



# Usability Review

Morningside Scouts

22/05/2011

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## 1. Review summary

On 22<sup>nd</sup> May 2011, Peak Usability reviewed the Morningside Scouts website, <http://www.morningsidescouts.org.au/>.

Our process was to review these websites against **20 commonly accepted guidelines** for good website usability. This approach we commonly use to assess small to medium sized organisations.

This document outlines our findings and recommended changes to these websites. We have included screenshots of the areas of the sites in question.

## 2. About this review

The following icons are used throughout the document to give a quick indication as to how well your site meets each of the guidelines.



Guideline not met - the site fails to provide the content/experience required.



Guideline partially met - the site meets this guideline in only some circumstances.




Guideline has been met - the site consistently fulfils the requirements of this guideline.

### 3. Guidelines and findings

**Guideline 1 – Your homepage should clearly communicate who you are, what you do and what the site is for.**

- ▶ Create a positive first impression of your site
- ▶ Communicate the website’s value and purpose
- ▶ Limit the amount of prose, text or content on your homepage
- ▶ Ensure the homepage looks like a homepage

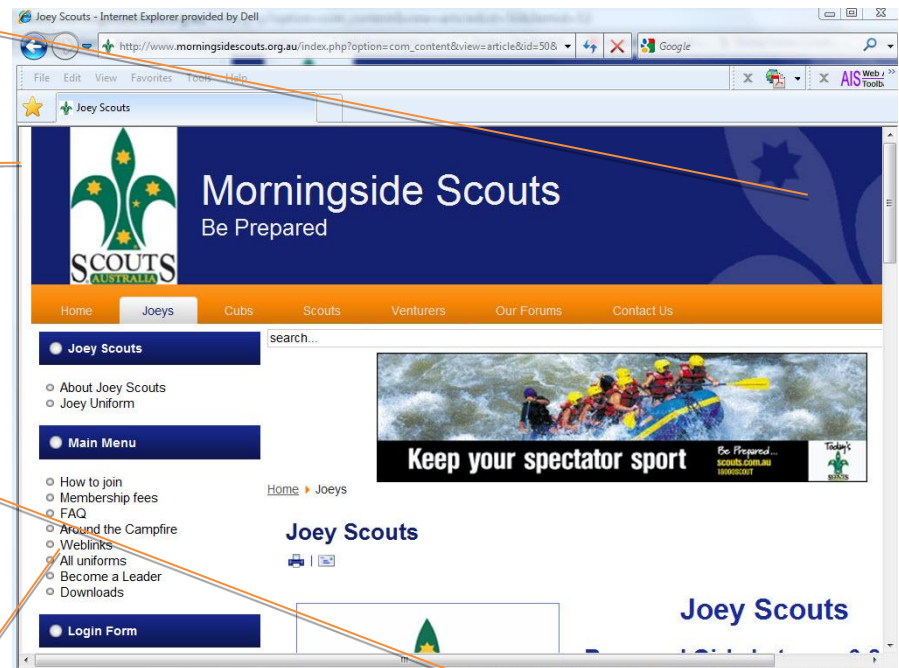
Meet guidelines: In part 

Users generally expect Search and Log in to be located at the top right of the page.

This is what the site looks like at 1024 X 768 resolution still used by approx 18% of Queenslanders. Most important content is not within the first screen and may be missed if users don’t scroll. There is a lot of wasted space at the top of the screen and the heading is effectively repeated with the welcome statement.

This text is unlikely to be read by users as users often don’t read large amounts of text on the home page.

It is not clear if this site is intended for existing members or to attract new members.



**Recommendations:**

- ▶ Consider moving the search field to the blue area at the top right side of the header.
- ▶ Consider moving the log in here or having a log in on the far right side of the page i.e. 3 column layout.
- ▶ Remove the Morningside Scouts heading. The ‘Welcome to Morningside Scouts’ can be the heading.
- ▶ If possible, consider removing the banner ad at the top of the page as it is likely to be ignored by users and affects the credibility of the site as it looks like it has just been stuck there. If this is a Scouts requirement, consider making the image the whole width of the column or see if there is a vertical banner and create a right hand column (3 column layout).
- ▶ Consider moving some of the home page content to internal pages in the website e.g. Scouts everywhere, meeting times.

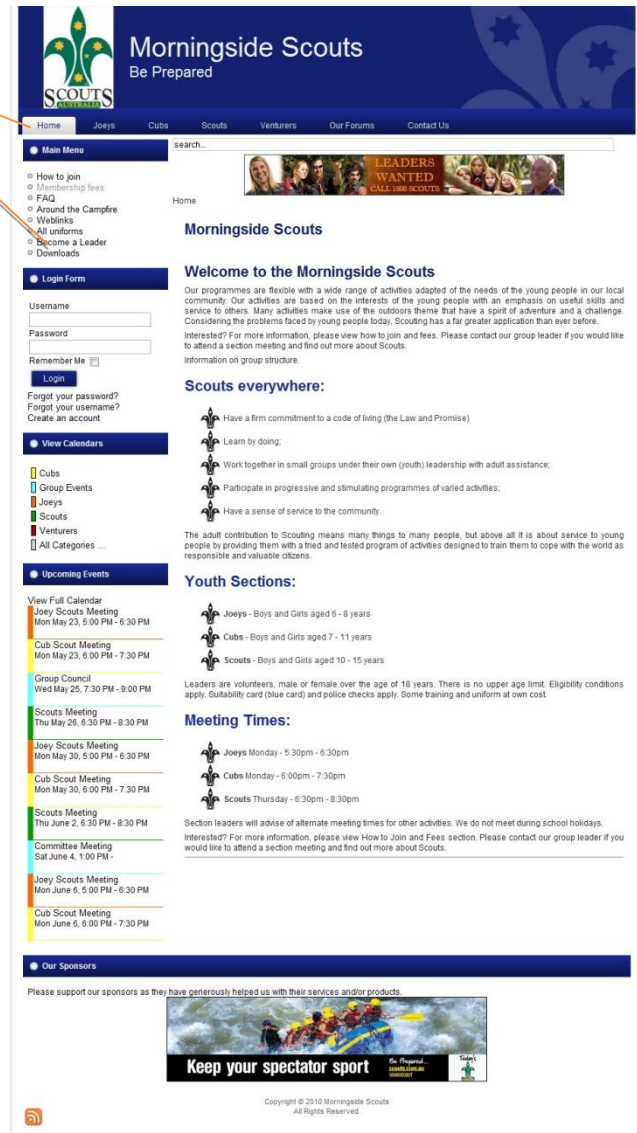
**Guideline 2 – Your homepage should clearly tell users where to go next**

- ▶ Show users all major navigation options on your homepage
- ▶ Ensure navigation and content areas on your site look like navigation and content panels (and not ads)

Meet guidelines: **Not met**



The two alternate menus are somewhat confusing. The main menu is normally along the top and is persistent throughout the whole website. Some users exhibit menu dominant navigational behaviour, others are search dominant and others focus on in-page content and links. Some prospective members may miss the links on the left if they are menu dominant. There are no hyperlinks within the page content to accommodate users who focus on in-page links.



**Recommendation:** ensure that the navigation and content is visually distinct from the rest of the material on this page. Considering reducing the amount of clutter and content on the page.

- ▶ Provide one main menu across the top and ensure it includes information for existing members and prospective members.
- ▶ Provide clear links to internal content pages on the home page rather than the content itself.
- ▶ Consider providing chunked groups of links to important content for different audiences. E.g. see [www.commbank.com.au](http://www.commbank.com.au). Consider a separate group of links within the central area of the page to attract prospective members (About us) and another group of links for existing members. e.g. Commbank website clearly demonstrates what services they offer to different audiences.
- ▶ Consider incorporating the links under “Main menu’ into the primary navigation bar across the top e. add a couple more menu links such as ‘About us’ and ‘Resources’ for links, downloads etc.
- ▶ Combine calendar headings into one heading called ‘Calendar upcoming events’.

If it is warranted, we might provide an example mock up incorporating recommendations.

e.g. Suggested redesign of the Morningside Scouts home page based on issues identified.

**Morningside Scouts**  
Be Prepared

Home About us Joeys Cubs Scouts Venturers Our Forums Resources Contact Us

**View Calendars**

- Cubs
- Group Events
- Joeys
- Scouts
- Venturers
- All Categories ...

**Upcoming Events**

View Full Calendar

- Joey Scouts Meeting  
Mon May 23, 5:00 PM - 6:30 PM
- Cub Scout Meeting  
Mon May 23, 6:00 PM - 7:30 PM
- Group Council  
Wed May 25, 7:30 PM - 9:00 PM
- Scouts Meeting  
Thu May 26, 6:30 PM - 8:30 PM
- Joey Scouts Meeting  
Mon May 30, 5:00 PM - 6:30 PM
- Cub Scout Meeting  
Mon May 30, 6:00 PM - 7:30 PM
- Scouts Meeting  
Thu June 2, 6:30 PM - 8:30 PM
- Committee Meeting  
Sat June 4, 1:00 PM -
- Joey Scouts Meeting  
Mon June 6, 5:00 PM - 6:30 PM
- Cub Scout Meeting  
Mon June 6, 6:00 PM - 7:30 PM

**Welcome to the Morningside Scouts**

Flexible programmes with a wide range of activities adapted of the needs of the young people in our local community.

Our activities are based on the interests of the young people with an emphasis on useful skills and service to others.

Many activities make use of the outdoors theme that have a spirit of adventure and a challenge.

**About us**

- About Morningside Scouts
- Scouts philosophy
- Meeting times
- Membership fees
- How to join
- Age groups
- Uniforms
- FAQs

**Existing members**

- Joeys
- Cubs
- Scouts
- Venturers
- Around the campfire
- Become a leader
- Downloads
- Links for scouts
- Our forums

Interested? For more information, please view How to Join and Fees section.

Please [contact](#) our group leader if you would like to attend a section meeting and find out more about Scouts.

**Our Sponsors**

Please support our sponsors as they have generously helped us with their services and/or products.

**Keep your spectator sport**

Be Prepared...  
scouts.com.au  
morningside

**challenge...**  
pathways to success  
**venture into the unknown**

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Joomla! template created with Artotaker

### Guideline 3 – etc

- ▶ For each of the 20 guidelines we use to review, we have a number of specific points or checkpoints that we review against.
- ▶ Guideline 1
- ▶ Guideline 2
- ▶ Guideline 3
- ▶ Guideline 4
- ▶ etc

Meet guidelines: Not met 

## 4. About Peak Usability

Peak Usability is a user experience consultancy based in Brisbane, Australia. We work with organisations, large and small, to help them achieve their business goals. We do this by helping to develop highly usable and effective websites and applications.

We provide services such as:

- ▶ User research & requirements
- ▶ Interaction design
- ▶ Information architecture design
- ▶ Usability reviews
- ▶ Usability testing
- ▶ Accessibility audits

We also provide training:

- ▶ Web usability
- ▶ Usability evaluation and testing
- ▶ Interaction and web application design
- ▶ In-house training

Peak Usability is a Queensland Government GITC accredited business (Term Agreement Q-3106) and an Australian Government Supplier.

Some of our clients include:

- ▶ Flight Centre
- ▶ Tourism Queensland
- ▶ Ergon Energy
- ▶ iiNet
- ▶ RACQ
- ▶ Budget Direct
- ▶ Oubrisbane.com
- ▶ Queensland Government

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