Student Guide survey results

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Background of the project and next steps

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Student Communications

Content

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- ➢ **Survey results**
- ➢ **Next steps**

Background for the project

Why the change from Into to Student Guide?

Why

- **Current Into platform Confluence obsolete and expensive**

- **Improving accessibility**
  - Accessibility non-existent with Into
  - Drupal (aalto.fi platform) accessible

- **Possibility for interfaces with other systems (Sisu, Salesforce)**

- **Aalto.fi optimized to work for phones, as well**

Why now?

- **Discussed for years**

- **Into platform prices increased significantly from 2023 on**
  - Other changes to the platform coming, as well

- **We did not want transfer to happen in stages over time**
  - Information in two places → difficult to use

- **We wanted a time when**
  - Use would not be too critical (graduation, orientation, application)
  - Transfer work could be completed beforehand
    - (most Learning Services personnel on holiday during summer)

Why aalto.fi?

- **Many options discussed**
  - MyStudies platform Salesforce
  - Hybrid between Salesforce and aalto.fi platform Drupal

- **Aalto.fi chosen**
  - Drupal support is in-house
  - Salesforce not for storing information and updating it
  - Improving the user experience to be in line with the Aalto brand and visual identity
  - One place where all students and prospective students can find information related to their studies
  - Better experience from applicant → student → alumni

How was student perspective included?

- **In autumn 2021, Learning Services (LES) conducted a Service Design project on student communications**
    - Students, LES personnel participated
    - These results formed the road map for the Student Guide

- **In spring 2022, we made a mock-up of the Student Guide and asked for feedback from students, LES and academic personnel**
    - Based on the results, we held a workshop to form the navigation of the Student Guide and programme pages

- **The Into transfer project employed 4 student interns from Aalto**

- **Illustrations by an Aalto student**

Aalto.fi (Drupal) structure

- **Aalto.fi doesn't have a hierarchical page structure.**
  - vs. Into which had a tree structure
- **The website is structured around hubs**
- **Hubs**
  - Pages
    - Different page types
- **Advantage because not all subpages are visible**
  - Into criticized due to too many menu items (hard to find relevant information)
- **Disadvantage because tree structure is not possible**
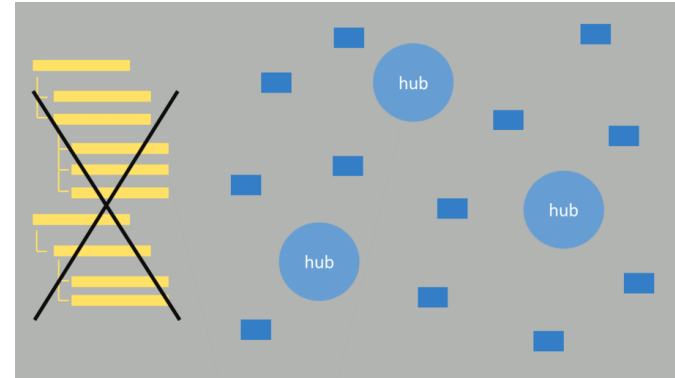
Student Guide structure

- **Having more structure, navigation was a priority**
  - Student Guide done with Drupal technology and hubs
  - More hierarchy with navigations

- **Aalto.fi is designed for mobile**
  - Number of items in navigations limited to 5 (in top headers and subheaders)

- **Top navigation**
  - Similar to Into
  - Topics relevant to all students
  - Titles also from surveys

- **Programme page with subpages**
  - Programme navigation same for all programmes

Student guide principles

- **Very similar to Into**

- **All information is public**

- **Student news (from Aalto) on Student guide**

- **Site is easy to navigate**
  - Navigation is standard for all pages, programme navigation is standard

- **Student can find people to contact and can send feedback directly to the content owner on a page**

- **Information is in three languages**
  - Accessible to everyone and discoverable in search

Student Guide survey results and actions

Development based on last survey

- **Previous survey in the spring of 2023**

- **Short address to Student Guide (students.aalto.fi)**

- **Link to Student Guide on the aalto.fi front page and schools' pages**

- **Development of the aalto menu**

- **Developing the Student Guide front page**
  - Quick links to filtered views of the programmes

- **Instructions on how to use the site**
  - More specific general instructions, FAQ

→ **Feedback collected permanently on each page, continuous development**

Results of the Student Guide survey

- **Questionnaire open Oct 11 – Nov 10**

- **69 replies, more than half students**
    - Bachelor's students 28%
    - Master's students 45%
    - LES 23%
    - Academic staff, doctoral students 1%

- **Most replies from ARTS**
    - ARTS 31%, BIZ 10%, CHEM 5%
    - ELEC 7%, ENG 12%, SCI 22%

Results of the Student Guide survey

- **Critical feedback but results gotten better from spring**
  - Previous survey in Feb-March of 2023

- **Similar results to spring but negativity is less severe**

- **In general, finding information is easier than in the spring**

- **There was a feeling that the structure had changed from Into**
  - Potential reasons:
    - Into was familiar and users had learned a path to the information they need
    - Misremembering Into logic, navigation
    - Some paths available on Into are no longer available

Finding the Student Guide

Finding the Student Guide is
Number of respondents: 69
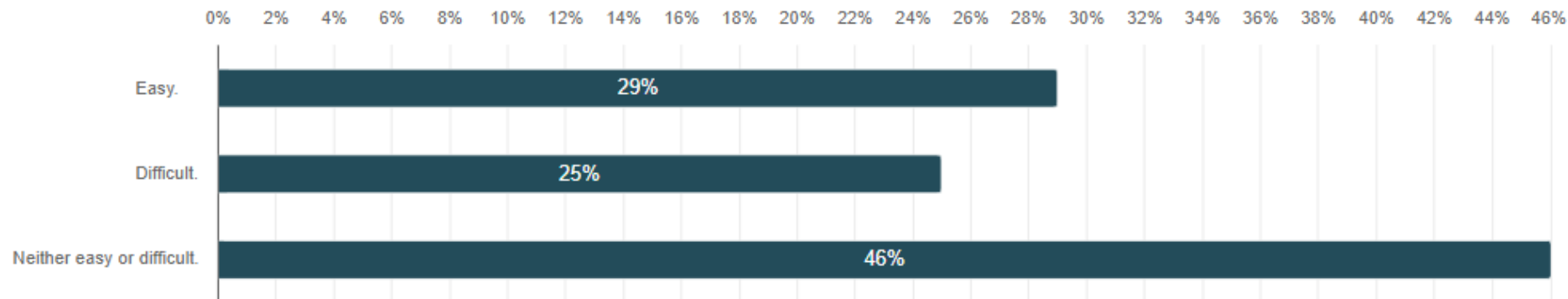
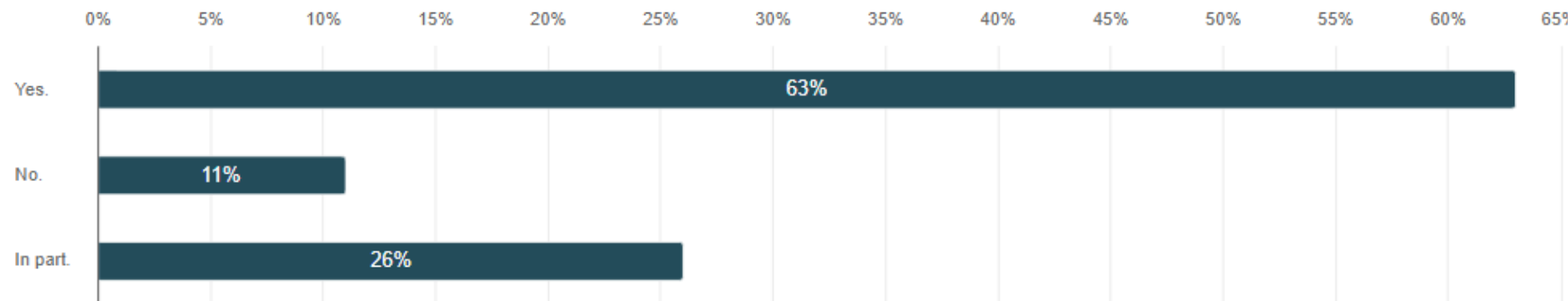|	n	Percent
Easy.	20	29.0%
Difficult.	17	24.6%
Neither easy or difficult.	32	46.4%

Finding the Student Guide

If you visit the page to find specific information, can you find the information needed?
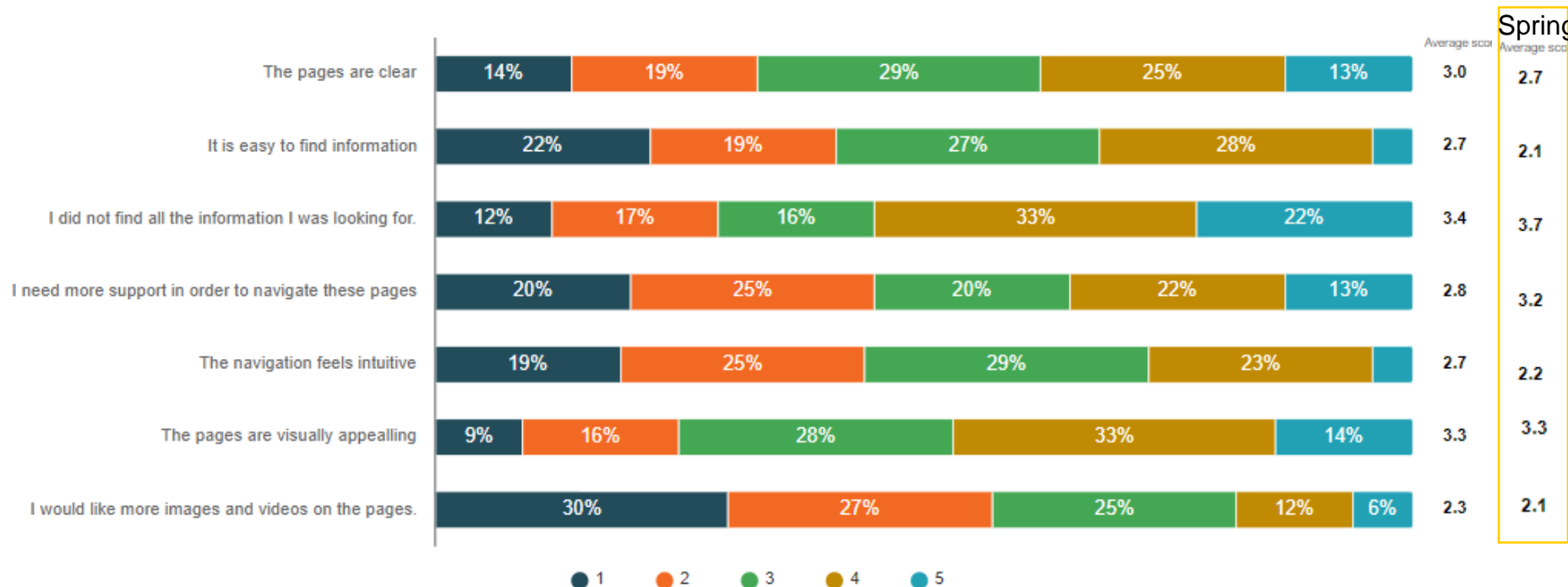Number of respondents: 54

	n	Percent
Yes.	34	63.0%
No.	6	11.1%
In part.	14	25.9%

Opinions on the Student Guide

What do you think of the Student Guide

Please give an overall rating for the Student Guide and the pages in the main navigation menu. Please exclude the programme pages from the rating as they are rated in the next question.1: strongly disagree; 5: strongly agree

Number of respondents: 69

	1	2	3	4	5	Average score	Spring Average score
The pages are clear	14%	19%	29%	25%	13%	3.0	2.7
It is easy to find information	22%	19%	27%	28%		2.7	2.1
I did not find all the information I was looking for.	12%	17%	16%	33%	22%	3.4	3.7
I need more support in order to navigate these pages	20%	25%	20%	22%	13%	2.8	3.2
The navigation feels intuitive	19%	25%	29%	23%		2.7	2.2
The pages are visually appealling	9%	16%	28%	33%	14%	3.3	3.3
I would like more images and videos on the pages.	30%	27%	25%	12%	6%	2.3	2.1

● 1　● 2　● 3　● 4　● 5

A? Aalto-yliopisto
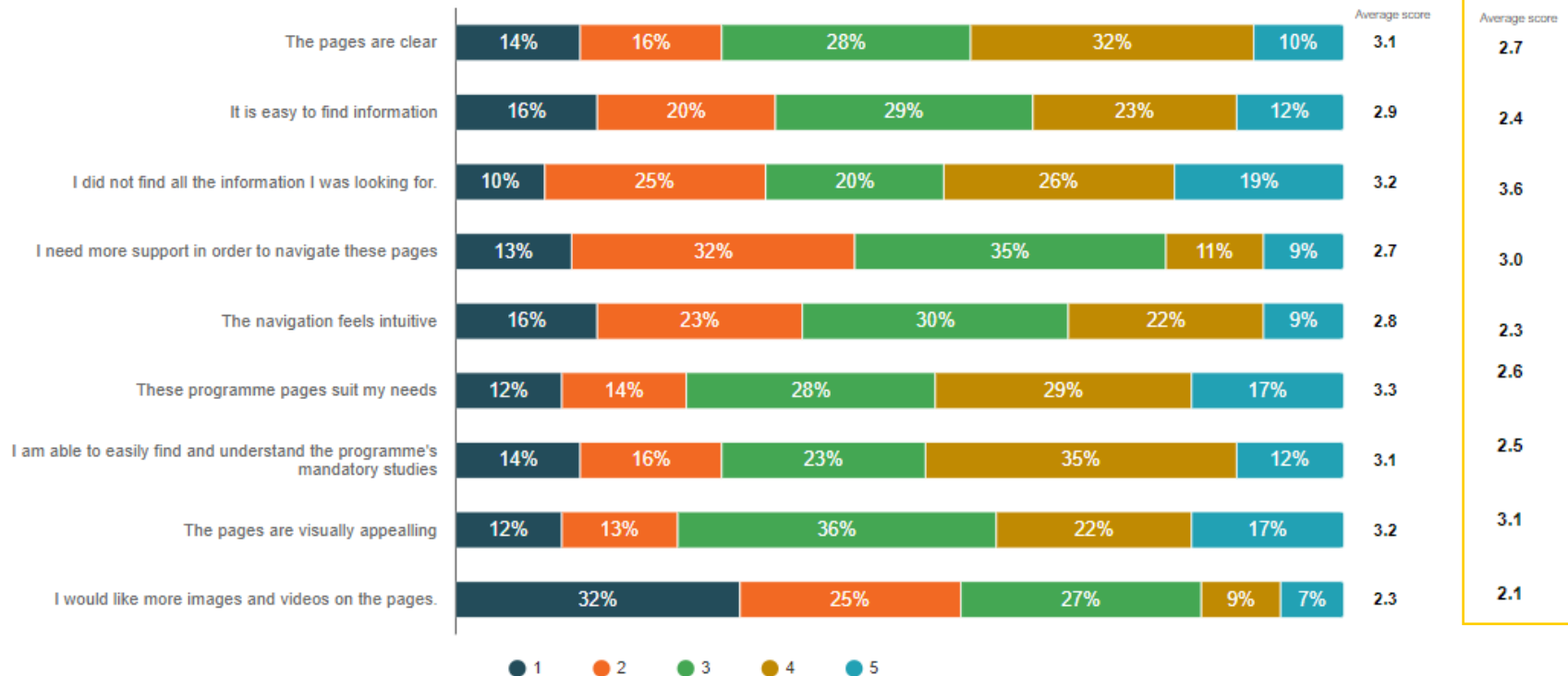Aalto-universitetet
Aalto University

Opinions on the programme pages

What do you think of the programme pages

The programme pages give information on topics such as the programme's orientation for new students, curriculum and graduation. If you haven't visited any programme pages, you can see this page for an example before answering the questions: https://www.aalto.fi/en/programmes/masters-programme-in-building-technology.1: strongly disagree; 5: strongly agree

Number of respondents: 69

Statement	1	2	3	4	5	Average score	Spring Average score
The pages are clear	14%	16%	28%	32%	10%	3.1	2.7
It is easy to find information	16%	20%	29%	23%	12%	2.9	2.4
I did not find all the information I was looking for.	10%	25%	20%	26%	19%	3.2	3.6
I need more support in order to navigate these pages	13%	32%	35%	11%	9%	2.7	3.0
The navigation feels intuitive	16%	23%	30%	22%	9%	2.8	2.3
These programme pages suit my needs	12%	14%	28%	29%	17%	3.3	2.6
I am able to easily find and understand the programme's mandatory studies	14%	16%	23%	35%	12%	3.1	2.5
The pages are visually appealing	12%	13%	36%	22%	17%	3.2	3.1
I would like more images and videos on the pages.	32%	25%	27%	9%	7%	2.3	2.1

● 1   ● 2   ● 3   ● 4   ● 5

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Conclusions

- **Aalto.fi and the role of Student Guide in it are seen as difficult**

- **Users like the look of the Student Guide**
  - At the same time, people don't want more visualizations but perhaps more colors

- **On the one hand, people find the pages to be clear but information hard to find**

- **There are still links to Into on the Student Guide which make finding the correct information difficult**

Analysis of the results

- **Getting used to a new system is difficult and takes time**
  - The new interface is seen as more difficult than Into
  - Student Guide seen as completely different

- **Knowing what information is on the programme page and what is included in the curriculum is difficult**
  - Some information looked for in the wrong place
  - Curriculum seen as only major studies

- **Old links and behavior models make the use of the new interface more difficult**

- **Users want aalto.fi content to be more differentiated**
  - Especially application pages confusing

- **Users want language versions to be automatic**

Non-viable suggestions

- **Going back to Into not possible**

- **Re-direction from Into not financially, logically sensible**
  - Google and links direct to Student Guide

- **Duplicating Into structure not possible or wanted**
  - More unification wanted
  - Not as many links in navigation

- **Navigations cannot be changed completely**
  - Technically the possibilities are limited
    - Technical features/limits from Drupal and accessibility
  - Poor user experience and difficult to change structure completely at this point

Short-term development

- **More visualizations under construction**
  - More distinct identity for the Student Guide
  - Degree structure visualizations
- **Technical fixes**
  - Majors discoverable in search, programme filter page

- **Discovering the possibility of linking directly to the correct programme language version**

→ **Feedback collected permanently on each page, continuous development**

Long-term hopes

- **Recommendation for content to be unified to improve findability**
  - E.g. graduation, thesis instructions same for all students
- **More integrations**
  - Sisu
  - MyStudies

- **More personalized experience**
  - News
  - View
  - Direct link to programme
- **Developing application pages and student pages in tandem**