



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?



Our Students

69%	students study part-time
31%	students study full-time
	69% students study online
	31% students study on-campus
	37% students aged 18 - 25 years
	58% students aged 26 - 49 years
	5% students aged 50+ years

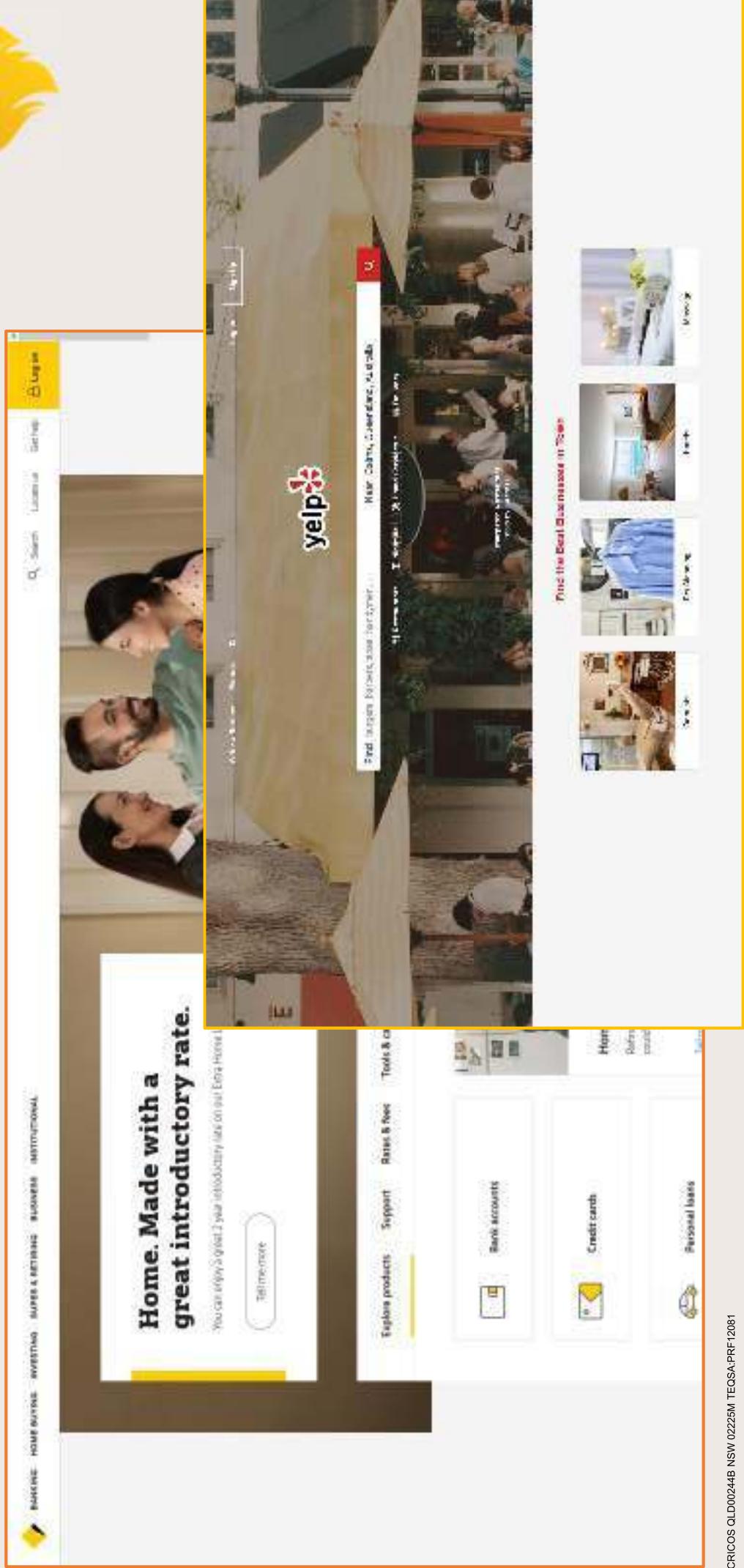
26,458
total students

88%
of students
study in Australia

12%
of students study
internationally

Source: 2017 Mid-Year Data from UQ Data Warehouse. Published 11 September 2017.

User experience & our students



The collage illustrates various user interface designs, including a search results page, a mobile banking application, and a promotional landing page.

Top Image (Yelp): A screenshot of a Yelp search results page for "hair salons" in Cairns. The main image shows a salon interior with people. Below it are several smaller thumbnail images of different salons. The interface includes a search bar, a login button, and navigation links like "Search", "Locate us", "Help", and "Logout".

Middle Image (Bankwest): A screenshot of a mobile banking application. The header says "Bankwest". The main content area is titled "Home. Made with a great introductory rate." It features a large photo of a smiling couple. Below the photo are several buttons for "Top up products", "Simplify", "Rates & fees", "Tools & calculators", "Bank accounts", "Credit cards", and "Personal loans".

Bottom Image (Extra Home): A screenshot of a promotional landing page. The title is "Home. Made with a great introductory rate.". Below it is a subtext: "You can apply for a 2 year introductory rate on your Extra Home". There is a "Tell me more" button. The footer has links for "Home", "About us", and "Contact".

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

The screenshot shows the University of Southern Queensland's website. At the top is a yellow navigation bar with the following links: Home, MyUSQ, News, Events, Search, and Log In. Below this is a large yellow banner with the text "Course Evaluations" and "Take 100 minutes and submit your thoughts at myopinion.usq.edu.au". To the right of the banner is a yellow sidebar with links for "What exam ID do you need?", "Mail", "UDrive", "Calendar", and "Feedback". The main content area features a yellow header "University of Southern Queensland" with a yellow bird logo, followed by a yellow sidebar with "My Links" and "Announcements". The main content includes sections for "Student Support", "Academic Support", "Teaching and Learning", "Research", "Community Engagement", and "About Us". A yellow footer bar at the bottom contains links for "Feedback", "Help", "Log In", and "Contact Us".

- Unsupported
- Unstable
- Unresponsive

The screenshot shows the University of Southern Queensland's website after a redesign. The top navigation bar is now red with white text for Home, MyUSQ, News, Events, and Log In. The main content area has a clean, modern design with a yellow sidebar on the left containing "My Links" and "Announcements". The sidebar also includes links for "Feedback", "Help", "Log In", and "Contact Us". The main content area features a large yellow banner with the text "Course Evaluations" and "Take 100 minutes and submit your thoughts at myopinion.usq.edu.au". Below this is a yellow sidebar with links for "What exam ID do you need?", "Mail", "UDrive", "Calendar", and "Feedback". The main content includes sections for "Student Support", "Academic Support", "Teaching and Learning", "Research", "Community Engagement", and "About Us". A yellow footer bar at the bottom contains links for "Feedback", "Help", "Log In", and "Contact Us".

- Graveyard of links
- Mashup of content

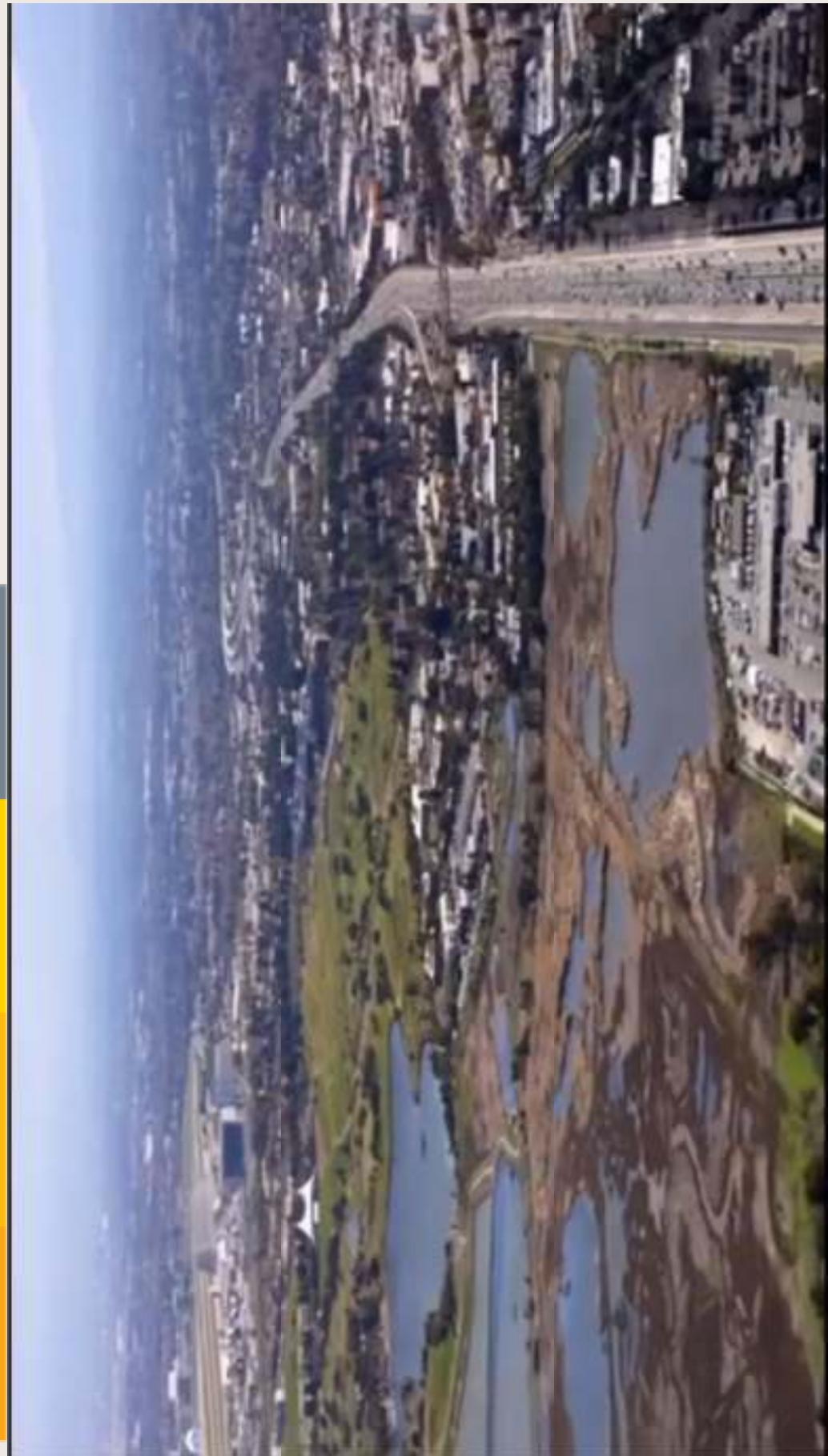
UConnect classic feedback



- 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

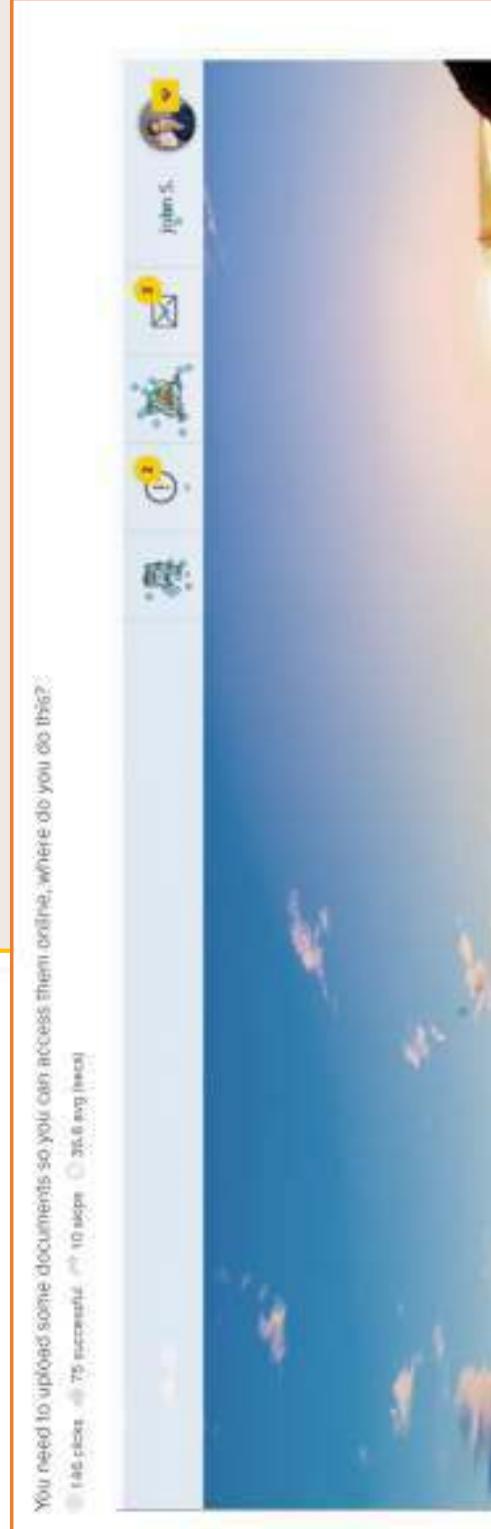


Chalkmarking

1. Imagine it's your first week at university. Add something to your checklist to complete before you begin studying.



Success	Time Taken
101	100%
71	40%
201	20%
52	22%
3	2%
Help	





Card sorting

Admin

- Similar group labels
- Enrolment
- Administration
- student centre

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

Manage my enrolment

- Enrol Now

View my Exam Timetable

- My Grades

Print Enrolment Verification

- View and pay fees

Update Personnel details

- Student Forms

Request Official Academic Transcript

- Apply for course credit

Apply to change program

- Update your major

Scholarships

- Student ID Card

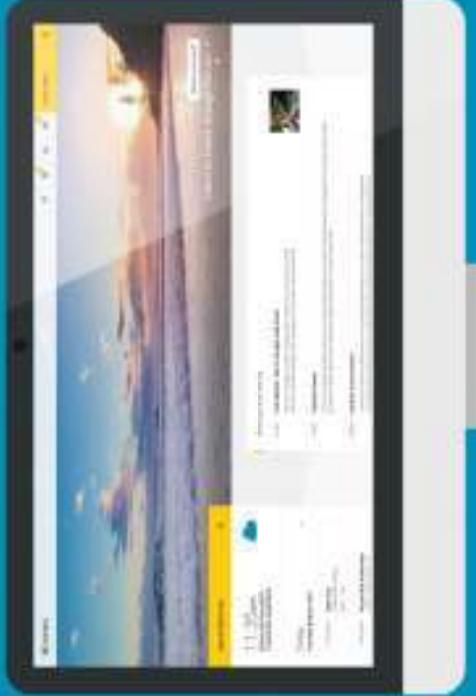
Assignment results



Implementing UConnect - Beta

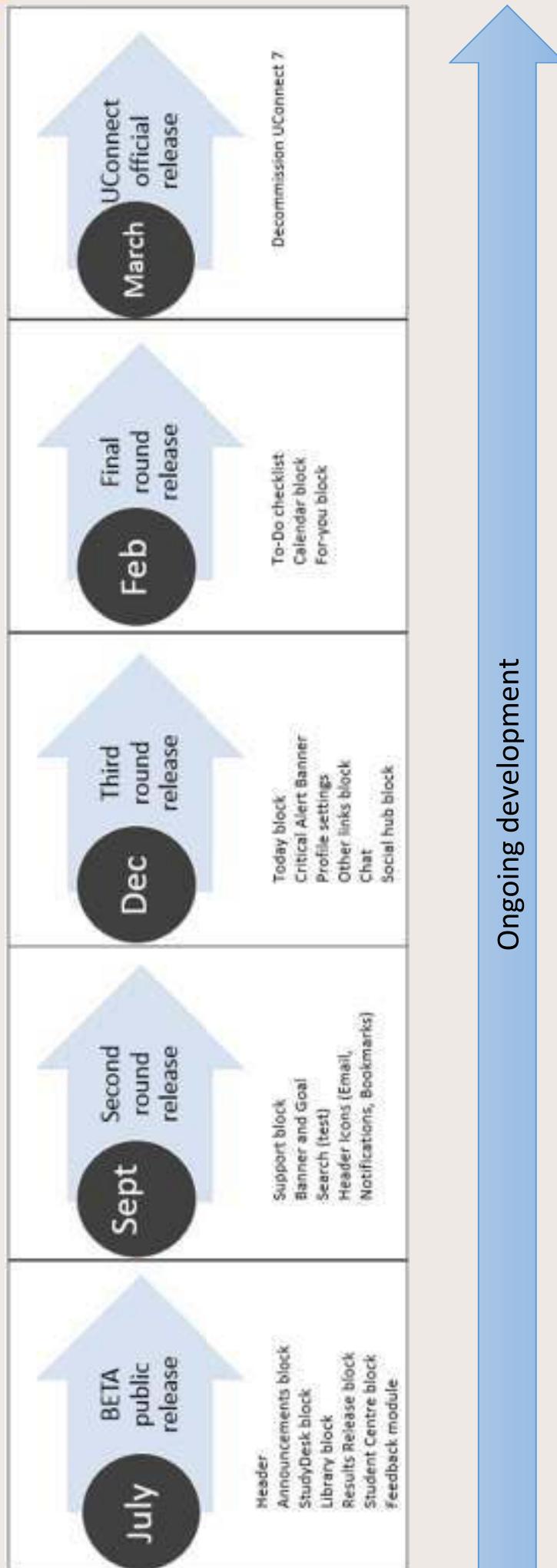
**UConnect Beta
is here**

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



USQ

Beta Release Cycle



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)

The screenshot shows a browser window with a yellow bar at the top containing the text "User Message". Below this, a message from "lisa" reads: "On the left hand menu it says i have a workshop today (tuesday) - these workshops actually occur weekly on Mondays, thanks lisa". To the right of the message, there is a "User Message" section with the text "Not all subjects displaying. Beta looks very nice though!". Below this, a "Browser data (for developers)" section is visible, showing various developer tool panels like "Console", "Elements", "Network", and "Performance".

User Message:

Not all subjects displaying. Beta looks very nice though!

Browser data (for developers):

The screenshot shows a browser window with developer tools open. The "Elements" panel is visible on the left, showing a tree structure of the page's DOM. The "Network" panel shows several requests, including "StudyDesk", "Semester One 2017", "Semester Two 2017", and "Semester Three 2017". The "Performance" panel shows a timeline of the page's loading process. A sidebar on the left contains links such as "Announcements", "StudyDesk", "Semester One 2017", "Semester Two 2017", "Semester Three 2017", "Other", "Logout", and "Help".



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! Doing the news 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

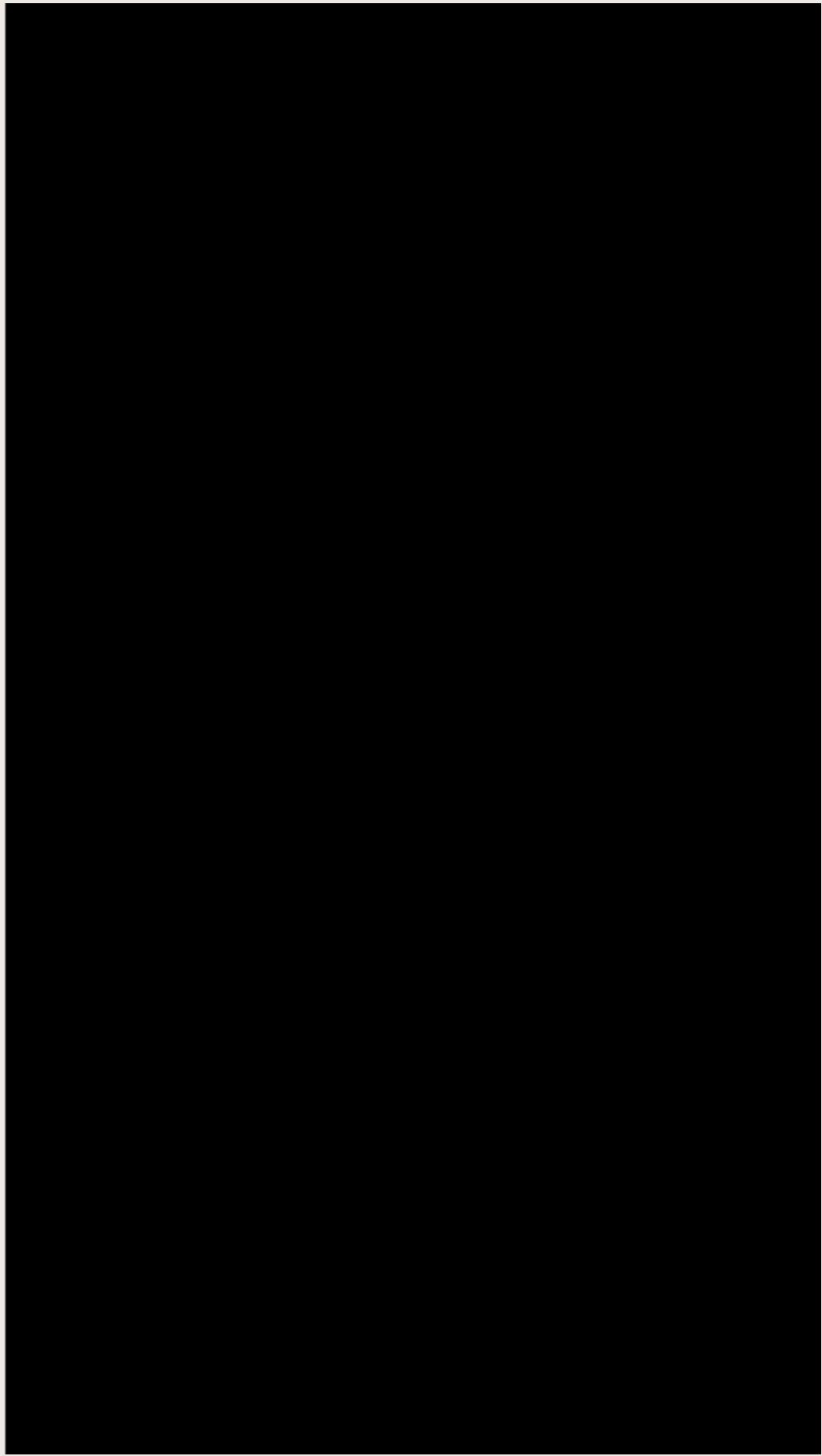
Subject: Ok I actually like it the more I look at it

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



Search USQ

10:47 am 18 September 2018 (AUQ/Townsville)

Today No scheduled appointments

To do

Enter details

Student Centre

- Year here You have no incoming changes at this time.
- Student centre
- Manage enrolment
- Fees summary
- Grades
- Apply to change program

Directions Use our site to find your way around. We'll alert you when someone you care about is due, so you can make your way to see them.

Open directions Open in Google Maps or download to your smartphone.

Information Information about the University of Southern Queensland and its students.

Library website <http://libguides.usq.edu.au>

Resource guide [View guide](#)

Funding information resources [View funding information](#)

Social Hub

Calendar View by week

September 2018 [View calendar](#)

Support

Learn the basics Every year more than 100,000 students learn online.

Advanced search

Library

Online Open 24/7, 18,870+ e-books, 51,750+ e-journals, 1800+ e-dissertations.

Search for past course timetables [View past timetables](#)

Library website [View website](#)

Resource guide [View guide](#)

Funding information resources [View funding information](#)

Current students website [View website](#)

Learning support [View support](#)

Student support [View support](#)

ICT services [View services](#)

Announcements

StudyDesk

For You

Use USQ Library services We're here to help you succeed in your studies.

CRICOS QLD00244B NSW 02225M TEQSA PRF12001

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

