Executive FollowUp

A productivity and organization tool

Design Problem

How do you provide enough structure to students in the upper high school years and early college years so that students can be successful academically? Is there a way to provide a system that students can actually grow in their ability to manage their time and workload? Can a student, then, turn these skills into success in their academic life and adulthood?

Section 2: Research Methods and Design Methods

Clarification of the design problem and scope was the first priority of the project. A *Needs Finding Study* and *competitive analysis* and *three personas/scenarios* were developed. With this foundation, the process of *ideation* and *sketching* tool place, including initial digital *storyboards* to visualize key user flows.

Once the critical activities for the solution were determined, I developed a set of *digital lo-fi wireframes* to have an artifact that I could have a set of participants to react to. I developed a protocol for a micro-usability test and completed a first round of testing with a task list and follow up System Usability Scale (SUS) survey. With the data in hand, I converged it onto an *affinity diagram* and created a report of findings. Included in the report was a more focused definition of the scope of the project as well as a prioritization of enhancements.

With the first report in hand, I made the next prototype and *medium fidelity set of screens*, including color, font and image choices, more detailed user flows and revisions to the activities available to the user. I self-evaluated these screens by doing a detailed *heuristic evaluation* based on Jacob Nielson's principles.

After making refinements to the prototype based on the evaluation, I added *navigation to the prototype* to prepare for the final round of usability testing. This round of testing included a *pre-testing interview*, *a full set of tasks*, *a final debrief* and the *SUS questionnaire* to determine the overall effectiveness of the prototype. Analysis of the results of this round of testing included *synthesis and analysis* of the results, plus findings on what next steps would be.

Research Methods

The *Needs Finding Study* included eight interviews with participants being members of our initial target population of high school and college students, female and male, as well as several of their mothers. Interviews were all recorded and were conducted over a one-week period, the week of *June 22, 2020.* All feedback is qualitative in nature.

Based on information from the Needs Finding Study, the criteria for the participants for the **Micro Usability Test** was more focused. This round included 2 male and 1 female participants, all college students and took place during the week of July 10, 2020. Feedback was also received from a parent of one of the participants. All feedback is qualitative in nature.

The goal of the Usability Test was to identify why participants engage or disengage with Executive FollowUp. The round included 3 college students, 2 male and 1 female. The primary screening question was that participants consider themselves "procrastinators," in terms of planning and "good students but not top students," in terms of academic performance. They all acknowledged struggling to adjust to the academic load of a college student. The length of the test was 1 hour, and all sessions took place the week of July 22, 2020. All feedback will be qualitative in nature.
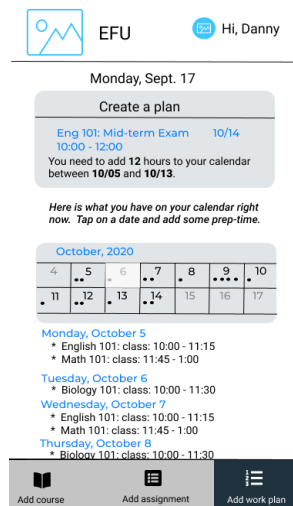
Design Methods

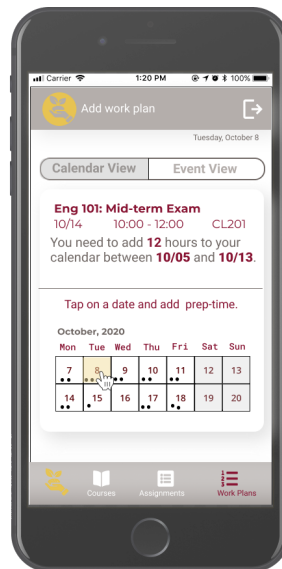Below is shown the most indicative artifacts of the design methods that were used.

Storyboard
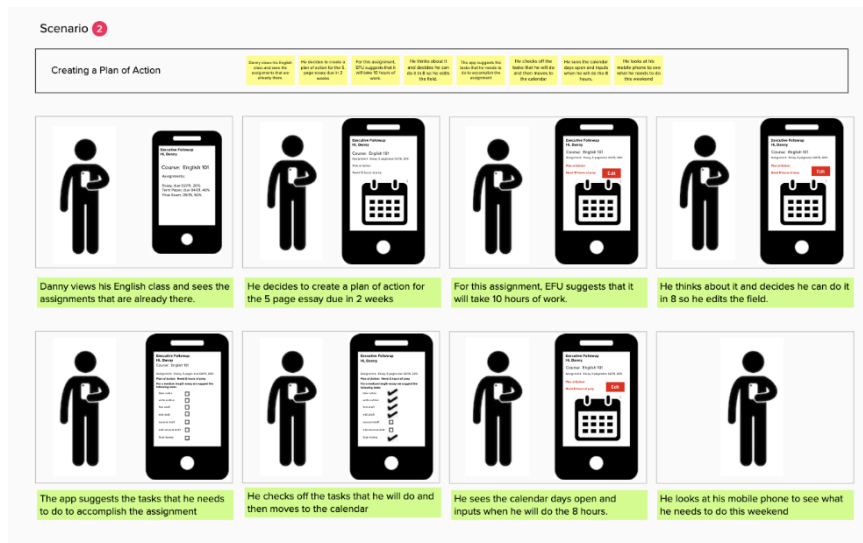
Wireframe

Med-fi Prototype

Refined Prototype