Investigating the Usability of a University Website from the Users' Perspective: An Empirical Study of Benue State University Website

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Abstract : Websites are becoming a major component of an organization’s success in our ever globalizing competitive world. The website symbolizes an organization, interacting or projecting an organization’s principles, culture, values, vision, and perspectives. It is an interface connecting organizations and their clients. The university, as an academic institution, makes use of a website to communicate and offer computing services to its stakeholders (students, staff, host community, university management etc). Unfortunately, website designers often give more consideration to the technology, organizational structure and business objectives of the university than to the usability of the site. Website designers end up designing university websites which do not meet the needs of the primary users. This empirical study investigated the Benue State University website from the point view of students. This research was realized by using a standardized website usability questionnaire based on the five factors of usability defined by WAMMI (Website Analysis and Measurement Inventory): attractiveness, controllability, efficiency, learnability and helpfulness. The result of the investigation showed that the university website (https://portal.bsum.edu.ng/) has neutral usability level because of the usability issues associated with the website. The research recommended feasible solutions to improve the usability of the website from the users’ perspective and also provided a modified usability model that will be used for better evaluation of the Benue State University website.

Keywords : Benue State University, modified usability model, usability, usability factors

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