# Hello!

## I am Cade Dannels

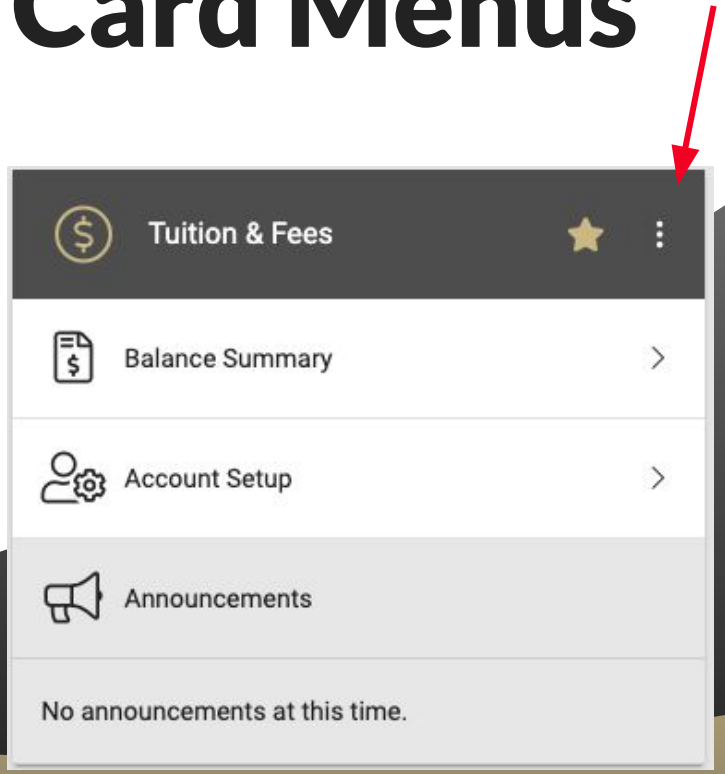
UX/UI Student Designer for Buff Portal's UXRD team

# 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



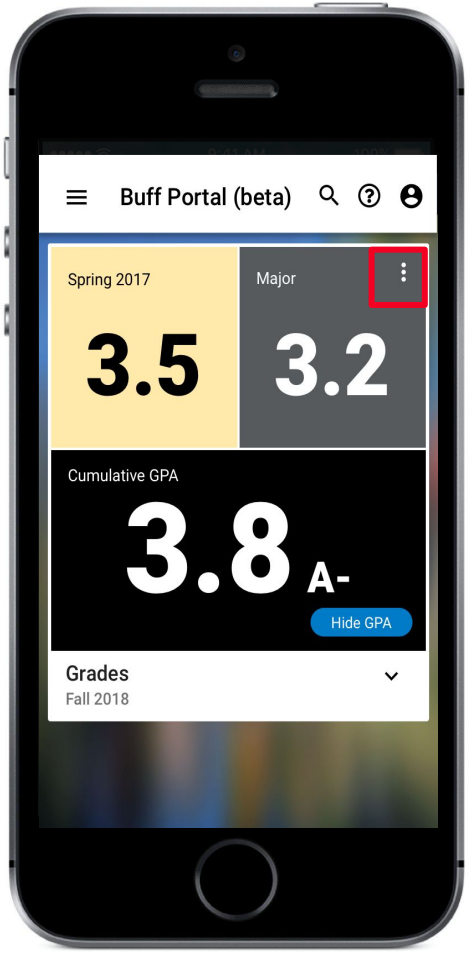
# Early Buff Portal Approach

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

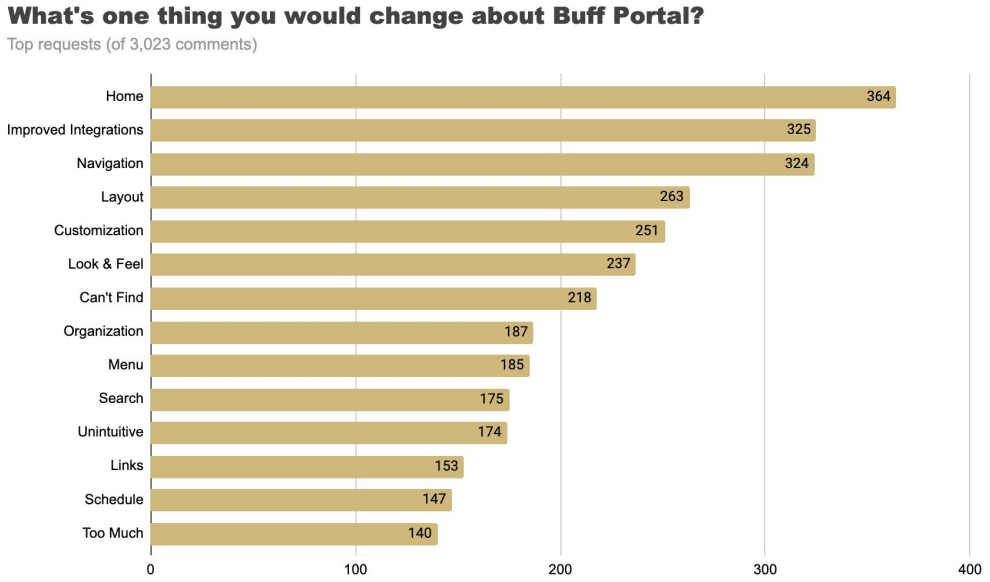
# We Started to Hear Frustrations From the Students

- 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



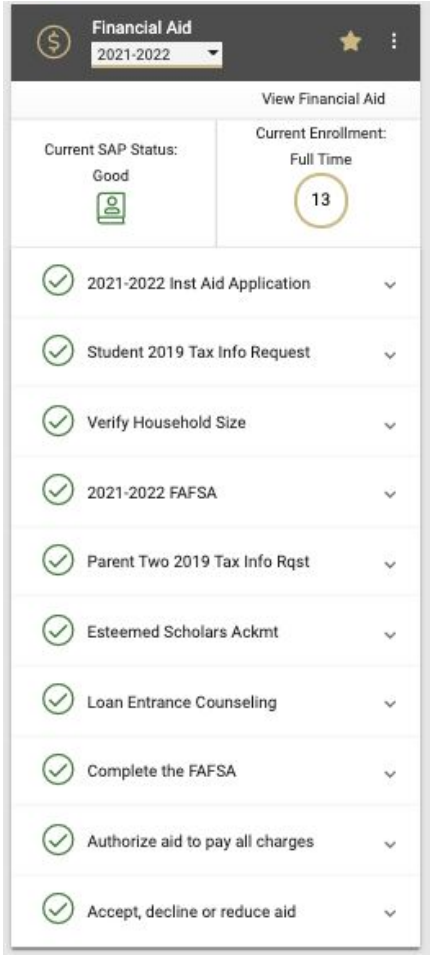
# Google Analytics

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



# 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

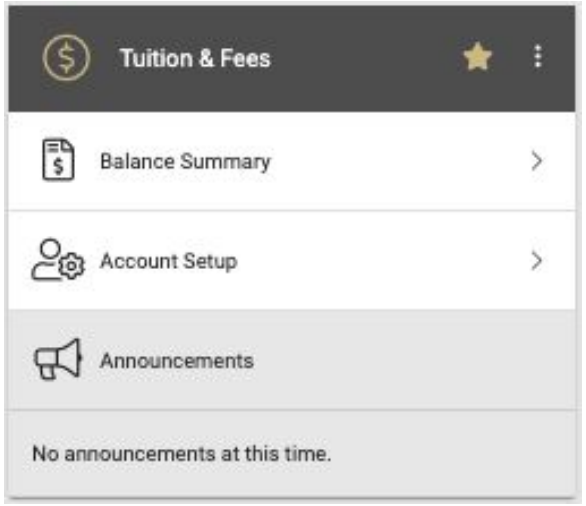
**6.25%**

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

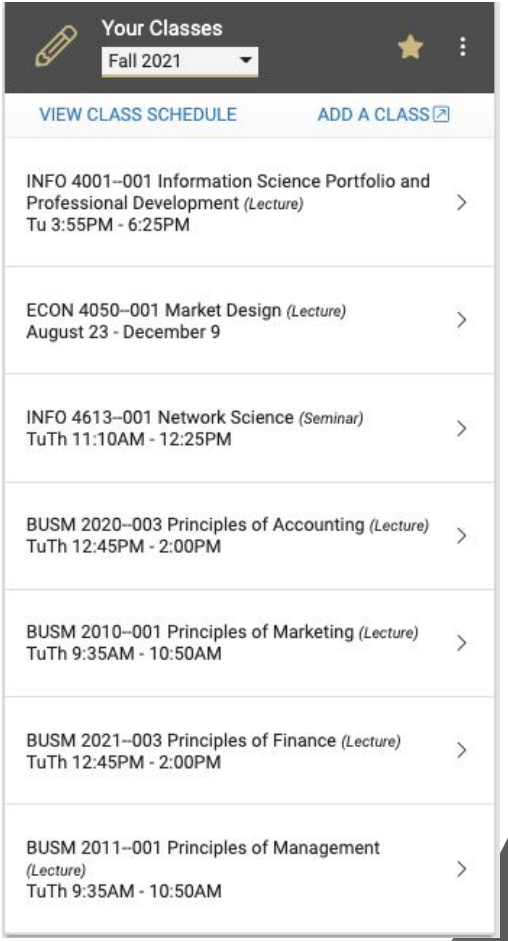
**5%**

Percentage of total card clicks on the resources

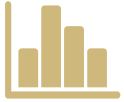
# Your Classes card

## Resources in the Card Menu

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



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



**~1,350,000**

Total clicks on the card

**~ 11,370**

Total card menu resource clicks

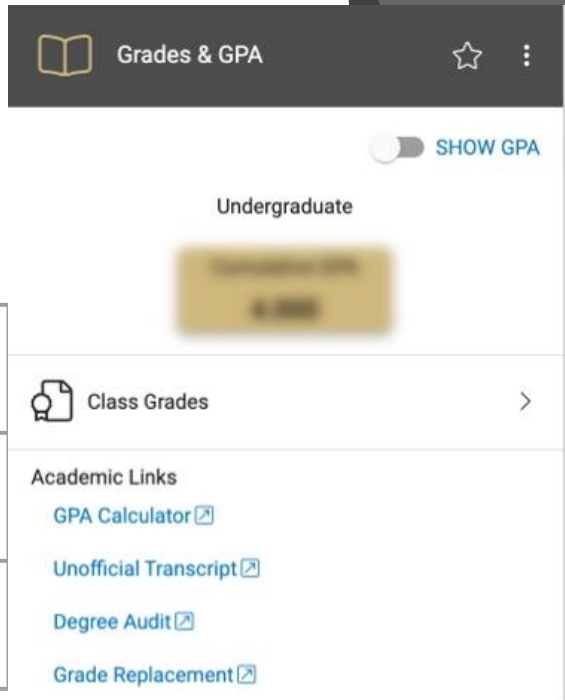
**0.84%**

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

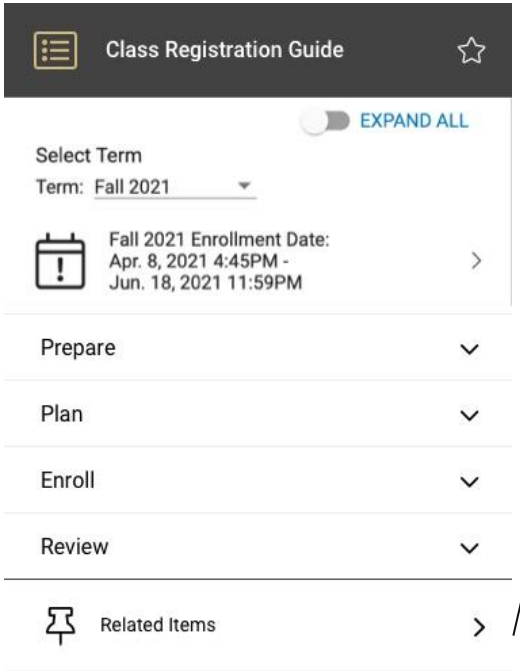
- On September 22, 2020 the Grade Replacement card was added to the front of the Grades & GPA card.
- Before the change the Grade Replacement link was not seeing consistent traffic.
  - In March of 2020 there was only around 100 clicks per week.
  - In March of 2021 there was about 3,000 clicks per week.

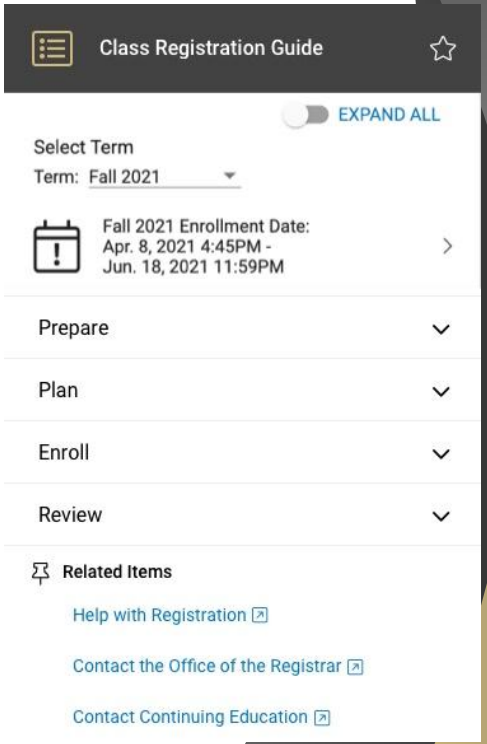
# Our Conclusion

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





# 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