

SIX WAYS TO LEVEL UP YOUR TEAM'S UX GAME



Presented by: Luis Merino - HighEdWeb 2023





Slides, references, links, and resources:

LuisMerino.com/PowerUps





ABOUT ME

LUIS MERINO

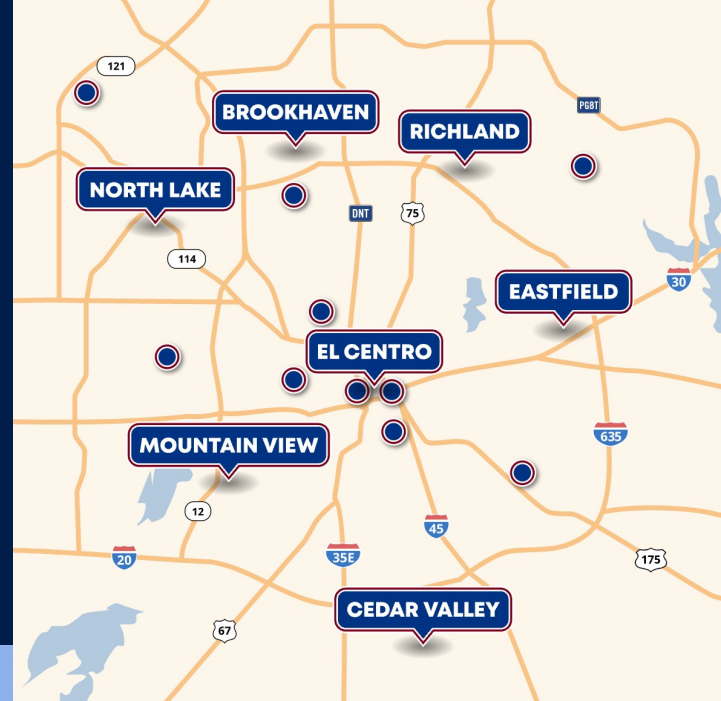
Director, Digital Experience



ABOUT DALLAS COLLEGE

- Formerly DCCCD
 - 7 independent colleges
- Transitioned to one college in 2020
- 78K* current credit + noncredit students
- 7 major campuses + 14 centers

*Unduplicated full-time and part-time students, Fall 2023





ABOUT DX TEAM

- 9 DX team members
- Centralized under Mar/Comm Dept.
- Manage DallasCollege.edu website



STUDENTS ◉ COMMUNITY & BUSINESS ◉ EMPLOYEES ◉ ESPAÑOL ◉ ONLINE TOOLS ◉ LOCATIONS ◉

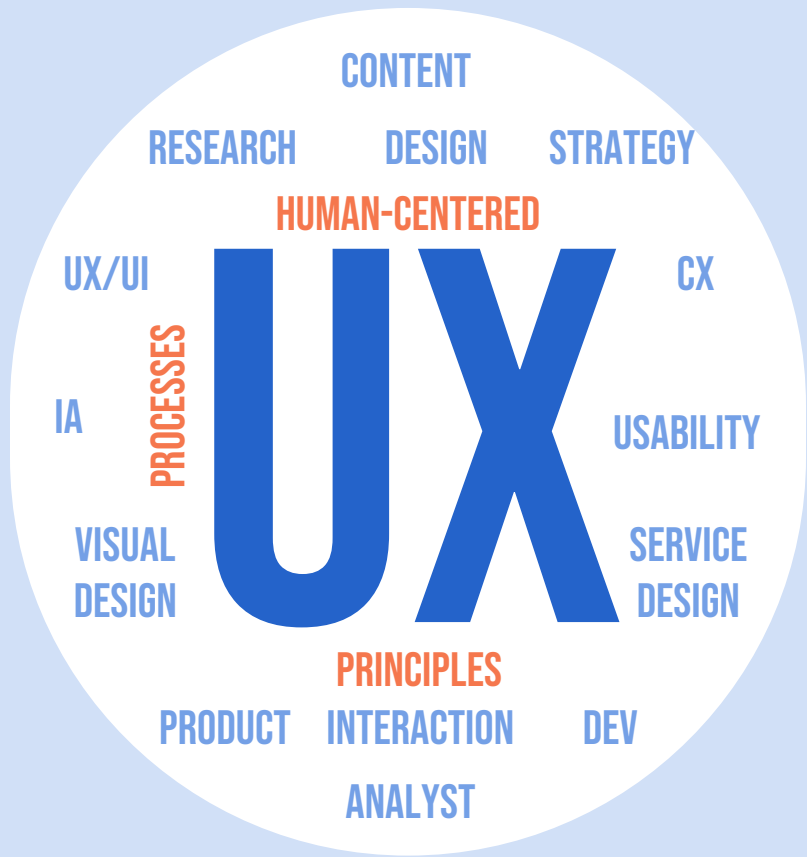
DALLAS COLLEGE ◉ ABOUT ◉ CONTACT ◉ MAPS ◉

Admissions Paying for College Classes & Degrees Student Resources Student Life **Apply Now**

There's Still Time To Enroll This Fall
A second eight-week term starts Oct. 16.
[Apply Now](#)

FIND A CLASS LEARNING COMMONS FINANCIAL AID SUCCESS COACHING (ADVISING) TRANSCRIPTS DEADLINES

How Can We Help You? Who are you?
No matter where you're going, we can help you get there.
At Dallas College, we put your goals first.





UX


**HIGHER
EDUCATION**





**“HIGHER ED
NEEDS A UX
OVERHAUL”**

James
O’Connor

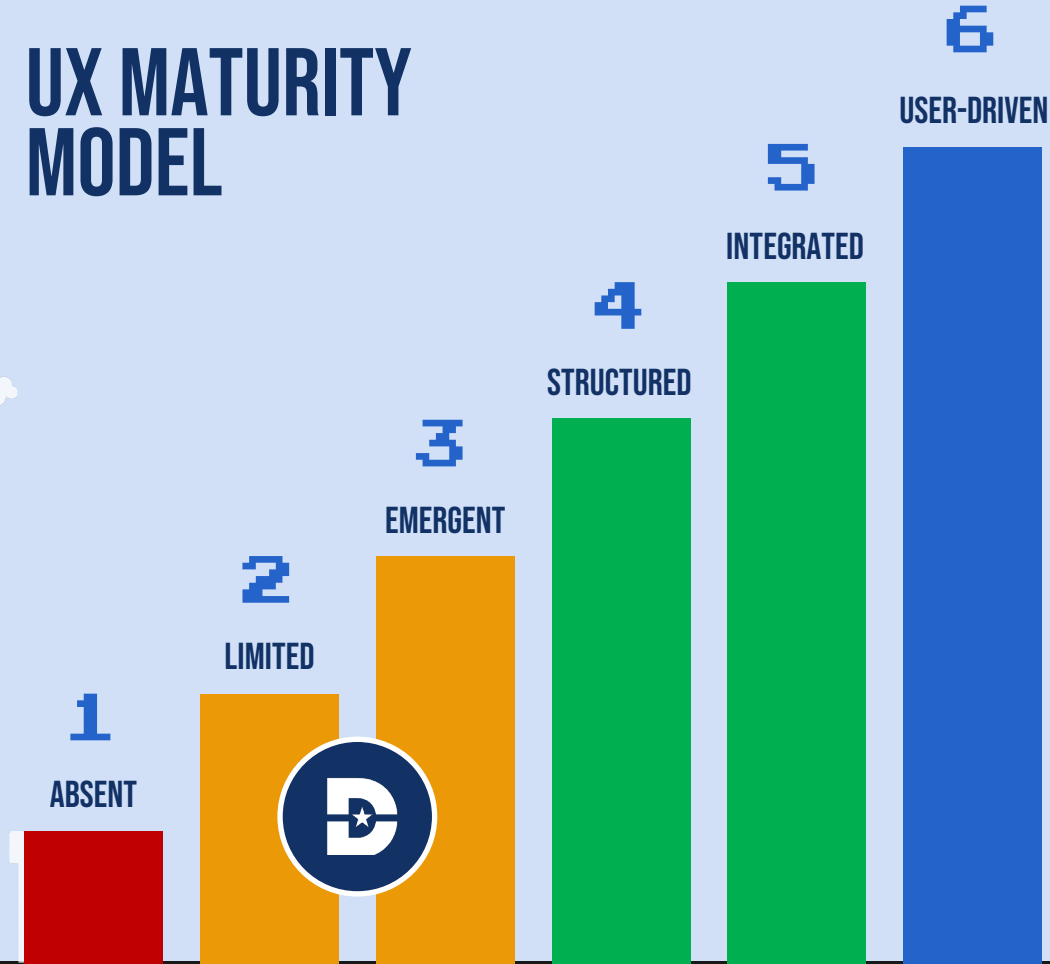


“Universities may claim student experience has been their lodestar for many years... **But can they really claim to have adopted best practice around user experience to the same extent as business and technology firms?**”

“Do we encourage mindsets and skillsets that allow rapid prototyping, radical collaboration and a bias toward action?”



UX MATURITY MODEL



UX

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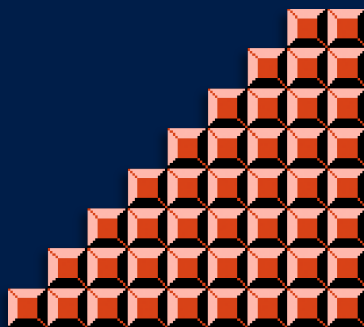
NO BUDGET



SIX POWERUPS



RECENT PROJECT



Student Resources & Services

Whether you're starting the process of enrolling at Dallas College or you're taking your last semester of classes, we are here to help you out.



[Featured Resources](#) [Academic Resources](#) [Support Services](#) [Health, Wellness & Safety](#) [Online Tools](#)

Featured Resources



Accessibility Services



Advising



Career Resources & Jobs



Counseling, CARE & Health



FALL 2021:
**STUDENT RESOURCES
+ SERVICES**

#9 most viewed page

70+ resources listed

“Students can’t find our services.”

“This page is too long.”



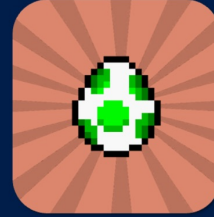
SIX UX POWER-UPS



UX RESEARCH



DESIGN
WORKSHOPS



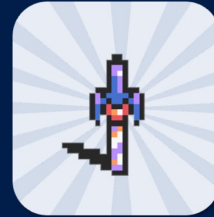
COLLAB WITH X-FUNCTIONAL
ALLIES



DESIGN SYSTEM



PROTOTYPING
AND TESTING



RESULTS +
OUTCOMES



UX RESEARCH

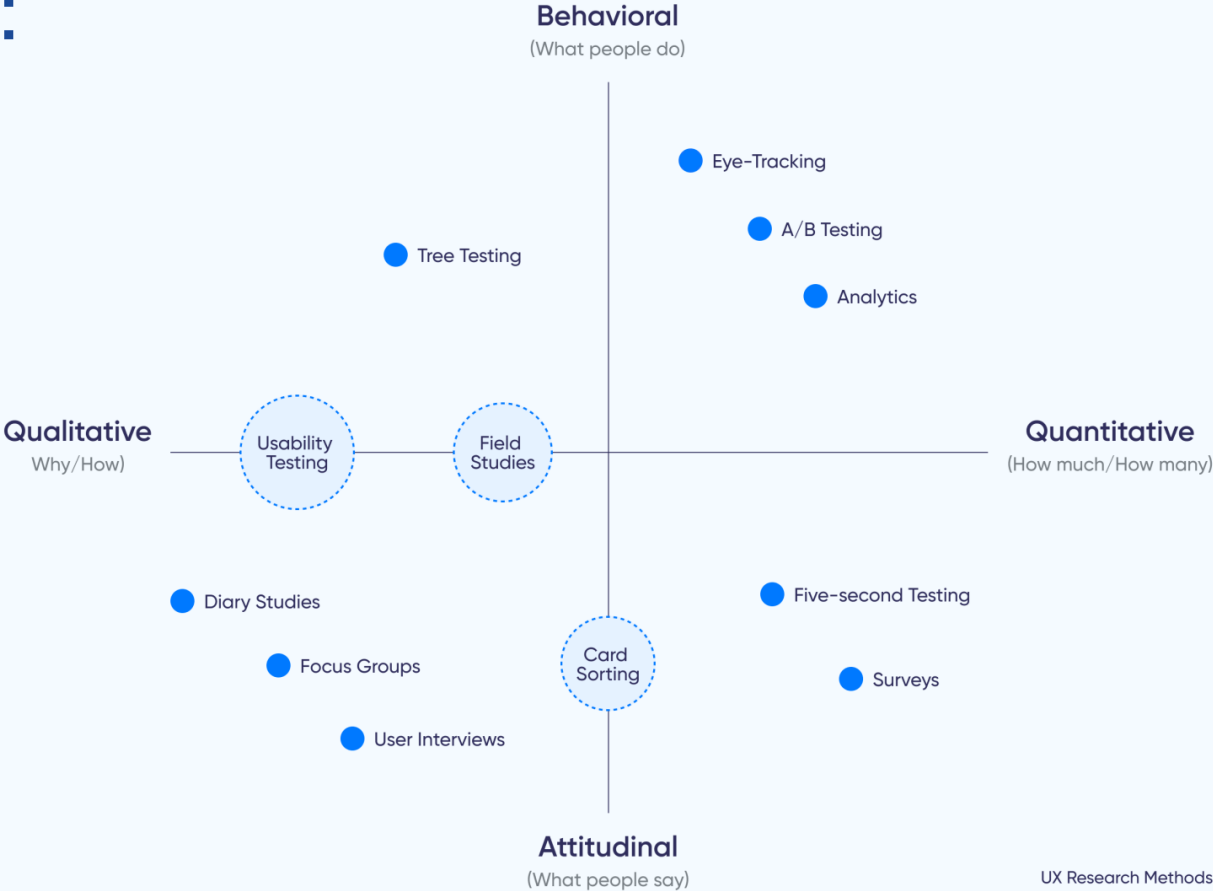


RESEARCH: WHAT + WHY?

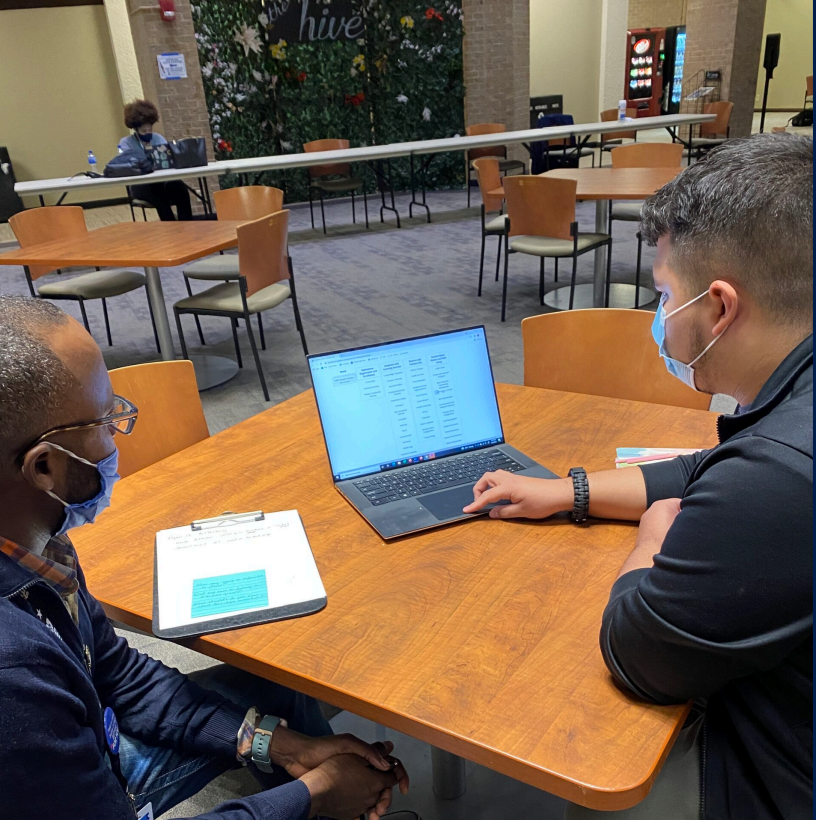
- Deeply learning about your audience through asking, observing, and understanding
- Empathy in action
- Drives design direction and decisions



UX RESEARCH METHODS:



SOURCE: Sergushkin Dmitry. https://dribbble.com/Sergushkin_Dmitry



USABILITY TESTING

HOW WE USED THIS:



USER INTERVIEWS



USABILITY TASK EXAMPLE

You heard that there is a place on-campus that has free food and groceries for students.

How might you go about finding where that's located and what the hours are on your campus?

WHAT WE LEARNED:



“Images were too generic to be helpful.”

CLEAR/RELEVANT VISUALS



Confused by jargon and college-speak

USE KNOWN TERMS



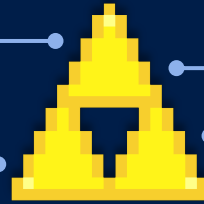
Relied on Google and internal search

SEARCH FUNCTIONALITY



Preferred talking before emails or reading

EASY ACCESS CONTACTS





EQUIP FOR YOUR TEAM:

- Incentivize with swag, grades, extra credit
- Connect with service-oriented organizations, clubs, advisory boards, or honor societies
- Create your own advisory group



More handpicked resources: LuisMerino.com/PowerUps





DESIGN
WORKSHOPS



WHAT IS A DESIGN WORKSHOP?



+

- Collaborators and stakeholders make time and space to solve a problem
- Has specific goal or objective by workshop's end
- Has structured, planned activities led by facilitator



+



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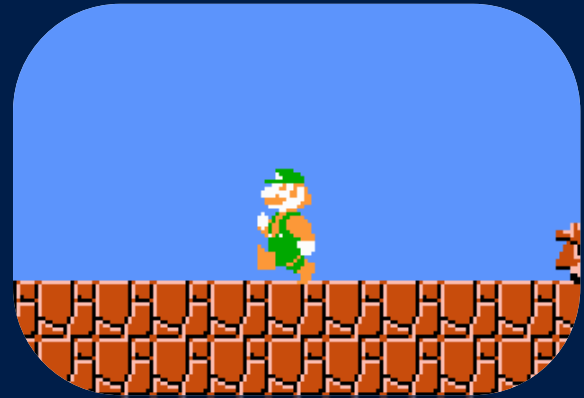


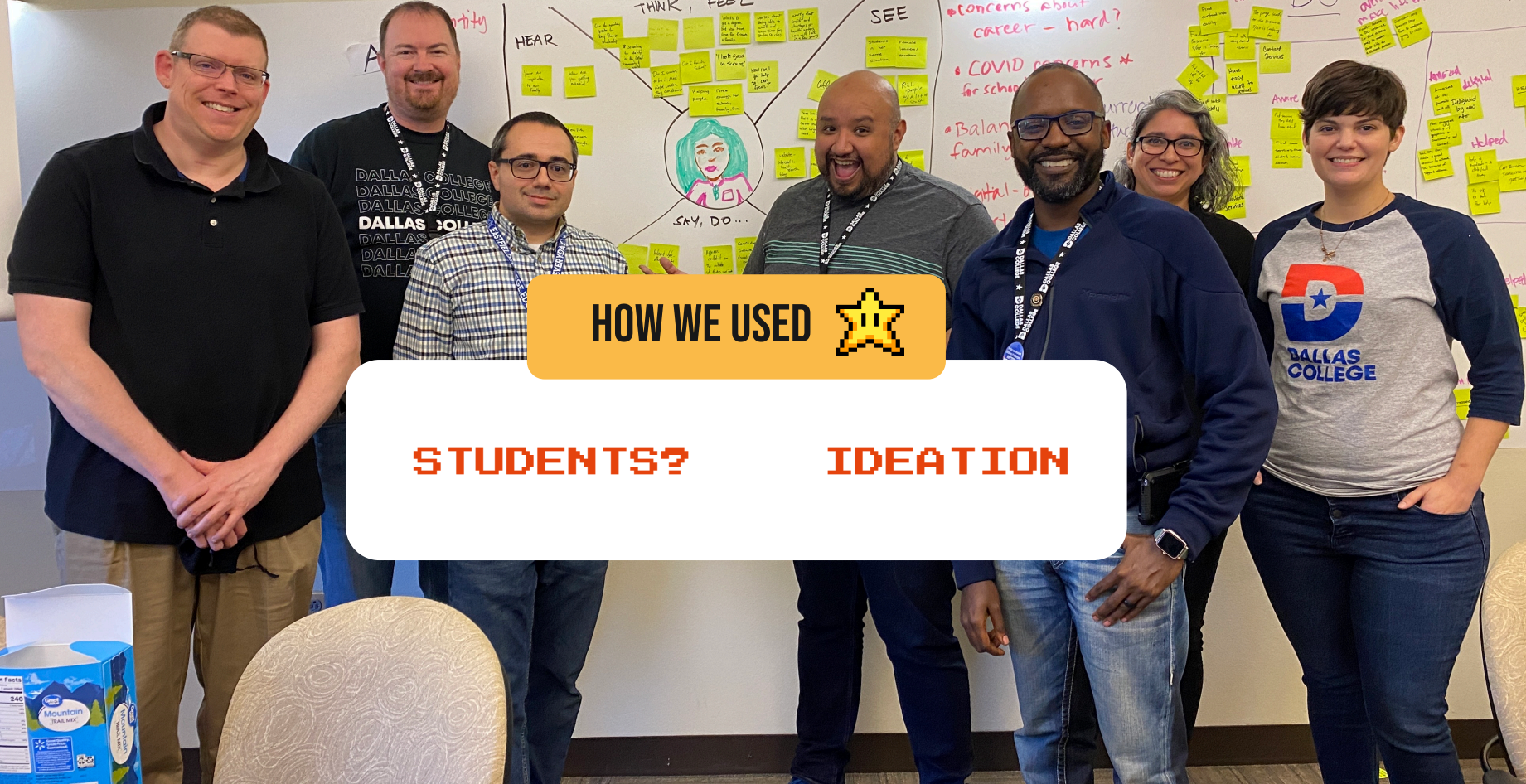


WHY IS IT VALUABLE?



- Accelerates idea generation and decision-making
- Aligns understanding around user needs and design goals





HOW WE USED 

STUDENTS? IDEATION

HOW WE USED THIS:

• COVID concerns *
for school / career

• Balance
family / friends

• Digital-only

• Uncertainty in world

• Stressed, busy

**Current
Students**

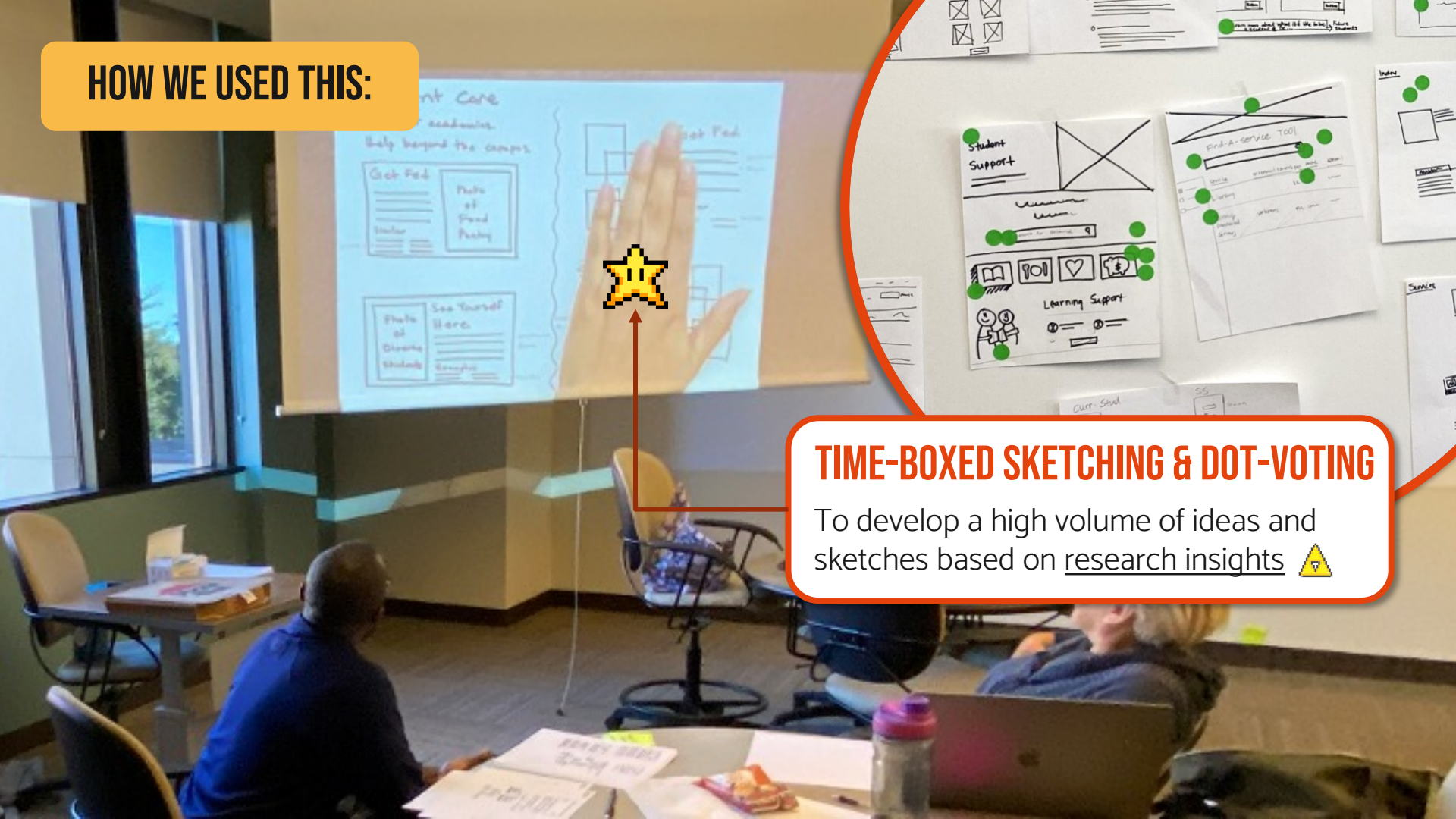
**Prospective
Students**

STICKY NOTE BRAINSTORMING

To clarify audiences, and align on
the calls to action



HOW WE USED THIS:



TIME-BOXED SKETCHING & DOT-VOTING

To develop a high volume of ideas and sketches based on research insights ⚠️

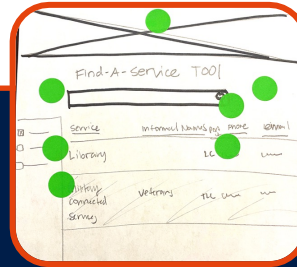
🚩★ RESEARCH+WORKSHOP OUTCOMES:

OLD PAGE



INTRO PAGE

DIRECTORY PAGE



For Current Students

Safe, confident, connected



- Searchable
- Filterable
- Browsable



Access
to
Services



EQUIP FOR YOUR TEAM:



Plan your own design workshop:

- **Who:** Your team, stakeholders, allies
- **How:** Prepare, goals, activities, facilitator
- **Where:** Room with whiteboard and projector
- **What:** Bring markers, paper, stickies, dots



More handpicked resources: LuisMerino.com/PowerUps



COLLAB WITH X-FUNCTIONAL
ALLIES

ITEMS

+

+

POWER



RESEARCH



WHY COLLABORATE?



WORKSHOPS

+



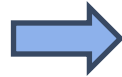
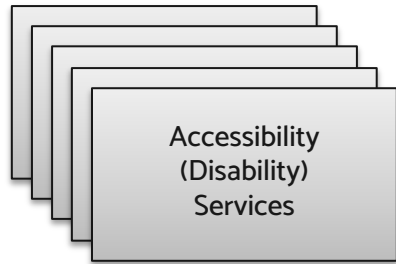
ALLIES

- To build the best product
- You can't do it alone

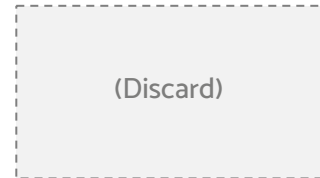




HOW WE USED THIS: CATEGORIZING SERVICES



Card Sorting



STUDENT SERVICES ALLIES

HOW WE USED THIS: WRITING TITLES + DESCRIPTIONS

Admissions &
Registration

Academic
Support

Essential Needs

Wellness &
Safety

Specialized
Services

Campus Life

CONTENT & WRITING ALLIES



HOW WE USED THIS: VISUALS

	#2A3E58									
	#8B0962									
	#0D674E									
	#CC4A13									
	#D10117									
	#003385									



GRAPHICS & BRAND ALLIES

ITEMS



POWER



EQUIP THIS FOR YOUR TEAM...

RESEARCH



WORKSHOPS



ALLIES

- Know the allies you know
- Know the allies you don't know



More handpicked resources: LuisMerino.com/PowerUps



DESIGN SYSTEM

ITEMS

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+

POWER



DESIGN SYSTEMS: WHAT AND WHY?



RESEARCH



WORKSHOPS



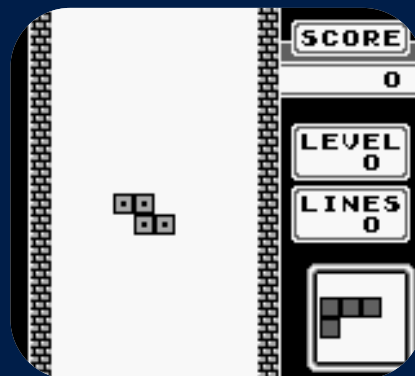
ALLIES



DESIGN SYS

+ Design systems:

- Are sets of reusable web/UI patterns, components, and snippets
- Guidelines and instructions
- Accelerate the development process
- Create consistency and enhance usability

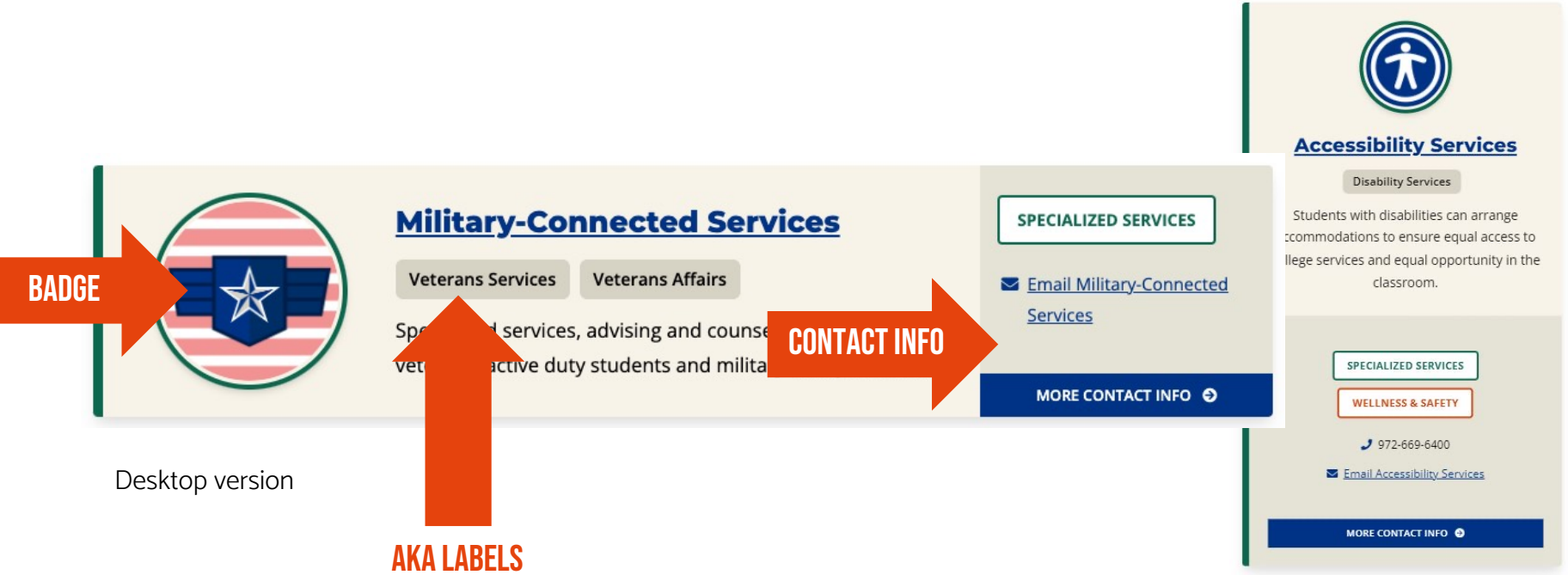


OUR DESIGN SYSTEM: PEGASUS



- Patterns,
- Elements, and
- Guidelines for
- Accessible
- Styles,
- Usability, and
- SEO

HOW WE USED THIS: THE RESOURCE CARD



Desktop version

Mobile version

ITEMS

+

+

POWER



EQUIP THIS FOR YOUR TEAM

RESEARCH



WORKSHOPS

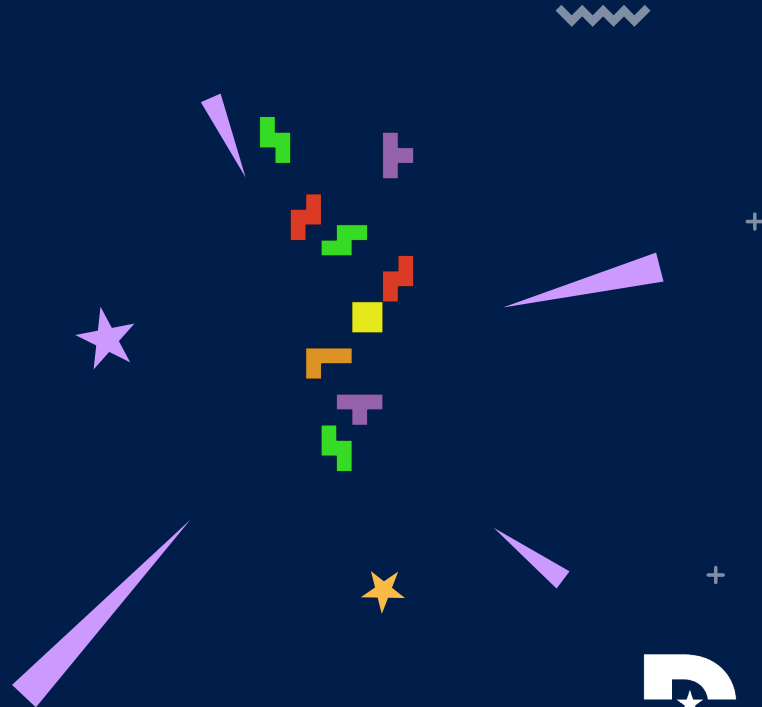


ALLIES



DESIGN SYS

- Learn about Atomic Design (by Brad Frost)
- Build out components in wireframing/prototyping tool



More handpicked resources: LuisMerino.com/PowerUps





PROTOTYPING AND TESTING

ITEMS

+

+

POWER



RESEARCH



WHAT + WHY?



WORKSHOPS



+



ALLIES

+

- Interactive mockups to test
- Facilitate iterative design



+

DESIGN SYS



PROTOTYPE





USABILITY TESTING

- Observing real users interacting with a product or prototype through specific tasks
- Uncover usability problems or insights
- Have empathy. You're not testing the user, but testing the design



DESIGN ITERATIONS FROM TESTING:



📌 Essential Needs

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Student Care Network

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DART Student GoPass

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Food Pantries

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Rental Assistance

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[VIEW MORE SUPPORT](#) ➔



STUDENTS DIDN'T SEE

DESIGN ITERATIONS FROM TESTING:



Essential Needs

Juggling everyday life and college can be tough, but you don't have to do it alone. Whether it's child care, clothing resources or a WiFi hotspot, we want to provide you with the support you need to accomplish your goals.



Student Care Network

Serves as the umbrella program that covers most student support and the gateway to connect students with the tools they need.

DART Student GoPass

Catch a train or bus to campus for free with the DART. Learn about how to get your free pass.

Food Pantries

Our campus food pantries provide free food to students in need, from quick snacks to canned goods.

Rental Assistance

To ensure you succeed both in and out of the classroom, we provide rental assistance to enrolled students who qualify.

[VIEW ALL ESSENTIAL NEEDS](#)



MOVED AND MADE MORE PROMINENT

ITEMS

+

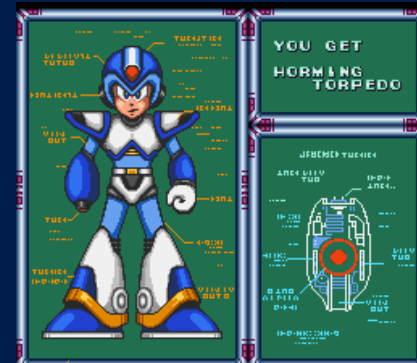
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POWER



EQUIP FOR YOUR TEAM:

- Set up a table in a common space and invite students to test
- Try paper or lower fidelity prototypes



More handpicked resources: LuisMerino.com/PowerUps



RESEARCH



WORKSHOPS



ALLIES



DESIGN SYS

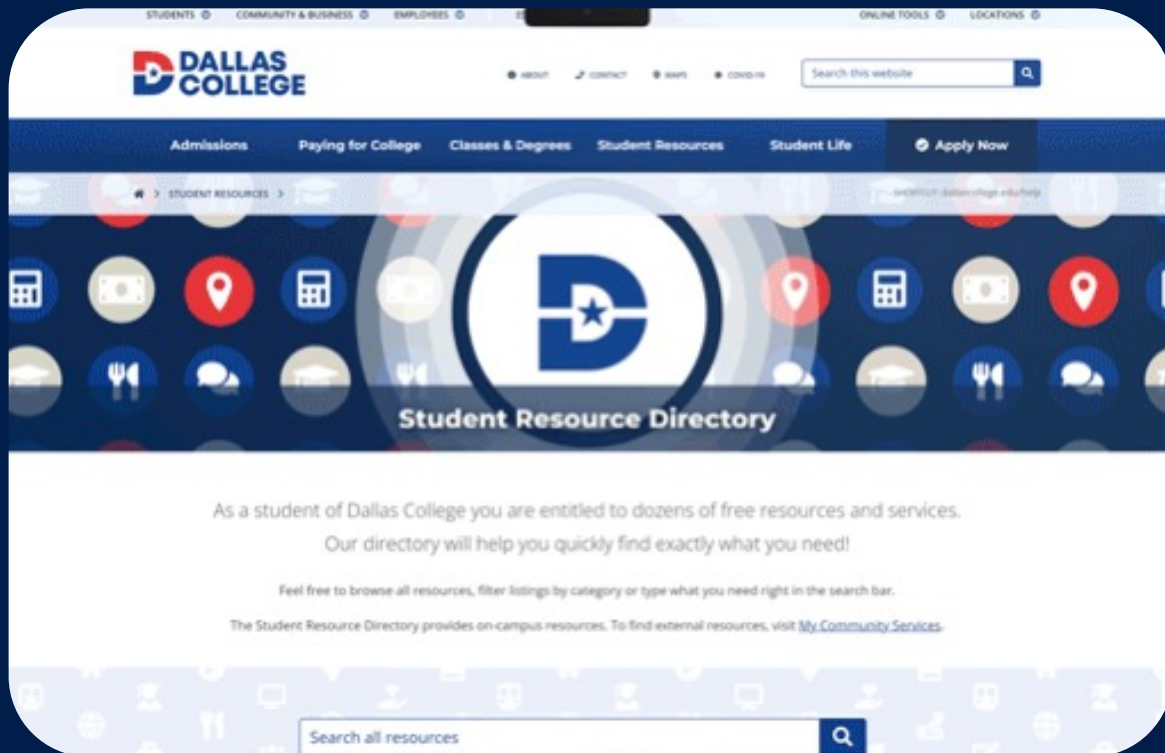


PROTOTYPE



**RESULTS +
OUTCOMES**

SPRING 2022 STUDENT RESOURCE DIRECTORY + STUDENT SUPPORT INTRO PAGE



SEARCH

Search all resources



Results:



Academic Calendar

Access the academic calendar for official class, exam, holiday and registration dates.

ADMISSIONS & REGISTRATION

CONTACT INFORMATION



Accessibility Services

Disability Services

Students with disabilities can arrange accommodations to ensure equal access to college services and equal opportunity in the classroom.

SPECIALIZED SERVICES

WELLNESS & SAFETY

972-669-6400

[Email Accessibility Services](#)

MORE CONTACT INFO



Athletics

Sports

Dallas College men and women compete

CAMPUS LIFE

[Email Athletics](#)

Filter by Category:

Admissions & Registration

Academic Support

Essential Needs

Wellness & Safety

Specialized Services

Campus Life

What Are These?

Admissions & Registration

BROWSE

FILTER



RESULTS + OUTCOMES



1

EASIER AND BETTER
TO FIND SERVICES



2

INSTILL CONFIDENCE,
SAFETY, MOTIVATION

Do better than us! Set metric goals/KPI's at the start.





RESULTS + OUTCOMES



17%

INCREASE IN TRAFFIC TO ALL RESOURCES PAGES

Possible indicator that it was indeed easier and better to find and access resources

Compared YOY: AY2021 to AY2022



RESULTS + OUTCOMES



15%

INCREASE IN ENGAGEMENT ON INTRO PAGE

Could be a sign that students
were less overwhelmed and
turned off than before

Compared YOY: AY2021 to AY2022



RESULTS + OUTCOMES

“This makes me proud to be a Dallas College student.”

“It’s so easy to find what I need..”

“This makes me feel like I’m not alone.”





THANK YOU



Let's talk about **community colleges**, UX in **higher ed**, your own UX powerups... or your favorite **NES or SNES videogame**...

LuisMerino.com/PowerUps

For all slides, references, links + links to great resources for more



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[HighEdWeb Slack](#)

