Interface Analysis of Jozart Studios Website

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Abstract

In working with Joseph Morosky, owner of Jozart Studios, our team has performed a thorough analysis of the Jozart Studios website. Using a task and user analysis, investigation of font choices, and general analysis of the site as a whole, we have identified problems with the current state of the site in regards to its content and structure, with specific emphasis on site navigation. Based on these analyses, we provide useful recommendations that we hope will aid the redesign of the website. These recommendations will be supplemented with knowledge and principles from IST 331 as well as other experts on usability such as Jakob Nielsen.
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1. Introduction

Our team has analyzed the interface of the Jozart Studios website. After speaking with the owner, Joseph Morosky, we have agreed that the Jozart website is in need of a redesign to make it more useful for visitors and to market the image of the studio in a more professional manner. As the site has been under maintained and has a very outdated look and feel to it, we have the goal of providing recommendations that will aid the redesign process. We hope our recommendations will help maximize the website’s usability to make it more useful for the visitors, while at the same time ensuring that the website portrays the business in a way that is aligned with the owner’s marketing vision and standards of professionalism.

In our evaluation of the site, we have performed multiple analyses of the current website. First, we completed a task analysis using the GOMS and KLM models, to identify how fast and efficient the website is for users completing a routine task. We also performed a perceptual interaction analysis, focusing on the choice of font for the new website. This analysis has yielded some recommendations about font choice that are meant to influence the site redesign. Lastly, we performed a user analysis in which we distributed a survey to actual users of the website. The results of this survey were evaluated, along with the statistics from a Google Analytics account, in order to gain insight about the characteristics of the website’s audience.

Following these analyses, we have provided a discussion of our findings, as well as implications for the studio’s website and its redesign. We support our discussion with the findings of others in the scientific community, as well as our personal thoughts.
Jozart Studios provides professional and amateur art services as well as a spacious gallery open to the community. With its 7,000 square feet of workspace, this fully functioning studio offers itself as a hub for all artists, a niche for the advertising world, and a gathering place for community events. The lofty, open environment creates the perfect setting for study groups, clubs, school projects, or personal crafting.

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visitors have been here since September 30, 2001

Figure 1 – Picture of current Jozart Studios website.
2. Task Analysis

In our analysis of the Jozart Studios website, we chose to analyze two routine tasks that may be carried out by users. By doing this, we determined the efficiency of the methods used to accomplish these tasks, as well as identified several problems with the execution of and complexity of these methods. In addition, we also applied our knowledge of the keystroke level model (KLM), as well as the Goals-Operators-Methods-Selection rules model (GOMS), to perform this analysis.

2.1 Method

In order to determine the usability of the Jozart's website, we enlisted test subjects to conduct user tests of the material. Our goal here was to test how fast it would take users to perform specific tasks on the website, as we decided that the ease of use (translated here from the speed of the user's performance) would gauge how well the website was designed. As a benchmark for the task analysis, we estimated user times for the tasks with both the GOMS model and the KLM model of Human-Computer Interaction.

Because the GOMS and KLM models represent ideal situations, when users are experts that know exactly what to do, we had to educate our subjects about tasks on the website beforehand. Before we began timing their actions, we demonstrated exactly what they were to do during the trials. One of our group members acted as a subject as he navigated to each of the destination spots on the website, showing what links to click and the locations of these links. The subjects were also allowed to have practice trials on the experiment to ensure they could navigate without getting lost or stuck at any point. Although this did not fully create "expert" users out of our test
subjects, we feel that this was one way of emulating expert users, as the subjects knew precisely what they were looking for and how to find it. Alternative methods were not an option, as subjects were told to locate the destination links in the way that they were shown.

We had subjects perform two separate tasks. Both tasks were to find a specific link on the website then move their cursor over it. The subjects had to start from the first page of the website with their cursor in the center of the web page. When we told them to begin, the subjects began navigating. For task one, the subject was to click the “Events” button on the navigation bar, the “Myspace events page” link in the text of the body of the page, and then move their cursor over the “Gallery reception” text on the calendar displayed on the page. For task two, subjects were to click the “Gallery” link on the navigation bar, click “The Photography of Jay Powell” in the center of the web page, and then click “Ireland” on the side navigation bar.

Using a stopwatch computer program, we recorded the time for the subjects to do each step of the tasks, breaking the tasks down into mouse moves and clicks. The total time of each task was also recorded.
2.2 Results

KEY for KLM Theory:

P, point the mouse to something - 1.1 sec

B, button press or release (mouse) - 0.1 sec

H, hands movement from mouse to keyboard or reverse - 0.4 sec

M, mental operator - 1.2 sec

<table>
<thead>
<tr>
<th>Task 1: Find Next Gallery Reception</th>
<th>Task 1: Find Next Gallery Reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Find Link -&gt; M</td>
<td>1. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>2. Move to Link -&gt; H + P</td>
<td>2. Move to Link -&gt; .4 + 1.1</td>
</tr>
<tr>
<td>3. Click Link -&gt; B + B</td>
<td>3. Click Link -&gt; .1 + .1</td>
</tr>
<tr>
<td>4. Find Link -&gt; M</td>
<td>4. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>5. Move to Link -&gt; H + P</td>
<td>5. Move to Link -&gt; .4 + 1.1</td>
</tr>
<tr>
<td>6. Click Link -&gt; B + B</td>
<td>6. Click Link -&gt; .1 + .1</td>
</tr>
<tr>
<td>7. Find Link -&gt; M</td>
<td>7. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>8. Move to Link -&gt; H + P</td>
<td>8. Move to Link -&gt; .4 + 1.1</td>
</tr>
</tbody>
</table>

Predicted time: 8.5 Seconds

<table>
<thead>
<tr>
<th>Task 2: Find Ireland Photo Gallery</th>
<th>Task 2: Find Ireland Photo Gallery</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Find Link -&gt; M</td>
<td>1. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>2. Move to Link -&gt; H + P</td>
<td>2. Move to Link -&gt; .4 + 1.1</td>
</tr>
<tr>
<td>3. Click Link -&gt; B + B</td>
<td>3. Click Link -&gt; .1 + .1</td>
</tr>
<tr>
<td>4. Find Link -&gt; M</td>
<td>4. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>5. Move to Link -&gt; H + P</td>
<td>5. Move to Link -&gt; .4 + 1.1</td>
</tr>
<tr>
<td>6. Click Link -&gt; B + B</td>
<td>6. Click Link -&gt; .1 + .1</td>
</tr>
<tr>
<td>7. Find Link -&gt; M</td>
<td>7. Find Link -&gt; 1.2</td>
</tr>
<tr>
<td>8. Move to Link -&gt; H + P</td>
<td>8. Move to Link -&gt; .4 + 1.1</td>
</tr>
<tr>
<td>9. Click Link -&gt; B + B</td>
<td>9. Click Link -&gt; .1 + .1</td>
</tr>
</tbody>
</table>

Predicted time: 8.7 Seconds

Table 1 - KLM analysis results.
Goal: Find the next gallery event reception
Step 1. Look for events button 1.2 s
Step 2. Move cursor to events button 1.1s
Step 3. Click mouse button .2s
Step 4. Verify correct page has opened 1s
Step 5. Look for “MySpace events page” link 1.2s
Step 6. Move mouse to “MySpace events page” link 1.1s
Step 7. Click “MySpace events page” link 200ms .2s
Step 8. Verify correct page has opened 1s
Step 9. Look for “Gallery reception” text 1.2s
Step 10. Move mouse to “Gallery reception” text 1.1s
Step 11. Return with goal accomplished.
Predicted time: 9.3 seconds

Figure 2a and 2b - KLM predicted time and actual times for task 1(a) and task 2(b).
Interface Analysis of Jozart Studios Website

Goal: Find Ireland photography of Jay Powell

Step 1. Look for “Gallery” button 1.2s
Step 2. Move mouse to “Gallery” button 1.1s
Step 3. Click “Gallery” button .2s
Step 4. Verify correct page has opened 1s
Step 5. Look for “The photography of Jay Powell” 1.2s
Step 6. Move mouse to "The photography of Jay Powell" 1.1s
Step 7. Click link “The photography of Jay Powell" .2s
Step 8. Verify correct page has opened 1s
Step 9. Look for “Ireland” hyperlink 1.2s
Step 10. Click link “Ireland” .2s
Step 11. Return with goal accomplished.

Predicted time: 9.5 seconds

Table 2 - GOMS analysis and predicted times.

![GOMS predicted time and actual times](image)

Figure 3a and 3b – GOMS predicted time and actual times for task 1(a) and task 2(b).
From our results, it appears that both the GOMS and KLM models under-predicted the time that it actually took for our subjects to perform the two tasks. Viewing the results, the GOMS and KLM times are lower than all of the actual times for subjects. The KLM predicted slightly lower than the GOMS, and the GOMS was closer to the actual times.

2.3 Issues

One issue that was present in each of the presented tasks was the seemingly-excessive amount of steps which the users were required to perform. In the photo gallery task, the user, upon clicking the "Gallery" link, had to navigate through a menu page for each of the artists; after clicking on an artist's link, the user then reached yet another navigation menu screen for each photo collection of the specified artist. We were able to discern two main issues with this setup. First, the menu layout for the photo collections for each artist was both inconspicuous - while the menu layout for the artist selection page placed the artist links in the middle of the page in size-14 font, the photo collection menu layout was placed in the left menu bar in a size-10 font. This meant that the photo collection menu was placed in an area away from the user's main span of attention (i.e. to the left of the computer screen, as opposed to the center of the screen) in a font size that would not gather attention towards itself. Second, the task process itself has one step in which the user searches for the artist, and then the user searches for the artist's photo collection on a separate page. While this might be the only feasible option for a website with a large amount of categories and sub-categories, Jozart Studios has only three artists, each with no more than three respective collections.
This theme of seemingly-unnecessary task steps also occurs in the "Locate Events" task. The user can locate the current events only by clicking on the "Events" link, which will take the user to a pop-up window that requires the user to click on the "MySpace" link for the events listing. This intermediary page serves exactly that purpose: to be an intermediary between the Jozart Studios website and the MySpace page for Jozart Studios. It is unknown whether or not this was designed for some specific reason when the website was first implemented, but, currently, the "Events" page on Jozart Studios' website achieves little to no functionality. While it might seem that the MySpace redirect would be the source of this problem, an examination of the functionality attributes of MySpace reveal that MySpace is easier to enact content changes "on the fly" - that is, content can be changed and updated rapidly as per the needs of a current events listing.

3. Perceptual Interaction and Fonts

We believe that a website's font choice can significantly affect a visitor's experience with website, as we know this from personal experience as students of information technology, as well as our research of studies that have been performed on fonts and their role in website design. In addition, as a website that represents an art studio, Joe and our team agree that the font should reflect the style and character of his art studio.

Fonts differ by many aspects, such as vertical and horizontal character size, spacing, serif usage, and so forth. From these characteristics, each font possesses a unique style, which may present varying degrees of professionalism, character, etc. More importantly, however, fonts possess varying degrees of readability or legibility that may affect reading speed, accuracy of reading,
and so forth. As we recognize the importance of the readability of fonts, we have found that most empirical research concerning fonts focuses on font readability rather than perceived personality (Shaikh et al. 1). Because we are working with an artist and analyzing the website of an art studio, we feel that it is imperative that we also consider other aspects of a font, such as perceived character. We have chosen to limit our research to reading speed and user "preference" for fonts. Rather than deal with perceived character or professionalism in fonts, we have chosen the term "preference" in the hopes that we could simplify our study in a way that shows us what users like and don't like, rather than trying to extensively measure every aspect of a font, which would take considerable time and effort, limiting our ability to continue research in other areas. By performing this experiment, we observe how reading speed and user preference are related, and provide an analysis of our findings and how they relate to the Jozart Studios website.

Almost all programs that deal with text have an option to manipulate the design of characters in the form of fonts. So with our growing use and specialization of information tools how are we to decide which will be the proper choice. One of the largest problems with font choices is that they are often given very little appreciation; character styles are chosen haphazardly or simply left to the default setting. One font that anyone who has used a personal computer in the last fifteen years will be accustomed to is 'Times New Roman'. This font will appear as a default setting on programs such as Microsoft Word. The reasoning behind this is 'Times New Roman' is believed to be one of the styles of font that is fastest for the user to read, showing to be the second fastest in the study beaten only by a font named Tahoma. Now for our specific domain, being an art studio, speed of reading isn't the only trait to be considered. Times was also considered to be the most 'businesslike' of the fonts and ranked high in perceived 'legibility' as well, likely why it was
chosen as the default font choice by Microsoft. But it ranked in some of the lowest choices in “personality” and appearing “youthful or fun”. This study was done by Michael Bernard et al in 2001, and we tried to recreate the results in a study of our own.

3.1 Method

For the experiment, we chose to evaluate six different fonts: Arial, Georgia, Times New Roman, Verdana, Trebuchet, and Comic Sans. We chose these fonts because they are all commonly found on web pages and are known as "web-safe", meaning that they're common to all major web browsers. We believe that this selection of fonts also includes a variety of styles as well, from the basic Arial font to the rather unique Comic Sans font.

Our subjects were five male students who were in their 20s. Subjects were required to view a PDF file, and the initial task was a subjective evaluation of the test fonts. For this, the subjects were shown sample text in each of the six font layouts and were asked to rate, on a scale of one to ten, how much they were pleased with the visual appearance of the font. Subjects were not given any context for the evaluation, nor told that they should analyze the fonts for a web studio's web site. Next, the subjects were given instruction on the comprehension speed test. In this, the subjects were presented with a random excerpt in the vicinity (i.e., 165-155) of 160 words from Alice in Wonderland. Each subject would be required to read the excerpt out loud for the proctor, who would time the subjects from the beginning of their viewing of the excerpts to the point when they were finished reading the excerpts out loud. After this, the subjects would proceed to the next page, on which they were instructed to prepare for the next round of testing. This process was repeated 30 times, and including five excerpts for each of the six fonts.
3.2 Results

![Bar chart showing average rating of font preferences.]

**Figure 4 – Average rating of font preferences.**
Figure 5 – Average reading time for each font.

Overall, the results show that Arial is the fastest to read and most visually appealing of the six fonts tested. It is not clear why Arial is the fastest font to read, but it might be true that a reduced error rate, allowing the users to read the data more easily, was partially responsible. Another possibility, one that we think is less likely, is that slower reading speeds may have actually resulted from the subjects’ disliking certain fonts.

Unfortunately, it seems that we cannot confidently say that there is a relationship between preference for fonts and reading speed. Although the Arial font seems to be the winner in both categories, the rest of our data does not seem to support any clear relationship. The slowest font to read, Trebuchet, is the second-highest preferred font, which contrasts with the notion that strong preference for a font might partially explain reading speed of a font.
When analyzing the fonts on a serif and sans serif basis, we find that reading speeds differ by only a very slight amount. Even without a statistical analysis, we can clearly not reach any conclusions with this data. The two differ by only 0.7074 seconds. Similarly, the preferences for the fonts are slightly different, with subjects preferring sans serif fonts over serif fonts on average. Two of the fonts, Georgia and Times New Roman, are serif, while the rest are sans serif. Again, although a difference is apparent, we cannot draw any definite conclusions with our data at this time.

3.3 Issues

Rather than critique the choice of fonts for the current website, we have chosen to offer our findings as a reference for when the actual redesign of the Jozart website is in progress. Instead of analyzing the current website’s choice of fonts, we will instead detail the issues that we experienced when performing this study.

We must acknowledge that our method of recording reading speeds was far from perfect. By choosing five passages from the Alice in Wonderland story for each different font, we hoped to present the subject with readings that were equivalent in diction, formatting, and length. Even with this effort, we must acknowledge that this method was far from perfect, as each passage was different. To prevent any mental priming of the information that might skew the results (subjects may have read the same selection faster each subsequent time), we made each passage different, making sure none were repeated. By choosing all of these passages from the same book, we hoped to minimize the variation between each. As all of the text was written by the same author, and for the same story, we think that the passages were similar enough that our results would be
somewhat valid. We also urged readers to read as they normally would, but to avoid getting "caught up" in the story that they were reading. By doing this, we hoped that readers would go through each selection of text consistently and would not pause for any mental processing beyond what was required for the reading of the words on the page.

Our team also found that a more extensive method may have been used to more accurately test reading speeds. Using a Latin square design, which uses mathematical formulas to control variation in test stimuli, we could have ensured that our test readings were more similar (Bernard et al. 1). Unfortunately, due to our team's limited timed and knowledge base, we were unable to use this method. We feel that we did, however, use our time and resources to the best of our ability when crafting our experiment, and stand by its methodology and results.

4. User Analysis

In order to further analyze the website, we conducted a user analysis with the goal of finding out the characteristics of the audience of the website, what features the audience uses, what features they don’t use, and what problems they have with the site. From this analysis, we feel that we can gain insight about how the website’s visitors feel about the website and what they use it for. We feel that these findings will be invaluable in the redesign process, as it will show what the most commonly used features are, as well as identify any new functionality that could improve the website and attract new business.

4.1 Method
A survey was sent to 200 recipients on the Jozart Studios mailing list asking a variety of open-ended questions to determine how well the website is meeting the needs of the users of the website. To be more specific, we hoped to determine what features were most popular, what features were not used, and what users would like to see on the website that is currently not available. To achieve this, we provided users with questions like the following:

*How well-versed do you consider yourself to be with computers and browsing the web?*

*What kinds of goals do you have and/or what information do you seek when visiting the Jozart website? (E.g., read coffee shop menu, find out when the next open mic is, etc.)*

*What functions of the website are most important to you?*

*What functions of the website would you like to see improved or added?*

Only ten of the surveys were initially completed and returned. Paper versions of the survey were to be handed out to achieve more results, but due to time constraints, we were unable to achieve any additional responses.

In addition, we also analyzed information on the Google Analytics site to get more information about the website’s visitors. After installing the Google Analytics code into the Jozart website (after approval from the site owner), we monitored the statistics recorded by the tool and analyzed them after two weeks.

4.2 Results
From our questionnaires, it was determined that the average age of the respondents was 37.8 with the high being 52 and the low being 20 years of age. It was also determined was that 80% of the respondents were female. When respondents were asked about the frequency in which they visit the website it was found that few visitors visited once per week, most visited one to two times per month, and few visited every few months. All of the respondents reported to have a moderate amount of skill pertaining to computer use. When asked what information users looked for when they visit the website the most common responses consisted of 1) to check the performance schedule (most mentioned “open mic night”) 2) to check the menu and 3) to view pictures of concerts and performances.

When users were questioned about what they did not like about the website or what they had problems with, 40% of users mentioned the fact that the site “is not user friendly” for them and that often time it was difficult for them to find the link they were looking for. We believe that this may be deceiving, as users may have been inclined to say this because they were informed that the survey concerned usability. When users were asked what features of the website were important to them, most commented they like the calendar group photos (only available on the external MySpace page), the pictures of artwork, and artist information.

<table>
<thead>
<tr>
<th>Pages</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>index.htm</td>
<td>129</td>
<td>35.15%</td>
</tr>
<tr>
<td>events.htm</td>
<td>54</td>
<td>14.71%</td>
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<tr>
<td>events.htm</td>
<td>34</td>
<td>9.26%</td>
</tr>
<tr>
<td>gallery.htm</td>
<td>33</td>
<td>9.09%</td>
</tr>
<tr>
<td>aboutus.htm</td>
<td>30</td>
<td>6.17%</td>
</tr>
</tbody>
</table>
Table 3 – Pageviews for the most visited sections of the Jozart website.

4.3 Issues

Through analyzing the data that was gathered it was determined that the website serves the general needs of the users most users, however it has also been determined that the users would like the interface to be more efficient and easier to use.

Also, we can see from Google Analytics that the most viewed page after the index is the events page. However, the events page contains nothing but a link to the external MySpace page. It brings up the issue that users could potentially just be bookmarking and visiting the MySpace space, and completely ignoring the main website (which is highly likely because it is rarely updated and contains no event information).

We were unable to use Google Analytics to form any other useful conclusions about the visitors that were relevant for our study. For example, Google Analytics provides technical information about the user’s browser, connection speed, geographic location, and so forth. This information, while definitely useful for web development, is out of scope for our project.

5. Discussion

We recommend a complete restructuring of the site to make its navigation more intuitive and less confusing. There is much redundancy and uncertainty when navigating the site, according the users. Even our own team members had difficulty when navigating the site to find something as simple as the events listing. To make matters worse, the events listing is external to the Jozart

site itself, and is hosted on a Myspace page. Not only does this reduce the flow of navigation for the site, but many site visitors may be unfamiliar with the Myspace website or react negatively to the sudden jump to another website. Not only is this sudden, but it may be perceived as rude or unprofessional (Petersen 1999). One user responding to our survey even stated that she was not aware that a Jozart website existed, and had only visited the MySpace page. This is not very surprising, however, as there is no advertising for the Jozart website on the Jozart MySpace page. Although it is outside the scope of our analysis, we suggest that an update is made to the MySpace page immediately to fix this.

Events should not solely be added and updated within a MySpace page. This limits users to only being able to view the events through the MySpace page. Not everyone has a MySpace account, and users may think that they need one in order to view the events (this is not true, but in order to view detailed information about calendar entries on MySpace, you need to log-in). Also, it is our opinion that it is unprofessional to host the events listing on this external site, especially since this calendar is limited to MySpace and cannot be shared with another website or embedded anywhere else in any other form. We recognize that the MySpace calendar is relatively easy to maintain and deal with, but there are other alternatives that could be more user-friendly and that can be embedded within the Jozart website easily, so the events can be listed in more than one place. For example, we have found that the Google Calendars program is free and just as easy to work with.

There was a theme prevalent throughout the website of unnecessarily-elongated task processes. The artists gallery, for instance, required the user to click through an artist navigation page
before selecting an art gallery in the gallery navigation page. While this might seem reasonable on paper, the current setup is based on the design for handling a large amount of entries. This means that, in its current setup, the website can support many artists' presences; if each artist's galleries were present on the same page, then the page would require a considerable amount of scrolling in order to navigate the page fully, which would be an unwanted task. However, there are only three different artists on the website, and each has no more than three galleries of pictures; placing both the artists and their respective galleries on a single navigation page would be entirely feasible. This would result in a reduced task load for the user, which, likewise, would increase the ease of use for the user as well.

The task to locate the upcoming music events provides two user difficulties: not only does the user have to click through a web page whose sole purpose is to provide a link to the studio's MySpace page (which presents the upcoming events listing), but the redundant page also opens up in a new window (or a new tab if the web browser is Firefox). Creating a new viewing window could be very disruptive for the user, as the user could be confused by the lack of being able to click the "back" button from the instanced page. Accordingly, the elimination of this pop-up feature is one of our proposals for change. This leaves the issue of the redundant page, an issue which is not as easy to resolve. The initial solution would be to transfer all information concerning future events onto the currently-redundant events page, as it is further up on the task list; this would lead to the elimination of the MySpace page. However, current users could have the MySpace page bookmarked, as it is the final destination of the task. Thus, eliminating this page would be immensely disruptive to users who only used their bookmarks (and would come across a 404 error page as a result). In addition, MySpace has the feature of rapid and repeated
editing: content on the final page can be changed without changing the source markup for the page; this is not a feature of the Jozart Studios website. Eliminating the currently-redundant middle page will create the same benefits as per the art gallery task: a decrease in the amount of time required for the task and an increase in the ease of use for the user.

Ironically, the website already contains an implementation to the recommendation for accessing the events listing: located on the home page of the website is a link which takes the user straight to the MySpace page for Jozart Studios. In addition, the home page contains a link (titled "Open Stage") which leads the user to the non-MySpace events page - this is an exact duplicate of the task path which was featured in our task analysis. A reduction of these redundancies (towards the recommended task-path, that is) would decrease ambiguity in the website while simultaneously clearing the home page of excess clutter in the form of redundant offerings. This could be achieved by simply group the items together in a more efficient manner. For example, instead of linking to the events page from the “open mic” link, “Events” link, and “new events page” link, only one could be used on the main menu.

The main navigational bar should be limited to less objects, as the current version of the navigational bar is made up of two rows of several items. According to what is known about short term memory, it is best to limit navigational menus to no more than eight or nine items (Baddeley 1994).

We have found that images on the website do not include alternate text. This should be fixed, as it can become a problem if/when images do not load correct, resulting in a confusing and ugly
blank spot on the page, and also because it's important for blind users who rely on screen readers to describe the content of a website that they cannot see with their eyes. It is very easy to add alternate text to these images, so this problem should be remedied immediately.

To make navigation easier, the website could benefit from a site map. This listing of every section and sub-section of the website could help users locate information quickly, especially when it is difficult to find with the navigation bar. Especially when a website has multiple levels of web pages, much like the Jozart site does, this can prevent users from having to “dig” through multiple levels of navigation before finding content, displaying it to them in a simple, comprehensive tree structure instead. However, this site map would have to be updated when sections of the website are added or removed for users to reap benefit from it.

In addition to the navigation, our user analysis has shown that users would like to see more information about studio events and the services offered at the establishment. When viewing the current website, there is no clearly labeled “services” element. This is a common inclusion on many business websites, so this should be added to the site’s navigation. By having a landing page for the studio’s services, some other current navigational elements could potentially be placed inside, removing some unneeded clutter from the navigational bar.

In addition, there are numerous features which are listed on the home page of the website that are not found anywhere else (e.g. offering piano and guitar lessons). There are no indications that these services of Jozart have been deprecated, so ambiguity about such services could lead to a frustrating experience for a user (like a person who was looking for guitar lessons, only to not
find any information about it whatsoever on the website). As such, the recommendation is to search through the website and verify each service or feature offered by Jozart online. If a feature is located but not listed anywhere else, then either (a) Jozart should create new content on the website in order to provide information about the feature, or (b) Jozart should remove the advertisement of the feature from the website. This way, there will be no ambiguity about features and services offered on the website, as either the features and services will have pertinent information contained online or the features and services will not be offered at all.

Also, to increase the readability of the text, our perception lab produced the recommendation that the font on the website be a sans-serif font like Arial. This font received the highest preference score out of the fonts which we used, and its use also resulted in the fastest reading speed of the six fonts. It should be noted, however, that this is a minor suggestion, and its implementation (or lack thereof) will not affect the website's performance drastically. The reason for this is that the website does not contain a large amount of text which the user must read - Jozart's website exists mainly to inform the user of current events and to provide multimedia content, not to store large essays or news articles. Hence, while changing the font to one such as Arial might improve performance slightly, it is the actual design of the website which will affect performance mostly.

We feel that our findings concerning fonts could serve to benefit the Jozart site as a simple reference for when the actual design choices are made. By using our results, it could help the designer determine what fonts are more acceptable in regards to readability and speed of reading. Since we don't expect the reading speed to be critical on the new site, we would expect that readability would have the most weight when the designer is making decisions. For example,
from our findings, it would make sense to choose a font which is sans serif, as our test subjects scored the fastest reading times using sans-serif fonts.

6. Conclusions

Overall, we enjoyed working on this project, and feel that we were productive and fruitful in our work. We feel that the separate stages of our work have helped us to form a holistic picture of the Jozart website, and have allowed us to make informed recommendations for the site redesign. Although we experienced difficulties in our work multiple times, especially when distributing the survey for users, we feel that our work is complete, accurate, and will provide value to Jozart Studios.

If we were to continue working on the project, we would undoubtedly increase the amount of subjects for our experiments. This would insure that our results were more representative of the site’s audience and that would be more beneficial for determining what to improve on the website.

In addition, we would likely extend some of our analyses to make them more appropriate and relevant for the Jozart site specifically. For example, it might be interesting to see what font subjects would prefer on the Jozart website itself. It would be interesting to find out if this would alter font preferences, as the fonts would be judged on appropriateness for Jozart's marketing, rather than personal preference.
Also, because of the limited project scope, we regret that we cannot get involved with the actual redesign of the site, as our work has been devoted toward it completely. However, we wish Mr. Morosky luck in his redesign of the website.
7. References

