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ENGL 7060

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28 January 2025

**Auburn Agriculture Department Website:** [**https://agriculture.auburn.edu/**](https://agriculture.auburn.edu/)

**Audience:**

The Audience for the Agriculture Department website are students and facility belonging to the college of Agriculture as well as prospective students who may be curious as to what the college offers.

**Layout and Content:**

The Agriculture Department website consists of opportunities to know the heads of departments and lecturers through information cards on the page. The cards also consist of events that are taking place throughout the upcoming weeks.

Beside the information cards, there are tabs for “Majors and Minors”, “Visit AG Hill”, and “Apply Now”. Each of these tabs offer in depth details about what is offered through the School of Agriculture

At the top of the page, there are six tabs: “About Us’, “Students”, “Research”, “Outreach”, and “News and Events” followed by a search icon to help easily locate more specific information without having to tab through multiple tabs.

Scrolling down, there are newsletters highlight student and faculty achievements as well as ongoing research, each linking to articles which highlight the news within Ag Hill. Weaved within this are tabs for “Advising”, “Campus Map”, and “Give Now” offering quick access to each advisor and how to make an advising appointment.

The middle of the page offers a YouTube video welcoming student to the college of Agriculture. The duration of this video is 1.52 minutes long and describes and shows how Auburn’s Agricultures programs strive to make the world a better place.

The bottom of the page includes links embedded within the tabs throughout the website that are most frequently used and organized within their respective categories (i.e. “About Us”, Alumni and Giving”, “Contact Us” …)

**Usability:**

In my opinion, the usability of this website is much better when used on a mobile device. A bigger screen makes for more room to crowd the screen with different links, tabs, and cards potentially making the viewer feel overwhelmed with information. The Wave link mentions this as well flagging it as “Long Alternative Text”.

The website correctly follows the Auburn University website templet with the AU logo shown at the top of the page, links offered throughout, and a working video that plays on the page rather than directing you to another tab.

**Accessibility:**

While the YouTube video is accurate in its closed captions and does not need picture to be understood, the overwhelming nature of the website might cause some problems for those who have a vision impairment and rely on their computers to tell them what their mouse is hovering over. There are random points of white space, but a congested number of cards with links embedded in their respective category.

The search bar is a helpful tool in this process, however when any of the top icons are clicked it makes it difficult to see the screen after you hit search as your mouse stays at the top dropping down the different main menu lists.

Wave also flagged that there are 12 contrast error, which I found to be fine but someone who is visually impaired or color blind may find difficulty in accessing or even seeing these tabs and the information they have (HTML showed 4 errors in comparison).

**Navigation:**

The website is simple to navigate and right to the point. There are ways to jump from within sublinks to others without having to return to the home page. For example, if you wanted to go look at a specific major and then see what advisor corresponded, it is all assumed that students would need that information and provided there as well.

Again, the search bar works and brings lots of options when something is typed vaguely giving students either the exact answer they needed or helping piece together what they could have been looking for.

**Recommendations:**

I would recommend fixing the scrolling on the computer, it seems as though it is a bit laggy jumping to the next cluster of tabs instead of seamlessly scrolling there. I would also be interested as to what the most common device used to look at the college’s website is. If it is a mobile device, then I am not sure I would change the lay out as it looks and works fine on a phone, but if it were a computer I would recommend utilizing more white space in contrast to filling the entire page with an overload of information. It can become quite overwhelming especially with the drop-down menus and YouTube video in your face as you open the page.

I would also recommend fixing the top tabs and the hover to drop down option while nice in theory, can become a problem when your curser gets stuck after a search, or you must access the website with a speaking device suddenly reading out information that you did not search as now it is stuck on an “About Us” tab.