Notes from Website Focus group

DATE: July 8, 2011

Moderator: Randy Brown

Participants: all students in Ellen Waddell's small group communications class. David Cruz, Christian Galvez, Sahira Arrigga, Brenda Paez, Maria Perez, Regina Martinez, Mayra Gaeta, Chacho Gaeta

Location: PB3

1st comment on seeing home page projected on the wall: “Why is it so small?”

Q1: What do you usually go to the website for, and how often?
- To add and drop classes
- Financila Aid
- TRIO
- MyGAV
- Library
- Schedule of classes
- Look around
- Get to know about Gavilan College
- Check G#
- Library
- Financila Aid
- Bookstore
- Once or twice this summer
- Once or twice
- Twice a week

Q2: How easy or hard was it to find what you wanted?
- Took awhile to find TRIO
- The drop-down menus on the home page helped
- I didn’t know you could click on the last line on the drop-down for more options. [maybe it should say “click for more options”]
- Had to remember where tabs were.
- [IDEA: Maybe index pages (like all student services) should be in alphabetical order and not categorized]
- Guidance 6 walks you through adding and dropping
- You should put the MyGav button on top, or make it bigger, or a brighter color
- It has everything, but you have to use it a lot to get used to it
• Dropping classes is not easy to figure out. There are a lot of steps.
• Better text on the myGav button: “Add and Drop classes” not “Registration.
  Add financial aid.
• [advertise virtual tour on homepage]
• Put BIG invite to Facebook, maybe at bottom of homepage

Q3: What do you like/dislike about the site?
• Good pictures on homepage, nice layout
• Boring! White background, white on gray, nothing pops out
• Use a photo or color for the background, not gray
• Too plain
• Carry red and blue school colors through better
• Use school colors more
• Black text on white background in boring
• Page needs school spirit. More sports!
• Put RAM athletics logo on the homepage
• Get rid of that “weak-looking bird.”
• News and events should have images, like Yahoo
• LIKE the highlighted text on the orientation page – makes you look
• Library Page:
  o Box with logos looks like an ad due to placement and aspect ratio
  o Move the box to the other side, change shape
  o Didn’t know you could click on the logos
  o Library classes page – lots of OLD stuff in links
• Computer Labs:
  o Computers should be bigger
  o Boring
• Athletics
  o Love the Rams logo, should be the college logo
  o Put link with Rams logo on home page
• Career/Transfer Center
  o Good – gets attention
  o Like that fonts size and weight varies
• Writing center:
  o Needs nav bar
  o Text for quote too small to read
  o Seems to float apart
• STEM page
  o Like the big pictures
  o Like the 3-column look
  o Shouldn’t it explain what STEM stands for?
• GavARTS:
  o [still needs gavnav bars]
  o LIKE the black background!
- Looks good – lots of color
- Make homepage/site like this – more photos and color
- Gav has dance?
- Campus News:
  - Photo background looks good
- Community Education
  - Good highlighted information
  - Good colors
- Theater
  - Like colors, pictures, different fonts
- Policies / student handbook
  - Good. This SHOULD be just text – information when you want it.
- Counseling:
  - “I didn’t know we had a counseling department.”
  - Make the pictures of the counselors more obvious and upfront
- DRC:
  - Colors are good
- Communications Studies
  - Needs link back to Gav homepage

Facebook Page:
- Put RAM logo on the page, not the bird

Q4: What do you like about the Yahoo page?
- Login on home page – do this for MyGAV
- Info changes every day
- Images
- Icons on the side

Q5: What do you think about the SJSU page?
- Big pic of school on front is good
- OK
- Could be nicer

Thoughts on the logo:
- Yuck
- How can we change it?
- Use the Ram