



UX LAB

Usability testing on
**Transfer Credit Search
Tool**

UBC UX Lab
June 7, 2019

Our Team



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PRESENTATION

Discussion Points

- Research Question
- Methodology
- Demographics
- Results
- Summary
- Recommendations

Research Question



Research Question

How are students and stakeholders navigating the newly launched Transfer Credit Search Tool?

Methodology 

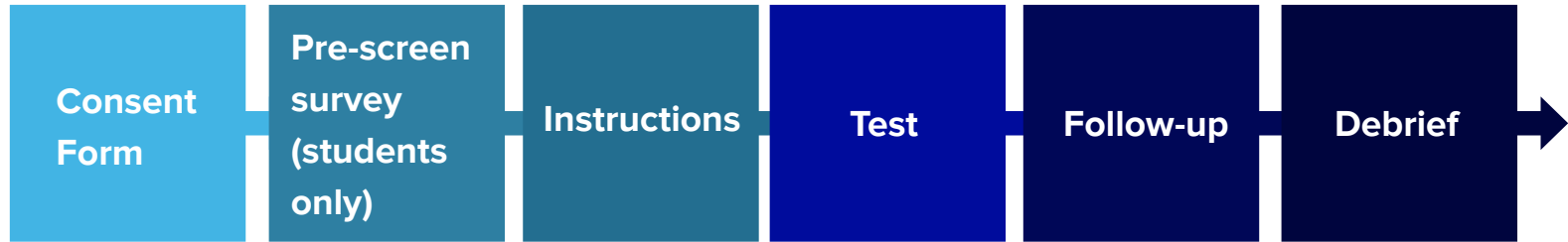
Scenario Test



- **Think-aloud** procedure
- Desktops/laptops only
- Remote moderated testing - Skype and Bluejeans screen share
- Look up 2 courses in transfer credit tool
- Explain what credits are received from UBC

($n = 7$)

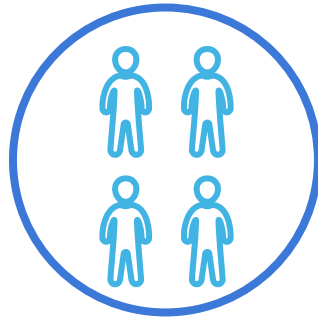
Test Flow Session



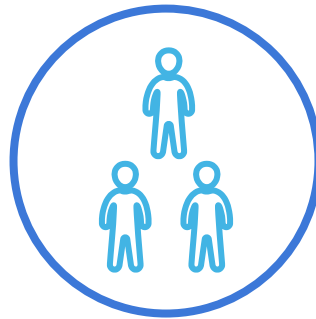
Demographics 

Demographics

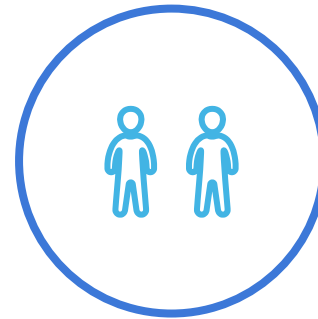
Participants ($n = 7$)



4
Advisors



3
Students



2
Pilots

- 2 advisors have used tool before
- Rest of participants have never used tool

Results 

Results



- Purpose of Tool
- Search Fields
- Search Results
- Change Search



Purpose of Tool

STUDENTS

- **Course planning** for incoming transfer students

ADVISORS

- **Advise prospective students** in terms of transferring

Search Fields

UBC Transfer Credit Search

Search courses from your institution and how they transfer to UBC.
The results shown are for reference only and are subject to change.

[Learn more about transfer credit at UBC.](#)

Your institution name

e.g. Langara College

Course code

e.g. PHYS 1115

Completion date



M M / Y Y Y Y

Search

Search Fields



- Your Institution Name
- Course Code
 - Common Issue



Search **Fields**

Your Institution Name

STUDENTS

- 1 of 3 students
- Unsure whether to input school transferring **from** or **into**

ADVISORS

- 1 of 4 advisors
- Thought it was confusing
- Unsure whether to input **school they work at** or **school student is transferring from**



Search **Fields**

Course Code

COMMON ISSUE

- Filled in course code **without spaces**
- Received an error message, but were able to fix easily

Course code

MATH110

⚠ Please enter a subject code and course number. For example
PHYS 1115

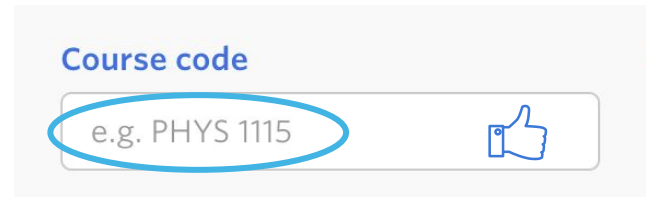


Search **Fields**

Course Code

STUDENTS

- “I like that it shows the shadow underneath for the course code section, because I wasn’t sure what I was looking for exactly at first.”





Search **Fields**

Course Code

ADVISORS

- It is “irritating” to search up a specific course code/number
 - As required by our given task scenario
- 2/4 prefer a **full list of transferable courses**





It would be helpful to give a list of courses at [SCHOOL] that would transfer to UBC, without needing to know the specific course codes & completion date.

Search Results 

Search Results



- Error Message
 - Common Issue
- Critical Incident
- Combination Course Codes
- Trust Issues
 - Data Inconsistency
- Change Search



Search Results



Error Message: “No Results Found”

COMMON ISSUE

- 2/4 Advisors, 1/3 Students
 - Unsure if that meant course does not transfer or will be assessed for in the future
 - Advisor: A reason **why** no results are given could save students time from having to contact advisors



Search Results



Error Message: “No Results Found”

UBC Campus

Both

Vancouver (UBCV)

Okanagan (UBCO)

(#) = credit value

No results were found for MUSIC 1

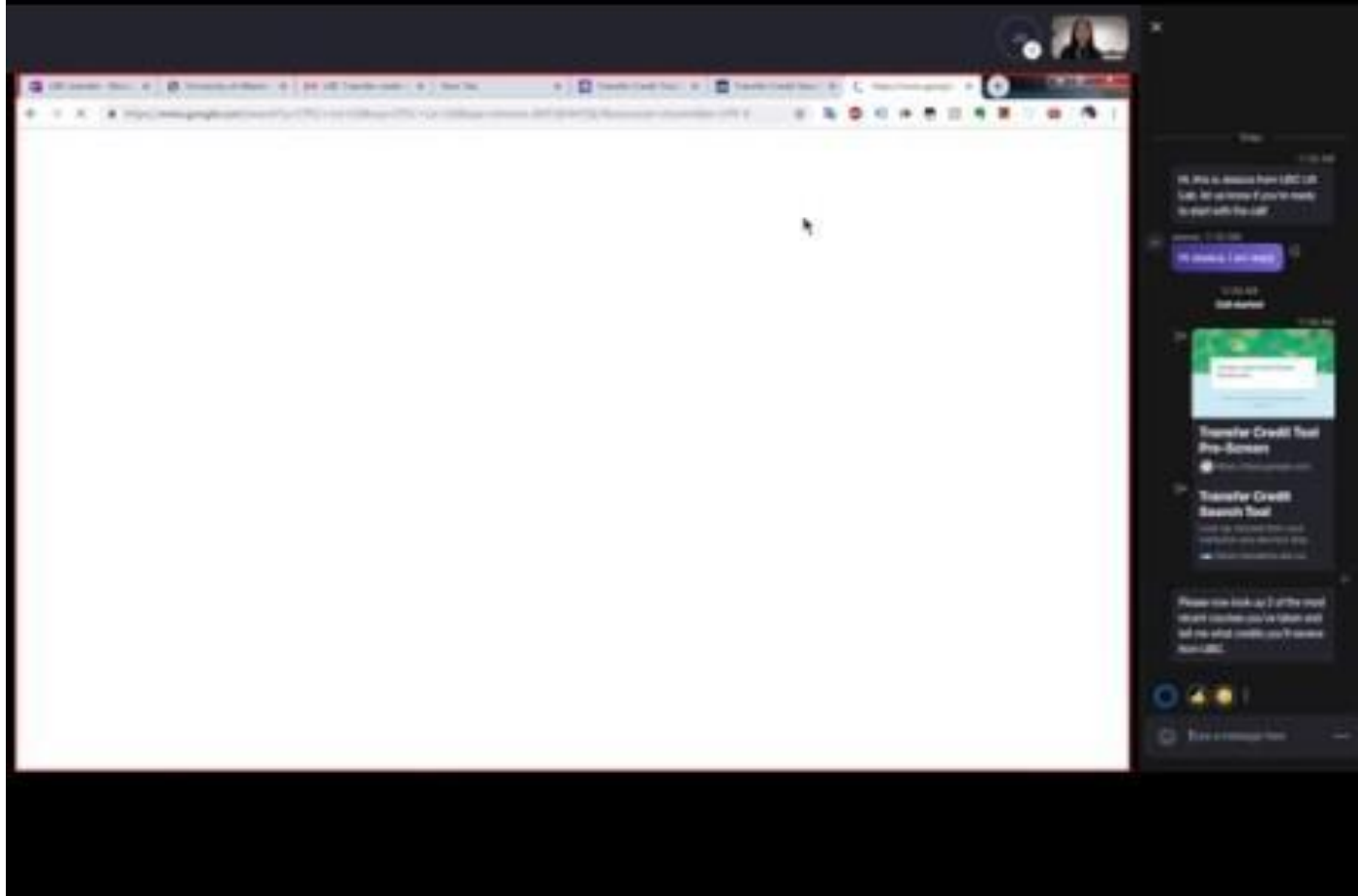
Didn't find what you were looking for? Contact [UBC admissions](#).



Search Results

Critical Incident

- 1 student
- Did not understand course code “**UBCV CPSC 1st**”
- Used Google search
- Even when prompted, did not notice “How to read these results” option





Does “1st” mean it is transferable to a first-year elective OR required course? It is quite confusing.








Search Results



Combination Course Codes

ADVISORS

- 1 of 4
- Noted that results for combination courses can be confusing because of the different possibilities
- Advisors can navigate this, but not sure about students
- Results are not in ascending order of single course to combos

<p>LANG STAT 1181</p>	>	<p>UBCO STAT 230 (3)</p>
<p> The above credits are valid for courses completed between 01 2006 - present</p>		
<p>LANG STAT 1181 LANG STAT 1181 (3) & LANG STAT 1224 (3)</p>	>	<p>UBCO STAT 230 (3)</p>
<p> The above credits are valid for courses completed between 05 2005 - present</p>		
<p>LANG STAT 1181 LANG STAT 1181 (3) & LANG STAT 3223 (3)</p>	>	<p>UBCV STAT 200 (3) & UBCV STAT 2nd (3)</p>
<p> The above credits are valid for courses completed between 01 2006 - present</p>		
<p>LANG STAT 1181</p>	>	<p>UBCV STAT 2nd (3)</p>
<p> The above credits are valid for courses completed between 01 2006 - present</p>		
<p>LANG STAT 1181 LANG MATH 2310 (3) & LANG STAT 1181 (3)</p>	>	<p>UBCV MATH 1st (3) & UBCV STAT 2nd (3)</p>
<p> The above credits are valid for courses completed between 01 2006 - present</p>		
<p>LANG STAT 1181 LANG STAT 1181 (3) & LANG STAT 2225 (3)</p>	>	<p>UBCV STAT 200 (3) & UBCV STAT 2nd (3)</p>
<p> The above credits are valid for courses completed between 01 2006 - present</p>		
<p>LANG STAT 1181 LANG STAT 1181 (3) & LANG STAT 2281 (3)</p>	>	<p>UBCV STAT 241 (3) or UBCV STAT 251 (3)</p>
<p> The above credits are valid for courses completed between 09 2003 - present</p>		
<p>LANG STAT 1181 LANG MATH 2310 (3) & LANG STAT 1181 (3) & LANG STAT 1225 (3)</p>	>	<p>UBCV COMM 290 (3) & UBCV COMM 291 (3) & UBCV COMM 2nd (3)</p>
<p> The above credits are valid for courses completed between 09 1995 - present</p>		
<p>LANG STAT 1181 LANG MATH 2310 (3) & LANG STAT 1181 (3) & LANG STAT 2225 (3)</p>	>	<p>UBCV COMM 290 (3) & UBCV COMM 291 (3) & UBCV COMM 2nd (3)</p>
<p> The above credits are valid for courses completed between 09 1995 - present</p>		



Both

Vancouver (UBCV)

Okanagan (UBCO)


(#) = credit value

LANG STAT 1181  **UBCO STAT 230 (3)**

 The above credits are valid for courses completed between 01 2006 - present

LANG STAT 1181
LANG STAT 1181 (3) & LANG STAT 1224 (3)  **UBCO STAT 230 (3)**

 The above credits are valid for courses completed between 05 2005 - present

LANG STAT 1181
LANG STAT 1181 (3) & LANG STAT 3223 (3)  **UBCV STAT 200 (3) & UBCV STAT 2nd (3)**

 The above credits are valid for courses completed between 01 2006 - present

LANG STAT 1181  **UBCV STAT 2nd (3)**

 The above credits are valid for courses completed between 01 2006 - present

LANG STAT 1181
LANG MATH 2310 (3) & LANG STAT 1181 (3)  **UBCV MATH 1st (3) & UBCV STAT 2nd (3)**

 The above credits are valid for courses completed between 01 2006 - present



Search Results

Trust Issues: Data Inconsistency

STUDENTS

- PSYCH 1 [SMC] : PSY 1 [UBC]
- “My prof said the course was transferable to UBCV.”

UBC Campus

Both **Vancouver (UBCV)** Okanagan (UBCO) (#) = credit value

LANG CPSC 1030	>	UBCV: No credit
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The above credits are valid for courses completed between 09 2005 - present



Search Results

Trust Issues: Data Inconsistency

ADVISORS

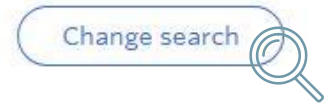
- STAT 213 [UCalgary] transfers only to UBCO not UBCV in the tool
- 1 of 4 advisors noted that searches for **international schools** are “spottier”

Change Search 

Change Search

COMMON ISSUE

- Difficult for user to find
- 1/4 advisors could not find change search button and wanted to refresh the page
- 1/3 students had difficulty finding change search button
 - Expected it to be on top left corner



“

How do I go back?



I like that I only need to change the course code and not have to re-enter everything all over again.

Summary



Top Feedback

COMMON FEEDBACK

- Could not find tool simply using Google search
- Expected 'change search' button elsewhere or couldn't find it
- Wanted an autocomplete/dropdown feature for course code search field
 - Hard to remember course code
 - Wanted to make sure code was in the system



Top Feedback

STUDENTS

- Link to course page/description directly in course code result (1)

ADVISORS

- Prefer using SISC or BC Transfer Guide as there is a list of courses shown there for each institution (4)
- Wanted to be able to search for a list of courses for institutions to UBC (2)



I like that it's separated into
different campuses,
UBCV and UBCO.

Recommendations

Recommendations



'Change Search' Button Position

Make it more obvious or identify a better location

Error Message

Make error message specific to the error

Increase Site Exposure

How are students getting to this page? Currently hard to navigate to

Data Accuracy

Build user trust, increase data reliability



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