

User-centered Design Project

BUX

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Meet the team



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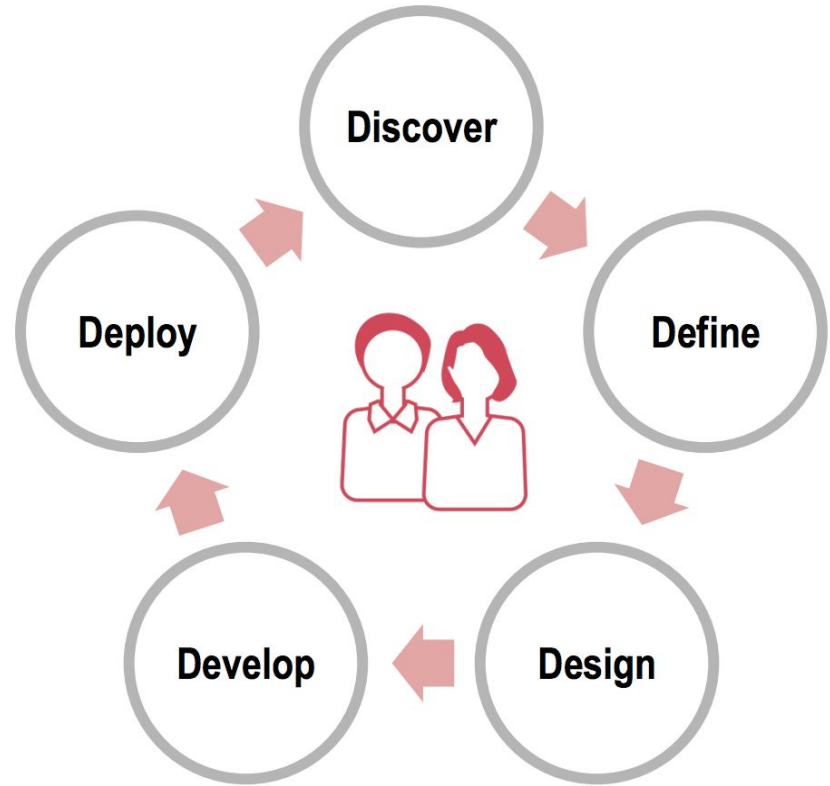
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Research Assistant
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SysNet Lab



Kelley Tai
Content Designer
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Executive Summary

- Prototype an application based on the user-center designed model
- Start with problem space and work towards a final functional prototype
- BUX encourages students to complete their assignments by providing a tool to organize & manage school tasks.
- Leverages social media to help motivate students through peer collaboration.



Introduction and background research

- Problem space: Productivity
- Target audience: Post-secondary students
- Research instruments
 - Interviews, questionnaires, diary studies
 - Better understand work habits of peers
 - Scientific journals:
 - Happiness and productivity
 - Habits
 - Design for decision
 - Effect on framing incentives on student productivity

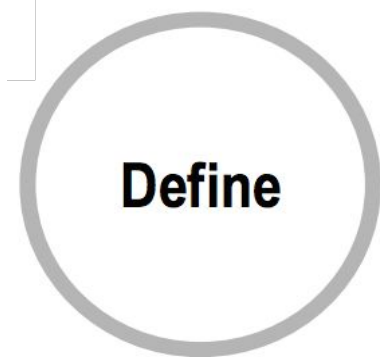


Discover

User research results

- Reliance on technology
 - Very few participants used software/methods/techniques
 - Some made basic use of calendars/reminders to keep track of assignments
- Goals and timelines
 - Procrastination recurring topic
 - Closer deadlines create urgency & higher workrate
 - Feelings of guilt/anxiety drive students to action
- Work patterns
 - Prefer extended periods of work over short intervals
 - Short intervals are preferred for complicated/unfamiliar work

User needs analysis

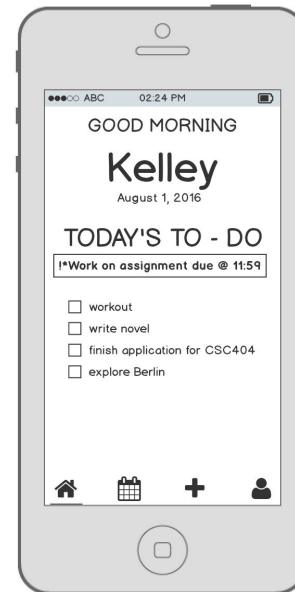
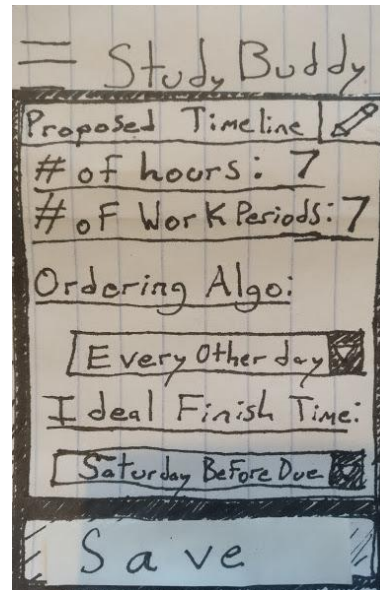
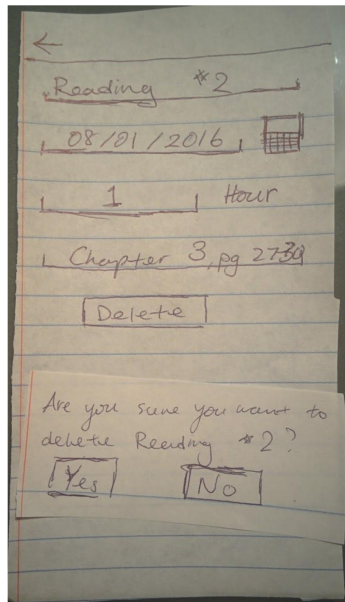
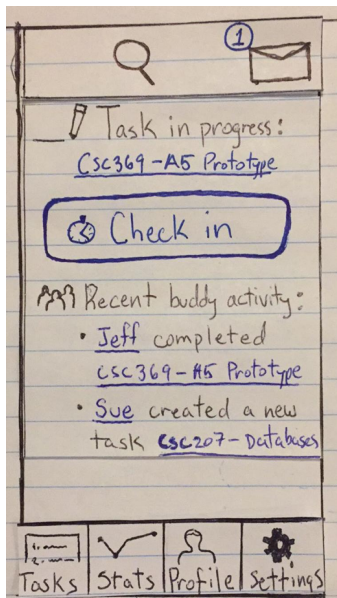


- A structured/organized way to complete tasks
 - Calendar/to-do list of tasks and their deadlines
 - Regular reminders of approaching deadlines
 - Progress indicators
- Motivation to do the work
 - Maintain engagement and willingness to work
- Personal
 - Individual records of achievements and progress made

Low-fi prototype

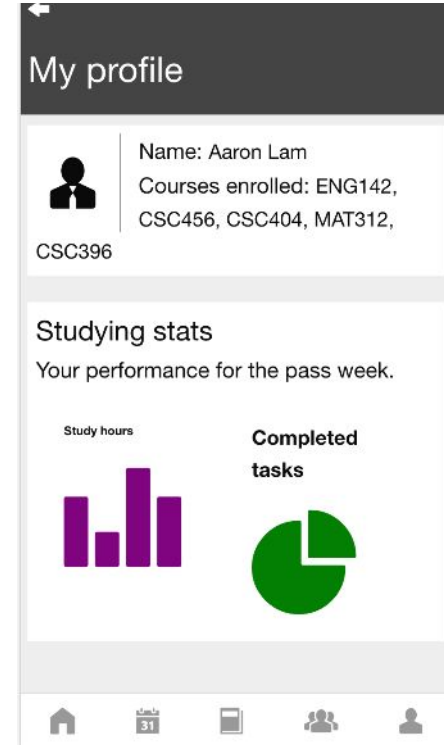
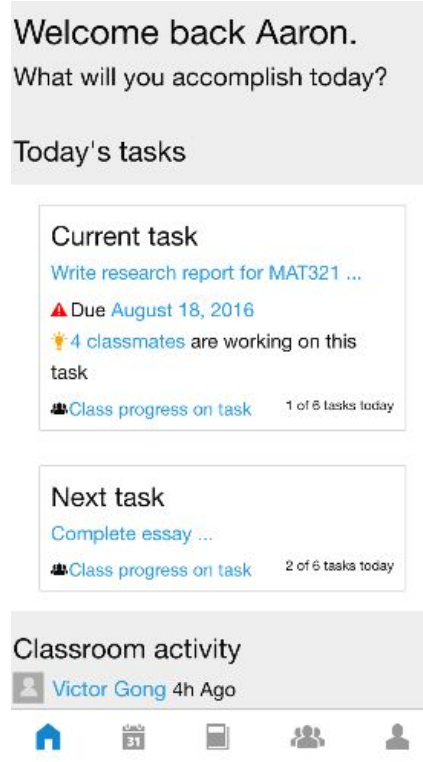
- Team members created full low-fidelity prototypes based on user needs

Design



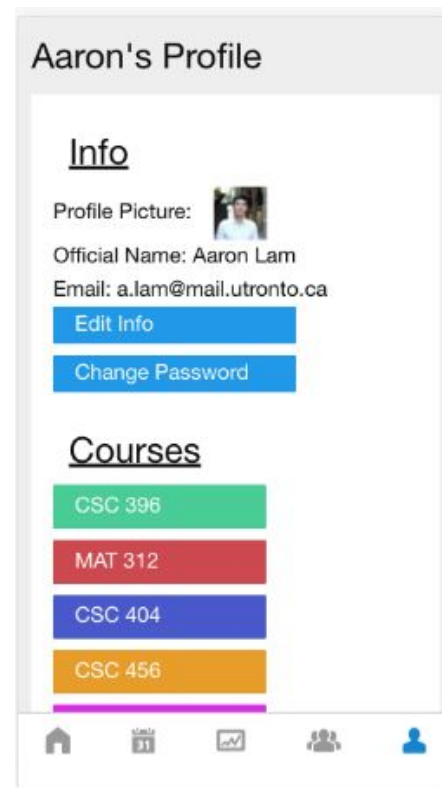
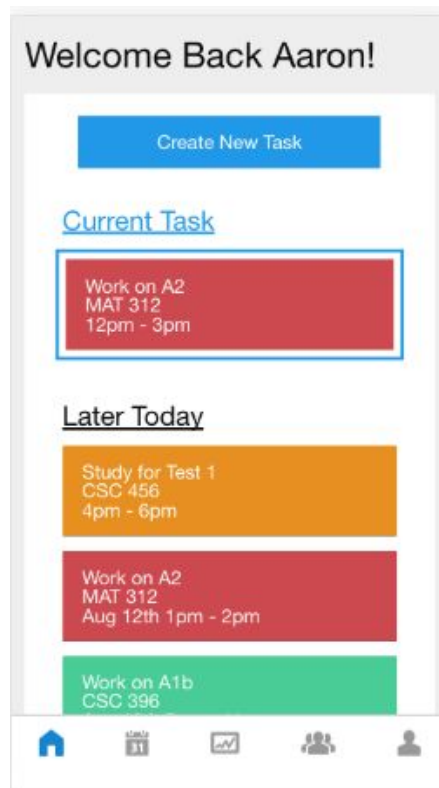
Formal usability testing

- Created a functional prototype using web technologies
- Combined the most compelling features
- Discard or address weaknesses
- Tested users with scenarios which tested key functionalities



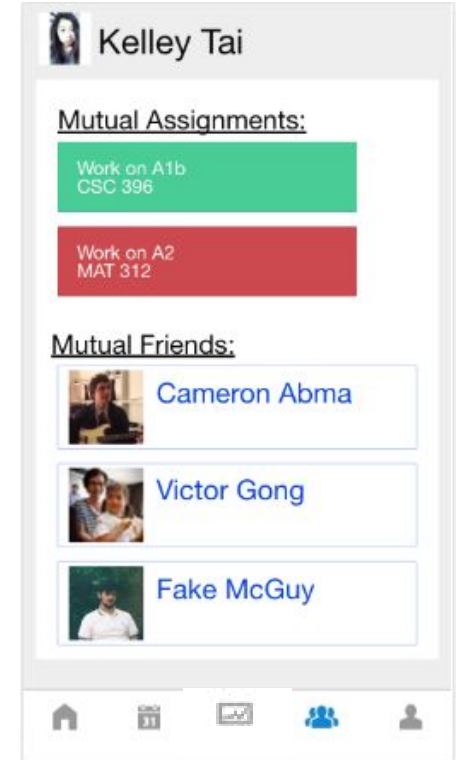
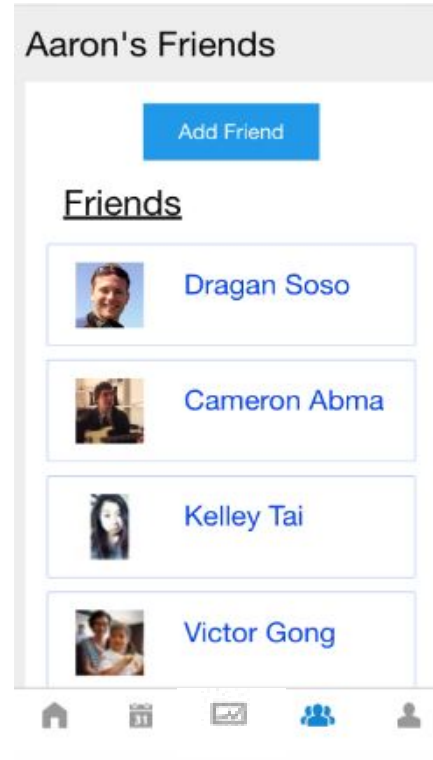
Final prototype

- Based on usability tests we reorganized the application and added more functionality
- Made “hidden” pages more findable
- Shifted the focus of main pages to the functions of the app that users visited more



Final prototype

- Advantages
 - Social media allows users to interact with classmates
 - Track work progress and statistics
 - Automatic scheduling
- Problem it solves
 - A structured/organized way to complete tasks
 - Motivation to do the work
 - Personal



Questions?

Please email kelley.tai@mail.utoronto.ca