

Taylor Key
Jenna Foster
Daniel Terry
Conner Spangler

Client Interview Questions

Date of Interview: Monday, October 16th at 3:00 pm.

1. **Jenna**

- a. What are existing problems you have found with the site that you would like to resolve?
 - i. Refreshing the ecosystem about every 2 years
 - ii. 1 year since last test
 - iii. Do we show up on google search-No
 - 1. Boulder is there
 - iv. Below 10 results, people aren't seeing us
 - v. Go through old process, confirm that last year issues are being resolved with new design
 - vi. Question 1- Can they find the program and is it easy to find.
 - 1. Criminal Justice has new template
 - vii. Schedule tour, request information, apply, contact the college, etc
 - 1. Do we need to bring this section higher for better user experience-Call to action
 - viii. Final step- can they get to the application page and apply

2. **Conner**

- a. Can you describe any notable pain points or challenges that users have reported when using the current page?
 - i. No user testing had been done prior.
 - ii. This is the second go around of everything.
 - iii. Google Analytics Data will be shared to look through.

3. **Daniel**

- a. Who is your primary user? Secondary user?
 - i. Main academic page
 - ii. Non-traditional students
 - 1. 26 or older in undergraduate
 - 2. Looking for new out of state students who want to live on campus- primary
 - 3. Under-grade info

4. Taylor

- a. What is the background of your primary user? Secondary user?
 - i. primary-undergrad traditional students and out of state
 - ii. Secondary– nontraditional

5. Jenna

- a. What is the main objective or purpose of the site?

6. Conner

- a. What is your timeline for this product's development?

7. Daniel

- a. Has there been previous work done to the site to try to resolve these problems?
 - i. Do you have any existing data, feedback, or analytics on the current page's performance that you can share with the usability testing team?

8. Taylor

- a. Have there been any recent changes or developments in the undergraduate engineering program that need to be reflected on the webpage?

9. Jenna

- a. Are there any specific branding or design guidelines that need to be adhered to during the optimization process?

10. Conner

- a. Do you have any way of tracking the use of call-to-actions on the site? Are they effective?

11. Daniel

- a. What are your expectations regarding the improvements to the site?
 - i. Use the template that is used on Criminal Justice page
 - ii. Moving call to action

12. Taylor

- a. Are there any accessibility requirements or considerations that need to be addressed for users with disabilities?

13. Jenna

- a. How would you like to receive and review the findings and recommendations from the usability testing process? Do you prefer regular updates or a comprehensive final report?
- b. Bi- weekly check in emails

14. Conner

- a. Are there any specific calls to action (CTAs) or conversion goals you'd like to emphasize on the engineering page?

15. Daniel

- a. How often do you plan to update and maintain the content and features on the page, and what resources are available for ongoing improvements?
 - i. Yearly testing since 2021

16. Taylor

- a. What role do social media and community engagement play in your strategy for the engineering page, and how should they be integrated into the design?

17. Jenna

- a. Is there anything else you'd like to share or discuss regarding the usability testing of the undergraduate engineering page?

Extra Notes:

Undergraduate Engineering Program Admissions User Journey

1. Can the user find a list of undergraduate UCCS Engineering programs?
Begin with Google Search for "Undergraduate Engineering Programs in Colorado".
Goal: The user should find one of the following pages on the first page of Google Search Results:
 - <https://www.uccs.edu/academics>
 - <https://www.uccs.edu/academics/undergraduate>
1. Can the user access information about each undergraduate program?
Find information on program focus, expected coursework, admissions process, etc.
Goal: The user should be able to easily navigate to the following pages.
1. Can the user access additional resources to help them decide on a program?
Find information on touring campus, getting more program information, cost, and financial aid, etc.
Goal: The user should be able to easily navigate to the following pages:
 - <https://www.uccs.edu/admissions-aid/visit>
 - <https://www.uccs.edu/admissions-aid>
1. Can the user access the correct application?
Find the application to apply for admissions into the undergraduate program.
Goal: The user should be able to easily navigate to and begin the correct application
 - <https://www.uccs.edu/apply>