Usability Test: bumperscollege.uark.edu

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Usability Test Executive Summary

Overview

Usability tests are designed to improve the user experience, organization and content on a website.

This is a usability test for bumpers.uark.edu. The intended audience for this website is current students, prospective students and alumni. The goals of this website would be to recruit students, provide funding opportunities and showcase news and research in the college. These tests are designed to ensure the organization of the website satisfies these goals.

We expect improved organization and navigation for this website as well as action items that will be identified to move to the homepage to increase conversions.

Top Five Recommendations

- Use the card sorting results to shape the navigation for the Bumpers website.
- Provide an action item on the homepage pertaining to scholarships that will lead a user directly to the scholarship page.
- Create more awareness about the Office of Development in the form of feature stories and social media posts.
- Consider creating a job board on an interior page.
- Provide a checklist for students in regard to their degree requirements and deadlines.

Tree Jack

Tree jack tests the navigation of a website and how an audience locates items without visual aids. The full bumperscollege.uark.edu treejack report is available through the Optimal Workshop website.

Participant Information:

112 Participants

Average age was 26

Where the participants are from:

Arkansas: 62
Texas: 12
Missouri: 7
Locating the Office of Development, finding scholarships and financial aid and navigating to the honors program all need improvement as they had low direct – meaning the participants chose many navigation paths until correctly completing the task – and success rates – meaning the participants directly completed the task.

Locating the Office of Development scored a four out of ten on the quality scale, had a 68 percent success rate, a 41 percent direct rate and took an average of 16 seconds for users to complete. This was the longest amount of time for any task.

One issue with the difficulty in categorizing this office is that many participants did not know enough about the office to place it in a category. More awareness about the office would help with categorization.

The majority of participants agreed this item was extremely important.

The majority of participants did not think the honors program should be more prominent on the website. However, many participants did choose academics instead of current students to navigate to the honors program.

Participants provided mixed responses about the difficulty of navigating toward news and publications.

Many participants agreed that news and publications should be more prominent. News and publications are already featured on the homepage, so using social media to promote these stories could bring about more awareness.

The majority of participants agreed the location of international programs should remain under current students.

The majority of participants stated that locating advising was not difficult, but many expected academics to be listed under current students.

This reflects the data well in that the success rate was 92 percent but the direct rate was only 38 percent. This means that most participants did complete the task, but were unsuccessful on the first attempt.
Recommendations
- Create more awareness about the Office of Development in the form of feature stories and social media posts.
- Provide an action item on the homepage pertaining to scholarships that will lead a user directly to the scholarship page.
- Continue placing news and publications features on the homepage.
- Strongly consider categorizing advising under current students instead of academics.

Card Sorting
Card sorting tests the navigation of a website by allowing the participants to organize and categorize content. The full bumperscollege.uark.edu card sorting report is available through the Optimal Workshop website.

Participant Information:
68 Participants
Average Age was 26

Where the participants are from:
Arkansas: 38
Texas: 7
Missouri: 6
Oklahoma: 3
Freshman: 13
Sophomore: 7
Junior: 11
Senior: 17
Graduate Student: 8

More than twenty participants agreed the following topics should be categorized under each tab:

Number of participants are noted in parenthesis.

Academics: Departments (38), International Programs (26), Academic Enhancement Programs (46), Online Learning (41), Undergraduate Programs (21), Honors (33) and Graduate Programs (25).
**Research**: Faculty Research Expertise (57), Research by Department (61), News and Publications (28), Research and Extension Centers (58) and Agriculture and Statistics Lab (50).

**Alumni & Friends**: DBCAFLS Alumni Society (60), Become a Supporter (56), The Graduate (24) and Terrace Reservations (31).

**Current Students**: Advising (37), Honors (24), Ambassadors (34), Jobs and Internships (47), Clubs & Organizations (43), International Programs (27)

**Future Students**: Undergraduate Programs (29), Scholarships and Financial Aid (26), Transfer Students (52) and About Bumpers (28).

Contact Us received the highest categorization (17) in the Future Students tab.

Policies and Forms received the highest categorization (15) in the Academics tab.

The Office of Development received the highest categorization (12) in the Academics tab. This reinforces the idea that the Office of Development needs more awareness, because this categorization does not fit this office.

**Recommendations**:
- Use the card sorting results to shape the navigation for the Bumpers website.
- Again, more awareness about the Office of Development considering the low number of categorization in the card sorting and treejack tests.

**Survey**
Eleven participants wanted to see more images, particularly of students engaging in activities organizations.

Nearly every participant liked seeing news and events on the homepage.

Ten participants noted that improved navigation would make them more likely to return to the Bumpers website.

Participants provided the following answers when asked what information they would like to know about the college: Majors (11), Clubs, (6), Scholarships (6) and Jobs (5).

Thirteen students look for information pertaining to degree requirements and twelve participants look for information pertaining to scholarships on the Bumpers website.
Ten participants stated that the organization and navigation of the website should be improved and six participants wanted more up-to-date information when asked how the Bumpers website could better serve them.

**Recommendations:**

- The navigation and organization of the website is a common theme throughout these usability tests. Refer back to the card sorting data to improve the navigation and organization.
- Again, make scholarships and job information a higher priority and add a call-to-action for the two topics on the homepage as opposed to a quick link.
- Consider creating a job board on an interior page.
- Provide a checklist for students in regard to their degree requirements and deadlines.
- Provide new content every week to two weeks.