

DAVINCI RESEARCH

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Research Methods

Pt. 1

ASK

Narration:

As they perform a process or execute a specific task, ask participants to describe aloud what they are thinking.

Extreme User Interviews:

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

LEARN

Flow Analysis:

Represent the flow of information or activity through all phases of a system or process.

Competitive Product Survey:

Collect, compare, and conduct evaluations of the product's competition.

Research Methods

Pt. 2

LOOK

Fly On The Wall:

Observe and record behavior within its context, without interfering with people's activities.

Personal Inventory:

Document the things that people identify as important to them as a way of cataloging evidence of their lifestyles.

TRY

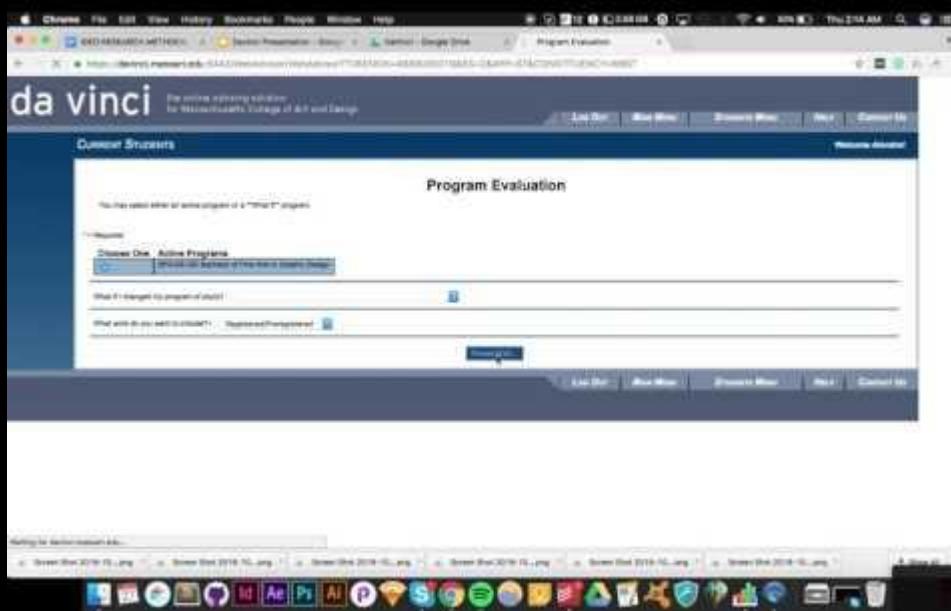
Paper Prototyping:

Rapidly sketch, layout, and evaluate interaction design concepts for basic usability.

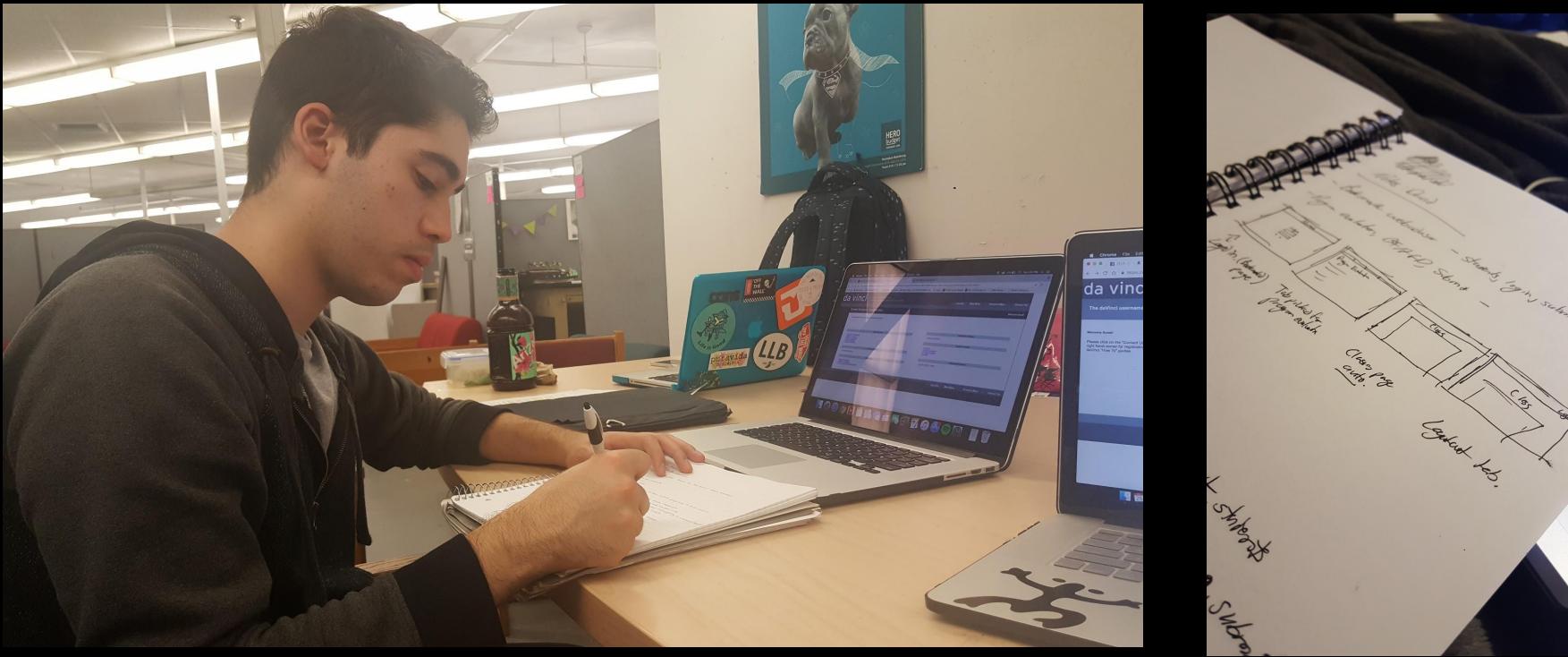
Be Your Customer:

Ask the client to describe, outline or enact their typical customer's experience.

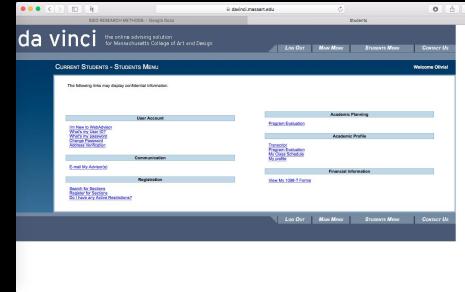
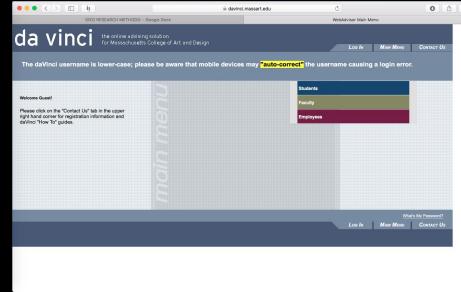
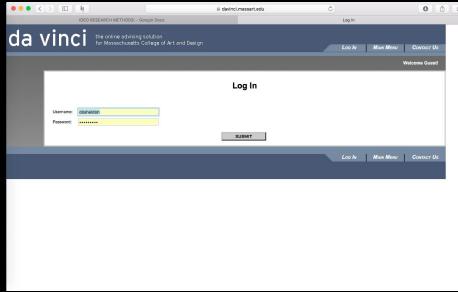
DaVinci Walkthrough



Group Observations Pt.1



Group Observations Pt.2



DAVID

- Bookmarked
- Student/Log in confusing
- "choose one"
 - ↳ what to do on this page
- Typography → hierarchy
- Log in "sawed"
 - ↳ minimum clicks because it's customized
 - Redundant links.

TOP three things:

- Search section
- Class schedule
- program evaluation.

Flow chart:

```

graph TD
    Safari[ Safari ] --> bookmark[ Bookmark daVinci ]
    bookmark --> student[ Student ]
    student --> login[ Log in ]
    login --> programEvaluation[ program evaluation ]
    programEvaluation --> checkProgram[ check program ]
    checkProgram --> confirm[ confirm ]
    confirm --> close[ close ]
    close --> logout[ log out ]
  
```

AJD

General actions

- google chrome
- David
- Log in
 - ↳ intro saved → password/username
- students
- program evaluation
- database program
- search
- ok put

↳ more responsive

- advisor in separate area
- liberal arts, electives, majors
- viewing years separate
- too much information in one page

what does LP mean?

- in progress
- school colors, where does the school fit into the personality?
- don't want to scroll up.

- courses
- window not fitting screen
- contact us
 - leads to daVinci page on massart.edu

Notes: David

- Bookmark webadvisor - student, log in, submit
- Program evaluation, BT, FAD, Submit -

B

Log in (bottom) Tab switch for program eval

Clear page cuts

Layout tabs

Notes Olivia

- Typing in browser - Log in, Submit, students
- Advisor, Prof, Program Evaluation - BT, FAD, Submit
- Main navigation. Not clear. Too many things in one
- Bad spacing or tabbing

David: David

Top 3 uses for students

- Program Evaluation, Search for Students, Class Schedule

All

- from the daVinci website
- Click log in
- Enter log in info
- Enter student name
- Enter program evaluation... enter active program & click select

Comments

- I think the system was faster and more responsive
- Doesn't expect program evaluation to include current info
- why does it include advisor names and grades? Everything is changed though
- Would it be better to show the most current classes & credits
- Everything is so cluttered at the top
- attempt to simplify information, but fails to make it easier
- Visual design is bad, several designs relate to MassArt

Olivia

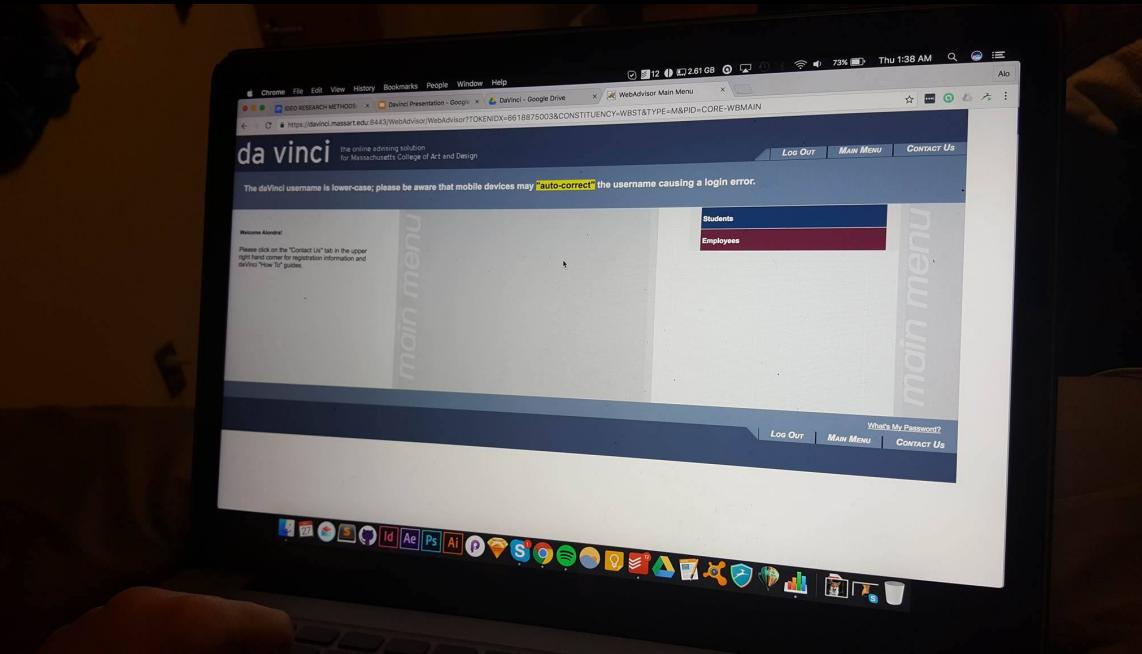
- very nice to see all better organized
- Didn't like the search function & searching
- Needs to include student on dashboard SMT - it's missing at end

Comparisons

- Our website, class registration site, screenshots
- How David wrote through David
- Get outside GP person to see it.

Alo's Observations Pt. 1

MassArt Student: Illustration



"I go to 'Students' and then 'Login' because it's faster."

"Inefficient."

"Why does it take so long?"

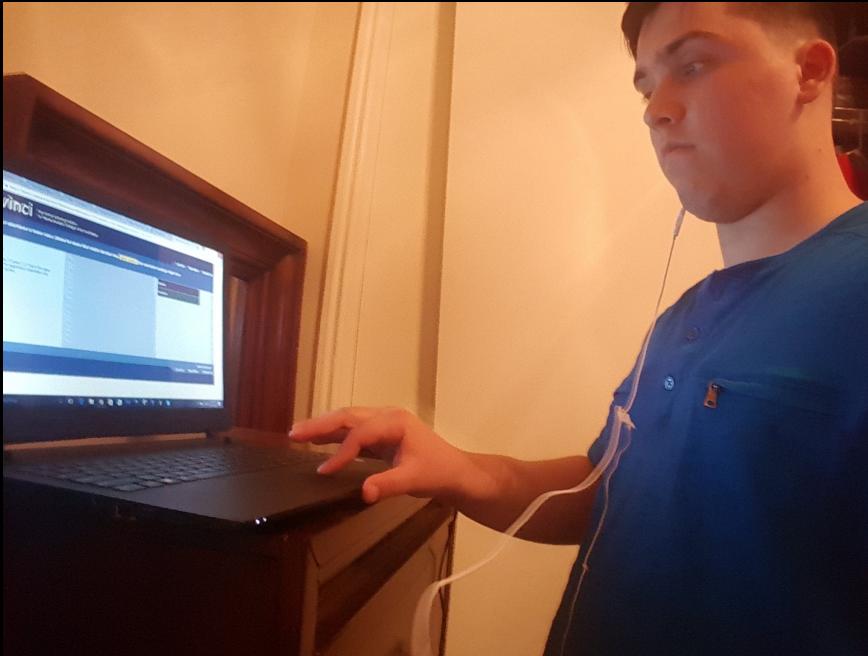
"Students don't go on it a lot."

"Boring!"

"Make navigation better."

Alo's Observations Pt.2

Non-MassArt Student



“Is this an art page?”

“Dull. Dull colors. Dull type.”

“‘Submit’ doesn’t make sense.”

“Little and confusing options.”

“Outdated. Looks 2005-ish”

“I don’t know what to do.”

Olivia's Observations

Pt. 1

MassArt Student: Industrial Design

- Cookies
- Log-In too complicated
- Program Evaluation
 - ◆ Overwhelming
- Repeated information

DaVinci : massart user - ID
→ google search to log in
changes:
- cookies
- program evaluation

- showing the same thing more than once / unclear
- makes you think you need more credit
- current remaining
~~During or after the semester~~
→ possible date?

- type
- small
- viewpoint
- not enough contrast
→ BORING
— how does this represent an ART school

DaVinci:
- not often
- 2 a year
- searching for classes / register
- grades.

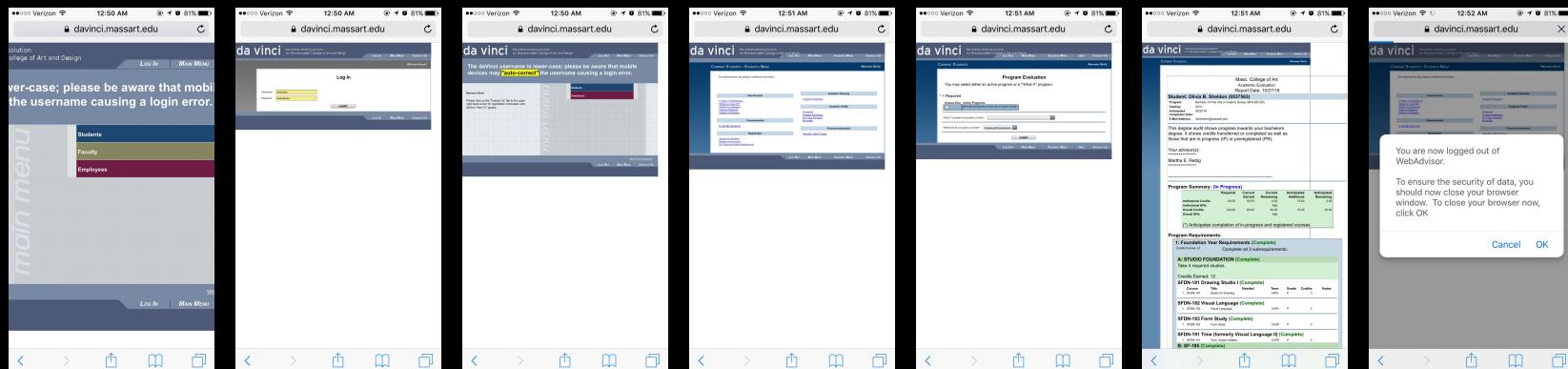
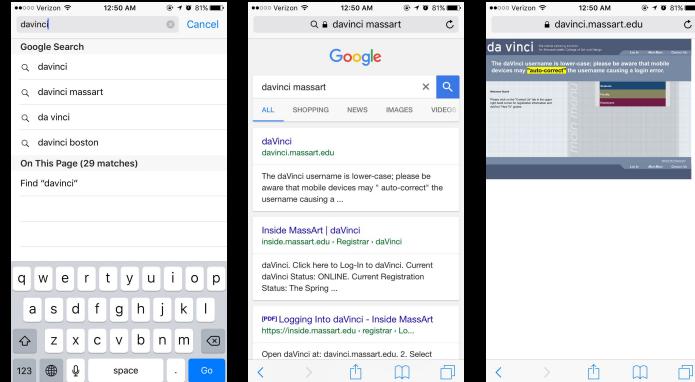
Comments:
- do grades need to be within the program evaluation?
- never used it within program evaluation for grades.

Olivia's Observations

Pt. 1

Non-MassArt Student: Emerson

- Dull / plain design
- Amount of time spent just logging in exceeded actual task
- Navigation was complicated for what seemed like simple tasks

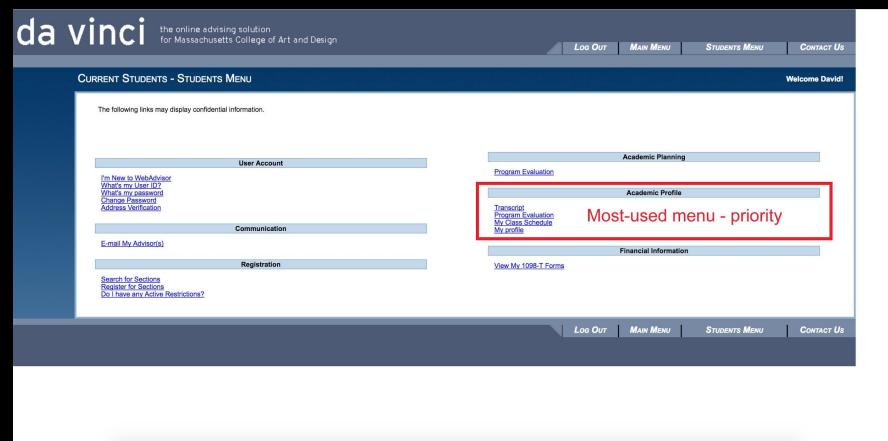


David's Observations

Pt. 1

MassArt Student: Illustration

- Looks dated, colors are eye-straining
- Too dull, wants it to look more exciting, but still simple
- Sizing is bad, too much scrolling on program evaluation
- Too many boxes
- Should prioritize most used options



David's Observations

Pt. 2

Non-MassArt Student: Wentworth

- Takes too long to load
- Too much information presented all at once.
- Would look better if it was in a grid
- “It’s ugly”

TAKE CDGD-2X8 TYPOGRAPHY II (6 CR) (Complete)		16/SP	A	6
1. CDGD-230 Typography II				
B: JUNIOR YEAR (In progress) Take 4 major courses:)				
Credits Earned: 6				
TAKE CDGD-340 GRAPHIC DESIGN II: MAKING MEANING (Pending completion of unfinished activity)				
Course	Title	Needed	Term	Grade
1. CDGD-340	GD II:Making Meaning		16/FA	Credits 3
Notes *IP				
TAKE CDGD-342 INFORMATION ARCHITECTURE (Pending completion of unfinished activity)				
1. CDGD-342	Information Architecture I		16/FA	3 *IP
TAKE CDGD-341 TYPOGRAPHY III (Not started)				
1.		3 credits needed		
TAKE CDGD-322 INFORMATION ARCHITECTURE II (Not started)				
1.		3 credits needed		

Instead of scrolling, could be organized in grid view

Competitors

The Symplicity website features a header with "Solutions", "About", "Careers", "Support", and a search bar. Below the header is a large image of students. A section titled "For Higher Education" highlights "Enrollment" and "Academic Affairs". A "Student Services" section shows a student interacting with a computer. At the bottom, there's a "Recruit & Enroll" button.

Symplicity

The Evertrue website has a header with "FREE DEMO", "OVERVIEW", "CONTACT", and "SOLUTIONS", "HOW IT WORKS", "OUR CUSTOMERS", "COMPANY", "BLOG", "RESOURCES". It features a video player and a graph showing growth over time. A news article about a new whitepaper is displayed.

Evertrue

The Jenzabar website has a header with "Higher Education Solutions", "Client Success", "Community", "Resources", and "About Us". It features a large image of hands using a laptop and a book. A section titled "Solutions for every office in your institution" lists "Recruitment", "Admissions", "Enrolling", and "Student Information Systems".

Jenzabar

The Aptron website has a header with "Client Login" and "Schedule a Demo". It features a banner with "Enterprise software that powers the higher education experience". A "The Collégix Difference" section details their comprehensive technology platform. A "Schedule a Demo" form is at the bottom.

Aptron

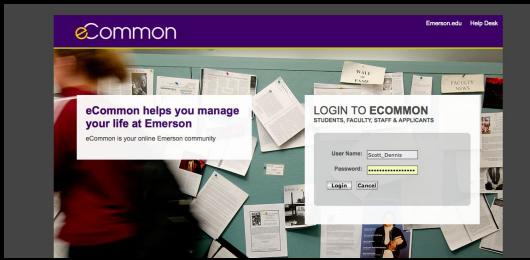
The Populi website has a header with "About", "Tour", "Pricing", "Contact", and "Blog". It features a banner with "College Management Made Simple". It shows screenshots of the software on a desktop, tablet, and smartphone. A "Why should your college choose Populi?" section and an "Access Anywhere" section are also present.

Populi

The Evisions website has a header with "Products", "Services", "Resources", "Company", "Support", and a "Request a Demo" button. It features a colorful graphic of overlapping squares and a "Software Solutions for Higher Education" section. A logo for "Ar Argos Enterprise Reporting" is at the bottom.

Evisions

Competing School's Websites



Emerson



[MyMIT](#)

Log into your MIT account for online services, departmental resources, and more.

Forgot your password? [Reset Password and Account](#)

Login

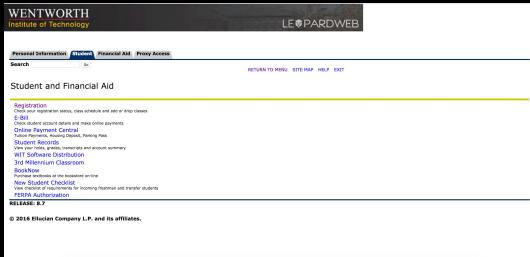
Identifier

Password

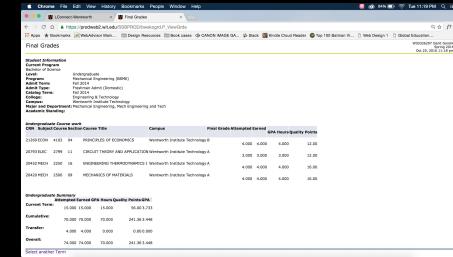
Log In

New user? [register now!](#)

[Forgot Username](#) | [Forgot Password](#)



Wentworth

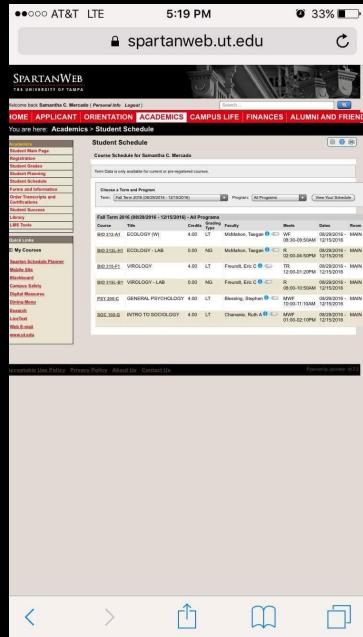


You are here: Academics > Student Schedule

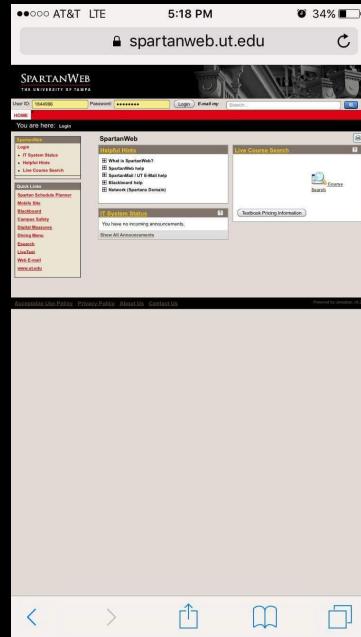
Student Schedule									
Course Details for Semester C, Mercede									
Term Dates Only available to students for your registered courses.									
View Course Print Course Program All Programs View Your Schedule									
Full Term 2010-2011 (Semester C) Academic Programs									
Course	Type	Credit	Faculty	Meeting	Date	Room			
BCI-211A-E ECOLOGY - Lab	0.00	M3	McMahon, Terrie	MF 08:30-09:45	08/26/2010	MANH / C3 / 230			
BCI-211A-E ECOLOGY - Lab	0.00	M3	McMahon, Terrie	MF 08:30-09:45	08/26/2010	MANH / C3 / 196			
BCI-215A-E VIROLOGY	4.00	L7	Freyd, S. C. & C. L.	TR 08:30-09:45	08/26/2010	MANH / B1C / 113			
BCI-215A-E VIROLOGY - Lab	0.00	M3	Freyd, S. C. & C. L.	R 08:30-09:45	08/26/2010	MANH / C3 / 194			
ESE-282-E COMMUNICATIVE PSYCHO - Lab	4.00	L7	Wheare, Shereen	TR 12:30-01:45AM	12/15/2010	MANH / B1C / 111			
ESE-282-E COMMUNICATIVE PSYCHO - Lab	4.00	L7	Wheare, Shereen	TR 12:30-01:45AM	12/15/2010	MANH / B1C / 112			
ESE-286-E INTRO TO SOCIOLOGY	4.00	L7	Owens, Ruth	TR 01:00-02:15PM	12/15/2010	MANH / M6 / 123			

University of Miami

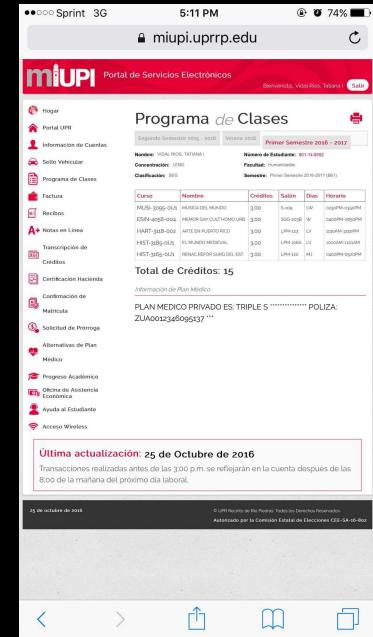
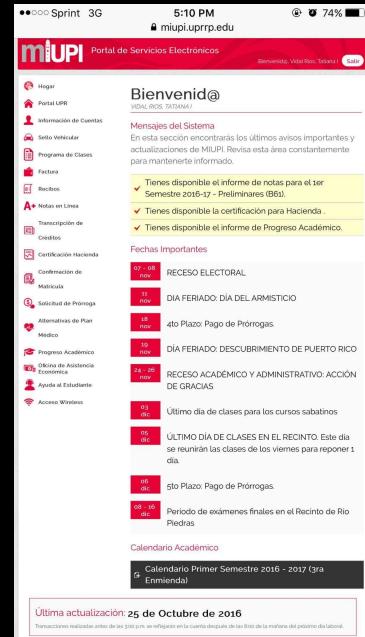
Competing School's Mobile Sites



University of Miami

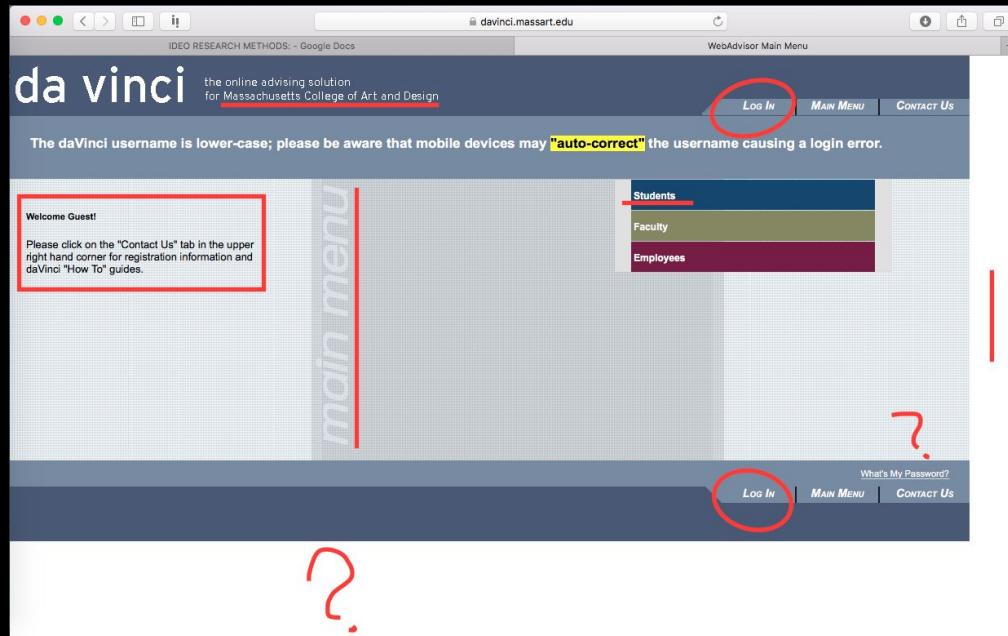


University of Puerto Rico



Common Issues

- Confusing Navigation
- Repetitive Content
- Lack of Hierarchy
- Not User Centered
- Little to No Visual Contrast



Thank
You