

Rutgers UXDI RFP - Continuing Studies / MBS Portal

PRESENTED BY:

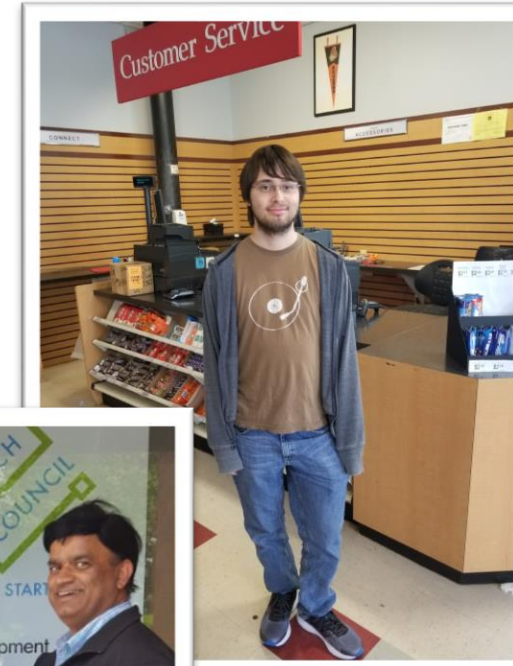


Cally • Ram • Matt • Molly



Contextual Inquiry

- Rutgers Undergrads
- Rutgers Grad Students
- Working Professionals



Contextual Inquiry – Findings

Students

Cost

“I am worried about going into more debt.”

Registering for Classes

“Hard to know what class fulfills what requirement”

“I’d like to know more about who teaches the class”

Sakai/Canvas

“Sakai is really confusing”

“I like being able to submit my homework there”

Professionals

Time

10 minutes vs. 60 minutes to apply for jobs. How many people do you lose because it takes them too much time?

Communication

Interviewees had good experiences with continuing education because of open communication within the classes – important to have that connection

Personas



Conrad
Age 33
Married, 2 kids
Company paying
for school

WANTS:

To make more money and move up in his company
Work/School/Life balance
To not feel like he is “back in college”

GETS:

Easy to find information in one place to save time
Online support and class options
Information on how programs could help him reach his goals / job postings



Oliver
Age 25
Graduate Student

WANTS:

To be an entrepreneur or professor
Remote/Online options
An easily navigable system to not waste their time

GETS:

Information on how to achieve those goals
– personalized program offerings
An updated student portal
Fully online experience from start to finish



Serena
Age 19
Undergrad

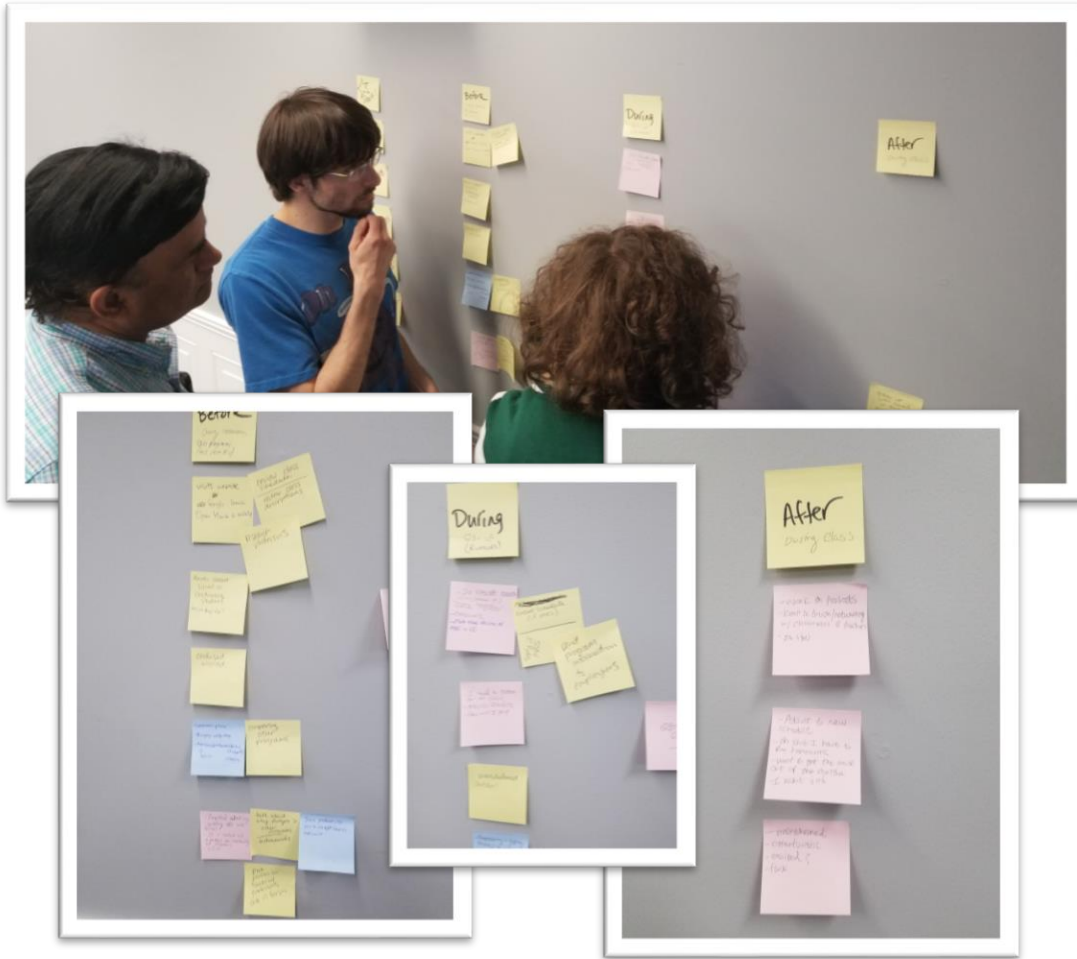
WANTS:

To graduate and have a career
To not go into debt
A flexible commitment while working

GETS:

Financial calculator and tools to discover how to afford/pay for school
Materials to give to her future employer
Information on how continuing studies will help her in her future

Journey Mapping



Actions

Opportunity

BEFORE

- Reviewing classes
- Reviewing professors
- Checking Costs

- Testimonials / Descriptions
- Professor profiles / Testimonials
- Financial Calculators

DURING

- Registering
- Networking
- Paying for Classes

- One-stop registration
- Social Media/Chat functions
- Financial tools and payment portal

AFTER

- Doing homework
- Talking to professors
- Working on group projects
- Looking for jobs

- Improved drop boxes
- Improved chat and messaging
- Improved support for group projects and collaboration
- Rutgers exclusive job portal

Developing The Product

YUP!

- Introduction page that profiles visitor and customizes their experience
- Text, layout and experience that encourages enrollment in MBS
- Clear layout of available courses
- Syllabus available online for each course
- Financial calculator/easy payments
- Calendar view for class schedule & integration with 3rd parties
- Improvements to Sakai (replacement), with additional section for students to participate and collaborate in group chats and file sharing
- Job search and resources exclusive to Rutgers students

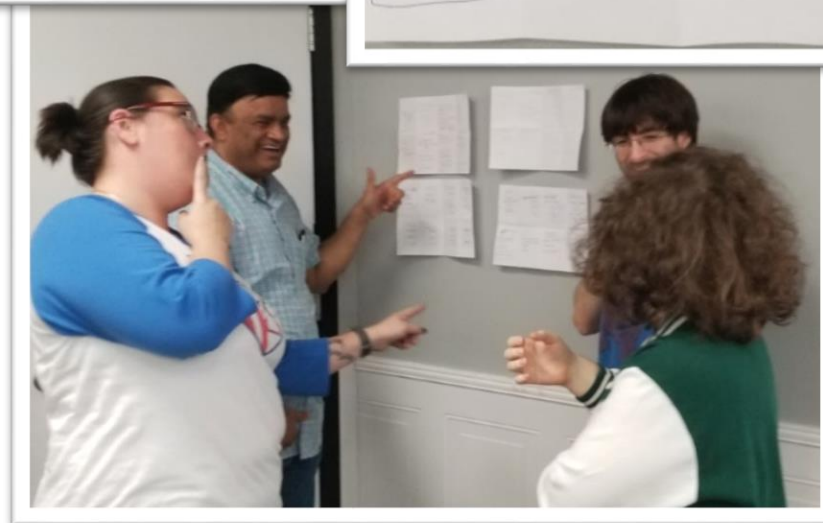
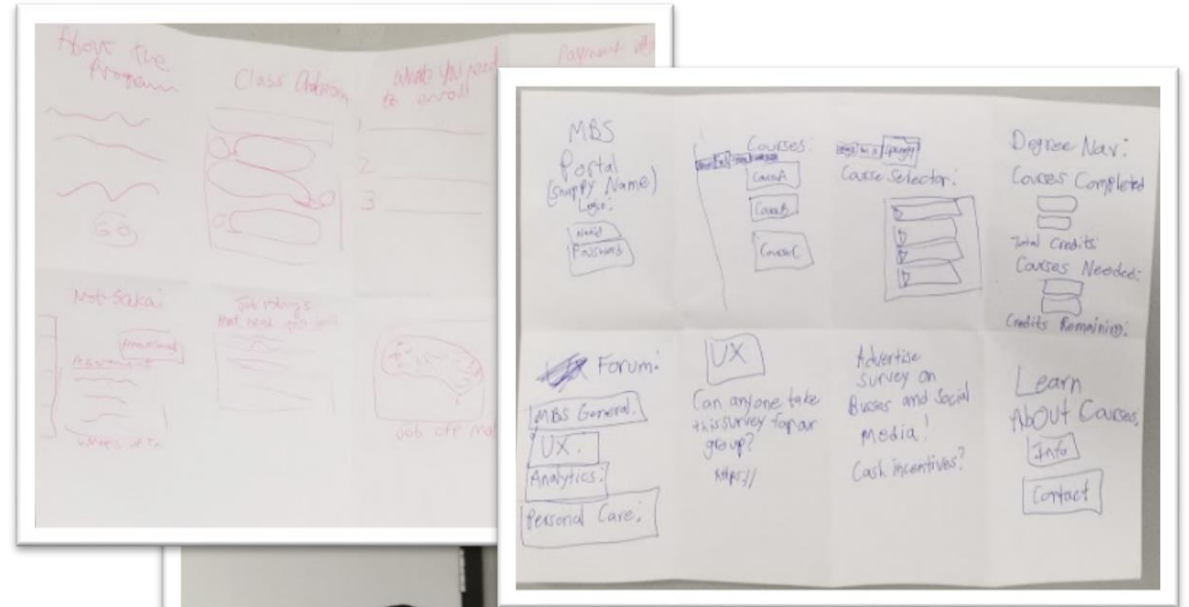
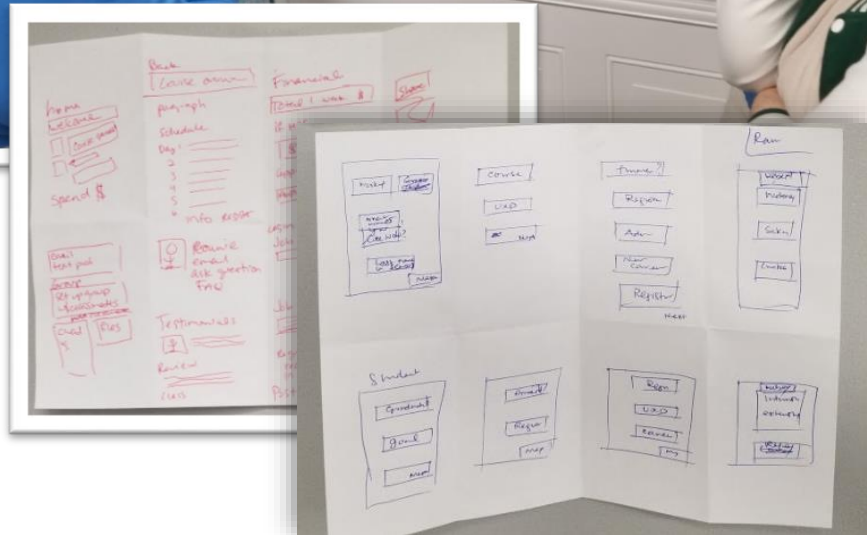
NOPE!

- Current Sakai
- No mandatory or unwanted downloads
- Multiple pages of and locations for information on each concentration
- Lengthy course descriptions
- Lots of text on each page
- User to have to work to find out course info

Hmmmm...

- Tailor course selection to user demographics or just let them browse freely?
- Will users even want to spend the time inputting demographic information
- Would applying filters to classes based on demographic info even be feasible?
- Will it be necessary to provide a Sakai platform for users while they take the class?
- Is social media integration necessary?
- What kind of payment info to provide for working professionals vs. current students?

Design Drafting



Prototype

Focus on three screens:

1. Landing Page/Home – where the user's visit would become personalized
2. Course Offering Page – where the list of courses in the program and the details reside
3. Registration Page – the one stop shop for registering for all classes

Thought about, but did not support:

1. Not-Sakai dashboard
 1. Synopsis of courses completed and credits earned
 2. Student chat/collaboration board
2. Course fee estimator and financial tools
3. Payment options
4. Job and internship/externship portal
5. Information about how job would enhance careers

Prototype – Landing Page

A

RUTGERS CONTINUING ED DEPARTMENT

Welcome!

I am a...

Current student

Who wants...

Within the field of...

We'll give you our best recommendations.

GO

B

Rutgers Masters of Business and Science / Continuing Education Portal

Login / Sign Up

Home Courses & Concentrations Financial Information Register Staff Testimonials Help

Welcome to the Rutgers Continuing Studies Portal!

Curabitur consectetur nunc est, vel congue est hendrerit ac. Fusce at luctus lacus. Aliquam erat volutpat. Vestibulum et interdum felis. Fusce dignissim risus id elit interdum, ut accumsan sapien condimentum. Maecenas consectetur porttitor ante, vel maximus sapien vehicula elementum. Phasellus lobortis ullamcorper posuere. Nam molestie ligula eu ultrices ultricies. Aliquam non massa id purus ultricies ornare quis non diam. Donec porta vel leo at ultrices. Aenean eu diam interdum, accumsan ipsum id, imperdiet risus. Donec porta neque eu tortor lobortis euismod. Nulla eu tortor elit. Fusce a libero vel mauris sagittis vehicula. Sed ut sapien mi. Ut finibus eget mauris convallis dapibus.

I am

Looking for

and am interested in

View programs and courses suggested based on your needs!

I want to browse everything, let me in! Enter

About the Program

The Master of Business & Science degree at Rutgers is a hybrid degree combining courses from an MS in a science area and business courses. This program is a part of the School of Graduate Studies - New Brunswick

Quick Links

Book an Advising Appointment
Contact Us
The MBS Fellowship
Externship Fellowships
Forms

Continuing Education Links

Continuing Education
MiniMBA, RIE, Online Training
Summer Programs

Join Our Next Event

MBS EXTERNSHIP PROJECTS
KICKOFF
06/5/2018 12:00pm
CoRE 433

Prototype – Course Offerings

A

Here's some classes we think you might like.

Intro to Economics
Prof. Miller
Location: LSP A-101

Tu/Th 4:00-6:00 PM
5/29/18 - 6/30/18

[Click to expand...](#)

Intro to Information Technology
Prof. James
Location: DPP F-132

Mondays 3:00-9:00 PM
5/29/18 - 7/31/18

[Click to expand...](#)

Course Summary: In this course students will learn the basics of information technology.

Schedule:

- Week 1: Intro
- Week 2: Debugging
- Week 3: System Management
- Week 4: Intro to SQL
- Week 5: How to use a hard drive
- Week 6: Intro to Javascript Pt. 1
- Week 7: Intro to Javascript Pt. 2
- Week 8: Final Presentations

Prerequisites: None

Graduate Credit Available? Yes - for any accredited MBS program

Estimated Tuition & Fees: \$4,500

REGISTER NOW

Accounting and You
Prof. Everett

Mo-Fri 4:00 - 5:30 PM
6/30/18 - 7/31/18

B

Home Courses & Concentrations Financial Information Register Staff Testimonials Help

We think you'd love one of our Computer and Information Sciences concentrations!

Intertwinging:

Generalist Information Systems & Technology
Information Systems
Information Technology
Analytics & Data Science

Account & Statistics Analysis
Analytics, Discovery, Informatics & Data Sciences
Applied Computing
Computational

Social Media & Networking
Statistics & Informatics
Analytics & Data Science
User Experience Design

Click on one of the concentrations above to learn more about our MBS program!

Want to see more about a different concentration?

Choose one:

Not ready to commit to a degree program yet?

[Browse Rutgers' Continuing Education Department's Course Offerings](#)

At the Rutgers Center for Innovation Education (RCIE), our mission is to provide the most current and up-to-date professional and continuing education for technologists, innovators, and entrepreneurs. We recruit Rutgers' top faculty and industry experts to deliver programs that inspire and educate.

Advance your career - or start a new one. By learning new skills to expand your knowledge base. We offer a variety of certificate, non-degree, and degree programs that can help you increase your earning potential, meet licensing & certification requirements, transition into a new career, and update your professional skills.

About the Program
The Master of Business & Science

Quick Links
Book an Advising Appointment

Continuing Education Links
Continuing Education

Join Our Next Event
MBS EXTENSION PROJECTS

Login / Sign Up

Information Register Staff Testimonials Help

...nce, as well as a list of suggested electives. Course information is posted as it becomes

...eting or send a message to an adviser.

COURSE NAME	Credits	Semester/Year	Time	Instructor	Addtl Info
16.137.531 Introduction to User Experience Design	3	Fall 2018	M-Su 9am-5pm	R. Battista et al	view more
		Summer 2019	M-Su 9am-5pm	R. Battista et al	
16.137.532 (3) Contextual Inquiry***	3	Spring 2019	Sat-Sun 9am-5pm	--	view more
16.137.535 (3) Usability Evaluation**	3	--	--	--	view more
16.137.533 (3) Visual Design for UXD	3	Fall 2019	W 6:40pm-9:30pm	D. Ogunrinde	view more
		Fall 2019	R 2:30pm-5:40pm	D. Ogunrinde	
16.137.603/536 (3) UXD Practicum***	3	Spring 2020	By Appointment	--	view more

***These courses are delivered in executive style.

***These courses are available online

+

Business Courses

+


Elective Course Suggestions

+

Additional Graduation Requirements

Prototype – Registration

A



Masters of Business and Science Course Offerings

[Program Information](#)[Course Offerings](#)[Degree Navigator \(Not Sakai\)](#)[Register](#)[Finance](#)[Job Search](#)

Concentration:

Computer & Information Sciences

User Experience Design

Search by: Semester Concentration Style

User Experience Design Core:

Introduction to User Experience Design (16:137:531)
This course teaches you the basics of user experience design.
Available:
Fall 2018: Prof. Ronnie Battista - Nov 5-9th, 9 am - 5 pm, Rutgers Un. Inn and Conference Center

Special Topics in Science and Tech (16:137:602)

Usability Evaluation (16:137:535)

Business Core:

Principles of Communication and Professional Development (16:137:502)

Principles of Accounting and Finance for Science and Technology (16:137:530)

Market Assessment and Analysis for Business and Science - Life Sciences (16:137:533)

Cost Estimator: [See more ->](#)


Electives:

Special Topics: Mobile App Development from Concept to Execution (16:137:603)

CMD: Social Media (16:137:650)

Register

B



Masters of Business & Science

Logged In
Date

COURSE INFORMATION

Concentration

Analytics & Data Science

Semester

Fall 2018

Course

Introduction to UXD

Prerequisites

None

Taught By

Ronnie Battista

Course Schedule

Hours by Arrangement - Contact Professor

Fee	
Tuition	\$2,000.00
Student Fee	\$ 125.00
Total	\$2,125.00

Email To

Prof ☐

Graduate Dean ☐

Useful Links

[MBS Home Page](#)

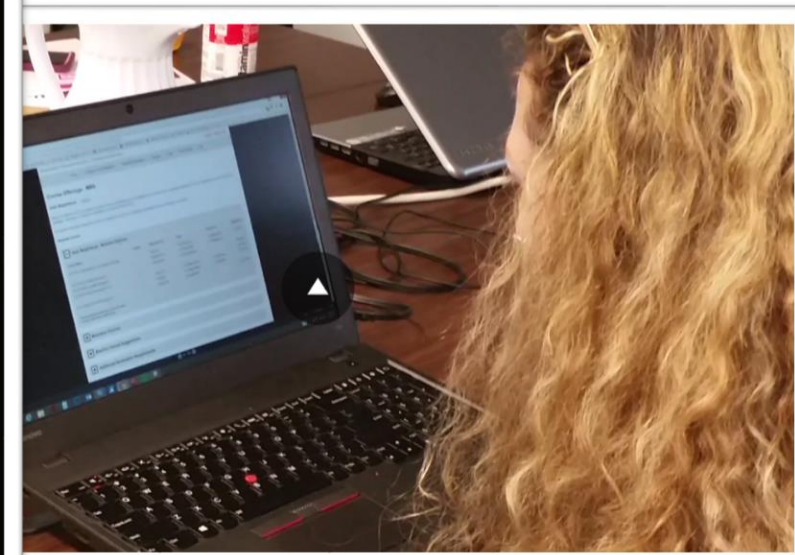
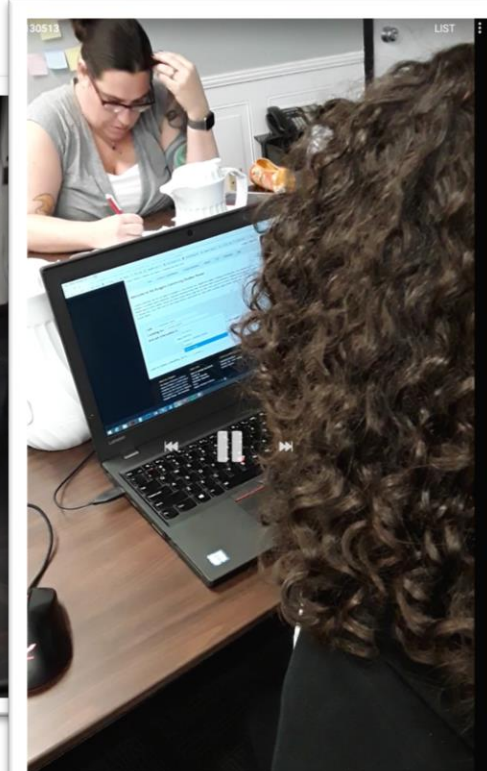
[Potential Job Opportunities](#)

Course
Syllabus
Details

Register

User Testing

- 5 test participants
- 1st two – A/B testing. Final three – single testing of prototype B



User Testing Findings

A/B Testing

Prototype A Feedback:

- Cluttered
- Information displayed is unclear/not what users look for

Prototype B Feedback:

- More informative and user friendly
- Registration process easier to understand

User Testing Findings Cont. – Just B

A few common issues

- Users wanted ways to control which semester they were registering for and to register for multiple courses at once
- It should be easier to register for courses directly from the main course page – too many steps
- Issues with certain terms/categorizations – “Online” should apply to all courses, “I am a...” options confusing/mutually exclusive

Otherwise...lots of positive feedback!

- Depth of information available
- “View more” pop-out
- Clarity that recommendations would be tailored to user

Usability Testing - Suggestions

Landing

- Drop downs were successful – options need to be fine tuned
 - Users thought they were confusing, or did not find an option that pertained to them
 - Liked the idea that the content would be catered to them personally

Course Information

- Make “view more” more obvious to what user would be viewing
- Add registration for individual courses on main page instead of pop up
- Make registration button more visible
- Make alumni testimonials more prominent on general information page
- Clarify what symbolism on the page is
- Add reviews of the professors

Registration

- Make transition between course information and registering smoother (back buttons or make registration pop up)
- Fine tune financial calculator – include calculation for full course projection and individual courses
- Reconsider iconography
- Clarify semester registration
- Enable registration for multiple courses at once

General

- Create view for enrolled student to see matriculated credits
- Create system for transfer students to find which credits could transfer into course offerings
- Minimize verbiage

Beg for good grade in a classy manner

- Click to add text