New Website User Experience Feedback Results
August 17, 2014

Summary of Participants:

- 2 Parents
- 4 New > Prospective Students and Going into 1st Year
- 4 Current > Going into 2nd Year, Upper Years
- 4 Staff > Departmental, Faculty and Dean’s Office

![Impression of Old Site Vs. New Site](chart1)

![New Site Review Score](chart2)
**User Flow Mapping**

*Bold = longest stay*

1. > Think and Apply > Kingston > **Why Queen’s**
2. > **Think and Apply** > Paying for School > Contacts
3. > Think and Apply > **Kingston** > Weather
4. > International Students > Study Permits > Degrees at a Glance
5. > Programs and Degrees > **Social Sciences** > Natural / Physical Sciences
6. > Programs and Degrees > **Social Sciences** > Politics
7. > Programs and Degrees > Direct Entry > Business
8. > Students > 1st Year > First Year at the Castle
9. > Students > Upper Years > **Academic Appeal**
10. > Students > 1st Year > Map
11. > Important Dates > **Contacts** > Advising
12. > About > **Alumni** > Donate
13. > Internal Transfers > Transfer to Queen’s > Why Queen’s
14. > **Parents** > FAQ’s > Why Queen’s
Favourite Things:

New
- That when the mouse hovers over one of the categories you can click on, a list of subcategories scrolls out below.
- Direct entry vs general year way to explore
- Frequent use of pictures and attractive layout are very aesthetically pleasing - keeps attention and focus on page(s).
- Groupings of subjects so I could compare

Current
- Simple, yet appealing design. Easy to find what you are looking for.
- Ability to see everything about one department in 1 place, don't have to go to two different pages to get info.
- Certificates and ways to add on to degree.
- School of biz stuff - didn't know much about it before.

Parents
- The pictures are great - the nesting of topics within major themes is very helpful. The short vignettes (BISC etc) are great - not too long.
- Colourful and simple.

Staff
- Layout looks great! Really like how the career opportunities are listed/linked under each major.
- Clean and concise; GPA/grades calculator; Information for parents.
- The "modules" really help to breakdown the information on each page, making it easier to navigate and know more about the type of content available to the user.
- Flexibility of each department to showcase categories important to them.

Least Favourite

New
- Once you click on a category the subcategories are listed below to click on instead of just having a scroll out list when hovering on the category like before.
- Repetitive photos.

Current
- Maps page was good, but a little overwhelming, could be divided up into specifics?
- Map isn't clickable.
- That it wasn't ready when I was in 1st year.
- Grad photos?

Parents
- Maybe too much navigation opportunity - that's all though.

Staff
- Departments are grouped into categories rather than listed individually.
- Some of the photo blocks seem very large but understand that is because there are some areas that have a number of departments.
- The secondary navigation field (with the '+' sign) font size is quite large and does not look proportionate to the other content on the page. I would suggest you make the font size smaller to achieve visual symmetry. (Side note, I am viewing the website on a 27inch iMac)
- Non-standard form of degree options.
- Section headers large.
**Things I had difficulty finding - but eventually did**

- entrance grade
- Easy navigation allowed for required content to be found almost instantaneously.
- Not much, the website was well laid out and made it easy to find things.
- news about politics
- how to get into grad school
- The meaning of GPA
- Dean Mumm’s contact information
- first year course recommendations - found them but think they need their own section

**Things that I never found - but wish I had**

- Nothing that I couldn't find.
- packing lists
- professor information
- Sample timetables for students
- Suggested course schedules
- Add drop procedure and locations
- Forms for faculty and staff
- prof bios

**Things that need fixing**

- Broken link on the Important Dates link.
- the headings on the right hand side seem faint - maybe same colour but bigger? The information is very interesting
- Seemed great
- Couple of typos (but I assume this may be proof-read again before launching?)
- http://dev.jumphost.ca/artsci/programs-and-degrees/common-year-undeclared-programs - Bachelor of Science listed twice under "So what are you admitted to first year"
- Typo: "the visionaires"  http://dev.jumphost.ca/artsci/think-and-apply
- Spacing between words/commas: "We have undeclared programs in the Social Sciences,Natural and Physical Sciences,Humanities..."  http://dev.jumphost.ca/artsci/programs-and-degrees/common-year-undeclared-programs
- Font Style: "I really want to go into med school, but being undeclared won't get me there" (can be found under the subheading: Dispelling Myths About Being Undeclared) <http://dev.jumphost.ca/artsci/programs-and-degrees/common-year-undeclared-programs>

**Any other notes you want to share with us**

- While the use of collapsable info tabs allow not only for easy navigation but reduction of clutter on the web pages, it can become a little disorienting when navigating for a lengthy period of time.
- would love a day in the life video of students
- rate your prof would be a cool addition
- a page dedicated to all forms to download
- grad school application should be online
- The new site is much more exciting than the old one....there was lots of text on the previous and navigation didn't always make sense – like how to find all the department info you need – it seemed all over the place. The new site is more colourful and seems to be more student focused.
- Would be nice to have some links for students for groups and supports specifically for your faculty all in one place for them to access
- Looks great!
- some content out of date