March 15, 2023

EdTech Society **WEBSITE AUDIT** (UI analysis)

As Requested by Prof. Sameer Sahasrabudhe

CREATED BY

starksouk

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Scope of Audit:

Our scope of work for this UX audit was to analyze the **visual aspects of the website's user interface**, including color scheme, typography, layout, and overall design.

It's important to note that we did not conduct any technical evaluation, heuristic evaluation, or detailed usability analysis as part of this audit.

Executive Summary:

Our audit of the website's user interface revealed several areas that could be improved to enhance the user experience. These areas include:

- Inconsistent color usage throughout the website
- Unintuitive layout that makes it difficult for users to navigate the website
- Lack of clear calls to action and hierarchy of information

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Interface Analysis:

1. Header
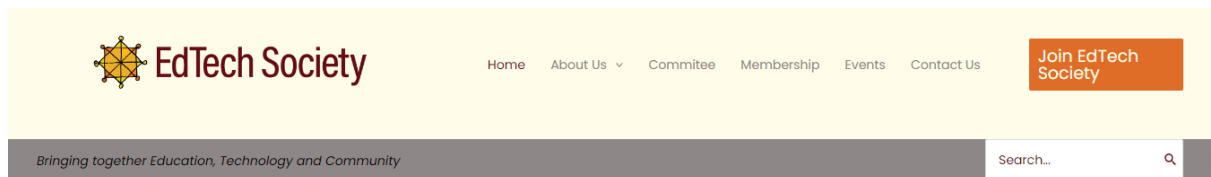
Findings:

- Logo, menu links, and CTA button: The header of the website contains a logo, six menu links, and one call-to-action button.
- White spacing: There is too much white spacing around the header, which can be reduced to improve the visual appeal and optimize the use of screen real estate.
- Logo size: The size of the logo could be adjusted to better fit the header.
- CTA button text: The text on the call-to-action button, "Join EdTech society," is too lengthy and could be simplified to improve clarity.
- Horizontal list: When hovering over the "About Us" link, the list appears in a horizontal orientation, which spreads across the screen.
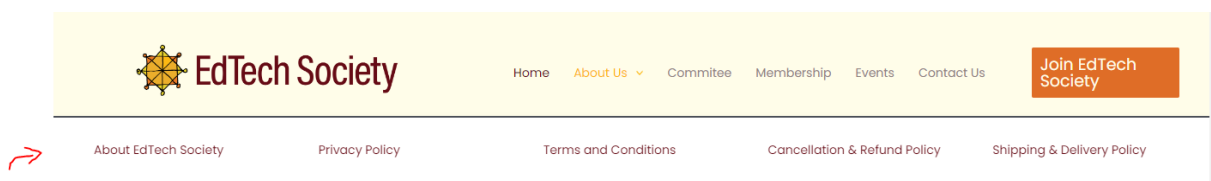
- Gray bar: The gray bar that contains the tagline and search tab is not user-friendly.

Suggestions:

- Decrease spacing and margin:
  - Decreasing the spacing and margin between labels in the header can help optimize the use of screen space and make it easier for users to navigate.
- Decrease logo size:
  - Adjusting the size of the logo can make it fit better into the header, improving the website's overall visual appeal.
- Change CTA button text:
  - Changing the text on the call-to-action button to simply "Join" can make it easier to understand and encourage more users to click through.
- Vertical list:
  - Changing the orientation of the list that appears when hovering over the "About Us" link to a vertical list can improve the user experience and prevent the list from spreading across the screen.
- Redesign gray bar:
  - The gray bar that contains the tagline and search tab could be redesigned to be more user-friendly. One option is to add a search icon next to the CTA button in the header, and either incorporate the tagline "Bringing together Education, Technology and Community" into the logo or remove the text altogether.

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2. Design Inconsistencies

Design system inconsistencies—fonts, colors, patterns, etc.

a. Color inconsistencies

- Multiple colors: The website uses various colors throughout the site.
- Inconsistent color harmony: The use of multiple colors creates inconsistency in the color harmony of the website.

(Major colors found on the website)

- Hover effect color: The hover effect uses a very light yellow color, which is not sufficiently contrasting with the white background.
- Dark filled tabs: Majority of the tabs use dark filled colors instead of a gray version of the primary colors.
- White text on yellow background: The white text color used on the yellow background can be improved for better readability.

Suggestions:

- Simplify color scheme: Simplifying the color scheme of the website can improve the consistency of the color harmony, making it more visually appealing and easier to navigate.
- Increase contrast: Changing the hover effect color to a color with higher contrast can make it easier for users to see and interact with the site's links and buttons.
- Use lighter colors: Consider using lighter versions of the primary colors for the website's tabs, to create a more balanced and visually appealing design.
- Use a color palette: Using a color palette with a limited number of colors can help maintain consistency throughout the website and create a more cohesive look and feel.
- Improve text readability: Changing the color of the text on the yellow background to a darker color, or adding a subtle drop shadow effect to the text can improve the readability of the content.

b. Layout inconsistencies

Layout inconsistencies can make the website look disorganized and hard to navigate. Here are some of the specific issues we found:

Inconsistent spacing:

There are several instances where the spacing between different elements on the page is inconsistent. This can make the website look messy and disorganized. Some pages have too much white space, while others are too cluttered. This inconsistency can make it hard for users to focus on the content.

Example : Committee page have a lot of white spacing issues, lots of area left blank.
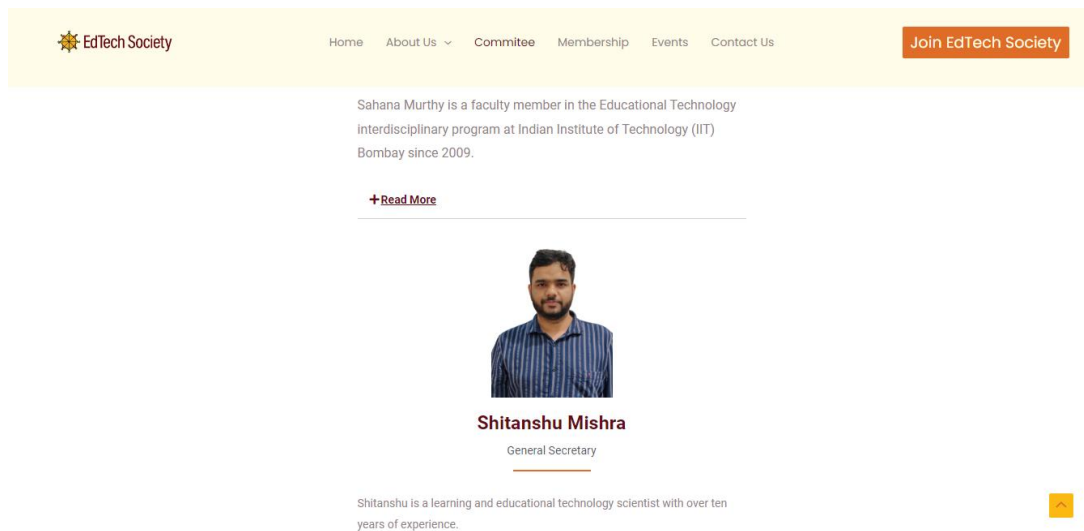
Lack of alignment:

There are some elements on the page that are not properly aligned, which can make the design look unprofessional and amateurish.
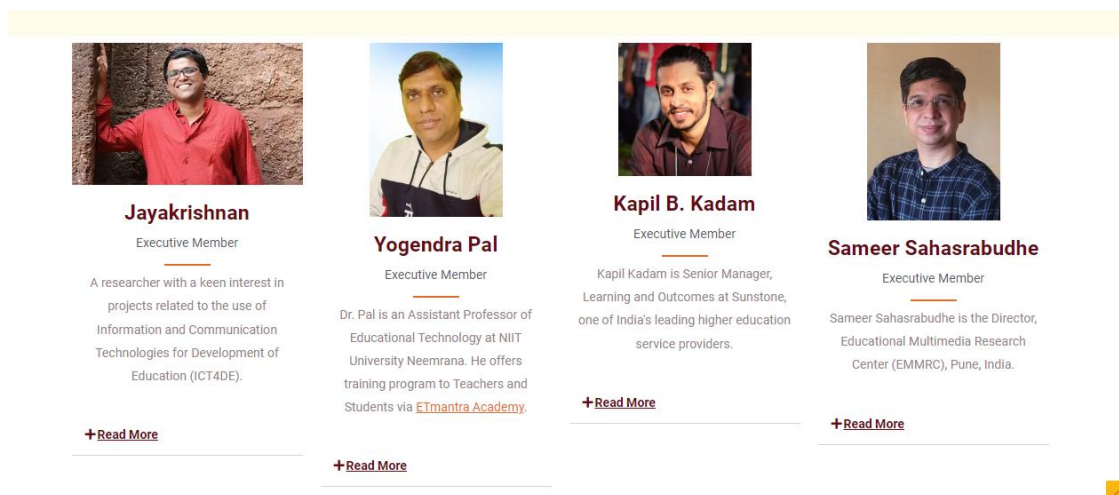
3. Page wise suggestions

c. Home Page

Navigation:

- Multiple navigation menus: The website has multiple navigation menus that can confuse users regarding information hierarchy and site structure.

Suggestions

- Hero section for overview: Instead of multiple navigation menus, consider using a hero section to provide users with an overview of the website's content.
- Use header and search function for navigation: Use the header navigation and search function solely for navigation purposes, to provide a clear path for users to find the content they are looking for.
- Showcase upcoming events: Instead of showing all events and upcoming events on the homepage, consider adding a bar or calendar view for event in homepage.

Graphic on Homepage:

- Unclear interactive graphic: The current graphic image on the homepage is not clearly interactive. Clicking anywhere on the image leads to the event page.

Suggestions

- Add clickable and scrollable functionality: Replace the graphic image with a hero section containing a clear clickable button and scrollable image that displays event details when clicked.
- Categorize events: Categorize events based on subjects, location, time, or type, and support the search function with a filter function to make it easy for users to find specific events.

Banner Below "Click on the event to view the event recording":

- Non-user friendly banner: The banner below the graphic is not user friendly, as it does not provide a clear indication of clickable entities.

Suggestions

- Add play or redirect icon: Add a play or redirect icon to the banner to make it clear that it is clickable.
- Embed videos in website: Instead of redirecting users to YouTube, consider embedding videos on the website to increase user retention.

Professional/Faculty Development Programme

We look forward to collaborating with you to provide the best professional/faculty development programs by the EdTech Society. To request our support with the best professional/faculty development programs, please fill this FDP Request form.

Professional/Faculty Development Programme Section:

- Low weight call to action button: The section has a low weight call to action (CTA) button with orange text and an underline.

Suggestions

- Add clear messaging to secondary button: Add a secondary call to action button with clear messaging to provide a better user experience.
- Use secondary CTA only: Consider using "Join" as the primary call to action in the header, and secondary CTA buttons throughout the page, to establish a clear hierarchy of actions.

d. About Us Page

Content:

- The "About Us" page contains text-only sections such as "Who We Are," "What We Do," "Mission," "Vision," "Core Values," "Core Purpose," and "Goals."
- Consider making the page more engaging by adding icons and basic interaction animations to each section.

Visuals:

- Add images of events or sample videos to make the page more visually appealing and engaging.
- Use high-quality images that align with the content of each section.
- Consider using a consistent visual style and color scheme across all images to enhance the overall design.

Layout:

- Consider restructuring the page layout to make it more visually appealing and easier to read.
- Use whitespace effectively to separate different sections and make them more distinct.
- Consider using a grid or other layout technique to align content and images for a cleaner, more organized look.

e. Committee Page

- The "Committee" page includes details about the individuals behind the organization, as well as information about all the committee members.

Layout:

- Consider adding a card view instead of just a list of committee members to improve the visual appeal of the page.
- Avoid using "Read More" links that generate the content inside the page itself, as this can be confusing for users. Instead, consider using a pop-up or other interactive feature to show details about each committee member when the user clicks on their name or image. This will provide a more engaging and user-friendly experience.

f. Membership Page (or Join)

- The membership page provides details about membership benefits, pricing, and categories to select from.

- The page also includes a membership form and an "add to cart" button.

Simplify Navigation

- Remove the "membership" tab label from the header as the "join" button already leads to the membership page.

Simplify Membership Form

- The membership form currently contains many fields, which can be overwhelming for users.
- Add segmentation to the form with appropriate labeling and a progress bar to make the form easier to complete.

Simplify Benefits Display

- The benefits section on the page does not need to be highlighted as users clicking on the join button already assume to be familiar with the benefits.
- Instead, consider adding icons or hover elements so that users can quickly glance at the benefits if they choose to.

g. Events Page

- The events page contains all the events such as upcoming events, past events or master class.

Suggestions
- Add a dedicated search bar with filter functionality to help users find the events they are looking for easily.
- Categorize the events and master classes to allow for easy filtration.
- Consider adding a calendar view to allow users to search for events on a specific date or within a specific timeframe.
- Organize the page content in a clear and logical manner to make it easier for users to navigate and find what they are looking for.

4. Other Suggestions

- **Google indexing:** Currently, the website is not indexed by Google, which means that users cannot find it when searching for the term EDTech society on Google search engine. To address this issue, we suggest implementing search engine optimization (SEO) best practices, such as optimizing page titles and descriptions, using appropriate keywords, and creating high-quality content.

- **Login feature:** We recommend introducing a login feature for capturing the person who is part of the community. This will help to create a database of community members, allowing you to broadcast events or master class notifications automatically through email marketing or other broadcasting channels.

- **Information Architecture:** The site's labeling and navigation need refinement to make it easier for the audience to find what they are looking for. We suggest re-organizing the site's architecture to merge the committee page inside the about us page, prioritizing the events page and placing it on the right side of the header. Additionally, we recommend adding more sections to the home and events pages to guide or educate the audience about the events and platforms, making the site more engaging for users.

- **Analytics tracking:** We highly recommend using an analytics tool on the website to measure, analyze and ultimately improve traffic. Google Analytics is an excellent tool that can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

- **Logo and branding:** We suggest improving the branding and design of the logo to make it more adaptable for responsive use cases of the site. Additionally, using elements and patterns can help to make the site more visually appealing and engaging.

- Consistent use of images: Use images consistently throughout the website to create a more cohesive look and feel.

- Consistent use of icons: Use icons consistently throughout the website to make the design more organized and user-friendly.

- **Performance optimization:** We discovered some performance issues while diagnosing the site. To improve the performance, we recommend implementing performance improvement methods such as caching, minifying, and optimizing images. These methods will help to reduce the website's load time, making it more responsive and user-friendly.

  (Images attached in the next page)
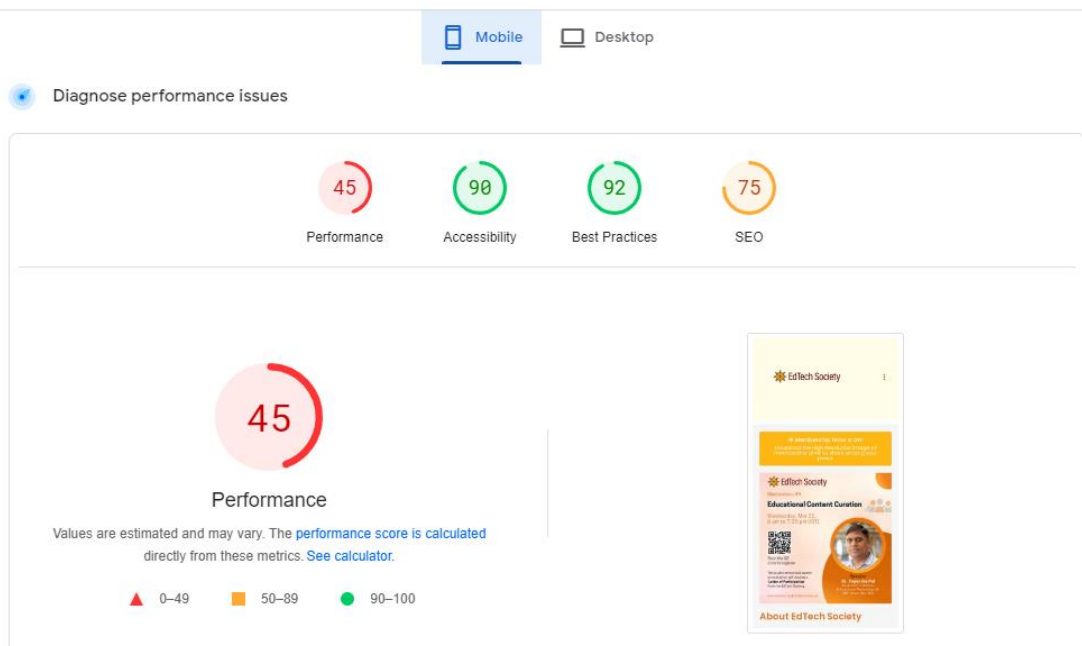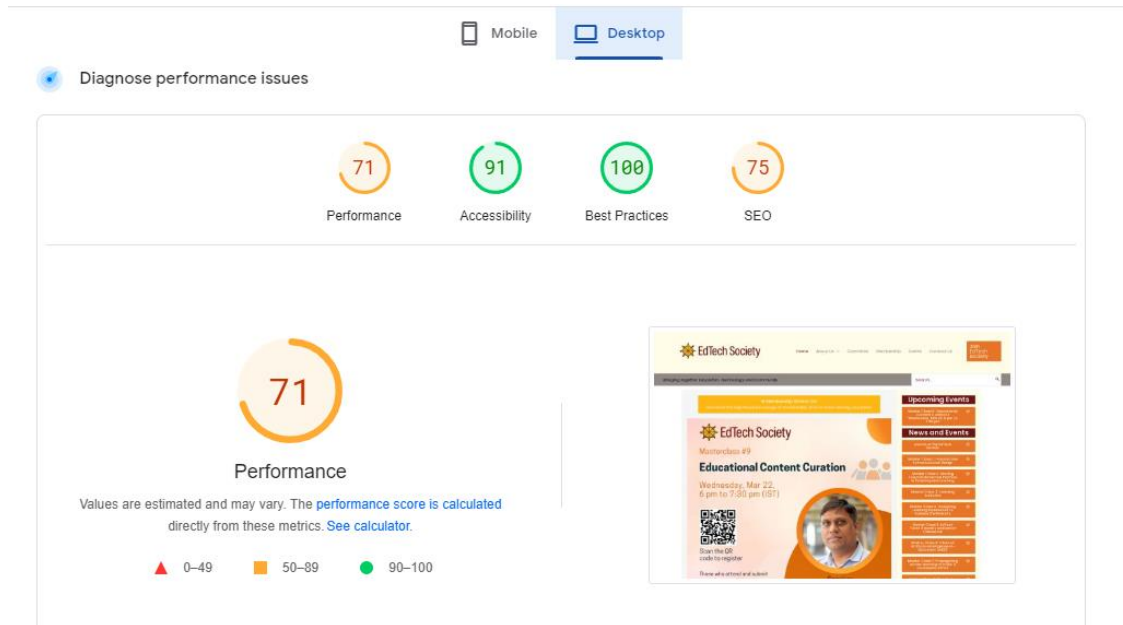
Thank You

Contact : contact@starksouk.com

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