

| Focus Group Findings and Stakeholder Discussions

Chico State Web Redesign Project

September 10, 2009

Focus Groups

Focus groups were conducted with the people who will be using the pages. This allows us to provide appropriate information for each audience. Focus groups were conducted with:

- Current students
- Faculty
- Staff
- Parents
- Mixed Group of high school students, parents, counselors
- High School Seniors

FINDINGS

- Most audiences want information and resources that will help them do their jobs, complete specific tasks, or find information.
- Our users are not interested in fluff or PR. Prospective students want truth in advertising.
- Faculty and staff waste a lot of time tracking down specific information. Deadlines, calendars, forms, data.
- faculty want info about advising, educating, and research
- staff want information about deadlines, forms and data
- Information on deadlines and due dates is not readily available for students, prospective students, and parents.
- Information on how a degree from Chico State will benefit a student's future is highly desired by prospective students and parents, and is currently not easy to find.
- Search is frequently used, as information is difficult to find, although some users scan first
- Students were not that interested in video, preferring interactivity

ACTIONS TAKEN

- Feature stories on almost all level 2 pages are being eliminated.
- Three level 2 pages have been eliminated. Two of the links will now go directly to existing Web sites, while the third page was eliminated altogether.
- Remaining wire frames have been reworked with more appropriate & useful information.

Stakeholder discussion groups

- Discussions ran July 2–16, with 1 meeting per page.
- E-mail follow ups were conducted with the participants of the Student Life group
- After each meeting wireframes were redone and links were updated
- Final site map was created based on new structure