

Treejack

round 1



demographics

current

I am...

Multiple choice (radio buttons) - this question was required




new

I am...

Multiple choice (radio buttons) - this question was required



abandon rate

	UMW Overarching (I)	February 4, 2015	57 completed 15 abandoned
	New Overarching (I)	February 4, 2015	82 completed 12 abandoned

total skips:

current- 23

- most skipped task- Task 17 (Where could you find information about events open to the public?) with 4 skips

new- 14

- most skipped task- Task 19 (Where could you find contact information for the IT department?) with 5 skips

Percentage breakdown verbally. 15/71 abandoned for current (20%) 12/94 abandoned (13%) for new conclusions: At the very least, these differences mean the new navigation structure is less daunting to navigate than our current one.

best examples of improvement

- 4: Where could you find out about the workout classes UMW has to offer? (8-5)
- 11: Where could you find a list of clubs at UMW? (10-4)
- 15: If you were looking for the Undergraduate Academic Catalog, where might you find it? (6-2)
- 17: Where could you find information about events open to the public? (10-1)
- 21: Where could you find information on study abroad programs? (7-4)

Each task is scored based on overall success, directness, and time taken. The score is a number between 1(worst) and 10 (best). The scores received in this round of testing show significant improvement from our current navigation to the new navigation. The above scores reflect the same tasks performed with the new nav vs the current.

current | task 11

Legend - Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Legend - Lines

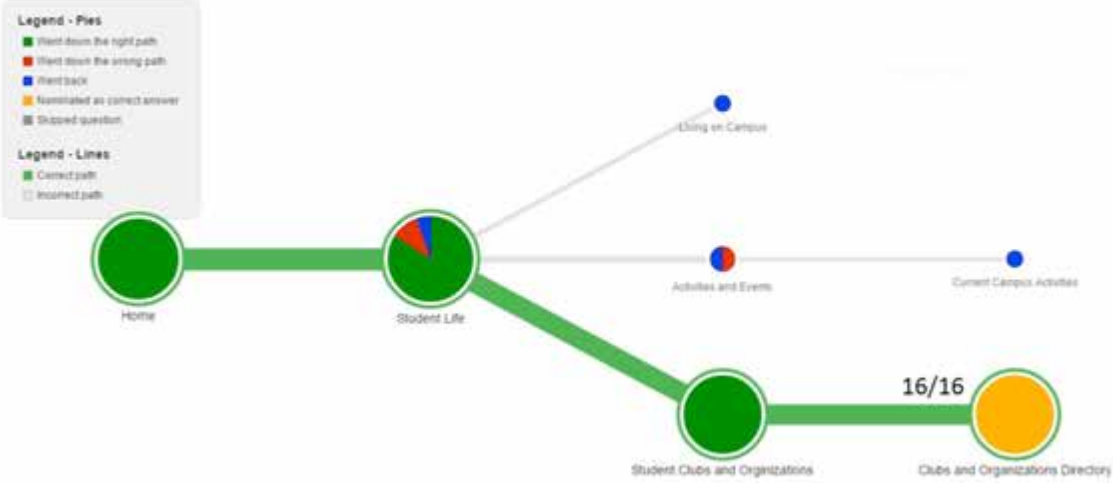
- Correct path
- Incorrect path



Where could you find a list of clubs at UMW?

As you can see from the images below, with the current navigation, participants were divided in where they could find a list of clubs. The only unifying factor is that, of the 11 participants who were assigned this task, 9 believed clubs would be located under Student Life.

new | task 11



Where could you find a list of clubs at UMW?

For the new navigation, all participants believed a club list would be located under Student Life and 16 out of 16 participants found where the list was located.

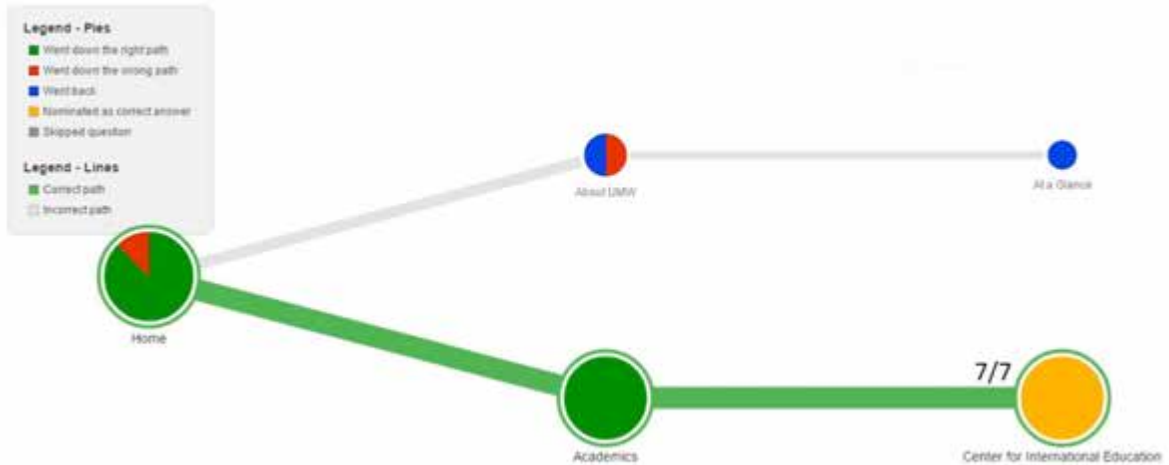
faculty/staff vs. student perspective

Major discrepancies:

- 1: Where could you submit your application for the Mary Washington Fredericksburg campus?
 - faculty/staff- 6
 - students- 10
- 20: Where could you find when finals week is?
 - faculty/staff- 7
 - students- 3
- 21: Where could you find information on study abroad programs?
 - faculty/staff- 10
 - students- 5

Bottom line: not huge difference between the two groups (with the exception of the above 3 examples). Out of 21 possible tasks, only 3 differed greatly....These results are from the new nav

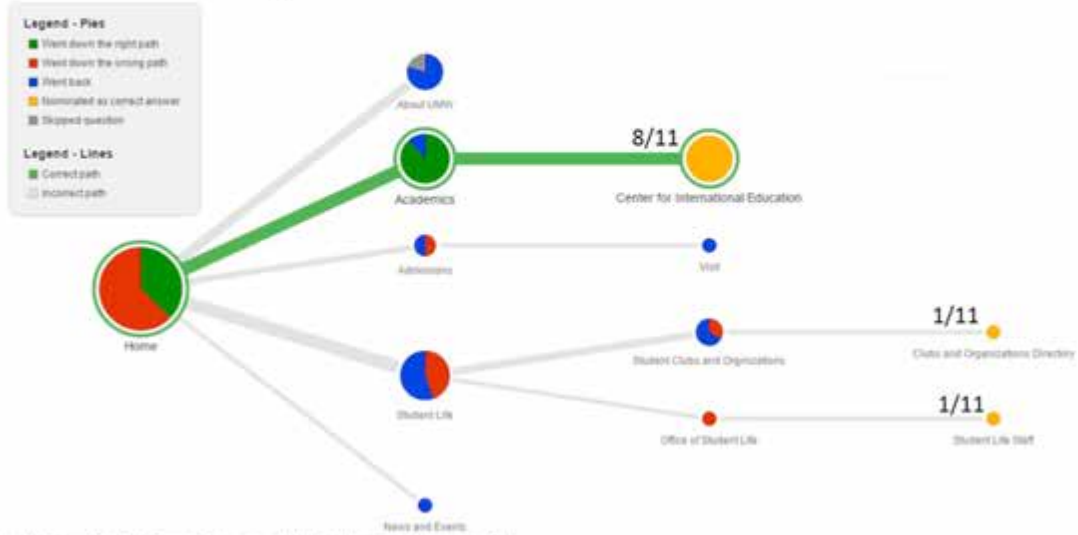
faculty/staff | task 21



Where could you find information on study abroad programs ?

score: 10. Example from the new nav. 7/7 faculty/staff participants believed they would find the information in Academics->CIE

students | task 21



Where could you find information on study abroad programs ?

score: 5. Most students (8/11) also thought the information would be under academics->CIE. 1 student skipped the task altogether.

problem areas

Problem areas are defined as tasks with a score of a 1 or 2 (these are consistently problematic from the current to new structure).

These problem areas include tasks:

- 9: Where could you find information on how to get on the Dean's List? (1)
- 10: Where could you find information about UMW's Meditation Space? (1)
- 12: Where could you find information on orientation? (2)
- 13: Where could you apply for the Nursing Completion Program (BSN)? (1)
- 14: Where would you find information on how to join the UMW Philharmonic? (2)
- 16: Where could you purchase theatre tickets? (1)
- 19: Where could you find contact information for the IT department? (1)

Many of these problem areas did not have a home in the new navigation thus we placed them in a similar place to where they would be located in the current nav (10, 14, 16, and 19). The scores listed are from the new nav results.

problem areas | task 10

Task 10 asks participants to find information on the Meditation Space. That information is currently located under

Student Life → James Farmer Multicultural Center → Meditation Space
and

Diversity → James Farmer Multicultural Center → Meditation Space

current navigation

- 7 out of 13 participants thought it would be under
Student Life → Health and Well-Being

new navigation

- 12 out of 20 thought it would be under
Student Life → Health and Wellness

Student Life → Health and Wellness was the most common path taken among those surveyed, so the information for the Meditation Space will be housed there for the next survey.

comment highlights

question: Any comments, concerns, questions or complaints regarding the survey or the current state of the UMW website? Let us know in the box below.

most important comment: "The confusing state of the UMW website almost deterred me from finding out how to apply. The search menu provides an easy way to find what you need and always works, but trying to find information without it is impossible."

"I could not figure out where IT would be. I am a faculty and an alum and I was a student employee for the helpdesk. I may have had a blank but it wasn't anywhere obvious to me."

"I just Google this stuff anyway."

"The website is not user friendly at all. Too many links to pages. It needs to not be this complicated to find resources and answers on the website."

"There are way too many links you have to click to get anywhere."

multiple comments on:
clear preference to using search;
general confusion from content and usability;
support for change

comments | what we've learned

- We need a simple, easy-to-use navigation
- Links need to be interspersed throughout text. In other words, links need context.
- SEO - good seo is better than homepage placement
- Quality - spelling, grammar, and non-broken links matter in recruiting and retention efforts
- Sustainability - only build what you can effectively manage.
- Usability - more is not better. Better is better. AKA simplify.

Lot of support from participants for the survey and general re-structuring.