



Web site redesign

Home Page Survey Results

Thank you for taking the homepage survey, we received 943 responses. The two design ideas you reviewed are below. The survey results are listed under to the corresponding question.



1. Focusing on the **Header (1)** section of the two designs: Which **Header** do you like best?

Design 1 Design 2

41% chose D1-gray header
59% chose D2-white header with blue/gold

2. Focusing on the **Audience Navigation (2)** section of the two designs: Which **Audience Navigation** design (look and feel) do like best?

Design 1 Design 2

43% chose the look & feel of D1's navigation 57% chose the look & feel D2's navigation

3. Focusing on the **Audience Navigation** section of the two designs: Which **Audience Navigation** functions (drop down menu versus side scroll menu) do like best?

Design 1 Design 2

42% chose the drop-down functionality
58% chose the side scroll

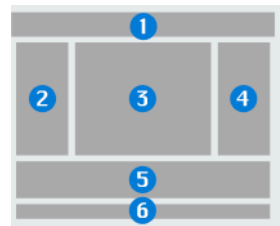
4. Focusing on the **Audience Navigation** section of either design: Are we missing a major audience of the University?

86% answered no
14% answered yes
>Major audiences suggested

5. What would make the biggest difference in improving www.umkc.edu?

>Suggested improvements for www.umkc.edu

DEFINITIONS



1. Header

The header will appear on all University pages, providing consistent navigation no matter where you go on the UMKC site.

2. Audience Navigation

This area provides additional navigation that will be useful to subsets of the UMKC community.

Note: On Design 1, if cookies are enabled in the user's browser, the navigation should "stick" so that the site will remember which audience you chose last.

3. Profiles

This area of the page is dedicated to telling UMKC's story. Intended to appeal to the UMKC community at large, these profiles will highlight UMKC students and faculty, feature aspects of campus life and emphasize UMKC's connection to the city we serve.

Note: On Design 1, the profiles can be navigated by clicking on an option beneath the caption. The arrow buttons on Design 2 provide navigation.

4. News and Events

Recent news, important announcements and upcoming events will be featured in this section.

5. Highlights

This area provides a place to promote campus activities and outreach that appeal to a wide audience. Items here would likely change on a seasonal basis.

HOME | TEXT ONLY

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