FYAC Redesign

By 2ish

Persona 1

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

Persona 2

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

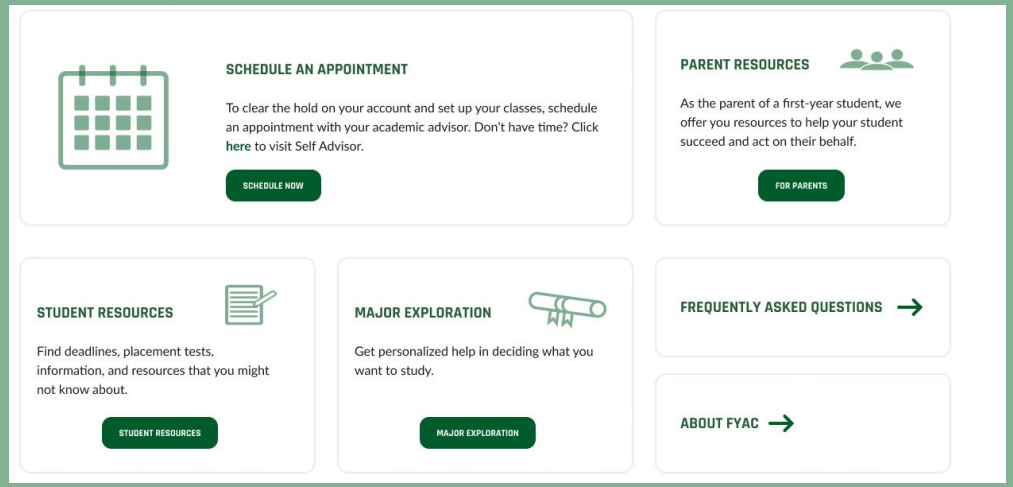
- Intuitive UI
- Fast hold-removal
- Online alternatives

Design Principles

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

Fitt's Law

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

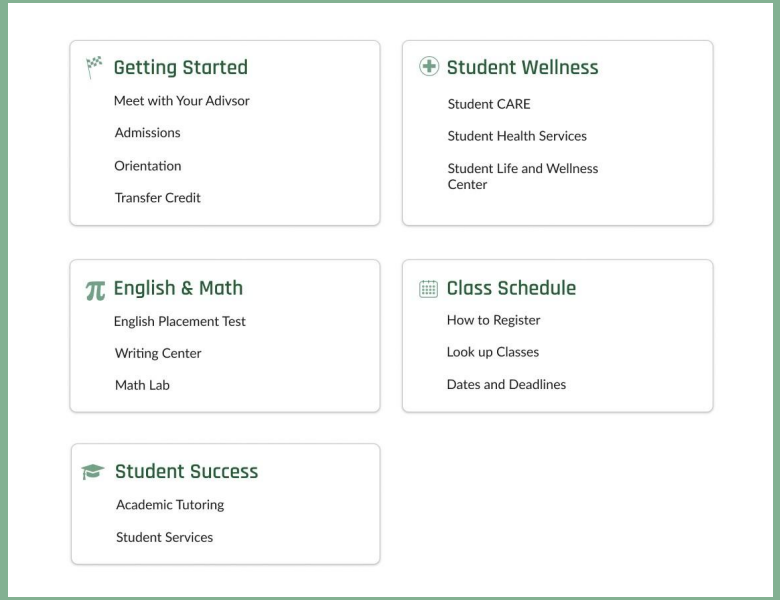


Hierarchy shows the "Schedule an Appointment" page larger and more prominent than other options.

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

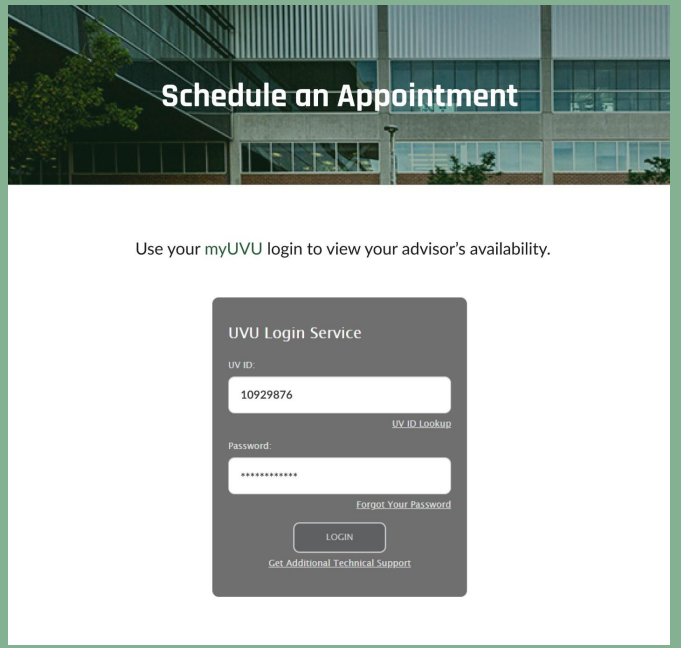


Occam’s Razor

“Entities should not be multiplied beyond necessity.”

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

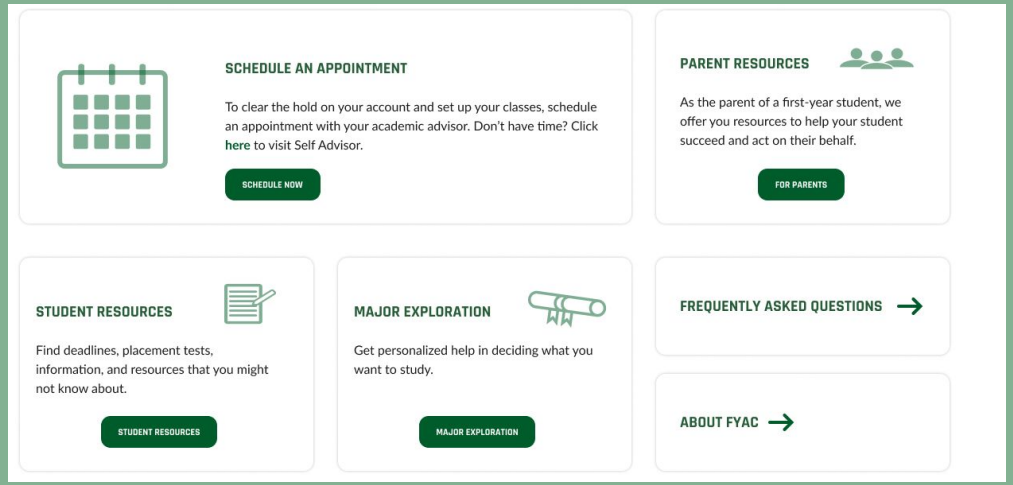
Streamlining the scheduling process made it much easier for users to set up a meeting with their academic advisor. Student’s can have their holds removed within minutes of getting an email or text from UVU.



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.

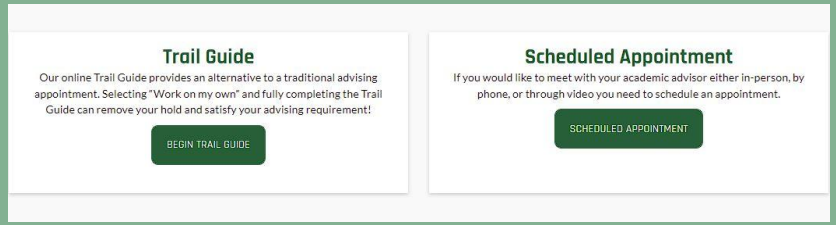


Hicks Law

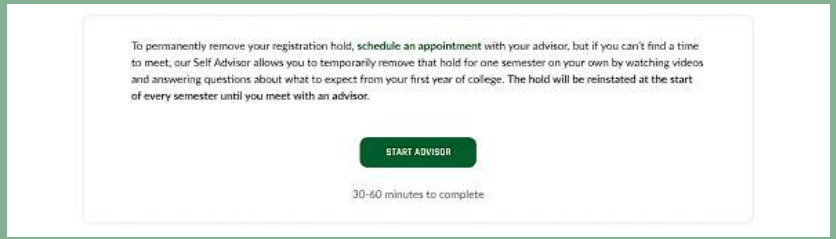
The more choices a person is presented with, the longer the person will take to reach a decision.

- 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

Mobile Prototype

Desktop Prototype

Thank You

Questions?