Research Questions

Users: All incoming students including undergrads, graduates, PhD's

Warm-up
- Why did you choose to come to Michigan?
- Do you remember the time when you were in the orientation?

Objective: *Why do the students look to join a student organization?*

- Tell me about the first time you were looking for a student organization
- Have you reached out or looked for any student organization when you first arrived?
  - What did student organization mean to you when you first arrive in Ann Arbor?
  - Tell me about the last time you were searching for a student organization of your interest. How did it feel?
  - Were you successful in finding? Why or why not?
  - What information did you look for?

- Are you affiliated with any student organizations?
  If YES,
  - Why? What made you join the group?
  - When did you look for a student organization? Why?
  - What types of information did you need to help you decide which organization to join? Why?

  If NOT,
  - Why did you not join a group?
  - What types of information do you need to help you decide which organization to join if you were to join a group? Why?

- Have you had any experience with Maize page or contacted The Center of Campus Involvement?
  If YES,
  - Can you tell me an experience when you were using the Maize Page?
  - What do you like the most and the least about Maize page?
  - What was missing or frustrating?
  - How would you enhance it?
  - Is there enough information to help you reach out and decide?
  - What was most helpful information or feature from Maize Page?

If NO,

- o What do think you would see from Maize page where you can see all the student organizations?

- Have you ever proposed or thought about proposing a new student organization of your interest in the future?

    If YES,

    - o Can you tell me what kind and why?
    - o What information do you think you need to show to the students to join? Why?
    - o What do you want to promote if you were to propose a new organization? Why?

    If NO,

    - o What do you think people want to see from your organization? Why?
    - o What would you want to promote if you were to propose a new organization? Why?

****ASK and SETUP a user testing on Monday or Tuesday next week!!*********