

COMM1730 Interface Design

Assessment 1
Evaluation report

Website:

Living Potential Care Farm - <https://www.livingpotentialcarefarming.org.uk/>

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The website I have chosen to evaluate is Living Potential Care Farm, this is an organisation that connects people with nature, by giving them the opportunity to look after animals and plants on their farm. Their main aim is to have people join their organisation and better their wellbeing by helping out on this farm. In order to achieve this, their website needs to give users information about this and guide them to the right section to fill in an enquiry form. This report allows for the website to be properly analysed, and causes the issues to be highlighted and evaluated, to eventually be corrected in my redesign of the website. This is important, as I need to be aware of what is not functional within the website, so these can be fixed and improved in the redesign. The target audience of this organisation is people who would qualify for their programme as well as companies seeking to improve teamwork, as well as people who have referrals from doctors, and those who are struggling with their own wellbeing. In order to properly assess this website, I looked at a persona, which is a specific person that fits within the target audience of the organisation. As well as this, I have used the trunk test, looked at browser sizing and the accessibility across multiple browsers, and carried out user testing/research to support my evaluation. All of these tests allow me to gain a fully informed understanding of what the users of this website struggle with. After having a browse through the website and carrying out these tests, I have found that there are quite a few improvements that will need to be made, for it to be not only aesthetically pleasing, but functional and easy to navigate, even with minimal technological literacy. I will be aiming to achieve this in my redesign of their website.

In order to identify the strong and weak points of this website, I have used a myriad of methods in order to yield the most accurate analysis of the website in terms of its functionality for the target users. These methods do include the use of the usability checklist and the accessibility checklist as well as tests such as the trunk test and checking the functionality and accessibility of the website across multiple browsers including the various sized devices that would be used to access the website. I also carried out user testing where I asked multiple users to attempt to navigate the website and report back any issues they had with this . The user checklist and the accessibility checklist are basic lists on what a website needs to include in order to function properly, and be accessible to every user. The trunk test is where you imagine you've been thrown blindly into the website, and try to navigate the system. This is a good method of testing the ease of navigational ability of websites.

In the user research, I asked four people to attempt to use and navigate the website, and give feedback on any issues they found. First of the identified problems was that many people were unsure on where they needed to go from the homepage in order to access certain pieces of information. This is due to pages not being labeled effectively.

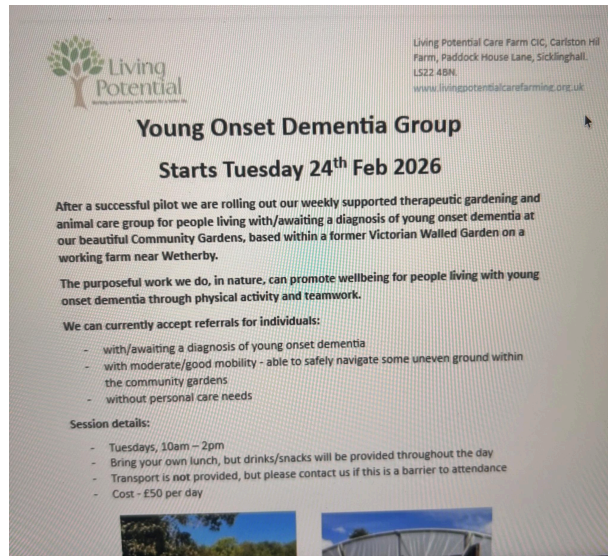
When asked to find simple information, such as the location of the farm, or eligibility criteria of a referral for the programme, three out of four people were unable to. This is because this information is found within the contacts page, and the community gardens page. Users found this confusing because it is not obvious that this information would be found there. To correct this in my redesign I will be creating a page for the location of the farm, and include eligibility criteria for the referral programme on the homepage, so that it will be easily found by users.

Visual clickability is one of the aspects of the website that should be obvious to the users. However, this is not the case as many found that they could not easily navigate the page due to the fact that the arrows were hidden on the images, so they did not know that they were clickable. To solve this issue I will change the colour and size of these arrows to make them more visible. Although, it can be noted that the links to the different pages, at the top of the home page are identifiably clickable, meaning it is easy to find the other pages of the website.

When carrying out the trunk test, I also found that the website was difficult to use and understand, due to the lack of information in high traffic areas, such as the home page. This can be easily fixed by ensuring that the important information about the organisation will be on the homepage.

The next step in my research, was to ask the users to look through the website, and give feedback on any issues they found regarding the accessibility feature. Accessibility is important, as it allows all users to have the ability to use the website. Without accessibility features, many people would struggle to use websites, causing it to not be functional to all users. An example of this may be an audio feature for those who are visually impaired, where all the information (including pictures) have ALT text so a description is given to the user, this is so they may understand what is on the website, and have access to all of the information available without being excluded through information only being able to be received visually.

In the accessibility checklist, it can be seen that images should have ALT text and text should not be embedded within the image, as this means that the information would be missed. In the research, it was found by multiple users that there was text embedded within images, such as the newsletter about the dementia group they host (as seen in the image below). This is a block preventing anyone who is visually impaired from receiving all the information that is presented on the screen. To correct this I would change the format that the letter is presented in, and have the information on the page rather than an uploaded picture.



(image from livingpotentialcarefarming.org.uk)

Another section of the accessibility checklist is about the page structure. This goes into detail about how headings should be present on each of the pages and should be appropriately relating to the content that is found on the page. In the user research, it was found that the page header for the 'about us' page was misleading, as the page contained information on the people who work there, and not information about the company or farm itself. This was found to be confusing, as most people would assume that this page would contain information on the company and the farm, and not just the workers. In the website redesign, this page will be changed to contain information about the organisation and the farm itself, as well as the members of staff who help to run the farm, meaning it will be easier for users to find this information, and will cause less confusion.

Looking into the code and robustness of the website, I found that some of the basics of the code were missing, such as the title, this is a simple part of the structure of a website that has not been included. Checking the website from different browsers and sizes is important as users may be accessing this website from a variety of browsers (such as safari or chrome) not only this, but they may be using different devices, so I tested the website by opening it from different browsers, and using different devices (phone, laptop, tablet), I found that the website worked well across different browsers, however, when being used on a smaller device (such as the phone) some of the website became squeezed together, making it confusing to understand and navigate. To change this I would ensure that all the information and text fit appropriately onto the smaller screen sizes.

Overall, in order to improve this website I will be including a variety of alterations that will allow all users to be able to access it easily. This will mean that Living Potential Care Farm's website can effectively communicate with their target audience and fulfill their aims of having people attend their farm. This will be achieved by: creating a page containing the information for the location of the farm, including the eligibility criteria in the homepage- where it can easily be found by any users, changing the colours of the arrows to make them stand out and noticeably clickable. As well as ensuring all photos have the appropriate ALT text and do not contain embedded text and headers of the pages aligning with the information, by changing the about us page to actually contain information about the farm, and not just the people running it.

References

2016. livingpotential. *livingpotential*. [Online]. [Accessed 31 March 2026]. Available from: <https://www.livingpotentialcarefarming.org.uk>.