

Summary for Usability Testing (Enrollment Site Redesign)

Prepared by Dawn Berglund, Web Software Developer

Rachel and I have been attending the campus tours and recruiting freshmen, transfers and parents of prospective students to take the usability testing and give feedback on the current* Enrollment Services website.

Results

Freshmen/Transfer:

- Students tend to go through the questions a lot faster
- They rely on the site navigation menus more than the search box
- Many were not reading the whole page through. They are skimming for key words.
- Relied a bit on back button for navigation
- The results for freshmen and transfers were really good. The students were able to accomplish all of the tasks. There were some issues on finding information about transfer credits and some confusion on the term “transferology”, but they were still able to find the information they needed in the end.

Parents:

- Parents tend to go slower on the site and read more thoroughly
- Relied on the back button much more often
- Read the page much more thoroughly or at least took more time on each page
- The parents passed all the tasks except the transfer credit one. They were asked to find if ENGL 1302 would transfer for their child’s degree and they were not able to find the information.

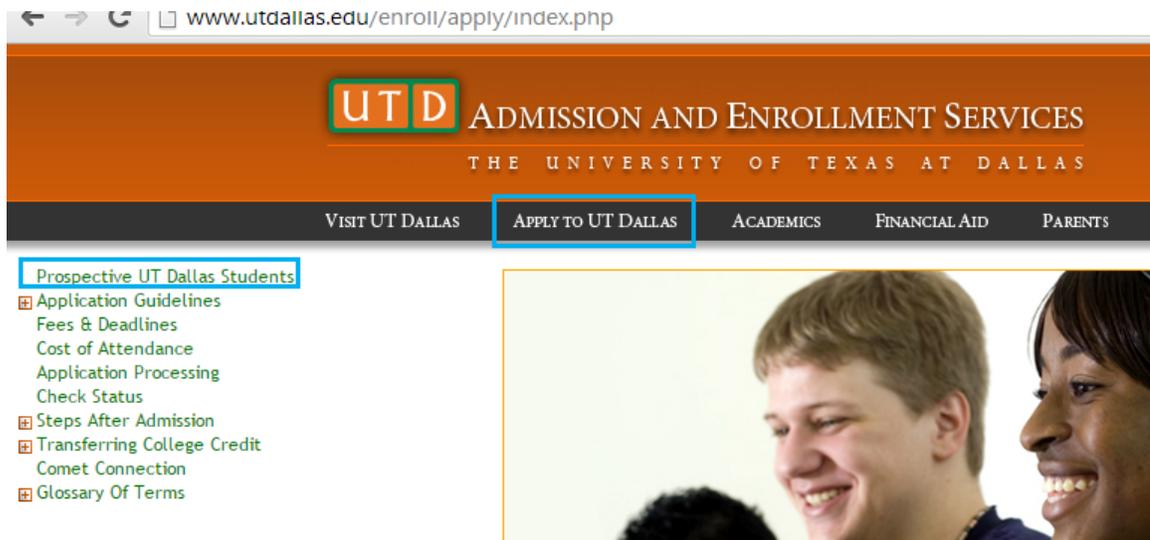
Consistent findings among all three groups:

- There were complaints about the scholarship page on the Financial Aid website (utdallas.edu/student/finaid/scholarships). The main complaint was that it was hard to figure out the requirements and status of the scholarships. (*Note: As of Dec. 2015, the Financial Aid site has since been redesigned, fixing this usability problem.*)
- The transfer students had trouble finding information about transfer credits, and the parents and some of the younger students weren’t quite sure what they were.

A few noteworthy things:

- One parent increased the font size of the page before starting
- One parent complained that tuition and estimated cost of semesters was hard to find
- One parent complained that there was no way to cancel a campus tour without having to call the campus

- Sometimes when parents clicked a link that also had a hover menu, they were unsatisfied with the page they got. In other words, they clicked the parent menu item, and once on that page, name of the menu item becomes different.



- People are having strong reactions to new websites with totally different URLs or layouts. For example, Bursar, Financial Aid, Parents. They are jarred by the fact that they landed on a different website. This points to the need to avoid putting links to other university websites in the navigation menus of the new Admission and Enrollment sites. If we need to do this, we should consider putting the links toward the bottom under a “See More” heading or something like it.

Overall, the students were a lot faster in finishing the questions while the parents lingered on each page a bit longer. I think we’re doing OK as far as our navigation system goes. They seem to be clear enough for the students to find what they are looking for within two clicks.

* Usability testing was conducted and summarized Oct.-Dec. 2014.