-DA VINCI-
USER RESEARCH REPORT

MASSART
AMENDA WONG
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DA VINCI

Was tested by 3 individuals with different backgrounds for a good range of perspectives and feedback.
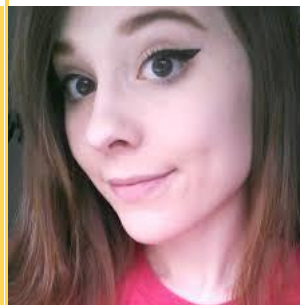
IDEO methods:

- Learn: error analysis
- Look: fly on the wall
- Ask: narration
- Try: empathy tool

ELYSSA IACOBELLO

GD MAJOR

AGE 21

**OLD USER**

Starting with the 'Learn: error analysis' method, I knew that Elyssa has had prior experience with Da Vinci's website. She is also a Graphic Design major and may not be able to see like a non-visual person. During our testing, she will probably think in terms of a Graphic Designer and will have a richer feedback for improvement and ability to describe the layout.

Using the 'Look: fly on the wall' method, I was able to make several observations about Elyssa's behavior in response to Da Vinci's website. The things that are relevant to this method include her confusion about the class abbreviations such as LA-SS, LW, and MT. For this specifically but also overall, she desires clarity. There were also proximity issues with the site links. Proof for this would not only be legibility problems, but that this user accidentally clicked on a different link than intended. She also found it hard to find thing in order, because different classes aren't grouped. The loading page for the program evaluation was strenuously long as well. One thing she missed was seeing the small key " *=in progress " on the page and didn't know what the asterisk meant before she realized.
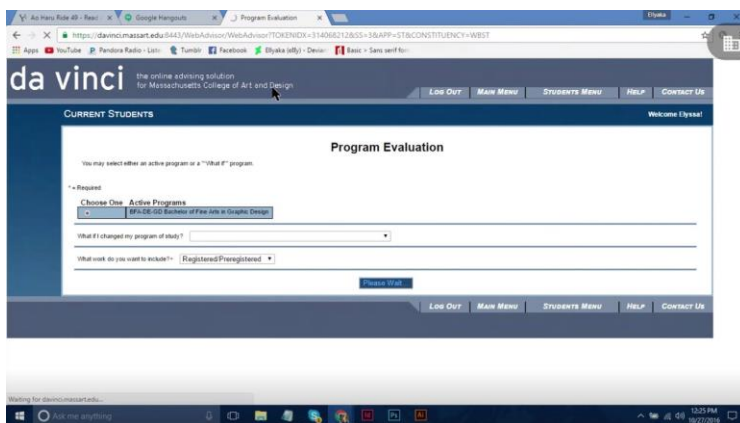

The next method I used was the 'Ask: narration' method. I had asked beforehand that Elyssa voice her thoughts and opinions on the site during our testing. Her response was mostly focused on the visually aspects of the page. These included her opinion that the site needed more obvious hierarchy; she prefers the information to be bolder. She also mentioned that the page was ugly. This was probably due to the fact that she is a Graphic Design major and the design may have inhibited her

COMMENTS

- **Prefers info to be bolder**
- **Needs more obvious hierarchy**
- **Page is ugly**
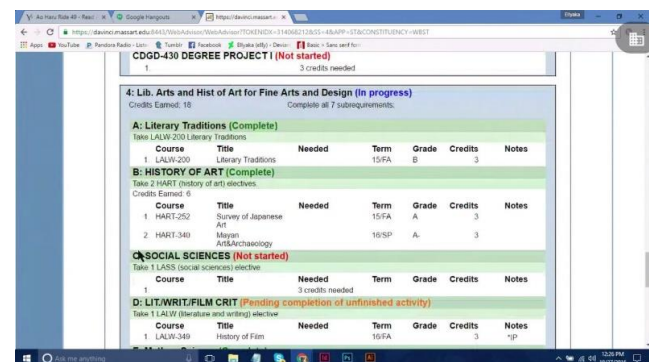
from seeing the full functionality of the site. In terms of the hierarchy that existed, she first saw her name, then the title 'Academic Evaluation'.
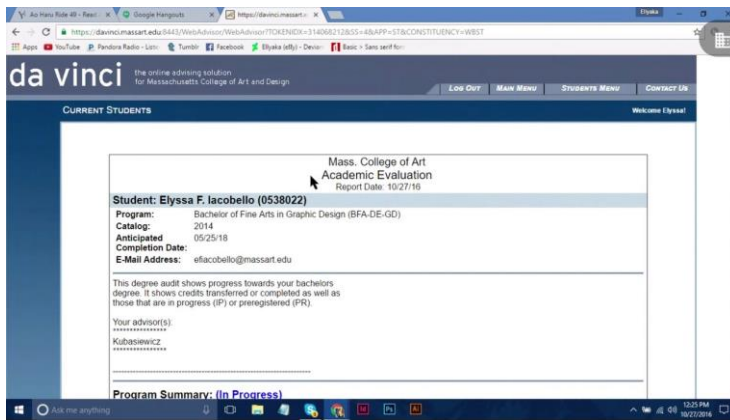
Elyssa's also wished for more spacing for the words, that everything felt cramped. She does like the bold title and descriptions, but doesn't understand the need for the classes marked with letters. When asked her initial thoughts on the main page, she mentioned that having the login/main menu/contact us on top and bottom seems redundant.

The last method 'Try: empathy tool' was briefly tested when typing was required. The tool I choose was limiting her use of only one hand. This wasn't too difficult when only the mouse was used because typing (other than logging in) wasn't required.

EDWIN PERALTA
ILLUSTRATION MAJOR
AGE 21
OLD USER

Again, starting with the 'Learn: error analysis' method, Edwin is an old user, so his experience with Da Vinci may hinder him from seeing the problems with the website.

From the 'Look: fly on the wall' method, I noticed that he was able to find things very quickly; he didn't have any trouble navigating through the pages. He didn't spend much time looking at the layout of the site either. Initially, he saw the student tabs first and this was probably due to the fact that he knew where it was and would also go there first.

Edwin using davinci
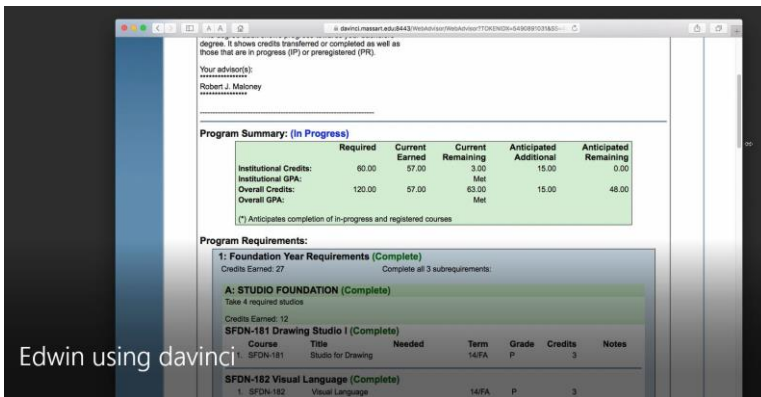
From the next method 'Ask: narration' Edwin kept saying that Da Vinci was simple and straightforward. When I prodded him a bit more about being confused as a first time user, he agreed that he went through a lot of training and experience with the site before he hardly noticed. He says he just goes on Da Vinci to find information –doesn't spend too much time on the site.

COMMENTS

- **Not visually stimulating**
- **Just being used to find information**
- **"Like looking in a dictionary"**
- "**Not something you can get** from just staring at it, you have to literally go through it"

Usually he heads for the 'search for sections' right after visiting the student program evaluation.

For the ‘Try: empathy tool’, I asked Edwin to attempt using the site without his glasses. It was very clear that he couldn't use it this way as it appeared just as a blue blob to him. Edwin said it might burn his eyes if he tried the whole way through.

NANCY NG
MOTHER
MIDDLE-AGED
NEW USER

Testing the website with a person who has fresh eyes was different in a few ways. Using the 'Learn: error analysis' method, Nancy has seen other school's registration websites because she has registered herself (though a long time ago) so she can compare those with this one which she has never seen nor used.

The 'Look: fly on the wall' method was difficult to do because she needed constant guidance and instruction as a new user without her own account. I helped her by logging in with my information and let her figure out by herself for a while. She took a long time to complete a task. Nancy had to keep zooming in and out in order to find her way through the website and read the words. She definitely did not like using the mobile and seemed very annoyed with the system.
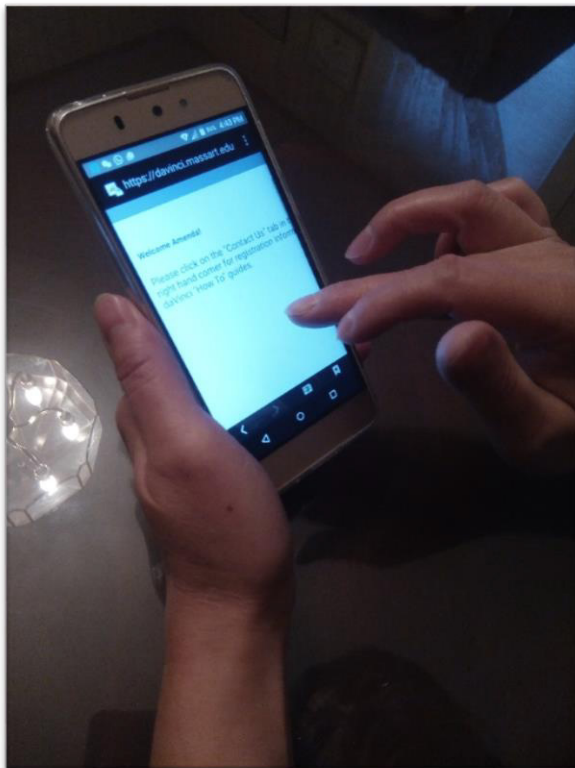
I got plenty of feedback from the 'Ask: narration' method, because she talked a lot about the impossibly small legibility of the site on the phone. Visually, she would have preferred brighter colors. She was fine with the submit button as it made sense to her. Throughout the testing, her constant complaint was about the
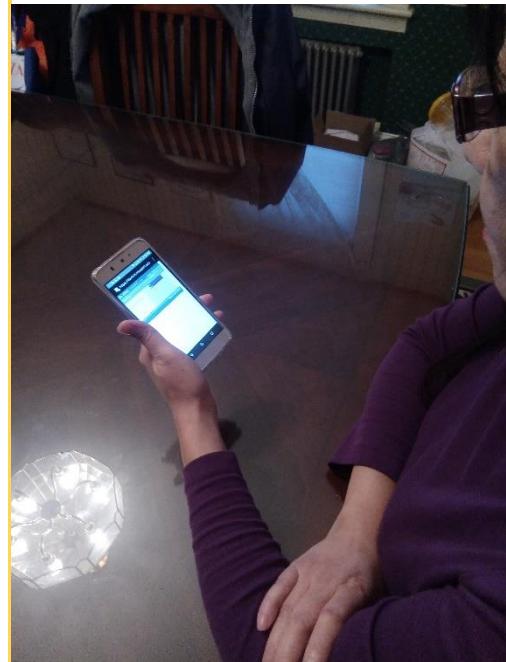
legibility and clickability/tapping to navigate to other places within the website. When asked to go to the program evaluation page, she initially confused the submit page with the program evaluation. Once on the program evaluation page, she questioned why the green lines of color were there. She first saw the title and then the report page. Understood that the abbreviation stood for classes. Nancy said the title could be more colorful, bigger, more visible. From a 1 to 10 rating, she was 1=dissatisfied. She also noticed that it was silly to have tabs on the top and bottom of the main menu.

The method I used was the 'Try: empathy tool' was only using one hand, but I think using the mobile version was a painful enough handicap. It seemed tiring and tedious for her to keep zooming in and out of the site and swiping left and right to search for the right place to go. She quickly switched to the horizontal mode after using the vertical orientation for the website on her phone.
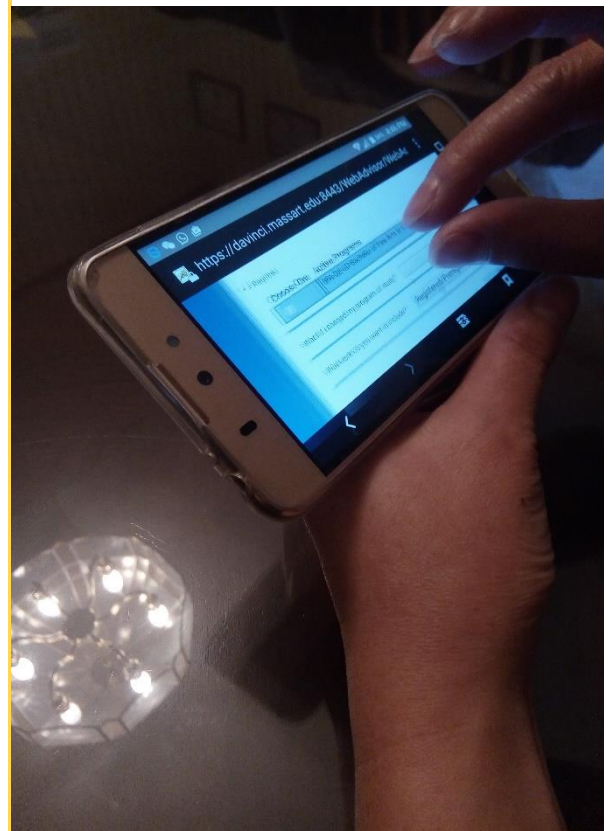
SOLUTION STATEMENT

GOALS

Making it more attractive, user friendly, & make people WANT to use davinci

Platform: phone
- To force myself to make davinci as simple as possible (which is the opposite of what it is now)
- Because a lot people need to use davinci on the go
- Would allow to be used in any environment because people always have their phones with them

Key features of the system: sorting, searching, clear directions, navigation
- I want to make it easy for people to know where they're going, where they are at, and how they can achieve different tasks without too much friction

Type of experience:
- Clear hierarchy & organization
- Make it cohesive with the 'feel' of MassArt