

Usability Testing Results of the English Language Pages of www.lu.se

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Summary

Student volunteers were given a series of tasks to complete on the English pages of the Lund University website. Volunteer success in completing these tasks was used to assess usability.

The aim was to provide a factual basis for the subsequent development of the English web pages of Lund University.

Key Findings:

- There is an approximate success rate of only 55% for tasks associated with finding key information
- Information regarding the primary product of the University, education, cannot always be found on the website – LUBAS is incomplete
- The website is confusing, creating unnecessary difficulties
- Key information, required by the user, is missing

These problems can be solved by:

- A new structure focused on the user
- The elimination and reduction of redundant content
- Ensuring all programme/course information is in the education database (LUBAS)
- The creation of new content
- Identifying clear responsibility for the management of content and structure

Solving these problems will have a direct, and positive, affect on website usability and, presumably, student recruitment.

Contents

1.0 Usability Testing

- 1.1. Method**
- 1.2. Participants**
- 1.3. Data Collected**

2.0 Results and Discussion

- 2.1 Website Structure**
- 2.2 Database (LUBAS) content**
- 2.3 Content**
- 2.4 Assumption of Prior Knowledge**
- 2.5 Quality of Other Websites**
- 2.6 Other Factors**

3.0 Conclusion

4.0 Appendix

- 4.1 Usability Test Questions**
- 4.2 Volunteer Comments**
- 4.3 Student Reference Group Results**
- 4.4 Brainstorming Exercise Results**

1.0 Usability Testing

1.1 Method

The aim is to test the ‘usability’ of the website. Volunteers are asked to complete typical tasks on the website and their success, or failure, is measured.

A typical usability testing method was used (Krug, 2000¹; Alexander 2005²). 7 participants³ were recruited. Participants were introduced to the test facilitator and the remote viewer. The purpose of the testing was explained; they signed a consent form and completed a background questionnaire.

The recording software (Morae⁴) was initiated and participants presented with internet explorer showing a blank screen. Using the search engine of their choice they were first asked to find the English homepage of Lund University. The test facilitator then worked through a series of questions. Participants were prompted to think aloud and, at the end, final comments were recorded. The remote viewer noted when questions began.

The testing took between 45-60 minutes.

1.2 Participants

7 participants were recruited from Folk Universitet and Master’s Programmes at Lund University.

Age	Sex	Nationality	Volunteer Number
20	Male	German	1
22	Female	Mexican	2
19	Male	American	3
24	Male	Canadian	4
25	Male	Australian	5
32	Female	Russian	6
26	Female	Canadian	7

All participants had either English as their first language or the advanced level of English required for undergraduate or postgraduate studies at Lund University. All of the participants had previous experience of studying at a University. All the participants spent at least 2-3 hours a day online.

1.3 Data Collected

The primary aim was to identify the most significant problems with the website. Data is presented on the basis of whether tasks could be successfully completed.

¹ Don’t make me think. Krug, S. (2000) New Riders Publishing.

² How usable are University Websites? Alexander, D. (2005): <http://www.tinyurl.se/6b5e14>

³ Between 5 – 8 users are generally reported as the ideal number for adequately testing a site (Neilson, 2000)

⁴ <http://www.techsmith.com/morae.asp#>

Task completion times, mouse clicks and numbers of errors were recorded, but are not presented here.

A task was considered failed if:

- The participant was unable to find the right information
- The participant was unsure if the information they had found was correct
- The participant indicated they would have contacted the university to confirm the information

2.0 Results and Discussion

The results from 6 participants were used. The first study provided a trial for the methodology and subsequent changes were made.

55% Success Rate:

For tasks related to the key purpose of the website (e.g. finding a course or programme, or practical information about Lund) there was an approximate success rate, overall, of only 55%.

The results show that the key issues adversely affecting the users were:

- Website structure
- Database (LUBAS) content
- Content/English
- Assumption of prior knowledge
- Quality of other websites including those within LU

2.1 Website Structure

All the participants were negatively affected by the architecture of the site. Information related to education was not all contained within the site and is, instead, located in sub-sites representing each faculty or institute. There was confusion regarding which group of students information was intended for. The following behaviours were observed:

- Extensive searching for information
- High levels of mouse clicking
- Failure to find relevant information
- Finding generic, rather than specific information
- Uncertainty regarding the credibility of found information
- Frustration with poor content and broken links
- Not seeing important links due to sub-optimal location
- Becoming easily lost within the website structure
- Frustration with misleading link text

The users indicated that they prefer to have a clear path into the website, preferably determined by the type studies they wish to conduct (e.g. exchange, masters etc). In many cases information for one group of students merges with another leading to confusion and

lengthy pieces of text. Volunteers had difficulty in identifying where they were in the website. For example, volunteers were confused by the use of 'LU Education' (the executive learning department).

2.2 Database (LUBAS) Content

All of the participants had problems finding course or programme information. The following behaviours were observed:

- Frustration that information is missing from the LUBAS database
- Assumption that courses/programmes do not exist if they are not in LUBAS
- Confusion regarding the un-alphabetical order of Masters programmes
- Failure to see important links due to sub-optimal location
- Confusion with the application process

At least 21 Master's programmes are missing from LUBAS. The volunteers were reluctant to try other methods to find education information and would persevere with LUBAS. When LUBAS performed as they expected, volunteers were generally satisfied.

2.3 Content/English

A common observation was that the English pages contained less information than the equivalent Swedish pages. Information on subjects of key interest to the students (such as social activities, practical information and information about the city of Lund) was missing or insufficient. The following behaviours were observed:

- A preference for shorter, more focused texts
- Disappointment regarding the lack of information for international students
- A dislike of scrolling through long text
- Lack of patience with external sites of poor quality (e.g. studera.nu, lund.se)
- Ready reliance on external sites (e.g. wikipedia) for information
- Uncertainty and confusion after reading poor quality text
- Disappointment regarding the lack of social life and news information
- Reliance on email/telephone to confirm webpage information

There is little or no relevant, updated, information for current students. Aside from LUFF, there is no updated information for international staff. The quality of English, and its presentation, varies wildly. In many cases detailed, or complex information, is presented in an overlong or confusing format. There is no standardised English terminology in use and no available glossary of educational terms.

2.4 Assumption of Prior Knowledge

Volunteers were often annoyed by references to aspects of the University and Lund which were not explained, and that they would probably not have prior knowledge of. Direct references were made to the:

- Nations
- Location of the campus
- Organisational structure of the University
- Educational terminology
- Responsibility of housing, international offices etc
- Which courses/programmes were offered in English

2.5 Quality of other Websites

All volunteers visited faculty, department and institute sites within the organisation of LU but which lie outside the central domain of www.lu.se. Experiences were mixed with a generally favourable response to those sites which had a consistent layout to the lu.se site. Common problems were:

- Inconsistent layout
- Limited amount of information in English
- Confusing information e.g. use of different codes
- Additional databases providing confusing information
- Confusion regarding the physical organisation of the University

All volunteers visited external sites by following links from the LU website. The Study in Sweden site was, in all cases, helpful but the studera.nu and Lund city website were criticised by all volunteers. Common criticisms were:

- Poor quality and unhelpful content
- Lack of information
- Mixture of Swedish and English
- Poor layout

2.6 Other Factors

A number of other factors annoyed the volunteers or prevented them from completing tasks. These included:

- Broken links
- Information presented in Swedish
- Superfluous text
- Confusing results from the site search engine

3.0 Conclusion

The English website of LU prevents or impedes user attempts to complete key tasks. The implication of this for recruitment is uncertain but it is clearly not a positive factor.

The problems with the website are creating unnecessary work for LU staff.

A core strategy of the University is the ongoing process of internationalisation. The website does not currently reflect this.

LU has the biggest body of international students in Sweden. An opportunity is being missed by failing to use the website to service their needs during their stay at the University

The perceived credibility of the University may be affected by the quality of the website.^{5,6}

The website does not currently reflect the differing needs of the prospective student types that use it.

Many of the problems arise from the *ad hoc* management of the website and the lack of coordination between the English web, its Swedish counterpart, the other University websites and the marketing and information activities at the University.

The website, at present, does not provide a solid foundation to exploit all the marketing and recruitment opportunities which would otherwise be available.

The website will be the first point of contact, with the University, for many international students and thus must create a professional impression.

Solving these problems will have a direct, and positive, affect on website usability.

Actions:

- Elimination of confusing, redundant or duplicated content
- Completion of database content
- Creation of new pages
- Identification of responsibility for content and structure
- Development of entrances to the website based on student type
- Development of information for current students
- Development of information for international staff and researchers
- Continued market research with student reference groups
- Subsequent testing and comparison testing with other university websites
- Development of tools for measuring the role of the website on recruitment

⁵ A study by the Stanford Persuasive Technology Group (Stanford-Makovsky Credibility Study, 2002) showed that the biggest negative factors affecting the credibility of a website include difficulties in navigation and being rarely updated. <http://www.tinyurl.se/47c51>

⁶ Warrington *et al.*, (1999) stated that "for high involvement online purchases, such as overseas education, winning and keeping customer trust is essential". Gomes and Murphy (2003) concluded that trust in the information a university presents (e.g. descriptions of how good its education is) "cannot be established until the consumers trust the website"

4.0 Appendix

4.1 Usability Test Questions

These are the questions used during the testing.

Questions:

Can you find the English website of LU?

Is there anything which you immediately think?

Tasks:

1. Think of something you'd do with the website – information or task you need – look for it!
2. You want to find more information about LU, how many students are here?
3. Can you find which studies are offered in English?
4. Find a subject you are interested in.
5. Find the faculty website of that course
6. Can you find information on entrance requirements?
7. Find information on how to apply
8. When is the last date you can apply?
9. You know that is hard to find somewhere to live here – can you find information to help you?
10. Can you find information on what other students have said about Lund?
11. Its expensive in Sweden – can you find information on cost of living?
12. What's it like to live in Lund – can you find information?
13. Find information on the Master's Programme in Asian Studies.
14. You are here as a student but need some help with a letter in Swedish that you do not understand – can you find someone to help you on the website?
15. Imagine that you need a visa to come here – who can you get help from on the website?
16. Can you find information on how much it costs to study in Sweden?
17. Find information on the Masters Programme in Food Technology, find the information on the faculty homepage (English version).
18. Find information on the Masters Programmes in Physics; find the information on the faculty homepage (English version)

4. 2 Volunteer Comments

Presented below are key comments the volunteers made (different volunteers indicated by V#) during the usability studies. Explanatory notes are made in the text in parentheses.

How many students are there at Lund?

“Maybe Wikipedia can give me the right answers; they have proved to be quite trustworthy” V6

“‘About Lund’, I think it would be under there, facts would be a good spot” V4 *The information is under facts, but in a subpage which is not obvious.*

“It’s where I would expect it to be...but maybe not under that heading (‘learning’), I would expect it just to come under facts” V5

“I thought it would be under facts...so far I don’t see anything about current student enrolment, normally I’d just go to wikipedia” V3

What education is available in English?

“I probably wouldn’t be able to give you (a definitive answer)...I’d probably have to go through each one...but from prior knowledge I think almost all these Masters are in English” V4

“It seems like I have three choices, ‘exchange student’ or ‘independent student’ or ‘courses and programmes’...but, I fear that if I go there (‘courses and programmes’) it will not be international so I think I will click on independent” V7

“I have no idea if it is (taught) in English or not” V7

“Everything I find here must be in English” V5

“I think the courses only for exchange students would all be in English...it doesn’t say if they are in English but since it’s the English website I’d assume, I don’t know, maybe that’s...yeah English” V3 *Looks for and finds confirmation that courses are taught in English*

Find a subject you are interested in.

“I will use quick links...but I do not see anything on disciplines, it would be helpful to have it here (in quick links)” V6

“In principle (it’s good)...once you find your way around...also there is a very good search engine...” V6 *Referring to LUBAS*

“My search did not match any documents, I can see now they do not offer it” V6. *LUBAS does not have an entry for a programme which, in fact, does exist at the University.*

“I guess it has searched all of these categories which is why I’m going into the advanced search...” V4 *Referring to LUBAS*

“I’d probably want to see the drop down menu (in LUBAS) be the same as (the courses/programmes) so I can search within the categories...I know they have a Human Rights Law Masters but I can’t seem to bring it up right now...Lets try Human Rights, I’m quite certain its under that title...no, I don’t think that’s it, it seems to be just a course (finds a course in LUBAS)” V4 *Searching for programmes he knows exist at LU but which are not entered into LUBAS.*

“When I first came here they had the whole list on the side here which was really handy...you saw all the subjects...now I can’t seem them” V4 *Referring to the original solution before LUBAS*

“it’s not obvious, I don’t know where to go, honestly, I think I will use the search engine... (no results)...then I will be like this is totally wrong and go back...go back and look for a masters programme, or look here again...but then I’m coming back to this...(after going around in a circle)...Then I will think, there is no master programme in English on Industrial Design” V7

“I know there’s a faculty or school of industrial design but I cannot see them here...which would be a problem for me as I would not know where to look next” V5

“when I click on ‘description of all fall courses’ and then at the top it says ‘graduate studies’ but I thought it was an undergraduate course...so I’m not sure now...I don’t know right now...it could be this one but I don’t know, the course codes don’t correspond to the LU code” V3

Find the faculty/department website for the course/programme you are interested in

“I can see the link is present in two locations, but one is not live, I can see an active link in contact information” V6. *Links to the homepage are included in the text of LUBAS but are not live.* http://www.lu.se/o.o.i.s?id=7385&lukas_id=SGEM11

“Now I see, I’m beginning to suspect that because (the site map) has everything under www.lu.se that it might be under a totally different website and not linked to here” V4 *Struggling to find the Law faculty.*

“I wouldn’t say frustrating but it was like...but the tiny link was right here, I guess I would want to see the logo of the faculty that I could click on, that would be very intuitive” V4 *After struggling to find the Law homepage*

Find information on entrance requirements

“Now I can see that I can check my application status which is very good” V6

“How can I get it, when do I get it, and where is it recorded?” V6 *Confusion regarding PIN codes for studera.nu*

“I guess I would probably look on the application form” V4

“I think this more general requirements, but for this specific programme...I don't know...maybe course description or something...vague description...I will just send them an email and see what are the specific requirements” V7

“What's written here is not very helpful 'students must fulfil minimum academic requirements' but it does not give me any information about what that is...for instance, do I have to do a previous course...I made the assumption that I do not have to do any previous courses but after reading this maybe I have to have done something...maybe they are referring to high school education, I'm not sure” V5

“For specific requirements, it directs me back to the place I just came from...so I didn't get any answers there...I'd be looking for a date...do I have to put a submission in?” V5

Find information regarding somewhere to live

“Very good to have tips...(but) 'Contact the Nations' this is a tricky question as someone who has not been to Lund has no idea what the Nations are...'Find a roommate' usually when people are coming from abroad they are coming on their own, (so it is) almost impossible to find a roommate”V6 *Commenting on text on page:* <http://www.lu.se/o.o.i.s/1355>

“Not clear why they provide this information to English speaking students, it's irrelevant” V6 *Commenting on text on page:* <http://www.lu.se/o.o.i.s/1355>

“I certainly will look at those which provide information in English” V6 *Commenting on text on page:*<http://www.lu.se/o.o.i.s/1379> *after seeing that only two links are in English.*

“I know nothing about what AF Bostäder is” V6

“Here it is not clear if there is any information” V6 *mistakenly reading the LU Education site.*

“If it's the housing office that does it then I imagine they would be under Student Services” V4

“I don't know if I'd be living in Lund now” V4 *After struggling to find any useful information.*

“Here I have no ideas...I think maybe I'll click on information for non exchange students...I'm looking...oh, housing and accommodation (finally succeeds)...but it took a long time to get there” V7

“Housing allowance...I didn't get that when I came here” V5 *Responding to irrelevant information on the website*

“I would go to room descriptions and try to find out what kind of different things I can live in...okay, (access to) internet this is important and furnishing as well...do I have to buy furniture?...” V5

“I know Kalmar Nation, and I know that it might be nice to live there but obviously if I was coming from Australia and never been here before I would not know, so maybe its not that important to me...for example I know that ‘the greenhouse’ is quite a long way away, which might explain why there’s 40 units available...but I would not know that normally if I was coming here” V5

“It’s nice to see the pictures...actually it would be great to see a picture of the room here, okay the building, it’s just a building but what does the actual room look like inside?” V5

“The map of Lund with the housing is good but does it really show...okay, (opens pdf) this is a better map...what I would have said on the last picture is that it does not really show where Lund is, like it doesn’t show where the centre is, where are the shops, that kind of thing but with this map I can see like, here’s the train station, this is the centre here, and I can see different parts of the university so if I know where I’m going to be studying I can say what of these accommodations would be better...but of course I make the assumption that you know where you are going to be studying” V5

“that was a little weird to find, but maybe I was looking in the wrong place” V3

What have other students said about Lund?

“The Lund University webpage does not really suggest this information exists...I would use Google” V6

“Through the website? I’d probably go on Google” V4 *Uses flickr, googles for blogs...looks at ratemyprofessors.com*

“Yeah, but it could be like the name, which faculty, so that could make it more real” V2
Referring to student quotes

“Honestly, I’d use Google for that because I would not trust the website...’student voices’...they are kind of short, they don’t mean much to me, I’d be to keen to find other places with people to ask, I might go to facebook...I would trust the opinions of people there more, it’s like websites when you are buying something, they usually give blurbs about themselves but you don’t know who wrote them” V3

“Well, okay, there’s no name of anybody, so you have to trust that it’s coming from someone, but honestly, this is really generic ‘Lund is such a nice old town’...maybe, I mean, I think I would like to have something, this size or bigger, with a name at least ‘Okay, I’ve been studying two years at this faculty or this programme on this specific subject’...this is pretty general so it’s not so interesting” V7

“Yeah, because generally what’s on the website has already been filtered, I mean I know the drill its like, well someone says ‘the profs really suck’ its not going to end up on the webpages...here (social network sites) its completely free, they can say whatever they like...it’s especially (valuable) if it pertained to my programmes such as a blog...that would be really helpful” V4

Find information on the cost of living

“definitely useful information...I probably would want to see something about transportation...when I came I did not know everyone was riding bikes...maybe something to factor in you might need to buy rain clothes...like 2000 SEK or something...just some little, like, tidbits” V4

“(Laughs, pointing at suggestion to have a budget)...that’s good (sarcasm)” V7

What’s it like to live in Lund?

“Again I would probably use Google” V6

“no visual information, pictures and images are missing, I don’t think this is interesting for me at all...I would really like to see some views on the city life...This did not satisfy me and therefore I will go to Google” V6

“I’d probably want to see, in general, just how the campus is laid out over the city...so that’s one thing I’d be interested in” V4

“seems to be lots of museums, seems to be a botanical garden, seems to be a lot of old buildings...that’s great but I would probably want to see a little bit more information about the student life...student things like Nations seem to be really big thing here...I probably would not be able to afford to go to the museum here” V4

“I think it would have been great to know that they have them (Nations)...they’re like a, not a fraternity *per se* but its sort of like a student club...most importantly for me, what are the social things...I’m part of Amnesty International, it would be great to know if they have Greenpeace here...that would be interesting” V4

“Maybe I would like to see more pictures, yeah there’s text and numbers and stuff, but maybe I want to see pictures” V2

“social life, that mentions nations maybe there could also be a link related to what is a nation...you can, maybe if you are curious you would like to know what is that” V2

“I actually would not use this website to find out more about Lund, I’d just google, maybe read more about it on wikipedia” V3

“This seems more university orientated, not necessarily about Lund itself, I don’t really see anything about just Lund” V3

Find information about specific Masters Programmes

“I don’t know what an international masters programme is as opposed to a masters programme” V3

“Masters Programme vs International Master Programme – it can be different” V6

Asian Studies:

“There is nothing starting with ‘A’...I will have to apply some other technique” V6 *The incorrect alphabetical order in LUBAS prevents V6 from finding the programme.*

“I can’t find it. This is a really bad search engine” V7 *Referring to the LUBAS search engine*

“I would expect it to be there (looking at alphabetical list under ‘A’)...I think, maybe it’s not necessary to have this alphabetical list because there is only three letters or if it was alphabetical by these words here (programme name)...because of course it’s a masters programme because I clicked on the master’s programme section” V5

Molecular Ecology:

“since it’s a new course maybe they have not got it on the page, (but) I can’t see when the page was updated” V4 *After failing to find any information on the programme content*

Food Technology:

“Maybe I’ll type in Food Technology...my search did not return any hits, what do I do now?...carefully look through the list...but it is not in the list... so I would say that the person who gave me this information that LU has this programme was wrong” V6

“I feel that this programme does not exist, I mean if someone told me there is one, I would search more...or its hidden somewhere, or maybe there’s not so many people applying” V7

“Maybe this will help me (search engine on website), now I have got some hits, well apparently this is what I was looking for, but it is really surprising that it is the technical school offering this course, but it is strange I cannot see the contents of the programme, I can only see the description. I want to see the contents of the course” V6

“Yeah, it’s a hard experience, it’s a cumbersome process (to find the information)...Is this programme in English?” V6

IIIEE Programmes:

“I would expect to see it here, but it’s not, and that would be a problem for me if I came to this university website” V5 *Referring to lack of information in LUBAS*

Physics:

“I will still try and go to the search part of the database (LUBAS), my expectation is that this should be the first place I will find something” V6

“Aha, it looks completely different. To me this a little bit suspicious, I would expect each faculty is a legitimate part of the University and I would expect the outlay of the webpage to be the same for each faculty or department....or to have some common things” V6 *Looking at page: <http://utbildning.fysik.lu.se/>*

“(the homepage) is interesting...this tells you its physics...this is weird (pointing out wire box appearing around logo)...’Physics education in Lund’ and there’s the Lund logo” V7

“I think this is like the first term (pointing at first cycle courses) and the second term (pointing at second cycle)” V2

“I would have expected, since the department of ecology comes up immediately, then maybe the department of physics is in the department of ecology...but it’s not, it seems...I would have expected department of physics...I would certainly lose patience with that” V5 *After entering ‘physics’ into the search engine but only getting ecology as a result.*

“it’s quite nice, I was not expecting it to be different because the Asian studies one was the same kind of design as the LU page but this is different...somehow (the physics programme) is separate, maybe the faculty is somehow separate or they just decided to make their own webpage. I think it’s nice actually, it’s nice that it’s different, but I’m not really sure why. It shows this is something different now, I am in the physics department, everything I find here is now just about the physics programme” V5 *Referring to <http://utbildning.fysik.lu.se/>*

General Comments

“Maybe when you provide content in English maybe its good to put yourself into the situation of a person who is not local, who does not understand every single thing which exists, like with nations or other things, maybe be more interactive, not only provide the menu on the side but give it in the text, perhaps this would work better” V6

“well its not easy to find information that’s for sure...to find accommodation (for example) because I’ve bashed through this before and I was like, ‘this is so annoying’, because it’s so basic information that you’re supposed to have” V7

“It must be really easy to find the programme you are looking for because if you cannot find it...probably there are a lot of students who just think ‘oh, it does not exist so I’m not looking at LU for that” V7

“I think most of the things are there, but it’s just so hidden, you just can’t find it” V7

“I think (when I used it before) that they do not have information in English on courses only taught in Swedish...for example in my case when I’m intending to apply to a Swedish course...at the beginning I did not understand Swedish and I was looking for information in English...but I just found the programmes and masters...I wanted the other information” V2

“what I did when I came here was to contact the school that I was planning to go to and I asked them if they could put me in touch with current students or alumni so I could email them and ask ‘what is your experience of the programme’...it was really great, I got two email addresses, I emailed both of those people, both of them emailed me back, and that was really good.” V5

“Ordinarily I don’t use the website very much, quite a lot before I came here, but once I came here, I don’t think I’ve used it at all. Once the housing and the visas were organised I really didn’t use it” V5

“(it needs) things related to what happens at the Nations, what’s happening around Lund, social activities, concerts, that kind of thing. I know I can get that kind of information from the Nation websites but I think its all in Swedish or at least, the ones I’ve looked at are, if I could get that kind of information in English from this website. Like the IO office distributes this ‘what’s on’ email but its quite irregular so if there was something here like a monthly calendar then for sure I would look at that...yeah, that’s something I would definitely look at” V5

“Maybe I would want to order my transcript at some point in the future but I’ve done this before, looking online for it, and I can’t seem to find it” V4

Homepage Comments

“Kinda empty, when I was applying this (points at Masters link) was great because it was exactly what I was looking for...but when I come here now, just like looking for information its not like traditional websites that I have been on, in North America at least.” V4

“(I would like to see) menus and stuff, like it becomes the portal for the students, like my STiL account or my library account, or stuff like that” V4

“There is less information (English webpage)...for example if you look here (Swedish version) you have more things around, items...it feels like its empty” V2

“I think it looks nice, I can see (quicklinks) which is maybe going to get me directly to the thing I want to go to...its nice that there are pictures of things/people here and how it looks...maybe these buttons (middle of the screen) don’t stand out as much...the pictures are more obvious” V5

“I don’t scroll down, this first page is good, I don’t have to scroll down and go through long menus” V5

“Pretty simple, shows what you want, not too many options” V3

Navigation Comments

“Its not good when things are overlapping, one path to each (is better), so you can remember a pattern and its easier the next time...when you do things in different ways and are like ‘oh, where was that’ but when you have a pattern its more easy to replicate it into other things” V6

“I know it’s a little like... (shows his old university page)...here you have ‘current student’, you can order the transcripts...all the printable forms...you have your own portal” V4

“I think I will go to the international office, I think I’ll go Masters Student because I’m a master student...but it’s a guess...” V7

“I will go Master’s student because (that’s what I am)” V7

“This is really...those arrows (subpage arrows) honestly this is really annoying...am I here, or am I here, this is confusing...” V7

“I think the graphic design is okay...I mean it does not have to be super incredible just okay, yeah, its not really easy to use. The arrows (subpage arrows), I got that because I'd been there before but its not the best thing” V7

“Sometimes its more easy when you just have like the link and you just push it, you just click there, and going through instead of trying to think of the word...I know its like a lazy thing but sometimes its more easy” V2

“I think the important things in the sides so maybe sometimes you lost information because you are more focusing on the centre” V2

“actually, I don't scroll down much so if I don't see something here, if I see this list goes further then I'll scroll down otherwise I'll just stay on this screen and try to find something here (top bar) or in this list here (nav left)...I forget about this list here (nav right)..this side here is where I'm always looking first (nav left) and then (top bar)” V5

“It's a little bit annoying when I come back to same place, it happened a few times, when I clicked on something and it took me back to first place and that was a little bit frustrating. For me it's not really a problem because it means that I just did not click on the right place yet, so then I'd try the links until I find the correct one...” V5

“that's pretty good, contact information is on this side” V3

“it seems a little bit weird to navigate to, because I'm looking at the side bar and now I see additional links (in the page)...its kind of a weird lay out...its out of the way and weird to find, but usually I'm looking at the side bar and it did not seem like one of the options to click there” V3 *Referring to difficulties in finding information about housing.*

“it takes a little bit of searching around but I guess that's because there's a lot of information but in the end I found most of it” V3

“what I found a little weird was the money thing, with the housing, maybe it would be better if it were easier to find in the sidebar, more organised...maybe that's me, I like to have things more like a folder” V3

English Link

“Where's the English thing” V4 *Looking at the Swedish homepage*

“I would normally expect it to say 'English'” V5

Use of English/Swedish

“Just a comment, it's a very nice impression when I press English and nothing changes (referring to amount of text and layout), I really like it, when the English page outlay is exactly the same as the Swedish, I really feel like pages are updated and that English speaking students are treated equally” V6

“But this is strange, the news here is in Swedish” V6 *After clicking on the ‘English’ link of a department homepage, the news in Swedish remains in Swedish.* <http://www.keg.lu.se/>

“I certainly will look at those which provide information in English” V6 *Commenting on text on page:*<http://www.lu.se/o.o.i.s/1379> *after seeing that only two links are in English.*

“I guess its not that bad, I’ve picked up some words...but if I was just coming here I would want to see ‘in English’ or a British flag...I’d probably want to have it consistent” V4

“This is one thing I don’t like, its obvious there’s a lot of information in Swedish but I click English and its sort of ‘about’ and that’s it...well it just seems like, well, I don’t want to say like ‘oh they don’t care’ but it should be translated...it seems like there is important information or there might be important information, who is to say, but I would want to be the judge of that, just the courtesy of having it in English” V4

“ah Svenska!...I don’t speak Swedish” V2

“I like that it’s in Swedish, it reminds me that I’m at a Swedish University” V5

“...and it’s in English! That’s a bit unexpected, I would be quite happy that it’s in English automatically” V5

“I don’t know if they are using British or American English here” V3

“Usually with websites when they translate them into English they seem to give less information” V3

“only a couple of things in English, the rest is in Swedish (sigh)” V6

“this is incredible, because what do these numbers tell me?” V6 *Looking at* <http://theses.lub.lu.se/postgrad/?lang=sv?faculty=Technology> *which is largely incomprehensible*

External Sites:

- AF Bostäder

“I know nothing about where these places are in Lund” V6 *Commenting on* <http://www.afb.se/sv/> *(site since redeveloped)*

- Study in Sweden

“They warn me about a long time, which is a very good” V6 *Referring to information on residence permits*

“I think it was helpful...I don’t think I’d have found out otherwise.” V4 *Referring to visa information on the SIS site*

“its quite nice that they give you these numbers, and even some specific things (price list for food), this is good here, and (currency convertor) this is really handy...this is very helpful” V5

- Studera.nu

“And it gives me the page in Swedish...and it’s a different layout in English” V6

“I’m starting all over again, nothing valuable at this stage” V6

“I would expect somewhere that I can now make an application, but it’s a bit difficult because this here (top bar) is in Swedish so I’m not sure where I would go next” V5

“this websites a little bit more difficult to use, you see, even in English the top bar is still in Swedish” V3

- Lund.se

“Now I see how the cathedral looks like, which is something. But it does not really give the views, pictures of the city, (points at picture) this is not Lund, it could be anywhere, this is also not Lund (points at another picture), I cannot associate it with Lund, it would be really nice to have some more photographs of the city itself” V6

“I think it’s a bit simple for the website of a city, this one (LU) is more, I don’t want to say fancy, this one is more, I was expecting something more, I don’t know, more fancy. You have no idea how Lund looks like, I think its important for a city to have, how it’s supposed to look like, it doesn’t reflect like, Lund is really old, there’s lot of nice architecture, I think it should be really clear” V7

“For me, in my case, I would maybe like to see more pictures...” V2

- Migrationsverket

“It’s quite a horrible webpage, actually” V5

Quick Links (on the English webpages)

“(I want to) Check the quick links but I’m afraid if I click ‘students’ it will bring me back (to where I am now)” V6

“I might have gone to quicklinks, to see courses in that list” V5

“International office, I would go there...actually, I might have expect that these links here (quick links) would be specific to the housing office” V5

“Its good to have these quick links but one of the ones which might be nice to have on here is the webmail, the first time I used it I thought ‘wow, this is really in a crazy place’ and I

remember I book marked that page because I thought, I'm going to have trouble finding this again" V5

PDF

"I like PDF, I believe it is reliable" V6

"Its 24 pages which is too much, too many photos, all I'm interested in is seeing the contents of the course, and it does not seem that I will get it here, I can see what they are doing, what they are teaching but they don't give me the contents of the course, just the presentation of the physics department" V6 *Looking at brochure on:* <http://utbildning.fysik.lu.se/>

"seems to be a nice big brochure, its okay, but I don't want to print it all out, I'll just go right to the very end and see if there is a summary, just print out the last page, because that's all I need to know (how to apply)...this is really helpful (referring to last page)" V4 *Looking at brochure on:* <http://utbildning.fysik.lu.se/>

"That's interesting, but I don't know why it's not directly at the website" V7 *Looking at brochure on:* <http://utbildning.fysik.lu.se/>

"I (used pdfs) when I came here so I could highlight things and compare" V5

"It looks nice...pdfs usually kind of annoy me...this does not help me, good information on how to apply, but usually I don't like to open pdfs, I'd prefer to see it on the webpage" V3 *Looking at brochure on:* <http://utbildning.fysik.lu.se/>

Time:

Volunteer Recruitment: 2 hours

Usability studies: 14 hours

Analysis: 20 hours

Report writing: 14 hours

Total: 77 hours (approx 10 days)

4.3 Student Reference Group Results

Brainstorming and feedback sessions with an additional group of student volunteers were conducted. The aim was to identify student expectations of the website, and the tasks they would use it for. 20 students were recruited from the University and Folk Universitet. Participants were presented first with a blank sheet of paper on which they were asked to list the most important information a university website should contain. They then completed a careword exercise.

Brainstorming

The students identified 85 separate kinds of information, or subjects, that the website should have. The two main areas which were identified most were education and practical information. Housing information, and life in Lund, were also identified.

Education related Information:

Catalogues, class schedules, prerequisites, language of instruction, graduation information, application dates, faculty and department information, programmes and courses, how to apply, course details, programme curriculum, syllabus information, information in English.

Practical Information:

Information about Lund, maps, travel, contacts, facts, history, how to travel from the airport, important things to pack, how to get a bank/phone account, activities in Lund, pictures of the city/campus, reasons to come to Lund, insurance, health.

Careword Exercise

Students were presented with a table containing 100 words and expressions associated with choosing a University. They were asked to select the 10 most important and then rank these, giving the most important a score of 10 and the least a score of 1. Total scores could then be calculated and the most important words/phrases for the students identified.

On this basis, the 10 ten highest scoring words/phrases were:

Word/Phrase	Score
International Master's Programmes	49
Application and Admission Procedure	37
What's Life in Sweden Like?	32
Scholarships	31
Masters Programmes	28
Financial Aspects	26
Social Life	26
Accommodation	25
How and When to Apply	23
Course Information	23

4.4 Brainstorming Exercise – All answers

The information presented below is the responses given by students after they were asked to list things they thought should be present on the website. Their results have been subsequently grouped by general topic.

(Question: What information should the website contain?)

Practical Information

General information about the city - how accessible
Information about University
University Map
Information for exchange students - special activities, contacts for coordinators, housing information, emergency contacts (hospital etc)
Facts and History of Lund and LU
Directions to the University from the airport
The most important things to pack (i.e. what the university doesn't provide to exchange students)
Cell phone and banks: how to get these accounts
Pictures/Photos
Information for ex-change students about the city
An introduction to L.U.
Information on Lund (the town) and surroundings
I would like to see activities in lund, things to do, maybe places to go like bars/diskoteks
Pictures of the city/around the campus
What is the difference between this University and other cities university
(Vad är skillnad mellan det här university och andra stads university?)
Practical things - medical offices, housing offices
Some things concerning everyday issues
Insurance
Student Services Stuff (Like I needed a 'LADOK' transcript and I didn't know how to do this)
Key Swedish words/things to know
Visas/legal requirements
Health (Doctors, Medical etc)

Education Related Information

Faculty
Faculty list and brief profile against respective course/school
Course details
Courses, course outline
Programme curriculum (subjects included for the whole duration)
Programmes - Bachelor, master, phd
Course - International Programme
Easier way to find syllabus programmes of these courses
Info in english for some courses (info)
Easier way to find courses in English
English
Class schedule
What the classes usually consist of (hours, seminars, essays, tests, what kind of projects there are)
Easy to find the courses I want to study e.g. from To....., how many points, what I need to apply for the course
We can take in both English and Swedish
Course Catalogue
Programs (sic) and courses
Graduation information

Major/degree requirements
Dates of application
Faculties and departments
Course information: how one applies if not an exchange student

Accommodation Information

The living situation (i.e. dormitories)
How to find where to live
Student Housing
Accommodation information
Students with good concentration during class and self study
Information about student life
How to get involved at the university (i.e. clubs, gyms, choirs, sport teams)
Easy to have contact with contact person
Accommodation
Housing
Accommodation
Living costs
Location, buildings, student, dorms

Funding

Tuition fee
Fees
Financial information about stay in Sweden
Funding possibilities - scholarships
Scholarship link
About life in Lund in general
Student Life
Opinions of students on programmes with photos (makes a very good marketing and gives a human image to the university)
Alumni contact
Separate small but constructive interviews from alumni students

About Lund/Other

Pictures from facilities
Map and distances
Internet Access
Easier access to webmail
Larger email space
Sports
Clubs (extra curricula activities)
Brief list of projects the university is involved in
International
Clarity of information
Contacts
Library
Nations (Student)
Research Methodology
Information on part time work
There are some differences between english pages and swedish pages regarding translation