

# Mini Report



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Sorting


We performed research for UVU's website, using methods such as card sorting, eye tracking, and think aloud testing. The goal of this research was to find out what needed to be done to improve the usability of the main UVU website. We were able to perform a survey with 20 participants, 6 Think Aloud studies, 5 Eye-Tracking tests, and Card Sorting with 15 participants. We then compiled all the data into a 70 page report. With this testing, we were able to gather valuable data that will help UVU to improve their website in the future.

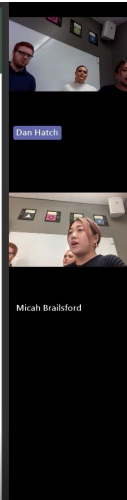
## Presentation Day

### Eye Tracking

#### Findings

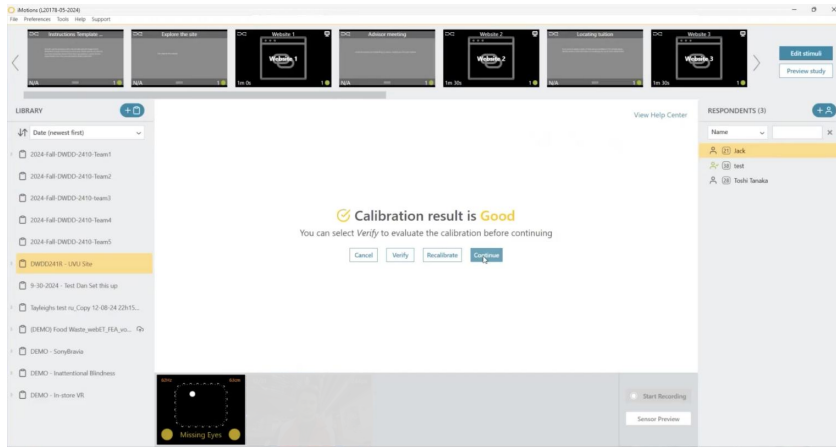
- Students were having hard time finding the task of locate due date for Spring 2025 because they were expecting to find that information from tuition page.
- Students tend to find information from search function
- A lot of scrolling and clicking to get to the information
- Often tried to find information from navigation tab
- Having a link to important dates for fall/spring semester on the admissions page would be a smart add, so students could go into more detail of within just the dates listed.
- As a high school student, she didn't know some of the terms like alumni. She went looking for financial aid inquires in the student life center and the alumni department and couldn't find what she needed to complete the task.



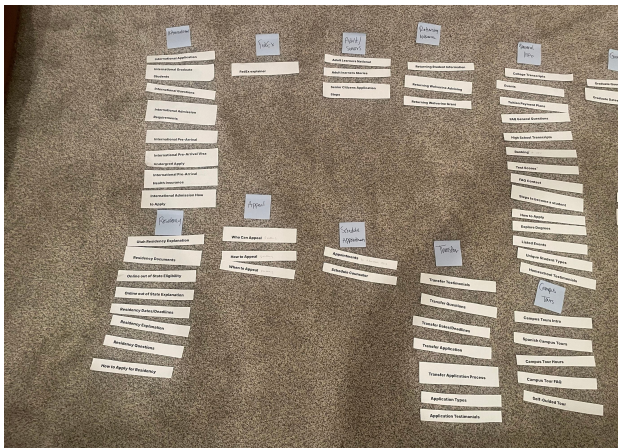


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## Eye-Tracking Recording



### Card Sorting Example 1



## Card Sorting Example 2

