

User Research Findings

Studi

CSCI 426: Building a High Tech Startup

User research data: https://docs.google.com/spreadsheets/d/1Jk_h8vpRf7Wsqm288ja-n3osiiqWwFUvO6SGQllh_wA/edit?usp=sharing

Personas

Persona 1

- Name: Antoinette Blair
- Tagline: “If I’m interested in the class title or description, or it fits my schedule (e.g. job, extracurriculars), I’ll take it.”
- Demographics
 - Age: 22
 - Class Standing: Senior
 - Gender: Female
 - Location: California
 - Major: Business
 - Profession: Marketing in the film industry
- Environment
 - Technical aptitude: Medium
 - Devices owned: Macbook, iPhone
 - Preferred platforms: Website
 - Most visited apps and sites for course decision: University site-based course information (Webreg, STARS report), RateMyProfessor, Course schedule maker
- Needs
 - Balanced schedule of extracurriculars/job and classes
 - Interesting courses
- Pain Points
 - Having all information (especially workload and interest) available regarding courses and the professors
- Goals
 - Finding a course and interest where she can gain the knowledge needed for her future career
 - Exploring her interest and passion to help her decide a career path
 - Finding a professor who cares about teaching and can teach well
 - Finding a course that will fit into her work and extracurricular schedule

Persona 2

- Name: Emily Hu
- Tagline: “If the professor teaching the class is easy and workload isn’t much, I’ll take it for my GPA.”
- Demographics
 - Age: 20
 - Class standing: Sophomore
 - Gender: Female
 - Location: Taiwan
 - Major: Computer Science (or another engineering field)
- Environment
 - Technical aptitude: High
 - Devices owned: Lenovo, iPhone
 - Preferred platforms: Website
 - Most visited apps and sites for course decision: RateMyProfessor, CourseHero
- Needs
 - High GPA
 - Manageable (in terms of difficulty and time) courses
- Pain Points
 - Having all information (especially workload and difficulty) available regarding courses and the professors
- Goals
 - To get good grades to go into grad school or to get a good job/internship at a tech company
 - Finding a course with a lower difficulty of course for GEs/Electives to balance with the rigor of her major classes

User Scenarios

Persona 1

Scenario: Advisor, Web registration site, Find courses they’re interested in registering for, Go to our website

1. Research potential courses for next semester based on major/minor requirements and number of credits available online or by asking friends
2. Schedule an appointment with an advisor and meet with him/her to develop schedule of classes
3. Formulate list of preferred courses
4. Formulate requisites (ie. no Friday classes) for potential classes
5. Apply for courses based on availability and preference
6. If courses are filled up, attempt to get on the waitlist, talk to the professor, or wait until another student drops

Persona 2

Scenario: Advisor, Web registration site, Go to our website, Find information that will show them the difficulty and workload of the course

1. Formulate list of major/minor-related courses and elective courses
2. Research the difficulty of each professor/class by going on RateMyProfessor or asking peers
3. Formulate list of preferred courses and professors that balances difficult classes with easier classes
4. Formulate requisites (e.g. no Friday classes) for potential classes
5. Apply for courses based on availability and preference
6. If courses are filled up, talk to the professor and attempt to get on the waitlist

Research Success Criteria

- At least 10% conversion rate
- At least five documents uploaded
- At least ten reviews submitted

Features

Possible Features

Persona 1

- Course reviews
- Advanced search feature (with filters - Date/Time/Major/Minor)
- Degree-in-process Display with links to the course-specific page (Syllabi + Course information included)
- Syllabi
- Video of Professor describing the course

Persona 2

- Course reviews
- Advanced search feature with filters (e.g. date, time, major, minor)
- Degree-in-process display with links to the course-specific page (syllabus and course information included)
- Syllabi
- Video of professor describing the course

Prioritized List of Features

- A syllabus for every course in the university
- A video of each professor explaining their course curriculum
- Survey-based student reviews of courses

Survey Results

Survey data: <https://coursesurvey1.typeform.com/report/Pj2enM/YDRqCeldGLL0FxMa>

- 1) What is your Class standing?
 - a) 36% sophomore
 - b) 26% junior
 - c) 15% freshman
 - d) 13% graduate
 - e) 9% senior

- 2) Which main factor influences your decision when choosing a major required course?
 - a) 16% interest/passion
 - b) 25% relevance to career goal
 - c) 19% instructor's teaching ability
 - d) 17% date and time of course selection
 - e) 8% difficulty
 - f) 4% time consumption
 - g) 2% to take class with friends

- 3) Which main factor influences your decision when choosing a G.E.?
 - a) 47% difficulty
 - b) 19% interest/passion
 - c) 13% time consumption
 - d) 9% date and time of course section
 - e) 6% relevance to career goal
 - f) 4% instructor's teaching ability
 - g) 2% other

- 4) Which main factor influences your decision when choosing an elective?
 - a) 58% interest/passion
 - b) 11% difficulty
 - c) 8% to take class with friends
 - d) 4% date and time of course section
 - e) 4% instructor's teaching ability
 - f) 4% Time Consumption

- 5) What resources do you use when looking for classes to register?
 - a) 81% online platforms (e.g. RateMyProfessor)
 - b) 55% course registration information
 - c) 38% contain friends/acquaintances
 - d) 26% contact friends/acquaintances
 - e) 23% syllabi
 - f) 11% contact professors/TA

- 6) If you answered "Online platforms" to Question 4, please specify the name of the platform and the features you like or dislike about it.
- a) 70% RateMyProfessor
 - i) Likes
 - Professor-specific info
 - Course-specific info
 - Honest/personal reviews
 - ii) Dislikes
 - Lack of reviews
 - Lack of professor-specific pages
 - Inaccurate/biased reviews
 - Ads
 - b) 2% CourseHero
 - i) Likes
 - Course material
 - ii) Dislikes
 - Feature-use costs
 - c) 2% University Website
 - i) Likes
 - Course-specific info
 - d) 2% Website Scheduler
 - i) Likes
 - Course-scheduling convenience
 - e) 24% N/A
- 7) What other information would you like to be provided when choosing courses?
- a) Syllabus - 17%
 - b) Difficulty - 17%
 - c) Workload/Time commitment - 25%
 - d) Student Evaluation - 10%
 - e) Book Requirement - 4%
 - f) Degree Relevance - 2%
 - g) Friends - 4%
 - h) Other - 21%

Interview Results

- 1) What factors play a role in your decision?
- a. Interest/Passion
 - b. Friends
 - c. RateMyProfessor website
 - d. Time and date
 - e. Course requirement(s)
 - f. Experiencing the class first-hand (see if they want to stay in the class)

- g. Time consumption
- h. Difficulty

Question 1 Insights

- Students take 2-6 factors into consideration with an average of four factors
- $\frac{3}{4}$ students factor in RateMyProfessor website
- $\frac{3}{4}$ students factor in friends' opinions

- 2) What is the main reason you want to take a class?
- a. Major requirement
 - b. Other factors: GPA, interest

Question 2 Insights

- All students mentioned major requirement as their main reason
- $\frac{1}{2}$ mentioned interest

- 3) How do you deal with schedule conflict?
- a. Prioritize major-required courses

Question 3 Insights

- $\frac{3}{4}$ prioritize major requirements
- A graduate student does not have scheduling issues because the student does not have many classes to take

- 4) What other course information would be helpful in your decision?
- a. Syllabus
 - b. Statistics of previous grading distribution
 - c. Examples of homework/exams

Question 4 Insights

- All interviewees would like to see the syllabus

- 5) Which classes have you enjoyed? Why?
- a. Fun professors
 - b. Interesting
 - c. No heavy course load
- 6) Which classes have you not enjoyed? Why?
- a. Not related to major
 - b. Teaching style of professor
 - c. Accent of professor
 - d. Course material
 - e. Heavy course load
 - f. Difficult professor