

New uWaterloo Homepage-Level Website Feedback Report – October 2012

Table of Contents

Overview	1
Data Analysis	2
General Comments – Positive	2
General Comments – Negative	2
Design and Look	2
Search	2
Pathways	3
Daily Bulletin	3
Links	3
LEARN	3
Email	3
Library	4
Results	4
Chart 1 – Overview of Feedback	4
Analysis.....	4
Table Summarizing Data in Chart 1.....	5
Chart 2 – Anonymous Versus Non-Anonymous Respondents	5
Analysis.....	5
Chart 3 – Number of Responses During Two Weeks Post Launch	6
Analysis.....	6
Summary of Findings	6

Overview

On August 16 the University of Waterloo Digital Initiatives team launched a new central homepage-level-website design – in collaboration with communications and IT staff from across campus. We provided a simple feedback form for our stakeholders to offer their opinions on the new homepage-level site. Since the August 16th launch we have received 563 comments in regards to the website. The following is a breakdown of the analytics of that feedback.

Please note, these numbers come from three sources: the About Waterloo Website Feedback Form; direct emails to Aaron Miller, Manager, Social Media and Community Engagement (contact listed on the Feedback Form); and direct emails that were sent to Brandon Sweet, Associate Director, Internal Communications (contact listed on the Daily Bulletin).

Data Analysis

After analyzing the data there were specific themes that began to emerge. We pulled out the following information from the 563 comments:

General-Positive

These are comments that are not about a specific item just showing positive views of the new homepage-level site. 95% of the positive comments were general comments, which is why there is not a breakdown of positive comments in the charts. Examples:

- New homepage looks great! Really impressed. Thanks.
- The website looks great, I was just on the current students site. Thanks!

General-Negative

These are comments that are not about a specific item just showing negative views of the new homepage-level site. Examples:

- Please change the website design back to the previous one. This one does not serve justice for the University of Waterloo's prestige
- This new website is extremely confusing. The old one was better.

Design and Look

These comments include dislike of the yellow and black, layout, or overall design of the new homepage-level site. Examples:

- The black and white looks like the site is still under construction. Please fix it.
- The lines don't match up between content, header and footer. And on this comment page alone, the "About Waterloo" banner is clearly clipped on the left-end. It's a little thrown together--for an institution, a little amateur-ish. But, the layout of material isn't bad, and is quite convenient.

Search

These comments are concerning the search function off of the uWaterloo home page. Examples:

- I am still looking for a place on the UW website to search for a department, or subject, at UW and have it located. All I can find is the bland box to search for a person. If I am having a hard time locating this
- Your search engine sucks and changes from day to day. Why can't I search for 'mme' consistently?

Pathways

These comments are from those that could not identify the pathway pages or felt that the pathway links are too small and not noticeable enough. Examples:

- When I am on the home page and want to go to the 'future students pathway', why do I have to click on the 'Future Students' icon and click again on the 'Go to Future Students pathway
- I do understand that by clicking the faculty icon on the landing page, the following option appears: "Go to Faculty pathway »" However, it is too small, too subtle and introduces an unnecessary and confusing step in the process.

Daily Bulletin

These are comments inquiring about the location of the Daily Bulletin. Examples:

- Hate this new layout... too busy compared to the last. I'm disappointed that i can't easily find the Daily Bulletin. I used to visit the daily bulletin every day -- ever since the new layout, I haven't once visited the daily bulletin.
- Looks good, the only comment I have is that the Daily Bulletin was very difficult to find.

Links

These comments are about looking for general links or are concerned with “clicking” twice to access links. Examples:

- Is this a joke? its terrible. How can I get to Jobmine/quest/learn/etc ? Why not have some links to to these services since 99.9% of people who go to uwaterloo.ca are trying to go on jobmine/quest/learn/etc?
- Is there a more direct way to access links I use regularly than clicking first on faculty, then on faculty pathway, then on the site/service I need? I find the new site too busy visually, and hard to navigate for my purposes--accessing Learn, the Daily Bulletin, Services, etc.

LEARN

These comments are specifically inquiring about the location of the LEARN link. Examples:

- I cannot find the link to Waterloo Learn – the online utility for my ENBUS 621 course!!
- It seems so hard to find frequently visiting links such as UWLearn! Please change it

Email

These comments are specifically inquiring about the location of the Email link. Examples:

- The website is very difficult to navigate. I cannot find where to access my email
- Where do I access my email and now? This website is not straightforward.

Library

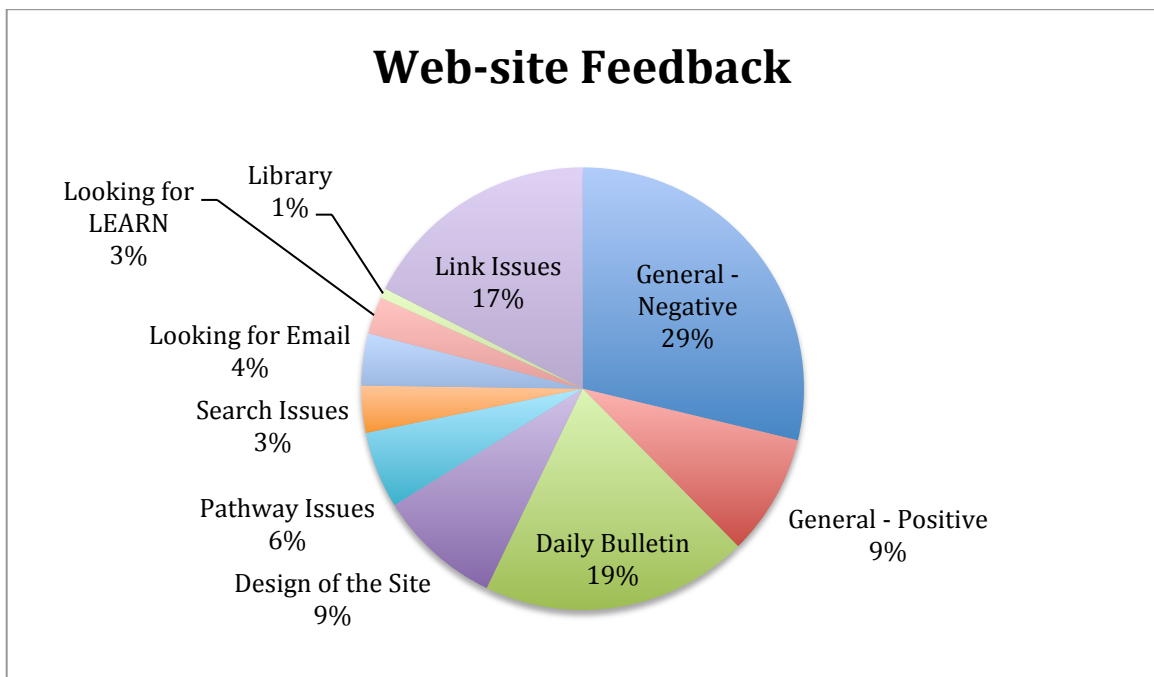
These comments are specifically inquiring about the location of the Library link.

Examples:

- Not well orgnaized. Where is the library catalogue?
- Former alum, just visiting-- the site looks great, but unless I missed it, there's no obvious navigation for the library/ eresources

Results

Chart 1 – Overview of Feedback



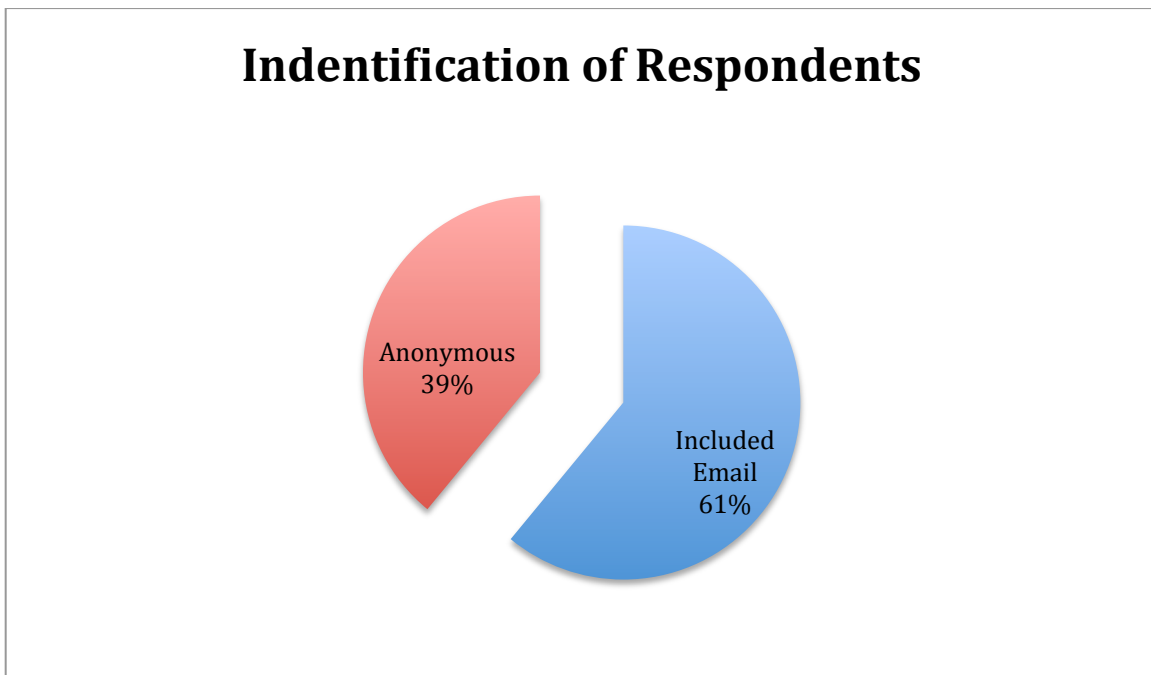
Analysis

Chart 1 shows the major specific issues our stakeholders have with our new homepage-level website. Aside from the General-Negative comments defined earlier, the biggest concern was the location of the Daily Bulletin. The vast majority of these comments come from staff members sent in in the first 2 days post launch (see Chart 3). Of the 108 comments submitted regarding the Daily Bulletin, we were able to reply to 76 with the directions on how to access the link. (Of the 108 comments 27 of them were sent anonymously and could not be answered.) Overall 50% of the feedback was in regards to finding links to the Daily Bulletin, Email, LEARN, pathways, and similar links.

Table Summarizing Data in Chart 1

Area of Feedback	Number of Responses
General - Negative	159
Daily Bulletin	113
Links	97
Look and Design	55
General - Positive	49
Pathways	31
Email	21
Search	19
LEARN	15
Library	4

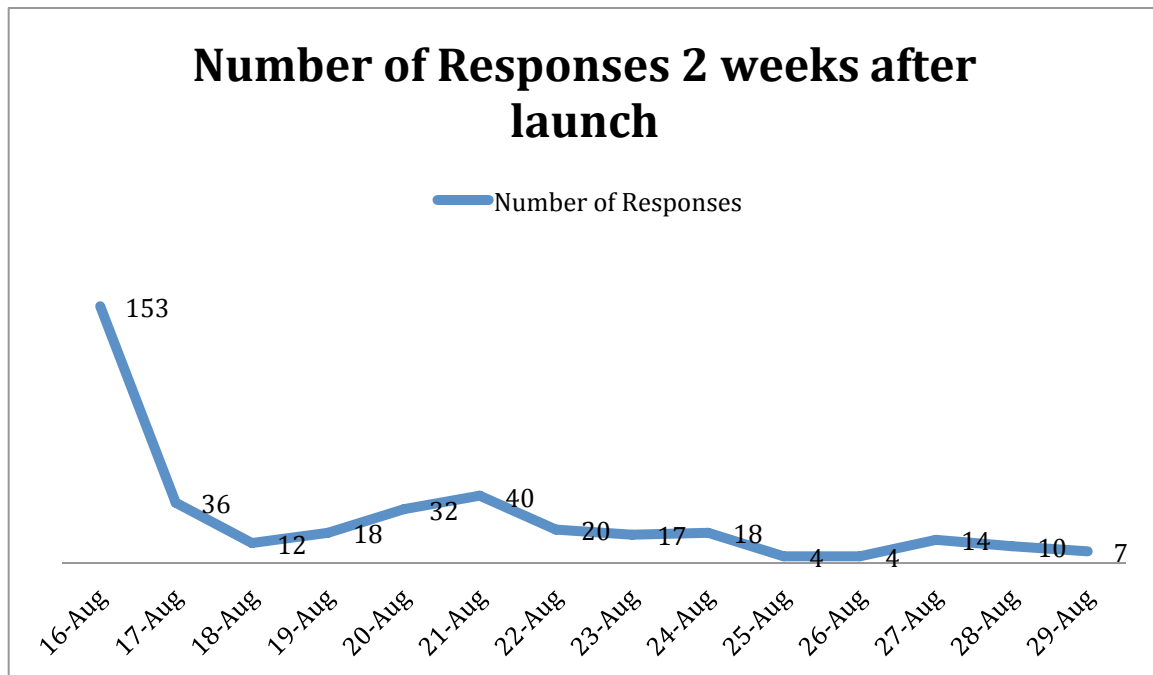
Chart 2 – Anonymous Versus Non-Anonymous Respondents



Analysis

39% of respondents did not provide an email to receive responses. The vast majority of these comments came from the General-Negative comments and were mainly emotional responses that came immediately after the launch. 208 responses were delivered anonymously, while 325 included contact information.

Chart 3 – Number of Responses During Two Weeks Post Launch



Analysis

Chart 3 looks at the 2 weeks following the launch of the new homepage. 385 total comments came in during the first 2 weeks the new homepage-level site was live, making for 69.6% of the total comments. The vast majority of these comments were looking for direction on where the most commonly used links exist. As would be predicted, the most feedback came the day after launch: 27% of the total came on day 1 of the new homepage-level site going live.

Summary of Findings

- 1) The main concern of stakeholders was finding frequently used links. Once they found those links they became more satisfied with the new homepage-level site.
- 2) Key issues, such as mobile usage and accessibility, were not reflected in any of the web-site feedback. Note, direct emails from students regarding mobile were sent to the Director, Digital Initiatives from STAC and IMPRINT representatives.
- 3) 12 respondents who self-identified themselves as “current students” were confused by the introduction of the black and gold. Some compared the colours to a “hazard sign”, “Best-Buy Flyer” or “caution tape”. This may suggest that students identify themselves with the colour of their faculty rather than an overall master brand for the University. Many were unaware that the black and gold are the official University colours - most thought these colours were only related to Athletics.