

MyCourses Redesign

Madison Yocum - Fall 2017

The screenshot shows a clean, modern design with a light gray background. The top navigation bar includes the R.I.T logo, a search bar, and a user profile for Alyssa Evans. The main content area is organized into several sections:

- Tasks - Week 10**: Shows assignments like "Create a prototype and visual designs of MyCourses" (due 11:30am) and "Write a 500 words essay on the Modern Art Movement" (due 9:00pm).
- Courses**: Lists courses such as NMD: GUI, NMD: Motion Graphics, Mass Communications, and Principles of Marketing.
- Submissions**: Lists recent submissions including "Final: Marketing Campaign" and "Basics of Visual Design".
- News**: Provides updates like "Updated User Interface" (with a warning icon) and "Down for Maintenance".



**Creating a simple, collaborative and
task oriented platform to enhance the
user academic life.**

The core design direction of the MyCourses redesign.

Overview

What is MyCourses?

MyCourses is the current [web based platform and course management system](#) at the Rochester Institute of Technology, which it is used to organize course content, facilitate faculty and student interaction, and be a guide for a student during their academic years. Several features are available within MyCourses to promote these key features, but are lacking in an innovative and streamlined user experience.

Research

I conducted primary research from early September in the form of a Google Forms survey. Collecting **16 responses from varying students and professors in different majors** and year levels, each gave a unique perspective to their experience using the platform in their academic lives. Overall, it is concluded that users complained of the new redesign and it still did not solve their existing problems. Over 80% of students and faculty access the platform over 10x per week, relying on the software to view information from their classes.

Primary Findings

61%

use MyCourses for up to 30mins a day.

3 out of 7

primary features are used during a session.

Key features

used were the Course Content, Dropboxes, and Grades.

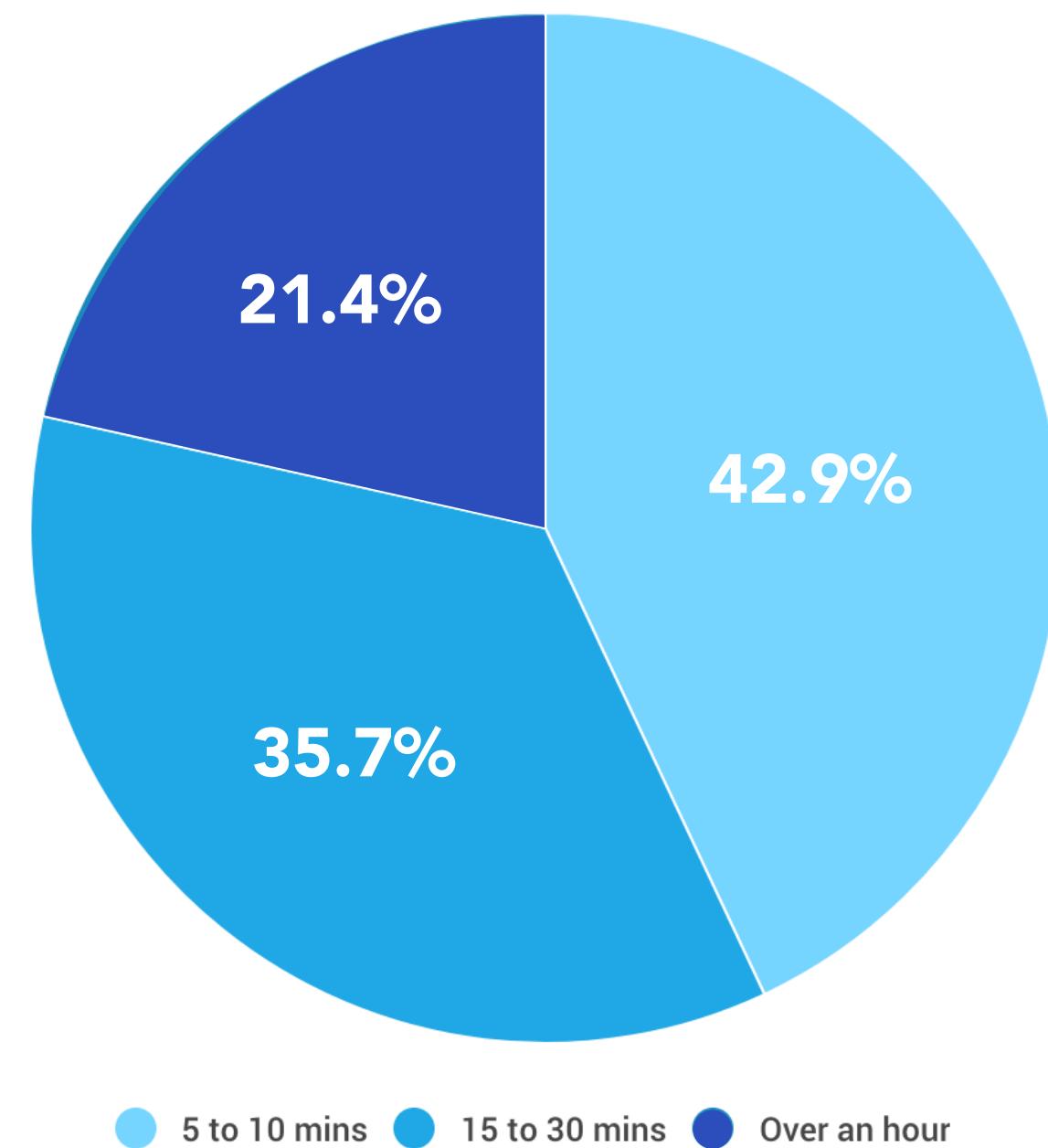
User expressed

assignments and course material wasn't streamlined.

Research

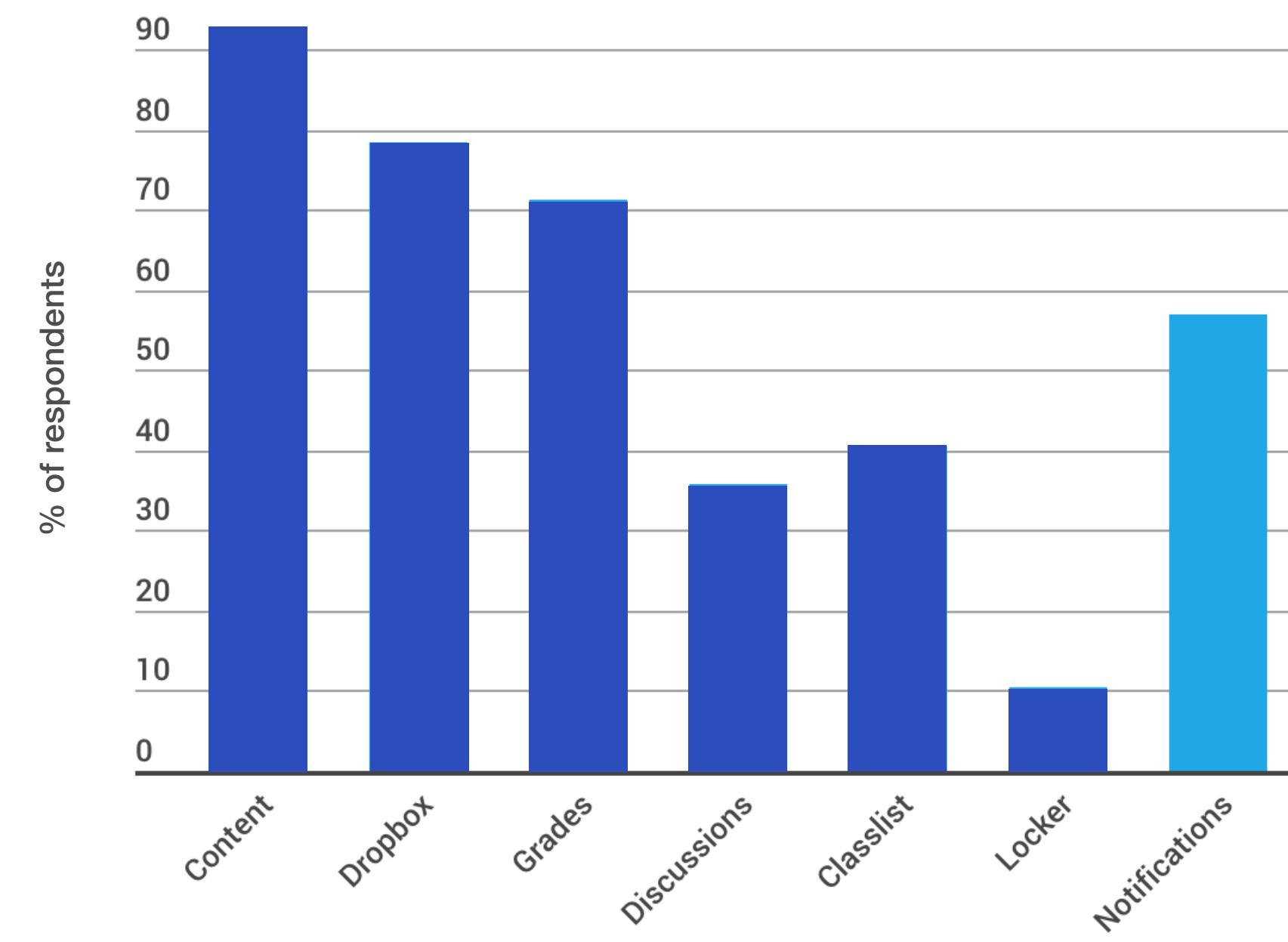
01 Wrong Type of Engagement

Users spend an **average rate of 5 to 30 minutes** on the platform to view content, but do not consistently use it for the right userflow.



02 Partial Feature Usage

Respondents only use **three out of the eight features** on a regular or daily basis to complete their work.



Research

03 Faculty Platform Organization

Professors using the platform require MyCourses, but don't **structure their content** or will use **outside software**.

“ How many of your classes require MyCourses? ”

Most professors don't either use MyCourses or use something else. Which is very, very frustrating. They expect student to check 10 different places! My webdesign uses Github and Slack, and GUI uses Dropbox, and Art History does not use anything.

04 Inconsistent Course Material

Content for user courses was inconsistent across the platform, and caused students to **miss deadlines and assignments**.

“ Have you missed an assignment deadline? ”

Yes, The calendar does not let me select just one class to see deadlines. While submitting times out very quickly, very slow.

Goals

01 Collaborative Platform

Create a collaborative platform based on communication between the professor and student by using MyCourses.

02 Simplified Experience

Cut down on the steps needed for a user to accomplish a certain goal, therefore establishing an efficient interface.

03 Faculty Engagement

Encourage faculty to use MyCourses as their only platform and keep their classes consistent through intuitive and customizable features.

04 Task Management

Improve the current information hierarchy and navigational experience, to promote task management of course content.

Solution

Design Direction

I conducted primary research from early September in the form of a Google Forms survey. Collecting **16 responses from varying students and professors in different majors** and year levels, each gave a unique perspective to their experience using the platform in their academic lives. Overall, it is concluded that users complained of the new redesign and it still did not solve their existing problems. Over 80% of students and faculty access the platform over 10x per week, relying on the software to view information from their classes.

The screenshot displays the Rochester Institute of Technology (RIT) MyCourses platform. At the top, there's a navigation bar with the RIT logo, a search bar, and user profile information for Alyssa Evans. Below the header, the main content area is divided into several sections:

- Tasks - Week 10**: Shows a list of assignments due today, such as "Create a prototype and visual designs of MyCourses" and "Final Group Draft: Marketing Campaign".
- Courses**: Lists courses for Fall 2017, including NMD: GUI, NMD: Motion Graphics, Mass Communications, Principles of Marketing, History of Graphic Design, and Immersion Course.
- Submissions**: A list of recent submissions by Alyssa Evans, including "Basic Design Document", "Final: Marketing Campaign", "Working As Women in Media", "The Rise of Modern Art", and "Yoga Flows for Runners".
- News**: A section with a single item: "Updated User Interface" dated May 3rd, 2017, stating that MyCourses will be updated on Wednesday, May 23, 2017 to a new user-interface and theme developed by D2L, the MyCourses vendor. It notes that no downtime is required or action is required.
- Help**: A section titled "Starfish" which links to the academic alert system, and "Technical Support" which links to the ITS Service Desk.

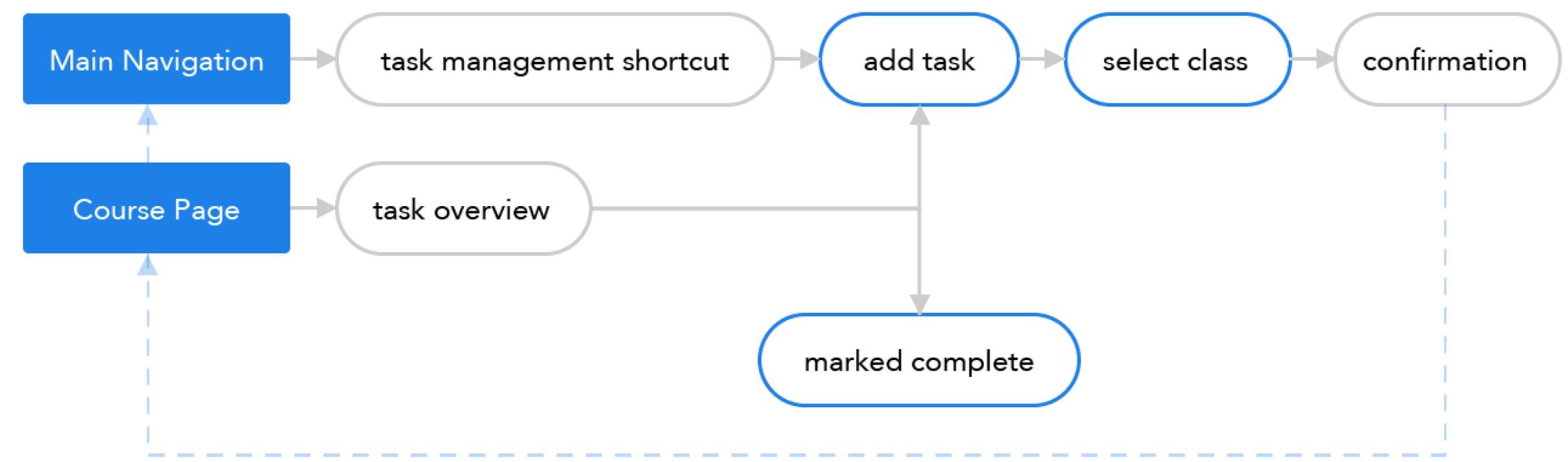
At the bottom of the page, there are links for Contact, Info, and Policies.

Solution

01

Creating a task management system.

Improve the current information hierarchy, navigational experience, and homepage to promote task management of course content. Each weeks students ask what is due or already keep their own task-lists through another source, if it was a key component of MyCourses students would not only use it more but also rely on the system promoting engagement.



Solution

01

Creating a task management system.

Homepage featuring the tasks based per week.

R·I·T

search courses and content

New Submission

Alyssa Evans

Tasks - Week 10

Assigned Personal

Add Task

Today

- Create a prototype and visual designs of MyCourses
NMDE GUI • Due at 11:30am • Assignment [+ Submit](#)
- Write a 500 words essay on the Modern Art Movement
History of Graphic Design • Due at 9:00pm • Discussion Victoria, Chase [Start](#)
- Final Group Draft: Marketing Campaign
Principles of Marketing • Due at 11:59pm • Assignment Alex, Kelly, Luke [Edit](#)

Upcoming

- Complete Mass Media Essay on Screen v. Books
Mass Communications • Due on May 7th at 11:59pm • Assignment [+ Submit](#)

Submissions

Last Edited

- Basic Design Document**
NMDE GUI • Edited 1 day ago
- Final: Marketing Campaign**
Principles of Marketing • Edited 3 days ago
- Working As Women in Media**
Mass Communications • Edited 5 days ago
- The Rise of Modern Art**
History of Graphic Design • Edited a week ago
- Yoga Flows for Runners**
Sunrise Yoga • Edited a week ago

Courses

Fall 2017

NMD: GUI 302.01 - Miguel Cordona NMD Course	1 Content	NMD: Motion Graphics 305.01 - Jason Arena NMD Course	No Updates
Mass Communications 302.01 - Rudy Pugliese Elective Course	No Updates	Principles of Marketing 230.02 - Sorim Chung Minor Course	3 Assignments 2 Discussions
History of Graphic Design 205.01 - Nancy Bernardo Immersion Course	3 Assignments 4 Content		

News

More Info

May 3rd, 2017

Updated User Interface MyCourses will be updated on Wednesday, May 23, 2017 to a new user-interface and theme developed by D2L, the MyCourses vendor. No downtime required or action required.

April 26th, 2017

Down for Maintenance A server failure was experienced between 4:25pm to 4:37pm.

Help

More Info

Starfish Faculty, undergraduate students, and advisors can access Starfish, RIT's academic alert system. Email starfish@rit.edu for help or faq.

Technical Support ITS Service Desk <http://www.rit.edu/its> Phone: 585-475-4357 In Person: Gannett 7B-1113 Academic Tech Support <http://www.rit.edu/tls/contact/> Phone: 585-475-2551

Rochester Institute of Technology

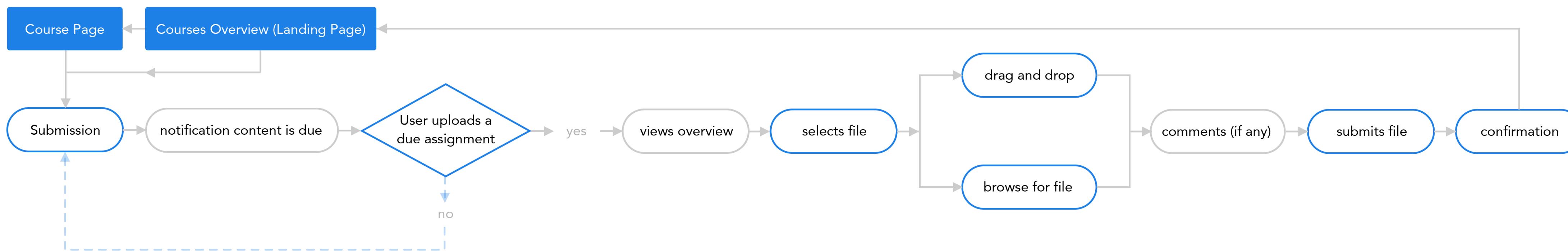
Contact Info Policies

Solution

02

Streamlining a user experience.

Cut down on the steps needed for a user to accomplish a certain goal, therefore establishing an efficient interface. I chose to focus on the Dropbox feature, **which I called Submissions as living document that closes once a deadline is passed** and the content within a course.



Solution

02

Streamlining a user experience.

Creating Submission with other collaborators.

The screenshot shows a digital platform for managing course submissions. On the left, a sidebar titled "Submissions" lists recent activity:

- In Progress:** Final: Marketing Campaign (Due May 6th at 11:59pm)
- Last Edited:** Basics of Visual Design (NMDE GUI, Edited 3 days ago)
- Working As Women in Media (Mass Communications, Edited 5 days ago)
- The Rise of Modern Art (History of Graphic Design, Edited a week ago)
- Yoga Flows for Runners (Sunrise Yoga, Edited a week ago)

At the bottom of the sidebar is a link to "+ New Submission".

The main content area is for the "Final: Marketing Campaign" submission. It includes:

- A header with the title "Final: Marketing Campaign" and a thumbnail of four users: Alex, Kelly, Luke, Alyssa.
- A message: "You're doing great, it's already Week 10".
- An input field placeholder: "Start typing your submission...".
- Action buttons: "Add Files", "Submit", and "Save".

At the bottom of the main content area, there are links to "Contact", "Info", and "Policies".

Solution

02

Streamlining a user experience.

Editing the Submission and creating content.

The screenshot shows a digital platform interface with a blue header bar. The header includes the R.I.T logo, a search bar with the placeholder "search courses and content", a "New Submission" button, a notification bell icon, and a user profile for Alyssa Evans.

The main area is divided into two sections:

- Submissions** (Left):
 - In Progress**: Final: Marketing Campaign (Due May 6th at 11:59pm)
 - Last Edited**: Basics of Visual Design (NMDE GUI • Edited 3 days ago), Working As Women in Media (Mass Communications • Edited 5 days ago), The Rise of Modern Art (History of Graphic Design • Edited a week ago), and Yoga Flows for Runners (Sunrise Yoga • Edited a week ago).
 - + New Submission**
- Final: Marketing Campaign** (Right):
 - Team members: + (4 icons) Alex, Kelly, Luke, Alyssa
 - Buttons: Add Files, Submit, Save
 - Message: You're doing great, it's already Week 10
 - Text input field: Start typing your submission...
 - Formatting toolbar: h1, h2, B, etc.

At the bottom of the page, there is a footer with links: Rochester Institute of Technology, Contact, Info, and Policies.

Solution

02

Streamlining a user experience.

A final Submission is created allowing users add files.

R·I·T

search courses and content

New Submission

Alyssa Evans

Submissions

In Progress

Final: Marketing Campaign
Due May 6th at 11:59pm

Last Edited

Basics of Visual Design
NMDE GUI • Edited 3 days ago

Working As Women in Media
Mass Communications • Edited 5 days ago

The Rise of Modern Art
History of Graphic Design • Edited a week ago

Yoga Flows for Runners
Sunrise Yoga • Edited a week ago

+ New Submission

Final: Marketing Campaign +  Alex, Kelly, Luke, Alyssa

group4_presentation.pdf

Add Files

Submit

Save

Final Marketing Campaign - WeCare Packaging

Mission Statement

"WeCare strives to provide students with the essentials they need to live and learn successfully at college during their four years."

Overview (Table of Contents)

Featured products include: snacks / non-perishable food items, toiletries, office supplies, and smaller electronics

Topics:

- Product Brief
- Objectives
- Target Group (Targeting Strategy)

Distribution Plan

Work with wholesalers to select the goods for the packages and use shipping businesses (Ex. FedEx / UPS) to get the boxes to consumers

Strategies:

- Work with wholesalers to select the goods for the packages and use shipping businesses
- Create partnerships with producers, wholesalers, and retailers
- Use 3PL agencies to handle the logistics of the financials, boxing, shipping, and delivering process

Solution

02

Streamlining a user experience.

After a user hits 'Add Files' a module shows with indication to upload a file.

The screenshot shows a digital platform interface. At the top, there's a header with the RIT logo, a search bar, and user navigation options like 'New Submission', a notification bell, and a user profile for 'Alyssa Evans'. Below the header, a sidebar titled 'Submissions' lists several items under 'In Progress': 'Final: Marketing Campaign' (due May 6th at 11:59pm), 'Basics of Visual Design' (NMDE GUI, edited 3 days ago), 'Working As Women in Media' (Mass Communications, edited 5 days ago), 'The Rise of Modern Art' (History of Graphic Design, edited a week ago), and 'Yoga Flows for Runners' (Sunrise Yoga, edited a week ago). A 'New Submission' button is also visible in the sidebar. On the right side, a detailed view of a submission titled 'Final: Marketing Campaign' is shown. This view includes a team section with four user icons and names (Alex, Kelly, Luke, Alyssa), a 'Add Files' button, and a large central modal window. The modal has a circular 'Upload' icon with an upward arrow, a 'Choose File' button, and a 'Drag files to upload or' placeholder. Below the modal, the submission details are expanded: 'Topics' include 'Product Brief', 'Objectives', and 'Target Group (Targeting Strategy)'; 'Distribution Plan' describes working with wholesalers and shipping businesses; and 'Strategies' list three bullet points about partnerships, 3PL agencies, and logistics. At the bottom of the page, there are links for 'Contact', 'Info', and 'Policies'.

Solution

02

Streamlining a user experience.

A confirmation screen is shown as a response to uploading a file.

R·I·T

search courses and content

New Submission

Alyssa Evans

Submissions

In Progress

Final: Marketing Campaign
Due May 6th at 11:59pm

Last Edited

Basics of Visual Design
NMDE GUI • Edited 3 days ago

Working As Women in Media
Mass Communications • Edited 5 days ago

The Rise of Modern Art
History of Graphic Design • Edited a week ago

Yoga Flows for Runners
Sunrise Yoga • Edited a week ago

+ New Submission

Final: Marketing Campaign + Alex, Kelly, Luke, Alyssa

Add Files

Submit Save

Packaging

Done!

Add more files

Topics:

- Product Brief
- Objectives
- Target Group (Targeting Strategy)

Distribution Plan

Work with wholesalers to select the goods for the packages and use shipping businesses (Ex. FedEx / UPS) to get the boxes to consumers

Strategies:

- Work with wholesalers to select the goods for the packages and use shipping businesses
- Create partnerships with producers, wholesalers, and retailers
- Use 3PL agencies to handle the logistics of the financials, boxing, shipping, and delivering process

Rochester Institute of Technology

Contact Info Policies

Solution

03

Collaboration and communication is key.

Create a collaborative platform based on communication between the professor and student, and also between students by using MyCourses. This is achieved through a highlighted commenting system and responses.



Solution

03

Collaboration and communication is key.

A highlighted area of content shows a corresponding comment to the left with a conversation.

The screenshot shows a learning management system interface for a course titled "Principles of Marketing" (230.02). The top navigation bar includes the R.I.T logo, a search bar, and user profile for Alyssa Evans. The main content area displays student submissions under three categories: "In Progress", "Submitted", and "View More". A specific submission titled "Final: Marketing Campaign" is highlighted, showing its due date (May 6th at 11:59pm) and edit options. The submission details page includes a mission statement, overview, topics, distribution plan, and strategies. A conversation sidebar on the right shows comments from students Luke Harrison and Alyssa Evans, with an input field for "Add your comment...".

Principles of Marketing 230.02

In Progress

Final: Marketing Campaign
Due May 6th at 11:59pm

Submitted

Marketing Campaign Draft 2
Submitted May 1st

Product Description
Submitted April 13th

Marketing Campaign Draft 1
Submitted April 9th

Basic of Business Management
Submitted March 23rd

View More

Final: Marketing Campaign + Alex, Kelly, Luke, Alyssa

Final Marketing Campaign - WeCare Packaging

Mission Statement
"WeCare strives to provide students with the essentials they need to live and learn successfully at college during their four years."

Overview (Table of Contents)
Featured products include: snacks / non-perishable food items, toiletries, office supplies, and smaller electronics

Topics:

- Product Brief
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Distribution Plan
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Strategies:

- Work with wholesalers to select the goods for the packages and use shipping businesses
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- Use 3PL agencies to handle the logistics of the financials, boxing, shipping, and delivering process

Luke Harrison Today, 8:45pm
I would add a target market and price distribution.

Alyssa Evans Today, 9:36pm
Add your comment... ☺

View More

Rochester Institute of Technology

Contact Info Policies

Solution

03

Collaboration and communication is key.

A user comment is highlighted and shown to the left with another collaborator responding.

The screenshot shows a university course management system interface. At the top, the RIT logo is visible, followed by a search bar and navigation links for Content, Calendar, ClassList, Groups, Submissions, Discussions, Quizzes, and Grades. The current page is 'Submissions' for the course 'Principles of Marketing' (230.02). The 'In Progress' section contains a submission titled 'Final: Marketing Campaign' due May 6th at 11:59pm. The 'Submitted' section lists 'Marketing Campaign Draft 2' (submitted May 1st), 'Product Description' (submitted April 13th), 'Marketing Campaign Draft 1' (submitted April 9th), and 'Basic of Business Management' (submitted March 23rd). A 'View More' link is at the bottom of this list. On the right, the 'Discussions' tab is selected, showing a thread titled 'Final: Marketing Campaign' with four participants: Alex, Kelly, Luke, and Alyssa. The first message from Alyssa Evans is highlighted with a blue background and white text: 'I would add a target market and price distribution.' Luke Harrison responds: 'That's a good idea, I will be sure to add it!'. The interface also includes a 'Week 12' dropdown and an 'Edit' button for the discussion post.

Principles of Marketing 230.02

In Progress

Final: Marketing Campaign Due May 6th at 11:59pm

Submitted

Marketing Campaign Draft 2 Submitted May 1st

Product Description Submitted April 13th

Marketing Campaign Draft 1 Submitted April 9th

Basic of Business Management Submitted March 23rd

View More

Content Calendar ClassList Groups Submissions 2 Discussions Quizzes Grades Week 12

New Submission Alyssa Evans

Final: Marketing Campaign + Alyssa Evans, Alex, Kelly, Luke, Alyssa Edit

Final Marketing Campaign - WeCare Packaging

Mission Statement
"WeCare strives to provide students with the essentials they need to live and learn successfully at college during their four years."

Overview (Table of Contents)
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I would add a target market and price distribution.

Alyssa Evans Today, 9:36pm
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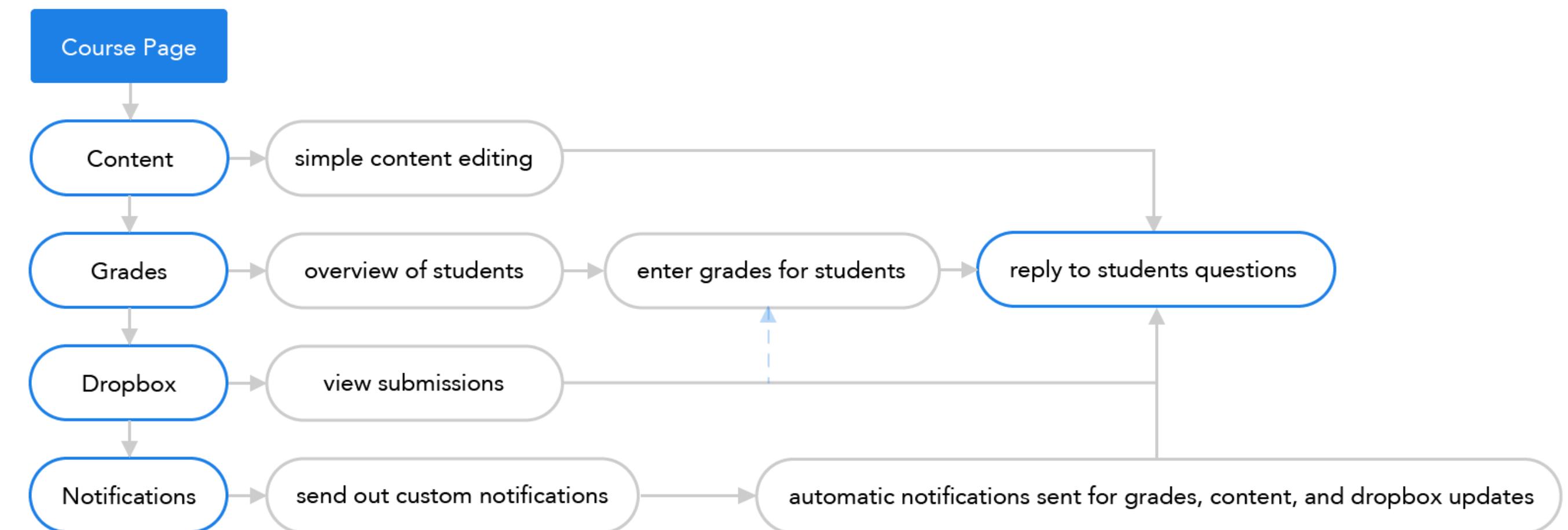
Rochester Institute of Technology Contact Info Policies

Solution

04

Increasing professor content and engagement.

Encourage faculty to use MyCourses as their only platform and keep their classes consistent through intuitive and customizable features, by doing this it allows MyCourses to be the only platform used by professors in most use cases. Each course is given the same navigational treatment and distribution of course content.



Solution

04

Increasing professor content and engagement.

Content area for each course a user is taking showing a navigational bar, news, downloads, and tasks for that week within the academic calendar.

The screenshot shows a course management system interface for the 'Principles of Marketing' course (230.02). The top navigation bar includes the RIT logo, a search bar, and links for 'New Submission', 'Bell', and 'Alyssa Evans'. The main content area is divided into several sections:

- Content**: A navigation bar with links to 'Calendar', 'ClassList', 'Groups', 'Submissions' (1), 'Discussions' (2), 'Quizzes', and 'Grades'. A 'Week 12' dropdown is also present.
- News**: A section containing a news item from May 4th, 2017, about final marketing presentations being moved to the week before class. It also includes a reminder to submit final marketing campaigns and a note about attaching links to submissions.
- Downloads**: A section listing files such as 'Lecture on Price Points & Target Markets' and 'Worksheet for Group Assessment'.
- Tasks**: A section showing tasks for today and upcoming assignments. The 'Final Group Draft: Marketing Campaign' task is marked as completed (checked) and assigned to Alex, Kelly, and Luke. The 'SWOT Analysis on current trends' task is listed as upcoming.

At the bottom, the footer includes the Rochester Institute of Technology logo and links for 'Contact', 'Info', and 'Policies'.

Solution

04

Increasing professor content and engagement.

Notifications showing the recent interactions within MyCourses, and materials or comments a professor may add to their courses.

The screenshot displays the RIT MyCourses interface for the course "Principles of Marketing" (230.02). The top navigation bar includes the RIT logo, a search bar, and user profile information for Alyssa Evans. The main content area shows course sections like Overview, Syllabus, Group Project, Exam Reviews, Weekly Challenges (with a notification count of 2), and Article Sources. The "Content" tab is selected, revealing the "News" section which contains a post from May 4th, 2017, about the final marketing presentation being moved to the week before finals. It also features a reminder to submit the final marketing campaign by May 1st, 2017, with a note about attaching a link to the submission. The "Tasks" section shows two assignments: "Final Group Draft: Marketing Campaign" (due 11:59pm) and "SWOT Analysis on current trends" (due May 8th at 11:59pm). The right sidebar, titled "Today", lists recent interactions: a comment from Luke on a post, a new assignment created for the course, a graded assignment received, and content added to another course. A notification for Chase commenting on a post in "Why Marketing Matters" is also shown. At the bottom, there are links for Contact, Info, and Policies.

R.I.T

search courses and content

New Submission

Alyssa Evans

Principles of Marketing 230.02

Content Calendar ClassList Groups 1 Submissions 2 Discussions Quiz

Overview

Syllabus

Group Project

Exam Reviews

Weekly Challenges 2

Article Sources

News

May 4th, 2017

Final Marketing Presentation

During finals week our final presentations will not take place, and will be moved to the week before during class. Be ready to present in class and receive peer feedback from students.

May 1st, 2017

Remember to Submit your final marketing campaign

As apart of your final coursework, remember to create a submission and hand in your Final Marketing Campaign with your group and hand in a PDF and hard copy.

I attached a link to the final submission within your tasks.

Tasks

Today

Final Group Draft: Marketing Campaign
Principles of Marketing • Due at 11:59pm • Assignment

SWOT Analysis on current trends
Principles of Marketing • Due on May 8th at 11:59pm • Assignment

October 4th

Chase commented on your post in Why Marketing Matters

Alex, Kelly, Luke

+ Submit

+ Submit

Rochester Institute of Technology

Contact Info Policies

Today

Luke commented on Final: Marketing Campaign an hour ago

I would add a target market and price distribution.
[view](#) [delete](#)

An assignment was created for Principles of Marketing in Week 10

Your graded assignment SWOT Analysis received a 96%

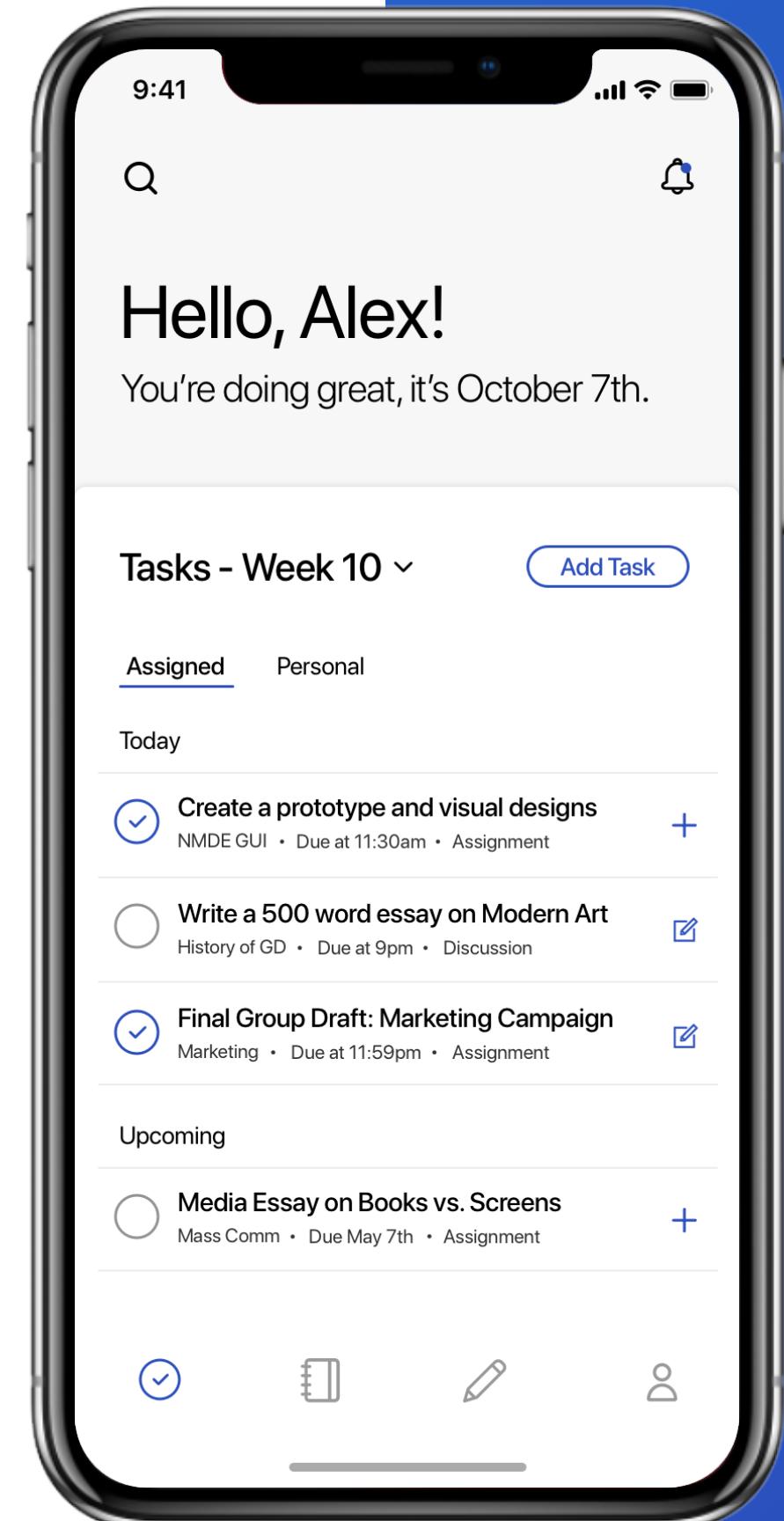
Content was added to Mass Communications in Week 6

Article: The Collection of Mass Media
A medium of communication (such as newspapers, radio, or television) that is designed to reach the mass of the people—usually used in plural...
[view](#) [delete](#)

Mobile Interaction

Design Direction

MyCourses is currently not made for a mobile device, and I wanted to expand on what it was as a product and service. I decided to create an app for MyCourses on the Iphone X and IOS, following the design grid present and common user patterns. I chose to focus on a flow where a user receives a notification for a comment on a Submission page and replies back.

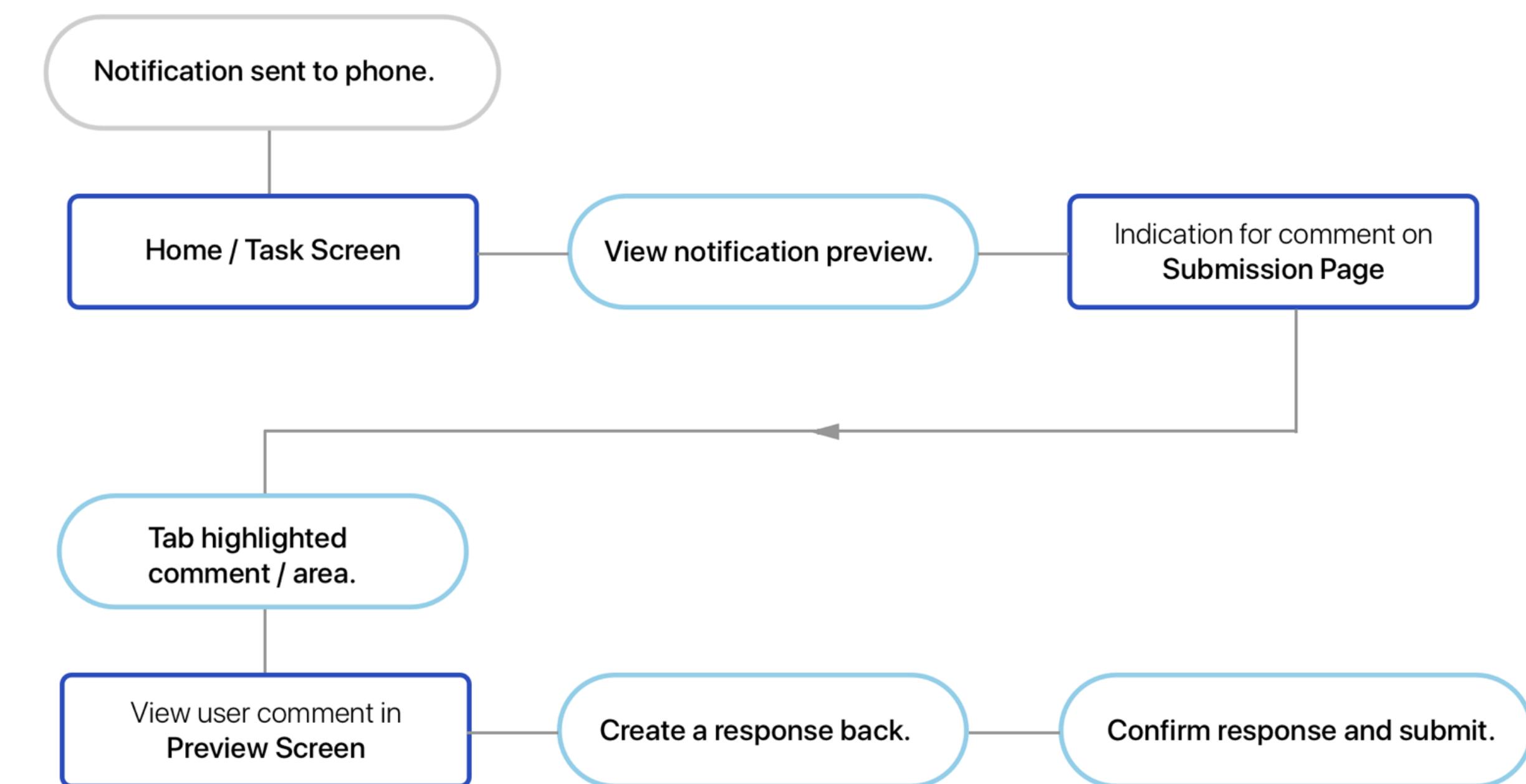


Mobile Interaction

01

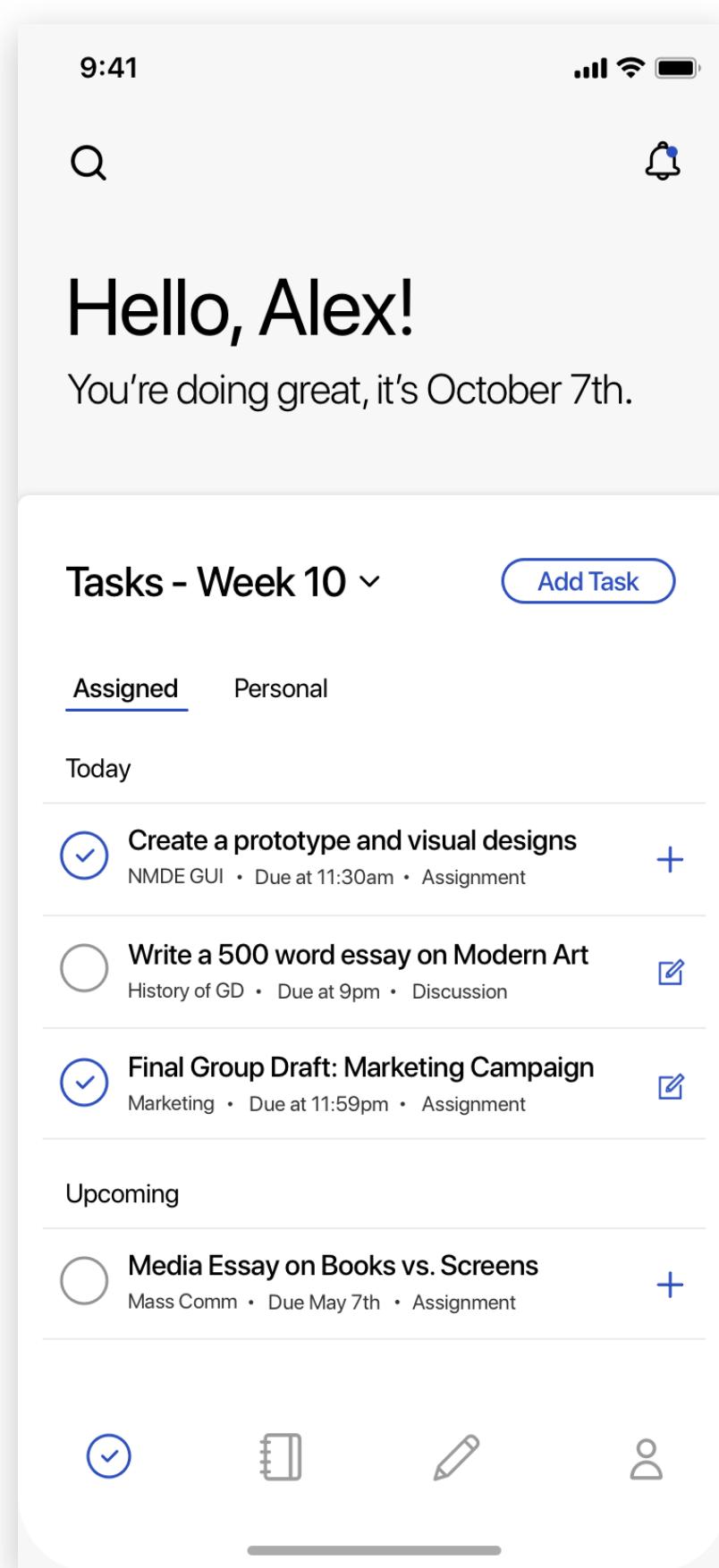
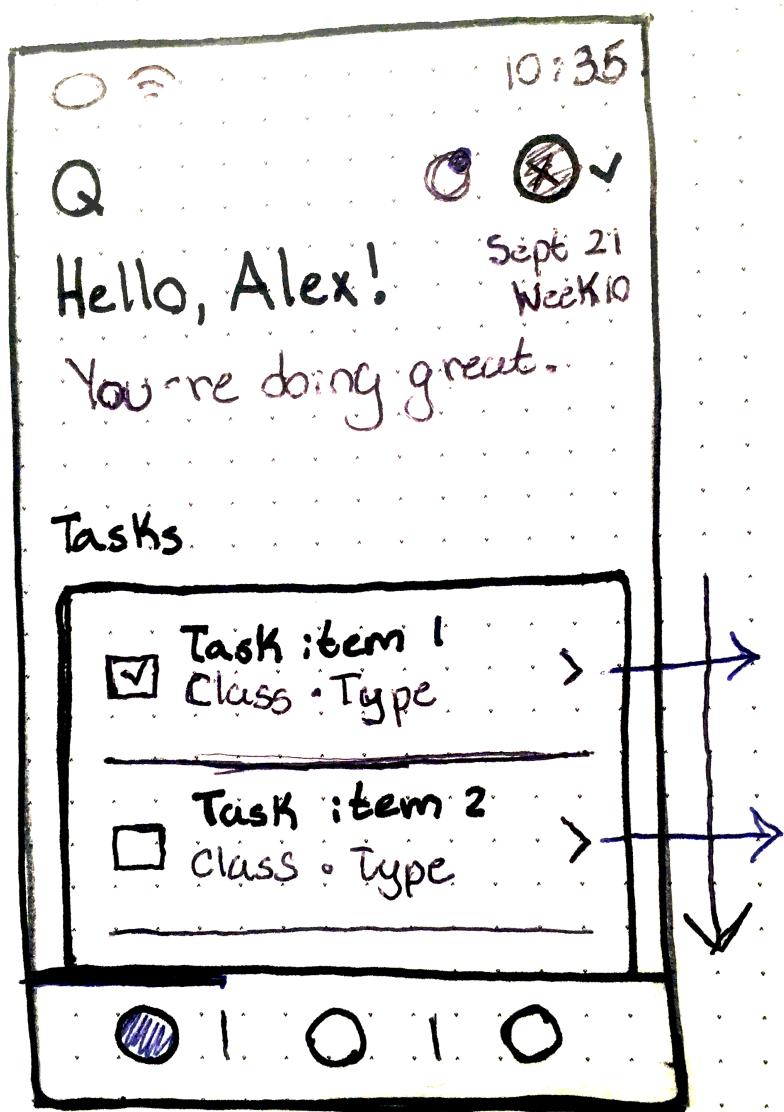
Receiving a notification and viewing the conversation.

A push notification is sent to a user showing that a comment was received on their latest Submission they created and are able to view this within Notifications and respond to the comment.

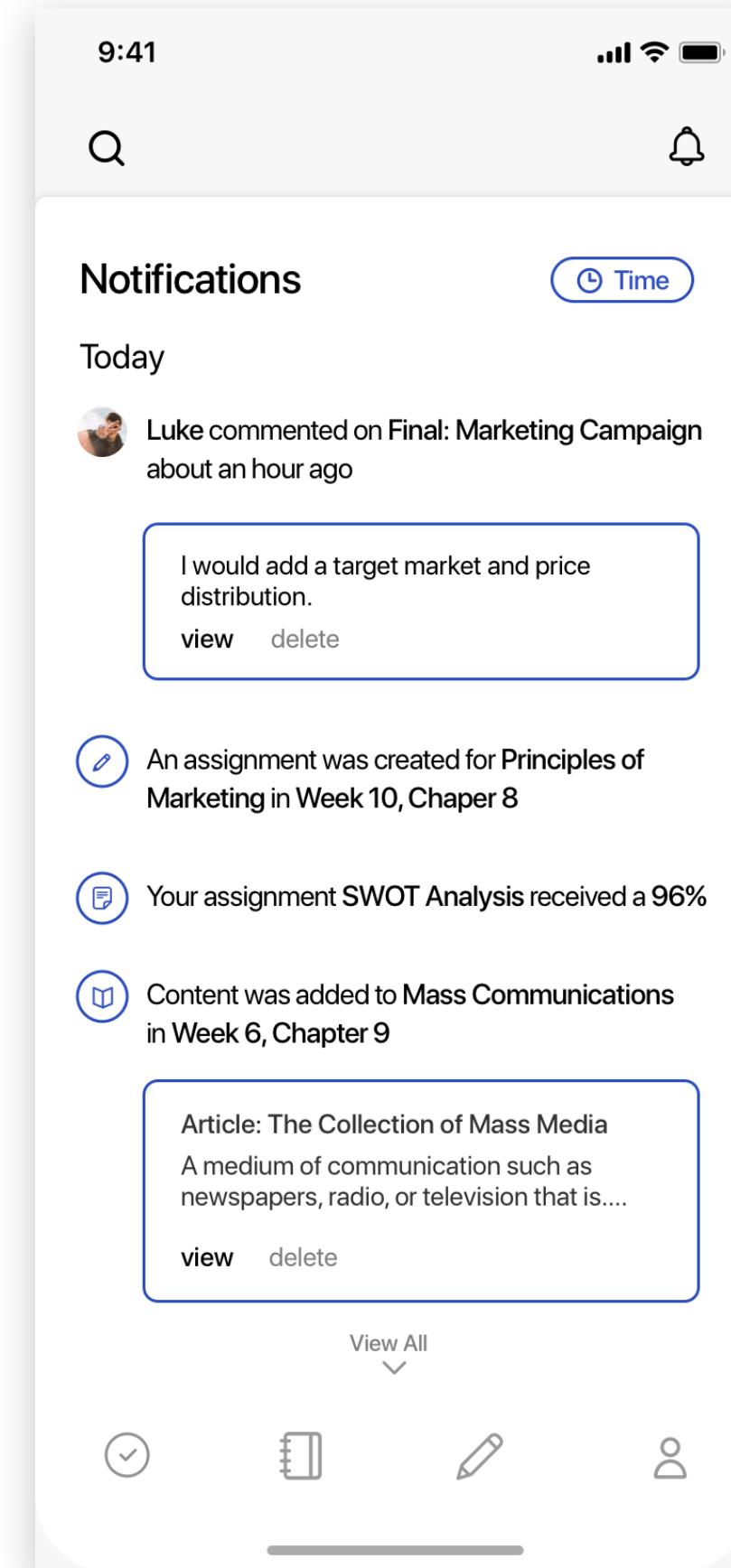


Mobile Interaction

1 Homepage / Tasklist



2 View Notification

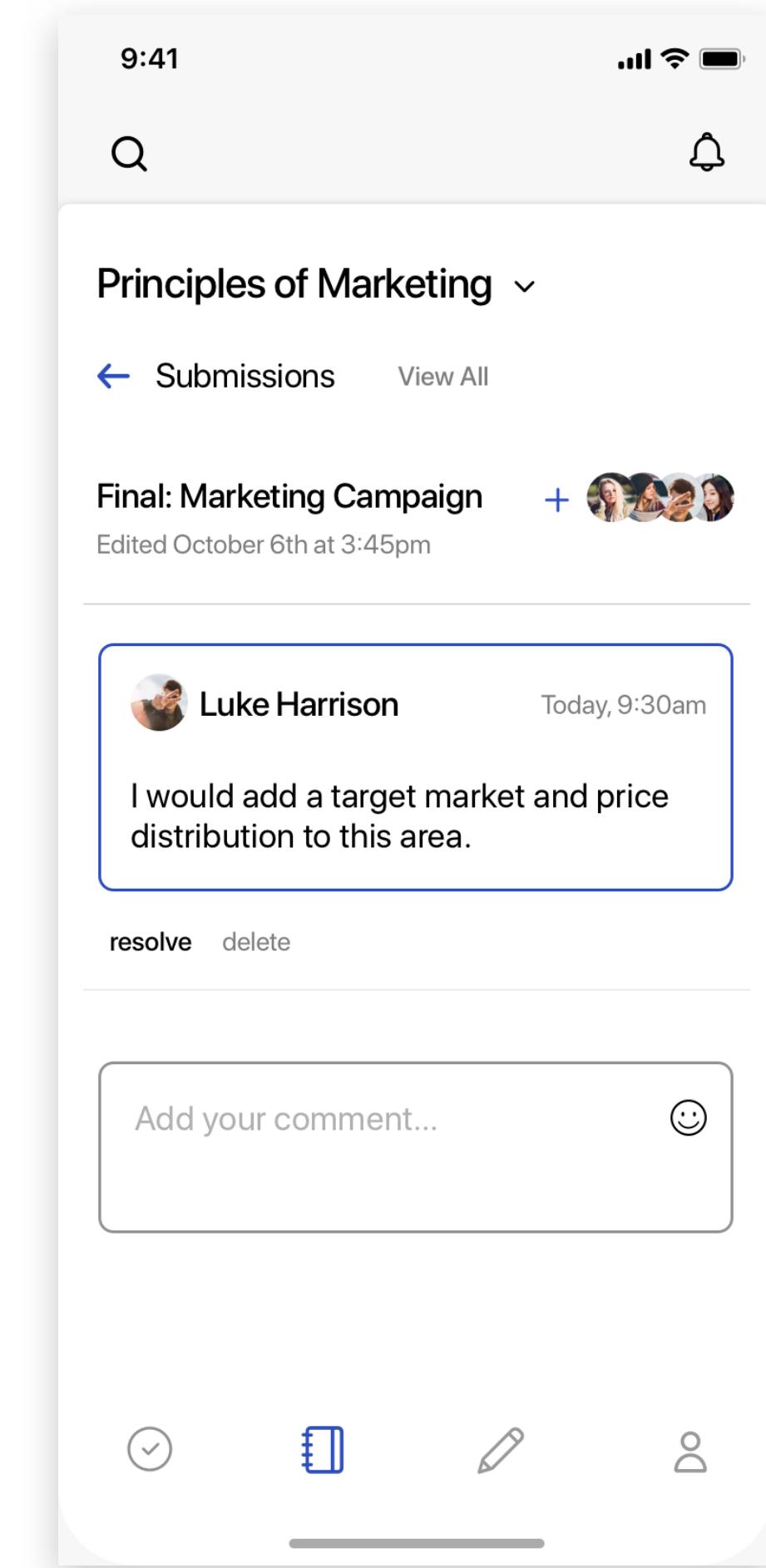
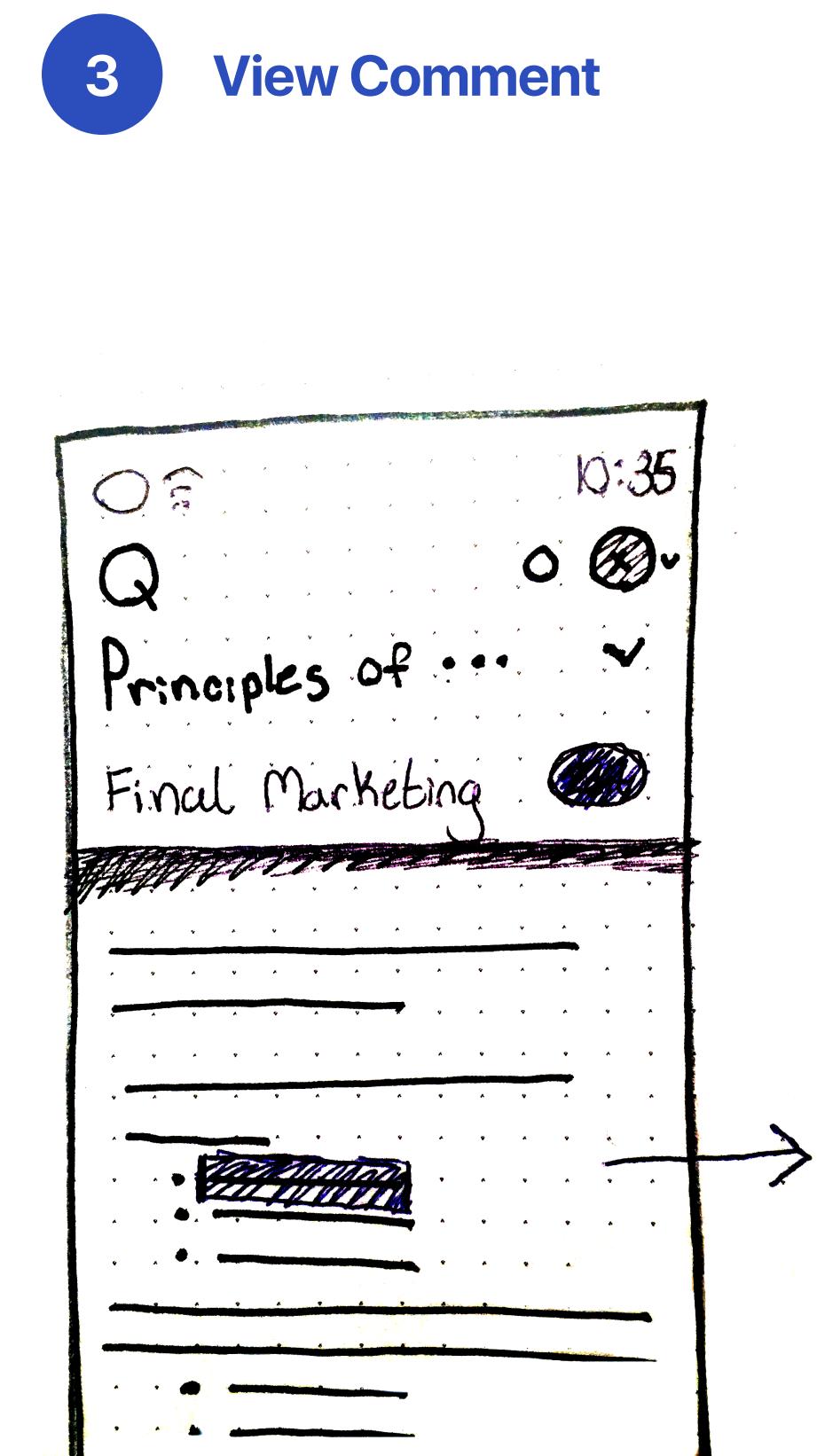


Mobile Interaction

02

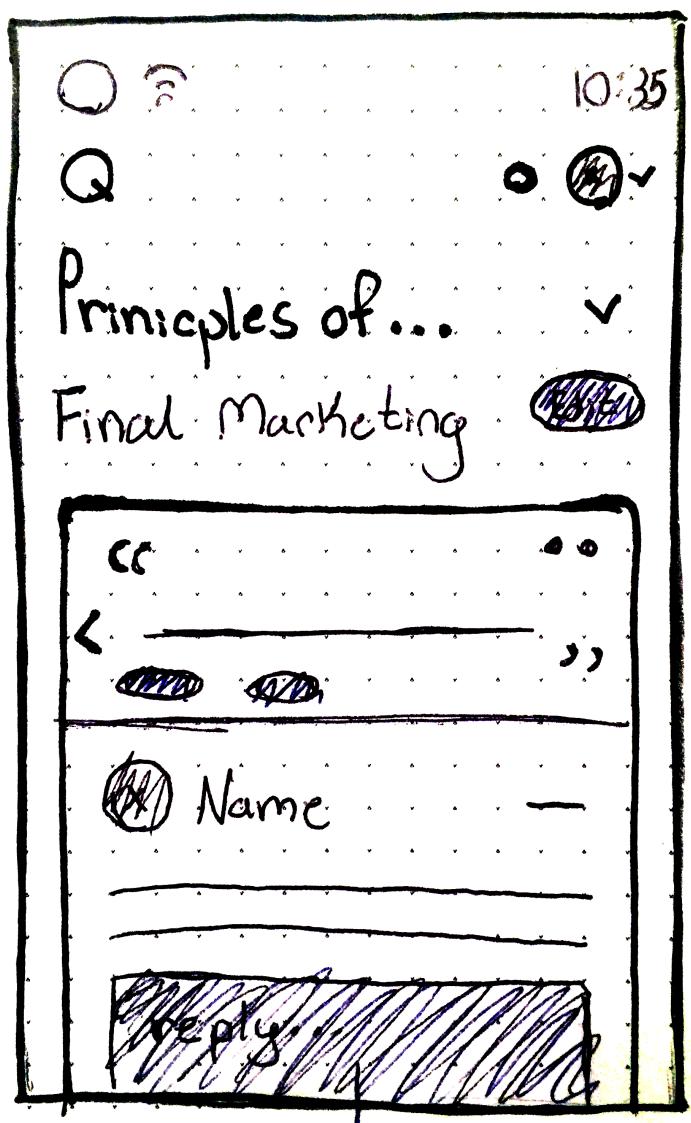
Replying to a comment within a Submission.

A highlighted area indicates a comment is said about certain content within the Submission, a user taps the highlighted area and sees the conversation. Upon viewing the comment, they are able to reply or resolve the comment from their mobile device.

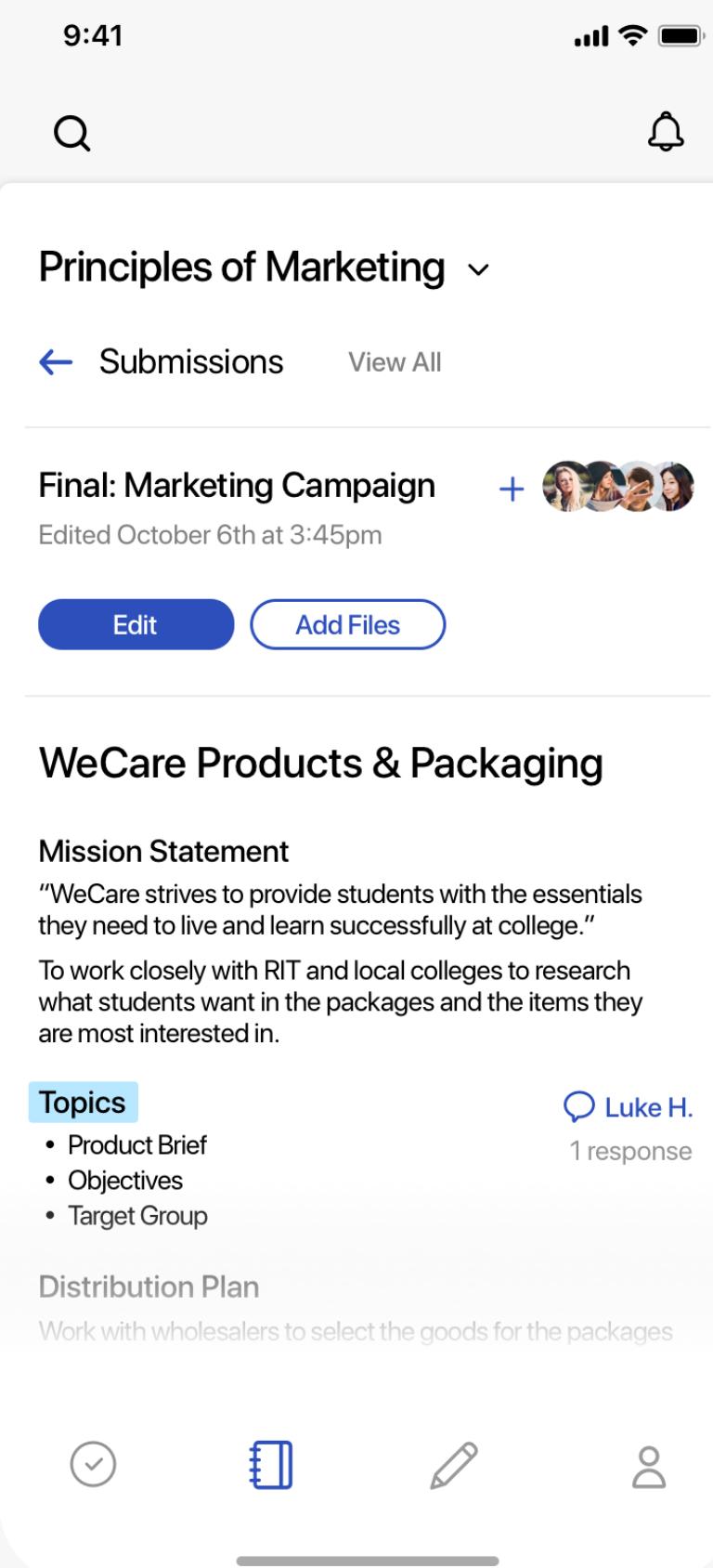


Mobile Interaction

4 Reply to Comment



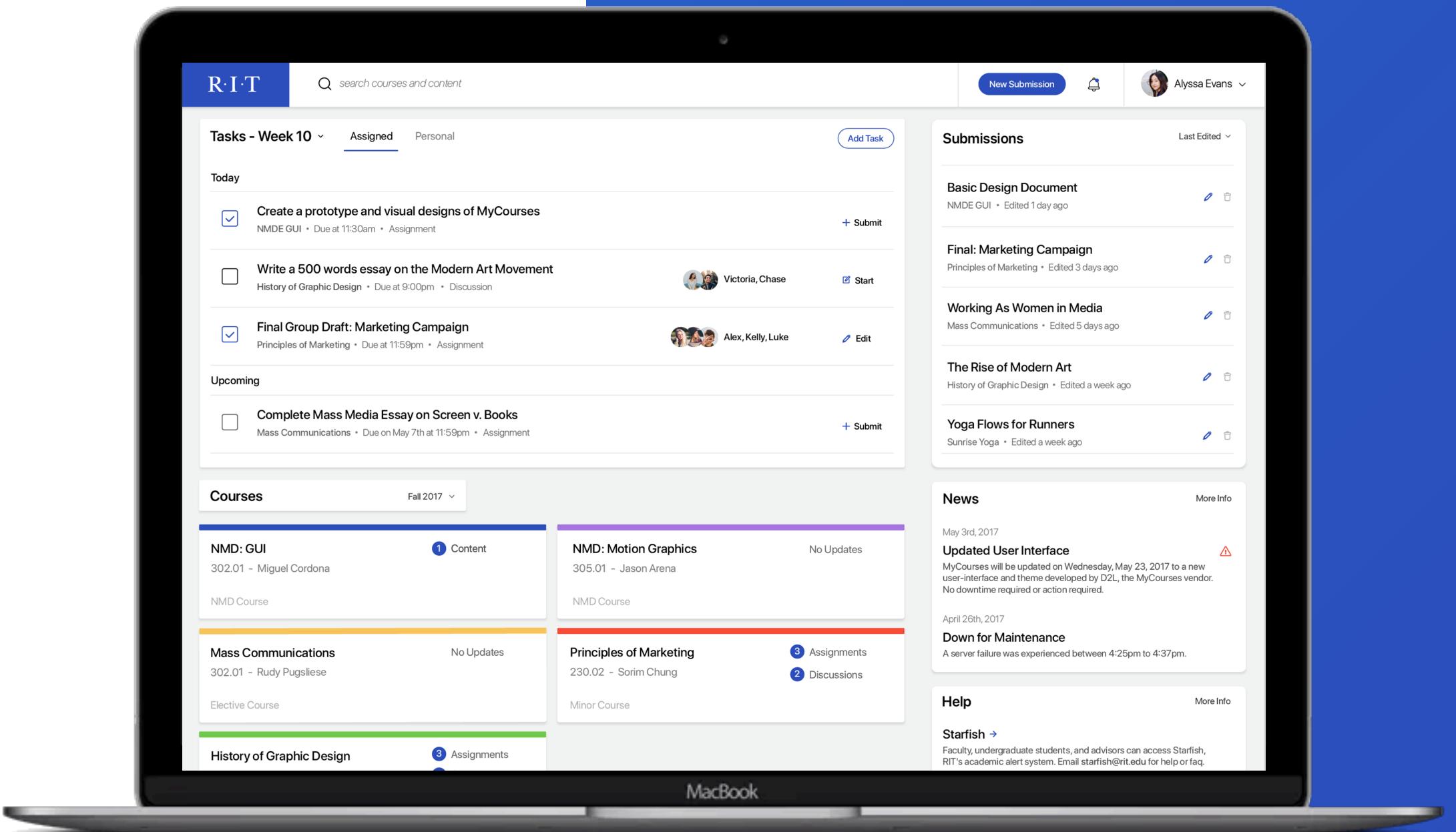
5 Response Indicated



Takeaways

"The fundamental role of design is problem solving for a user."

MyCourses was a project and design I wanted to push to the best of my abilities and grow as a interaction and experience designer. I plan to iterate on the concepts and focus on other user problems to solve within the redesign, and grow the project to a full product and business related casestudy focusing on the mobile possibilites.



Thank You.

Madison Yocum - Fall 2017