Website Usability Survey

Findings Report
March 2021

north west
regional college
Derry~Londonderry • Limavady • Strabane

Introduction

Your new college website

We have been working hard behind the scenes to enhance our College website so that we can provide you with the best possible service and user experience.

As part of our pre-launch activity we carried out a website usability survey to gauge user opinion. Participants were asked to review the beta site and complete an anonymous questionnaire.

The questionnaire focused on five key areas:

- About you
- Website design and usability
- Course information
- Navigating our website
- General comments

Your opinion matters to us

We have already introduced a number of changes and improvements to our website based on your feedback.

- More photos showing real students and College facilities
- Filtering system refined so search results are displayed dynamically when clicked
- Load times reduced
- New videos showcasing our campuses, facilities and College experience
- Fee information made more prominent
- Modules included in course profile
- 'Home' link added to main menu
- Community and Business Support sections added to homepage
- Naming of 'Wishlist' changed to 'Shortlist'
- Descriptive labels added to header icons (for desktop)

Thank you for your feedback

We wish to thank everyone who took part in this survey. We value and appreciate your time, input and feedback. This will help guide the continual development of our website moving forward.

To ensure transparency of process we have published a summary of the key findings and recommendations in this document.

100%
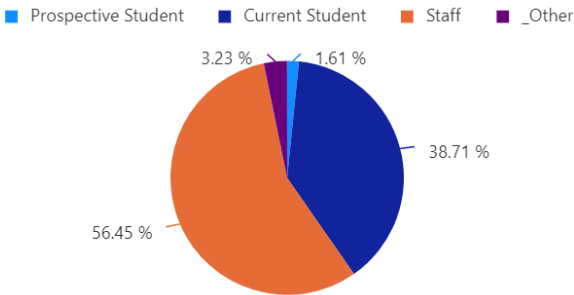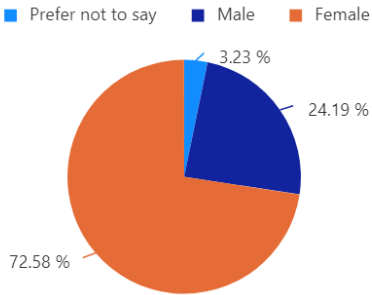said they would recommend NWRC to a friend or colleague.

Section 1:
About You

1. What is your affiliation with NWRC?

Option	Responses
Prospective Student	1
Current Student	24
Staff	35
_Other	2

2. Gender

Option	Responses
Prefer not to say	2
Male	15
Female	45

3. What is your age group?

Option	Responses
25-34	5
55-64	9
35-44	15
45-54	15
16-24	18
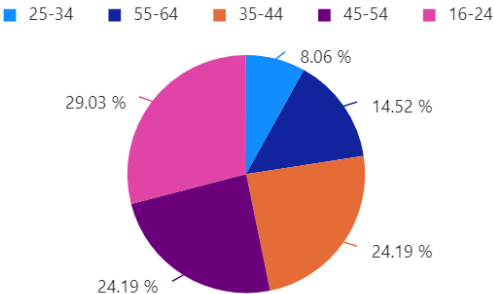
4. Which device do you use most often to visit the NWRC website?

Option	Responses
Tablet	1
Smartphone	11
Desktop or laptop computer	50

■ Tablet ■ Smartphone ■ Desktop or laptop computer

1.61 %
17.74 %
80.65 %
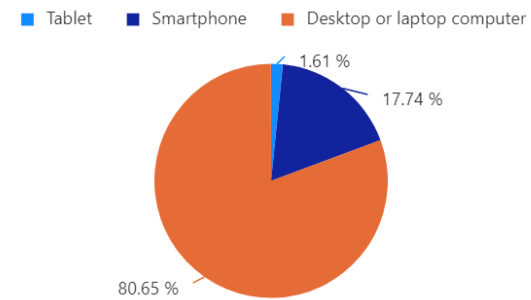
5. Did you experience any problems with the website while using this device?

Option	Responses
Yes	12
No	50

■ Yes ■ No

19.35 %
80.65 %
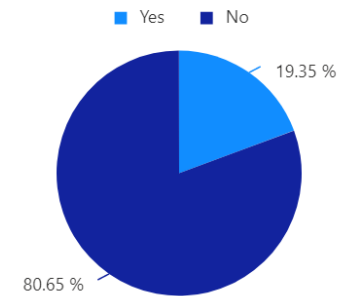
6. If YES please give details.

12
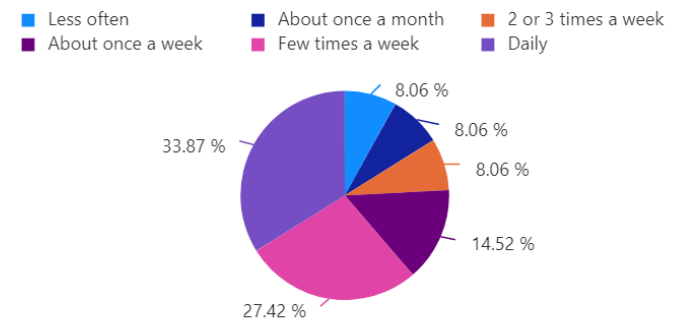Responses

Latest Responses

"very slow in loading and business page image all sretched"

7. How often do you visit the NWRC website?

Option	Responses
Less often	5
About once a month	5
2 or 3 times a week	5
About once a week	9
Few times a week	17
Daily	21

Legend:
- Less often
- About once a month
- 2 or 3 times a week
- About once a week
- Few times a week
- Daily

8.06 %
8.06 %
8.06 %
14.52 %
27.42 %
33.87 %

8. What are the top three reasons you visit the NWRC website?

Option	Responses
Events	14
Learning platforms	32
Campus and facilities	9
Courses	41
Contact information	21
News stories	13
Student Support	19
Students' Union	11
_Other	11
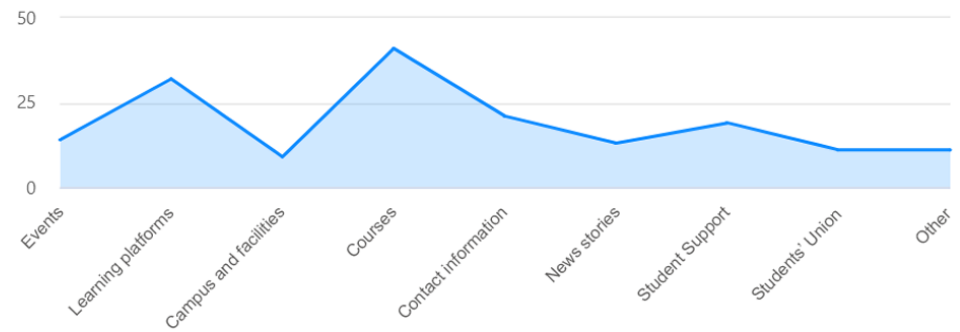
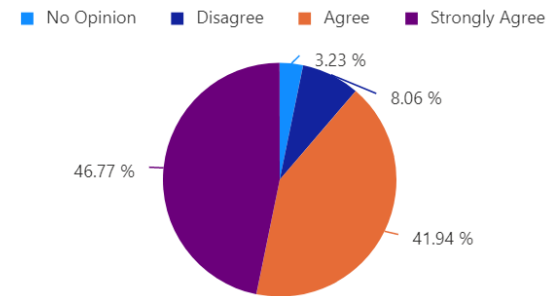# Section 2:
Website Design and Usability
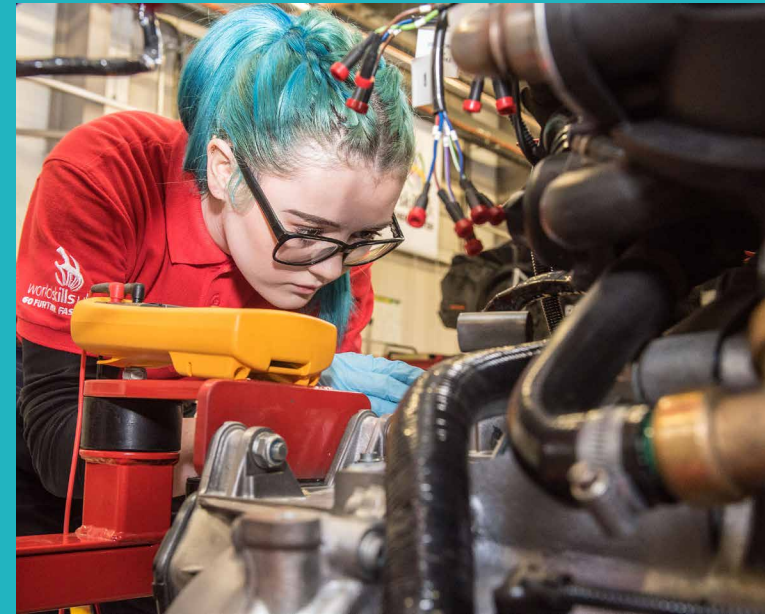
9. The website loads quickly and appears correctly on the devices I use.

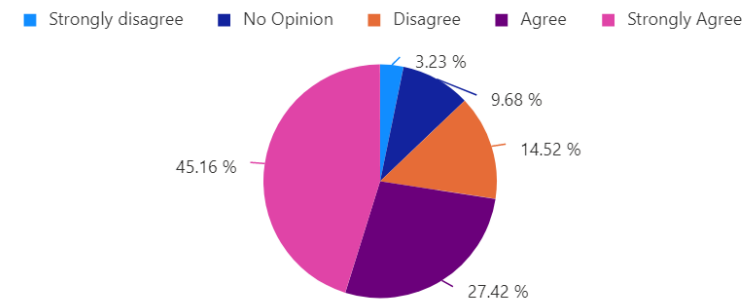| Option	Responses
No Opinion	2
Disagree	5
Agree	26
Strongly Agree	29

10. The overall design and appearance of the website is appealing and complements my browsing experience.

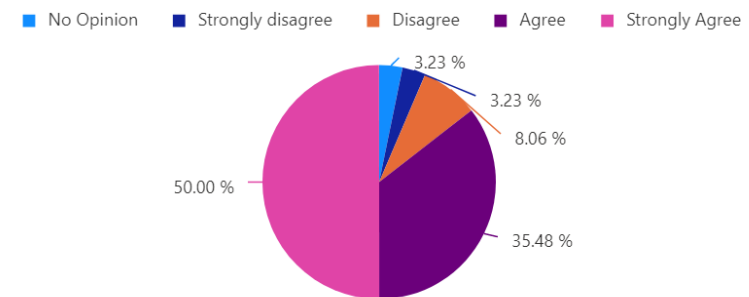| Option	Responses
Strongly disagree	1
No Opinion	4
Disagree	8
Agree	18
Strongly Agree	31
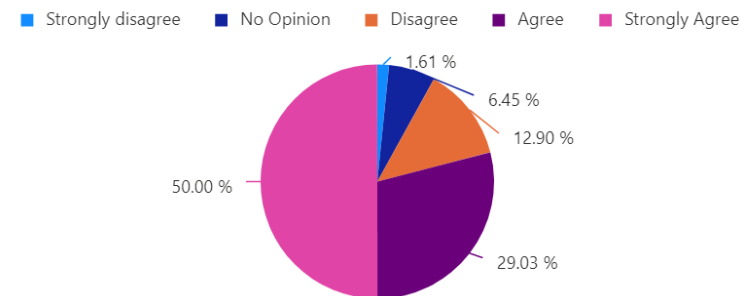
11. Images, fonts and colours are used approriately and consistently to enhance the website and do not distract from it.

Option	Responses
Strongly disagree	2
No Opinion	6
Disagree	9
Agree	17
Strongly Agree	28

Legend: Strongly disagree, No Opinion, Disagree, Agree, Strongly Agree

Pie chart values: 3.23 %, 9.68 %, 14.52 %, 27.42 %, 45.16 %

12. The website is easy to read and content is well presented.

Option	Responses
No Opinion	2
Strongly disagree	2
Disagree	5
Agree	22
Strongly Agree	31

Legend: No Opinion, Strongly disagree, Disagree, Agree, Strongly Agree

Pie chart values: 3.23 %, 3.23 %, 8.06 %, 35.48 %, 50.00 %

13. Photos, Graphics, Video and Animation are engaging and enrich my viewing experience.

Option	Responses
Strongly disagree	1
No Opinion	4
Disagree	12
Agree	21
Strongly Agree	24

Legend: Strongly disagree, No Opinion, Disagree, Agree, Strongly Agree

Pie chart values: 1.61 %, 6.45 %, 19.35 %, 33.87 %, 38.71 %
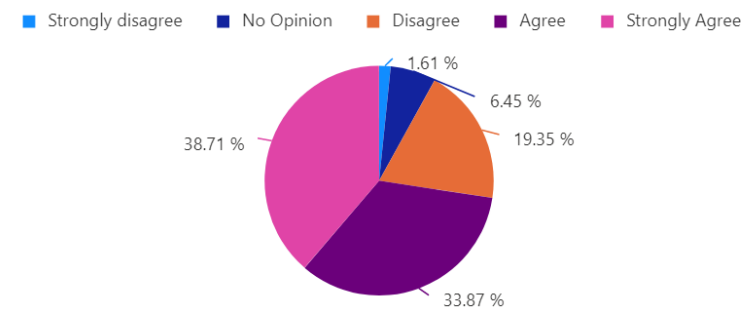
14. Content on the website provides meaningful, useful information.

Option	Responses
No Opinion	1
Disagree	5
Strongly Agree	25
Agree	31

No Opinion Disagree Strongly Agree Agree

1.61 %
8.06 %
40.32 %
50.00 %
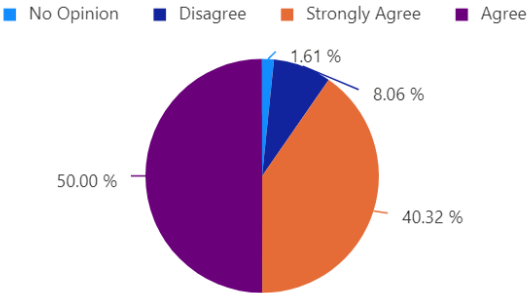
15. If I am visually impaired, I find the website caters for my requirements.

Option	Responses
No	7
Yes	32

No Yes

17.95 %
82.05 %
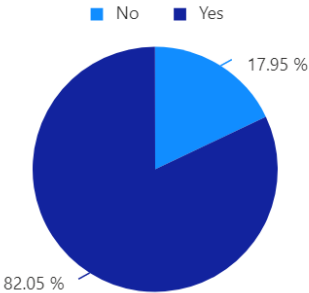
16. If NO please give details

7
Responses

Section 3:
Course Information

17. The course search is useful and returns the results I'm expecting.

Option	Responses
Strongly disagree	1
No Opinion	3
Disagree	6
Strongly Agree	24
Agree	28

Strongly disagree ■ No Opinion ■ Disagree ■ Strongly Agree ■ Agree

1.61 %
4.84 %
9.68 %
38.71 %
45.16 %
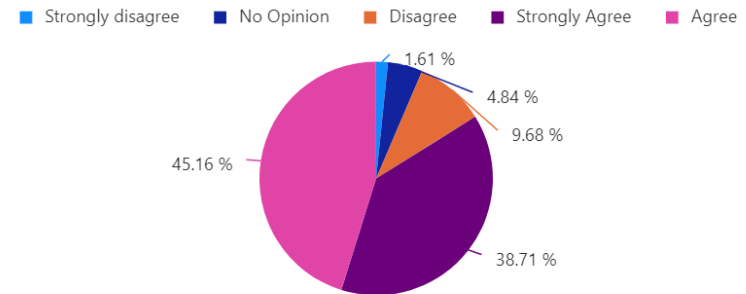
18. It is easy to refine my search using the Course A-Z and filters to help me find the results I want.

Option	Responses
Strongly disagree	1
No Opinion	4
Disagree	8
Agree	23
Strongly Agree	26

Strongly disagree ■ No Opinion ■ Disagree ■ Agree ■ Strongly Agree

1.61 %
6.45 %
12.90 %
37.10 %
41.94 %
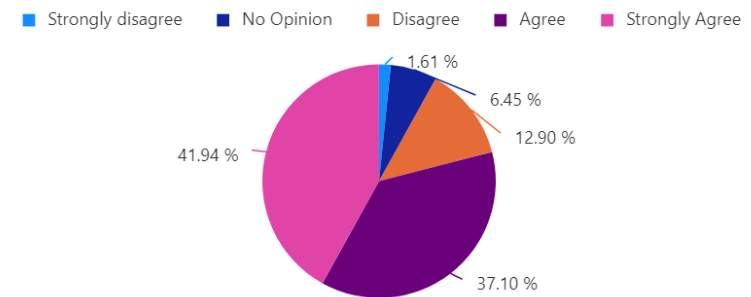
19. The Wishlist feature is a useful way for me to save and compare my favourite courses before I apply.

Option	Responses
Disagree	1
No Opinion	15
Agree	21
Strongly Agree	25

Disagree ■ No Opinion ■ Agree ■ Strongly Agree

1.61 %
24.19 %
40.32 %
33.87 %
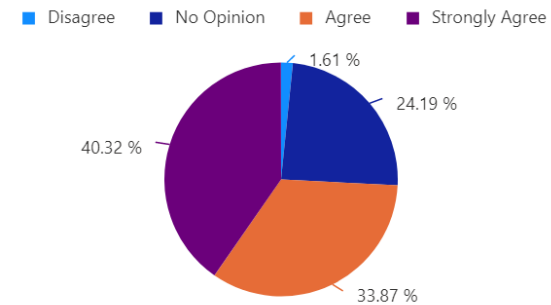
20. Course information is clear, helpful and interesting. It provides me with everything I need to make a decision about applying for a course.

Option	Responses
Strongly disagree	2
No Opinion	5
Disagree	7
Agree	24
Strongly Agree	24

Strongly disagree ■ No Opinion ■ Disagree ■ Agree ■ Strongly Agree

3.23 %
8.06 %
11.29 %
38.71 %
38.71 %
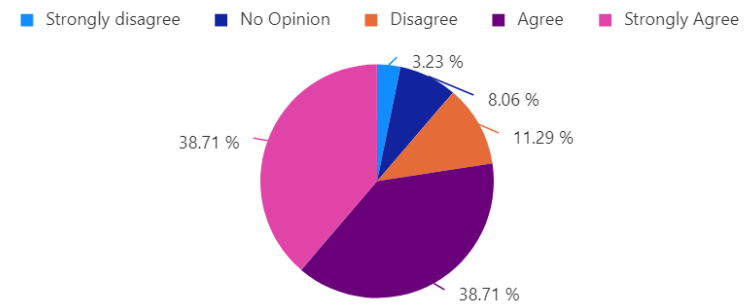
23. I prefer a printed prospectus when looking for a suitable course.

Option	Responses
Strongly disagree	2
Strongly Agree	7
Agree	10
Disagree	21
No Opinion	22

Strongly disagree ■ Strongly Agree ■ Agree ■ Disagree ■ No Opinion

3.23 %
11.29 %
16.13 %
35.48 %
33.87 %
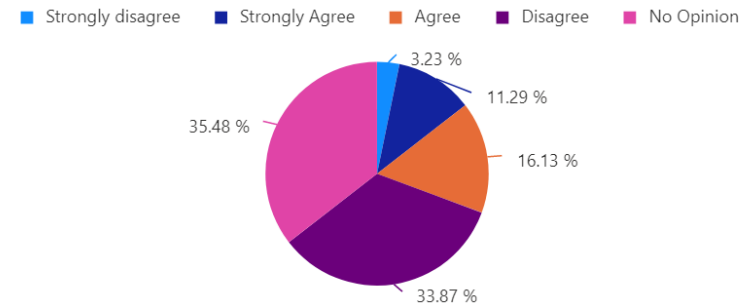
24. The online course search is more useful than the printed prospectus for finding a course and provides me with all the information I need.

Option	Responses
Strongly disagree	1
Disagree	8
No Opinion	13
Strongly Agree	15
Agree	25

Strongly disagree ■ Disagree ■ No Opinion ■ Strongly Agree ■ Agree

1.61 %
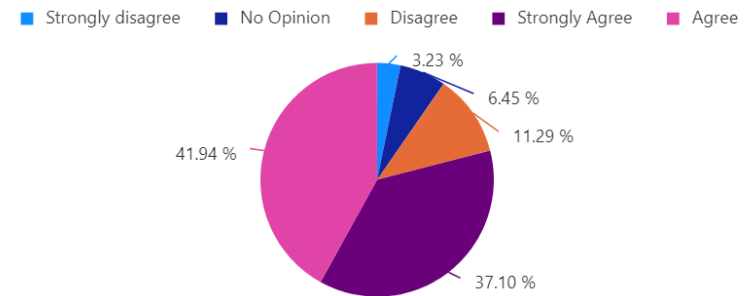12.90 %
20.97 %
40.32 %
24.19 %
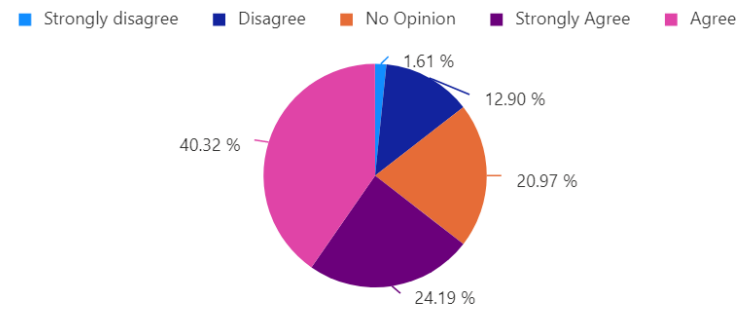
Section 4: Navigating our Website

25. The website works well. It is easy to find the information I need and navigate through the site.

Option	Responses
Strongly disagree	2
No Opinion	4
Disagree	7
Strongly Agree	23
Agree	26

26. The main navigation menu is well organised and comprehensive.

Option	Responses
Strongly disagree	1
Disagree	4
No Opinion	4
Strongly Agree	23
Agree	30
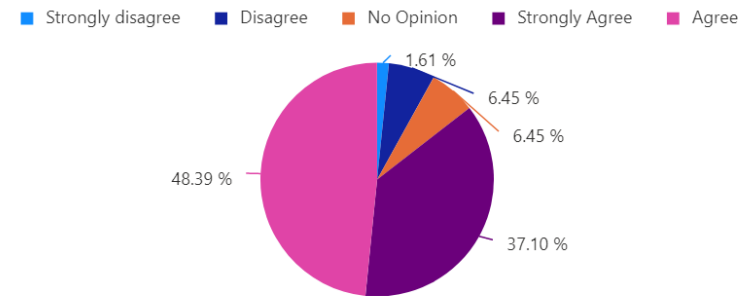
27. Links are easy to understand and clearly signpost / explain their destination.

Option	Responses
Disagree	1
No Opinion	5
Strongly Agree	24
Agree	32

Disagree ■ No Opinion ■ Strongly Agree ■ Agree

1.61 %
8.06 %
38.71 %
51.61 %
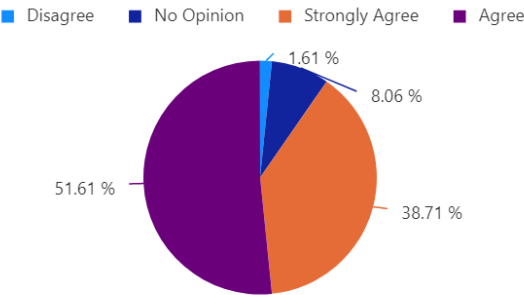
28. All navigation links work and are not broken.

Option	Responses
Strongly disagree	1
Disagree	6
No Opinion	11
Strongly Agree	17
Agree	27

Strongly disagree ■ Disagree ■ No Opinion ■ Strongly Agree ■ Agree

1.61 %
9.68 %
17.74 %
27.42 %
43.55 %
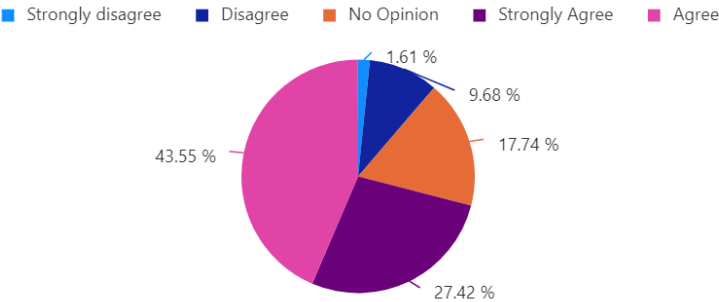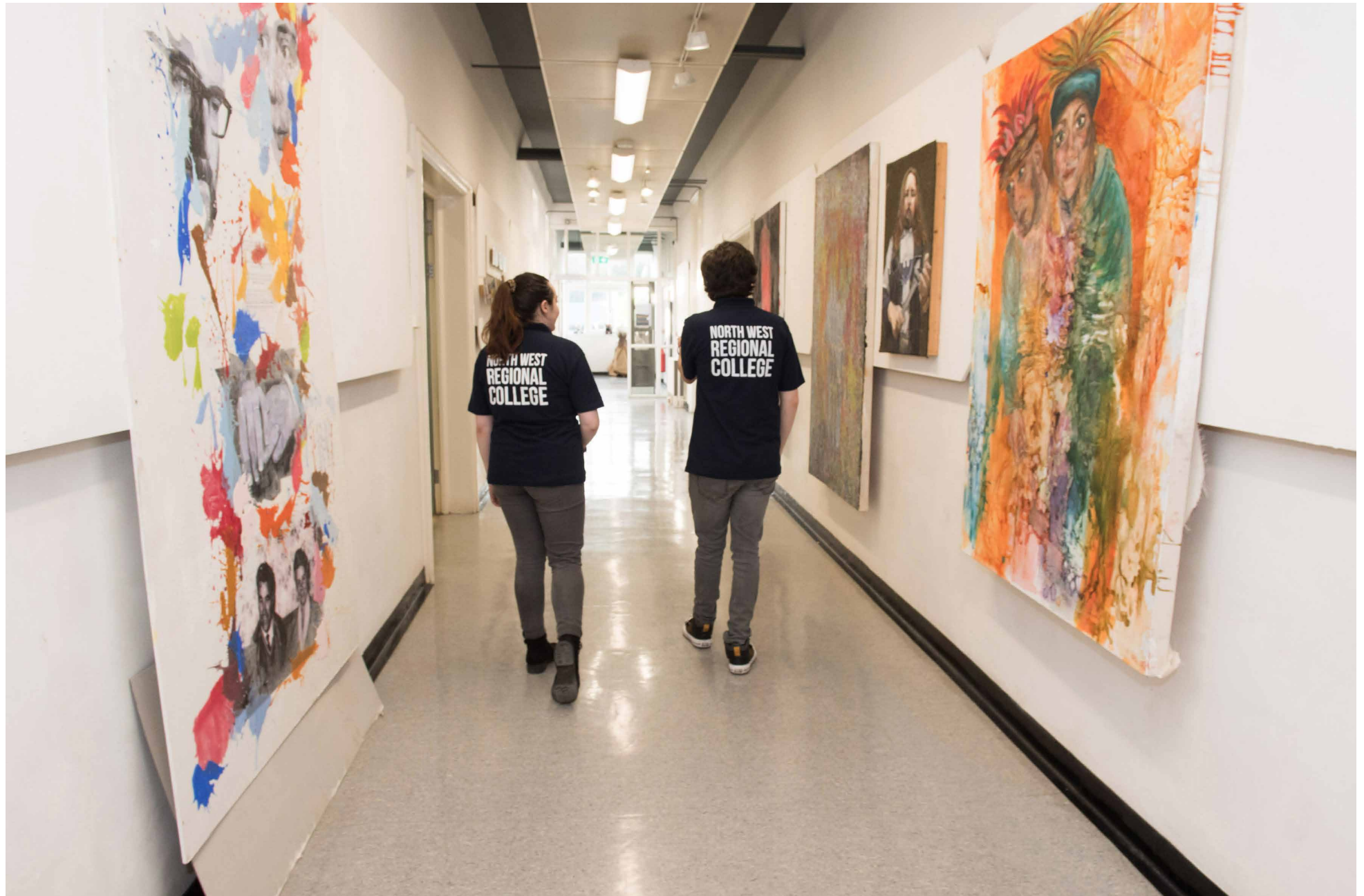
Section 5:
General Comments

29. What (if anything) would you like to see changed or added to the College website?

62

Responses

Latest Responses

"Load times can be slow. Some images are not the correct size for the device I'm using (Microsoft Surface) - e.g. the 'About Us' image is stretched"

"More images of the campus facilities would be good in the our venues section – images of the inside of labs, workshops, salons, restaurant etc.
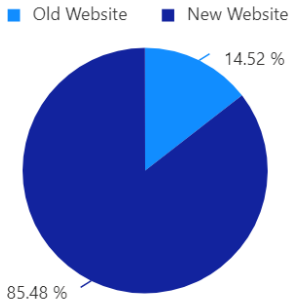
"A home page button would be useful"

"It would be good if we could also search for courses by subject area"

"I found 'Wishlist' a strange term, I'd use Shortlist personally"

30. Do you prefer the old or the new website design? Why?

Option	Responses
Old Website	9
New Website	53

■ Old Website ■ New Website

14.52 %

85.48 %

31. Please explain why you prefer the new website.

53

Responses

Latest Responses

"It is easier to navigate with less likelihood of error pages appearing"

"The colours makes it more outstanding and eye catching and I like the Wishlist so if anyone is interested in a course they could add it to the Wishlist and then go back to choose their favourite course!! It's also really easy to use"

32. Please explain why you prefer the old website.

9

Responses

Latest Responses

"Text on the new site appears smaller"

"Pictures of real students, not stock images"

33. Would you recommend NWRC to a friend or colleague?

Option	Responses
Yes	62

■ Yes

100.00 %

34. Please explain why you would not recommend NWRC.

This question does not have any responses.

35. Please explain why you would recommend NWRC.

62

Responses

Latest Responses

"Amazing opportunities for upskilling/training"

"As someone who never considered NWRC as an option to begin with, I feel it is the best thing I've ever done. I have learned so much and the staff are all really friendly and helpful."
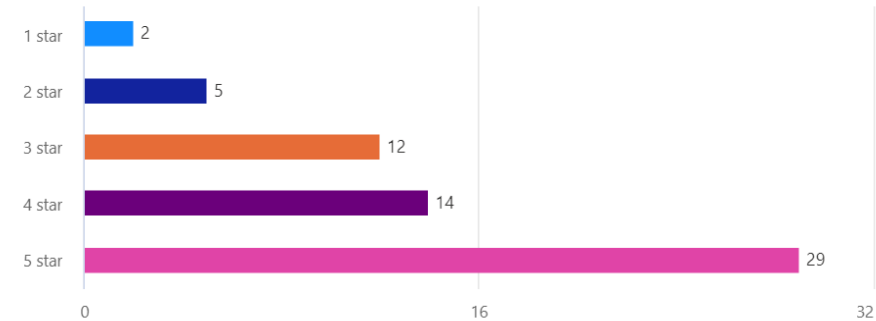
"The College has many courses available and offer some of the best part-time courses"

"Brilliant facilities!"

36. Overall, how would you rate the new NWRC website?

★ ★ ★ ★ ☆

4.0 Average Rating

Rating	Value
1 star	2
2 star	5
3 star	12
4 star	14
5 star	29

0   16   32

Thank you for your feedback.

If you have any questions or comments on the results of this survey, please email **marketing@nwrc.ac.uk**

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