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# Brief Intro to User Centered Design Process for Student Success Dashboards

**RP Group Board Meeting, 12/13/2023**

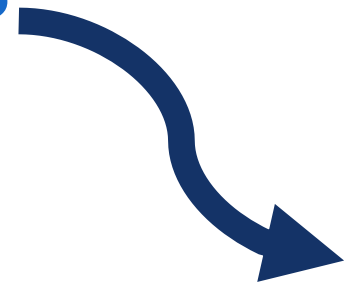
**Bitly link for PPT: <https://bit.ly/RPGroup12132023>**



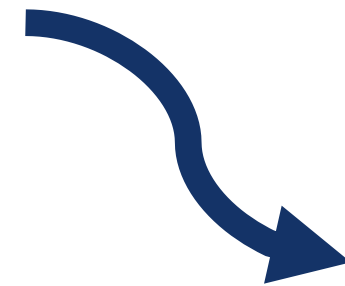


# User Centered Design Process

Identification of  
Personas



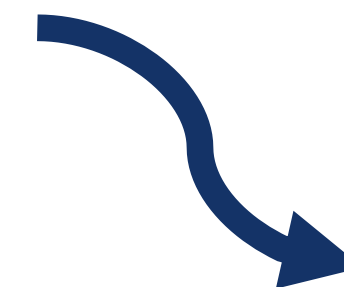
Widely distributed  
Survey



Persona-based  
User Focus Groups



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



Report to  
Chancellor's  
Office with  
Wireframes

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# 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

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# 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

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# 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

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# 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.)

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# 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

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# 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



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# 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

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# 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

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# 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/adrieltgarcia500>



## 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

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Join by QR code  
Scan with your camera app





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

For example: Disaggregations, Comparison View

Join by Web

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Scan with your camera app



## Next steps



If you are interested in participating in **1:1 interviews or user focus groups** in early 2024

Please email us: [launchboard@cccco.edu](mailto:launchboard@cccco.edu)

OR

**Scan our form below**

