

04.01.02

initial user brief by Tabea Grösel

Client: Frederikke - Head of MMD at KEA

Business goals based on today's work and information

Users goals: graduate best scores, get a job right after, study to get a job

Business goal of kea: MMD's graduate and get a job - should support this goal

Wishing for: fronter to support direct communication to reach students and inform them, finding materials for education in order to study and graduate

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

Frederikke:

- teachers, staff and administration:
- being able to check the curriculum, see the students activity
- main focus on **Students** and their actions:
- check schedule and read the curriculum, getting information, going back to previous semesters, delivering exercises

Focus on target group: Students

Who are they?

Young people, with an interest in technology and design, wanting to learn new things, develop new skills.

teachers: people, wanting to do their job in the best possible way.

What is fronter to them?

A source of informations, to follow presentations in class, to re-read material, to deliver submissions, check the schedule

teachers: easier to work, upload information for students, inform them on recent submissions, making sure students can access exactly what they need to.

What do they need that fronter can not give them?

Possible communication with group members and teachers, 1 to 1 communication, easy access on multiply devices(PHONE!), see schedule on the phone, better and fast feedback

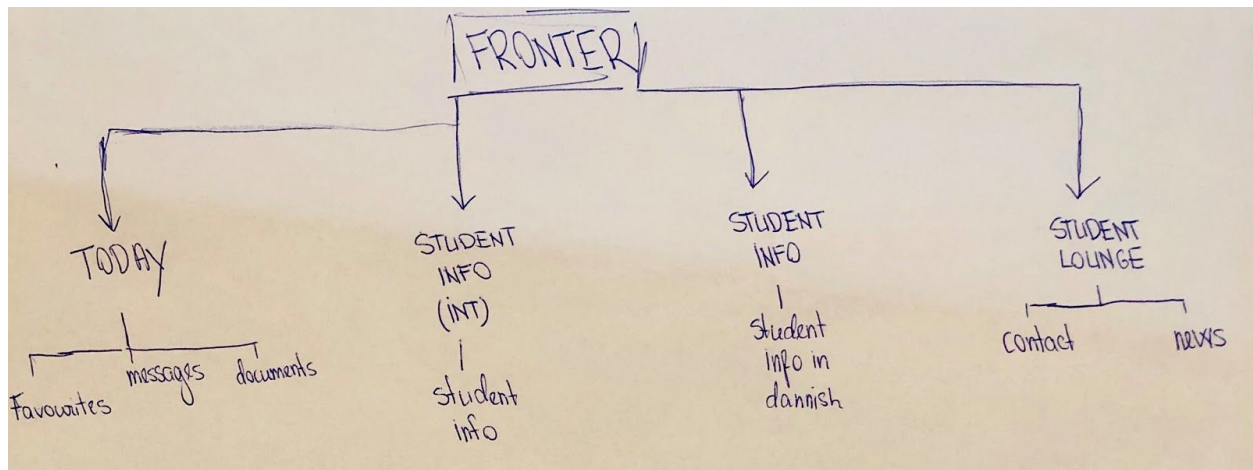
teachers: see traffic on certain documents in a simple way

What can fronter give them?

- see if they passed a delivery - got approved or not approved
- Read teaching material
- If teachers upload it, previous students submissions

teachers: - stalking students activity

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



Functions:

Checking your semester plan, information and your curriculum.
Seeing teacher presentations, documents and task descriptions.
Handing in your work and your group work
Search for classmate and teachers e-mails, telephone numbers.
You can see messages from administration, teachers and student council.
You can read student info- about internship, student lounge and have contacts.

User goals

Goal's:

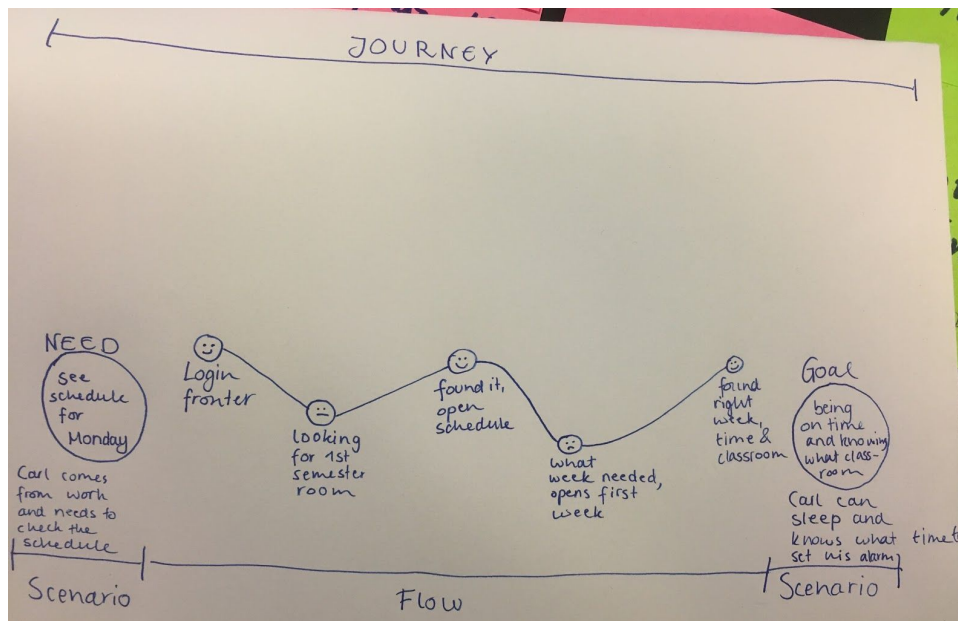
graduate knowing your skills, tools and get more knowledge, being an professional MMD, feeling secure and integrate into danish society and culture, bachelor top up next

Sub goal's:

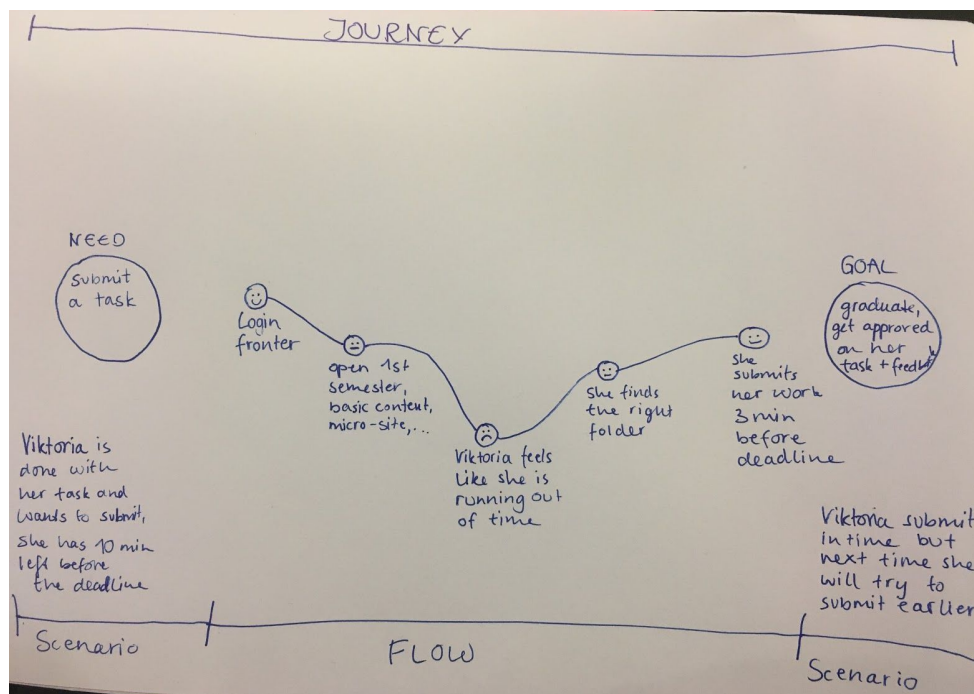
passing first semesters exam, getting as much submissions approved as possible, getting constructive feedback, being on time, knowing what will be taught beforehand, see the schedule, knowing what to read/watch in preparation for class

The user journey for at least three different user goals

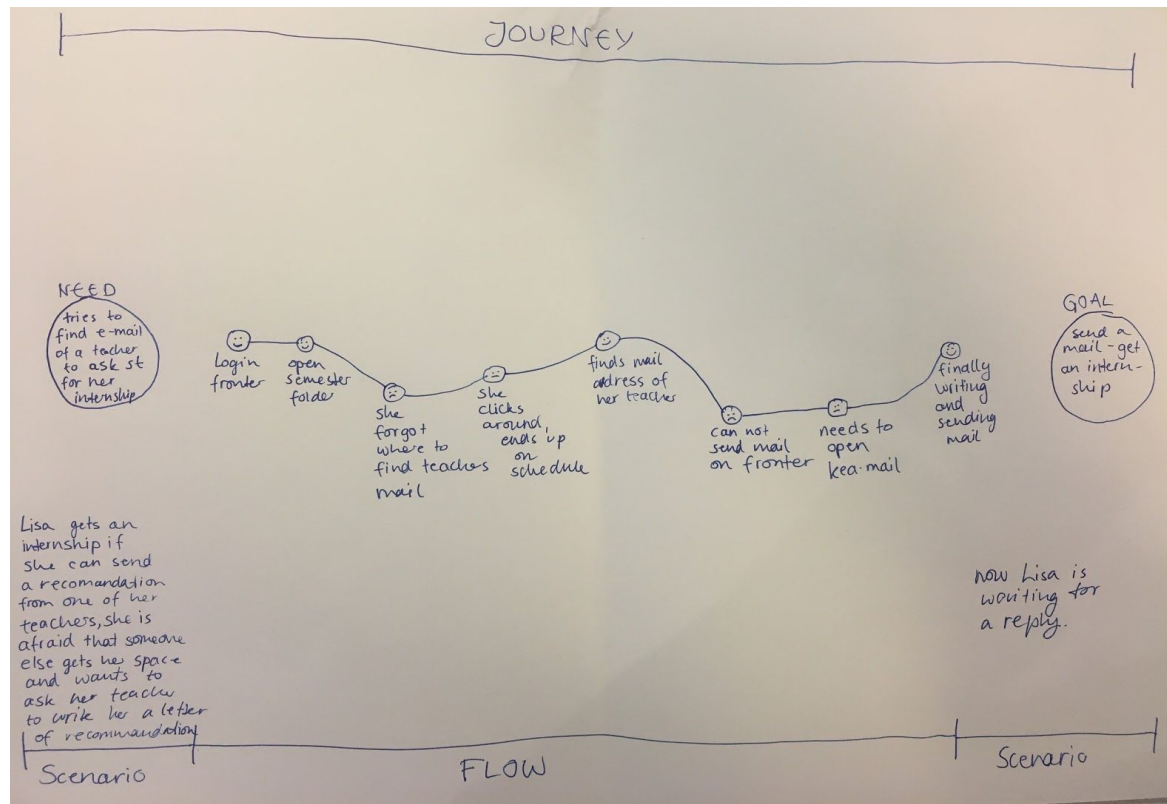
user number 1: Carl, british, 22-years old, likes computer games and festivals, 2nd semester, wants to check the schedule for Monday to know what room he needs to be in.



User number 2: Viktoria, Latvian, 18-years old, loves fashion and music, plays piano, 1st semester, needs to submit her first mobile website before the deadline



User number 3: Lisa, german, 24-year old, loves being active and has a small dog, 3rd semester, needs to find the mail of one of her teachers to contact them, she has issues with her upcoming internship



Usability test - Think out Loud & 1 to 1 Interview questions

"In a thinking aloud test, you ask test participants to use the system while continuously thinking out loud — that is, simply verbalising their thoughts as they move through the user interface" - Jacob Nielsen, online in 2012

Target audience: kea students that use fronter in context with their studies

Questions and tasks

- What is your name, age and study program?
- How often do you use fronter daily?
- Choose 3 things you use fronter for the most?

After the interview:

- Did something confuse you on your search for solution for that specific task?
- Do you think it's easy accessible?
- What improvements would you wish for on fronter?

Task 1: Find the task description for submission 04.01.01

Goals - usability issue: including everything you need to your submission, getting it approved, gaining the most knowledge, becoming a great MMD

Task steps, optimal path:

- Go to 1st semester room
- Open 1st semester folder
- Open folder Basic UX
- Go to 04.01: user research
- Open submissions
- Go to Task description 04.01.01

Alternative path:

- Go to 1st semester room
- Scroll down on teachers last uploads
- See task description 04.01.01

Timeframe: minimum 6 clicks

Task text:

You have heard your classmates talk about the task 04.01.01 that needs to be submitted today and all the things that need to be included. You want to read the requirements for yourself, go find the task description for initial user brief.

Task 2: Find out what we are doing in week 51 on Thursday 20/12/18

Goals - usability issue: Finding out what the student will be doing on that specific day, what the lecture will be about, being on time and in the right classroom

Task steps, optimal path:

- Login to Fronter
- Press “1st semester”
- Click “A2018” schedule
- Go to the specific week listed
- Look at the class schedule for 20/12/18

Alternative path:

- If saved in Google Drive:
- Open google drive
- Open excel spreadsheet
- Go to specific week listed
- Look at the schedule for 20/12/18

Timeframe: Minimum 4 clicks

Task text:

You are sitting at home wondering what you will be taught on the 20th December. You need to prepare for class so you open up the schedule. This will help you prepare for the class lectures.

Task 3: Submit a late assignment for Theme 01: Basic Web
Goals - usability issue: Be able to submit late assignments for Theme 01: Basic Web, graduate, get feedback on submission
Task steps, optimal path: <ul style="list-style-type: none"> • Login to Fronter • Go to “1st semester” folder • Go to “Theme 01: Basic Web” • Go to “late submissions” • Press “Upload file” • Press “save” Alternative path: <ul style="list-style-type: none"> • None
Timeframe: Minimum 6 clicks
Task text: You have finished an assignment past the due date but still want to submit it on Fronter. You have heard that Fronter has a late submission folder so you go on to

Description of test participants

All my test participants were multimedia design students in their 1st semester at KEA. I interviewed 3 females and all had a different task to solve. My participants are active students, with the goal to graduate.

Julia - 1st semester Student - Iceland

Anele - 1st semester Student - Lithuania

Natasha - 1st semester Student -thai/danish

Link to Video:

<https://youtu.be/B37-QG9PMGY>

Outcome of the Interview

During my 3 interviews with 3 different students I got the insight that many use fronter on a daily basis during the weekdays. The things student use fronter most for is to check their schedule, upload their submissions and download teaching material.

Because of their daily use of the website my test participants know how to navigate on fronter. There was no problems with finding a folder or the schedule. However the overall experience while using fronter is not so positive. One girl was confused about where she can find the task description. Even tho all users are secure in their daily tasks it was hard for some to tell me where they could find opening hours for the different KEA buildings, change the language or get information about the learning danish course.

Main conclusions after interview:

- used daily by most students
- Mainly used for checking schedule, uploading submissions, reading the teaching materials
- Other features that do not involve daily student tasks are rather unknown

Insights:

- Not attractive design to explore and browse on fronter
- To little updated by the school, especially the student lounge
- No options for group chats
- Most students use it only for 3 main tasks
- In addition to fronter users use a lot of other applications to communicate about study related topics
- Login in is not easy and confusing
- Schedule opens always on the first week, students wish for a more up to date view.
- Have to change language every time you log in
- Help does not work after you changed a language

Competitor research

Messenger: A lot of features that are missing on fronter can be found on social media, especially on the Facebook messenger. It would be nice to have a chat opportunity where you can decide the members, share content and keep each other updated. At the same time it works for 1 to 1 communication which students at kea could use to write with teachers, administration or pair-work.

Google Share: One document where all members who have the right link can add/share and edit a document. Very helpful when a group needs to fill out documents. Easy accessible.

Google Drive: Upload documents, videos, audio and all content that is important for a group work so everyone has access to it.

Improvements for next time:

Let the user decide when a task is done, not me

have a think out Loud test with more than just one task, Test more different areas of the website.