

## Introduction

Seton Hill University utilizes an online platform entitled MySHU. This portal is a landing page for students and faculty to access information based on a variety of goals. The research being proposed allow for the university to identify and clarify these goals. As the main information repository, MySHU users must be able to locate the necessary data quickly and consistently. This research study will discover what information is accessed, how frequently, and if users are experiencing frustration in locating information or completing specific tasks.

## Research Question:

- How can MySHU better serve student and faculty users ?

## Data Analysis

The one-on-one interview sessions will have a variety of qualitative and quantitative data points, allowing the interviewer to gauge specific click rates, success and error rates, as well as judge the experience the user has while utilizing MySHU.

Specific categories and variables to be measured:

- Information accessed on MySHU
- The number of clicks necessary to complete an action
- The number of successful and failed tasks completed within in the interview:

### *Student Tasks:*

Access tuition management

Access Canvas

Find three specific departments, professors, and students in the directory

Access course schedule

### *Faculty Tasks:*

Access conference funding forms

Access roster for Spring 2018

Enter final grades

Create an academic alert

- Lists of common tasks for students and faculty
- The most popular areas of MySHU
- The most underutilized areas of MySHU
- The most difficult areas of MySHU
- The easiest to use areas of MySHU
- Comfort level when utilizing MySHU on a rated scale
- Task frequency

Data collected from these variables will be depicted in the following ways:

Nominal data from common usage categories, task frequency, and identified areas of ease or difficulty will be listed as statistical data.

Ordinal data from popular, underutilized, difficult, and easy-to-use areas will be listed as an ordered rank from most to least popular and easy to most difficult to use. Ranking imagery, such as a star-based ranking systems or status bar visualization common to infographics may be used.

Numerical data from these sessions, including the most commonly used areas and problematic areas will be interpreted in pie charts for easy identification of popularity. Bar graphs will be utilized for task frequency, depicting each task across a number of users.

Categorical data will be collected from each user in the session to identify the following data:

*Students*

- Age
- Class Level
- Major
- Living Situation
- Habits

*Faculty*

- Academic Rank
- Years of Experience
- Habits

This data will be depicted using pie charts. Since the data is not being compared against multiple data points or measuring a change over time, pie charts will be more appropriate than bar graphs.

Most of the information collected from the interviews and focus group sessions will be qualitative in nature. Many of the questions will involve non-standardized answers and observation of the user's behavior throughout the session. These observations will be collected, compared, and contrasted with other member interviews. Summarizations of each interview will be written, allowing for recursive abstraction: the information will be clustered into groups to craft a succinct finding. Much of the analysis will be simultaneous with collection: the researcher will need to be aware of facial expressions, tonal inflection, vocabulary choice, as well as the movement of the user through MySHU. Video and audio recording may be employed to allow the researcher to review the sessions for further analysis. Data visualization will include summative infographics to categorize information. User profiles or journeys may also be used to trace task completion for both students and faculty.

### **Online Survey**

Many of the questions on the Online Survey will follow the same format as the one-on-one interviews and the focus group sessions.

Multiple-choice questions will be used to gauge the user's perception of the site's effectiveness and organization, including the ease of finding information. These questions will utilize bar graphs to visualize the user's responses.

Other questions will allow the user to discuss problem areas, easy-to-use area, and their overall opinion of the portal. These questions will be analyzed for similarities and responses will be categorized as possible.

### **Card Sort**

The user will be given a set of notecards with all of the information areas and links included on the MySHU portal. They will be asked to sort, group, and remove the information in a logical fashion according to their needs and usage. These sessions will be recorded, and the researcher will be required to collect and analyze data as the user sorts the information. Once the cards are sorted, photographs will be taken of the finalized categories. These will be compared to other card sorts. Similar categories will be noted, and bar graphs will be employed if possible. This will allow for visualization of categories while tracking how many users sorted in a similar fashion.

**Interview Questions: One on One**

- 1. Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?**
  - a. Allow user to demonstrate usage. Provide MacBook Pro with Chrome browser. Allow user to login as their interface is slightly different.
  - b. Listen for specific categories/variables: tuition, grades, schedules, canvas, Gmail.
  - c. Visualization: 2 pie charts – one for students, one for faculty detailing needs of each group.
  
- 2. Show me your typical workflow: Where do you go when you first login? What factors change where you go and what you do?**
  - a. Allow user to demonstrate.
  - b. Listen and watch workflow. Record clicks. Record back-button usage. Record mistakes. Record successes.
  - c. Visualization: Rank which tasks are most common, track which areas are most and least utilized, track success and failure rates; User journey through MySHU to be created.
  
- 3. What areas are the easiest for you to use? Why? What areas are the most difficult? Why?**
  - a. Combination of qualitative and quantitative data.
  - b. Visualization: Rank easiest and hardest to use areas.
  - c. Summarize the user's experience.
  
- 4. What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?**
  - a. Visualization: Bar graph.
  
- 5. How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?**
  - a. Qualitative data needing a summarization
  - b. Will be useful to collect number of users for each platform. Visualization: Pie chart
  
- 6. What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?**
  
- 7. What major problems do you encounter when using MySHU? What do you dislike about MySHU?**
  - a. These two questions will employ recursive abstraction. Information will be collected, compared, and categorized. Data will be visualized by pie chart if enough similar responses are gathered.
  
- 8. Rank your comfort level with MySHU on a scale of 1 to 10. 1 being not at all comfortable, 5 being neutral, and 10 being an expert level user. Explain as necessary.**
  - a. Visualization: star or status bar rank. Explanations will be summarized.
  
- 9. How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?**
  
- 10. How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?**

11. **Describe the organization of the MySHU portal in your own words.**
  - a. 9-11 are will use recursive abstraction methods to summarize the responses of the user.
12. **How easy is it to understand the information on MySHU on a scale of 1-5, 1 being extremely easy, 2 being very easy, 3 being some what easy, 4 being not so easy, and 5 being not easy at all?**
  - a. Visualization: bar graph.
13. **Do you trust the information on MySHU? Why or why not?**
  - a. Since this is a closed ended, yes or no question, a bar graph will easily depict responses. Summaries of the positive and negative responses will be collected.
14. **Is MySHU something you need? How could it become something necessary in your student/faculty life?**
  - a. Since this is a closed ended, yes or no question, a bar graph will easily depict responses. Summaries of the positive and negative responses will be collected. If specific categories recur, these will be depicted via bar graph.

### Focus Group Questions:

1. **Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?**
  - a. Listen for specific categories/variables: tuition, grades, schedules, canvas, Gmail.
  - b. Visualization: 2 pie charts – one for students, one for faculty detailing needs of each group.
2. **Do you utilize MySHU in the classroom? Why? Why not?**
  - a. *Student sessions*: does your instructor/professor use MySHU? Does your instructor professor complain about using MySHU? Do you have workaround or tricks to make it function better?
  - b. *Faculty sessions*: Do you use it? Do you have to use workarounds or other solutions? Why? Do your student complain about using it?
  - c. Listen for frustrations, suggestions, stories of usage in the classroom, or problems MySHU has solved. These will be summarized and common information will be categorized.
3. **What areas of MySHU are the easiest for you to use? Why? What areas are the most difficult? Why?**
  - a. Combination of qualitative and quantitative data.
  - b. Visualization: Rank easiest and hardest to use areas.
  - c. Summarize the user's experience.
4. **What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?**
  - a. Visualization: Bar graph
5. **How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?**
  - a. Qualitative data needing a summarization.
  - b. Will be useful to collect number of users for each platform. Visualization: Pie chart

6. **What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?**
7. **What major problems do you encounter when using MySHU? What do you dislike about MySHU?**
  - a. These two questions will employ recursive abstraction. Information will be collected, compared, and categorized. Data will be visualized by pie chart if enough similar responses are gathered.
8. **How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?**
9. **How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?**
10. **Describe the organization of the MySHU portal in your own words.**
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12. **Is MySHU something you need? How could it become something necessary in your student/faculty life?**
  - a. Since this is a closed ended, yes or no question, a bar graph will easily depict responses. Summaries of the positive and negative responses will be collected. If specific categories recur, these will be depicted via bar graph.

### **Additional Information to Collect**

#### *Students:*

Age  
 Class level  
 Major  
 Living Situation  
 Habits

#### *Faculty:*

Academic Rank  
 Years of Experience  
 Habits

### **Card Sort**

Search  
 Alert/Bell  
 Grid Navigation  
 Canvas  
 Gmail  
 Griffin Gate

OrgSync  
Solution Center  
Feedback  
Support  
Moments  
My Account  
Favorites  
Logout  
Apps  
Departments  
Directory  
Documents  
Forms  
Happenings  
MyMenu  
ACCE Reporting System (Faculty Only)  
Campus Event Registration (Faculty Only)  
Capstone Grading (Faculty Only)  
Card ID Utility  
Course Evaluations (Faculty Only)  
Faculty CV (Faculty Only)  
Honored Capstone Advisor  
Internship Registration  
My Absences Record (Faculty Only)  
Parking Ticket Appeal Form  
Participation Log  
Program Roster  
Registration  
Software Requisition Procedure  
Student Data Files  
Share a Moment...  
View All Moments  
Academic Information  
Course List (Faculty Only)  
View Course Rosters (Faculty Only)  
View Advisees (Faculty Only)  
Upcoming Events  
View All Events  
Announcements  
Submit an Announcement  
View Announcements  
Athletics  
View Athletics  
Lost and Found  
Submit an Item  
View Solutions Center  
Tuition Management System  
View Student Account  
CollegeBoard  
View Financial Aid

**Online Survey****MySHU Feedback - Sara Tinnick Graduate Project**

1. Overall, how well does MySHU meet your needs?

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <input type="radio"/> Extremely well | <input type="radio"/> Not so well     |
| <input type="radio"/> Very well      | <input type="radio"/> Not at all well |
| <input type="radio"/> Somewhat well  |                                       |

2. How easy was it to find what you were looking for on MySHU?

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <input type="radio"/> Extremely easy | <input type="radio"/> Not so easy     |
| <input type="radio"/> Very easy      | <input type="radio"/> Not at all easy |
| <input type="radio"/> Somewhat easy  |                                       |

3. Did it take you more or less time than you expected to find what you were looking for on MySHU?

- |   |  |
|---|--|
| <input type="radio"/> A lot less time       | <input type="radio"/> A little more time |
| <input type="radio"/> A little less time    | <input type="radio"/> A lot more time    |
| <input type="radio"/> About what I expected |  |

4. What do you like most about MySHU?

5. How organized is the information located on MySHU?

- |   |  |
|---|--|
| <input type="radio"/> Extremely organized | <input type="radio"/> Not so organized     |
| <input type="radio"/> Very organized      | <input type="radio"/> Not at all organized |
| <input type="radio"/> Somewhat organized  |  |

## Online Survey

6. How easy is it to understand the information on MySHU?

- Extremely easy
- Very easy
- Somewhat easy
- Not so easy
- Not at all easy

7. How much do you trust the information on MySHU?

- A great deal
- A lot
- A moderate amount
- A little
- Not at all

8. How well do you feel that Seton Hill understands your user needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

9. When you think about MySHU, do you think of it as something you need or don't need?

- Definitely need
- Probably need
- Neutral
- Probably don't need
- Definitely don't need

10. Overall, how would you rate MySHU?

- Excellent
- Very good
- Good
- Fair
- Poor

11. In your own words, what are the things that you like most about the MySHU portal?

12. What did you dislike about MySHU?



**Online Survey**

13. What would make you more likely to use MySHU?

14. Do you have any other comments about how we can improve MySHU?

## One-on-One Interview: Student

### Basic Information

Interviewee Alias:

Age:

Class Level:

Major:

Living Situation:

Habits:

### Interview Questions

1. Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?

2. Show me your typical workflow: Where do you go when you first login? What factors change where you go and what you do?

3. What areas are the easiest for you to use? Why? What areas are the most difficult? Why?

4. What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?

5. How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?

6. What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?

7. What major problems do you encounter when using MySHU? What do you dislike about MySHU?

8. Rank your comfort level with MySHU on a scale of 1 to 10. 1 being not at all comfortable, 5 being neutral, and 10 being an expert level user. Explain as necessary.

9. How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?

10. How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?

11. Describe the organization of the MySHU portal in your own words.

12. How easy is it to understand the information on MySHU on a scale of 1-5, 1 being extremely easy, 2 being very easy, 3 being some what easy, 4 being not so easy, and 5 being not easy at all?

13. Do you trust the information on MySHU? Why or why not?

14. Is MySHU something you need? How could it become something necessary in your student/faculty life?

One-on-One Interview: Faculty	
<b>Basic Information</b>	
<b>Interviewee Alias:</b>	
<b>Academic Rank:</b>	
<b>Years of Experience:</b>	
<b>Habits:</b>	
<b>Interview Questions</b>	
1. Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?	
2. Show me your typical workflow: Where do you go when you first login? What factors change where you go and what you do?	
3. What areas are the easiest for you to use? Why? What areas are the most difficult? Why?	
4. What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?	
5. How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?	
6. What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?	
7. What major problems do you encounter when using MySHU? What do you dislike about MySHU?	
8. Rank your comfort level with MySHU on a scale of 1 to 10. 1 being not at all comfortable, 5 being neutral, and 10 being an expert level user. Explain as necessary.	
9. How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?	
10. How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?	

11. Describe the organization of the MySHU portal in your own words.
12. How easy is it to understand the information on MySHU on a scale of 1-5, 1 being extremely easy, 2 being very easy, 3 being some what easy, 4 being not so easy, and 5 being not easy at all?
13. Do you trust the information on MySHU? Why or why not?
14. Is MySHU something you need? How could it become something necessary in your student/faculty life?

### Faculty Focus Group

<b>Basic Information</b>	
<b>Attendees:</b>	
<b>Academic Rank:</b>	
<b>Years of Experience:</b>	
<b>Habits:</b>	

<b>Interview Questions</b>	
1. Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?	
2. Do you utilize MySHU in the classroom? Why? Why not?	
3. What areas of MySHU are the easiest for you to use? Why? What areas are the most difficult? Why?	
4. What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?	
5. How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?	
6. What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?	
7. What major problems do you encounter when using MySHU? What do you dislike about MySHU?	
8. How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?	

9. How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?

10. Describe the organization of the MySHU portal in your own words.

11. Do you trust the information on MySHU? Why or why not?

12. Is MySHU something you need? How could it become something necessary in your student/faculty life?

### Student Focus Group

#### Basic Information

Attendees

Age:

Class Level:

Major:

Living Sitation:

Habits:

#### Interview Questions

1. Explain what you use MySHU to accomplish. How do you use it daily? Why do you access it?

2. Do you utilize MySHU in the classroom? Why? Why not?

3. What areas of MySHU are the easiest for you to use? Why? What areas are the most difficult? Why?

4. What tasks do you perform daily? Weekly? Monthly? Per Semester? Yearly?

5. How does MySHU differ from other platforms you have used? Griffin's Lair, GriffinGate, Jenzabar, or other interfaces?

6. What do you wish you could do with MySHU? What is your Wish List? What would make you more likely to use MySHU?

7. What major problems do you encounter when using MySHU? What do you dislike about MySHU?

8. How does MySHU address your specific needs? What does it offer to make your student/faculty experience better?

9. How does MySHU NOT address your specific needs? What could it offer to make your student/faculty experience better?
10. Describe the organization of the MySHU portal in your own words.
11. Do you trust the information on MySHU? Why or why not?
12. Is MySHU something you need? How could it become something necessary in your student/faculty life?