Degree Finder redesign - user interviews (contextual inquiry)

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Stakeholders:

Last updated: 4 August 2016

Background

Google analytics data shows that there has been a continued increase in traffic to the Degree Finder application via mobile phone and tablet devices. This data suggests a potential need to redesign the application in order for it to be optimised for these devices.

Currently, there is no data relating to the level of satisfaction and usability amongst current and potential users. Therefore, it is imperative to determine this level of satisfaction and usability, and how improvements, if any, can be made.

Goals

Through user research, strategy and a user centered design process (UX), and by following the usability standard (ISO 924-210), we aim to ensure that the new design is based on the explicit understanding of the users, tasks and environments.

Research questions:

- Is there a need for the Degree Finder application?
- Who are the main user groups?
- What day-to-day activities do they engage in that's related to the product?
- What do they do at the moment that's related to that product?
- What is the workflow (the sequence of activities)?

Methodology

Contextual inquiry interviews (observe users, tasks, equipment and the physical and social environment in which the product is used) will be held at Hub Central and within the users natural environment. Each interview will last no more than 30 minutes and will require users to perform tasks relating to finding information for a particular course/career path of their interest.

A master-apprentice relationship method will be applied to gather relevant and useful data. The resulting data is then used to create personas, user stories, red routes and journey maps. Finally, prototypes are created within an iterative design and user-testing loop, ensuring an optimal design solution is delivered.

Participants

Forrester surveyed consultancies that create personas based on ethnographic research. They found that, on average, the firms conducted 21 interviews and created four personas per project. *Harley Manning (2005) "Site Design Personas: How Many, How Much". Forrester Research.*

The participants of this study will include current and future students, postgraduate students and parents of current and future students.

Schedule

- Recruiting: begins on
- Study day:
- Results delivery:

Script

TBD