



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 our 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



BIO 20A - Fall title - Fall 2023 college of Engineering units: 3.0	X _____ _____
Description: _____ _____ _____ _____	
Prerequisites: _____ _____ OR _____ _____	Restrictions: _____ _____
Enrollment History	
FALL	WINTER
	SPRING

FIND COURSES

Basic Search

Quarter

Department

Course #

Advanced Search

Rent

GE

Department

Instructor



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

UCSB Gauchos On-Line Data

MY SCHEDULE FIND COURSES REGISTRATION GRADES PROGRESS ABOUT ME

STUDENT SCHEDULE Welcome CAREN CHUA

Fall 2023 [Schedule Weekly View](#)

The Add Deadline has passed for Fall 2023.
To make enrollment changes in any courses currently on your schedule, select from the active links next to the appropriate course in your schedule below.
For more information and Dates related to registration for this quarter or another quarter see [Registration Info](#).

My Class Schedule							
COMM 136 - COLLAB TECH & ORG							
10231	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 Switch
ED 173 - INTR LEADERSHIP DEV							
10311	Grading: L	4.0 Units	ARMISTEAD K J ARMISTEAD K J	M T	12:30 PM-1:45 PM 3:30 PM-4:45 PM	Education Building, 1213 Education Building, 1213	Course Info Drop Modify Switch
WRIT 105WC - WRIT IN COMMUNITY							
52126	Grading: L	4.0 Units	MC HUGH P	M W	3:30 PM-4:45 PM	Givertz Hall, 2112	Course Info Drop Modify Switch
Total Units: 12.0							
Final Examinations							
COMM 136 - COLLAB TECH & ORG				Wednesday, December 13, 2023 8:00 AM - 11:00 AM			
ED 173 - INTR LEADERSHIP DEV				Tuesday, December 12, 2023 12:00 PM - 3:00 PM			
WRIT 105WC - WRIT IN COMMUNITY				Contact Professor for Final Exam Information			



MENU Welcome, SBCL

Next Registration: 11:00 AM, 11/7/2023

CLASS SCHEDULE [Calendar View](#)
Add to iCal, GCal

- ART 22 - COMP PROGR FOR ARTS
- CMPSC 5A - INTRO DATA SCI 1
- PSY 160RW - MEDIA PSYCHOLOGY
- PSY 197A - HONORS RESEARCH
- ENGL 148EN - EPIDEMIOLOGY NARR Session B (8/7 - 9/16)

Total units: 23.0

CLASS WAITLISTS

- PHIL 4 - INTRO ETHICS
- PSY 130 - PERCEPTION: VISION

Total units: 8.0

FINAL EXAMS

- CMPSC 5A - INTRO DATA SCI 1
Tuesday, December 12, 2023 4:00 PM - 7:00 PM
- PSY 160RW - MEDIA PSYCHOLOGY
Monday, December 11, 2023 4:00 PM - 7:00 PM

REGISTRATION CART

- ART 22 - COMP PROGR FOR ARTS
- CMPSC 5A - INTRO DATA SCI 1
- PSY 160RW - MEDIA PSYCHOLOGY
- PSY 197A - HONORS RESEARCH
- ENGL 148EN - EPIDEMIOLOGY NARR Session B (8/7 - 9/16)



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.

UCSB Gauchos On-Line Data

MY SCHEDULE FIND COURSES REGISTRATION GRADES PROGRESS ABOUT ME

WELCOME CAREN CHUJA

Quarter: Fall 2023

Department: -Any-

Subject: -Any-

Area: -Any-

Course #:

Course Level: -Any-

Meeting Times Start: -Any-

Between: -Any-

Meets on: ☒ M ☒ T ☒ W ☒ R ☒ F ☒ S ☒ SUN

Between: 0 and 12 units

Enrollment Code:

Instructor:

Title Keyword:



FIND COURSES

Search:

(Category Title Here)

Quarter:

Department:

Course #:

(Category Title Here)

Course Level:

Instructor:

General Education

GE Requirement by College:

Area:

☐ Open Sections Only ☐ Courses without Prerequisites Only ☐

Clear Entries Switch to Basic Search



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

General

Prerequisites

Restrictions

Enrollment History

BIOE 120A - MOLECULAR BIOENGR - Course Information for Fall 2023
Quarter: Fall 2023
Title: MOLECULAR BIOENGR
Full Title: Molecular Bioengineering
Description: Introduces students to molecular components of biology with application of engineering principles for analysis. Topics include: molecular components of cells, DNA/RNA structure and function, protein structure/function/folding, gene and protein regulation, DNA replication, and experimental and computational research methods.
Prerequisite Comments: Chemistry 1B, Chemistry 1BL, Mathematics 6B, and Physics 3. See 'Prerequisite' tab
Additional Enrollment Info: Concurrently offered with BIOE 220A. Quarters usually offered: Fall.
Restrictions: See 'Restrictions' tab
College: College of Engineering
Grading Option: Letter
Units: 3.0
Delayed Sectioning: No
Textbook Information: <http://www.ucsbstuff.com/SelectTermDept.aspx>
Waitlist Enabled: No
Waitlist Notes:



BIO 120 A - FULL TITLE - FALL 2023

College of Engineering
Units: 3.0

Description:
peeeeeeeeeeeeeeeeeppoooooooooooooooopeeeppoooopeeeppoooopeeeppoooopeeeee
ppooooooooeeeeppooooooooeeeeppooooooooeeeeppoooo EXPAND MORE

Prerequisites:

- bio lala
- bio something OR bio something
- bio again lol

Restrictions:

- can be concurrent with ur mom
-

Enrollment History: ▼


Fall	Winter	Spring	Summer



ITERATIONS



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Welcome, SBCL!

Next Registration: 11:00 AM, 11/27/2023

Class Schedule

Weekly View Calendar View

Course	Section	Days	Time	Location	Buttons
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify

Total units: 16.0

Class Waitlists

Course	Section	Days	Time	Location	Buttons
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify

Total units: 12.0

Final Exams

CMPS 5A - INTRO DATA SCI1
Tuesday, December 12, 2023 4:00 PM - 7:00 PM

PSY 180RW - MEDIA PSYCHOLOGY
Monday, December 11, 2023 4:00 PM - 7:00 PM

CMPS 5A - INTRO DATA SCI1
Tuesday, December 12, 2023 4:00 PM - 7:00 PM

PSY 160RW - MEDIA PSYCHOLOGY
Monday, December 11, 2023 4:00 PM - 7:00 PM

Registration Cart

Course	Section	Days	Time	Location	Buttons
PSY 160 - MEDIA PSYCHOLOGY	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
ART 22 - CREATIVE COMPUTING	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
	00000002	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
COMM 136 - COLLAB TECH & ORG	00000001	W <td>9:00 AM - 10:00 AM</td> <td>South Hall 102</td> <td> Course Info Info Notify </td>	9:00 AM - 10:00 AM	South Hall 102	Course Info Info Notify
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Total units: 12.0



HI-FI ITERATIONS: ADVANCED SEARCH

FIND COURSES

Search:

(Category Title Here)

Quarter:

Department:

Course #:

(Category Title Here)

Course Level:

Instructor:

General Education

GE Requirement by College:

Area:

☐ Open Sections Only

☐ Courses without Prerequisites Only

☐

Clear Entries

Switch to Basic Search



FIND COURSES

Basic Search Clear All

Quarter:

Subject Area:

Course # (optional):

Switch to Advanced Search Search

The courses returned from this search are filtered by your level (Undergraduate or Graduate). Use the 'Switch to Advanced Search' button, if you want to see ALL courses, or if you want to use other search criteria such as: Instructors, GE Applicability, or a keyword search of Course Titles.

Advanced Search Clear All

Keywords:

tags:

Quarter:

Department:

GE Requirement by College:

Area:

Instructor:

Filters

☐ Open Sections

☐ Courses without Prerequisites

☐ Courses without Restrictions

Begin 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

BIO 120 A - FULL TITLE - FALL 2023

College of Engineering
Units: 3.0

Description:
peeeeeeeeeeeeeeeeepoooooooooooooooopeeeeepoooopeeeeepoooopeeeeepoooopeeeee
pooooooooeeeeepooooooooeeeeepooooooooeeeeepooooo **EXPAND MORE**

Prerequisites:

- bio lala
- bio something OR bio something
- bio again lol

Restrictions:

- can be concurrent with ur mom
-

Enrollment History: ▼

Fall	Winter	Spring	Summer



BIOE 120B - CELLULAR BIOENGR

College of Engineering | Units: 3.0 | Winter 2024

Description:
Introduces students to structural components of cells with application of engineering principles for analysis. Topics include: biomembrane ...
SHOW MORE

Prerequisites:

- ✗ BIOE 120A OR ENGR 120A
- ✓ BIOE 1

Restrictions:

- None

Enrollment History

Academic Year	Fall	Winter	Spring	Summer
2022/2023		1		
2021/2022	N/A	N/A	N/A	N/A
2020/2021	N/A	N/A	N/A	N/A
2019/2020	N/A	N/A	N/A	N/A
2018/2019	N/A	N/A	N/A	N/A

Legend

N/A - The Course was not in UCSB catalog.
Blank - The Course was in UCSB catalog but not offered that specific quarter.
Number - The number of students enrolled.
TBA - The Course Information is not yet available for the quarter.



USABILITY TESTING: DETAILS

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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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!