



COHORT HONESTY

EXECUTIVE STRATEGIC LEADERSHIP MASTER CLASS 2022

JACOB - ABBEY GLOBAL INSTITUTE FOR LEADERSHIP STUDIES



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EXECUTIVE SUMMARY

A website, according to the Merriam-Webster definition, is a collection of World Wide Web pages that are usually linked together and made available online by an individual, company, educational institution, government, or organization. As part of the Executive Strategic Leadership Masterclass (ESLM) of 2022, this team (Team Honesty) was assigned to assess the institutional website (www.jaglobalinstitute.org) and make relevant recommendations for the future.

The goal of this project is to look at the primary factors that can influence online consumers' perceptions and behaviors from a marketing standpoint in order to create a successful and interactive institutional website. A thorough literature analysis, stresses the unique role that web design may play in user-interface interaction.

In conclusion, we present a decalogue of recommendations for improving the content, design, security, and navigation.

INTRODUCTION

A website is a central location of web pages that are related and accessed by visiting the home page of the website using a browser. A website can be designed based on the organization's requirement, which can provide details about it (Batsaikhan et al, 2020).

The Jacobs Abbey Global Institute on Leadership Studies (JAGILS) institute has a website that is used to market its ideologies to a wide audience and promote the JAGILS brand, among others.

The purpose of Jacobs-Abbey Global Institute for Leadership Studies' - institution and website is to bring leaders across the globe together to learn Transformational leadership skills, engage in activities that foster ethical behavior, build an inclusive community, demonstrate social responsibility and inspire a commitment to excellence.

The Honesty Cohort was formed by Dr. Samuel Jacobs Abbey as part of the Executive Strategic Leadership Masterclass (ESLM) of 2022 with the mandate to review the institutional website (www.jaglobalinstitute.org) and make apt recommendations on the way forward.

A well-designed website and invaluable content can consider a competitive advantage for the organizations (Jurado, 2018). For businesses, a well-designed website with quality information can be a competitive edge (Jurado, 2018). On the other hand, a poorly designed website can cause damage to the reputation of organizations (Garett, 2016). A website is effective when both owners and users achieve their goals for the site. Effectiveness can be defined as "the power to produce the desired result", and it is "often measured as the quality of the desired result" (Wilson, 2018).

The task to review the JAGILS website (www.jaglobalinstitute.org) is to make sure it is serving its purpose and make recommendations for it to be improved in order to meet its user's expectations and organizational goals.

OBJECTIVE

To review the JAGILS website and make recommendations to the stakeholder by the end of the week (8) eight of ESLM 2022.



METHODOLOGY

To accomplish the group's objective, the group outlined the following activities to arrive at this report:

- Individual Assessment and Report – members were tasked to assess the website, identify its flaws, and present reports on their findings from the website using different frameworks
- Subgroups – two (2) subgroups were formed to carry out specific tasks to ensure that the project was completed on time
- Compilation of Report – Finding from all individuals were compiled to form our first draft report.
- Review of Draft Report – The entire group and the alumni reviewed the draft report before the final presentation.

LIMITATIONS/CHALLENGES OF THE GROUP

- The task was not assigned to group members at our first meeting making it difficult for members to know where to start and when to report.
- Some members had problems with their network making it difficult for them to join all the zoom meetings we had.
- Members had little or no idea of web design and marketing, making it hard for members to assess the website with ease

REVIEW OF JAGILS WEBSITE

This framework was designed based on a review of the most recent approaches to evaluation criteria used in different e-business services. Four dimensions were used in this framework (Hasan, 2011) as shown below:

Cotent	Design	Organization	User-Friendly
Timely	Attractive	Index	Usability
Relevant	Appropriateness	Mapping	Reliability
Multi./Culture	Color	Consistency	Intervactive
Variety of Pres.	Image/Sound/Vi	Links	Fea.
Accuracy	deo	Logo	Security/Privacy
Objective	Text	Domain	Customization
Authority			

Proposed framework (redesigned), Source: (Hasan, 2011)

Muhtaseb, (2012) proposed these factors for e-commerce website usability as follows:

- Accessibility refers to being usable by all people, including elderly and disabled users.
- Interactivity refers to the user's ability to share, add, and edit information, as in the use of blogs.
- Personalization refers to the user's ability to adjust page settings according to individual preferences.
- Content refers to the quality of content provided.
- Navigation refers to straightforward utilization and provision of clear directions telling users what they will discover when they click.



- Design structure refers to quality design and structure that is easily understandable.

Abdallah, (2015) also has these categories **look and feel**, **navigation**, **credentials**, **content**, and **customization** for assessing a website. Each category was evaluated using several elements as presented below:

General elements for assessing website appeal,

Look and Feel	Credentials	Customization
Aesthetic Elements	Management Statement	
Amount of Content	Mission/ Vision/History	
Spelling or Grammar	Contact Details	Accessibility for Disabled
Readability	Privacy Policy	Customization Options
Compatibility	Terms and Conditions	Adaptive Website
Download Time	Copyrights	
Navigation	Content	
Logical Organization of Pages	Necessary Information	
Site Map/Index	Accurate Information	
Search Engine	Regularly Updated	
Broken Links	Information Quality	
Intuitive Navigation	of Graphics	
Internal Links	Valuable Animations	

The finalized criteria and their sub-criteria that wa be used for website evaluation areillustrated below:

1. Design

- Aesthetic: The website looks aesthetically pleasing.
- Structure: The information is well-structured.
- Color: The chosen colors are suitable.
- Text: The text is readable.
- Size: The font size is acceptable and readable.
- Multimedia: The chosen multimedia is related to the content.
- Logo: It reflects the purpose of the website.

2. Content

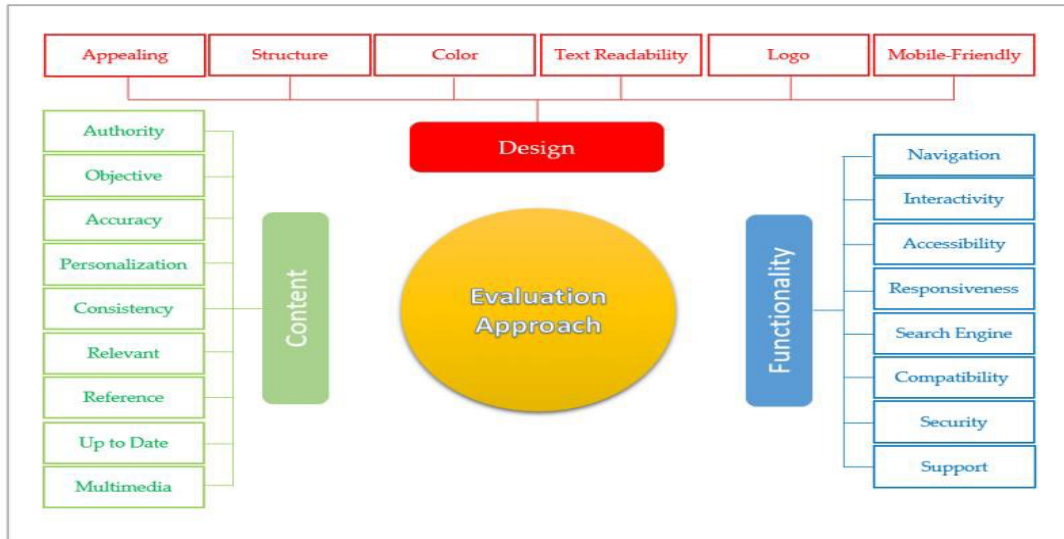
- Authority: It provides information about the author.
- Objective: The objectives are listed on the website.
- Accuracy: The information is accurate.
- Personalization: It is tailored to the audience.
- Consistency: The website provides consistent flow.
- Relevant: The content is relevant to the purpose.
- Reference: The sources of information are identified.
- Up to Date: The content is up to date.

3. Functionality

- Navigation: It is clear how to use each page.



- Interactivity: The website allows the user to interact with it.
- Accessibility: It is easy to access for elderly and disabled people.
- Responsiveness: It responds to inquiries.
- Search Engine: It is easy to find information.
- Links: The links work properly.
- Security: Is the site safe for its users



FINDINGS

The following findings after using the various frameworks to review the JAGILS website

- The welcoming page of the Website is concentrated on the management of the institution rather than the users.
- Blogs only have photos and YouTube videos. There is no written content for visitors to read about the various events and programs.
- The automatic playing of the video of the JAGILS Philosophy and slideshow of pictures whenever visitors are sent to the home page.
- Website URL resolves to a welcome page which prompts users to click an “Enter” button to enter the home page
- The slideshow at the top of the home page has too many slides with no physical buttons to scroll through them.
- Too much information about the board of directors and faculty but Scanty information about continuing students and alumni
- doesn’t show unique value to users researching and comparing solutions.
- Organization’s mission/philosophy not showing when you open on the home page. Visitors have to scroll down to find it.
- Hyperlinks for Alumni, Student Login, Directory, JAGILS Notices, Maps, Quick Links are not working.
- Lack of user-friendly content management.



- Career and Student application forms were added to the “Contact Us”.
- There is no Search Engine on the website
- Website is not secure (https// or SSL).
- The social media sites of the Institute are underutilized and therefore limits access to more stakeholders.

RECOMMENDATIONS

- Get rid of the welcome info from the Board Chairman and put the information from the Executive Director on another page. Users want to see the home page when they type in the URL, not a link page.
- News posts and articles in a blog format so that users can read through different articles.
- A Twitter live feed on the home page and social media icons linked in the website’s navigation menu encourage students and partners to join in conversations online.
- The website content should automatically meet mobile phone formats.
- An application form should also be available in a course that a user can access by clicking on it. This is to make it easier for the user to return if they want to apply for the course.
- A website that starts with a person's profile can be a distraction.
- The personnel profiles should be included in the navigation bar/menu.
- Course titles relating to the institution's name should be listed first.
- The donation page should be improved upon to provide more information on what partners’ contributions are used for.
- The Alumni, Student Login, Directory, JAGILS Notices, Maps, Quick Links hyperlinks needs to be activated to link users to the search on the site.
- Partners and students should be able to upload and submit online applications using the website.
- “Careers” and “Application form” should have their own tab.
- Short videos and photos of alumni should be included on the alumni hyperlink
- Users would like to see the social media handles at the top of the web pages
- The website needs to be secured to boost the confidence of user

CONCLUSION

The success of a website is determined by its usability. Usability boosts your chances of success by allowing visitors to have a seamless experience. It's one of the things that distinguishes a well-designed website from the others. Team honesty has made several recommendations to be considered in the restructuring and rebranding of the famous Jacob Abbey Global Institute for Leadership Studies website which we believe when put into consideration will be more user-friendly, organized, and appealing.



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