Brief Intro to User Centered Design Process for Student Success Dashboards

RP Group Board Meeting, 12/13/2023

User Centered Design Process

Identification of Personas

Widely distributed Survey

Persona-based User Focus Groups

1:1 Interviews and Task Based Testing Scenarios with Key Users

Report to Chancellor's Office with Wireframes
User Centered Design Personas and Possible Positions

- **Analyzing and Refining:** Research Analyst or Director of Institutional Research
- **Planning and Advocating:** Regional Consortia Chair
- **Monitoring and Reporting:** Program Specialist at the Chancellor's Office
- **Exploring and Learning:** Faculty member and/or Program Chair
- **New and Starting Out:** New CTE Dean
Persona: Analyzing and Refining

Data/Dashboard Needs:

• Validate their own data or supplement with their local data
• Administrative data sources and disaggregation to show program impact
• Learn how metrics are calculated and defined
• Drill down into specific metrics by demographics
• Access to the underlying data sets / code
• Documentation on metric definitions and on any changes to metric definitions
Persona: Planning and Advocating

Data/Dashboard Needs:

- New disaggregation methods and data to calculate equity gaps and analyze outcomes for inequity
- Knowing what data is included in the LaunchBoard and the outcomes of specific student populations over time
- Constructing her own charts
- Compelling data visualizations to convince peers and partners
Persona Monitoring and Reporting

Data/Dashboard Needs:

• Easy-to-access information on student outcomes; which colleges or programs are succeeding

• Identify gaps or challenges to address

• Review program and grant applications that incorporate data

• Use outcome data to indicate efficacy of work and identify next steps

• Targeted training (data collection/analysis, identifying data gaps, training on locating reportable data, etc.)
Persona: Exploring and Learning

Data/Dashboard Needs:

• Short, easy-to-access “How To” guides
• Wants to compare their program to other STEM disciplines at their college and other Physics programs in the region
• Historical patterns for organizational shifts
• Information about student transfer and employment outcomes after completing their program
• Looking for data about whether outcomes vary by different student demographics
Persona: New and Starting Out

Data/Dashboard Needs:

• One location for pertinent data points about their program
• Data / outcomes laid out in an easy-to-understand format
• Resources like easy-to-use “How To” and helpful tips
User-Centered Design - Survey

Format

• 20 question online survey

Participants

• Regional Consortia members
• Chancellor's Office
• RP Group
• Centers of Excellence
• College Faculty
• Technical Assistance Providers, etc.

Topics of survey questions

• Dashboard functions
• Resource usage
• User experience
User-Centered Design - 1:1 Tasked Based Testing

Format

• 30-45 minute interview
• One on one interview

Participants

• Selected user from each persona group

Topics of focus groups

• Walk through task on navigating and accessing data on LaunchBoard dashboards
• Obtaining real time reflections on dashboard visuals and experience
User-Centered Design - Focus groups

Format

• 60 minutes, 3-6 participants per focus group
• Focus groups broken into personas

Participants

• Seeking wide audience of respondents
• Regional Consortia, Chancellors Office, RP Group Members, Centers of Excellence, College Faculty, etc.

Topics of focus groups:

• General dashboard experience
• Display and access of data on dashboards
• Actions taken based on LaunchBoard data
Quick Poll:

1. Which LaunchBoard dashboards do you use most often?

2. What are some key features that you like about the dashboards that you use most frequently?

3. What are some challenging features about the dashboards that you use most frequently?

Link to poll:
https://pollev.com/adrielgarcia500
Which LaunchBoard dashboards do you use most often?

- Student Success Metrics (SSM) - Cohort with Guided Pathway Metrics
- Student Success Metrics (SSM) - Snapshot with Student Journeys
- Strong Workforce Program (SWP)
- Community College Pipeline (CCP)
- Adult Education Pipeline (AEP)
- K12 Strong Workforce Program (K12 SWP)
What are some key features that you *like* about the dashboards that you use most frequently?

For example: Disaggregations, Comparison View

Join by Web

PollEv.com/adrielgarcia500
What are some *challenging* features about the dashboards that you use most frequently?

For example: Disaggregations, Comparison View

[QR Code]

Join by Web

PollEv.com/adrielp500
If you are interested in participating in 1:1 interviews or user focus groups in early 2024, please email us: launchboard@cccco.edu

OR

Scan our form below