Influences on Experience

The personal,
The social,
The object,
The situational.
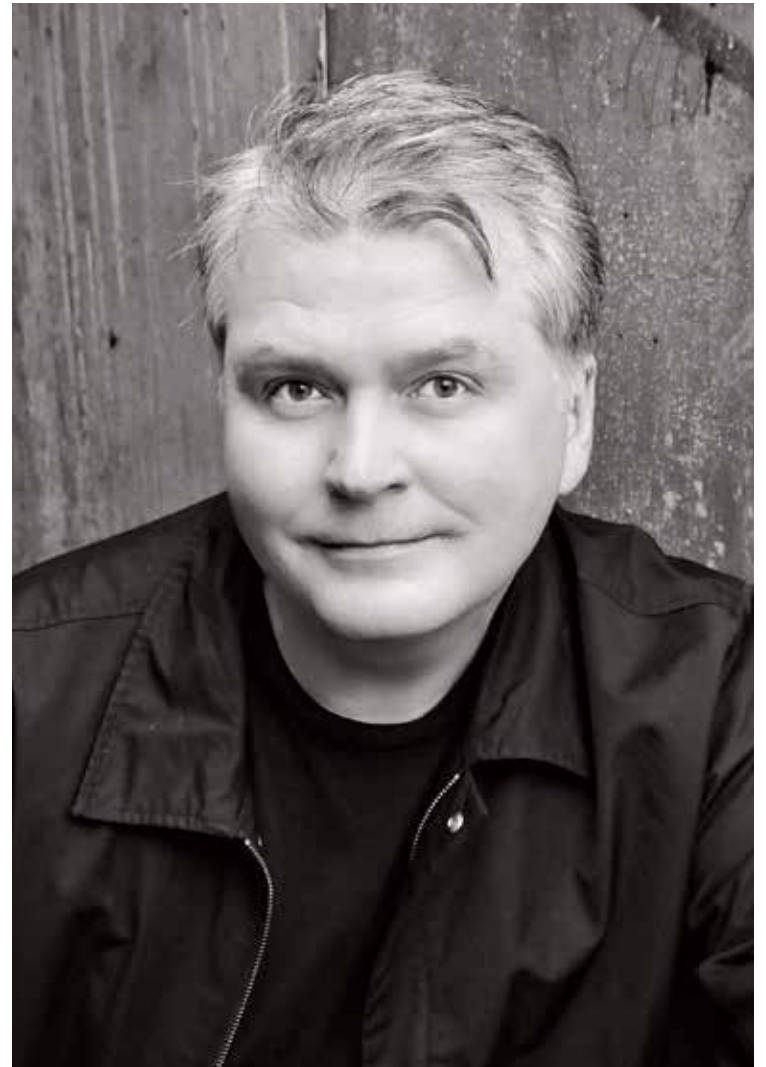
The Personal:

Demographics:

The who, what, where, when of a person.

"Scott"

Professor of Digital Media, Scott has been at CIA since 2008. While at this institution, he has worked with Schoology (LMS) extensively. Through this eLearning platform, Scott has piloted CIA's first online classes.

Scott is an expert in digital art and animation: he has won awards for his short animated films and has written two books on using digital media in art. He employed all of the features of Schoology, and pushed beyond the standard use of the platform to create purely online experiences for his students. After struggling with the new LMS, he has had to return to a private account on Schoology in order to keep his online classes running.

Personal:
Psychographics

The "why" of a person. A person's perceptions, beliefs, attitudes, and values. Can include language, myths, customs and rituals.

The Empathy Map is the Roadmap of the Personal, Leading to the Object, etc

Say	Personal
Do	Situational
Think	Object
Feel	Social

Say:
Empathy with the personal

Think:
Object Understanding - the degree of information the User understands. This includes the degree of training one needs to understand the product.

Say

On organization
myCIA seems cumbersome, things that should be really obvious - they're not. You sign in, then a whole other experience happens., We should have a uniform experience.

Too many features that are not needed are too front and center.

Can't see sent emails - email issues are sending him out of interface

Simply accessing a document is difficult

On the transition to myCIA
Schoology had ease of use - was really obvious, never had a problem figuring things out

Schoology allows unlimited file size, sends an email with a link to very large files.

Matt specifically said to just use schoology and keep it quiet

can immediately see the work on Schoology

Students can see right away how everyone is stacking up

On teaching
Makes one big document in advance. - course documents (like course packets from the 90s)

Schoology doesn't read CIA email

in online class has 32 students - had 50 students earlier. There are 2 sections now, doing color now, 2 sections in the Spring of Synthesis

Students can't use CIA emails to access classes on Schoology.

Needs
He's on a Rogue system - free version of Schoology, with limited administrative capabilities. He had to send an access code to students for them to sign up and in to class. It took 2 weeks of bugging people to get all students into the schoology class. It wasn't until week 3 that all students really coalesced into the group.

We know that faculty need to access at least one other online area - a video area

No Video on Blog at all

small copies of videos on Schoology.

Main frustration is this happened so quickly, with no preparation for the faculty.

Think

myCIA seems cumbersome, things that should be really obvious - they're not. You sign in, then a whole other experience happens. We should have a uniform experience.

Artwork posted on social page in Schoology works really well. Can see images, click on them to see them larger, then write comments immediately.

myCIA - you have to download image in order to see it in order to comment. Is cumbersome and slow.

Comments and sharing are crucial to Online - on myCIA it is difficult.

Switch happened without any preparation - frustrated with process that faculty were not included.

He want the only thing you have in front of you is what is happening right then and there - a combination of a book, a movie or a game. You do one thing, see only that one thing, then move on to the next when you can do that one thing. You can also go back and revisit earlier tasks.

Doesn't think a module exists for good online experiences. social and file of schoology

social and file of schoology

"it's possible I'm missing something"

Do:
Understand the Physical Situation Lifestyle and Organizational Issues

Feel:
The individual's feelings and their social group's feelings. Social factors can weigh very heavy in understanding a user's feelings.

Do

Unable to attend training, was teaching a summer class, so had to work on system by himself, and then in a private session with IT.

Set up OnLine classes in a private Schoology account.

All he uses My Cia for is emails, group emails, especially to set up the online students

Scott spent time designing a classroom and a custom page for his classes on myCIA, only to find students can not see what he want them to see, they can't even access the documents.

Still uses Schoology for online classes - he has the class designed so that everyone could see each others work and critique; on myCIA blog sort of works but it has a 2 mb limit, and his files are much larger

Tried to set up a class - Over a period of about 2 weeks - spent about 30 hours - finding immediately what didn't work and then trying to make it work. At end of process, decided with Matt M to just use Schoology.

Cobbling together an experience - youtube w/unlisted videos

File size increases over semester - 50-100 mb at least. Need the freedom and flexibility to set up online experiences.

Feel

Schoology had ease of use - was really obvious, never had a problem figuring things out.

Comments and sharing are crucial to Online - on myCIA it is difficult.

can immediately see the work on Schoology

Students can see right away how everyone is stacking up

Right now, Online classes are more closets than classrooms - more places where you have to hunt for things rather than places of learning. Scott's goal is to change that.

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Frustration with myCIA is you have to hunt, it's not in a way you would expect it's not consistent

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stressful to both scott and students - they really weren't part of class until they physically signed up.

If there is some why to do something, has tried to figure it out, but can't.

The students need to physically see images, not just the links to images.

Main frustration is this happened so quickly, with no preparation for the faculty.

The Empathic Tools of Ux Can Break Barriers of Understanding and Lead to Real Solutions for Actual Needs

Reach This Understanding Through Insights After Interviews

Insights > Needs > Solutions

Do We Need It?
Which It Do We Need?