Amenda Wong - User Research Report

1. Da Vinci’s academic evaluation report system

Students’ account logging in required

Students tab

Under academic profile

Program evaluation

Choose required fields and submit

Tells what credits are required for all the college years

Tells required and classes

Status of classes

Grades

1. IDEO methods

**Elyssa Iacobello**

**GD Major**

**Age 21**

Learn: error analysis

* Has experience with davinci
* May not be able to see like a non-visual person
* While think like a graphic designer
* Very long loading time

Look: fly on the wall

* Needed constant guidance

Ask: narration

* Prefers info to be bolder / more obvious
* (Needs more obvious hierarchy)
* Page is ugly
* 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
* Abbreviations are confusing (LA-SS, LW, MT)
* Desires more clarity
* Needed explanation for taking 9 credits of literature, math, science, etc. to understand

Try: empathy tool

* Only using one hand
* Takes a very long time

**Edwin Peralta**

**Illustration major**

**Age 21**

Learn: error analysis

* Having possible holding on your account for registering
* Not being able to find things
* Not be able to see problems because of experience/ training with davinci

Look: fly on the wall

* saw student tabs first
* Left him alone, was able to find everything very quickly
* Did not seem to be having trouble
* But also did not seem to observe much
* very long loading time

Ask: narration

* Kept saying that davinci was simple
* straightforward
* “Not something you can get from just staring at it, you have to literally go through it”
* Just goes on davinci to find information
* Understood what everything meant
* Not visually stimulating
* Was initially confused as a beginner
* heads for ‘search for sections’ right after student program evaluation

Try: empathy tool

* Cannot use davinci without glasses
* Blue blob
* Burn my eyes

**Nancy Ng**

**Mother**

**Middle aged**

Learn: error analysis

* No experience with davinci
* May not know how to go back to previous page
* May not know where to input information on submit page

Look: fly on the wall

* Auto correct stood out first, then tabs
* Needed constant guidance
* Took a long time to complete task
* Kept zooming in and out, moving left and right
* Let her try out the contact us because the main menu page told her to (or so she thought she had to)
* Said seemed fine so far
* No help button but eventually found help on the MassArt website
* Wants a FAQ for students
* thinks it would be quicker than looking for someone to contact
* Definitely does not like using the mobile
* Login was easy
* Very annoyed with system

Ask: narration

* Wanted brighter colors
* “Oh my goodness, it’s so small!”
* Confused the submit page with the program evaluation
* Submit on makes sense to her
* Why the green lines of color
* If in terms of hierarchy, saw the academic evaluation and then the report page
* Understood abbreviations stood from southern five, same for me you wanna treat in your home the humidity for classes

Simple

* Title could be more colorful/bigger/Maury visible to the user
* Suggested from 1 to 10, 1= dissatisfied
* Silly to have tabs on top and bottom (main menu)

Try: empathy tool

* Only using one hand
* Impossible

1. My strategy for fixing the system:

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