



Design Thinking & Empathy

How we are solving problems by
putting our students first.



Luis Merino

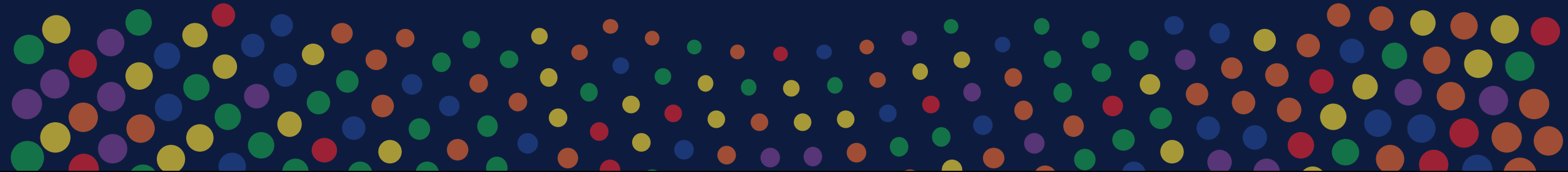
Manager, Rich Media

Lindi Smith

Senior Digital Editor/Writer

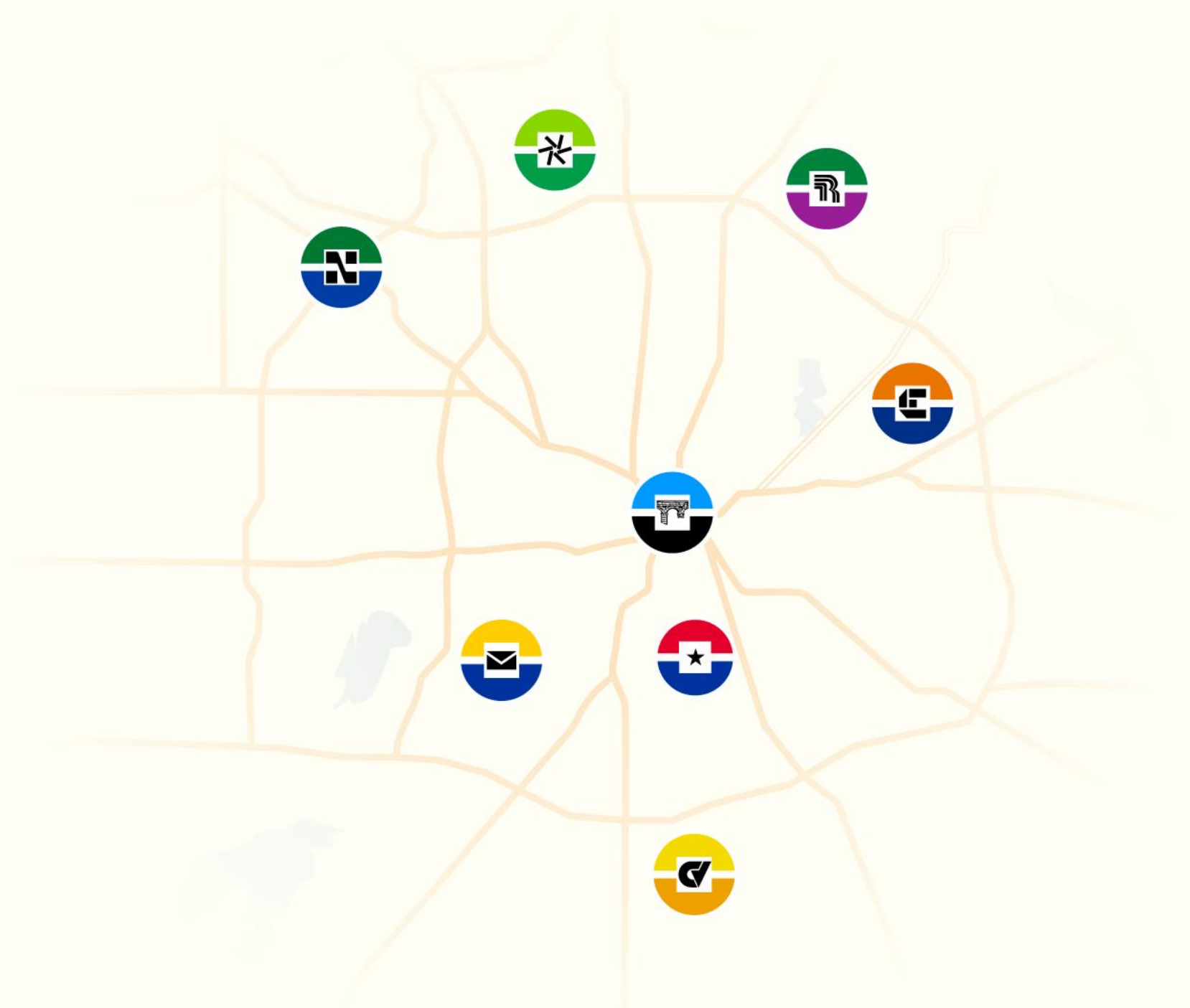


Some Background



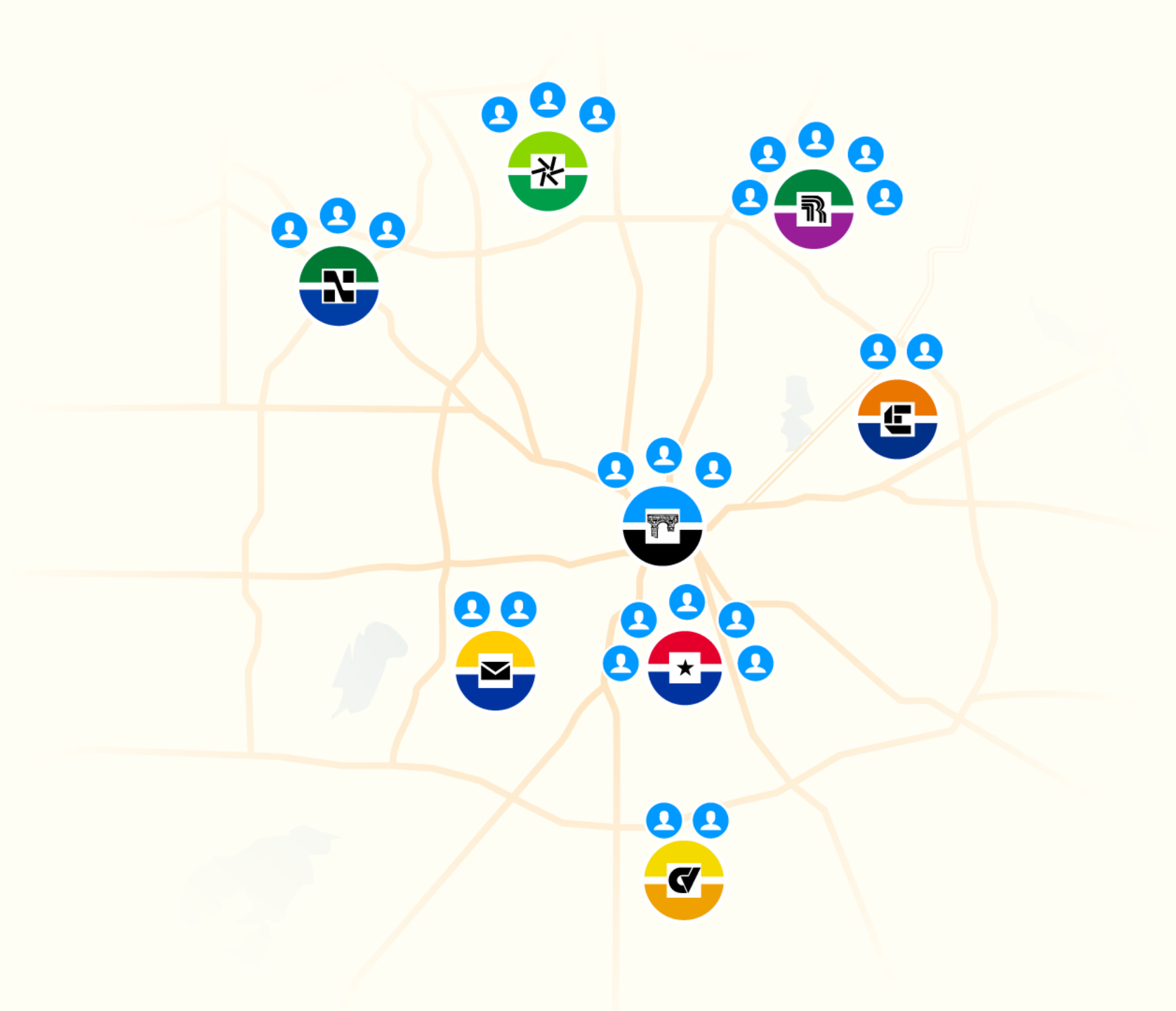
Dallas County Community College District

- ▶ 7 colleges
- ▶ Independently accredited



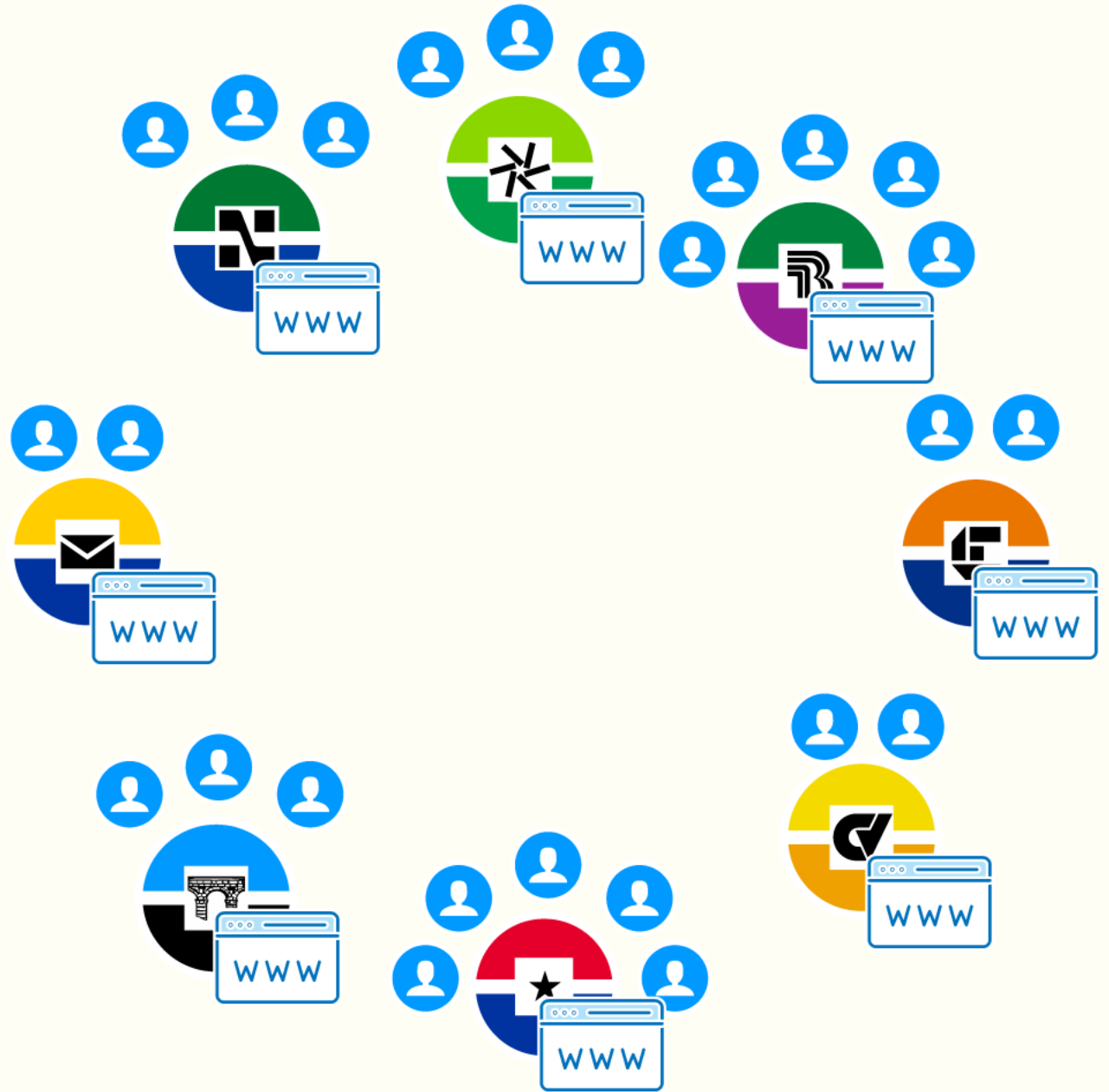
Dallas County Community College District

- ▶ 7 colleges
- ▶ Independently accredited
 - ▶ marketing depts
 - ▶ directors
 - ▶ web teams



Through 2016

- ▶ 8 websites with separate:
 - ▶ Language/style
 - ▶ Design/layout
 - ▶ Navigation
 - ▶ Content management systems
 - ▶ Servers



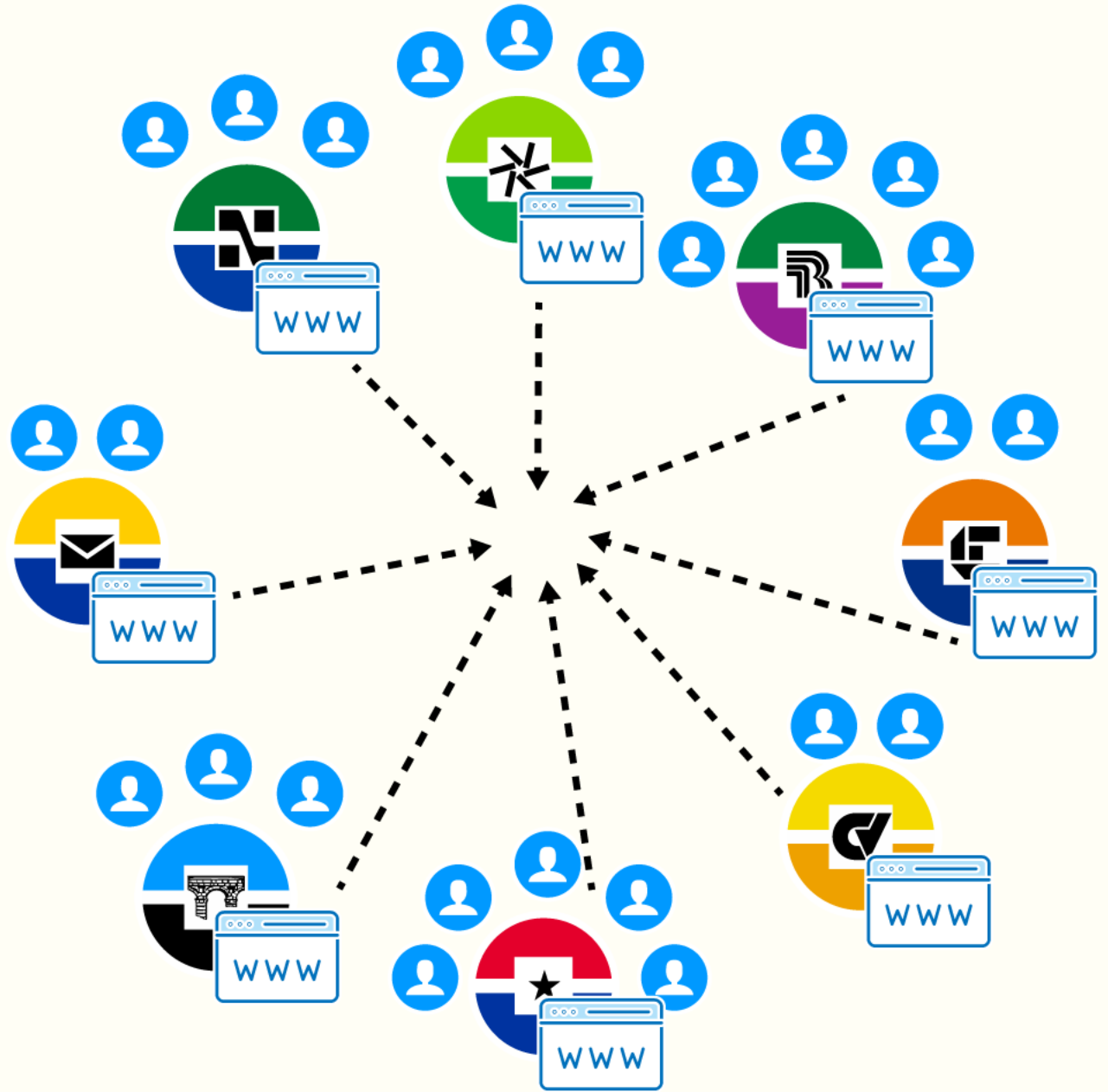
Through 2016

- ▶ 8 websites with separate:
 - ▶ Servers
 - ▶ Navigation
 - ▶ Content management systems
 - ▶ Designs
 - ▶ Language



Fall 2016

- ▶ 24% of our students attend multiple colleges
- ▶ One platform to serve all colleges and students



Fall 2016

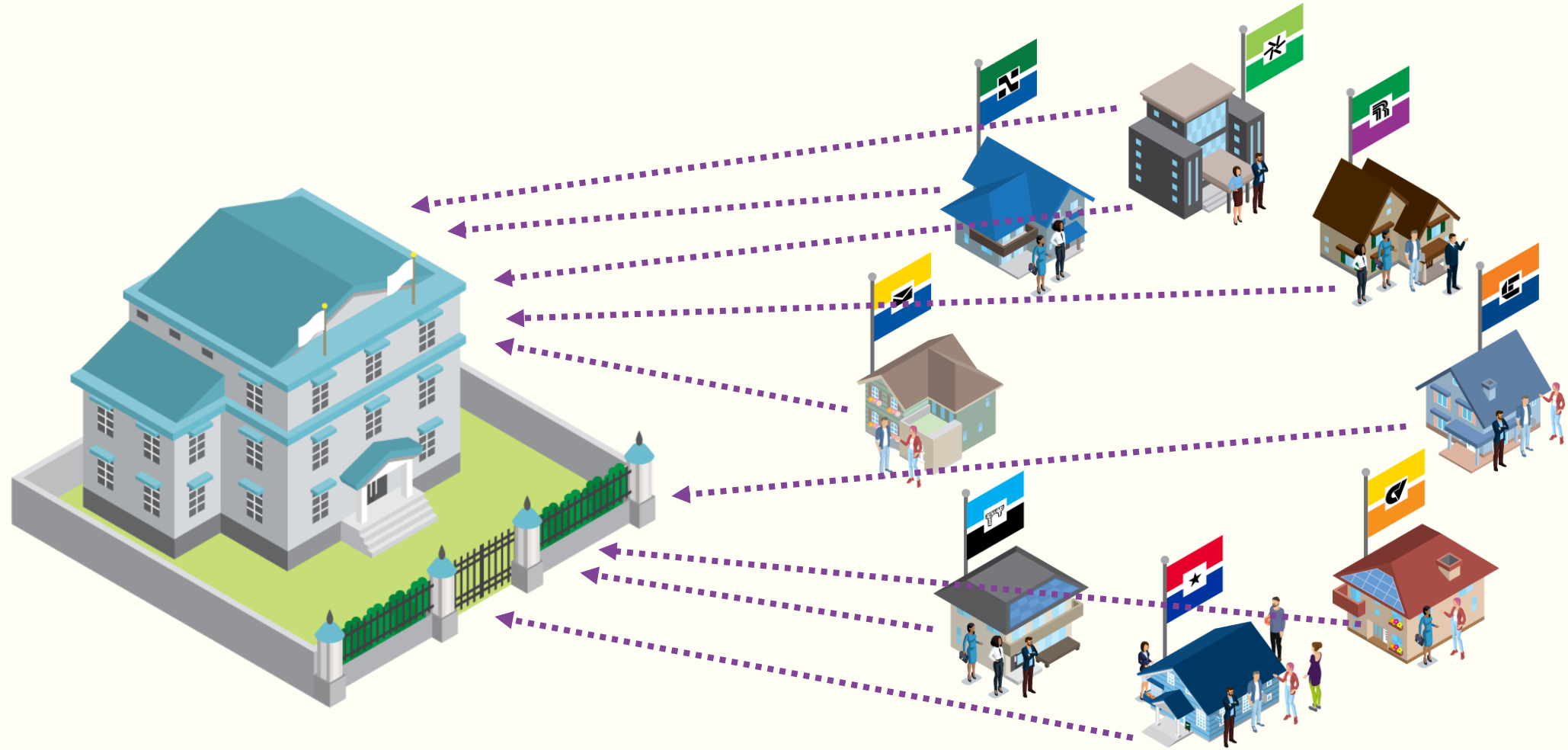




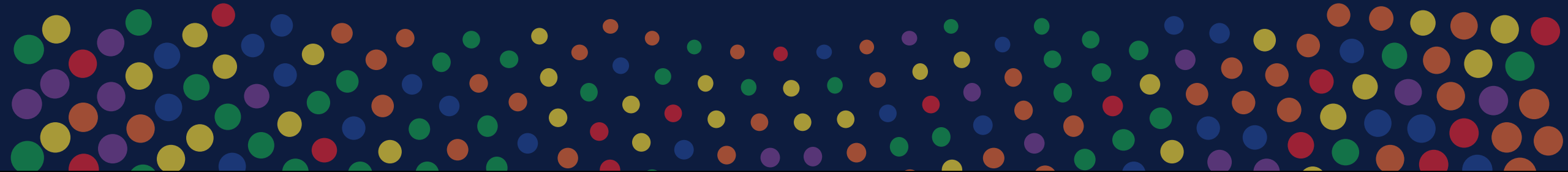
Photo credit: dailydoseofcharm.com

Summer 2018

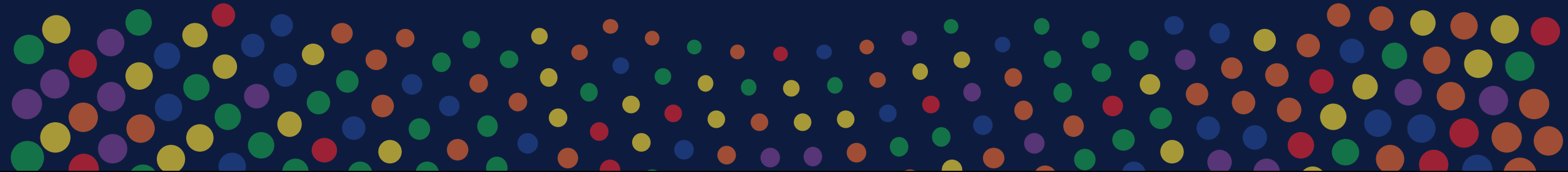


The Problem:

As a District, how can we best market our programs of study on our websites?



So, where do we start?





**District
Web Team**



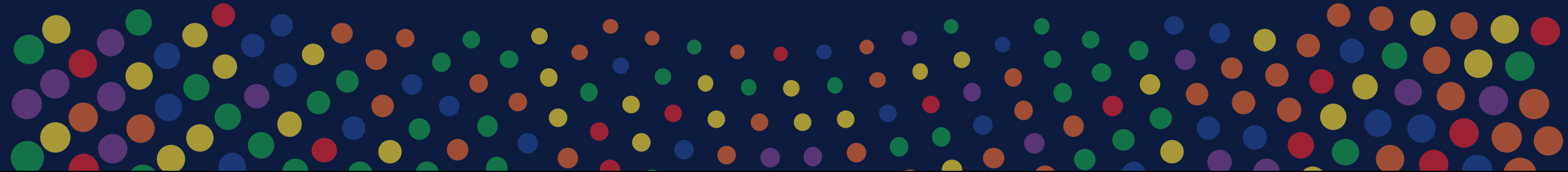
**College Web
Teams**

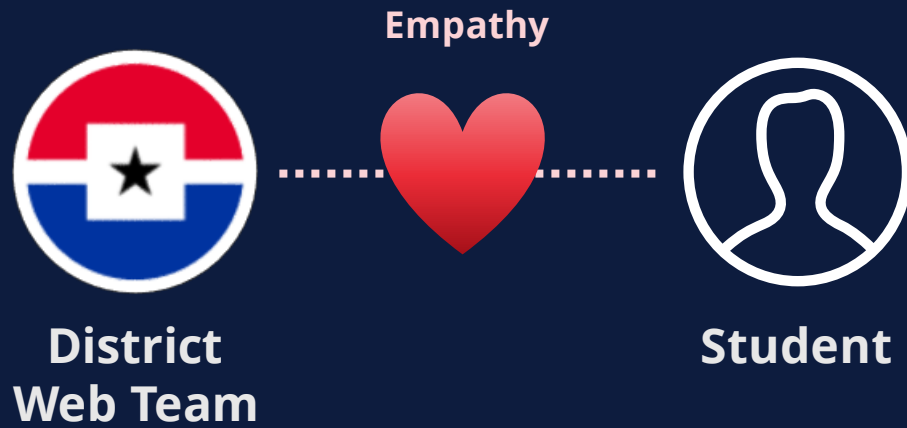


**Faculty and
Program
Coordinators**



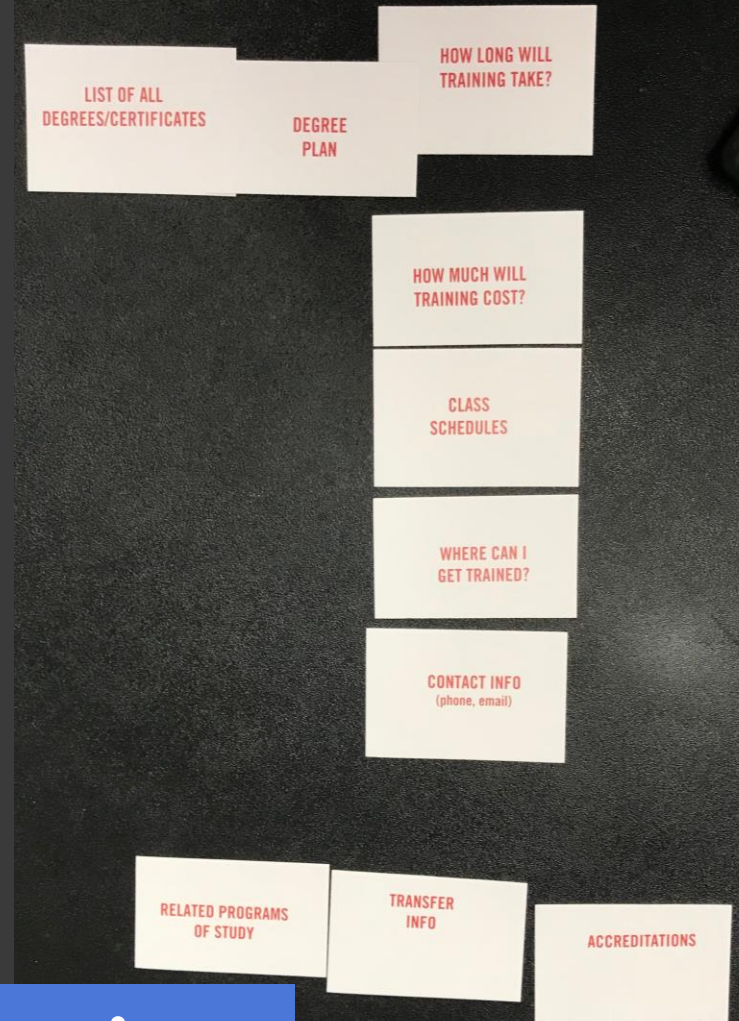
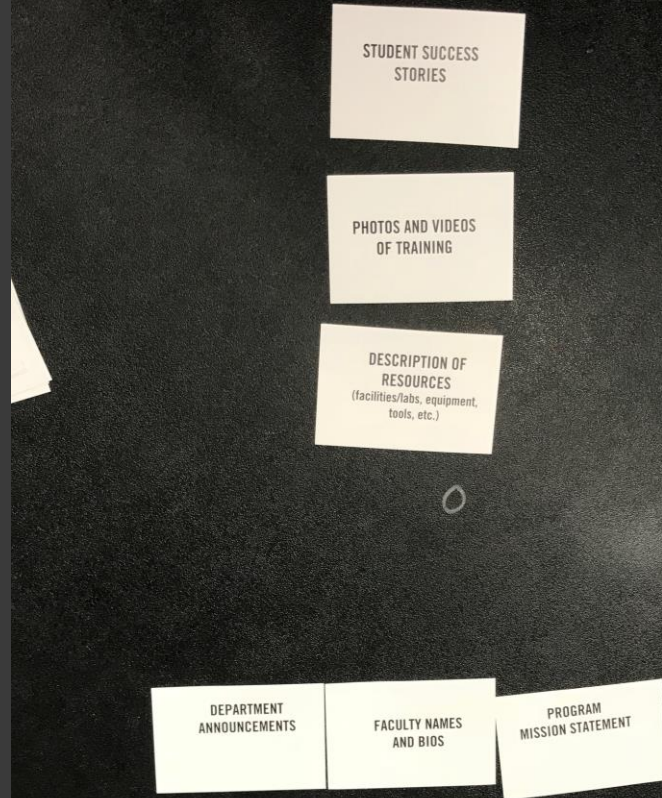
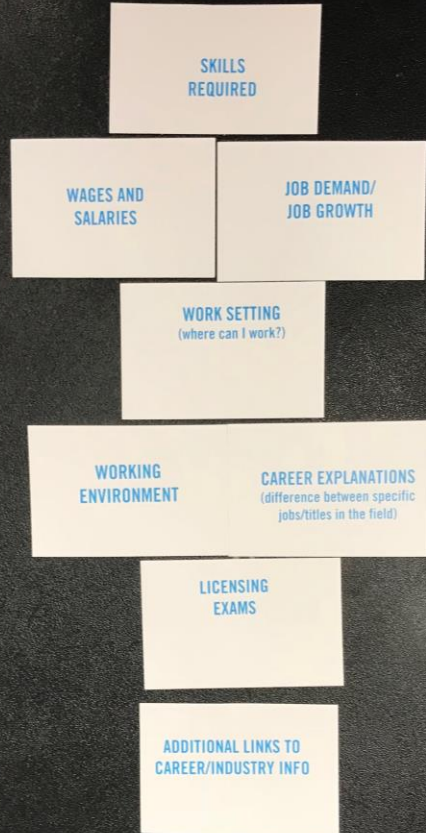
**Prospective
Student**





Persona Profiles





Interview & Card Sorting Exercise

in-person
split

classes
courses

day-to-day
split but no

schedule
catalog

more
less

degree
cert

counts
doesn't count

credit
non-cred

for fun
general
continuum

non-cred
CE

list of classes +
program options
browseable class
schedule

degree plan
catalog

list/variety of
program options

program

Reuben

go to actual
in-person, visit,
face-to-face
online, not F2F, more
appealing

day-to-day

search for classes, name,
desc. of courses, like the
online catalog

diploma, higher pay

more of an accomplishment,
less pay

regular degree plan

does not give credit to degree
plan
optional, just for fun

no credit toward degree plan

additional courses or
convenience options

layout, outline of classes for
degree, desc. of classes, helpful
but sometimes no summary

search for classes

variety of programs to choose
how long, who to contact

Christina

considered the same
course # or name but

list of things available, more
comprehensive w/ term

really huge version of everything
more detailed

longer to attain, spec. major

shorter

toward college degree or transfer

toward GED or nontransfer

activity for fun, hosted by
another school

older adults, further
your education

core, what DCCC expects,
options, other majors

semester, winter semester, teaching
times

diff. things available to
students

Preston

physical, in person

all of it, tests, homework

laying out of weekly sch.

general term, thinks clothing
catalog

all coursework completion

piece of paper

for a
program or degree

broaden horizons +
personal interest

just what you want
to do

further education like
professional CE (lawyer)

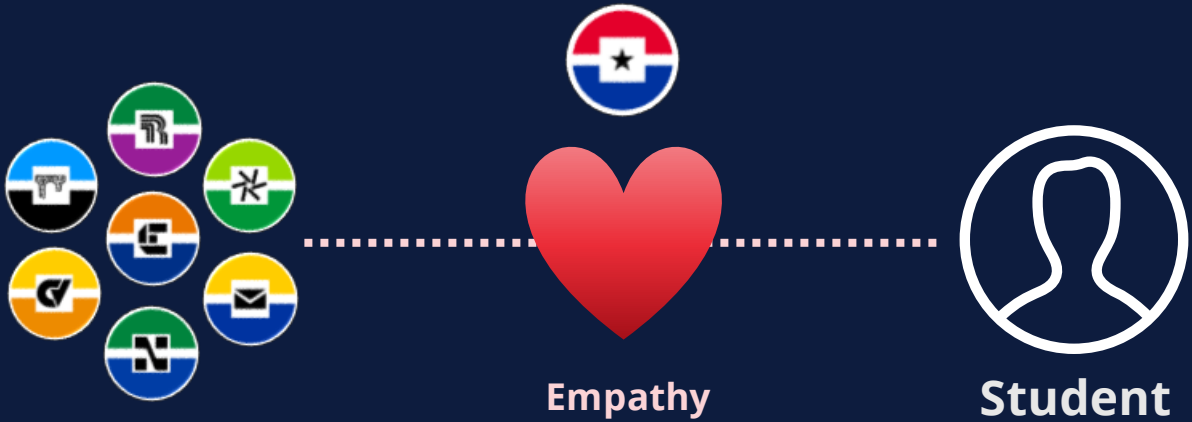
list of degrees you can
choose from, area of study

list of some sort, courses or
links

same thing, list of programs

Serdar

District Web Team

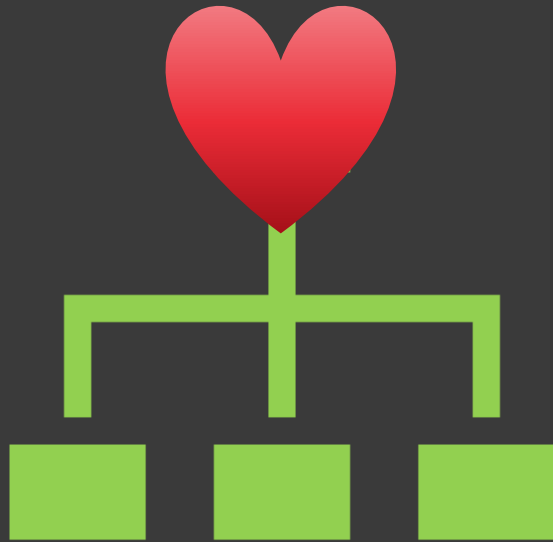


College Web
Teams

Empathy

Student

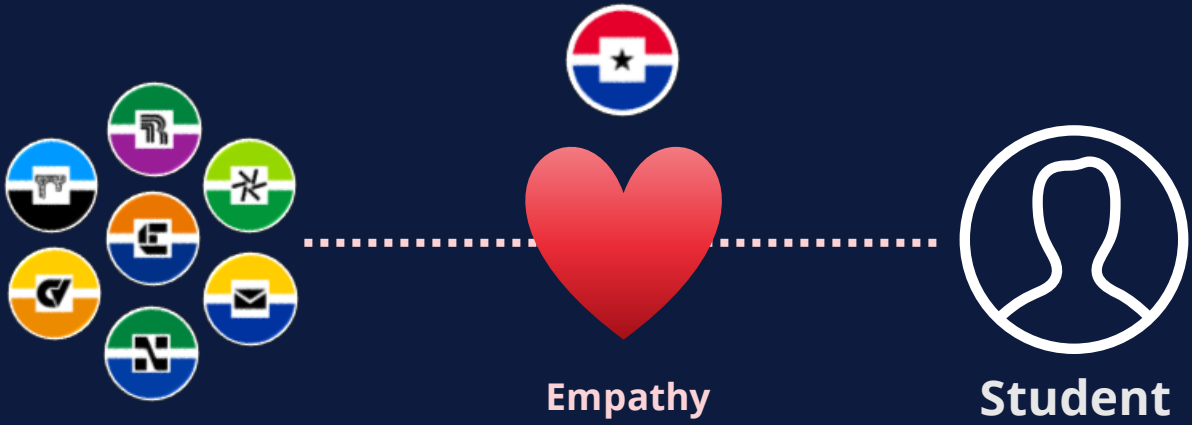




Card Sorting Exercise

1. Learn your persona
2. Prioritize information based on persona's needs

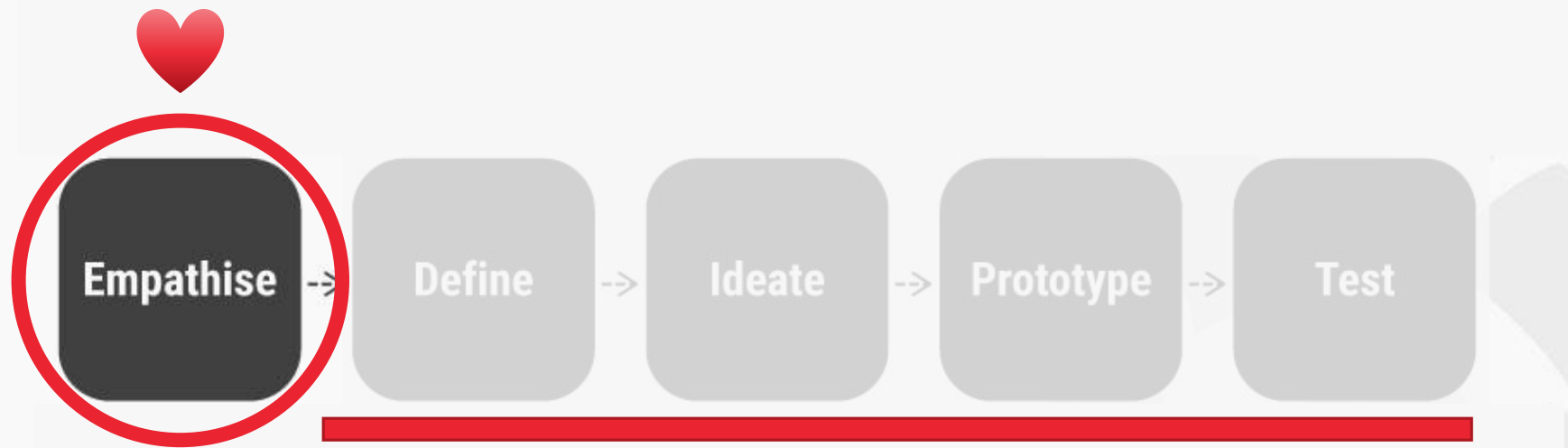
District Web Team

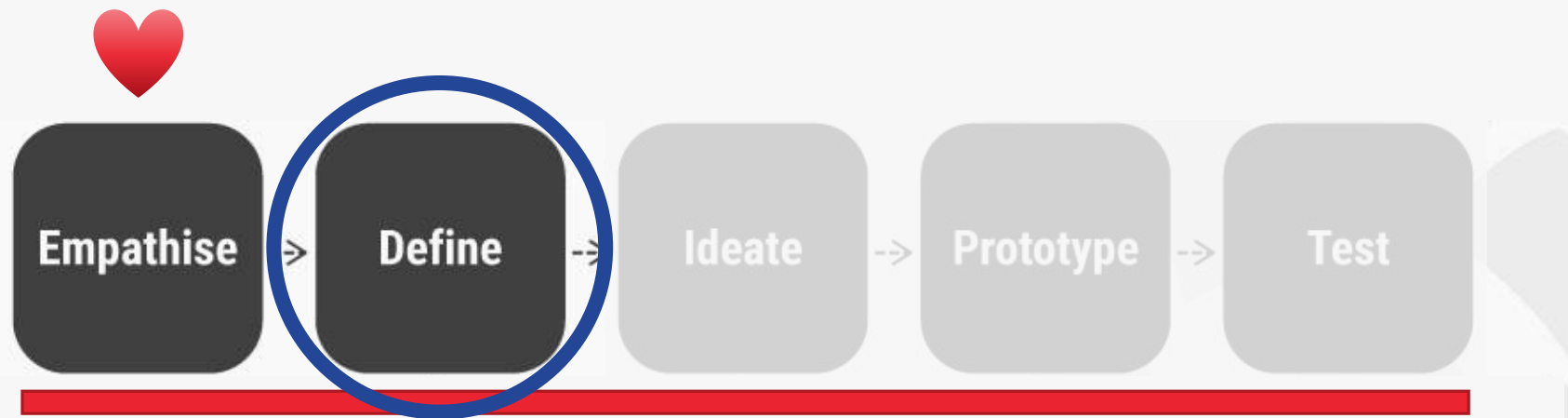


College Web
Teams

Empathy

Student





Creative Brief Doc

Creative Brief: New Program/Department Profile Pages

Project Overview

The disparity of the process, goals, location, structure and usability between the district's "Program Profile Pages" (PPP) and colleges' "Instructional Divisions" (ID) pages causes the following issues:

- Confusion for the student
- Breakdown of communication between district web team, college web teams and the client
- Lack of overall clarity as to how specific instructional divisions correlate with specific programs
- Lack of content consistency between PPP and ID; duplicated content/work between PPP and ID

Digital Communications Team is reexamining not only the layout, structure and placement of these pages and sites, but also the processes behind creating and maintaining them.

Goals and Objectives

The goals of this reexamination are:

1. To improve the experience, usability, consistency and relevance of program and career content for the student
2. To make the process for creating and maintaining these pages more efficient by:
 - o collaboratively developing a solution that works for all web teams
 - o streamlining communication between clients and all web teams
3. To address the needs and frustrations of college departments, coordinators, deans or faculty relative to how their areas are marketed and represented on all district/college websites

Target Audiences

The primary target audience of these new pages is the **prospective student**, a category which can further be broken down into:

1. **The Returning Student** – After years of absence from any sort of formal education, they are seeking to improve their employment by earning a degree or certificate and know that the colleges of DCCCD are the way to go.
2. **The Non-Consumer (of Higher Education)** – They never had any aspirations to attend college. None of their family ever went to college so the idea is scary and intimidating. However, they are unemployed or underemployed and really need a better paying job. The colleges of DCCCD can help them but college jargon and processes are difficult for them to navigate.
3. **The Traditional Student** – Fresh out of high school, this student is primarily seeking to take core classes at their local college with the intent to transfer after the first or second year.

A secondary target audience would be the **current student** looking for department-specific information maybe about the program they're currently enrolled in.

Goals &
Objectives

Target
Audiences

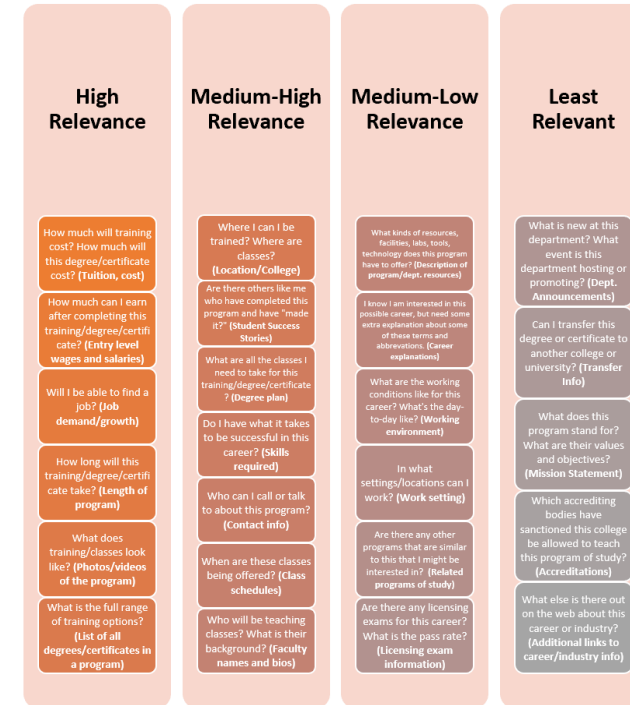
Requirements

Page 2

Requirements and Considerations

Content Prioritization

The priority of content on these new pages should roughly follow this recommended order (as determined by card sorting exercises with actual students and college web teams):



Note: While we have recommended the relevance levels of all the content, we leave the specific order within each level to *your* discretion and best judgment.

Deadlines

Goals and Objectives

- Improve experience and usability **for student**
- Improve process for maintaining sites through collaboration and communication **for all web teams**
- Help **programs/departments** better meet marketing/communication goals



High Relevance

Tuition, cost

Entry level wages and salaries

Job demand/growth

Length of program

Photos or videos of the program

List of all degrees/certificates in a program

Least Relevant

Dept. Announcements

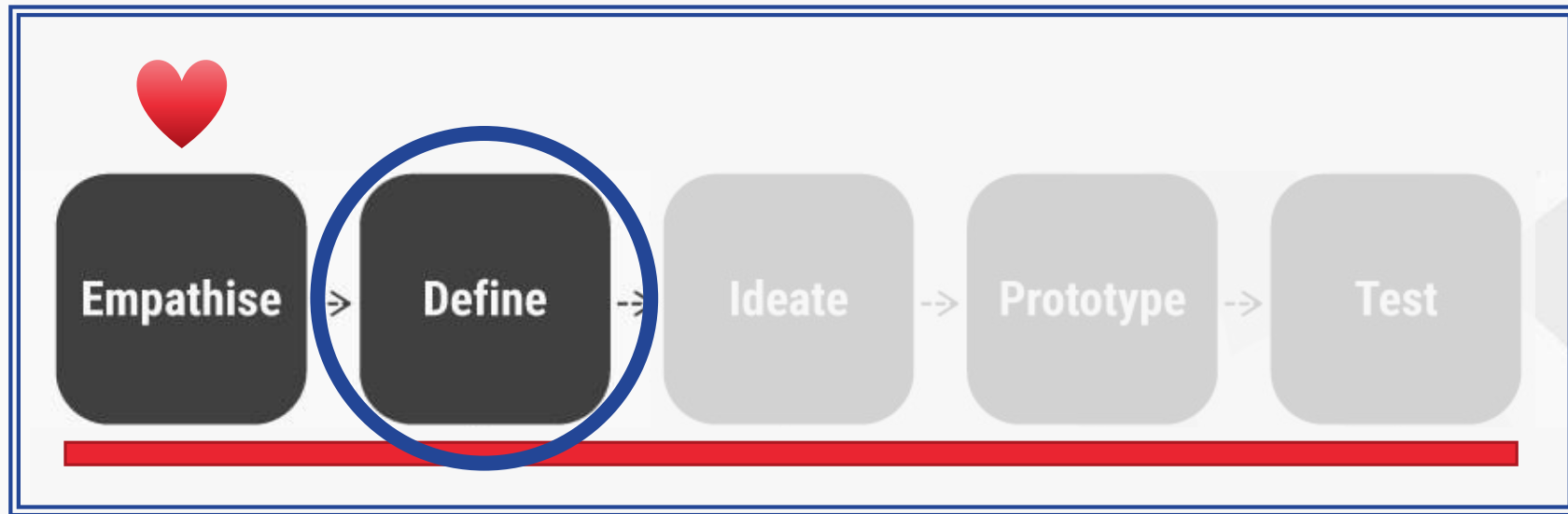
Transfer Info

Mission Statement

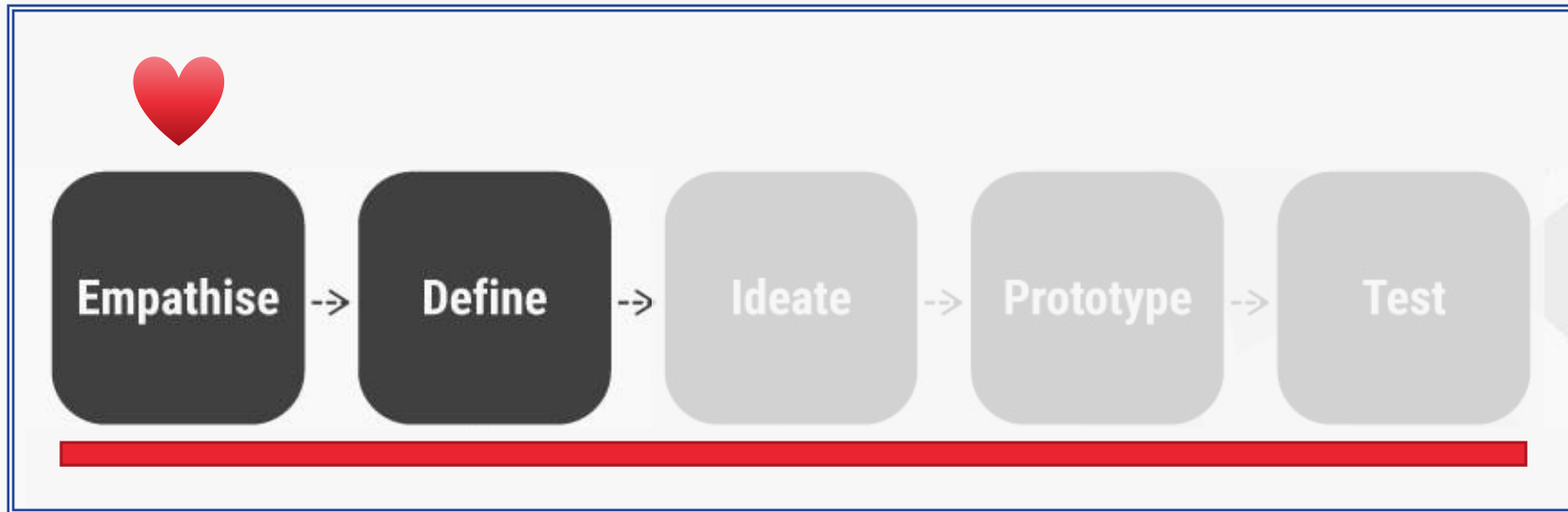
Accreditations

Additional links to career/industry info





DESIGN THINKING:



So, what is Design Thinking?



Design Thinking is...

A design methodology that provides a solution-based approach to solving complex problems by:

- Understanding the **human needs** involved
- **Re-framing the problem** in human-centric ways
- Creating many ideas in **brainstorming** sessions
- Adopting a hands-on approach in **prototyping and testing**

SOURCE: Interaction Design Foundation (www.interaction-design.org)





Design Thinking isn't just for websites

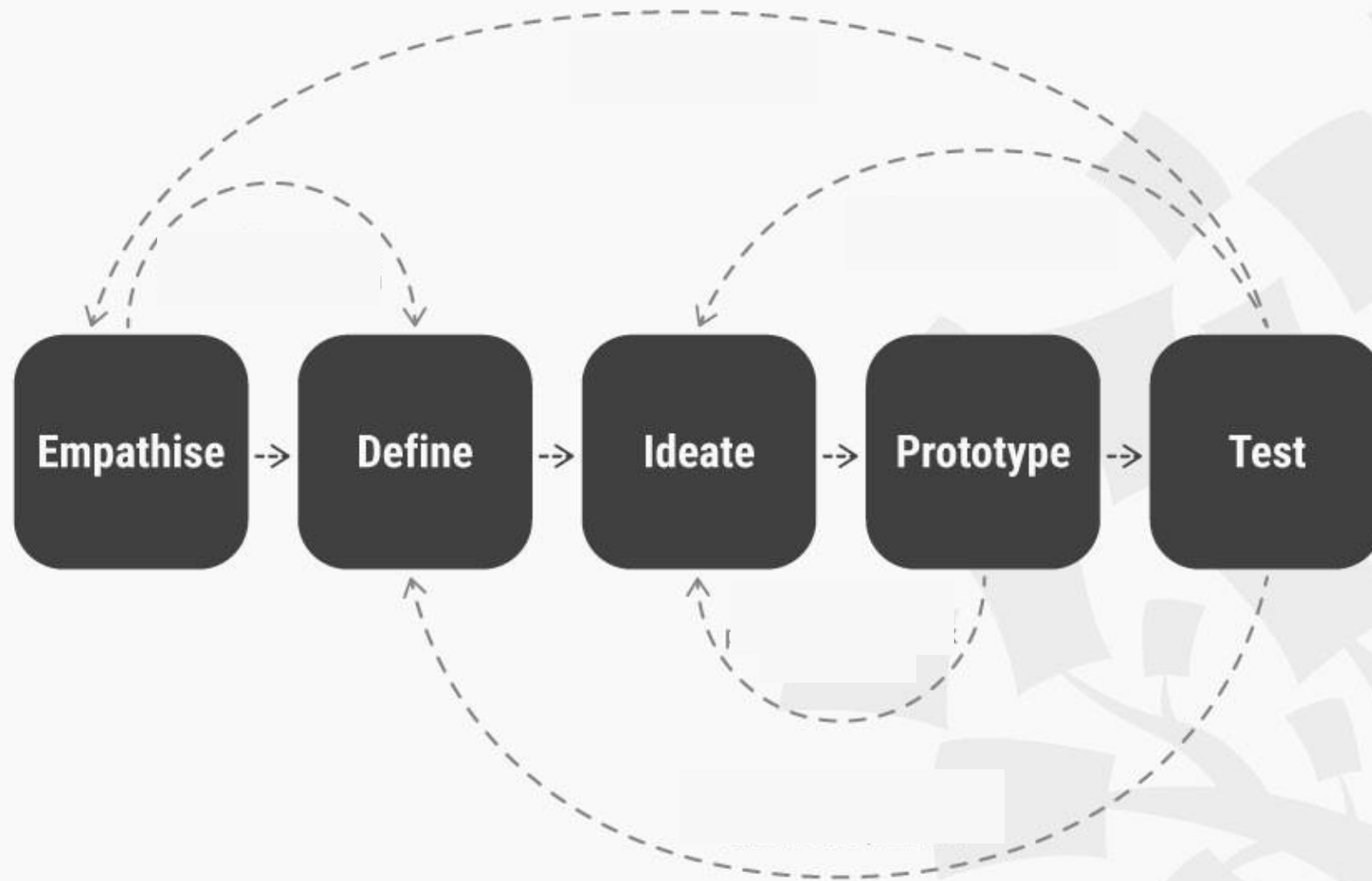
Marketing campaigns, communication
pieces, writing, print designs,
conceptualization, app designs, etc.



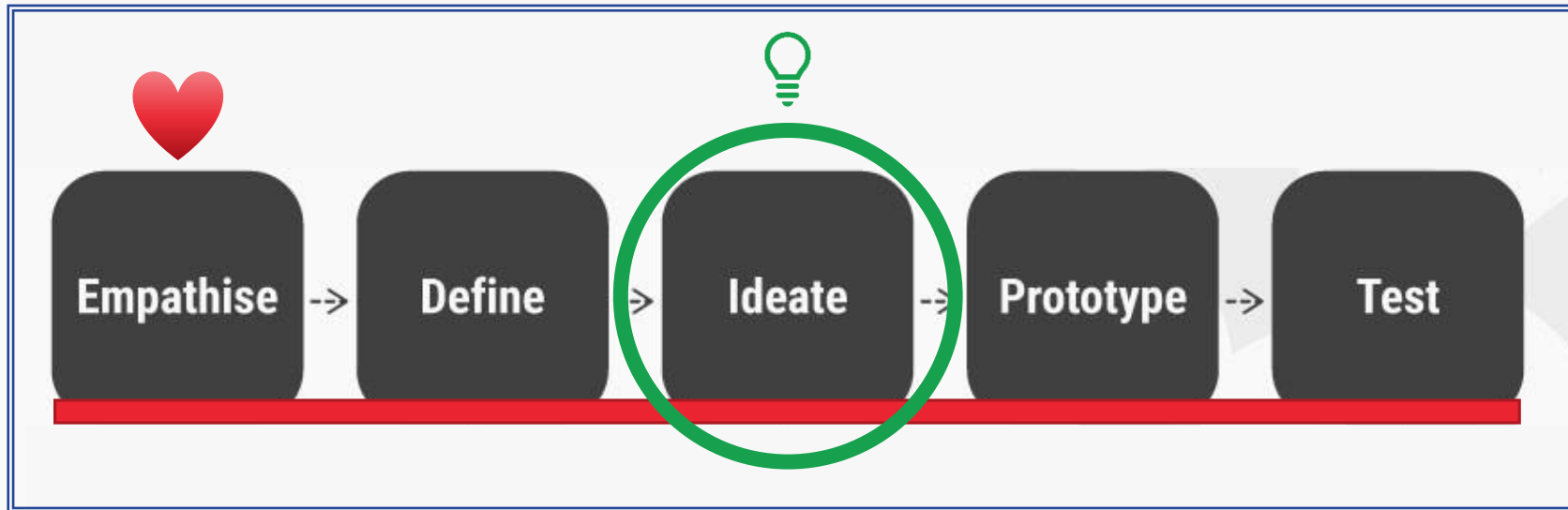
DESIGN THINKING:



DESIGN THINKING: A NON-LINEAR PROCESS



DESIGN THINKING:



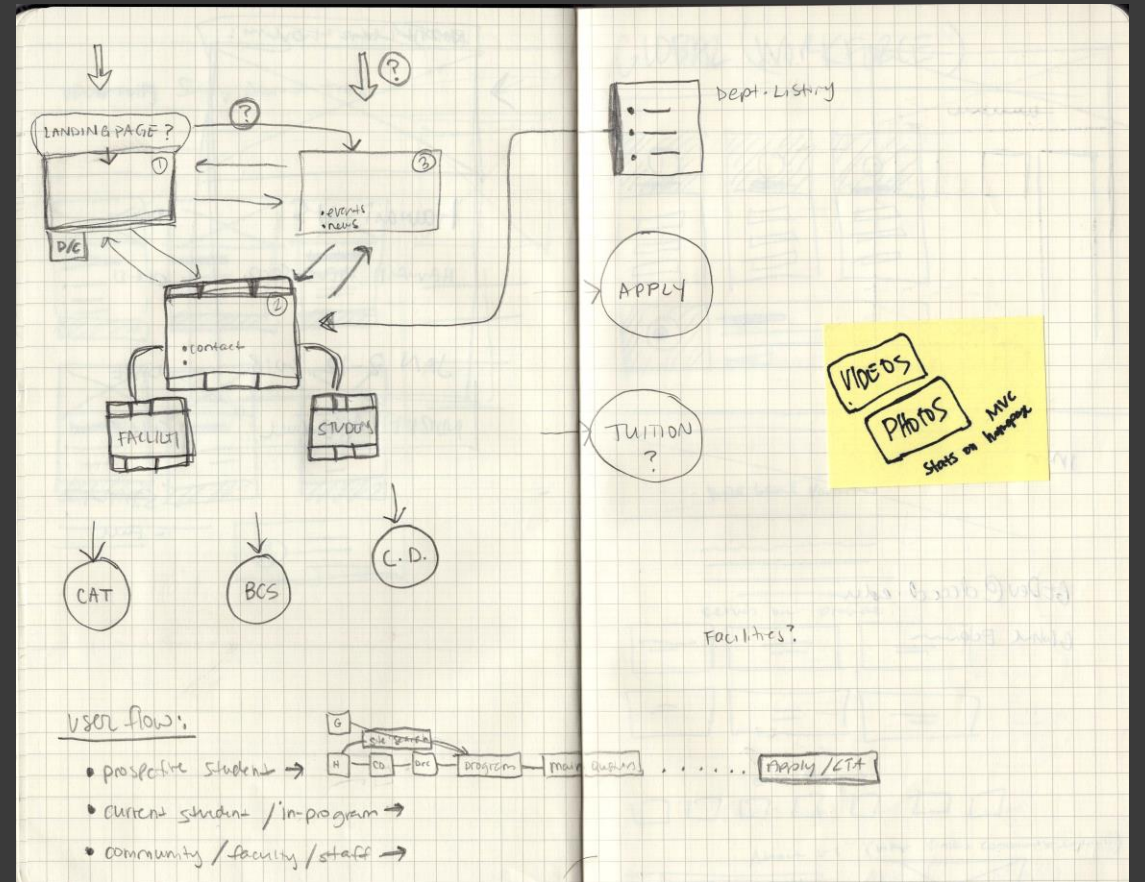
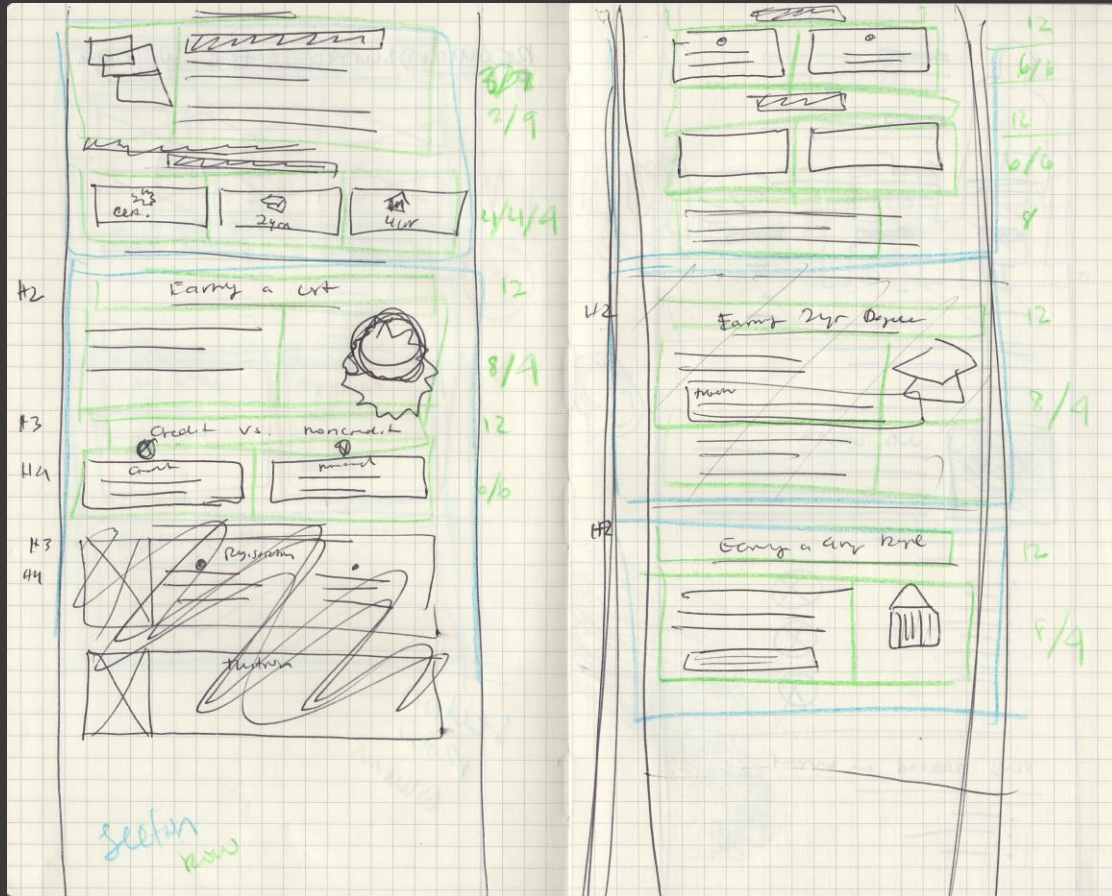


**Creative
Brief**



**Brainstorm
& Ideation**







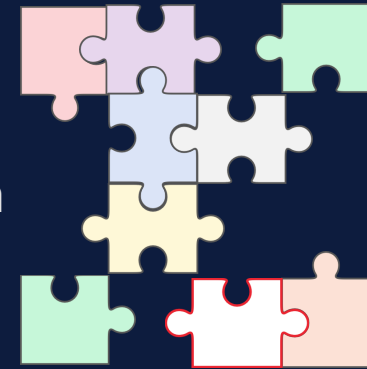
**Creative
Brief**



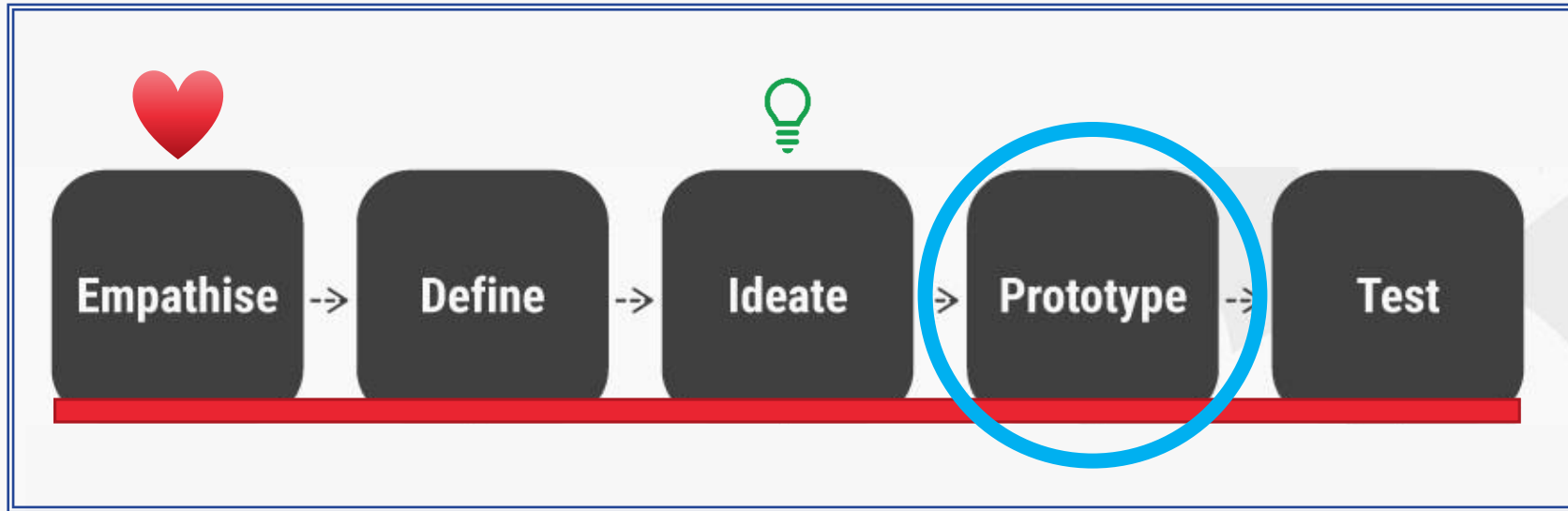
**Brainstorm
& Ideation**

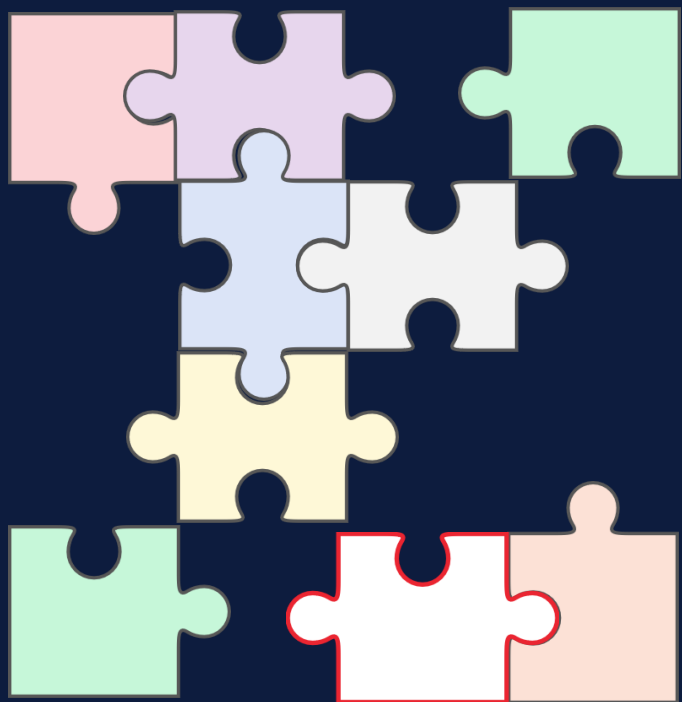
Ideas

Collaboration

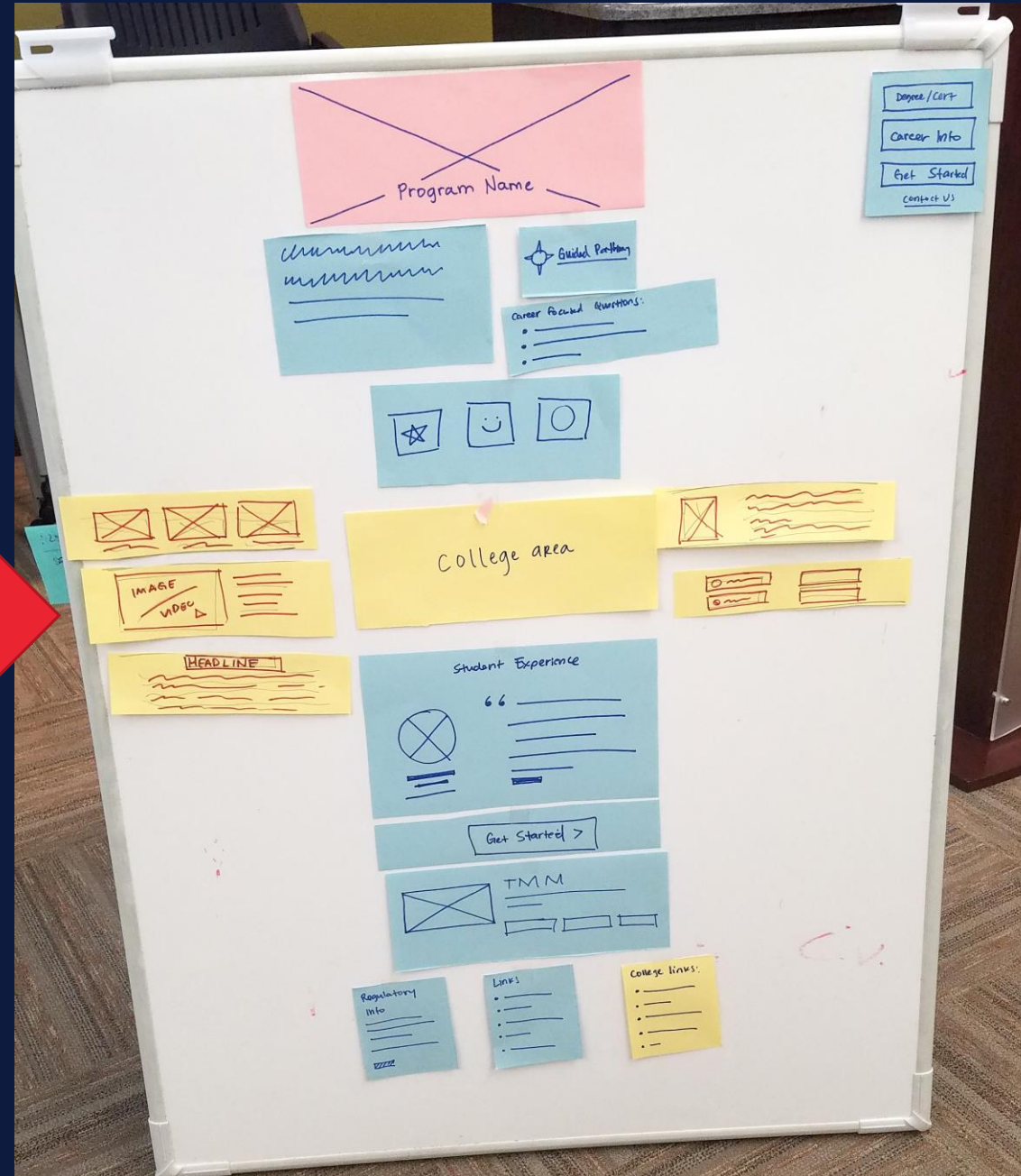


DESIGN THINKING:





Collaborative Ideation



Prototype A

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions?



Accounting principles and practices are critical in today's competitive business world. Accounting affects virtually every business field and type, whether you're an entrepreneur, CEO or employee looking for a better financial future.

Small to large businesses, government agencies, nonprofits and educational institutions need trained accounting personnel to make sure that financial transactions are handled properly and accurate records kept.



[View Guided Pathways](#)

Burning Questions About Accounting

-  [How much money can I make \(with an associates degree in accounting\)?](#)
-  [What classes do I need to take \(to earn an associates degree in accounting\)?](#)



Degrees & Certificates

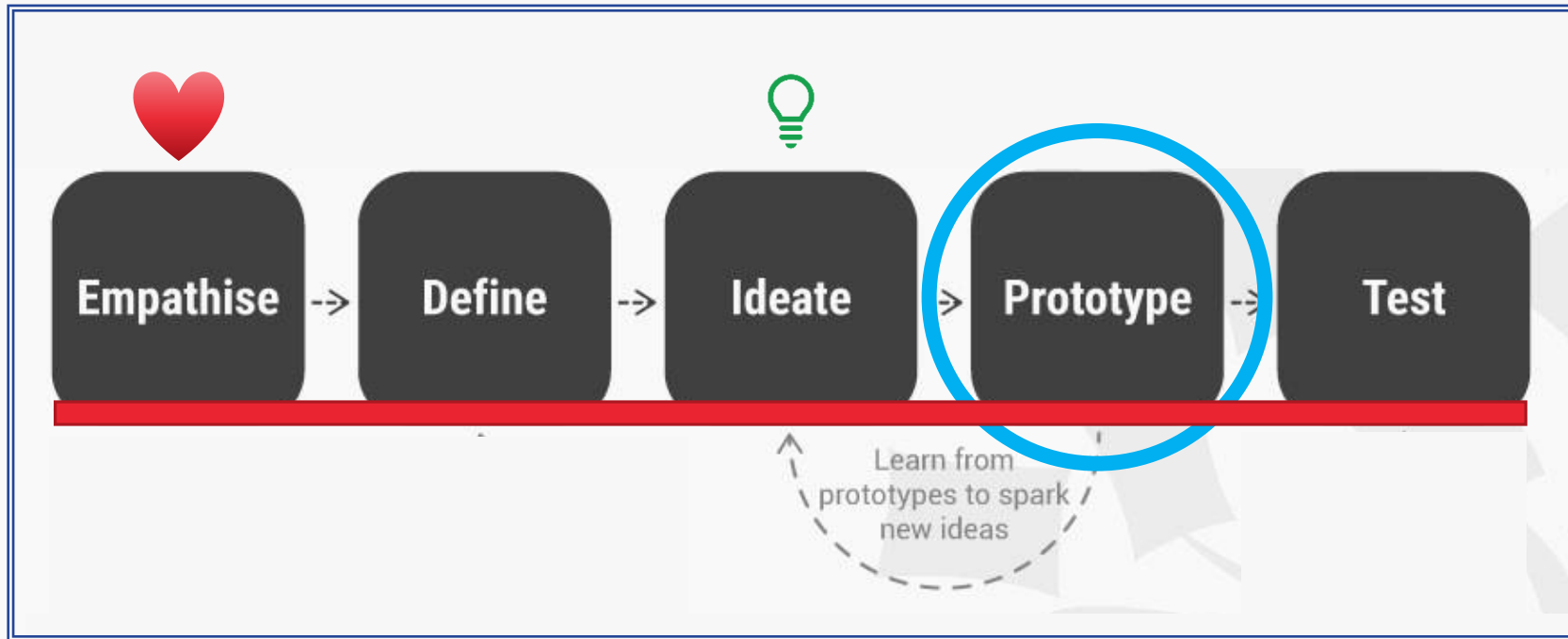


Career Info



Get Started!

DESIGN THINKING:



Prototype A



Prototype B

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Degrees & Certificates



Career Info



Get Started!

Degrees & Certificates

Career Info

Get Started!

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically.



[View Guided Pathways](#)



[How much money can I make?](#)



[What classes do I need to take?](#)



[When are classes held?](#)



[Who can I contact?](#)

Degrees & Certificates

Career Information

Contact Us

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically.



Guided Pathways

This program is part of the **Business** career path.

A guided pathway is a one-page document that clearly shows you what courses to take (and when) to best prepare you for success in

[View Guided Pathways for this program](#)



[What is pay like?](#)



[What classes do I take?](#)



[When are classes?](#)

Prototype C



Prototype B

Degrees & Certificates

Career Info

Get Started!

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically.



[View Guided Pathways](#)



[How much money can I make?](#)



[What classes do I need to take?](#)



[When are classes held?](#)



[Who can I contact?](#)

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Small to large businesses, government agencies, nonprofits and educational institutions need trained accounting personnel to make sure that financial transactions are handled properly and accurate records kept.



[View Guided Pathways](#)

Burning Questions About Accounting

❓ [How much money can I make with an associates degree in accounting?](#)

❓ [What classes do I need to take to earn an associates degree in accounting?](#)



Degrees & Certificates



Career Info



Get Started!

Degrees & Certificates

Career Info

Get Started!

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically.



[View Guided Pathways](#)



[How much money can I make?](#)



[What classes do I need to take?](#)



[When are classes held?](#)



[Who can I contact?](#)

Shortcut to this page: dccc.edu/Accounting

Degrees & Certificates

Career Information

Contact Us

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iPhone 6/7/8 – 1



Degrees & Certificates

Career Information

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically. Do you think this paragraph is long enough?

📍 Guided Pathways are maps that show you what classes you will take, and when. [View Guided Pathways](#)

❓ [How much does this career pay?](#)

❓ [Which classes do I need?](#)

❓ [Will classes for this program transfer?](#)

[Contact Us](#)

Are you interested in this totally awesome career?

[Start Today](#)

The Richland College Accounting Program enables students to develop the foundation skills and competencies most relevant to beginning a career in accounting and business.



[Read a transcript of this video](#)

[Accounting Dept. at Richland](#)

"My accounting education at Richland was great. The small classes allowed the teachers to have the time to take an interest in each student. It was a fabulous experience, and I felt that the instructors really cared about my success." [Read Kevin's story.](#)



POP



(VIEW IN MOBILE)



Richland College
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

Accounting

Shortcut to this page: dccc.edu/Accounting

Degrees & Certificates

Career Information

Do you like working with numbers? Do you want to improve your ability to work with figures, think critically and make informed decisions? Do you want to improve your ability to work with figures, think critically. Do you think this paragraph is long enough?

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❓ [Will classes for this program transfer?](#)

[Contact Us](#)

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[Start Today](#)

What makes our program special?



[Read a transcript of this video](#)

The Richland College Accounting Program enables students to develop the foundation skills and competencies most relevant to beginning a career in accounting and business.

[Accounting Department at Richland College](#)



Kevin Kawanishi
Richland College Graduate



"My accounting education at Richland was great. The small classes allowed the teachers to have the time to take an interest in each student. It was a fabulous experience, and I felt that the instructors really cared about my success." [Read Kevin's story.](#)

Tell Me More About Accounting

Sign up to receive a series of five emails with practical information from industry professionals and alumni:

First Name Last Name Email Address College [Tell Me More!](#)

ACCOUNTING PROGRAM

[Richland College](#)

[Department Home](#)

[Faculty](#)

[Program Overview](#)

[Program Home](#)

[Degrees & Certificates](#)

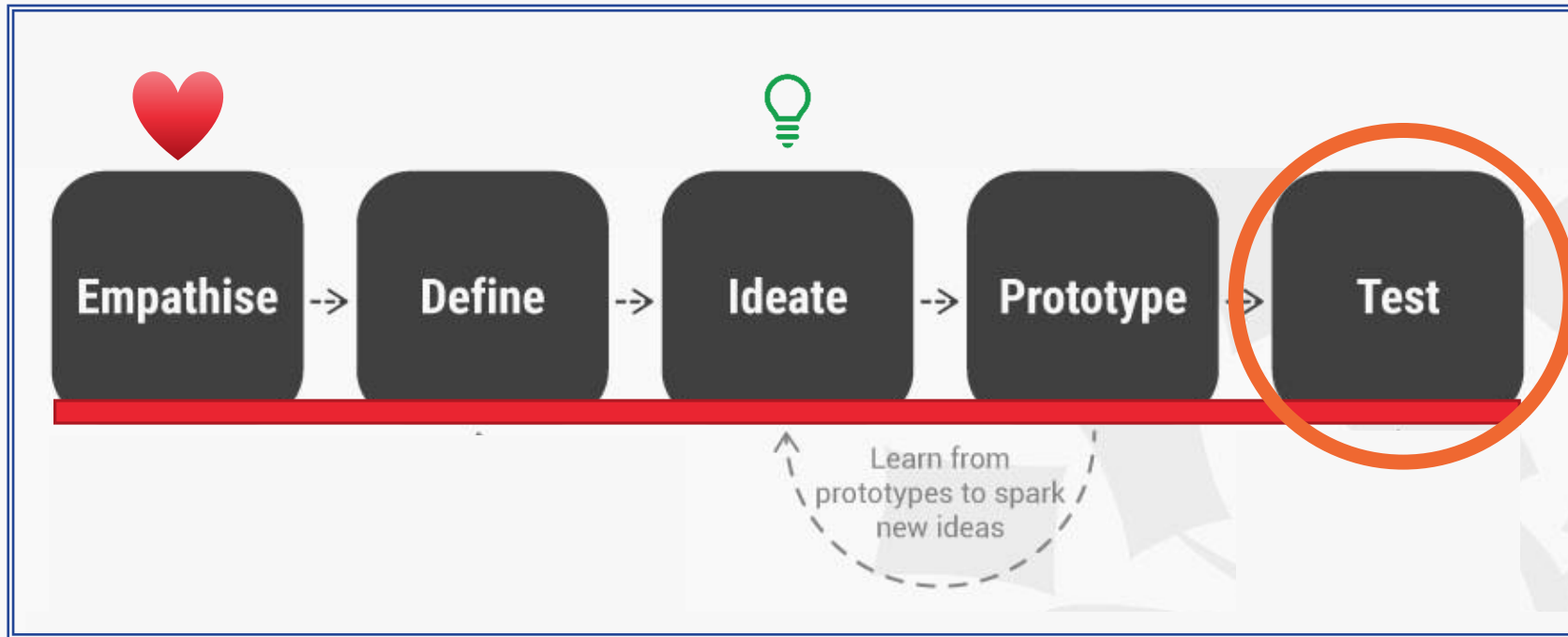
[Gainful Employment](#)

[Accreditations](#)

HB 1508 Notice

This program may lead to an occupational license for which a prior criminal history may

DESIGN THINKING:



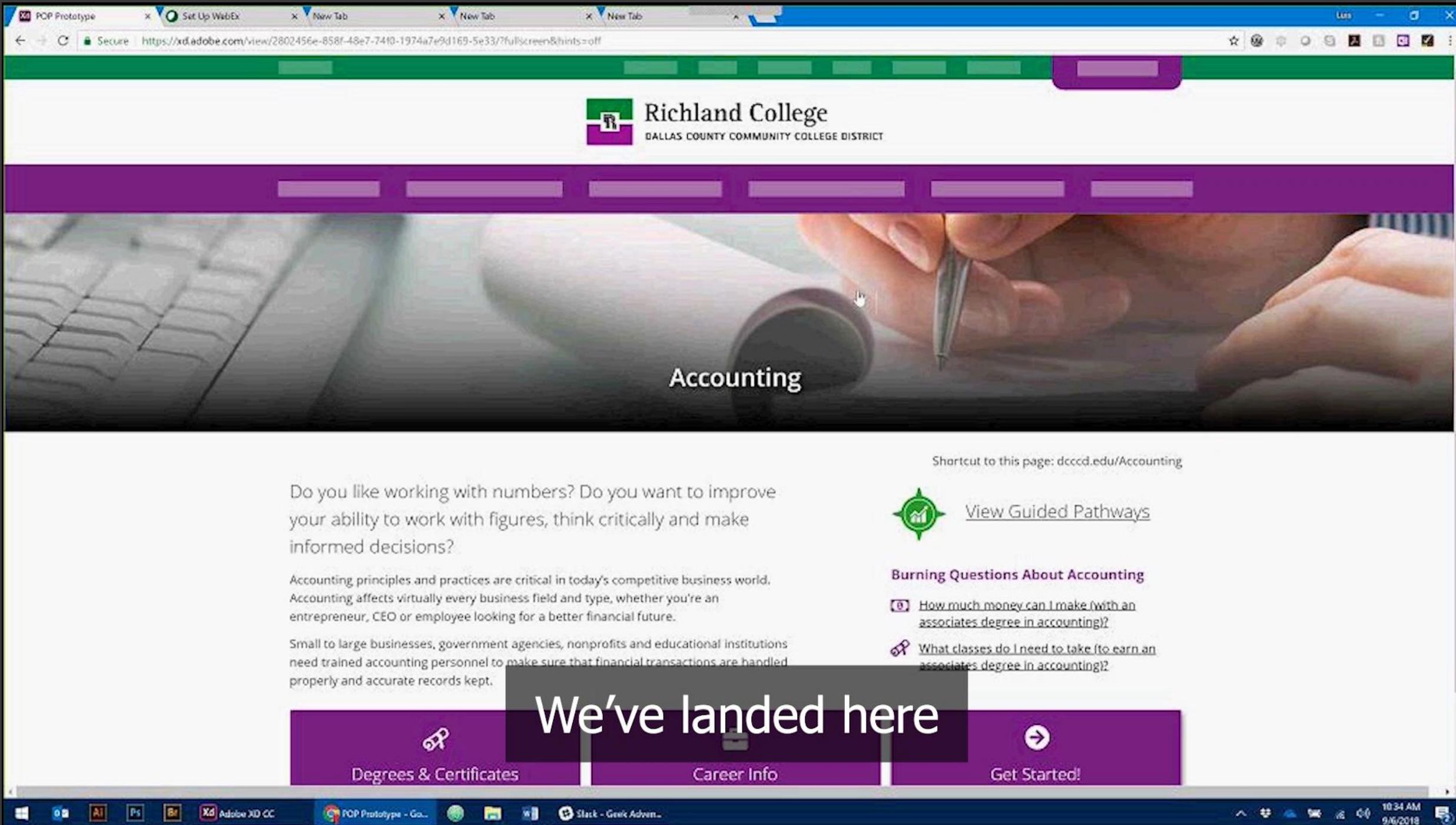
Usability
testing

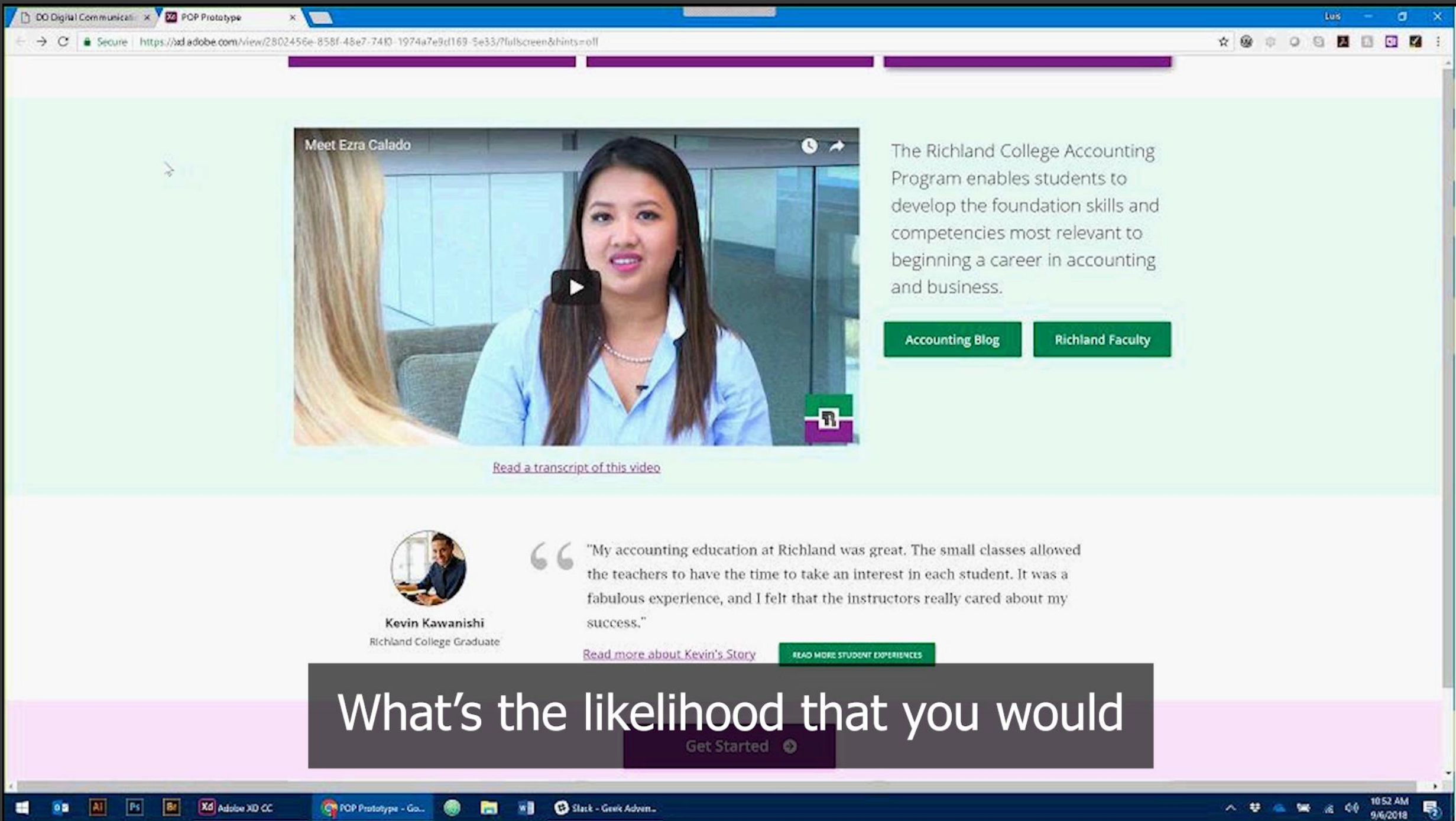
Real users

Carefully
observed



Specific tasks





Meet Ezra Calado



The Richland College Accounting Program enables students to develop the foundation skills and competencies most relevant to beginning a career in accounting and business.

Accounting Blog

Richland Faculty

[Read a transcript of this video](#)



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Richland College Graduate



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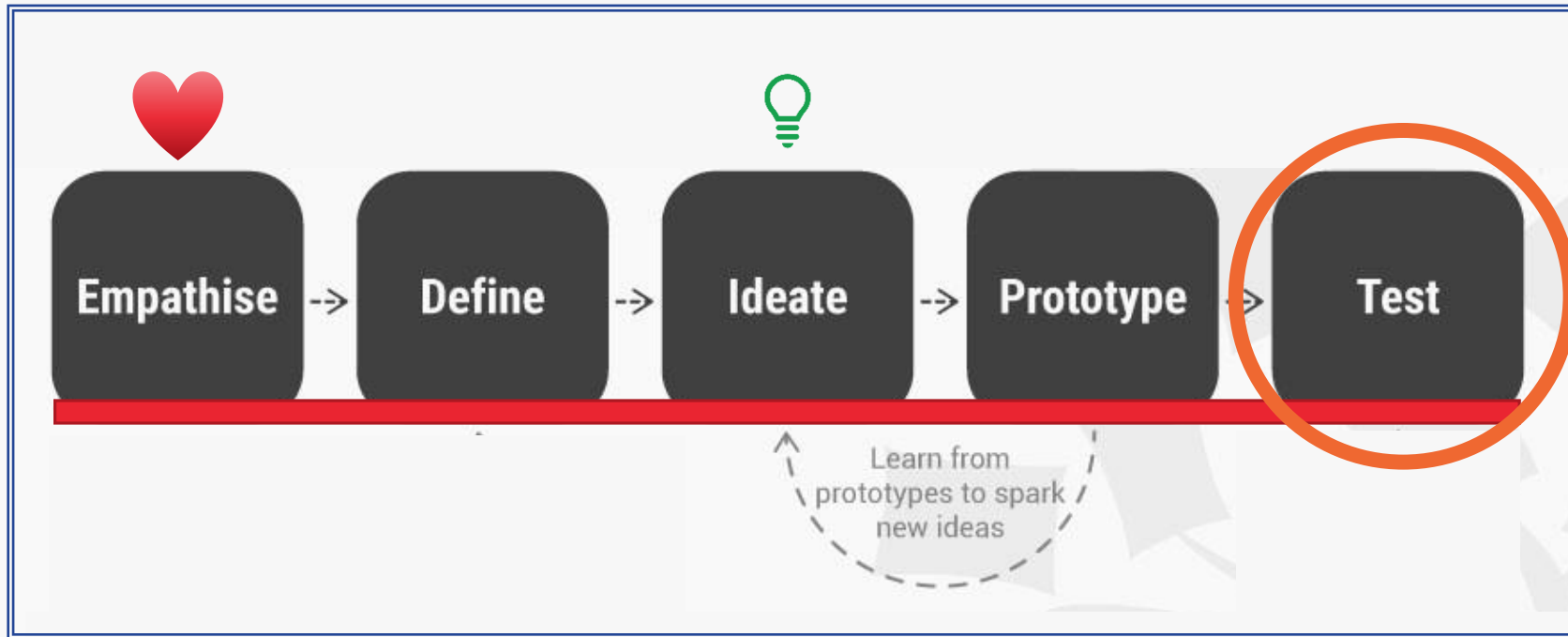
[Read more about Kevin's Story](#)

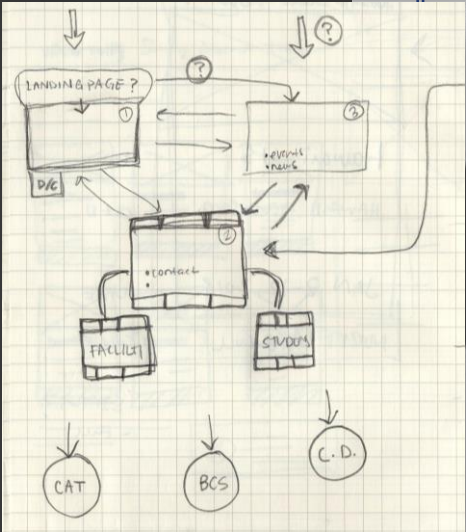
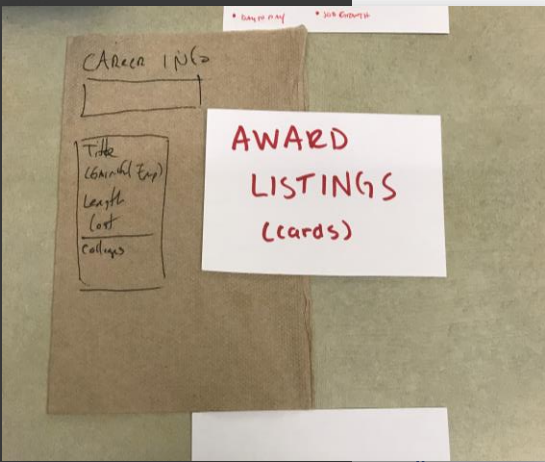
READ MORE STUDENT EXPERIENCES

What's the likelihood that you would

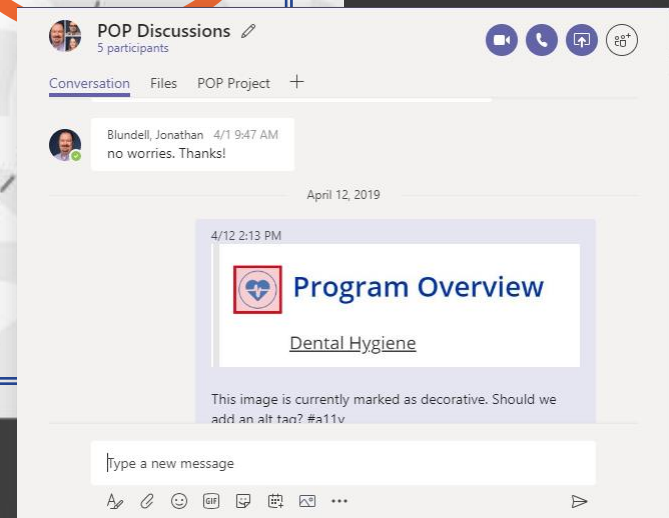
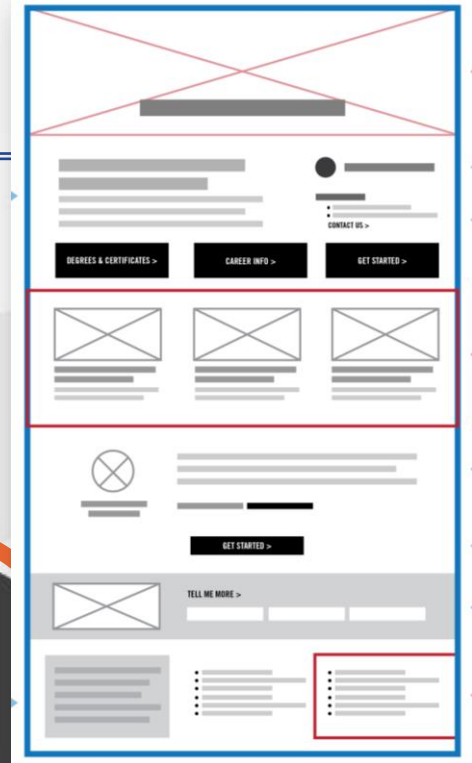
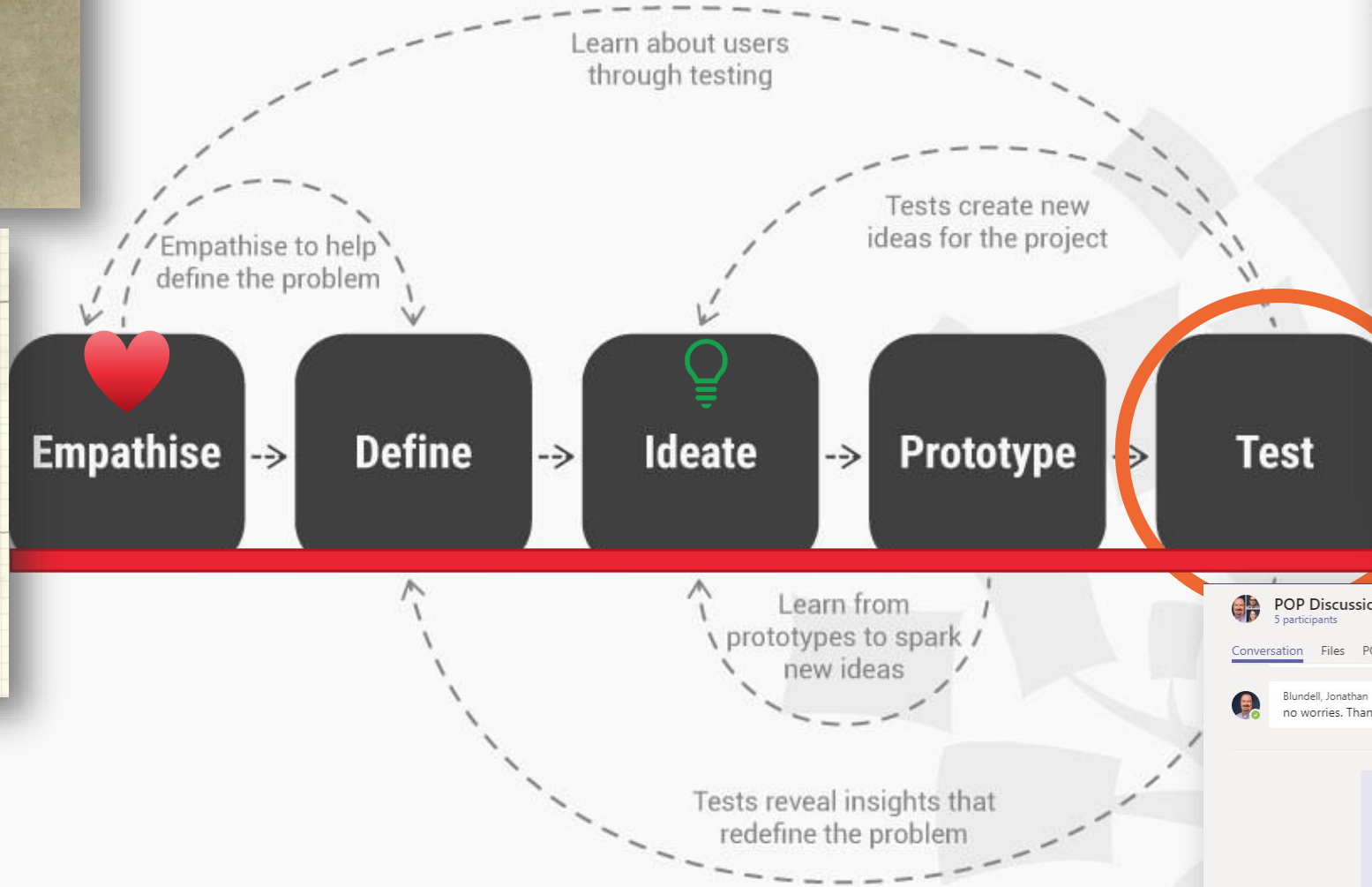
Get Started →

DESIGN THINKING:






DESIGN THINKING:




INTERACTION DESIGN
FOUNDATION


INTERACTION-DESIGN.ORG

January 2019

 eConnect eCampus myPortal Email Employee Directory Donate Our Colleges ▼

 **Cedar Valley College**
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

About Apply & Register Classes & Degrees Paying for College Services & Resources Student Life



Veterinary Technology

Shortcut to this page: dccc.edu/vettech

[Degrees and Certificates](#) [Career Information](#)

★ [Guided Pathways](#) are maps that show you what classes you will take, and when. [View Guided Pathways](#)


💰 [How much money does this career pay?](#)


🔗 [Which classes do I need?](#)

[Contact Us](#)


If you have a desire to care for and treat animals, the Veterinary Technology program at Cedar Valley College offers courses both on site and via distance education so you can study in the way that's most convenient for you.

Are you interested in a career in veterinary technology? [Start Today](#)

 eConnect eCampus myPortal Email Employee Directory Donate Our Colleges ▼

 **El Centro College**
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

About Apply & Register Classes & Degrees Paying for College Services & Resources Student Life



Food and Hospitality Institute

Shortcut to this page: dccc.edu/food

[Degrees and Certificates](#) [Career Information](#)

★ [Guided Pathways](#) are maps that show you what classes you will take, and when. [View Guided Pathways](#)

💰 [How much money does this career pay?](#)

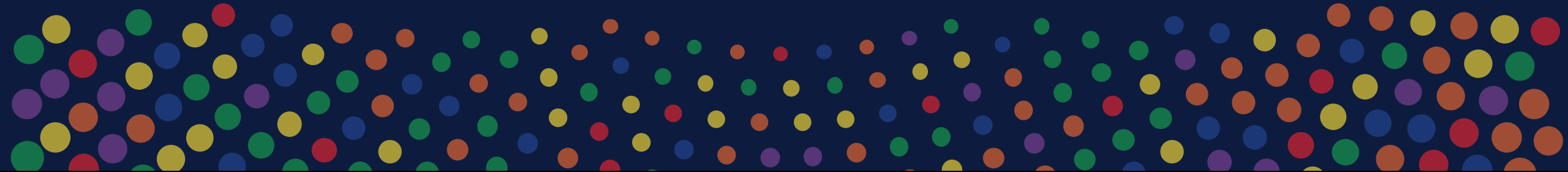
🔗 [Which classes do I need?](#)

[Contact Us](#)

At El Centro College's renowned Food and Hospitality Institute, you'll train alongside experienced professionals, develop dynamic skills and build strong industry connections — all at a fraction of the cost of for-profit culinary schools.

Are you interested in a career in food and hospitality? [Start Today](#)

Our takeaways...





A website further focused on students

- ▶ More visual
- ▶ Concise text
- ▶ Addresses highest relevant content first
- ▶ Flexible college layouts
- ▶ Consistent navigation



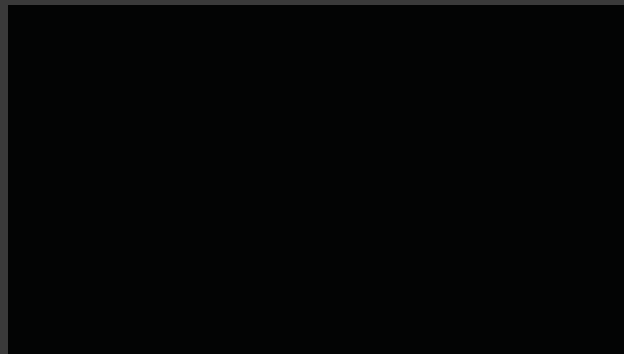
Photo credit: dailydoseofcharm.com

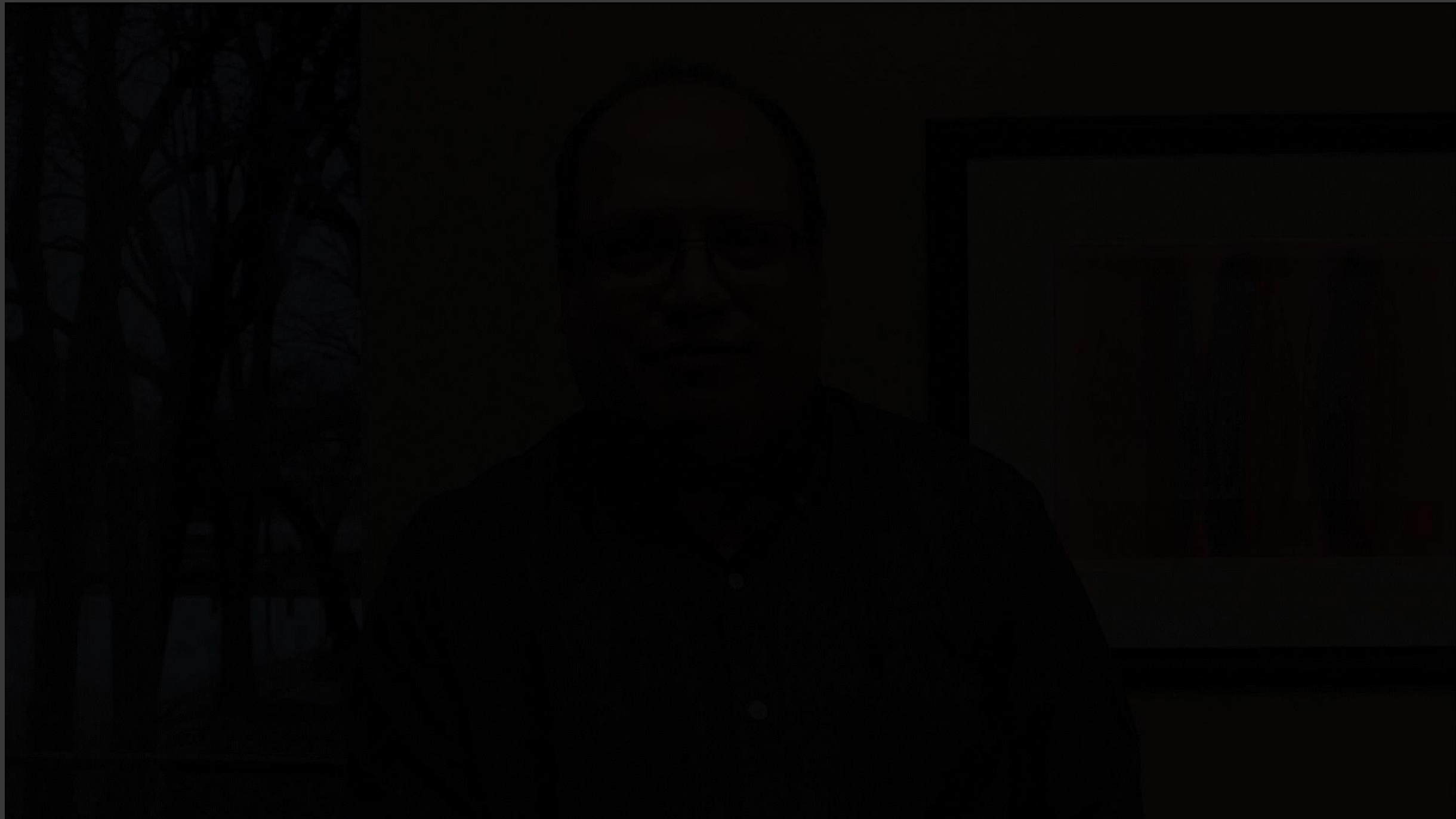


A cleaner, more streamlined
process for all web teams

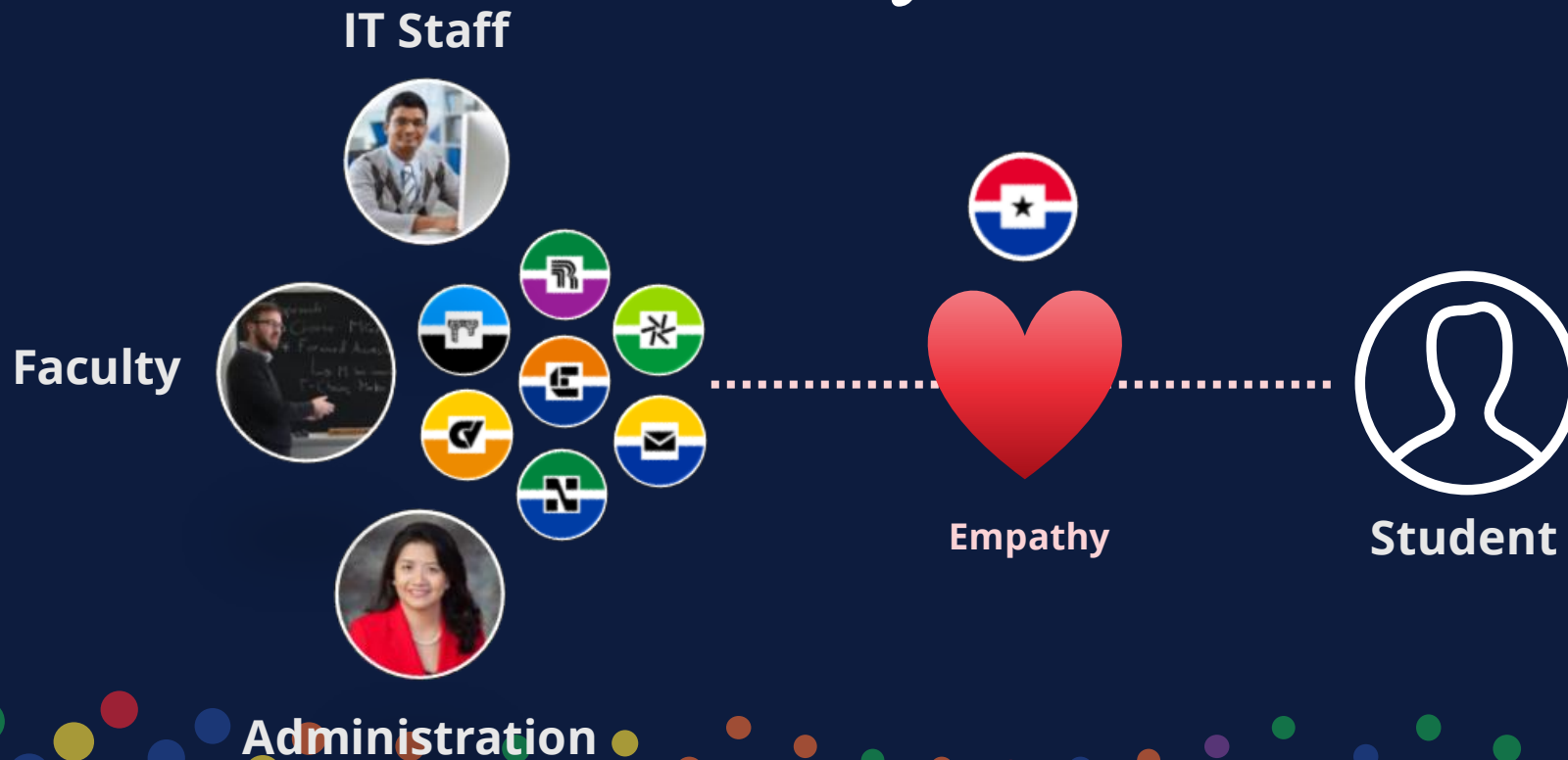


A stronger relationship with the colleges

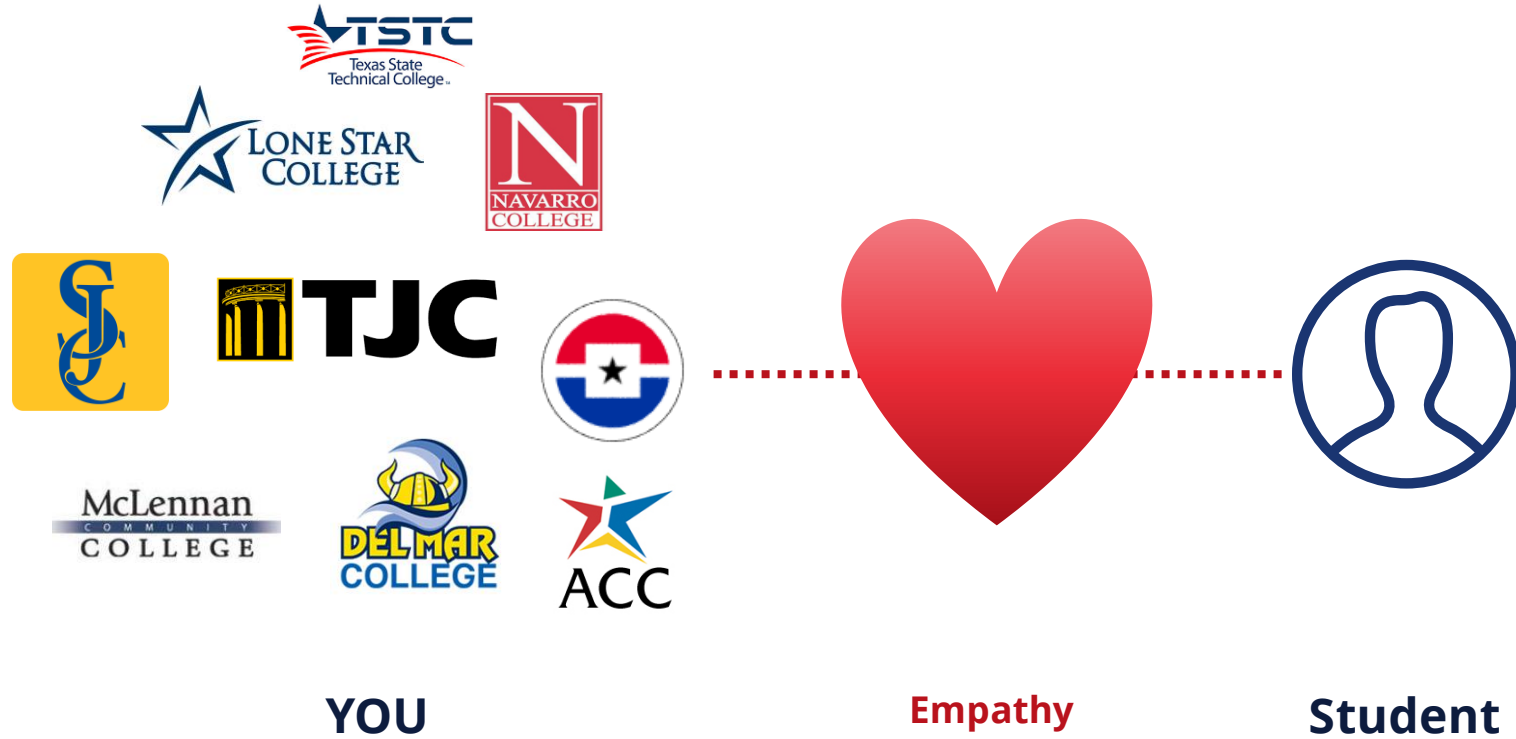




Include students, faculty and adjacent staff in the process



Empathy is everything



Thank you.

Questions?

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