

USD 2.0

Initial Discovery

Current Process

2014

2015

2016

2017

2018

USD

USD

Admissions

Departments

CAS

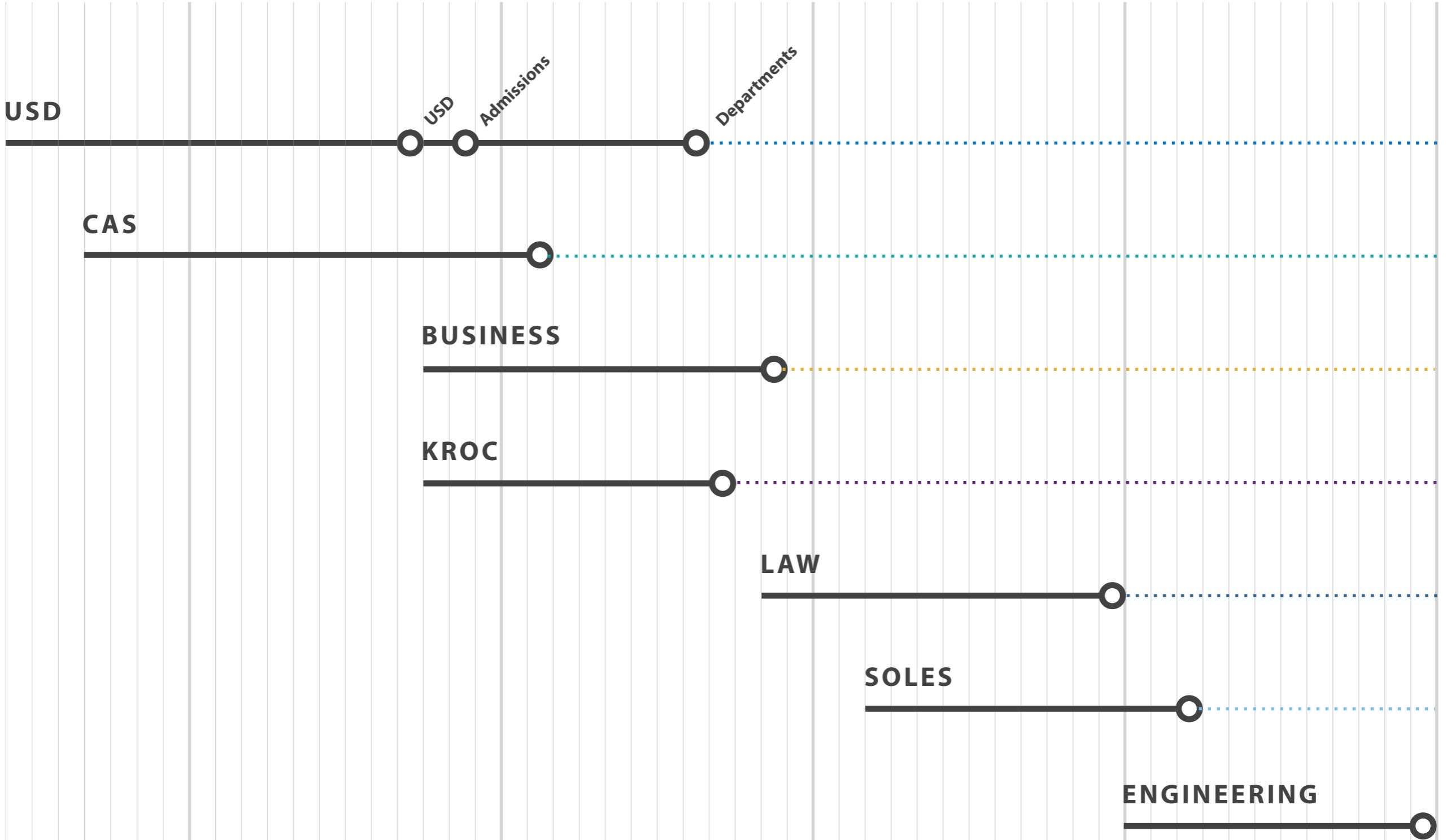
BUSINESS

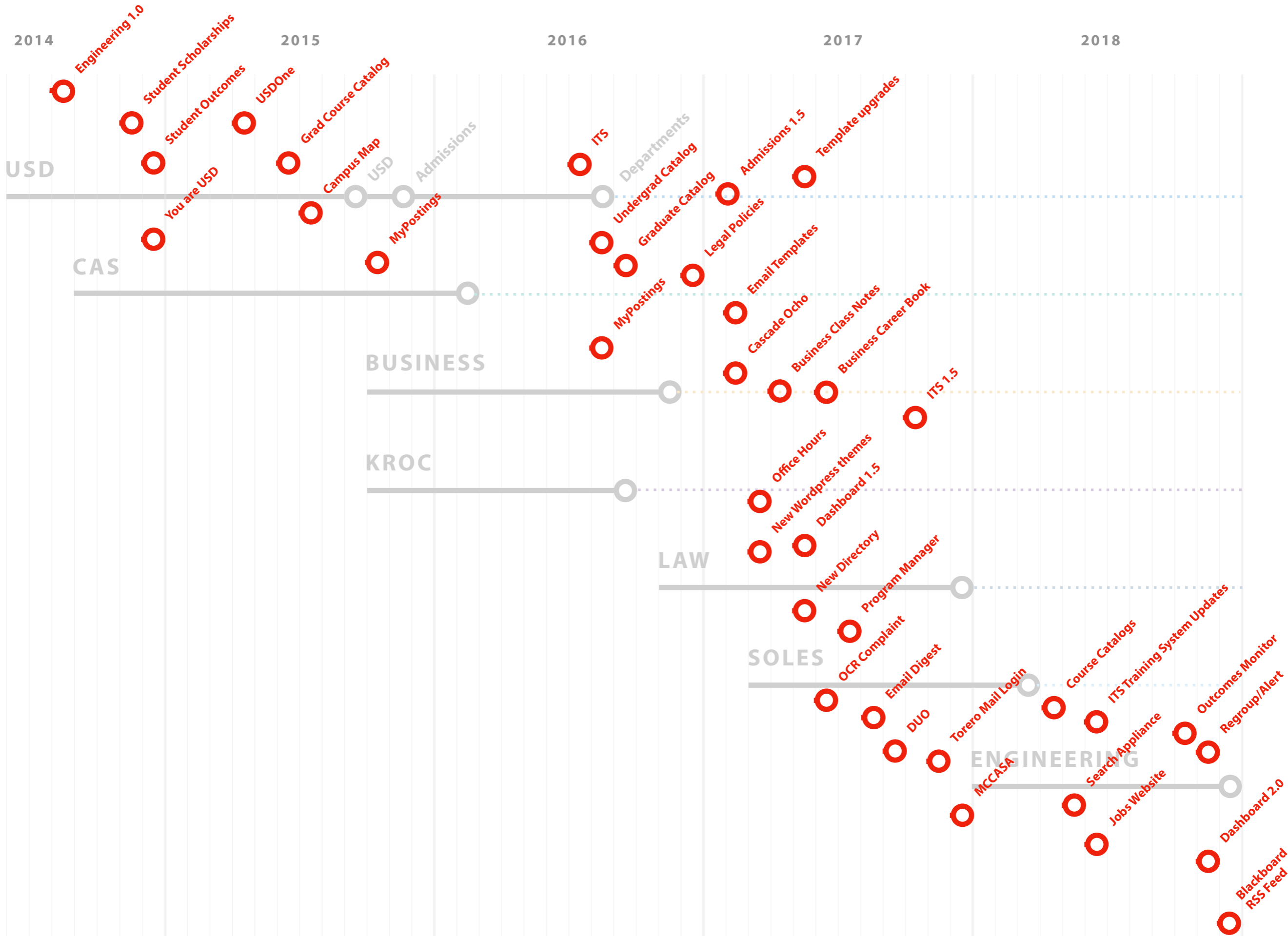
KROC

LAW

SOLES

ENGINEERING





WHAT WAS HAPPENING

Features created from scratch

Duplicated efforts and silos

Highly customized solutions

Limited time for innovation

SOME THINGS WE'VE HEARD

What are the other school/departments doing?

Can I get that feature too?

Are people even using this feature?

Why does it take so many clicks to find something?

Will I break something?

Where did the web team go?

Project Goals

CROSS-DEPARTMENT COLLABORATION

Break down the barriers between
areas and identify common issues
and solutions

GLOBAL COMPONENT LIBRARY

Have the flexibility to use
components that are fully tested and
shared across the university

DATA-DRIVEN VALIDATION

Implement better analytics to inform us if the features we add are effectively meeting our goals

USER-FOCUSED

Continue to review and streamline sites to make sure content stays fresh and easy to navigate

MAINTAINER CONFIDENCE

Build the tools and provide training
that empowers maintainers to keep
their site dynamic

WEB TEAM PARTNERSHIP

Create time for collaboration
post-launch and on a quarterly basis

INTRODUCING

Design Systems

DESIGN SYSTEM

Branding

logos, fonts, colors, icons, messaging, tone, voice

Visual Style

font sizes, color palette, imagery, spacing, animation

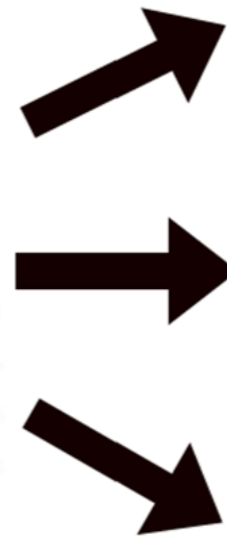
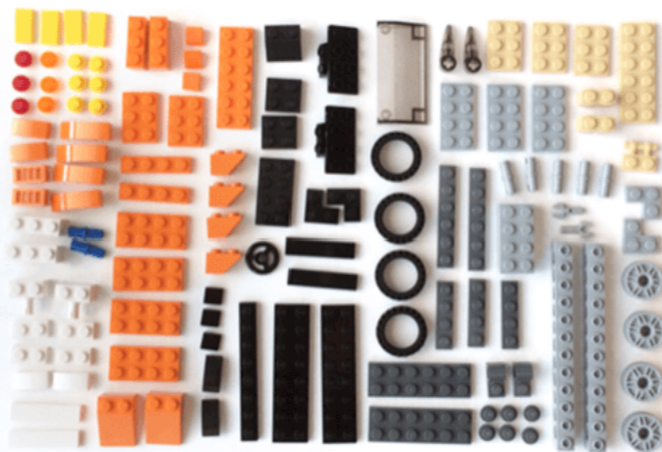
Component Library

heros, buttons, accordions, carousels, modules, page templates

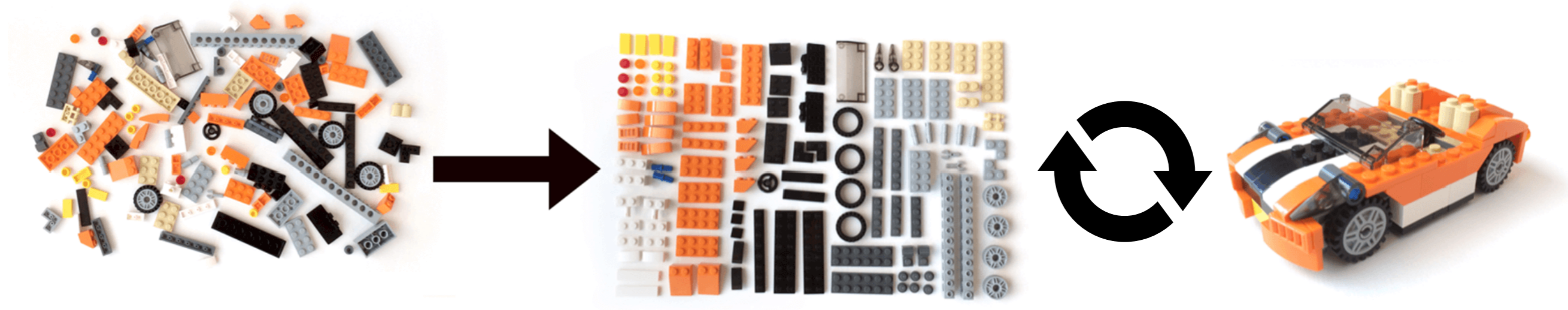
Guidelines and Governance

usage, rules, accessibility, documentation, collaboration

a collection
of **reusable components** and **repeatable patterns**
that provide **interchangeable building blocks**
guided by **clear standards**
that we can use to build complex solutions

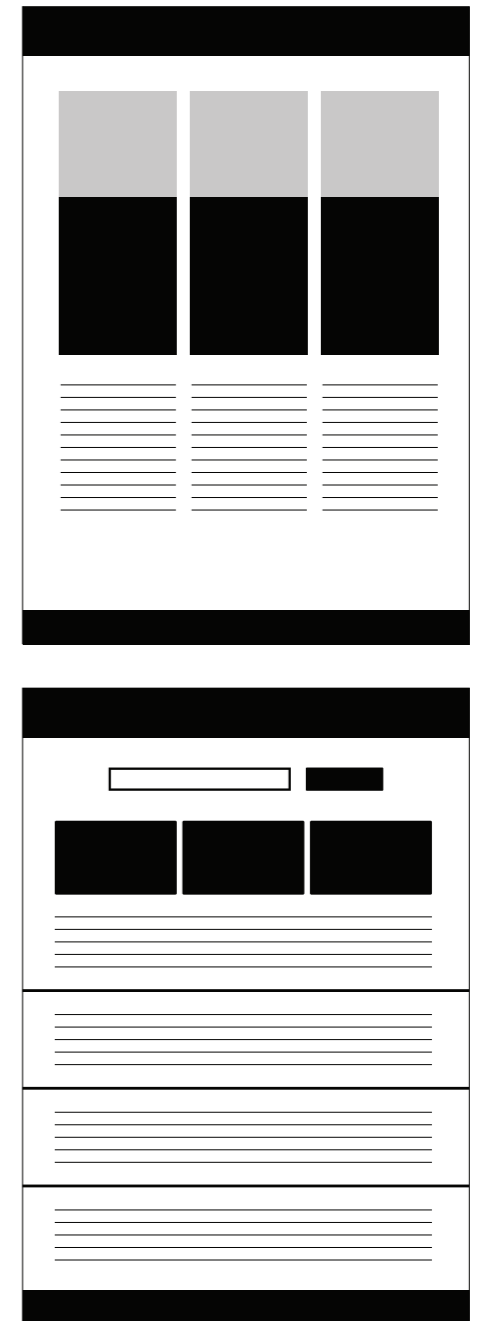
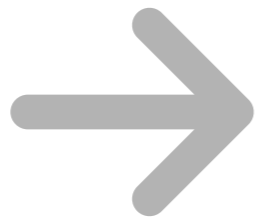
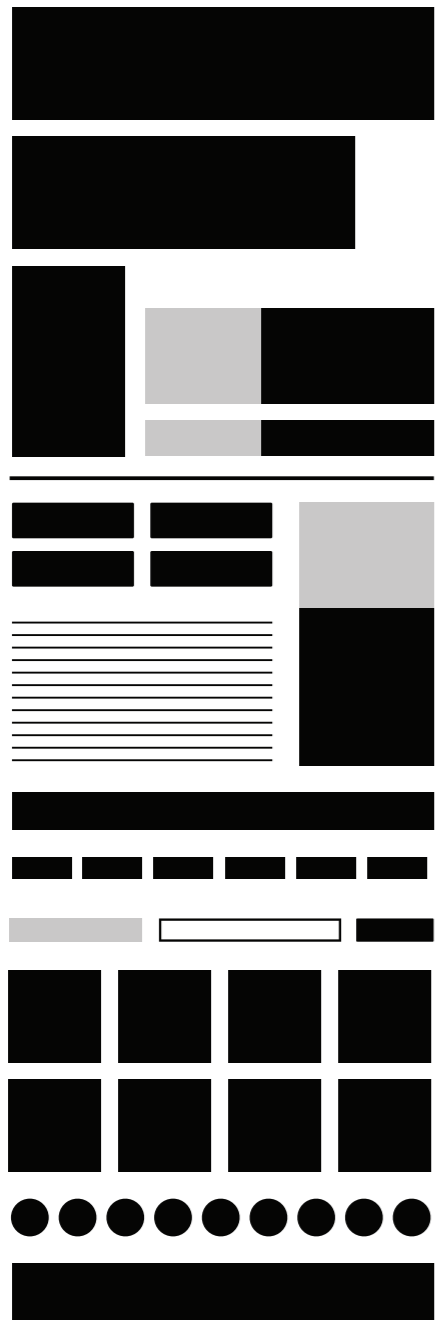








empowers maintainers of all skill levels
to create dynamic layouts
by providing a **wider range of page templates**
with the flexibility to evolve

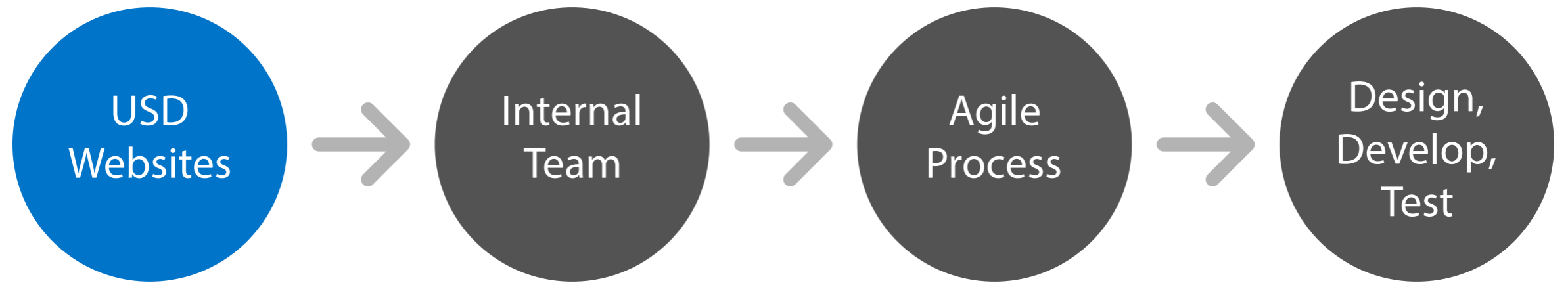


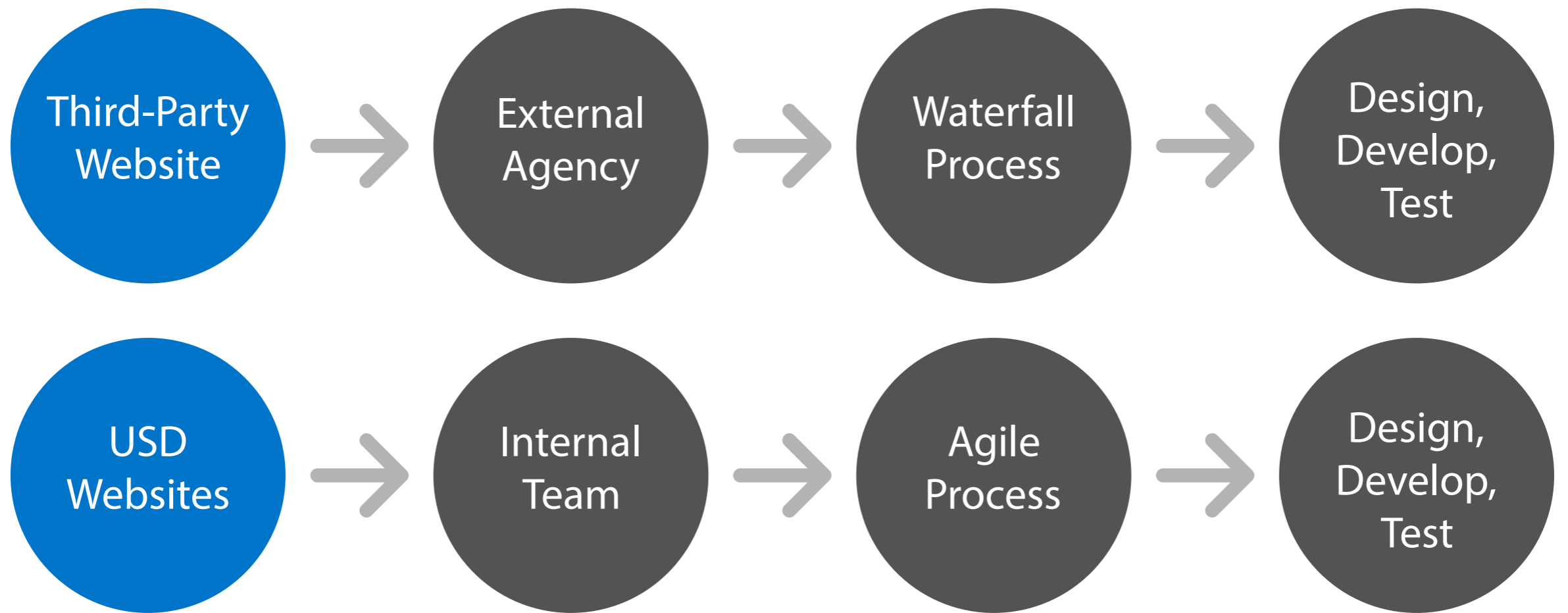
allows the web team to
collaborate with maintainers more often
to focus on new features and primary users

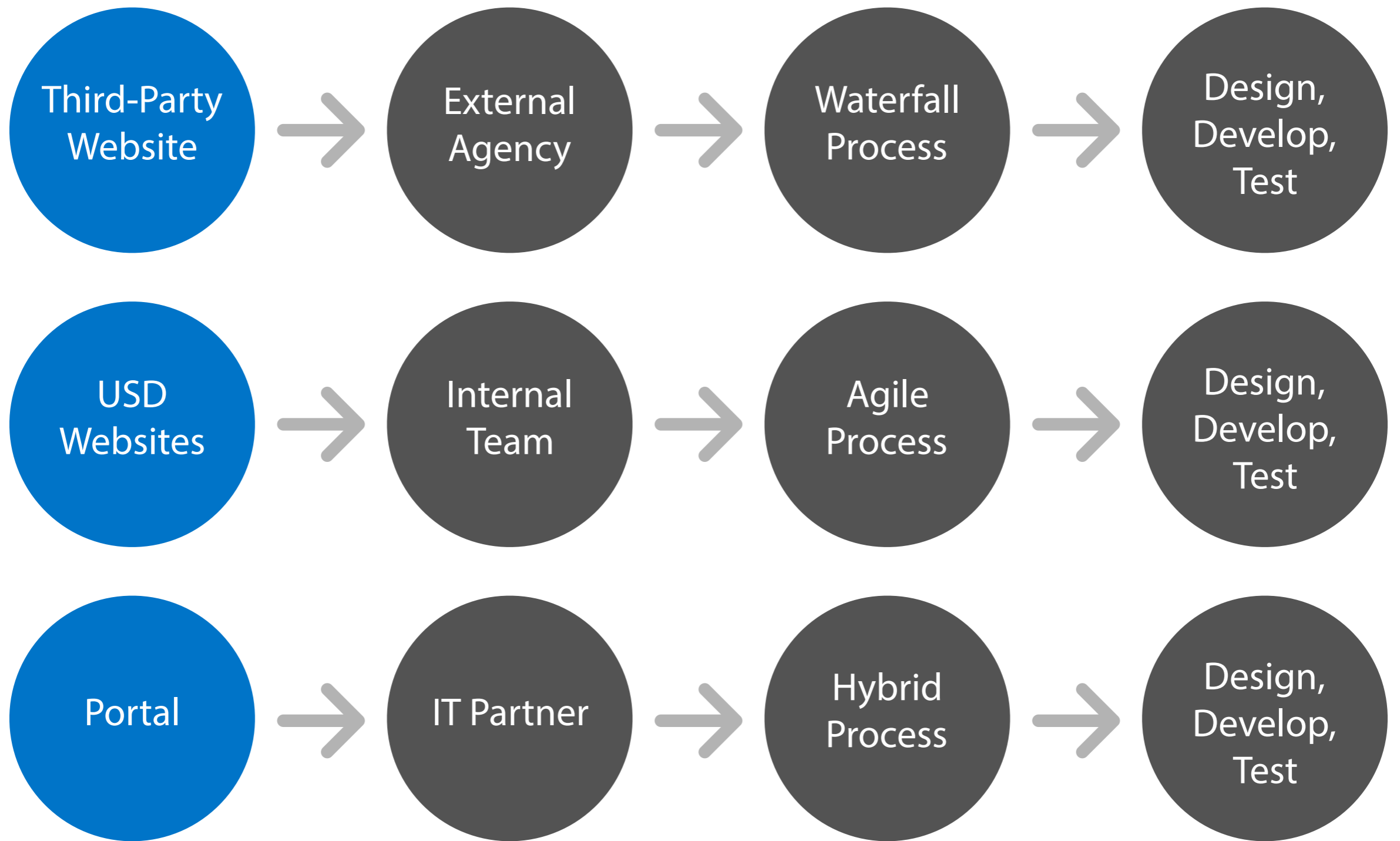
Benefits

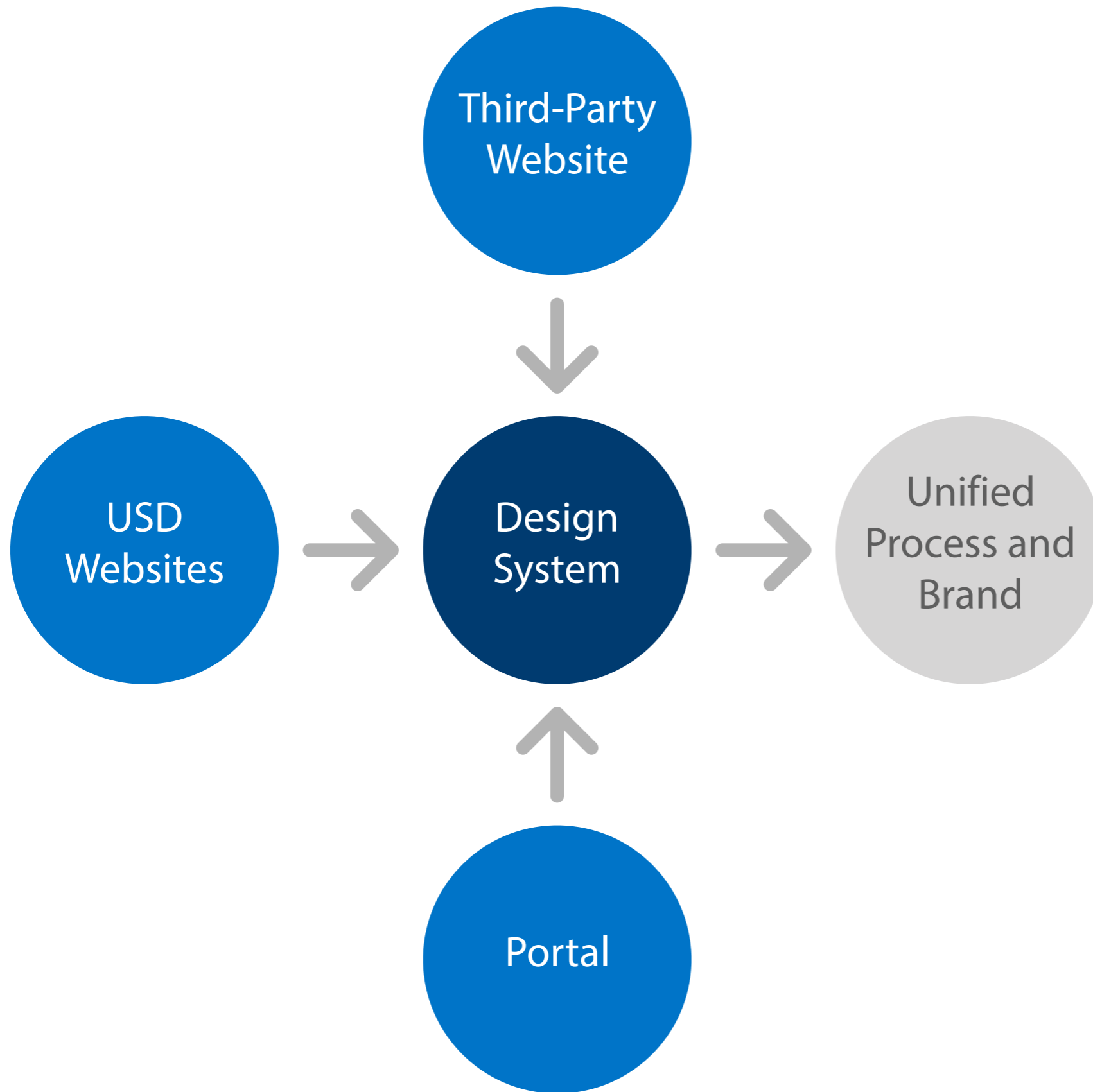
DESIGN SYSTEM IN PLACE

Think through new features on a holistic level, figuring out how the changes will ripple through the entire user experience, explore and test more avenues and options for new products and features

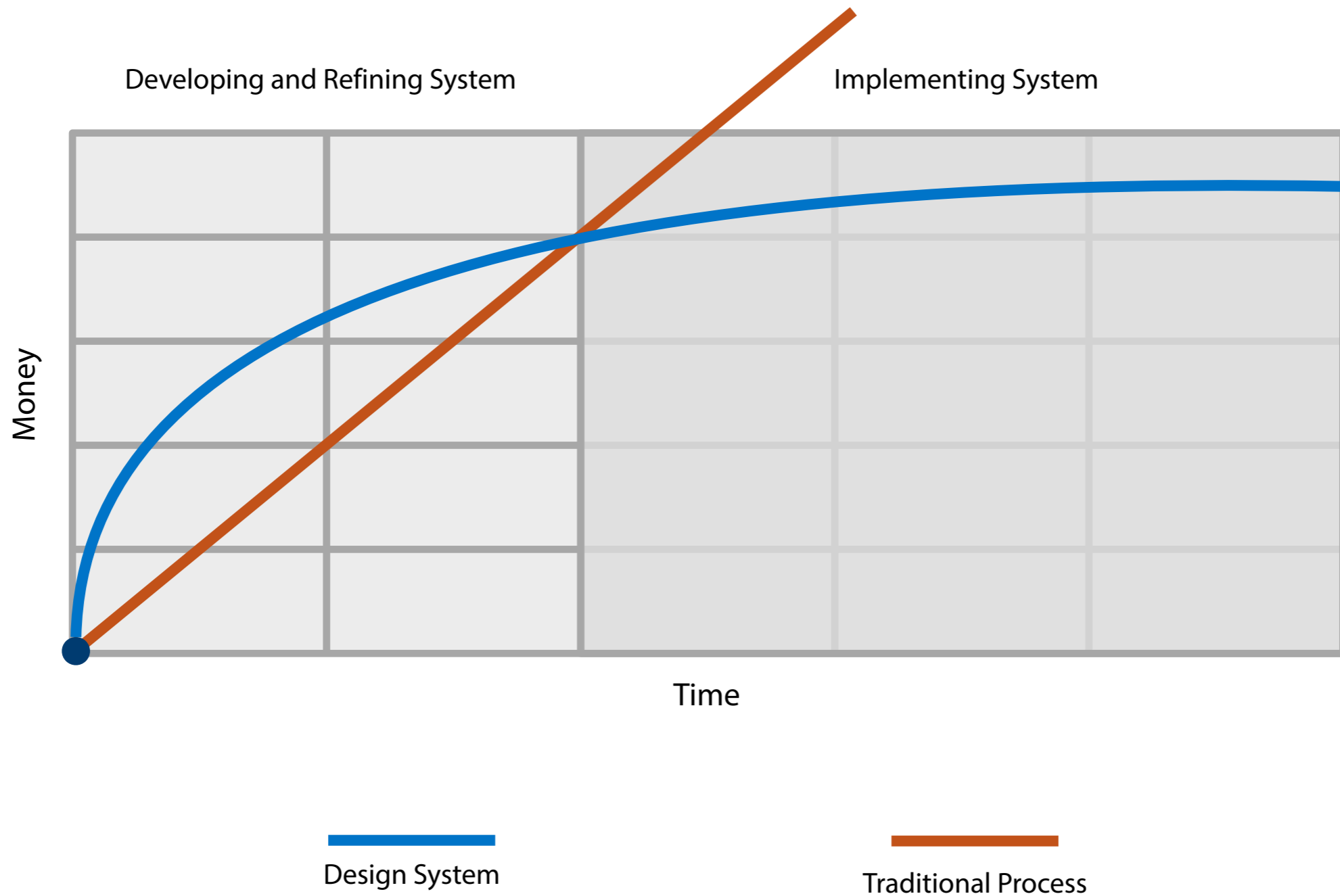








EFFICIENCY INCREASES SPEED ACROSS THE BOARD



CONSISTENCY THROUGHOUT USER-EXPERIENCE

WHY CHOOSE LIBERAL ARTS?

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See all Rankings

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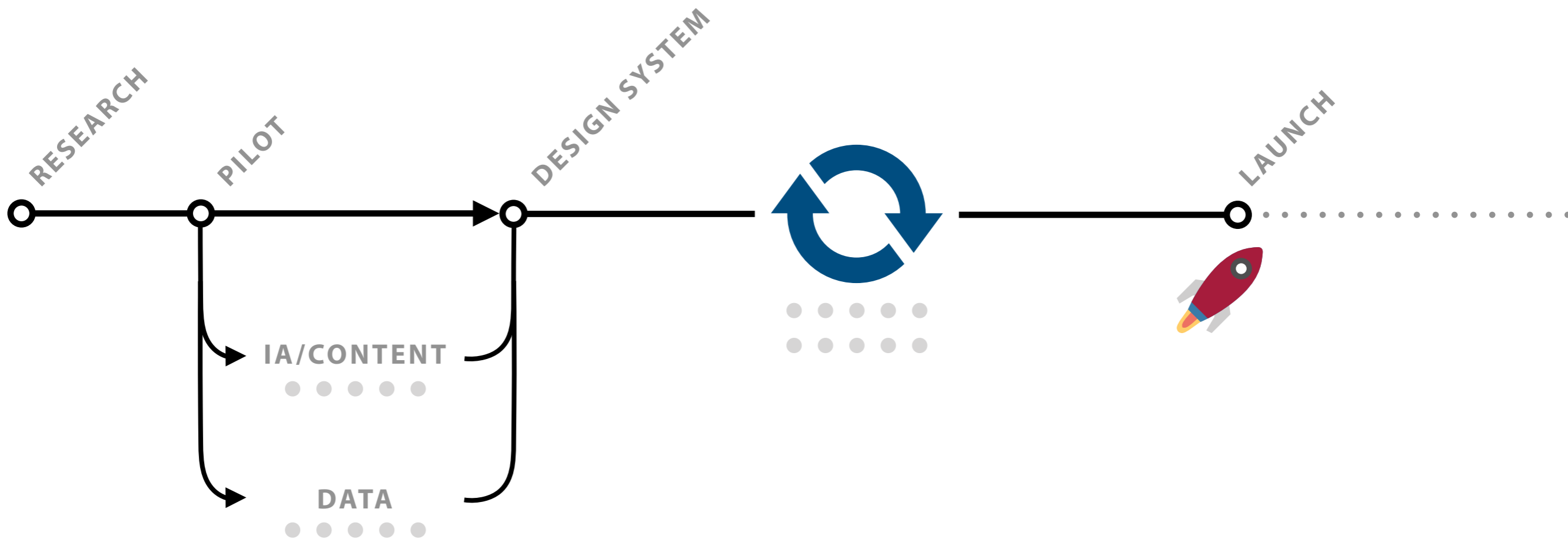
VIEW DEADLINES

USD DESIGN SYSTEM

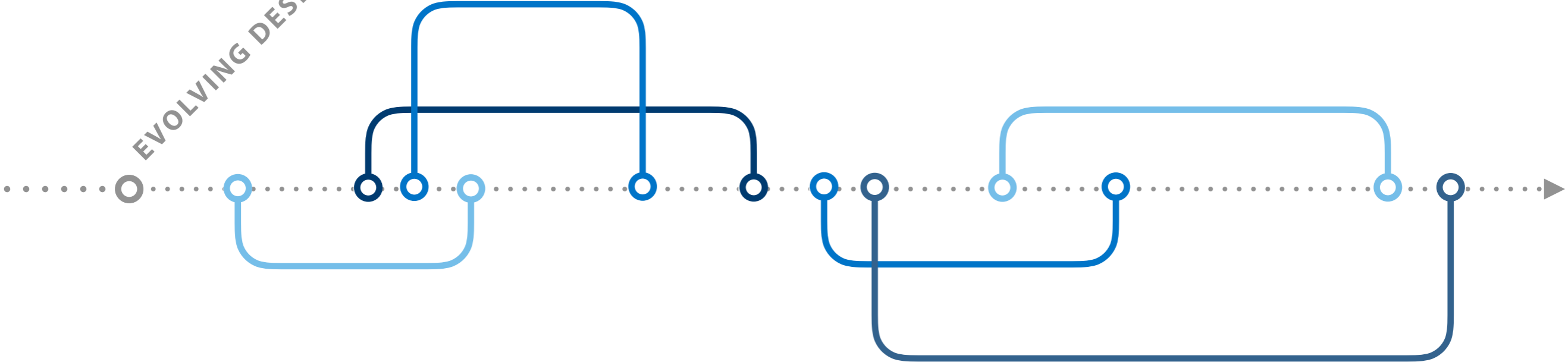
We are saving USD from needing to commission others to do design, development, usability and accessibility work – often at a cost of tens or hundreds of thousands of dollars.

Improved Process

USD 2.0



EVOLVING DESIGN SYSTEM



WHAT WE HOPE TO ACHIEVE

Focus on what matters: the bigger picture

Spend more time studying our users

Collaborate more often with maintainers

Explore and test options for new innovation

Evolve the design system as needs arise

Thank you.