School of Arts, Languages and Cultures Website

User testing Results

Background

- User testing conducted throughout November 2012
- Three methods of assessment
  - ALC online staff survey
  - Random sampling
  - Web Ergonomics Lab

ALC Staff Survey

- Survey ran for one week

- Online select survey sent to 592 colleagues

- 101 responses

- Survey presented in three sections
  - Multiple choice scenarios
  - Direct questions
  - Open response questions (*x2*)

Staff Survey: Multiple Choice Scenarios (1)

- 77 respondents
- 24 skipped the questions

Question	Majority response	Response %
The site is clear and easy to navigate	Agree	41%
I am able to find the content I am looking for	Agree	26%
I can easily find my way around the site	Agree	40%
The design and structure is consistent and logical across the whole site	Agree	36%
The content is well written and easy to understand	Agree/Neutral	40%

Staff Survey: Multiple Choice Scenarios (2)

- 77 respondents
- 24 skipped the questions

Question	Majority response	Response %
The text was confusing and contained too much jargon	Disagree	49%
There is too much text on the pages	Neutral	39%
There are enough images and video on the pages	Neutral/Disagree	30%
The images which are used within the site enhance the written content and are visually appealing	Disagree	30%

Staff Survey: Direct questions (1)

- 66 respondents
- 35 skipped the questions

Question	Majority response	Response %
The ALC is visually engaging / attractive	Yes	71%
The overall site is visually engaging / attractive	Yes/No	50%
The typography used on the website (font size and style) is attractive and easy to read	Yes	80%
The colours used across the website (text, headings and images) are attractive	Yes	76%
The top navigation (tabs) are easy to understand and navigate around	Yes	68%

Staff Survey: Direct questions (2)

- 66 respondents
- 35 skipped the questions

Question	Majority response	Response %
I prefer the rotating feature images over the static feature image	Yes	74%
When using the website, I can find the information I need quickly	No	59%
When using the website I generally know where I am within the structure and can easily navigate to other areas	Yes	55%
Each page has the right amount of information	Yes	53%
It is clear what content is aimed at different audiences (prospective students, research associates etc.)	No	55%

Staff survey: Open responses (1)

- Would you like to offer any further comment about the website?
  - 41 responses
  - 60 skipped the question

- Main themes
  - Lack of engaging video/images
  - Text length – too long and inconsistent with other areas
  - Missing information from subject-area pages
  - 'Our people' page format
  - Greater use of bullet points to sell each subject
  - Use of 'generic news'

Staff survey: Open responses (2)

- If you could change anything on or about the website, what would it be?
    - 41 responses
    - 60 skipped the question
- Main themes
    - More videos and images
    - Less text
    - Staff profiles (via Our people)
    - More key messages

Random sampling

- Scenario based test
- Designed by external agency in collaboration with Faculty Web Team and SALC colleagues
- Sampling targeted volunteers from the Student Network
    - Recruitment facilitated by Student Marketing Communications Team
    - Adverts placed through a variety of Social Media channels
- Sessions conducted by an external facilitator and Central marketing Team
- Summary observation report produced by Central Marketing Team

Random sampling: Outcomes (1)

1. General look and feel

- Students liked the design, professional and clean
- No problem with horizontal and vertical navigation
- Would prefer mega-menus for navigation
- Students missed information beneath the fold – not willing to scroll
- Students liked the 'corporate look'
- Terminology in most tabs was well understood
- Students didn't interact with homepage features as they duplicated the tabbed navigation
- 'Browse our subjects' box barely used

Random sampling: Outcomes (2)

1. Our people page

- The natural destination for looking for academic staff information
- Struggled to find individual academic research interests

2. Our research page

- The natural destination for looking for research information
- Struggled to find information on research topics, as pages tend to be ordered by research centres whose titles may not be clear
- Participants directed to legacy sites which was confusing

Random sampling: Outcomes (3)

1. Subject area landing page

- Subjects tab was the natural destination for subject information
- Participants used link in left-hand navigation
  - Duplicate links within the body copy
  - Not appearing on mobile devices

2. Course information pages

- Found course pages cluttered and confusing (Campus Solutions)
- Participants directed to legacy sites for course modules
  - Caused confusion
  - Not clear if module information was still accurate

Random sampling: Outcomes (4)

1. Individual subject area pages

- (Landing page) – Key links expected in body copy

- Course lists – hard to find. Should also be an entry point in the copy

- Landing page images – some participants drawn to them, others ignored them

- Rotating slides – participants may not wait on the page long enough for to see the slide change

Recommendations: Moving forward

- New ALC Web Content Assistant

- Migration of major centres/institutes

- Setting 'minimum standard' landing page features
  - Rotating image
  - Video
  - Introduce new 'news, blogs and events' feature
  - *(future) Visually communicate 'Why study text'*
  - *(future) New student comment feature*

- ALC Web Committee to determine future priorities