

USABILITY TESTING

FSA WEBSITE

FINDINGS & RECOMMENDATIONS

01/12/2020

Objectives & Focus Areas

This round of testing shows how users interact with the website to confirm pain points and room for improvement previously identified from user interviews

We tested for common tasks any student would be required to do if they wanted to apply for aid such as:

- How much money you can borrow in federal student loans
- Types of loans available
- Interest rates on loans
- Locating definitions of jargon & technical terms

Objectives & Focus Areas

We asked the same questions for the new site design as well, but we added more questions since there were different features added on the new site.

Some of those tasks were:

- Differentiating regular text and clickable links
- What they expect to find under each tab
- If they would utilize the feature to share a link

Usability Testing Setup

- ❑ Interview Period
 - Monday 12/9/19 – Friday 12/13/19

- ❑ Interview Length
 - 60 minutes

- ❑ Format
 - Scheduled, in person

- ❑ Participants
 - 1 high school senior, 2 college freshmen, 1 college junior, and 2 graduates.

Common Themes

❖ Information Overload

Participants felt that there were too many words on the site and most of it isn't really relevant to what they want.

“...just have a clear direction of what I should do. All the information are there at once and it's overwhelming. I only went on there to fill out FAFSA and it was hard to do because I had to dig to find it.”

Common Themes

❖ Clear and Direct “Fill FAFSA” Button

All my interviewees mentioned that they mainly visit the site to fill out FAFSA. They may sometimes search for loans but almost always it's to fill out FAFSA.

“It was alright, didn't interact too much with the website, I just went on to fill FAFSA out”

Common Themes

❖ Useful Information Just Not Relevant

They found the information on site to be useful for learning about FSA but it wasn't what they were looking for. They normally look for two things: Aid and FAFSA form

“...I expect to find loans, scholarships, eligible federal aid, and FAFSA form.”

Recommendations

- **FAFSA Form Link**

Many students primarily go on the FSA website to fill out FAFSA, so having the button prominent and clear is important.

- **Click to Show More**

Information overload was also a major issue. Recommend having a list of sentences or titles that if intrigues the user then they can click on it and more information would appear below it. This way information that isn't relevant won't get in the way of the user.

Recommendations

○ Sharing a Link

Many thought they wouldn't use the “share link” feature and that it wasn't useful

The screenshot shows the Federal Student Aid website. At the top, there is a navigation bar with 'Log In | Create Account' and a search icon. Below that, the main header includes 'Federal Student Aid' and 'PROUD SPONSOR of the AMERICAN MIND'. The main content area has a dark blue header with the text: 'Federal student loans for college or career school are an investment in your future. You must repay your loan, so be sure you understand your options and responsibilities.' Below this, there is a section titled 'What types of federal student loans are available?' with a 'SHARE LINK' button highlighted by a blue arrow. The text below the section title states: 'The U.S. Department of Education's federal student loan program is the William D. Ford Federal Direct Loan (Direct Loan) Program. Under this program, the U.S. Department of Education is your lender. There are four types of Direct Loans available:'. A list of four loan types follows: Direct Subsidized Loans, Direct Unsubsidized Loans, Direct PLUS Loans, and Direct Consolidation Loans. Below the list, there is a 'Try This Resource' section with a link to 'Federal Student Loan Programs'. At the bottom of the screenshot, another section titled 'How much money can I borrow in federal student loans?' is visible, with its 'SHARE LINK' button also highlighted by a blue arrow.

This Feature

This Feature

THANK YOU

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