

## Overview

Da Vinci is a web advisor for all MassArt students and faculty for program enrollment information. Students use Da Vinci for all academics enrollment purposes such as searching for classes, registering courses, looking at program evaluation, checking on credits, and transcripts; while faculties use it to look at class attendance list and student information. However, as the most important academic resource interface for nearly 2,000(?) students, there are many serious technical issues and in clarity in its design interface. First, the software design is very outdated, poorly designed and non-user friendly which slow down the navigation process. Second, the poorly design hierarchy did not help categorizing the information but made it more difficult to read. Therefore we performing a research in the program to identify all the existing disadvantages in order to redesign a new, user-friendly and clear designed interface for this software.

## Research Findings

### Group Findings:

As a group, we analyzed the two more important aspect of Da Vinci, the course searching portion and the program evaluation section based on the IDEO principles. We each tested on the other two group members individually on one section. The IDEO principles I tested on were Ask: Word-Concept Association, Learn: Activity Analysis, Look: Behavioral Mapping, Try: Be Your Customer.

#### 1) Ask: Word-Concept Association

Group member 1 described associate the experience with strained, “zip-zay-gy”, “disorganized” and Group member 2 associate it with stressful, overcomplicated, unnecessary, and basic.

#### 2) Learn: Activity Analysis

Group Member 1: “I Know how to use all the things, control and filter in the layout, (but) I focus way too hard to find where things are even though I know how to use it, all the classes are organized by code which is confusing.”.

Group Member 2: “Being stressful because of all these bar and sections (I have) to fill information in, if you don’t put in the right thing you can’t move forward, it didn’t highlight which part is the problem.”

## Search for Sections

No classes meeting the search criteria have been found.

\*Please be advised: BFA students can only register for "DAY" school courses online. BFA students must wait until the Add/Drop period to register for "CE" (Continuing Education) courses. The course type is indicated in the PURPOSE column below.\*

Please enter at least 3 fields in Search for Sections

Term

Starting On/After Date  Ending By Date

| Subjects                                                           | Course Levels                           | Course Number        | Section              |
|--------------------------------------------------------------------|-----------------------------------------|----------------------|----------------------|
| <input type="text" value="Social Science (LASS)"/>                 | <input type="text" value="Third Year"/> | <input type="text"/> | <input type="text"/> |
| <input type="text" value="Literature, Writing, Film Crit (LALW)"/> | <input type="text" value="Third Year"/> | <input type="text"/> | <input type="text"/> |
| <input type="text"/>                                               | <input type="text"/>                    | <input type="text"/> | <input type="text"/> |
| <input type="text"/>                                               | <input type="text"/>                    | <input type="text"/> | <input type="text"/> |
| <input type="text"/>                                               | <input type="text"/>                    | <input type="text"/> | <input type="text"/> |

Sections Meeting After  Sections Ending Before

### 3) Look: Behavioral Mapping

Group Member 1 has to get a lot more focus than usual and double check on the information a lot more to make sure the action was correct. Group Member 2 began to space out a little once he started to be confused with the web page, turn unfocused, and started to believe that he is wasting time.

### 4) Try: Be Your Customer

Both Group Member 1 and Group member 2 was given a specific instruction to search for classes on the course search page. One was able to look for the classes she was told after staying really focused while the other couldn't find the information after a few tryouts.

## Individual User Findings

User 1: Dora Wang is a junior Illustration student in MassArt. She is usually a very patient person with good tolerance and her computer skills are good.

### 1) Ask: Word-Concept Association - "Frustrated and Annoyed"

2) Learn: Activity Analysis

“Reading the list for classes is giving me a headache because the words are too tight together, it is very hard to ready them unless i look very closely to the screen.”

| Course Name and Title                                           | Status | Meeting Information                                                                              | Creds | CEUs | Pass Aud | Start Date |
|-----------------------------------------------------------------|--------|--------------------------------------------------------------------------------------------------|-------|------|----------|------------|
| <a href="#">CDGD-414-01 (33574) Advertising Design</a>          | New    | 01/23/2017-05/15/2017 Hybrid Studio Critique Monday 06:00PM - 10:00PM, Tower Building, Room 605  | 3.00  |      |          | 01/16/17   |
| <a href="#">CDGD-341-03 (33588) Typography III</a>              | New    | 01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 08:00AM - 01:00PM, Tower Building, Room 613 | 3.00  |      |          | 01/16/17   |
| <a href="#">CDGD-322-02 (33596) Information Architecture II</a> | New    | 01/24/2017-05/09/2017 Hybrid Studio Critique Tuesday 01:30PM - 06:30PM, Tower Building, Room 306 | 3.00  |      |          | 01/16/17   |

3) Look: Behavioral Mapping - Have to stay calm to not get angry

4) Try: Be Your Customer

“Looking for classes but I was too confused with the information given even though i am very familiar with the website.”

User 2: John is a video production assistant at a community interactive center in Brookline. He is a very humorous person. He had never used a web advisor or web interface to register classes or look for academic information before when he was in college.

1) Ask: Word-Concept Association - “Angry and Painful”

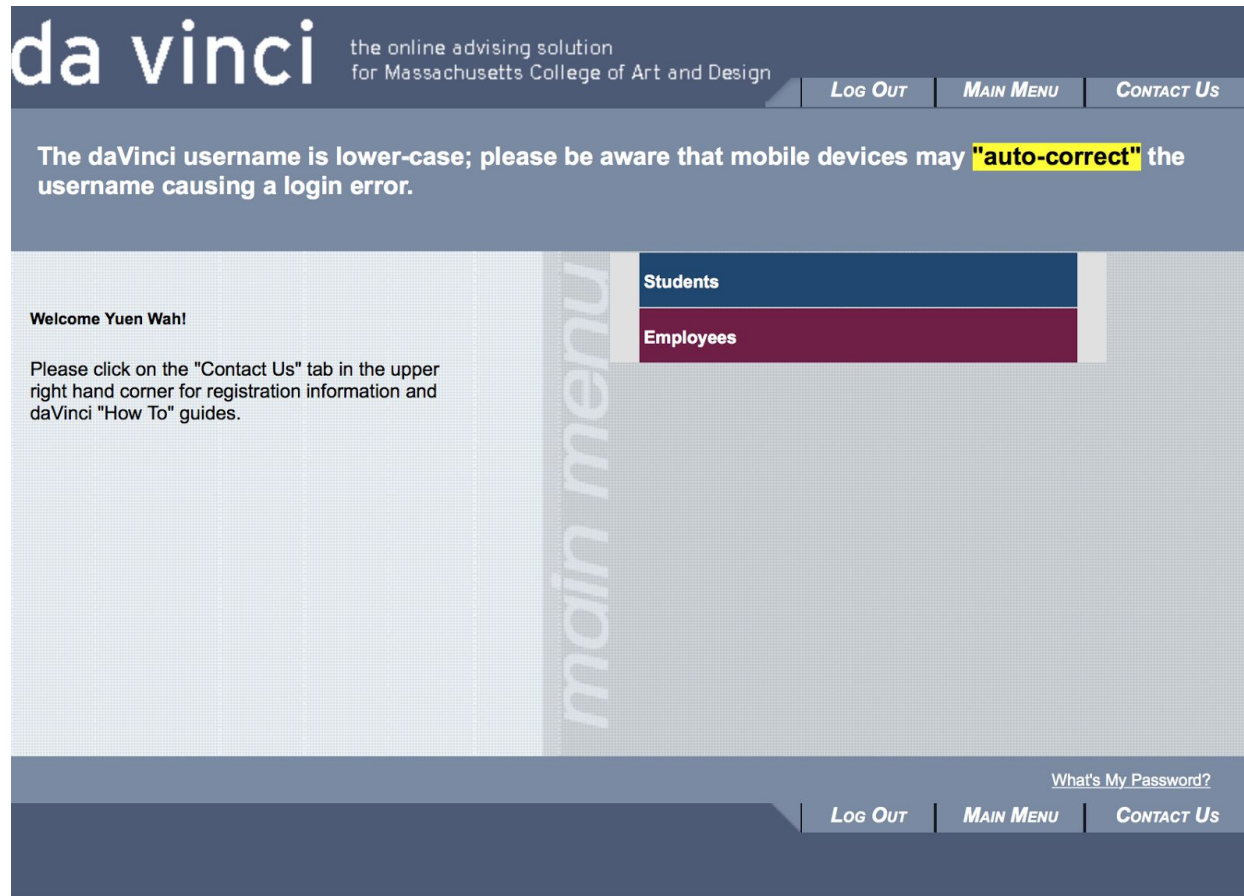
2) Learn: Activity Analysis

“I am supposed to try to look for classes on this website but I am clueless without having someone instructing me.”

3) Look: Behavioral Mapping - Turn impatient by constantly tapping his fingers on the table and sweat out loud for a bit

4) Try: Be Your Customer

“It was the worst part of my day looking at this awful website. It is very confusing to read. It took some time for me to realize how to navigate it..”



## Strategy for Fixing the System

- 1) Color System: Using the MassArt brand color to color code different section for clear categories and also to link the software more with the school itself
- 2) Clear Navigation Bar: A clear and accessible navigation bar on the side so that one does not have to constantly go back to the previous menu page to navigate other pages
- 3) Typography Hierarchy: Redesign all the hierarchy layout of the crucial information page to read the information easier
- 4) Platform: Web and Phone, the majority of the students use web to access the software but even though they also want to access it on the phone because the phone is always around, it was way too difficult to navigate on the phone
- 5) Searching: A main problem with the searching tool was the user does not know which information causes the error since the software does not identify it so the new search tool not only will identify the error but also has a straightforward canceling button to deselect that piece of information to continue the search, without having to return to the previous page and start the entire process over again.