# UNIVERSITI TEKNOLOGI MARA

# EVALUATION OF NAVIGATIONAL EFFICIENCY ON UITM WEBSITE USING EYE TRACKING SYSTEM

**SITI SYAHIRAH BT MD ZAIN**

**Thesis submitted in fulfillment of the requirements for**
**Bachelor of Science (Hons) Information System Engineering**
**Faculty of Computer and Mathematical Sciences**

**JULY 2013**

# ACKNOWLEDGEMENT

Alhamdulillah, praise and thank to Allah because of His Almighty and His utmost blessings, I was able to finish this research within the time duration given. Firstly, my special thanks go to my supervisor, Fauzi b Mohd Saman because he gives me a lot of knowledge, guidelines and advice for me.

Special appreciation also goes to my beloved parents who unstoppable praying for me to success in my studies, give me a lot of moral supports and teach me how to face the challenge and keep patient.

Last but not least, I would like to give my gratitude to my dearest friend who always share the information with me, teach me something I do not know and give me advice when I need it.

# Abstract

Navigation efficiency make the user satisfy with the website performance. The evaluation of navigational efficiency on UiTM (Universiti Teknologi Mara) website by using eye-tracking system is the project to evaluate the website whether there is has navigation issues or not. The aim of the project is to evaluate navigational efficiency on UiTM website by using eye-tracking system. The scope of the project is navigational issues while student browsing UiTM website. The significance of the project is for user and developer of UiTM website. The significance of the user is more users like to browse UiTM website and user browse the UiTM website without any problem. The significance for the developer is helping website designer in getting user requirements and to get an idea to enhance the website performance. The project is using eye-tracking method approach that consist five steps; identify problem, information gathering, procedure and testing, result and analysis and finding and conclusion. Analysis of uitm website in traceability matrix of Malaysia's university website design, preliminary question, identifying problem and information gathering, procedure and testing, conduct user testing, procedure of eye tracker system. As a conclusion, UiTM website has an issue of navigational efficiency. The issues are the user cannot find the information easily and a lot of hyperlinks make the user get confused. Time taken to search the information needed is long than expected. Sometimes the UiTM website has the information which is not needed by the student. This project is proposing several recommendation in order to enhance UiTM website navigational efficiency. Menu navigation bar need to be more specified for a certain information. The hyperlinks need to reduce in number and the structure need mix text-base and graphic base.

# TABLE OF CONTENTS