

Usability and the SAU Website

Me

Josh Jenkins

Manager of Web
Communications and Online
Marketing

BA, History

MA, Museum Studies



How I became a web developer

- First website when I was 12
- Necessity is the mother of invention
 - Poker, Kris, freelance, GA position, etc
- Google everything
- Change is constant, so keep Googling

SAUmag.edu

- 5.8 million pageviews/year
- 1.5 million users/year
- Thousands of applications, forms/year
- ~75 websites on a network, ~50 content editors
- A primary means of communication on campus

SAUmag.edu

- Developed 100% in house
- Hosted off-site for ~\$80/month
- Linux/Apache/MySQL/PHP (LAMP)
- WordPress - CMS, open-source
 - Accounts for 20% of the web
 - Used by a larger % of .edu sites - ualr.edu, obu.edu, uca.edu, etc.

web usability

=

Don't make me think.

Steve Krug

1996



From art to zoology, from drama to drafting, from government to Greeks, SAU has something for everyone. There are 41 associate and bachelor degree programs, a master's degree in education with 19 specialty areas, more than 60 recognized student organizations, many intramural sports activities, and approximately 2,600 students.

[The University](#)

- history, admission information, quick facts, staff and departmental directories, and campus map.

[The Education](#)

- information on the four schools within the University.

[The Life](#)

- information about SAU, community, and area activities.

Southern Arkansas University
100 East University
Magnolia, AR 71753-5000

2000

student *That's What It's*
SUCCESS! *All About.*

DIRECTORY
CAMPUS MAP
ABOUT US
LIBRARY

administration

admissions

academics

alumni

services

athletics

foundation

Southern Arkansas University

Magnolia



The Communications Center operates the SAU Web Site.

Please send comments, questions, or suggestions to jspost@saumaq.edu.

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SAU Disclaimer Statement

Disability Support Services

Southern Arkansas University
100 S. University, Magnolia, AR, 71753-5000
(501) 233-4000



2003



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Listen to
Mulerider football



Construction continues on the Donald W. Reynolds Campus and Community Services Building at SAU. The project is scheduled to be complete in the summer of 2004.

SOUTHERN ARKANSAS UNIVERSITY

A Tradition of Success

Questions about the web site should be sent to

ckyoung@saumag.edu

Southern Arkansas University

100 E. University, Magnolia, AR, 71753-5000
(870) 235-4000

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Links for

[Visitors](#)
[Current students](#)
[Prospective students](#)
[Parents and family](#)
[Faculty and staff](#)
[Continuing Education](#)

Today's news

[Magale Library boasts changes, improvements](#)
[SAU professor has article published](#)
[SAU professor publishes book](#)
[Dept. of Nursing receives accreditation for program](#)
[SAU instructor welcomes scholars to SAU campus](#)
[More SAU news.....](#)

On campus

[Spring 2004 class schedule](#) (Printed copy will be available at various locations around campus in approximately two weeks)

[December Commencement - Friday, Dec. 12](#)

[SAU to offer certified financial planner review in Little Rock](#)

[Spanish Club to sponsor Boston Flamenco](#)

[Ballet performances](#)

[Continuing Education - Raising Money for Your](#)

[Non-Profit Organization](#)



[Click on this link](#)

[CampusConnect®](#)

[Click on this link](#)

2006



- Home
- Academics
- Athletics
- Students
- Faculty/Staff
- Contact Us

- Home
- Academics
- Alumni
- Athletics
- Administration
- Distance Education
- Campus Directory
- News
- University Calendar

Search SAU

Search

Advanced Search

Quick Clicks

- Apply to SAU
- Financial Aid
- Employment Opportunities

Welcome to SAU!

Home : Welcome to SAU!

SAU Grad to play in Super Bowl XL



Jordan Babineaux (No. 27) celebrates with Seattle's fans following a win earlier this season. Babineaux, a 2004 graduate of Southern Arkansas University, will play in Super Bowl XL as a member of the NFC Champion Seattle Seahawks. Babineaux starred on defense and special teams for the Muleriders, setting several SAU and Gulf South Conference records. Babineaux earned his degree in broadcast journalism.

[More pictures...](#)

Notable

- History of the Mulerider

In the News

- SAU to host History Day competition in March - *Tuesday, January 24, 2006*
- SAU to co-sponsor seminar on Arkansas Entrepreneur Day - *Tuesday, January 17, 2006*
- Clinton School names SAU grad director of visiting speaker programs - *Monday, January 16, 2006*
- SAU to offer continuing education classes - *Thursday, January 12, 2006*

Campus will close at 3 p.m. today due to hazardous weather conditions. No classes or offices will be open after that time.



FAMILY DAY POSTPONED TO SEPT. 27 DUE TO WEATHER; GAME TBA LATER

SOUTHERN ARKANSAS UNIVERSITY

Upcoming Events:

- » March 17-21: Spring Break
- » April 1: Non-Traditional Scholarship application deadline
- » April 2: Drop/Withdrawal Deadline
- » April 8: Early Man in Central Texas
- » April 9: Spring Fling
- » April 15: Departmental Scholarship application deadline
- » April 19: Magnolia Student Video Festival entry deadline

Admissions

Undergraduate
Graduate Studies
International
Financial Aid
Tuition & Fees
Continuing Ed

Academics

Schools & Colleges
Degree Programs
Class Schedules
Magale Library
Advising
Distance Education

Campus Life

Calendar
Student Jobs
Housing
Student Activities
Student Life
Campus Map

Athletics

Men's
Women's
Camps
Ticket Information
Recruiting
Listen Live

Useful Tools

Campus Directory
Blackboard
Campus Connect
Jobs @ SAU
Bookstore
StuMail

We Are SAU

SAU on YouTube
Mulerider MySpace
SAU Facebook
News
Events Calendar
Fight Song



Xi Wu = passionate learner + caring tutor + researcher + Mulerider

This humble student may say he is not "that smart," but Southern Arkansas University senior chemistry major, Xi Wu, also ... [read more]

[Students](#)

[Parents](#)

[Alumni](#)

Spring semester ushers in new records

Records have been set at Southern Arkansas University during the spring 2012 semester. Not only are more students enrolled in spring semester classes than ever before, but there are also a record ... [Read More]

[Request Information](#)

[Schedule a Tour](#)

[Apply Now](#)

Campus News

Fall 2011 Dean's List - Southern Arkansas University has announced the names of 432 students who qualified for the Dean's List. *Feb 9, 2012*

Fall 2011 President's List - A total of 192 students were named to the President's List at Southern Arkansas University following the fall semester. *Feb 9, 2012*

SAU will host regional science fair - The Southwest Regional Science Fair, hosted by Southern Arkansas University, will be held at the university's campus from February 10-12, 2012.

Campus Calendar

Feb 14

7:00 pm Arkansas Archeological Society

Feb 15

20% Refund Deadline

Feb 20

Presidents Day

Mar 5

10:00 am Mid-Semester Grades Due in the Office of the Registrar

Mar 11



- Majors & Minors
- Scholarships & Financial Aid
- International Student Services
- Course Schedules
- Transcript Request
- Bookstore
- Transferring to SAU

Today



The SAU Department of Theatre presents **Seussical** April 24-27

SAU musical highlights regional actors and opens April 24
"Seussical the Musical" and is slated to be the biggest Southern Arkansas University theatre performance in years with 42 ...

Students

Parents

Alumni



Campus News

Group forming for local stream conservation

Anyone interested in watershed and stream conservation is invited to attend the first meeting of the...[More](#)

SAU Fincher Hall students raising money for Make-A-Wish

Upcoming Events

APR 23 Wed 7:30 pm "Gimme a Second" senseless improv group

APR 24 Thu 8:00 pm Comedian: Landry

APR 28 Mon Last date to change "I" grades in the Office of the Registrar

APR 30 Wed 6:30 pm Dr. Elena Kovaleva: "Russian Traditions in Cinema"

MAY 1 Thu Last date to register for spring intersession classes



Request Information

Schedule a Tour

Apply Now



Driving forces in redesign

- Analytics
- Design/branding
- Accessibility/usability
- User feedback/surveys
- Stealing ideas from others

Device

1. desktop	
Mar 21, 2014 - Apr 20, 2014	96,606 (75.46%)
Mar 21, 2013 - Apr 20, 2013	106,098 (82.83%)
% Change	-8.95%
2. mobile	
Mar 21, 2014 - Apr 20, 2014	24,452 (19.10%)
Mar 21, 2013 - Apr 20, 2013	16,616 (12.97%)
% Change	47.16%
3. tablet	
Mar 21, 2014 - Apr 20, 2014	6,966 (5.44%)
Mar 21, 2013 - Apr 20, 2013	5,370 (4.19%)
% Change	29.72%

Browser

1. Internet Explorer	
Mar 21, 2014 - Apr 20, 2014	51,388 (40.14%)
Mar 21, 2013 - Apr 20, 2013	64,227 (50.15%)
% Change	-19.99%
2. Chrome	
Mar 21, 2014 - Apr 20, 2014	29,677 (23.18%)
Mar 21, 2013 - Apr 20, 2013	18,895 (14.75%)
% Change	57.06%
3. Safari	
Mar 21, 2014 - Apr 20, 2014	24,900 (19.45%)
Mar 21, 2013 - Apr 20, 2013	22,831 (17.83%)
% Change	9.06%
4. Firefox	
Mar 21, 2014 - Apr 20, 2014	13,866 (10.83%)
Mar 21, 2013 - Apr 20, 2013	13,952 (10.89%)
% Change	-0.62%



Mobile



Desktop

58 / 100 User Experience

! Should Fix:

Use legible font sizes

▶ [Show how to fix](#)

Size tap targets appropriately

▶ [Show how to fix](#)

Configure the viewport

▶ [Show how to fix](#)

✓ 2 Passed Rules

▶ [Show details](#)

59 / 100 Speed

! Should Fix:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ [Show how to fix](#)





SOUTHERN ARKANSAS
UNIVERSITY

Magnolia™

Goals for redesign

- Faster load times, reduce server load
- More effective navigation
- Improved social integration
- Quicker access to key actions (apply, give, ask)
- 100% responsive
- Better representation of brand, focus on imagery



SAU | FACULTY PROFILE
DR. LISA TOMS

FUTURE STUDENTS | CURRENT STUDENTS | PARENTS | ALUMNI | FACULTY & STAFF

NEWS



EXPLORE GREECE ON TOUR LED BY SAU PROFESSOR

Explore the settings and culture of the once-mighty Greek empire, while enjoying the food, traditions and beauty that remain today during Southern Arkansas University's group tour of Greece. Dr. Svetlana Paulson, associate professor of history, will be leading the tour on May 11-19 ...



SAU FALL COMMENCEMENT CEREMONIES FRIDAY NIGHT

The Southern Arkansas University Fall Commencement ceremonies are scheduled for December 13, 2013, at the W.T. Watson Athletic Center. The first commencement ceremony is set for 5:30 p.m., during which the School of Graduate Studies and the College of Liberal and ...



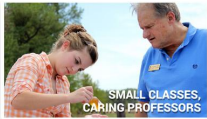
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JAN 15 Wed	Late Registration with penalty

[View Calendar](#)



STATE OF THE ART CAMPUS AND FACILITIES



SMALL CLASSES, CARING PROFESSORS

REQUEST INFO

SCHEDULE A TOUR

APPLY NOW

SCHOOLS & COLLEGES AT SAU

- COLLEGE OF BUSINESS
- COLLEGE OF EDUCATION
- COLLEGE OF LIBERAL & PERFORMING ARTS
- COLLEGE OF SCIENCE & TECHNOLOGY
- HONORS COLLEGE
- SCHOOL OF GRADUATE STUDIES

SAU ON TWITTER

The Mulderer joined Jason Pederson for a special performance in Little Rock over the break! <http://t.co/ikesOHw94C>

The Mulderer will be joining @1037TheBuzz and @KATVJason for Xmas Karaoke this evening for a special performance! <http://t.co/8GAdh8tE2U>

QUICK LINKS

- MAJORS & MINORS
- ONLINE LEARNING
- SCHOLARSHIPS & FINANCIAL AID
- INTERNATIONAL STUDENT SERVICES
- COURSE SCHEDULES
- TRANSCRIPT REQUEST
- BOOKSTORE
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DEGREES & PROGRAMS



VIRTUAL TOUR



VISIT



REQUEST INFO



APPLY



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ACADEMIC TOOLS

- Academic Calendar
- Registration
- Class Schedule
- Undergraduate Catalog
- Graduate Catalog

CAMPUS LIFE

- Housing Options
- Activities Calendar
- Greek
- Clubs and Organizations
- Campus Dining

QUICK LINKS

- Blackboard
- Campus Connect
- Library
- Student Handbook
- Email



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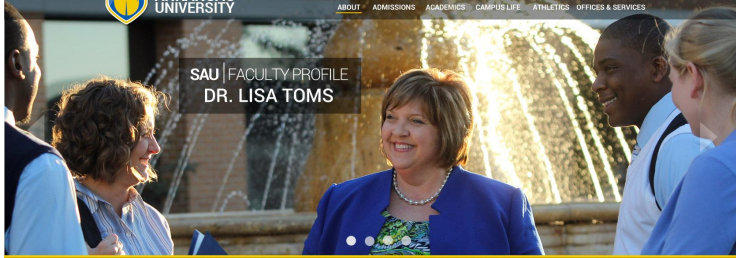
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DEGREES & PROGRAMS



VIRTUAL TOUR



VISIT



REQUEST INFO



APPLY



STATE OF THE ART
 CAMPUS AND FACILITIES



SMALL CLASSES
 CARING PROFESSORS

Don't FORGET

REGISTRATION IS THIS WEEK!

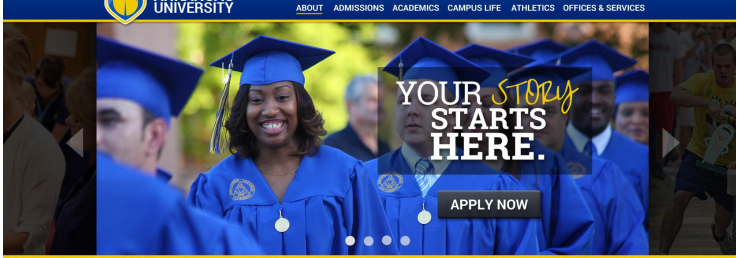
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JAN 6	Last date for dropping courses Last date for withdrawing from the University without punitive grade.
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 HERE.

APPLY NOW



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DEGREES & PROGRAMS



VIRTUAL TOUR



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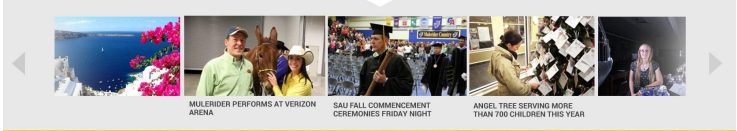
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SOCIAL



MULENDER PERFORMS AT VENIZON
 ARENA

SAU FALL COMMUNICAMENT
 CEREMONIES FRIDAY NIGHT

ANGEL TREE SERVING MORE
 THAN 700 CHILDREN THIS YEAR

SCHOOLS & COLLEGES AT SAU

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SOCIAL



Summer 2014

The image shows a screenshot of the Southern Arkansas University website. At the top left is the university's logo, a yellow shield with a green leaf and the text "SOUTHERN ARKANSAS UNIVERSITY". To the right of the logo is a navigation bar with links: "Directory | Events | Library | Campus Connect | Blackboard". Below this is a secondary navigation bar with "ABOUT", "ADMISSIONS", "ACADEMICS", "CAMPUS LIFE", "ATHLETICS", and "OFFICES & SERVICES". A third bar contains icons for "GIVE", "VISIT", "APPLY", "QUESTION", and "QUICK LINKS". The main content area features a large banner image of graduates in blue caps and gowns. Overlaid on the banner is the text "YOUR STORY STARTS HERE." in white and yellow, with a "APPLY NOW" button below it. Below the banner is a horizontal menu with "FUTURE STUDENTS", "CURRENT STUDENTS", "PARENTS", "ALUMNI", and "FACULTY & STAFF". Underneath this is a row of five icons with labels: a graduation cap for "DEGREES & PROGRAMS", a camera for "VIRTUAL TOUR", a location pin for "VISIT", an information icon for "REQUEST INFO", and a checklist for "APPLY". The bottom section is titled "NEWS" and contains three news items, each with a small image and a text snippet. The first news item shows graduates and is partially cut off. The second shows two men in suits talking, with the text "SAU Engineering Program approved: Industry representatives from ...". The third shows a woman in a blue graduation gown, with the text "Online student takes care of family while continuing toward her degree".

Directory | Events | Library | Campus Connect | Blackboard

ABOUT ADMISSIONS ACADEMICS CAMPUS LIFE ATHLETICS OFFICES & SERVICES

GIVE VISIT APPLY QUESTION QUICK LINKS

YOUR STORY STARTS HERE.

APPLY NOW

FUTURE STUDENTS CURRENT STUDENTS PARENTS ALUMNI FACULTY & STAFF

DEGREES & PROGRAMS VIRTUAL TOUR VISIT REQUEST INFO APPLY

NEWS

SAU Engineering Program approved: Industry representatives from ...

Online student takes care of family while continuing toward her degree

Testing

- Using mouseflow.com (free plan!)
- Generated heat-maps
- Recorded sessions

**iterative,
perpetual beta**