THEME 4 DOCUMENTATION

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USER BRIEF &
USER RESEARCH

Case:

Client	KEA (Head of MMD, Frederikke Bender)
Platform	KEA's intranet: Fronter (and related systems)
Target	audience KEA students (+ teachers, management etc.)
Objective	An improved solution
Problem	Bad UX/UI in existing solution Lack of insight into target audience needs

Business goals based on today's work, and information

Client goal: MMDs graduate and get a job (Fronter must support this goal)!
User goal: Graduate and get a job as well

The client's assumptions about the goals
- MMDs students graduate with best grades
- Students get a good portfolio that helps getting good job after graduate

The client's assumptions about the target audience and their actions

Students, that they need to have good platform to get things done easily. They use fronter to upload files, look for presentations uploaded by teachers, and get informations about study programme.

Teachers need to have an easy access to upload files really fast and to check for files that students have uploaded.

UI have to be light and simple, to get to relevant places fast and easy, not being distracted by too much elements on site.

UX should be made in way to let users get straight to point, buttons should be visible, structure of elements have to be set up correctly, to help users save time doing manual actions (uploading, downloading, etc···)

A list of Fronter's functionalities and a sitemap (visualisation of the site's structure)
- Helps you get informations about your tasks (what to do?, when?, how?)
- You have an access to helpful presentations and materials that helps you to get task done
- Communication with students and teachers (contact informations like e-mail/phone number)

User test design:

Type of my test is video interview (with voice). My data is more like qualitative because I had only 5 users to test, but I asked them more questions and we could talk more about problems. The test is appropriate to use at this point in my development process. I have used that kind of test because we have talked a lot so I have focused on voice, and a video shows user face that just helps to understand message given by speech. Why it's not the best idea? I could record screen of computer as well to show what user is clicking, that could help to track his actions.

List of tasks:

Task 1:

Goals - usability issue: Upload task 04.01.01 (Initial user brief) to submission folder at fronter.

Task steps, optimal path:
- Open fronter and log ing
- Get into "1st semester" folder
- Go straight to "E. Theme 04: Basic UX"
- Click on "04.01: User Research"
- Go to "submission" folder and then choose right task folder
- Click "upload fil" > "upload enkelt fil
- Browse for a PDF file, set title and press "Gem"

Alternative path:
- Open fronter and log ing
- Get into "1st semester" folder
- Find right submission folder on the "tree" on left side of page (04.01.01 - Initial user brief and click on it
- Click "upload fil" > "upload enkelt fil
- Browse for a PDF file, set title and press "Gem" (BUT DON'T PRESS IT)

Timeframe: Minimum of 9 clicks

Task text: You have to upload last submission at fronter, it's task 04.01.01. You should find right folder and upload your PDF file there.

Notes: We want to know how users react to that kind of test and get informations if we can and how we can improve that function.

Task 2:

Goals - usability issue: Find a help, about "how to start a year"

Task steps, optimal path:
- Open fronter and log ing
- Click on your name on top of site
- Get into "help" tab
- Scroll down
- Find "Start of year process"
- Click on "Introduction to Start of Year"

Timeframe: Minimum of 5 clicks

Task text: You need to know how to start a year. Get some informations!

Notes: We want to check if users know how to find "help" page and what we can do to make it easier to find.

Task 3:
Goals - usability issue: Check what you gonna do 18.12 at 10:15
Task steps, optimal path: • Open fronter and log ing • Get to 1st semester tab • Go to WEEK SCHEDULE: A2018 • Change a week on bottom of file • Find 18.12 and proper hour and read what you gonna do
Timeframe: Minimum of 5 clicks
Task text: You want to plan something on 18.12, you need to know if you really can skip one class
Notes: We want to know how users are using fronter schedule and how is it for them.

Interview guide:

Set-up recording device and make sure that everything works (audio, video)
Don't ask questions just to get answer yes or no
Ask basic questions and context questions
Let user do the tasks
Ask problem questions
Discuss about problem to get more informations
Stay professional
Get all the useful information

Description of test participants:

Name	Age	Country
Anele	23	Lithuania
Liliya	27	Bulgaria
Andrea	27	Bulgaria
Simon	31	Denmark
Tabea	23	Germany

All of them are students of Multimedia Design and Communication course at KEA.

Recording of test interviews

Tabea   https://www.youtube.com/watch?v=guhPNYSuZpQ
Simon   https://www.youtube.com/watch?v=gKabCVZHqAA
Andrea   https://www.youtube.com/watch?v=PpHkfhV4fMs
Liliya   https://www.youtube.com/watch?v=7E0E0UEQY_4
Anele   https://www.youtube.com/watch?v=HMPJcdJQibc

List of questions:

Basic questions:

1.1. What's your:
    a) name
    b) age
    c) nationality

Context questions:

2.1. What's your favourite social media platform and why?

2.2. How much time do you spend on doing your weekly tasks?

Problem questions:

3.1. How could you improve uploading a file at fronter?

3.2. What do you think about position of "help" page at fronter?

3.3. How do you face the problem of danish language at fronter?

Documentation of collected user research - insights:

2.1. What's your favourite social media platform and why?
- Instagram, because I can follow people and I don't need to interact much
- Instagram, because I can stay passive and just look for others pictures
- Instagram, because I have a lot of followers and I love to upload my pictures there
- Twitter, because I can stay in touch with friends and follow famous people
- Facebook, because I'm using messenger to communicate with all of my friends.

2.2. How much time do you spend on doing your weekly tasks? (weekly)
- Around 35 hours
- Around 20 hours
- From 20 to 30 hours
- Depends on the task, from 15 to 30 hours
- Around 30 hours

Problem questions:

3.1. How could you improve uploading a file at fronter?

Group of testers spotted that it's not always obvious what, when and how to hand-in submission. They need to check schedule, then find proper folder to upload a file. We have figured out that we could improve that function.

Change home page from "student info" to "dagens" (because nobody uses "student info" page). On "dagens" we could add widget with current open submission, with timer and button "hand-in" that we would do it easier.

3.2. What do you think about position of "help" page at fronter?

Help page is placed in wrong place, my testers couldn't find it at all, or had a huge problem to find it. Moreover, button is really small and it's hard to spot it. Me and my testing group thinks that help page is really helpful, so we should be able to find it on visible place. We figured out that header would be perfect to put a bigger button HELP there. That should help everyone who needs to get some informations about fronter.

3.3. How do you face the problem of danish language at fronter?

Most of the people have to change language to english every time they log in. Now if we want to do it, we have to go to "dagens" page and there is really tiny button to change language. My group of testers had a real problem to find that button, but even if they know where is it, it's still problematic to change it every time. Button should be in normal place like most of websites have, country flag on header section should solve a problem.

Conclusion

User testing was really helpful, I didn't know that problem is really serious until I was talking with my users. First of all, we should change homepage to "dagens", because most of the users are using that page mostly. If we change homepage, then we can improve uploading function placing it on "dagens" page. That would help users a lot!

Another thing is to change position of "help" page, it's very problematic to find it now, and whenever users need to use it, they have to search for it because they always forget where is it. That should be on header in place that everybody can easy spot.

Last thing is to put flags with languages on header because when users want to change language, they need to look for it, the same situation as with "help" page!

Competitor research

Facebook is a social media platform, that on some areas work similar to fronter. You can contact your friends, classmates and teachers, but it's easier because you can use there messenger to straightly chat with all of them. On fronter you have only informations about phone number or email, that you can use to contact, but it takes more time.

Fronter still have some pros, like for example uploading your files and having them in one place, that you can see all that you have done in semester to submit your portfolio. I think that if we would add chat to fronter, might it be really good step to help people communicate with each other easier.

USER JOURNEY
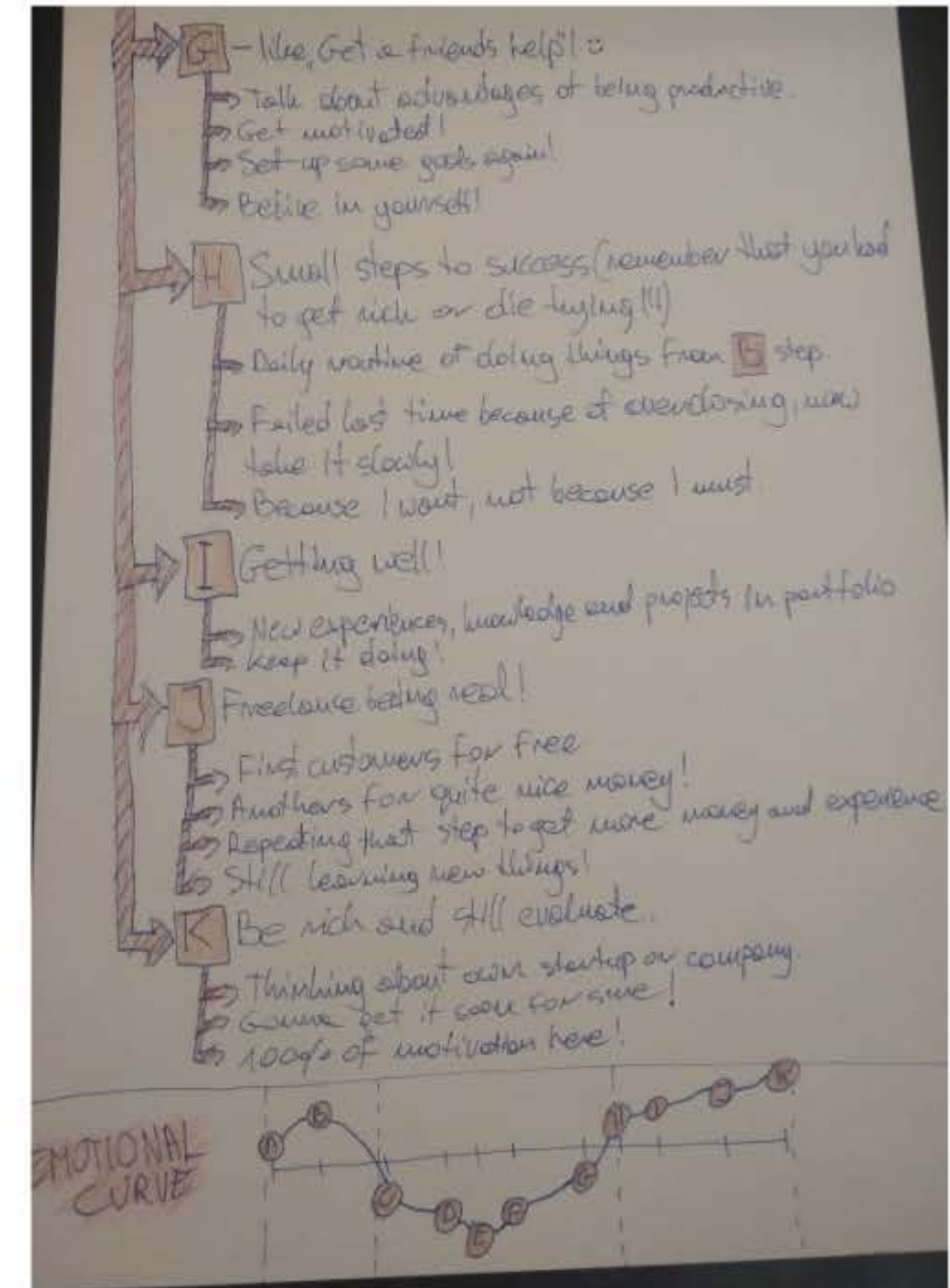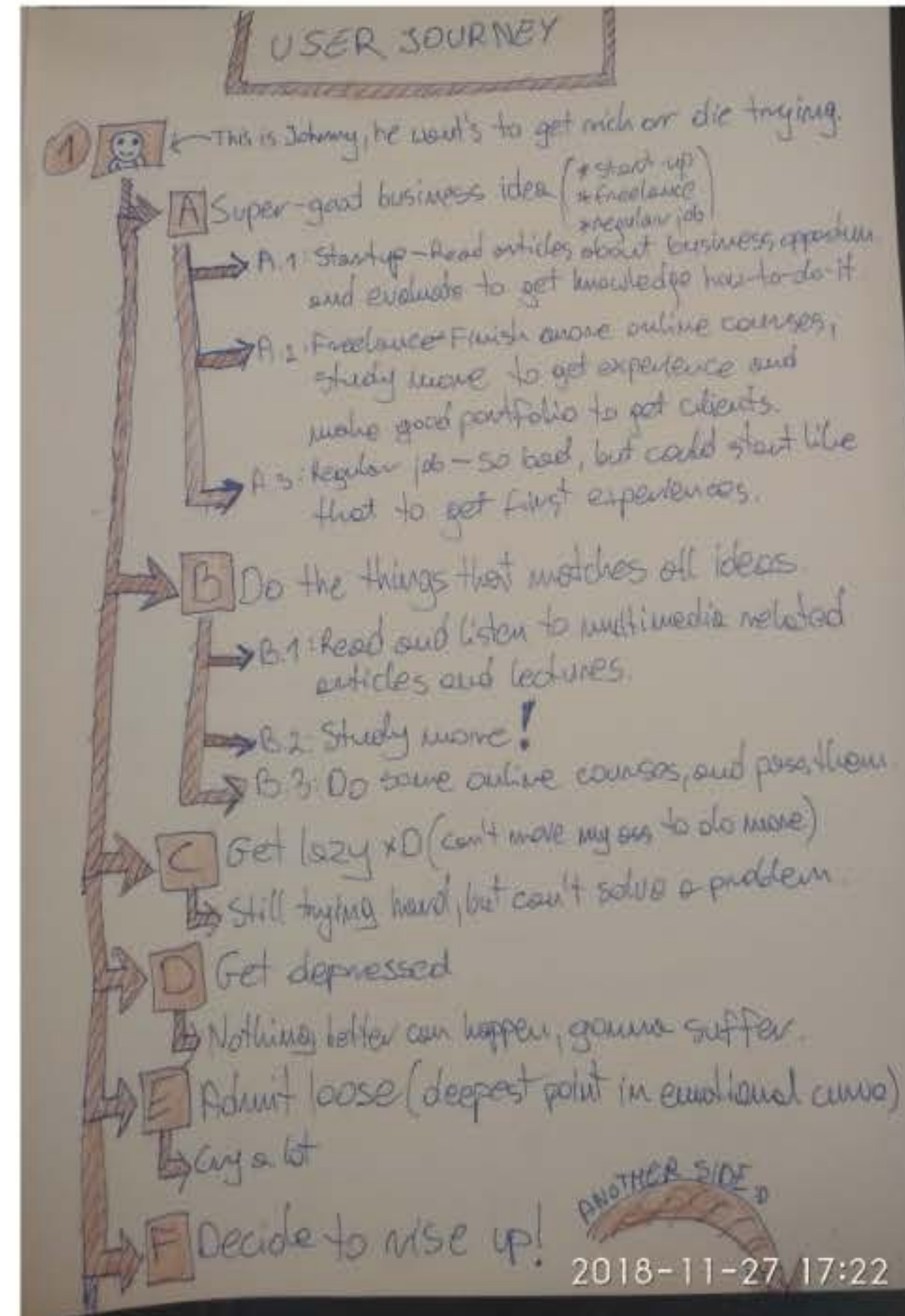
SITEMAP
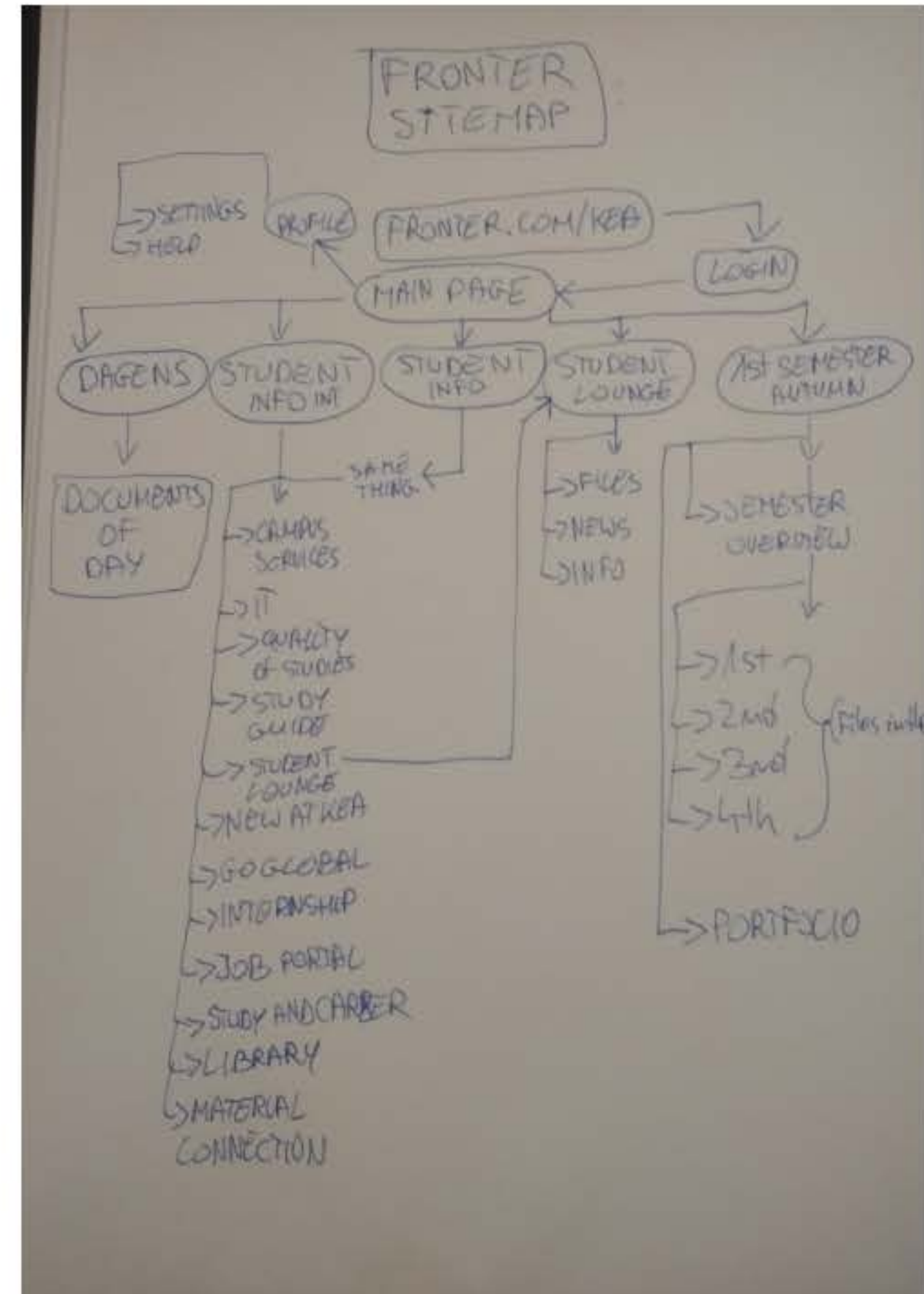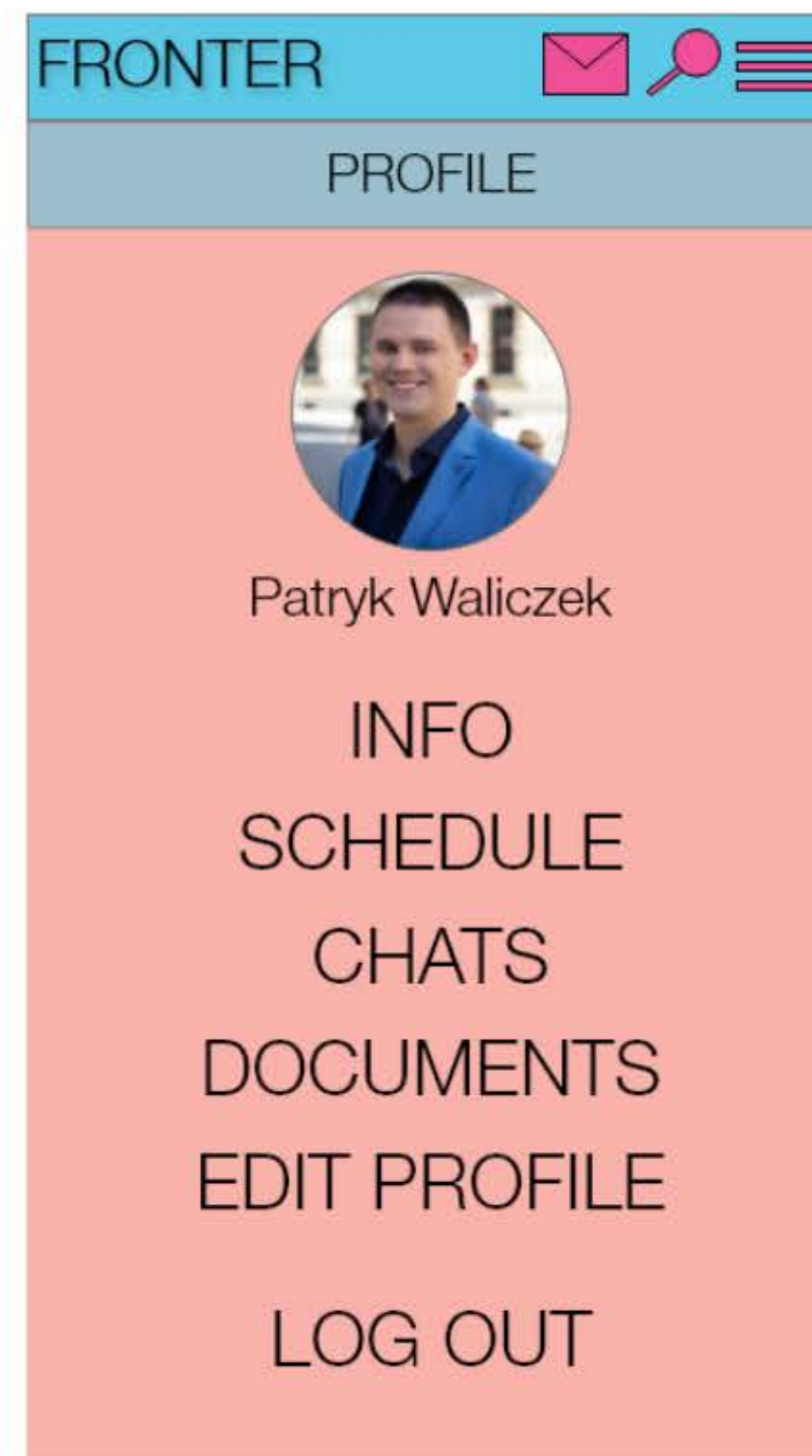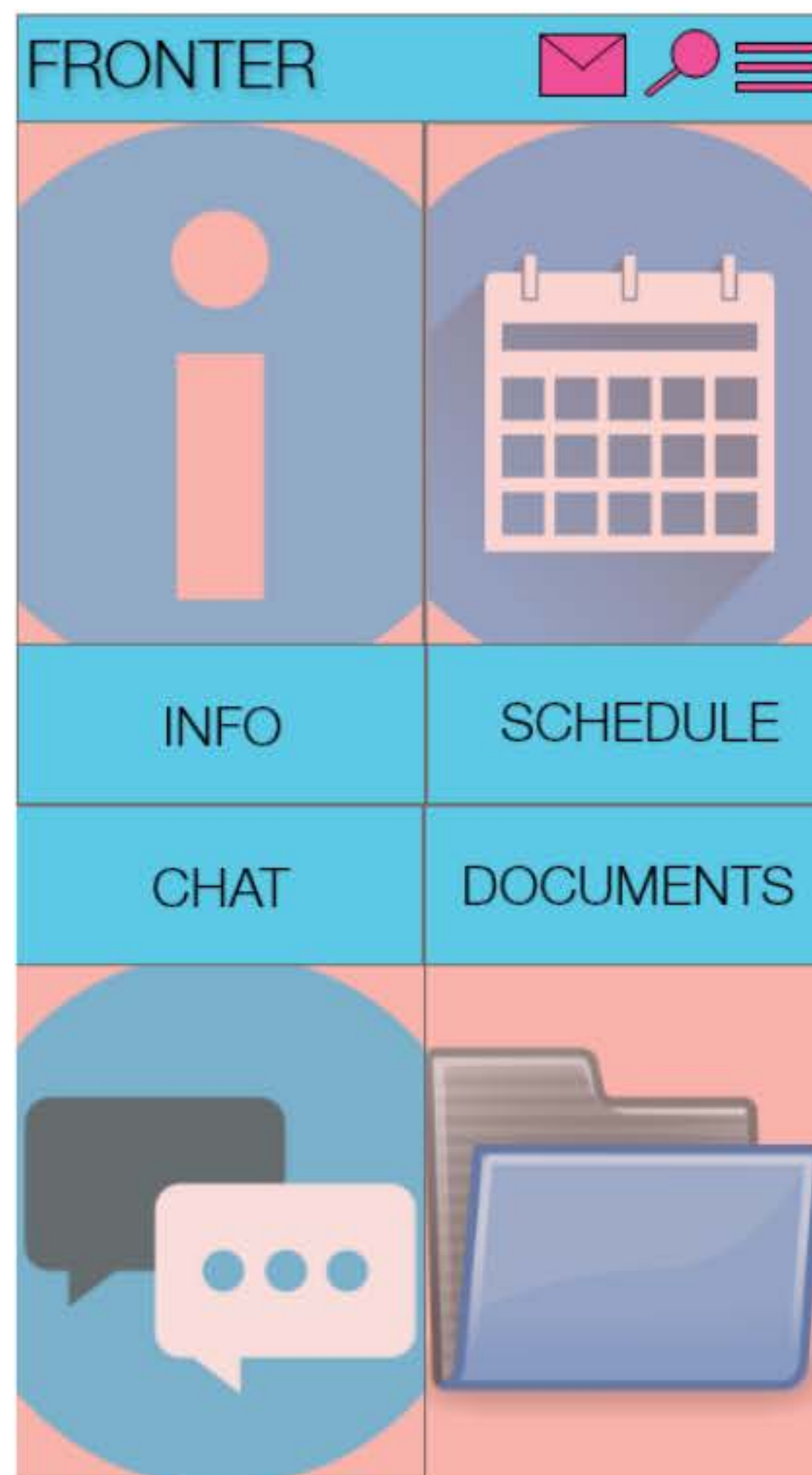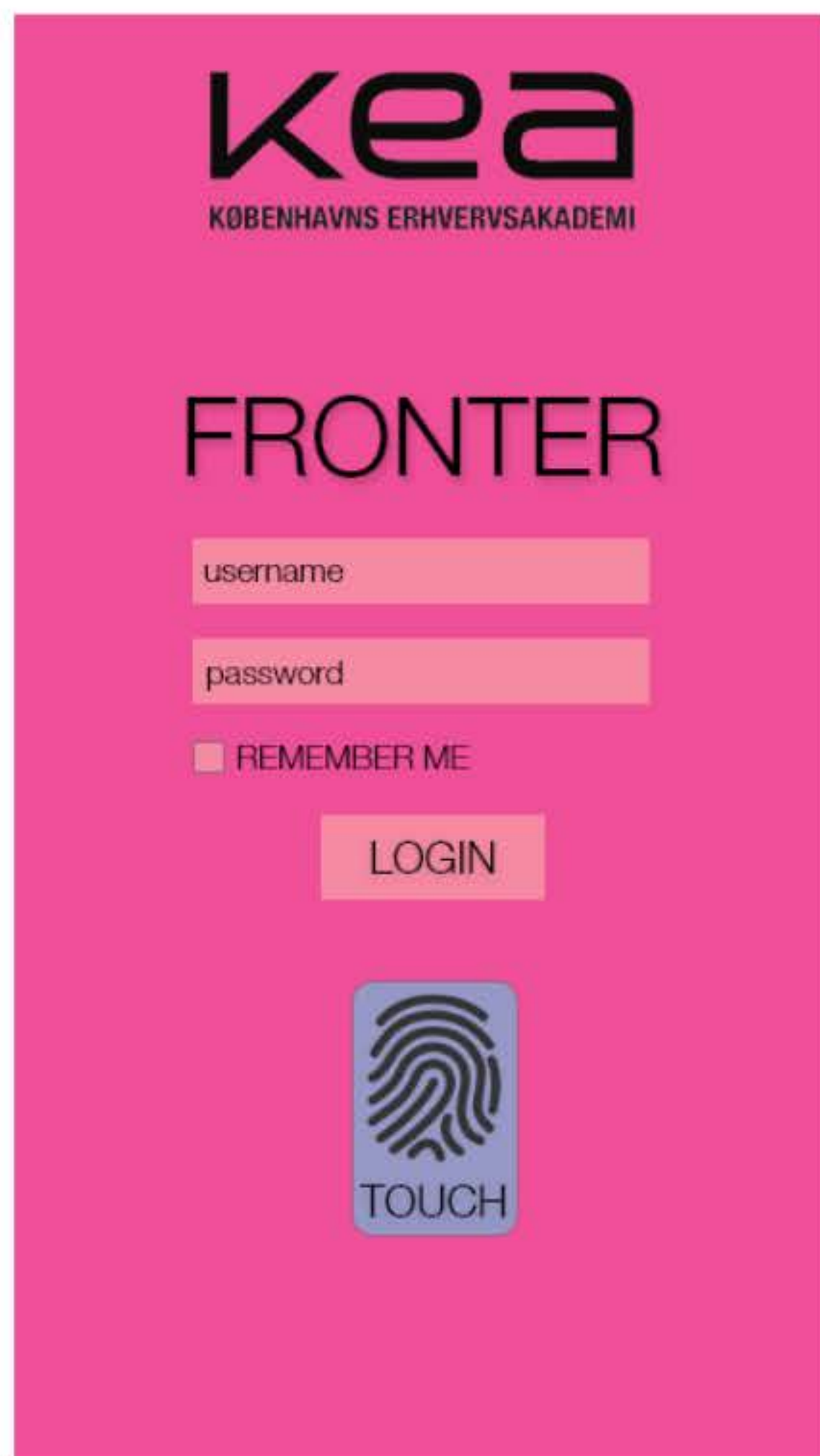
Screen 1 — FRONTER

Thursday, 6.12.2018

Notification: Very important stuff!

Notification: Important stuff!

You got a new message!

04.02.02 Deadline - today 22:00

Wednesday, 5.12.2018

Notification: Very important stuff!

Notification: Important stuff!

You got a new message!

04.02.02 Deadline - tomorrow 22:00

Screen 2 — FRONTER

CHAT

Hey :)

how are you?

Pretty good, thanks!

What about you?

I'm fine, chilling home

Are you off tonight?

We should get some drinks!

TYPE HERE

Screen 3 — FRONTER

PORTFOLIO

HAND-IN

LAST HAND-IN
04.01.01
APPROVED

06.12.2018
22:00
UPLOAD FILE

YOU HAVE
20 TASKS
DONE

13.12.2018
22:00
NOT OPEN

FOLDER STRUCTURE

1st Semester

E. Theme 04: Basic UX

04.02: Design Sprint

Submissions

04.02.01. Design sprint

AFTER IMPROVEMENT

https://github.com/patrykgzr/design-sprint
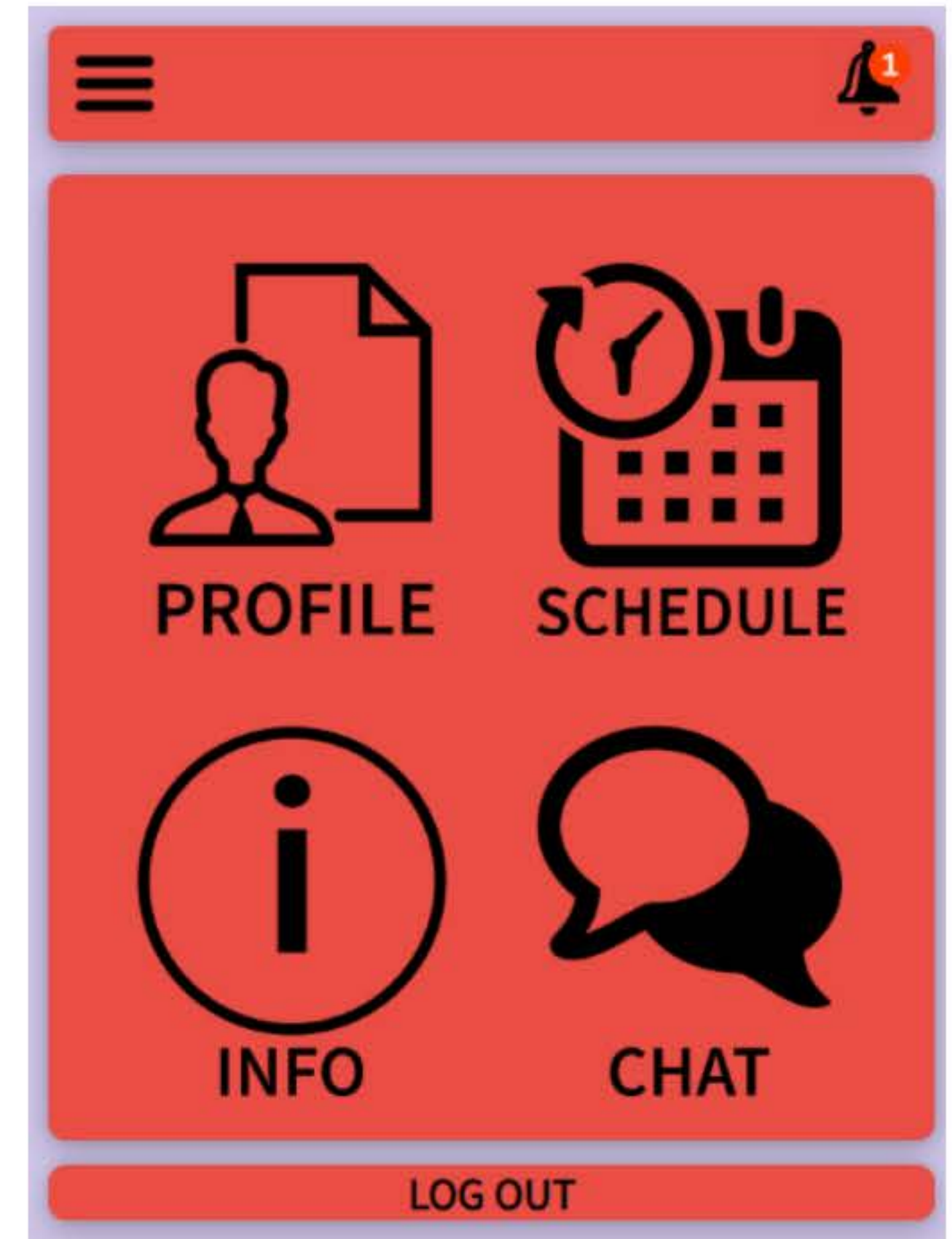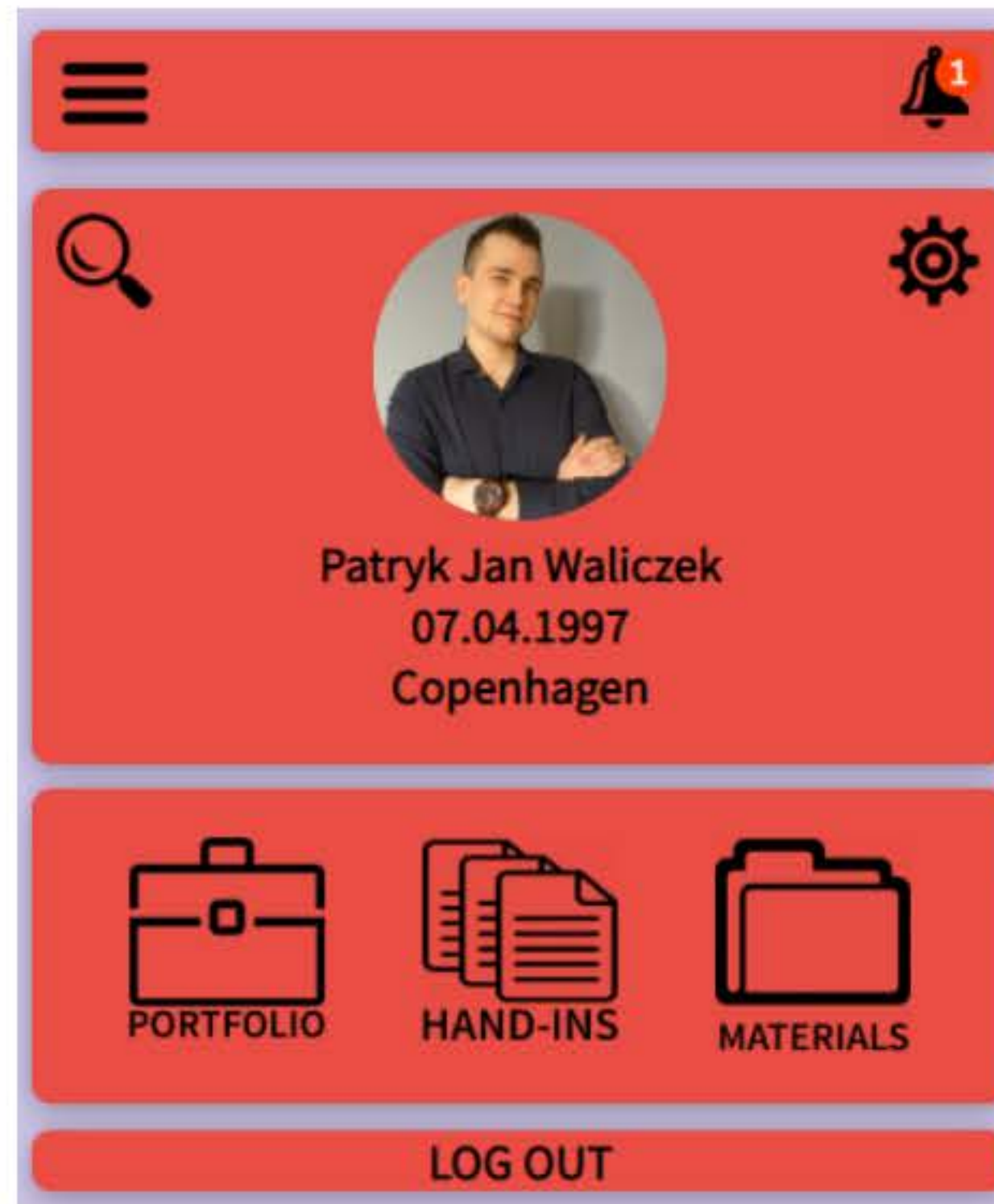
User tests

3 users were testing my web aplication. They had a task to get into portfolio page.
From my observations I can say thay my website is quite easy to navigate and visable.
5 second test shown that first impression is nice, people said that project looks like proper mobile app because of it simplicity.

Feedback was very helpful to let me know things that I couldn't spot. Users told that I should change sizes of fonts, because some of them were too small to read, and some of them were too big.
    After tests I also changed color of background and put some shadows to make it look more elegant and proffessional.

Showing results for http://patwalmmd.tk/fronter/

Checker Input

Show ☐ source ☐ outline ☐ image report [Options…]

Check by [address ▼]

`http://patwalmmd.tk/fronter/`

[Check]

Document checking completed. No errors or warnings to show.

Used the HTML parser. Externally specified character encoding was UTF-8.

Total execution time 64 milliseconds.

Showing results for http://patwalmmd.tk/fronter/home.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options…]

Check by [address ▼]

`http://patwalmmd.tk/fronter/home.html`

[Check]

Document checking completed. No errors or warnings to show.

Used the HTML parser. Externally specified character encoding was UTF-8.

Total execution time 252 milliseconds.

Performance grade	Page size
A **95**	**82.0 KB**

Load time	Requests
422 ms	**10**

Showing results for http://patwalmmd.tk/fronter/profile.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options…]

Check by [address ▼]

`http://patwalmmd.tk/fronter/profile.html`

[Check]

Document checking completed. No errors or warnings to show.

Used the HTML parser. Externally specified character encoding was UTF-8.

Total execution time 350 milliseconds.

Showing results for http://patwalmmd.tk/fronter/portfolio.html

Checker Input

Show ☐ source ☐ outline ☐ image report [Options…]

Check by [address ▼]

`http://patwalmmd.tk/fronter/portfolio.html`

[Check]

Document checking completed. No errors or warnings to show.

Used the HTML parser. Externally specified character encoding was UTF-8.

Total execution time 272 milliseconds

|				
▼ Avoid bad requests	A (92)	❤	CONTENT	HIGH
▼ Specify image dimensions	A (99)	◆	IMAGES	MEDIUM
▼ Minify CSS	A (99)	◆	CSS	HIGH
▼ Minify HTML	A (99)	◆	CONTENT	LOW
▼ Avoid landing page redirects	A (100)	◆	SERVER	HIGH
▼ Defer parsing of JavaScript	A (100)	▲	JS	HIGH
▼ Enable gzip compression	A (100)	▲	SERVER	HIGH
▼ Enable Keep-Alive	A (100)	◆	SERVER	HIGH
▼ Inline small CSS	A (100)	◆	CSS	HIGH
▼ Inline small JavaScript	A (100)	◆	JS	HIGH
▼ Minify JavaScript	A (100)	▲	JS	HIGH
▼ Minimize redirects	A (100)	▲	CONTENT	HIGH
▼ Minimize request size	A (100)	◆	CONTENT	HIGH
▼ Optimize the order of styles and scripts	A (100)	◆	CSS/JS	HIGH
▼ Put CSS in the document head	A (100)	◆	CSS	HIGH

# DESIGN SPRINT: NATIVE APP

PITCH

Our mobile project app's long term goal is to make information easily accessible. We drew 2 possible map of scenarios on how to gain information for your current education. Our votes landed on the solution that current KEA's LMS needed, organized document, file and information depositories that are categorized and accessible with couple of clicks.
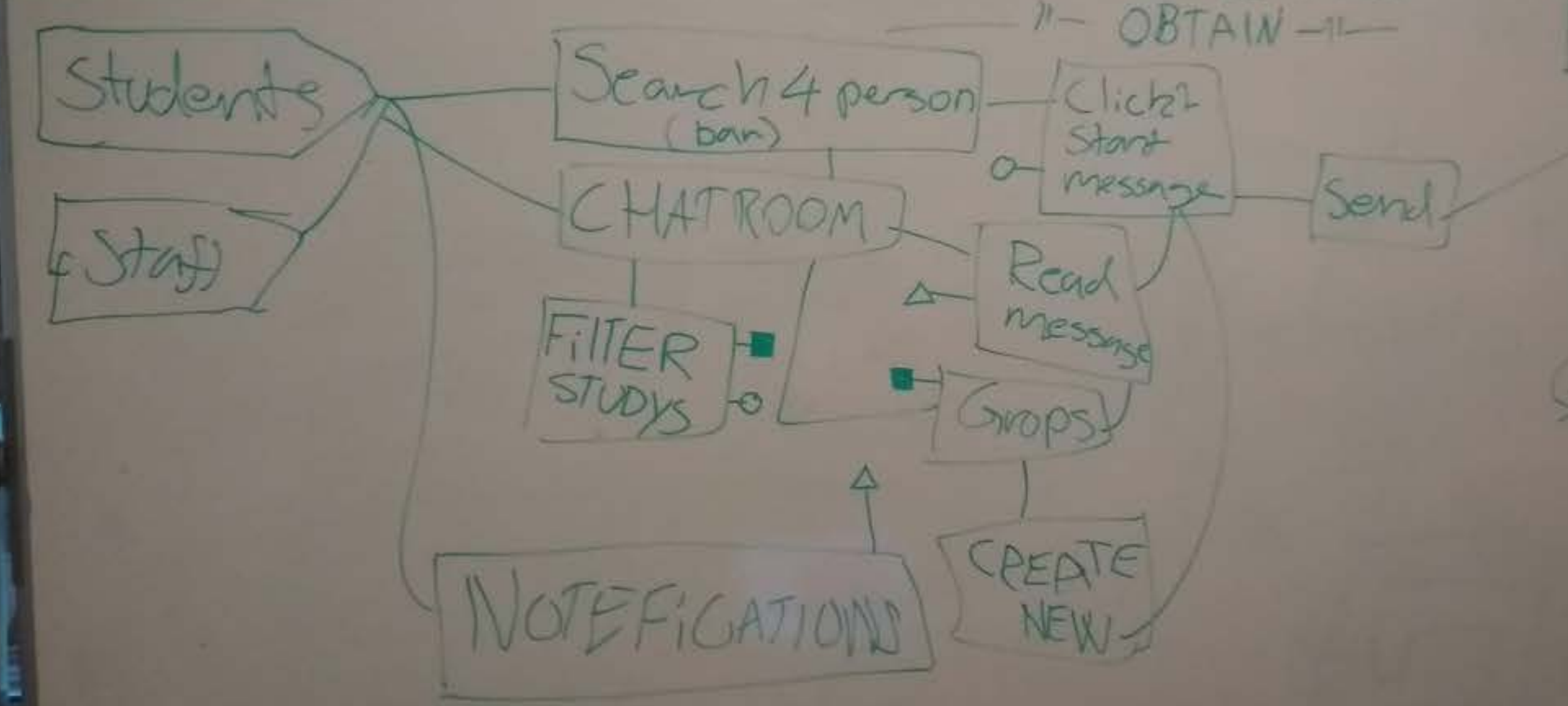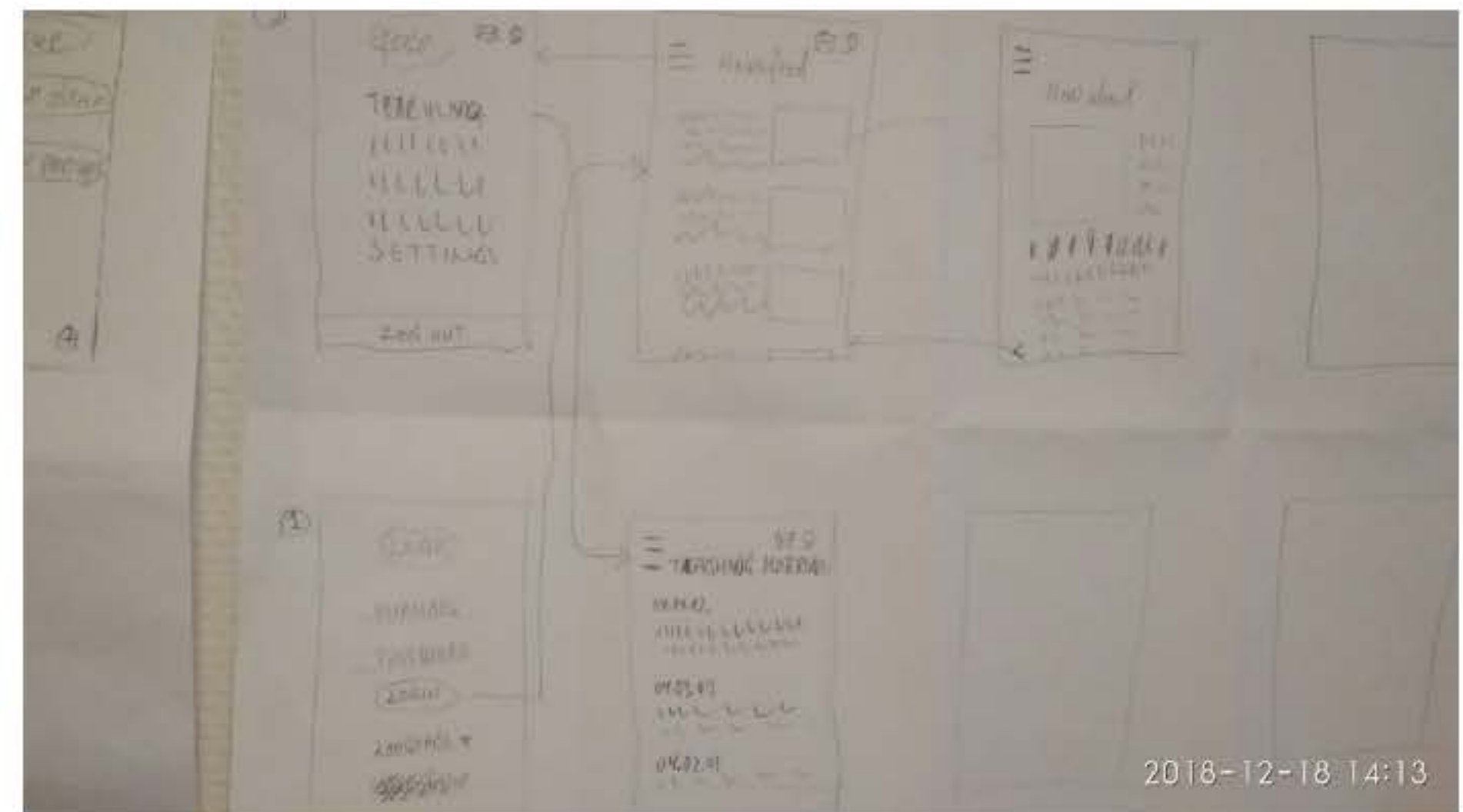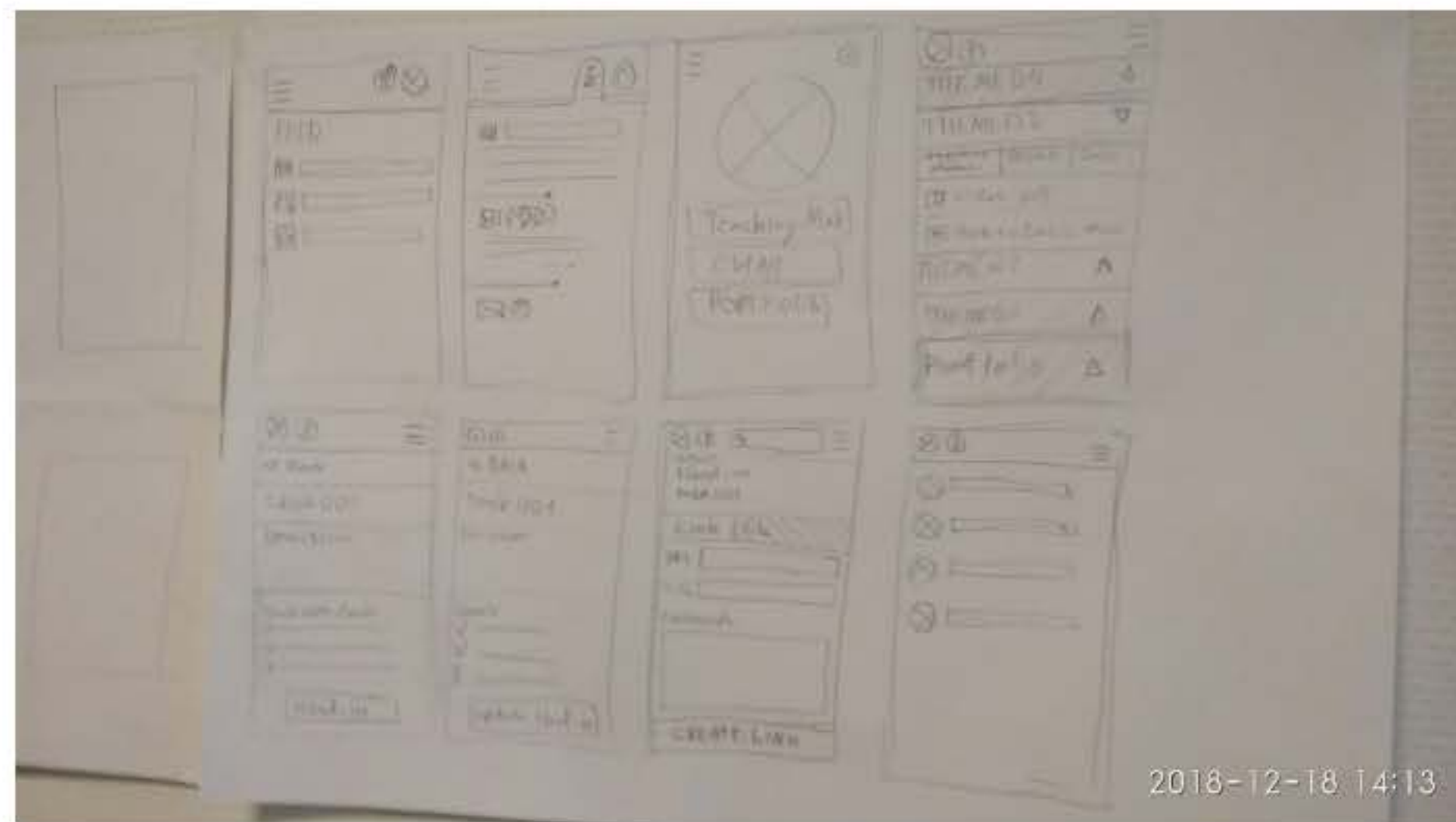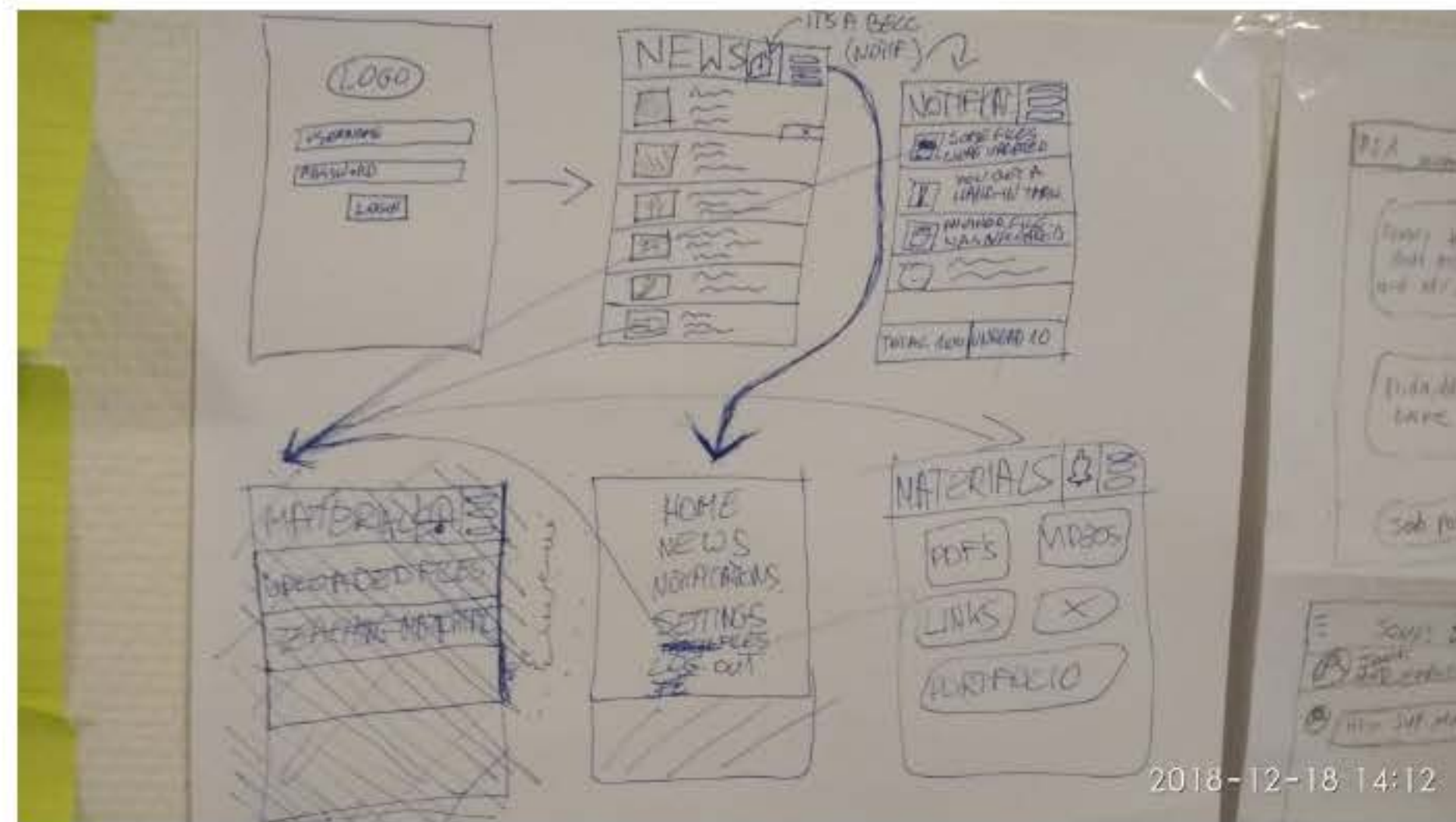
FINAL CHOICE

PROTOTYPE

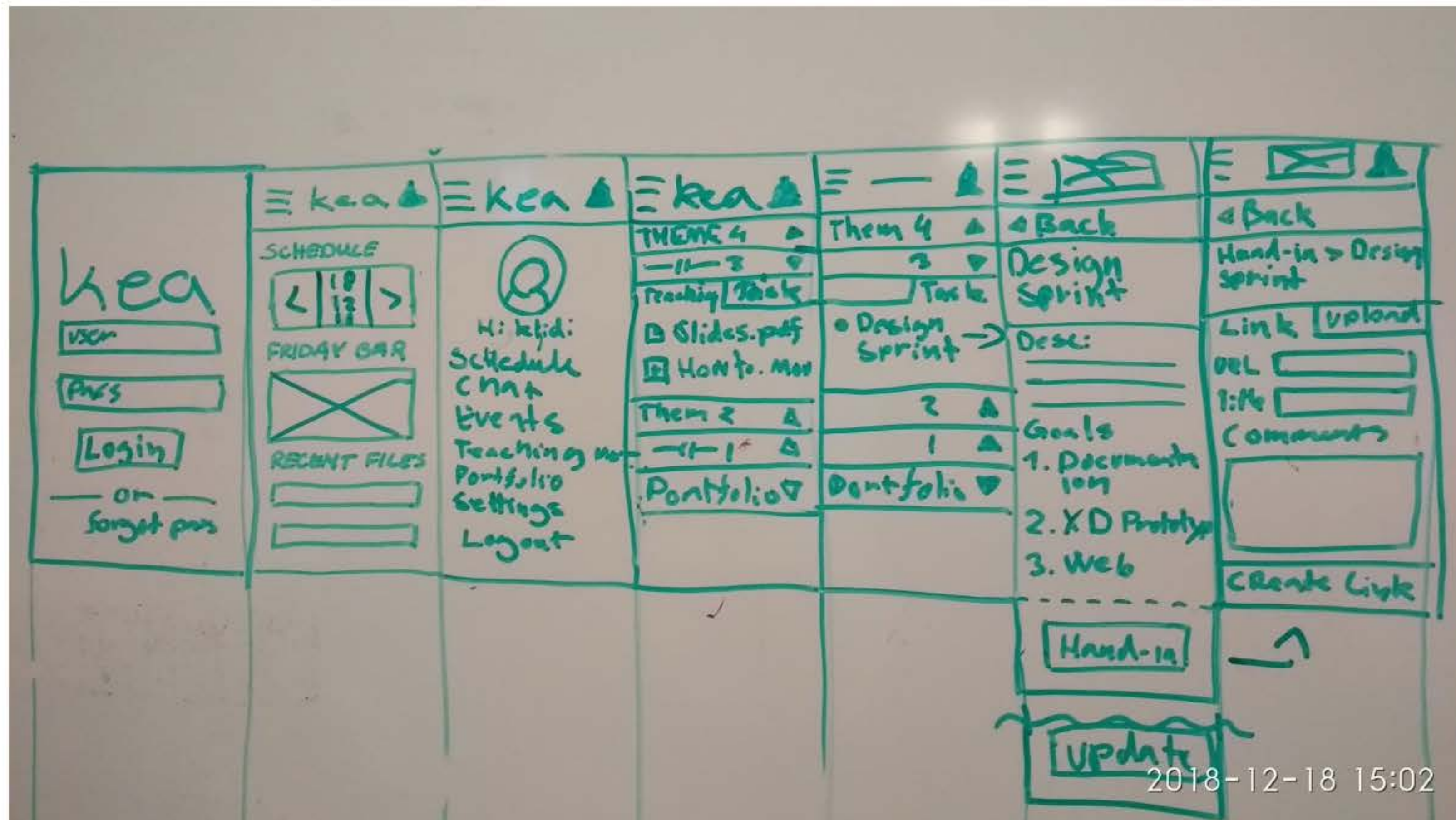https://xd.adobe.com/view/05028a2c-82e3-48ad-7986-54fd7beb801c-7333/?fbclid=
IwAR0f_isfpxBFY1BaPKpmYECAl3ikhf18hmoSwCo5jA8punAsuRPKizMAb5U&fullscreen

UI Kit
Apple iOS 12 GUI Kit
https://developer.apple.com/design/resources/

Long term goal is to make application more accesible to informations, to help organise in more areas

Feedback

Description of focus in the next improved iteration

The pink color below log in button in the first page is difficult to read.

The black color on the bottom right corner is meaningless.

In the menu page, the space is too big between "Teaching materials" and "Settings"

Question/task 1:

Find teaching materials!

It was easy to find the teaching materials, but

* the icon look like an icon for a friend which is not related to the topic for teaching materials.

* The name "recent files" should be changed to "Teaching materials".

* The notification (the bell) is in the static position when user scrolls down.

* The circle buttons are too big, and Theme 1 should be the first in the row

All of our testers had a confusing situation while they wanted to collapse column to see what's inside of theme

It's intuitive to use down oriented arrow, but when they did it like that, nothing happened.

Users had to click on a theme name to make it work. We should make an improvement, making an arrow clickable and reacting for event

of collapsing.

Question/Task 2:

Hand In a link for Design sprint!

Difficulties to find the Hand-In button at first time, but find it after several scroll downs, because

the first scroll stops before the Hand-In button appear, and the user have to scroll an extra time to

find the button.

The name "Tasks" should be changed to submissions.

There should be an indication, fx. with a fly leg (V) when Hand-in is succeed.

Question/Task 3:

Update Hand-in!

After uploading a hand-in, users didn't really know if they actually submitted a file or they

just have

accidentally pressed a return button. We should improve that solution by adding some confirmation sign,

like a green "check". That is really necessary to fix it, because for now, user can't check if he uploaded

a file or not.