
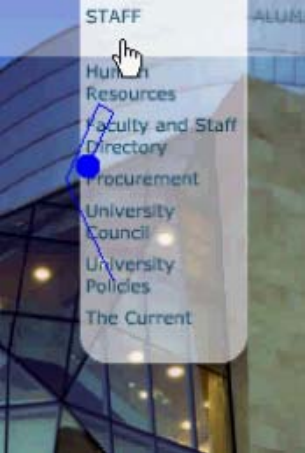




Section	Observation	Level	Recommendation
<p>Current Events</p> 	<p>In analyzing the homepage of the new ubalt.edu website, we found that all of our staff participants spent most of their time viewing the current events section. Even though the event link titles were clearly placeholders and not actual events the users spent a large chunk of their time analyzing it's contents. Their eyes were tracked scanning the events area in its entirety while briefly viewing other sections of the homepage.</p>	<p>Moderate</p>	<p>We recommend the relocation of the university's schedule of events to an area of lesser importance.</p>
<p>Faculty and Staff Directory</p> 	<p>All staff members for this user testing stated that they used the Faculty and Staff Directory as their main source for a personnel lookup. Half of the users were unable to complete the task due to the static nature of the personnel directory. Scrolling through the large document posed a problem for all the users.</p>	<p>Minor</p>	<p>Our recommendation is to provide the Faculty and Staff directory in a dynamic, searchable format.</p>

Section	Observation	Level	Recommendation
<p style="text-align: center;">Secondary Navigation</p> 	<p>All of the tested staff members mentioned that the most important information should be visible upon entering the site. They felt as though the left navigation was given less importance because it extended below the fold of the page.</p>	<p>Major</p>	<p>Our recommendation to relocate the secondary navigation on the homepage.</p>
<p style="text-align: center;">Primary Navigation</p> 	<p>The majority of the staff users tested for this site agreed with the use of the segmented content listed on the primary navigation bar. When searching for information, they immediately went to the section relating to who they were in their role at the university.</p>	<p>Good</p>	<p>We recommend the UB website to fully support category navigation through the site as opposed to keyword searching for content.</p>