



UX LAB

Usability testing on  
**What Can I Do With My  
Science Degree?**

UBC UX Lab  
July 10, 2019

# Our Team



**Carley  
Low**

*Psychology*



**Jessica  
del Rosario**

*Behavioural  
Neuroscience*



**Wynonna  
Moo**

*Cognitive  
Systems*



**Tiffany  
Wu**

*Computer  
Science*

“

## Research Question

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**How are students navigating the  
newly launched ‘What Can I Do  
With My Science Degree’ page?**

# Methodology



Perception

Test

# Test Sessions



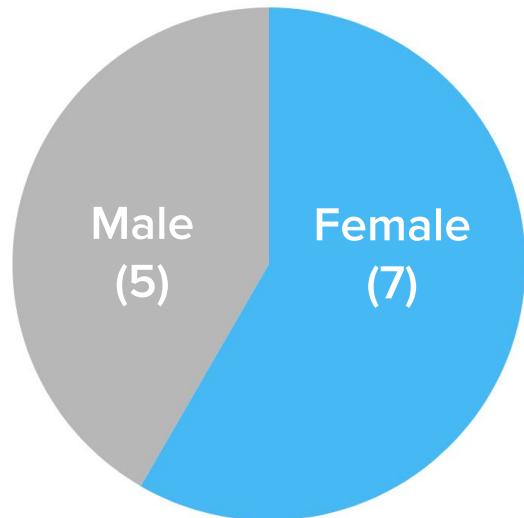
Tested only Science students at:

- Computer Science Building
- Life Building
- Earth Science Building
- The Nest

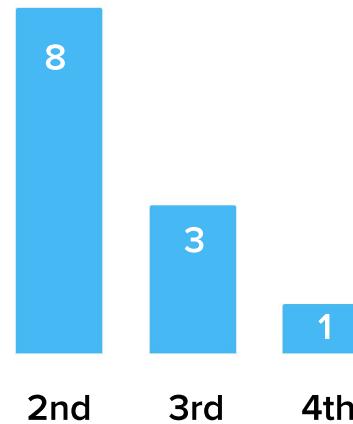
**Only for “What can I do with my Science degree” page**

# Demographics

Gender



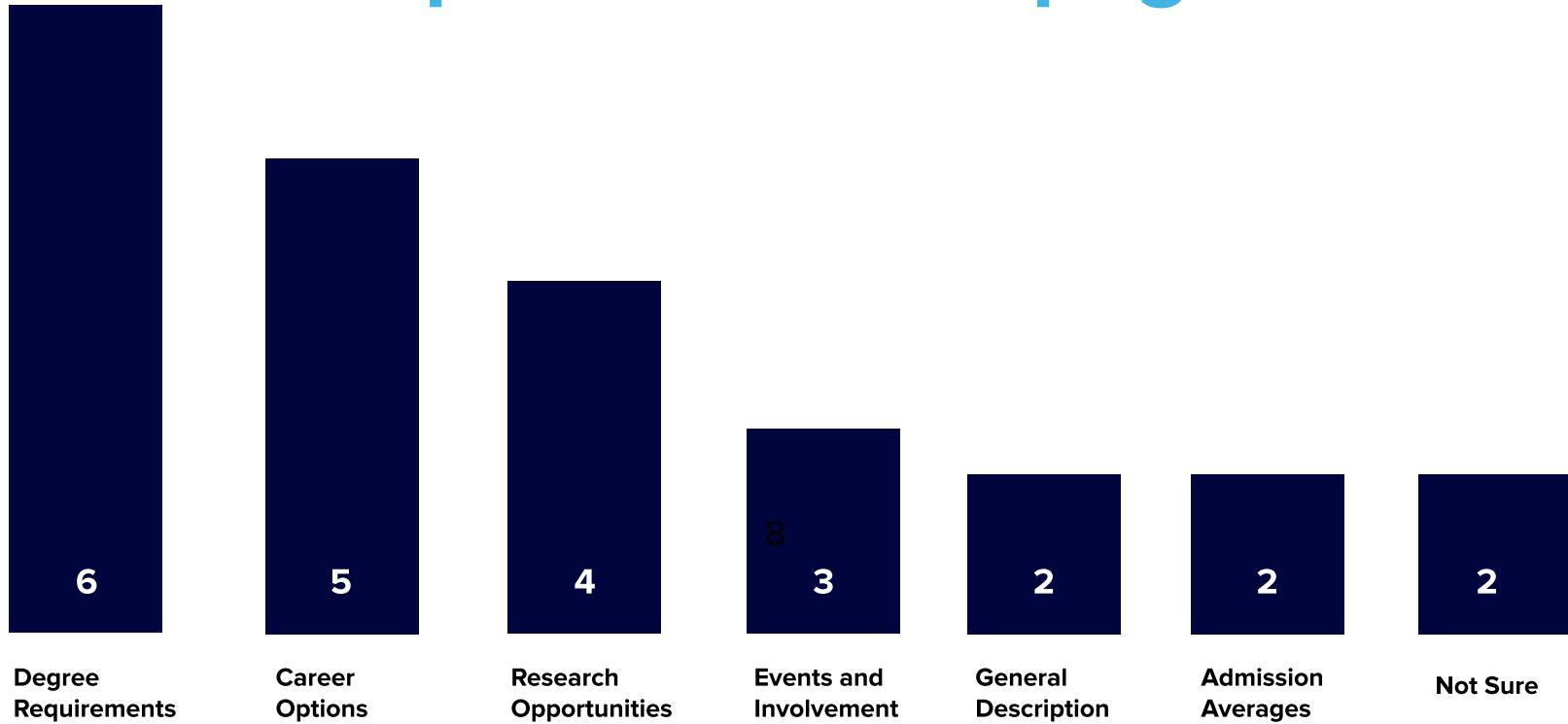
Year Level



\*no incoming first years

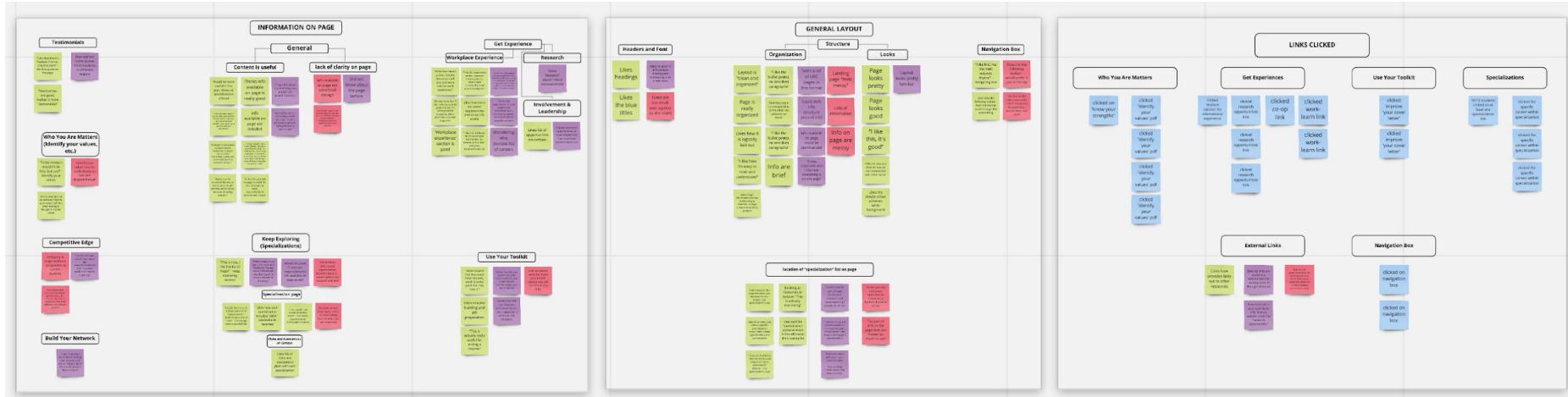
Collected 12 participants

# Expectations for page



“Imagine that you land on a page with information about your specialization, what would you expect to see?”

# How we processed the data





# Feedback:

## General Layout

- Clean, organized, and easy to read (6)
- Appealing design - simple color scheme and white background (5)
- Others thought info on page could be neater and summarized more (4)
  - E.g., “Job preparations” vs “Use your toolkit”

“

I like the bullet points, no one  
likes paragraphs.

“

Definitely easier [to navigate] than  
the other UBC sites out there.



# Feedback:

# Table of Contents

<https://students.ubc.ca/career/your-degree/science>

- Like how the table follows as you scroll (2)
- However, some did not like how the table stayed on the page (2)
  - 1 of those 2 students prefer the toolbar to stay just at the top

# Find your competitive edge

*Make yourself stand out.*

Throughout your Science degree, you'll develop specific skills that employers are looking for when hiring graduates, including:

- ✓ Collecting and observing data with precision and accuracy
- ✓ Analyzing and interpreting data
- ✓ Understanding core concepts and methods within a scientific discipline
- ✓ Applying computational, mathematical, and statistical reasoning to a variety of problems
- ✓ Assessing and solving complex problems
- ✓ Conducting field and lab research
- ✓ Thinking analytically and critically
- ✓ Writing effectively to communicate knowledge to a broad range of audiences
- ✓ Collaborating with others on projects and assignments



# Feedback: Competitive Edge

- Thought bullet points are too broad
  - Felt it could not be generalized to all specializations since each of them are unique (2)
- Confused whether the section was catered to current or prospective students (1)

# Get experience

*Make the most of your Science degree.*

UBC offers many opportunities for Science students to build their careers.



## Workplace experience

### Work Learn

Build work experience through a part-time, on campus job.

### CareersOnline ↗

Browse and apply for work or volunteer positions on UBC's online career resources platform.

### UBC Science Co-op

Work in your area of study while completing your degree.

## Research

From volunteering in a lab to getting a research award, there are many possibilities to build your undergrad research experience and prepare you for graduate school or careers in research.

### Find opportunities

## Invvement and leadership

Connect your academic learning to experiences outside of the classroom. Take initiative to engage in different communities to strengthen your communication and collaboration skills.

### Get started

## International experience

Living, studying, and working abroad build traits employers are looking for when hiring. Show employers you are adaptable, can work independently, and have global experience.

### Explore options



# Feedback:

## Get Experience

### Workplace Experience

- Liked this section; found it to be useful (6)
- Would like to see quotes from students in Co-op or Work Learn (1)
- Thought the section should be advertised more (1)

### Involvement and Leadership

- Liked the list of clubs and activities (3)

## “ Build Your Network Section

I don't really know much about building your network and using LinkedIn. I'd like to see information on that.



# Feedback: Use Your Toolkit

- Useful (e.g., resume, cover letter resources) (3)
- Thought the “Identify Your Values” PDF may fit better with the Resume info - could be combined (1)

“

I didn't expect they would have resumes, it's good they have it.

# Keep exploring

*Building your career is an ongoing process.*

Dig a little deeper into the skills and perspectives graduates from your specialization bring to the world of work.

- [Atmospheric Science](#)
- [Astronomy](#)
- [Behavioural Neuroscience](#)
- [Biochemistry](#)
- [Biology](#)
- [Biophysics](#)
- [Biotechnology](#)
- [Cellular, Anatomical and Physiological Sciences](#)
- [Chemistry](#)
- [Cognitive Systems](#)
- [Combined Major in Science](#)
- [Computer Science](#)
- [Earth and Ocean Sciences](#)
- [Environmental Sciences](#)
- [Forensic Science](#)
- [Geographical Sciences](#)



# Feedback: Keep Exploring

- Found the specialization section to be the most useful and important of the entire landing page (9)
- Liked the list of majors provided (6)
- Wanted to see this section at the top (6)
- Thought it could be useful in helping to choose a major

“

If you start with this [section],  
I feel like this is what people are  
more interested in.

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Clicked on at least one specialization link (10)

- Then directed to respective specialization pages



## Student Services

[New to UBC](#)[Courses, money & enrolment](#)[Health](#)[Campus life](#)[Career & experience](#)[Support](#)[UBC Life blog](#)[Logins](#)

Student Services » Career & experience » Your degree » Science » Your degree in Biology

# Your degree in Biology

While studying [biology](#), you're looking at life around you as a scientist – marvelling about its amazing diversity, adaptability, and beauty, as well as embracing the process of science as a way to learn about life. You'll develop important skills and understand more about specialized topics such as botany and zoology.

These skills may include:

- Interdisciplinary application of biological theories, practices and ethics
- Experiment and project design, organization, and implementation
- Critical analysis and synthesis of scientific research and literature
- Field work techniques, such as plot study surveys and population estimates
- Laboratory proficiency including usage of scientific equipment and knowledge of safety protocols
- Data collection and maintenance of accurate records
- Statistics and quantitative reasoning
- Development and evaluation of models, such as estimating the flow of pollutants through an ecosystem, or predicting growth or decline of populations

## On this page

[Explore career possibilities](#)

[Make the most of your specialization](#)

[Make connections](#)

[Connect with alumni on LinkedIn](#)

[More information](#)

[Back to top ^](#)

“

I definitely like this  
[specialization] page the most  
because it's the most direct.

# Explore career possibilities

Career opportunities vary widely across a range of fields including space, computer and game design, medical data and technology, cancer treatment, laboratory research, project management, finance, science education and outreach, environmental assessment and monitoring, scientific equipment control, and others.

Find potential careers for Physics graduates, listed by the Government of Canada. Learn about responsibilities and basic requirements for job groups in the industry.

Please note that this is not a complete list. Some career options may require further education or training.

[Acoustic physicist](#) ↗

[Meteorologist](#) ↗

[Aerodynamicist](#) ↗

[Nanotechnology physicist](#) ↗

[Architect](#) ↗

[Network test engineer](#) ↗

[Avionics mechanic](#) ↗

[Nuclear power reactor operators](#) ↗

[Biophysicist](#) ↗

[Oceanographer](#) ↗

[Climate scientist](#) ↗

[Particle technician](#) ↗

[Community science outreach educator](#) ↗

[Physical chemist](#) ↗

[Computer engineer](#) ↗

[Physicist](#) ↗

[Computer games designer](#) ↗

[Radiation inspector](#) ↗

[Data analyst](#) ↗

[Remote sensing technician](#) ↗

[Engineer](#) ↗

[Science museum curator](#) ↗

[Geophysicist](#) ↗

[Scientific journalist](#) ↗

[Health physicist](#) ↗

[Scientific research manager](#) ↗

[Hydrologist](#) ↗

[Seismologist](#) ↗

[Industrial radiographer](#) ↗

[Sound engineer](#) ↗

[Laser technician](#) ↗

[Systems/Research analyst](#) ↗

[Materials scientist](#) ↗

[Teacher/Professor](#) ↗

[Medical physicist](#) ↗

[Technical writer](#) ↗

## On this page

[Explore career possibilities](#)

[Make the most of your specialization](#)

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[More information](#)

[Back to top ^](#)



# Feedback: Specialization Page

- Clicked on specific career links within specialization (3)
- Stereotype on careers: Science is research-focused
  - Appreciated listing careers other than research (1)



# Feedback:

# Specialization Page

- Was not expecting possible careers listed to lead to the Government of Canada website for further info on job (1)
- Unsure what technical abbreviations (i.e. ELISA, PCR) meant (1)
  - As listed on the Forensic Science specialization page



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[New to UBC](#)[Courses, money & enrolment](#)[Health](#)[Campus life](#)[Career & experience](#)[Support](#)[UBC Life blog](#)[Logins](#)

Student Services » Career & experience » Your degree » Science » Your degree in Forensic Science

# Your degree in Forensic Science

While studying [forensic science](#), you're learning to apply the techniques of biochemistry to both ethical and legal matters. You'll develop important skills and master scientific reasoning to help make a difference in the community through the application of science in criminal investigations.

These skills may include:

- Comparison, interpretation, and evaluation of evidence using laboratory techniques and instruments
- Report and expert testimony writing for evidentiary findings
- Advanced quantitative and qualitative analysis
- Application of logical/systematic thinking
- Collaboration with laboratory teams across disciplines
- Technical skills in **ELISA, PCR, cloning, gel electrophoresis, western blots, southern transfers, DNA hybridization, protein assays, and enzyme digests**
- Usage of specialized instruments like pH meter, IR, and UV/VIS spectrophotometers

## On this page

[Explore career possibilities](#)

[Make the most of your specialization](#)

[Make connections](#)

[Connect with alumni on LinkedIn](#)

[More information](#)

[Back to top ^](#)

# Top Feedback



- Expected to see **Specializations section** at the top or near top of page
  - More specific to student
  - Perceived as more helpful & important

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- [Cognitive Systems](#)
- [Combined Major in Science](#)
- [Computer Science](#)
- [Earth and Ocean Sciences](#)
- [Environmental Sciences](#)
- [Forensic Science](#)
- [Geographical Sciences](#)

# Feedback



- Some headers and subheaders looked too similar in design (e.g., font size)

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### Get started

## International experience

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### Explore options

# Feedback



- Each specialization is different, but the **Competitive Edge** bullet points are too broad and general

## Find your competitive edge

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# Recommendations

# Recommendations

## Competitive Edge section

Make descriptions more specific to each specialization → move to respective page

## Keep Exploring section → links to specialization pages

Move to top of page/make more visible

# Recommendations

## Section titles

Make titles more clear, straightforward;  
use student language

- e.g., “Find your competitive edge”
- e.g., “Use your toolkit”

### Use your toolkit

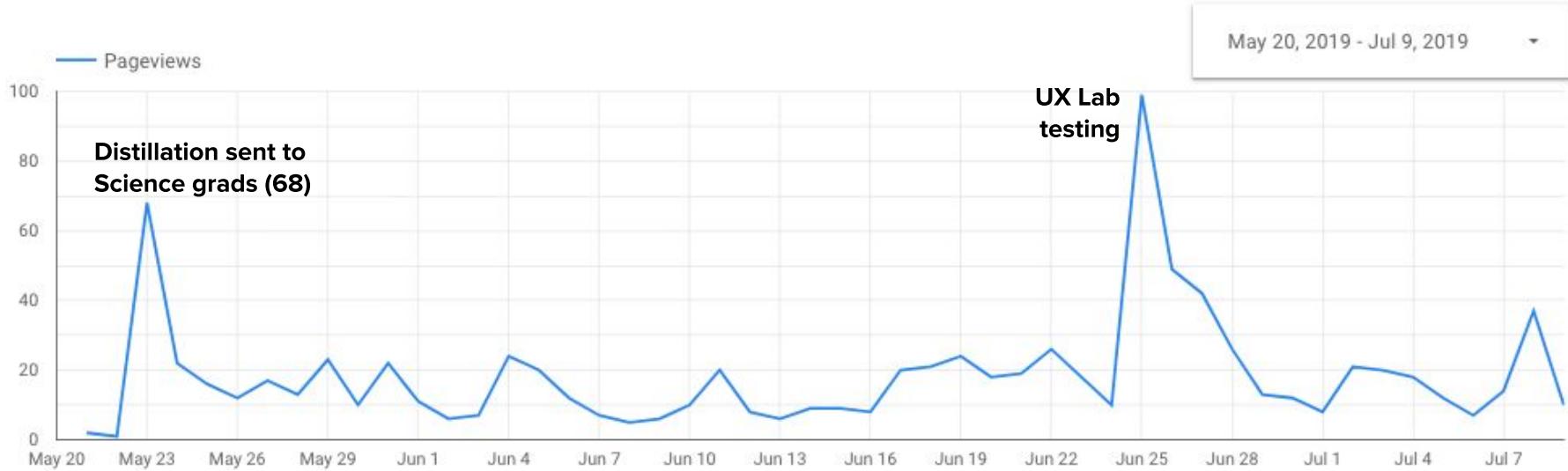
*Get help telling your story to employers.*

- [Get tips on job search](#)
- [Improve your cover letters](#)
- [Reinforce your resume](#)
- [Learn methods for interviewing](#)
- [Get advice from a Career Peer Coach](#)
- [Know what skills employers are hiring for \(pdf\)](#)
- [Develop a career confident mindset \(pdf\)](#)

# Analytics

# Your degree in Science

career/your-degree/science



Pageviews  
594

Unique Pageviews  
406

Avg. Time on Page  
00:03:14

Bounce Rate  
42.86%

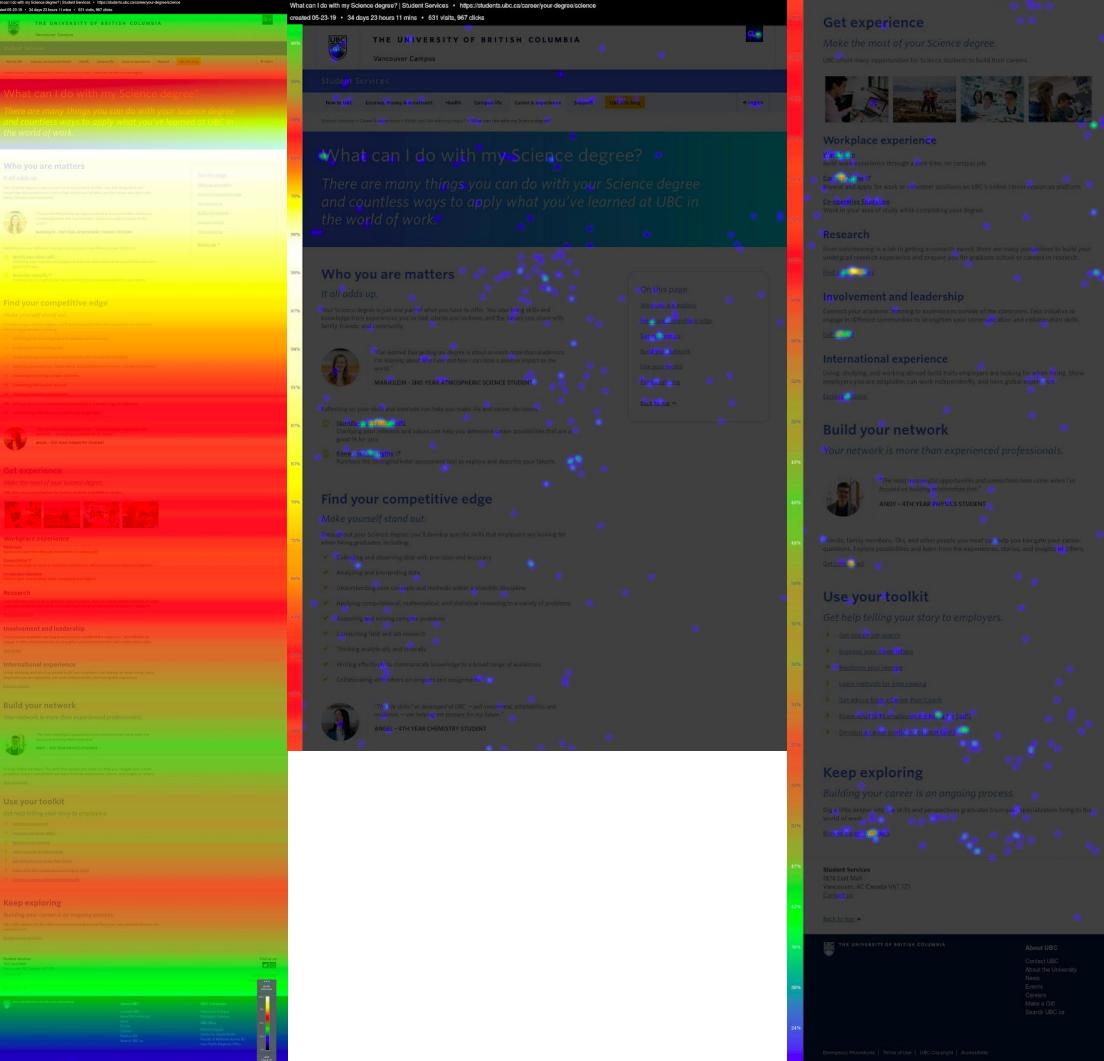
# Crazy Egg

career/your-degree/science

May 23 - June 26, 2019

## Most clicked:

- Identify your values
- CareersOnline
- Find opportunities (under Research)
- Get started (under Involvement)
- Get connected (under Build your network)
- Browse career webinars



# Analytics reporting plan

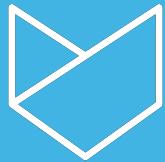
- Grant access to general dashboard of analytics
- Crazy Egg capturing of data during Distillation delivery dates:
  - Computer Science
  - Biology
  - Integrated Sciences
  - Physics
  - Chemistry
  - Environmental Sciences

# Analytics reporting plan

- **Crazy Egg dates:**
  - Mid-July to mid-Sept
  - All of Dec
  - Early Jan - Mar
  - End of Apr - mid-Jun
  - 60 days max
- Report to Science and CSI&C after Term 1 and in summer

# **Analytics dashboard**

[tinyurl.com/degree-science-analytics](https://tinyurl.com/degree-science-analytics)



**UX LAB**