

WEBSITE RECOMMENDATION REPORT GUIDELINES

Introduction

- Describe in detail the client's need for a webpage revision. You might indicate the need for greater visibility or increased advertising, etc., but note, this is **not** the place to indicate the specific problems with the site, but why the client might want an improved site.
- Include description of research procedures to give credibility
- Forecast structure and content of the report
- Include URL of the website

Discussion

Usability Test Purpose

- Explain why usability is beneficial for evaluating web pages and then include the specific purpose of your test, e.g., "The purpose of the usability test was to gather data to inform the creation of a website whose content and design match its users' needs and client's purpose."

Research Questions

- Include the specific questions you hoped to answer about the web pages, e.g., "The usability test was designed to answer the following questions:..."

Demographics of Test Participants

- Justify why you chose the three participants you did in order to show that your participants are your client's targeted audience.

Test Procedure

- Explain how you conducted the test including pre and post test questions

Findings

- Include specific problems participants had, or specific aspects of the test pages that the participants liked. Quotes are helpful. Be sure to emphasize recurring problems

Recommendations

- **Recommendations should be based on findings from your research (both usability testing and design elements you learned in class).** Restate the problems your test participants found with the site as well as the design problems you identified and explain **in detail** what could be changed on the site to alleviate those problems. This section details the content and design of the site and the justification for those content and design choices.
- Explain how implementing your recommendations better fulfills your client's purpose and the users' needs than the original website.

References, If Needed

- Use a consistent format for citing all references
- Cite references in the body of the report as needed and also at the end of the report in a list of references. In text citations should include the last name of the source, the date, and a page number when appropriate. The list of references should be in alphabetical order according to the last name of each source.