

Survey Results: Clarity and Appropriateness of Written Content

The survey data conducted on the SALTS website usability featured a majority of participants about the average age range being in their early to mid-twenties. Moreover, most respondents answered that they were currently in the process of completing their first post-secondary degree. The survey featured questions regarding personal information such as age, gender, and education level before it asked participants questions regarding their experience using the SALTS website. The survey included a total of 11 questions of which three questions were asking participants for information about themselves.

Question 10 asks survey respondents “*The textual information on the homepage is clearly written and is appropriate for the audience*”. It allows respondents to rate it on a scale of 1 to 5, with 1 being the lowest rating of “*Strongly Disagree*” and 5 being the best rating of “*Strongly Agree*”. It is an important question with regards to finding out what your users think of your website’s usability. This is because if the majority of your users believed that information on the website is not clearly written, and uses language that is confusing, then it means your website usability is low and not very accessible.

Figure 1 considers the count for each different response. The results display that the users believed information on the website is written using moderately clear language with room for improvement. Most respondents answered “*Moderately Agree*” or “*Neutral*” for this question. The data source is from the survey regarding the SALTS website, and the visualization is generated using Tableau. Plain language makes information usable, so people can find the information they need, understand it when they find it, and use it to meet their own goals (Creative Bloq Staff, 2015).

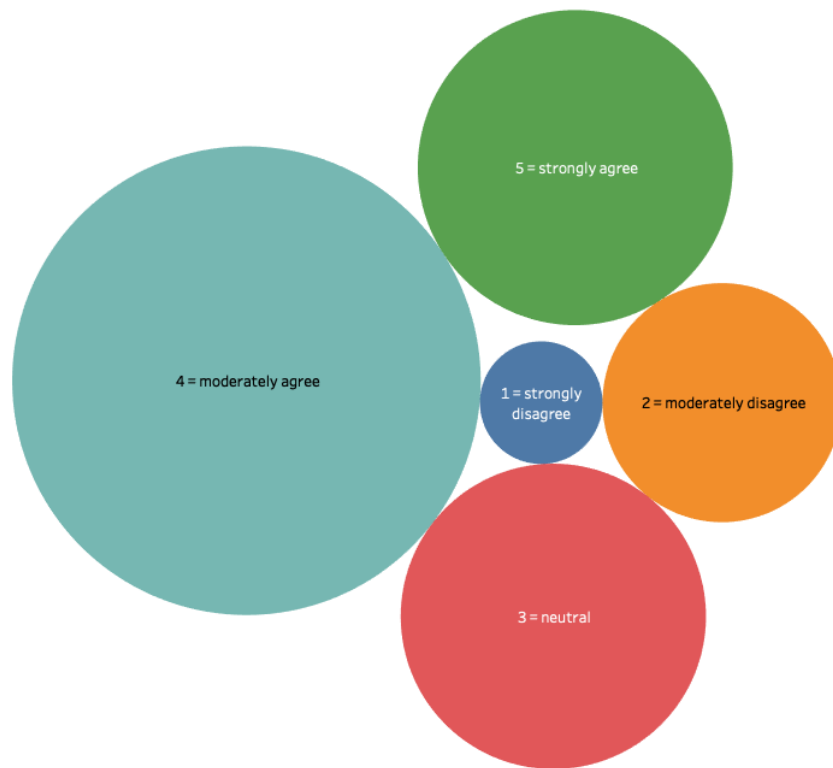


Figure 1. Diagram displaying the different responses obtained through survey data, the size of the bubble directly correlates with the frequency of the response. From “SALTS_SurveyData.xls” by T. Smith, 2015. Unpublished raw data.

Question 11 asks “*The textual information is well organized on the page (headings, paragraphs, lists, tables)*”. It allows respondents to rate it on a scale of 1 to 5, with 1 being the lowest rating of “*Strongly Disagree*” and 5 being the best rating of “*Strongly Agree*”. It is an important question with regards to finding out what your users think of the organization of website content.

You do not want to create a frustrating experience when it comes to navigating the website and finding information. For instance, if a table of financial numbers relevant to a company’s annual report is on one page, and its explanation on another page, this will frustrate the user who has to switch between both pages to understand the message you are communicating.

Figure 2 shows that the majority of respondents agreed that the organization of the SALTS website content is appropriate with majority of respondents answering the question with “*Moderately Agree*” or “*Strongly Agree*” response.

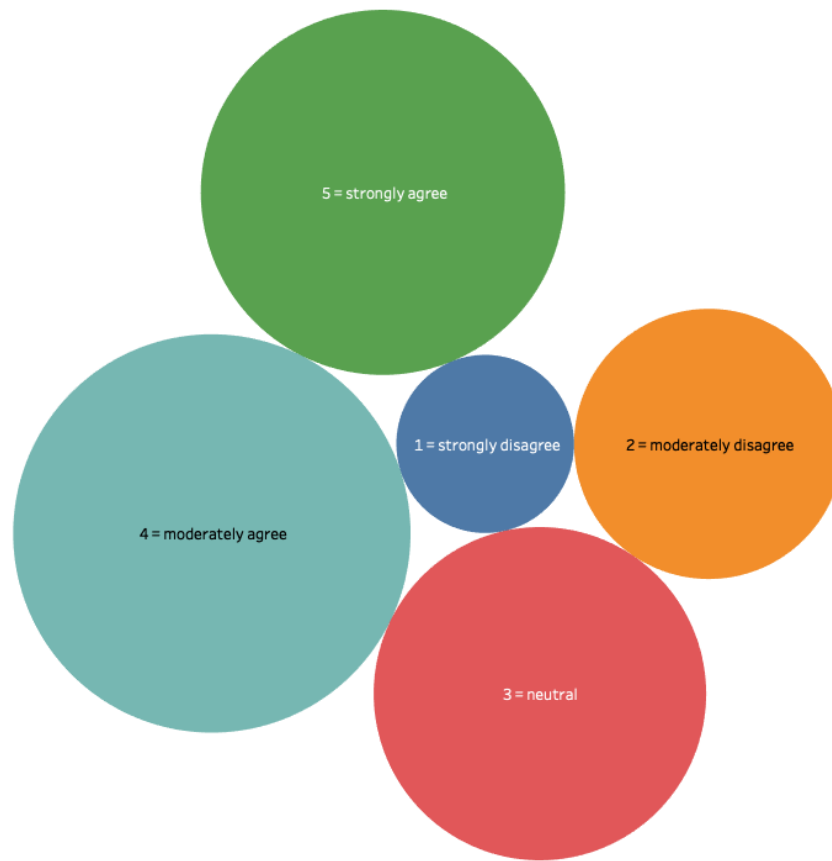


Figure 2. Diagram displaying the different responses obtained through survey data, the size of the bubble directly correlates with the frequency of the response. From “SALTS_SurveyData.xls” by T. Smith, 2015. Unpublished raw data.

On the other hand, very little respondents found the organization of content on the SALTS website confusing and, as a result, responding with “*Strongly Disagree*” or “*Moderately Disagree*” response. The data source is from the survey regarding the SALTS website, and the visualization is generated using Tableau.

Solutions

With regards to question 10, what can be learnt in terms of usability that was displayed in Figure 1 is that the SALTS website requires further improvements in terms of the language used in its content. This can be done by using simpler words where appropriate without detracting from the message you are communicating to the audience.

In question 11, there were not many issues raised that we can learn from the survey results. For the most part, respondents agreed that the overall organization of headers, paragraphs, lists and tables on the SALTS website was satisfactory.

Overall, what we have learnt from the SALTS survey data is that the SALTS website provided a good organization of content to the user showing them information relevant to what they are reading. On the other hand, the SALTS website does require additional improvements to make the language more clearly written and appropriate for its reader. It is recommended to review that content displayed to the user is appropriate for the page they are reading.

List of Resources

Creative Bloq Staff (2015, July 13). Why plain language is vital for website usability. Retrieved from <https://www.creativebloq.com/web-design/why-plain-language-vital-website-usability-51514999>

Smith, T. (2015). [Survey Data Set]. Unpublished raw data. SALTS_SurveyData.xls