

# Leveraging User Experience Design to Enhance Student Outcomes



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Slides: <https://bit.ly/UXDesign2023>

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# Goals

- Critically examine the structures & processes that guide advising.
- Gain understanding of User Experience Design
- How UX can create a student-centered campus experience
- Contemplate changes to develop more proactive systems to positively influence student experiences

# What structures & processes define advising on your campus?

- Inherited Design
- Centralized / Decentralized Models
  - Faculty / Professional / Embedded / Blended
  - Centralized / Independent / Siloed
- Professional / Top-Down / Situational Models
- Strategic / Intentional / Reactive Designs

How do these influence student experiences?

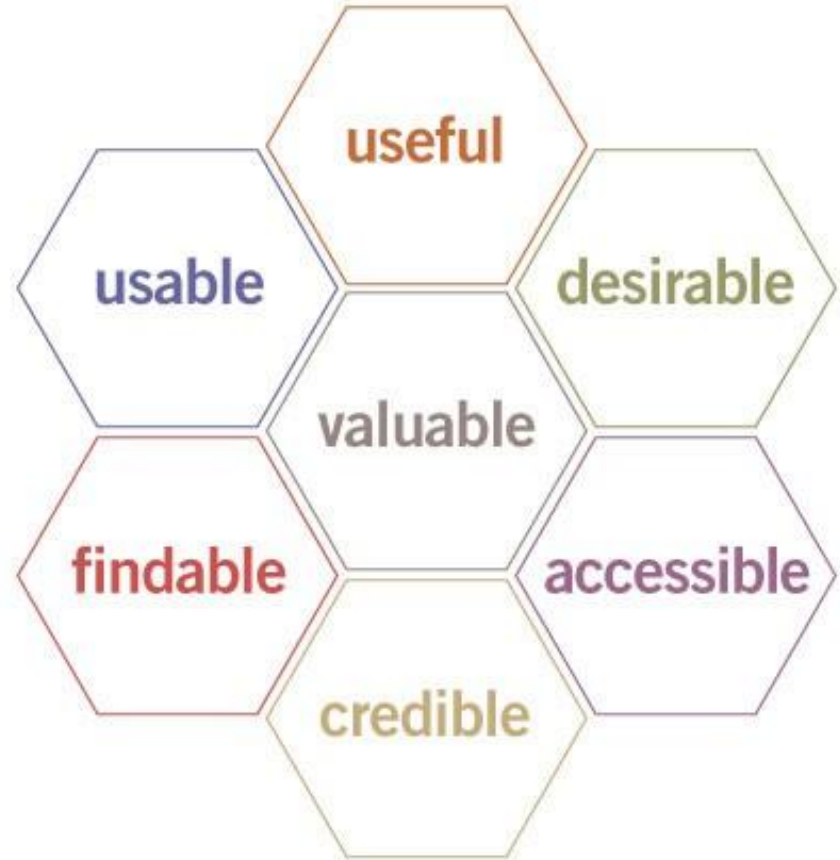
# User Experience Design (UX)

UX design allows us to examine the paths through which students navigate and experience our institutions to better identify and address complications, inequities, and opportunities.



# User Experience Honeycomb

- Peter Morville



# UX Design Example

## Consider your Phone

- What model do you have?
- Why did you purchase it?
- What does it allow you to do?
- How does it make you feel?
- Would you buy it again?

How might you apply this to advising?



# UX Design Asks

“The Why involves the users’ motivations for adopting a product...

The What addresses the things people can do with a product—its functionality.

Finally, the How relates to the design of functionality in an accessible and aesthetically pleasant way.”



(Interactive Design Foundation, 2022 )  
<https://www.interaction-design.org/literature/topics/ux-design>

# Function & Satisfaction

“UX... extends...[ beyond usability ] by considering the broader range factors that enable people to have functional and satisfying experiences with... [ **advising**].



(Branch, Parker, Evans, 2021)



# User / System Interaction



- Usability
- Functionality
- Aesthetics (UI)
- Content
- Look & Feel
- Emotional Appeal

(Narang, Trivedi, Dubey, 2017)

# UX Design Processes (Canziba, 2018)



## 1. Discovery & Planning

- Explore Context / Issue
- Develop Vision/Mapping

## 2. UX Strategy

- Goals , Opportunities, Tests
- Users, Field, Competition

## 3. UX Research

- User Research
- Behaviors, Motivation

# UX Design Processes (Canziba, 2018)



## 4. Analysis

- User Perspectives / Structure
- Adjust for Community

## 5. Design

- Visualization, Design Flow, Prototypes & Guides

## 6. Production

- Validation Testing, Feedback, Improvements



# Implications for Design

- **How well does it serve different student populations' experiences?**
  - BIPOC, LGBTQIA+, Accessibility, International
  - Communication, Trust, & Follow Through
- **What is your Sphere of Influence for Change?**
  - Individual / Department / Institution / Profession
- **How can we integrate it into existing systems?**
  - Is it reliant on specific staff or offices (Equity)?
  - Where can changes be made effectively?



# How could UX Design help address advisement challenges at your institution?

- Why should students engage in advising?
- What does your advising experience offer students?
- How is the experience for students? Will they come back or recommend the services to others?

**How might that experience be improved?**

# Rethinking Our Roles: UX Design & Experience

- Enhance Advising Structures
- Influence Student Outcomes
  - Engagement, Retention, Satisfaction, etc....
- Inform our personal & professional roles
  - UX Training / Development
  - UX Design Tools

# UX Design in Practice

**Imagine a system in which all of our processes promote student success, streamline student advising processes, & foster a great experience.**

- Proactively engage students to understand their experiences
- Improve how students navigate, experience, and interact with advising
- Create a valuable advising experience students want to use
- Address complications & inequities that impact student experiences



# Questions?

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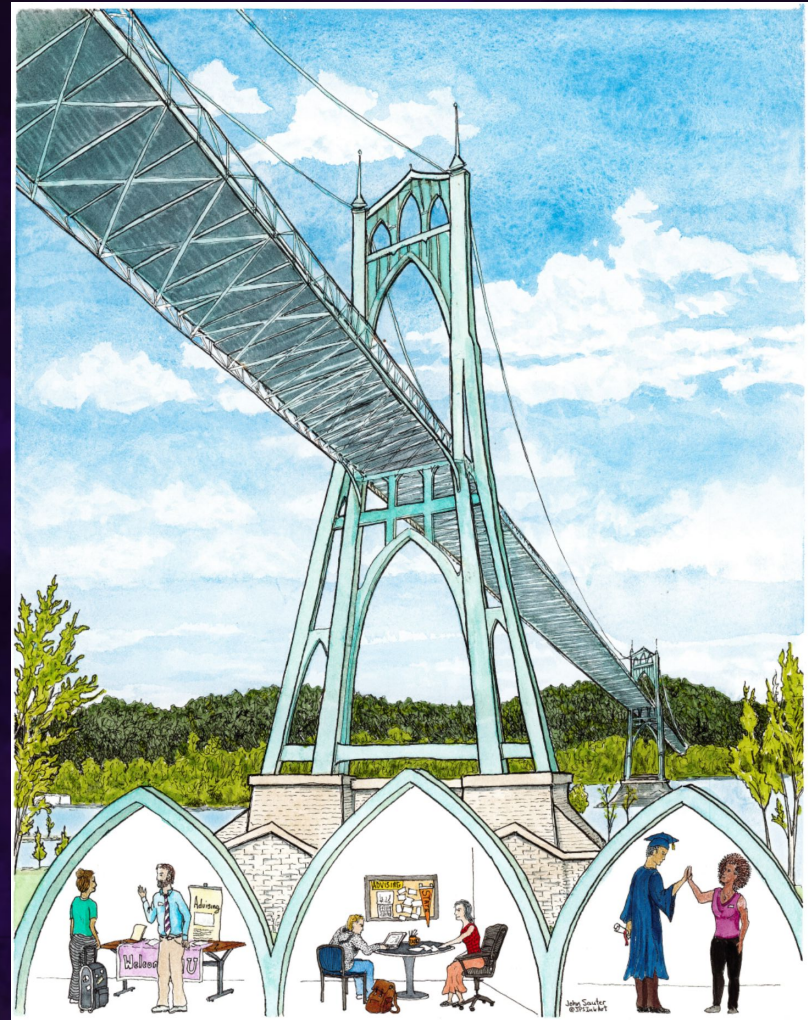
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Conference Survey: [bit.ly/3jRB5So](https://bit.ly/3jRB5So)

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