


Sprint 1 Report

Katie Grace Lansing, Sebastiano Alexander Rivero, Cameron Rose Schmidt

Summary of Meeting with Client:

We met with Susan Ott on October 2nd to discuss the goal of our website and needs that need to be met to satisfy our end users. The summary of the important topics are categorized and listed below:  Meeting Notes Summarized and Categorized

Proposed Survey (and mock responses):


On October 11th, our group proposed a survey regarding the AACMS website for end users to our client. Unfortunately, we did not hear back from her about having actual end users participate and decided not to go forward without her permission. We realized the next day that the Red group working with AACMS had also decided to send a survey for end users and understood that this might have been overwhelming for our client. Moving forward, we will work to coordinate with the Red group when sending out information to our client in hopes to reduce redundancy and maximize efficiency for both our teams.

We decided to survey known parents, asking them to review the AACMS website beforehand and participate as if they had a child who goes to AACMS. Our responses gave us useful information as to what tools and information parents find important about a school website. We were interested to see that our responders want more contact information about the teachers and resources for raising a middle schooler. They would use the scheduling services of the website most frequently and found that the lunch menus that their kids would use were hard to locate. Lastly, they took care to look for the credibility of the school through PSSA scores and accreditations.

Form:

<https://docs.google.com/forms/d/e/1FAIpQLSf65-Trk1OOq-r8323OCdsT2l8f52UeHsfaKgVvrm08XiDIq/viewform?usp=sharing>

Responses:

 AACMS Website Feedback (Responses)

Evaluation of Current Website (in class activities):

Usability Evaluation (nano usability study)

Summary Cam:

Both users that were interviewed went all over the place on the website. The information is very spread out and not condensed so they skimmed through a bunch of different menus and pages without thoroughly looking over things. A lot of the important information is embedded within pdfs with tons of generally useless information. In general it's hard to find the new parent info that is important, especially what makes the school special.

Summary Sebs:

One of the main things learned about the AACMS site through this study is that there are a multitude of links to trudge through to reach information that is wanted. The dropdown menus also aren't grouped very well which can lead to searching the wrong menus for desired information. Finally, some of the links on the site are not grouped with others when users thought they would be.

Summary Katie:

My user wanted to explore the site and see what options are available for admission. She clicked the student life header. Navigated to the MealPlanner for AACMS from the Clicked on the entree. She found the Self-Care video series. She noted, "Why don't they have a picture for any of the board of directors?" scrolling through lots of information in the About Us category. She further navigated through Weather Updates, Art and Dance curriculum. The headers were somewhat confusing to her as she paused while trying to find information. From this user survey, I learned that most of the links work well and it's not that hard to navigate the pages. However, some of the menu's headers with drop-down options are not intuitive. She used the screen's side menu for quick navigation.

Usability Evaluation (cognitive walkthrough)

Full Activity: [Here](#)

User and Task: A parent looking to apply their kid to the school.

Summary:

The initial portions of the task are easy but when trying to reach the actual application, the steps are unintuitive. The amount of text on each page can be overwhelming to users unless they are willing to sift through it. There are duplicated links in the website that can be confusing for the user. In general, some wording needs to be fixed and buttons need to stay consistent with intuitive titles.

User Needs Summary:

Overview of User Groups:

Distribution:

The distribution between parents and students using the website is roughly estimated to be 80% parents and 20% students. This number is based on conversations with Susan Ott.

Prospective Parents:

Prospective parents use the AACMS website to explore and evaluate the school, looking specifically for, scores for PSSA, differences from a normal public school, costs, annual calendar, required coursework, extracurricular activities available, and accreditations.

Current Parents:

Current parents primarily use the AACMS website and social media for information regarding larger events, including school events and performances.

Current Students:

Current students use the website sparsely, primarily to get meal offering information and to access links to PowerSchool and Schoology.

Accessible Website Design:

Users prefer a website that is easy to navigate and visually accessible. The current website is generally difficult to navigate with unintuitive menus and unorganized categories which can make it a challenge to find desired information. The homepage should be designed with prospective parents in mind to allow easy access to the application process and what makes the school unique while also still providing the desired information to current parents.

Relevant Information:

Both prospective and current parents expressed a strong desire for current and accurate information, particularly in the calendar section. They value a dynamic platform that provides up-to-date information on activities, teacher contact information, fundraisers, school closures, and other events.

Social Media Engagement:

Current parents and students prefer engaging with the school through platforms like Facebook and Instagram. The client suggested adding a gallery of student pictures to the homepage to allow for more visual engagement which aligns with user preferences.

Informing Prospective Families:

The website should effectively attract and inform potential new families. The client stressed the user may value showcasing of upcoming events and providing a concise welcome blurb that highlights the school's unique attributes. This is in line with the parents we surveyed who displayed interest in the school's accreditations.

Seamless Access to Academic Information:

Integrating with school management systems like PowerSchool and Schoology is crucial. Current students and parents expect easy access to academic details, including grades, courses, homework, and teacher information.