

# DAVINCI RESEARCH

Olivia, Alo, David

# Research Methods

Pt. 1

## ASK

### **Narration:**

As they perform a process or execute a specific task, ask participants to describe aloud what they are thinking.

### **Extreme User Interviews:**

Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience using it.

## LEARN

### **Flow Analysis:**

Represent the flow of information or activity through all phases of a system or process.

### **Competitive Product Survey:**

Collect, compare, and conduct evaluations of the product's competition.

# Research Methods

Pt. 2

## LOOK

### **Fly On The Wall:**

Observe and record behavior within its context, without interfering with people's activities.

### **Personal Inventory:**

Document the things that people identify as important to them as a way of cataloging evidence of their lifestyles.

## TRY

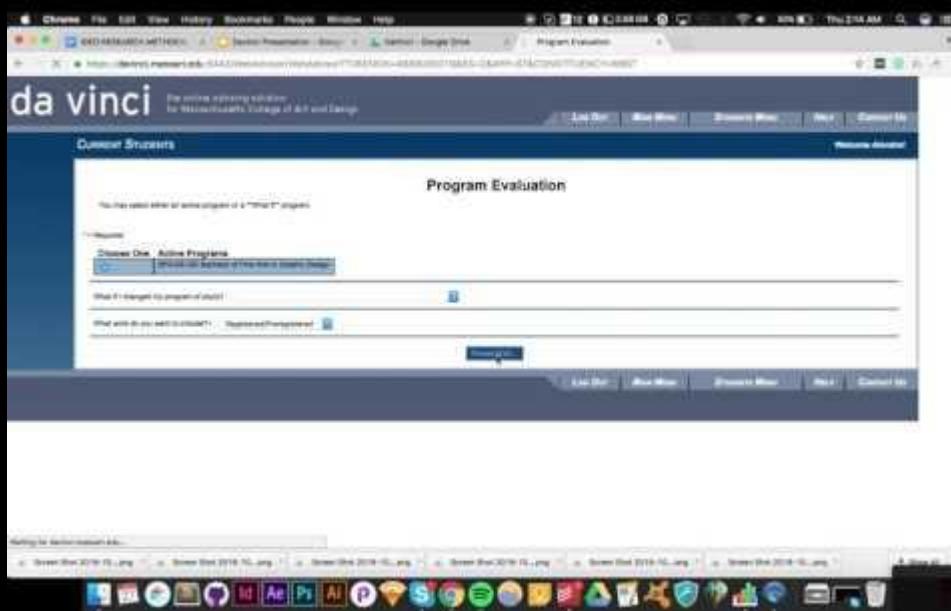
### **Paper Prototyping:**

Rapidly sketch, layout, and evaluate interaction design concepts for basic usability.

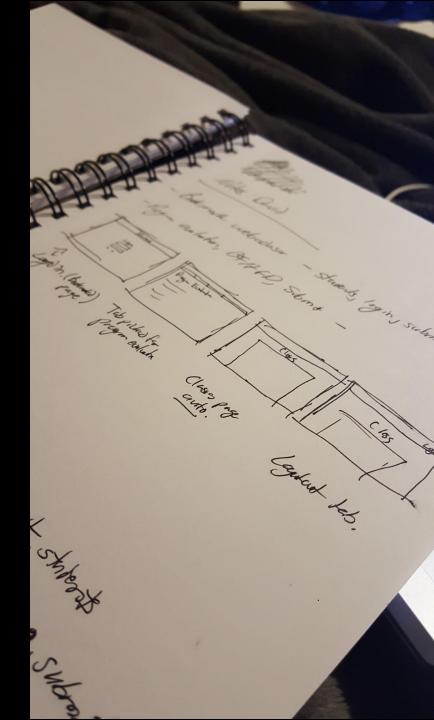
### **Be Your Customer:**

Ask the client to describe, outline or enact their typical customer's experience.

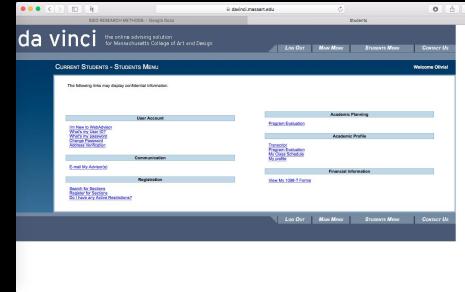
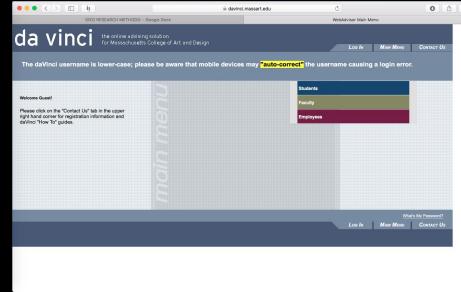
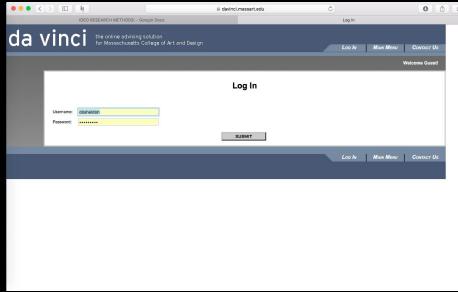
# DaVinci Walkthrough



# Group Observations Pt.1



# Group Observations Pt.2



DAVID

- Bookmarked
- Student/Log in confusing
- "choose one"
- ↳ what to do on this page
- Typography → hierarchy
- Log in "sawed"
- ↳ minimum clicks because it's customized
- Redundant links.

TOP three things:

- Search section
- Class schedule
- Program evaluation.

Flow chart:

```

graph TD
    Safari[ Safari ] --> bookmark[ Bookmark daVinci ]
    bookmark --> student[ Student Log in ]
    student --> program[ Program evaluation ]
    program --> check[ Check program ]
    check --> confirm[ Confirm ]
    confirm --> close[ Close ]
    close --> logout[ Logout ]
  
```

AIO

General actions

- google chrome
- David
- ↳ log in
- ↳ intro saved → password /username
- students
- program evaluation
- database program
- ↳ db
- ↳ log in
- advisor in separate area
- liberal arts, electives, majors
- viewing years separate
- ↳ too much information in one page

what does IP mean?

- in progress
- ↳ school colors, where does the school fit into the personality?
- ↳ don't want to scroll up.

- courses
- window not fitting screen
- contact us
- ↳ leads to daVinci page on massart.edu

Notes: David

- Bookmark webadvisor - students, log in, submit
- Program evaluation, DB, A&D, Submit -

B

Log in (bottom) Tab switch for program advisor

Clear page cuts Layout tabs

Notes: Olivia

- Typing in browser - Log in, Submit, students
- Advisor, Pablo Roger Esteban - BFA C/D, Submit
- Main navigation. Not clear. Too many things in one
- Bad sponge or tail like

David: David

Log 3: Ideas for Students

- Program Evaluation, Search for Students, Class Schedule

All

- Given the daVinci website
- Click log in
- Enter log in info
- Enter student name
- Enter program evaluation... enter active program & click select

Comments

- I think the system was faster and more responsive
- Doesn't expect program evaluation to include certain info
- Why does it include advisor names and grades? Everything is changed together
- Works it to show the most current classes & credits
- Everything is in lowercase at the top
- Attempt to simplify information, but fails to make it easier
- Visual design is bad, several designs relate to MassArt

Olivia

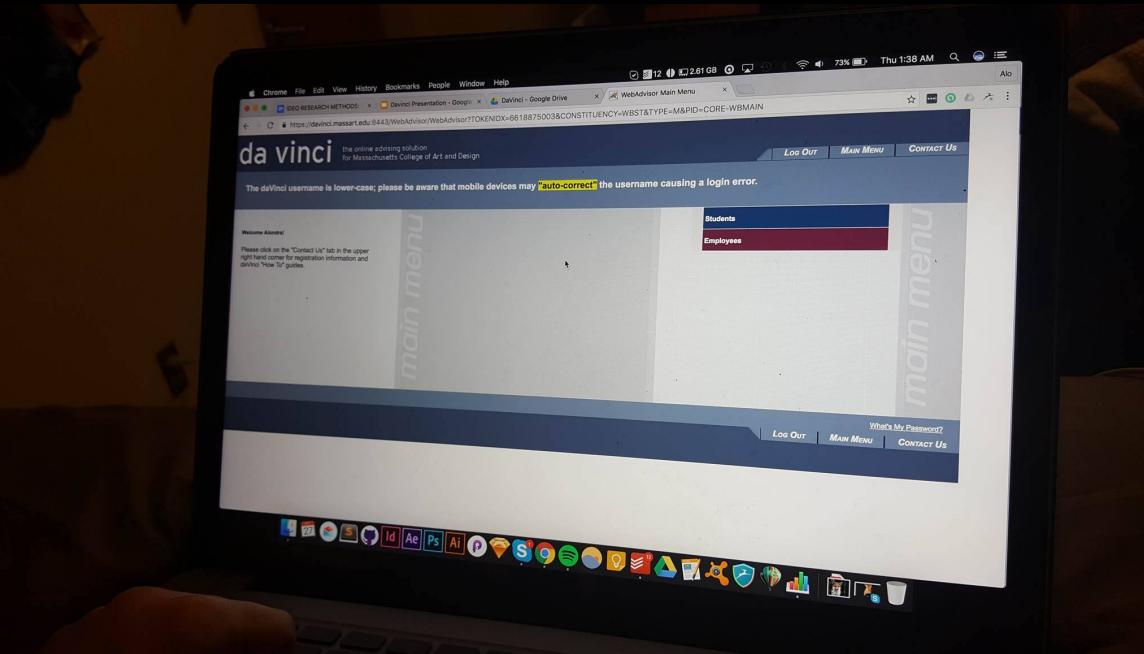
- Want user to see what better they can do
- Differentiate between students & planning
- Needs to include student on dashboard S&T is showing at end

Comparisons

- Get homework, class registration site, screenshot
- How David would change
- Get outside GP person to see it

# Alo's Observations Pt. 1

## MassArt Student: Illustration



"I go to 'Students' and then 'Login' because it's faster."

"Inefficient."

"Why does it take so long?"

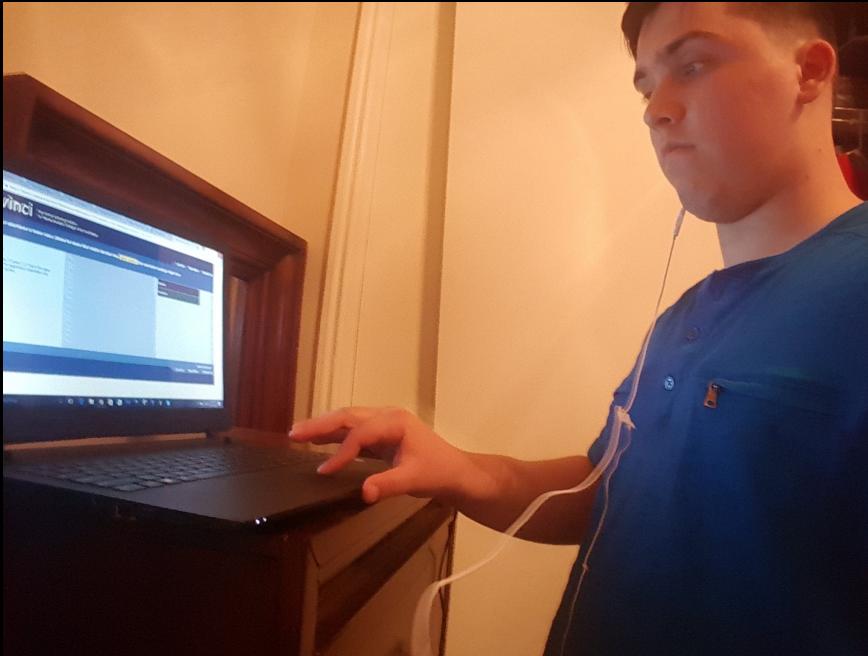
"Students don't go on it a lot."

"Boring!"

"Make navigation better."

# Alo's Observations Pt.2

## Non-MassArt Student



“Is this an art page?”

“Dull. Dull colors. Dull type.”

“‘Submit’ doesn’t make sense.”

“Little and confusing options.”

“Outdated. Looks 2005-ish”

“I don’t know what to do.”

# Olivia's Observations

Pt. 1

## MassArt Student: Industrial Design

- Cookies
- Log-In too complicated
- Program Evaluation
  - ◆ Overwhelming
- Repeated information

DaVinci : massart user - ID  
→ google search to log in  
changes:  
- cookies  
- program evaluation

- showing the same thing more than once / unclear
- makes you think you need more credit
- current remaining  
~~During or after the semester~~  
→ possible date?

  
- type  
- small  
- viewpoint  
- not enough contrast  
→ BORING  
how does this represent an ART school

DaVinci:  
- not often  
- 2 a year  
- searching for classes / register  
- grades.

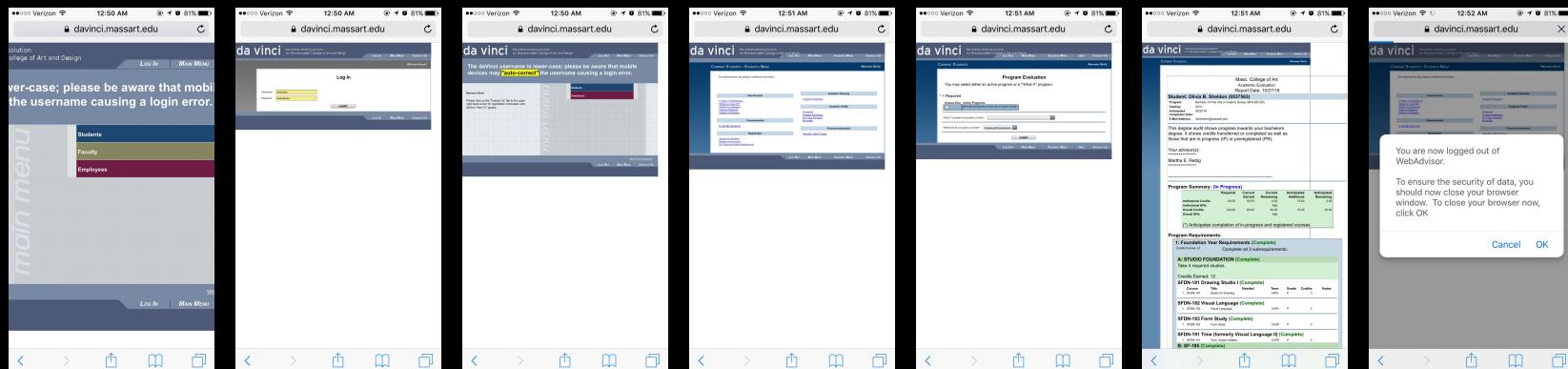
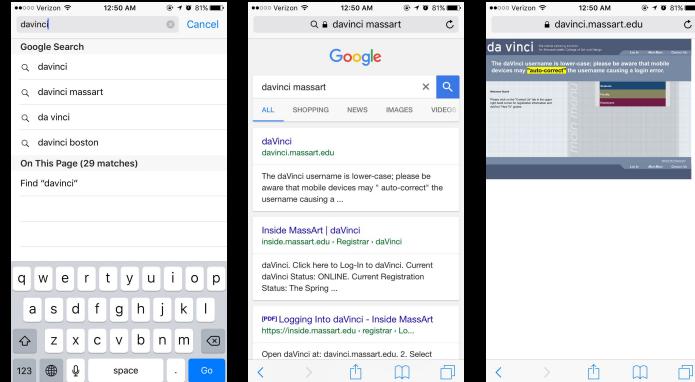
Comments:  
- do grades need to be within the program evaluation?  
- never used it within program evaluation for grades.

# Olivia's Observations

Pt. 1

## Non-MassArt Student: Emerson

- Dull / plain design
- Amount of time spent just logging in exceeded actual task
- Navigation was complicated for what seemed like simple tasks

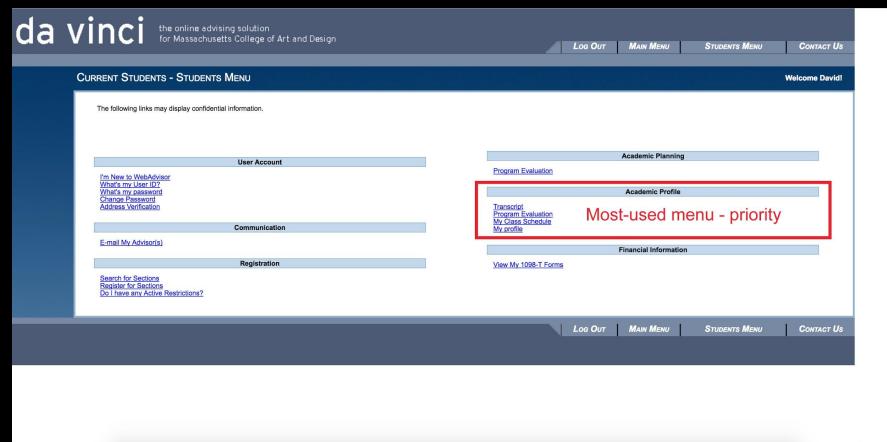


# David's Observations

Pt. 1

## MassArt Student: Illustration

- Looks dated, colors are eye-straining
- Too dull, wants it to look more exciting, but still simple
- Sizing is bad, too much scrolling on program evaluation
- Too many boxes
- Should prioritize most used options



# David's Observations

Pt. 2

## Non-MassArt Student: Wentworth

- Takes too long to load
- Too much information presented all at once.
- Would look better if it was in a grid
- “It’s ugly”

TAKE CDGD-2X8 TYPOGRAPHY II (6 CR) ( <b>Complete</b> )		16/SP	A	6
1. CDGD-230 Typography II				
<b>B: JUNIOR YEAR (In progress)</b> Take 4 major courses: )				
Credits Earned: 6				
TAKE CDGD-340 GRAPHIC DESIGN II: MAKING MEANING ( <b>Pending completion of unfinished activity</b> )				
Course	Title	Needed	Term	Grade
1. CDGD-340	GD II:Making Meaning		16/FA	Credits 3
Notes *IP				
TAKE CDGD-342 INFORMATION ARCHITECTURE ( <b>Pending completion of unfinished activity</b> )				
1. CDGD-342	Information Architecture I		16/FA	3 *IP
TAKE CDGD-341 TYPOGRAPHY III ( <b>Not started</b> )				
1.		3 credits needed		
TAKE CDGD-322 INFORMATION ARCHITECTURE II ( <b>Not started</b> )				
1.		3 credits needed		

Instead of scrolling, could be organized in grid view

# Competitors

The Symplicity website features a header with "Solutions", "About", "Careers", "Support", and a search bar. Below the header is a large image of students. A section titled "For Higher Education" highlights "Enrollment" and "Academic Affairs". A "Student Services" section shows a student interacting with a computer. At the bottom, there's a "Recruit & Enroll" button.

Symplicity

The Evertrue website has a header with "FREE DEMO", "OVERVIEW", "CONTACT", and "SOLUTIONS", "HOW IT WORKS", "OUR CUSTOMERS", "COMPANY", "BLOG", "RESOURCES". It features a video player and a graph showing growth over time. A news article about a new whitepaper is displayed.

Evertrue

The Jenzabar website has a header with "Higher Education Solutions", "Client Success", "Community", "Resources", and "About Us". It features a large image of hands using a laptop and a book. A section titled "Solutions for every office in your institution" lists "Recruitment", "Admissions", "Enrolling", and "Student Information Systems".

Jenzabar

The Aptron website has a header with "Client Login" and "Schedule a Demo". It features a banner with "Enterprise software that powers the higher education experience". A "The Collégix Difference" section details their comprehensive technology platform. A "Schedule a Demo" form is at the bottom.

Aptron

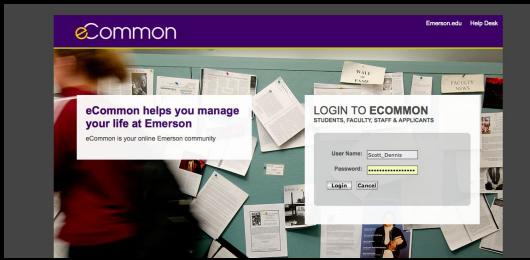
The Populi website has a header with "About", "Tour", "Pricing", "Contact", and "Blog". It features a banner with "College Management Made Simple". It shows screenshots of the software on a desktop, tablet, and smartphone. A "Why should your college choose Populi?" section and an "Access Anywhere" section are also present.

Populi

The Evisions website has a header with "Products", "Services", "Resources", "Company", "Support", and a "Request a Demo" button. It features a colorful graphic of overlapping squares and a "Software Solutions for Higher Education" section. A logo for "Ar Argos Enterprise Reporting" is at the bottom.

Evisions

# Competing School's Websites



Emerson



[MyMIT](#)

Log into your MIT account for online services, departmental resources, and more.

Forgot your password? [Reset Password and Account](#)

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## Login

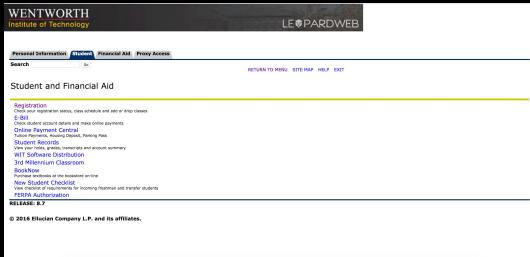
Identifier

Password

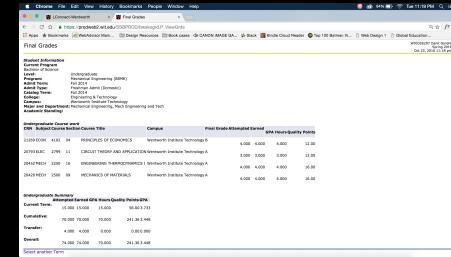
Log In

New user? [register now!](#)

[Forgot Username](#) | [Forgot Password](#)



Wentworth

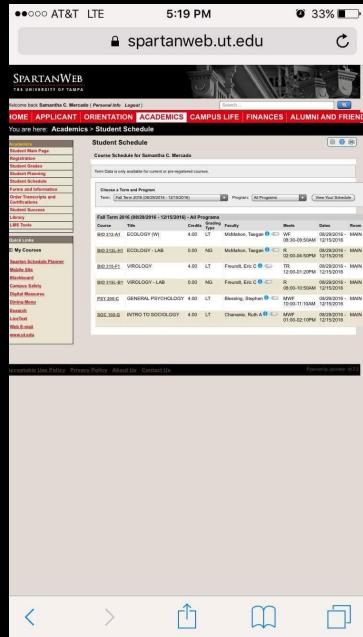


You are here: Academics > Student Schedule

Student Schedule									
Course Schedule for Semester C, Mercede									
Term Dates Only available to students for your registered courses.									
<a href="#">Change Term and Program</a> <a href="#">Programs</a> <a href="#">View Your Schedule</a>									
<input type="text" value="Fall 2013 (20130101-12/10/2013)"/> <input type="button" value="Programs"/>									
<b>Full Term: FALL 2013 / SEMESTER C / MERACDE</b>									
	Course	Type	Credits	Faculty	Meeting	Period	Date	Room	
BCD211AEC	ECOLOGY - LAB	0.00	M3	McMahon, Terri	TR	10:00-11:15AM	09/20/2013 - 09/26/2013	MANH / C3 / 230	
BCD211AEC	ECOLOGY - LEC	0.00	M3	McMahon, Terri	TR	10:00-11:15AM	09/20/2013 - 09/26/2013	MANH / C3 / 196	
BCD215AEC	VIROLOGIST	4.00	L7	Freyd, E. C. S.	TR	10:00-11:15AM	09/20/2013 - 09/26/2013	MANH / B1C / 113	
BCD215AEC	VIROLOGY - LAB	0.00	M3	Freyd, E. C. S.	R	10:00-11:15AM	09/20/2013 - 09/26/2013	MANH / C3 / 194	
ESE280AEC	GERONOMIC PSYCHOLOGY - LEC	4.00	L7	Wheeler, Shereen	TR	10:00-11:15AM	10/30/2013 - 11/15/2013	MANH / B1C / 111	
ESE280AEC	GERONOMIC PSYCHOLOGY - LAB	0.00	M3	Wheeler, Shereen	R	10:00-11:15AM	10/30/2013 - 11/15/2013	MANH / B1C / 112	
ESG196AEC	INTRO TO SOCIOLOGY	4.00	L7	Owens, Ruth	TR	10:00-11:15AM	12/10/2013 - 12/15/2013	MANH / M6 / 123	

University of Miami

# Competing School's Mobile Sites



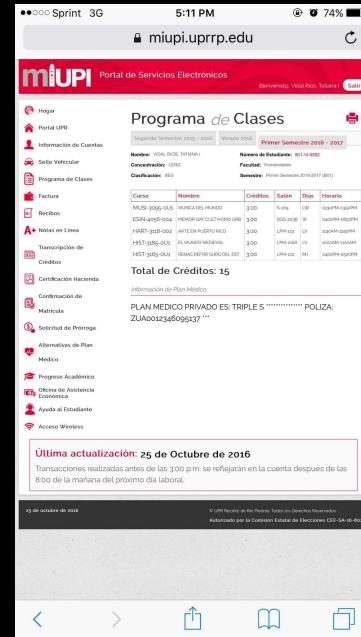
University of Miami



University of Puerto Rico



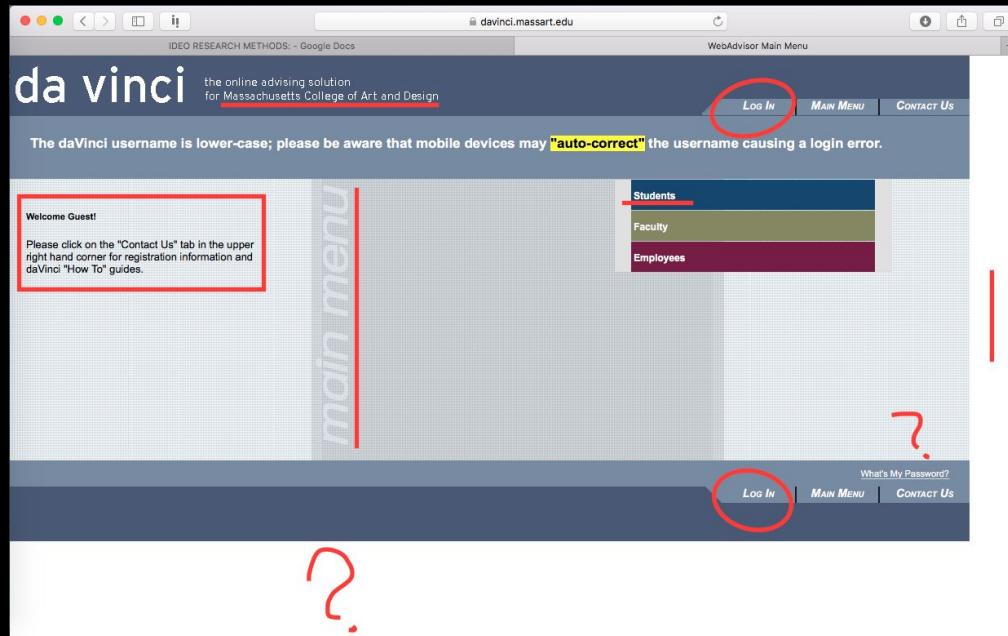
University of Puerto Rico



University of Puerto Rico

# Common Issues

- Confusing Navigation
- Repetitive Content
- Lack of Hierarchy
- Not User Centered
- Little to No Visual Contrast



Thank  
You