Information Technology Services

Projects

- Adobe Marketing Cloud
- Google Custom Search
- GoldLink

Adobe Alliance

- Adobe Marketing Cloud
  - Adobe Enterprise Manager
  - Development and Production Platform
  - Pilot Program – 3 sites
  - 10 Marketing Cloud licenses
- Systems and Sites are ready
- Launch - Dr. Marshall

Google Custom Search

- Why change?
  - Google search appliance vs Google Custom Search
- Launch: 9/14 - 9/15

GoldLink

- Current GoldLink: Ellucian Portal version 4

- New Version: Drupal with connections to Banner

- Why?
  - Cost
  - Responsive Design
  - Usability
  - Content Refinement

GoldLink - Interaction Design

- User Centered
- Low Level Prototyping
  - Layout
  - Design
- High Level Prototyping
  - A/B Testing
  - Paper Simulations
  - 50 -70 students
- Usability Testing
  - 14 participants, Formal Usability Study

GoldLink

- Marketing
  - eMails
  - East Tennessean
  - Digital Signs
  - Video in GoldLink
  - Presentations
- Launch: September 18-19

THANK YOU

INFORMATION TECHNOLOGY
SERVICES

EAST TENNESSEE STATE UNIVERSITY