UNIVERSITY OF CANBERA

UX MOC Results

Sept 2024

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The problem

To earn a Master of Counselling from the University of Canberra (UC), students must complete 10 core units and 2 placement units. UC's placement and accounts teams noticed that students often arrived at their placements unprepared, leading to challenges for the placement teams, host organisations, and Keypath, as unprepared students are more likely to drop out, thus seeing a decrease in revenue.

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What next?

To address this issue, a UX test was conducted to determine which information about practical placements was most and least important to the students. Based on the results of the test, the pertinant information would then be collated and crafted by our content team and executed across various marketing and website assets.

The test

A UX test was designed with 6 questions: 5 open-ended and 1 card sorting exercise. Conducted on the Lyssna platform, the test had 25 participants.

A screener ensured that all participants matched the intended Master of Counselling target audience.

The questions

Open ended

- When researching an online counselling course, what information about the placement part do you think is essential to include on our website and marketing materials?

- Before starting your practical placement units, what might be the top concerns you have regarding what is expected and required of you during your placement?

- What information would you like to know regarding how to choose an organisation to undertake your placement at?

- Is there any other information you would like to see on our website and marketing materials regarding placements that we might have missed?

- What would success look like to you after completing your practical placement units? (What are you hoping to get out of your hands-on experience?).

Card sorting

- We need your assistance to prioritise what placement information would be most helpful to you when researching to find a suitable online counselling course. Please organise the following categories by their level of importance to you (important, nice to have, essential, not necessary, regarding what information would help you to feel most prepared.

The questions (cont.)

Card sorting categories

The what and why of a practical placement

Assessment requirements

Go-to contact info

Managing placement when working full time

Placement location recommendations.

Placement needs before starting

Practical placement 'day in the life'

Placement requirements/responsibilities

Previous student testimonials

Placement hours

The Lysnna participant demographcis

Australia

25-50 years of age

Male, female and non-binary

All university graduates

The screener
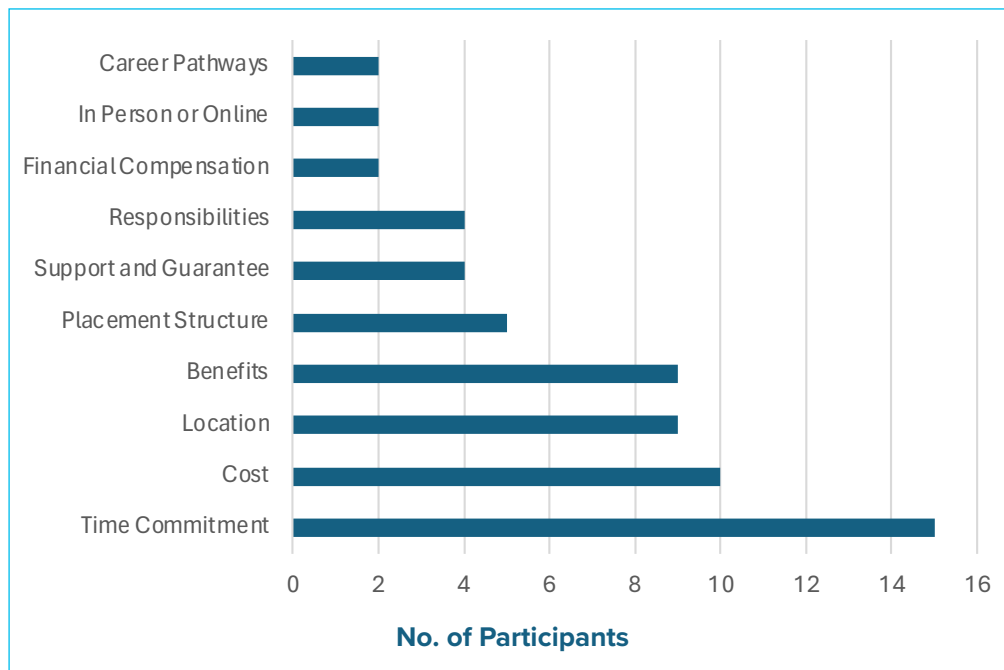
Would you consider postgraduate online study in any of the following areas?

- Educationl Leadership
- Data Science
- Counselling
- None of the above

A link to the test can be found below:

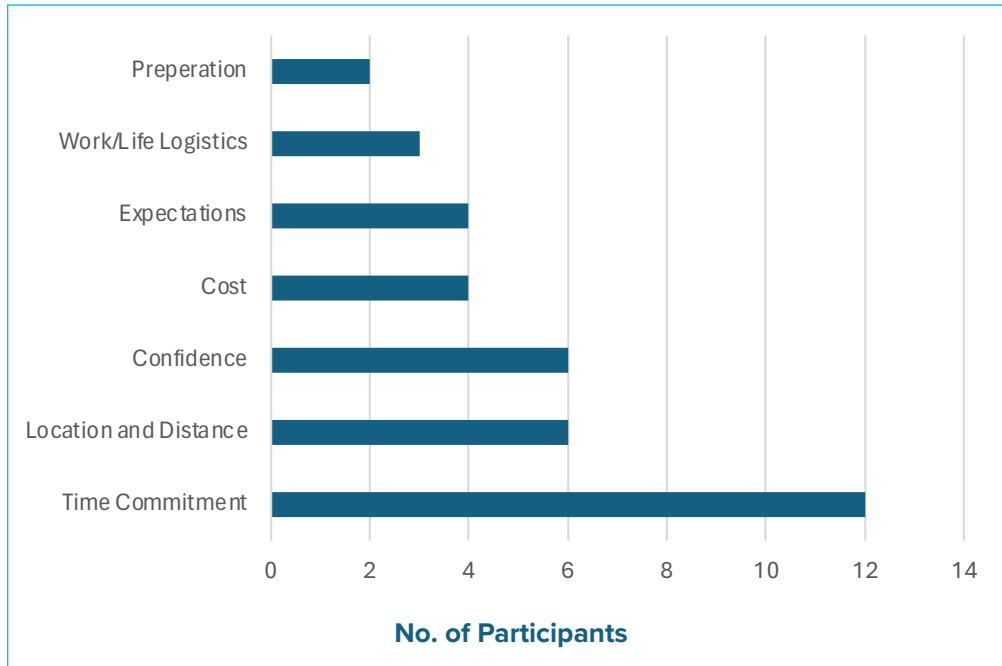https://app.lyssna.com/preview/134744ae7e74

The results

When researching an online counselling course, what information about the placement part do you think is essential to include on our website and marketing materials?


Chart: No. of Participants

Category	No. of Participants
Time Commitment	15
Cost	10
Location	9
Benefits	9
Placement Structure	5
Support and Guarantee	4
Responsibilities	4
Financial Compensation	2
In Person or Online	2
Career Pathways	2

- **15/25** respondents wanted details about the time commitment, including the number of days/hours required and the placement schedule.
- **10/25** respondents inquired about the cost of the placement.
- **9/25** respondents sought information on placement locations, flexibility, and the types of counselling practices available.
- **9/25** respondents asked about the benefits of the placement, academic value, prerequisites, and whether prior learning could reduce placement duration.
- **5/25** respondents were interested in the placement structure and outline.
- **4/25** respondents wanted to know if placements were guaranteed and if unit coordinators would assist in securing placements.
- **4/25** respondents requested information on their responsibilities and expectations during the placement.
- **2/25** respondents asked if the placement would offer financial compensation.
- **2/25** respondents wanted to know if the placement was in-person or online.
- **2/25** respondents were interested in potential career pathways and salary benefits after completing the placement/course.
- Other mentions included assessments, lecturer experience, testimonials, and available support.

Before starting your practical placement units, what might be the top concerns you have regarding what is expected and required of you during your placement?


Chart categories (No. of Participants):
- Preperation: 2
- Work/Life Logistics: 3
- Expectations: 4
- Cost: 4
- Confidence: 6
- Location and Distance: 6
- Time Commitment: 12

No. of Participants

- **12/25** respondents were concerned about the placement's time requirements and duration.
- **6/25** respondents were worried about the placement location, travel distance, and whether it would be in schools or regional areas.
- **6/25** respondents had concerns about their confidence, including handling client crises, approaching unfamiliar topics, and the quality of mentorship.
- **4/25** respondents were concerned about the cost of the placement.
- **4/25** respondents wanted to know about the tasks involved and expectations.
- **3/25** respondents were worried about balancing the placement with full-time work, potential loss of income, and family disruptions.
- **2/25** respondents sought advice on how to prepare for the placement.
- **Other mentions** included handling illness, availability of online assessments, and job security after the placement.

What information would you like to know regarding how to choose an organisation to undertake your placement at?

No. of Participants
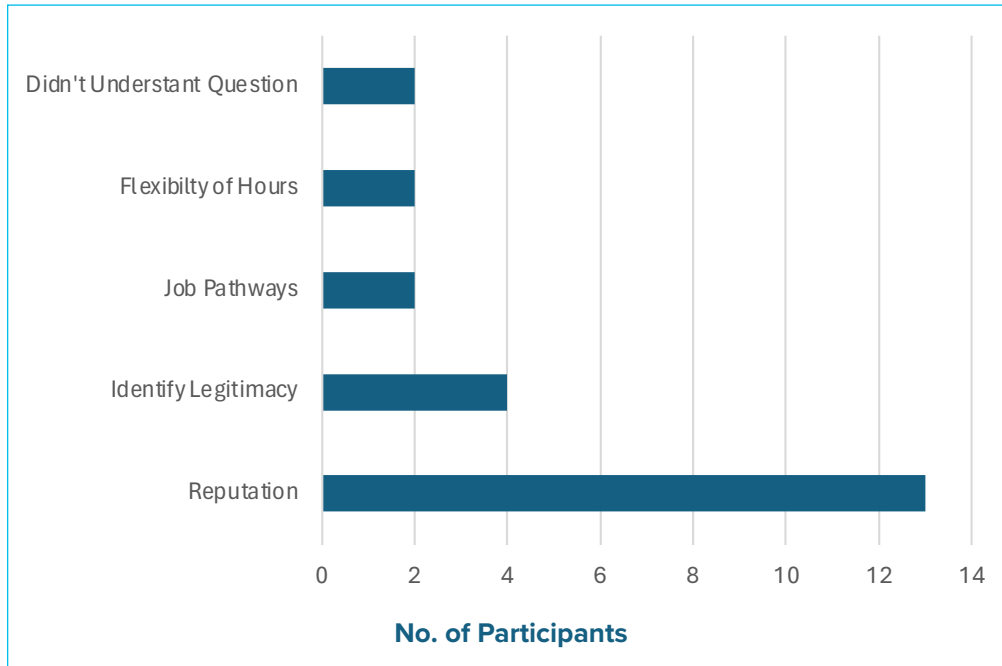
- **13/25** respondents wanted to know the organization's reputation, including previous student feedback, business ethics, size, staff (especially mentors), support availability, and operational details.
- **4/25** respondents sought information on identifying legitimate organizations, their eligibility criteria, how to approach them, and options like hospitals, private practices, or schools.
- **4/25** respondents were interested in the fit between students and organizations, including eligibility criteria for placements.
- **2/25** respondents wanted to know about potential job pathways after the placement.
- **2/25** respondents inquired about the flexibility of placement hours.
- **2/25** respondents were confused by the question and did not respond.
- **Other mentions** included types of placements (e.g., grief counselling, relationship counselling), students' rights during placements, and whether organizations offer a diverse range of clients.

Is there any other information you would like to see on our website and marketing materials regarding placements that we might have missed?
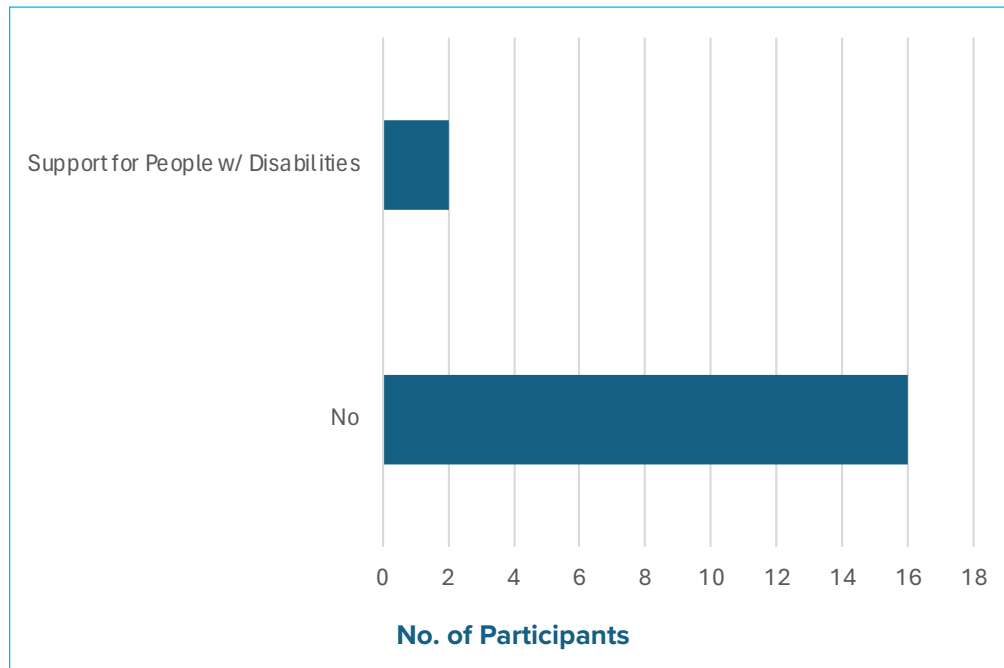
- **16/25** respondents felt that all relevant information was covered.
- **2/25** respondents suggested adding details on placement support for people with disabilities or chronic illnesses, and accessibility for older individuals seeking to upskill.
- **Other mentions** included a Q&A/webinar session for interested parties, social media/website details for eligible organizations, flexibility, cost, options for online placements, and explanations of the purpose and benefits of practical placements.

What would success look like to you after completing your practical placement units? (What are you hoping to get out of your hands-on experience?).
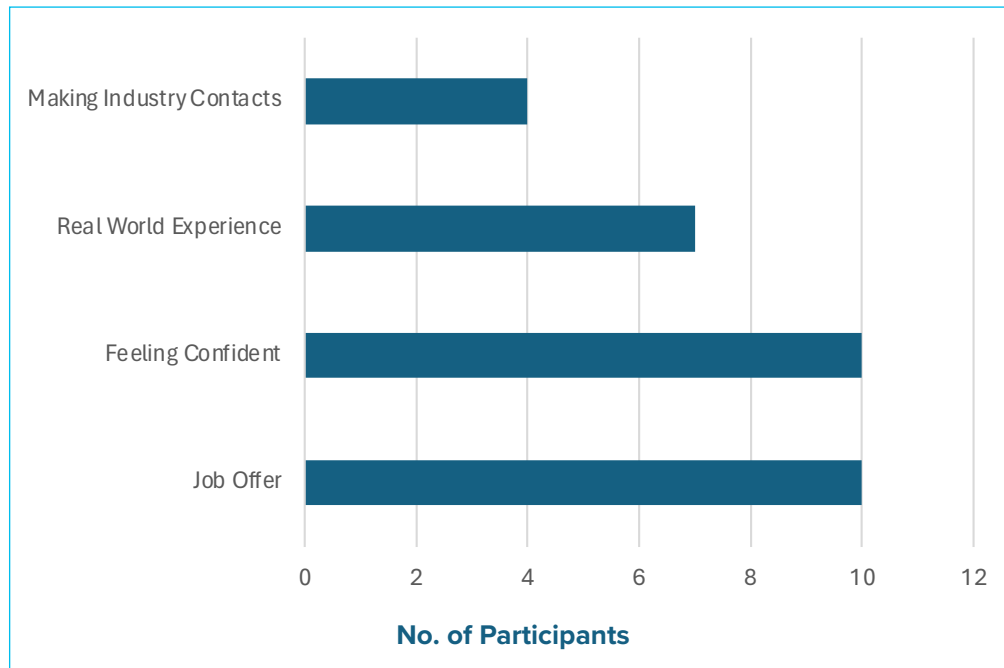
- **10/25** respondents defined success as receiving a job offer from the placement organization, improving job market prospects, or starting their own counselling practice.
- **10/25** respondents viewed success as gaining confidence in their skills, being able to work independently, and choosing a fulfilling career.
- **7/25** respondents saw success as gaining hands-on experience, understanding real-world applications, and receiving valuable feedback.
- **4/25** respondents considered success as building industry contacts.
- **Other mentions** included success as having flexibility, effectively helping others, and understanding key details like duration and hours from the essentials card sorting.

We need your assistance to prioritise what placement information would be most helpful to you when researching to find a suitable online counselling course.

Please organise the following categories by their level of importance to you (important, nice to have, essential, not necessary, regarding what information would help you to feel most prepared.
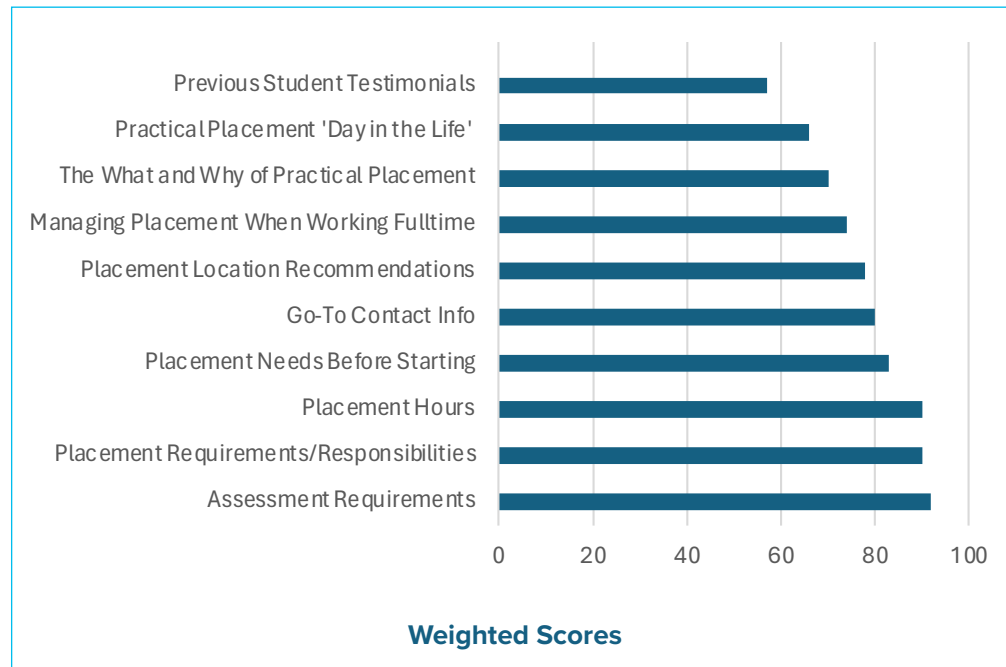
The user ranked placement information based on importance, with points assigned as follows:

1 = Not necessary

2 = Nice to have

3 = Important

4 = Essential

The final scores reflect the total from multiple users, where higher scores mean the information is seen as more important. Here's the ranking:

Assessment requirements – 92

Placement requirements/responsibilities – 90

Placement hours – 90

Placement needs before starting – 83

Go-to contact info – 80

Placement location recommendations – 78

Managing placement when working full time – 74

The what and why of a practical placement – 70

Practical placement 'day in the life' – 66

Previous student testimonials – 57

Higher scores indicate higher importance.

Weighted Scores

Recommendations

Based on the previous results the reccomendations are to incluce the following content:

Placement Duration and Hours: Provide clear details on the total hours or days required and the overall timeline for completion. A visual timeline can help students plan effectively.

Costs Involved: Inform students about any fees or expenses associated with the placement to ensure they are prepared financially.

Recommended Organisations: Offer a vetted list of organisations, including locations where placements are possible. Highlight their reputation, awards, values, testimonials, and provide direct links to their websites or social media. Tips on identifying legitimate organisations and steps for organising self-sourced placements are key.

Benefits to Students: Explain how the placement supports their degree and future career goals, emphasising its practical and professional value.

Handling Issues: Provide clear guidance on how to address problems with clients during the placement.

Mentor and Support: Outline what students should expect from their mentor and the support provided by both the organisation and the university.

Post-Placement Opportunities: Detail what students can expect next, such as potential job opportunities or how the experience will enhance their career prospects.

Placement Responsibilities: Detail what is required of students while on placement and what they'll be responsible and/or not responsible for, list examples of tasks they might be undertaking.

Assesment Requirements: Provide information on how they will be assessed.

Before You Start: Compile a list of steps/actions required before students begin their placement.

Examples below for how the content can be provided:

1. Add a "Placements" section on the SEO landing page.

   ### Example

   Practical Placement: Your Path to Real-World Experience

   Gain hands-on skills and boost your career prospects with flexible placement opportunities.

   Our Master of Counselling program includes a practical placement designed to give you real-world experience in professional counselling settings. Whether you're balancing work, family, or other commitments, our flexible placement options ensure you get the most out of your learning experience.

   Key Placement Details:

   Duration: [Insert Number of Weeks/Hours]
   Placement Schedule: [Insert flexibility options, e.g. full-time, part-time]
   Location Options: [Insert range of available locations, e.g. schools, hospitals, private practices]
   Cost: [Insert information or clarify if included in course fees]
   Support: Assistance in securing placements, ongoing mentorship, and feedback.

   What You'll Gain:

   - Develop key counselling skills in a real-world environment.
   - Build confidence through hands-on experience.
   - Enhance your career opportunities with potential job offers or valuable industry contacts.

2. Create a "Placements Guide" PDF to share with students before the subject starts.
3. Reiterate the content in a blog post on UC's website.
4. Share a carousel social media post to highlight placement details.
5. Brief student advisors to assist with placement-related queries and refer students to the PDF and blog post for more information.
6. Create an email campaign around 'Your Upcoming Placement', preparing students for what's coming next in their counselling studies.