**Marco**

1. Go to search by location & type in “Raleigh” … select pulldown [from autocomplete]
2. Would zoom into whatever school… I could refine my search or scroll in on the map. I’m more comfortable working with maps and pretty decent with geography due to the military.
3. Expects to be able to add school name in “Refine search” Opens refine search… Is there a functionality that allows me to just put in the name of the school? I’d expect that somewhere easily visible on the map.
4. Looking for names of schools on the map itself. **I didn’t see on the map, could you scroll over the pop-out for each icon to show which school it was. Could include very basic information: school name. Would need to be small so it didn’t cover the whole map.**
5. Mentions: In a urban location, could be difficult to navigate all the data on the map. Could be 100s of icons in a small crunched area.
6. Expects you can scroll into the neighborhood level. It does - that’s helpful. You can see housing, transportation.
7. ARE BENEFITS ACCURATE / RELEVANT TO YOU: Yes, if that’s the school you’re looking for. If you didn’t qualify for 100%, it’d be scaled. You have “You may be eligible” to indicate that.
8. Not sure what “View details” is for… it’s in its own little box. I’d click and find out. It’s “View details about the specific school. It was hard to tell if it was comparison details or what.
9. Suggests adding “asterisk or maybe Step 1, Step 2, Step 3.” Need to display that rates are 100% / 36 month / Ch33. Maybe have a permanent box open across the top.
10. Refine the search… look for types of schools or type of program; has to be accredited; offer yellow ribbon.
11. RATING ON CARDS: Doesn’t know what school rating means; dunno… rated by VA? U.S. News & World Report? [What would be most useful]
12. SEARCH CARD: Not sure what “regionally accredited” means, what body? I’m sure that’s defined somewhere. Maybe include a legend with definitions.
13. ENHANCEMENT: It might also be interesting to see VA facilities on the school map to see how far does a Veteran have to go to get to a VA facility.
14. PROFILE PAGE: Would be helpful to have contact info for the Veteran Coordinator (sees SCO and recognizes that’s what he’s looking for). Name isn’t really helpful, wants to know how to get in touch with that individual.
15. COMPARE: Next thing I’d be interested in is “Compare” ; would it build a spreadsheet that’d let me compare. **It’d be nice if I could download it or print / pdf it.**
16. COMPARE: Wants to compare: degree programs; GI bill ones (what’s in the Refine your search); the cost.

**Joins on phone / train and chats while walking to the office.**

**Warm-up Questions - 5 minutes**

Army Reserve, Part-time reservist

Using Post-9-11, 2010-2012; M.S. in mental health counseling; Fordham.

GIBCT: Didn’t think it was available in 2009. Knows about it now since he coaches other Veterans to use it.

**Initial Take - 2 minutes**

**First Task: Find a Campus - 5 minutes**Raleigh / ECPI University

Go to search by location & type in “Raleigh” … select pulldown [from autocomplete]

Would zoom into whatever school… I could refine my search or scroll in on the map. I’m more comfortable working with maps and pretty decent with geography due to the military.

Opens refine search… that doesn’t really work. Is there a functionality that allows me to just put in the name of the school. I’d expect that somewhere easily visible on the map.

I’d go back to search by name.

Not knowing how many ECPI’s there are. It might be a school with dozens of campuses. Select school from dropdown.

How’d it go: depends on what the person has knowledge of. I’d use the mapping panel to find it. If I was looking for a school where I wasn’t familiar with the location, I’d have to use the name search because I can’t find the one I’m looking for.

?? ADD NAME SEARCH FIELD TO REFINE YOUR SEARCH ??

**I didn’t see on the map, could you scroll over the pop-out for each icon to show which school it was.**

* **Could include very basic information: school name. Would need to be small so it didn’t cover the whole map.**

Geography is good if people are looking for geography-based references.

Cards:

* Doesn’t know what school rating means; dunno… rated by VA? U.S. News & World Report? [What would be most useful]
* Housing & tuition is good.
* Not sure what “regionally accredited” means, what body? I’m sure that’s defined somewhere. Maybe include a legend with definitions.

VA has location finder…

If you click on the icon, it brings up the result.

In a urban location, could be difficult to navigate all the data on the map. Could be 100s of icons in a small crunched area.

Expects you can scroll into the neighborhood level. It does - that’s helpful. You can see housing, transportation.

It might also be interesting to see VA facilities on the school map to see how far does a Veteran have to go to get to a VA facility.

ARE BENEFITS ACCURATE / RELEVANT TO YOU: Yes, if that’s the school you’re looking for. If you didn’t qualify for 100%, it’d be scaled. You have “You may be eligible” to indicate that. Thinks “View details” not sure what’s that for… it’s in it’s own little box. I’d click and find out. It’s “View details about the specific school. It was hard to tell if it was comparison details or what.

Maybe add asterisk. Maybe Step 1, Step 2, Step 3. Need to display that rates are 100% / 36 month / Ch33. Maybe have a permanent box open across the top.

NON-SEARCH OBSERVATIONS: Would be helpful to have contact info for the Veteran Coordinator (sees SCO and recognizes that’s what he’s looking for). Name isn’t really helpful, wants to know how to get in touch with that individual.

**Second Task: Location Search - 15 minutes**ANY SCHOOL IN DOWNTOWN RALEIGH

Refine your search… (what are you looking for here?)

You could change mileage. Adjust it to 5 miles. Depends on where you are… I take public transportation everywhere. Want maps for urban areas to have detail on public transport.

Refine the search… look for types of schools or type of program; has to be accredited; offer yellow ribbon.

Next thing I’d be interested in is “Compare” ; would it build a spreadsheet that’d let me compare. It’d be nice if I could download it or print / pdf it.

Wants to compare: degree programs; GI bill ones (what’s in the Refine your search); the cost.

Mentions time and miles aren’t always the same thing. (We’re showing miles not time so think we’re ok here)

Sometimes maps show radius lines for varying distances.

Rates task 3: Doesn’t think mileage and commute time aren’t one in the same.