

Survey Rationale

About:

To help generate audience profiles and empathy maps, the Orange Draft Group has created the Student Handbook Survey. The survey consists of a maximum of 32 multiple choice and 9 short answer questions, with the exact number of questions varying based on the results of previously answered sections. Designed to provide us with detailed and personalized data about anonymous correspondents, the survey remains reasonably short and easy to complete. Its main purpose is to help us split the first-year student population into different audience groups -- giving us not only a good understanding of their background, but also their awareness and usage of the campus and student accessible services. When writing the student handbook, based on the responses received, we may choose to omit sections with less importance or focus more on areas with less awareness amongst our audience groups.

Design Motivations:

Designed to be applicable to a wide range of students from the undergraduate population, the survey is split into two sections -- first-year students and non first-year students. Regardless of the current academic term of the correspondent, the survey questions focus on experiences and opinions relevant to first-year students. Students pursuing Master's or Doctoral degrees are excluded from the sample group, because they may not have completed their undergraduate education at the University of Waterloo and if they did, would most likely have forgotten many of their first-year experiences. Due to the fact that the survey is being published on the University of Waterloo subreddit, we explicitly ask if correspondents are enrolled at the University of Waterloo to avoid answers from professors, alumni and non-UW students.

Survey Format:

The Student Handbook Survey is split into four major sections, all of which correspond with the possible topics of the student handbook -- math faculty services, navigation, student life and food. The questions in each section are typically designed to gather information about how familiar the correspondent is with a specific topic and how often they interact with it. If we find a high correlation between unfamiliarity and low rates of interaction for a given topic, we may choose to focus more on it when designing the student handbook.

The short-answer questions scattered throughout the survey have been designed to provide us with a deeper understanding of the correspondent's thoughts and feelings related to certain topics. Understanding these two aspects of our audience groups enables us to better choose our tone and method of addressing topics throughout the handbook. Short-answer questions also provide us with opinionated data, which may be used in a opinion or advice section of the handbook, with permission from their original source.