# Davinci Redesign Elyssa lacobello

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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.

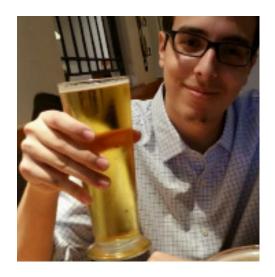
#### **Technically**

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.

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#### **Highlighted Issues For Reference**

