

4302 Unit 1 Usability Testing Form

I will be reviewing and testing vanminhwa.com. The website was designed to showcase the artistic work of Julia Im and is intended for a general audience. The website was developed in 2022 by Phan Praphassalang and was intended to be used as a resource for those who are interested in learning more about Julia's background including her current and upcoming work. It is currently being used to accompany her artist spotlight in Vancouver Asian Heritage Month Society (VAHMS) interconnected artist spotlight. The website is also being shared in the form of a QR code which accompanies her artwork at galas that guests can scan to learn more. The website also has a blog section, meant to provide visitors with updates and information.

Issue	Rating
The purpose of the site is made clear from the beginning	1 2 3 4 5
Comments: Headings in the hero image indicate that the site is about Korean water paintings, however, the "Welcome" heading is vague. Coupled with the first two paragraphs, it is unclear whether the site is dedicated to the history and art form or a showcase of the artist. Moreover, it is unclear whether the art form is called Minhwa or VanMinHwa, differentiating the practice from the artists' brand.	
Page Titles and Headings are used effectively	1 2 3 4 5
Comments: Although the homepage <title> tag used is brief and includes company name, it is not followed by a unique description of the site content but rather just "Home". The main hero image includes headings as well as throughout the remainder of homepage, however, looking at it from a logical sequence the <h1> tag is redundant considering the logo and associating <alt> tag. A better use would be to move the contents from <h3> to <h1> tag. Headings throughout the page can better be utilized to break-up the textual content into chunks, using simple and concise headings for users to quickly skim through.	
Readers are able scan the Web pages Quickly	1 2 3 4 5
Comments: Page length is not too long, however, textual content is not clear and concise with multiple long paragraphs that are not ideal for scanning. Moreover, there is use of Korean language without context. The Korean text is translation of English copy, but for non-Korean speakers, it serves no purpose and causes confusion.	

Search capabilities are available on the website	1 2 3 4 5
Comments: N/A	
The site uses sound navigational principles	1 2 3 4 5
Comments: The main navigation menu is concise and easy to identify. The logo, however, does not link to the homepage. Moreover, on smaller screens the logo is positioned on upper-right while it should remain consistently positioned to upper-left. The current page link should also be reformatted in a way that tells the user where they are in the site and should be disabled to make it un-clickable.	
Graphics are used effectively on the site	1 2 3 4 5
Comments: The hero image is a bit dark but is used well to showcase the most well-known, showcased artwork at galas and users can quickly make the connection. The "Featured Artwork" can be better utilized within Blog section, above the fold rather than hidden in bottom of homepage.	
The use of fonts is appropriate for the site	1 2 3 4 5
Comments: The style of font works well with the look and feel of site. That said, it is on the thinner/lighter side and although a good contrast of black on white background, it can be hard to read.	
The content layout and organization are appropriate for the site	1 2 3 4 5
Comments: The organization and layout are simple and not cluttered. It uses a hybrid layout of fixed width for textual content and fluid design elements for images, utilizing bootstrap framework. The site navigation bar containing logo remains positioned at top even when scrolling through page for easy access. The size of the bar is not too big that it takes over the page real-estate. The logo is a bit large and can be reduced slightly.	
The site load time is reasonable	1 2 3 4 5
Comments: Using Google's PageSpeed Insights tool, I got roughly 3.7 second on mobile and 0.7 second desktop load time. This is below the 5-10 second	

load time before readers leave page but room to improve on mobile load times.	
The site follows appropriate design principles	1 2 3 4 5
Comments: The website has a basic, simple design. Colour palette works well with the homepage hero image and is consistent throughout the site.	
Usability Score	30/50
Recommended Changes: <ul style="list-style-type: none">▪ Update <title> tag to include a unique, brief description of site content alongside company name▪ Remove <h3> tag and move copy in place of <h1> tag copy▪ Break-up textual content into chunks using simple and concise heading following logical sequence▪ Remove Korean textual content, to be considered for Korean language specific version of site▪ Link the logo to homepage▪ Position the logo to upper-left at all times, regardless of screen size▪ Format current page link to identify this is where the user is currently at within the site▪ Disable the link to the current page (make it unclickable)▪ Lighten up hero image▪ Remove "Featured Artwork" section from homepage; better used above the fold in Blog▪ Replace textual font to a thicker and more readable styling▪ Reduce size of logo slightly to slim down navigation bar, provide more view of body real-estate	