Simmons Usability Splendid

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ACADEMICS
The Journey Starts Here.
Mixed Methodology

Quantitative
- Time on task
- Navigation errors
- Number of failed tasks

Qualitative
- Search style popularity & effectiveness
- Language proficiency & search effectiveness
- Participant comments
- Team observations
- Task difficulty
Recommendations

Developed from:
- User testing
- Pre- and post- test interviews

Framework:
- Heuristic evaluation
- Content Inventory
- Wire-framing

Top 4 Recommendations:
1. Information architecture
2. Language clarity
3. Relevant user specificity
4. Customized > generic
Thank you for your time!