

Yale School of Art

User experience design brief

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Introduction:

The **Yale School of Art** is the art school of Yale University (one of top Ivy League) where founded in 1869 as the first professional fine arts school in the United States. The school offer Masters of Fine arts degrees which is two-year course in graphic design, painting/printmaking, photography, or sculpture.

The **Yale School of Art** is ranked # 2 of art school according to U.S. News in 2020. (#1. UCLA School of the Arts and Architecture, #2. School of the Art Institute of Chicago (SAIC))

Location: New Haven, Connecticut, US

The website is very important tool for school to get application forms from students, however, the website of the Yale School of Art needs some improvements. The website is unique that anyone from the school can edit the contents. However, mobile site is not user-friendly and some parts need to be changed as well as desktop. SEO is strong because meta description is good.

Website:

<https://www.art.yale.edu/>

Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut, 06520-8339

Home
About the School
Apply to the School
Gallery
Publications
News
Public Events

Play animations ▶

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alums—have the ability to add new content and pages, and to edit most of the site's existing content.

Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a responsible member of our community.

Visitor: Log in
Edit this page
Page history

Page last changed by: Lindsey Mancini
Background changed by: Cindy Hwang

YALE SCHOOL OF ART

Standing in solidarity, in support of Black lives

[A Message from Dean Kuzma to the School of Art Community \(June 1, 2020\) >>](#)

[Antiracism Speaker Series, led by Yale School of Art Faculty >>](#)

**Open only to the School of Art community.*

["Speak to Me," a Yale School of Art online forum organized by Claudia Rankine, Leah Mirakhor, & Marta Kuzma >>](#)

**Open to the public.*

Editor details

Official School of Art COVID-19 Updates:

All public Yale School of Art events for the remainder of the Spring 2020 semester have been canceled or postponed.

[A Message from Dean Kuzma to MFA Students \(March 21, 2020\) >>](#)

[SoA COVID-19 Student Resources >>](#)

Baseline statistics:

Google analytics May 2019-May 2020

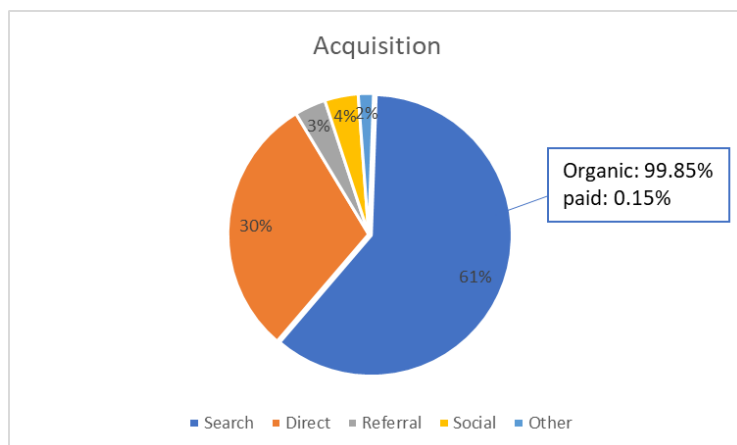
Visitors: increase by 6.67% with 15,000 in 2019 and 1,6000 in 2020

Time on site: increase by only 0.67% with 3.00min in 2019 to 3.02min in 2020

Bounce rate: increase by 1.60% from 62.58% to 63.58%. Rate is high because Many people leave right away and not click other pages.

Popular pages: Home page (40% of total page view), Apply to the school (25%)

Country users visit from: 1. USA, 2. Canada, 3. UK



followers	
facebook	1,858
twitter	367
instagram	12.6k
Linkedin	no
Youtube	223

	Newsletters	Suppliers
Number of recipients	655	18
Open rate	30.26%	61.11%
Click rate	5.99%	11.11%

Overall:77/100 Performance:22/30 **SEO:30/30** Mobile:20/30 Security:5/10

Competitive analysis 1: UCLA School of the Arts and Architecture



<https://www.arts.ucla.edu/>

Overall:77/100 Performance:22/30 SEO:30/30 Mobile:20/30 Security:5/10 Websitegrader.com

Strength:

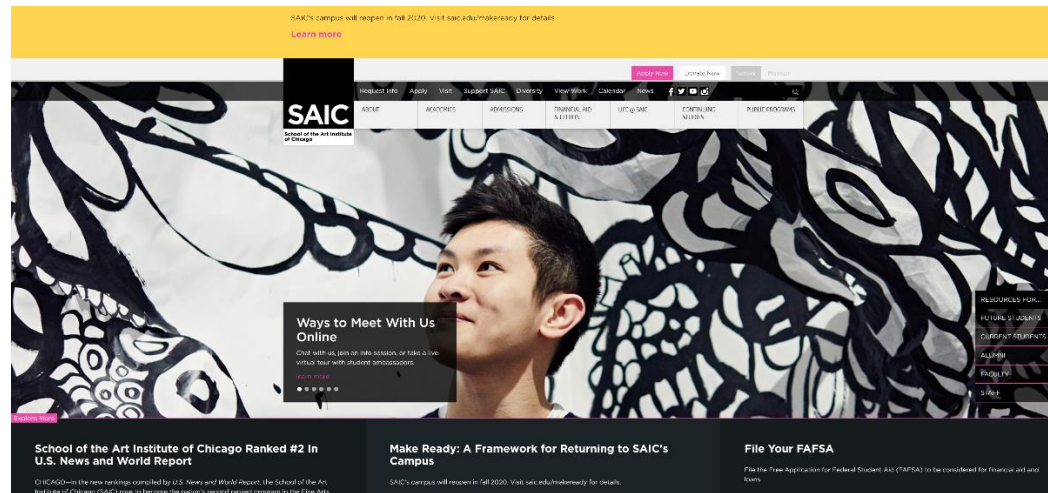
- Tone and manner express brand image (color, font)
- Rich content with frequent posts
- Good meta description makes SEO strong

Weakness:

- Minimize large images and videos to make page fast
- Need to make mobile font size bigger
- Need to remove or update JavaScript library due to low security

followers	
facebook	6,812
twitter	2,438
instagram	9,426
Linkedin	605
youtube	368

Competitive analysis 2: School of the Art Institute of Chicago (SAIC)



<https://www.saic.edu/academics/graduatedegrees/>

Overall:55/100 Performance:5/30 SEO:25/30 Mobile:20/30 Security:5/10 Websitegrader.com

Strength:

- Tone and manner express brand image (color, font)
- Call-to-action buttons positioned in high-visibility area
- Rich content with well-organized

Weakness:

- Combine files to minimize the number of HTML requests
- Use a minifier tool and compress images and video to increase speed and reduce size
- Use descriptive link text to improve SEO
- Need to make mobile font size bigger (>12px)
- Need to remove or update JavaScript library due to low security

followers	
facebook	47,134
twitter	11.9k
instagram	22k
linkedin	39,418
youtube	2,730

Goals:

■ Short term goals:

- ✓ Need to improve tone and manner to express brand image (color, font)
- ✓ Make the social media icons more visible by identifying on top of the page
- ✓ Remove or compress of images and video for lighten pages
- ✓ Need to optimize images for different screen sizes
- ✓ Need to improve size and space of tap targets such as links and buttons for more clickable
- ✓ Need to remove or update JavaScript library due to low security

















■ Long term goals:

- ✓ Increase number of applications for 15% by making call-to-action buttons high-visibility (application)
- ✓ Increase SNS followers by updating more contents and well-translation from website to SNS accounts
- ✓ Become No1. Art school in US by providing rich contents with user friendly and accessible website
(successful career model, online events/materials, art DB etc.)

User tasks:



Persona:

	NAME Emily Watson , 21, New York	 70 %
	TYPE Guardian	
Goals -Developing sustainable design as a freelance graphic designer -Make enough money to rent apartment and live with partner		
Demographic Female 21 years New York Single Undergraduate student 4,9" Blond long hair, blue eyes Born in 2002, July 1st		
Background Living with parents, sister and dog. 4th year of Bachelor of art, major in painting. Doing part time job at Zara. Like to update blog.		
Hobby Drawing, Photography, Fashion		Technology    
Channels        		Frustrations -Need to make huge money for tuition fee. Considering to apply for scholarship
Skills Photoshop 0 25 50 75 100 Illustrator 0 25 50 75 100		
Brands and influences  		

User scenario:

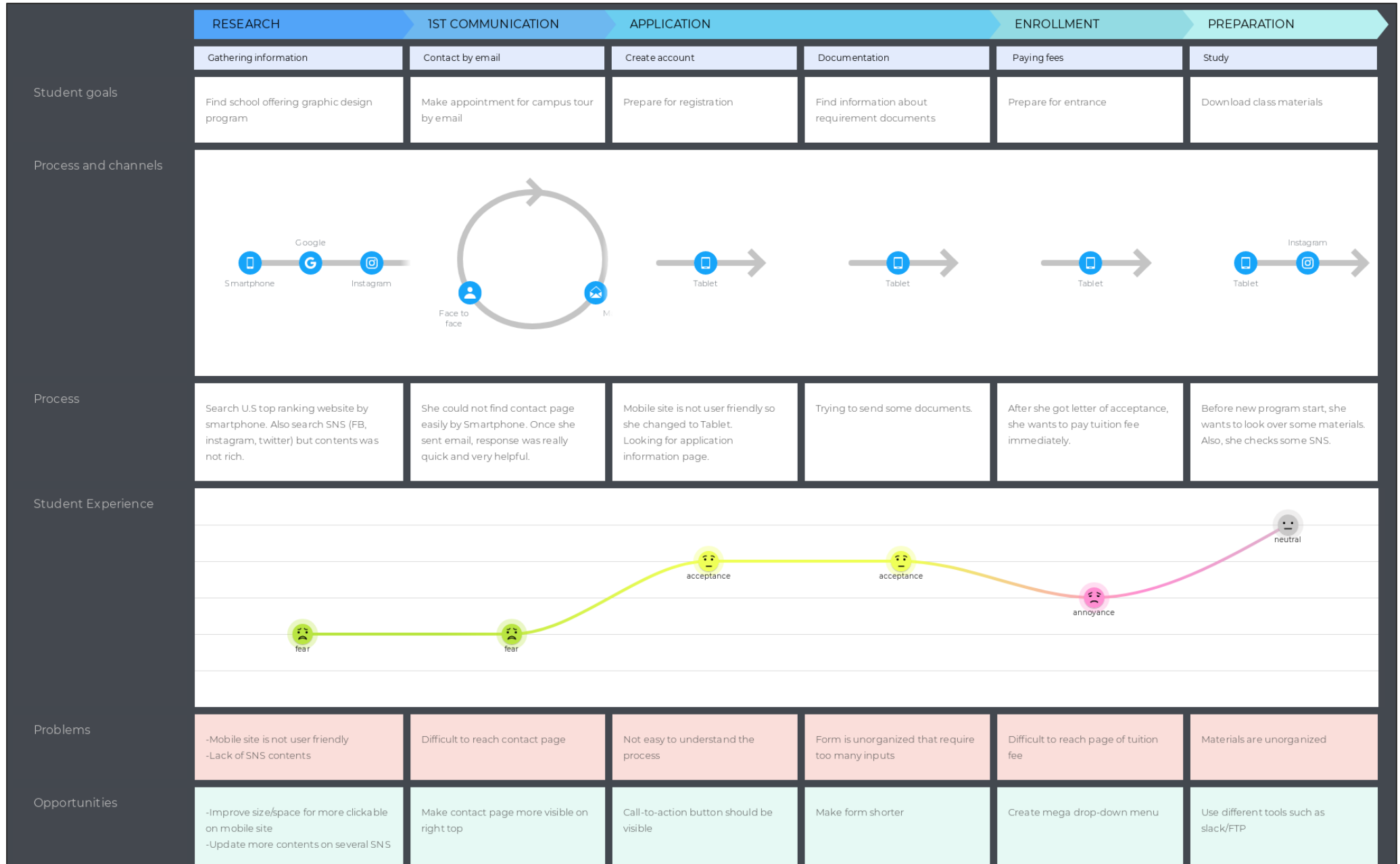
Emily Watson is living with parents, young sister and dog. She is working at her favorite brand, ZARA as a sales team. She likes drawing since child and is currently learning art history, painting at university. She studied photoshop and illustrator by herself and she wants to learn more about graphic designer, so she decided to go for art school after finish undergraduate. She looked at US ranking website and found out Yale school of art as ranked #2. She got interested in this school because it is not too far from her place in New York. She searched Instagram which she often uses and found out account of Yale school of art. She got more interested in that school but she got disappointed on lack of information on others' SNS. She looked at official website by smartphone, however, the design and content of website is really ugly and not user-friendly on mobile site, so she got fear if this school is outstanding on arts. She eventually landed academic page and found out graphic designer program. She wanted to register for campus tour but could not find contact right away and got frustrated.

Mobile site was not user-friendly, so she switched to iPad. She moved back and forth, then finally found out housing page. Yale school of Art is not close to her home, so she was expecting to live at dormitory. She found out contact then asked about campus tour and housing immediately. Next day, she got reply which is really fast and she felt relief. She got campus tour schedule and URL for registration so she applied it right away. After 2 weeks, she visited campus and joined tour with 10 people in a group. The campus was very beautiful and she really wish to enroll school.

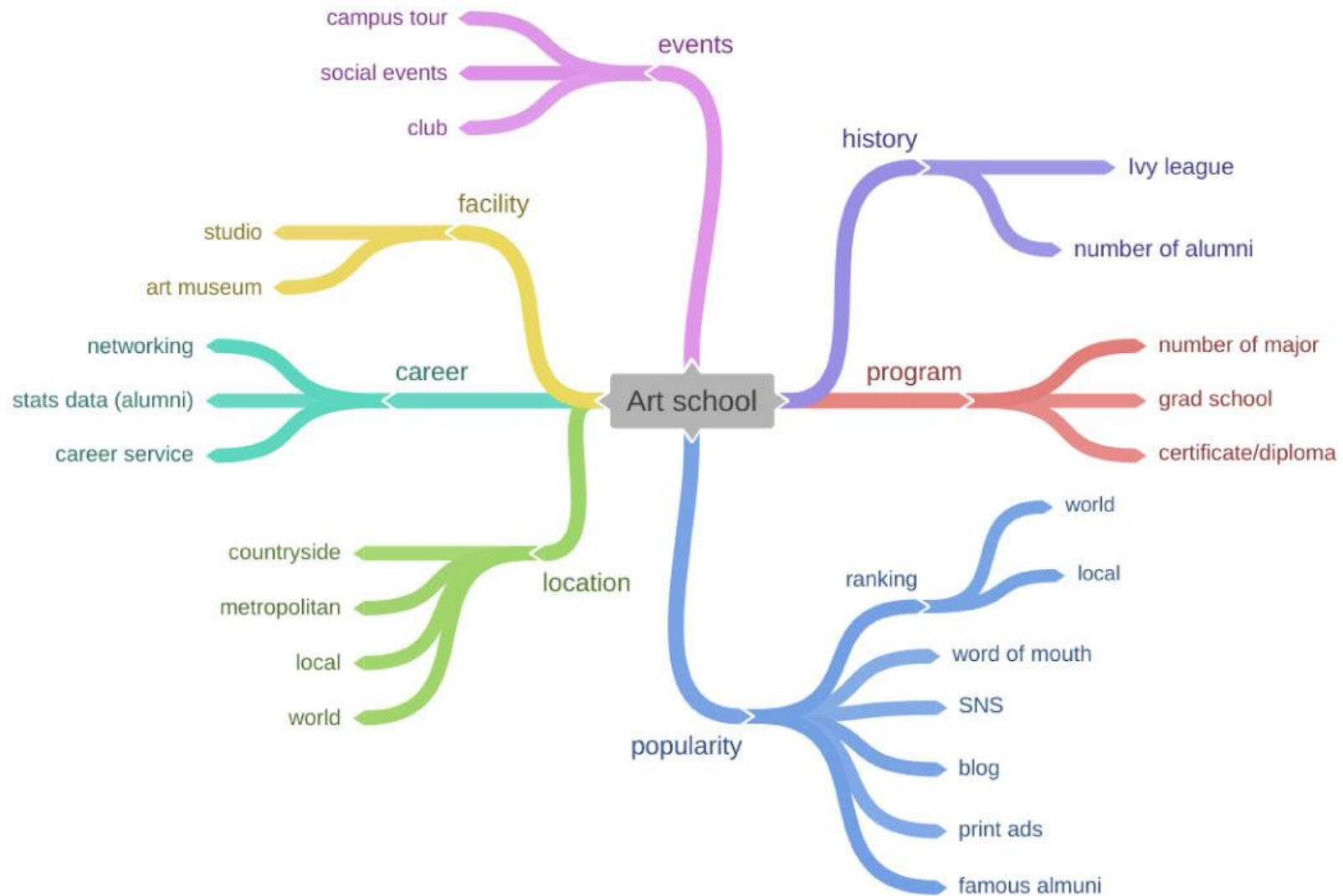
After she returned home, she applied through application form on the website.
After 1 month, she got letter of acceptance fortunately.

She was paying tuition fees and preparing for enrollment. She felt the website is still not user-friendly as it has been for long. She decided to take charge of administrator for website of Yale school of Art after she finishes graphic design program. She is really excited to enroll the program.

Customer journey map:



Concept map:



Facets to browse by:

Program

- Graduate studies/ Undergraduate studies/ Summer program

Field

- Graphic design/Painting/Printmaking/Photography/Sculpture

Admissions

- Application info/Financial aid/Housing/International students

Visitor

- Current students/Alumni/Faculty&staff

Events

- Campus tour/Career events/Social events

Sitemap (original):



Sitemap (new):



Style guide:

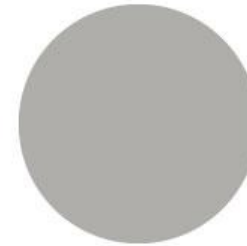
Colors:



#F9D332
RGB(249,211,50)



#2D61E2
RGB(45,97,226)



#AFAEAA
RGB(175,174,170)

Typography:

Typeface: Arial

Aa

Regular

Aa

Bold

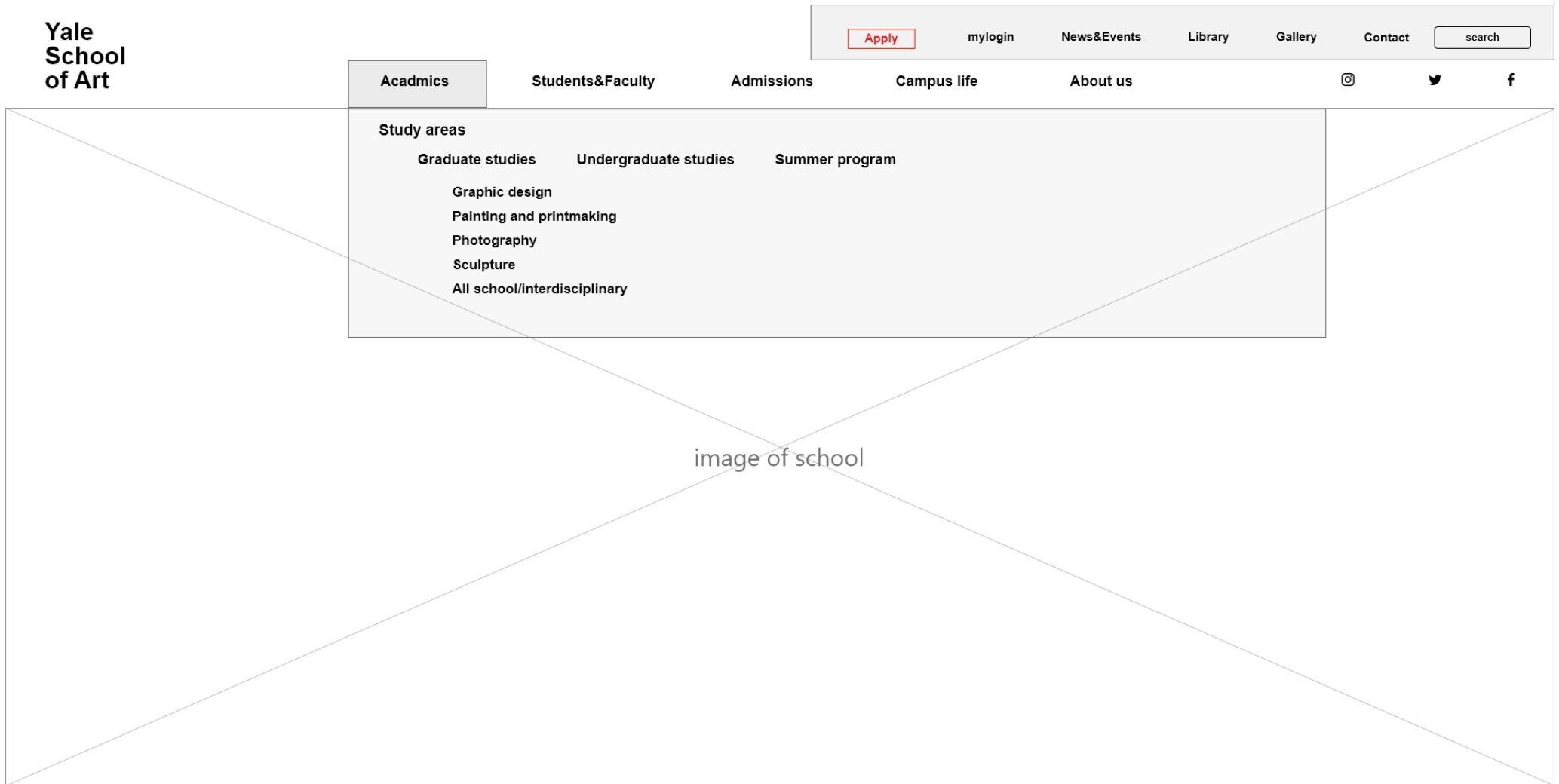
Aa

Italic

Aa

Bold Italic

Wireframes(desktop):



Ranked #2 in U.S.News

image of class

Programs

Courses

Facilities&
Schools

Programs

Graduate studies

image of class

Undergraduate studies

image of class

Summer program

image of class

Application Info

Welcome to Yale School of Art.
Here you can learn how to apply for your studies.

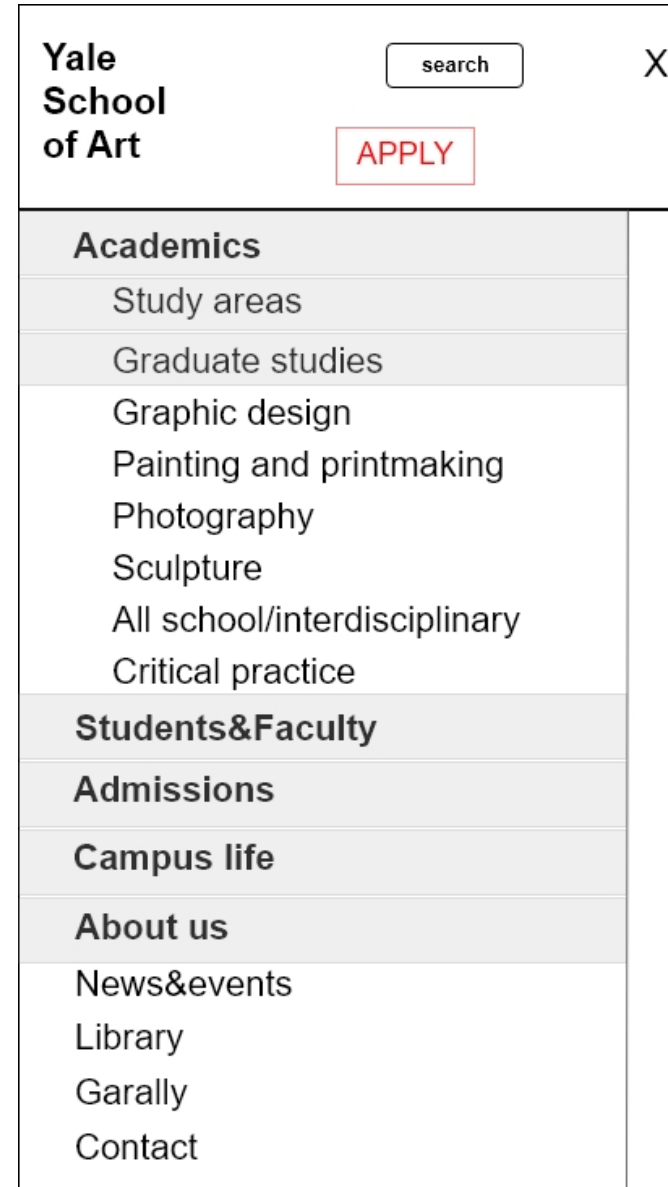
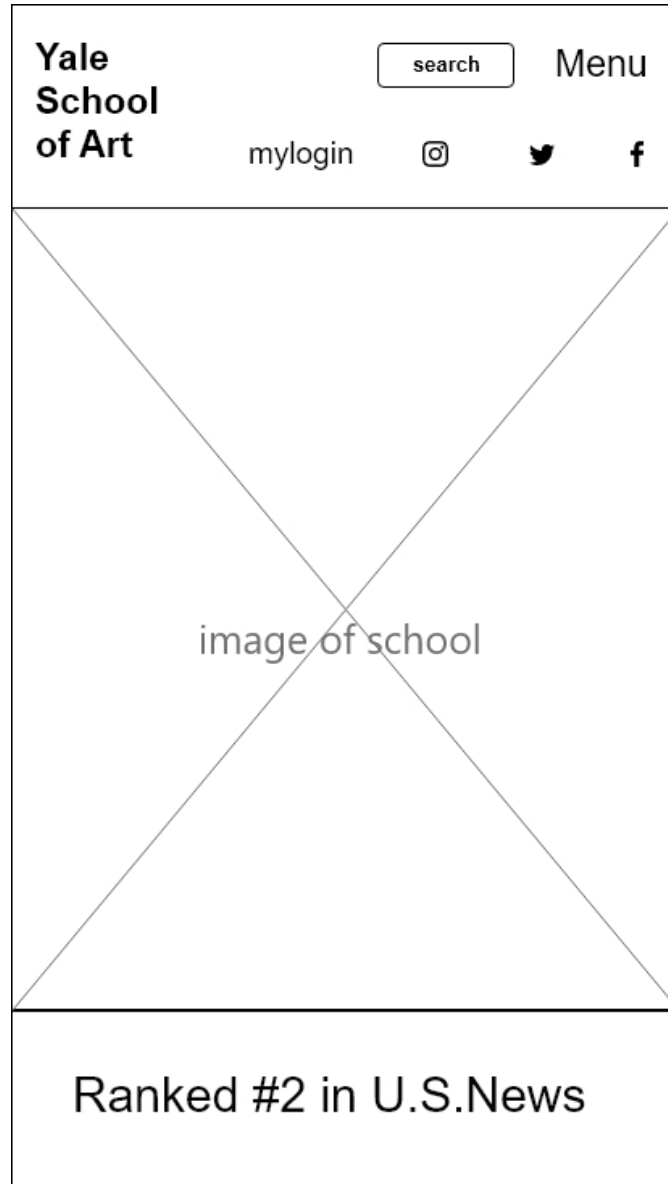
To get started, sign up for an Yale School account:

Apply Online ▶

Contact our admission office if you have any questions.

Wireframes(mobile):

- Click Menu on top right



Yale School of Art Menu




mylogin   




image of school

Programs

- Section Menu
 - Programs
 - Courses
 - Facilities&Schools
- Graduate studies

image of school


Yale School of Art Menu

mylogin   

Application info

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[Apply Online](#) 

Contact our Admission Office if you have any questions.

Sources:

Yale school of art : <https://www.art.yale.edu/>

SAIC: <https://www.saic.edu/academics/graduatedegrees/>

UCLA Arts: School of the Arts and architecture : <https://www.arts.ucla.edu/>

U.S.News: <https://www.usnews.com/best-graduate-schools/top-fine-arts-schools/fine-arts-rankings>

Similarweb: <https://www.similarweb.com/website/yale.edu/>

Websitegrader: <https://website.grader.com/>

Google trends: <https://trends.google.com/trends/explore?q=yale%20school%20of%20art>

Tools:

Persona & Customer journey: UXPRESSIA

Concept map: coggle

Sitemap: Gloomaps

Wireframes: Adobe XD