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Usability Report / Dr Amy Hurst

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1 INTRODUCTION

Create art center is a nonprofit visual art organization that facilitates the joy of art, education and art therapy. They serve the general crowd through art classes camps, workshops and special events and the programs are designed for cultivate creativity and enjoyment in the arts and promote personal growth, skill and development. Create arts therapy works with individuals and groups to express their emotions through art in a safe and therapists are experienced in supporting children and adults. They address challenges such as stress, depression, anxiety, illness and grief. They also support undeserved populations in the community and on site art therapy for adults managing mental illness and free art classes for those who cannot afford to pay for them.

1.1 WHY USABILITY TESTING?

The goal of this is to identify any usability problems faces by the user, collect quantitative data on user's performance as well as determine the satisfaction of the user using the website. This document reflects of usability analysis which I conducted using plethora of methods such as Competitive analysis, Requirement gathering, Task analysis, Persona's and Heuristic evaluations.

2 EXECUTIVE SUMMARY

The main purpose for conducting the usability test for the Create Art center is to address the client goals for the website. Another Reason included is to evaluate the possible problems faced during the usability of the website and improve the user experience of the website. During this process, I documented the information with user analysis along with environmental analysis. This study began in January 2017 and will continue till May 2017. The following data collection methods were used to conduct the usability analysis:

2.1 COMPETITIVE ANALYSIS:

The purpose of the competitive analysis was to compare sites with similar purpose to study the difference and improve the positive. The negative points of the website along with the aspirational goals were considered. We had to compare five such website to the <http://createartscenter.org> to get an idea of how the improvement can happen.

Date of test: 2/4/2017 – 2/21/2017

Findings:

- The website had to improve on the Aesthetics and Navigation it being a visual art website.
- No clear approach with the Mapping of buttons.
- Site suffering with imbalance between the content and pictures.

2.2 CONTEXTUAL INQUIRY:

The contextual Inquiry involved briefly interviewing random participants and observed them using the site. This was done to find out any usability problem, what the users liked or disliked about the website that stood out at a glance from a third-party perspective.

Test conducted: 2/14/2017 – 2/21/2017

Some of the observations included:

- Confusion with the mapping of the dropdowns.
- Multiple tab opened when clicked on options.
- Affordance was confused the user.

2.3 CLIENT INTERVIEW:

Executive Director from the Create Arts Center represented being the client of the organization giving me information of the stakeholders goals, targeted audience, prospective audience, perception on how the website could be improved and what are his expectations. The interview was done through a phone call with a pre-written script and the answers were recorded with notes.

Interview conducted on: 7/3/2017

2.4 USER INTERVIEW:

Two participants who were supposed to be recruited being the prospective user for the website who could do the evaluation and find out the usability errors in the website. Both the users that I interviewed had very similar thought about the website.

Test conducted: 2/21/2017 – 2/28/2017

Few common thoughts about the website included:

- Aesthetics not up to satisfaction.
- Confusion with the navigation.
- Inconsistency with the contents.

2.5 TASK ANALYSIS:

Hierarchical task analysis shows the task performed by the user using the website by the evaluator. The Evaluator chooses five task and walk through each task to create a step by step list of stages to understand the usability function or issues they face during the process. Along with the task analysis we had to conduct the environmental analysis and user analysis to understand the task overall.

Test conducted: 2/28/2017 – 3/07/2017

2.6 PERSONA CREATION:

Personas were created to get an idea about the prospective users using the website based on the information given by the client. Personas are a depiction of the users using the website along with their reaction using the website.

Test conducted: 2/28/2017 – 3/07/2017

2.7 HEURISTIC EVALUATION:

Heuristic evaluation was done by two evaluators guided by a list of guidelines and as to how to find the issues of the website and give it a severity rating to understand the issue in a bigger picture. The website received both positive and negative points during this phase by the evaluators.

Evaluation date: 3/07/2017 – 3/14/2017

2.8 PARTICIPATORY DESIGN:

Participatory design is a method of collaboration between the participant and the researcher and involving maximum involvement from the user. For the PD session ,We started with the brainstorming the problems addressed and grouping them to chunks of data depending on the usability problems.The problems that were addresses were;

- 1.Poor Navigation
- 2.Imbalance context and image spacing

Evaluation date: 3/28/2017 – 4/04/2017

2.9 THINK ALOUD:

Think Aloud method basically gave an understanding of what the user actually think of the design.Usually you hear misconception turning into recommendation. Even better, you usually learn why users guess wrong about some parts of the UI and why they find others easy to use.

Evaluation date: 4/04/2017 – 4/11/2017

2.10 MEDIUM FIDELITY PROTOTYPE

A medium fidelity prototype is a prototype with limited functionality but clickable areas which presents the interactions and navigation possibilities of an application. Medium fidelity prototypes are usually built upon storyboards or user scenarios.A medium fidelity prototype was done in order to help wiht he Usability Study and Eye tracking to the comparison with the real site and how efficient it is.

Developed: 4/11/2017 -4/18/2017

2.11 USABILITY STUDY

Usability study was done to evaluate the interface which was both the prototype and the website.Usability study was done in such a way that the researcher finds out the frustration and

deadlocks of website used by the user completing a particular task. Two pilot testing was done for the researcher to come up with research questions that could be used to iterate the medium fidelity prototype. Research questions like How effective can the user navigate to the appropriate option? and How much time does it take to enroll to the programs? based on the answered received I made changes to the medium fidelity prototype.

Conducted: 4/25/2017 - 5/09/2017

2.12 EYE TRACKING

Eye tracking is the measurement of eye activity. Where do we look? What do we ignore? When do we blink? How does the pupil react to different stimuli?. There are many different methods of exploring eye data. The most common is to analyze the visual path of one or more participants across an interface such as a computer screen. Evaluators looks at the heat maps and Graphics such as Gaze Spots and Gaze Traces are often generated to visualize findings.

Conducted: 5/02/2017 - 5/09/2017

3 METHODS AND RESULTS

3.1 COMPETITIVE ANALYSIS

3.2 CONTENT

The website contains equal texts and images in all its pages. Visual art organization needs to be visually appealing, needs to show their relevance on what it's supposed to do and how does it function. The images are quite small in aspect ratio but are closely spaced. The header and footer are large when compared to the body of the page which emphasizes the logo and testimonials and other information of the non profit organization. The body contains minimal information, and the typeface used is different compared to the typeface used for the header and footer. Coming to the size of the text are smaller when compared to the background and hence creating an asymmetry among the texts. White spaces are seen clearly that makes the texts look too small. The website does follow a grid but due to the white spaces the grids also don't look uniform but look like the contains are not equal spaced. Keeping this in mind the competitive analysis was done taking five similar analysis as a competitor, aspirational to make point out the positives and the negatives of the website.

1.THE ART OF ELYSIUM

Link: <http://www.theartofelysium.org/new-page-1/#>

The art of Elysium is a very similar foundation compared to the create art center but the foundation acts like a catalyst between the social change. The mission statement is a platform to share ideas and inspire people in meaningful ways with individual of need.

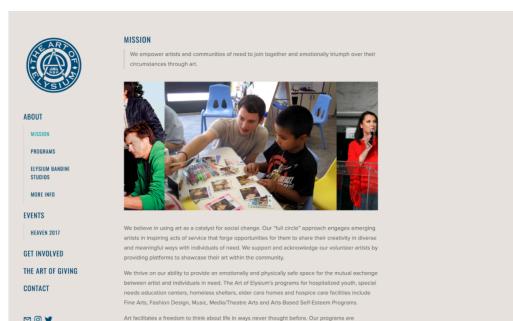


FIGURE 1: ASPIRATIONAL

- The website follows a good color palette which evokes a cheerful tone for the website.
- Primary and secondary navigation include clear calls to donate with respect to the social media.
- Column grid is well defined and is clear to navigate along the page
- The Carousel of pictures creates interest for viewers.

2. PUBLIC ART FUND

Link:<http://www.publicartfund.org/home#happening>

Public art fund is a non profit organization that relies on the contributions from individuals, corporations, and foundations to support the development and presentation of temporary exhibitions.

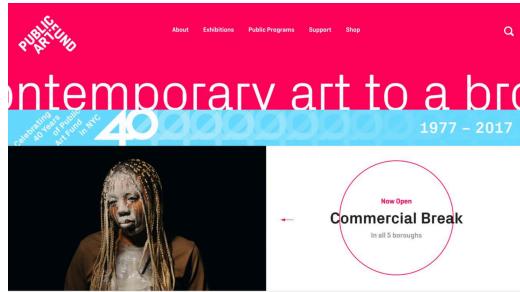


FIGURE 2: ASPIRATIONAL

- Bright colors and visually very bright and attractive as a website.
- Full screen Images with white text make a very bold and stunning home page.
- Hot pink and blue navigation gives a fun experience for navigation.
- Image figure grounded the hot pink background that brightens the content and the mission statement.

3. INTERNATIONAL FOLK ART ALLIANCE

Link:<https://www.folkartalliance.org>

The mission of the International Folk Art Alliance is to celebrate and preserve living folk art traditions and create economic opportunities for and with folk artists worldwide.



FIGURE 3: COMPETITOR

- A news section with 6 highlighted stories makes it easy to see what's going on in the organization, and what's coming up.

- The footer is standard that highlights the recent news or update about the organization.
- Mission statement and vision along with the impact that consists of the count of number of artist, countries that the organization works and artist earnings which is bold and clear that attracts the crowd.
- Clean dropdown menus make for easy navigation around the website.
- Responsive design allows for easy access on any device.
- Beautiful, bold, photography immediately captures visitors' attention

4. GIRLS WRITE NOW

Link:<https://www.folkartalliance.org>

Girls write now mentors undeserved high school girls from throughout new york city's five boroughs-over 90 percent high need and 90 percent girls of color who must rise above the race and income-based inequalities of the city's public school system and the nation's workforce.



Aspiraitonal

- A news section with 6 highlighted stories makes it easy to see what's going on in the organization, and what's coming up.
- The footer is standard that highlights the recent news or update about the organization.
- Mission statement and vision along with the impact that consists of the count of number of artist, countries that the organization works and artist earnings which is bold and clear and which could attract the crowd.
- Clean dropdown menus make for easy navigation around the website.
- Responsive design allows for easy access on any device.
- Beautiful, bold, photography immediately captures visitors' attention

5. ARTSKC REGIONAL ARTS COUNCIL

Link: <http://artskc.org>

The ArtsKC Fund is Kansas City's united arts fund, which makes grants to artists, arts organizations, and arts programs throughout the Kansas City region. Managed by ArtsKC, the ArtsKC Fund Campaign takes place each spring. The money raised during the Campaign is invested in the people and programs that make our community vibrant.



FIGURE 4: ASPIRAITONAL

- Parallax scrolling creates an interesting effect as a user scrolls down the page.
- Prominent calls to action at the forefront of the homepage make it obvious what the organization wants visitors to do during their time on the site (buy tickets and become a member).
- Clean dropdown menus make for easy navigation around the website. Responsive design allows for easy access on any device.

For more information and data gathering on this section refer Appendix A.

3.3 CONTEXTUAL INQUIRY

The contextual Inquiry involved briefly interviewing random participants and observed them using the site. This was done to discover any usability problem, what the users liked or disliked about the website that stood out at first glance from a third-party perspective.

FRAME 1: SCRIPT FOLLOWED

Gender:

Education:

Age: Research Experience:

UX Design Knowledge or Experience:

Have you come across such site before:

What browser are you using:

Formal details and Introduction:

Hi there! I'm Keerthana and I'm going to show you a website that I haven't created but is a project that I'm working on evaluating the website for my HCC 729 project and here we had to do a user testing with someone who has no knowledge on this are of interest. So I kindly request you to let me know if there is anything that you find which is difficult or any suggestion that you would want to say ,and with your permission I would like to observe you using the website as a part of my course work and I'm ready to take it and note down your points for usability analysis.

TRANSITION

- How did you introduce user to this method?**

I First started with a statement saying " Thank you so much for being there and sparing some time with me and this activity is for my project that I'm doing for my Human centered computing class where I am evaluating a NGO website and writing a report on that and then told them about what the project does and then about the organization and also about how they could ask me anything and feel free to say anything stories makes it easy to see what's going on in the organization, and what's coming up.

- How did you create environment of partnership?**

After they accepted my invitation, I decided to go and meet them where ever they were and then created a comfortable environment and told them they could ask me anything and feel free to ask me if they get stuck. Also after that I asked them to explore and feel free to give me any kind of suggestion positive or negative and establish a partnership

- How did you create the right amount of focus for your participant?**

Honestly I didn't face this issue with both my users and hence I did not face any difficulty as such with this. And once they started doing this activity ,both of them were focused and did the task.

Participant 1

Gender: Female

Education: Master Student

Age: 24

Research Experience: Yes

UX Design Knowledge or Experience: No Have you come across such site before:No

Browser: Safari Task: Explore and use the website.

OBSERVATION SUMMARY

- Started with the home page looking confident and Searched and clicked for navigation.
- User Was finding it difficult to navigate cause of the dropdown were associated.
- Page took quite a long time to respond.
- First went and saw the about us page which redirected back to the home page.
- Affordance confused the user and confidence went a little down
- "The whole menu options present on the website was confusing and hard to navigate" is what the user mentioned.

QUESTIONS ASKED TO THE PARTICIPANTS

1.Things that Worked well

Navigation was confusing and hard to find out.

Donation page was precise.

Registration page was easy and small.

Testimonials page and the testimonials mentioned in the header were good.

2.Usability Challenges faced?

Tabs and dropdowns were problematic.

Navigation is confusing and hard to handle.

Too much of sub menus in the website.

Issue with the typeface and font which are different from page to page.

3.How did you create the right amount of focus for your participant?

Honestly I didn't face this issue with both my users and hence I did not face any difficulty as such with this.And once they started doing this activity,both of them were focused and did the task.

4.Things you don't like about the website

Colors are visually not powerful as it's supposed to be for a visual art NGO.

Typeface is not uniform in every page.

Background colors contrasting and too bright.

Participant 2

Gender: Male

Education: Master Student

Age: 27

Research Experience: Yes

UX Design Knowledge or Experience: No Have you come across such site before:No

Browser: Safari **Task:** Explore and use the website.

OBSERVATION SUMMARY

- Scrolled up and down and then started with the home button.
- And wanted to take a look at the mission statement about the organization.
- Navigated through the entire page and facing difficulty
- Was a little surprised that all the menus and options opened up to different tabs and could redirect back to the home page.
- Confidence level came down looking at the navigational options and felt it hard to navigate through the page.

QUESTIONS ASKED TO THE PARTICIPANTS

1.Things that Worked well

Vibrant colors

Easy to use

Simple Menu options.

2.Usability Challenges faced?

Navigation from one page to another.

Needs to be tested as it depends on the browser.

Logo or the image for the support page for donate, volunteer and other options is over used and makes it seem like a click able button.

Thumbnails are repetitive.

3.Things liked about the website?

Header and Footer is quite decent.

4.Things you don't like about the website

Donate options places everywhere which is kind of over used.

New tabs open for all the options when clicked upon which kills a lot of space.

Logo does not direct to the homepage but rather just a clickable button.

3.4 CLIENT INTERVIEW

The client interview with Executive Director of the organization, who gave me information of the stakeholders goals, targeted audience, prospective audience, perception on how the website could be improved and what are his expectations. The interview was done through a phone call with the help pre-written scripts and made before the interview and the answers were recorded with notes and followed a semi structured script of writing.

Meeting type: Phone call

Introduction Script: Thank you so much for taking part in the usability evaluation this evening. Hope you are doing well and had a great weekend ahead. I really appreciate giving me an opportunity and participation throughout this process. Right now, I would be asking you few questions about the Create arts center website to understand more about the usability of the website. I would be taking notes alongside. So, let us begin and if you have any question before I start you could ask me or if you have any question during the interview please free to ask!

USER DEMOGRAPHIC

Name: Jeremy Flick

Profession: Executive director

Major: Art administrator, Art Educator

Male or Female? Male

Are you employed? What is your title?

Are you employed? What is your title? Executive Director at the create arts center

Are you a Maryland resident? Yes

Interview Date: 03/07/2017

INTERVIEW QUESTIONS

- **How long have you been associated with the organization?**

Jeremy Flick was selected to be interviewed because of his position as the Executive Director of the Create Art Center. He is also my point of contact within the organization for the usability Evaluation. Jeremy Flick joined CREATE as the Executive Director in January 2017. Jeremy joined the organization with experience as an arts administrator, art educator and artist to CREATE including nearly 8 years a faculty at the Montgomery College, GWU, and the University of Maryland.

- **Who are your target audience?**

The client said that the targeted audience are the public such as the children, their par-

ents and individuals living in and around the DMV area.

- **Who are your potential users and which area in specific do you target?**

Potential users could be from Washington DC metro , Prince George County and Northern Virginia.

- **How do you recruit for the internship position?**

The client said that they pick interns with an Art or teaching major or someone comfortable working with children.

- **Have you received feedback for the website before?**

The client said that they haven't got any formal feedback in the recent years but did receive years ago ad made appropriate changes.

- **What according to you needs to be improved in the website?**

The client suggested that there quite a lot of things that could be improved in the website such as streamlining the website, Navigation, Enhancing Search Engine Optimization and getting more traffic and improving on the aesthetics of the website.

- **Have you done a Competitive analysis for the website?**

The client said yes and the organization is doing it and receiving evaluation from the users and based on that wants to do a lot of changes to the website.

- **Is there any section that needs to be added or removed according to you?**

When it comes to adding information, the client doesn't want to add anything but wants to balance all the information and put it across in a better way. And for the removal of the information the client said no and said that the information could be consolidated and well defined.

- **How do most of them use the website? Mobile or desktop?**

Most of the users use the website through their desktop and wants to improve on the responsiveness from the mobile.

- **Do you think the website fulfills the current mission?**

Yes, the website does fulfill the current mission but marketing fulfillment needs to be considered and needs to be updated in terms of language and mission.

- **What would you like to change in the website?**

The client replied saying the website could get a makeover with the aesthetics as it is a visual arts organization and that could be a marketing strategy.

- **Do you have any ambitious projects?**

Create it you way, is a project that would conduct workshops and art parties at CREATE and at your own location such as

- 1.Corporate team-building art party
- 2.Ladies' night out – making art and drinking wine
- 3.Kids' group playdate with Sculpey clay

- 4.Teen birthday party making recycled art
- 5.Project Runway birthday party
- 6.Art therapy group workshop

3.5 USER INTERVIEW

Two participants who were supposed to be recruited being the prospective user for the website who could do the evaluation and find out usability errors in the website. Both the users that I interviewed had very similar thought about the website.

PROCESS FOR POTENTIAL USERS

The user is a design student and very well understands the necessity of aesthetics and knows the importance of user experience and was looking to volunteer for the NGO. So I decided to first start of by saying that "I'm doing a user evaluation of the website as a part of the 729-Human centered design class and I wanted a prospective user to evaluate the website in order to get an idea as to the kind of user expectation and user design principles that could put the organization in the market". The demographics were all written down and I asked the user to few interview question and the user answered. Both the user was not okay with any sort of recording and hence I decided to take notes and asked them to fill the questions from there perspective.

USER 1

USER DEMOGRAPHIC

Profession: Undergraduate student

Major: Product design

Male or Female? Male

How often do you browse the web? Everyday

you ever made an online purchase? Yes every once in while

you ever donated to a charity, cause, or nonprofit organization? Yes, VOST

Have you ever donated to a charity, cause, or nonprofit organization online ? No .

Are you familiar with the Create Arts center? No

If so, have you ever visited their website? no

Have you visited another nonprofit or similar website in the past if so which one? Yes this organization called living arts <http://www.livingartsdetroit.org>

INTERVIEW QUESTIONS

- Take a look at the home page. Describe your first impression.

As the prospective client is keenly interested to be a part of the organization thought that the website wasn't welcoming enough and needs to be visually attractive. Image are too small for users to view and this is bummer for the prospective client. Logo which should

contain the moto has the address. Aesthetics needs to be improved.

- **What do you believe is the purpose of this site?**

The purpose is to spread art and use of art therapy is what the user understood which could be shown with some visual images and videos and them mission statement suggests it all.

- **Who is the intended audience according to you?**

According to the user the purpose of the user was understood and but the website needs tweaking to make it look visually presentable and could gauge a lot of audience.

- **Please navigate along the website**

Navigation is quite difficult to go about and even the mapping of the contents are little confusing and needs a little work on is what the users main problem was.

- **Describe reading the text at its current size.** Text could be made uniform and this could be seen throughout and could create a(Exit out of website)

- **If you could change one thing on the site, what would you change?** Aesthetics could be changed and could be tweaked upon.

USER 2

USER DEMOGRAPHIC

Profession: PhD Student

Major: Information Systems

Male or Female? Female

Are you employed? What is your title? Research Assistant PHD

Are you a Maryland resident? No

How often do you browse the web? All the time

Have you ever made an online purchase? yes

Have you ever donated to a charity, cause, or nonprofit organization? yes

Have you ever donated to a charity, cause, or nonprofit organization online ? yes

Are you familiar with the Create Arts center? no

If so, have you ever visited their website? Not before today.

Have you visited another nonprofit or similar website in the past if so which one? No

INTERVIEW QUESTIONS

- **Take a look at the home page. Describe your first impression.**

Simple and straight forward. The scope and the purpose is clear. The activities offered are mentioned pretty well. I like that it is vividly colorful. Could be a little more artsy.

- **What do you believe is the purpose of this site?**

A non profit that provide creative activities for kids.

- **Who is the intended audience according to you?**

The parents and the organizations that deal with underprivileged kids.

- **Please navigate to the page.**

The user scrolled through but didn't seem to understand the navigation and mapping and did not enjoy the affordance of the website.

- **Describe reading the text at its current size.**

Probably would look better if it was a size smaller and uniform.

- **(Exit out of website) Was there an option to donate on the site? (If they answer yes) Where was it located?** Yes. Bottom right in a purple box.

- **If you could change one thing on the site, what would you change?**

The right panel and the boxes. They look un-interesting and flat. As a prospective user did you like the whole navigation and visual attractive the website is? Yes because the purpose and the theme is clear and the website is easy to use.

- **Any other suggestion?**

The aesthetics could be a little sophisticated. More graphics could be used. The colors are all primary which could be changed to complimentary.

3.6 TASK ANALYSIS

Hierarchical task analysis shows the task performed by the user using the website by the evaluator. The Evaluator had to choose five task and walk through each to create a step by step list of stages to understand the usability function or issues they face during the process. Along with the task analysis we had to write about the environmental analysis and user analysis to understand the task overall. The tasks were made into 5 different tasks to show the step by step interaction and understanding such as;

- **Task 1:** Learn about the organization
- **Task 2:** Find about the Art classes programs offered
- **Task 3:** Register for the Art classes
- **Task 4:** Look and register for internship opportunities
- **Task 5:** Donate to the organization

Hierarchical Task Analysis

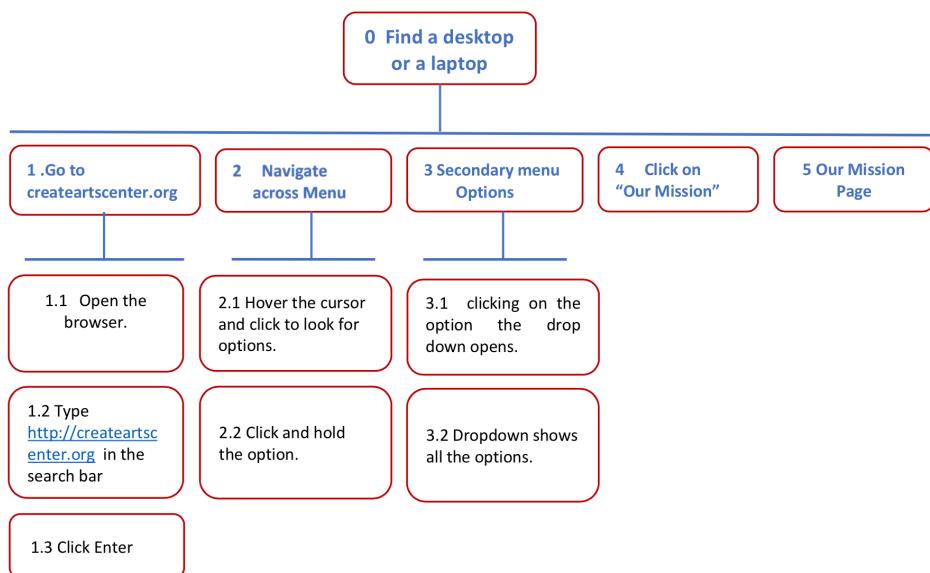


FIGURE 5: TASK1:LEARN ABOUT THE ORGANIZATION

The task was to traverse through the website and learn about the organisation which was straight forward as it was easy to traverse through the navigation without giving the user any memory load. And so the user had to choose appropriate task to find out the mission statement of the website.

3.7 PERSONA CREATION

Persona was created to get an idea about the prospective users using the website based on the information given by the client. Persona's are a depiction of the users using the website along with their reaction using the website.

3.7.1 PERSONA 1

Ashley was created as persona to satisfy as a prospective user for the website as a parent who is interested to enroll her children to the art classes programmed by the organization.

Name:Ashley Simpson
Age:35
Birthday:November 6, 1992
Ethnicity:American
Locaiton:SilverSpring
Martial Status:Single
Employment:Working for the FDA



Ashley is a 35 years old American who is a single mother of two daughters , who live in a small, one -story family home in the downtown of silver Spring, Maryland.

Ashley is working as a Regulatory specialist in the Food and Drug Approval in Silver spring. Her two daughters Sophia who is 6 and Emma who is 2 both love to sketch and paint. Ashley loves to paint and does it as a hobby and wants her two daughters

to cultivate the same as they love to paint. Ashley is a strong and independent woman who has been managing the family since separated. Besides her hectic job, Ashley manages to look after her two daughters and spends her weekends with her two daughters and her mother Olivia looks after her kids while Ashley's at work. She also loves to cook and bake and has recently become a part of the silver spring fund raising committee.

3.7.2 PERSONA 2

Marc Jacobs was created a persona as an artist and art instructor who fits into a prospective user candidate.

Name:Marc Jacobs
Age:28
Birthday:June 7, 1989
Ethnicity:French-American
Locaiton:Washington DC
Martial Status:Single
Employment:Artist



Marc Jacobs is a young, bilingual 28-year-old Art major in Washington DC. His parent came to the United States from Belgium when he was 10 years and settled down in Washington DC. Marc did his undergraduate degree from Rhode Island school of design with 75 percent scholarship and is a freelancing Artist. He also does part time Modeling and teach art to various crowd. Marc is the only child and is very caring is concerned about the welfare of the children growing in the DMV area. Marc is Altruistic, loves teaching and cares a lot about the children getting educated. He believes that "Every artist dips his brush in his own soul, and paints his own nature into his pictures". He is seeking local organization making a positive difference in the community though art.

3.8 HEURISTIC EVALUATION

Heuristic evaluation was done by two evaluators guided by a list of guidelines and as to how to find the issues of affordance of the website and give it a severity rating to understand the issue in a bigger picture. The website received both positive and negative points during this phase by the evaluators.

3.8.1 CRITERIA FOR EVALUATION

The Evaluation was done based on Nielson's ten Heuristic principles which are as follows;

FRAME 2: NIELSON'S HEURISTIC PRINCIPLES

- Simple Natural Dialog
- Speak User's Language
- Minimize User's Memory Load
- Consistency
- Feedback
- Clearly Marked Exits
- Shortcuts
- Good Error Messages
- Prevent Errors
- Help Documents

SEVERITY AND BENEFITS

Each of these aspects are also rated on the level of severity the problem and the benefits for the positive strengths seen in the website. The severity rating are justified by factors such as frequency, impact, and persistence of the problems.

- 0 = Not a problem: I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix, so should be given high priority
- 4 = Usability catastrophe: imperative to fix this before product can be released

USABILITY ANALYSIS REPORT

UAR's were created to understand the principles and evaluate the usability of the website. We had to evaluate with the help of another evaluator to get a broader perspective with respect to the usability analysis.

Primary Evaluator: Keerthana Sridhar(8)



Secondary Evaluator: Kellie Gable(4)

Together we found 12 Heuristic Evaluation.

Principles	Good HE	Bad HE
Simple & Natural Language	1	-
Speak User's Language	-	1
Minimize User's Memory Load	-	1
Consistency	-	1
Feedback	1	-
Clearly Marked Exits	1	-
Shortcuts	1	-
Good Error Messages	1	-
Prevent Errors	-	1
Help & Documentation	-	-

FIGURE 6: AGGREGATED HEURISTIC EVALUATION TABLE

3.9 PARTICIPATORY DESIGN

Participatory design is a method of collaboration between the participant and the researcher and involving maximum involvement from the user. For the PD session ,We started with the brainstorming the problems addressed and grouping them to chunks of data depending on the usability problems.The problems that were addresses were;

- 1.Poor Navigation
- 2.Imbalance context and image spacing
- 3.Bad design

BRAINSTORMING

For our brainstorming session, we brainstormed words using the positive and negative points with respect to the website and usability concerns. And this helped me build the prototype and came up with six solution taking suggestion from the participant.I brainstormed using few concepts such as Navigation, Content and color focusing on intricate problems,

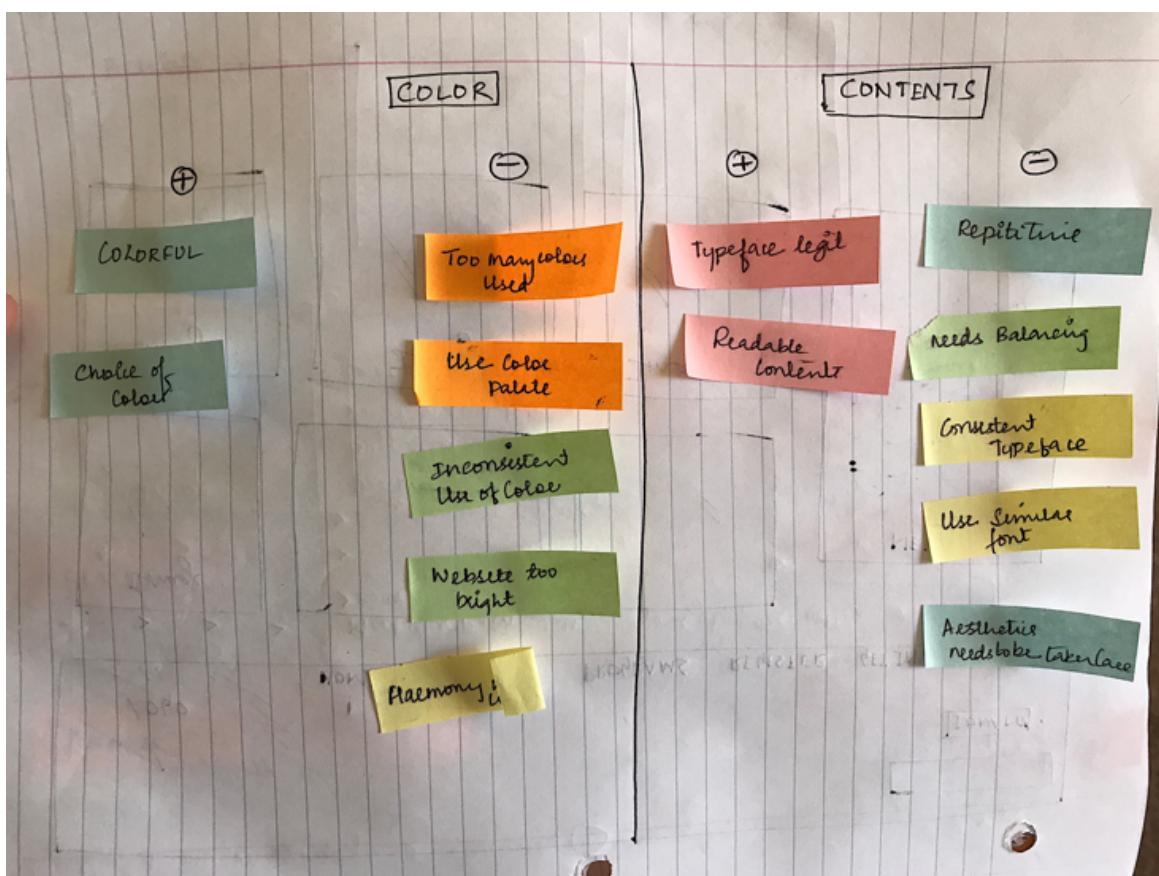


FIGURE 7: RESULTS OF COLOR AND CONTENTS

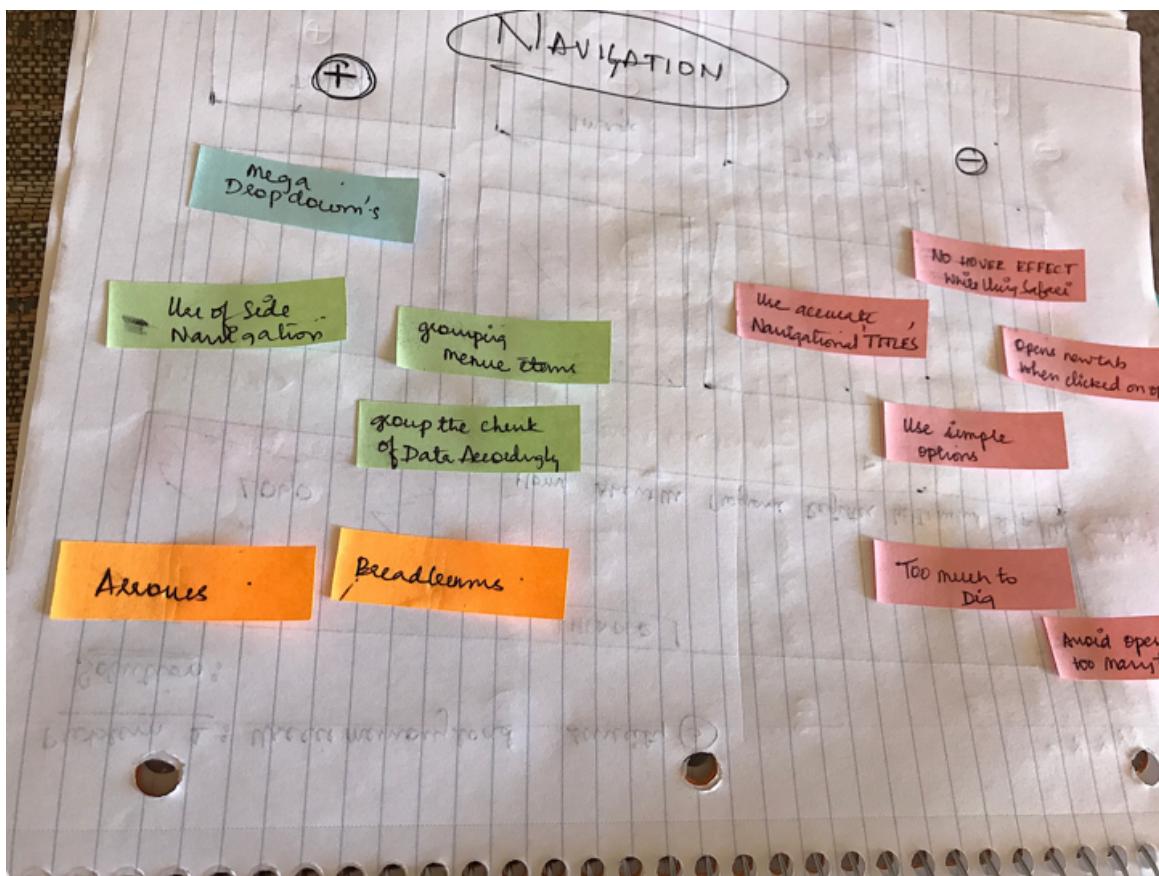


FIGURE 8: RESULTS OF NAVIGATION

PAPER PROTOTYPING

After brainstorming, we came up with the solution for the problems addressed above and for each problem we came up with two solutions and this was then converted to a low fidelity paper prototype.

Problem 1: Bad Navigation

Solution 1: Using arrows to show the sense of direction on the drop downs so that the user gets to a sense of direction and wouldn't have to carry the memory load

Solution 2: I used Mega drop down and grouped the options so that the user can easily trace the options.

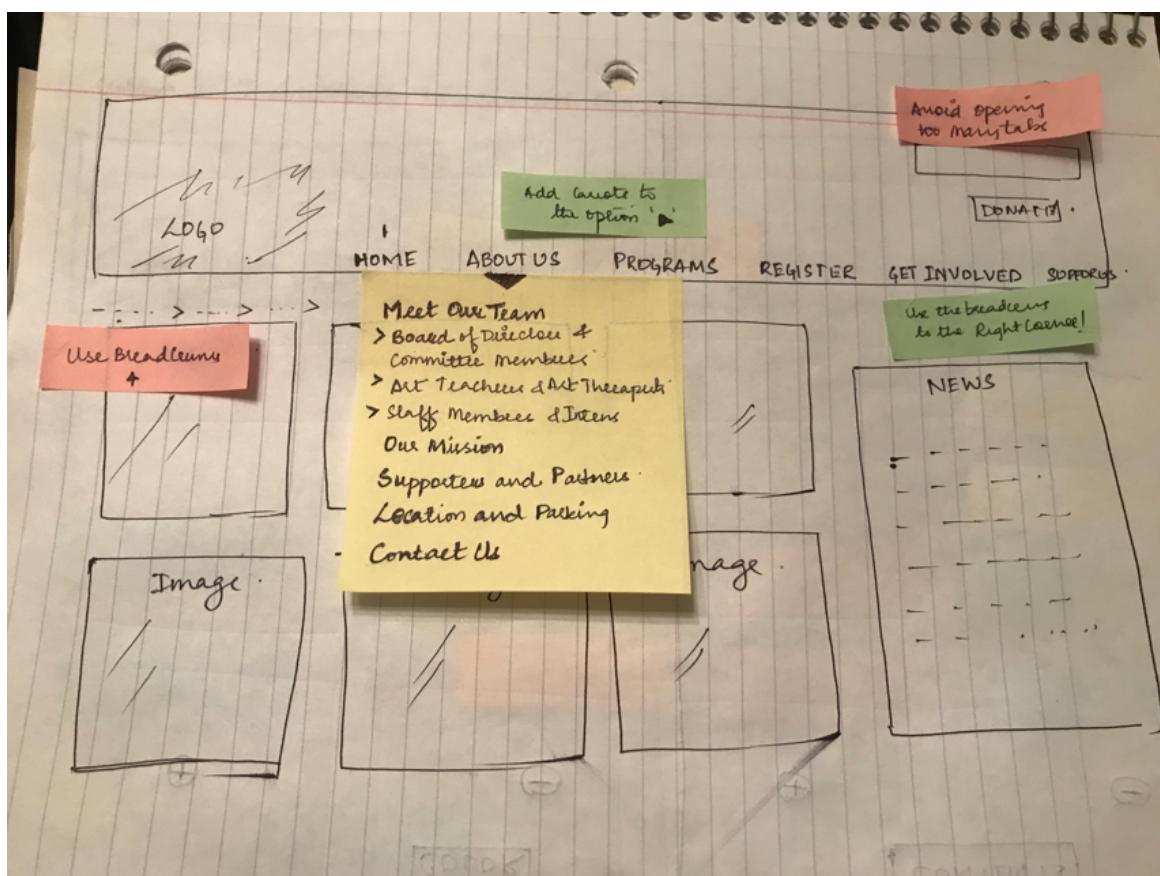
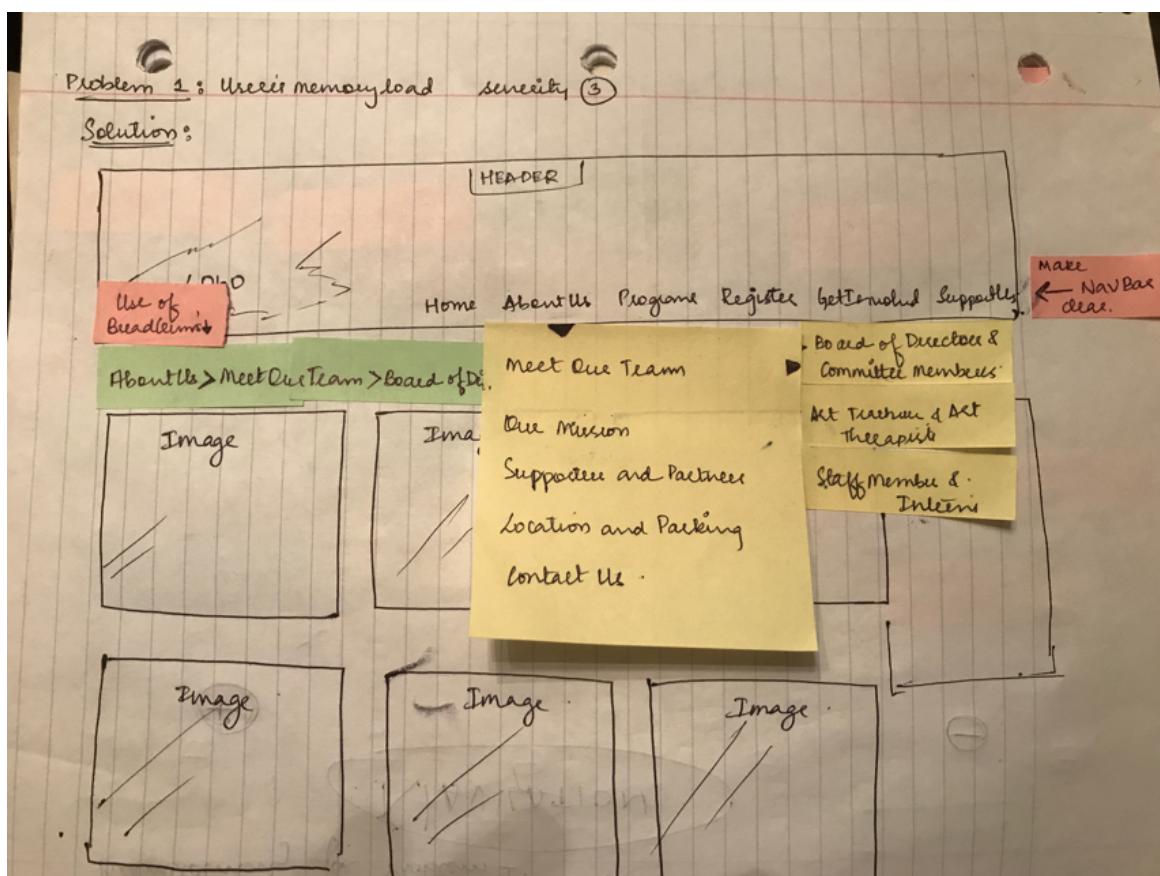
Problem 2: Imbalance context and image spacing

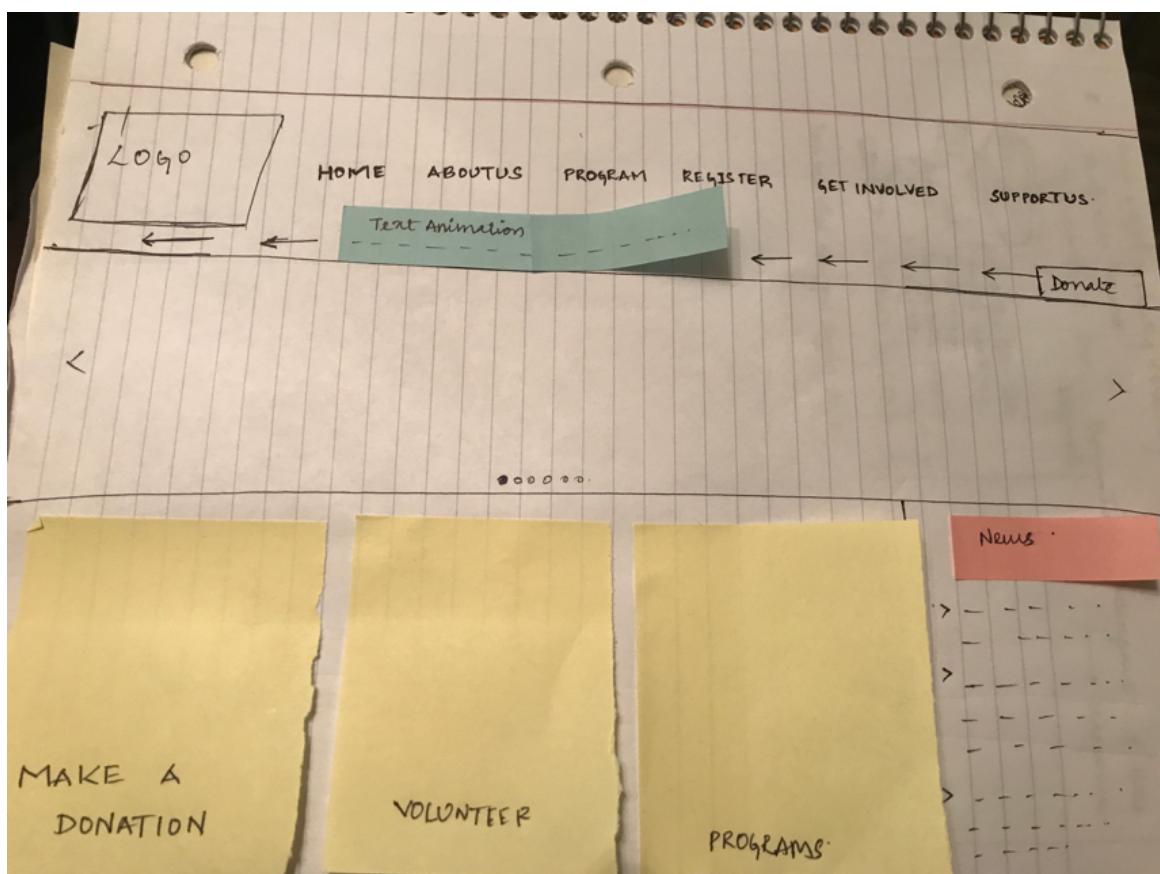
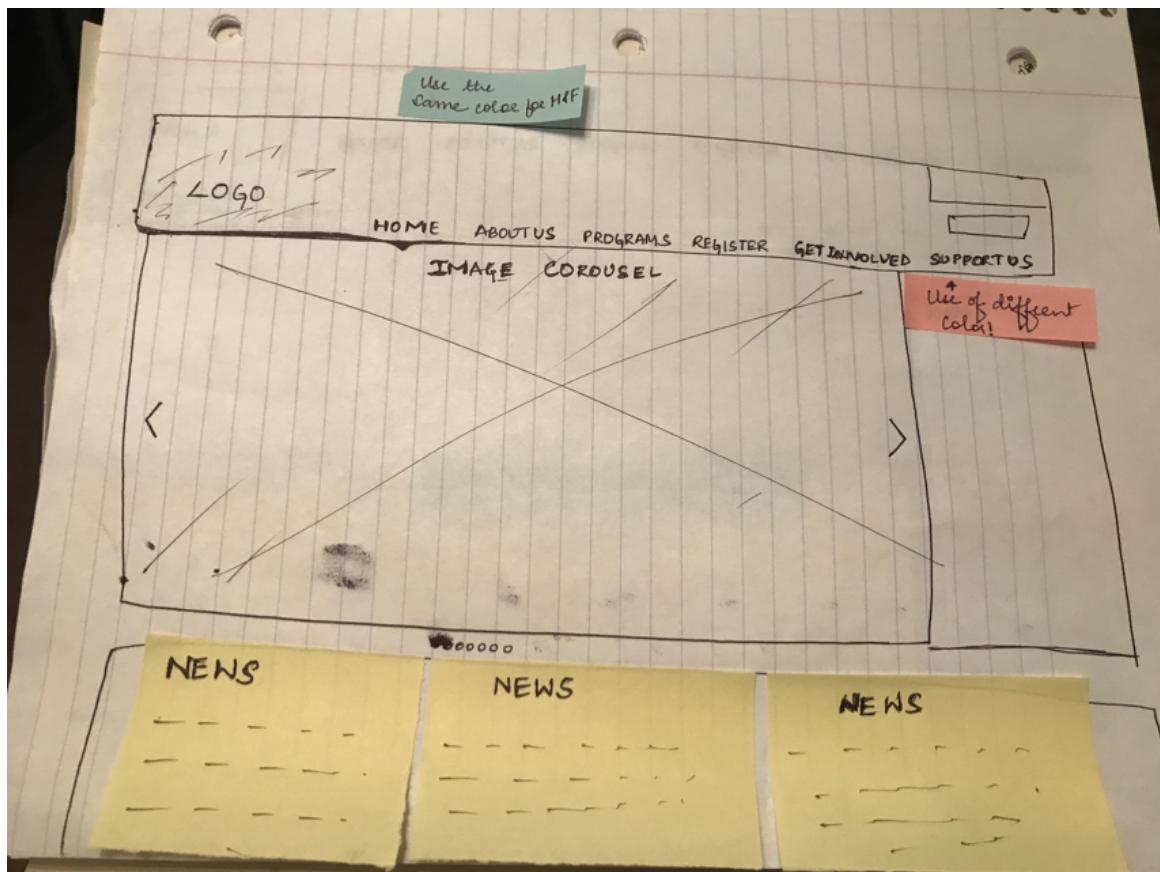
Solution 1 and 2: Use of same typeface on the footer and header to create a harmony and not uses camel case when it's unnecessary to use. Also, decreasing the white spaces to create a balance between the text and image to create a balance

Problem 3: Bad Design

Solution 1: Created a balance between the image and text by focusing on the balance and so that things are simple and would make the user realize the options clearly. The news section was all text and so I created sections so that they're all clickable.

Solution 2: Redesigned a simple homepage with looks simple gives the user clarity.





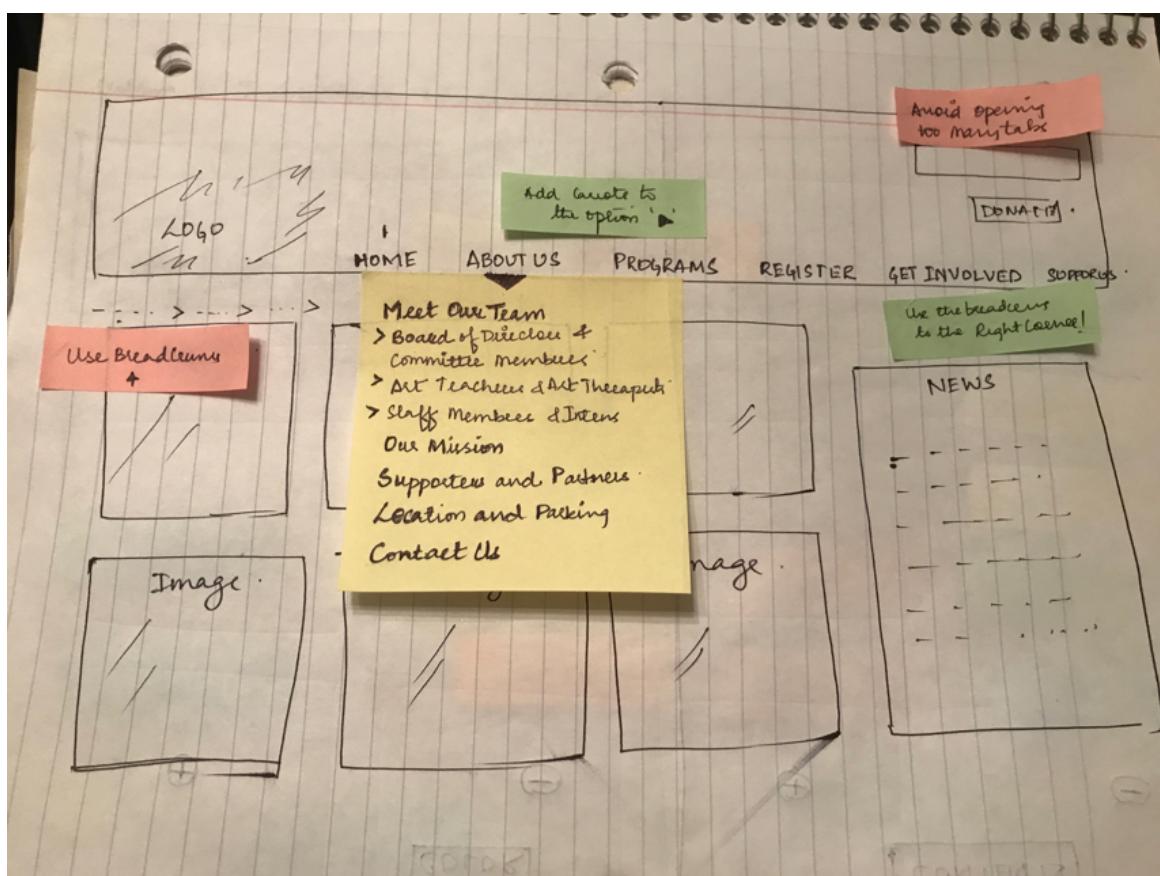
3.10 THINK ALOUD

Think Aloud method was conducted during the participatory design session, where the evaluation was done, while the user was using the paper prototype so that could help design the

medium fidelity prototype based on the response received. Both of my participants gave a lot of feedback on my designs and the solution which was not a part of the task given to them also gave me suggestion on how to improve certain things. There were several critical areas where the user experiences while evaluating such as;

1. User expresses little disappointment looking at the menu covering the main content page
2. Indicating the team details from the navigation menu
3. Usage and location of breadcrumbs
4. Locating the news options
5. Good design and removal of whitespaces

NEW PAPER PROTOTYPE



3.11 MEDIUM FIDELITY PROTOTYPE

Medium Fidelity was done in order to show the user as to how to interact and perform tasks and test the website. Medium fidelity did not have a much of a functionality as such, it just had a skeleton framework of the website. The link to the medium fidelity prototype is <https://projects.invisionapp.com>

3.12 USABILITY STUDY

Usability Study is a method where the user performs certain tasks using test protocol where the researchers observe the users completely by taking notes and noting down minute details of the user. The research questions such as How efficient is the navigation ? where asked in order to understand the problem of the website. This was done to a potential user using the website.

PILOT STUDY

To Ensure that the protocol was useful to the research questions, This method was tested with two participants. The Pilot study was done to both prototype and the website. The study Revealed;

- The prototype was quite hard for the user to interact as it had just screen transition and not the whole functionality as such.
- It was easier for the user to locate the options correctly in the prototype.
- measurement of time to complete task did not work out well cause of the prototype functionality.
- The research questions were all more of locating options and reaching to a point.
- The payment option was done by a third party site and hence was difficult to do it using the prototype.

SUMMARY OF THE PILOT STUDY

- Details were all accessed among the pilot studies



- Research questions:

Question 1:Preferred Interface- the prototype

Question 2:Preferred Interface-Both website and prototype

Question 3:Preferred Interface-The prototype

3.13 EYE TRACKING

Eye tracking data is collected using either a remote or head-mounted 'eye tracker' connected to a computer. While there are many different types of non-intrusive eye trackers, they generally include two common components: a light source and a camera.Two participants were recruited for this process and helped me answer my research question and helped me scrutinize the website and change my prototype. For each participant 3 tasks were given in order to complete the task in both the prototype and the main website.The main goal was to see where the user's eyes were drawn to while traversing through the website.Heat maps of the participants given in the Appendix section.

Overall findings

- Users looked at the topmost bar for navigation and for the home logo for the homepage.
- Users looked at the topmost bar and the right most corner for important options and hence placed donate button there.
- Users get distracted to any sort of text or image carousel animation present on the website.



4 RECOMMENDATIONS

The recommendation have been distilled based on the findings of data from each data above and after completing the evaluation methods. The recommendation are categorized based on each functionality of the website such as Language, Design, Navigation, Color, Information, User research and goals.

DESIGN

Recommendation on Design

- After the client interview, it was apparently the Create Arts Center wanted to change the design of the website and make it visually attractive cause it is an Visual Art NGO.
- Changing the entire design used on the website could be time consuming but the color palette of the website could be changed and choose subtle attractive colors.
- Following a color palette will also help change the colors of the button which are gaudy and could be distracting.
- Different Thumbnails could be given to the options present while traversing around instead of the default thumbnail.



- Usage of same font size for all the contents and maintain consistent typeface on all the pages. Using a Sans serif typeface of 15 pt is recommended
- Images should be made bigger and have a symmetry ratio of 3:2 is recommended.

INFORMATION

- Information present can be precise and cut short to provide the user some clarity.
- The homepage should provide all the important information that the organization does and should not make the user wander off the website.
- Pages should be filled with the information avoiding whitespaces.
- The most important information needs to placed on the highest page so that the user doesn't have to search for it and so that users need not look below the page break.
- Donate button and the Sign up for E letter button doesn't have to be placed on section of the page rather places on the top most right corner as that's where the users look for important button options.

NAVIGATION

Confusion with the navigation was one was one of the major problem faced by users and participants.

- Navigation being one of the important part of the website needs to chosen correctly as it is a starting point of the website.
- Options needs to legit and be broken down to sub menus on the navigational bar.
- Links used in the News section needs to look like hyper links and not loose it's information scent.
- Option present on the navigational bar needs to open when hover upon.

FUNCTIONALITY AND RESPONSIVENESS

Website should be responsive and I came accross this while doing the contextual inquiry and data collection.

- making sure that the website is responsive in all mediums.
- Contact information needs to be places on the header options as well as footer.
- Donate button being placed on the higher level of the navigation bar.
- Search functions should first bring up the information present on the screen and then other information.
- Using third party site for payment needs to be taken care as it takes long times to load.
- payment acknowledgement needs to be sent right way to the user enrolled in the program.

5 CONCLUSION

The Usability Evaluation of the CreateArtsCenter.org was to gather information about the website in order to improve the visibility of the website. The methods that were used to do the usability evaluation gave a good perspective in terms of information opinions both positive and negative. The Create Arts Center website has undergone usability testing and analysis and hence the usability issues have been spotted. The opportunities for improving the website needs to be concentrated and keeping the good heuristics in mind. The unique approach of each method leads to triangulation in requirement gathering and The evaluation done keeping the environment and user process under consideration.

The problems that have higher severity rating needs to be solved as soon as possible in order to avoid usability glitches and irritating the user. The Recommendation were made based on the data collection and analysis with the potential user to increase the usability of the CreateArtsCenter.org website. Consideration of the recommendation would surely help with the User Experience of the Website.

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7 APPENDIX A

What does Create art center do?

Create Art Center is a non profit visual art organization that is spreading the joy of art, education and art therapy. They serve the general crowd through art classes camps, workshops and special events and the programs are designed for foster creativity and enjoyment in the arts and promote personal growth, skill and development. Create arts therapy work with individuals and groups to express their emotions through art in a safe and therapists are experienced in supporting children and adults and addressing challenges such as stress , depression, anxiety , illness and grief. They also support undeserved populations in the community and on site art therapy for adults managing mental illness and free art classes for those who cannot afford to pay for them. **The Website that I would work on?**

I would be working on the <http://createartscenter.org/> URL, although I have been talking to the Executive Director and he has left it to me. **The access that I received?**

I have been in contact with the Executive director of the organization and he seems to be okay with anything and for now I have access with the URL and after meeting him personally I can ask him for more. **Clients Goals** As I haven't still had an interview with the organization yet ,I still don't know the client goals. Only after the meeting I could fill in the goals of my client. Also regarding the technical aspects of the website my contact person doesn't have knowledge about the website and so only after the meeting I could know for sure.

DOCUMENT REVIEW

Content The website contains equal texts and images in all its pages. Visual art organization needs to be visually appealing needs to show their relevance on what it's supposed to do and how does it function. The images are quite small in aspect ratio but are closely spaces. The header and footer are large when compared to the body of the page which emphasizes on the logo and testimonials and other information of the non profit organization. The body contains minimal information and the typeface used it different compared to the typeface used for the header and footer. Coming to the size of the text are smaller when compared to the background and hence creating an asymmetry among the texts. Whitespace are seen clearly that makes the texts look too small. The website does follow a grid but due to the whitespace the grids also don't look uniform but looks like the contains are not equal spaced. **Language**

The language used is formal for all sort of audience. The language used for navigation purpose is also simple and is easy to navigate through the website. The drop downs menus used are also simple but responsive time is a little lot when compared to the click able time. On the whole the language used is quite decent with minimal information or rather consists of information that is required. The website could be more descriptive and could include more contains about the news and more photos about the events that have happened to give a better insight for

May 25, 2017

the organization. The website shows other contains such as upcoming news, and registration links that is an animated text rotating. The footer consists of information such as testimonials, Supporters and the mission statement with the logo.

8 APPENDIX B

CONTEXTUAL INQUIRY

SCRIPT FOLLOWED

Gender:

Education:

Age: Research Experience:

UX Design Knowledge or Experience:

Have you come across such site before:

What browser are you using:

Formal details and Introduction:

Hi there! I'm Keerthana and I'm going to show you a website that I haven't created but is a project that I'm working on evaluating the website for my HCC 729 project and here we had to do a user testing with someone who has no knowledge on this area of interest. So I kindly request you to let me know if there is anything that you find which is difficult or any suggestion that you would want to say, and with your permission I would like to observe you using the website as a part of my course work and I'm ready to take it and note down your points for usability analysis.

First User

Education: Master

Student

Age: 24

Research Experience: Yes

UX Design Knowledge or Experience: No

Have you come across such site before: No

Browser: Safari Task: Explore and use the website

Transition

How did you introduce user to this method?

I First started with a statement saying " Thankyou so much for being there and sparing some time with me and this activity is for my project that I'm doing for my Human centered computing class where I am evaluating a NGO website and writing a report on that and then told them about what the project does and then about the organization and also about how they could ask me anything and feel free to say anything"

How did you create environment of partnership?

After they accepted my invitation of doing this for me, I decided to go and meet them wherever they were and then created a comfort zone and told them they could ask me anything and feel free to ask me if they get stuck. Also after that I asked them to explore and feel free to give me any kind of suggestion positive or negative and establish a partnership.

How did you create the right amount of focus for your participant?

Honestly I didn't face this issue with both my users and hence I did not face any difficulty as such with this. And once they started doing this activity ,both of them were focused and did the task.

Observation Summary:

Started with the home page looking confident, Searched and clicked for navigation Was finding it difficult to navigate cause of the dropdown were associated. Page took quite a long time to respond. First went and saw the about us page which redirected back to the home page. Affordance confused the user and confidence went a little down "The whole menu options present on the website was confusing and hard to navigate" is what the user mentioned.

Questions asked to the User:

1.Things that Worked well?

Navigation was confusing and hard to find out. Donation page was precise Registration page was easy and small. Testimonials page and the testimonials mentioned in the header was good.

2.Usability Challenges faced?

Tabs and dropdowns was problematic. Navigation is confusing and hard to handle Too much of sub menus in the website. Issue with the typeface and font which is different in different page.

3.Things that you liked about the Website?

Testimonial and donation registration page

4.Things you don't like about the website?

Colors are visually not powerful as it's supposed to be for a visual art NGO. Typeface is not uniform in every page Background colors contrasting.

Second User

Education: Master Student in Information System

Age: 28

Research Experience: No

UX Design Knowledge or Experience: Yes

Have you come across such site before: No

Browser: Safari Task: Explore and use the website

Observation Summary:

Scrolled up and down and then started with the home button. And took a look about the organization. Navigated through the entire page and facing difficulty Was a little surprised that all the menus and options opened up to different tabs and could redirect back to the home page. Confident level came down looking at the navigational options.

Questions asked to the User:

1.Things that Worked well?

Vibrant colors Easy to use Simple Menu options.

2.Usability Challenges faced?

Navigation from one screen to another screen. Needs to be tested. Logo or the image for the

support page for donate, volunteer and other options is over used and makes it seems like a click able button. Thumbnails are deceiving.

3.Things that you liked about the Website?

Header and Footer is quite decent.

4.Things you don't like about the website? Donate options places everywhere which is kind a over used. New tabs open for all the options when clicked upon which kills a lot of space. Main page buttons redirects to homepage which is not right.

9 APPENDIX C

CLIENT INTERVIEW (SEMI STRUCTURED SCRIPT)

INTRODUCTION SCRIPT:

Meeting type: Phone call

Thank you so much for taking part in the usability evaluation this evening. Hope you are doing well and had a great weekend ahead. I really appreciate giving me an opportunity and participation throughout this process.

Right now, I would be asking you few questions about the Create arts center website to understand more about the usability of the website.

I would be taking notes alongside. So, let us begin and if you have any question before I start you could ask me or if you have any question during the interview please free to ask!

USER DEMOGRAPHIC:

- Name: Jeremy Flick
- Profession: Executive director
- Major: Art administrator, Art Educator
- Male or Female? Male
- Are you employed? What is your title?
- Executive Director at the create arts center
- Are you a Maryland resident? Yes

INTERVIEW QUESTIONS:

How long have you been associated with the organization?

Jeremy Flick was selected to be interviewed because of his position as the Executive Director of the Create Art Center. He is also my point of contact within the organization for the usability Evaluation. Jeremy Flick joined CREATE as the Executive Director in January 2017. Jeremy joined the organization with experience as an arts administrator, art educator and artist to CREATE including nearly 8 years a faculty at the Montgomery College, GWU, and the University of Maryland.

Who are your target audience?

The client said that the targeted audience are the public such as the children, their parents and individuals living in and around the DMV area.

Who are your potential users and which area in specific do you target?

Potential user could be from Washington DC metro, Prince George County and Northern Virginia.

How do you recruit for the internship position?

The client said that they pick interns with an Art or teaching major or someone comfortable working with children.

Have you received feedback for the website before?

The client said that they haven't got any formal feedback in the recent years but did receive years ago ad made appropriate changes.

What according to you needs to be improved in the website?

The client suggested that there quite a lot of things that could be improved in the website such as streamlining the website, Navigation, Enhancing Search Engine Optimization and getting more traffic and improving on the aesthetics of the website.

Have you done a Competitive analysis for the website?

The client said yes and the organization is doing it and receiving evaluation from the users and based on that wants to do a lot of changes to the website.

Is there any section that needs to be added or removed according to you?

When it comes to adding information, the client doesn't want to add anything but wants to balance all the information and put it across in a better way. And for the removal of the information the client said no and said that the information could be consolidated and well defined.

How do most of them use the website? Mobile or desktop?

Most of the users use the website through their desktop and wants to improve on the responsiveness from the mobile.

Do you think the website fulfills the current mission?

Yes, the website does fulfill the current mission but marketing fulfillment needs to be considered and needs to be updated in terms of language and mission.

What would you like to change in the website?

The client replied saying the website could get a makeover with the aesthetics as it is a visual arts organization and that could be a marketing strategy.

Do you have any ambitious projects? Create it you way, is a project that would conduct workshops and art parties at CREATE and at your own location such as Corporate team-building art party Ladies' night out – making art and drinking wine Kids' group playdate with Sculpey clay Teen birthday party making recycled art Project Runway birthday party Art therapy group workshop

INTERVIEW WITH POTENTIAL USERS

Process for Potential Users

The user is a design student and very well understands the necessity of aesthetics and knows

the importance of user experience and was looking to volunteer for the NGO.

So I decided to first start off by saying that "I'm doing a user evaluation of the website as a part of the 729-Human centered design class and I wanted a prospective user to evaluate the website in order to get an idea as to the kind of user expectation and user design principles that could put the organization in the market".

The demographics were all written down and I asked the user to few interview question and the user answered. Both the user was not okay with any sort of recording and hence I decided to take notes and asked them to fill the questions from there perspective.

USER 1

Profession: Undergraduate student

Major: Product design

Male or Female? Male

Are you employed? What is your title? Still under student

Are you a Maryland resident? Nope

How often do you browse the web?

Everyday

Have you ever made an online purchase?

Yes every once in while

Have you ever donated to a charity, cause, or nonprofit organization? Yes, VOST

Have you ever donated to a charity, cause, or nonprofit organization online ?

No .

Are you familiar with the Create Arts center?

No

If so, have you ever visited their website? no

Have you visited another nonprofit or similar website in the past

if so which one?

Yes this organization called living arts <http://www.livingartsdetroit.org>

Interview Questions

Take a look at the home page. Describe your first impression.

As the prospective client is keenly interested to be a part of the organization thought that the website wasn't welcoming enough and needs to be visually attractive.

Image are too small for users to view and this is a bummer for the prospective client.

Logo which should contain the motto has the address.

Aesthetics needs to be improved.

What do you believe is the purpose of this site?

The purpose is to spread art and use of art therapy is what the user understood which could be shown with some visual images and videos and the mission statement suggests it all

Who is the intended audience according to you?

According to the user the purpose of the user was understood and but the website needs tweaking to make it look visually presentable and could gauge a lot of audience.

Please navigate along the website .

Navigation is quite difficult to go about and even the mapping of the contents are little confusing and needs a little work on is what the users main problem was.

Describe reading the text at its current size. The text could be made uniform and this could be seen throughout and could create a

(Exit out of website) Was there an option to donate on the site? (If they answer yes) Where was it located?

If you could change one thing on the site, what would you change?

Aesthetics could be changed and could be tweaked upon.

User 2

Profession: PhD Student

Major:Information Systems

Male or Female? Female

Are you employed? What is your title? Research Assistant PHD

Are you a Maryland resident?

No

How often do you browse the web? All the time

Have you ever made an online purchase? yes

Have you ever donated to a charity, cause, or nonprofit organization?

yes

Have you ever donated to a charity, cause, or nonprofit organization online ? yes

Are you familiar with the Create Arts center?

no

If so, have you ever visited their website? Not before today.

Have you visited another nonprofit or similar website in the past if so which one?

No

Interview Questions

Take a look at the home page. Describe your first impression.

Simple and straight forward. The scope and the purpose is clear.

The activities offered are mentioned pretty well. I like that it is vividly colorful. Could be a little more artsy.

What do you believe is the purpose of this site?A non profit that provide creative activities for kids.

Who is the intended audience according to you?The parents and the organizations that deal with underprivileged kids.

Please navigate to the page.



The user scrolled through but didn't seem to understand the navigation and mapping and did not enjoy the affordance of the website.

Describe reading the text at its current size.

Probably would look better if it was a size smaller and uniform.

(Exit out of website) Was there an option to donate on the site? (If they answer yes)

Where was it located?

Yes. Bottom right in a purple box.

If you could change one thing on the site, what would you change?

The right panel and the boxes. They look un-interesting and flat. As a prospective user did you like the whole navigation and visual attractive the website is? Yes because the purpose and the theme is clear and the website is easy to use. Any other suggestion? The aesthetics could be a little sophisticated. More graphics could be used. The colors are all primary which could be changed to complimentary.

10 APPENDIX D

USER ANALYSIS

Who are the users and who could potentially use the site?

The nonprofit visual art organization that has been bringing the arts to Montgomery County for 30 years but the organization is put up in silver spring and hence most of the classes happen there. So, the population of people who use the site are all people living in Silver Spring, Montgomery County, Rockville, Bethesda and Washington Dc as it is quite close by. The create art center has been serving for about 30 years and hence consists of a group of old members who have been the organization to serve the people.

- The organization provides art therapy to the people of the county which is quite interesting as there is no such age bars for the therapy. The members or the participants are of around say 12-18 when it comes to learning art or involving in the art class activity where as for the art therapy there is no age bar nor there is any sort of group to enroll for the programs.
- Most of the instructors are well educated in their technique and teaching the children a unique style of art to spread the awareness of the art and culture. The people who are involved are all from the county close to the Montgomery County and are well established and hence volunteer and do service to the organization.
- The art therapy which is a unique program which consists of art for autism which Is tailored to the needs of autistic children. The individual art therapy is for the population such as children, adults, families, adolescents and depending on the client's needs art and talk therapy are used to the clients. This is for a eclectic people background.
- They have something called as create it your way program that focuses on creating art experiences and spreading for groups such as scouts, corporate team, project run away where the potential users could be school children, Working employees and others.

User Characteristics

- Teenagers
- Using the site currently for art classes schedules and volunteering
- opportunities.
- Age group around 14-18.
- Could be both male and female.
- Residents of Maryland and Washington DC.

Working Professional

Using the site currently for the art therapy or group therapy. Age group around 24+ Both male and Female Residents of Maryland, Washington DC, Virginia Since the group activities could be taken place in their destination with an instructor.

Artists

- Using the site currently.
- Age group around 18+
- Both male and Female
- To spread art awareness and looking for position to instruct.
- Residents of Maryland, Washington DC, Virginia

Parents

- Currently using the site who are looking for Art therapy programs.
- Age group 25+
- Both male and Female
- Residents of Maryland and Washington DC

General Population

- Potential Site user
- Age group of 18+
- Interested to volunteer or to be a part of the art therapy program.
- Residents of Maryland, Washington DC, Virginia

STAKEHOLDERS

- Board of directors.
- Committee members
- The create art teachers
- The Create at therapist
- The Create art staff members
- Trustees

ENVIRONMENTAL ANALYSIS While doing the site research on search engine optimization through Semrush.com where around more than 85

Goals

- As a Visual art foundation funded by a non profit organization offering art camps and art therapy to the general public .The main goal of the website is to help the general public understand the services provided by the organization and also spread the programs among the audience.
- The data that is indicated to the user which is important is that how the website conveys all the information with clarity. During the contextual inquiry most of the users wanted to know more information about what the organization does and the programs.
- Locate the application forms for volunteering and for donation.

- Contact the members for any kind of help or service.

Sub-goals

- Navigate across the website
- Read the contents of the website
- Locate the appropriate buttons
- Enquiry about the programs and organization.

HIERARCHIAL TASK ANALYSIS

Task 1: Learn about the organization

Go to Create Arts Center website which displays the homepage

Type <http://createartscenter.org> into the search bar of your browser.

Select by pressing the enter button.

2. Use the mouse to navigate across the page using the horizontal menu which is present on the header of the page.

2.1 Hover the cursor and click to look for options.

2.2 Hold and Click on the option

3. Click on to the second option on the menu.

3.1 While clicking on the option the drop down opens.

3.2 The dropdown consists of information about the organization such as Location ,Partners etc.

4. Click on to Our mission which is the second option on the dropdown.

5. The page opens containing information about the mission till the end of the page

Task 2: Find about the Art classes programs offered

1 Go to the <http://createartscenter.org>.

1.1 Open the browser.

1.2 Type the <http://createartscenter.org> in the search bar.

1.3 Click Enter.

2. The Site opens up and click on to the Programs

2.1 The Programs opens a Drop down

2.2 Hover the mouse or the cursor to the Art classes

2.3 This opens to another set of options

2.4 Click on the Art classes at Create or Art Classes at your School

3. Opens the page containing all the details about the Art classes.

3.1 Read the contents and scroll down.

Task 3: Register for the Art classes

Go to <http://createartscenter.org>

1.1 Open the browser.



1.2 Type the <http://createartscenter.org> in the search bar.

1.3 Click Enter.

1.4 Click on the Register option on the menu bar located horizontally

1.5 This opens another tab.

The Page contains the programs for the year with the date.

Click on the view button of the Art classes 2016-2017 page opens to session list

3.1 The page consist of filter on the side menu

3.2 Click on the location

3.3 Click on the desirable dates

3.4 Select the type of session

4. The session list opens to various class schedule

4.1 Calendar can be viewed.

4.2 Scroll down and select a session

4.3 Once the selection is done click Add gets added and Click on to the Continue button.

5. The registration information form open

5.1 Type the email address for verification process

5.2 Click Next to continue

5.3 Form about the Participants needs to be filled

5.4 Fill all the information

6. Continue button on Continue in turn opens another form that needs to be filled about the participant. Mandatory information is filled

7. If there is waiver then terms and conditions needs to be checked on the Terms and Agreement of the Camp

7.2 Click on the terms and Active Agreement and Waiver

7.3 Click on the Electronic signature

7.4 Click the continue button

8. Secure online registration page opens.

8.1 Payment options are opened

8.2 The payment options are entered

8.3 Then clicked done to proceed

8.4 The payment is success and hence registration is complete

Task 4: Look and register for internship opportunities

1. Go to <http://createartscenter.org>

1.1 Open the browser.

2. Type the <http://createartscenter.org> in the search bar.

2.1 Click Enter

2.2 The page opens with various options

2.3 Click on More information

2.4 Information about internship opens.



2.5 Scroll down to till the end of the page to see Apply Online option

3.Click on the apply online option.

3.1 The application opens.

3.2 Mandatory fields need to be filled

3.3 click on Submit button.

Task 5: Donate to the organization

Go to <http://createartscenter.org>

1.1 Open the browser. the <http://createartscenter.org> in the search bar.

2.1 Click Enter on Support us on the menu bar Support us page opens Page Contains information about donating. is a text link in red color for online donation. on the link redirects to Networkforgood page. the form and the amount needed for the donation. on Continue amount is processed. acknowledgement form is received which is printable. a part of feedback mechanism, the email ID also gets a copy

11 APPENDIX E

No. 01

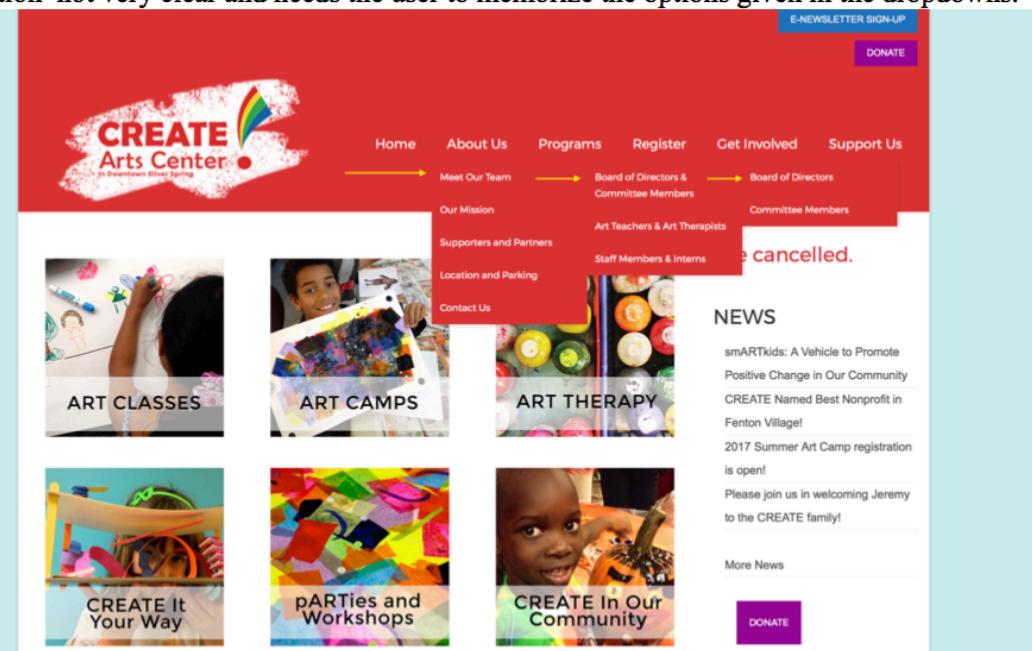
Problem/Good Aspect
Problem

Name:

Users Memory Load

Evidence:

Navigation not very clear and needs the user to memorize the options given in the dropdowns.



Explanation: Navigation Dropdowns does not open with hover action but opens with a click. Also, to choose from the dropdown you need again click to view the other sub options that the drop down opens.

The user needs to click to view the sub menu option which is not very clear.

The user needs to select the option from the drop down menu and then to view other options ,by this the user might get confused and might redo the process which is time consuming.

Severity or Benefit:

Rating: 3 = Major usability problem: important to fix, so should be given high priority

Justification:

Frequency: Since the problem is with the main navigation it is frequently faced by the user. This problem is commonly seen clearly while navigating through the site.

Impact: It is quite easy to

Persistence: It is a persistent problem and the users will be bothered by this as it is time consuming and needs the user to figure out the way the navigation work.

Possible solution and/or Trade-offs:

Use of hover option will probably lessen the burden of the user to click.

Also use of an indication when hover upon could let the user know where to click or current position of the cursor.

Use of a breadcrumb navigation could let the user navigate through the options.

UAR Report -Kellie gable

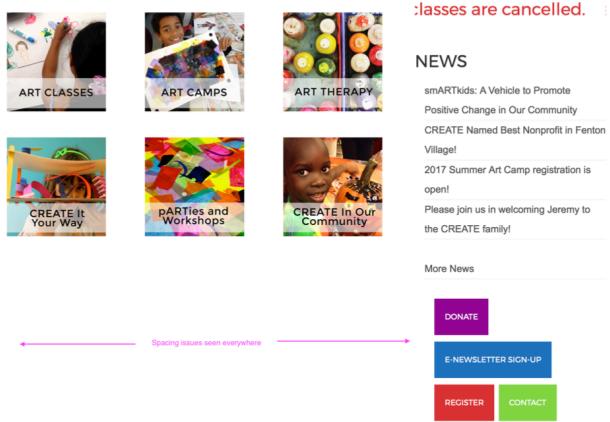
No. 02	Problem/Good Aspect Problem		
Name: Inconsistency			
Evidence: Contents and text used in the website is not consistent. The typography followed needs to be taken care and is quite obvious to the user that it has changed in few places.			
are cancelled.			
NEWS			
<p>smARTkids: A Vehicle to Promote Positive Change in Our Community</p> <p>CREATE Named Best Nonprofit in Fenton Village!</p> <p>2017 Summer Art Camp registration is open!</p> <p>Please join us in welcoming Jeremy to the CREATE family!</p> <p>More News</p>	 <p>Workshops</p> <p>CONTACT MORE INFO</p> <p>Gather a group of friends, colleagues, and/or family members – we'll provide the materials and an experienced Art Teacher and develop an art workshop just for your group!</p>  <p>Birthday pARTies</p> <p>Until further notice, CREATE will not be running our Birthday pARTy program.</p>		
	 <p>Home About Us Programs Register Get Involved Support Us</p>		
 <p>ART CLASSES</p>	 <p>ART CAMPS</p>	 <p>ART THERAPY</p>	<p>It's offices are closed.</p> <p>NEWS</p> <p>smARTkids: A Vehicle to Promote Positive Change in Our Community</p> <p>CREATE Named Best Nonprofit in Fenton Village!</p> <p>2017 Summer Art Camp registration is open!</p> <p>Please join us in welcoming Jeremy to the CREATE family!</p> <p>More News</p>
 <p>CREATE It Your Way</p>	 <p>pARTies and Workshops</p>	 <p>CREATE In Our Community</p>	

12 APPENDIX F

Explanation: Contents in the website used has many typefaces and for each option there are different content used and the contents are written in a different way and uses different typeface, which creates inconsistency while looking at the content.
Severity or Benefit:
Rating: 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
Justification:
Frequency: The problem is seen in only certain menu options and not commonly seen by the user.
Impact: It is easy for the user to overcome and does not have any impact towards reaching the goal.
Persistence: It is not persistent cause it's not something that a user would care about.
Possible solution and/or Trade-offs:
Use of a consistent typeface and this would solve the problem and the alignment should be done to a readable format and does not give any hindrance to the user.
Relationships:

No. 03	Problem/Good Aspect Problem
Name: Whitespaces and placement of content	

Evidence: Contents and image not equally spaced and lots of whitespaces that make the whole site look too cumbersome and awkward for the user to use the site.
Makes the site look like there is very less content and doesn't highlight the important content or the purpose of the organization isn't clear due to the inconsistency of the content and image.



Explanation:
Whitespaces seen everywhere showing an imbalance in the contents and the images shown. The whole point of the visual art website is to attract customer or the user using it but due to the whitespaces the whole website looks too plain and the organization is losing their clients already.
Spacing between the contents and the images are way too much and making it seem like there is very less to show.
Whitespaces can irritate users from using it as it increases scrolling option and digs the need of an acknowledgment.

Severity or Benefit:

Rating: 0 = Not a problem: I don't agree that this is a usability problem at all

Justification (Weights):

Frequency: It is frequently seen as it is seen in all the pages from the home page making and the whole experience of the user is just useless as if the user is irritated with whitespaces everywhere

Impact: Is quite difficult to overcome as Aesthetics plays an important role on the usability factor the website.

Persistence: It is not a recurring problem because it can be figured once you look at it. As Aesthetics plays a very important role for a visual art organization.

Possible solution and/or Trade-offs:

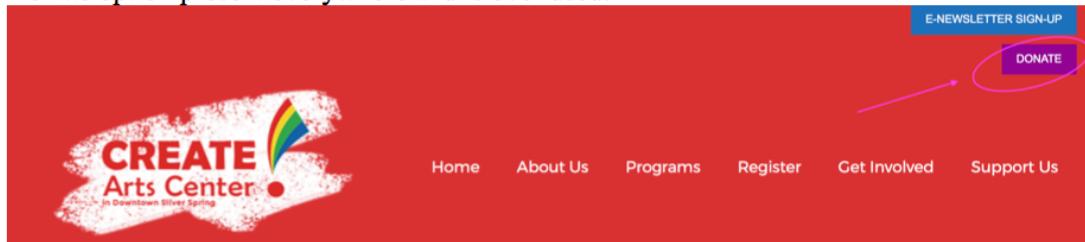
Utilizing the space correctly by using grids and creating a balance between the text and image would give a clean clarity of the website.

Relationships:

No. 04	Problem/Good Aspect Problem
Name: Repetitive and Visibility	

Evidence:

Donate option present everywhere and is over used.



More News



Donate Online

Your online donation is quick, easy and secure. Through [Network for Good's safe giving system](#), you can choose to set up a monthly, quarterly or annual contribution to CREATE Arts Center.

[Click here to make a secure online donation.](#)

Donate By Mail

You can send a contribution directly to CREATE Arts Center by mail. You can download a [Donation Form](#) and send with your contribution to:

CREATE Arts Center
816 Thayer Ave.
Silver Spring, MD 20910

Workplace Giving and Matching Gifts

Combined Federal Campaign and United Way
We hope you will remember CREATE as you consider donations through the United Way of the National Capital Area's Combined Federal Campaign (CFC). Please show your support by designating your campaign gift to CREATE Arts Center by using CFC #29334 or United Way NCA #8654.

Employer Match
Many employers encourage employees to donate to nonprofit organizations by matching charitable contributions. This is a great opportunity to increase the size of your gift! You can check with your employer's Human Resources Department for information on your employer's specific matching gift program. Simply complete the matching gift form provided by your employer and send it to CREATE Arts Center with your contribution.

AmazonSmile
Designate CREATE Arts Center as your charity and 0.5% of your purchase will go directly to CREATE!

Explanation:

Donation button seen in multiple places that confuses user.

Also the donate button can be consistent and be present in the header or on the body with a clickable button but there are buttons used on the header, separate page which consist of text link for the donation form. And one constant donate button on the right column of the body.

This

Severity or Benefit:

Rating: 3 = Major usability problem: important to fix, so should be given high priority

Justification (Persistence, Weights):

Frequency: The frequency of the problem is common and needs to be rectified in order to establish the goal.

Impact: Difficult for the user to overcome as the whole purpose of the website is gone as the donation is quite an important content in the website.

Possible solution and/or Trade-offs:

Using one donate button which is big and clear on the body of the website which would not confuse the user is better solution for the problem.

The button should be visible and be placed at the right place that could negate the repetitive use of donate option.

Relationships:

No. 05	Problem/Good Aspect Good
--------	----------------------------------

Name:

Feedback mechanism and good language affordance

Evidence: Use of good affordance when it comes to section of programs.

Drop down menu to change the language of the text.

**Explanation:**

Dropdown to choose the preferred language while choosing the program is good affordance for the website.

Severity or Benefit:

Rating: Not a Usability constraint.

Possible solution and/or Trade-offs:

This provides the user a good affordance for the user.

Relationships:

Explanation:

Donation button seen in multiple places that confuses user.

Also the donate button can be consistent and be present in the header or on the body with a clickable button but there are buttons used on the header, separate page which consist of text link for the donation form. And one constant donate button on the right column of the body.

This

Severity or Benefit:

Rating: 3 = Major usability problem: important to fix, so should be given high priority

Justification (Persistence, Weights):

Frequency: The frequency of the problem is common and needs to be rectified in order to establish the goal.

Impact: Difficult for the user to overcome as the whole purpose of the website is gone as the donation is quite an important content in the website.

Possible solution and/or Trade-offs:

Using one donate button which is big and clear on the body of the website which would not confuse the user is better solution for the problem.

The button should be visible and be placed at the right place that could negate the repetitive use of donate option.

Relationships:

No. 05	Problem/Good Aspect
 Good

Name:

Feedback mechanism and good language affordance

Evidence: Use of good affordance when it comes to section of programs.

Drop down menu to change the language of the text.

**Explanation:**

Dropdown to choose the preferred language while choosing the program is good affordance for the website.

Severity or Benefit:

Rating: Not a Usability constraint.

Possible solution and/or Trade-offs:

This provides the user a good affordance for the user.

No. 06

Problem/Good Aspect
Good

Name:

Shortcuts

Evidence:

The screenshot shows a user interface for selecting sessions. On the left, there's a sidebar for filtering sessions by location, dates, and session type. The main area displays three session options for 'No School Day' Camp at CREATE Arts Center. A modal window titled 'ACTIVE' is overlaid on the page, asking for feedback about the online registration process. The feedback form includes a scale from 0 to 10 for ease of use and a category selection for the organization being registered for. A red arrow points from the 'feedback' button in the top right corner of the main page to the 'feedback' button in the bottom right corner of the modal window.

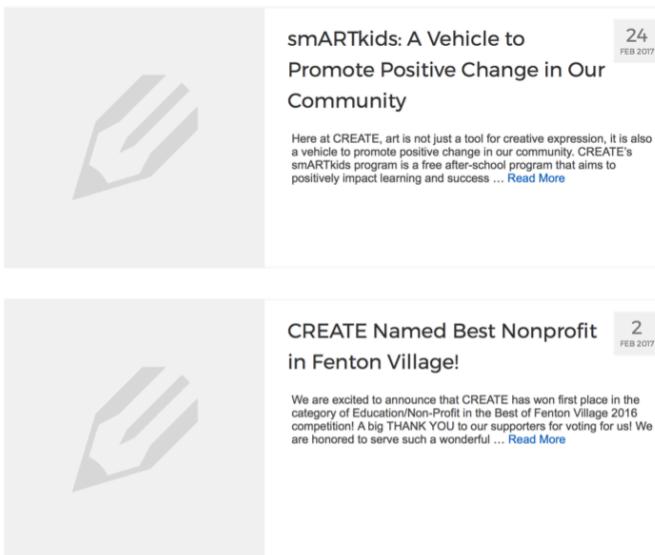
Explanation:

When the user wants to select the programs from the list and then there is a feedback button to the side that present.

This a good sign of affordance even though maintained and chained with some other outsourcing company.

Severity or Benefit:**Rating:** Not a usability problem,**Possible solution and/or Trade-offs:** Good sign affordance.**Relationships:**

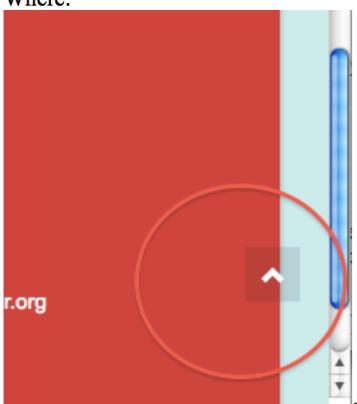
No. 07	Problem/Good Aspect Problem
Name: Speak Users Language	
Evidence:	<p>Session Selection</p> <p>SELECT ONE OR MORE SESSIONS BELOW. YOU CAN REGISTER MULTIPLE PEOPLE AT THE SAME TIME.</p>
Explanation:	Selection category where the texts are not consistent and could confuse the user. Information can be spaced out clearly instead of it being all tight. Use of different colors of typeface and hence no consistency of contents and selection of buttons different from the homepage.
Severity or Benefit:	
Rating:	2 = <u>Minor</u> usability problem: fixing this should be given low priority
Justification :	
Frequency:	Well since it's a visibility problem it is commonly seen and hence depends on how the user looks at this as a problem, Cause this time consuming.
Impact:	Not so Easy to overcome by the user but then doesn't prevent the user to reach the goal.
Persistence:	It is a recurring problem as its concerned with the visibility.
Possible solution and/or Trade-offs:	Usage of space and introducing column to make it neat and give the user a better visible appearance.
Using a consistent font throughout so that it gives a better readable factor for the user.	
Relationships:	

No. 08	Problem/Good Aspect
Name: Visibility	Problem
Evidence:	
News	 <p>smARTkids: A Vehicle to Promote Positive Change in Our Community</p> <p>Here at CREATE, art is not just a tool for creative expression, it is also a vehicle to promote positive change in our community. CREATE's smARTkids program is a free after-school program that aims to positively impact learning and success ... Read More</p> <p>24 FEB 2017</p> <p>CREATE Named Best Nonprofit in Fenton Village!</p> <p>We are excited to announce that CREATE has won first place in the category of EducationNon-Profit in the Best of Fenton Village 2016 competition! A big THANK YOU to our supporters for voting for us! We are honored to serve such a wonderful ... Read More</p> <p>2 FEB 2017</p> <p>NEWS</p> <p>smARTkids: A Vehicle to Promote Positive Change in Our Community</p> <p>CREATE Named Best Nonprofit in Fenton Village!</p> <p>2017 Summer Art Camp registration is open!</p> <p>Please join us in welcoming Jeremy to the CREATE family!</p> <p>More News</p> <p>DONATE</p> <p>E-NEWSLETTER SIGN-UP</p> <p>REGISTER CONTACT</p>
Explanation: Use of better thumbnail pictures than to set up a random thumbnail picture.	
Severity or Benefit:	
Rating: 0 = <u>Not a problem</u> : I don't agree that this is a usability problem at all	
Justification (Weights):	
Frequency: Only seen when viewing the news page and not so common.	
Impact: Not at all a bad impact and it's easy for the user to overcome.	
Persistence: Quiet easily to detect and the problem doesn't really bother the user but it's a visibility concern.	
Possible solution and/or Trade-offs:	
Using appropriate thumbnail or not use it all.	
Relationships:	

**Template for
Usability Aspect Report (UAR)**

Complete this form *once*, as the first page of your report:

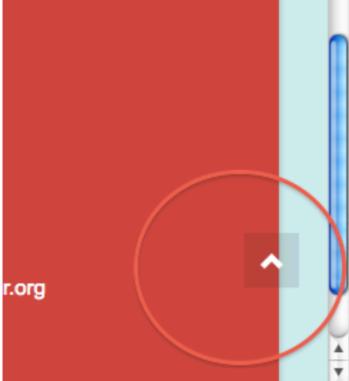
Product Name: CREATE Arts Center Website: www.createartscenter.org
Date of Study: 03/11/2017
Experimenters' Names: Kellie Gable
Subject ID:

No.	Problem/Good Aspect
01	Good Aspect
Name: Quick Scroll to Top	
Evidence: Heuristic: Clearly Marked Exits/ Shortcuts	
Where:	 <p>on every page; appears when the users scrolls down and the main navigation menu is no longer visible</p>
Explanation:	

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Usability Aspect Report (UAR)**

Complete this form *once*, as the first page of your report:

Product Name: CREATE Arts Center Website: www.createartscenter.org
Date of Study: 03/11/2017
Experimenters' Names: Kellie Gable
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No.	Problem/Good Aspect
01	Good Aspect
Name: Quick Scroll to Top	
Evidence: Heuristic: Clearly Marked Exits/ Shortcuts	
Where:	 <p>on every page; appears when the users scrolls down and the main navigation menu is no longer visible</p>
Explanation:	

When the user scrolls far enough down the page so that the main navigation is no longer visible, an upward facing carrot icon appears near the scroll bar. When clicked, the user is taken back to the top of the page and given easy access to the main menu.

Severity or Benefit:

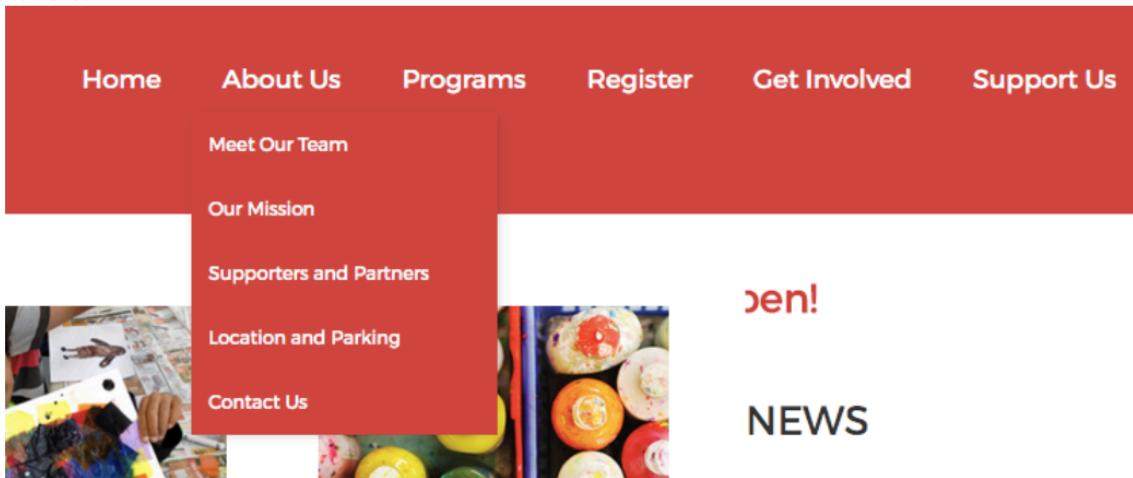
Rating:

0 = This is not a usability problem.

Possible solution and/or trade-offs:

Some of the pages are long, so this feature supplies the user with an easy exit when they have scrolled through a page. It is also a shortcut and supports fluid user navigation.

Relationships:

No.	Problem/Good Aspect
02	Problem
Name:	No Hover Effect/ Feedback on Navigation Main Navigation
Evidence:	Heuristic: Feedback Where: 
The main menu and dropdowns within the main menu	
Explanation:	No feedback is offered when the users is interacting with the main menu. There are no hover effects, and no link affordances.
Severity or Benefit:	
Rating:	2 = <u>Minor usability problem: fixing this should be given low priority</u>
Justification (Frequency, Impact, Persistence, Weights):	
Frequency:	Common; this problem occurs with all links in the main menu, and it is pertinent

to note that the menu is the primary source of navigation and a fixed structure on every page within the website.

Impact: Somewhat Easy to Overcome; Users are likely to apply their mental models of navigation menus to the site's menu and give affordance to the text as links. However, this is requiring cognitive energy from the user.

Persistence: One-time

How I weighted the factors:

This is a common problem that occurs whenever a user interacts with the main menu. Although the lack of feedback on the main menu may cause confusion to novice users, it has relatively minor impact on the usability of the website as users are likely to apply their mental models and click the links. It would be easy to fix, as this would involve altering one section of code involving the navigation bar.

Possible solution and/or trade-offs:

Add hover effect to all menu items. This will support the user's navigation on the site by giving visual affordance to the links, and providing helpful system feedback.

Relationships:

No.	Problem/Good Aspect
03	Problem
Name:	
Links on site should look like links	
Evidence:	
Prevent Errors/ Consistency	
Where:	

NEWS

ing Artist

ced, and creative Teaching Artists to apply to our Art Education and After School

ir creativity and enjoyment in the arts while essential communication and critical thinking offering afterschool enrichment programs for at a variety of challenges.



- smARTkids: A Vehicle to Promote Positive Change in Our Community
- CREATE Named Best Nonprofit in Fenton Village!
- 2017 Summer Art Camp registration is open!
- Please join us in welcoming Jeremy to the CREATE family!

More News

links

Example of other links on site:

- [Donate](#)
- [Sign up for CREATE's e-newsletter](#)
- [Like CREATE on Facebook](#)

The right sidebar labeled “NEWS” features news-related links.

Explanation:

The topics under the NEWS section are actually clickable links, despite their resemblance to the main content text and inconsistency with other links throughout the website. The links should be visually obvious that they are indeed links and visually consistent with other links on the site in order to indicate that the text will provide further information when clicked.

Severity or Benefit:

Rating: 2 = Minor usability problem: fixing this should be given low priority

Justification (Frequency, Impact, Persistence, Weights):

Frequency: Common; the news section is featured on every page on the website

Impact: Moderately easy to overcome; It requires a novice site user to hover over the aforementioned text in the news section to elicit a hover effect and determine that this text is indeed a link. It is possible that a user would interpret these links formatted like the content text on the site as content text rather than a link.

Persistence: It is one-time assuming the user experiments with hovering over the text and learns that it is indeed a link, but it is possible that the user does not interact with the text as a link because of the lack of link treatment and link consistency.

How I weighted the factors:

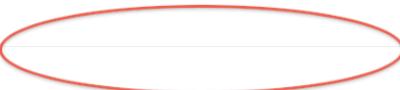
Although the inconsistency could lead to user confusion and/or failure to interpret link affordance, this was rated as a minor usability problem because the user can likely overcome this problem by hovering over the text. Fixing this problem would be an easy change in the sidebar widget.

Possible solution and/or trade-offs:

The links under the News section should not look like text on the site; they should be formatted consistently with other links on the website. Making this change would give affordance to the links, support the user by supplying information that there is more information available, and dissolve the possibility of a user dismissing the links as static text.

Relationships:

No.	Problem/Good Aspect
04	Problem
Name:	
Breadcrumbs to Assist Navigation	
Evidence:	
Heuristic: Minimize User’s Memory Load	
Where:	
Example of depth of cascading menu:	

Home	About Us	Programs	Register	Get Involved	Support Us		
		<pre> graph LR Home[Home] --> AboutUs[About Us] AboutUs --> MeetOurTeam[Meet Our Team] MeetOurTeam --> Directors[Board of Directors & Committee Members] Directors --> DirectorsPage[Board of Directors] DirectorsPage --> CommitteeMembers[Committee Members] DirectorsPage --> StaffMembers[Staff Members & Interns] DirectorsPage --> ArtTeachers[Art Teachers & Art Therapists] </pre>					
Our Mission		Board of Directors & Committee Members					
Supporters and Partners		Board of Directors					
Location and Parking		Committee Members					
Contact Us		Staff Members & Interns					
<p>Example of 4th level page (Board of Directors) from menu:</p> <p>Board of Directors & Committee Members</p>  <p>ion is Open!</p> <p>NEWS</p> <p><small>www.CREATEArtsCenter.org/Board-of-Directors</small></p>							
<p>Across all pages; there are many sub-levels of navigation on the website, but there are no breadcrumbs on the top of the website pages</p>							
<p>Explanation: As showed in the example above, the user sometimes is required to go through multiple levels of navigation in order to access their desired content. Failing to supply breadcrumbs forces the user to remember how they accessed the page, favors recall over recognition, and therefore adds to cognitive overload.</p>							
<p>Severity or Benefit: Rating: 3 = <u>Major usability problem</u></p>							
<p>Frequency: Common; all pages on the site lack breadcrumbs</p>							
<p>Impact: Difficult to overcome; It requires users to recall their navigational path which is especially frustrating for novice users.</p>							
<p>Persistence: Persistent The problem concerns the many levels of navigation and the user currently being forced to recall their trajectory on the site. Adding breadcrumbs would reduce cognitive overload, promote recognition over recall, and make buried site information more accessible to the user.</p>							
<p>Possible solution and/or trade-offs: Add breadcrumbs to site pages. This reinforces the user's location, supports fluid navigation throughout the website, and reduces cognitive overload as it promotes recognition over recall.</p>							
<p>Relationships:</p>							

Home	About Us	Programs	Register	Get Involved	Support Us								
		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">Our Mission</td> <td style="padding: 5px;">Board of Directors & Committee Members</td> </tr> <tr> <td style="padding: 5px;">Supporters and Partners</td> <td style="padding: 5px;">Board of Directors</td> </tr> <tr> <td style="padding: 5px;">Location and Parking</td> <td style="padding: 5px;">Committee Members</td> </tr> <tr> <td style="padding: 5px;">Contact Us</td> <td style="padding: 5px;"></td> </tr> </table>				Our Mission	Board of Directors & Committee Members	Supporters and Partners	Board of Directors	Location and Parking	Committee Members	Contact Us	
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