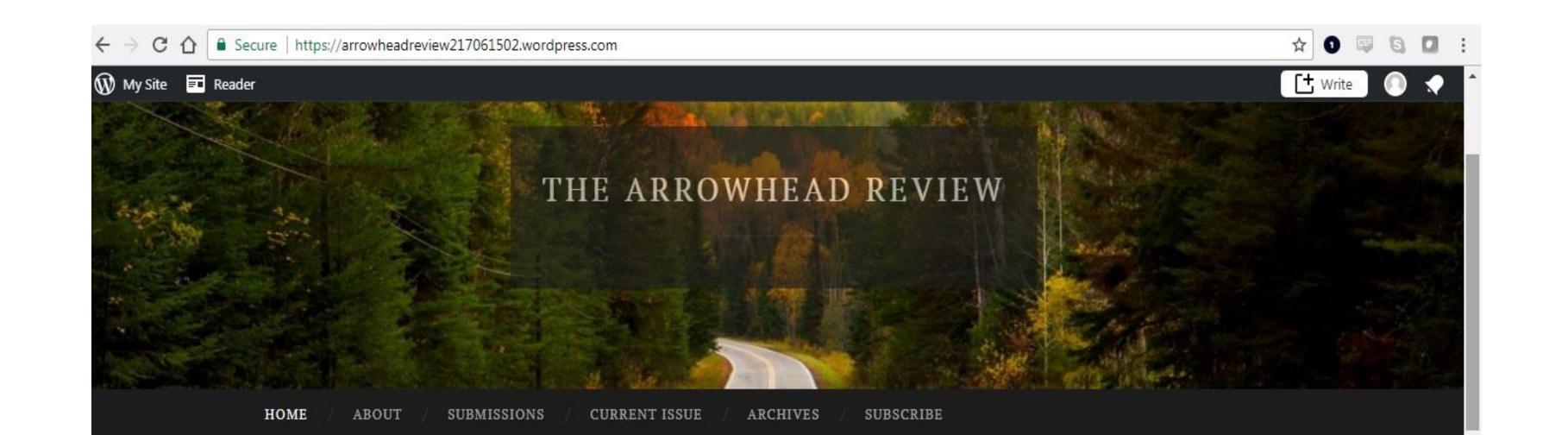
# **Usability Factors in Website Design: A Case Study in Developing a New Literary Journal** Antoni Grgurovic | Research Showcase | Spring 2018

## Introduction

The field of usability is a fertile one for technical communicators looking to expand their skillset and expertise. This study applies the skills of technical communication to a field with little to no current research on usability and human factors, namely, online literary journals. The usability factors identified from a detailed literature review were then applied in developing a website prototype for a new literary journal. A usability test was conducted and the results analyzed to confirm the effectiveness of these best practices and to identify additional usability factors. Recommendations for technical communicators are then discussed regarding how best to incorporate usable design when developing content using the website as the primary medium.





- Content analysis of 35 current literary journals to survey the designs currently in use
- Creation of prototype
- First round of quantitative usability testing with four participants
- Revision of prototype
- Second round of quantitative usability testing with two participants
- Qualitative debriefing interview with each participant

#### The Journey Begins

MARCH 29, 2018 / LEAVE A COMMENT / EDIT

Welcome to The Arrowhead Review! We are currently seeking submissions for our inaugural issue set to come out this fall. Please submit your finest poetry, fiction, and essays. The deadline to submit is June 30, 2018.

Figure 1: The Arrowhead Review homepage

SEARCH Search ...

FOLLOW THE ARROWHEAD REVIEW VIA EMAIL

Click to follow this journal and receive notifications of new posts by email.

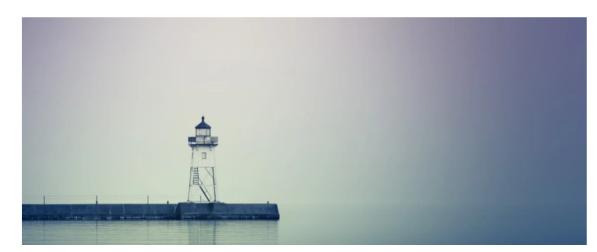
	HOME / ABOUT / SUBMISSIONS / CURRENT ISSUE / ARCHIVES / SUBSCRIBE		HOME / ABOUT / SUBMISSIONS / CURRENT ISSUE / ARCHIVES / SUBSCRIBE	
<b>Usability Factors</b>	Submit	Search SEARCH	About	Search SEARCH
<ul> <li>Recognition rather than recall</li> </ul>	Please submit one of the following to arrowheadreview@gmail.com.	FOLLOW THE ARROWHEAD REVIEW VIA	The Arrowhead Review is a literary journal based out of Minnesota's Arrowhead Region. " <i>THE MINNESOTA ARROWHEAD is a region of superlatives</i> . It contains the State's most rugged topography, lowest and highest altitudes, its only three-way watershed, and richest iron ore deposits; its finest trout streams and best deer	FOLLOW THE ARROWHEAD REVIEW VIA EMAIL
	Poetry: 3-5 poems	EMAIL Click to follow this journal and receive		Click to follow this journal and receive notifications of new posts by email.

- Cognitive load
- Flexibility and efficiency of use

Fiction: One short story of up to 5,000 words	notifications of new posts by email.	
Essays: One non-fiction essay of up to 5,000 words	Follow	
Please specify the genre of your submission in the email title and submit a cover		
letter in the body of the email. Submit your work as an attachment (PDF or DOCX		
preferred).		
Share this:		
Press This     Twitter     Facebook     G+ Google		
★ Like		
Be the first to like this.		

*Figure 2: The Arrowhead Review* submit page

#### hunting; greatest national forest, the Superior; longest and wildest canoe trips; its most elaborately equipped schools; its largest county, St. Louis, one of the most extensive in the nation, covering 6,611.75 square miles" (Writers' Program of the Work Projects Administration in the State of Minnesota, 1941). While we draw inspiration from the Arrowhead wilderness, we look for writing that explores new landscapes, both urban and rural, which provides a window into moments lived but not yet written.



#### Figure 3: The Arrowhead Review about page

### Results

#### Table 1: Usability test results for reader user group

Reader User Group	Time on Task (min) <i>The</i> <i>Minnesota Review</i>	Success / Error Rate	Time on Task (min) <i>The</i> <i>Threepenny Review</i>	Success / Error Rate
Participant 1	02:44	Success	01:30	Success
Participant 2	03:01	Success	03:50	Error
Participant 3	02:56	Success	02:38	Success

#### Table 2: Usability test results for writer user group

Writer User Group	Time on Task (min) <i>The</i> <i>Minnesota Review</i>	Success / Error Rate	Time on Task (min) <i>The</i> <i>Threepenny Review</i>	Success / Error Rate	Time on Task (min) <i>The</i> Arrowhead Review	Success / Error Rate
Participant						
1	05:45	Success	06:15	Success	03:38	Success
Participant						
2	04:46	Success	05:58	Success	03:12	Success
Participant						
3	04:21	Success	06:02	Success	03:26	Success

Recommendations

- Menu design and website navigation should offer direct pathways to content
- Instructional material should be written with concision to reduce the cognitive load of the user

