

UX Research Report – CPS GoCPS School Search

Introduction

This report summarizes the results of unmoderated user testing conducted on the CPS GoCPS School Search website (<https://www.cps.edu/gocps/gocps-school-search/>) using UserTesting.com. The goal was to identify usability issues and pain points parents face when searching for a better school for their child.

Strengths

- Parents appreciated being able to see a wide range of schools in one place.
- Homepage presented a clean layout and strong CPS branding, which gave some sense of trust.
- Map and list combination was valued when it worked as expected.

Pain Points

- Unclear first impressions—parents were not always sure where to start or what the tool was for.
- Search results sometimes confusing—map pins and list view were not always intuitive.
- Filters were not always easy to use—labels unclear and options sometimes felt buried.
- Comparison between schools was difficult—no clear side-by-side view available.
- No save or favorite function—parents struggled to keep track of schools they liked.
- Next steps for applying were not clear—parents lacked confidence about how to take action.

Opportunities for Improvement

- Improve homepage clarity with stronger guidance on how to begin searching.
- Enhance search functionality with clearer map/list integration and address auto-suggestions.
- Redesign filters to be more intuitive, clearly labeled, and easier to apply.
- Introduce a side-by-side school comparison feature with consistent key details (academics, safety, extracurriculars).
- Add the ability to save or favorite schools to support ongoing decision-making.
- Make the application process more visible and provide clear calls-to-action after selecting a school.