

Hello!



I am Cade Dannels

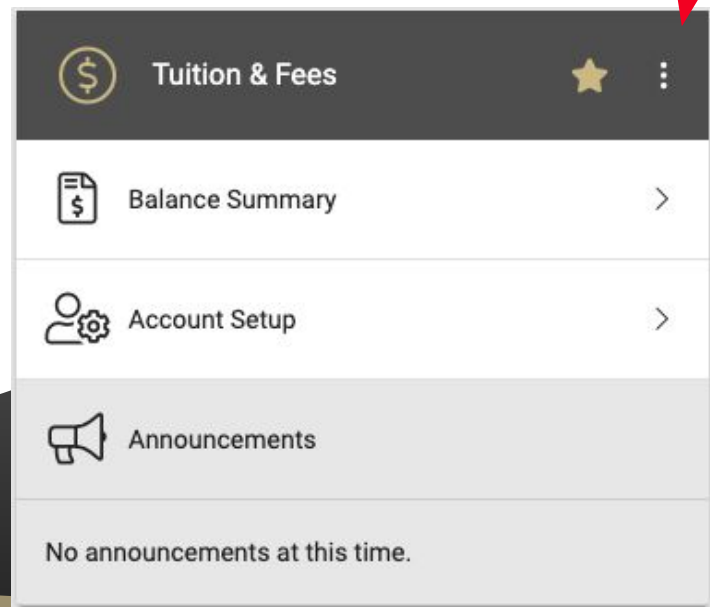
UX/UI Student Designer for Buff Portal's UXRD team

Improving Access to CU Resources in Buff Portal

Data Driven Design through Google Analytics
and User Testing

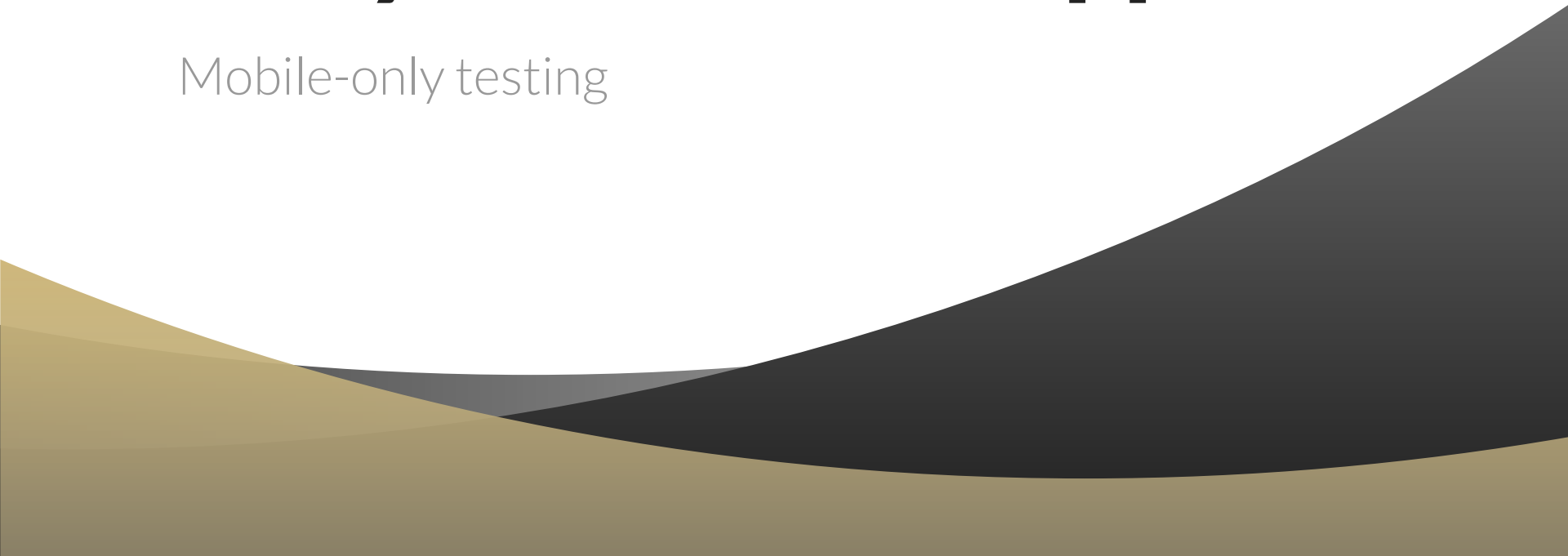
The Problem with Card Menus

How we got here, what we learned and how, and what's next



Early Buff Portal Approach

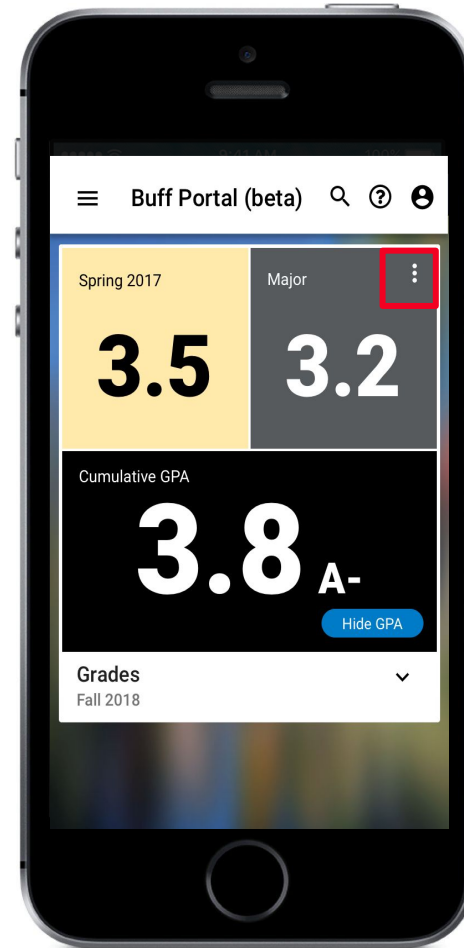
Mobile-only testing



Highly Rated in User Testing

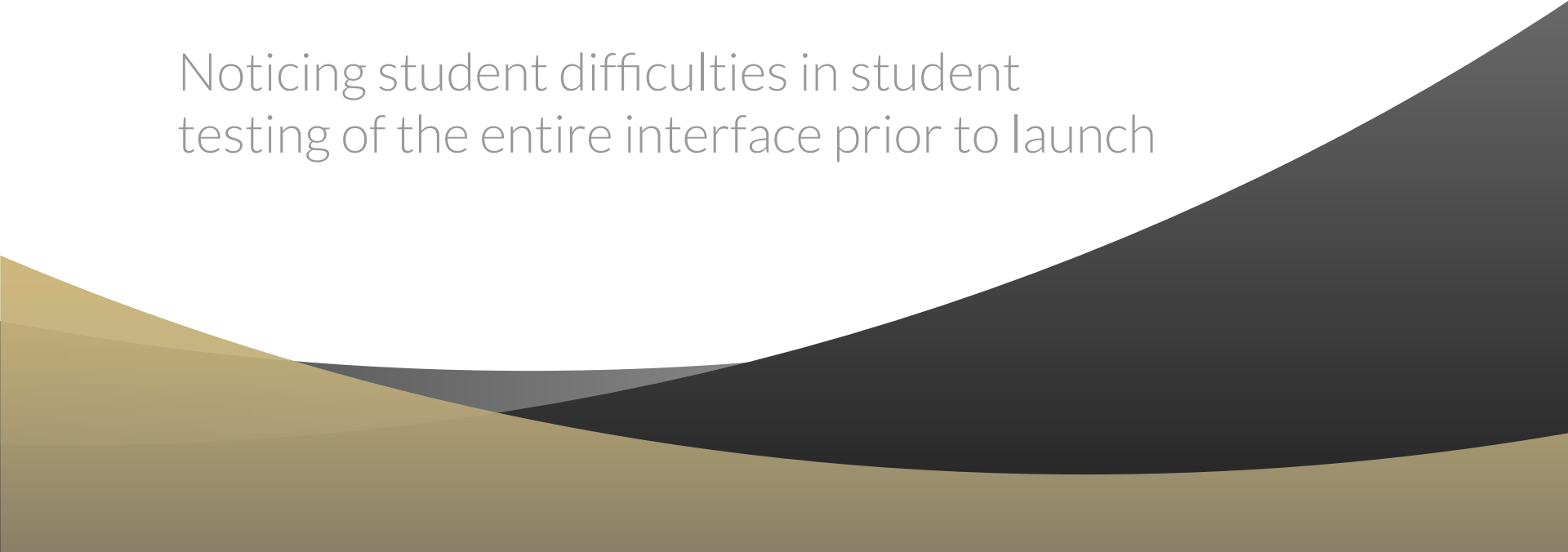
Feedback from students

For example, in one early student test of the Grades card, *4/5 students found it easy or somewhat easy to find a resource in the card menu*



The Beginning of a Problem

Noticing student difficulties in student testing of the entire interface prior to launch



We Started to Hear Frustrations From the Students

- Students in user testing didn't always report noticing card menus.
- The Buff Portal feedback card received comments indicating students were missing resources in the card menu,
 - “Awful! Everything is hidden behind dot menus!! It feels hopeless to find anything! It feels like the aesthetics of this site were valued so so so much over function that it's impossible to use!”

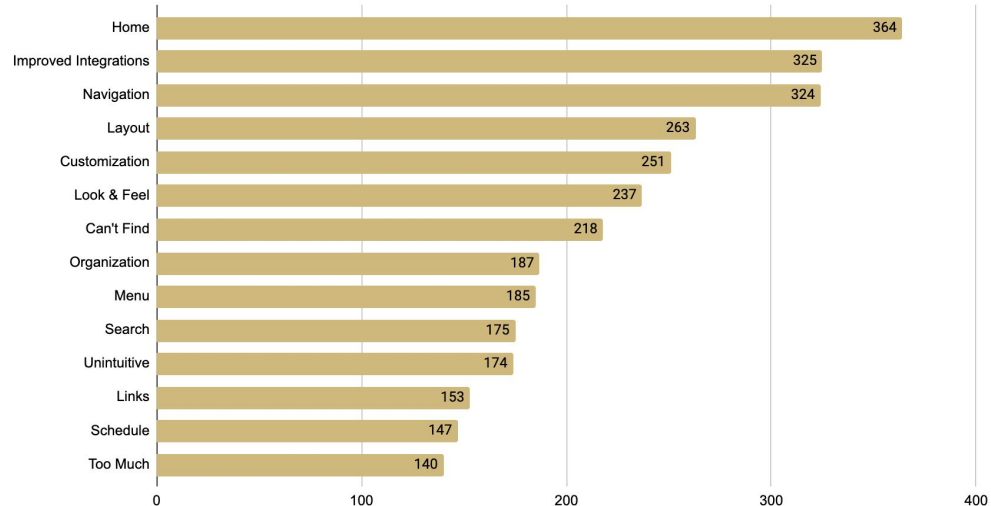
More Evidence of a Problem

Fall 2020 Buff Portal Survey

Of 3,023 comments, 218 students referenced Can't Find as the number one thing they would change in Buff Portal with other topics related to navigation and search adding up to 717

What's one thing you would change about Buff Portal?

Top requests (of 3,023 comments)



Google Analytics

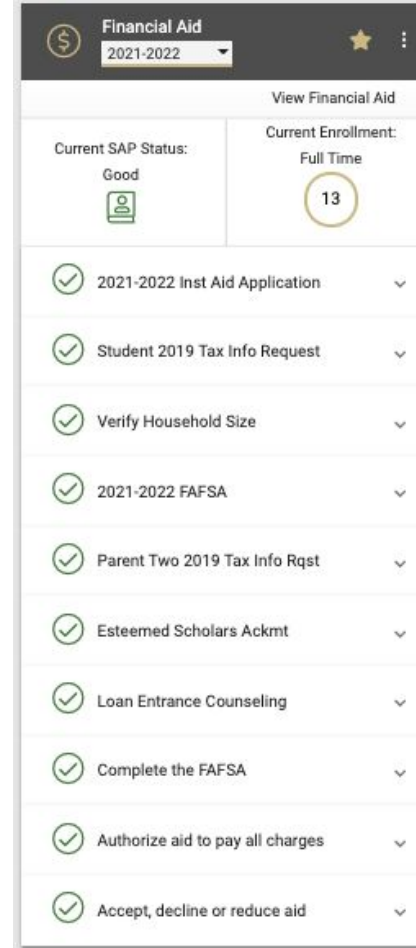
Measuring usage of the card menu



Financial Aid card

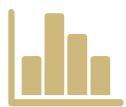
Resources in the Card Menu

- View estimated expenses
- View summer estimated expenses
- Report private scholarships
- View aid history
- View bill
- Income/Medical Appeal
- Help



The screenshot shows a mobile application interface for Financial Aid. At the top, there is a header bar with a dollar sign icon, the text "Financial Aid", a dropdown menu set to "2021-2022", a star icon, and a menu icon. Below the header, there is a section titled "View Financial Aid". This section contains two columns: "Current SAP Status:" with a "Good" status and a person icon, and "Current Enrollment:" with a "Full Time" status and a circular icon containing the number "13". Below this, there is a list of ten items, each with a green checkmark icon, a text label, and a dropdown arrow. The items are: "2021-2022 Inst Aid Application", "Student 2019 Tax Info Request", "Verify Household Size", "2021-2022 FAFSA", "Parent Two 2019 Tax Info Rqst", "Esteemed Scholars Ackmt", "Loan Entrance Counseling", "Complete the FAFSA", "Authorize aid to pay all charges", and "Accept, decline or reduce aid".

Financial Aid card (date range January 1, 2021 - June 3, 2021)



~472,000



Total clicks on the card



~ 29,500

Total card menu resource clicks



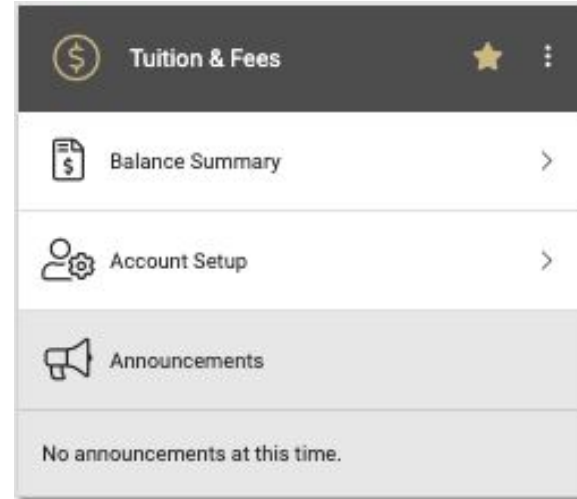
6.25%

Percentage of total card clicks on
the resources

Tuition & Fees card

Resources in the Card Menu

- View 1098T Tax Forms
- Learn About Payment Plans
- Important Dates
- Payment Methods
- Refunds
- How-Tos
- Confirmation Deposit -
Returning Students
- Help



Tuition & Fees card (date range January 1 2021 - June 3, 2021)

 ~870,000

Total clicks on the card



 ~43,800

Total card menu resource clicks











 5%

Percentage of total card clicks on the resources

Your Classes card

Resources in the Card Menu

- Printable Class Schedule
- Download Class Schedule PDF
- Academic Calendar
- Advising Information
- Registration How-Tos
- Help

Your Classes	
	Fall 2021 
VIEW CLASS SCHEDULE	ADD A CLASS 
INFO 4001--001 Information Science Portfolio and Professional Development <i>(Lecture)</i>	
Tu 3:55PM - 6:25PM	
	
ECON 4050--001 Market Design <i>(Lecture)</i>	
August 23 - December 9	
	
INFO 4613--001 Network Science <i>(Seminar)</i>	
TuTh 11:10AM - 12:25PM	
	
BUSM 2020--003 Principles of Accounting <i>(Lecture)</i>	
TuTh 12:45PM - 2:00PM	
	
BUSM 2010--001 Principles of Marketing <i>(Lecture)</i>	
TuTh 9:35AM - 10:50AM	
	
BUSM 2021--003 Principles of Finance <i>(Lecture)</i>	
TuTh 12:45PM - 2:00PM	
	
BUSM 2011--001 Principles of Management <i>(Lecture)</i>	
TuTh 9:35AM - 10:50AM	
	

Your Classes card (date range January 1 2021 - June 3, 2021)

 **~1,350,000**

Total clicks on the card



 **~ 11,370**

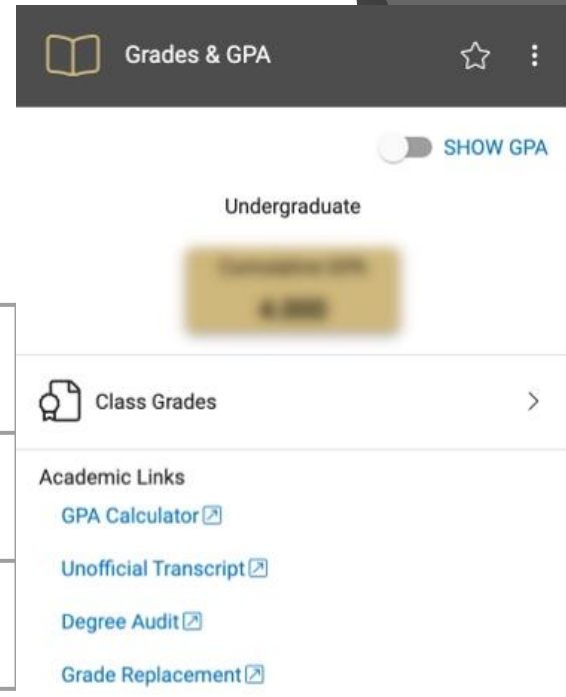
Total card menu resource clicks

 **0.84%**

Percentage of total card clicks on the resources

Grades & GPA card

Finding: links on front of card getting more clicks than the card menu



	From Grades Card	Through its Link Out Card
Order Official Transcript	6,869 - card menu (24%)	22,191 (76%) - search only
Unofficial Transcript	148,716 - front of card (70%)	62,537 (30%) - search only

Grade Replacement

- With COVID, the Registrar's Office reached out to the Buff Portal team in summer of 2020 to work on improving student access to information about Grade Replacement since the policy had changed.
- Based on what we were already seeing in the data, we knew we'd need to show this resource more prominently by placing it on the front of the card.

Improving Access to Grade Replacement Info for Students

- On September 22, 2020 the Grade Replacement card was added to the front of the Grades & GPA card.
- Before the change the Grade Replacement link was not seeing consistent traffic.
 - In March of 2020 there was only around 100 clicks per week.
 - In March of 2021 there was about 3,000 clicks per week.






Our Conclusion

We are concluding that it is more intuitive to find resources on the front of the card than in the card menu or hidden behind search.


But we are interested in hearing student's thoughts about if this change will increase the feeling of clutter.

New Design Directions

 Class Registration Guide 

 EXPAND ALL

Select Term
Term: Fall 2021 ▼


 Fall 2021 Enrollment Date:
Apr. 8, 2021 4:45PM -
Jun. 18, 2021 11:59PM >

Prepare ▼

Plan ▼

Enroll ▼

Review ▼

 Related Items >



 Class Registration Guide 


< Related Items

[Help with Registration](#) 


[Contact the Office of the Registrar](#) 

[Contact Continuing Education](#) 

 Class Registration Guide 

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Benchmarking and Next Steps

- On Wednesday 9/22 a survey will go out to students to get feedback on current designs
- Later, the Buff Portal team will use Google Analytics to benchmark the new designs against the old card menu to see if students are finding resources easier
- The Buff Portal team will continue to use a combination of Google Analytics and student feedback to make data driven design decisions

Thanks!



Any questions?

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Slide Template adapted from slidescarnival.com