Name: [redacted]
name.#:   [redacted]
ID Number: [redacted]
Affiliation: (Student / Staff / Faculty / Prospect / Other):   Staff

Goals:
- Understand the current experience of users with the online maps feature on the osu.edu website.
- Discover what information users of the online maps value or find important with the current version. What challenges exist with it?
- What are users' expectations of a campus map?

Participant Introduction (5 minutes)
Thanks for taking the time to help us today.

My name is [NAME] and I'll be taking you through the session.

Ohio State University Marketing is investigating ways to improve the maps available on the osu.edu website. As part of this process they want to understand how easy their website and competitors' websites are to use.

Today's session will last until [end time...15 mins from start].

- First, I'll ask you some general questions.
- Then I'll ask you some specific questions about the responses you gave on the survey.
- You may decline answering any of the questions if you choose.

If you need to take a break during the session for any reason, just let me know.

Recording
We want to record today's session, so that we can analyze the data in depth later. The recording is for analysis and training purposes only.

All the results we report are anonymous, as in "4/5 people reported X." No full names are used, and no one sees your individual results.

If this is OK with you, please read and sign this online consent form. It states that you give us permission to record, and we keep the recording confidential.

[Administer consent form] https://osu.az1.qualtrics.com/jfe/form/SV_d3Zk58FHPGCtwQB

[Start recording]

Questions – General

1. **How often do you use the campus map on OSU.edu?**
   Accesses the site as part of her workflow daily for the workweek.

2. **How do you access the map? On your laptop? On your phone? Where are you when you use it? (e.g. work, school, etc.).**
   Laptop. Includes links from her outlook invitations as well.

3. **How do you navigate the map on your computer?**
   Mouse and keyboard, no assistive device required. Does not know of any keyboard shortcuts for the map.

4. **If you need to pull up a map of campus, how do you go about finding it?**
   Opens several tabs, one for find people, the map, and Find People index list. Is happy the Med Center buildings are listed on the index again, making her job easier.

5. **What do you like about the campus map? What do you rely upon it for the most?**
   The reasoning for using the map is to get the URL for each specific campus building. Those URLs are what she is sending through Outlook invitations or web pages she is creating. Using keyboard shortcuts to search through building index information, copying URL as well as taking note of adjacent parking garages to provide info to recipients of her messages.

6. **What do you think we could improve?**
   Has limited mobility. Is critical for her to understand how traffic is affected, and how construction has impacted walking paths. She also needs to understand what accessibility options are available to her for each building. She is well versed on ADA guidelines and requirements.

7. **Are you aware that OSU has a mobile app?**
   Yes, but she is very privacy concerned and does not like to use it. Will sometimes install the app to get estimated arrival time, and then remove it after use.

Questions – Specific

8. **When you navigate to the map, how do you find what you're looking for?**
   She's created her own word document with direct links to buildings as its faster than using the building index site. She acknowledges that this requires a bit of work on her part to maintain it.

9. **What other features have you used w/ the online maps at OSU.edu? For those you use, what do you value / find challenging?**
   I instead asked her to let me know what we should not change for any updates going forward. She mentioned parking availability was critical to others to whom she sends

invitations.

10. **What do you think the about the size of the map on the page? Could it be bigger, smaller?**
   n/a

Final Questions / Wrap up

11. **If you could change one thing about the map on the OSU.edu website to make it more useful to you, what would it be?**
   Would like it if it presented all the different ways that people move around the campus to help them understand needs of individuals with mobility challenges.

12. **What is one thing that shouldn't change?**
   She mentioned parking availability was critical to others to whom she sends invitations.

13. **Do you have any other comments?**
   Asked whether this project was related to the main campus or regional campuses as well, informed her it was for all maps that are represented on the map's web page.

Thanks for your time and input today. We'd like to send you a $10 Starbucks give card as a thank you for your time today. We'll send the gift card code to your email that you gave to us during the survey in the next few days.

[STOP recording]