CT Redesign Testing - Feb. 2020

Participant 3 – Aiku

TOP NOTES

* “The more GI Bill students, the more likely I’ll be to have a better experience”
* Not sure what “Update estimates” would be or do
* Thinks at least 1 thing would have to be searched then REFINE by school preference / major
* Interested in accredited institutions but less concerned about the type of accreditation
* When searching for radius, would like search results to display mileage from the distance searched
* Searching by degree… doesn’t think it’s possible to start [on the landing page] since the label says “Refine search”
* On profile page, mentions it’d be nice to have “an arrow to go back up” (return to top link)
* About the order of content on comparison view, says “This is following my mind”
* Would like Yellow Ribbon on Search Results
* Wants info on majors… if it doesn’t have what I want, I wouldn’t even compare it
* Expects to be able to update Compare tray on comparison page

Familiar with current GIBCT

Interested in looking for

* schools with her major
* schools close to her
* that the school is approved (per VA website)

Initial impression

* likes that you can search by school or location
* thinks “Search Employers” will be apprenticeships; has general knowledge of VET TEC
* Not sure what “Update estimates” would be
* Thinks at least 1 thing would have to be searched then REFINE by school preference / major

Task 1

* Searches by location name on 1st pass
* Would care most about tuition
* Interested in accredited institutions but less concerned about the type of accreditation
* “The more GI Bill students, the more likely I’ll be to have a better experience”
* Would like to compare 3 schools (later says 3-5max)
* Has no idea how the results are sorted
* Would like search results to display mileage from the distance searched

Task 2

* Searching by degree… doesn’t think it’s possible to start here since the label says “Refine search”
* Gets to profile page easily via “View details”
* Uses Contact info jumplink
* On profile page, mentions it’d be nice to have “an arrow to go back up” (return to top link)

Task 3

* Likes Veteran Programs on comparison page
* Appreciates Cautionary Warnings & Complaints
* About the order of content on comparison view, says “This is following my mind”
* Says she’d look to school site for top majors
* Would like Yellow Ribbon on Search Results
* Wants info on majors… if it doesn’t have what I want, I wouldn’t even compare it
* Expects to be able to update Compare tray on comparison page
* Would like top 3-5 majors on compare page