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Lehigh Carbon Community College — An Informational Website for Enrolling  
in the College for Students, Parents & Professionals.

# Overview

The LCCC website provides information for parents, students, and professionals alike in reference to college courses, work training, and all services provided by the college. Upon reviewing the website, from personal experience and outside feedback from someone who has never used the site before, the website could do with some improvement in various aspects to create a better, user-friendly experience.

# Problem Statement:

The website’s main page offers an overwhelming amount of information, most of it in drop-down style menus, some of which exceed the height of the computer screen. These option-filled menus create a repetitive, frustrating experience for users when looking for a specific option that might be obscured. This can be off-putting, driving away potential students from enrolling or seeking further information. Alongside this, important links such as the bookstore are hidden in these drop-down menus and not immediately noticeable, and while further navigating the website, the layout of the pages varied depending on where you click, this can confuse users and then force them to learn how to use this new interface to be able to progress.

# Goals:

The desired outcome and goals from this study were to provide the following:

* Review the website for problematic areas and suggest changes to better the service.
* Listen to feedback given by myself and one other user to further understand problems and theorize potential solutions for the website.
* Create an easier-to-navigate, user-friendly website and explain how these can affect the business side of the college.

# Roles & Responsibilities:

My role in this case study was to analyze the website to determine its usability and verify its ease of use when performing specific tasks such as signing up for classes, navigating the website, etc... Once that was done, I then suggested changes for easier navigation of the website, providing an efficient and satisfying experience for the users and the business.

# Scope & Constraints:

Due to technical constraints and my limited knowledge of HTML and CSS, showcasing my work and efforts in changing the website has proved difficult, but I have provided as much evidence as I can to aid with the explanations of changes that would be beneficial to the website.

# Design Process:

Graphical user interface, text, application

Description automatically generated

On the main homepage screen, the blue banner at the top which contains various options seemed a little unorganized and contained some links to things that might be less important to the users of the website. I changed the name of these tabs and reorganized them more logically, creating easier navigation of the website, and allowing students to find and access the most important features they need without any difficulty. I would remove the drop-down menus from the options below the logo and green buttons, I also renamed some of these to broader topic titles, upon clicking on them, it will continue to navigate to another page where a navigation bar on the left-hand side will contain additional options that the user might be looking for.

Graphical user interface, text, application

Description automatically generated

When selecting the bookstore, rather than opening a page where it gives simple information about the bookstore (<https://www.lccc.edu/current-students/bookstore>), I would implement the link to the actual bookstore (<https://www.bkstr.com/lehighcarbonccstore/home>), removing the extra steps needed to get there. All bookstore information is located on the official website, this change makes navigation to the bookstore straightforward, skipping unnecessary and additional steps.

A picture containing text, outdoor

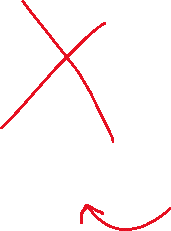
Description automatically generated

I removed the side panel in the student menu showing the same options as the tiles. I would suggest removing the weather and Maps feature as most students wouldn’t log into their college account to see these when computers and mobiles offer it easier and faster. To fill this space, I would suggest implementing the “To Do” list from CANVAS so students can keep track of their assignments from their homepage. Two alert systems could be merged into one, and that extra tile could then be used as a Bookstore tile, providing easy direct access for students to buy their books and materials needed.

I would also suggest making this page customizable so the student can have whatever tiles they want, wherever they want on the page, or if that isnt possible, reorganizing the tiles into a more logical order, important information like Account Profile/Password, Student Resources, Student Services, IT Support, and Pay Student Bill should be together in the first two rows, then CANVAS, Student Class Schedule, Register for Classes, and Student Email should follow. This better customization or organization helps students learn and memorize where the most important tiles are concerning their classes.

Graphical user interface, text, application

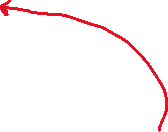
Description automatically generated



When selecting the “Student Resources” tile, after having suggested in the previous paragraph about removing the side panel, I would suggest either moving this middle menu of options to either its spot or removing it altogether, relying solely on the blue links/words above for navigation or implement a back button icon to go back if in the wrong spot. This will offer a cleaner and less complicated look.

Graphical user interface, text, application, email

Description automatically generated



Registering for classes is very cluttered and important information is covered by unnecessary sections. I would remove the “Schedule Details” box and I would move the “Summary” box to one of the tabs, allowing a bigger window for finding classes without obscuring anything.

Graphical user interface, application

Description automatically generated

Layouts throughout the different areas of the website are inconsistent. Based on user feedback, maybe statistics on frequent use and navigation of pages, I would pick one and try to adapt most other pages to it to keep a consistent experience throughout, keeping users confident in using the website.

# Outcomes & Lessons:

The goal of creating a more user-friendly, less complicated user experience with these changes would be met. Easier navigation of the website would reduce the workload of college employees when it comes to explaining how to navigate the website to newer or less tech-savvy users, and easier access to desired information attracts more potential students to enroll.

Lessons learned throughout this experience have been that the suggestions and changes I would make to the website wouldn’t please everyone. Working in a team would provide a bigger and better approach to solving problems such as these by understanding how they perceive the website, exchanging ideas, and listening to their point of view on your opinions and suggestions for the website.