

A key suggestion during the pilot interviews was to **focus more on design aspects and usability** when crafting the interview questions. Some of the original questions were broad, and they did not directly address how users interact with the website's design and functionality. To improve this, I revised the questions to specifically **explore the usability of the website** from the transfer student's perspective. For example, instead of asking a general question about what information the user needs from the website, I broke it down into more focused questions like, "How easy is it for you to find key information like credit transfer details and financial aid options?" or "What do you think about the layout and navigation of the Admissions & Financial Aid website?" This shift ensures that the interview not only gathers insights into the user's goals but also provides valuable feedback on the **usability** and **design** of the website. By emphasizing design and usability, the questions now directly align with improving the **user experience** and making sure the website functions well for all prospective students.

Pilot Interview Experience

Conducting the pilot interviews was an insightful experience. I the **interviewer and my partner as interviewee** for the **David Luiz persona**, which helped me get a deeper understanding of how the interview questions could be improved. As I simulated David's persona, I was able to observe areas where my original interview questions could be clearer or more focused. I also realized that some questions, though relevant, were **too broad or compound**, which could lead to **vague or incomplete responses**. Overall, the pilot interview helped identify crucial areas for refining the structure and focus of the questions.

Feedback Received

During the pilot interview, my partner provided valuable feedback about the clarity of the interview questions. They suggested that I avoid asking **two questions in one** as it can confuse the participant and lead to fragmented answers. Specifically, they pointed out that compound questions like "What do you need most from the website, and what information or tools would help you?" should be split into two separate questions. The partner also emphasized the importance of focusing more on the **design aspects and usability** of the website. While the questions were well-constructed, there was a need to delve deeper into how **David interacts with the website's layout, navigation, and user interface**. This would allow the interview to gather more specific feedback on the website's **usability** and **user experience**.

Revised Interview Instructions

1. **Can you describe your decision to pursue a Master's in Cybersecurity and what motivates you to consider transferring universities?**

2. **What specific factors influence your decision to transfer, and what makes UT Austin stand out to you?**
3. **What challenges have you faced during the application and transfer process so far?**
4. **When you think about transferring, what is the most important information you need from the Admissions & Financial Aid website?**
5. **How easy is it for you to navigate the university's website to find the information you need?**
6. **How helpful do you find the website's layout and navigation when searching for financial aid information or program details?**
7. **When looking for information about credit transfer and course equivalencies, how clear and accessible is that information on the website?**
8. **How do you feel about the financial aid process at your current university? What specific improvements would you suggest on the UT Austin website to make it easier for you?**
9. **Do you find the university's website helpful for understanding the cultural and campus changes you'll experience as a transfer student?**
10. **If you could suggest one key improvement for the university's website, especially for transfer students like yourself, what would it be?**

Explanation of Changes

In the revised interview instructions, I made **several adjustments** based on the feedback received. First, I **separated compound questions** to avoid confusion and ensure more **focused answers**. For example, I split the question about **website needs and tools** into two distinct questions. Second, I **added more questions** about the **website's usability**, specifically about **navigation, layout, and clarity of content**, which are critical for transfer students. This change ensures that the interview gathers more **detailed insights** into the user's experience with the design and functionality of the website. Lastly, I emphasized questions about **cultural and campus changes**, as understanding these challenges is essential when assessing how well the website prepares students for the transition. These changes make the interview more **targeted** and ensure that I capture relevant data for updating **David Luiz's persona**.

I will use **David Luiz** (the **Transfer Student persona**) for the interview.

Part 1: Interview Instructions

Interview Type

I plan to conduct **semi-structured interviews** for persona updating. This format allows flexibility while ensuring that important themes are explored. By using open-ended questions, I can uncover deeper insights into **David's motivations, frustrations, and specific needs** when considering a transfer to a new university. This aligns with the goal of refining David's persona and ensuring that it is user-focused and data-informed. The semi-structured format will allow me to follow a set of core questions, but also adapt based on responses, providing the opportunity to uncover insights that I might not have anticipated.

Participant Recruiting Method

Participants will be recruited from university forums, social media platforms like LinkedIn, and through outreach to students who have **either recently transferred** or are currently in the process of transferring universities. I will use **targeted ads** and posts in online student groups and transfer student communities. The criteria for participation are:

- Students who are either in the process of transferring universities or have recently done so.
- Students considering universities with **strong Cybersecurity programs**
- I will offer **small incentives** such as **gift cards** or **discounts** for their time and effort in participating.

Interview Duration

The interviews will be approximately **30-45 minutes**. This time frame is sufficient for exploring **David's motivations**, pain points, and goals regarding the transfer process while being respectful of participants' time.

Interview Questions

1. **Can you share your story about why you decided to pursue your Master's in Cybersecurity and why you're now considering transferring to a different university?**
2. **What factors are most important to you when considering a transfer university? Is there something specific about UNCC that attracted you?**
3. **Can you describe any challenges you've encountered during the application and transfer process so far?**
4. **When you think about transferring, what do you need most from a university's Admissions & Financial Aid website? What information or tools would be helpful to you?**
5. **How do you feel about the financial aid process at your current university? What could be improved?**
6. **What information about credit transfers and course equivalencies would help you make a smoother transition?**

7. How important is it for you to find clear financial aid options, including scholarships and tuition estimates when navigating a university website?
8. What do you wish the university's website provided in terms of orientation for transfer students, and how would you improve this experience?
9. Have you used any university websites to apply for transfers before? What aspects did you find helpful, and what frustrated you?
10. Do you feel the process of transferring between universities is well-supported? What could make it easier for you to understand?

Part 2: Persona Selection

The **target persona** for this interview will be **David Luiz**, a **transfer student** seeking to move from UT Austin to UNC Charlotte for his Master's in Cybersecurity.

Part 3: Preparing for Interviews

- **Recording Equipment:** I will use **Zoom** or a **digital recorder** for transcription.
- **Note-Taking Tools:** I will take notes to complement the recorded interview and capture any important follow-up questions.
- **Review Instructions:** I will review the goals and challenges that David faces in the persona to ensure that all interview questions are **relevant and tailored** to his needs.