

Design Focus Group Results for Current Students, Prospective Students and their Parents

Chico State Web Redesign Project

September 10, 2009

Focus groups consisted of 1 group of 6 current students of various majors and years, and 1 group of 6 prospective students and 4 parents.

Design 1	CURRENT STUDENTS	PROSPECTIVE STUDENTS	PARENTS	AVERAGE
General Appearance	3.7	3.17	3.5	3.46
Navigation is easy to locate	4.2	3	4.3	3.83
Reflects positively on the institution	3.8	4	3.8	3.87
Overall Impression	3.7	3	3.8	3.50
Total Points	92	79	61	232
Pick	1		1	2

Design 2	CURRENT STUDENTS	PROSPECTIVE STUDENTS	PARENTS	AVERAGE
General Appearance	3.5	3.5	3.8	3.60
Navigation is easy to locate	3	4.5	4	3.83
Reflects positively on the institution	3.67	4	4	3.89
Overall Impression	3.33	3.7	3.8	3.61
Total Points	81	94	62	237
Pick		1		1

Design 3	CURRENT STUDENTS	PROSPECTIVE STUDENTS	PARENTS	AVERAGE
General Appearance	3.83	4.3	4.3	4.14
Navigation is easy to locate	4	3.7	4.3	4.00
Reflects positively on the institution	4	4.2	4.3	4.17
Overall Impression	4	4.2	4	4.07
Total Points	95	97	67	259
Pick	4	3	2	9

Design 4	CURRENT STUDENTS	PROSPECTIVE STUDENTS	PARENTS	AVERAGE
General Appearance	3	4	3.3	2.33
Navigation is easy to locate	4	4.3	4	4.10
Reflects positively on the institution	3	3.8	3.3	3.37
Overall Impression	3.17	3.8	3	3.32
Total Points	79	96	54	229
Pick	1	2	1	4

red = low score green = high score

General Discussion

Big Picture

- Current students Liked the photo all the way across the page, while prospective students and parents had no preference
- Some current students felt the words + icons helped the navigation and would be inviting to parents, while all the prospective students and parents thought they were helpful and should be there
- Some current students felt the smaller icons with no words competed less with the navigation

Use of icons in Discover Chico

Participants were asked to rate which icons meant exploration and discovery.

CURRENT STUDENTS

Compass—first, binoculars—second, map didn't mean explore to them

PROSPECTIVE STUDENTS AND PARENTS

Compass (7), Map (6), Binoculars (2)

Design 1

KEYWORDS

- Current students: modern, sleek, simple, nothing special, dense
- Parents: functional, organized, busy, balanced
- Prospective students: welcoming, professional, subtle, subtle, simple, simplistic

REVISED IMPRESSION

- 1 prospective student down scaled the navigation
- Current students up scaled

COMMENTS: CURRENT STUDENTS

- Navigation gets lost under the large picture
- Clean and not distracting

COMMENTS: PROSPECTIVE STUDENTS AND PARENTS

- Liked the navigation background color, really popped out against the red background
- Liked that the matching navigation although audience navigation gets lost under the photo
- Liked the red background

Design 2

KEYWORDS

- Current students: cheesy, clean, bland, interesting, detailed
- Parents: blah, friendly, light, white
- Prospective students: professional, plain, nice, bland, bold, organized

REVISED IMPRESSION

- 1 student down scaled the general appearance
- Current students down scaled

COMMENTS: CURRENT STUDENTS

- Audience navigation gets lost
- Information looks less organized

COMMENTS: PROSPECTIVE STUDENTS AND PARENTS

- Too much white space
- Color scheme didn't seem right

Design 3

KEYWORDS

- Current students: crowded, well balanced, clearly delineated, a little busy, side bar distracting, inviting, colorful, new fav
- Parents: very nice, succinct, simple
- Prospective students: fun, classy, fancy, alive, warm, easy

REVISED IMPRESSION

- Prospective students and parents: none
- Current students up scaled

COMMENTS: CURRENT STUDENTS

- Thought that this design reflected best on the University and the friendliness of Chico
- Liked the colors and thought the layout was most pleasing
- Information was well organized
- Audience navigation got lost, eye went first to big picture navigation

COMMENTS: PROSPECTIVE STUDENTS AND PARENTS

- Liked the simplicity
- Attractive to both youth and adults
- Very aesthetically pleasing

Design 4

KEYWORDS

- Current students: Immature, I would change the prospective students navigation bar, unprofessional, messy, less professional, the best!, modern, I still like this one
- Parents: ok, immature, clear, edgy
- Prospective students: warm, welcoming, high schoolish, boring, youthful, busy, modern, big

REVISED IMPRESSION:

- Prospective students and parents: none
- Current students down scaled

COMMENTS: CURRENT STUDENTS

- Interesting and more modern
- Didn't look like other universities so we would stand out
- The rest liked it but didn't think it reflected well on the University
- Big buttons were the most controversial (too big, no to all caps, needs space between)
- Neutral background behind the navigation was universally disliked
- All thought this navigation stood out the best partially because it was located next to the top navigation

COMMENTS: PROSPECTIVE STUDENTS AND PARENTS

- The students liked the treatment to the audience navigation
- Students liked the feel of the design, but may not be appropriate for a university site
- They did agree that it would be well suited to an admissions web site, or other internal site