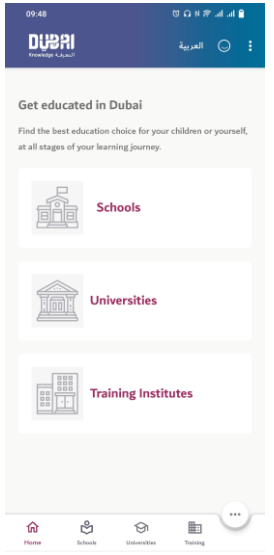
KHDA App

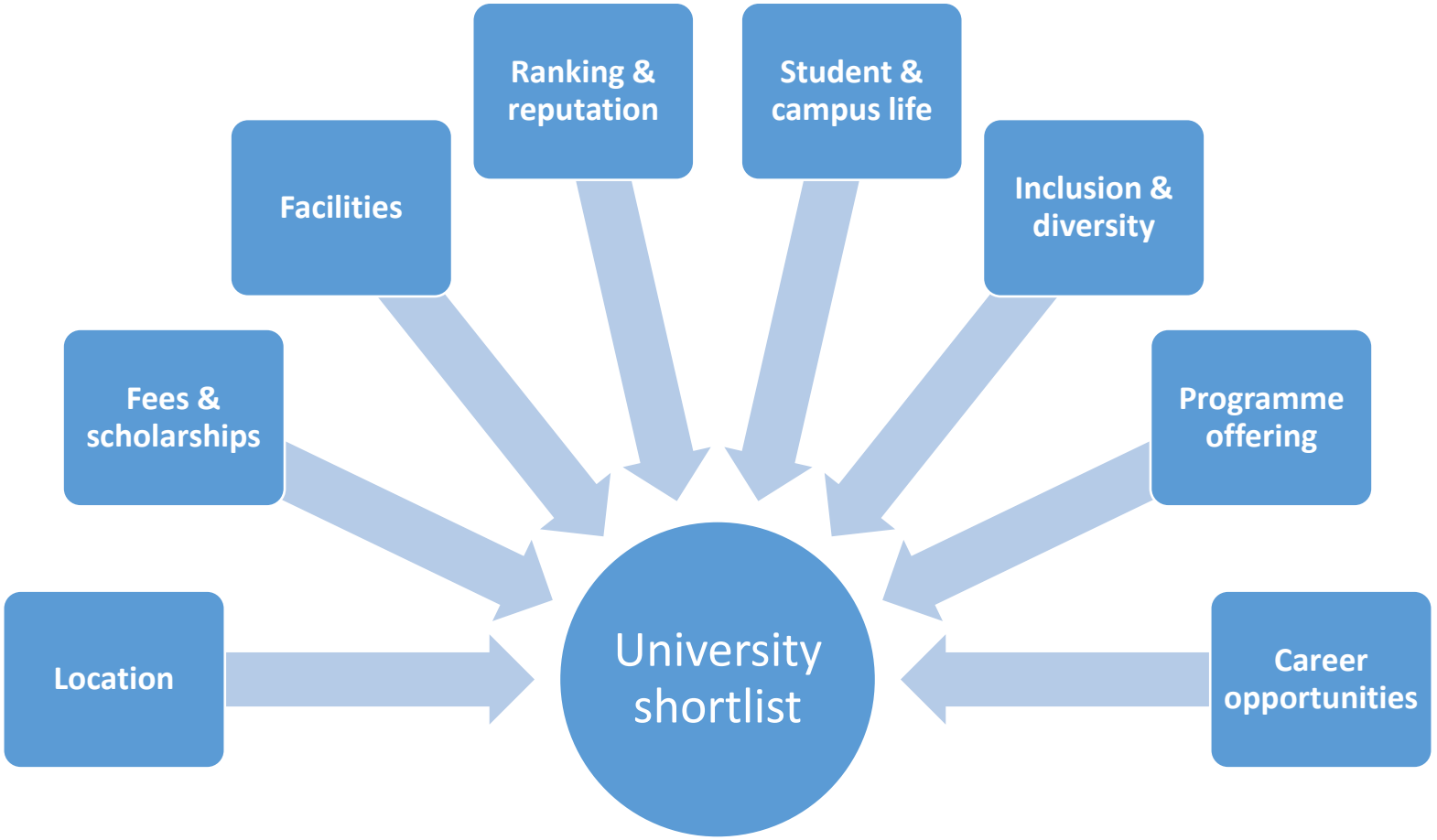
HE student feedback



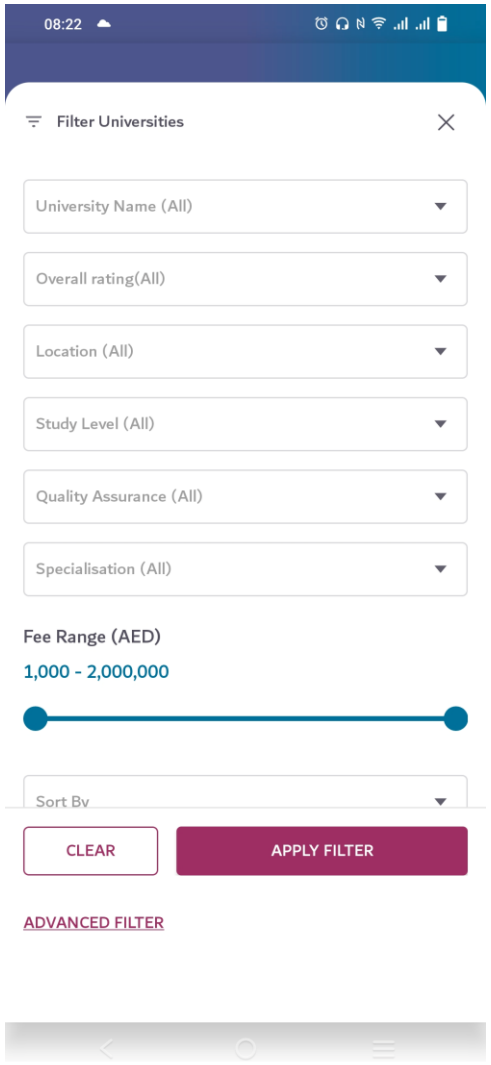
Methodology

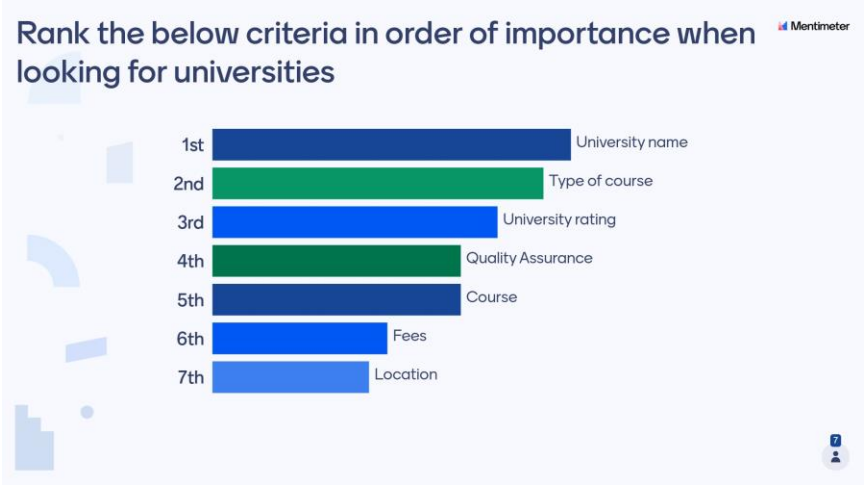
- Purpose of the consultation exercise was to learn what 1) tools students use to search for courses & universities 2) criteria they apply to make their selection 3) information that is important for them to have on universities and 4) feedback on the KHDA app
- 18 students (ranging from Year 1 to Year 4) from 4 universities attended
- They were split into 3 focus groups
- Each student shared their personal experience of the process they went through when searching for universities and courses and answered questions.
- Feedback has been summarised and presented under the following headings
    - Criteria used to create shortlist of universities
    - Information required on each university
    - Sources used to search for universities
    - Feedback on KHDA app

Criteria used to create a shortlist

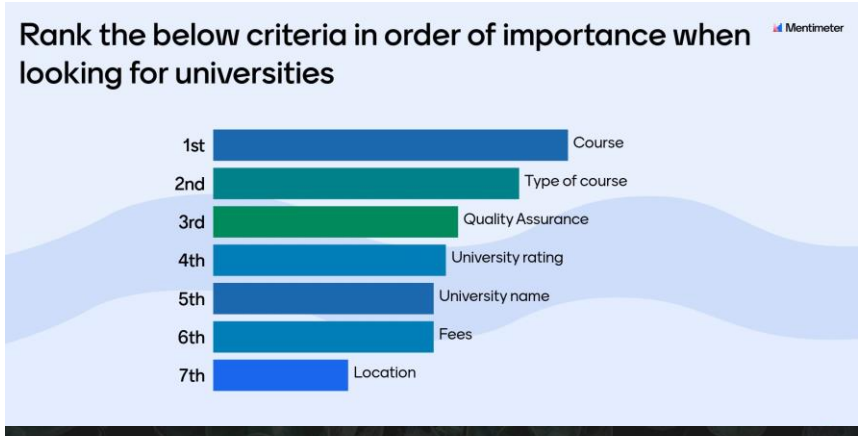


Based on the filter options on the current KHDA app, students ranked criteria in order of importance to them.

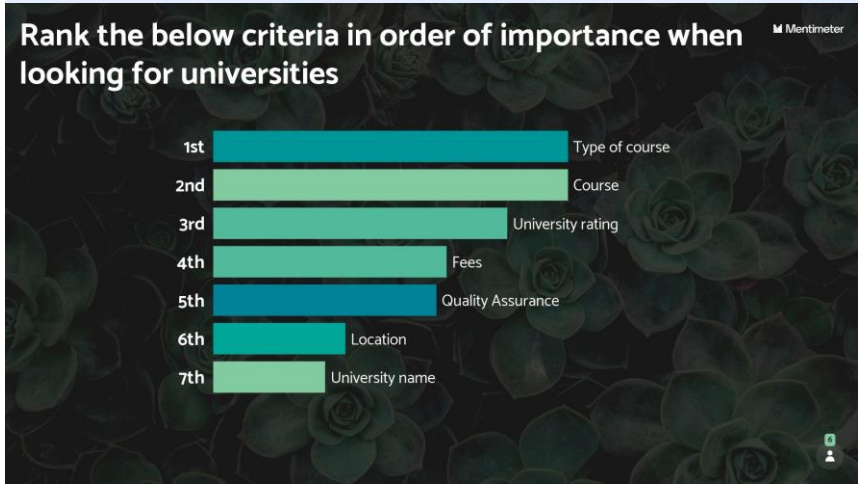




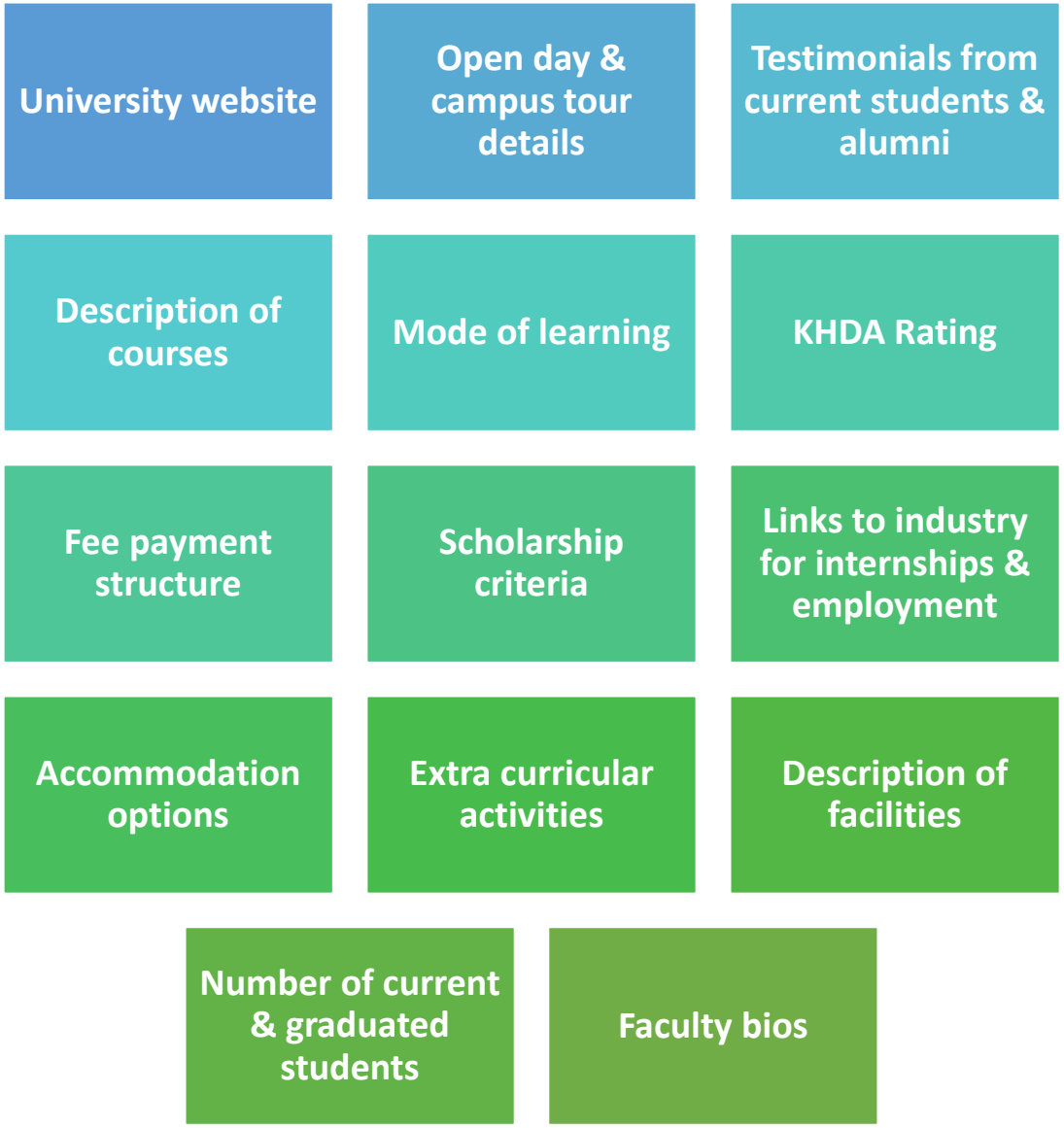
Group 1



Group 2

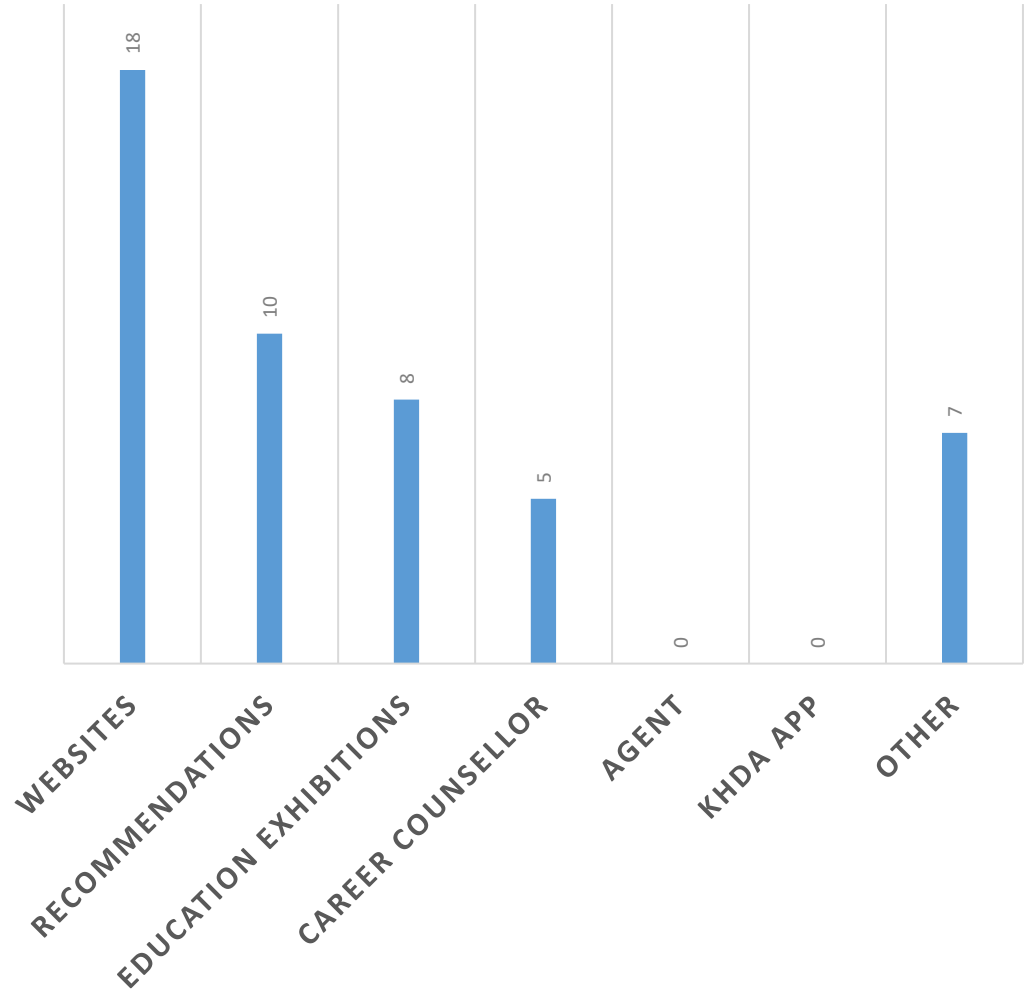


Group 3



Once a shortlist was generated, students needed the following areas of information to be make a final selection

Students used the following sources to create their university shortlist



Feedback on KHDA app

What's good

- Option to see location of university on the **map**
- **Accreditation**

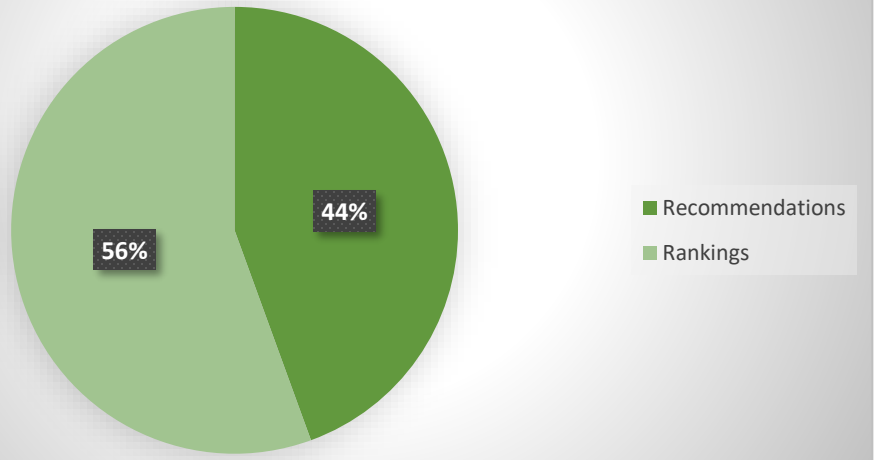
What needs improving

- **User interface** – irrelevant information listed after filtering e.g. type (they know it's a university as it is in the university section), date established (this can be added to the second page) phone number (can be added to second page). More useful to a have a link to the uni website
- **App design** – the look and feel is outdated and traditional
- **Add other features** e.g. news feed from the universities, KHDA services such as attestation, track status
- **Add a search option** for those who know the name of the university, as not many people would know they can find it in the filter section
- **Awareness** of the app (none of the 18 students were aware of it)

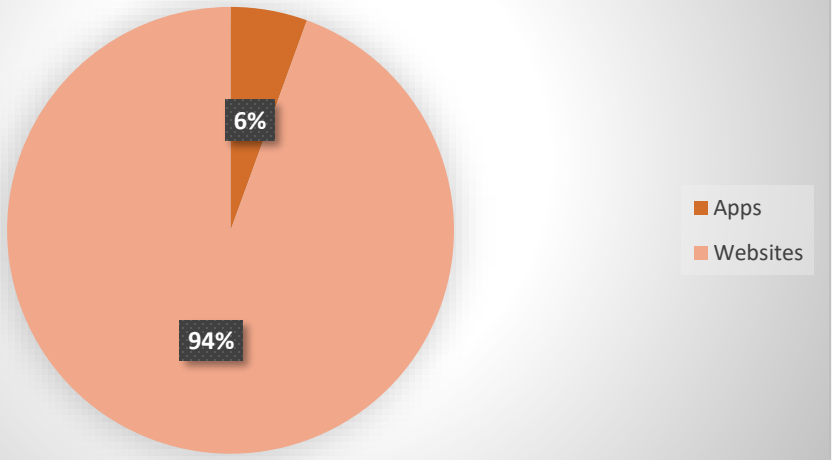
Other insights

- Students also use the **following sources** to create their shortlist
    - Reedit, ‘Universities coming to school' day, Lock & Stock App (scholarship), contacts with the professors and students enrolled on courses, social media, alumni and people from industry
- Students said they would **unlikely use an app** for a one-time activity such as searching for universities as it takes up memory on their phone, they prefer searching websites. If the app had other services, then they would consider using it.
- Most students started **researching for universities** after they finished their final school exams in Grade 12 or 13
- **Parents** are involved in the selection process
- Family and friends who had studied at the universities have a **strong influence** in the decision-making process

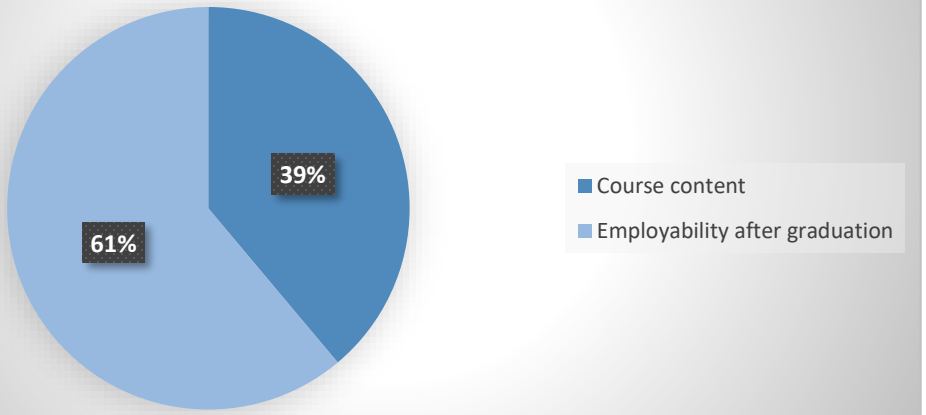
Students gave equal consideration to recommendations and rankings



Majority of students use websites to conduct their research for universities



More than half of the students select a course based on employability



The following indicators are important for me when selecting a university

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Recommendations

- Since all **students prefer to use websites**, review the search option for universities on KHDA website to incorporate feedback given for selection criteria and information needed for each university.
- Redesign the app for **better usability** and test with the multiple user groups
- **Incorporate feedback** from slides 3 (criteria) and 5 (information) into the app