

ASU Global Launch

Usability Survey

By-

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(MS User Experience)

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Survey for ASU Global Launch

Hello! I am Aanchal Paryani, working as a User Experience Designer for ASU Global Launch. The goal of this survey is to gather user feedback on the website, specifically whether users are able to find the information they are looking for and achieve their goals when visiting the site. Additionally, I am interested in understanding users' expectations from an educational website.

Following are the questions that were asked in the survey:

* For required questions

- Have you visited the ASU Global Launch website before?*
- a. Yes
- b. No

Site Experience Section

If the participant answers “Yes”:

- What is your main reason for visiting the website, usually?*
 - a. To know about Global Launch
 - b. To find courses
 - c. To apply for a course
 - d. To find fee and cost details for a course
 - e. To explore teaching opportunities
 - f. Other: _____
-
- How familiar are you with this website?*
 - a. Somewhat familiar (I've visited once or twice)
 - b. Very familiar (I use it regularly)

- **How easy was it for you to find the information you were looking for?***
 - a. Very difficult (I couldn't find anything)
 - b. Difficult (It took me a long time to find what I needed)
 - c. Neutral (It was okay, but could be easier)
 - d. Easy (I found what I needed without too much trouble)
 - e. Very easy (I found everything right away)

- **Which device do you typically use to visit the website?***
 - a. Desktop or Laptop
 - b. Mobile phone
 - c. Tablet

If the participant answers "No":

- **What do you think the ASU Global Launch is about, by looking at the website?***

—

Website Content Section

Please visit the [ASU Global Launch](#) Website and find the Online Immersion Program Application process.

- **As per the description of this section of the form, were you able to find an option to apply for the program?***
 - a. No
 - b. Yes

If the participant answers "Yes":

- **How easy was it to find the "Apply" option for Online Immersion?***
 - a. Very difficult (It took me a lot of time to find it.)
 - b. Difficult (It took some effort and time to find it.)
 - c. Neutral (It was okay, but could have been easier.)
 - d. Easy (I found it with little effort.)
 - e. Very easy (I found it right away without any trouble.)

If the participant answers "No":

- **What do you think is the main reason for not being able to find the specific information/option?**
*(Please note, this question is not to test you in any way, but to help us understand the website's information flow.) **
 - a. The information was hidden or hard to spot
 - b. The website's navigation was confusing
 - c. I wasn't sure what to look for
 - d. I didn't understand the terms used on the site
 - e. Other: _____

- **In your own words, what do you think "Online Immersion" means?**
(This isn't about testing your understanding of the term—it's to see if the website clearly explains its purpose. If you're not sure or didn't get it from the site content, feel free to answer "No Idea.")

- **Would using simpler language on the website make it easier for you to understand the content?***
 - a. Yes, it would be much easier to understand

- b. Maybe, in some areas
- c. No, the current language is clear enough
- d. Not sure

Overall Site Experience Section

- **How easy was it to navigate through the website?***
 - a. Very difficult (I had trouble moving around the site)
 - b. Difficult (I had to spend a lot of time finding my way)
 - c. Neutral (It was okay, but could be smoother)
 - d. Easy (I could move around the site without issues)
 - e. Very easy (The website was simple and clear to navigate)
- **How would you rate the overall design of the site?***
 - a. 1 (Very Poor): Hard to use and unattractive.
 - b. 2 (Poor): Difficult to navigate, needs improvement.
 - c. 3 (Average): Usable but could be better.
 - d. 4 (Good): Easy to use with minor issues.
 - e. 5 (Excellent): Attractive and very user-friendly.
- **What improvements (if any) would you suggest to make the website more user-friendly?**

Preferences Section

- **Do you prefer a more interactive or simple, straightforward design for educational websites?***
 - a. Interactive
 - b. Simple and straightforward

- c. No preference
- **How important is visual design to your experience on an educational website?***
 - a. 1 (Not important)
 - b. 2 (Somewhat important)
 - c. 3 (Neutral)
 - d. 4 (Important)
 - e. 5 (Very important)

Demographic Information Section

- **What is your age group?***
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55+
- **What is your highest level of education?***
 - a. High school diploma or equivalent
 - b. Associate degree
 - c. Bachelor's degree
 - d. Master's degree
 - e. Doctorate
 - f. Other: _____
- **What is your current occupation?***
 - a. Student at ASU Global Launch
 - b. Student
 - c. Teacher/Instructor

d. Other: _____

- **What is your country of citizenship?***

[Dropdown List of Countries]

Survey Expectations

- **Have you visited the [ASU Global Launch](#) website before?**

The goal of this question is to determine if the participant is a new or returning user. This helps assess their familiarity with the website's design and navigation. Comparing new vs. returning users provides insights into the site's ease of use and potential areas for improvement.

- **What is your main reason for visiting the website, usually?**

This question aims to gain insights into the primary motivations that drive users to the website. Understanding these motivations helps in tailoring the site's content, features, and user experience to better align with the needs and interests of the target audience.

- **How familiar are you with this website?**

By understanding user familiarity, the design team can identify whether the site effectively engages newcomers or if it needs to enhance onboarding experiences for first-time users. It also helps us reason their answers to the questions that follow.

- **How easy was it for you to find the information you were looking for?**

The goal here is to evaluate the usability of the website, specifically how intuitive the navigation and information architecture are. If users struggle to find information, it indicates potential design flaws or gaps in content organization.

- **Which device do you typically use to visit the website?**

Identifying the typical devices used by visitors—whether desktop, tablet, or mobile—helps the design team understand the context in which the site is accessed. This information is essential for responsive design, ensuring that the website provides an optimal experience across all devices.

- **What do you think the ASU Global Launch is about, by looking at the website?**

If the user has never visited the site before, understanding how users perceive the purpose and offerings of the initiative is vital for evaluating the effectiveness of the site's messaging. This feedback can help identify whether the website accurately conveys its intended mission and if additional clarification or emphasis is needed in certain areas.

- **As per the description of this section of the form, were you able to find an option to apply for the program?**

The goal of this question is to encourage users to visit the website and attempt to find the specified information. This will provide insights into users' perceptions of the application option and related content. This helps evaluate the usability and clarity of the website's navigation, identifies if the application information is prominently displayed, and informs potential improvements to enhance user experience and increase application conversion rates.

- **How easy was it to find the "Apply" option for Online Immersion?**

If the user answers "Yes," this question aims to explore their experience in finding

the information. It seeks to determine whether the process was easy or challenging for them. Key insights include:

1. **Ease of Navigation:** Understanding if users found the website intuitive.
 2. **Clarity of Information:** Assessing whether the information was presented clearly.
 3. **Satisfaction Level:** Gauging overall user satisfaction with the experience.
 4. **Identifying Pain Points:** Highlighting any specific difficulties faced by users.
- **What do you think is the main reason for not being able to find the specific information/option?**

The goal of this question is to pinpoint why users could not find the desired information. It aims to:

1. **Identify Obstacles:** Discover challenges such as unclear navigation.
2. **Evaluate Information Flow:** Assess how effectively information is organized.
3. **Gather Feedback:** Collect insights to inform design improvements.
4. **Enhance User Experience:** Use feedback to improve accessibility and satisfaction.

This helps refine the website to better serve users' needs.

- **In your own words, what do you think "Online Immersion" means?**

The goal is to evaluate users' understanding of "Online Immersion" based on the website's explanation. It aims to:

1. **Assess Clarity:** Determine if the term is clearly defined.
2. **Identify Gaps:** Highlight any confusion about the term.
3. **Gather Insights:** Collect interpretations to see if they align with the intended message.

- **Would using simpler language on the website make it easier for you to understand the content?**

The goal is to assess whether simpler language would improve user comprehension. It seeks to:

1. **Evaluate Readability:** Identify if current language is challenging.
2. **Enhance Accessibility:** Explore ways to make content more approachable.

- **How easy was it to navigate through the website?**

The goal of this question is to check how easy it is to navigate the website. It aims to find out if users can move around without problems, identify any challenges they face, and gather feedback. This information helps improve the website's design and make it easier for users to use.

- **How would you rate the overall design of the site?**

To get users' opinions on the website's design quality and appeal.

- **What improvements (if any) would you suggest to make the website more user-friendly?**

To gather specific suggestions from users on how to enhance the website's usability. It helps understand if there are any specific pain points for the use that they would like to share.

- **Do you prefer a more interactive or simple, straightforward design for educational websites?**

The goal is to understand user preferences for website design style, whether they like engaging features or a clean layout. On a large scale, if asked, this question could help in understanding what the majority audience expects from the website.

- **How important is visual design to your experience on an educational website?**

This question aims to gauge how much users value the visual aspects of the website in their overall experience. Whether the visual design helps in engaging the users.

- **What is your age group?**

This question collects demographic information to help understand how age may influence user preferences and experiences.

- **What is your highest level of education?**

This question aims to gather information about users' educational backgrounds, which can inform content and design choices.

- **What is your current occupation?**

This question seeks insights into users' professional backgrounds to help tailor content for different audiences.

- **What is your country of citizenship?**

This question identifies the geographical background of users, which can influence the website's content and design to ensure cultural relevance.

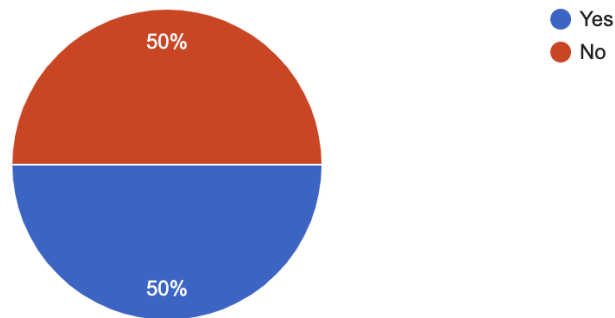
Survey Responses

Please find individual responses here: [Survey Responses](#)

The overall responses are below:

- Have you visited the [ASU Global Launch](#) website before?

8 responses



- What do you think the ASU Global Launch is about, by looking at the website?

4 responses

ASU Global Launch is a program that helps people who want to learn English learn the language. There are sections for students in the program, those who want to teach in the program, and organizations who want to partner with the program. Some students come to ASU as part of the Global Launch program, while other students are part of Global Launch through their organization. This is an informational site that covers many topics about Global Launch.

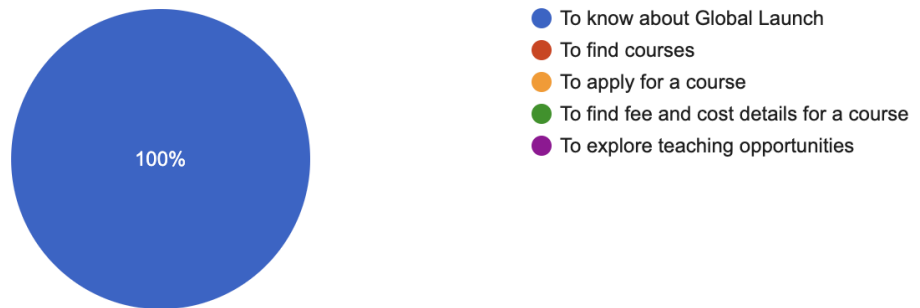
learning different foreign language

language learning

A platform for learning and teaching english. Maybe learning language

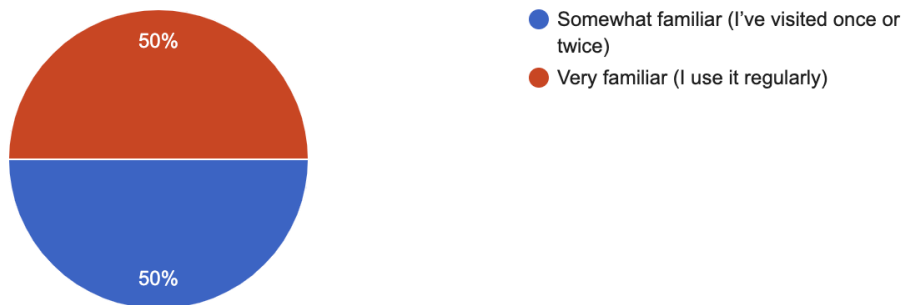
- **What is your main reason for visiting the website, usually?**

4 responses



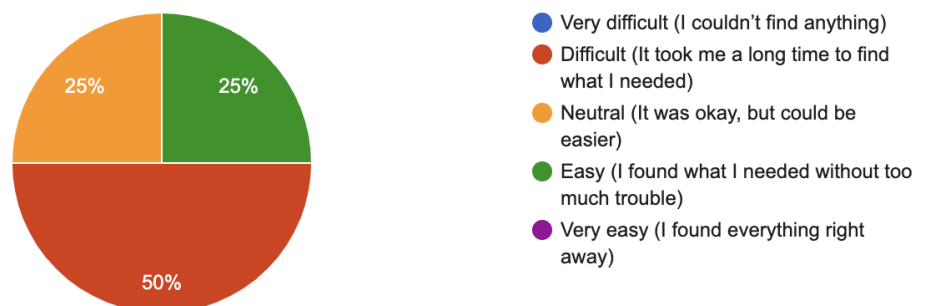
- **How familiar are you with this website?**

4 responses



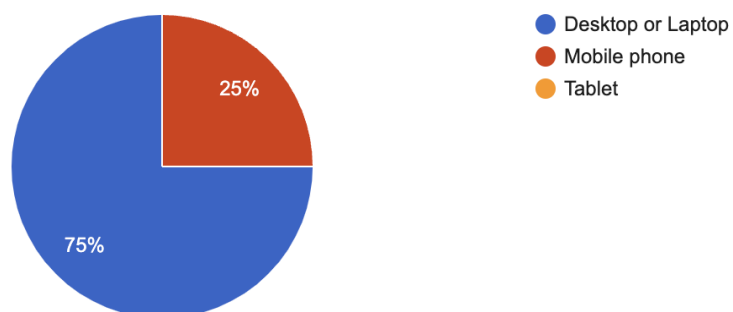
- **How easy was it for you to find the information you were looking for?**

4 responses



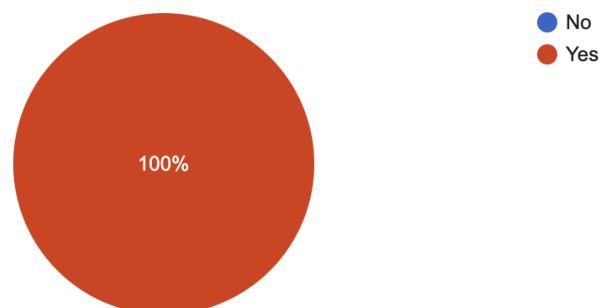
- Which device do you typically use to visit the website?

4 responses

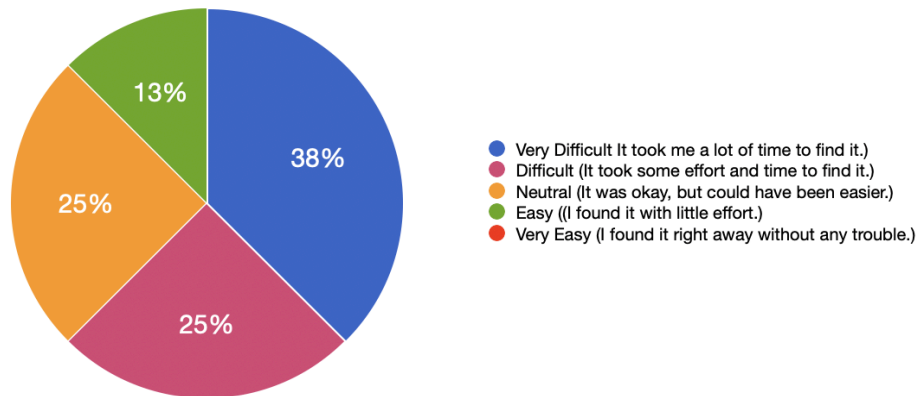


- As per the description of this section of the form, were you able to find an option to apply for the program?

8 responses



- **How easy was it to find the "Apply" option for Online Immersion?**



- **What do you think is the main reason for not being able to find the specific information/option?**

(Please note, this question is not to test you in any way, but to help us understand the website's information flow.)

[Users were able to find the said information, hence, this question was never answered.]

- **In your own words, what do you think "Online Immersion" means?**

(This isn't about testing your understanding of the term—it's to see if the website clearly explains its purpose. If you're not sure or didn't get it from the site content, feel free to answer "No Idea.")

8 responses

From the Online Immersion video that I found on this page (<https://globallaunch.asu.edu/learn-english/english-language-program>), the online immersion program is a way to take the Global Launch curriculum online, without attending ASU in person. Before I found the video, I was not as clear about what it meant (I saw campus immersion and could contrast it to online immersion, but I didn't find a good description until the video that caught my eye.)

Taking the classes online.

connection with the UI

Online (not in person) and an immersive experience

I think it means studying English and immersing in it Online

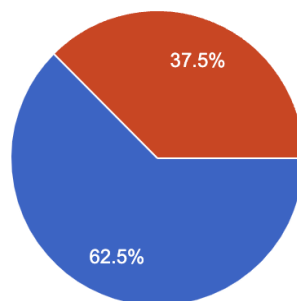
To engage someone in digital environment that

all major services that the platform provides is through an online mode

Online immersion seems like it is talking about VR headset related or maybe something like Immersive experience

- **Would using simpler language on the website make it easier for you to understand the content?**

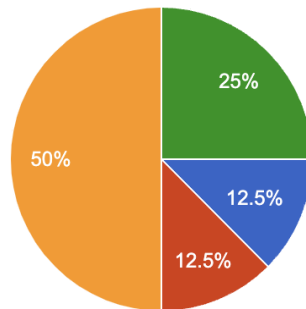
8 responses



- Yes, it would be much easier to understand
- Maybe, in some areas
- No, the current language is clear enough
- Not sure

- **How easy was it to navigate through the website?**

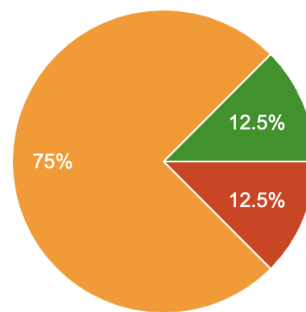
8 responses



- Very difficult (I had trouble moving around the site)
- Difficult (I had to spend a lot of time finding my way)
- Neutral (It was okay, but could be smoother)
- Easy (I could move around the site without issues)
- Very easy (The website was simple and clear to navigate)

- **How would you rate the overall design of the site?**

8 responses



- 1 (Very Poor): Hard to use and unattractive.
- 2 (Poor): Difficult to navigate, needs improvement.
- 3 (Average): Usable but could be better.
- 4 (Good): Easy to use with minor issues.
- 5 (Excellent): Attractive and very user-friendly.

- **What improvements (if any) would you suggest to make the website more user-friendly?**

6 responses

There are so many dropdowns under the tabs. "Learn English" has 30 items in the dropdown, including Coronavirus updates (which seem less relevant in 2024 than they were in 2022). I was overwhelmed by the number of options here. "Teach English" has seven dropdowns, but they are set up unevenly; the first column has one item with no header, and the other columns have more items and headers. It's visually uneven. "News" has no dropdowns, "Partnerships" has two, and so on. It's very uneven and confusing. You might collect the information into fewer dropdown items so that the user only sees a few things in every place, instead of widely varied numbers of dropdowns. I do like the three categories on the homepage (Learn English, Teach English, Partner With Us); that makes sense and helps me understand what is happening. If the headers could be more aligned with these categories, the menu might be less overwhelming.

n/a

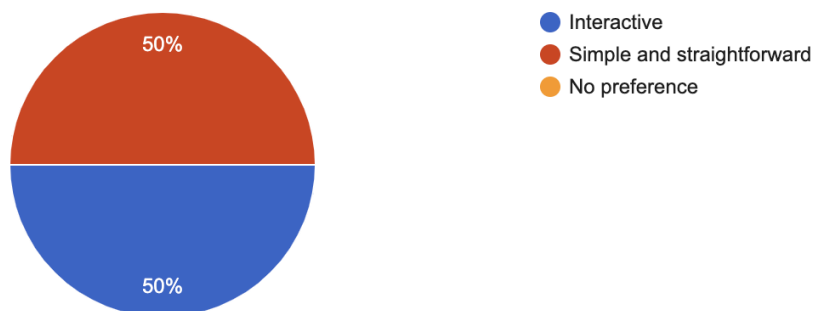
only available in English 🇬🇧

The drop down menu has a lot of items with sub items that make it confusing to navigate. Maybe keeping the things less in the dropdown and more on the page would be better.

The landing page image and the tagline can be revisited

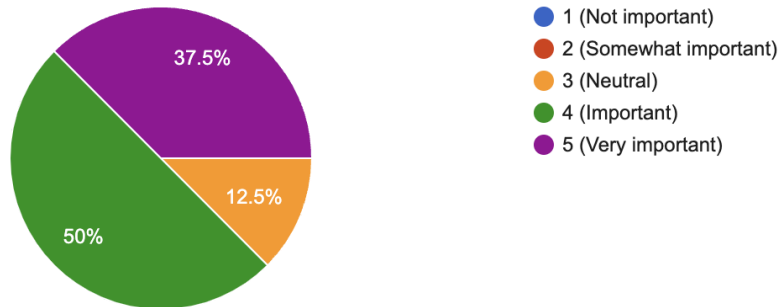
- **Do you prefer a more interactive or simple, straightforward design for educational websites?**

8 responses



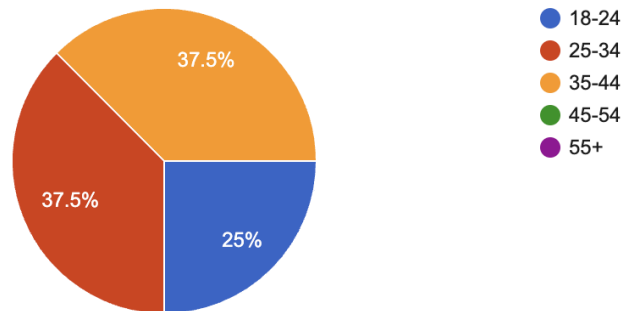
- **How important is visual design to your experience on an educational website?**

8 responses



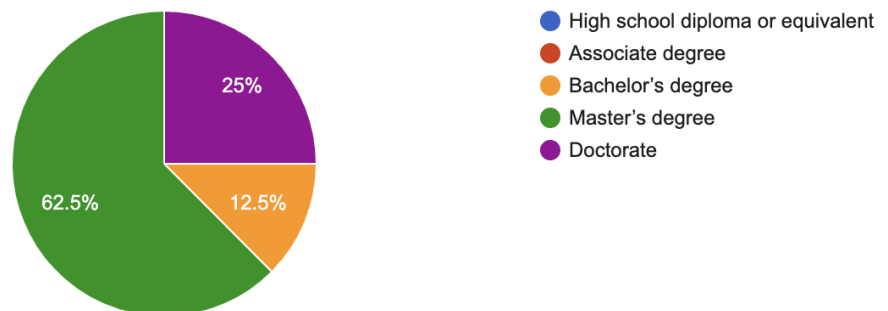
- **What is your age group?**

8 responses



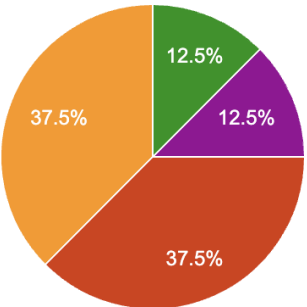
- **What is your highest level of education?**

8 responses



● **What is your current occupation?**

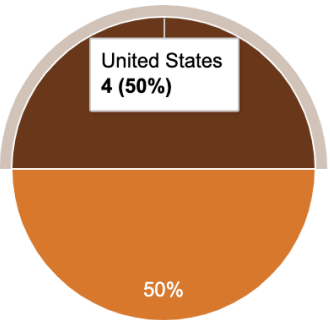
8 responses



- Student at ASU Global Launch
- Student
- Teacher/Instructor
- Full time staff at ASU
- Engineer

● **What is your country of citizenship?**

8 responses



- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cabo Verde
- Cambodia
- Cameroon
- Canada

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