Problem List: Pratt Institute Website

The chart on this document summarizes all the usability problems that our team identified from the eye-tracking study on the Pratt Institute's website. We have ranked the problems in order of frequency with which they occurred.

We have categorized the severity of our ratings according to [Nielsen Norman's Severity Rating for Usability Problems](#):

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

Usability Problem	Description	Frequency	Severity
Low Discoverability in finding course information	All the participants found it hard to discover course duration on the Program page. *Refer key Finding 1 in the slide deck to learn more.*	8 Out of 8	2
Increase on the user's cognitive load due to information overload	Participants struggled to consume and interpret content on the website such as categories on the top navigation and the information listed in text blocks. *Refer key Finding 4 in the slide deck to learn more.*	5 Out of 8	2
Website structure results in increased Visual Load	Participants' eye gaze reflected that their eyes jumped all over the pages and the hamburger menu while struggling with the website's structure, element placement, and formatting.	5 Out of 8	2
Difficulty accessing key	Participants found it difficult to find information on program	4 Out of 8	3

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information such as Application Requirements	application requirements and kept navigating back and forth on the website. *Refer key Finding 1 in the slide deck to learn more.*		
Website lacks consistency in structuring the content such as side navigation	The study reflected that certain elements were inconsistent in the website's interface such as the side navigation on different pages, the hamburger menu, course duration information in the program brief, etc. None of the participants found the different hamburger menu options on specific pages such as 'Undergraduate Architecture page'. It's not discoverable and inconsistent in different pages. *Refer key Finding 1 in the slide deck to learn more.*	4 Out of 8	2
Visual elements distract users from the information they really need	Participants found the large spaces of blank space and stretched out images to be increasing the scroll on the 'homepage' and not fitting the format of the page. They also mentioned that the pictures on the 'How to apply page' took up too much space and found it weird to look at small text. Layout in general wasn't their most favorite because all the text was on the side and the pictures were in the middle.	4 Out of 8	2
Difficulty in backtracking is causing navigational issues	Participants were found looping between pages. When asked, they mentioned finding difficulty going back to the earlier pages or from where they started browsing the website. *Refer key Finding 2 in the slide deck to learn more.*	4 Out of 8	2

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Website not being able to communicate key information with lack of proper content hierarchy on the Homepage	Participants mentioned having key information such as 'programs of study' relatively above the fold on the homepage, making sure that users will see the information they need. *Refer key Finding 3 in the slide deck to learn more.*	3 Out of 8	2
Difficulty in understanding certain terminology	Participants found certain words caused confusion and lacked clarity. For example, they mentioned not understanding what the "PLAN OF STUDY" button meant on the program page. *Refer key Finding 4 in the slide deck to see the overlap and learn more.*	2 Out of 8	2
Main menu lacks having financial information category	Participants mentioned having a tab with financial information would be highly beneficial as it affects their decision to apply to the school and is a key information that needs to be easily discoverable.	2 Out of 8	2
Side navigation is not intuitive to click on to find more information	A participant mentioned that side navigation is separated by so many tabs/ options that it's hard to figure out which one they should go to if they are using the website for the first time. *Refer key Finding 1 in the slide deck to learn more.*	1 Out of 8	3