

BRANDA

UX Upgrade Plan

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What is UX?

UX STANDS FOR USER EXPERIENCE.

"The overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use." (Oxford Dictionary)



Why is UX important?

UX ALLOWS THE TECHNOLOGY TO ACTUALLY BE USED, AND USED EASILY AND EFFICIENTLY.

User experience puts the human factor into it, and it is what helps make products to be accommodated for users to use.





Plan^{*}

*this plan is very
much open to
suggestions/critique!

1– Requirements Gathering

HELPS TO UNDERSTAND THE USER, WHAT THEIR GOALS ARE, AND WHAT THE CURRENT PRACTICES ARE

1) Survey

2) Usability testing based on features mentioned (~10-15 ppl)

- Ask to complete a task (# of tasks depend on survey)
- record how user interacted with the system, how many clicks, how long it took(time stamps?)
- (can probably find a software)
- display data of usability testing



1- Requirements Gathering cont.

3) Focus Group during research phase (5-10 people) - *if needed

- Tell people to come with any grievances?
- Schedule:
 - Creative Exercise, discussion questions, closed card sorting, split-up group activity, wrap up

afterwards-

- Create user personas (2)
- Use cases
- Hypothesis generation *if needed



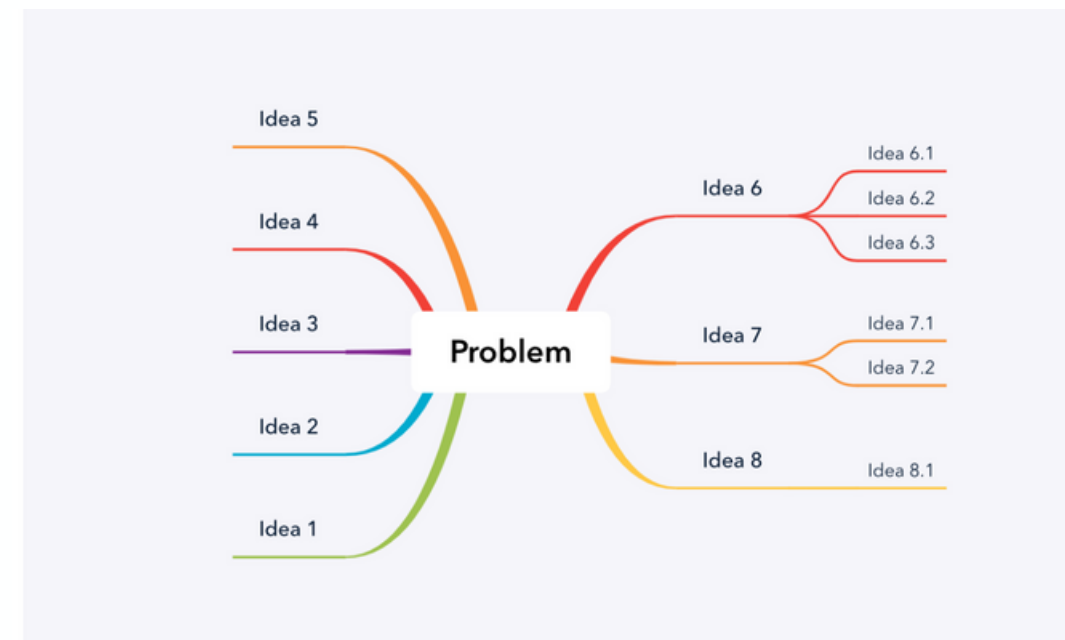
2- Ideation

ORGANIZING, IDEATION AND BRAINSTORMING

1) Affinity map session to see how thoughts are organized *if needed

2) Mind map for each feature/problem

3) Evaluation Matrix to prioritize problems and see time frame

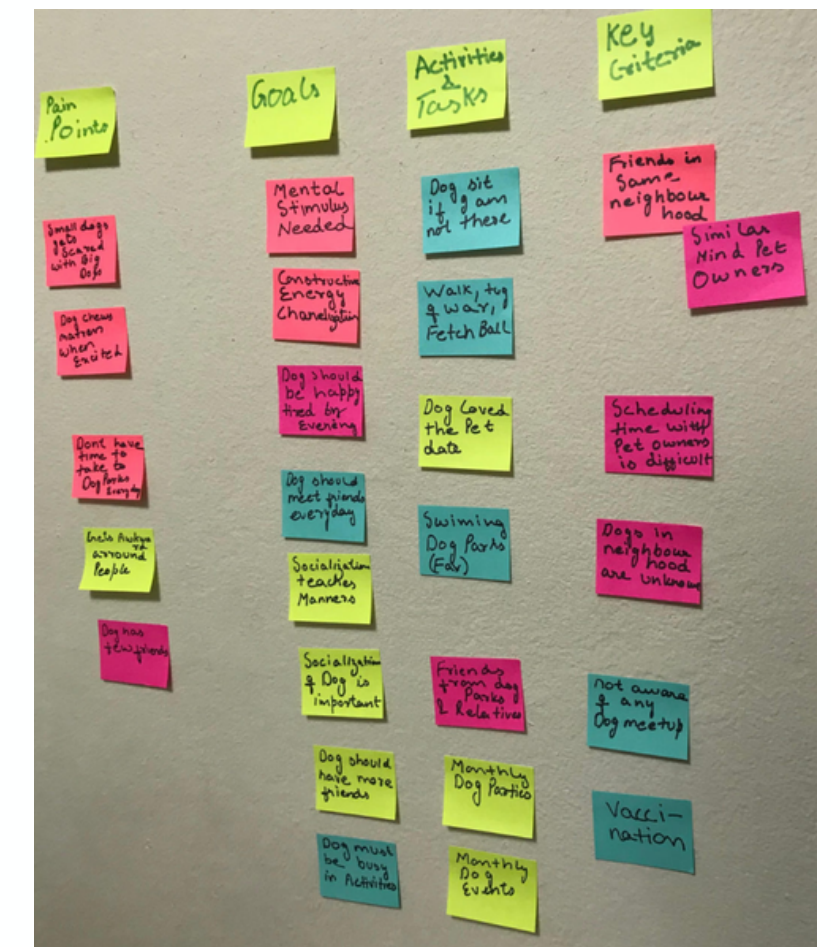


TOOLS | EVALUATION MATRIX

VALUE

COMPLEXITY

sdt | www.servicedesigntools.org



3- Prototyping

TECHNIQUES FOR MODELING THE NOVEL DESIGNS BEFORE A FINAL VERSION IS PRODUCED

1) Some quick storyboards - simple figures to show small story or sequence of events



2) Low fidelity prototype

- Concept walkthrough of prototype with team, go back into brainstorming + fix prototype from feedback

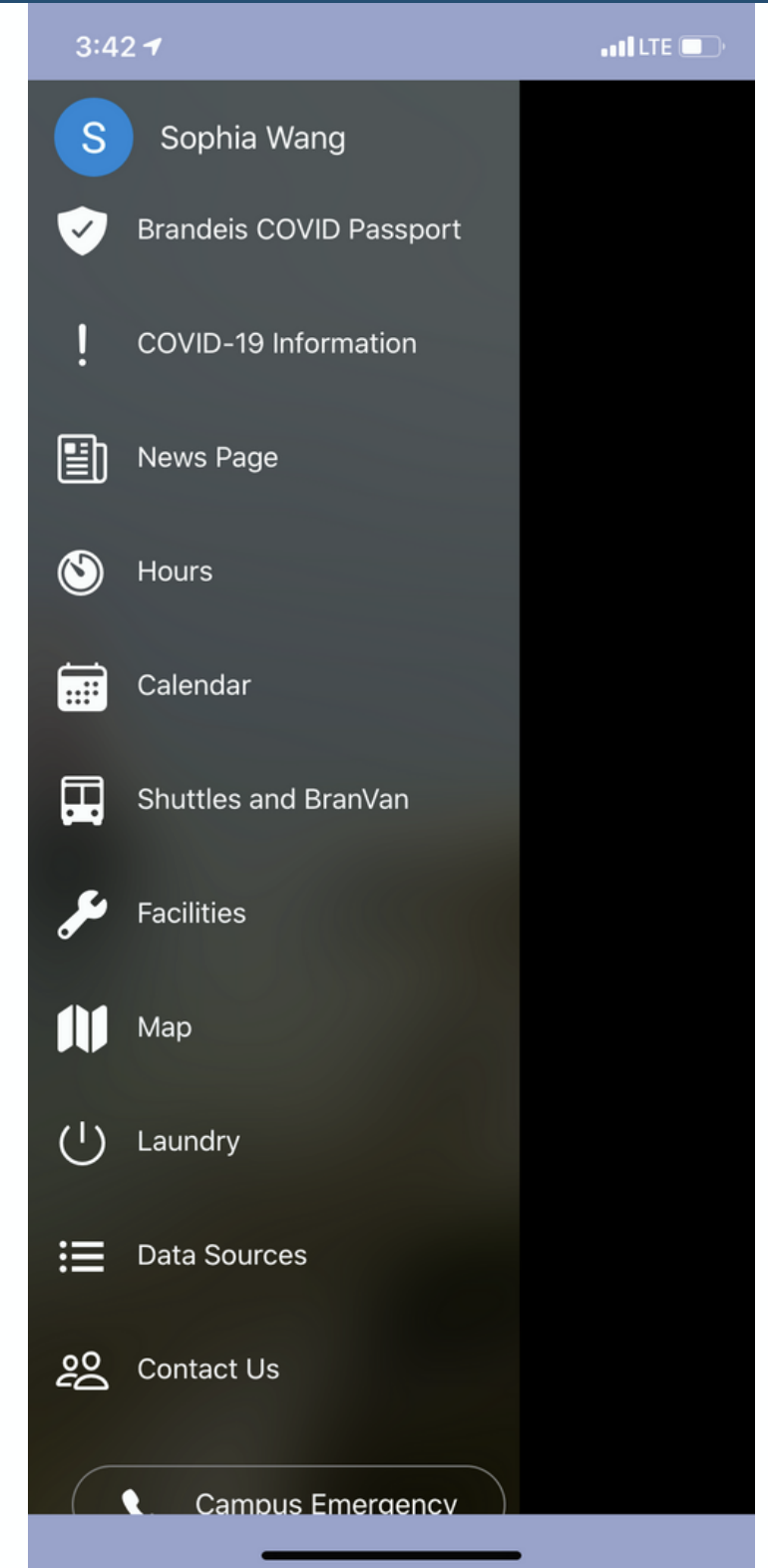
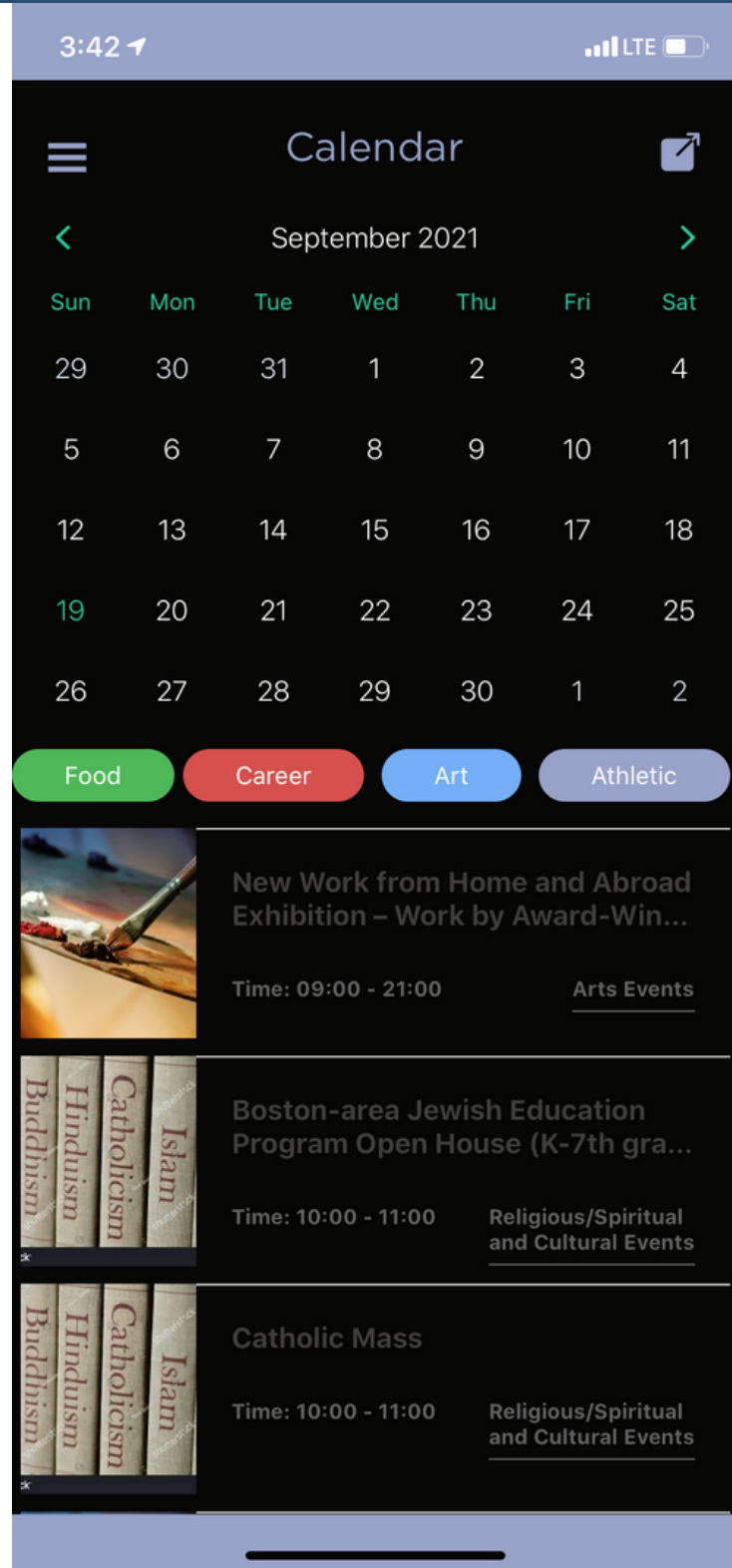
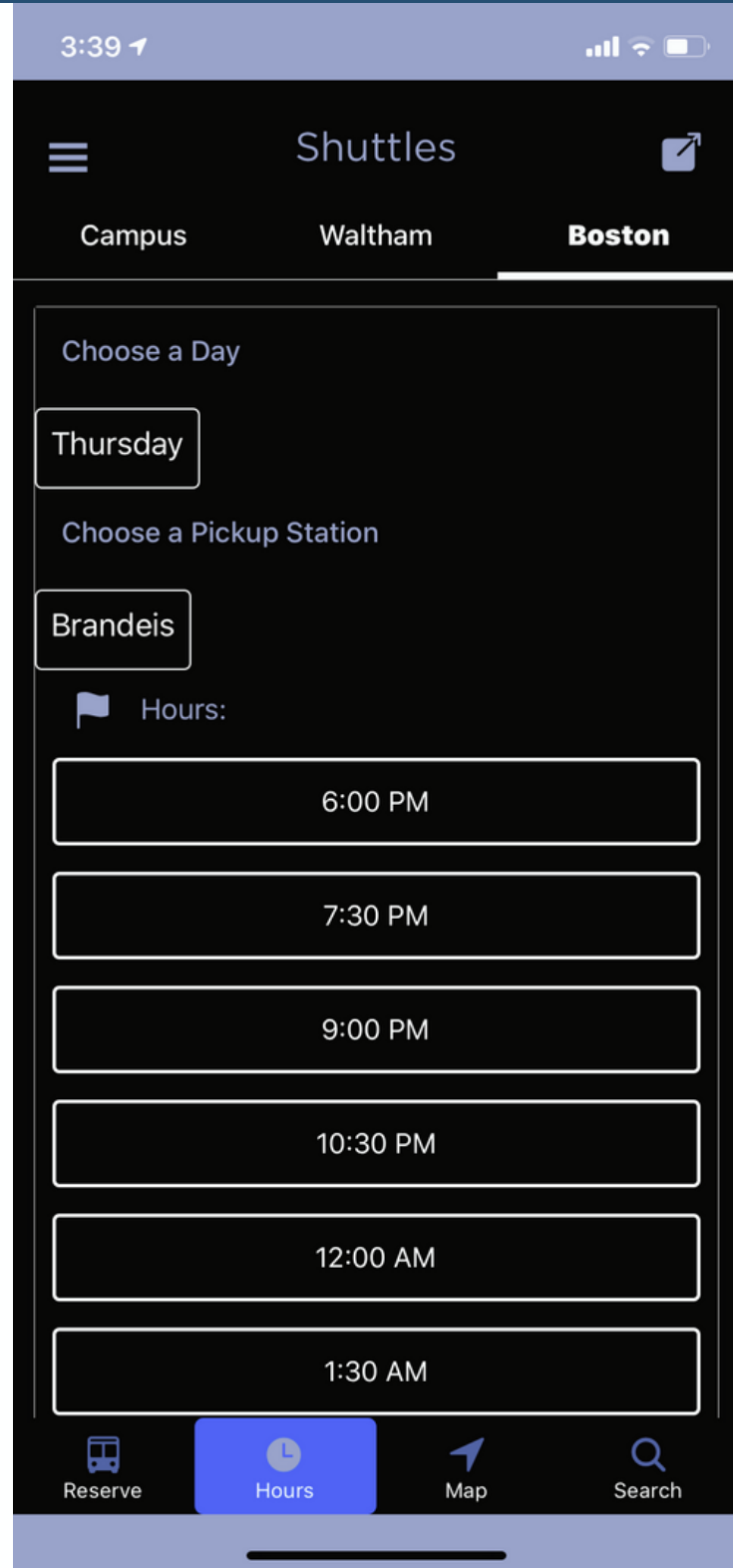
4) High fidelity prototype on Figma

4– Evaluation

A SET OF TECHNIQUES FOR ASCERTAINING THAT THE DESIGN MEETS THE NEEDS OF THE USER

- 1) Focus group to test working prototype
- 2) Perform usability testing again
- 3) Interview to see if there is any more feedback *if needed
- 4) Repeat - go back to steps needed





Some features might take a long time to fix

The information from this research about possible improvements will be valuable to have, regardless of when the Branda team can carry these features out or how big or small the redesign is

- It is still good to know what can be fixed, and good for the long run

Possible Challenges

Funding

In order to get students to participate in interviews, surveys, etc, we might need compensation for them.

If you have any ideas, fellowships to apply for, places I can get funding, please let me know!

Timing

Currently, I am not sure how long these plan/processes will take

- I mentioned that I would rank by importance, but when getting info from Brandeis admin about making changes, I am not sure how tight those deadlines will be, and if there will be enough time for me to make adequate discovery+changes

Thank you!

Questions, feedback, ideas, offers to help out, are very welcome and appreciated! :-)