The background of the slide features a series of thin, parallel diagonal lines. The top-left portion is filled with light blue lines, while the bottom-right portion is filled with orange lines. These two sections meet at a diagonal boundary that runs from the top-left towards the bottom-right, creating a dynamic, geometric pattern.

WebAdvisor User Research Report

Brie Kramer

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Overview

Program: Bachelor of Fine Arts in Graphic Design (BFA-DE-GD)
Catalog: 2014
Anticipated Completion Date: 05/25/18
E-Mail Address: brkramer@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):

Quackenbush

Program Summary: (In Progress)

	Required	Current Earned	Current Remaining
Institutional Credits:	60.00	60.00	0.00
Institutional GPA:			Met
Overall Credits:	120.00	69.00	51.00
Overall GPA:			Met

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

Program Requirements:

1: Foundation Year Requirements (Complete)

Credits Earned: 27

Complete all 3 subrequirements:

A: STUDIO FOUNDATION (Complete)

Take 4 required studios

Credits Earned: 12

SFDN-181 Drawing Studio I (Complete)

Course	Title	Needed	Term
1. SFDN-181	Studio for Drawing		14/FA

SFDN-182 Visual Language (Complete)

1. SFDN-182	Visual Language		14/FA
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SFDN-183 Form Study (Complete)

1. SFDN-183	Form Study		15/SP
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SFDN-191 Time (formerly Visual Language II) (Complete)

Da Vinci

Da Vinci is an interface for students and faculty advisors that displays information like class schedules, grades, offered classes, and helps students keep on track of the classes they need to graduate. Da Vinci also has the function of letting students register for and drop classes. Da Vinci is being evaluated because its poor design is not user friendly and requires users to first learn the system before being able to use it efficiently.

The program evaluation function of Da Vinci was the main concern of this research. It was generally discovered that non-users had much more difficulty and confusion completing the task of reaching the program evaluation. However, even regular users admitted to the necessary learning curve when they first started using the site. Some information can be reached multiple ways, which can cause confusion and the organization of information is somewhat random and not based on user need.

Research Methods

Activity Analysis

List or represent in detail all tasks, actions, objects, performers, and interactions involved in a process.

Error Analysis

List all the things that can go wrong when using a product and determine the various possible causes.

Fly on the Wall

Observe and record behavior within its context, without interfering with people's activities.

Behavioral Mapping

Track the positions and movements of people within a space over time.

Extreme User Interviews

Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience using it.

Five Whys

Ask “why” questions in response to five consecutive answers.

Scenarios

Illustrate a character-rich storyline describing the context of use for a product or service.

Try it Yourself

Use the product or prototype you are designing.

Group Research

Try it Yourself

As a group, we tested each other first. We all had essentially the same experience, and no speed bumps or confusion, since we've all used it so frequently. However, there were some differences in the order we chose to do things; some logged in and then clicked into the students menu, and others did it the opposite. We also differed in which program evaluation link we clicked, since there are two on the same page.

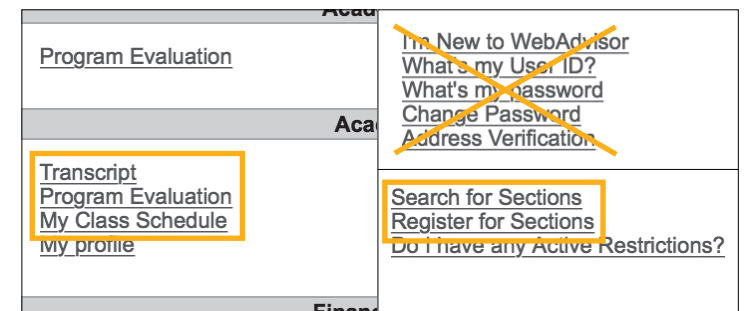
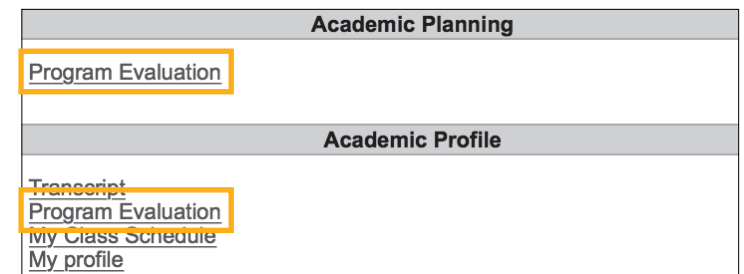
Kellie Illustration

She understood the program well, being a student, but thought the information in the main student menu was unorganized, specifically with the grouping of categories, feeling like the links she used the most should be at the top. When she first started using Da Vinci, it was a hassle because she couldn't find what she was looking for. She also didn't like that there were two links for program evaluation on the same page.

Soye Illustration

She found everything easily, but said it took her a while to find out where program evaluation was when she was just learning Da Vinci. She also thought it was unnecessary to have the navigation bar repeated in two places. She found the text in the student menu to be too condensed and difficult to read.

The Problems




Christopher *Non-User*

He thought it looked good, and had no problem with the colors or organization, however it took him a while to find things, concluding that though he didn't notice the problems of the system, usability was still impacted. One thing he did not like was there being two links for program evaluation because it made him think they were somehow different, held different information or that one was the "right" one.

Myron *Non-User*

He had issues signing in at first because of the confusing interface but once in, was able to find the program evaluation page pretty easily. He was confused while waiting for the program evaluation page to load because it took so long, and there was no progress bar to show it was still loading. He also wasn't sure what "pre-registered/registered" meant.

Choose One	Active Programs
<input type="radio"/>	BFA-DE-GD Bachelor of Fine Arts in Graphic Design
What if I changed my program of study? <input type="text"/>	
What work do you want to include?* <div>Registered/Preregistered </div>	

Aubrey Fibers

As a frequent user of Da Vinci, she had no issues finding necessary functions, but thought that overall it is not a very clean design and thought it was very cluttered. She didn't like how login functions (having to login and click student, or the other way around), and didn't think the terminology "OK" and "submit" were logical. She mentioned that the user needs practice to get used to it, you can't just jump right into it, making it not a user friendly interface.

Sherri Non-User

She was confused about the dropdown menus and whether they were necessary, thinking that it should be obvious that they are optional information. She also didn't like that she had to choose the major, since there was only one option ("It should be automatically selected"). During the session, we discovered that the "help" button on the bottom of the screen was specific to that page, even though it was in a tabular format, making it look like it was overall help. She thought it wasn't a pretty site but the links were where she thought they should be. She also didn't like the term "submit" and thought the site was not intuitive.

A screenshot of a login form. At the top, there is a "Log In" button highlighted with an orange box. Below it, the text "auto-correct" the username c is visible. To the right of the text is a "SUBMIT" button. At the bottom left, there is a "Students" link highlighted with an orange box.

A screenshot of a form for selecting a program. At the top, there is a "Required" label. Below it, the text "Choose One Active Programs" is visible. A dropdown menu is open, showing the option "BFA-DE-GD Bachelor of Fine Arts in Graphic Design" highlighted with an orange box. Below the dropdown, there is a text input field labeled "What if I changed my program of study?". At the bottom, there is a dropdown menu labeled "What work do you want to include?*" with the option "Registered/Preregistered" selected. At the bottom of the form, there are three buttons: "STUDENTS MENU", "HELP" (highlighted with an orange box), and "CONTACT Us".

Redesign Strategy

General

Although the mobile version of this site is in grave need of help, our main concern will be with the full web version. The main concern will be to reorganize the information into a user-friendly interface that doesn't require much (if any) introduction in order to use. The most relevant information will be the first seen in order to guide the user to what they need. This new version will eliminate redundant information, making it easier for users to know which section of the site holds the information they're looking for.

Advantages

The advantage of this system is that it allows users to guide themselves rather than requiring outside help or training to use it. Within the program evaluation, it will give users much more control over how they see the information and will make all of the requirements easier to comprehend, hopefully helping students keep on track with their classes and graduate on time.

User Walkthrough

The new system will firstly have a much different handling of the user's account, much like in Facebook, or any other account system where information can be found in the top corner of the screen, separate from the site contents. The account login will contain the information about your status as a user (student, faculty, or both), and load the screen accordingly, eliminating that annoying step in between. Once in the system, the main menu will include only the information that users generally need - registration links, class schedule, and program evaluation (possibly renamed to "Graduation Requirements"?).

Once the user has chosen Program Evaluation/Graduation Requirements, it will bring you straight to the page, eliminating the middle step of selecting the major. Instead, this will be at the top of the program evaluation page, auto-selecting the major or allowing the user to switch between them if there is more than one. A second drop down will also be able to show the differences in the case of changing majors. In terms of showing classes themselves, the default will be to show classes that need to be taken. You can choose to see fulfilled requirements, unfulfilled requirements, and all requirements. These classes can also be filtered by year, so the user can see just the classes they need to take during a specific year, and by type of class (majors classes, electives, and liberal arts)

