



Davinci Research

Elyssa, Moriah & Amenda

The logo consists of two concentric circles. The outer circle is a thick white line, and the inner circle is a thinner red line. The word "Amenda" is centered between these two circles.

Amenda

Person not in our major

Edwin Peralta

Major: Illustration

Age: 21

Initial thoughts

- Sees the student tab first
- Pretty straight-forward
- Like looking in a dictionary
- Looks very simple
- Only ever uses a portion of davinci:
 - Registration
 - Academic Profile

Comments

- Not visually stimulating
- Just being used to find information

Program Evaluation

- Very long loading time
- Goes here to check progress and class requirements
- Heads straight for 'search for sections' after checking

Usability

- Is not confused by davinci due to previous experience with the site
- Was confused as a beginner
- “Not something you can get from just staring at it, you have to literally go through it”

Person who has never seen davinci

Nancy Ng

Major: my mom

Initial reaction

- (hierarchy): sees autocorrect first
- Then the student/faculty tabs
- simple

Comments

- Clicking on main menu while on the main menu seems unnecessary
- Did not understand the abbreviations

Usability

- Difficult to test without an account or experience
- Had to be guided through the site
- But could find section headers easily
- Likes the bold large words

Complaints

- Could use a brighter color (on the main page)
- Could use more spacing
- Too many colors

Observation

- Had difficulty logging out
- Seemed okay with site

Fellow GD Major

Elyssa

Group member

Age: 21

Initial thoughts & reaction

- student/faculty/employees tab
- Davinci
- Having the login/main menu/contact us on top and bottom seems redundant

Comments

- Prefers info to be bolder / more obvious
- (Needs more obvious hierarchy)
- Page is ugly

Program Evaluation

- Very long loading time
- Sees: name first, academic evaluation
- Maybe make the heading more obvious
- Hierarchy
- Needs more spacing
- Likes the bold titles and descriptions
- Doesn't understand use for A,B,C... labels for the classes

Program Evaluation

- Abbreviations are confusing (LA-SS, LW, MT)
- Desires more clarity
- Needed explanation for taking 9 credits of literature, math, science, etc. to understand

Observations

- Clicked on the wrong thing
- Proximity issues
- Hard to find things in order
- Different classes aren't grouped



Elyssa

The logo consists of the name "Elyssa" in a bold, white, sans-serif font, centered within a dark gray circle. This circle is surrounded by a thin red ring, which is itself enclosed by a thicker white ring. The entire design is set against a dark gray background.

Person Not From MassArt

Robert, Psychology Major, Umass Lowell Senior, 21

Non Program Eval Screen

Log In Screen was clear

- no need for the top and bottom to have the same tabs
- hierarchy could be better; yellow autocorrect stuck out

Program Evaluation Screen 1

- Pretty clear

Program Evaluation: Visually

- Not enough white space, too many boxes

"green boxes are annoying"

- year separation should be more obvious

- requirements should be grouped by actual classes
(all GD together, all electives together ect)

- electives look like requirements

- aesthetically unpleasing, hard on the eyes

Program Evaluation: Technically

- SF should be changed to Studio Foundation.
- term (14/fa) was not clear enough
- change the (not complete) (in progress) ect. to Satisfied or Unsatisfied
- Notes is redundant for IP
- key chart should be more noticeable at the top
- advisor's full name and email
- ok button should be done.

Non GD Major

Miranda, Freshman interested in Illustration, 19

Non Program Eval Screen

Log In was clear

- no need for two menu bars.
- yellow auto-correct stands out

Welcome screen

- everything looked the same
- class schedule and registration most important (bigger)

Program Evaluation Screen 1

- unsure of what most of it meant.

Program Evaluation: Visually

- name was most obvious; program eval should be the first thing noticed. "I already know my name"
- completely glanced over noted at the top.
- visually displeasing

Program Evaluation: Technically

Program Summary

unsure of what it was but guessed correctly

-program requirements seemed clear

-notes seemed redundant unless incomplete

-STUDENT HAD SOME COURSES MET BECAUSE OF AP HIGH SCHOOL CLASSES. but not all were labeled

-sectioned off alright

-**in progress** and **pending completion** should be the same

okay button seemed fine since the site has this function elsewhere.

Group Member

Moriah

*this interview is much more in depth

Log In

Auto-correct sticks out, then **student/faculty/employee**, then **login menu**

Having two **Log In** menus is redundant

But clear

Welcome

Menu Tabs, davinci first: unnecessary

Should be: Programmed Evaluation, Transcripts, Class
Schedule

Registration after that.

hierarchy needs work: title is a step in the right direction;
bigger

Program Eval 1

Everything is pretty clear. Needs better hierarchy

Shouldn't be stacked; utilized the white space!

What is *=requirements

“Step over it because I don't understand it.”

Program Evaluation: Technically

Academic Evaluation Should be more obvious(not name and ID)

Needs More White Space

Bad Leading

Too many layers/boxes not enough breathing room

Displeasing colors

Titling Works Well

Program Evaluation: Visually

Program Summary: Works well, but ugly

Tacking System on the side would help

In Progress and Not completed: bad colors for scanning

Change OK button to done



Moriah

Non Massart Student

Adriana Van Manen

Main Menu:

- The color pallet could be brighter, more friendly
- I do not know where I am because I barely even noticed that faint 'Main Menu' titling

Non Massart Student

Adriana Van Manen

Students Menu:

- The first thing noticed was “auto correct”
- Hierarchy of information needs to be reconstructed
- Everything is very close together and similar in shape

Non Massart Student

Adriana Van Manen

Program Evaluation:

- I do not know where I am within the website, spatially
- The first piece of content I see is the information within the green block.
- The color coding of the students accomplishments and progress through classes and credits work well

Non Massart Student

Adriana Van Manen

Program Evaluation Continued:

-Everything is very close together and hard to decipher which information belongs to which

-”The ‘ok’ option at the bottom makes me feel like I’ve filled something out with information and am saving, rather than completing a viewing of a program evaluation”.

Massart Student

Tanya McGee

Main Menu::

- The plain colors do not make the user feel artistic
- The colors of the “Students, Faculty, or Employees” tabs do not do anything for the user
- The “Main Menu” title is not clear or even noticeable until further observation

Non Massart Student

Tanya McGee

Students Menu:

- The first thing noticed was “auto correct”
- The importance of each category is not well defined
- It would be better to have all of the most frequently used links and sections of davinci grouped together

Non Massart Student

Tanya Mcgee

Program Evaluation:

- The various colors being used to show your “in progress” and “completion” status works in green and blue, but the use of orange and red in the same space fight each other and make it hard to read.
- The sectioning of content works well

Group Member

Elyssa Iacobello

Main Menu:

- The description of where you are, 'Main Menu' titling, is barely, if at all, clear or noticeable.
- The color coding of information "Student, Faculty, Employee" helps to differentiate, but ultimately serves no purpose.

Group Member

Elyssa Iacobello

Students Menu:

- "Current Students-Student Menu" may not be necessary information for the page
- The links in each category are too close together
- These links could be grouped into one according to frequency of usage

Group Member

Elyssa Iacobello

Program Evaluation:

- The first thing noticed was the student's name
- The general information of the students progress, within the green box is well placed as the introductory piece into larger groups of information.
- The alphabetical system may not be necessary