

OPTIMISING STUDENT ENGAGEMENT OUR STUDENT PORTAL JOURNEY

ELISHA HULME - USQ EXPERIENCE PROJECT



What's up next

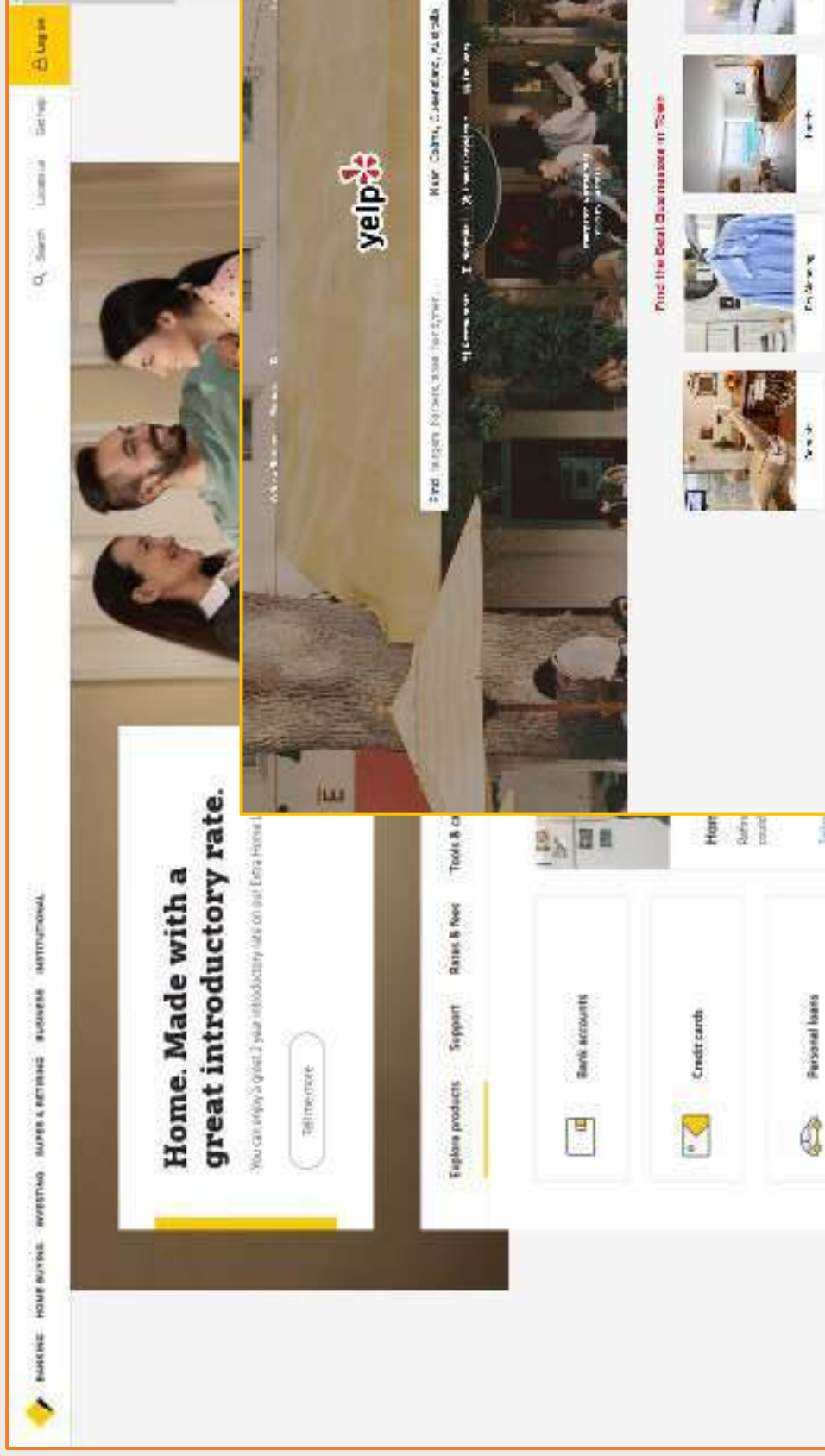


- Who is USQ?
- Why we needed to understand our students
- How did we get to know about our students
- The benefits of knowing our students
- Key learnings

University of Southern Queensland – Who are we?



User experience & our students



The path of least resistance



A good UX will ease pain points

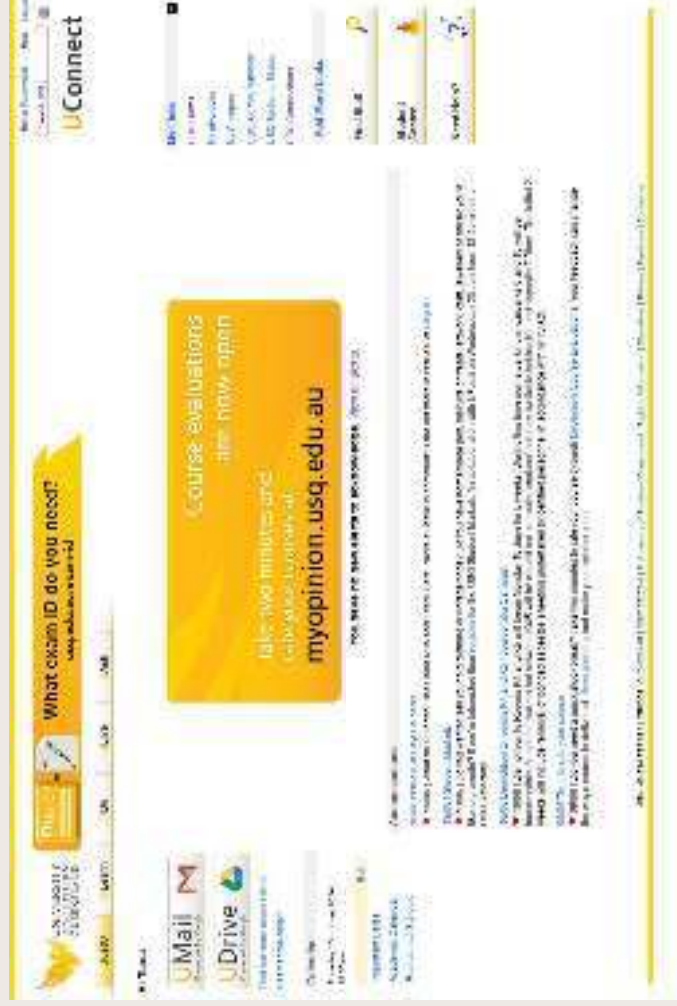
Higher engagement between students and their study

Increased self service

Improved bottom line

Higher rate of satisfaction amongst students

What we started with



- Unsupported
- Unstable
- Unresponsive

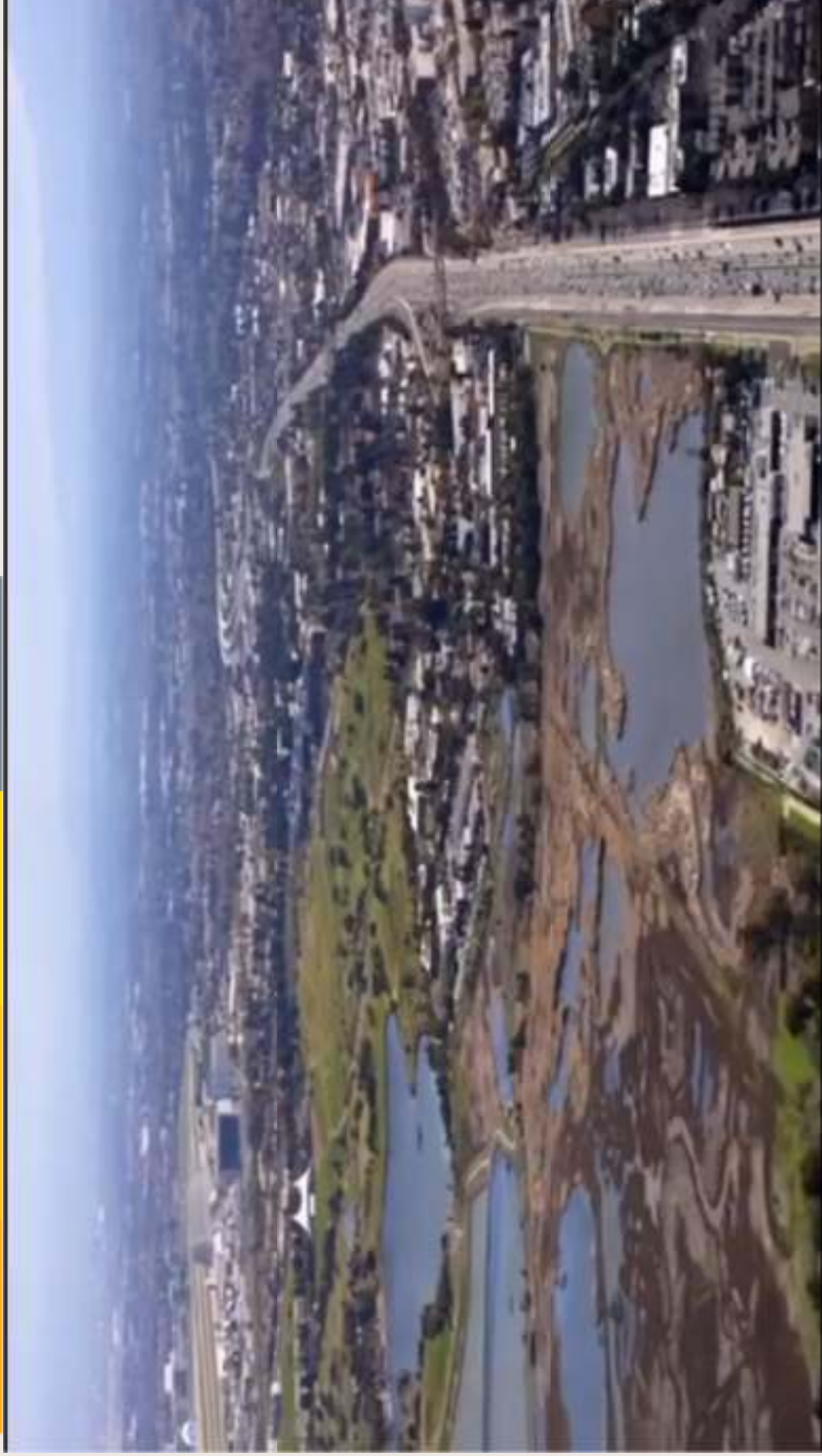


- Graveyard of links
- Mashup of content

UConnect classic feedback

- It's okay, although there is lots of information and seems duplicated
- Functional but often frustrating to navigate and outdated
- Unintuitive. Sometimes difficult to find things.
- It's a bit complicated and requires clicking in several places to get where I need to go.
- It is a little confusing – multiple pathways to things and key areas not easily found

Why we got them involved



How we got them involved



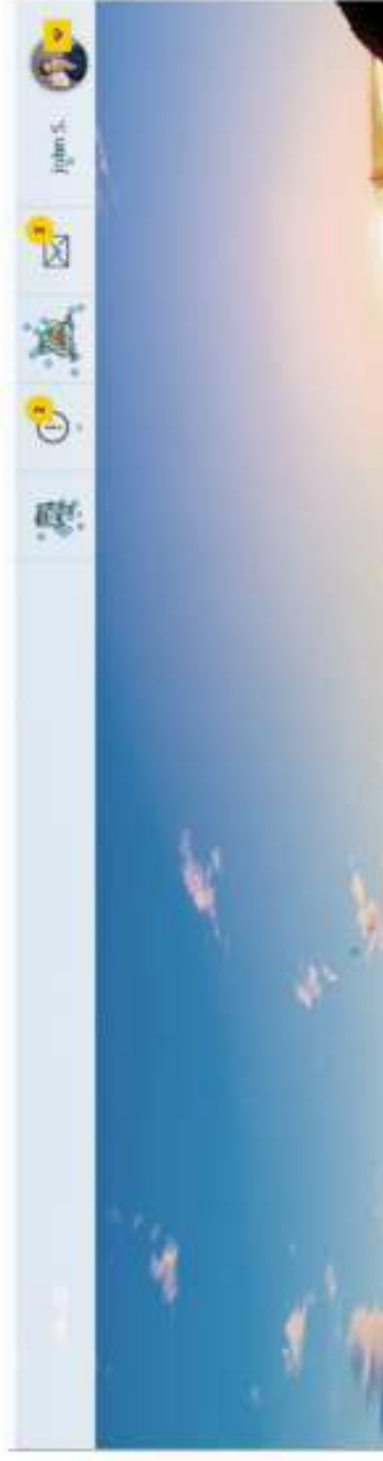
- Socialising
- Chalkmarking/First click testing
- Cardsorting
- Beta tab

Chalkmarking



You need to upload some documents so you can access them online, where do you do this?

1.00 clicks 75 successful 10 slope 35.6 avg (secs)

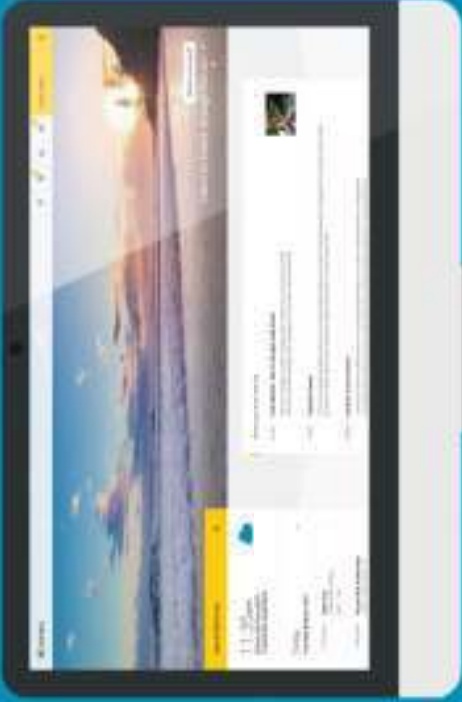


Card sorting

Help	
Similar group labels	
University Information	
Student Forms	
Scholarships	
Campuses and Maps	
Accommodation	
Top FAQ's	
Live chat with your SRO	
AskUSQ	
Textbooks	
Student ID Card	
Career advice and Employment	
SRO contact hours	
Install Office 365	

Admin	
Similar group labels	
Enrolment	
Administration	
student centre	
Manage my enrolment	
Enrol Now	
View my Exam Timetable	
My Grades	
Print Enrolment Verification	
View and pay fees	
Update Personal details	
Student Forms	
Request Official Academic Transcript	
Apply for course credit	
Apply to change program	
Update your major	
Scholarships	
Student ID Card	
Assignment results	

Implementing UConnect - Beta

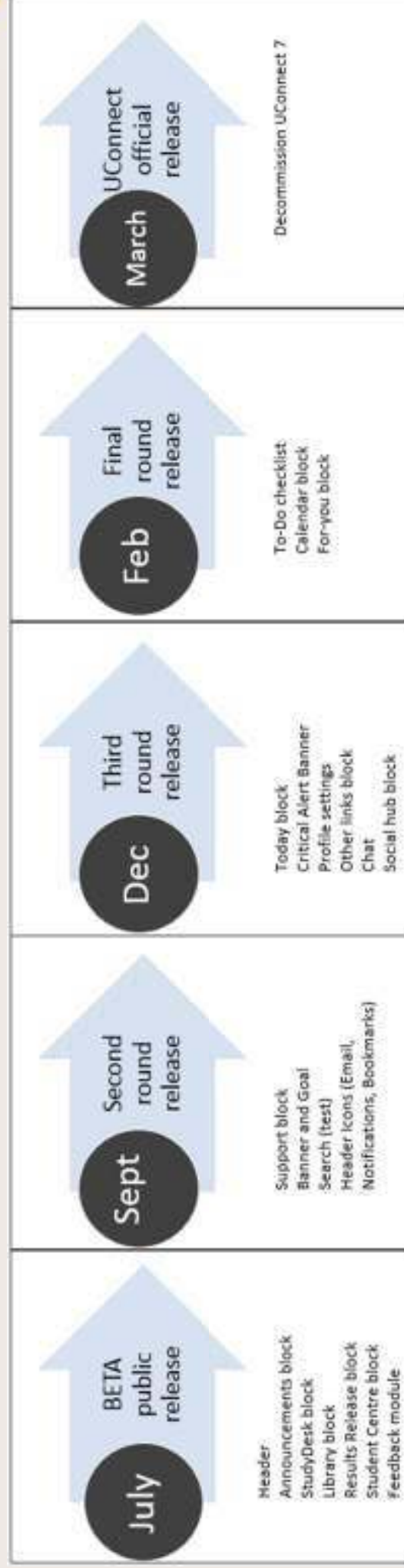


UConnect Beta
is here

Tell us what you think
uconnect.usq.edu.au
Click on the 'Beta' tab



Beta Release Cycle



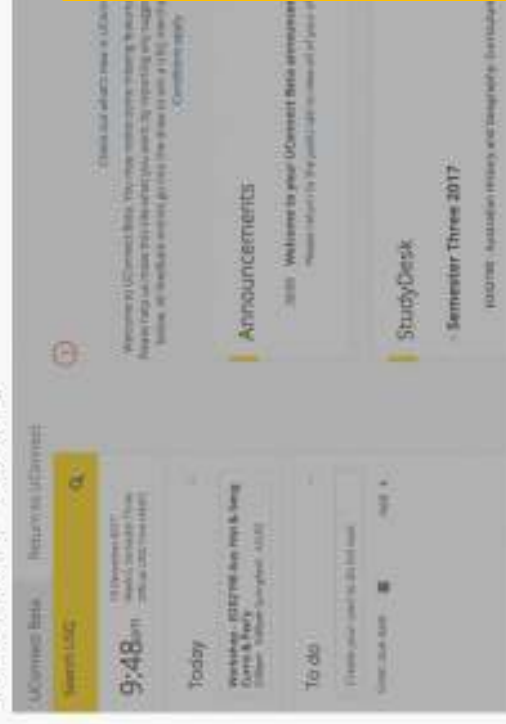
Ongoing development

Identifying Bugs

User Message:

On the left hand menu it says I have a workshop today (tuesday) - these workshops actually occur weekly on Mondays. thanks lisa

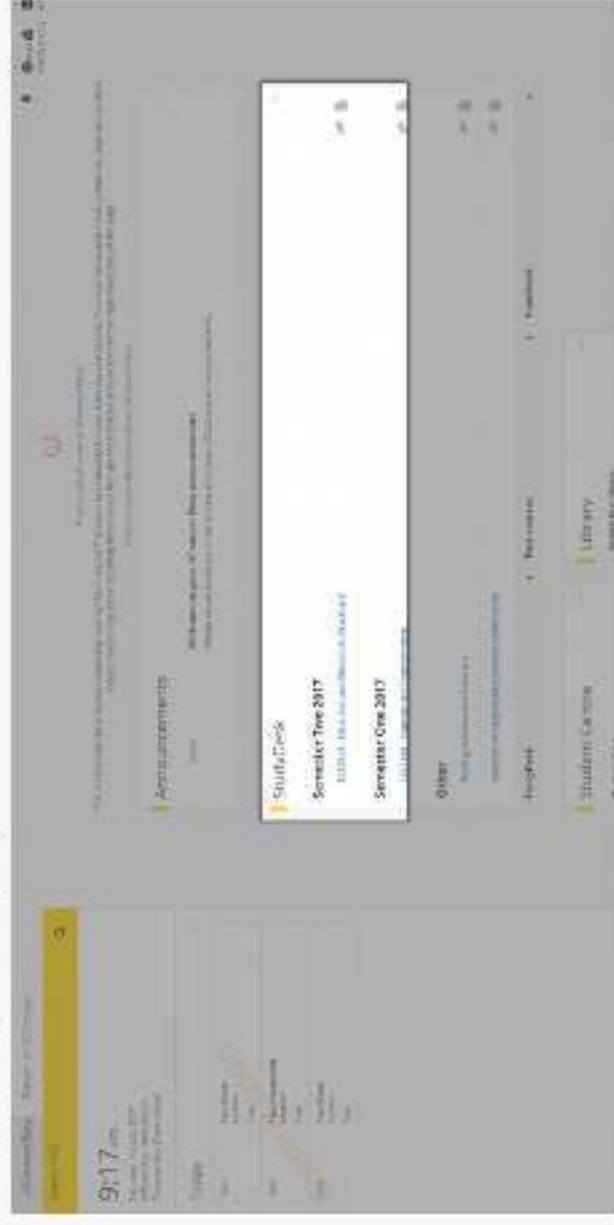
Browser data (for developers)



User Message:

Not all subjects displaying. Beta looks very nice though!

Browser data (for developers)



Understanding User Behaviour

“Is there a way for it to recognise which library you would visit and have its opening times appear first? So IP or SF students don't have to scroll past Toowoomba to find theirs.”

User Message:

This takes up a lot of screen real estate... looks great but an option to minimise would be great. Loving the new look. Can't wait for the 'Today' section to be live... be great to see upcoming assessment due dates here :)

Browser data (for developers)



Change Management - End User

Subject: Why

I feel like this change is unnecessary I just got used to the other decent site format please don't change things I hate change :(((



Change Management - End User

Subject: I mean it's alright

but it's a shock but I guess I could get used to it



Change Management - End User

Subject: Ok I actually like it the more I look at it

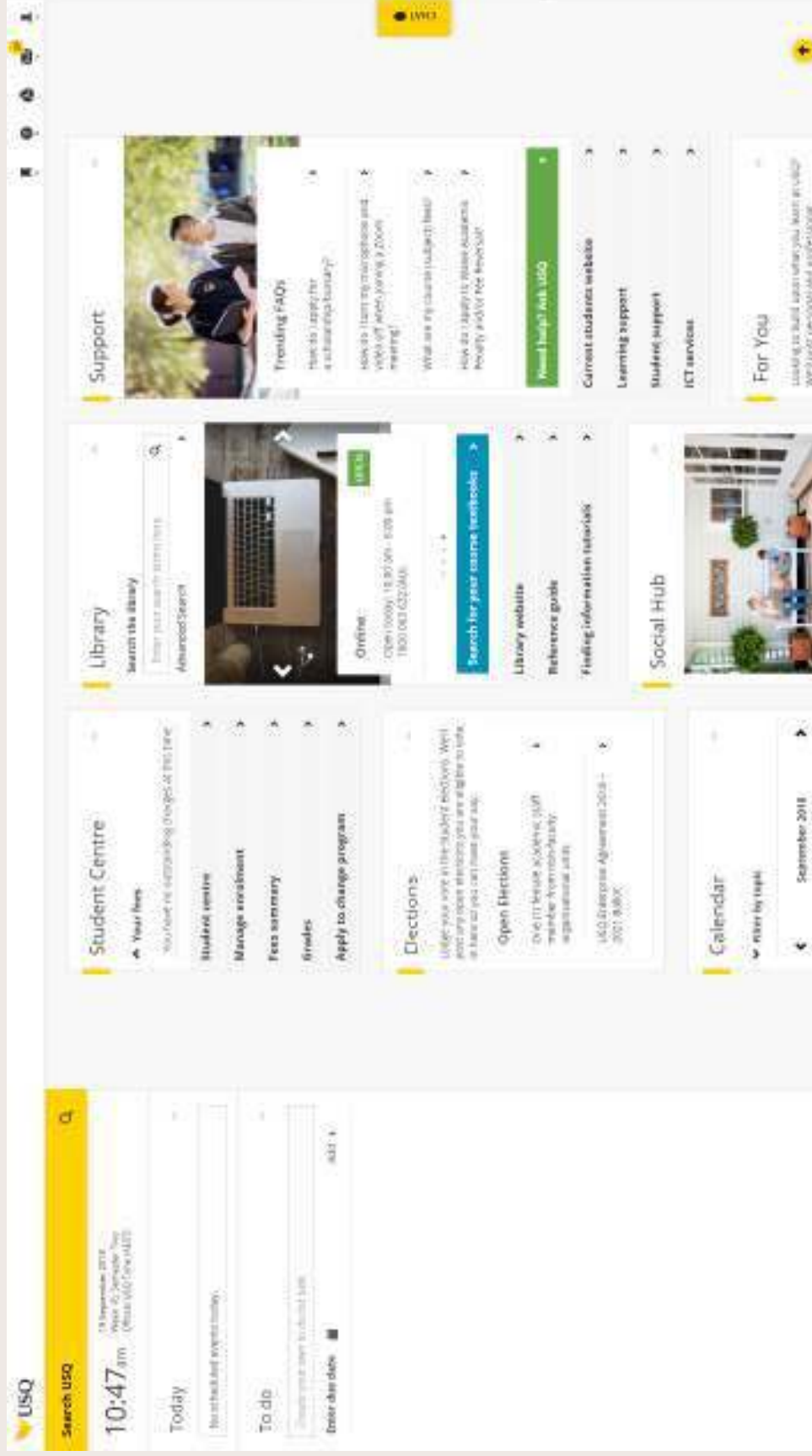
Yeah the beta site is pretty neat, I like the time/date on the side, as long as it gets a bit more user friendly and simple to work with I think it will be okay. Maybe the banner should be thinner though, or some announcements can at least be overlaid onto that.



Where we are today



Where we are today



Key learnings

Concept validation through user testing

Higher positive end user sentiment

Improved quality of output

Less stress on resources

Less stress on the end user

Don't be afraid of change

Don't take it personally and step back