But is it useful?
Website usability testing of the UH STEM Education website

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Learning Design and Technology
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Presentation Outline

- Background
- Project Design
- Usability Study
- Next Steps
Background
Have you heard of the Office of STEM Education at the University of Hawai‘i?

A. Yes!
B. No.
C. I think so?
Background

• New Office of STEM Education
• Created in 2014
• Need for web presence
How did I choose this project?

- Locus of control
- Need
- Content experts
- Funding
Project description & goals

- Develop a website for the Office of STEM Education that is:
  - Functional
  - Purposeful
  - Useful
- Evaluate the website by conducting a usability study of stakeholders
- Improve website based on feedback
Target Audience
Background • Project Design • Usability Study • Next Steps

Old STEM Education Website
• Visual design

http://www.hawaii.edu/offices/aa/aapp/STEM.html
Background • Project Design • Usability Study • Next Steps

http://www.hawaii.edu/offices/aa/aapp/STEM.html
Background • Project Design • Usability Study • Next Steps

Old STEM Education Website
• Visual design
• Purpose
• Text, text, text

http://www.hawaii.edu/offices/aa/aapp/STEM.html
Old STEM Education Website

- Visual design
- Purpose
- Text, text, text
- Mobile-friendly

http://www.hawaii.edu/offices/aa/aapp/STEM.html
Background • Project Design • Usability Study • Next Steps

Old STEM Education Website
• Visual design
• Purpose
• Text, text, text
• Mobile-friendly
• Web indexing

http://www.hawaii.edu/offices/aa/aapp/STEM.html
Old STEM Education Website

- Visual design
- Purpose
- Text, text, text
- Mobile-friendly
- Web indexing
- BORING!

http://www.offices/aa/aapp/STEM.html
Design it, then design it again
Design it, then design it again
Design it, then design it again
Background • Project Design • Usability Study • Next Steps

New STEM Education Website

- Visual design
- Purpose
- Graphics
- Mobile-friendly
- Web indexing
- Interactive

http://www.hawaii.edu/stem
Interactive graphics
Interactive graphics

Community College Pathway

This pathway prepares students for jobs requiring more than a high school diploma, but not necessarily all of the coursework needed for a 4-year STEM degree. Students will often enroll in one of the seven community colleges in Hawaii to strengthen their education and gain the skills necessary for middle-level STEM jobs (see Science Counseling Sheet 2-year degree).

This pathway is also an alternative to the more costly University Pathways for students who intend to get a STEM Baccalaureate degree in Hawaii. Students in the College Pathway can enroll in the UHCC Associate of Science in Natural Science (ASNS) degree program and concentrate in one of the four STEM focused areas that prepare students to enter directly into STEM majors at UH 4-year universities.

1. Biological Science
2. Engineering
3. Information and Communications Technology
4. Physical Science
Background • Project Design • Usability Study • Next Steps

Front page

OLD

NEW
Uniformity
Contact information

OLD

None!

NEW

Contact

University of Hawai‘i System
1613 Beretania Street
Honolulu, HI 96822
Phone: (808) 956-6727
Email: stem@hawaii.edu
STEM Pathways

- OLD

- NEW
Usability Study

- 28 participants, various positions at the University
- 13 females, 15 males
- 30 min. face-to-face sessions
- Two rounds
Demographic Survey

- Created in Google Forms
- Six questions
- Administered before the usability testing
Demographic Survey

How would you describe your familiarity with website design and development?

<table>
<thead>
<tr>
<th></th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>4</td>
</tr>
<tr>
<td>Intermediate</td>
<td>16</td>
</tr>
<tr>
<td>Advanced</td>
<td>7</td>
</tr>
<tr>
<td>I have no knowledge of website design and development</td>
<td>1</td>
</tr>
</tbody>
</table>
Demographic Survey

Are you currently majoring in or currently work in a STEM field?

<table>
<thead>
<tr>
<th></th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>20</td>
</tr>
<tr>
<td>No</td>
<td>8</td>
</tr>
</tbody>
</table>
Usability Study
Usability Study

Where can you find information about STEM Pathways?

Round 1
Usability Study

Where can you find information about STEM Pathways?

Round 2
Where can you find information about STEM Pathways?

**Round 1**
- Able to complete: 79%
- Able to complete, minimal difficulty: 18%
- Unable to complete: 3%

**Round 2**
- Able to complete: 64%
- Able to complete, minimal difficulty: 29%
- Unable to complete: 7%

n=28
Next Steps
Moving forward

- Seek continual feedback
- Further develop projects content
- Incorporate videos
- News and current events
- Branding & marketing strategy
Lessons Learned

- Time management
Lessons Learned

- Time management
- Change is not instantaneous
Lessons Learned

- Time management
- Change is not instantaneous
- Focus on the big picture

Photo Credit: http://www.washingtoncountywisdems.com
Lessons Learned

- Time management
- Change is not instantaneous
- Focus on the big picture
- Translating ideas to a website

Photo Credit: http://www.homerian.com
• LTEC Professors
• Critical friends
• Peers & colleagues
• Caffeine!

Image Credit: https://openclipart.org/
Questions?
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