

## TLED 3.0: Evaluative Research Plan

### Team

| Driver                                | Approver          | Contributors                                                  | Stakeholders                                               |
|---------------------------------------|-------------------|---------------------------------------------------------------|------------------------------------------------------------|
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|              |                                                                                                                                  |
|--------------|----------------------------------------------------------------------------------------------------------------------------------|
| Project name | Faculty Experience and Measuring the redesigned TLED website Usability                                                           |
| Objective    | Develop Personas and conduct usability testing for the latest website release                                                    |
| Due Date     | April 26, 2019                                                                                                                   |
| Key Outcomes | Personas, research data with recommendations, service line blueprints, journey maps, usability test research and recommendations |
| Status       | In Progress                                                                                                                      |

## TLED 3.0 Evaluative Research Plan

### TLED 3.0 Redesign Goals:

<http://dev.tled.austincc.edu.s3-website-us-west-2.amazonaws.com/>

1. Give faculty everything they need for their job in one place
2. Connect faculty to TLED resources and services.
3. Create a visually appealing, cohesive design with optimized content that makes it easier to discover information.

### Research Objectives:

1. The goal of this research project is to measure the effectiveness of the TLED 3.0 navigation. Navigation includes the mega menu, quick links menu (utility nav), and labeling.
2. The goal of this research is to learn how faculty search or look for information.
3. The goal of this research is to measure the effectiveness of the main page carousel in aiding user's ability to locate the information they are looking for.
4. The goal is to find out the user satisfaction of the visual appearance on the TLED website.

### Background:

1. The grouping and labels and of the mega menu and utility navigation are not users validated. Mega menu 3.0 design was tree tested in December 2018.

2. Site analytics do exist including on the search functionality.
3. 5 carousel groupings have not been tested.

## Primary Users

### ACC FACULTY

The redesigned website aims to help them access and discover services and resources to support their teaching practice. Information is organized from a user perspective rather than the division structure.

## Stakeholders:

The stakeholders are TLED at Austin community college. The Teaching & Learning Excellence Division is comprised of 150+ employees dedicated to instructional support and innovation. They champion student success by partnering with faculty to enhance learning environments.

**Vision:** TLED vision is to lead as a model of excellence in higher education and as a resource, empowering faculty and staff to improve learning environments and advance student success.

### Stakeholders Requirements:

- Evaluative Research on the redesigned TLED website.
  - The goal of this research project is to measure the effectiveness of the TLED 3.0 navigation. Navigation includes the mega menu, quick links menu (utility nav), and labeling.
  - The goal of this research is to learn how faculty search or look for information.
  - The goal of this research is to measure the effectiveness of the main page carousel in aiding user's ability to locate the information they are looking for.
  - To find out the user satisfaction of the visual appearance on the TLED website.

## Project Schedule:

| Requirement                                     | Owner         | Deadline         | Status  | Notes                                        |
|-------------------------------------------------|---------------|------------------|---------|----------------------------------------------|
| Project Start -Stakeholder Interview            | Team + Client | 01/25/19(week 1) | Done    |                                              |
| Existing data Analysis-Project Plan preparation | Team          | 02/01/19(week 2) | Done    |                                              |
| Project plan Approval and Schedule Approval     | Team+ Client  | 02/08/19(week 3) | Delayed | Re-assigned the project members to projects. |
| PHASE - 1                                       |               |                  |         |                                              |
| Re-worked on Evaluation Research                | Team          | 02/14/19(week 3) | Done    | Mailed Michelle for                          |

|                                                                                                                    |                     |                   |                  |                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------|---------------------|-------------------|------------------|----------------------------------------------------------------------------------------------------------------------|
| plan with Research learnings.                                                                                      |                     |                   |                  | Project Approval                                                                                                     |
| Build Research plan (Research Objective -User Interview questions)                                                 | Team                | 02/8/19(week 3)   | Delayed,Original |                                                                                                                      |
| Remote meeting to clarify Doubts                                                                                   | Team + Client       | 2/18/19(Week 4)   | Done             | Got Approval from client                                                                                             |
| Usability Methodologies                                                                                            | Team                | 02/22/19          | Done             | <a href="#">Discussed and Decided</a>                                                                                |
| The first draft of Usability Tasks                                                                                 | Team                | 03/01/19          | Done             | Done and suggested changes by Client                                                                                 |
| Meeting client to discuss                                                                                          | Team + Molly+Client | 03/07/19          | Yet to start     | Objectives to discuss<br>1.Revisit Research Objectives<br>2. Usability Task narrowing<br>3.Home page print out test. |
| Decide on tools to test/Usability Format                                                                           | Team                | 03/11/19          |                  |                                                                                                                      |
| Test run                                                                                                           | Team                | 03/15/19          |                  |                                                                                                                      |
| PHASE - 2                                                                                                          |                     |                   |                  |                                                                                                                      |
| Start Emailing During Spring Break                                                                                 | Team                | 3/22/19           |                  |                                                                                                                      |
| Conducting a Usability Test                                                                                        | Team                | 03/29/19          |                  |                                                                                                                      |
| 1st session Analyzing the data                                                                                     | Team                | 04/12/19          |                  |                                                                                                                      |
| PHASE - 3                                                                                                          |                     |                   |                  |                                                                                                                      |
| Check-in with Generative Research                                                                                  | Team + Team         | 04/10/19          |                  |                                                                                                                      |
| Start preparing the Deliverables (Persona's, TLED Usability Test Feedback, Service line Blueprints, Research Data) |                     | 04/19/18(week 13) |                  |                                                                                                                      |
| 2nd session Analyzing the data                                                                                     | Team                | 04/26/19          |                  |                                                                                                                      |
| Hands of Stakeholders                                                                                              |                     | 04/26/19(week 14) |                  |                                                                                                                      |
| Phase- 4                                                                                                           |                     |                   |                  |                                                                                                                      |

|                                                 |  |                   |  |  |
|-------------------------------------------------|--|-------------------|--|--|
| Presentation and Case study Preparation         |  | 05/03/19(week 15) |  |  |
| Final Case study Presentation to clients/Guests |  | 05/10/19(Week 16) |  |  |
| SEMESTER ENDS                                   |  | 05/17/19(week 17) |  |  |

### Milestones and Deadlines:

| Milestone                                             | Planned Date | Projected Date | Actual Date | Status       |
|-------------------------------------------------------|--------------|----------------|-------------|--------------|
| Project Start -Stakeholder Interview                  | 01/25/19     | 01/25/19       | 01/25/19    | done         |
| Project plan Approval and Schedule Approval           | 02/08/19     | 02/08/19       | 2/18/19     | done         |
| Usability Task Approval                               | 03/01/19     | 03/01/19       |             | Yet to start |
| Deliverables(Check-1): Tasks and Test procedure       | 03/08/19     | 03/08/19       |             | Yet to start |
| Deliverables(Check-2): Analysis of the Usability data | 04/05/19     | 04/05/19       |             | Yet to start |
| Handoff Recommendations, analysis to Stakeholder      | 04/26/19     | 04/26/19       |             | Yet to start |
| Final Case study Presentation to clients/Guests       | 05/10/19     | 05/10/19       |             | Yet to start |

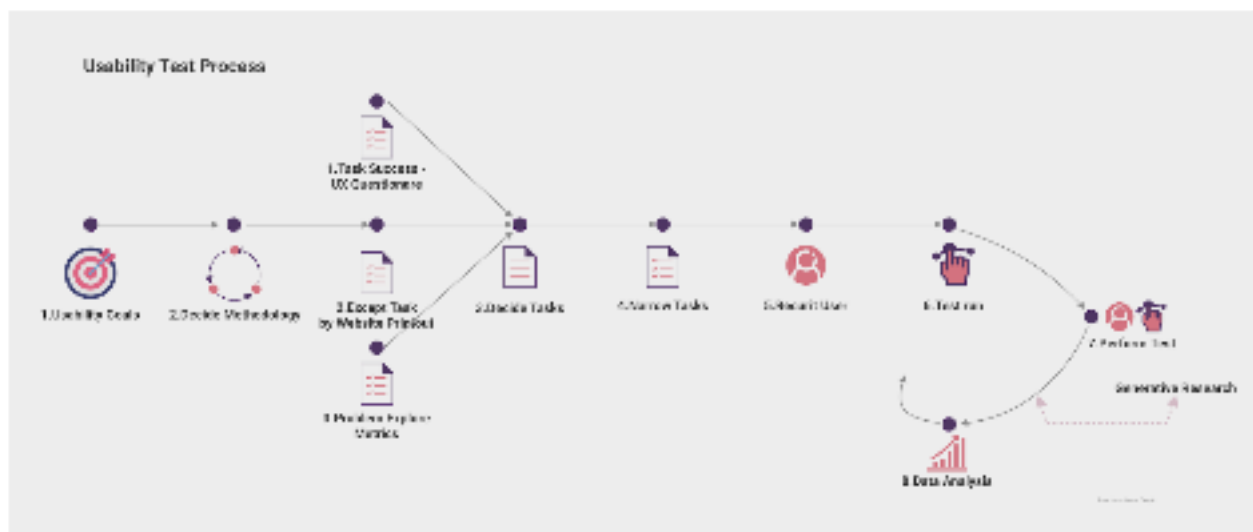
### Usability Questions:

| Objective | Question                                                                             | Methodologies                                                                                  |
|-----------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| 2         | TLED from ACC main website? (Through the direct link ACC website Email/Social media) | 1. Completing a transaction.<br>To-do: Task Success<br>Efficiency -Tells you the most used way |
| 1, 2      | Do faculty understand acronym labels?                                                | 1.Completing the transaction<br>To-do: Task Success<br>Effectiveness                           |
| 2         | How do faculty navigate to the TLED website?                                         | .1 Completing the transaction<br>Task Success.                                                 |
| 0         | Why returning users are less than New Visitors? (2nd analytics)                      |                                                                                                |

|   |                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                 |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | <p>After navigating to the website, how faculty search or look for the information?</p> <p>Search bar</p> <p>Navigate through Mega menu</p> <p>Quick links</p> <p>Direct Search Engine</p> <p>To Understand search mental model of faculty</p> | Task completion with follow-up the problem discovery questions                                                                                                                                                                                                                  |
| G | Understand the reasons/purpose for visiting the TLED website?                                                                                                                                                                                  | <p>Problem discovery questions</p> <p>When was the last time you visited the TLED and what's the purpose and Can you walk me through the steps you took?</p>                                                                                                                    |
| G | From analytics "Internship" is the most visited page? why the only Internship? Top 10(discuss from Analytics)                                                                                                                                  |                                                                                                                                                                                                                                                                                 |
| G | Wanted to understand one-stop shop for faculty?                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                 |
| 2 | What do users do if they cannot find what they're looking for? (How TLED is helping them in case if they don't find required information? (FAQ's answer most))                                                                                 | Task completion task with the unsuccessful task and ask the user how to would he solve                                                                                                                                                                                          |
| 1 | Grouping of Main Menu make sense?                                                                                                                                                                                                              | <p>4.Eval Navigation-IA</p> <p>To-do: Card sorting(Closed or open should decide tomorrow by asking wanted to keep the labels)</p> <p>Task Success</p> <p>Efficiency-How easily can they find no.of steps, Task completion time</p> <p>Learnability-time took for efficiency</p> |

|       |                                                                                                                     |                                                                                                                                                                                                      |
|-------|---------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Are labels is understandable? (e.g Champions of Teaching)                                                           | Open ended-cord sorting- new labels<br>Follow up Tree Testing with card sorting to understand the problem areas.<br>Task completion and ask the user what they do except when they click the "label" |
| 1     | Do users understand what utility nav labels mean?                                                                   | Task completion and ask the user what they do except when they click the "label"                                                                                                                     |
| 1,2   | Interaction with Footer elements                                                                                    |                                                                                                                                                                                                      |
| 2     | Interaction with the Calendar page                                                                                  |                                                                                                                                                                                                      |
| 1,2,3 | Interaction With quick links and megamenu, search bar, the carousel in terms of navigation and looking for the data |                                                                                                                                                                                                      |
| 0     | Test the TLED website from Generative research outcomes.                                                            |                                                                                                                                                                                                      |

## Testing Methods:



1. Task Success with follow up Questionnaire
2. Expect Task with Website Print-out
3. Problem Explore Metrics.

Resources Provided by TLED:

TLED Website:

<http://dev.tled.austincc.edu.s3-website-us-west-2.amazonaws.com/>

Tasks:

[https://docs.google.com/document/d/1uaCYWYc6As85UYUiozhO\\_5UdjAKFXrgsNeoLHKz\\_hJs/edit?usp=sharing](https://docs.google.com/document/d/1uaCYWYc6As85UYUiozhO_5UdjAKFXrgsNeoLHKz_hJs/edit?usp=sharing)