



An App for WISA Student

Name : Haoyi Sun

Student Number : 1904101

Module : User Experience Design

03/04/2020

Contents

Figures.....	3
Tables.....	3
1. Abstract.....	4
2. Content of Design	4
2.1. User Personas.....	4
2.2. User Behaviour	9
2.3. Information Architecture	11
2.3. Wireframe Storyboards.....	12
3. Feedback & Adjustment	13
3.1. Plan of feedback.....	13
3.2. Adjustment.....	16
4. Bibliography	18

Figures

Figure 1 MoSCoW Method.....	10
Figure 2 Information Architecture for App.....	11
Figure 3 Register page & Function page.....	12
Figure 4 Module list &Module content.....	13
Figure 5 UWTSD Hwb App homepage.....	14
Figure 6 Aston University App homepage & library catalogue.....	14
Figure 7 Sydney University App Navigation & calendar functions	15
Figure 8 Sydney University App homepage & ‘find food’ functions.....	15

Tables

Table 1 User 01	5
Table 2 User 02	6
Table 3 User 03	7
Table 4 User 04	8

1. Abstract

This is an app design report about WISA students. The report includes user personas, user behaviours, information architecture, wireframe storyboards and feedback adjustments.

The report is written from the perspective of user experience design. The first step is to collect the user basic information, current status goals and requirements, etc. Then apply MoSCow prioritization to deeply analyse user behaviour and logically sort user requirements. Later, it changed to designer view, apply diverse user requirements to build information architecture, this step serves as a connecting link between the preceding and the following. The interface and function design of the app is based on the information framework. In order to collect feedback before the app design begins, wireframe storyboards are priority designed, in which the colour, style, function, and content of the interface are all important elements. It is necessary to collect feedback and adjust after reasonable design. This is conducive to the official promotion and use of the app.

This is a theoretical design report. Designer also try the best to be close to reality and provide a good user experience.

2. Content of Design

2.1. User Personas

Regarding user portraits, the first two issues to consider are how to portray users to make them concrete, and which users can be more representative

Designers choose to collect user information from these aspects, including Demographic, One-line description, Goals, Pain, Media & Device, Preferences, Role & Responsibility, Tasks, etc.

WISA students who chose two men and two women also protected science and art majors. There are two undergraduates and two masters. Undergraduate students are full-time students, and postgraduate student is one full-time and one part-time.

Differences in some attributes will produce different user experiences and requirements, which will help the app to expand the applicable population

Table 1 User 01

Persona name	Beckham
Demographic	18-20, single, no children
One-line description	01 is a first-year student in WISA who is studying for computing science.
Goals	To further his studies in higher education To find course information for his chosen subject To find out the cost of studying and costs of living/accommodation
Pain	Information not easy to find on website Hard to find suitable course if not enough information Information overload
Media & Device Preferences	Smartphone/tablet Majority of use is smartphone Laptop available for filling out application forms etc
Role & Responsibility	Part time job at weekends and some shifts during the week Sharing with other students in shared accommodation Member of student union, clubs and some societies
Tasks	Check timetable Key dates for course deadlines Applying for and updating student finance – scholarships/bursaries/payment plan

Table 2 User 02

Persona name	Cassia
Demographic	20-24, single, no children
One-line description	She is a third-year student in WISA who is studying for BSc Art-product design.
Goals	To check timetable and assignment deadline; To handle in her assignment on the module; To email her tutor about the graduation thesis; To know possible career pathways information/work experience opportunities;
Pain	Information not up to date in the app for timetabling; Deadlines not made clear or communicated late; Email reminder is not timely; Missing out on career events or information about work experience;
Media & Device Preferences	Smartphone/tablet Majority of use is smartphone Laptop available for writing thesis etc
Role & Responsibility	A member of the design project team; Student voice representative; Short-term intern;
Tasks	Check timetable and emails; Calendar for course deadlines and graduate events; Attend campus briefings for more job information and internships;

Table 3 User 03

Persona name	Daniel
Demographic	25-30, single, no children
One-line description	He is a WISA student who is studying for MSc Applied Computing
Goals	To check timetable and calendar; To find his courses on the module; To know the lecturer's research area and academic lectures; To explore how to better apply what you have learned;
Pain	Sometimes the link in the module cannot be opened; Missing an event adding feature so it can be added to your own calendar schedule; Less activity about working with companies;
Media & Device Preferences	Smartphone/tablet Laptop available for work and communication etc
Role & Responsibility	People who have worked better at combining what they learn and use; Part-time work about applying what you have learned; Explore and discover valuable research projects; Planning to start own business;
Tasks	Check timetable and emails; Calendar arrangements for research projects and school-enterprise cooperation; Easier way to know the project progress and contact the project manager;

Table 4 User 04

Persona name	Eliana
Demographic	40-45, married, one child
One-line description	She is a part-time WISA student who is studying for MSc Industrial Design.
Goals	To check timetable and calendar; To find the online links on the module; To know course progress and near-term tasks; To keep in touch with teachers and classmates by email;
Pain	Do not receive course change information in time; Can't find materials and records for some courses; If do not know the schedule early, may miss many group activities;
Media & Device Preferences	Smartphone/tablet Laptop available for online learning etc
Role & Responsibility	Member of a learning support group; Balance daily work and part-time study; Actively communicate with teachers and classmates to improve learning efficiency;
Tasks	Check timetable and emails; Calendar for courses progress and deadlines; Access to learning materials and resources;

2.2. User Behaviour

What do users want to do?

- Register and log in as a unique student identity
- Check timetable
- Check calendar
- Remind me before the deadline
- Check and send emails
- Find the information about chosen courses
- Hand in assignment on the module
- Download the learning materials
- Useful links (library)
- Browse school events and student union activities
- Know today menus on the local campus
- Know the lecturers office addresses

What functions do designers offer?

- Register and log in (Remember this login status)
- Timetable function
- Calendar function
- An event adding feature (can be added to your own calendar schedule)
- Calendar reminder function(Remind users with a set time)
- Email function
- Module (View, download and upload functions)
- Assignment Checking System
- School Events / News
- Student Union
- Lecturers information list
- List of research projects
- Update the research progress
- List the projects that can be cooperating with schools and enterprises
- Coffee corner(View menu and order food)
- Question and Support (contact us)

Acceptance criteria
A prioritisation technique - The MoSCoW Method

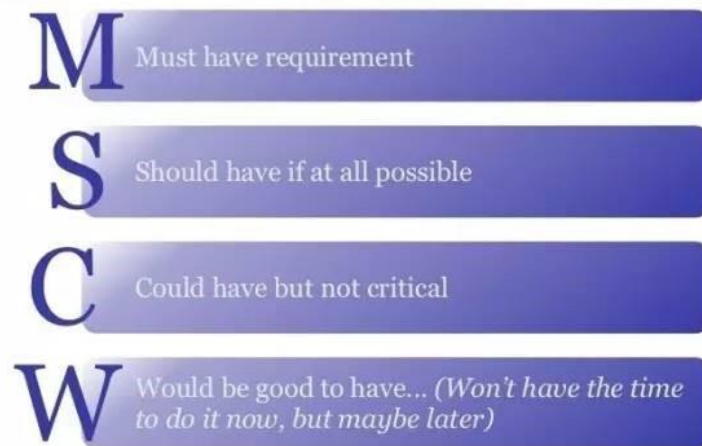


Figure 1 MoSCoW Method

Using MoSCoW to arrange the requirements

Must

- Register and log in(Remember this login status)
- Timetable function
- Calendar function
- Email function
- Module (View, download and upload functions)

Should

- School Events / News
- Student Union
- List of research projects
- Assignment Checking System
- Useful links (library)

Could

- Lecturers information list
- Update the research progress
- An event adding feature (can be added to your own calendar schedule)
- Calendar reminder function(Remind users with a set time)

Would

- Coffee corner(View menu and order food)
- List the projects that can be cooperating with schools and enterprises
- Question and Support (contact us)

2.3. Information Architecture

Information Architecture is structure, not navigation. There are many ways to structure any set of information. Some ways are more suitable than others, depending on the content type or project goals. Normally use one (or at most two) of the following approaches: Categories – Some things are like other things; Tasks – What do you want to do? Search – Too many types of thing for categories; Time – News feeds; People – Often used with categories, e.g. photos, friends, posts.

The app for WISA student information architecture I choose the ‘Tasks– What do you want to do?’. For example,

- ①Register and log in;
- ②Find and check timetable / calendar / module / email /...;
- ③Browse my courses in this week on the timetable;
- ④Remember the name, time and place of this week's courses;
- ⑤Log out.

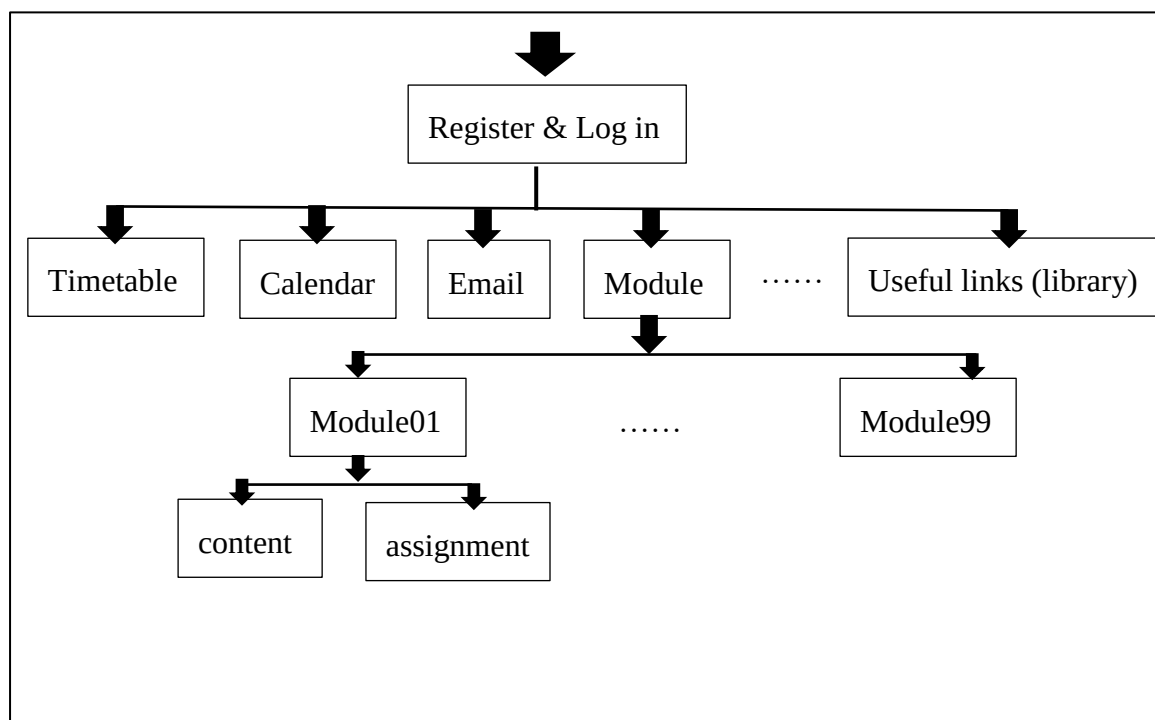


Figure 2 Information Architecture for App

2.3. Wireframe Storyboards

Wireframe Storyboards is closely integrated with the Information Architecture. It should have these characteristics, clear structure and logical guidance to users to discover and use good apps, as much as possible to introduce beautiful, as much as possible to provide as many useful functions, and will continue to improve and update based on user feedback.

The following is the Wireframe Storyboards design based on the Information Architecture. Figure 3 shows the register page and function page.

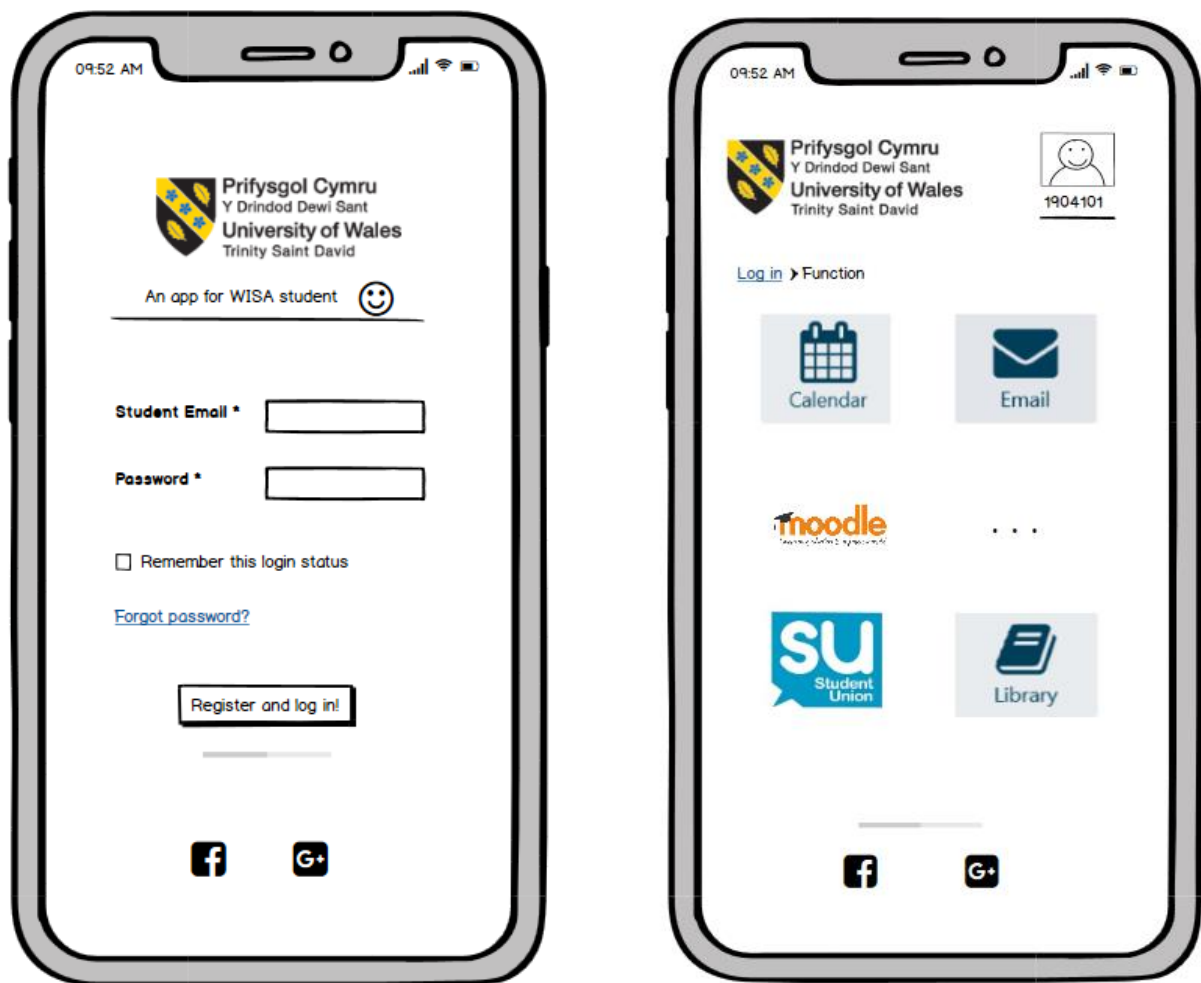


Figure 3 Register page & Function page

Take module as an example, use Wireframe Storyboards to show the app operation mechanism and function realization. The logic line hidden behind coincides with Information Architecture.

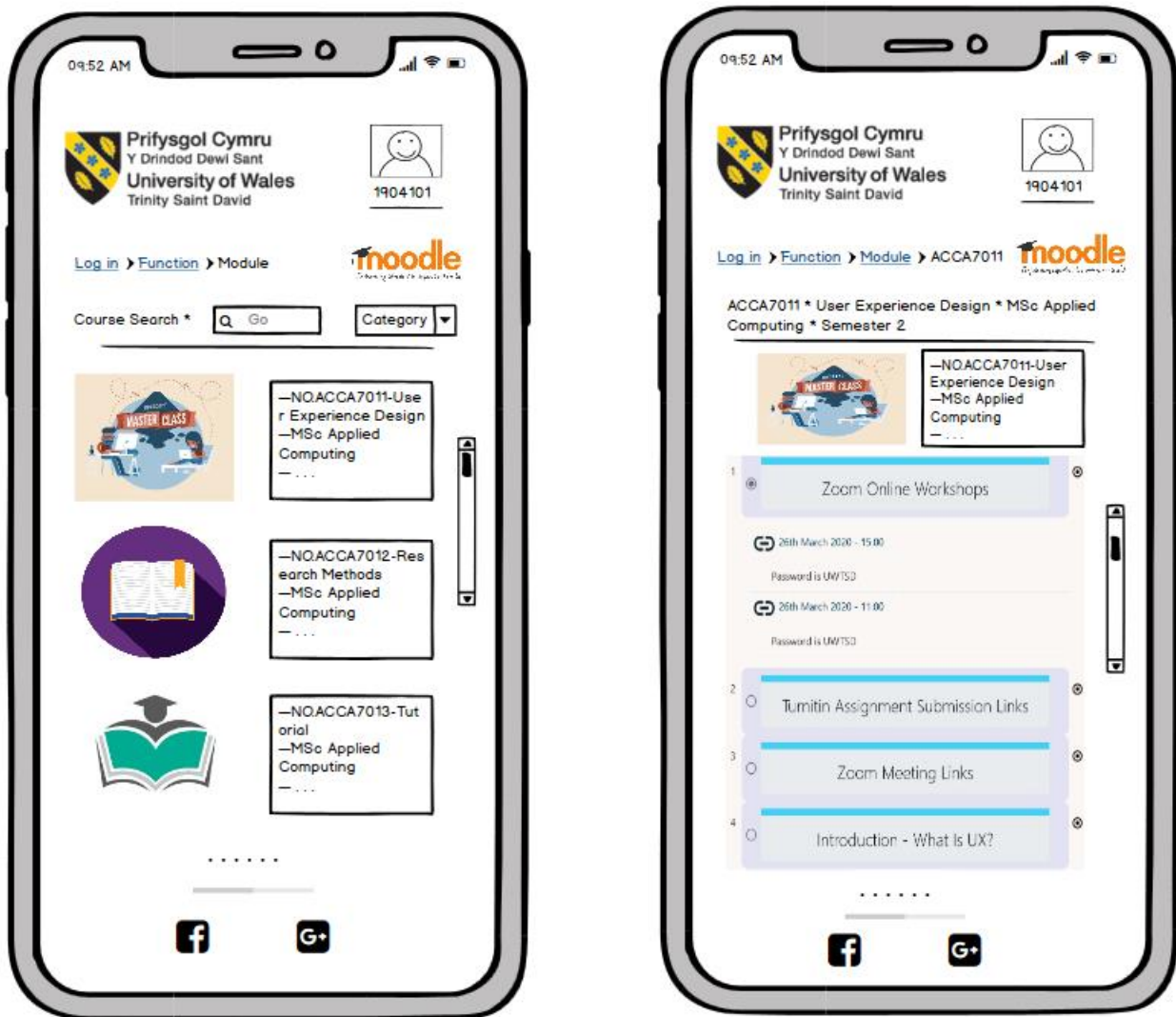


Figure 4 Module list & Module content

3. Feedback & Adjustment

3.1. Plan of feedback

Because I have to only stay at home, I chose to contact my classmates and friends online to get feedback.

— Interface design feedback

Simple, Easy to learn, Not get used to send email or download learning resources on phone...

— Function design feedback

Follow the MoSCoW; The 'must' functions exist; Lack of 'could & would' function; Just page design, lack of actual experience

Because I just made a wireframe design and could not directly let users use the WISA app, I chose to further discover and compare it with other university apps that are currently in use. Unfortunately, many are only open to students of this school, so collect Less information.

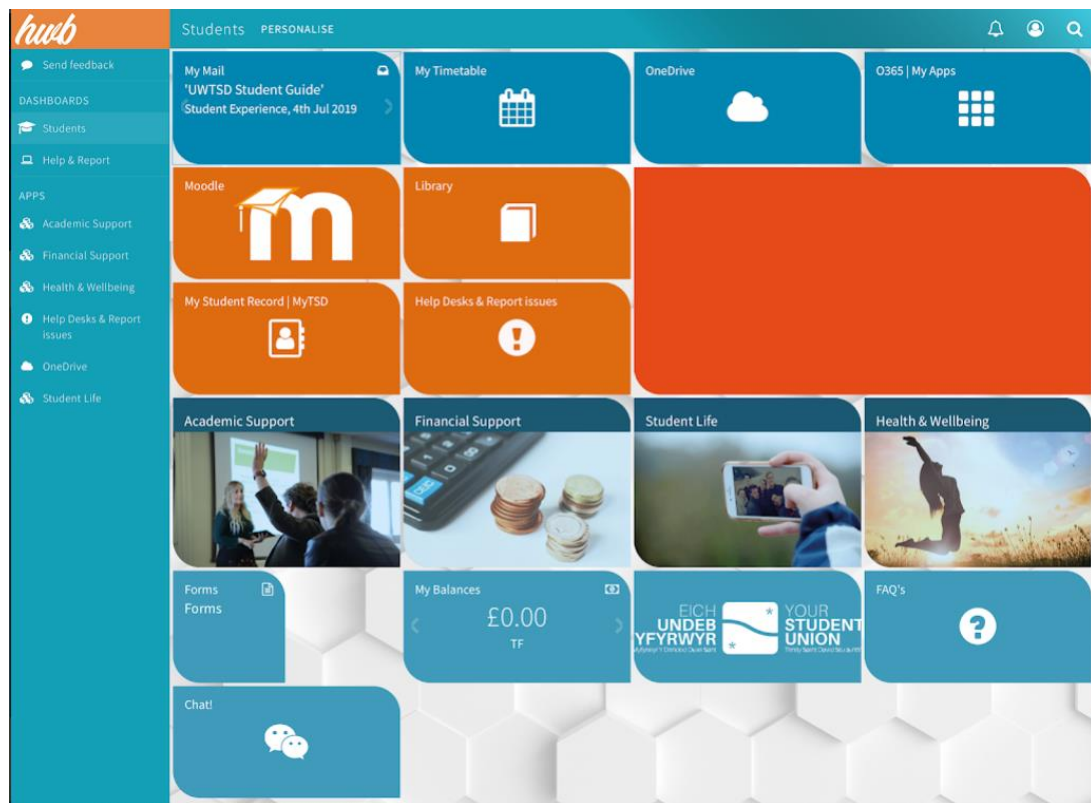


Figure 5 UWTSD Hwb App homepage

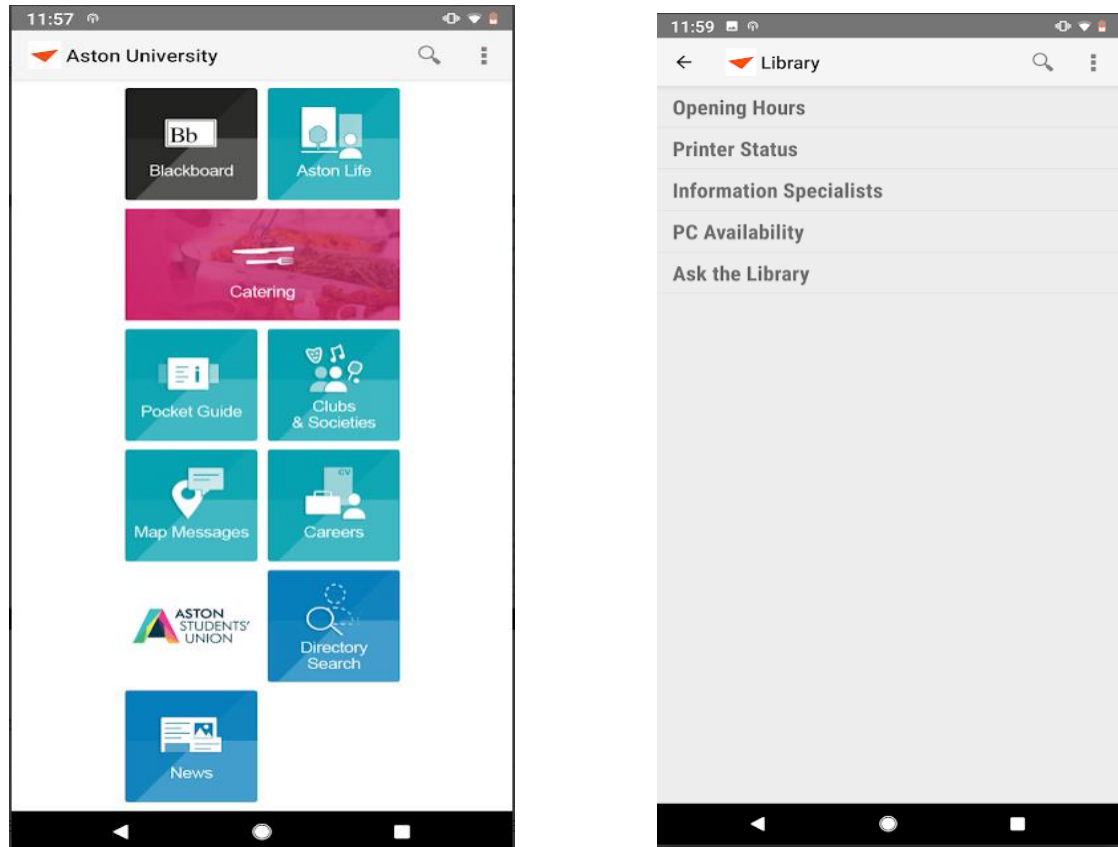


Figure 6 Aston University App homepage & library catalogue

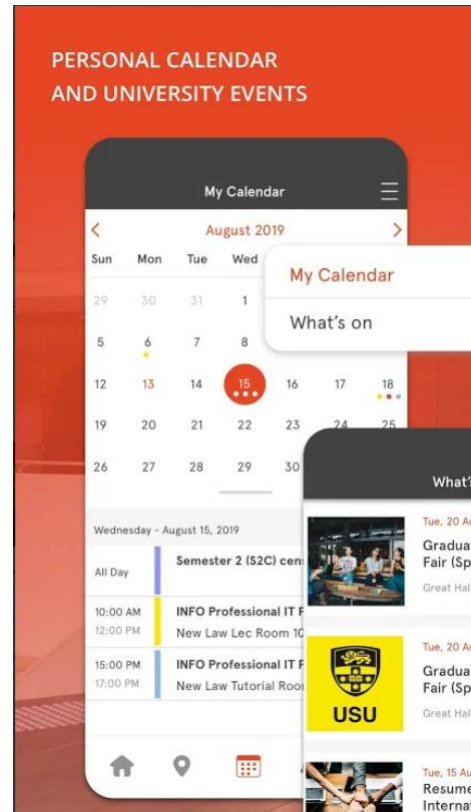
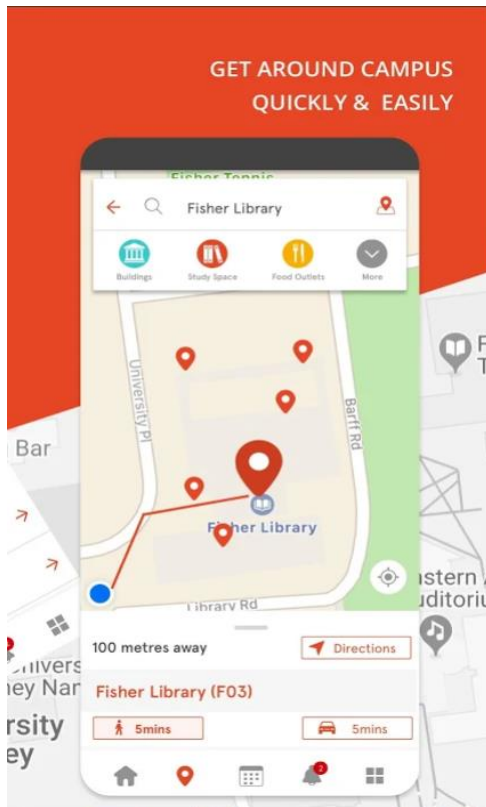


Figure 7 Sydney University App Navigation & calendar functions

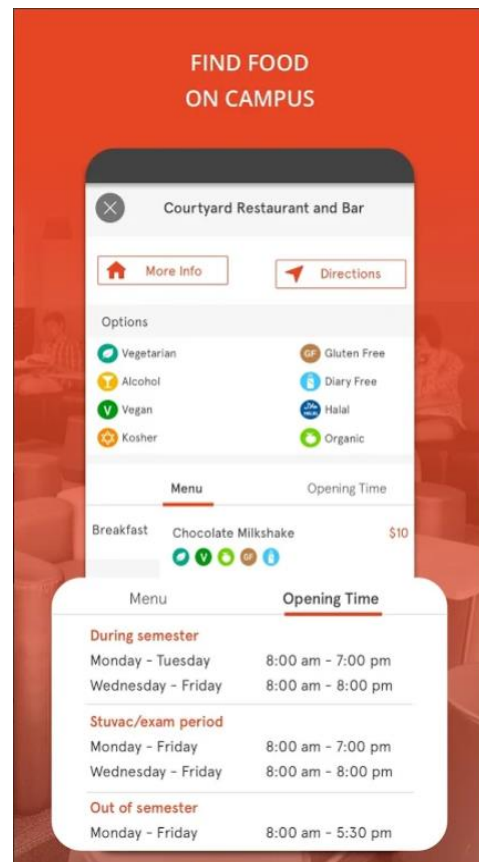
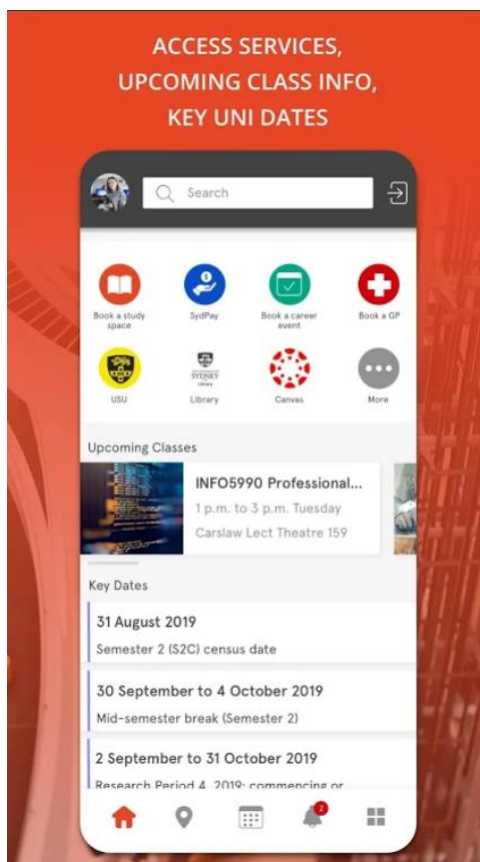


Figure 8 Sydney University App homepage & 'find food' functions

Compared with the apps being used by other universities, it is more practical.

—the UWTSD Hwb

Advantage – the interface is simple and clearly and has own style; the functions of app are well-equipped, which meets the MoSCoW rules; The app is stability because its module size is automatically changed according to the size of the display

Disadvantage – the app functions can rarely be realized on the mobile app. After clicking, it will jump to the web page. Compared with the mobile phone, the web page is more convenient to browse with the computer.

—the Aston University App

Advantage – the interface is clear and direct; Offer the ‘could & would’ functions of MoSCoW (like ‘map message’, ‘live trains’); the details(catalogue) are specific

Disadvantage – The design is too plain, so it is easy to make users losing highlight; Lack of the ‘must & should’ functions of MoSCoW (timetable, module...)

—the Sydney University App

Advantage – The interface has a unified and colourful style; well-equipped functions (including navigation and adding events to the calendar); The title and specific content are well displayed in the interface...

Disadvantage – Abnormally complete functions require more permissions from users (like real-time update of geographic location, access to mobile phone calendar arrangements, etc.)

3.2. Adjustment

Collected the user's feedback and the comparative feedback of the campus app currently being used. The app can be adjusted and improved as follows.

- The interface design should be specific, simple and logical, and need to have its own colour and style to draw the users attention and provide guidance;
- The function of the app should conform to the MoSCoW prioritization method. The ‘Must’ function should be placed in the most obvious position, because this is the most commonly used by users; like the ‘Would’ function, it is at the edge, which requires users to explore and discover, which sometimes produce surprise etc.
- App should have stability and adaptability. This is also suitable for mobile phones / tablet screens of different sizes, showing that it is a well-designed app.

—The app also needs to be updated timely, because the pace of life is fast now, and timely updates are necessary.

—For an app, as a designer, you must consider the growth of the app, so you need to design a module to collect data and feedback, and update the app every period. At the same time, the user needs to obtain sufficient information and permissions at the beginning, which is conducive to the subsequent development of new functions.

4. Bibliography

- [1] https://www.interaction-design.org/literature/article/user-experience-and-customer-experience-what-s-the-difference?r=dr_nik_whitehead
- [2] <https://www.simplypsychology.org/>
- [3] <https://www.usability.gov/how-to-and-tools/methods/card-sorting.html>
- [4] https://en.wikipedia.org/wiki/MoSCoW_method
- [5] https://en.wikipedia.org/wiki/List_of_cognitive_biases
- [6] <https://www.darkpatterns.org/>
- [7] <https://alison.com/course/graphic-design-visual-and-graphic-design-revised>
- [8] <https://www.nngroup.com/articles/university-sites/>