Week 9 Final Project Presentation

User Interface Design (UI); Design X475.2
Class Meeting 9
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TEAM GUI

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Custom Content Tool

Team GUI

OUTLINE

1. Project Description & Goals
2. Primary User
3. Problem Statement
4. Vision Statement
5. Context Scenario
6. Task Flow
7. Design Goals & Principles
8. Wireframes

1. Project Description & Goals

Project Description

At UC Berkeley, quite a number of classes on are impacted or overenrolled, while in contrast, others never reach the needed minimum number of students and thus face cancellation. A solution must be created for those instructors who want to increase enrollment by marketing their classes like a product, by providing custom information that may lure more students to enroll.

Through communicating the unique elements of their class, instructors enable students to be able to understand these classes more wholly as they consider which classes to enroll in.

Project Goals

Build an administrative UI — accessed via the CalNet authenticated login — that allows instructors to customize information about their classes and themselves that will appear on a new tab of the class page at Classes.Berkeley.edu, the online Berkeley Academic Guide.

Project Goals

The UI must allow for the following features:

· Custom instructor photo
· Custom class photo
· Custom class info, including syllabus, other info, and possibly videos
· Access to a shared library of photos and the ability to publish to it
· Ability to add a proxy as an admin user with editing rights

2. Primary User

Who is The Primary User Group?

The Instructor UI for Classes.Berkeley.edu is used by a set of different instructor personas: professors, teaching assistants, adjunct lecturers, extension instructors. In terms of most active minutes using the app, the **Little-known Professor, Dr. Wegman**, is the primary persona. As the persona name suggests, Dr. Wegman is defined by her **limited popularity** at UC Berkeley, her **inspirational** expertise and disposition with students, and her low **tech-savviness**.

What are the goals of the primary user group?

1. Increase enrollment
2. Demonstrate the class's value, uniqueness
3. Showcase expertise
4. Facilitate reasonable class size
5. Provide relevant info to students
6. Most importantly, **inspire students to take the class**

Why would the primary user want to achieve these goals?

Motivating those goals, Dr. Wegman wants to feel recognition of her skill and to mentor a new generation.

How does the primary user think about what she's trying to accomplish?

Right now, Dr. Wegman accomplishes these goals by announcements in her current class, flyers, and social media posts (with GSI help). These methods have limited reach, no targeted audience, rely on weak social presence, and do not allow edits. The professor really cares about how the methods impact enrollment, her brand, the students' outcomes, and appeal to top students.

What does success look like to this user?

A successful experience would allow Dr. Wegman to promote and showcase the unique, exciting, and inspirational elements of her class to a wider audience, resulting in higher enrollment of inspired students and recognition of her expertise as a professor.

3. Problem Statement

Problem Statement

Enrollment in Dr. Wegman's — the Little-known Professor's — class is low. Class sizes are unbalanced across the department with hers particularly under-enrolled because Dr. Wegman has inadequate tools or reach for posting and broadcasting a class description that would help her meet her goal to inspires students to take her class.

4. Vision Statement

Vision Statement

The new design of the Instructor UI for Classes.Berkeley.edu — also referred to as the Custom Content Tool for the Berkeley Academic Guide — will help Dr. Wegman meet her goal of inspiring students to take her class by giving her a robust and efficient tool for posting and broadcasting rich descriptive elements about her class.

Particularly, an extra video upload feature allows Dr. Wegman to post videos of her lab time in the weeks coming up to her class that showcase her expertise and passion while advertising the class across her connected social media accounts. This will dramatically improve her class's enrollment rates and lead to the balanced class sizes desired by the UC Berkeley registrar.

5. Context Scenario

A textual narrative exploring the behaviors of the user and the system

♥ **Dr. Wegman's Goal**   Inspire students to take her class

★ **Action One**

Dr. Wegman creates her profile to lure students seeking her mentorship & expertise.

⊟ Task

She adds her name and an abbreviated bio with a link to her website.

⊟ Task

She uploads a photo of herself that portrays her as friendly, fun, and approachable.

⊟ Task

With the help of her GSI, she uploads a video of her in her lab, showcasing her passion.[1]

★ **Action Two**

Dr. Wegman creates a class page and notifies her GSI to stylize the syllabus further.

⊟ Task

She adds a class photo, office hours, and a full syllabus doc.

⊟ Task

She adds her GSI as a user with editing rights.[2]

⊟ Task

She notifies the GSI that she can now log in to stylize and break down the syllabus.[3]

[1] Need: ability to upload a video

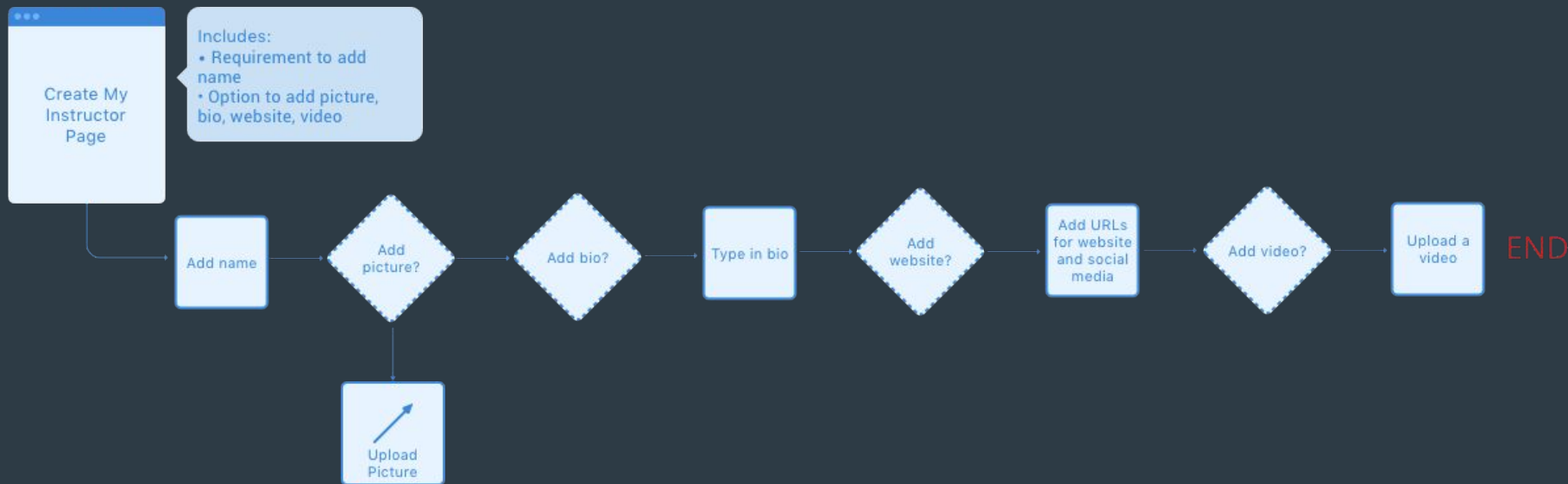[2] Need: ability to add additional class admin users

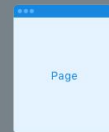[3] Need: ability to send a message to the additional admin user.

6. Task Flow

Dr. Wegman achieved her goal!

To prep for the fall semester, I was excited to do things differently to draw students into taking my Topics in Paleontology class. I was unsure about this tool, but to start off, creating my professor profile couldn't be too hard, right (even for me, someone terribly unsavvy with technology)? Adding my name, picture, bio, and a link to my website was straightforward, and I was thankful for how I became more accessible to students even before office hours. Later, my GSI sat down with me to upload a video of me showcasing my expertise and passion projects in the lab. I feel so confident that my profile brands me as a great mentor, inspiring students to join me.
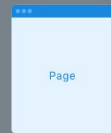
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START
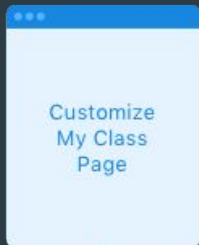
Customize My Class Page

Includes:
• Option to add picture, office hours, full syllabus doc
• Ability to break apart syllabus into parts
• Ability to add and notify other admin users

Add picture?

Add class description?

Type in office hours and other details

Upload syllabus?

Add other admin users?

Enter email, name, and message

END

Upload/Select Picture

Dr. Wegman acheived her goal! *(continued)*

Now, onto the creation of my class page. Again, the basics of creating this page were simple enough. I appreciated that I could pick through a library of photos or add my own. I uploaded the syllabus without a hitch, and then I realized to really break that apart in a digestible way, I wanted to rely on my GSI. I added her as an admin user with editing rights, and in the invite message, I let her know how she could help. Once she finished, I took a step back and could really picture students finding the info here informative and alluring. Perfect!

In all, I am strongly confident that my class will be full of engaged students, ready to dig into the fantastic archaeological record of our hunter-gatherer past.

7. Design Goals & Principles

Design Goals

Dr. Wegman creates a class page and notifies her GSI to stylize the syllabus further.

Requirements

Give the professors an ability to edge themselves beyond the norm of classes at Berkeley through an inspiring way to broadcast themselves and their classes to the students they strive to connect to.

Values

Elegant and purposeful.

Principles

Adaptive to both web and mobile, so everything is pared down and simple to digest.

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Why Elegance?

Our design seeks to exemplify elegance, which in terms of usability design, means selecting the most salient elements for an experience. All of the design elements unify into a greater whole, and everything non-essential is left out. We aimed to accomplish elegance through:

- Reducing clutter, visual noise, excess detail, and embellishment
- Avoiding overly explicit structures (excessive containers, for example)
- Cutting any overtly obvious or literal represenations
- Relying on the basic, functional qualities tied to essence and purpose

Why Purpose?

Similar to elegance, we strove to tightly connect every part of the experience to the user's core purposes. Purposeful experiences reflect in the tightly integrated functional designs. We aimed to accomplish purposefulness through:
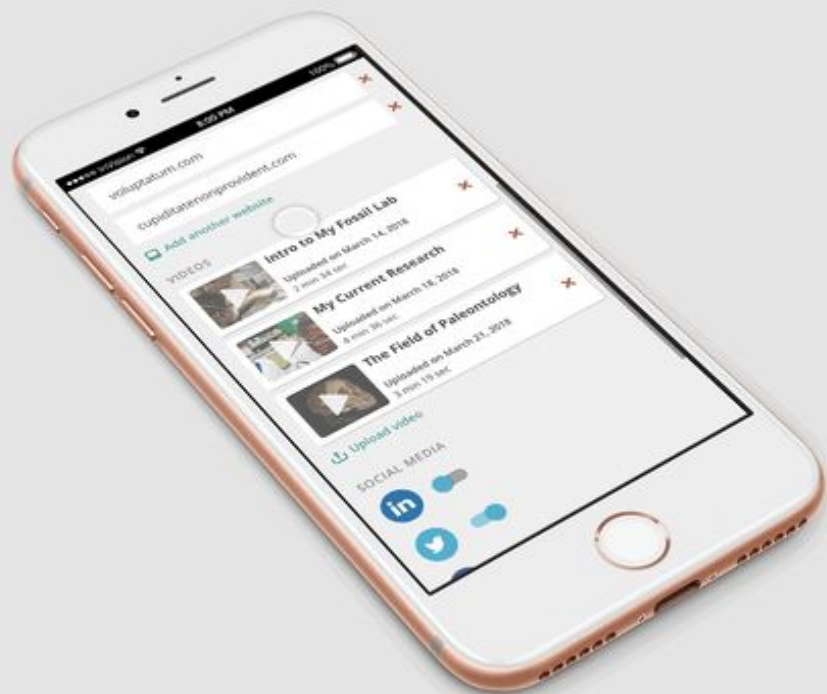
- Regularization, symmetry, and compactness of information in small physical space
- Eliminating all "empty rooms"
- Creating strong visual hierarchy within each screen
- Mapping closely to the user's mental model

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8. Wireframes

8. Wireframes

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