

EM 757 Group1 project #3 Website prototype and report

Website: https://2024.philemerge.com/b_group1/

TOSA Website Project Restatement

The goal of this project is to help TOSA build their own website. The website will support and enhance TOSA's mission by raising awareness and exposure among college and graduate students, particularly those in Boston, about TOSA's social presence.

For potential new members, the website provides an opportunity to learn more about TOSA's beliefs and beneficial events.

For executive members of TOSA, the website offers a platform to showcase the organization's history, achievements, and vision.

For other student organizations, the website serves as a resume for TOSA, supporting social networking and enabling inter-organizational activities.

Thus, the website enables TOSA to foster a more welcoming and international public image and provides practical value for others to learn more about this vibrant student organization.

Website Design Highlights

Icon Position: Our website places the TOSA icon at the top left corner of every page, catching the user's attention and constantly reminding them of TOSA's social presence.

According to Djamasbi et al. (2010)'s finding this position is one of the most eye fixation places for users.

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User-friendly Navigation: The navigation bar is placed at the top of the page, ensuring that users can quickly locate key sections. This aligns with the idea of "making it obvious" (Krug, 2014) to avoid unnecessary cognitive load, which also follows the suggestion by Djamasbi et al. (2010).

Hierarchy: Our website employs a clear visual hierarchy using size, color, and placement of elements (Krug, 2014). This concept was maintained throughout the design process. The homepage, family tree, and Eboard all feature large central images, capturing user attention immediately. This is consistent with research showing that images are prioritized over text by Generation Y (Djamasbi et al., 2010). It may be more effective for Generation Z, who interact with websites differently. Therefore, our website minimizes complex text, making it concise, which is consistent with Djamasbi et al. (2010)'s suggestion.

Interactive Buttons: Buttons are styled to be prominent and clickable, adhering to visual hierarchy guidelines that larger and contrasting elements draw attention (Djamasbi et al., 2010). Additionally, our website places the search bar at the top right of the main navigation bar, enabling users to access content quickly.

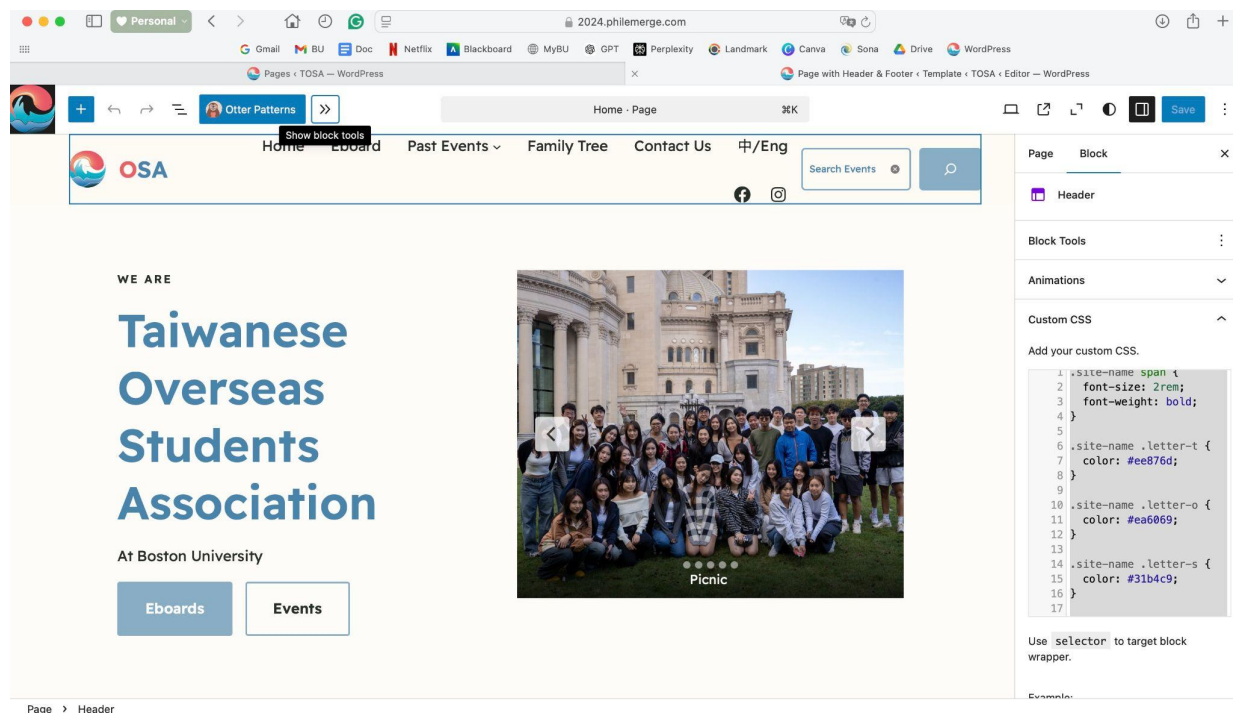
Color Selection: A limited color palette ensures that the interface remains visually cohesive. These colors are aligned with TOSA's icon color, creating a consistent visual vibe and enhancing TOSA's social presence. Contrasting colors highlight clickable elements, aligning

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with visual design best practices. Our background color is light pink-white, a warm color that maintains high contrast with the font color while being easy on the eyes (Krug, 2014).

Language Selection: Based on our background research and stakeholder interviews, we found that website language is important. Since TOSA is a Taiwanese student organization, traditional Chinese is helpful for some freshmen who are not familiar with American culture. English is essential for formal communication, such as social networking with other BU student organizations. Thus, the TOSA website includes a language selection option at the top of the navigation bar.

Code Embed: The website implements a lot of custom code to make it personalized and suitable for TOSA and user experience. Here is one example when designing the top main navigation bar.



Usability Test Session 1

Test Procedure

- **When:** Conducted on Sunday, December 1, 2024
- **Where:** The test was conducted online via Zoom.
- **Participant:** The participant, Shihyan Liu, was selected because she is a member of TOSA and also a leader of the club. Her perspective as a leader was essential for evaluating the system from an organizational standpoint.
- **Duration:** The test lasted approximately 45 minutes.
- **Tasks:** Participants were asked to:
 1. Navigate to the "past events" page and explore the photos.
 2. Use the timeline feature to understand events in sequence.
 3. Locate and utilize the "eboards" button for navigation.

Questions Asked

1. Did you experience any issues with images loading?
2. Was the "Home" button intuitive to use?
3. Was there anything you think is not logical?
4. How easy was it to locate the key features on the interface?
5. What additional feedback or suggestions do you have for improving navigation and usability?
6. Were there any points where you felt confused or lost during the test?
7. How would you improve the interface to make it more leader-friendly?

Task Scenarios

1. **Photo Loading:** Participants accessed the family tree section to check if all images loaded correctly and provided feedback on the layout.
2. **Navigation:** Users tested the "Home" button functionality to ensure it redirected them to the main page intuitively.
3. **Timeline Review:** Users were tasked with reviewing the timeline entries and assessing if the order and presentation were logical and user-friendly.
4. **Event Browsing:** Participants explored the "Events" section to locate specific details about past and upcoming events, checking for clarity, ease of navigation, and overall layout.
5. **Search Functionality:** Participants tested the search bar to find specific members or events and provided feedback on its accuracy and speed.
6. **Form Submission:** Users filled out a dummy event registration form to evaluate the input process for errors or inefficiencies.
7. **Feedback Collection:** Participants provided real-time observations on any unclear, confusing, or redundant features during the test.

Serious Usability Problems

1. **Photo Loading Issues:** Some family tree photos failed to load consistently.
2. **Unclear Navigation Button:** The "Home" button was not easily identified by all users.
3. **Timeline Sorting Problem:** Events were displayed from oldest to newest, which was not user-friendly.

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Solutions and Recommendations

We successfully addressed the identified issues to improve usability. The photo loading problem was fixed by optimizing image files to ensure quick and reliable image display. For navigation, the "Home" button was redesigned to include a clear label and icon, making it more intuitive and recognizable for users. Lastly, the timeline sorting order was reversed to display events from newest to oldest, which aligns with user expectations and improves the logical flow of information. These improvements have significantly enhanced the user experience by addressing critical usability issues and ensuring a more seamless interaction with the interface.

Usability Test Session 2

Test Procedure

- **When:** Conducted on Friday, December 6th, 2024.
- **Where:** The test was conducted online via Zoom.
- **Participant:** The participant, Nana Chou, was selected because she is a new member of TOSA and has recently joined the club.
- **Duration:** The test lasted approximately 30 minutes.
- **Tasks:** Participant were asked to
 1. Use the timeline feature to understand events in sequence.
 2. Navigate the website to find the point that will draw interest to the new people.

Questions Asked

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1. Has the newsletter link ever bothered you?
2. What would be the point that draws your attention?
3. Was there anything you think that is not logical?
4. What will be the suggestion for us to improve the website?
5. Was there anything that confused you or made it hard to locate the key features for you?
6. How do you think this website will help TOSA to recruit new members?

Task Scenarios

1. Disruption: Users repeatedly switch back to the Home page and find out the newsletter form pop-up which causes the disruption and concern.
2. Search Functionality: Participants tested the search bar to find specific members or events and provided feedback on its accuracy and speed.
3. Event Browsing: Users explored the “Event” section to locate events that are attractive to new members and shared the concern of the way of registration.
4. Photo loading: Users test the big and little section to check if all images loaded correctly and share the concern about the speed of loading.
5. Feedback Collection: Participants provided real-time observations on any unclear, confusing, or redundant features during the test.

Serious Usability Problems

1. **Photo Loading Issues:** Some pictures in the Big & Little events fail to load or are smaller than expected.

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2. **Registration Issues:** There are no fast registration ways or links that are linked to the picture of the events.

Solutions and Recommendations

We successfully addressed the identified issues to improve usability. To address the usability problems that were identified during the test. We will start by optimizing photo loading speeds by compressing images without compromising quality and ensuring all images are properly linked and responsive across devices. For registration issues, we will integrate a clear and fast registration system directly into the event section. This way, it will allow users to click on event pictures or titles to navigate seamlessly to registration forms. Consider streamlining the user experience by minimizing disruptions like newsletter pop-ups—replace them with a less intrusive banner or footer link. By making these changes, the website can significantly improve user engagement, reduce confusion, and better support TOSA's goal of attracting and retaining new members.

Note: Proofread by Copilot

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Reference

Krug, S. (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd ed.). New Riders.

Djamasbi, S., Siegel, M., & Tullis, T. (2010). Generation Y, web design, and eye tracking. *International Journal of Human-Computer Studies*, 68(5), 307–323.