
FYAC Redesign

Team 2ish

Strategy

- Problems:

The site is not getting a lot of traffic

UVU has a 60% drop off rate

Students are not scheduling appointments with their advisors

- Needs:

Have an interface for students to easily schedule appointments with the correct advisors, remove holds on their account, and find resources to make decisions on their educational career

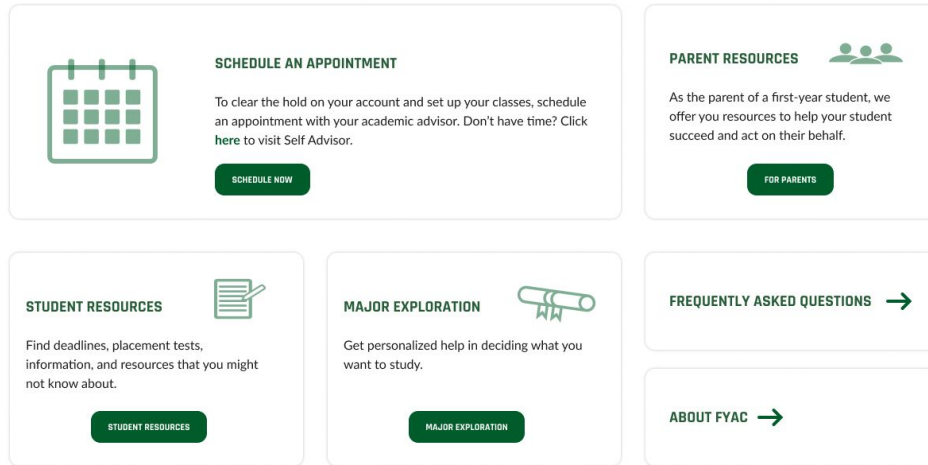
Design Principles

We followed a series of design principles that would best help users engage and have success on the website.

- Fitt's Law
- Hick's Law
- Aesthetic-Usability Effect
- Occam's Razor
- Chunking

Fitt's Law

The distance and size of the object determines the time it will take for the user to interact with the ob

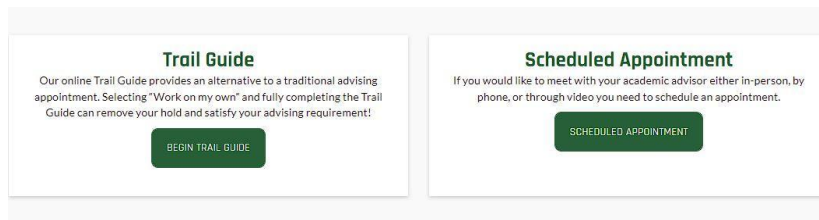


Hierarchy shows the "Schedule an Appointment" page larger and more prominent than other options.

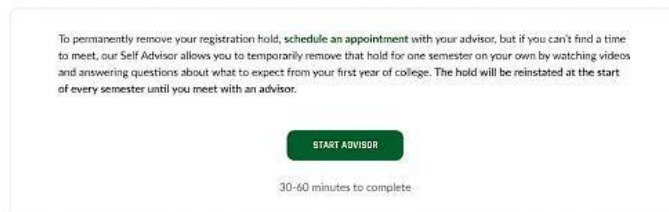
Hick's Law

The more choices a person is presented with, the longer the person will take to reach a decision.

- The Trail Guide presents two equal options that may take the user extra time to consider than one
- This redesign eliminates the redundancy and streamlines the process



Original Page

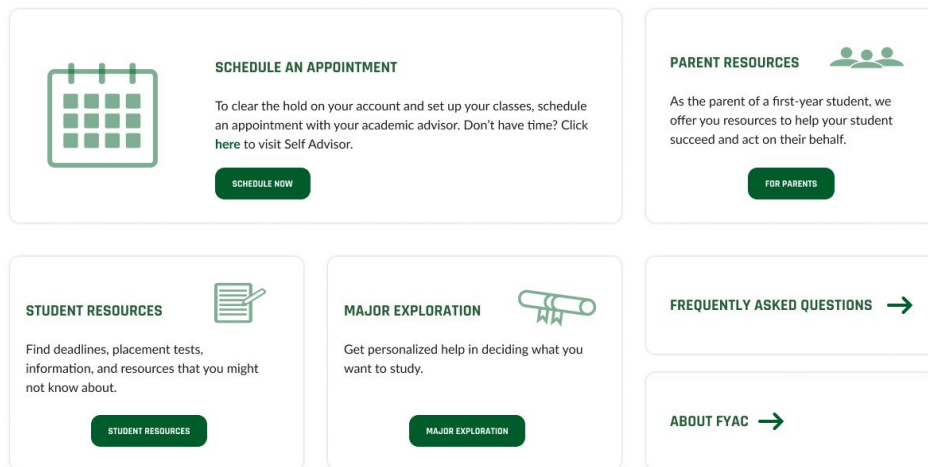


New Page

Chunking

Group information into familiar, manageable units, or “chunks” to make it easily processed and

- UI is easily organized, creating good first impressions.
- Leaves users feeling satisfied from finding what they were looking for.

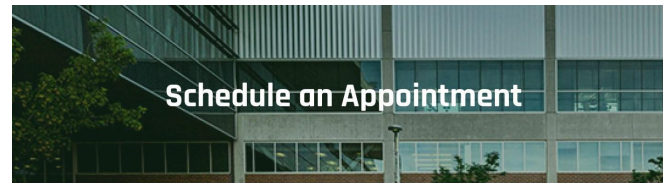


Occam's Razor

“Entities should not be multiplied beyond necessity.”

In other words, “The simplest path is often the best one.”

Streamlining the scheduling process made it much easier for users to set up a meeting with their academic advisor. Student's can have their holds removed within minutes of getting an email or text from UVU.



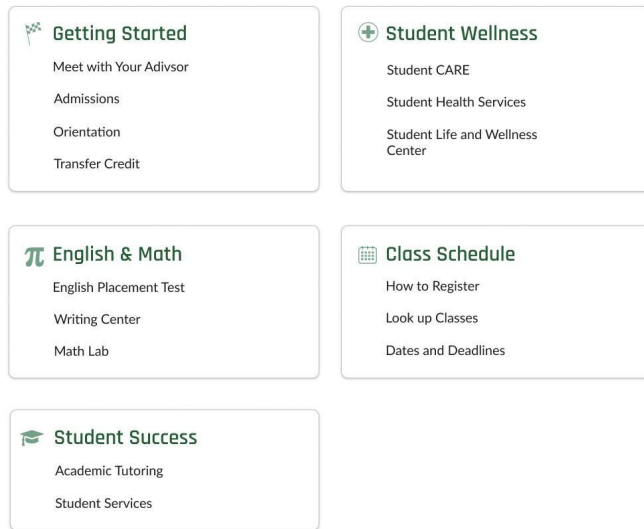
Use your myUVU login to view your advisor's availability.

A screenshot of the UVU Login Service form. The form is dark gray with white text and input fields. It includes fields for UV ID (with the value 10929876) and Password (with masked characters). There are links for "UV ID Lookup", "Forgot Your Password", and "Get Additional Technical Support". A "LOGIN" button is at the bottom.

Aesthetic-Usability Effect

*People perceive
aesthetically pleasing
designs as more
intuitive than strictly
utilitarian ones*

Design elements work together to create
a clean, usable aesthetic



Brandon

Primary



Personal Background

- 18 years old
- Just graduated high school
- First-year student

Behaviors

- Not one to take initiative
- Relies on academic advisors
- Overwhelmed by new things

Needs

- Clear UI
- Step-based resources
- Easy path to make an appoi

Karen

Secondary



Personal Background

- 45 years old
- Parent of a first-year student
- Mother of 5

Behaviors

- Not very tech-savvy
- Wants to help her kid
- Short on time

Needs

- Intuitive UI
- Fast hold-removal
- Online alternatives

Scope

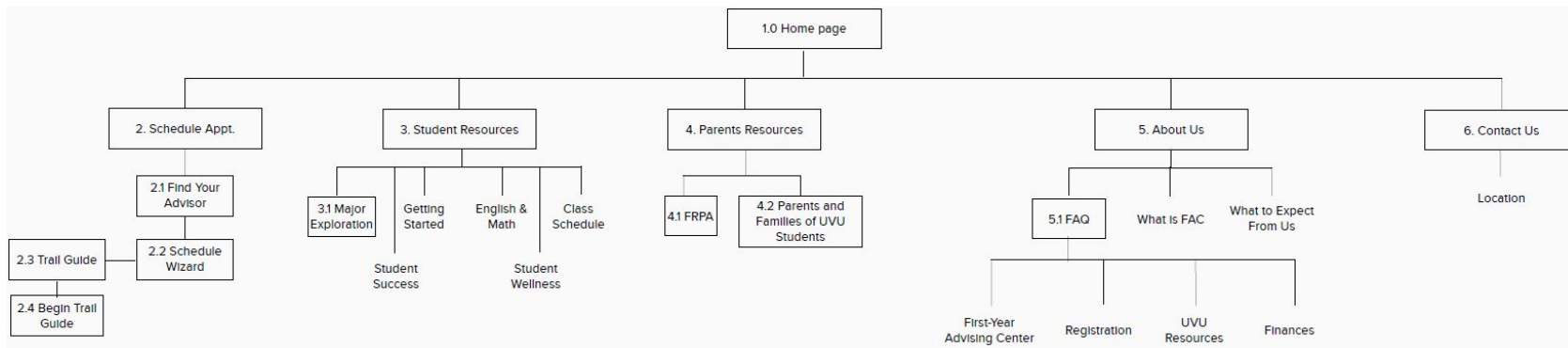
Functional Requirements:

- Students need to schedule an appointment with the correct advisor
- Parents need to complete the ferpa release and scheduling an appointment for their child.
- Make it easy for first year students to navigate the website.
- Access the Trail Guide

Structure

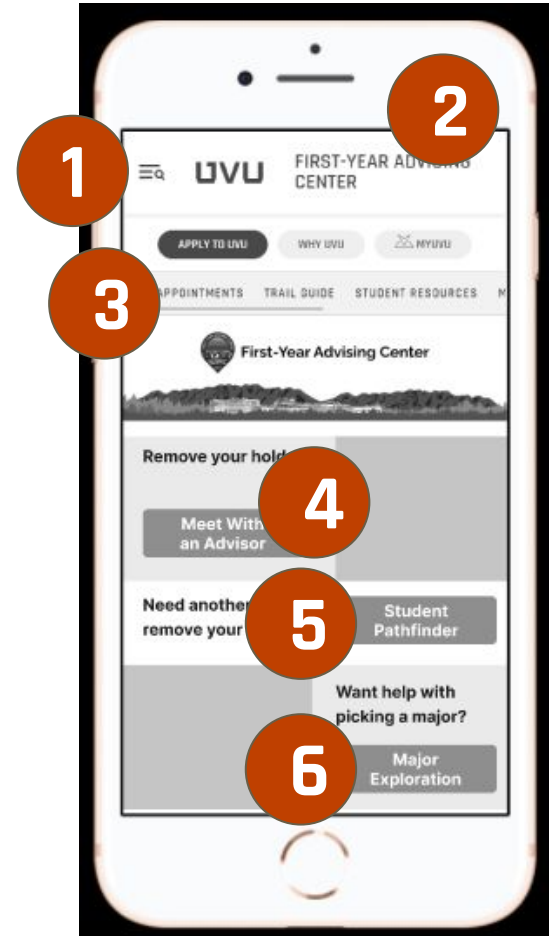
Site map:

We created a site map to guide us through each page of the site, how we can lead into one to the next and illustrate the hierarchy of the pages in the site.



Skeleton - Mobile Landing Wireframe

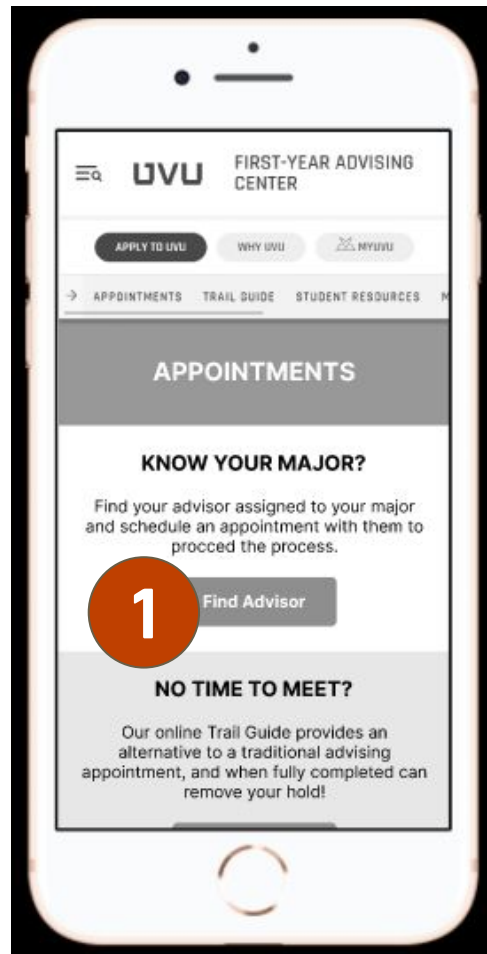
1. Tap icon for hamburger menu overlay.
2. Return to landing page.
3. Navigation menu.
4. Go to Appointment page.
5. Go to Self-Advisor page.
6. Go to Major Exploration page.



Skeleton - Appointments Wireframe

This page was ultimately changed since the wireframe was made. Students will now simply log in and the site will determine the appropriate advisor, and will be directed toward the advisor page.

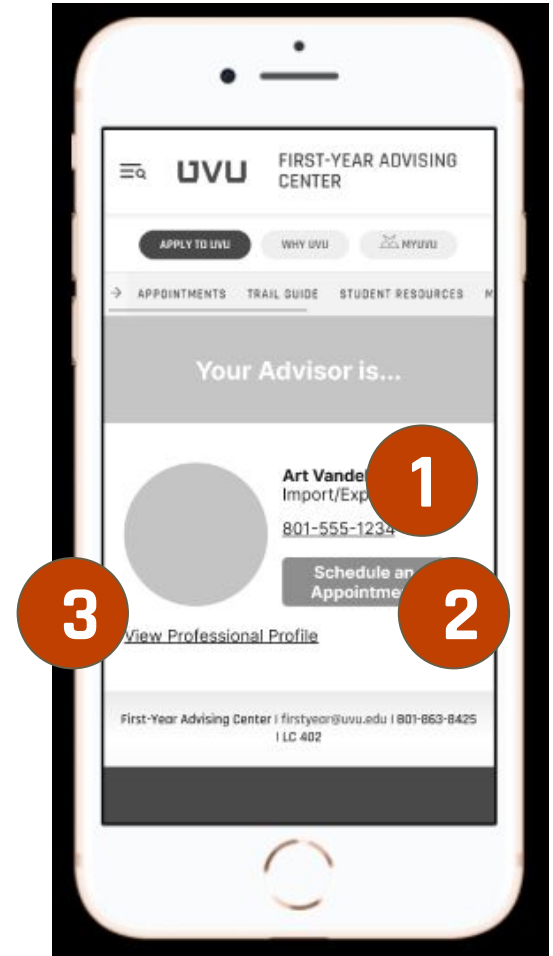
1. Go to Advisor page. Backend code will automatically determine advisor based on student's major and last name.



Skeleton - Advisor Wireframe

This page will show information about the advisor, as well as provide a direct link to the Qualtrics page that sets up a meeting with the advisor.

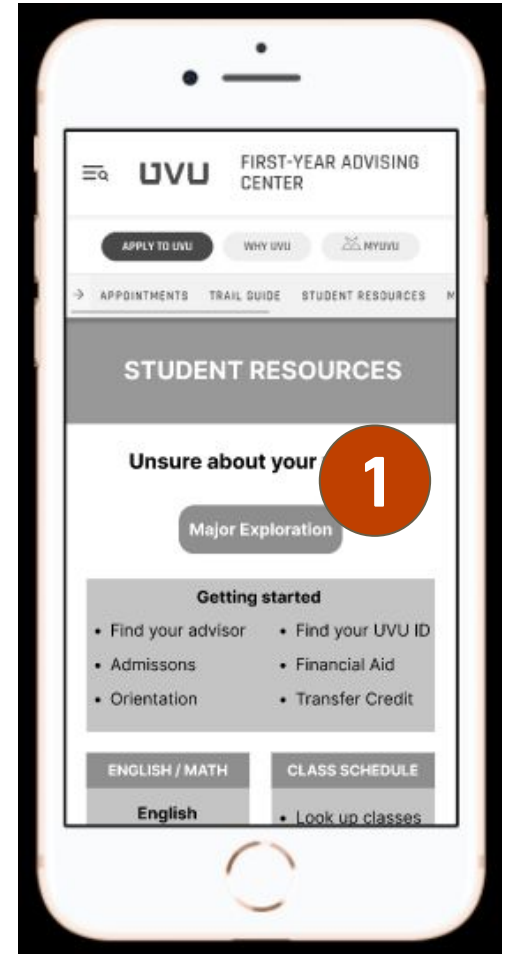
1. Call phone number.
2. Go to Qualtrics page.
3. Expand professional profile.



Skeleton - Student Resources Wireframe

This will provide the same content as the current Student Resources page, but redesigned to be more user friendly.

1. Go to Major Exploration.



Skeleton - Major Exploration Wireframe

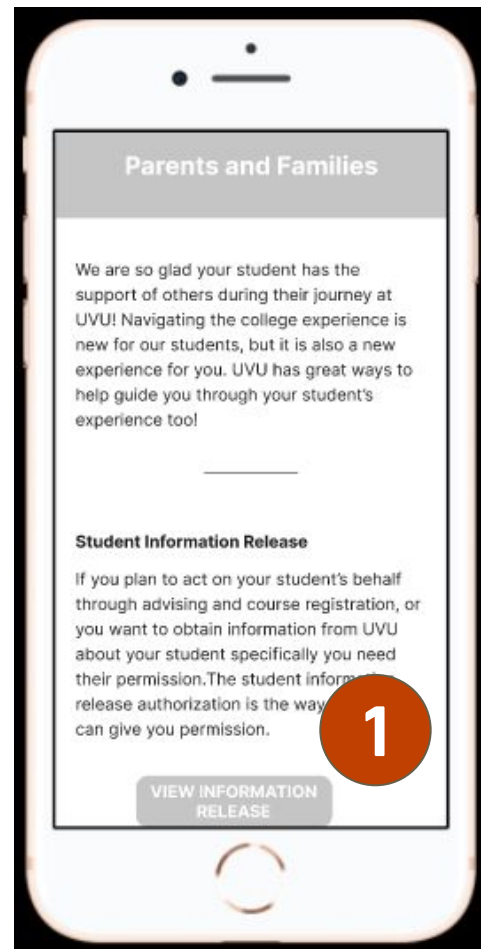
Functionally similar to the original Major Exploration page, but redesigned for UX.

1. Go to Pathway U.



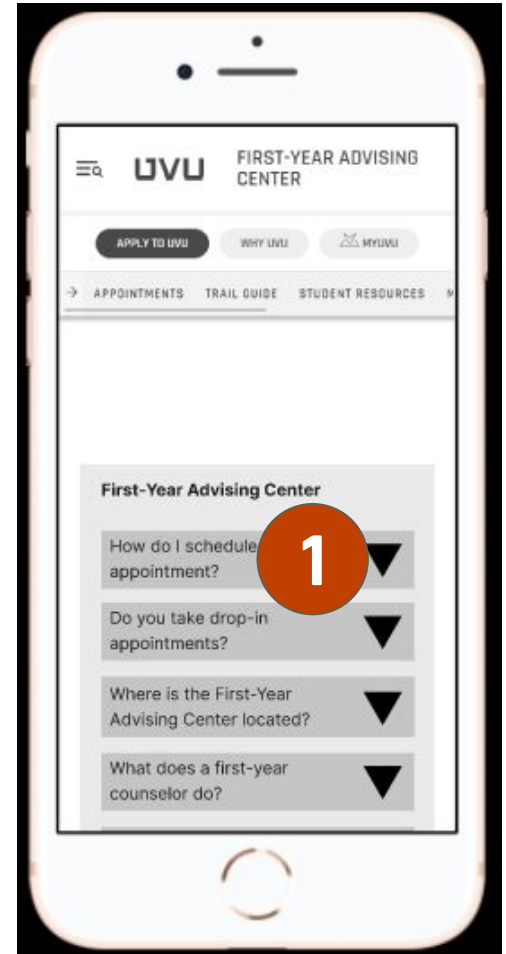
Skeleton - Parents Wireframe

1. Go to Student Info Release page.



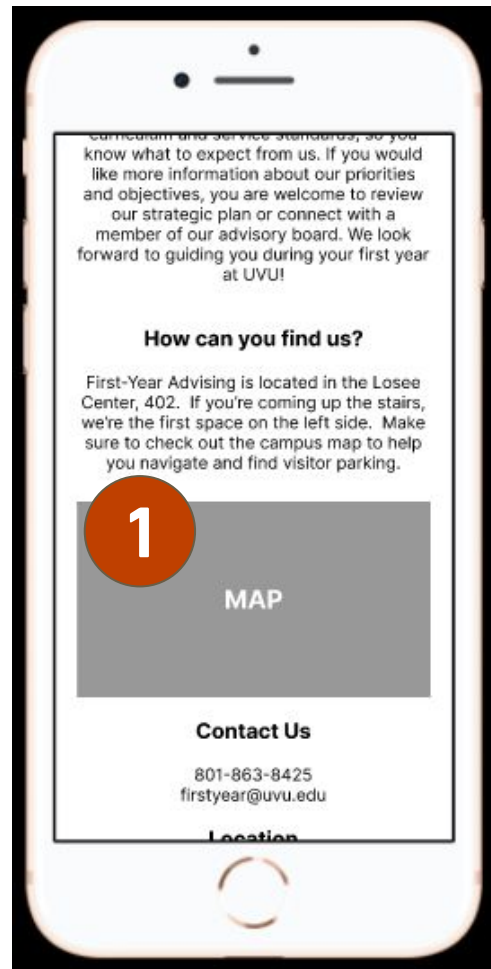
Skeleton - FAQ Wireframe

1. Tap for drop-down to display answers to FAQ.



Skeleton - About Us Wireframe

1. Google map.



Surface - Icons

We wanted to make sure that the typography and colors used were consistent with the rest of UVU's website. The icons we created helped out a lot to make the site easier to navigate.

SCHEDULE NOW

Button: #005C2B,
12px radius



Surface - Typography & Colors

Rajdhani Bold, 72px

Rajdhani
Medium,
36px

Lato Regular, 16px

Rajdhani Bold, 16px

UVU green - primary color	UVU silver - primary color	Grey
uvu green -bg primary #275d30	silver #6d6d69	grey -bg gray #6d6d68
uvu green-13 #69727a	UVU white - primary color	grey xlight -bg gray xlight #919191
uvu green-12 #575154	-white #fff	
uvu green-11 #36666e	UVU black - primary color	
uvu green-11 #235332	black #000	
uvu green-12 #1e402c		

Forest green	Clover green	Fern green
forest #00843d	clover #4ba23f	fern #738c20
-forest-13 #eef3ec	-clover-13 #eef3ec	-fern-13 #f29e99
forest-12 #97c0b1	-clover-12 #e7d6a2	-fern-12 #c9c5a5
forest-11 #6ae777	clover-11 #f3d079	fern-11 #d5c0a3
forest-01 #005c2b	clover-01 #35712c	fern-01 #54851a
forest-02 #1e4119	clover-02 #1e4119	fern-02 #3040d4

Lime green	Aqua	Teal
lime #c5e08c	aqua #56c8bc	teal #008080
-lime-13 #f9f0f0	-aqua-13 #f3faf9	-teal-13 #eef9f7
-lime-12 #eef3c4	-aqua-12 #c9c9e4	-teal-12 #99f5e1
-lime-11 #d0e998	-aqua-11 #aaf9f0	-teal-11 #66f2c9
lime-01 #8a2be2	aqua-01 #2e8b57	teal-01 #008080
lime-02 #40502b	aqua-02 #36504b	teal-02 #004040

Blue	Light blue	Purple
blue #0099cc	blue light #add8e6	purple #993478
-blue-13 #eef4fa	-blue-light-13 #f0f8fd	purple-13 #eed2f2
blue-12 #99d5e9	-blue-light-12 #e5eff5	purple-12 #dbbdc9
blue-11 #4db697	blue-light-11 #d1e2ee	purple-11 #8bd7a1
blue-01 #006699	blue light-01 #0099cc	purple-01 #302054
blue-02 #003060	blue light-02 #004040	purple-02 #242230

Beige	Light brick red	Brick red
beige #d8d0ce	brick light #db2279	brick #802034
-beige-13 #f3fafa	brick-light-13 #f8f3f2	brick-13 #f3dab6
-beige-12 #f1e0cb	brick-light-12 #e4d0c9	brick-12 #d9d5ae
-beige-11 #e7dadd	brick-light-11 #d0d8a1	brick-11 #a07671
beige-01 #992290	brick-light-01 #993478	brick-01 #502924
beige-02 #402230	brick-light-02 #404030	brick-02 #341015

Red	Orange	Gold
red #d51c00	orange #d45d00	gold #ffcc00
-red-13 #fceee3	-orange-13 #f8f8e6	gold-13 #fffbf6
red-12 #f7baac	orange-12 #fde999	gold-12 #ffe199
red-11 #eab66e	orange-11 #e1d6d4	gold-11 #ffcbad
red-01 #993222	orange-01 #994100	gold-01 #d41000
red-02 #5d2113	orange-02 #552500	gold-02 #664000

Yellow	Brown	Dark grey
yellow #ffcc00	brown #661510	grey dark -bg gray-dark #7ab8a8
-yellow-13 #f9f0f0	-brown-13 #f0f0f0	grey-dark-13 -bg gray-dark-13 #f0f0f0
-yellow-12 #f0f0f0	-brown-12 #f0f0f0	grey-dark-12 -bg gray-dark-12 #d0d0d0
-yellow-11 #f0f0f0	-brown-11 #f0f0f0	grey-dark-11 -bg gray-dark-11 #c1c1c1
yellow-01 #ffcc00	brown-01 #661510	grey-dark-01 -bg gray-dark-01 #757575
yellow-02 #665620	brown-02 #2a2723	grey-dark-02 -bg gray-dark-02 #434343

Screener Questions

1. Have you used the UVU first-year advising website before?
2. How old are you?
3. Are you currently enrolled in your first year of college or planning on enrolling in your first year of college within the next year?

We chose these questions to ensure that our test users were not already familiar with the website and that they were part of the first-year student demographic to give us the best impression of how our target audience would react to the website.

Test Script

Hi ____, I'm ____ and I'll be walking you through this session. Basically, I'll be asking you to go through a college first-year advising website to find some things— just like you would if you were using it normally on your own. It also helps us understand your thought process if you can think out-loud as much as possible.

I want it to make it clear right away that we're testing the site, not you, and you don't have to worry about hurting my feelings with your feedback, we're trying to improve the website, not just fish for compliments.

Before we get started, I'll just need you to sign this short permission form that gives us permission to record this for our research. Do you have any other questions?

Test Tasks

Users were given sample tasks to complete to indicate how successful our prototype was at streamlining the key functions of the website. All tasks began from the home page.

1. Find a way to schedule an appointment with your advisor
2. Find a way other than making an appointment with your advisor to clear your registration hold
3. Find information about tutoring

Test Results

This data table describes the amount of time that it took test users to complete each given task. “N/A” indicates that the user gave up on the task before they were able to complete it.

	User 1	User 2	User 3	User 4	User 5
Appointment	0s	2s	1s	0s	0s
Self Advisor	N/A	3m22s	2m57s	2m10s	1m
Tutoring	5s	12s	7s	10s	28s

User Patterns with the Prototype

- How our users struggled with the Self Guide and understanding its purpose/function.
- Whenever there was a lot of text, users would have more difficult time to navigate.
- Users responded positively to icons and were quicker to navigate where they needed to go.
- If users didn't find something before the fold, they went straight to the menu.
- Our approach to simplify and minimize content helped user understandability.

Prototype Recommendations

- Simplify wording as much as possible
- Fix the header nav and drop down menu
- Simplify the footer
- Change name of Trail Guide
- Have site stay self contained with minimal links leading out of site.

Prototype

Desktop Prototype

Mobile Prototype

