

# **CEN 5728 User Experience Design**

## **Project 1: Final Design Document**

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University of Florida  
Fall 2022**

## **1. Executive Summary**

To finalize a problem statement that I wanted to work on, I started with conducting user interviews of various international students at University of Florida, after having collected various points from all the students of the problems that they faced. I worked on mapping an Affinity Diagram of all the points, refactoring them into many subcategories. Being a student, I thought that having Academics as my main topic would be a severe issue that we need to focus on. As I had faced the same issues when I was getting started in my semester, right from having difficulty choosing the right courses to reaching out to communities and traversing through the campus.

## **2. Introduction:**

In this project, I have worked on solving one of the issues that international students face and that is issue related to Academics and many subcategories in it, like issues with registering for courses, scheduling campus tours. I initially started with conducting user interviews and working out ways on finding the best ways to solve these issues. I then jotted down the wire flow in multiple stages, worked on the usability and UX design factors and built a final mock-up.

## **3. Usability and UX Analysis**

- Talking about the usability of the design. The flow and the operation of the design makes it easier for the user to access the links and complete the process of registration for the courses easily. I have added various filters and drop-down menus for easy understanding of the registration process.
- I have added the bottom navigation bar, so that will be easy for the user to access tabs easily and be redirected to the home without any hassle.
- The Menu option is available on all the pages, so that user can easily jump to any page they are interested in accessing.
- A help/live chat option enables the user to get help at any point of time in order to proceed ahead with the application.
- The application designed has a standard set of conventions that are generally used for the easy understanding of the user (for example, the icons representing various parts such as home icons, search bars, drop down menus, etc)
- The design is effective and minimalistic in nature with its efficiency to perform the desired tasks.

#### 4. Focus Statement

The goal of this project is to identify ways to enhance the experience that new international students have at the University of Florida. The goal is to research the best methods for orienting international students to the school and community, assisting them in finding the right courses, being able to apply for right mentorship programs, reaching out to be member for various communities. The aim is also to find out if there are any areas where overseas students are having difficulties and figure out solutions. The ultimate objective is to contribute to creating an environment that is more hospitable and encouraging for international students at the University of Florida.

#### 5. Focus setting; Interview goals; Interview guide

<b>Focus Statement</b>	The goal of this user interview is to identify ways to enhance the experience that new international students have at the University of Florida. The goal is to research the best methods for orienting international students to the school and community, assisting them in finding housing and transportation, and giving assistance as they acclimate to their new surroundings. The aim is also to find out if there are any areas where overseas students are having difficulties and figure out solutions. The ultimate objective is to contribute to creating an environment that is more hospitable and encouraging for international students at the University of Florida.
<b>Introduction</b>	Hello, I'm Priti Gumaste, and today we're here to conduct interviews of international students at UF to know more about their transition process when first arriving to UF's campus. This is also to identify ways to address any issues that the students could be facing. This interview is being conducted as a part of User Experience Design project.
<b>Key demographic questions</b>	<ol style="list-style-type: none"><li>1. First, I'd like you to tell me a little bit more about yourself if you are comfortable.</li><li>2. How old are you now?</li><li>3. Have you lived abroad previously?</li><li>4. What was your home country?</li><li>5. Is there any difference in the climatic conditions from where you come when compared to Gainesville?</li></ol>


<b>Warm-up questions</b>	<p>Now I'd like you to tell me a little bit more about your arrival to UF</p> <ol style="list-style-type: none"> <li>1. How much time did you have before classes began?</li> <li>2. Do you think you got enough time to settle down?</li> <li>3. How far did you live from campus when you first arrived?</li> <li>4. Did UF help you find housing?</li> <li>5. What do you think could have helped you more if certain facilities were provided from the university?</li> </ol>
<b>Main questions</b>	<ol style="list-style-type: none"> <li>1. How did you find the curriculum here? Course selection?</li> <li>2. How has it been for you the transition from Indian education system to US education system?</li> <li>3. Have you gotten opportunities to be part of any Student groups?</li> <li>4. So far, what has been the highlight of your journey at UF. Any events or activities that really helped you network better or anything specific?</li> <li>5. What was your main concern before arriving at UF?</li> <li>6. What were some unexpected issues you encountered at the beginning of your time at UF? Could they have been prevented by UF?</li> <li>7. What could UF have done to help you make the transition to going to school here?</li> </ol>
<b>Design Probes</b>	<p>If the user stops talking for more than 10 seconds, prompt them: "Please remember to think aloud."</p> <p>If a user can't figure out what to say for more than 30 seconds, prompt them: "Can you tell me more about what you are thinking?"</p> <p>If the user can't figure out what to say and seems unable to make progress for more than 90 seconds, end the task and move on to the next one: "Ok, thanks for giving this a try. Let's move on to the next question."</p>
<b>Interview Links</b>	<p>Interview 1: <a href="https://youtu.be/vqdgN_HErH8">https://youtu.be/vqdgN_HErH8</a>  <u>Interviewee Name: Jagannath Jayanti</u></p> <p>Interview 2: <a href="https://youtu.be/WDerhsH_Btk">https://youtu.be/WDerhsH_Btk</a>  <u>Interviewee Name: Aishwarya T.</u></p> <p>Interview 3: <a href="https://youtu.be/jyzzY8AiQe0">https://youtu.be/jyzzY8AiQe0</a></p>

	<u>Interviewee Name:</u> Swapna Adavikolanu
<b>Data Analysis Plan</b>	<ol style="list-style-type: none"> <li>Initially, I went through the notes made from the Interview and noted down the key points/issues that the interviewee talked about.</li> <li>The next step was to categorize the main points under same categories such as Transportation Issues, Academics, etc.</li> <li>After the categorization, I re-ordered them based on the level of the points/issues mentioned.</li> </ol>

### Participant Acknowledgment Form

**Submitted by: Priti Gumaste**

**Participants:** By signing this form, you acknowledge that you have participated in a focus group or user test for the above group related to the above course on the date indicated below. In addition, you acknowledge that you are aware that you are bound by UF's honor policy in signing this form to indicate that you have participated in a focus group or user test for the class as required.

Printed Name of Participant	Signature of Participant	Date of Participation
Jagannath Jayanti	Jagannath J.	09/19/2022
Aishwarya T	tkaishwarya	09/19/2022
Swapna Adavikolanu		09/19/2022

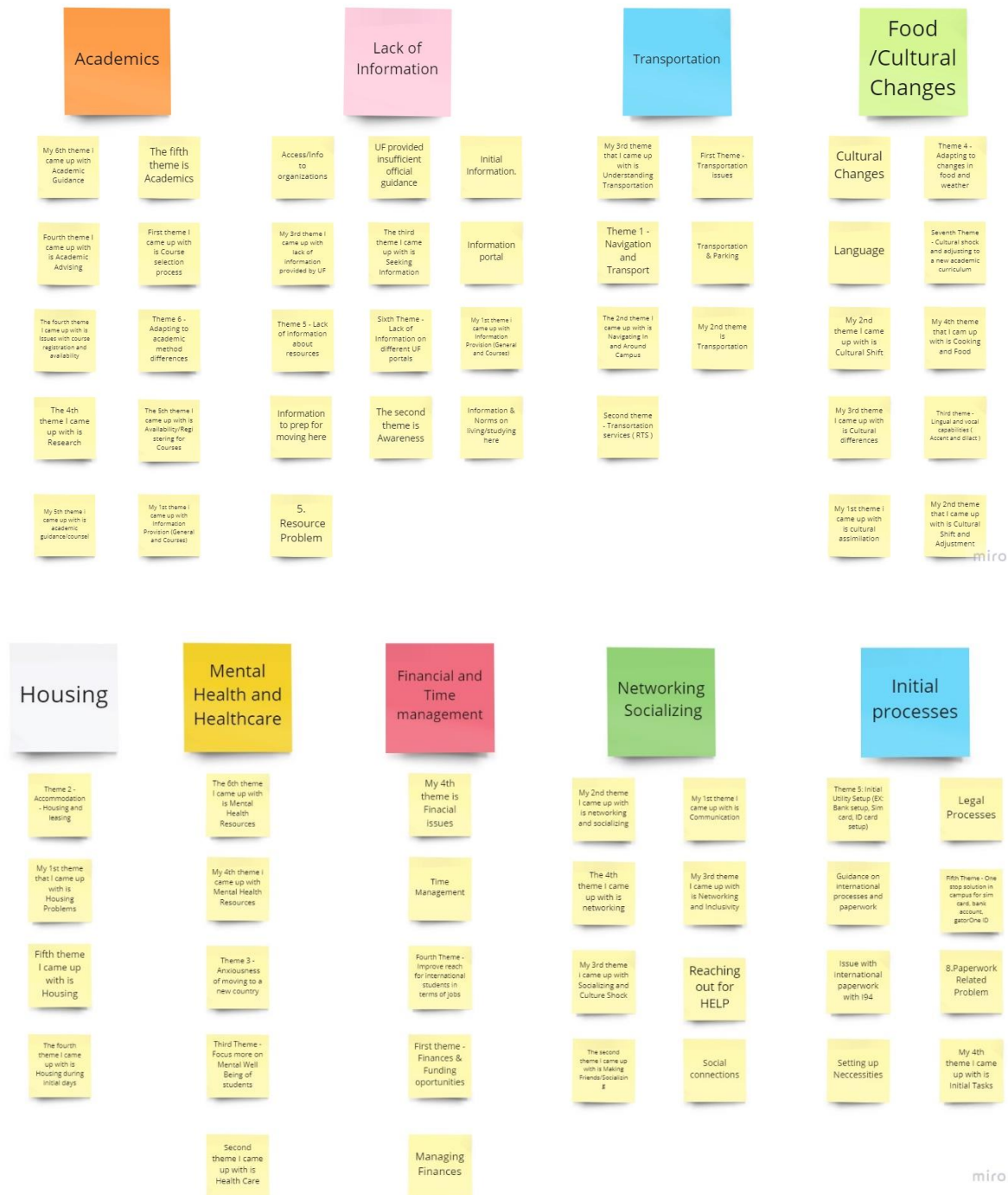
*Group Members: Please put your initial below to indicate that your group members acknowledge that you are aware that you are bound by UF's honor policy in students signing this form only if they have participated in a focus group or user test for the class as required.*

(Group members' initials)	PSG (Priti Gumaste)				
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## 6. Affinity Diagram


[Link to Miro Board:](#)

[https://miro.com/app/board/uXjVPUBgri8=/?share\\_link\\_id=375385447086](https://miro.com/app/board/uXjVPUBgri8=/?share_link_id=375385447086)



## 7. User needs and User Personas:


### i. Primary user persona 1:

<h3>Primary User Persona</h3> <p><b>Demographics</b></p>  <p><b>Name :</b> Maria Mohan</p> <p><b>Age :</b> 22 Years old</p> <p><b>Designation :</b> Student</p> <p><b>Location :</b> Orlando</p>	<p><b>Behaviors &amp; Habits</b></p> <ul style="list-style-type: none"><li>• Maria is an enthusiastic person.</li><li>• She recently moved to Gainesville for her masters degree and lives with international students.</li><li>• Maria is a smart kid who loves coding.</li><li>• She also loves travelling, going for hikes and is always interested to try new things.</li><li>• Maria is a swimming champion and has won several awards.</li></ul>
<p><b>Pain Points &amp; Frustrations</b></p> <ul style="list-style-type: none"><li>• Maria is facing difficulties with adapting to the curriculum.</li><li>• She is also unsure of the courses she needs to take, inorder to balance her academics and interests.</li><li>• With the increased work load, she is finding it difficult to manage her academics.</li></ul> <p>1</p>	<p><b>Needs &amp; Goals</b></p> <ul style="list-style-type: none"><li>• Maria is looking for a mentor who can guide her through her academics.</li><li>• She is hoping for some assistance with taking the right courses.</li><li>• She also requires assistance with maths as she is not great at it.</li></ul>

### User Needs:

Maria being an international student in a new city is looking for assistance with academics. She needs suggestions with choosing the right courses so that she can balance them with the extracurricular activities that she wants to pursue. Also, the courses she takes should help her gain the credits towards the concentration she is looking to achieve. She is also looking for a maths tutoring class and is unsure whom to reach out to.

ii. **Primary user persona 2:**

<h2>2 - Primary User Persona</h2>	
<div><div>Demographics</div><div><div><div><b>Name : Aditya Raj</b></div><div><b>Age : 25 Years old</b></div><div><b>Designation : Software Engineer</b></div><div><b>Location : Seattle</b></div></div></div></div>	<div><div>Behaviors &amp; Habits</div><div><ul style="list-style-type: none"><li>• Aditya is a shy person who does not open up to many people.</li><li>• He recently moved back to school to persue his PhD.</li><li>• He loves reading books and is always submerged in it.</li><li>• His introvertism acts as a barrier for him to ask for help when needed.</li></ul></div></div>
<div><div>Pain Points &amp; Frustrations</div><div><ul style="list-style-type: none"><li>• Aditya is facing difficulties with asking for help.</li><li>• He is finding it difficult to traverse through the campus and ask for labs/classrooms when he is running late for classes.</li><li>• He does not have a platform to reach out to like minded people for his research.</li></ul></div></div>	<div><div>Needs &amp; Goals</div><div><ul style="list-style-type: none"><li>• Aditya needs assitance with campus tour. He needs to know about all the resources that he can use.</li><li>• He also needs help in reaching out to people to work on his thesis.</li><li>• He feels isolated and needs assitance.</li></ul></div></div>


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**User Needs:**

Aditya is a Software Engineer who is coming back to school to pursue his PhD from University of Florida. As he is a shy person, he finds it difficult to interact with people for help and to get the information he is looking for. He feels lost and without guidance in his day-to-day activities like looking for classrooms etc, seem difficult. He needs help with reaching out to people/ a platform wherein he can find all the information making his work easier.



### iii. Secondary user persona:

<h2>Secondary User Persona</h2>	
<h3>Demographics</h3>	
	<b>Name : Stephen S</b>
	<b>Age : 29 Years old</b>
	<b>Designation : Student Instructor/Assitant</b>
	<b>Location : Gainesville</b>
<h3>Behaviors &amp; Habits</h3>	
<ul style="list-style-type: none"><li>• Stephen is an extrovert and his work at University of Florida demands for his talkative nature.</li><li>• His jobs involves ensuring all the new students get the help and assistance they are looking for.</li><li>• He loves interacting with new students and showing them around the campus.</li><li>• He also loves organizing and volunteering at various events.</li></ul>	
<h3>Pain Points &amp; Frustrations</h3>	
<ul style="list-style-type: none"><li>• Stephen finds it difficult to help all the students because of communication issues.</li><li>• Students are generally not very clear on the kind of help they want.</li><li>• Some students schedule appointments and do not show up for campus tours, making Stephen's job difficult.</li></ul>	
<h3>Needs &amp; Goals</h3>	
<ul style="list-style-type: none"><li>• Stephen focuses on helping the new students at University of Florida in the best possible way.</li><li>• He expects clear communication from the students end to be able to help them in the most efficient way possible.</li><li>• He manages the requests on the information portal sent in by students.</li></ul>	

### User Needs:

Stephen is a student assistant working at the University of Florida. His work revolves around helping the incoming students with respect to showing them around campus, introducing them to various facilities/resources we have at the university. Like assistance with tutoring, helping them meet new people/communities. He also manages the information website, that is the requests sent in by the students.

## 8. Scenarios and Storyboards:

### i. Primary user persona 1:

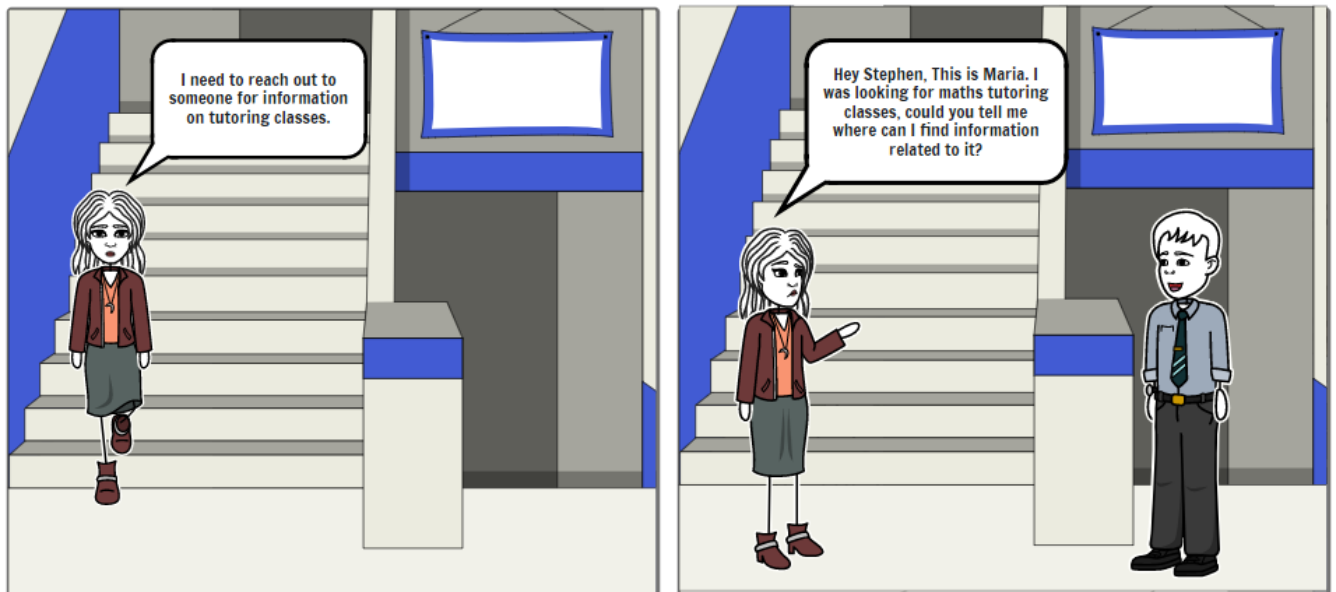
### User Needs:

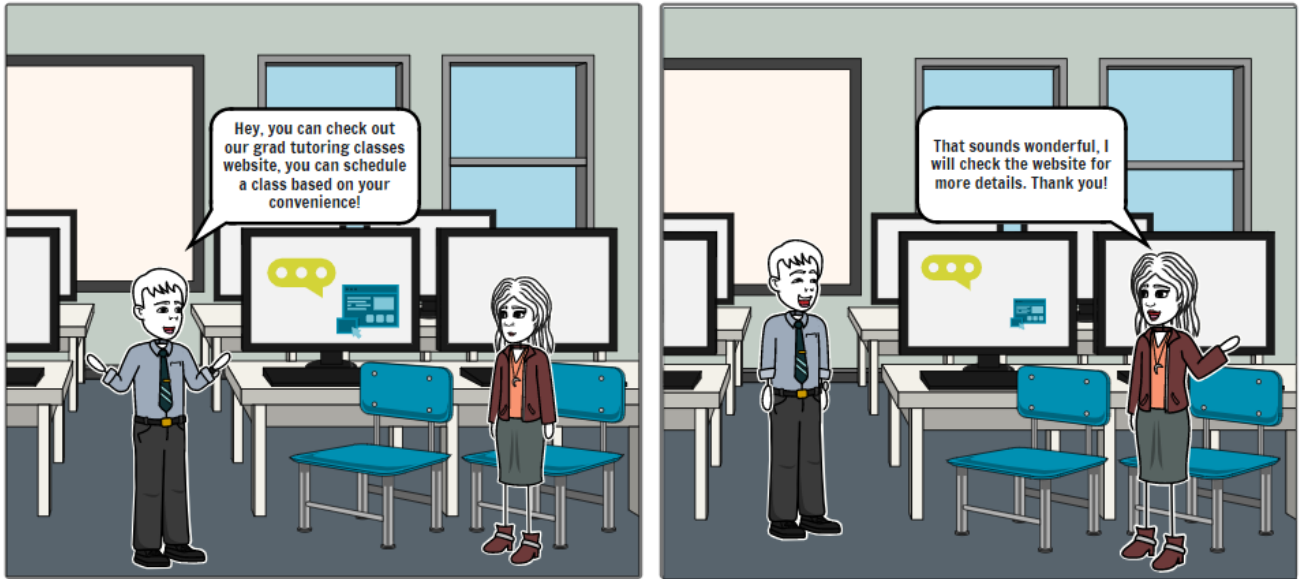
Maria is an international student at University of Florida and is looking for assistance with academics. She needs suggestions with choosing the right courses so that she can balance them with the extracurricular activities that she wants to pursue. Also, the courses she takes should help her gain the credits towards the concentration she is looking to achieve. She is also looking for a maths tutoring class and is unsure whom to reach out to.

### Scenario:

Maria has started her semester and has taken MIS (Mathematics in Intelligent Systems Classes). During studies, she realises that she is lacking some basis of mathematics and is now looking to take tutoring classes. She needs assistance on whom to reach out for the classes on the campus.

### Storyboard:





**ii. Primary user persona 2:**

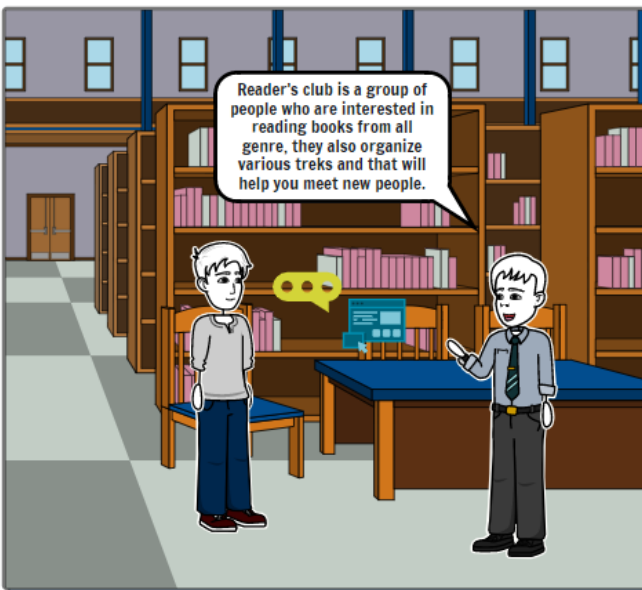
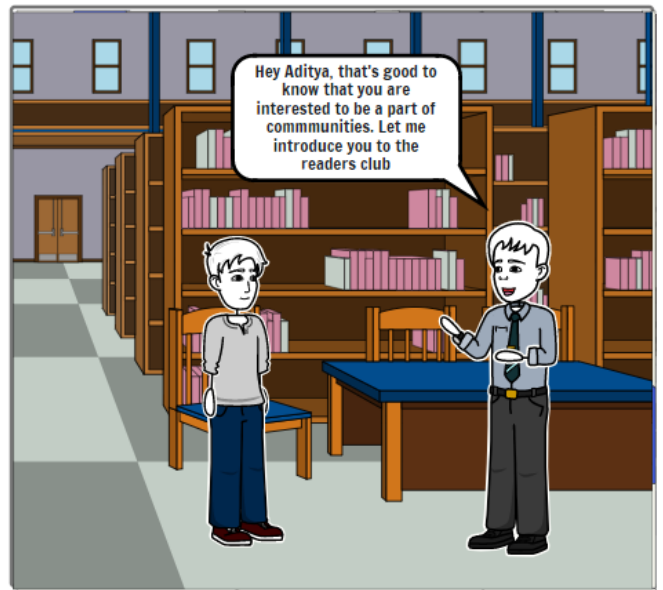
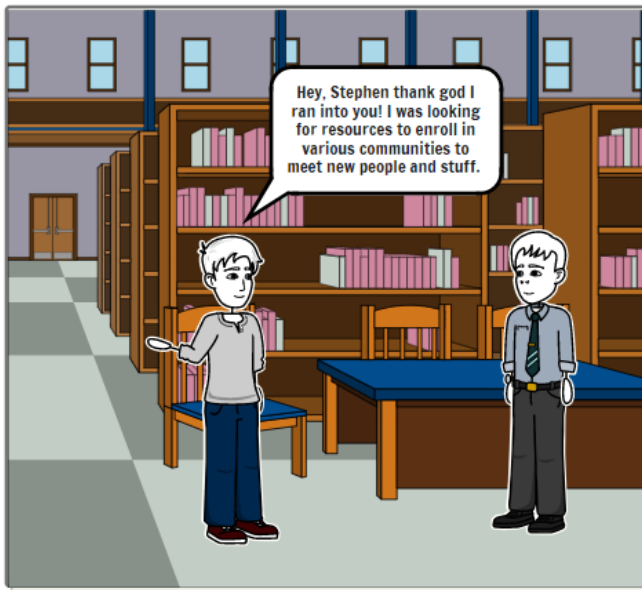
**User Needs:**

Aditya is a Software Engineer who is coming back to school to pursue his PhD from University of Florida. As he is a shy person, he finds it difficult to interact with people for help and to get the information he is looking for. He feels lost and without any guidance, his day-to-day activities like looking for classrooms etc, seem difficult. He needs help with reaching out to people/ a platform wherein he can find all the information making his work easier and he is also looking for a community to meet new people.

**Scenario:**

Aditya runs into Stephen in library and asks for help with respect to enrolling in various organizations/communities. He is looking forward to meeting new people and getting access to more information. Stephen redirects him and introduces him to various communities.

### Storyboard:



### iii. Secondary user persona:

#### User Needs:

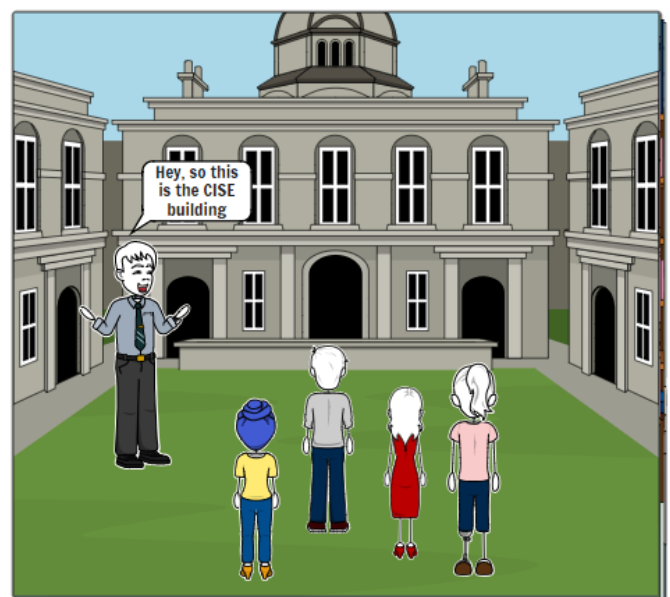
Stephen is a student assistant working at the University of Florida. His work revolves around helping the incoming students with respect to showing them around campus, introducing them to various facilities/resources we have at the university. Like assistance with tutoring, helping

them meet new people/communities. He also manages the information website, that is the requests sent in by the students.

### Scenario:

Stephen is working on managing the requests on the information portal and managing campus tours, as the new semester has started, there are a lot of requests coming in from the new students asking about various issues.

### Storyboard:

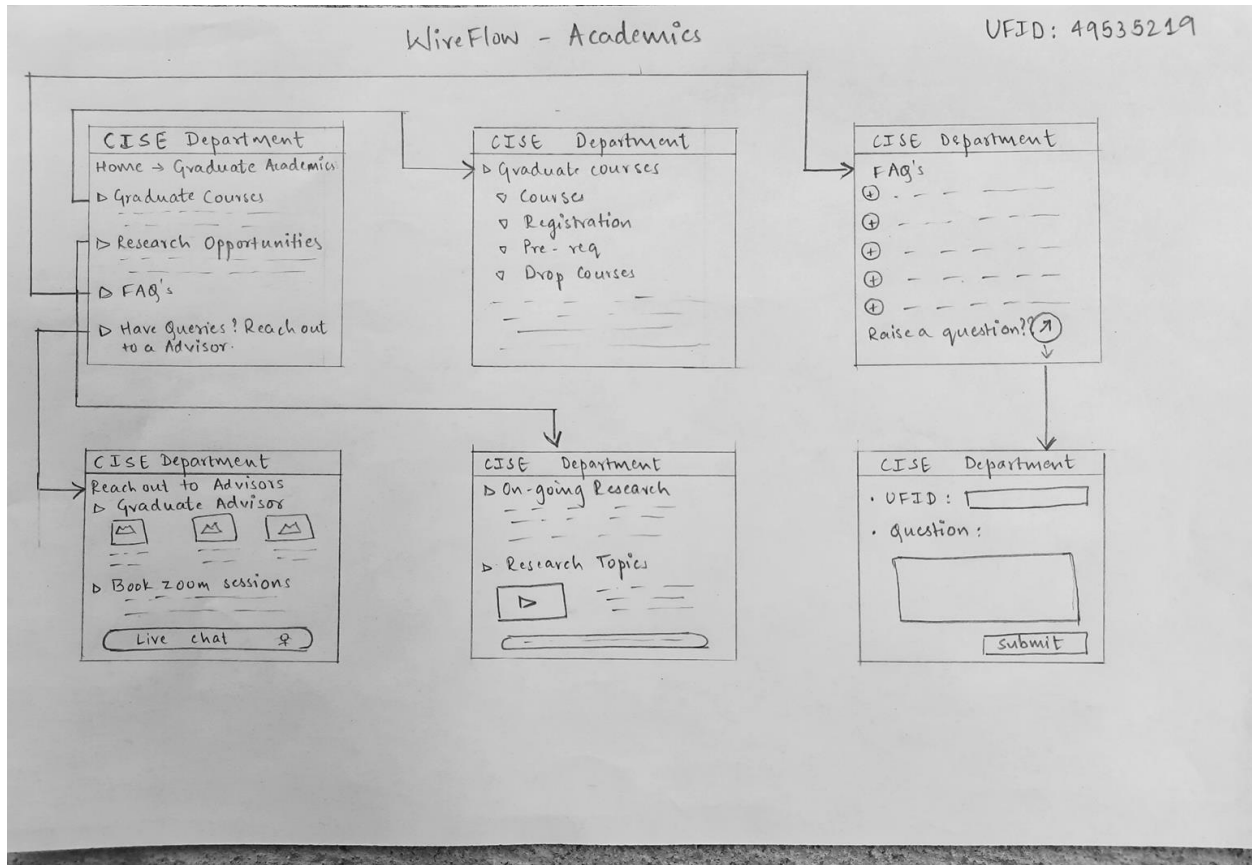


## 9. Brainstorming of Design Solutions

I designed the UX designs keeping in mind the usability factors. Like adding the chat bot/Help option so that any user who is stuck at any point in the process can use the help option to raise any query or search online. I have also added all the available options under the Menu option for easy access. A Home option on all pages ensures that user can switch from any page back to home if user wants to go ahead with some other options. Maintained the same theme overall so that it is easy for users to interact with the UI when using for the first time. Added fonts of enough large size, ensuring readability for all users. Kept the UI simple and easy to use for first-time users.

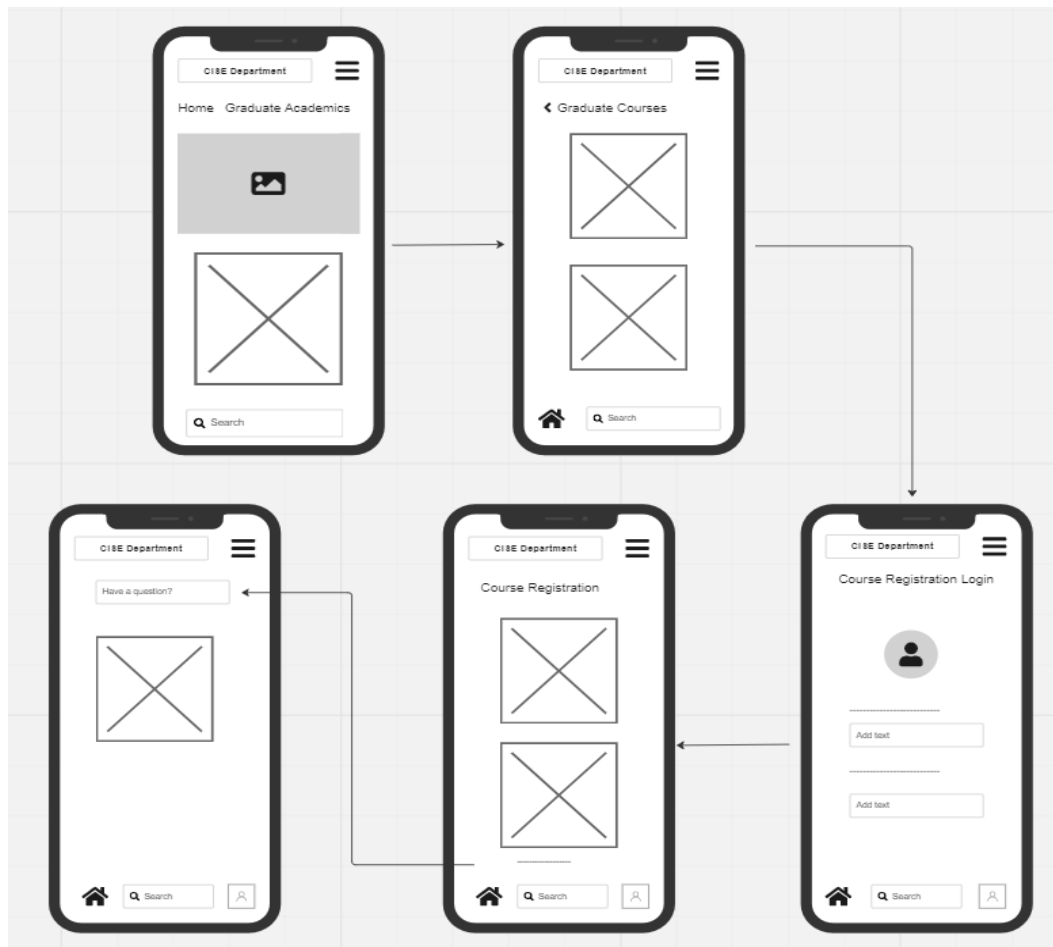
## 10. Wire flow Sketches

This is the main design that I initially started with. The flow of the wire flow has been indicated using the arrows. I upgraded on the same wire flow and advanced a wire flow by adding more unique features in the next one. The first wire flow contains the basic sketch of how I envisioned my solution to be. In the wire flow 2, I re-worked on the first wire flow and added new Menu feature.



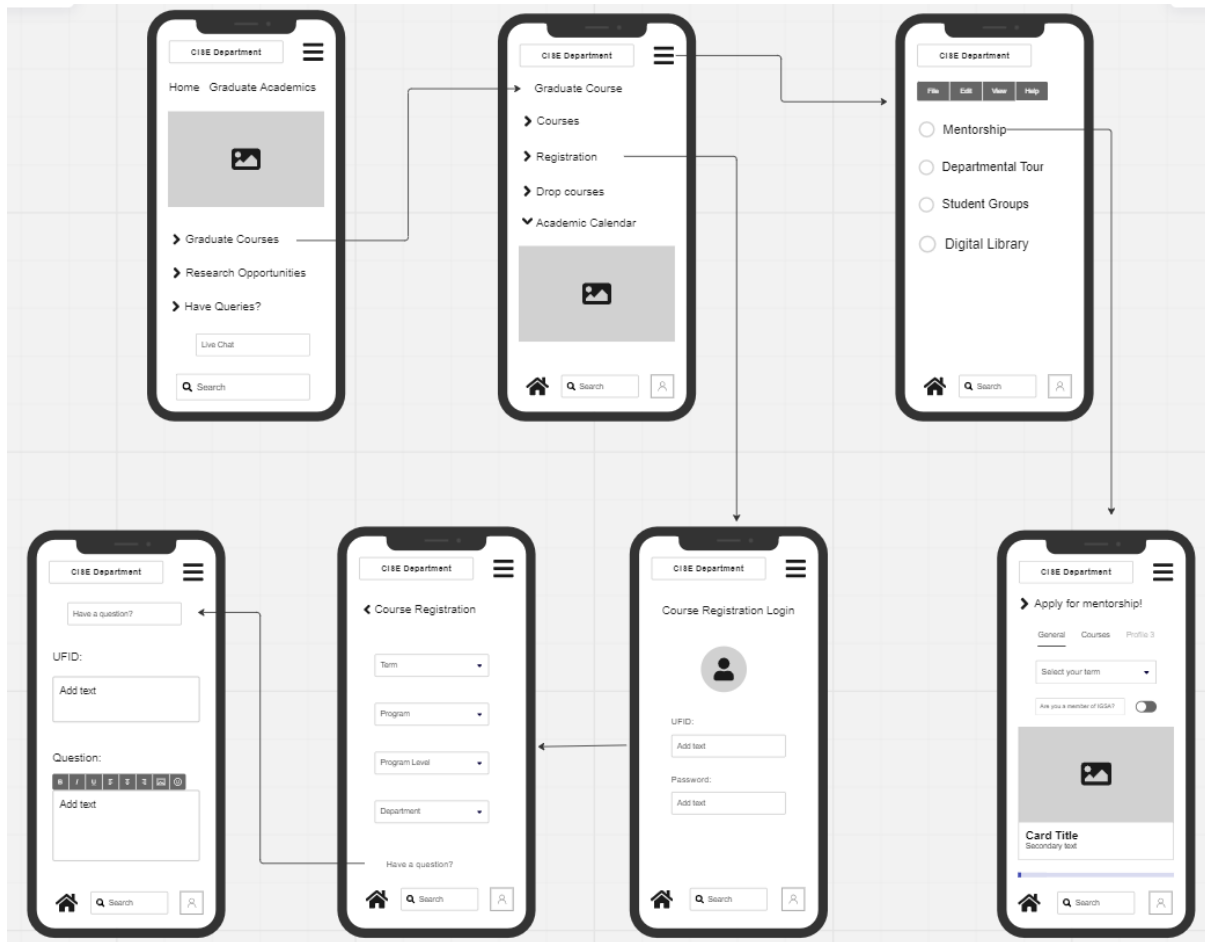
Wire Flow 1:

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Wire Flow 2:

[https://miro.com/app/board/uXjVPLQ93hs=?share\\_link\\_id=984581292566](https://miro.com/app/board/uXjVPLQ93hs=?share_link_id=984581292566)



## 11. Final Design Solutions

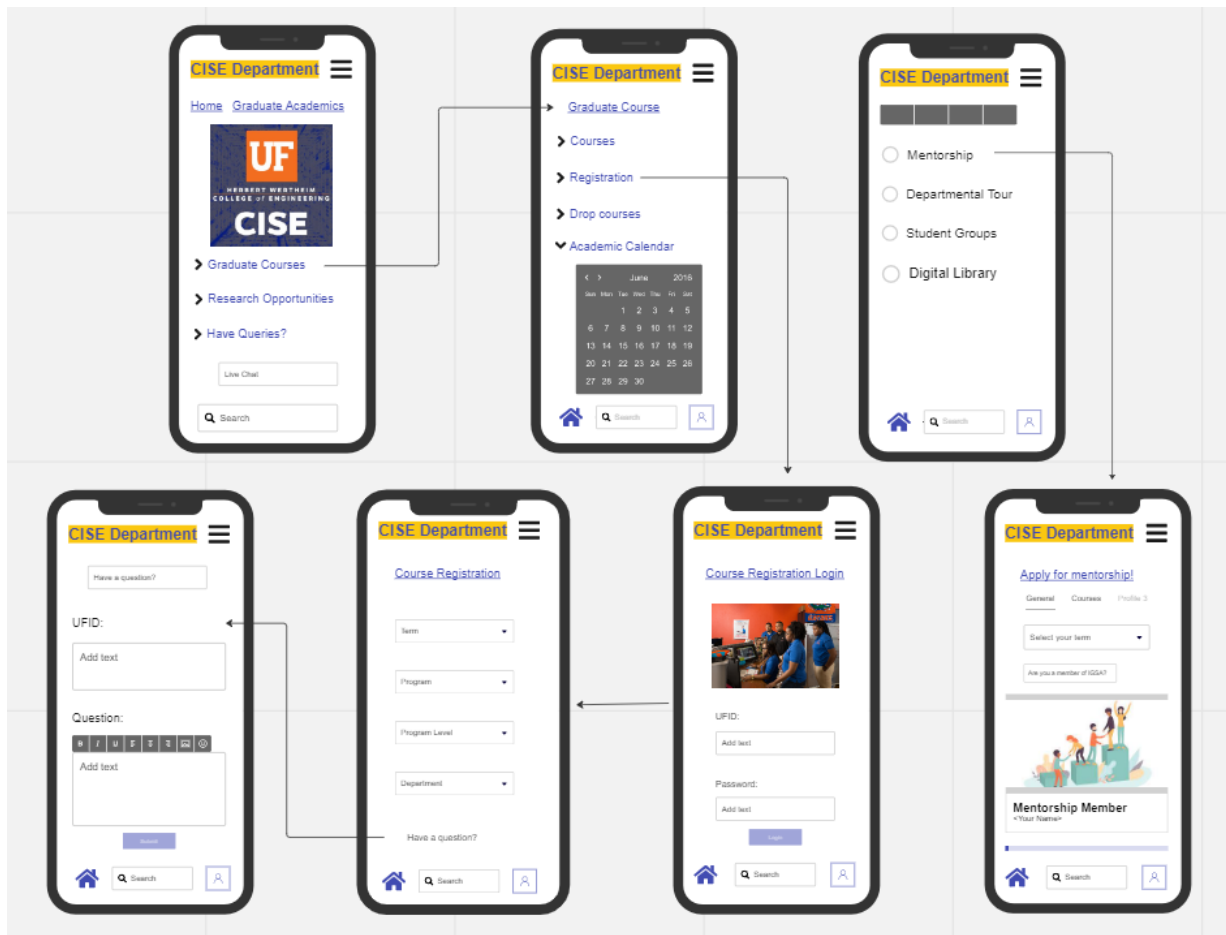
Link to presentation:

[UXD Project 6 1.pptx](#)

[https://miro.com/app/board/uXjVPLQ93ss=/?share\\_link\\_id=368598787805](https://miro.com/app/board/uXjVPLQ93ss=/?share_link_id=368598787805)

The user can register for various courses and look up the available courses online. In order to register, user will have to login using the credentials. There are drop-down options to choose/browse courses from different departments. And through the Menu option, user can look into other features such as schedule a departmental tour, join student groups, apply for membership in various communities. I have also added a Help/Live Chat option for the user to easily raise queries if any that they might have during traversing through the UI. I have added Home option on all the pages so that, instead of clicking back multiple time user can just click on Home option and be redirect to the main page.





## 12. Rationale for Design Decisions

- My first rationale was to have the same font style, colour contrast and similar themed pages so that it is consistent.
- I have added the home button on all my layouts, because if on any page that the user is on, if he/she wants to go back to home page to choose some other link, it will be easier for the user to just click on the home icon, rather than click on the 'back' link multiple times.
- All the frames in the wire flow have a consistent font and style to make the readability easier for the user. To make the experience better the colour contrasts that I have used makes it easy for users to understand the text.
- All the pages have similar set of buttons, making it user friendly and easily accessible to all users, they won't be confused to get to the desired link.

- Having the search options on all the pages makes it easier for the user to always look up general information or so easily without losing the track of the current page/operation that they are performing.
- I also decided to add the 'Live Chat' option on the first page itself. Because if a user wants to go to a page which isn't on the main page, instead of searching for it under multiple links, the user can directly talk to a chat bot and get the URL or be directed to the page he/she wants to get to.