**Milestone 1: Analysis**

**ENSE 471 with Prime Software**

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**January 23, 2019**

**UNIVERSITY OF WATERLOO**

**Future Student Analysis documentation**

* **Utility (perceived usefulness)** - As a future student, my 2 main focuses on entering a university’s website, would be:

i.) to know if know a little about the university and more about the programs offered

ii.) how to apply in to the university

Upon visiting this website, i see immediately that these information is readily accessible to me and i don’t have to dig around menus trying to find the basic things.

* **Usability**
  + Learnability - Website is easy to learn, no new skills had to be learnt in order to operate it
  + Efficiency - Because basic information is readily accessible, it makes using the website highly efficient
  + Memorability - Design of the website looks good and also lively. This helps in the welcoming experience and makes me want to use it more
  + Errors - Just on my basic needs as a Future student which was was highlighted in the Utility analysis, no errors were identified
* **Desirability** - The website looks good and welcoming. It has a good initial impression making the user feel obliged to explore more
* **Complaints** - One of the only gripes i had with my experience was at the “programs” section of the website. It was just a huge pile/list of programs that just went on and on
* **Improvements** - In regards to the program section, i would love to have seen a search engine implemented to have easily typed a program i am interested in and have that searched program pop up in view as opposed to sitting through a pile/long list of programs looking for the one i want
* **Overall Experience** - Despite my complaint above, Overall my experience as a future student was very positive and a really nice experience.

**Current Student Analysis documentation**

* **Utility (perceived usefulness)** - the layout of the website is very helpful and useful. I am immediately presented with a tab that says “current student” and tries to personalize the experience the best suits my needs
* **Usability**
  + **Learnability** - it is not as easy to navigate on first trial, things don’t feel adequately organized at first glance, but after sometime one can get a feel for the layout
  + **Efficiency** - because things don’t seem perfectly organized, it not as efficient moving around
  + **Memorability** - technically after a long use of the website one can begin to develop a muscle memory of things, however on first few instances, it can memorability is not so high
  + **Errors** - navigating the advising section, programs, and upcoming events in school worked just fine and didn’t have any error issues.
* **Desirability** - so far the desirability is a little mixed
* **Complaints** - found it a little difficult to find the advising section, although the search engine built in to the website helped searching for things easier
* **Overall Experience** - overall the experience of the website was a little mixed. The initial impressions were good. The website has a good design and is visually pleasing to use and is immediately tailored to people the target audiences who would visit the website but after the passing through the homepage and going more in depth into sections, it becomes a little bit more difficult to find things, but also the search engine is very useful as well.

**Parent/Friends Analysis documentation**

* **Utility (perceived usefulness)** - very well organized in showing the options the target customers maybe looking for
* **Usability**
  + **Learnability** - very easy to find offered degrees, programs and courses. Easy to learn and get used to
  + **Efficiency** - because the basic information is so easy to find. This increases the efficiency of the users
  + **Memorability** - things are not difficult to find, so memorability of the website for these users is actually quite good
  + **Errors** - no errors were encountered for these users when navigating the site
* **Desirability** - They quite liked the website. It was a desirable one for them
* **Overall Experience -** overall user experience was really positive. The usability and efficiency of the website was very good, thereby translating over to a good user experience.

**University of Alberta**

**Future Student Analysis documentation**

* Utility
  + All needed information in all aspects of school life such as student service, academic resources are listed as block sections with descriptions in one page and easily accessible by only few clicks. Also students can find more information at bottom bar. But if there is a search bar which can be used to find the information you want, it would be more efficient.
* Usability
  + This engineering website is easily to use based on instructions are clearly for whatever users try to find courses, exams schedule, events or any help etc.  All contents are included in top navigation bar. The learnability is quite highly so that users can quickly get used to it.
  + There are no broken links.
* Desirability
  + This website is friendly for users and the overall interface is comfortable.
* Overall Experience
  + Only thing could be better is having drop down menu. Despite of this, overall experience is good because users can easily find exact information directly.

**Future Student Analysis documentation**

* Utility
  + Engineering website section for future students is more straightforward than current student section. At the top of the page, you can type in major that you are interested in. It will show all programs which belongs to that major ordered alphabetically. If you are interested in something, you can easily apply for related applications, book a tour or contact office service etc.
* Usability
  + Future students are definitely able to search information they need. Under each block section, there are quick accessible button can be clicked on.
* Desirability
  + This website organization and contents are clearly enough and welcome to explore. Moreover, looking at each block section description, all short provided text allow you to realize what the exact things you are looking at.
* Overall Experience
  + Overall structure and contents are awesome. The one of drawbacks I discovered is when you go into any detailed contents, a pop-up window will pop up from the bottom of the page. It will ask kind of questions and require a choice of answer. For example, “It seems like you are interested in U of A, would you like to sign up via email to know more about it?” Although it can be ignored by clicking the close icon, in my opinion, it still not a friendly tip. But it depends on personal preference. Maybe it is good help for other people.

**Parents/Friends Analysis documentation**

* Utility
  + The contents of Alumni & Friends are specific. Alumni & Friends are able to apply for kind of awards, update their personal information anytime, find job opportunities in campus and read popular stories happened recently etc. However, all of these information are not organized well. And parents section is not exist.
* Usability
  + Again, organization of contents of the home page is not understandable. Users hard to find some information they need. But inside of the Events content, users can easily overview all events or search by typing keywords.
* Desirability
  + Users might not want to spend more time to find what and where kind of information with the messy contents in the home page of Alumni & Friends.

**Overall Engineering website**

* All possible contents for any users are sufficient. I like the search bar which covered almost the whole engineering website. One thing can be improved is that the drop down menu should be added. That will show all information more straightforward.

**University Of British Columbia**

**Future Students Analysis documentation**

* Utility
  + Some common information that future students would seek includes list of programs offered, admission requirements, scholarship opportunities etc. Each of these information mentioned above is fairly easy to find as a horizontal navigation bar is provided at top containing admission and academic sections.
* Usability:
  + Learnability: The website is easy to use, has good learnability from user’s perspective and provides adequate quality of content for future students i.e academics, admission applications, tuition and scholarships, co-op and internship programs etc.
  + Efficiency: Contains a simple and consistent design which increases the efficiency of website.
  + Memorability: Future students can easily access the required admission and academic information. Therefore, it has higher memorability.
* Errors -No errors or broken links were found.
* Desirability: Contains a consistent and organized website design with multiple graphics and videos. Therefore, the creative and engaging design structure is quiet desirable by future students.
* Overall Experience: Students did not have difficulty while using the site. Website provides a user-friendly environment for future students.Sometimes it might be confusing for students to choose between the Admission and Academic navigation.

**Current Students Analysis documentation**

* Utility: Currently students usually used their faculty websites to look for academic schedules, Co-op program, academic advising, etc. Information required by current students can be easily accessed.
* Usability
  + Learnability: Students can usually find the information within two or three click. Horizontal navigation bar provided on the top makes the learning process really easily.
  + Efficiency: Information related to courses and academics is well-organized and effectively put into the site. Therefore, it is really efficient for current students.
  + Memorability: Straightforward design structure and good learnability have also increased the memorability for current students.
  + Errors: Did not experience any missing information or error.
* Desirability: The website structure is desirable for current students. However, huge list of detailed academic schedule for all engineering majors is dumped together on website which might be troublesome for students.
* Overall Experience: Overall students had good experience. The only thing that was criticized by users was the table of academic schedule which was really long and student had to scroll all the way down to search the academic schedule of their program.

**Parents/Friends Analysis documentation**

* Utility: Provides a navigation link at the bottom specifically for parents.About, Life at UBC, News and events and Alumni sections covers all the interesting that parents or other uses might be interested in i.e reunion events, stories and opportunities.
* Usability:
  + Learnability: Does not involve complex navigation structure, so the website is easily learnable.
  + Efficiency: Parents and friends found the website efficient and appealing.
  + Memorability: Users were easily able to navigate back and forth which proves the site contains good memorability.
  + Errors: Website is well maintained and provide an error free environment.
* Desirability: Users were satisfied with their site experience and truly impressed by it. Therefore, it is desirable for parents and public users.
* Overall experience: Provides satisfactory user experience for all targeted users. The website shows well maintenance, good organization and contains strong visual appeal.

**UNIVERSITY OF REGINA**

**Future Student Analysis documentation**

* **Utility** - Under the students sections the differentiation between future students and current students is not clearly separated. When using the new and future link in the quick link drop down its take you to a common zone where all students go to start the entire research process over again. Some common information that the students would seek includes list of programs offered, admission requirements, scholarship opportunities etc. Each of these information mentioned above is fairly easy to find as a vertical navigation bar is there to help navigate
* **Usability**
  + Learnability: For a future students to gather information on the UofR website it is rather simply excluding some redundant links.
  + Efficiency: The site is sufficient enough to get the required task done without too much effort.
  + Memorability: The website is very none exciting. There is one picture on the banner that could be expanded to explore many multimedia solutions.
  + Errors: Some of the information regarding courses offered and descriptions are out of date.
* **Desirability** - This website organization and content is clear enough to explore. When looking at each block section description,  short description text allows you to realize what the exactly you are looking at.
* **Improvements** - Focus on the student workflow and getting the information quickly.

**Current Student Analysis documentation**

* **Utility** - Currently students usually used their faculty websites to look for academic schedules, Co-op program, academic advising, etc. Information required by current students can be easily accessed.
* **Usability**
  + **Learnability** - To find information for a current student was pretty easy. Some restructure of the order of the side navigation is required for an increases in workflow
  + **Efficiency** - I can find most of the information i need from on step off the side menu.
  + **Memorability** - Boring, need to be drastically updated with modern features. The fonts and colors/ borders can be changed to create a more welcoming feeling.
  + **Errors** - None were found
* **Desirability** - The site does not really have anything that is interactive or engaging.
* **Complaints -** The structure of the side menus such as upcoming events and quick links need to be moved. The are limiting the space for information to placed in the middle
* **Improvements -** Restructure the side navigation menu and move the other side menus

**Parent/Friends Analysis documentation**

**Utility** - Parent information does not have its own heading and is four rows down on the engineering homepage. This would be difficult for parents to navigate to if they have a limited understanding of websites.

* **Usability**
  + **Learnability** - The information on the parents and family page is limited and does not provide much insight to their child's education
  + **Efficiency** - For the amount of information provided the site does a good job. If the site had more information a restructure would need to happen.
  + **Memorability** - The website is very unamusing. There is one picture on the banner that could be expanded to explore many multimedia solutions such as fourth year student projects.
  + **Errors** - What is engineering (404 Error), Convocation (404 Error)
* **Desirability** - They found what they needed pretty fast, but said the site needs to be upgrade with more modern features maybe a video or example student projects.

**Overall Experience**

The information on the website covers all the bases for a individual to understand the programs, professors or contact the necessary people to get further information. The site did what is needed to accomplish the task. But the overall feel of the site lacks the features of other engineering websites. With the addition of information and some slight adjustments to the structure the overall experience can be increased.