

UX

A User-Experience Design Solution

The Savannah College Of Art And Design
Graduate Studies - User Experience Practice
Professor Bethany Armstrong, Advisor

A
to
B

“If you can go from point A to B directly why take a detour that will just add to the time you take to reach your destination? Makes sense doesn't it? Now juxtapose this thinking to the design of your site. Still makes sense?

The problem is some website owners/designers don't think so.

In an effort to be extraordinarily creative, they pile on design elements on their sites. What they fail to consider is that each additional design element that is not absolute unnecessary for the website to make its point, actually piles on the misery for the user. Instead of making information more accessible, these 'creative' sites actually make it more difficult for users to get the information they are looking for.” (Usability Geek)

SCAD.

Identify an established virtual user experience solution (i.e., desktop or mobile application, Web site, 3-D graphic environment) that you feel has user experience problems. For Project B, you will prototype a competing user experience solution. Therefore, the application that you identify should cover a topic, service, or concept that interests you.

Me.

I have identified the Massachusetts Association Of Vocational Administrators' Website based on issues of user experience. "The Massachusetts Association of Vocational Administrators (MAVA) represents the interests of vocational technical educators and administrators from public high schools throughout the commonwealth (MAVA)." MAVA tells us that their *Connecting For Success* conference is "the premier professional development conference for all professionals involved with career & technical education (MAVA)." Although this Website is usable, it is certainly no feast for the eyes. Nor does MAVA's site convey a premiere, professional, or successful experience.

With all due respect and fairness, this Website was not designed by a designer. Instead, it was put together by retired and full-time administrators and educators who are already going out of their way to provide their services to educators all across the state.

My ultimate goal here will be to create a much more rewarding experience for all those involved – *including those behind the scenes*.

Often times in education more is more, and because of this many education sites are not the most ground breaking in terms of design or user-experience. Likewise with the MAVA site I am not fueled by user experience design, instead I feel that I reading a Microsoft Word file or Excel sheet spread. Aesthetically, it is clear that this professional development Website needs a major makeover. Although there is a consistent navigation on the top of each page, I become frustrated with the many repetitive links that are visible throughout the entire site. When navigating the site, I often wonder if these links may hold even more pertinent or updated content, however this is never the case.

Within the Website design itself; I see a tremendous amount of repetitive elements that only over-shadow the important pages and features. There is much too much clutter

and chaos, with no hierarchy or emphasis on specific content that any user may need. This may lead to confusion. Multiple logos and side navigation systems bring the user to the same place as the main navigation.

My instincts tell me that some may struggle with finding the content that they may need to acquire. Or maybe they have just learned to navigate or recall the most pertinent areas.

I believe that the professional development sign up page is at the forefront of reasons that users come to this site. When I navigate the MAVA Website, I eventually find what I am looking for. However, my experience cannot be the norm. I cannot help but think of my fellow instructors who may not be so tech savvy, because within the vocational education demographic, instructors encompass a broad range of ages and disciplines, such as Engineering, Architecture, Plumbing, Carpentry, Cosmetology, and Culinary. Older instructors within the traditional trades

may have great difficulty navigating this site. Furthermore, the younger instructors maybe expecting something more modern with a social media component that would notify them of certain events or classes. *So in essence, MAVA has lost both audiences!* Clearly, this Website presents many design opportunities to convey a valued brand and user experience. There is no doubt that there will be many design challenges, however I truly see this as a design opportunity that will also allow me to give back to the community. My goal will be to reflect MAVA's mission through an updated Website design that will ultimately connect MAVA with their audience in a much more meaningful way.

"The Massachusetts Association of Vocational Administrators (MAVA) represents the interests of vocational technical educators and administrators from public high schools throughout the commonwealth (MAVA)."

"Welcome to MAVA!" MAVA Home. N.p., n.d. Web. 05 Apr. 2016.

**DON'T
MAKE
ME
SHOW
YOU**



1. Conventions and order.

Multiple links lead to the same content areas. Professional development courses are available under the main navigation, quick links, and upcoming events. There is no hierarchy of information, nor does the information appear in a logical or alphabetical order.

2. Consistency and standards.

In terms of the layout and overall appearance, there are no consistent design standards throughout the site. Usability within each section is entirely different. This only ensures that the users (my vocational colleagues) do not know what the interface elements do. Different actions and links mean the same thing. Furthermore, the actions themselves are not conveyed in a consistent manner. This will lead to confusion and trouble. Likewise, our users will not know what features do what. (Nielsen)

“Following design standards simply ensures that users know what you are talking about. It’s like using standard English words rather than your own vocabulary when writing.” (Nielsen)

3. Recognition rather than recall.

To find content outside of the professional development areas, I believe that most users will have to recall where to find information for particular events. The search bar in the upper left corner requires users to type the full list name. There are no visuals to cue or guide the user to the content that they are looking for.

1
Repeated links with different actions are prominent.

1
The navigation contains many items that could be re-purposed under one link.

2

The screenshot displays the MAVA website interface. At the top, a blue navigation bar contains links: Home, About, Directory, Programs, Become a Teacher, Professional Development, News, Documents, and Connecting for Success Conference. Below the navigation bar is a search bar with a 'Go' button. A 'Quick Links' section features a dropdown menu for 'Professional Development Courses' and another 'Go' button. The 'Upcoming Events' section lists several events with dates and titles, each with 'Register', 'More...', and 'Export To Desktop' options. The main content area features a large 'Welcome to MAVA!' heading, the MAVA logo, and a banner for the 'Connecting for Success' conference. Below the banner is a video player showing a building with a sign for 'BRIDGEWATER STATE UNIVERSITY'.

4. User Control and Freedom.

In looking at the Connecting For Success page that highlights MAVA's main summer conference, I see repeated links, old links, and links that are broken. Once again there is no consistency or standard, because the heir-achy or natural order of the links and information is nowhere to be seen. Plus, the actions for this repeated information is inconsistent.

4A. The Connect For Success conference is a 3-day event in which many instructors all across the state come to earn their professional development points in various topics needed to renew their professional educator license.

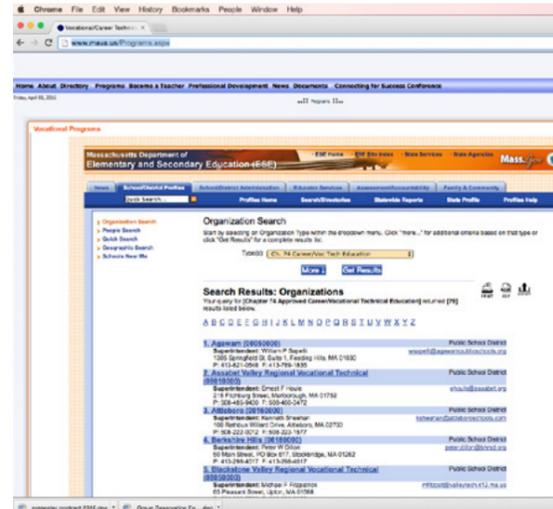
4B. Certain external links do not open up in a new page. Rather these external links now show in the same browser tab. It is old news that external links should open up in a new browser tab, since all browsers now have tabs that allow the user to click between different sites. The user has now lost control and freedom of the interface.

The screenshot shows a web browser window with the URL www.mava.org/ConnectingforSuccessConference.aspx. The browser's address bar and menu bar are visible at the top. The page content is divided into a sidebar on the left and a main content area on the right. The sidebar, titled "Links/Documents", contains a list of links such as "CFS 2016 Pre-conference Sessions and Registration", "CFS 2016 Conference Flyer", and "CFS 2016 Keynote and Breakout Sessions". The main content area features the MAVA logo, the text "Connecting for Success", and a large red banner that reads "REGISTRATION NOW OPEN" and "STEM TOPICS BOTH DAYS". Below this, the text states "The premier professional development conference for all professionals involved with career & technical education. 2016 Returning to Assabet Valley Regional Technical School 215 Fitchburg Street Marlborough, MA JUNE 29 AND 30, 2016". It also includes information about content updates, lodging for 2016, and pre-conference workshops on Monday, June 27 and Tuesday, June 28.

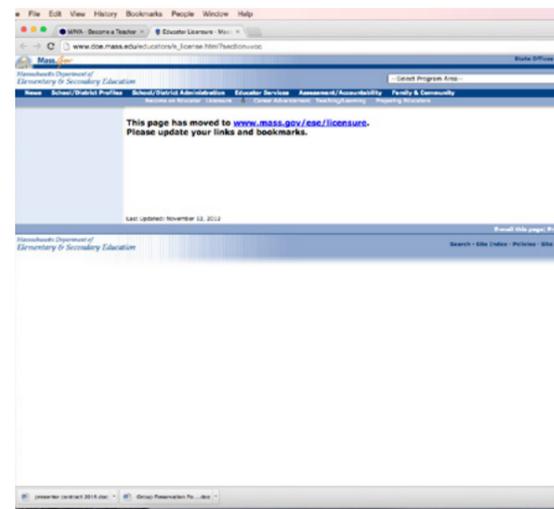
4A

4B

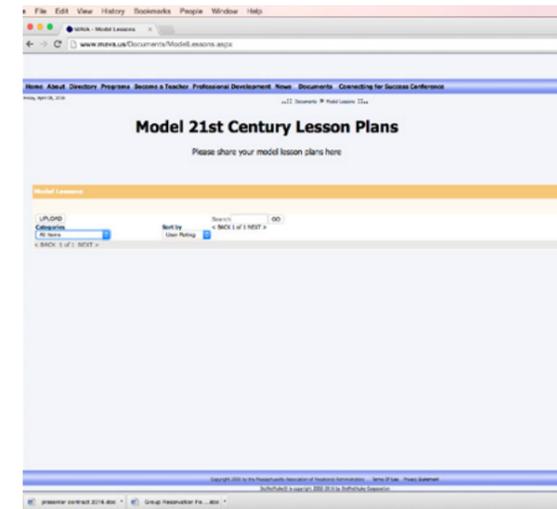
4. User Control and Freedom continued.



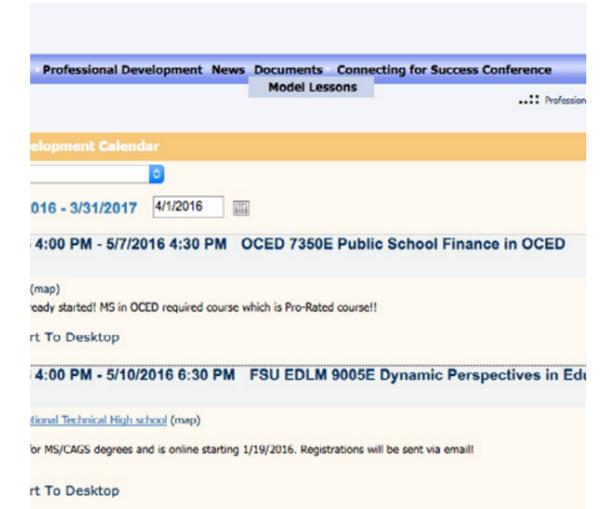
Other external links to the Department Of Secondary And Elementary's (DESE) Website are re-purposed within a frame database. These links should also be external. In fact, all external links to the DESE should be contained under one menu item.



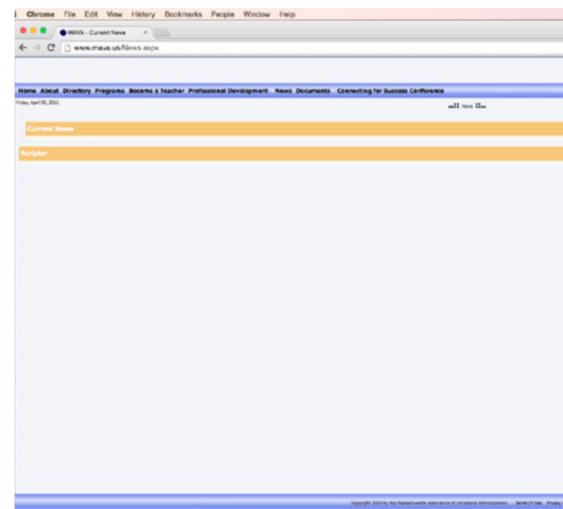
Many links just need to be updated or condensed into similar categories. There are many empty pages that just add to the clutter.



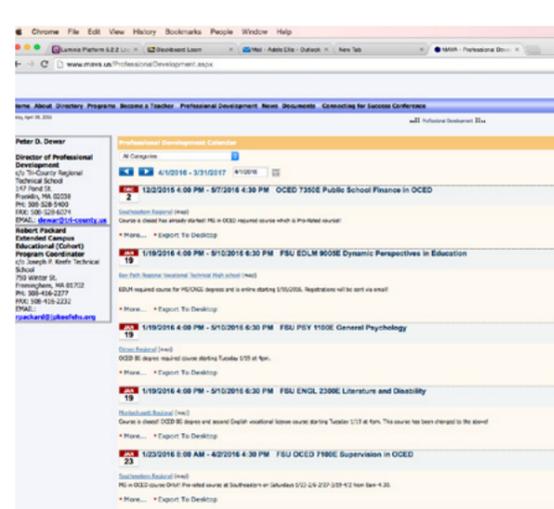
Many links lead to no content. The Model 21st Century Lesson Plans' page has been empty for sometime. This content, along with the professional development calendar would benefit from a social media presence.



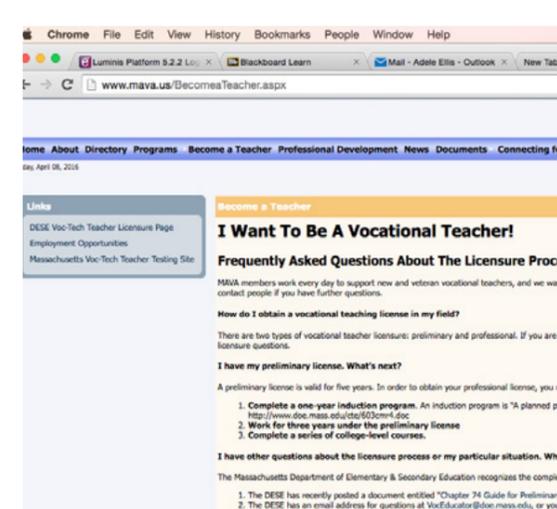
Main navigation items are click-able, but when there is a sub menu that is also click-able this may lead to confusion.



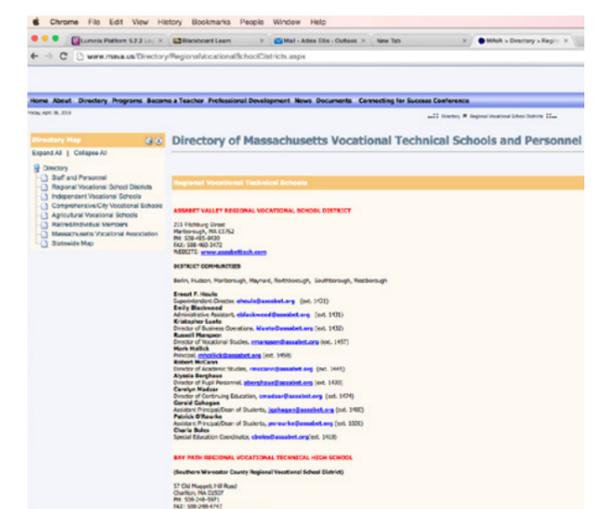
Here the news page is empty. Many of the younger instructors would sign up for a Twitter or Facebook page in order to learn the latest news.



By the time most instructors see the course calendars, they are filled up. Or some cases, classes get canceled because of the low enrollment. Again, updates to this content would benefit from a having a social media presence or email blast page.



The licensure link could have a page of its own under a main DESE link.



More of DESE's information could be organized under one navigation item. This particular page above could just provide links to the many state schools listed. All other information is unnecessary.

Unnecessary complexity

5. Aesthetic and Minimalist Design.

The less is more or minimalist design theory does not apply here. The site content needs to be condensed and cleaned so that the visuals can aid the user's experience. The site's color palette mimics DESE's color palette on their Website, however I feel that MAVA should have its very own distinct color palette.

Rather than re-purpose, or actually design the content for a Web format, the Connecting for Success page (shown on the right here) showcases a PDF that was sent around to instructors via email.

6. Error Prevention.

Certain instructors have told me that their name was entered twice for the same course. If mistakes are made, there are no escape routes, or no undo features. Sadly, many instructors often get billed twice for courses.

Home About Directory Programs Become a Teacher Professional Development News Documents Connecting for Success Conference
Wednesday, April 06, 2016

Search: Go

Quick Links
Professional Development Courses Go

Upcoming Events
All Categories

JUN 27 (VTEL) Vocational Teacher Literacy Test PREP COURSE-NOTE NEW DATES AND LOCATION
Vocational Technical Teacher Literacy Test Prep Course (VTEL) Payment due at least one week in advance of course start DATES: Monday, Jun...
• Register • More... • Export To Desktop
[Assabet Valley Tech](#) (map)

JUL 11 MAVA OSHA 511 Occupational Safety and Health Standards for General Industry
Who should attend: Those wishing to complete the OSHA standards course as one of the prerequisites to become an outreach trainer. Experienced teachers...
• Register • More... • Export To Desktop
[Shawshen Valley Tech](#) (map)

JUL 11 MAVA OSHA 510 OSHA Standards for the Construction Course
Who should attend: Those wishing to complete the OSHA standards course as one of the prerequisites to become an outreach trainer. Experienced teach...
• Register • More... • Export To Desktop
[Shawshen Valley Tech](#) (map)

AUG 1 MAVA OSHA #501 Train the Trainer General Industry Course
ALLIANCE An OSHA Cooperative Program Between US DOL OSHA, MA DLS and MA DOE, MAVA, AFIMA, MTA ...
• Register • More... • Export To Desktop
[Shawshen Valley Tech](#) (map)

AUG 1 MAVA OSHA #502 CONSTRUCTION INDUSTRY TRAIN-THE-TRAINER RECERTIFICATION COURSE

Massachusetts Association of Vocational Administrators
MAVA Connecting for Success
Massachusetts Vocational Association

The premier professional development conference for all professionals involved with career & technical education.
JUNE 29-30, 2016 (Preconference Workshops June 27-28, 2016)

The Massachusetts Association of Vocational Administrators (MAVA) represents the interests of vocational technical educators and administrators from public high schools throughout the commonwealth.

Invest in Vocational Education

BRIDGEWATER STATE UNIVER



Home About Directory Programs Become a Teacher Professional Development News Documents Connecting for Success Conference
Wednesday, April 06, 2016

Professional Development Calendar
All Categories

4/1/2016 - 3/31/2017 4/1/2016

DEC 2 12/2/2015 4:00 PM - 5/7/2016 4:30 PM OCED 7350E Public School Finance in OCED
[Southeastern Regional](#) (map)
Course is closed has already started! MS in OCED required course which is Pro-Rated course!!
• More... • Export To Desktop

JAN 19 1/19/2016 4:00 PM - 5/10/2016 6:30 PM FSU EDLM 9005E Dynamic Perspectives in Education
[Bay Path Regional Vocational Technical High school](#) (map)
EDLM required course for MS/CAGS degrees and is online starting 1/19/2016. Registrations will be sent via email!
• More... • Export To Desktop

JAN 19 1/19/2016 4:00 PM - 5/10/2016 6:30 PM FSU PSY 1100E General Psychology
[Diman Regional](#) (map)
OCED BS degree required course starting Tuesday 1/19 at 4pm.
• More... • Export To Desktop

JAN 19 1/19/2016 4:00 PM - 5/10/2016 6:30 PM FSU ENGL 2300E Literature and Disability
[Montachusett Regional](#) (map)
Course is closed! OCED BS degree and second English vocational license course starting Tuesday 1/19 at 4pm. This course has been changed to the above!
• More... • Export To Desktop

JAN 23 1/23/2016 8:00 AM - 4/2/2016 4:30 PM FSU OCED 7100E Supervision in OCED
[Southeastern Regional](#) (map)
MS in OCED course Only!! Pro-rated course at Southeastern on Saturdays 1/23-2/6-2/27-3/19-4/2 from 8am-4:30.
• More... • Export To Desktop

MAR 28 3/28/2016 8:00 AM - 5/20/2016 4:30 PM FSU SPED 8011E Differentiating Content Instruction in Inclusive Classrooms

Peter D. Dewar
Director of Professional Development
c/o Tri-County Regional Technical School
147 Pond St.
Franklin, MA 02038
PH: 508-528-5400
FAX: 508-528-6074
EMAIL: dewar@tri-county.us

Robert Packard
Extended Campus Educational (Cohort) Program Coordinator
c/o Joseph P. Keefe Technical School
750 Winter St.
Framingham, MA 01702
PH: 508-416-2277
FAX: 508-416-2232
EMAIL: rpackard@jpkeefehts.org

Time-line

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Unit 1	Usability UX Topic Research & Site Selection						
	3/28	3/29	3/30	3/31	4/1	4/2	4/3
Unit 2	Identify Issues Look At The Heuristics Of UX Design						
	4/4	4/5	4/6	4/7	4/8	4/9	4/10
Unit 3	Time-line Calendar Mind Mapping Gather Persona Types Pass Out Templates And Questionnaires						
	4/11	4/12	4/13	4/14	4/15	4/16	4/17
Unit 4	Time-line Calendar Mind Mapping			Creation of Initial Site Map Creation Of Initial Sketches			
	4/18	4/19	4/20	4/21	4/22	4/23	4/24
Unit 5	Creation Of Personas And Scenarios				Complete Site Map Creation Of Low Fidelity Prototypes Prep For Testing		
	4/25	4/26	4/27	4/28	4/29	4/30	5/1
Unit 6	First Round Of Testing / Record Findings				Refine Low Fidelity Prototypes		
	5/2	5/3	5/4	5/5	5/6	5/7	5/8
Unit 7	Creation Of High Fidelity Prototypes				Revise High Fidelity Prototypes		
	5/9	5/10	5/11	5/12	5/13	5/14	5/15
Unit 8	Development Of Coding, Modeling, or Screen Shots				Third Round Of Testing / Record Findings		
	5/16	5/17	5/18	5/19	5/20	5/21	5/22
Unit 9	Creation Of Final Design Iterations Assessment Of Usability Testing Results				Submit Final Process Book		
	5/23	5/24	5/25	5/26	5/27	5/28	5/29

Phase 1

Phase 2

Phase 3

Time-line

PERSONAS



Jim M.

Job Title: Television Broadcast Instructor.

Persona Type: Tech Savvy. 46 years old.

Location: Uxbridge, Massachusetts.

Back Story: Jim has taught for 18 years. He is married with three children, and he currently teaches Web Development and Digital Video.

Motivations: Jim's motivations to use the MAVA site are to sign up for Occupational Educational courses that will enable him to attain for his professional license in Massachusetts.

Frustrations: "As a new teacher, I want



Monique T.

Job Title: Design and Visual Communications Instructor.

Persona Type: Tech Savvy. 30 years old.

Location: Upton, Massachusetts.

Back Story: Monique is a new teacher. She is married with one child.

Motivations: Monique's motivations to use the MAVA site are to sign up for Occupational Educational courses that will enable her to attain for her professional license in Massachusetts.

Frustrations: "As a new teacher, I want an



Tom L.

Job Title: Painter and Decorating Instructor.

Persona Type: Technically proficient. 45 years old.

Location: Milford, Massachusetts.

Back Story: Tom is a new teacher. He is married.

Motivations: Tom's motivations to use the MAVA site are also to sign up for Occupational Educational courses that will enable him to attain for his professional license in Massachusetts.

Frustrations: "As an instructor, I want a confirmation link when I have signed up for



Tom M.

Job Title: Digital printer and off-set press operator.

Persona Type: Technologically Challenged. 49 years old.

Location: Upton, Massachusetts.

Back Story: Tom works in the Print and Copy center at a high school. He would like to sign up for various classes, and slowly achieve his goal of becoming a teacher.

Motivations: Tom's motivations to use the MAVA site are to sign up for Occupational Educational courses, as well as, some



Joseph D.

Job Title: Plumbing instructor.

Persona Type: Technologically Challenged. 50 years old.

Location: Ruthland, Massachusetts.

Back Story: Joe has been teaching for 7 years. He worked in the field as a full time plumber before teaching.

Motivations: Joe's motivations to use the MAVA site are to sign up for classes that will earn him professional development points (PDPs) for renewing his professional license.

PERSONAS CONTINUED

Jim M.



to have regular updates on the different classes that are offered so that I can sign up for them with when they first become available. I also want course descriptions with teacher bios." Jim feels that the MAVA Website has a difficult registration process. The entire user experience feels unintuitive. Courses often get over booked with multiple registrations. Even though there is a register link, you still have to pay by check which is highly dysfunctional. Jim also feels that the entire Website is not visually appealing, because the design does not support the user.

Their ideal experience: MAVA could offer social media alerts for course offerings and other PDPs. There should be an intuitive interface with course descriptions with teacher bios. The original content feels more like a FAQ giving basic information for users of the site. In fact, there is no original content for this site. Having photos on the site would enhance this experience.

Summary of their experience/quote:

"Seems like they are fitting a solution to a problem, rather than defining the problem or final solutions."

Monique T.



intuitive and simplified navigation, so that I can get to the content that I need." Monique feels that the Website is not updated frequently. There is much to much clutter. Furthermore, there are no announcements about when to expect new course listings. Oftentimes, Monique has to ask her direct supervisor questions about upcoming new course offerings.

Their ideal experience: MAVA needs to simplify the navigation, there are too many buttons and menus. They also need to streamline the content.

Summary of their experience/quote:

"A jumbled mess in need of a redesign!"

Tom L.



classes. I also want the courses numbered or ordered so that I can see which ones I should be taking when." Tom feels that he has to scramble to be the first one to sign up for the classes that he needs. Because there are no notifications of new classes offered, he missed the opportunity to complete his licensure requirements last summer. Whenever he does register for a class, he never knows if he actually got in. There is no confirmation notification. This often leads to instructors signing up twice and three times for the same course. Tom feels frustrated that you cannot pay online. In addition to his frustrating experience online, he also has to mail out a check.

Their ideal experience: It would be great if MAVA sent out notifications as to the new course offerings. In addition to that, it would also be great if one could pay online. Tom also mentioned having a page with the classes listed in the order that they should be taken. Class descriptions with teachers listed would also benefit his experience.

Summary of their experience/quote:

"This site is not conducive to way-finding. I feel that I am lost in a giant mall or maze."

Tom M.



of the many required OSHA certification courses. He would also like to attend the MAVA summer conference to take more Adobe InDesign and Photoshop classes.

Frustrations: Tom does not use the MAVA site, instead he called up his direct supervisor to find out how to resister off-line via phone. One time he signed up via an email link that was sent out. When I tested his experience on the site, he stumbled for about five minutes trying to find where the classes were. When he did find a class, he clicked on the dates posted next to links. Unfortunately, this led to a blank page. I am not sure why MAVA has calendar links right next (in the same sentence) to the sign-up link. He also went to another link that took him completely away from the MAVA site.

Their ideal experience: Tom would love to be able to use this site, and feels that it would be a lot easier to navigate if the content was narrowed down.

Summary of their experience/quote: *"I just gave up!"*

Joseph D.



Frustrations: Joseph feels site almost does not feel trustworthy due to the amount of clutter. Joe is not ever sure if the classes listed are for professional licensure or professional development points. He struggles to find the Professional Development courses that are listed under the Connect For Success link on the home page. Joe feels that once he registers for a class there is no indication or sign of whether he has actually registered. For certain classes, it is hard to see the registration link right down the bottom of the page. He is confused with the export to desktop function listed right next to the register function. In fact, Joe had to ask another instructor where the contact information was. Currently the contact information is listed under professional development.

Their ideal experience: It would be great if MAVA categorized the different classes for different needs.

Summary of their experience/quote:

"Just make it easy for me."



"Seems like they are fitting a solution to a problem, rather than defining the problem or final solutions." Jim M.



"A jumbled mess in need of a redesign!" Monique M.



"This site is not conducive to way-finding. I feel that I am lost in a giant mall or maze." Tom L.



"I just gave up."

Tom M.

SCENARIO



Tom M.

Job Title: Digital printer and off-set press operator.

Persona Type: Technologically Challenged. 49 years old.

Tom, the 49-year-old printer wants to sign up for the various classes that MAVA has to offer. He would also love to attend the Connect For Success conference so that he can enroll in some of the many InDesign and Photoshop seminars to enable him to become more technically proficient within the Adobe Creative suite.

Tom's interaction with the MAVA Website involves the following:

He launches the application.

He looks for the classes that he needs to take, but he stumbles with so many links. He is confused by Quick links, and then proceeds to click on the Professional Development link.

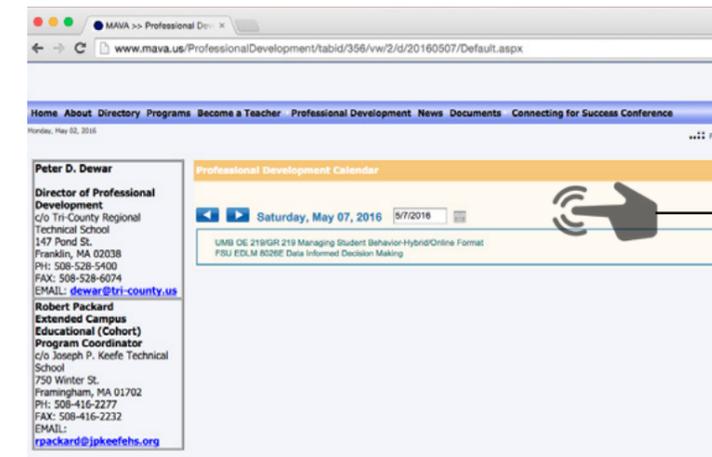
He tries to open the Vocational Teacher Literacy Test Prep course, but then he selects the date link right next to the course link by accident. This just leads to a blank page with new calendar link, and some non relevant information.

He selects the back button on the browser navigation, and the proceeds to click on the title of the class. There are return buttons on some pages, but not this one. This page leads to content that has not being designed for Web. He stumbles while looking for the registration link.

He finally clicks the registration link, but then cannot seem to make the payment online.

He finally decided to check out the documents page to see if he can learn more about the summer conference. This leads him to another blank page.

He clicks the AVTE Northeaster Report which takes him away from the main MAVA site.



Tom wants to register for a class. He clicks on the class title, but instead of bringing him to the class information he is brought to a blank page.



When Tom finally clicks on the class information link, he cannot find the register button which can only be reached by scrolling to the bottom of the page.

SCENARIO



Joseph D.

Job Title: Plumbing instructor.

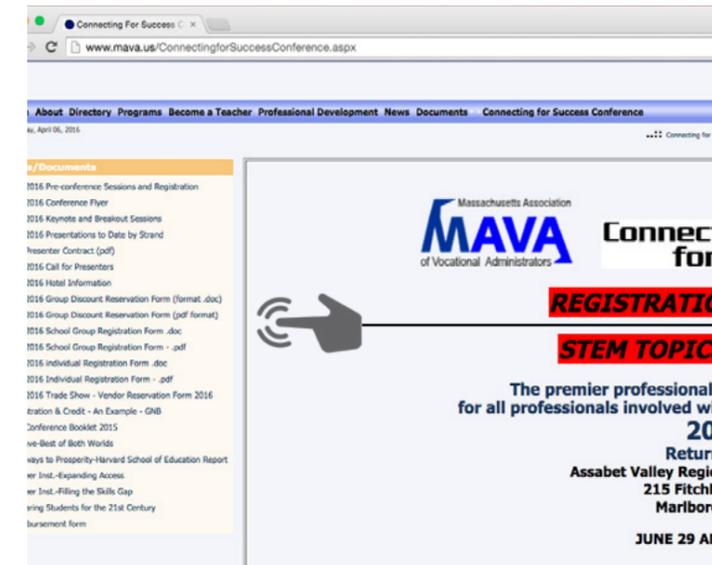
Persona Type: Technologically Challenged. 50 years old.

Joe's motivations to use the MAVA site are to sign up for classes that will earn him professional development points (PDPs) for renewing his professional license.

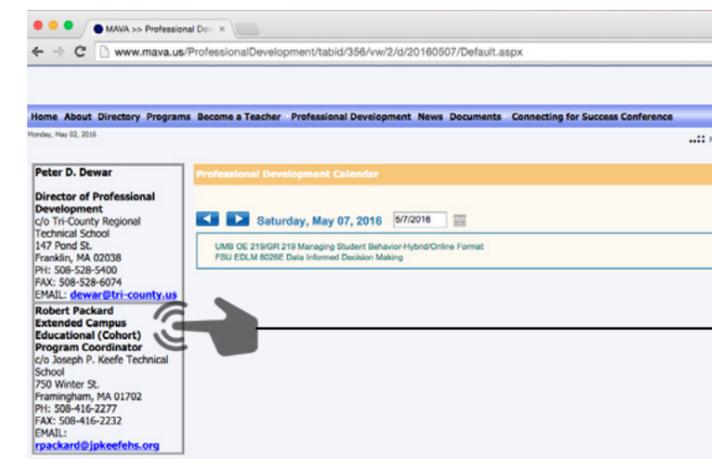
Joe's interaction with the MAVA Website involves the following:

He launches the application.

He struggles to find the Professional Development courses that are listed under the Connect For Success link on the home page. Joe feels that once he registers for a class there is no indication or sign of whether he has actually registered. For certain classes, it is hard to see the registration link right down the bottom of the page. He is confused with the export to desktop function listed right next to the register function. In fact, Joe had to ask another instructor where the contact information was. Currently the contact information is listed under professional development.

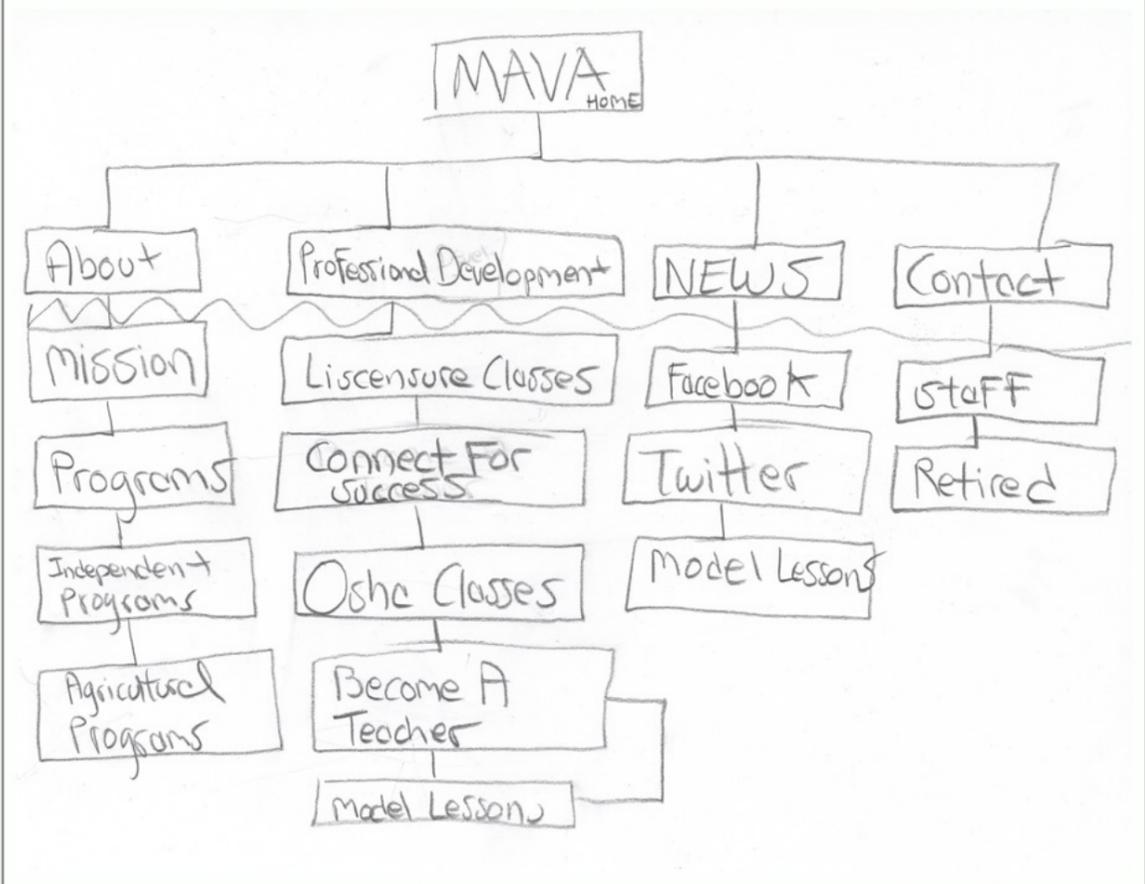
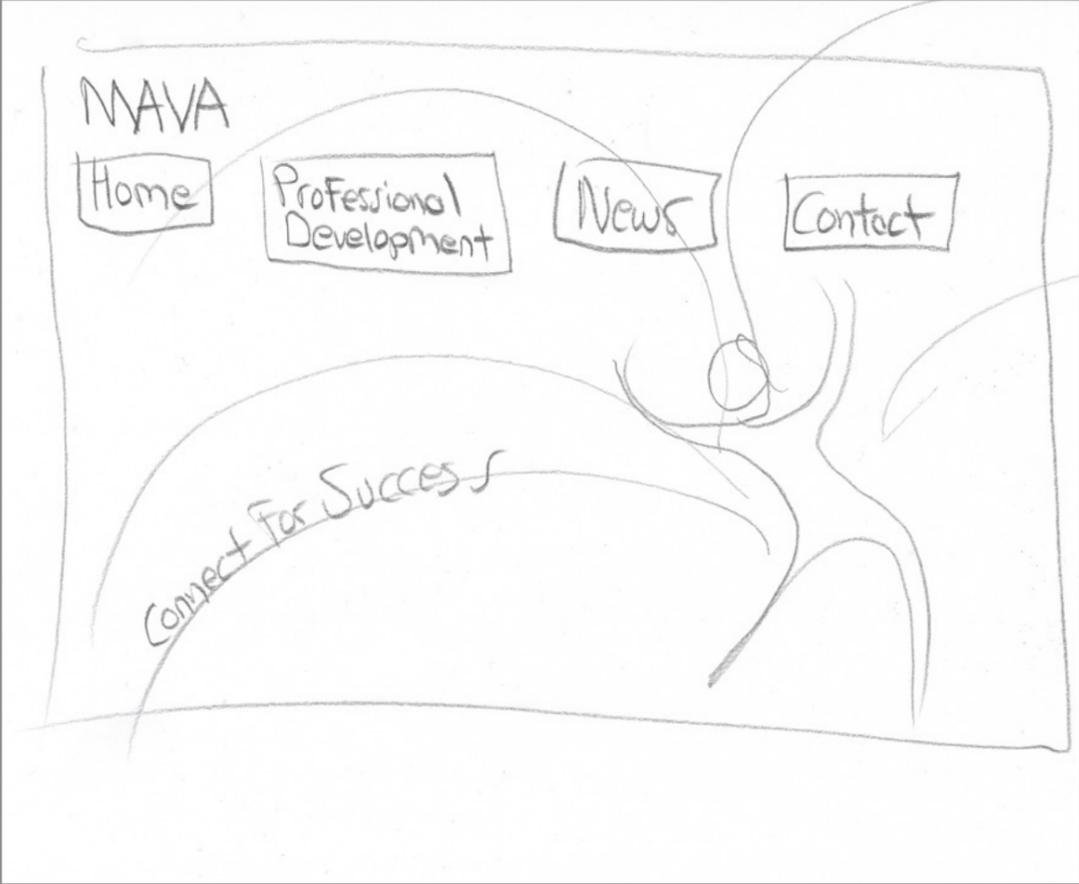


In order to gain his professional development points, Tom wants to register for the Connect For Success conference. This conference is listed under Connect For Success, not Professional Development. This leads to confusion with some users. Tom tries to register for this event online, but the conference links only upload PDFs that you have to mail in.

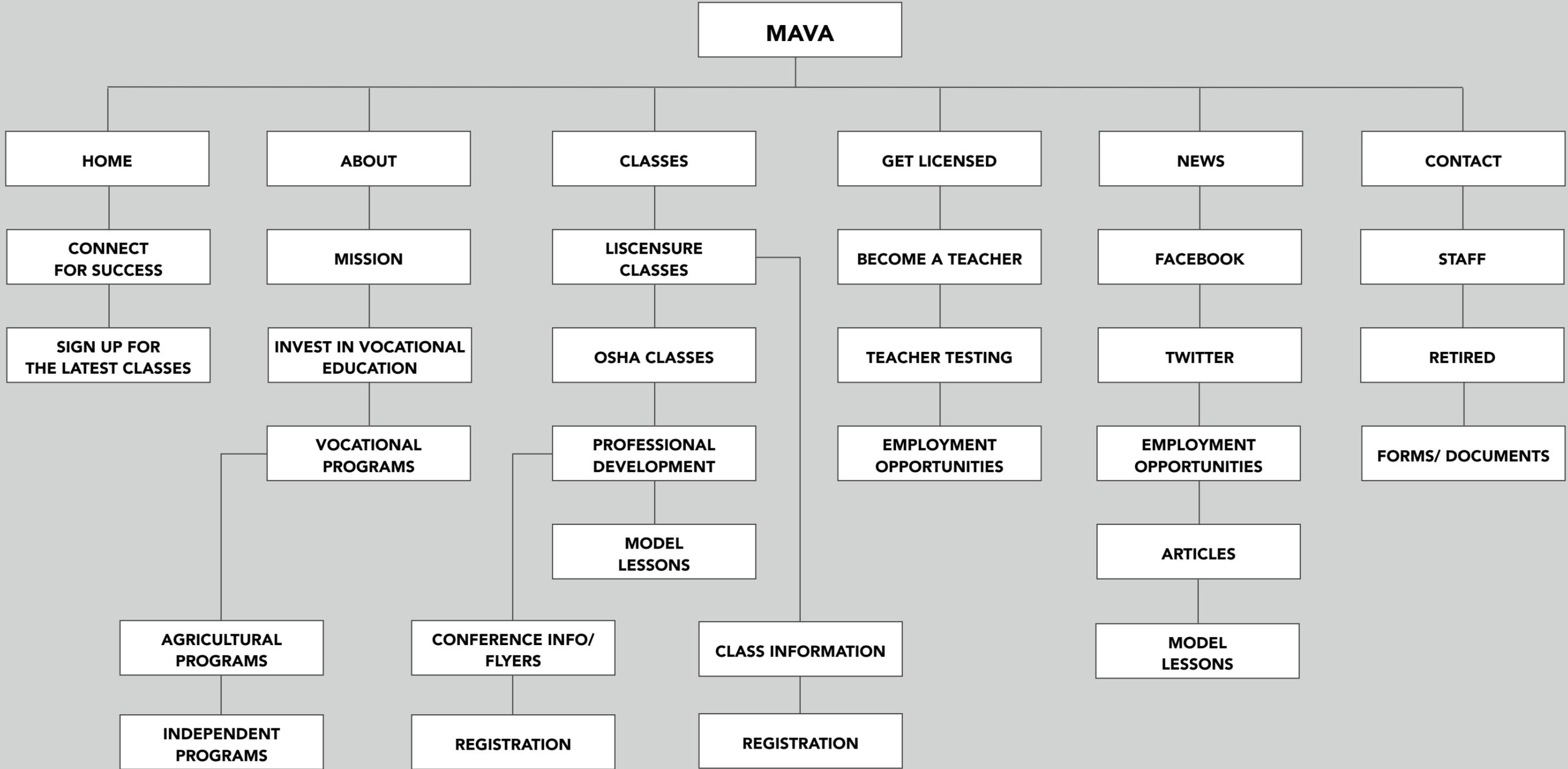


If Joe has any questions about his registration, he can only find who to contact under the Professional development link.

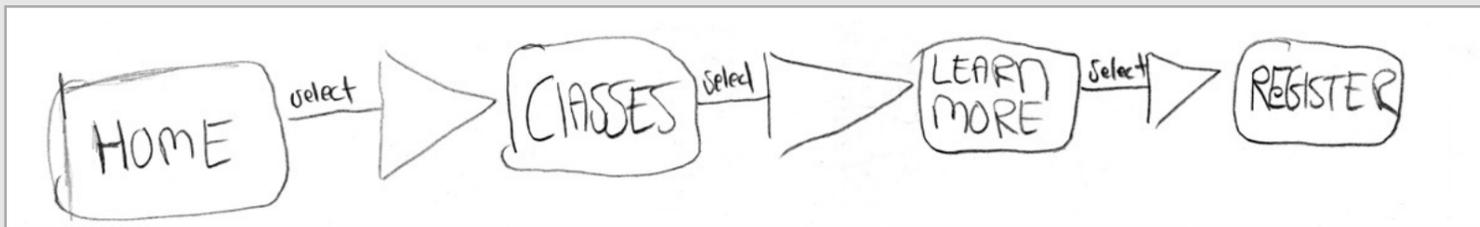
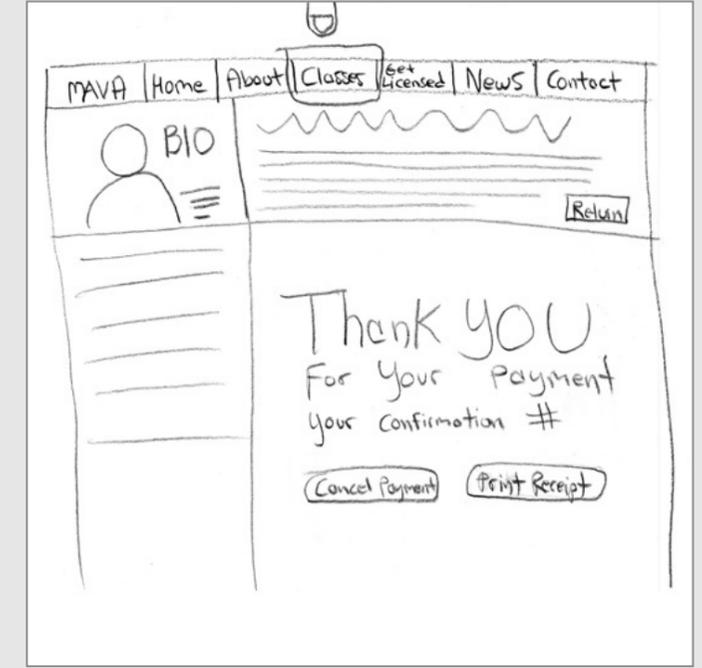
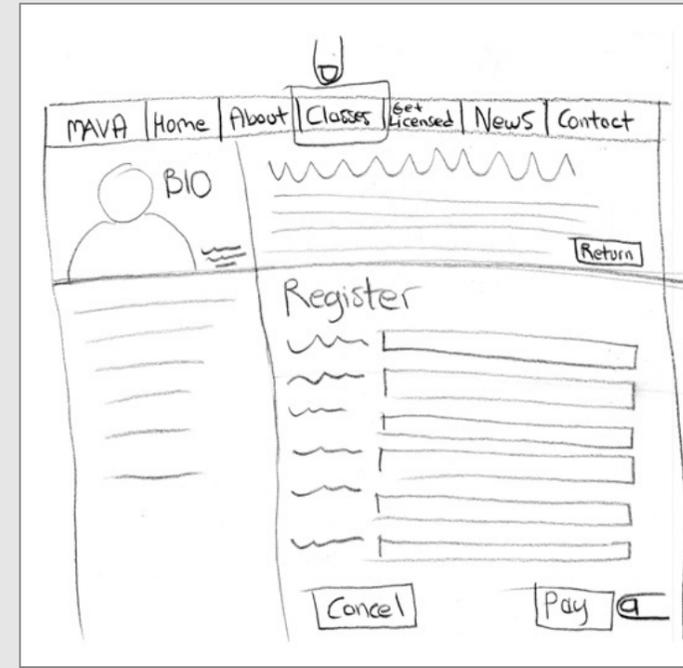
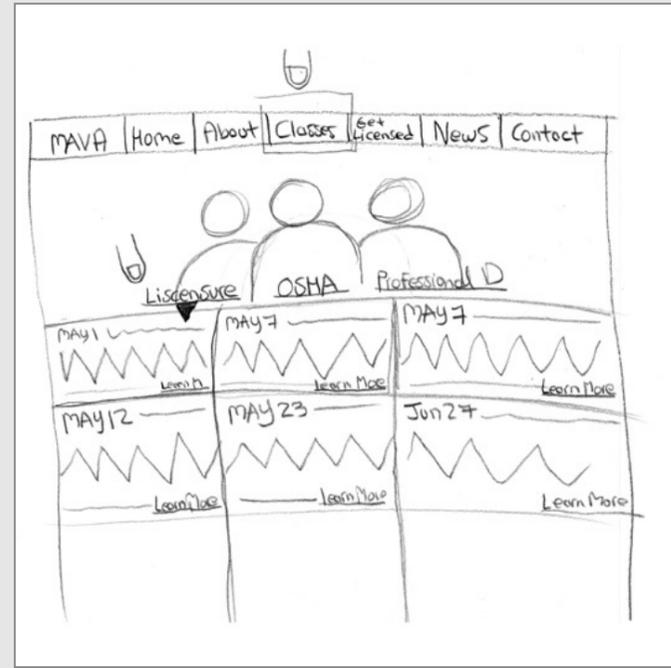
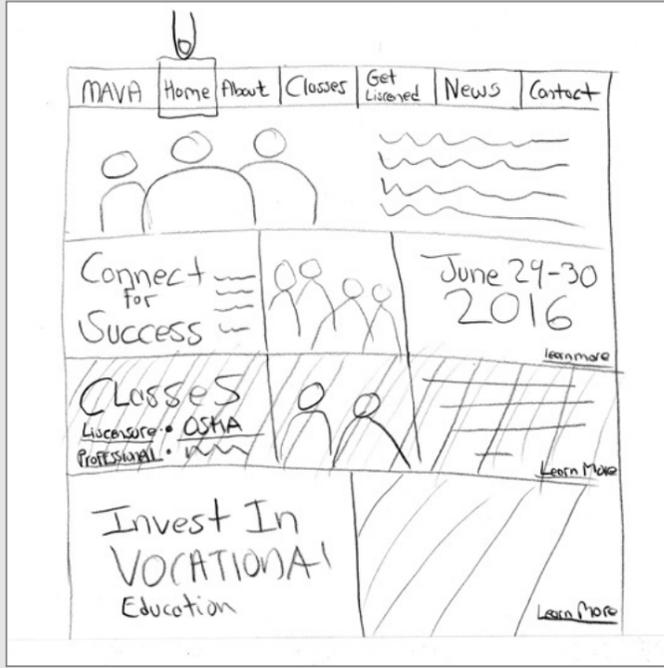
INFORMATION ARCHITECTURE



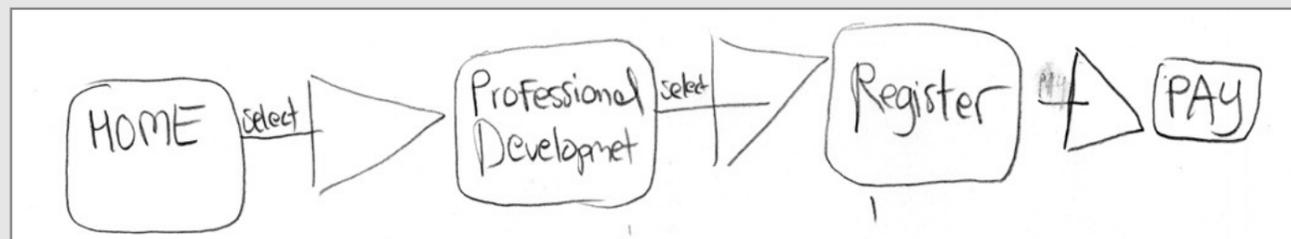
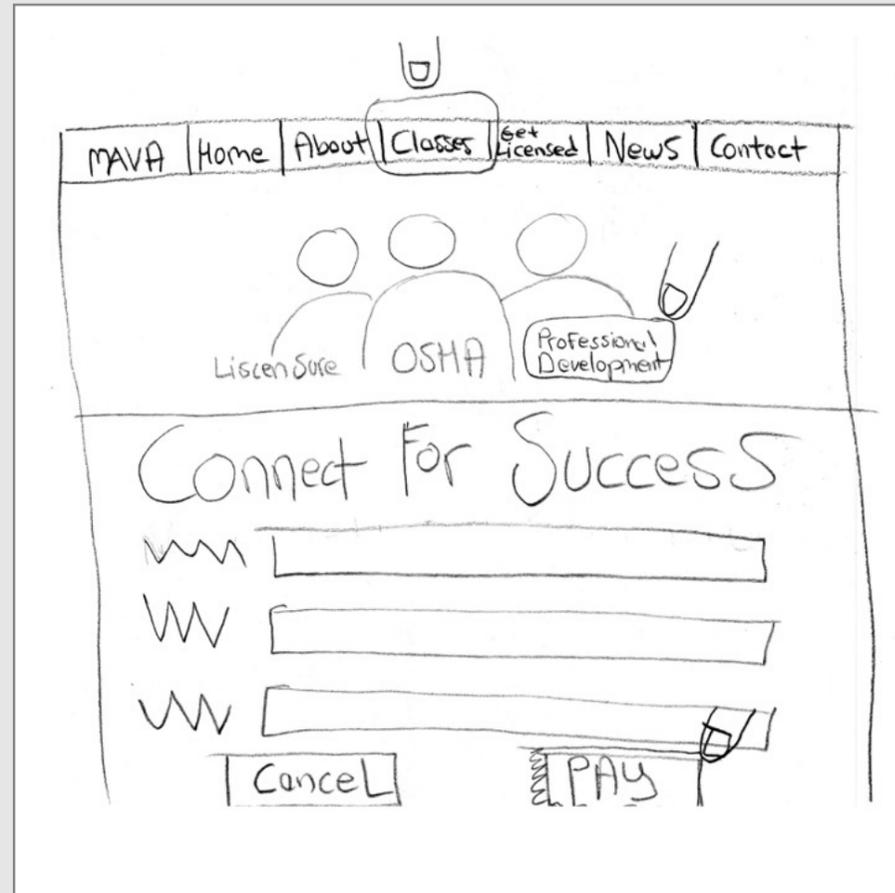
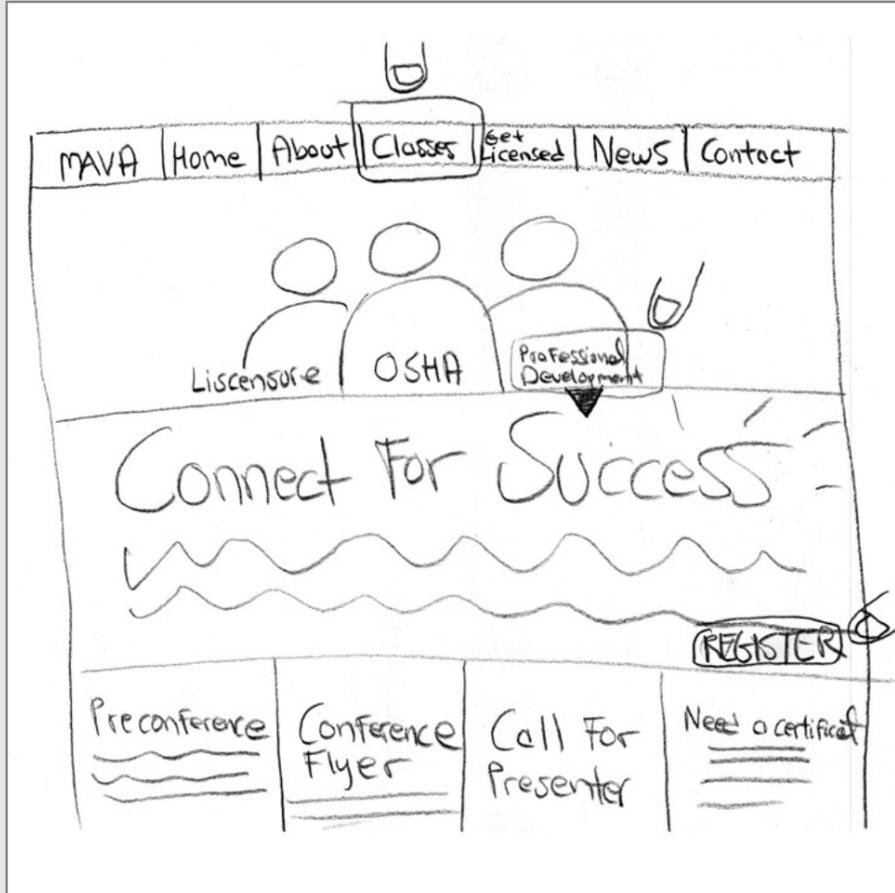
**INFORMATION
ARCHITECTURE**



INITIAL SKETCHES

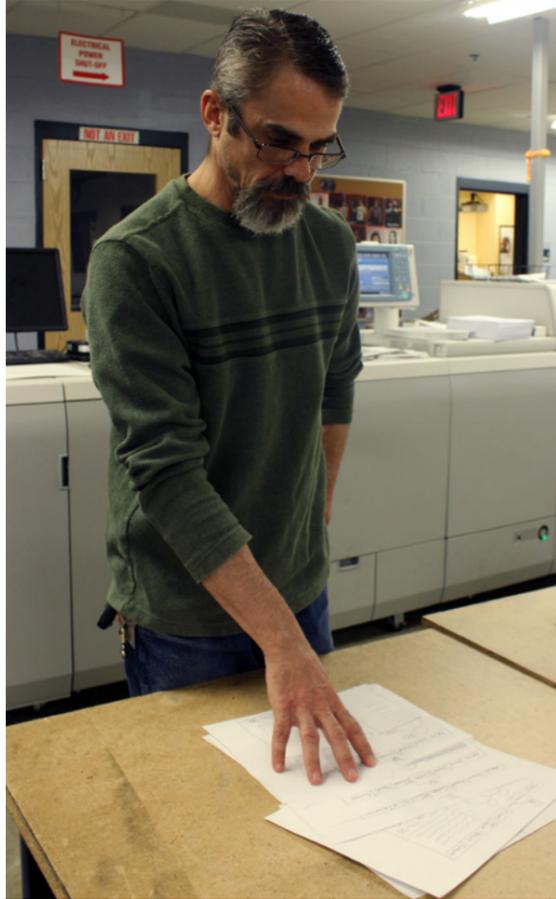


INITIAL SKETCHES



Test early, and test often

INITIAL TESTING WITH SKETCHES



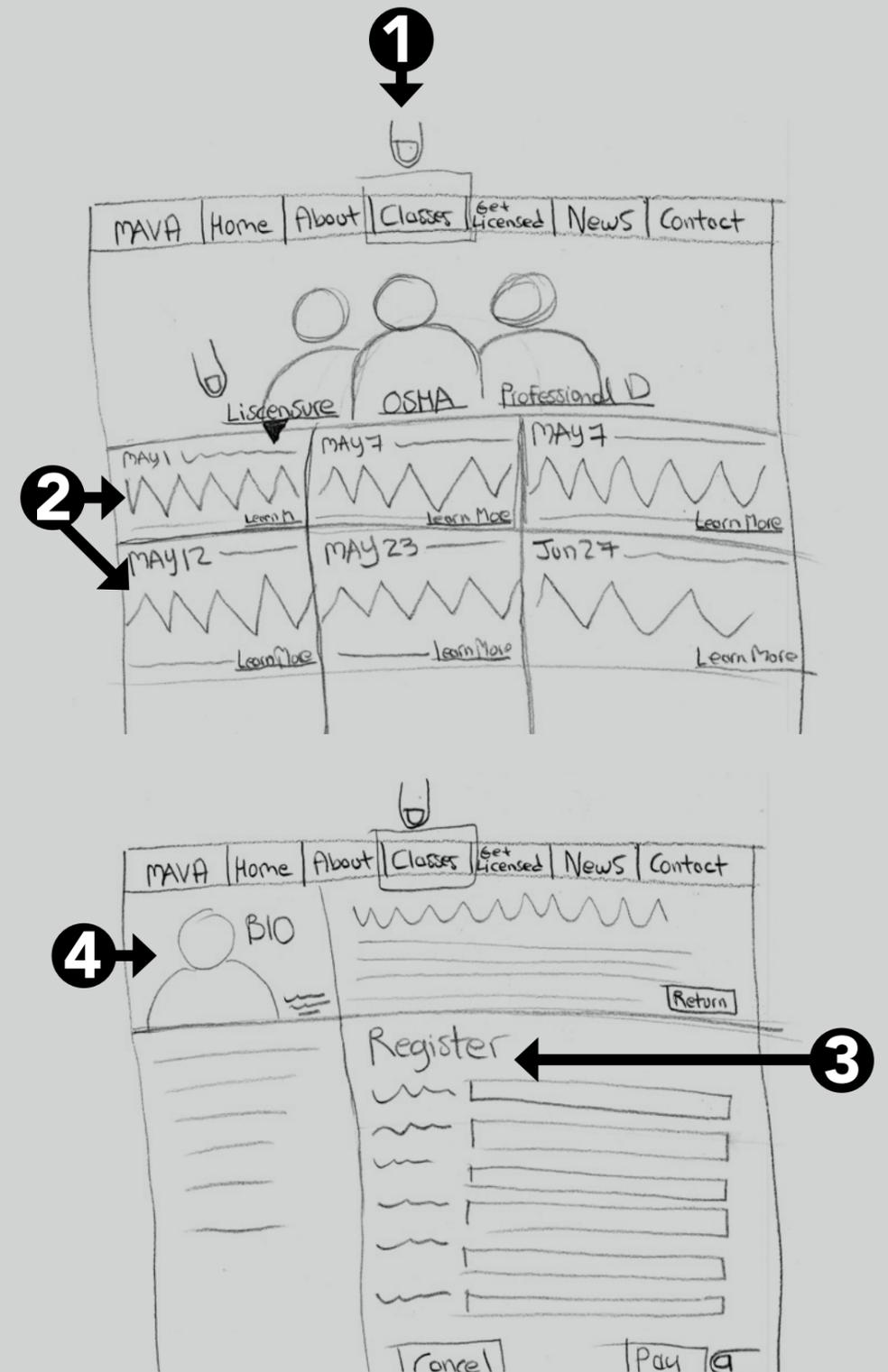
My initial testing took place with paper comps. I asked Tom Mayo from the previous scenario to sit with these comps, because he completely struggled when signing up classes on the original MAVAs site. Thus, gaining his insight was crucial. With the new mock-ups, I asked him to sign up and register for the licensure classes. His interaction with the paper comps involved the following:

1. With the new navigation Tom was able to point to the classes link on the top navigation bar. I think re-naming this link from Professional Development link to Classes may have helped, but future testing will show more.
2. He points to the licensure link, but once he saw the licensure classes mock-up there was some confusion. "Which class is this?" He is confused as to why the dates were highlighted first and not the class titles.

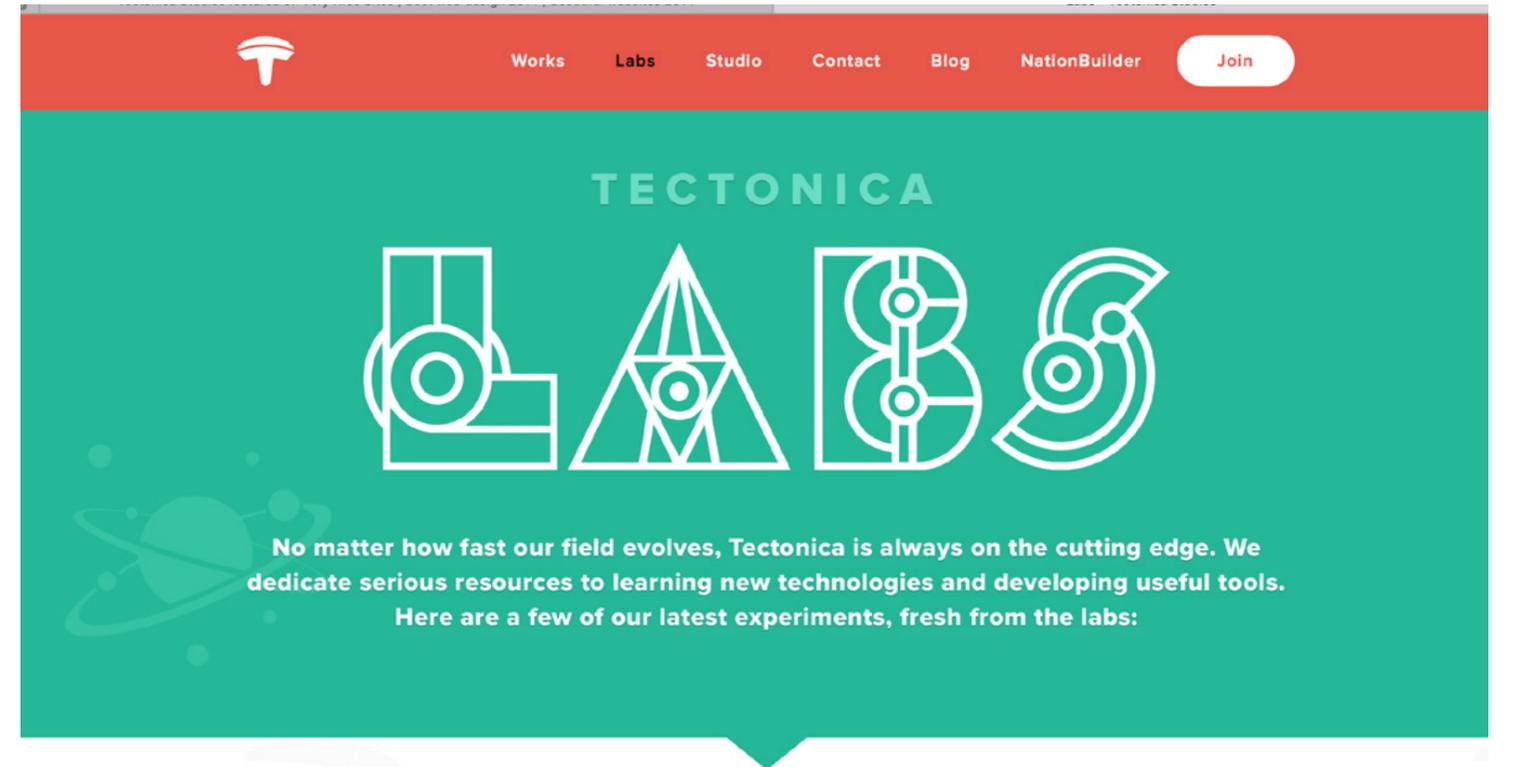
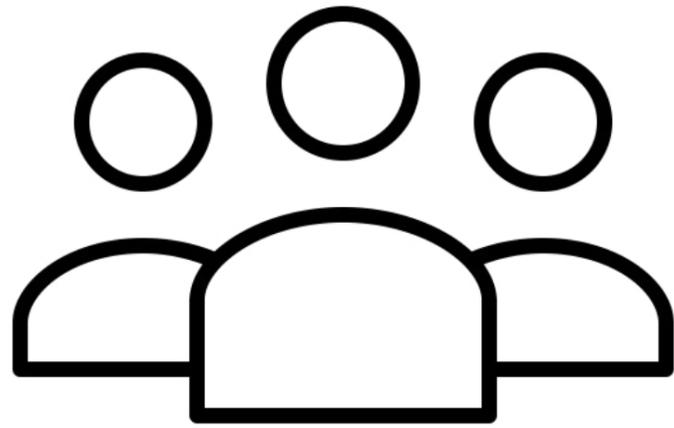
This is something that I continued from the MAVAs site, as I felt that some instructors would want to know the when first. I will now change this to emphasize the course title. He also does not seem to respond to the course titles and descriptions in the multiple squares grid that I used. The original site had more of horizontal format that many instructors got used to. This way they can read the course descriptions before signing up.

3. When I asked Tom to register for the classes with the paper comps, he looked utterly confused by the *Learn More* link, therefore that will also have to change. I feel that the extra page to get to the registration link is to many steps.

4. The BIOS on this page also adds unnecessary complexity to this section. They may have to fit somewhere else. Tom's initial quote was "Just make it easy for me."



MOOD BOARD





Color Palette



MAVA

HOME

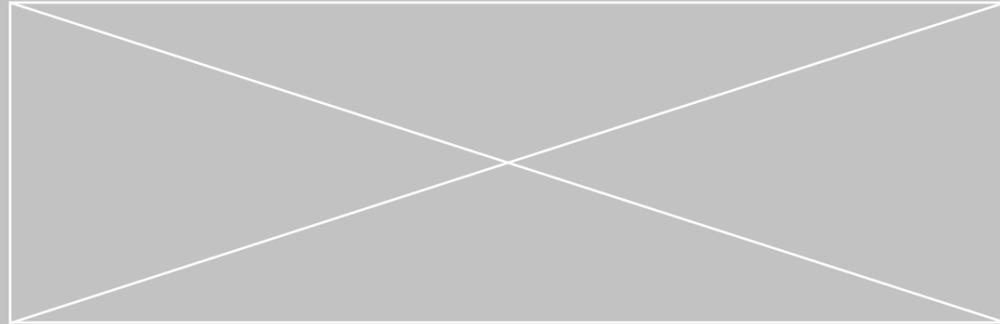
ABOUT

CLASSES

GET LISCENED

NEWS

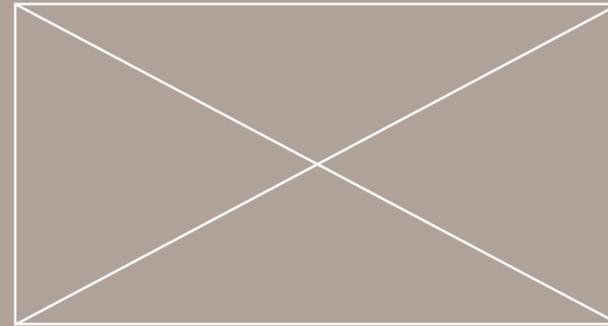
CONTACT



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Connecting For Success

The premier professional development conference for all professionals involved with career & technical education.
[2016 Conference Information.](#)



2016

Preconference Workshops June 27-28

Classes

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[Licensure](#) [OSHA](#) [Professional Development](#)



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See next page. When the user clicks the classes link he will brought to the main Classes page also highlighted on the main navigation.



LOW FIDELITY PROTOTYPES / WIRE-FRAMES

MAVA HOME ABOUT **CLASSES** GET LISCENED NEWS CONTACT

ALL CLASSES

SUMMER 2016

Licensure Classes OSHA Classes Professional Development

MAVA offers a range of licensure classes, college credit courses, and professional development opportunities for all educators across the state. Educators can earn professional development points at the Connect For Success Conference. If you are a new teacher, you should look under the Licensure Classes section. Please see the Get Liscened Link for more information directly from the Department Of Education,. The Licensure sequence is as follows.

Vocational Licensure Sequencing

1. Seminar for the Beginning Vocational Technical Education Teacher.
2. Managing Student Behavior in a Healthy and Safe Environment.
3. Teaching Methods for Vocational Technical Education—Instructional Strategies.
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[Office of Educator Licensure](#)

MAVA HOME ABOUT **CLASSES** GET LISCENED NEWS CONTACT

SUMMER 2016

Licensure Classes OSHA Classes Professional Development

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More classes

LOW FIDELITY PROTOTYPES / WIRE-FRAMES

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More classes

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SUMMER 2016

Licensure Classes OSHA Classes Professional Development

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Proceed to make payment

Return

LOW FIDELITY PROTOTYPES / WIRE-FRAMES

The Connect For Success conference can be reached on home page and main navigation under Classes, and then Professional Development.

MAVA HOME ABOUT CLASSES GET LISCENED NEWS CONTACT

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Connecting For Success
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[2016 Conference Information.](#)

2016
Preconference Workshops June 27-28

Classes
Licensure OSHA Professional Development

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MAVA HOME ABOUT CLASSES GET LISCENED NEWS CONTACT

SUMMER 2016

Licensure Classes OSHA Classes **Professional Development**

Connecting For Success
The premier professional development conference for all professionals involved with career & technical education.
Assabet Valley Regional Technical School on June 27-28

Pre-Conference Workshops on Monday, June 27th and Tuesday, June 28th.
Construction Supervisors License Renewal, CPR, EAD, and Frist Aid Certification, Adobe Certified Associate (ACA), and many more. Click here to upload the flyer. [Learn More](#)

Conference Workshops on Wednesday, June 29th and Thursday, June 30th.
Construction Supervisors License Renewal, CPR, EAD, and Frist Aid Certification, Adobe Certified Associate (ACA), and many more. Click here to upload the flyer. [Learn More](#)

The Elevator Pitch

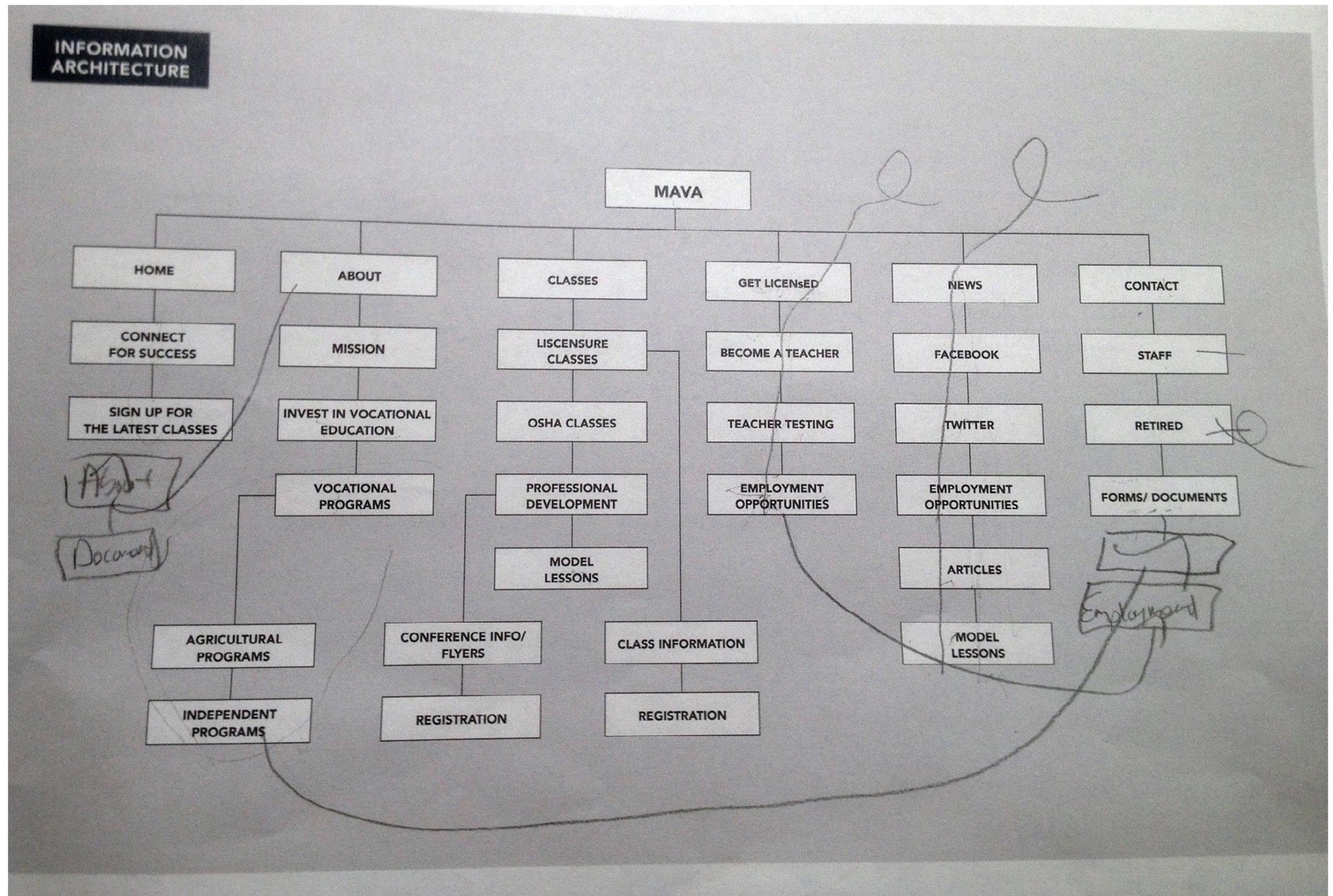
INITIAL TESTING WITH SITE MAP AND WIREFRAMES



With static wireframes and site map I used the Elevator and Think Allowed methods to test the main navigation and site structure. My objective was to have the persons explore each menu item, and then navigate to find specific tasks, such as sign up for a class or learn more about teacher testing. The following edits were made.

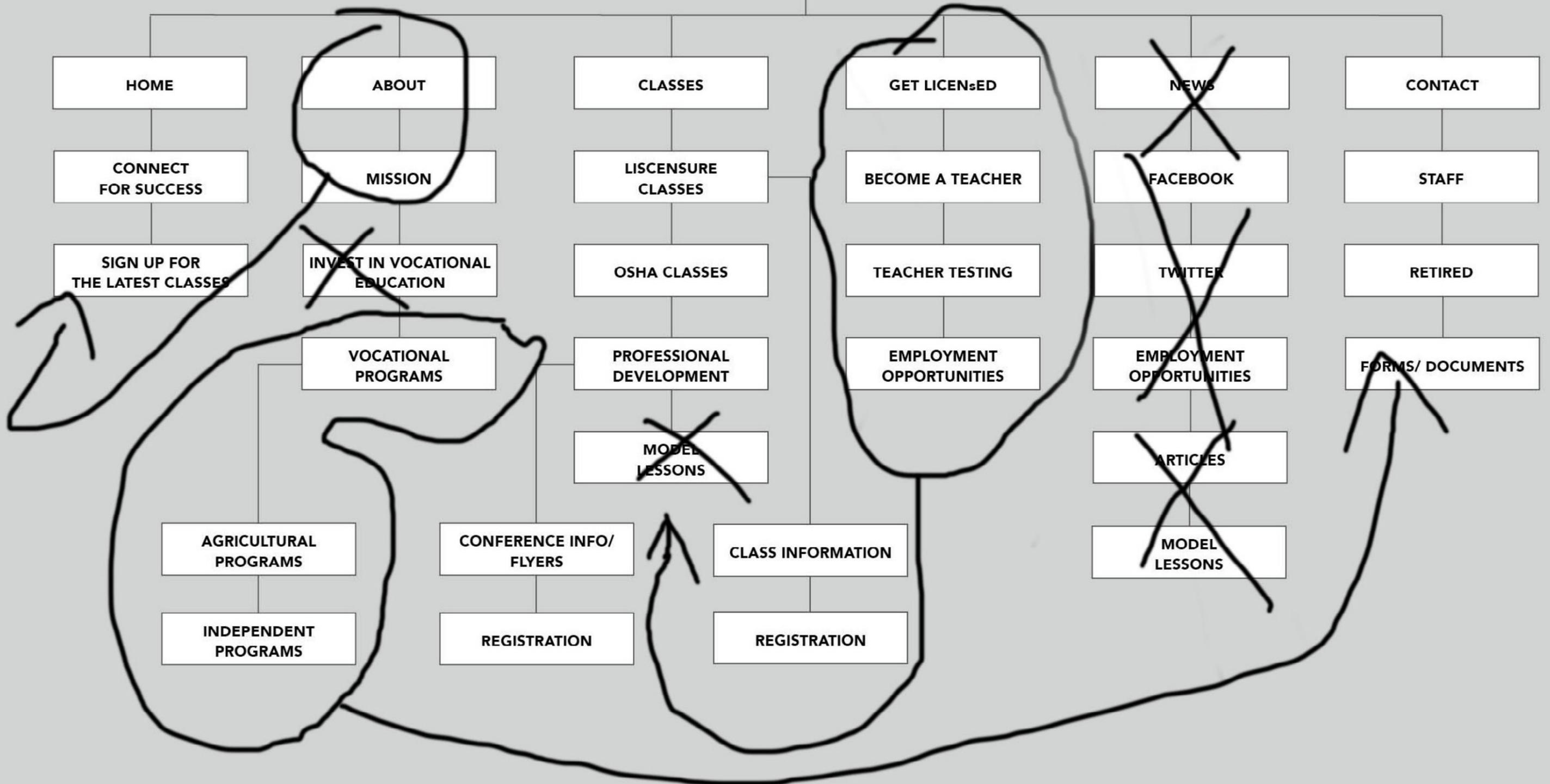
The News section would now live on the homepage. The Get Licensed section would move under classes. The entire About section would move under Home. And Employment and Vocational programs would live under contact.

Please see revised map on the next page.

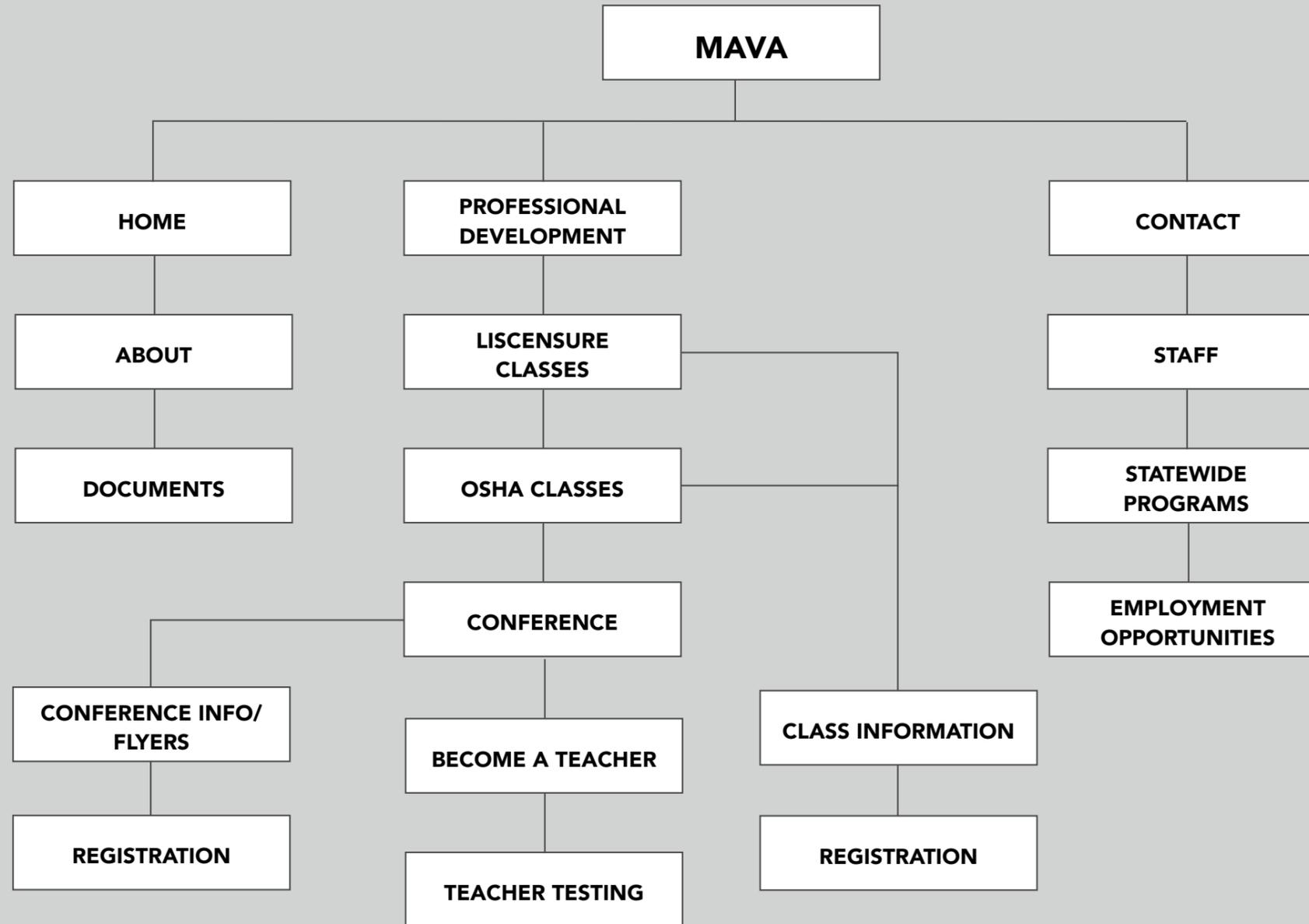


**CONDENSE
NAVIGATION**

MAVA



**INFORMATION
ARCHITECTURE**





Color Palette

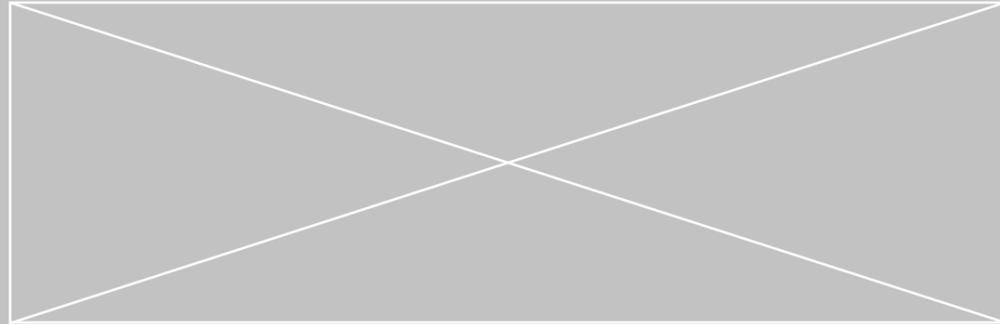


MAVA

HOME

PROFESSIONAL DEVELOPMENT

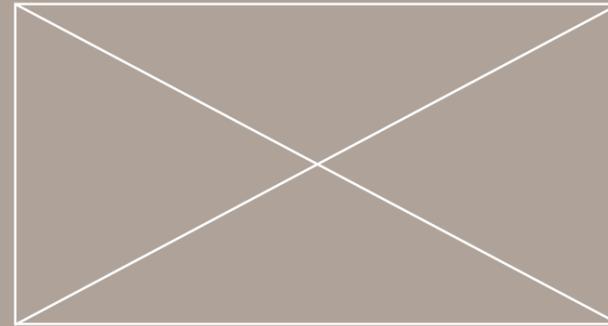
CONTACT



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2016

Preconference Workshops June 27-28

Classes

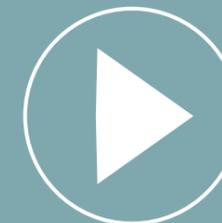
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[Licensure](#) [OSHA](#) [Professional Development](#)



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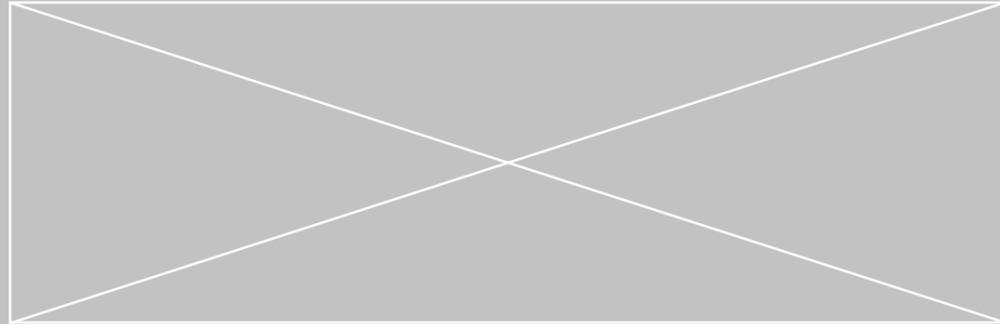


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LICENSURE

OSHA

CONFERENCE

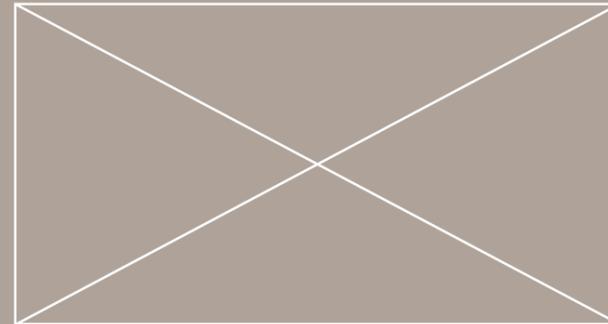
BECOME A TEACHER

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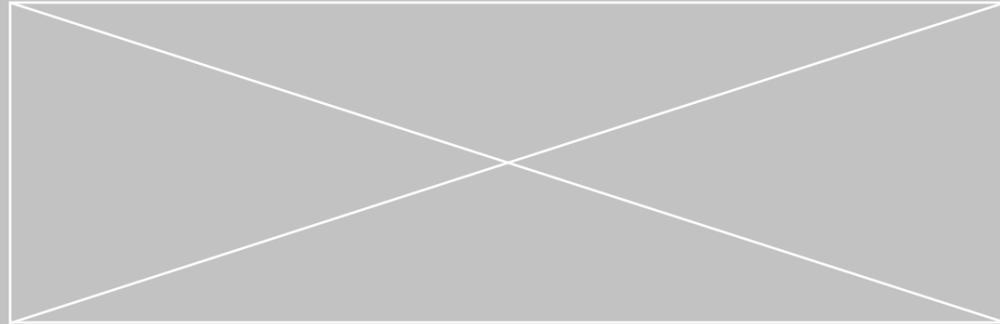


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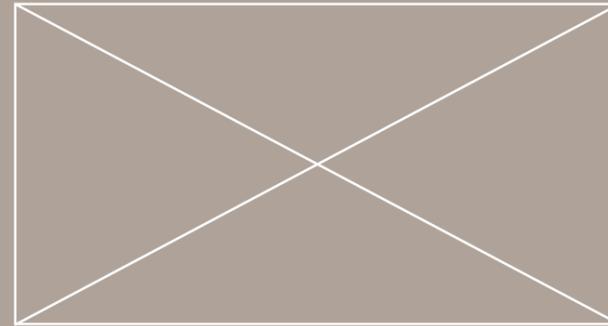
STAFF

STATEWIDE PROGRAMS

EMPLOYMENT OPPORTUNITIES

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Preconference Workshops June 27-28

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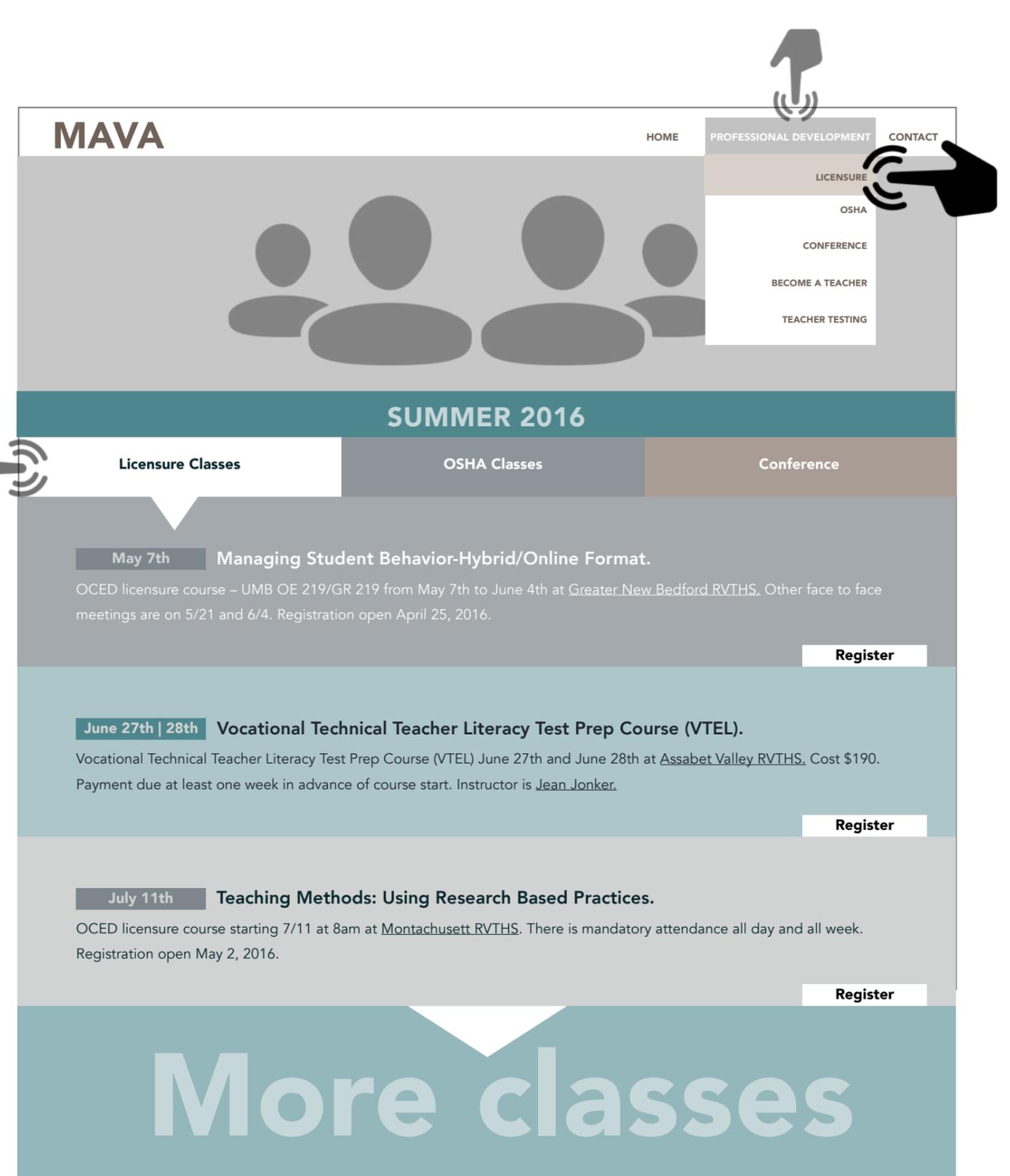
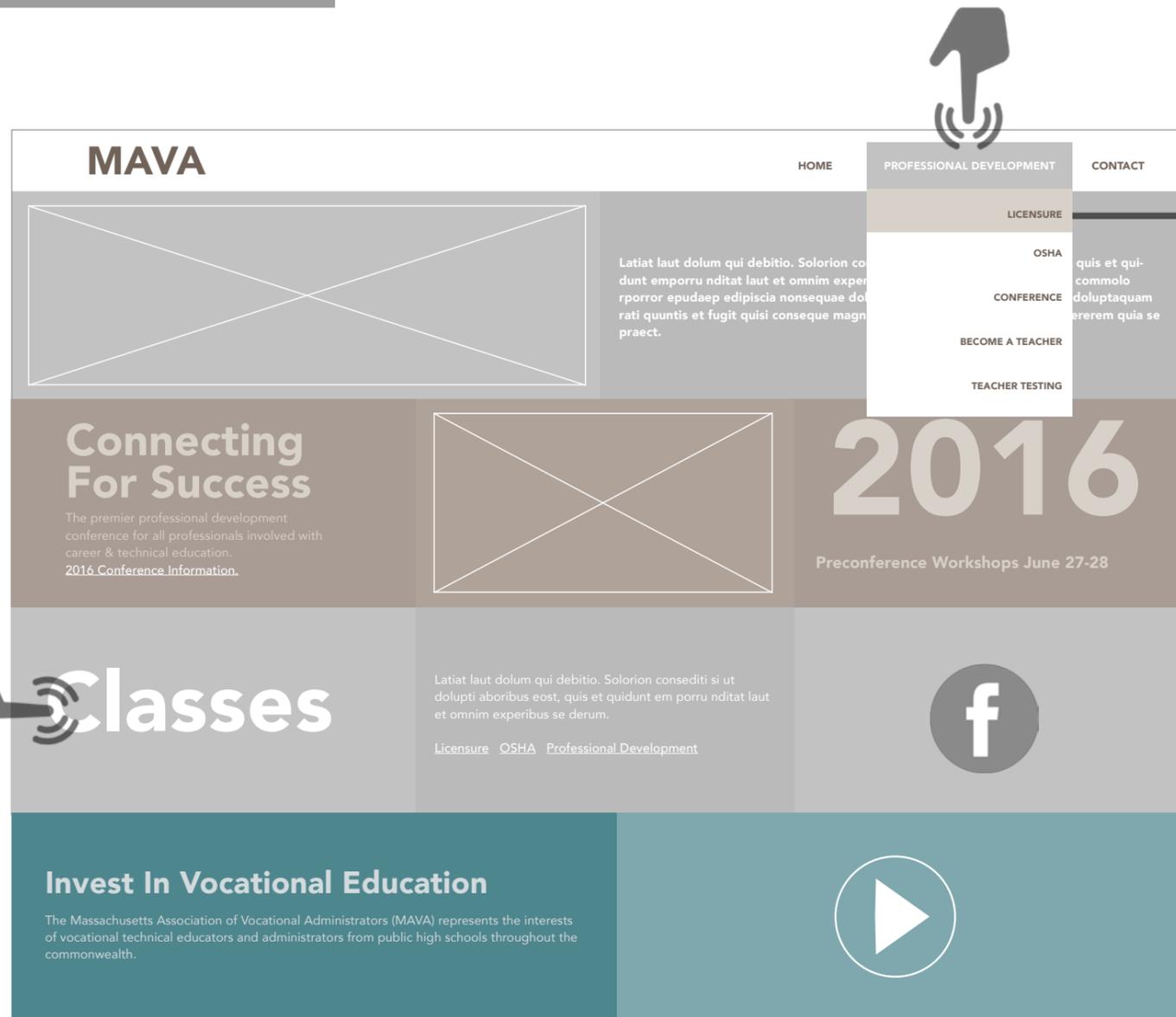


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LOW-FIDELITY PROTOTYPES



LOW-FIDELITY PROTOTYPES

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CONFERENCE
BECOME A TEACHER
TEACHER TESTING

SUMMER 2016

Licensure Classes OSHA Classes Conference

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More classes

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SUMMER 2016

Licensure Classes OSHA Classes Conference

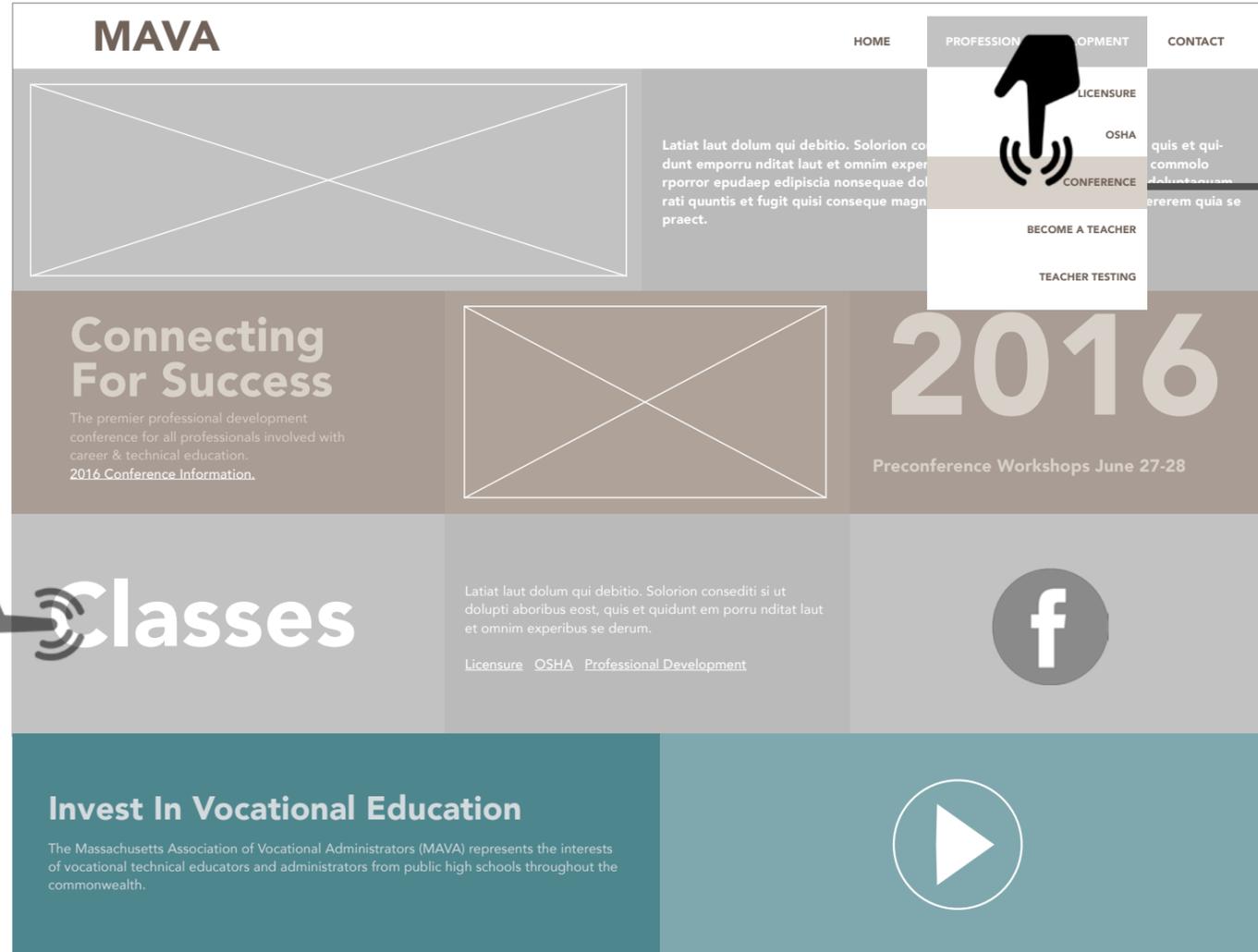
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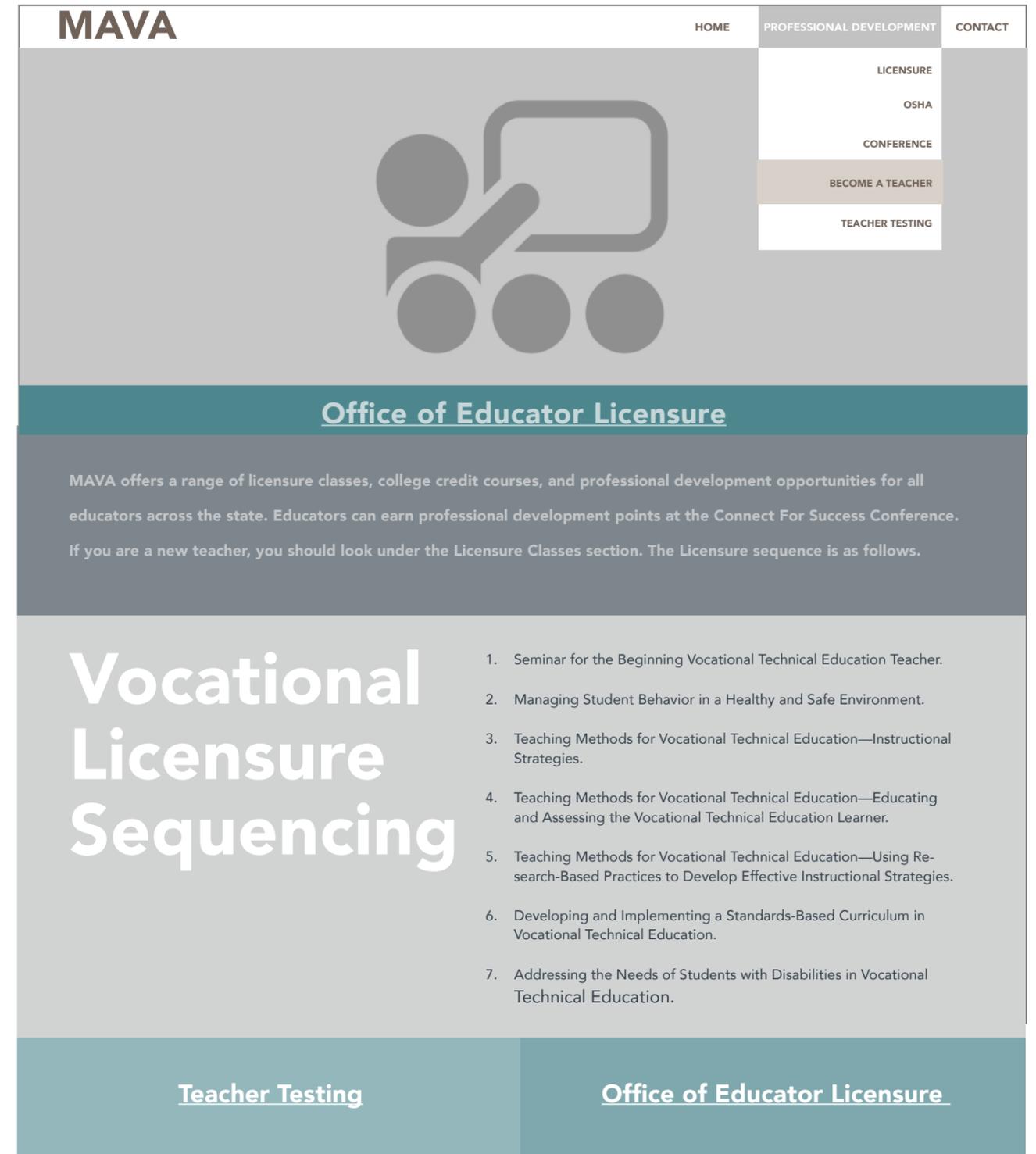
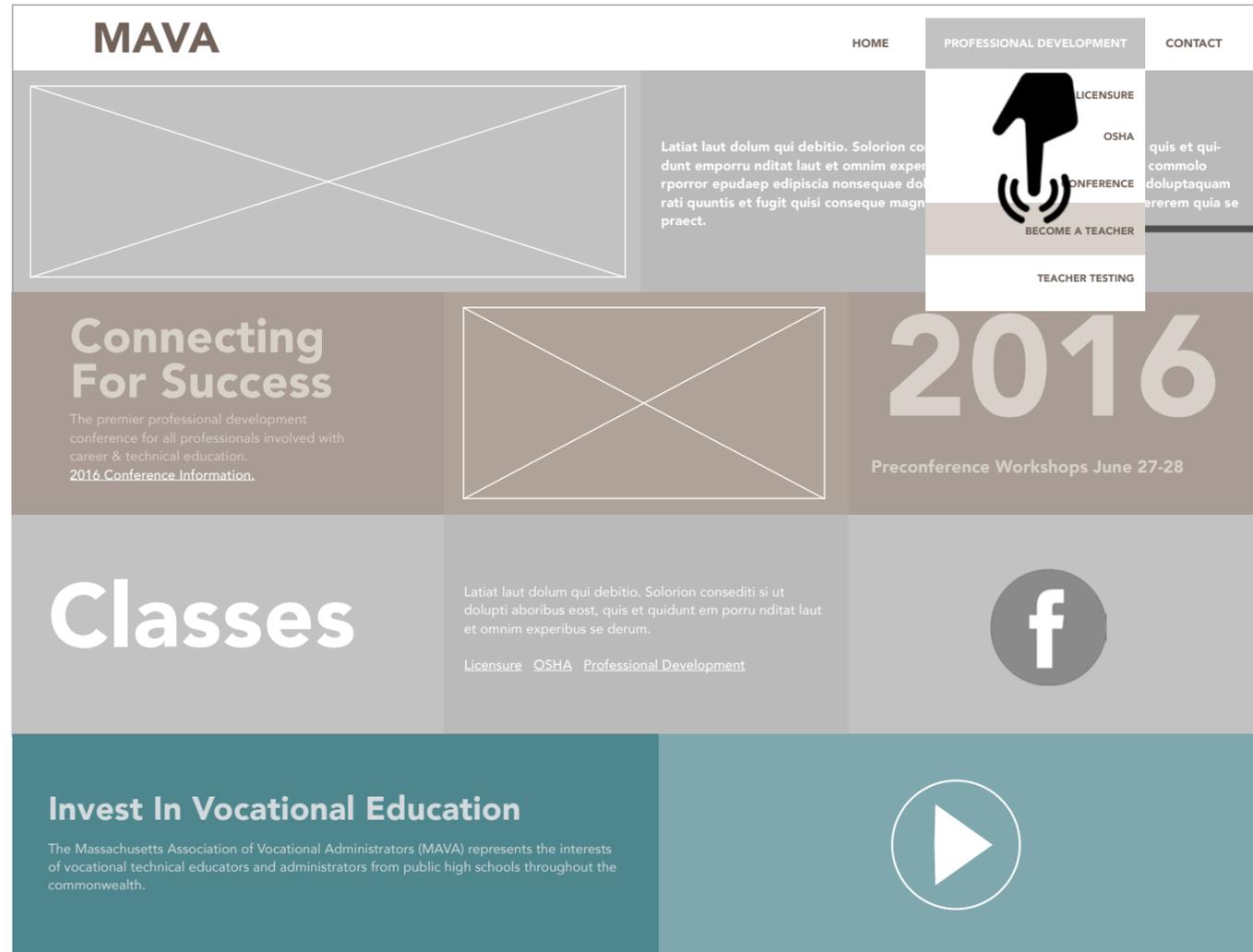
Proceed to make payment

Return

LOW-FIDELITY PROTOTYPES



LOW-FIDELITY PROTOTYPES



LOW-FIDELITY PROTOTYPES

MAVA
HOME
PROFESSIONAL DEVELOPMENT
CONTACT



- LICENSURE
- OSHA
- CONFERENCE
- BECOME A TEACHER
- TEACHER TESTING

Office of Educator Licensure

MAVA offers a range of licensure classes, college credit courses, and professional development opportunities for all educators across the state. Educators can earn professional development points at the Connect For Success Conference. If you are a new teacher, you should look under the Licensure Classes section. The Licensure sequence is as follows.

Vocational Licensure Sequencing

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Teacher Testing
Office of Educator Licensure

Massachusetts Department of Education
www.doe.mass.edu/educators/

Mass.gov
Massachusetts Department of Elementary & Secondary Education

News
School/District Profiles
School/District Administration

[Educator Services](#)
Assessment/Accountability
Family & Community

Become an Educator
Licensure
Career Advancement
Teaching/Learning
Preparing Educators

How do I apply for the SEI (RETELL) Endorsement?

[read more >>](#)

Educator Services

HEADLINES:

05/03/16 [Commissioner Announces 2017 Teacher of the Year](#)

04/21/16 [Teachers' Top Three from ESE - April 21, 2016](#)

[Educators News Archives](#)

- Become an Educator**
Massachusetts Tests for Educator Licensure (MTEL), aMAzing Educators, Preparation Programs Directory
- Equitable Access**
- Licensure**
PreK - 12, Vocational Technical Education, Adult Basic Education, ELAR
- Career Advancement**
Professional Development and Support, Recognition Programs, Employment Opportunities, Title IIA/Highly Qualified
- Teaching & Learning**
Professional Standards, Curriculum Frameworks, Content Institutes, Induction Programs
- Preparing Educators**
Preparation Program Development, Review, Approval and Reporting



Massachusetts Department of Elementary & Secondary Education

LOW-FIDELITY PROTOTYPES

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Teacher Testing **Office of Educator Licensure**

Greater Lowell Technical High School
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Home > Programs > MA Vocational Teacher Testing Program

MA Vocational Teacher Testing Program

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Links
For Additional Information, Contact...
Important Dates

> Contact Info

Overview

The Massachusetts Vocational Technical Teacher Testing Program's role in the teacher licensure process consists of assessing the candidate's minimum competency in Chapter 74 Vocational Technical Program areas by administering both Written and Performance Exams. Technical Teacher Testing Program is limited to the administration of the Vocational Technical subject area written and performance examinations ONLY.

The Testing Program's hours of operation are weekdays from 8:15 a.m. through 3:15 p.m. and is located at Greater Lowell Technical High School in Tyngsboro, Massachusetts.

Testing Program Outline, Details and Forms

A. **Candidate Handbook** The Handbook contains detailed information on the Vocational Technical Teacher Testing Program. Candidates are strongly urged to keep it on hand as a reference to be used to answer any questions that they may have regarding the testing process for Vocational Technical Teacher Testing Program Written and Performance Exams.

B. **Written Exam Registration** To register for a written exam you need to print the registration form and mail it to our office along with your exam fee payable to GLTHS Teacher Testing by money order.

News & Announcements

- Communities in Crisis-The Faces of Addiction Flyer
- Greater Lowell Tech Science Fair - May 26th 2016
- Northern Essex Community College - On Site Admissions
- Truancy and Attendance



Who we are

Our Beliefs

Access:

Providing career and technical education for all students with the interest and ability to benefit.

Rigor and Relevance:

Advocating for career and technical education that provides students with the academic, technical and employability skills needed to compete in a global economy.

Results:

Graduating and placing students who are critical thinkers, life-long learners, and responsible citizens who have both technical and academic proficiency.





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[Licensure](#) [OSHA](#) [Professional Development](#)



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Our mission

DESIGN
ITERATIONS

MAVA HOME PROFESSIONAL DEVELOPMENT CONTACT

LICENSURE
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SUMMER 2016

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More classes

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PROFESSIONAL DEVELOPMENT

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Connecting For Success.

The premier professional development conference for all professionals involved with career & technical education.
2016 Conference Information.



2016

Preconference Workshops June 27-28

Classes

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HIGH-FIDELITY PROTOTYPES

MAVA HOME PROFESSIONAL DEVELOPMENT CONTACT



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SUMMER 2016

Licensure Classes All Classes Conference

Connecting For Success
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Pre-Conference Workshops on Monday, June 27th and Tuesday, June 28th. Construction Supervisors License Renewal, CPR, EAD, and Frist Aid Certification, Adobe Certified Associate(ACA), and many more. Click here to upload the flyer. [Learn More](#)

Conference Workshops on Wednesday, June 29th and Tuesday, June 30th. Conference Workshops on Wednesday, June 29th and Thursday, June 30th. Construction Supervisors License Renewal, CPR, EAD, and Frist Aid Certification, Adobe Certified Associate (ACA), and many more. Click here to upload the flyer. [Learn More](#)

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Office Of Educator Licensure

MAVA offers a range of licensure classes, college credit courses, and professional development opportunities for all educators across the state. Educators can earn professional development points at the Connect For Success Conference. If you are a new teacher, you should look under the Licensure Classes section. The Licensure sequence is as follows.

Vocational Licensure Sequencing

1. Seminar for the Beginning Vocational Technical Education Teacher.
2. Managing Student Behavior in a Healthy and Safe Environment.
3. Teaching Methods for Vocational Technical Education—Instructional Strategies.
4. Teaching Methods for Vocational Technical Education—Educating and Assessing the Vocational Technical Education Learner.
5. Teaching Methods for Vocational Technical Education—Using Research Based Practices to Develop Effective Instructional Strategies.
6. Developing and Implementing a Standards-Based Curriculum in Vocational Technical Education.

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Register For A Class

*Pick Class
- Select -

Name

Email Address

Price
- Select -

Phone Number

School Name

Usability Testing

USABILITY TEST SCRIPT

As you know we are here to evaluate MAVA's Website. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

Basically, we are asking people to try using a Web site that we're working on so we can see whether it works as intended. The session should take about 15 to 10 minutes. The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

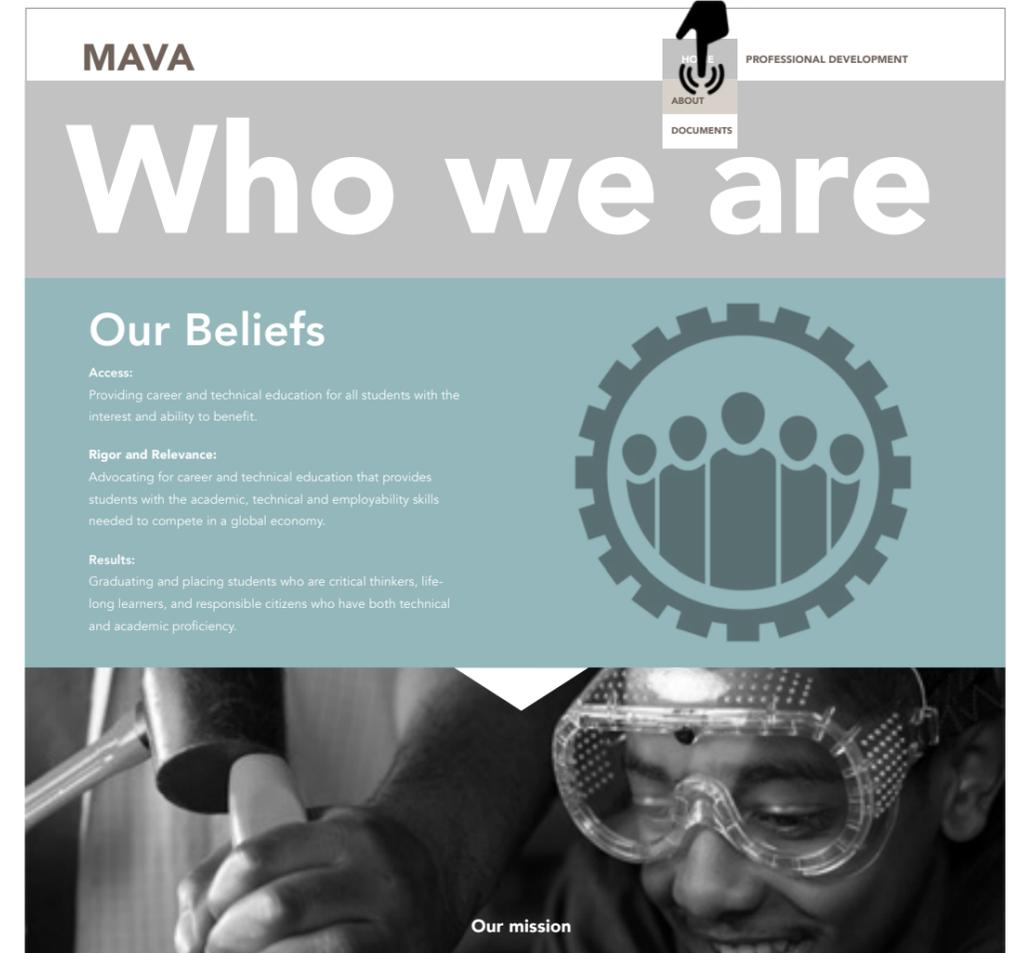
Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.

[Download Usability Script.](#)

[Download Permission Form.](#)



USABILITY TEST SCENARIOS

Please sign into MAVA'S Website. User information is provided.

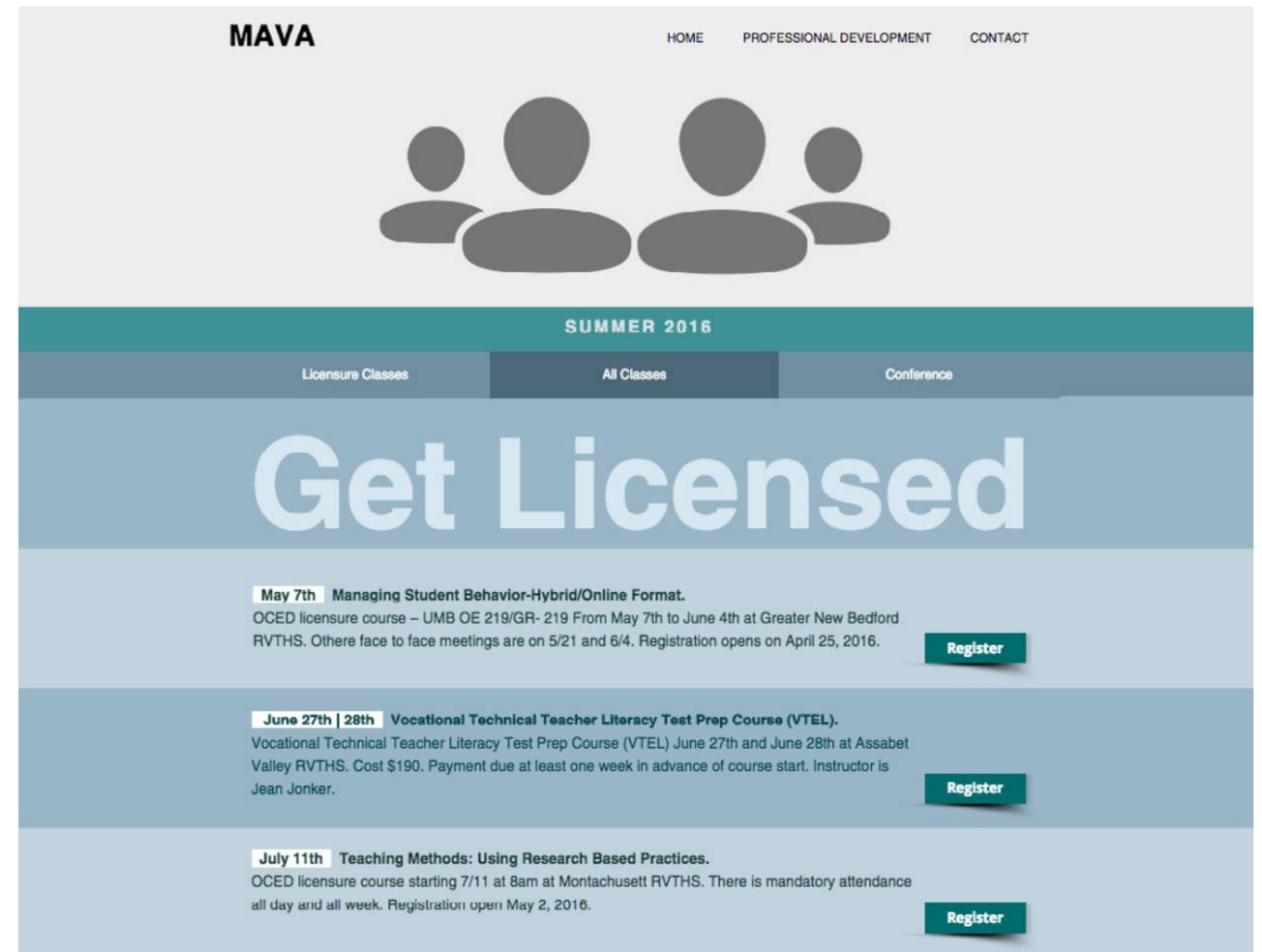
Please sign up for a licensure class. Your goal will be to register for one of the classes.

Tell me the order of the classes that need to be taken for licensure approval.

From here, please go to register for a non-licensure class.

Please go back to the home page, and tell me where you would learn more about the Connect For Success conference. Please register for the MAVA pre-conference.

Now go to learn more about the actual conference, and upload a registration sheet.



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[SEE LIVE SITE](#)

[PLAY VIDEO](#)

Top three usability problems, and future areas of improvement.

After each test session, the three most serious usability problems that I noticed were.

1. Uploading the Connect For Success registration PDFs that MAVVA currently uses for registration was cumbersome. This will need to be re-designed as a Web form online. In fact, all of the MAVVA collateral needs a redesign.
2. The Learn More links on the Connect For Success page could also function as pages on the site. Uploading PDFs to register is something that they have always done, however I would like to work on building these functions into the site.
3. The More Classes link on the Get Licensed page was not functional at the time of testing, and users were somewhat confused and distracted by the inactive link. I have corrected this for future testing.

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