

# **Keeping up with the Jones': A Look at Your Travel Registry's Public Website**

January 2016, Travel Risk Summit  
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# Terra Dotta Tools for Public Site

- Website Admin -> **Site Builder**
- Website Admin -> Site Builder -> **Stock Layout**
- Website Admin -> Site Builder -> **Friendly URLs**
- Website Admin -> **Announcements**
- Website Admin -> **Document Center**
  - KB article: How to preview WYSIWYG content with your site's layout wrapper and CSS
    - [http://\[your domain\]/index.cfm?FuseAction=Abroad.ViewDocument&File\\_ID=\[fileID#\]](http://[your domain]/index.cfm?FuseAction=Abroad.ViewDocument&File_ID=[fileID#])
- Maintenance -> **Text Interface**
- **Buttons vs. Links**



# Usability Tips

- Keep it short - cut content in half, then cut it in half again
- Omit needless words, 'happy talk', and obvious instructions
- Make important things stand out (example: 'Register a trip' button)
- Don't provide various ways to do the same thing, it confuses users
- Keep the number of clicks required to complete a task to a minimum
- Site pages should have the same name as their corresponding link in the navigation menu
- Avoid dated content when possible. If you must use it, remember to update it or remove it when appropriate.
- When linking to a page in the same site, keep user in the same tab; When linking to a page on a different site, open that page in new tab
- If you use an external website:
  - Make the transition between the two sites seamless
  - Make the TD site clearly affiliated with the university
  - Be consistent... if links are red on the external site, make them red on the TD site too



# What to include on public site

- Access to start registrations/applications
- Access to existing registrations/applications for making updates
- Contact information
- Information about who needs to complete which registrations
- What will happen if they don't complete the registrations
- Why they should/need to complete the registrations (benefits)
- What kind of assistance they can expect in an emergency
- How to register on behalf of someone else (Proxy)
- Insurance information
- Institutional travel policy information
- Travel warnings / alerts
- Tips for IT security abroad / safe travel tips
- Internal and external travel information resources



# Recommended Reading

- **KB articles:**
  - How to preview WYSIWYG content with your site's layout wrapper and CSS
  - Use of other websites/CMS with Terra Dotta apps
- **Don't Make Me Think** by Steve Krug



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