

**PG Laboratory - V**  
**User Experience Design Lab**  
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**Roll Number: 2019430001**

### **Experiment No. 4**

#### **Aim:**

Evaluate the product based on user experience principles and give suggestions for improvement.  
Explain the usability testing process for the same.

#### **User Experience Principles:**

At the core of UX is ensuring that users find value in what you are providing to them. Peter Morville represents this through his User Experience Honeycomb.



He notes that in order for there to be a meaningful and valuable user experience, information must be:

- Useful: Your content should be original and fulfill a need
- Usable: Site must be easy to use
- Desirable: Image, identity, brand, and other design elements are used to evoke emotion and appreciation

- Findable: Content needs to be navigable and locatable onsite and offsite
- Accessible: Content needs to be accessible to people with disabilities
- Credible: Users must trust and believe what you tell them

## Analysis of Case Study:

Website : Mumbai University

### About Mumbai University :

The University of Mumbai (known earlier as University of Bombay) is one of the oldest and premier Universities in India. It was established in 1857 consequent upon “Wood’s Education Dispatch”, and it is one amongst the first three Universities in India. As a sequel to the change in the name of the city from Bombay to Mumbai, the name of the University has been changed from “University of Bombay” to “University of Mumbai”, vide notification issued by the Government of Maharashtra and published in the Government Gazette dated 4th September, 1996. The University was accorded 5 star status in 2001 & ‘A’ grade status in April 2012 by the National Assessment and Accreditation Council (NAAC).

### Home Page :

Useful Ux Principle : As the website loads we can see no of pages are linked in the navbar which can be used to navigate to other pages.

Findable Ux Principle : A search bar is provided in navbar to easily search anything on the website.



Various information is provided like mission, visions, About us and facilities are clearly described

Expt4 - Figma User view Dabbawal museum of UXD 4 Priya UXD 4 Priya Google Docs ues 4 - Google Mumbai U GTmetrix | V

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मुंबई विद्यापीठ  
University of Mumbai

HOME ABOUT US OFFICERS EXAMINATION SECTIONS FACILITIES STUDENTS ACADEMICS GALLERY CONTACT US

THE WORLD UNIVERSITY RANKINGS 81<sup>st</sup> Ranked nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK QS WORLD UNIVERSITY RANKINGS NAAC NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

Empowering Education Through Innovation

About us Vision Mission Organogram

University of Mumbai  
Is one of the oldest and premier Universities in India

mu.ac.in/virtual-tour/

Expt4 - Figma User view Dabbawal museum of UXD 4 Priya UXD 4 Priya Google Docs ues 4 - Google Mumbai U GTmetrix | V

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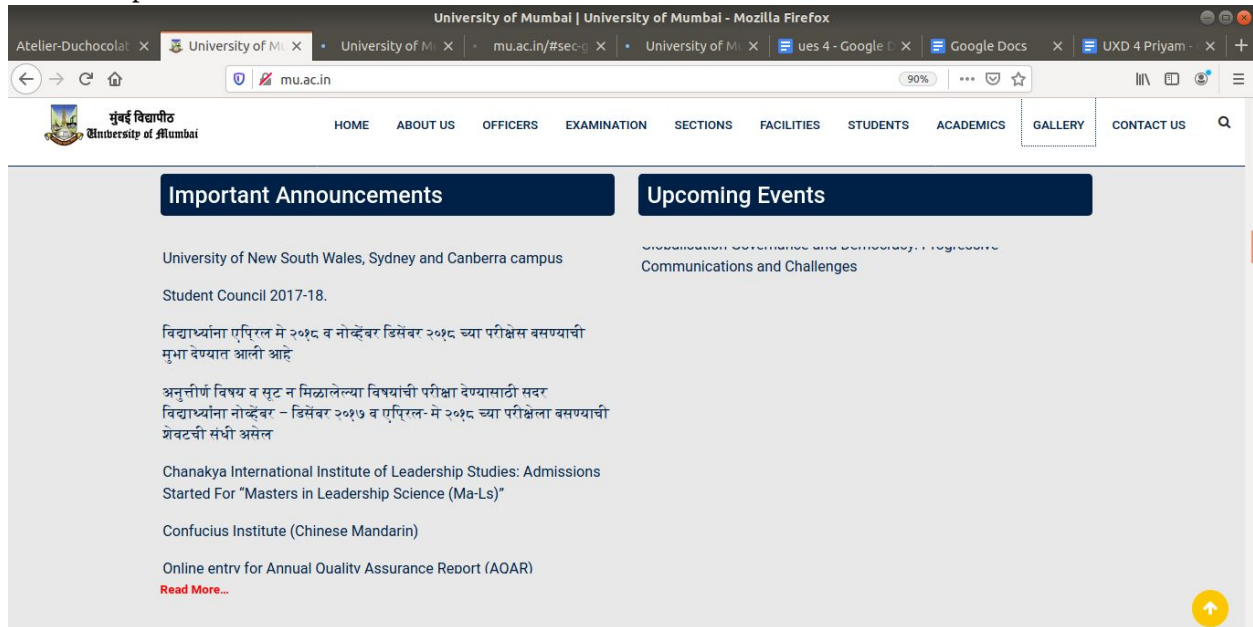
## Our Facilities

ALL CAMPUS REGIONS HEALTH CENTRE HOSTELS LIBRARY SPORTS COMPLEX

Library Gym Khana Hostel Guest House

Cafeteria Sports Complex Virtual Classrooms Campus Regions

**Announcements / Upcoming Events :** This section is very useful for students in order to keep themselves updated.



The screenshot shows the University of Mumbai website in a Mozilla Firefox browser. The navigation bar includes links for HOME, ABOUT US, OFFICERS, EXAMINATION, SECTIONS, FACILITIES, STUDENTS, ACADEMICS, GALLERY, and CONTACT US. The 'Important Announcements' section lists several updates, including the University of New South Wales campus, Student Council 2017-18, exam schedules for April and November, Chanakya International Institute of Leadership Studies admissions, Confucius Institute (Chinese Mandarin), and online entry for the Annual Quality Assurance Report (AQAR). The 'Upcoming Events' section is partially visible, mentioning a symposium on governance and democracy.

**Important Announcements**

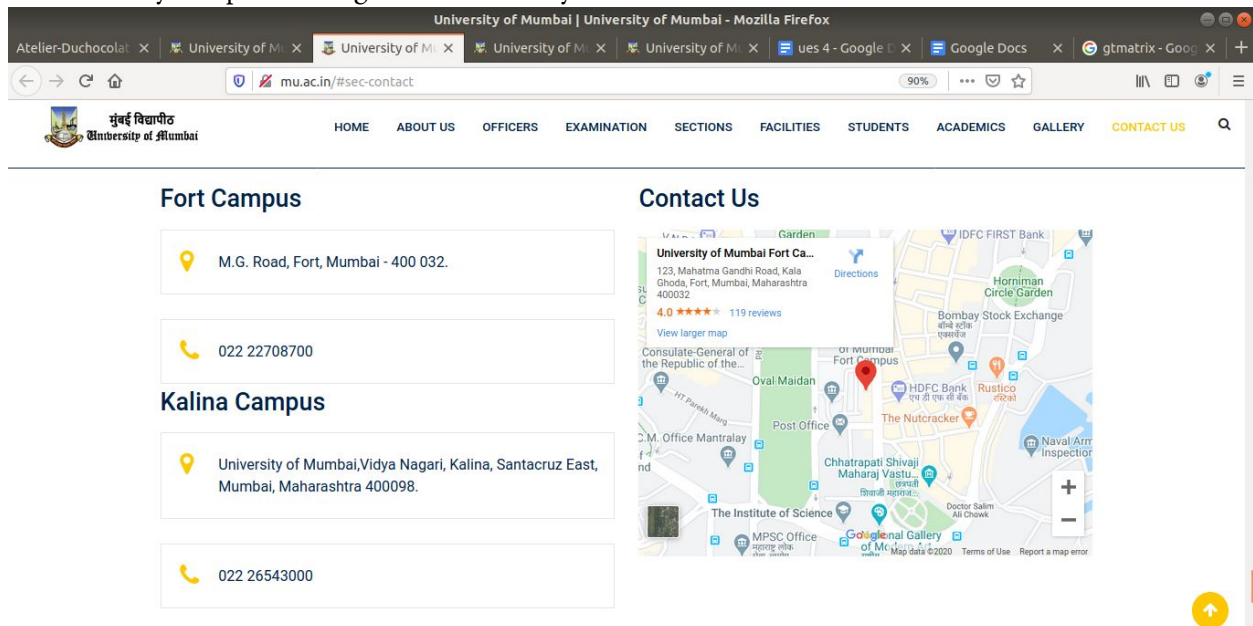
- University of New South Wales, Sydney and Canberra campus
- Student Council 2017-18.
- विद्यार्थ्यांना एप्रिल मे २०१८ व नोव्हेंबर डिसेंबर २०१८ च्या परीक्षेस बसण्याची मुभा देण्यात आली आहे
- अनुत्तीर्ण विषय व सुट न मिळालेल्या विषयांची परीक्षा देण्यासाठी सदर विद्यार्थ्यांना नोव्हेंबर - डिसेंबर २०१७ व एप्रिल-मे २०१८ च्या परीक्षेला बसण्याची श्रेयटीची संधी असल
- Chanakya International Institute of Leadership Studies: Admissions Started For "Masters in Leadership Science (Ma-Ls)"
- Confucius Institute (Chinese Mandarin)
- Online entry for Annual Quality Assurance Report (AQAR)
- [Read More...](#)

**Upcoming Events**

- Symposium on Governance and Democracy: Progress, Communications and Challenges

## Contact Us :

Address of university and contact no is given if there is any inquiry so students can be easily contact the university. Maps are also given to avoid any kind of confusion.



The screenshot shows the 'Contact Us' page of the University of Mumbai. It provides contact information for two campuses: Fort Campus and Kalina Campus. The Fort Campus address is M.G. Road, Fort, Mumbai - 400 032, with a phone number 022 22708700. The Kalina Campus address is University of Mumbai, Vidya Nagari, Kalina, Santacruz East, Mumbai, Maharashtra 400098, with a phone number 022 26543000. A map of the Fort Campus area is also displayed, showing the university's location relative to landmarks like the Bombay Stock Exchange and the Consulate-General of the Republic of India.

**Fort Campus**

- M.G. Road, Fort, Mumbai - 400 032.
- 022 22708700

**Kalina Campus**

- University of Mumbai, Vidya Nagari, Kalina, Santacruz East, Mumbai, Maharashtra 400098.
- 022 26543000

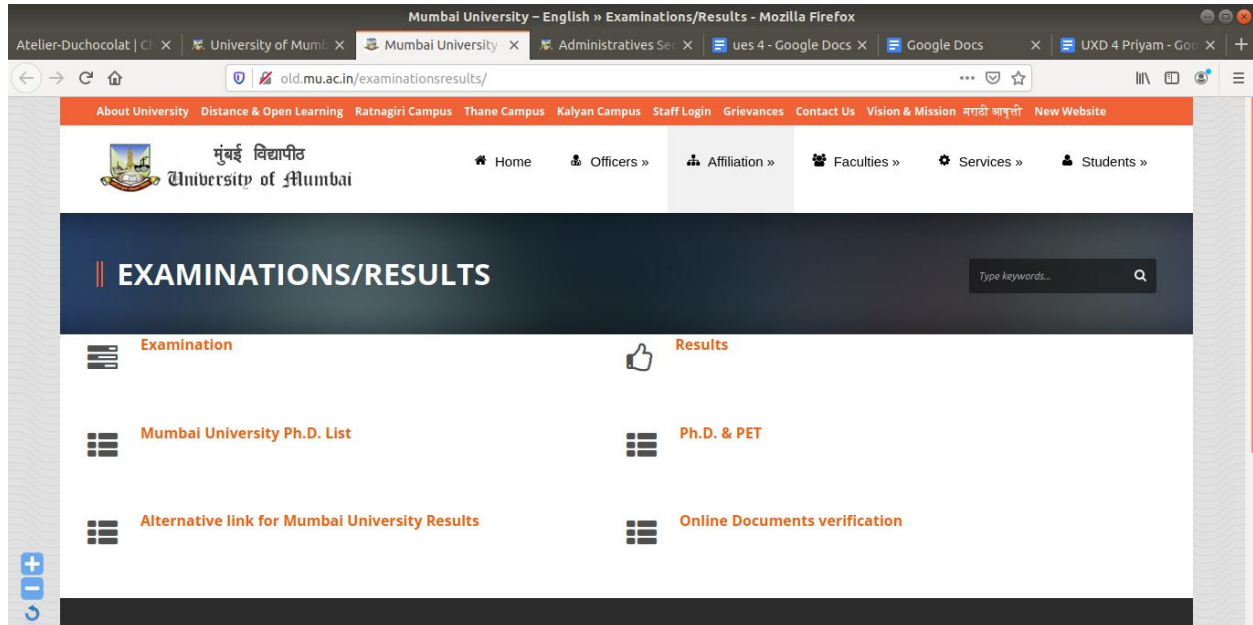
**Contact Us**

Map showing the location of the University of Mumbai Fort Campus (123, Mahatma Gandhi Road, Kala Ghoda, Fort, Mumbai, Maharashtra 400032) and the Kalina Campus (Vidya Nagari, Kalina, Santacruz East, Mumbai, Maharashtra 400098).



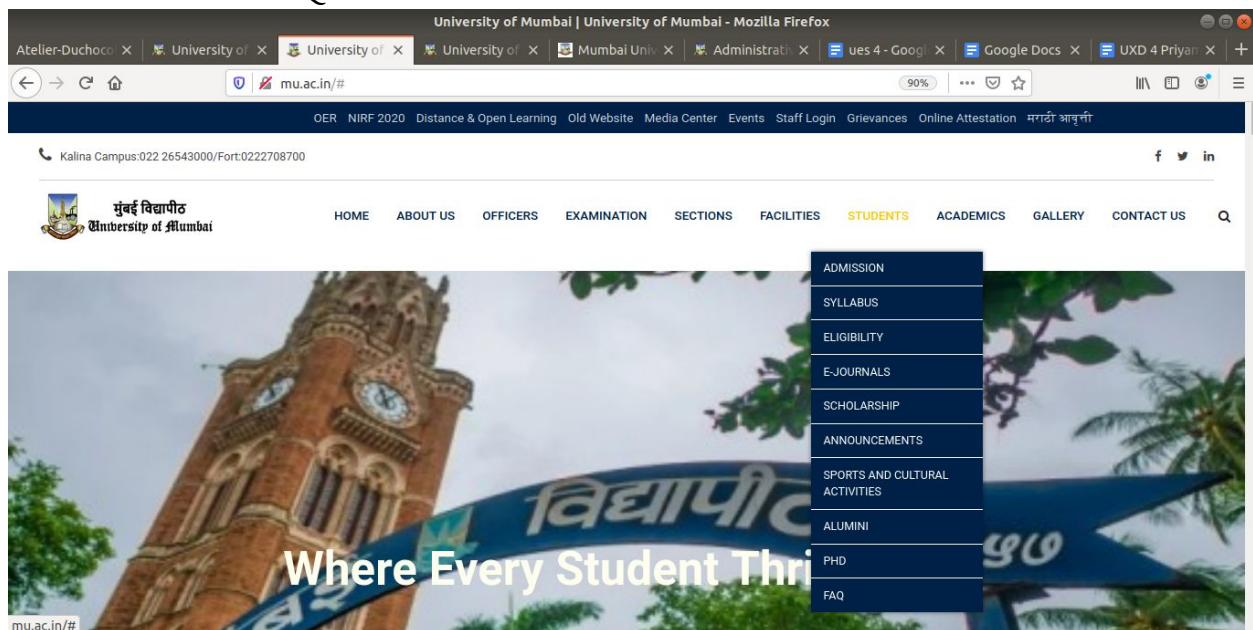
## Exam/Results :

All the information related exams and results are provided here.



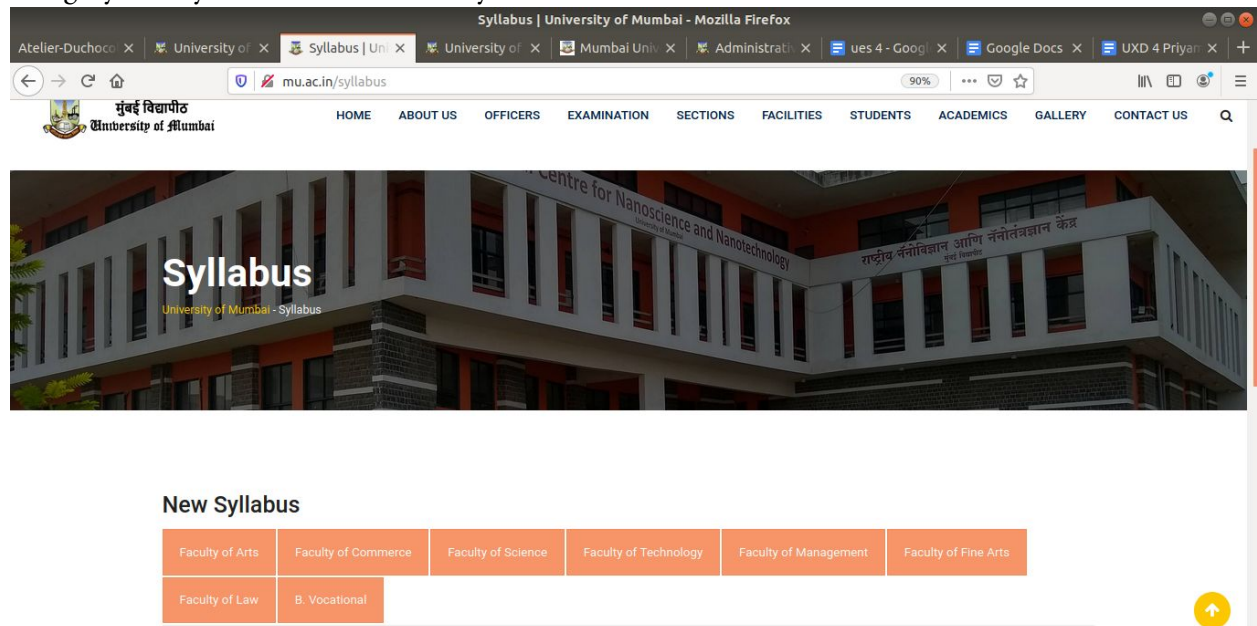
## Students :

In this section all information related to students are provide like admission, syllabus, scholarship, announcements and FAQ etc



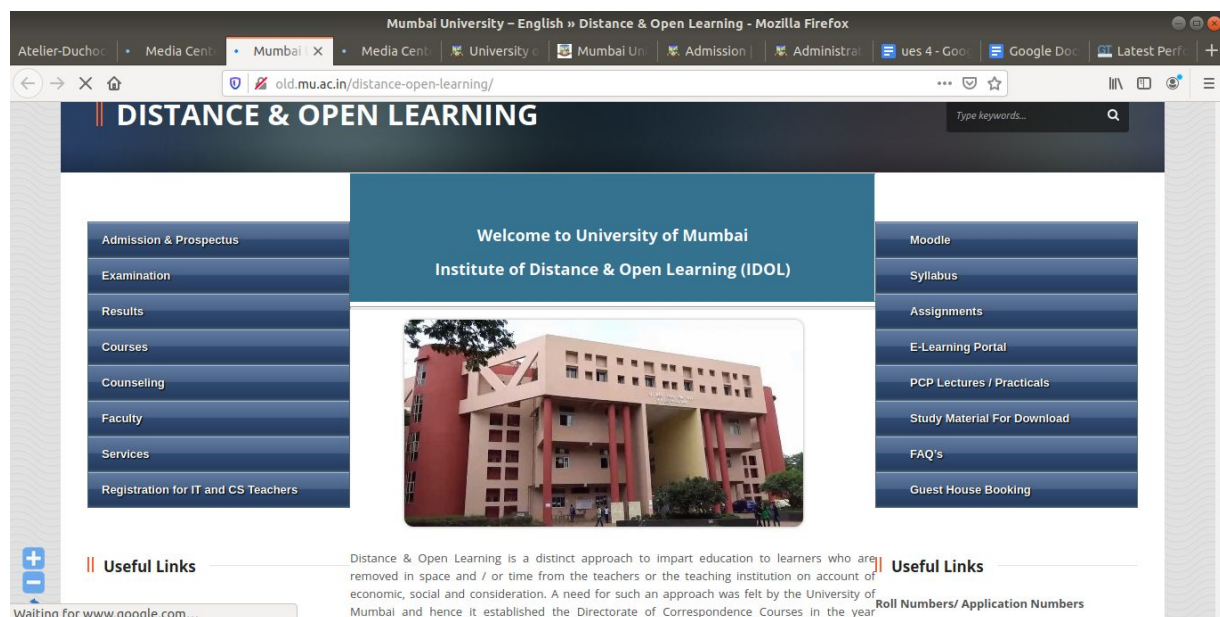
## Syllabus :

Category wise syllabus is shown for easy and fast access.



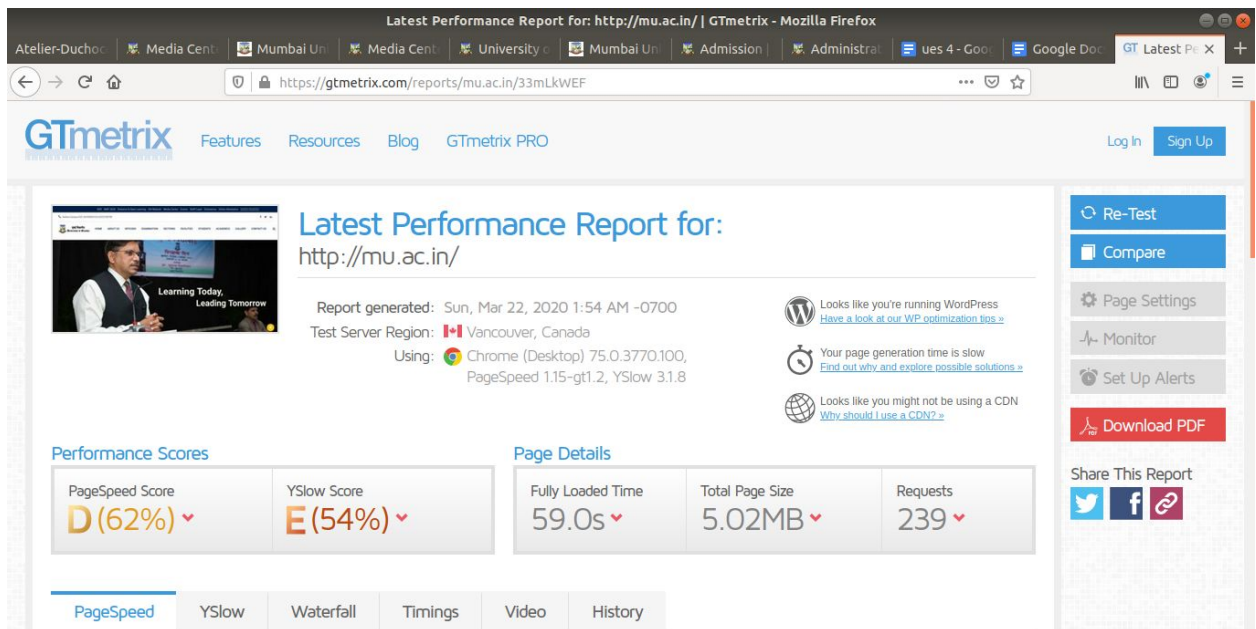
## Distance and Open Learning :

Distance & Open Learning is a distinct approach to impart education to learners who are removed in space and / or time from the teachers or the teaching institution on account of economic, social and consideration



## Improvement Suggestion:

1. Inconsistency can be observed in whole website like navbar is not consistent in all webpages, different favicon is used in different webpage. Element layout of both pages Distance and open learning and main home page are different which feels like they are two different websites.
2. Email should be given in About Us section.
3. Newsletters are a great form of marketing and an easy way to reach users which should be given in footer.
4. Usability is compromised, instead of left and right navigation top navbar should be given. In Distance and Open Learning there should be some paddings between all elements.
5. There should be provision of local language support, for example, Marathi and Hindi.
6. Optimization and performance of the website is not good. Gtsscore of the website is very bad. It takes 59 sec to fully loading the website which should be 5-10 sec not more than that. There are some technical issues mentioned in the photo which can increase the performance of the website.



Latest Performance Report for: http://mu.ac.in/ | GTmetrix - Mozilla Firefox

Atelier-Duchoc | Media Cent | Mumbai Uni | Media Cent | University | Mumbai Uni | Admission | Administrat | ues 4 - Go | Google Doc | GT Latest Pe X

https://gtmetrix.com/reports/mu.ac.in/33mLkWEF

RECOMMENDATION	GRADE	TYPE	PRIORITY
Enable compression	F (0)	SERVER	HIGH
Serve scaled images	F (5)	IMAGES	HIGH
Optimize images	F (9)	IMAGES	HIGH
Serve resources from a consistent URL	F (6)	CONTENT	HIGH
Inline small CSS	D (88)	CSS	HIGH
Defer parsing of JavaScript	D (83)	JS	HIGH
Leverage browser caching	D (87)	SERVER	HIGH
Minify JavaScript	C (72)	JS	HIGH
Inline small JavaScript	C (75)	JS	HIGH
Minimize redirects	B (83)	CONTENT	HIGH
Minify CSS	B (88)	CSS	HIGH
Specify a cache validator	A (96)	SERVER	HIGH
Minify HTML	A (99)	CONTENT	LOW
Specify image dimensions	A (99)	IMAGES	MEDIUM
Specify a character set early	A (99)	CONTENT	MEDIUM

**What do my scores mean?**

**Rules are sorted in order of impact upon score**  
Optimizing rules at the top of the list can greatly improve your overall score.

**Not every recommendation will apply to your page**  
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

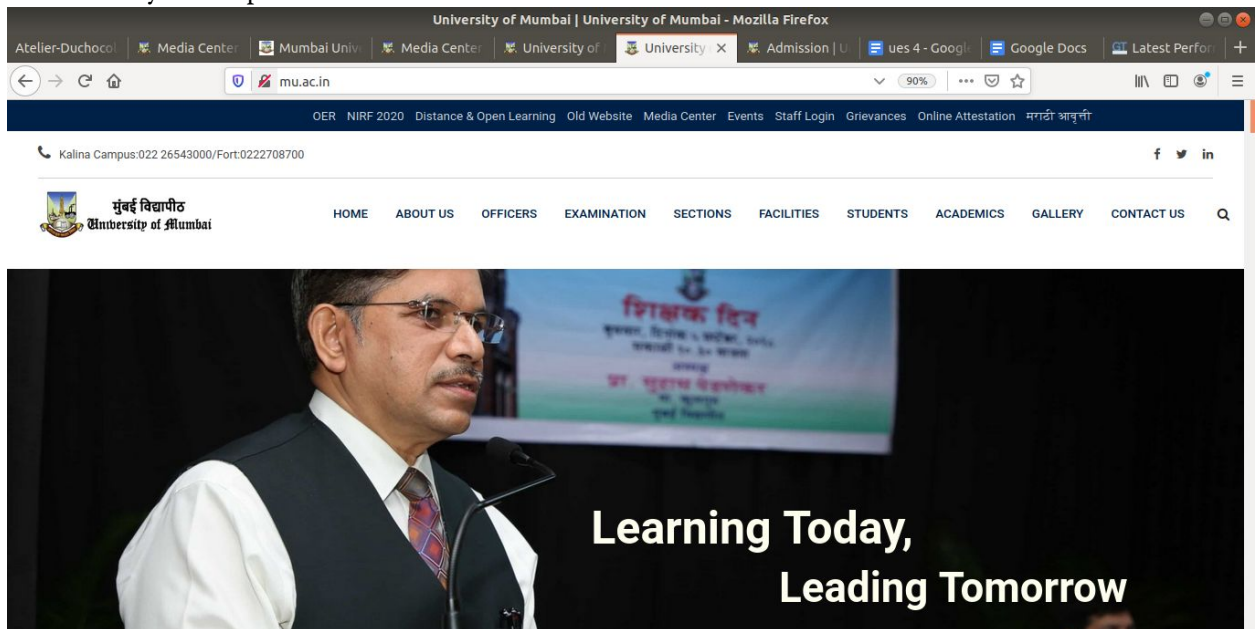
[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

**Need optimization help?**

Read our [how to guides](#) and [optimization explained articles](#) for additional direction on improving your page performance.

Want an expert to help you with optimization? We can recommend partners to further assist you with optimizing your site. [Contact us](#) and we'll point you in the right direction.

7. User security is compromised, no ssh certificate is used.



## Conclusion:

Thus, I performed an in-depth study of the Mumbai University website from user experience point of view and suggested a few improvements to it.



