CSP-588 User Centered Design
Project - 2

Team-P

Sailavanya Narthu - A20516764

Aravinth Ananth - A20537468

Sucheth Mekala - A20545983

Prem Swaroopa Nanda R - A20547712

Analyze, assess, and propose improvements for the registration portal:

1. Develop a persona for a new graduate student and one for a returning graduate student.

New graduate student:

Name: Suma is a new graduate student.

Background:

- Suma recently completed her undergraduate programme and is keen to pursue further education at the graduate level.
- She is familiar with technology, having accessed several online platforms during her education.

Goals:

- Suma seeks for a user-friendly registration process. She wants to locate courses quickly and understand the process.
- She may be unfamiliar with the unique registration system, therefore clear directions are essential.
- She values having simple access to details about courses including requirements, schedules, and syllabus.

Challenges:

- Suma's biggest difficulty is unfamiliarity with the graduate registration system. She may require guidance about how to efficiently navigate it.

Returning graduate student:

Name: Suresh is a returning graduate student.

Background:

- Suresh is a working professional now pursuing a part-time graduate degree.
- He has already utilized the registration portal, so he is familiar with the process.

Goals:

- Suresh focuses on efficiency and convenience. He wants to complete the registration process as quickly as possible without any unnecessary problems.
- He values consistency and expects the system to function properly based on previous experience.

Challenges:

- Suresh may face issues with course availability (e.g. full classes) or scheduling challenges (e.g. overlapping class hours).
- He wants the system to handle these issues quickly, allowing him to change his options without dissatisfaction.

In conclusion, Suma prefers a user-friendly experience with clear instructions, whereas Suresh focuses on reliability and efficiency based on previous contacts with the registration portal. Understanding these personas may help in developing a better user experience both for new and returning graduate students.

2. Develop metrics for assessing UX.

Time required to complete the registration process:

- Determine the average time it takes users to complete the entire registration process, from signing in to verifying their course enrollment.
- Shorter registration times suggest a more efficient and user-friendly system.

Number of Clicks Required to Reach particular Course:

- Count the total amount of pages or interactions it takes for users to navigate to and pick their preferred courses.
- Fewer clicks indicate a more efficient and clear user interface, making it easier for consumers to discover what they require.

Frequency of Errors:

- Monitor how frequently users face errors throughout the registration process, such as verification errors, system time outs, or server issues.
- Lower error frequencies suggest a more robust and trustworthy system, which leads to more enjoyable user experiences.

User Satisfaction Evaluations through Surveys:

- Perform user satisfaction surveys to get input on the registration portal's usability, functionality, instruction clarity, and general satisfaction.
- For getting user feedback and suggestions for improvement, utilize rating scales or questions with no answers.

Retention Rate of Users from Enrollment to Course Registration:

- Keep track of the percentage of users that complete the registration process and go on enrolling in courses vs the total number of users who begin the process.
- A high retention rate suggests that users can effectively browse the site and achieve their desired something without losing interest.

Ease of Use:

- This rating analyzes the registration portal's general efficiency and user-friendliness, concentrating on how easily users can use the interface,and perform activities without becoming confused or frustrated.
- Higher ratings suggest a more simple to use layout and a user experience, whereas lower scores may indicate the need for interface reduction in complexity, better instructions, or improved user guidance systems.

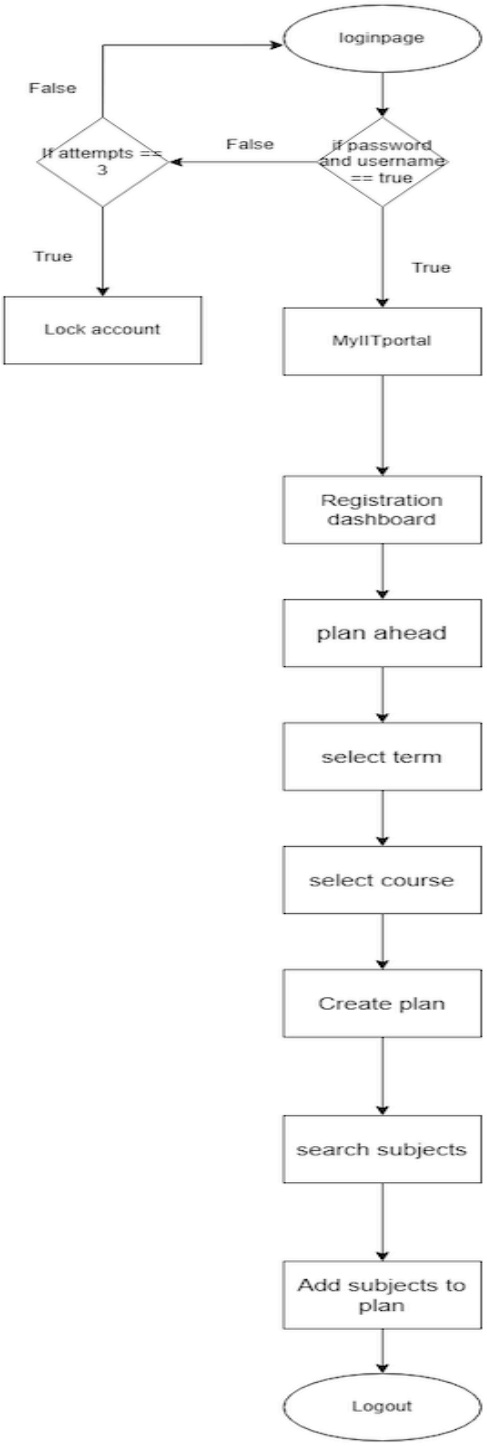
Error Prevention:

- This measure assesses the registration portal's efficacy in reducing user errors and directing users to right activities. It analyzes the number of errors made by users throughout the registration process, verification, and feedback to prevent errors from occurring.
- A lower rate of errors indicates stronger error prevention methods and a more easy to use experience, whereas a greater error rate may indicate a need for development in mistake management and mitigation techniques.

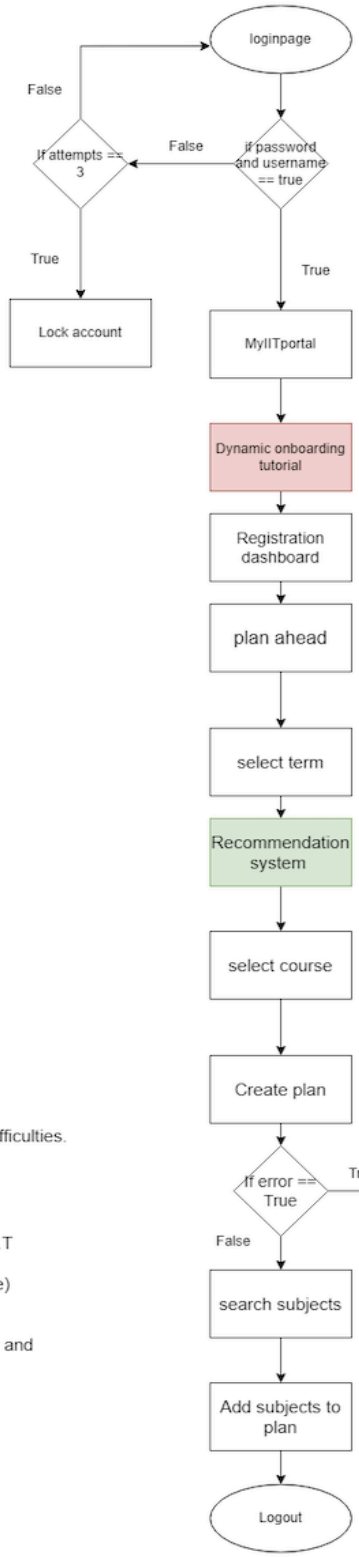
These metrics provide useful insights into the registration portal's user experience, assisting in identifying areas for development and assessing the success of existing changes. By routinely monitoring and analyzing these metrics, portal administrators may continuously improve the user experience in order to satisfy the needs and needs of their users.

3. Model the flow of registration activities – searching for courses, encountering and overcoming errors, and enrolling in courses.

Searching for the Courses:



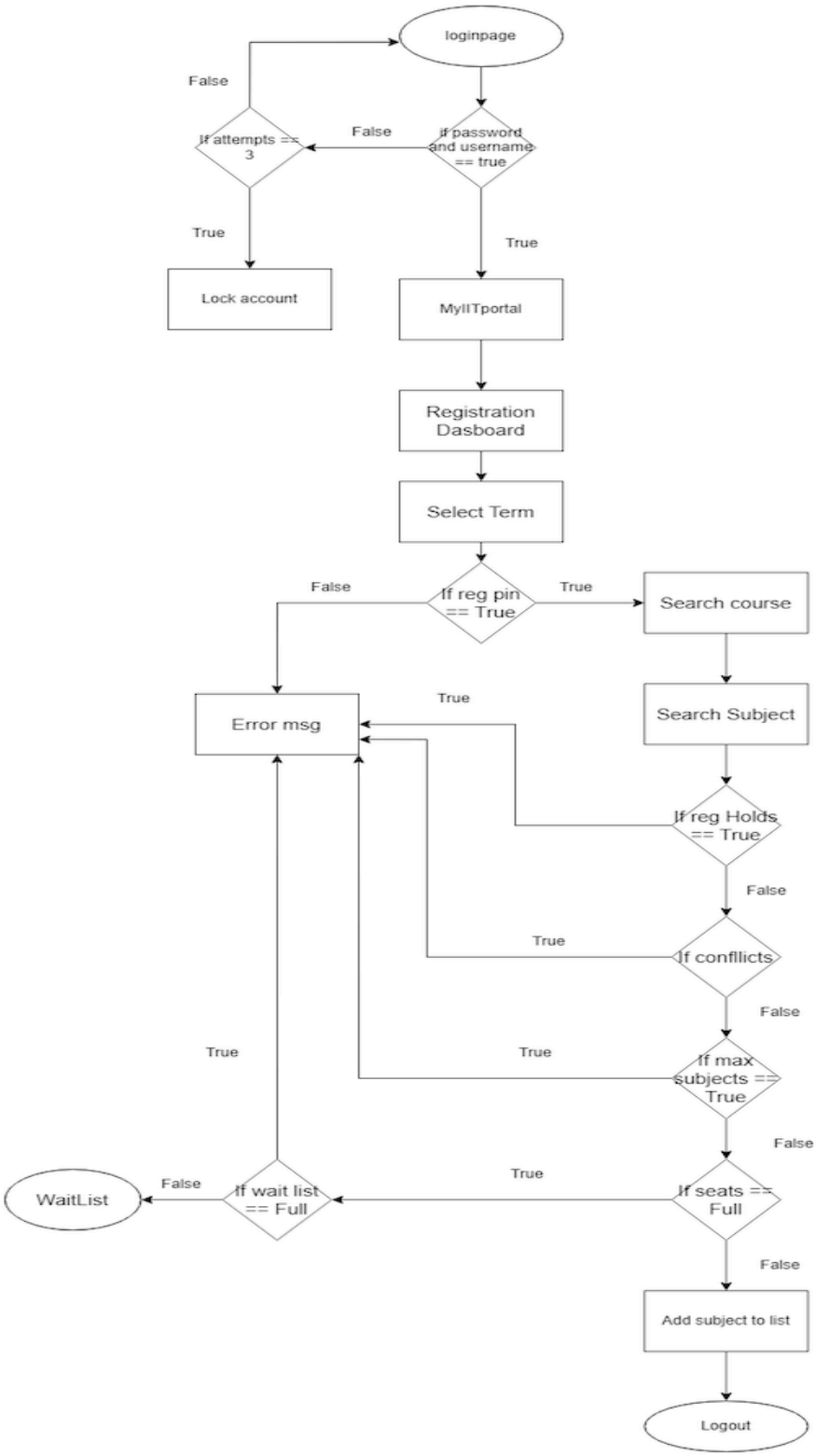
Overcoming the errors while searching for the Courses:



Errors or problems W.R.T registration
1. Inadequate error messages
2. Lack of personalized courses
3. unfamiliar application
4. Course accessibility and scheduling difficulties.

Solutions for the errors or problems W.R.T registration
1. Informative, clear Error message (Blue)
2. Recommendation system (Green)
3.Dynamic onboarding tutorial (Red)
4.Real-time method accessibility monitor and conflicts analyzer (Purple)

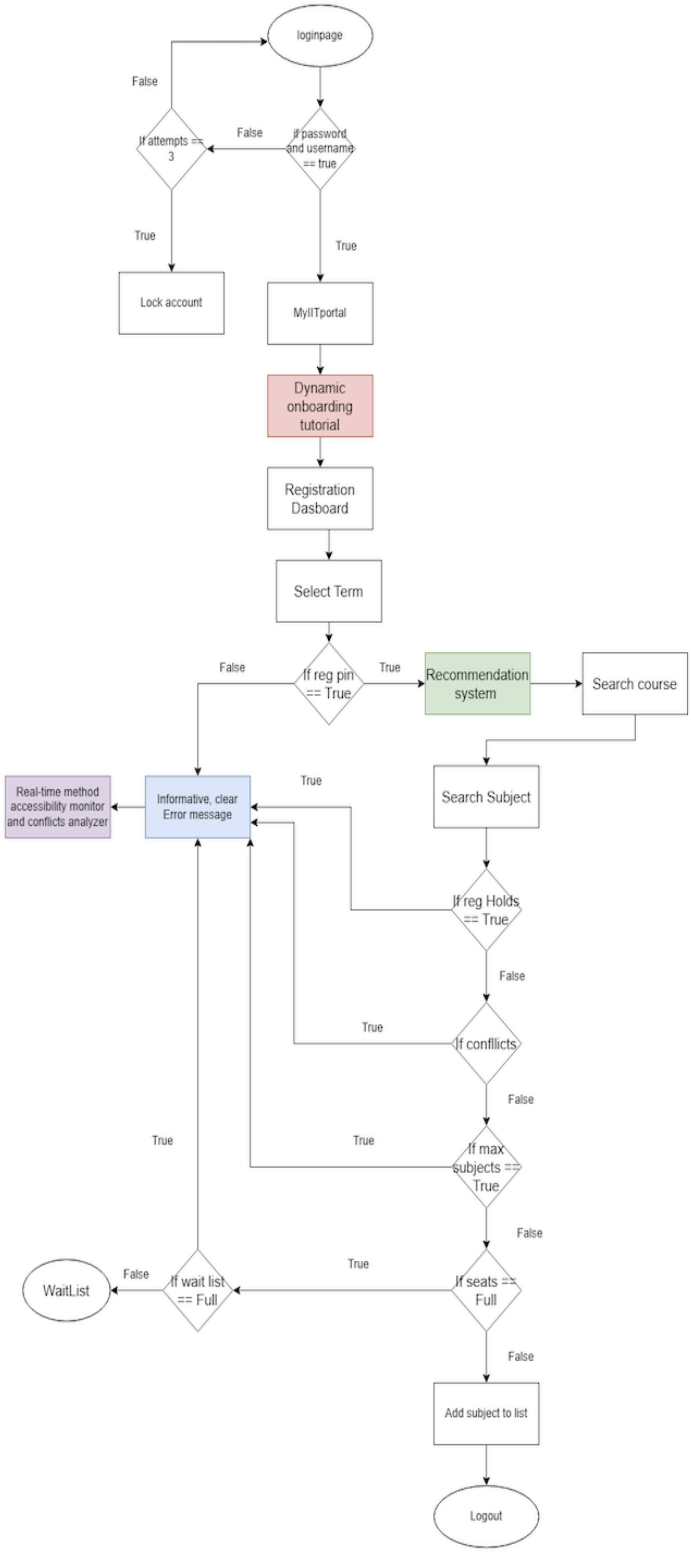
Enrolling for the Courses:



Overcoming the errors while enrolling the Courses:

Errors or problems W.R.T registration
1. Inadequate error messages
2. Lack of personalized courses
3. unfamiliar application
4. Course accessibility and scheduling difficulties.

Solutions for the errors or problems W.R.T registration
1. Informative, clear Error message (Blue)
2. Recommendation system (Green)
3.Dynamic onboarding tutorial (Red)
4.Real-time method accessibility monitor and conflicts analyzer (Purple)



4. Identify factors which depress UX (in measurable terms) for each flow and propose an improvement (show the improved flow and estimate the improvement in UX).

1. Improving New Graduate Student Experience (Suma):

Issue:

Unfamiliarity regarding the registration process.

Proposed Improvement:

Create a dynamic onboarding tutorial. Suma logs on, and the system receives her with a nice academic diploma. The tutorial guides her through the necessary stages, allowing her to experience the activities in an artificial setting. Suma learns more about the system's features after it is done.

Expected UX Improvement:

The execution of an onboarding session is expected to cut Suma's registration time by 20% as she becomes familiar with the computer and acquires confidence in accessing it properly.

2. Improving Returning Graduate Student Experience (Suresh):

Issue:

Course accessibility and scheduling difficulties.

Proposed Improvement:

Real-time method accessibility monitor and conflicts analyzer. Suresh logs on, and when he picks courses, the system displays real-time availability updates. If there is a planning issue, the device alerts him and presents other possibilities. This ensures that Suresh can finalize his direction without experiencing any extra difficulties.

Expected UX Improvement:

The setting up of real-time course availability and conflict recognition will help to reduce the frequency of errors by 15%, mostly due to direction accessibility as well as planning issues.

3. Limited Mobile Responsiveness (Suma and Suresh)

Issue:

The website doesn't work well on phones, making it hard for students who use their phones for the internet to use it.

Proposed Improvement:

Develop a design strategy that puts mobile devices first, ensuring full functionality and interface optimisation. To further take advantage of smartphone capabilities, think about creating a native app.

Expected UX Improvement:

For mobile-dependent customers, a completely optimized mobile experience can boost portal accessibility by up to 70%, increasing student engagement and satisfaction ratings.

4. Lack of Personalized Course Recommendations (Suresh)

Issue:

Individual student needs are not taken into consideration by the present one-size-fits-all approach to course discovery, which results in a less interesting and possibly less relevant learning environment.

Proposed Improvement:

Create a smart recommendation system that uses machine learning to assess career objectives, past academic performance, and market trends to provide individualized course recommendations.

Expected UX Improvement:

Improved course suggestions may result in a 25% rise in the number of students enrolled in courses that correspond with their career goals, which would enhance academic performance and happiness.

5. Inadequate Error Messaging (Suma and Suresh)

Issue:

Students may get more frustrated and may contact assistance more frequently if they receive unclear or general error messages that do not clarify how to resolve problems during registration.

Proposed Improvement:

Provide error messages that are informative, clear, and easy to understand so that users may learn how to fix the problems they are having.

Expected UX Improvement:

Better error messaging can reduce support requests and user annoyance by up to 30%, improving self-service options and portal satisfaction in general.

6. Slow Page Load Times (Suma and Suresh)

Issue:

Users may become frustrated by slow page loads, which could result in a bad user experience and possibly lead to students giving up on the registration process entirely.

Improvement:

To speed up page loads, optimize backend operations, reduce the size of assets and graphics, and use lazy loading for non-essential resources.

Expected UX Improvement:

It is anticipated that these optimisations would increase the speed at which pages load by a minimum of 50%, hence lowering bounce rates and increasing user retention during the registration process.

In conclusion, each of these detailed changes can have a significant positive impact on the registration portal's usability, accessibility and overall satisfaction for new and returning graduate students. By addressing current pain points and taking into account what the next set of users will need, the portal can become a dynamic, user-centered platform that evolves alongside its user base.