

A REPORT FOR

SI 622 A5

Needs Assessment & Usability Evaluation Research for Digication: User Survey

PRESENTED BY

Group 1
STRAYcollective

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Executive Summary

This report documents the survey responses of users to a questionnaire pertaining to the systematic evaluation of the online portfolio creation and course management tool, Digication. Digication is currently used by the University of Michigan's School of Information (UMSI) within the curriculum of its Practical Engagement Program (PEP) courses. Our target population consisted of current and former students of UMSI who are enrolled or had already completed the PEP course, and therefore had experience using Digication. Information gathered from these survey responses and subsequent analyses allowed us to better understand the following: users' satisfaction with Digication as a whole, different types of users' perception of Digication, how users interact with Digication, and what users' ideals are for online portfolio creation tools and methods.

Prospective survey participants were emailed with the survey link by our client, Kelly Kowatch, who represents the Career Development Office (CDO) at UMSI.

Key findings:

- A majority of users agreed that the course management aspects of Digication were more effective than its online portfolio creation capabilities.
- Most users did not perceive Digication as a portfolio creation system.
- Users with proficient computer code-writing skills were not likely to find Digication's portfolio creation platform effective. Less proficient coders found the portfolio creation platform to be more effective.
- Users felt that Digication did not successfully meet their expectations regarding the top five criteria they identified to be most important when creating an online portfolio.
- Visual content was identified as the most commonly uploaded type of content to users' Digication portfolios. However, more than half of those who uploaded visual content to Digication felt that Digication's ability to display visual content was unsatisfactory.

Based on these findings, we generated actionable recommendations that will support user goals and improve overall user experience. Moving forward, we will use the information gleaned from this process to inform further studies.

Introduction

This report describes the process, results, and relevant interpretations of an investigation of Digication, both as a course management system and as an online portfolio creation platform, as it is used by University of Michigan School of Information students. Data gathered from this study will help the CDO advise Digication in making possible improvements to the Digication website. In addition to the survey distributed, collected, and analyzed in this report, user interviews have already been conducted. Heuristic evaluations, comparative analyses, and usability tests will follow.

Digication is an online platform for the creation of student portfolios. Digication contracts its services out to academic institutions, whose students are able to use the site to create a personal portfolio and showcase their work. In addition, Digication can also function as an online course management system.

The Career Development Office of UMSI requires their Masters students use Digication to satisfy their Practical Engagement Program course requirements over the duration of students' internships. The course curriculum consists of two main components: a public facing portfolio where students document their internship work, and reflective, written assignments submitted to the course instructor. By completing the PEP course curriculum online concurrently with those internships, the CDO is able to track students' progress and the students are therefore able to receive credit. PEP uses Digication's assignment grading, discussion forums, and the aforementioned portfolio creation functions.

This survey based study was designed to answer four primary research questions which seek to discern UMSI Digication users' characteristics and attitudes towards the Digication product, as well as their behavior in how they use Digication. The questions are as follows:

1. How satisfied are users with Digication?
2. How do different types of users perceive Digication?
3. How have/do users interact with Digication?
4. What are users' ideals for online portfolio creation tools and methods?

An understanding of our four primary research questions will be invaluable towards advising future investigations and possible suggestions for the improvement of Digication. With the garnered results and findings, stakeholders will be able to better focus efforts in supporting student users based upon actual rather than perceived data.

First, knowing where users are or are not satisfied with Digication will reveal what parts of the system are working well, and what parts need re-evaluating or redesigning. Second, understanding how different types of users perceive the system will allow designers to accommodate for different sets of user needs. In our

target population, different user dimensions included level of comfort with computer coding languages, specializations, and self-identified need for an online portfolio. Perceptions gathered from the UMSI student population may also be extrapolated to understand user populations of other academic institutions. Third, the more information we gather on how users interact with Digication, the better able we will be to make recommendations on how to support those interactions, not only in this report but also in following studies in this assessment cycle. Finally, understanding what elements users want in an ideal portfolio creation system will reveal insights into user behaviors and attitudes as to why they might choose or not choose to use Digication, and why. This will also provide a point of comparison that will help stakeholders to appropriately hone their efforts to suit users' ideals.

A questionnaire was developed to generate data responsive to these research questions. This questionnaire consisted largely of closed ended questions so that results were unambiguous. One open-ended (free text) question was included so users had more flexibility in providing their opinions. Measures were taken to ensure that all users answered the same set of questions, again to eliminate ambiguity and limit guesswork when conducting analyses.

Methods

Research Questions

Research questions were generated with the goal of gaining a better understanding of users' attitudes, behaviors, and characteristics towards the use of Digication.

Questionnaire

A questionnaire was developed to answer the above research questions through a collaborative process: we first defined desired results, then designed questions that could lead to those results while refraining from writing leading questions that might bias user responses. We accommodated for possible bias in the framing of our questions by always providing users with an "out" — for instance, giving users the options of choosing "N/A" or "not sure."

The survey was created with Qualtrics and consists of closed ended questions, as suggested by Goodman et. al: "survey questions need to be more precise and restricted in order to be unambiguous" (Kindle Locations 5871-5872). Closed ended questions are also more easily quantifiable than open-ended ones. With those closed ended questions, we made sure to provide respondents with a wide range of choices which were "specific, exhaustive, and mutually exclusive" (Goodman et. al. Kindle Location 5899). Where relevant, we included text boxes in case users wanted to provide their own answers if the choices we provided were not sufficient.

This questionnaire was test piloted by several UMSI students who were users of Digication, after which the survey received a few minor adjustments. The survey underwent a vetting process with our client who suggested a few additional questions. A final pilot helped pare down the survey to twenty questions, as suggested by industry best practices (Goodman et. al. Kindle Location 6019).

Selecting Participants

Our target population for this survey consisted of users who had experience using both the course management and portfolio creation sides of Digication via the PEP course at UMSI. This population included both current and past users of the system.

Recruitment

230 students were emailed directly by the CDO with a link to the Qualtrics survey. These students represented a wide range of academic specializations while at UMSI, differing levels of comfort with writing computer code, various career aspirations, countries of origin, ages, and genders.

Since Digication is intended to be used by all students at UMSI, it was important for the survey participants to represent the student body with accuracy. To encourage responsiveness, entrance into a drawing for a \$40 Amazon gift certificate was offered as incentive, in addition to the prospect of improving student services for future classes. A follow up email was sent six days into the ten day response window. Out of the 230 current and former students who received the email, 84 responded.

These respondents were from across the specializations represented at UMSI. Their heterogeneous results reflect the diversity of backgrounds, perspectives, and specializations present at UMSI.

Data Analysis

We employed a strict bottom-up process in analyzing the collected data. First, we used spreadsheets, statistics, charts, and graphs to understand the data from each individual survey question. We then compared and combined results of several groups of questions to help inform our larger research goals, this time using cross-tabulation along with the aforementioned methods. From there, we were able to draw high level conclusions based upon those findings.

Findings & Recommendations

Summary of Results

After collecting the results from the survey, we analyzed the data and discovered that overall, the course management aspect of Digication is more effective than its portfolio creation capabilities. Furthermore, most users do not even perceive Digication as a portfolio creation tool, especially those users who possess average to above average computer coding skills. We also discovered many specific points in regards to portfolio creation, where Digication falls short of users' expectations, resulting in low user satisfaction.

The following findings are presented in order of scope from broadest to most specific.

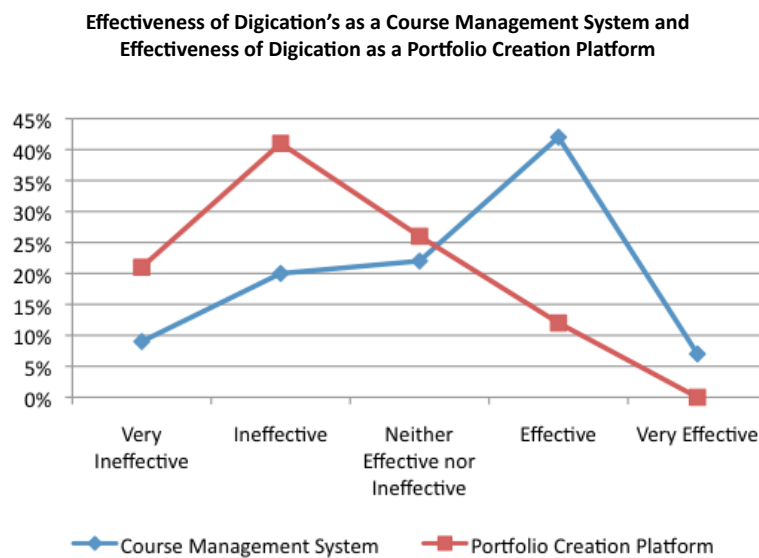
Key Findings and Recommendations

Finding 1

A majority of users attested that the course management aspects of Digication were more effective than its online portfolio creation capabilities.

Evidence

Despite users' specializations and varying levels of confidence with writing computer code, 50% of users found Digication effective as a course management system where only 13% of users found Digication effective as a portfolio creation platform.



		Total	13 15.48% 100.00%	23 27.38% 100.00%	23 27.38% 100.00%	9 10.71% 100.00%	16 19.05% 100.00%	84 100.00% 100.00%
How effective was Digication as a Course Management System?	Very Ineffective	1 14.29% 7.69%	3 42.86% 13.04%	1 14.29% 4.35%	0 0.00% 0.00%	2 28.57% 12.50%	7 100.00% 8.33%	
	Ineffective	3 17.65% 23.08%	2 11.76% 8.70%	8 47.06% 34.78%	1 5.88% 11.11%	3 17.65% 18.75%	17 100.00% 20.24%	
	Neither Effective nor Ineffective	2 11.11% 15.38%	7 38.89% 30.43%	2 11.11% 8.70%	3 16.67% 33.33%	4 22.22% 25.00%	18 100.00% 21.43%	
	Effective	5 13.89% 38.46%	9 25.00% 39.13%	11 30.56% 47.83%	5 13.89% 55.56%	6 16.67% 37.50%	36 100.00% 42.86%	
	Very Effective	2 33.33% 15.38%	2 33.33% 8.70%	1 16.67% 4.35%	0 0.00% 0.00%	1 16.67% 6.25%	6 100.00% 7.14%	
	Total	13 15.48% 100.00%	23 27.38% 100.00%	23 27.38% 100.00%	9 10.71% 100.00%	16 19.05% 100.00%	84 100.00% 100.00%	

		Please rate your level of comfort with writing any type of computer code.					Total
		Poor	Fair	Good	Very Good	Excellent	Total
How effective was Digication as a Portfolio Creation platform?	Very Effective	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 100.00% 0.00%
	Effective	6 54.55% 46.15%	3 27.27% 13.04%	1 9.09% 4.35%	1 9.09% 11.11%	0 0.00% 0.00%	11 100.00% 13.10%
	Neither Effective nor Ineffective	2 9.09% 15.38%	7 31.82% 30.43%	4 18.18% 17.39%	4 18.18% 44.44%	5 22.73% 31.25%	22 100.00% 26.19%
	Ineffective	2 5.88% 15.38%	8 23.53% 34.78%	14 41.18% 60.87%	8 5.88% 22.22%	23 23.53% 50.00%	34 100.00% 40.48%
	Very Ineffective	3 17.65% 23.08%	5 29.41% 21.74%	4 23.53% 17.39%	2 11.76% 22.22%	3 17.65% 18.75%	17 100.00% 20.24%
	Total	13 15.48% 100.00%	23 27.38% 100.00%	23 27.38% 100.00%	9 10.71% 100.00%	16 19.05% 100.00%	84 100.00% 100.00%

		What was/is your specialization at the University of Michigan School of Information? (select all that...)													
		Archives and Records Management	Community Informatics	Health Informatics	Human Computer Interaction	Information Analysis and Retrieval	Information Economics for Management	Library and Information Science	Preservation of Information	School Library Media	Social Computing	Tailored	Other	Total	
How effective was Digication as a portfolio creation system?	Very Effective	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 100.00% 0.00%	
	Effective	4 36.36% 20.00%	0 0.00% 0.00%	0 0.00% 0.00%	1 9.09% 2.88%	0 0.00% 0.00%	0 0.00% 0.00%	3 27.27% 18.18%	2 18.18% 18.18%	0 0.00% 0.00%	0 0.00% 0.00%	1 9.09% 18.18%	2 18.18% 12.84%	11 100.00% 13.10%	
	Neither Effective nor Ineffective	4 18.18% 20.00%	0 0.00% 0.00%	0 0.00% 0.00%	10 45.45% 28.57%	1 4.55% 14.29%	2 9.09% 66.67%	6 27.27% 37.50%	2 9.09% 18.18%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	2 9.09% 33.33%	22 100.00% 25.88%	
	Ineffective	8 22.86% 40.00%	2 5.71% 100.00%	1 2.88% 50.00%	17 45.57% 48.57%	4 11.43% 57.14%	1 2.88% 33.33%	4 14.29% 25.00%	3 8.57% 27.27%	0 0.00% 0.00%	1 2.88% 100.00%	1 2.88% 20.00%	2 5.71% 33.33%	35 100.00% 41.18%	
	Very Ineffective	4 23.53% 20.00%	0 0.00% 0.00%	1 5.88% 50.00%	7 41.18% 20.00%	2 11.76% 28.57%	0 0.00% 0.00%	3 17.65% 18.75%	4 23.53% 36.36%	0 0.00% 0.00%	0 0.00% 0.00%	3 17.65% 60.00%	0 0.00% 0.00%	17 100.00% 20.20%	
	Total	20 23.53% 100.00%	2 2.35% 100.00%	2 2.35% 100.00%	35 41.18% 100.00%	7 8.24% 100.00%	3 3.53% 100.00%	16 18.82% 100.00%	11 12.94% 100.00%	0 0.00% 100.00%	1 1.18% 100.00%	5 5.88% 100.00%	6 7.06% 100.00%	65 100.00% 100.00%	
How effective was Digication as a course management system?	Very Ineffective	3 42.86% 15.00%	0 0.00% 0.00%	0 0.00% 0.00%	2 28.57% 5.71%	2 28.57% 5.71%	0 0.00% 0.00%	1 14.29% 6.25%	1 14.29% 9.09%	0 0.00% 0.00%	0 0.00% 0.00%	1 14.29% 20.00%	1 14.29% 16.67%	7 100.00% 8.24%	
	Ineffective	4 23.53% 20.00%	0 0.00% 0.00%	1 5.88% 50.00%	9 52.94% 25.71%	0 0.00% 0.00%	1 5.88% 33.33%	2 11.76% 12.50%	3 17.65% 27.27%	0 0.00% 0.00%	0 0.00% 0.00%	1 5.88% 20.00%	1 5.88% 16.67%	17 100.00% 20.20%	
	Neither Effective nor Ineffective	4 21.05% 20.00%	1 5.26% 50.00%	0 0.00% 0.00%	7 36.84% 20.00%	4 21.05% 57.14%	0 0.00% 0.00%	3 15.79% 18.75%	1 5.26% 9.09%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	2 10.53% 33.33%	19 100.00% 22.35%	
	Effective	5 22.22% 40.00%	1 2.78% 50.00%	0 0.00% 0.00%	15 41.67% 42.86%	1 2.78% 14.29%	1 2.78% 33.33%	9 25.00% 56.25%	4 11.11% 36.36%	0 0.00% 0.00%	1 2.78% 100.00%	2 5.56% 40.00%	1 2.78% 16.67%	36 100.00% 42.35%	
	Very Effective	1 16.67% 5.00%	0 0.00% 0.00%	1 16.67% 50.00%	2 33.33% 5.71%	0 0.00% 0.00%	1 16.67% 33.33%	1 16.67% 6.25%	2 33.33% 18.18%	0 0.00% 0.00%	0 0.00% 0.00%	1 16.67% 20.00%	1 16.67% 16.67%	6 100.00% 7.06%	
	Total	20 23.53% 100.00%	2 2.35% 100.00%	2 2.35% 100.00%	35 41.18% 100.00%	7 8.24% 100.00%	3 3.53% 100.00%	16 18.82% 100.00%	11 12.94% 100.00%	0 0.00% 100.00%	1 1.18% 100.00%	5 5.88% 100.00%	6 7.06% 100.00%	65 100.00% 100.00%	

Recommendations

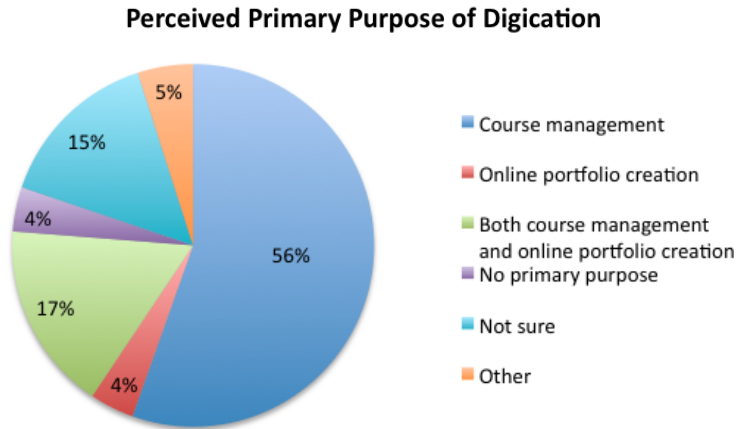
When prioritizing improvement efforts for the design and function of Digication, Digication should first focus on improving the portfolio creation side, before working towards improving the course management side of the system.

Finding 2

Most users did not perceive Digication as a portfolio creation system.

Evidence

When asked “what do you view as the primary purpose of Digication?”, across all user dimensions, only 4% indicated they viewed Digication as an online portfolio system. 56% viewed Digication as a course management system, 17% viewed it as both, and the remaining 24% were either unsure or identified its purpose as “other.”



Recommendations

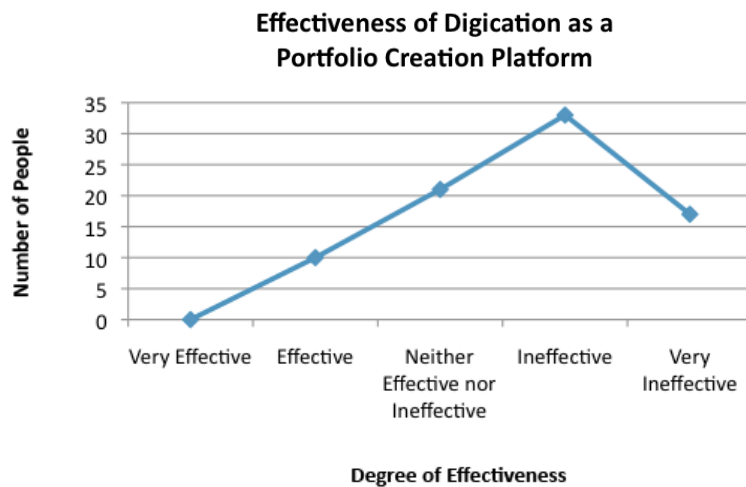
Since one of the site’s primary purposes is for showcasing student work via an online portfolio, Digication should work towards creating more separation between the portfolio and the course management sides of the system. With a clearer separation, users’ perceptions may shift so that Digication is perceived more equally as both a portfolio creation tool and course management system. This way, users will have a better understanding of Digication’s purposes so they may utilize it more effectively and confidently. This separation could also be emphasized through user trainings and the depiction of portfolio’s that fully utilize Digication’s possibilities.

Finding 3

Users with proficient computer code-writing skills were not likely to find Digication's portfolio creation platform effective. Less proficient coders found the portfolio creation platform to be more effective.

Evidence

Users were asked to rate the effectiveness of Digication as an online portfolio creation tool. Out of eighty-one responses, only ten users responded that they found Digication to be an effective portfolio creation tool. Of those ten, approximately 80% self-identified as possessing below average coding skills. Those users who found Digication to be an ineffective portfolio tool are those who have positive regard for their programming skills.



		Please rate your level of comfort with writing any type of computer code.					
		Poor	Fair	Good	Very Good	Excellent	Total
How effective was Digication as a Portfolio Creation platform?	Very Effective	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 100.00% 0.00%
	Effective	6 54.55% 46.15%	3 27.27% 13.04%	1 9.09% 4.35%	1 9.09% 11.11%	0 0.00% 0.00%	11 100.00% 13.10%
	Neither Effective nor Ineffective	2 9.09% 15.38%	7 31.82% 30.43%	4 18.18% 17.39%	4 18.18% 44.44%	5 22.73% 31.25%	22 100.00% 26.19%
	Ineffective	2 5.88% 15.38%	8 23.53% 34.78%	14 41.18% 60.87%	2 5.88% 22.22%	8 23.53% 50.00%	34 100.00% 40.48%
	Very Ineffective	3 17.65% 23.08%	5 29.41% 21.74%	4 23.53% 17.39%	2 11.76% 22.22%	3 17.65% 18.75%	17 100.00% 20.24%
	Total	13 15.48% 100.00%	23 27.38% 100.00%	23 27.38% 100.00%	9 10.71% 100.00%	16 19.05% 100.00%	84 100.00% 100.00%

Recommendations

In order for an interactive system to be successful, it is important to tailor that system to suit different sets of user needs. In order to expand its appeal to a wider range of users, Digication should look into specifics as to why those with average to above average coding skills do not find Digication to be an effective portfolio creation tool. Those findings will be vital to informing adjustments and improvements to the Digication site.

Finding 4

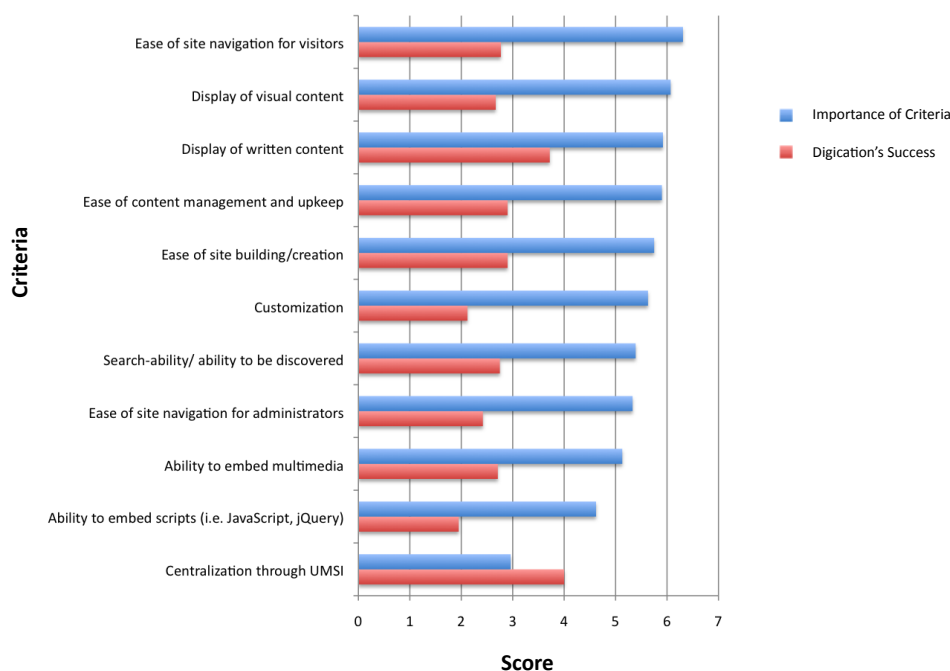
Users felt that Digication did not successfully meet their expectations regarding the top five criteria they identified to be most important when creating an online portfolio.

Evidence

On average, 92% of users surveyed responded that (starting from the most important) ease of site navigation for visitors, display of visual content, display of written content, ease of content management and upkeep, and ease of site building/creation were the top five most important criteria they considered when creating an online portfolio. However, an average of only 43% agreed that Digication succeeded in supporting those five criteria.

Criteria	Mean Score max score = 7 0 is not at all important; 7 is extremely important	% who indicated criteria as important (somewhat, very, and extremely important)	% who indicated Digication as successful in supporting that criteria (fair, good, very good)
Ease of site navigation for visitors	6.31	94%	40%
Display of visual content	6.07	94%	39%
Display of written content	5.92	94%	53%
Ease of content management & upkeep	5.9	92%	40%
Ease of site building/creation	5.75	86%	42%
		Average = 92%	Average = 43%

Importance Of Desired Criteria When Creating An Online Portfolio compared with Digication's Success In Supporting Those Criteria



Recommendations

Digication should first conduct research to identify specific user needs in regards to those top five identified criteria, and then assess Digication's successes and shortcomings in those areas to inform improvements within the site. It is highly recommended that Digication investigate each of the above eleven criteria, but should prioritize investigations and improvements that affect these crucial elements of successful online portfolios.

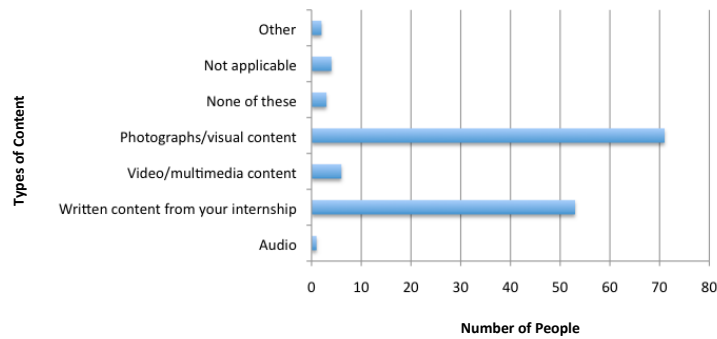
Finding 5

Visual content was identified as the most commonly uploaded type of content to users' Digication portfolios. However, more than half of those who uploaded visual content to Digication felt that Digication's ability to display visual content was unsatisfactory.

Evidence

When asked about the types of materials they uploaded to their portfolios (audio, written, video/multimedia, photography/visuals, none, or other) an overwhelming 86% of users indicated that they uploaded photographs and/or visual content, with written content following next at 64%. Due to the high percentage of users who indicated they uploaded visual content, it can be safely deduced that visuals are of vital importance to user created portfolios. Despite the importance of this faculty, of those users who upload visual content, only 42% identified Digication as successful in displaying visual content.

Number of Users who Uploaded Specific Types of Content to their Digication Portfolios



		How successful is Digication's online portfolio platform in providing the following? - Display of visual content						
		Very Good	Good	Fair	Neither Good nor Bad	Poor	Bad	Very Bad
What artifacts did you select to upload to your Digication online portfolio? (select all that apply)	Audio	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	1 100.00% 7.14%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.18%
	Written content from your internship	0 0.00% 0.00%	2 3.51% 50.00%	20 35.09% 66.67%	9 15.79% 64.29%	14 24.56% 82.35%	7 12.28% 58.33%	5 8.77% 62.50%
	Video/multimedia content	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	2 33.33% 14.29%	2 33.33% 11.76%	2 33.33% 16.67%	0 0.00% 0.00%
	Photographs/visual content	0 0.00% 0.00%	3 4.05% 75.00%	28 37.84% 93.33%	11 14.86% 78.57%	14 18.92% 82.35%	10 13.51% 83.33%	8 10.81% 100.00%
	None of these	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	2 66.67% 14.29%	1 33.33% 5.88%	0 0.00% 0.00%	0 0.00% 3.53%
	Not applicable	0 0.00% 0.00%	1 50.00% 25.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	1 50.00% 8.33%	0 0.00% 2.35%
	Other	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	1 50.00% 7.14%	0 0.00% 0.00%	0 0.00% 0.00%	1 50.00% 12.50%
	Total	0 0.00% 100.00%	4 4.71% 100.00%	30 35.29% 100.00%	14 16.47% 100.00%	17 20.00% 100.00%	12 14.12% 100.00%	8 9.41% 100.00%

Recommendations

Since visual artifacts are the most important type of content showcased in many users' portfolios, Digication should first identify areas of concern with the current way visual content is being shown by conducting interviews, surveys, and usability tests. Significant effort should then be put towards improving how Digication displays this visual content to meet the identified needs of users.

Discussion

Though the response rate to the survey was above 25% and the results provided sufficient information to answer our research questions, there are still limitations on the implications of these findings.

One of the questions also did not yield usable results because of unclear wording. “Of your time spent on Digication, please indicate a percentage of how much time was spent on each of the following tasks? Total must add up to 100.” Within the PEP coursework that utilizes Digication, assignments require that users both create an online portfolio and view and respond to other users’ work, so the three responses of “Developing content for your portfolio”, “Navigating the Digication website”, and “Fulfilling course requirements” are insufficiently distinct. The results are still compelling, but not usable.

Since we were trying to answer four distinct research questions covering the attitudes, behaviors, and characteristics of users, it can difficult within the scope of twenty questions to capture enough information on each of these topics to distill useful findings and recommendations. Further study of these individual capacities and comparisons is warranted.

Another possible constraint to this study was that there may have been response bias. For instance, students who were more dissatisfied with Digication and/or the PEP course might have been more eager to share their strong opinions on the subject. Another possible response bias was that students who felt more comfortable with the English language were more likely to respond to the survey, reducing the likelihood that the survey represented that segment of the student population who are international. Steps were taken in sampling to mitigate this possible bias.

Lastly, the student body and their demands on course management systems and portfolio creation platforms might well change as time goes on. This study necessarily reflects the experiences and opinions of past and current users, and is an imperfect predictor of future needs.

Conclusion

We were successfully able to draw a number of important findings from the survey. First, we discovered that a majority of users felt that the course management aspects of Digication were more effective than its online portfolio creation capabilities. It would be best to put efforts toward improving the portfolio creation side of the system before the course management aspects.

Next, most users did not perceive Digication as a portfolio creation platform. Creating more separation between the course management and portfolio creation sides of the website will result in clearer perceptions of Digication's purpose so that users may utilize the system more effectively. In addition, those who did not find Digication as an effective portfolio creation tool were largely those who possessed average to above average coding skills. Further research into this user group's dissatisfaction will provide information for making improvements to Digication.

More specifically, Digication fails to support users' top five most important criteria when it comes to creating an online portfolio. Conducting research regarding user needs for those criteria and assessing Digication's successes and shortcomings in those areas will be invaluable.

Finally, users were largely dissatisfied with Digication's abilities to display visual content, even though visual content was identified to be the most common type of artifact uploaded to users' portfolios. Significant effort should be directed towards improving this feature.

As previously noted, this report and its subsequent recommendations are subject to certain

limitations, particularly in regards to the limited number of questions the survey included in an attempt to inform several broad research goals. Further study into each of the proposed research questions is warranted. However, due to the sizable response rate, our data represents a realistic sampling of the UMSI student body who have experience using Digication, and these responses produced excellent data that will direct us in our future investigations.

Sources

Goodman, Elizabeth; Kuniavsky, Mike; Moed, Andrea (2012-09-01). Observing the User Experience: A Practitioner's Guide to User Research (Kindle Locations 5871-5872, 5899, 6019). Elsevier Science (reference). Kindle Edition.

Appendix A: Survey Questionnaire

This is a twenty question survey to assess the UMSI Digication platform.

Introduction

Q1. What was/is your specialization at the University of Michigan School of Information? (select all that apply)

- ☐ Archives and Records Management
- ☐ Community Informatics
- ☐ Health Informatics
- ☐ Human Computer Interaction
- ☐ Information Analysis and Retrieval
- ☐ Information Economics for Management
- ☐ Library and Information Science
- ☐ Preservation of Information
- ☐ School Library Media
- ☐ Social Computing
- ☐ Tailored
- ☐ Other

Q2. Please rate your level of comfort with writing any type of computer code.

- ☐ Poor
- ☐ Fair
- ☐ Good
- ☐ Very Good
- ☐ Excellent

Q3. How important do you view an online portfolio is for your professional career?

- ☐ Not at all Important
- ☐ Very Unimportant
- ☐ Somewhat Unimportant
- ☐ Neither Important nor Unimportant
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Extremely Important

Q4. How did you create your primary online portfolio?

- ☐ Behance
- ☐ Digication
- ☐ Blogger/ Google Sites
- ☐ Joomla
- ☐ Wix
- ☐ Self-created
- ☐ Weebly
- ☐ Wordpress
- ☐ Other
- ☐ Not Applicable

Q5. Please rate the following factors on level of importance for you when creating an online portfolio:

	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important
Customization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of content management and upkeep	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of visual content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of written content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed multimedia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for administrators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed scripts (i.e. JavaScript, jQuery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site building/creation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Centralization through UMSI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search-ability/ ability to be discovered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.

UMSI contracts with Digication (see Digication.com) to coordinate PEP course activities (reflections, readings, assignments, peer reviews, etc) and portfolio development. Students from Fall 2011 through the present have utilized this platform to complete these activities in conjunction with their internship. As a PEP course student, this site was accessed through the UMSI Intranet; alumni can continue to access the site and their portfolios at www.umichsi.digication.com.

Did you have an online portfolio before using Digication at UMSI?

- ☐ Yes
- ☐ No

Q7. How often have you visited or updated your Digication online portfolio since completing the PEP course?

- ☐ Never
- ☐ Less than Once a Year
- ☐ Once a Year
- ☐ 2-3 Times a Year
- ☐ Once a Month
- ☐ More Than Once a Month
- ☐ Not Applicable

Q8. How successful is Digication's online portfolio platform in providing the following?

	Very Good	Good	Fair	Neither Good nor Bad	Poor	Bad	Very Bad	Not Applicable
Customization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of content management and upkeep	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of visual content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of written content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed multimedia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for administrator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed scripts (i.e. JavaScript, jQuery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site building/creation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Centralization through UMSI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Search-ability/ ability to be discovered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. What level of effort would you say you invest(ed) in your Digication online portfolio?

- ☐ Little
- ☐ Some
- ☐ A lot

Q10. What artifacts did you select to upload to your Digication online portfolio? (select all that apply)

- ☐ Audio
- ☐ Written content from your internship
- ☐ Video/multimedia content
- ☐ Photographs/visual content
- ☐ None of these
- ☐ Not applicable
- ☐ Other

Q11. After creating your portfolio in Digication, how often did you share the link to your portfolio?

- ☐ Never
- ☐ One to five times
- ☐ Six to ten times
- ☐ Ten to twenty times
- ☐ More than twenty times

Q12. How willing would you be to develop your primary professional portfolio with Digication?

- ☐ No Chance
- ☐ Very Little Chance
- ☐ Some Chance
- ☐ Very Good Chance

Q13. How effective was Digication's course management module in allowing the following?

	Very Ineffective	Ineffective	Somewhat Ineffective	Neither Effective nor Ineffective	Somewhat Effective	Effective	Very Effective	Not Applicable
Interaction with peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing assignment details	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determining assignment status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction with Instructors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14. At your peak usage, how long do you think you spent working on Digication assignments each week?

- ☐ 6 hours or more a week

- ☐ 3-5 hours a week
- ☐ 1-2 hours
- ☐ Less than one hour

Q15. Of your time spent on Digication, please indicate a percentage of how much time was spent on each of the following tasks? Total must add up to 100.

Developing Content for your Portfolio	<input type="text" value="0"/>
Fulfilling Course Requirements	<input type="text" value="0"/>
Navigating the Website	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

Q16. When considering an ideal portfolio site or system to build a portfolio, what elements should this system contain?

Q17. What do you view as the primary purpose of Digication?

- ☐ Course management
- ☐ Online portfolio creation
- ☐ Both course management and online portfolio creation
- ☐ No primary purpose
- ☐ Not sure
- ☐ Other

Q18. How effective was Digication as a Portfolio Creation platform?

- ☐ Very Effective
- ☐ Effective
- ☐ Neither Effective nor Ineffective
- ☐ Ineffective
- ☐ Very Ineffective

Q19. How effective was Digication as a Course Management System?

- ☐ Very Ineffective
- ☐ Ineffective
- ☐ Neither Effective nor Ineffective

-
- ☐ Effective
 - ☐ Very Effective

Q20. What is your email address? This will only be used for entry into the \$40 Amazon gift card drawing.

Appendix B: Survey Results

My Report

Last Modified: 03/14/2013

1. What was/is your specialization at the University of Michigan School of Information? (select all that apply)

#	Answer	Bar	Response	%
1	Archives and Records Management		22	25%
2	Community Informatics		1	1%
3	Health Informatics		2	2%
4	Human Computer Interaction		35	39%
5	Information Analysis and Retrieval		8	9%
6	Information Economics for Management		4	4%
7	Library and Information Science		17	19%
8	Preservation of Information		12	13%
9	School Library Media		0	0%
10	Social Computing		1	1%
11	Tailored		5	6%
12	Other		8	9%

Tailored	Other
icdd	
icdd	
HI/HCI	
Content Strategy	
	Information Policy
	Information Policy
	Information Policy
	Information Policy
	Information Policy
	Information Policy
	Information Policy

Statistic	Value
Min Value	1
Max Value	12
Total Responses	89

2. Please rate your level of comfort with writing any type of computer code.

#	Answer	Bar	Response	%
1	Poor		15	17%
2	Fair		24	27%
3	Good		25	28%
4	Very Good		9	10%
5	Excellent		16	18%
	Total		89	

Statistic	Value
Min Value	1
Max Value	5
Mean	2.85
Variance	1.76
Standard Deviation	1.33
Total Responses	89

3. How important do you view an online portfolio is for your professional career?

#	Answer	Bar	Response	%
1	Not at all Important		4	4%
2	Very Unimportant		4	4%
3	Somewhat Unimportant		14	16%
4	Neither Important nor Unimportant		10	11%
5	Somewhat Important		24	27%
6	Very Important		16	18%
7	Extremely Important		17	19%
	Total		89	

Statistic	Value
Min Value	1
Max Value	7
Mean	4.82
Variance	2.81
Standard Deviation	1.68
Total Responses	89

4. How did you create your primary online portfolio?

#	Answer	Bar	Response	%
1	Behance	<div></div>	1	1%
2	Digication	<div></div>	32	36%
3	Blogger/ Google Sites	<div></div>	1	1%
4	Joomla	<div></div>	0	0%
5	Wix	<div></div>	2	2%
6	Self-created	<div></div>	24	27%
7	Weebly	<div></div>	1	1%
8	Wordpress	<div></div>	20	22%
9	Other	<div></div>	8	9%
10	Not Applicable	<div></div>	12	13%

Other
coded it by myself
HTML and CSS
Twitter Bootstrap
Tumblr
Google App Engine
GitHub
Coroflot
Twitter Bootstrap

Statistic	Value
Min Value	1
Max Value	10
Total Responses	89

5. Please rate the following factors on level of importance for you when creating an online portfolio:

#	Question	Not at all Important	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Extremely Important	Total Responses	Mean
1	Customization	0	2	1	5	31	31	19	89	5.63
2	Ease of content management and upkeep	0	2	1	3	15	41	27	89	5.94
3	Ease of site navigation for visitors	0	2	0	3	9	24	51	89	6.31
4	Display of visual content	0	2	0	3	12	38	34	89	6.09
5	Display of written content	0	2	0	3	19	39	26	89	5.92
6	Ability to embed multimedia	0	3	6	15	29	26	10	89	5.11
7	Cost effectiveness	0	2	1	17	21	29	19	89	5.47
8	Ease of site navigation for administrators	1	3	1	13	26	29	16	89	5.37
9	Ability to embed scripts (i.e. JavaScript, jQuery)	4	4	12	21	20	19	9	89	4.60
10	Ease of site building/creation	0	2	4	7	16	34	26	89	5.73
11	Centralization through UMSI	22	16	16	18	14	3	0	89	2.94
12	Search-ability/ ability to be discovered	1	3	1	14	29	18	23	89	5.39

Statistic	Customization	Ease of content management and upkeep	Ease of site navigation for visitors	Display of visual content	Display of written content	Ability to embed multimedia	Cost effectiveness	Ease of site navigation for administrators	Ability to embed scripts (i.e. JavaScript, jQuery)	Ease of site building/creation	Centralization through UMSI	Search-ability/ ability to be discovered
Min Value	2	2	2	2	2	2	2	1	1	2	1	1
Max Value	7	7	7	7	7	7	7	7	7	7	6	7
Mean	5.63	5.94	6.31	6.09	5.92	5.11	5.47	5.37	4.60	5.73	2.94	5.39
Variance	1.12	1.08	1.08	1.01	1.01	1.49	1.41	1.60	2.38	1.49	2.33	1.79
Standard Deviation	1.06	1.04	1.04	1.01	1.00	1.22	1.19	1.26	1.54	1.22	1.53	1.34
Total Responses	89	89	89	89	89	89	89	89	89	89	89	89

6. UMSI contracts with Digication (see Digication.com) to coordinate PEP course activities (reflections, readings, assignments, peer reviews, etc) and portfolio development. Students from Fall 2011 through the present have utilized this platform to complete these activities in conjunction with their internship. As a PEP course student, this site was accessed through the UMSI Intranet; alumni can continue to access the site and their portfolios at www.umichsi.digication.com. Did you have an online portfolio before using Digication at UMSI?

#	Answer	Bar	Response	%
1	Yes		34	38%
2	No		55	62%
	Total		89	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.62
Variance	0.24
Standard Deviation	0.49
Total Responses	89

7. How often have you visited or updated your Digication online portfolio since completing the PEP course?

#	Answer	Bar	Response	%
1	Never		59	66%
2	Less than Once a Year		6	7%
3	Once a Year		10	11%
4	2-3 Times a Year		4	4%
5	Once a Month		4	4%
6	More Than Once a Month		0	0%
7	Not Applicable		6	7%
	Total		89	

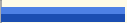


Statistic	Value
Min Value	1
Max Value	7
Mean	2.01
Variance	3.08
Standard Deviation	1.75
Total Responses	89

8. How successful is Digication's online portfolio platform in providing the following?

#	Question	Very Good	Good	Fair	Neither Good nor Bad	Poor	Bad	Very Bad	Total Responses	Mean
1	Customization	0	4	17	14	20	11	18	84	4.85
2	Ease of content management and upkeep	1	10	21	15	20	8	5	80	4.09
3	Ease of site navigation for visitors	1	9	23	15	16	6	10	80	4.18
4	Display of visual content	0	4	30	14	16	12	8	84	4.31
5	Display of written content	1	14	31	20	6	5	7	84	3.70
6	Ability to embed multimedia	0	4	16	19	8	8	5	60	4.25
7	Ease of site navigation for administrator	0	7	19	13	13	11	13	76	4.54
8	Ability to embed scripts (i.e. JavaScript, jQuery)	0	1	5	13	4	9	9	41	5.02
9	Ease of site building/creation	4	6	26	18	13	7	10	84	4.08
10	Centralization through UMSI	9	27	15	24	4	1	2	82	2.98
11	Search-ability/ ability to be discovered	2	5	14	21	16	6	6	70	4.23

Statistic	Customization	Ease of content management and upkeep	Ease of site navigation for visitors	Display of visual content	Display of written content	Ability to embed multimedia	Ease of site navigation for administrator	Ability to embed scripts (i.e. JavaScript, jQuery)	Ease of site building/creation	Centralization through UMSI	Search-ability/ ability to be discovered
Min Value	2	1	1	2	1	2	2	2	1	1	1
Max Value	7	7	7	7	7	7	7	7	7	7	7
Mean	4.85	4.09	4.18	4.31	3.70	4.25	4.54	5.02	4.08	2.98	4.23
Variance	2.40	2.11	2.48	2.10	2.14	1.92	2.65	2.17	2.61	1.78	2.06
Standard Deviation	1.55	1.45	1.57	1.45	1.46	1.39	1.63	1.47	1.61	1.33	1.44
Total Responses	84	80	80	84	84	60	76	41	84	82	70

9. What level of effort would you say you invest(ed) in your Digication online portfolio?

#	Answer	Bar	Response	%
1	Little		36	42%
2	Some		44	51%
3	A lot		6	7%
	Total		86	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.65
Variance	0.37
Standard Deviation	0.61
Total Responses	86

10. What artifacts did you select to upload to your Digication online portfolio? (select all that apply)

#	Answer	Bar	Response	%
1	Audio		1	1%
2	Written content from your internship		56	65%
3	Video/multimedia content		6	7%
4	Photographs/visual content		73	85%
5	None of these		3	3%
6	Not applicable		4	5%
7	Other		2	2%

Other
PDF
Deliverables like interaction maps

Statistic	Value
Min Value	1
Max Value	7
Total Responses	86

11. After creating your portfolio in Digication, how often did you share the link to your portfolio?

#	Answer	Bar	Response	%
1	Never		70	81%
2	One to five times		16	19%
3	Six to ten times		0	0%
4	Ten to twenty times		0	0%
5	More than twenty times		0	0%
	Total		86	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.19
Variance	0.15
Standard Deviation	0.39
Total Responses	86

12. How willing would you be to develop your primary professional portfolio with Digication?

#	Answer	Bar	Response	%
27	No Chance		48	56%
28	Very Little Chance		30	35%
29	Some Chance		7	8%
30	Very Good Chance		1	1%
	Total		86	





Statistic	Value
Min Value	27
Max Value	30
Mean	27.55
Variance	0.49
Standard Deviation	0.70
Total Responses	86

13. How effective was Digication's course management module in allowing the following?

#	Question	Very Ineffective	Ineffective	Somewhat Ineffective	Neither Effective nor Ineffective	Somewhat Effective	Effective	Very Effective	Not Applicable	Total Responses	Mean
1	Interaction with peers	5	14	15	15	22	6	3	6	86	4.10
2	Accessing assignment details	3	6	17	13	20	18	6	3	86	4.56
3	Determining assignment status	3	11	9	13	21	20	5	4	86	4.60
4	Interaction with Instructors	5	9	12	21	17	9	5	8	86	4.43

Statistic	Interaction with peers	Accessing assignment details	Determining assignment status	Interaction with Instructors
Min Value	1	1	1	1
Max Value	8	8	8	8
Mean	4.10	4.56	4.60	4.43
Variance	3.34	2.77	3.04	3.57
Standard Deviation	1.83	1.66	1.74	1.89
Total Responses	86	86	86	86

14. At your peak usage, how long do you think you spent working on Digication assignments each week?

#	Answer	Bar	Response	%
1	6 hours or more a week		6	7%
2	3-5 hours a week		33	38%
3	1-2 hours		36	42%
4	Less than one hour		11	13%
	Total		86	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.60
Variance	0.64
Standard Deviation	0.80
Total Responses	86

15. Of your time spent on Digication, please indicate a percentage of how much time was spent on each of the following tasks? Total must add up to 100.

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Developing Content for your Portfolio	0.00	80.00	28.04	18.17
2	Fulfilling Course Requirements	10.00	100.00	56.56	20.97
3	Navigating the Website	0.00	60.00	15.40	12.39

16. When considering an ideal portfolio site or system to build a portfolio, what elements should this system contain?

Text Response
be less funky
Good CMS interface, ability to get at the code if necessary
Customizability & extensability (and ability to map to a personal domain). Needs will vary tremendously from person to person. We should be allowed to choose which system best meets our particular needs (and perhaps given guidance or assistance on this front) rather than duplicating effort between Digication & primary portfolio.
instution of use
It should be aesthetically pleasing and able to display the content I need to display.
Ideally, a portfolio system would have many free beautiful templates so that you could display text and images in a way that was graphically pleasing and professional; also, it should be easy to create an information architecture that is intuitive (ie through menu placement, labels, etc) without a lot of effort.
Ease of use, ability to be customized, ease of navigation.
a "portfolio image" view that is filterable, a meta info view for every portfolio item in addition to text sections, the ability to do modal image galleries
templates
High levels of customization - I don't want my profile to look like everyone's!
customizability? SEO? design freedom? no funky-ness
ease of use and customizable features
very structured in terms of CMS, flexible themes
Easy interface
Very high level of control/customization, good aesthetics and visual design, easy to use and not unnecessarily complex
For me, extreme customizability is by far the most important.
This is an awfully broad question. End-user experience is the #1 issue, though, since my website is one of the first places that prospective employers go to learn information about me. It should be really flexible, allow for lots of different content, and be easy to make navigatable and visually appealing.
.
Plain text editor and VERY light framework. Preferably free software and also used elsewhere.
Images and videos
easy customization, ability to upload multimedia easily
ease of use, range of customizability from zero (LinkedIn-style portfolio option) to max (web-server-like portfolio option)
ease of navigation for administrator and site visitors
Good customization options and ease of upkeep
easy to use.
easy of use, embediness, ease of development and deployment
Organization
No comment
Fewer number of clicks to be able to customize content. Drag and drop feature.
For HCI folk: Is the design clean, is there filtering for projects, can you easily navigate between projects?
Customizable layout, embed multimedia, HTML5/js apps
Ability to export to own domain name, FTP access, CPanel access, PHPmyadmin access, control over server environment (can you tell I'm a web developer?)
As customizable as possible, ability to set up templates for types of pages, opportunity to use code or GUI, flexibility, ability to use with own domain name
projects, resume, contact info, about me
Known by public
Easy back-end administration.
Customization and personalization. At least should let users to customized the url.
Easy to navigate for visitors and owner, easy to personalize, easy to upload information to.
templates that can be easily customized, inexpensive hosting, inexpensive domain name purchase, lots of customization without the need to code
easy to use and meet my requirement
Keeping a close eye on the "USER EXPERIENCE". This cannot be understated - We are an information school with an HCI specialization. If we have a poor UX experience for those outsiders visiting portfolios, it will reflect poorly on the school as a whole.
Tough to answer...
better appearance, more customization so everything doesn't look the same (like a school assignment)
Customization
Good security measures, information controlled and owned by the student (not by a third party whose services we are forced to use), easy to access and navigate by visitors, good customizability options without being overwhelming
framework, ability to customize
the site should be quick to build and easy to customize and maintain
A good CMS on the back and a framework that I can customize however I want on the front: my own templates, CSS if necessary, etc.

should be easy to update, communicate your style and present the information elegantly	
A variety of templates	
The ability to create my own portfolio using my own URL. I just think it's looks more professional if I have my own URL as opposed to something.digication.com. Also, there really doesn't appear to be a way to "really" hard-core customize the site as in change the HTML behind the site. As a complete solution though, I would look for the ability to build multiple pages, the ability to easily insert Javascript elements (pop-outs, carousels, etc...) in a WYSIWYG fashion (i.e. without coding). The course just had us create a site for a particular project, with subpages for different elements of the project, and not a whole portfolio of ALL the projects we did.	
Very simple admin user interface to post content, modify content, etc.	
Clear navigation and labeling.	
No due.	
Capabilities to customize HTML, CSS, etc.; capabilities to embed different media types, incl. PDFS; Secure contact form; General structure that makes it easy to assign tags/groupings to different project artifacts or experiences	
The use of it should be intuitive; as in, it should be clear how you should use it and the way that you intend to use it match the tools available. You choose the portfolio that matches that you need a portfolio to do	
clear and simple navigation	
Ease of use and navigation	
I am not certain	
I honestly don't know. I've been struggling with this question for a long time. I think the only thing I can say is it has to be versatile. That's the only way one system can meet the needs of all the different specializations.	
Customization. You want your portfolio to be unique, interesting, and reflect your personality; not mimic everyone else.	
Simplicity.	
Ideally, it should allow easy customization for the more advanced who know what they want to do, as well as more assistance for more novice users.	
Easy to customize	
Vibrant community of contributors, clear documentation for customization/theme options	
ease of use	
A blank canvas from which I can craft my pièce de résistance	
customizability, ability to embed external elements, javascript/jquery support, easy access to edit CSS	
easy switch to preview	
Nice visual templates	
Simple interface, ability to use pre-existing widgets, highly customizable with diverse templates to help you get started	
Easy administration and navigation, nice display and customization of content	
A smooth navigation experience is very much required. Digication fails to communicate it's value as an organizational content management system. Features like embedding multimedia should be included and highlighted. Also formatting features of the content are very limited. I couldn't figure out how I can make my site different than others even after paying attention to the system.	
Easy navigation	
good navigation	
easy to update, navigate, and find	
nothing	
Not interested in a portfolio site; I've created one only for the purposes of PEP and have no plans on using it after the completion of SI.	
It should be flexible and engender creativity, but also be reasonably easy-to-use.	
Ability to customize and be aesthetically pleasing to everyone including accessibility when designing.	
ability to customize and display information easily and have unique template options and ability to customize the domain name.	
Able to upload all types of media and be able to view them without flaw	
easy to build, navigate and embed content.	
I think building one from scratch or utilizing a CMS is the best course of action... it's the most flexible.	
Statistic	Value
Total Responses	84

Distribution statistics

31.5% customization







18.5% aesthetics

16.3% navigation

9.8% ability to code

9.8% ease of use





17. What do you view as the primary purpose of Digication?

#	Answer	Bar	Response	%
1	Course management		47	56%
2	Online portfolio creation		4	5%
3	Both course management and online portfolio creation		14	17%
4	No primary purpose		3	4%
5	Not sure		12	14%
6	Other		4	5%
	Total		84	

Other
PEP requirement
Grading.
To complete what was required of me
fulfilling course reqs

Statistic	Value
Min Value	1
Max Value	6
Mean	2.30
Variance	2.86
Standard Deviation	1.69
Total Responses	84

18. How effective was Digication as a Portfolio Creation platform?

#	Answer	Bar	Response	%
1	Very Effective		0	0%
2	Effective		11	13%
3	Neither Effective nor Ineffective		22	26%
4	Ineffective		34	40%
5	Very Ineffective		17	20%
	Total		84	

Statistic	Value
Min Value	2
Max Value	5
Mean	3.68
Variance	0.90
Standard Deviation	0.95
Total Responses	84

19. How effective was Digication as a Course Management System?

#	Answer	Bar	Response	%
1	Very Ineffective		7	8%
2	Ineffective		17	20%
3	Neither Effective nor Ineffective		18	21%
4	Effective		36	43%
5	Very Effective		6	7%
	Total		84	

Statistic	Value
Min Value	1
Max Value	5
Mean	3.20
Variance	1.22
Standard Deviation	1.11
Total Responses	84

Appendix C: Pilot Survey

Q1 What was/is your specialization at the University of Michigan School of Information? (select all that apply)

- ☐ Archives and Records Management (1)
- ☐ Community Informatics (2)
- ☐ Health Informatics (3)
- ☐ Human Computer Interaction (4)
- ☐ Information Analysis and Retrieval (5)
- ☐ Information Economics for Management (6)
- ☐ Library and Information Science (7)
- ☐ Preservation of Information (8)
- ☐ School Library Media (9)
- ☐ Social Computing (10)
- ☐ Tailored (11) _____
- ☐ Other (12) _____

Q2 Please rate your level of comfort with writing any type of computer code.

- ☐ Poor (1)
- ☐ Fair (2)
- ☐ Good (3)
- ☐ Very Good (4)
- ☐ Excellent (5)

Q3 How important do you view an online portfolio is for your professional career?

- ☐ Not at all Important (1)
- ☐ Very Unimportant (2)
- ☐ Neither Important nor Unimportant (3)
- ☐ Very Important (4)
- ☐ Extremely Important (5)

Q4 How did you create your primary online portfolio?

- ☐ Behance (1)
- ☐ Digication (2)
- ☐ Blogger/ Google Sites (3)
- ☐ Joomla (4)
- ☐ Wix (5)
- ☐ Self-created (6)
- ☐ Weebly (7)
- ☐ Wordpress (8)
- ☐ Other (9) _____
- ☐ Not Applicable (10)

Q5 Please rate the following factors on level of importance for you when creating an online portfolio:

	Not at all Important (1)	Very Unimportant (2)	Somewhat Unimportant (3)	Neither Important nor Unimportant (4)	Somewhat Important (5)	Very Important (6)	Extremely Important (7)
Customization (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of content management and upkeep (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for visitors (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of visual content (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of written content (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed multimedia (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost effectiveness (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for administrators (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed scripts (i.e. JavaScript, jQuery) (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site building/creation (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 UMSI contracts with Digication (see Digication.com) to coordinate PEP course activities (reflections, readings, assignments, peer reviews, etc) and portfolio development. Students from Fall 2011 through the present have utilized this platform to complete these activities in conjunction with their internship. As a PEP course student, this site was accessed through the UMSI Intranet; alumni can continue to access the site and their portfolios at www.umichsi.digication.com. Did you have an online portfolio before using Digication at UMSI?

- ☐ Yes (1)
- ☐ No (2)

Q7 How often have you visited or updated your Digication online portfolio since completing the PEP course?

- ☐ Never (1)
- ☐ Less than Once a Year (2)
- ☐ Once a Year (3)
- ☐ 2-3 Times a Year (4)
- ☐ Once a Month (5)
- ☐ More Than Once a Month (6)
- ☐ Not Applicable (7)

Q8 What types of assisting resources did you see as useful when creating your Digication online portfolio? (select all that apply)

- ☐ Classmate (1)
- ☐ Digication.com (2)
- ☐ UMSI staff (3)
- ☐ Youtube (4)
- ☐ Other (5) _____
- ☐ None (6)

Q9 How successful is Digication's online portfolio platform in providing the following?

	Very Good (1)	Good (2)	Fair (3)	Neither Good nor Bad (4)	Poor (5)	Bad (6)	Very Bad (7)	Not Applicable (8)
Customization (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of content management and upkeep (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for visitors (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of visual content (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display of written content (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed multimedia (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site navigation for administrator (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to embed scripts (i.e. JavaScript, jQuery) (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of site building/creation (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 What level of effort would you say you invest(ed) in your Digication online portfolio?

- ☐ Little (1)
- ☐ Some (2)
- ☐ A lot (3)

Q11 What artifacts did you select to upload to your Digication online portfolio? (select all that apply)

- ☐ Audio (1)
- ☐ Written content from your internship (2)
- ☐ Video/multimedia content (3)
- ☐ Photographs/visual content (4)
- ☐ None of these (5)
- ☐ Not applicable (6)
- ☐ Other (7) _____

Q12 After creating your portfolio in Digication, how often did you share the link to your portfolio?

- ☐ Never (1)
- ☐ One to five times (2)
- ☐ Six to ten times (3)
- ☐ Ten to twenty times (4)
- ☐ More than twenty times (5)

Q13 How willing would you be to develop your primary professional portfolio with Digication?

- ☐ No Chance (27)
- ☐ Very Little Chance (28)
- ☐ Some Chance (29)
- ☐ Very Good Chance (30)

Q14 How effective was Digication's course management module in the following the following?

	Very Ineffective (1)	Ineffective (2)	Somewhat Ineffective (3)	Neither Effective nor Ineffective (4)	Somewhat Effective (5)	Effective (6)	Very Effective (7)	Not Applicable (8)
Interaction with peers (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing assignment details (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determining assignment status (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interaction with Instructors (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 At your peak usage, how long do you think you spent working on Digication assignments each week?

- ☐ 6 hours or more a week (1)
- ☐ 3-5 hours a week (2)
- ☐ 1-2 hours (3)
- ☐ Less than one hour (4)

Q16 Of your time spent on Digication, please indicate a percentage of how much time was spent on each of the following tasks? Total must add up to 100

- _____ Developing Content for your Portfolio (1)
- _____ Fulfilling Course Requirements (2)
- _____ Navigating the Website (3)

Q17 When considering an ideal portfolio site or system to build a portfolio, what elements should this system contain?

Q18 What do you view as the primary purpose of Digication?

- ☐ Course management (1)
- ☐ Online portfolio creation (2)
- ☐ Both course management and online portfolio creation (3)
- ☐ No primary purpose (4)
- ☐ Not sure (5)
- ☐ Other (6) _____

Q19 How effective was Digication as a Portfolio Creation platform?

- ☐ Very Effective (1)
- ☐ Effective (2)
- ☐ Neither Effective nor Ineffective (3)
- ☐ Ineffective (4)
- ☐ Very Ineffective (5)

Q20 How effective was Digication as a Course Management System?

- ☐ Very Ineffective (1)
- ☐ Ineffective (2)
- ☐ Neither Effective nor Ineffective (3)
- ☐ Effective (4)
- ☐ Very Effective (5)

Q21 What is your email address? This will only be used for entry into the \$40 Amazon gift card drawing.