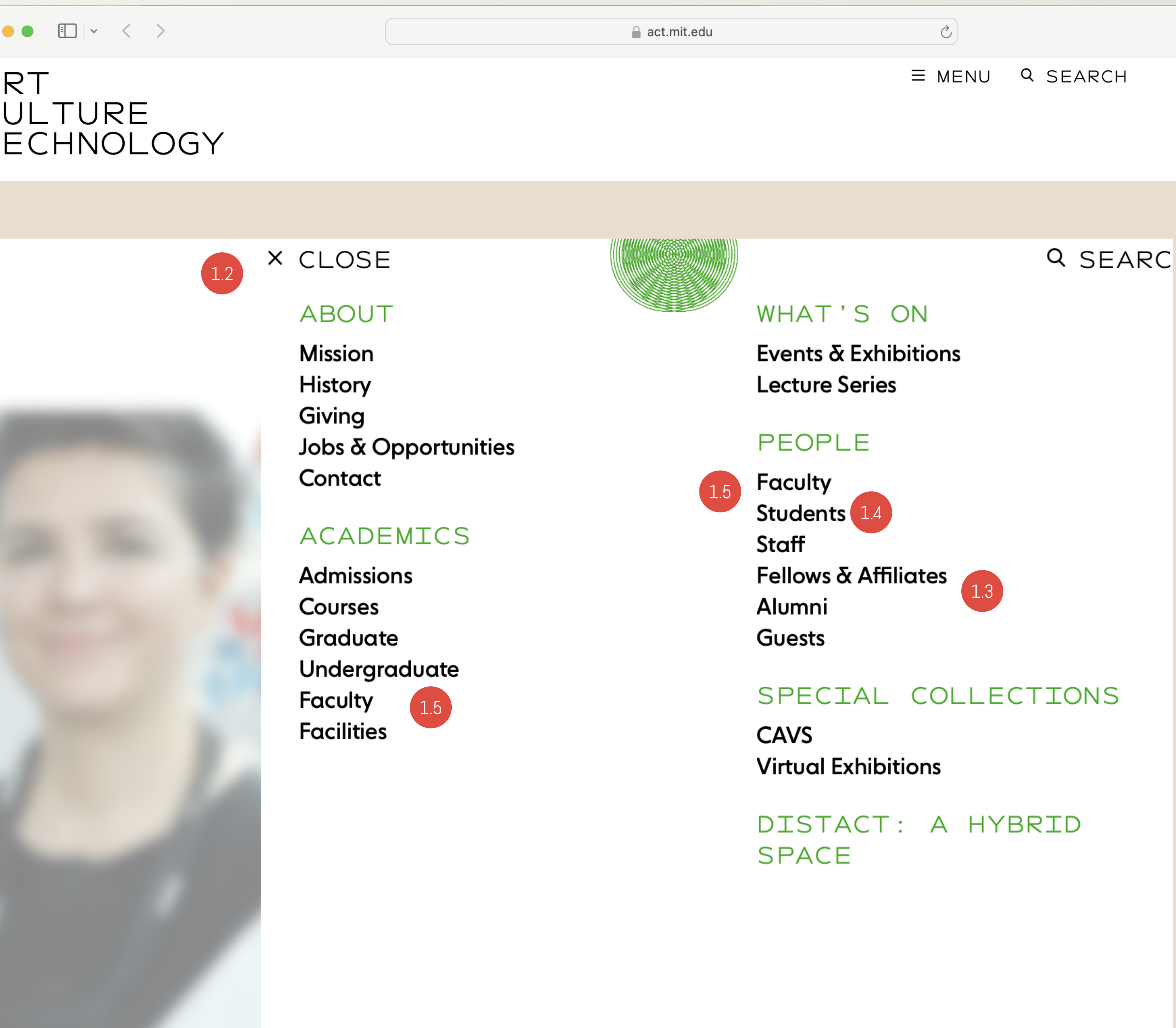


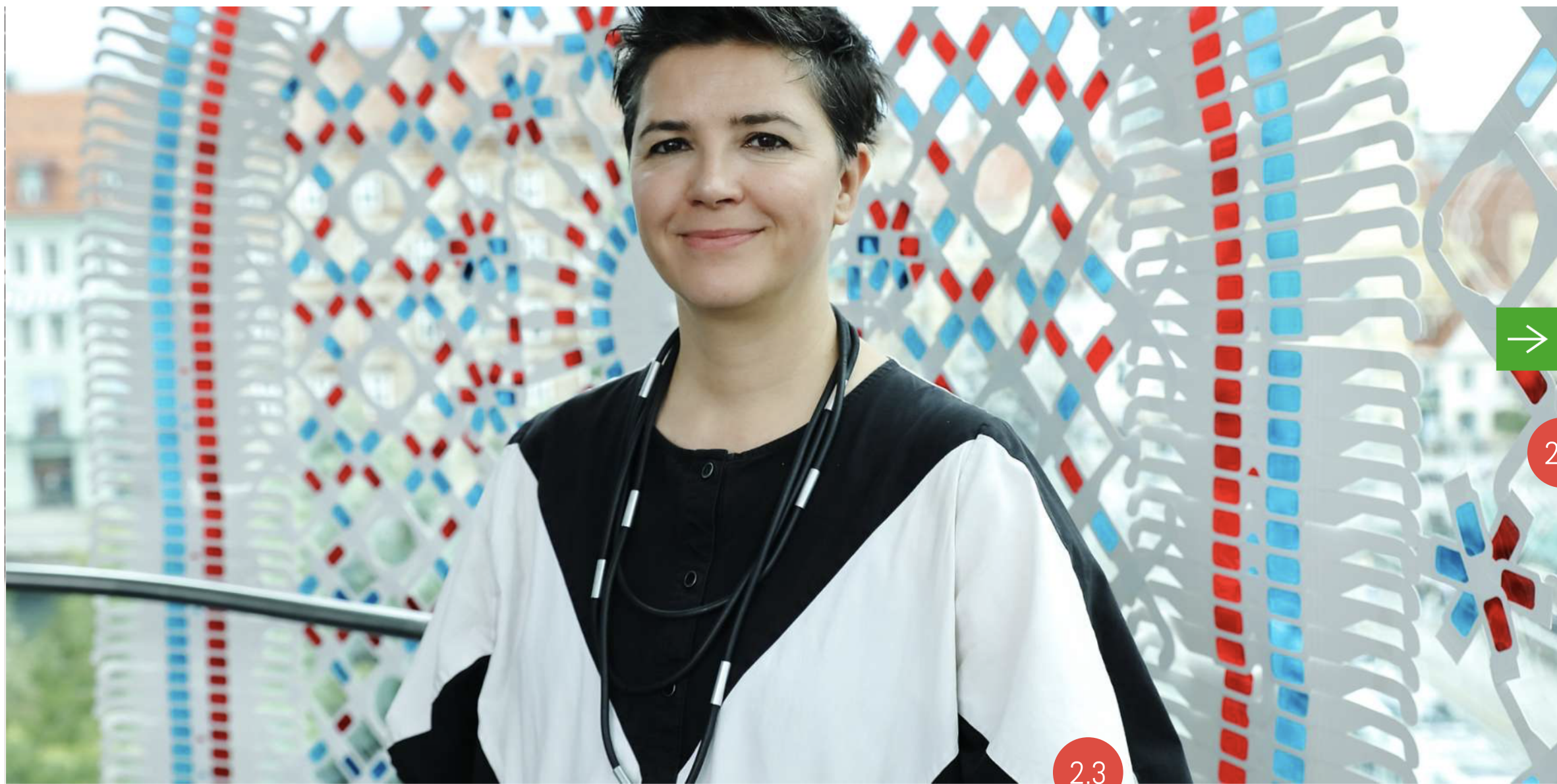


Findings.

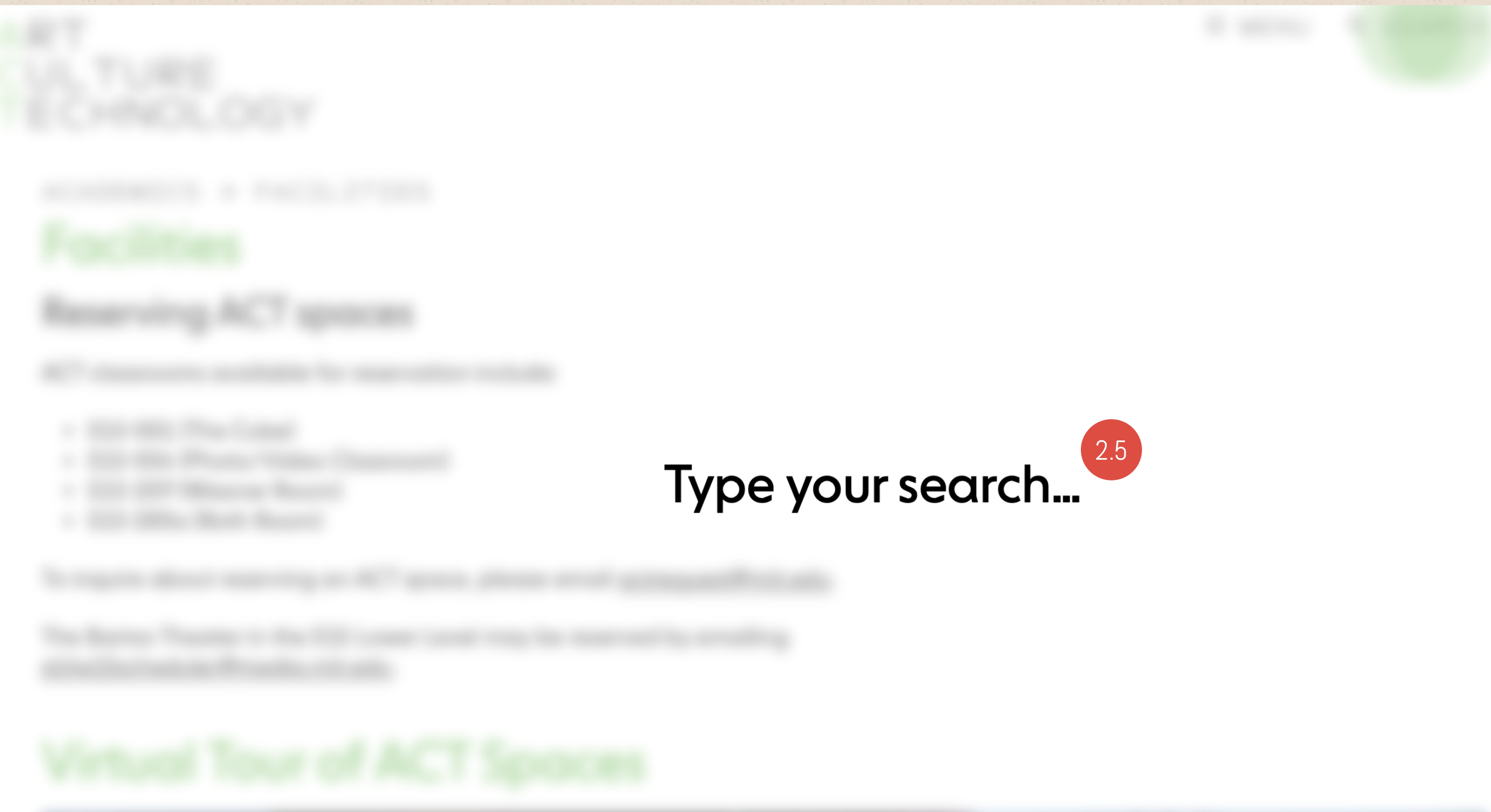
- 1.1 Menu is hidden**
The hamburger menu makes the navigation a large step away from the user on desktop. They have to check the menu to see what choices are, when ideally they would see their choices and select the best one. It's worth checking the analytics to make sure most users are looking on mobile.
- 1.2 Menu placement is not best practices**
When the hamburger menu is clicked the menu appears on the side, which is awkward and weird.
- 1.3 Odd categories that require explanation**
The user must click on some of the pages to understand what they are. I don't know what CVAS or "DISACT" mean...I also don't know what "guests" this is referring to. "Affiliates" doesn't quite make sense, what is an affiliate? An advertiser?
- 1.4 Students page is a bit confusing**
Under the "People" tab there's a students page, but it isn't completely clear if that's current or prospective. The groupings sort of make it clear, but better to have it spelled out.
- 1.5 Faculty page is in two places**
The user flow that's desired isn't clear, and the faculty page is in two different places. Do they faculty and staff pages need to be two different pages? Students being sandwiched between them also seems a bit counter-intuitive.
- 1.6 Tab Key Not Responding to Navigation Attempts**
Keyboard accessibility doesn't work with the tab key.

Comments/Questions.

- 1 Data**
We need to see analytics to see how people are behaving on the site.
- 2 Goals**
What is this website needing to accomplish? Who is the audience?
- 3 MIT**
How prominently should MIT play in the program website?



MIT
Azra Aksamija Promoted to Full Professor 2.3



Type your search...

ACT

The Art, Culture, and Technology program at MIT fosters a rigorous, research-based and transdisciplinary approach to art practice. 2.6

→ ABOUT

Embedded with a community of its peers, the program explores art's transdisciplinary work and our longstanding relationship with technology. 2.7

→ MISSION



Alia Farid: 2023-2024 David and Lucile Packard Foundation Fellowship

ACT

Nida Sinnokrot: 2023 Soros Arts Fellow 2.9

AWARDS

Subscribe to the Newsletter 2.13

Findings.

- 2.1 No clear description of what this is.**

There's no real information that tells me anything except art, culture, technology. Well, that's great. Is this a journal, a group of artists, a gallery? We have a small clue with the professor, but this could be a professor with a show, an online class, a juried art show discussing one of their judges.
- 2.2 Distracting vibrating load spiral**

When loading in the desktop site this green spiral shows up and announces that something is taking way too long to load. It's jarring and unpleasant, and most likely is an issue with accessibility.
- 2.3 Lack of Story Telling**

There's a large missed opportunity to use some of the very interesting art and photos on other parts of the site on the home page.
- 2.4 Horizontal Scroll is easy to miss**

Users aren't necessarily going to click through the horizontal scroll options in the hero section, which means they could miss important content.
- 2.5 Search takes entire screen and is un-intuitive**

The search takes away the entire web experience and it isn't clear where to type in the search bar. It says, "Type in search," but where?
- 2.6 Green text looks very tech-oriented**

The green text looks very vintage computer, circa 1980s or 1990s. When it shows up with mostly text it has the effect losing the art and culture aspect, and it causes issues for accessibility. There's an option for high contrast mode so they're aware.
- 2.7 Second Horizontal scroll is un-intuitive and confusing, looks sloppy because it is cut off**

The section below the fold uses horizontal scroll, but does not direct interaction or offer clarity. The sections don't fit the screen and contains high-level info that could aid in understanding what this website is all about.
- 2.8 The Apply call to action is buried and looks like a news article**

Applying is a major step and on a page that isn't clearly a degree program at first glance, it's another missed opportunity. It should be a button and placed above the fold.
- 2.9 Subscribe to newsletter**

Which audience is this newsletter for? Prospective students likely need a fast-paced cadence and personalized contact.
- 2.10 Hamburger menu on desktop**

The hamburger menu removes all context and options for the user, making the website mysterious. It gives them nothing but doubts about what to do. This should be saved for mobile.
- 2.11 Font color not accessible**

The font is not accessible due to lack of contrast, something the site owner is aware of, because of the contrast mode that's available. However, the keyboard accessibility is lacking so this may not be a real option. See the appendix for a more in-depth review of accessibility issues flagged on both mobile and desktop.
- 2.12 This is a mobile site on desktop**

Checking the site on mobile and the layout issues disappeared, including the batman spirals. The hamburger menu is a logical choice for mobile. Simply using a mobile version on all devices isn't a good experience. "Mobile first" doesn't mean "mobile only."
- 2.13 Lack of interactivity**

There's no way for artists to express interest in the program. No contact us, plan a visit, etc. This website is a digital brochure, which is not leveraging the power of a website. The only real interactivity is subscribing to a newsletter, which is very passive. And it's all the way at the bottom.



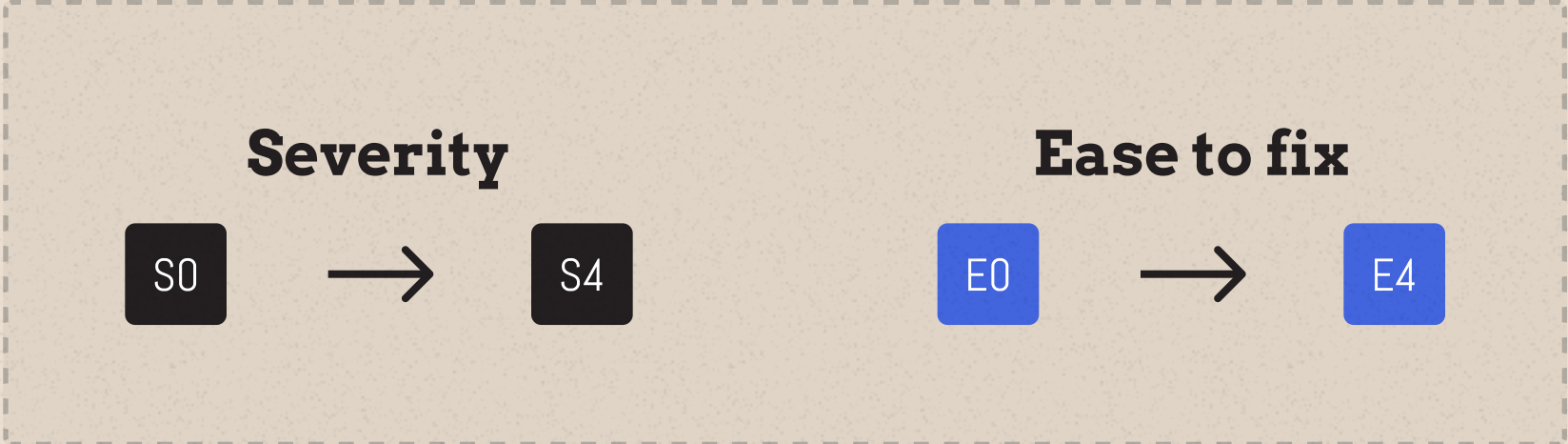
1.2

A solid red circle serves as the background for the text.

2.11

Recommendations.

Guide



- S0

Not a Usability Problem. Other Related Thing.
- S1

Cosmetic UI Problem. No Usability Impact.
- S2

Minor Usability Problem. Low Priority Fix.
- S3

Major Usability Problem. High Priority Fix.
- S4

Usability Catastrophe. Must Fix Before Release.
- E0

Super Simple Fix. Minimum Dev or Design Required.
- E1

Relatively Easy Fix. Doesn't Require Much Dev or Design.
- E2

Medium Effort Fix. Requires Some Dev or Design.
- E3

High Effort Fix. Requires High Amount of Dev or Design.
- E4

Extreme Effort Fix. Requires an Extremement Amount of Design or Dev.

01 Navigation.

Score	Issue	Suggestion	Priority
S2E2	1.1 Menu is hidden The hamburger menu makes the navigation a large step away from the user on desktop. They have to check the menu to see what choices are, when ideally they would see their choices and select the best one. It's worth checking the analytics to make sure most users are looking on mobile.	This is a symptom of a deeper problem, which is a mobile website being forced into a desktop experience. Once the new content is planned out and a new site is wire framed, it is critical to design both a mobile and desktop. Even though lots of people view sites on phones, there is a lot of desktop traffic, particularly for big decisions or sites viewed at work, which could be the case for working artists. The menu needs to be displayed on the new site, because with items like "Faculty, Courses, Application," it will be more obvious this is a degree program.	HIGH PRIORITY
S0E2	1.2 When clicked, menu placement is not best practices When the hamburger menu is clicked the menu appears on the side, which is awkward and weird.	When the hamburger menu is clicked the menu appears on the side, which is awkward and weird. There's a reason all websites seem to act the same. It's because that tells the users what to expect. Menu placement isn't the place for creativity. That is for the branding and storytelling, or messaging and positioning.	MEDIUM PRIORITY
S1E2 MEDIUM PRIORITY	1.3 Odd categories that require explanation The user must click on some of the pages to understand what they are. I don't know what CVAS or "DISACT" mean... I also don't know what "guests" this is referring to. "Affiliates" doesn't quite make sense, what is an affiliate? An advertiser?	Education websites, especially higher ed websites, mostly have a similar structure. They include an overview of the program, the courses, about the school, how long it takes and give people what they need to know to figure out if they want to know more, and then make it easy for them to know more. The menu needs to be remade to follow this format, and logical calls to action added. Simple, streamlined actions.	
S1E1	1.4 Students page is a bit confusing Under the "People" tab there's a students page, but it isn't completely clear if that's current or prospective. The groupings sort of make it clear, but better to have it spelled out.	Reconsider if a page showcasing current students is relevant to the most important audiences. Is this to entice new students to attend? Help the reputation of the school? New content strategy will inform this. Change label to "Current students" if keeping the page.	LOW PRIORITY
S2E2	1.5 Faculty page is in two places he user flow that's desired isn't clear, and the faculty page is in two different places. Do they faculty and staff pages need to be two different pages? Students being sandwiched between them also seems a bit counter-intuitive.	Redesign menu and ensure each page is located in one logical spot.	MEDIUM PRIORITY
S1E4	1.6 Tab Key Not Responding to Navigation Attempts Keyboard accessibility doesn't work with the tab key.	Conduct in-depth accessibility audit.	MEDIUM PRIORITY

02 Homepage.

Score	Issue	Suggestion	Priority
S3E1	2.1 No clear description of what this is. There's no real information that tells me anything except art, culture, technology. Well, that's great. Is this a journal, a group of artists, a gallery? We have a small clue with the professor, but this could be a professor with a show, an online class, a juried art show discussing one of their judges.	Add the MIT logo to the top menu, replace hamburger menu primary and secondary menu, organized around user journeys and work with a professional writer to craft clear headlines and chunk out content to explain that this is a Master of Science in Art, Culture, and Technology (SMACT) program through MIT's school of architecture. As they say, clarity trumps persuasion. Make menu visible and check time on page in analytics.	HIGH PRIORITY
S2E2	2.2 Distracting vibrating load spiral When loading in the desktop site this green spiral shows up and announces that something is taking way too long to load. It's jarring and unpleasant, and most likely is an issue with accessibility.	Remove the load spiral and work with development team to uncover and address technical items that are making the website take so long to load. Complete an in-depth accessibility audit. It's not possible to accurately assess the difficulty of this item without knowing the technical details of why the site loads slowly.	LOW PRIORITY
S3E2	2.3 Lack of Story Telling There's a large missed opportunity to use some of the very interesting art and photos on other parts of the site on the home page.	Define clear strategic objectives based on audience/personas and then curate stories and snippets of content that support that. The hero image on the home page should make it clear this is a program for artists that use technology or incorporate culture.	MEDIUM PRIORITY
S2E3	2.4 Hero Bar Horizontal Scroll is easy to miss Users aren't necessarily going to click through the horizontal scroll options in the hero section, which means they could miss important content.	Work with web development team to determine the scope of work required to program a more user friendly search bar, according to best practices.	LOW PRIORITY
S2E0	2.5 Search takes entire screen and is un-intuitive he search takes away the entire web experience and it isn't clear where to type in the search bar. It says, "Type in search," but where?	Review design and content strategy and organize content around most critical audiences and the call to action that makes the most sense. Ensure info and important elements are not inside horizontal scroll items.	HIGH PRIORITY
S3E1	2.6 Green text looks very tech-oriented The green text looks very vintage computer, circa 1980s or 1990s. When it shows up with mostly text it has the effect losing the art and culture aspect, and it causes issues for accessibility. There's an option for high contrast mode so they're aware. I rated this is as more severe due to the accessibility problems.	It's possible the impact of this will be minimized when the menu items, text, images and content reorganization. Re-evaluate after more clarity is added to the home page, though the color also presents issues for accessibility.	MEDIUM PRIORITY
S2E4	2.7 Second Horizontal scroll is un-intuitive and confusing, looks sloppy because it is cut off The section below the fold uses horizontal scroll, but does not direct interaction or offer clarity. The sections don't fit the screen and contains high-level info that could aid in understanding what this website is all about.	Rewrite this content for greater clarity and brevity, and then redistribute it according to best practices (about us for mission statement, etc.). Redesign website with wire frames to ensure users can find the info they need to get meaningfully connected to the program.	HIGH PRIORITY
S3E4	2.8 The Apply call to action is buried and looks like a news article Applying is a major step and on a page that isn't clearly a degree program at first glance, it's another missed opportunity. It should be a button and placed above the fold.	Put meaningful call-to-actions above the fold, targeted to key audiences and aligned with organizational objectives, such as increasing open house attendance. This isn't as simple as adding a button, given the confused information architecture and content.	LOW PRIORITY