WOLVERINE ACCESS

Research and Recruitment Plan

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INTRODUCTION

Wolverine Access is a fundamental part of every student's experience at the University of Michigan. From registering for classes to accessing financial records, the site is a portal to almost every essential academic service that a student will need to access throughout their time at the university. However, consistent user reports have suggested that the site itself is fairly clunky and difficult to navigate. Across various reddit threads, facebook groups and campus itself; students are quick to complain that the site is outdated and far from user-intuitive.

GOAL

To identify the components of Wolverine Access that students and faculty like/dislike, and outline areas that can be improved upon.

RESEARCH QUESTIONS

1. What aspects of Wolverine Access do users become the most frustrated by?
2. What portals take the most time for a user to access through the site?

PROJECT GOALS

1. Increase positive Wolverine Access user experience reports.
2. Provide a digital environment that is easy for users to navigate, regardless of their position (student, faculty, etc.) at the university.
3. Focus effort on simplifying the most complicated and frustrating aspects of the site, and prioritizing the portals that are the most frequently utilized.

METHODOLOGY

A usability study will be conducted virtually with 15 participants. The demographics of these participants will range between students, prospective students, faculty and parents in order to best assess the broadest issues of the site. Each participant will begin with a short interview and briefing, participate in a task performance navigating through the site and a post-task interview where they further elaborate on their experience throughout the process. These tasks will vary depending on the participant, but will include tasks such as registering for a full class schedule, accessing financial aid reports and accepting awards, claiming hours worked, sending transcripts, and other necessary tasks.

INTERVIEW INTENTION

An interview process will allow one to gain a much more personal perspective of the frustrations that users encounter when using Wolverine Access. A combination of qualitative input in the pre-and-post interviews coupled with the quantitative data

collected through the usability test, it will be fairly easy to construct a larger picture of the issues users face, and address them accordingly.

PARTICIPANTS

The target audience we want to reach throughout the duration of this study are individuals associated with the University of Michigan, and that fulfill the following criteria:
- Site Users (Prospective/current students, parents, faculty)
- Ages (18-60)
- Has used wolverine access before.
- Preferably already has an opinion of the site itself.

RECRUITMENT STRATEGY

The target audience for this strategy includes a wide variety of people that are affiliated with the university in order to reflect the demographic of Wolverine Access users. In order to reach this audience, we will utilize the survey posting site that many departments already use to reach students and faculty, as well as promoting the research project on student class pages, parent facebook groups and through faculty email lists. Because this process will be conducted virtually, it will be easy to reach participants from a variety of locations. By utilizing social media and other channels that these demographics frequently pay attention to in an increasingly virtual world, it will be an effective strategy for recruitment.

SCREENING PROCESS

In order to ensure that the participants within the study fulfill the criteria for the target audience we want to reach, we will provide the following prompt through email message from those who respond to survey postings:

> This survey will be used to select potential participants for a usability study on Wolverine Access, the University of Michigan's online navigation portal for a number of important services for students, faculty and staff. This survey will take approximately 8 minutes to complete, and will NOT be compensated. However, a random selection for the following interview process will provide compensation and you will be contacted to continue in the process.
>
> > You will begin by responding to the following statements, rating them based on your agreement with them. *(Strongly Disagree, Disagree, Somewhat Disagree, Neither, Agree, Strongly Agree)*.
> >
> > - I have used Wolverine Access before.
> > - I have used Wolverine Access as a student.
> > - I have used Wolverine Access as a faculty member.
> > - I have used Wolverine Access as a parent of a student.
> > - I feel comfortable using Wolverine Access.
> > - I frequently use Wolverine Access.
> > - Wolverine Access is easy to navigate.
> > - My friends believe Wolverine Access is easy to navigate.
> > - It is easy for me to access the portals that I need to.
> >
> > You will now provide some basic demographic information:
> > *Age, Occupation, Race/Ethnicity, Gender Identity, Income, Sexual Orientation, Education Level.*