

# School Websites Suck

Project 1: Research Plan

Joseph Ra

Art 358: UX/UI

Tuesdays / Thursdays 2:00PM

# The Interviews

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- How do you feel about CSUN's website?
- What do you think of the CSUN mobile app?
- Are you usually able to find what you are looking for?
- Would you change anything about the website?

# The Survey

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## Quantitative Questions

Likert Scale (1-5) and Yes/No Answers

- Did you ever find it frustrating to navigate through CSUN's website?
- Do you think all the important pages are in visible locations?
- How pleasant was your experience when using CSUN's website?
- Do you think CSUN's website needs visual updates?
- How often do you find what you are looking for on CSUN's website?
- How difficult is it to navigate through CSUN's website?
- How difficult is it to use CSUN mobile app?
- Do you find the Academic Calendar useful?

# Contextual Review

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- Within-Group Design
- Observe and record how long a student takes to navigate to a specific CSUN web page
- Test again with other websites that participants would least likely be experienced with
- May use eye-tracking hardware

# Sources

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“7 Fatal Mistakes of School Websites”: <https://www.campussuite.com/blog/7-fatal-mistakes-school-website-design>

“6 Signs Your School Needs a New Site”: <https://www.campussuite.com/blog/6-signs-school-needs-new-website>

“Assessing the qualities of web sites” : <https://www.sciencedirect.com/science/article/pii/S2210832710000037#f0010>

“Measuring web usability using item response theory”: <https://academic.oup.com/iwc/article/23/2/167/749336>

“An Analyze of High School Web Interface Designs in Terms of Graphic Design”:  
<https://www.sciencedirect.com/science/article/pii/S1877042812022288>