

Case

Client: KEA (Head of MMD, Frederikke Bender)

Platform KEA's intranet: Fronter (and related systems)

Target audience: KEA students (+ teachers, management etc.)

Objective: An improved solution

Problem: Bad UX/UI in existing solution

Lack of insight into target audience needs

CLIENT BRIEF

Descriptions and interpretations after Frederikke Bender's interview

Client's goals

- All students get to know all important information about exams, deadlines, job related events, social events at other KEA campuses.
- Students graduate and find a job.
- Alumni network.
- Students talk with each other and share experience and knowledge, help each other even if they are in different semesters or programmes.
- To communicate easily with students.

Client's challenges

- To reach a particular student and talk with him.
- Store video material.
- Students use other platforms when it comes to group projects.
- Have another platform for exam deliveries.
- To make it easier for students to find a job.

Client's assumptions about target audience and their actions

- Students want to be informed and check Fronter daily.
- They go back and find material that they have had on other semester.
- They deliver assignments and exercises.
- Read the messages posted.
- Check schedule and curriculum.

Fronter's functionalities and sitemap

Choose the language

Important messages

Last uploaded documents

You can pin a room that you always use

The screenshot shows the Fronter LMS interface. At the top, a dark blue navigation bar contains the 'fronter' logo, 'Rooms' and 'Tools' dropdown menus, a user profile 'Iulia Rodica Rotaru', a search bar, and a 'Sign Up, It's Free' link. Below this, a horizontal menu highlights 'Today' and includes links to 'Student info', 'Student info(INT)', 'Student Lounge/De...', and '1st Semester Autumn...'. The main content area is divided into three sections: 'Favourites' (showing 'No favourites'), 'Messages' (featuring two announcements: 'VR Venus Vernissage' and 'This is the presentation plan for this friday.'), and 'Documents' (listing two PDF files: 'the_user_journey_1semINTA18.pdf' and '01.01_A18_1SEM-INT_T4_KMAM_Introduction-to-Theme-Basic-UX.pdf'). Annotations with arrows point to specific elements: 'Choose the language' points to the 'en' language selector; 'Important messages' points to the message section; 'Last uploaded documents' points to the document list; and 'You can pin a room that you always use' points to the '1st Semester Autumn...' room link in the top navigation bar.

You can see your portfolio with
all the assignments and feedback

Schedule

Practical overview

Notifications

The screenshot displays the Fronter LMS interface for a room named "MMD A 2018". The top navigation bar includes links for "Rooms", "Tools", and a user profile for "Iulia Rodica Rotaru". A search bar is also present. The main content area is titled "SEMESTER OVERVIEW" and features a calendar grid for the 1st Semester Autumn 2018. The calendar shows dates from 35 to 53, with specific events marked: "Commencement of Studies Exams Sunday the 17th of September at 22:00" and "Portfolio Project Hand-In Monday the 7th of January at 10:00". A sidebar on the left contains links for "1st Semester", "2nd Semester", "3rd Semester", "4th Semester", "Members", and "Portfolio". The bottom section includes a "Messages" area with a "VR Venus Vernissage" announcement and a "Documents" area with a file named "the_user_journey_1semINTA18.pdf".

Room Name: 1st Semester Autumn 2018

Description:

SEMESTER OVERVIEW

Week	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53
Event																			

LINK TO WEEK SCHEDULE: [A2018](#)

VR Venus Vernissage

Hello everyone DK and DNT. We would like to invite you to a vernissage in Venus on the 3rd sem persuasive content elective on Friday (23th) between K0.15 and K0.15 where our students will be showing off the VR experiments they have been doing for a project with the company Leerdal. There will also be crisps and refreshments!

Brian Everett, 2018-11-20

Documents

the_user_journey_1semINTA18.pdf
Jana Stanek, 2018-11-27

You can access a specific theme

Theme information

Late submissions for
lazy students

Assignment

The screenshot displays the Fronter LMS interface. The top navigation bar includes the 'fronter' logo, 'Rooms', 'Tools', and a user profile for 'Iulia Rodica Rotaru'. Below this, a breadcrumb trail indicates the current location: 'You are here: 1st Semester Autumn 2018 > 1st Semester > A. Theme 00: Intro Week'. The left sidebar shows a tree view of the course structure, with '1st Semester' selected. The main content area shows a list of folders and files under '1st Semester'. The folders include 'A. Theme 00: Intro Week', 'B. Theme 01: Basic Web', 'C. Theme 02: Basic Conb', 'D. Theme 03: Basic Anim', 'E. Theme 04: Basic UX', 'F. COMMENCEMENT OF G', 'G: EXAM', and 'H. SEMESTER INFORMATI'. The files include '00.00: Late Submissi', '00.00: Theme Inform', '00.01: Intro week', 'Exercises', 'Submissions', 'Teaching Material', and 'Theme-evaluation - Intro Week (MMD INT) (Deactivated) (Anonymous)'. The bottom status bar shows the time as 12:50 PM on 11/27/2018.

Target audience

with focus on students

Who are they?

Students, especially first semester students that just got in contact with such a complex platform and try to figure out how things work. But all students, teachers, people that have a connection at KEA as well.

What is Fronter to them?

The main resource of information about all relevant stuff for their studies like schedule, teaching materials, news. When someone wants to find something about his/her studies, he/she access Fronter.

What do they need that Fronter cannot give them?

Even though they can find a lot of information regarding their studies, when it comes to communication, Fronter is not useful.

If students want to contact teachers or vice-versa, or maybe other students, already graduated or not, Fronter cannot support it.

People that have a connection at KEA need to reach out to other people more easily.

Also they need access from companies to their portfolio.

Suitable rooms for group work.

User goals

- to start their own business

- to finish an education

- to find when/where/how to submit an assignment;
- to be informed about the schedule and deadlines;
- to know if it's possible to submit an assignment later;
- to find any teaching material they need for exams;

- to find a student job

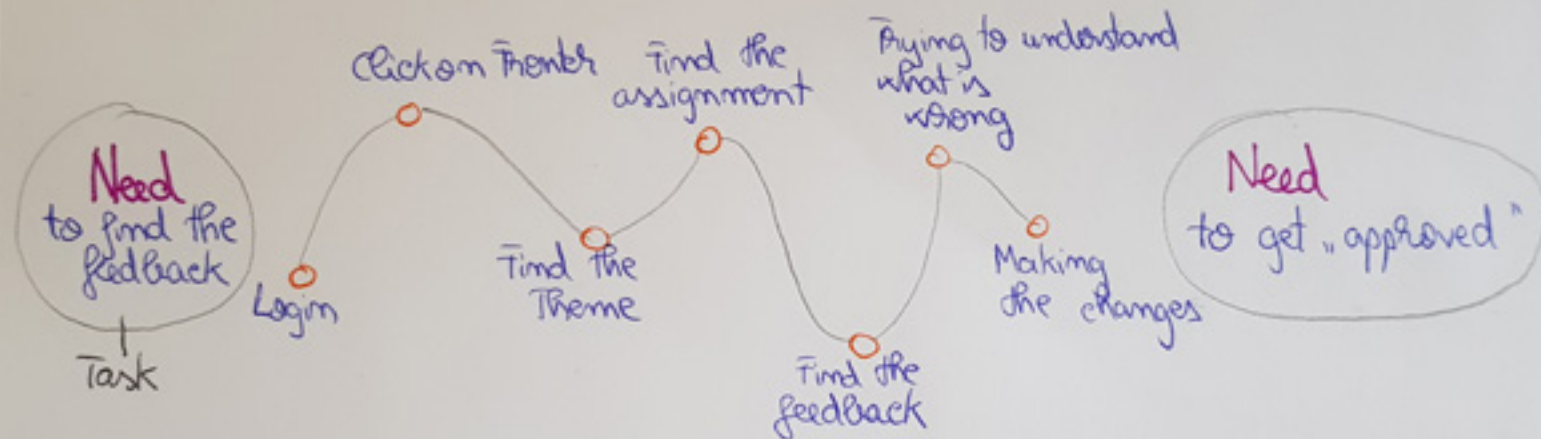
- to see all relevant job related information/events;
- to have a public portfolio;

- to know where they need to be

- to find the room where they will study;
- to find the schedule, week;
- to find where is the toilet, where they can buy food, coffee, smoke;

User journeys

Journey



Scenario

Sitting at home,
checking Frontier

Flow

Scenario

Two days later,
after submitting the
assignment with the
changes needed, gets
approved



He is Thomas Andersen

What do we need to know about him?

↳ study habits

He is studying daily, not only for school, but for his own interests.

↳ is he preoccupied about his studies?

yes, he wants to pass his exams and to get "approved" to all his assignments

why?

he wants a diploma to get a good job in IT

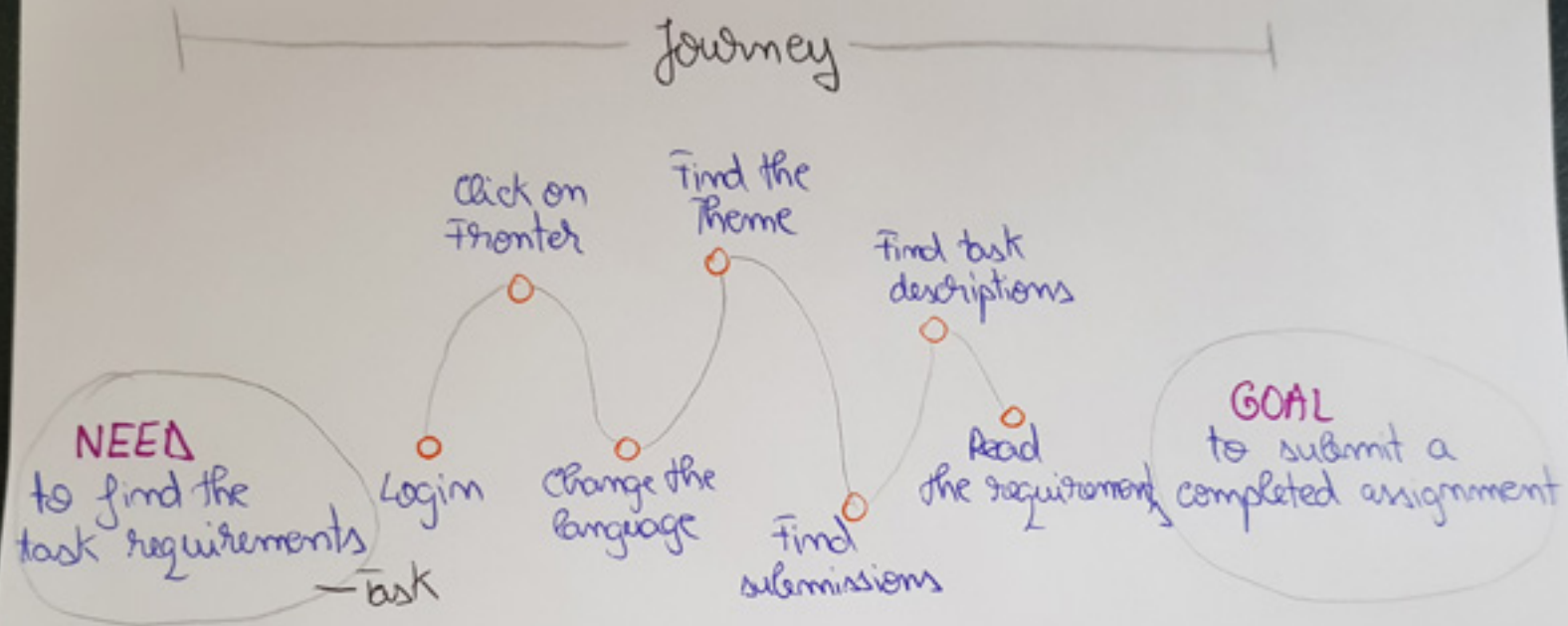
going out habits?

only going out on the weekends or when he doesn't have to study

what are his interests?

IT, creating apps, games

he has a logical thinking, he can understand the feedback



Scenario

Finds that there is a deadline for tomorrow so checks Frontier to see what are the requirements

Flow

Scenario

Submit the assignment and gets approved because there is all the essential information



She is Chona Bradley

What do we need to know about her?

She just found out
that she has an assignment

↓ Is she working?
How old is she?
28 years old.

Yes, freelancer
She is busy,
has a lot of work
to do

She knows from
her work experience
that she has to complete some
requirements

Is she alone? Yes

↓
She has to
support herself

Why is she studying if she is working?

↳ to refresh some knowledge and find
new connections

→ friendly, needs more money

JOURNEY



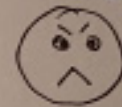
After submitting the project, Mary checks Frontier to see how it will be presented the next day.

SCENARIO

Click on Frontier login



Change the language



Find MMA A 2018 team

Find messages



Read the message about project presentation



At school, she successfully presented the project in 5 minutes



FLOW



She is July Fredericks

What do we have to know about her?

Education status

↳ first semester student at her second university

why didn't the first choice fit her?

↓ it was computer science, but she is creative so she chose another one.

How old is she?

24 years old → is she alone?
yes

↓ careful with her assignments and projects and wants to be perfectionist.

User Research

User test

“Think aloud” method -with relevant and realistic tasks

Before giving them the tasks, I send an online survey to the users to understand better their relationship with Fronter and some of the main dissatisfactions when using it.

I find it appropriate to use the test at this point in the development process as it is very important to have a clear overview of the users thoughts throughout the process, in different stages of it.

I began with the purpose of my survey: “Hi! I am Iulia and this survey will help me get a better insight of your connection with Fronter. This is a part of a development process that aims to improve the platform.”

Then I explained how the person’s data will be used from the interview: “Don’t worry! Your data will be anonymous as we are focusing only on the answers.”

List of questions

How old are you?

Which program do you study?

When did you first find about Fronter?

What were your first thoughts about Fronter?

Did you find it difficult then? What about now?

Tell me two things that you are using Fronter for.

Do you use other ways to communicate with teachers/students or to find any informations about your studies instead of Fronter? Why?

Do you remember any drawback from the last time you used Fronter? Or any helpful feature?

Task 1

Task 1: Find Kenny's email address

Goals - usability issue: Finding the email address of one specific teacher, using the right room and schedule

Task steps, optimal path:

- Login to Fronter
- Go to First Semester Autumn 2018 room
- Go to Schedule
- Find "Lecturers"
- Find the teacher and his email address

Alternative path:

- You can find a post from Kenny in Messages and you will find his email in his signature

Timeframe: Minimum 4 clicks

Task text: You didn't get "approved" to an assignment and Kenny is not at school. Find his email address and send him a message

Notes: Finding a teacher's email address is very important for a student in many situations. Also, you can find there the full name of a teacher by his abbreviation.

Task 2

Task 1: Find the task description of the next assignment

Goals - usability issue: Finding task description, being able to find the right theme and assignment

Task steps, optimal path:

- Login to Fonter
- Go to 1st Semester Autumn 2018
- Click on Theme 4
- Click on User Research Module
- Click to Submissions
- Click on Task Descriptions

Alternative path:

-

Timeframe: Minimum 6 clicks

Task text: You want to submit the assignment but you want to make sure that you have all the requirements completed. Find the task description for your assignment.

Notes: This is very important tool for every student in order to get „Approved”

Task 3

Task 1: Find if you got “Approved” at your last submissions and the feedback

Goals - usability issue: Using student portfolio, filter the submissions, reading teacher’s feedback

Task steps, optimal path:

- Login to Fronter
- Go to 1st Semester Autumn 2018
- Go to Portfolio
- Toggle “Details” checkmark
- Filter result after “Delivery date”
- Scroll until the latest submission
- See if you got “Approved” and read the feedback

Alternative path:

- Remember you last submissions and don’t filter the results after “Delivery date”

Timeframe: Minimum 7 clicks

Task text: You heard your classmates that they got approved. You go to Fronter in order to see your feedback and result.

Notes: Very important to be accustomed with using student portfolio

Interview guide

In addition to the introduction and questions from the survey, I also asked:

How is it for you trying to find how to contact a teacher?

Do you have problems with language settings? How often do you encounter it?

How difficult is it for you to find the requirements and deadlines of an assignment?

Test participants

All the users that I've selected are Kea first semester students because they just got in contact with Fronter and they can shape a clear opinion about someone's thoughts when starting using this platform and the main issues.

Recording of tests and interviews

Task 2

<https://www.youtube.com/watch?v=MBYXlNXuoro&feature=youtu.be>

Interview

<http://designerot.com/interview/interview.html>

Insights

Things I think I know

- Fronter is the main way of communication for the client
- Students access ~~to~~ Fronter when they have any questions regarding their studies
- Students use other platforms than Fronter when it comes to group projects.

Things I don't know

- I don't know if the client has thought about not using Fronter anymore
- I don't know if students use Fronter to find each other
- I don't know if students use other platforms than Fronter to find their timetable (example: asking a friend on Facebook)

How might we?

Insight/Research: I find it annoying to change the language settings everytime!

HMW Post-it: How might we make the browser remember our desired language?

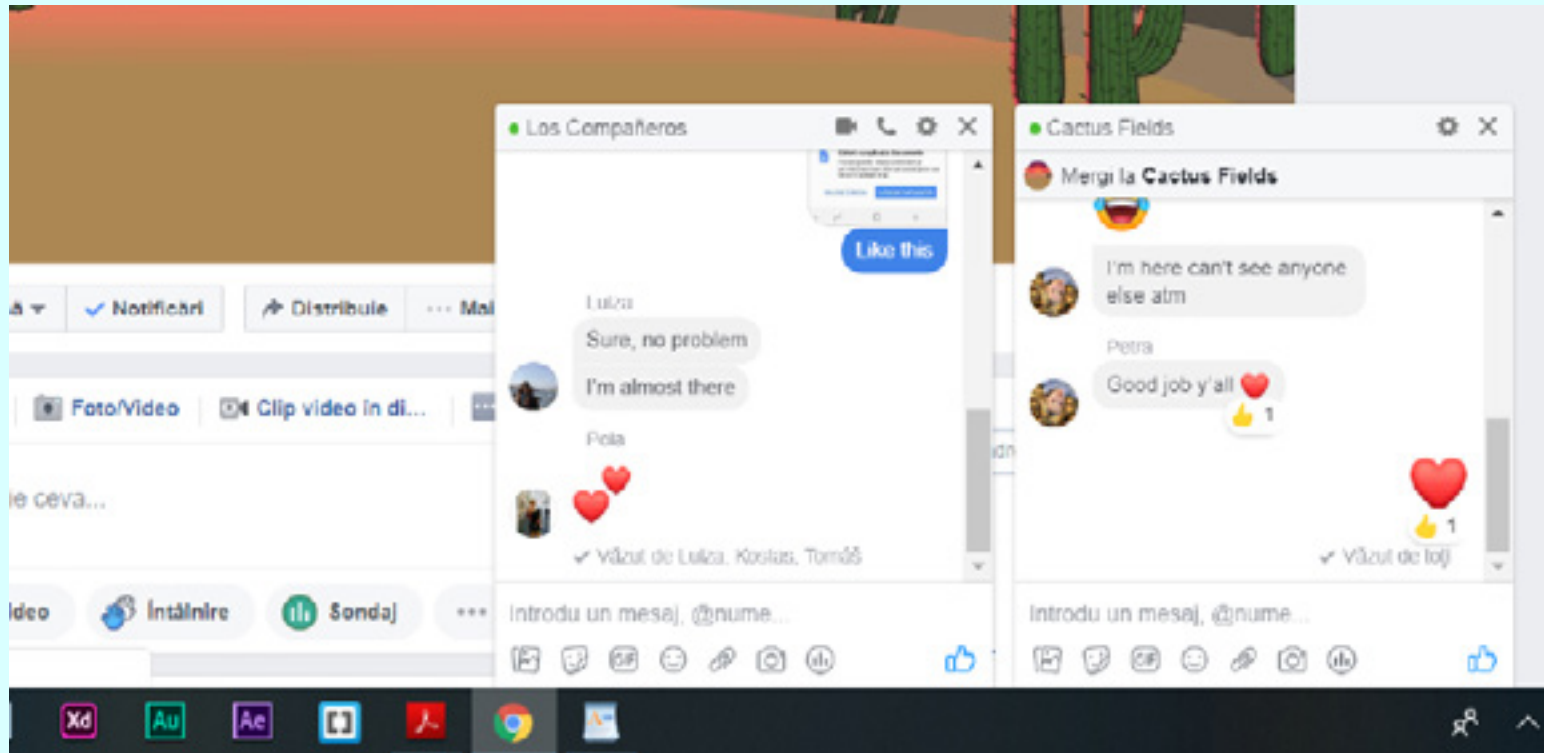
Insight/Research: I didn't know we have a reading list and some links to free books!!

HMW Post-it: How might we bring the reading list on one of the main pages?

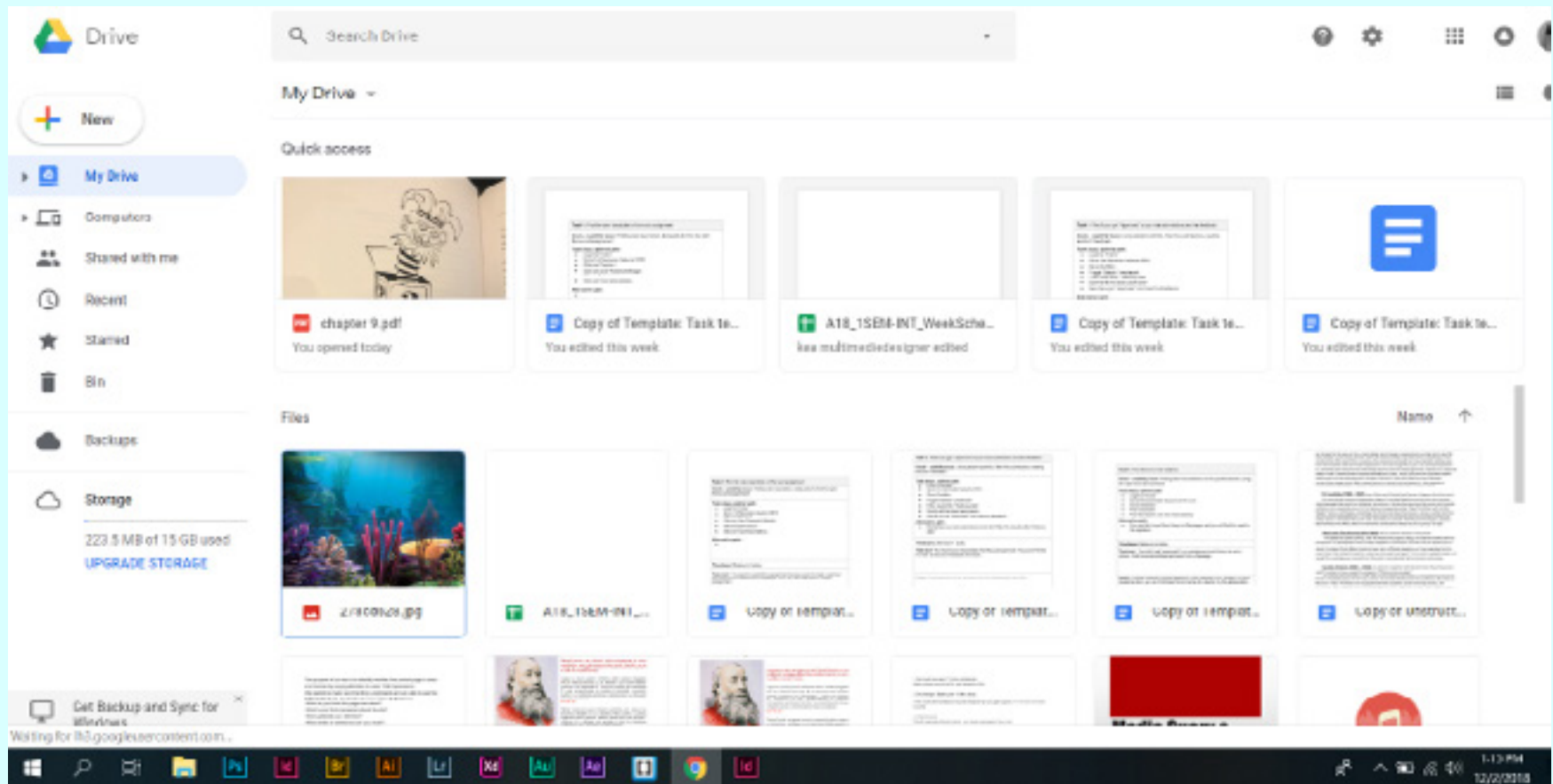
Insight/Research: I find it difficult to see the schedule every day!

HMW Post-it: How might we make finding the schedule for a specific day faster?

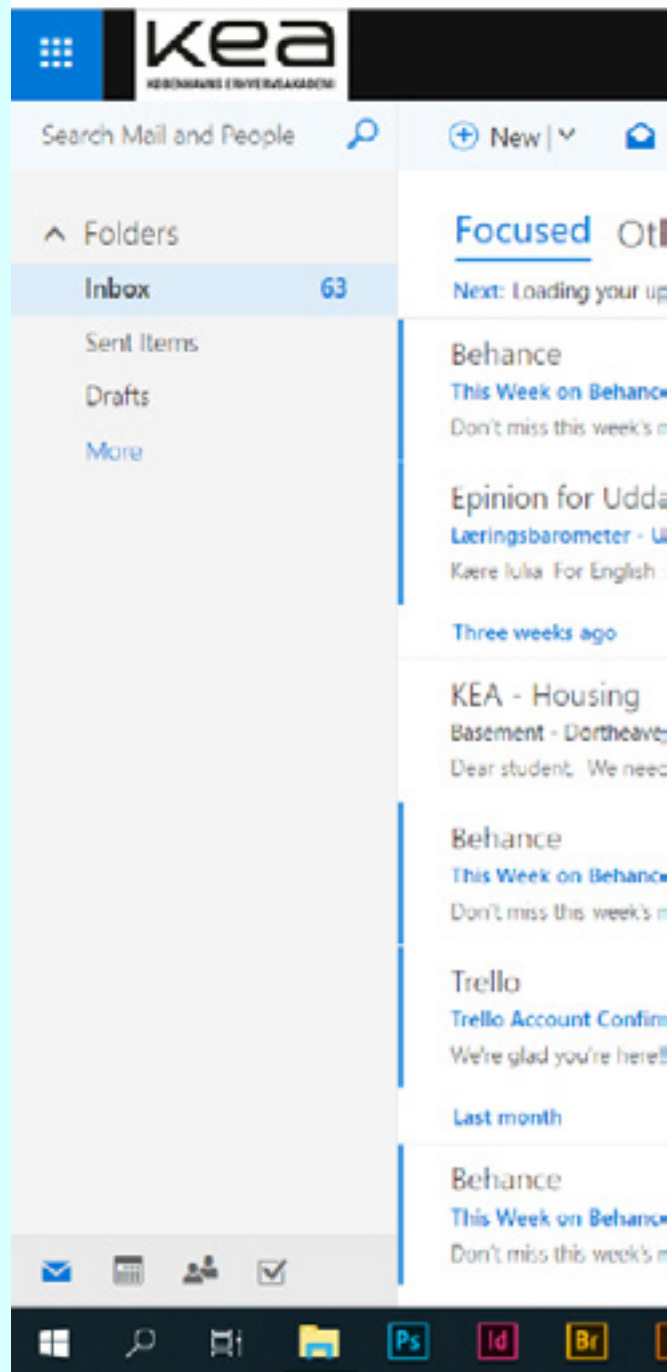
Competitor research



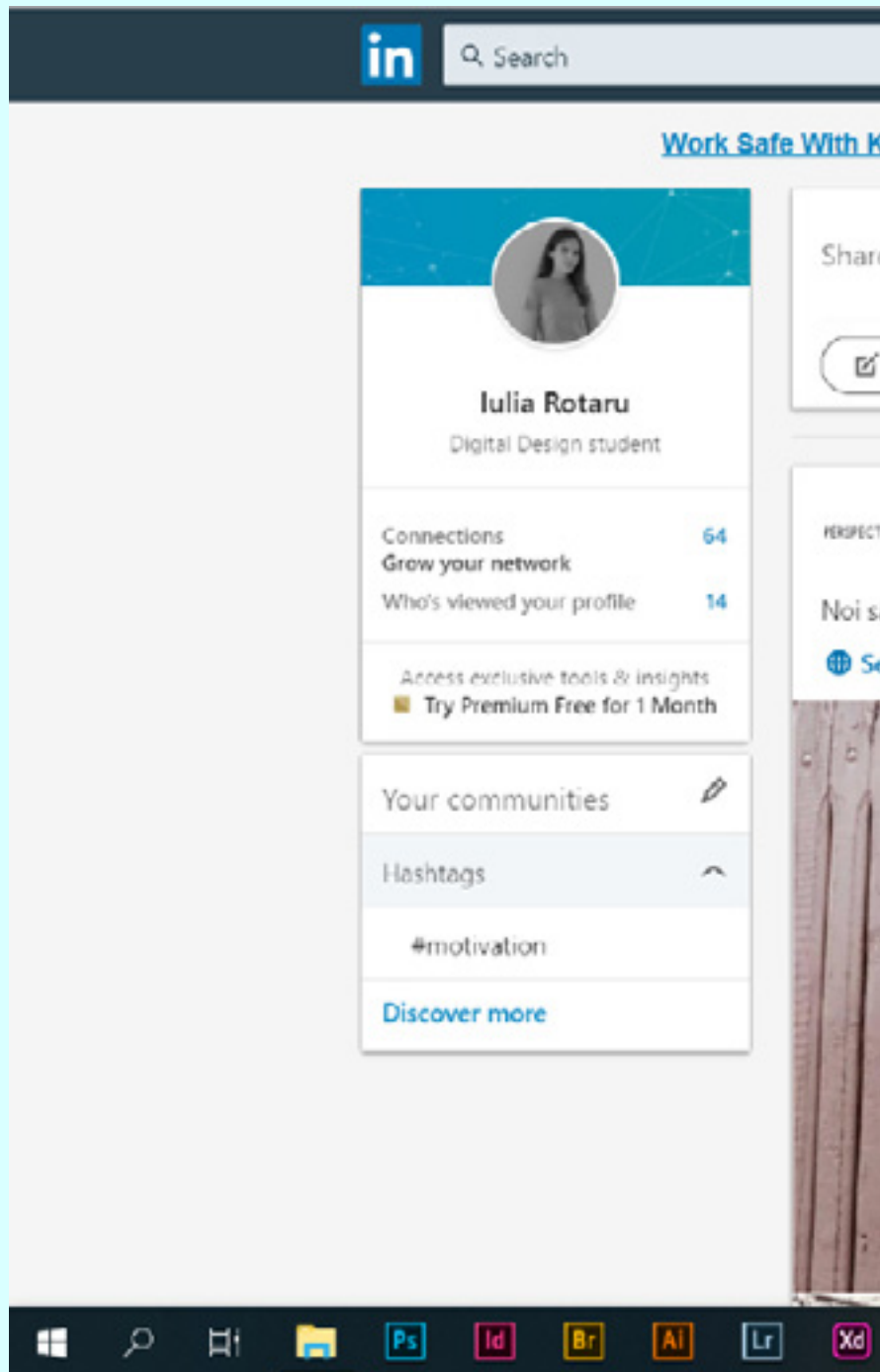
Facebook is a easy way to communicate when it comes to group projects



Google drive- for uploading and sharing bigger size documents



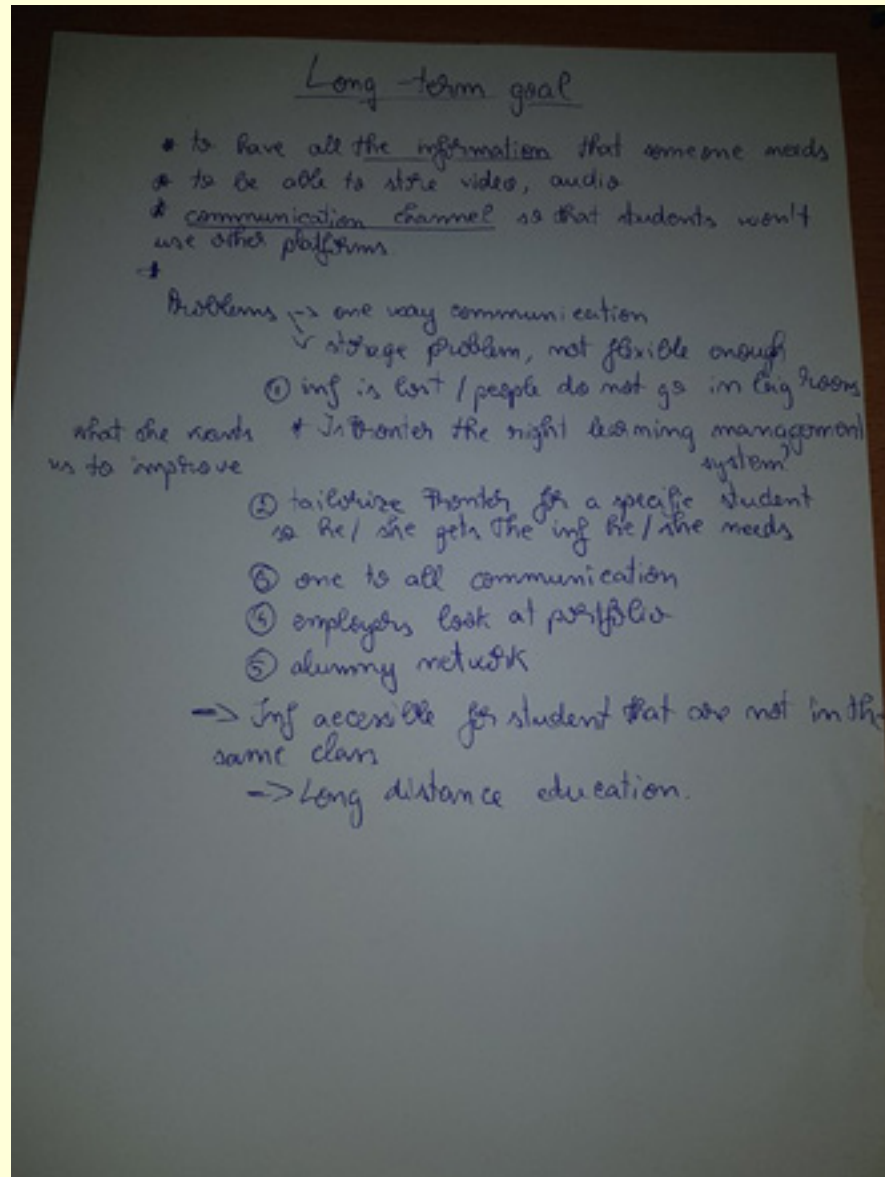
Kea Mail or any other Mail- to communicate with teachers or even with students that don't use Facebook



LinkedIn- to find connections and a job

Design sprint

Monday: Map out the problem and pick an important place to focus



After watching Frederikke's interview again, we took some notes regarding the long-term goals she was talking about in the video.

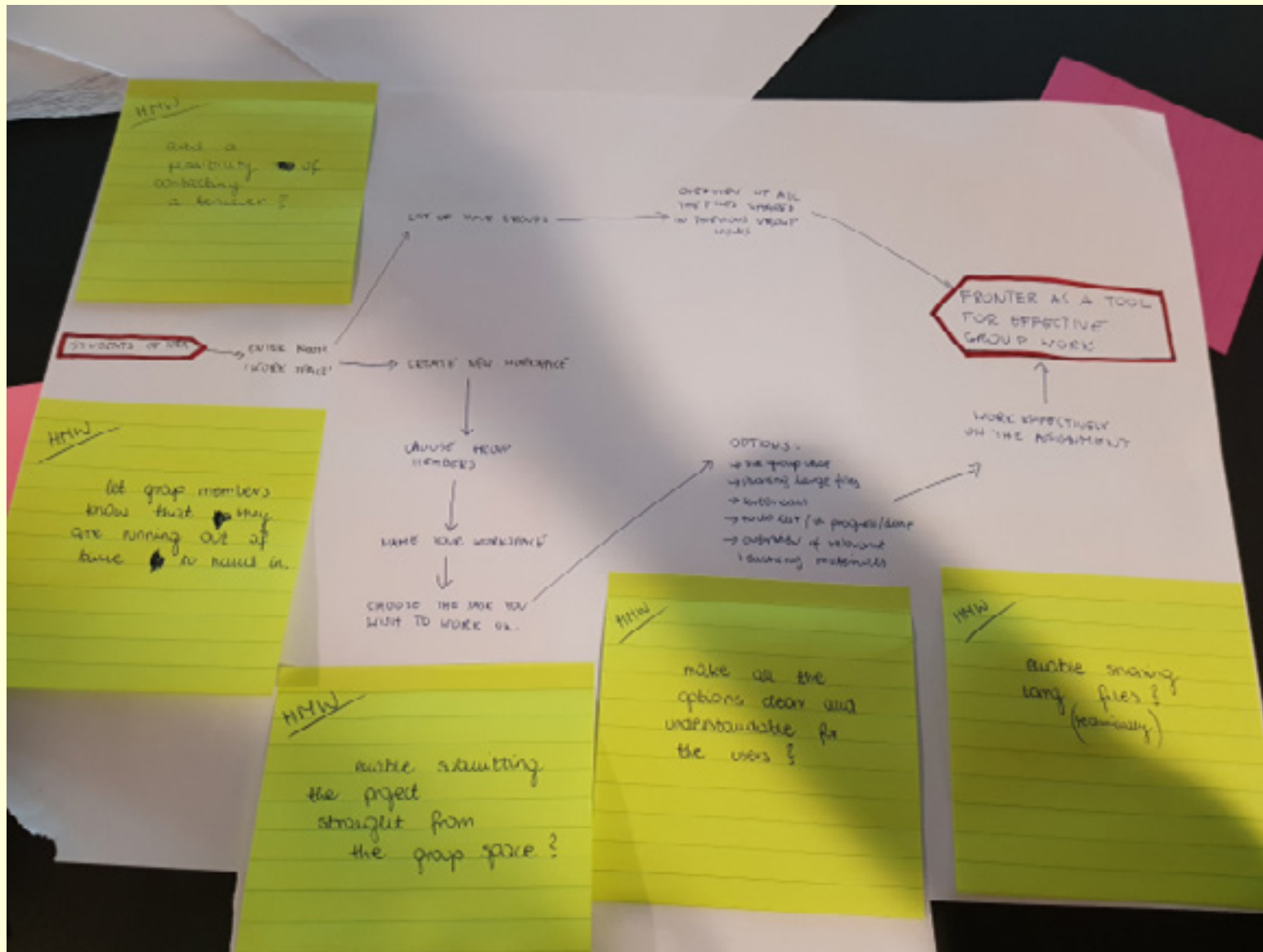
So we found 5:

- 1: Information not lost.
- 2: Tailorize Fronter for a specific student.
- 3: One to all communication.
- 4: Employers look at portfolio.
- 5: Alumni network.

Me and my group decided to go for improving the communication on Fronter.

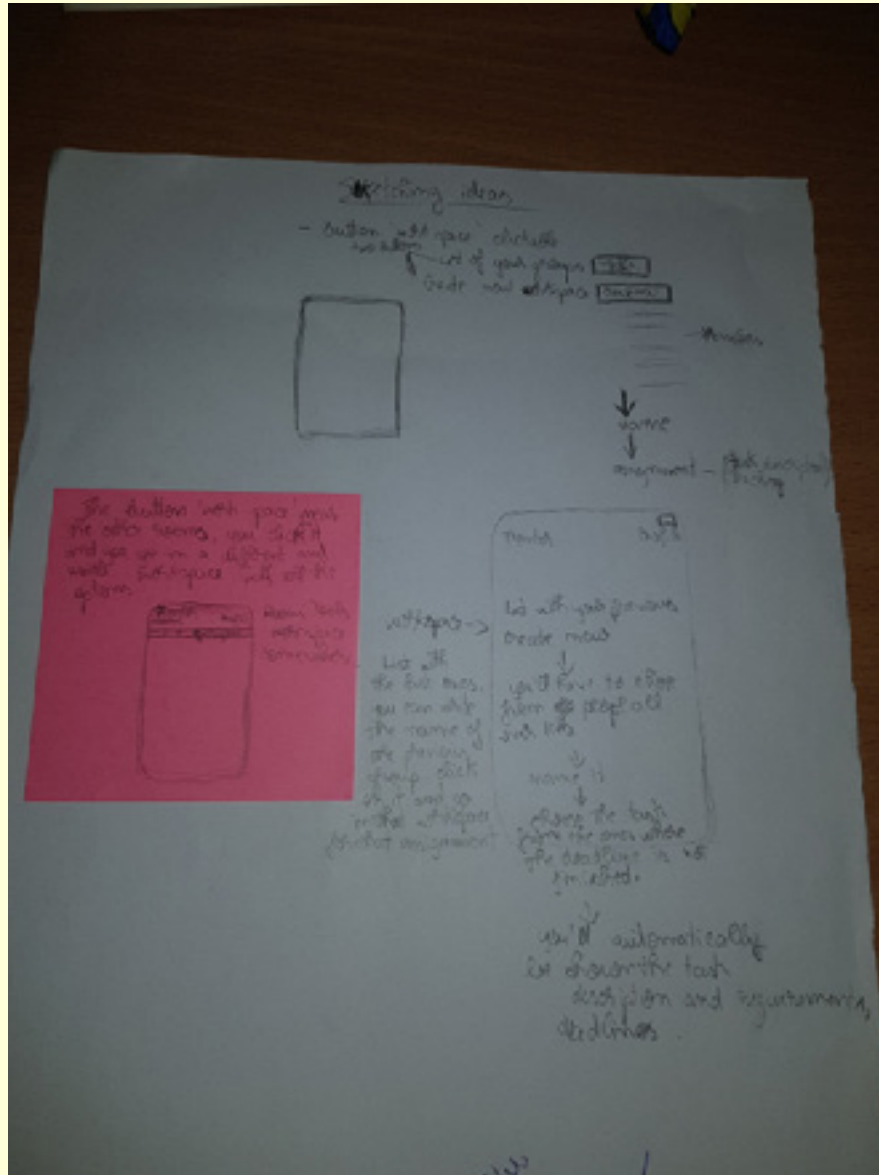
Our target group is Students at KEA and our long-term goal is Fronter as a tool for effective group work.

We also thought about some problems that might appear so we used the method HOW MIGHT WE.



We thought that students nowadays use any other online platforms for group work and they often can get distracted by other options those platforms offer them. So creating a clear, useful room that can be implemented in Fronter itself seemed a good idea.

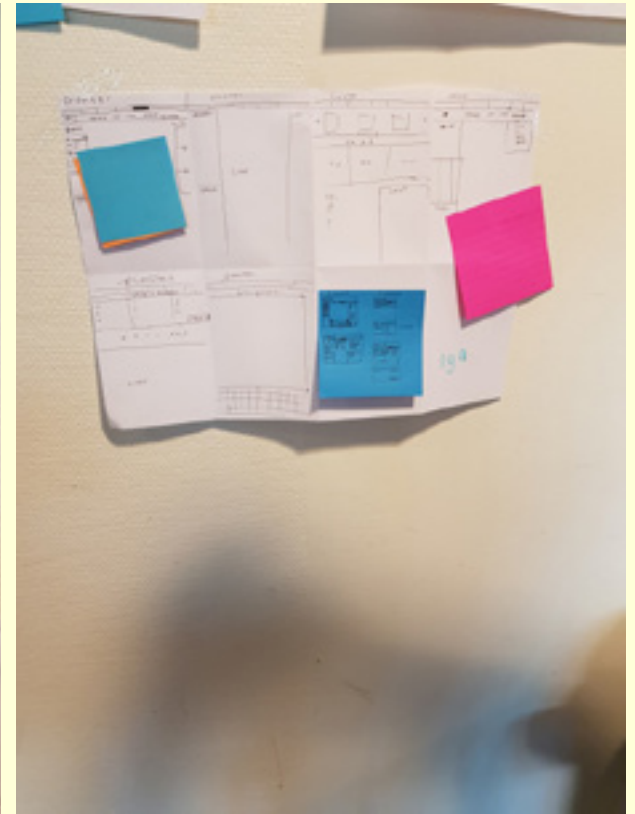
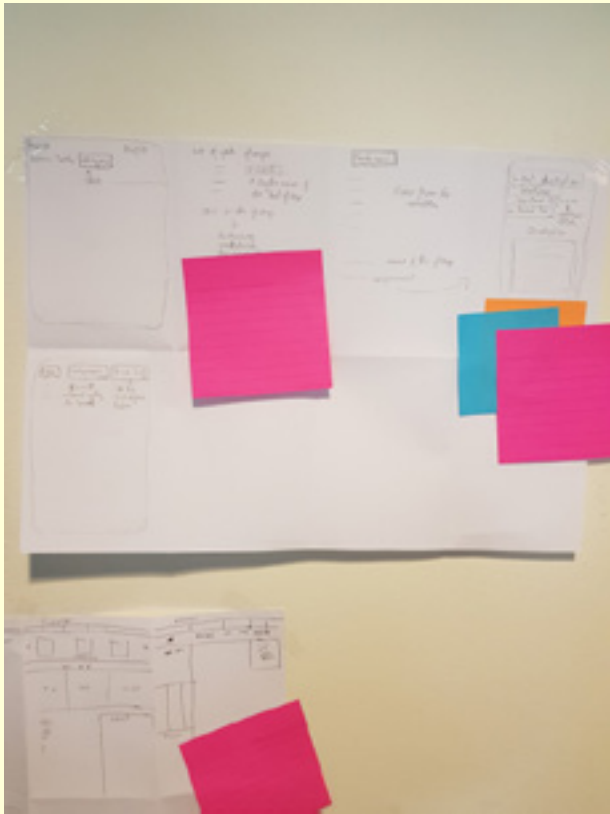
Tuesday: Sketch competing solutions on paper.



We had some time to put on paper any idea we had about how it will look.

I thought about a simple button like the other rooms on Fronter that will indicate the group workspace named simply "Workspace".

From there, it was a little difficult to think about how I want it to look like so I just wrote what I would like to include in this improved solution.



We folded a paper in 8 and then tried to draw 8 different ideas in 10 minutes. Then, after presenting the ideas to our group-mates, we used post-its to choose the best ones.

The left photograph shows a paper prototype for a group management application. It features several pink sticky notes arranged on a white sheet of paper. The notes are connected by arrows indicating a flow or sequence of actions. The notes include:

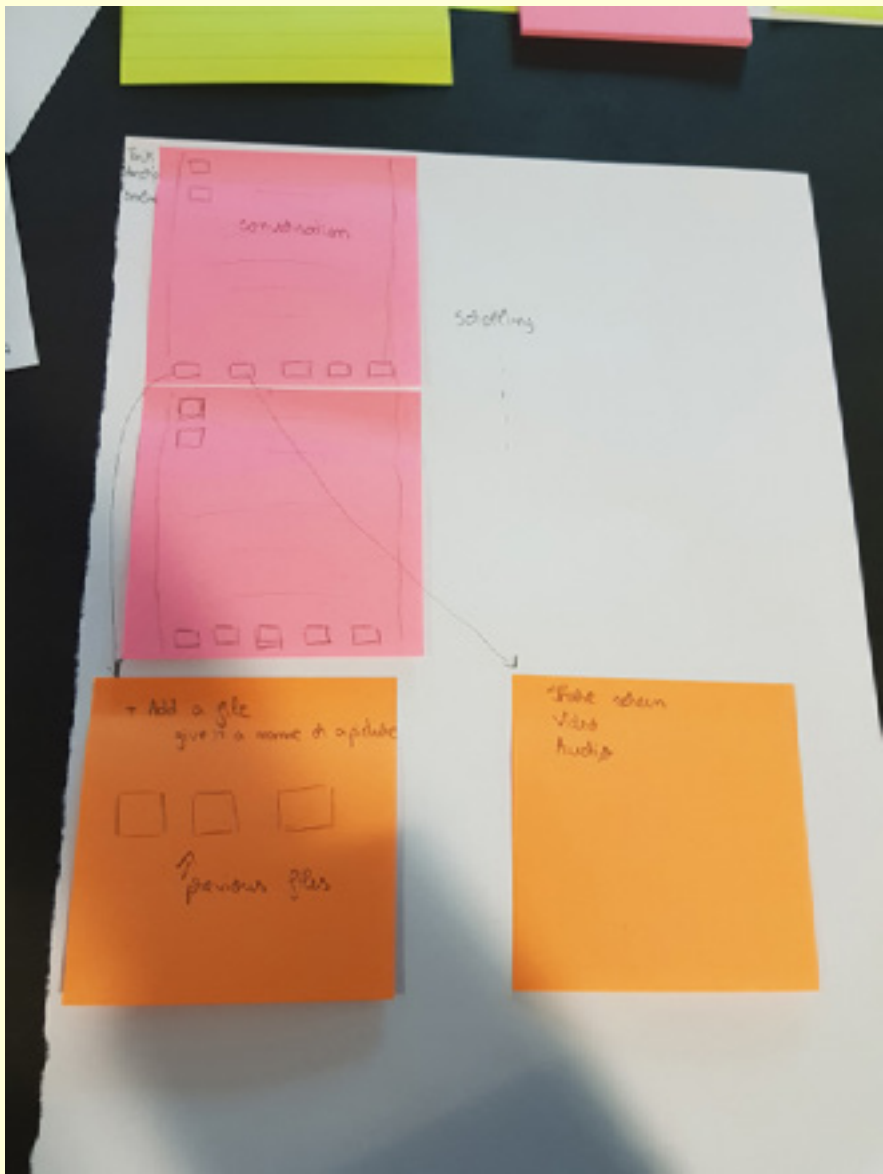
- A top note with a box labeled "List of your full groups" and a button labeled "Groups name".
- A note below it with a box labeled "Groups" and a list of five empty lines.
- A note to the right with a box labeled "Name of the group" and a box labeled "Discussion".
- A note below that with a box labeled "Assignment" and a box labeled "Feedback".
- A note at the bottom left with a box labeled "Groups from the members" and a list of five empty lines.
- A note at the bottom right with a box labeled "Feedback" and a list of five empty lines.

 Arrows indicate a flow from the top note to the "Groups name" button, then to the "Groups" note, then to the "Name of the group" note, then to the "Discussion" note, then to the "Assignment" note, and finally to the "Feedback" note.

The right photograph shows another paper prototype for the same application. It features several pink sticky notes arranged on a white sheet of paper. The notes are connected by arrows indicating a flow or sequence of actions. The notes include:

- A top note with a box labeled "Introduction" and a list of five empty lines.
- A note below it with a box labeled "Groups" and a list of five empty lines.
- A note at the bottom left with a box labeled "Feedback" and a list of five empty lines.

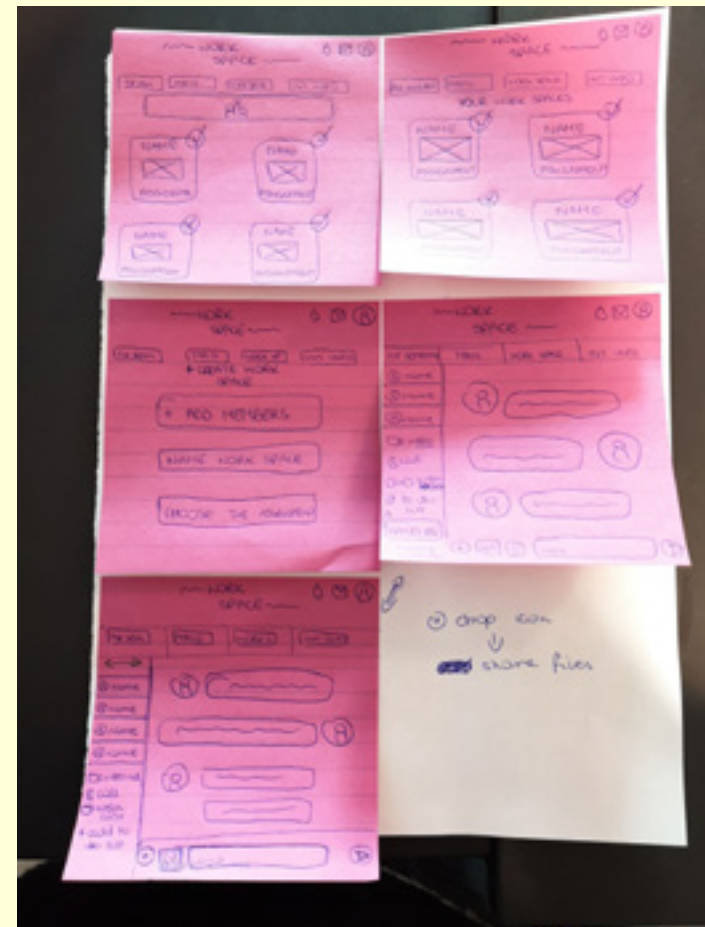
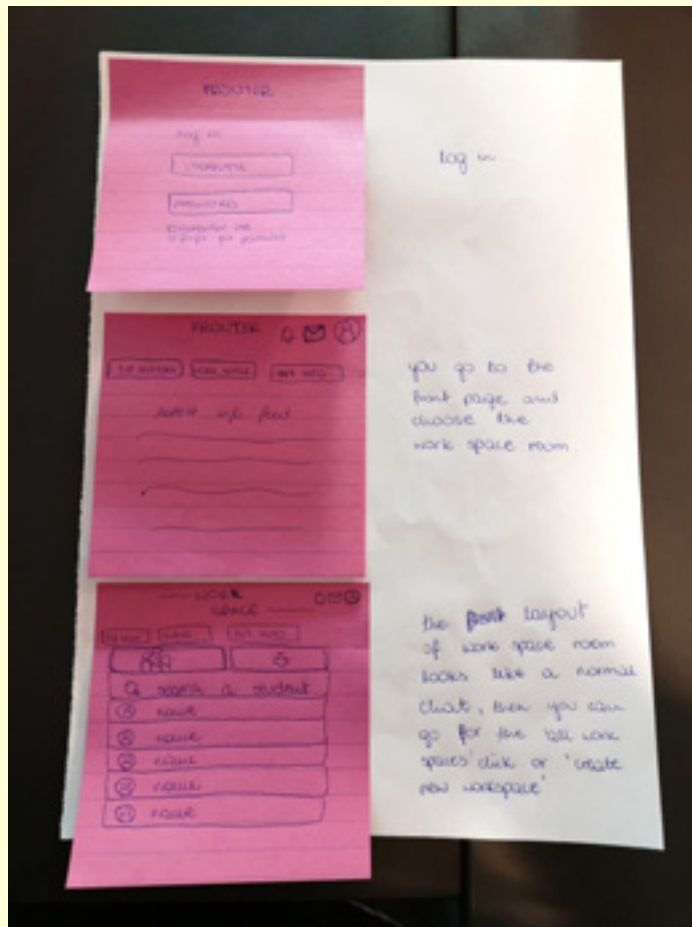
 Arrows indicate a flow from the top note to the "Groups" note, then to the "Feedback" note.



Wednesday:

Make difficult decisions and turn our ideas into a testable hypothesis

On wednesday, each one of the group members presented their final paper prototype from the previous day and after we gave feedback, the decider had to decide which one will be the final prototype that we will produce in XD.



Thursday:

hammer out a high-fidelity prototype.

I tried to do a prototype that will follow Kea Design and the paper prototype that we decided to implement.

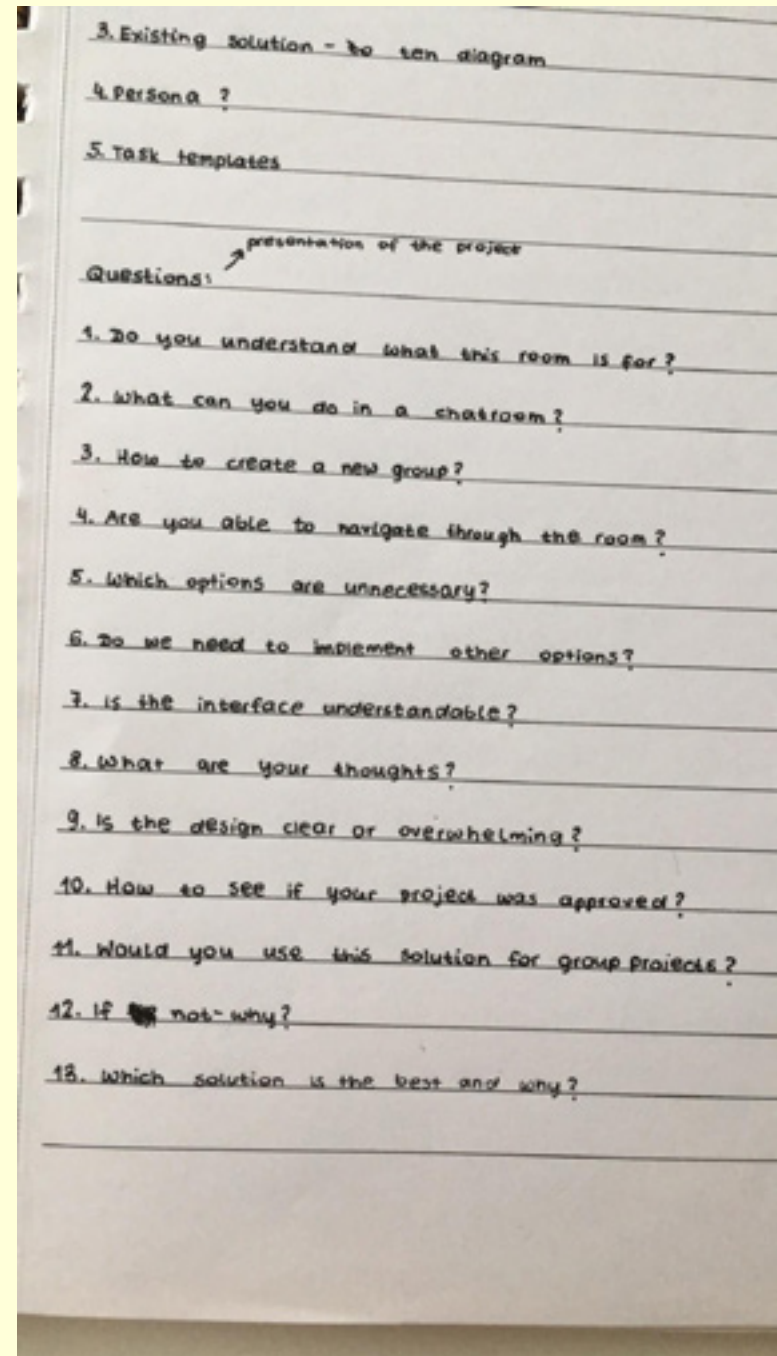
<https://xd.adobe.com/view/f5049939-11c4-46ac-67d0-6c387aa51403-8335/>

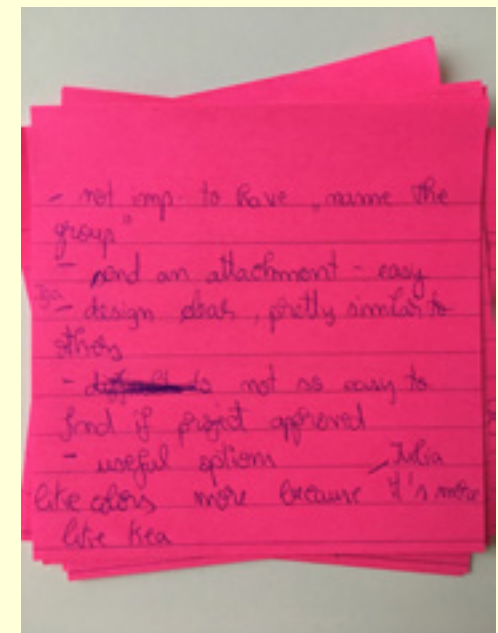
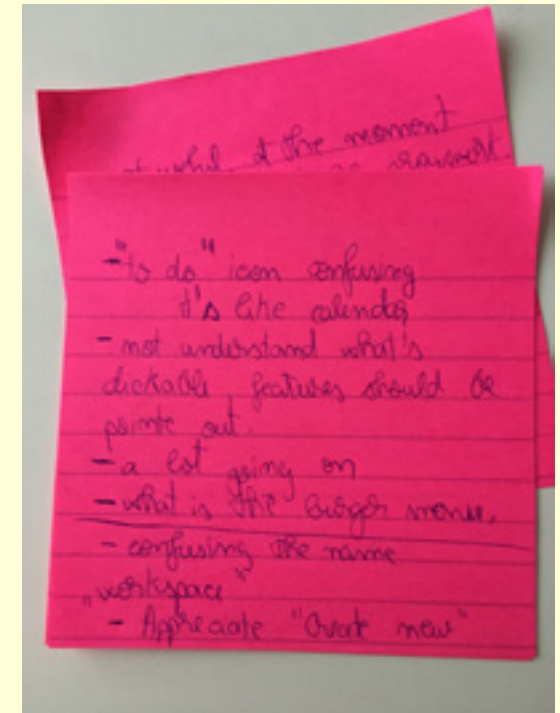
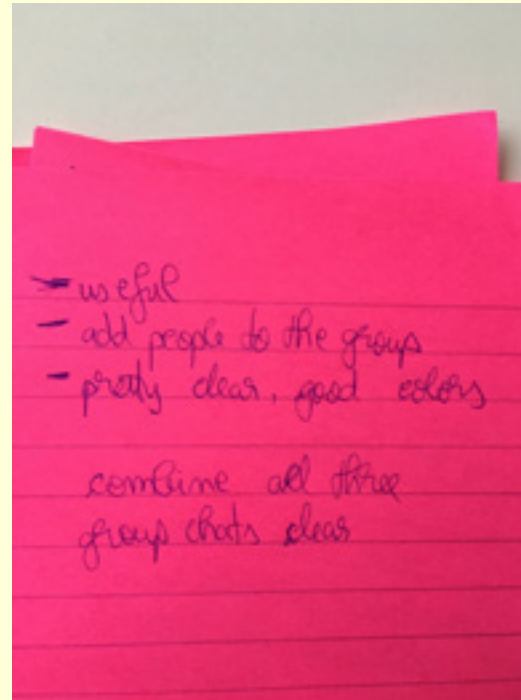
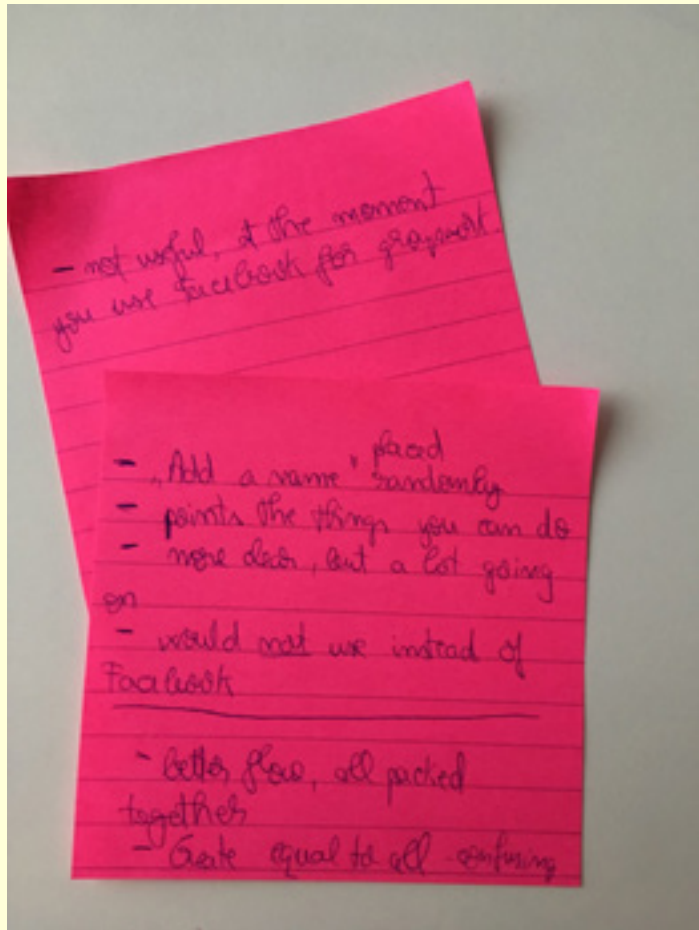
Friday:

Test it with real live humans

So on Friday we had the opportunity to see how others perceive our idea that we really like and found helpful.

We prepared some questions:





Some of the notes I took while other colleagues were interviewing

The conclusion was that the whole idea is very helpful but the design is quite heavy, there are a lot of options and it can be really hard to find what you need. So a simpler and cleaner design is needed but idea is good.

Web Prototype

The link to my github repository where html, css and pictures can be found.

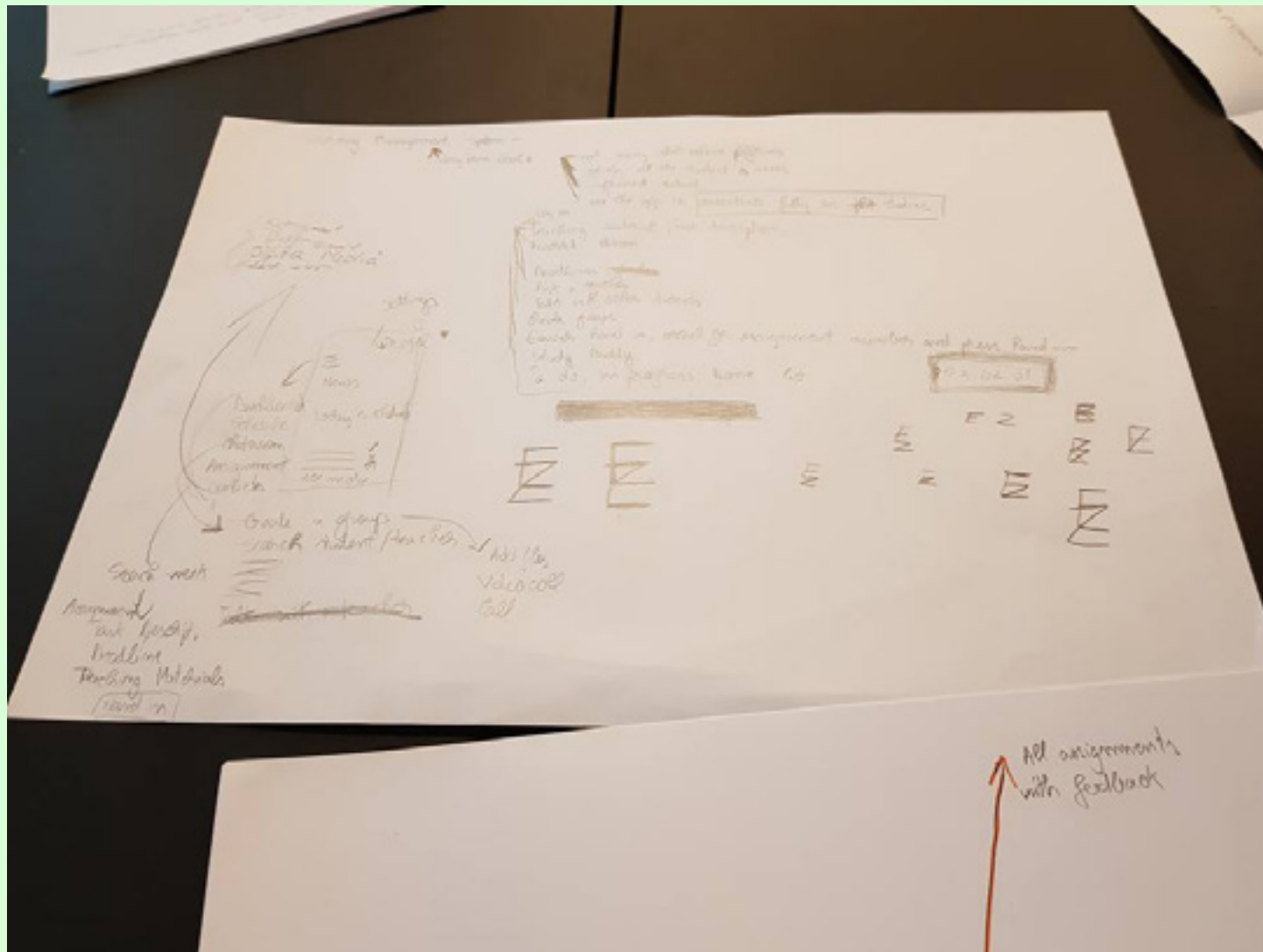
https://github.com/iuliarotaru/probable-succotash/tree/master/hand_in2

My Web Prototype is almost identical to the XD Prototype. I only added an animation to “Deadline” and a return button in a different part of the page, as these were a few things that I found necessary to change from the XD Prototype.

As I didn’t have time and knowledge to change more and make it the way I would like it to be, I did not have more to test than Design Sprint week.

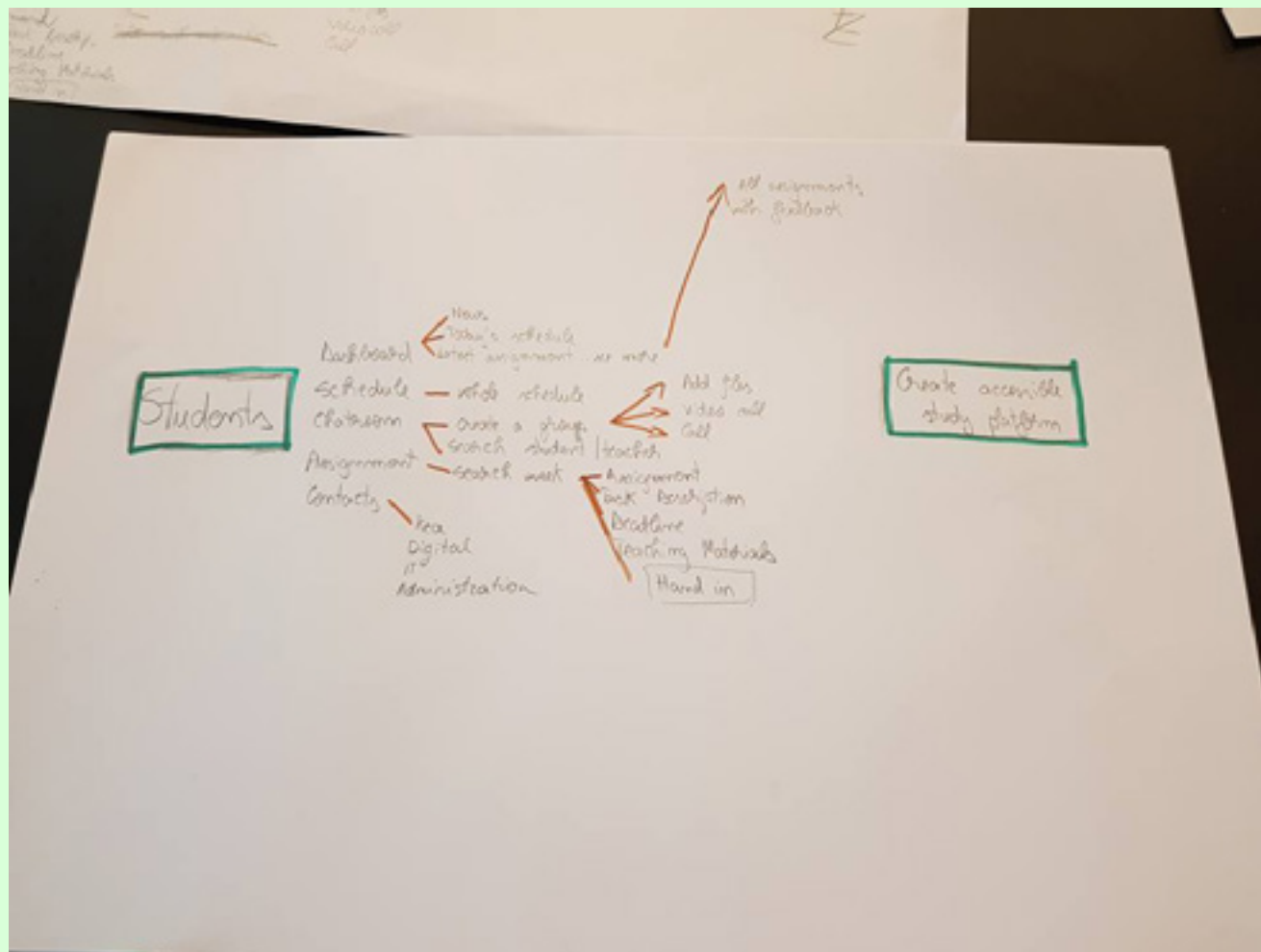
Native app

So in this week we had the freedom to create an app that we really like, without being constrained by Fronter or Kea design. We had to follow the steps from Design Sprint week.



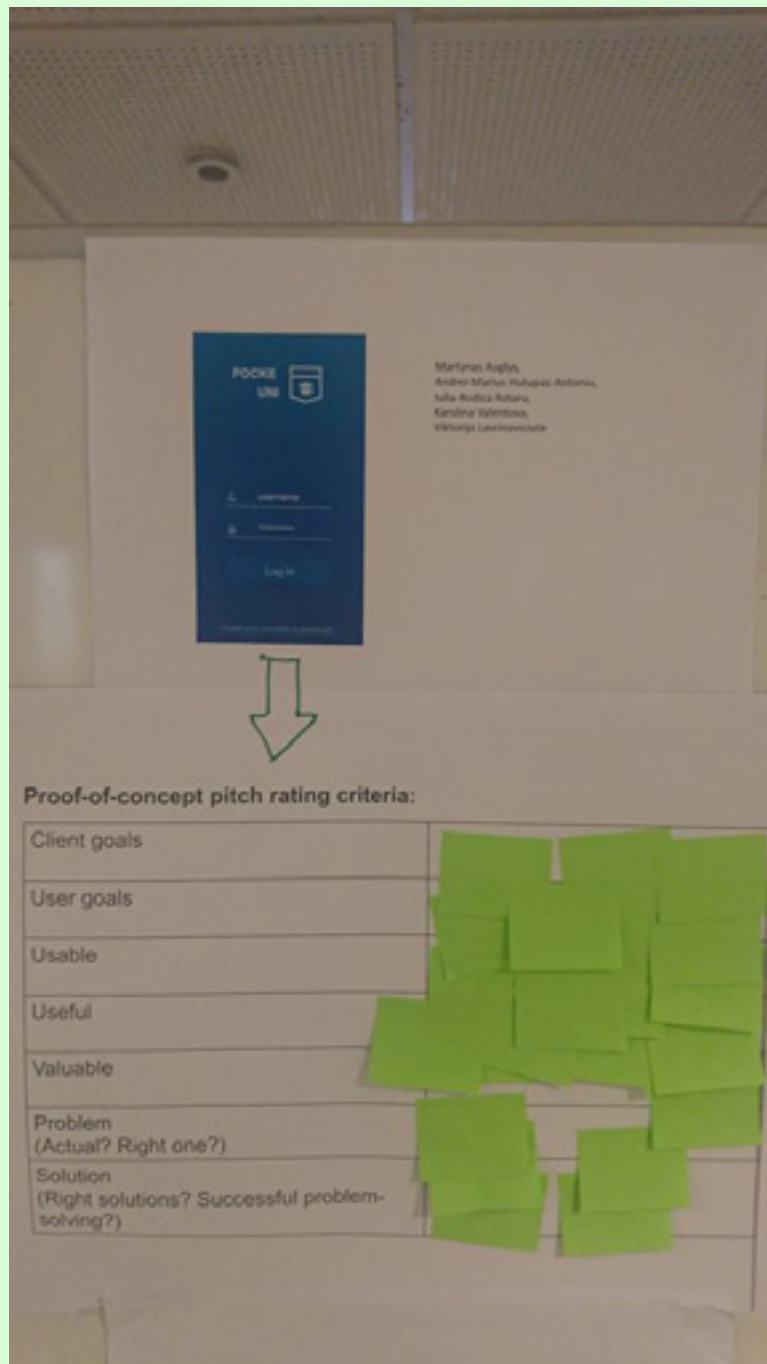
Some sketched ideas regarding what we would like our website to include.

At first, we thought that our app can be named EASY, but then we came with the idea of PocketUNI, as it is only an app for mobile.



The map where we choose as a target audience Student, and the long-term goals is to create accessible study platform

<https://xd.adobe.com/view/a75762ac-c2c2-4113-7e3e-0b5cc02310c5-d166/screen/e1a20189-a7f4-4ec9-baf3-665cffd6eac5/iPhone-6-7-8-1?fullscreen>



Pitch proof

All in all, after analysing the feedback we got from teachers and classmates, I realised that this App might have potential, of course, with a few changes that will improve it.

The logo can be changed so it will be more suitable for mobile, but the idea with it being burger menu was really good received.

Also, the profile menu might need some changes, with a lot more options than there are at the moment.

The colors were appreciated, but less gradient would look better as it will be a cleaner design.