

## 1. Recommendations for visual changes

### 1.1 Detailed recommendations

These recommendations are a result of a brief analysis of the current site. They are recommendations only; a formal requirements document needs to be created before proceeding with any implementation details.

#### 1.1.1 Navigational recommendations

- There are some cases of deviation from expected behavior associated with clicking on navigation elements that should be addressed. For example, when clicking the X X title on the top of the screen the user may expect to be taken to the X Homepage. However, this is not a clickable image. The only way home is the “X Home” link on the top menu.
- There is “site search” functionality, but it is limited. The new XX implementation of Ultraseek may address the search concerns. Perhaps the limited functionality is the reason why the site search is not just made present on each page.
- Providing more information at a glance (particularly through additions to navigation) would be beneficial for the user. In fact, there are many pieces of hidden or buried information which would benefit to becoming part of the persistent navigation by means of a more completely realized “fly-out” menu. A multi-layered “fly-out” menu would allow the links currently contained within each content section to be grouped with the main navigation button. When a user rolled-over a navigation button, a secondary menu would appear with links to all the content in that section. Doing this provides the user with a consistent location to drill down to relevant information. Refining the menu structure would group all of the content in a more cohesive fashion and the navigation would function more like a table of contents.
- The left side navigation does not appear to be in a specific order. It is not alphabetical, so perhaps it is in priority order (either way, it is unclear). However, the landing (or home) page does not offer an explanation for the menu items. Typically, landing pages include detailed information about menu choices to help users determine their best course of action (especially for complex sites like a Human Resources site).

#### 1.1.2 Style

These stylistic recommendations are from an initial analysis of the site.

- As this site is intended to be informational and functional rather than promotional, it is recommended that heavy graphics should be avoided and the use of cleaner textual styles through Cascading Style Sheets be employed. Cleaner buttons, graphical visual cues and a much more refined navigation will add immensely to the User Experience.
- In general, more explanation is needed throughout the site (i.e., more textual description). Upon selecting a subcategory, there is some information about what that subsection contains and how the user should proceed. Additional drilldown data (that is, more information about how the information is categorized) would help. If the user does not need to read the information, they will merely skip to the functionality, so providing more data is preferable. This implementation was well done on the “New Employees” landing page.
- One style suggestion would be to reinforce the navigational location more closely. Having the main navigation buttons change color, or providing a “breadcrumb” trail would emphasize location. Providing a site map would also allow the User to see an overview of the site, allowing for a more comprehensive understanding of the presentation of information. A site map is *highly* recommended for a site this information dense.

## SAMPLE PAGE

- The site may need to be re-branded as part of a merger with X and X.
- As much of the site is textual rather than graphic, better use of style sheets is recommended to format the text in ways that “pop” or “call out” to a user more effectively. Style sheets can be employed to make distinctive bullet points, change margins, etc. Formatting the text on the site will create a more engaging, attractive user experience without adding unnecessary graphical elements.

### *1.1.3 Accessibility*

- To keep the site up-to-date with existing government accessibility standards (Section 508) as well as to make sure the site is user-friendly to all current and potential Inovant employees; it is recommended that ALT tags be used to provide descriptive text to users who may be utilizing a screen reader. ALT tags are important outside of accessibility requirements, since they provide descriptive information about images (which may be turned off by the user) and links (prior to following them).

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