



Malone.edu User Research:

This document presents the final report and user research findings for the Malone University website.

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Executive Summary

Purpose

The purpose of this study was to determine if the redesigned Malone University website was performing the way users expect it should, while uncovering design flaws keeping users from accomplishing their desired tasks easily as they navigate the site.

Brief Overview of Research Methods

Six current Malone University undergraduate students were recruited to participate in interview sessions lasting approximately 10-15 minutes to uncover the wants and needs of the student population when navigating the Malone.edu webpage. Utilizing the insights gained through the interviews, a usability test was then created. The actions and thoughts of five users were recorded and studied as they were taken through a moderated testing session where they were asked to complete the following tasks:

1. Locate your current grades
2. Find the semester course drop dates
3. Find the SFO calendar to view upcoming SFO's
4. Locate one of your professor's email addresses on the Malone website
5. Find the health center's hours of operation
6. Navigate to the library website to begin a journal search
7. Search the website for information about the nursing program

Major Findings and Recommendations

Interview Findings

- Overall, users seem to navigate to the website with a **specific goal in mind**.
- **Desired Device:** Users prefer to use a laptop or desktop computer to navigate the site because they feel it is easier to navigate on a desktop computer than on the small screen of a mobile device.
- **Common Tasks Performed:** Access Malone Xpress, check grades, access Moodle, check SFO balance, view course information, pay tuition, search majors, access email

- **Site Frustrations:** Difficult to discover where you are going initially, generally confusing, lacks user friendliness, confusing library and registrar tabs, headings that contain information different than what is expected, difficult to access certain tabs and pages

Usability Study Findings and Recommendations

1. **The site labels aren't clear enough to allow for users to easily locate the information they desire:** Consider re-evaluating the headings and topic groupings within the menus to be sure they are easily understood by the students.
2. **The online learning login is highly desired and used by participants, but not located prominently on the main page:** Consider bringing the online learning link to the home page in the header navigation by the Malone Xpress link so that it can be more quickly accessed by current students.
3. **All of the participants struggled to find a clear path to the registrar:** Consider relocating the registrar heading to a more prominent location within the drop down menus.
4. **Some struggled with finding the SFO calendar:** Consider either changing the label names in the Faith at Malone heading to more accurately reflect what information will be found within each section, or bring the SFO calendar link closer to the surface by adding it to the Faith at Malone menu.
5. **Some students struggle to find faculty contact information:** Consider changing the "Meet our Faculty" heading to something more understandable by the students so that they can find their professors more easily on the site.
6. **Some struggled with finding the library:** Consider bringing the library link up closer to the surface within the navigation to aid students in quickly finding the resources they need to complete their work.

Research Limitations

While we were able to gain many insights from the interviews and usability testing, additional testing is recommended to fill gaps in our test population. Given the fact that we were unable to secure prospective, graduate, or male students as participants additional studies are recommended for these populations to discover any challenges they may be experiencing with the site.

Research Overview

The Problem

The Malone University web team recently redesigned the schools website; however, the structure of the new website has left users frustrated with the disjointed experience they have attempting to find information while navigating the site. In an effort to explore where the new design was failing users, Malone desired to employ user research to discover the key site issues affecting user's ability to find the information they desire on the site.

Research Question

This study focused on one main research question: What are the key issues users are facing when attempting to navigate and find the information they desire on the Malone University website?

Project Justification

By discovering the key issues in the student's interaction with the university website, we can discover ways in which the structure, labeling, and navigation of the site can be improved to provide a more friendly experience for current undergraduate students. By enhancing their experience with the site, we can positively affect the overall views and attitudes of the current student population towards the website and its ease of use.

Research Methods

After reviewing several research methods, the design team felt performing interviews and a usability study would be most appropriate in aiding them in both the discovery of users' expectations when navigating to the site, and their frustrations in carrying out their desired tasks while on the Malone University website.

Interviews

Rationale

Interviews were selected for this project in an effort to gain a better understanding of user's desires and expectations when navigating to the site. While previous research for the site redesign did discover this information to an extent, further

research was needed to understand any changes to user desires, and to further clarify student's expectations. In addition, current students have expressed frustration when navigating the site. By performing interviews, we were able to discover in more detail what frustrations the students were experiencing. This enabled us to better structure tasks for the usability study in an effort to uncover where in the task performance users were experiencing issues.

Session Management

Six users representative of the current undergraduate student population were recruited to participate in a 10-15 minute one-on-one interview. In person interview sessions took place on campus in both the athletic training room and a staff office depending on the availability of the participant. Participants were asked a series of open ended questions about their desires and expectations when navigating to the Malone University website. Interview sessions were held first, with the intention of utilizing the information gained through the interviews for the creation of tasks for the usability test sessions.

Usability Testing

Rationale

Usability testing was selected for this project because it allowed us to gain an understanding of the experience Malone Universities actual users were having with their website. We were able to utilize the information gained from the user interviews to establish a list of high priority tasks for inclusion in the usability testing. By observing the tasks users desired to perform most on the site, we were able to identify areas of frustration and suggest site improvements that will allow for a more friendly experience for the user.

Session Management

The usability test sessions were carried out two days after the interviews. Five 10-15 minute one-on-one moderated usability testing sessions were held with current undergraduate students in a staff office on the Malone University campus. A moderator observed the sessions and collected notes during testing. The students were asked to perform seven tasks. Participants were encouraged to think aloud during testing in an effort to gain more insight into their thoughts while navigating the site. Once the tasks were complete, the students were debriefed and interviewed about their experience. Screen and voice capture software was utilized to record sessions for later review and analysis.

Recruitment

Research focused on one main target audience; current students. While the initial goal was to interview and test both current and prospective students, we were unable to secure enough prospective students for participation within our recruitment timeframe so the research was refocused to current undergraduate students. The range of characteristics for users fitting our current student profile was broad, but there were some basic characteristics we desired in participants.

Current Student Profile

Age: 18 and above

Student Status: Current Malone University undergraduate student

Computer Literacy: Has basic computer knowledge, and uses the internet proficiently and independently for basic tasks such as shopping, email, and web surfing weekly.

Recruitment Screener

Students were approached throughout campus for participation utilizing the following screener questionnaire. If a student met the recruitment criteria on a question, we continued through the questions until all criteria were met. If a student failed to meet a piece of criteria, the questioning was terminated immediately and we moved on to another potential candidate.

Question	Action
1. How old are you?	Continue- 18 or over Terminate- Under 18
2. Are you currently attending Malone university as an undergraduate student?	Continue- Yes Terminate- No
3. Would you be available between November 13- November 19 to participate in an interview and in person usability testing?	Continue- Yes Terminate- No
4. Do you ever visit the Malone University webpage to search for information?	Continue- Yes Terminate- No

5. On average, how often do you visit the Malone University webpage?	---
6. On average, how often do you perform basic tasks online, such as, shopping, email, web surfing, or online classes?	Continue -1+x/wk Terminate - <1x/wk

***Termination Script** (Used if a termination answer was given to any question): At this time, it appears that your experience is different from the profile we are seeking for this project. Thank you for your time today.

Outreach Plan

Student recruitment took place over a one week period, with research participation shortly following. Given that we have a presence on campus; current students were approached at random on campus for screening and potential inclusion in the research.

We attempted to discover prospective students through social media. Given that we weren't necessarily interested in just students who have already made contact with Malone, we felt the best chance for recruitment of students in our time frame would be accomplished by this method. Given the short recruitment timeframe, we were only able to secure one participant. Given the lack of response we chose to refocus the research solely on current students with the goal of researching potential students at a later date.

Students were asked to participate in both the interview and usability test sessions. Initially our plan was to terminate a student if they were unable to participate in both, but we later revised that plan to allow for the participation of one or both research methods.

Usability Testing Methodology

Overview

Five users were recruited to participate in a moderated usability session to test seven specific tasks on the Malone University website:

1. Locate your current grades

2. Find the semester course drop dates
3. Find the SFO calendar to view upcoming SFO's
4. Locate one of your professor's email addresses on the Malone website
5. Find the health center's hours of operation
6. Navigate to the library website to begin a journal search
7. Search the website for information about the nursing program

A think aloud protocol was utilized, encouraging users to think aloud, verbalizing what they were thinking, trying to do, and how they were feeling throughout testing.

Session Activities

- | | |
|--|-----------------------------|
| 1. Pre-Test Script-Instructions and Advisement | 7. Task 6 |
| 2. Task 1 | 8. Task 7 |
| 3. Task 2 | 9. Post Task Questions |
| 4. Task 3 | 10. Post Test Questionnaire |
| 5. Task 4 | 11. Thank you and Dismissal |
| 6. Task 5 | |

Data Collection

Each session was recorded in an office on the Malone campus, and lasted approximately 10-15 minutes. Sessions were recorded to capture the user's movements, mouse clicks, and facial expressions during the tasks, utilizing the screen capture software Screencast-o-matic, and a microphone.

Interview Insights

Number of Interviewees: 6

Gender: Female

Age: 19-22

Years at Malone: .5-2



Frequency of Site Use

- At least once a day: 4
- Once a week: 1
- 1-2x/month: 1



Common Tasks Performed

- Access Malone Xpress
- Check grades
- Access Moodle
- Check SFO balance
- View course information
- Pay Tuition
- Search Majors
- Access Email



Preferred Device

- Laptop/Desktop

General Insights

- Overall, users seem to navigate to the website with a specific goal in mind.
- Users prefer to use a laptop or desktop computer to navigate the site because they feel it is easier to navigate the site than on a mobile device.



Site Desires

- More accessible calendar with campus events for the week
- Semester calendar
- Meal calendar
- Access to online learning within one click
- Access to the upcoming course catalog

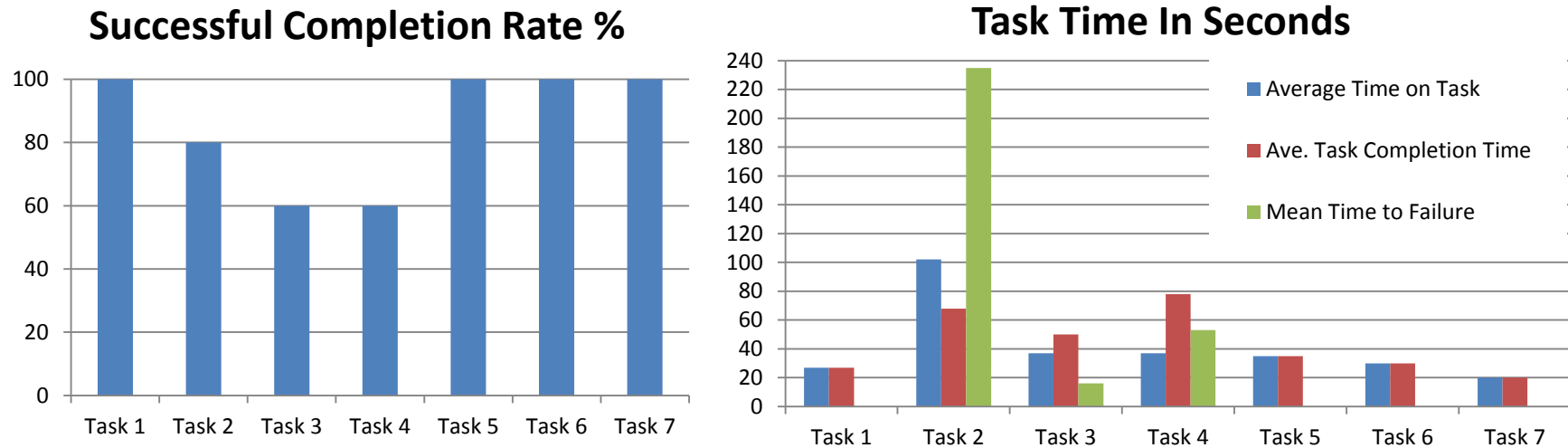


Site Frustrations

- Difficult to discover where you are going initially
- Generally confusing
- Lacks user friendliness
- Confusing library and registrar tabs
- Headings that contain information different than what is expected
- Difficult to access certain tabs and pages

Data Analysis

Task Time Analysis



While most users were able to complete tasks 1, 5, 6, 7 in a timely manner and without failure, tasks 2, 3, and 4 posed more challenges for the users. It is important to note that while unsuccessful users made the effort to spend a significant amount of time attempting to complete task 2, unsuccessful users gave up long before the successful task completion time on tasks 3 and 4. Users who failed at these tasks did so because they had no idea how to complete the task, to the point that they weren't willing to try long to complete the task.

Task Analysis

Task # 1

Locate your current grades

Pathways

Home>Academics>Online Learning

Home> Malone Express> Online Learning

Home> Helpful Links> Students>Online Learning

Home> Search> Online Learning

	User 1	User 2	User 3	User 4	User 5
Successful	Yes	Yes	Yes	Yes	Yes
Task Time	11 seconds	9s	8s	25s	9s
Pathway	Home>Malone Xpress>For Students> Online Learning>Login>	Home> Malone Xpress>For Students>Online Learning	Home> Academics> Online Learning	Malone.edu/online	Home> Academics> Online Learning

Analysis

All five users easily accomplished this task due to their familiarity with the online learning platform. One of the five users chose to utilize the browser search bar to directly type in the online learning website, while the other four users accomplished the task by navigating through the Malone home page.

Task # 2

Find the semester course drop dates

Pathways

Home> Helpful Links> Students> Registrar's Office> Add Drop Dates & Tuition Refund Schedule

Home> Search> Add Drop Dates & Tuition Refund Schedule

Home> Academics> Academic Resources> Registrar> Add Drop Dates & Tuition Refund Schedule

Home> Academics> Academic Resources> Academic Calendar

	User 1	User 2	User 3	User 4	User 5
Successful	No	Yes	Yes	Yes	Yes
Task Time	235s (3m55s)	79s (1m 18s)	98s (1m 38s)	34s	62s (1m 2s)
Pathway	Home> Malone Xpress>Login> Student> Course List> Student > Schedule and Grades > Add/Drop Courses> Academics> Course Select> Course List> Malone.edu> Academics> Undergraduate> Malone Xpress> Login> Student> Schedule and Grades> Add/Drop Courses	Home> Student Life> Office of Student Development> Search> Registrar> Add/Drop Dates and Tuition Refund	Home> Academics> Admissions & Aid> Academics> Academic Resources> Registrar> Academic Catalogs> Calendars	Home> Search> Academic Calendar	Home> Search> Academic Calendar

Analysis

Although four of the five users did find add/drop dates, only one of the four found them on the registrar's site directly. The other three users were unaware of how to find the dates and navigated to the academic calendar, which also listed the dates. Task time was high due to the uncertainty of the location of the information.

Task # 3

Find the SFO calendar to view upcoming SFO's

Pathways

Home> Faith at Malone> Faith and Student Life> Spiritual Formation Opportunities>SFO Google Calendar

Home> Helpful Links> Students>Spiritual Formation> Spiritual Formation Opportunities> SFO Google Calendar

Home> Student Life> Office of Student Development> Spiritual Formation> Spiritual Formation Opportunities> SFO Google Calendar

Home> Search> Spiritual Formation Opportunities> SFO Google Calendar

	User 1	User 2	User 3	User 4	User 5
Successful	No	Yes	Yes	No	Yes
Task Time	13s	12s	59s	19s	80s (1m 20s)
Pathway	Home> Events>Calendar	Home> Faith at Malone> Faith and Student Life> Spiritual Formation Opportunities> SFO Google Calendar	Home> Faith at Malone> Faith & Student Life> SFO Google Calendar	Home> Malone Xpress> Malone Calendar	Home> Search> Spiritual Formation Opportunities> SFO Google Calendar

Analysis

Although three of the five users did accomplish this task, one of the three only found the information through search rather than a clear understanding of the location of the content. Two of the five users, clearly unaware there is a dedicated SFO calendar, stopped their search once they found SFO opportunities listed within other campus calendars.

Task # 4

Locate one of your professor's email addresses on the Malone website

Pathways

Home> Helpful Links> Faculty & Staff> Faculty Directory
Home> Search
Home> Helpful Links> Students>Offices & Services> Faculty Directory

	User 1	User 2	User 3	User 4	User 5
Successful	No	Yes	Yes	No	Yes
Task Time	55s	54s AND 14s	19s	50s	45s
Pathway	Home> Malone Xpress> Online Learning> Course Selection>Syllabus	Home> Academics> Undergraduate> Majors & Minors> Nursing> School of Nursing & Health Sciences> Faculty AND Home> Academics> Meet Our Faculty> Meet our Faculty> Faculty Directory	Home> Academics> Meet Our Faculty> Faculty Directory	Home> Search> Staff Directory> Staff Directory>	Home> Academics> About> People> Faculty Directory

Analysis

Although three users eventually successfully completed this task, one of the three completed the task twice as she was sure there was more than one way to do it and wanted to prove she could find it more easily the second time around. The first time she completed the task she experienced more errors in her navigation. In addition, one of the unsuccessful users did locate her professor's email on a syllabus for her class in Malone Xpress, but she did not locate the staff directory on the main Malone site.

Although there were three successful completions of this task, it should be noted that all five participants accomplished this task utilizing a different path. This inconsistency displays a lack of clear content placement and labeling, as many users happened upon the page rather than directly recognizing where to find the information.

Task # 5

Find the health center's hours of operation

Pathways

Home> Search> Health Center

Home> Student Life> Health, Wellness & Safety> Health Center

	User 1	User 2	User 3	User 4	User 5
Successful	Yes	Yes	Yes	Yes	Yes
Task Time	68s (1m 8s)	15s	18s	19s	55s
Pathway	Home>Helpful Links>Students> Student Life> Health, Wellness, & Safety> Health Center	Home> Student Life> Health, Wellness & Safety> Health Center	Home> Student Life> Health, Wellness & Safety> Health Center	Home> Search> Health Center	Home> Search> Health Center> Student Life> Health, Wellness & Safety> Health Center

Analysis

Although all five users completed this task successfully, the time on task was higher than other successful tasks as users were initially unsure of which path to take to successfully complete the task. This caused users to spend more time viewing the various menus and headings on the site to determine the correct path. Two of the users spent more time unsuccessfully navigating through the site before eventually finding success.

Task # 6

Navigate to the library website to begin a journal search

Pathways

Home> Academics> Academic Resources> Library>Library Resources
Home> Quick Links> Students> Academics> Everett Cattell Library> Library Resources
Home> Search> Library> Library Resources

	User 1	User 2	User 3	User 4	User 5
Successful	Yes	Yes	Yes	Yes	Yes
Task Time	36s	20s	11s	27s	54s
Pathway	Home> Helpful Links> Students> Everett Cattell Library	Home> Academics> Academic Resources> Library> Library Resources	Home> Academics> Academic Resources> Library>Library Resources	Home> Malone Xpress> Library	Home> Academics> Academic Resources> Library> Library Resources

Analysis

Although all five users completed this task accurately, two of the five users were uncertain how to complete the task initially and had to take extra time to think about how to accomplish the goal. Students took three different pathways in completing this task, one of which involved signing into their Malone Xpress account first before successfully clicking a link within their account to navigate to the library site.

Task # 7

Search the website for information about the nursing program

Pathways

Home> Search> Nursing

Home> Quick Links> Students> Academics> Majors & Minors> Traditional Undergraduate Majors> Nursing Home> Academics> Undergraduate>Majors & Minors> Nursing

Home> Academics> Colleges & Schools> School of Nursing & Health Sciences> Nursing

	User 1	User 2	User 3	User 4	User 5
Successful	Yes	Yes	Yes	Yes	Yes
Task Time	25s	14s	17s	15s	28s
Pathway	Home> Academics> Undergraduate> Majors & Minors> Nursing	Home> Academics> Undergraduate> Majors & Minors> Nursing	Home> Academics> Undergraduate> Majors & Minors> Nursing	Home> Academics> Undergraduate> Majors & Minors> Nursing	Home> Academics> Undergraduate> Majors & Minors> Nursing

Analysis

Generally speaking students did not experience any difficulties with this task. They all accomplished the task within 14-28 seconds, utilizing an appropriate pathway without error to do so.

Post Test Questionnaire Insights

Questionnaire Topic	Average Rating	Lowest Rating	Highest Rating
Task Completion Satisfaction	4	3	5
Information Findability	3.2	2	5
Site Navigation Satisfaction	3	2	5
Understandability of Labels	3.8	2	5
Site Experience Satisfaction	3.4	3	5

Most liked website features expressed by users:

- Bold Headings
- The visibility of Malone Xpress

Least liked website features expressed by users:

- The article section at the top of the page on the home page
- Unclear labels
- The number of clicks to access online learning
- Inconvenient location of desired content

User Site Suggestions

- Simplify the labels and menus
- Relocate the red global navigation to the top of the page
- Redesign the site with a more shallow structure
- Add useful quick links for current students

Insights

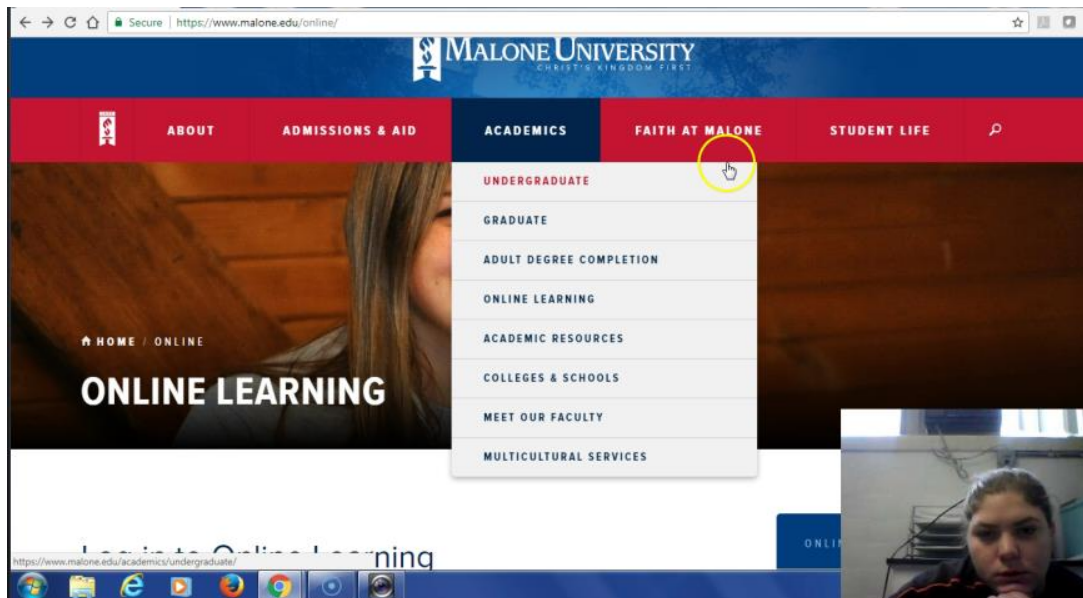
- While the highest rating for all topics was a 5, that rating was given by one single user. None of the other 4 users gave a 5 rating to any question.
- Although the task satisfaction rate was a 4, user's perceived completion of a task which they may not have actually successfully completed may have skewed this rating given the unsuccessful completion of three of the seven tasks by a number of users.

Findings and Recommendations

Finding 1

The site labels aren't clear enough to allow for users to easily locate the information they desire

When asked to perform tasks, all five users routinely scrolled over more than one heading in search of the desired information. While they sometimes found the information they were looking for within two to three headings, they often required multiple list views, and heading rechecks to find their desired information.



Recommendation

Consider re-evaluating the headings and topic groupings within the menus to be sure they are easily understood by the students.

**"I can never find a link to the registrar so I always have to search it. Oh wait, maybe it's here."
User 2-2:26**

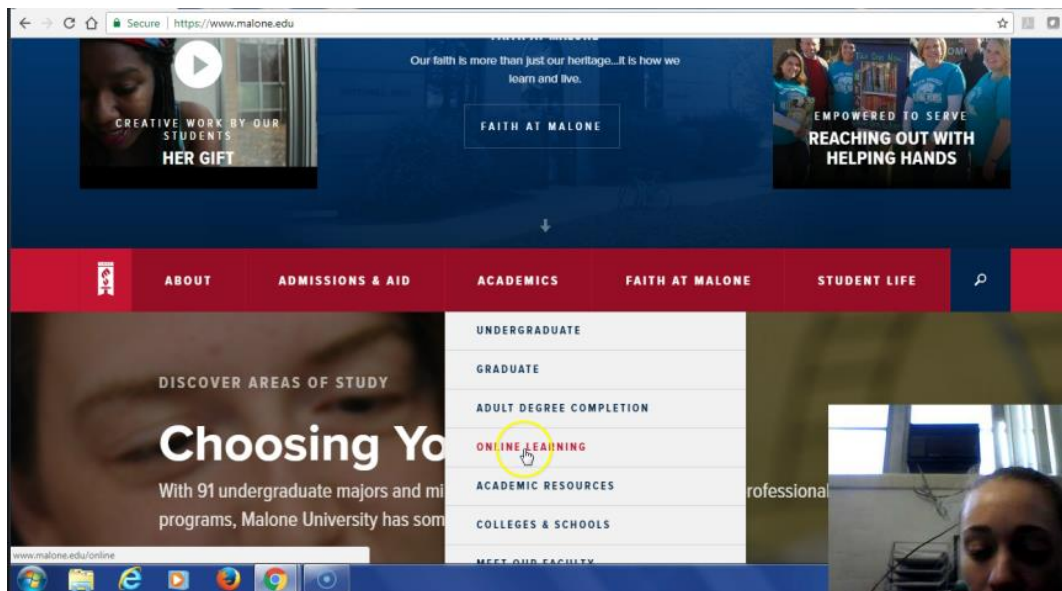
Finding 2

The online learning login is highly desired and used by participants, but not located prominently on the main page

While all five users were able to locate online learning fairly easily, with four of the five navigating to online learning within 11 seconds and one utilizing the search field to type in the site address and access the page within 25 seconds, the online learning login is not prominent enough on the page for the frequency with which students utilize this information.

Recommendation

Consider bringing the online learning link to the home page in the header navigation by the Malone Xpress link so that it can be more quickly accessed by current students.

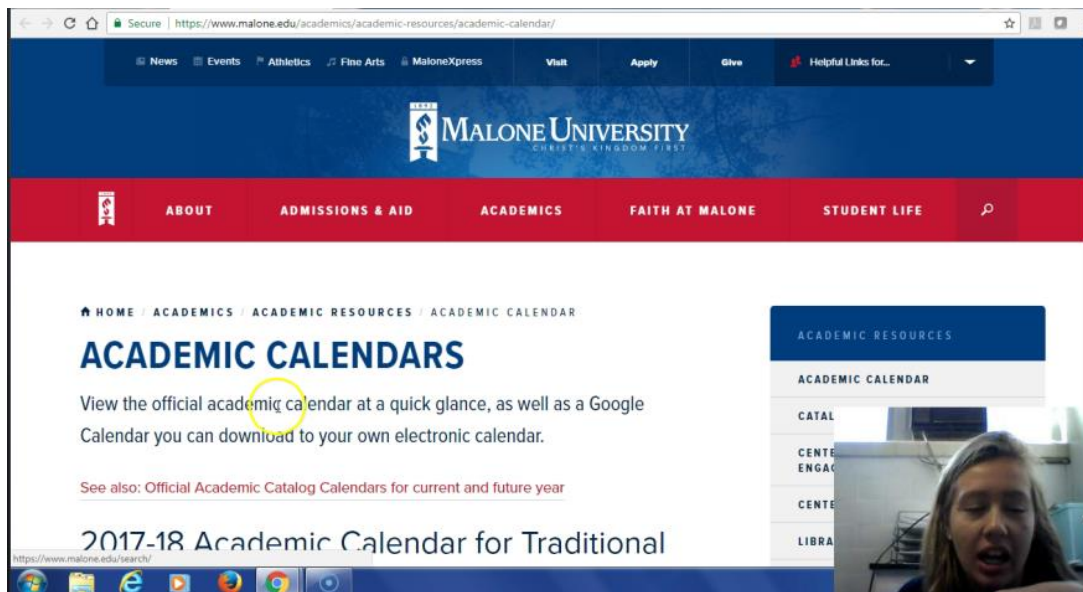


“I don’t like having to go all the way down to Academics to Online Learning just to log into Moodle.”
User 3-8:50

Finding 3

All of the participants struggled finding a clear path to the registrar

While some users were able to discover the registrar's page, two of the users had to perform a site search to find the page, two users took unconventional paths navigating to multiple locations on the site before finding the right path, and one user gave up after trying for 235 seconds to locate the page. The average completion time was high at 68 seconds.



Recommendation

Consider relocating the registrar heading to a more prominent location within the drop down menus.

"I don't know how to get there. If I hit the search thing I can get there."
User 5- 2:00

Finding 4

Some struggled with finding the SFO calendar

While all of the users were able to find the SFOs on some type of calendar, only three of the five users were able to find the SFO calendar with only one of the three locating the calendar without navigating around the site first in search of the information.



Recommendation

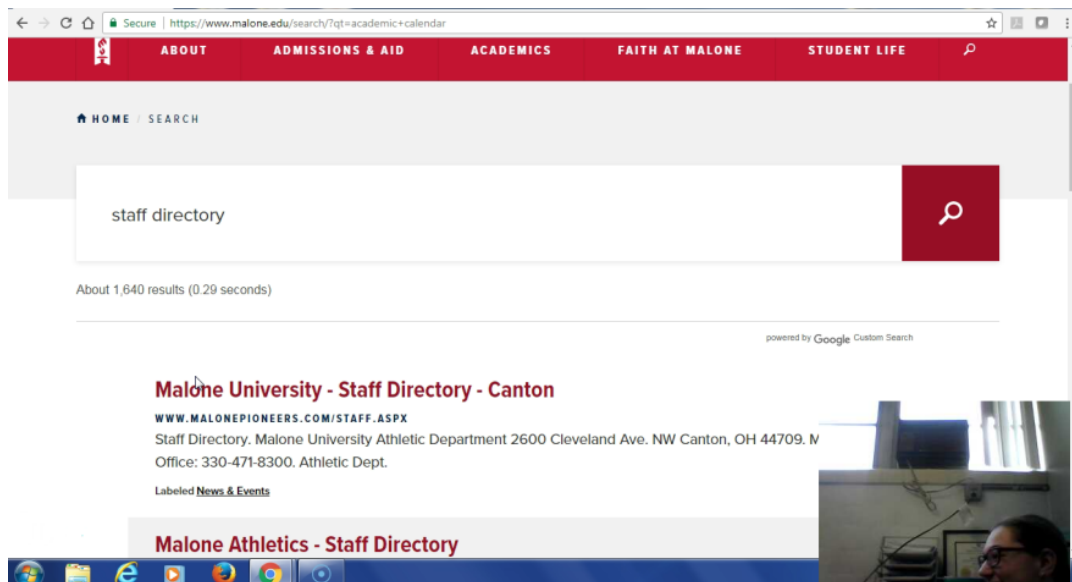
Consider either changing the label names in the Faith at Malone headings to more accurately reflect what information will be found within each section, or bring the SFO calendar link closer to the surface by adding it to the Faith at Malone menu.

**"Oh wow. I've never seen that before."
User 5- 3:27**

Finding 5

Some struggle to find faculty contact information

While three of the five participants did locate the faculty directory, only one of three initially found it utilizing a traditional path. One user located her professors through her major first, and then went back and explained how to find the staff directory utilizing the traditional path after thinking through the task. A third user happened upon the directory mistakenly.



Recommendation

Consider changing the “Meet our Faculty” heading to something more understandable by the students so that they can find their professors more easily on the site.

“Yeah, I have no idea where it is on here.”
User 4- 4:42

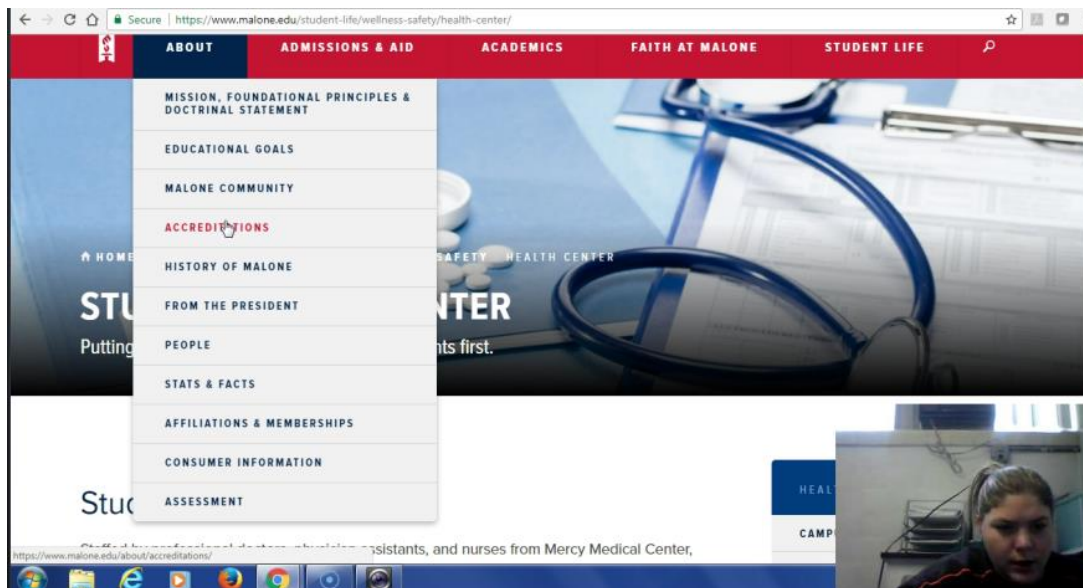
Finding 6

Some struggled with finding the library

While all of the users were able to find the library, three of the five users were initially unsure of where to find the library. While they all did eventually find their way, extra time was spent looking at headings for where they felt they may find the library link.

Recommendation

Consider bringing the library link up closer to the surface within the navigation to aid students in quickly finding the resources they need to complete their work.



“That’s another one I can never find so I just search that.”
User 2- 5:56

Additional Recommendations

While we were able to gain many insights from the interviews and usability testing, additional testing is recommended to fill gaps in our test population. Given the fact that we were unable to secure prospective, graduate, or male students as participants additional studies are recommended for these populations to discover any challenges they may be experiencing with the site.

Follow-Up Research Questions

1. Does age play a factor in the user's ability to perform various tasks easily? i.e. Are some things more intuitive based on age?
2. What are prospective, graduate and male user's needs, desires, and expectations of the website?
3. What are prospective and current students' parents/guardians needs, desires, and expectations of the website?

Appendix A- Interview Guide

The following will serve as the moderator's guide for the user interviews.

Introduction

Hi, _____. I want to thank you for participating today. My name is Amy Schlachter, and I'm going to be asking you a series of questions that have to do with your university website searching habits and preferences. The overall purpose of the interview is to gather data about how people search university websites in an effort to aid Malone University in improving their website to enhance the experience their students have with their site.

Before we begin, I just have a few things to go over:

- **Taking notes and recording.** First, I will be taking notes periodically to help me remember things that you say. In addition, with your permission, I'll also be recording the session simply so that I can go back and look at the tape if I don't catch something in my notes or if I need clarification. Your feedback will be anonymous and only shared with the design team unless you give me permission to use clips otherwise.
- **No right/wrong answers.** I want you to feel free to talk candidly with me. There is no right or wrong answer to any of these questions. All of the information you are willing to share with me is welcome, and helps us in informing our design decisions for the website. We won't be using the website today, but rather just carrying on a conversation.
- **We aren't evaluating you.** I want you to know that we aren't here to evaluate you. I'm just here to gather information so that we can better understand customer's thoughts and habits. Know that nothing you say will be judged or hurt my feelings.
- **Your information will be kept confidential.** The information you provide will be kept confidential, your name won't be associated with the information, and nothing that you say or do will have any influence on you personally.

If at any time you need to stop or take a break let me know and we'll do so. Our discussion should last around 15 minutes.

Before we begin, would you mind reading over this consent form for me? It explains the project, how your information will be used, and provides me with permission to video record our interview. Take your time reading through it and let me know if you have any questions.

Thank you. Do you have any questions before we begin? Okay, I'll start the recording and then we'll get started.

Current Student Interview Script

Warm-Up Questions

1. Can you tell me a little about yourself?
 - How many years have you attended Malone?
2. Can you tell me about how often you browse the web for information?
3. For what reasons, do you typically search online?

Interview Questions

1. About how often would you say you utilize Malone's website?
2. For what reasons would you say you typically utilize Malone's website?
3. What methods or devices do you typically use to search Malone's website?
 - If more than one, do you have a preference in the type of device you use?
 - If digital properties are mentioned, for what reasons do you prefer using a mobile device over desktop computer?
4. When searching for information on Malone's website, how do you typically start your search?
5. What types of information do you expect to find on the site?
6. What types of information would you like to have available to you on the site?
7. Have you ever had a frustrating experience when navigating the site?
 - If yes, can you explain a time when you had a frustrating experience navigating or finding the information you desired on the site?

Cool Down

That wraps up the questions that I have. Do you have any questions for me that we haven't touched on before we wrap-up?

Wrap-Up

OK, well I'm going to compile your thoughts with those of the other interview participants. The feedback you've given me will be extremely helpful as we work on the design of the Malone University website to provide the best experience for their students. Thank you again for your time and sharing your thoughts with me.

- ☐ Turn of the camera
- ☐ Ensure you have the consent form
- ☐ Show the interviewee out

Appendix B- Interview Summaries

Participant 1

Name: Molly

Gender: Female

Age: 19

Years at Malone: 1.5

Interview Environment:

We had our conversation in a staff office at Malone. The office is one where she has visited multiple times and feels at ease. The area was well lit and comfortable.



Frequency of Site Use

- Daily



Common Tasks Performed

- Access Malone Xpress
- Access Moodle
- Look at assignments
- Check grades
- Access class syllabus



Preferred Device

- Laptop

Interview Summary

Molly was comfortable with the interview process, and very open and willing to share her thoughts and experiences. She is a frequent site user, utilizing the Malone.edu website daily to login to Malone Xpress and Moodle, and perform tasks, such as, looking for assignments, checking grades, and looking at a class syllabus. Molly prefers to use her laptop when performing site tasks because it will save her password, saving her from having to remember her password on her own each visit.

Molly typically navigates to the website with a goal in mind. While she navigates off site to Malone Xpress and Moodle daily, she typically only utilizes the Malone site to look at major requirements. She did previously utilize the site to search for the meal calendar, but states that it is no longer available online.

Molly does not have any expectations for the site content, but does wish the meal calendar would return.

"I don't understand why Malone Xpress and Moodle are separate entities."

Participant 2

Name: Izzy

Gender: Female

Age: 19

Years at Malone: 1.5

Interview Environment:

We had our conversation in a staff office at Malone. The office is one where she has visited multiple times and feels at ease. The area was well lit and comfortable.



Frequency of Site Use

- Daily



Common Tasks Performed

- Access Malone Xpress
- Access Moodle
- Utilize the Phiz
- Pay tuition bill
- Search majors



Preferred Device

- Laptop

Interview Summary

Izzy was comfortable with the interview process, and very open to sharing information. She did experience frustration during the interview process, as she received one interruption from another student during the interview, but it did not affect her overall comfort or train of thought.

Izzy is a frequent site user, utilizing the site daily to link to Malone Xpress, use the Phiz, and access online learning. She also utilizes the site to pay her bill, and search for majors. She typically navigates to the site with a specific goal in mind. Izzy prefers to access the site from her laptop because she feels it is easier to navigate.

Izzy expects to be able to access information like schedules, class notes, and grades on the website. She does not recall ever having a frustrating experience navigating the site, and has no further expectations or desires for information aside from what is already available to her on the site.

"I like the new website more than the old one."

Participant 3

Name: Anna

Gender: Female

Age: 22

Years at Malone: 2

Interview Environment:

We had our conversation in a staff office at Malone. The office is one where she has visited multiple times and feels at ease. The area was well lit and comfortable.



Frequency of Site Use

- 1x every two weeks



Common Tasks Performed

- Access Moodle



Preferred Device

- Laptop

Interview Summary

Anna was comfortable with the interview process, and very open and willing to share her thoughts and experiences. She is an occasional site user, accessing the site approximately once every two weeks. Anna typically navigates to the site to access online learning, but notes that specific page is already loaded on her laptop so she has no need to navigate to the main Malone site unless she is on a computer other than her own. She prefers to perform tasks on her laptop because she doesn't typically have a need to view class information on her phone. When navigating to the site, she typically has a task in mind and prefers to directly navigate to that area.

Anna expects the site to have easy access to library search sources, registrar information, and advising. She would like to have a more accessible calendar with campus events for the week listed, and a semester calendar easily accessible. Anna would like to be able to more easily find information like the class add/drop dates because she feels you have to dig to find that type of information as it's not where you think it would be.

Anna finds the updated website to be confusing, and difficult to discover where you are going initially. She finds the new site layout to be complicated and lack user friendliness. She feels the tabs for the library and registrar are confusing, as when you click on them you aren't presented with the information you would expect.

"It's just complicated and not user friendly."

Participant 4

Name: Alee

Gender: Female

Age: 20

Years at Malone: ½ year

Interview Environment:

We had our conversation in a staff office at Malone. The office is one where she has visited multiple times and feels at ease. The area was well lit and comfortable.



Frequency of Site Use

- 1x every week



Common Tasks Performed

- Pay tuition bill
- Research courses



Preferred Device

- Laptop

Interview Summary

Alee was comfortable with the interview process, and very open and willing to share her thoughts and experiences. She is a frequent site user, utilizing the site approximately once per week. She typically navigates to the site with a goal in mind. Typical tasks include paying her bill and researching courses. Alee prefers to navigate the site on her laptop because she finds her phone to be slow.

Alee expects to find information such as events on campus, and all information for her classes like syllabi and assignments on the site. She also desires access to all of her classes through Moodle so that she can check her grades periodically.

She recalls having one previous negative experience with the site where she couldn't pay her bill.

"I usually go for one thing and then I leave the website."

Participant 5

Name: Haleigh

Gender: Female

Age: 20

Years at Malone: 2

Interview Environment:

We had our conversation in a staff office at Malone. The office is one where she has visited multiple times and feels at ease. The area was well lit and comfortable.



Frequency of Site Use

- 1-2x a day



Common Tasks Performed

- Access Malone Xpress
- Check grades
- Check SFO balance
- View course schedule



Preferred Device

- Laptop
- Phone

Interview Summary

Haleigh was comfortable with the interview process, and very open and willing to share her thoughts and experiences. She is a frequent site user, utilizing the site one to two times per day. She typically navigates to the site with a goal in mind, performing tasks such as accessing Malone Xpress, viewing her grades, checking her SFO balances, and viewing her course schedules. Haleigh typically utilizes her phone for most daily tasks, as that is what is available when things pop into her head. However, she does access her courses through her laptop.

Haleigh expects to be able to navigate to online learning within one click. She also expects to be able to find the athletics website easily. She would like the upcoming course catalog for future semesters to be available to her on the website as she finds the process complicated in Malone Xpress.

Haleigh has had a negative experience with the Malone website when she hasn't known exactly where to go and ends up clicking randomly in search of information because she thought the information would be in a certain place, but it wasn't.

"I'd like to be able to get to online learning within one click."

Participant 6

Name: Maria

Gender: Female

Age: 19

Years at Malone: 2

Interview Environment:

We had our conversation in the athletic training room at Malone. Maria was preparing for her rehab session, but was able to focus fully on the interview as she was waiting for her treatment to begin. The area was well lit, comfortable, and without distraction.



Frequency of Site Use

- Approximately 1x every day



Common Tasks Performed

- Email
- Access Malone Xpress
- Access Moodle



Preferred Device

- Laptop

Interview Summary

Maria was comfortable with the interview process, and very open and willing to share her thoughts and experiences. She is a frequent site user, navigating to the site nearly every day. Maria typically navigates to the site with a goal in mind. Common tasks include checking email, and accessing Malone Xpress and Moodle. Maria prefers to use to laptop when navigating the site because she feels it is easier because it is bigger.

Maria expects to have access to information like a student page with things like Malone Xpress, the athletics page, the library, information about the cafeteria, the ability to schedule a campus visit, information about Malone, and a page to the faculty and staff. She wishes there was a student page with information about how to access her classes, her email, the Phiz, her course schedule, class registration, and her print and SFO balances.

Maria feels the old website was easier to use. She thinks Malone tried to make the new site a little too fancy, and finds it difficult to access various tabs and student pages.

"I feel like they tried to make this website a little too fancy and it's not as easy to access tabs and student pages and stuff. I mean if you navigate around you can find it, but I just want to be able to get on there and get done what I need to get done."

Appendix C-Usability Test Data Collection Instruments

Task Analysis

Task #	User #
Successful	
Task Time	
Pathway	
Problems	
Comments/ Recommendations	

Post Test Interview

(To be completed by the test administrator)

User Name: _____

PART 1 - Opinions

- Thoughts on the usability/friendliness of the website expressed by the user:
- Thoughts on the aesthetics of the website expressed by the user:

PART 2 - Questions:

- What features of this website did you like the most?
- What features of this website did you like the least?
- Did you find the site navigation intuitive?

Post Test Questionnaire

Name: _____

Please circle one number for each question and offer any comments you wish.

1. I was able to complete the tasks.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

COMMENTS:

2. The information was easy to find.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

COMMENTS:

3. The site was easy to navigate.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

COMMENTS:

4. The labels used on the site were easy for me to understand.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

COMMENTS:

5. Overall, I am satisfied my website experience.

1	2	3	4	5
Strongly Disagree		Neutral		Strongly Agree

COMMENTS:

6. Suggestions for the website:

Appendix D- Usability Test Session Videos

Participant Profiles

User	Gender	Age	Years at Malone	Type of Participation	Video Link
1	Female	19	1.5	Interview/Usability Study	Molly Usability Test Video
2	Female	19	1.5	Interview/Usability Study	Izzy Usability Test Video
3	Female	22	2	Interview/Usability Study	Anna Usability Test Video
4	Female	20	.5	Interview/Usability Study	Alee Usability Test Video
5	Female	20	2	Interview/Usability Study	Haleigh Usability Test Video
6	Female	19	1.5	Interview	---