PAMS Survey Findings

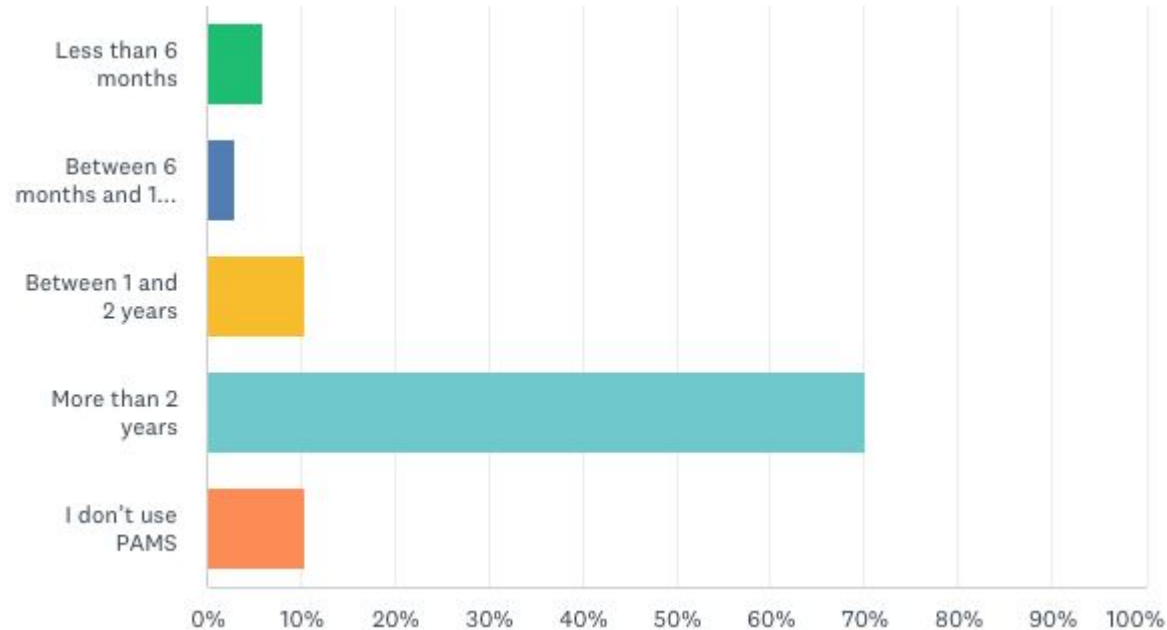Janie Ralston, UX Researcher

Research Goals

- Answer quantitative questions that surfaced after user interviews
  - Who
  - What
  - How
- Quantify the user experience
  - NPS
  - CSAT
  - UMUX-Lite
- Identify areas of improvement

Research Methodology

- Survey via SurveyMonkey
- 21 quantitative questions
- 5 qualitative questions
- 3 demographic questions
- Recruited via Teams from PAMS list of recent user log ins
- 139 participants total
- 133 qualified participants (current PAMS users)

Participant Profile

How long have you been using PAMS?

Top 10 Roles

1. Manager (various)
2. Program Chair/Owner
3. Analyst
4. Assessment
5. Instructional Designer
6. Project Manager
7. Publication Specialist
8. Skills Architect
9. Business Owner
10. Transfer Evaluation

Net Promoter Score (NPS)

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NPS is a gold standard metric in measuring customer experience. The NPS score is an overall indicator that can track experience improvements over time. The NPS score is determined by one question asking participants to select how likely they are to recommend the platform or service to a colleague on a scale of 0-10.

Detractors

(score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth

Passives

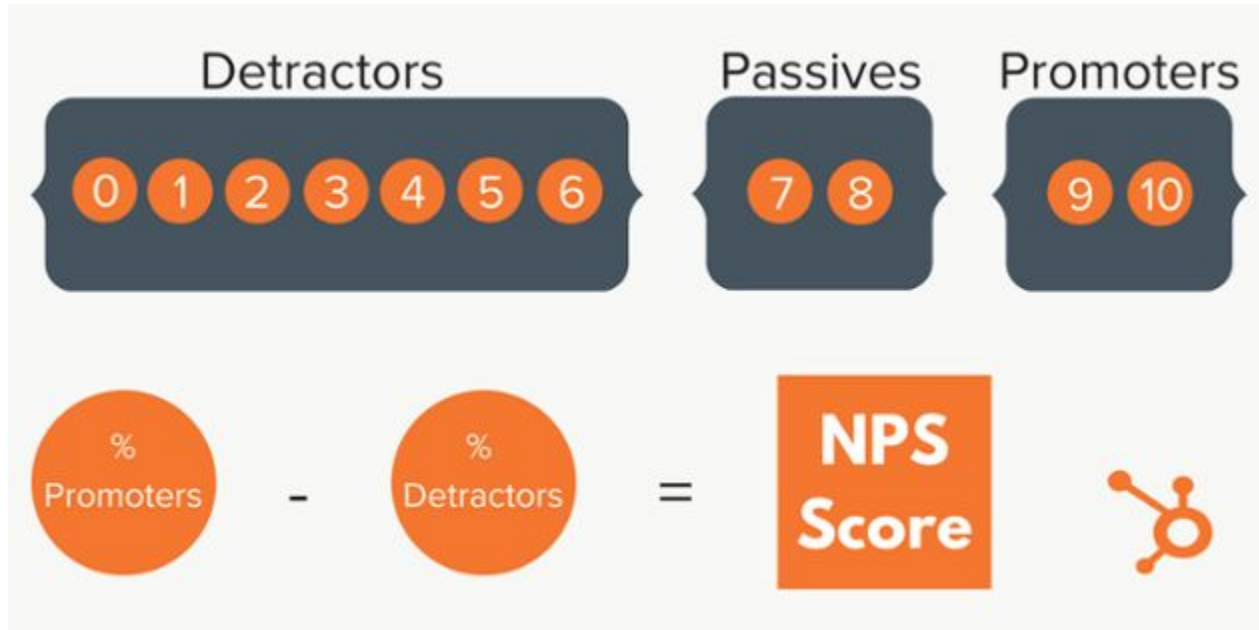(score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Promoters

(score 9-10) are loyal enthusiasts who will keep buying and fuel growth by referring others.

Source: Qualtrics Blog

How is NPS calculated?

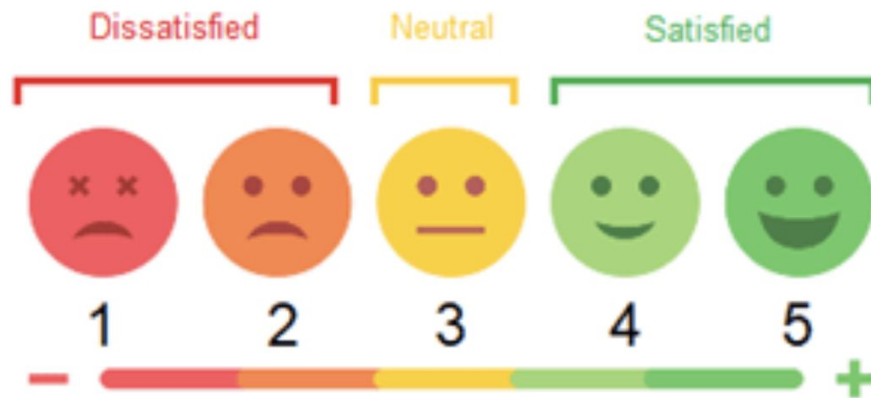Source: HubSpot Blog

-38

PAMS NPS score

What does this mean?

- NPS score is a scale from -100 to 100
- A score of -10 to 20 is considered normal
- An NPS above 0 is good
- An NPS of 30 is great
- An NPS of 70 means people are "in love" with the system (pretty rare)
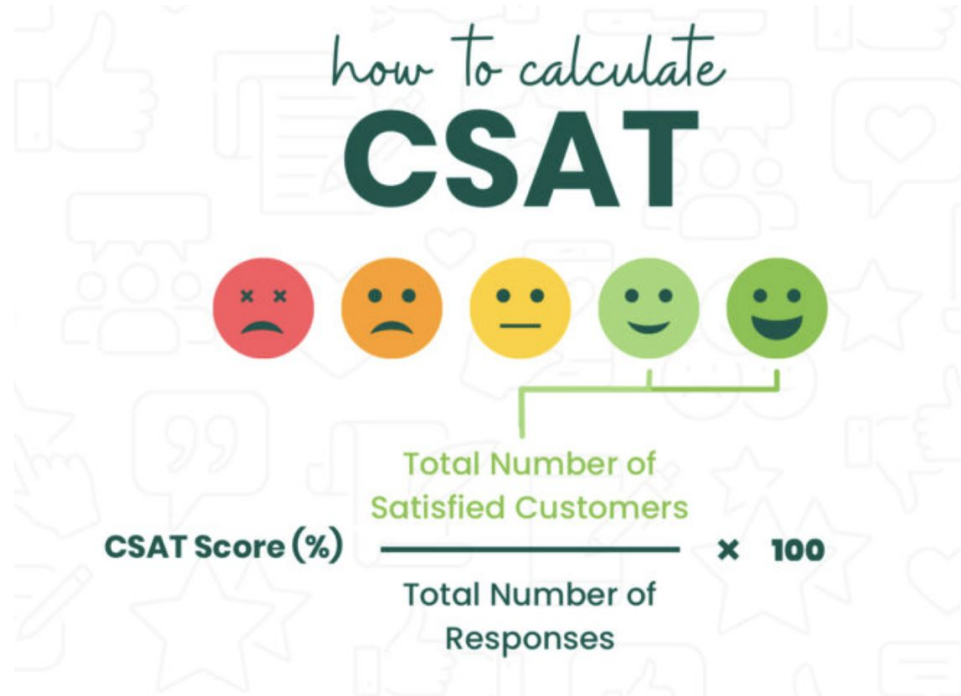
Customer Satisfaction Score (CSAT)

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CSAT is a commonly used metric to benchmark the current user satisfaction of specific areas of a platform. It is more flexible than the overall NPS score because the questions can be customized to meet the goals of the product team.

How is CSAT calculated?

Source: TOTANGO Blog

33%

Overall PAMS CSAT score

What does this mean?

- A CSAT score is calculated percentage of users satisfied by specific areas of the platform
- The average CSAT score across all industries is 15%
- A good CSAT score is anything around 25%
- An excellent CSAT score is 50% or higher

18%

PAMS CSAT score: Visual Appeal

28%

PAMS CSAT score: Features and Capabilities

37%
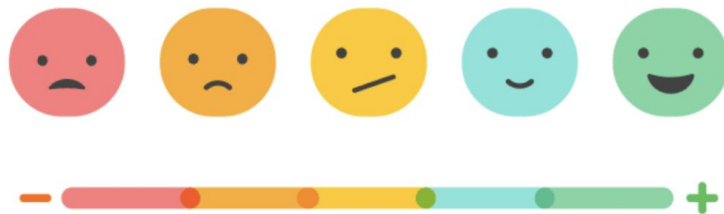
PAMS CSAT score: Perceived Speed

46%

PAMS CSAT score: Technical Reliability

Usability Metric for User Experience (UMUX)

UMUX-Lite

UMUX is a 5 question adaptation of the classic System Usability Score (SUS). UX professionals needed a shorter version of the SUS 10 question survey that could still provide the same data. To improve on this questionnaire further, the UMUX has been reduced to 2 core questions that is similar to the Technology Acceptance Model (TAM) in the updated UMUX-Lite.
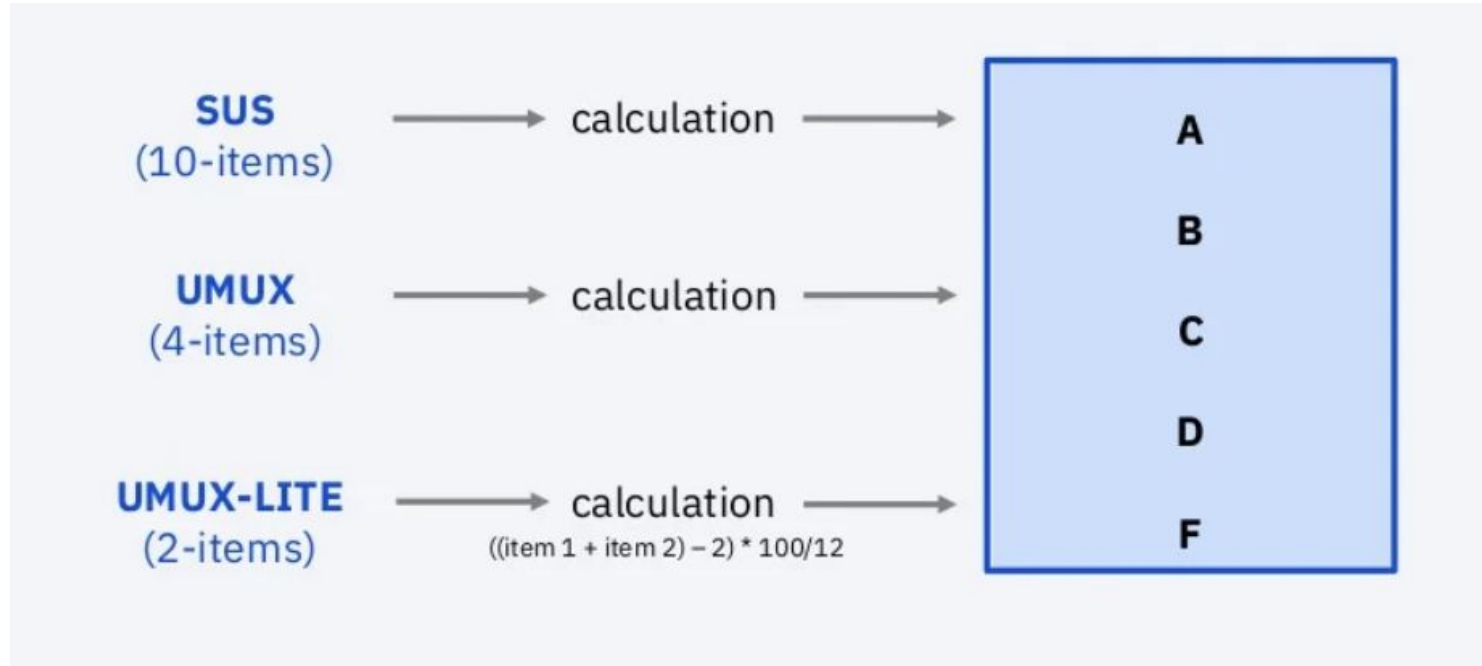
UMUX-Lite 2 Question Sample

[This system's] capabilities meet my requirements.

[This system] is easy to use.

These questions are customizable based on research goals.

How is UMUX-Lite calculated?

SUS (10-items) → calculation → [A B C D F]

UMUX (4-items) → calculation →

UMUX-LITE (2-items) → calculation → ((item 1 + item 2) − 2) * 100/12

Source: UXPA 2021 Presentation

40

PAMS UMUX-Lite score

What does this mean?

- A UMUX-Lite score is calculated number for areas of the platform
- The UMUX-Lite score range is 14-100
- An average UMUX-Lite is below 68
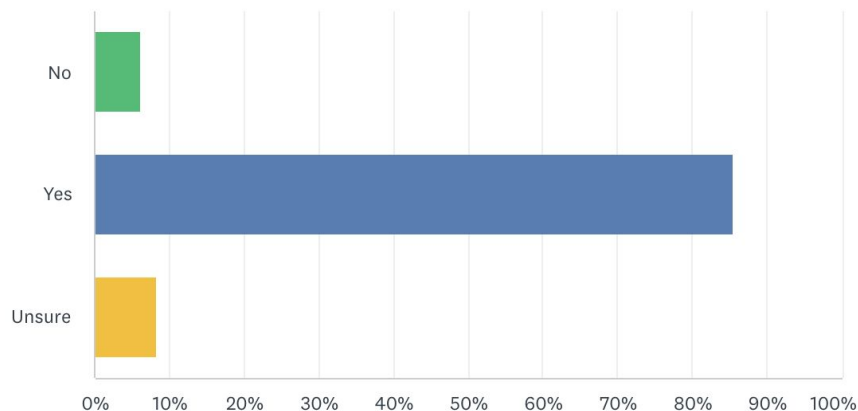- An above average UMUX-Lite is 68

User Feedback

Top 10 activities performed in PAMS

1. Create a report
2. Share a report
3. Edit a course
4. Approve a course
5. Edit an assessment
6. Edit a competency
7. Create a course
8. Publish a course
9. Approve a program
10. Edit a report

66% of participants have created a report in the last 30 days

Were you able to complete the task successfully?

86% of participants were successful in completing the task they went to PAMS to accomplish the last time they used the system.

Top 10 tools used outside of PAMS

1. Excel
2. Salesforce
3. SmartSheet
4. Tableau*
5. Assessment Center*
6. Cognos*
7. QuAD*
8. Banner
9. OEX
10. PCV

Other tools include Data Bricks, DAMS, and Genesys

*4,5,6,7 are tied in reported usage

Participants said…

"It **lacks flexibility**. We should be able to have a way to swap out a single course or group of courses for newer versions without having to release new version and migrate students."

"The way we use information in PAMS usually requires the export of an excel document and significant effort to reformat that file before we can analyze its contents for future use. As we progresses toward modularization, we need a system that **promotes reuse** of our products and features. The set up of PAMS is a bit disjointed so you can't easily see the relationship between various courses and programs and where that overlap could be exploited."

"Great tool, but with my usage, a **mass export option** would save a lot of time."

"I don't love it. I **dread having to use** it and try to use other resources first. I do not use PAMS regularly. Maybe that is why I don't love it. I am only in there a few times a year."

"PAMS is incredibly useful for the times I have to deep dive a student's **record to identify errors** or follow a trail of credit awarded. Please don't get rid of it without creating a comparable database."

"It would be nice to have **clarity on terminology** (e.g. course published, program published, draft) and where that information goes and what systems it impacts/touches."

Thank you!