

Briefing for 3tfm.org

The video evaluation picked up a number of points, both minor and more important. In this document I will restate the issues I feel are most important to look at and then prioritise the top few which should be considered the most important to correct as soon as possible.

1. The "Listen now" option appears not to work. If this is a known problem, the link should be removed to avoid irritating listeners until it has been resolved.
2. The "Survey" link opens the survey in the same window with no navigation (links to return to the main website). I chose not to enter false data so did not test the "Submit" button, so ensure that once clicked this returns to the core website. Add a "Cancel" button which should return immediately to the core website. Consider providing more ranges in the age question as 40+ is effectively half a person's life and includes a wide range of differences. An alternative would be to have the survey open in a new window with the "Cancel" button simply closing the window and the "Submit" button could display a "Thank you" message with a button to close the window.
3. You may want to consider justifying the text in the main articles so their right and left edges align cleanly instead of the ragged outline present on the right of the page at present. I would advise against justifying text in any narrow areas as this may lead to excessive blank space between words on occasion.
4. I would strongly recommend every image is gone over and an "Alternative Text" entry added (alt tag) as this is essential for many visually impaired users using adaptive technology such as audio screen readers or text based web browsers.
5. The "Contact Us" area of the sidebar is quite far down the page. I would suggest placing this where the "Survey" currently sits, just below the "Listen now" section as it would then be readily available for anyone wanting to contact the station for requests etc.
6. On the side bar, ensure the "3TFM Volunteer" section has only one link per line in order to avoid users clicking the "Site Admin" link when they want the link to check their email.
7. When viewing a full article, the author box is perhaps a little unclear that it is a biography of the article author. Altering the wording slightly to something like "This article was written by" with the name after it should resolve this ambiguity.
8. Moving to the static page links along the top menu bar, there are some standard issues between them:
 - a) each page, apart from schedule, provides an email link which is not clickable. This means a user needs to select, copy and paste the email address into their email client instead of just clicking it and having the addressed email appear. I would recommend adding a mailto: tag to each of these in order to make

things easier for your users.

- b) Each of the above pages has a contact form. Do these go to different email addresses checked by different people? If not, consider having just one "Contact us" page with a form.
- c) The "Advertise with us" and "Get involved" pages carry virtually no information of use to the people you are targeting with them. I would strongly suggest providing a little text about each role for "Get involved" and making it clear what you are offering in exchange for advertising on "Advertise with us".

There are a mix of problems listed above which range from minor niceties to significant problems for your users. I would suggest prioritising the following items for immediate fixing and then work through the rest as your time and budget allows.

1. Disable the "Listen now" link until you are certain the streaming service works.
2. Open the survey in a new window as when closed, users will be returned to the main 3tfm website.
3. Add an alt tag (Alternative Text) to every image on the site. Keep it brief but a meaningful explanation of the graphic. Consider if the text would give you an idea of what the graphic is if you were unable to see the graphic. Text such as "header" or "logo" are unhelpful where as "3tfm logo" is concise and useful.

Calum Morrell BSc MBCS

Member of the British Computer Society
calum@stropharia.com

