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**CS318 Project’s User Study and Sitemap**

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Prepared for: Prof. Christopher Johnson

Prepared by: Yee Wen Heah (Hayley)

Description: Observation of users’ behavior towards similar websites in order to design a user friendly webpage for intended audience. Sitemap showing overall structure of the website.



**Site Title**

Chinese Friendship and Scholarship Association (CFSA)

**Client**

* Name: Bigang Min *(President)*
* Contact number: 682472 9413
* Email: bigangmin@gmail.com

**Overview**

The Chinese Friendship and Scholarship Association (CFSA) is a non-profit organization affiliated with the International Education Office of the University of Wisconsin-Eau Claire. CFSA often conducts celebrations for Chinese festivals and gathering that brings people together to appreciate the Chinese culture and have fun. Also, CFSA promotes understanding and appreciation of Chinese culture and history to people in the north central region of Wisconsin. Other than that, CFSA also assists new Chinese faculties, staff, and visiting scholars during their settle-in periods in Wisconsin.

**Goal**

CFSA consists of members ranging from kids to elderlies. Therefore, user-friendly is the main goal here. The main purpose of the webpage is to let members know about the upcoming events and gatherings. Also, it is to let reader knows more about CFSA and attract new members by showcasing some of the past events with photography.

**Intended Audience**

* The resident or students who are situated in the North Central Region.
* Age group: 15 -70 year-old

**Comparable Sites Test**

1. <http://umich.edu/~umcsa/index.html>

It is a webpage from the University of Michigan’s Chinese Student Association. The design and content of the webpage is simple and short, similar to the layout of the project.

1. <http://pittesc.weebly.com/>

This is a webpage from the University of Pittsburg’s Engineering student council. The design is more complex and extensive with a lot of information regarding the council. Although the layout of the project is less complex but this webpage will stir up some thoughts from my testers so I included it.

1. <http://prepaso.weebly.com/>

This is a webpage from the University of Utah’s Pre-Physician Assistant Student Organization. The layout is similar but this webpage provides a more extensive information.

**Tester 1: JunHui C.**

A current UWEC junior male student who is 22 years old, majoring in Finance.

JunHui is attracted by pictures and find that sites that has more pictures are able to keep his attention more than those that have extensive word descriptions. I observed that he does not bother to read more than one line from a page unless there is a picture or graphic that catches his attention. If not, he just kept scrolling through the page without reading.

**Tester 2: Alyssa Y.**

A current UWEC senior female student who is 21 years old, majoring in Actuarial Science.

Alyssa is attracted by the layout of the webpage. She spent way more time scrolling and exploring the second webpage (<http://pittesc.weebly.com/)> than the other two. She also suggested using an artistic word art for the page title as it really makes the webpage stands out.

**Client**

Bigang favors the website that has a big photograph across the homepage that sandwiched between the navigation bar and content. For him, the layout of the website is what attracts his attention the most. He prefers a neat and centered view for the webpage.

**Takeaways from the site test**

I learnt that the appearance of the website is way more important than the content itself as it is what that attracts its reader. Photographs are also very crucial in enhancing the appearance of the website. Therefore, I have to put more thoughts into the photographs to use as well as the background color of the website.

**Page Table**

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| Title | Description |
| CFSA – Home | The main page of the site with a navigation bar linking to other pages.  Pictures from recent events? |
| CFSA – About Us | Consist of short description on the whats, whys, when, where, who and how  Picture when the association just formed |
| CFSA – Events | Listing of recent events and updates  Attaching posters for events |
| CFSA - Gallery | A page that showcase pictures with short descriptions of the past events |
| CFSA – Board Members | A page of biography of the leaders behind CFSA |
| CFSA – Contact Us | List of contact information and social media links |
| Membership Application | Membership application form |

**Page Graph**

