

# Davinci

## User Research Report

Information Architecture I

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## **Review of Davinci**

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## Review of Davinci

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Davinci an online service program for the students and faculty of Massachusetts College of Art and Design. Students can use it to view Course Information, Transcript, Program Evaluation, Schedule and Personal Information. They can also use it to search and register for sections. Faculty can use it to track attendance, view schedules and submit grades.

## Purpose Of Research

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We want to redesign Davinci because there are so many confusions in this website. Most of clients think it's not user-friendly. Also Davinci is a very important online platform for MassArt students to get their academic information. In order to provide better service, we decide to do some researches and upgrade this website.

## Methods for Research (1) (2)

### Ask —

1. Extreme user test: Interview individuals who are extremely familiar or completely unfamiliar with the product.
2. Questionnaire: Ask a series of targeted question in order to ascertain particular characteristic and perception of users.

### Learn —

1. Activity Analysis: List or represent in detail all task, action, objects, performers, and interaction in a process
2. Error Analysis: List all the things that can and do go wrong and see how they influence your experience

## Questionnaire Part II:

### 1. Overall, how well does Davinci meet you?

- A) Very well
- B) Somewhat well
- C) Not so well
- D) Not at all well

### 2. How visually appealing is Davinci?

0	1	2	3	4	5	6	7	8	9	10
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Not at all appealing

Very appealing

### 3. How easy is it for you to find the information you want?

cc

0	1	2	3	4	5	6	7	8	9	10
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## Methods for Research (3) (4)

Look —

1. Fly on Wall- Observe and record behavior within context, without interfering with people's activities
2. Behavior Mapping- Track the position and movements of people within a space over time

Try —

1. Try it Myself: Use the product or prototype you are designing
2. Scenario Testing: Show users a series of cards depicting possible future scenarios and ask for feedbacks.

Untitled Document

**Test Version**

Your opinions are very important for us!

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**Term**

**Major**

▼ **Class Search**

**Subject**

**Course Number**

**Course Career**

**Mode of Instruction**

**Campus**

▶ **Additional Search Criteria**

## User Testing

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There were 9 participants in this test. 6 of them are experienced users and 3 of them are first time users. They were asked to do the questionnaires, log into Davinci, view program evaluation and log out.

## Feedbacks

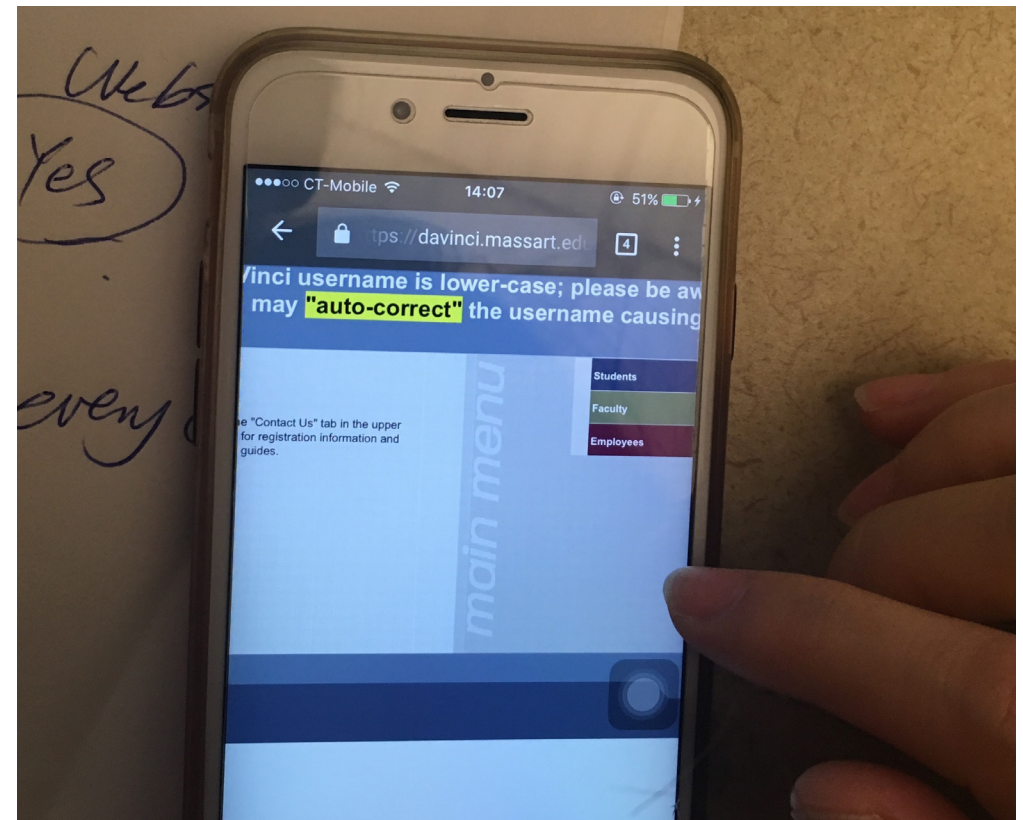
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### First Time User Feedback

They felt confused when they used this website because there is no hierarchy and guidance. The context is not clear. Some of links and category repeat for many time. The overall appearance is very ugly and it's not like a website for MassArt.

### Experienced User Feedback

The organization of Davinci is confused. There are many unnecessary steps and they waste time.





## Problem Analysis and My Strategy

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There is no hierarchy and guidance in this website. Also there are many confusions and repetition in it. These things make it very unappealing.

I will reorganize the layout and make important things obvious. I will consider user's requirements and habit. I will add more MassArt elements.

## Login Page

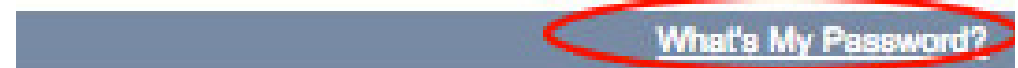
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### Problem

There are two log-in buttons with different names and that caused the confusion.

### Strategy

The log in function should be obvious and clear. It should have "forgot password" links in the corner. The color should be MassArt Color. The Typography should be the same as MassArt website. It should have MassArt Logo.



## Homepage

### Problem

People are used to one main area of content and then secondary content being another column, but the space is poorly used and provides no hierarchy to the content on the page. The texts are not readable. The links are so close with each other. The category makes no sense because the most important functions are not obvious. The repetition of evaluation links make confusions.

### Strategy

The log in function should be obvious and clear. It should have "forgot password" links in the corner.

The following links may display confidential information.

#### User Account

[I'm New to WebAdvisor](#)  
[What's my User ID?](#)  
[What's my password](#)  
[Change Password](#)  
[Address Verification](#)

#### Communication

[E-mail My Advisor\(s\)](#)

#### Registration

[Search for Sections](#)  
[Register for Sections](#)  
[Do I have any Active Restrictions?](#)

## Program Evaluation Page

### Problem

The repetition of result and the confusion of filter result in a very poor user experience. The results are not sorted and there is too much information in one page.

### Strategy

I will add the Main Search Function. I will sort the results into three section: Summary, Process and Courses. Summary will tell your current credits. The process will tell you your current status. I will add filter for courses so the result can be narrowed down.

3: Graphic Design Major Requirements (Not started)

Credits Earned: 0

Complete all 3 subrequirements:

A: SOPHOMORE YEAR (Not started)

Take 4 major courses: )

Credits Earned: 0

TAKE CDGD-206 GRAPHIC DESIGN SOPH. STUDIO (6 CR) (Not started)

Course	Title	Needed	Term	Grade	Credits	Notes
1.		6 credits needed				

TAKE CDGD-210 TYPOGRAPHY I (Not started)

1.	CDGD-210	Typography I	1 course needed			
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TAKE CDGD-220 GRAPHIC DESIGN I (Not started)

1.	CDGD-220	Graphic Design I	1 course needed			
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TAKE CDGD-2X8 TYPOGRAPHY II (6 CR) (Not started)

1.		6 credits needed				
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