

case study

Nottingham Trent University

Category: Usability

View site: <http://www.ntu.ac.uk/>

the brief

As part of its ongoing programme of refinement Nottingham Trent University commissioned MarketingNet for the third year to conduct usability research into a specific area of their site.

The University Library service where experiencing lower than expected uptake of some of the features of their site and felt that students were not receiving the level of service demanded in their charter. MarketingNet were asked to provide consultancy and recommendations for the in-house web team.

our solution

MarketingNet reviewed the web statistics to identify trends and categorise the on-line habits of existing users. This intelligence helped to guide the test environment and establish the test scenarios. Using a combination of focus group & individual tests the Usability team used scenario based eye-tracker tests across a broad spectrum of user groups.



On line surveys produced an outstanding 84% return (albeit incentivised by the eponymous Apple iPod), which provided the quantitative evidence validating the initial findings. Competitor university library and on-line retail site were used to benchmark the research.

the result

A series of 'quick' wins were identified and the implementation of these resulted in a significant up take in use of the core library services.

Additional to the navigation and site structure, key phrasing and terminology was altered to reflect the user needs and level of knowledge. In subsequent tests these simple changes to the text on the site resulted in uplift in comprehension from 58% to 92% across the combined user group.