

Website Menu Design

Crowd Testing

Summary



TIME
3 days



OF TESTERS
56



DEMOGRAPHIC GROUPS
School leavers
Post graduates
International students



3 MENU TYPES
Current design
Design A
Design B

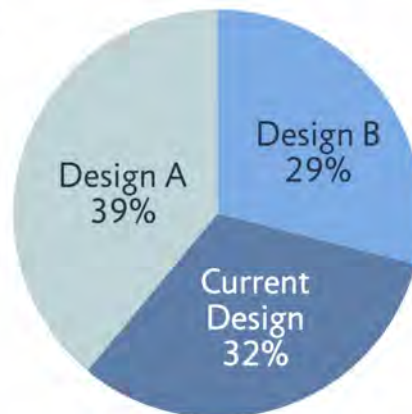
Findings

1 No significant difference in overall preferred menu

2 No significant difference between demographic groups

3 Identified issues with Information Architecture and Content Layout

4 Perception of menu navigation anecdotally favours Design A



FAMILIARITY EFFECT
preference for the 'last seen' design



The strong correlation between the last viewed menu and selected preferred menu may be due to the familiarity effect.

"...This particular menu was very easy to follow or maybe it was because I was getting more familiar with the site in general."

REASONS WHY A PARTICULAR MENU WAS PREFERRED OVER OTHERS

Design A	Current Design	Design B
<ul style="list-style-type: none">✓ Simplicity of the language✓ Accessibility of key information✓ Simplicity of layout <p>"...I like the presentation of the drop down menu..."</p> <p>"...I think it offers the easiest way to access necessary information..."</p>	<ul style="list-style-type: none">✓ Use of Te Reo Māori✓ Arrangement of menu✓ Inclusion of additional information <p>"it shows they are taking steps to incorporate the multicultural identity.."</p> <p>"You were able to see all the options and links with one click..."</p>	<ul style="list-style-type: none">✓ A 'balance' between simplicity and complication <p>"...this option felt like a 'happy medium' between all of the menu options"</p> <p>"...it was much easier to navigate and the navigation process had a logical flow..."</p>

Issues with Information Architecture and Content

- Icon: Categorisation of information
- Icon: Order of information on the page
- Icon: Different valid answers found across multiple pages
- Icon: Presentation of links
- Icon: Multiple ways of finding the same information