

# Content audit

## Introduction

The goal of this content audit is to establish the type and depth of descriptive content currently available that can be re-purposed for use in the iPad subject search application. The audit will primarily focus on on-line content, as this is most easily adapted for use within the app, however where there are content gaps or additional information available in hard-copy format, this will also be documented.

As this application is a subject discovery and selection tool, the discussion and audit tables below highlight content that is specifically related to subjects.

## Content sources – in scope

### 1. UTS Handbook

The official UTS Handbook is the authoritative source of information on UTS courses and subjects. This is available online on the UTS website, and also in print format for distribution at high school career expos, UTS open days and other marketing events. The content in both print and online versions is identical.

Containing approximately 3,000 subjects on offer across 13 course areas, the Handbook is thorough and extensive. Handbook information is drawn from (where database? – see Aurelio) and content requires vigilant updating and editing (where? – CMS?) to keep it current and correct.

#### 1.1 Current Handbook structure

While there are multiple ways on the UTS website to access information in the Handbook, this audit demonstrates the simple path where users will navigate to each subject by selecting the 'Current students' link from the homepage then the 'Handbook' icon from the banner.

One common path to reach subject information from this icon requires selection by faculty, degree level and then degree course as shown in the table below. Where students are more familiar with subjects, there is the opportunity to shorten the path by one step and select all subjects on offer in a faculty, listed alphabetically.

All subject search activities on the UTS website eventually result in information being drawn from the Handbook on the website. This representative path is one of the simplest, when measured by the number of clicks to reach in-depth information.

While the app will not attempt to reproduce the Handbook in terms of detail or structure, the assumption is that app content can be drawn from the same database as Handbook content, hence the requirement to document the types of content in this audit as a means of discovery for determining content on the app.

#### 1.1.1: Path to subject details

#	Page/click	Description
0.0	Home	UTS homepage
1.0	Current students	Opens page targeting information for current students. Available from homepage banner.
1.1	Handbook	Icon just below banner area of current students page. Opens handbook main page with faculty link. Sub domain with different header.
1.1.1	Faculty page	Faculty landing page opens when a faculty is selected from the Handbook main page. This contains a list of links grouped by course levels – UG, PG – plus a direct link to all subjects A-Z within faculty.
1.1.2	Degree courses	Selecting a degree level on the faculty page produces a list of relevant degree courses.
1.1.3	Course details	Selecting a degree on the degree courses page produces an overview for the particular degree. By either scrolling or using in-page hyperlinks, the course program can be found containing links to each subject.
1.1.4	Subject overview	Selecting a subject from the list on the course details page reveals a single page overview of the subject.
1.1.5	Detailed subject description	Selecting the link for detailed subject description from the subject overview page reveals the detailed information for the subject.

## 1.2 Current Handbook subject content

While there are some small variations, the content of information for each UTS subject published in the handbook is in a standardised format as shown in the tables below. The first table 1.2.1 represents the subject overview page, which is reached during initial discovery, while the second table 1.2.2 represents content reached from the 'Detailed subject description' link on this page.

### 1.2.1 Subject overview page content

<b>Name</b>	<b>Description</b>	<b>Format</b>	<b>Length*</b>
Subject ID	Five digit code	Numeric	5 characters
Name	Subject name eg/ Academic English: Australian Environment	Title	70 characters
Credit points	Number of credit points – typically 6cp, 8cp or 12cp	Alpha numeric	4 characters
Requisites	This can include pre-requisite or anti-requisite information.	Statement with link for details.	70 characters
Level	Undergraduate, Postgraduate or both	Statement	30 characters
Recommended studies	Related studies that would assist in the completion of the subject. Not included for all subjects.	Sentence or statement	100 characters
Description	Basic course description. Followed by link to subject details.	One paragraph with link.	400 - 1,000 characters
Fee information	Standard content for each subject. May include a dollar amount for the course. Contains links for more information.	Two paragraphs with links.	500 characters
Access conditions	Standard content for each subject. Link for further information and disclaimer re general access rules..	One paragraph with links.	210 characters

1.2.2 Subject details page content – reached from link on overview page.

Name	Description	Format	Length*
Subject objectives	Overall subject objectives.	Paragraph or list.	600-1,200 characters
Contribution to the development of graduate attributes	Description of what will be gained by completing the course.	May include sub-titles, paragraphs, lists.	200 – 2,000 characters
Teaching and learning strategies	Hours per week, tutorials, lectures, practicals or online.	One paragraph	200 characters
Content	Detailed overview of subject content.	May include sub-titles, paragraphs, lists.	450 – 1200 characters.
Assessments	Assessment details. As these vary depending on the faculty, degree and subject, the below should be considered an overall guide to available content rather than a definitive list.		
• Name	Assessment name	Title	50 characters
• Intent	Assessment intention description. Not always included.	Statement	150 characters
• Objective	Objective of assessment as referenced to subject objectives.	Alpha numeric statement or list	150 characters
• Weight	Marking of assessment and percentage of total score	Numeric	2 characters
• Criteria	Marking criteria	Table or list	300 characters
• Length	Included for lectures eg/ 2,000 words or presentations eg/10 minutes	Alpha numeric statement	50 characters
Minimum requirements	Minimal requirements to achieve a Pass in the subject	Paragraph	300 characters
Required texts	Necessary text books. Not universally included.	Statement or list – Harvard UTS	100 – 1,000 characters
Recommended texts	May also appear as ‘references’ in some descriptions	List – Harvard UTS	1,000 characters
Other resources	This may be links to more information, lists of additional online resources, recommended readings etc. Not included in all descriptions.	List or statement and links	100 – 1,000 characters

\*Character length is approximate. Based on research of 3 subjects in 3 different course areas as follows:

Subject 1 - 59716 Academic English: Australian Environment, Faculty of Communication

Subject 2 - 32118 Mobile Communications and Computing, Faculty of IT

Subject 3 - 91335 Molecular Biology 2, Faculty of Science

## **2. Timetable builder**

The timetable builder is available on the UTS website as a supplementary tool to assist with student subject choices and enrolments. Information contained in the timetable builder draws from (where?? – ask Aurelio), however is not always consistent with content within the official UTS Handbook. An example of this is where subjects that are not on offer or have been withdrawn will continue to appear as a result of subject searches.

Despite the inconsistencies, which assumedly can be addressed by internal UTS content management processes, the timetable builder demonstrates an important source of information for the subject discovery app relating to time specific subject scheduling. This information is not currently available in the Handbook.

It should be noted that the intent in developing this app is not to include the timetable builder as a tool, but instead to draw content from the database of information that supports it allowing a seamless delivery of additional detail.

### **2.1 Timetable builder structure**

An audit table has been included below to detail the path to access the timetable builder. The assumption is that this information will also be accessible for use by the app.

Users of the timetable builder will typically access the tool from the 'current students' link, and then 'timetable builder' link, to first login then begin the search for subjects and schedules. The tool assumes an existing knowledge of UTS faculties and subject names or ID numbers.

### 2.1.1 Path to subject time schedules

#	Page/click	Description
0.0	UTS home	UTS homepage
1.0	Current students	Opens page targeting information for current students. Available from homepage banner.
1.2	Timetable builder	Scroll current students page & select tool from beneath 'Managing your course' heading (can also be selected via 'Managing your course' header link then quick links) to open the timetable tool.
1.2.1	Timetable builder main page	Opens as a sub domain with different header. Contains disclaimer re content (defers to Handbook as authority) & link to open timetable builder search.
1.2.2	Main search	The main search page opens as a web app type tool. This provides 8 steps to select & view a subject by timetable.
	• Step 1	Select teaching period – month or semester
	• Step 2	Select campus
	• Step 3	Search for subject by code, name or faculty. This is mandatory to continue.
	• Step 4	Highlight subjects searched for in step 3, & add them to 'current selection'.
	• Step 5	Repeat search to select & add more subjects
	• Step 6	Select activity types – lecture, tutorial, practical etc
	• Step 7	Filter day & time – day of week & time selector
	• Step 8	Select timetable view – format preference for output, grid or flat. This will open the class timetable for selected subjects.
1.2.3	Class timetable	The class timetable for selected subjects opens in a new window. Searches can be modified or repeated & each result will open in a new window.

### 2.2 Timetable builder current content

The output from the search facility provided by the timetable builder is either a simple list of subjects with their corresponding details, or a calendar type format showing events on each day of the week in a table. Details provided are as shown in the table below.

### 2.2.1 Class timetable details

Name	Description	Format	Length**
Subject ID number	Linked to Handbook description.	Apha numeric.	
Semester & campus	Abbreviated/coded - also linked to subject description	Alpha numeric	
Subject name	Eg/ Landscape design 1	Title	
Group	Lecture, tutorial, practical etc	Text	
Activity	Numbered activity for example, tutorial 01 or tutorial 02	Alpha numeric	
Day	Day of week	Title	
Start	Starting time – 24 hour clock	Drop down time selector tool	
Duration	Length of event in minutes	Numeric	
Location	Building, floor, room	Alpha numeric	
Staff	Currently listing as TBA for all investigated.	Text	
Weeks	Shows weeks classes are held each semester.	Date text	
Description	No content for many. Tutor details provided for some.	Statement	
Availability	Current showing no content for searches performed	Text	N/A

\*\* Character length is approximate.

### 3. My Student Admin

Although a closed resource, only available via login by students currently enrolled at UTS, the My Student Admin tool is important to consider as a source of app content as it facilitates the subject enrolment process.

Primarily used only at the beginning of each academic year or semester, the tool is the UTS official enrolment process. Students are required to select specific subjects and class times, some of which are automatically allocated, with an expectation that subject discovery and evaluation has already been completed using the Handbook or other references (course requirements, personal recommendations etc).

While it does not offer more information than the Handbook or the Timetable Tool, it does offer information at the beginning of each semester that is current , correct and more complete – hence allowing students a more informed decision. As the content in My Student Admin echoes content already provided in the audit tables above, it will not be examined in detail here. The important factor is the timeliness and accuracy of information that it presents, and the assumption is that the app would also be able to access this content at peak enrolment times.

### 3.1 My Student Admin structure

Access to My Student Admin is typically gained by selecting the ‘Current students’ link from the UTS homepage and then scrolling to select the ‘MyStudentAdmin’ link beneath the heading ‘Managing my Course’.

#### 3.1.1 Path to MyStudentAdmin enrolment tool

#	Page/click	Description
0.0	UTS home	UTS homepage
1.0	Current students	Opens page targeting information for current students. Available from homepage banner.
1.3	MyStudentAdmin	Scroll current students page & select tool from beneath ‘Managing your course’ heading (can also be selected via ‘Managing your course’ header link then quick links) to open the timetable tool.
1.3,1	MyStudent Admin login	Login page to enter the enrolment tool

#### 4. Postgraduate course guides

As an app with a primary target audience of existing or potential postgraduate students, other information specifically targeting these students on the UTS website should also be considered as potential app content. The postgraduate course guides are PDF documents have been developed for print and distribution at information nights and career expos.

##### 4.1 Postgraduate course guide structure

There are currently 10 postgraduate course guides:

- Business
- Communication
- Design, Architecture and Building
- Education
- Engineering
- Health
- IT
- Law
- Pharmacy
- Science

To reach the course guides on the website, student or potential student would navigate as below:

##### 4.1.1 Path to postgraduate course guides

#	Page/click	Description
0.0	Home	UTS homepage
2.0	Future students	Opens page targeting information for future students. Available from homepage banner.
2.1	Postgraduate students	Select from list on future students page. Opens page with information for postgraduate students

2.1.1	Postgraduate course guides	Select from list on postgraduate students landing page. Opens page with course guide PDF file image links.
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## 4.2 Postgraduate course guide content

As the course guide information is contained in PDF files, and has been written in a brochure style rather than specific web content style, it is anticipated that this will require the most effort to include in the app due to necessary re-formatting and editing. For this reason it is not recommended that it be considered as a major source of content within the initial scope of this project. However, as the course guides are part of the marketing suite of brochures for postgraduate degrees, they contain additional information that can be mined to use in marketing UTS courses both on app introductory and information pages, and in marketing the app in the app store.

The content audit of the postgraduate course guides below is indicative only. It has been based on the content of the Education faculty guide.

### 4.2.1 Postgraduate course guide content

Name	Description	Format	Length
Faculty snapshot	Facts & figures on student numbers within faculty.	Text - box	One paragraph list
UTS at a glance	Facts & figures on student numbers within UTS	Text - box	One paragraph list
UTS student diversity	Student demographics	Text - box	One paragraph list
Fast track your career with a postgraduate education course at UTS	Introduction to UTS	Text - box	One paragraph
Why choose Postgraduate Education at UTS	Detailed introduction/marketing	Text	One page
The UTS Learning 2014 model	Marketing of learning experiences/practices/PG lifestyle	Text, images, graphics	Two pages
UTS City Campus Master	Information on the UTS building program & facilities	Text, images, graphics	Two pages

Plan			
Leading academics	Information on academics within faculty	Text, images	Two pages
Degree specific information	The following is a general not a prescriptive list of degree specific information provided in the guide.		
• Course description	Course name, code & overall description	Text	3 - 4 paragraphs
• Major specialisations	List of majors within degree course	Text	List – approx. 10 items
• Career options	Careers suited to degree	Text	1 paragraph
• Fees	Brief statement re Commonwealth supported places	Text	1 sentence
• Admission requirements	Pre-requisite undergraduate degree requirements etc & link for details	Text & link	2 paragraphs
• Credit recognition	Credit points that can be awarded for prior learning	Text	2 paragraphs
• Course delivery	Full time/part time, face to face or distance, campus location	Text	1 sentence
• Course structure	Details of subject options, CP required & earned	Text – table format	1 page
• Student profile	Marketing promo of current student	Text - box	3 paragraphs

## Content sources – out of scope

### 5. Postgraduate pages on the UTS website

In addition to the Postgraduate Course Guides, the UTS website offers several pages of information specifically developed to market courses to potential postgraduate students. While these pages do not show subject specific details, the Handbook remains the prime source for this, they do provide other information useful for this audience.

The current app planning scope is targeting the development of a subject discovery and information tool, however future scope could be expanded to include wider information and tools for postgraduate students

## 6. Fees calculator

Although out-of-scope for this project, there is potential to draw information from the two fee calculator tools currently used on the UTS website and incorporate a similar tool within the app. As a large proportion of postgraduate students are international enrolments, (percentage???) , and on limited budgets due to working restrictions, the ability to calculate approximate fees for each subject would be an advantage and potentially assist in subject enrolments.

While the requirement for a fee calculator would need to be established through further user research, it is offered here as consideration for future app development.

## Content recommendations

Having considered the range of subject and postgraduate information available for UTS future and current students, the following recommendations are made regarding the source of content for the proposed subject discovery and information app.

### In scope

#### UTS Handbook

This will be the authoritative source of subject information details for the app

Assumptions:

1. The app will be able to draw upon the Handbook database to access information
2. Content will be maintained and updated by existing UTS content management practices

## Timetable builder

This will provide time specific information to assist in selecting subjects based on day of week & time of day

Assumptions:

1. The app will be able to draw upon the Timetable builder database to access information
2. Current content will be updated to ensure it matches Handbook content via existing UTS content management practices

## MyStudentAdmin

This will provide time critical scheduling information for the app at peak enrolment periods before each semester.

Assumptions:

1. Information within MyStudentAdmin can be paired/matched with information provided in the Timetable builder to ensure accuracy
2. Information within MyStudentAdmin can be paired/matched with information provided in the UTS Handbook to ensure accuracy
3. The app will be able to access the database containing MyStudentAdmin information details
4. During peak periods, access to the app database will not be congested or restricted

## Postgraduate course guides

This will provide marketing information and facts useful for information pages on the app and for promoting the app within the app store

Assumptions:

1. The course guide information continues to be made available in updated format for 2015
2. UTS resources are available for edit and re-formatting information for app use

## **Out of scope**

### **Postgraduate information pages**

There is potential to include additional information and marketing content within the app based on content on these page, subject to further user research and competitor analysis.

### **Fee calculator tools**

There is potential to include fee calculators within the app, subject to further user research and competitor analysis.