

BRUNO HART

Design

Purpose/Brief

I'm not trying to redesign the entire course selection process and I'm not trying to change the resources that do exist currently at Vic. I am proposing a prototype feature that could be implemented tomorrow with as little pain point for the Uni, and incentivize them to trial new ways of approaching the study hierarchy with little to no cost on existing structures.

The reason I have focused on a first year student who maybe doesn't have the greatest grasp of what they want to study and how Uni works is because through the initial research and interview questions (as well as personal experience) there was a large amount of interest in seeking out options for extended and flexible study that was simply impossible for a single student to navigate through successfully. I know the value that having a tool like this could bring to future students who maybe don't necessarily know what they want to study at all or maybe need some help in leveraging what is actually available at Vic Uni for their development towards their definitive goals.

The idea behind it is that rather than redesigning what currently exists, using this as an opportunity to design an additional feature that doesn't necessarily have to change the way that current students are used to navigating but still allowing future students a far easier road to bring together the information architecture of the website with the conceptual models of how a degree should be structured and how a degree works, including what courses are available and an idea of what courses one should be looking at.

It allows what is usually a very laborious and spread out process to at least be as easy as in the worst case just screenshotting the information that is generated from the degree for ideas or best case allowing for the student to straightaway enroll in from the dashboard.

Conclusion

I want to reemphasize that I am not tackling the enrolment process and I'm not trying to tackle the application process, I'm trying to look at course selection and course information, focusing on how easily accessible all the information is to digest is and bringing forward all of the best resources and information that Vic has to offer into one process.

I wanted the entire experience to feel a little fun and magical. By defining what that feeling was I that wanted to create I was able to synthesize the findings from the prototyping with a certain creative freedom afforded from my unique approach to tackling the course selection process into something that feels intuitive to use, is completely scalable across all devices, has information architecture that is universally understood and finally creates a free degree for students who lack the mental models for how degrees work and what Vic is best suited to them for.

By incorporating a genetic algorithm on the backend and mapping the points of information the students put into their degree dashboard and profile over time you are able to create a more dynamic and fluid design system that grows with the student, taking away large barriers to entry for international or new students and potentially giving returning students a valuable toolset to build and synthesize courses together with an eye for what Vic can provide them rather than having to fit into what they can only find themselves, flipping the entire approach to course selection on its head through a very simple feature with the student, not the Uni, as its focus.

Typography

Nunito

Designed by Vernon Adams, Cyreal, Jacques Le Bally

Whereas disregard and contempt for human rights
have resulted

Rubik

Designed by Hubert and Fischer, Meir Sadan, Cyreal

Whereas disregard and contempt for human rights
have resulted

Select preview text:

Public Sans

Designed by USWDS, Dan Williams, Pablo Impallari, Rodrigo Fuenzalida

Whereas disregard and contempt for human rights
have resulted

Red Hat Display

Designed by MCKL

Whereas disregard and contempt for human rights have
resulted

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

Whereas disregard and contempt for human rights
have resulted

Because of the small yet important amount of type that the students will be interacting with, and the idea of this being a process that can be used by students globally, I needed a typeface that was approachable with a friendly and welcoming energy but that also communicated a level of professionalism that spoke to the values of the Uni. The Outfit typeface has great scalability, readability and simplicity. It looks great in multiple languages and offers many variations of the type to suit a global demographic of cultures and languages while still feeling like a good fit with VUW. It is appropriate, yet feels surprisingly friendly, adding to the overall companionship of the tool and having the process feel all the more magical, like the tool is there to work for you, not you for it.

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

No te mea ki te kore te tangata ae akina kia tae ki te
tino hemanawatanga

Select preview text:

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

Njengoko ukungananzi nokudelelwa kweemfanelo
zoluntu ezingunobangela

Select preview text:

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

da til sidesættelse af og foragt for
menneskerettighederne har

Select preview text:

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

Të gjithë njerëzit lindin të lirë dhe të barabartë në
dinjitet

Select preview text:

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

AANGESIEN minagting vir menseregte barbaarse dade
wat die gewete

Select preview text:

Outfit

Designed by Smartsheet Inc, Rodrigo Fuenzalida

MANIMBANG menawa nyngkur lan nganggep remeh
hak-hak umat manungsa

Select preview text:

Color

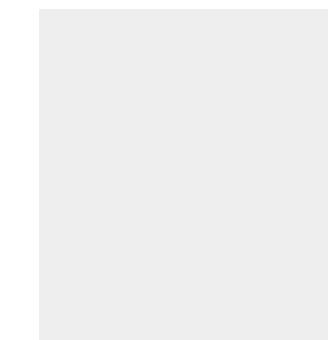
Navigation and imagery



Highlighted Text



Background and accenting



Text copy



The color palette is taken straight from the VIC landing page. The Idea was to make sure this tool although new and fresh in feeling still felt connected in some way to the rest of the Vic website so that a student could still easily understand where they are. The choice was made to use type as the way to differentiate the feature to show how it is an additional feature that works on top of what is already serviced through the website put pulls that information into a more simplified and unified experience. The typeface supports this where the color glues the tools together to work as a cohesive family.

User feedback situation

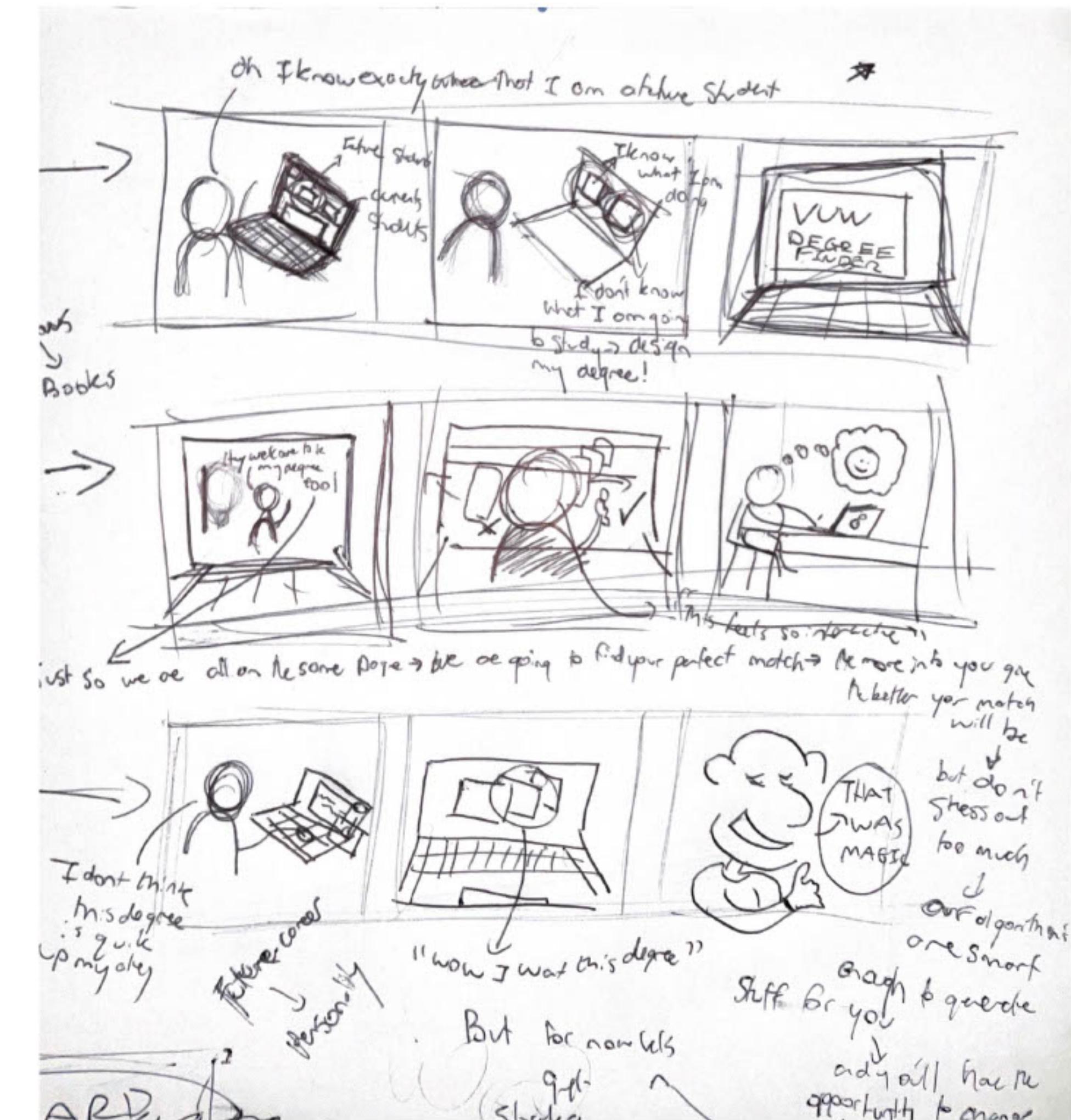
Through an iterative approach of interviewing 10 different students at varying stages of the prototyping process I realized that my initial idea of tailoring the student to the Uni system was not actually what students were looking for. Thus the new approach has made far more sense to establish the information that exists at the University in a spread out and laborious process and synthesize that into a seamless experience for a new student to navigate through the resources VUW has to offer them.

This inverse relationship is therefore allowing the student to be the one filtering the Uni to tailor their education experience.

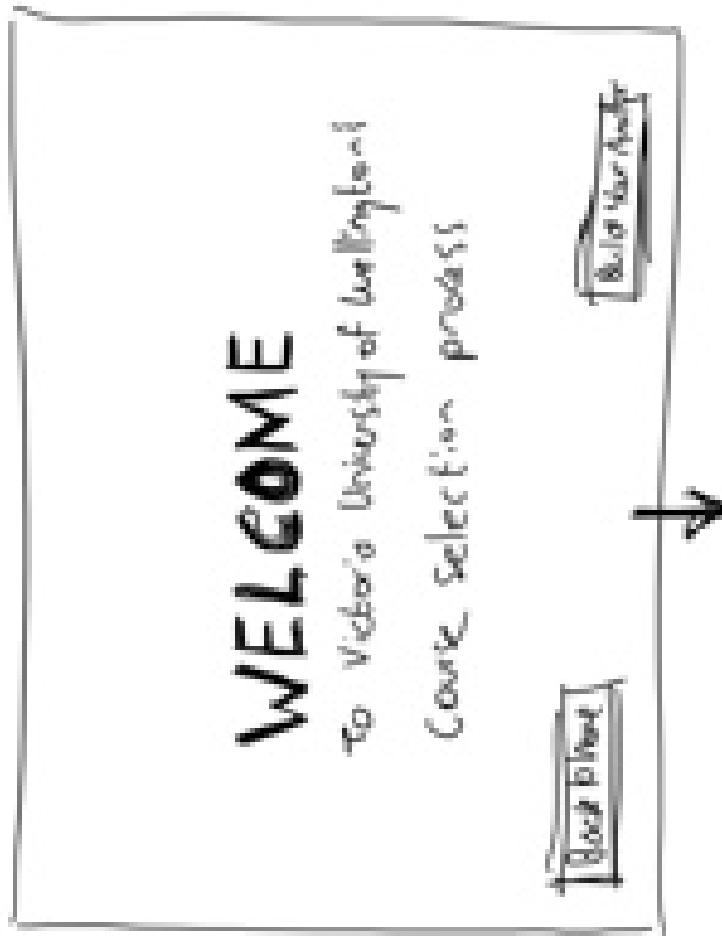
However, I still do believe in the validity of the social feed tailoring feature as a useful mechanism for the Uni to be filtered further by specific interests. Thus I left it in as an optional feature with the idea that a more comprehensive set of data points as to how the tool is used or whether it is used at all could then allow me to understand a broader pattern of behaviours.

This could then inform designing deeper integrative tools that are becoming increasingly prevalent but with privacy and consent at its core.

Ideal Interaction Sketch

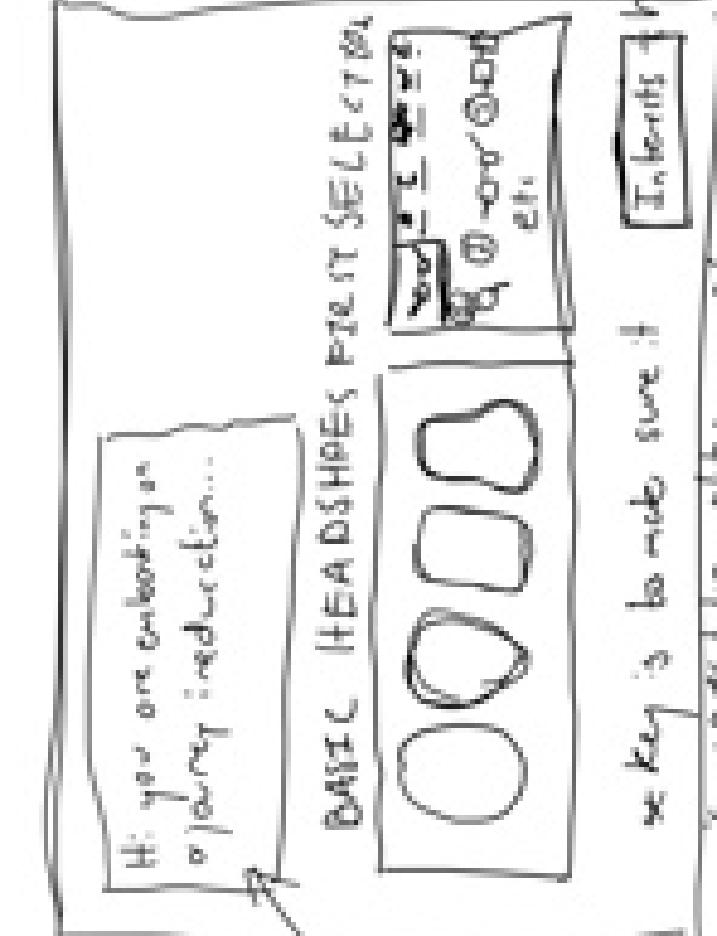


Early Concept Sketches



Hi, you are interested in...
a program in education...

Bookmarked



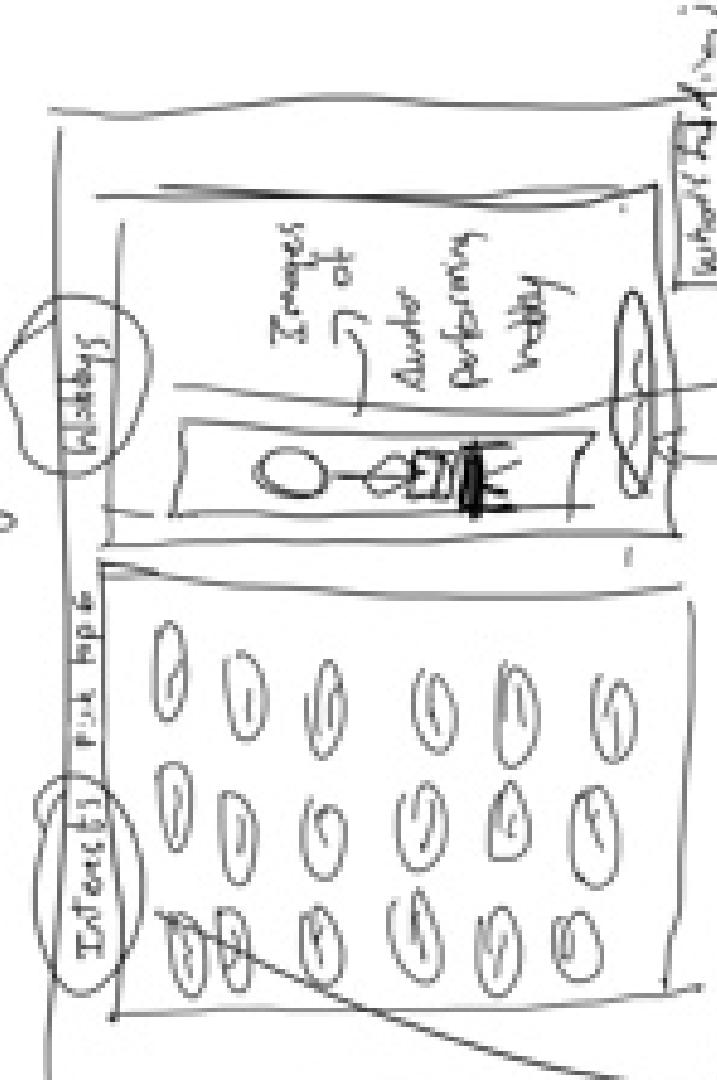
→ brief explanation of how the entire process works and why it has been implemented with fidelity

→ to help simulate your interests and "push" learning as an individual to help you track your progress and make informed decisions regarding your educational path based on the unique requirements of your educational institution and what you represent as your best self

→ think of your answer as your best friend and most trusted representative, who best can bring to you

→ this is your "idealized academic" selling

→ the idea is that by having fun with you create you are more inclined to put the work in to see them succeed like in a game's game etc



→ physical drawing

→ color sketch

→ sketch

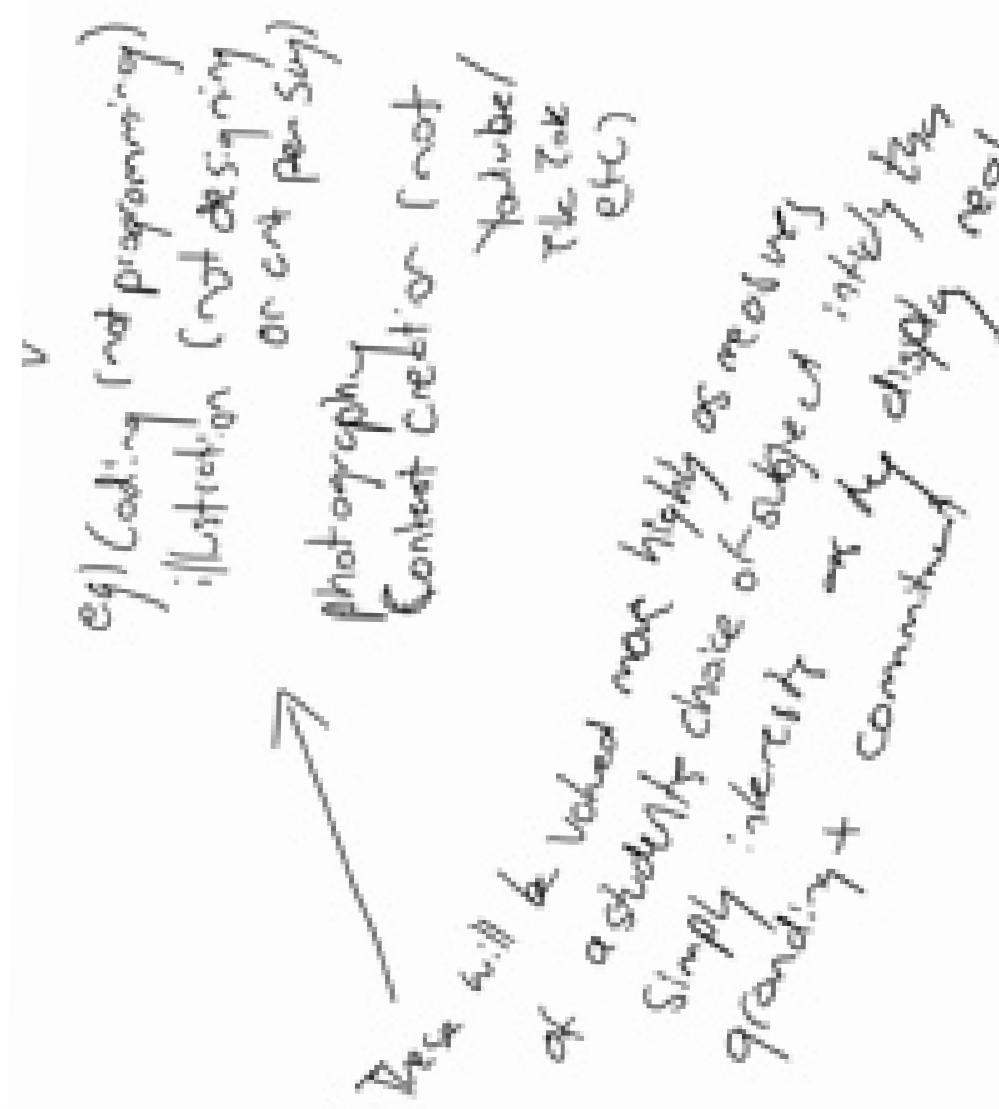
→ specific audience

→ last lock and group them logically

→ info graphic

→ leaflets esp. Design - Digital

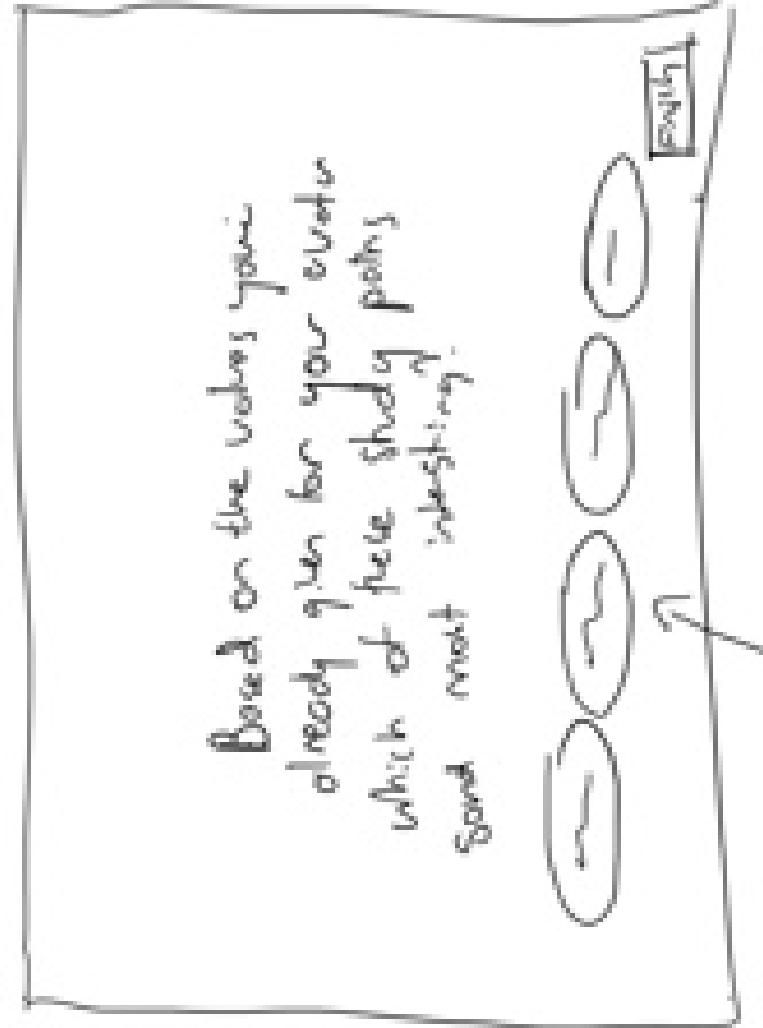
→ graphic design training



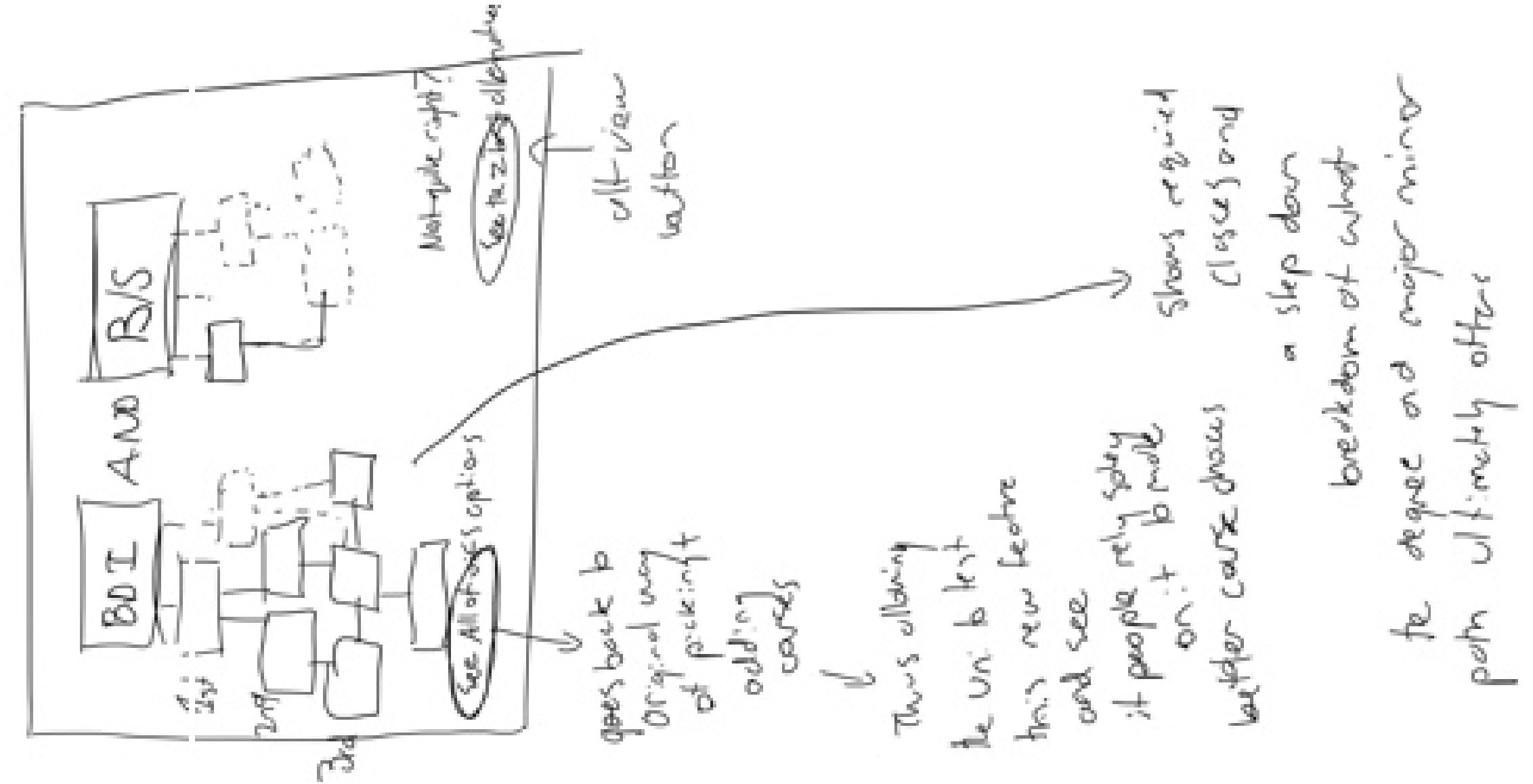
ie) emphasis should be placed on
how choosing the wrong courses to begin
with isn't as effective but great effects
financial burden and compound returning
course Completely free

Early Concept Sketches

Continued...



5 different majors based on rough
calculations (Final is sum using my
as's compound factor to multiply all
the other ones of about created).



It would be nice to



Skills dev + how



Skills dev + how
Courses link
to share
work out
Combo



Successfull people from

Celest of Study

Post-class consultation

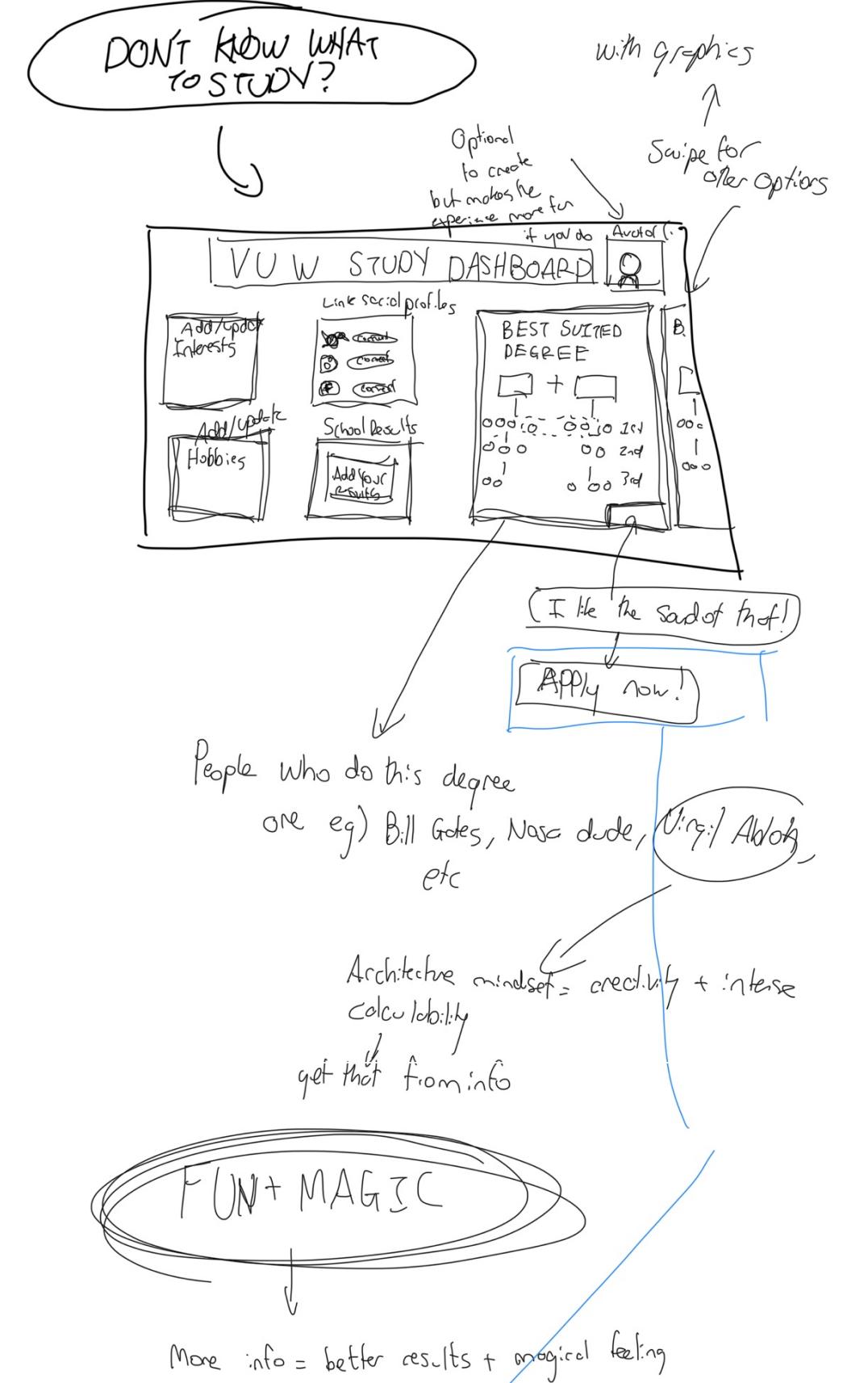
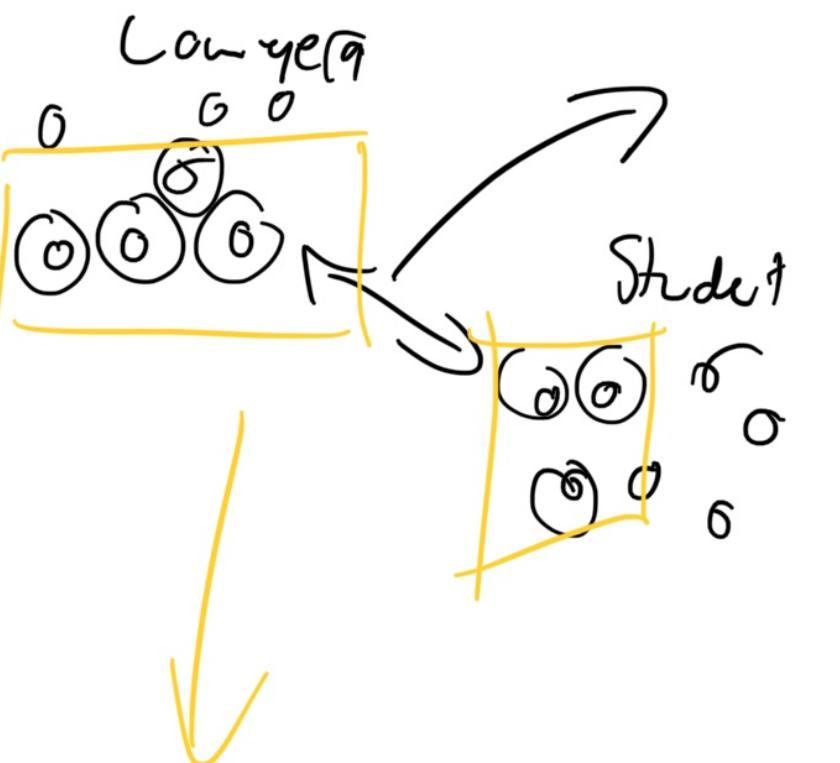
Spotify onboarding

Netflix recommended options (kind of)



Yes I liked that

* Q → "would you like me to recommend based on your social media"



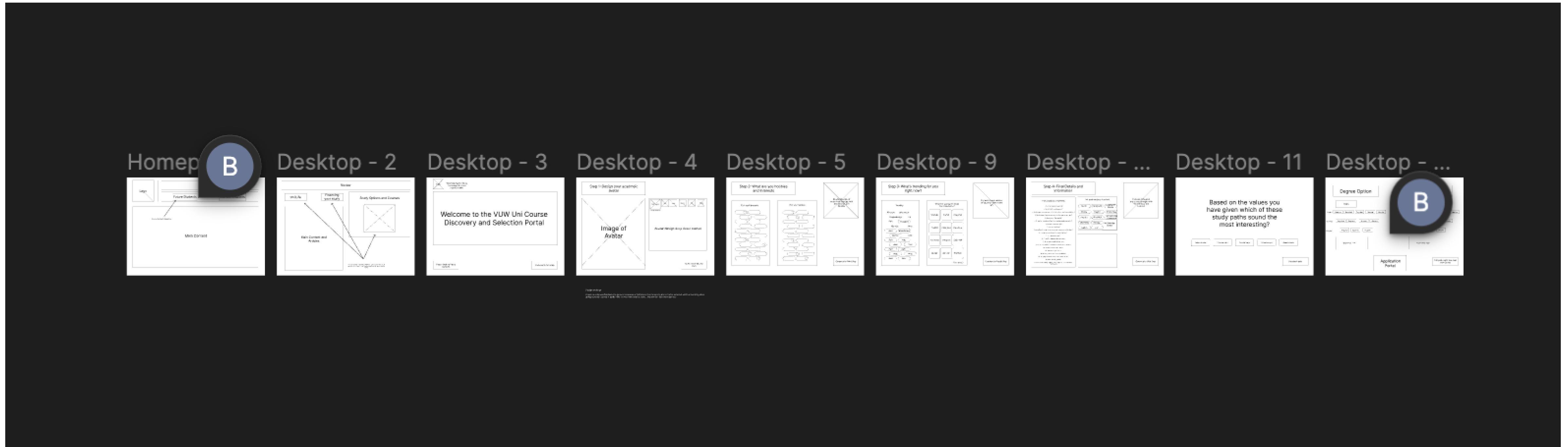
When applying from this menu you can click through the courses you want to select (if not already selected) and applies on your behalf
all you need to link is an [email & password]

All your school info could technically have already been entered in a more useful way

Suggesting what to study based on school not hoping that your school gets you into conflicting courses that fundamentally aren't you

Wireframe

1



Wireframe 1

feedback

Frame 27

Wireframe Feedback: From 4 Users
White negative space
Call to action needs to be bigger on home page

Home page for student
Uni life and financing your study as drop down menus
Hard to understand hierarchy → articles on the right
Add a progress bar and reduce the amount of words (continue on its own)
How would you save the account?
Instead of study options and courses call to action on home page try and change the wording to redo the mental model (course selection for me)
What if you are set 100%?!
Make it sound cuter and more fun and quizie
Separate the actual bits
There's a lot of variables that alter what they do in life
Can you save it part way through?
You need to make an account

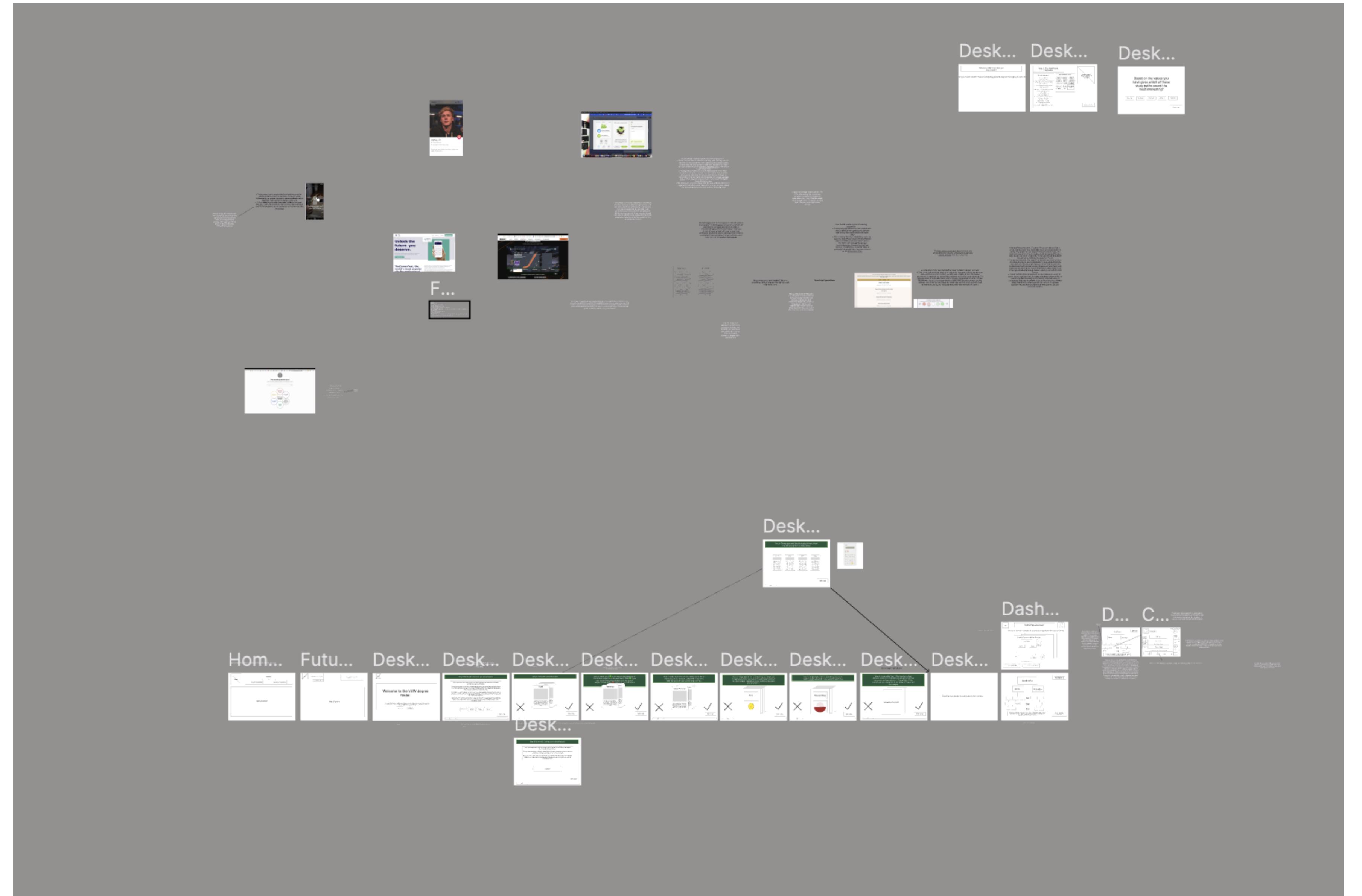
I just don't know that there needs to be a visualization in terms of an avatar for their academic profile. Like why should they make a bitmoji

I'm not sold on the necessity of steps one and three but steps two and four are good

I like the last two desktops in terms of their concept

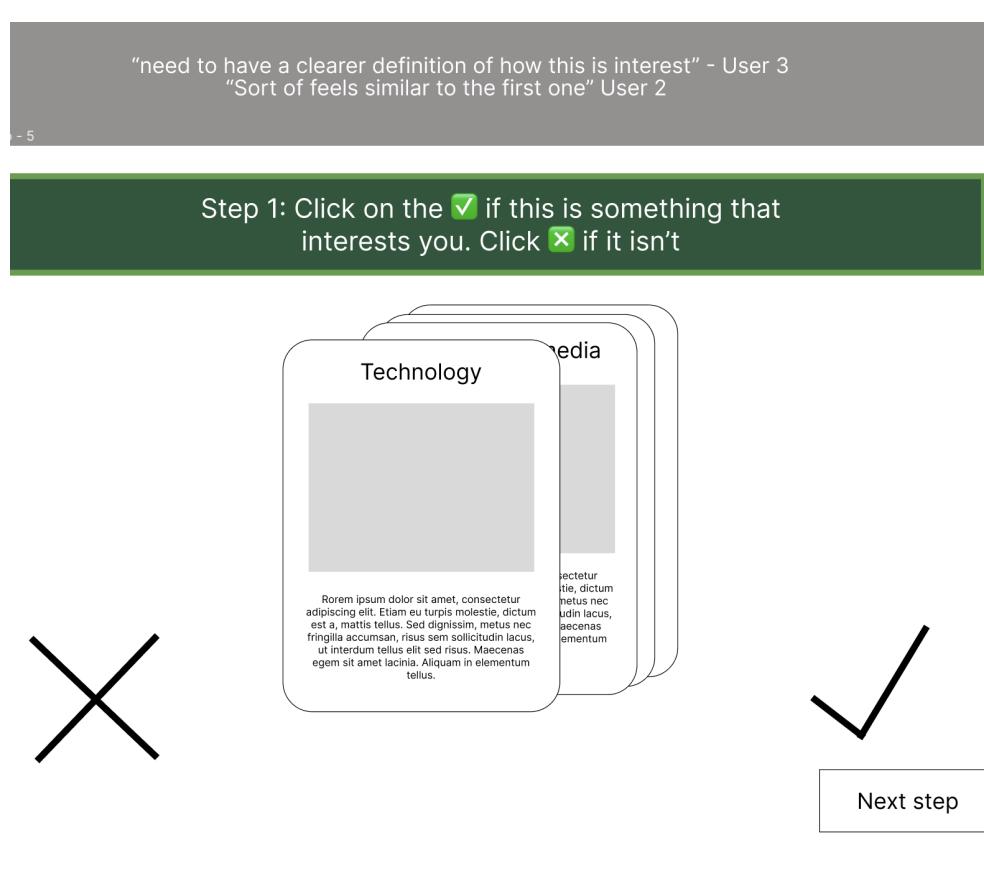
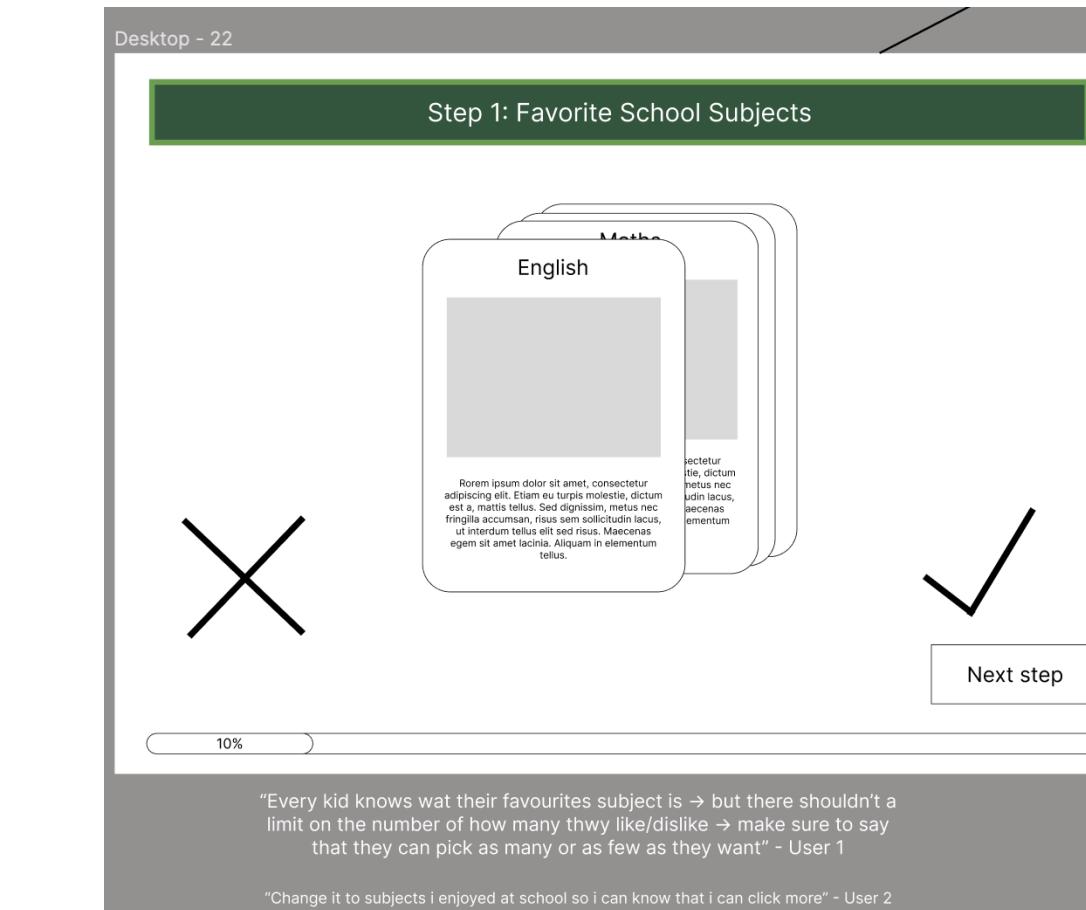
Wireframe

2



Wireframe 2

feedback 4 separate participants were asked to act as if they were the given user persona.



Step 1(Optional): Connect you social media

Our unique algorithm means we are best able to access what offerings and degree structures we can build for you.

To help personalise your uniquely created degree structure we use information from who you follow and what you like, to correlate those data points to professionals and careers that are closely correlated to your interests.

This helps us use what resources and courses we have available to adapt to you and help develop your path rather than you having to bend your interests to us! If that sounds cool feel free to add them now.

Note if you don't add any or all of them now you still have the opportunity to dynamically update your degree from your personalized dashboard later anyway, so the choice is completely yours!

Connect my TikTok Connect my Instagram Connect my YouTube Connect my LinkedIn

Next step

10%

"Now they really diving into me → it makes me feel like they are going to adapt to me" - User 1
"Love that" - User 2

This step would only show up if you connect a VUW admission account in the first step

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Our unique algorithm means we are best able to access what offerings and degree structures we can build for you.

To help personalise your uniquely created degree structure we use information from who you follow and what you like, to correlate those data points to professionals and careers that are closely correlated to your interests.

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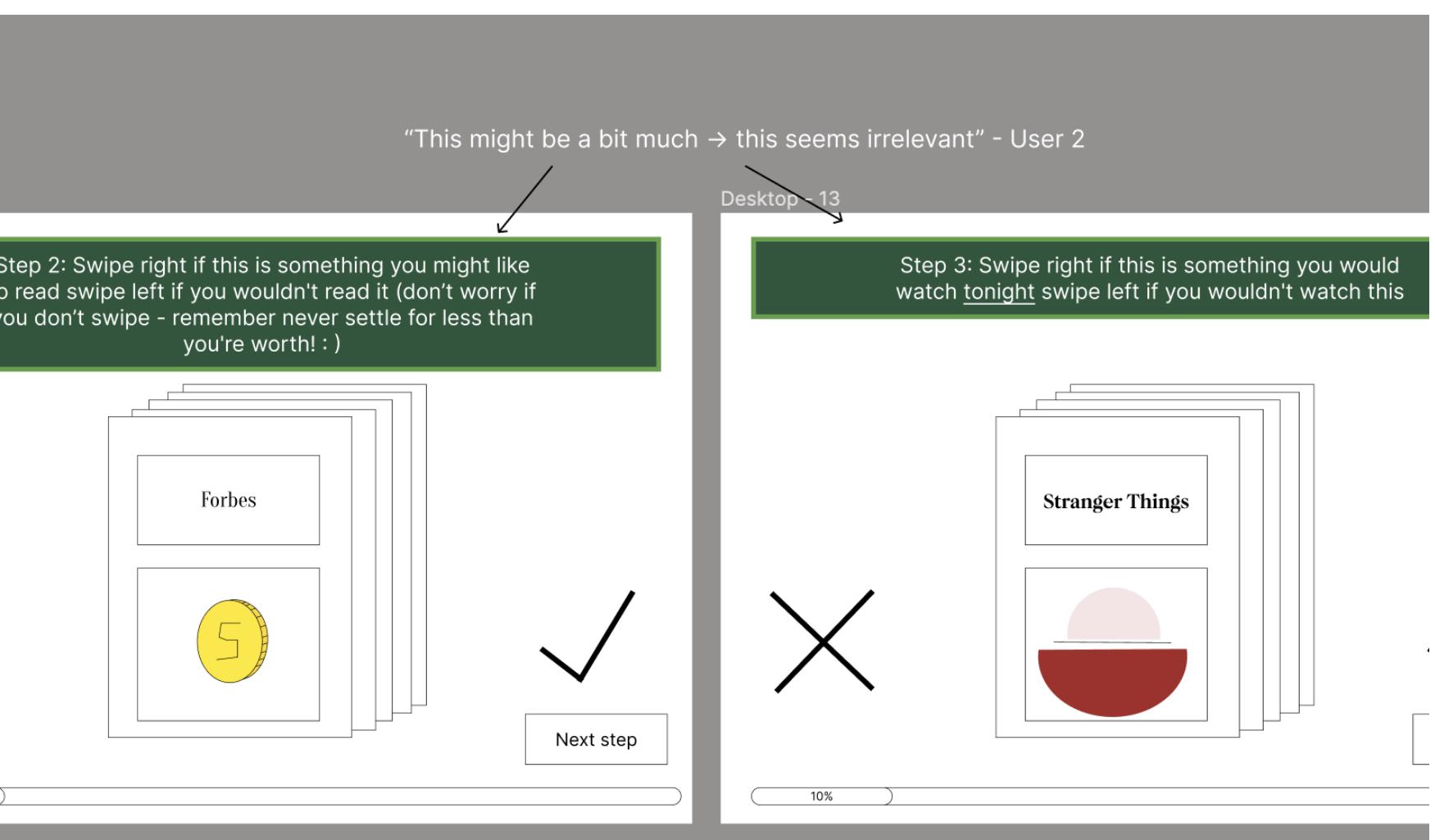
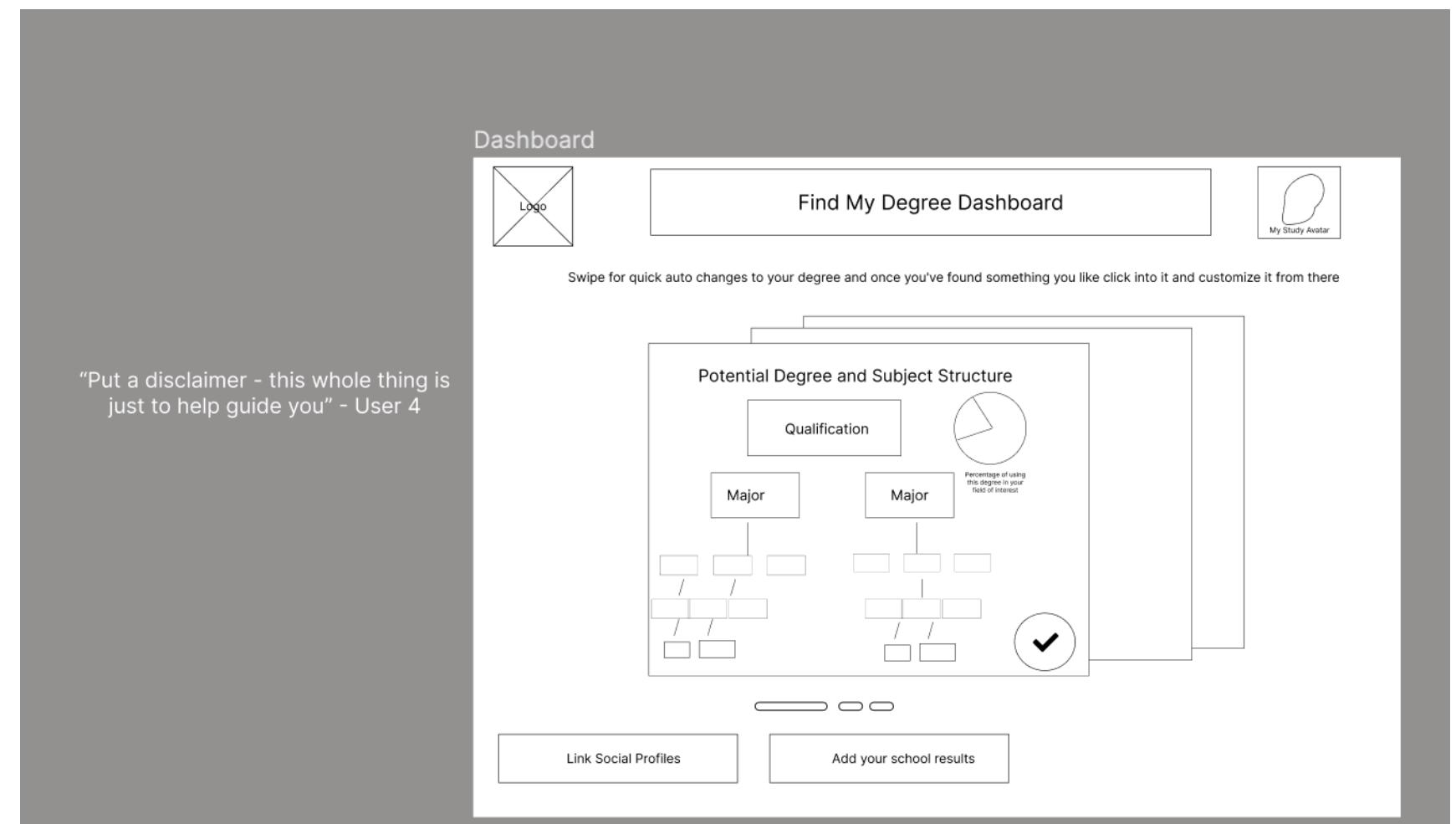
Next step

10%

"Thats so cool" - User 3

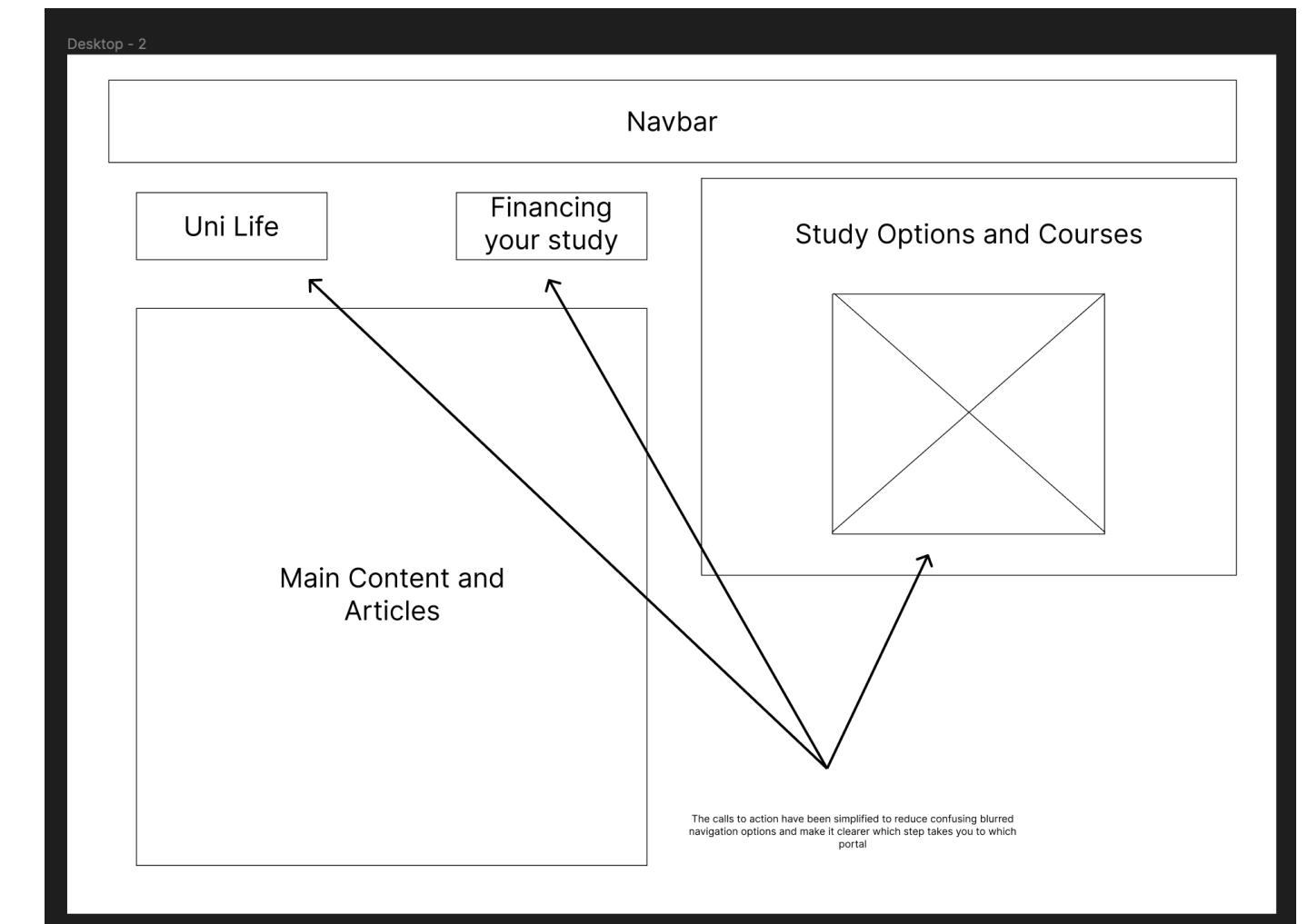
Step 1: Favorite School Subjects

10%



Notes and observations

Gradual engagement isn't an approach that will work for every product (a banking app, for example, requires the user to enter personal information in order to demonstrate value). But the core lesson—that you should let users interact with your product and understand its benefits before requiring them to make a commitment (like subscribing for your service)—is an important part of a product-led strategy.



This screenshot shows a user attempting to navigate through various degree selection pages simultaneously, resulting in a cluttered and confusing interface. The user has multiple tabs open, each displaying different degree options and requirements. A note on the right side reads: 'This is confusing and should be integrated. I should get to know how the degree work through the process of finding out what i want ot stufy'

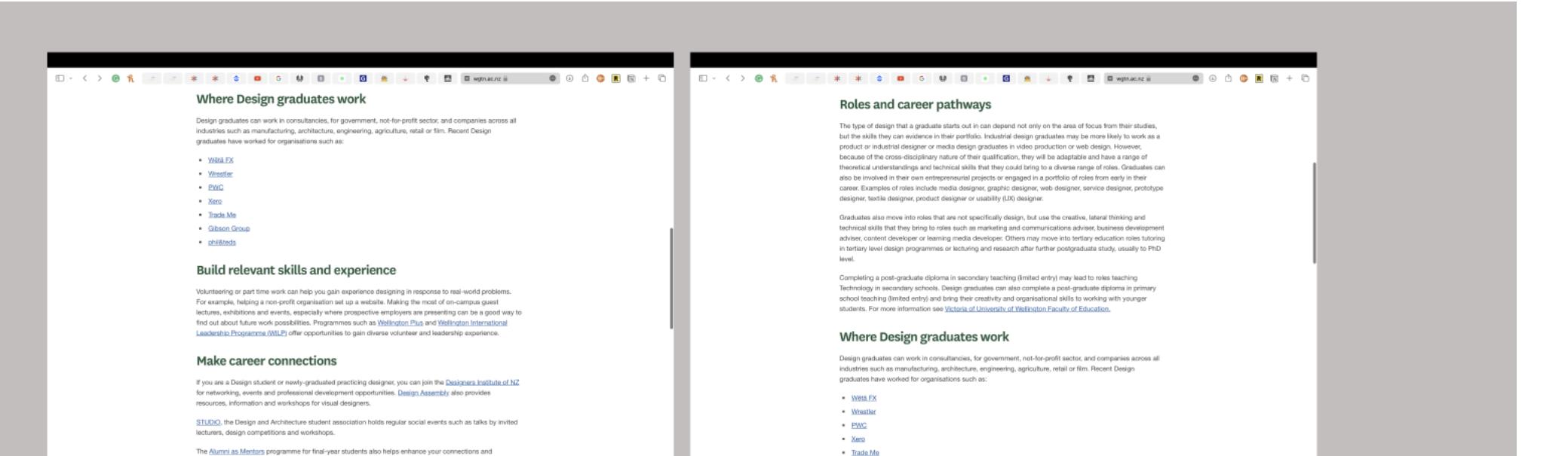
Overwhelming amount of information for a future student → even if i know what to study this juts makes the process more laborious and tedious

This screenshot shows a mobile application interface for degree selection. It displays two 'Degree Option' cards, each with a 'Major' section and a grid of 'Required', 'Elective', and 'Elective' buttons for different years (1st year, 2nd year, 3rd year). A user comment bubble from 'Bruno' is overlaid on the screen, reading:

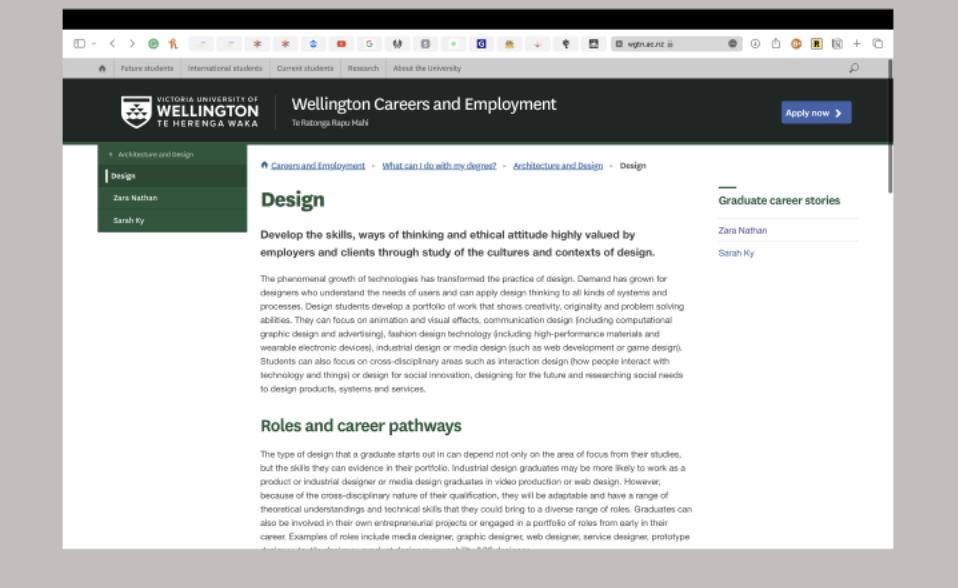
B Bruno 16 days ago
doing a degree this way means that you can see exactly what you have to pick for a major and a degree that has already been pregenerated. you don't have to think about timetables or clashes you just have to apply and wait for a positive reply

This system works so well as it is very adaptable to both mobile and desktop meaning students from overseas who are also less likely to understand the subtlety of language are able to easily comprehend what to do at any given step and swipe across even if they don't have access to a computer

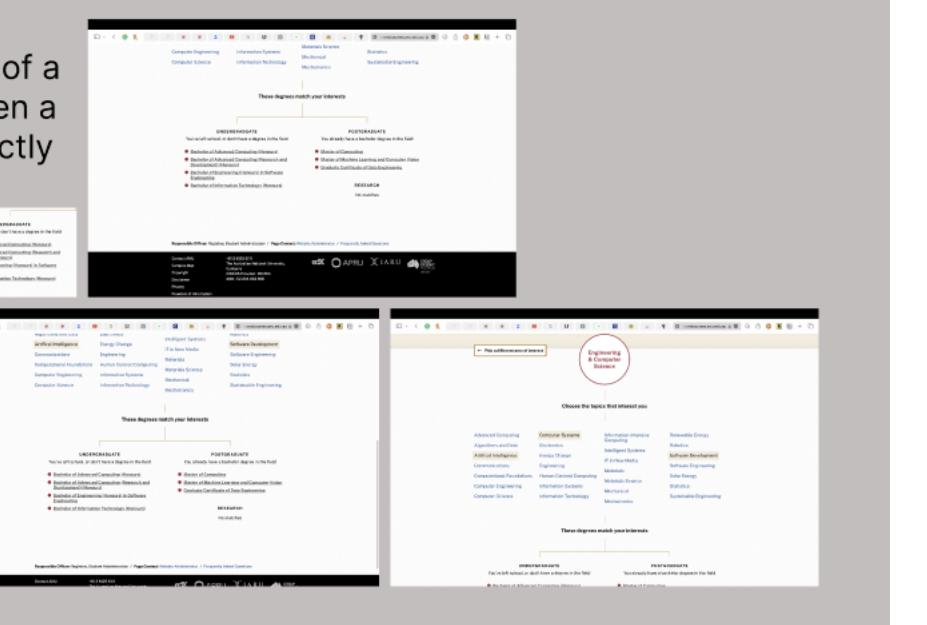
Notes and observations



I dont think any of this information helps get anyone excited or understand how to navigate studying, I could only seek this out if i knew this was what i was looking for



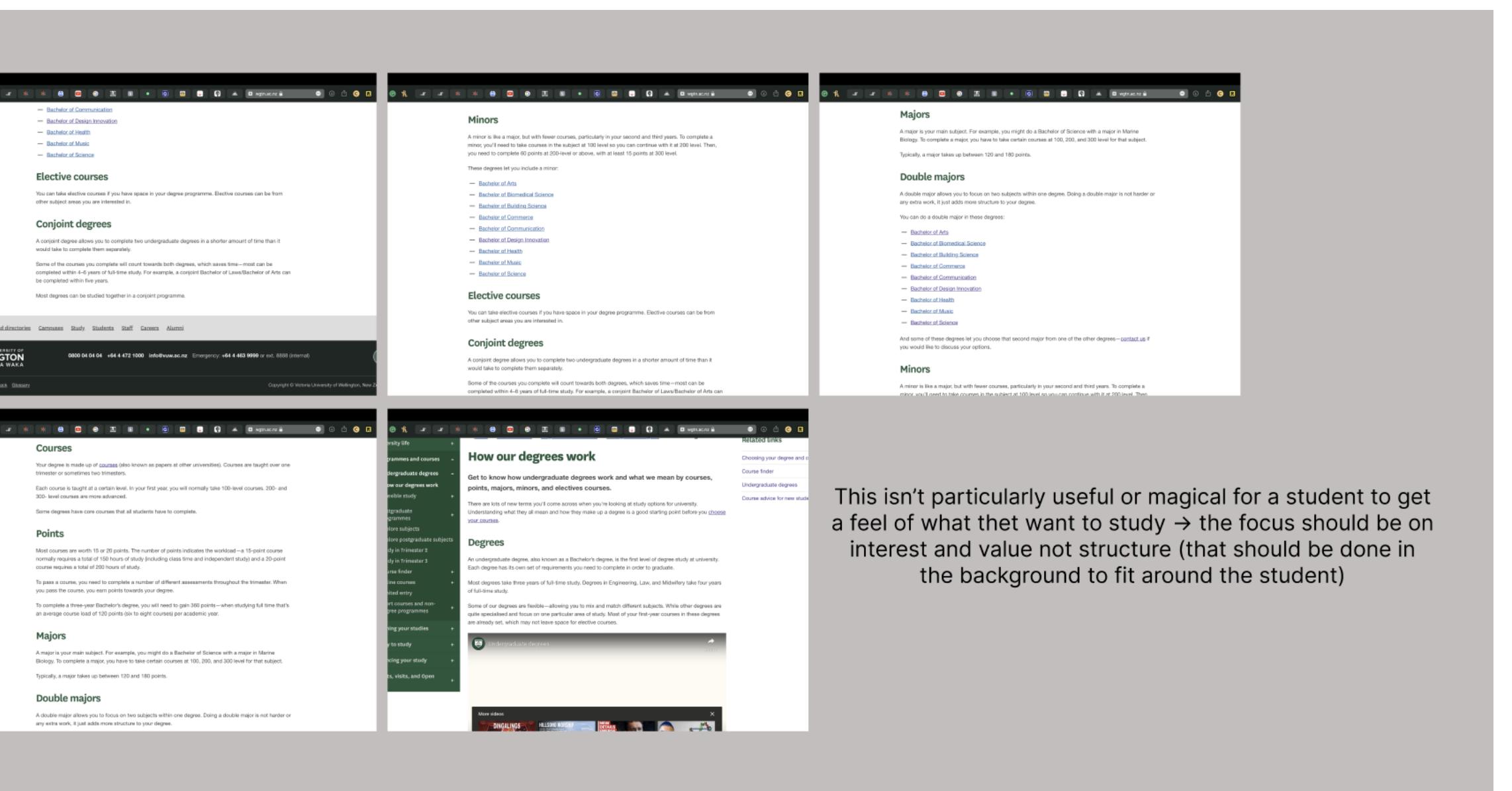
Even though there is a bit more of a say i dont feel like i've been given a personalised course that is exactly what i want to study



- Personality assessments. This type of test can help you find a career that suits your core personality traits and innate talents. A personality career test will measure your personality traits, and then show you what careers people with similar personality traits have chosen. Common career tests of this type include the MBTI® assessment and Keirsey Temperament Sorter.

Career interest assessments. This type of career test can help you find a job where the day-to-day requirements are a good match for the tasks and activities you enjoy doing. A career interests test will measure how much you like various categories of work tasks, and match you to jobs that are a good fit for those tasks. Career tests of this type include the Strong Interest Inventory and Self-Directed Search.

Career aptitude tests. An aptitude test can measure a variety of determinants of job aptitude, including personality and interests, as well as skills like reasoning ability, reading comprehension, or intelligence. Skills-based aptitude tests are more often found when being evaluated for a particular job role, while more general aptitude tests can help you figure out what careers suit your natural inclinations.



This isn't particularly useful or magical for a student to get a feel of what they want to study → the focus should be on interest and value not structure (that should be done in the background to fit around the student)

Notes and observations

Can click into the course or the degree through this portal → allows you to at least have a way more dynamic frame of reference for discovering how to create a uni degree

Graphically balanced information and a clear and concise sense of hierarchy and information that gives the student a visually balanced stream of information

Course Information Page

This course is a 95% match with your profile

Percentage of people with your degree or similar in field of interest

My Study Avatar

IXXN 201

Individual Assignment breakdown

| | |
|-----------------------|------------------------------|
| P1, P2, Week 3,4,7,10 | Software you will learn |
| P2, Week 1,5,8, 11 | Hard Skills you will develop |
| P3, Week 2, 6, 9, 12 | Soft skills you will develop |

How Past Students Spent their time

| | |
|----|-----|
| P1 | 25% |
| P2 | 10% |
| P3 | 65% |

How the course allocates time resources

| | |
|----|-----|
| P1 | 10% |
| P2 | 40% |
| P3 | 50% |

This course is best matched with the following courses

| | | | |
|-----|-----|-----|-----|
| 90% | 87% | 80% | 65% |
|-----|-----|-----|-----|

Highlight the hard skills you will learn/need to focus on as well as the principles of that field eg) for IXXN: Figma, Sketch, Photoshop (additional softwares useful like Blender and Illustrator). Skills = sketching, ideation, communication

This kind of information allows the student to make informed decisions and strum up a degree structure independently if they wanted but it still gives a contextual reference/starting point for the student to make a better decision and do a deeper dive into degree and courses

Find an undergraduate degree

Search our range of undergraduate degrees, or browse by area of interest.

Search

?

What are you interested in studying?

Engineering & Computer Science

Business & Commerce

Law & Legal Studies

Arts, Society & Culture

Natural, Physical & Environmental Sciences

Health & Medical Studies

ENgineering and computer science = Technology

Law and legal studies = justice and philosophy

Natural, Physical and environmental sciences = environmental science

Health & Medical Studies = Medicine and health

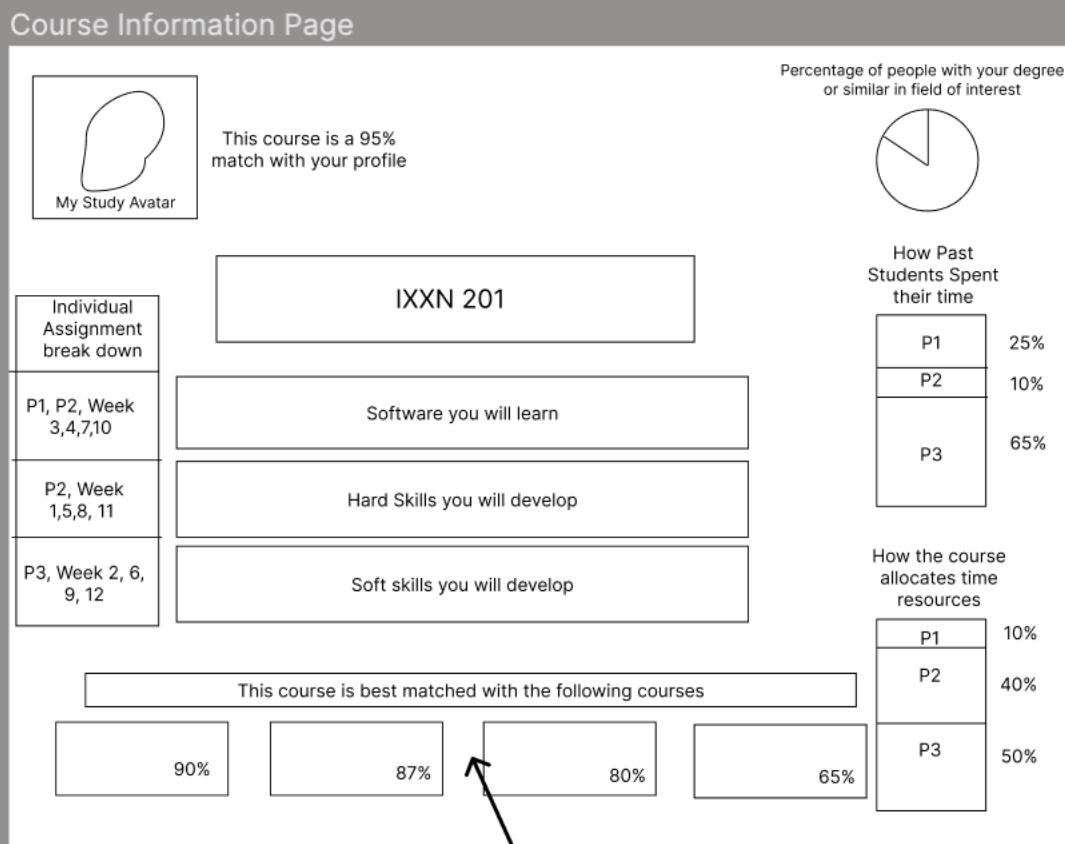
Arts, society and culture = [Design, Film, Media] bundle 1, [history, Politics Art] bundle 2 → separate more commercial vs state/service industries

Business & commerce = Business, entrepreneurship and finance

Making sure that the language used is equivalent to that of a high schooler not a uni student

Notes and observations

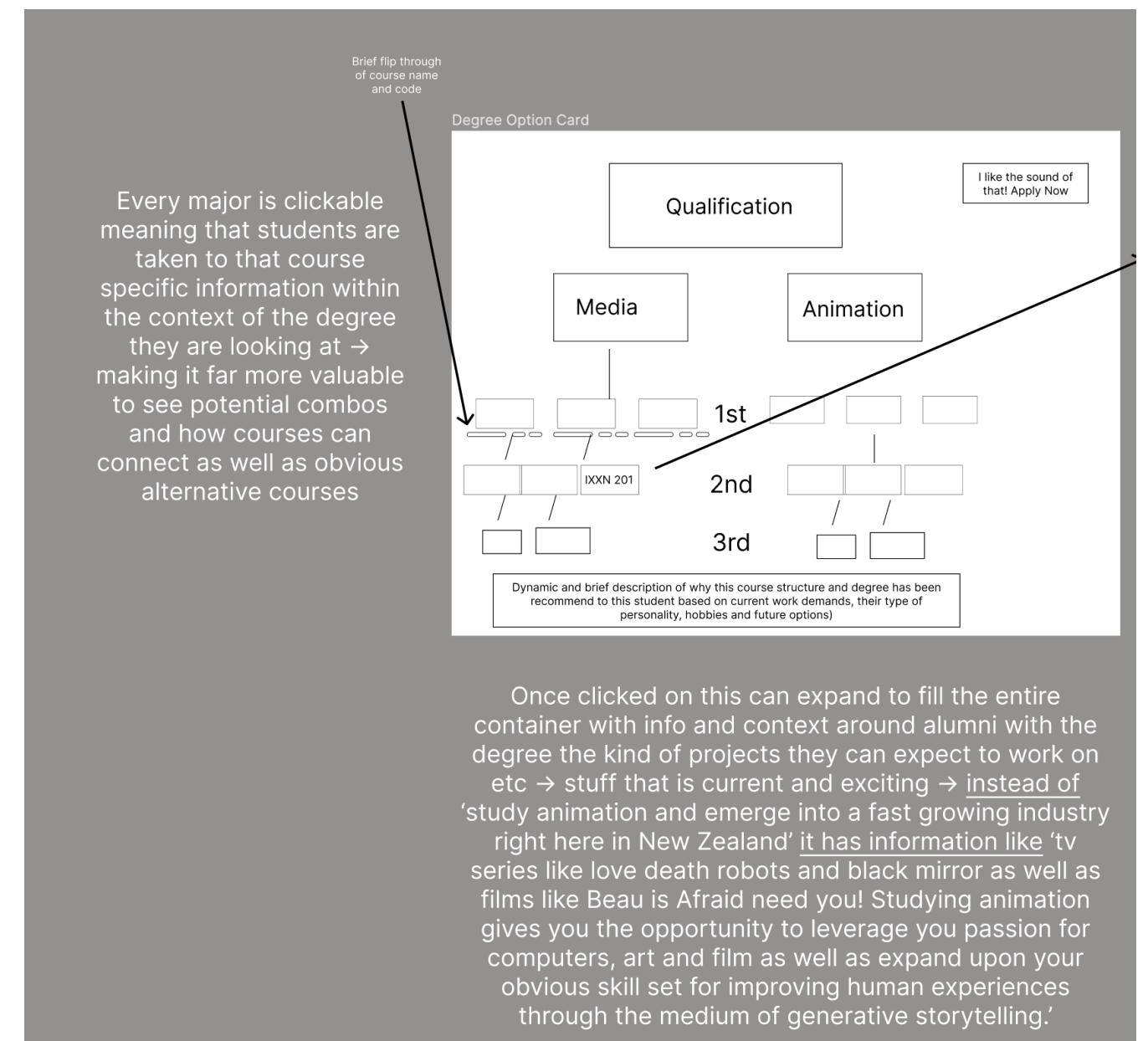
Graphically balanced information and a clear and concise sense of hierarchy and information that gives the student a visually balanced stream of information



This kind of information allows the student to make informed decisions and strum up a degree structure independently if they wanted but it still gives a contextual reference/starting point for the student to make a better decision and do a deeper dive into degree and courses

I will design some basic onboaring components and then have you swipe through courses until you have selected 6 after taking in all that info (1st year courses that is) and then it will generate a degree structure fr you based off the courses (each of those courses though can later ba adapted and change but the entire experience remains within the context of the students information)

Use the areas first approach to then show correlated hobbies and interests and use those data points as a way to more accurately pinpoint a degree path and structure



The degree structures are very fluid/ dynamic when first entering the dashboard as the more info you give the process the more magically it adapts to your circumstance (i could envision a way in which the dashboard could recommend study paths based on financial means as well and show you all the best ways to achieve qualification through available grants scholarship and structuring your degree)

Notes and observations

The best career assessment test evaluates your personality when you are working and shows your careers and jobs that best match you.

TO TAKE THE CAREER TEST, MARK YOUR INTEREST IN EACH ACTIVITY SHOWN.

DO NOT WORRY ABOUT WHETHER YOU HAVE THE SKILLS OR TRAINING TO DO AN ACTIVITY, OR HOW MUCH MONEY YOU MIGHT MAKE. SIMPLY THINK ABOUT WHETHER YOU WOULD ENJOY DOING IT OR NOT.

DISLIKE • NEUTRAL • LIKE

Inspect a roof for leaks

DISLIKE LIKE

Use precision machines to build custom metal parts

DISLIKE LIKE

Analyze the structure of molecules

DISLIKE LIKE

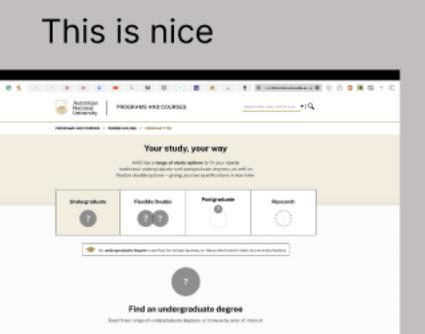
Do scientific experiments

DISLIKE LIKE

Q. HOW DOES THIS TEST DETERMINE WHAT CAREER IS RIGHT FOR ME?

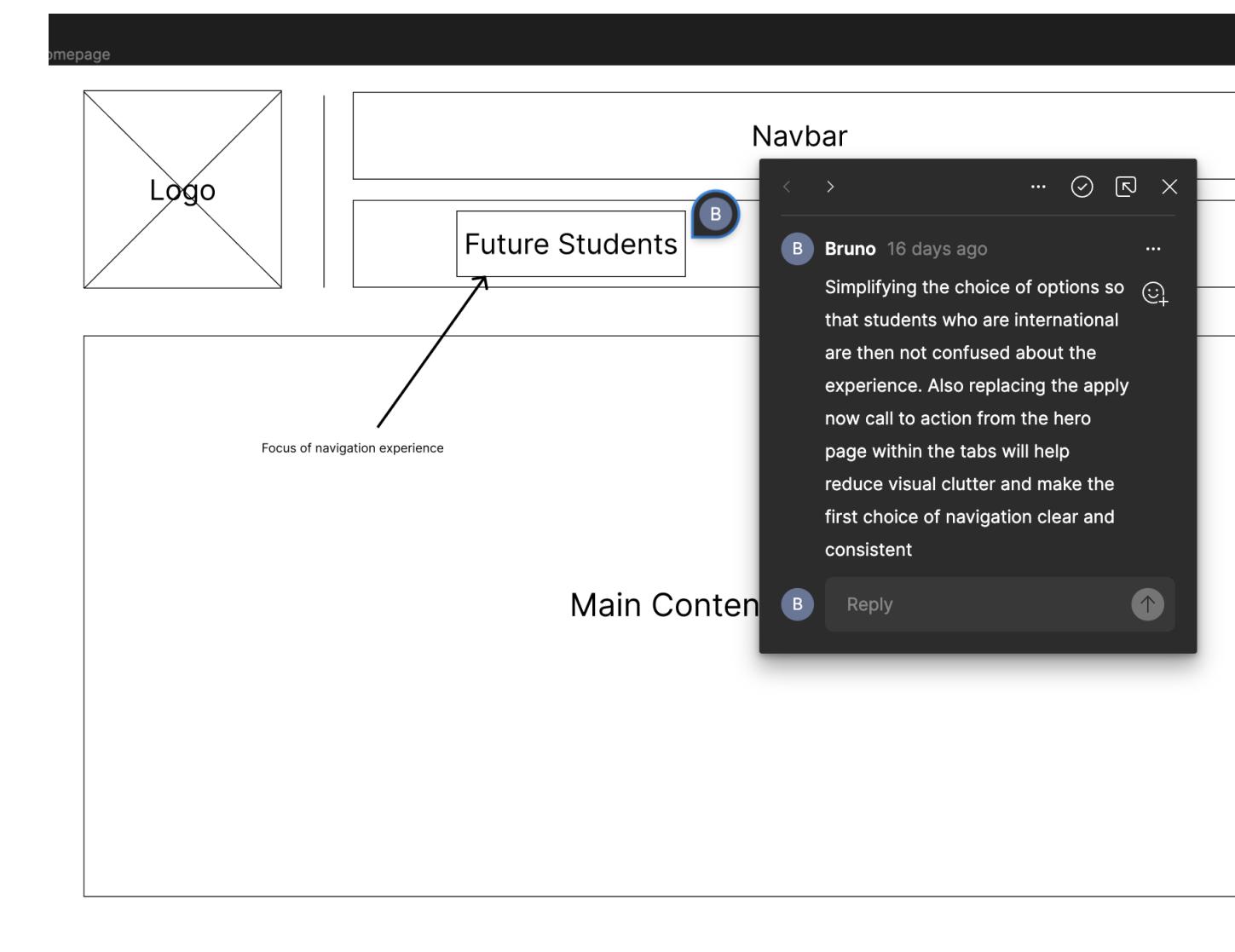
A. This career test measures your personality traits, strengths, values, and interests, and uses those scores to match you with a list of ideal careers. The career assessment is based on two scientifically validated models for career planning: The Big Five model of personality traits, and the Holland Code model of career interest assessment. Using a unique combination of these two powerful career matching systems, the career test will determine which jobs are most likely to match your aptitude and satisfy your individual personality and motivational factors.

Needs to feel like magic

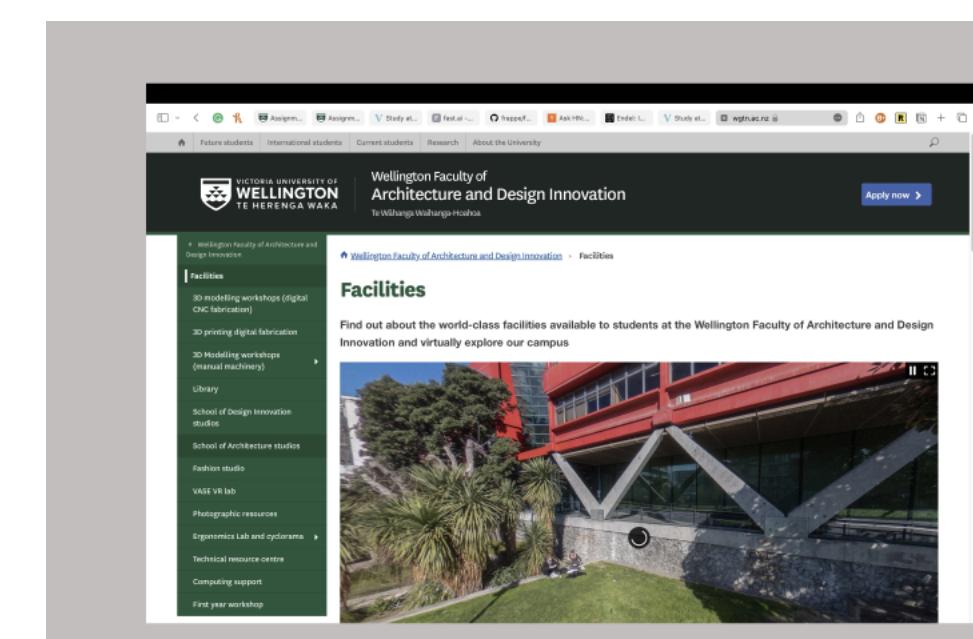
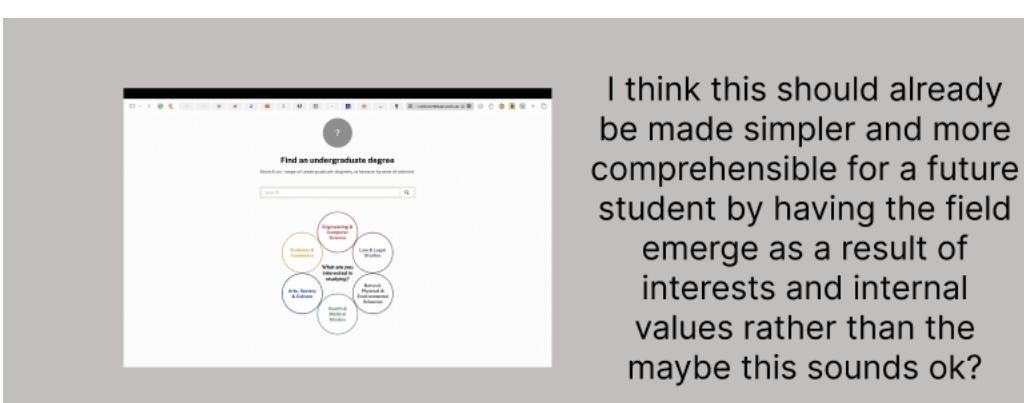


This is nice

I think undergraduate and flexible double could be integrated and the flexible double is only recommended to students who appear to have a strong correlation to a diversified range of interests eg) Film and Actuarial science as a love of maths and media etc (wouldn't make sense to suggest a double option to someone who just loves coding, maths and physics as an example

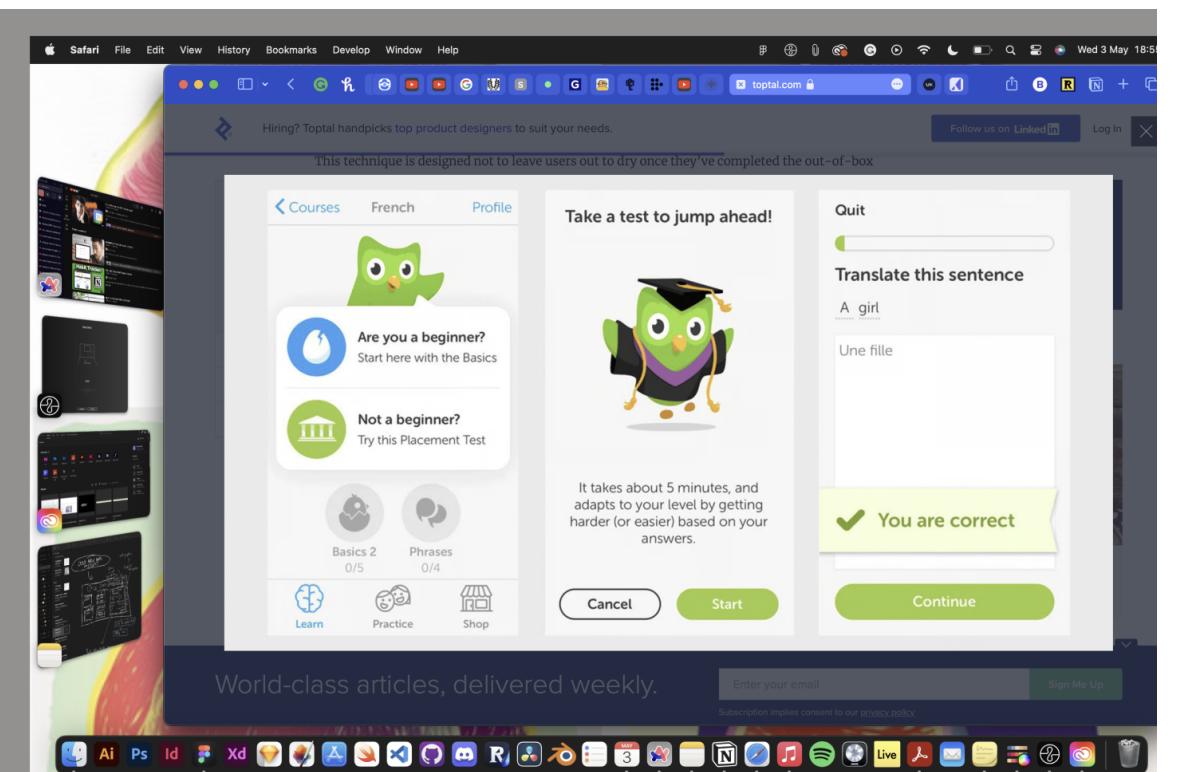
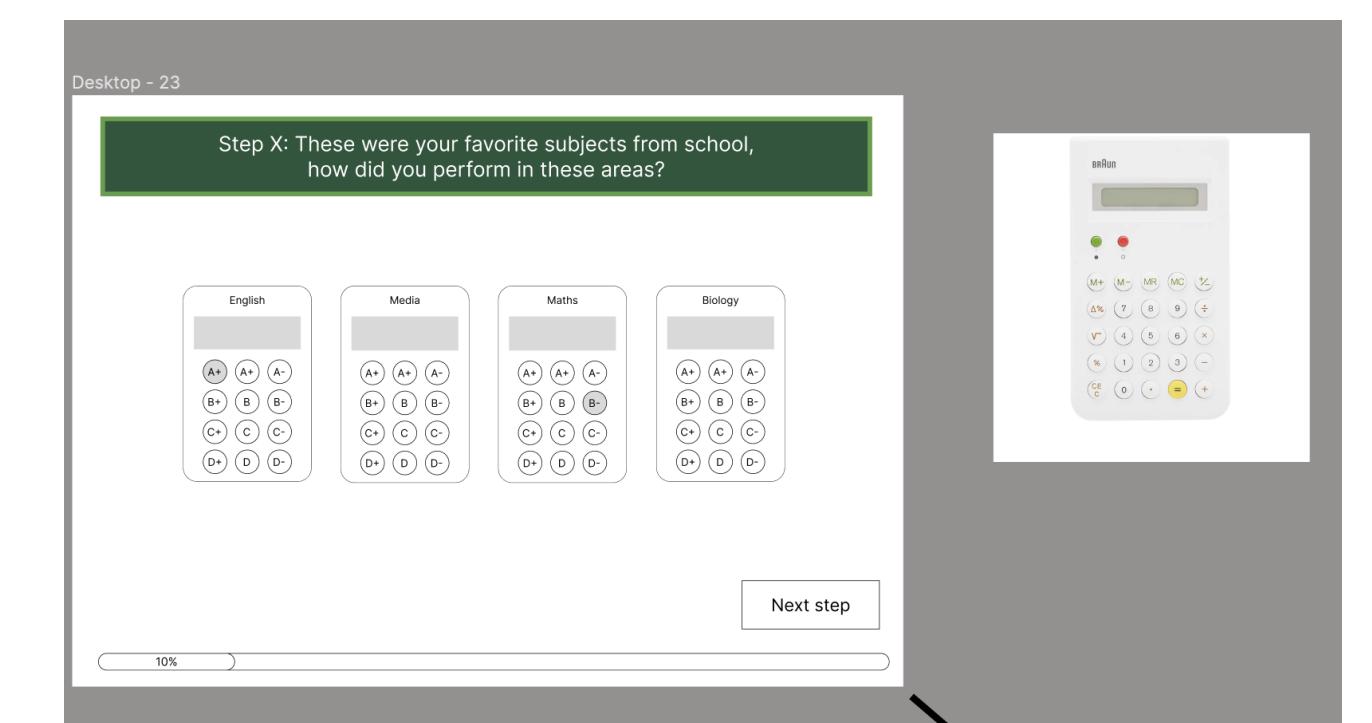
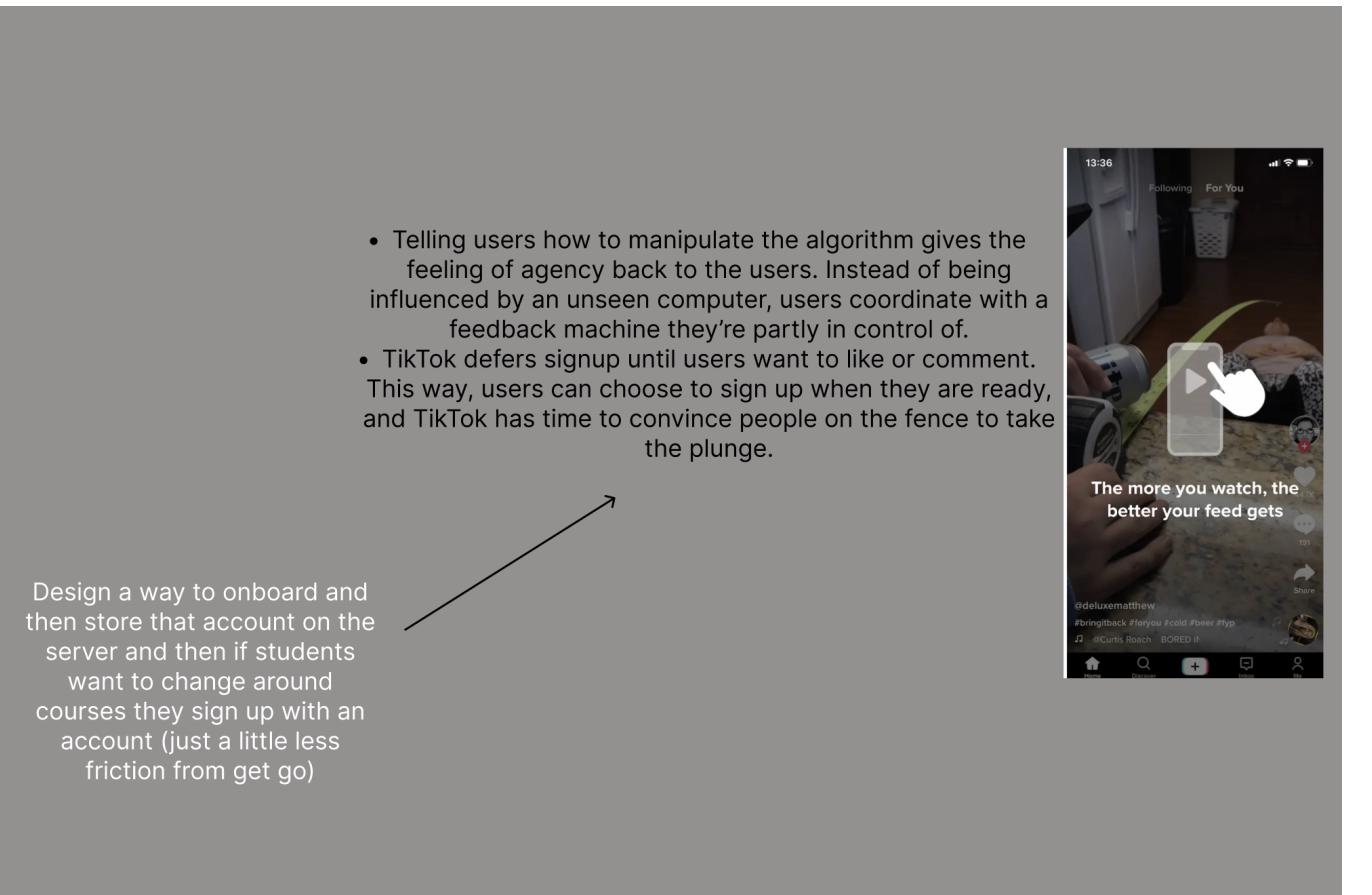
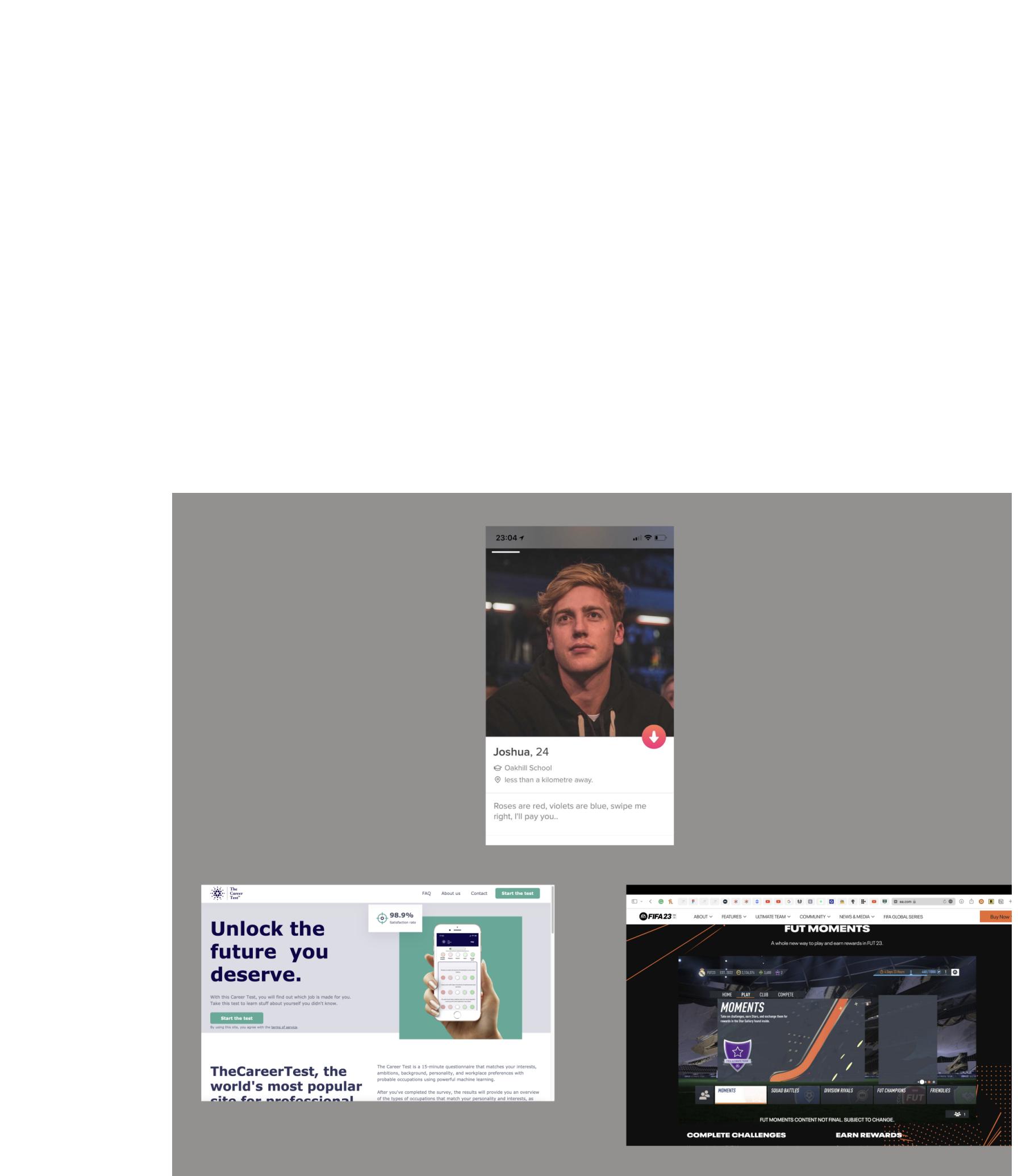


I think this should already be made simpler and more comprehensible for a future student by having the field emerge as a result of interests and internal values rather than the maybe this sounds ok?



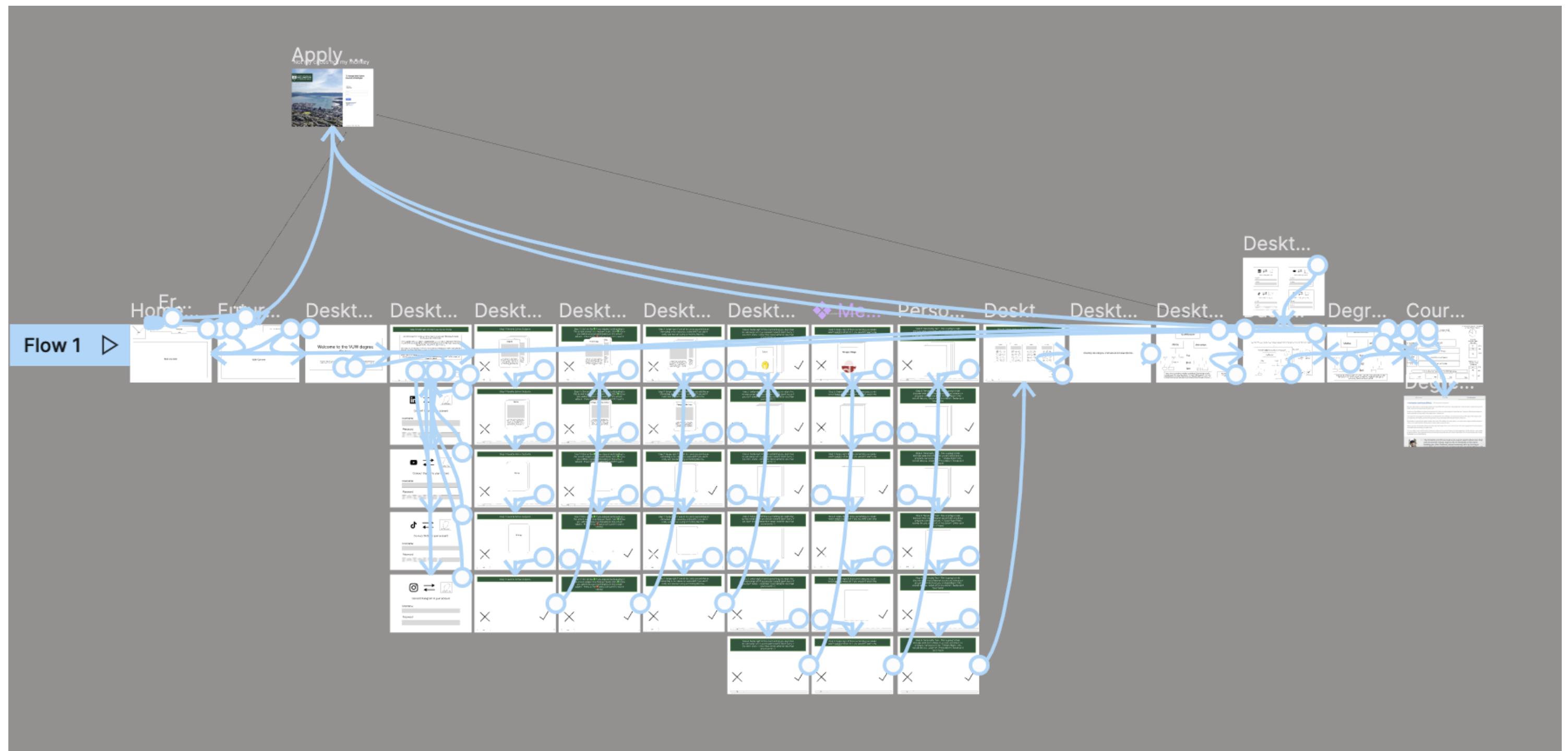
Simply to get to this menu required a massive amount of personal expedience and drive to navigate through pages and pages of links and it is only located at the bottom of the Design Innovation Page. This is one of the vital aspects I am trying to address through my course selection/discovery process, by streamlining the entire process into a logical and fun stream of information that caters the University to the student. (And I had to do this for every department which was one of the most painful and laborious process possible).

Visual Interactive Inspiration



- How Duolingo creates a good onboarding experience
- Users are prompted to choose a learning goal. Getting users to commit to a mission before even signing up has a huge impact on how likely the user will be to stick with the platform. That's because humans have an inherent completion bias or the desire to get things done.
- A progress bar helps set a user's expectations of the effort required to complete a lesson. As users watch their progress move along, they may feel more committed to driving it to completion. Progress bars take advantage of the goal gradient effect, which suggests that as people move closer to a goal, their efforts increase.
- By allowing its users to engage with the app gradually, the actual registration feels like a small step within a larger process instead of a frustrating obstacle on their path to achieving value.

Lofi Prototype



Sequencing the course process this way allows for a dynamic representation of information that aims to confirm and correlate interesting data points and not overwhelm them with the laborious and excessive offerings if they simply would never look for those. However the structure also considers the individual meaning that certain vector points that exist in the cluster of information behind the scenes is actively looking to associate itself with a student, leading to a situation where a very mathematically minded individual like Alejandro might find himself being offered courses in Design that spark his curiosity and creativity.

Final round of user testing

“I love this”

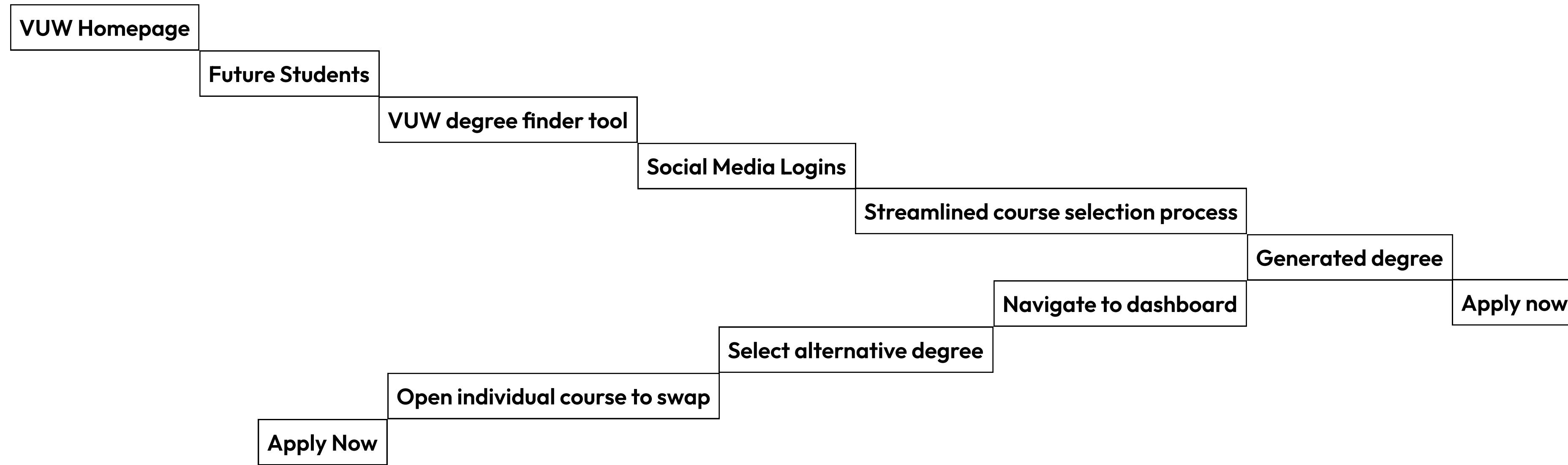
“Why is the Uni not already doing this?”

“I wish I had this when I was a year 13”

“This is one of the coolest things I’ve seen from a Uni website”

Final 4 users passing remarks

User Flow



Hifi Prototype

