

Usability Site Concept Note

Prepared by
Brian DeLoach
May 29, 2006

Executive Summary

This site serves as visual documentation of the usability study I conducted on The Art Institute's Student Hub website. Towards this end I conducted a focus group of four students and also usability tests on four students. The focus group was used to find out general impressions about the website. Students were asked open ended questions to gauge how they felt about the site, such as, "What do you use the site for?" With the usability study I took information I learned in the focus group and asked students to find specific types of information. This was done to test the logical structure of the system. The questions were design to not lead the student in a particular direction when completing the task. For example, I wanted to find out if the students new where the Calendar was on the site. Instead of asking them, "Please find the calendar", I provided them with a scenario such as, "You plan to go out of town for spring break and want to know when the school will be closed between quarters. Where will you find this information?" This type of question was asked for five different tasks.

Design Approach

For the visual design of the site I went with white, shades of grey, and red. I chose these colors because these are the colors of The Art Institute of Atlanta and the colors used on the Student Hub website. Since the purpose of the site is to document research I didn't want to overwhelm the user with unnecessary visuals.

The fonts used are Gil Sans and Arial. Gil Sans was used for its elegant sans-serif design. Arial was used for its readability.

Target Audience

The audience for this site would be anyone interested in creating a new Student Hub site or learning how to conduct a usability study. As mentioned previously, the site is meant to show the results of my research so the audience would be anyone interested in this research.

Design Comp

AIA Student Hub Evaluation

conducted by Brian DeLoach

introduction

focus group

usability test

results analysis

recommendations

Introduction

The purpose of this site is to document the Usability Study conducted on the Art Institute of Atlanta's Student Hub website. The study was conducted by Brian DeLoach during the fall of 2005.

Goals of the Study

In this study I hoped to determine how current AIA students used the site and their feelings regarding the ease of use of the site. By doing this my goal was to ultimately improve the Student Hub site and provide the user with a more satisfying experience.

Process

The following steps were taken in evaluating the Student Hub site:

1. First a focus group test plan was developed. The purpose of the test plan is to workshop different topics to see which ones would be most appropriate. In its finished form it serves as the guide during the focus group. It contains the topics to be discussed as well as any worksheets or forms that will be given to the participants. [Download Focus Group Test Plan \(.doc\)](#)
2. The Focus Group was conducted on November 12, 2005. It consisted of four students. The topics discussed included the design of the site, the navigation labels and how often each student used the site.
3. A Usability Test Plan was then developed as a guide for the forthcoming Usability Test. Like the Focus Group Test Plan this served as a way of formulating tasks for the user to test the site's ease of use. [Download Usability Test Plan \(.doc\)](#)
4. The Usability Tests were conducted during the 1st week of December 2005. The user was asked to find different types of information to evaluate how intuitive the navigation was. The user was also asked to discuss what they liked and disliked about the site, what they use it for, and what suggestions they would make for improving it.

Sitemap

