

the Gut test

which college website is the best



www.nic.edu



www.uidaho.edu



www.gonzaga.edu



www.washington.edu



www.ewu.edu



www.boisestate.edu



www.stanford.edu



web.mit.edu



www.yale.edu



www.harvard.edu

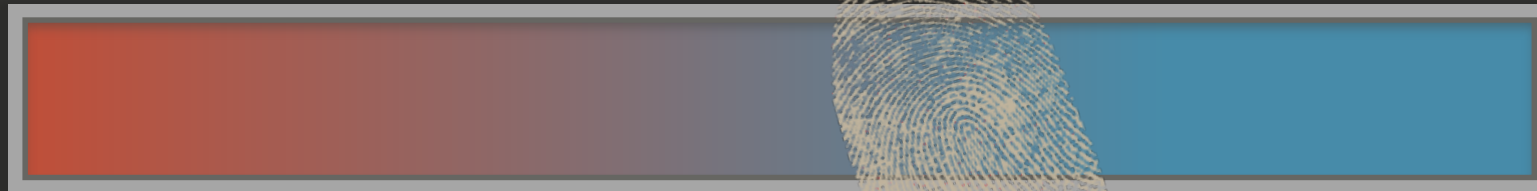


the Rating system



The same question was asked for each user


using a simple **hot** or **cold** slider
the user sampled the website for ten minutes,
then was asked to place a finger on the slider
indicating their attitude during use of the site



desktop

only

Based on organization,
navigation, and looks,
how would you rate your
experience using this site?

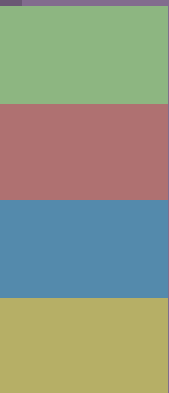
 enjoyable

 annoying

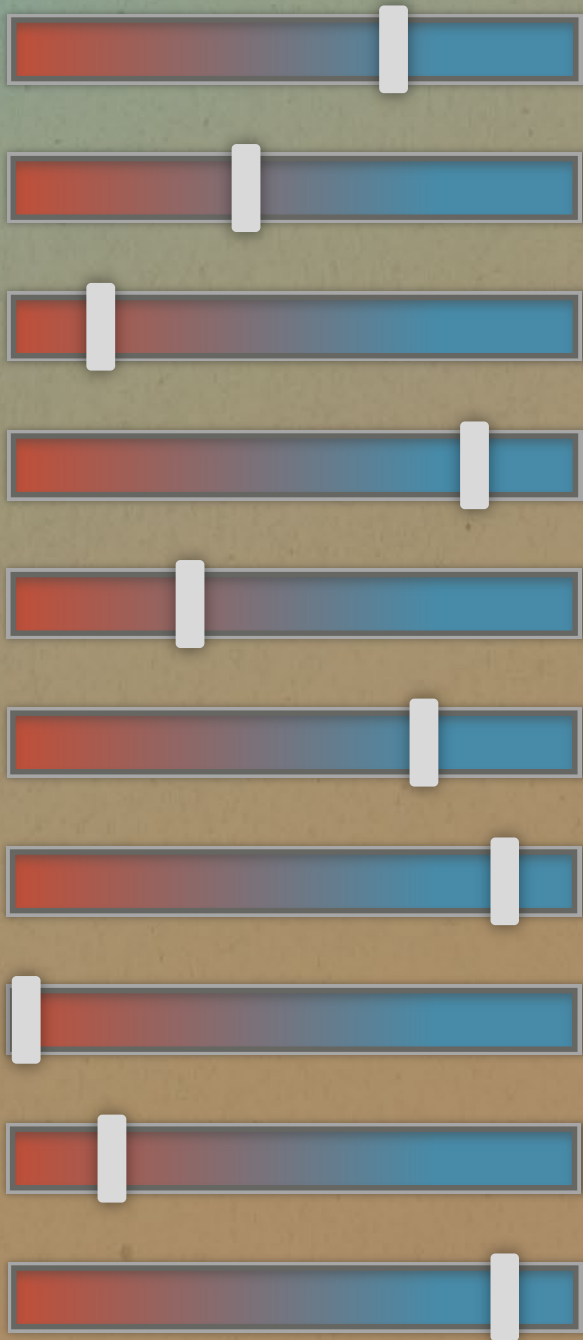


all users remain
anonymous

user



recent alumni
interested in
grad school



Smooth nav, user friendly, just ok design



Somewhat difficult nav and consistent design



Nav hard to see, not consolidated, cluttered content



Distracting header, good icons and nav, not overwhelming



Inefficient nav, bad menus, info laid out chaotically



Chaotic homepage, good consistent nav, plain subpages



Messy subpages, font too thin, nice header and nav



Layout and branding not consistent, messy homepage



Chrome issues, doesn't look academia'ish, not engaging



Modern interactive design, heavy social media, chrome issues

user **B**



parent in 50's
not web savvy
hard of seeing



Bold easy to read lettering, nothing really distracting, clean

Liked the navigation was at the top, images were distracting

Unappealing, really narrow, hard to read stuff

Bolder letters, contrasting good, everything in front of you

Everything too small, chaotic, and hard to find things

Generic, boring, poor use of space, inefficient navigation

Top nav hard to see, generic, at least used full screen space

Doesn't look like their site, plain, cluttered, and very ugly

Clear, simple, bold letters, nice sectioned info

Need bigger font, easy nav, too much scrolling, but not busy

user



never gone to college
parent in late 20's
cost is important
not sure on major



Nice nav, well organized, lacking color, banner too invasive



Search hard to find, text too small, not user friendly to nav



Homepage menu sucks, page too compact, though easy to nav



Very impressive, nice nav, very good organization, love icons



Colorful and grasping, like homepage, hard to find stuff



Easy to find stuff, well organized, a good standard model



Professional, not easy to nav or find things, boring looking



Bad space utilization, hate it, not intuitive, logo sucks

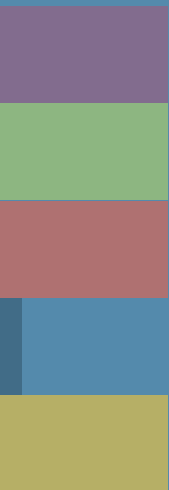


Dull design, bad UI, bad delivery of info, though easy nav

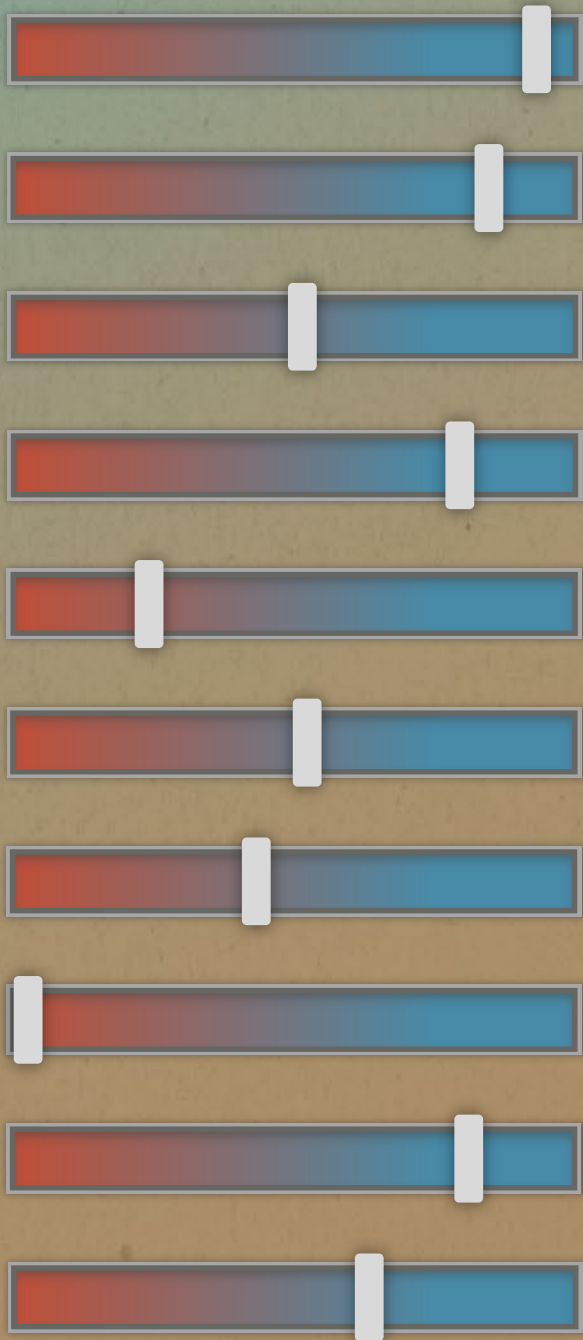


Professional design, good UI, organized, great nav, intuitive

user



current student
very web savvy
computer science
loves design



Nice layout, streamlined, beautiful design, very good nav



Visually pleasing and easy to search around, very clean



Looks like a gov website, too many links upfront, poor layout



Good contrasting, nice layout and nav, slick website love it



Chaotic, info overload, inconsistent styling, screams redesign



Horrible header font, unexciting, but clean and nice nav



Very bland or generic, nav hard to see, info poorly organized



What branding, text too small, just overall horrible



Design pretty but messy, busy looking, nav broken on chrome



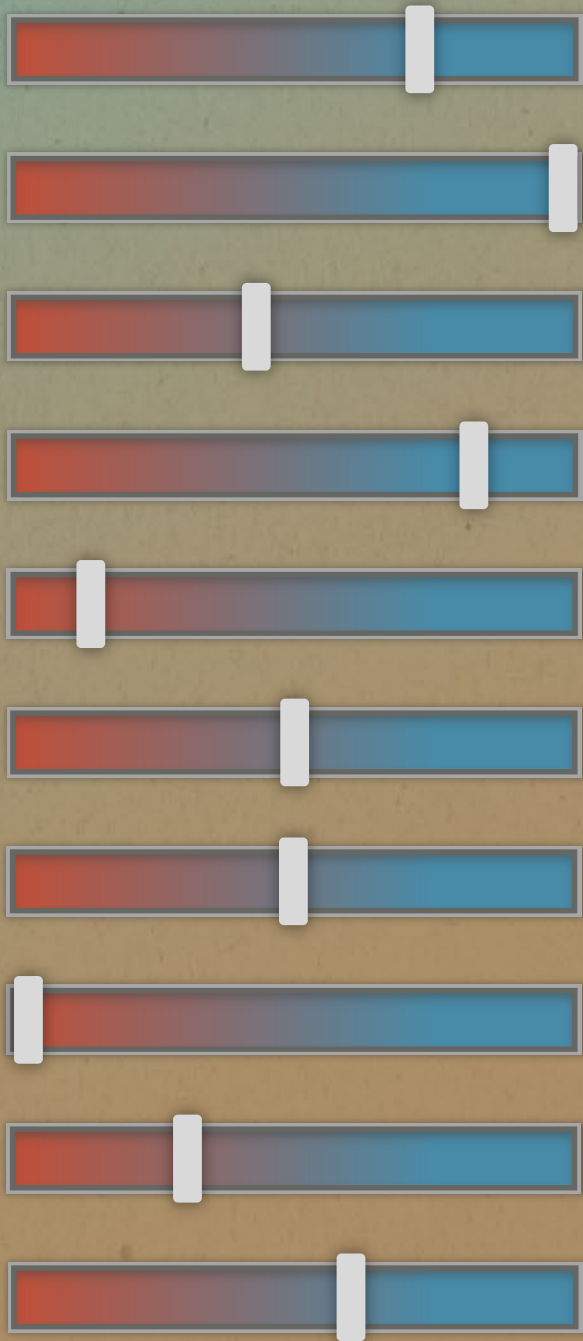
Too much scrolling and bad nav, clean and easy to read info

user

E



university staff
does marketing
mother in 30's
past web designer



Easy to find main topics, like the big buttons, but too many

Visually appealing, clean, simple, easy nav, and interactive

Outdated design, too many links, though easy to find stuff

Like icons & design, but odd content on home page and nav

Outdated design, poor info arch, confusing access pages

Outdated design, boring, slow, but interactive and good nav

Panders to older gen, like events on home, good icons

Spammy homepage, can't find anything, too many diff designs

Trying too hard, bad typography, info barf on homepage

Cool nav, uneven aesthetics, nice typography, lots of scrolling