

What do you REALLY think about  
BearsDen Report  
January 13, 2025  
*Prepared for UASU Executive Committee  
by Department of Research and Advocacy*



## Overview

This briefing summarizes a UASU Perks Survey which was posted in January of 2025. It collected 1135 responses across a variety of faculties and years of study.

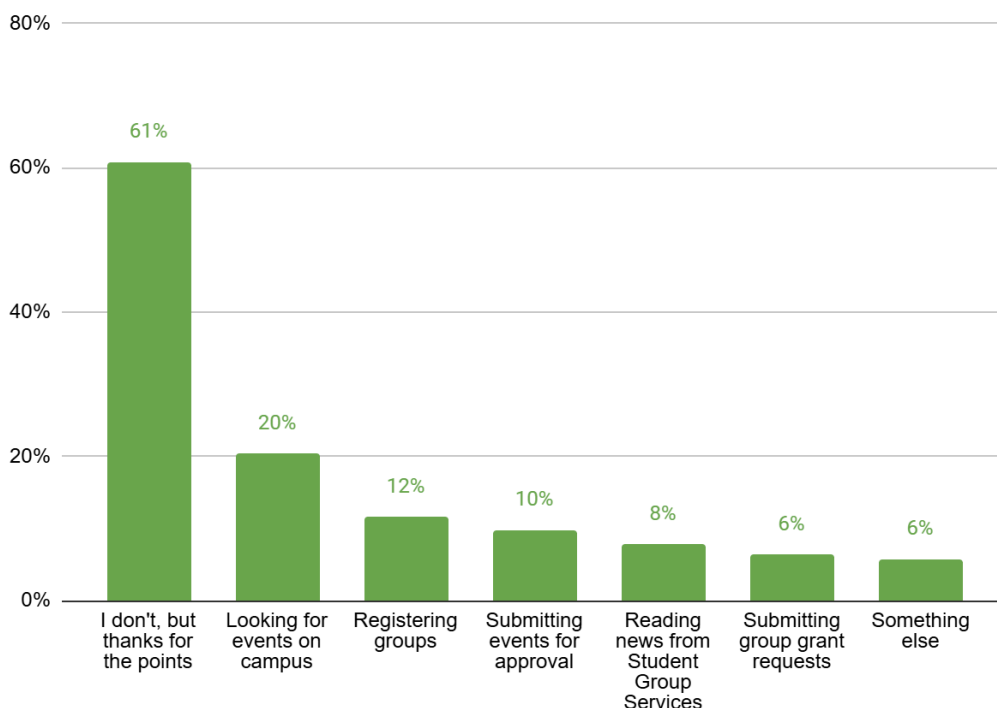
The goal of this survey is to provide the UASU with information about student perspectives and opinions on the platform BearsDen to guide future site developments.

## Response Summary

61% of respondents indicated that they do not use BearsDen. Of those students who do use the platform, 20% employ BearsDen to search for events, 12% to register for groups and 10% to submit club events for approval.

What do you use BearsDen for? Choose all that apply.

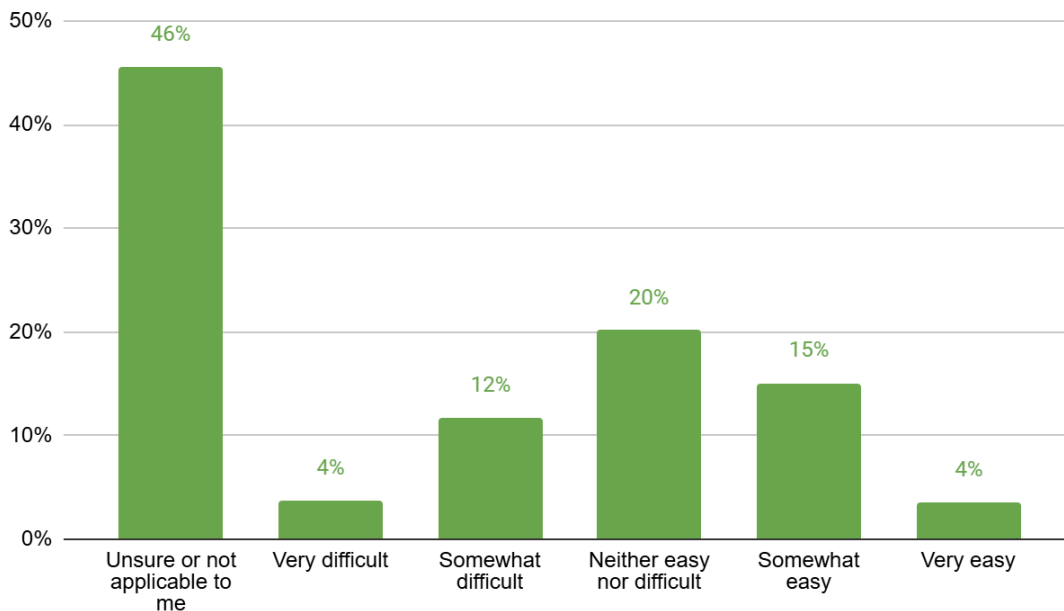
*n=1135*



In terms of BearsDen use, 20% find the platform neither easy nor difficult to use. 15% find it somewhat easy and 12% find it somewhat difficult. 4% of respondents reported that BearsDen is very difficult to use, with another 4% stating that the platform is very easy to use. These numbers indicate the need for UI analysis and upgrade of BearsDen.

### How easy is using BearsDen?

*n=1135*



In addition to those multiple choice and Likert scale questions above, students were asked to provide text responses to three questions. Very few respondents chose to complete the text questions, with many providing unsubstantial responses like "N/A".

#### *Is there anything else you use BearsDen for?*

- Approximately 20 respondents stated that they use BearsDen to find and get involved with clubs
- Several respondents indicated that they use BearsDen to sign up for events
- Respondents in club leadership reported using BearsDen to submit forms and requests, as well as to keep track of members

#### *What challenges do you have with BearsDen, if any?*

- "I didn't know it was a source of finding events on campus until now (poorly advertised)"
- "Difficulty filtering for events happening soon, especially with the mobile interface. Also, events seem to be fractured between BearsDen and other sites, a more unified overview of all events on campus would be great"
- Many respondents highlighted the difficulty they have faced with navigating BearsDen and finding the resources they need
  - "I honestly don't understand how to interact with the platform."
  - "UI is atrocious can't find anything you want"

- "Sometimes I can't find where things are very easily. Feel like I have to take a journey from one tab to another. The forms section is also confusing and I don't like how the progress is not saved automatically when I am doing a form if I click backwards all my progress gets lost."

*What do you like about BearsDen, if anything?*

- Several students reported that they like how BearsDen conveniently lists all student groups and events in one place
- "I like how I get email notifications for my events so I don't have to keep going back to the website"
- "I like being able to host secure elections through BearsDen and having a central hub where students can find out about student groups."