

Website Support - Usability Consulting

Service Name	Website Support – Usability Consulting
Description	This service provides website usability testing for non-academic departments creating a new site on the web content management system (WCMS, SharePoint at the time) or departments seeking to improve the usability of their current WCM site.
Eligibility	Faculty and staff from non-academic departments designated as a departmental web administrator. Students will be among those recruited as test participants.
How to Request Service	<ul style="list-style-type: none"> • Contact the IT Service Center (864.294.3277 or service.center@furman.edu) • Contact Jean Childress (864.294.3545 or jean.childress@furman.edu)
Availability	The service is available during normal business hours, M-F from 8:30 am – 5:00 pm. Extended hours availability as needed during participant testing.
Charges	There are no charges for this service. Customers may be responsible for charges related to the testing such as incentives for participants.
Service Line	Learning Technology Services
Features	<ul style="list-style-type: none"> • Maintains current training to assure the trends in web usability are incorporated in the testing and design recommendations • Consults in design of testing instruments (card sorts and questions for site testing) • Coordinates and schedules testing site as needed • Assists with site modifications as indicated from testing • Retrieves site analytics from Marketing and Public Relations (M&PR) which monitors and analyses data regarding behavior from site visitors (and changes in behavior) • Sets project timeline for testing and site changes
Owner	Jean Childress, IT Training and Special Events Coordinator
Pre-requisites	Customers must be faculty or staff departmental web administrators with awareness of site goals and at least minimal experience making changes in WCMS. The department representative should be available to assist with test design, participant recruitment, and site changes.
VP Customer	Vice President for University Communications
Delivery Channels	<ul style="list-style-type: none"> • Consultation with departmental web administrator • Delivery of testing instruments • Participant testing sessions • Site changes as indicated • Analytics report provided by M&PR
Service Targets	<ul style="list-style-type: none"> • Initial response to requests made within 1 business day. • Meet project timeline completion (negotiated in the test planning phase) • Measurable improvement seen in M&PR provided analytics. • 100% positive customer evaluations.