User Testing Summary: Apply links from course pages to e-vision

19 March 2014

Jonathan Thirlwell and Lauren Marsh

**Aim:**  *To understand whether users would prefer to click apply and then select the programme and mode of study from a list on the course pages, OR select their option from a dropdown before being taken to the e-vision registration/log-in page to complete their application.*

**Demographic:** 9 students (UG & PG) were surveyed in the library.

3 students preferred the list of options, for the following reasons:

- it’s a short list so easy to find the link you want

- easier to browse than a dropdown list

- dropdowns are overused and it would be over-engineering the page

6 students preferred to choose their options from a dropdown, for the following reasons:

- they are familiar with this interface

- easier/quicker to find the option you want, rather than in a list

- it’s a nice design, and is more compact than the list

- it seems more official/professional and gives the impression you are starting your applicaton

- by this point you would know what option you want to apply for, so yu don’t need all options displayed to browse you just want to find it as quickly as possible.

**Conclusion:** Preference for dropdown list as less cluttered and easier to use to start the application process.