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Human Computer Interaction

INT 3603 - 3452-202320_INT3603_OL

Professor Darren Hood

March 26, 2022

Lab 6

(All images can be found and labeled here:

https://drive.google.com/drive/folders/1u9Dg7Hj4rZzbcDqyYXtq11E5GC5LswOa?usp=sharing)

Looking at the Museum of Natural History's website, I am able to point out a few key problems as well as things which they have done good that I like to be done in websites.

Starting off on the landing page of the website, there are quite a few immediate problems. When first looking at the landing page, there is simply way too much information, or at least it looks way too cluttered. To start by fixing this, we need to redesign the navigation bar and header of the website (Image Header_Top - Museum of Natural History). The first thing on the page is a division which reads "Open for School Spring Break: Monday, March 27—Friday, March 31. Plan your visit." This is great information to have, but just not a good way of doing it. They should remove this division and make a floating box in the bottom right which says this information in a more compact way. Below this, there is the first navigation menu which brings you to other University of Michigan sites, this should be either removed or placed in the main

navigation. The main navigation itself is alright, but the backgrounds when hovering over the categories need to be consistent as some of the colors blend in with the colors on the website. This main landing page has a lot of information which isn't inherently bad, but the problem is how they put it on the page and how the page is designed (Image Middle - Museum of Natural History). They need to redesign this main page, remove some repeating information, and make divisions in the page much easier to view as everything kind have blends in together which isn't good in this case. The bottom of the landing page is alright but could also use a redesign to take up less space and be more useful (Image Bottom - Museum of Natural History). Overall, the landing page is a little difficult to learn and use as a first-time viewer, and because of its difficulty makes the overall experience, at least on the landing page, unsatisfactory.

Membership.

When trying to figure out how to become a member of the museum at first I was really confused because I couldn't find anywhere in the main navigation or in any of the pages a direct way of becoming a member. The main ways you can become a member you have to either go through the main navigation and go to visitors then Give & Join and then click on membership or donate. This same Give & Join link is on the main page, but again, you have to click again to become a member. They should break up this Give & Join page up and have a direct link to how to become a member and how to donate as separate buttons in navigation. There is, however, a small link for membership in the navigation of the footer of the page, but not many people really look there. My experience with trying to become a member is unsatisfactory to me and has been made more difficult than it should have been.

<u>The Planetarium.</u>

Accessing information about the Planetarium was very easy, it's directly on the homepage, and it has direct access to it in the navigation. I am satisfied with how easy it was to get information about it and how easy it was to learn how to find the information. Although, I do think a redesign on the homepage would make it even easier along with the changes to navigation which I suggested.

<u>Upcoming events.</u>

Upcoming events for the Museum of Natural History was also easy to find, it is practically the first thing on the website which you can see. On the landing page, it is immediately there without even needing to scroll down for me, the "Farrand Lecture Counter-Culture: The art and science of microbes Friday, March 31, 2023" is the first event which I saw. You can even find more events by going to the navigation, going to Visitors, and then events which lists all the upcoming events in order by date. I am satisfied with how easy it was to find upcoming events, and that they list them in the order which they should be listed in.

<u>How to ask questions/contact</u>

Figuring out how to contact the Museum of Natural History was a bit disappointing. I was hoping there would be a direct button in the navigation with an "About us" or a "Contact us" but there wasn't. The easiest way to find their contact information is by going to the navigation menu, then Visitors, and then Visitor Information. Once you get here, you have to scroll through about to the middle of the page and then you can find their contact email. You can, however, on the landing page find a section which says "Location" which has

the building and address along with their phone and email, however, I didn't even notice this until I found their email in the navigation in visitor information. I believe the main reason for not being able to find it easier is by how cluttered the homepage looks, and if they made it look better, split it up better, and had better divisions in the page it would be much more obvious where to get their contact information. On the bottom of the page in their footer you can find their contact information again, as well as have a direct link to the contact page, however, this was near the last place I looked for it. They need to add in the navigation menu a direct link to the contact us page, because it does exist, there's only one way which I could find to access it and it was through the footer. I am unsatisfied by this experience and found it difficult to learn how to contact them, even though they put it on the landing page I didn't even look there first because of how poorly I found the landing page designed.

Overall, the website is fairly good, there's just a few problems with design and its navigation menu which makes it overall more difficult to learn where things are as well as how satisfied I feel with the website. I also think they can improve their labeling of their navigation menu as some of it is a little confusing when searching for something specific.

I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own.

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