

RUSH University website refresh

Web contributor update Spring 2023 **RUSH Marketing**

Background | Strategic Objectives

Modernize our approach

- Upgrade content management software to Drupal 10
- Embrace mobile-first design and digital best practices

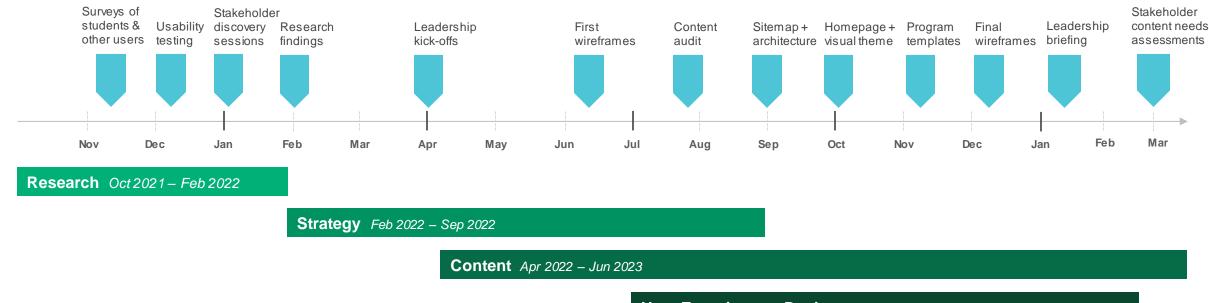
Drive key outcomes

- Motivate high-quality prospective students to choose RUSH
- Provide a simple, seamless student admissions journey
- Facilitate other transactions (philanthropic donations, research core/IP, CME, facilities)

Support our brand

- Align with current colors, fonts, and visual expressions
- Tell the student story in words and through visuals
- Differentiate RUSH University as a center of excellence

Background | Approach



User Experience + Design Jul 2022 – Feb 2023



Strategy | Overview

Leveraging research-based, high-value opportunities for transformation

Site structure and navigation

Improving the site structure helps prospective students navigate and minimizes the potential for landing in the wrong place.

- Maintaining a focus on our colleges and departments
- Getting users who are in the "wrong place" back to the RUSH University website
- Supporting top tasks for secondary audiences
- Refining navigation menus to be clearer and easier to use

Visual and interaction design

Prospective students need to easily find and consume the information they are looking for — and "see themselves here."

- Enhancing section menus to better illustrate contextual location and hierarchy (especially on mobile devices)
- Reimagining how prospective students search for and explore programs
- Featuring each program's human side
- Reconsidering calls to action (contact, apply)



Strategy | What's changing

Design & user experience

What's different	What's the same
 New look: colors, fonts, visual approach Streamlined menus Improved search tools Site search Faculty finder Program finder 	 Range of page styles, from simple text-only content to more complex, visual landing pages Toolkit of page components



Strategy | What's changing

Content

What's different	What's the same
 Redesigned top-level landing pages Enriched academic program pages 	All other contentBasic structure of site content



Strategy | What's changing

Drupal CMS

What's different	What's the same
 New look behind the scenes 	 Basic capabilities WYSIWYG editing Workflow and moderation process



Web designs

Design | Highlights

Modular design

Designed a comprehensive set of flexible components that can be added and reordered on a web page to account for all content needs in a cohesive visual display.

Branding

New web designs align with the RUSH brand, including consistent fonts, colors, and icons.

Calls to action

Redefined the layout and prominence of high-priority calls to action, allowing prospective students to focus on these actions while still being presented with in-depth information throughout our pages.

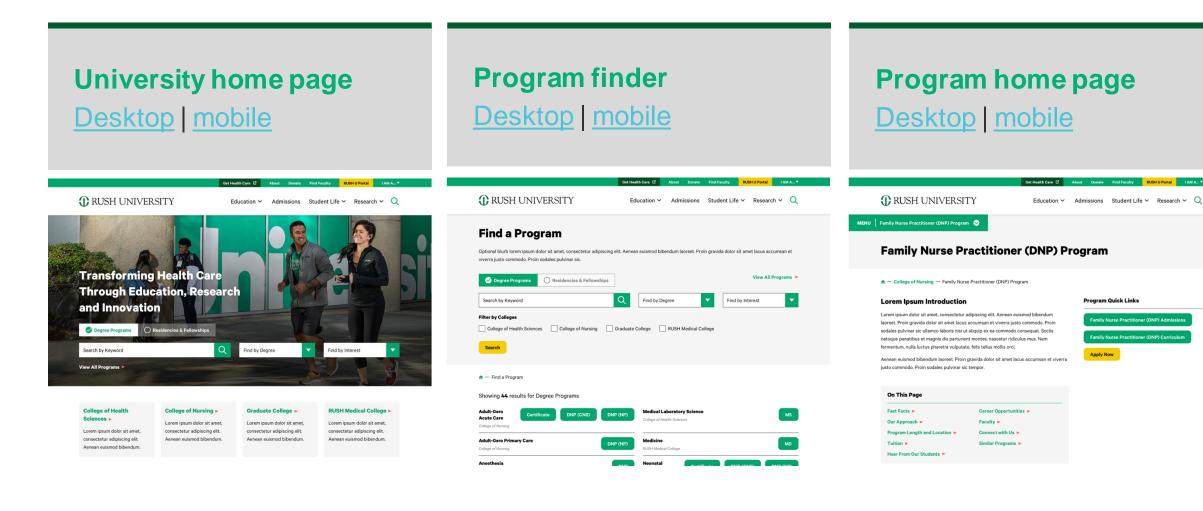
User experience

Created a more intuitive and streamlined search experience for both programs and faculty that presents prospective students with more search filters to find relevant results.

Responsive design

Improved the experience across all devices (desktop, mobile, tablet) to facilitate usability with a clean mobile menu, responsive components, and clear access to interior pages.







Navigation menus Desktop mobile		Faculty pages Listing profile	Research home page Desktop
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Content | Program page overview

- New templates defining essential content building blocks
- Informed by user research and search engine optimization
- Consistent format to help students identify the right fit
- Incorporate stories, career pathways, etc. to visualize life in the program and beyond

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On This Page					
Fast Facts 🗭	Career Opportunities >				
Our Approach 🕨	Faculty >				
Program Longth and Location 🕨	Connect with Us 🕨				
Tuition -	Similar Programs 🕨				
Hear From Our Students 🕨					

What's next

Late summer launch | Transition plan

Before & after launch

- Content freeze for new pages, changes
 - Exception process for business-critical updates
- Review & QA period before going live
 - Site speed, accessibility, SEO data, URL forwards, page content/layout and more
- Post-launch user testing

Training & resources

- Training sessions
- New how-to videos and guides
- Online "office hours" for support



Questions and discussion