MyUW Rebuild Goals

- Understand how MyUW can better support students’ workflow
- Rebuild and enhance student personal content
- Increase the timeliness and relevance of student content
- Replace the aging and expensive-to-maintain portal technology with modern, mobile-friendly, maintainable technologies
Scope Highlights

User research to gather and confirm requirements
Redesign and rebuild of student personal content
Design and implementation of Web services to provide current and enhanced student data
Integration with teaching and learning tools, library systems, MyPlan, Canvas
Integration with EOS and PCE systems
Approach and Timeline

● Built on current MyUW Mobile technology
● Initial release during Summer ‘14
● Iterative releases thereafter
● Run in parallel with existing desktop MyUW until feature complete
● Targeting winter ‘15 for completion
Partners

UW-IT Academic Services
(Student Web Service, Canvas, MyPlan, Notify.UW)
Registrar
Student Fiscal Services
Student Financial Aid
UWEO & PCE

Graduate School
UW Libraries
Housing and Food Services
International Student Services
UW Bothell
UW Tacoma
User Research

- What are students' goals for their degree, by year, for each quarter?
- What information do they need to support activities that move them towards these goals?
- How do students try to accomplish these goals on a day to day basis, and over time?
User Research Methods

- Focus groups by cohort
- Interviews
- Diary study -- 4 groups of students for 3 weeks each, logging tasks from 6 a.m. to midnight
## Research Findings

- Goals and work are date-driven and time-sensitive, yet time management can be difficult.

<table>
<thead>
<tr>
<th>Goals</th>
<th>First-year</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
<th>Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gain professional experience</td>
<td>Yellow</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>2. Build social and professional networks</td>
<td>Red</td>
<td>Red</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>3. Get an internship</td>
<td></td>
<td>Red</td>
<td>Red</td>
<td>Green</td>
<td>Red</td>
</tr>
<tr>
<td>4. Attain good grades</td>
<td>Red</td>
<td>Red</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Green</td>
</tr>
<tr>
<td>5. Prepare for graduate school*</td>
<td>Green</td>
<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
<td></td>
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<td>![Yellow]</td>
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</tr>
<tr>
<td>7. Have a full-time job offer prior to graduation</td>
<td>![Green]</td>
<td>![Yellow]</td>
<td>![Yellow]</td>
<td>![Yellow]</td>
<td>![Red]</td>
</tr>
<tr>
<td>8. Have social and fun time</td>
<td>![Green]</td>
<td>![Yellow]</td>
<td>![Yellow]</td>
<td>![Yellow]</td>
<td>![Green]</td>
</tr>
</tbody>
</table>
Research Findings

- They suffer from information overload, yet critical information can be hard to find.
Research Findings

- Students primarily access a small subset of MyUW content, but what they do use, they use frequently. For example:
  - Email
  - Registration
  - Husky Card account
  - Class schedule
MyUW Value Statement

- Provides triggers for taking action
- Provides personalized and contextualized information
- Spans contexts that a student must operate in
- Consolidates all critical information
Design Direction

● Present personalized content from multiple systems *when* it is relevant
  ○ e.g. Early weeks, pre-registration, registration, end of quarter
● Allow access to all content at all times
How do information needs change over time?

Identifying Relevancy
Usability Study

- MyUW Mobile
- Many features were not found
- Many students went directly to full site
Developing the design

- Content first, then navigation
- Actionable, personalized content is presented on "cards"
Developing the design

- Addresses the timely/contextual requirement with a model that reorders the cards based on which week of the quarter we're in
Usability Study

- Card Model HTML Prototype
- Design met needs
- No usability barriers
- Card ordering generally positive
Demo: Current Build

http://ipe.cac.washington.edu:1234/mobile/weekly
Questions?