

Boston University: Web Site Enhancement

Objective Generate reaction among visitors to Metro College Site

Data Source ThumbsUP “pop up” surveys

Question *“What’s the first change you’d make to this Site?”*



VERBATIMS

courses

classes

find

ThoughtScan Frequency

327

196

175

ThoughtTalk

*“I need more information about the **course** all together.”*
*“When are the **classes** being taught, where, buy whom?”*
*“Have links for **classes** on each page to **find** info”*

Results

BU realized importance of connecting all key data elements for efficient navigation. Recommended W&W method to NUCEA.

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