



## **TEAM ENGAGE ( 7 \* )**

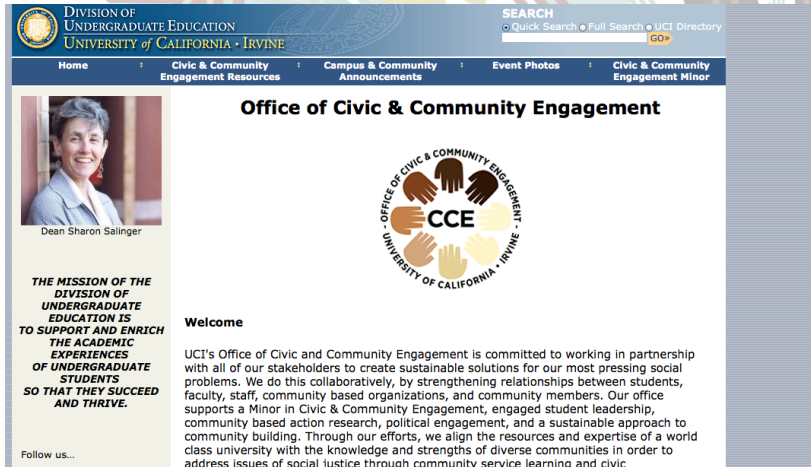
Byung Kim, Danny Magsalin, Kathleen Enverga, Linda Kwok

# Project Information

**Primary Goal** is to redesign the Civic and Community Engagement website, along with the websites it is involved with.

## Stakeholders

- Professor Alfred Kobsa
- Professor Gillian Hayes
- Zahra Ahmed
- Paula Garb
- Darlene Esparza
- Fernando Calderon
- UCI current students



# Problems

- ❖ Website is outdated.
- ❖ Aesthetically unappealing
- ❖ Disunity between web pages
- ❖ Front-page is an information dump.

# Solutions

- ❖ Remove outdated/excess information
- ❖ Apply UCI's wordpress format
- ❖ Organize information dump into individual pages
- ❖ Logo redesign





# Methods

- ❖ Catalog and collect information
- ❖ Develop user-centered interview questions
- ❖ User Interviews
  - Attend Engage UCI
- ❖ Create low, medium, and high fidelity mockups

Thursday May 8, 2014  UCI Student Center Pacific Ballroom

## GET ENGAGED

2014 Engage UCI: "Envisioning Engaged Communities"

### Poster Session: 11-1

- Prizes for top 3 posters.
- Create a poster for your service or research project.
- All students, clubs and campus organizations eligible.



### Engagement Awards: 2-4

- Award winners receive official UCI recognition & \$100 gift certificate.
- Nominate from UCI & community.
- All nominees will be recognized.

To nominate for awards, visit Civic & Community Engagement website: <http://www.due.uci.edu/engage/>



# Progress So Far...

- ❖ Interviews (19 students overall)
  - People we know
  - Attended Engage UCI and interviewed people there
- ❖ Put the data in a excel sheet and analyzed it.
- ❖ Sent transcribed interviews to the back-end team.
- ❖ Created logo designs
- ❖ Made low and medium fidelity mock ups
- ❖ Collected and transferred information about the website.

# Organized Data

Have you heard about the Civic and Community Engagement website? If so, how often do you visit the website? If not, what can we do to provide more exposure to the website? [Out of 16 Students, 8 students know about CCE.]	What are some things the website can provide to assist you in community engagement?	What would make the website more appealing?	What would make you get involved?	What information would you expect to be able to find on the website?
Yes, through work.	No interest	No interest	Do volunteer work with friends.	Upcoming events, calendar of events
No, if students got a newsletter of some kind it would be better	An accurate calendar	Better layout and format, and uniformity between pages	Money, incentive, or some kind of credit for doing it	Upcoming opportunities to serve
No, put a link to it on the main uci website, or somewhere where students go to a lot. Maybe brochures in the academic counseling office.	Provide real life examples, front and center on the website, maybe a big volunteer button.	Better layout, it's not a very attractive website.	if i knew someone else that was involved, or if there was a real life benefit to people volunteering, can put it on resume.	How/where to volunteer easily.
No	Making it really easy to find community service opportunities.	Make it look nicer.	Probably would get involved if they had the time, but would probably look elsewhere.	Where to get involved, the location of the office.
No	Help me find organizations to volunteer with.	"It looks ok."	More updated information	Information about community and civic engagement
No. To provide more exposure, have counselors/professors/TAs to tell their students. Constantly spread the word about it.	Depending on the age group to which you fall into (minor or adult), there are various community engagement opportunities that this website provides. For example, the first website encourages student engagement through campus organization involvement, poster contests, internship opportunities, etc.	The first website can be made more appealing but having some quicklinks at the top or on the side. The website seems lengthy and slightly overwhelming with all of the information it offers. The graphics help, and the larger text make it easy to read. The website itself is a bit wordy and hard to quickly reference.	If I'm interested in it, or someone I know is involved in it and tells me about it	Information about the minor, what Civic and Community Engagement is



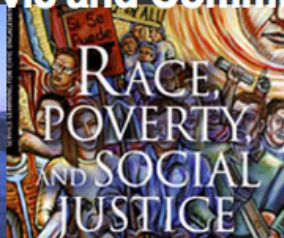
# Some Interview Questions



- ❖ Have you heard about the Civic and Community Engagement website?
- ❖ What information would you expect to find on the website?
- ❖ What would make you get involved?
- ❖ If the Office of Civic and Community Engagement had an Instagram/Facebook/Twitter, would you follow or like their page? Why or why not?

# SFSU.EDU

## Institute for Civic and Community Engagement (ICCE)



### About Us

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### ICCE Home - About Us

Welcome to the Institute For Civic and Community Engagement (ICCE)  
Learning together. Creating positive change.

Social justice seeks transformation of society at local, national, and global levels. The Institute for Civic and Community Engagement (ICCE) provides opportunities for San Francisco State University faculty and students to become aware of, and address issues of social justice through community service learning and civic engagement. Through innovative courses, experiential learning, political engagement, participatory action research, and direct services, we partner the resources and expertise of the urban university with the knowledge and assets of diverse communities.

ULink49 - Our New Web Platform



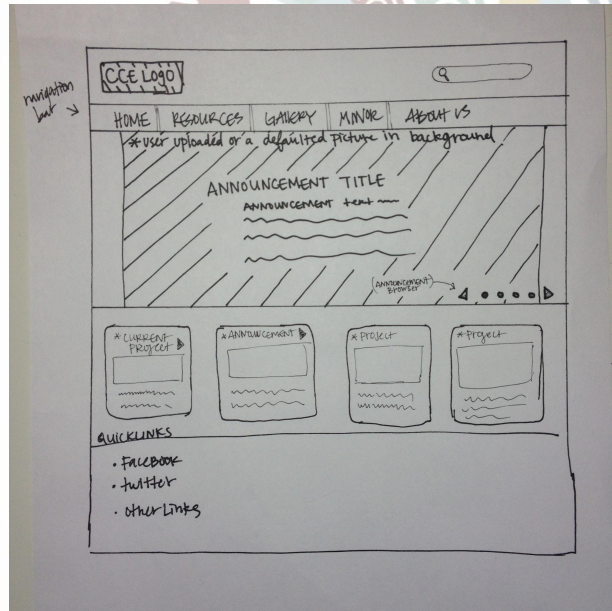
ULink49 CBO's:

New Community Partners:

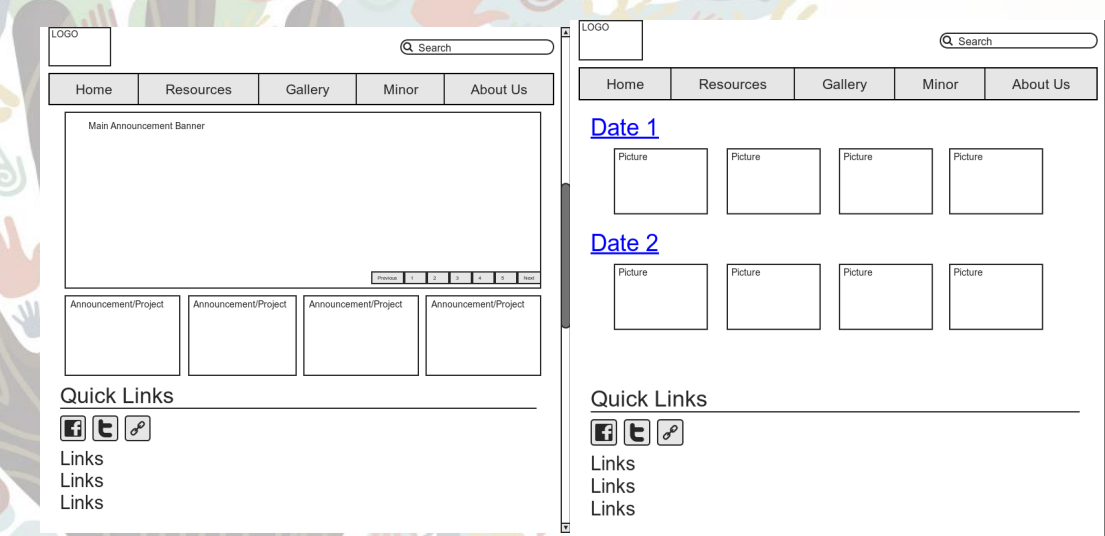


# Mock-ups


## ❖ Low Fidelity



## ❖ Medium Fidelity



# Website: Then & Now



DIVISION OF  
UNDERGRADUATE EDUCATION  
UNIVERSITY of CALIFORNIA - IRVINE


SEARCH  
Quick Search Full Search UCI Directory  
GO

HomeCivic & Community Engagement ResourcesCampus & Community AnnouncementsEvent PhotosCivic & Community Engagement Minor


Division of Undergraduate Education

The mission of the Division of Undergraduate Education is to support and enrich the academic experiences of undergraduate students so that they succeed and thrive.

Follow us...UCI Office of Civic & Community Engagement



Office of Civic & Community Engagement



**Welcome**  
UCI's Office of Civic and Community Engagement is committed to working in partnership with all of our stakeholders to create sustainable solutions for our most pressing social problems. We do this collaboratively, by strengthening relationships between students, faculty, staff, community based organizations, and community members. Our office supports a Minor in Civic & Community Engagement, engaged student leadership, community based action research, political engagement, and a sustainable approach to community building. Through our efforts, we align the resources and expertise of a world class university with the knowledge and strengths of diverse communities in order to address issues of social justice through community service learning and civic engagement. We invite you to partner with us as we educate our communities about civic and community engagement, motivate individuals to act in solidarity around issues of concern, and connect all stakeholder groups through praxis on the local, national, and global levels.

**Our Mission:**  
To identify and strengthen opportunities to increase civic and community engagement on UCI's campus, in the surrounding community, throughout the region, and beyond.

**Our Vision:**  
Our vision for engagement is that it will become prominent in all facets of life at UCI, including our teaching, research, service, and co-curricular experiences. The engagement experience at UCI will provide all students with the requisite knowledge and skills to become global citizens and transformative leaders in their communities and in their professional lives.

**Our Commitment:**



Home Students Volunteering Opportunities Resources Gallery

Civic and Community Engagement

Resources Projects Engagement Minor About Us



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Keep up with our latest news.  
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Internship Opportunities  
Get real-world experience by taking on an internship.  
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Engagement Projects  
Get involved in our own local projects.  
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Engagement Minor  
The Minor in Civic and Community Engagement gives you the knowledge, skills, and values to be agents of change in your community. The minor is a chance to use your academic experience to make a ...  
More »

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# Logos

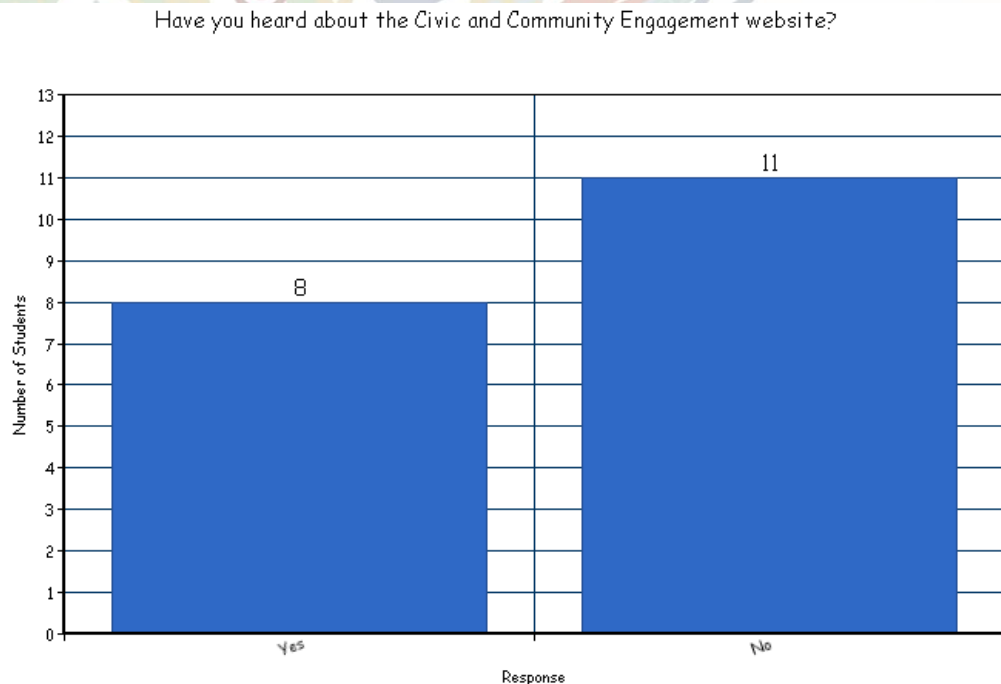


CIVIC & COMMUNITY ENGAGEMENT



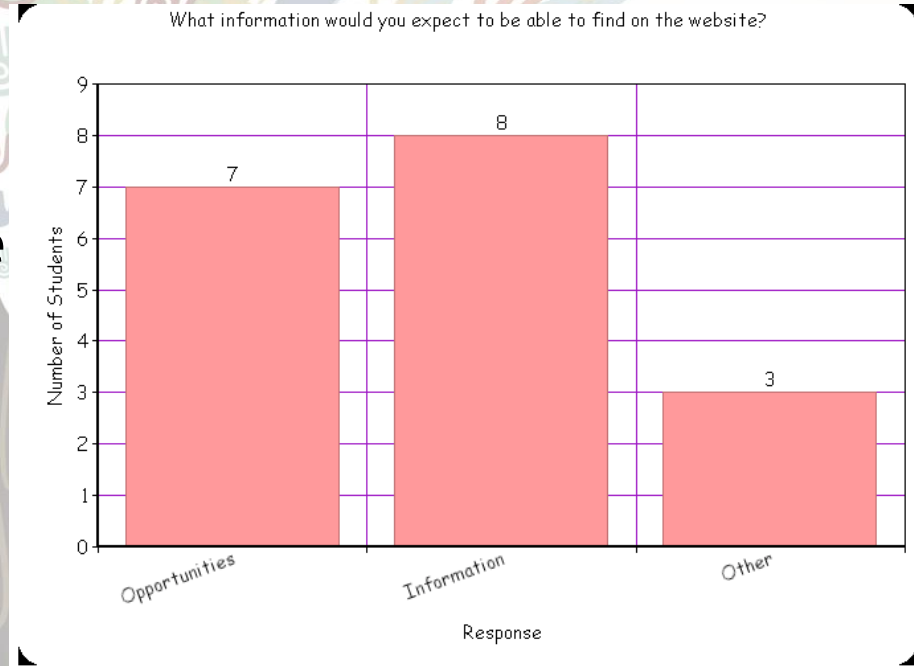
# Analysis

- ❖ Data From EngageUCI and Interviews
- ❖ Showed us how much exposure the CCE office needed



# Analysis

- ❖ Data from interviews only
  - Difficult to implement into wordpress template
- ❖ Helped us to better organize what information to focus on for the website



# Insights Learned



- ❖ Start earlier
- ❖ Better communication between sponsors and each other
  - missed/late to meetings
  - needed more communication with sponsors
- ❖ Better meeting & class attendance
- ❖ Taking better notes during meetings
- ❖ Be more organized!



# Challenges Encountered



- ❖ Communication
  - Team members missing meetings & deadlines
- ❖ People had no interest in general about volunteering
  - Difficult to obtain good interviews from that point of view
- ❖ Designing a new logo
- ❖ Adding new features late in the quarter
- ❖ Limited design options due to Wordpress
  - 250mb quota of storage

# Decisions, Decisions, Decisions...

- ❖ Which logo to use?
- ❖ Transfer any remaining information to the website
- ❖ Conduct User Testing
- ❖ Make changes necessary from compiled user testing information
- ❖ Final Report

# Updated Timeline

## Phase 3: User Testing & Interview Analysis

<b>Week 7</b> <b>5/11-5/27</b> Phase 3: User Testing & Analysis	<ul style="list-style-type: none"><li>• <b>Recap Meeting - 5/14</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Collect Interviews - 5/13</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li></ul>
<b>Week 8</b> <b>5/18-5/24</b> Phase 3: User Testing & Analysis	<ul style="list-style-type: none"><li>• <b>Recap Meeting - 5/21</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Begin Planning Project Report - 5/21</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Organize Interview Data - 5/24</b><ul style="list-style-type: none"><li>◦ Danny, Kathleen</li></ul></li><li>• <b>Mock Logo Creation - 5/24</b><ul style="list-style-type: none"><li>◦ Byung, Linda</li></ul></li></ul>



# Updated Timeline

## Phase 4: Refinement & Completion

<b>Week 9</b> <b>5/25-5/31</b>	<ul style="list-style-type: none"><li>• <b>Recap Meeting - 5/28</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Finish Pre-Final Presentation Draft - 5/30</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Necessary Edits to Website -5/31</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen</li></ul></li></ul>
<b>Week 10</b> <b>6/1-6/7</b>	<ul style="list-style-type: none"><li>• <b>Recap Meeting - 6/4</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Finalize Necessary Edits to Website - 6/2</b><ul style="list-style-type: none"><li>◦ Linda</li></ul></li><li>• <b>Finish Final Report Draft- 6/4</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li><li>• <b>Finish Final Report - 6/7</b><ul style="list-style-type: none"><li>◦ Byung, Danny, Kathleen, Linda</li></ul></li></ul>



**Thank You!**