Da Vinci User Report

Designed By Wendy Umana

Table of Context

What is Da Vinci?

At MassArt there are two core websites that are used by the students on a daily basis; Gmail and Da Vinci. Now Da Vinci is the web portal that students and teachers use to find information about their personal account as they attend school. The website holds links to; class they need to attend, how many credits they have,their progress towards a degree, 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 for students it would be assumed that it is also one of the most well maintained, sadly that is not the case. For this reason Da Vinci was chosen to be redesign so that it not only fits better with MassArt Identity but is more user friendly.

How was Da Vinci Tested

Goals

The goal of the redesign is to make Da Vinci more user friendly while having it fit into the MassArt identity.

The Test

The test given for Da Vinci was started with each person ; logging in the site, finding the Program Evaluation, and logging out. All of this while following the Eight IDEO Methods chosen previously the group.

How the Test was Conducted

In a group of three designer the test was distributed to two other people; one student that was in another major and someone who did not attend the school for each group member. Then the group would test one another, this lead the groups to have nine people to base their redesign on.

The Eight IDEO Methods

The IDEO Methods are a set of guidelines and practices designed by IDEO- one of the most famous product design firms in history- designed to find the most effective way to learn about and understand human behavior.

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

My Results

Test User 1- Joanne Ruan

Joanne Ruan is a 20 years old female who is a junior in the Illustration Major at Massart. For this reason she is well acquainted with Da Vinci and knows the quickest way to receive the information that she needs.

Based on the eight IDEO Methods Joanne was a fairly easy and quick person to Interview. I honestly was able to become a fly on the wall as she zipped through the test. Never once did she pause to look for the information or to get clarification about a link that was posted in Da Vinci. Yet knowing that I would not step in to help until absolutely necessary Joanne did make comments about the site.

One of her comments was "why is this site so ugly?" Which I honestly could not blame her for. As a Illustrator she is used to looking at things that either visually appealing or has a reason to be in her eye sight. Overall she wanted the website to be more visual appealing, the worst for her was the Evaluation Program page. She believed that the chart format was not working for the website advantage and that there was just not enough hierarchy and contrast. Everything looked as if one gray blob to her.

Test User 2- Matt DiFeo

Matt DiFeo is a 25 year old male who has never attended MassArt. He has a background in business and construction. This resulted him to completely new user to the Da Vinci website.

As a new user it was a bit more difficult using all of the previously chosen eight Methods specifically the Fly on the Wall method. 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 grew with the lack of interesting design and having the website layout be unclean, 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. He overall shocked that a design school would actually require students to uses what he thought was a poorly designed website.

Group Results

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 Da Vinci 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. Then warped itself to have a larger format size then a person phone so that they had to manually zoom in.
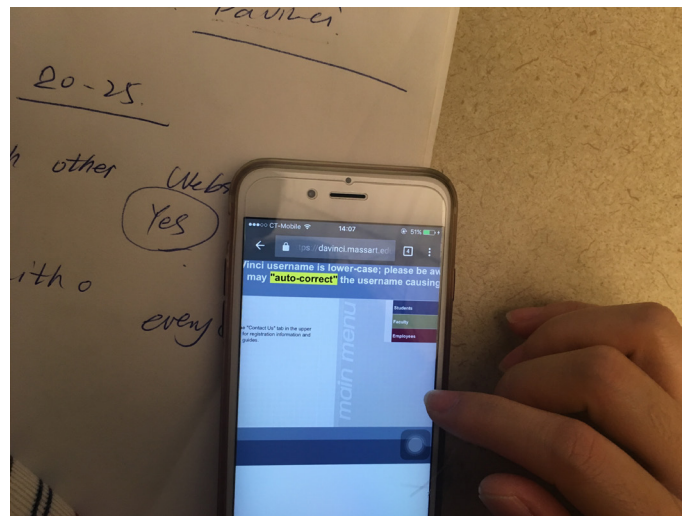
What's Not Working

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

No Hierarchy   No Contrast

Confusion   Not Visually Appealing
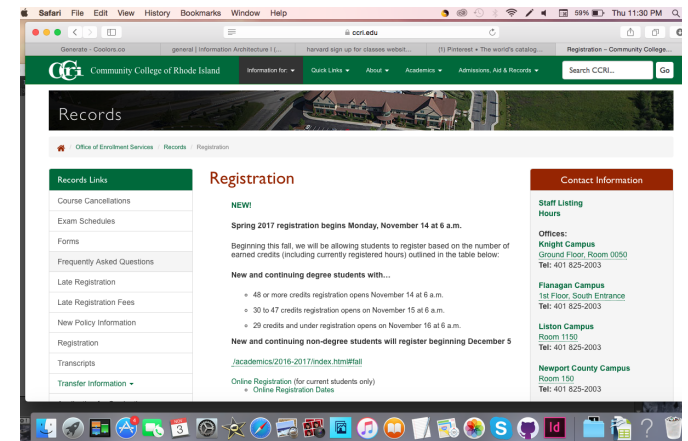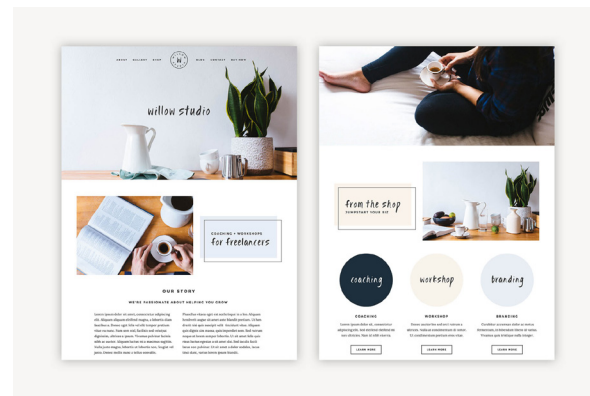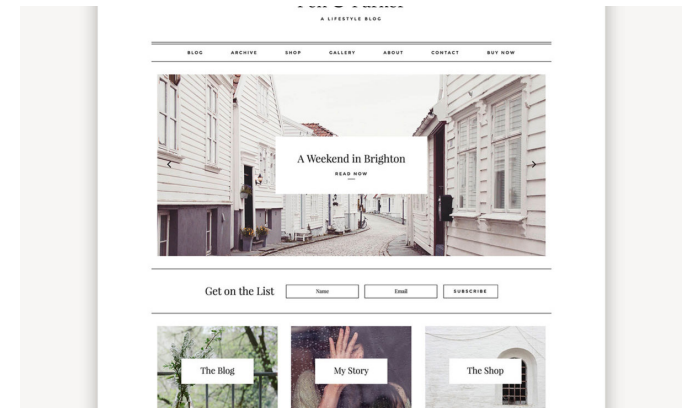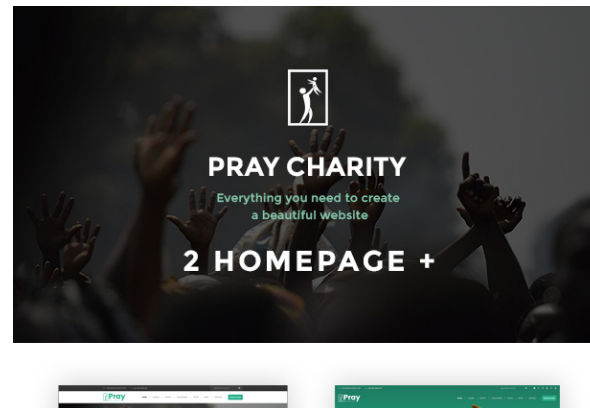
Shows no MassArt Identity   No guidance

Not user friendly   Just no clarity whatsoever.

What Other Companies are Doing

What I Changed

Da Vinci is truly meant to be a computer website the site works best if it is being seen on a computer screen. It needed to have a better navigation system to make getting to the Program Evaluation page quicker access. The students have a small amount of time to sign up for classes every second to the pages they need counts. They need be able to filter through all the information given to them in a timely manner. The new site also needs to look as if it belongs to MassArt, a site that the students would be proud to have.

Knowing this information I decided to first feature the MassArt Campus as the login in screen because not many know how big the campus actually is. Then the website itself would be cleaned up by adding more white space and having all the information placed in areas that were easier to find. The Program Evaluation page would feature the key elements the students need when registering for class.
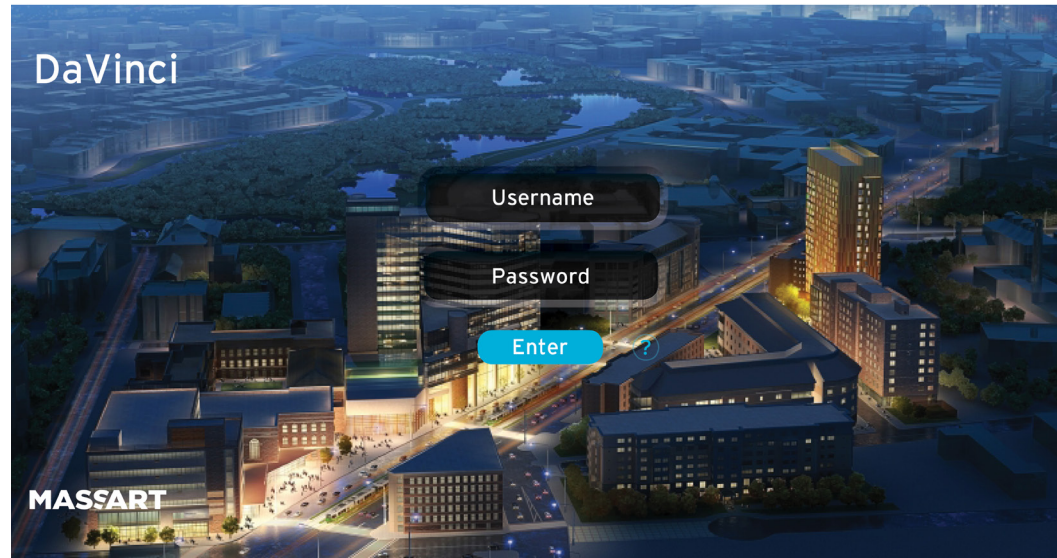
Final Results

Screen 1

DaVinci

Wendy Umana
Graphic Design '18
Restrictions

Notification

MBTA T-Pass Deadline Extended
Meeting with Rebekah Wright
moved to **11/30** at 1 pm
11/19 Internship Interview at 1
Prepare for review by **11/23**

MASSART

Come enjoy the new DMC building!
Opened to all majors!

● ● ●

Messages

Jennifer Guitierrez
How much progress do you have on that dress?

Professor Pena
I have a open office hour on Tuesday at 2 if you still
want to talk.

Create New Message

< **November** > ⊕

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	*31*	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Screen 2

DaVinci

Wendy Umana
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Make appointment with Advisor

MASSART

Degree Status: Graphic Design Change Major

75%
Completion

Course Needed   Course Taken   Current Course
Degree Course   Liberal Arts   Studio Elective
Semester   Year

Credit Earned: 90
Credit Needed: 30

🔍

Degree Courses ⌄
Credits Earned 30

Graphic Design Sophmore Studio
Course Code:CDGD-206   Semester: 15/FA   Grade: B   Credit Earned: *3*

Typography 1
Course Code: CDGD-210   Semester: 15/FA   Grade: B   Credit Earned: *3*