

# News Page Discovery

Digital Communications Team

# Process —

1. Comparative Analysis
2. Individual/Group Interviews
3. Group Workshops

# Comparative Analysis —

FIT

The New School

RISD

ArtCenter

Fordham

# Comparative Analysis —

## 1. Discoverability

Discoverability is the ease with which users can find a function on the news website

## 2. Navigation & Architecture

Navigation and Architecture talks about how users move through the news site

## 3. Content Groupings

How schools aggregate articles for their users

## 4. External Coverage

How often schools highlight outside news on their main news website

## 5. Press Resources

What information is available for press members on the news website


# 1. Discoverability

Most schools follow one of two models:

- HIGHLIGHT :  
promotion of the News Page on Home
- SUBSCRIPTION :  
allow users to sign up for news updates

**3** schools out of 5  
promote the news page on home  
FIT, Fordham, RISD

**2** schools out of 5  
allow users to sign up for news updates  
FIT, Fordham



The Pratt  
**Daily Hub**

An ongoing roundup of new ideas from students, faculty, and staff working together to foster Pratt's unique creative community across the new virtual campus.

**X**

Faculty Reimagine Teaching and Learning with New Tools and Approaches

Pratt Announces 20 Full Scholarships to Further Diversity, Honors One of Its First Black Alumni

5 Steps to Make Wellness a Daily Part of Your Creative Practice

[More News](#)

## Pratt Institute

Pratt promotes the news section on the homepage, making it easy for users to jump directly into the news section

**FEATURED**



**Holiday Windows in Pandemic Times**

Search ... 

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SUBSCRIBE

**RESTART: FALL 2020**

**FIT**

FIT allows its users to subscribe to their newsletter. This function is easy to discover on their news website.

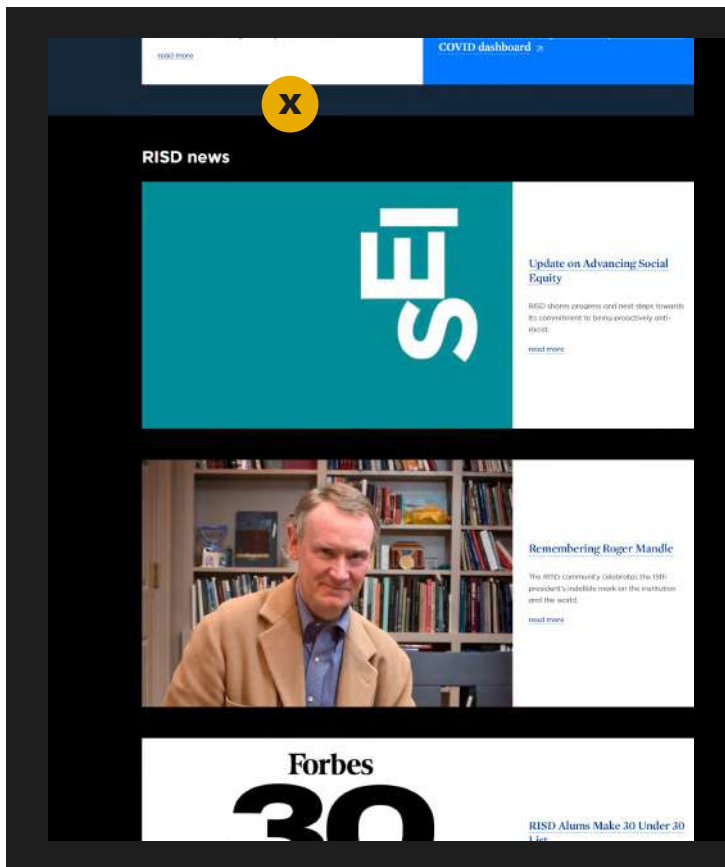
# 1. Discoverability

Some schools promote individual stories, rather than the news page as a whole

- Could lead to a higher bounce rate
- Forces a reliance on better navigation around site section

**70%**

bounce rate on News pages in the past year



## RISD

RISD promotes individual news on their homepage. The users can access only one article by clicking on these individual links.

## 2. Navigation & Architecture

“Back to...” navigation is often missing,  
which could leave users without a  
clear next step

1

school out of 5  
offers the ability to navigate backwards

RISD

# FIT Newsroom



[College & Campus](#) [Students](#) [Faculty/Staff](#) [Alumni](#) [Hue Magazine](#) [Museum](#) [Events](#) [Contact Us](#) [FIT Home](#)

## FIT Team Places in International Data Analytics Competition

NOVEMBER 20, 2020

A team of FIT students took third place in this year's [Adobe Analytics Challenge](#), an annual competition in which undergraduate and graduate students crunch real data from major corporations and make business recommendations. Past brand partners have included Condé Nast, T-Mobile, and Major League Baseball; this year, Nike sponsored the challenge.

Team Flash—Fashion Business Management seniors Muskaan Arora, Joyce Ishikawa, and Sofia Simoniello—stood out from more than 1,600 entrants from around the world. During a final presentation and judging on Nov. 17, the students won

Search ... 

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## FIT

FIT doesn't have the function to go back to the previous page. The users are not presented with the next step and they can get confused with the functionality of the website

## 2. Navigation & Architecture

Tabs within the news section help users see all affordances of the site.

RETURN TO FORDHAM UNIVERSITY Search... 

# Fordham News

HOME ▾ FORDHAM MAGAZINE ▾ VIDEOS AND PODCASTS COVID-19 NEWS IN THE NEWS ▾ FOR THE MEDIA ▾ **X**

**ARTS AND CULTURE**



DECEMBER 8, 2020  
Denzel Washington Chair Liesl Tommy: Command 'Respect' and Don't Give Up the Ghost

**UNIVERSITY NEWS**



In New Campus Center, Student-Oriented Spaces Stand Out



University Break and COVID-19 Testing | November 25, 2020



Fordham Staff, Students Find Community During Virtual Jesuit Teach-In

## Fordham

Fordham has a navigation bar on top that allows users to easily jump between different types of content. This navigation bar is always present on top, and users can access this from every subpage



## FEATURED



### Holiday Windows in Pandemic Times

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#### RESTART: FALL 2020

### FIT

FIT also has the same function that allows users to navigate through different content

# 3. Content Groupings

Robust tagging can inform other functionality

- Search filter
- Recommendations on individual articles

4

schools out of 5  
have a search filter  
FIT, Fordham, RISD, The New School

3

schools out of 5  
provide recommendations on individual articles  
FIT, Fordham, RISD

## More News

EXPLORE BY TOPICS 

EXPLORE BY COLLEGE 

SEARCH 

- Art And Design
- Management & Entrepreneurship
- Sustainability
- Global Issues
- Media And Technology
- Social Engagement
- Liberal Arts
- Performing Arts
- Social Sciences



Art And Design X Media And Technology X [Clear All](#)

DECEMBER 10, 2020



DECEMBER 7, 2020



### Follow Us

### Social



"When I spoke at the march on Washington on August 28 1963, I said, 'One man, one vote is the African cry. It is ours too, it must be ours.'" — Congressman John Lewis in his award-winning autobiographical graphic novel *Marcy Book Three*

## The New School

The New School has grouped their content on the news website by topic and college. It allows users to select multiple topics and colleges at the same time

NEWS + EVENTS

12/10/2020

STUDENT STORIES

FACULTY STORIES

ALUMNI STORIES

SEE STORIES

ON-CAMPUS EXHIBITIONS

UPCOMING EVENTS

XVZ MAGAZINE

FOR PRESS

Related stories **X**

11/11/2019

[Here in RI | From Art Supplies to Artwork](#)

A rotating selection of well-designed products and gifts by members of the RISD community is now available at the RISD Store.

08/16/2016

[Hands-on Help for Women](#)

Victims of human trafficking in Louisville, KY are benefiting from life-changing opportunities made possible through an innovative startup called Ancho.

10/11/2018

[Alums Ready to Shift Gears](#)

**Matisha Marxuach, Amy Devers** and **Jerrelle Guy** spoke about how the flexibility they learned at RISD has helped them pivot professionally.

Two College Street  
Providence, RI 02903-2784  
USA

VISIT RISD  
HIRE FROM RISD ↗

CONTACT  
CAREERS AT RISD

## RISD

RISD links related news articles by topic. When users are reading through an article they can find more articles on that topic at the bottom of the screen. This way users are engaged with the news website

## 3. Content Groupings

Grouping articles by audience can be restrictive and reduce engagement.

Newsroom

College & Campus Students Faculty/Staff Alumni Hue Magazine Museum Events Contact Us FIT Home

CATEGORY: FACULTY/STAFF

Search ...

### Results and Findings

Articles selected for different types of fabric

## Imran Islam Presents New Research at Textile Conferences

NOVEMBER 20, 2020

Md. Imranul (Imran) Islam, assistant professor of Textile Development and Marketing, presented his research titled "Exploring weft knit fabric defects [...]"

[READ MORE](#)

## Carl Rutberg Designs Tie and Scarf for Frederic Church's Olana

NOVEMBER 13, 2020

Carl Rutberg, adjunct professor of American History, through his other career as creative director and founder of Lindman New York, [...]"

[READ MORE](#)

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[RESTART: FALL 2020](#)

[FIT RESTART FALL 2020](#)

## FIT

FIT groups news content by the audience. Users can feel restricted and might not explore other news categories

NEWS + EVENTS

FACULTY STORIES

STUDENT STORIES

FACULTY STORIES

ALUMNI STORIES

SEI STORIES

ON-CAMPUS EXHIBITIONS

UPCOMING EVENTS

XYZ MAGAZINE

FOR PRESS

11/18/2020

[Windows on the World](#)

Newly minted Professor **Jocelyne Prince** discusses the unique and transformative joys of working with glass.

10/14/2020

[Election 2020](#)

The RISD community makes time to discuss civic engagement and get out the vote for the November 3 presidential election.

10/09/2020

## RISD

Similarly, RISD also groups news by audience. This example doesn't clearly show if the news is about the students or for the students. In addition, many articles would appeal to multiple audiences

## 4. External Coverage

External coverage is great to showcase Pratt outside the community, but it can force the user to quit from the main website

- Most websites prioritize internal news to keep users on the page for longer
- It is better to open external news in a new tab

**3** schools out of 5 properly present external coverage  
FIT, Fordham, The New School

**3** schools out of 5 provide external recommendations on individual articles  
FIT, The New School, ArtCenter

NEWS + EVENTS

STUDENT STORIES

FACULTY STORIES

ALUMNI STORIES

SEI STORIES


ON-CAMPUS EXHIBITIONS


UPCOMING EVENTS

XYZ MAGAZINE

FOR PRESS

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12/09/2020 

[American Design Hot List](#) ↗

Elise McMahon and Mike Ruiz-Serra are both included in *Sight Unseen's* annual roundup of US-based talent.

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12/07/2020

[Cultivating the Creative Process](#)

Sculpture majors in a junior research studio draw inspiration from visiting experts working in a wide range of disciplines.

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12/07/2020

[Young Artists 2021](#) ↗

*Cultured* includes Furniture Design alum **Katie Stout** in its annual list of artists leading the conversation about criticism, concept and

## RISD

RISD informs its viewers if the article will link them out from the website

## 5. Press Resources

Every website provides the function to contact the media members ——— however the users have to navigate through different tabs to find it

1

school out of 5  
allows the users to submit a publish form

FIT

The screenshot shows the 'About' page of the ArtCenter website. At the top, there is a navigation bar with links for 'Academics', 'Admissions', 'Student Life', 'About' (which is highlighted), and 'Connect'. To the right of this bar are links for 'Apply', 'Visit', 'Support', 'Alumni', and a search icon. Below the navigation bar is a secondary menu with links for 'Overview', 'Press Releases', 'Media Coverage', 'Statements', and 'Experts Guide'. The main content area features a heading: 'We help journalists tell stories by supplying experts and resources to understand design, the future and the creative risk takers driving the global economy.' This is followed by two paragraphs of text. The first paragraph welcomes visitors to the newsroom and describes its role as a resource for journalists. The second paragraph explains that the newsroom provides access to press releases, news stories, backgrounders, and images. To the right of the main text is a 'Contact' section, which includes a yellow circular icon with a black 'X'. Below this icon, the contact information for Teri Bond, Media Relations Director, is listed, including her phone number (626 396-2385) and email address (teri.bond@artcenter.edu). Below that, the contact information for the Press Office is listed, including their phone number (626 396-2338) and email address (pressoffice@artcenter.edu). At the bottom of the page, there are two columns of 'Related Links' and 'In the News'.

**Related Links**

- > [Covid-19 Updates](#)
- > [Events](#)
- > [Older News](#)

**In the News**

- > [ArtCenter College of Design Honors Legendary Show Designer from Inglewood](#)
- > [Listen to a haunting song composed using climate data](#)

## ArtCenter

The Art Center keeps the contact information constant throughout the website and users can access it from any webpage

Academics Admissions Student Life **About** Connect

Apply Visit Support Alumni Q


## Media Guide to ArtCenter Experts

**Reporters can start here to connect with an expert.**

Administrators and faculty members are available for news media interviews by arrangement and when their class time and professional demands permit. The schedules of individuals vary widely. To find an expert, click on the categories below by area of specialty to locate the best interview subject for your needs.

To arrange an interview, contact Teri Bond, director of Media Relations, at 310 738-2077 or [teri.bond@artcenter.edu](mailto:teri.bond@artcenter.edu).

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Advertising 

- **Gary Goldsmith** is chair of the Advertising Department at ArtCenter College of Design and an expert on advertising, ad agencies, the advertising industry, commercials and media making.

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+ Animation

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+ Architecture

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+ Art

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**Contact**

**Teri Bond**  
**Media Relations Director**  
**626 396-2385**  
[teri.bond@artcenter.edu](mailto:teri.bond@artcenter.edu)

**Press Office**  
**626 396-2338**  
[pressoffice@artcenter.edu](mailto:pressoffice@artcenter.edu)

## ArtCenter

The Art Center also provides all the faculty information on one page, which is better than looking through different departments

**Newsroom** College & Campus Students Faculty/Staff Alumni Hue Magazine Museum Events Contact Us FIT Home

## FIT Newsroom Submission Form

Division of Communications and External Relations

We want to hear from you! Whether it's developments in your academic or administrative area, career achievements, or campus news ideas, Newsroom seeks to tell the FIT story. Share your career accomplishments and upcoming events to be considered for publication on our site and social media.

Note: Submissions may be edited for length, FIT style, and clarity, and not all submitted images can be selected for use. Please be sure that all names are spelled correctly and that dates, times, and locations are correct. To be eligible to appear as a highlight in Monday's Newsroom Direct, submissions must be received by 5 pm on the preceding Wednesday.

If you have any questions or comments about FIT Newsroom, email [newsroom@fitnyc.edu](mailto:newsroom@fitnyc.edu).

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**Please enter your FIT email address. \***

(Ex. my\_name@fitnyc.edu)

**What type of item are you submitting? \***

Event

News

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**RESTART: FALL 2020**

**FIT RESTART FALL 2020**

Find information on FIT's plan for fall 2020, which prioritizes the health and safety of the entire FIT community. [fitnyc.edu/restart](https://fitnyc.edu/restart)

FIT

FIT makes it easier for users to directly access the press resources if they wish to publish their story

# Recommendations —

1. Highlight the news page on the homepage and consider a subscription model
2. Use a tabbing system and back buttons for navigation
3. Group content by function rather than audience
4. Cover external news stories, but open links in new tabs
5. Allow users to contact experts or submit stories with minimal resistance

# Individual/Group Interviews —

These interviews helped us understand the stakeholder's needs and draw out similarities

- Design
- Functionality

# Individual/Group Interviews —

“I would like to see a more interactive experience,  
dynamic content, film, movies.”

- Farzam Yazdanseta

“There’s no hierarchy of information on the news page -  
there’s one kind of post. Also, the Daily Hub  
has a long list of stuff!”

- Julianna Rose Dow

# Individual/Group Interviews —

“How do we do something that feels immersive in presenting the work that our community does? Right now everything is very static—words on a page or photos.”

- David Frisco

“I would love to see a homepage that’s as energized but also as classy as what you’d see at other news organizations.”

- James Kempster

Users spend and average  
time of

**2m19s**

on the Pratt news page

# Individual/Group Interviews —

“If you type in “Frances Bronet” with quotation marks, nothing comes up. There’s nothing to connect people with other things within stories.”

- Allison Meier

“Arriving at the News page I don’t really know what I’m going to be getting when I click on a piece of content. There aren’t any tags, categories, verticals. It’s really just a blog-roll.”

- Jean Hartig

# Individual/Group Interviews —

“It would be nice to streamline how news stories come out; there is no consistent way that stories are put out.”

- Amanda Blancato

“We need to be more precise with audiences rather than just wanting more — defining who exactly and what we want them to do.”

- Marion Hammon

Pratt's news page had

**49.7K**

new users in the past year

# Individual/Group Interviews —

5

individuals mentioned visual design

24

mentions of design changes were compiled from the interviews

7

individuals mentioned functionality

38

mentions functionality changes were compiled from the interviews

# Group Workshops —

Purpose: to foster discussion and create consensus about the new News page

## 2 Activities:

- Current News Experience
- Allow/Avoid

**2** workshop sessions

**11** participants

# Workshop Findings —

1. Content Segregation
2. Search Functionality
3. Flexibility
4. Dynamic content
5. User Journey

# 1. Content Segregation

**Problem:** It is difficult to see which topics or themes Pratt's newsroom spans. Most content is lumped together.

## **Recommendations:**

- Add tags to reflect larger topics (e.g. the existing DEI and Prattfolio sections)
- Feature more of these topics on the news landing page
- Allow users to view all stories under a topic (rather than linking straight to individual articles)

8

out of 11 participants  
considered this a pain point

## 2. Search Functionality

**Problem:** Searching for specific articles or information (featuring a person, department, or archived) doesn't yield expected results.

### **Recommendations:**

- Use topic tags in conjunction with departmental tags for search
- Allow users to filter stories by date, topic, or department at landing or topic pages
- Include archived articles in tagged items (with an indicator that it is archived)

7

out of 11 participants  
considered this a pain point

## 3. Flexibility

**Problem:** The current article formatting doesn't allow for many different layouts, leading a diverse pool of articles to be treated in the same way

### **Recommendations:**

- Allow for different media types to be displayed on the news page (videos, podcasts, social media)
- Support different types of long-form articles (photo stories, essays, editorial pages) and treat them differently

6

out of 11 participants  
considered this a pain point

## 4. Dynamic Content

**Problem:** The news page lacks liveliness and could be more engaging

### **Recommendations:**

- Feature some moving images, and find a balance between static and dynamic components
- Allow for interactions with visuals
- Make images bolder on pages where an article is featured

**5**

out of 11 participants  
considered this a pain point

# 5. User Journey

Problem: Readers are not provided with a next step after reading an article

## Recommendations:

- Suggest related articles and relevant pages, generated using a tagging system
- Ensure that external links do not force navigation away from the news page
- Avoid causing user to be overwhelmed by too much or outdated content

5

out of 11 participants  
considered this a pain point

## Other Recommendations —

1. Allow some writers to add stories themselves
2. Support horizontal and vertical images
3. Work on responsive design for mobile interactions
4. Add social media integration through widgets
5. Create clear calls to action for those who need press resources

**Thank you**