

# COM621 UX STRATEGIES

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# OUTLINE OF WEEK 6

- Please log into Teams and SOL/Moodle (for attendance tracking):

Moodle: <https://learn.solent.ac.uk/course/view.php?id=44075> Account: <https://tinyurl.com/Solent-COM621> AM session: <https://tinyurl.com/COM621am> PM session: <https://tinyurl.com/COM621pm>

- **Assessment Draft Review – using 360\* camera test**
- **Research: Bibliography**  
<https://www.mendeley.com/download-reference-manager#downloading>
- **Research: Gantt chart & <https://www.mrs.org.uk/> & Representing data**
- **1 Minute Essay**
- **Review Tag cloud**

**Next week: User journey / profile & Figma – Tutorial**

<https://www.youtube.com/watch?v=g6rQFP9zCAM> | <https://www.youtube.com/c/tutsplus/search?query=Figma>

### Part 1 – Introduction to System

Deliverable 1000 Words

Part 1 will be the assimilation of relevant information about the functionality of the system and requirements for the interface based on the type of user and frequency of use and clearly defined business goals. This section aims at what stockholders/shareholders want? An introduction should be provided to introduce your team idea, what solution it solves using context analysis or based on gain and pain model.

Introduction should provide answers to the following questions:

What is the context?

Who are the users?

What is the system?

What is the problem?

Why is it important?

Who should benefit from it?

What impact does technology have on that context?

What is the feature list comparison of existing systems?

# Module Learning Outcomes: Key Words

## What you will be able to do after the module

1. Implement ***problem solving techniques*** into designing features and functionalities to ***produce industry level products***.
2. Compare ***User Experience principles*** to accommodate different ***forms of interaction across multiple touchpoints*** (physical and/or digital), and to formulate and apply these principles in complex contexts.
3. Analyze proposed ***UX design*** solutions using a range of ***methodologies and techniques*** against ***goals, objectives and key performance indicators*** (KPIs).
4. Critically evaluate and validate ***solutions against goals, objectives and key performance indicators*** (KPIs) with a view to continuous ***improvement of the digital product or service***.

# ASSESSMENT DRAFT REVIEW

## Introduction

**An alumni is crucial for a successful university. The purpose of an alumni is support former students to succeed, and the success of former students helps a university to promote itself and also provide former students with the ability to give back (Koprowski, 2016). In this report I will be researching and analysing the UX strategy for Solent University's Alumni website, in order to make recommendations on how the User Experience can be improved to increase the user satisfaction. The primary users of the alumni website are graduates of Solent University, who will be seeking to engage with one or more alumni services.**

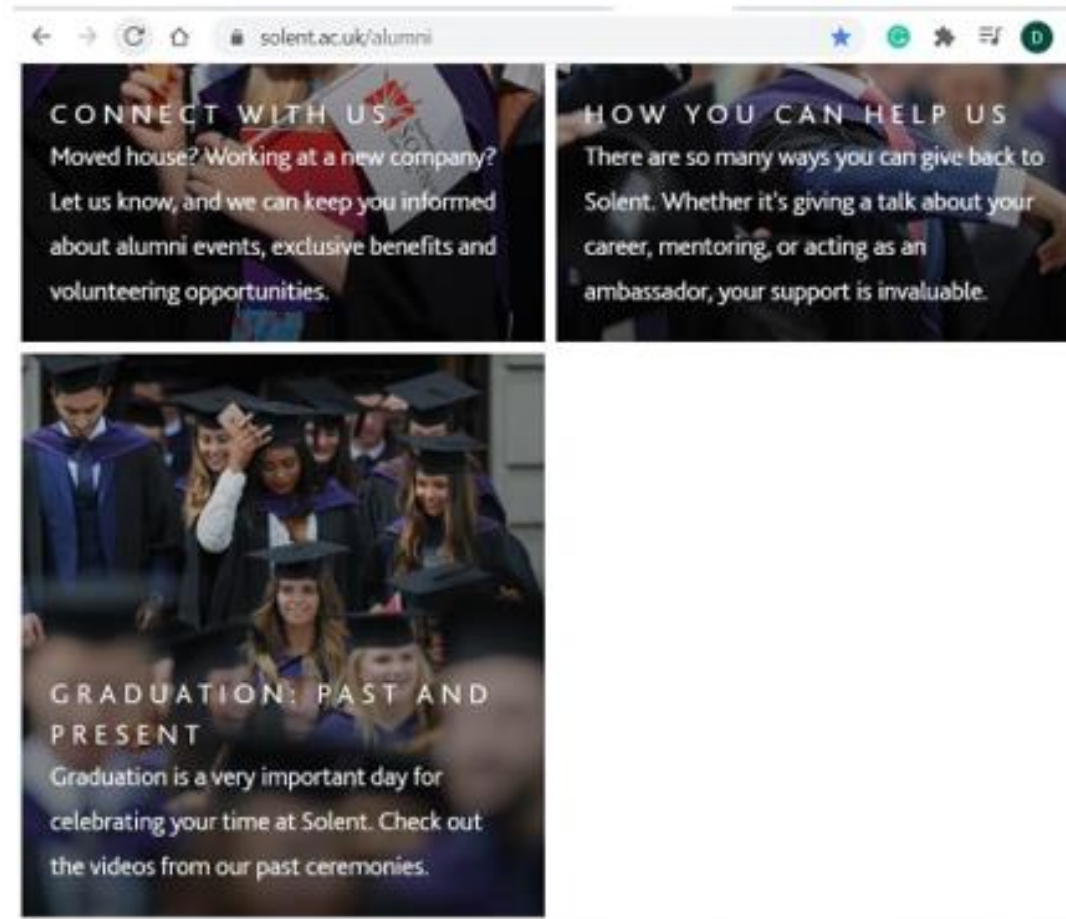
**Maioli (2018) summarises that the Impact of bad UX design, may result in users stopping using a service or website. In the context of the Solent Alumni, this could mean that graduates are unable to be supported and it turn mean that less success stories or donations are submitted to the university impacting business.**



# ASSESSMENT DRAFT REVIEW

## 1.2. Solent University Alumni website review

From looking at the Solent University Alumni website (Solent University, n.d.a) the navigation is reasonably intuitive as it follows Jakob's Law. Jakob's Law states that as most users spend time on other sites, users like it when a website resembles and functions like others (Yablonski, 2020). However, under different screen sizes the website can react poorly leaving large areas of unexpected white space (see figure below).



# ASSESSMENT DRAFT REVIEW

Further to this when completing the “update your details” form. The Married to a fellow alum section could dynamic show or hide based on the question “Married to a fellow alum?” which doesn’t have a related input.

## Married to a fellow alum?

If you are married to a fellow Solent alum, please provide their name, date of birth and course.

Name

First name

Last name

Date of birth

Day

Month

Year

Course studied

*Figure 2: Update your details form - proposed dynamic approach.*

Additionally, this forms also offers another issue in that it has 34 form fields that a potential user may need to complete. Birkett (2019) suggests that the best practice is to remove as many fields as possible in order to improve form completion rates. Additionally, Wroblewski (2018) highlights that web forms create a hurdle which can prevent a user and a business from achieving their goals, i.e. the user signing up.

# ASSESSMENT DRAFT REVIEW

## Mission and Vision

Solent University's mission statement describes its pursuit to provide its learners with an education which enables them to be ready for their career and future. Solent's vision aims to provide an exceptional experience for learners, provide learners with the skills to be ready for the future and to improve environmental sustainability (Solent University, n.d.b).

## Values

Solent University's Values are Respect, Ownership, Inclusivity, Engagement, Integrity and Teamwork (Solent University, n.d.b).

## Features

The alumni website offers a number of benefits of its graduates which grant them free access or discounts on a range of products and services. The website also allows for graduates to request transcripts, references and certificates and provides a service for graduates to reconnect with lost friends. To aid the university the alumni website also allows for graduates to be able to share their story which can be used in promotion of the university,

allow graduates to volunteer their time to support current students and to make financial donations (Solent University, n.d.a).



# ASSESSMENT DRAFT REVIEW

## Market Research

When conducting market research I have compared Solent University with 3 other universities' alumni websites (University of Surrey, University of Southampton and University of Exeter). The research conducted is given in Appendix A.

## Mission and Vision

All the universities reviewed have a similar mission statement which focuses on providing their students with an excellent education to provide a better future. Likewise for the vision, there is a common theme in improving the respective universities reputation and ensuring that students are successful.

## Values

The table below provides a summary of the values held by each university.

# ASSESSMENT DRAFT REVIEW

Figure 3: Summary table of university values

Value	Solent University	University of Surrey	University of Southampton	University of Exeter
Ambition		✓		
Community			✓	✓
Creativity			✓	
Engagement	✓			
Excellence		✓	✓	✓
Inclusivity	✓			✓
Integrity	✓	✓	✓	
Ownership	✓			
Respect	✓	✓		✓
Teamwork/ Collaboration	✓	✓		

# ASSESSMENT DRAFT REVIEW

Between the different universities there a lot of cross-overs with six of the ten values being held by more than one university. Solent was the only university to hold engagement and ownership as values, whilst multiple universities hold community and excellence as values where Solent doesn't. Therefore the inclusion or exclusion fo these values should be considered when next reviewing Solent's values.

Value	Solent University	University of Surrey	University of Southampton	University of Exeter
Accommodation	✓			
Alumni Email Account			✓	
Careers Support	✓	✓	✓	✓
Cinema	✓			
Crowdfunding			✓	
Donations	✓	✓	✓	✓
Events/Networking/Lectures	✓	✓	✓	✓
Find lost friends/Reunion	✓	✓	✓	
Foreign Language Courses				✓
Free Library Access	✓	✓	✓	✓
Gym discount	✓	✓	✓	
Magazine			✓	✓
Merchandise	✓	✓		
Post-graduate discounts	✓	✓	✓	✓
Share your story	✓	✓		
Shopping discounts		✓		✓
Students Union Membership			✓	
Transcripts, References and Certificates	✓	Non-Alumni	Non-Alumni	Non-Alumni
Volunteer/Mentoring	✓	✓	✓	✓

# ASSESSMENT DRAFT REVIEW

There are many features on the Alumni website which are common across all the universities reviewed, such as Careers Support, Events and Networking, Free Library Access, Post-graduate discounts, volunteering and making donations to the university. Replacement Transcripts and Certificates were available from each university, but only for Solent University was this included within the Alumni website. Share your story was promoted on the Solent and Surrey websites, however this opportunity may be promoted in the magazines offered by Southampton and Exeter.

The areas that Solent does not currently include in its Alumni offering are:

Alumni Email Accounts  
Crowdfunding

Foreign Language Courses  
Magazine

Shopping discounts  
Students Union Membership

# ASSESSMENT DRAFT REVIEW

## Summary

From researching the Solent Alumni website, I have identified several areas which could be improved. These areas will be considered when designing the user research to identify the importance of these areas and the impact that this could have on the Alumni achieving its objectives.

Additionally, from the market research conducted, it is clear that Solent University is comparable with other universities, however, Solent University has some unique features of its alumni offer, such as its cinema and discounted accommodation. Additionally I believe that by including the replacement certificate and transcript service within the alumni website, this encourages users to also explore the other alumni benefits and services.

Lastly there are a number of features offered by other universities which should be considered for enhancing the Alumni offer.



# •ASSESSMENT DRAFT REVIEW

## NOTES:

- > Good references, but should have something on accessibility regulations, laws, etc.
- > Why is bibliography separate?
- > Generally reports should be in present/past tense.
- > Users are mostly ex-students, but are there others to identify, but not research e.g. SU staff – industry partners? Researchers?
- > Website data – hit rate question may have been useful?
- > Essay 1 is about context. Don't jump ahead to offering 'untested solutions' for this stage of the project as in 'Married to a fellow alum'.
- > Proofread – try read aloud protocol for grammar e.g. p. 4 : this forms also offers Section 1.3 – Features. Good – but is it comprehensive? Can this be used as a criteria list to compare to other websites for your market research?
- > 1.4.1 – How do you measure 'excellent' education? Is student success equal employment? More pay = more success?



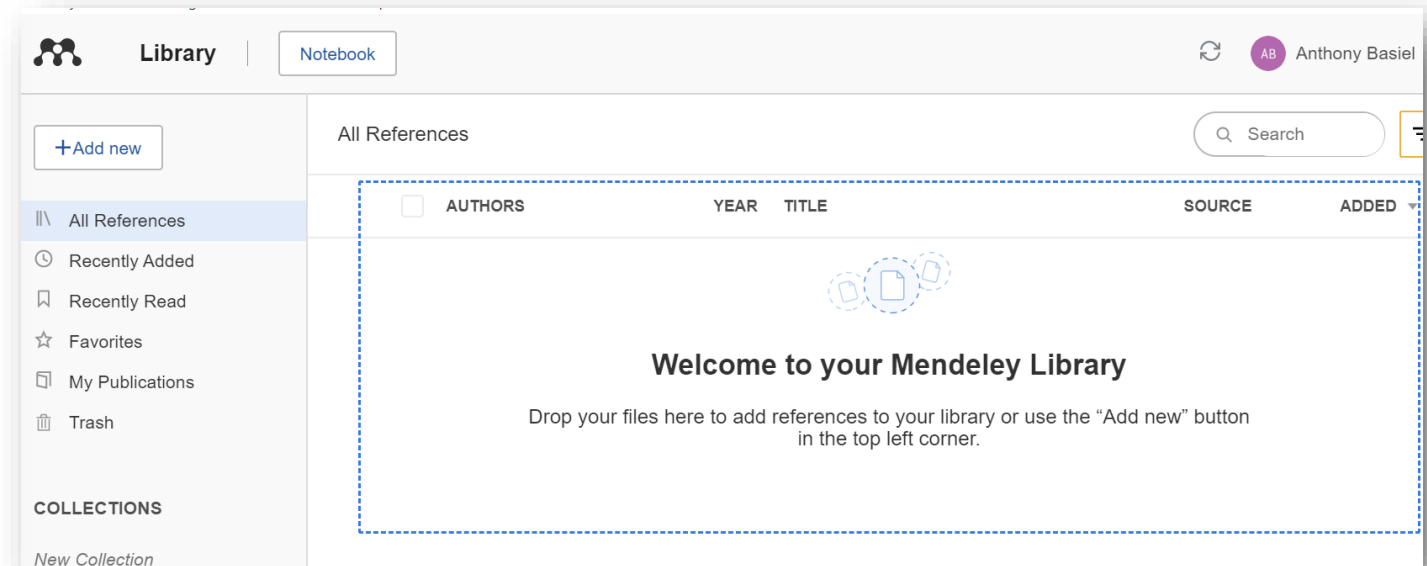
HAVE A 15 MINUTE BREAK

# RESEARCH: BIBLIOGRAPHIES MENDELEY.COM

[HTTPS://WWW.MENDELEY.COM/DOWNLOAD-REFERENCE-MANAGER#DOWNLOADING](https://www.mendeley.com/download-reference-manager#downloading)

## YOUTUBE TUTORIAL

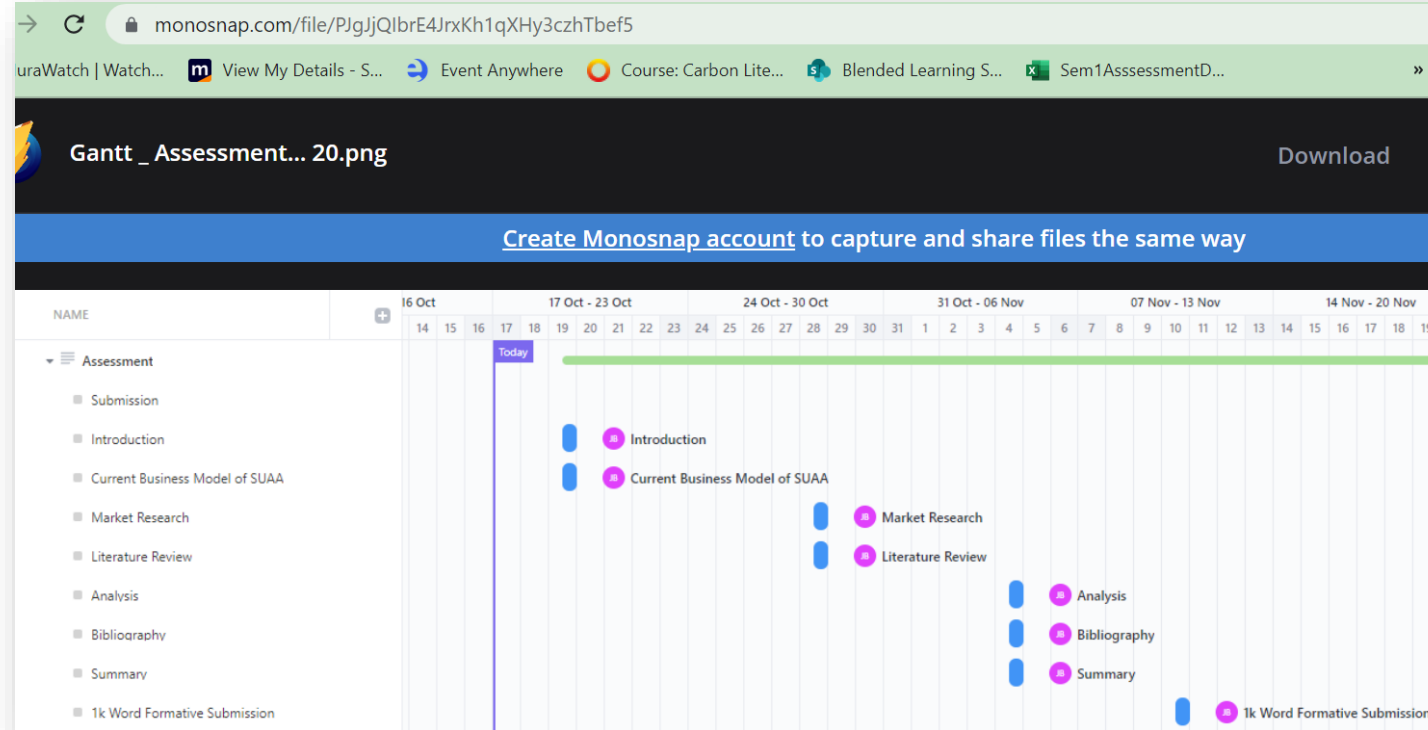
[HTTPS://YOUTU.BE/XTFVCIKSAPK](https://youtu.be/XTFVCIKSAPK)



# RESEARCH: GANTT CHART

## SEE THE MARKET RESEARCH SOCIETY:

[HTTPS://WWW.MRS.ORG.UK/](https://www.mrs.org.uk/)



# RESEARCH: REPRESENTING DATA

WHAT MEDIA CAN BE USED IN YOUR  
REPORT/ESSAY?





# **RESEARCH: SAMPLE TEXT**

## **HOW TO PLAN YOUR INFOGRAPHIC DESIGN**

### **9 STEPS:**

- 1) PINPOINT THE TARGET AUDIENCE**
- 2) DEFINE THE GOALS AND OBJECTIVES**
- 3) CHOOSE A RELEVANT TOPIC**
- 4) COLLECT DATA AND INFORMATION**
- 5) FACT-CHECK EVERYTHING AND CITE YOUR SOURCES**
- 6) DECIDE HOW TO VISUALIZE THE DATA**
- 7) SET THE TONE FOR YOUR INFOGRAPHIC**
- 8) WRITE THE COPY AND CREATE A TEXTUAL OUTLINE**
- 9) SKETCH A WIREFRAME OF YOUR INFOGRAPHIC**

# RESEARCH: SAMPLE TEXT

## > TEXT ART – ASCII ART

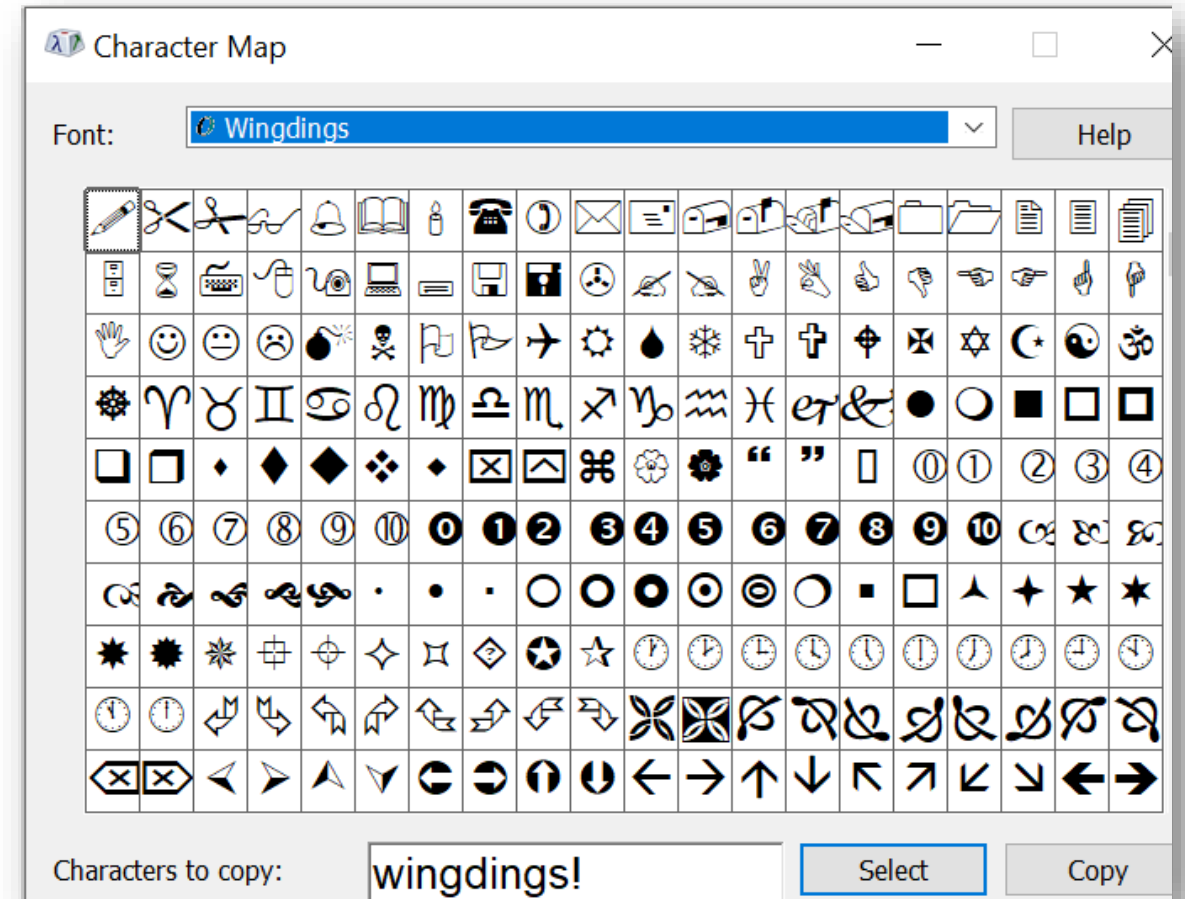
[HTTPS://MANYTOOLS.ORG/HACKER-TOOLS/CONVERT-IMAGES-TO-ASCII-ART/](https://manytools.org/hacker-tools/convert-images-to-ascii-art/)

## > CHARACTER MAP

### HOW TO PLAN YOUR INFOGRAPHIC DESIGN

#### 9 STEPS:

- 1) PINPOINT THE TARGET AUDIENCE
- 2) DEFINE THE GOALS AND OBJECTIVES
- 3) CHOOSE A RELEVANT TOPIC
- 4) COLLECT DATA AND INFORMATION
- 5) FACT-CHECK EVERYTHING AND CITE YOUR SOURCES
- 6) DECIDE HOW TO VISUALIZE THE DATA
- 7) SET THE TONE FOR YOUR INFOGRAPHIC
- 8) WRITE THE COPY AND CREATE A TEXTUAL OUTLINE
- 9) SKETCH A WIREFRAME OF YOUR INFOGRAPHIC



# RESEARCH: SAMPLE TEXT IN A TABLE

## How to Plan Your Infographic Design

### 9 Steps:

1) Pinpoint the target audience

2) Define the goals and objectives

3) Choose a relevant topic

4) Collect data and information

5) Fact-check everything and cite your sources

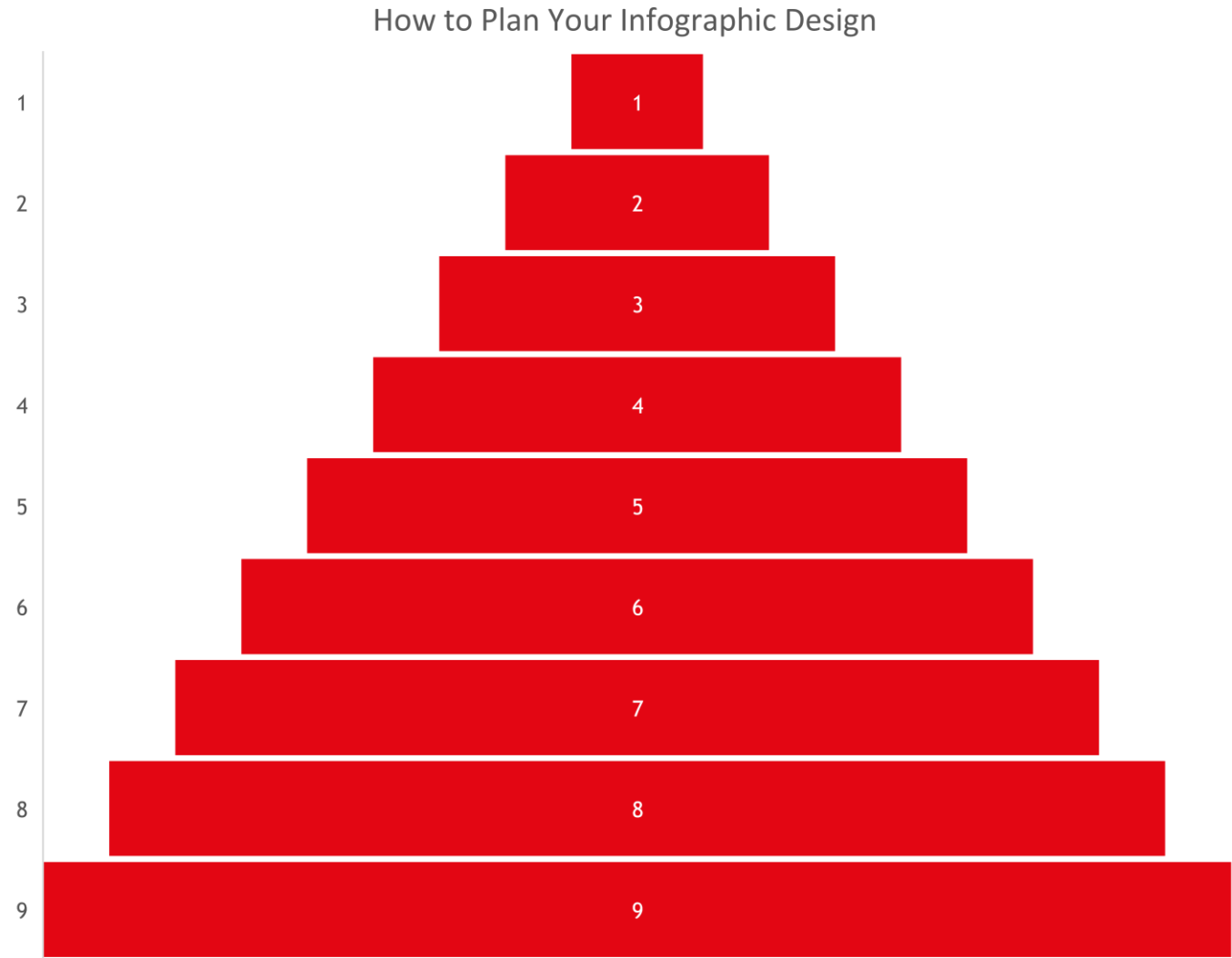
6) Decide how to visualize the data

7) Set the tone for your infographic

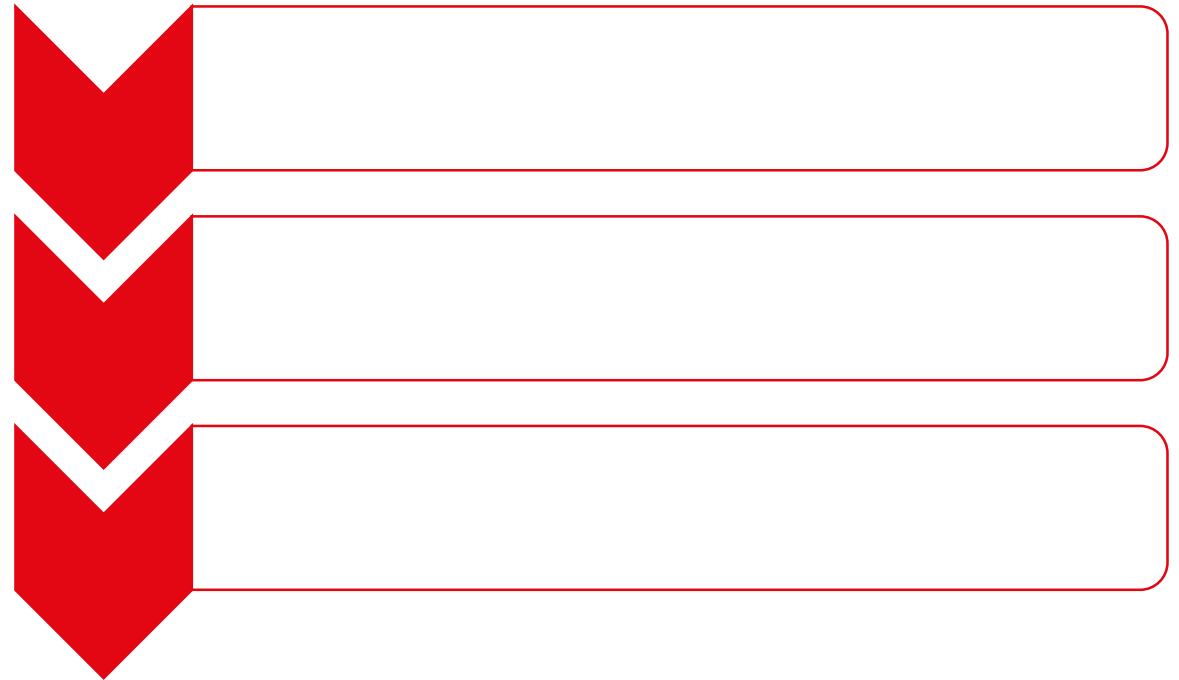
8) Write the copy and create a textual outline

9) Sketch a wireframe of your infographic

# RESEARCH: TEXT TO GRAPHIC



# RESEARCH: TEXT TO GRAPHIC SMART ART





**RESEARCH:  
TEXT  
TO  
INFOGRAPHICS.**

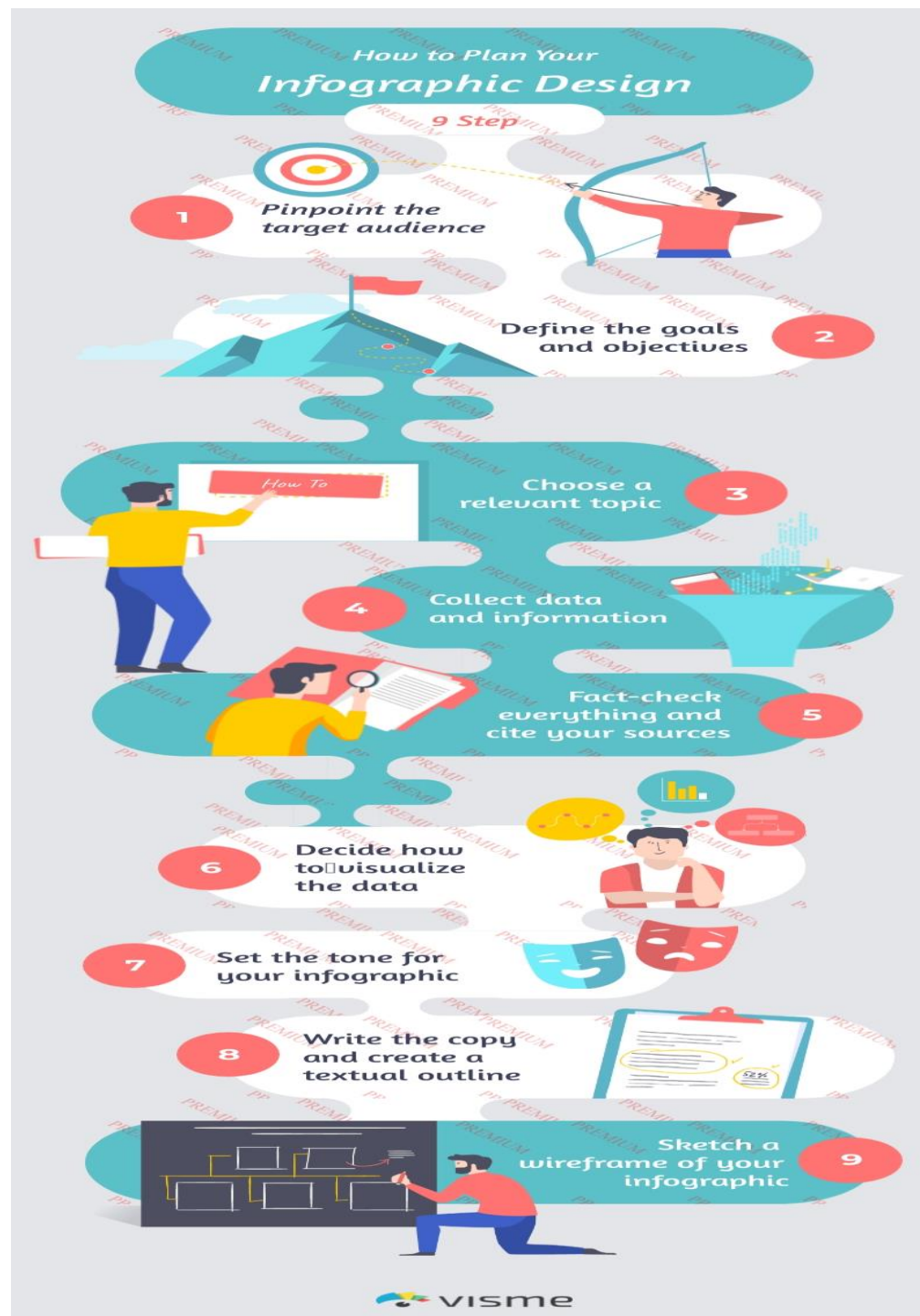
**WHAT IS AN INFOGRAPHIC?  
WHAT ARE THE ELEMENTS?**

**[HTTPS://EN.WIKIPEDIA.ORG/WIKI/INFOGRAPHIC](https://en.wikipedia.org/wiki/Infographic)**

**SEE FREE ONLINE GENERATOR:**

**[HTTPS://DASHBOARD.VISME.CO/](https://dashboard.visme.co/)**

# RESEARCH: SAMPLE INFOGRAPHIC



# 1 MINUTE ESSAY:

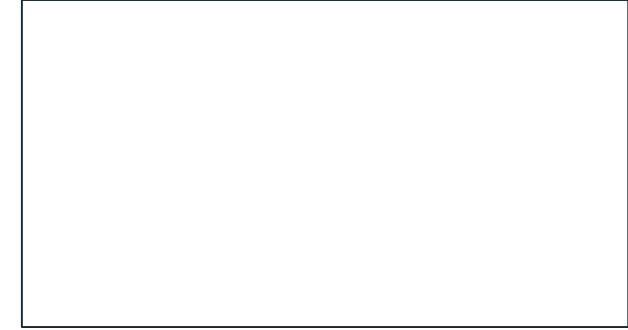
ACTIVITY: BREVITY IS THE SOUL OF WIT

WHAT DOES THIS MEAN?  
WHO SAID IT?

One minute writing exercise:

You need to write something you have learned since the last class.

- Share it with someone next to you
- Decide if you want to modify your answer
- Read it (not paraphrase) to the group



# WOOCCLAP: TAG CLOUD

[www.wooclap.com/YNKJPF](http://www.wooclap.com/YNKJPF)

Skills & knowledge to do UX Strategy



A word cloud of UX strategy skills and knowledge. The words are arranged in a staggered, overlapping manner. The colors of the words are: LEADERSHIP (red), REACTIVITY (orange), CREATIVITY (yellow), OBSERVATION (blue), METICULOUS (red), NEGOTIATION (green), LOGICAL THINKING (red), RESEARCH (green), SKILLS (green), CONSULTANCY (green), BUSINESS (blue), ANALYSIS (blue).

LEADERSHIP REACTIVITY CREATIVITY  
OBSERVATION METICULOUS NEGOTIATION  
LOGICAL THINKING RESEARCH SKILLS CONSULTANCY  
BUSINESS ANALYSIS

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