Reimagining #IteachMSU

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Introduction

We conducted research because we were informed that the iteachmsu website was a website that not many students and professors knew about around campus. We learned that the site allows you to thank an educator, connect with other professor, and connect with people over the iteachmsu website to get resources and or help. We figured we would launch 3 usability test to see how educators interact with site for a few minutes and then have them complete the survey to tell us what they think thought multiple choice and open ended questions.

Project Plan

Learning Plan is going to help us write Survey Questions

User Research to learn how to increase use and satisfaction of iteachmsu.

Landscape Analysis to learn strong and weak points from competitors design

Analytics Review to learn what features of iteachmsu website are most/least used

Survey: Methodology

The survey struggled due to lack of respondents. Only really receiving one usable response.

Our respondent had some interesting insights.

Survey: Results

When asked about when they would start to use a new application they responded with the following.

From this limited data we can conclude the best way to spread its use is through ernest recommendation. An established presence on social media may also be helpful.

Please drag and rank the following methods of learning for how likely you are to begin using a website/application from 1 (most likely) to 6 (least likely).

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Recommendations from peers	1
Social Media	2
Recommendations from superiors	3
Search engine results	4
Forced to use by a superior/institution	5
Online advertisements or banners	6

Survey: Results

This respondent heard of iteachmsu from its hashtag, in their expectations for the website they expressed an interest in resources to improve their teaching practice and coursebuilding.

They expressed these expectations were not met, but this may have been because they had issues accessing content on the site.

Usability Test: Methodology

- Interviewed faculty member with the goal of finding areas of difficulty in the website
- Encouraged speaking aloud to understand what the user is doing while they are doing it
- Conducted Tests:
  - Make a playlist
  - Find a link to an event you find interesting
  - Find and save a post from someone else that you find interesting or useful
  - Thank an educator
  - Make a post
  - Connect with an educator
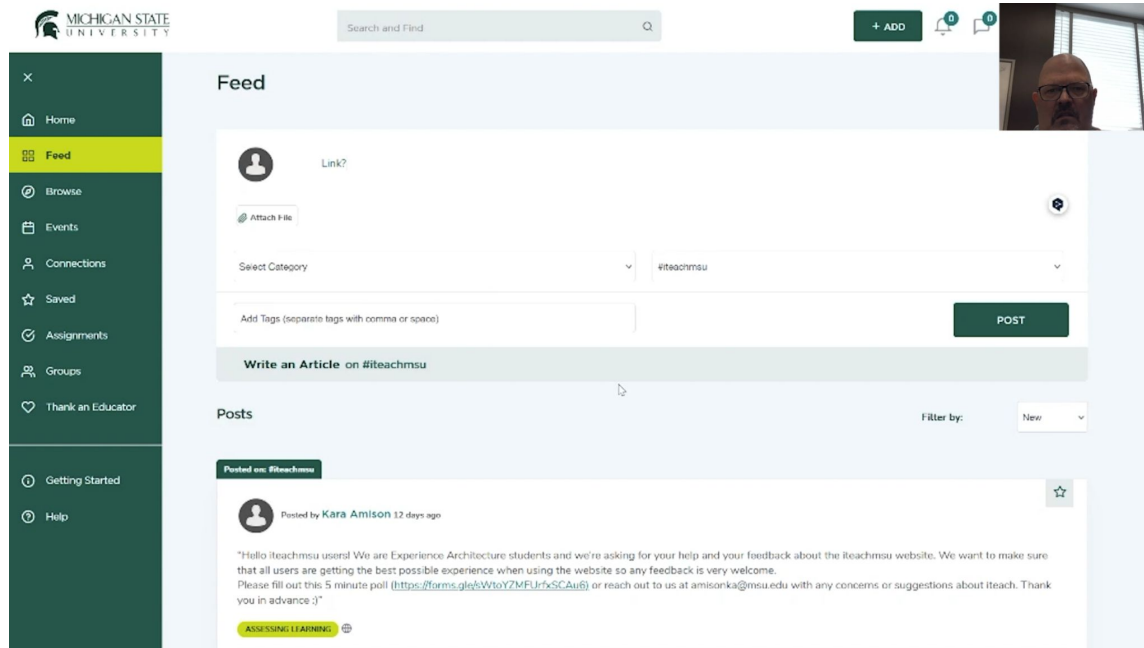
Usability Test: Results
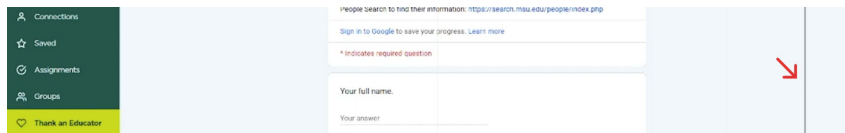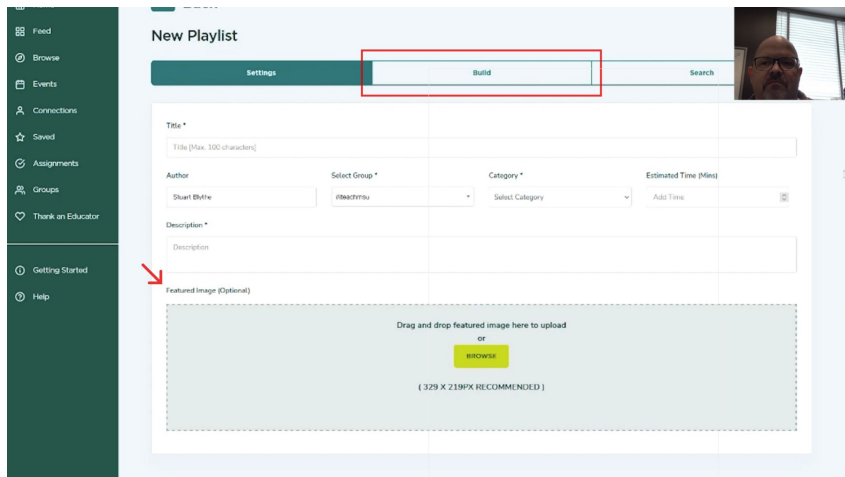
- Playlist Feature
  - Somewhat difficult to parse
  - Had trouble figuring out what a playlist was
    - Possibly include a "What is a playlist section"
  - Didn't see the build button in the bar, and assumed it could be built in one page
  - Assumed the featured image box was how you created a playlist

- Thank an educator
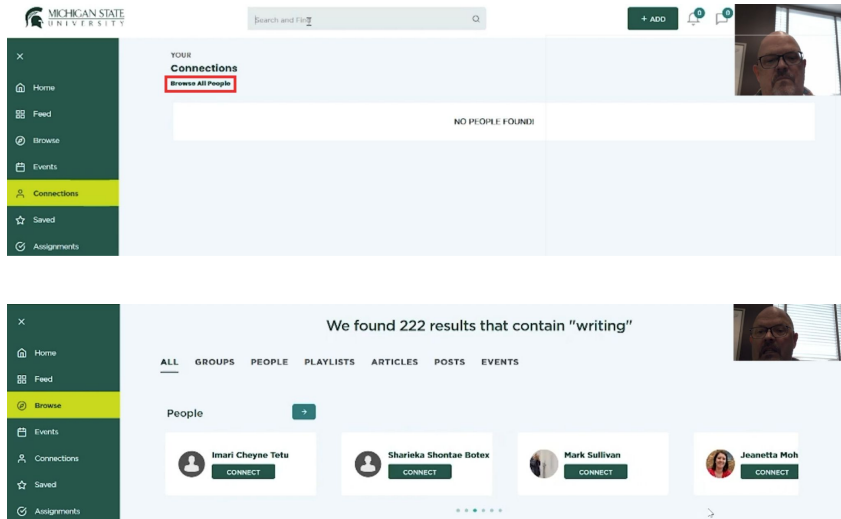 - Contained interior scrollbar that only appears when hovered over

Usability Test: Results

- Posts
  - Did not know how to create link
  - Was confused by lack of rich text features (bold, italics, etc)
  - Category defaults to "Select Category", but Group defaults to "#iteachmsu"

Usability Test: Results

- Connections
  - Brief confusion on how to find people, missed the "Browse All People" button due to small point size of type
  - Was able to recover by searching "writing" to find colleagues, but found the horizontal scroll mechanism to be cumbersome
  - Had to click repeatedly to see each person
    - Possibly redesign to show more people

# Usability Test: Conclusion / Further Research

- Large problem we noticed was lack of understanding of how to begin to navigate the space
    - User is met immediately with many options, and little guidance on where to go
    - Possibly a virtual tour could help

- We were only able to conduct one test due to time constraints, but found it to be an effective means of discovering usability issues

Card Sort: Methodology

- To learn about the importance of certain features currently offered through iteachmsu's website, we developed a card sort
- We listed out tasks that can be accomplished and information that can be accessed and had participants group them in "very important", "somewhat important", and "not important at all"
- Unfortunately, we were not able to get any educators to participate in this test. We performed it with a friend who was told to "think from the perspective of an educator"

Card Sort: Methodology

- Though this individual is not the best reflection of a genuine educator, I think this exercise provided some insights
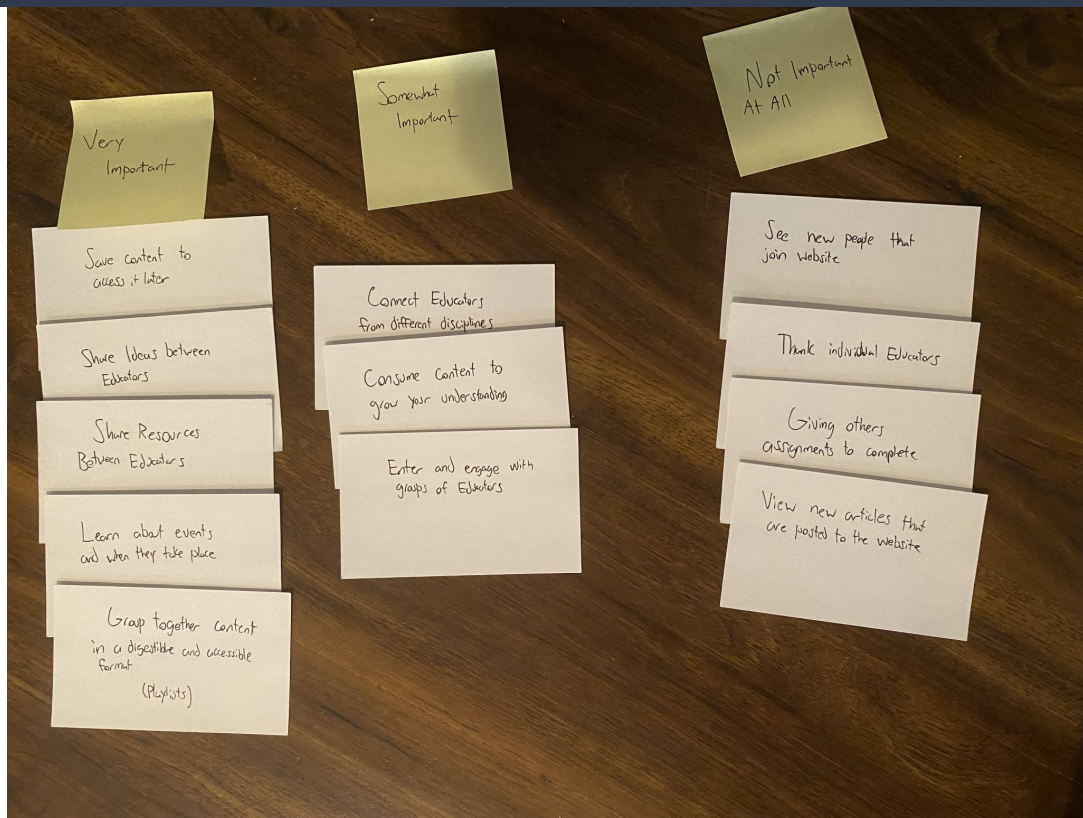
Card Sort: Results

- Most obviously, the participant believed that displaying *new* content, as is currently done on the home page. Isn't very important
- They also didn't understand the purpose of assignments on a website like this
- The participant believed the most important tasks to be sharing ideas and resources and events

Recommendations
To Increase Use

- Make something practically useful for educators, to improve their teaching.
    - Only after they find a feature they benefit from will they start to use other features, like profiles and connections with other departments
    - Make them want to recommend it to others
- Continue to campaign your purpose on social media
- **Idea:** There is an over abundance of resources on campus, be the platform to connect them

Reflection / Conclusion

We created a survey to give the participants a chances to give their opinion on what needed to be done to improve the iteachmsu website. We sent the survey out multiple times but only received 1 response. We needed more responses to conduct our research. On the bright side the survey can be used anytime to communicate with the people over the iteach msu website on what they can do to make the website more accessible to the people viewing it.