

Introduction:

This report was conducted to achieve a better understanding of what criteria Kent State University's UX design masters program website should have. I have conducted an analysis of two competing program websites and provided data of what I found.

NOTE: I reference data from the background information document found in UXD In Practice learning Module #2/Week #3.

Two competing programs analyzed:

- The **University of Michigan School of Information**'s masters program with a human-computer interaction (**HCI**) specialization
- The **College for Creative Studies**'s masters program for **interaction design**

Analysis criteria:


Here's what I looked for and reviewed on the two competitor websites and why:











- **Does it offer a detailed description of the curriculum?**
Based on research data, prospective Kent State University UXD students need to know before enrolling in a program what the curriculum involves, in detail.
- **Does it include the profiles of current faculty members?**
Prospective UXD students are looking to learn from instructors who have been working in UXD or a related field. It's important for them to get to know what kind of faculty the school has to offer before applying.
- **Does it list what kind of career fields one can enter with such a degree?**
Take our persona "Sarah" for example: Sarah wants to change her career direction. She wants a specific degree for a specific career change. It is important for the website to reassure Sarah she will be working toward such a career by enrolling in this program.
- **Does it offer a timeline for completion?**
Background data shows prospective students want to know what the program timeline will be (I.e.: How long will this take?).
- **Is there a clear "login" button for current students?**

Competitive Analysis continued

Data:

 = Yes, website meets this criteria

 = No, website does not meet this criteria

Criteria	University of Michigan School of Information's masters program with a human-computer interaction (HCI) specialization	College for Creative Studies's masters program for interaction design
Does it offer a detailed description of the curriculum?	 A detailed curriculum description is listed under each School of Information specialization.	 A detailed curriculum description is listed under "Curriculum," which is available when you scroll down the homepage. All graduate school curriculums are listed on the same page.
Does it include the profiles of current faculty members?	 Not available through the HCI page	 There is a specific CCS interaction design faculty page. Each faculty member has his or her own profile page.
Does it list what kind of career fields one can enter with such a degree?	 Yes, the HCI page includes a description of "career industry areas," and a list of career titles, and even an employment outlook for the HCI skillset.	
Does it offer a timeline for completion?		
Is there a clear "login" button for current students?	 Yes, it's at the top of the page. It's easily accessible and hard to miss.	

Major takeaways:

- The Kent State University UXD masters program website needs to have a detailed description of the program's curriculum. Competitor's programs are placing an emphasis on this, too.
- Detailed professional profiles of current faculty members would be useful to the prospective UXD student.
- The website needs to list what career fields are attainable with this degree. Going even further with an employment outlook is even more helpful to the prospective student.
- These two competitor sites do not offer a timeline for completion, which may be taking away from their program's ability to lure working professionals who are seeking a career change, which is indicated by our background research data. The Kent State University UXD masters program website needs to list a timeline for completion. This will set it apart from at least two competitors's websites.
- It's important to have a clear, easy-to-find "login" button for current students because they will need to reference both the main website and the their student resources (I.e.: Blackboard). Prospective students will be able to use this familiar website to login once they are admitted. It may also be used to login to the application site. The Kent State UXD masters program website needs to have an easy-to-find login button.