



**Objective: To make the iSchool Website more usable to its audiences.**

## Problems Identified

**1** There were long lists without any sort functions

Num	Title	M	T	W	T	F	S	Room	Time	Prof	Unique Syllabus
INF 181	Individual Studies - RESTRICTED (1 hour credit)										28455
INF 181E	Individual Studies - Electronic Portfolio										28467
INF 281	Individual Studies - RESTRICTED (2 hours credit)										28460

**2** There were invisible tools  
All five participants scrolled through this list looking for the class  
Four of the five commented on the need for a sort function.  
None of them realized there was a sort function.



**3** Information on a single subject is divided between multiple pages  
"I honestly don't know what to do with this stuff." -- Participant 2

**4** Menu options appear to overlap  
"What's the difference between Labs and Technology?" -- Participant 3

**5** Background pictures are not relevant to the iSchool.

"Remove the yoga people, or at least give a hint on what are they doing there." -- Crowdsourcing Participant

**6** There was out-of-date information  
Dr. Ciaran Trace is not listed at all on the "Specializations" page.  
Kai Mantsch is still listed as the Web Manager in "Technology", "Support Staff."

## Methodology

### Part One:

#### Lab Usability Test

5 participants	→	<b>5 Participants</b>
2 testers		5 current students
1 laptop		5 experienced users of this website
5 performance tasks		5 college graduates
7 qualitative questions		4 women, 1 man
		24 to 33 years old

#### 5 Performance Tasks:

1. Find the list of short-courses.
2. Find information about the Spring Showcase.
3. Who will be teaching Usability in Fall 2011?
4. Who is researching archives?
5. Find help with technology.

### Part Two:

#### Crowdsourcing Usability Test

55 participants - 14 spammers	→	<b>41 Participants</b>
55 environments		0 experienced users of this website
1 Amazon Mechanical Turk platform		15 women, 26 men
4 performance tasks		19 to 51 years old
6 open-ended questions		

#### 4 Performance Tasks:

1. What's the GPA requirement for admission?
2. How many semester hours is needed to graduate with a master's degree?
3. What are the faculty specializations
4. Who provide financial aid?

## Recommendations

- Font sizes should be increased.
- Links should be clearly and uniquely identified as links
- Images should illustrate and enhance understanding of the text.
- Long lists should always have an obvious sort function.
- The terms used in the main menu should be specific and unambiguous.
- Web pages should be regularly checked for out-of-date information.
- Relevant pages should be cross-linked.
- Each main menu should be a portal to the entire website.
- Future testing should be done with the remaining five user groups:
  - ✓ Prospective Students
  - ✓ Current Students
  - Alumni
  - Faculty
  - Staff
  - Job-Seekers
  - Donors

