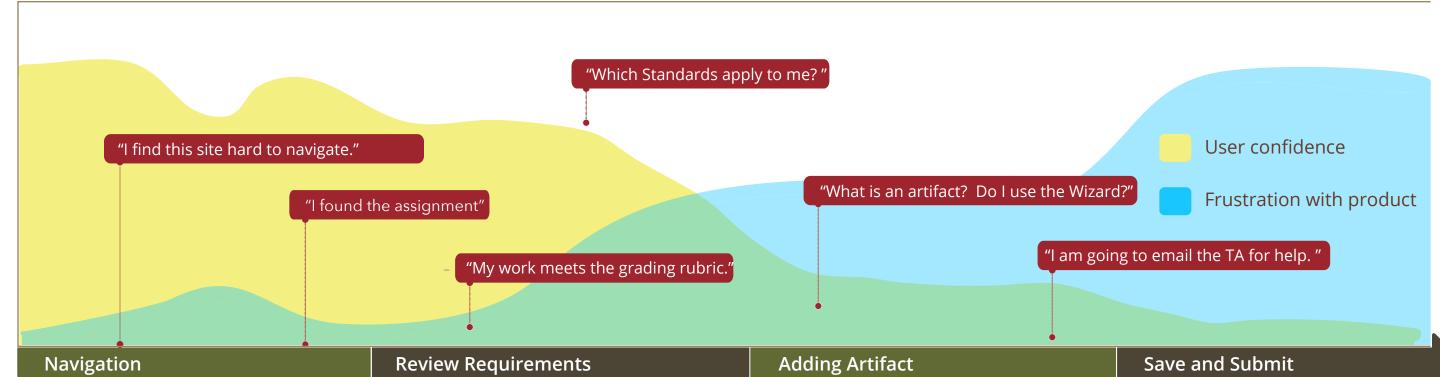# Taylor's Higher Ed Journey

Taylor is a sophmore majoring in Elementary Education. She is submitting an assignment for the first time using Tk20. Her studyhabits including waiting until the last minute to finish her work. Taylor would like to earn an A, but is disengaged from the student assessment process. She has little motivation to use her Tk20 account and expects ease of use. She does not like paying for Tk20 ontop of her school fees and tutition.

Tk20

"Is this required?"

Age: 19
Location: Ohio State
Tech comfort: 90+%
Cynicism = 50%

Thoughts & Feelings

- I am turning in an assignment.
- I expect ease of use.
- I am logging in.
- There's a lot here.
- Hesitant
- I do not understand all the terms.
- I try several different menu bars .
- The assignment is on my dashboard.
- Encouraged.
- I need to check the grading rubric.
- I am unsure of my accreditation body.
- I ask a buddy about standards.
- Confused.
- Why do they need so much info?
- This process is a nightmare.
- What kind of files can I submit?
- Anxious.
- I don't think I did this right.
- IHas my professor recieved my work?
- This took more time than the homework.

Emotional Experience

- "Which Standards apply to me? "
- "I find this site hard to navigate."
- "I found the assignment"
- "What is an artifact? Do I use the Wizard?"
- "My work meets the grading rubric."
- "I am going to email the TA for help. "

User confidence
Frustration with product

Phases of the Journey

Navigation	Review Requirements	Adding Artifact	Save and Submit
Description The Navigation phase features reasons students are using the product and their experience locating the desured functionality. They are interested in easy navigation. Submitting an assignment is the biggest reason for logging on.	**Description** The Navigation phase features reasons students are using the product and their experience locating the desured functionality. They are interested in easy navigation. Submitting an assignment is the biggest reason for logging on.	**Description** The Navigation phase features reasons students are using the product and their experience locating the desured functionality. They are interested in easy navigation. Submitting an assignment is the biggest reason for logging on.	**Description** The Navigation phase features reasons students are using the product and their experience locating the desured functionality. They are interested in easy navigation. Submitting an assignment is the biggest reason for logging on.
Recommendations Design homepage with separate, targeted call-out areas lying on the navigation bar for submitting assignments. Internal labeling should include basic plain-English descriptions of functionalities.	**Recommendations** Design homepage with separate, targeted call-out areas lying on the navigation bar for submitting assignments. Internal labeling should include basic plain-English descriptions of functionalities.	**Recommendations** Design homepage with separate, targeted call-out areas lying on the navigation bar for submitting assignments. Internal labeling should include basic plain-English descriptions of functionalities.	**Recommendations** Design homepage with separate, targeted call-out areas lying on the navigation bar for submitting assignments. Internal labeling should include basic plain-English descriptions of functionalities.