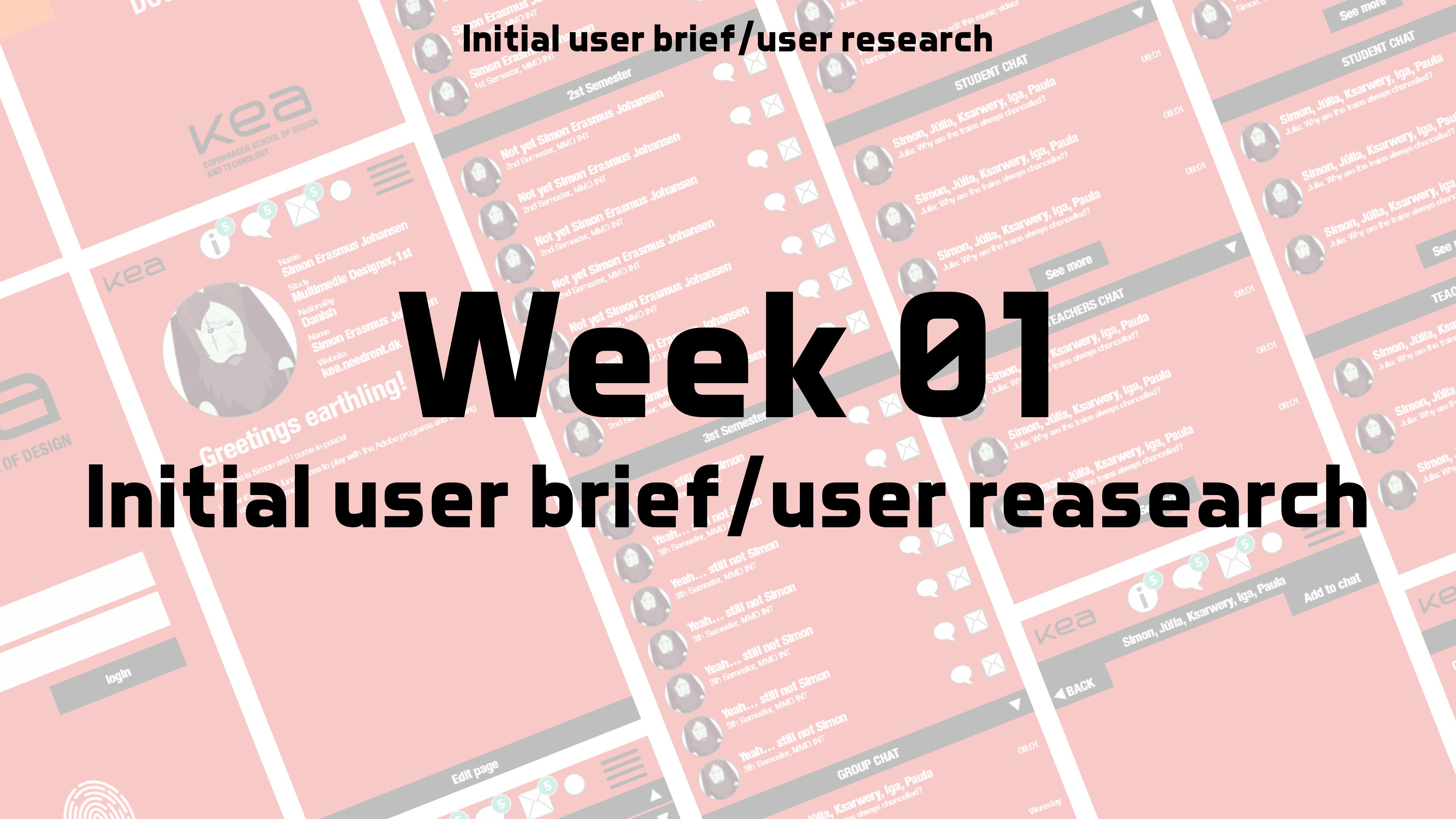


# Initial user brief/user research

# Week 01

## Initial user brief/user research



# Initial user brief

## The case

**Client:** KEA (Head of MMD, Frederikke Bender)

**Platform:** KEA's intranet: Fronter (and related systems)

**Target audience:** KEA students (+ teachers, management etc.)

**Objective:** An improved solution

**Problem:** Bad UX/UI in existing solution and lack of insight into target audience needs

## The client interview

### The client's assumptions about the target audience and their actions

### What would Frederikke Bender like in a solution?

Tailored for each of the students so they only get the information they need

- 1 to 1 and 1 to all communication
- Viewable profiles where outside people can view and/or collab with you
- Keep the profile AFTER graduation (SoMe Network)
- A way not to lose information, like Moonbar events
- Read the messages from the staff.
- Find information about the studies like curriculum both current, former and future
- Have a lot of the functions gathered in one place (Fronter)
- The staff used the analytics on fronter to track hand-ins or downloads of tasks, but it would be nice to have more date, fx have the student clicked the assignment (aka read the assignment)

### What are the current challenges according to her?

- It's lacking shareability when it comes to documents
- A lot of social aspect is on Facebook and not all students are on Facebook.
- There are too many platforms that should all be in Fronter.  
Fx WISEflow for handing in exams and the mail for 1:1 communication
- Main 3 problems:
  1. One-way communication
  2. There is no storage space for having videos on the server

### What are the business goals of KEA?

- KEA want to attract eager students and educate them in the newest technology

### A list of Fronter's functionalities and a sitemap (visualization of the site's structure)

- Userprofile
- Rooms/subpages with custom function
- Rooms for assignments + Hand-ins
- Calender features

- Search function
- Minor message funktion from staff only

### Target audience

1. Students: to get assignments and for 2-4 th semester students they use it to look back and find teaching material
2. Teachers: use it to distribute teaching material and find hand-ins from the students
3. Administration: use it to see activity from the students

### User goals

### The user journey for at least three different user goals.

The journeys must be visualized in journey maps showing how users interact with Fronter and in which use situations:

### User goals

- Finish the education to study further
- Finish the education to get a job
- Be at a lot of parties and get some... network

# Initial user brief



Brian :- likes movies & music  
 - He wants to work in the music industry as a coverart - artist  
 - He's single but it don't bother him



Louise: - She's into fashion  
 - She's not sure what she wants after KEA  
 - She has a boyfriend and two cats



Jimmy: - He likes to party  
 - He's all about tech and programming  
 - He wants to study on after KEA, with backend programming

Brian: He wants to talk with a counselor  
 Before: A. Opens frontier to login → B. Problems with signing in so he uses his memID  
 ( )

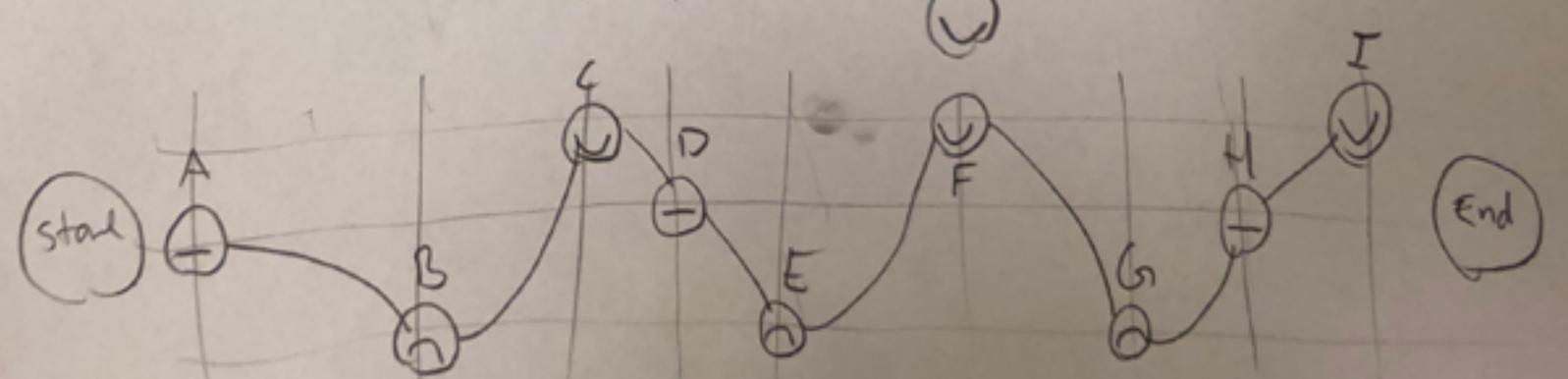
During: C. He's logged on  
 ( ) D. He tries to find contact information  
 ( )

E. He can't find it so he asks Jimmy ( )

F. Jimmy tells him it's under 'tools' so now he sees it ( )

G. He puts in "Guidance Counselor" but nothing shows up ( )  
 after: H. He goes to google and searches "KEA Guidance counselor" and presses the first link ( ) [contact - KEA]

I. He finds an email at the bottom and writes it down ( )



# User research

## What did I do?

For the tests I used for this test is User Research compiled of 5 user test and 3 tasks.

I was missing a more detailed one-on-one interview so I created a Survey Monkey and target that to your class Facebook (FB) group and the KEA Student life FB group. Here I had invited 10 (5/5) and I got 7 replays. The survey asked for Demographics, reason for being at KEA and how they use Fronter and how they feel about the platform. I ended the survey our by asking what they feel the Platform is missing.

The tests where all qualitative since I focused them on users of Fronter at KEA.

I believe the test can be used further on since they give me a good insight to how the subject behaves on Fronter, and what they wish for can be used to create more dept going questions.

The only downside of the survey is that I can't get more indebt knowledge from the actual participants since it's anonymous.

## Tasks

### Task 1: Where is the Schedule?

Goals - usability issue: Find the full name and email of the teacher by the initials using the contact feature in fronter

#### Task steps, optimal path:

- Login to fronter
- Press rooms
- All rooms
- Press [Num] Semester (MMD A 2018)
- Click "LINK TO WEEK SCHEDULE: A2018"

#### Alternative path 1:

- If used before then you can pin it

#### Alternative path 2:

- You can book mark the schedule outside of fronter, and also saving the week days by updating it.

Timeframe: minimum 5 clicks

Task text: To know what you need to do at KEA you need to find the schedule. Find the schedule

Notes: Note if the user have other techniques for the schedule

### Task 2: How many teachers do you have the in your next class?

Goals - usability issue: If you see that you have a new teacher it's nice to know name.

#### Task steps, optimal path:

- Open the schedule
- Press the current week
- Find the date for next schedule with teachers and see who they are

#### Alternative path:

- Have the current week bookmarked and do step 3

Timeframe: minimum 3 clicks

Task text: To know what you need to do at KEA you need to find the schedule. Find the schedule

Notes: Note if the user have other techniques for the schedule

### Task 3: Who are your teachers the next time you have class?

Goals - usability issue: Find the full name and email of the teacher by the initials using the contact feature in fronter

#### Task steps, optimal path:

- Login to fronter
- Click the tools bar
- Click contacts
- Type in the initials in the search bar

#### Alternative path 1:

- Type the initials to the search-bar
- (if the teacher uploaded a pdf you can see the name)
- Click contacts
- Type in initials again
- Press enter/search

#### Alternative path 2:

- Go you your semester Room
- Press Members
- A. Scroll down and locate the teacher
- B. Use the search-bar inside the members section

Timeframe: minimum 4 clicks

Task text: You know how many teachers there are, but you don't know their names. Open a new tap and find the names for the teachers

Notes: Look for if the user uses the search bar or used the toolbar

# User research

## 3 Interviews

### Questions for Survey

- Age
- Nationality
- Gender
  - o Male/Female/Other
- How long have you used Fronter?
  - o Less than 6 months
  - o 6 - 12 months
  - o More than 12 months
- What are your main reason for attend KEA?
- What do you use Fronter for?
- What is the worst thing about Fronter?
- What is the best thing about Fronter?
- What do you think Fronter is missing?

### Interview guide

Since I did my documentation via video I created this consent agreement that also included a small part of the interview, that I later created the survey out of

### Video

First name:

Age:

Sex: Male/Female/Other

Nationality (full name of country):

Main goal for attending KEA? (short):

### Test agreement:

#### Video:

Would you mind having ...

The screen (Y/N)

Your Voice (Y/N)

Your Face (Y/N)

... recorded for the test?

All video or audio will only be uploaded to YouTube as a hidden video, meaning that only teachers and I, Simon Erasmus Johansen, will have access to them for analytical purposes.

### The test subjects: User Test

None of the test subject where against begin filmed or recorded in any way.

### Test subject 001

First name: Klajdi

Age: 23

Sex: Male

Nationality (full name of country): Greece

Main goal for attending KEA? (short): To graduate and have a good job after hopefully in Denmark

### Test subject 002

First name: Audrey

Age: 20

Sex: Female

Nationality (full name of country): American/Danish

Main goal for attending KEA? (short): no comment

### Test subject 003

First name: Anele

Age: 23

Sex: Female

Nationality (full name of country): Lithuanian

Main goal for attending KEA? (short): I'd like to gain the knowledge in order to succeed in life

## Survey results 1/2

### Test subject 004

First name: Liliya Popova

Age: 27

Sex: Female

Nationality (full name of country): Bulgarian

Main goal for attending KEA? (short): Graduate

### Test subject 005

First name: Patryk

Age: 21

Sex: Male

Nationality (full name of country): Poland

Main goal for attending KEA? (short): Get rich and happy

# User research

## Survey results 2/2

### The test subjects: Survey

#### Participant #001

1. Age: 20
2. Nationality (full name of country): Romania
3. Gender: Female
4. How long have you used Fronter?: Less than 6 months
5. What are your main reason for attend KEA? MMD Course, learning web programming

#### Participant #002

6. Age: 21
7. Nationality (full name of country): Hungary
8. Gender: Female
9. How long have you used Fronter?: Less than 6 months
10. What are your main reason for attend KEA? Learning design

#### Participant #003

11. Age: 23
12. Nationality (full name of country): Lithuanian
13. Gender: Female
14. How long have you used Fronter?: Less than 6 months
15. What are your main reason for attend KEA? I want to gain certain skills in order to get a decent job

#### Participant #004

16. Age: 21
17. Nationality (full name of country): Denmark/Iran
18. Gender: Female
19. How long have you used Fronter?: Less than 6 months
20. What are your main reason for attend KEA? To educate, become professional and find a great job afterwards

#### Participant #005

21. Age: 21
22. Nationality (full name of country): Denmark
23. Gender: Other
24. How long have you used Fronter?: 6 - 12 months
25. What are your main reason for attend KEA? It was my plan C tbh

#### Participant #006

26. Age: 33
27. Nationality (full name of country): Iceland
28. Gender: Female
29. How long have you used Fronter?: Less than 6 months
30. What are your main reason for attend KEA? Learning more about design and getting a degree

## Documentation of Tech

The Survey was created in SurveyMokey. I created two collectors (web links) one for the FB group "kea mmd a18 int" and another for "kea student life" also on FB.

Both collectors were set to close at 5 participants (10 in total) since studies has shown that after 5 tests, results begin to look similar.

**Link to Survey results (SurveyMonkey):**  
<https://da.surveymonkey.com/results/SM-2THKVWL9V/>

#### Video

I chose to have do the video/screencast with the webcam recording as well, not to track eye movement but, so I had the chance to read peoples facial expressions, to get a better feel for the users experience of Fronter.

I learned with my pilot test subject (001) that the best way to get onto Fronter if you forget your login is to use nemID. We tried to login on the normal Fronter login instead for the Uni\*login and seemed to access and older version of Fronter KEA (5:27).

What I learned doing the screencast was that nobody used the optimal route, but test subject 2,3 and 4 used an alternate route that I even didn't think off (I forgot about the end of the Google Sheet Doc, 14:32).

I found that Fronters search bar pr. Default looks for documents uploaded, so if you want to locate a teacher using that on the main page, you can't unless the teacher has uploaded something for your Room. I did however learn via test subject 004, that you can move that search over to contacts (30:42).

**Video documentation (YouTube link):** <https://youtu.be/vCgbVH15oFk>

# User research

## Documentation of collected user research - insights

Knowns			Want to know		
Client/Staff	Students	Other platforms	Client/Staff	Students	Other platforms
<b>Known-Knowns</b>	<ul style="list-style-type: none"> <li>-Assignments (Upload, comment/approve).</li> <li>-Upload teaching material.</li> <li>-Create folder (material, submissions).</li> </ul> <ul style="list-style-type: none"> <li>-Read feedback</li> <li>-Find Info</li> <li>-Locate teachers+other students contact info</li> <li>-Turn in submissions</li> <li>-Seeing assignments</li> <li>-Finding the week schedule</li> <li>-Fronter confuse the students (not user friendly)</li> <li>-Lack of communication</li> <li>-Fronter has</li> </ul>	<ul style="list-style-type: none"> <li>-Upload submissions</li> <li>-See current week schedule</li> <li>-Seeing assignments/homework</li> <li>-Create polls/messages to teachers, staff and other students</li> <li>-Lectio</li> <li>-Elevplan</li> <li>-Discord</li> <li>-#slack</li> </ul>	<b>Known-Knowns</b>	<ul style="list-style-type: none"> <li>-Get a job via Fronter</li> </ul>	<ul style="list-style-type: none"> <li>-Are students removed from their platform when they leave the school?</li> </ul>
<b>Known-Unknowns</b>	<ul style="list-style-type: none"> <li>-See student activity (folders opened, PDF viewed, assignments downloaded/opened)</li> <li>-Help student graduate</li> <li>-Fronter is too short-sighted</li> </ul>	<ul style="list-style-type: none"> <li>-Gain knowledge</li> <li>-Little to no sharing</li> <li>-Graduate</li> </ul>	<ul style="list-style-type: none"> <li>-Message people via the platform</li> <li>-Cancelled classes gives and automatic SMS to the affected students</li> <li>-Platform is too short-sighted</li> </ul>	<ul style="list-style-type: none"> <li>-What data can companies access?</li> <li>-How does the staff use fronter?</li> <li>-Do the staff get a notification on late hand-ins?</li> <li>-Can the staff see the student image on the members list, or do they need to enter the students profile?</li> <li>-How much work is there in creating/editing a folder?</li> <li>-Can a teacher delete a folder that they did not create?</li> <li>-do fronter has a buisness page, where they can access student info?</li> <li>-What data should a company/headhunter be able to see?</li> <li>-Are students removed from Fronter when they leave the school?</li> </ul>	<ul style="list-style-type: none"> <li>-To see comments from teachers on hand-ins why do you need to locate the original folder to get acess to that instead of in the portfolio option?</li> <li>-Would Students like to have SoMe options on fronter, to contact other students?</li> <li>-Would a public portfolio page ala Behance be a attrative option for studens or would link referrals be enough?</li> <li>-How can the student use Fronter to help them reach their personal/educational goals?</li> </ul>

# User research

## "Competitor" research (inspiration)

### Lectio

STX and HF in Denmark uses the platform Lectio which is developed by MaCom and is developed with Collage (Gymnasium) Teacher Einar Poulsen who has 30 years of experience teaching Collage student in

Nørre Gymnasium.

On a personal note, I used this system attending HF and I have since then called it, "Fronter, but it works". I've seen that all the stuff I uploaded and my messages I made two years after still look to be in the database, but I've since forgotten my user-name, which mean I can't get access without contacting the school. Which also means I can't access my grades.

### Elevplan

Another is Elevplan which are used by the Danish Technical Collages. I first had my run-in with this Platform around 2008 when I attend the carpenter education. Like Fronter is not very pretty, and the naming is not very clear if you fx want to find our grades.

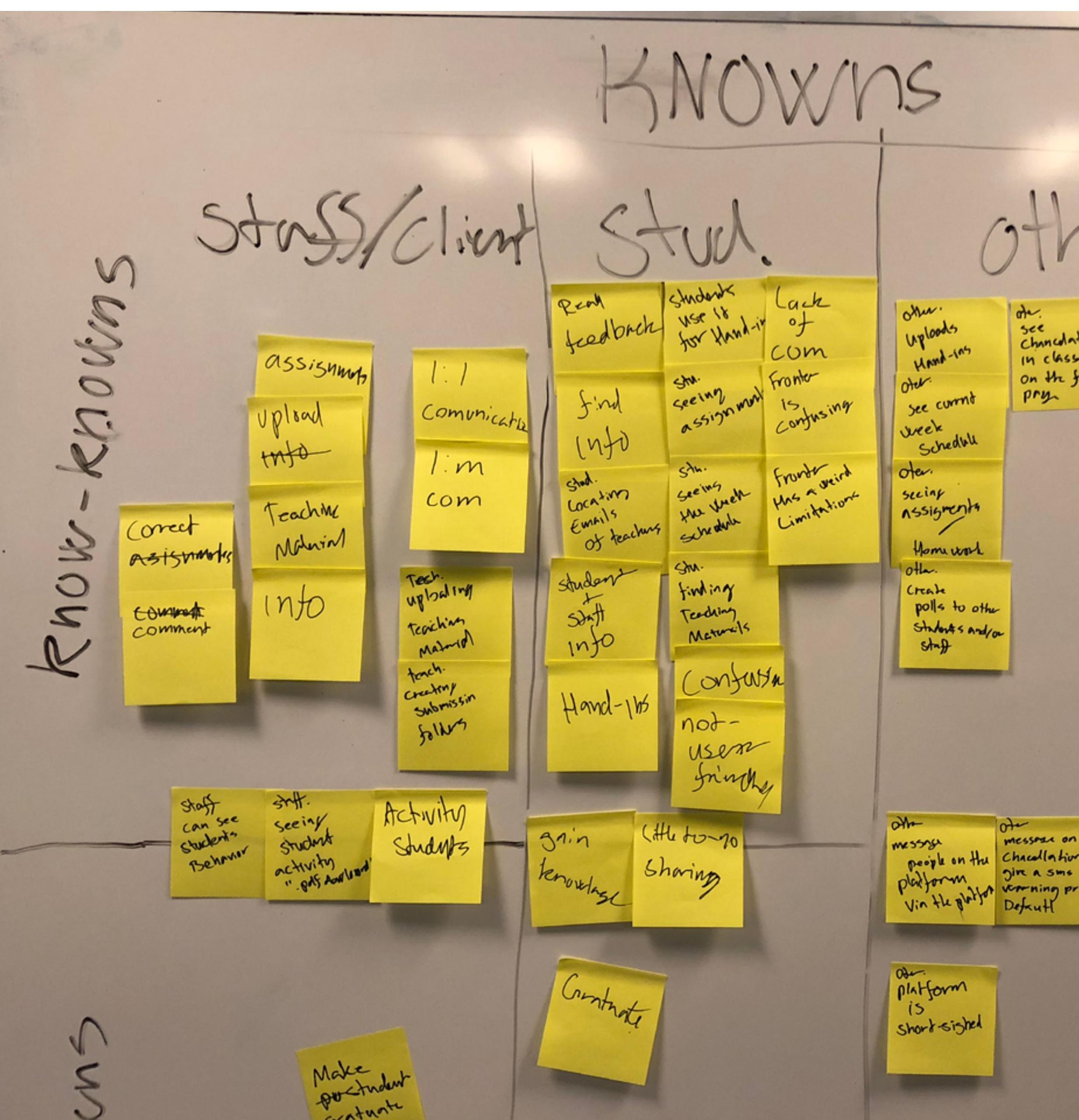
Elevplan does however user the same database throughout all of its user. So, when I in 2012 started my journey in the digital and graphical fields starting with Sign Technician, I could still see my completed courses and grades from 2008. That also means that I didn't have to be assigned a new username or password since all of that information where already in the database.

## A revised version of Monday's user brief

### (changes / corrections / additions)

From my user test and survey, I found out that the students seem to be interested in Facebook like features like creating special groups or the group chat system.

With this I can do some revised test and designs that was not what I myself would have wished for, or thought about.



# Design Sprint

# Week 02

## Design Sprint



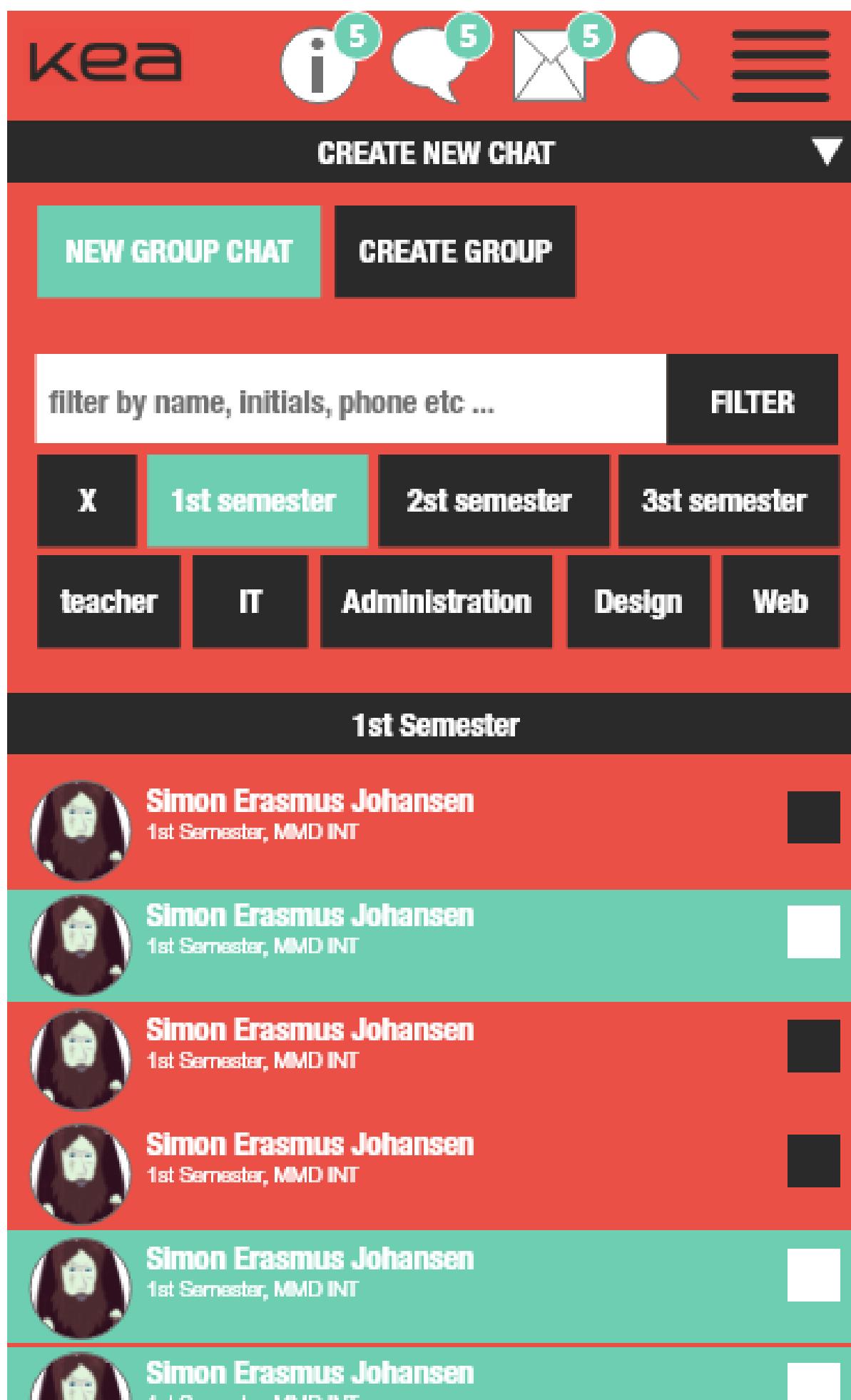
# Design Sprint

## Ready? ... Set! ... Sprint!

### Knowledge to design

This week was all about finding our target and designing the best solution to their problem.

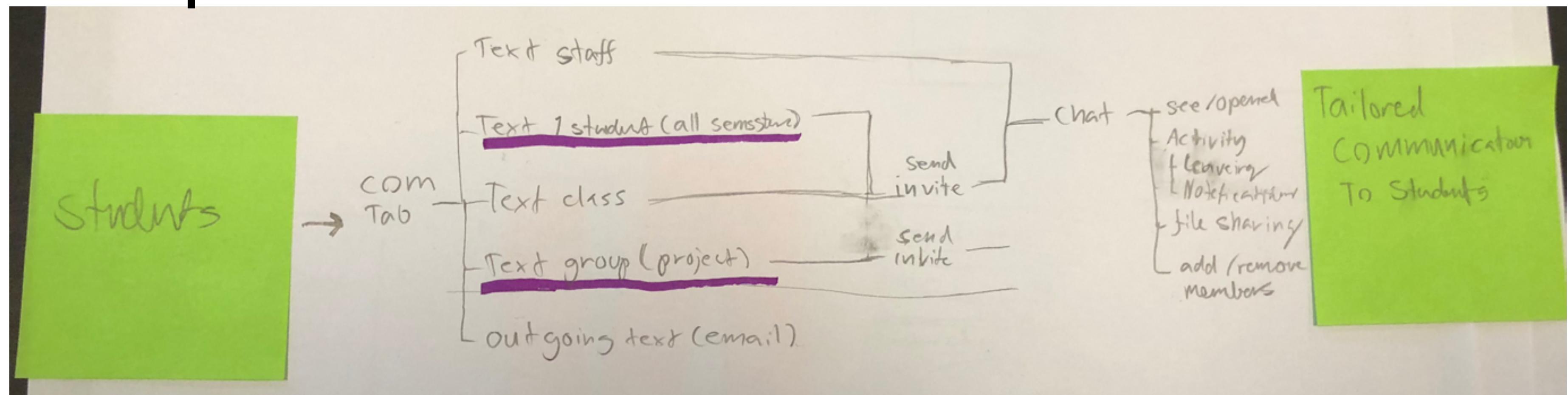
Our target was the students, and the solution was communication, especially the chat.



Before we got to the final design. We did a lot of sketches, and mapped out the userflow.

The next images will show the process:

### User map



Team 10  
Hanne: We really need to edit this music video!

STUDENT CHAT

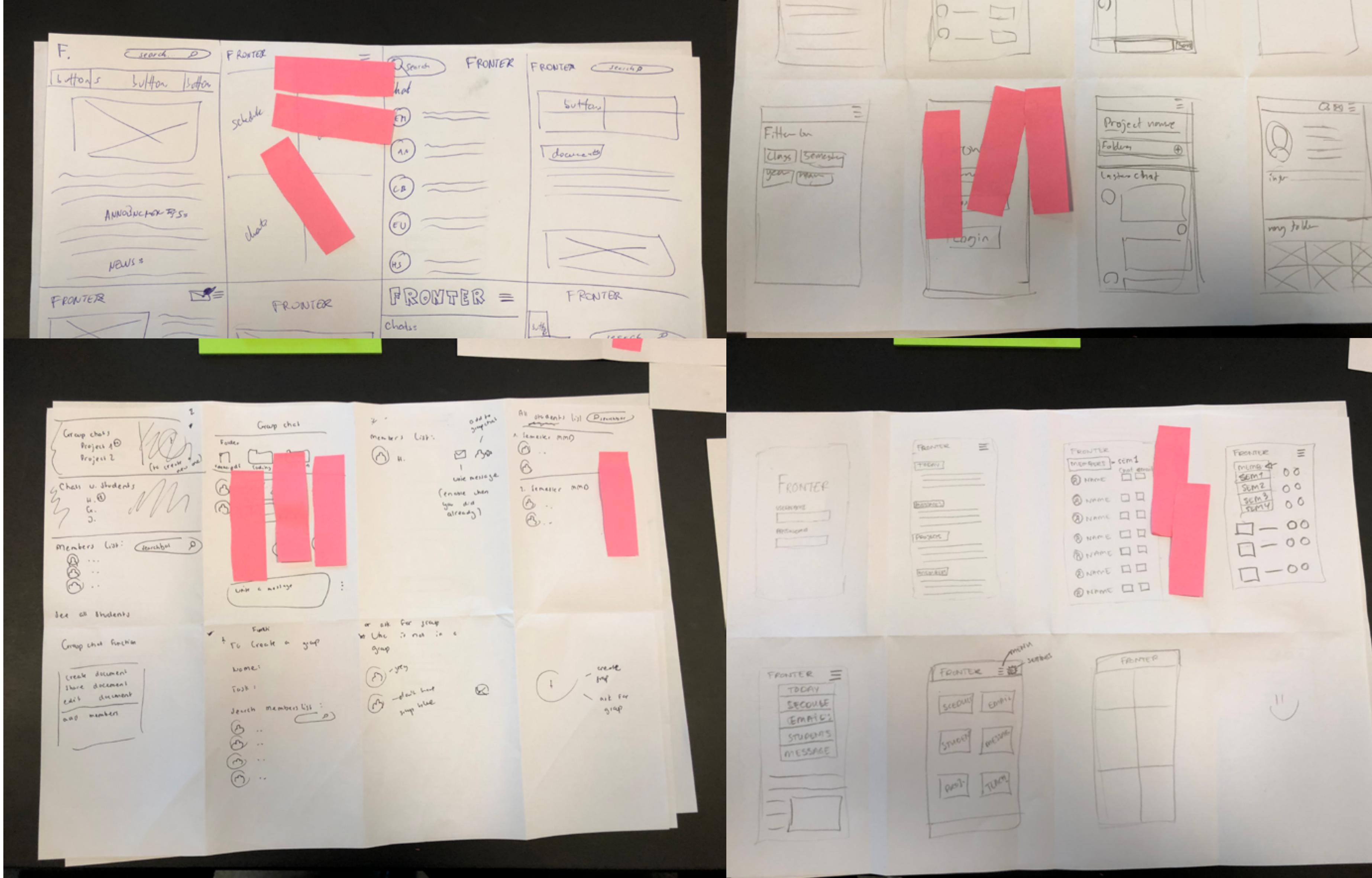
08:01

See more  
STUDENT CHAT

Iga, Paula  
called?

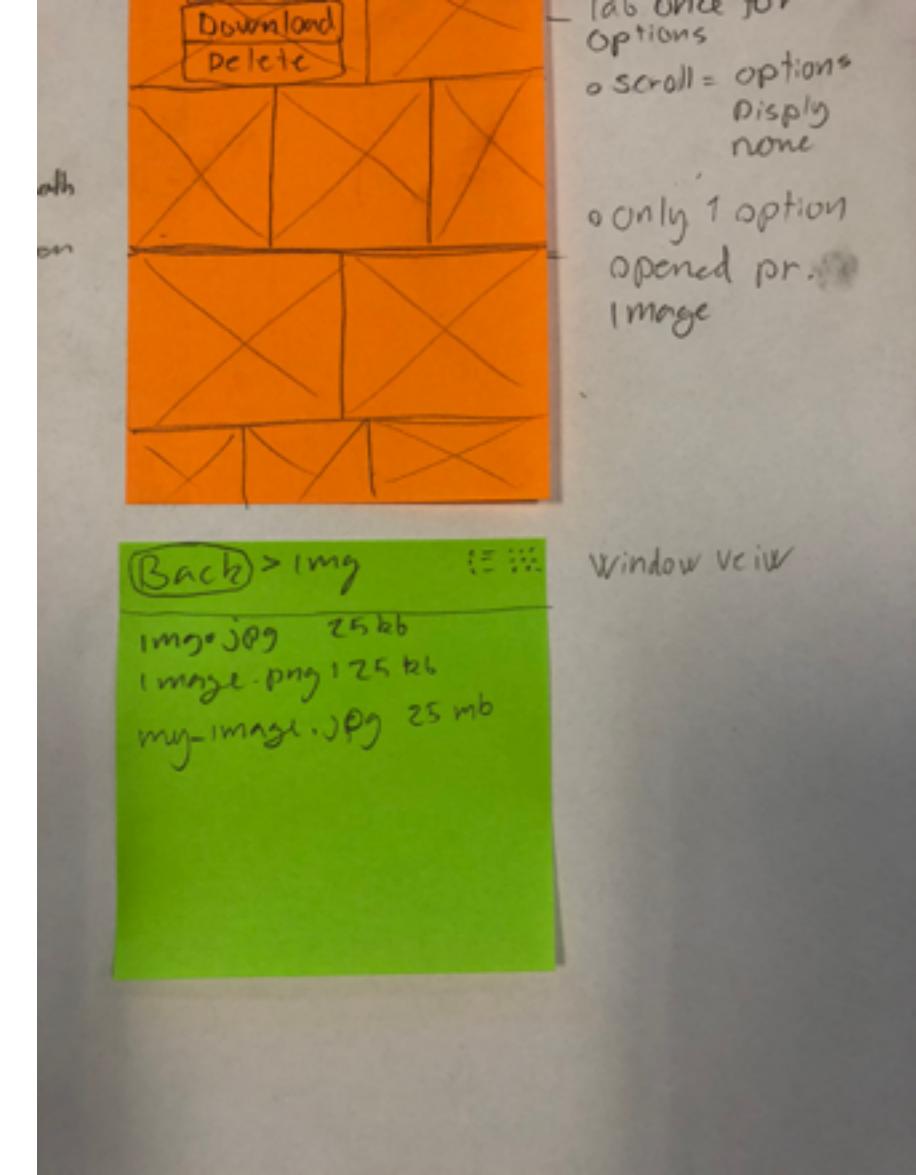
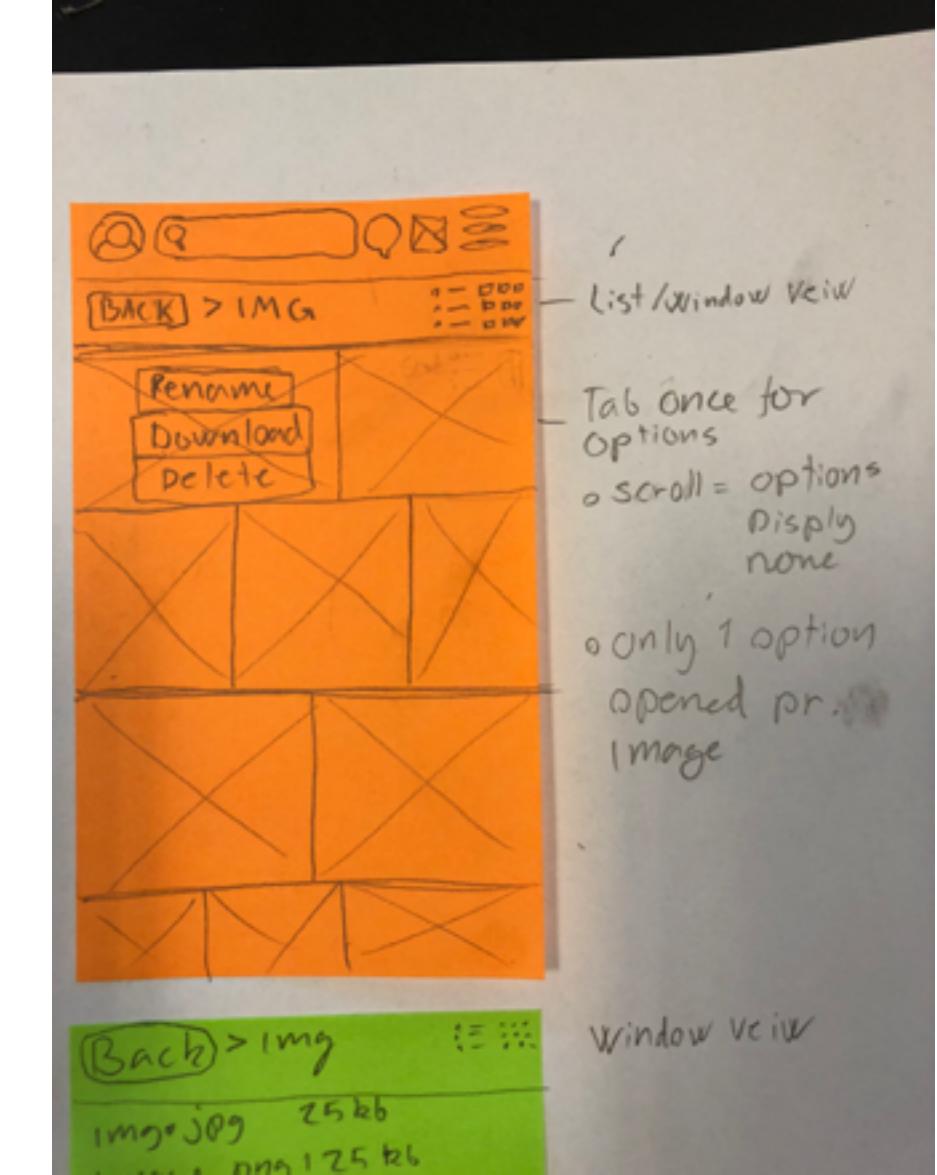
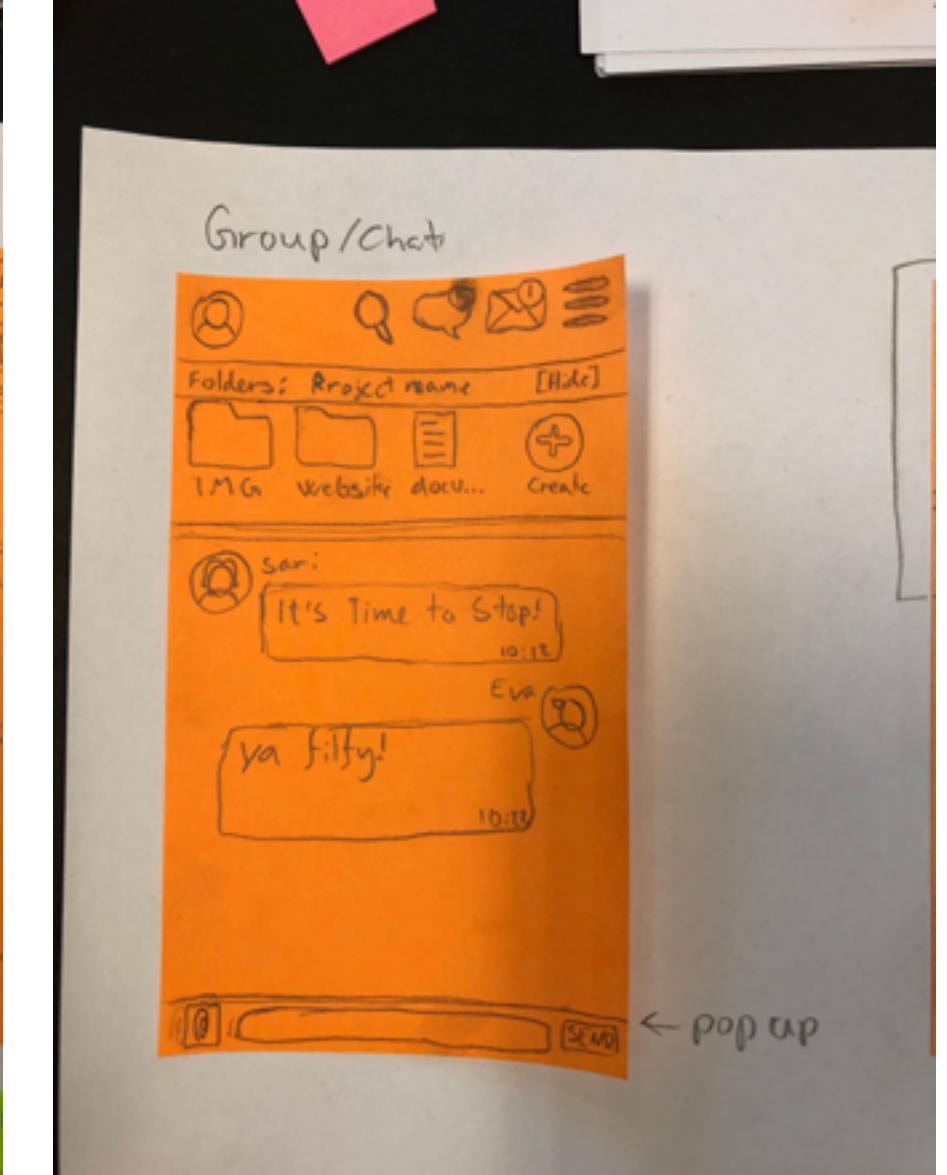
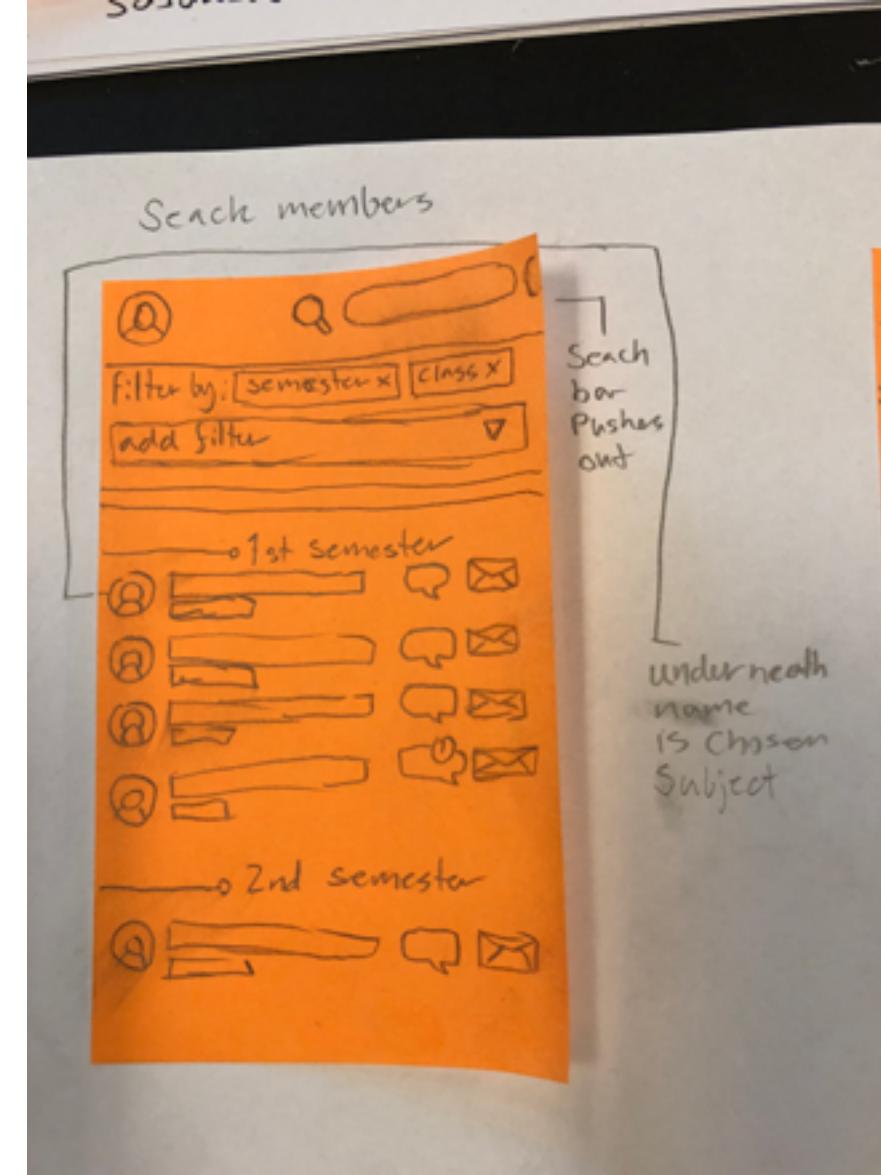
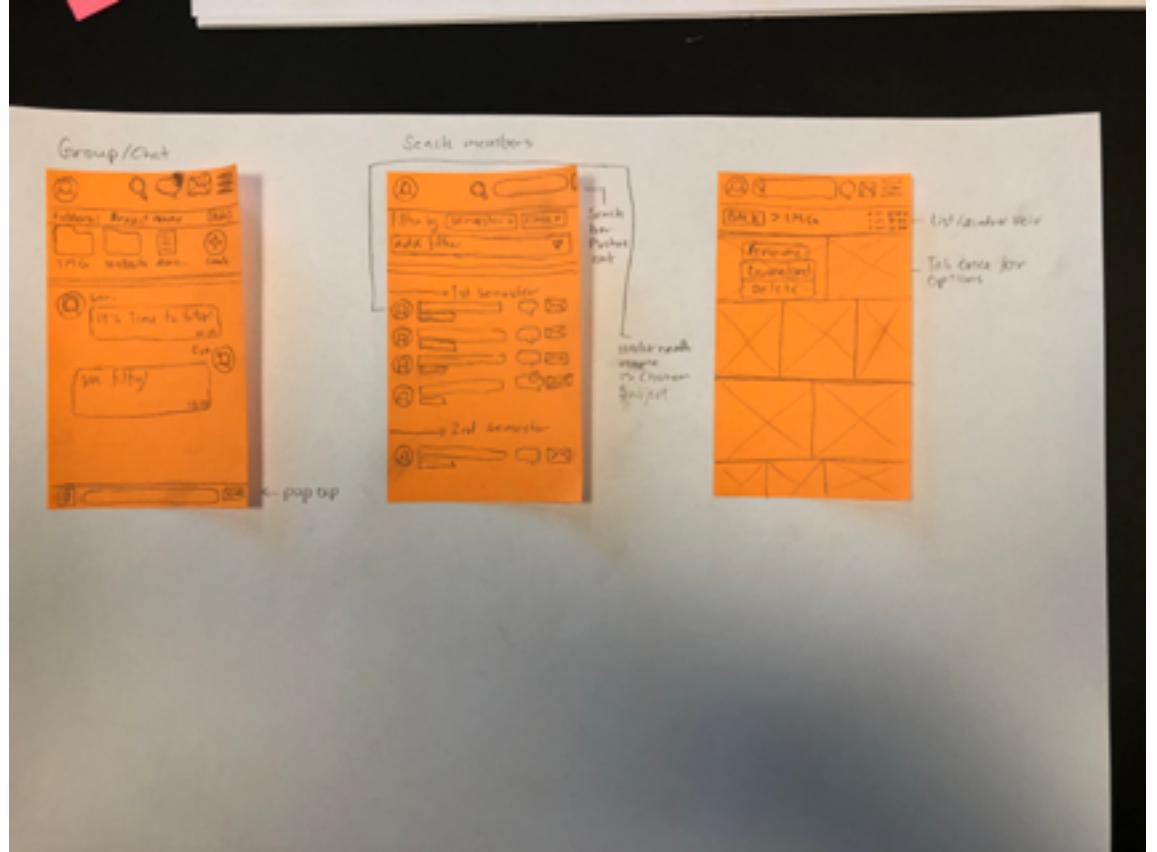
# Design Sprint

# **Voting for the best quick sketch**



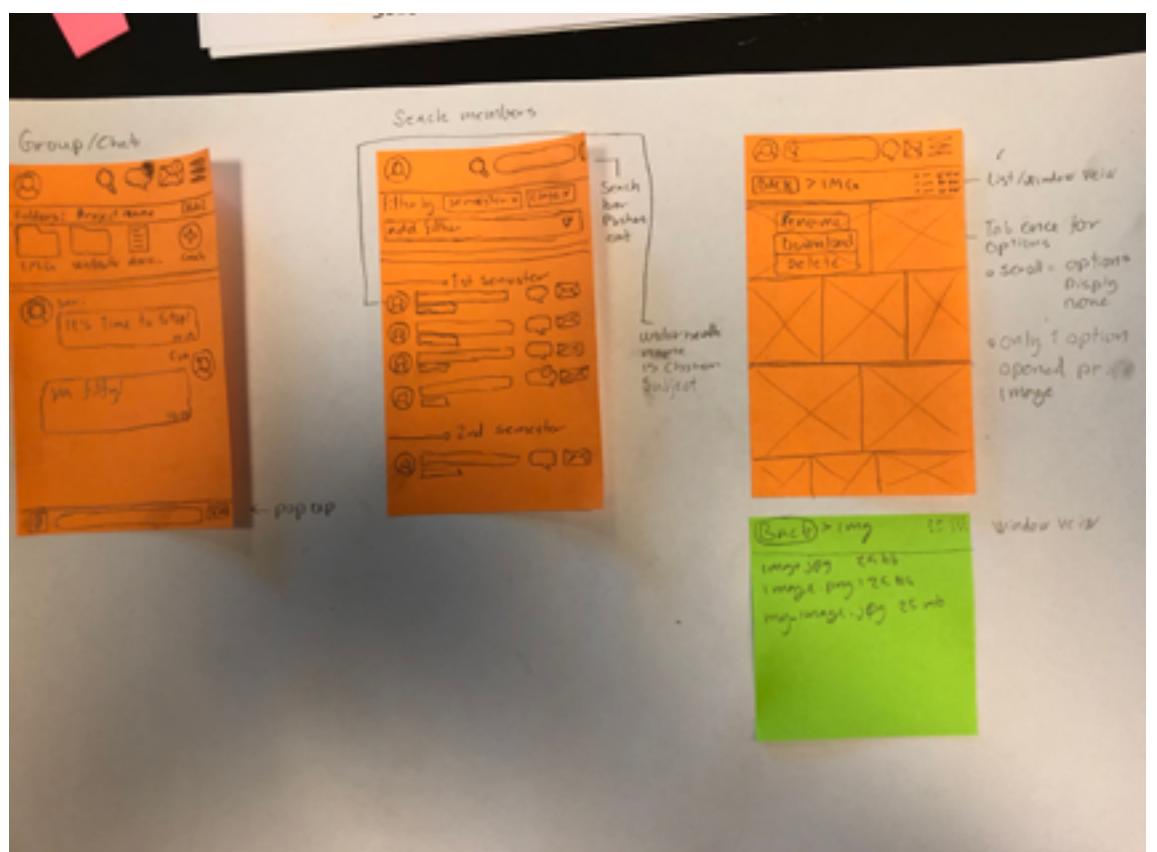
# Design Sprint

## Refine the sketch



## Refine for the museum

Now we refined our sketches to have a almost ready wire-frame for the platform. But first the design needed to go though the museum where we again voted for the best design and solution so we could add those to the storyboard.



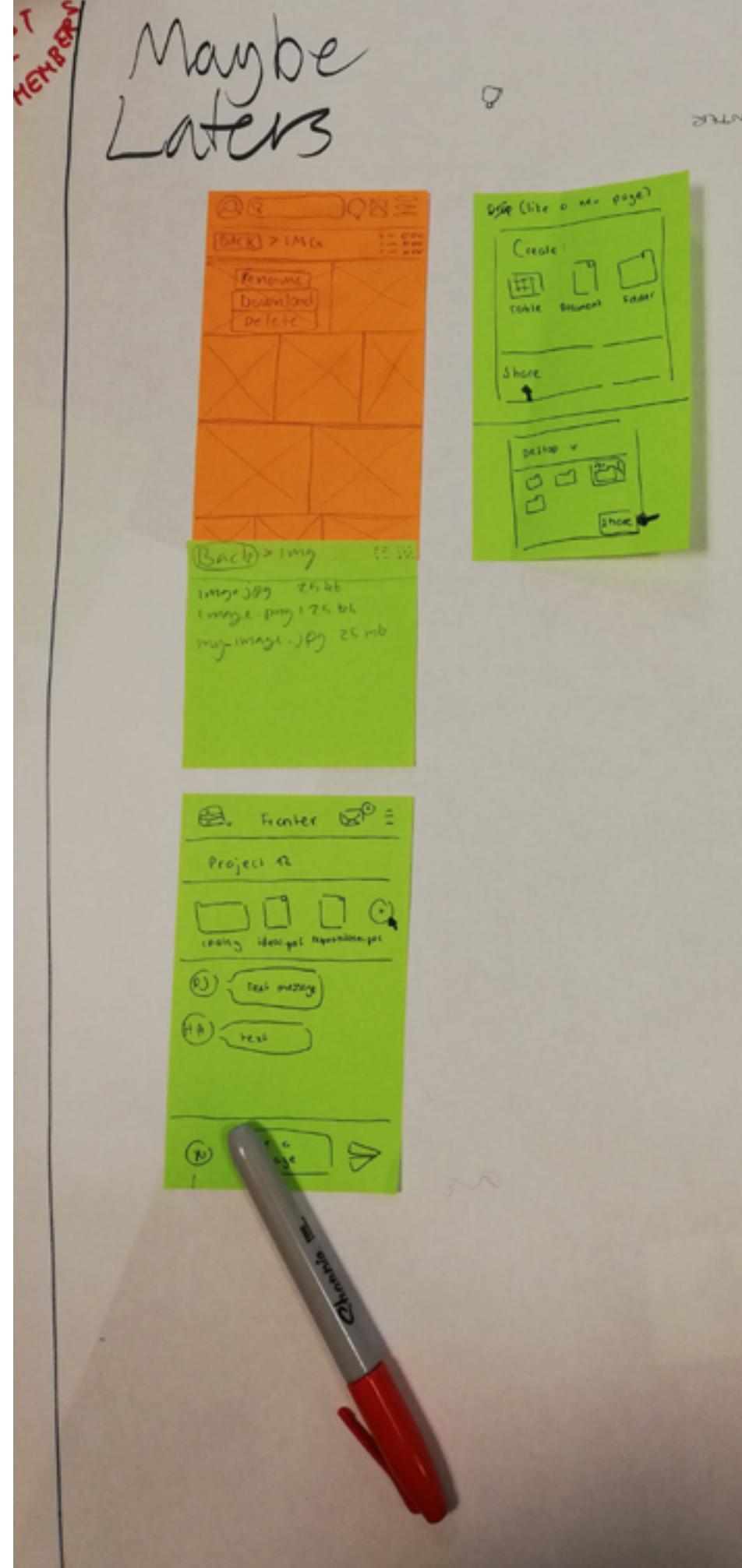
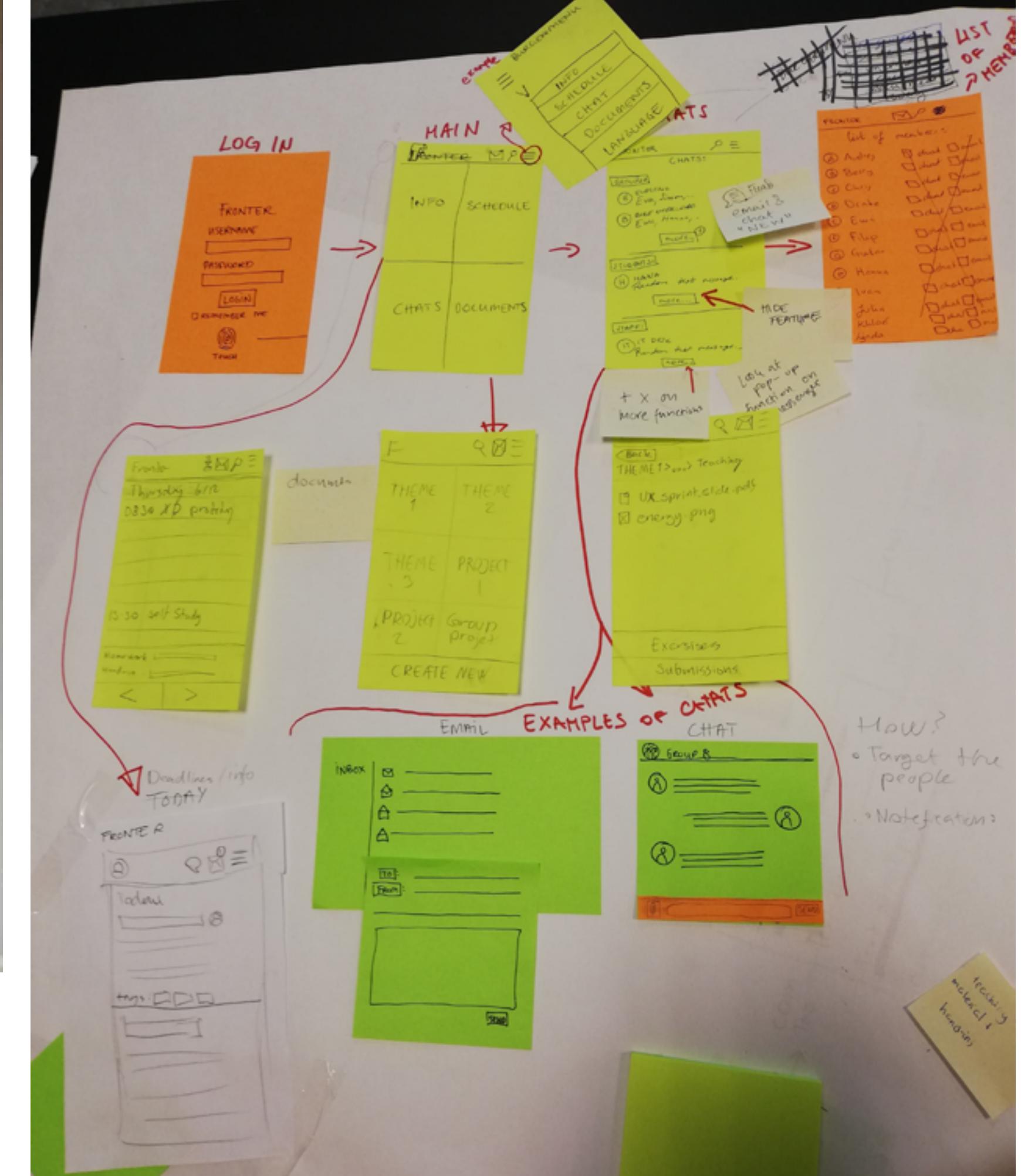
# Design Sprint

## The museum and the Storyboard



### Order in the chaos

The image to the left shows our initial storyboard and first to the right shows the storyboard with notes and connections. The last image shows what we planned to do if we had the extra time. Now we made the Prototype in XD so we were ready to code a prototype.



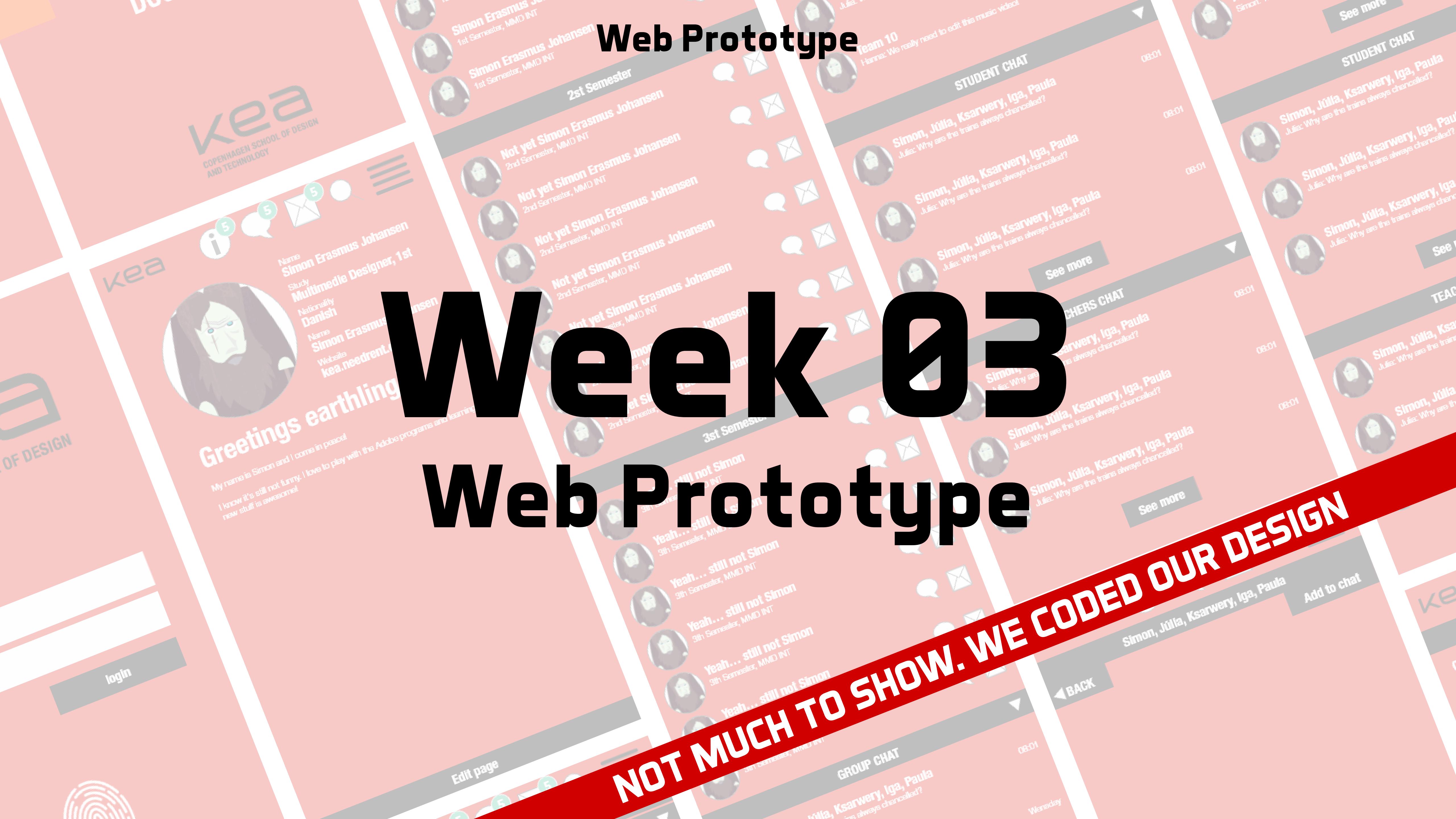
See more  
STUDENT CHAT  
Iga, Paula  
called?

# Web Prototype

# Week 03

## Web Prototype

NOT MUCH TO SHOW. WE CODED OUR DESIGN



# Design Sprint: Native App

# Week 04

## Design Sprint: Native App



# Design Sprint: Native App

## The native app version

This time we had to design fronter again but in a new team and we had to design it as a native app and it should be our dream design for fronter.

### UI kits

To make the design look real we had to decide what to design for and we chose iOS.

To make the design more believably we had to use UI kits.

UI kits are usually made by the developers or communities of designers. In this case we could get from from Adobe via the Xd build in links.

The great thing about UI kits is that you save a lot of time prototyping. You just pull in a kit that matches your design and edit the colors and fonts.

Sometimes you need them to show build in design that you can't control that much like prompts or the small timeline in the head of your phone.

### The Design process

Like with Week 002 we did a design sprint, this time I really got to use the whiteboard which is really useful to make quick notes and edit in or out.

We even did two user maps for both chat and teaching material, and luckily for me, we chose the teaching material one, since I already did that with the last assignment.

