

Arrange

Scheduling Appointments Efficiently

Joseph Ra

Project 1

Research Data

- **Survey and Interview Questions based on CSUN Website Experience**
- **Participants for Contextual Review were given an objective**

49 Survey Participants

CSUN Students or Alumni

3 Qualitative Interviews

Highlighted Key Phrases

Contextual Review

Find Academic Advisement
Page

Statistics

Usually Finds What
They Need



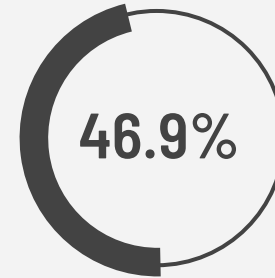
Unreliable

Often Use the
Academic Calendar



Somewhat
Reliable

CSUN Mobile App
Ease of Navigation



Unreliable



Contextual Review

Objective:

Reach various pages on the CSUN Website without the use of search engines

1. Navigate to the Student Portal page
2. Navigate to the Academic Advisement page
3. Navigate to the Klotz Appointment Portal page

1m06s

1m36s

58s

The Interviews



Interview #1

"Unoptimized for organizations."

"Old, clunky, and outdated."

"Unnecessary features."



Interview #2

Navigating was "a pain in the ass."

Would "redesign the whole thing."

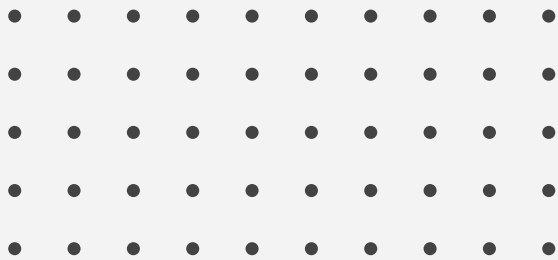


Interview #3

"Very confusing at first."

"Unnecessarily inaccessible."

Felt like he had to "conform to their
shit design."



Common Quotes

"Faster and easier way to access the Portal."

"Student-related features easier to navigate."

"Needed to go to the info session."

"I had to Google what I needed."



And Now...

- Each interview kept **circling back to accessing a specific feature** on the Student Portal
- **Goal** now is to **provide users** with a way to **access** a crucial **Student Portal feature**





Eunice Kim

Age: 18

Occupation: CSUN Freshman Student

Major: Communications

"I would like to access information regarding class enrollment, but I can't seem to locate it, along with other things, on CSUN's website."

Summary: Eunice is enrolling to CSUN as an incoming freshman who is new to the college school system, including their websites. She is fairly knowledgeable with technology and has no problems using computers. Eunice has never really been exposed to user-unfriendly web designs, so finding items on CSUN's website is proving to be difficult.

Her registration date for enrolling into classes is coming up and she can't seem figure out why she is on hold nor who to communicate for help.

Pain Points

- She cannot find the student portal despite numerous attempts searching.
- She seems frustrated with site not being concise with finding her desired web page.

Needs

- Needs all information regarding enrollment in visible or noticeable locations
- Needs a more simplified and concise navigating experience

Goals

- She wants to spend as little time as possible reaching the student portal
- She wants to lift her registration hold by completing the required tasks



Joseph Marquez

Age: 21

Occupation: CSUN Transfer Student

Major: Kinesiology

"Trying to find information on how to schedule an appointment for Academic Advisement makes me want to change schools."

Summary: Joseph is transferring to CSUN as a Junior who is trying to figure out what class he should be taking and in what order. He is adequate in using computers and the internet. Joseph has some experience in using his community college website and is confident in understanding CSUN's website intuitively, but abruptly realizes how unnecessarily difficult it is when trying to access simple information, such as scheduling an appointment with his Academic Advisor.

Pain Points

- He is constantly redirected to different pages that don't provide relevant information on DPRs.
- He is frustrated at how the Academic Advisement pages are relatively useless to him.

Needs

- Needs pages to be condensed and simpler to read.
- Needs an easy way to schedule an Academic Advisement appointment.
- Needs quick DPR access

Goals

- To have a good experience using the CSUN website
- Meet his Academic Advisor
- Learn which classes to enroll into for the next semester

Problem Statement

Joseph, an incoming transfer student, needs a quick and simple way to schedule an appointment with his Academic Advisor because scheduling one over the phone is time-consuming and impractical.



Hypothesis Statement

I believe that by creating a mobile app for new students, they will be able to schedule appointments quickly and more efficiently.



I will know this to be true when I see high traffic in active users throughout each semester and a significantly high satisfaction rate via app feedback.

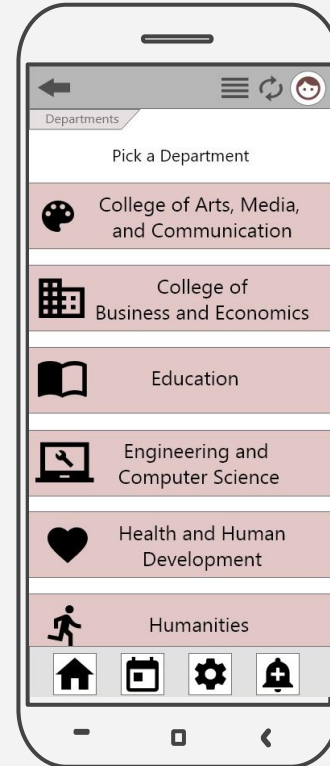


Arrange MOBILE APP

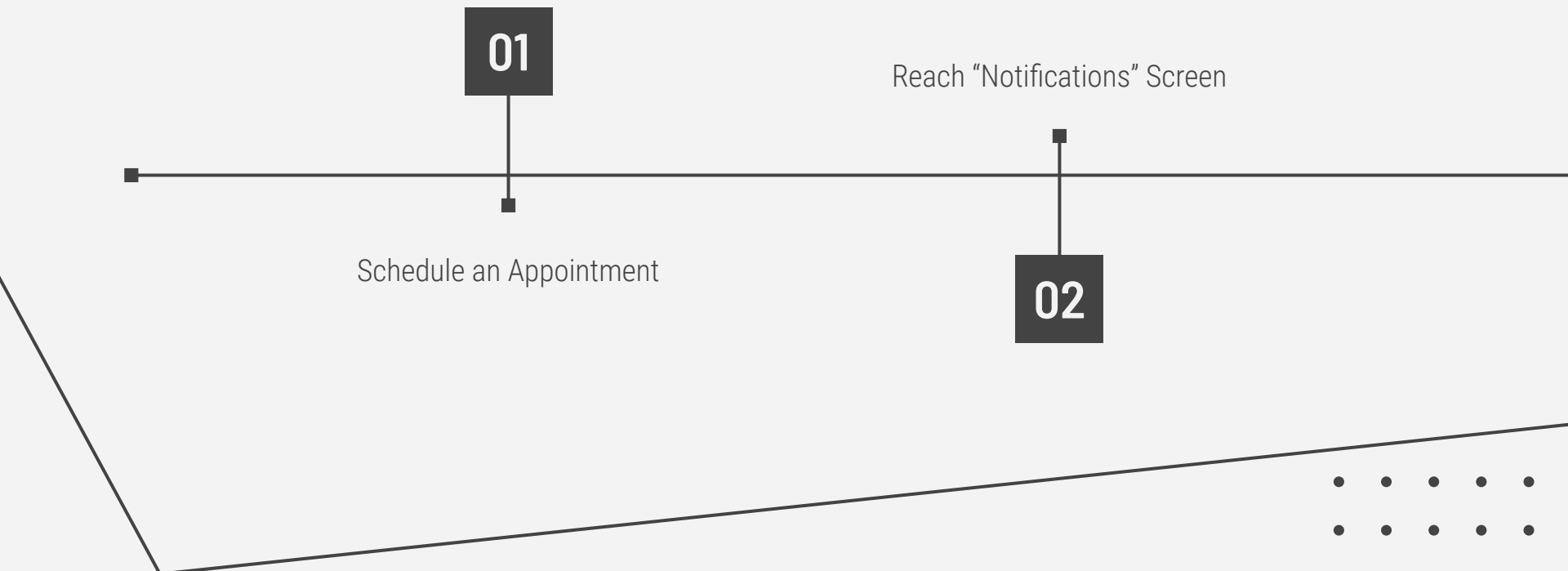
Allows for quick and easy method to
schedule an Academic Appointment
with an Advisor

LINK:

<https://xd.adobe.com/view/bf29ec85-6b77-4900-644e-c8394438eba2-c918/?fullscreen>



User Testing Objectives



Cont'd...

Reach "Calendar" Screen

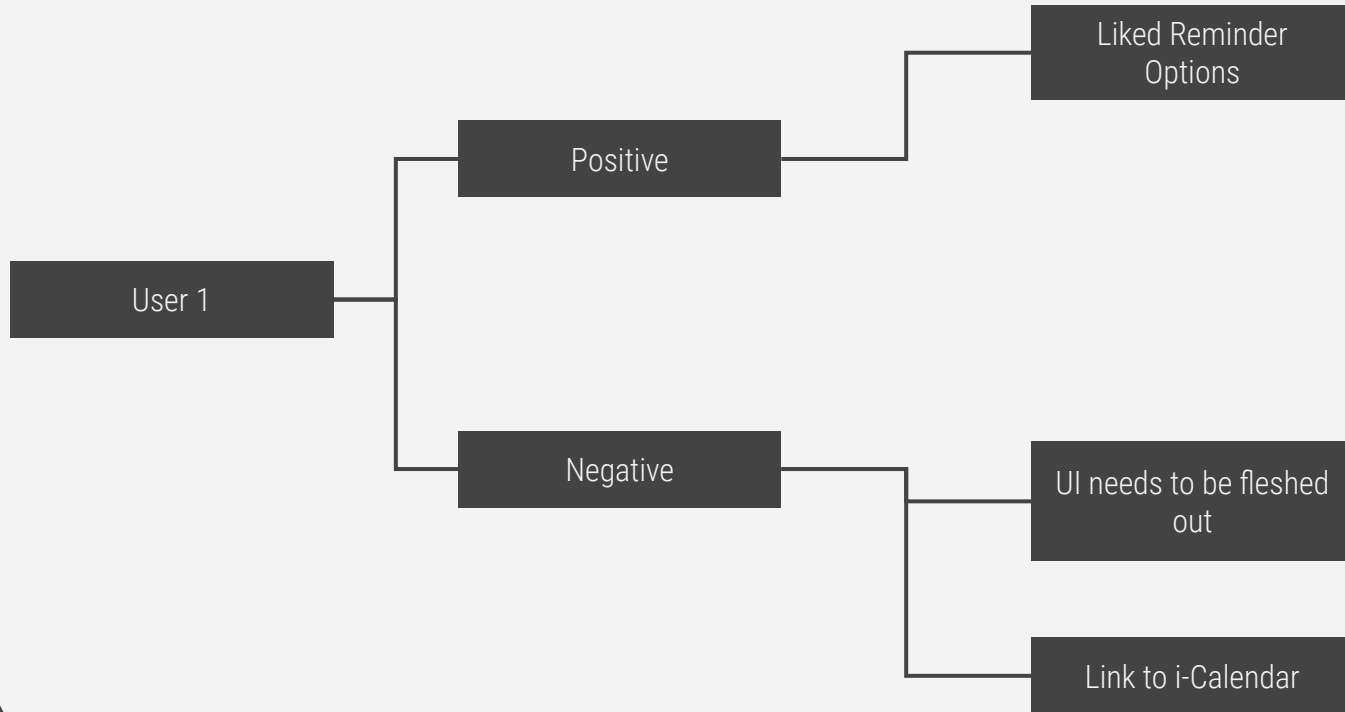
03

04

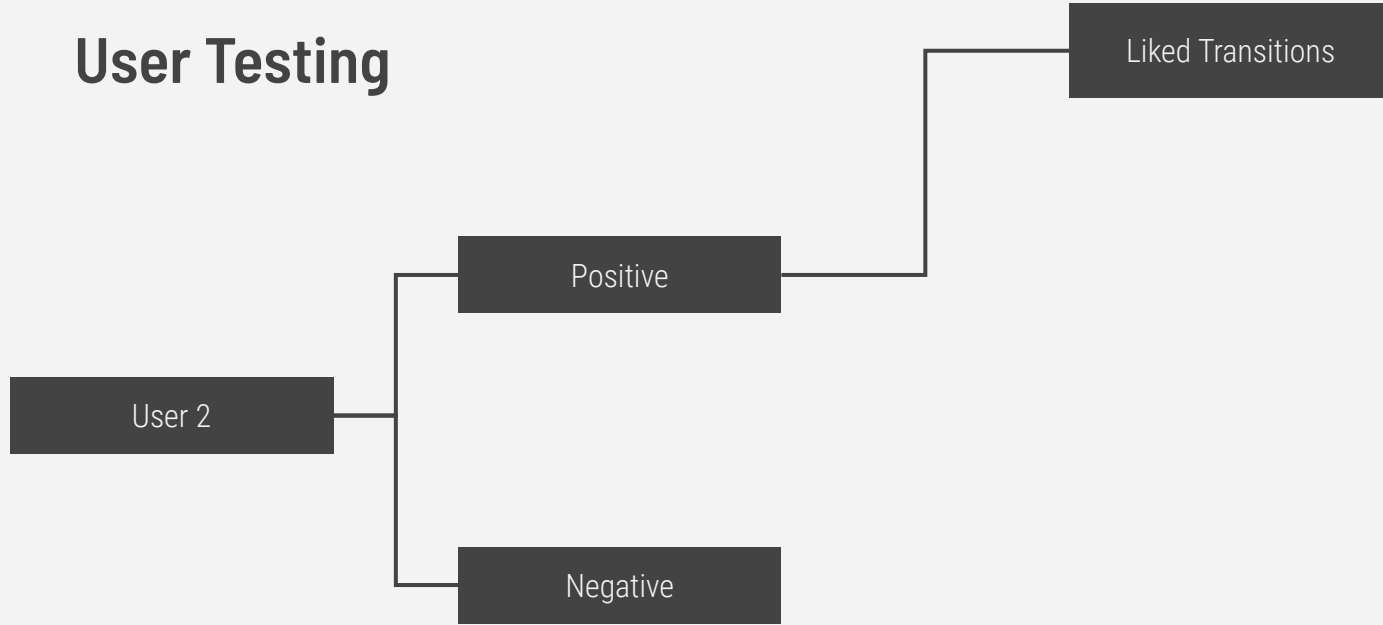
Log Out



User Testing



User Testing



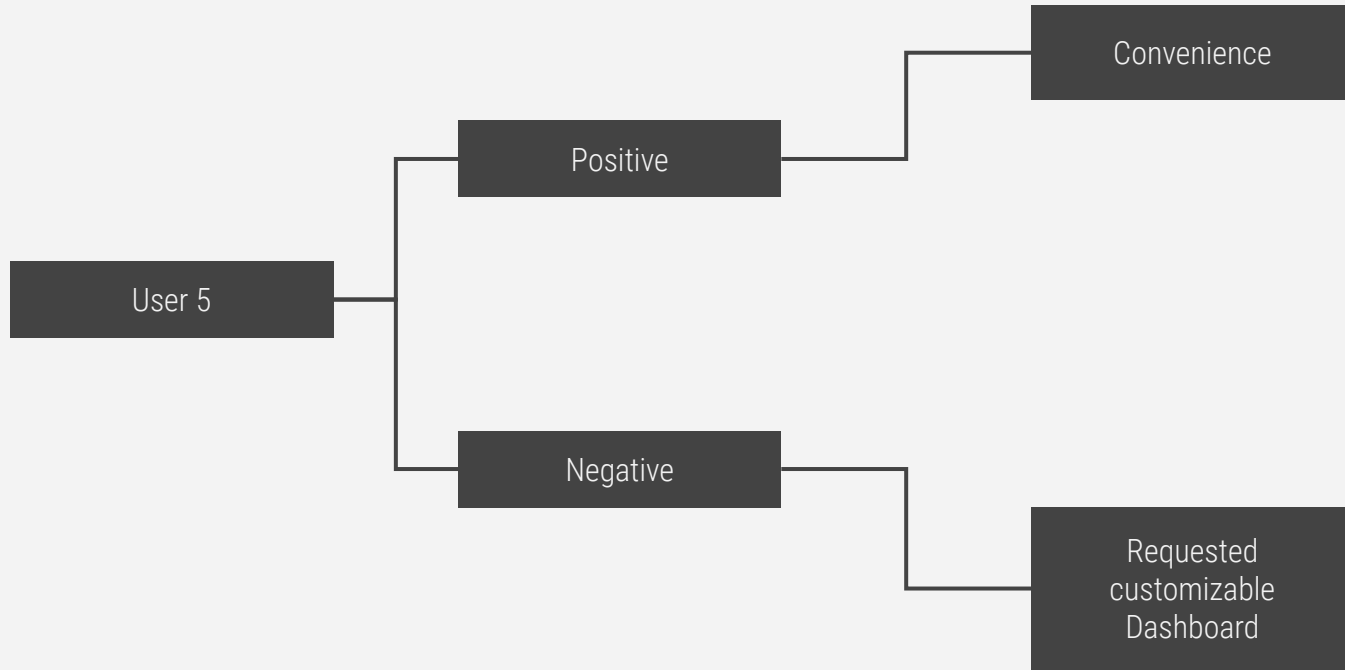
User Testing



User Testing



User Testing



Future Directions

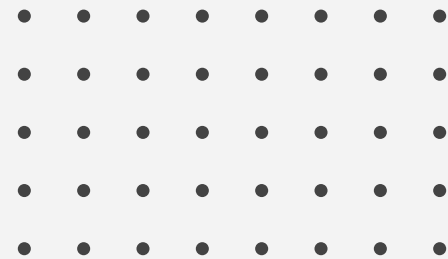
Next Steps

- Implement contingency option for cancelled/ rescheduled appointments
- Include more reminder options
 - i-Calendar, etc.
- Recommended Advisors

Limitations

- Needs more user testing
- User activity rate may be limited if other appointment options are not included





THANKS!

RESOURCES

- "7 Fatal Mistakes of School Websites":
<https://www.campussuite.com/blog/7-fatal-mistakes-school-website-design>
- "6 Signs Your School Needs a New Site":
<https://www.campussuite.com/blog/6-signs-school-needs-new-website>
- "Assessing the qualities of web sites" :
<https://www.sciencedirect.com/science/article/pii/S2210832710000037#f0010>
- "Measuring web usability using item response theory":
<https://academic.oup.com/iwc/article/23/2/167/749336>
- "An Analyze of High School Web Interface Designs in Terms of Graphic Design":
<https://www.sciencedirect.com/science/article/pii/S1877042812022288>