



FYAC Redesign

...

By 2ish

P e r s o n a l

Brandon



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 appointment

Janet



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

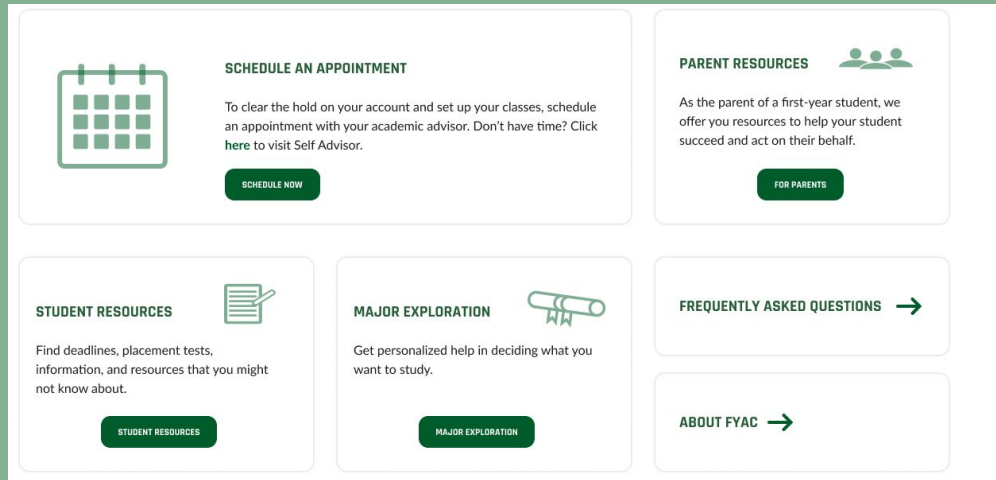
- Intuitive UI
- Fast hold-removal
- Online alternatives

Design Principles

- Fitt's Law
 - Hick's Law
 - Aesthetic-Usability Effect
 - Occam's Razor
 - Chunking
- 
- A series of five parallel, wavy lines in a reddish-brown color, starting from the bottom left and curving upwards and to the right, ending at the bottom right corner of the slide.

Fitt's Law

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

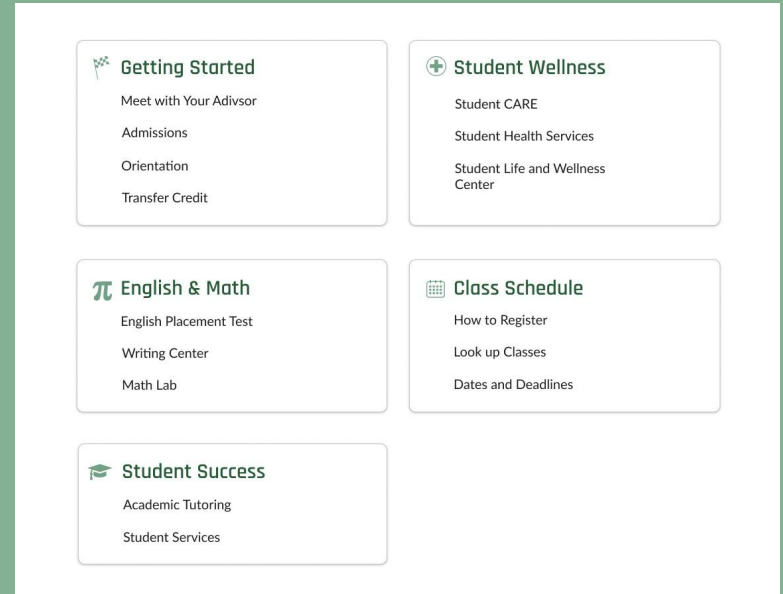


Hierarchy shows the “Schedule an Appointment” page larger and more prominent than other options.

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

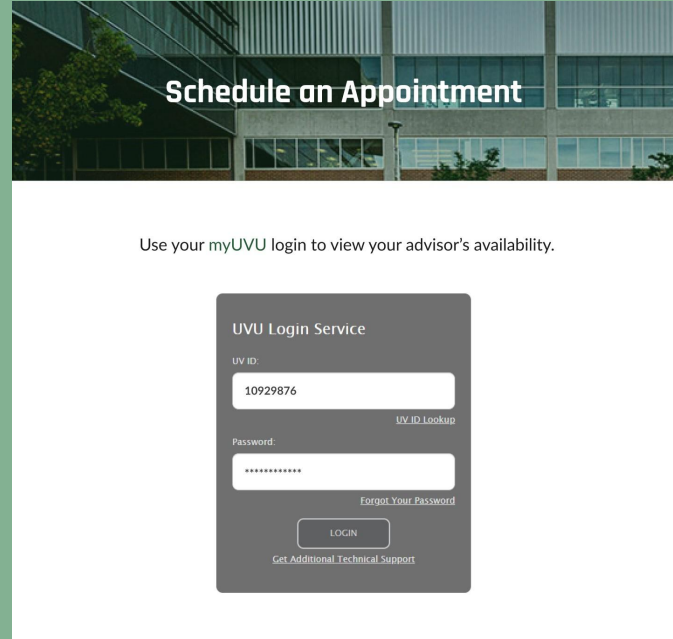


Occam's Razor

“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.



The image shows a web interface for UVU. At the top, there is a banner with a building image and the text "Schedule an Appointment". Below this, a message says "Use your myUVU login to view your advisor's availability." The main part of the interface is a dark grey login box titled "UVU Login Service". It contains fields for "UV ID:" (with the value "10929876") and "Password:". There are links for "UV ID Lookup" and "Forgot Your Password". A "LOGIN" button is at the bottom, with a link "Get Additional Technical Support" below it.

Schedule an Appointment

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

UVU Login Service

UV ID: 10929876

UV ID Lookup

Password: *****

Forgot Your Password

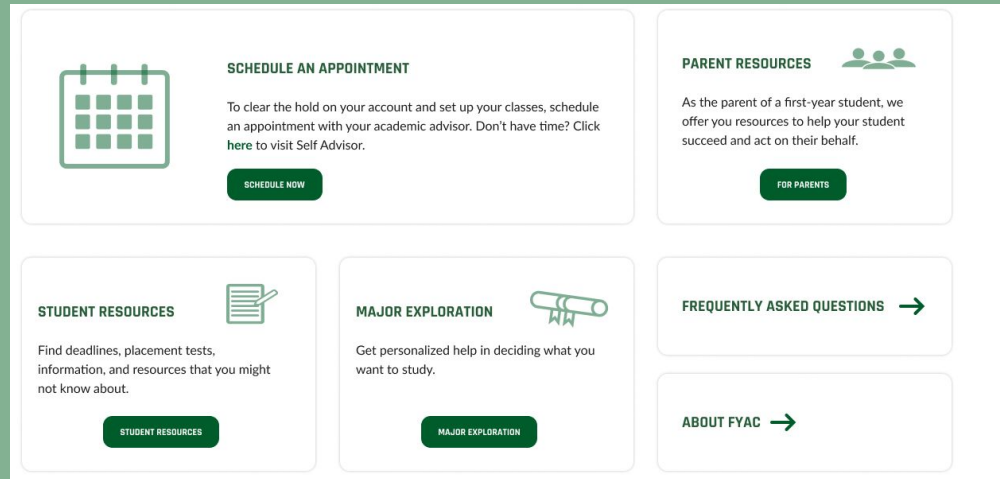
LOGIN

[Get Additional Technical Support](#)

Chunking

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

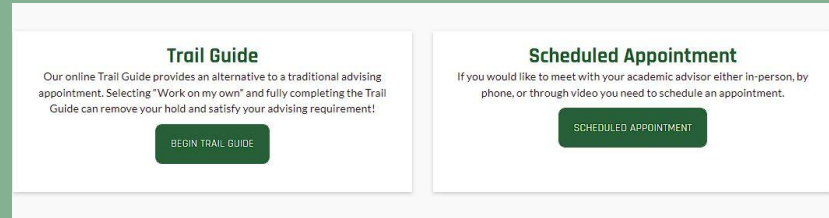
- UI is easily organized, creating good first impressions.
- Leaves users feeling satisfied from finding what they were looking for.



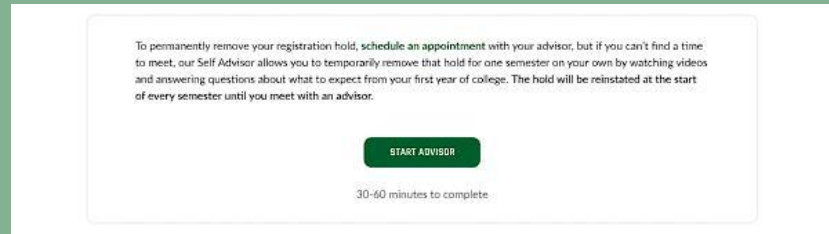
Hicks Law

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

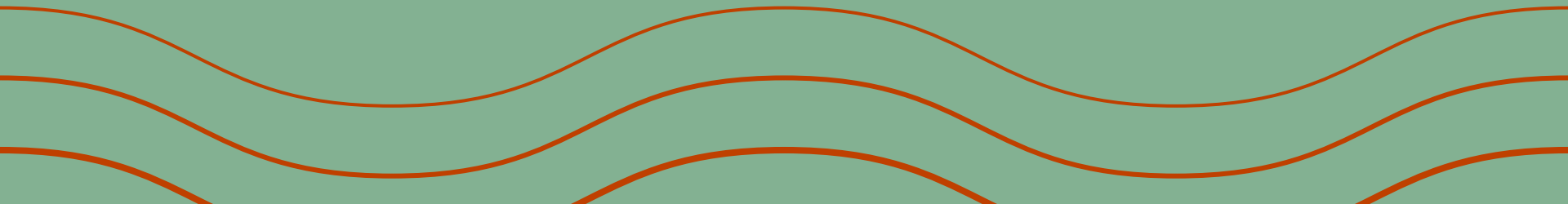


Original Page



New Page

User Feedback

- Scheduling was intuitive
 - Didn't recognize initial branding of Self Advisor
 - There was room for one or two more options on the landing page
 - Link to Self Advisor should be available on the advisor's scheduling calendar
 - Site was easy to navigate
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- The bottom of the slide features several horizontal, wavy lines in a dark orange or brown color, creating a decorative border.

Mobile Prototype

Desktop Prototype



Thank You

Questions?