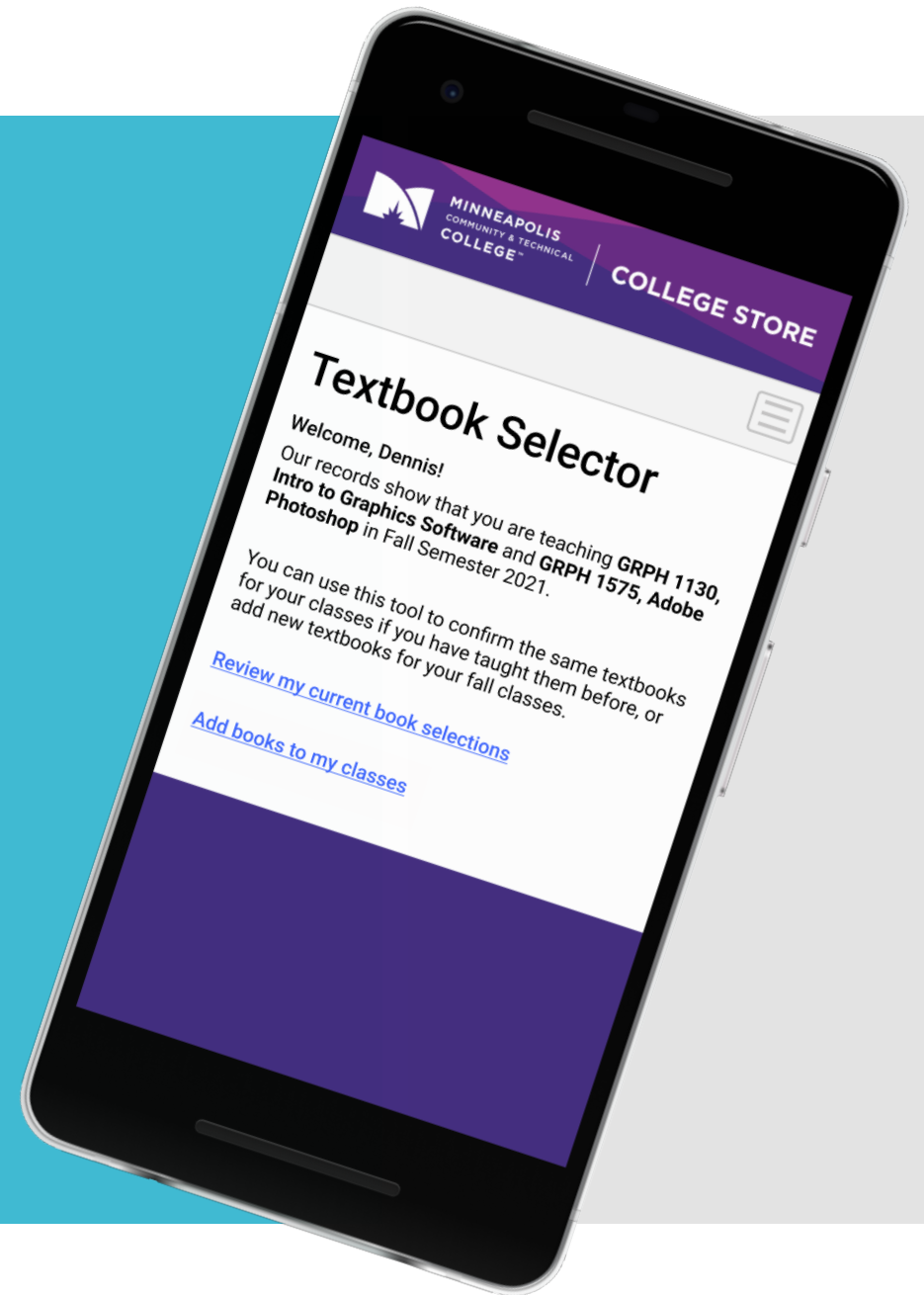


Textbook Selector

User research findings & recommendations

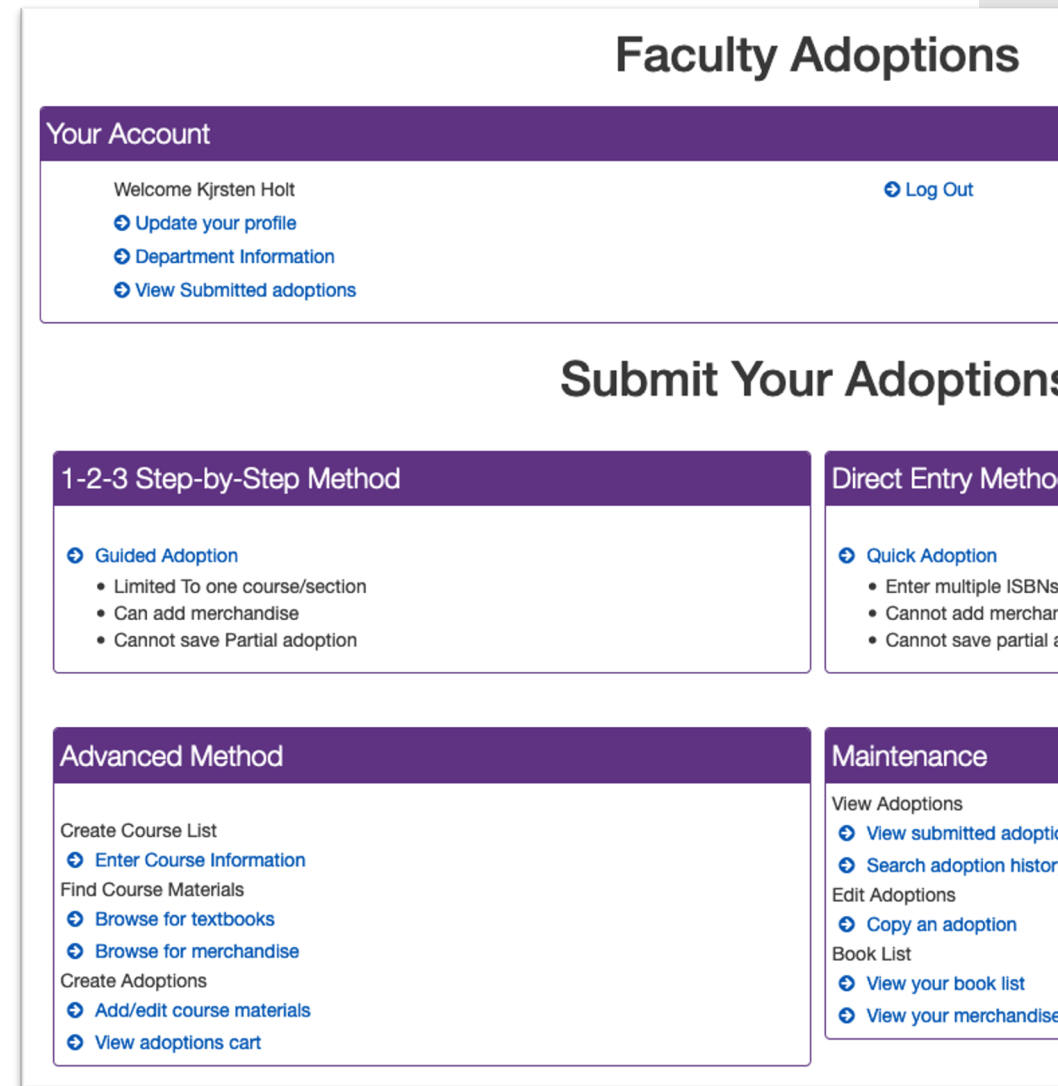


The opportunity space

This product is a redesign of the interface used by instructors at Minneapolis College to select required books for classes they are teaching.

The current process (shown at right) for adopting textbooks is complicated and has broken links, so users most often make their book requests by email, instead.

The redesign aims to simplify and modernize the experience.



Our users

Our users are all college instructors, but they do not all share the same technology needs or expertise. Users include:

- Novice instructors who are new to all campus procedures*
- Experienced instructors who are not expert web users*
- Instructors who are into the latest tech and prefer to complete tasks or request forms online*

Defining the problem

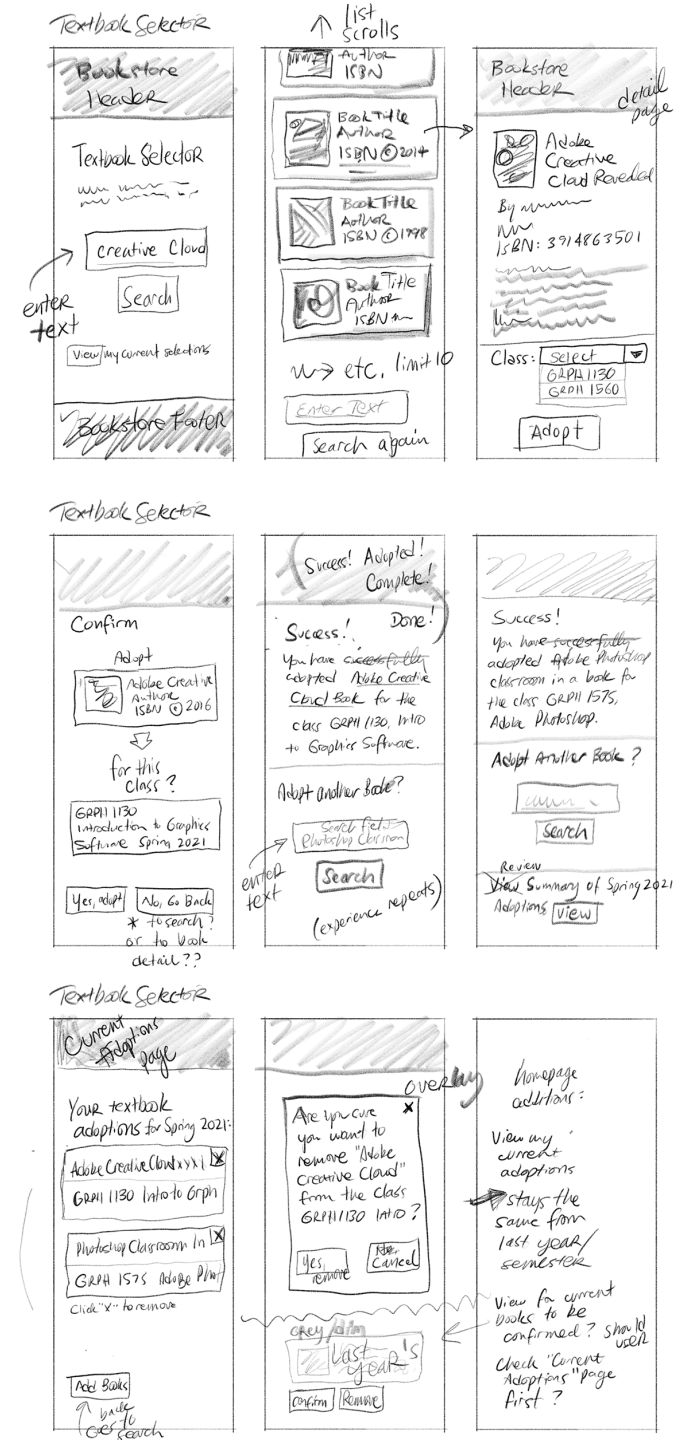
How Might We...

- *Make the process of selecting books for classes self-explanatory and achievable for a new user?*
- *Make the book selection task easy to accomplish on a mobile or tablet device?*
- *Optimize the book selection task for accessibility?*

Ideation

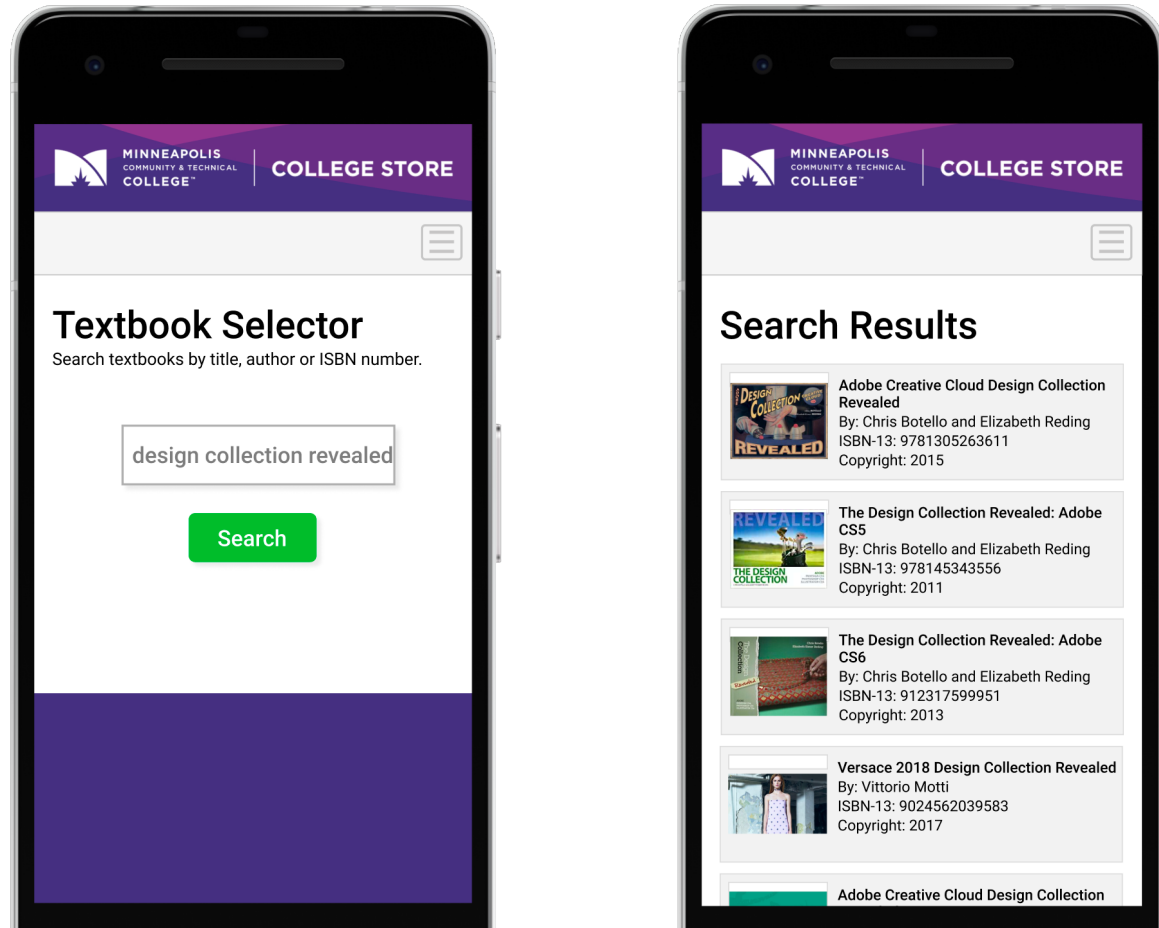
We feel that it is important to create a single experience that is accessible on the web and mobile-friendly, so those requirements will definitely be part of the solution.

To ease cognitive load and complexity, we think the app should guide users through a predictable set of steps one at a time.



What worked

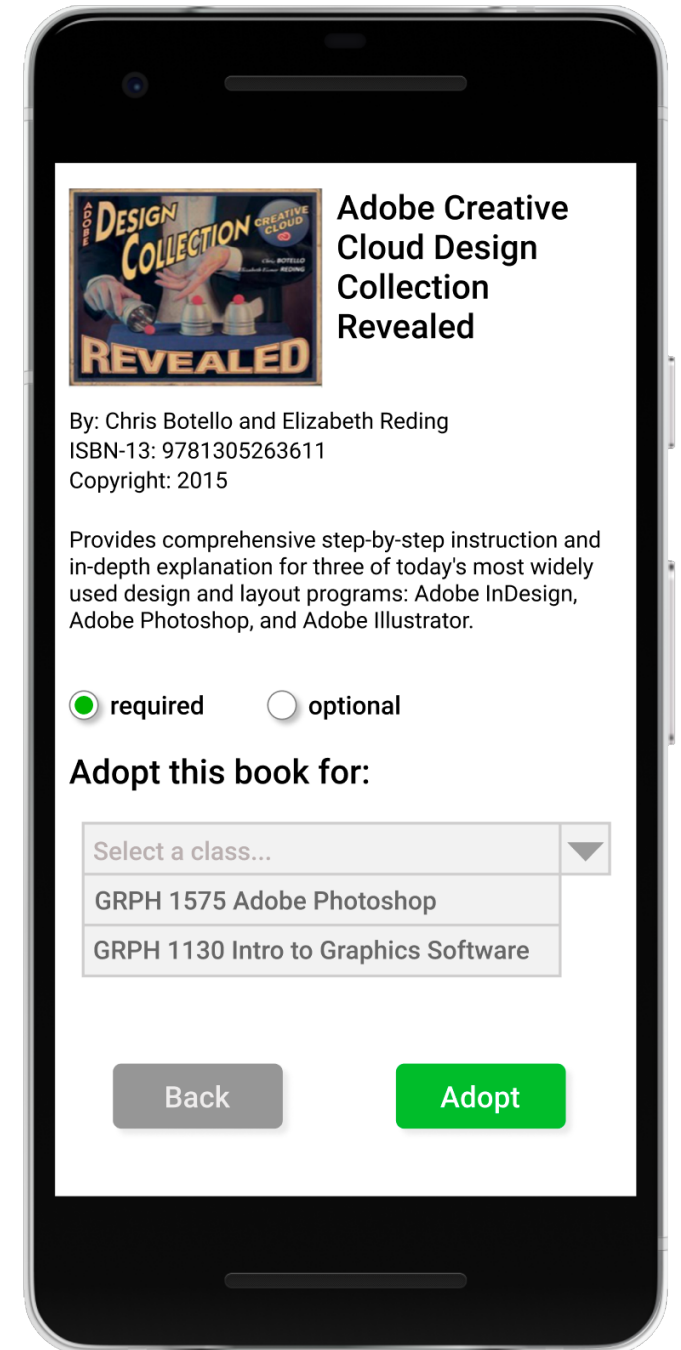
Users found the final prototype easy to work with, and were able to complete the task – choose a specific book for a specific class and submit the request – within 10 seconds, in some cases!



What didn't work

None of our users struggled to complete the tasks!

However, they were all enthusiastic about a possible enhancement (not yet part of the prototype): The ability to review a list of current selections and confirm or delete from that list.



Recommended actions

We recommend further development of this concept, including the "Review my current selections" feature.

Careful testing of this (and any other) feature and adherence to web accessibility guidelines will ensure that the entire experience is useful to our different user segments.

