INFO-644-01
Final Project Report
Pratt CCPD

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Executive Summary

Pratt Institute's [Center for Career and Professional Development](#) has the overall goal of assisting Pratt students and alumni in career development. CCPD representatives recognized a need to enhance their web presence after receiving feedback that communication could be improved surrounding services and offerings.

Our team selected a diverse set of 8 Pratt students from the undergraduate population to conduct a Moderated Remote Usability Test. No prior experience with the CCPD was required. During testing, the team presented a set of 5 tasks related to student job search and resume creation, portfolio creation, workshop availability, and alumni connection.

Based on our analysis of participant responses, the team is presenting the following recommendations:

1. Reorganize content to be less dense, and add relevant images to help with content searching
2. Introduce deep links to the appropriate page on Handshake
3. Remove non-CCPD content from the left-side navigation
4. Add a sticky button that is clickable and leads to the CCPD FAQ
5. Add a share button for different events

The team feels that these recommendations provide high value with fairly low effort, immediately improving communications with students searching for help with portfolio and resume creation, career workshops, and seeking connections with alumni.

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Introduction

The Pratt Center for Career and Professional Development (CCPD) website serves as a vital platform for undergraduate students at Pratt Institute to access resources, services, and support to enhance their career readiness and professional development.

To ensure the effectiveness and user-friendliness of this crucial resource, a usability testing initiative was undertaken to evaluate the website's navigability, functionality, and overall user experience. For this study, four students from Pratt Institute - Betty Yang, John Veon, Lillian MacGuire, and Nidhi Gowda conducted eight moderated online user tests to identify usability issues on the CCPD website. We lay out the methodology of our moderated online user testing, present our key findings, and share our five design recommendations.

Throughout the testing process, participants were tasked with navigating the CCPD website to accomplish specific goals, such as accessing information on professional skill-building services, resume assistance, event listings, and alumni connections. Their interactions with the website were closely observed and analyzed to uncover any usability issues, challenges, or areas of confusion that may hinder their ability to utilize the available resources effectively.

This report presents the findings and recommendations derived from the usability testing sessions, offering valuable insights into the user experience of the CCPD website and suggesting actionable strategies for enhancing its usability and functionality. By addressing the identified issues and implementing the proposed recommendations, the Pratt Center for Career and Professional Development can further empower students in their career pursuits and provide them with a more seamless and rewarding online experience.

Methodology

[Lilly]

We utilized the moderated remote user testing method for our data collection. Moderated testing is a great method for usability evaluations since facilitators are present during the study, and available to assist participants with any questions or confusion (Shade, 2013)

(https://www.nngroup.com/articles/remote-usability-tests/). We completed our testing on Zoom, with all participants' cameras and microphones on. We made use of the "Think Aloud" method, by probing our participants to continuously verbalize their thoughts and feelings about the CCPD web interface as they completed the assigned tasks (Nielsen, 2012).
(https://www.nngroup.com/articles/thinking-aloud-the-1-usability-tool/)

Procedure

Through a meeting with our client, we were able to obtain information about the CCPD's target participants, as well as the key functions that she'd like to see the website accomplish. In the same meeting, we were able to identify the desktop version of the Pratt CCPD website as a focus for this study. As a team, we created 5 tasks to test these key functions and then tested them ourselves in a pilot study test. After a successful test, we sent out our screener survey form to begin recruiting participants for our moderated usability test sessions.

Tasks

The following tasks were given to participants to complete during their testing sessions. As a team, we determined the key functions of the website and built tasks around these functions. We purposely selected terminology that was not currently used on the website to ensure participants were following their natural thought patterns, and not being led in certain directions based on our word choice.

1. If you're looking to apply to jobs soon, locate information on resume building/review services and check meeting availability.
2. You're graduating soon and have been considering applying for jobs within your field. See if the CCPD offers any events that could help you with this.
3. One of your friends could use some of the services at the CCPD, and they mentioned being interested in seeing if any workshops are happening. See how the CCPD could help with this.
4. You need to update your portfolio materials for a job interview you have coming up, and find information about portfolio services offered on the CCPD website.
5. You are trying to find your alumnus for advice regarding your career, and see if the CCPD has any resources to foster these connections.

After each task was completed, participants were asked 3 separate questions to evaluate how they felt about the process of completing the tasks and the interface (See Appendix x)

Paste Post-Task Questions

Participant Recruitment

To identify a target user base we spoke with Marisa Lobianco, Pratt CCPD Director, to gain more details on the website's potential participants. Based on this information, we were able to come up with the following user profile:

- Undergraduate students at Pratt Institute
- Interested in researching information related to resume creation and review
- Working on portfolio creation and potential review
- Looking for internships
- In search of general career help

We then created a screener questionnaire to be sent out to students at Pratt Institute. We collected the following information from this questionnaire:

- Are you an undergraduate student?
- Are you an international student? (If yes, also their country of origin)
- Have you ever used the Pratt CCPD website before?
- How old are you?
- What is your current year in school?
- Do you have access to a computer, with Zoom installed?
- Race
- Gender
- Ethnicity
- Email contact

This screener survey was created on Google Forms (https://forms.gle/LPUvXDZ4c7F4rBRf6) and sent out to the Pratt student body through the platform Handshake. We also created flyers with QR code links to the screener, which were posted around Pratt's Brooklyn campus. Both the email and flier explained that participants would be receiving a $10 Amazon gift card if they were accepted to participate in the study. In total, we received 46 responses on our screener survey. We selected 8 respondents to participate in the moderated testing stage of our study. By using the demographic data gathered in our screener, we were able to ensure a diverse set of respondents were chosen to participate to ensure we got feedback from a range of people with different backgrounds. Some of our participants had some experience with using the CCPD website and Handshake, while for others this was their first time.

User Demographics

Each member of the research team selected two participants for this study. These participants were selected based on responses from our screener survey form. The demographic breakdown of our participants is attached below:
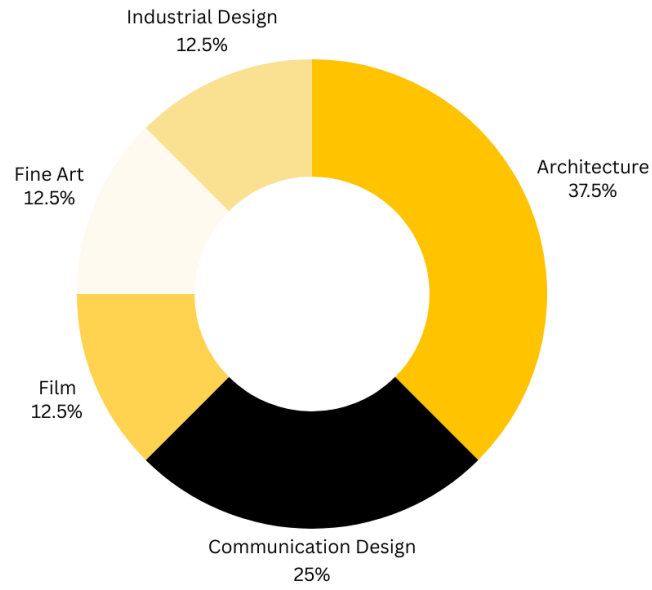(Table x)

Race	Gender	Age	Year in School	Country of Origin (If Applicable)	Ethnicity
Caucasian/White	Non-binary/Third gender	18-24	Freshman		Not Hispanic or Latino or Spanish Origin
N/A	Female	18-24	Junior	Turkey	Not Hispanic or Latino or Spanish Origin
Black or African American	Female	18-24	Freshman		Not Hispanic or Latino or Spanish Origin
Caucasian/White	Female	18-24	Junior		Not Hispanic or Latino or Spanish Origin
Asian	Female	18-24	Senior		Not Hispanic or Latino or Spanish Origin
Caucasian/White	Male	18-24	Senior		Not Hispanic or Latino or Spanish Origin
Asian	Female	18-24	Sophomore	China	Not Hispanic or Latino or Spanish Origin
Asian	Male	18-24	Junior	South Korea	Not Hispanic or Latino or Spanish Origin

Pre-Test Questions

We asked participants 3 pre-test questions to gather general information about them, as well as their experiences with the CCPD. The results of those questions are shown below:

1. **What are you studying?**

Industrial Design
12.5%

Fine Art
12.5%

Architecture
37.5%

Film
12.5%

Communication Design
25%

(Chart x)

2. Have you ever used the CCPD website before?

Yes
50%

No
50%

(Chart x)

3. **Have you attended any events organized by the CCPD previously, If yes how did you find out about it?** Typo

Particpant 1	No
Particpant 2	Yes, attaended a career fair. Gets info from them through email.
Particpant 3	Yes i have, I find it out through mostly email or sometimes my friend sends it to me.
Particpant 4	I went through career fairs and focus groups I found through email.
Particpant 5	Yes - career fair that was advertised in an email
Particpant 6	No
Particpant 7	No
Particpant 8	Yes, but not the career events. Attended an event is introduce CCPD and let students know

(Table x)

Post-Test Questions

After participants completed all tasks, we asked them 2 additional post-task questions. The results of these questions are attached below:

1. **Can you please give me three words to describe your experience with the CCPD website?**

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

Yes 37.5%

No 62.5%
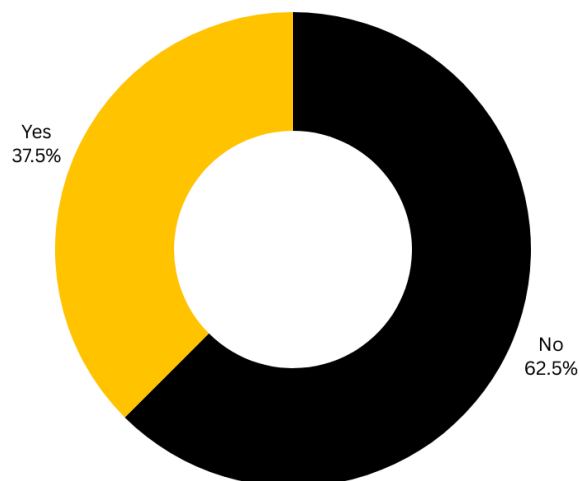
Analysis Process

During and after conducting each test, evaluators recorded their notes into a shared spreadsheet. Taking notes during the testing enabled our evaluators to have accurate notes. Recording sessions also helped with later note-taking, since each test could be revisited for more information or further clarification. As a group, we all made note of problems that came up for participants during testing on post-its. We then utilized the affinity mapping technique and grouped these post-its and labeled them by category. By doing this, we were able to identify the most common issues that participants encountered within the interface. The severity of these problems was discussed by evaluators. Based on frequency and severity, we were able to identify which problems to create design recommendations for. Our findings and recommendations will be outlined in the following section of this report.

Findings & Recommendations

Some participants had experience with the CCPD and those participants highly appreciated the services offered. Different participants had very positive remarks about:

- Finding internships through CCPD services
- Booking appointments for feedback on resume creation
- Attending events sponsored by the CCPD, including career fairs and focus groups

However, participants found navigating the CCPD site to be confusing and frustrating. At the end of our test, we asked users to provide us with three words to describe their experience with the site. This selection of words indicate overall participant sentiment:

"Frustrating" "Difficult" "Mundane" "Sterile" "Tedious" "Hard" "Redirected" "Vague" "Confusing"

Task	Avg Time	Satisfaction with ease of task	Confidence in task completion	Task Abandons
1	3:14	3	2.1	0
2	1:47	1.6	1.4	0

3	2:06	2.1	1.9	0
4	2:43	3.2	3.2	0
5	2:40	3.9	3.9	2

Averaged responses following each task. Lower numbers indicate better results - 1 is best, 5 is worst. Participants were given a warning at 3 minutes to wrap up.

Half of our participants stated that they did not find value in the CCPD site and would not be interested in revisiting it, with three stating they'd just rather go directly to Handshake and one stating that they would simply email the CCPD office for help. **While they value CCPD services, they find the current site too frustrating to rely upon.**

We feel that implementing the following recommendations will introduce value to the CCPD site and help students discover critical services more quickly.

Recommendation 1

The problem :

The side navigation bar is overcrowded with irrelevant information

During testing, it became evident that participants encountered significant challenges with navigation efficiency. One prominent issue identified was the overcrowded side navigation bar, which contained an excessive amount of irrelevant information. This abundance of content overwhelmed participants and made it difficult for them to quickly locate the information they needed. The website featured a surplus of content that fell outside the realm of career services, further complicating the navigation process. Thus participants reported spending excessive time navigating through irrelevant topic headers, resulting in frustration and inefficiency.
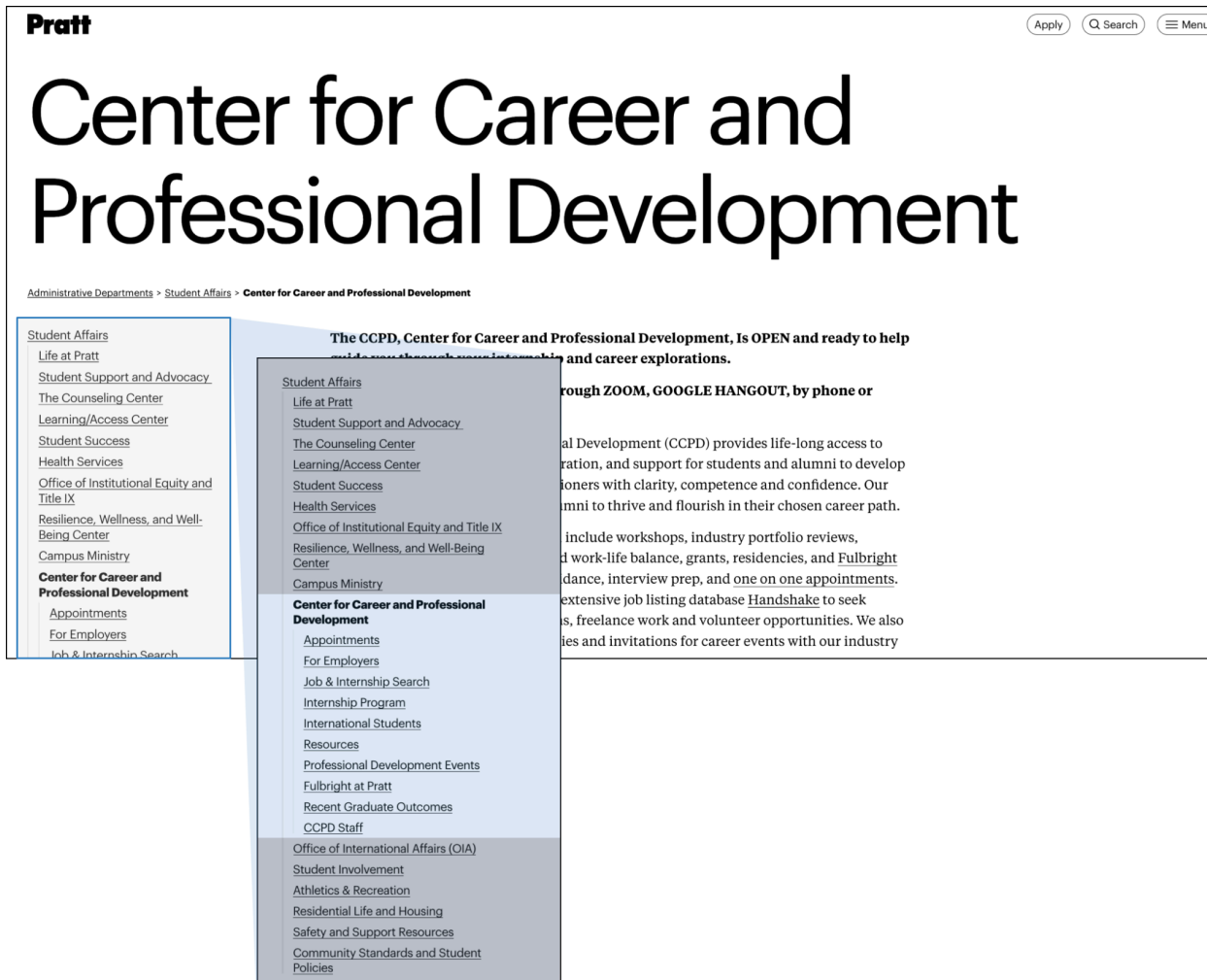
The sections shaded in a darker brown shade above and below the "Center for Career and Professional Development" header extend beyond the CCPD category. Yet, they remain visible on the main navigation screen within the CCPD webpage.

The Solution:

Remove non-CCPD-related content from the left-side navigation

The proposed solution is to streamline the user experience by removing content that falls outside the scope of CCPD. This involves retaining only the topics that align with the responsibilities of CCPD, ensuring participants have easy access to relevant resources and a clutter-free navigation experience aiding faster discoverability.
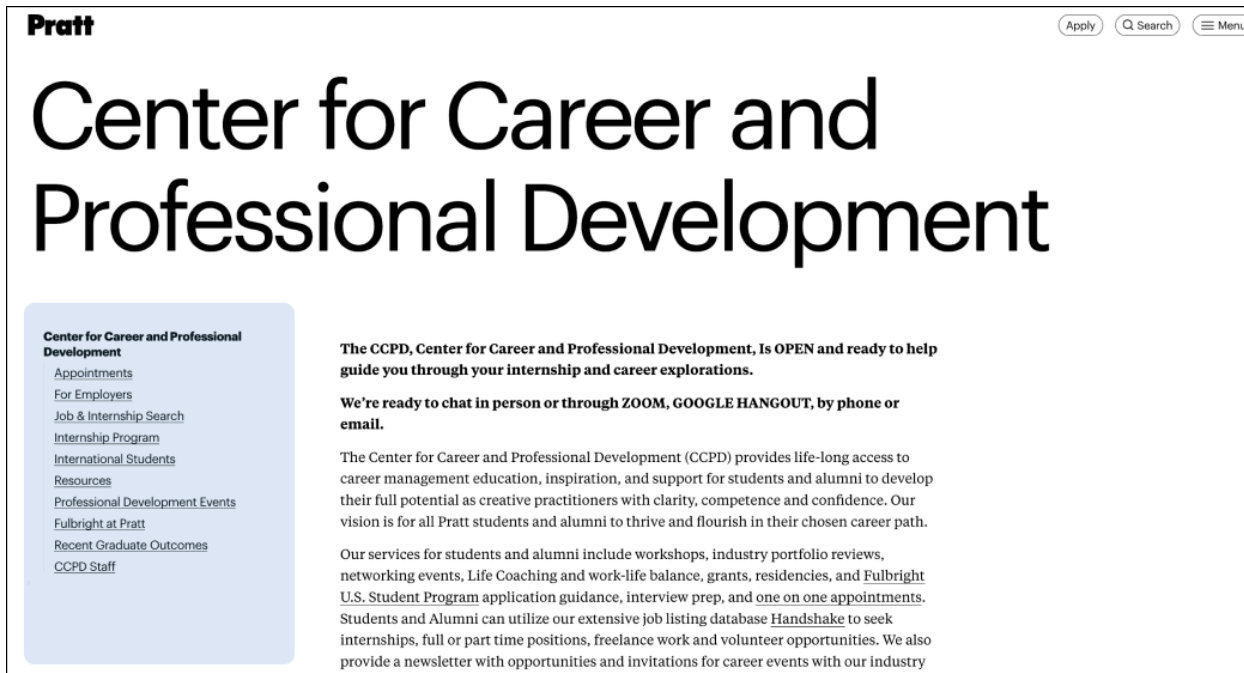
The main web page of CCPD now contains topics relevant to the department and its services. Eliminating any additional distractions to facilitate easy access to information.

Recommendation 2

[Lilly] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lacus sed turpis tincidunt id aliquet risus feugiat. Parturient montes nascetur ridiculus mus mauris vitae.

Recommendation 3

The problem :

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

When participants were asked to search for information related to resume services, portfolio updates, and workshops during Usability Testing, they spent a good deal of time searching for *any* reference to these elements on the CCPD site. One user stated, *"Sometimes when I hit these links, there are a lot of similar heading titles, and it feels like a puzzle that I need to sort through over a bunch of pages"*

Eventually, most participants clicked into the Appointments subsection and were redirected to the Handshake site, which presented additional frustrations; participants spent a lot of time clicking around searching for what they were specifically looking for. There are no navigational elements on

Handshake that clearly state "Resume Help Here" or "Portfolio Help Here" - users are required to search the site until they find a section that feels nearest to their need.
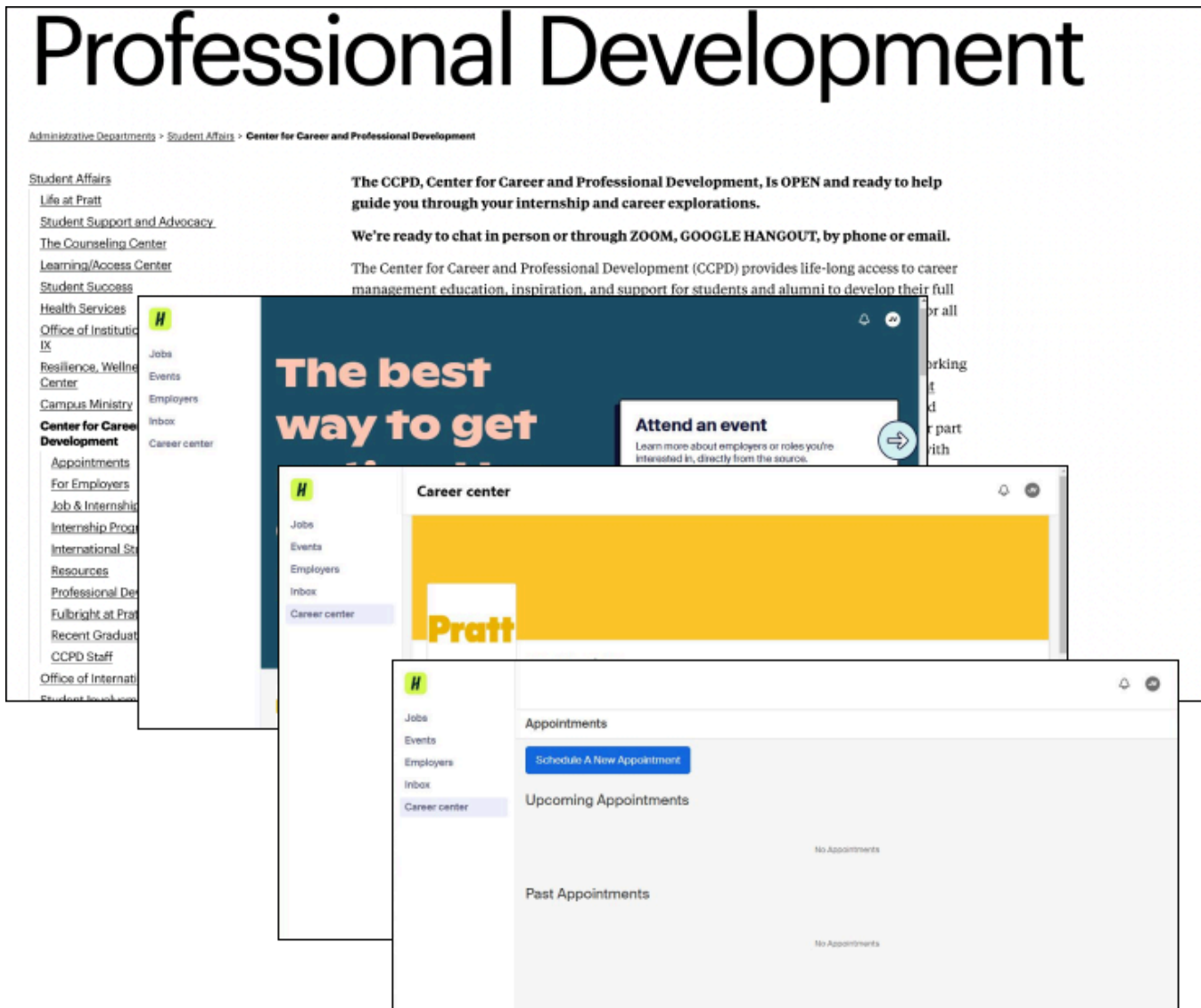
To find the appropriate section to book an appointment, users have to click multiple times, often hunting around in Handshake until they finally arrive at the right formula of clicks that meet their needs.

The solution :

Introduce deep links to the appropriate page in Handshake

Building on Recommendation 1, from the newly designed appointments page, **deep link** the appointments from their specific context (Resume, Portfolio) *directly* to the appointment group that relates to that context in Handshake. This eliminates the time, frustration, and multiple clicks that students encountered when they were trying to find specific appointment groups for these activities.

Note: a student will still need to go through the initial login process for Handshake if they are not logged in. New students or students who have never visited Handshake will be asked to create a new Handshake account, which is distracting.

*Introducing deep links to context-appropriate content - in this case, Resume help - takes users **directly** to the appropriate scheduling team, without needing an answer.*

Recommendation #4: Introduce CTA to CONTACT US at the top of every CCPD page

The problem

Participants encounter challenges locating essential information on various pages within the CCPD website. The absence of clear and prominent calls-to-action (CTAs) may impede participants' ability to quickly access contact information or seek assistance from CCPD staff, resulting in frustration and inefficient navigation.
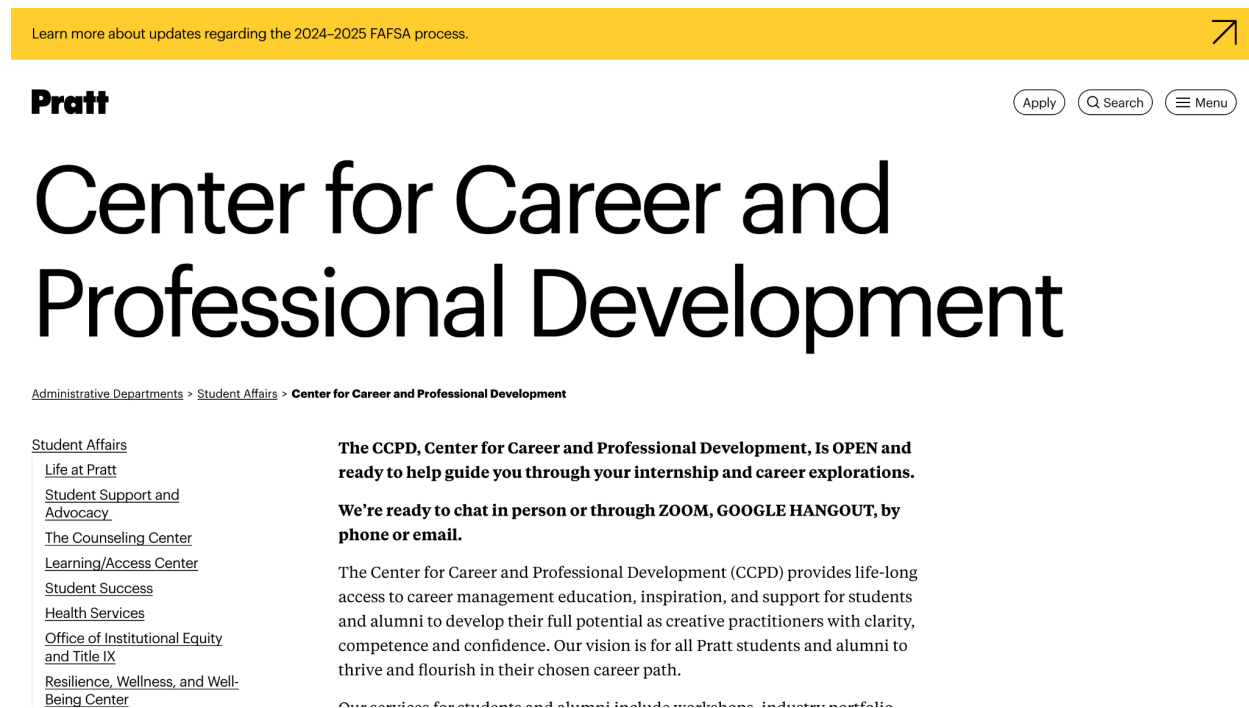
Our recommendation

Introduce a prominent and consistently placed call-to-action (CTA) button labeled "CONTACT US" at the top of every CCPD webpage. This CTA button is floating on the page and moves with user movement. It should stand out visually and provide participants with immediate access to contact information and support options, facilitating efficient communication with CCPD staff. This enhancement promotes a more user-centric approach to website design, ultimately contributing to a more positive user experience and greater engagement with CCPD services.
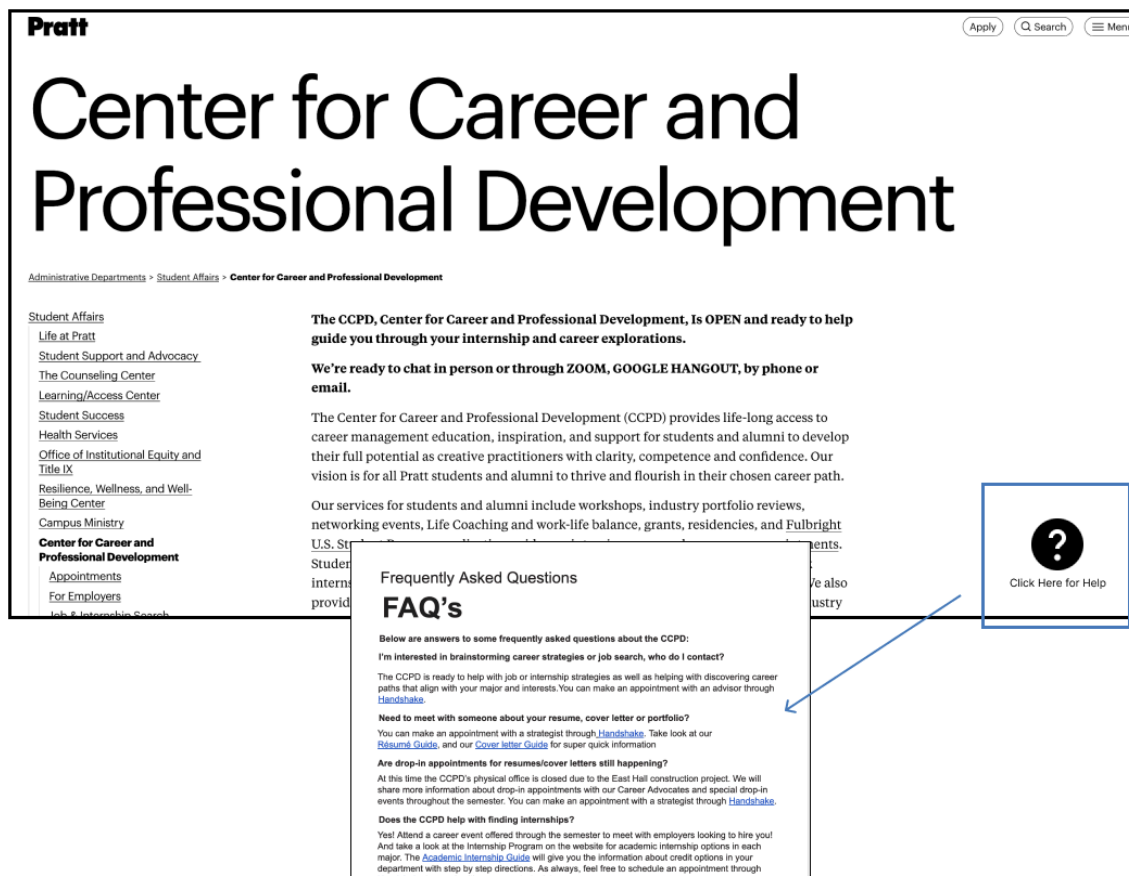
Recommendation #5: Add a share button for different events

The problem

The Handshake platform, utilized by Pratt Institute for accessing job and internship listings, lacks a share button feature for easily sharing events with peers, colleagues, or social networks. When we ask the user to find some events that benefit job finding, they find it hard to find the related events. This absence of a share button limits the ability of participants to disseminate information about upcoming events hosted by the Pratt Center for Career and Professional Development (CCPD) to their networks, potentially hindering event attendance and participation.
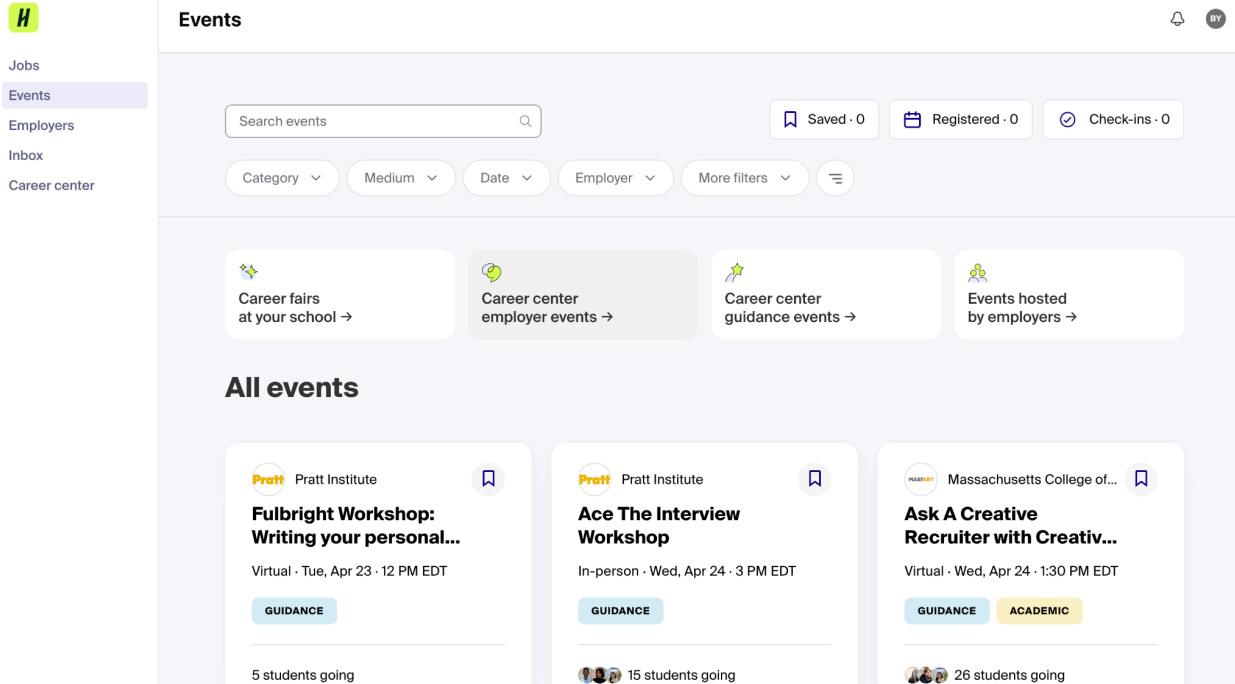
Our recommendation

Integrate a share button feature into the Handshake platform to allow participants to share event details with their networks easily. The share button should enable participants to share event information via email, social media platforms (e.g., Facebook, Twitter, LinkedIn), and other communication channels, enhancing event promotion and increasing attendance and engagement.
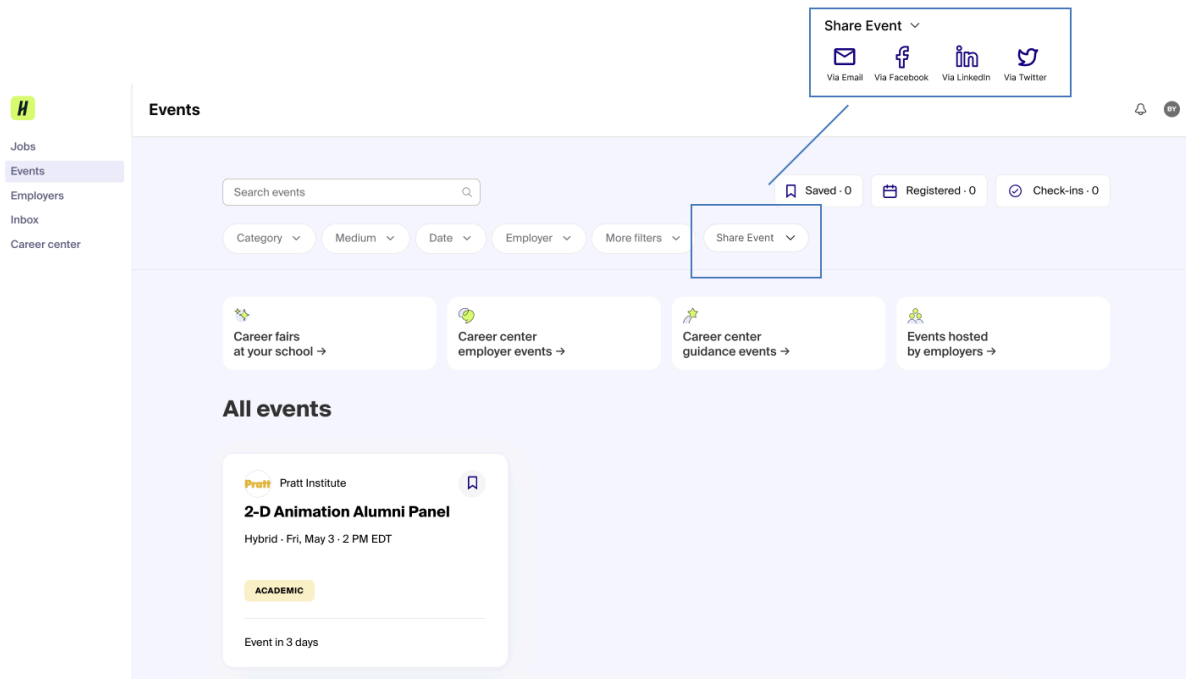
Conclusion

Pratt's Center for Career and Professional Development provides a wide array of useful, valuable services to students and alumni. In our User Testing we found that while participants were positive and appreciative of CCPD services, they were disgruntled with the experience of trying to find helpful resources through the current Pratt CCPD website. This project provided our team the opportunity to launch 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.

We feel that by moving the needle a bit at a time (and also observing the constraints that the current system places on changes), the CCPD can improve communications with students around critical services such as portfolio assembly, resume writing, and interview prep workshops. We consider that a) reorganizing content to be less dense and eliminating some imagery, b) introducing deep links to commonly requested services on Handshake, c) refining the left nav to be CCPD-focused, and d)

injecting buttons for immediate help are all opportunities to effect immediate usability improvements with low cost, high impact results.

References

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Appendix

	Lilly				Nidhi				John				Betty			
	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task
Pre-test Questions													Jinlin Wang	April 8, 1:30 PM	Wook Kim	April 9, 2:00 PM
What are you studying?	Architecture		Film		Communication on Design - senior year		Communications Design - Junior		Architecture		Architecture		Industrial design	About 30 mins	Fine art	About 40 mins
Have you ever used the CCPD website before, if yes, what have you used it for?	No		Have tried, used to find internships		Yes, Checked for hours of the CCPD and to book appointments to get feedback on resume and Website		No not directly but used handshake. Checked for appointments		No		Yes, once, I think I was browsing and clicking through. Just browsing for internship opportunities, etc		Yes, their major has link to CCPD, help them find internship and academic help		Use handshake before, but didn't intentionally use the website.
Have you attended any events organized by the CCPD previously, If yes how did you find out about it?	No		Yes, attended a career fair. Gets info from them through email.		Yes i have, I find it out through mostly email or sometimes my friend sends it to me.		I went through career fairs and focus groups I found through email.		Yes - career fair that was advertised in an email		None		No		Yes, but not the career events. Attended an event is introduce CCPD and let students know how to involved with enhance.
Task #1: If you are looking to apply to jobs soon, locate information on resume building and review services. From there, please check the meeting availability		more than 3 mins		1:18		3 min		3min		5 min (participant needed to sign up for Handshake so I allowed extra time)		4:20		About 3 mins		About 3 mins
General Observations:			Ended the task but did not end up in the right location. They said they were done in the google drive folder		Went to Handshake from the Pratt site and recognized pratt's career center and from there went and booked an appointment.Completed the task successfully. Need through the Appointment types from people offering it.		Went to a job and internship search and went to Handshake from there went to resources completely missed the first tab and went to other links and was about to give up found it in the last minute, due to alignment is wrong		Unfamiliar with CCPD, kept looking at left menu expecting a clear option for job seeking and resume building.		Took 2 minutes to find handshake, was hurting for it - found PDF on resume writing		Easy and quick and the task. She seems very familiar with CCPD		Familiar with how to book an appointment, since the tester has used it before.	
Post-Task Questions					Reason											
1. Overall, I was satisfied with the ease of completing this task? Very satisfied / Satisfied / Neither / Dissatisfied / Very dissatisfied	Very dissatisfied		Satisfied		Satisfied		UI difference in handshake is confusing compared to pratt and the pratts career center is so small i will miss it if i hadn't used it before. Dissatisfied		Its very frustrating because the links are not in a recognisable area so i already forgot where the handshake link is		Dissatisfied		4 - dissatisfied		very satisfied		Satisfied
2. Did you complete the task successfully? Definitely / Probably / Not Sure / Probably Not / Not at all	Not at all		Probably		Definitely		Definitely		Neither		5 - Not Sure		Definitely		Definitely	
3. Was there something different you expected to see on the screen?	Thought resume services would be under resources, or more clearly under appointments		Was confused that they were taken to a google drive link		I'm used to see more important things and not just an underline to tell its a URL. It will be helpful to have an extra indicator to tell this is what to do afterOtherwise people just skim through things so it will be beneficial.		Going to different tabs to find handshake is tedious		None		Seems like a lot of resources are thru handshake. Handshake didn't have a quick link on the left. It should be there, handshake is central place for all this info. Took too much time to learn this.		The user knows likehance, but on task 1, the user is using portfolio.pratt.edu. It is Behance also, but the indifferent name may confuse.		The user thought there would be a CV or resume review section separate on the page. The user hopes to see more direct keywords on the page.
Task #2: 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.		58 Seconds		1 minute 3 seconds		1 min		1 min		2:16		3:00		About 2 mins		About 3 mins
General Observations:			Again, ended the task early feeling confident but did not end up in the right area		She said she does directly go to handshake because thats where they post jobs. Finished the task successfully by going to events on handshake		went to events in the left bar of handshake		Again Handshake has all the info. Handshake page on CCPD site could be designed much better - what's with the blue box?		Likes handshake differentiation between different event types. Also visited Engage page, less about jobs more about events in		Still, find the information smooth and easy. spend some time reading these informations.		Try out few sections to find out the events
Post-Task Questions					Reason											
1. Overall, I was satisfied with the ease of completing this task? Very satisfied / Satisfied / Neither / Dissatisfied / Very dissatisfied	Very Satisfied		Very Satisfied		Very satisfied		Wanted things to be bolded or have them in different paragraphs as it quite difficult to see everything all linked in one paragraph and difference in UI Neither		all the events are under career center but events is a external tab in handshake		Very Satisfied		Satisfied		Satisfied		Satisfied
2. Did you complete the task successfully? Definitely / Probably / Not Sure / Probably Not / Not at all	Definitely		Probably		Definitely		Probably		Definitely		Definitely		Definitely		Probably	
3. Was there something different you expected to see on the screen?			Expected to see more on the actual website, instead of a bunch of external links		Be bolded and take to specific parts of handshake for a task		thought there is more events		None		Handshake flowed pretty well once he was there. Liked description on Handshake page.		Hoping to see an event section on the page? The user is more curious about what events CCPD had before or what events do CCPD have.		No "events" keyword on the homepage. The user may expect more directly navigation on the main page.
Task #3: 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.		1 minute 55 seconds		2 minutes 2 seconds		2 min 30 sec		50 sec		2:25		3:10		Over 5 mins		About 1 min
General Observations:			Pointed out the extra links on the side and that they were annoying to scroll past. Also said alot of tabs mean the same thing, but contain different info =		Was doubtful if workshops were events and vice versa. Went to handshake and career center and then under events recognised workshops		Went to events in handshake and found workshops				Once again back to handshake - really likes how he can set an appointment and they are divided by theme		Hard to find the workshop section if go back to the CCPD homepage. The user got stuck with that and didn't finish the task on time.		The user used the search bar to find out workshop. After the results shown, the user still takes sometimes to find out what task is needed	
Post-Task Questions					Reason											
1. Overall, I was satisfied with the ease of completing this task? Very satisfied / Satisfied / Neither / Dissatisfied / Very dissatisfied	Satisfied		Satisfied		Satisfied		Workshop and events are together and that's why it was confusing as here is no other title as workshop in itself Satisfied		say "workshops"		Very Satisfied		Neither		Dissatisfied		Very satisfied
2. Did you complete the task successfully? Definitely / Probably / Not Sure / Probably Not / Not at all	Definitely		Probably		Definitely		Definitely		Probably		Probably not - probably more services that I could have found		Not Sure		Definitely	
3. Was there something different you expected to see on the screen?	"the handshake thing is really offputting - i wish information was directly under resources"				words are interchangeable events and workshops.		i don't use the ratt website or handshake for events i just see if i get email		Maybe a share button or a link so that I could easily share this with a friend...		Don't think so..in some of these quick links on left menu of CCPD, they don't provide any services or value to me. Can we have clearer panel with clear links of services provided. HANDSHAKE LINK		No clear navigation to the work shop, even though there are many words to describe it. So probably should have a link in the text that can navigate the user.		It was not difficult but still tricky to find from the home page. The user searched workshop using the search bar but nothing related popup. Maybe use a few sentences on the home page or a small section to point out.
Task #4: You need to update your portfolio materials for a job interview you have coming up, and find information about portfolio services offered on the CCPD website.		more than 3 Minutes		more than 3 minutes		2 min 15 sec		4 min		1:13		3:15		4 mins		About 1 min
General Observations:			Said in the middle of the task, "can i just email someone"? They were getting a frustrated searching		Went to resources and said "I'm not sure where I need to go first" Went to drive but didn't find portfolio-related information. checked command F. Hence thought there is no information they booked appointment to get information		I don't see a services tab, went to the appointment and didn't find anybody for advice on the portfolio. went back to resources but didn't find anything in the doc of major career links. didn't understand what she was looking for				Looking for Google Drive link for resources but can't find it - took 2:30 to find it again..and then nothing about portfolio in these documents. Too hard to find portfolio info.		Could be hard to find on the homepage, if the user has not used CCPD before. But overall is very smooth.		The user searches portfolio in the bar, and a lot of text is shown. He needs to read over all the text and guess which part may contain portfolio reviewing.
Post-Task Questions																
1. Overall, I was satisfied with the ease of completing this task? Very satisfied / Satisfied / Neither / Dissatisfied / Very dissatisfied	Very Dissatisfied		Neither		Satisfied		As there were multiple links i was confused as to where to go Very dissatisfied		went to resources, job and internship search didn't find anything		Very dissatisfied		Dissatisfied		Satisfied		Satisfied

	Lilly				Nidhi				John				Betty			
	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task	Participant A	Time on task	Participant B	Time on task
2.Did you complete the task successfully? Definitely / Probably / Not Sure / Probably Not / Not at all	Not at all		Probably		Probably		Not at all		Not at all		Not Sure		Probably		Definitely	
3. Was there something different you expected to see on the screen ?	Yes, she was expecting there to be a spot to upload portfolio vs enhance portfolio. Behance was causing her a lot of confusion		Got confused once they got to handshake, but enjoyed that all the appointment catgeories were there		main thing was segregating the links and resources that would help me		i couldn't find anything portfolio word		I expected to see resume review or portfolio review separately on the left side menu. it should be separate.		Portfolios are big part of what we produce, feels like ther should be more emphasis on CCPD home page.		The appointment can schedule someone to help or it can be submitted by yourself.		On homepage mentioned a portfolio review, but no link was attached to the text. So the user is thinking maybe under handshake. He goes to handshake, there is also no clear section, and navigates to portfolio review.	
Task #5: You are trying to find your alumnus for advice regarding your career, and see if the CCPD has any resources to foster these connections.		2:54 - abandoned task		1:53 - abandoned task		3 min 20 sec		3 min		2:12		3:05		About 2 mins		About 3 mins
General Observations:			Abandoned task and said they would rather send an email in real life, rather than search every sub tab of the website and on handshake		Has never done it before, read the FAQ found one link that said alumnus and it took them to a faulty link on LinkedIn.went to handshake to check further didn't succeed		Didn't find alumni on pratt website.went to resources nothing there and finally went to footer saw the link and found the events page nothing there so though they will just email on the contact page		Struggled to find anything related to alum connections and based on prior searches gave up quickly		Clicked into Resources and found nothing about alums. Clicked Handshake. Back to CCPD. Nothing about connecting to fellow alumns		Easy to finish		Easy to find.	
Post-Task Questions																
1. Overall, I was satisfied with the ease of completing this task? Very satisfied / Satisfied / Neither / Dissatisfied / Very dissatisfied	Very Dissatisfied		Very Dissatisfied		Very dissatisfied		Dissatisfied		Very dissatisfied		Dissatisfied		Very satsfied		Satisfied	
2.Did you complete the task successfully? Definitely / Probably / Not Sure / Probably Not / Not at all	Not at all		Not at all		Not at all		Probably Not		Not at all		Not at all		Definitely		Definitely	
3. Was there something different you expected to see on the screen ?	Clicked on all the subheadings and couldnt find anything. Kept being directed to handshake, but was unsure how to navigate it.		Thought theyd have more resources on the actual website. "Theres only a little bit of helpful stuff"		Block text with direct link or something in the dropdown		i expected to see events with alumni		Maybe a get in touch link? Maybe a list of people who graduated, maybe a handshake menu? If alumni can't keep Pratt emails how do we get in touch with them? Do they have their emails still, how do we get in touch with them?		Wasn't clear how to provide connections to alumni, should be more clear? Is there a database of alumni that students could find for internships or jobs?		N/A		The user hopes the appointment should be cataloged. Tell people which alumn will help you what.	
Post Test Questions																
Can you please give me three words to describe your experience with the CCPD website? (If they don't elaborate on why they chose words, ask them to do so)	Frustrating, Difficult, Mundane		Relatively intuitive, Craigslist		Sterile - lk they are trying to follow brand guidelines but everything is just dumped into one paragraph text. Experience - if you have no past experience its hard to do. Confusion - links are not very articulate		confusing- there was no consistent navigating system and information isnt categorised well Tedious Frustrating - i couldn't find information from these external link		Handshake Hard n/a		redirected, vague, confusing		Clean, information is clear, so efficient. And it is helpful. Can't give any negative words.		Helpful and clear for a handshake in terms of the serve they offer. But the confusion seems to begin whenever enter the homepage. The introduction and how they are linked to handshake.
Considering your experience with the current CCPD website, would you be inclined to revisit it?	No, said she'd rather email someone and ask them for help		Yes, for help with internship searching		No		I will just go to handshake		No		i just get emails anyways so no		Maybe now that I have made the Handshake account, I'd check out the workshops, but if I didn't have this seson today, I would not have visited Handshake before today's session.		Not sure how much value CCPD section really has. I'd def revisit Handshake for things.		The user will and is revisiting it. Good for finding people to get help with jobs and academics.		Yes, because currently, this is the only way to get help with a job and portfolio.
End session																
ANY OTHER NOTES OR OBSERVATIONS TO BE ADDED RIGHT AFTER THE TEST , WHEN IT IS FRESH IN YOUR HEAD	Unfamiliar with the CCPD and Handshake as a platform. Very confused. Didn't read any of the text on the pages aside from the headings		"Sometimes when i hit these links, there are a lot of similar heading titles, and it feels like a puzzle that i need to sort through over a bunch of pages"						The menus on the left are confusing and not helpful - they don't show me what I need.		Lots of words, too dense, hard to find info. Handshake should be more up front.		CCPD's full name is harder to recognize than CCPD itself.		The user also gets stuck and is not sure if he is doing the right task required or not. Because the navigation of the website confused him a lot