

# Website

## Review of DaVinci

### Basic Introduction

It's an online service program for the students and faculty of Massachusetts College of Art and Design.

### Services

#### For Students:

Viewing:

- Course Information
- Transcript
- Program Evaluation
- Schedule
- Personal Information

Searching for Sections

Registering for Sections

Checking Active Restrictions

#### For Faculty:

Tracking Attendance of students

Viewing:

- Class Rosters
- Term Schedules

Searching for Sections

Submitting:

- Mid-Semester Warnings
- Final Grades

Using My Advises and Student Education Planning

### Purpose of Research

We want to redesign it because there are so many confusions in this website. Most of clients think it's not user-friendly  
In order to provide better service, we decide to do some researches and upgrade this website.

## Research Process Review

### Group research

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### Methods

#### Ask

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

#### Learn

1. Activity Analysis- List or represent in detail all tasks, actions, objects, performers, and interactions in a process
2. Error Analysis- List all the things that can go wrong and see how they influence your experience

#### 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.

# User Testing

## User One (First Time User)

### Profile

Name: PengXin Yang

Major: Biology

Identity: Visiting Student of Harvard Medical School

Technology Experiences: Familiar with computer

### Questionnaires

### Activities

Log In, view Transcript, view class schedule, view profile, view program

### Error

### Fly on Wall



## User Two (Experienced User)

### Profile

Name: PengXin Yang

Major: Biology

Identity: Visiting Student of Harvard Medical School

Technology Experiences: Familiar with computer

### Questionnaires

### Activities

Log In, view Transcript, view class schedule, view profile, view program

### Error

### Fly on Wall



# Problem Analysis and My Strategy

## Login Page

### Problem

There are two log-in buttons with different names and that caused the confusion. The layout and color are boring and unappealing.

### Strategy

Make the log in function obvious and clear. Add “forgot password” links in the corner. Change the background to be Simple, beautiful and related with MassArt. It should also have school logo.

## The Homepage

### Problem

The texts are not readable. The links are so close with each other.

The category makes no sense. The most important functions are not obvious (“Registration”, “Search”, and “Transcript”).

The repetition of evaluation links seems unnecessary on the homepage.

### Strategy

Looking at the market on the web it is clear no one else is providing such easy access to online ordering as Duck Soup. It is easy to find the online form to make an order

There are two button under the schedule:

First one will be linked to “Express Register”

Second one will be linked to "Program Evaluation"

## Navigation

### Problem

The main site navigation isn't well located, and makes no sense. However, it is not consistent across the site and changes suddenly and unexpectedly when one goes to the order pages. This is potentially very confusing to people using the site and provides a poor user experience.

This is how the navigation looks on most of the site:

HOME | ABOUT | FUEL DELIVERY | FUEL STORAGE | LOCATIONS | PRODUCTS | DOWNLOADS | LINKS | CONTACT US

### Strategy

However, when a visitor goes to the Place an Order pages, the link under the Fuel Delivery button changes into a duck. Clicking the duck button on the Place an Order pages leads to a completely different page, which displays a completely different top navigation menu, a shown below.

People are very likely to get lost in the site as a result. On top of this, hidden information not discoverable from the usual navigation is suddenly revealed in this new navigation; Forms and Links & Advice.

### Location indicator

We suggest using a different hover state to indicate hover links, or a different way to indicate the current page.

### Search page

As mentioned above, the repetition of results and the confusion of filter result in a very poor user experience.

UX research has clearly shown that putting things in unexpected places on websites risks people over-looking them when they need them.

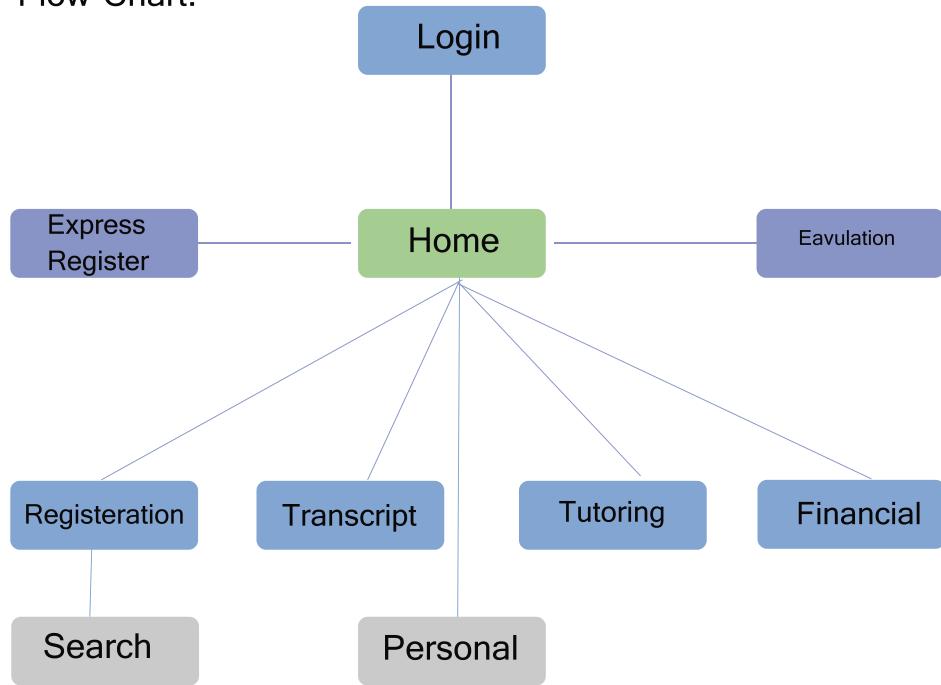
When searching for specific information on this website, we focus only on the  
main information of course, time and instructor. It should be simple,  
clear and effective

### Page Design, Color and Typography

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.

Level

Flow Chart:





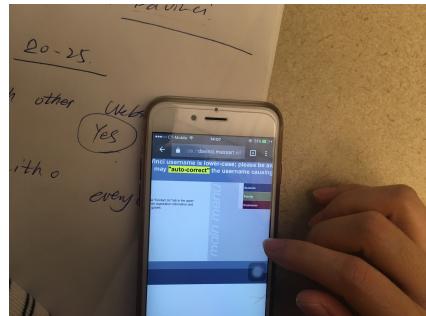
## Mobile review

No changes. Always need to zoom in and zoom out. It doesn't fix the screen

Although obviously many Duck Soup clients would be in an office and interact with the website on a desktop machine, we expect a great many rural and industrial-based clients would be interested in using a mobile device to perform regular tasks and interact with the company.

For instance, Chicken Soup provides a mobile-optimised website for the customers that is clean and simple to use, and would not have cost a great deal to do.

We suggest Davinci experiment with a mobile optimised site for ordering, location finding, and common contact details.



## Competition review

Looking at the competition, it is clear most schools have better advisor website for Student

online ordering, login- [www.nyit.edu](http://www.nyit.edu)  
mobile site - <http://www.nyit.edu/>