



Modern Experiences for the Academic Community

A redesigned portal helped one of the largest private universities in Brazil better serve its students.

Summary

The University of Fortaleza (Unifor) is a Brazilian higher education institution in Fortaleza, Ceará, with over 25,000 students and 1,300 professors. In order to better address student needs, attract new students and grant more autonomy to its marketing team, Unifor undertook a major redesign of its public portal.

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In Brief

INDUSTRY:

Education

COUNTRY/REGION:

Brazil

USE CASE:

Public Website, CMS

KEY FEATURES:

Mobile Responsive, Systems Integration, Content Publishing with approved workflow

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The platform convenience and its ability to integrate with our own academic systems brought agility to our processes and granted great autonomy to the Marketing team.

Ana Quezado, Director of Marketing and Communication, Unifor

Challenges

- Make the website easier to navigate for its audience
- Redesign publishing and validation processes for more efficiency
- Adopt a more agile and dynamic platform

Results



IMPROVED EXPERIENCES

on a mobile responsive portal



1.5M UNIQUE PAGE VIEWS

in the first three months of the new portal



SEAMLESS INTEGRATION

with the academic legacy systems of the institution

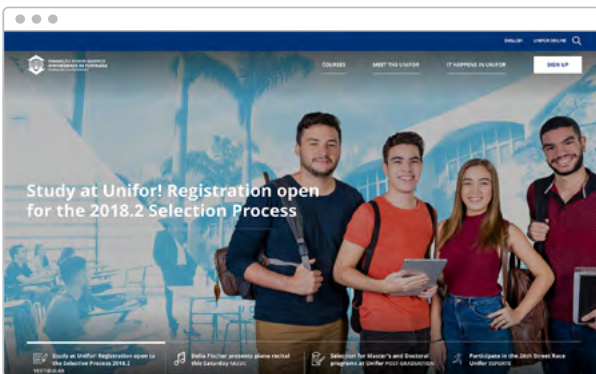


MARKETING AUTONOMY

for creating new page templates and publishing content with an authorization flow

A History of Excellence

Founded in 1973, the University of Fortaleza (Unifor) has become the largest private education institution in the North and Northeast regions in Brazil, with more than 25,000 graduate and postgraduate students. Unifor offers 40 graduate courses, 80 MBAs/Specialization courses and 16 master's and doctoral programs, taught by the IES's 1,300 professors and distributed on a campus of 720,000 square meters.



Refreshing an Aging Site for the Academic Community

The 45-year-old institution knew that it was critical to improve its user experience for potential students in order to remain competitive in the market. Its main communication channel, a public portal, needed to better engage Millennials, implement an intuitive and mobile responsive website, and improve user experience, all while maintaining the high level of quality provided in its courses. The portal drew more than 100,000 users and more than 290,000 sessions per month, but students and prospects had difficulty finding important information about courses and other services offered by Unifor.

The structural part of the portal no longer met the expectations and needs of the academic community of Unifor. Aside from the outdated information architecture, the visual identity was inconsistent across the subsites for graduate and postgraduate courses.

Achieving a Superior Experience Through User Testing

Initially, Unifor planned to implement the new portal with its own IT and Marketing teams. The project size and the short deadline for launching the new portal led Unifor to seek a technology partner to support the project. Unifor chose Entelgy, a Liferay Silver partner since 2013, to take over the project due to its dynamic and innovative work proposal. The process of migration and portal reconstruction was guided by an agile methodology proposed by Entelgy, which laid out a project plan to develop the whole project based on the user's perspective.

User tests were conducted with different Unifor's key audiences — students, employees and prospects — in order to better understand their needs and develop an information architecture that met the expectations of each group. The new visual identity focused on improving the user experience with fewer clicks, more available interactions throughout the website and responsiveness for mobile devices. The site map was updated to edit and relocate information that was inconsistent in the old portal. The user testing was an important part of the new portal design because it uncovered necessary adjustments in the structure and terminology of the portal's content.

The benefits provided by the new Unifor portal extended to the university's Marketing and IT teams. Legacy systems used in other departments were now integrated with the portal, streamlining the activities and services promoted by the university. On the IT side, a new API layer, internal search functionality, and new front-end and back-end applications were developed which allowed for better structure and more interactions on the site. For the Marketing team, building websites became a quick and easy process due to the features offered in Liferay DXP, such as multisite management, drag-and-drop page creation, role provisioning and a new, automated workflow for the publishing process.