Notes from Website Focus group

DATE: July 8, 2011

Moderator: Randy Brown

Participants: 8 male and a female students in Ellen Waddell's small group communications class. All students were non-white.

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
   - Fiancila 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:
- Box with logos looks like an ad due to placement and aspect ration
- Move the box to the other side, change shape
- Didn’t know you could click on the logos
- Library classes page – lots of OLD stuff in links

Computer Labs:
- Computers should be bigger
- Boring

Athletics
- Love the Rams logo, should be the college logo
- Put link with Rams logo on home page

Career/Transfer Center
- Good – gets attention
- Like that fonts size and weight varies

Writing center:
- Needs nav bar
- Text for quote too small to read
- Seems to float apart

STEM page
- Like the big pictures
- Like the 3-column look
- Shouldn’t it explain what STEM stands for?

GavARTS:
- [still needs gavnav bars]
- 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 *H*OULD 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