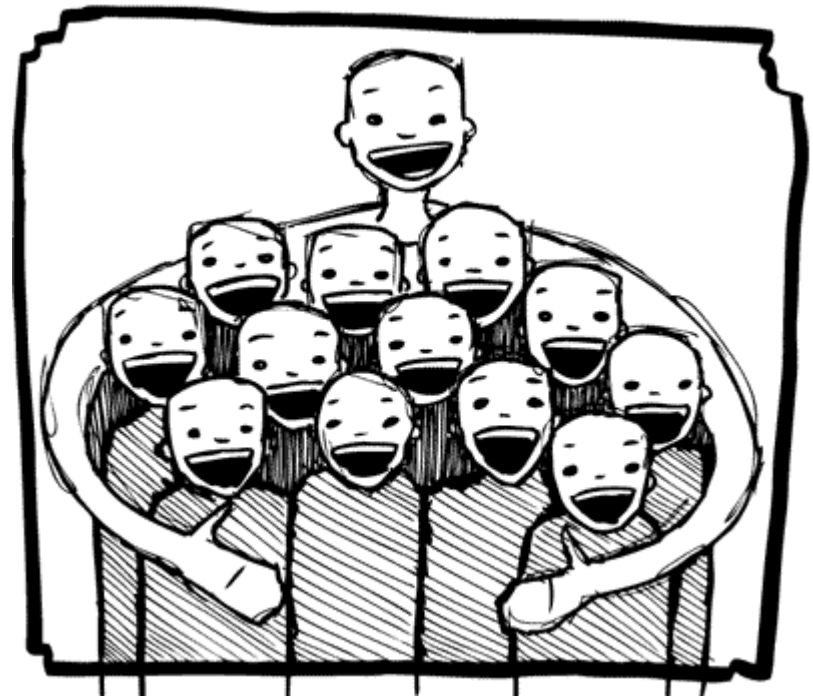
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Audience

If your answer is “everyone,” you’re wrong.

As wrong as this
image ----->





Audience

- Google is for everyone!



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Audience

- ~~Google is for everyone!~~
- Google is for everyone that needs to find something...



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Audience

- ~~Google is for everyone!~~
- ~~Google is for everyone that needs to find something...~~
- Google is for everyone that needs to find information online.



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Audience

+You Gmail Images  [Sign in](#)



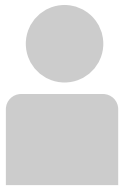
[Google Search](#) [I'm Feeling Lucky](#)

[Advertising](#) [Business](#) [About](#)

[Privacy & Terms](#) [Settings](#)



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Audience

The screenshot shows the Yahoo! homepage with a dark blue navigation bar at the top containing links for Home, Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, Mobile, and More. Below the navigation bar is the Yahoo! logo and a search bar. On the left side, there is a vertical menu with icons for Mail, Autos, News, Sports, Finance, Weather, Games, Homes, Food, Tech, Answers, Screen, Flickr, Jobs, Shopping, Travel, and Dating. The main content area features a large article titled "Using ancient myths to help modern warriors heal" with a video player. Below this are several smaller article thumbnails. On the right side, there is a "Trending Now" section with a list of 10 items, including "Don Rickles" and "Burt Reynolds Ran...". Below that is an advertisement for AT&T with the text "don't miss today's deal from AT&T" and a "Start Saving" button. At the bottom right, there is a "Today's Headlines" section with the top headline: "1 Putin: Russia will respect result of Ukraine vote".



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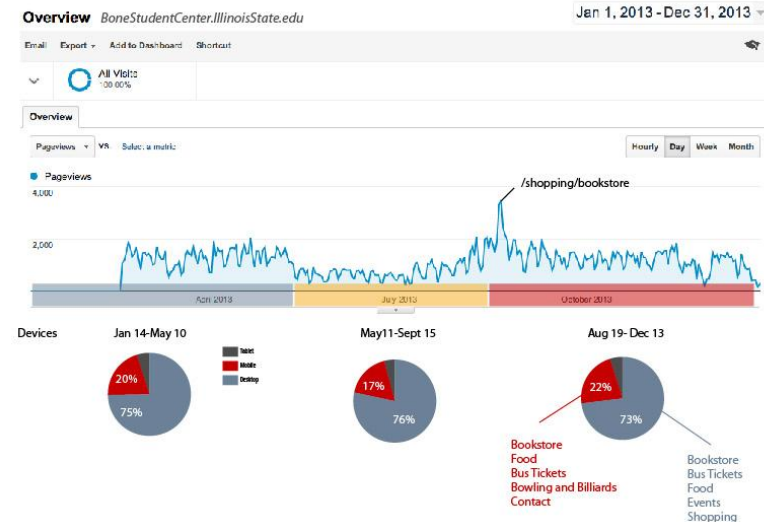
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Audience

Analytics can tell you:

- user trends
- top content
- where users are getting lost
- mobile traffic breakdown (spoiler, it's growing)





Audience

Personas



Sarah

- Current student
- Music Education Major
- Currently living in Manchester Hall
- Heavily involved in marching band and extra curricular activities



Greg

- 1985 Alumni, Accounting BS, College of Business
- Currently living in Bloomington IL
- Working at State Farm
- Married, three children

Senarios

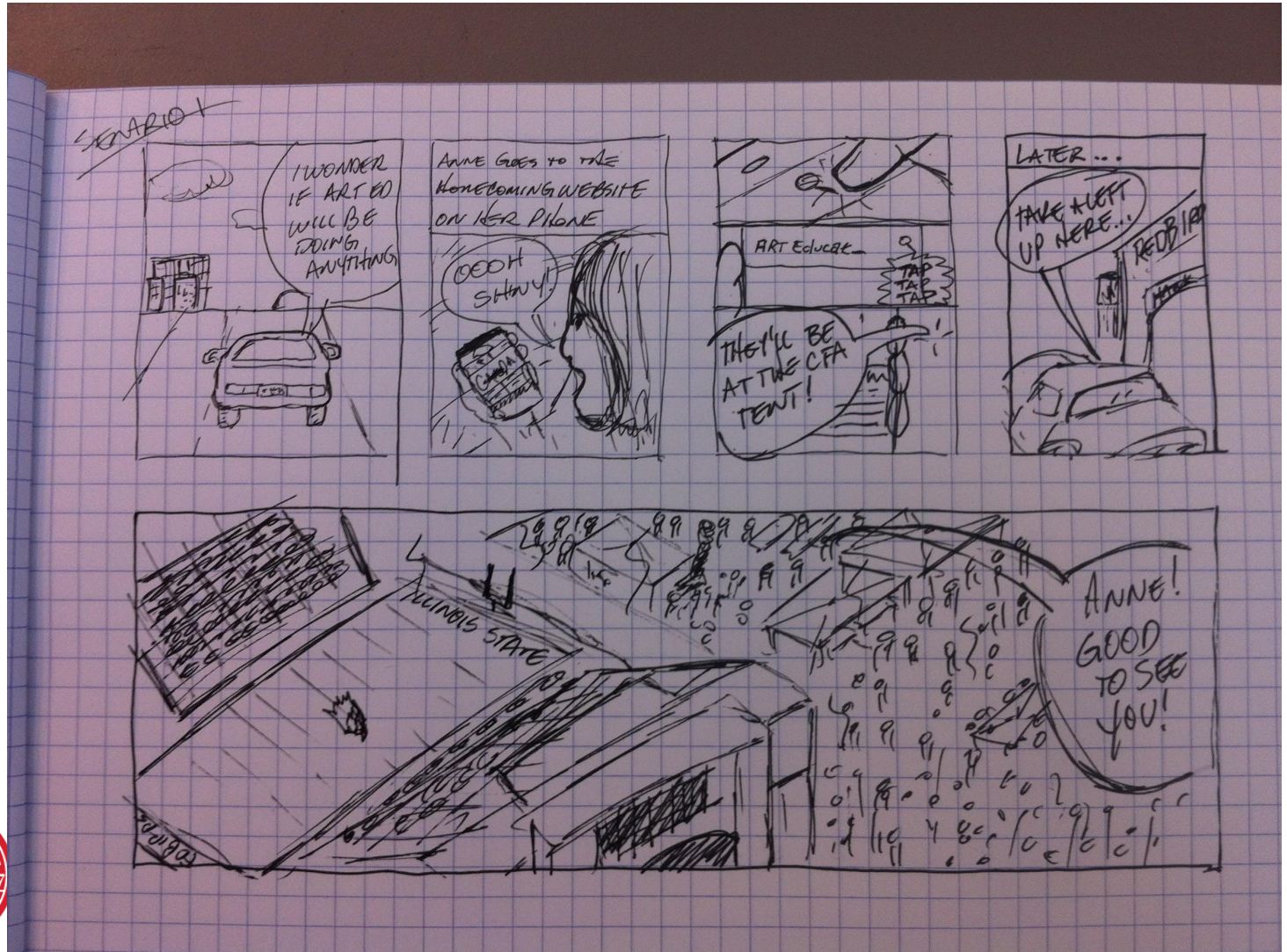
Sarah mainly uses the Bone Student Center to grab something to eat between classes, or to pick up books at the start of the semester. She uses her phone to looks up hours of the book-store and places to eat.

Greg mostly visits the Bone for big events on campus. His primary concern is cost and parking. He does most of his research up front on his laptop, but double checks on his phone on his way to the event.





Audience





Answers

Mobile first design process

- Prioritizes content based on user expectation and needs
- Delivers website efficiently and minimizes load
- Scale up, rather than down
- Remember, twice the thought, half the content



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Answers

Keep calls to action
front and center



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Menu



President Dietz: 'Alumni are our best ambassadors'

Learn more about Illinois State's new leader and how he thinks alumni play a vital role. [Read more.](#)



Update My Information →

Get My Transcripts →

Make a Gift →

Alumni Awards Nominations →

Submit a Class Note →

Contact Alumni Relations →



Answers

Keep menus simple!

Much easier for users to navigate and make a decision



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A screenshot of the website for the Continuous Improvement in Technology (CIT) Conference 2014 at Illinois State University. The page has a red header with the conference logo and name. Below the header is a search bar with the placeholder text "Search CIT Conference...". A dark grey navigation menu is displayed, containing the following items: "Menu" (with a hamburger icon), "Home" (with a checkmark icon), "Register Now", "Schedule", and "About the Conference". Below the menu is a photograph of a brick building with people walking in front of it.

..... SAVE THE DATE
May 28, 2014

The 2014
CIT
Conference
will be held
May 28,
2014, at the



Answers

Make it easy to go back to the homepage

Use your logo as a navigation button to return to the homepage



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Search Site...



☰ Menu



Registration Begins March 31, 2014.

Register Your Child Today!



Answers

Review your site

Typically, the hardest phase of a Web redesign project for clients is working through content.

Make a schedule, print it out, do outlook reminders, whatever it takes to ensure every single page of your site is reviewed AT LEAST once a year.



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Taking the next steps...

We need to leverage data to determine what our users want, and how to give it to them.



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2009-2013

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- Admissions
- Bus Transportation
- 10 Events
- My My Illinois State
- Information
- Milner Library
- News
- Search
- Visiting Illinois State

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Home Directory info@IllinoisState.edu

ILLINOIS STATE UNIVERSITY
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Search Illinois State...

- Admissions
- My Illinois State
- Majors
- Graduate Programs
- Milner Library
- Events
- News
- Athletics

Desktop Version

© 2014 Illinois State University

2009-2013

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[Desktop Version](#)

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Link tracking

46% →

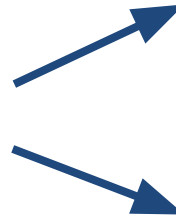
Internal traffic going through ISU homepage is very high, and as expected



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Link Tracking

2nd most clicked links



Prospective students, our main audience for the home page



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Search results from homepage

1. Dining
2. Dining Center
3. Calendar
4. Employment
5. Graduation
6. Housing
7. Student Health Services
8. Health Services
9. Tuition
10. Rec Center
11. Campus Dining
12. Academic Calendar
13. Rec
14. Jobs
15. Psychology
16. Dining Hall
17. Financial aid
18. Study abroad
19. Parking
20. Ipeople



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Future state of ISU web

- Make all sites responsive
- Choose the right technology and systems
 - Mobile should be a forethought
 - Bolt-ons, it's coming, or um... is a red flag
 - Built around extensibility
- Data should be transportable

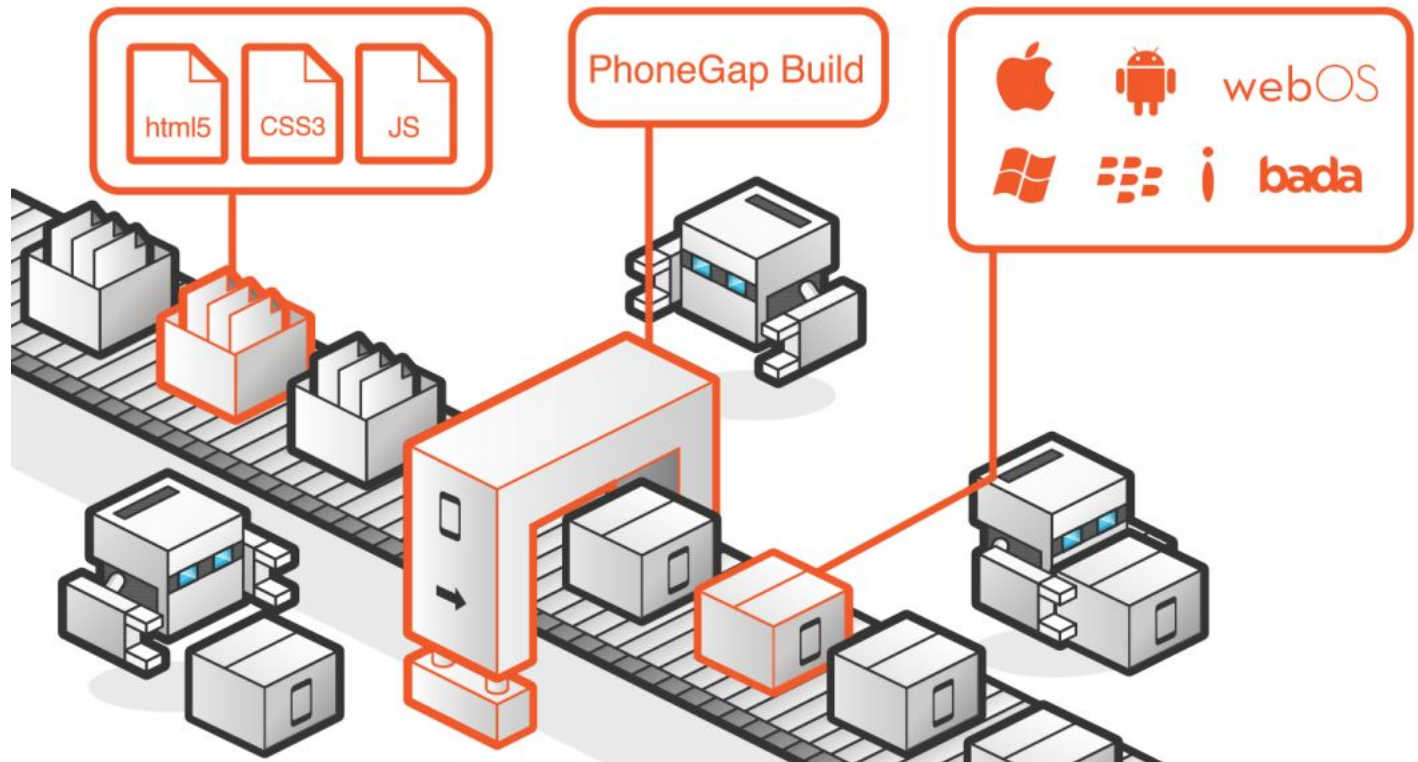


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What about native apps?

Apache Cordova and PhoneGap



A week into the future

The first group of our 3900+ students will have just finished registering for their first semester of college courses.

As a campus, we *have* to go out of our way to block them from using their phones to register for courses before they meet with their advisors.



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User expectations

10 years ago computer labs stopped being a market advantage and became an expectation.

5 years ago, the same happened to wireless.



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User expectations

This time...it's mobile



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