



MSOE Home Page & Top Level Navigation Redesign

Design Goal

How can we organize and design the homepage content to make it more effective for users? We'd especially like to call more attention to the campus events calendar, so what would be recommendations to do so?

Key Findings: Content Audit

Done well

- Flow of content on Home Page works well
 - Easy to skim
- Hero carousel is dynamic, provides visual interest
- News section easy to find
- Industrial Engineering section provides statistics at a glance

Needs Improvement

- Facts and Stats can be moved up on home page
- Top-level navigation isn't as efficient as possible
 - Counterintuitive
- Hero carousel is massive
 - Could use some controls
- Events section gets lost

Key Findings: Card Sort

- Participants couldn't agree on category labels
- Participants couldn't decide where Dean of Students goes
- Participants *really* couldn't decide where Commencement goes
- Participants made a category for News
- Participants made categories for prospective students, about MSOE, campus life, and academics
- Card Sort website only allows 20 cards, so translating thoughts back and forth was difficult

Client Feedback

- Less is more
- Campus Events aren't exactly "news"
- Events at top of page is nice
- Check that content of "Visit MSOE" will fit possible name of "Tour MSOE"

Existing Sitemap Top Level Navigation

1.0 About MSOE

- 1.1 Who We Are
- 1.2 Mission, Vision & Values
- 1.3 Strategic Plan
- 1.4 Diversity & Inclusion
- 1.5 K-12 STEM at MSOE
- 1.6 News
- 1.7 Careers at MSOE
- 1.8 Commencement
- 1.9 COVID-19 / Raider Return

2.0 Admissions & Aid

- 2.1 Undergraduate Admissions
- 2.2 Graduate Admissions
- 2.3 International Admissions
- 2.4 Why Choose MSOE?
- 2.5 Tuition & Fees
- 2.6 Financial Aid & Scholarships
- 2.7 ROAR
- 2.8 Visit MSOE

3.0 Academics

- 3.1 How We Teach
- 3.2 Undergraduate Degrees
- 3.3 Graduate Degrees
- 3.4 Minors
- 3.5 Certificates
- 3.6 Quarter to Semester Conversion
- 3.7 Departments
- 3.8 Study Abroad
- 3.9 Professional Education Offerings
- 3.10 High School Programs

4.0 Campus Experience

- 4.1 Living at MSOE
- 4.2 Our Campus
- 4.3 In Milwaukee
- 4.4 Dean of Students
- 4.5 Campus Life
- 4.6 Athletics
- 4.7 Student Organizations
- 4.8 Event Calendar
- 4.9 Student Support Services

5.0 The MSOE Advantage

- 5.1 Student Success Stories
- 5.2 Employment Outcomes
- 5.3 Career Connections Center
- 5.4 Preparing for Success

Proposed Sitemap Top Level Navigation

1.0 About MSOE

1.1 Who We Are

1.2 Mission, Vision & Values

1.3 Strategic Plan

1.4 News

1.4.1 News at MSOE

1.4.2 Quarter to Semester Transition

1.4.3 COVID 19 / Raider Return

1.5 Diversity & Inclusion

1.6 Dean of Students

1.7 Careers at MSOE

1.8 K-12 STEM at MSOE

1.9 Commencement

2.0 Admissions & Aid

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5.1 Our Campus

5.2 Living at MSOE

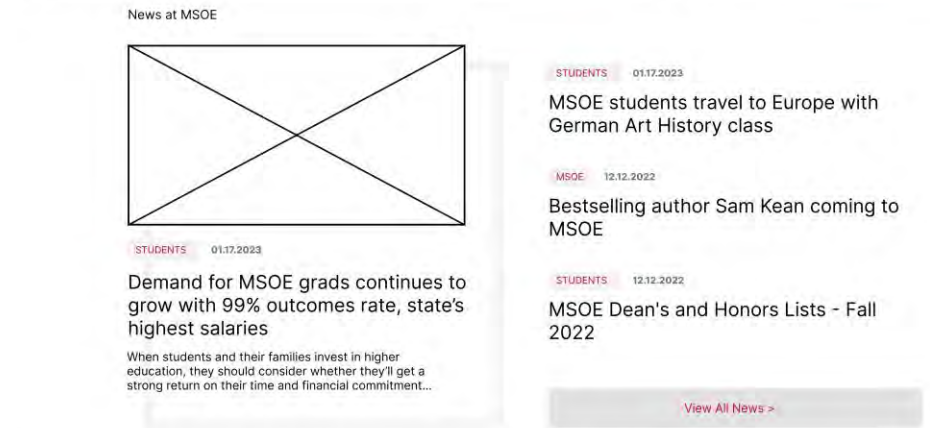
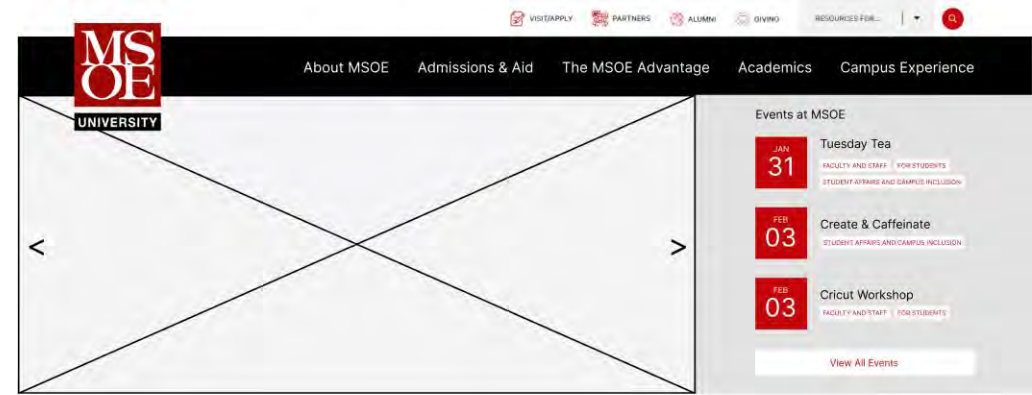
5.3 Events at MSOE

5.4 Athletics

5.5 Student Organizations

Wireframe

[Link to Figma](#)



Thank you