



User Experience

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& Wendy Umana



Method

Ask

- Extreme user test- Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience
- Questionnaire- Ask a series of targeted question in order to ascertain particular characteristic and perception of users

Learn

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

Look

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

Try

- Try it Myself- Use the product or prototype you are designing
- Scenario Testing- Show users a series of cards depicting possible future scenarios and invite them to share their reaction

Participants

- Pengxin Yang
- Yiji He
- Jiayi Xu
- Matt Difeo
- Sean Difeo
- Wendy Umana
- Joanne Ruan
- Chris Donis
- Alexandra Pacheco

User Test

Questionnaire Part I:

1. **What is your class standing?**
 - A) Freshman
 - B) Sophomore
 - C) Junior
 - D) Senior
 - E) Graduate
 - F) Visit Student
2. **What is your major?**
3. **How old are you?**
 - A) <20 years old
 - B) 20~25
 - C) 25~30
 - D) >30 years old
4. **How familiar are you with DaVinci online service?**
 - A) I'm very familiar with it and I use it frequently
 - B) I know what is that and what service it provides but I'm not familiar with that.
 - C) I have never used that before

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

First Time User Findings

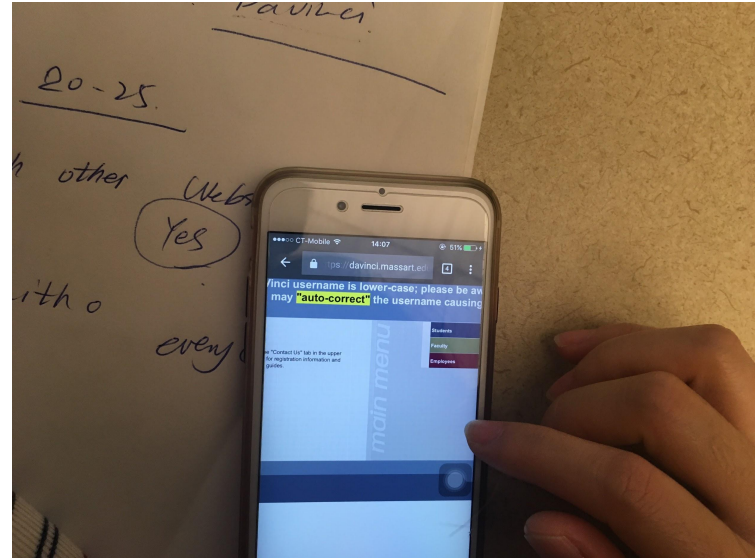
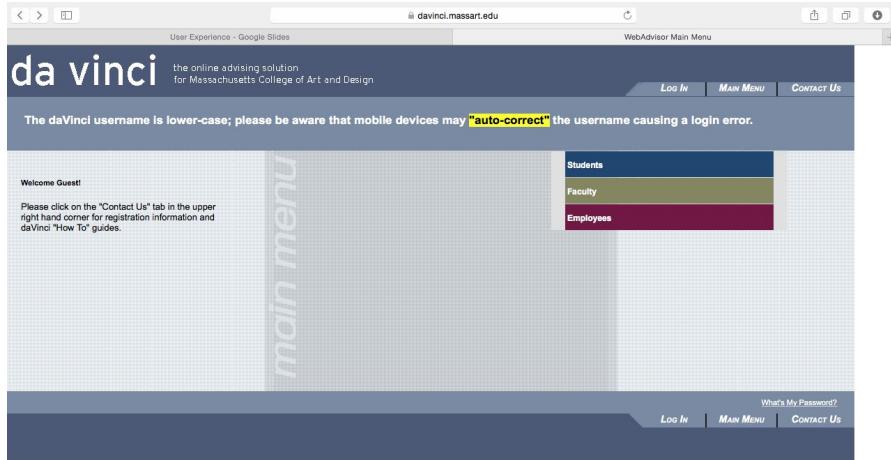
- Confusion
- No hierarchy
- Needed guidance
- Context is not clear
- Repetition of links
- Repetition of category

Experienced User Findings

- Poor organization
- Unnecessary steps
- More critique on appearance

Mobile vs Web

- Same exact interface
- Does not translate well
- Easier going through the site with a computer
- Neither fit well



Our Experience

- No back button
- Login screen confusion
- Hierarchy
- No contrast
- No guide
- Overall appearance ugly
- No leading
- Not wifi friendly

Overall Issues

- Confusion
- No guidance
- Not user friendly
- Unappealing
- Contrast

Scenario Testing

- Created a new interface to propose to users

file:///Users/dmi/C

Untitled Document

Test Version

Your opinions are very important for us!

Term Fall 2016

Major Graphic Design

▼ Class Search

Subject select subject

Course Number is exactly

Course Career

Mode of Instruction

Campus

▶ Additional Search Criteria

CLEAR SEARCH

Test Version

Your opinions are very important for us!

Presentation (8-1pm)

▼ Academics To Do List

[search](#)

[schedule](#)

[Transcript](#)

[Enrollment](#)

[My Academics](#)

▼ Finances

Account Info

[My Account](#)

[Authorization Statement](#)

Financial Aid

[View Statement](#)

[Apply](#)

▼ Personal Information

Contact Information

[Home Address](#) [Mailing Address](#)

730000

[Cell Phone](#)

HATE HOMEWORK

Feedback

- Users liked the “class search” image
- Good use of a “clear” button
- Overall better reaction