

Customer UX Design Audit

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Website/Pages Examined: <https://www.cityofhuron.org/>

Date Examined: Jan. 14, 2023

SUMMARY OF KEY FINDINGS OR CRITICAL ISSUES

After reviewing the **City of Huron: A Great Lake Place** website, we have discovered a series of issues. The issues do not impact collective usability and are not detrimental to overall performance and success of the website. The general issues are cosmetic and hyperlink-specific, and the remedies should be fluid and non-challenging. The primary issues include:

- contrast-color ratio failures
- content format irregularities
- information inconsistencies
- broken links

The website has several contrast-color ratio failures when the color green HEX: #a9c25c rgb (169,194,92) and the color white HEX: #ffffff rgb (255,255,255) are paired on any page or section of the website. The color-pairing is causing visibility and ratio complications. *Figure 1* highlights the user-issue of color-pairing contrast using the two aforementioned colors.

On the main page of the website, an image and its linked verbiage is overlapping neighboring images and content. Located under the Community Calendar, the image – which is a screen shot of the video highlighting the community’s amenities – is improperly positioned. *Figure 2* demonstrates the main page’s formatting issue.

There are information inconsistencies on the GOVERNMENT section of the website and various departments. The website lists various names for the individual currently holding the city manager position.

The auditor found three examples of links not working or failing to take the user to the proper designated location. The next section sites the broken links.

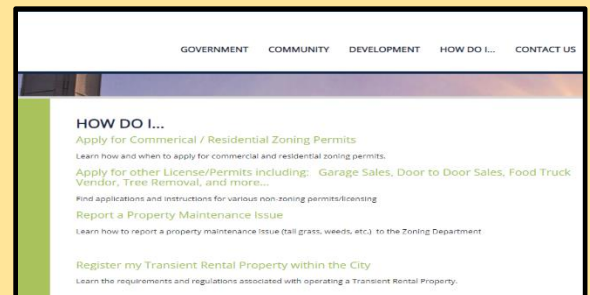


Figure 1

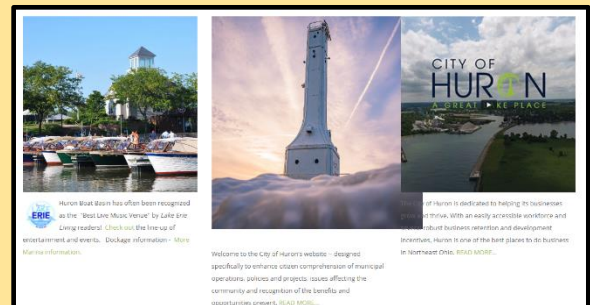


Figure 2

LIST OF BUGS AND USABILITY PROBLEMS

The following list indicates issues the auditor has found existing within the various pages of the website. The issues may or may not be permanent or pervasive; however, the issues were present at the time of auditing:

- the **Digital Familiarization Tour** did not consistently upload; oftentimes, the images would upload but not the text. Sometimes the attached videos would not upload
- **Newsletter Form** and site is oftentimes “unavailable”
- the “click here” function on the **TOURISM** page does not work
- the “Income Tax Form” link does not work. Clicking on the link sends the user to a “This site can’t be reached” location

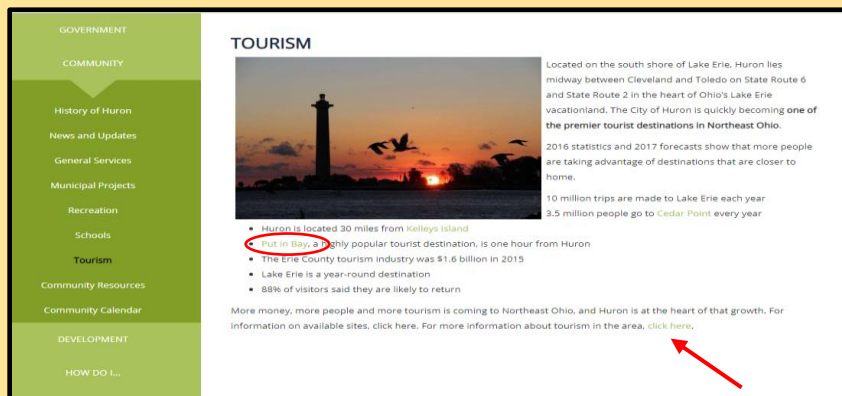


Figure 3 highlights problems areas on the site. The red circle indicates the misspelling of a city name; the red arrow indicates a broken or misdirected link.

Figure 3

OTHER FINDINGS

Some areas of the website may confuse users. Figure 4 displays the website’s city map. A user unfamiliar with the city, the state of Ohio, and topography of the United States may find this map visually confusing. The white color at the top of the map is supposed to indicated water (from Lake Erie) and the blue color indicates land (covering the areas of Ohio, Michigan, and Pennsylvania). However, there are no indicator markers to help orient the user.

There are also several rudimentary grammar and punctuation errors throughout the website and its corresponding pages. The errors do not impact user experience; in fact, most users may not notice the errors. However, ensuring subtle issues such as proper sentence structure, punctuation, and numerical consistency are correct will demonstrate the city’s mindfulness, thoroughness, and reliability.



Figure 4

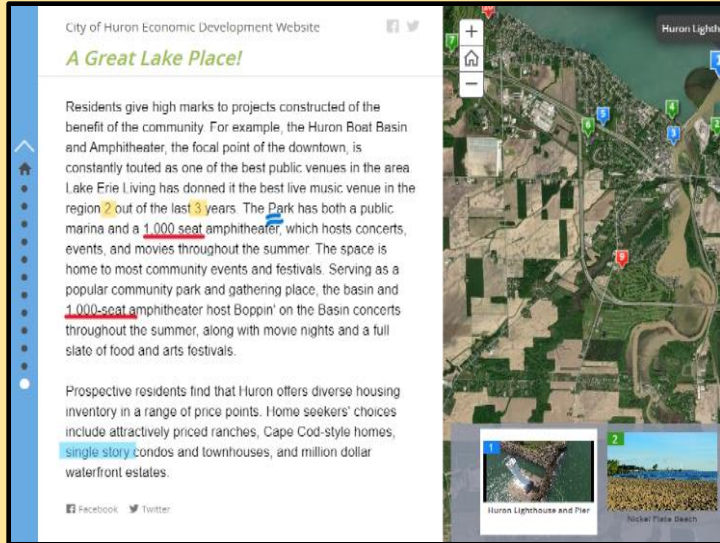


Figure 5

Figure 5 highlights subtle punctuation errors and inconsistencies. For example, spell out the numbers one (1) thru nine (9). There are some words/phrases that require a proper hyphen. Adding the hyphen for “1,000-seat amphitheater” is correct, but it is not being used consistently.

Figure 5 is an example; it demonstrates issues that are existent and pervading on many of the website’s pages.

Upon inspection of the entirety of the website and corresponding pages, the auditor has found several instances of the following grammar and punctuation issues:

- run-on sentences
- missing hyphens
- inconsistent spellings of names
- inconsistent use of Oxford comma (serial comma) in lists
- inconsistent capitalization for proper nouns and names

SUGGESTIONS FOR REMEDIATION

- adopt non-contrasting color pairings and improve visibility, ratio size and consistency
- for hyperlinks, check any security restrictions plug-ins that may be preventing users from accessing the destination
- resize images and amend the arrangement of images and corresponding texts
- hire a professional editor to peruse and edit content text
- update all personnel positions to reflect current configuration

Overall, the website is well-designed with a high success functionality. Appealing images, graphs, videos, and an abundance of information make the website a useful and pleasing experience for visitors. Apart from the usability issues already mentioned, the site’s various working elements and resources function exceedingly well.