

DaVinci Overview

At MassArt there are only two core websites that are needed by every student that is enrolled; Gmail and DaVinci. Now DaVinci is the web portal that students and teachers use to find out informations about; class they need to attend, how many credits they have, their grades, and most importantly signing up for classes. There are a few more features that student has access to but they are not used very often. Considering that this is one of the most important website that is used frequently by students, it should be one of the best maintain sadly it is not. Thus we have chosen to research more about it and redesign it so that it not only fits better with MassArt Identity and Design but is more user friendly.

The Test

The group of three goals was to test four people each; one that was a MassArt student but from a different major, one that was not from MassArt, and then the two partners. The test was to have each person sign in, find the Academic Evaluation and finally sign out. The way the test was set up was that each researcher was supposed to use a set of 8 IDEO Methods of research on the interviewee and at the end the interviewee would critique the site.

8 Methods of Research

ASK

Extreme user test- Identify individuals who are extremely familiar or completely unfamiliar with the product and ask them to evaluate their experience

Questionnaire- Ask a series of targeted question in order to ascertain particular characteristic and perception of users

LEARN

Activity Analysis- List or represent in detail all task, action, objects, performers, and interaction in a process

Error Analysis- List all the things that can and do go wrong and see how they influence your experience

LOOK

Fly on Wall- Observe and record behavior within context, without interfering with people's activities

Behavior Mapping- Track the position and movements of people within a space over time

TRY

Try it Myself- Use the product or prototype you are designing

Scenario Testing- Show users a series of cards depicting possible future scenarios and invite them to share their reaction

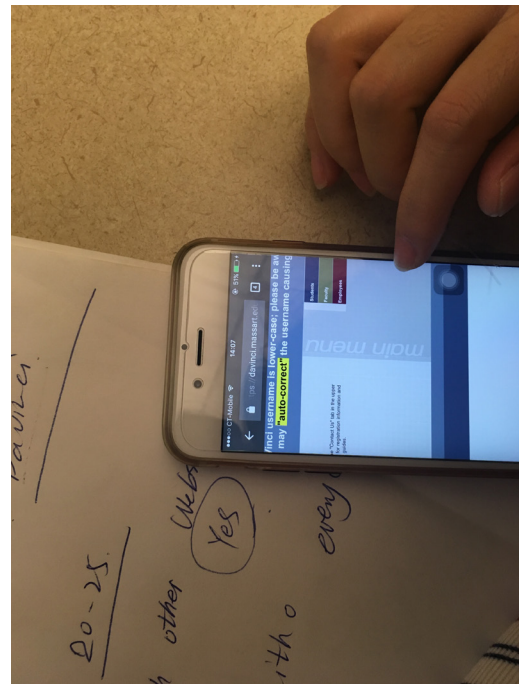
Group Research

Each member took turn going through the test of finding the Program Evaluation at the end there was a consist response. Everyone had a problem with the overall hierarchy and not having enough contrast. As the interviews got deeper we realized that we each realized something that the other members were not aware of. Alex found that once reaching the main screen of DaVinci there was a button that said help. Yet once the button was pressed it brought the site to return to the opening screen without any answers or tutorial on the website. Jiayi noticed that depending what wifi a person used the website would not load. I noticed that if a person used the website on their phone website would say auto-correct on the screen as it tried to readjust itself.

Test Users

Test User 1 -Joanne Ruan

Joanne Ruan is a junior in the Illustration major from the school meaning she is very familiar with DaVinci set up. Using the 8 Methods chosen by my group to research Joanne result was fairly easy. I honestly could be just a fly on the wall but that did not stop her from commenting. One of her comments was "why is this site so ugly?" Which I honestly could not blame her for. As a Illustrator she wanted the website to be more visual appealing. She hate that the Evaluation page she believed that the chart format was not working for the website advantage and that there was just not enough hierarchy and contrast.



Test User 2- Matt DiFeo

Matt DiFeo has a background in business and has never seen or used DaVinci though. As a new user it was a bit more difficult using all 8 Methods on him especially for *Fly on the Wall*. The beginning was a bit rougher due to the fact that I could not tell him he had to go on student to move on the next screen. Even when he moved on his frustration continue with the lack of interesting design and having the website layout be unclear, confusing, and just not appealing what so ever. Having him use the website through the phone made him worse and actually woke his anxiety a bit.

Summary

DaVinci has many problems but once all the research was done I realized that the overall issue were:

- *No Hierarchy
- *No guidance
- *No Contrast
- *Shows no MasssArt Identity
- *Confusion
- *Not user friendly
- *Not Visually Appealing
- *Just no clarity whatsoever.

Solution

DaVinci is truly meant to be a computer website the site works best if it is being seen on a computer screen. It needs a better navigation system to making getting to the Program Evaluation page a lot simpler primarily for the time that student need quick access so they can sign up for classes. When sign up for classes a student has to be quick they have to immediate see what classes they need and be able to tell what is important and what they can filter out. The new site needs to look as if it belongs to MassArt, a site that the students would be proud to have. It still needs the basic necessity such as filtering, sorting, searching, dashboards,

Inspiration

