

Investigating the usability of universities' websites: Upgrading visualization preference and system performance

ABSTRACT

The usefulness of a web site is based on the prospect of a satisfactory website user. In improving the usefulness of a university's website, it is essential to present precise data and disseminate prompt information to students. This paper was conducted to analyse and recommend a better process for the information display (content and work processes) of university websites development. Questionnaires were distributed and feedbacks were received from 350 respondents. The aim of the study was to evaluate the effectiveness of the process of (content and processes) of the university websites based on five main aspects: i) Content and Organization Structure, ii) Linkages and Navigation, iii) Language, iv) Education Content and v) Option and Performance. Analysis showed that the percentage of question items has a positive tendency in perception regarding improvements need to enhance the intensity of the university website portal, especially in terms of links, content organization and live help desk requirements that can directly provide an easier means of that can providing information and accelerating up the operation of receiving data. In summary, this study also outlines the proposal for academic websites display to increase the serviceability of the site to users.