Web Design Standards

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Illinois Web Advisory Group (IWAG)

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Problem:

What is needed to deliver and maintain a **unified user experience** across our university websites, various content management systems and platforms?
Illinois Web Advisory Group (IWAG)

5 Focus Areas:

1. Design and Brand
2. Content Management
3. Digital Asset Management (shared content)
4. Central Analytics
5. UX Research and Web Strategy
FOCUS AREA 1: Design and Brand

Project Overview
Project Goals

✓ Unify the campus web presence
✓ Balance standardization with flexibility
✓ Achieve high-levels of accessibility
✓ Promote best practices in design, development and marketing

Audiences
✓ Designers
✓ Developers
✓ Content Marketers

Stakeholders
✓ Illinois Web Advisory Group (IWAG)
✓ Campus Units

Partners:
✓ DRES (Accessibility Support)
Research Goals

✓ Capture the needs of the stakeholders
✓ Understand the needs of the audiences
✓ Establish a benchmark from competition
✓ Identify existing value from within the university
✓ Clarify university-level brand needs

Tools

✓ Internal Analysis
✓ Competitive Analysis
✓ Stakeholder Interviews
✓ Audience Discussions
✓ Focus Groups
Campus Unit Stakeholders

Segment 1 (Current Focus):
Units in significant need of assistance.

Solution:

✓ Allow content producers to create web pages
✓ Modular design elements
✓ Standardized interface components

Segments 2 and 3:
Units with moderate needs and fully resourced units.

Questions for the Design Process:

✓ What constitutes unifying the user experience across university websites?
✓ How can web design standards be inclusive of the range of unit identities?
✓ How/where will a unit be able to establish style?
✓ What are the university standard elements?
Empower content producers while standardizing the brand

- Inventing design solutions, U of I design, interface, colors, typography
- Using standardized fonts and colors
- Using components & pages
- Solving marketing & UX challenges
- Resources and Guidance

PROJECT OVERVIEW
Concept/Product:

✓ LEGOs
Building blocks combine to make common page formats:

✓ Home Page
✓ Landing Page
✓ FAQ
✓ Listing
✓ Contacts
✓ Article
Further research and development will inform campus-wide standards:

**Brand development:**
- ✓ Who are we collectively?
- ✓ What is my unit’s relationship to the brand?
- ✓ What are the needs to differentiate
- ✓ What will we be saying? What do we look like, sound like, and how do we behave?

**Web standardization:**
- ✓ What is an Illinois branded website?
- ✓ What are the specific identity elements, requirements and standards?
- ✓ Where/how do I create unit-level identity within the brand?
Technical Background
3 major system elements:

✓ Basic text formatting
✓ Page layout
✓ UI patterns
UI patterns must be:

✓ Usable
✓ Accessible
✓ Responsive
✓ Performant
✓ On-brand
Code design principles:

✓ Simplicity
✓ Readability
✓ No side effects
✓ Forgiving
✓ Standards-based
QUESTIONS & DISCUSSION