

DAVINCI REPORT OUTLINE

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Information Architecture I // Saul Baizman

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What Is DaVinci?

DaVinci is a program owned by WebAdvisor that MassArt uses for Continuing Education Students. It allows students to do many things in relation to classes and grades. The program allows you to have a profile that you use to look at your class schedule, sign up for classes, look at your program evaluation, search for classes you would like to take, e-mail your advisor, as well as look at your transcript. School employees as well as faculty can also use daVinci, but because I do not hold access to those sections, I do not know what they entail.

The research of this project is focused on daVinci specifically for its appearance and navigation issues. Because daVinci holds such vital information for thousands of people, navigation is key. Recieving specific information should be simple, and daVinci is not fulling that concept.

Program Evaluation

Specifically, this assignment is focusing on the program evaluation portion of daVinci. The program evaluation is one of the most, if not the most, important section for students. This is where students are able to see how many credits they need to graduate, how many credits they have taken, and all of the fixed courses they need to take, or have taken, to achieve a diploma. The issue with daVinci is that although all of the information is there, it can be difficult to read. All of the taken courses are mixed in with the needed courses, which can be a bit confusing. DaVinci breaks the credits down into years, but then has all of the liberal arts at the very bottom of the page. The hierarchy is lacking in the correct areas, and overall the program needs to function better.

Group Research

Wendy Umana, Jiayi Xu, and I ended up researching people who have and have not used the interface before. The participants included Pengxin Yang, Yiji He, Matt Difeo, Sean Difeo, Joanne Ruan, Chris Donis, as well as ourselves. We used tactics such as fly on the wall, extreme user testing, questionnaire, activity analysis, error analysis, behavior mapping, scenario testing, and try it myself.

Overall, we found that there's a lot of confusion for new users, a lack of guidance, repetition, no context, unnecessary steps, poor organization, no hierarchy, no contrast, and an unattractive appearance.

MassArt Student in Another Major

Alexa Cushing, a junior in Photography, is very familiar with daVinci. With her, I used the IDEO methods narration, extreme user interview, fly on the wall, and flow analysis. Because she has used daVinci many times before, she buzzed through the task very easily. I told her to log into daVinci and go to her profile evaluation. Because there were too many cookies, daVinci would not allow her to open the browser in Safari, which was the first push towards an annoying experience. After opening daVinci in Google Chrome, she was able to log in and then access the students menu. As she was narrating, she said things like "I never understood why there's two sections for Program Evaluation," and "When am I ever going to look at my daVinci account? I feel like that whole section could be under one name." After she got to the Program Evaluation and clicked that she would like to look at her Photography major evaluation, she began describing her webpage. "I feel like where it tells you what you've completed/need could be organized better," she said. Overall it was a very monotone experience for her.

CURRENT STUDENTS - STUDENTS MENU

The following links may display confidential information.

User Account

[I'm New to WebAdvisor](#)
[What's my User ID?](#)
[What's my password](#)
[Change Password](#)
[Address Verification](#)

Communication

[E-mail My Advisor\(s\)](#)

Registration

[Search by Sections](#)
[Register for Sections](#)
[Plan | Review | Enter | Archive | Dashboard](#)

Program Evaluation

[Transcript](#)
[Program Evaluation](#)
[My Class Schedule](#)
[My e-mail](#)

[View My 1098-T Forms](#)

B: JUNIOR YEAR (In progress)

Take 4 major courses:)

Credits Earned: 6

TAKE CDGD-340 GRAPHIC DESIGN II: MAKING MEANING (Pending completion of unfinished activity)

Course	Title	Needed	Term	Grade	Credits	Notes
1. CDGD-340	GD II:Making Meaning		16/FA		3	*IP

TAKE CDGD-342 INFORMATION ARCHITECTURE (Pending completion of unfinished activity)

1. CDGD-342	Information Architecture I		16/FA		3	*IP
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TAKE CDGD-341 TYPOGRAPHY III (Not started)

3 credits needed

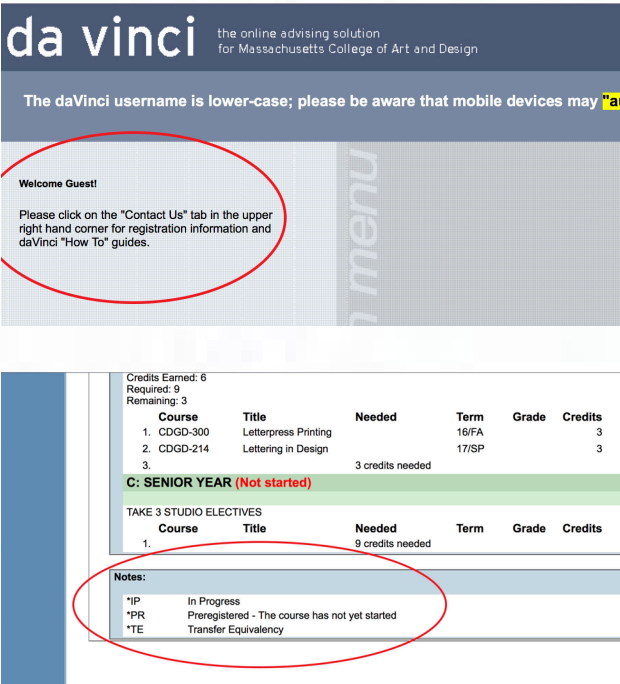
TAKE CDGD-322 INFORMATION ARCHITECTURE II (Not started)

3 credits needed

C: SENIOR YEAR (Not started)

New DaVinci User

Jillian Taschereau, a friend of mine and student at UMass Lowell, has never used daVinci before. The IDEO methods I used were narration, extreme user interview, fly on the wall, and flow analysis. She started off by saying "UMass Lowell has something that looks like this," later to find out that UMass also uses WebAdvisor. She then read the small blurb to the left of the login screen and then clicked Contact Us, and then was very confused. I redirected her, and very easily she logged in, then clicked main menu rather than students, then immediately after clicked students. "These colors are boring," she said, very quickly accessing the program evaluation. Upon opening it to find the next page, she said, "That's obnoxious," and then clicked the CDGD evaluation and hit submit. When I asked her if the program evaluation was easy to read she said, "I guess," and then continued to give me more feedback. She said things including that classes taken and classes not taken should be separate and that the notes at the bottom of the page should be at the top. Overall, it was a slightly annoying experience, but also leaning towards neutral.



Platform

For this assignment, I am choosing to focus on the web aspects of daVinci. I chose web because I feel it's the platform that people use the most when using daVinci. Also, when students meet with their advisors, they both look at vaVinci through a web portal.

Key Features

I want to focus on, in the program evaluation, being able to sort through different sections of classes, for example classes taken and classes needed to be taken. I feel that the information all being on the same page can get confusing and overwhelming.

As for the dashboard, there needs to be a lot of simplifying and hierarchigal definement. There are a lot of sections that do not need to be seen when the student menu is first open. Also, I believe that logging in should immediately bring you to the students menu, or if you are a faculty memeber, the faculty menu.

On every page, there should be a search bar as well as a help section. This would make things much easier for users to find things if they are having trouble for some reason.

Type of Experience

My system will be for students to swiftly find what they are looking for, in accordance to classes. Primarily used for schedules, registration, and evaluations, my daVinci will make a twenty minute matter into a five minute matter, allowing users to go about their days stress free and happier. My daVinci will make planning their semesters much easier as well.

Because my davinci will have sections for the different statuses of a users classes, they will be able to access their classes that need to be taken much more effeciently, making advisor meetings and registration much more of a breeze. The benefits of my daVinci as opposed to the daVinci we use now is the simplicity and efficiency of the program, giving the user an all around better and happier experience.

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