

UCCS Institutional Website Project

UCCS Website Survey Results – Categorized Feedback Overview

February 2013, UCCS University Advancement

www.uccs.edu/advancement/website

A small team comprised of members from UCCS University Advancement, IT Web Services and Institutional Research sent a survey about the UCCS website to faculty, staff, students, and some prospective students in May, 2012. There were 823 total respondents, primarily current students (82%).

This document is an overview of the categorized responses to some of the important survey questions, especially those with freeform write-in answers.

Questions:

- *“What are three things you like about the UCCS website?”*
- *“What are three things you do not like about the UCCS website?”*
- *“List the most important things you think the UCCS website should accomplish.”*
- *“How would you improve the website?”*

In total, 4,920 written responses were categorized for this document (though some comments may have fit in to multiple categories.)

For more information, please visit www.uccs.edu/advancement/website.



University of Colorado
Colorado Springs

Likes

“What are three things you like about the UCCS website?”

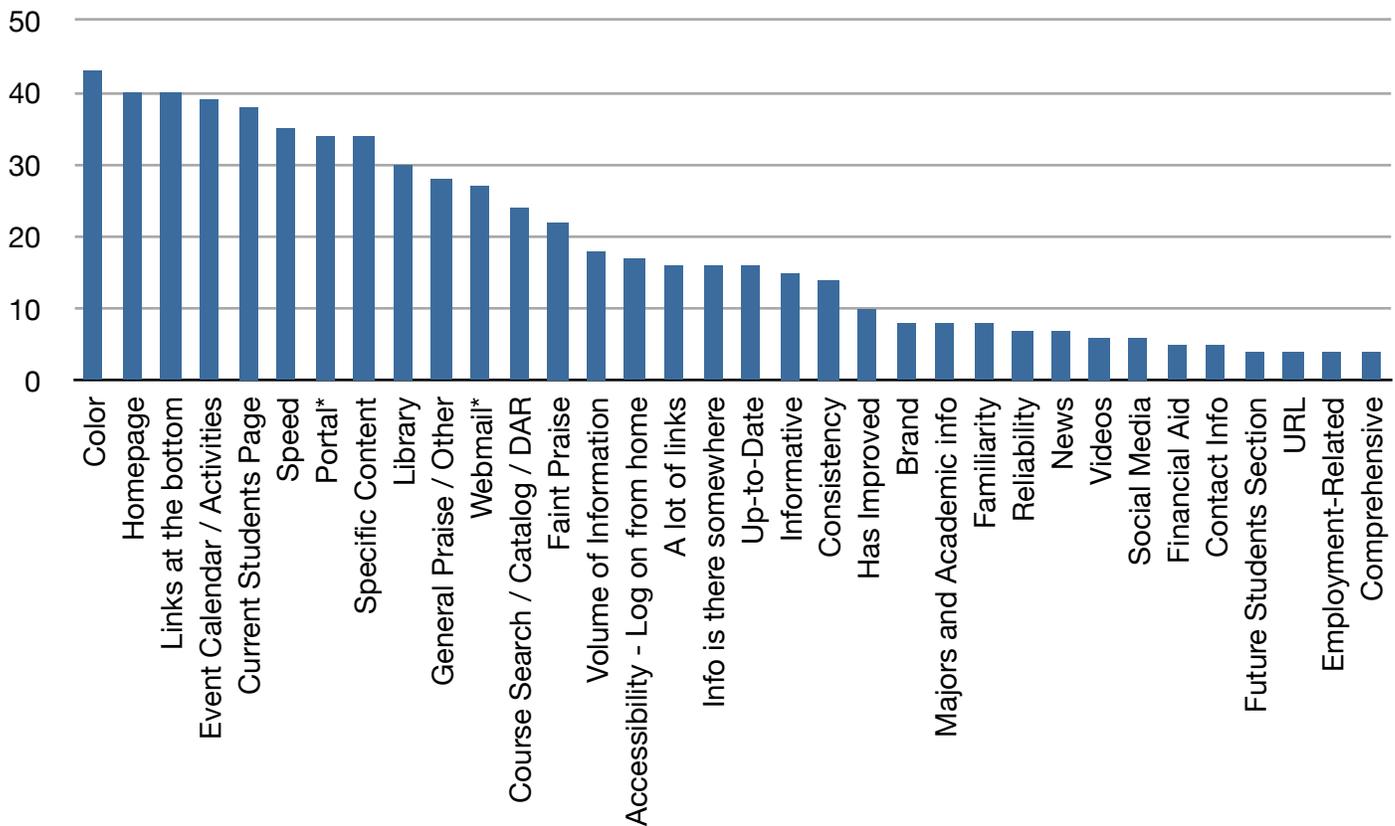
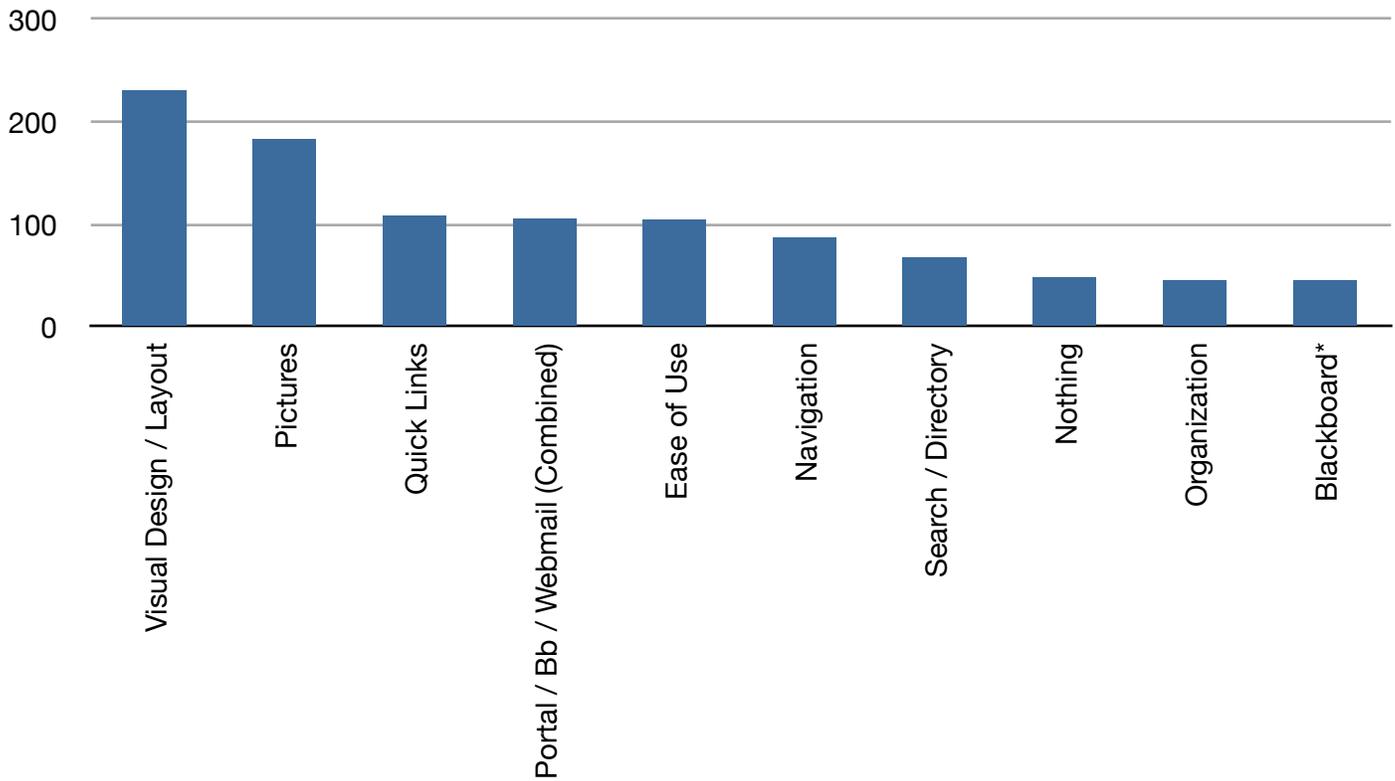
The most frequent responses were related to visual appearance, use of photos, convenience of quick links, and ease of use. Many people appreciate the navigation, specifically the separation of “Current Students” and “Faculty/Staff” into their own pages.

Some expressed a fondness for the long list of links across the bottom, and the word “organized” came up frequently. If you collapse Organization, Navigation, Links at the bottom, and Volume of links, together that would become the #3 category after “the pictures.”

The 8th most common category, though, was variations on “nothing” such as “N/A” and “I avoid it when possible.”

Visual Design / Layout	231
Pictures	183
Quick Links	108
Portal / Bb / Webmail (Combined)	106
Ease of Use	105
Navigation	87
Search / Directory	68
Nothing	48
Organization	45
Blackboard*	45
Color	43
Homepage	40
Links at the bottom	40
Event Calendar / Activities	39
Current Students Page	38
Speed	35
Portal*	34
Specific Content	34
Library	30
General Praise / Other	28
Webmail*	27
Course Search / Catalog / DAR	24
Faint Praise	22
Volume of Information	18
Accessibility - Log on from home	17
A lot of links	16
Info is there somewhere	16
Up-to-Date	16
Informative	15
Consistency	14
Has Improved	10
Brand	8
Majors and Academic info	8
Familiarity	8
Reliability	7
News	7
Videos	6
Social Media	6
Financial Aid	5
Contact Info	5
Future Students Section	4
URL	4
Employment-Related	4
Comprehensive	4

Likes



Dislikes

“What are three things you do not like about the UCCS website?”

The most frequent responses used phrases such as confusing, difficult to navigate, hard to figure out, bad layout, and unorganized. The words “busy” and “cluttered” were often used, and “too many links”, “too cumbersome” and “inconsistent” were common refrains.

Dissatisfaction with search was a strong second.

Outdated and inaccurate information, broken links, and 404 errors were also common complaints.

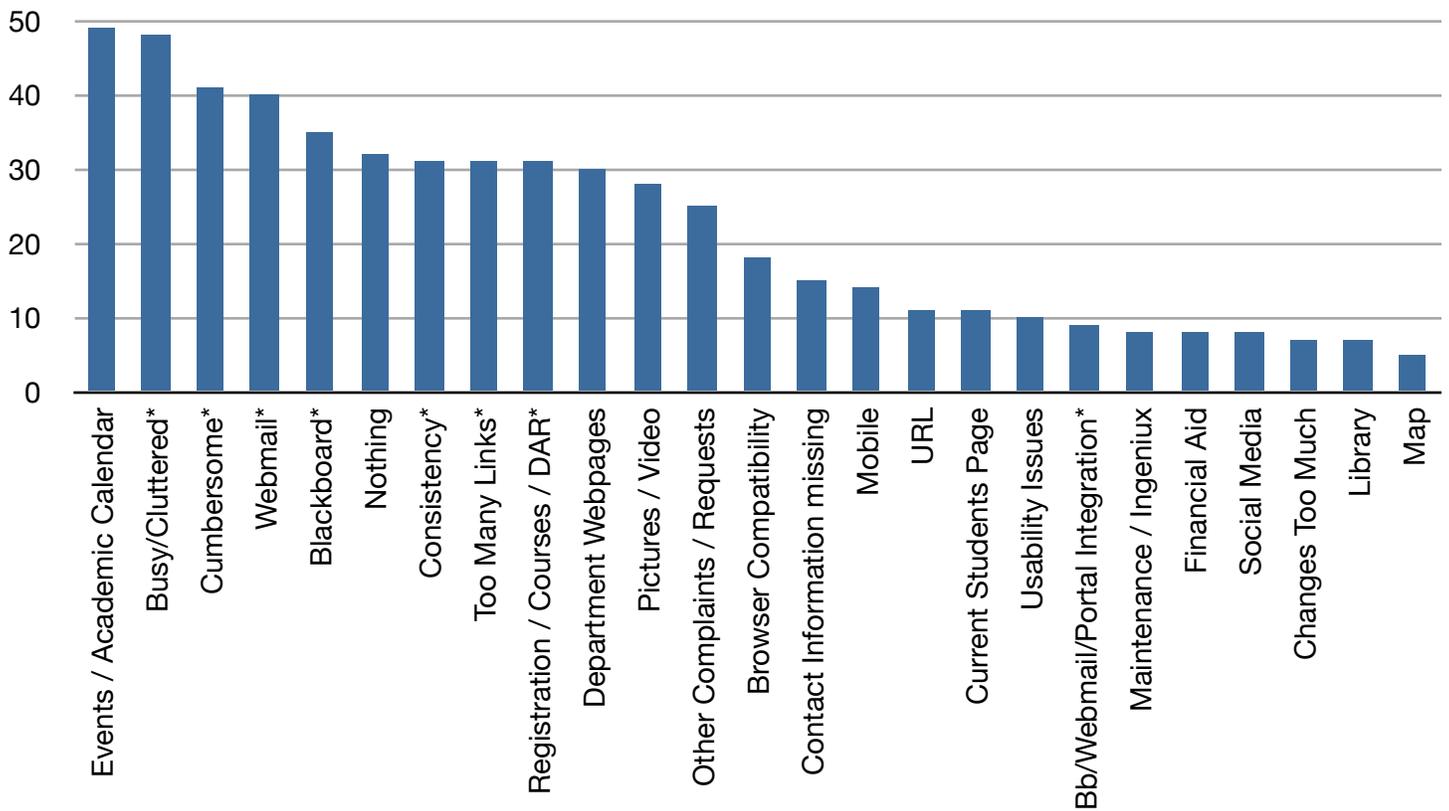
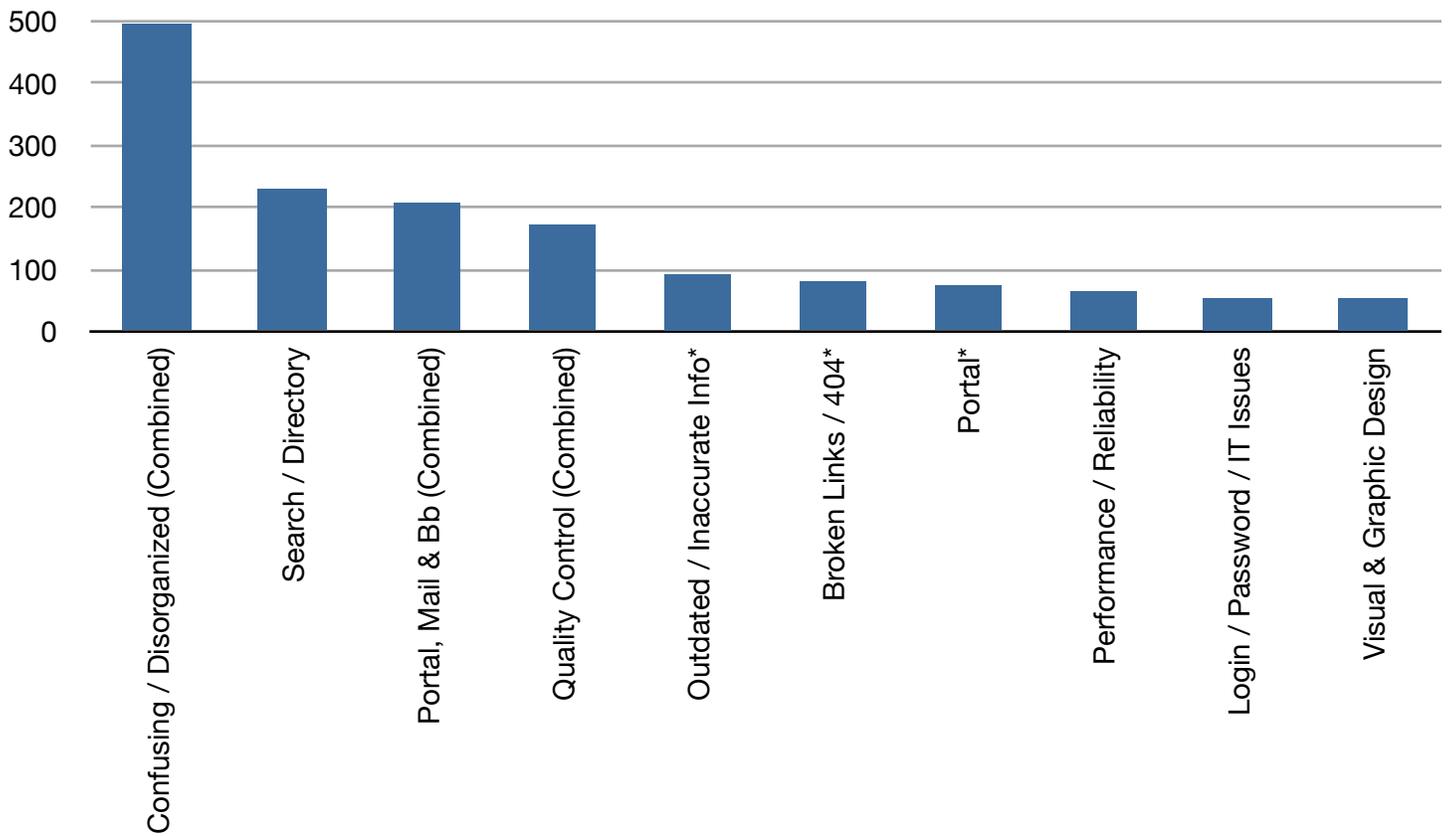
A significant portion of the feedback was about Portal, Webmail, and Blackboard, with many frustrated about the lack of a single sign-on and complaints about how the three do not integrate. There were specific complaints about browser compatibility, and broken-back-button, likely related to the Portal.

Other IT-related issues like poor performance and reliability were common, as were login and password issues.

Other top feedback includes general complaints about appearance and graphic design, dissatisfaction with the calendar, complaints about the quality of department pages, absence of contact information, feedback about photos and videos, and dissatisfaction with many specific content areas or features.

Confusing / Disorganized (Combined)	495
Search / Directory	229
Portal, Mail & Bb (Combined)	207
Quality Control (Combined)	172
Outdated / Inaccurate Info*	92
Broken Links / 404*	80
Portal*	74
Performance / Reliability	64
Login / Password / IT Issues	54
Visual & Graphic Design	54
Misc. Specific Content	51
Events / Academic Calendar	49
Busy/Cluttered*	48
Cumbersome*	41
Webmail*	40
Blackboard*	35
Nothing	32
Consistency*	31
Too Many Links	31
Registration / Courses / DAR*	31
Department Webpages	30
Pictures / Video	28
Other Complaints / Requests	25
Browser Compatibility	18
Contact Information missing	15
Mobile	14
URL	11
Current Students Page	11
Usability Issues	10
Portal/Bb/Webmail Integration*	9
Maintenance / Ingeniux	8
Financial Aid	8
Social Media	8
Changes Too Much	7
Library	7
Map	5

Dislikes



* Component used in a combined category.

Priorities

“List the most important things you think the UCCS website should accomplish.”

The number one response was “ease of use” with many specifically mentioning clear navigation and organization.

Second was to be informative, and for the information to be up-to-date, accurate, clear, and comprehensive.

Prospective students and current students were the most common audiences identified, though the survey has a significant current-student sample bias at 82% of respondents.

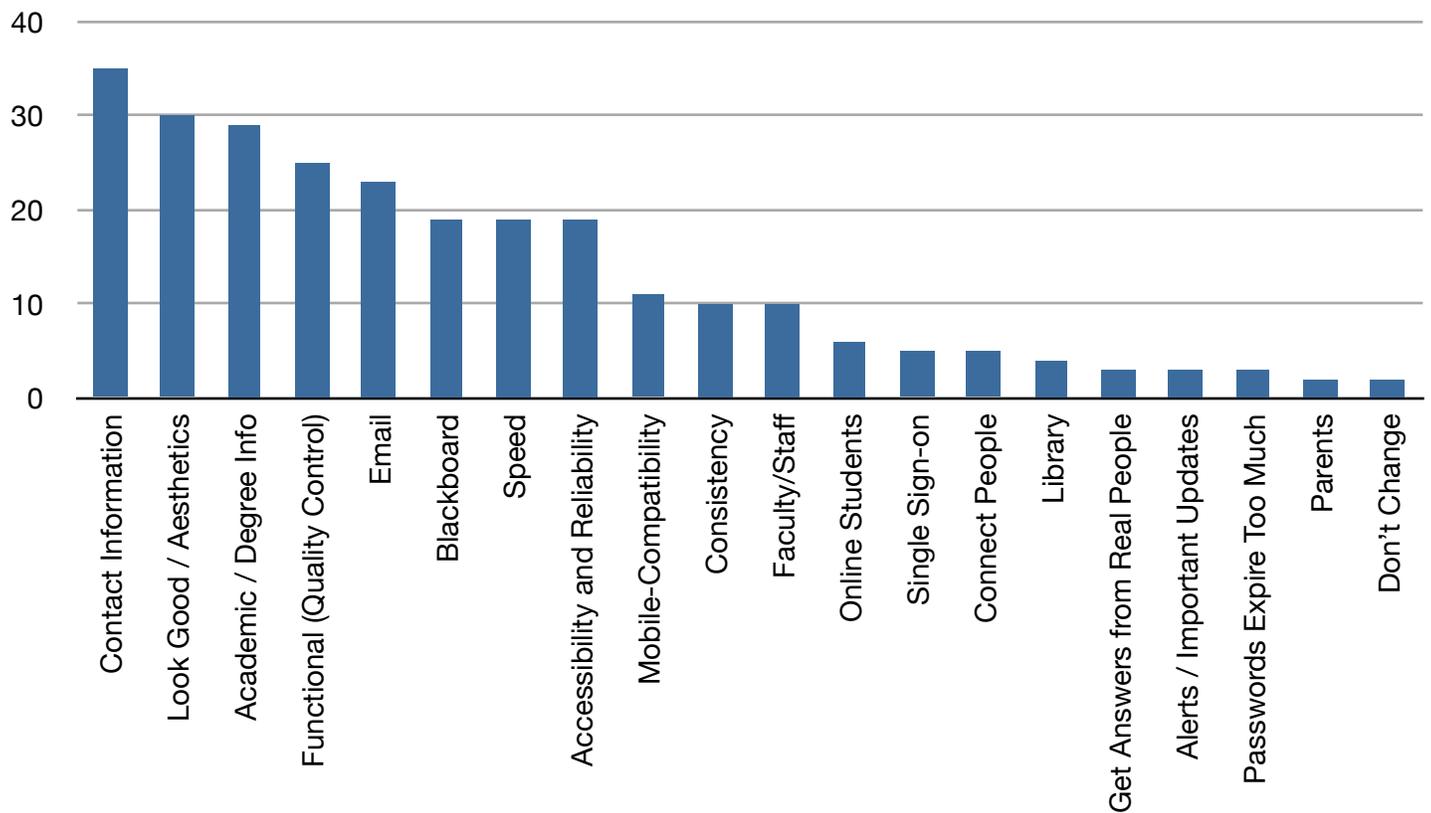
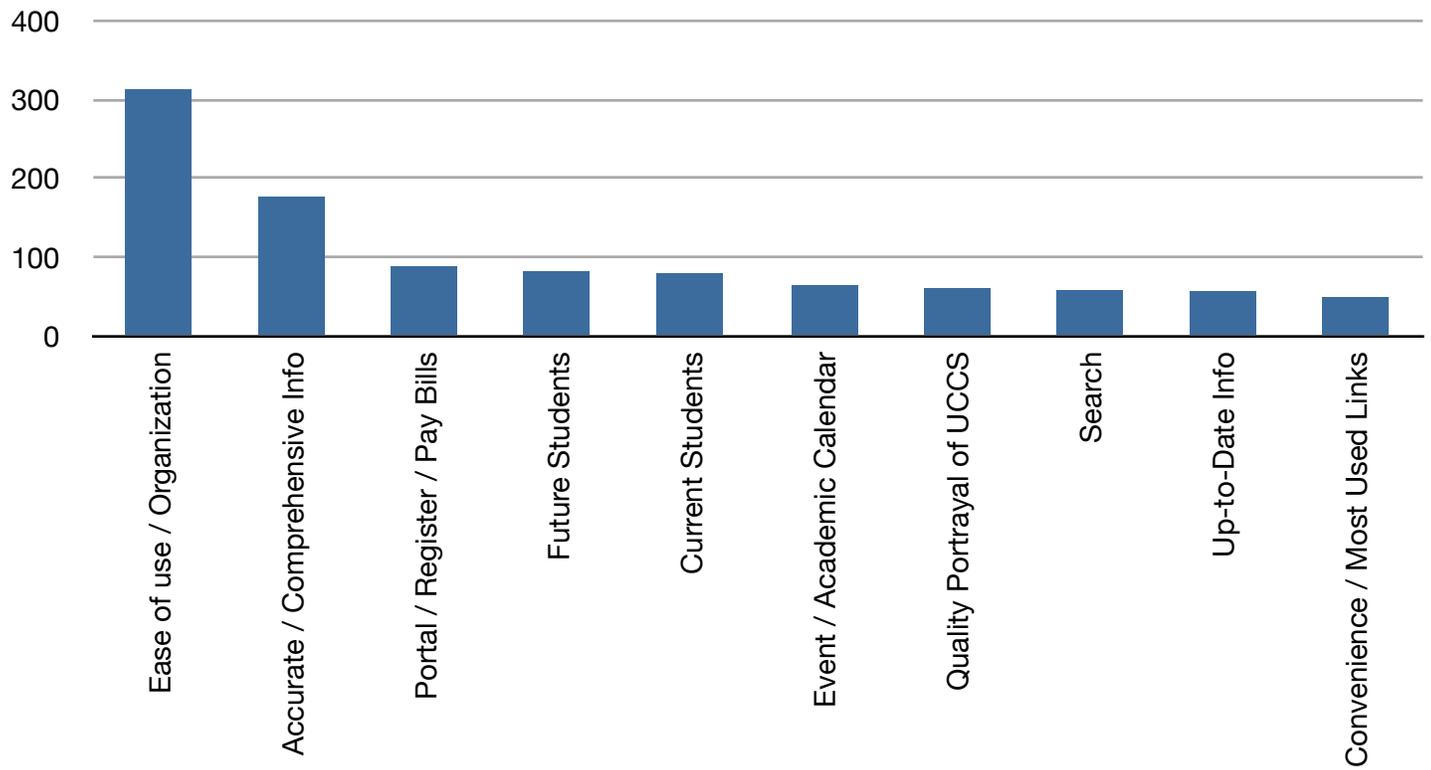
Portraying UCCS honestly and professionally in an aesthetically pleasing manner was an important consideration.

Events and the Academic Calendar were identified as a priorities, as was the search function and quick access to most-used links (specifically the Portal, Blackboard, and Webmail.)

Other considerations included easily available contact information, academic and degree info, quality-control, speed, reliability, mobile-compatibility, and consistency.

Ease of use / Organization	313
Accurate / Comprehensive Info	176
Portal / Register / Pay Bills	88
Future Students	82
Current Students	79
Event / Academic Calendar	64
Quality Portrayal of UCCS	60
Search	58
Up-to-Date Info	57
Convenience / Most Used Links	49
Contact Information	35
Look Good / Aesthetics	30
Academic / Degree Info	29
Functional (Quality Control)	25
Email	23
Blackboard	19
Speed	19
Accessibility and Reliability	19
Mobile-Compatibility	11
Consistency	10
Faculty/Staff	10
Online Students	6
Single Sign-on	5
Connect People	5
Library	4
Get Answers from Real People	3
Alerts / Important Updates	3
Passwords Expire Too Much	3
Parents	2
Don't Change	2

Priorities



Suggestions

“How would you improve the website?”

The #1 theme in the suggestions was to improve usability, organization, consistency, and to “make it easier to use.” Improving the visual design, and specifically “simplifying” came up often.

Again, the important tools like Portal, Webmail, and Blackboard came up, both requests to make them easier to access, and to improve them.

Recommendations to improve Search are generally broad, but are also often paired with "too many broken links" or "outdated information" as well as frustration with the default "tab" selected.

Improving quality control, such as fixing broken links and updating outdated information, were common suggestions.

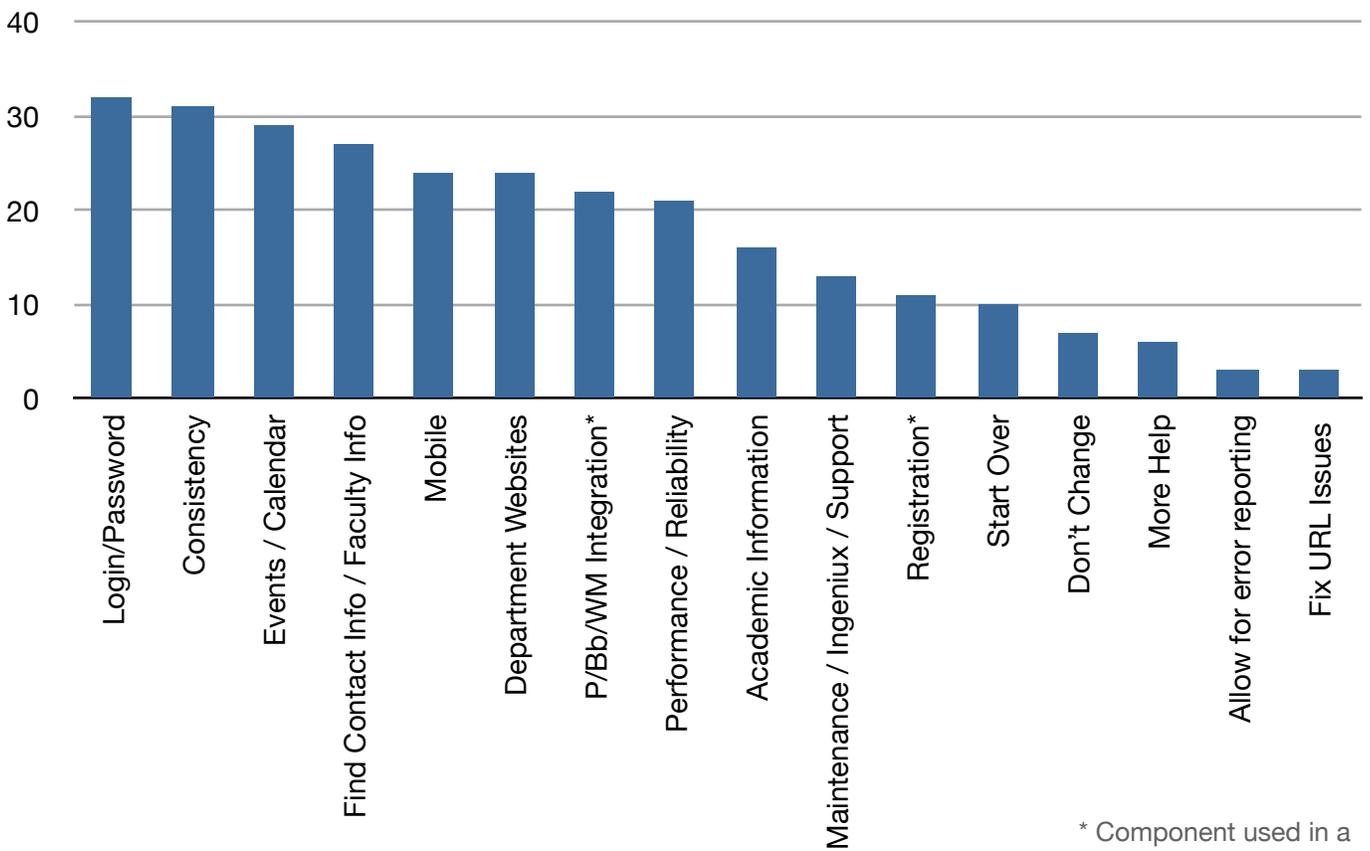
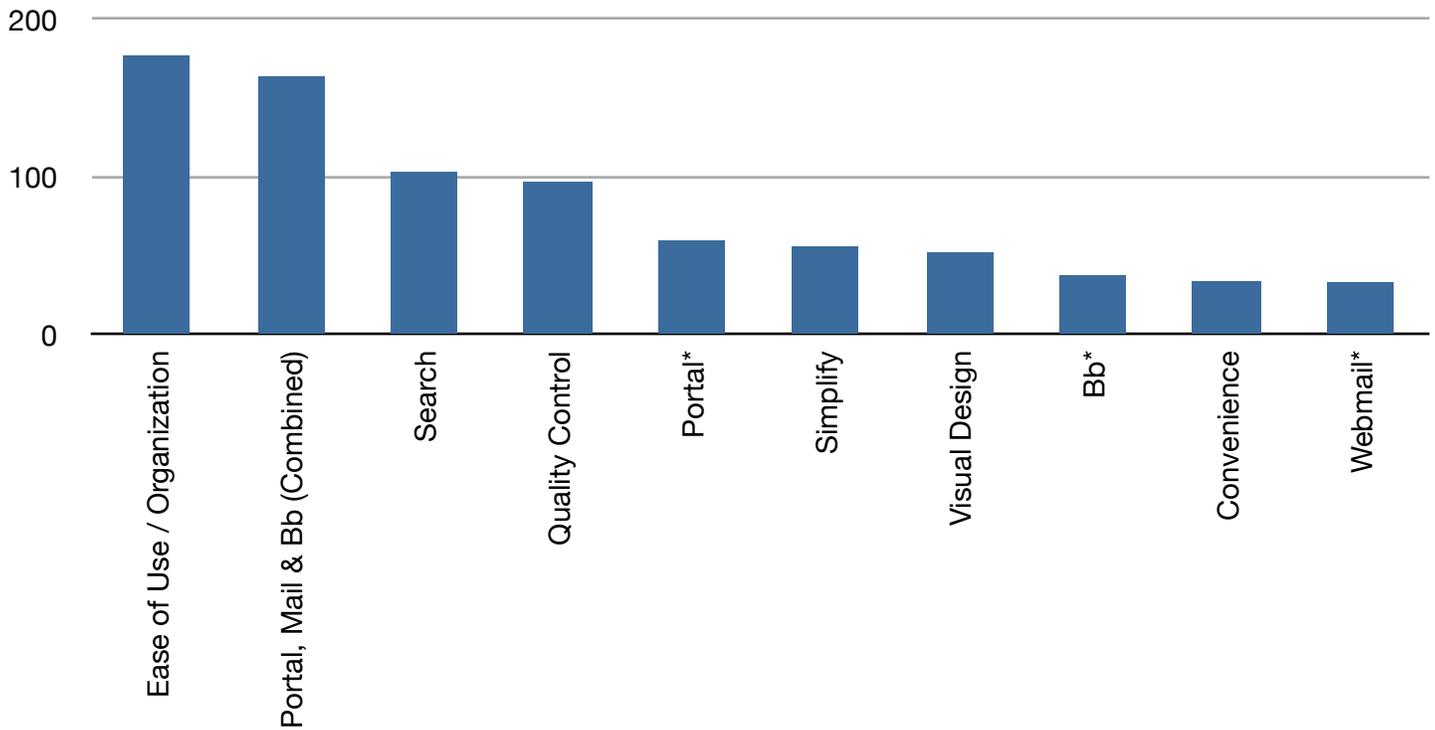
Login/Password feedback seems to be primarily requests for single sign-on, less frequent password expirations, and longer time-out periods.

Other specific ideas include improving the events and academic calendar, making contact information easier to find, especially for faculty, improving department pages, and making academic information more prominent (such as information about degrees, programs, and courses.)

More support and help with developing and maintaining college and department websites in Ingeniux (the web content management system) also came up.

Ease of Use / Organization	177
Portal, Mail & Bb (Combined)	164
Search	103
Quality Control	97
Portal*	60
Simplify	56
Visual Design	52
Bb*	38
Convenience	34
Webmail*	33
Login/Password	32
Consistency	31
Events / Calendar	29
Find Contact Info / Faculty Info	27
Mobile	24
Department Websites	24
P/Bb/WM Integration*	22
Performance / Reliability	21
Academic Information	16
Maintenance / Ingeniux / Support	13
Registration*	11
Start Over	10
Don't Change	7
More Help	6
Allow for error reporting	3
Fix URL Issues	3

Suggestions



* Component used in a combined category.