UCSB GOLD REDESIGN

SB Creative Lab: F23 Projects Team

Team: Caren, Christy, Juliana, Mikah

PROJECT OVERVIEW

Purpose

GOLD, UCSB's online portal for class registration and viewing academic history, is often criticized for having an inefficient UX for class registration.

Rethink the current course registration process and design an improved and optimized interface to make class registration easier and more efficient for UCSB students.

Team roles

- Caren Chua - PM
- Christy Yu - Designer
- Juliana Chou – Designer
- Mikah Nelson – Designer

Duration

3 months (October 2023 - December 2023)

USER RESEARCH

USER RESEARCH METHODS — SURVEY

Research Method

We conducted a survey with these goals in mind:

- To gauge and validate the major user pain points of using GOLD
- To understand the user persona (WHO is using the website)
- Initial assessment and thoughts of GOLD
- Collect quantitative data

After brainstorming as a team, we came up with questions that inquired about class registration, ideal features, pain points, and ease of use for GOLD.

Takeaways

- We found that designing a question to specifically pinpoint what we wanted was easier said than done
- Walking through different variations of the questions after out brainstorm helped tremendously

USER RESEARCH METHODS – INTERVIEWS

Research Method

Our goals for the interview include:

- To record user behavior on the GOLD website; how do users navigate the website
- To gain more context and description of user pain points
- Collect qualitative data

We brainstormed questions asking how users like to use GOLD, opinions on specific interfaces and features, and what they valued most about it. User behavioral testing involved asking them to perform a task in GOLD.

Takeaways

- User behavior data was super useful to pinpoint what was subconsciously an efficient design feature or not on GOLD
- Interviews allows for more clarification of answers to questions that surveys don't allow

USER PAIN POINTS

Prioritizing Important Class Information

Class information important to students included the pre-reqs for classes, description of the course, and class syllabus. These features are currently not very accessible to user.

Difficult to Navigate Advanced Search

The advanced search layout was unintuitive and complex. Some filters presented were not used frequently enough and added to the clutter of the page. Having to re-enter filters when starting a new search was also frustrating.

Inefficient Site Navigation

The overall system presented as clunky with lots of clicking needed. To return to a page, users needed to click through the tabs again rather than use a simple back button. Many pages and sections had small fonts that were difficult to read and slowed down navigation.

Lack of Visual Appeal + Low Responsiveness

During pass times, response times to clicks are laggy. Updates to the number of available spaces for a course can be inaccurate. Words are various fonts and sizes. Page layout seems incohesive.

USER PERSONA

The General User

- UCSB student
- Age Range: 18-22
- Proficient skill in how to navigate a basic webpage
- Use GOLD as a platform to register for classes
- Use additional information of GOLD to schedule quarterly course plans
- Various majors utilize GOLD

IDEATION

PAPER SKETCHES

LO-FI WIREFRAMES: HOME PAGE

- MAIN FOCUS: I wanted to make a uniform dashboard where we didn't have to scroll up and down to see information, and could visit one page to get all the information for my current classes

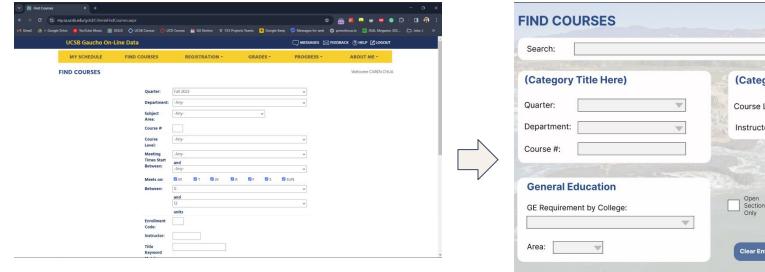# LO-FI WIREFRAMES: ADVANCED SEARCH

- MAIN FOCUS: I wanted to simplify the amount of filters presented to allow users to scan the screen quicker and reduce the amount of eye sore.
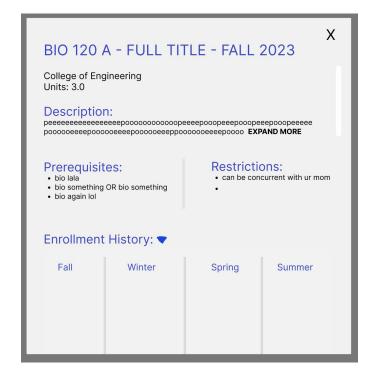
LO-FI WIREFRAMES: COURSE INFORMATION

- MAIN FOCUS: I wanted to bring Description, Prereqs, Restrictions, and Enrollment History from multiple tabs into one. Also, get rid of not useful info users complained about
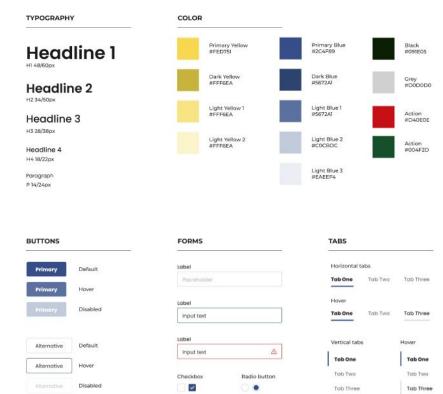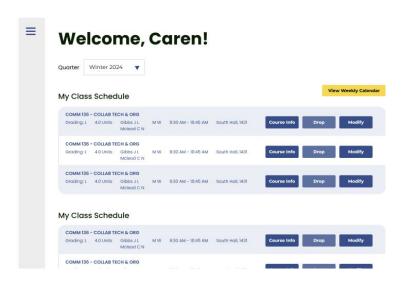
ITERATIONS

DESIGN SYSTEM

TYPOGRAPHY

Headline 1
H1 48/60px

Headline 2
H2 34/50px

Headline 3
H3 28/38px

Headline 4
H4 18/22px

Paragraph
P 14/24px

COLOR

Primary Yellow #FED751	Primary Blue #2C4F89	Black #091E05
Dark Yellow #FFF6EA	Dark Blue #5672A1	Grey #D0D0D0
Light Yellow 1 #FFF6EA	Light Blue 1 #5672A1	Action #D40E0E
Light Yellow 2 #FFF6EA	Light Blue 2 #C0CBDC	Action #004F2D
	Light Blue 3 #EAEEF4	

BUTTONS

Primary	Default
Primary	Hover
Primary	Disabled

Alternative	Default
Alternative	Hover
Alternative	Disabled

FORMS

Label
Placeholder

Label
Input text

Label
Input text ⚠

Checkbox ☐ ☑   Radio button ○ ●

TABS

Horizontal tabs

Tab One   Tab Two   Tab Three

Hover

Tab One   Tab Two   **Tab Three**

Vertical tabs   Hover

Tab One   **Tab One**
Tab Two   Tab Two
Tab Three   Tab Three

Welcome, Caren!

Quarter   Winter 2024 ▼

My Class Schedule

View Weekly Calendar

COMM 136 - COLLAB TECH & ORG							
Grading: L	4.0 Units	Gibbs J L Mcleod C N	M W	9:30 AM - 10:45 AM	South Hall, 1431	Course Info	Drop	Modify

| COMM 136 - COLLAB TECH & ORG | | | | | | | |
| Grading: L | 4.0 Units | Gibbs J L Mcleod C N | M W | 9:30 AM - 10:45 AM | South Hall, 1431 | Course Info | Drop | Modify |

| COMM 136 - COLLAB TECH & ORG | | | | | | | |
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My Class Schedule

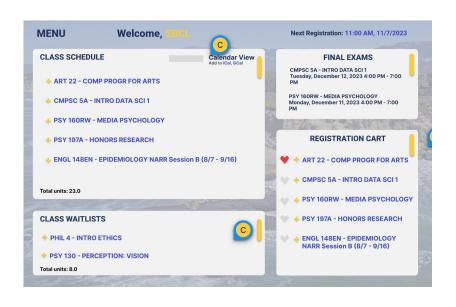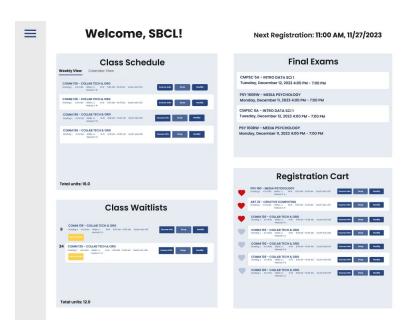| COMM 136 - COLLAB TECH & ORG | | | | | | | |
| Grading: L | 4.0 Units | Gibbs J L Mcleod C N | M W | 9:30 AM - 10:45 AM | South Hall, 1431 | Course Info | Drop | Modify |

COMM 136 - COLLAB TECH & ORG

HI-FI ITERATIONS: HOME PAGE/DASHBOARD

- REVISIONS: There were great comments from my teammates that streamlined the menu buttons, the information that should be displayed, and following the style guide made everything uniform!
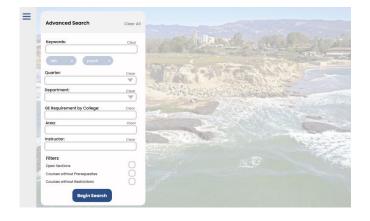
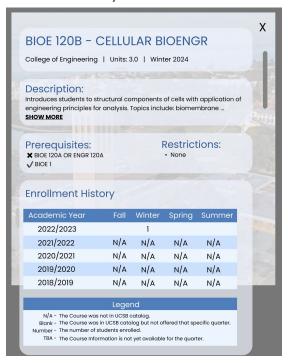# HI-FI ITERATIONS: ADVANCED SEARCH

HI-FI ITERATIONS: COURSE INFORMATION

- REVISIONS: check or x for meeting prerequisites, dividing sections into blocks, adding ... show more as a link to click, and following style guide for uniformity

Methodology

Due to the time constraint, we were unable to conduct usability testing. However, if we were able to, we would have done an unmonitored remote testing. This method would be best to obtain maximum participants and accurate results.

TAKEAWAYS

Takeaways + Reflection

Christy	- Iterative revision with feedback is key to a solid design - User feedback guides a productive and useful design - Learning to use Figma as a design tool and exploring all of its features I can utilize in my future design career
Juliana	- User feedback and feedback amongst team members was the most helpful in creating well thought out pages - A basic design system served as a great toolbox
Mikah	- Creating a uniform color palette if you are a designer before even thinking about how to iterate on Figma is super important for better design - Design sense is very helpful! - Doing user testing is a great way to see a wide variety of users and their interaction with the interface

THANK YOU!