

UX Café Report

Conducted on February 25, 2020

Research Question: How do students learn about campus events?

Methodology

The methodology used was a short, open-ended interview.

The following interview questions were asked, with follow-ups where needed:

- 1) What was the last non-class-related campus event or workshop you attended?
- 2) How did you hear about that event?
 - a. Are there any other ways you can think of that you've heard about campus events?
- 3) Why did you decide to attend that event?
 - a. Are there any other factors that would typically make you interested in an event, or make you not want to go to an event?

A specific goal of this study was to determine if there are any factors that make a student interested in an event but not able to attend.

Results

The task analysis had 7 participants.

Data gathered with this sample size is not statistically significant, and should not be used quantitatively, but can still provide some general ideas about factors that may contribute to students attending events.

Finding 1: The primary ways that students mentioned learning through events included:

- Email
- Social media (specifically Facebook and Instagram)
- Posters around campus
- Connect@Western (connect.uwo.ca)
- Word of mouth (friends or faculty)

There was no clear indication that any one of these methods had more value than the others, given our sample size.

Finding 2: Users generally indicated that having a subject matter that's interesting to them and relevant to their interests or subject area is the primary motivation for attending an event.

Finding 3: Users also indicated that events that were at a time when they didn't have class (afternoons and weekends given as examples), aren't too busy (such as during exams) and in a place that's convenient to them (campus given as example).

Recommendations:

Recommendation 1: To maximize the reach of an event, it's important to broadcast information about the event on every channel that users access, which means:

- Email (relevant list-serves)
- Social media (Facebook & Instagram posts)
- Posters around campus
- Ensure your event is listed on Connect@Western
- Ask faculty to promote events that are relevant to the courses they teach.

Recommendation 2: Since students are interested in classes that they perceive as being relevant to their interests or subject areas, trying to create targeted advertising that relates what you want to teach to a specific academic discipline may help attract more students.

Recommendation 3: Scheduling classes in the evenings and weekends may help attract more students, since fewer students are in class during those times.