IDEO Methods

Learn:
- Activity analysis
- Error analysis

Ask:
-Five Whys
- Extreme User Interview

Look:
- Fly on the Wall
- Behavioral Mapping

Try:
- Try it Yourself
- Scenarios

Activity Analysis
List or represent in detail all tasks, actions, objects, performers and interactions in a process.

Error Analysis
List all the things that can go wrong when using a product and determine the various possible causes.

Five Whys
Ask "Why?" questions in response to fine consecutive answers.

Extreme User Interview
Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience using it.

Fly on the Wall
Observe and record behavior within it's context, without interfering with peoples activities

Behavioral Mapping
Track the positions and movements of people within a space over time.

Try It Yourself
Use the product or prototype you are designing.

Scenarios
Illustrate a character-rich story line describing the context of use for a product or service.

Click Login, enter information, click submit, search for section then click on section, check off the correct sections then click submit, wait a while and then your your final page appears.

enter the wrong information, click the wrong profile, select the wrong section, select the wrong major.

Basically ask "why" to all of the selections they chose and especially if there are multiple options for one thing.

Familiar: Because she knew what she was doing she felt confident but explained that when first trying this out it took her a while.
Un-familiar: He like the way it looked but he noticed that it did take him a while to find it.

Tried it, and I mostly feel the same way as Kellie (the Familiar User)

The scenario was: "You're a Mass Art College student who is looking for their program evaluation to see how many credits you have".

DaVINCI overview

DaVinci is a program that student, teachers and employees can use to check up on their status, grades, and other things. The reason that DaVinci is being researched for this project because they system is outdated in the sense that it looks outdated, they hierarchy is off and at this point needs to be rearranged, it's slow when it's trying to come up with the Student evaluation and when it's time to register for classes, the system slows down significantly.

USER quotes

Kellie:

" This thing is ugly "
"When I first started using this I was completely lost"
"I actually never use this unless I have to"
"It's so slow"

Christopher:

"I like the way the website looks"
"It looks very tech-ie"
"Where is the thing?"
"What's the thing I'm looking for again?"

BRIE's Users

Aubrey: had no issues finding things, but thought it wasn't a clean design, didn't like how login works, didn't like the terminology ("OK", "submit") and mentioned you need practice to get used to it. She also thought it was very cluttered

Mom (Sherri): was confused about the drop-down menus and whether they were necessary. didn't like that she had to CHOOSE something that was only one option. "help" button looked like it was overall help, not specifically that page. she thought it wasn't a pretty site but links where where she thought they should be. she also didn't like "submit" and thought the site was not intuitive

ABBIE's Users

Soye: She found everything easily, but said it took her a while to find out where program evaluation was when she was just learning DaVinci. She also thought it was unnecessary to have the navigation bar repeated in two places. She found the text in the student menu to be too"condensed" and difficult to read what each word is.

Myron (Brother): He had issues signing up at first, but was able to find the program evaluation page pretty easily. Though he was confused while waiting for the program evaluation page to load and was afraid it wasn't loading. He also wasn't sure what "pre-registered/registered" meant.

FIXING the System

Platform: Web

Key Features: Cleaner visuals, Better Hierarchy, Faster System, Simple to Use (especially for first time users)

Type of Experience: When someone uses this, I want them to not feel overwhelmed. I want them to feel comfortable and I want them to like what they see. They should easily be able to find what they are looking for because the categories are understandable. When a first time user logs into DaVinci I want them to feel confident that they will be able to find what they are looking for.