

## Developing and Implementing a Tool 'PH.WUQT: ACADEMIC' to Measure 'Quality in Use' for Websites Developed in Punjabi and Hindi of Academic Domain

Rupinder Paul Kaur<sup>a</sup>, Vishal Goyal<sup>b</sup>

<sup>a</sup>PG Department of Computer Science, Sri Guru Gobind Singh College, Chandigarh, India.

<sup>b</sup>Department of Computer Science, Punjabi University, Patiala, Punjab, India.

### Abstract

India has more than 460 million internet users and is the second largest online market, next to China. A website is a cover page of the academic institute. Considering the role of websites most of the websites of Academic institutes have a version in local languages also. In this research a tool 'PH.WUQT-ACADEMIC' has been developed and a case study has been performed on websites of Punjabi and Hindi version of Indian Universities. 69 participated in the study. Comments from 18 evaluators were received. Only 2 appreciated while all others gave the suggestions for improving the websites.

**KEYWORDS:** PH.WUQT-Academic, 'Quality in Use', Punjabi Websites, Hindi websites, Academic domain, Quality, Case Study.

#### I. INTRODUCTION

According to [1] India have more than 460 million internet users, India is the second largest online market next to China. By 2021, there will be about 635.8 million internet users in India. Kurt Schimmelet. al. [2] has discussed the importance of websites of academic institutes. A website is a cover page of the institute. Taking into consideration the role of websites for stakeholders most of the websites of Academic institutes have a version in local languages also. Rupinder Kaur and Vishal Goyal [3] prepared a list of Indian Universities whose websites have been developed in Hindi and Punjabi languages in addition to English language. The tool, PH.WQT was developed and validated to evaluate the external quality of these websites. Now, in this research efforts have been made to measure the 'Quality in Use'. Hence a tool 'PH.WUQT-ACADEMIC' has been developed and implemented on websites of Indian Universities. The paper is structured as follows. Following the introduction, related literature is presented and analyzed in Section II. Section III summaries the strategy for the data collection and Section IV discusses about the results and analysis. Finally, Section V presents conclusion and future work.

#### II. RELATED LITERATURE

Olsina et al. [4] include results of a case study about academic sites. Six internationally well-known academic sites from four different continents are selected to carry out the case study. More than a hundred characteristics and attributes for the domain of academic sites are outlined. Zihou Zhou in his MPhil thesis [5] proposes the website quality metrics and methods to measure the website quality factors. Zihou Zhou considered five quality characteristics: Aesthetics, Ease of Use, Multimedia, Rich Content and Reputation. A website evaluation tool is provided to analyse and measure website quality automatically. A case study is performed to evaluate a website: [www.dmu.ac.uk](http://www.dmu.ac.uk) which is the official website of De Montfort University. Finally, a validation process is applied by using the questionnaires to verify the web evaluation tool. Ten universities' websites were selected

in this evaluation process, i.e. Cambridge, St Andrews, College London, Warwick, Exeter, York, Leicester, Birmingham, Manchester, and De Montfort.

Priyanka et al. [6] propose usability metrics for Academic web sites. Priyanka et al. have discussed the usability characteristic as described by ISO 9126 model and applied by various researchers. They conclude that usability requirement varies for websites of different domains and hence to evaluate usability common set of metrics cannot be used. They modified a model proposed for Luis et al. and identified four characteristics (Global Site Understandability, On-Line Feedback and Help Features, Interface and Aesthetic Features and Miscellaneous Features) further divided these into 32 measurable attributes based on the small experiment with the help of students of Master of Computer Applications in 3 Indian Universities.

Again, the ISO 25010 discusses about the 'Quality in Use' for software and no guidelines have been issued for web quality. Nigel Bevan is one of the members of the team who designed ISO 25010 guidelines. Nigel Bevan [7] in his paper discusses of the characteristics and sub-characteristics of 'Quality in Use' that have been included in ISO/IEC 25010 and also discusses new challenges for measurement. Divya Singhal and V.Padhmanabhan [8] employs primary data as well as secondary data. Secondary data was collected from different published sources while primary data was collected by structured survey. A questionnaire was prepared based on various factors which contribute to the customer's perception such as convenience, reliability, time factor, easy to use, user friendly, security etc. were taken for the study.

Alexander et al. [9] aim at determining the effect of subjective measures of web service usability on its objective measures. The authors have done usability evaluation of web services in West Indies. A case study with university student information system including 179 students was carried out. Using these results by appropriate design of web system its usability can be improved. Mohammed et al. [10] study aims at evaluating the service quality of internet banking (i-banking) services in India from customer's perspective. The questionnaire containing 44 quality items was administered for various groups. Aladwani A.M. and Palvia P.C [11] developed an instrument that captures key characteristics of web site quality from the user's perspective. The 25-item instrument measures four dimensions of web quality: specific content, content quality, appearance and technical adequacy. The items were measured using a seven- point scale ranging from (1) "extremely not important" to (7) "extremely important"

Arno et al. [12] research used 328 web sites of hotels in the German-speaking Alpine region to test their web site adoption model. A questionnaire was developed to gather success measures and sent to each hotel which was completed by managers of 144 hotels. Lotfollah Najjar and Marc J. Schniederjans [13] in heir paper present an application of an information quality measuring methodology adapted and applied for the first time in the US banking industry. The information quality questionnaires were prepared and sent to 278 employees of the five branch bank facilities that used to serve internal or external customers. Results of the study reveal that the proposed methodology can be used to identify quality differences between different banking institutions and different dimensions of information quality as well as a quality benchmarking procedure.

Stuart J.Barnes and Vidgen Richard T [14] describe the use of WebQual 2.0 to evaluate Internet Bookshop Web Sites. Initially applied in the domain of information-intensive Web sites, WebQual 2.0 has been extended and refined to encompass an interaction-

quality perspective on e-commerce Web sites. Its development draws on an analysis of the service-quality literature. WebQual assesses Web site quality from the "voice of the customer" perspective, an approach adopted in quality-function deployment. It is used to assess customer perceptions of on-line bookshops, one of the more mature areas of Internet commerce. Three UK-based Internet bookshops are assessed using a natural experiment. Data are collected from students using an on-line questionnaire. Analysis of the results demonstrates considerable variations in the offerings of the Web sites. The findings and their implications for e-commerce are discussed, and conclusions and directions for further research are provided.

The method opted by JCPenney [15] was very efficient. In order to increase the person's desire to participate in the study, JCPenney presented a small gift to all respondents. The respondents were asked to visit the JCPenney website in their respective countries (jcpenny.com for the US and jcpennykorea.com for Korea). Respondents were then asked to browse the site for 15–20 min, scrolling up and down the pages, clicking on links and using any features that interested them on the site. After reviewing the site, the participants were asked to fill out the questionnaire. Mayte et al. [16] propose a model for 'Quality in Use' for web portals. Mayte et al. have analyzed and selected the quality characteristics and sub-characteristics defined in the 'Quality in Use' Model, defined by the ISO/IEC 25010. Rupinder Kaur and Vishal Goyal developed a tool PH.WUQT [17] for the websites of Punjabi and Hindi Newspapers for evaluating the 'Quality in Use'.

### III. PH.WUQT : ACADEMIC

The factors that affect the usability quality of websites are recognized and are selected and placed in a questionnaire format for data collection. The questionnaire consists of questions each covering various quality attributes. Among these questions, almost forty percent questions are those that are from references [3-18] with little or no changes while others have been prepared for this study. A closed ended questionnaire has been designed as the quality of websites has to be measured quantitatively. Each questionnaire's item is quantified by a metric (regarding the user questionnaire scale), and in turn elementary indicators are derived accordingly. The users are asked to browse the Hindi/Punjabi version of these websites to perform some tasks.

#### 3.1 Pilot Study of Developed Tool

As A.K. Abd EI-Aleem et al. [19] mentioned that the tool developed should be subjected to a two-stage data collection and refinement procedure. Similarly, in this research also the first stage is used for design and the second stage for normalization. A pilot study is carried out beforehand to validate the questionnaire and to make sure that the subjects would use no more than 15-20 minutes to assess the website(s) and fill the questionnaires.

#### 3.2 PH.WUQT:ACADEMIC

The final questionnaire was named "PH.WUQT:ACADEMIC" that was used for data collection. The PH.WUQT: ACADEMIC begins with a covering letter that briefly explained the research topic and assured the respondents that the information provided would be confidential and used for research purpose only. Further, the PH.WUQT:ACADEMIC consists of two parts.

In the PH.WUQT:ACADEMIC the user has to enter the information in text boxes like name, while for others the evaluator has to select from the given list of options like country and also a radio button is provided for options like gender etc. First part includes the personal information.

The second section of 'PH.WUQT:ACADEMIC' consists of 21 questions each covering various qualities attributes. Among these 21 questions, 7 questions have been taken from other research papers with little or no changes and others have been specifically prepared for this research. The evaluator is requested to browse any one website (Punjabi or Hindi) from the following websites and perform the tasks mentioned below:

Punjabi : Punjabi University, Patiala (<http://punjabiuniversity.ac.in>) or  
Baba Farid University of Health Sciences ([http://bfuhs.ac.in/index\\_punjabi.asp](http://bfuhs.ac.in/index_punjabi.asp))  
Hindi : Jawaharlal Nehru University, Delhi (<http://www.jnu.ac.in>) or  
Indian Institute for Management, Ahmedabad (<http://www.iimahd.ernet.in/>).

The evaluators need to perform the following tasks:

Find the Prospectus of the University from the website

Look for the programmes run by the institute.

Check for the phone number/email id of the Vice-Chancellor/Director from the website.

Using the Search facility of the website find the placement details of the students.

Find the Road map directions to reach the institute.

Locate for the FAQ

After performing the above mentioned tasks the evaluator is requested to rate the website for each quality attribute using a scale ranging from 1(Strongly Disagree) to 5 (Strongly Agree). Open Comments were invited.

### 3.3 Implementation Of Ph. Wuqt: Academic

To cover more demographic area the 'PH.WUQT: ACADEMIC', a tool in the form of a questionnaire has been implemented online [20]. The PH.WUQT has been designed and developed in PHP.

Appendix A shows the implementation of PH.WUQT for academic domain. On the top the links are provided to open the website for testing. Further the user has to select the website to be tested by clicking on the radio button. All the twenty one questions are again provided with five radio buttons that the user has to click to rate the quality attributes from strongly disagree to strongly agree. Further, a text box is provided for any comments and in the end a drop down menu is provided to select the time spent for filling the questionnaire before pressing the submit button.

## IV. "PH.WUQT:ACADEMIC"- RESULTS AND ANALYSIS

As discussed earlier, the evaluators rate each of the quality attributes of the website on a 5 point likert scale from Strongly Disagree to Strongly Agree where Strongly Disagree represents 1 and Strongly Agree represents 5. There were 20 questions for each domain, indicating each quality attribute and the last question was to rate the website according to the individual satisfaction of quality of website. So, the maximum score was 100 and the minimum score 20. Accordingly, the score of all the evaluators is calculated and categorized in table 1.0. It is evident from the table that most of the evaluators have score between 53% to 84% i.e. maximum of their answers were neutral (as 3 is for neutral,

3x20=60) that means they are neither satisfied nor they are against the quality of websites.

Table 1.0: Overall agreement level (Score Wise) of evaluators

Agreement level Score	(Maximum Score is 100)	Strongly Disagree(Score between 20-36)	Disagree(Score between 37-52)	Neutral(Score between 53-68)	Agree(Score between 69-84)	Strongly Agree (Score between 85-100)	Total
Academic (n-69)		5, (7.2%)	6, (8.7%)	25, (36.2%)	16, (23.2%)	17, (24.6%)	69, (100%)

Twenty first question or the last question of the questionnaire was to rate the website according to the individual satisfaction for quality of the website. Appendix B analyzes the satisfaction level for quality of websites by the evaluators.

Table 2.0: Analysis of Open Comments

Domain Name	Satisfied	Comments for Improvement	Total
Academic Domain	2, (11.11%)	16, (88.89%)	18, (100%)

In the last section of the questionnaire, open comments are invited. Among the 69 evaluators, open comments were received from 18 evaluators as shown in Appendix C. Only 2 appreciated the websites while all others commented for improving them.

## V. FUTURE WORK AND CONCLUSION

In the next phase, domain dependent indicators for other domains can be identified and subsequently, quality models can be developed for measuring and evaluating website of other domains for websites developed in Punjabi and Hindi language and also for other languages. Data can be collected and accordingly, quality can be measured and comparison among websites of those domains can be performed.

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APPENDIX A

Personal Information
Survey Form

Dear Sir/Madam,  
 I am pursuing my Ph.D programme titled "Qualitative Performance Analysis of Websites Developed in Punjabi and Hindi" under the esteemed guidance of Dr. Vishal Goyal, Punjabi University, Patiala. You are one of the valuable respondents chosen for the study. I request you to kindly complete the questionnaire given below and return to the undersigned at your earliest convenience. The information provided by you will be kept confidential and will be used only for the academic purpose. Thank you for your valuable response and with regards.  
 Yours Sincerely,  
 Rupinder Pal Kaur,  
[rpandhu\\_18@yahoo.com](mailto:rpandhu_18@yahoo.com)

**Please Enter Information about yourself:**

Name	<input type="text"/>
Gender	<input checked="" type="radio"/> Male <input type="radio"/> Female
Age	Less Than 25
Internet Usage	Once a month
How much time you spent on surfing Internet a day?	Less than half an hour
Qualification	Under Graduate
Profession	Student
Have you ever browsed the website having the contents other than English language (Like in Punjabi, Hindi)	Yes
City	<input type="text"/>
Country	Select Country
Email Id	<input type="text"/>
Phone No	<input type="text"/>
Office Address	<input type="text"/>

Next Page >

Personal Information
Survey Form

The evaluator is requested to browse any one website (Punjabi or Hindi version) of Academic domain from the following websites and may perform the tasks mentioned below :

- **Punjabi:** [Punjabi University, Patiala \(http://punjabiversity.ac.in\)](http://punjabiversity.ac.in)
- **Punjabi:** [Baba Farid University of Health Sciences \(http://bfuhs.ac.in/index\\_punjabi.asp\)](http://bfuhs.ac.in/index_punjabi.asp)
- **Hindi:** [Jawaharlal Nehru University,Delhi.\(http://www.jnu.ac.in\)](http://www.jnu.ac.in)
- **Indian Institute for Management, Ahmedabad**(<http://www.iiimahd.ernet.in/>)

**Website selected for Testing :**

**Punjabi**

[Punjabi University, Patiala\(http://punjabiversity.ac.in\)](http://punjabiversity.ac.in)

[Baba Farid University of Health Sciences \(http://bfuhs.ac.in/index\\_punjabi.asp\)](http://bfuhs.ac.in/index_punjabi.asp)

**Hindi**

[Jawaharlal Nehru University,Delhi. \(http://www.jnu.ac.in\)](http://www.jnu.ac.in)

[Indian Institute for Management, Ahmedabad\(http://www.iiimahd.ernet.in/\)](http://www.iiimahd.ernet.in/)

The tasks are:

- Find the Prospectus of the University from the website
- Look for the programmes run by the institute.
- Check for the phone number/email id of the Vice-Chancellor/Director from the website.
- Using the [Search facility](#) of the website find the placement details of the students.
- Find the [Road map directions](#) to reach the institute.
- Locate for the FAQ

**The evaluator is requested:**

- Rate the following websites for each quality attribute using a scale ranging from 1 (Strongly Disagree) to 5(Strongly Agree).
- Open Comments will be appreciated.

S.No.	Questions	Rating of Website					Strongly Agree
		Strongly Disagree	1	2	3	4	
1	The general layout of the web site is good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Easy to switch from English version to Punjabi/Hindi version of website and vice versa.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	The homepage of Punjabi/Hindi version of website creates same meaningful visual interest as of English version.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	The color contrast used in the website is pleasing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	The Punjabi/Hindi font face and font size used in the website are satisfactory.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	The Punjabi/Hindi language used is sound and understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Spacing between Punjabi/Hindi language lines, characters, matras is sufficient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	All the major services are easily reachable from the home page and it is easy to go back to Home Page from anywhere in the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	I found easily what I was looking for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	All the information required is either present on the site or through external links.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	You don't need to switch to the English version of website for any information. .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	You don't need to install Punjabi/Hindi language fonts to view any contents in the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	No link is terminating to English version of Website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Sufficient facilities are provided by the website like saving, printing, downloading etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	Sufficient queries are answered in FAQs provided in the website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	While browsing the website no Errors/Page Not Found/Server Error encountered.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Terminology used in the Punjabi/Hindi version of the website is correct and appropriate to the corresponding English version.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	The file downloaded from this site uses Unicode encoding and is easily legible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	No specific browser is needed to view the website. .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20	The Punjabi text from the website can be easily copied into clipboard.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21	Overall satisfied with the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Screen Shot of the “PH.WUQT :ACADEMIC”

## APPENDIX B

## ‘PH.WUQT: ACADEMIC’ RESULTS

Item for Academic	SD	D	N	A	SA
The general layout of the web site is good.	6	8	19	21	15
Easy to switch from English version to Punjabi/Hindi version of website and vice versa.	7	5	13	23	21
The homepage of Punjabi/Hindi version of website creates same meaningful visual interest as of English version.	9	10	18	27	5
The color contrast used in the website is pleasing.	9	9	16	24	11
The Punjabi/Hindi font face and font size used in the website are satisfactory.	8	5	16	29	11
The Punjabi/Hindi language used is sound and understandable	7	3	16	31	12
Spacing between Punjabi/Hindi language lines, characters, matras is sufficient	5	6	13	25	20
All the major services are easily reachable from the home page and it is easy to go back to Home Page from anywhere in the website.	6	8	16	26	13
I found easily what I was looking for.	7	10	15	24	13
All the information required is present on the site or through external links.	8	8	17	24	12
You don't need to switch to the English version of website for any information.	13	7	21	17	11
You don't need to install Punjabi/Hindi language fonts to view any contents in the website.	5	4	12	23	25
No link is terminating to English version of Website.	9	3	17	28	12
Sufficient facilities are provided by the website like saving, printing, downloading etc.	10	6	15	27	11
Sufficient queries are answered in FAQs provided in the website.	18	5	18	21	7
While browsing the website no Errors/Page Not Found/Server Error encountered.	11	7	15	21	15
Terminology used in the Punjabi/Hindi version of the website is correct and appropriate to the corresponding English version.	6	4	18	36	5
The file downloaded from this site uses Unicode encoding and is easily legible.	8	7	12	29	13



No specific browser is needed to view the website.	4	3	12	30	20
The Punjabi text from the website can be easily copied into clipboard.	17	5	10	25	12
Overall satisfied with the website.	9	5	19	21	15

(Number of Evaluators=69)

(SD-Strongly Disagree, D-Disagree, A-Neither Agree nor Disagree, A-Agree, SA-Strongly Agree)

### APPENDIX C

#### COMMENTS by the evaluators

Name of the Institute	Comments by the Evaluators
Punjabi University Punjabi University	It is good.
	<ul style="list-style-type: none"> <li>The website of Punjabi University Patiala is extremely good both in terms of English and Punjabi Versions of this website.</li> <li>I am quite satisfied with this.</li> </ul>
	<ul style="list-style-type: none"> <li>Punjabi version of the site is not completely in Punjabi. Top menu bar remains in English.</li> <li>On clicking home button from the Punjabi version, goes to the home page in English. That should not be, it should navigate to the home page in Punjabi version.</li> <li>Search facility should be provided.</li> <li>Upcoming events and photographs are visible in scrolling only.</li> <li>Link should be provided to see the complete list.</li> </ul>
	Color combinations need to be worked out.
	<ul style="list-style-type: none"> <li>By this our native language can be promoted.</li> <li>The site should be in a pool of browser e.g more explore to the kids especially</li> </ul>
	<ul style="list-style-type: none"> <li>Website Graphics are not reflecting professionalism.</li> <li>Font size should be big.</li> <li>No drop down list available in the menu headers for easy accessibility.</li> </ul>
	FAQ not found.
	Punjabi university website could not open and others opened in English
Baba Farid University	When I click on link it does not work.
	Punjabi notice board shows 2009 entries.
	Contents of Punjabi web pages are displayed in English.
	<ul style="list-style-type: none"> <li>Unprofessional Punjabi website.</li> <li>English and Punjabi version not look alike they are different.</li> </ul>

<p>Indian Institute of Management, Ahmedabad</p>	<ul style="list-style-type: none"> <li>• Both the websites Hindi versions are very elementary and incomplete in information content.</li> <li>• Seems as if basic pages are converted and other conversion still waited.</li> <li>• Starting from Hindi version link sometimes end into English version.</li> <li>• Terminology can be well judged by the actual Hindi users as certain translations in Hindi of terminology were not known.</li> <li>• Wished that the site had complete information to do justice to the questionnaire.</li> </ul>
<p>Jawaharlal Nehru University</p>	<ul style="list-style-type: none"> <li>• IIM site is better designed as compared to Baba Farid University Website.</li> <li>• All links should be clickable on Punjabi version site.</li> </ul> <ul style="list-style-type: none"> <li>• Website is good but design of the English and Hindi website is not same.</li> <li>• No FAQ found.</li> </ul> <p>Not bad</p> <p>Please tryquery plugin for make website little bit attractive &amp; make the website responsive so it is easily open in smart phones</p> <p>There is lot of difference in Hindi and English version</p>