College Companion

Low-fi Testing

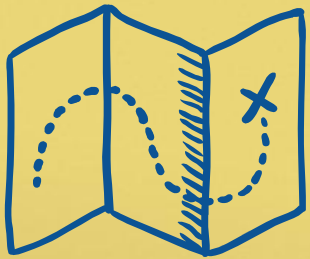
Kevin J., Raaisa M., and Celine W.

Overview

Mission & Interface

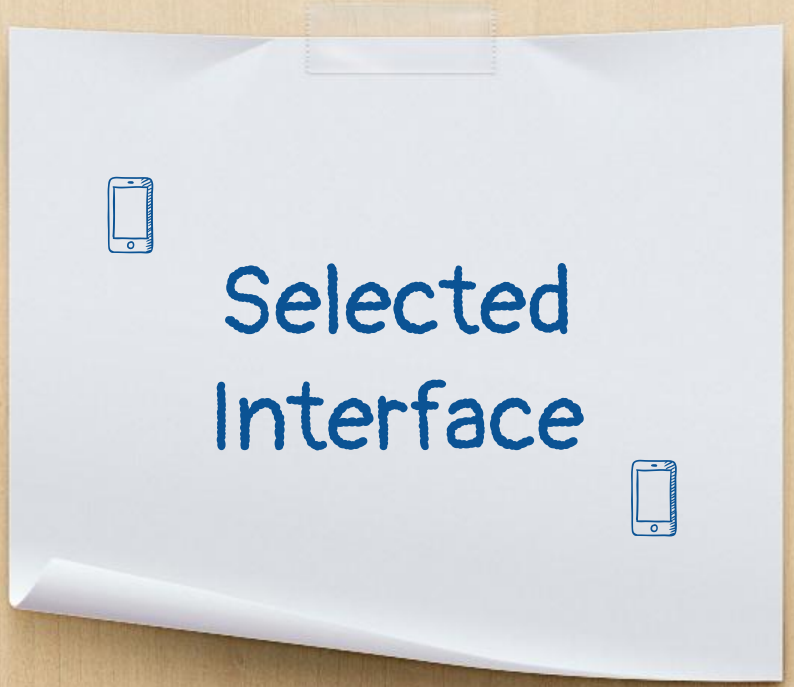
Prototype & Tasks

Testing & Results

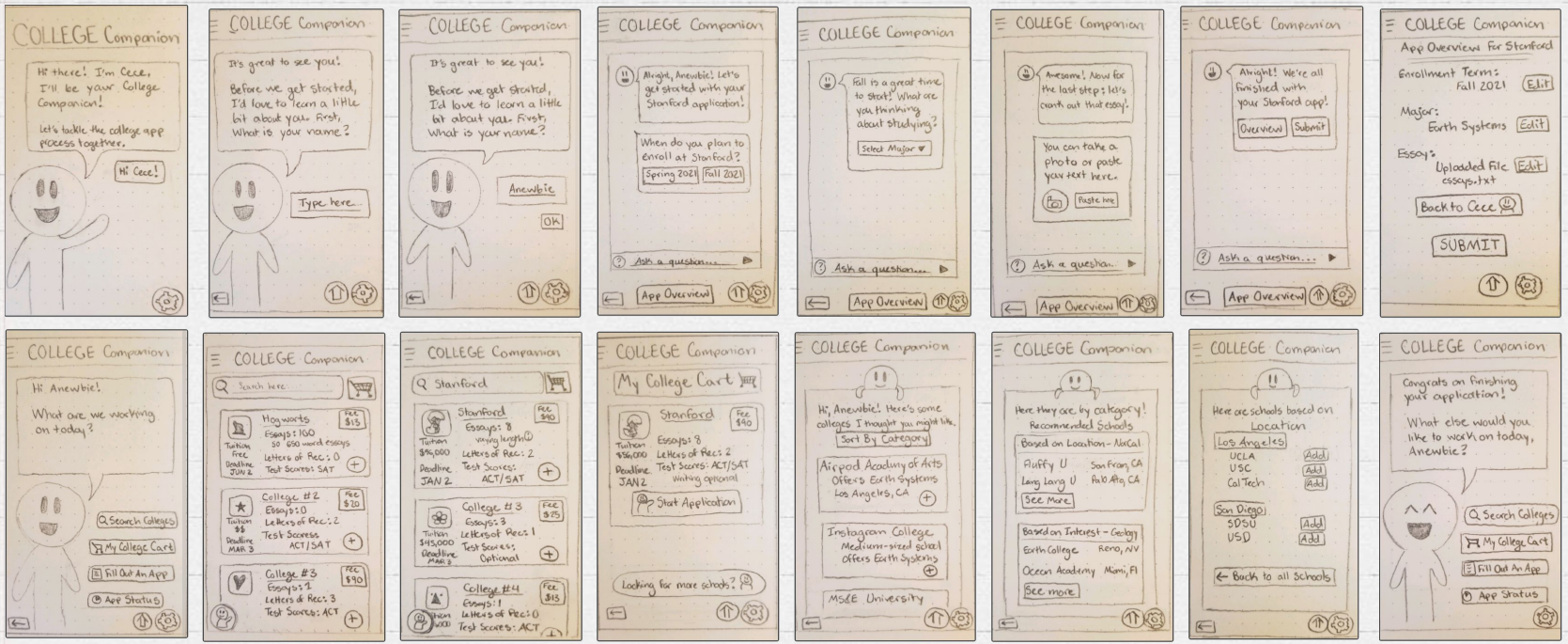


Mission Statement

To make the college application process more welcoming and accessible to students


Selected
Interface

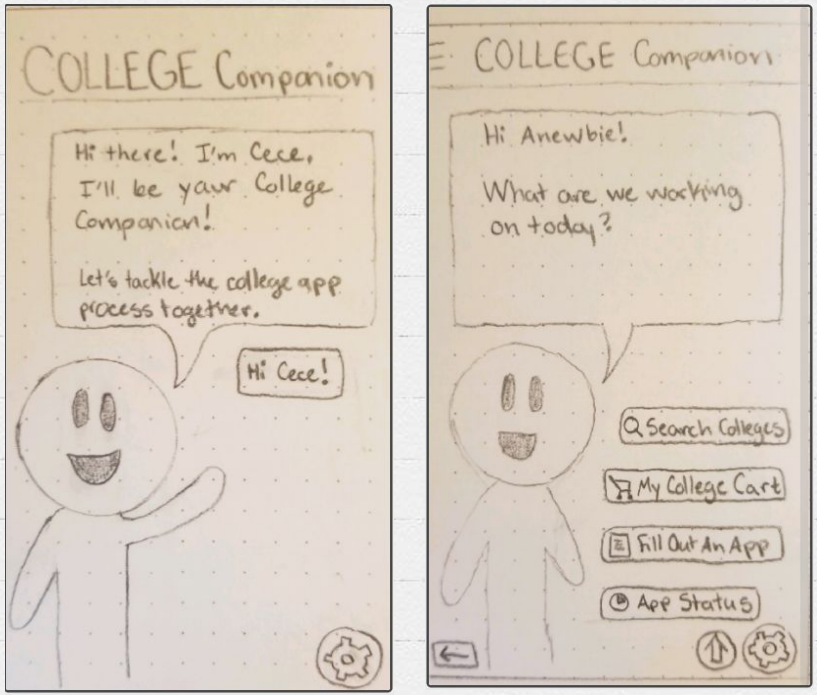
Prototype Structure



Prototype Structure

- Emphasis on guided activities/tasks
- Present information in familiar, approachable formats
- Three main features
  - CollegeCompanion
  - CollegeCart
  - Chat-Styled Application

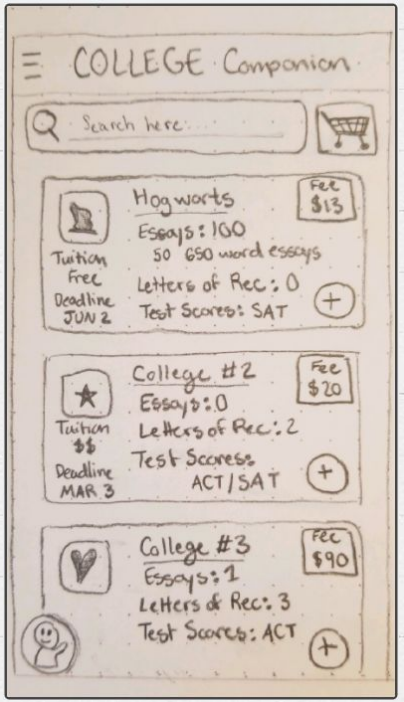
Cece, CollegeCompanion

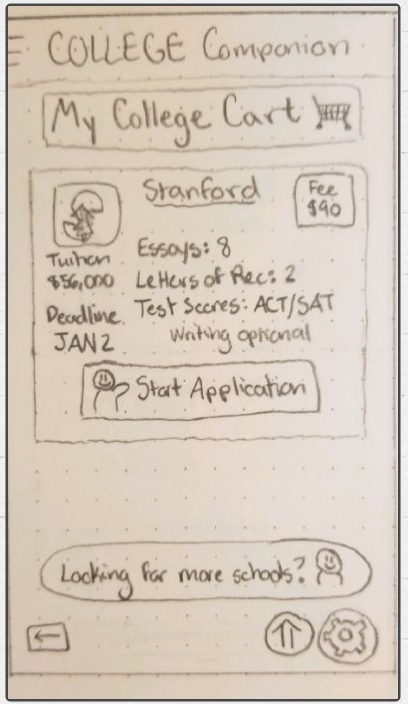


Rationale:

Want students to feel guided through the process → personified the instructions that came with the app

The CollegeCart

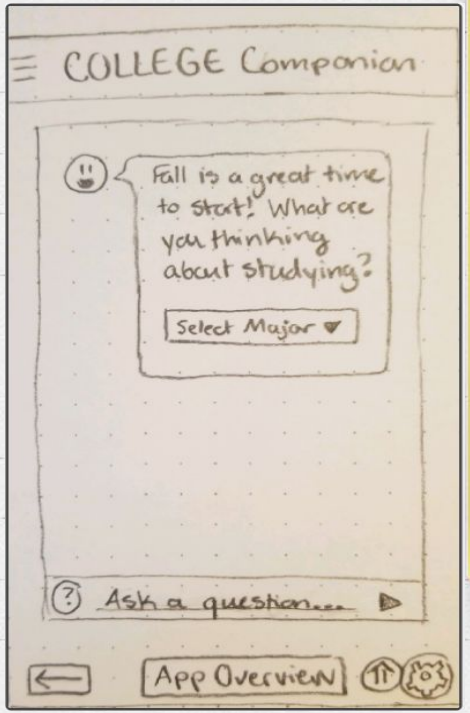




Rationale:

One-stop shop for students to find app requirements in familiar format

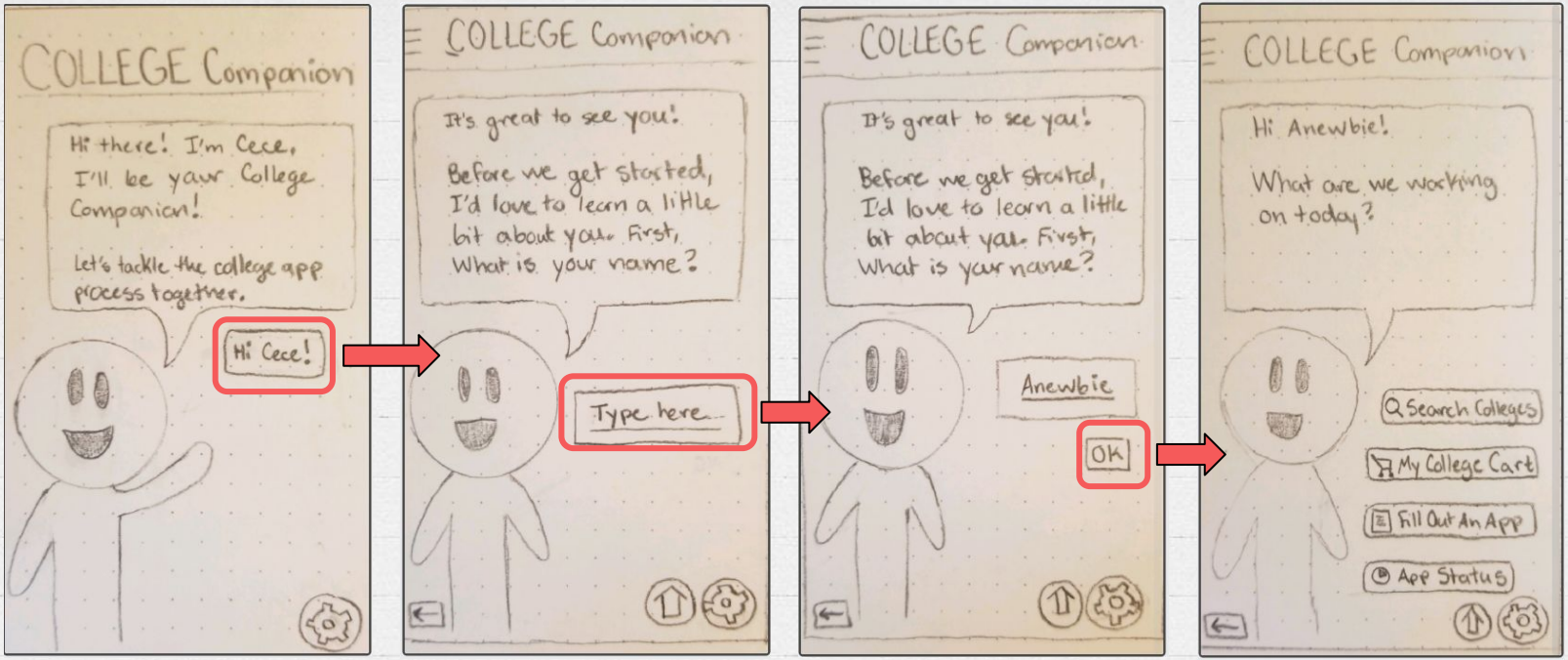
Chat-Styled Applications



Rationale:

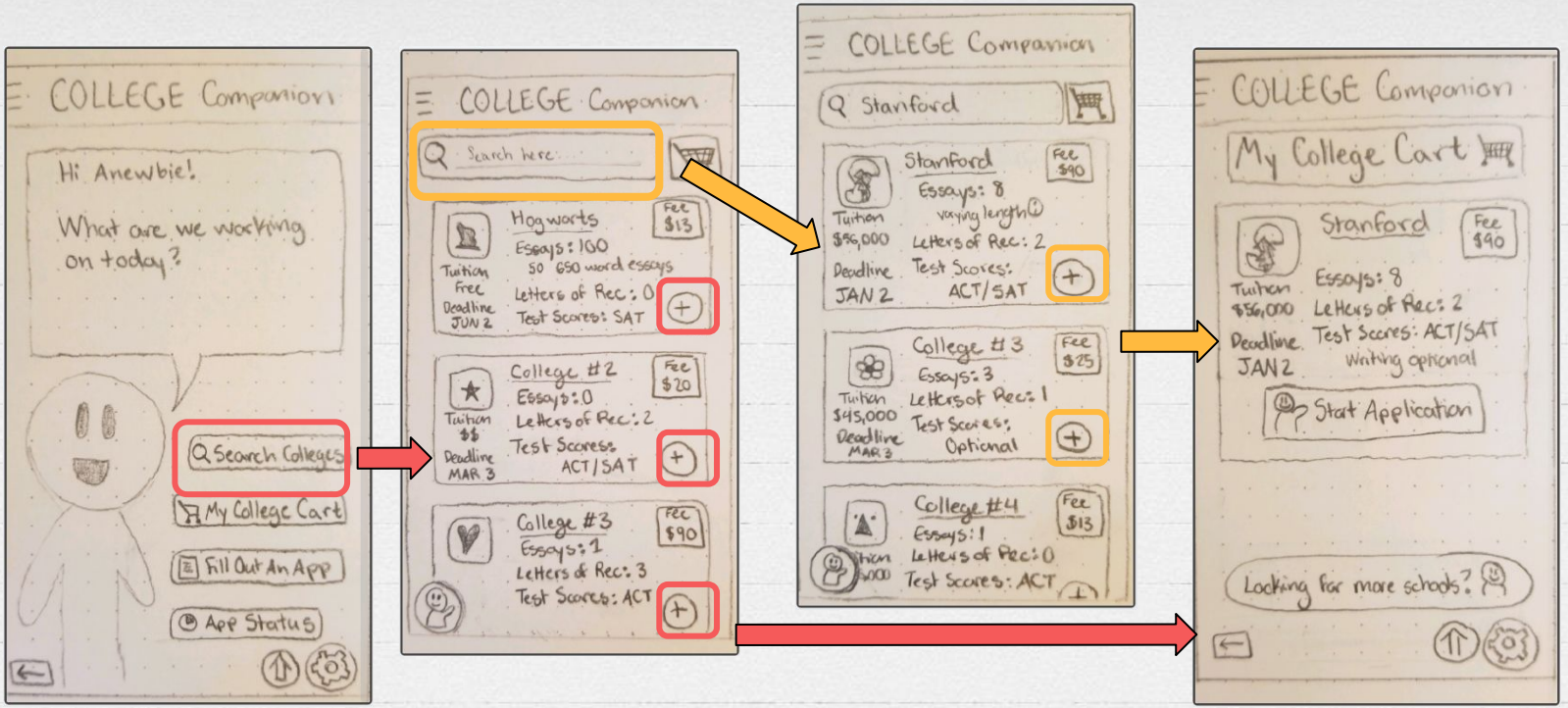
Guide students through complex forms with a more approachable prompted "chat" format

Home Screen



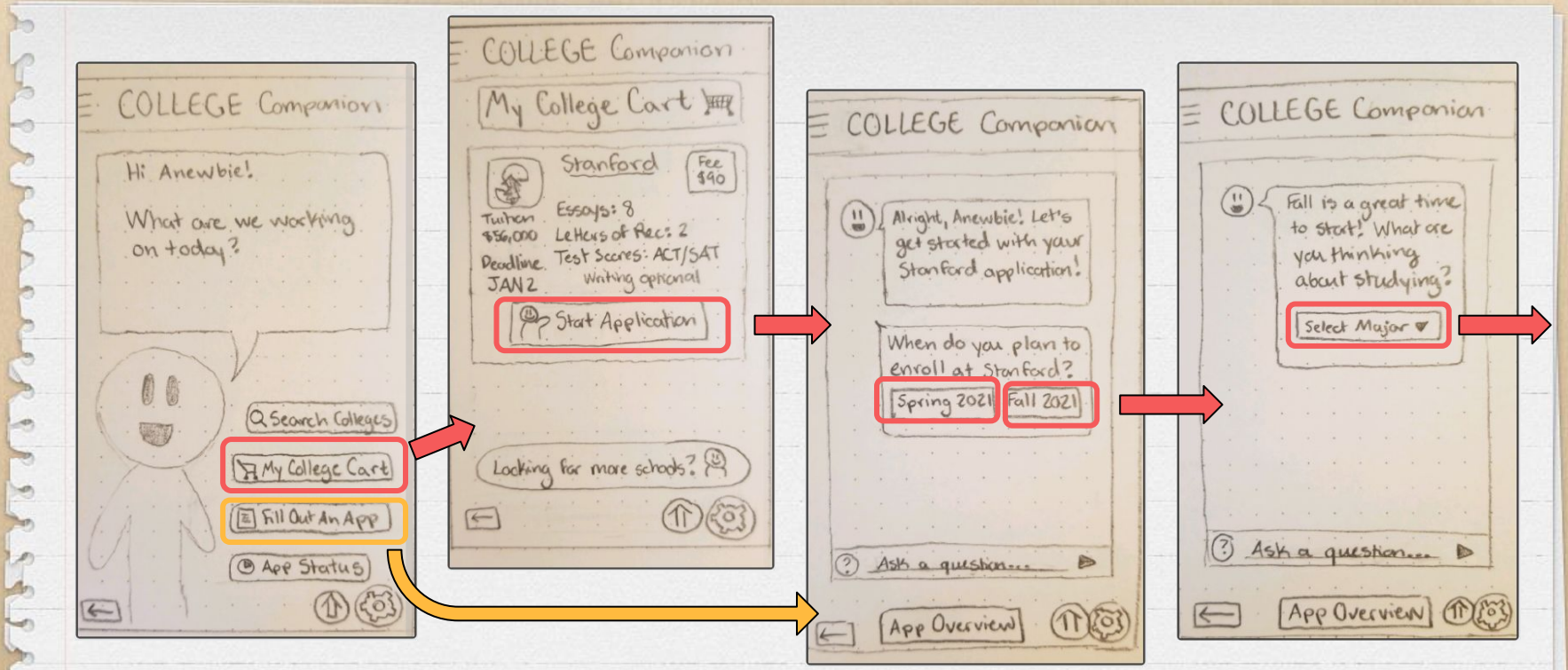
Welcome and get to know the user!

Task #1:
Find a college
and add it to
your list

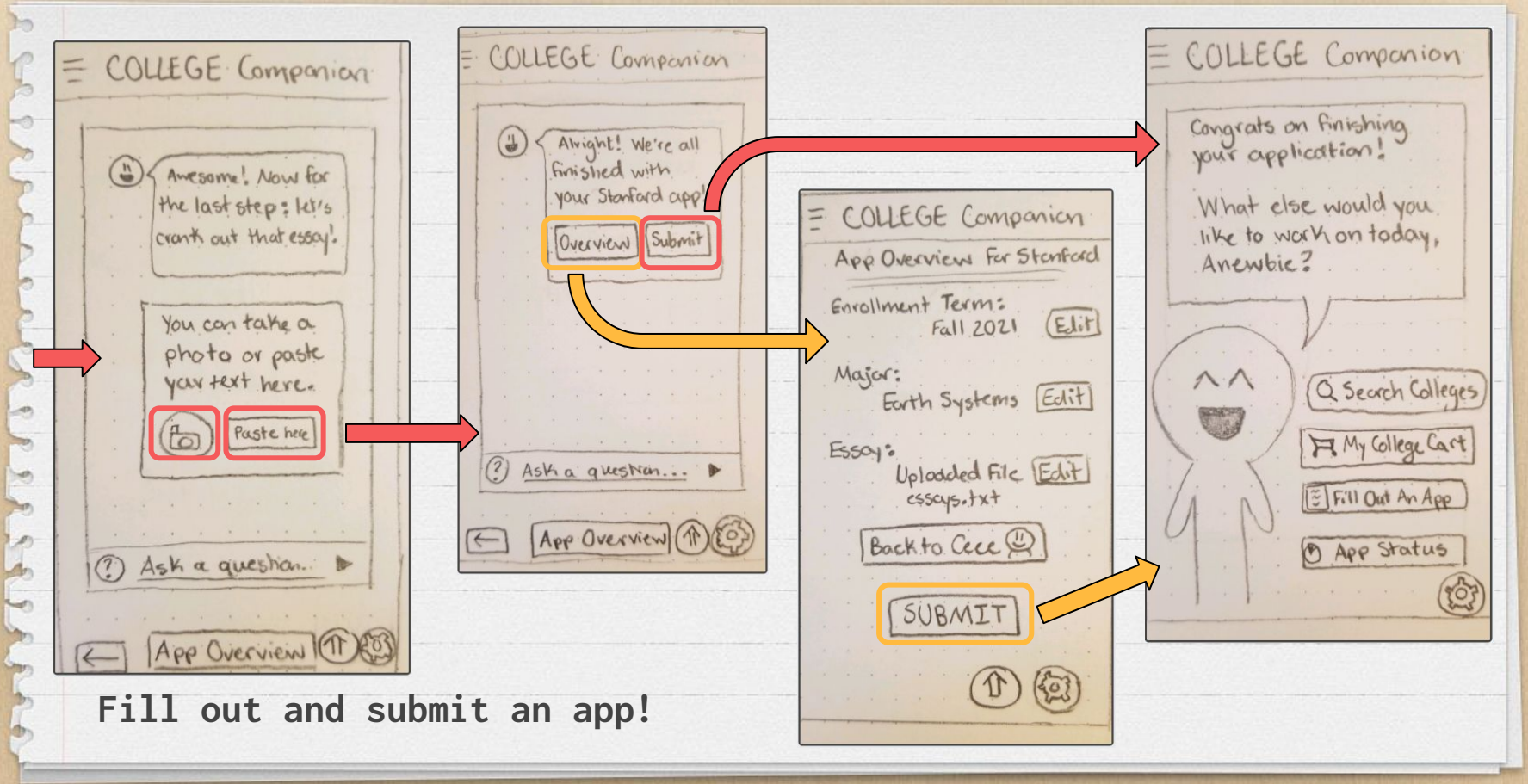


Find a college and its app requirements, and add it to your list!

Task #2:
Fill out an
application

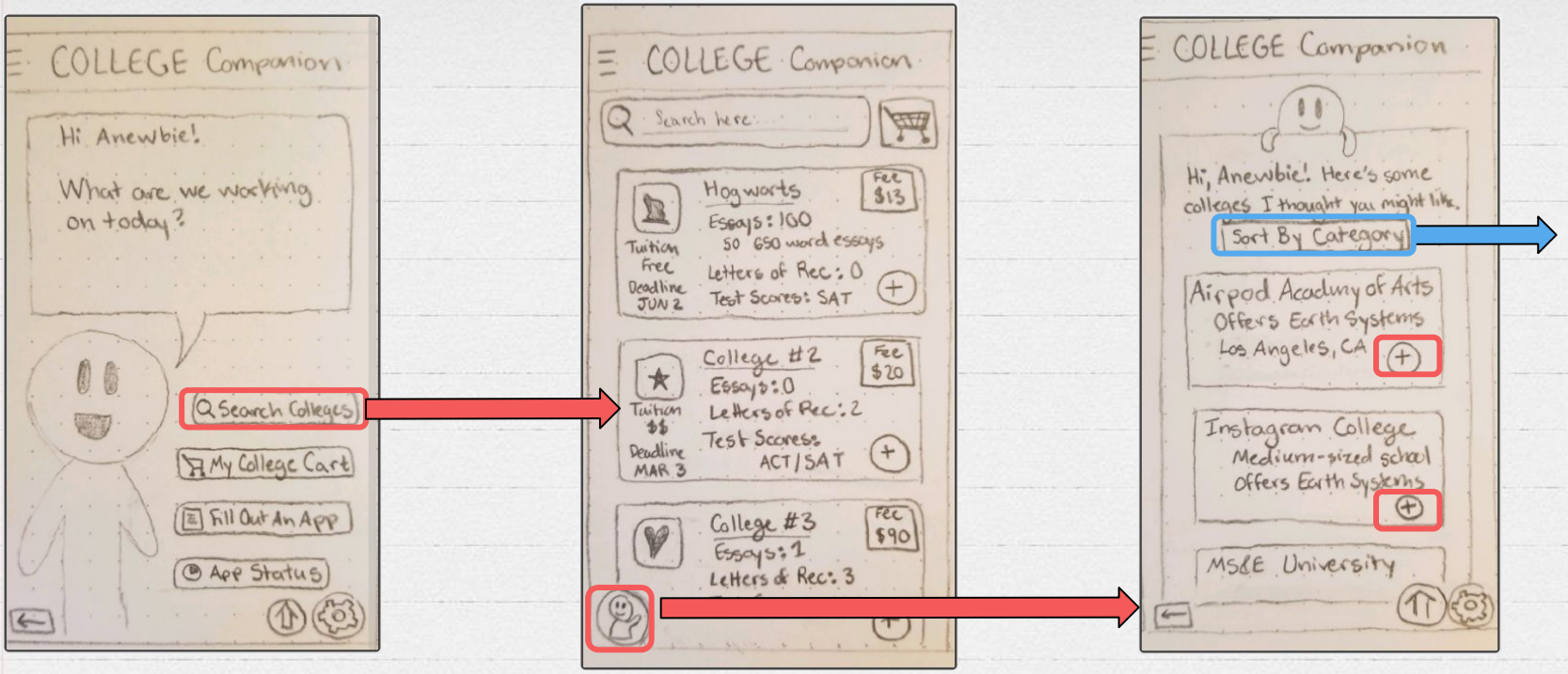


Fill out and submit an app for a college on your list!

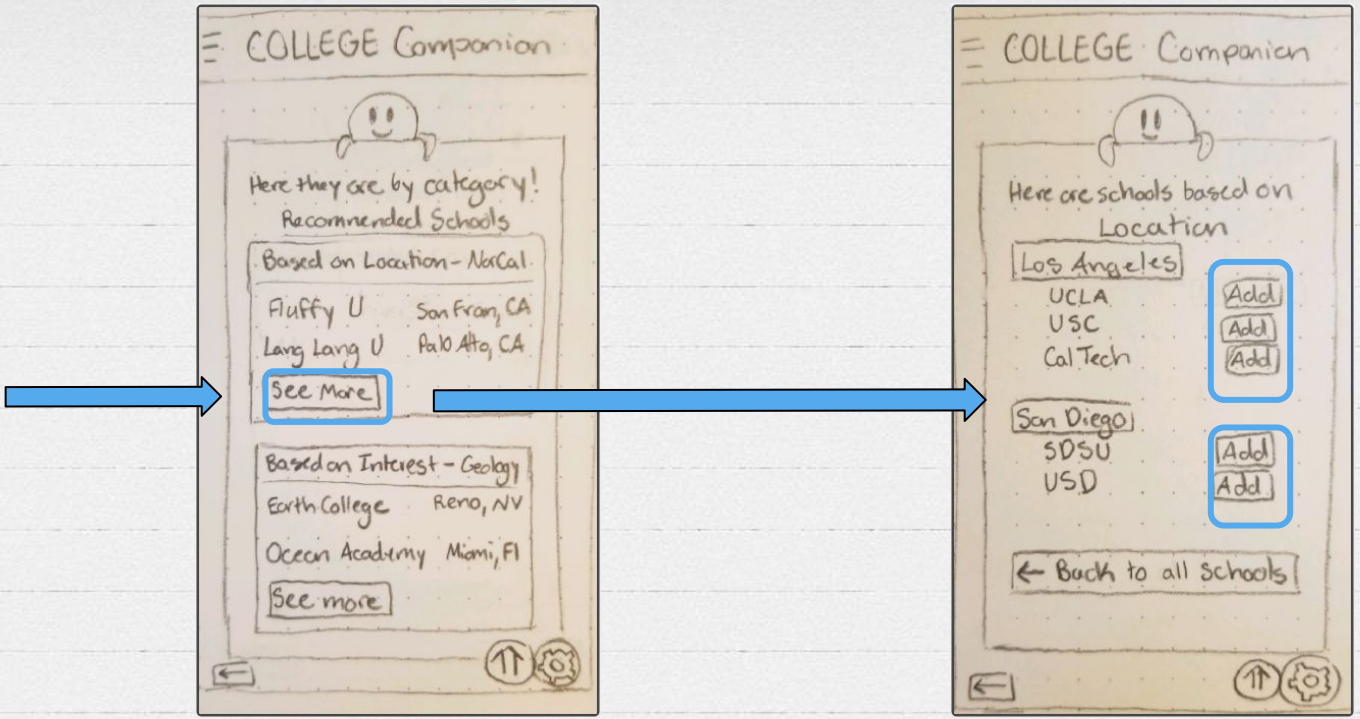


Fill out and submit an app!

Task #3:
Find schools recommended for you



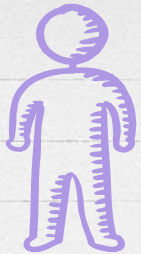
Find a school recommended for you and add it to your cart!



...with the option to sort by category before adding to your cart!

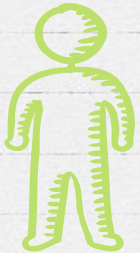
Testing

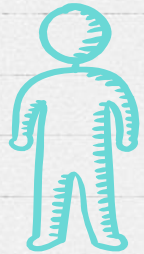
- ✗ Participants recruited from referrals by previous interviewees
- ✗ Prototype on Marvel App
- ✗ Conducted over Zoom
- ✗ "Hugging" the laptop method



Participant 1: College Sophomore @ CU Boulder

Participant 2: Project Manager @ Common App



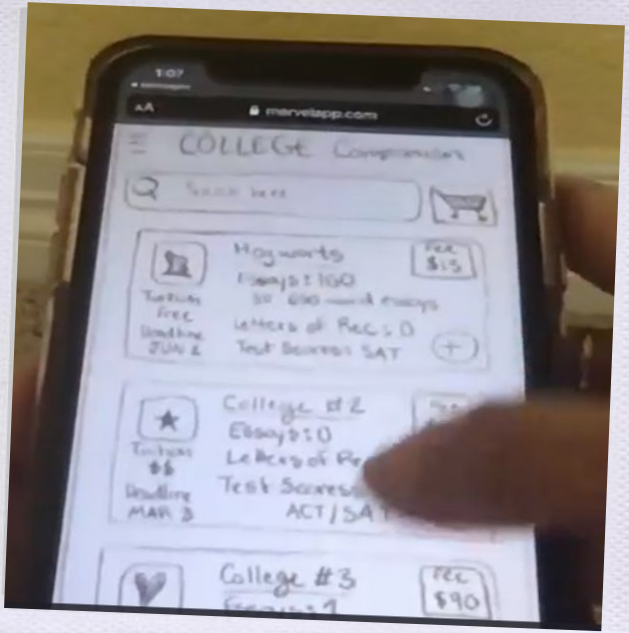


Participant 3: College Junior @ Boston College

Results

Errors

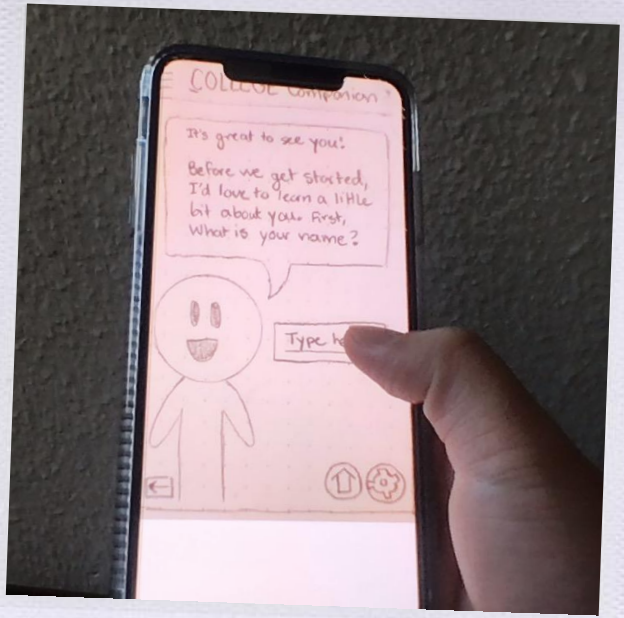
- ✗ Were confused by initial account creation
- ✗ Tried to click the school and not the plus icon
- ✗ Struggled to find CeCe's recommendations



Participant 1 tried to click the school instead of the plus

Successes

- ✗ Enjoyed being walked through the process by Cece
- ✗ Simple and easy-to-use UI
- ✗ Appreciated sorting schools by category



Participant 3 using CollegeCompanion correctly

Next Steps for UI Changes

- ✗ A more **traditional** welcome format, such as a "Get Started" page
- ✗ **More detailed labels** on the buttons
- ✗ Make finding recommended schools **more intuitive**

Summary

- ✗ Participants were drawn to **familiar formats**; diverging from this risks confusing the user
- ✗ Users **enjoyed being guided** by Cece, the CollegeCompanion
- ✗ Users **appreciated the simplicity** of the app and how the information for college app requirements were **in one place**
- ✗ Make finding recommended schools a **more intuitive** process

QUESTIONS?

APPENDIX