**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 #5 - Elizabeth**

**Top Observations**

Uses “NNN Veteran Ratings” jump link early in the task

Most Valuable Categories: GI Bill Support

Says a rating of 1-star would be problematic

Mentions narrative reviews would be a nice addition

Marketing practices are only kinda important

Suggests “Campus life” as an additional category

Thinks ratings would be private and remain anonymous

Wonders if ratings are from everyone who’s enrolled in the school – surveyed by VA

User sees caution flag, would rule that school out of consideration

Definitely thinks ratings would affect her school selection process

Would look at ratings along with housing allowance

Not Rated: suspects it’s a new school or no one’s responded to the Qs

Mentions she might look at Google ratings to see how they compare with CT ratings

Says overall score (3.2) is average added up and divided by all scores

**Other Observations**

1. Wonders why there are 0 GI Bill recipients in the historical data table

**Intro**

Not familiar with CT

Considered a local school with hybrid program. Knows the school – attended it in the past.

Would ask a fellow veteran about coursework & interaction with professors

**TASK 1: Initial look at ratings**

Likes seeing the benefits on the school cards

Really likes the ratings

Wonders who gets in-state tuition

**Task completion: 2**

**User Task Rating: No rating**

**TASK 2: Detailed Ratings**

Uses “NNN Veteran Ratings” jump link early in the task

Most Valuable Categories: GI Bill Support

Says a rating of 1-star would be problematic

Mentions narrative reviews would be a nice addition

Marketing practices are only kinda important

Suggests “Campus life” as an additional category

Thinks ratings would be private and remain anonymous

Wonders if ratings are from everyone who’s enrolled in the school – surveyed by VA

**Task completion: 2**

**User Task Rating: No Rating (ironic, right?)**

**TASK 3: Comparing Ratings**

User sees caution flag, would rule that school out of consideration

Definitely thinks ratings would affect her school selection process

Would look at ratings along with housing allowance

Not Rated: suspects it’s a new school or no one’s responded to the Qs

Mentions she might look at Google ratings to see how they compare with CT ratings

**Task completion: 2**

**User Task Rating: No rating**

**Other Questions**

Wonders why there are 0 GI Bill recipients in the historical data table

Says overall score (3.2) is average added up and divided by all scores

Why does Hastings have no rating for online? Assumes no online programs. b