**CT Comparison Testing – June 2021**

**Participant # 3, Lou**

* FIRST IMPRESSION – Like the simplicity. I’m a graphic guy, I’d prefer a map of the U.S. by state. You have 2 individuals, 1 knows what school they’re looking for, one that doesn’t.
* Sees map says “I prefer to go into the map and do a drill down… but that’s just me, I’m lazy”
* “To make it even easier”… goes into detail about using the map as the main navigation control for accessing schools.
* Goes into location search… Searches for Seattle. [Heavy sigh]. ***I’d like to see the listing. Would prefer all the list of schools…***
* ***Wonders if map search is just to find schools and then updating is another step deeper in the site.***
* **Had trouble seeing compare drawer… “There’s no call for action” [could have been an issue with viewport, new testing tool]**
* **ADDRESS… Compare drawer should stick no lower than top of footer.**
* Comparison View – what’s important: sees GI Bill Students on comparison page, “I like this.” Notes that schools are probably private. “Housing allowance is super important.”
* **Re: Compare Drawer “I would like it to follow me. I didn’t even know it existed until you pointed it out.”**… “**After seeing this and how it works, think it’s a wonderful tool just need to know it’s there.”**
* **REC: Consider animation as items are loaded into drawer; putting “Compare” button in heading.**
* **BUG: Compare page should always load at top of page.**

OTHER NOTES

* SEARCH NOTE: Wants to refine by type of school (Private school).
* SEARCH NOTE: Is recommending adding filters in the location where the filters actually are.
* ***Search note - REC label update:*** Update **your** tuition and housing estimates
* Name search results: Sees Employer, says “This is new to me. I don’t know what this is. Looks vocational.”
* **Location search. Loves “autocorrect” (aka autocomplete)**
* **Profile Page: “*You provide the SCO. A lot of time they don’t have all the info. Would be beneficial to have information on people who can handle Veteran interests; not just 1-800 admission office.”***

SEARCH NOTES

* + Wants a lot of information that is already in the tool but not seeing it.
  + Wants to be able to filter schools farther.
  + Wants to filter based on ratings.
* + Name search for Yale. (Generic Yale university doesn’t show up in autocomplete)
  + Hates results: All Yale results should be under 1 result. I can’t assume a student knows which school they want to attend.

**Research Questions**

**Compare Drawer:**

Do users notice the Comparison drawer? No

Is comparison drawer behavior effective when the user conducts multiple searches to select schools?

How many schools do users think they can compare at once?

**Navigation:**

Are users able to easily navigate between the search results, the comparison drawer and the comparison page?

How do users interact with the interface when they need to conduct multiple searches?

Which components/pages do users prefer to use to add or remove schools from the comparison? Are they able to do this effectively?

**Compare page:**

What data fields are users interested in comparing?

Which ones are most important?

Any fields they aren't interested in?

Any additional others they would want to see?

Do users notice the sticky header?

Do users believe the sticky header is useful?

Do users notice the "Highlight differences" functionality?

Do users find the "Highlight differences" functionality useful?

**Warm-up**

* Has done usability testing before.
* Military status: Veteran, Marine Corps
* Using education benefits: Currently using “Post-9/11”
* Started School: As soon as I got out. 2012, 2013. Studying UCLA Executive M.B.A. program.
* When you first decided to go back to school, what factors were important to you in picking school options?
  + Approved by VA, #1. If they were private, they were yellow ribbon. Really the list from VA so I could exercise my Post-9/11.
  + Considered: New York University Stearn Business School. Columbia Business of Excellence.
* Have you ever used the GI Bill Comparison Tool before? Yes. I have and I like it.
  + If yes, what did you use it for? General. Just looking at costs of schools to see what they were and the B.A.H. comparison – whether I was full online or on-campus.

**First Task: Finding schools**

* Could you show me how you'd use the Comparison Tool to learn about schools you might be interested in attending?
* FIRST IMPRESSION – Like the simplicity. I’m a graphic guy, I’d prefer a map of the U.S. by state. You have 2 individuals, 1 knows what school they’re looking for, one that doesn’t.
* Sees map says “You expose it after” “I prefer to go into the map and do a drill down… but that’s just me, I’m lazy”
  + “To make it even easier”… goes into detail about using the map as the main navigation control for accessing schools.
  + Suggests using search for housing as a mental model.
* Goes into location search… Searches for Seattle. [Heavy sigh]. ***I’d like to see the listing. Would prefer all the list of schools…***
* ***Right now people are super excited about job prospects upon completion.*** Clicks through to profile page. “Goes back to what I recall.” I think this is fine.
* ***On profile page, “Now you want to drill down into information about ‘you’.***” It might make more sense to ask that up front. Looking at map at this point, doesn’t see the tuition updates.
* ***Wonders if map search is just to find schools and then updating is another step deeper in the site.***
* SEARCH NOTE: Wants to refine by type of school (Private school).
* SEARCH NOTE: Is recommending adding filters in the location where the filters actually are.
* ***REC*** 
  + ***label update:*** Update **your** tuition and housing estimates
  + ***open the estimate panel***

**Things to watch for:**

* What type(s) of search does the user conduct? **Location search. Loves “autocorrect” (aka autocomplete)**
* Does the user notice the Compare checkbox? **Location search… Not yet.**

**Upon task completion:**

* How do you think that went? ***It gives me a starting point. From there I have to do my own research. You provide the SCO. A lot of time they don’t have all the info. Would be beneficial to have information on people who can handle Veteran interests; not just 1-800 admission office.***
* 1 is very easy and 5 is very hard, what did you think of finding schools? **1**
* Can you talk to me about the school cards you see here?
* For the benefit estimates you see here, do you believe these are accurate for your situation?
  + Likes autocomplete but doesn’t select Harvard from autocomplete options.
  + Sees Employer, says “This is new to me. I don’t know what this is. Looks vocational.”
    - Clicks on facility name to find out more information about OJT offering.
  + Suggests putting all contact information “up front”. Wants a website to do more research.

**Second Task: Comparing schools**

* How would you use the Comparison Tool to determine which school would be the best option for you?

**Things to watch for:**

* What type(s) of search does the user conduct? **Name search**
* Does the user notice the Compare drawer? **Having trouble seeing compare drawer… “There’s no call for action”**
  + **REC: Compare drawer label = larger. Perhaps underlined? Animated (bounce) when user adds items to drawer.**
  + **ADDRESS… Compare drawer should stick no lower than top of footer.**
  + **Compare Drawer “I don’t like this feature at all.”** 
    - **Mentions: I would like it to follow me. I didn’t even know it existed until you pointed it out.**
    - **After seeing this and how it works, think it’s a wonderful tool just need to know it’s there.** 
      * **Consider animation as items are loaded into drawer.**
      * **Consider putting “Compare” button in heading.**
    - **Wants compare button “right in my face”**
  + **BUG: Compare page should always load at top of page.**
* Do users notice the sticky header?
* Do users notice the "Highlight differences" functionality? YES.
  + School rating… ***what is this?*** U.S. News & World Report. [Jen: Veteran ratings] This would be your holy grail.
  + Of the comparison view, says “Only gain is [ratings]”
* Is user able to easily add schools to the compare tray?
  + Can add.
* Is the user able to easily navigate to the compare page?
  + Can’t get to compare tray. Once there, can click the compare button to get the comparison page.

SEARCH NOTES

* + Wants a lot of information that is already in the tool but not seeing it.
  + Wants to be able to filter schools farther.
  + Wants to filter based on ratings.

**Upon task completion:**

* How do you think that went?
* 1 is very easy and 5 is very hard, what did you think of comparing schools?
* Looking at the compare page, what do you think of the information you see here? Which ones are most important to you? Is anything missing that would be important to you?
* What do you think of the process of comparing schools?
* What do you think of the "Highlight differences" functionality? Is it useful?

**Third Task: YAY Harvard!**

* How would you use the Comparison Tool to see how **YALE** compared to some of your other school options?

**Things to watch for:**

* *If applicable,* can the user easily remove schools from the comparison?
* Where does the user go to remove schools (compare tray, compare page, search results)?
  + Name search for Yale. (Generic Yale university doesn’t show up in autocomplete)
  + Hates results: All Yale results should be under 1 result. I can’t assume a student knows which school they want to attend.
  + Gets to compare:
    - Sees GI Bill Students on comparison page, “I like this.”
    - Notes that schools are probably private.
    - “Housing allowance is super important.”

**Upon task completion:**

* How do you think that went?
* 1 is very easy and 5 is very hard, what did you think of adding Harvard Law School to your school comparison?

**Any other questions?**