

OPEN UNIVERSITY STUDENTS ASSOCIATION**Central Executive Committee**

19 - 21 July 2019

OUSTUDENTS.COM REVIEW

The CEC is asked to: -

- i) **discuss** phase two of oustudents.com.

1 Introduction

- 1.1 The website launched in late 2017. Since then, various teams have worked with our developers, Gravit-e to add new features as needed. Vice President Media and Campaigns has been made aware of issues with the site's functionality and opportunities for the user experience to be improved. A strategic revisit of the site is necessary for the site to progress and continue to meet the Association's needs.
- 1.2 After a thorough review of the site, the Digital Communications team have been meeting with all the staff teams to update existing content that is out of date and remove information that is not relevant within their sections.

2 Key issues identified

- a) Finding specific content is not as user-friendly as it could be and requires too many clicks.
- b) The layout and design of content and pages are inconsistent.
- c) The organisation of the site is not as effective as it could be, with some pages containing too much content and some too little.
- d) Information about the student leadership team could be placed in a more prominent position on the site.

3 Discussion

- 3.1 We would like to invite comments from the Central Executive Committee on the website - items to discuss are:
 - a) First impressions and general opinions – the home page is the most important part of our website to give us a clear identity of who we are and what we do from the first interaction.

- b) What other universities are doing – examples will be shown to look at our website features (taking accessibility into account) in comparison to others.
- c) Content and navigation – any changes needed on the website, missing information, easier navigation and layout.
- d) Any further suggestions.

4 Next steps

- 4.1 We will keep representatives up-to-date with the project and share progress as it becomes available. Phase two is intended to be completed by December 2019.
- 4.2 For any further queries or thoughts, please contact the Digital Communications team or Fanni Zombor.

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