

Group Immersion Synthesis

by JAAMS 2.0

Primary Users: The primary users for our site are current and prospective students. They come to the site to attain information they may be looking for relating to the University. This can range from important deadlines, admissions applications, majors offered, program prerequisites, contact information etc. Upon discussion with the site stakeholder, we discovered that the most targeted user for the site are prospective students and the site needs to be fast, easy to navigate and provide a strong impression to students.

Secondary users:

Alumni

Returning Students

Faculty and Staff

Applicants (staff)

Parents

Recruiters

Stakeholders

Organizations

Other Academic Institutions

Researchers

Donors

Scholarship organizations

Site Greatest Strengths:

- The Newsletter header that changes periodically at the top of the home page. Other news/stories are usually following below it. Catches the eye of the visitor, the stories are achievements of the UW Bothell campus. Student peers, faculty and staff etc.
- The navigation bar is neatly organized into various groups/audiences, so that people who belong to one of those groups can easily find what they are looking for.

- Design includes details that makes UWB stand out, such as the diversity and sustainability section.
- C.R.A.P. Design Principles
 - *Proximity*: It seems that elements that are related are grouped close together. Does not seem cluttered with good white space. The use of categories such as Future Students, Current Students, Faculty/Staff help split the website into related elements and improve the site's ease of use.
 - *Alignment*: There seems to be good alignment relative to the pictures relating to the text. The lists (e.g. Events) the dates align with other dates and the time and event names align with the date it is occurring and align with other events in a sequential order.
 - *Repetition*: There seem to be repetition of the same font, color of font, shapes(rectangular sectioning) and spatial relationship. Seems Consistent and has unity.
 - *Color and Contrast*: Having a specific colors is a great plus and would save a lot of time designing for graphics (logo and color selection). A great design can be done through combining purple, black and white and all their shades. Also, There is good contrast with the purple and white background colors. There is contrast in sizes of text which grab your attention.

Potential Design Problems:

- Links are small not functional to click on when on mobile device. The scaling of the website is also not ideal on mobile.
- Furthermore some of the links on the website are not where you would expect them to be, like the unofficial transcript link takes longer to find than it should.
- Some of the text is hard to read with the contrast of the webpage. Some of the text is grey on a white background which is hard to read. This can be easily fixed by adjusting the font color. Some of the text is also hard to read because it is quite small.
- Adding more images to the website would make the website slower in loading. Photographer need to be aware of that and work on including more than one topic in one image so we can reduce the number and size of images in the website.
- The "Apply now" button is small, and does not stand out. If UWB wants people to apply to the school, it should stand out and catch the user's attention.
- Content on the page seems to be in random order. Should be more standardized.

- The page as a whole is static. There is no content that is dynamically changing. Dynamically changing content would get the attention of the user.