

**UCSF Police Department
Website Focus Group #1 Analysis
December 11, 2008**

SUMMARY OF FINDINGS

All users successfully completed all scenarios, with the exception of Scenario 4, locating the Active Shooter guidelines, which stumped three users and left others dissatisfied. One user did not complete the last two scenarios in the time allotted. The inclusion of the Services page in scenarios where it was not essential seemed to confuse some users.

Overall, the site was found to be easy to navigate and easy to use by the majority of users. 7 of 8 users agreed or strongly agreed that the site was easy to use, and 6 of 8 described it as user-friendly. 6 of 8 users agreed or strongly agreed that they found the information they were looking for. We can conclude from this that the overall site structure and navigation setup is working, though there is some room for improvement.

The most commonly criticized aspect of the site was the content itself. Users felt that text was too long, too dense, and somewhat opaque – PD labels for things like “Active Shooter”, “Clery Crime Report”, or even general campus names for services like “WE ID” were not understood by most users. Some of the text was deemed unnecessary or even annoying, getting in the way of users trying to find critical information.

DETAIL AND ANALYSIS

Navigation

Users want a site search; it was the most commonly requested navigational feature.

Links that did not appear in the left-hand navigation bar were more difficult for users to find.

Although most users were able to get where they wanted to go on the site, 50% of users said they didn't always know where they were, suggesting that breadcrumbs would be helpful.

The problem with unknown labels for services and other features had a significant impact on the site's navigability. Users felt that the navigational structure was strong overall, but recommended that the various services be grouped under descriptive headings. They questioned the efficacy of the Services page as it currently exists. One user made the excellent suggestion of using the Services page to provide brief definitions of the services offered, which would help address any remaining opacity with PD naming conventions.

Users felt that shortening, simplifying, and segmenting the text would greatly expedite their navigation. Several users requested that narrative be replaced with bullet points.

Content

Overwhelmingly, users felt a need for emergency information to be immediately accessible, and were confused by elements filed under Emergency Preparedness that they felt would be more useful if set up as “What to do if...” This became particularly apparent during Scenario 4, because the Active Shooter Guidelines is set up to be read at the user's leisure in a non-emergency situation, but teaches the user how to prepare for an emergency. Users felt that they needed information about what to do if the shooter was in fact on campus right now, which they failed to find.

Users also felt that emergency phone numbers, urgent news, and critical safety services such as Safety Escorts needed to be more prominent in the site design. They recommended that the News & Crime Alerts section on the home page be replaced with more emergency information.

Users appreciated the breadth of information on the site, but felt that there was too much text overall, and sometimes the text provided was not what they expected or wanted to see on a given page.

Usability and Features

In addition to search, users felt that they should be able to complete more transactions online. They specifically would like to see online appointments for WE ID and fingerprinting. They would like to see an online form for Lost & Found and job applications as well.

Users did not like having to leave the UCSF PD website to search the crime maps or read the Clery Report, and with the Clery site in particular, they felt the link name to get that report (“2007 Crime Stats”) was misleading.

RECOMMENDATIONS

1. Develop Emergency Section

This would be content to address the “What to do if…” questions users had. Rather than approaching the subject from a preparedness perspective, the content should be developed as a direct response to emergency situations. It must be short, segmented, and well-organized.

Topics might include:

What to do if…

- a. There’s a gunman on campus
- b. You are robbed
- c. There’s an earthquake
- d. There’s a bomb threat

1. Rewrite and Simplify Existing Text

Text should be rewritten with an eye to providing the information users most want to see about tasks they most need to perform (“how do I…”). It should be brief, instructive, and simple.

Narrative should be kept to a minimum.

1. Re-Label Existing Services and Other Links

Destinations should be named with the goal of providing transparency, i.e. “ID Cards” rather than “WE ID”.

1. Group Services Into Subsections

For example, all building security topics (Alarm Management, Building Lockouts, Security Assessments, Security for Special Events) could be grouped together.

1. Add Site Search

2. Add Breadcrumbs

3. Add Online Appointments for ID Cards and Fingerprinting

4. Add Online Forms for Lost & Found and Job Applications

5. Give More Prominence to Safety Escorts Information

6. Vary Type Sizes More To Clarify Hierarchy

7. More Clearly Name Links to Offsite Destinations