

**Name:** [redacted]

**name. #:** [redacted]

**ID Number:** [redacted]

**Affiliation: (Student / Staff / Faculty / Prospect / Other):** Student

**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](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?**  
Occasionally, every few months.
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.).**  
School laptop exclusively
3. **How do you navigate the map on your computer? (Mouse/Keyboard, Keyboard only, other?)**  
Mouse/trackpad and keyboard
4. **If you need to pull up a map of campus, how do you go about finding it? (Google, the site nav bar, site search, etc.) Can you do that for me now?**  
Google search for a specific building by name, usually the first search result brings him to the building index page
5. **What do you like about the campus map? What do you rely upon it for the most?**  
When looking for a specific building or has an idea of the place he needs to be for class. Looks for the pin drop on the map. He is very much focused on functionality for the map for this purpose.
6. **What do you think we could improve?**  
Wants there to be more options to select pins on the left nav. Searching for nearby buildings. Some of the other information on the left is not labeled in a manner that he can skim easily -- bus route names were specifically mentioned.
7. **Can you tell me about the last time you used the campus map?**
  - a. **Were you on your phone or computer?** Computer
  - b. **What were you looking for?** Looking at his schedule, looking for building attached to the Mirror Lake Eatery.
  - c. **Were you able to find it?** Yes
  - d. **Did you encounter any difficulty with the tool?** No
8. **Are you aware that OSU has a mobile app? Have you used it before?**  
Yes  
  
<if yes>
  - a. **How frequently do you use the mobile app?** Daily

- b. **Have you ever used the map features on the app?** Bus schedules, routes, and locations.
- c. **Which do you prefer? Why?** Used to prefer the web app, but he says they got rid of the bus times, and now must find that information in the app.
- d. **Is there a feature on the mobile app has that you think would be helpful on the web campus map?** Times for bus routes.

#### Questions – Specific

- 9. **When you navigate to the map, how do you find what you're looking for?**  
Answered above, but he does not use the map interface directly – relies upon organic search results for building index page from Google search.
- 10. **What other features have you used w/ the online maps at OSU.edu? For those you use, what do you value / find challenging?**
  - a. **Bus routing?** Likes bus routing but couldn't find it on web map.
  - b. **Building info or index? Parking?** Building information.
  - c. **Student services? Amenities?** Not so much.
- 11. **What do you think the about the size of the map on the page? Could it be bigger, smaller?** "Bigger is better." He has high resolution devices that the map does not take advantage.

#### Final Questions / Wrap up

- 12. **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?**  
Making the "pins" properly labeled and easier to find when zooming into the building.
- 13. **What is one thing that shouldn't change?**  
No answer.
- 14. **Do you have any other comments?**  
Mentions zooming a few times. He mentions being able to scroll into the map without pressing "ctrl" to zoom. During the interview he also mentions "scrolling into the map", I think he is inferring that he uses the nearby road information to discover the general location of the building in relation to its surroundings.

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]***