CDGD-342 // Research Report

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DaVinci is a Mass Art student portal and database that runs on the WebAdvisor platform. We are being asked to run diagnostic research on the interface in order to re-design it. DaVinci is notorious as a confusing, stressful, problem site that causes a wide variety of issues for its users. Things such as misleading hierarchy, color and wording are known to guide many a student down the wrong path while looking for VITAL information.

Things I thought about in my research:

- What am I looking for from each IDEO method?
- Did anything surprise me?
- What contextual clues from this subject can I use to make sense of my findings?

RESEARCH METHODS

Ask

Five Whys

Ask "Why" questions in response to five consecutive answers.

    -Force the person to examine underlying reasons for their behavior and decisions.

Narration

As they perform a process or execute a specific task, ask them to describe aloud what they are thinking

    -Reach users perceptions, motivations and concerns

Learn

Flow Analysis

Represent the flow of information through each page

      -Identify bottlenecks and opportunities for functional alternatives

Error Analysis

List all of the things that could go wrong with the flow and determine the possible causes

      -Understand how certain design features can stop or contribute to
       human errors or failures

Look

A day in the life

Catalog daily activities of the subject.

      - Reveal unanticipated issues inherent in day to day lifestyle incorporation of product

Personal Inventory

Identify what objects the subject feels are important to them.
To catalog evidence of their lifestyle

      - Reveal patterns between values and perceptions

Try

Predict Next Year's Headlines

Ask subject to project WebAdvisor into the future and identify how they think it would maintain its relevance

      -Define which issues to address in developing redesign.

Be your Customer

Ask the subject to describe their experience

     - Reveal subjects overall interpretation of experience compared to
      my perception of their experience

RESEARCH FINDINGS

Julia - GD Student

"DaVinci is a bad, bad site"

Julia is a person who likes cats, relaxing, her bed and her 3DS.
Julia values something that can get the job done quickly so she can relax

During her testing I noticed she had a lot to say about hierarchy and type / color choices.

I noticed that the app flow worked for her. This surprised me, but I think this may be a result of the fact that she has used the site before.

Madeline - ID Student

"DaVinci is a trial and error-type of site where you just have to poke around until you find stuff"

Maddie is a person who likes her camera, her car, her necklace and her toothbrush.
Maddie values practical things, but also sentimental objects.
She likes things that have meaning.

During her testing I noticed that she clicked on things she didn't
need to despite having been taught otherwise

Her immediate suggestion to create a dedicated
mobile application surprised me (that's my girl)

"They just throw links at you"

Valentin is a person who likes his car, his phone, his sunglasses and his clothes.
Valentin values objects of monetary significance .
He likes a product that offers something.

During his testing I noticed that he clicked on the "contact us" section expecting it to house a website diagnostics section.

The way he interpreted the wording of the links and navigated the interface surprised me.

RE-DESIGN STRATEGY

-        For the re-design, I am going to focus on simplifying the numerous screens and links into a handful of pages by boiling down DaVinci to its base info.

-        The key features of each page will be interactive displays that have the potential to show large amounts of key info quickly.

-        The flow of the system will be based around simplified browsing.
         Less navigating and more learning.