



DAVINCI USER RESEARCH REPORT

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INTRODUCTION

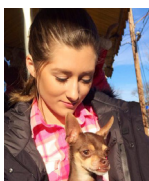
Davinci is an Academic Evaluation Report System, which is used by students and faculty within the school system. This program allows you to look at class schedules, grades, credits, registration, and much more. It is also a great place to find out information like who is your advisor, where your classes are taking place, and class descriptions when investigating which classes you are interested in taking. This program is being evaluated in order to find a way to improve the current condition of the site while making it easily accessible to its users. Within this research we are trying to identify the problems that users have when

trying to find specific information. Usually when users are accessing this program they are there for a specific task we want this information to be easily accessible for them to locate in order to allow for a simple and easy process.

The specific problem of this assignment was to focus on the user finding the program evaluation part of the system accessing the information on this and then signing out. Within this research I found generally people were frustrated with the overall hierarchy which lead to general confusion in where to locate the program evaluation and understanding the information.

RESEARCH

Olivia



GROUP RESEARCH

We started our research by first discussing the different IDEO methods. We wanted to choose eight to focus on, two within each category. The four categories are Ask, Learn, Look, Try. From these main topics we were able to narrow down further into methods we could apply to our research in order to find clear problems and create solutions that would allow users to achieve the tasks they need on Davinci.

David



For the group ask my group chose to focus on the topics narration and extreme user interviews. 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.

Within the group we chose to use the methods flow analysis and competitive product survey. 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.

Alo



While investigating the options within the group look we focused on fly on the wall and personal inventory on ways to research Davinci and its users. 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.

Within the group try we discussed several options and concluded with the two methods paper prototyping and be your customer. 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.

These methods allowed us to know how to develop our research and gave us a clear plan. We tested these methods on ourselves, Alo,

David and Olivia. To start we went through the process of logging in, identifying program evaluation, accessing the information on it, and signing out. Through this action we observed we all got to the page differently as well as logged into the program differently. We noticed how even students with technology background and knowledge of how DaVinci works there still was different ways of getting to the same information.

Throughout our research and discussion we noticed the negative impact of the typographic treatment throughout the site. Better hierarchy would allow for easier navigation throughout the site as well as less frustration accessing simple information in a timely manner. Through flow charts and other methods we also noticed that students mostly only use daVinci for program evaluation, class schedule and registration/search sections. Within the program we also all discussed how there was no personality within the design of the program. We wanted to know how this site could represent the student body and faculty better within its design. Some conclusions we came to were adding more imagery since most people that attend MassArt are very visually inclined as well as adding ways to personalize the site such as being able to add a profile picture and access a page with all your personal information at your fingertips.



USER RESEARCH



USER 1

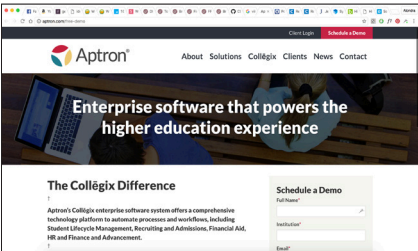
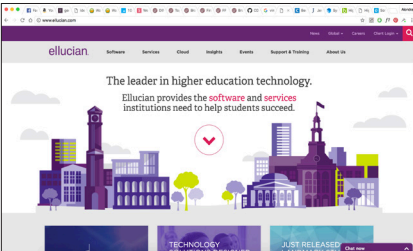
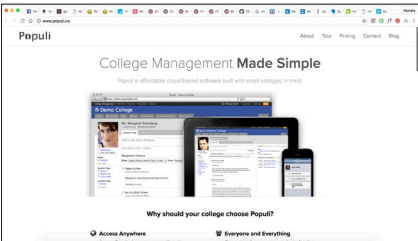
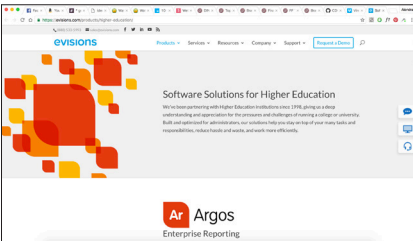
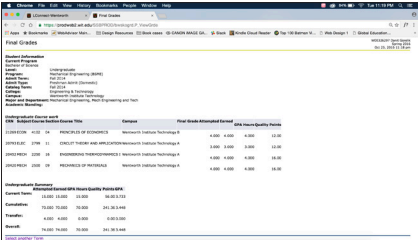
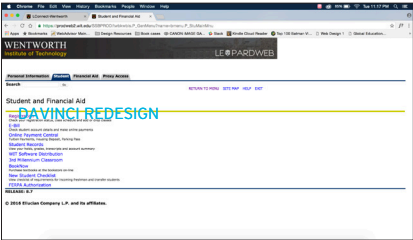
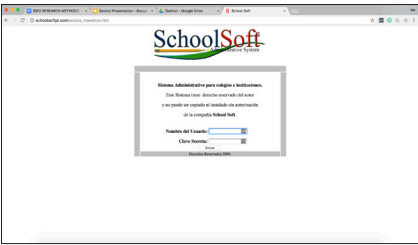
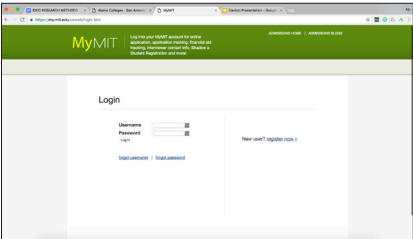
To go further past our group research I decided to interview my friend in Industrial Design, Matther Meyer. I started by taking notes of his natural way of logging into Davinci. He said he always would google search davinci first then click on the link to go to the MassArt website then click on the link for daVinci. He said he could never remember the name of the website so the little amount of time he used it, he would just google it. When first arriving to the site he was not able to access it because of cookies. This is another problem that many users have with davinci. Many times it is unable to be accessed through certain internet browsers, such as safari. We also discussed things they would like to see davinci be able to do such as: teacher comments, being able to sign up for meetings, and student profiles. Overall he was unhappy with the overall aesthetic of the site and felt there was too much information repeated multipule times throughout the site making it frustrating to find the information you needed.



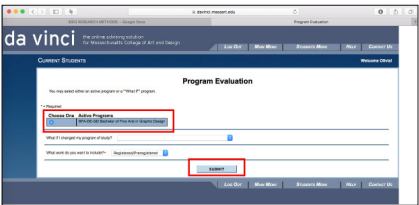
USER 2

The second user I researched was a student at attends Emerson, Scott Dennis. Surprisingly the general comments I received from him were a lot better than the Mass Art students. I believe this could be because he was only using it for one thing and not having to use it on a basis of finding important information. He found the general look of the website to be most unpleasant. He was hoping for a more 'modern' and 'sleek' design that would allow the user to have a better understanding of the navigation in the website as well as an easy experience on the eyes. You should be able to quickly find the information and then leave the site. He stated the most frustrating aspect about this site was that the logging in time exceeded the time it actually took to complete the task of finding the information he needed. He also was using the mobile application where he would constantly have to zoom in to be able to read the information on the screen since the website was not adapted to conform to a mobile version.

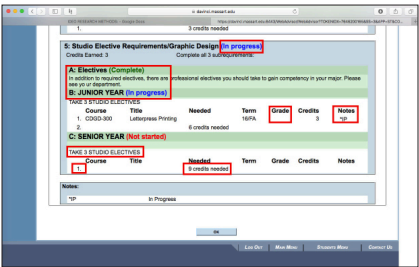
OTHER PORTALS / COMPETITION



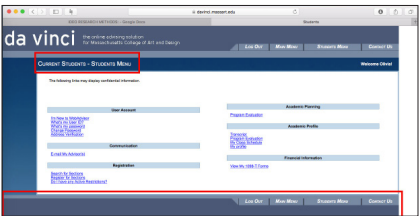
After clicking on Program Evaluation we find yet another menu that the program should already know about the account. The inconsistency is evident with the use of color, typography, and alignment. Also language is not accurate to the tasks.



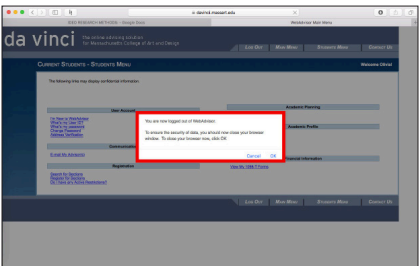
Finally in Program Evaluation there are too many levels of hierarchy within the large menu that makes it confusing to read and understand what is complete and what still needs credits. Also the variety of colors meaning different categories is unnecessary due to the fact it is explained in the type.



The variety of menus seems very cluttered within the screens. It makes for confusion and does not show a clear path for the user to follow, which would allow them to get to and from places easy without instruction.



Finally the window that appears while signing out is just an unnecessary window that makes the user click another button in order to fully leave the site.



OVERVIEW

Overall the site has hierarchical issues, contrast issues, organization issues, and navigation issues. With these problems addressed it is now possible to start to think about solutions for making it an easier program for new users and frequent users to access and attain information they need in a timely manner. Overall in my solution to improve Davinci I would like to eliminate repeated and extra information as well as making the navigation extremely clear and consolidating the information in a useful way.

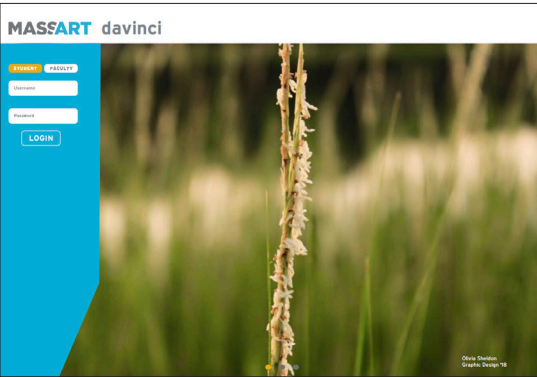
STRATEGY

The platform I will be modifying for Davinci will be the web. I believe this is the most often used platform in which student and faculty access this information. Modifying this platform will allow for overall easier access to the program, with a hassle free environment.

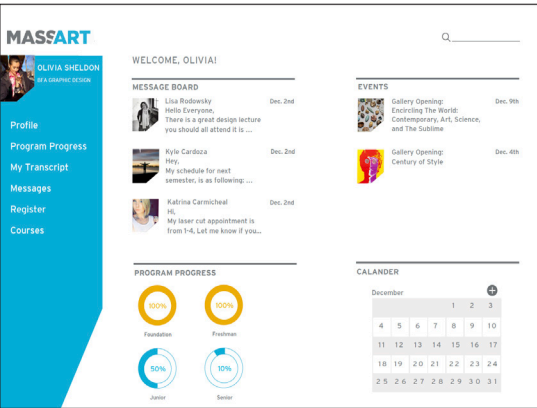
Features that are important within the system include being able to access filtering, sorting, searching, and navigation. I will be featuring a general dashboard that is accessible at all points while using the site that allows for quick access to different pages. I also want students to be able to filter through classes while searching for a new semester as well as being able to filter through requirements or classes they still need to fill within the program evaluation.

The overall experience a user should have using this website is an organized, easy to understand atmosphere that allows the anxiety of picking classes, registering, knowing restrictions and understanding requirements for graduation to melt away.

RESOLUTION



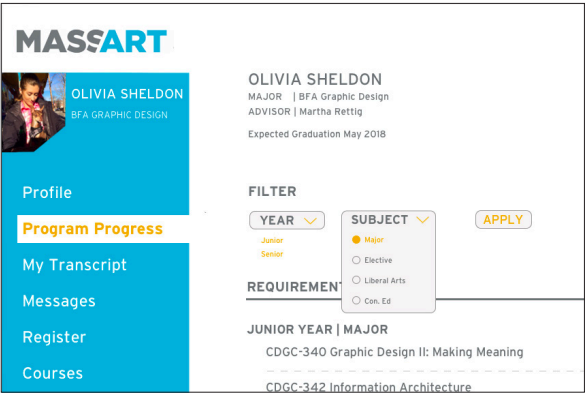
The Login page allows for easy Login with a place to showcase student artwork.



The homepage allows for easy access to an overview of your messages, calander. events, and program progress as well as navigation.



I transformed the program evaluation page to program progress. Within this page you can easily access your classes and your progress towards graduation.



Within program progress there is an easily accesible filter system where you can access the classes you want to see within your program.

