SA/VS Internship Website Redesign – Case Study

Feb. 17, 2022

The purpose of this project was to redesign the current internship website for the School of Art and Visual Studies at the University of Kentucky. The School of Art and Visual Studies (SAVS) has a variety of majors which leads to a large variety of application opportunities. This can be greatly beneficial to the education and experience of its students. Therefore, the main potential stakeholder of this site is college students looking to apply for internships. We also have to consider the internship employers and school administrators or faculty as additional stakeholders in this project. The current site provides most of the necessary information to these stakeholders but there were many areas of improvement for the organization of this information.

During the research phase of the project, we found that there was a significant amount of missing features that would be very useful on the university internship site. Some of the navigation items in the footer are inconsistent with the top navigation and could be useful in a more prominent location. As well as adding more necessary navigation options for the process our stakeholders would go through.
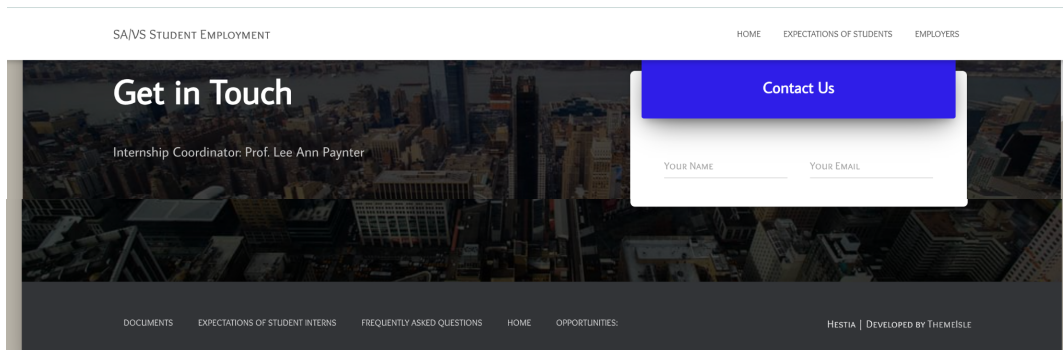

Our main goals for improving this internship website were to design an organized and useful landing page, through which a better opportunities page could be accessed, establish better information about outside resources, and improve the overall navigation abilities for the given

stakeholders. To help our research process, we conceptualized a user journey for how we expect our audience to use the website.
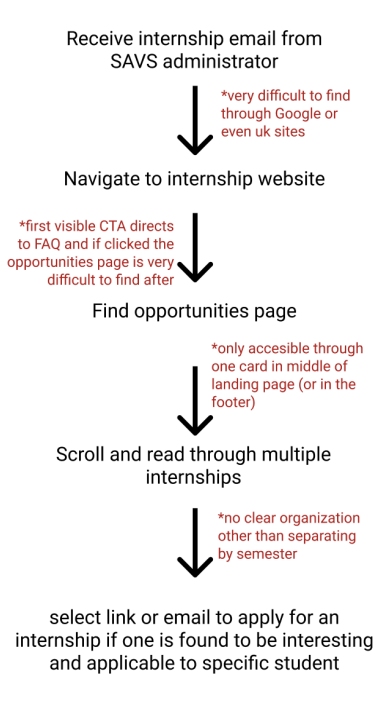

As seen in the journey map above, there are several pain points in navigating through the site.

A secondary, but still important, persona, is that of the employer. Their journey on this site only leads to one page, the documents page (seen below) consisting of links to the contracts for students and employers. We determined there should be more information provided to this persona such as the process itself or recommendations, which led to a major goal in our redesign process along with providing the current resources in a very accessible fashion.
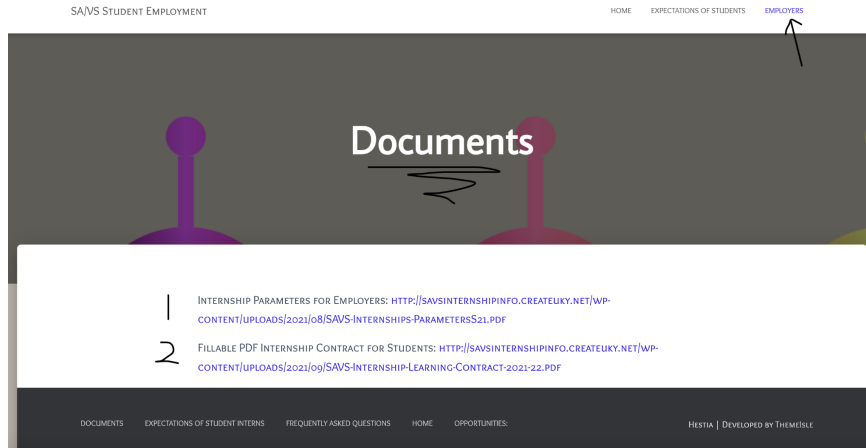
In order to address the aforementioned issue and achieve our established goals, we started with four main pages to centralize and organize the information in the best way possible. For the landing page, we kept the large hero image and contact section, as well as the icons linking to important pages, but we updated their design and made them easily accessible.
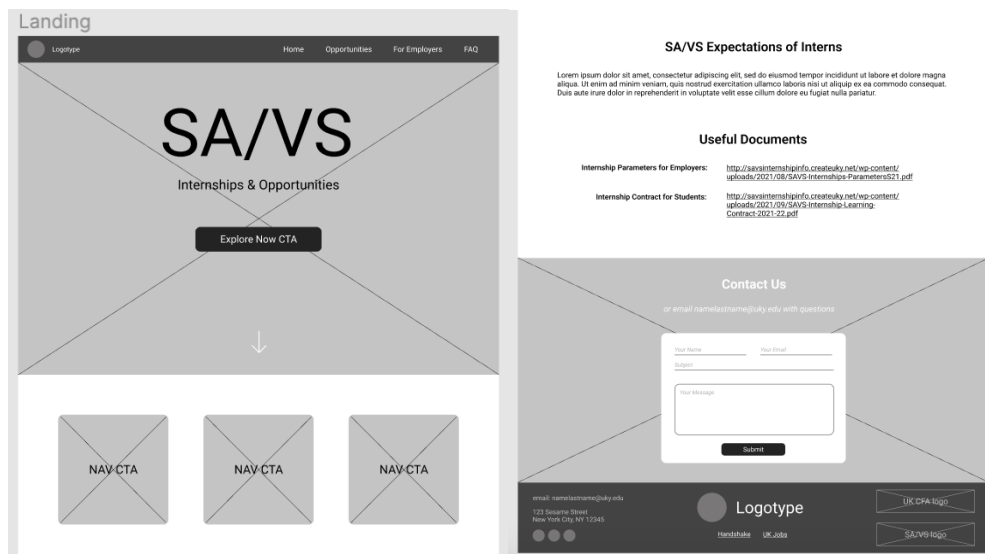
We moved the student expectations and essential document links to this page instead of having them on their own individual pages which were most likely not visited frequently with the current setup. As seen in the given wireframe, we also made the navigation more consistent and useful.

For the opportunities page, we based our changes based on the use cases of students looking for internships. Our initial research helped us narrow down the most common goals of this persona. In an example use case, a student looking to find a paid internship in the field of graphic design could now easily find the opportunities page through multiple areas on the landing page and then scroll through the options, clearly noticing which opportunities were listed as paid and reading descriptive titles to decide which are worth their time to give a closer look. Our design of the mobile version for this new site was mostly created with the goal of serving use cases of students who access the current regular internship emails from their phone before possibly applying through the desktop site at a later time. Therefore, we established concise cards on the opportunities page which provide only the essential information about each internship. When a student is using their cell phone, they could now get a good idea of whether or not there are good options for their specific case, and possibly apply at that moment.

Title of Opportunity

Fall / Paid / Remote

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod sit amet elit, sed do ipsum sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam ...More Info

Deadline: ##/##/####

Apply Now

CTAs were added as links to Handshake and UKY jobs which were determined to be useful outside resources especially if an attractive option was not found through the list of provided opportunities. These additions, and a few other changes, created a layout to make each entry interesting and legible, while highlighting the essential information.

Opportunities

Sed ut perspiciatis unde **omnis iste natus** error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. You can find more outside opportunities from these resources:

Handshake

UKY Jobs

SA/VS Internships

Title of Opportunity

For employers, we created a detailed page using facts and ideas from the already existing pdf in order to make the information more interesting and legible. It is easily accessible from the

landing and provides a CTA for the new employer-focused FAQ that we created to make the process easier to understand for all personas involved in the internship process. The new page allows any potential employer persona to easily find the employer page in the navigation bar, read the necessary information and options for providing an internship (and possibly print), find answers to common questions, and clearly locate LeeAnn's email to contact about any other questions. The FAQ page adjustments were fairly simple and the remaining changes were overall aesthetic in purpose and tweaks to the organization for ease of use.
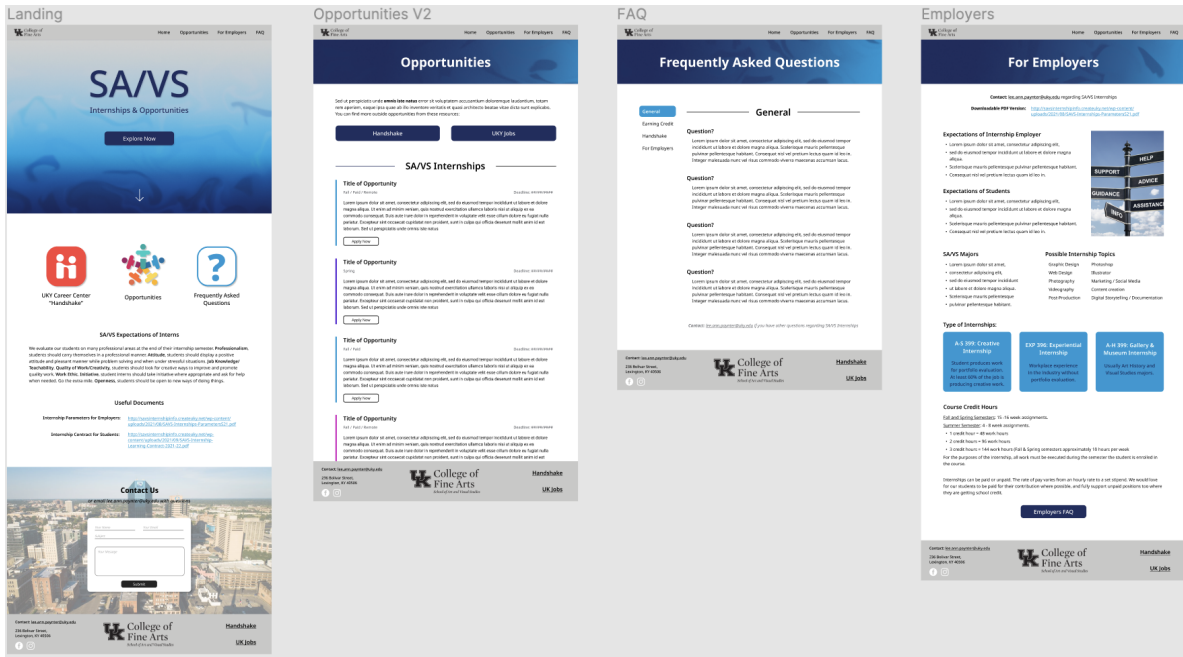
This project was largely collaborative on all pages, but a lot of my main focus was on the landing page link cards and the contact section, as well as the majority of the FAQ page. Then, I provided a lot of feedback and adjustments to help with the internship cards and the organization of information on the employee page. We worked to make sure all fonts and alignments were consistent throughout in order to build a cohesive and appealing website.

In the future, I would like to expand this work in the following directions. The main aspect is on the opportunities page where a quality search and filtering system would be highly beneficial to students attempting to find the most applicable and interesting internship to their situation. There could also be a color-coding system related to each of the various majors offered at SAVS. So before applying any filters, students could still scroll and visually narrow down their search. With the current admin stakeholder and management, this is not very feasible so we adapted our redesign to these parameters for a great website, but with everything, there is always room for improvement in the future as possibilities expand.

https://www.figma.com/file/KjHkgZ7L3IiJCG240D5oWU/SAVS-Internships?node-id=69%3A543