Parent – Saturday, 10/4/14

* Used back button and drop down menus liberally, only used search bar when he couldn’t find a link on a page
* Spent 3+ minutes on the Apply Now graduate admissions page
* Headings in sidebar appeared easy to understand
* When searching for question 8 (will Math 1314 transfer for your child’s degree), he clicked to more than 7 pages
* Text on the financial aid website appeared hard to read; parent leaned in closer to screen multiple times when visiting those pages
* Fast Facts link on Financial Aid homepage (/student/finaid) opens in a new tab – parent was unable to figure out how to get back to /enroll
  + Opened a new window, went to utdallas.edu and looked up financial aid website
* Parent found his way to the financial aid TV website many times but did not find it useful—he did not stop to view videos
* Bursar clickable headings appeared intuitive and easy to understand
* Financial aid – clicking links on sidebars did not work, they were hover-only and parent seemed confused by this
* DID NOT ANSWER:
  + 8. Will Math 1314 transfer for your child’s degree?
  + 12. How much is the application fee if your child applies late?
* Suggestions:
  + Calculator on estimated cost pages
  + Tour info should be on homepage
  + FAQ