Web 125 – Lesson 4: Discussion Board

**Parent / Determining cost of education and how to pay for school / Mobile**

If my high priority goals are “how much does it cost to attend WTCC” and “what kinds of financial aid are available?” the mobile site did not provide a satisfying experience. I leaned heavily on the quote that “mobile users are often driven by emotional needs.” I also kept a core tenet in mind … “Copyrighting[sic] should be more consise[sic] than on desktop.” Or as Steve Krug puts it, “Get rid of half the words on each page, then get rid of half of what’s left.” The WTCC mobile homepage is oriented differently than the desktop site, however, the next page appears to be very similar to the desktop site. Even with a breakpoint, the page doesn’t fully adapt to the mobile viewport, so there is still horizontal scrolling at some of the most crucial points in the page. This takes the focus away from high priority goals such as learning more about financial aid. I feel like having meaningful information for my question of “How much does it cost to attend WTCC?” as in PDF documents also fails to provide the mobile user with the quick access to information that they are hoping to find. In looking for the answer to my question about financial aid, I was able to find every single detailed piece of information a person could need on the subject. As a mobile user, I found this tedious and overwhelming. I leaned on this question from *Designing the Obvious*, ”is the task this feature supports vital to the activity this application supports.” If we consider the mobile site to be its own application different from the desktop site, then can each task be looked at twice for functionality? If I am on a mobile device, am I necessarily going to be filling out a FAFSA? Am I going to be applying for scholarships? What actual information might I want to know? Is there a better way to be formatting this information? Changing a website like this can be challenging for budget reasons in as much as anything else, but I feel like the Financial Aid page could really benefit from a content overhaul.

**Community member / Booking massage therapy session / Desktop**

Discovering the link for Community users wasn’t intuitive. I just happened to scroll the entire main page of Wake Tech for inspiration for this assignment when I discovered links directed to specific types of users (future/current/visiting students, military & veterans, businesses, community, parents, alumni, and employees). Because I was on my laptop, the wordiness of the main page for Community users wasn’t a concern, though I do feel the language could have been more concise in general. The link for Massage Therapy was easy to find. If I had known this was a thing, I probably could have just searched for it from the main page. As a person who did not know this was a service offered, I did take the time to read all the available literature – a luxury afforded to me by being on a laptop. I did click into and out of several pages. Again, a process that was extremely easy being on a laptop. The site was well designed to make the process of learning about the service, cost, and necessary paperwork very fluid. I was able to print all necessary documents from home to hopefully save time at the first appointment. The process of booking the appoint was handled on one screen. It’s not the best-looking form I’ve ever seen, but it is functional and sometimes that is enough for me. I received a confirmation email very quickly. Again, back to Steve Krug: “Focus on solutions that completely meet users' high-priority goals.” The Wake Tech website knows that Community users are there for one main purpose – to get low cost massage therapy. The keep everything to the point. Additional information on the program is available via links in a column on the left below the links related to appointments. But the links for the appointments are chunked and on a different color background that makes them standout. Overall, I found the desktop experience for this superior to the mobile experience for the other in ways that should have been reversed.