

# HEALTH AND WELL-BEING UX- IMPLICATIONS FOR PRACTITIONERS

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The purpose of this study was to explore student perceptions of campus health and well-being resources. We employed user experience (UX) research methodology to observe and analyze how students navigate campus health and well-being resources. Twenty students participated in 60-minute interviews from July 2022 to May 2023.

## Student Perceptions and Navigational Challenges

As students navigated through different health and well-being webpages, they noted a number of challenges that could potentially act as barriers to utilizing the resources:

- Uncertainty regarding logistical details of resources such as time commitment, cost, and confidentiality of using the resource.
- Having to read through a large amount of descriptive text in order to find out how to access the resource.
- Uncertainty regarding the names of different resources and not being able to determine what is offered just from the name.
- Unsure whether the resource will be immediately applicable to their pressing well-being needs.

Sometimes students had a challenging time finding resources specifically for Ohio State students, since many of their search terms brought up pages from the Wexner Medical Center.

Students used a variety of words and phrases to find help, even for the same scenario. For example, when presented with a scenario about prescription drug misuse, students searched for “drug resources,” “psychiatry,” “addiction resources,” “mental health” and “friend substance abuse how to help.”

## Recommendations for Student Affairs Practitioners

Promote resources on mainstream social media pages to increase exposure.

- When searching for resources online, students are more comfortable using resources that they have heard of before, but often aren’t following department-level social media pages.

Cross-promote resources from other departments on high-traffic health and well-being webpages.

- Students may not be aware of every health and well-being department, but they may know about one or two departments and can be connected with other resources from there.

Search engine optimization: use keywords that align with student search terms and consider working with technological specialists to enhance search engine optimization for your resources.

- Popular search terms across scenarios: “OSU,” “help,” “student health,” “student wellness”

Update webpage organization, phrasing and resource names.

- Students need to quickly understand what a resource offers and how to access it, so this information should be clearly visible at the top of the page.
- Consider updating resource names so that students can easily understand what is offered.

Increase transparency around using health and well-being resources.

- Clearly state expectations for students accessing and utilizing the resource.
- Clearly state the cost of resource and confidentiality of using the resource.

Find ways to highlight immediately applicable, tangible takeaways when promoting educational resources.