

PITT APP REDESIGN



USER GROUP: TEACHERS

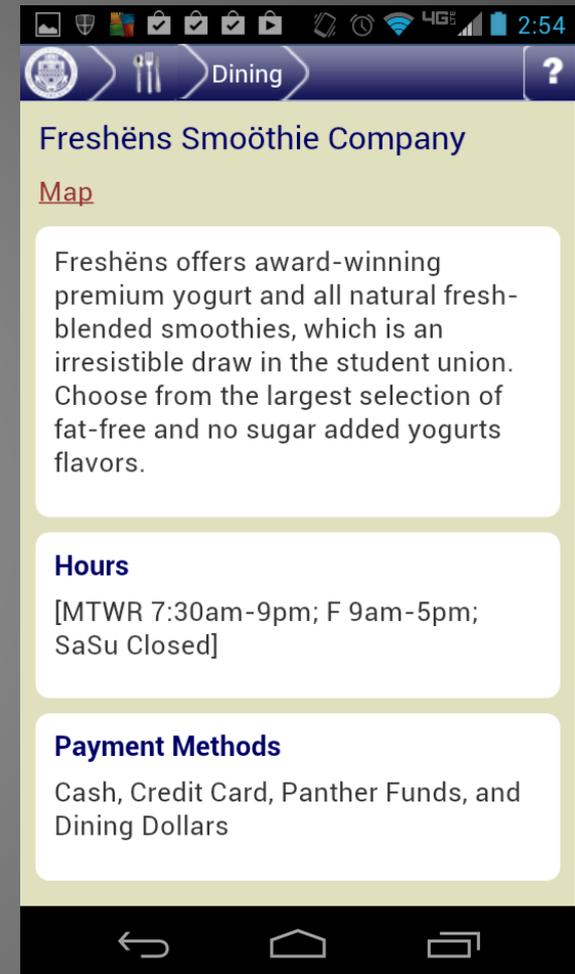
WHAT DID WE LEARN FROM THEM?

- ▶ Our user group, teachers, was intriguing and relevant to us because we all attend a university. We learned that if teachers cannot use the school's mobile site smoothly, it could negatively effect the productivity of that individual. The efficiency of the whole university will be lessened if the academic faculty is constantly fighting with a stubborn, frustrating user interface. Teachers need to be able to do simple tasks like check email, post grades and assignments, or make an announcement easily from the home page of the mobile site. Most teachers are open to utilizing these new technologies, they just need to be user-friendly enough that they know how to use all the features.

M.PITT.EDU – HEURISTIC VIOLATIONS

- ▶ **UAR Number:** 1
- ▶ **Title:** Restaurants Not Updated
- ▶ **Description:** Under Dining, if you look at the dining by location for the William Pitt Union, Freshens Smoothie Company is listed under its restaurant choices. Freshens was removed during the Union's refurbishment, so it is not a dining option anymore. It should not still show up on the website.
- ▶ **Violated Heuristic:** Visibility of system status
- ▶ **Related Issues:** none

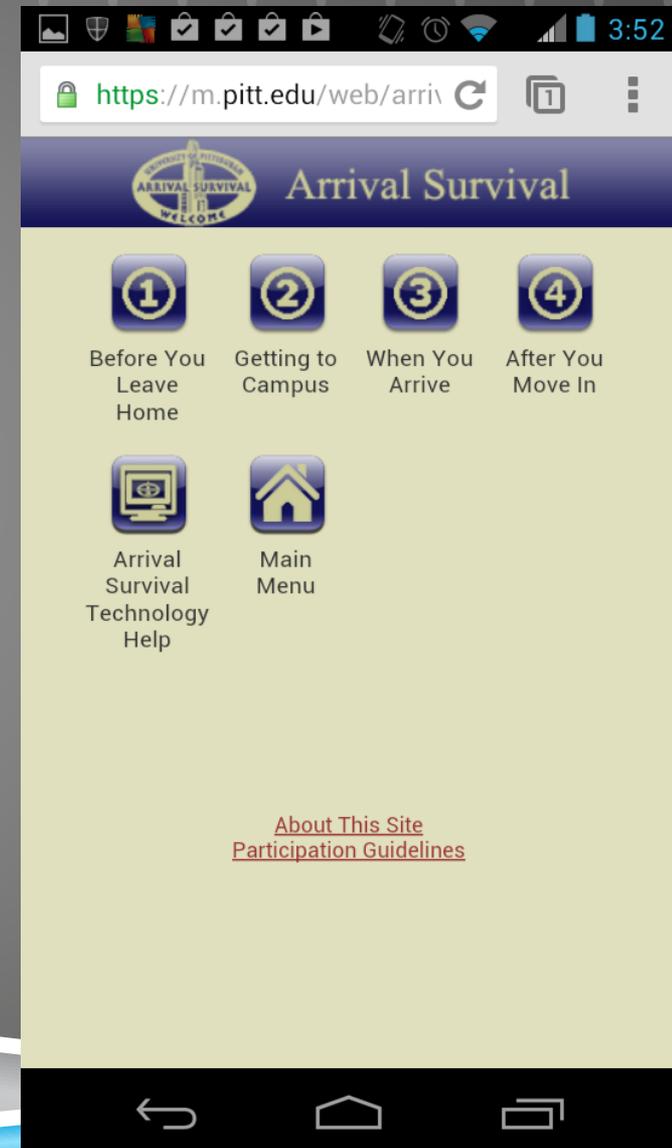
A teacher wanting to get a smoothie in between lectures could show up only to see that Freshens no longer exists!



M.PITT.EDU – HEURISTIC VIOLATIONS

- ▶ **UAR Number:** 2
- ▶ **Title:** Arrival Survival
- ▶ **Description:** The homepage has a link for arrival survival tips on it. When most students move on campus for the first time, they have no idea that there is even a mobile site, so they are extremely unlikely to utilize this information. Returning students already know the drill, so they will not be looking it up on their phones. The button links to the arrival survival information on the main Pitt website, and that is where most families will get the information from. This link should be removed to make room for more useful information.
- ▶ **Violated Heuristic:** Aesthetic and minimalist design
- ▶ **Related Issues:** 2

This information wouldn't be relevant to a new, or tenured Pitt professor. This is for freshman students who probably don't even know about m.pitt.edu. Extraneous.



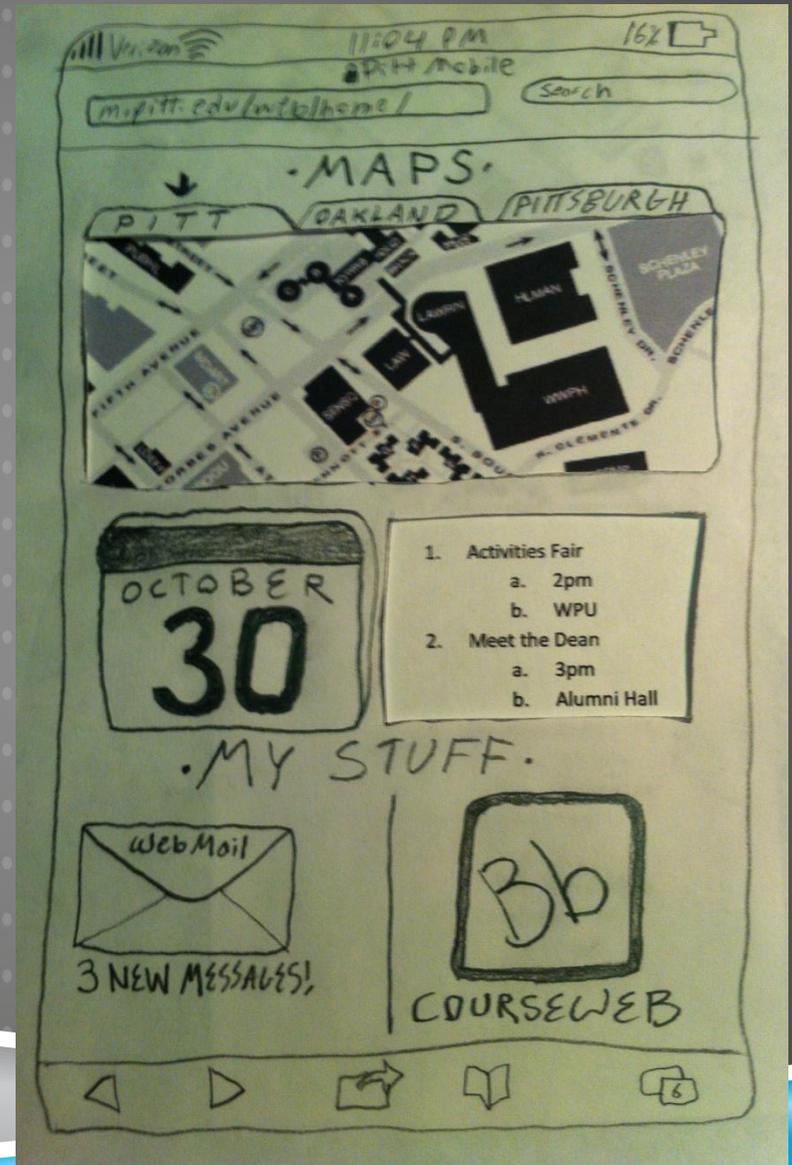
PERSONA #1 - BERNICE GALLAGHER

- ▶ Bernice is a 68 year old professor of education. She teaches all of her classes in Posvar Hall, and always forgets where the cathedral is. She gets frustrated with how fast things are changing, but wants to learn about new technologies. Her granddaughter, who attends Pitt, recently got her a smartphone for her 68th birthday. Bernice wants to learn how to use the phone in her everyday life. However, she is frail, has bad eyesight.



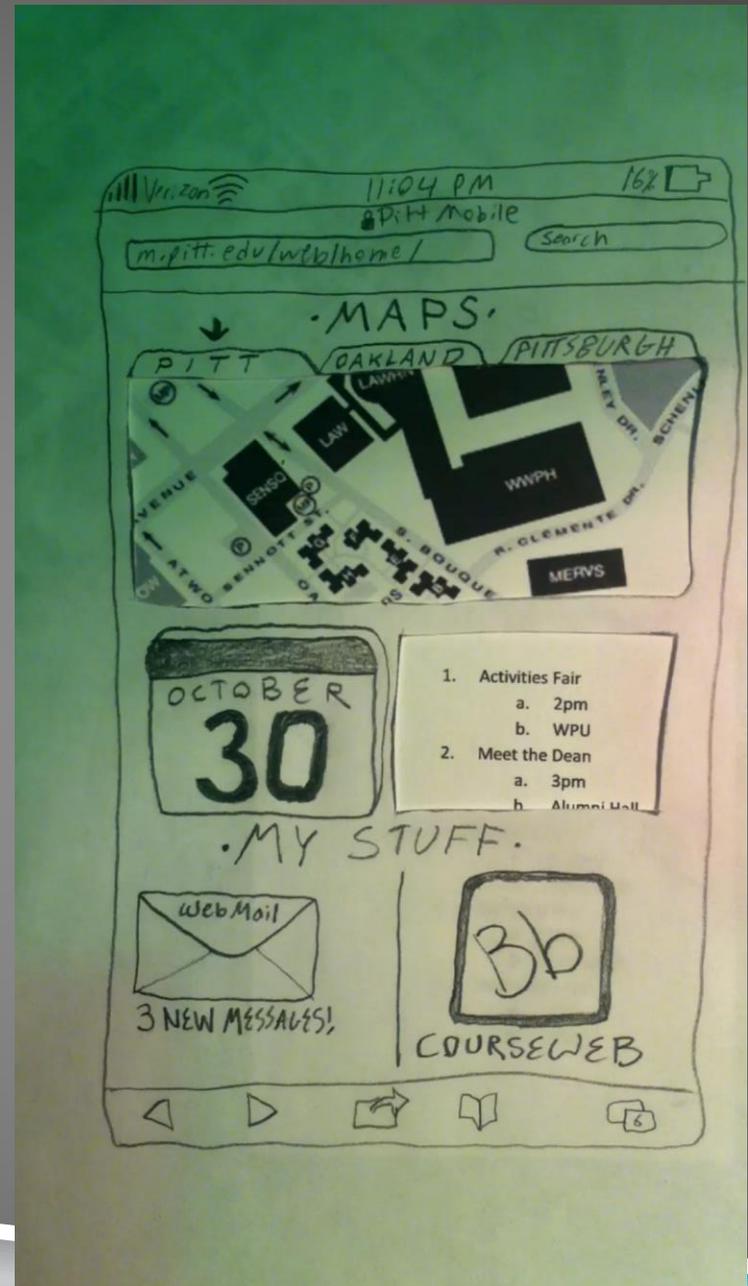
PROTOTYPE #1 - SIMPLISTIC

- ▶ This prototype simplifies the homepage by eliminating the clutter of icons. It puts a large map on top to help navigate campus. There is a calendar with the days events in the middle. Also, a teachers two most important links, Email and Courseweb, are at the bottom, still in the initial field of view. You can drag around the map, or down on the list of activities. It would appeal to someone who cant see very well, like Bernince, because everything is large and organized.



TASK #1

- ▶ You want to know where and when the Healthy U run is today. Also, find the location on the map relative to your position.
- ▶ This was relevant to Bernice because she has a younger family member in this run and wants to be there to support her. Not only is this promoting Faculty-Student relations, but strong family ties to the university.



PERSONA #2- CHAD MCHENRY

- ▶ Chad is a 30 year old computer science professor who is in town to give a seminar at the William Pitt Union at the University of Pittsburgh. He has been around technology his whole life. He is very tech-savvy and is a proficient user of smartphones, computers, tablets, and online resources. His ideal user experience would maximize functionality. He has good vision and knows how to interface with touch controls. When he comes to Oakland he always stays at the Hampton Inn on the Blvd of the Allies.



PROTOTYPE #2 - FUNCTIONAL

- ▶ This prototype keeps some of the iOS like icons from the original, but eliminates pointless ones. The remaining are categorized with the most important at the top like Webmail, CourseWeb, Student Center, Software, and Tech Help. At the bottom of the page is a smaller map centered on the user, and the current weather with a graphical representation. This maximizes functionality giving you an assortment of options, and it also tells you information right away like location and weather.



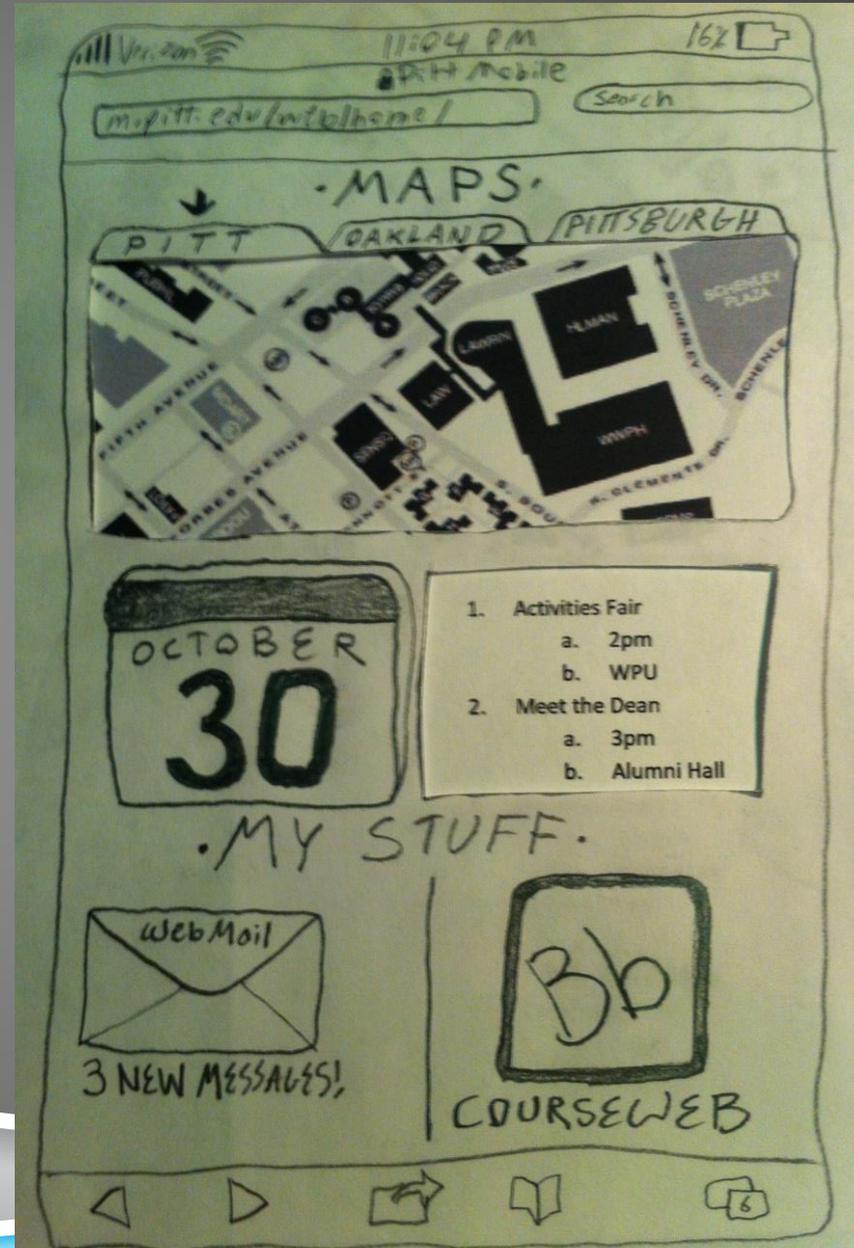
TASK #2

- ▶ You are staying at the Hampton Inn on the Blvd of the Allies and need to get to the William Pitt Union.
- ▶ A teacher that visits the University of Pittsburgh, such as Chad Mchenry, needs to know how to get from his hotel to the place his lecture is being held.



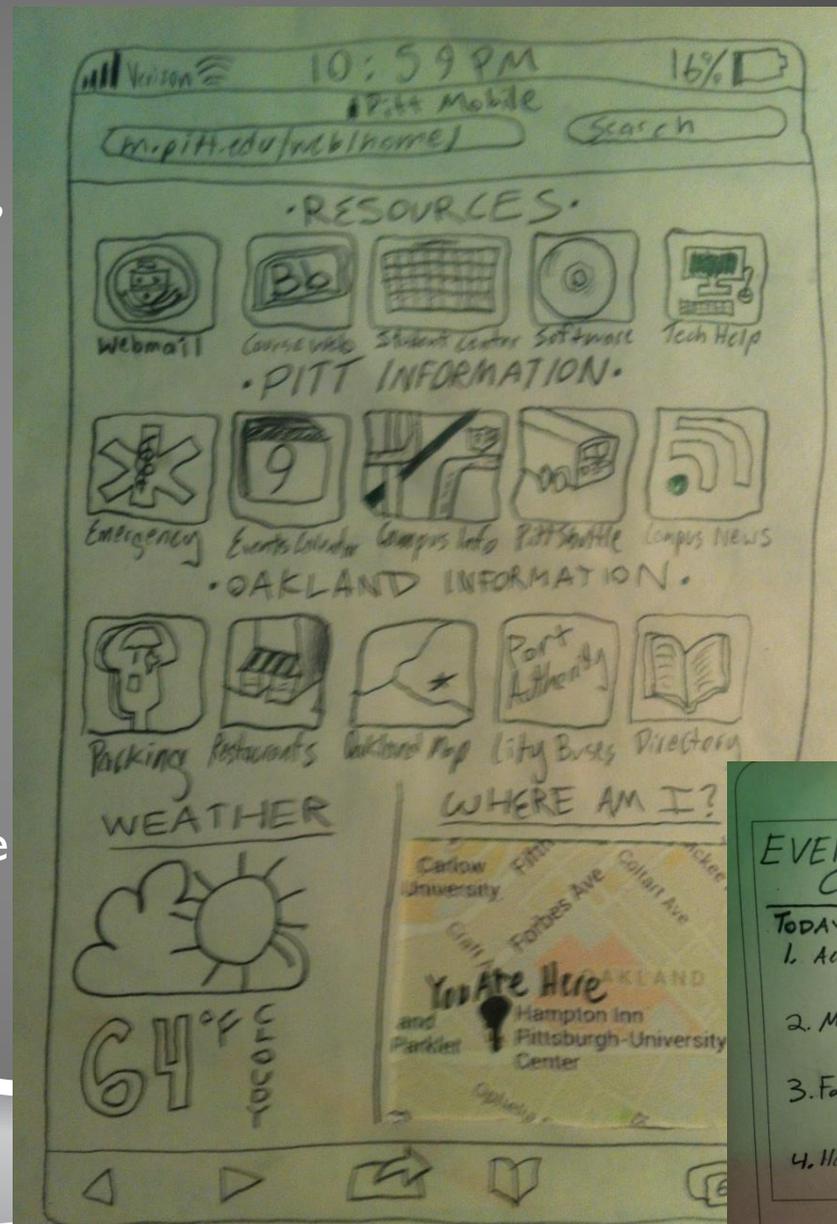
USER REACTIONS TO PROTOTYPE #1 - SIMPLISTIC

- ▶ When asked to find the time and place of the Healthy U run, all of the users scrolled down on the event window and found the time and location. Then they proceeded to move the map to find the Cathedral of Learning where it was being held. It was very simple and quick.
- ▶ When prompted to find the Hampton Inn, the users would switch from the Pitt tab on the map to the Oakland tab. It then switched from the University created map, to a Google plugin map of Oakland. From there the user is centered on the Hampton Inn, and can drag it to find the Cathedral. One user tried to find the Hampton Inn on the "Pitt" tab, but switched to the "Oakland" tab after not finding it.

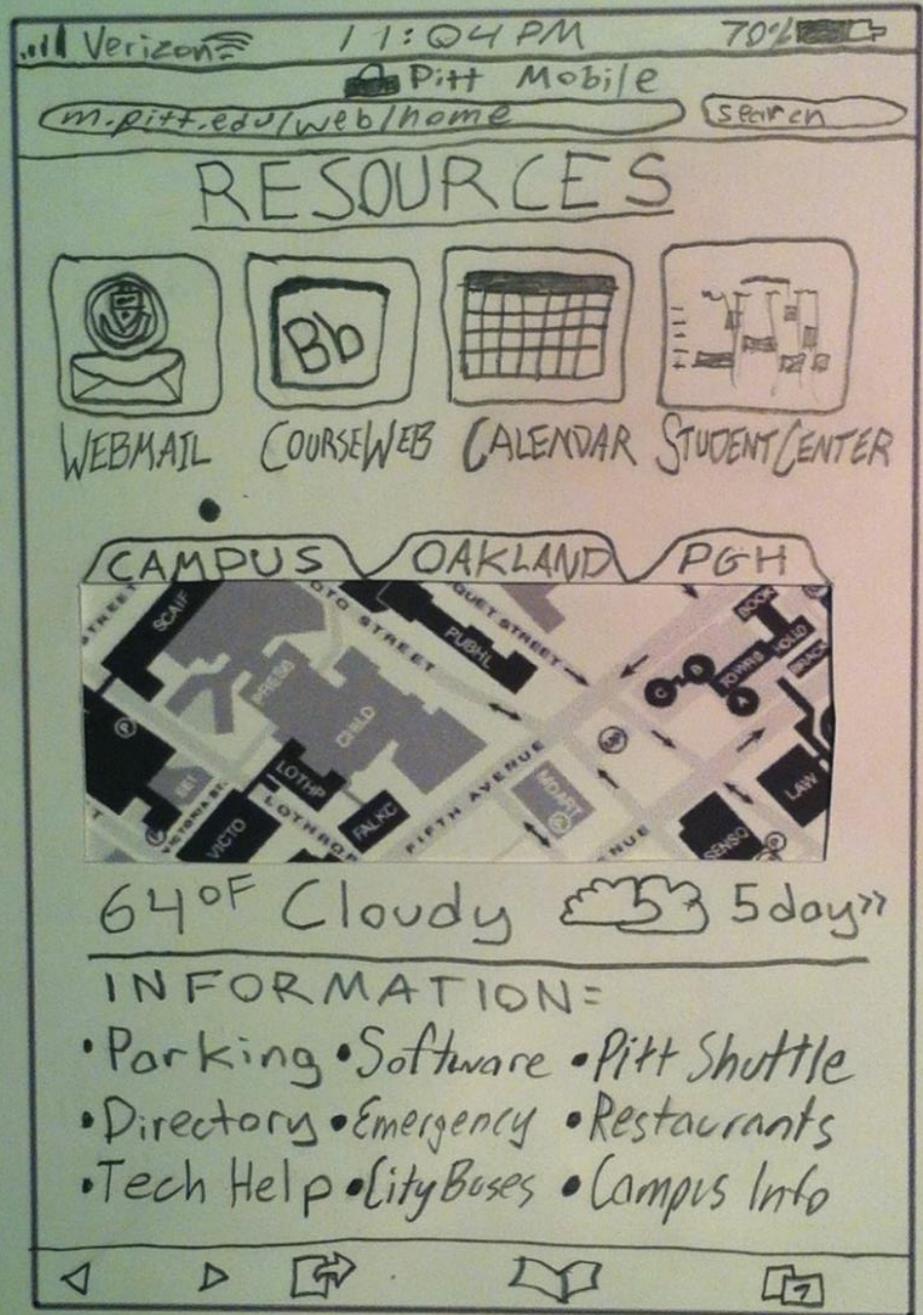


USER REACTIONS TO PROTOTYPE #2- FUNCTIONAL

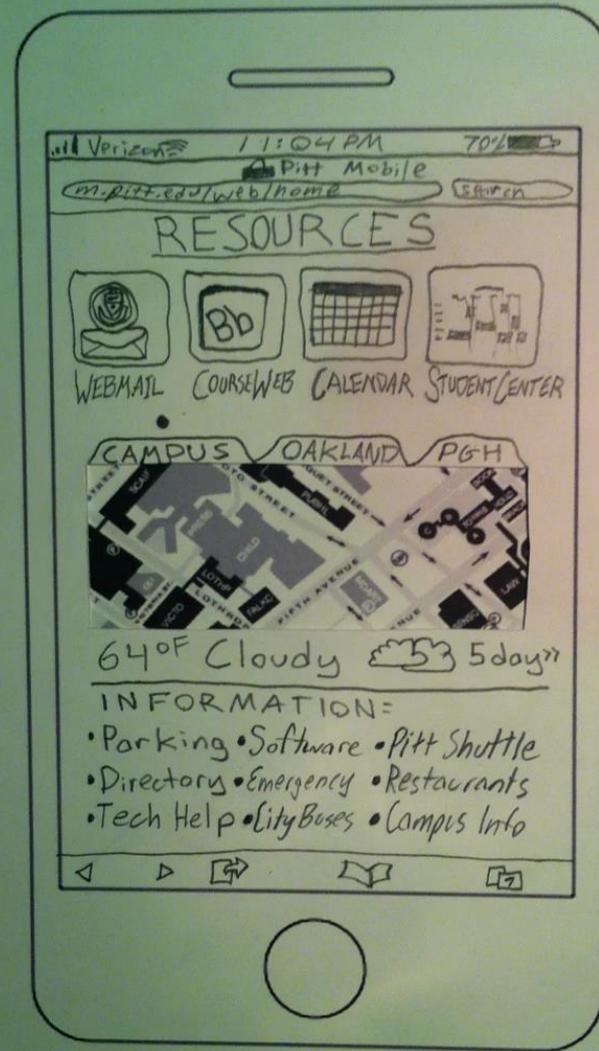
- ▶ When given the task of finding the time and place of the Healthy U run, the four users surveyed the icons and chose “Events Calendar”. This led them to a calendar which defaults to today’s events. From there they hit back, and find the Cathedral on the Google plugin map.
- ▶ Going from the Hampton Inn to the Cathedral was very easy with this design because the map was already centered on the user. All four people easily dragged the map over to the Cathedral and could figure out a route between the two.



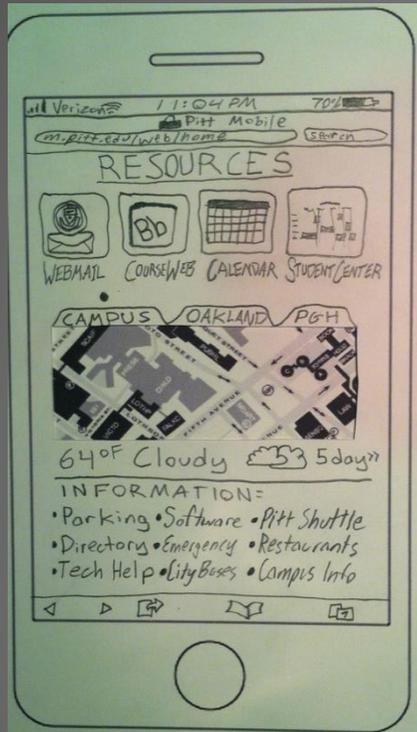
FINAL
PROTOTYPE:



VIDEO DEMO OF PROTOTYPE:



FINAL PROTOTYPE VS. M.PITT.EDU



Less icons, more important at top
Gives you info like weather and maps right away
Links tailored to teachers at bottom

Too many uncategorized icons
Doesn't tell you any info on main page, just ambiguous links
Extraneous links like "Arrival survival" waste space

OUR EXPERIENCE

- ▶ It was a learning experience redesigning m.pitt.edu. Creating prototypes and performing user testing taught us what people want in a mobile website. Most of our testers leaned towards the simpler design, and we believe that holds true with most user interfaces. Clear organization and graphical minimalism is becoming more common in mobile web surfing. With the small amount of screen space on smart phones, the things that are displayed must be of utter importance.
- ▶ It was fascinating redesigning something so relevant to us. Improving something that we are the most common users of made it easy to identify the flaws.