

Critical Summary: Exploring the Usability of University Websites

a) Introduction

The article "Investigating the Usability of Universities' Websites: Upgrading Visualization Preference and System Performance" examines usability at university websites as the core means of communication, knowledge acquisition, and interaction. Given the role these websites play in disseminating information in a timely and accurate manner to stakeholders, usability has emerged as a focus for universities aiming to be competitive and people-focused amidst the era of technology.

b) Objectives and Methods

The study aimed to assess and improve the usability of Malaysian university websites on the basis of five main areas:

- Content and Organization
- Linkages and Navigation
- Language
- Educational Content
- Options and Performance

Collection of data was conducted by a questionnaire disseminated among 350 respondents including academic staff, non-academic staff, graduate and postgraduate students. The authors used the Likert scale and statistical analysis (SPSS) to evaluate user attitude towards website structure, clarity, effectiveness, and responsiveness.

c) Main Results

The results showed several areas of usability problems. Findings of current scholarship information, identification of staff contacts, and navigating poorly organized links were difficult for users.

The translations on sites were seldom available in bilingual support (Malay and English), thus compromising clarity for foreign students. Long loading times and irrelevant search results were also highlighted, indicating performance shortcomings. Suggestions included incorporating a live helpdesk, enhancing link organization, and offering more responsive designs.

d) Conclusion and Contribution to Design Practice

The authors had proposed a framework of usability that includes user satisfaction, accessibility, interactivity, sustainability, and good-looking layout. They have emphasized the requirement for constant feedback from users and suggested practical additions like clear navigation, multilingual support, semantic

search functionality, and helpdesk integration. These additions not only improve user experience but also institutional credibility and efficiency.

e) Personal Opinion and Application

This piece is extremely relevant to web developers and designers who work in educational environments. Its goal-oriented approach to usability evaluation is most useful when applied to actual areas of improvement in real life. I especially found the emphasis on user feedback useful, as it supports a user-centered design paradigm. In future projects, I will be executing this model by giving preference to clear information architecture, up-to-date educational materials, accessible design that is bilingual-friendly, and assistance tools like live chat. Executing these strategies will not only maximize usability but also maximize trust and efficiency for users.

APA Reference

Gee, L. L. S., Dasan, J., & Hasan, C. H. C. (2022). *Investigating the Usability of Universities' Websites: Upgrading Visualization Preference and System Performance*. International Journal of Interactive Mobile Technologies (iJIM), 16(02).
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