

UNIVERSITY
OF SOUTHERN
QUEENSLAND



OPTIMISING STUDENT ENGAGEMENT OUR STUDENT PORTAL JOURNEY

ELISHA HULME - USQ EXPERIENCE PROJECT

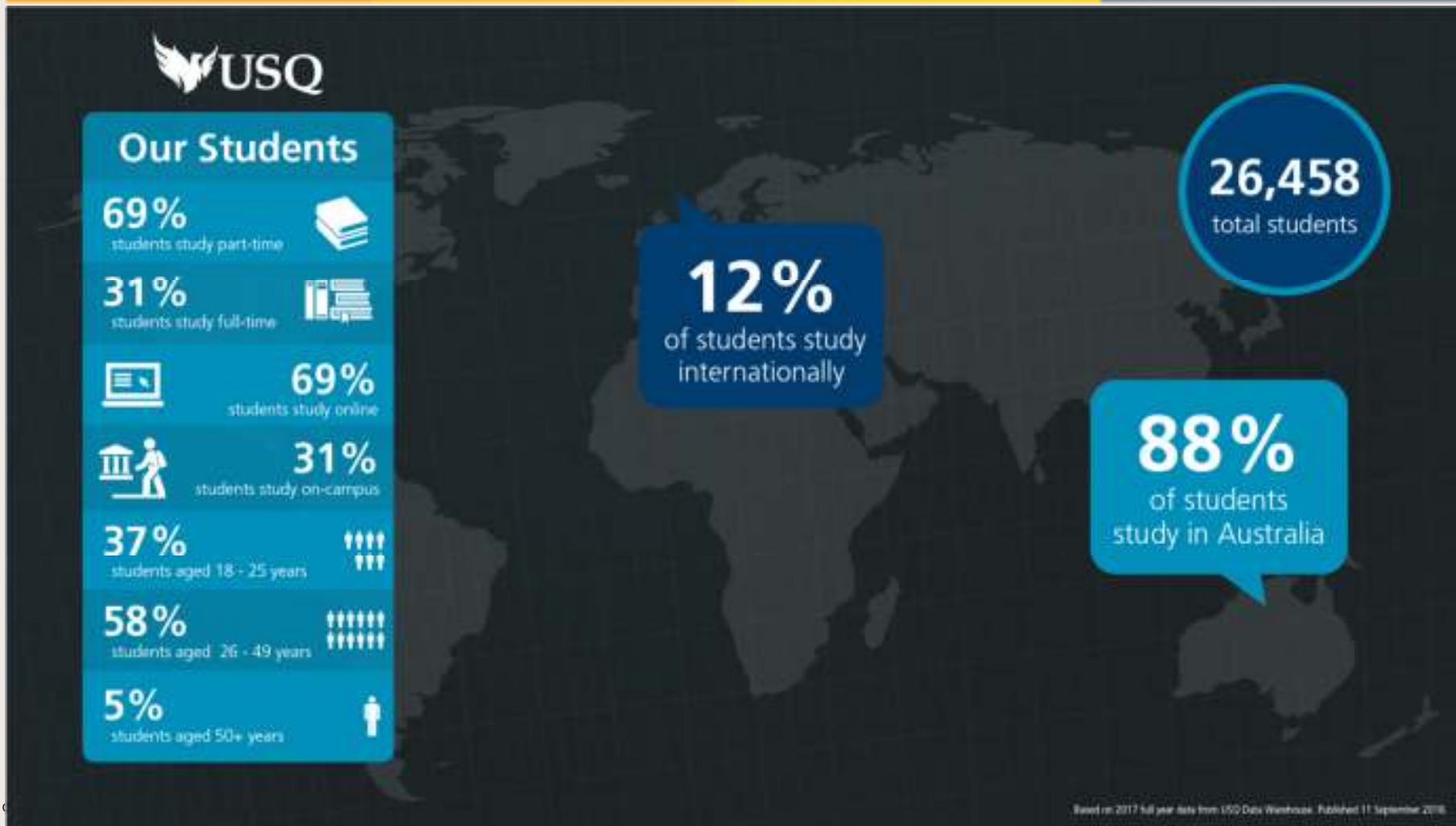


What's up next

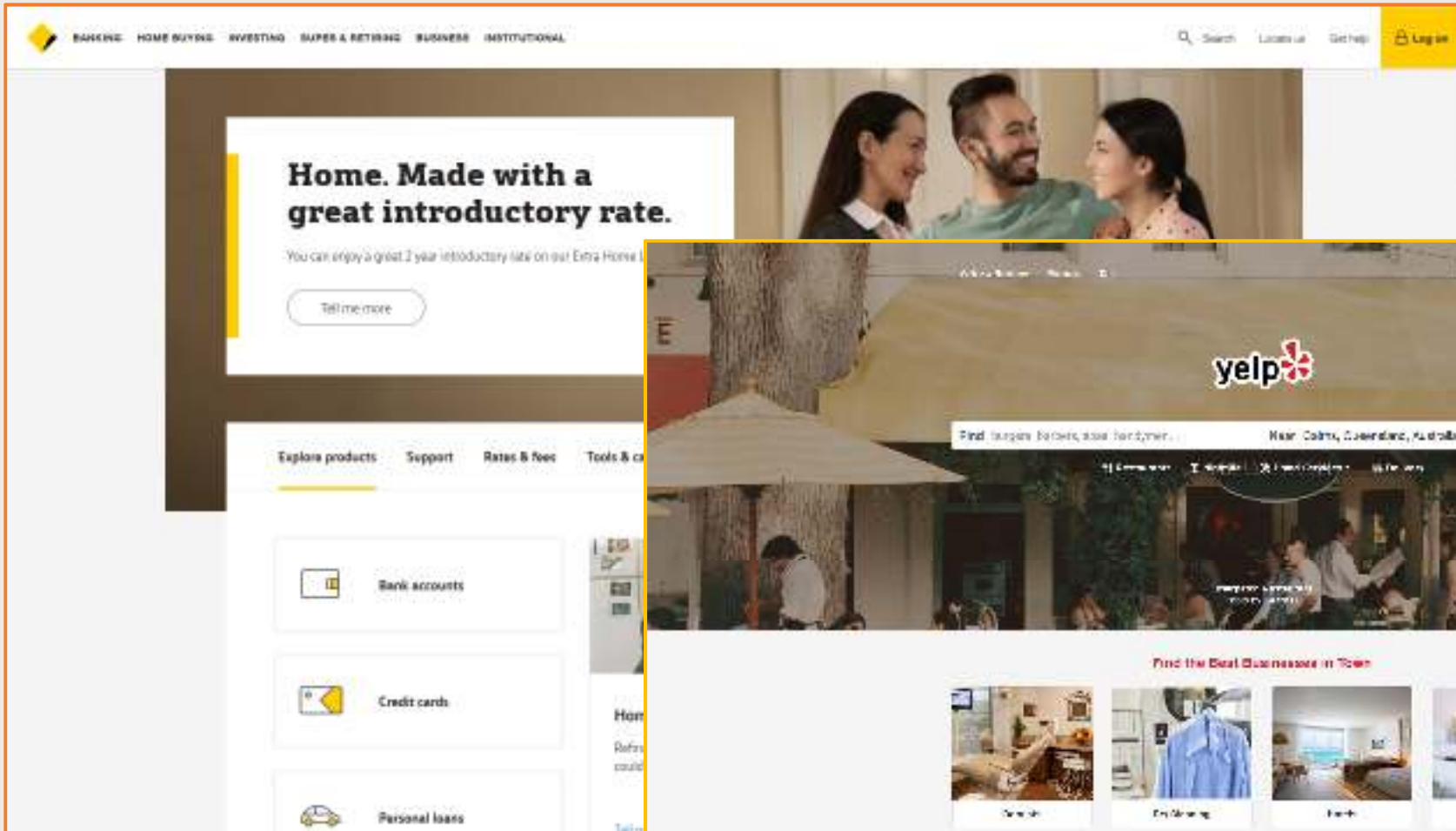


- Who is USQ?
- Why we needed to understand our students
- How did we get to know about our students
- The benefits of knowing our students
- Key learnings

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- Functional but often frustrating to navigate and outdated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

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



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

146 clicks 75 successful 10 skips 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

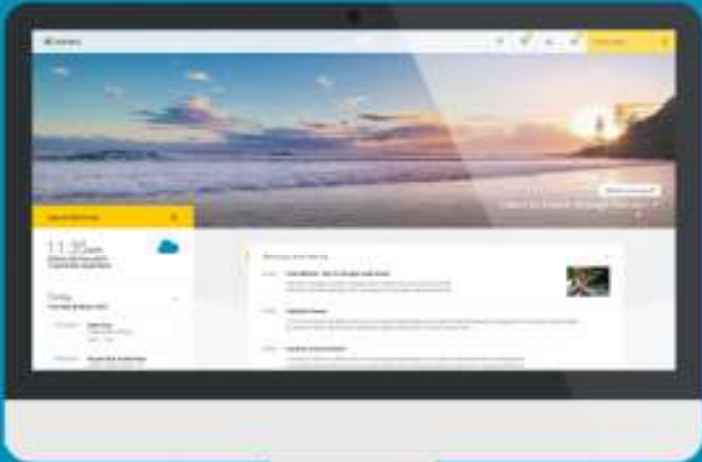
Update your major

Scholarships

Student ID Card


Assignment results

Implementing UConnect - Beta



UConnect Beta
is here

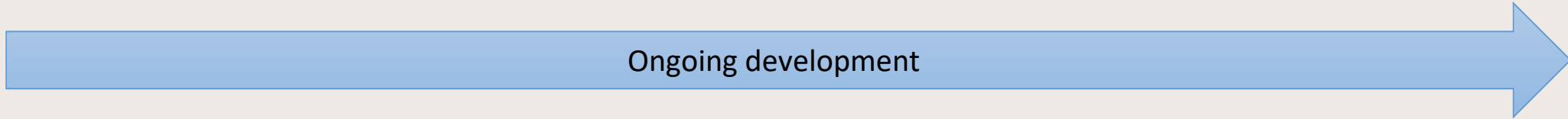
Tell us what you think
uconnect.usq.edu.au
Click on the 'Beta' tab



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The complex block features a central image of a computer monitor displaying the UConnect Beta website interface. The website shows a header with a sunset image, a navigation menu, and a main content area with a sidebar. To the right of the monitor, on a yellow background, is the text "UConnect Beta is here" and "Tell us what you think uconnect.usq.edu.au Click on the 'Beta' tab". At the bottom right of the yellow area is the USQ logo and the text "UNIVERSITY OF SOUTHERN QUEENSLAND".

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)

A screenshot of the UCConnect Beta web application. The left-hand navigation menu is visible, showing a "Today" section with a "Workshop - 10:27 AM Sun 11th & 18th June & 1st July" entry. The main content area shows a "Welcome to UCConnect Beta" message and "Announcements" and "StudyDesk" sections. The time displayed is 9:48 AM on 10 December 2017.

User Message:

Not all subjects displaying. Beta looks very nice though!

Browser data (for developers)

A screenshot of the UCConnect Beta web application, similar to the first one but with a different time (9:17 AM). The "StudyDesk" section is highlighted with a white box, showing a list of subjects: "Semester Two 2017" and "Semester One 2017". The "Other" section below it is partially visible. The time displayed is 9:17 AM on 10 December 2017.

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) -

A screenshot of a web browser interface. At the top, there is a 'User Message' section with a text area containing feedback. Below this is a 'Browser data (for developers)' section. The main content area shows a scenic view of a landscape with a sunset or sunrise, a railing, and two people standing on a path. A yellow search bar is visible on the left side of the image. The bottom of the browser shows the time '12:16 PM' and the date 'Friday'.

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

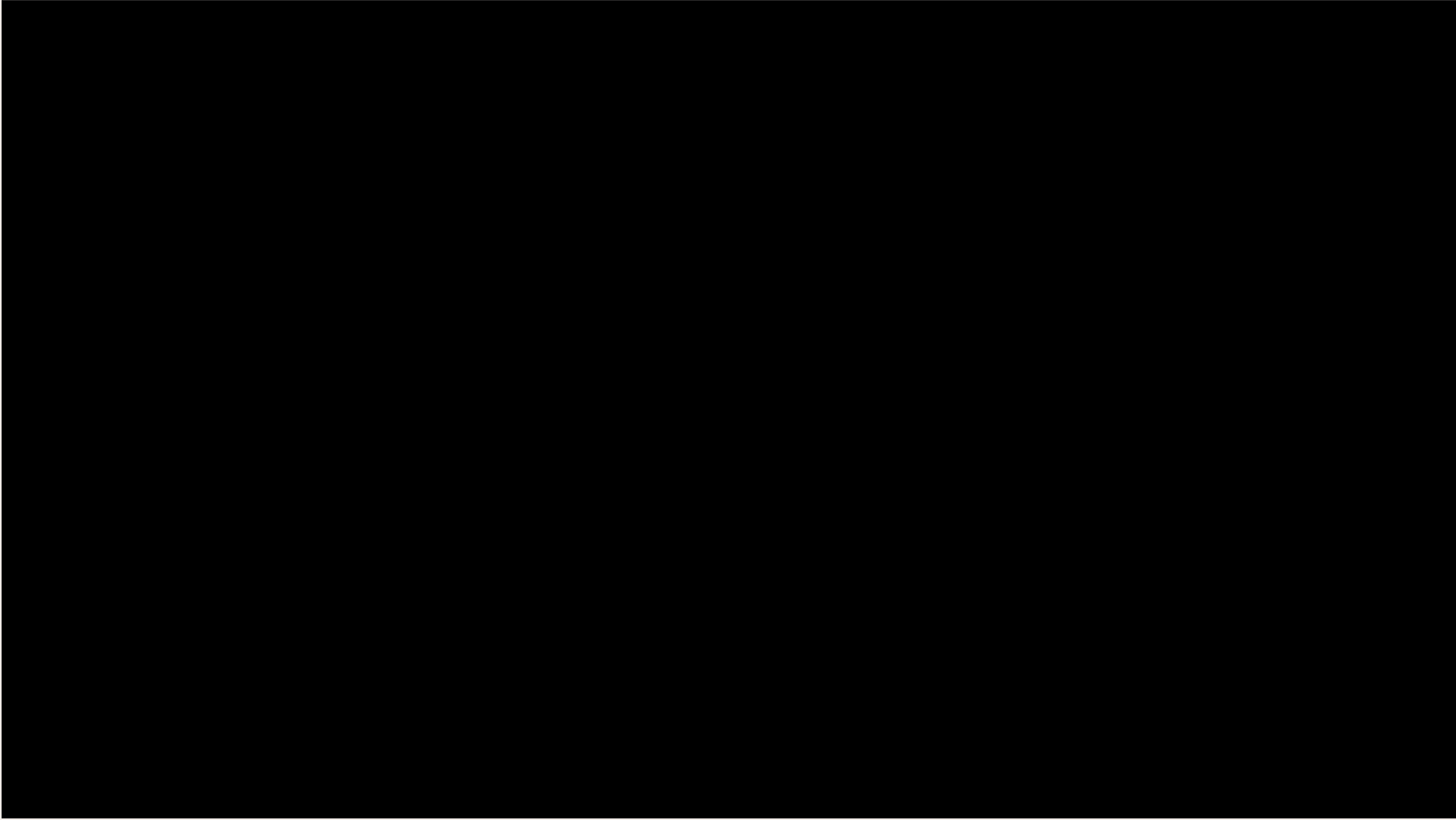


Subject: Ok I actually like it the more I look at it

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



The screenshot shows the USQ student portal dashboard. At the top left, there is a search bar and a navigation menu. The main content area is divided into several sections:
1. **Student Centre**: Includes 'Your fees' (no outstanding charges), 'Student centre', 'Manage enrolment', 'Fees summary', 'Grades', and 'Apply to change program'.
2. **Elections**: Promotes student elections and lists 'Open Elections' with details for a DVC ITT female academic and USQ Enterprise Agreement 2018-2021.
3. **Calendar**: Shows a calendar for September 2018.
4. **Library**: Features a search bar, 'Advanced Search', and a 'Search for your course textbooks' button.
5. **Support**: Includes 'Trending FAQs' (e.g., 'How do I apply for a scholarship/bursary?'), 'Need help? Ask USQ', and links to 'Current students website', 'Learning support', 'Student support', and 'ICT services'.
6. **For You**: A personalized section with the text 'Looking to build upon what you learn at USQ? We'll look personal and professional.'
7. **Online**: A widget showing 'Open today: 10:00 am - 6:00 pm' and the phone number '1800 063 632 (AUS)'.

The screenshot shows a mobile browser interface for the USQ mobile app. The address bar displays 'uconnect.usq.edu.au'. The time is 10:51 am on 19 September 2018. The interface includes a search bar, a notification icon with '14', and a user profile icon. Below the header, there are sections for 'Today', 'To do', 'Announcements', and 'StudyDesk'. The bottom navigation bar contains icons for back, forward, home, and search.

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