**CT Testing: Ratings – August 2020**

*What is your hypothesis for this research? We believe that Veterans will understand the rating categories and find the ratings useful, especially in determining the Veteran experience at a particular school.*

**Participant #4 - Lisa**

**Top Observations**

Says ratings are especially important because they’re given by Veterans

Most Valuable Categories: Veteran Community, GI Bill Support, Online Classes

Says star-ratings alone are so-so. Would hope people don’t lie.

Discusses ratings as though the school is working to get ratings from Veterans

Doesn’t want names attached to individual rating response

User sees school with caution flag, “No way.”

Says ratings on flagged school don’t seem legit “Maybe [the school is] paying for it.”

Discusses number of ratings as a function of GI Bill students attending the school (“Would like to see a quarter of those enrolled have rated”)

If no narrative, rating is not as valuable. Could be disgruntled student. If you make them work harder, they’re more invested.

**Intro**

Used CT a long time ago

Considering convenience, online programs & degree programs when looking for a school.

Would ask a fellow veteran about length of classes, course requirements (#s of papers)

**TASK 1: Initial look at ratings**

Mentions money benefits are important; # of GI Bill students at a school is important for decision making

**Task completion: 2**

**User Task Rating: 5**

**TASK 2: Detailed Ratings**

**Says ratings are especially important because they’re given by Veterans**

**Most Valuable Categories: Veteran Community, GI Bill Support, Online Classes**

**Says star-ratings alone are so-so. Would hope people don’t lie.**

**Discusses ratings as though the school is working to get ratings from Veterans**

**Doesn’t want names attached to individual rating response**

**Task completion: 2**

**User Task Rating: No Rating (ironic, right?)**

**TASK 3: Comparing Ratings**

User sees caution flag, “No way.”

Says ratings on flagged school don’t seem legit “Maybe [the school is] paying for it.”

**Task completion: 2**

**User Task Rating: No rating**

**Other Questions**

Discusses number of ratings as a function of GI Bill students attending the school (“Would like to see a quarter of those enrolled have rated”)

If no narrative, rating is not as valuable. Could be disgruntled student. If you make them work harder, they’re more invested.