

# Da Vinci User Research Report

December, 2016 | Abigail Lacey  
Information Architecture I

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## I. OVERVIEW

### *What is Da Vinci?*

Da Vinci is a website designed for MassArt students, advisors and faculty. Depending on the user, the site offers a range of features.

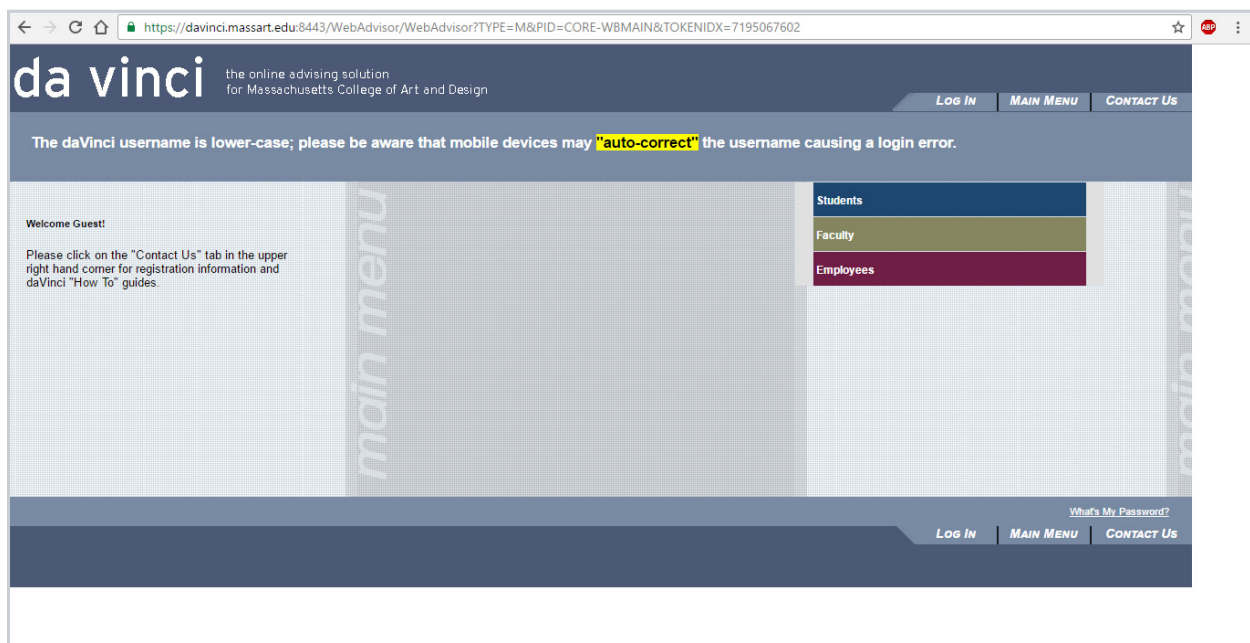
For students, the website serves as a place to search, plan, and register for courses while also being able to view their current class schedules, classes they have previously taken, as well as those they are required to take in the future. In addition to academic information, it also includes personal information such as contact, advisor, and financial information.

For faculty, the site allows viewing of class rosters, tracking of attendance, and editing of specific student information such as mid-semester warnings and final grades.

For advisors, Da Vinci allows access to student program evaluations during advising sessions as well as the ability to remove advisor holds so that students may register for classes.

### *Accessing Program Evaluation on a Desktop Computer*

#### Main Page



## Log In Page

The screenshot shows the da Vinci Log In page. The browser address bar displays the URL: <https://davinci.massart.edu:8443/WebAdvisor/WebAdvisor?TOKENIDX=7195067602&SS=LGRQ&URL=https%3A%2F%2Fdavinci.massart.edu%3A8443%2FWebAdvisor%2FWebAd>. The page header includes the da Vinci logo, the text "the online advising solution for Massachusetts College of Art and Design", and navigation links: [LOG IN](#), [MAIN MENU](#), and [CONTACT US](#). A "Welcome Guest!" message is displayed on the right. The main content area is titled "Log In" and contains a form with "Username:" and "Password:" labels. The username field contains the text "arlacey" and the password field contains a series of dots. A "SUBMIT" button is located below the password field. The footer of the page also contains the navigation links: [LOG IN](#), [MAIN MENU](#), and [CONTACT US](#).

## Main Page (After Logging)

The screenshot shows the da Vinci Main Page after logging in. The browser address bar displays the URL: <https://davinci.massart.edu:8443/WebAdvisor/WebAdvisor?TYPE=M&PID=CORE-WBMAIN&TOKENIDX=7195067602>. The page header includes the da Vinci logo, the text "the online advising solution for Massachusetts College of Art and Design", and navigation links: [LOG OUT](#), [MAIN MENU](#), and [CONTACT US](#). A message states: "The daVinci username is lower-case; please be aware that mobile devices may 'auto-correct' the username causing a login error." The main content area is titled "Welcome Abigail!" and includes a message: "Please click on the 'Contact Us' tab in the upper right hand corner for registration information and daVinci 'How To' guides." A "main menu" sidebar is visible on the left. On the right, there are two buttons: "Students" and "Employees". The footer of the page includes the navigation links: [LOG OUT](#), [MAIN MENU](#), and [CONTACT US](#), along with a link to "What's My Password?".

## Student Menu

The screenshot shows the 'da vinci' web application interface. The header includes the logo, the text 'the online advising solution for Massachusetts College of Art and Design', and navigation links: LOG OUT, MAIN MENU, STUDENTS MENU, and CONTACT US. The main content area is titled 'CURRENT STUDENTS - STUDENTS MENU' and includes a welcome message 'Welcome Abigail!'. A warning states: 'The following links may display confidential information.' Below this, there are four categories of links: User Account (with links for 'I'm New to WebAdvisor', 'What's my User ID?', 'What's my password', 'Change Password', and 'Address Verification'), Communication (with 'E-mail My Advisor(s)'), Registration (with 'Search for Sections', 'Register for Sections', and 'Do I have any Active Restrictions?'), Academic Planning (with 'Program Evaluation'), Academic Profile (with 'Transcript', 'Program Evaluation', 'My class Schedule', and 'My profile'), and Financial Information (with 'View My 1098-T Forms'). The footer repeats the navigation links.

## "Filter" Program Evaluation Page

The screenshot shows the 'Program Evaluation' page in the 'da vinci' application. The header is identical to the previous page, but the navigation links include 'HELP' instead of 'CONTACT US'. The main content area is titled 'CURRENT STUDENTS' and includes a welcome message 'Welcome Abigail!'. The page title is 'Program Evaluation'. A note states: 'You may select either an active program or a "What if" program.' Below this, there is a section for 'Choose One Active Programs' with two radio buttons and labels: 'BFA-DE-GD Bachelor of Fine Arts in Graphic Design' (selected) and 'BFA-SF-UNDCL Undeclared Major Studio Foundation Students'. There are two dropdown menus: 'What if I changed my program of study?' and 'What work do you want to include?' (with 'Registered/Preregistered' selected). A 'SUBMIT' button is at the bottom. The footer repeats the navigation links, including 'HELP'.

## Program Evaluation Page (Loading)

da vinci the online advising solution for Massachusetts College of Art and Design

LOG OUT MAIN MENU STUDENTS MENU HELP CONTACT US

CURRENT STUDENTS Welcome Abigail!

### Program Evaluation

You may select either an active program or a "What if" program.

\* = Required

Choose One	Active Programs
<input type="radio"/>	BFA-DE-GD Bachelor of Fine Arts in Graphic Design
<input type="radio"/>	BFA-SF-UNDCL Undeclared Major Studio Foundation Students

What if I changed my program of study?

What work do you want to include?

SUBMIT

LOG OUT MAIN MENU STUDENTS MENU HELP CONTACT US

## Program Evaluation Page

da vinci the online advising solution for Massachusetts College of Art and Design

LOG OUT MAIN MENU STUDENTS MENU CONTACT US

CURRENT STUDENTS Welcome Abigail!

### Mass. College of Art Academic Evaluation

Report Date: 10/28/16

**Student: Abigail R. Lacey (0538585)**

**Program:** Bachelor of Fine Arts in Graphic Design (BFA-DE-GD)

**Catalog:** 2015

**Anticipated Completion Date:** 05/30/18

**E-Mail Address:** arlacey@massart.edu

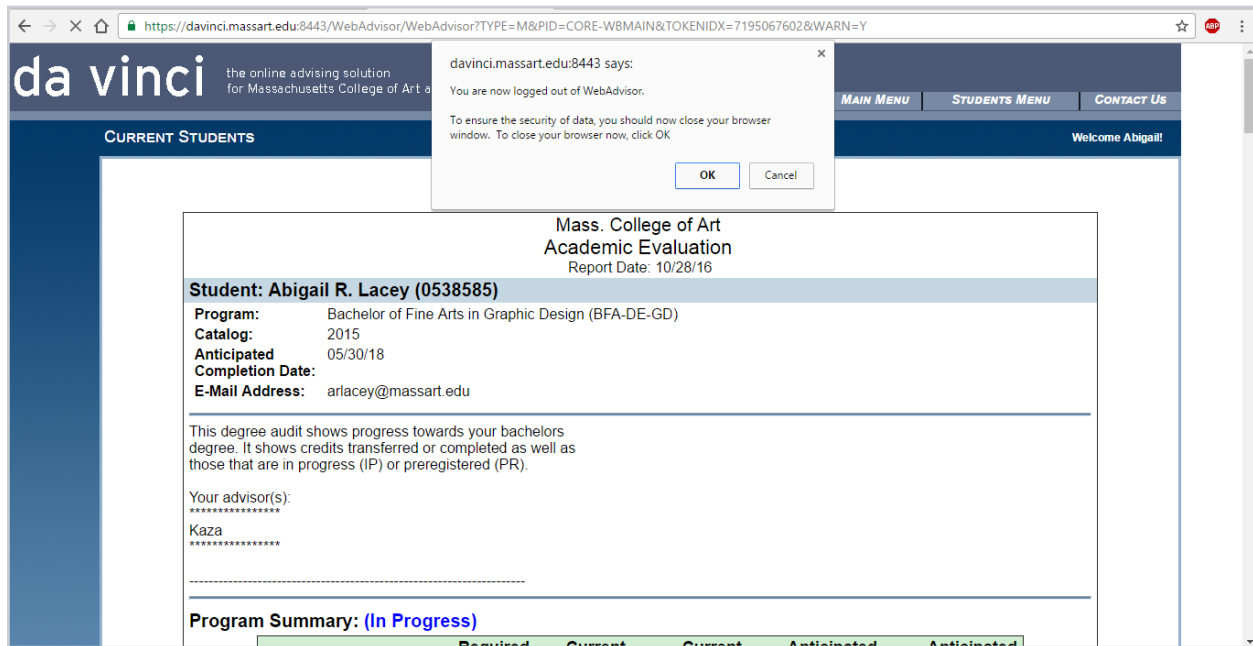
This degree audit shows progress towards your bachelors degree. It shows credits transferred or completed as well as those that are in progress (IP) or preregistered (PR).

Your advisor(s):  
\*\*\*\*\*  
Kaza  
\*\*\*\*\*

**Program Summary: (In Progress)**

Required	Current	Current	Anticipated	Anticipated

## Logging Out

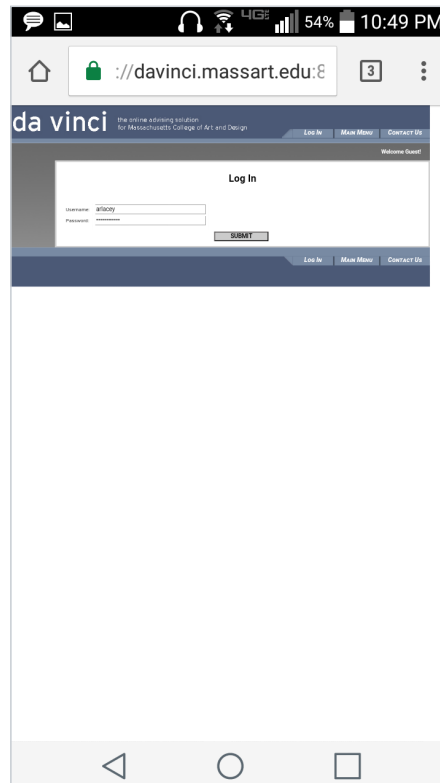


## Accessing Program Evaluation on Mobile Device

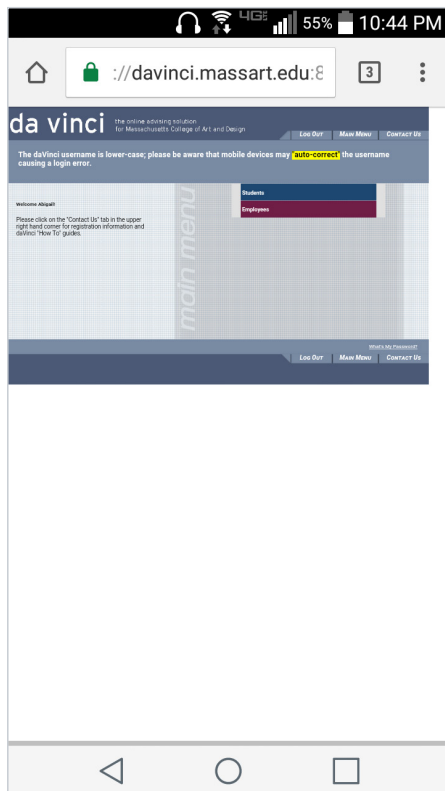
## Main Page



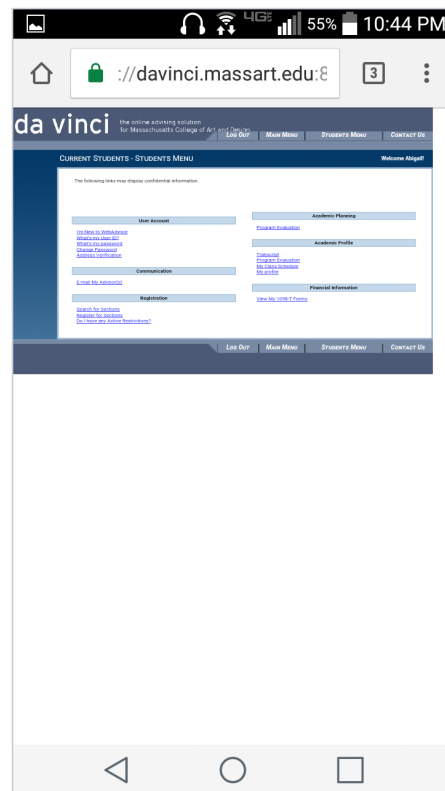
## Log In Page



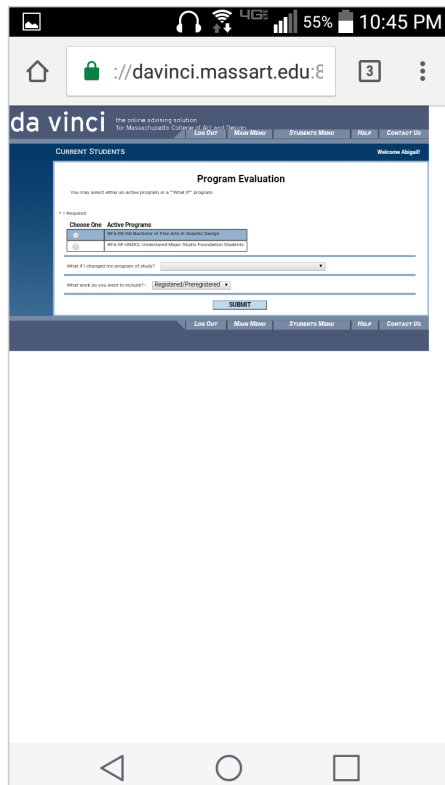
Main Page (After Log In)



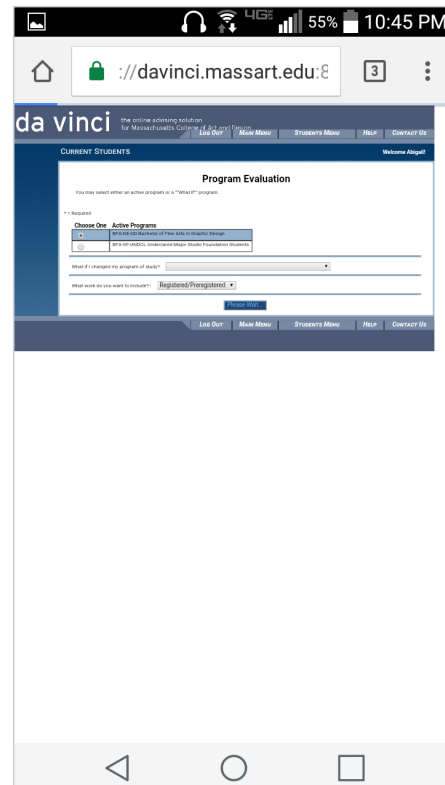
Student Menu



Filter Program Evaluation



Program Evaluation Page (Loading)





## Program Evaluation Page

Mass. College of Art  
Academic Evaluation  
Report Date: 10/29/16

**Student: Abigail R. Lacey (0538585)**

Program: Bachelor of Fine Arts in Graphic Design (BFA-DE-60)  
Catalog: 2015  
Anticipated Completion Date: 05/20/18  
E-Mail Address: alacey@massart.edu

This degree audit shows progress towards your bachelors degree. It shows credits transferred or completed as well as those that are in progress (IP) or preregistered (PR).

Your advisor(s):  
\*\*\*\*\*  
Kaza  
\*\*\*\*\*

**Program Summary: (In Progress)**

	Required	Current Earned	Current Remaining	Anticipated Additional	Anticipated Remaining
Institutional Credits:	60.00	35.00	27.00	15.00	12.00
Institutional GPA:	120.00	60.00	60.00	15.00	45.00
Overall GPA:					

(\*) Anticipates completion of in-progress and registered courses

**Program Requirements:**

## Logging Out

CCDD-430 DEGREE PROJECT I (Not started)  
3 credits needed

**4. Lib. Arts and Hist of Art for Fine Arts and Design (In progress)**  
Credits Earned: 18  
Complete all 7 subrequirements.

**A. Literary Traditions (Complete)**  
Take LAJH-200 Literary Traditions  
Course Title Needed Term Grade Credits Notes  
1. LAJH-200 Literary Traditions 16/FA A 3

**B. HISTORY OF ART (In progress)**  
Take HART-289 History of Art electives.  
Course Title Needed Term Grade Credits Notes  
1. HART-289 History of Sound Art 16/SP A 3  
3 credits needed

**C. SOCIAL SCIENCES (Complete)**  
Take LAJH-200 Social Sciences elective.  
Course Title Needed Term Grade Credits Notes  
1. LAJH-200 Social Sciences Lit./Phil./Art 16/SP A 3

**D. LIT./ART/ FILM CRT (Complete)**  
Take LIT/ART/FILM CRT elective.  
Course Title Needed Term Grade Credits Notes  
1. LAJH-200 Social Sciences Lit./Phil./Art 16/SP A 3

**E. Math or Science (Complete)**  
Take LAJH-200 Math or Science elective.  
Course Title Needed Term Grade Credits Notes  
1. LAJH-200 Science & Math 13/14 A- 3 \*TE

**F. LA-SS/LW/MS CHOICES (In progress)**  
Take 3 credits of social science, literature and writing, or mathematics.  
Course Title Needed Term Grade Credits Notes  
1. LAJH-200 The Universe 16/FA 3  
6 credits needed

**G. HART or LA-SS/LW/MS (Not started)**  
3 credits of HART or LA-SS/LW/MS electives.  
Course Title Needed Term Grade Credits Notes  
1. 3 credits needed

**5. Studio Elective Requirements/Graphic Design (In progress)**  
Credits Earned: 3  
Complete all 3 subrequirements.

**A. Electives (Complete)**  
In addition to required electives, there are professional electives you should take to gain competency in your major. Please see your advisor.

**B. JUNIOR YEAR (In progress)**  
TAKE 3 STUDIO ELECTIVES  
Course Title Needed Term Grade Credits Notes  
1. CCDD-304 Web Design I 16/FA 3  
6 credits needed

**C. SENIOR YEAR (Not started)**  
TAKE 3 STUDIO ELECTIVES  
Course Title Needed Term Grade Credits Notes  
1. 3 credits needed

LOG OUT MAIN MEN

## Logging Out Continued

davinci.massart.edu:8443 says:

You are now logged out of WebAdvisor.

To ensure the security of data, you should now close your browser window. To close your browser now, click OK

CANCEL OK

### *General Problems*

Some general problems people experienced with this process were readability, screen loading time, unnecessary repeated information, visual/information hierarchy, terminology used while navigating from screen to screen, and poor color schemes.

## **II. RESEARCH FINDINGS**

### **1. Group Research**

Within my group, we first selected 8 methods from the four categories (Learn, Look, Ask, Try) described in the 51 IDEO Method cards. Using those methods, we observed how each of us goes through the process of accessing the Program Evaluation page on Da Vinci. After that, we conducted the same research on both MassArt students familiar with Da Vinci and those who have never used Da Vinci before.

#### *Group Research Methods Used*

- *Learn*: Activity Analysis, Error Analysis
- *Ask*: Five Whys, Extreme User Interviews
- *Look*: Fly on the Wall, Behavioral Mapping
- *Try*: Try it Yourself, Scenarios

#### *Users Familiar with DaVinci*

- *Graphic Design Majors*: Brie, Marlene, myself
- *Non-Graphic Design Majors*: Aubrey, Kellie

#### *Non-DaVinci Users*

- Christopher, Sherri

Based on our findings, my group gained insight on the differences between the experiences of non-Da Vinci users and those who are familiar with it.

For MassArt Students who are familiar with Da Vinci, we observed that they had developed their own personal systems for accessing the Program Evaluation page. These users generally claimed that creating such systems for themselves was necessary in order cope with elements that hindered their ability to read and complete certain tasks on Da Vinci. From this we learned that continual use of a website overtime sometimes enables even the most poorly designed sites to achieve its initial goal (Da Vinci's being servicing student academic needs).

For those who were not familiar with DaVinci, we observed that they didn't find the flow of the information itself nearly as difficult as it was to interpret the terminology used throughout the process (specifically: "preregistered" and "registered" options that appear in the screen before the actual program evaluation page). Also, repeated information such as the option to select

"Program Evaluation" in two different places and the repeated navigation bars at the top and bottom of the pages caused additional confusion to users trying to complete the task at hand. From this we realized that both users familiar and not familiar with Da Vinci essentially report on the site having an unclear navigation elements.

In the end, we concluded that rather than the information itself and overall path of accessing Program Evaluation being the issue, what really needs most adjustment is the layout of information and how that information is labeled throughout the interface. Such an adjustment would improve the overall readability, navigation, and feelings towards the site as a whole.

## ***2. Individual Research (User 1)***

Apart from my group, I conducted my own research by interviewing two people separately using my own selection of methods from the 51 IDEO Method cards. The first user I tested was a MassArt student in Illustration who had used Da Vinci multiple times prior to my interview. I asked this person to access the program evaluation using a desktop.

### *Methods I Used*

- *Look*: Behavioral Mapping, Personal Inventory
- *Ask*: Questionnaire
- *Try*: Informance
- *Learn*: Flow Analysis, Affinity Diagram

### *Behavioral Mapping*

- attentive and relaxed in the beginning
- continual commentary expressing hatred for the site
- relaxed, multi-tasking/eating chocolate while waiting for the loading screen
- remains calm during the waiting time but continues to point out specific problems with the site, without being asked, throughout the remainder of the process

### *Personal Inventory*

Things that this user finds most important when navigating a site like Da Vinci are loading time between screens, readability of text and navigational elements, and visual aesthetics to some extent (should be simple, but not too simple so that it's boring).

### *Questionnaire*

- 1.) *What was the easiest part?*  
Logging in

*2.) What was the most confusing?*

Finding program evaluation because the type is so “condensed” and squished together

*3.) Did anything frustrate you? If so what?*

Yes. Waiting for the program evaluation page to load

*4.) How do you feel about the overall layout of information?*

-“Boring AF”

-Doesn’t like how the navigation appears twice – it’s just “really crappy”

*5.) How do you feel about the visuals (text, colors)?*

-Boring and basic

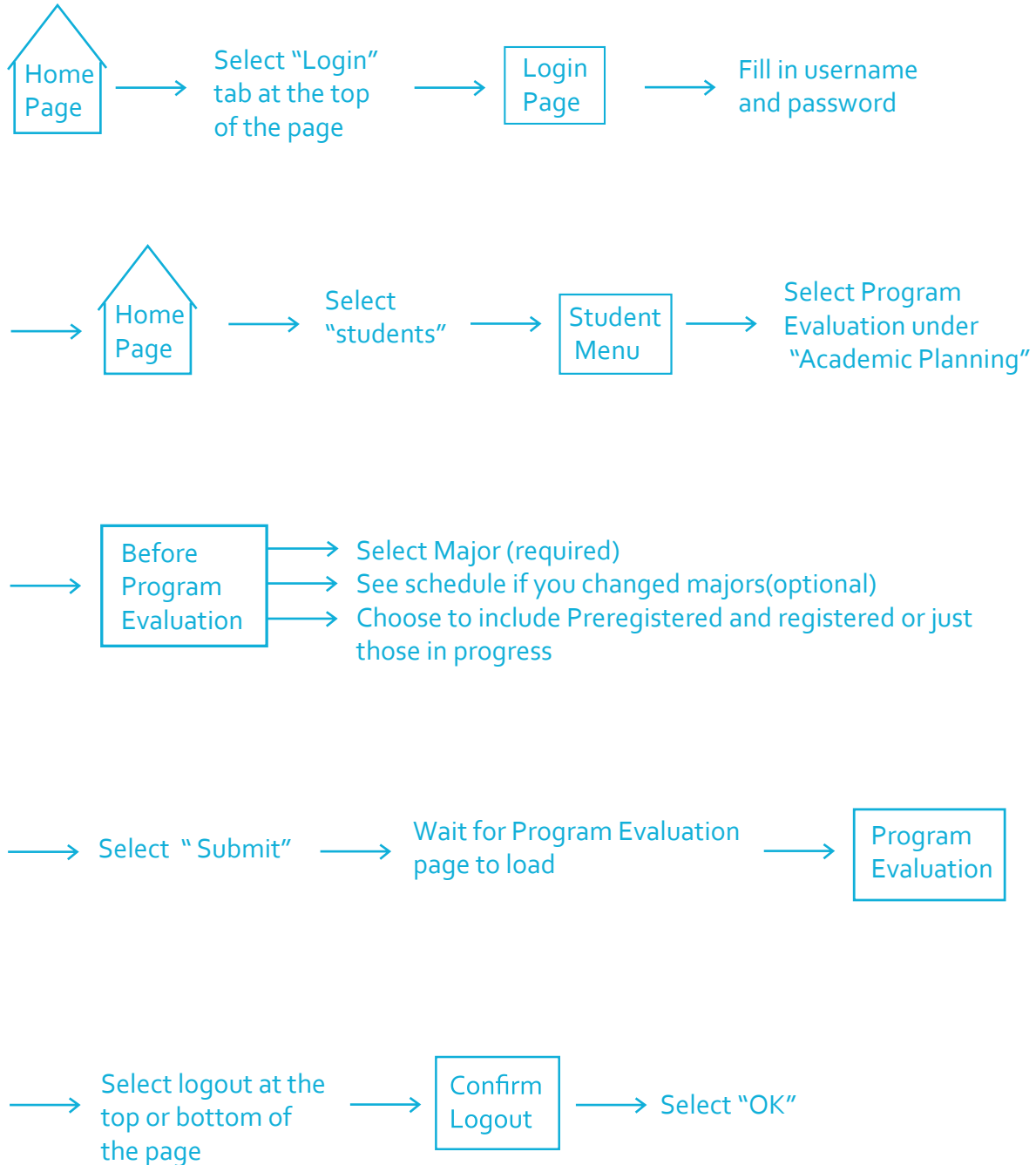
-There should be more space between things

*Informance*

After observing the ways this user reacted and behaved while accessing the program evaluation through Da Vinci as well as after asking specific questions regarding the experience, it seemed that the most problematic part of accessing the program evaluation was deciding which place, out of two, to select the option “program evaluation.” Seeing this as the most problematic, I decided to go through the process myself while focusing on that specific area.

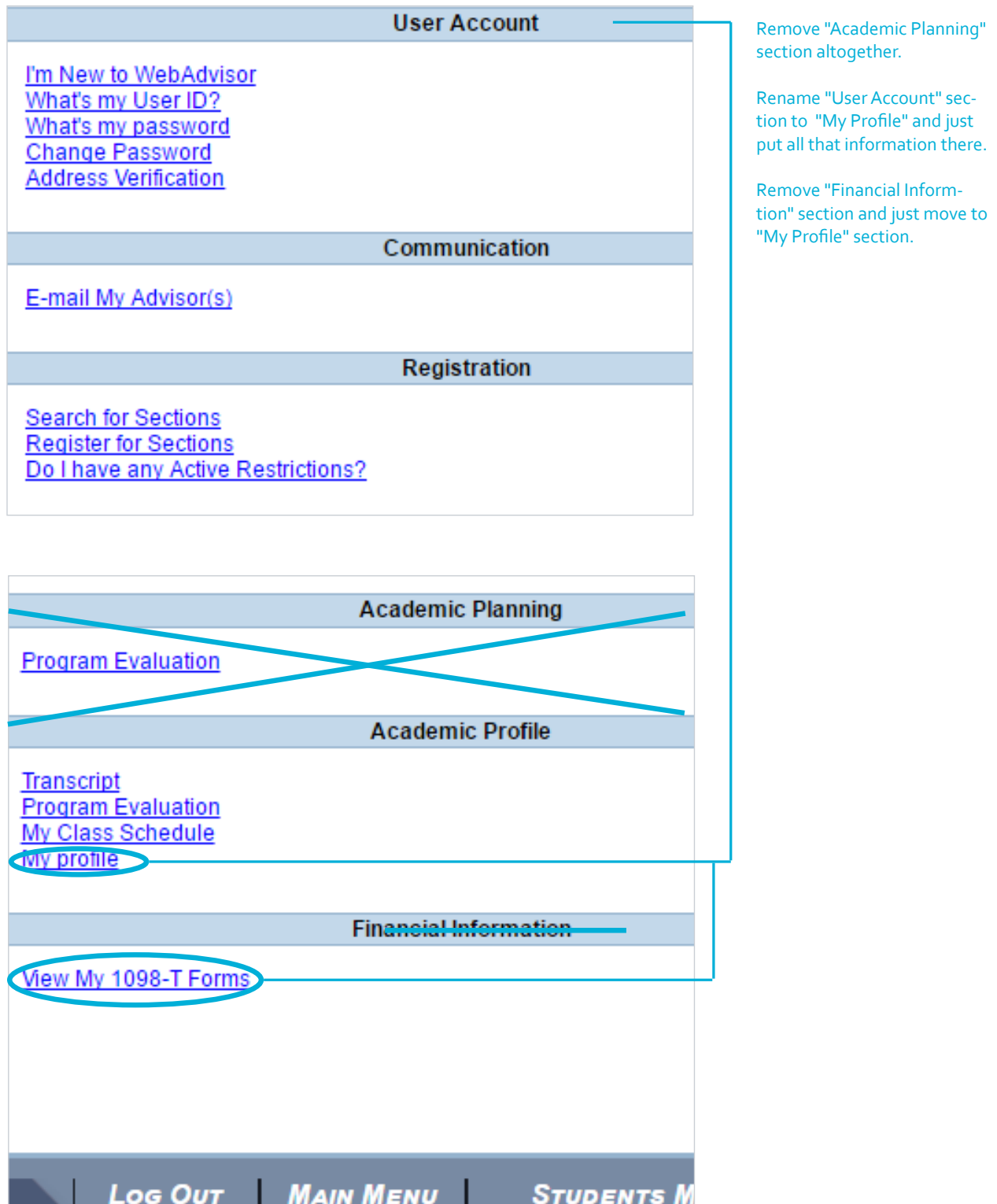
During my experience of this problem, I tried to find the difference between selecting the program evaluation option under the “Academic Planning” section and the one under the “Academic Profile” section. After trying both options, I realized that there was really no difference between them at all. Their functions were exactly the same.

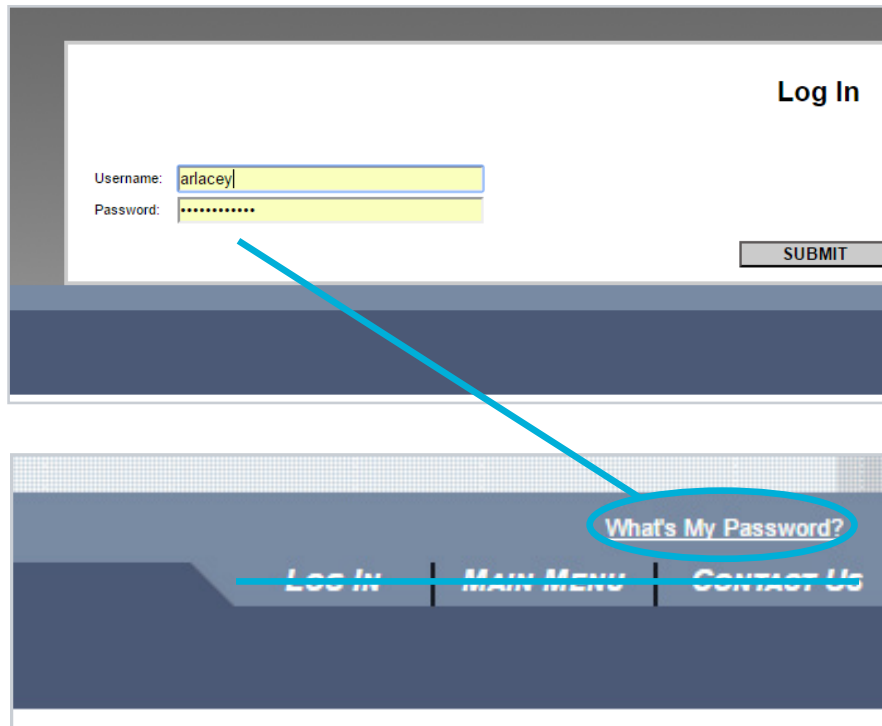
What I took from this was that putting the same information in two different sections is excessive and only creates confusion out of something that should otherwise be simple.

*Flow Analysis**(mapping out the general path through to "Program Evaluation" in Da Vinci)*

### Affinity Diagram

After specifically observing and taking note of this user's personal inventory, I attempted to group and eliminate certain information on the pages in a way that would address this user's specific issues:





Move "What's my password?" from the home page to the Log In Page.

Get rid of bottom navigation bar on each screen.

### 3. Individual Research (User 2)

The second user I tested is a high school student who has never used Da Vinci prior to my interview. I asked this person to access the website using a mobile phone. The research methods I used were the same as the previous user.

#### *Behavioral Mapping*

- started out comfortable and relaxed
- squinting eyes at screen before program evaluation page
- when he saw the heading "program evaluation" on the page to select the major, he thought he was already at the program evaluation page and seemed open and ready for the next step
- after realizing it wasn't, he proceeded to select further choices to continue on to the actual program evaluation page
- while waiting for the program evaluation to load, he paused for about 30 seconds before sighing and shuffling around in seat.
- then decided to go back, became frustrated he couldn't do that
- tried to refresh then became more impatient
- when screen finally loaded, sense of relief
- tension stopped and easily logged out with no problems

### *Personal Inventory*

Things that this user finds most important while navigating a site like Da Vinci from a mobile phone are loading time between screens, clear navigation and terminology, and a layout suited for the device being used.

### *Questionnaire*

#### *1.) What was the easiest part?*

Logging in and logging out

#### *2.) What was the most confusing?*

Terminology: registered, pre-registered

#### *3.) Did anything frustrate you? If so what?*

Yes. Waiting for the program evaluation page to load

#### *4.) How do you feel about the overall layout of information?*

Not good. The layout is “not meant for mobile devices.” Too much white space on the home page. On the page displaying the courses you have to take, there is an “awkward boarder going through the text.”

#### *5.) How do you feel about the visuals (text, colors)?*

-Colors are dated and dull.

-“Doesn’t look professional for college,” specifically the grey bars on either side of the “Student” and “Faculty” buttons on the home page.

-Thought it was made by a student.

-Font is very “gos”

-Overall “not the most aesthetically pleasing”

### *Informance*

Just like the previous user, I took what this user found most problematic about the site and tried to understand them myself by following the same path as my user using the same device. For this user, I particularly focused on the visual layout of the site.

I discovered that just as my user described, the fact that the layout didn’t seem suited for mobile devices made navigation extremely difficult in comparison to desktop navigation which on its own is rather confusing and difficult to navigate.



### Flow Analysis

The path that my second user took to get to the Program Evaluation was almost identical to that of my first user. The only difference was that this user selected Program Evaluation from the "Academic Profile" section as opposed to the "Academic Planning" section. The fact that both ways lead the user to the same place in the same amount of time confirmed and emphasized the discoveries in my group research and personal belief in there really being no point in having two different places to select Program Evaluation.

### Affinity Chart

Like with the first user, I attempted to group information on the pages in a way that would address this user's specific issues based on behavior mapping and record of this user's personal inventory:

You may select either an active program or a "What if" program.

\* = Required

**Choose One Active Programs**

<input type="radio"/>	BFA-DE-GD Bachelor of Fine Arts in Graphic Design
<input type="radio"/>	BFA-SF-UNDCL Undeclared Major Studio Foundation Students

---

What if I changed my program of study?

---

What work do you want to include? \* Registered/Preregistered ▼

---

Group the option to select which classes to include with the active programs. No horizontal line should be separating them.

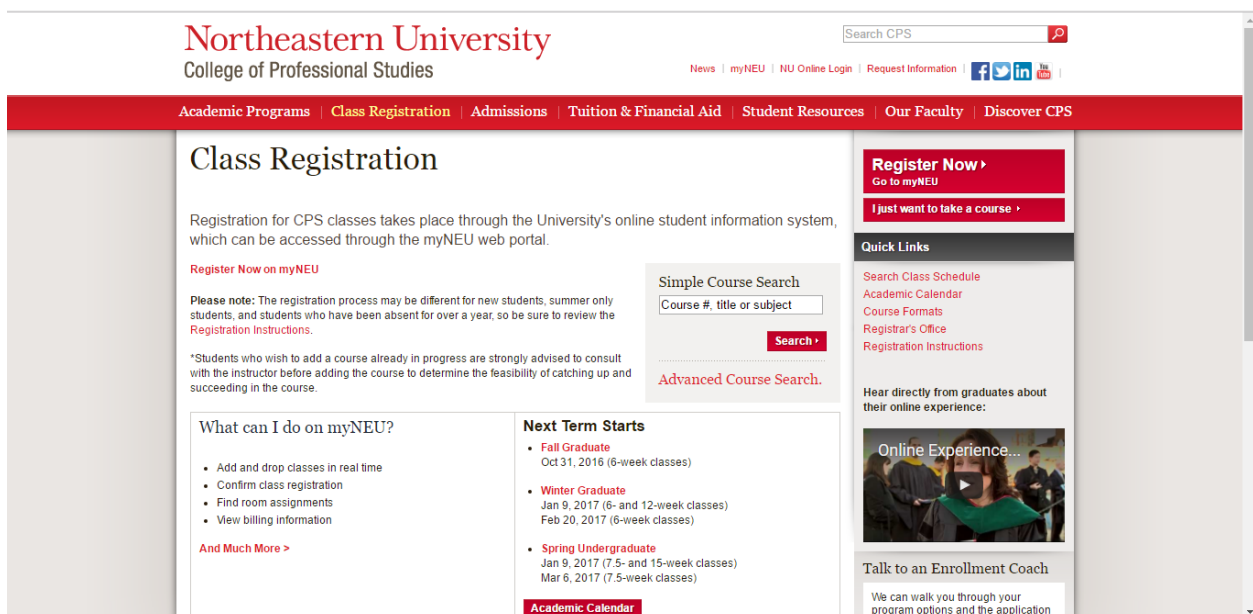
Have the drop down menu for "What work do you want to include?" a multiple choice setup since there are only two options to choose from anyway. It will also make the visual link to "Active Programs" stronger.

## Further Research

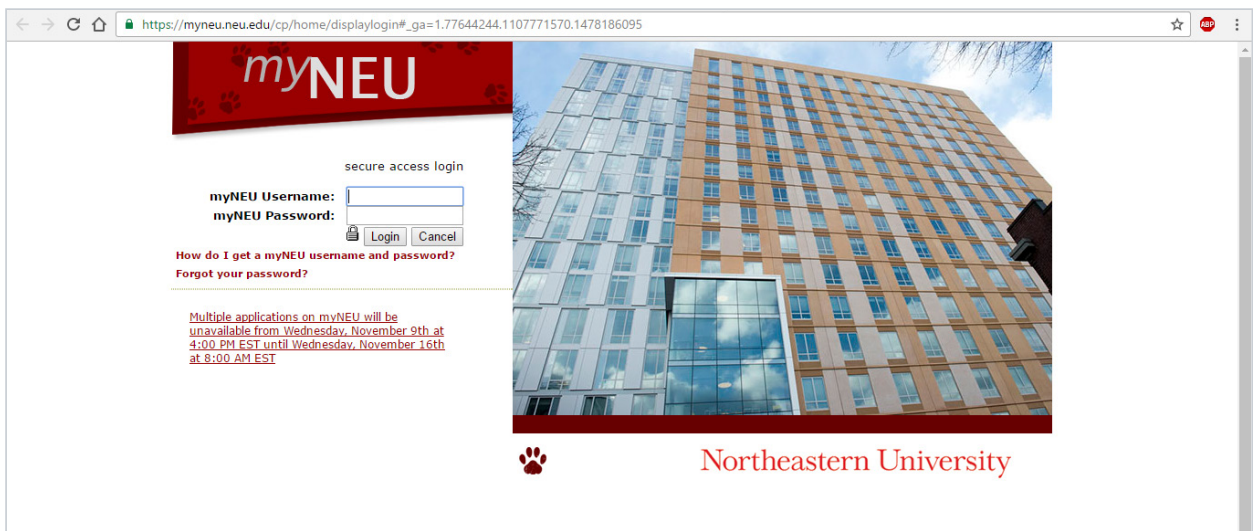
After going through and analyzing all of my research, I went on to find a few other college sites and how the students using those sites register for classes and access their specific academic information. I specifically looked at their home pages and log in screens to see what kinds of features they provide for their users right from the beginning.

## Northeastern University

### Home Page



### Login Page



## University of Massachusetts Amherst

### Student Login Page

UMassAmherst

Links Search UMass

Email Moodle People Finder Go.UMass

**UMass Amherst Alerts!**  
December 7, 2016  
If you have not signed up to receive [UMass Amherst Alerts](#) via text, SPIRE will remind you when you log in.

**Students: Winter Session Enrollment**  
October 7, 2016  
Enroll in Winter Session classes beginning Oct 19th. Online classes start Dec 27th. **Be sure to request a CPE appointment** before you try to enroll. [More information...](#)

**Log on to SPIRE**

**New to SPIRE? [Activate](#)**

NetID: [What's this?](#)  
alacey

Password:   
\*\*\*\*\*

Go

[Forgot Your Password?](#)

☐ Use alternate role [What's this?](#)

[Login Info](#)  
[SPIRE Help](#)  
[Recommended Browsers for SPIRE](#)  
[SPIRE Accessibility Features](#)  
[FERPA Certification](#)  
[Request Staff or Advisor Access](#)

**Catalogs & Schedules**  
[Search Classes/Catalog](#)  
[Five College Course Catalog](#)  
[Continuing & Professional Education Courses](#)

**IT Accounts**  
[Activate Your Account](#)  
[Password & NetID Help](#)

**Apply / References**  
[Apply for Graduate Study](#)  
[Submit a Reference for a Graduate Applicant](#)  
[Summer Pre-College Application](#)  
[Non-Degree Enrollment Application](#)

**Get Help**  
[SPIRE Contacts](#)  
[Registrar's Office](#)  
[Graduate School](#)  
[Bursar's Office](#)  
[Financial Aid Services](#)  
[Residential Life](#)

**Additional Links**  
[UMass](#)

### Student Home Page

SPiRE University of Massachusetts

Production SPIRE Home SPIRE Help Add to Favorites Logout

Favorites Main Menu Student Home Student Center

**Abigail's Student Center**

**Academics**

[Enrollment](#)

other academic... [Go](#)

**Finances**

**My Account**  
[Account Summary by Term](#)  
Mass Ping/Child Care Waiver  
Endowed Scholarship Donation  
Meal Plan  
[View/ Pay Bill](#)  
Request Paper Check Refund

**Financial Aid**  
[View Financial Aid](#)

**Personal Information**

[Emergency Contact](#)  
[Names](#)  
[User Preferences](#)

other personal... [Go](#)

**Message Center**

[About the Message Center](#)  
You have NO messages in your Message Center.

[SEARCH FOR CLASSES](#)

**Holds**  
No Holds.

**To Do List**  
No To Do's.

**Primary Advisor**  
Major & Other Academic Plans  
Primary Program Advisor

**Contact Information**

**Mailing Address**  
None

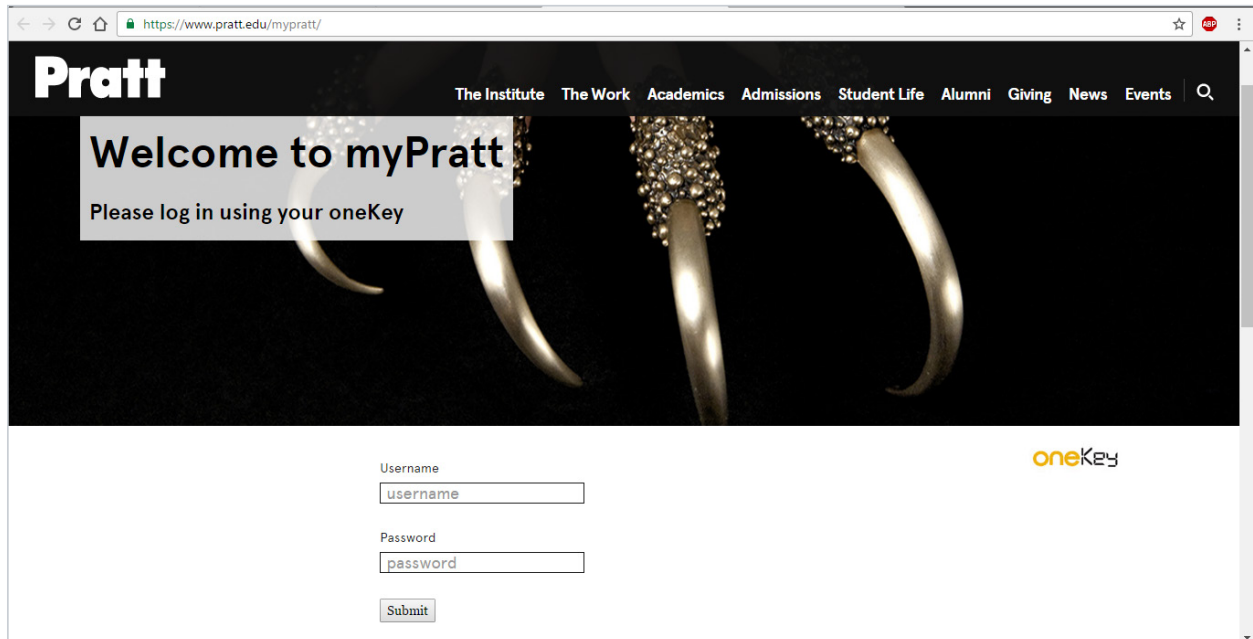
**Permanent Address**  
6 Matthew Dr  
Groveland, MA 01834-1560

**Local or Cell Phone**  
None

**Official UMass Email**  
None

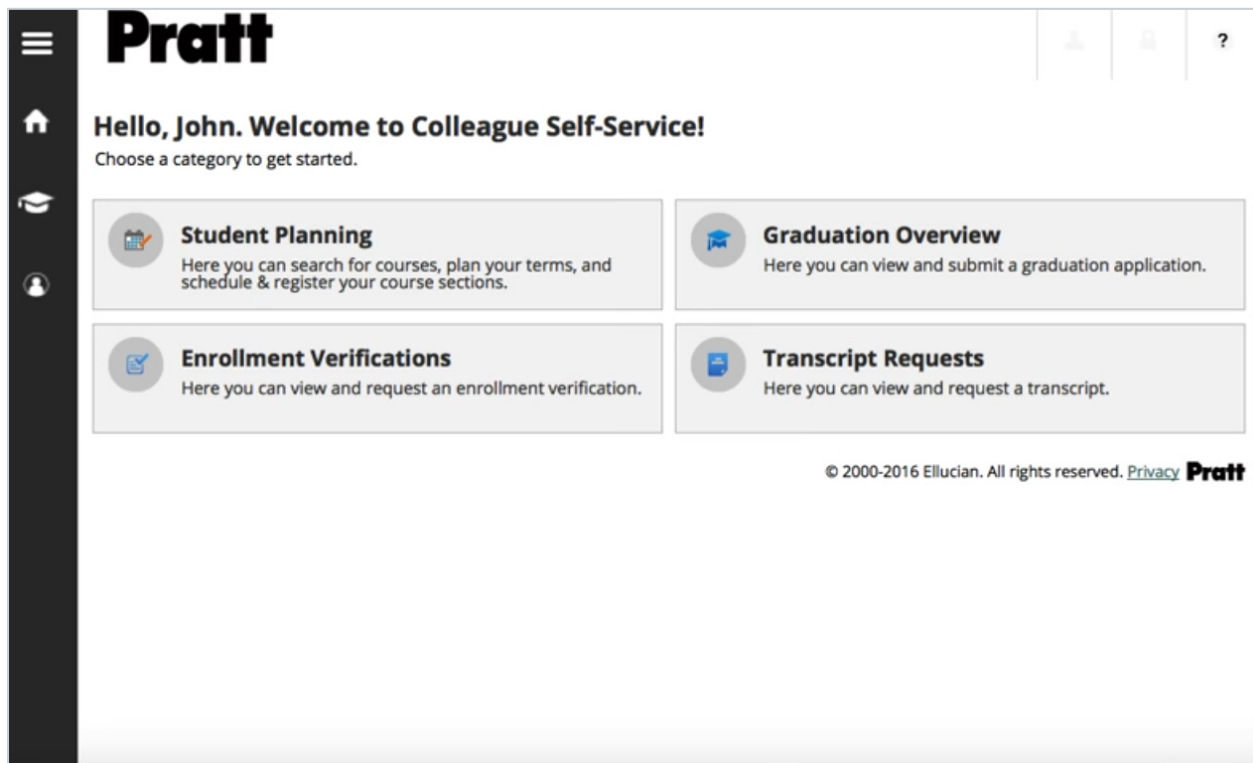
## Pratt Institute

### Login Screen



The screenshot shows a web browser window with the URL <https://www.pratt.edu/mypratt/>. The Pratt logo is in the top left. A navigation bar contains links: The Institute, The Work, Academics, Admissions, Student Life, Alumni, Giving, News, Events, and a search icon. A large banner image features three gold rings. A white box on the banner says "Welcome to myPratt" and "Please log in using your oneKey". Below the banner is a login form with fields for Username (containing "username") and Password (containing "password"), and a Submit button. The oneKey logo is in the top right of the form area.

### Student Home Page



The screenshot shows the Pratt Institute Student Home Page. The Pratt logo is in the top left. A navigation bar contains links: The Institute, The Work, Academics, Admissions, Student Life, Alumni, Giving, News, Events, and a search icon. A large banner image features three gold rings. A white box on the banner says "Welcome to myPratt" and "Please log in using your oneKey". Below the banner is a login form with fields for Username (containing "username") and Password (containing "password"), and a Submit button. The oneKey logo is in the top right of the form area.

### III. MY STRATEGY FOR FIXING THE PROBLEM

#### *Platform*

To help fix the problem, I plan to focus on redesigning the process of accessing Da Vinci's Program Evaluation on the web (desktop computer).

#### *Key features*

- Navigation
- Filtering
- Dashboards

#### *Type of Experience*

A user would most likely use my system a few weeks before he/she has to register for classes in order to find out what required classes he/she has left to take before graduating. The user would simply access Da Vinci on a computer and follow the steps that I have designed for the website. The main advantage of my system is its clear and simple navigation which makes the process of navigating fairly quick and intuitive.

#### *General Flow of Users' Steps Through Revised System*

