6-1

In this page the website provide the title, so users can figure out where they are in. However, there is no information about which category the page belongs to. The problem also confuses users notice what other options they might have on the same category. We found the problem is caused by lack of navigation bar on the menu. To initially solve this problem, we recommend having a drop down navigation menu or simply highlight, bold or underline the menu button on the menu bar

6-2

When users move from a page to its sub-page; for example, ‘Current Student’ page to ‘Fast Facts,’ the menu bar replaces its contents. Thus, there is no way users can figure how they get there, and how they can get out to the previous page without clicking ‘undo.’ In general, web sites do not replace its menu bars on the same position, but add another sub-menu under the existing one for preventing users get confused, in this site, the whole contents of the menu I clicked, are changed. We recommend having a sub-menu to fix this problem.

7-1

This website, shows the all the sub-categories under the higher-level menu (figure1). It seems little messy, yet it is efficient. For example, when we tried to go to page that contains ‘Study Abroad,’ we only needed one single click to ‘Current Student’ form ‘Home.’ Since the site-map like ‘Current Student’ shows that ‘Study Abroad’ is located under the ‘Academic Programs.’ It saves users time a lot, and reduces useless clicking to check other menus if they have the goal contents. We found that in order to go to ‘Study Abroad’ page on UCSD website we needed to follow four pathways ‘Current,’ ‘Student Life,’ ‘International,’ and finally ‘Program Abroad.’ Plus, we experienced that we clicked other menus such as ‘Academics’ and ‘Department & Programs’ to check it they contain the contents.

7-2

Side bar is one of the most powerful option that makes using website more efficient. However, we found the side menu of this web site has a big problem. Firstly we need to think about the main function of the side in most websites. The side bar menu is the one that have the longest appearing time in most website. When users surf website from one page to another, they firstly check the side bar, because that is always there no matter which page they are in.

In this website they put the very basic menus such as ‘Prospective Students,’ ‘Current Students,’ ‘Alumni,’ ‘Visitors,’ so on. However, from the users point of view, only one of the menus is fit with them. For example, for the current students, ‘perspective students’ menus or ‘visitors’ menus are just useless information most of time. In other word, after a user click and entered current student menu, the user no longer needs to have the side bar menu.

Thus, appearing such menus on the side for whole time on the website is wasting the place that can be used much more effectively. We recommend having a drop down menu of the Current page.

4-1

The UL website has a clear example against consistency. For the users, this website is like a maze. Clicking ‘Student Life’ button and ‘Current Student’ brings users to the exactly same page whether or not they expected. Furthermore, there is a menu, called ‘Academic Affairs,’ in the ‘Student Life’ page. And the ‘Academic Affairs’ page is exactly the same as the page follows the menu button ‘Academic.’ Thus, users can move from ‘Student life’ to ‘Academics’ via ‘Current Student.’

Which means

Student life = Current Student,

|

Academic Affairs = Academics

Yet the main menu, Academics and Student Life is on the same level of category.