**CT Testing: Ratings – August 2020**

*What is your hypothesis for this research? We believe that Veterans will understand the rating categories and find the ratings useful, especially in determining the Veteran experience at a particular school.*

**Participant #1 – Daniel**

**Top Observations**

**Refers to being interested in schools “High ratings”**

**Wishes CT had info for grad schools**

**Values: Quality of Classes, Veteran community.**

**Less interested in: Marketing practices**

**Wonders about Scorecard and what data is in there.**

**Mentions “schools would want to see people’s names”**

**Reads the caution flag. Wonders about the high rating on the school with a caution flag.**

**Wonders about schools that aren’t yet rated. Especially when there are a lot of GI Bill students.**

**Says some schools aren’t rated because the programs are too new**

**No lower limit on # of ratings… all ratings would display.**

**Intro**

Little familiar with CT.

Interested in school’s geography (where I grew up), reputation.

Would be interested in quality of professors, political environment, classmates.

**TASK 1: Initial look at ratings**

Refers to “High ratings”

Says “individuals” are providing the ratings.

Wishes CT had info for grad schools

**Task completion: 2**

**User Task Rating: 5**

**TASK 2: Detailed Ratings**

Would go to another source like U.S. News & World reports to find ratings. Thinks 3rd party ratings would help narrow down his search

**Refers to being interested in schools “High ratings”**

**Wishes CT had info for grad schools**

**Values: Quality of Classes, Veteran community.**

**Less interested in: Marketing practices**

**Wonders about Scorecard and what data is in there.**

**Mentions “schools would want to see people’s names”**

**Task completion: 2**

**User Task Rating: 4**

**TASK 3: Comparing Ratings**

Reads & considers ratings of various schools

**Reads the caution flag. Wonders about the high rating on the school with a caution flag.**

**Wonders about schools that aren’t yet rated. Especially when there are a lot of GI Bill students.**

Interested in exploring negative or low ratings

Mentions if he was really interested in a school, would have googled and know where the schools are

**Task completion: 2**

**User Task Rating: 4.5**

**Other Questions**

**Says some schools aren’t rated because the programs are too new**

**No lower limit on # of ratings… all ratings would display.**