



Student User Experience

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Abstract: The understanding of opinions about a university’s programs from a student’s perspective helps departments in offering the best experience and education. Student perception of a program is seldom emphasized and may be difficult to assess. The goal of this research is to conduct a preliminary examination of departmental experience for students. The completion of this investigation will create a way for departments and courses to be more focused on the iterative improvement process.

Introduction

The goal of user experience is to refurbish products and services in order to present the best outcome to its customers based on their opinions. From an educational perspective, the student introduces the investigation into perspectives and experiences in their degree program.

The goal of this study is to examine student experiences in an academic department using techniques common to user experience research. This work can lead to the development of a new set of adjectives that will help departments and courses be more focused on the iterative improvement process

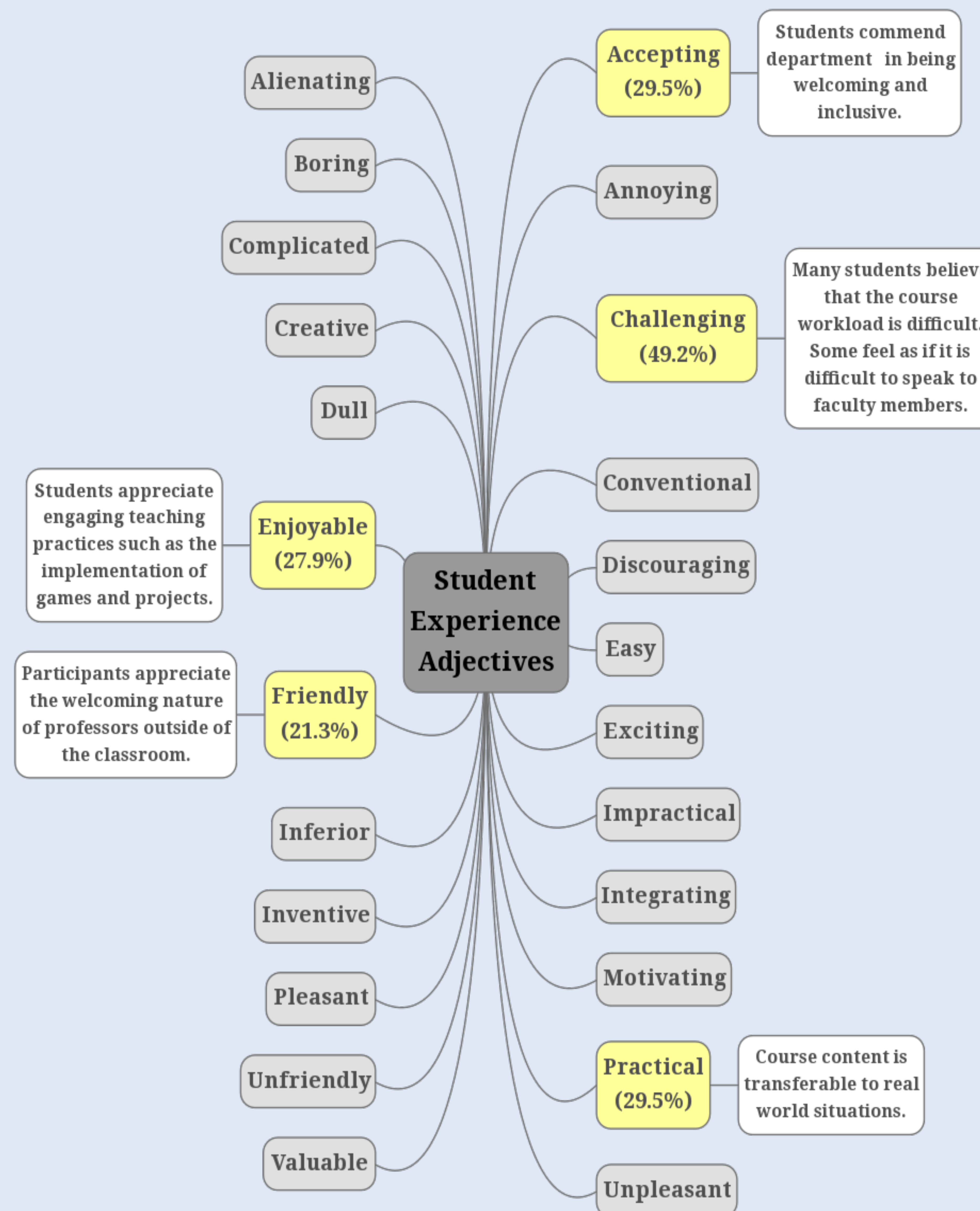
User Experience

In the field of human factors, user experience (UX) plays a pivotal role in making sure the user/customer’s experience using the product or service is easy and enjoyable. Many UX research methods can be used to further investigate other fields such as education. The User Experience Questionnaire (UEQ) [1] and the Microsoft Product Reaction Cards (MPRC) [2] are post-study questionnaires that are used to gauge user perceptions by only using adjectives.

Methods

A list of UX adjectives were identified from the UEQ and MPRC. Pilot interviews were used to confirm and expand on this lists. The list of adjectives (Figure 1) were included in a survey to all students enrolled in a degree program at ERAU, DB (N=235) . Participants (N=61) were directed to select the top three adjectives that best describe their experience as a student in the department.

Participants also had the opportunity to contextualized the adjectives they selected by providing details through a written description (N=6) or participating in a semi-structured interview.



Findings

The most common adjectives students used to describe their experience included challenging, accepting, practical, enjoyable, and friendly (Figure 1)

Students commended their department by saying “everyone is really helpful and want to ensure you get the help you need.” They also appreciate the “very welcoming” and “inclusive” department. Alternatively, some students also noted how “some instructors...do not like to talk or offer help.” Many students also feel “isolated” from the department because of the lack of bonding opportunities due to the COVID-19 pandemic.

Next Steps

The data presented here is preliminary. Survey responses are still being collected and interviews are being conducted. This data will provide more insight on their adjective choices and departmental perceptions

References

[1] Schrepp, M. (2015). User experience questionnaire handbook. *All you need to know to apply the UEQ successfully in your project.*

[2] Tullis, T. S., & Stetson, J. N. (2004, June). A comparison of questionnaires for assessing website usability. In *Usability professional association conference* (1), 1-12.

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Figure 1: Departmental Perception Adjectives