

TERTIARY EDUCATION APP

DESIGN FOR USER INTERACTION

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PRELIMINARY OVERVIEW



First Studies

- Provides us with insights that allows us to improve the application
- Lack of applications regionally that provide such aid to students
- We tested about 4 applications and websites in total and reviewed each of them along with individual user feedback (E.g. Singapore JAE Poly Guide)

Wacky Interfaces

- ⬡ UI should be simple as UI Elements have evolved and are not same across applications
- ⬡ Users do not want long pages of information, hidden navigation and unprioritized content

Inconsistent Interaction Design

- ⬡ Users are unable to transfer majority of their skills and knowledge across various applications
- ⬡ Constricted placement of user interface elements
- ⬡ Attracts unwanted attention, acts as a distraction

Towards a better user experience

- Simplicity in the mobile application. Increasing the affordances of where users can tap
- Consistent Interaction techniques
- Support for basic functionalities (Back button, etc)

RESEARCH METHOD



Research Method

- Research methods used are journey map and through the hands on usability testing
- Provides us information on areas to improve on, in the application and to ease the JAE process

METHODOLOGY



Methodology

Overview:

The usability test was done by our friends or family members who have or are going through the process of tertiary education selection. The test was done in a traditional way where the users had to think-aloud. The purpose of the test was to figure out what else can we tweak to improve the application such that it will be more user-friendly and attractive. A moderator (us) sat next to them to observe, listen and take down notes on what the user is saying:

- ⬡ What can be done to make it more simpler
- ⬡ What is the flaw of it being done like this
- ⬡ How can it be done to make sure it is more useful to the user

Methodology

Participants:

- 3 family members and/or friends
- Age: 17-21 male

Process:

- They were given the prototype and were asked to complete the tasks without any help given

Materials:

- List of tasks

Apparatus:

- Android phone with the prototyping tool as simulation
- Another phone to record

Findings & Recommendations



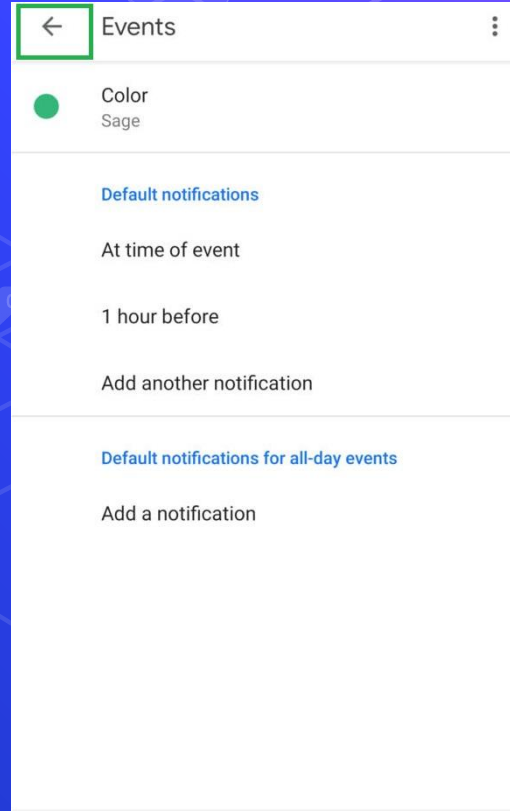
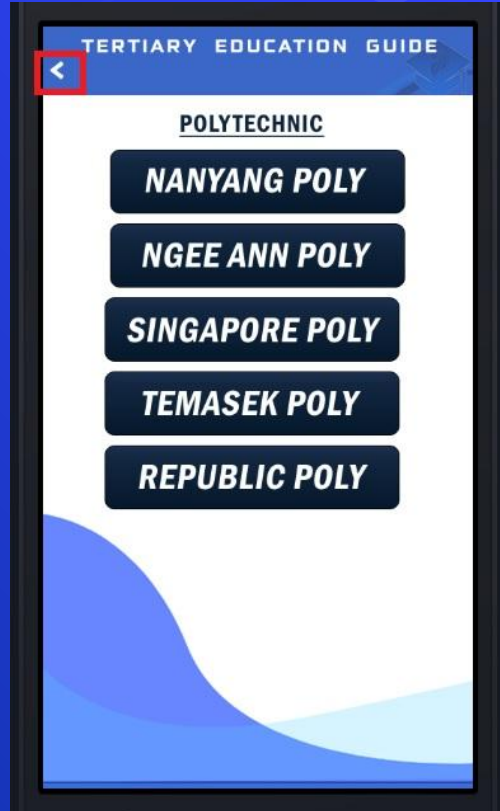
Issues Faced By Users

- ⬡ Small Target Areas
- ⬡ Location of Buttons
- ⬡ Aesthetics (Color Coding)
- ⬡ Text Size & Crowded Content
- ⬡ Images

Small Target Area

- ⬡ One of the common issue is user not being able to properly press on the buttons
- ⬡ Small target area is an issue to users, especially those with slightly wider/bigger fingers

Small Target Area



Proposed Solution

- Increasing the size of button.
 - Allows user touch to be more precise
 - Increase button's visibility to the user
- Moving back to previous page by sliding
 - Allows the user to return to the previous page more quickly and easily
 - More user friendly for the users to use as well

Location of Buttons

- ⬡ Location of buttons are located near the edge of the screen
- ⬡ Hard for users to press on the button due to the button being at the edge of the screen

Location of Buttons



Our Button Location is quite close to the side of the screen, which may be hard for users to press



Google Calendar's button is further away from the edge of the screen, which is easier to press

Proposed Solution

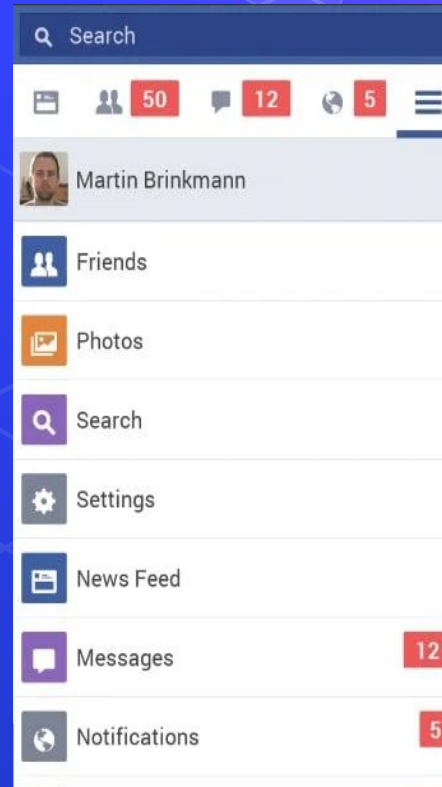
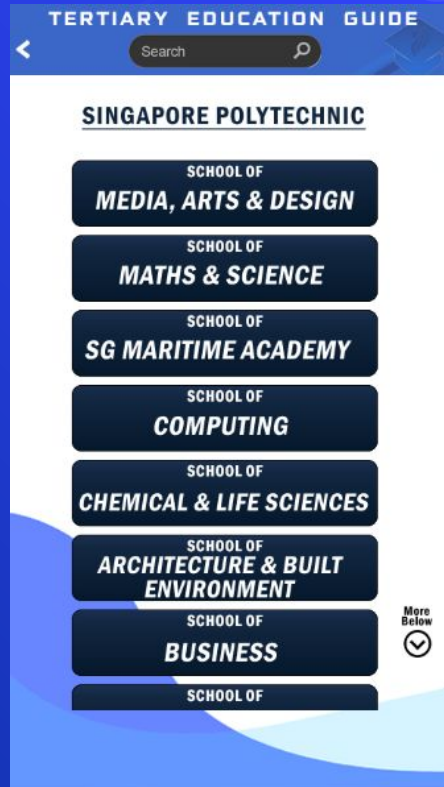
- ⬡ Make the buttons slightly further away from the screen.

Aesthetics

- ⬡ Users can be seen thinking through the different buttons before clicking on the correct buttons due to buttons are all of the same color
- ⬡ Buttons are linked in different section of the application, but were colour coded the same
- ⬡ User might miss out on buttons such as information icon as it is of the same colour of the rest

Aesthetics

Our buttons are all
single coloured



Facebook uses icons &
colour coding to enhance
user experiences.

Photos - Orange

Friends & Newsfeed - Blue

Search & Messages -
Purple

Settings & Notifications -
Grey

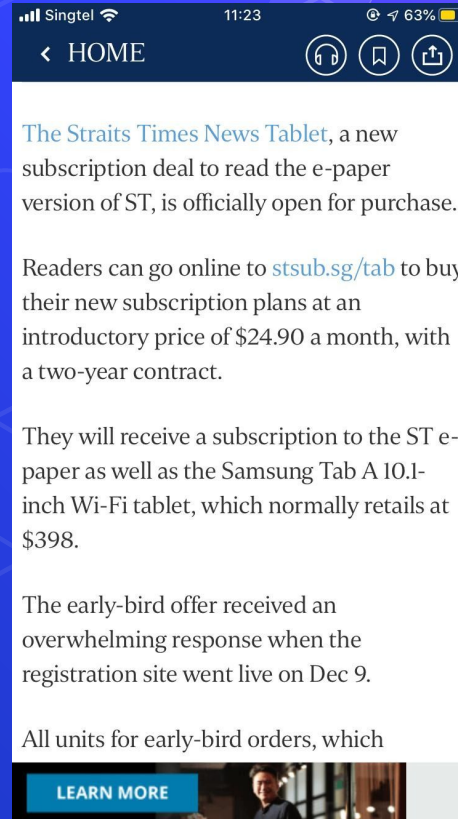
Proposed Solution

- Make use of color code to make the different buttons more prominent & visually recognizable by the users
 - E.g. The information icon can be changed to red to make it stand out from the blue buttons

Text Size & Crowded Content

- Word size is quite small and the text are quite crowded to each other.
- Makes it difficult to read as the words are small & close to each other

Text Size & Crowded Content



Proposed Solution

- ⬡ Make words bigger for the readers to read the information more easily
- ⬡ Content on the course can be well summarised by putting in point form as well

Images

- ⬡ Lack of images makes the application slightly more dull and boring as there are no images to allow the user to visualise or make the application more lively

Proposed Solution

- Add more images relevant to the course/school into the application
 - E.g images of the schools can be added into JC, Poly & ITE
 - E.g image related to the school and its students can be added
- Make the application more appealing and lively as users will be able to see the image rather than just words

Interaction Design Principles

○ Consistency

- The 'view more' button should be consistent throughout the pages, to solve this, have consistent button designs.

○ Perceivability

- The bookmarking feature is discovered by luck or chance as users are not made aware of it. To ensure its discoverability, it must be mentioned in the help guide.

○ Learnability

- Users have not reported issues with learnability. The simple user interface allows users to transfer skills from other applications.

Interaction Design Principles

⬡ Predictability

- The 'view website' button, users ponder if it would open up a new browser or open up within the application. Including interaction overlays or a brief in the help guide would aid users in understanding the feature better.

⬡ Feedback

- User interface elements should have a clear reaction upon being tapped or swiped on to help user's achieve their tasks easily. To resolve this, simply have the buttons to fade out or change color when being tapped on.

WIREFRAMES

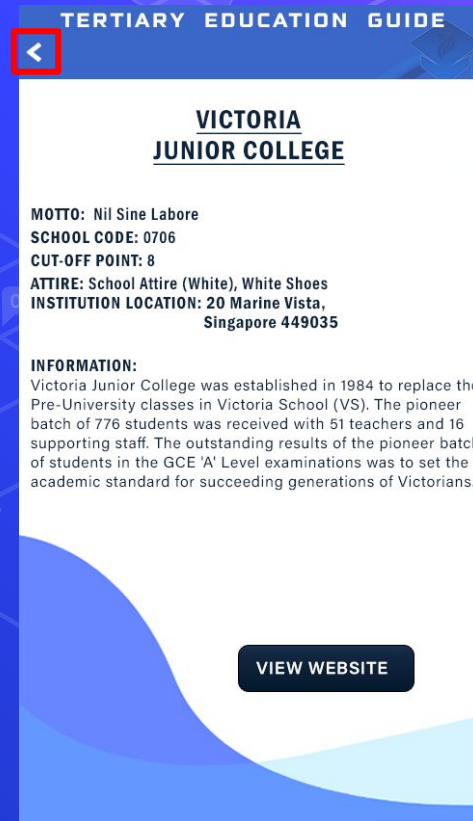


Wireframes



Instead of using an outdated 'view more' button that acted as a scroll, we added a 'tap to view more' button that brings you to a new page instead, making it much neater

Wireframes



We added the back button on all of this pages to aid in navigation

Wireframes



We removed the search button inside of the polytechnic course description