

2013

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[CMPT 363 ASSIGNMENT 1]

Needsfinding and Exploratory Sketches

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User Types

After an examination of the system, we determined the following categories and user types likely to utilize the Go SFU system:

- **Students**
 - *Experienced / Professional Students*
 - *Newer / Undecided Students*
 - *Returning / Continuing Students*
- **Faculty**
 - *Sessional Instructors*
 - *Long Term Instructors*
- **Student Support Staff**
 - *Student Advisors*
 - *Registrar Staff*
 - *Co-op Advisors*
- **Administration**
 - *System Administrators*

Proto Personas

Analyzing our established user types and categories, we evaluated that some amalgamations should likely be made for our personas in order to reduce redundancies.

Returning/Continuing Students, while older, were suspected to have largely similar goals and extremely overlapping tasks to the other two student groups, albeit with likely more desktop use than mobile.

Faculty was determined to have largely the same goals and tasks from the system, though sessionals may require quicker learnability to adjust from a different school's system.

The support staff subtypes were determined to largely perform the same sort of tasks as one another with varying levels of account permissions. They were accordingly rolled into one category.

System Administrators were suspected to be working primarily on the backend with wildly different goals and tasks from the other user types. Thusly it was determined that their experiences are likely to require a different version or view of the system than the scope of the redesign project is intended to encompass.

Professional Student

Caroline

"I want something to help me manage my busy schedule"

Demographics

- Age: 22 year old female
- Year: Undergrad 4th year (+ Co-op)
- Major: Environmental Science
- Career Oriented

Goals/Concerns

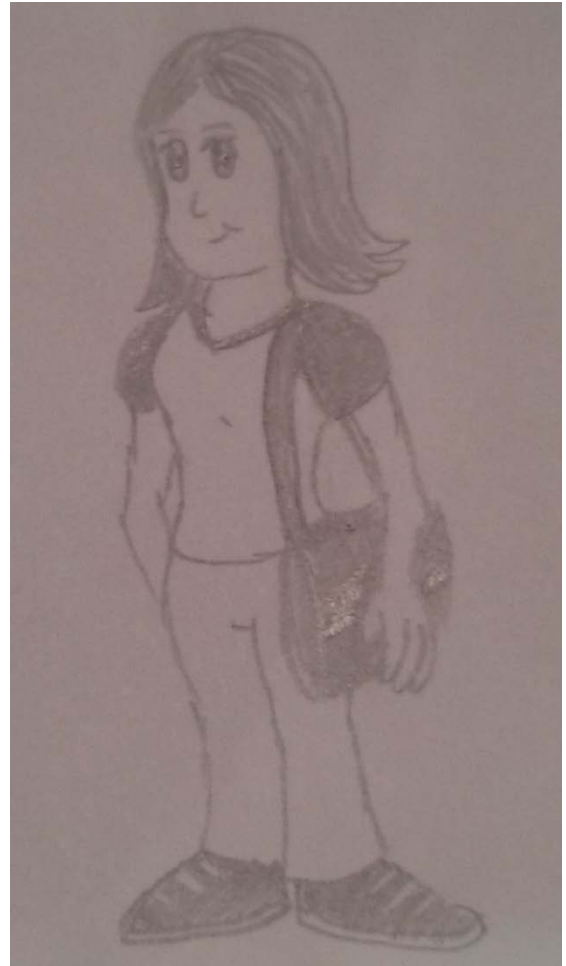
- To complete graduation on-time and on budget
- To further opportunities through schooling
- To maintain work/life balance

Behaviours

- Volunteers in the community often
- Researches career and schooling options
- Uses her phone primarily for Facebook and games
- Serious business and schoolwork is done on the laptop
- Plans ahead and promptly works towards tasks

Tasks

- Checks graduation progress
- Applies for tuition scholarships
- Gets transcript copies
- Determines and pay any schooling fees
- Schedules classes for remaining semesters





Experimenting / Leisure Student

Fred

"I want to decide correctly what courses to aim for."

Demographics

- Age: 19 year old male
- Year: Undergrad 2nd year
- Major: Non-determined degree (Arts)
- Fairly internet-savvy

Goals/Concerns

- To avoid unnecessary debt
- To figure out what to focus on in University
- To avoid difficult courses if they won't be required

Behaviours

- Makes decisions as they come
- Active on Twitter
- Makes a variety of YouTube videos
- Uses phone and tablet on-the-go
- Desktop stays at home

Tasks

- Finds available courses and descriptions
- Sees how courses are inter-connected
- Creates class schedules for new terms
- Determines and pays tuition fees

Involved Lecturer/Faculty Teacher

Alice

"I want to make students' life at university less-stressful with better time-management strategies."

Demographics

- Age: 37 year old Female
- Year: 6th year teaching
- Faculty: Contemporary Arts

Goals/Concerns

- To provide quality education to interested students
- To ensure accessibility for office hours to provide better instruction

Behaviours

- Teaches 2 courses at SFU:
 - Larger introductory course
 - Smaller upper level course
- Develops personable relationships with motivated students in the field
- Addresses waitlist issues in the class
- Uses a laptop for work, otherwise does not spend much time on the computer
- Reads on a Kindle as well as paperback

Tasks

- Analyzes schedules for planning office hours
- Determines waitlists on courses and section/lab demand





The Knowledgeable Advisor/Admin

Frank

**"I want to make the university
administrative bureaucracy
less painful"**

Demographics

- Age: 29 year old Male
- Year: 4th year of working full-time
- Program: Communications

Goals/Concerns

- To assist students in planning out their schooling
- To minimize and increase efficiency of work to help most students
- To reduce impact of school bureaucracy for students

Behaviours

- Can recall most courses and professor information without database look-up
- Uses the student information system daily
- Answers the occasional e-mail by phone when out of office
- Largely avoids work material when away from his desk unless necessary

Tasks

- Uses student records and course availability to find course suggestions
- Locates arrangements of courses to fit without class time conflicts
- Looks up students' graduation progress
- Overrides system requirements for registration

Primary Persona

Rationale:

We chose to focus on Persona 1, Caroline the Professional Student as our primary persona for this research. We believe that the experienced and dedicated students will be more engaged with using an assistive tool than more casual students, as well as that the majority of students either already are or will become experienced students, making this the largest population group of users.

Research Objectives:

Our interview goal is to validate the following aspects of Persona 1:

- Use of mobile devices: How frequently does this type of student actually use mobile platforms for work vs play?
- Frequent laptop usage for schoolwork: Is the user type fairly familiar with using desktop operating systems to do work and perform tasks?
- Planning ahead: How much work does this target user actually put into planning their course schedules vs just improvising?
- Budget Consciousness: Does this user use Go SFU to track financial information in a prompt manner? Are they concerned with ensuring they pay on time?
- Usage of Go SFU as a document preparation tool: Is the target user familiar with accessing forms such as transcripts from the system? Do they perform this activity at all?
- Time management: Is the user's main task of the system managing course schedules as would be expected?

These questions will be targeted with questions in our interview. General technology usage will map to some demographic questions, while task importance will be assessed in a combination of targeted questions and observing if the participants bring up any particular tasks themselves. While a requirement of the assignment, it is nonetheless quite beneficial to target non computer science or engineering students with these interviews as those fields tend to be more tech savvy and more likely to be familiar with certain aspects than the general student populace may be.

Interviews

Question List

Some of the following questions were added or adjusted between interviews to meet new information or objectives. Interviews were performed in a semi structured manner so some variance may exist. The finalized list follows:

Demographics: Age / Major / Year of Study / Computer Usage / Phone Usage

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?
2. Where do you access Go SFU usually?
3. Which internet browser do you use to access Go SFU?
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
5. When would you access Go SFU the most?
6. When would you access Go SFU the least?
7. What is your general opinion on using the Go SFU System?
8. Can you tell me about a (positive/negative) experience using Go SFU?
9. Do you use any other tools to do GO SFU tasks, such as enrollment, or do you do it entirely with the Go SFU system?
10. How far ahead of time do you plan your enrollment/courses before you enroll on Go SFU?
11. Do you use financial tools on Go SFU, such as applying for scholarships or bursaries, or just checking your account balance? Tell us about those.
12. Do you access many web services or tools on a phone or tablet?
13. Have you ever used Go SFU on a phone or tablet? Tell us about that experience.
14. Have you used any other college/universities' student information systems before?
15. If so, can you describe the differences between the systems?
16. Are there any other comments or thoughts on the system you have that you'd like to share?

Participant A

*-Interview on September 27, 2013 at Simon Fraser University Surrey
Campus Mezzanine*

Year/Major: 3rd year SIAT

Computer Usage: every day

Phone Usage: phone mostly texting

Age: 21

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?
 - Plan out enrollment schedule
 - Access possible time conflicts among course schedules
 - Print out letter of enrollment
 - Print out Advising transcript
 - Display student's weekly schedule
2. Where do you access Go SFU usually?
 - Access through MacBook at home
3. Which internet browser do you use to access Go SFU?
 - Mac's version of Safari
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
 - Rarely access Go SFU on a weekly basis outside enrollment time
5. When would you access Go SFU the most?
 - Enrollment dates period (first 2 weeks of school semester)
6. When would you access Go SFU the least?
 - Outside of enrollment time/semester planning
7. What is your opinion on using the Go SFU System?
 - Negative aspect:
 - At first, layout controls not easy to use
 - Positive aspect:
 - But enrollment letter is easy and convenient to access
 - Weekly schedule generator
 - Tuition/financial report easy to access
8. If any, Can you tell me about a positive experience using Go SFU?
 - Efficient to access enrollment letter:
 - Once clicking on new request for enrollment letter, goes somewhere else, then come back to see the letter fully generated
9. If any, Can you tell me about a Negative experience using Go SFU?
 - During enrollment date, when searching for course, the layout design makes you have to go back from the beginning and do the operations again
 - Layout loads slow during enrollment time

10. Have you ever used Go SFU on a phone or tablet?
 - Seldomly accessed Go SFU on iPhone with Safari app
11. Please tell us about your experience when accessing Go SFU on the iPhone
 - Stored Go SFU under iPhone bookmarks, typed username and password
 - Use it to confirm tuition payment and confirm class location and schedule so that I can avoid late tuition penalties and I don't want to go to the wrong class
 - Have not/will never access Go SFU on the iPhone to do enrollment
12. Have you used any other college/universities' student information systems before?
 - Yes, used the Student Information System at Fraser International College
13. Please explain the similarities/differences between that Student Information System and Go SFU's
 - Cannot remember if there was anything special
 - Experience using it was similar to SFU's
14. Do you have any concerns or last comments about the Go SFU Student Information System?
 - Layout design is okay
 - Too many options available
 - Never really bothered with the 'help' functionality

Participant B

- Interview on September 27, 2013 at Simon Fraser University Surrey Campus Mezzanine

Year/Major: 3rd year Health Sciences

Computer Usage: every day

Phone Usage: every day for social media/calling/text

Age: 21

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?
 - Course enrollment
 - Checking account balance
 - Checking exam schedules
2. When you access Go SFU, where do you access it usually?
 - Access Go SFU on the Windows laptop at home and school
3. Which internet browser do you use to access Go SFU?
 - Windows' version of Google Chrome to access Go SFU
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
 - Once a week during school days
5. When would you access Go SFU the most?
 - First 2 weeks and last 2 weeks of school semester

6. What is your opinion on using the Go SFU System?
 - On enrollment dates, it always crashes (reliability issues)
 - There's always issues with enrollment:
 - All friends complaining on Facebook:
 - "Hate SIS"
 - Layout design is nice, easy to find what you need
7. If any, Can you tell me about a positive experience using Go SFU?
 - Enrollment system ensures integrity of class enrollment
 - When you try to click on the class sessions and add them to cart, the system reconfirms everything
 - Easy to enroll in courses just by the course number
 - After planning all course schedules, easy to enroll all at once
 - Go SFU has a nice database of all courses and descriptions—good for planning out future semesters
 - Accessing Transcripts is fine
8. If any, can you tell me about a Negative experience using Go SFU?
 - Even after planning out all courses for new enrollment date, the system is always too slow when it comes to enrollment transaction
 - Frequently crashes when you actually need to use it
9. Have you ever used Go SFU on a phone or tablet?
 - Used Go SFU on mobile phone previously
10. Please tell us about your experience when accessed Go SFU on the mobile phone
 - Definitely not compatible with mobile phone.
 - Very slow with the user interface interaction:
 - When trying to click on certain links it won't load.
 - You need to "scroll" to zoom in
11. Have you used any other college/universities' student information systems before?
 - No.
12. Please explain the similarities/differences between that Student Information System and Go SFU's
(no experience)
13. Do you have any concerns or last comments about the Go SFU Student Information System?
 - Redesign of Go SFU layout for mobile devices would be nice

Participant C

-Interview on September 30, 2013 at Simon Fraser University Burnaby Campus, TASC 2

Year/Major: 4th year Communication

Computer Usage: Daily

Phone Usage: Daily

Age: 22

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?
 - Enroll in courses
 - Check final grades
2. Where do you access Go SFU usually?
 - Everywhere
3. Which internet browser do you use to access Go SFU?
 - Google chrome
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
 - Access Go SFU, not very much, once every 2-3 weeks in the middle
5. When would you access Go SFU the most?
 - time to sign up for courses, more than twice a day, and when final grades come up
6. What is your opinion on using the Go SFU System?
 - Kind of confusing, figured out how to get around it, don't like please wait and loading a long time, i know its processing, but it looks clunky
7. Can you tell me about a (positive/negative) experience using Go SFU?
 - i hate signing up for classes because you have to do it one by one, at cap, you could paste in course codes in batch and just get feedback on ones it couldn't register
 - fees and transcripts are easy though
8. Do you use any other tools to do GO SFU tasks, such as enrollment, or do you do it entirely with the Go SFU system?
 - the iOS app to check my schedule, SFU app, check courses and compare to your friends
9. How far ahead of time do you plan your enrollment/courses before you enroll on Go SFU ?
 - plan classes as information is available, semester before
10. Do you use financial tools on Go SFU, such as applying for scholarships or bursaries, or just checking your account balance? Tell us about those.
 - Only for checking tuition payment

11. Have you ever used Go SFU on a phone or tablet? Tell us about that experience.
 - used it on phone android and iOS, thought it was stupid, horrible, sometimes you couldn't scroll, using frames, zooming messes up the text, needs a mobile interface
12. Have you used any other college/universities' student information systems before?
 - used Capilano University's system
13. If so, can you describe the differences between the systems?
 - SFU's SIS has a lot of useful features such as request letter of enrolment online, check degree progress, the SIS has good features but just not organized.

Participant D

-Interview on September 30, 2013 at Simon Fraser University Burnaby Campus, TASC 2

Year/Major: Final Year Communications
Computer Usage: Everyday
Phone Usage: Everyday
Age: 24

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?
 - Enroll in courses
 - Check final grades
2. Where do you access Go SFU usually?
 - Everywhere
3. Which internet browser do you use to access Go SFU?
 - Google chrome on Mac OSX
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
 - Once at most, it is highly dependent on the time of term though. So around grade release time or course enrolment I am more likely to be on Go SFU.
5. When would you access Go SFU the most?
 - During enrolment.
6. When would you access Go SFU the least?
 - Probably around midterms between tuition payment and enrolment time.
7. What is your general opinion on using the Go SFU System?
 - It could be better, it has so many menus that I feel are unnecessary.
8. Can you tell me about a (positive/negative) experience using Go SFU?
 - One time my grades were put wrong into Go SFU on the back end resulting in me not being able to enrol into a class, it wasn't even my fault. Took the school four years for them to figure out that there was an issue. I ended up having to have to get it done manually by someone.

9. Do you use any other tools to do GO SFU tasks, such as enrollment, or do you do it entirely with the Go SFU system?

- No.

10. How far ahead of time do you plan your enrollment/courses before you enroll on Go SFU ?

- Usually a term in advance if possible.

11. Do you use financial tools on Go SFU, such as applying for scholarships or bursaries, or just checking your account balance? Tell us about those.

- I have but not recently. I applied for a bursary on a few occasions. It was pretty straightforward.

12. Do you access many web services or tools on a phone or tablet?

- no, not really. I don't have a smartphone.

13. Have you ever used Go SFU on a phone or tablet? Tell us about that experience.

- No.

14. Have you used any other college/universities' student information systems before?

- No.

15. If so, can you describe the differences between the systems?

(no experience)

16. Are there any other comments or thoughts on the system you have that you'd like to share?

-I think it's overly complex and repetitive, especially when you need to do course enrollment.

Participant E

*-Interview on October 2, 2013 at Simon Fraser University Surrey Campus
Team Meeting Room*

Year/Major: Final Year Visual Arts

Computer Usage: Everyday

Phone Usage: Average

Age: 23

1. As a SFU Student, what do you use the Go SFU (Student Information System) for?

- Enroll in courses
- Check tuition posted
- Check final grades

2. Where do you access Go SFU usually?

- Everywhere

3. Which internet browser do you use to access Go SFU?
 - Google chrome
4. As a SFU Student, how often do you access Go SFU on a weekly basis?
 - Once a month in general
5. When would you access Go SFU the most?
 - Start and end of term
6. When would you access Go SFU the least?
 - Middle of term
7. What is your general opinion on using the Go SFU System?
 - It's usable. I don't use it not because it's hard to use, but that there's nothing i need to use. For new students searching for classes it's hard, but you get used to it like anything else
8. Can you tell me about a (positive/negative) experience using Go SFU?
 - Not about the system exactly i don't think, but learning about the catalog option where you can browse by alphabet for classes instead of searching was very nice to find out
9. Do you use any other tools to do GO SFU tasks, such as enrollment, or do you do it entirely with the Go SFU system?
 - Everything in Go SFU, used to search and write down classes. Nice if there was a sidebar or something to flag classes and check/compare dates/schedule, but that's just a luxury that would be nice
10. How far ahead of time do you plan your enrollment/courses before you enroll on Go SFU ?
 - A week
11. Do you use financial tools on Go SFU, such as applying for scholarships or bursaries, or just checking your account balance? Tell us about those.
 - Just checking balance
12. Do you access many web services or tools on a phone or tablet?
 - No, my phone is incapable
13. Have you ever used Go SFU on a phone or tablet? Tell us about that experience.
 - No but i've seen my sister do it and it looks like 'fun'. Can't remember exactly but it looked slightly complicated.
14. Have you used any other college/universities' student information systems before?
 - UBC, just to apply, had an account to apply, no access to enroll or anything

15. If so, can you describe the differences between the systems?

- Seemed mostly similar

16. Are there any other comments or thoughts on the system you have that you'd like to share?

- I feel like - I don't know if it would be harder, if there was an integrated system? With canvas and Go SFU and email all separate, it seems like there should be one account/system with apps in it more like Facebook or something?

Revised Persona

Experienced University Student

Caroline

"I want to make sure I finish all my courses on time"

Demographics

- Age: 22 year old female
- Year: Undergrad 4th year (+ Co-op)
- Major: Communications
- Social Butterfly

Goals/Concerns

- To complete graduation on-time and on budget
- To maintain work/life balance

Behaviours

- Volunteers in the community often
- Researches career and schooling options
- Uses the computer daily for play and work
- Uses her phone primarily for texting and social media
- Plans ahead for future career

Tasks

- Checks final grades for courses as soon as they are posted
- Enrolls in classes for remaining semesters
- Makes sure all tuition fees are paid
- Prints enrollment letters and transcript copies
- Plans and organizes weekly schedule for time management



Major Revisions

Based on our interview feedback, we adjusted our primary persona to be more socially minded than career minded, as career elements were discussed less than texting and comparing schedules with friends. We also adjusted behaviours to better match phone usage patterns, and ensured familiarity with desktop/laptop interfaces was included.

In the tasks area, we realized that we had overlooked checking grades in our initial plans, so it was ensured that the task mentioned by multiple participants was included in the revised version of the persona. We also noticed that scholarships and bursary finance tools were much less popular than anticipated, so that was removed as a primary behaviour/task. Adjustments were also made to include enrollment letters and give greater emphasis for scheduling the time of courses in the week in addition to general by semester class selection.

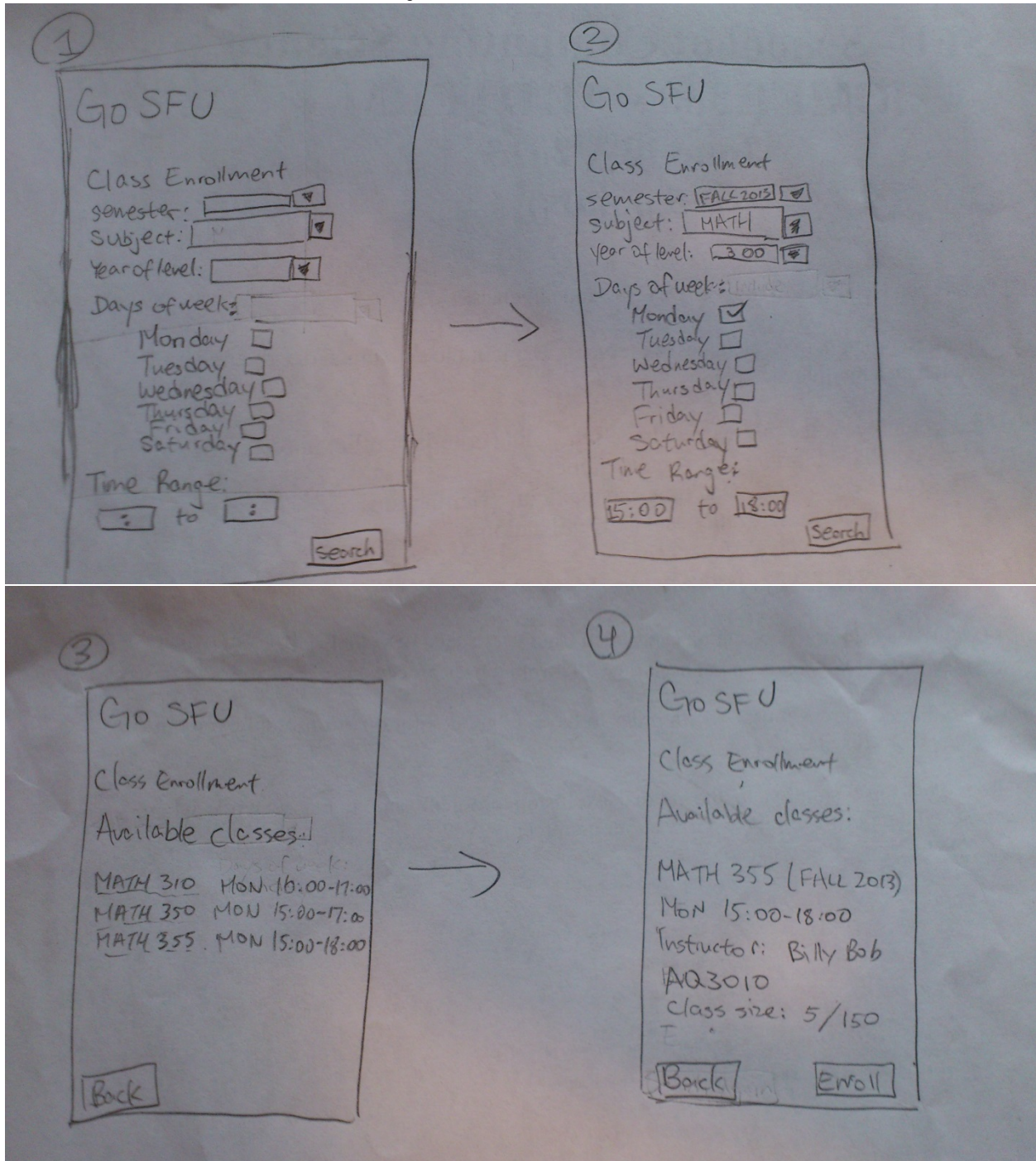
User Stories

After conducting our interviews, our team decided on the following set of User Stories to represent the majority of tasks performed within the Go SFU system in relation to the goals of our primary persona.

- As a busy young adult, I want to plan the best course schedule possible each semester so that I can maximize my available time in the week.
 - *Frequent during enrollment, high importance*
- As an upper level SFU Student, I want to quickly enroll in class seats when available, so that I can graduate with the classes I need in a timely manner.
 - *Should only require once per term, more with waitlists, high importance*
- As an SFU Student, I want to quickly view my weekly class schedule and locations, so that I can avoid attending class late from trying to find my classrooms.
 - *Frequent at beginning of term, medium importance*
- As an SFU Student, I want to check my posted course grades so that I can anticipate any changes to scholarships and maintain my budget.
 - *Frequent at end of term, medium importance*
- As a full-time student, I want to make sure my tuition payments go through so that I can avoid incurring any extra debt or late fees.
 - *Few times per term, medium importance*
- As an SFU Student, I want to access copies of my transcripts so that I am prepared for meetings where those documents are needed.
 - *Few times per term, medium importance*
- As a busy young adult, I want to check my exam schedules so that I can responsibly plan my extracurricular obligations around those requirements.
 - *Once or twice per term, low importance*
- As a young adult, I want to update my personal information so that I can rely less on my parents and live independently.
 - *Less than once per year, low importance*
- As a soon-to-be graduated SFU Student, I want to apply for convocation, so that I can move on to the next phase of my life.
 - *Once, low importance*

Exploratory Sketches – Mobile Interface

- As a busy young adult, I want to plan the best course schedule possible each semester so that I can maximize my available time in the week.



Positives: Retains all major search functionality and tools

Negatives: Somewhat cramped on the mobile screen. Text heavy.

Appendix I – Interview Consent Forms