Davinci Redesign
Elyssa Iacobello

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Overview of DaVinci's Academic Evaluation Report System

DaVinci is a website for students, teachers and other faculty of Massachusetts College of Art and Design. Students use a portal mainly for their academics, classes and registration. The site is being researched because there have been many complaints of poor design and function from students and faculty alike.

Research Findings

After interviewing three people, the problems with the Academic Evaluation were clear. Visually the colors are unpleasant and it does not look like a website for an art and design school. Technically there is not enough white space, poor hierarchy, confusing visual language and little to no navigation.

Group Research

This part of the research involved the group gathering information and creating a power point presentation of our findings. Because we had very different schedules and places of dwelling we all picked different methods and people. We interviewed three people: One who has never used the site, one who is a non-graphic design major, and one who is apart of our group. Each user felt that there much needed improvement visually. But not all wanted major technical changes.

IDEO Methods

Each of these methods were used on all three people. Some worked better than others depending on the method and the person. The hardest method was the fly on the wall one, because one of the users needed guidance.

Error Analysis
Extreme User Interview
Fly on The Wall
Activity/ Behavioral Analysis

User Interviews

Group Member Interview

Moriah Rodriguez | Graphic Design Major

Overall Moriah felt she could navigate to the Academic Profile alright; this was in part because she is experienced in using the site.

Technically

Moriah felt there were hierarchy issues as well as spacial issues. She felt the hierarchy was begrudging to happen but had to be pushed further in order to be clear. Space wise, she felt everything was too close together.

Visually

Moriah felt the overall site was visually displeasing. She also felt it was bad for scanning, as many of the colors mashed together. The visual language was confusing for her and this made her frustrated.

"I step over it because I don't understand it."

Non Massart Person Interview

Robert Morales | UMass: Psychology Major | 21

Overall Robert felt he could get to where he was going but at times was not sure what he was looking at. Everything felt too tight and hurt his eyes; he felt like he had to concentrate hard.

Technically

Robert was able to navigate and use the site alright. Though agreed it could be updated to be easier.

Visually

Visually Robert found that the site was visually displeasing and did not belong to a design school. The visual language confused him and felt that much of it was redundant.

"It looks so...outdated."

Non GD Student Interview

Miranda Sass | Illustration | 19

Overall Miranda felt alot of elements were repetative and confusing. She was unsure of what a lot of elements meant and had trouble telling the difference between different items. She felt that the site did not function visually well at all and only barley functioned technically.

Technically

She understood how to get to things that she needed but, there were plenty of items she did not understand the function. One of her biggest problems was the way her previous courses had filtered through MassArt and was unsure of what had counted and had not.

Visually

The site felt visually displeasing once again. It felt very lacking in hierarchy and proper visual language for her. Miranda often glanced over important information because of this.

"The information feels like it's being repeated."

Your Strategy for Fixing the System: Web

I plan to tackle the four main issue I have been seeing the users I tested complain about. The **first** being it does not only not look like an art and design school website, but does not look like it belongs to MassArt. The **second** improvement is fixing the lack of navigation. The **third** is the lack of hierarchy and good visual language visually and technically. And the **fourth** improvement needed is the much needed white space.

The ways I plan to fix the first issue is by implementing MassArt colors and a more modern look. I would prefer to use the MassArt orange and blue approved colors as well as white. The buttons, click able links, even the typographic elements could be worked on.

The second issue, I would like to solve by adding a better navigational system. This will allow users to not only be able to tell where they are, but get to specific pages or parts of a page. I would also like to add in a search bar so users can search for specific elements.

Third oissue I would like to make type larger, bolder and more obvious. I would alike to get rid of the repetitive elements. As well as change the unclear visual language that bothered the users, as well as myself.

Final issue I would like to make type larger, bolder and more obvious. I would alike to get rid of the repetitive elements. As well as change the unclear visual language that bothered the users, as well as myself.

Highlighted Issues For Reference

da vinci
the online advising solution
for Massachusetts College of Art and Design

LOG OUT | MAIN MENU | CONTACT US

The daVinci username is lower-case; please be aware that mobile devices may "auto-correct" the username causing a login error.

main menu

Students

Employees

Welcome Elyssa!

Please click on the "Contact Us" tab in the upper right hand corner for registration information and daVinci "How To" guides.

What's My Password?

LOG OUT | MAIN MENU | CONTACT US

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LOG OUT | MAIN MENU | STUDENTS MENU | CONTACT US

CURRENT STUDENTS - STUDENTS MENU

Welcome Elyssa!

The following links may display confidential information.

Re-organise page

User Account
I'm New to WebAdvisor
What's my User ID?
What's my password
Change Password
Address Verification

Communication
E-mail My Advisor(s)

Registration
Search for Sections
Register for Sections
Do I have any Active Restrictions?

Academic Planning
Program Evaluation

Academic Profile
Transcript
Program Evaluation
My Class Schedule
My profile

Financial Information
View My 1098-T Forms

Trash this page

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LOG OUT | MAIN MENU | STUDENTS MENU | HELP | CONTACT US

CURRENT STUDENTS

Welcome Elyssa!

Program Evaluation

You may select either an active program or a ""What if"" program.

* = Required

Choose One   Active Programs
   ○   BFA-DE-GD Bachelor of Fine Arts in Graphic Design

What if I changed my program of study?

What work do you want to include? *   Registered/Preregistered ▼

SUBMIT

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LOG OUT   MAIN MENU   STUD

CURRENT STUDENTS

Mass. College of Art
Academic Evaluation
Report Date: 11/03/16

Student: Elyssa F. Iacobello (0538022)

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

This degree audit shows progress towards your bachelors
degree. It shows credits transferred or completed as well as

Space out this whole page

Program Summary: (In Progress)

	Required	Current Earned	Current Remaining	Anticipated Additional	Anticipated Remaining
Institutional Credits:	60.00	57.00	3.00	24.00	0.00
Institutional GPA:			Met		
Overall Credits:	120.00	57.00	63.00	24.00	39.00
Overall GPA:			Met		

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

B: JUNIOR YEAR (Pending completion of unfinished activity)
Take 4 major courses:)

Credits Earned: 12

TAKE CDGD-340 GRAPHIC DESIGN II: MAKING MEANING (Pending completion of unfinished activity)

Course	Title	Needed	Term	Grade	Credits	Notes
1. CDGD-340	GD II:Making Meaning		16/FA		3	*IP

TAKE CDGD-342 INFORMATION ARCHITECTURE (Pending completion of unfinished activity)

1. CDGD-342	Information Architecture I		16/FA		3	*IP

TAKE CDGD-341 TYPOGRAPHY III (Pending completion of unfinished activity)

1. CDGD-341	Typography III		17/SP		3	*PR

TAKE CDGD-322 INFORMATION ARCHITECTURE II (Pending completion of unfinished activity)

1. CDGD-322	Information Architecture II		17/SP		3	*PR

C: SENIOR YEAR (Not started)
Take 4 major courses:)

Notes:

*IP	In Progress
*PR	Preregistered - The course has not yet started

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OK