An Improved Mobile Design of CCLE

Fall 2020 Committee Project

BWIB Tech, **Director:** Crystal Huynh,
Managers: Malak Hmimy, Lindsay Essoyan

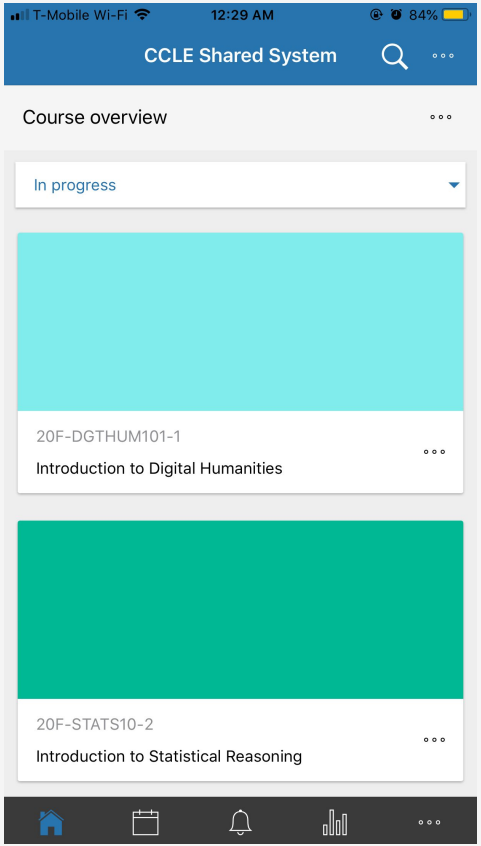
Presenters - Tech Committee Board

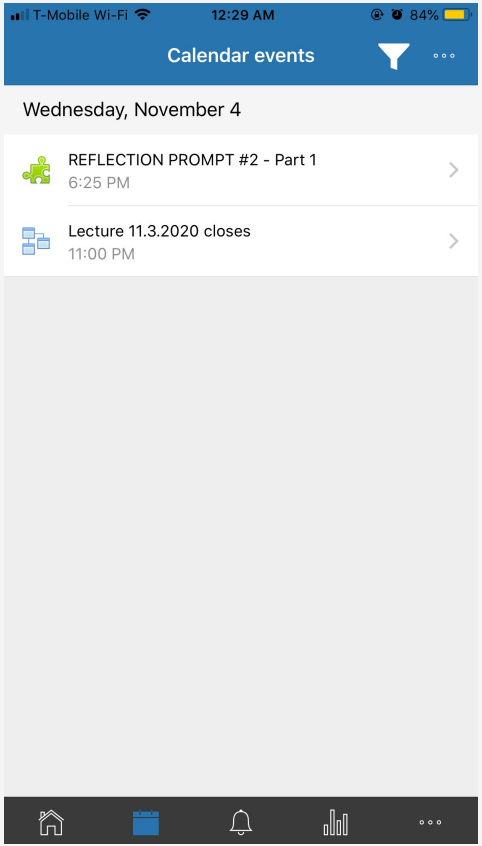
Crystal Huynh
Director
Project Manager
UX Team Lead

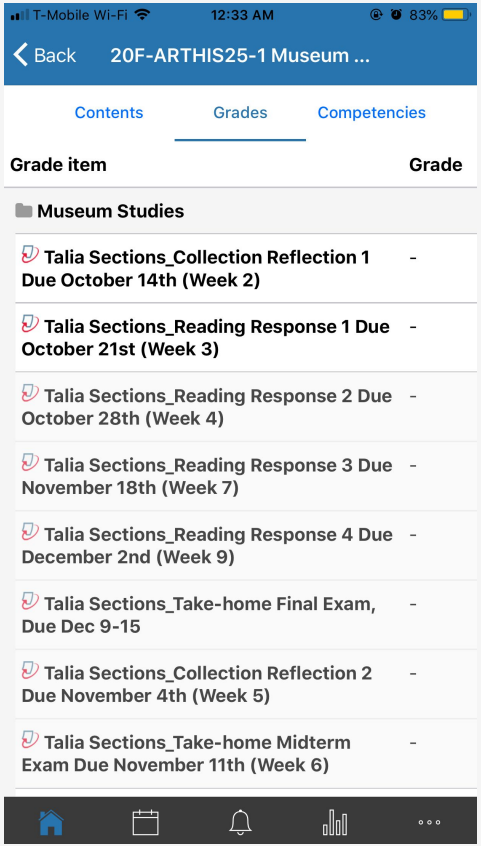
Lulu Essoyan
Manager
Product Team Lead

Malak Hmimy
Manager
Data Team Lead

Problem: The current mobile design of CCLE is minimally responsive, hindering students' online academic experience







Current design

Today, we will present our solution in the form of a proposed redesign of the CCLE mobile application.

Product Team

Lulu Essoyan
Product Team Lead

Team Members

- Penny (Syuan-Ting) Lan
- Heidi Leuthold
- Chesca Legaspi
- Jillian Burchard
- Michelle Ju Young Rhee
- Sundoss Elhalafawy
- Jordan Nguyen
- Maggie Yan
- Zahra Keshwani
- Kareena Kullar

Our Solution Approach

Gaining Understanding | **Quantifying Understanding** | **Implementing Understanding**

The Product Team

The Data Team

The UX/UI Team

Managing the Solution

As Product Managers of the CCLE revamp, the Product Team...

- Conducted User Research
- Conducted Competitor Analyses
- Gathered the information necessary for this product presentation

Understanding the user and the current experience

User Research

WHAT

Research on who the user is and what the current experience is using the CCLE

WHY

To gather an understanding of the user's wants/needs/ desires and be able to tailor the redesign to these wants/needs/ desires

HOW

Collected the responses of **87 UCLA undergraduates** to a Google Form probing user experience

Understanding competitors to CCLE

Competitor Analysis:

Notable features, distinct from CCLE:

1. **Grade visibility:** What-If Score
2. **Assignment transparency:** Notifications, Announcements
3. **Ease of collaboration:** Inbox, Direct communication with classmates
4. **Convenient Interface:** Collaboration with Google Products (i.e. Google Docs, Google Calendar, etc.)

Turning this information into actionable data

Data Team

Malak Hmimy
Data Team Lead

Team Members

- Alisha Dhar
- Michelle Boguslavskly
- Annie Li
- Rachel Ziffer
- Ashley Oshiba
- Neha Pai
- Christine Hamakawa

User Sentiment Overview

- Methods :
  - Data Source : User Research Responses
    - Minor data-cleaning in Python
    - Type conversions and consistencies
- Actions: Queried resulting table using SQL
- Goal: Try to find patterns and associations in the data, make recommendations, and understand user sentiment

User Sentiment Process

1. **Understanding the sample -> Develop nuance**
    a. year of the majority of respondents
    b. device of the majority of respondents
2. **Discovering Trends -> Assumptions**
    a. correlations between year in school and design satisfaction
    b. correlations between most used ccle feature and time spent on CCLE
3. **Identifying Anomalies -> Validating**
    a. what percentage of users hold sentiments that have shown
4. **Finding Statistical Significance**

User Sentiment Findings - Example

- A key part of understanding user sentiments and making recommendations for change involved *categorizing and organizing* user-generation design-suggestions
- Linguistic feature organization based on key-word semantics
  - reliability -> crash, break, responsive, slow
  - layout -> organization, switch, tab, click, format, button

satifaction_score	user_percentage	featuremissing_classification
3.4483	66.6667	no features missing
3.1111	10.3448	other
3.0000	10.3448	video or lecture
3.2000	5.7471	grading
2.0000	3.4483	realiability
4.0000	2.2989	layout
3.0000	1.1494	duo push

Constructing a user-centered, data-driven design

UX/UI Team

Crystal Huynh
UX Team Lead

Team Members

- Celeste Knapp
- Megan Schmid
- Elisa Fang
- Pranjal Hendre
- Samantha Valencia

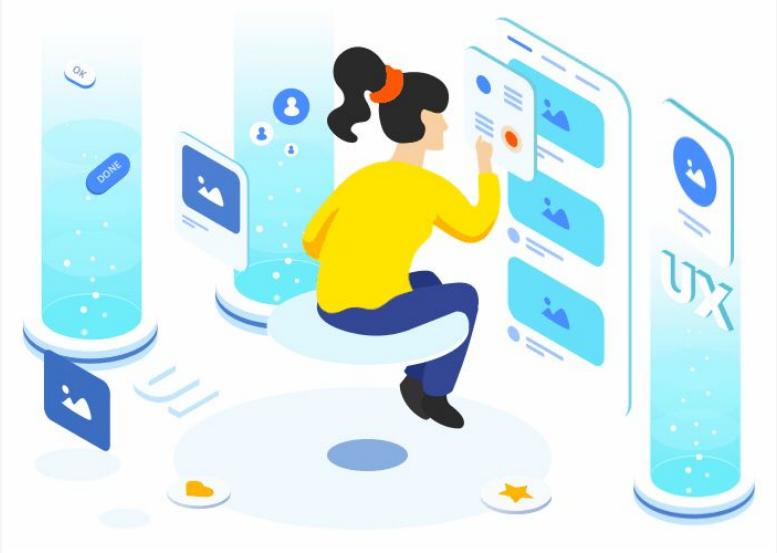
Current Issues with the Design

- Home page
  - A lot of scrolling
  - A lot of other things to click on
- Grades
  - A lot of users preferred the format on myUCLA
  - Overall grades and grade breakdown is seperate
- Notifications
  - Redundant
- Profile
  - Not a lot of useful information
- Class pages
  - Poorly organized
  - A lot of tabs and things to click on
  - There are pages that lead to nothing

Approach with the Design

What we focused on

- **Simplify the overall design**
  - the functions/features
  - the colors
  - The amount of pages and frames
  - The navigation
- **Aesthetics**
  - Make it cleaner
  - Make people want to use it
- **Improve organization**
- **Improve UX**
  - Make it make sense
  - CTAs

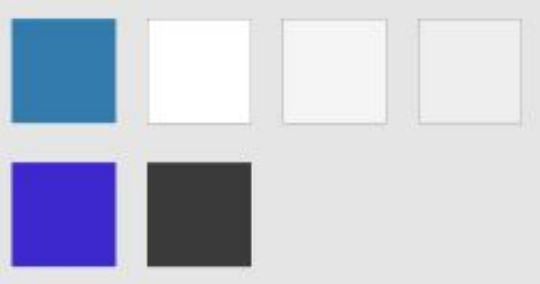


Branding and Style Guide

Color Palette

Old

New



Typography

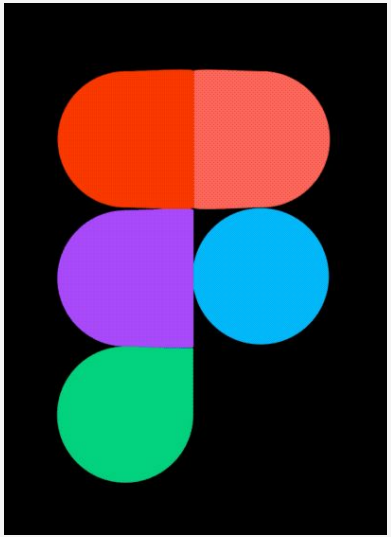
- Hind Header Font
- Open Sans Body Font

Mockups and Prototype

Check out the final design here!

Notes:

- We redesigned some of the main points of the app
- We were not able to redesign every single feature



Moving forward

Limitations and Next Steps - Product

Limitations of User Research

- Need for greater emphasis on mobile application
- Survey not the most ideal method (response bias, close-ended questions, etc.)

Next Steps

- Current: 1 iteration
- Rapid nature of project did not allow for the measuring of user satisfaction with prototype
- Need for further research & more iterations

Limitations and Next Steps - Data

Limitations of Data Analysis

- Limited user sampling size relative to CCLE total users, year in school skews
- Singular data-source
- Difficult to make conclusive analysis without website logging data
- Limited use of rigorous methods

Next Steps

- A/B testing with new design
- Creation of streamlined + continuous data ecosystem
- Building out a dashboard to constantly surface relevant metrics

Limitations and Next Steps - Design

Limitations of Design

- Limited time to redesign every feature and properly prototype
- Limited data to guide the design process
- Need for user testing for this first iteration

Next Steps

- Test the first design with users and gather feedback
- Make changes according to feedback
- Design more iterations and continue testing until it is ready to launch

THANK YOU!