

BIS 361 Spring 2022

Assignment 3: Website Design and Usability

Grade: 100 points

Task A: Build the website

- Use a freely available website building software (e.g., Wix.com) to build a professional website. This website should showcase you and your work/skills as a professional applying for jobs in the workforce. You must have at least the following pages and the appropriate content in them in your website.
 - Home
 - Background, skills, accomplishments etc. as in a resume [think about what kind of details you would like a potential employer to know about you]
 - Portfolio (to showcase your university projects)
 - BIS 361 Project: In here provide content from the project you are working on for this course. Provide a summary/overview (this content may be work in progress for now).
 - At least one other project from any other course you have completed and would like to showcase to potential employer.
 - Contact

Task B: Mini Usability Test

1. Come up with 5-8 relevant questions that you expect a potential employer/recruiter to likely ask and look for information on those questions on your website. Now word them as tasks a potential employer/recruiter would perform in the pursuit of finding answers/information. (e.g., finding information about when someone will graduate, where are they located, etc.)
2. Request 5 people (family members/housemates/friends) to role play as a potential employer or recruiter. Give them the following scenario: Imagine you are a recruiter and would like to see if the candidate (you) is a good match for a job you are recruiting for. Ask them to perform the 5-8 tasks above with the goal of wanting to find an appropriate candidate to recruit for their company. (write down the tasks so that everyone gets exactly the same wording of the tasks)
3. Tell them you would like critical feedback on the website design. Assure them that: *"Under no circumstances will you be doing or saying anything wrong here. If you are confused or stuck on the website, it is a reflection of the website design and not you. Also please don't worry that you're going to hurt my feelings. I am doing this to improve my website site usability, so I need to hear your honest reactions."*
4. Watch them as they use the website. Observe and take notes for EACH task: 1) what steps/path did they follow to find the information – where do they start and where do they go – i.e., follow their "click-stream" path 2) did they succeed in finding the information 3) what kind of errors do they make if any, and, 4) what was easy or difficult about the task for them – what challenges did they face as they navigated your site.
5. Make sure to thank them at the end of the usability study.

Task C: Submit a word document on Blackboard with following

- Website link that showcases your website (40 points)
- Web design Experience (20 points)
 - A two-page reflection detailing your process of building this website.
 - What is the main purpose/goal of the website?
 - Who would your audience be? How did this dictate the content and design choices you made for this website?
 - What kind of information architecture did you use?
 - What did you do to create this website, how did you do it, what was easy/hard and how did you get around it?
- Usability Information: (40)
 - List the tasks you gave your tester
 - Explain how your test participants (family/friends) performed on each task (describe the click stream)
 - Describe your observations. Where and why did they seem to make errors or feel confused? What difficulties and challenges did they face? What aspects did they find to be positive -easy/enjoyable/smooth? Describe in detail so you can reflect in the next step.
 - What insights did you gain from watching them do the tasks? Critically discuss your insights in terms of 1) ease of learning 2) ease of memorability 3) error rates and 4) satisfaction level (Fig 6.5, Chapter 6).
 - How do you think you can improve the usability of your website based on your observations in the usability study? Be specific - describe specific solutions with respect to specific problems identified in the website design.

Resources:

- Here are some resources to use for Wix.com. There are 14 short 1–3minute videos in the playlist link provided below.
<https://www.youtube.com/watch?v=YxpjW-Mq96Q>
- You may find other similar videos online – feel free to use other resources!