



POLITECNICO

MILANO 1863

Usability Report on The Intern Group website

Hypermedia Applications



Student	Person Code
Davide Di Marco	10667065
Stefano Fossati	10569836
Davide Maffi	10630074
Marco Romanini	10613151

Contents

1 Abstract	2
2 Experts Evaluation	2
2.1 Introduction - Methodology	2
2.1.1 Heuristics	2
2.1.1.1 Nielsen Heuristics	2
2.1.1.2 MiLe Heuristics	3
2.1.2 Evaluation criteria	4
2.2 Approach	4
2.3 Results	5
2.3.1 Table of results	5
2.3.2 Detailed results	5
2.3.2.1 Presentation Heuristics	5
2.3.2.2 Navigation Heuristics	9
2.3.2.3 Content Heuristics	12
2.3.3 Conclusions	12
3 User Testing	14
3.1 General Method	14
3.2 Study Design	14
3.2.1 User Selection and Recruiting	14
3.2.2 Tasks	14
3.2.3 Evaluation Criteria	16
3.3 Execution	16
3.3.1 Before Test	16
3.3.2 During Test	17
3.3.3 After Test	17
3.4 Results	17
3.4.1 Effectiveness - Task success rate	17
3.4.2 Efficiency - Time on task	18
3.4.3 Usage of navigation elements	19
3.4.4 Comments	20
3.4.5 Satisfaction	20
4 Conclusions	21
5 Annex	23
5.1 Inspection	23
5.2 User Testing	27
5.2.1 User testing task results	28
5.2.2 User testing questionnaire results	32

1 Abstract

In this document, we present and discuss the usability evaluation of the website “[the Intern Group](#)”, a website offering the possibility to apply for global and virtual internships around the world.

The main goal of the analysis is to investigate the usability issues and concerns faced by using the website, from the perspective of experienced and inexperienced users. Then, this report is supposed to give guidelines and clues to the client for a redesign activity of the product, in order to improve its overall usability.

The evaluation has been divided in two parts, using two complementary methods: Expert Evaluation (or Inspection) and User Testing.

The aim of the Expert Evaluation, performed by the team members, is to judge the usability of the website, according to a set of predefined heuristics. In this way, we are able to give a complete overview of the product. The aim of the User Testing, instead, is to provide a fresh and non-expert point-of-view of the website, concerning common and relevant interactions with the product. This evaluation is performed by an external group of people, who represent a sample of the actual users that are likely to use the website.

The results of both parts have then been used to derive final conclusions and considerations about the product, in order to provide useful feedback.

2 Experts Evaluation

2.1 Introduction - Methodology

Experts inspect websites with the help of Heuristic-based techniques. These heuristics have been used to analytically review UX-related elements of an application and determine whether specific website features comply with a set of quality requirements. Nielsen and MiLe have been used as heuristics. The Nielsen ones were our initial choice because they are the most common and can evaluate the entire website. The MiLes are instead, structured heuristics that concentrate on particular elements of the website during analysis, such as the text font, layout, or coherence of the visual aspects.

2.1.1 Heuristics

2.1.1.1 Nielsen Heuristics

H1: Visibility of system status.

“The system should always keep users informed about what is going on, through appropriate feedback within reasonable time”.

H2: Match between system and the real world.

“The system should speak the users’ language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order”.

H3: User control and freedom.

“Users often choose system functions by mistake and will need a clearly marked ”emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo”.

H4: Consistency and standards.

“Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow “platform” conventions”.

H5: Error prevention.

“Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action”.

H6: Recognition rather than recall.

“Minimize the user’s memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate”.

H7: Flexibility and efficiency of use.

“Accelerators –unseen by the novice user– may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions”.

H8: Aesthetic and minimalist design.

“Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility”.

H9: Help users recognize, diagnose and recover from errors.

“Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution”.

H10: Help and documentation.

“Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user’s task, list concrete steps to be carried out, and not be too large”.

2.1.1.2 MiLe Heuristics

MN1: Interaction consistency:

Do pages of the same type have the same links and interaction capability?

MN2: Group navigation:

Is it easy to navigate from and among groups of “items”? E.g. From the “list of items” of a group to its “members” (and the other way around); among different “groups”; among members of the same group (next/previous).

MN3: Structural Navigation:

Is it easy to navigate among the “components” (parts) of a topic?

MN4: Semantic Navigation:

Is it easy to navigate from a topic to a related one (in both directions)?

MN5: “Landmarks”:

Are “landmarks” useful to reach the key parts of the web site?

MC1: Information overload:

Is the information in a page too much/too little?

MC2: Consistency of Page Content Structure:

Do pages of that present topics of the same category have the same types of elements?

MP1: Text layout:

Is the text readable? Is font size appropriate?

MP2: Interaction placeholders-semiotics:

Are textual or visual labels of interactive elements “expressive”? i.e. do they reflect the meaning of the interaction and its effects? Are they consistent?

MP3: Interaction placeholders-consistency:

Are textual or visual labels of interactive elements consistent in terms of wording, icon, position, etc.?

MP4: Spatial allocation:

Is the on-screen allocation of contents and visual appropriate for their relevance? Are “semantically related” elements close and “semantically distant” elements far away?

MP5: Consistency of Page Spatial Structure:

Do pages of the same type have the same layout (same visual properties of each component and similar organization and lay-out of the various elements)?

2.1.2 Evaluation criteria

Each heuristic has been evaluated with a score from 1 to 5 where:

1. unusable, heuristic not respected.
2. heuristic not always respected, presents many problems.
3. heuristic respected but has some errors.
4. heuristic respected but still has few errors.
5. heuristic respected without any errors.

2.2 Approach

Before the individual expert evaluation, the whole team had superficially surfed the website in order to understand the main aspect of the system. The main target of the application is detected to be the university’s students, a minor target are applicants and workers. The target website is an informative website that contains information about the possibility of an internship organized by Intern Group. We had considered to insert a constrain on the minimum number of pages that each team member has to inspect, based on the analysis of the main pages and the web structure.

This superficial analysis helped in the defining of the individual inspection process work as following:

- The inspector has to surf the website for at least 3h. In this way we are almost sure that the different inspector uses the site three time more than a common user session. During the remaining time the inspector is free to navigate the website as he prefers.
- The main sub-pages must be navigated. In particular, the Career Fields, the destinations and who-you-are pages. This decision was taken because these pages contain the main contents in which a common user is interested in.

2.3 Results

2.3.1 Table of results

Category	Code	Heuristics	Score
Navigation	H1	Visibility of system status	3
Presentation	H2	Match between system and the real world	4
Navigation	H3	User control and freedom	3
Presentation	H4	Consistency and standards	4
Presentation	H5	Error prevention	3
Navigation	H6	Recognition rather than recall	4
Navigation	H7	Flexibility and efficiency of use	3
Presentation	H8	Aesthetic and minimalist design	2
Presentation	H9	Help users recognize, diagnose and recover from errors	4
Content	H10	Help and documentation	N/A
Navigation	MN1	Interaction consistency	4
Navigation	MN2	Group navigation	4
Navigation	MN3	Structural Navigation	4
Navigation	MN4	Semantic Navigation	4
Navigation	MN5	Landmarks	4
Content	MC1	Information overload	4
Content	MC2	Consistency of page content structure	5
Presentation	MP1	Text Layout	5
Presentation	MP2	Interaction placeholders-semiotics	4
Presentation	MP3	Interaction placeholders-consistency	4
Presentation	MP4	Spatial allocation	4
Presentation	MP5	Consistency of Page Structure	4

2.3.2 Detailed results

In this section every heuristic used will be elaborated further in order to explain why that score was given and what errors/good things have been found.

2.3.2.1 Presentation Heuristics

H2) Match between system and the real world.

- The "Who you are" label in the menu has some ambiguous item in the drop-down menu.
- In the "How it works" label is pretty unclear what the next-step refers to (see the highlight button on Figure 1). As an user I would expect other words to find program alternatives.
- Overall the website tends not to use technical language, so that the navigation among the pages isn't so difficult even for non-expert users.
- The menu bar is very useful and lets the user orientate easily. Even the item in the drop down menu express straight forward what they will contain.

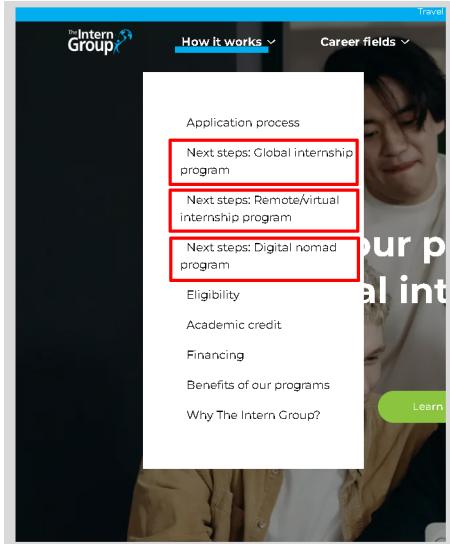


Figure 1: The menu linked to the "how it works" button.

H4) Consistency and standards.

- Clicking on the "who you are" button in the upper menu brings the user to a page that is structured in subpages. However, these are different from those in the drop-down menu which appears when the user passes over the same button. Also, it is not clear where the user will be brought when clicking on the "who you are" button in the upper menu.
- Standards are overall respected (menus are placed on the top and often on the left of the pages, contact info are placed at the bottom right corner of the pages, the logo is top left and links to the home page). However there are some minor consistency issues (the "high school student" personal info form is placed differently from the other forms, the "recruit interns" page doesn't have the upper menu anymore, sometimes the Location Based Bread Crumbs are not clickable).

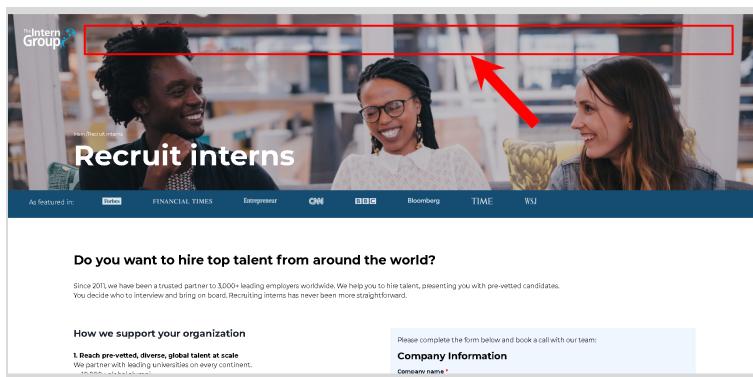


Figure 2: In this page the menu is missing (in the red rectangle).

H5) Error prevention.

- The Apply Now filling page has a lot of controls on the data format (like email) and for other entries has a list of possible choices with an example format under, in order to avoid possible mistakes.
- The "Contact us" pop up on the right also has checks on the email formats.
- There are some pages that exist but as soon as you try to get more info clicking on them, they lead to an empty page (IT internship in Milan).
- A useful tool if the filter in the "Career Fields" page, the problem is that selecting some of them (for example the "medical electives and public health" filter) produces zero results.

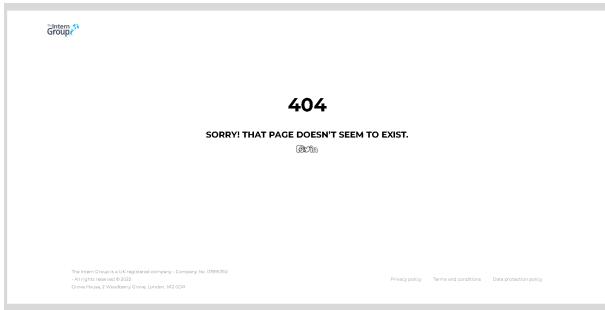


Figure 3: The error page that is visualized by the user in case of wrong link or missing page.

H6) Recognition rather than recall.

- The upper menu navigation is full enough to help the user reach the majority of the pages in the website. However, some pages are not accessible from a direct navigation of the ones in the same category, but are reachable only through links placed inside pages of other categories: this means that reaching again a specific page may require a memory effort to recall exactly its location. In addition, the website provides us some pages structured with left menus and some other not. This lack forces the user to memorize the exact location in a specific page of the information or of the link connected to other pages.
- The Apply Now and the filter at the bottom of the home page form uses some sliding menu in order to help the user in the element selection.

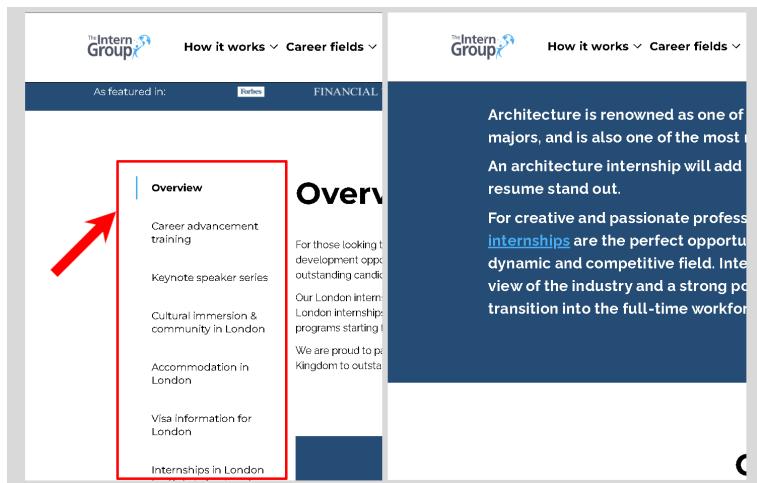


Figure 4: On the left the structured page of London "destination", on the right the non-structured page of the Architectural "career field". (in realtà più che unstrutturato è non navigabile tramite il menu)

H8) Aesthetics and minimalist design.

- The amount of text is well balanced. However, there are too many large images displayed almost everywhere: they are just annoying to scroll every time just to reach the useful information. Moreover, there are many redundant elements repeated in certain groups of pages (such as the generic "Our programs" section in all the "Career fields" pages) that could at least be reduced in size, if not simply removed, given the fact that they have their own easily reachable page. Moreover, there are many menu and links which is not minimalist. Once you browse to a page on the menu you can reach a wall of text where you can get lost.

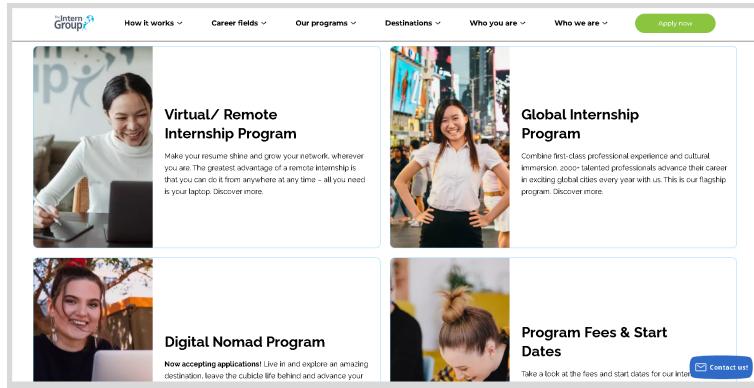


Figure 5: This screen shows a part of page that is present in all the career filed pages and other ones. This element is repetitive everywhere and is not needed in some pages.

H9) Help users recognize, diagnose and recover from errors.

- There are no particular user-input sections, apart from subscription to the newsletter, inserting personal info in the "Who you are" section and applying for an internship. The most part of these forms are sufficiently supported by error messages in case mandatory information is missing or not correct. The website presents few links to non-existent pages and the system shows an error page that doesn't display a clear button or input for go back to the previous page. The only visible element is the logo that can be used to go to the home page.

MP1) Text Layout.

- The text is very readable, and the font size is well balanced except for some breadcrumbs.

MP2) Interaction placeholders-semiotics.

- The interactive elements are "intuitive": the textual and visual labels for interactive elements convey their functional meaning.

MP3) Interaction placeholders-consistency.

- The main menu is composed only by words.
- In some of the pages accessible from the main menu, the button to navigate inside pages of the same topic is not easily visible. The "previous" button is grey, so it seems not to be clickable while it is. Another example could be the "load more" button.
- Some links to other pages are hidden inside a little "here" hyperlink.
- The visual elements are consistent: in pages of the same type they have the same visual properties.

MP4) Spatial allocation.

- The layout of the elements and their relevance are handled quite well in most pages, except for some elements that are inserted in many pages with a too generous size compared to their relevance for those pages. In addition, the page structure is such that the elements are grouped together at spatial level when they are semantically close together.

MP5) Consistency of Page Spatial Structure.

- All "Career fields" pages are structured the same way even though to get some information a user has to scroll through the whole page since there isn't a logical thread that the pages follow. Same goes for the Destinations page.
- The Page Spatial Structure between pages of the same type is overall consistent. However, a little exception is, for instance in "Who you are", between different pages of this sub-menu (particular case "high school student"), personal info form is placed sometimes at the bottom of the page, while for other categories of users it is placed at the top of the page.

- If we take into account page different from destinations, on the left side appears a menu to navigate pages of the same topic. Menu that is not present in the destinations pages.

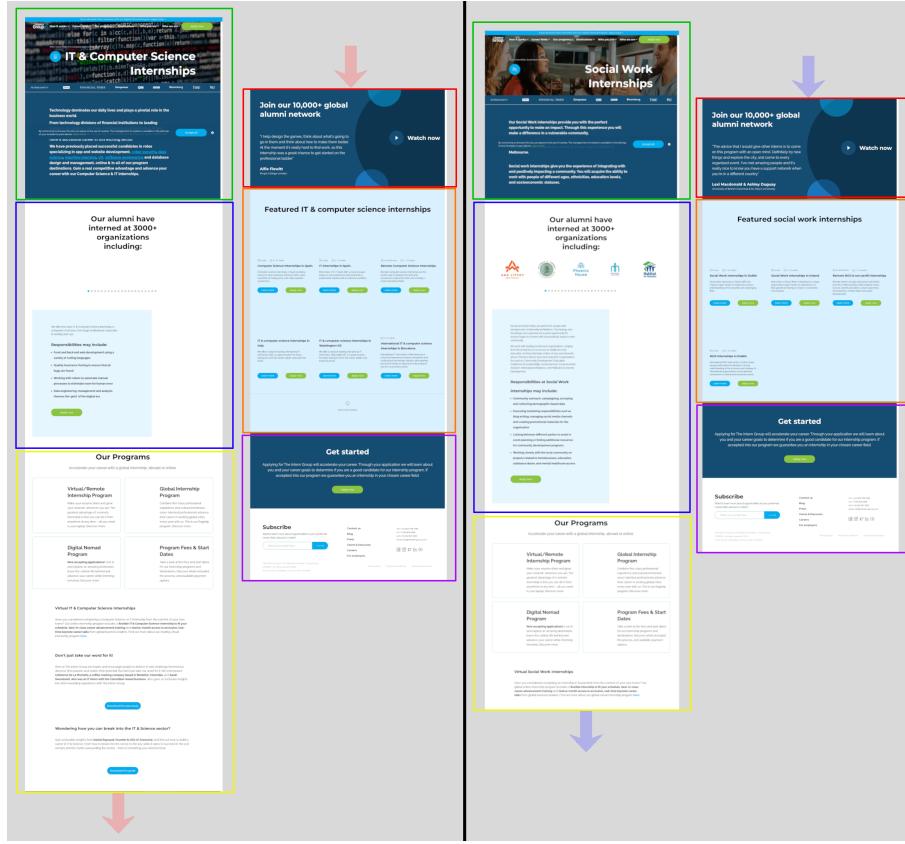


Figure 6: The images shows two different "career field" full pages (one on the right of the black line and one on the left). The pages have the same consistent structure. The same part of the related page is circled with the same color

2.3.2.2 Navigation Heuristics

H1) Visibility of system status.

- The Path is not always present and, even when it's present, it's in a very little font and with a color that merges with the background.
- The left-side menu helps the navigation through pages within the same topic.

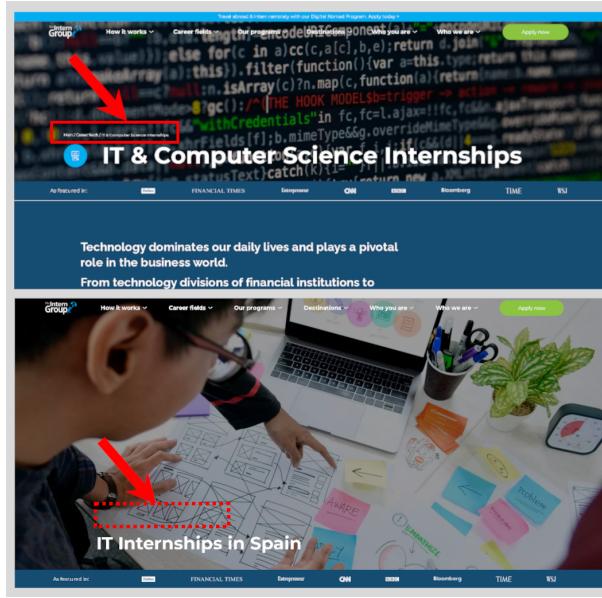


Figure 7: The image above shows a page of career field with its little path. The image below shows another part of the website where the path is not present

H3) User control and freedom.

- Logo always present so that the user can always come back to the home page.
- Since this is mainly an information site, there isn't the need to exit big procedures. What is missing is some sort of "back button" (besides the one of the browser), otherwise the only alternative is starting again from the upper menu and reach again the previous destination. For example: following the path "Career fields -> Engineering" and going to Learn more, if i got here by mistake there's no way of going back if not re-doing the same path over again.
- The upper navigation menu is full enough to help reaching the majority of the pages in the site. However, some pages are not accessible from a direct navigation of the ones in the same category but are reachable only through links placed inside pages of other categories: this means that reaching again a specific page may require a memory effort to recall exactly its location. In addition, the website provides us some pages structured with sub-menus and some other not. This lack obliges the user to memorize the exact location in a specific page of the information or of the link connected to other pages.
- The Apply Now and the filter at the bottom of the home page form uses some sliding menu in order to help the user in the element selection.
- The site is mainly an information site, and for that purpose is quite efficient to navigate. The upper menu, however, is maybe overcrowded with links, at the point that some drop-down menus must be scrolled to find the right link or may occupy the entire screen. Some grouping in macro-categories could have been done to be able to navigate more quickly the upper menu, which is the core navigation tool of the site. The menu is always visible and it's a landmark increase the efficient of use.
- In the other hand some pages are not structured with sub-menus, this lack don't help the user to be efficient in finding specific information.

MN1) Interaction consistency.

- The interaction possibilities are overall consistent, except sometimes for minor issues (e.g., Environmental Sciences & Sustainability career field doesn't have clickable Bread Crumbs, or the upper menu in the "Recruit interns" page is missing).

- In general, pages of the same section have the same types of links, so that the interaction possibilities are overall coherent. However, there are pages with basically the same content, which are physically different pages: this may cause some consistency issue.

MN2) Group navigation.

- For the navigation between "Career Fields" or "Who you are" entries you must go back to the main menu.
- Group navigation is fine. However, the "previous/next" buttons could be more visible, while the upper menu creates a bit of Cognitive Overload, since it's very crowded with elements.

MN3) Structural Navigation.

- There is no useful navigation tools inside "Career fields", you must read the whole page in order to retrieve information you need.
- In pages different from "Career fields" the Structural navigation is pretty good, mainly helped by the left-side menu, which is available in those pages that talk about different aspects of the same topic (e.g. destinations, programs).

MN4) Semantic Navigation.

- Let's suppose we're looking for Fashion Design in London. The user has two ways to get to the design location:
 - (a) Destinations → London → left menu on the entry Featured internship in London → manually look for the information needed.
 - (b) Career fields → Fashion Internships → scroll down and find all the options available.
- To retrieve information about the eligibility with regards to the previous point, the path is also different. While in the first point we could find those info in the left menu, in the second one there's a small hyperlink at the end of the page.
- There are often inside the text some "semantic links" which redirect the user to useful pages, but they are almost never bidirectional. In general, however, the semantic connections are quite good: each "career field" page has links to both programs and related destinations, each "destination" page has links to available career internships, and many other useful links for other types of info

MN5) Landmarks.

- The menu is always present to help user navigation (only few sites make an exception like: "Became a host Organization", "Hire Interns" and "Apply now" since it opens another page). Same goes for the logo that leads to the homepage.
- The upper menu is the main landmark of the site and works fine. However, the Environmental Sciences & Sustainability career field page doesn't have clickable bread crumbs, and the upper menu in the "Recruit interns" page is missing for no particular reason (as exposed previously in other comments).
- Some pages have literally walls of text that make the search of information a bit hard. But in the overall inside each page those walls of text are separated by some images or other elements so that the page is well balanced.

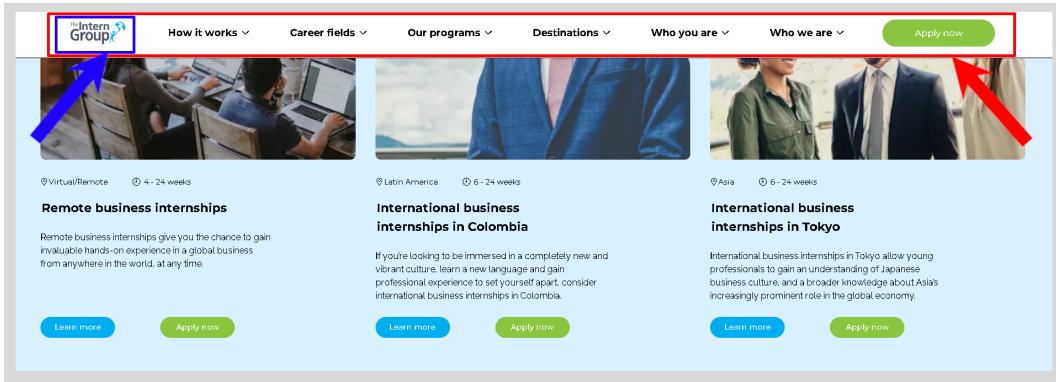


Figure 8: The images shows the menu (in red) that is always present during the navigation, and the logo (in blue) that is linked to the homepage

2.3.2.3 Content Heuristics

H10) Help and documentation.

- There's no documentation that helps use the website, if any other information that is not on the website is needed, the user could always use the "Contact us" pop-up on the right or even the basic contact information on the bottom of each page.

MC1) Information overload.

- The amount of information displayed overall is well balanced, without becoming overwhelming. Very often the information is well structured, useful and concise. This is a crucial aspect, giving the fact that this mainly an information site (the only exception is made by the "Who you are" entries, since has way to many information among which the user has to orientate).

MC2) Consistency of Page Content Structure.

- Page Content Structure is overall consistent: all the pages of the same type have the same elements inside.
- Pages of the same topic adhere to the concept they're talking about.

2.3.3 Conclusions

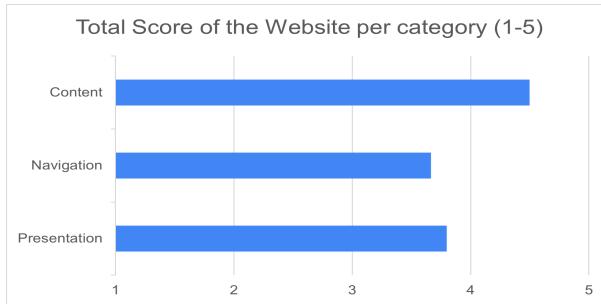


Figure 9: Score based on the category

None of the categories evaluated achieved extremely low grades. In particular, as can be seen from 9, the highest result was achieved by the category of contents that was evaluated through three heuristics. Instead, the navigation category has turned out the worst and the presentation one has been estimated with a rating slightly higher than the navigation one. Both of these latter categories have been evaluated through more than seven heuristics.

Analyzing specifically the evaluation of the navigation heuristics we can see that there is no heuristic completely respected and the heuristics H1, H3, H7 are just enough. In fact, we have generally encountered problems with the site in the navigation of some subgroups of the pages that were a bit 'cumbersome' and do not always keep the user updated on where he is browsing. Instead, on the other navigation heuristics are almost always respected except in some exceptions, just as we have seen in the heuristic MN5 of the landmarks that are always present.

The presentation heuristics have less homogeneous evaluations than those of navigation; in fact, as it can be seen in 10(b), the heuristic H8 presented many problems and the heuristic H5 barely reached the sufficiency. In particular, the aesthetics of the pages must be improved because they have so many large elements that make them extremely long and are not displayed well. Even the presentation of error pages should be improved so as to allow the user to understand well what happened. However, note of merit for MP1 that obtained the highest score, in fact the text is always well readable and in an informative site this is an important aspect.

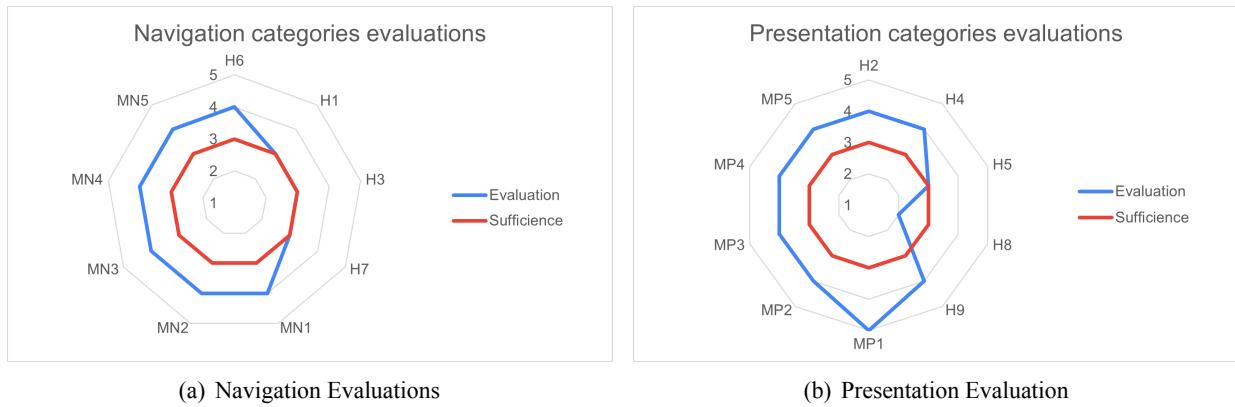


Figure 10: Categories evaluations

3 User Testing

3.1 General Method

The main objective of User Testing is to obtain feedback from real common users about the usability of the website, as to enrich the analysis performed by the experts during the Inspection. In order to do so, a representative sample of potential target users must be gathered to perform the test: by observing their interactions and behaviours with the website, it is possible to derive deeper considerations about the product.

In this way, in fact, it is possible to detect certain kind of issues which were not found during the Inspection phase, or that were not perfectly caught using the heuristics approach.

At the same time, User Testing can also be useful to validate or discard some of the judgements which have been made during the Inspection, depending on the effects they had on an actual usage of the site.

Moreover, users may provide important info about the seriousness of previously detected errors and problems: an aspect which most users get stuck on will get more attention and have a higher priority than others which many users were easily able to overcome.

3.2 Study Design

3.2.1 User Selection and Recruiting

The first step of the process is to select the sample of users. Given the fact that the website is about internships, we decided to conduct the User Testing study mainly on young people that are wondering to enter in the labour market, because we think they are the most common type of users that will access the platform.

For this reason, our class of analysis is composed by university students in the range of 20-27 years of age, with heterogeneous backgrounds and academic carriers.

Since the Nielsen Curve suggests that 5 users should be enough to detect about 85% of the problems and 15 users should discover all of them, we selected 20 people to perform our test. For our small study, the users were recruited via direct connections and were not promised any compensation.

3.2.2 Tasks

The tasks assigned to the users aim at representing a realistic usage of the website: they try to reflect actions and goals that a real user may be willing to perform or achieve. Some of them try also to analyse the behaviours of the users concerning specific issues that have been found in the Inspection phase. In general, they cover all the main sections of the website.

We decided to give the tasks to the users in random order, avoiding any logical link, rather than in a specific sequence. This was meant to minimise the learning capability of the users, as an attempt of analysing the website features with a point-of-view as objective as possible. For this reason, we shuffled the tasks and prepared different orderings for different users (they can be found in figure 5.2 of the annex section). We made sure that each task was the starting one exactly two times, so that each of them could be tested with no previous knowledge of the site.

Here it follows the list of predefined tasks. There is also a brief description of the reasons and motivations for which we decided to use these tasks. Some of them are generic activities that aim at simply analyse common actions, while others try to focus on small problems that were previously detected.

Task number	Task description and motivation
Task 01	<p>Look for an internship for the career field Journalism, Publishing and Media Internships, then get all the information about this internship in New York. After that check if you qualify to go to New York</p> <p><i>First point is to see if the user goes through “destinations” or “career fields”. Second point is to see if the eligibility information is easily reachable from the sub-menu of the “destination” pages</i></p>
Task 02	<p>Look for the cost for 20 weeks for the Virtual/Remote Internship program proposed by Intern Group</p> <p><i>To see if the information about costs is easily available and if its page is well shown in the menu</i></p>
Task 03	<p>Find and watch a video-experience of a gap year student who participated in an Intern Group program</p> <p><i>To check if the user can easily spot the correct voice in the “who you are” menu (which we think is a little bit messy) and to see if the user can distinguish between the various videos, since they don’t have any description (the same correct video is available in different places)</i></p>
Task 04	<p>Open the last journal article of the Time about the Intern Group</p> <p><i>To see if the user is most likely to notice and use the “as featured in” horizontal blue banner or the “in the media” voice of the “who we are” section of the menu. Moreover, to see if, by clicking on the word “TIME” of the banner, the user expects to directly arrive at the requested article or not</i></p>
Task 05	<p>Search for the first cultural event in the 2023 Summer Internship</p> <p><i>To check if the “by season” internship subdivision can be easily found in the “destinations” menu (to us, it doesn’t feel the right place to be)</i></p>
Task 06	<p>Subscribe to the Intern Group blog newsletter, read the last blog article of the Global Remote Apprenticeship Program category</p> <p><i>First point is to see if the subscription form is in a standard place, where the user would expect to find it. Second point is to check the difficulty to find the Blog, since it’s only reachable from a small button at the bottom of the page, and it doesn’t show up in the “who we are” menu</i></p>
Task 07	<p>You are interested in doing an internship in Hong Kong, see if an international internship is available at this place for the career field Business. Get all the information about it.</p> <p><i>To further check if the menu and the fundamental pages are easily visible and navigable, especially the left-side menu in the “Hong Kong” page (path: Hong Kong [destination] → Business in Hong Kong) and the “more internships” button in the “Business” page (path: Business [career field] → Business in Hong Kong)</i></p>
Task 08	<p>Get the UK phone number to contact Intern Group</p> <p><i>To see if the telephone number is placed in a conventional position, and to see how many would find it in the “about us” section rather than at the bottom of the page</i></p>
Task 09	<p>As a university student you are interested in finding information about the academic validity of the internship; therefore, get credit information check if you can transfer the credit of the internship in the university if the university is outside the USA</p> <p><i>To check if the “how it works” menu displays the pages that a user would expect, and to see if the FAQ are easily visible</i></p>
Task 10	<p>Find more information about Music Internship in Ireland</p> <p><i>To see if the user would find the ambiguity Ireland vs Dublin in the “Music & Performing Arts” internship page and how he/she would behave about it. Otherwise, to check how many users would start from “Destinations”, not being able to reach the Ireland page</i></p>

Table 1: Tasks descriptions and motivations

3.2.3 Evaluation Criteria

The evaluation criteria can be very different depending on the specific context of the analysis. For this study, the following variables were chosen to evaluate each task, considering the most recurrent and used factors for judgement.

The evaluation criteria are divided in two different types of indicators:

Quantitative:

- Effectiveness (*task success rate*) → The task completion is measured with the simple following metric: 0 (not completed: wrong answer or abandoned), 0.5 (partially completed), 1 (completed); moreover, an additional value is multiplied to this value, depending if some help was needed by the user: 0.5 (help needed), 1 (no help needed). In the end, the final score table is the following: 0 (failed), 0.25 (partially completed with help), 0.5 (partially completed with no help, or fully completed with help), 1 (fully completed with no help).
- Efficiency (*time on task*) → The time to perform each task starts being measured after the user has read and understood the specific assignment, so basically when his/her attention is directed to the application. No threshold or time limit has been put on the tasks: it is simply a measure of the difficulty encountered to reach the requested resources.
- Usage of navigation elements (*number of clicks on home button, upper menu, browser arrow*) → In order to have a more detailed overview, also the number of times in which specific elements were clicked, is taken into account. The ones that were chosen are the navigation ones that are always present in all the pages: the home shortcut, the upper expandable menu and the browser arrow. It is important to notice that the user was asked to avoid as much as possible to use the browser arrow, but it wasn't mandatory.

Qualitative:

- Comments → All the meaningful comments expressed by the users were collected, in order to have a qualitative remark of their behaviour.
- Satisfaction → The final overall impressions of the users were collected through a questionnaire, which was given to them at the end of all the tasks. In this way, it was possible to have general feedback from them, and any possible last-minute comment about the website.

3.3 Execution

3.3.1 Before Test

To gather data during the process, the following testing environment has been set up:

- PC workstation equipped with webcam and microphone
- Screencasting software (OBS Studio) to record computer screen, microphone audio and camera video
- Cronograph to keep track of the execution time of each task
- Examination sheet (additional device or paper)
- List of tasks in the proper order (additional device/monitor or printed on paper)

To the users the following starting information were given:

- General introduction about the website and about what “the Intern Group” is
- The website, and not the user, is under examination: no need for them to stress or panic, because they are free to leave whenever they prefer. We are analysing only the website

- They are encouraged to speak out loud what they are thinking (“thinking aloud” technique)
- They can ask for help whenever needed
- They are invited not to use the browser arrow and other browser functionalities (e.g., CTRL-F), but instead to prioritize all the links available on the website pages
- Explicitly state when they think they have finished each task

Moreover, the users had to read and agree with the privacy policies in order to proceed with the test.

3.3.2 During Test

When all the introductory steps have been completed, the users were ready to start. They would receive one task at a time and work on it. As previously explained, the order of submission was random, in order to reduce the learning bias: each user had a pre-fixed sequence of tasks.

Additionally, as previously stated in the “time on task” evaluation criteria, the timer for each task was set only after the users read and understood the assignment and were ready to direct the attention to the application.

During the execution of the test, the examiners kept track of the users’ actions and followed these guidelines:

- They remained in silence next to or behind the user, not to alter or bias the examination process with unnecessary comments or inputs
- They intervened only if explicitly required by the users
- They registered (directly live or afterwards, through the recordings) all the information regarding the evaluation criteria previously described. In particular, the examiner sheet had the following fields/structure:

User ID	task number	completion time	number of requests for assistance	number of times he returned to the home	number of times the menu was used	number of times the browser arrows were used	The tester used mouse or touchpad	evaluation	comments
	1								
	2								
	3								
	4								
	5								
	6								
	7								
	8								
	9								
	10								

Figure 11: Examiners sheet structure

3.3.3 After Test

Once all the tasks were completed, a final questionnaire was given to the users in order to obtain additional feedback about their opinion on the website and their personal experience.

It was composed of 15 different questions with closed answer (a value ranging from 1 to 5). The targeted aspects were the followings: ease and comfort of use, utility of the tools provided (e.g., menu), clarity and presentation of content. Moreover, a final textual box was given to collect any last-minute general comments about the website.

The questionnaire was built using as references already existing templates, such as the System Usability Scale (SUS) template, or the Questionnaire for User Interface Satisfaction (QUIS) template.

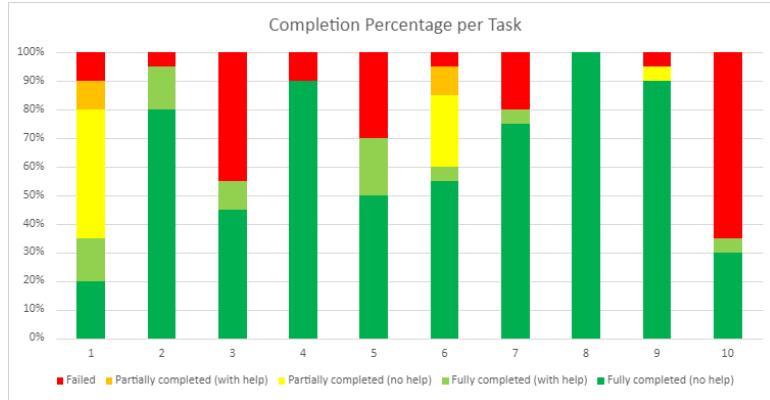
The answers were collected via Google Forms.

3.4 Results

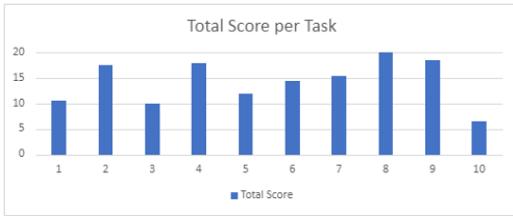
3.4.1 Effectiveness - Task success rate

In the following diagrams we can see the score, the average score and the completion percentage obtained for each task. Here it is also provided a brief description of the tasks that collected the least and the greatest number

of points.



(a) Completion percentage per task



(b) Total score per task



(c) Average score per task (with variance)

Figure 12: Task scores and completion percentage

Least successful tasks (< 12 total points):

- Task 1 (10.5/20) → The majority of the users managed to complete the first part but had troubles in the second part (as furtherly explained in the next paragraph).
- Task 3 (10/20) → The video experience was penalized enough by the fact that almost all the users reached a video, but not always the requested one (gap year student).
- Task 10 (6.5/20) → The majority of the users reached the Dublin page of “Music & Performing Arts Internships” instead of the Ireland one. As supposed by the examiners (see the motivation of the task), these ambiguity and inconsistency mislead many users to the wrong result.

Most successful tasks (≥ 18 total points):

- Task 4 (18/20) → The “TIME” article was found by almost everyone, and $\frac{3}{4}$ of the users directly saw and used the blue banner, which is present in all the pages.
- Task 8 (20/20) → The UK telephone number was found by everyone, both at the bottom of the page and in the “Contact us” section.
- Task 9 (18.5/20) → The “academic credit” page is clearly visible in the “how it works” menu.

3.4.2 Efficiency - Time on task

In the following diagram we can see the average time required for each task. Here it is also reported a brief description of the task that required the lowest and greatest amount of time to complete.

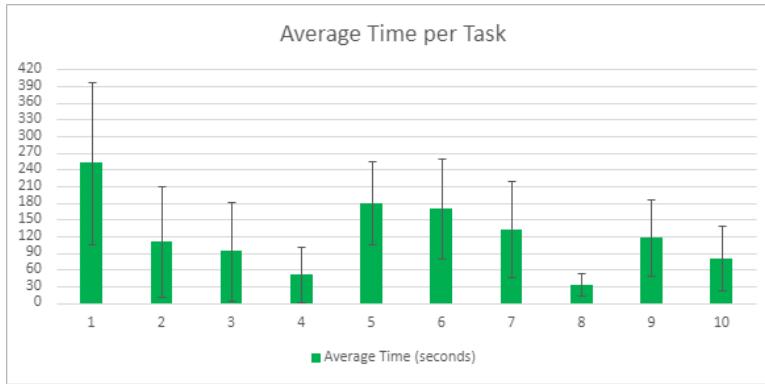


Figure 13: Average time per task (with standard deviation)

The fastest tasks (under 1:30 min) were:

- Task 4 (0:51 min) → It was quick because the banner in the home page was easily seen by the majority of the users.
- Task 8 (0:32 min) → It was very quick because the position of the telephone number followed the standard, in fact almost every user found it at the bottom of the page.
- Task 10 (1:19 min) → It was very quick because the menu was easily navigable from “career fields”.

The slowest tasks (over 2:30 min) were:

- Task 1 Task 1 (4:11 min) → It required a lot of time to complete mainly because of the second part of the task (finding the eligibility for New York), while the first part was usually completed quickly by the participants. The main observed obstacle was the term “Visa”, which was present in the left-side menu in the New York page (“Visa information for New York”) that many participants reached: almost everyone thought of it as something regarding money (as for Visa/MasterCard), so very few clicked on that specific section. It is also peculiar that all the links directly available in the “Eligibility” page are named as “Visa requirements for <destination>”, while the redirected page (and the name of that section in the left-side menu of that destination page) is named as “Visa information for <destination>”). In the end, this could be only a linguistic issue, but apparently it can in any case mislead many foreign people.
- Task 5 (2:59 min) → It required much time because the “Summer Internships” page is placed in “Destinations”, while many users went searching for it in “Program fees & Start dates”. In the end, the examiners suspect of the misplacement of the “By Season” voice (as explained in the motivation of the task) was confirmed by the behaviour of the users.
- Task 6 (2:49 min) → It required quite some time because people had troubles in finding the blog, which is only reachable from a small button at the bottom of the page. The newsletter subscription form, instead, was found pretty quickly.

3.4.3 Usage of navigation elements

In the following diagrams we can see the average number of times the users have used the following navigation tools: Home shortcut, browser arrow and upper menu. Here it is also given a short explanation of the results these data may infer.

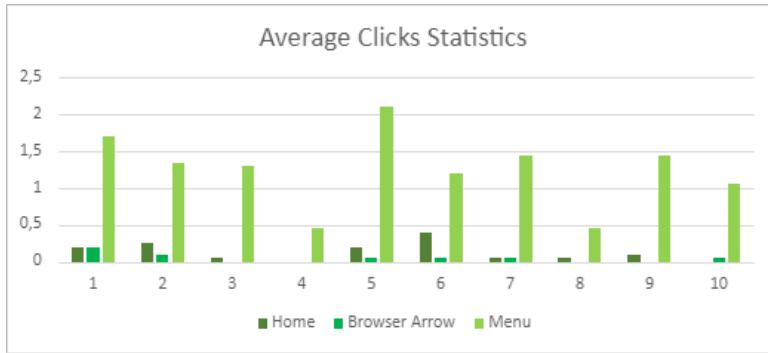


Figure 14: Average number of clicks

Navigation tools:

- Home → The Home shortcut has rarely been used, since the home page doesn't provide any particular additional link with respect to the other pages.
- Browser Arrow → The users, having received the indication of using the browser arrow as little as possible, managed to give priority to the available links in the page, resulting in a low usage of this navigation tool. The only cases in which it has been used are mainly to exit the "Apply Now" page, which doesn't present any upper menu, but only the logo (still, not so visible for some users).
- Menu → The upper menu proved to be the main navigation tool used by the users. Given the fact that it is always available (apart from a few exceptions), it allows to reach very quickly any section of the website in any moment.

3.4.4 Comments

This is a list of the most relevant comments that have been gathered through the questionnaire:

- *The left side menu is unclear to use and browse (maybe because of the screen size). Unclear what "subscribe" in the end of the page refers to, leading uncertainty to what and where the newsletter is (problem with subscribe and blog at the end).*
- *CONS: A lot of information, the page is too much full. Sometimes i got deviated and end up in pages that i didn't want to go to.*
PRO: career fields are clear and do exactly what they're supposed to.
- *Lateral menu not fully visible; "Music Internships" not in alphabetical order in the career fields; Dublin and Ireland mistake/ambiguity.*
- *The menu was user friendly although I ignored the section "who you are" due to the fact that it was too near to "who we are". However, I got more information than I had though.*
- *The website it's quite clear. Maybe you can improve it by putting a search bar.*
- *I would avoid putting some info only on the bottom of the page, as the blog: you keep them always visible (for instance on the side of the page) or you put them in the menu or something like that.*

3.4.5 Satisfaction

The results of the questionnaire, which was submitted to the users after completing all the tasks, can be seen in the following diagram:

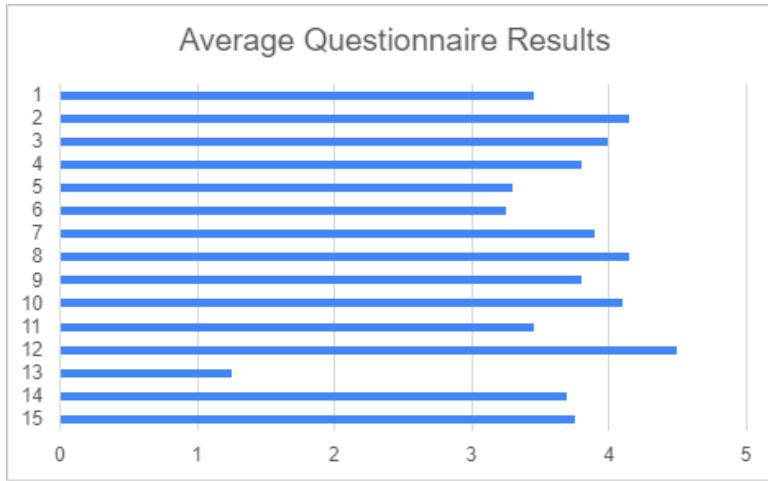


Figure 15: Average questionnaire results

From this, we can clearly see that the majority of the scores are placed in the 3 to 4 range. This means that the overall opinion of the users about the website is sufficiently good, but there is still room for improvement. After all, the very first question (#1) is about the general description of the website and its score is 3.45/5. More specifically, the higher scores (> 4 points) are related to the aesthetics and visual design (#2) and readability (#12) of the website, while also to the clearness of input prompts (#8) and the usefulness of the menu (#10).

The lowest score (#13), instead, is not problematic since it expresses the amount of errors the users found on the website, which was very low. In fact, no user found errors like the “404 not found” one, which was instead seen during the inspection.

The lowest scores among the other questions, however, express some criticism against the difficulty level of finding the requested information on the website (#5) and the expected time to perform such action (#6). Moreover, also the easiness of scrolling the pages (#11) stands out as one of the least appreciated parts of the website.

In the end, through this questionnaire, the most problematic elements which have been perceived by the users are mainly related to navigation, while content and presentation aspects are reasonably ok. The only navigation element that positively stands out is the menu, which confirms itself again as the main useful navigation tool provided, even though it could be improved.

4 Conclusions

- o Error Page

- Problem: The error page contains the error code, and it doesn't explain the problem. Indeed, it doesn't have a turn back button, but the user is obliged to go back to the homepage.
- Solution: Add a clearer message about the problem that causes the error, add a back button to go back to the last page visited.

- o Too long pages

- Problem: Some pages are too long (e.g., Homepage, "Who you are" subpages, some career field pages, etc) and it is annoying to scroll them.
- Solution: Split these too long pages into more pages that are navigable through a left side submenu, as it happens in destination pages (see image of inspection).

- o Repetitive content

- Problem: A lot of pages contain repetitive contents (e.g., The Our program paragraph, the Join our global alumni network paragraph etc.). These contents use a lot of space, and they aren't needed.

- Solution: remove them from the pages when not needed (all pages except for the homepage).

- o Hidden Blog

- Problem: The Blog page is difficult to find, since it is only reachable by a small button at the bottom of the page. In fact, many users overlooked that link.
- Solution: Add a link to the Blog from the “Who we are” menu, in the same way as it is for the “In the media” page (upper menu + bottom page links), in order to be more easily reachable.

- o ”Apply Now” Page

- Problem: The “Apply Now” page is some sort of point of no return for the user’s navigation. Especially when accidentally opened, the lack of any information status and of the upper menu often puzzled the user, which struggled to go back. Moreover, the page would sometimes open in a new tab, sometimes open in the same page, depending on which button is used, but their layout is always the same.
- Solution: Improve the navigation status visibility of the page, by adding an upper menu and/or some back buttons. Furthermore, uniform the “Apply Now” buttons’ behaviour throughout the website: always open the page in a new tab, or always in the same tab, in order to remove this inconsistency.

- o Adding a search bar for destination and career field filtering

- Problem: In order to search a specific internship in a career filed, the user has to go through the destination or career field page. This way to find these information is cumbersome.
- Solution: Create a search bar based on two main filters: destinations and career field. This filter can be opened as a drop-down menu after clicking on an icon in the main menu. This component can help the user searching for the information he is interested in.

- o Inconsistency between cities and Countries.

- Problem: On the website there are inconsistencies between some cities that are available for an internship while their relative country is not shown in the ”destinations” menu (e.g. There’s an available internship for IT in Italy but is not shown as a destination). Furthermore for some internships is shown both the country and a city where you can take part into an internship (e.g. for Music internship there are both Ireland and Dublin shown in the same page).
- Solution: If a city is available for an internship, show its country inside Destination. Group internships available in a specific city together with those available for the same country.

- o ”Who we are” drop menu is not clear.

- Problem: Confusing naming and Inconsistencies between sub-menu entries.
- Solution: Naming the Menu item ”About us”, the sub menu has unnecessary entries that could be merged into one. The left navigation menu of this voice is different from all the other in the website. While in other pages it lets the user navigate among different pages within the same topic, here the navigation remains within the entries of the menu.

5 Annex

5.1 Inspection

Heuristics	Evaluation	Comment
H1	4	In molte pagine c'è il path che ricorda dove ci troviamo, in cima alla pagina c'è il titolo e sulla sinistra un sorta di lista di navigazione che aiuta l'utente nel trovare la pagina che cerca e un indicatore laterale che indica la pagina in cui si trova al momento.
H2	4	Il sito è molto esplicativo nelle sue barre di ricerca e nei campi proposti, ciascun elemento nei menù fa capire le sue intenzioni e cosa verrà mostrato al suo interno senza l'utilizzo di un linguaggio troppo specifico
H3	4	Il sito fornisce pulsanti per tornare indietro/avanti nelle pagine di navigazione ma fanno riferimento agli elementi di una sezione. L'unica interazione che richiede l'input dell'utente è la richiesta di applicazione, che però non può essere annullata, ma credo sia più un problema dell'user
H4	3	Le principali convenzioni sono rispettate, home in alto a destra, subscribe invece di log in (dato che non c'è un area privata) in alto a sinistra, contatti in basso con varie informazioni riguardo privacy, blog, contatti ecc. Navigazione delle pagine sulla sinistra. Unico problema lo scorriamento di immagini o elementi, che è poco intuitivo con una freccia strana. Le frecce nella parte bassa della pagina non si riferiscono alla navigazione dell'utente bensì alla navigazione tra gli elementi di quella sezione, le stesse sono grigie quando ci si trova in cima alla sezione, ma nonostante ciò sono clickabili e ricaricano la medesima pagina
H5	3	Non tutte le pagine possiedono il path di navigazione per tornare indietro o capire come si è arrivati in una determinata pagina, quindi non sempre si può tornare indietro. La pagina come già detto prima possiede frecce ma non riguardano la navigazione dell'utente bensì quella tra le sezioni
H6	2	Il sito aiuta davvero poco l'user nel ricordare le scelte fatte fino a quel punto e la navigazione in generale è un pò confusa dato il link a stesse pagine nonostante facciano riferimento a cose diverse
H7	NA	Non ci sono landmarks e non vedo acceleratori nella navigazione, non saprei come valutarlo
H8	2	Alcune pagine sono pulite con immagini semplici, informazioni dirette e video, altre sono davvero troppo piene di informazioni, che nella maggior parte dei casi sono ridondanti, ripetitive e non utili alla comprensione
H9	2	Alcune pagine sono mancanti, cosa che non dovrebbe esserci in un sito informativo. L'errore è il classico 404 page not found e non ci sono aiuti se non il tornare indietro
H10	NA	Il sito non ha bisogno di spiegazioni vere e proprie ma magari la sottoscrizione all'internship potrebbe essere aiutata da una brochure che spiega passo per passo il funzionamento della stessa. Ma la brochure è nascosta e quasi irraggiungibile, non saprei come valutare
MN1	2	Pagine di una stessa sezione hanno link che fanno riferimento a stesse cose, il problema sta in alcune pagine che nonostante siano le stesse sono fisicamente pagine diverse.
MN2	3	La navigazione tra pagine di uno stesso topic è semplice e sensata nella maggior parte delle volte, in alcuni casi il collegamento però manca o perde di consapevolezza. Es. dalla pagina di internship a new york si può raggiungere US ma dalle internship in US non si raggiunge new york
MN3	4	La navigazione all'interno di uno stesso topic ha senso e segue un filo logico, potrebbe essere organizzata meglio
MN4	4	La navigazione tra topic e sub-topic non presenta evidenti problemi
MN5	NA	Non presnetta landmarks se non all'interno delle carriere, non che lì sia utile alla navigazione, non saprei come valutare
MC1	3	nella maggior parte delle pagine ci sono troppe informazioni, la disposizione però non le rende troppo fastidiose
MC2	4	Le pagine di uno stesso topic rispettano l'aderenza all'argomento che trattano
MP1	5	Tutto è facilmente leggibile, non vedo problemi evidenti
MP2	3	la maggior parte delle label del menu riflettono quello che hanno dentro, anche se alcune voci sono poco chiare e indicano un insieme più generico di elementi che sarà elencato più in dettaglio solo dopo esserci entrato dentro
MP3	1	Quasi nessuna icona, il posizionamento delle scritte è decentrato rispetto al menu a tendina ed è troppo a destra nel menu laterale interno alla singola voce
MP4	3	Gli elementi sono disposti in modo abbastanza coerente, l'ordine però delle voci è però disorganizzato in alcune pagine. Es: nella pagina delle internship, il come funziona è disposto alla fine, dopo le aziende e le università collaboratrici, il che, da un punto di vista logico è errato. Sarebbe più sensato esporre il funzionamento e per ultimi i partner
MP5	4	Pagine dello stesso tipo presentano una spaziatura e un esposizione simile, come esempio di riferimento si possono prendere le destinazioni. In pagine diverse però (internship) la struttura è completamente differente, il che può lasciare l'user disorientato

Figure 16: Inspection sheet of Davide Di Marco

Heuristics	Evaluation	Comment
H1	3	<ul style="list-style-type: none"> - La pagina apply now è aperta in una nuova scheda -Dopo aver cliccato "career fields"->"engineering" e essere andato su "Learn more" di Engineering interships in madrid non sono in grado di capire dove sono
H2	3	<ul style="list-style-type: none"> •"career filed", "our programs", "destination", "who we are" sono strutturati in modo chiaro per l'utente rispecchiando ciò che un utente si aspetterebbe •"Who you are" ha delle voci ambigue nel sottomenu •"how it works" non è ben chiaro cosa si intenda per next step nel sottomenu, come utente mi aspetterei altre parole per indicare quelle alternative di programma
H3	3	<ul style="list-style-type: none"> •Dopo aver cliccato "career fields"->"engineering" e essere andato su "Learn more" di Engineering interships in madrid non sono in grado di tornare alla pagina precedente dove trovo tutte le opportunità di internship per l'ingegneria. Inoltre non so in che path del sito sono. •Il logo per tornare alla home è comunque sempre presente come il menu
H4	4	<ul style="list-style-type: none"> •Il bottone-menu "How it works" ha un sottomenu differente rispetto a quello presente nell'omonima pagina inoltre ha voci che non c'entrano •Il bottone/menu "who you are" ha dei sottogruppi mischiati tra quelli raggiungibili solo dal submenu quelli presenti nella pagina "who you are". Non è chiaro dove porti
H5	4	<ul style="list-style-type: none"> •La pagina compilabile "apply now" ha un controllo sulla forma dei dati e per altre voci ha una lista di possibili scelte hanno il formato sottoimpresso per poter evitare errori •Anche il pop up "contac us" ha il controllo per la mail, non ha il formato sottoimpresso
H6	4	<ul style="list-style-type: none"> •Il menu formato da sottomenu a tendina permette di trovare ciò che si sta cercando presente nel sistema •In "apply now" molte voci di compilazione presentano il menu a tendina con le possibili selezioni
H7	4	<ul style="list-style-type: none"> •Il menu è sempre visibile (no in about us ma c'è il logo) quindi risulta essere un riferimento che aiuta l'efficienza dell'utente per ottenere nuove informazioni. Però l'assenza di struttura in alcune pagine ("vedi "career fields" -> qualcosa) non permette di essere sempre veloce nella ricerca di informazioni
H8	3	<ul style="list-style-type: none"> •Il sito web è un sito informativo, infatti più si va nello specifico più le pagine contengono informazioni specifiche, alcune pagine non strutturate potrebbero essere fatte •I contenuti testuali cambiano formato a seconda dell'importanza e della specificità facendo saltare all'occhio dell'utente frasi di impatto in carattere maggiore e una spiegazione più piccola sotto •Nota per quanto riguarda la homepage, contiene un riassunto di cosa si può trovare nel sito web focalizzando l'attenzione su ciò che offre il sito
H9	4	<ul style="list-style-type: none"> •Non ho trovato messaggi di errore per poter utilizzare il sistema in quanto il sito web è informativo. •L'unica compilazione riguarda l'"apply now" e sembra controllare che i campi siano compilati altrimenti non permette di andare avanti •In caso di errori del sistema di pagine non esistenti o quant'altro non c'è una modo per tornare indietro chiaro tranne il logo per poter tornare alla home
H10	NA	<ul style="list-style-type: none"> •Non c'è documentazione per poter usare il sito e neanche aiuti. Per ottenere ulteriori informazioni è presente un modulo da inviare che si può raggiungere tramite il bottone in basso a destra che è sempre visibile tranne al pie di pagina dove è già presente una voce che ha la stessa istruzione
MN1	4	<ul style="list-style-type: none"> •Le pagine di career fields lo hanno, •Quelle di destination no, guardare Australia rispetto alle altre
MN2	3	<ul style="list-style-type: none"> •Per navigare tra i "career fields" è necessario tornare sul menu principale •Per navigare anche tra i "who you are" è necessario tornare al menu
MN3	3	<ul style="list-style-type: none"> •Tutte le pagine di "career field" necessitano lo scorrimento per reperire tutte le informazioni •Invece le pagine delle destinazioni sono strutturate in sottopagine quindi è più semplice reperire tutte le informazioni
MN4	4	<ul style="list-style-type: none"> •Cercare un internship a londra per fashion design ha due vie: da "destination"-> "london" e andare sulla sottopagina "featured internship in London" e cercare manualmente, oppure da "career fields" -> "fashion design" e scorrere in basso. •Per cercare più informazioni sul luogo dove si va per un determinato internship ("Journalism" -> "in newYork" -> here) è presente un piccolissimo e quasi invisibile link, per invece dalle destinazioni tornare al particolare internship è necessario andare su "destination" -> "london" -> "internship" e cliccare su quello disponibile in quel campo
MN5	5	<ul style="list-style-type: none"> •Il menu è sempre presente (tranne in casi eccezionali di errore: Become A Host Organization & Hire Interns (theinternngroup.com)) e in about us ma apre un'altra pagina) •Anche il logo che porta alla homepage
MC1	4	<ul style="list-style-type: none"> •C'è un overload di informazioni nel sottomenu di "who you are"
MC2	3	<ul style="list-style-type: none"> •Tutte le pagine di "career field" sono strutturate nella stessa maniera, però non è chiara la struttura, per reperire tutte le informazioni l'utente deve necessariamente scorrere tutta la pagina •Alcune pagine di "who you are" sono strutturate e altre no...
MP1	4	<ul style="list-style-type: none"> •Il path è troppo piccolo •Alcune pagine ("About us") sono di difficile lettura per via delle enormi immagini e dei paragrafi troppo spaziati tra di loro •Il resto delle pagine è ben strutturato, con diverse grandezze dei testi a seconda dell'importanza
MP2	5	<ul style="list-style-type: none"> •Sul menu è chiaro e anche gli effetti per poter cliccare o meno •Stessa cosa per le pagine con delle sezioni (How it works, who we are, ecc.)
MP3	4	<ul style="list-style-type: none"> •Il menu che è il principale elemento interagibile è consistente tra i vari sottomenu, sono tutti composte da parole •Nelle pagine che hanno una struttura con delle sottopagine ("how it works" "who we are") l'icona alla fine per scorrere nella prossima pagina è poco visibile •I bottoni "learn more" and "apply now" sono altri elementi interagibili ben visibili •La homepage è divisa in più parti che presentano elementi interagibili consistenti nella sottosezione di cui fanno parte •"Here" alla fine delle pagine dedicate per un career field in un luogo non è visibile (ex "journalism in new york")
MP4	3	<ul style="list-style-type: none"> •Alcune schermate che contengono la stessa informazione obbligano l'utente a scorrerle rendendo difficile avere tutto sott'occhio (vedi in "career filed" -> qualsiasi voce -> paragrafo "our programmes") •A seconda dello schermo del PC alcuni sottomenu nelle pagine in cui è presente ("Destination" -> "London") bisogna scorrere la pagina principale per poterlo vedere tutto
MP5	4	<ul style="list-style-type: none"> •Tutte le pagine di "career field" sono strutturate nella stessa maniera, però non è chiara la struttura, per reperire tutte le informazioni l'utente deve necessariamente scorrere tutta la pagina •Le pagine "destination" hanno tutte una struttura base a cui in alcune si aggiungono altre sottopagine che dipendono dalle informazioni aggiuntive di quei luoghi

Figure 17: Inspection sheet of Stefano Fossati

Heuristics	Evaluation	Comment
H1	2	In some pages there's no breadcrumb (too small when it's present) and in others there's also no menu (Employer page) nor homepage link (e.g. Apply Now page). It's a bit confusionary having a principal menu with subcategories and also a secondary menu on the left
H2	4	The label "Who you are" is not clear, also I already know who I am
H3	4	The entire website is well interconnect and I can browse it easily after become acquainted with the secondary menu. Exception for the Apply Now page
H4	3	The website is almost consistent except for the menu organizations or visualization as mentioned before
H5	2	Once I follow a link to a page related to a different menu section, I have no way to go back to the previous page in one step without clicking the back button in the browser. This is due to the fact that the breadcrumb is not dynamically generated and there's no back button nor X to press in the website. There are also some pages that not exists anymore but the links are there
H6	4	There is an overall good recognition pattern. However the website is not very responsive so the secondary menu is not entirely visible on some resized type of browser window but I have to scroll the page down to see the last options
H7	4	The landmarks are pretty good but there is no flexibility since it's an informative website and it doesn't aim to have experienced users
H8	2	There are many menu and links which is not minimalistic. Once you browse to a page on the menu you can reach a wall of text where you can get lost
H9	4	The not found pages are managed with a minimalistic page with the home logo link
H10	NA	There is no documentation and the contacts for help are at the bottom of the pages, not immediately visible
MN1	3	This is meant to be in theory but in some pages breadcrumb and/or principal menu are missing
MN2	3	This is true for the secondary menu which has previous/next buttons but not for the principal menu
MN3	5	The website is well interconnected for final pages (principal menu)
MN4	3	The website is not connected between grouping pages (secondary menu)
MN5	4	There are maybe too many links for "Apply now" with a different flavour
MC1	3	In the specific pages there are many wall of text. The grouping pages are much more equilibrated
MC2	5	The page structure are very similar so the user can learn fast to find what he/she needs
MP1	4	The breadcrumb font is too little and you can barely notice it
MP2	3	The press links does not match with the media selected and the organizations list is hardly scrollable with the mouse
MP3	4	The "Apply now" button is not always consistent between pages
MP4	4	The is a mixture of elements in the principal menu for example for financing and fees
MP5	4	In theory yes

Figure 18: Inspection sheet of Davide Maffi

Heuristics	Evaluation	Comment
H1	3	The status is often, yet not always, displayed. Orientation info is given through Location Based Bread Crumbs (however not so visible) and, mainly, by the left-side menu (often but not always present, mainly available in those pages which have more sections dedicated to the same topic)
H2	5	The site uses everywhere a non-technical language, easy to understand and often non-ambiguous. This helps the navigation of the pages, since the resources are clearly understandable
H3	4	Since this is mainly an information site, there isn't the need to exit big procedures. What is missing is some sort of "back button" (besides the one of the browser), otherwise the only alternative is starting again from the upper menu and reach again the previous destination
H4	4	Standards are overall respected (menus are placed on the top and on the left of the pages, contact info are placed at the bottom of the pages, the logo is a link to the home page). However there are some minor consistency issues (the "high school student" personal info form is placed differently from the other forms, the "recruit interns" page doesn't have the upper menu anymore, sometimes the Location Based Bread Crumbs are not clickable)
H5	3	The subscription to the newsletter doesn't work at all ("There was an error trying to send your message. Please try again later."). In the "Career Fields" page, selecting the "medical electives and public health" filter produces zero results
H6	4	The "Apply now" form provides sufficient help during the filling process. The upper navigation menu is full enough to help reaching the majority of the pages in the site. However, some pages are not accessible from a direct navigation of the ones in the same category, but are reachable only through links placed inside pages of other categories: this means that reaching again a specific page may require a memory effort to recall exactly its location
H7	3	The site is mainly an information site, and for that purpose is quite efficient to navigate. The upper menu, however, is maybe overcrowded with links, at the point that some dropdown menus must be scrolled to find the right link, or may occupy the entire screen. Some grouping in macro-categories could have been done to be able to navigate more quickly the upper menu, which is the core navigation tool of the site
H8	2	The amount of text is well balanced. However, there are too many large images displayed almost everywhere: they are just annoying to scroll every time just to reach the useful information. Moreover, there are many redundant elements repeated in certain groups of pages (such as the generic "Our programs" section in all the "Career fields" pages) that could at least be reduced in size, if not simply removed, given the fact that they have their own easily reachable page
H9	4	There are no particular user-input sections, apart from subscribing to the newsletter, inserting personal info in the "Who you are" section and applying for an internship. All this forms are sufficiently supported by error messages in case mandatory information is missing or not correct
H10	NA	0
MN1	4	The interaction possibilities are overall consistent, except sometimes for minor issues (e.g. Environmental Sciences & Sustainability career field doesn't have clickable Bread Crumbs, the upper menu in the "Recruit interns" page is missing)
MN2	3	Group navigation is ok. However, the "previous/next" buttons could be more visible, while the upper menu creates a bit of Cognitive Overload, since it's very crowded with elements
MN3	5	Structural navigation is pretty good, mainly helped by the left-side menu, which is available in those pages that talk about different aspects of the same topic (e.g. destinations, programs)
MN4	4	There are often inside the text some "semantic links" which redirect the user to useful pages, but they are almost never bidirectional. In general, however, the semantic connections are quite good: each "career field" page has links to both programs and related destinations, each "destination" page has links to available career internships, and many other useful links for other types of info
MN5	4	The upper menu is the main landmark of the site and works fine. However, the Environmental Sciences & Sustainability career field page doesn't have clickable Bread Crumbs, and the upper menu in the "Recruit interns" page is missing for no particular reason (as exposed previously in other comments)
MC1	5	The amount of information displayed is always well balanced, without ever becoming overwhelming. Very often the information is well structured, useful and concise. This is a crucial aspect, giving the fact that this mainly an infomation site
MC2	5	Page Content Structure is overall consistent: all the pages of the same type have the same elements inside
MP1	5	The text is always readable: font and size are ok
MP2	5	The interactive elements are "intuitive": the textual and visual labels for interactive elements convey their functional meaning
MP3	5	The visual elements are consistent: in pages of the same type they have the same visual properties
MP4	5	0
MP5	4	The Page Spatial Structure is overall consistent. However, a little exception is, for instance, that the "high school student" personal info form is placed at the bottom of the page, while for all the other categories of users it is placed at the top of the page

Figure 19: Inspection sheet of Marco Romanini

5.2 User Testing

User ID	Sequence of tasks									
	2	5	1	7	4	6	8	9	3	10
DM1	2	5	1	7	4	6	8	9	3	10
DM2	6	7	9	5	10	2	3	4	8	1
DM3	1	8	2	3	4	6	5	9	10	7
DM4	10	6	3	2	1	5	4	7	9	8
DM5	4	3	5	6	7	9	8	10	2	1
SF1	5	1	4	10	8	3	6	7	9	2
SF2	7	9	8	1	4	3	10	2	6	5
SF3	7	10	2	3	8	6	9	5	1	4
SF4	8	10	6	3	2	4	7	5	1	9
SF5	8	4	3	6	9	1	10	7	5	2
DD1	1	4	3	7	5	9	2	10	8	6
DD2	5	10	9	2	6	4	8	3	1	7
DD3	10	2	1	8	9	3	4	5	6	7
DD4	4	1	5	2	10	8	9	6	3	7
DD5	6	5	7	2	4	1	3	10	9	8
MR1	9	4	6	2	1	8	7	5	10	3
MR2	3	8	10	2	9	7	4	1	6	5
MR3	9	8	7	4	1	2	5	6	10	3
MR4	3	4	5	10	2	8	1	9	6	7
MR5	2	8	9	7	3	4	5	6	10	1

Figure 20: Task sequence

User ID	task number	completion time	number of requests for assistance	number of times he returned to the home	number of times the menu was used	number of times the browser arrows were used	The tester used mouse or touchpad	evaluation	comments
	1								
	2								
	3								
	4								
	5								
	6								
	7								
	8								
	9								
	10								

Figure 21: Examiners sample sheet

5.2.1 User testing task results

User ID	Task number	Enlapsed Time (min)	Number of times that comes back to homepage	Number of menu uses	Number of times that uses the browser arrows	Number of help	Eveluation	User comments
DD1	1	2:32	0	1	0	0	1	"Perché non posso navigare nel menù di sinistra a meno che io non arrivi a fine pagina"
	2	1:04	0	1	0	0	1	"Perche Season è l'"
	3	1:53	0	2	0	0	1	"Non mi aspettavo blog fosse in basso"
	4	1:03	0	0	0	0	1	"Pensavo che Apply Now mi permettesse di scegliere il luogo e che carriera seguise in base a cosa scegessi"
	5	3:05	0	3	0	1	1	"Credevo che About Us avesse modi per contattarli"
	6	4:36	0	0	0	1	0.5	"Ci sono città in alcune Career che non sono presenti in Destinations"
	7	3:47	1	2	0	0	1	"Difficile notare il link all'idoneità"
	8	0:28	0	1	0	0	1	"Non avevo fatto caso al menù sulla sinistra pensavo fosse una navigazione nella stessa pagina"
	9	2:04	0	1	0	0	1	"Percorso per arrivare alla newsletter"
	10	2:42	0	2	0	0	0	"Qual è la differenza tra i numeri a piè di pagina e quelli in contact us?"
DD2	1	2:04	0	1	0	1	1	"Non mi aspettavo che Blog fosse in fondo alla pagina"
	2	1:58	1	2	0	1	1	"Inoltre non avevo fatto caso al pulsante in fondo a sinistra"
	3	0:40	0	1	0	0	1	"C'è un pulsante TIME ma non mi porta a nulla"
	4	1:31	0	1	0	0	1	"Perché il pulsante TIME mi porta a tutti gli articoli?"
	5	4:30	0	3	0	1	1	"Il senso di avere Season in Destinations?"
	6	4:00	1	0	0	1	0.5	"Sono insicuro se il pulsante in fondo a sinistra sia un modo per contarli o un subscribe alla newsletter"
	7	0:44	0	1	0	0	1	"Perché c'è contact us se i numeri sono comunque in fondo a destra?"
	8	0:30	0	0	0	0	1	"C'è anche Dublino, come mai?"
	9	2:30	0	2	0	0	1	"Non so cosa voglia dire VISA"
	10	2:24	0	1	0	0	0	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
DD3	1	2:02	0	1	0	0	0.5	"Perché il pulsante TIME mi porta a tutti gli articoli?"
	2	2:40	0	1	0	0	1	"Il senso di avere Season in Destinations?"
	3	1:40	0	1	0	0	1	"Sono insicuro se il pulsante in fondo a sinistra sia un modo per contarli o un subscribe alla newsletter"
	4	0:20	0	0	0	0	1	"Perché c'è contact us se i numeri sono comunque in fondo a destra?"
	5	2:00	0	1	0	0	1	"C'è anche Dublino, come mai?"
	6	2:20	0	0	0	0	0.5	"Va bene questo video nella home page? C'è scritto Gap Year Student sotto"
	7	0:50	0	1	0	0	1	"Ma se c'è la scritta TIME sul banner perché non mi porta direttamente sull'articolo?"
	8	0:20	0	0	0	0	1	"Non so cosa voglia dire VISA"
	9	1:15	0	2	0	0	1	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
	10	3:30	0	1	0	0	1	"Va bene Dublino?"
DD4	1	5:30	2	3	0	1	1	"Non so cosa voglia dire VISA"
	2	0:30	0	1	0	0	1	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
	3	0:32	0	1	0	0	1	"Perché il pulsante TIME mi porta a tutti gli articoli?"
	4	1:30	0	1	0	0	1	"Il senso di avere Season in Destinations?"
	5	2:53	0	3	0	0	1	"Sono insicuro se il pulsante in fondo a sinistra sia un modo per contarli o un subscribe alla newsletter"
	6	1:10	0	0	0	0	1	"Perché c'è contact us se i numeri sono comunque in fondo a destra?"
	7	0:55	0	1	0	0	1	"C'è anche Dublino, come mai?"
	8	1:00	0	0	0	0	1	"Non so cosa voglia dire VISA"
	9	3:36	0	1	0	0	1	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
	10	1:15	0	1	0	0	0	"Va bene Dublino?"
DD5	1	1:23	0	1	0	0	1	"Non so cosa voglia dire VISA"
	2	2:22	0	1	0	0	1	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
	3	0:48	0	0	0	0	1	"Perché il pulsante TIME mi porta a tutti gli articoli?"
	4	0:12	0	0	0	0	1	"Il senso di avere Season in Destinations?"
	5	2:53	0	1	0	0	1	"Sono insicuro se il pulsante in fondo a sinistra sia un modo per contarli o un subscribe alla newsletter"
	6	1:24	0	0	0	0	1	"Perché c'è contact us se i numeri sono comunque in fondo a destra?"
	7	1:02	0	1	0	0	1	"C'è anche Dublino, come mai?"
	8	0:06	0	0	0	0	1	"Non so cosa voglia dire VISA"
	9	1:25	0	1	0	0	1	"Non capisco se il Subscribe in basso a sinistra faccia riferimento alla newsletter"
	10	0:52	0	1	0	0	0	"Va bene Dublino?"

Figure 22: Users supervised by Davide Di Marco

User ID	Task number	Elapsed Time (min)	Number of times that comes back to homepage	Number of menu uses	Number of times that uses the browser arrows	Number of help	Eveluation	Comments
SF01	1	4:05	0	1	1	0	0.5	Mi aspetterei di trovarlo in career field che dovrebbero essere in qualche ordine, per verificare se sono qualificato contatterei direttamente loro tramite l'Apply Now
	2	0:29	0	1	0	0	1	
	3	0:22	0	1	0	0	0	
	4	0:21	0	0	0	0	1	Io cerco su google?
	5	3:00	0	1	0	1	0	Mi aspetterei di trovare delle categorie nel menu, I partner mi aspetterei di vederli in fondo della home page
	6	5:50	1	2	0	1	1	mi sono accorto ora del contact us, la home me la aspetterei sul logo, dopo aver trovato la pagina del task era tutto chiaro
	7	1:15	0	1	0	0	1	
	8	0:45	0	1	0	0	1	
	9	1:50	0	1	0	0	0.5	Se volessi più informazioni li contatterei direttamente. nel caso dell'argomento preferirei parlare con qualcuno quindi per me deve essere facilmente reperibile il contatto che ho trovato
	10	0:44	0	1	0	0	1	Dublino è in Irlanda? Clicco in Irnaldia perché così è scritto sul task
SF02	1	3:28	0	1	0	0	0.5	
	2	0:22	0	1	0	0	1	
	3	3:25	0	3	0	0	0	
	4	0:16	0	1	0	0	1	Andrej a cercarlo nella sezione dei programs
	5	2:40	0	2	0	0	1	Di solito queste i blog sono in fondo
	6	0:55	0	0	0	0	1	il menu alla destra della pagina di hong kong non scorre a se, se avessi potuto usare CTRL-F lo avrei già usato, il tasto next serve a scorrere in menu di destra in nella pagina di hong kong
	7	5:45	0	2	0	0	1	
	8	1:15	0	1	0	0	1	
	9	2:04	0	1	0	0	0	
	10	0:27	0	1	0	0	0	
SF03	1	4:40	0	1	1	0	0	il menu a lato che non si può scorrere nelle destination è fastidioso
	2	2:35	0	1	0	1	1	
	3	3:20	0	1	0	0	0	
	4	1:40	0	1	0	0	1	
	5	2:06	0	2	0	0	1	
	6	3:40	0	4	0	0	0.5	
	7	2:10	0	1	0	0	0	Inizierei a cercare cosa offre hong kong come Internship, mi da fastidio che il menu a lato della pagina di hong kong non scorra
	8	0:52	0	1	0	0	1	
	9	1:50	0	3	0	0	1	Di solito è in fondo
	10	0:40	0	1	0	0	1	
SF04	1	4:20	0	1	0	1	0	
	2	3:30	0	2	1	1	0	
	3	0:17	0	1	0	0	0	
	4	3:25	0	2	0	0	1	
	5	2:43	0	1	0	0	0	
	6	1:02	0	0	0	0	0.5	
	7	1:14	0	1	0	0	0	
	8	0:39	0	0	0	0	1	
	9	2:10	0	1	0	0	1	
	10	0:42	0	1	0	0	1	
SF05	1	4:56	0	1	1	0	0.5	il tasto next fa andare avanti con il menu laterale
	2	1:15	0	1	0	0	1	me lo aspetterei in overview del virtual internship
	3	0:59	0	0	0	0	0	
	4	0:25	0	0	0	0	1	mia spetta di trovarlo cliccando time sulla linea presente nella home page
	5	3:26	0	1	0	0	0	provo a cercare degli eventi
	6	0:59	0	0	0	0	0.5	di solito le news letter sono sotto
	7	2:30	0	3	0	0	1	me lo aspetto in destination
	8	0:35	0	0	0	0	1	il contact us in basso a sinistra ha solo la mail e lo suggerisce anche l'icona, di solito è sotto
	9	2:05	0	1	0	0	1	
	10	0:50	0	1	0	0	0	

Figure 23: Users supervised by Stefano Fossati

User ID	Task number	Elapsed Time (min)	Number of times that comes back to homepage	Number of menu uses	Number of times that uses the browser arrows	Number of help	Evaluation	Comments
DM1	1	9:39	0	3	0	1	0.5	"Comunque è molto bello il sito parentesi" "Ho selezionato USA e non specificamente New York" "Da destinazioni partivo da New York ma non avevo selezionato il career field" "Se clicco New York però mi riporta alla stessa pagina quindi ci posso arrivare da più punti!" "Mi sono iscritta a un corso di inglese"
	2	5:39	0	1	1	1	1	"Voglio cercare i video e poi trovare chi ha fatto l'anno sabbatico" "Ah posso trovare il tipo di persona da Who you are"
	3	5:19	0	0	0	1	1	"Potrebbe essere in About us o in the media"
	4	1:35	0	1	0	0	1	"Dovrei cercare nei program"
	5	5:39	0	2	0	0	1	"Ho capito più o meno come funziona il menu secondario"
	6	3:37	0	1	0	0	1	"Di solito per iscriversi è in fondo"
	7	4:41	0	3	0	0	1	
	8	0:39	0	0	0	0	1	"In fondo c'era contact us"
	9	4:39	0	1	0	0	1	
	10	0:58	0	1	0	0	1	
DM2	1	5:32	0	1	0	1	1	"dopo aver cliccato su here non sono più in journalism"
	2	3:01	1	1	0	0	1	
	3	0:45	0	1	0	0	1	
	4	0:26	0	0	0	0	0	
	5	5:45	2	4	0	1	1	"Questo era difficile da trovare"
	6	3:05	0	2	0	0	1	
	7	1:22	0	1	0	0	1	
	8	0:37	0	1	0	0	1	
	9	1:01	0	1	0	0	1	
	10	1:37	0	2	0	0	0	
DM3	1	2:42	0	1	0	0	0.5	
	2	1:12	0	1	0	0	1	"molto ordinato il menu secondario"
	3	4:37	1	4	0	1	1	"su questo sto avendo dei problemi" "mi ha confuso il fatto che fossero vicini who you are e who we are, non l'avevo notato"
	4	0:23	0	0	0	0	1	
	5	2:20	0	2	1	0	0	
	6	2:48	0	2	0	0	1	"Di solito le newsletter sono in fondo"
	7	2:43	0	2	0	0	0	"Ah sono di nuovo qui"
	8	0:18	0	0	0	0	1	
	9	0:37	0	1	0	0	1	"Questa mi sembra di averla già vista"
	10	0:44	0	1	0	0	0	
DM4	1	1:57	0	1	0	0	0.5	
	2	0:28	0	1	0	0	1	
	3	0:47	0	1	0	0	0	
	4	0:17	0	1	0	0	1	
	5	3:19	0	5	0	0	1	"questa qua era un po' più difficile"
	6	2:10	0	2	0	0	0	
	7	2:37	0	1	0	0	1	
	8	0:20	0	0	0	0	1	"ah c'è solo un numero e allora perché c'è sia il numero che contact us?"
	9	1:19	0	2	0	0	1	
	10	3:32	0	1	1	1	1	"Ah c'è anche next"
DM5	1	3:22	1	2	0	0	0.5	
	2	0:28	0	1	0	0	1	
	3	1:26	0	3	0	0	0	
	4	0:47	0	0	0	0	0	
	5	1:38	0	1	0	0	1	
	6	3:07	0	2	0	0	1	
	7	2:55	0	2	0	0	1	
	8	0:22	0	1	0	0	1	
	9	1:10	0	1	0	0	1	
	10	0:58	0	1	0	0	0	

Figure 24: Users supervised by Davide Maffi

User ID	Task number	Enlapsed Time (min)	Number of times that comes back to homepage	Number of menu uses	Number of times that uses the browser arrows	Number of help	Eveluation	Comments
MR1	1	9:05	0	2	0	1	0.5	"Perché è così complicato?" "Sarà la sesta volta che torno su Overview"
	2	0:55	2	1	0	0	1	
	3	1:30	0	2	0	0	1	
	4	1:50	0	0	0	0	1	
	5	2:15	0	1	0	0	0	
	6	2:45	0	2	0	0	1	"Per ora ci sta, si capisce dove devi andare"
	7	1:13	0	1	0	0	1	"C'è un problema: qui si sono dimenticati di mettere il link" (riferito al pulsante "here" mancante)
	8	0:06	0	0	0	0	1	"Mi pare di averlo visto prima"
	9	4:28	2	3	0	0	1	
	10	0:32	0	1	0	0	0	
MR2	1	5:30	0	1	1	0	0.5	
	2	1:19	0	1	0	0	1	
	3	0:30	0	1	0	0	0	
	4	0:11	0	0	0	0	1	
	5	3:35	0	3	0	1	1	
	6	1:48	0	0	0	0	0.5	
	7	4:08	0	1	1	1	1	"Chi cavolo lo aveva visto? Fatelo un po' più luminoso" (riferito al pulsante "more internships")
	8	0:14	0	0	0	0	1	
	9	1:15	0	1	0	0	1	
	10	1:50	0	1	0	0	0	
MR3	1	7:24	1	7	0	0	0.5	"Come faccio a tornare indietro?" (dopo aver cliccato "Apply Now"), "Ma se li chiamo?"
	2	0:40	0	2	0	0	1	
	3	0:49	0	2	0	0	1	
	4	0:18	0	1	0	0	1	
	5	0:39	0	1	0	0	1	
	6	1:30	1	2	0	0	1	
	7	1:19	0	2	0	0	1	
	8	0:15	0	1	0	0	1	
	9	2:35	0	3	0	0	1	
	10	0:22	0	1	0	0	1	
MR4	1	2:47	0	3	0	0	1	
	2	5:55	1	5	0	0	1	
	3	0:47	0	0	0	0	0	
	4	0:29	0	0	0	0	1	
	5	1:55	1	2	0	0	0	
	6	5:35	3	2	0	0	1	"Sarebbe molto comoda una barra di ricerca" (sezione "in the media")
	7	2:15	0	1	0	0	1	
	8	0:16	0	1	0	0	1	"È sempre in fondo al sito" (riferito al numero di telefono)
	9	0:52	0	1	0	0	1	
	10	1:11	0	0	0	0	0	
MR5	1	0:54	0	1	0	0	1	"L'avevo visto qui"
	2	0:27	0	1	0	0	1	
	3	0:27	0	1	0	0	1	
	4	0:13	0	0	0	0	1	
	5	3:37	1	3	0	0	1	
	6	4:04	2	3	1	0	1	
	7	0:52	0	1	0	0	0	
	8	1:13	1	1	0	0	1	
	9	0:36	0	1	0	0	1	
	10	0:49	0	1	0	0	0	

Figure 25: Users supervised by Marco Romanini

5.2.2 User testing questionnaire results

User ID	DD1	DD2	DD3	DD4	DD5	DM1	DM2	DM3	DM4	DM5	MR1	MR2	MR3	MR4	MR5	SF01	SF02	SF03	SF04	SF05
How do you describe the website?	2	3	3	4	4	4	3	4	4	2	4	1	4	3	4	4	3	4	5	4
How appealing do you find the visual design of our website?	4	3	4	4	5	5	5	5	4	2	3	1	5	4	5	5	4	5	5	5
How useful do you find the content of our website to be?	4	4	3	5	4	5	3	5	4	4	4	1	5	5	5	4	3	3	5	4
How clear is the content of our website?	4	4	3	4	3	4	2	5	4	4	4	2	4	4	5	4	3	3	5	5
How easy was it to find what you're looking for on our website?	3	4	2	4	4	4	3	4	3	3	4	2	3	4	4	3	2	2	4	4
Did it take more or less time than you expected to find what you were looking for on our website?	3	3	4	3	3	3	4	3	4	3	5	3	4	2	3	3	4	3	3	2
How easy was it for you to find our website's navigation menu?	1	4	4	5	4	4	5	5	3	3	4	3	4	4	5	5	3	3	5	4
Are prompts for inputs clear?	5	3	4	5	4	4	5	4	4	4	3	3	5	4	5	4	4	3	5	5
Is the system user friendly?	4	3	3	4	4	4	4	4	4	3	4	1	5	4	5	4	3	3	5	5
Is the menu practical to find informations?	5	4	4	4	4	4	4	5	4	4	4	2	4	4	5	5	3	4	5	4
How easy is it to browse the pages to find informations?	2	2	3	4	4	3	3	5	4	2	3	3	4	3	5	5	2	2	5	5
Are the informations easily readable (font)?	4	5	4	4	5	5	5	5	5	3	4	4	5	4	5	5	3	5	5	5
How many errors are there?	2	1	1	2	2	1	1	1	1	1	2	2	1	1	1	1	1	1	1	1
How easy is it to know exactly where you are in the website?	5	3	2	4	4	3	4	4	3	3	3	2	5	4	5	4	4	4	5	3
Are all the page elements always visible?	1	3	3	2	4	5	5	5	4	4	2	2	5	4	4	4	4	5	5	4

Figure 26: Questionnaire user answers

User ID	Comments
DD1	Not very appealing in the graphics, the left side menu is unclear to use and browse (maybe because of the screen size), unclear what subscribe in the end of the page refers to, leading uncertainty to what and where newsletter is (problem with subscribe and blog at the end)
DD2	the load more elements is not very visible and also the blog was a bit hidden even if I went on the bottom of the page because I expect it to be there
DD3	CONS: A lot of information, the page is too much full, sometimes i got deviated and end up in pages that i didn't want to go PRO: career fields are clear and do exatly what they're supposed to
DD4	Lateral menu not fully visible, music internship not in alphabetical order in the career fields, Dublin and Ireland mistake
DD5	
DM1	la divisione per categorie in alto mi sembrava di facile discernimento, per alcune task serviva navigare di piu' nelle sottocategorie a sx per questo è statola necessario piu' tempo, , per quanto riguarda la task 1 ho fatto fatica a trovare i requisiti, forse perchè poco visibili a primo impatto (?)
DM2	modificare i titoli del menu. ai contatti non si trovano i numeri di telefono. informazioni con destinazione e carriera si trovano in una delle due categorie
DM3	The menu was user friendly although I ignored the section "who you are" due to the fact that it was too near to "who we are". However, I got more information than I had though.
DM4	the website it's quite clear, maybe you can improve it by putting a search bar
DM5	
MR1	Manca un link per Hong Kong
MR2	
MR3	
MR4	Good experience
MR5	
SF01	I would avoid to put some infos only on the bottom of the page, as the blog, or you keep them always visible (for instance on the side of the page) or you put them in the menu or something like that
SF02	
SF03	
SF04	
SF05	

Figure 27: User comments