

Pratt's Career Center

Behavioral Data

Moderated Usability Testing

User Interviews

INFO 644: Usability Theory & Practice 2020
Pratt School of Information

Lillian MacGuire, John Veon, Betty Yang, Nidhi Gowda

Learn more about updates regarding the 2024–2025 FAFSA process.

Pratt Apply Search Menu

Center for Career and Professional Development

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Student Affairs

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- [Student Support and Advocacy](#)
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The CCPD, Center for Career and Professional Development, is OPEN and ready to help guide you through your internship and career explorations.

We're ready to chat in person or through ZOOM, GOOGLE HANGOUT, by phone or email.

The Center for Career and Professional Development (CCPD) provides life-long access to career management education, inspiration, and support for students and alumni to develop their full potential as creative practitioners with clarity, competence and confidence. Our vision is for all Pratt students and alumni to thrive and flourish in their chosen career path.

Our services for students and alumni include workshops, industry portfolio reviews, networking events, Life Coaching and work-life balance, grants, residencies, and Fulbright

2023

Pratt

Our Team



Nidhi Gowda

IXD
2nd Semester



Lillian MacGuire

IXD
2nd Semester



John Veon

IXD
1st Semester



Betty Yang

IXD
2nd Semester

Agenda

1. Introduction
2. Project Overview: Scope and Goals
3. User Testing
4. Findings
5. Recommendations
6. Conclusion



Project Overview & Scope

A comprehensive and **evaluative user research** project focused on enhancing the Pratt CCPD website's usability to boost user engagement, **specifically aimed at facilitating students' easy access to career-related services.**

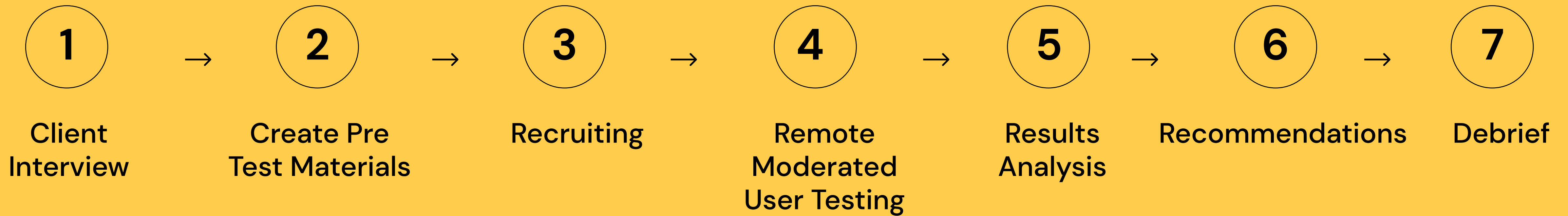
Scope : Conducted 8 Moderated Remote Usability Tests, highlighting key aspects of the website related to career services including resume and portfolio assistance, career workshops and events, and alumni connections.

Time Frame : 6 weeks (March–May 2020)

Goals

1. **To enhance** the usability of the CCPD website to better meet student needs.
2. **To identify** which elements of the website students find challenging to navigate, gathering insights to guide targeted improvements.
3. **To recommend** adjustments to the site that would provide maximum value with minimum effort.

Process



Pre-Test Preparation



Target User Profile

The primary users are **undergraduate students at Pratt Institute** who are actively seeking resources for resume and portfolio development, internships, and **general career assistance**.

A screenshot of a Google Form titled "Pratt Center for Career and Professional Development User Testing Questionnaire". The form is displayed in a mobile view. At the top, there is a header image of a brick building with a sign that says "Student Union". Below the header, the form title is "Pratt Center for Career and Professional Development User Testing Questionnaire". The form content includes a thank you message, a paragraph explaining the purpose of the study, and an email input field with a "Valid email" error message. The form is part of a series of 12 sections, as indicated by "Section 1 of 12" in the top left corner.

Screeners Survey

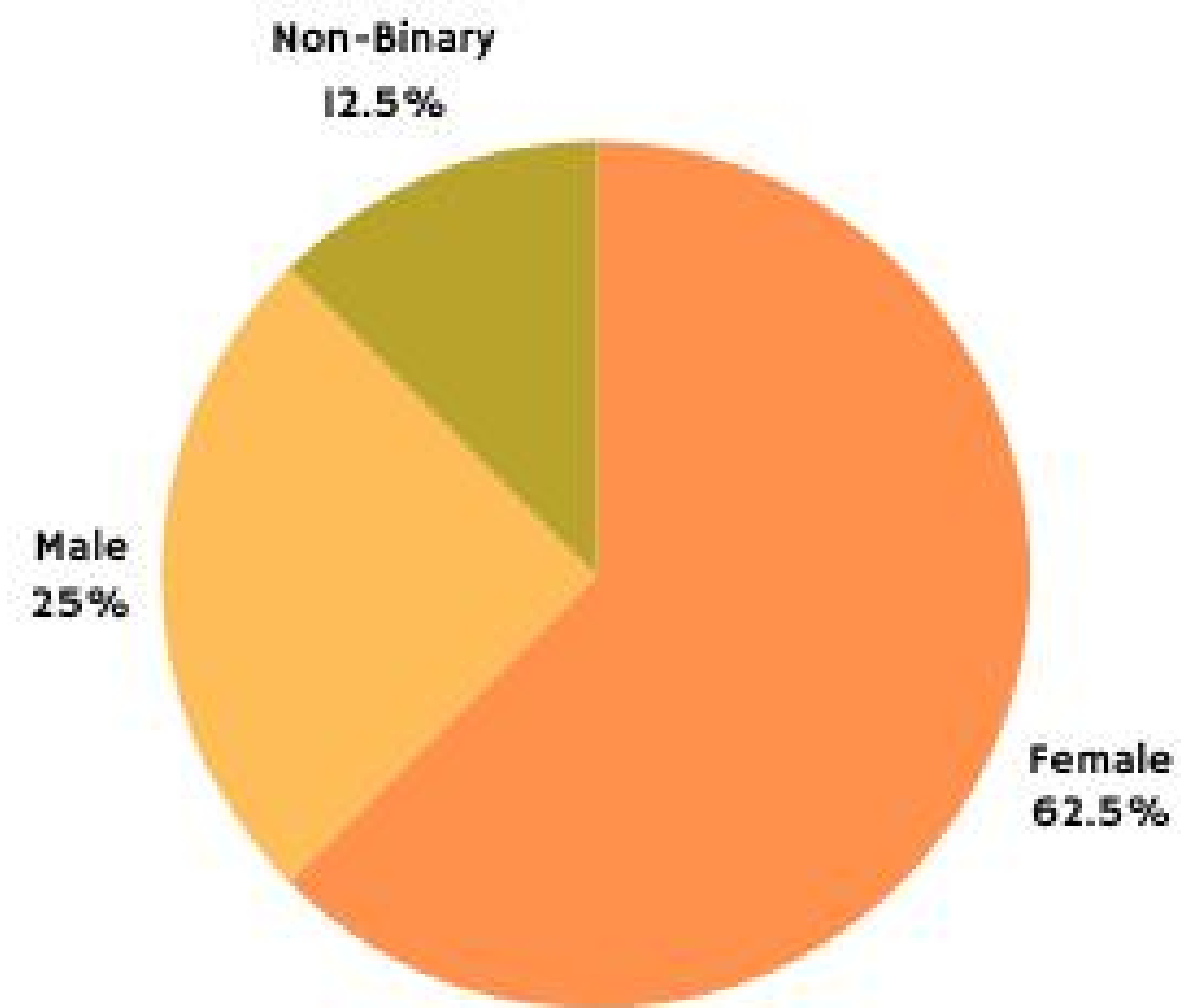
To identify and recruit diverse participants in varied categories.
A total of **8 participants** were selected.

A screenshot of an introduction script for a user testing session. The script is enclosed in a rounded rectangular box. It begins with an "Introduction" section, followed by a thank you message and a link to a consent form. The script then provides instructions for the user testing session, including a reminder to be honest and to note any issues. It also mentions that the session will be recorded and that the user's feedback will be used to improve the website. The script ends with a question about whether the user is comfortable with the session being recorded and a "HOST START RECORDING NOW" button.

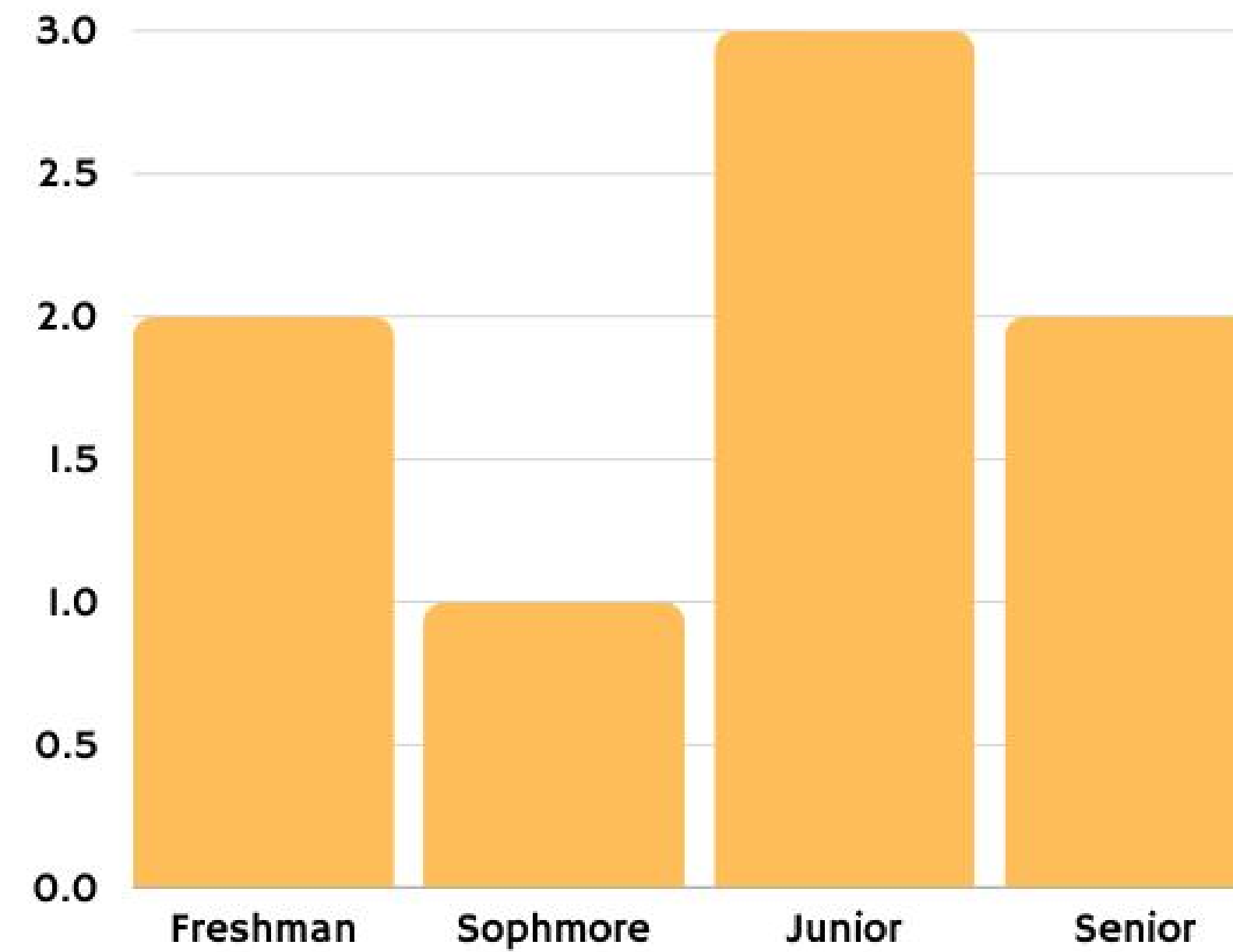
Moderator Script

Developed a comprehensive script complete with tasks and questions to ensure a seamless testing session.

Participant Pool

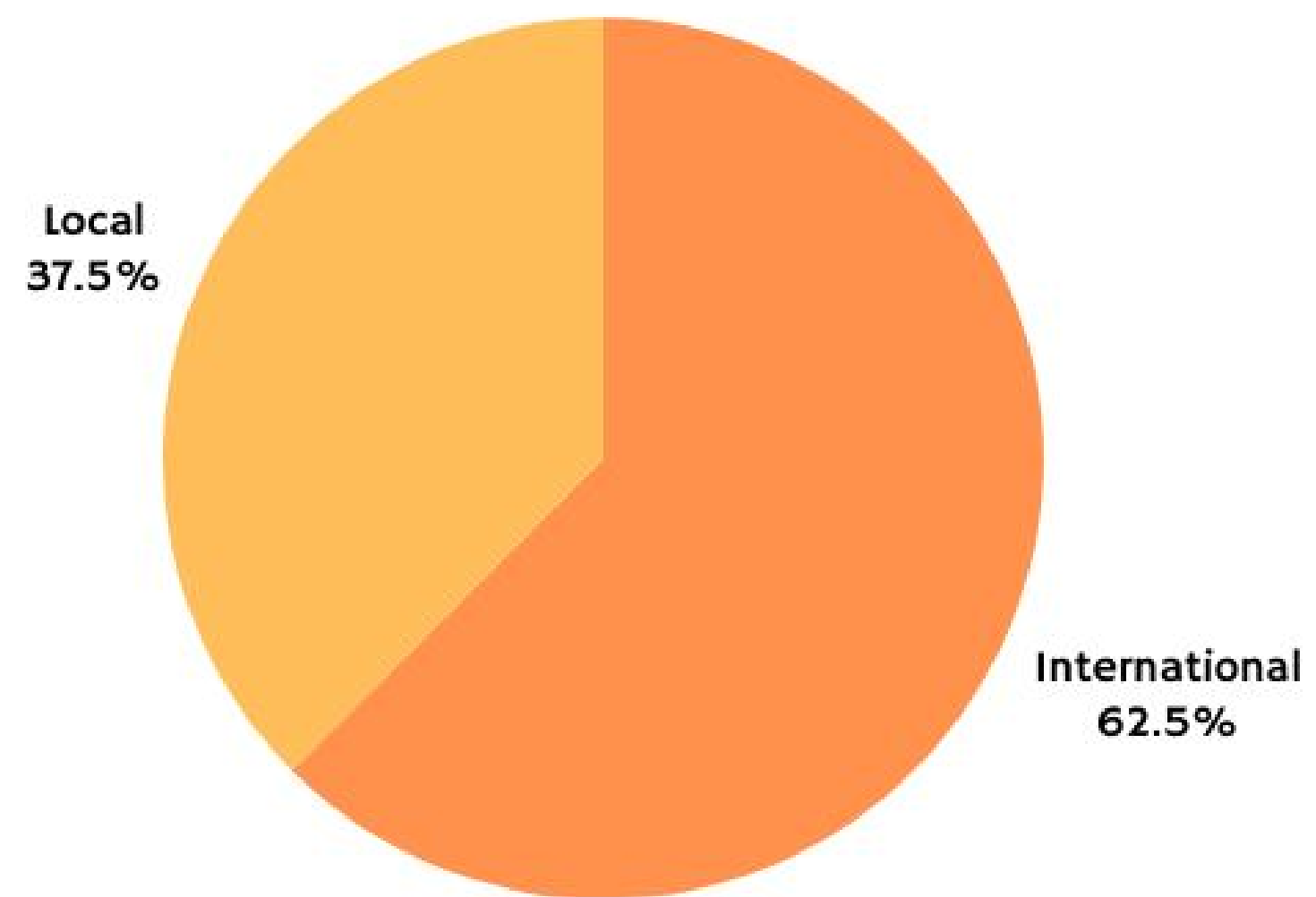


Gender

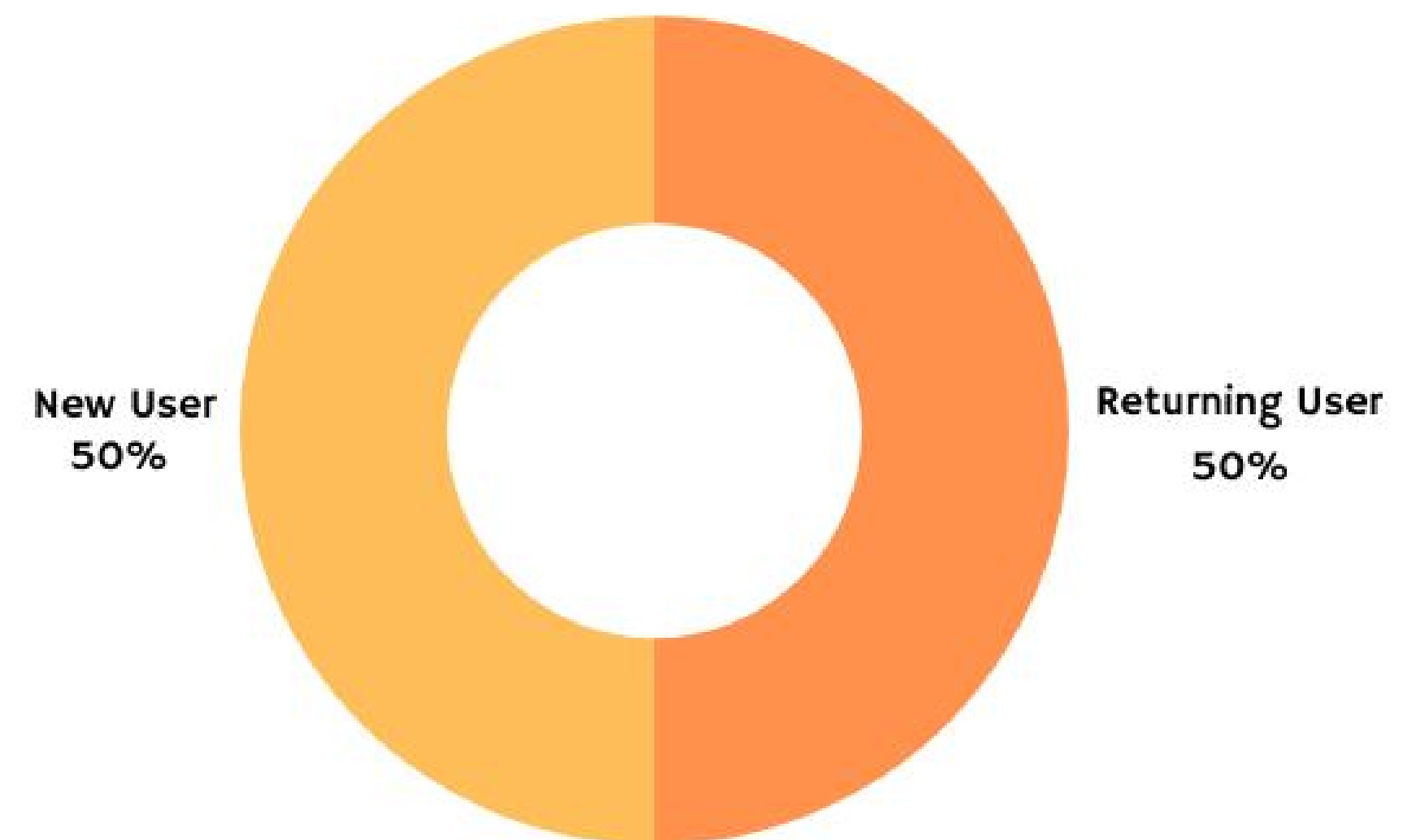


Current Year

Participant Pool



Nationality



User Type

User Tasks

You are looking to apply to jobs soon, locate information on **resume building** and **review services**. From there, please check the meeting availability.

Task 1

You're graduating soon and have been thinking about starting to **apply to jobs** within your field. See if the CCPD offers any **events** that could help you with this.

Task 2

One of your friends could use some of the services at the CCPD, and they're interested in seeing if any **workshops** are happening. See how the CCPD could help with this.

Task 3

You need to update your **portfolio materials** for a job interview you have coming up. Find information about **portfolio services** offered on the CCPD website.

Task 4

You are trying to find your **alumnus for advice** regarding your career. Check if the CCPD has any resources to foster these connections.

Task 5

Testing

A mix of quantitative and qualitative data was gathered through direct questions and by observing participant behavior during task execution. Some quantitative data metrics included:

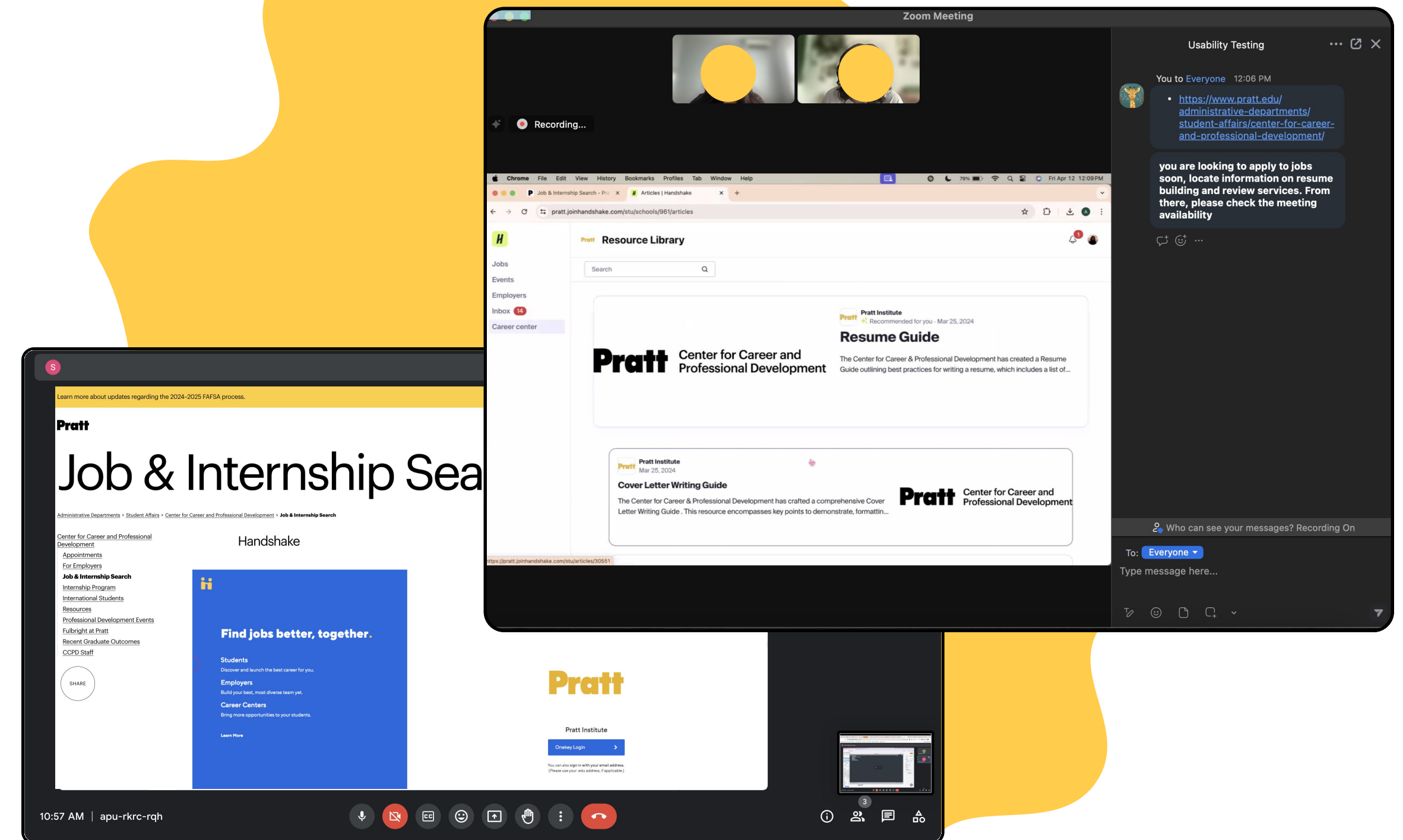
- Satisfaction rating
- Ease-of-use rating
- Time on task
- Error rate

We included set of:

- Pre-test questions *and*
- Post-test questions

To gather some qualitative data about our participants.

All testing took place over Zoom, and lasted about 30 minutes a session.



Post-Task Questions

	Check the meeting availability, for job and resume TASK 1	Check CCPD events related to job finding TASK 2	Check recently workshop TASK 3	Find information about portfolio services TASK 4	Check CCPD resources about alumnus connections TASK 5					
Satisfaction with the ease of completing this task	Satisfied	Dissatisfied	Satisfied	Neither	Satisfied	Neither	Very satisfied	Satisfied	Very dissatisfied	Very satisfied
Did you complete the task successfully	Very dissatisfied	Very satisfied	Very satisfied		Very satisfied	Dissatisfied	Neither	Dissatisfied	Dissatisfied	Satisfied
	Probably	Not at all	Definitely	Probably	Definitely	Probably	Not at all	Probably	Not at all	Probably
	Definitely	Not sure			Not sure	Probably not	Not sure	Definitely	Definitely	

Deep red represents negative feedback, Grey is neutral, and deep green represents the positive feed back

Post- Task Question

The participant thought there would be a CV or resume review section on a separate page.

"I wish information was directly under resources"

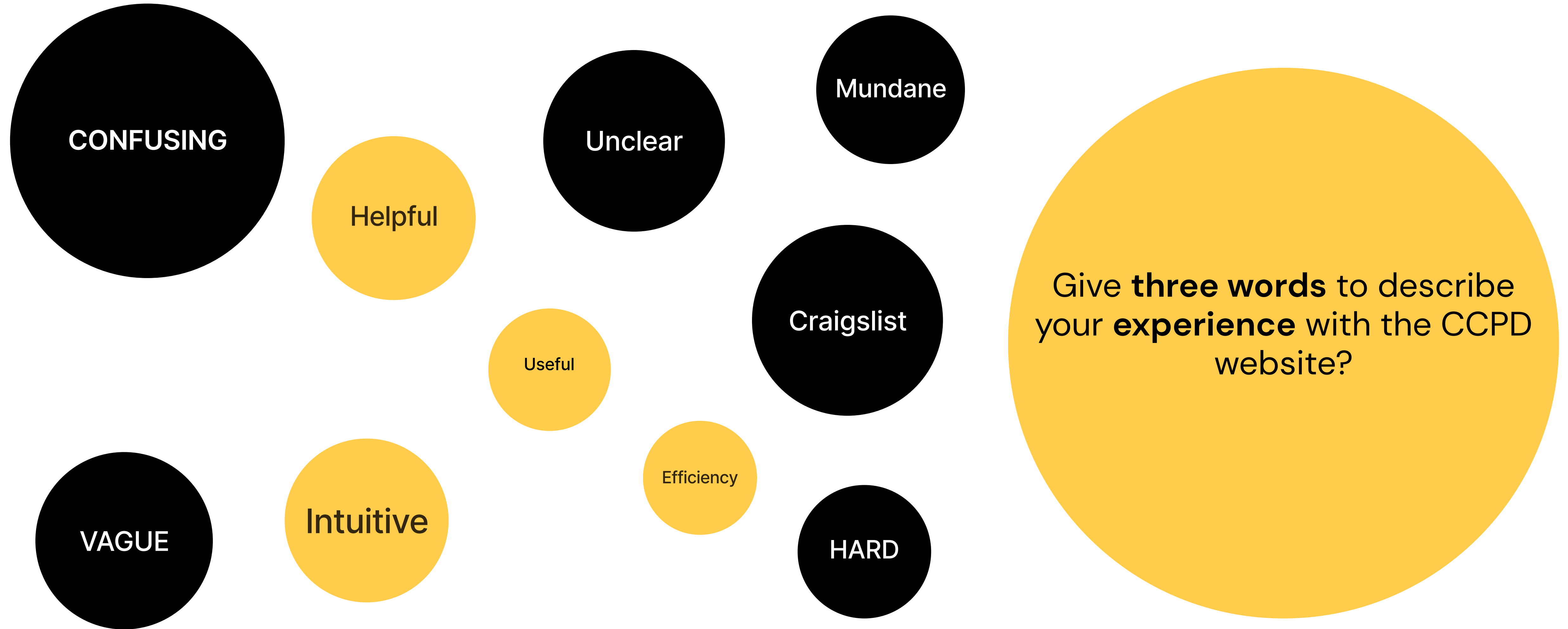
Add a share button or a link for workshop and events section on Handshake

Have an email link attached or contact information

Did you expect to see something different on the screen?

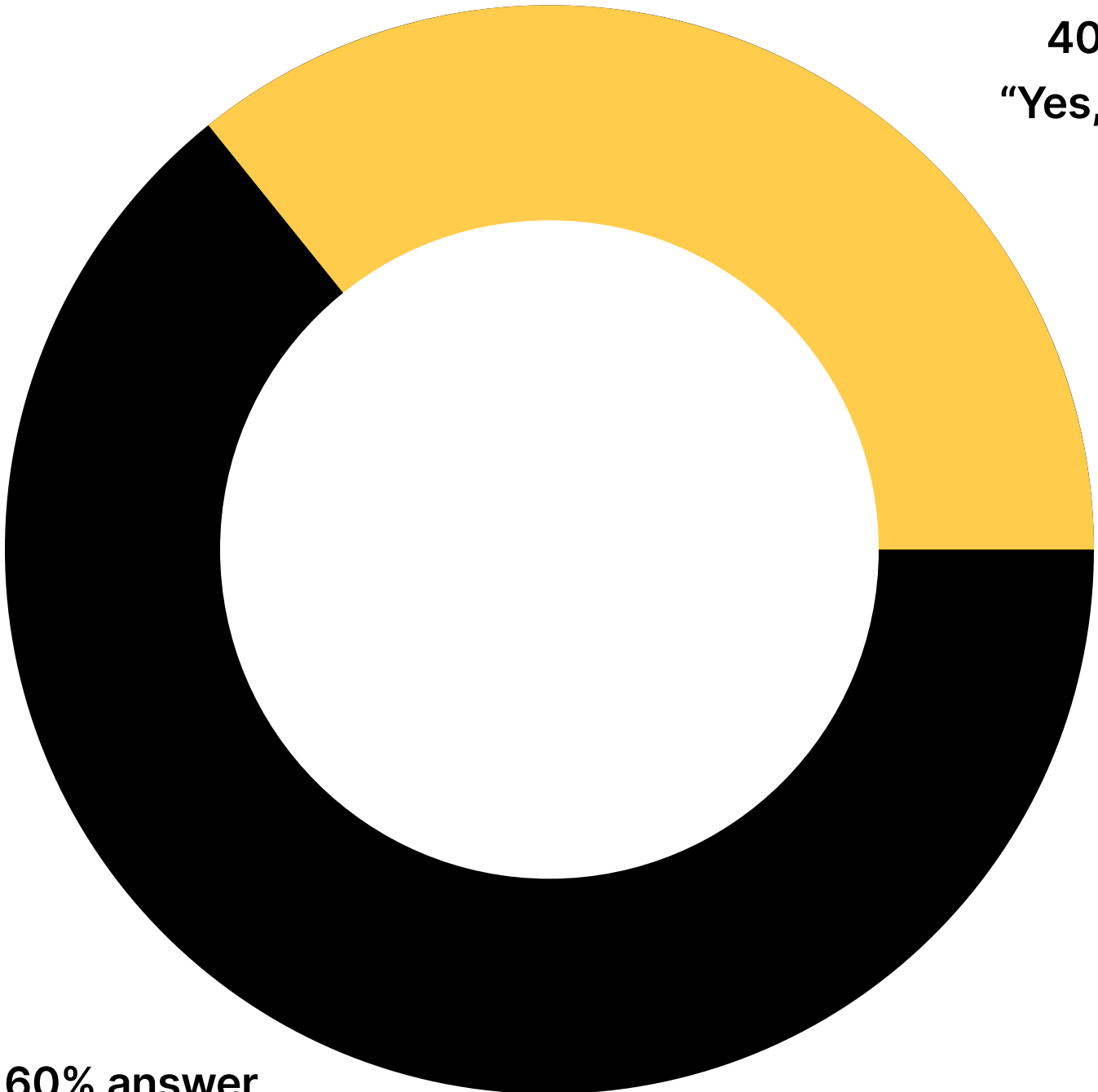


Post-Test Question



Considering your experience with the current CCPD website, would you be inclined to revisit it?

**40% answer
"Yes, I will revisit"**



**60% answer
"I will not revisit"**

"I will just go to handshake"

"Rather email someone and getting help with"

"i just get emails anyways so no"

Key Insights

90%

Participants found it rather difficult and unintuitive to navigate through the site when seeking specific information



"I would rather just email them for information instead of searching through every sub-tab on the website."

Key Insights

75%

Found the workshops hosted by CCPD to be very educational and helpful



"I usually attend the workshops hosted, they are quite helpful"

Key Insights

80%

Participants felt overwhelmed by the website's dense information layout, which hindered their ability to retain knowledge for future visits.



" I've already forgotten how I got to this page. I can't even find that link anymore."

Recommendations

- Organization and Structure of information

- Visual Hierarchy

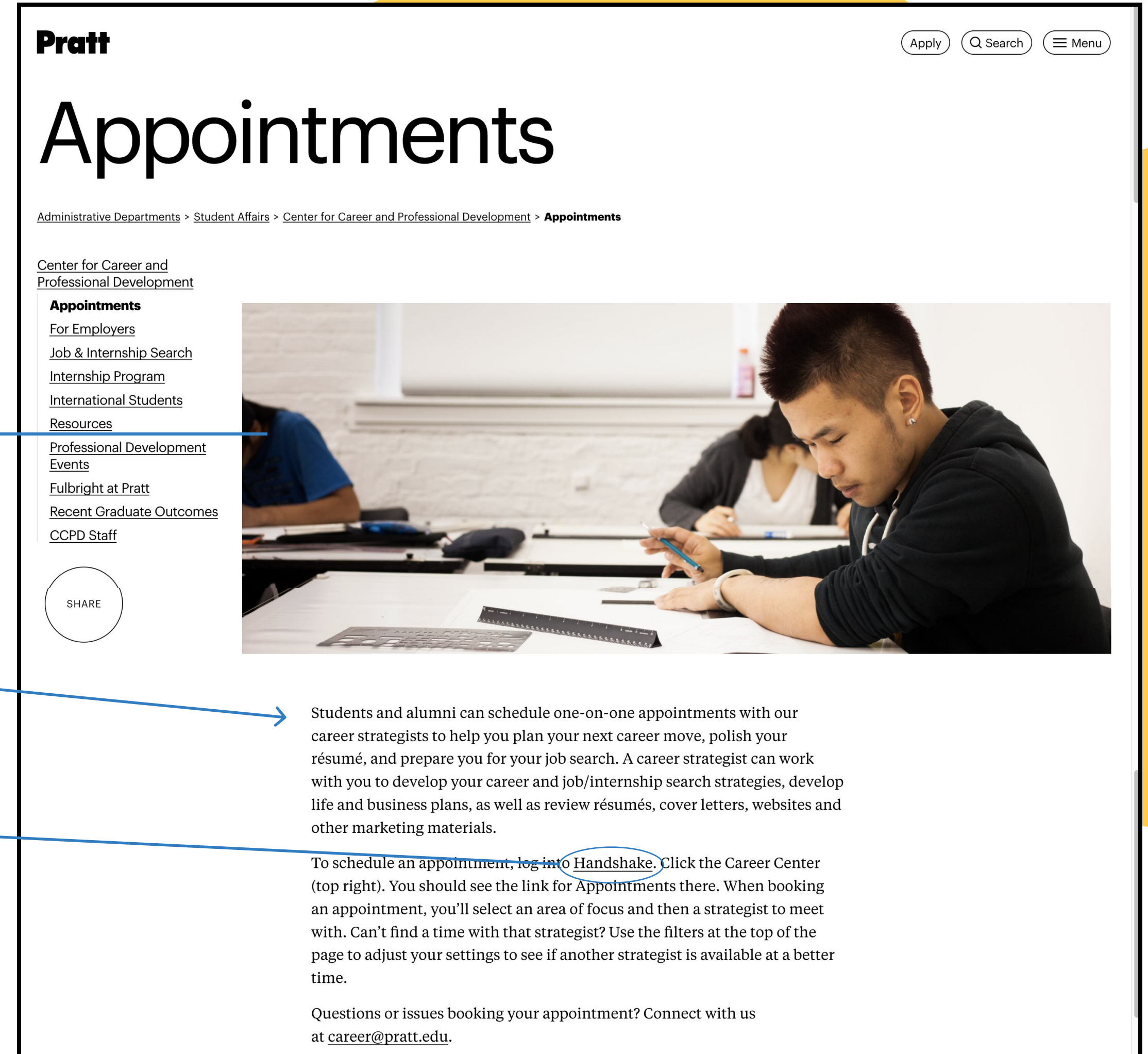
- Content Strategy

- Flexibility and Efficiency of Use

Finding 1:

Users have a hard time locating key information on pages

- Photos chosen for pages don't feel relevant to participants, and don't act as a visual cue to help them find what they're looking for.
- Pages have dense sections of text that participants either skim or skip past entirely, instead opting to search for a direct link. This leads to them missing key information.
- Direct links can be a bit unclear, as they're often hidden within paragraphs.



Pratt Apply Q Search Menu


Appointments

[Administrative Departments](#) > [Student Affairs](#) > [Center for Career and Professional Development](#) > **Appointments**

[Center for Career and Professional Development](#)

- Appointments**
- [For Employers](#)
- [Job & Internship Search](#)
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- [Fulbright at Pratt](#)
- [Recent Graduate Outcomes](#)
- [CCPD Staff](#)

SHARE



Students and alumni can schedule one-on-one appointments with our career strategists to help you plan your next career move, polish your résumé, and prepare you for your job search. A career strategist can work with you to develop your career and job/internship search strategies, develop life and business plans, as well as review résumés, cover letters, websites and other marketing materials.

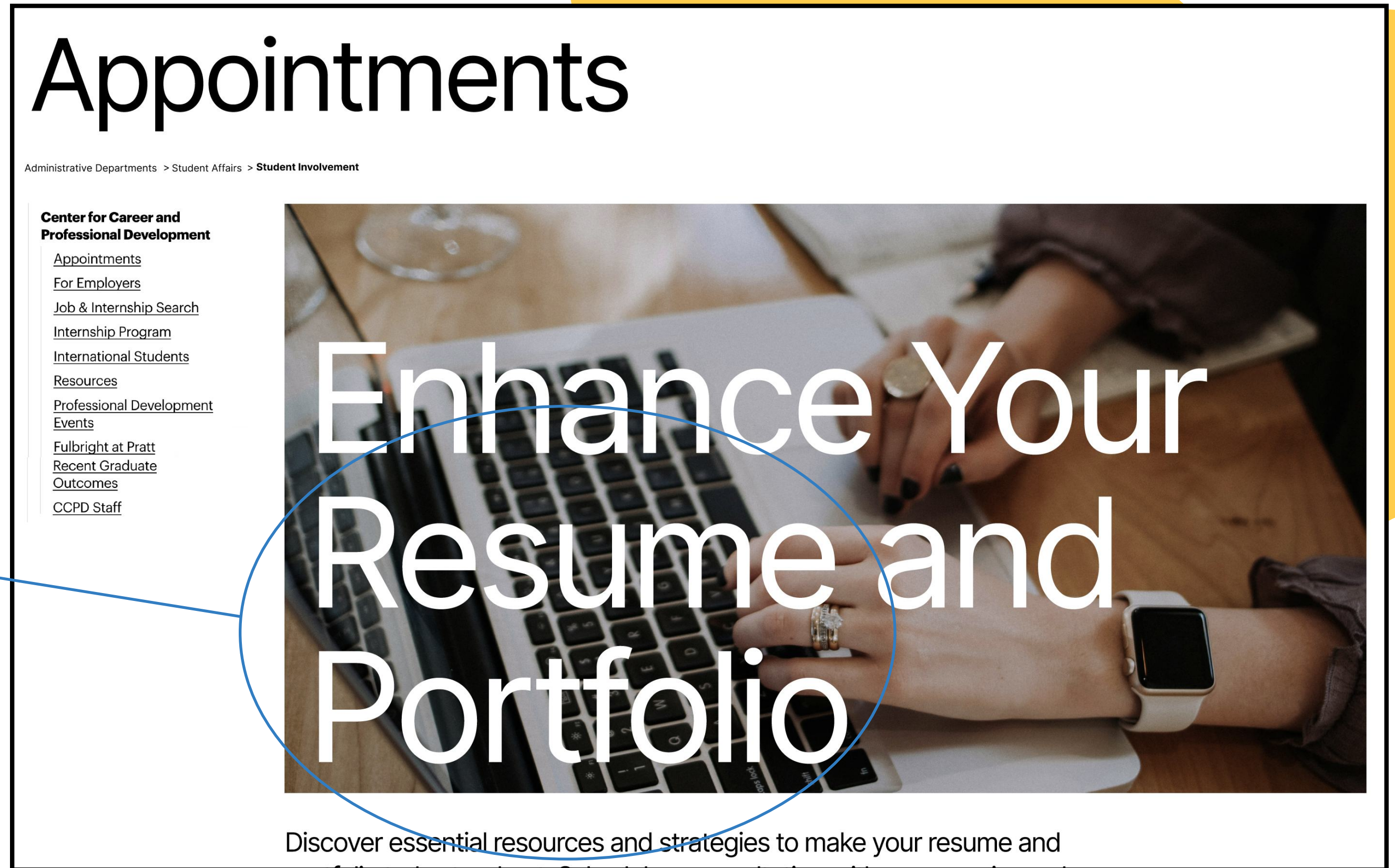
To schedule an appointment, log into [Handshake](#). Click the Career Center (top right). You should see the link for Appointments there. When booking an appointment, you'll select an area of focus and then a strategist to meet with. Can't find a time with that strategist? Use the filters at the top of the page to adjust your settings to see if another strategist is available at a better time.

Questions or issues booking your appointment? Connect with us at career@pratt.edu.

Recommendation 1:

Reorganize content to be less dense, and add relevant images to help with content searching

- Make it clear resume and portfolio appointments are handled on this page, as that was an important insight gained from testing.



Appointments

Administrative Departments > Student Affairs > Student Involvement

Center for Career and Professional Development

- [Appointments](#)
- [For Employers](#)
- [Job & Internship Search](#)
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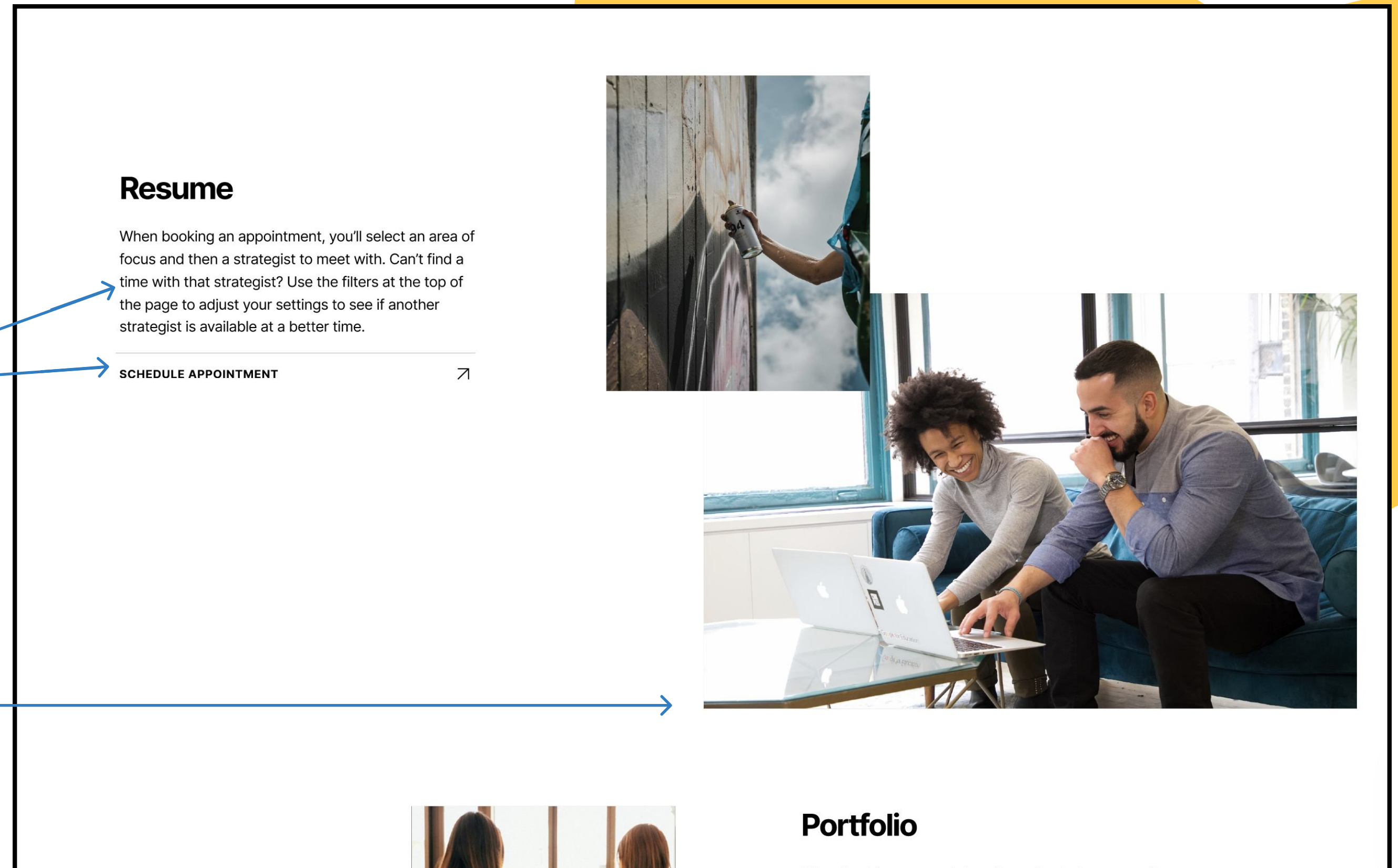
Enhance Your Resume and Portfolio

Discover essential resources and strategies to make your resume and

Recommendation 1: cont.

Reorganize content to be less dense, and add relevant images to help with content searching

- Shorten and focus content in more – specific services offered through appointment will have their own section within the page. The “Schedule Appointment” section with the arrow more clearly show the presence of a link.
- Include more imagery in general, and make it more task relevant to aid users in their search for information.



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Before


VS

Appointments

Administrative Departments > Student Affairs > Student Involvement

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- [CCPD Staff](#)



Enhance Your Resume and Portfolio

Discover essential resources and strategies to make your resume and portfolio truly stand out. Schedule a consultation with our experienced advisors for personalized feedback and expert guidance.

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The CCPD has a collection of valuable resources on numerous career and professional development subjects. We are currently undergoing a project to find the best ways to share these resources with our community. For now, you can access our guides, list of outside websites, organizations, and other industry resources, and some other additional information on our google drive.

Career Resources Folder

Resume

When booking an appointment, you'll select an area of focus and then a strategist to meet with. Can't find a time with that strategist? Use the filters at the top of the page to adjust your settings to see if another strategist is available at a better time.

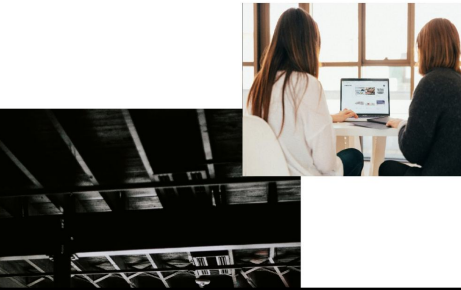
SCHEDULE APPOINTMENT

Portfolio

When booking an appointment, you'll select an area of focus and then a strategist to meet with. Can't find a time with that strategist? Use the filters at the top of the page to adjust your settings to see if another strategist is available at a better time.

SCHEDULE APPOINTMENT



After

Finding 2:

Participants felt that finding information related to portfolio services and resume building appointments was difficult.

- There are no specific indicators in the left nav that these services are available.
- The appointments link in the current left hand nav directs students to log into Handshake with some text guidance.
- Once at Handshake, students became frustrated with attempting to address to their specific need.

So many clicks!



Professional Development

Administrative Departments > Student Affairs > Center for Career and Professional Development

Student Affairs
Life at Pratt
Student Support and Advocacy
The Counseling Center
Learning/Access Center
Student Success
Health Services
Office of Institutional Research
Resilience, Wellness, and Health Center
Campus Ministry
Center for Career and Professional Development
Appointments
For Employers
Job & Internship
Internship Programs
International Student Services
Resources
Professional Development
Fulbright at Pratt
Recent Graduates
CCPD Staff
Office of International Student Involvement

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The best way to get

Attend an event
Learn more about employers or roles you're interested in, directly from the source.

Career center

Jobs
Events
Employers
Inbox
Career center

Pratt

HOW TO APPLY | REQUEST INFORMATION | CONTACT | VISIT

Pratt

Appointments
Schedule A New Appointment

Upcoming Appointments

Choose a Category

Job, Internship, and Career Transition Strategies
Are you thinking about what you want to do and what steps to take to get there? Whether you are a student or alumni, we can help define strategies, organize next steps, and explore how to research and find opportunities. We can coach you on how to apply the many tools and strategies needed throughout your career journey, job transitions and future aspirations.

Materials Development and Interview Prep
Your career materials and how you present interviews are tools to market your value to an employer. Whether you're just starting to build a résumé or you're looking for a portfolio review and marketing advice, we are here to help you develop a personal career narrative and presence.

Stress Management
Develop better self-care and improve your mental and physical well-being, while pursuing your creative career dreams. Learn how to better cope with stress and learn the mindfulness tools needed to keep calm and recharge.

Recommendation 2:

Introduce deep links to the appropriate page in Handshake

- When a participant clicks link to schedule an appointment from a specific context, that link points to the appointment group that relates to that context in Handshake.
- Students will still need to go through the login process for Handshake if they are not logged in. New students will be asked to create a new Handshake account.

Handshake page deep linked to specific appointments group for resume assistance

The screenshot displays the Pratt University Professional Development website. At the top, the navigation menu includes 'Student Affairs', 'Life at Pratt', 'Student Support and Advocacy', 'The Counseling Center', 'Learning/Access Center', 'Student Success', 'Health Services', 'Office of Institutional Equity', 'Resilience, Wellness, and Wellbeing Center', 'Campus Ministry', and 'Center for Career and Professional Development'. The 'Center for Career and Professional Development' is expanded to show 'Appointments', 'For Employers', 'Job & Internship Search', 'Internship Program', 'International Students', 'Resources', 'Professional Development', 'Fulbright at Pratt', 'Recent Graduate Outcomes', 'CCPD Staff', and 'Office of International Affairs'. The main content area features a 'Resume' section with a 'SCHEDULE APPOINTMENT' button. A modal window is open, showing a sidebar with 'Jobs', 'Events', 'Employers', 'Inbox', and 'Career center'. The 'Career center' is selected, displaying a list of career strategists: Deborah Yanagisawa, Mel Barksdale, Carl Fengler, and Marisa Lobianco. A blue arrow points from the 'Appointments' link in the navigation menu to the 'SCHEDULE APPOINTMENT' button in the modal window.

Finding 3:

The side navigation bar is over crowded with irrelevant information

- The CCPD website previously featured an overly extensive array of content, much of which fell outside the typical scope of career services. This surplus of information significantly hindered the effectiveness of user navigation.
- Many participants found themselves spending excessive time under topic headers that were not pertinent to their search needs, leading to frustration and inefficiency in their information discovery process.

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Office of International Affairs (OIA)

- [Student Involvement](#)
- [Athletics & Recreation](#)
- [Residential Life and Housing](#)
- [Safety and Support Resources](#)
- [Community Standards and Student Policies](#)

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through ZOOM, GOOGLE HANGOUT, by phone or

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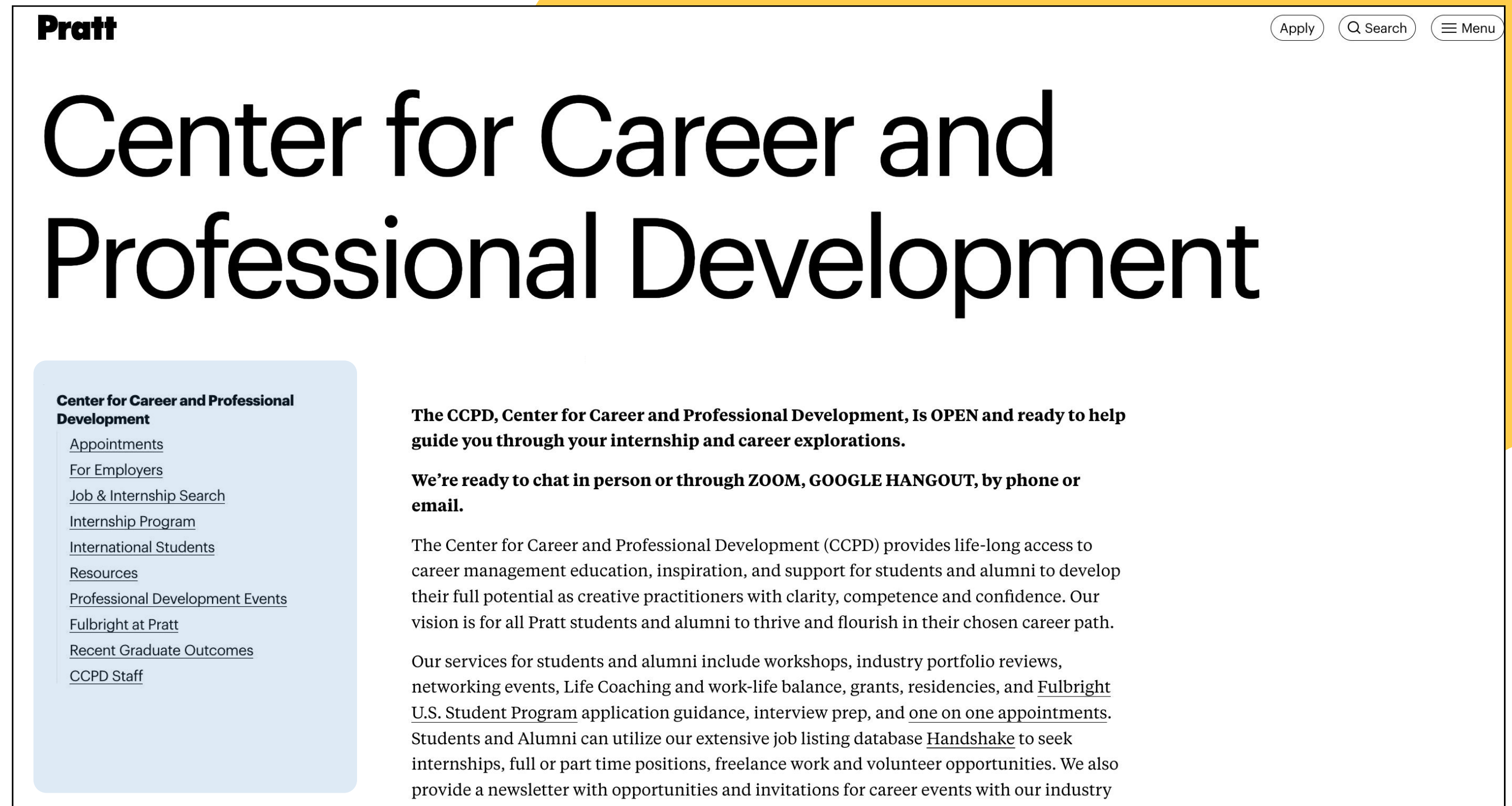
include workshops, industry portfolio reviews, and work-life balance, grants, residencies, and Fulbright awards, interview prep, and one on one appointments.

extensive job listing database Handshake to seek jobs, freelance work and volunteer opportunities. We also provide information and invitations for career events with our industry

Recommendation 3:

Remove non-CCPD related content from the left side navigation

- Eliminate content that falls outside the scope of CCPD to streamline the user experience.



Finding 4:

Overall, specific information is hard for users to locate

- Participants all feel frustrated with the CCPD website experience. Information is hard to find, hard to locate.
- Users think they need email or a way to contact the staff for further help.
- In testing, participants would resort to clicking every section of the left side navigation in search of information

Professional Development

Administrative Departments > Student Affairs > Center for Career and Professional Development

Student Affairs

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For Employers

Our services for employers include our job and internship listing database, opportunity fairs, information sessions, on-site portfolio reviews and interviews, site/studio visits, industry panels, professional development workshops, roundtable discussions, and creative career conferences with visiting partners, recruiters and industry leaders. We welcome [companies, individuals and organizations](#) to post opportunities to connect directly with Pratt talent. The CCPD uses [Handshake](#), where employers can post their open internship, professional and volunteer opportunities. Students and alumni can search and connect with employers directly. We

Solution 4

Add a sticky button that is clickable and leads to the CCPD FAQ Google Doc

- Add a floating button that user can click for help any time during browsing the website. This button should go to the current FAQ.
- BONUS - convert the current FAQ Google Doc into a web page accessible through the left side navigation.

The screenshot shows the Pratt website's main page for the Center for Career and Professional Development (CCPD). The page features a large title, a navigation menu on the left, and a main content area with introductory text and a 'Frequently Asked Questions' section. A blue box highlights a 'Click Here for Help' button with a question mark icon in the bottom right corner. A blue arrow points from this button to the 'Frequently Asked Questions' section, which is also highlighted by a blue box. Another blue arrow points from the 'Click Here for Help' button to the main content area. The Pratt logo is in the top left, and 'Apply', 'Search', and 'Menu' buttons are in the top right. The breadcrumb trail reads 'Administrative Departments > Student Affairs > Center for Career and Professional Development'. The left navigation menu includes links for 'Student Affairs', 'Life at Pratt', 'Student Support and Advocacy', 'The Counseling Center', 'Learning/Access Center', 'Student Success', 'Health Services', 'Office of Institutional Equity and Title IX', 'Resilience, Wellness, and Well-Being Center', 'Campus Ministry', 'Center for Career and Professional Development', 'Appointments', 'For Employers', and 'Job & Internship Search'. The main content area includes the text: 'The CCPD, Center for Career and Professional Development, is OPEN and ready to help guide you through your internship and career explorations. We're ready to chat in person or through ZOOM, GOOGLE HANGOUT, by phone or email. The Center for Career and Professional Development (CCPD) provides life-long access to career management education, inspiration, and support for students and alumni to develop their full potential as creative practitioners with clarity, competence and confidence. Our vision is for all Pratt students and alumni to thrive and flourish in their chosen career path. Our services for students and alumni include workshops, industry portfolio reviews, networking events, Life Coaching and work-life balance, grants, residencies, and Fulbright U.S. Student Program. We also provide industry...'. The 'Frequently Asked Questions' section is titled 'FAQ's' and includes questions like 'I'm interested in brainstorming career strategies or job search, who do I contact?', 'Need to meet with someone about your resume, cover letter or portfolio?', 'Are drop-in appointments for resumes/cover letters still happening?', and 'Does the CCPD help with finding internships?'. The 'Click Here for Help' button is a square with a black circle containing a white question mark and the text 'Click Here for Help' below it.

Recap

We started this whole process with the goal of making the CCPD website a more user friendly interface. To accomplish this we:

- Interviewed our client to confidently develop an understanding of CCPD users
- Conducted moderated user testing to arrive at conclusions related to user primary needs, and discover potential usability issues
- Generated realistic recommendations and next steps that we believe are feasible and valuable

Next Steps

- Design feature interventions according to recommendations proposed.
- Evaluate new concepts at scale to measure success through beta test to make iterative improvements and launch successfully.
- Consider full content audit to reduce text and optimize messaging for efficiency.

THANK YOU