Goldsmiths
University of London

My Pickle.

Research of exploring methods to improve the efficiency of users' use of welfare web pages

Cooperated with the social welfare organization *My Pickle*
and the ***official website of Goldsmiths College***

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Abstract

The purpose of this study is to study how to improve the efficiency and satisfaction of students' help seekers in using Goldsmith's campus webpage and relevant pages of student welfare services, and integrate and design the information of "My Pickle", a non-profit information base organization and assistance service organization. This research includes user research, interview and analysis, product prototype design and research analysis, and uses a variety of research methods, including literature research, user   research, user journey map, satisfaction survey, first click test, eye tracker research, etc.

Intro&Background

One of the characteristics of My Pickle website is that the website only provides information, and it can not retain users (on the web page), so it is hard to test the user experience. It is very difficult to quantitatively analyze users.

On the other hand, the design at the API level does not seem to cover the knowledge at the UX level, so we finally decided to control the s cope of service design on the well-being of university students. The specific research object is Goldsmith University itself.
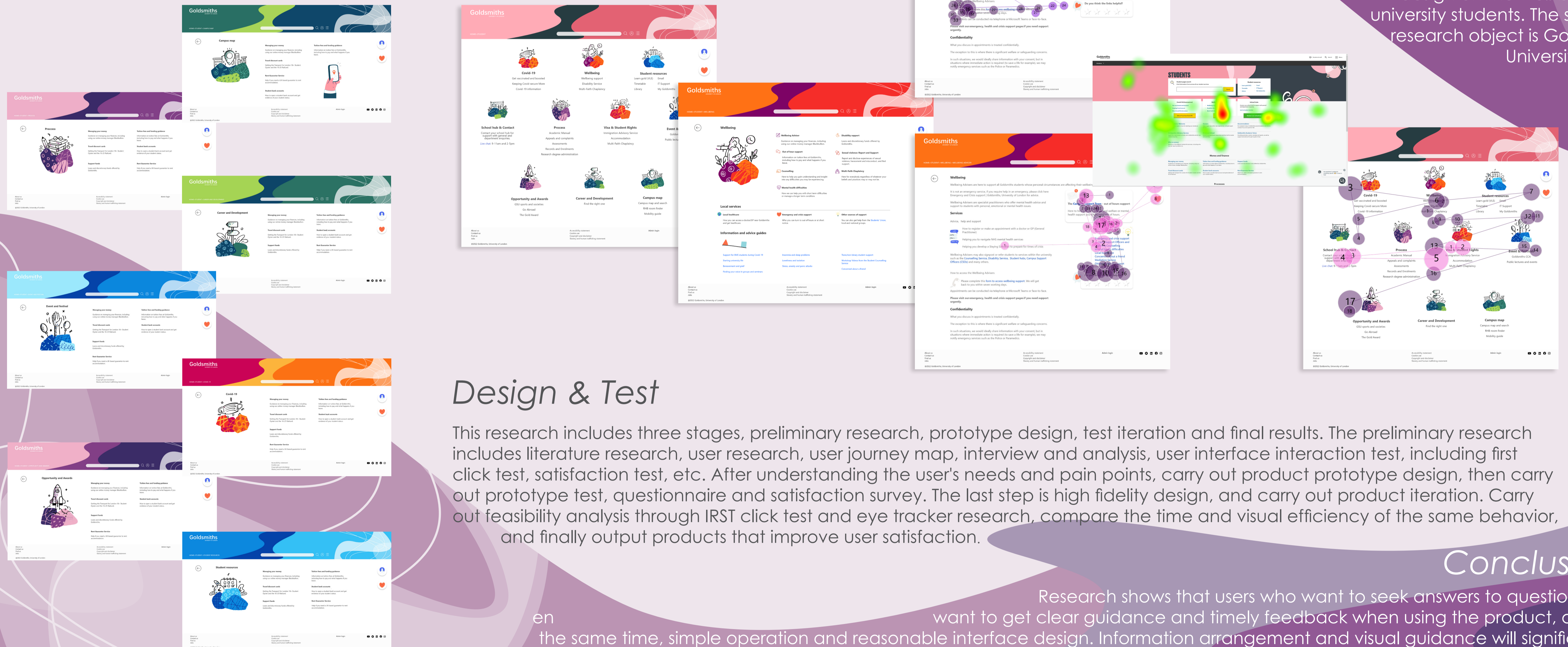
Design & Test

This research includes three stages, preliminary research, prototype design, test iteration and final results. The preliminary research includes literature research, user research, user journey map, interview and analysis, user interface interaction test, including first click test, satisfaction test, etc. After understanding the user's needs and pain points, carry out product prototype design, then carry out prototype test, questionnaire and satisfaction survey. The last step is high fidelity design, and carry out product iteration. Carry out feasibility analysis through IRST click test and eye tracker research, compare the time and visual efficiency of the same behavior, and finally output products that improve user satisfaction.

Conclusion

Research shows that users who want to seek answers to questions often want to get clear guidance and timely feedback when using the product, and at the same time, simple operation and reasonable interface design. Information arrangement and visual guidance will significantly improve the user's reading efficiency, reduce errors and operation time, and thus improve the use efficiency and satisfaction of the product. Among them, sorting and reorganizing the information architecture, designing the information layout mode, adding the image description summary and icon schematic, and adjusting the text size and color can help us to design and improve the efficiency of users, so as to improve the satisfaction.