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USABILITY TESTING FOR DEPARTMENT WEBSITES

WHAT IS USABILITY TESTING?

> Watching one person at a time try to use something to do typical tasks so you can detect and fix the things that confuse or frustrate them.

> Not (like focus groups) just listening to them talk about wants, needs, and likes in the abstract.

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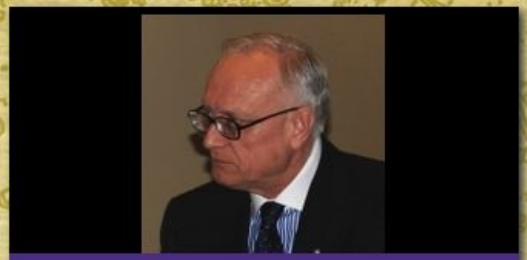
HOW DID WE TEST OUR SITES?

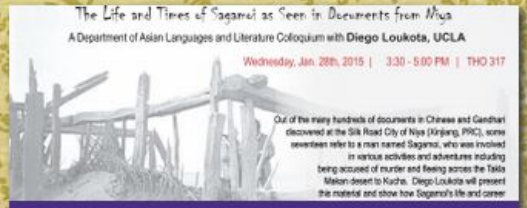
USERS: TWO STUDENT VOLUNTEERS

REPRESENTATIVE SITE

Tandi, confluence of Chandra and Bhaga rivers in Himachal Pradesh (© David Koelle)



Interview with Professor Emeritus David Knechtges



How to Get Away with Murder on the Silk Road: The Life and TImes of Sagamoi in Documents from Niya Jan 28 - 3:30pm

BENGALI (BANGLA)
বাংলা

CHINESE
中文

HINDI
हिन्दी

INDONESIAN
Bahasa Indonesia

JAPANESE
日本語

NEWS & ANNOUNCEMENTS

If you are looking for information on Proficiency & Placement Exams, visit this page.

Roy Andrew Miller, Professor of Japanese in the Department of Asian Languages & Literature from 1970 to 1989 and chairman of the department from 1972 to 1975.

Roy Andrew Miller (born September 5, 1924, died August 22, 2014) was a linguist and literary scholar who

EVENTS OF INTEREST

JAN 28
Diego Loukota, UCLA
How to Get Away with Murder on the Silk Road: The Life and TImes of Sagamoi in Documents from Niya
3:30pm - UW Seattle, Thompson Hall 317

JAN 29
A Colloquium with Professor Luo Manling
The Lost Capital: Storytelling and

CONTACT

225 Gowen Hall
Box 353521
Tel: (206) 543-4996
Fax: (206) 685-4268
More contact info

STAY CONNECTED

Facebook

OBSERVERS: WEB AND MARKETING TEAM MEMBERS

FORMAT

- Each session 40 minutes
- Facilitator walks through testing script
- Background questions
- Homepage tour
- Sample tasks
- Follow-up questions

RESULTS

- Each observer notes top three usability problems per session
- Compile list and rank problems
- Discuss at debrief lunch
- Develop action plan

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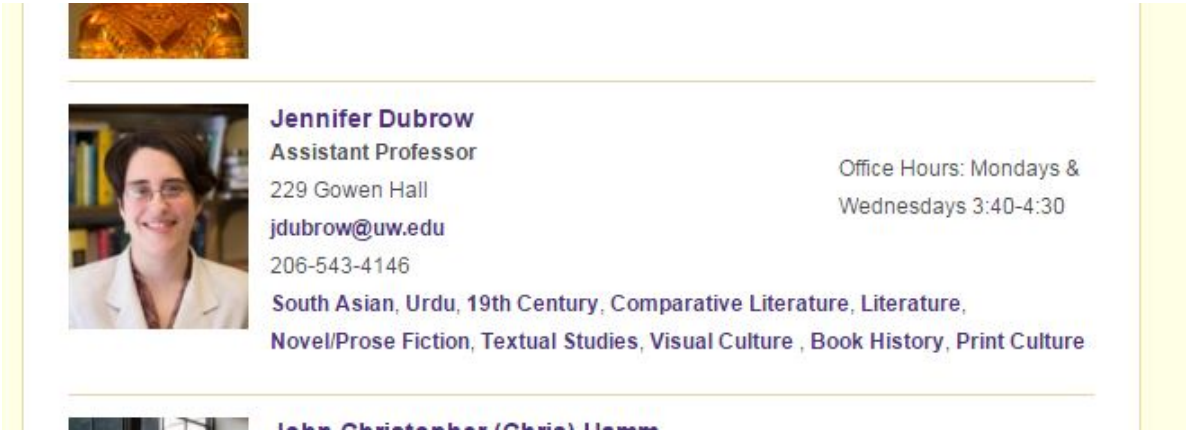
WHAT WERE THE TASKS?

SCENARIO 1

> You are taking a class with Professor Dubrow, and you want to go to her office hours. Find out when they are and where. Also find her email address so you can send her a message to let her know what you're coming to talk about.



SCENARIO 2

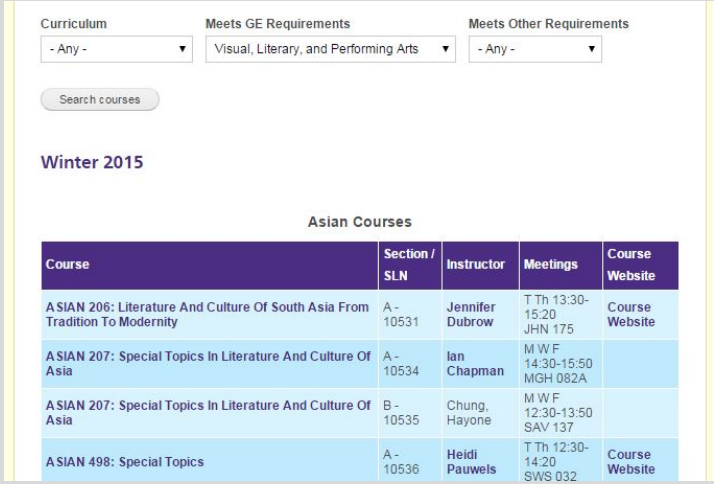
> You have an interest in film and cinema studies, and you are looking for faculty in this department who might teach classes in that area or supervise an independent study on that topic. Look for two faculty who specialize in film and you might want to work with.

John Christopher (Chris) Hamm
Associate Professor
M235 Gowen Hall
jcsong@uw.edu
206-543-4974
Office Hours: Mondays and Wednesdays 11:00-12:00
Chinese, Film/Cinema, Literature , Late Imperial and modern Chinese literature

Zev Handel

SCENARIO 3

- You are registering for classes for winter 2015 and you want to take a class that fulfills your VLPA requirement. Find out if this department if offering any classes you could take for that requirement in winter 2015.



Curriculum: - Any -

Meets GE Requirements: Visual, Literary, and Performing Arts

Meets Other Requirements: - Any -

Search courses

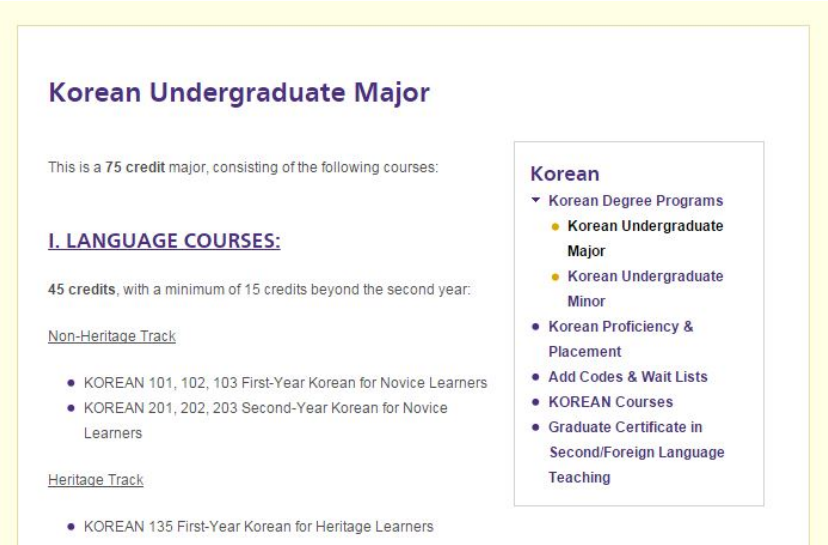
Winter 2015

Asian Courses

Course	Section / SLN	Instructor	Meetings	Course Website
ASIAN 206: Literature And Culture Of South Asia From Tradition To Modernity	A - 10531	Jennifer Dubrow	T Th 13:30-15:20 JHN 175	Course Website
ASIAN 207: Special Topics In Literature And Culture Of Asia	A - 10534	Ian Chapman	M W F 14:30-15:50 MGH 082A	
ASIAN 207: Special Topics In Literature And Culture Of Asia	B - 10535	Chung, Hayone	M W F 12:30-13:50 SAV 137	
ASIAN 498: Special Topics	A - 10536	Heidi Pauwels	T Th 12:30-14:20 SWS 032	Course Website

SCENARIO 4

> You're a Korean major in this department, and you can't remember if you need to complete a capstone project your senior year. Verify the major requirements.



Korean Undergraduate Major

This is a **75 credit** major, consisting of the following courses:

I. LANGUAGE COURSES:

45 credits, with a minimum of 15 credits beyond the second year:

Non-Heritage Track

- KOREAN 101, 102, 103 First-Year Korean for Novice Learners
- KOREAN 201, 202, 203 Second-Year Korean for Novice Learners

Heritage Track

- KOREAN 135 First-Year Korean for Heritage Learners

Korean

- Korean Degree Programs
  - Korean Undergraduate Major
  - Korean Undergraduate Minor
- Korean Proficiency & Placement
- Add Codes & Wait Lists
- KOREAN Courses
- Graduate Certificate in Second/Foreign Language Teaching

SCENARIO 5

> Your parents are asking, “What do people in Asian Languages and Literature actually do? What kind of career prospects are there?” Find some information on the website that explains what people do in this department and/or what type of jobs they get after graduation.

Hired! - What Some of Our Recent Japanese Majors Are Doing

Submitted by Curtis A. Dye on February 3, 2014 - 4:16pm

Here's What Some of Our Recent Japanese Language Majors Are Doing:

Teaching in Japan:

- Assistant Language Teacher at Hirosaki Board of Education (JET Program)
- Assistant Language Teacher (English language teacher) for **Joytalk Corporation** in Japan
- Assistant Language Teacher (ALT) at Kobe City Board

SCENARIO 6

> You heard there is going to be a symposium in honor of your favorite professor, David Knechtges, and you think you might want to go. Find out if and when the symposium is taking place.

Interview with Professor Emeritus David Knechtges

Submitted by Curtis A. Dye on November 10, 2014 - 11:10am

Professor Emeritus David R. Knechtges was honored by the Chinese government last month in the Great Hall of the People in Beijing with the Eighth China Book Award for his extensive contributions to Chinese literary scholarship.

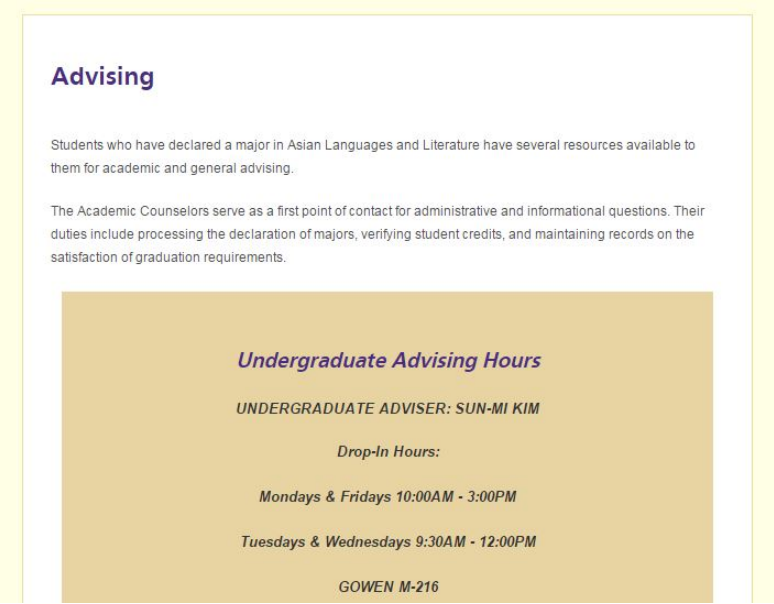
Interview conducted by Acting Assistant Professor Ping Wang.

Q: You have won the 8th China Book Award for Special Contributions for your translation of the History of Chinese Civilization, how did the project start?

A: The *History of Chinese Civilization* is a four-volume history of China

SCENARIO 7

- You want to talk to the adviser to make sure you're meeting all the requirements needed to graduate. How do you contact them?



Advising

Students who have declared a major in Asian Languages and Literature have several resources available to them for academic and general advising.

The Academic Counselors serve as a first point of contact for administrative and informational questions. Their duties include processing the declaration of majors, verifying student credits, and maintaining records on the satisfaction of graduation requirements.

Undergraduate Advising Hours

UNDERGRADUATE ADVISER: SUN-MI KIM

Drop-In Hours:

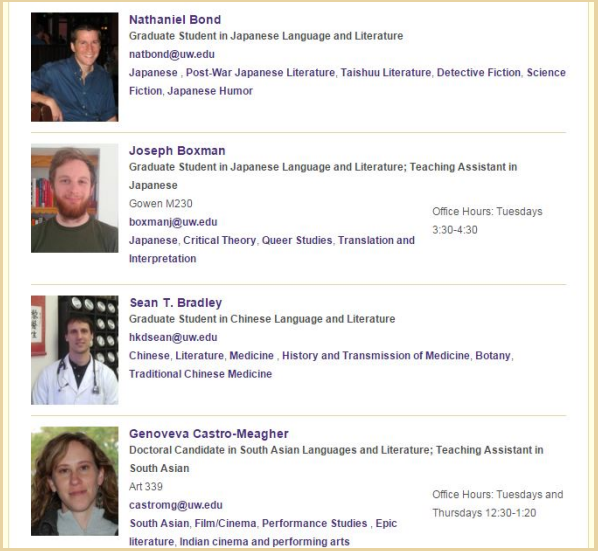
Mondays & Fridays 10:00AM - 3:00PM

Tuesdays & Wednesdays 9:30AM - 12:00PM

GOWEN M-216

SCENARIO 8

> You are considering applying to graduate school in this department, and you are curious what the current graduate student community is like. Find the page listing all the current graduate students and give us your impression.



Nathaniel Bond
Graduate Student in Japanese Language and Literature
natbond@uw.edu
Japanese , Post-War Japanese Literature, Taishuu Literature, Detective Fiction, Science Fiction, Japanese Humor

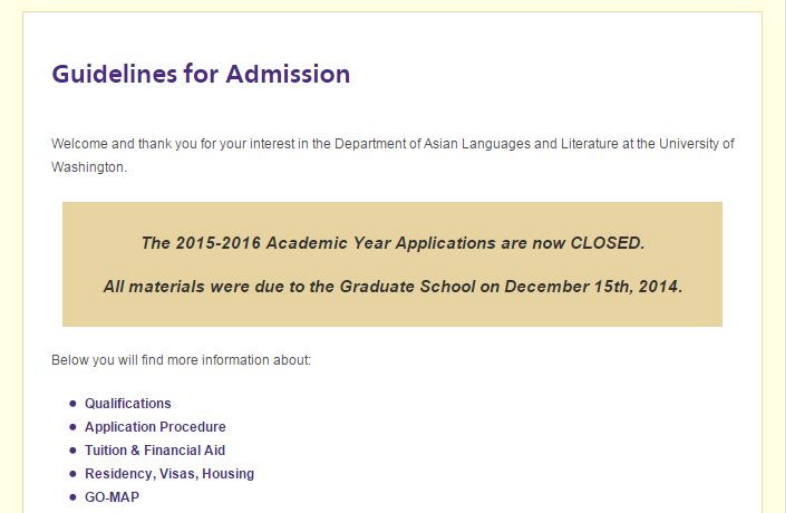
Joseph Boxman
Graduate Student in Japanese Language and Literature; Teaching Assistant in Japanese
Gowen M230
boxmanj@uw.edu
Japanese, Critical Theory, Queer Studies, Translation and Interpretation
Office Hours: Tuesdays 3:30-4:30

Sean T. Bradley
Graduate Student in Chinese Language and Literature
hkdsean@uw.edu
Chinese, Literature, Medicine , History and Transmission of Medicine, Botany, Traditional Chinese Medicine

Genoveva Castro-Meagher
Doctoral Candidate in South Asian Languages and Literature; Teaching Assistant in South Asian
Art 339
castromg@uw.edu
South Asian, Film/Cinema, Performance Studies , Epic literature, Indian cinema and performing arts
Office Hours: Tuesdays and Thursdays 12:30-1:20

SCENARIO 9

> You have decided that you want to apply to graduate school in this department. What should you do next? Find information about how to apply.



Guidelines for Admission

Welcome and thank you for your interest in the Department of Asian Languages and Literature at the University of Washington.

The 2015-2016 Academic Year Applications are now CLOSED.

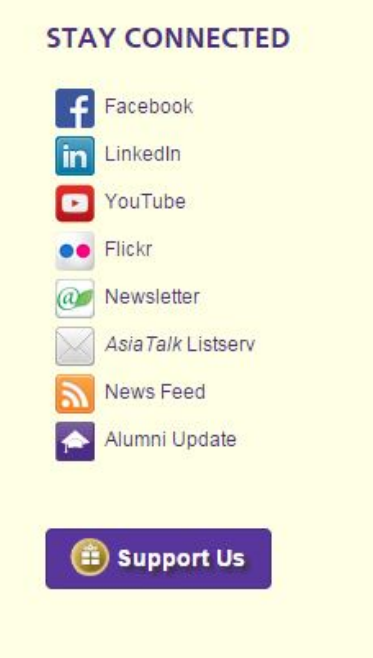
All materials were due to the Graduate School on December 15th, 2014.

Below you will find more information about:

- Qualifications
- Application Procedure
- Tuition & Financial Aid
- Residency, Visas, Housing
- GO-MAP

SCENARIO 10

- You are a social media fanatic and want to start following the department on Facebook and Twitter. Do they have a presence on these services? If so, can you find how to follow them?



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NEXT STEPS: WHAT'S OUR ACTION PLAN?

Issue #1 – Home page image not clear or purposeful

- Encourage departments to use clear, explanatory captions, so people understand what the image is and why it is on the department website.
- Add option (on sites that have static or evergreen slideshows) to include a call to action link after the caption.
- Continue educating departments about choosing good images; reach out to departments when we notice an image that is particularly weak or problematic.

Issue #2 – Courses hard to browse and navigate

- Change main courses page to show upcoming, not current + upcoming; ensure display changes before the next registration period begins (check dates).
- Add color key at the top, to help students understand what quarter info they are looking at.
- Add sticky headers, so they can tell what quarter they are in as they scroll.
- Ensure courses page has prominent link or button from undergrad section.

Issue #3 – Events hard to find

- Ensure there is always a link to More Events on front page, even if there aren't any more events.
- Add People Involved field to events, to facilitate people finding related events via profile pages (some departments already have this).
- Move related news and events to tab area on profile, not sidebar.
- Encourage departments to use People Involved field consistently.

Issue #4 – Purpose of language buttons not clear

> Add heading above language buttons on sites that use them; consult with department about best language to use (Areas of Study, Language Areas, etc.).

Issue #5 – Can’t tell if views filter was applied

- Add visual feedback when views exposed filters are used, so students can tell that they are seeing updated results.

CONCLUSION

- Overall we are doing well! Students are able to find the most important/frequently used information without much effort.
- We found several areas for improvement, even for things we weren't specifically testing.
- The quality of your content matters.
- Next time, make the tasks harder, and/or test a different audience (faculty, alumni, donors...)

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QUESTIONS?

COURSES FEATURE DISCUSSION

- Why aren't editors adding course lists?
- Is the courses section meeting needs? For whom?
- How can we improve it for:
  - current students?
  - prospective students, peer instructors, and public?
  - course editors/managers?

COURSES PAGEVIEWS – Q4 2014

Not including lists that appear on front page or profiles

Asian L&L	4,263	5.92%	Dance	1,110	3.8%
Classics	2,414	9.91%	Drama	1,883	2.41%
CHID	3,158	9.75%	DXARTS	4,196	11.36%
Comp Lit	3,424	11.33%	Music	2,133	1.33%
French & Italian	1,582	7.39%			
Germanics	1,680	6.57%	GWSS	1,140	5.52%
Linguistics	1,864	4.62%	LSJ	995	4.63%
Scandinavian	1,962	8.14%			
Slavic	1,705	9.53%			
Spanish & Portuguese	2,326	3.22%			