

Peer Evaluation InclusiveVT Website

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Peer Review Summary

Welcome to the peer review for InclusiveVT! “The Interns” group will be evaluating this website objectively from many perspectives. The “Quality Evaluation” of this peer review covers the technical aspects of the website’s content, accuracy, completeness, clarity, style, completeness, organization, retrievability, visual effectiveness and design. The level of quality evaluation is assessed using the rubrics from Developing Quality Technical Information. The “Usability” section covers the way the content would be viewed from the perspective of a student. The “Usability” section will verify the usability from a student’s perspective. This peer review closes with a suggestion of improvements that will assist the InclusiveVT group's ability to craft a more refined version of their content.

Chapter 1

Peer Evaluation

Topics:

- [Quality Evaluation](#)
- [Usability Evaluation](#)
- [Recommendations for Improvement](#)
- [Conclusion](#)

Introduction to the InclusiveVT website evaluation

InclusiveVT is Virginia Tech's commitment to advancing inclusion and diversity efforts on campus, which builds upon the university's motto of *Ut Prosim*.

The website has four main tabs: "Home," "For Students," "For Faculty and Staff," and "For Alumni." The pages included on the homepage include several pages, describing what InclusiveVT is, providing a message from the VP of Strategic Affairs, and detailing upcoming events, news, and announcements.

The other tabs break down InclusiveVT for each audience: students, faculty/staff, and alumni. Each of these pages covers how the audience can get involved with the Virginia Tech's commitment to diversity and inclusivity on campus. The student pages reiterate the commitment and describe ways students can get involved with it, such as attending events, taking online courses, or supporting the cause. The faculty/staff pages also detail available workshops, classes, and programs. The alumni pages focus on events, mentorship programs, board positions, and local events.

Our team will evaluate the InclusiveVT website based on quality and usability, as well as recommend areas for improvement.

Quality Evaluation

This evaluation is based on the rubric located in Appendix A of Developing Quality Technical Information.

Task Orientation

Although the site does provide a great deal of information, it failed to include any task topics. The site does not inform the user how to become involved in InclusiveVT. It would have been helpful if there was a task topic titled "How to Become Involved". Although InclusiveVT is meant to be mainly informative, a few task topics would have been helpful.

Accuracy

The subjects seem to be well-researched, accurate and informative.

Completeness

As a whole, the site appears to be complete, but it could be improved with task topics. Currently, the site mainly consists of information about events and concepts. Tasks would make the site more complete by allowing the user to use the site based on their needs and interests.

Clarity

The content is concise and easy to understand.

Concreteness

The language is appropriate for the targeted audiences.

Style

Some of the content is a bit dry, but overall is appropriate for the audience. The overall tone of the site is informative yet casual, and captures the essence of InclusiveVT well.

Organization

The site is organized very well and is easy for the user to navigate. The use of Navtitle is appropriate and effective.

Retrievability

Searching for specific information is easy to do on the site.

Visual Effectiveness

The site could improve as far as visuals. Include more images to appeal to the user.

Usability Evaluation

This is an evaluation of the usability of the InclusiveVT webhelp from a student's perspective.

Strengths

- **Authoring Content:** Dividing the content for student, faculty, and alumni was a smart decision so that those individuals know immediately where to direct their attention on the site. These are great filters for your personas.
- **Flow of Navigation:** The navigation menu moved from general to specific from left to right and top to bottom. This helped with engagement since website users typically click and read left to right.

Opportunities for Improvement

- **Formatting:** While there was a lot of relevant information there could have been more formatting to help break up large blocks of text and help students navigate the content. Creating bold headers, italicizing quotes, or bulleting information when possible would improve readability.
- **Navigation Titles:** Creating more general navigation titles may help to improve usability of the site for students who are unfamiliar with InclusiveVT. This was done well in the "Home" tab with general titles like *About us*, *Events*, and *Announcements* but it could have been carried over into the "For Students" tab. For example, under this tab it could say "Events" or "Programs" followed by a list of related programs like DiversityEdu because students may not click on a title that they're not familiar with.
- **Links** Incorporating links to sites or email addresses that are referenced would improve the usability of this web help so that students can be redirected in one click. Hyperlinks in a different color also improves readability and in turn usability since the call to action is more prominent and clear.

Recommendations for Improvement

The inclusive VT website looks well put together with strong topics in the toolbar and mostly informative sections throughout the website. However I feel there is some room for improvement. The events category is kind of dry, instead of just being a bulleted list you could add some information on a few events to inform the reader about the specifics of the event. Similarly the announcements section offers a list of recent announcement, to help improve that page there could be links to the new articles or videos, so the user can gain access to these announcements directly from the page. I would also recommend this for the DiversityEdu page so users can look through the site on their own, and any other sections where an outside source is referenced, for example the social media section in the Strong Together Initiative. In addition to adding links I would recommend adding some more photos to the sections that are lacking in information, this would help with the design of the website and help with the viewers interest in the topic. Overall the website has plenty of information on Inclusive VT and the facets that are involved, but the addition of links and images may help grab the users attention and provide even more information on the different topics.

Conclusion

Final Thoughts

In conclusion, the InclusiveVT website was informative but could use some improvements in regards to organization and retrievability. We enjoyed looking through this project and learning more about InclusiveVT.

