

Frontline Student Experience

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UX Research Plan

1

Who

2

What

3

Why

4

When

1. Objectives

- Business Objectives

Improve the student experience with the frontline service

- Research Success Criteria

Relevant to students

Easy and pleasurable to use

Understand the ROI

2. Methodology

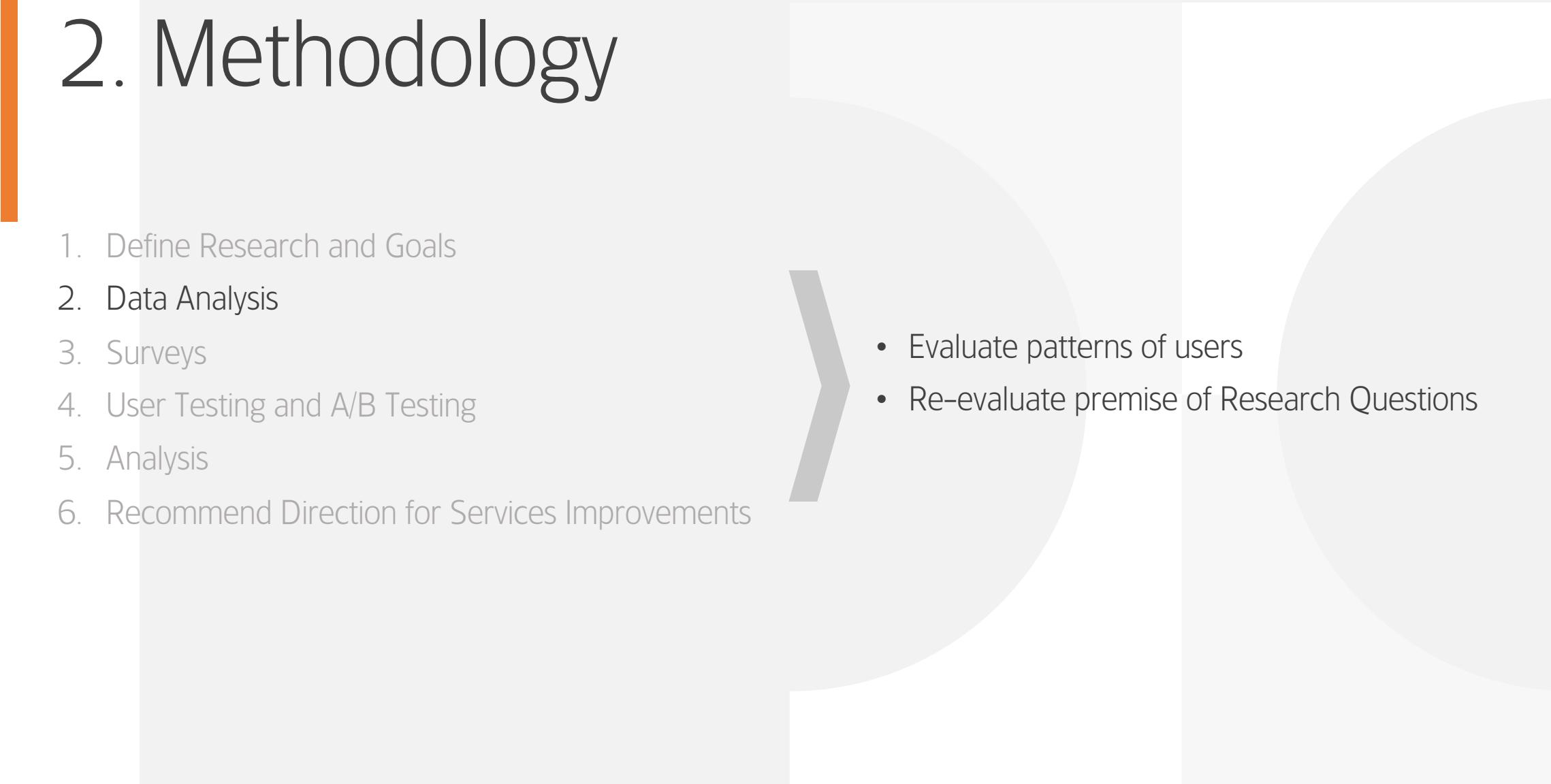
1. Define Research and Goals
2. Data Analysis
3. Surveys
4. User Testing and A/B Testing
5. Analysis
6. Recommend Direction for Services Improvements

2. Methodology

1. Define Research and Goals
2. Data Analysis
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5. Analysis
6. Recommend Direction for Services Improvements

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- How students experience services
 - Determine pain points
 - Spot opportunities for improvement
 - Improve students' experience

2. Methodology

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- The diagram illustrates the methodology process flow. It begins with a vertical orange bar on the left, followed by the title '2. Methodology'. Below the title is a numbered list of six steps: 1. Define Research and Goals, 2. Data Analysis, 3. Surveys, 4. User Testing and A/B Testing, 5. Analysis, and 6. Recommend Direction for Services Improvements. A large grey arrow points from the end of the list towards a circular area on the right, which contains two bullet points: • Evaluate patterns of users and • Re-evaluate premise of Research Questions.
1. Define Research and Goals
 2. Data Analysis
 3. Surveys
 4. User Testing and A/B Testing
 5. Analysis
 6. Recommend Direction for Services Improvements
- Evaluate patterns of users
 - Re-evaluate premise of Research Questions

Research Questions

- What is the experience of students who need to find and use a central support service?
What helps them to get to the right service, first time?
What gets in the way?
- What is the experience of students in terms of accessing the support that they need?
What help them to get to the right team, first time?
What gets in the way?

2. Methodology

1. Define Research and Goals
2. Data Analysis
3. Surveys
4. User Testing and A/B Testing
5. Analysis
6. Recommend Direction for Services Improvements

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- Identify user groups
 - Capture and prioritise questions
 - Analyse responses for effectiveness

Define Recruitment Criteria and Participant Profiles

Students who use the central support services

How do they feel about the different central support services. What is the type of demand and expectations?

Staff who work on the central support services

What problem do they experience in terms of getting students to the right place?

2. Methodology

1. Define Research and Goals
2. Data Analysis
3. Surveys
4. User Testing and A/B Testing
5. Analysis
6. Recommend Direction for Services Improvements

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- If applicable
 - Identify scenarios

2. Methodology

1. Define Research and Goals
2. Data Analysis
3. Surveys
4. User Testing and A/B Testing
5. Analysis
6. Recommend Direction for Services Improvements

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- Analyse data, surveys and student patterns and trends
 - Formalise behaviours and needs
 - Evaluate if more research exploration is needed

2. Methodology

1. Define Research and Goals
2. Data Analysis
3. Surveys
4. User Testing and A/B Testing
5. Analysis
6. Recommend Direction for Services Improvements

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- Use the analysis and present recommendations
 - Involve all relevant teams
 - Outline a student centred empathetic plan for the recommendations to maximise the effectiveness

Thank you