Web Redesign Focus Groups
Baldwin Park HS and South Hills HS
January 2015

Baldwin Park versus South Hills
- Baldwin Park was more blunt. Disliked our site. Found it boring. Instagram and Snapchat fans. Need info on transportation.
- South Hills had a positive impression of our site. Found it professional and clean. Twitter and Instagram fans

SUGGESTIONS
- More photos of life on campus, important buildings, clubs. I don't know what your campus is like from the site.
- Campus tour. Help me get to know your campus.
- Joe Mountie somewhere
- More fun looking.
- Make it easy to view on phone (half use phone for college website. all have smart phones)
- Provide checklists on what to do and next.
- Steps to apply, steps after I apply, and get financial aid.
- Text me with reminders
- Live chat on the website to give me help or help me find something
- Twitter, Snapchat and YikYak are awesome
- Make sure degrees and majors and certificates are clear.
- Help them each step of the way. "I didn't understand how to register for classes, so I quit."
- Key sites for information
  - Admissions
  - financial aid
  - cost to attend
  - Transfer information
  - maps
  - tours
  - clubs and sports
  - Programs/Majors/Certificates and the courses related to them

KEY TAKEAWAYS GROUP 1 - B.P.
- **Photos, photos, photos.** We want photos of students and the campus.
- **I need information** that is easier to find (application information, financial aid, programs and courses in that program, deadlines).

- I want the site to be more **fun looking**. Make it pop. Have interesting photos. Use cool fonts. Use the mascot.
- I am not sure what I want to study and if your site can **help me figure out careers** and certificates, great.

KEY TAKEAWAYS GROUP 2 – B.P.
Photos/Multimedia. We want student photos and galleries and tours and video.
Fun. Help me imagine myself there. Show activities and other students. Show the mascot. Brighter, bolder colors.
Easy to understand. Define terms for me. Show me the steps and the process to get through. Give me a list of what to do next.
Share information. Email me what's next. Be on Instagram and Snapchat. They like the rich amount of information, but need to be able to find what they need. Transportation info. Bus pass info.
Promote more. What programs do you have? FInancial aid information. Apply here should be there. Specific program information. Employee information for students. Online course information. They are hungry for information.

KEY TAKEAWAYS GROUP 3 – S.H.

Photos/Multimedia. We want student photos, virtual tours. Know the "CULTURE"
Culture. Help me imagine myself there. Show activities and other students. Show the mascot.
Be social. Be on Twitter, Instagram and Snapchat.
Share information. What programs do you have? What classes? FInancial aid information. Apply here should be there. Specific program information. HOW DO YOU TRANSFER?

KEY TAKEAWAYS GROUP 4 S.H.
Photos. If I go to your school, my life will be there. I need to know what it's like there.
Social. Twitter, Instagram, Snapchat
Positive impression of the site.
Information. Provide checklist. Before you apply. After you apply. What's next? Steps in the process. Dates and deadlines.