

MPC Web Redesign - Focus Group Questions

We're going to start with just a couple of questions about our existing website:

1. What do you like about our current website? (What *is* working?)
2. What are your biggest challenges with our current website? (What is not working for you, your department, or your students?)
3. Is there anything you would like to do on the website that you currently cannot do?

Now we're going to ask some questions about your ideas of what you want MPC's website to be:

1. How would you describe MPC's IDEAL new website?
2. What do you think would be an effective way to organize our new website?
3. It's obvious that we cannot feature every single division, department, program, event, or resource on the home page. How would you recommend we determine the most important links to prioritize on the home page?
4. Thinking about content that should be featured on the site:
 - a. What should be featured on the front page of the site?
 - b. How do you think can we keep this content current and relevant?
5. Think about the look and feel of the new campus website:
 - a. What kind of visual look and feel do you think is appropriate for MPC?
 - b. What kind of visual or graphic elements would you NOT want to see on the website?

Now we're going to ask some questions about your expectations of our website team and our redesign process:

1. Aside from creating an amazing new website for MPC, what are your expectations of the website project team?
2. Is there anything we need to avoid in doing throughout our process of redesigning the new website?
3. What other groups or stakeholders do we need to include in the process?
4. Do you have any questions for us?