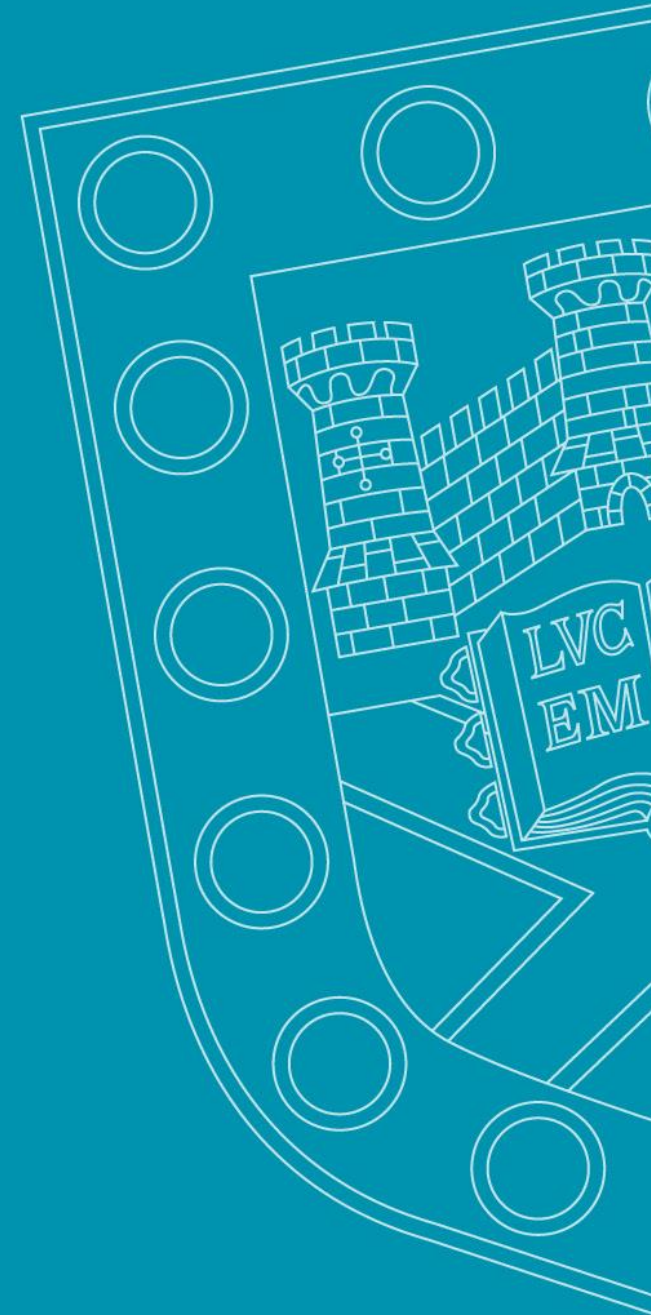


UX and the Digital Student Journey

Ben Richards



What do I mean by UX (User Experience)?

- Does the product, tool or system meet the needs of the user?
- Covers the full experience from when they start interacting with us right up to the point of task completion
- My focus is on the testing and research, trying to understand the interaction from their perspective
- Use a range of tests and methods to assess the user experience



Different tests used

Reflective

Exploratory

Usability tests

Surveys

Card sorting

Usage statistics

Focus groups

Diary studies



What impact does this have?

- Relatively easy environment to recruit and run activities
- Designed to fit in with the development cycles
- Helps to prioritise the development backlog
- Consistent metrics help to make decisions evidence-led and less opinionated
- Not without challenges though!

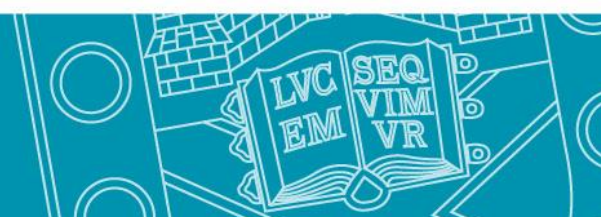
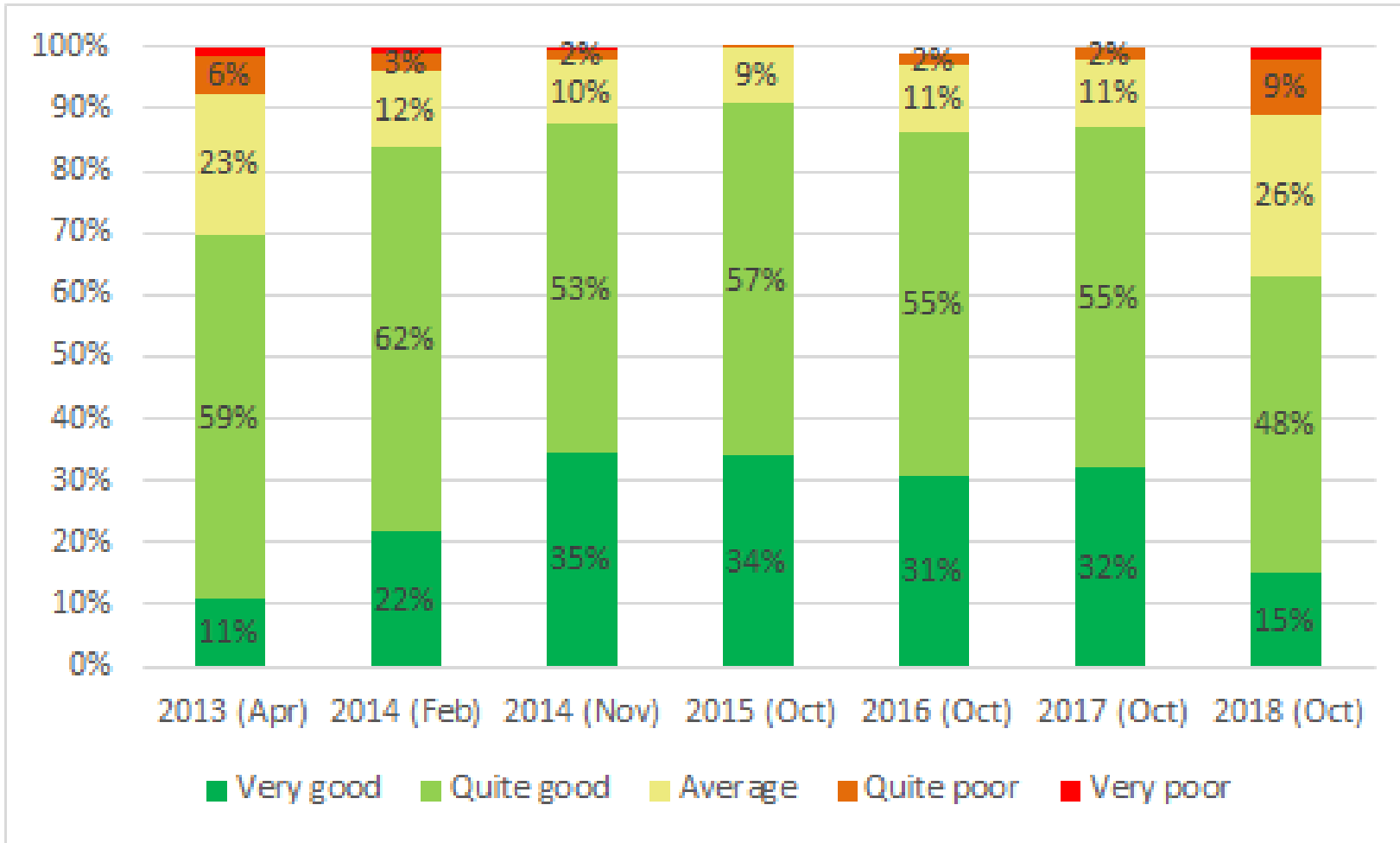


But...

Platform maturity brings with it challenges

- Inclusion of complex, institutional features is more common
- Single-system thinking no longer works
- Mandatory engagement can be negative if it doesn't work well enough





What I'm trying to change

Taking a holistic view across the student experience

- Platform-independent UX activities
- Sharing results and feedback across the institution

Broader documentation of the wider digital experience

- Using results to create journey maps and personas for wider use
- Feeding my data/results into central BI reporting
- Getting data/results considered outside of single projects
- Mapping out the tasks and groups for students



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