



UX LEARNING STUDY

University Degree Exploration Journey – Desktop July, 2018

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Executive Summary



Objective

Learn user pain points and preferences when navigating through the degree filter pages on the AIU website. Discover common navigation errors, likes and dislikes, points of irritation, and other factors that positively contribute to or prevent users from finding and engaging with specific degree pages.

Questions we set out to answer

1. Why are fewer users making it to the university's pages?
2. What problems do users encounter throughout the university's degree navigation?

Key learnings

- The "Questions?" lead form pop-up triggers too early.
- The Tuition Calculator's gated first step immediately repels users and discourages them from engaging.
- Degree page content is overwhelming and hard to digest. It needs reorganization.
- The Degrees section in the global navigation is highly repetitive and causes confusion for users.
- The degree options grouped by Areas of Study leads users on a faster path to degree pages.
- Pictures and videos that provide insights into the university inspire user confidence.

Study Procedure



WEBSITE

www.oluniversity.edu



PLATFORM
usertesting.com

10

PARTICIPANTS

SCREENER QUESTIONS 1

TASKS 6

FOLLOW-UP QUESTIONS 4



LAUNCH DATE

July 16, 2018

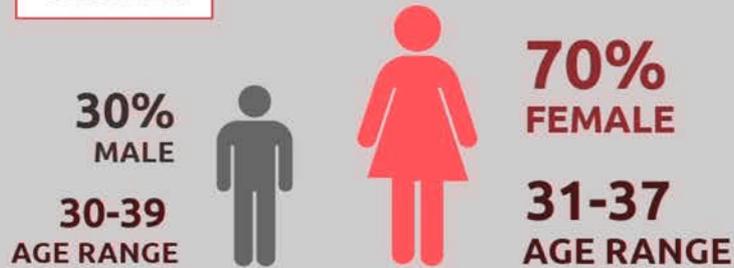


HIGHLIGHT REEL

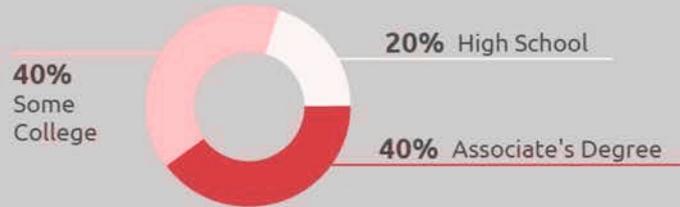
[Link](#)

Participant Snapshot

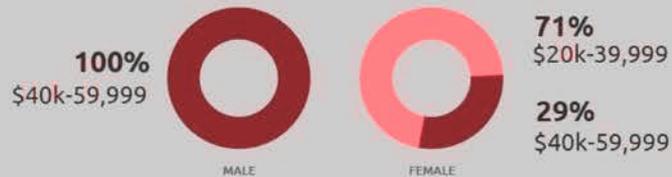
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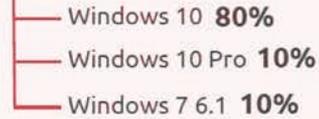
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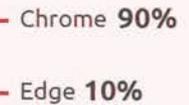
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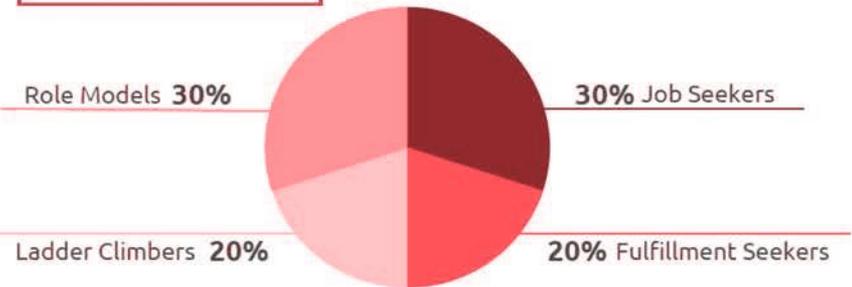
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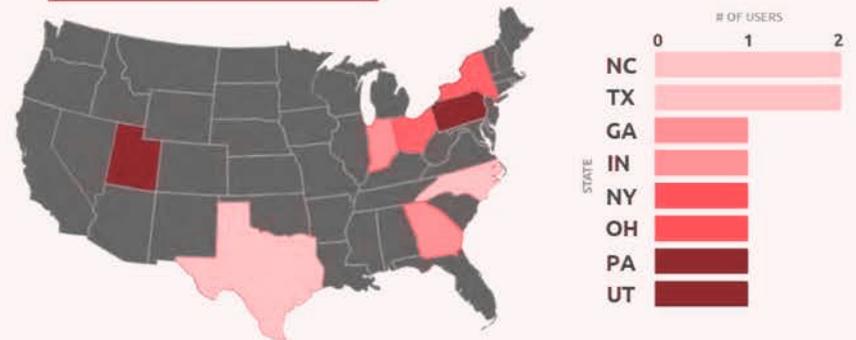
BROWSER



PERSONAS



GEOGRAPHICS



Recordings Guide

Order	User Name	Test ID	Browser	Screen Resolution	Run Time	Why you should watch this recording
1	carverofchoice	2457403I	Chrome	1920 x 768	42:37	Incredibly thorough. Catches several errors. Noted university and questions to ask a representative as he went through the test.
2	Rgessaman	2457403D	Chrome	1366 x 768	18:22	Articulate. Catches the missing calculator links.
3	Argentina_Turner	2457403J	Chrome	1920 x 1080	20:41	Specifies how degree page “Details” sections should be organized.
4	TestedByShantay	2457403A	Chrome	1280 x 1080	18:31	Thorough. Offers candid insight on Tuition Calculator gate.
5	Asaey	2457403F	Chrome	1366 x 768	20:31	Articulate. Explores pages naturally, based on curiosity.
6	MzRiri82	2457403G	Chrome	1366 x 768	30:53	Thorough. High engagement with Areas of Study navigation. Catches degree filter content error. Hero doesn’t load.
7	Debw75	2457403B	Edge	1920 x 1080	13:17	Goes through test quickly—interesting to see what she takes time to go through.
8	rissa1701	2457403E	Chrome	1366 x 768	16:52	Only user running Windows OS below 10.0. Hero doesn’t load.
9	CabSmitty	2457403H	Chrome	1920 x 1080	17:47	User that experienced the most issues with loading pictures.
10	AprilR	2457403K	Chrome	1366 x768	14:12	Bombarded by pop-up error because she didn’t close form.

Scenario and Tasks

Scenario

You have already taken some college-level courses but did not complete a degree. You're considering change careers. You are not sure what area you'd like to study and are open to pursuing a bachelor's degree to make more money and/or different career paths.

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
Task Instructions	Describe DEGREES section right menu tabs	Explore DEGREES section right menu tabs	Find all available bachelor's degree options	Filter for *online* bachelor's degree options	Find info about degree program of choice	Find a new degree page & discuss
Avg Time to Complete	6:19	5:00	1:04	1:06	2:56	1:38
Task Completion Time Range	2:13 - 27:38	1:57 - 7:39	0:17 - 2:24	0:16 - 2:57	1:15 - 6:33	0:24 - 2:33
Success Rate	70%	80%	100%	100%	90%	100%

Trends

Trend 1 : The “Questions?” lead-form pop-up triggers too early.

QUESTIONS?
Fill out this brief form and an admissions advisor will contact you within the next day.

Campus of Interest
-Select-

First Name Last Name

Email Address

Phone Number ZIP Code
e.g. 8553771888 e.g. 60173

through automated and/or pre-recorded means, e.g. dialing and text messaging) via telephone, mobile device (including SMS and MMS), and/or email, even if your telephone number or email address is on a corporate, state or the National Do Not Call Registry, and you agree to our [Terms of Use and Privacy Policy](#). You understand that your consent is not required as a condition to purchase a good or service. Msg and data rates may apply.

I AGREE

What Happened?

Overwhelmingly, every user made a comment about the pop-up, expressing several forms of frustration.

How We Know

- 70% of participants exited out of the pop-up – without reading it – then did not care what the content was, because it annoyed users.
- 100% of participants made a comment about the pop-up – they did not care what the content was.
- "I don't really have any questions yet, because I haven't had the chance to form any questions." – [Argentina_Turner \[07:18\]](#)
- "There are a lot of pop-ups I don't really like that so much, it's a little bit too much going on" – [Rgessaman \[03:16\]](#)

Trend 2 : Degree Page content is overwhelming and hard to digest.

Tuition and Graduation Date Calculator

1 ENTER YOUR DETAILS TO CALCULATE TUITION AND ESTIMATED GRADUATION DATE

First Name

Last Name

Email Address

Phone Number
e.g. 8553771888

SELECT CAMPUS LOCATION

By clicking the button above you agree to be contacted by ASU about education services (including through automated and/or pre-recorded means, e.g. dialing and text messaging) via telephone, mobile device (including SMS and MMS), and/or email, even if your telephone number or email address is on a corporate, state or the National Do Not Call Registry, and you agree to our [Terms of Use and Privacy Policy](#). You understand that your consent is not required as a condition to purchase a good or service. Any and date rates they apply.

2 PROGRAM SELECTION

3 PREFERRED START DATE

4 YOUR COURSE LOAD

5 SAVE MONEY & TIME

What Happened?

The Tuition Calculator initially excited most participants until they clicked the link and discovered it's gated. Users wanted a "rough estimate" or a general tuition "range" before giving away personal details. Even though this information is offered under the Tuition tab of the navigation, participants expected that general tuition would be available for each program

How We Know

- "I would have expected on the calculator that it would tell me roughly how much it would cost to do the degree without having to put in a bunch of personal data."
– [carverofchoice \[33:10\]](#)
- "I don't understand why they can't just give me a rough draft-like estimate." – [TestedByShantay \[14:10-14:50\]](#)
- "Again I would like to know the cost of things, even if it's a varying estimate, without having to tell you all of my personal information. I understand it's your way of getting people to actually, you know, take your program—by calling them and discussing things with them—but when I'm out shopping for a school or a program or virtually anything: I like to know the cost, I like to know how long it's gonna take, I like to know what's expected of me, and how much time it's gonna take and things like that." – [AprilR \[09:46\]](#)

Trend 3 : Tuition Calculator's gated first step discourage users from engaging.

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3 PROGRAM SELECTION

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5 YOUR COURSE LOAD*

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How We Know

- Missed Program Details PDF – 90% participants missed or did not interact with the PDF version of program details.
- Not Enough Class Information Detail
 - "...curious to know what database programs or whatnot would be studied"... "I would have expected a little bit more description on some of these classes." – [carverofchoice](#) [15:50] and [20:13]
- Reorder Navigation (Accreditation First)
 - Is university accredited – [carverofchoice](#) – [7:35] - "Basically I would like to know if it's accredited or how it's accredited."
 - Reorder navigation – [Argentina_Turner](#) – [11:48] - "I would want to see accreditation first. I want to know that this school is legit... you hear so much about Phoenix and ITT Tech."

Key Learnings

- **The "Questions?" lead form pop-up triggers too early** – Overwhelmingly, every user made a comment about the pop-up, expressing several forms of frustration. Pop-up chat feature is overwhelming, frustrating, and annoying to users when simultaneously displayed with lead generation form.
- **The Tuition Calculator's gated first step discourages users from engaging with the tool** – The participants didn't trust the intention of providing personal information right away, especially because degree pages did not list a rough estimate for cost of attendance. Users cannot see the value in the tool, literally, because the evaluation steps are hidden.
- **Degree page content is overwhelming and hard to digest** – As users browsed through the degree page pages it was clear they were frustrated with not being able to find information. Many users began expressing what they wished they could find, where things would be better placed, and some questions they searched on digging through the site for.
- **Degree levels sorted by Online, Undergraduate, and Graduate are redundant and confusing** – As participants stated what they would expect to find under each section, it became clear many did not understand some or all of the sections. During explorations many were confused by the repetition.
- **Degrees grouped by Areas of Study leads users on a faster path to degree pages** – When users selected from the one of the Areas of Study links under the degrees section in the global navigation they quickly moved on to degree pages.
- **Pictures and videos inspire users to take action** – Users specifically mentioned being inspired by pictures and videos showcasing former students that had experienced success.

Critical Fixes

Tuition calculator link is missing from the Undergraduate and Graduate sections.

- Undergraduate and Graduate main pages DO NOT have tuition calculator link in the header text.

The Associate's section of the Global Navigation shows bachelor's degrees.

- When the user selects online associate's degrees it does not filter out the bachelor's programs. – Carverofchoice [09:04-10:28]
- Confused why bachelor's page does not also display associate's degrees. – Debw75 [04:49- 05:16] and [08:00-08:15]

The degree filter pages do not properly update between different AOS options.

- When selecting a new area of study with the degree filter after navigating to a specific area of study page (i.e. business, criminal justice) – it does not change the page to the specific area of study completely. – MzRiri82 [20:40-22:20]

Pictures do not load for all users.

- Three participants were unable to load the hero image. Visible in all recordings before [<01:30].
 1. rissa1701
 2. MzRiri82
 3. CabSmitty

Future Test Idas

Questions Pop-up Improvement

QUESTIONS?
Fill out this brief form and an admissions advisor will contact you within the next day.

Campus of Interest
--Select--

First Name Last Name

Email Address

Phone Number ZIP Code
e.g. 8553771888 e.g. 60173

- Delay the Questions Pop-up
 - 2nd or 3rd page view
 - Only serve pop-up when a user demonstrates page abandonment behavior
- Reduce instead of closing pop for easy access later

Questions Pop-up Improvement

855-377-1888 LIVE CHAT

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2 PROGRAM SELECTION

3 PREFERRED START DATE

4 YOUR COURSE LOAD*

5 SAVE MONEY & TIME**

*All AUU students who are enrolled through a ground campus may have the option of taking courses throughout the program in two delivery methods, on-campus or online. Please note that not all courses will be available in both delivery methods each session. For the purposes of this calculator, selection of Atlanta or Houston uses the on-campus, full-time options to estimate tuition, fees, parking and graduation date. Book credits vary by program. This calculator assumes a rate of \$400 per term for books and a per credit rate based on total tuition divided by total program credits. Students who are taking more than four or less than three courses in a term are charged at a different tuition rate. Additional fees may apply for students taking courses online.

**This calculator is designed to give you a general idea of how much it may cost to complete a degree program at AUU based on the information that you have provided and assumes you will pass all of your courses as scheduled. Since the assumptions that you relied on to reach the estimated program cost and graduation date shown may change, you should discuss the total cost of, and time to complete, your program at AUU with an Admissions Advisor prior to enrollment. Transfer credit is not guaranteed until the official transcript is evaluated. Nothing displayed on this page is intended as an offer.

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government website at www.benefits.va.gov/gibill.

Not all programs are available to residents of all states. Degree programs and specializations vary by campus and are subject to change. AUU cannot guarantee employment or salary. Visit www.aau.edu/education for more information.

Visitors that view this page at least 3 times but have not provided their information are likely interested in your university, but are not comfortable with the idea of being contacted by sales people. They will likely not submit all their information unless they are already convinced this is for them.

Try the following:

- Remove the gate of the tuition calculator for returning users on the 3rd site visit.
- Remove the phone number field and just capture their email address.

Timeline Estimate

- Plug in factors about yourself (Full-time, Part-time, etc.) to get a rough timeline on how long each degree will take to complete – [Asaey \[06:41\]](#)
- Add new links to degree pages that emphasize this function of the calculator

To get a timeline estimate select the options below to reflect what degree you're interested in and the amount of credit hours you estimate you will be able to complete each semester. *Keep in mind each credit hour represents XX hours of work including classtime and homework. Also keep in mind this is an estimate and may be subject to change based on course criterea and your ability to complete tasks...etc.

Degree	Degree Level	Student Status
Degrees Dropdown	Degree Level Dropdown	Full-time/Part-Time
Fall	Winter	Summer
Credit Hours	Credit Hours	Credit Hours



THANK YOU