

A white line-art graphic on the left side of the page, consisting of overlapping circles and lines, with a small four-pointed star at the top and another at the bottom left.

# NEW MEDIA GAPSTONE

A white four-pointed star graphic on the right side of the page.

— *User Research* —



# Key Findings



## WEEKLY VISITS

- 87.5% students visit the Capstone website weekly.



## WEBSITE ACCESS

- 93.1% of students access the capstone website using their laptop.
- This means that the new website must be especially efficient via computer.



## STRUCTURAL ORGANIZATION

- 34.4% of users ranked structural organization to be the most appealing aspect of the current website.
- The new website must enhance its organization by refining word usage and making content sections easier to find.



## NAVIGATION

- 51.6% of users ranked the navigation within the capstone website to be 4/5, with an average score at 3.22/5.



# OBJECTIVES

- Assess effectiveness of the Alpha phase and identify elements that were both successful and need improvement
- Analysis on student behavior habits and preferences regarding the website's usage
- Research visual aesthetics of the website to align with user expectations
- Integrate feedback to enhance website usability and content
- Student-driven suggestions

The screenshot displays a survey interface with a black header containing the 'NEW MEDIA CAPSTONE' logo and a star icon. Below the header, a grey bar indicates 'Section 1 of 6'. The main content area is white and features the title 'New Media Capstone Survey F23' with a close button (X) and a menu icon (three dots). The introductory text reads: 'We would love your feedback on how we can improve the Capstone website to amplify your student experience! This survey should take approximately 2-3 minutes.' A navigation bar below the text shows 'After section 1' and 'Continue to next section' with a dropdown arrow. The bottom section, labeled 'Section 2 of 6', is partially visible and contains a 'General' section with a close button and a menu icon, and a 'Description (optional)' field.



# RESEARCH METHOD ✨

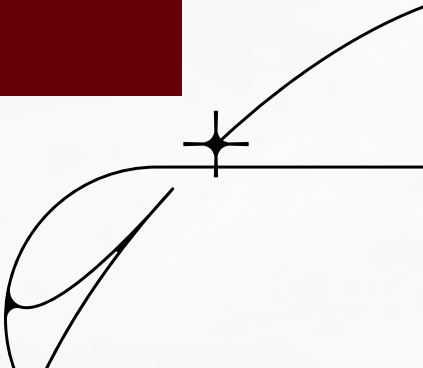
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Our research methodology integrates both quantitative and qualitative approaches, strategically designed to gain a thorough understanding of user perspectives and requirements. To capture quantitative data effectively, we employed Google Forms to administer surveys to our user base. While this method furnished us with scalable data and valuable statistical insights, we recognized the significance of fostering interactive dialogues with our active users. Consequently, we conducted focus group interviews as a pivotal component of our qualitative approach.

# TARGET AUDIENCE ✨

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Our project is primarily aimed at the New Media Capstone students. They are a dedicated group of learners who rely on the existing workbook as their primary resource. These students seek comprehensive guidance and support to excel in creative Capstone projects, making them the focal point of our audience.



# CURRENT

"I WISH THERE WAS A PAGE  
WHERE I CAN NAVIGATE TO  
OTHER CLASSES THROUGH  
THE WEBSITE!"

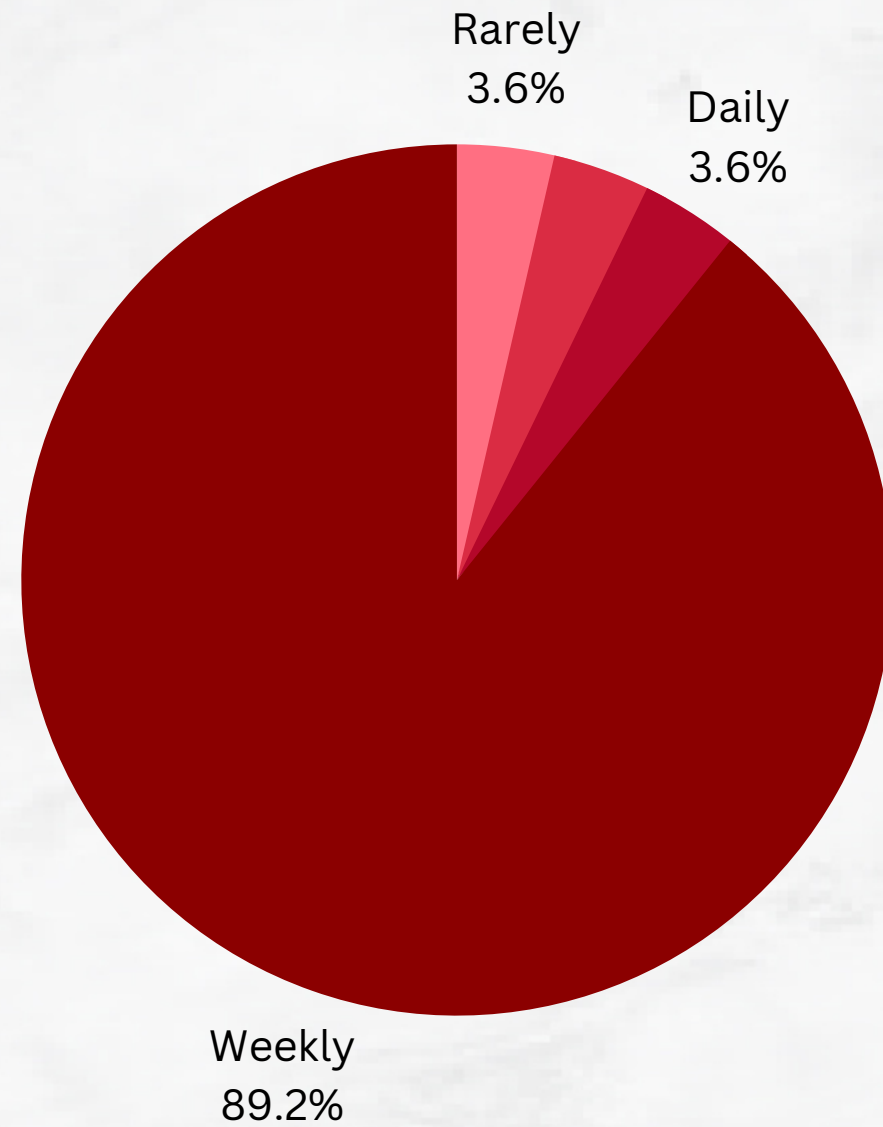
"PLEASE CHANGE HOW THE SCROLL  
FUNCTION WORKS ON THE  
WEBSITE."

"THE NAVIGATION IS SO  
BAD ON THE WEBSITE"

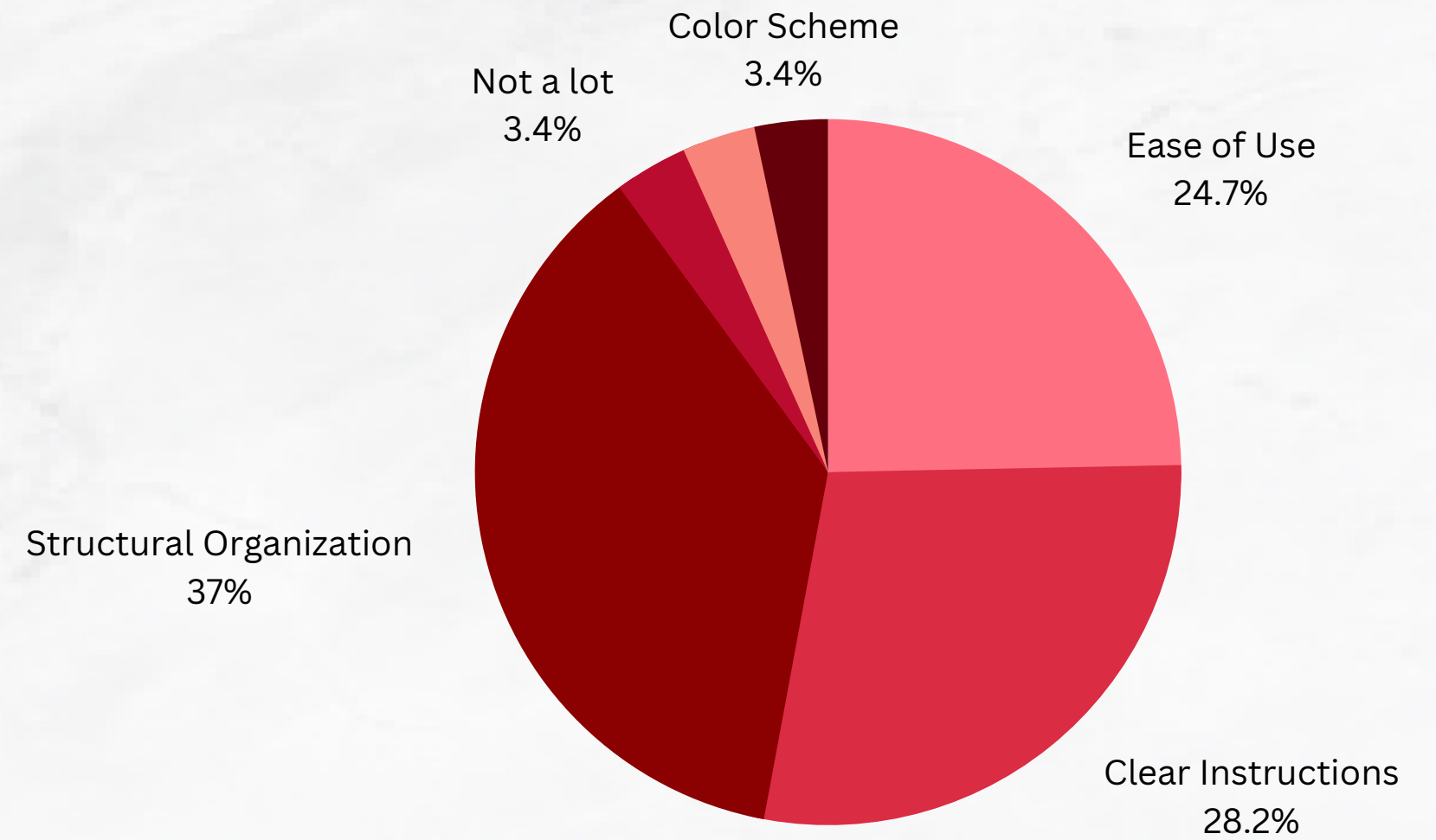
# REVIEWS

# Survey Results

## ✦ WEBSITE VISIT FREQUENCY



## ✦ KEY ATTRactions OF THE WEBSITE

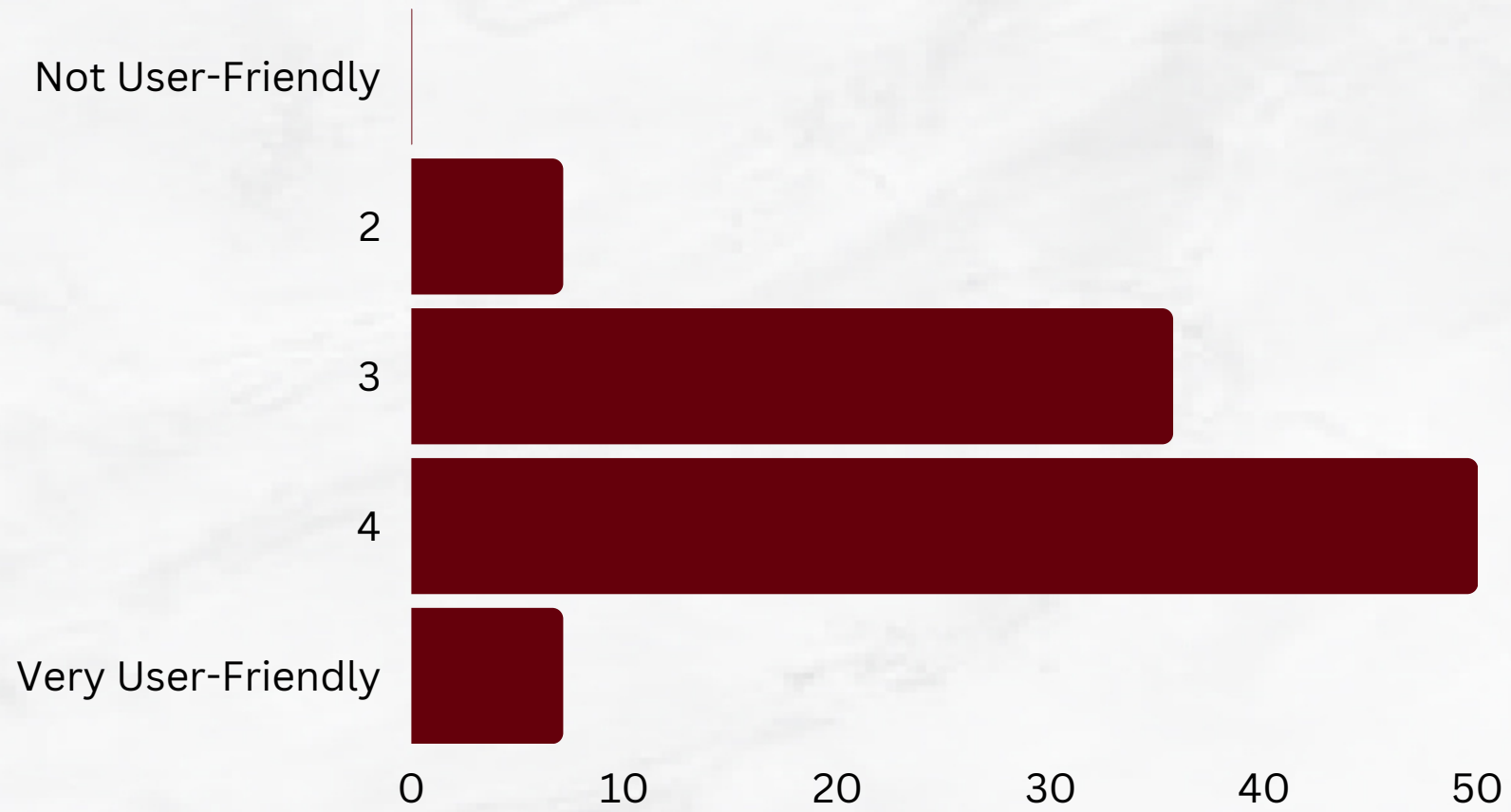


✦ **93.1%** Students used **"Laptop"** to primarily access the website

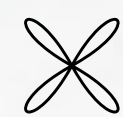
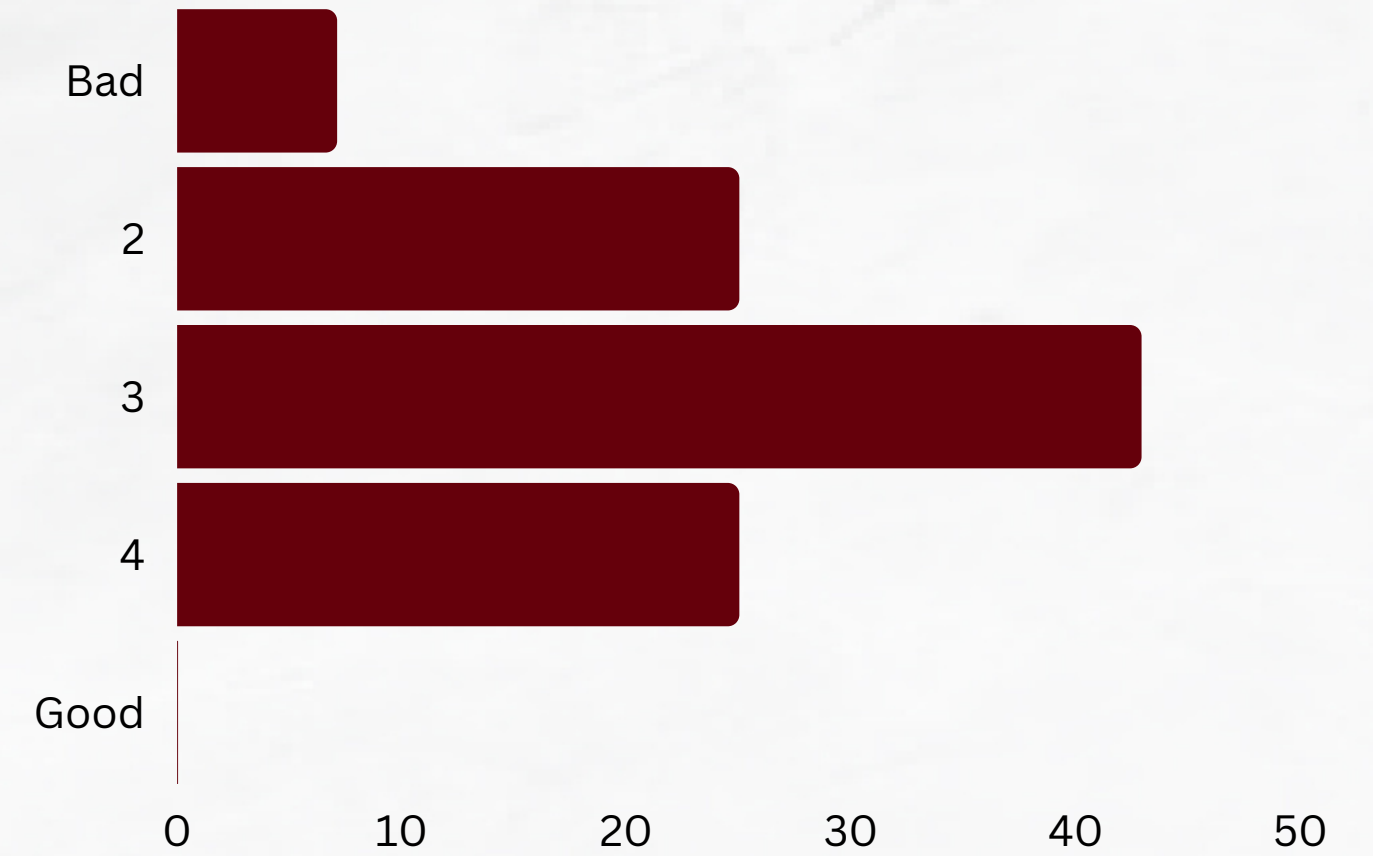
✦ **6.8%** Students used **"Phone"** or **"Tablet"** to primarily access the website

# Survey Results

## ✦ WEBSITE USER-FRIENDLINESS RATING



## ✦ OVERALL WEBSITE AESTHETIC RANKING

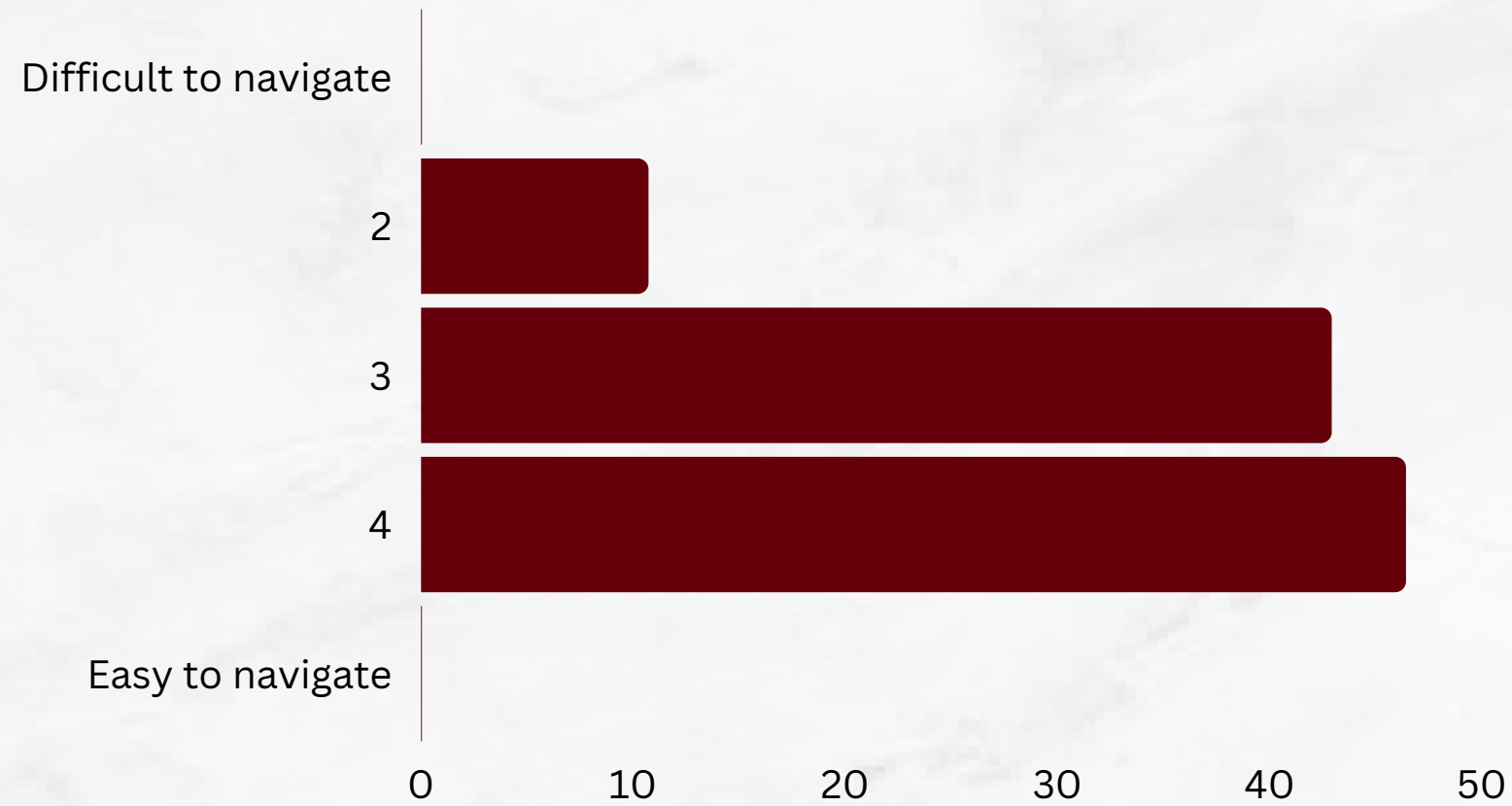


**55.2%**

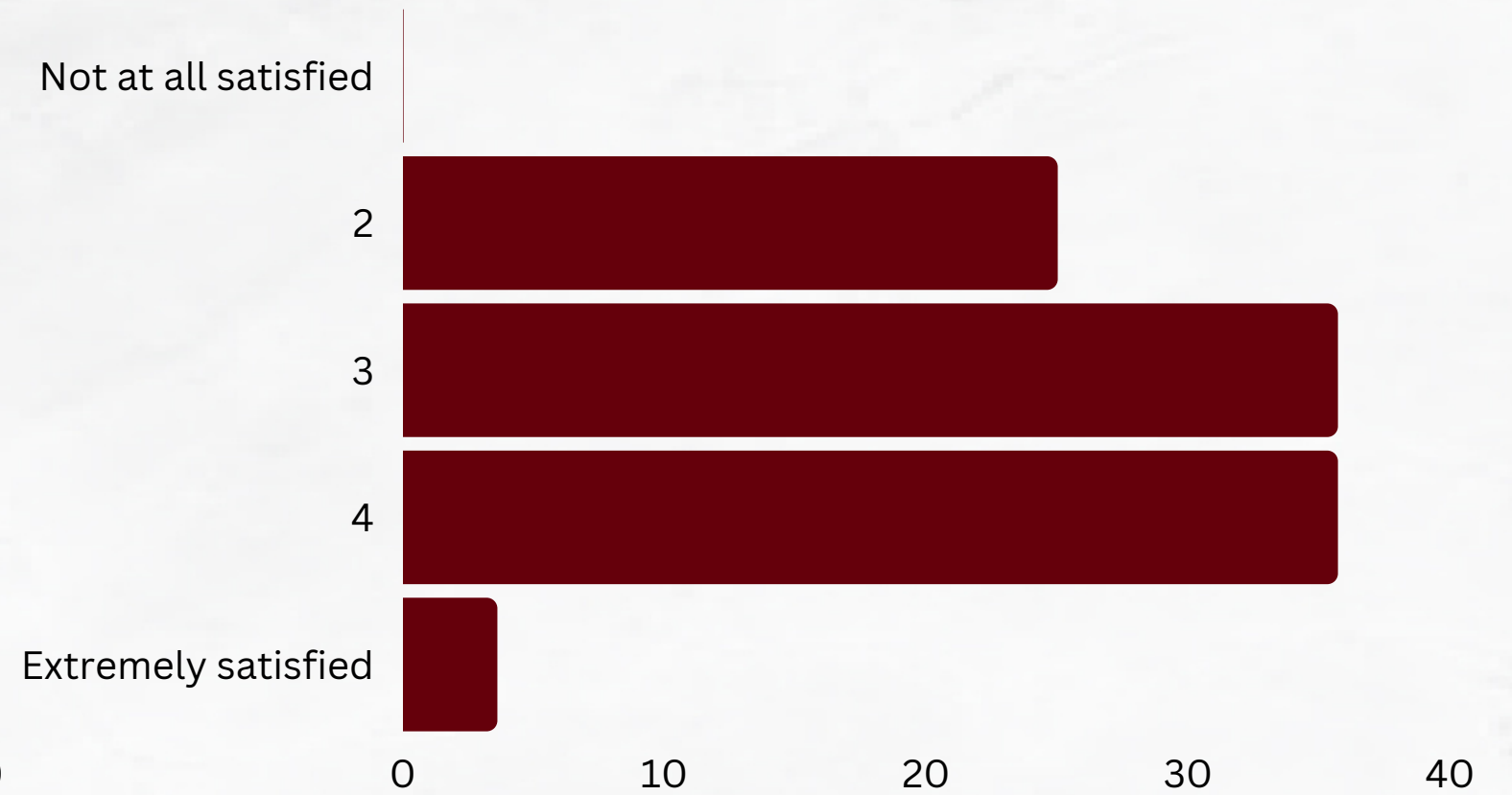
Students answered that the Capstone website performs **Better** than other ELC course sites

# Survey Results

## ✦ WEBSITE NAVIGATION RATING



## ✦ ASSIGNMENT RUBRIC CLARIFICATION



### *Other Users' Suggestions:*

- Clearer rubrics
- Project examples
- Incorporation of a live calendar
- Visual explanation



# INTERVIEW QUESTIONS + TAKEAWAYS

## QUESTION 1:

How did you first learn about the new media certificate program?

## KEY TAKEAWAYS:

- Advisor recommendation
- Previous students
- Looking at the UGA website
- Intro to new media

## QUESTION 2:

In your opinion, what sets the capstone course apart from other courses in the certificate program?

## KEY TAKEAWAYS:

- The course provides experience working on real projects
- It is time-consuming but rewarding
- This course is bettering their portfolios

# INTERVIEW DIRECT QUOTES

**QUESTION 2:** In your opinion, what sets the capstone course apart from other courses in the certificate program?

## STUDENT RESPONSES:

"I think it's different because it allows us to like work on a real project whereas every other class kind of just work on stuff for like an older class."

"It's like a lot of work, but it's also like rewarding."

"I think it's definitely the most like, time-consuming one. And also, I guess, kind of the hardest because it's the one kind of to put the most work into"

"We're actually working on real projects. It's not just some hypothetical thing that we're doing like some random assignment in class. We're actually doing things that are like bettering our portfolios, and like putting to use the work that we've learned in our past classes, which I think is really cool."

# INTERVIEW DIRECT QUOTES

**QUESTION 3:** If you were to envision the perfect website for capstone, what qualities and features would it possess?

## STUDENT RESPONSES:

"I think the website overall just seems kind of old school. Because with newer websites, when you're scrolling and stuff, there are animations. And everything just kind of feels more smooth. Then when compared to this one. It kind of just like, looks plain."

"To get a calendar, and also I can never find the class website just by going to NMI.cool So I just get really confused by that."

"Maybe like the option for more words like if there was like a learn more about each checkpoint so it's just not all bombarding you. It would all be easier to scroll and like find things I feel like."

"I like animations and things that are fun. Like when you hover over something or when you scroll stuff pops up. The Spotify and Apple websites are really nice and clean. So those are the kind of websites that I like to go on because they're just clean."

# INTERVIEW QUESTIONS + TAKEAWAYS

## QUESTION 4:

If you were to envision the perfect website for capstone, what qualities and features would it possess?

## KEY TAKEAWAYS:

- Newer websites have animations
- It should run more smoothly
- A calendar would be useful
- Dropdowns under the checkpoints so all the text isn't so bombarding
- Spotify and Apple have clean websites

## QUESTION 5:

What do you find most appealing about the current capstone course page? Or the least appealing?

## KEY TAKEAWAYS:

- The current website is old-school
- The colors and fonts are nice
- It is good enough because it has all the information
- There is too much text
- It is plain

# INTERVIEW QUESTIONS + TAKEAWAYS

## QUESTION 6:

How would you compare this capstone website to other ELC course pages?

## KEY TAKEAWAYS:

- Very comparable to ELC - not different enough to be separate
- Dislike that it is not accessible from ELC
- It is difficult to remember the URL - unlike ELC
- It is more organized than ELC

## ADDITIONAL COMMENTS:

- It is difficult to find all of the Google Drive folders, a singular link to the folders would be useful
- A responsive nav bar would be useful
- The ability to navigate to other NMI course pages from the capstone website.

# FUTURE PLANS & RESEARCH



## WEBSITE ENHANCEMENTS

Students have expressed their preference for a more user-friendly website and the need for a smoother navigation experience. Therefore, our future research should explore specific design enhancements to bring the website in line with these expectations.



## CALENDAR INTEGRATION (LIVE CALENDAR PLUG IN)

Top request by students

Research should include the successful integration of a functional and interactive calendar to help students stay organized and up to date.



## NAVIGATION AND ACCESSIBILITY

Students noted difficulties in accessing the website and finding Google Drive folders. Our primary focus for future improvements to the digital workbook will be enhancing website accessibility, improving navigation, and seamlessly linking the page to ELC to provide a more user-friendly experience for students.

