

Go Mobile: Postgraduate

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Corporate Web Development



Go Mobile: Postgraduate

How the heck do we....

2005 - 2006



Get a BIG website onto a SMALL screen device?



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Better question was to ask **WHY** was it so **BIG**?

- Content
- Content
- Content
- **326** pages of course content alone



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Can lots of content be a bad thing?

- Yes if it isn't useful information
- Mobile screens are smaller, so unnecessary web pages **really harm usability**
- More subpages to navigate
- Information can be 'buried'
- Time is sometimes limited for mobile users
-too many words to read!



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“Mobile gives us an opportunity to **review** our content within some tight constraints...it helps us to **prioritize**”

Karen McGrane
Content Strategy for mobile



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We started to review and prioritize PG content

- Audit of PG web pages
- Google Analytics
- User testing
- Market research

Every page underwent the R.I.D. Process

- Retain
- Improve – rewrite for web/mobile
- Delete – not needed/link elsewhere
- ..Merge – could be used elsewhere

Every single page in PG was improved



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“Use going mobile as a lens to make **all** our content better regardless of platform”

Karen McGrane
Content Strategy for mobile



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So, how did we actually do it?

- New responsive website
- New design and page layouts
- New information architecture
- New PG tone of voice
- Prioritized messaging



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Messaging

- People tend to scan text
- So focus on your message
- Prioritize

Use mobile constraints to hone your message
and make sure it's communicated

...The thirds rule



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Primary message is understood at a glance

- Main idea/point of the page

Secondary message needs more focus

- What do you want them to know

Supporting messages - what else is there to do

- Qualifiers
- Related information/ Video
- Calls to action



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Primary message

- Main idea/point of the page

Secondary message

- What do you want them to know

With a low cost of living, a consistently strong graduate employment record and award-winning careers support - **we're the university of choice for a vibrant postgraduate community** from over 110 countries.

We provide you with an **education for life**; skills and experiences that will be of value throughout your university career and beyond, all underpinned by outstanding teaching and research facilities.

Our city inspires immense affection in locals and visitors alike. With a compact city centre, getting around couldn't be easier; it's a regional centre for the arts, theatre and live music but close to great countryside and the dramatic coastline.

‘UK Top 5 favourite city’

[Guardian Readers' Travel Awards 2013](#)

Supporting messages

- Qualifiers
- Related information/ Video
- Calls to action

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Clinical Dentistry in Restorative Dentistry Master of MClinDent

Full time: 24 months

Profile

Modules

Fees & Funding

Entry Requirements

How to Apply

Contact

The MClinDent course enables dentists to acquire advanced skills and knowledge in the field of Restorative Dentistry. Built on a firm foundation of basic principles the course provides clinical and laboratory practice involving treatment planning, clinical procedures and technical work for restorative cases requiring both routine and complex treatments.

The course has a substantial clinical component with clinically related sessions accounting for 80% of the course. Clinical teaching and supervision is provided by Specialists and Consultants and is supported by a comprehensive seminar programme. Profiles of [our staff](#) can be found on the [School of Dental Sciences](#) website.

It aims to provide an evidence base for Restorative Dentistry and opportunities for applied research.

The **research element of the course contributes to 40% of the final mark**. As part of the research project you have the opportunity to work with internationally renowned researchers in the [Centre of Oral Health Research](#) (COHR). Projects are chosen that are achievable and contribute to the COHR research profile.



Video: School of Dental Sciences
Postgraduate Study

Primary message

- Main idea/point of the page

Secondary message

- What do you want them to know

Supporting messages

- Qualifiers
- Related information/ Video
- Calls to action

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Expandable text

- The website detects what device you are using
- Gives you the content in the best way for your device
- For mobile users, they can select the text they want to read



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Desktop page

Conditional offers

These are made to applicants who have applied **before receiving the exam results** for their degree or, for international students, their English language programme.

Unconditional offers

These are made to applicants who have **already met the entry criteria** for their chosen postgraduate course and submitted relevant documentation in their application.

Replying to an offer

If you receive an offer, you have time to consider whether you want to **accept or decline it**.

Normally there is no specific deadline for replying. It is best to reply as soon as possible to reserve your place.

Replying quickly will enable you to make other arrangements like organising accommodation and applying for funding.

Once you accept your offer, we will assume that you will be coming to Newcastle to study. We will send you further information so that you can start making arrangements.

Your acceptance is not binding and you can change your mind. If you accept an offer and then choose to study elsewhere, let us know immediately. We can then make that place available to someone else.

Confirmation letter

If you accept an unconditional offer, you will receive a Confirmation of a Place letter.

If you accept a conditional offer, we issue the letter once you have met the conditions of the offer.

International students also receive a Certificate of Acceptance for Studies (CAS). This is the visa letter that is a crucial part of your visa application.

Mobile page

Conditional offers



Unconditional offers



Replying to an offer



Confirmation letter



...it's the SAME content

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Tabs

- Not as many subpages are needed
- Easier to navigate on mobile
- Pages are more visible for users
- Text used on a tab must be intuitive



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Postgraduate

Newcastle University > Postgraduate Study > Student Life > Teaching Facilities

Find A Degree

Degrees Explained

Funding & Finance

Careers & Employability

Student Life

– Accommodation

– **Teaching Facilities**

– Social Life

– Your Wellbeing

How to Apply

Visit Us

News

Teaching Facilities

Library Services

Computing Facilities

Our library provision is consistently rated as excellent - we are the only UK university library to be awarded the government's Charter Mark for 'excellent customer services' five times in a row.

The Robinson Library is our main library on campus complemented by the specialist Law Library and Walton Medical and Dental Library. We now also hold the prestigious Customer Service Excellence award for the quality of our library services.

Open 24-hours a day, seven days a week in term time with:

- group and social study spaces
- free Wi-Fi
- over one million books and journals
- 500,000 e-books
- 200 networked computers
- laptop loans



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Postgraduate

Newcastle University > Postgraduate Study > Find A Degree

[Find A Degree](#)

[Degrees Explained](#)

[Funding & Finance](#)

[Careers & Employability](#)

[Student Life](#)

[How to Apply](#)

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[News](#)

E-Business (E-Marketing) MSc

Full time: 12 months

[Profile](#)

[Modules](#)

[Fees & Funding](#)

[Entry Requirements](#)

[How to Apply](#)

[Contact](#)

Our E-Business (E-Marketing) MSc will allow you to develop specialisms in e-business marketing. Once qualified you will be able to excel in the areas of marketing, sales and customer services, working for technology start-ups, developing your own venture and working in multinational corporations.

Through the course you will develop knowledge of:

- the business value of contemporary information and communication technologies
- business planning and new ventures
- the link between strategic objectives and e-business systems
- end-to-end business processes
- the management and development of e-business systems
- the understanding of the marketing function in organisations
- customer relationship management
- the strategic use of the Internet and systems to attract, engage and retain customers



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So, a whistle stop tour of how to ...

2005 - 2006



Get a BIG website onto a SMALL screen device

