# Course page UX testing

October 2017

## Rundown

|  |  |
| --- | --- |
| **Item** | **Duration in minutes** |
| Paperwork and pre-questionnaire | 10 |
| Current site: course pages   * Desktop * Mobile | 15  5 |
| Proposed: course pages   * Desktop * Mobile | 20  5 |
| Post questions and wrap up | 5 |

## Upon arrival

* Introductions
* Toilets
* Water
* Show to waiting area. Give consent form & pre-questionnaire

# Introduction & paperwork [10 mins, D:10]

Thank you for your time today. Please sit in front of the computer.

Any questions about the consent form or pre-questionnaire?

It’s important that you know:

* We do not share your personal information
* When providing feedback, we do not use your name
* We will record this session
* The session is confidential, so please do not share what you have seen with anyone

START RECORDING

What we’re doing today?

Today we need your help to improve our course pages. We’ll look at our current designs and then at some proposed changes. The new designs are a work in progress, so we’ll look at an unfinished prototype. Because it’s not finished it’s a great time to get your input:

* Not just on the colours and how it looks
* Also the type of information and how it feels to navigate
* Words or phrases you’re not sure of, anything that doesn’t quite make sense

We’ll start with a quick introduction, to understand who you are.

Thereafter we will ask you to use the website using the laptop here and will ask that you talk us through your thoughts and impressions.

Please note that:

* We can stop at any time
* Feel free to ask questions at any time
* Leave at any time

## Warm-up questions

Before we start, let’s find out a little bit more about you (from Pre Q)

1. What are you interested in studying?
2. What have you done to help you decide e.g. talk to family/friends, look online?
3. Have you been to the Vic Uni website?
4. The kind of information your looking for is …

Let’s make a start please remember that:

* **This is not a test of your ability** so don’t feel uncomfortable at any stage. You are helping give us feedback on the layout and design of the website course pages.
* Please **be honest** and talk us through your thoughts.
* It helps us if you can **say your thoughts aloud**. This will give us an idea of what you are thinking and expecting from the site, e.g. I’d click here because that’s of interest to me.
* **Also tell us if you like something**, or if there’s anything you dislike.
* Current site – desktop [15 mins, D:25]

## Task 1: Expectations (2m)

Let’s assume you’re thinking of becoming a nurse. You’ve hear VU offers a Bachelor of Nursing course. Before we look at the course, can you tell me what information you would expect to find on the website about the course.

## Task 2: First impressions (2m)

I’ll give you a few moments to have a look at the Bachelor of Nursing course.

|  |
| --- |
| What are your first impressions of the information presented? |
| How does it meet or differ from your expectations? |
| What catches your eye?  Notes: |

## Task 3: Information seeking (5m)

|  |
| --- |
| (a) What are some advantages of studying this course at VU? |
| (b) Where can you study for this course? |
| (c) How do you apply for this course?  Is there anything you need to do or know before you apply? |
| (d) Is there any criteria you need to fulfill in order to study this course? |

## Task 4: Navigation (8m)

|  |
| --- |
| (a) What are some subjects you must study in your first year? |
| (b) If you had a question about the units, how could you get an answer quickly? |
| (f) Does the Cardiac Nursing unit require you to have completed other units first? |

# Current site – mobile [5 mins, D:30]

Let’s have a look at what this is like on a mobile device.

|  |
| --- |
| What expect it to be like on a mobile? |
|  |
| Impressions / comments |
|  |

Proposed design – desktop [20 mins, D:50]

Let’s now have a look at the proposed design for the same course – Bachelor of Nursing. Again we’ll start on the desktop and then have a look at the mobile version.

Task 1: Impressions (5m)

|  |
| --- |
| What are your initial thoughts? |
| What are some of the differences? |
| EXTRA CTAs – What do you think each one does? How valuable is each?  Apply  Enquire  Request call back  Download PDF  Save course |
| TABS – What do you think is in each one?  [Labels e.g. Student experience OK?] |
| What else catches your eye?  [Likes/dislikes?] |

## Task 2: Information seeking and navigating (12m)

|  |
| --- |
| (a) What will the course cost you? |
| (b) If you were an international student would you think this information is for you or just local students?  [Do they notice Int/Dom switch?] |
| (c) What ATAR do you need to get into this course?  What about people do who don’t have an ATAR – what do they need to get into the course? |
| (e) EXAMINE GETTING INTO THIS COURSE TAB  What do you think of this information?  What’s most and least important to you? |
| (d) How do you apply for this course?  Is there anything you need to do or know before you apply? |
| (e) You decide not to apply yet and want to find out if there are any units you can choose for yourself or whether they are all mandatory?  How would you find out the type of assessment needed for the Neonatal Nursing unit? |

# Proposed design – mobile [5 mins, D:55]

SWAP TO MOBILE VERSION OF COURSE

## Task: Exploration and comments (5m)

|  |
| --- |
| What are your initial thoughts? |
| What are some of the differences? |

# Post questionnaire & wrap up [5 mins, D:60]

Couple of questions before we wrap up.

* Please give each of the designs a rating from 1-10
* Where 1 is woeful
* And 10 is wonderful?

CURRENT: \_\_\_\_\_ PROPOSED: \_\_\_\_\_

Why? What was better/worse about the proposed design?

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2. What other improvements would make it even better for you?

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Thanks for your time today.

Any questions for us?

**Farron** will deposit money into your account.

STOP RECORDING

* Check toilet needed
* Escort to lifts