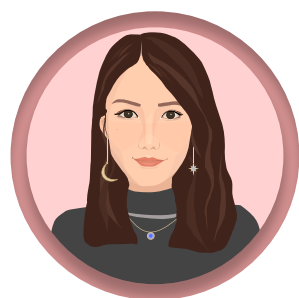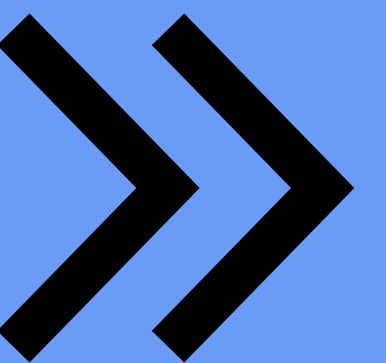# Research Findings

New CUNYfirst User Experience

Jade, Wing Ki Au

WHO are the target users?

Majority of fequent users are **Current Students**, other users are Faculty Members, other staff, incoming students and Alumni.

? Reasons why I conducted this research

I am a current student, and I found it fairly difficult to use the new CUNYfirst, especially with the new schedule builder and using it on my phone. Also discussed it with my peers, they all feel similarly. And as this is an important tool for our college education, I want to know if students from all colleges in CUNY system feel satisfied with this essential tool to their education.

⚠️ Issues found!

- Web Responsiveness
- Schedule Builder & Shopping Cart
- Navigation
- Duplicate Contents
- Usage of buttons and icons

See research constrainst >

Constraints

There are 12,587 enrollments in Fall 2020, about **250,000** students are currently studying in **25** CUNY schools, and over 500,000 students enrolled since 1847.
It is hard to survey all students in different colleges and with different student status. So I set a sample size of 50 students from different colleges.

Personal Factors

Limited time and manpower on conducting a large sample size research

Overcoming Obstacles

Special thanks to different colleges discord servers moderators and administrators for promoting the survey to students in different colleges, and my peers for promoting the survey as well.

Objectives

- students **satisfaction** level on CUNYfirst

- students' feeling towards the **changes** on website

- the **most used features** on CUNYfirst

- the most **difficulties** students experienced

- other aspects and opinions
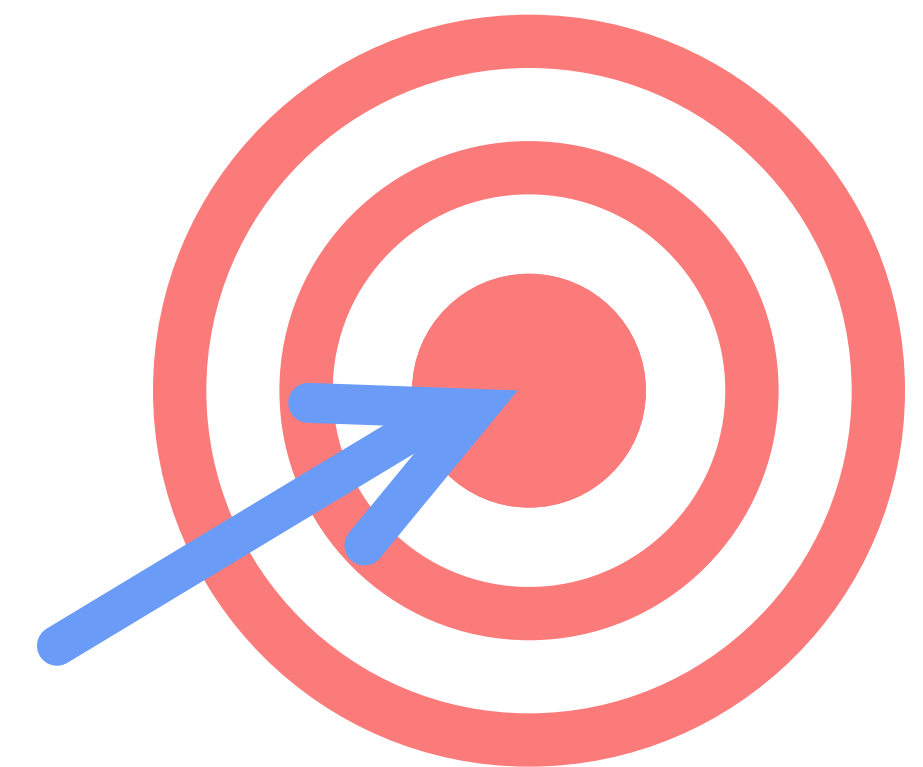
Interview Questions

- Which college are you from? (mulitple choices)

- What is your status in CUNY? (mulitple choices with other option)

- How much do you notice the website design changes? (scale 0-10, negative to positive)

- Do you agree that the new CUNYfirst improved? (scale 0-10, negative to positive)

- How often do you use CUNYfirst? (multiple choices)

- Please choose your most used 5 features on CUNYfirst. (multiple choices)

- How would you rate your overall experience of using CUNYfirst? (scale 0-10, negative to positive)

- Please pick the top 3 difficulties you found in new CUNYfirst. (mulitple choices with other option)

- Please briefly explain the top 3 difficulties you have experienced. (short answer)

- Please state the aspects of the CUNYfirst website you think are useful and user friendly. (short answer)

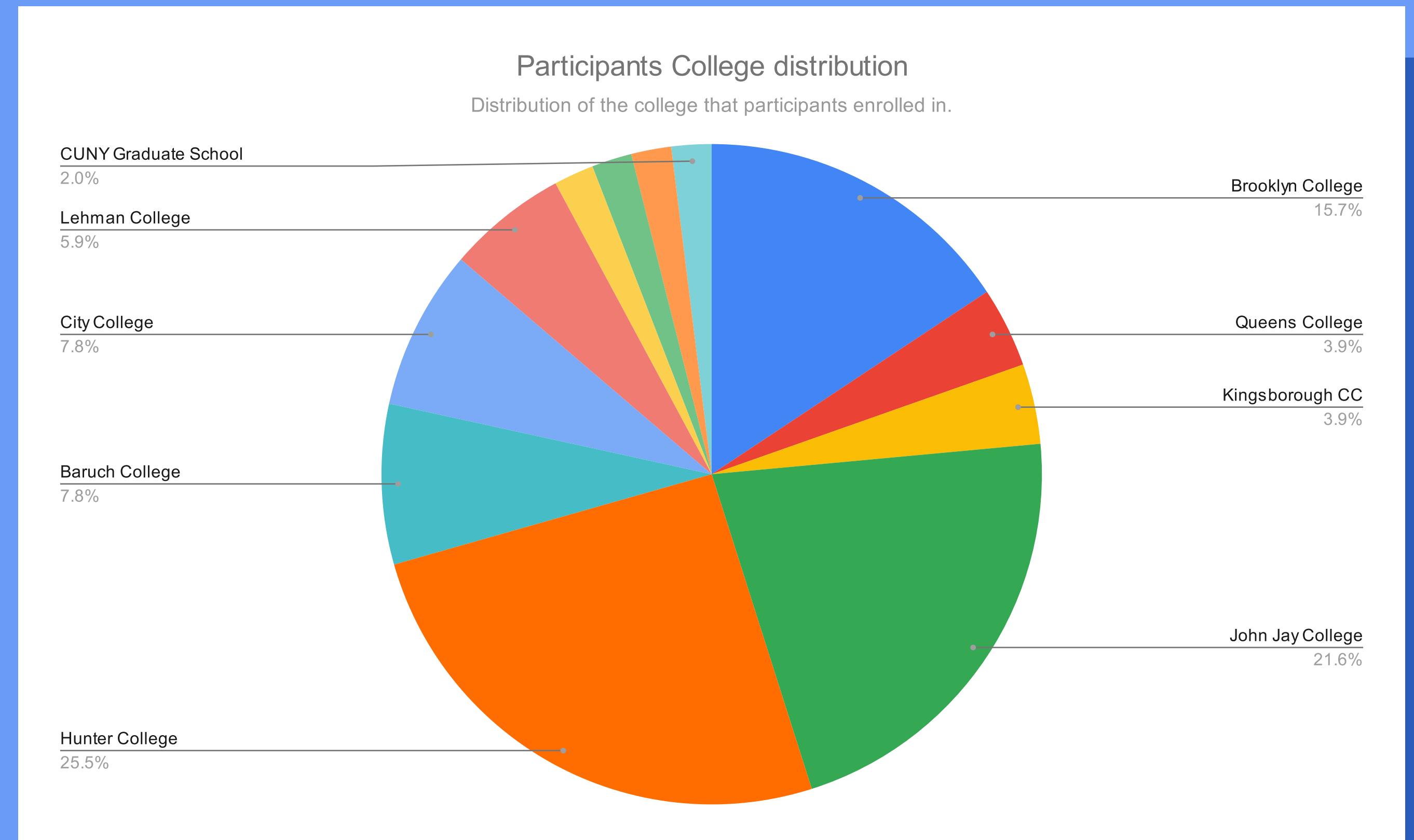- Please share if you have any other thoughts. (short answer)

These are shortened questions, not exact wordings and explantaions on the survey.

Participants background

51 participants was interviewed from 12 colleges out of 25 colleges in CUNY system.
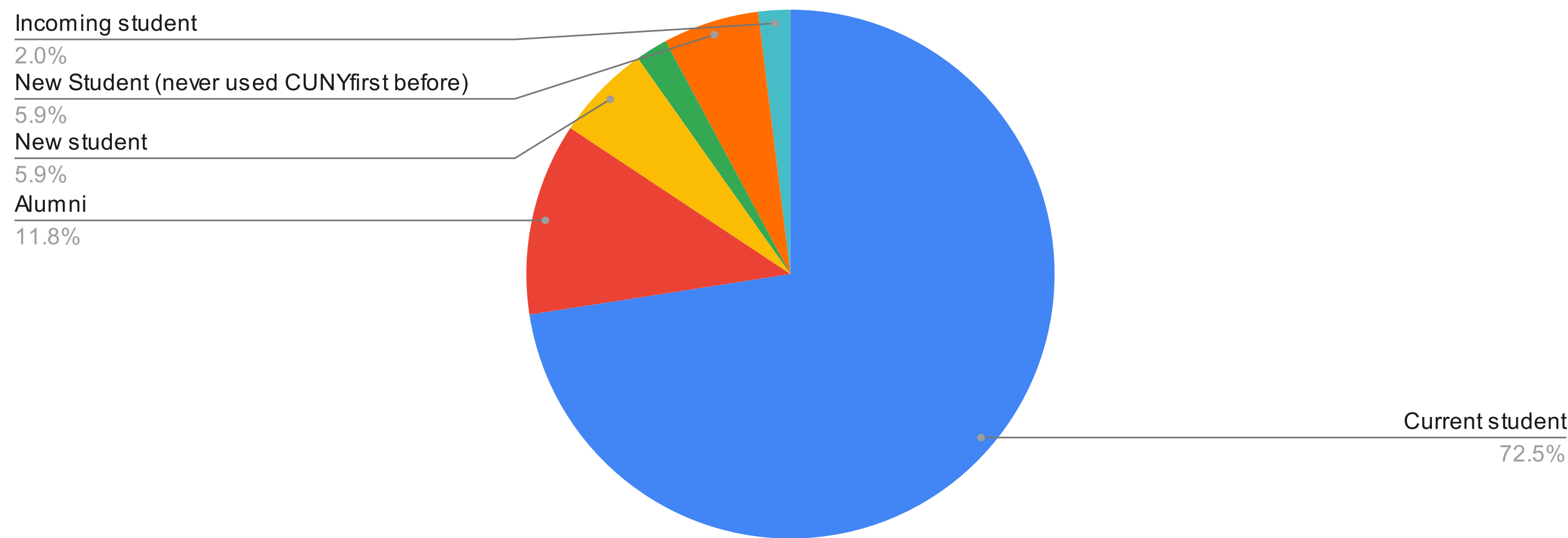
Most participants (90.1%) are enrolled in senior colleges, including undergraduate programs and graduate programs.

Minority of participants (9.9%) are enrolled in community colleges for associates degree.

Participants College distribution

Distribution of the college that participants enrolled in.

- CUNY Graduate School — 2.0%
- Lehman College — 5.9%
- City College — 7.8%
- Baruch College — 7.8%
- Hunter College — 25.5%
- Brooklyn College — 15.7%
- Queens College — 3.9%
- Kingsborough CC — 3.9%
- John Jay College — 21.6%

Student Status in CUNY

Participants student status in CUNY system

Incoming student
2.0%

New Student (never used CUNYfirst before)
5.9%
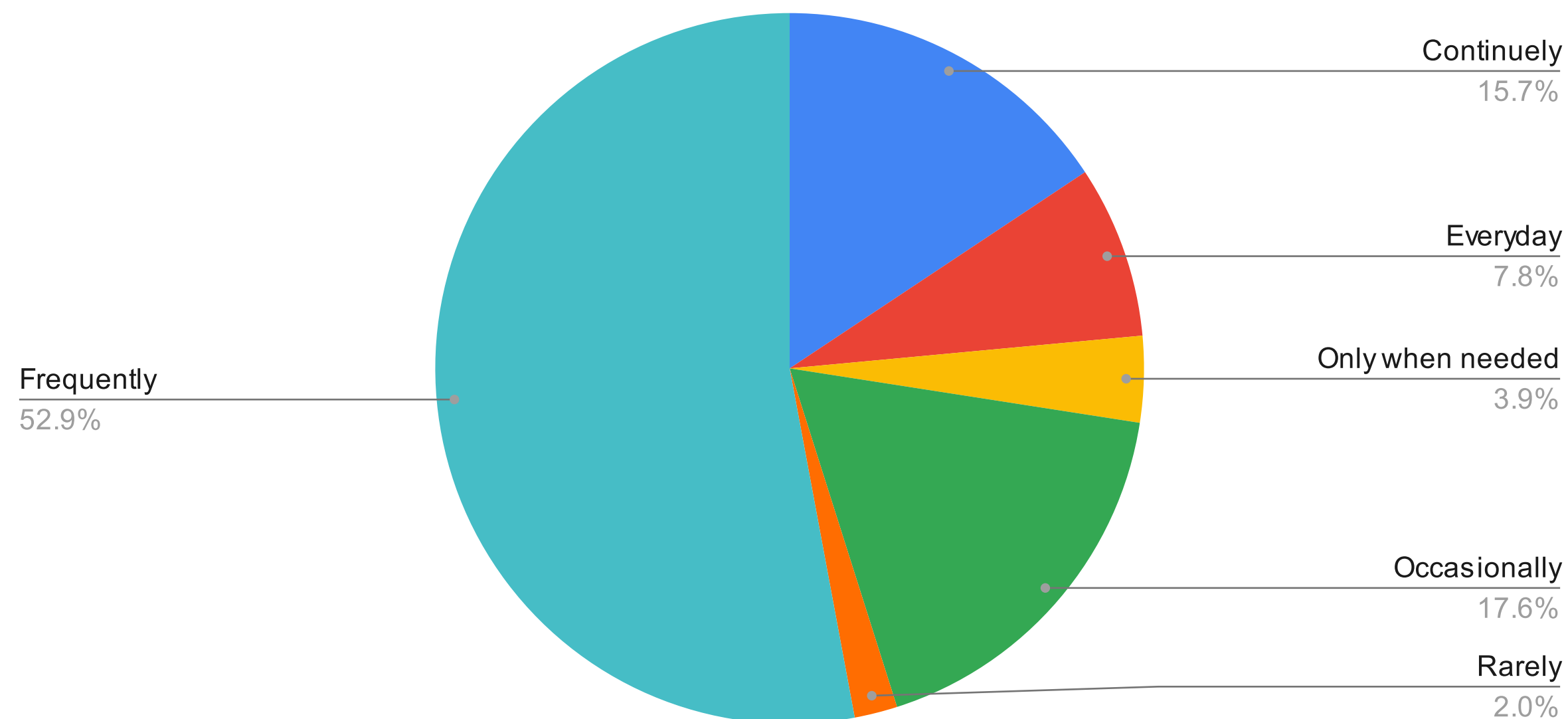
New student
5.9%

Alumni
11.8%

Current student
72.5%

Majority of the participants (72.5%) are current students and have used CUNYfirst before this semester;

A fraction of the participants (11.8%) are alumni, new students consist (11.8%), and there are incoming students (2.0%) and return student (2.0%).

Majority of the participants (94.1%) except new students (5.9%) have used CUNYfirst before.

CUNYfirst usage frequency

Participants usage of CUNYfirst

- Continuely 15.7%
- Everyday 7.8%
- Only when needed 3.9%
- Frequently 52.9%
- Occasionally 17.6%
- Rarely 2.0%

Majority of the participants (76.4%) use CUNYfirst website continuely or more frequently.

More than half of the participants describe their usage as Frequently (52.9%), and 7.8% of the participants describe that they use CUNYfirst everyday.

23.6% of participant describe themselves as non frequent user, description include "only when needed", "occasionally" and "rarely".

No participant selected "never used".

User background Summary

51 participants from 12 colleges out of 25 colleges in CUNY.

Majority of the students are enrolled in Senior Colleges, minority (9.9%) of the participants enrolled in Community Colleges.

Majority of the students describe themselves as CUNYfirst frequent users, and close to 1/4 of the students describe themselves as non frequenct users.

Website Changes

Website changes ratings (0-10)

Participants feel the changes from the old to new CUNYfirst. (0 is lowest, 10 is highest)

2
2.0%

5
5.9%

8
11.8%

10
54.9%

9
19.6%

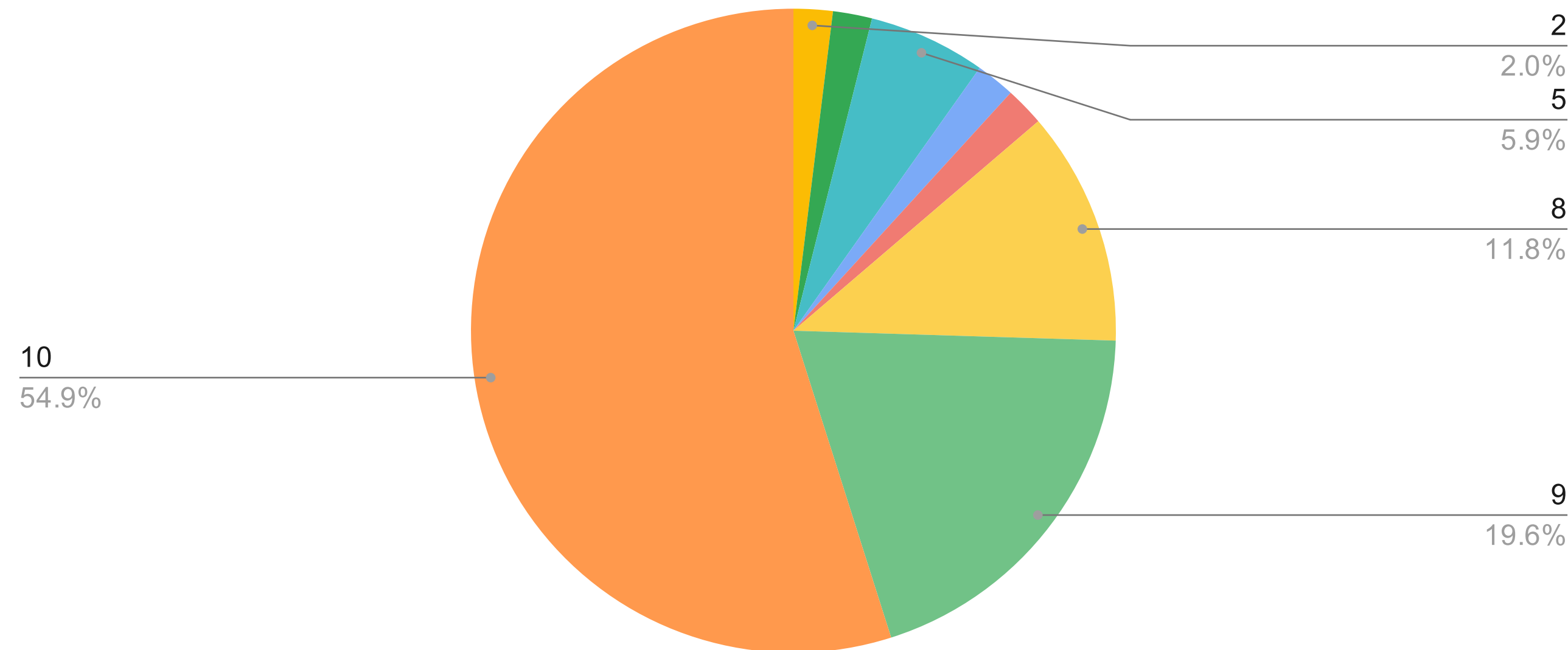More than half of the partcipants (54.9%) feel that the website has completely changed from the older version.

Majority of the participants (86.3%) feel the website has been mostly changed.

A fraction of the participants (5.9%) noticed the website has changed for at least half of the features and design.

Minority of the participants (7.8%) noticed little to no changes on the website features and design.
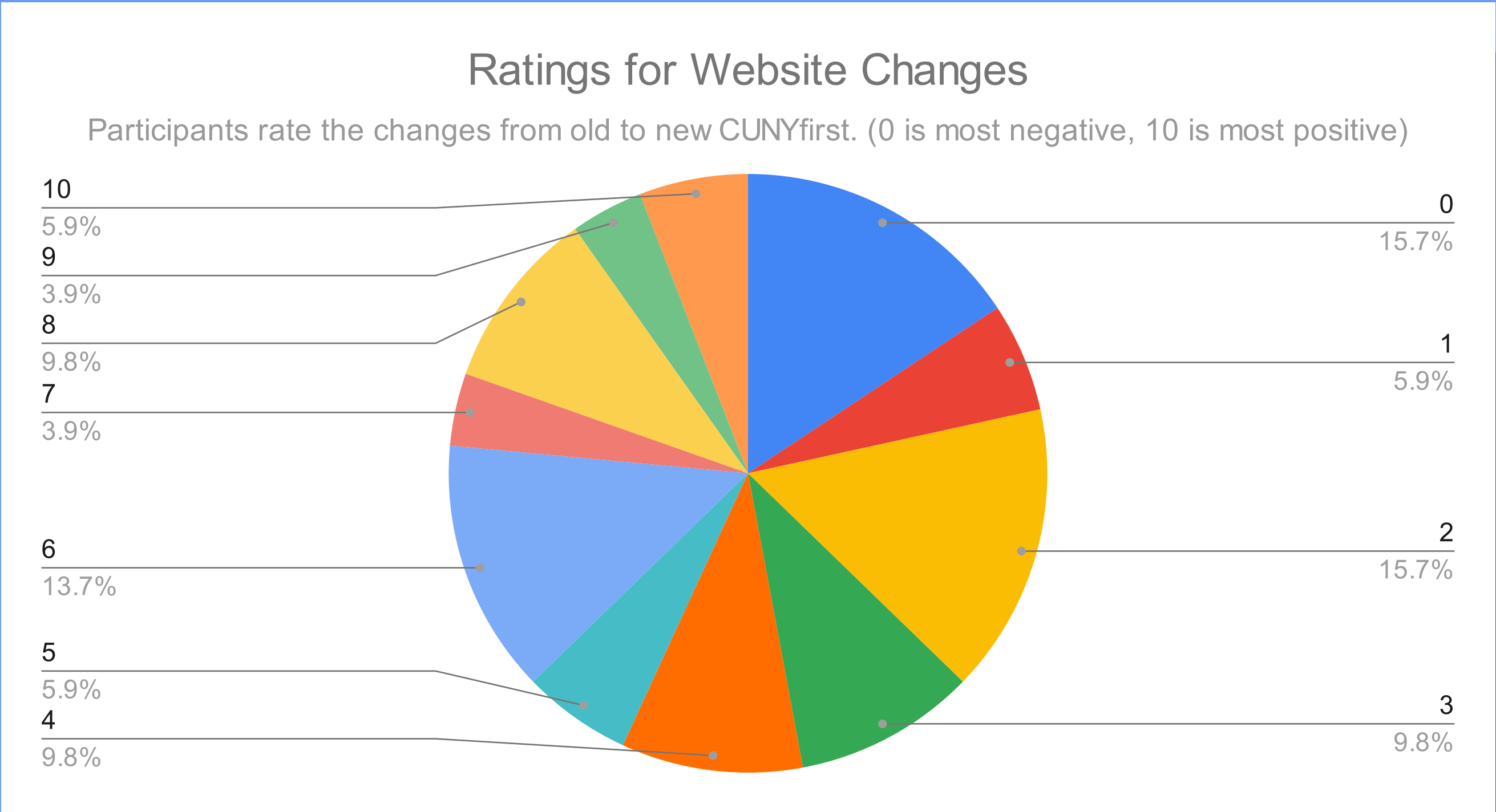
Ratings for Website Changes

More than half of the partcipants (56.9%) rated negatively (scores under 5) for the website changes.

37.3% of the participants rated the website changes have very negative impacts on user experience (scores between 0 to 3).

Only 19.6% of the participants rated the website changes have very positive impacts on user experience (scores 8 – 10).

23.5% of the participants rated the changes have moderate impacts on user experience (scores 5 - 7).

Ratings for Website Changes

Participants rate the changes from old to new CUNYfirst. (0 is most negative, 10 is most positive)

10 5.9%
9 3.9%
8 9.8%
7 3.9%
6 13.7%
5 5.9%
4 9.8%
0 15.7%
1 5.9%
2 15.7%
3 9.8%

Most used features on CUNYfirst
Each participant selected their five most used features on CUNYfirst.

Most used features

1. Class schedules, schedule builder
2. Class enrolment, add, drop, swap classes
3. Finance aid, payment, bursar
4. Degree Works & GPA calculator
5. Transcript and graduation request

Least used features

1. Applying to professional certificate and exams
2. CUNY affaliated pages, such as Blackboard
3. Updating personal information
4. Contacting faculties and advisors
5. Updating covid vaccination information
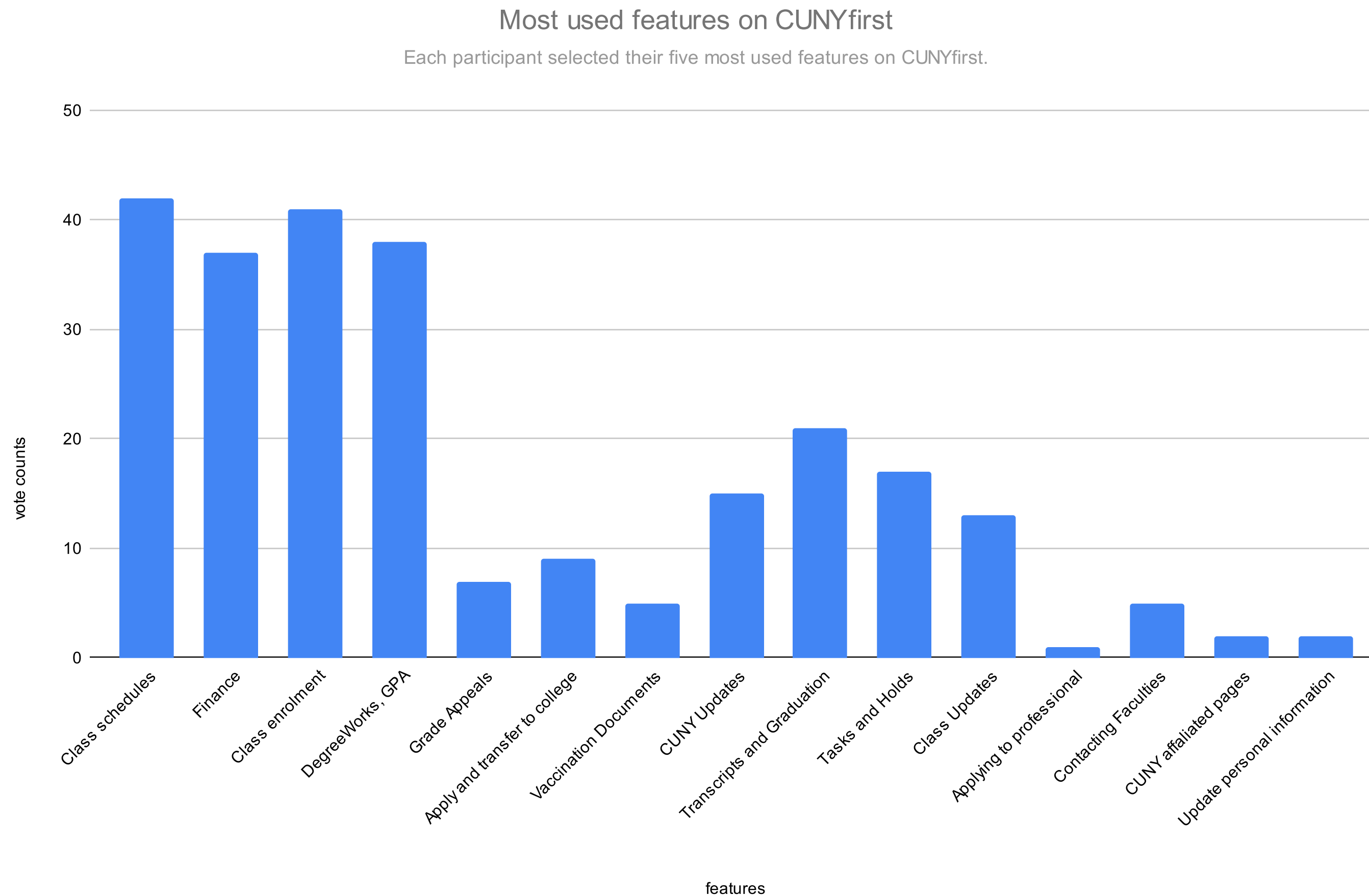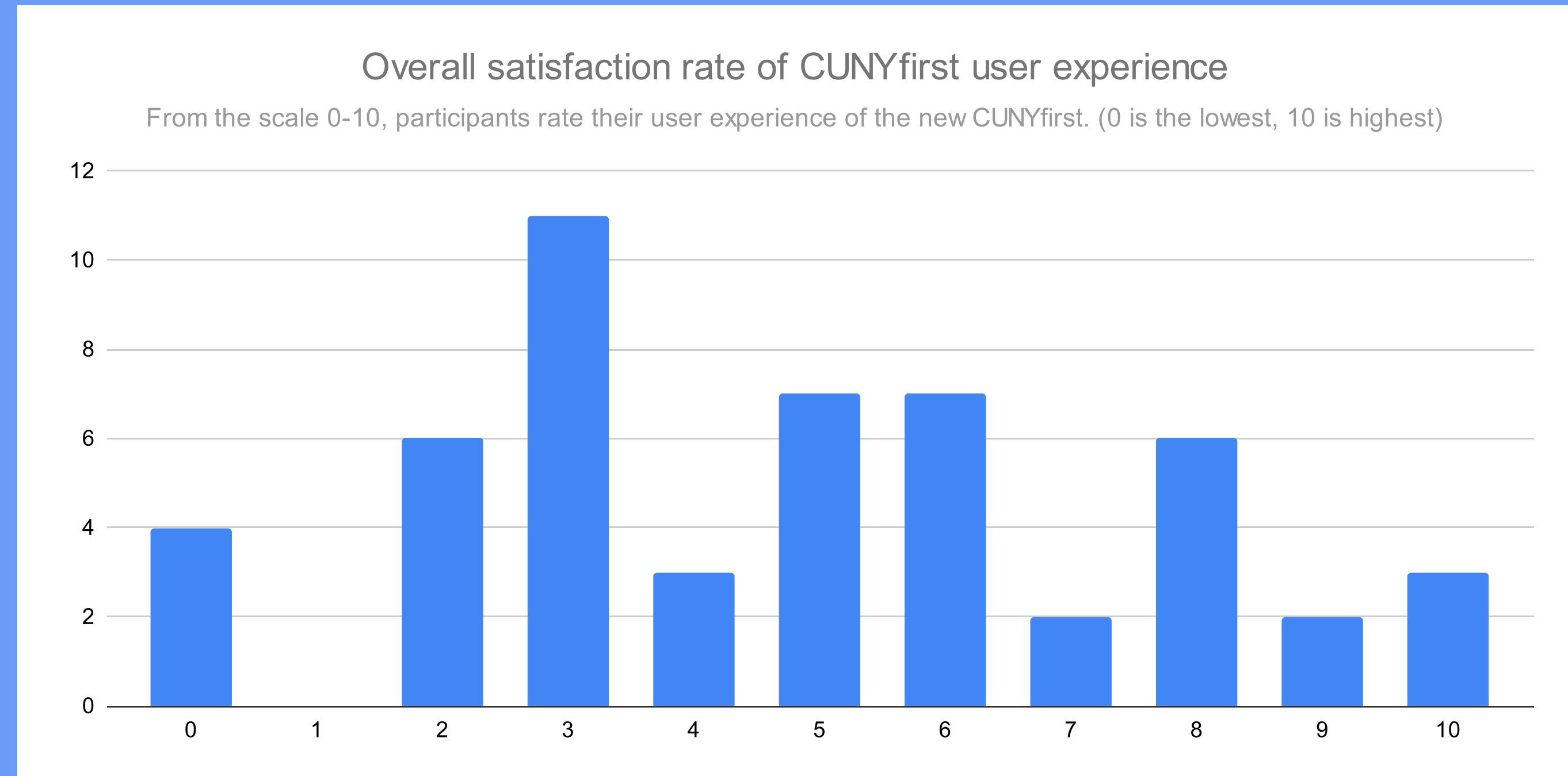
Satisfaction rate

Close to half of the participants (47%) rated their overall satisfaction rate under the score of 5, meaning they do not feel satisfied with their CUNYfirst user experience. (on the scale 0 - 10, which 0 is the lowest.)

In the 47% participants that rated not satisfied with their experience, 45% of these participants rated 3 for the satisfaction rate.

Score of 5 will be the middle point meaning students are satisfied with the experience. The higher the score meaning the higher the satifaction of the CUNYfirst user experience.

31.4% of the participant is satisfied with the user experience on CUNYfirst. (score 5-7)

21.5% of the participant are highly satisfied with the CUNYfirst user experience. (score 8-10)

Overall satisfaction rate of CUNYfirst user experience

From the scale 0-10, participants rate their user experience of the new CUNYfirst. (0 is the lowest, 10 is highest)

Difficulties in using the new CUNYfirst Website

Each participant selected their top three difficulties when using the new CUNYfirst.

Others 2.0%
Duplicate content 4.6%
Visibility 7.2%
Navigation 24.2%
Aesthetic in design 10.5%

Web Responsiveness 11.1%
Usages of icons and buttons 9.2%
Accessibilities and inclusiveness 2.6%
Schedule builder 14.4%
Horizontal scroll feature 4.6%
Guidances and Help 9.2%

User pain points

1. Navigation

2. Schedule Builder

3. Web Responsiveness

4. Usage of icons and buttons

5. Aesthetic in design
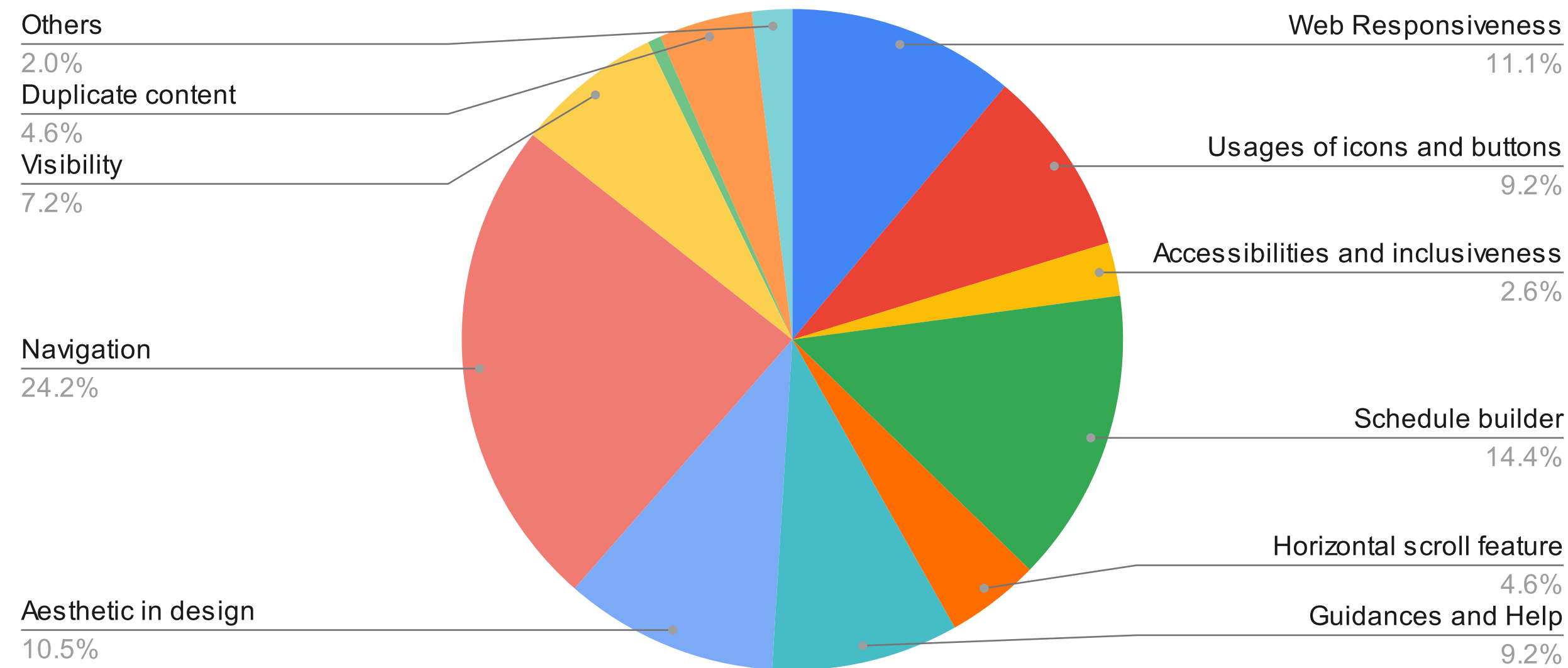
6. Guidances and Help

7. Visibility

8. Duplicate content

9. Horizontal scroll feature

10. Accessibilities and inclusiveness

User satisfaction rate Summary

Almost half of the participants are not satisfied with the user experience.

Only 21.5% of the participants find the user experience enjoyable.

Most of the participants notice the vast changes on the website features and design. However more than half of the participants view these changes have negative impacts on the user experience.