

Determining components for an appealing website for prospective ABIT students at the University of Hawaii Maui College



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Spring | 2011



ABIT



ABIT stands for Applied Business and Information Technology (ABIT).

First four-year degree offered at the University of Hawaii Maui College (UHMC).

Business degree that emphasizes small-to-medium business management with intense utilization of information technology.

Background



Web design has an important role in building the image of a college program.

A needs assessment is defined as “a systematic approach to studying the state of knowledge, ability, interest, or attitude of a defined audience or group involving a particular subject” (McCawley, 2004).

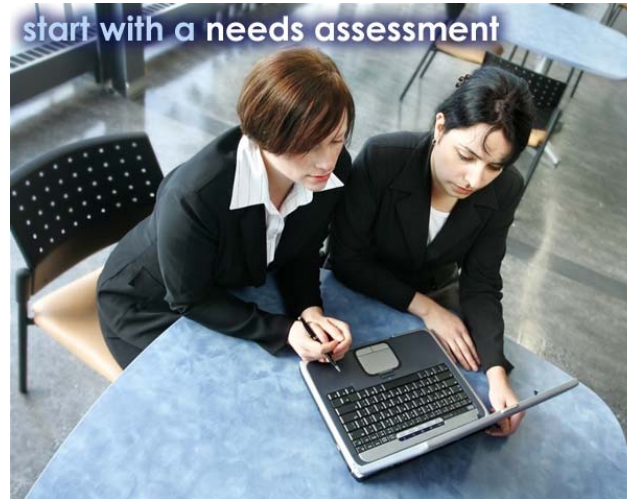
“when a website designer creates a website, he/she does not have a clear notion about the user preferences” (Gupta, Bagchi, & Sarkar, 2007).

Purpose



The purpose of this needs assessment is to determine what components would make a website appealing for prospective ABIT students.

Needs assessment



A direct needs assessment was successfully conducted. A direct needs assessment is “formal research that gathers data from the clientele” (McCawley, 2004).

Target Audience



Place

UHMC campus

Age range

18-65+older

Participants

Past, present, and future ABIT students

Students seeing their options



UNIVERSITY of HAWAII®
MAUI COLLEGE

Method



Fall 2010 and Spring 2011

Final Master's project

Survey was created

IRB documentation and approval

Implemented after IRB approval



Survey



A electronic survey using Surveymonkey was created, containing Likert-type scale and several open-ended questions.

Nineteen (19) Likert-type scale and four (4) open ended questions.

No login or password required.



Survey



Participants basic information collected.

The Likert-type scale questions split into categories:

- Visual appeal
- Navigation
- Content and Relevancy

A counselor and four faculty members assisted with sending out the survey.



Results



Table 1. Percentage of respondents that participated in the survey.

Total of 53 participants that responded to the survey.

Likert-type scale questions were answered more than the open-ended questions.

Results



Table 2. “Are you male or female?” response percentage.

	Percentage	Responses
Male	28%	15
Female	72%	38
<i>Person(s) skipped question</i>	0%	0

Results:



Table 3. Question: “What is your age?” response percentage.

	Percentage	Responses
18-30	47%	25
31-45	25%	13
46-64	28%	15
65-older	0%	0
<i>Person(s) skipped question</i>	0%	0

Results:



Table 4. Question: “What year ABIT student are you?”
response percentage.

	Percentage	Responses
Between 1 st -4 th	36%	19
Graduated from ABIT	8%	4
Interested student	17%	9
Seeing my options	39%	20
<i>Person(s) skipped question</i>	1%	1

Results:



Table 5. Question: “Which area(s) interests you about the ABIT program?” response percentage.

	Percentage	Responses
Applied Business	19%	10
Information Technology	13%	7
Both	37%	19
The program itself	29%	15
<i>Person(s) skipped</i>	2%	2

Results: Likert-type scale



Table 6. Average rating per question and overall combined average for visual appeal category.

<i>*Out of a scale of 5 Strongly agree = 5; Agree = 4; Neutral = 3; Disagree = 2; Strongly disagree = 1</i>	Average rating per question	Responses	Scaling Result
The pictures on the page helpful and clearly related to the subject.	4	53	Agree
The site is interesting.	4	52	Agree
The style is consistent throughout the site.	4	52	Agree
Visuals enhance rather than detract from the message of the site.	4	49	Agree
The size of the text is easy to read.	4	47	Agree
Total	20		
Overall combined average for visual appeal	4		Agree

Results: Likert-type scale



Table 7. Average rating per question and overall combined average for navigation category.

<i>*Out of a scale of 5 Strongly agree = 5; Agree = 4; Neutral = 3; Disagree = 2; Strongly disagree = 1</i>	Average rating per question	Responses	Scaling result
There are clearly marked buttons and links that transport you to locations within the site and allow you to find your way quickly to information you need.	4	51	Agree
Links are current and working.	4	52	Agree
Total	8		
Overall combined average	4		Agree

Results: Likert-type scale



Table 8. Average rating per question and overall combined average for content and relevancy category.

<i>*Out of a scale of 5 Strongly agree = 5; Agree = 4; Neutral = 3; Disagree =2; Strongly disagree = 1</i>	Average Per Question	Responses	Scaling result
The organization of the site is logical and clear.	4	50	Agree
The content appears to be up-to-date.	4	49	Agree
The content have some educational value.	4	51	Agree
The text is clearly written and easy to understand.	4	50	Agree
There are no grammar or spelling errors.	3	50	Neutral
The content provides a unique perspective needed for the ABIT program.	4	46	Agree
The content is sufficient for the intended audience.	4	50	Agree
The content is meaningful and useful.	4	52	Agree
Total	30		
Overall combined average	4		Agree

Open-ended question results:



Table 9. Question: “What did you like the most about the ABIT website?”
Listing of what participants liked and didn’t like about the ABIT website.

What they liked the most	What they didn’t like
<ul style="list-style-type: none">• <i>Short and to the point.</i>• <i>Easy navigation.</i>• <i>Separation of categories.</i>• <i>The colors and links are good.</i>• <i>It encompasses all of the information that would draw interested students.</i>• <i>Numbers to contact for more information.</i>• <i>It captures the reader’s attention and gives them a comforting feel.</i>• <i>Useful information for students in technology.</i>	<ul style="list-style-type: none">• <i>There was not anything that caught my eye on the ABIT website.</i>• <i>The website should catch the reader’s eyes, and have them actually want to research more in the UHMC ABIT program.</i>• <i>I think for a college website for technology, it was really basic and lacking in any TECHNOLOGY.</i>• <i>Really boring.</i>

Open-ended question results:



Table 10. Question: “What challenges did you encounter in the website?”
Participants that encountered challenges vs. those that did not encounter challenges.

Those that encountered no challenges	Those that encountered challenges
<ul style="list-style-type: none">• <i>I didn't find any challenges.</i>• <i>It's too simple to have any challenges.</i>• <i>No challenges were faced while browsing the website.</i>• <i>No challenge at all.</i>	<ul style="list-style-type: none">• <i>Getting to the site.</i>• <i>Lots of links Too many to go through, if I had the time, I would have gone through the whole website.</i>• <i>Finding anything useful or interesting was challenging.</i>

Open-ended question results:



Table 11. Question: “Are there any features (video, graphics, blogs, forums) you would like to see included on the website?”

Statements from participants on ideal features for the ABIT website.

<ul style="list-style-type: none">• <i>More pictures (faculty, ABIT students).</i>• <i>Needs more interactive elements.</i>• <i>Applicable scholarships.</i>• <i>Forums and blogs would be great on the website.</i>• <i>Professor profiles.</i>• <i>More about the degree program.</i>• <i>What is expected of a ABIT student.</i>• <i>Success stories.</i>	<ul style="list-style-type: none">• <i>A list of courses that must be completed prior to achieving an ABIT (Four year) degree.</i>• <i>It would be nice to see current, alumni, and future students be more involved.</i>• <i>I'd like to see a couple of videos, more images of graduates from the program, and a couple of comments from those graduates.</i>• <i>What companies/ industries are looking for recent ABIT graduates.</i>
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Open-ended question results:



Table 12. Question: “Do you have any other comments or suggestions?
Improvements?”
Comments and suggestions from the participants.

- | | |
|---|---|
| <ul style="list-style-type: none">• <i>From one respondent who gave ideas in regards to most links:</i><ul style="list-style-type: none">○ <i>Why not have the home picture of an Actual ABIT graduate.</i>○ <i>Under fees, include tuition rates for both residence and non residence living expenses. It is quite misleading.</i>○ <i>Somewhere on site have pictures and bio of key faculty.</i> | <ul style="list-style-type: none">• <i>Make the website actually useful to perspective, and current ABIT students.</i>• <i>Correct some spelling and grammar.</i>• <i>Please proofread and make changes. For example, it's no longer MCC... it should be UHMC.</i>• <i>Not enough info.</i>• <i>Other suggestions might be a calendar of events specific to ABIT, if any.</i> |
|---|---|

Conclusion:



- Data results showed there is a need.
- Survey was effective.
- Were the results expected?
- What is the next step?



Questions/Comments



THANK YOU FOR YOUR
ATTENTION AND TIME!



COMMENTS/QUESTIONS?