

Intercept Testing Findings

Carousel

Notes

- Easily noticeable.
- Participants like the imagery that displayed people, campus, and Columbus.
- Interest in articles that are relevant to interests.

Opportunities

- Participants indicated they had not read content.
- Several participants mentioned they came to the site to accomplish a task, not interested in reading articles.
- Difficult to identify content of articles, slides move too quickly.

Task 1 – Programs and Majors

Notes

- Participants were able to find undergrad majors fairly easily. Most used the navigation tabs (Future Participants and Academics).

Opportunities

- Several participants did not notice the search window on the major's page, and instead favored scrolling the entire way to find their selected major.
- Few participants had issues with the navigation window drop downs, they did not notice they had been taken to another page entirely upon clicking.

Task 2 – Cost and Aid

Notes

- Several participants were able to find the correct pages

Opportunities

- Participants had a lot of difficulty finding tuition and financial aid information from the homepage.
- Each participant took a different path to try and find this information.
- 3rd party sites provided this info in a much easier format.

Task 3 – Visit Campus

Notes

- Participants like the virtual tour option.
- Participants indicated that images of campus life / student life / daily life were important to them.

Opportunities

- Participants indicated too many steps (clicks) to find the appropriate page.
- Campusvisit.osu.edu page was confusing to many participants.
- Most participants were unable to schedule campus tour successfully in our allotted testing time.