

For this in-class small-group assignment, each group will complete this sheet together as a group. **One student** can have their computer open so you are all able to look at a **sju.edu**.

Website Messaging (signs and signifiers)

Complete the below table with signs on the sju.edu website and what those signs signify (the message). Think expansively about signs, which can be colors, people, typefaces, layouts, etc. I have listed one possible pairing.

Sign	Signifier (the message)
Barbelin Hall images	Beautiful, historic campus close to Philly; Opportunities for employment and internships

Website Audience

Who do you think are the primary and secondary audiences for today's version of the SJU website? What exactly on the page signifies those are the audiences? How do the signs on the page connect to what that particular audience might want when coming to the site? Is there noise getting in the way of the message from the website to that audience?

Page Clicks to Destination (beginning usability)

I would like you to map how to get from the home to the front page of your group's site---Com Department, Barnes Arboretum, Maguire Museum. Use the below list to note the exactly wording of the link, the exact page you are brought to, and that click is appropriate, makes sense, or is confusing. Be sure to count inner page clicks, too, such as menu items and drop downs. **Do not use the search feature.**

#	Link Name	Page Brought To	Appropriate?
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Do you think this is an appropriate number of clicks to get to your destination? Is the process of getting to your make sense?