

College of William & Mary Testing Protocol

Part 1 - Preliminary Questions

The student will be asked a number of preliminary questions such as:

Have you visited the websites of colleges you're interested in attending?

How many college websites have you visited so far?

What are the first things you look for on college websites?

Part 2 - First Impressions

Following the preliminary Q&A the student will be presented with the College of William & Mary homepage. They'll be given a few minutes to review the page and will then be asked an array of questions related to marketing features, navigation, prominence of elements, etc. We'll also ask about specific likes / dislikes of the layout.

Part 3 - Specific Tasks

Following the homepage discussion the students will be prompted to complete a number of specific tasks. The moderator will prompt the student to find an array of very specific pieces of information.

Task include:

- Find a list of majors / minors.
- Locate the cost of tuition.
- Find information about student clubs.
- Contact the admission staff.
- Visit the English Department (*specific questions about layout to be asked once here*).
- Find out where College of William & Mary is located.
- Apply for admission.
- Find out what's happening on campus today.

During the tasks, the student will be asked a number of questions related to their feedback on the layout, design and general organization of the website. These questions will be tied to the pages they're navigating and the content they're viewing.

Part 4 - Conclusion

At the conclusion of the testing, the student will be asked questions about their overall impressions.

What distinguishes W&M from other colleges and universities you've looked at?

How do you feel about W&M now that you've learned more about it?

How would you rate your experience using W&M's new website?

What did you like best? Least?