
User Experience Notes

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GOAL

What is the main goal of the web-site? Enrollment information? Donation?

Challenges:

- Admission and Donation seem to be the main purpose of the web-site. Currently, two options competing each other especially when they are both on the index level.

Solutions:

- **Choose one over the other, and emphasize one that is more needed for majority of users. In my opinion, it should be the admission and donation can go under relations/alumni/separate donation nav section instead of residing in heading of the home page.**

What is the user's path when visiting the website? What is the first thing they're trying to find?

Challenges:

- Home-some users were confused of college of art landing page vs department of visual art home page
- Admin info-requirements, deadlines,and tuition
- Visual Art Department- faculty info, scholarship and gallery of student works
- Housing info
- Events/ Purchase tickets

Solutions:

- **Make it clear on the college of art landing page that it contains other schools as well, for ex, having a running banner that starts with an image NOT from department of visual art (dance, theatre, music...) Meanwhile, make the homepage of department of visual art different from other schools =>In other words, avoid the fixed campus wide layout.**
- **add an apply button in the primary nav.**
- **Finalize the list of tabs that users tend to look for at their first try. Combine all those info into first-level subpages. For ex, if students are interested in admission => Under primary tab "Students", "Admission" should be displayed on the first level**

AESTHETIC

What is the user's initial thoughts of the site design? Is the layout appealing?

Challenges:

- Rigid and plain.
- Monotone: dark blue and white
- Lack of animation.
- Too much intro text, which makes user want to 'escape' from the front page
- Images are not clickable. No origins are specified under each image
- Too similar with college of art home page. Needs to differentiate from other school to make clear that The department is separate entity with its own flavor and admin requirements. Study of visual art ought to be reflected in the design of the pages while maintaining the school branding as a whole.
- There is a lot of dark space that makes the site a bit more unappealing to the eye.

Solutions:

- **video footage of the art department.**
- **avoid the fixed campus wide layout, rebrand the whole visual art department's homepage.**
- **Less paragraph text on every page, or break it into smaller paragraphs.**
- **Color palette should contain more hot/active colors instead of just blue and white. Blue and white are too passive and neutral.**
- **The colour palette can still include the blue and white. I think that including the orange into it from the school colours will help with those hot spots, as well as make the page look more appealing**
- **The colour palette could also completely change to a brighter color palettes, much like the colors that they have displayed for the art department (the posters with the watercolor details on them).**

NAVIGATION

Rate the ease/difficulty the user is having navigating the website. Is the layout easy to understand? How are they using the menus?

- **Move scroll up icon to the middle. Otherwise, overlap it on the footer border line to differentiate from other buttons that it is there to scroll up the page you are in.**

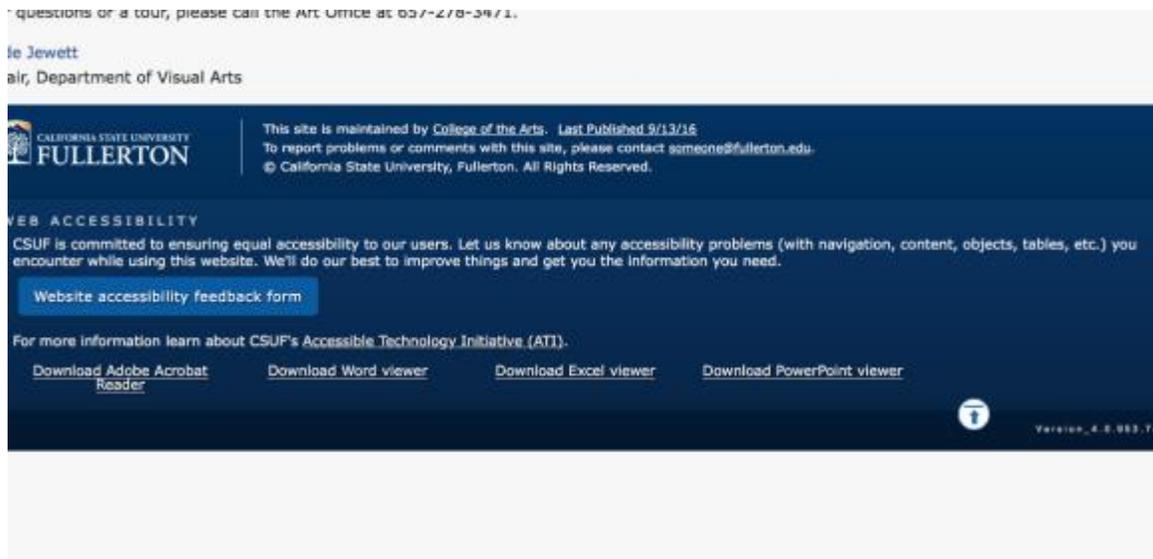
Challenges:

- Menu has too much information packed in two line navigation bar. Important tabs should be prioritized for easier navigation
- Too many lists under drop down menu overall

- Less important tabs could be placed separately from the navigation bar (to the right side of the page?)
- Address path located under navigation bar and above page content can be confusing sometimes. Not as accessible as it is supposed to be. For ex, home page having a single word “Home” for the address path is confusing- a one of user from the test actually tried to click this button several times when the user was already in the home. Current link needs to be clear and perhaps a logo, image of some sort to link back to home as well.
- Admission deadline button redirects to other school site such as an admissions office. Keeps the viewer outside the art department’s pages. Gets conflicted information regarding due dates.

Solutions:

- **Reduce the amount of tabs on the navigation bar**
- **make specific name/logo for the visual art department**
- **Maybe changing the color of the navigation tab while hovering could help to differentiate the certain categories.**
- **Admission deadline information should not be redirect to the admissions office site. Deadline for each department should be informed within the department admission’s section. That way, an user can get all the information that they need under visual art web pages.**



- Admissions link below heading need to be more prominent. Turn it into button or wrap it with colored button.

Welcome to the Department of Visual Arts

[Admissions information](#) (including graduate study plans and University links)

If you want to become a professional artist, California State University, Fullerton (CSUF) is a superb c degrees than most private or public schools in Southern California, and our new media and exhibition the west coast.

- Confusing address path on the college of the art landing page => Change wording or get rid of the address path on the front page



[Home](#)

Welcome to the College of the Arts

The College of the Arts at California State University, Fullerton is home to more than 2,400 of Music and the departments of Art and Theatre & Dance. It is a destination of choice for visual and performing arts in an environment that encourages individual achievement and art

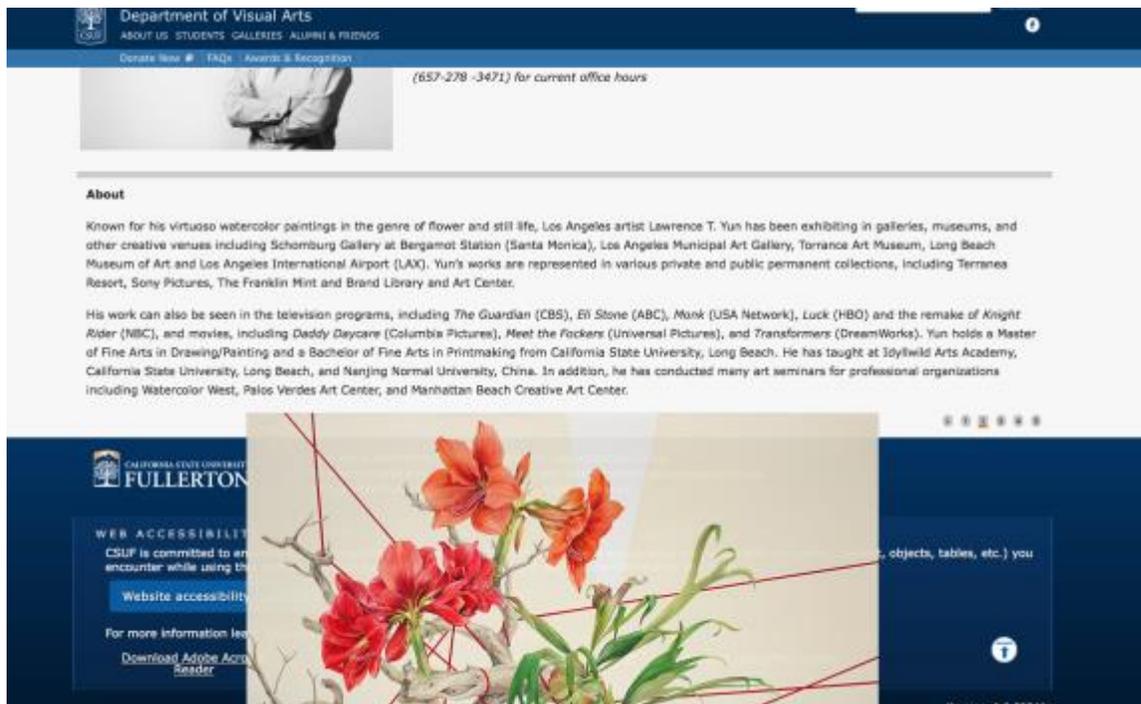
FUNCTIONALITY

Are contents loading properly? If so, how fast?

Challenges:

- Loading time is a bit slow when redirecting to other school sites. Hitting an admission button also takes some time to open rather than opening in an instant.

- One of the faculty member's gallery pieces is not functioning well. Position of the carousel is overlapping/covering the footer.



Are the links clickable? Are images loading properly?

Challenges:

- Links under faculty name are not clickable. Did not direct to either faculty's contact info nor to email the professor (like the link is supposed to serve as)
- Images are not clickable- a user tried to click these images because the images were in the header and divided into couple different images, directed the user to click when there were no links at all.

Solutions:

- Images should reflect the very study that it portrays. Link the images to the related pages or replace them with display only video/images for sole purpose of an inspiration.
- Creating squares or even a small slideshow could help with the picture problem by being able to view and add more content to the page, without overwhelming the user with more content on the page. It would look a lot more organized
- Update links on faculty's name. Either create a separate page for faculty's contact info, OR, when hover to the embedded link, a popup window would appear telling users the faculty's contact info.

READABILITY

Is the text legible? Is the user having difficulty reading the text? What do they think of the font choices?

Challenges:

- Text is legible and fairly large compared to other sites
- Font choice is standard
- Too much text on every page => distract the user from staying on one page
- The font and text is legible and standard, maybe putting the content into columns instead of just lines straight across could cut down on how much the page appears to have on it.

Solutions:

- **Introduce variety of weight and sizes to be little more playful while maintaining integrity of the university brand guideline**

EMOTIONAL

Does the site inspire future art students to join? Or does the site appeal to potential donors?

Challenges:

- Visual design looks too much like an admission site
- Lack of excitement and visual creativity within the brand guideline
- Blend and static feeling

Solutions:

- **Introduction of movement through video or interactivity because gesture often generate emotional response**
- **Introduction of colors that represent the atmosphere of the department**
- **There should be more student work examples on the site in order to let prospective students know what kind of work is done and expected at CSUF.**

What is the user's emotional response to the site? Frustrated? Curious? Bored? Entertained?

Challenges:

- Neutral
- Skeptical, Confusing
- Resonate similar experience when visiting an admin site or law school where everything is rigid and conformed as opposed to free flowing creativity a one might experience from visiting art school landing pages.

Solutions: incorporate storytelling elements through immersive interactivity.

CONTENT

Challenges:

- Content should be sufficient, not all over the place
- Lack of social media updates (only the facebook icon on the front page)
- Too many contents on navigation of homepage. Detailed information can be located as a user follows the designed path into lower directory. Revealing specific contents which user looks for rather than sending all the data at once.

Solutions:

- **usage of icons and images to simplify some of the wordy contents.**
- **Update more info on social media. Target audience is mostly student, especially freshman and junior => create content that would feed on student's interest.**
- **Maybe if there were a blatant tab that specifically was for incoming student to take straight to a page with information specifically addressed to incoming or potential students, leading them to the important stuff that they would need to know; instead of leading them on a wild goose chase looking for information in the piles of text they have on the site.**

PERSONAS SUMMARY

Age Group:

- Currently enrolled students
- Prospective students
- Parents

Needs:

- Enrolled students:
 - Know more about employment opportunities, experience, tips and organizations that have connections with CSUF Graphic Design Department

- Connect with other students from the same departments; club activities, guest speakers talk schedule...
- Find out major professor's email, phone number or office hour.
Graduate students: to learn more about master program
- Prospective students:
 - Need more information regarding concentrations that are relevant to skills and hobbies
 - Learn more about admission procedures, courses and programs offered at CSUF Visual Art Department.
- Parents:
 - Learn more about admission procedures, graphic design program introduction
 - Be able to see previous students' works, information about graduate courses and requirement
 - Information of living on or off campus, list of food courts on campus
 - Student safety instructions

ADDITIONAL COMMENTS

- CSULB and UCI made very clear that I was entering into department of art pages opposed to their main school pages. Their art school websites had distinctive branding versus the rest of the school site.
- As you get more into the specific program, any admin related informations were available as opposed to displaying everything in the main navigation drop down buttons.