

USER RESEARCH

General preliminary question:

What is your name?

How old are you?

Where are you from?

Why did you choose KEA?

Did you know about KEA before you applied?

Why Multimedia Design?

What is your end goal (educational)?

TASK 1

Question:

Do you know to access the "job portal" section in Fronter?

Goals - usability issue:

Finding a job relevant to your experience or field of studies; Finding a place where companies are explaining what are they looking for in a potential candidate.

Task steps, optimal path:

- log in to Fronter
- click on Student Info
- click on the box section "Job Portal"

Alternative path:

- didn't find any

Timeframe:

- 3 clicks , shouldn't take more than 10 sec.

Task text:

You are interested what job can you get in your field of studies and what kind of experience are different companies searching for?

TASK 2

Question:

Do you know how to access your 1st semester schedule?
Why do you think the section called 'rooms'?

Goals - usability issue:

Finding what is your schedule so you can get ready for the upcoming week/month/semester. So you can see the different sections and what will you be studying.

Task steps, optimal path:

- log in to Fronter
- click on 'Romms' (on the top left corner)
- click on 'Display All Rooms' (from the drop down menu)
- click on 1st Semester section
- find a link below the weekly chart that says 'LINK TO WEEK SCHEDULE'

Alternative path:

- click on the 'Today' section from the upper menu
- scroll down to 'Notifications' and click on one of the links
- click on 1st semester link in the left column
- find a link below the weekly chart that says 'LINK TO WEEK SCHEDULE'

Timeframe:

-4/5 clicks , shouldn't take more than 20 sec.

Task text:

You need to check what are you going to study in week 48 because you are planning a small holiday abroad.

TASK 3

Question:

Do you know how to change the language from within Fronter?

Goals - usability issue:

Understanding what is written in the entire Fronter platform.

Task steps, optimal path:

- click on the 'Today' section from the upper menu
- right below it, click on the little box with the language abbreviation

Alternative path:

- didn't find any

Timeframe:

- 2 clicks , shouldn't take more than 5 sec.

Task text:

You want to find a button that says 'submit' when you are sending your task, and you are afraid not to press 'cancel'.

Anele

age: 23 years old

from: lithuania

goal: wants to have enough knowledge to succede in life

Patrik

age: 21 years old

from: Poland

goal: wants to do a top-up

Tabea

age: 23 years old

from: Germany

goal: wants to collect sufficient knowledge and be the best in what she is doing
(travel and develop websites)

Iga

age: 19 years old

from: Poland

goal: Wants to have a company that designs and sells books

The Results

Anele

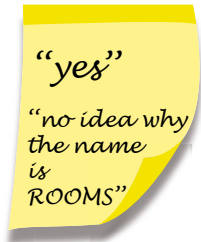
Do you know to access the “job portal” section in Fronter?



The participant didn't know that this section exists, but she managed to find after a while. Anele was very surprised by this option on FRONTER and thought it can be really helpful it was more visible.

Do you know how to access your 1st semester schedule?

- Why do you think the section called 'rooms'?



The participant knew how to access the 1st-semester schedule and she took the optimal path that leads to that section. When asked about the name “Rooms”, she said that she doesn't understand where is this name coming from and she can't associate it with the 1st Semester topic. She said that the path should be one click away.

Do you know how to change the language from within Fronter?



The participant knew how to change the language but again the problem is visibility and lack of quick access

The Results

Patrik

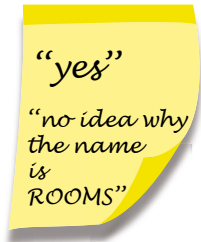
Do you know to access the “job portal” section in Fronter?



This participant also didn't know how to access this section. Patrik agrees that it would be very helpful if this section is easily accessible. And it should be promoted in a better way.

Do you know how to access your 1st semester schedule?

- Why do you think the section called 'rooms'?



This participant also knew how to access the 1st-semester schedule and took the optimal path that leads to that section. When asked about the name “Rooms”, he also stated that this is not the right name for this particular section and it should be changed.

Do you know how to change the language from within Fronter?



The participant knew how to change the language but again the problem is visibility and lack of quick access. His suggestion is towards the creation of a visible sign(flag) at the top where the language can be changed. He also took the optimal path for changing the language.

The Results

Iga

Do you know to access the “job portal” section in Fronter?



“I know”

The participant didn't know that this section exists, but she easily found it. It was very intuitive decision for her.

Do you know how to access your 1st semester schedule?

- Why do you think the section called ‘rooms’?



“yes”
*“no idea why
the name
is
ROOMS”*

The participant knew how to access the 1st-semester schedule and she took the optimal path that leads to that section. When asked about the name “Rooms”, she said that she doesn't understand where is this name coming from and she can't associate it with the 1st Semester topic.

Do you know how to change the language from within Fronter?




“yes”

The participant knew how to change the language but again the problem is visibility and lack of quick access.

The Results

Tabea

Do you know to access the “job portal” section in Fronter?




*“I have
no idea”*

The participant didn't know that this section exists, she eventually found it with very little confidence that she can. She also mentioned that she doesn't know why there are two sections Student info, because whatever option you click there it takes you to the same place.

Do you know how to access your 1st semester schedule?

- Why do you think the section called ‘rooms’?



*“yes”
“no idea why
the name
is
ROOMS”*

The participant knew how to access the 1st-semester schedule and she took the optimal path that leads to that section. When asked about the name “Rooms”, she said that she doesn't understand where is this name coming from and she can't associate it with the 1st Semester topic.

Do you know how to change the language from within Fronter?



“yes”

The participant knew how to change the language she took the optimal path but she as well thinks that the visibility should be better.

Competitor Analysis

Similar organisations



Moodle is a free and open-source learning management system (LMS) written in PHP and distributed under the GNU General Public License. Developed on pedagogical principles, Moodle is used for blended learning, distance education, flipped classroom and other e-learning projects in schools, universities, workplaces and other sectors.

Benefits:

- Easy to use
- Open-source & always up-to-date
- Moodle in your language
- Moodle is available in over 100 languages, which makes it readily customizable per user locality or learning requirement.
- All-in-one learning platform
- Robust, private, and secure
- Use on any device
- Extensive resources available



Google Classroom

Google Classroom is a free web service developed by Google for schools that aim to simplify creating, distributing and grading assignments in a paperless way. The primary purpose of Google Classroom is to streamline the process of sharing files between teachers and students.

Benefits:

- Easy to use
- Open-source & always up-to-date
- Combines Google Drive, Google Docs, Gmail, Google Calendar
- Everybody has a private code, or automatically imported from a school domain
- Mobile apps, available for iOS and Android devices, let users take photos and attach to assignments, share files from other apps, and access information offline.
- Teachers can monitor the progress for each student, and after being graded, teachers can return work, along with comments.
- Use on any device
- Extensive resources available

Competitor Analysis

Similar tools,apps and services

Facebook (Messenger) - easy access, easy communication, clear interface, possibilities for sharing small files, possibilities for making groups; free to use; IT'S NOT PRIVATE



WhatsApp -) - easy access, easy communication, clear interface, possibilities for sharing small files, possibilities for making groups; free to use; CAN'T SHARE BIG AMOUNT OF DATA



Slack - messaging app for teams. It brings all team's communication and files in one place, where they're instantly searchable and available at any given time. the data is stored exclusively on cloud servers under Slack control. it has a clear layout.



LinkedIn - mostly for professional use, but it's GREAT FOR NETWORKING; Easy to use accessible; mobile friendly; free to some extent



Instagram - extremely pleasant interface, easy to use, fast and snappy. Mostly for entertainment and advertisement



WHAT STUDENTS VOTED IN REGARDS TO A LAYOUT (INTER-FACE) THEY WOULD LIKE TO USE IN THEIR EVERY DAY ACTIVITIES



LIKE



OK



NOPE

Monday's task



CHANGE THE LANGUAGE

before

- A** Johnny is a very active young man who likes sports, food and to do everything without rushing.
- D** He opens Fronter and sees that everything is written in Danish and he starts searching for a settings button(menu), or some symbol that he can recognize that symbolizes language change.
- G** After not finding a way to change the language, and wasting an hour of doing nothing he decides to use Google translate so he can navigate himself towards the folder where the task for the upcoming project has been posted.

during

- B** At home after his second day at school having a long lunch, after that he goes to the gym, because he knows he has time for his first school project.
- E** After 15 min of struggling with fronter he decides to ask for some help, but because this is his second day he realizes that he doesn't have anyone's contact (both teachers and students).
- F** Then he decides to go to KEA's website because he knows there is an english version availbe and to check the FAQ section for some answers. He spends a good 10 min reading and searching for an answer.
- H** Thanks to Google he finds an answer and manages to finish his project right on time.

after

- I** On the next day he sees that he has "approved" and comment from a teacher which says "Great job".

