**Name of individuals being nominated for Design Award:**

Avi Badwal  
Joshua Swink  
Mohammed Zaidi  
Matthew Faulkner  
Jean Nghiem Xuan

**Project Narrative:**

**Improving The Road to UC Merced**

Admission to university is a momentous occasion for any potential student and is one of the first opportunities for UC Merced to improve the engagement and retention of new students. Upon receiving acceptance to UC Merced, potential students are prompted to confirm their intent to attend the university through the Student Intent to Register (SIR) process. To better reflect this significant moment for students and maximize this enrollment opportunity for UC Merced, UC Merced tech team and its collaborators recently undertook a major redesign and development of the SIR process to elevate the visual design and user experience for acceptance of admission for an increasingly digital native audience. Since upwards of 70% of web traffic now comes from mobile devices, it was critical to consider the mobile experience at every step of the design process.

The first step in the redesign was a visioning process facilitated by Avi Badwal, Interim Deputy CIO for Information Technology at UC Merced which included members of the UC Merced tech and business teams, to clearly define what the student needs to know at each step of the process and how UC Merced wants them to feel at each step. The design was approached with a focus on elevating both the visual and user experience design to create a more accessible, intuitive user experience and a celebratory feel. Special attention was paid to the design for three primary interaction points: the email potential students receive to check their admission status, the portal page where students view their admission status, and the Statement of Intent to Register application.

Redesigning the user interface to meet the needs of all potential students required careful thought given to the complexity of the many possible states, or paths, that a student might encounter throughout the SIR process. These include interaction design for all the various states for accepted, waitlisted, and not accepted students, in addition to management of their intent to register and submission or waiver of a deposit, and many more. In addition, bringing the new SIR process into alignment with the modern customer experience potential students are used to at the start of their journey to UC Merced establishes confidence in the university's operational efficiency and effectiveness and reinforces its student-first approach. The tech team's familiarity with the previous SIR process and the need to balance limitations within the underlying technologies of UC Merced's backend systems, along with the business team's input
on admissions procedures, were invaluable in ensuring a smooth interactive journey through the new SIR process.

To better reflect the significance of this journey for students and a celebratory sense of arrival, an artist was commissioned to create a series of illustrations depicting "The Road to UC Merced." The concept was one of several initially considered. It was selected to complement UC Merced's public relations messaging, celebrating the UC Merced campus and its diverse student population and access to nature. When students first receive the email notification to view their admission status, they see UC Merced on the distant horizon. As they move through the digital process to view their admission status and the decision to accept admission to UC Merced, they journey closer and closer to campus until they finally arrive at an exciting moment of achievement imbued with a sense of possibility.

The transformation of the SIR process from a boring legacy administrative task into a new, intentionally designed user experience and visual celebration of the first steps each student takes to attend UC Merced provides every student a strong foundation upon which to embrace their potential and envision their own personal and professional success at UC Merced and beyond.
Digital Assets

Old Design - Image 1 of 2: Application Accepted
We are pleased you plan to enroll at UC Merced.
Your SIR cannot be fully processed until we receive
your enrollment non-refundable deposit of $250 due no later than Sunday July 12, 2020.
Your UC Merced Student ID is 100091748. Please make note of it for future reference.

Following are your payment options:
* Pay by Electronic Check or Credit Card. To pay now
  (Click here)

Your payment must be received electronically before Sunday July 12.
Electronic payment will be posted within 24 to 72 hours.

* You may send a personal check or money order payable
to UC REGENTS. Your check or money order must be received
no later than Sunday July 12.
Write your UC Merced Student ID number on your personal check
or money order and mail it to:
University of California, Merced
Campus Cashiering Services
P.O. Box 3458
Merced, CA 95344

If your personal check is returned for insufficient funds, your SIR may be cancelled by Admissions.

If you have questions or problems with payment of your deposit,
please contact Admissions by e-mail at admissions@ucmerced.edu
or call us at (209) 228-1778.

Logout
Your application is pending.
We'll send you an email when the status of your application is updated.

<table>
<thead>
<tr>
<th>NAME</th>
<th>Andrea Wanggold</th>
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<tbody>
<tr>
<td>NICENAME</td>
<td>Andy</td>
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<tr>
<td>MAILING ADDRESS</td>
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<td>Fall 2021</td>
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<tr>
<td>DEGREE</td>
<td>Bachelor's in Computer Science</td>
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<tr>
<td>MAJOR</td>
<td>Web Development</td>
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</table>

If you have any questions about your application, please contact the office of admissions.

(502) 238-7978  
admissions@ucmerced.edu

Please submit your decision by Wednesday, July 21, 2021.
- SAT or ACT Scores
- Final High School Transcripts
Congratulations! You are admitted to UC Merced for Fall 2021!

In order to process your Statement of Intent to Register you must pay a non-refundable, $250 deposit by Wednesday, July 22, 2020.

View Details of Your Financial Aid Package

Pay $250 Deposit

Download Admissions Letter

If you have any questions about your application please contact the Office of Admissions.

NAME: Andrew Mangold
MIKHAEL: Andy
MAILING ADDRESS: 123 Fake St. 
Apartment 0 
Baltimore, MD 12345

PHYSICAL ADDRESS: 123 Fake St. 
Apartment 0 
Baltimore, MD 12345

ADMISSION TERM: Fall 2021

DEGREE: Bachelor's in Computer Science

MAJOR: Web Development

If you need further assistance, please call (330) 234-1234.

admissions@ucmerced.edu

If you have any questions about your application please contact the Office of Admissions.

Send Document:

These documents are due by the Office of Admissions by Friday, July 24, 2020:

- SAT or ACT Scores
- Final High School Transcript
- College Ready High School
New Design – Image 3 of 3: **Welcome – It’s Official**