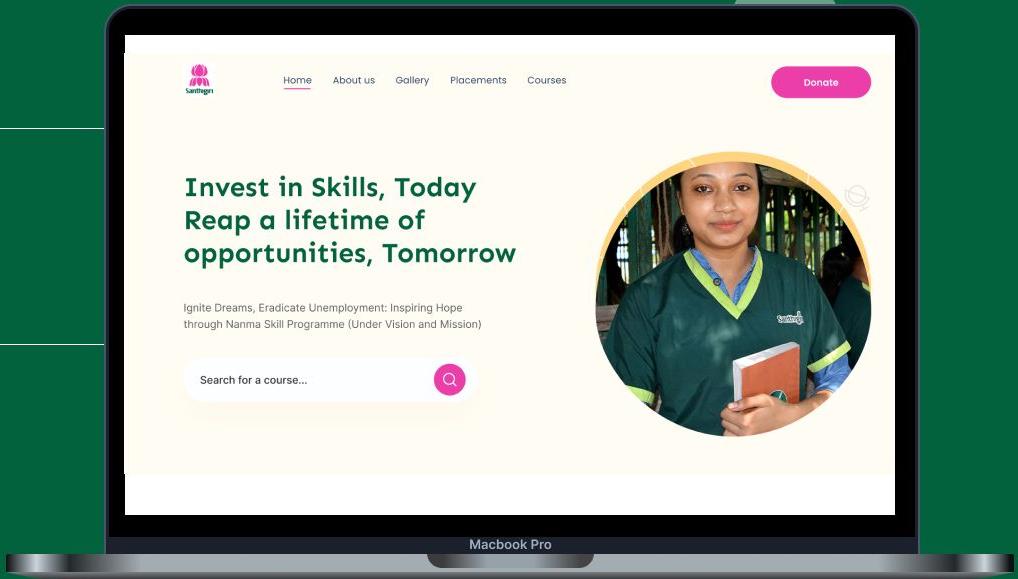


Usability Recommendations

Santhigiri Skill

<https://santhigiriskillinstitute.com/>

Akhil Kumar Mudigonda



Executive Summary

Test Goals

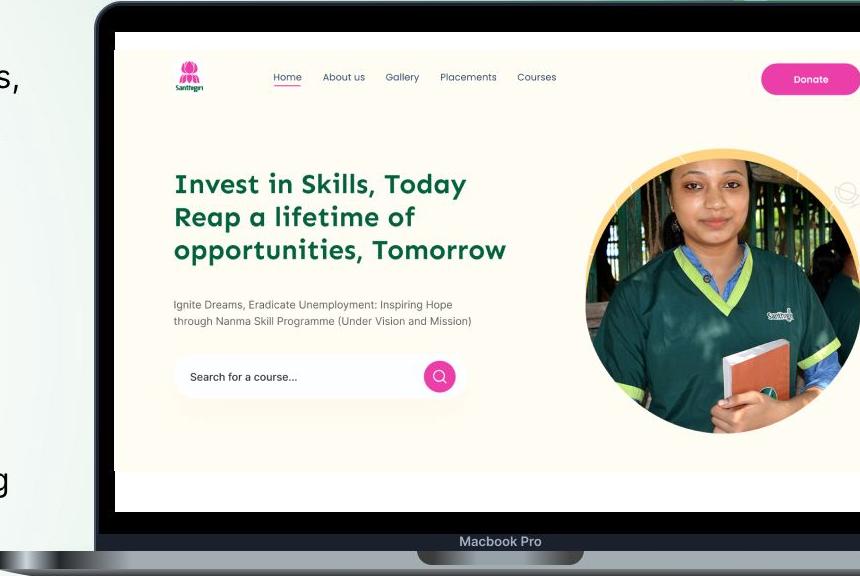
The goals of testing is to get an understanding of target audience, their needs & expectations, validate my assumptions, identify problems and resolve them through design for "Santhigiri" website. Some of the focused areas for testing are

- Navigation
- Information/Content Functionality
- Design
- Usability (ease of use)

Nature Of Test

The nature of test involved creating & conducting the following

- Heuristic Evaluation
- User Research
- Persona Creation
- User Stories
- Usability Testing Materials
- Usability Testing Data
- Prototype Drafts
- Prototypes



Executive Summary

Major Results:

- Only 2/5 participants could easily locate detailed information about a specific course, including its duration and curriculum.
- 80% of participants were able to find the list of all courses offered by the institute within 30 seconds.
- 4/5 participants were able to locate information about Santhigiri Skill Institute's mission and vision within 1 minute.
- 3/5 participants had difficulty completing the donation process, suggesting potential usability issues with this feature.
- Only 1/5 participants could easily find success stories or testimonials from past students, indicating this information may be difficult to access.

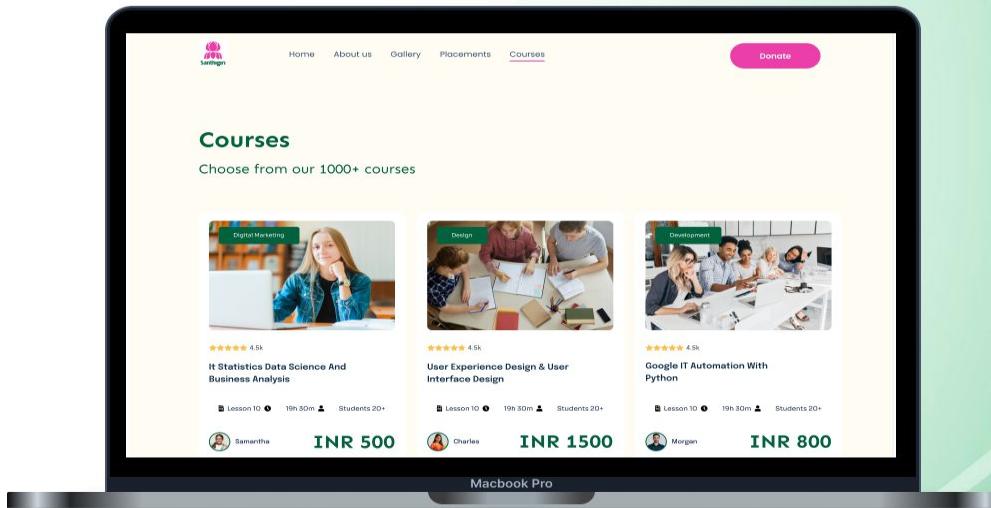
Major Recommendations:

- Implement a search function with filters for services, courses, and programs. Create individual landing pages for each service with detailed information and clear CTAs.
- The visual design of the website should be updated as per the current design trends.
- Display pricing information prominently on service pages and in search results. Create a comprehensive pricing page with comparison tables for different services or tiers.
- Simplify the donation form by reducing the number of required fields. Add a "Quick Donate" option with preset amounts for easy one-click donations.
- Add a clear "Enroll" or "Book Now" button next to each event in the calendar view. Implement a subtle hover effect to draw attention to the action without disrupting the calendar's visual hierarchy.

Executive Summary

Reasons for Why Changes Need to be Done

- Evaluate ease of finding program info and clarity of mission.
- To reduce user frustrations and drop rate
- To increase conversion/prices i.e, students have to enroll for classes
- To keep up to date with the latest design trend



Introduction/Methodology

About

Santhigiri Ashram is a spiritual, non-governmental, charitable organization that promulgates the new dictum of 'spirituality' and 'cultural harmony' gifted by its founder Guru, Navajyothi Sree Karunakara Guru.

Statement of the Problem

The Santhigiri Skill Institute website faces critical usability challenges, including poor navigation and lack of user control, inadequate error prevention and feedback mechanisms, inconsistencies in design and functionality, insufficient help documentation, and a cluttered layout that hampers accessibility. These issues significantly impact user experience, making it difficult for visitors to navigate, find information, or complete tasks efficiently.

Reasons Why Testing

Testing and evaluation of the Santhigiri Skill Institute website were needed to identify usability issues impacting navigation, error handling, and user satisfaction. The process aimed to improve functionality, ensure design consistency, and enhance accessibility, making the website more user-friendly for its diverse audience, including applicants, donors, and partners. By addressing these issues, the evaluation sought to optimize user engagement and ensure the site effectively supports its intended purpose.



Introduction/Methodology

Violated Heuristics:

- a. User Control and Freedom
- b. Error Prevention
- c. Recognition Rather Than Recall
- d. Flexibility and Efficiency of Use
- e. Help Users Recognize, Diagnose, and Recover from Errors
- f. Help and Documentation

Partially Violated Heuristics:

- a. Visibility of System Status
- b. Consistency and Standards

Major Findings of Heuristic

- The users are directed along specific paths (e.g., inquiry forms, donation forms) with limited freedom to navigate or recover from unintended actions. There are no obvious "undo" or "back" options.
- While the form fields seem simple, there is no indication that the system prevents users from submitting incomplete or incorrect information. There is also no feedback for potential mistakes.
- The system requires users to remember details about the program (e.g., partner organizations, job placements) rather than presenting this information easily across multiple sections.
- The system provides information about the program's goals, partners, and success stories. However, key metrics (e.g., batch placements, and associate partners) are not emphasized across different sections, and the visibility of user actions (e.g., submitting a form) is unclear.

Introduction/Methodology

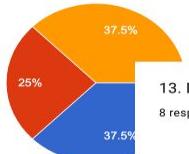
User Research

No of participants: 08

- 80% (4/5) of participants are students, while 20% (1/5) are employed
- 60% (3/5) of participants rarely search for skill development or vocational training programs, while 40% (2/5) do so monthly
- 100% (5/5) of participants consider course offerings as a factor influencing their decision to enroll in a skill development program
- 80% (4/5) of participants have done charity work or social volunteer work in the past
- 60% (3/5) of participants are interested in donating a meal, accommodation, or tuition fees for students
- 100% (5/5) of participants who are interested in donating prefer to do so online
- 80% (4/5) of participants have not visited the santhigiriskillinstitute.com website before taking the survey

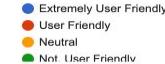
14. How user-friendly is this website in your opinion?

8 responses



13. Did you experience any challenges while navigating the website?

8 responses



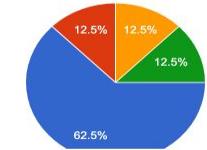
11. Have you ever had any issues with accessing course information or materials?

8 responses



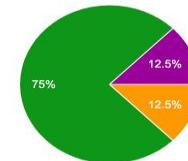
5. What is your current profession?

8 responses



3. Can you please tell me your highest level of education completed?

8 responses



Legend:
● High School
● Diploma
● Undergraduation
● Graduation
● PhD

Introduction/Methodology

User Personas

- From user research, the data is analyzed to identify patterns and common themes among users such as demographics, behaviors, goals, and pain points are analyzed and 3 user personas are created 5
- A brief on the users can be seen on the right side

The following three personas are created



I want to support initiatives that make a real difference in students' lives. I need transparency and accountability.

VINOD KUMAR

Age: 29
Education: PhD (Chemical Engineering)
Location: Tempe, AZ, USA
Status: Pursuing PostDoc in CE

Vinod is a successful business owner who is passionate about giving back to society, especially in the area of education. He is interested in supporting students by donating to skill development programs. He values transparency and prefers knowing how the donations are being utilized.

Goals

- Transparent use of donations.
- Mixes both online and offline donation options.
- Aims to make a meaningful impact on students' lives.

Motivations

- Believes in education's transformative power.
- Supports initiatives with visible impact on student success.
- Interest in partnering with institutes focused on skill development and job placements.

Activities

- Frequently donates to education-related causes.
- Seeks skill development programs with proven outcomes.
- Prefers institutes that provide regular donation updates.

Pain Points

- Lack of transparency in donation use.
- Limited convenient donation methods.
- Website navigation issues for donation info.



I need a course that helps me advance in my career without disrupting my current job.

AASRITHA DEVI

Age: 25
Education: Masters in Information Technology
Location: Phoenix, AZ, USA
Status: Employed Professional

Asritha Devi is a Graduate Student currently working in an entry-level position. She is seeking skill development opportunities to advance her career and secure a higher-paying job. She prefers flexible programs that can be accommodated with his work schedule.

Goals

- Seeks a flexible learning program for work schedule.
- Interested in quality courses with recognized certifications.
- Needs job placement assistance for career transition.

Motivations

- Wants to advance his career and increase his salary.
- Keen to learn specialized skills to stand out in the industry.
- Values flexibility in learning, allowing him to balance work and studies.

Activities

- Searches online for skill courses and reads reviews.
- Prefers online learning for convenience; attends some offline workshops.
- Uses forums for course advice.

Pain Points

- Difficulty balancing work and studies.
- Has a hard to get specific information on course quality and job placement success.
- Prefers a more user-friendly website with faster loading times and better organization.



I want to find a course that teaches me skills and gets me a job quickly. I need clarity on what to expect.

RAZAK SHAIK

Age: 25
Education: Masters in Industrial Engineering
Location: Tempe, AZ, USA
Status: Actively Looking for Full-time Job

Razak is actively seeking a full-time job and is enthusiastic about acquiring hands-on skills that will enable him to start his career quickly. He is in search of a program that is not only affordable and accessible but also provides practical experience and provides job placement assistance to help him transition into the workforce smoothly.

Goals

- Reliable information on skill development courses and costs.
- Access to job placement assistance.
- A more user-friendly course to secure a job within a year.

Motivations

- To be financially independent and support her family.
- Enthusiastic about creativity and problem-solving.
- Inspired by success stories of people pursuing skill-based careers.

Activities

- Regularly searches for online courses and reads reviews.
- Practices new skills at home with the help of online tutorials.
- Attends workshops to gain practical experience.

Pain Points

- Difficulty in accessing detailed information about course content and job placement rates.
- Uncertainty around pricing structure, especially hidden costs.
- Overwhelmed by promotional content without clear details.

Introduction/Methodology

User Stories, Scenarios & Tasks Tested on Users

User Stories

- As a prospective student, I want to easily find and understand course information so that I can decide if the programs suit my needs and budget.
- As a potential donor, I want to understand the institute's mission and impact before deciding whether to contribute financially.
- As a current student, I want to easily access course materials and submit assignments so that I can effectively participate in my program.

Scenarios

- You are a recent high school graduate looking to develop skills for employment. You want to explore the courses offered by Santhigiri Skill Institute and understand their costs and benefits.
- You are a working professional interested in supporting skill development initiatives. You want to learn about Santhigiri Skill Institute's mission, programs, and the impact of donations.

Tasks

- Locate detailed information about a specific course, including its duration and curriculum.
- Find information about Santhigiri Skill Institute's mission and vision
- Access the course materials for your current module
- Submit an assignment through the website
- Locate statistics on job placement rates for graduates
- Find testimonials or success stories from alumni who have found employment

Introduction/Methodology

Test Plan

The following is the test plan used for usability testing No of participants: 05

AUTHOR Akhil Kumar Mudigonda	SITE URL https://santhigiriskillinstitute.com/
PRODUCT UNDER TEST <p>What's being tested? What are the business and experience goals of the product? https://santhigiriskillinstitute.com/ Provide free Panchakarma training and job placements, with a user-friendly website for easy access to program info.</p>	TEST OBJECTIVES <p>What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? <i>Goal is to get answers before working on another iteration. Some of the questions are:</i></p> <ul style="list-style-type: none">Evaluate ease of finding program info and clarity of mission.Assess website navigation, application process, and job placement details.Measure effectiveness of testimonials and program schedules.
BUSINESS CASE <p>Why are we doing this test? What are the benefits? What are the risks of not testing? <i>This test will identify user pain points and improve the website's effectiveness in attracting students. Not testing risks missing opportunities to boost enrollment and donor engagement.</i></p>	PARTICIPANTS <p>How many participants will be recruited? What are their key characteristics?</p> <p>5-6 participants will be recruited. -Age range: 18-28 years -Interest in skill development or Ayurveda training -Mix of urban and rural backgrounds</p>
PROCEDURE <p>What are the main steps in the test procedure?</p>	EQUIPMENT <p>What equipment is required? How will you record the data? <i>Participants will need a laptop/desktop with internet access. The test will be conducted via Zoom, with screen sharing enabled. Data will be recorded using Zoom's recording feature and note-taking by the facilitator</i></p> TEST TASKS <ul style="list-style-type: none">Find information about Santhigiri Skill Institute's mission and visionLocate success stories or testimonials from past studentsAccess the course materials for your current module
	RESPONSIBILITIES <p>Who is involved in the test and what are their responsibilities?</p> <p>Akhil:</p> <ul style="list-style-type: none">Participant recruitmentTest facilitationData collection and analysisReport writing LOCATION & DATES <p>Where and when will the test take place? When and how will the results be shared?</p> <p>When: Oct 28th Where: At Home Test: A zoom call link would be shared across for each participant</p>

Results

Test Plan

The following is the test plan used for usability testing No of participants: 05

PARTICIPANTS		Details about the participants.				
ID *	Profile / Persona *	Description	Preferences	Test location	Device	Equipment / tool
1	Aasritha Devi	22, Female, Undergraduate Student	Explore course offerings, check pricing, learn about job placement assistance	Home (Remote)	Laptop (Windows)	Zoom
2	Vinod Kumar	26, Male, IT Professional	Detailed course curricula, instructor qualifications, online learning options	Office (Remote)	Desktop (Windows)	Zoom
3	Aasritha Devi	30, Female, NGO Worker	Learn about the institute's mission, impact stories, donation process	Home (In-Person)	Tablet (iPad)	In-Person
4	Razak Shaik	28, Male, Former Retail Manager	Explore diverse course options, understand job prospects, alumni success stories	Home (Remote)	Smartphone (Android)	Zoom
5	Aasritha Devi	45, Female, School Teacher	Short-term courses, flexible learning schedules, instructor credentials	Home (Remote)	Laptop (Macbook)	In-Person

Results

Think Aloud Highlights

1	"I'm struggling to find detailed information about this course. Where's the curriculum and duration?"
2	"The pricing information is not where I expected it to be. Why isn't it prominently displayed on the course page?"
3	"I can see the institute's name, but where's the 'Mission' section? It should be easier to find."
4	"This donation process is confusing. Why are there so many steps? It should be simpler."
5	"I'm enrolled in a course, but where do I access my course materials? There's no obvious student portal or login area."

What data was collected:

1. What do participants think of the tasks? What are their reactions and thoughts?
2. How are users navigating through the website? Are they stuck somewhere or are they spending too much time figuring out certain things?
3. What motivates users to keep staying on the website and how could this be achieved through the design?
4. Did the users face surprising experiences while going through the website?
5. Are the users expecting any specific features to be included?
6. Did the user face any issues or confusion due to the UI/Visual Design of the website?

Recommendations

Issues

USABILITY ISSUES (Participant behavior)					PARTICIPANT FOR WHOM THE ISSUE OCCURED							
ID	Where (scope)	What (Task)	Issue description	Type	p1	p2	p3	p4	p5	p6	p7	p8
1	Functionality	Enroll/Book	Lack of a prominent "Book Service" option on the homepage	Strong Suggestion	1	1	1	1				
2	Visual Design	Enroll/Book	Enroll option in calendar view not easily discoverable	Major Issue		1	1	1				
3	Navigation	Service Pricing	Confusion between "Enroll" and "Services" menu options	Minor Issue	1	1	1	1	1			
4	Visual Design	Enroll/Book	Absence of clear "Book Service" button on service pages	Major Issue	1		1	1				
5	Content	Course Details	Lack of easily accessible detailed course information	Major Issue	1	1		1	1			
6	Functionality	Donation Process	Complicated or unclear donation process	Blocker Issue	1	1		1	1			
7	Content	Testimonials	Limited impact of text-only testimonials	Suggestion	1	1	1	1	1			
8	Content	Organization Info	Difficulty finding comprehensive organizational details	Minor Issue	1	1	1		1			
9	Usability	Services List	Difficulty in finding detailed information about individual services	Strong Suggestion	1	1		1	1			
10	Information Hier	Course Details	Course or program details are not easily accessible from the main navigation	Minor Issue		1		1		1		
11	Content	Service Pricing	Lack of clear and upfront pricing information for services	Major Issue	1	1			1			

Recommendations

Solutions

- Add a visually distinct "Book a Service" button in the top right corner of the header. Ensure it remains visible across all pages for consistent and easy access.
- Add a clear "Enroll" or "Book Now" button next to each event in the calendar view. Implement a subtle hover effect to draw attention to the action without disrupting the calendar's visual hierarchy.
- Rename menu items for clarity, e.g., "Courses" instead of "Enroll" and "Our Services" instead of "Services". Add descriptive tooltips to menu items explaining their purpose.
- Add a prominent "Book Now" button at the top of each service page. Use a contrasting color that aligns with the brand guidelines to make it stand out.
- Create an expandable "Course Details" section on each course page. Include key information such as duration, prerequisites, and learning outcomes.
- Simplify the donation form by reducing the number of required fields. Add a "Quick Donate" option with preset amounts for easy one-click donations.
- Include photos or videos alongside testimonials to increase credibility and engagement. Create a dedicated testimonials page with filtering options by service or course.
- Add an "About Us" link in the main navigation with dropdown options for different aspects of the organization. Create a comprehensive FAQ page addressing common questions about the organization.
- Implement a search function with filters for services, courses, and programs. Create individual landing pages for each service with detailed information and clear CTAs.
- Add a "Courses & Programs" dropdown in the main navigation with categories and popular options. Implement a mega menu for easy access to all courses and programs from any page.
- Display pricing information prominently on service pages and in search results. Create a comprehensive pricing page with comparison tables for different services or tiers.

Solution Designs

Existing Designs

If you give a man a fish, you feed him for a day.
If you teach a man to fish, you feed him for a lifetime.
- Lao Tzu

Donation

Don't Let Poverty Destroy Someone's Dreams

1. Donation 2. Personal Info 3. Payment 4. Finish

Meal @ ₹ 5400 No. of students: 0 Total Amount: ₹ 0

Accommodation @ ₹ 18800 No. of students: 0 Total Amount: ₹ 0

Tuition Fees @ ₹ 46300 No. of students: 0 Total Amount: ₹ 0

* For 6 months course

General Donation (Uniform, Stationary, Transport etc)

Note : The donation will be charged in INR. You will see this INR value in your receipt and the payment screen.

Grand Total: ₹ 0

Next

Updated Designs

**Invest in Skills, Today
Reap a lifetime of
opportunities, Tomorrow**

Ignite Dreams, Eradicate Unemployment: Inspiring Hope through Nanma Skill Programme (Under Vision and Mission)

Search for a course...

Donate

Donate Now

Don't Let Poverty Destroy Someone's Dreams

One Time Monthly

10 RS 20 RS 50 RS 100 RS 200 RS 500 RS Any Other Amount

Choose Payment

VISA G Pay PhonePe PAYTM MasterCard

Name: _____

Email: _____

Donate

Solution

Newly Added Screens

	Home About Gallery Recruitments Courses	Enroll Now
<h2>Courses</h2> <p>Choose from our 1000+ courses</p>		
	<p>★★★★★ 4.5k It Statistics Data Science And Business Analytics</p>	
	<p>★★★★★ 3k User Experience Design & User Interface Design</p>	
	<p>★★★★★ 4.5k Google IT Automation With Python</p>	
	<p>View Details</p>	<p>INR 500</p>
	<p>View Details</p>	<p>INR 1500</p>
	<p>View Details</p>	<p>INR 800</p>
	<p>★★★★★ 4.5k Hadoop Platform And Application Framework</p>	
	<p>★★★★★ 3k Big Data Analysis With Scala And Spark</p>	
	<p>★★★★★ 4.5k Building Big Data Pipelines On Google Cloud</p>	
	<p>View Details</p>	<p>INR 500</p>
	<p>View Details</p>	<p>INR 1500</p>
	<p>View Details</p>	<p>INR 800</p>
	<p>★★★★★ 4.5k Foundations For Big Data Analysis</p>	
	<p>★★★★★ 4.5k Managing Big Data In Clusters And Cloud Storage</p>	
	<p>★★★★★ 4.5k Data Systems, Data Ingestion And Processing</p>	
	<p>View Details</p>	<p>INR 500</p>
	<p>View Details</p>	<p>INR 1500</p>
	<p>View Details</p>	<p>INR 800</p>



HOME About us Gallery Placements Courses

Home

Courses > Course Details

Courses

Choose from our 1000+ courses



IT statistics data science and Business analysis

INR 500

29-day money - back guarantee

Enroll

Course Details

★★★★★ 4.5k

IT statistics data science and Business analysis

1 Lesson 10 16h 50m 20+ Students

 Samatha

The IT, Statistics, Data Science, and Business Analysis course is a comprehensive program designed to prepare learners for success in today's data-driven world. This course covers essential aspects of information technology, statistical analysis, data science, and business analytics, providing a solid foundation for professional expertise and business success. Participants will gain practical experience in IT infrastructure, databases, cloud computing, and software tools critical for managing and analyzing data. They will also explore statistical concepts such as probability, regression analysis, and hypothesis testing, learning how to interpret and visualize data effectively.

The program delves into data science techniques, including machine learning algorithms, data mining, and big data frameworks, with hands-on training using tools like Python, R, and SQL. Participants learn how to analyze complex data sets, focusing on identifying business challenges, designing solutions, and making data-driven decisions. Tools such as Power BI, Tableau, and Excel are introduced for creating impactful reports and visualizations.

By the end of the course, participants will be equipped to apply IT and statistical methods, utilize data science tools, and perform comprehensive business analyses to address real-world problems. This program is ideal for applying data analysis, IT professionals, business managers, and recent graduates looking to build or advance their career in the field. Whether you're interested in data science, business intelligence applications, the course ensures participants are ready to meet the challenges of the modern business landscape.

★★★★★
"Lorum ipsum dolor sit amet, ete, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

 Ellen Pereira

★★★★★
"Lorum ipsum dolor sit amet, ete, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

 Kathy Baldwin

★★★★★
"Lorum ipsum dolor sit amet, ete, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

 Eliza Broad

A screenshot of a website showing a course calendar overlay. The overlay has a white background and a close button 'X' in the top right corner. At the top left, it says 'Course Calendar'. Below that, a sub-instruction reads 'Select the session you want to attend by clicking on the calendar blocks shown below'. The calendar itself is for October, with days from 29 to 31 in blue, 1-5 in light blue, 6-12 in grey, 13-14 in red, 15-19 in pink, 20-26 in light grey, and 27-31 in orange. Each day cell contains a small 'Session 1 Start' or 'Session 2 End' label. The main website content visible behind the overlay includes a logo at the top left, a navigation bar with 'Home', 'About us', 'Gallery', 'Placements', and 'Contact Us', and a 'Donate' button in the top right. Below the header, there's a 'Courses' section with a 'Course Details' link, followed by a large 'Course' heading and a 'Choose from...' dropdown. On the left, there's a thumbnail for 'Digital Marketing' and a rating of 4.5 stars. At the bottom, there's a course summary: 'IT student', 'Business analysis', 'Lesson 10', '19h 30m', 'Students 20+', and a user profile for 'Samantha'.

 **Santigiri**

Battling a sustainable future by
empowering young minds.

Explore Us

- About Us
- Address
- Meetments
- Courses
- Admissions
- Contact Us

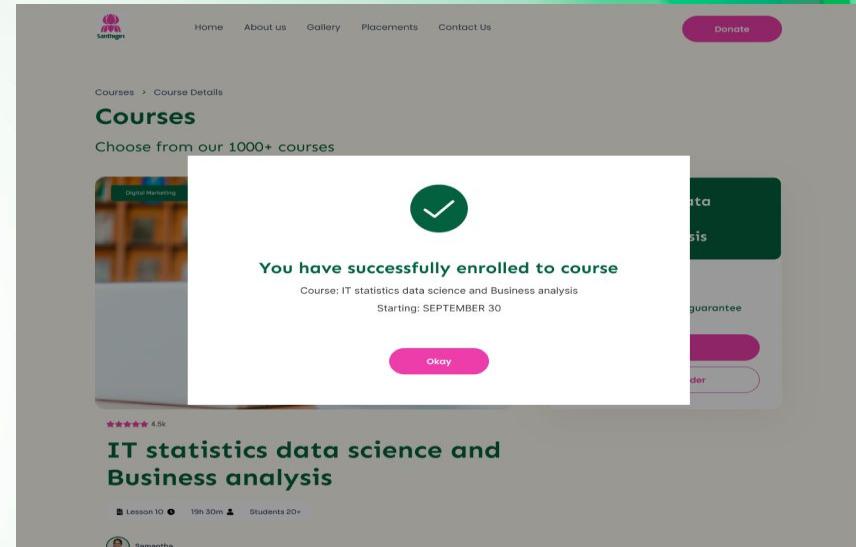
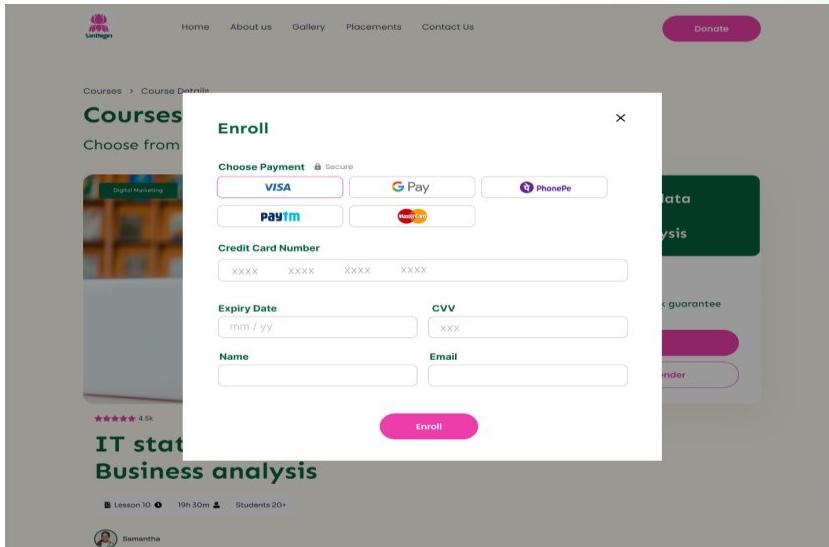
Contact

- Call: 9881484849
- Email: info@santigiri.org
- Address: No. 236/2, Sector-1,
Pimpri Chinchwad, Pune - 411057
- Mon - Fri / 9:00AM - 7:00PM

[Facebook](#) [Twitter](#) [Instagram](#)

Solution

Newly Added Screens



Conclusion

The redesigned website now effectively communicates the program's vision, achievements, and impact. By highlighting these key aspects, the Nanma Skill Development Initiative is better positioned to attract potential participants, partners, and donors. The improved user experience and clear presentation of information could lead to increased engagement, higher enrollment rates, and potentially more funding opportunities. This redesign not only enhances the organization's online presence but also strengthens its ability to fulfill its mission of empowering youth and transforming lives through skill development.

Future work:

Next, I would test the prototype on the users and get their feedback and the again work on another iteration resolving the issues until the product is completely perfect!