

# UWB.edu Project

JAAMS 2.0



# Authors and Stakeholders

## Authors

- a. Alicia Weinberg
- b. Ashley Hay
- c. Jesus Moreno
- d. Magd Aladib
- e. Maximillian Coburn
- f. Orpal Nagra
- g. Scott Allenspach

## Stakeholders

- a. Prospective UWB  
Students
- b. Current Students
- c. Faculty
- d. Laura Mansfield

# Study Objectives

**The major research questions addressed are:**

1. How to improve uwb.edu site responsiveness?
2. How to increase uwb.edu usability?
3. How to increase focus on the goal of the website?



# Personas



# Prospective Student



## Sara Smith

**About Me:**  
I am about to graduate from high school and I'm looking for a good college to go to, but I'm dealing with so much right now its hard for me to get myself motivated to apply. The application process is so confusing!

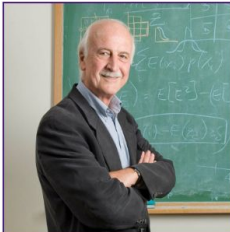
**Goals:**  
Find a good school to go to that minimizes my stress, find a school that holds my values, and find a school that will help my future.

**Facts:**  
Age: 18 | Location: Woodinville, WA | Pronouns: They/Them

**Wants:**  
Explore different career paths | Find a university that values diversity | Values happiness and low stress

**Frustrations:**  
Confused by application processes | Financial concerns

# Teacher



## Dr. Stephan

**About Me:**  
I teach courses at the University of Washington Bothell. I am a full-time, tenured professor and use the university's webpage to access payroll, HR, and benefits information. I have accessibility concerns because of deteriorating vision and motor control in my wrists.

**Goals:**  
An accessible experience with the University of Washington's webpage.

**Facts:**  
Age: 61 | Location: Bothell, WA | Pronouns: He/Him

**Wants:**  
Navigate to faculty portals | Access payroll & benefits information | Reserve rooms for class meetings

**Frustrations:**  
Small text makes website hard to use | Cluttered layout of navigation menu hard to focus on

# Current Student



## Tom Wilson

**About Me:**  
I am a current student attending the University of Washington Bothell. I am new to the university, and am in my first year here. I use the university webpage for many reasons: exploring program options, finding the campus map, looking into clubs on campus, and accessing library services!

**Goals:**  
I want to be able to access the university webpage on my mobile device because I'm always on the go.

**Facts:**  
Age: 19 | Location: Bothell, WA | Pronouns: He/Him

**Wants:**  
Use mobile device | Find the campus map easier | Explore programs and degree options

**Frustrations:**  
Campus map URL not easily identifiable | Navigation menu very cluttered | No mobile webpage support

# Graduate



## Natalia Valdez

**About Me:**  
I am a recent graduate of the University of Washington Bothell. As an alumni, I want to stay up-to-date on the university's news and also donate to the university when I can!

**Goals:**  
I want to be able to access the University of Washington's webpage on my mobile device in order to view alumni events and make donations.

**Facts:**  
Age: 25 | Location: Seattle, WA | Pronouns: She/Her

**Wants:**  
Use mobile device | Find resources for new graduates | Donate easily to UW Bothell

**Frustrations:**  
No mobile webpage support | Hard to find new graduate resources

# Usability Research

A/B Testing on the following components :

1. Navigation Menu
2. Number of Links
3. Common Links
4. “Apply Now” Section
5. Events Section
6. Appeal to Potential Applicants
7. Accessibility

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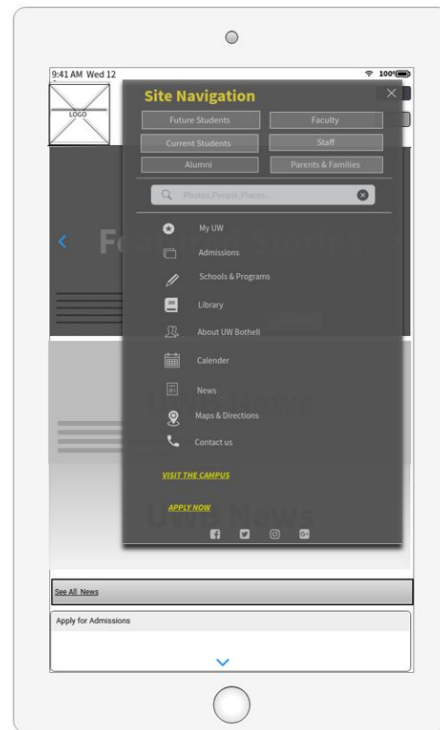
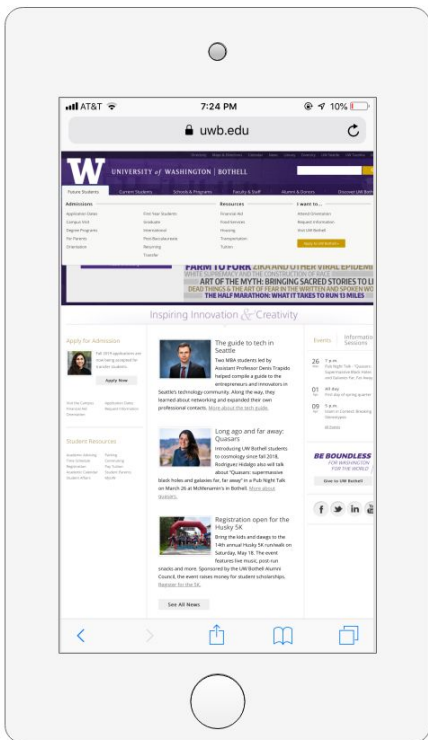
# Results



# Navigation Menu

## Changed:

- Structure: From menu bar to slide out menu, no drop down menus
- Link size: Increase text size of links
- Link content: Added common links, and buttons
- Features: Added search bar





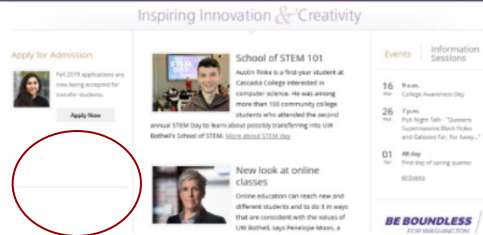
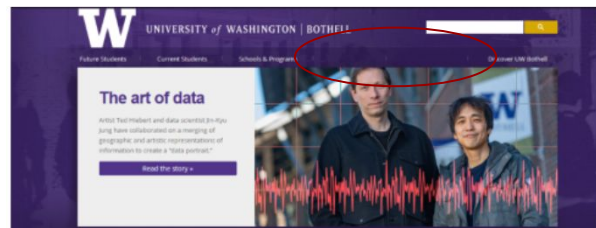
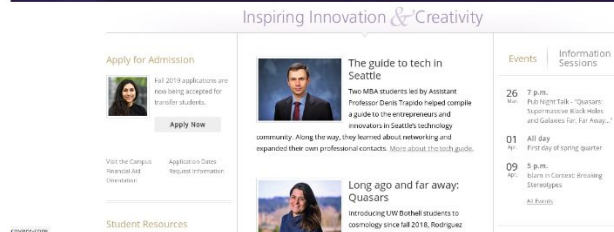
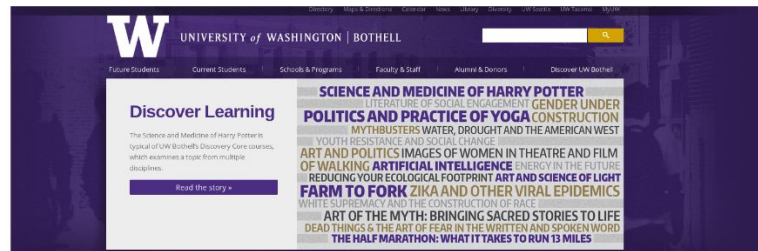
# Navigation Menu Results

- **In relation to structure:**
  - Participants preferred the slide out menu vs. a menu bar while using a mobile device
- **In relation to link text size :**
  - Participants agreed that an increase in the link's text size made the menu easier to navigate on a mobile device
  - Participants preferred not having to zoom in to see the links clearer
  - Links are easier to click- on and less likely to click-on the wrong link
- **In relation to features :**
  - Participants did not have a preference that the search bar was included in the menu
- **Misc results**
  - Participant mentioned to help emphasize specific links the color should be different

# Number of Links

## Changed:

- Removed links at the bottom left of the page.
- Remove 2 of the drop down menus on the page.



# Number of Links Results

**The number of links on the homepage is an important variable and we would like to see if reducing the amount of links would lead to a more streamlined experience.**

The results where a bit mixed

- a. Less links tend to let new users find what they are looking for.
- b. Less links tend to reduce the amount of anxiety felt from users.
- c. Less links tends to speed up new users but slow down advance users.



# Common Links Results

**Common links should be the easiest links to find due to the high network traffic that passes through them.**

- **In relation to the quick links bar:**
  - The size of the bar and the links must be far larger since participants didn't even notice this bar
- **In relation to link location:**
  - Participants mainly looked in Current Students for these common links such as Registration, Advising, Calendar, Time Schedule
  - Participants did not notice the Student Resources box located at the bottom left of the page. They seem to only look at the top ¼ of the homepage for finding these links.
  - Sidebars are useful on websites, but since under the main menu bar is a full page width news area and under that is the sidebar, it's hard to find.
- **In relation number of links:**
  - Participants had trouble finding the common links in Current Students due to the large amount of links, reducing the number of links by keeping the most commonly clicked ones and moving the less common ones to a separate More Links page could improve usability.



## Discover Learning

The Science and Medicine of Harry Potter is typical of UW Bothell's Discovery Core courses, which examines a topic from multiple disciplines.

[Read the story »](#)

**SCIENCE AND MEDICINE OF HARRY POTTER**  
LITERATURE OF SOCIAL ENGAGEMENT **GENDER UNDER**  
**POLITICS AND PRACTICE OF YOGA CONSTRUCTION**  
**MYTHBUSTERS** WATER, DROUGHT AND THE AMERICAN WEST  
YOUTH RESISTANCE AND SOCIAL CHANGE  
**ART AND POLITICS** IMAGES OF WOMEN IN THEATRE AND FILM  
**OF WALKING ARTIFICIAL INTELLIGENCE** ENERGY IN THE FUTURE  
REDUCING YOUR ECOLOGICAL FOOTPRINT **ART AND SCIENCE OF LIGHT**  
**FARM TO FORK** **ZIKA AND OTHER VIRAL EPIDEMICS**  
WHITE SUPREMACY AND THE CONSTRUCTION OF RACE  
**ART OF THE MYTH: BRINGING SACRED STORIES TO LIFE**  
**DEAD THINGS & THE ART OF FEAR IN THE WRITTEN AND SPOKEN WORD**  
**THE HALF MARATHON: WHAT IT TAKES TO RUN 13 MILES**

## Inspiring Innovation & Creativity

### Apply for Admission



Fall 2019 applications are now being accepted for transfer students.

[Apply Now](#)

[Visit the Campus](#)  
[Financial Aid](#)  
[Orientation](#)

[Application Dates](#)  
[Request Information](#)

### Student Resources



#### The guide to tech in Seattle

Two MBA students led by Assistant Professor Denis Trapido helped compile a guide to the entrepreneurs and innovators in Seattle's technology

community. Along the way, they learned about networking and expanded their own professional contacts. [More about the tech guide.](#)



#### Long ago and far away: Quasars

Introducing UW Bothell students to cosmology since fall 2018, Rodriguez Hidalgo also will talk about "Quasars:

### Events

### Information Sessions

**26** 7 p.m.  
Mar. Pub Night Talk - "Quasars: Supermassive Black Holes and Galaxies Far, Far Away..."

**01** All day  
Apr. First day of spring quarter

**09** 5 p.m.  
Apr. Islam in Context: Breaking Stereotypes

[All Events](#)

# “Apply Now” Section

- **Changed:**
  - Button Background Color: From gray to official UW Metallic Gold
  - # of Buttons: From 1 to 3
  - Button size: Taller height
  - Button text: To more accurately define what buttons do
  - Text content: Added application deadline
  - Picture: No student picture

## Apply for Admission



Fall 2019 applications are now being accepted for transfer students.

Apply Now

Visit the Campus  
Financial Aid  
Orientation

Application Dates  
Request Information

## Apply for Admission

Spring 2019 applications for transfers are open!

Deadline: March 30, 2019

Apply as a  
Transfer

Fall 2019 applications for first year students are open!

Deadline: June 10, 2019

Apply as a  
First Year

Still need more information? Click the button below to learn more about applying!

LEARN MORE



# “Apply Now” Section Results

- **In relation to button color:**

- Button color helped the apply now buttons to be found about 2 seconds faster, on average.
- Participants preferred the metallic gold to the gray button color.
- Participants agreed there was a larger contrast between background color and surrounding color.

- **In relation to # buttons:**

- Initially confused as to why two buttons were needed.

- **In relation to button text:**

- Participants agreed that button text better reflected what the button does.

- **In relation to text content:**

- Participants agreed that added text was beneficial, but perhaps would want more info, such as application fee.

- **Misc results:**

- Participants on average reached actual application portal about 4 seconds faster.
- Participants noted current content on apply page is outdated.

# Events Section

- **Changed**

- Overall structure: List view to calendar view
- Text Content: Added specific location
- Features: View any day in month, view events based on type

Events		Information Sessions
26 Mar.	7 p.m. Pub Night Talk - "Quasars: Supermassive Black Holes and Galaxies Far, Far Away..."	
01 Apr.	All day First day of spring quarter	
09 Apr.	5 p.m. Islam in Context: Breaking Stereotypes	
<a href="#">All Events</a>		



## Bothell Campus Calendar

- First Year Programs
- Workshop
- Info Session
- Seminar
- Club Meeting
- Conference

March 2019							◀ ▶
M	T	W	T	F	S	S	
25	26	27	28	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	
1	2	3	4	5	6	7	

Wednesday, Mar. 20, 2019

Time	Event	Location
	Accessibility 101 Online Training	
1 p.m.	CANCELED - CANCELED! Creating a Respectful Environment for All Employees	UW Bothell UW1
6 p.m.	STEM Electrical Engineering Graduate Programs Information Session	Discovery Hall



# Events Section Results

- **In relation to structure:**

- Some participants overwhelmed by amount of information/options in prototype.
- Some participants didn't like that more "clicks" required to view events happening "soon" (within 1-5 days).
- Calendar more logical.

- **In relation to text content:**

- For current page, "all events" text-link easy to miss.
- Participants thought having the location of the event was useful information to have at a glance.

- **In relation to Features:**

- Participants liked that you can toggle based on the event type.
- Participants liked that you can view events far into the future.

- **Misc results:**

- Overall, mixed results. Some liked the current list-view-only better, while others liked the prototype better.

# Appeal to Potential Students

- Added 'Fast Facts' to Home Page
- Incorporated A/B Testing
  - Original Design vs. Added Fast Facts tab (Best ROI, small classes, diversity)
- Personas tested: High School Applicant, Community College Transfer, UW Seattle CS Transfer

## Apply for Admission



Fall 2019 applications are now being accepted for transfer students.

[Apply Now](#)

[Visit the Campus](#)  
[Financial Aid](#)  
[Orientation](#)

[Application Dates](#)  
[Request Information](#)

## Student Resources

[Academic Advising](#)  
[Time Schedule](#)  
[Registration](#)  
[Academic Calendar](#)  
[Student Affairs](#)

[Parking](#)  
[Commuting](#)  
[Pay Tuition](#)  
[Student Parents](#)  
[MyUW](#)



community  
expanded t  
[guide.](#)



far, far awa  
Bothell. [Mo](#)

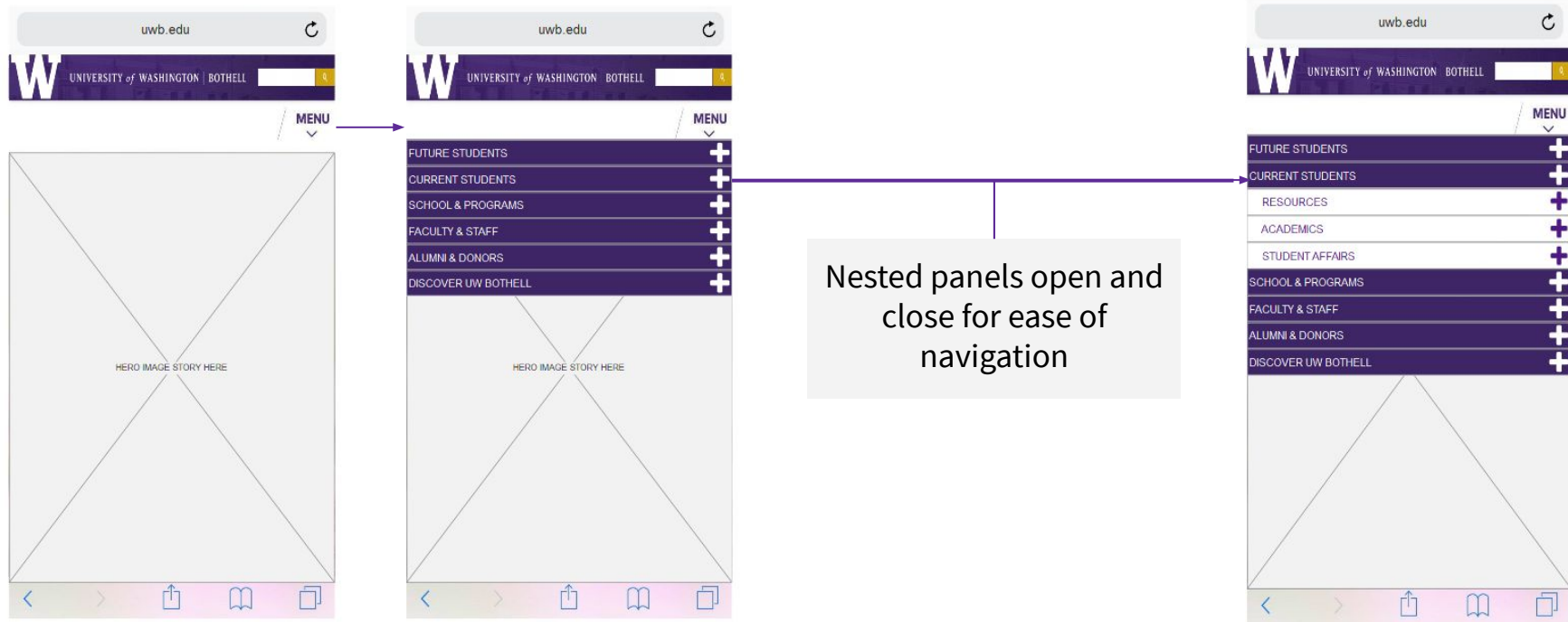
# Appeal to Potential Students- Results

- The addition of fast facts highlights value of UWB
  - We need to answer question: why UWB over other schools?
    - People don't like to fill out multiple college applications- they waste time, money and stress
- Bring more visibility to our “Fast Facts” page
  - Can add some in homepage with link to rest provided
- Strong first impressions are key- students must immediately see value in UWB or we will lose them
  - Seattle campus is significantly more known, show what UWB brings to the table

# Mobile Accessibility Study

## Changed:

- Deep versus broad navigation panel on mobile devices



# Mobile Accessibility Study - Results

Study focused mostly on vision impairment & motor control issues

- Vision impaired individuals
  - Links too small to see without zooming
    - Zooming leads to excessive side-to-side panning
- Motor control
  - Inability to select links on navigation panel due to shakiness
- Sensory overload
  - Cluttered menu hard to focus on single items



# Bugs/Issues

A solid purple rectangular block occupies the bottom half of the image, positioned directly beneath the text.

# Bug/Issues Prioritization

Priority	Priority Value	Example
High	3	Site needs improved responsiveness capabilities
High	3	Website organization, some links are currently located in places where one does not naturally look for useful links. Removal of some links is recommended.
Low	1	UWB site is not as modern or captivating as the websites of competitors'

# Bug/Issues Prioritization

Priority	Priority Value	Example
High	3	Size of links too small
High	3	Large amount of links in the drop-down menu, difficult to navigate
High	2	Remove links that are currently not useful (e.g husky jobs)
Low	1	Rotating UWB news bar, to show multiple news stories, visual enhancement



# Bug/Issues Prioritization

Priority	Priority Value	Example
High	3	“Apply now” button background color almost blends into background, making it easy to miss.
Medium	2	“Apply now” button does not actually take you to the application for UWB.
Medium	2	“Apply now” button not different for transfer and first-year students.
Low	1	Apply section does not contain deadline for application, and other potentially useful information.

# Bug/Issues Prioritization

Priority	Priority Value	Example
Medium	2	“All Events” text-link small, and easy to miss. Font style is not bolded. Font color blends in with normal text.
Medium	2	Events section only lists a few upcoming events. Limited only to events happening soon.
Medium	2	Events do not have location information related to the event.
Low	1	Event “type” not defined for the various events.

# Bug/Issues Prioritization

Priority	Priority Value	Example
High	3	Display value of UWB over other schools- can use fast facts
Medium	2	Bring more visibility to fast facts page, can include link to page on the homepage
Medium	2	Ensure homepage presents a strong first impression for the users, this can be the difference between them applying or not

# Bug/Issues Prioritization

Priority	Priority Value	Example
High	3	Broad menu vs. deep menu
Medium	2	Cluttered layout of items in menu distracting for the sensory sensitive

# Suggestions

A solid purple rectangular block occupies the bottom half of the image, positioned directly beneath the word "Suggestions".

# Navigation Menu Suggestions

We believe that reducing the number of links down to most common/useful for each of the menu options would reduce the amount of time needed to find links. Users tend to use the search bar for complex/ less common links anyways, thus we should beef up the search feature.



# Number of Links Suggestions

We believe the the smartest thing to do is to reduce the amount of links on the page. While this will slightly increase the time an advance user will spend on the website it is worth it because it reduces the time and confusion of a new user which is our main target group.



# “Apply now” section Suggestions

- Update the button background color
- Change number of buttons or update links to better reflect what the button text says
  - a. Have multiple buttons (apply as transfer, apply as first year, learn more)
  - b. OR update button text/link
- Give more information in the text
  - a. Application deadline
  - b. Application fee



# Events section Suggestions

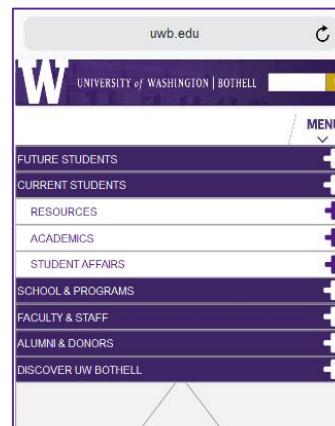
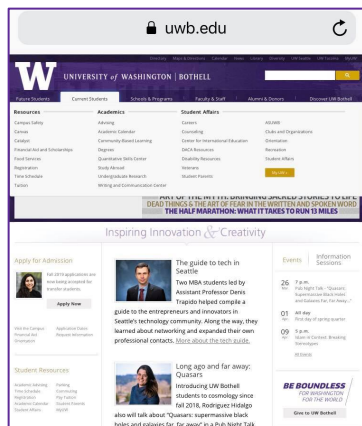
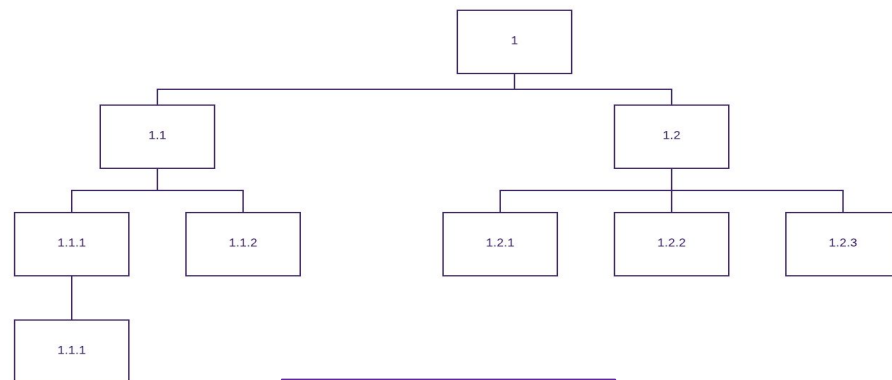
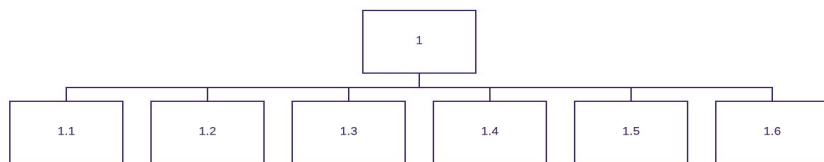
- More research needed on calendar vs list view.
- Consider using calendar if goal is to allow user to view many events, all on same screen.
- Consider keeping list-view if goal is to show user the main, upcoming events at a quick glance.
- Update the “All events” text link to be more visible (if it is kept).
- Add location information for the event.
  - Online?
  - Which building? room?

# Appeal to Potential Students- Suggestions

- Add some fast facts into homepage near the apply now section
- Include link to fast facts page for more information
- Emphasis on strong first impressions and getting students to apply

# Mobile Accessibility Suggestions

- Consider deep vs. broad menu



# Technology Proposal

## UWB Mobile Application

- Android & iOS
- Customized Interface
- Guest access = generic layout



# Any Questions?

