

The background features a large, faint watermark of the Simmons College seal. The seal is circular and contains a tree in the center, with the text 'SIMMONS COLLEGE' at the top and 'BOSTON MASSACHUSETTS' at the bottom. The year '1899' is also visible within the seal.

Simmons Usability Splendid

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[About Simmons](#)

[Academics](#)

[Admission & Financial Aid](#)

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Mixed Methodology

Quantitative

Time on task

Navigation errors

Number of failed tasks

Search style popularity & effectiveness

Language proficiency & search effectiveness

Qualitative

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

Persistent Navigation Header

Current



The current header design features a blue background. On the left, there are links for 'Directories', 'Calendars', 'News', and 'Library'. In the center, the 'SIMMONS' logo is displayed in white, with 'BOSTON · MASSACHUSETTS' underneath. On the right, there are two buttons: 'Links For' with a chain icon and 'Search' with a magnifying glass icon. Below the header is a dark blue navigation bar with five items: 'About Simmons', 'Academics', 'Admission & Financial Aid', 'Student Life', and 'Alumnae/i & Friends'.

Proposed wireframe



The proposed wireframe header design features a blue background. On the left, there are links for 'Directories', 'Calendars', 'News', and 'Library'. In the center, the 'SIMMONS' logo is displayed in white, with 'BOSTON · MASSACHUSETTS' underneath. On the right, there is a search bar with the text 'Search Bar' and a magnifying glass icon. Below the header is a dark blue navigation bar with five items: 'Academics', 'Admission & Financial Aid', 'Student Life', 'Alumnae/i & Friends', and 'About Simmons'.

Student Organizations Page

The current page features a header with the title "Student Organizations" and a navigation sidebar on the left. The sidebar includes sections for "STUDENT LIFE", "Life at Simmons", "Activities and Organizations" (with sub-links for Student Organizations, Student Government, Creating a New Organization, Organization Resources, Athletics, Colleges of the Fenway, Community Service, Diversity and Inclusion, Spiritual Life, and Traditions), "Student Services", "Resources for Grad Students", and "Student Handbook". The main content area has a banner with three images: a group of students at a table, a group of students in a meeting, and a student in a cheerleader outfit. A purple button labeled "Campus Activities Board (CAB) >" is positioned over the first image. To the right is a green box for the "Campus Activities Board". Below the banner is a paragraph of text, a "Don't see the type of organization you'd like to join?" prompt with a "START ONE!" button, and a paragraph about staff support. At the bottom, there is a grid of organization categories, each with a plus sign: Active Minds, ALANA Nursing, Alliance, Amnesty International, Honors Liaison, Like Minds Coalition, Management Liaison, and Math/Computer Science Liaison.

← Current

The proposed wireframe features a top navigation bar with tabs for "About", "Undergraduate", and "Graduate". Below this is a large hero image of students sitting on grass with the text "Activities & Organizations" overlaid. A search bar below the hero image contains the text "Find an Activity or Student Organization that's right for you..." and a search input field with a "CL" button. Below the search bar is a large empty rectangular box for content.

↑ Proposed wireframe

Persistent Navigation Footer

Academics Undergraduate Programs Graduate Programs Certificate Programs Continuing & Professional Education Faculty Research Schools	Student Life Life at Simmons Activities & Organizations Student Services	Alumnae/i & Friends Connect Give Events Alumnae/i Directory	Athletics Directories Library Contact Webmaster Online Privacy Policy
Admission & Financial Aid Undergraduate Admission Graduate Admission Student Financial Services Visit Simmons Request Information	About Simmons Why Simmons Leadership Work at Simmons Conferences and Lectures News Administrative Offices and Services Contact Us	Resources For Future Undergrads Admitted Undergraduates Students International Students For Parents and Families Faculty and Staff Alumnae/i and Friends For Media	

← Current

Proposed wireframe



Future Undergrads	Admitted Undergrads	Current Students	Parents and Families	Alumnae/i and Friends	[Contact Us Tool]
Future Grad Students	Admitted Grad Students	International Students	Faculty and Staff		



Thank you for your time!