

# CoMotion Web Redesign Plan

---

***BE BOUNDLESS***

**W**

# Goal

---

- > **Redesign the CoMotion website using:**
  - Hierarchy, consistency, whitespace, and writing for web standards to make information more scannable & accessible
  - A user-tested content organization and navigation that improves resource findability and effectively communicates CoMotion's identity
  - Systematized patterns and components that make the site look modern and make updating & managing the site faster

# Inspiration & Target

---

- > Usability Evaluation Mockups
- > Innovation Imperative Website: <https://www.washington.edu/innovation/>
- > UW Homepage: <http://www.washington.edu/>
- > UW Tri-Campus Admissions Page: [view](#)


# Usability Evaluation Mockups





UNIVERSITY of WASHINGTON UW Home My UW Maps Calendar Directory Libraries

**W COMOTION** About What We Do Impact Work With Us News & Events Blog





## YOUR INNOVATION PARTNER

We partner with the UW community on their innovation journey, providing tools, connections, and acumen to transform ideas into economic and societal impact.



-  **Protection & Licensing**
-  **Innovation Training**
-  **Funding & Partnerships**
-  **Startups & Incubation**


**We support UW researchers with their innovations**



### Consultation for UW Researchers

Work closely with one of our Innovation Managers to lorem ipsum dolor sit amet, consectetur adipiscing elit.


[REQUEST A CONSULTATION](#)



### Record of Innovation Form

Disclose innovations to CoMotion by filling out the record of Innovation form.

[VIEW FORM](#)



### CoMotion Labs

We give researchers a variety of facilities, tools, and spaces to aid them on their journey.

[LEARN MORE](#)

### Material Transfer Agreements

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[LEARN MORE](#)

## Get involved in the CoMotion community

Students	Industry Leaders & Investors	Lorem Ipsum
<a href="#">Training &amp; Education</a> <a href="#">Fellowships &amp; Opportunities</a>	<a href="#">Become a Mentor</a> <a href="#">Invest in Innovation</a> <a href="#">Partner With Us</a>	<a href="#">Express Licensing</a>
<a href="#">VIEW ALL OPPORTUNITIES</a>	<a href="#">VIEW ALL OPPORTUNITIES</a>	<a href="#">VIEW ALL OPPORTUNITIES</a>

# Innovation Imperative

UNIVERSITY of WASHINGTON

Students Parents Faculty & Staff Alumni


HOME ABOUT PROGRAMS CLASSES AND CLUBS EVENTS SPACES STARTUPS WORK WITH UW

## THE INNOVATION IMPERATIVE



The Innovation Imperative

### The impact of innovation at the UW

Throughout more than 150 years of history, the UW has demonstrated an extraordinary track record of inventions and discoveries with impact across the globe. Consistently ranked the most innovative public university in the world, there is no limit to what we can achieve.



**Engineering innovations often promise during pandemics:**  
Engineering Innovation teams bring together health care professionals with 3D printing, bio-sensing, motor, rigs, sensors, robotics, medical device programs, and more.  
by Mark Soudri, University of Washington



### Startups and spinoffs

Every UW college and school has launched startups and created spinoffs. Since 2016, [UW Spinoffs](#) has received 1,369 licenses and 73 spinoffs which have gone on to raise over \$4.4B in funding.

[View our portfolio](#)

### Innovations that changed the world


The University of Washington has an extraordinary track record of critically endorsed, jetting inventions, discoveries and other innovations that have had a profound impact on lives all over the globe.

[View more](#)

### Innovation happens everywhere at the UW

**Getting started:** Whether you are a student, entrepreneur, investor, or other community member, these Frequently Asked Questions will guide you in the right direction. [View FAQ](#)

**"Insights I developed at UW are what carried me forward towards running my own business."**  
— Jenika Codd, Master of Science in Entrepreneurship '18




### The innovation ecosystem

The UW innovation ecosystem empowers students and researchers to learn, discover and build solutions to tomorrow's challenges. It encourages innovation by providing the space and opportunity for people from all backgrounds — from the humanities to the sciences, the poetic and the pragmatic — to connect, imagine and discover.

### Learn the skills

The UW offers a wide variety of educational and learning opportunities to build student's skills in innovation and entrepreneurship.


- [Explore programs](#)
- [Find a class](#)



### Get hands-on experience

Innovation happens in every corner of the UW — and there's no better way to expand your skill set than to participate in a hands-on kind of way.


- [Connections and hackathons](#)
- [Makerpaces](#)
- [Student Clubs](#)



### Bring ideas to life

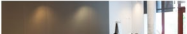
A strong community is critical for entrepreneurs to bring new ideas to life. Important milestones along the journey include mentorship, lessons from industry leaders and alumni, and pursuing funding opportunities.

- [Find a mentor](#)
- [Accelerators and incubators](#)
- [Funding opportunities](#)



### Build your network

Join us for events that will open your eyes, push your



UNIVERSITY of WASHINGTON

Students Parents Faculty & Staff Alumni

HOME ABOUT PROGRAMS CLASSES AND CLUBS EVENTS SPACES STARTUPS WORK WITH UW

## INNOVATION PROGRAMS

The UW offers a wide variety of educational and learning opportunities to build skills in innovation and entrepreneurship at any point in the journey. From undergraduate and master's degree programs to leading research organizations, from incubators and accelerators to internships and mentorship, the UW has it all.


### Buick Center for Entrepreneurship

The Buick Center serves the entire campus with exceptional academic programs and real-world experiences. Students and faculty who engage with the center make strong connections to the Seattle entrepreneurial community. Early-stage entrepreneurs from all majors and disciplines define their journey — from ideation to launch and everything in between.

### Undergraduate students

#### Lavin Entrepreneurship Program

This experiential program is for undergraduate entrepreneurs from all majors and disciplines across campus. By combining curriculum with hands-on learning and a cohort of students all interested in the startup experience, the UW Buick Center gives Lavin students the experience, skills and know-how to succeed in their future business ventures.




[Learn more](#)

### Graduate students

#### Entrepreneurship Certificate

The Buick Center's certificate in entrepreneurship prepares UW graduate and PhD students for the world of startups and new technology enterprises. Certificate students, whose disciplines range from engineering and architecture to health and medicine, take classes, work with lab mentors on their market-ready applications, gain real-world experience, and network with the region's most innovative entrepreneurs.



[Learn more](#)

Colleges and schools

# UW Homepage

The screenshot shows the top portion of the UW homepage. At the top is a purple navigation bar with the UW logo and the text "UNIVERSITY of WASHINGTON". To the right are links for "Students", "Parents", "Faculty & Staff", and "Alumni", along with a search icon and "Quick Links". Below this is a white navigation bar with dropdown menus for "ABOUT", "ACADEMICS", "APPLY", "NEWS & EVENTS", "RESEARCH", "CAMPUSES", and "GIVE". The main content area features a large dark banner with the hashtag "#ThisIsUW" and the headline "RAISING OUR VOICES". Below the headline is a sub-headline "Black UW community members, including Tukwila City Councilmember DeSean Quinn, '00, share insights about the continued fight against systemic racism." and a "READ MORE" button. To the right is a portrait of a man with glasses. Below the banner is a row of seven icons representing different university areas: ARTS&UW, MAPS, MYUW, ATHLETICS, SOCIAL, LIBRARIES, and UW MEDICINE. At the bottom of the screenshot is a "News & Events" section with three article thumbnails.


This section provides a detailed view of the "News & Events" area. It features three article cards under the heading "News & Events".

- Article 1:** Category: CORONAVIRUS. Title: "Study underway to determine food, economic insecurity during pandemic". Description: "Understanding Washington residents' access to food and their economic well-being – or lack of it – during the COVID-19 pandemic is vital for state and community partners to identify those needs and allocate resources effectively." Buttons: "READ STORY" and "COVID-19 UPDATES".
- Article 2:** Category: HONORS AND AWARDS. Title: "50 UW researchers on Highly Cited Researchers 2020 List". Description: "The highly anticipated annual list identifies researchers who demonstrated significant influence in their chosen field or fields through the publication of multiple highly cited papers during the last decade." Button: "UW NEWS".
- Article 3:** Category: ENVIRONMENT. Title: "What's killing coho salmon?". Description: "Every fall more than half of the coho salmon that return to Puget Sound's urban streams die before they can spawn. In some streams, all of them die, but scientists didn't know why. A team led by researchers at the University of Washington Tacoma, UW and Washington State University Puyallup have been studying the issue." Button: "UW NEWS".

At the bottom of the section is a "FAST FACTS" box with two statistics:

- Get involved:** More than **800** STUDENT ORGANIZATIONS.
- Did you know?:** **7** UW FACULTY MEMBERS HAVE WON THE NOBEL PRIZE.

# UW Tri Campus Admissions



Students Parents Faculty & Staff Alumni [Check links](#)


ABOUT - ACADEMICS - APPLY - NEWS & EVENTS - RESEARCH - CAMPUSES - GIVE

## APPLY TO THE UNIVERSITY OF WASHINGTON

Admissions


You're undaunted by challenges. In fact, you seek them out. You believe that a world of good starts with one person. One step. We believe that too. So what are you waiting for? Start the journey to become a Husky today.

### Undergraduate




[SEATTLE](#)

When you come to the UW's Seattle campus, you're part of more than the innovative city that's brought us everything from legendary music to life-saving cures. You're part of something bigger, too. You're part of a globally connected community that loves to innovate, to explore, to create. Here, you're part of Seattle's vibrant history — and the world's promising future.



[BOTHELL](#)

Our mission at UW Bothell is to make an exceptional college education accessible to more students — people just like you. No matter your background or future aspirations, if you are a strong, committed student, we want to help make your dream of a UW degree possible. We are a student-centered, open-access campus with 6,000 students, more than 350 faculty, five schools, more than 50 undergraduate and master's degree programs, and direct access to the big school resources of the tri-campus University of Washington.



[TACOMA](#)

At UW Tacoma, students become engines of change for themselves, their families, and their communities. Set in beautiful historic downtown Tacoma, the campus melds classic urban architecture with modern technology. Faculty and students work together in small classes striving for academic excellence, personal growth and professional expertise.

### Graduate



[GRADUATE SCHOOL](#)

The University of Washington offers more than 370 graduate programs across all three UW campuses and online, from masters to doctoral programs for people who are launching or continuing academic, research or professional careers. To explore or to apply to a graduate program, start with the Graduate School.

### Professional



[SCHOOL OF LAW](#)

The UW School of Law is one of the nation's top public law schools and one of the world's most respected centers for interdisciplinary legal scholarship and study. Our innovative, student-focused learning environment prepares our students to succeed in the evolving legal profession and to go on to be leaders for the global common good.



[SCHOOL OF MEDICINE](#)

The UW School of Medicine, renowned for its pioneering research, is recognized as one of the nation's top medical schools. Its unique community-based medical education program, iMedEd, serves a five-state region and emphasizes training clinicians to serve in rural areas.




[SCHOOL OF DENTISTRY](#)

The School of Dentistry, a global leader in oral health research, prepares students to be the 21st century dentists with evidence-based training grounded in the




[SCHOOL OF PHARMACY](#)

Nationally and globally ranked, the School of Pharmacy educates the next generation of pharmacy and research leaders and trains students for a career that combines a



[SCHOOL OF DENTISTRY](#)

The School of Dentistry, a global leader in oral health research, prepares students to be the 21st century dentists with evidence-based training grounded in the latest advances of biological and materials science.



[SCHOOL OF PHARMACY](#)

Nationally and globally ranked, the School of Pharmacy educates the next generation of pharmacy and research leaders and trains students for a career that combines a love of science and patient-centered health care.

### Certificates, degrees and courses for busy adults



[ALL PROGRAMS](#)

Choose from more than 130 certificate programs, 70 degrees and hundreds of courses with part-time options in the evening, on weekends and online.

[Enroll your bachelor's online](#)



[ONLINE PROGRAMS](#)

Choose from 36 certificate programs, 10 degrees and hundreds of courses.

[Online master's degrees](#)

UNIVERSITY of WASHINGTON

**BE BOUNDLESS** FOR THE WORLD

Connect with us:

[f](#) [t](#) [v](#) [p](#) [i](#) [o](#)

Accessibility | Contact Us | Jobs | Campus Safety | My UW | Rules Dossier | Privacy | Terms

© 2021 University of Washington | Seattle, WA

# Why not start from scratch?

---

- > Unsure what time next year the new Boundless Wordpress theme will be ready
- > Better to spend time modifying current website and setting-up a “blueprint” in the meantime
- > Better to spend time testing new elements, content, and structure on current site to learn from how they perform before a massive rebuild

# Redesign Strategy

---

- > **Phase 0 (In-Progress):** Clean Up, Set Up, Plan
- > **Phase 1:** Test Content Organization & Develop New Components, Outline Content, Design & Review Priority Pages
- > **Phase 2:** Implement Priority Pages + New Nav
- > **Phase 3-X:** Implement New Components in Secondary & Tertiary Pages
- > **Phase 4:** Evaluate 2021 UW Theme, Alternative Themes, Editor Options
- > **Phase 5:** Re-build Project: Re-theme site and migrate to a new editing system

# Timing Summary

---

- > **Phase 0 (In-Progress):** Up to the Holidays
- > **Phase 1:** Jan – Mid Feb
- > **Phase 2:** Feb- March
- > **Phase 3-X:** Monthly sprints through summer
- > **Phase 4:** Depends on theme release
- > **Phase 5:** Late 2021 or start of 2022? TBD.

# Phase 0 Purpose

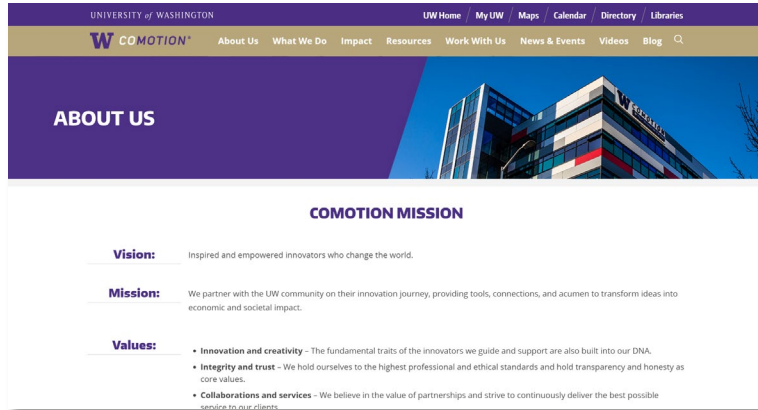
---

- > Low-hanging fruit fixes
- > Quick & easy improvements to scannability and accessibility
- > Document the project and set up materials for future

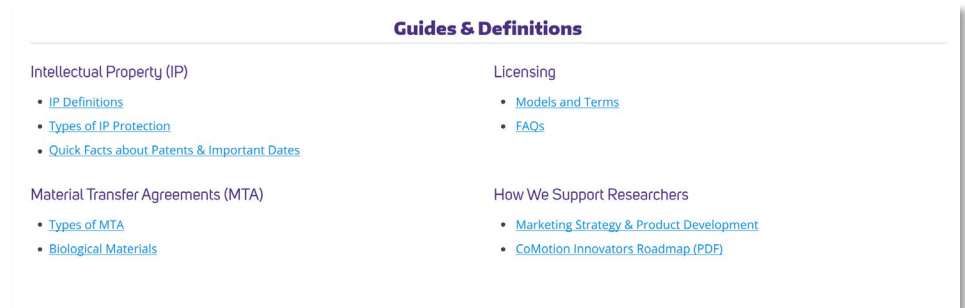
Phase 0: Clean Up, Set Up, Plan

# Phase 0 Examples

## Header Hierarchy



## Link Consistency



## Phase 0: Clean Up, Set Up, Plan

# Phase 1 Purpose

---

- > Figure out most user-friendly structure and navigation with user testing
- > Start developing the modular building blocks of our future website

Phase 1: Test Content Organization & Develop New Components

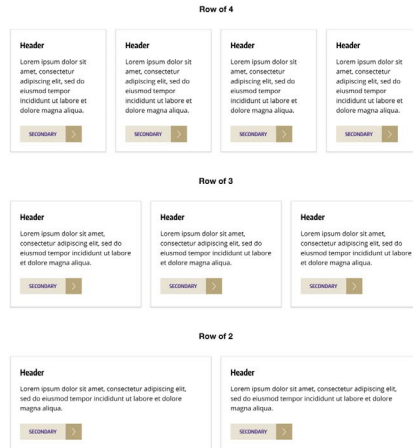
# Phase 1 Examples

## Developing New Components

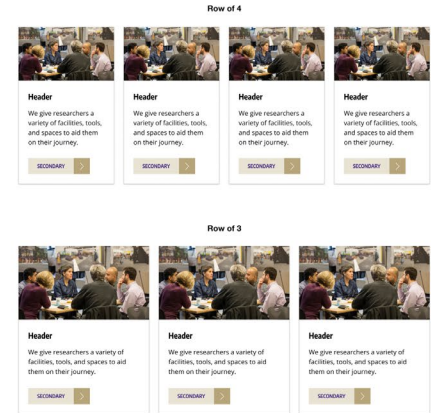
### Buttons



### Content Card No Image



### Content Card With Image



# Phase 1 Considerations

---

## > **Good News:**

- Tests are automated (can be sent out like survey) and quick (10 min most)

## > **Possible Challenges:**

- Technical + dev time for components
- Recruiting participants for testing (all the innovation managers & at least 5 researchers)
- Might need to run multiple tests (2 at most)

**Phase 1: Test Content Organization & Develop New Components**

# Phase 1 Resources

---

- > **Optimal Workshop Account-** <https://www.optimalworkshop.com/>
  - **Purpose:** Robust user testing tool for testing site architecture & organization
  - **Pricing:** \$166 Per Month Per User
  - **Total Cost:** \$322 for 1 Optimal Workshop Account (\$166 per month for at least 2 months (December – January))

Phase 1: Test Content Organization & Develop New Components

# Phase 1 Purpose (Continued)

---

- > Design priority landing pages (Home + the key others that we identify)
- > Create a prototype that we can test with key audiences before implementing

Phase 1 (Cont): Outline Content, Design, & Review Priority Pages

# Phase 1 Considerations Continued

---

## > **Good News:**

- Designing the pages will be quick (given the design system Nikita is setting up)

## > **Possible Challenges:**

- Outlining, agreeing, and approving content could take a long time
- Recruiting & scheduling participants for testing (at least 3 innovation managers & at least 3 researchers)
- Test are not automated; they would have to be facilitated

**Phase 1 (Cont): Outline Content, Design, & Review Priority Pages**

# Phase 2 Purpose

---

- > Launch new designs for Home page, priority pages, and navigation on the live site

Phase 2: Implement Priority Pages + New Nav

# Phase 3-X Purpose + Considerations

---

- > Apply new layout elements to additional pages. The scope of this work increases with the number of pages we maintain.
- > Based on the previous phase, we can create clear guidelines and design templates for a student or outside resource with content management experience, if we want to accelerate the effort.

Phase 3-X: Implement New Components in Secondary & Tertiary Pages

# Phase 4 Purpose + Considerations

---

- > Evaluate the benefit of community-tested code and brand elements
- > The new UW theme is due some time in 2021. We can consider third-party themes as well.

Phase 4: Evaluate 2021 UW Theme, Alternative Themes, Editor Options

# Phase 5 Purpose + Considerations

---

- > Significant re-build project to fully align with Boundless Brand
- > By this point, the page content will be more consistently structured than it currently is, due to ongoing roll-outs of new design structures. We should be able to create a clearer specification (easier onboarding) for outside resources at this stage

Phase 5: Re-theme site and migrate to a new editing system:

# Budget Summary

---

- > Nikita for another 3 Months
- > \$322 for 1 Optimal Workshop Account (\$166 per month for at least 2 months (December – January))