

## 8 Golden Rules

### 1. Strive for Consistency:

In the ULPGC page, heading elements are not in a sequentially-descending order as the heading “acceso nuevos estudiantes” (h3) is not preceded by a h2 heading.

In the University of Valencia web, images, videos and news are all mixed with no order. In addition, the links to their social media are in the middle of the page and then they're repeated at the end. Also background and foreground colors do not have a sufficient contrast ratio (some parts of the web are blue, others white, and others black).

### 2. Seek Universal usability:

This is a weak point of both websites, ULPGC contains an error when you navigate through the page with the tab key because you can't access to the drop-down menu that allows you to log out or access to MIULPGC portal. In both websites a plugin reader does not perform properly and skips sections.

The University of Valencia navigation with tab is tedious especially in the news section where you have to go to the photo and title of each article, as well as you can not access anything below the map. Moreover, when you press the tab in the map section it climbs to the top of the page and returns down several times.

### 3. Offer informative feedback:

In the ULPGC web page, sometimes you don't know where the tab is because there is no rectangle enclosing the button or just because the button doesn't change its color. This happens a lot of times, when the tab is the arrows of the carousel of news overall.

In the University of Valencia, that issue happens but less than in the ULPGC's: it only happens when you are in the news section and the tab is on the images, but you don't see any signal which tells you that. Moreover, there is a button in the gallery section which doesn't have any animation when you place the cursor.

### 4. Design dialogues to yield closure:

This field was difficult to measure, so we decided to focus on the information provided from each web page when you try to set a new password. In both cases they guide you through the process, indicating when you receive information in your email or mobile phone.

### 5. Prevent errors

In the University of Valencia web, when you try to sign up in their “Personal Area” and you forget to introduce your username or your password, it tells you what is missing and when you introduce the wrong username or password, they tell you that

credentials are wrong, but there is no way the user could know what is wrong (user, password, or both).

In the ULPGC, it will say to you nothing if some field is missing, it will just do anything. And if you introduce the wrong user or password, it will tell you the same thing as Valencia University.

#### 6. Permit easy reversal:

The main problem for ULPGC and University of Valencia is the path you have followed in the website. In the ULPGC website the path is often addressed to categories you have not gone by. Nevertheless, the University of Valencia website contains a considerable failure with categories in the path which do not reach any page, something that could be confusing for users with no experience.

#### 7. Keep users in control:

The ULPGC site does not run anything in the user interface that the user has not requested, however, in the University of Valencia there is a pop up of a chat which could be invasive and could create a sense of unsafety.

#### 8. Reduce Short-Term memory load:

We weren't able to measure this rule because we don't know what both pages do backwards users view's, but we would like to comment that in the University of Valencia web, when you change the language, if you reload the web, it will not remind you of your choice.

### System Usability Test Case (ULPGC)

1. The system accomplishes its function, nevertheless we use it very often, and it is normally an intermediary with the virtual campus, so this page could be skipped.
2. We think this website is not very complex because all pages are well signed (MiULPGC, degrees offer, services...) but I think that it has some functionalities which are never going to be used .
3. The system contains a very intuitive interface and the most relevant information for the user is highlighted and it's easy to access. We think that within a few minutes you will find the information you were looking for.
4. As we explained before in the first item, we use this website for accessing the virtual campus, so the first time we couldn't know that we had to go through MiULPGC to access the virtual campus because there is no directed button to the virtual campus from the main page (it is at the very end of the website, so it is like it doesn't exists).
5. The page has links to other services of the university such as the library, MIULPGC, which work well although as we mentioned before they are not direct links. We think

the main aim of this page is to publish news and information, so the functionalities will be these links.

6. There are six headings on the web page that skips the <h2> heading as it goes directly from <h1> to <h3>.
7. This will be the same explanation of point three, as an informative website makes it clear where to access to get the information you need without spending much time.
8. As we have claimed throughout the whole document, it is a little bit uncomfortable to see so many buttons that you are not going to use on the main page. In addition, getting to the virtual campus from the main page is quite boring (I have a direct access on my google toolbar to avoid this).
9. The lack of awareness when you search for specific information could complicate these tasks. In these cases you will need to take more time and check several times, especially with your personal information. As we have already said, there are a lot of sections we haven't used, so we don't feel confident about using them.
10. I think that a person who is not very used to university terminology will find it difficult to use this website since they use terms like "Formación Permanente", "PDI", "PAS"... even "MiULPGC", whose name I think is not very intuitive: now that we are part of the ULPGC, we think that this personal area has an appropriate name, but for someone from the University of Valencia (for example), I think it won't be easy to find out what "MiULPGC" is.