**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 #3 – Amanda**

**Top Observations**

**Would ask a fellow Veteran if the school paid housing on-time, any issues with Veteran processing?**

**Ratings “should be vets like me.” “Veteran means someone who served.” “I value the opinion of other Veterans”**

**Says the school search card provides a complete snapshot of benefits: “What’s on the left is crucial, right is nice to have.”**

**Wonders about marketing practices… what is it?**

**Says overall rating is more valuable if it’s a single rating (as opposed to an average)**

**Curious about N/A’s… wonders who wouldn’t rate [a specific category]**

**Wonders why you’d be asked to rate a school when you receive a COE and haven’t used it yet.**

**Says no ratings would “make me nervous”**

**Says ratings would affect her school selection process**

**Would be looking for a favorable rating. Would love to know how other Veteran’s experience was.**

**“If a rating came back with a low Vet support score, it would change my mind”**

**Most valuable input is how Vet friendly is a school**

**Other stuff**

1. **Says “Tuition is always the big thing.” Would be helpful to have $$ for tuition. “I think I’m 100% covered. The dollar amount would be helpful here.”**
2. **Mentions HBCUs would be important to some of “my [Marine / military] brothers and sisters”**

**Intro**

Familiar with CT – used to narrow down graduate work.

Would look at schools based on personal preference for Christian university, affordable housing

**Would ask a fellow Veteran if the school paid housing on-time, any issues with Veteran processing?**

**TASK 1: Initial look at ratings**

Notices the ratings – says “that’s nice”

**Ratings “should be vets like me.” “Veteran means someone who served.” “I value the opinion of other Veterans”**

**Says “Tuition is always the big thing.” Would be helpful to have $$ for tuition. “I think I’m 100% covered. The dollar amount would be helpful here.”**

**Says the school search card provides a complete snapshot of benefits: “What’s on the left is crucial, right is nice to have.”**

**Task completion: 2**

**User Task Rating: 5 (super easy)**

**TASK 2: Detailed Ratings**

**Most Valuable Categories: Overall experience, quality of classes, online (is good but not for me), job preparation (is good but not for me). GI Bill support, Veteran Community.**

**Wonders about marketing practices… what is it?**

**Says overall rating is more valuable if it’s a single rating (as opposed to an average)**

**Curious about N/A’s… wonders who wouldn’t rate [a specific category]**

**Wonders why you’d be asked to rate a school when you receive a COE and haven’t used it yet.**

**Task completion: 2**

**User Task Rating: 5 (easy!)**

**TASK 3: Comparing Ratings**

User sees caution flag, “Yikes.”

**Says no ratings would “make me nervous”**

**Mentions HBCUs would be important to some of “my [Marine / military] brothers and sisters”**

**Says ratings would affect her school selection process**

**Would be looking for a favorable rating. Would love to know how other Veteran’s experience was.**

**“If a rating came back with a low Vet support score, it would change my mind”**

**Most valuable input is how Vet friendly is a school**

**Task completion: 2**

**User Task Rating: 5 (Like it)**

**Other Questions**

Reviews she reads: 3-4 best, 3-4 worst, 3-4 most recent