



AUI WEBSITE 2.0

WIREFRAMES, NAVIGATION & DESIGN

FEBRUARY 5, 2019



AUI

Main Navigation centered

Landing Page background will be a silent video reel highlighting AUI staff, facilities and programs 30-60 secs

AUI Logo will float over the video reel

The adaptive parallax layout will notify users to scroll downwards

We Make Scientific Breakthroughs Possible

AUI Tagline

Text, images and video will appear to float in layers over each other offering a dynamic scrolling experience throughout

The Infrastructure of Discovery

Introduction to AUI history

Photo or video background

Collages of images will be grouped in collections to support the linked messages

Driven By Impact

Introduction to NRAO, space and radio astronomy work

Fade effect banners to see photographic or video background

Experts at Managing Complexity

Introduction to M&O, HR, and FFRDC capabilities

Collages of images will be grouped in collections floating over image and video banners to support messaging

Ambassadors for Science

Introduction to STEM programs

Fade effect banners to see photographic or video background

Catalysts for the Future

Introduction to AUI Labs

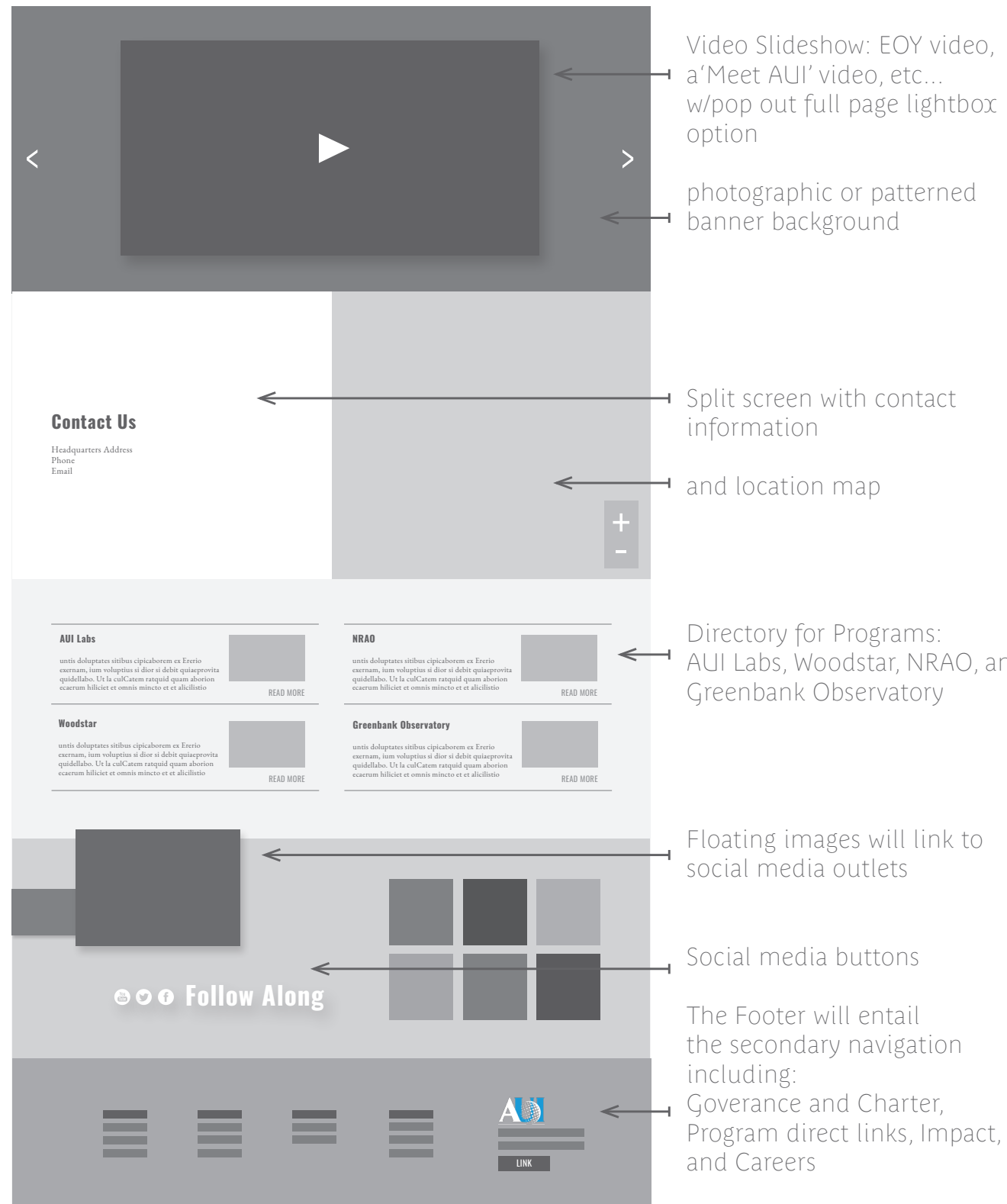
NEWS

The News Section will utilize a blog format for ease of organization and archiving

An easily updatable grid layout will showcase the latest topics:
 Innovation (discoveries)
 Pioneers (people/staff)
 Labs (AUI's lab)
 Programs (managed facilities)
 STEM (education updates)

SIGN UP FOR UPDATES

mailing list prompt, if needed



Video Slideshow: EOY video, a 'Meet AUI' video, etc... w/pop out full page lightbox option

photographic or patterned banner background

Split screen with contact information

and location map

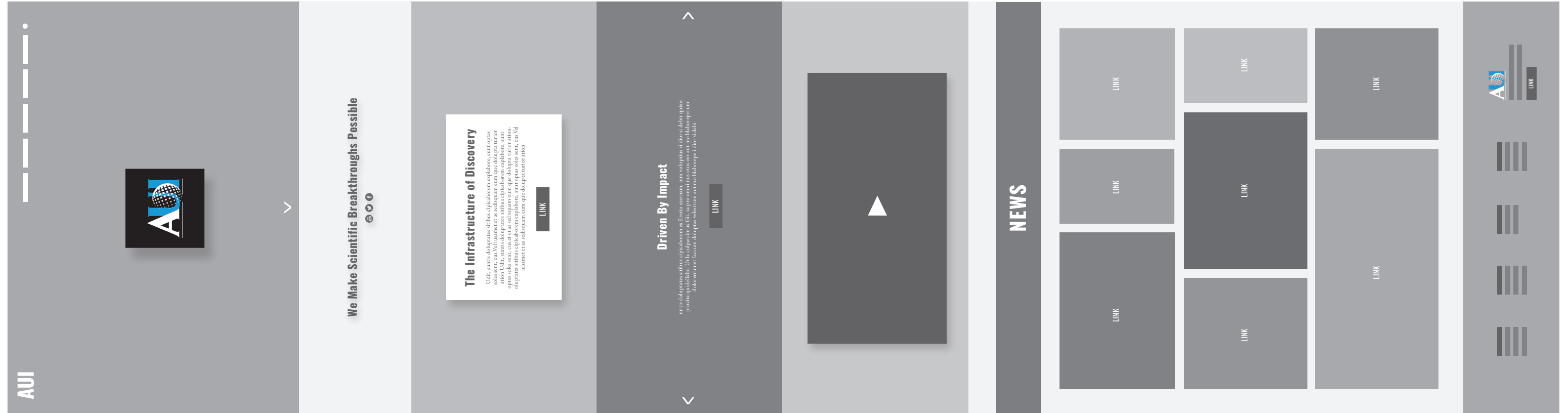
Directory for Programs: AUI Labs, Woodstar, NRAO, and Greenbank Observatory

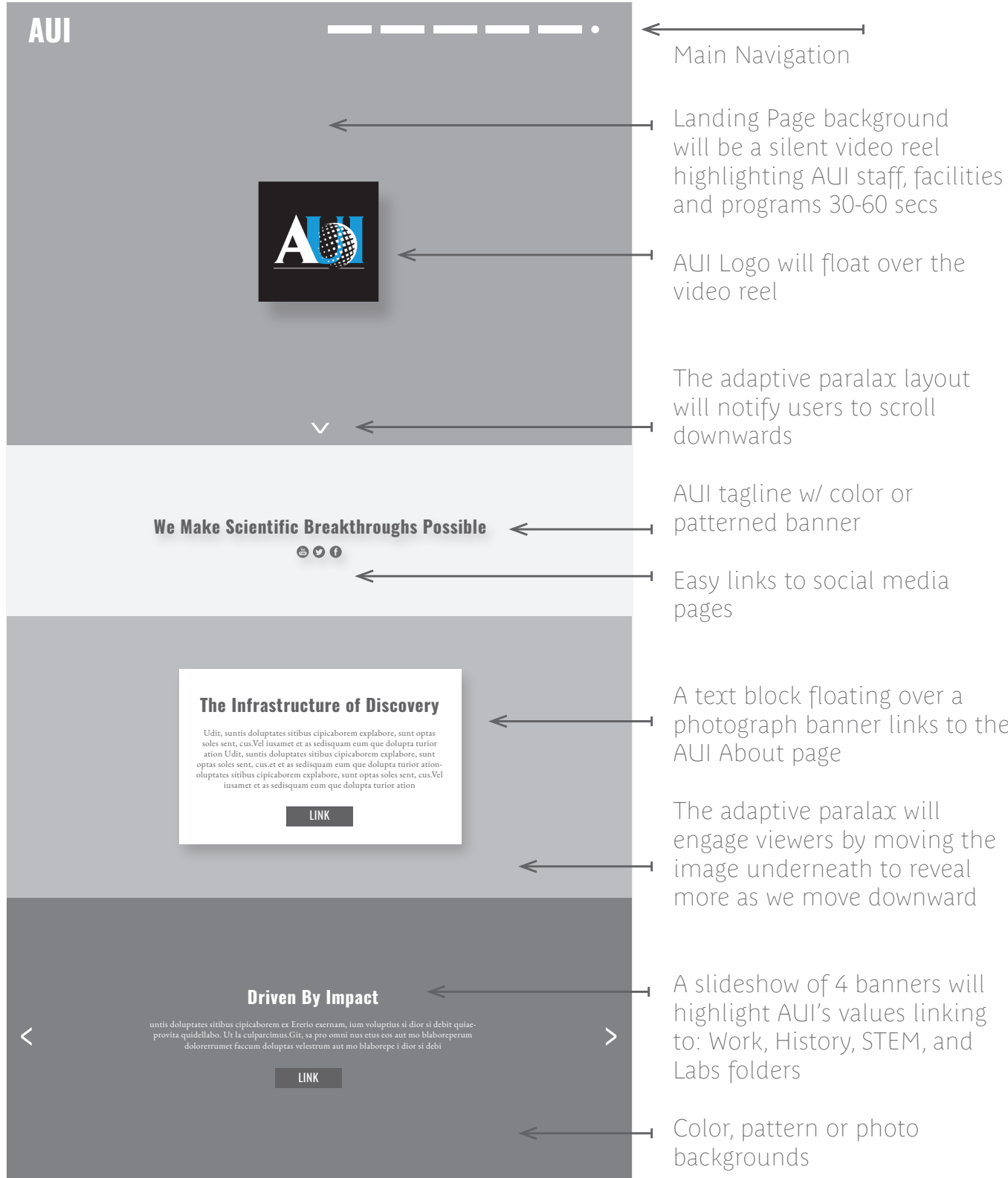
Floating images will link to social media outlets

Social media buttons

The Footer will entail the secondary navigation including:

Governance and Charter, Program direct links, Impact, and Careers





Main Navigation

Landing Page background will be a silent video reel highlighting AUI staff, facilities and programs 30-60 secs

AUI Logo will float over the video reel

The adaptive parallax layout will notify users to scroll downwards

AUI tagline w/ color or patterned banner

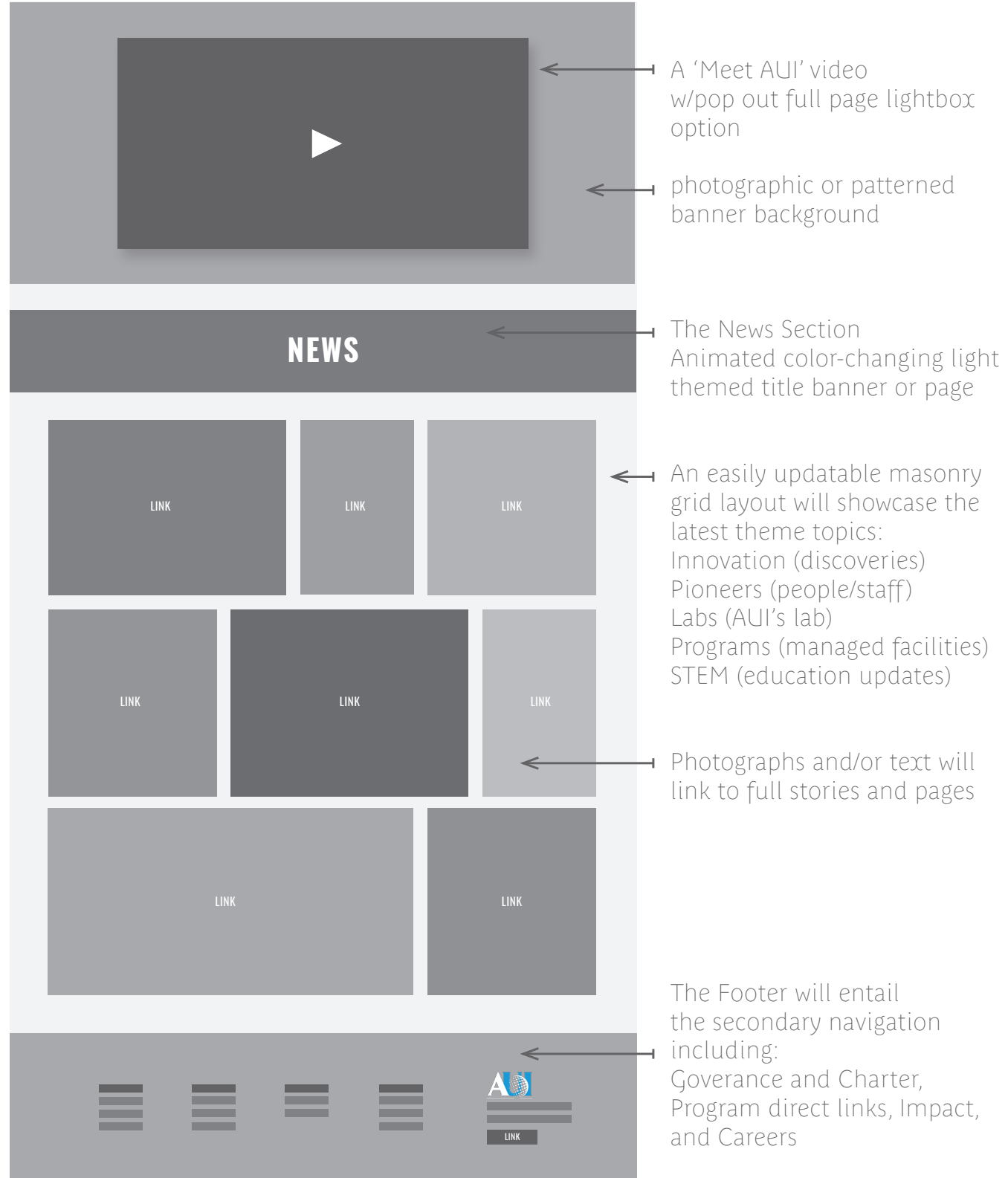
Easy links to social media pages

A text block floating over a photograph banner links to the AUI About page

The adaptive parallax will engage viewers by moving the image underneath to reveal more as we move downward

A slideshow of 4 banners will highlight AUI's values linking to: Work, History, STEM, and Labs folders

Color, pattern or photo backgrounds



A 'Meet AUI' video w/pop out full page lightbox option

photographic or patterned banner background

The News Section
Animated color-changing light themed title banner or page

An easily updatable masonry grid layout will showcase the latest theme topics:
Innovation (discoveries)
Pioneers (people/staff)
Labs (AUI's lab)
Programs (managed facilities)
STEM (education updates)

Photographs and/or text will link to full stories and pages

The Footer will entail the secondary navigation including:
Governance and Charter,
Program direct links, Impact, and Careers





Left Justified or Centered Logo / Home

Right Justified or Split Centered
Main Navigation:

ABOUT
WORK
LABS
STEM
NEWS
CONTACT



AUI Logo will float over the
video reel

Landing Page background
will be a silent video reel
highlighting AUI staff, facilities
and programs 30-60 secs

AUI

ABOUT

WORK

LABS

STEM

NEWS

CONTACT

MISSION & VISION > AUI story synopsis, the Four Foundations of AUI

VALUES > Integrity, Discovery, Discipline, Partnership

LEADERSHIP > Board of Trustees, Video Message from the Director

HISTORY > Timeline of AUI's robust history - either in slideshow or video format



ABOUT

WORK

LABS

STEM

NEWS

CONTACT

CONSULTING > Strategy & Development, Design & Construction, Site Procurement, Partnerships, Grant Management

FOCUS AREAS > Research & Development: Physical, Biological and Engineering Sciences
Radio Astronomy, Electronics, Education

SERVICES > Operations & Management: HR Services, Administrative Services, Talent Recruitment

Co-Employment: Payroll, Reporting, Taxes

Technology: Information Technology, Cyber Security, Data Management, Supercomputing?

AUI

ABOUT

WORK

LABS

STEM

NEWS

CONTACT

INTRODUCTION > Existing or new text

WOODSTAR LAB > TBD One pager

AUI

ABOUT

WORK

LABS

STEM

NEWS

CONTACT

BROADENING PARTICIPATION > Introduction statement - ideally with a video

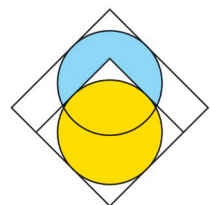
PROGRAMS > National, International, Local Communities & Resources

GOALS > Diversity Goals for 2015-2025

AUI SCHOLARSHIPS > Expand on this Page - Needs explainers and resources

PROGRAM DIRECTORY > [ACEAP](#): Astronomers in Chile Educator Ambassadors Program
[IDATA](#): Innovators Developing Accessible Tools in Astronomy
[Sister Cities](#): ALMA & VLA School Exchange
[PING](#): Physicists Inspiring the Next Generation
[RAOP](#): Radio Astronomy Observing Program
[Project Array](#): AZ, CO, NC, WV collaboration
[NSBP](#): National Society of Black Physicists
[National Space Society](#): Enterprise in Space Collaboration

STEM EDUCATION INCUBATOR > About, Submit an Idea Portal, FAQs, Contacts



SYNCRO
STUDIOS

AUI Website / Navigation

AUI

ABOUT

WORK

LABS

STEM

NEWS

CONTACT

BLOG FOMRAT > Archive all News, Press Releases and Events:
in an archivable blog for ease of organization and searchability

Streamline Information: Create easily identifiable categories

INNOVATION - New discoveries and science innovations

PIONEERS - Highlight the people of AUI and history

LABS - Promote Woodstar and beyond

PROGRAMS - Showcase M&O insights, partnership news

STEM - Education news and resources

AUI

ABOUT

WORK

LABS

STEM

NEWS

CONTACT

GENERAL >

Main Location:

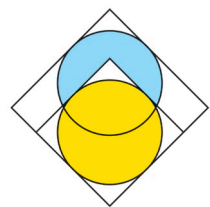
Address, map, email, phone

Additional Program Locations:

Address, email, phone

Department Directory:

- Create a directory for departments and programs
- List key staff or create general point of contacts



SYNCRO
STUDIOS

ABOUT

- OUR MISSION
- GOVERNANCE
- CHARTER
- POLICIES

PROGRAMS

- NRAO
- GREENBANK
- ALMA
- STEM
- AUI LABS

IMPACT

- 2018 ANNUAL REPORT
- STRATEGIC GOALS
- SUCCESS STORIES
- HISTORY

JOIN THE TEAM

- CAREERS
- INTERNSHIPS
- COLLABORATIONS



Address here

CONTACT

ABOUT

PROGRAMS

IMPACT

JOIN

CONTACT

- Our Mission
- Governance
- Charter & By-Laws
- Policies
- Audit?

- NRAO
- Greenbank Observatory
- ALMA
- STEM
- AUI Labs

- 2018 Annual Report
- Strategic Goals
- Success Stories
- History

- Careers
- Internships
- Collaborations

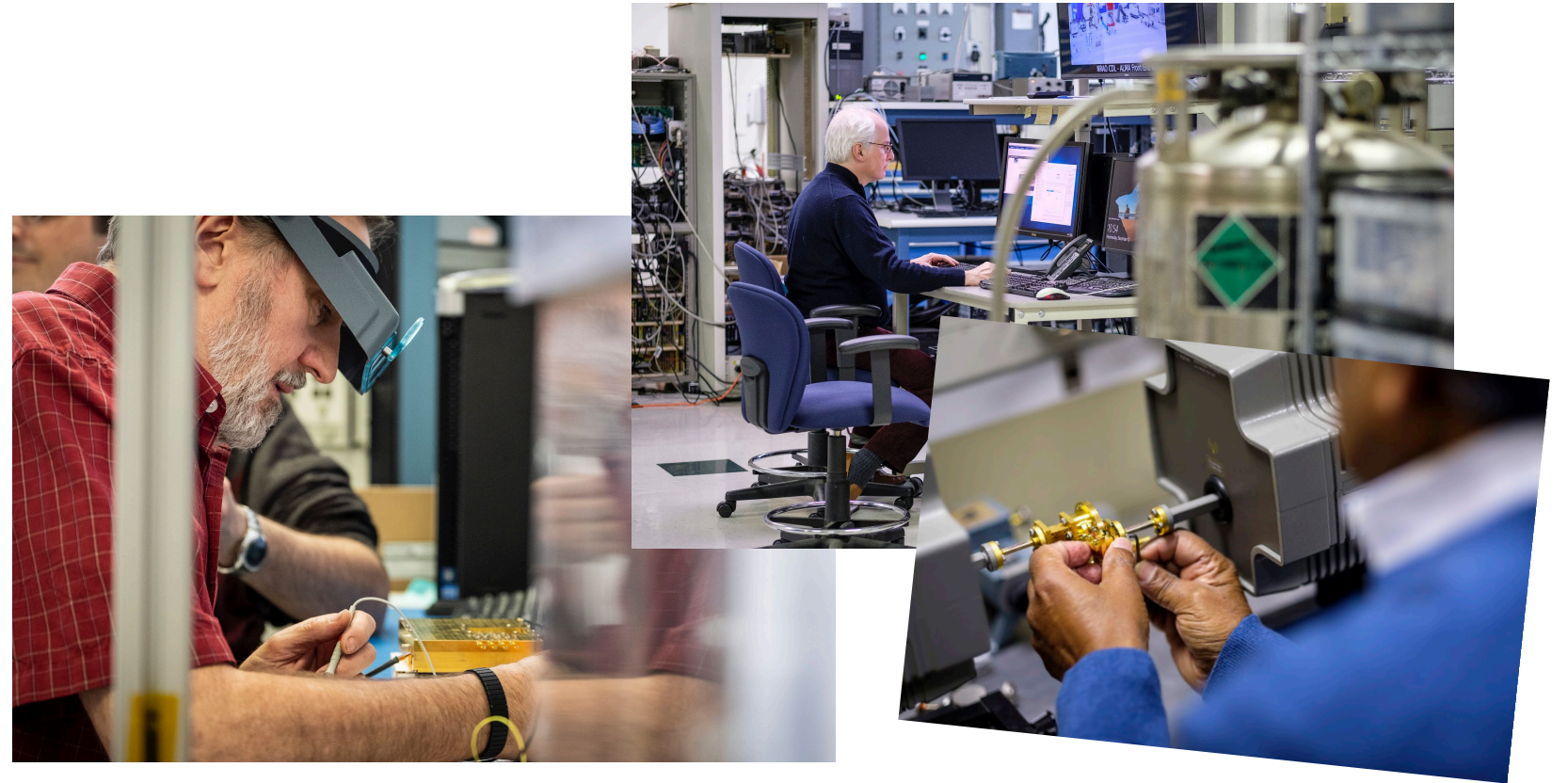
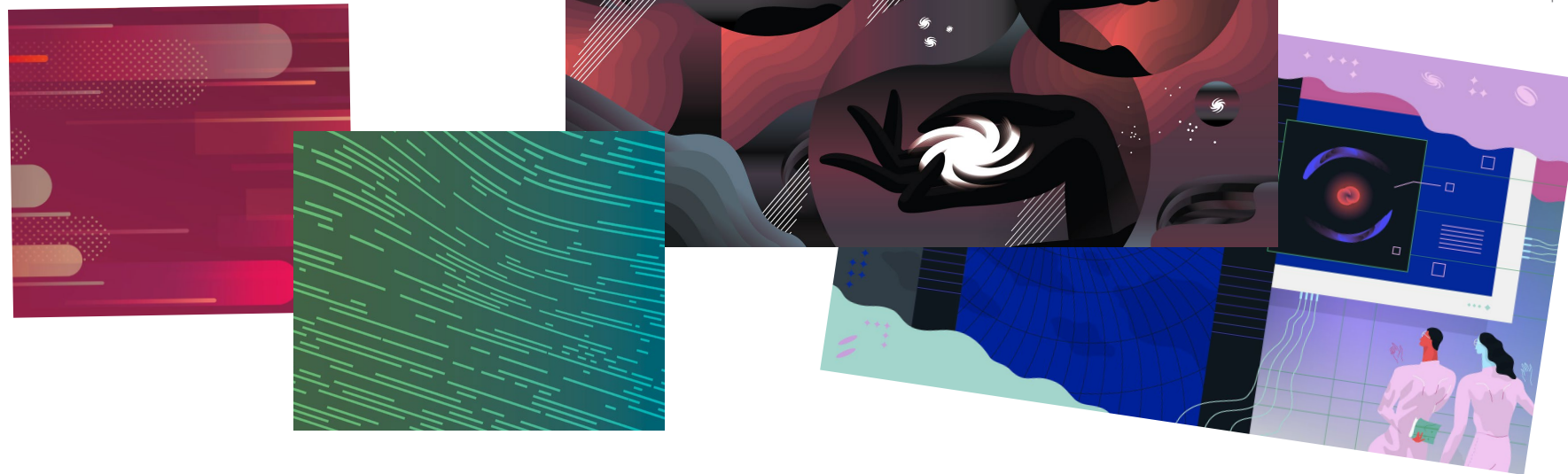
- Address, Phone
- Email - Linked Button





Inspired by energy / light waves we suggest integrating a full color palette to the website to:

- visually engage users
 - establish branded colors for topics (M&O, STEM, NRAO)
 - help re-enforce topic themes such as the blog/news
- Branded colors can be implemented through solid backgrounds, patterns or gradients



A robust portfolio of video and photography will be the backbone of the website, pulling audiences in and encouraging them to linger

- movement will drive engagement with long parallax scrolling features
- video backgrounds will offer a cinematic feel
- beautiful photos will support information and add clarity

Utilize illustration to explain abstract narratives

- similar to FermiLab's Symmetry Magazine, photos and digital art will be interwoven

DRIVEN BY IMPACT

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Bright saturated colors dominate this mix

- Geometric patterns
- Crisp sans serif typefaces
- High contrast scheme of black and white



DRIVEN BY IMPACT

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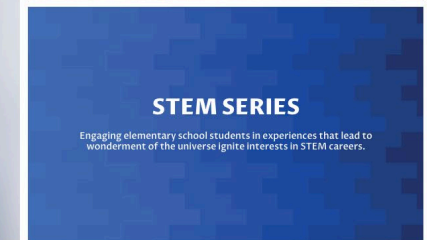
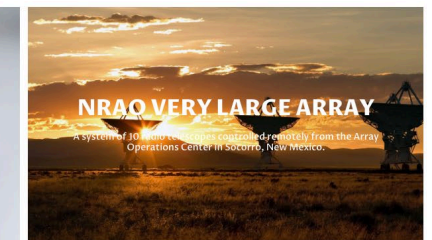
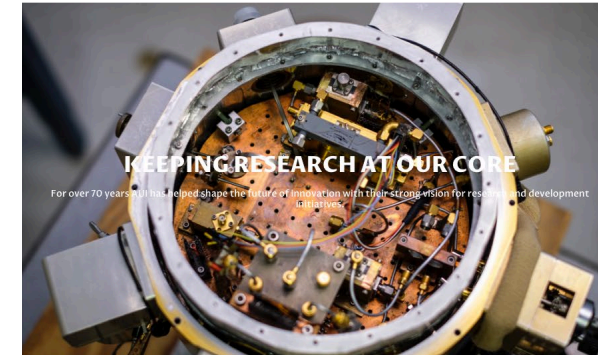
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Complex earth tones add depth to this collection

- Patterns and illustrations in a limited color palette
- A transitional sans serif typeface lends a traditional feel
- Cool grays balance out the visual aesthetic



BEHAVIOR

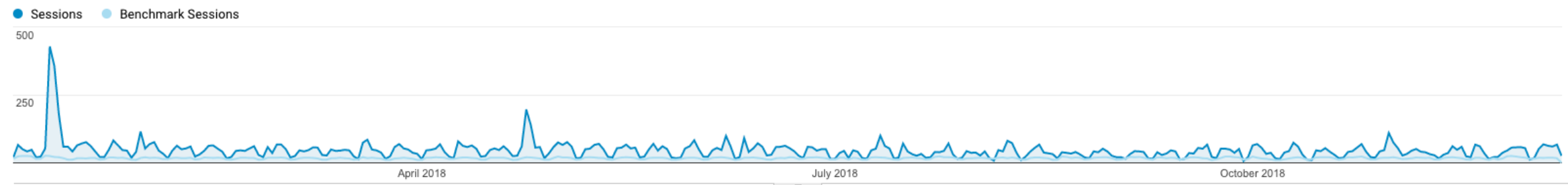
1. activity outbound link to NRAO
2. staff email address
3. bounce – not what they were looking for
4. internships

TOP QUERIES IN GOOGLE SEARCH CONSOLE

The number one thing people do on the site is leave it

INBOUND TRAFFIC (REFERRALS BESIDES GOOGLE)

1. Greenbank Observatory
2. Facebook
3. The University of Chicago



Primary Dimension: Device Category

Device Category	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Pages / Session	Avg. Session Duration	Bounce Rate
	168.92% ↑ 15,745 vs 5,855	18.02% ↓ 63.51% vs 77.47%	120.46% ↑ 10,000 vs 4,536	4.49% ↓ 2.09 vs 2.18	4.69% ↑ 00:01:39 vs 00:01:35	14.07% ↓ 58.56% vs 68.15%
1. desktop	178.03% ↑ 12,314 vs 4,429	-20.02% ↓ 61.82% vs 77.29%	122.38% ↑ 7,612 vs 3,423	-6.20% ↓ 2.20 vs 2.35	3.11% ↑ 00:01:48 vs 00:01:45	-14.97% ↓ 56.62% vs 66.58%
2. mobile	27.55% ↑ 2,880 vs 2,258	-11.74% ↓ 69.34% vs 78.57%	12.57% ↑ 1,997 vs 1,774	-8.65% ↓ 1.58 vs 1.73	-11.44% ↓ 00:00:58 vs 00:01:06	-8.93% ↓ 66.67% vs 73.21%
3. tablet	-27.88% ↓ 551 vs 764	-14.89% ↓ 70.96% vs 83.38%	-38.62% ↓ 391 vs 637	-10.16% ↓ 2.11 vs 2.35	4.87% ↑ 00:01:56 vs 00:01:50	-14.03% ↓ 59.53% vs 69.24%

Show rows: 10 | Go to: 1 | 1 - 3 of 3

WHEN & HOW

8am-5pm most popular timeframe to visit

75% of users from desktop computer

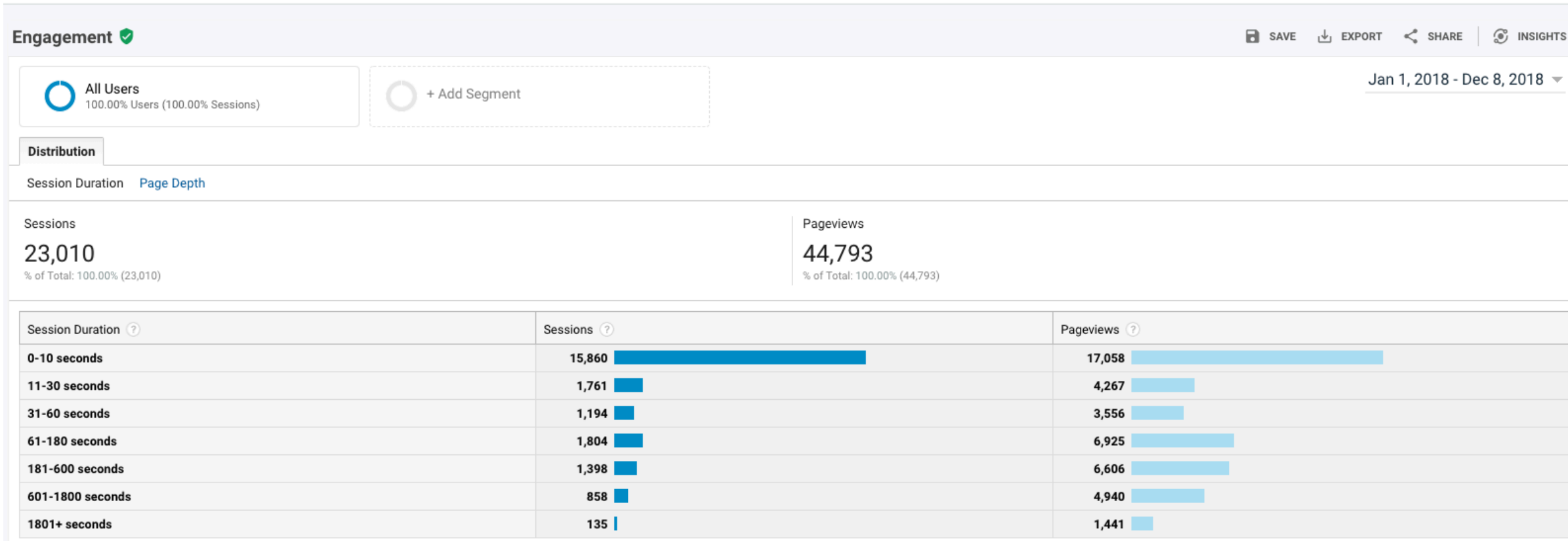
WHO

62.5% organic users bounce

35% organic users are looking at careers or internship, or are looking at employee staff directories

2.5% other





ACTUAL VIEWS BY UNIQUE VISITORS

1,400 monthly visits =
35 targeted unique queries/persons
a month

383 weekly =
9.5 targeted unique queries/persons
a week

39 daily =
0.97 slightly less than one targeted
unique person a day

LASTINGNESS

30 minutes = 135 visitors / 0.5% Overall Traffic

1 minute = 1,804 visitors / 7.8% Overall Traffic

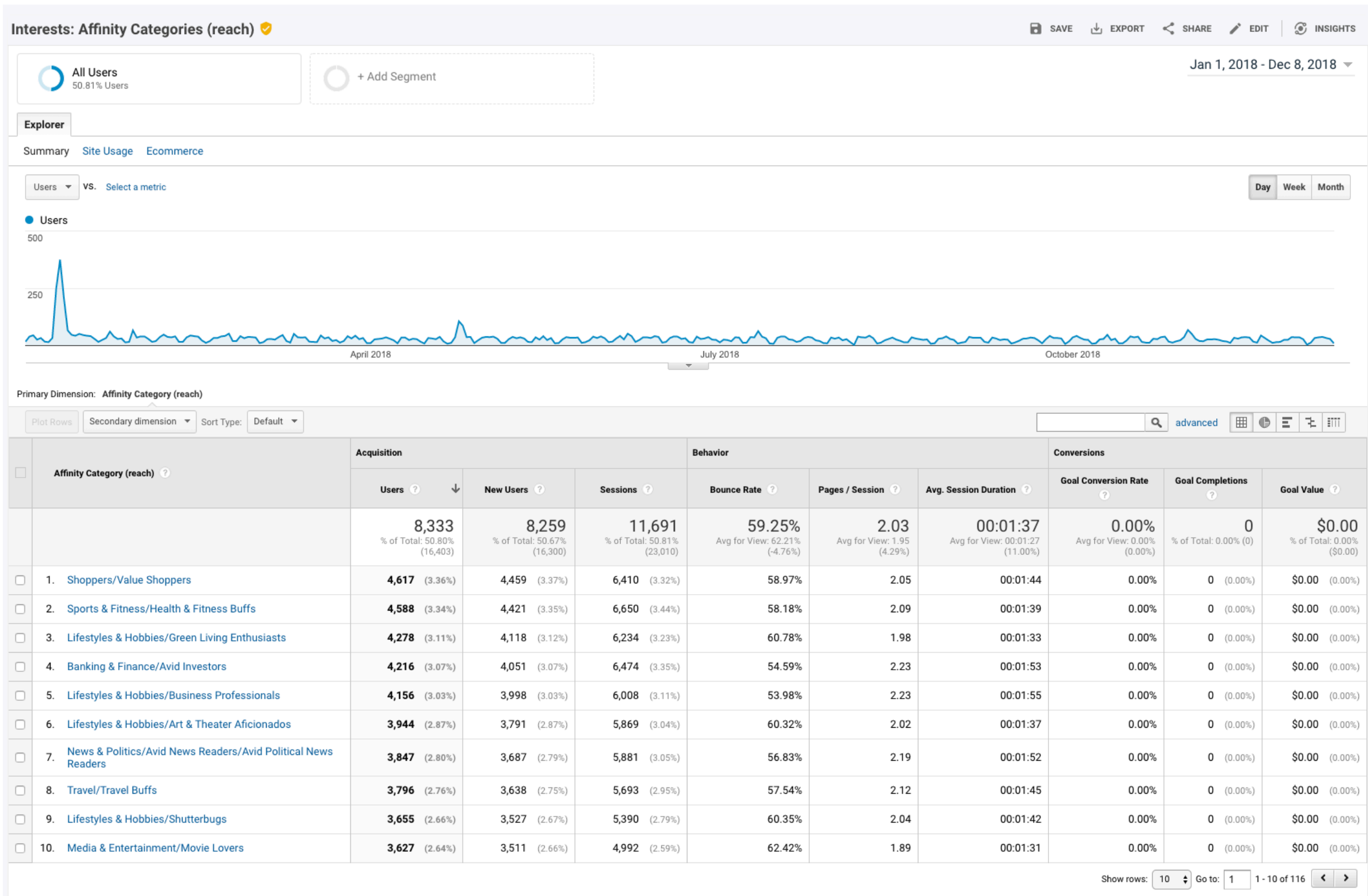
5-10 minutes = 1,398 visitors / 6% Overall Traffic

Less than 10 seconds = 15,860 visitors / 68.9% Overall Traffic

Bounce rate is 68.92%

Within the science community a typical bounce rate is 52%





BREAKDOWN

Home Shoppers =
62.5% are home shoppers (mostly looking for telescope kits)

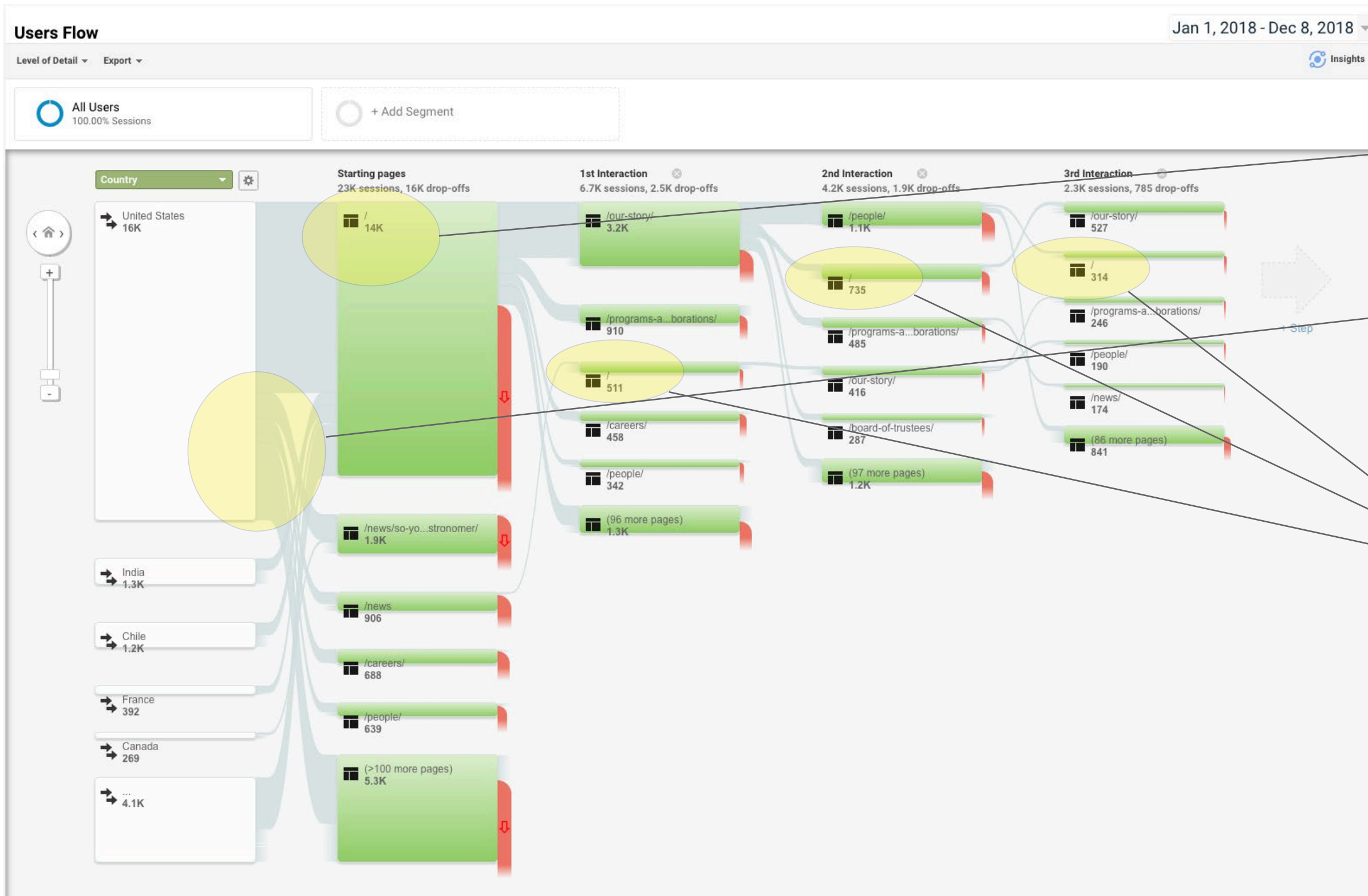
Target Audience =
6.4% are within your unique audience but left within seconds.

RETURNERS

16,800 | 6,200 | 23,000 |
29% - 26.9% returning

High return volume combined with low unique visitors indicates staff utilize the website for information gathering. This could be addressed by copying information to an internal server or by creating a private backend on the new website for staff to visit. Or this is perfectly normal behavior and can be ignored.



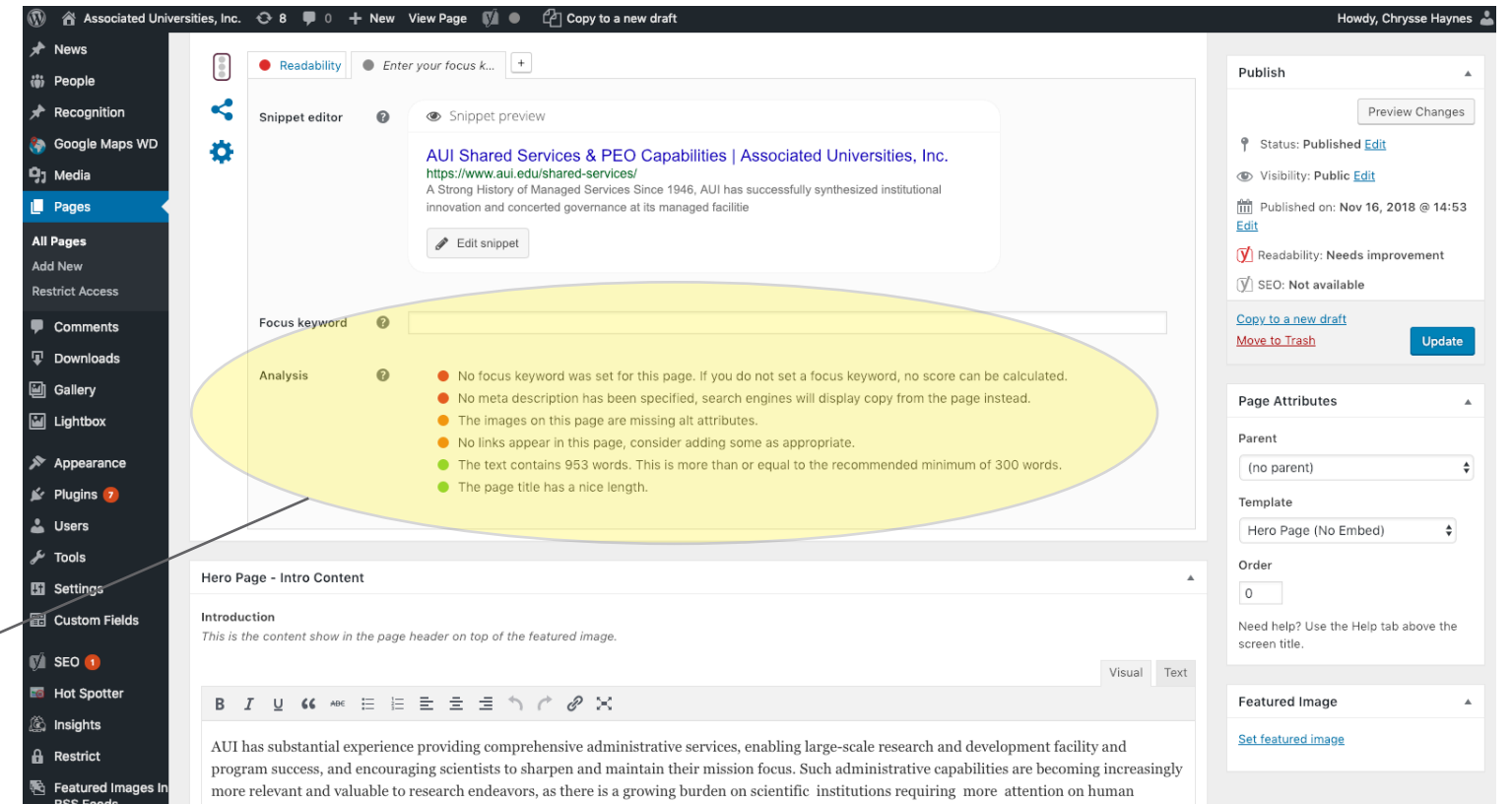


USER FLOW

AUI Homepage is untitled (/) with no meta data (tags or about text) to support search engines

Half of AUI traffic comes from a direct link to a specific page: typically a news link or job posting

Once on the site, traffic keeps being redirected back to the Home page. This is not ideal to keep visitors engaged. Specific topic (department) Landing pages buried within the site help direct visitors to content intended for them. The real problem with sending visitors to your homepage is onus of responsibility. You make them responsible for navigating through your site. You make them responsible for finding your landing pages.

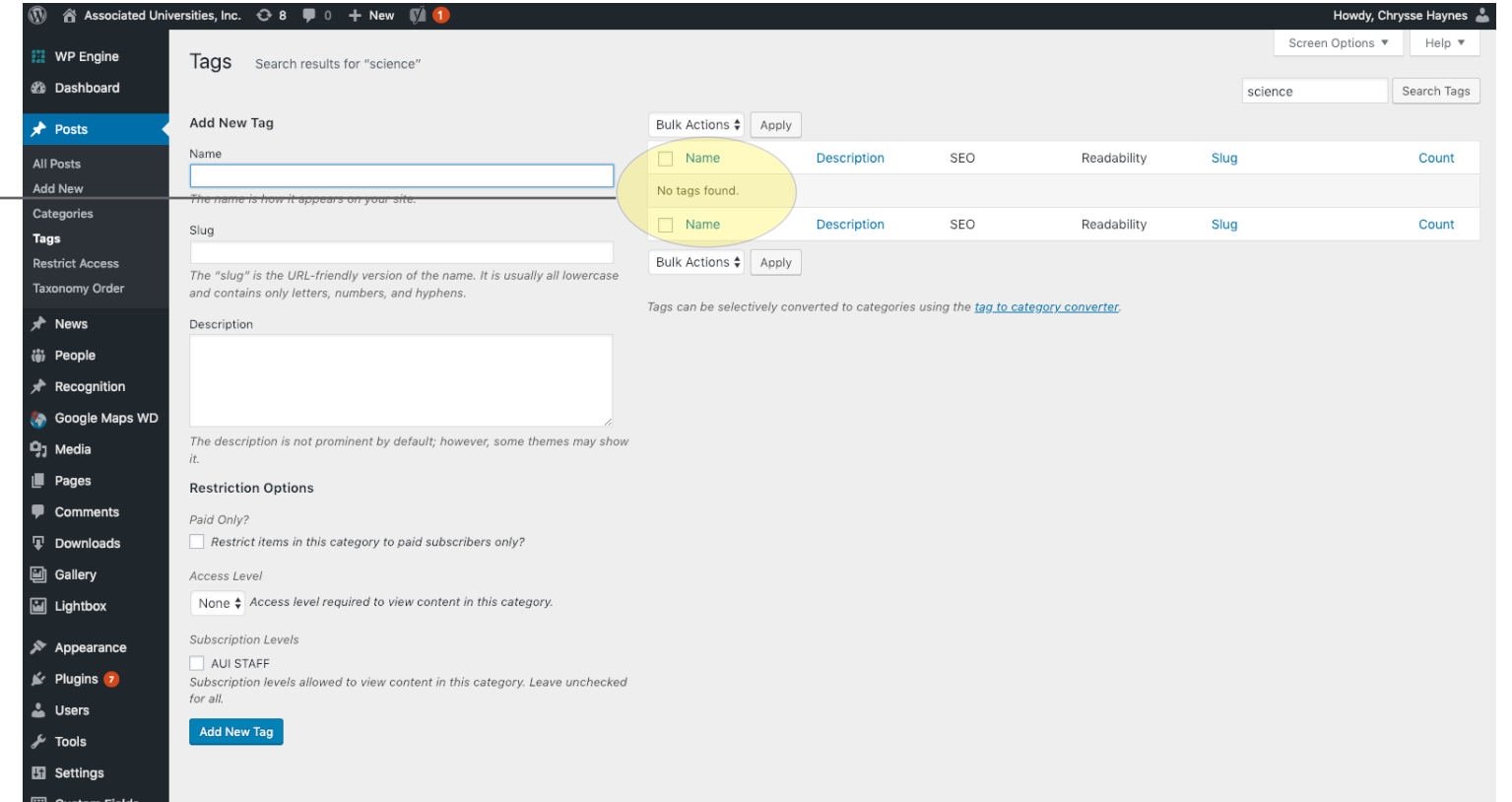


META DATA

The current website utilizes no meta data. Throughout the Web, metadata is used to describe individual pages on a website, allowing search engines to understand what each page portrays. This data helps search engines evaluate the relevance of a page's content, thus determining whether a page will or will not be displayed within search results.

Website meta data often takes the form of #tags, keywords plugged into Google analytics, image titles, categorie tags, descriptions and page summaries.

The lack of meta data on the website directly contributes to a lack of unique visitors. Google and other search engines do not know what is on the website and as such cannot suggest the website to searchers.



SEO AIMS

1. BOOST TRAFFIC – Target personas, drive visitors who are interested in your work.
2. CULTIVATE ENGAGEMENT - Retain visitors. A healthy visit time is 2-3 minutes. Keep visitors on your site by limiting the number of outbound links and fostering visual eye candy.
3. IMPLEMENT SEO - Create tags and categories for the entire site. Streamline blog/news to keep your site fresh on search engines. Beef up your word count to 250+ words per page.
4. LOWER BOUNCE RATE - Lower to 40-50%, resolve mixed up SEO signals.
5. ORGANIZE - Tidy up categories and departments for better distinction between them. Narrow your information hierarchy to best understand who is visiting the site, how they are using it and where to improve.

TARGET PERSONAS

Government agencies, universities, non-profits and for-profit organizations who have need for:

1. MANAGEMENT & OPERATIONS – Agencies looking to outsource M&O duties. Consolidating similar activities across agencies or locations under one function will create efficiency gains and mitigate the duplication of resources.

Examples: Financial Officer, Chief Technology Officer, GSA Contract

2. CONSULTING PROJECTS – Large scale projects that require realization. Untangling special projects outside the main scope of work allows for organizations to refocus their efforts back on their mission. This is cost saving and allows employees to stay focused on critical functions and customer service.

Examples: CEO, President, Deputy Assistant, Federal Agencies

3. RESEARCH & DEVELOPMENT – Capacity-building activities designed to facilitate attracting extramural research funding, relationship building, education partnerships, and implementing strategies to increase institutional competitiveness.

Examples: Lab Directors, Senior Development Officers

FREE AIMS TO TARGET

1. EVERGREEN CONTENT – Posting evergreen content helps you establish your authority in your industry, which is critical for attracting new business opportunities.
2. BOOST THE BLOG - Blogging not only keeps your website fresh for visitors, but every page you add to your site helps increase your visibility on Google. To further help your SEO, you should be embedding links and keywords specific to your industry in all of your content.
3. SOCIAL MEDIA - We suggest expanding your social media presence beyond Facebook to include: YouTube, Vimeo, LinkedIn, Twitter, and Instagram. This will help drive new traffic to the site, especially young professionals. Make sure you keep a consistent posting schedule and share content from other organizations as well as your own. Resharing content from fellow peers will help build your audience. On average, social media ROI takes two years.
4. GUEST POST - In addition to creating evergreen content for your own site, take the time to write for someone else's. This can give you a large sudden boost in traffic (since you're tapping into an entirely new audience). Since you delve in M&O this should be easy to implement through your partnerships.

INCREASE TRAFFIC

1. PAID ADS – If you're looking to generate traffic as quickly as possible, paid ads can create an immediate influx of visitors. Facebook advertising has a great ROI. With social media we suggest looking for free ad coupons to test before paying. We suggest targeting government agencies such as DoE, DoD, NIH to pull their followers, many of whom are staff.
2. AFFILIATE PROGRAMS - Performance marketing is a deal between you and a content publisher. You only pay based off the number of clicks you receive. Google Affiliate is a good place to start. They will help ensure your promotions get in front of an interested audience.
3. PRESS RELEASES - Traditional press releases, with your website address attached, is still a top way to gain exposure. To help boost SEO, first publish all press releases online and then send reporters and bloggers a direct link to your website. Creating a robust network of peers within the science community is necessary to ensure this works.