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IS117

Njit’s website is visually appealing in a lot of ways and has many strengths but the weaknesses it has are in its functionality which can cripple a website. The strengths the site has are in its aesthetic, the site is visually appealing and fast.

The flaws in the site lie in its functionality. For starters the call to action is not as apparent as it should be, in the sites main content area there is usually information about an upcoming event when it should contain information on admissions and how to apply.Another problem is the main reason someone is visiting the site is to get information on how to apply but the link to the application process is buried under several links and is very hard to find. If the main reason a person visits a site is that hard to find the user will go to another site or in this case apply to another school.

The way I would address these problems would mainly streamlining the information provided. The main content section is done very well and I wouldn’t change the presentation but I would change what was in the main content area. I would have it firstly contain a direct link to the application process then have it switch between information about the college that would interest students. For example upcoming student sponsored events, the progress/virtual tour of the new dorm and the newly renovated gym. Secondly I would have the links more prevalent, in the current design the link text is way too small and not bold enough. And lastly try to make the site relay to the student the reasons for coming here because at its core the website should increase the attendance to NJIT.