RUSH

RUSH University website refresh

**Web contributor update
Spring 2023**

RUSH Marketing

Background | Strategic Objectives

Modernize our approach

- Upgrade content management software to Drupal 10

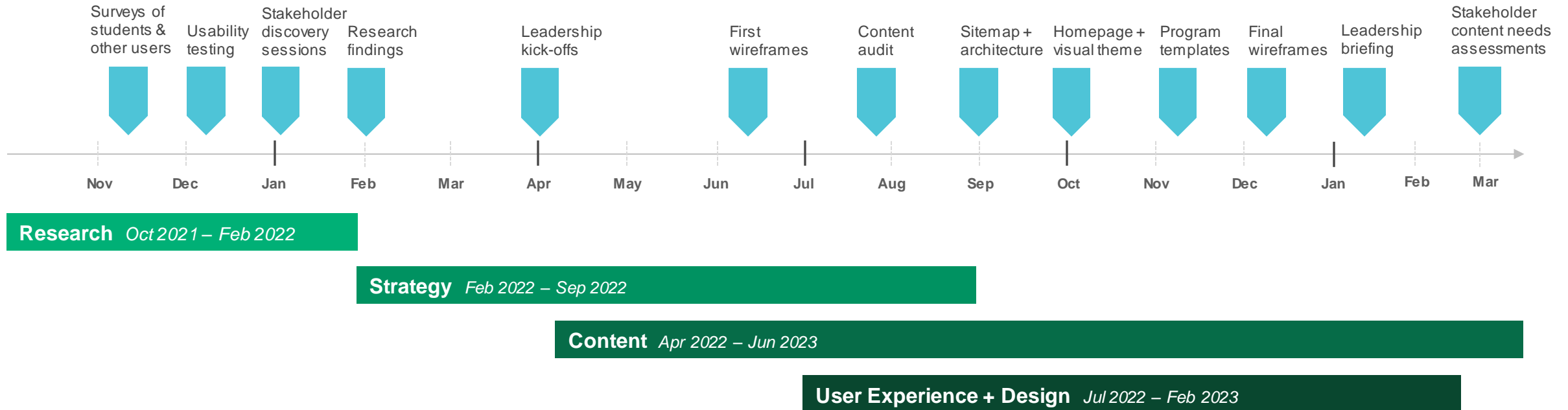- Embrace mobile-first design and digital best practices

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

Surveys of students & other users	Usability testing	Stakeholder discovery sessions	Research findings		Leadership kick-offs		First wireframes	Content audit	Sitemap + architecture	Homepage + visual theme	Program templates	Final wireframes	Leadership briefing		Stakeholder content needs assessments

Nov   Dec   Jan   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec   Jan   Feb   Mar

Research *Oct 2021 – Feb 2022*

Strategy *Feb 2022 – Sep 2022*

Content *Apr 2022 – Jun 2023*

User Experience + Design *Jul 2022 – Feb 2023*

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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

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Strategy | What's changing

Content

What's different	What's the same
• Redesigned top-level landing pages • Enriched academic program pages	• All other content • Basic 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.

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Design | Review

University home page
Desktop | mobile

Program finder
Desktop | mobile

Program home page
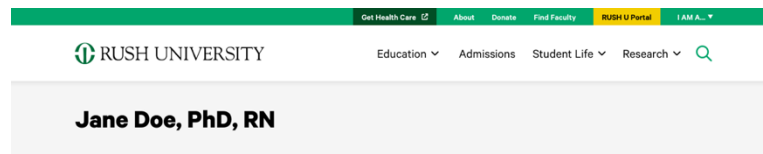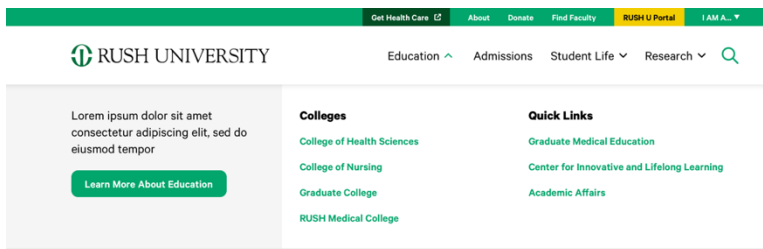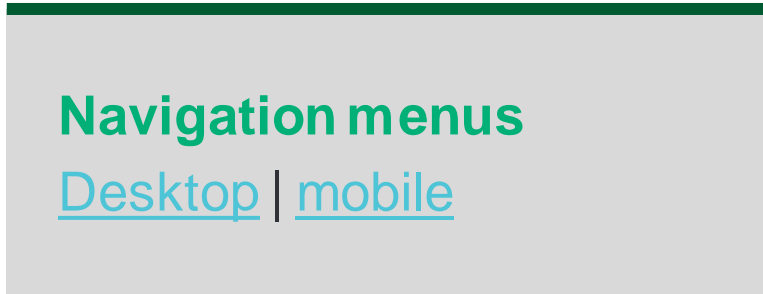Desktop | mobile
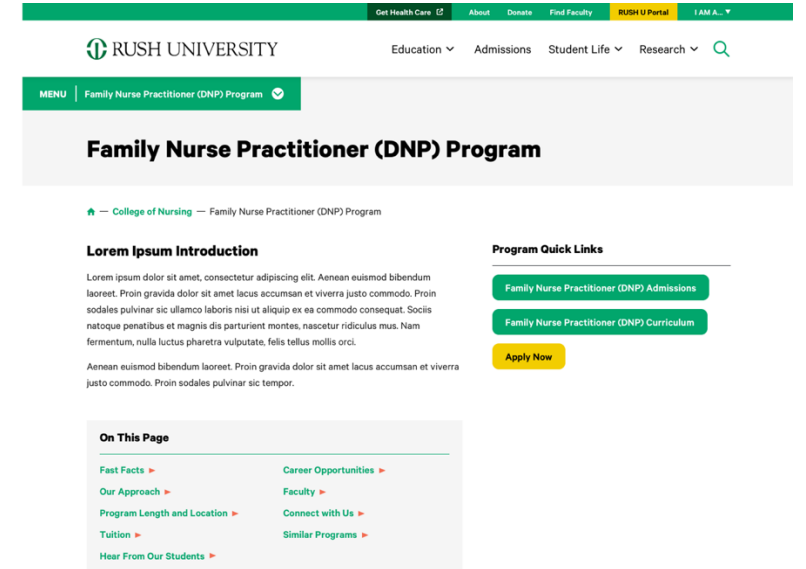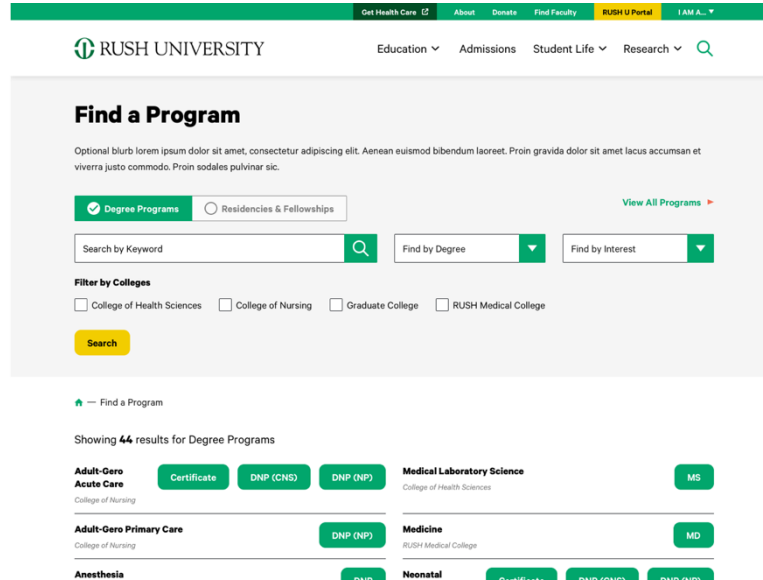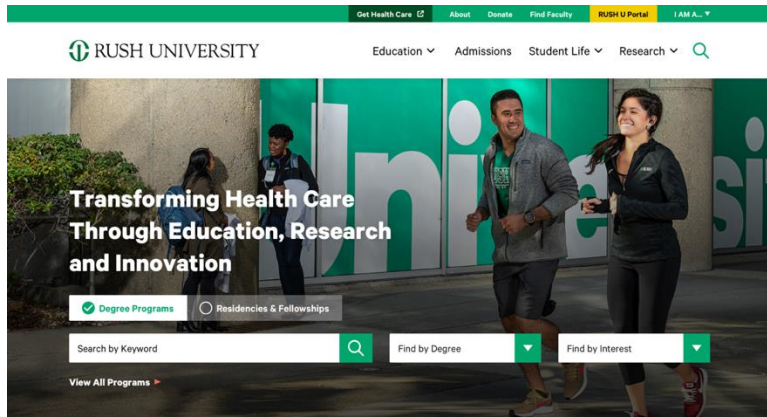
Design | Review

Navigation menus
Desktop | mobile

Faculty pages
Listing | profile

Research home page
Desktop
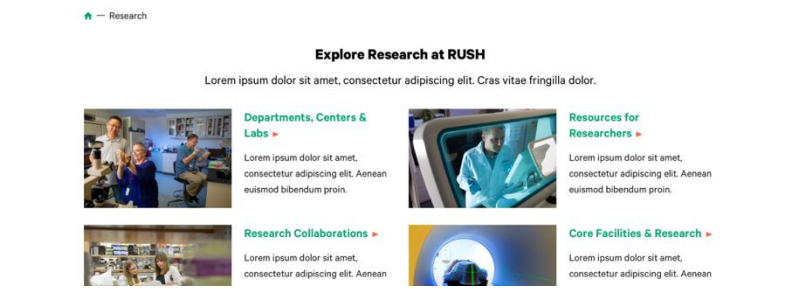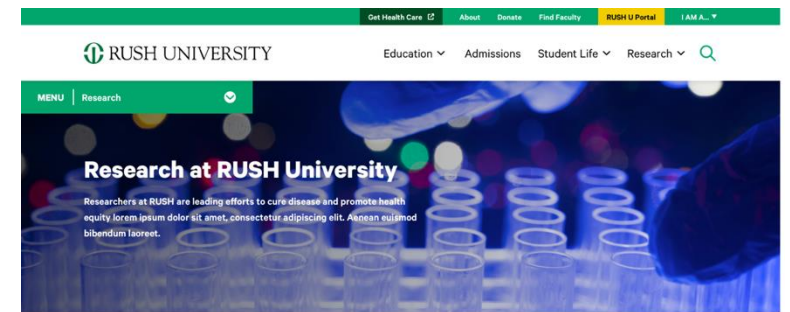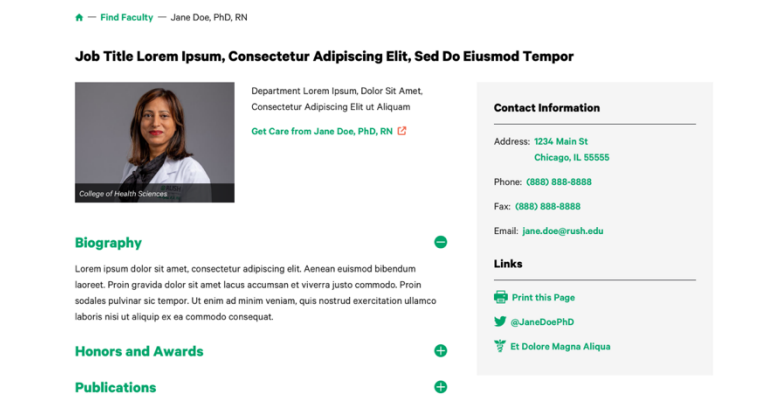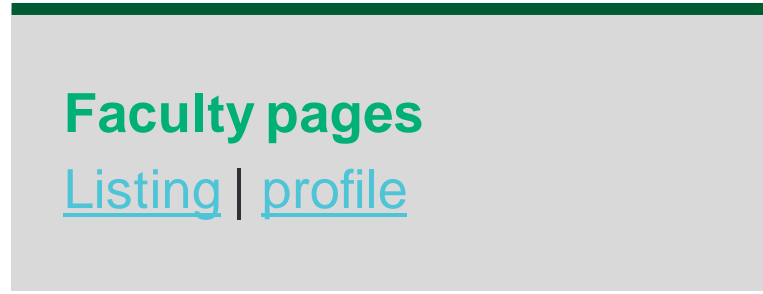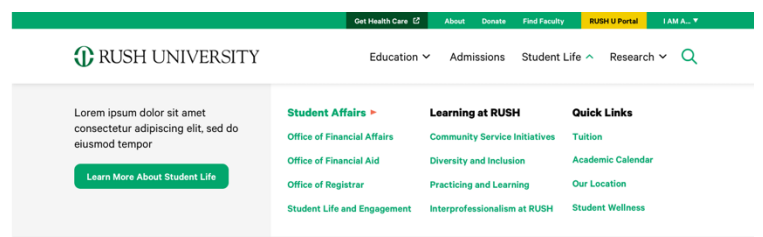
Content | Program page overview

- 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
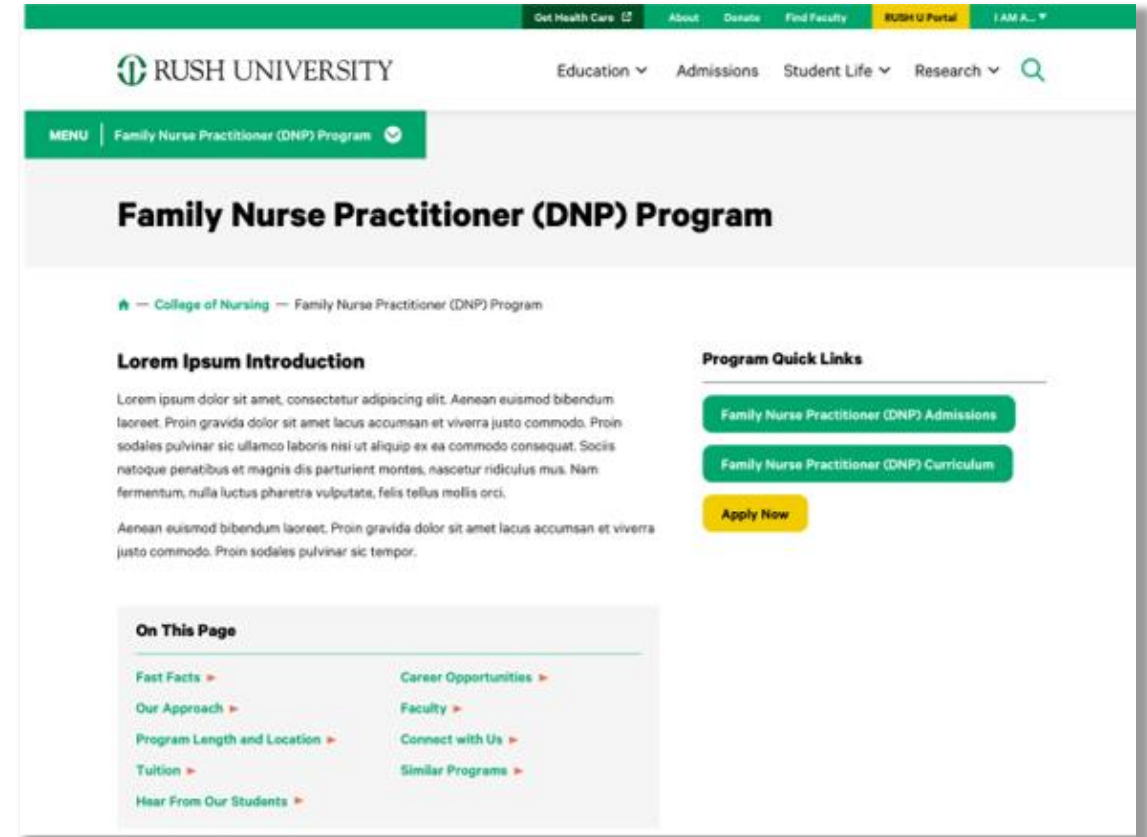
What's next

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

March Home page review > **April** Program finder demo > **May** Components review > **June** Template review > **July** Development complete > Go live

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Questions and discussion