

B. Use Case Development

Describing Use Cases

Below are the uses cases of the evaluation. For each use case, we wrote down the several steps the actor is going to do on the website of FH Potsdam. To identify problems and give them a structure, the UX models of Peter Morville and Whitney Quesenberry has been used.

The following steps delineate how we have developed the use cases of the project:

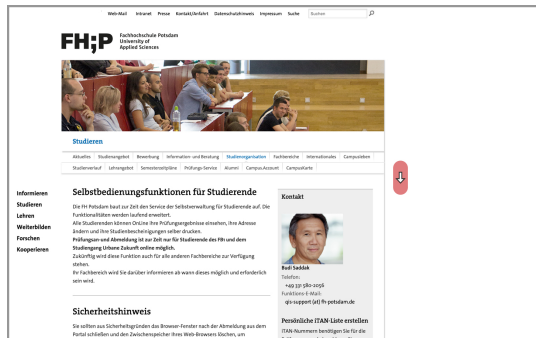
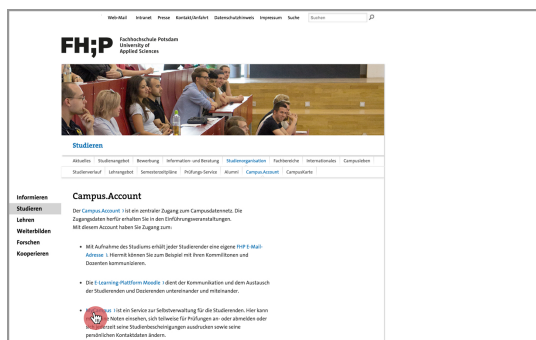
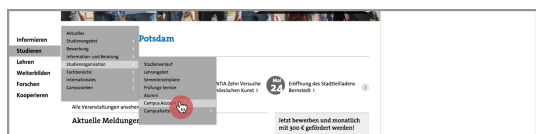
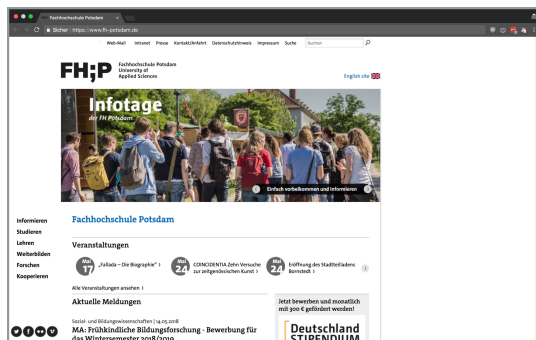
1. The first step was to identify who is going to use the website.
2. Next, the primary actor of those users has been defined.
3. After that, the user's goals need to be defined. So for each objective the user does on the site a particular use case has been developed.
4. Then, the decision has been taken for each use case the regular chain of actions (basic flow).
5. After that, all steps has been described in detail for the basic course. That description included all terms of what the user does and what the system does in response.
6. From the main course, the alternative courses of events has been considered to extend the use case.
7. Finally, we looked for everyday troubles among the use cases and extracted these for the problem analysis.

Use Case Certificate of Study

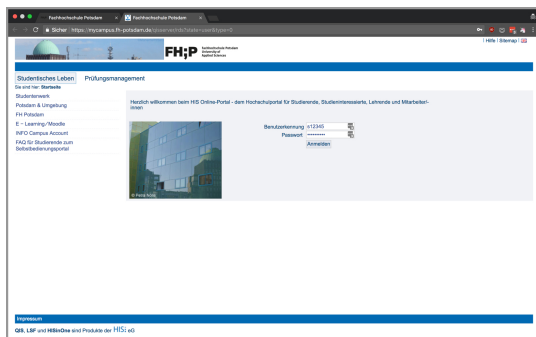
Use Case 1 Studienbescheinigung	
Actor	Julia Schulze
Goal	Log-in on My.Campus to download the certificate of study (Studienbescheinigung) for a job as a student employee.
Description	Julia Schulze needs a certificate of study for her job as a student employee. With the begin of every new semester, she is looking for that download function. So, Julia always forgets how it works, because she is visiting that specific site not more than two times a year. She is not aware that My.Campus has a different domain than FHP homepage.

Certificate of Study

Basic Flow



1. Julia is going to start page of FH Potsdam <https://www.fh-potsdam.de/> with Google Chrome web browser.
2. She remembers that she has to log-in with her university ID at My.Campus
3. First of all, she is looking at the header for that log-in function, because there are Web-Mail and Intranet links.
4. After that, she is looking at the left sidebar, where is the main menu of the homepage.
5. It is a hover menu, and she is going to > Studieren > Studienorganisation > Campus.Account
6. This page is the guide for the Campus. Account (with no log-in).
7. She is clicking on the Link MyCampus
8. This site provides general information about Studienorganisation
9. She is confused and scrolling down on that page.
10. In the middle of that page, she is finding short info about Studienbescheinigung.
11. She is clicking on the link Hier to get more information
12. That page is a pdf is a guide to download the certificate when the user has been already logged-in at My.Campus



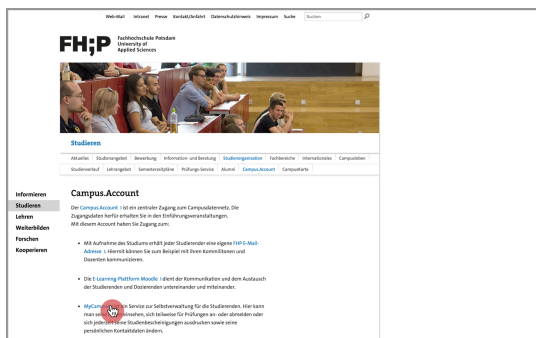
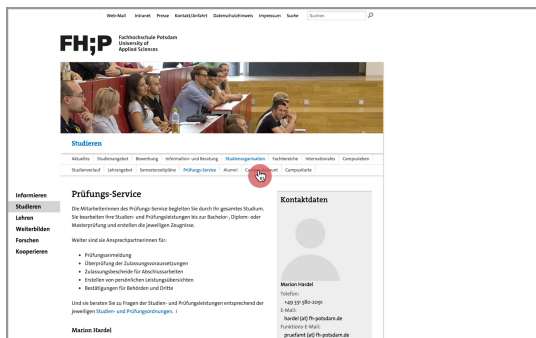
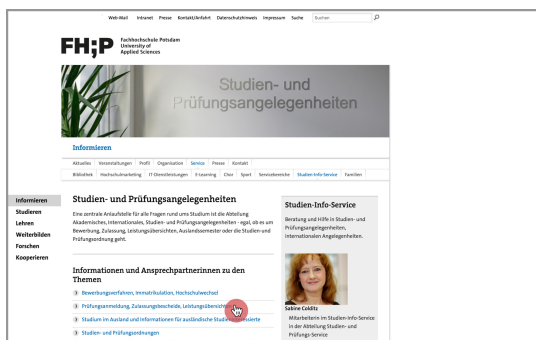
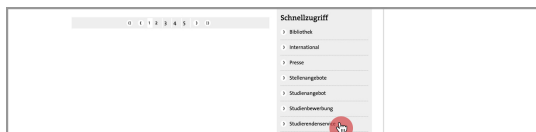
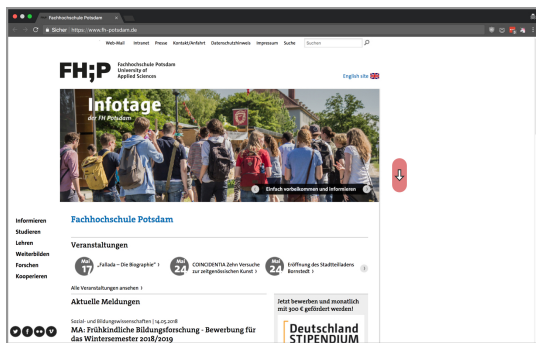
13. She gets frustrated and is going back to the page before.

14. After clicking through several other menus, she is spotting URL: <https://mycampus.fh-potsdam.de/qisserver/> which is embedded in the short info about Leistungsübersicht on the site Studienorganisation

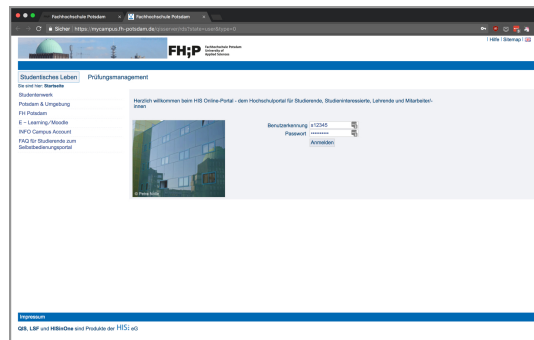
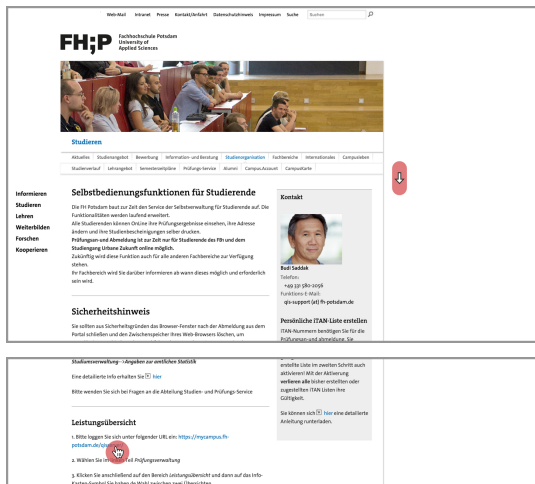
15. She finally can log-in on My.Campus to download her certificate of study.

Certificate of Study

Alternative Flow 1



2. After that, she is scrolling down, and spots on the left side a list with links for quick access (Schnellzugriffe).
3. She is clicking on the link Studierendenservice
4. The page Service provides another list with service topics, to find specific information and contact persons.
5. Julia is clicking on the link Prüfungsanmeldung, Zulassungsbescheide, Leistungsübersichten
6. It navigates her to the specific side about Prüfungs-Service which doesn't fulfil her needs. Sie is frustrated.
7. In the menu bar above the article, she spots the item Campus.Account.
8. She is clicking on the link Campus.Account

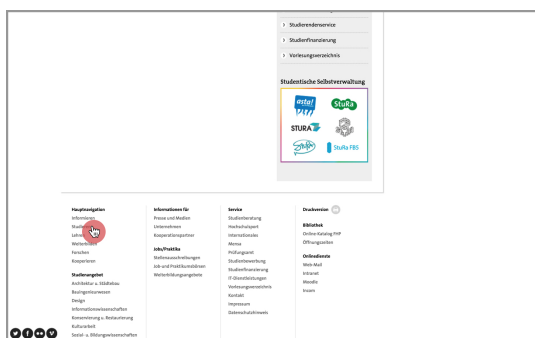
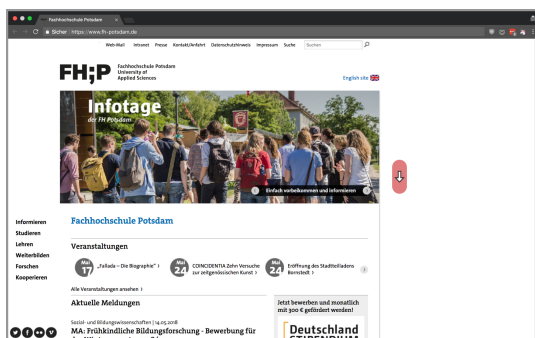


9. Julia ends up at the page which provides a guide for the Campus.Account (with no log-in)

10. Alternative Flow 1 continues with Basic Flow 7 – 15

Certificate of Study

Alternative Flow 2



6. Basic Flow 1 - 4

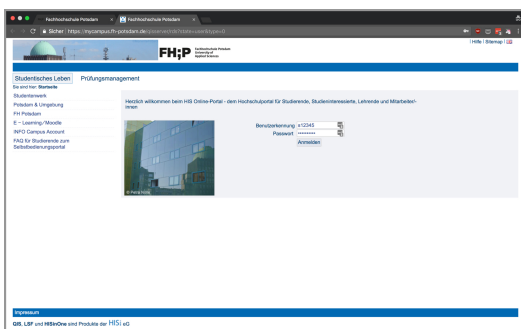
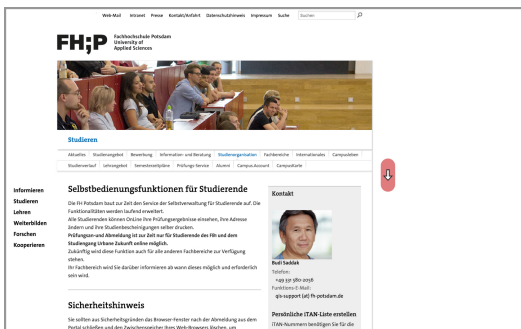
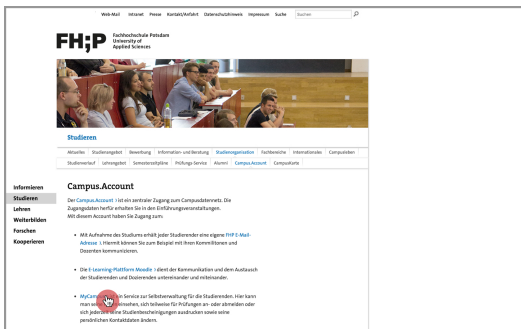
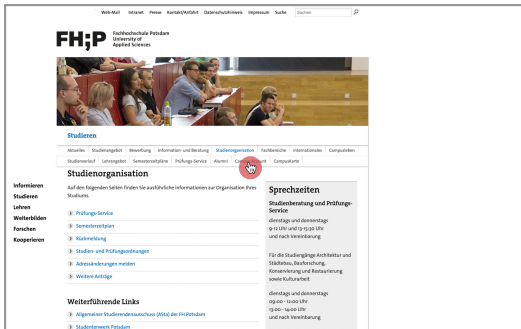
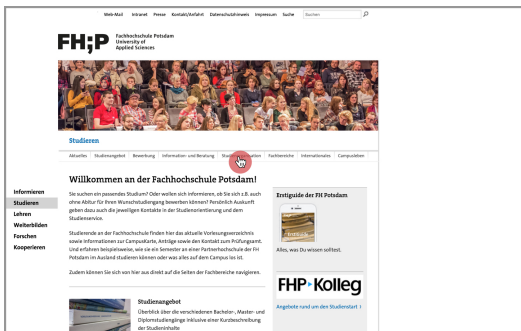
7. After that, she is scrolling down, to go to the footer menu.

8. At the footer, she finds another link for the online platforms (Onlinedienste): Web-Mail, Intranet, Moodle and Incom - but nothing about My.Campus

9. Alternative Flow 2 continues with point 4 of Basic Flow or

10. point 2 of Alternative Flow 1

11. Basic Flow 5 – 15 / Alternative Flow 2 - 10



Certificate of Study

Problem Dokumentation

Factors of UX
(Peter Movill)

Use Case 1:
Certificate of study

Useful	<ul style="list-style-type: none">- The Content of the FHP website does not fulfil the user's needs for information.
Usable	<ul style="list-style-type: none">- The user does not achieve her objective effectively and efficiently.- It is very complicated to find information about downloading the certificate of study.- She loses her path during main navigation hover menu several times.- The navigation flow to My.Campus is too long and costs much time.
Findable	<ul style="list-style-type: none">- The menu structure is not well organised onsite.- The information about My.Campus is not well located and difficult to find.
Credible	<ul style="list-style-type: none">- The user trusts the information of the side.
Desirable	<ul style="list-style-type: none">- The aesthetic meet users expectations of institutional websites.- Layout and typography are clean and comfortable to read.- Graphics and photos are less emotional.
Accessible	<ul style="list-style-type: none">- The content is accessible to the user.
Valuable	<ul style="list-style-type: none">- The experience does not improve users satisfaction with the institution.

Use Case Library Catalog

Use Case 2 Online Bibliothekskatalog aufrufen

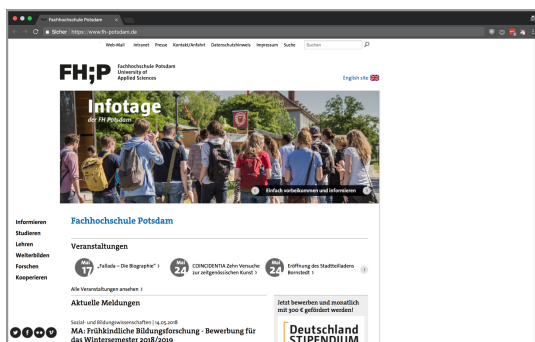
Actor Julia Schulze

Goal Navigating to the FHP liberal catalogue

Description Julia needs for her researches the library catalogue. She has never used the library catalogue before, during working from home with her Macbook.

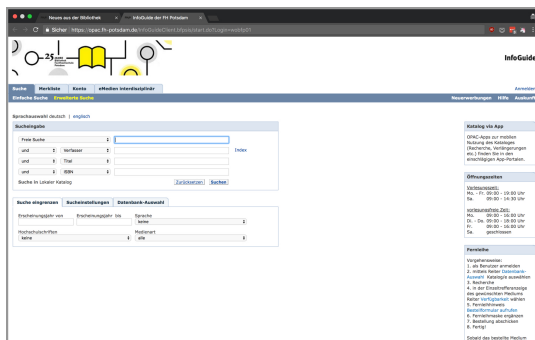
Library Catalog

Basic Flow



1. Julia is going to start page of FH Potsdam <https://www.fh-potsdam.de/> with Google Chrome web browser.
2. She is looking for the menu item library.
3. Because she does not find a link in the header menu, she is looking for it in the main menu at the left sidebar of the homepage afterwards.
4. It is a hover menu - but she does not see an item for the library in the secondary menu hierarchy.
5. Her next idea is, to search library link item in the primary menu item Studieren
6. The search is unsuccessful what is quite frustrating for Julia.





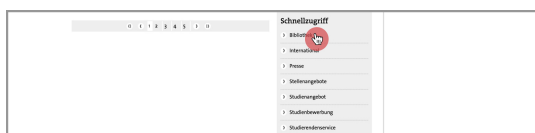
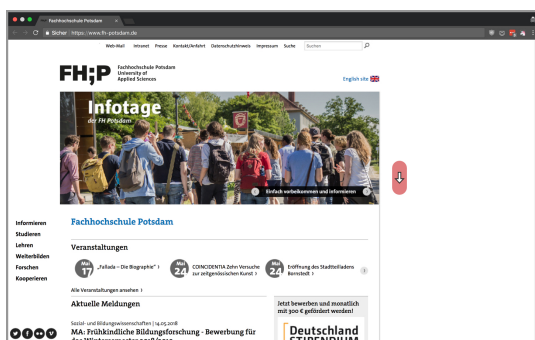
7. After a period, she discovers the library link in menu structure Informieren > Services > Bibliothek

8. It navigates her to the main page of the library (which is not visibly embedded in the primary menu and secondary menu items Informieren and Services)

9. From there she is quickly moving ahead to the library catalogue, finally.

Library Catalog

Alternative Flow 1

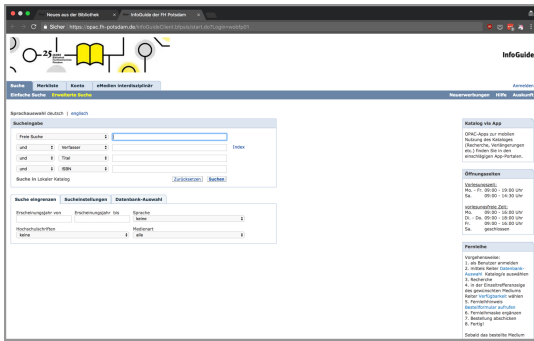


links for quick access (Schnellzugriffe).



1. Basic Flow 1 - 6

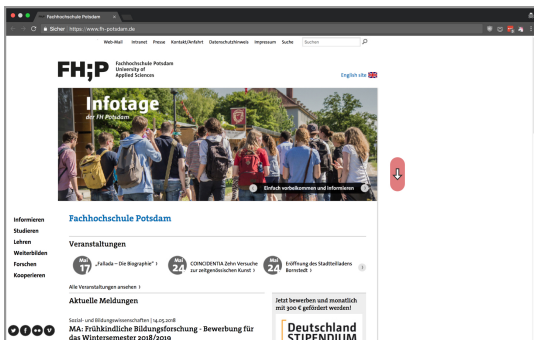
2. After that, she is scrolling down, and spots on the left side a list with



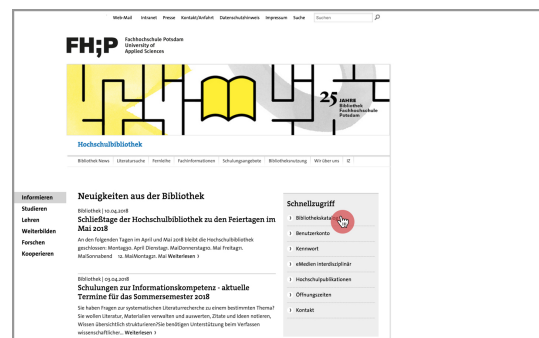
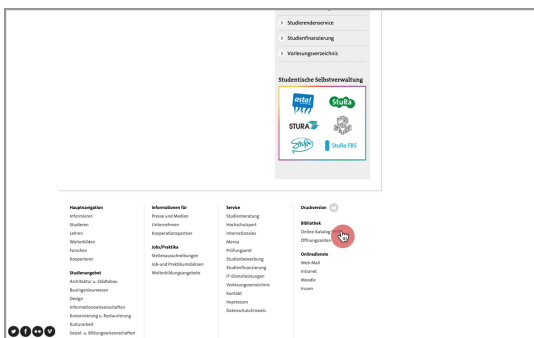
3. She is clicking on the link Bibliothekskatalog which quickly navigates her to the library catalogue.

Library Catalog

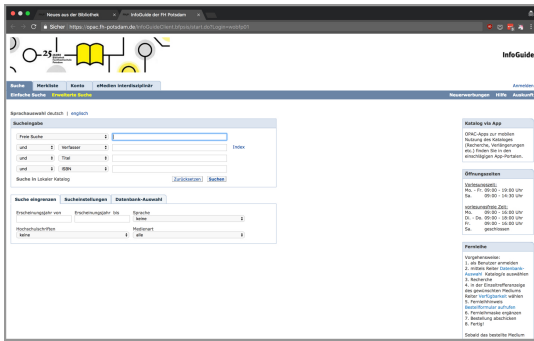
Alternative Flow 2



3. At the footer, she finds the link Online-Katalog FHP which quickly navigates her to the library catalogue.



1. Basic Flow 1 - 6
2. After that, she is scrolling down, to go to the footer menu.



Library Catalog

Problem Dokumentation

Factors of UX Use Case 2:
(Peter Movill) Library catalog

Useful

Usable

- The user does not achieve her objective effectively and efficiently.

Findable

- The library is not well located on the main menu.

Credible

- The user trusts the information of the side.

Desirable

Accessible

- The quick access to the library catalogue has too many steps.

Valuable

Use Case Course Catalogue

Use Case 3 Vorlesungsverzeichnis aufrufen (Mobile/Desktop)

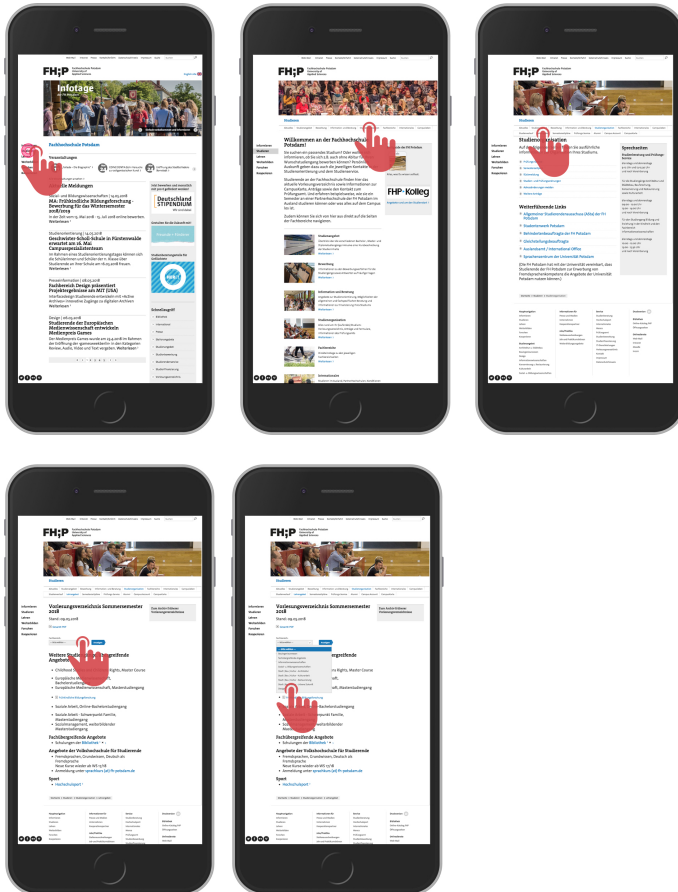
Actor Julia Schulze

Goal Reeding course catalogue with a mobile phone.

Description The new semester is starting, and Julia like to inform herself about new courses. She is using her mobile phone to read the course catalogue on the train.

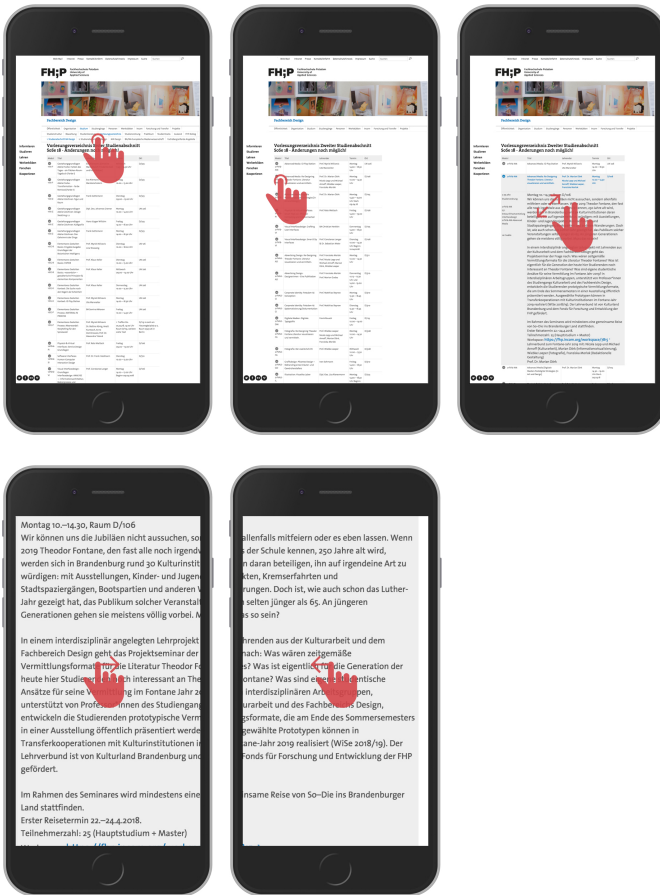
Course Catalogue Mobile

Basic Flow



3. Then Julia is clicking on the main menu topic Studieren, what navigates her to a general site about studying at FHP.
4. After some time of searching, she finds in the top menu bar the item Studienorganisation, what opens a side about study organisation.
5. Her next step is clicking on the item Lehrangebot in the submenu of Studienorganisation.
6. She ends up on another page, where she has to select in a minimal extended menu Design.

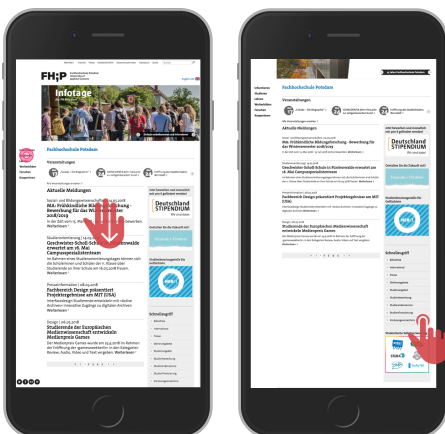
1. First of all, Julia is going to start page of FH Potsdam <https://www.fh-potsdam.de/> with Safari mobile web browser.
2. She is looking at the left sidebar, where the main menu of the homepage is located.



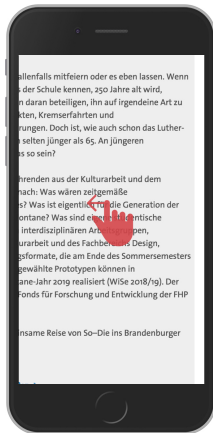
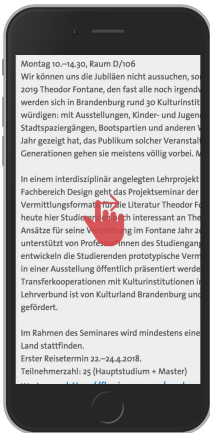
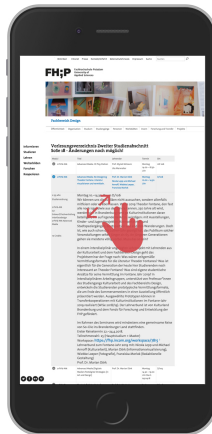
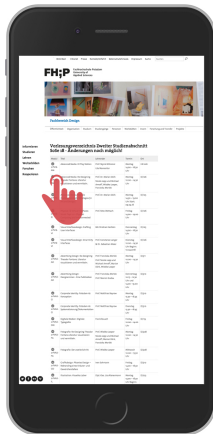
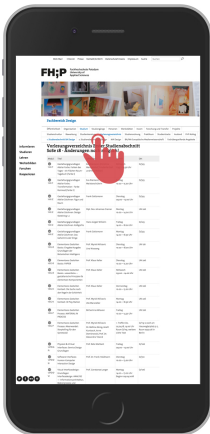
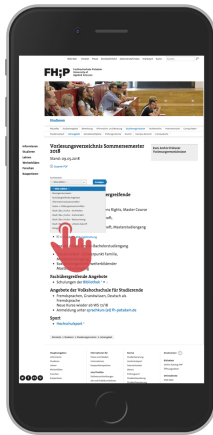
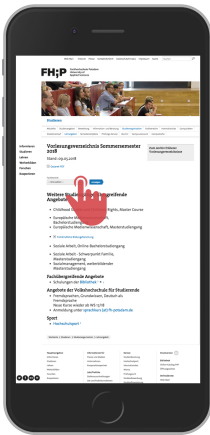
7. Now, Julia is on the site of the course catalogue of the design department for the first stage of studies.
8. Because she needs information for the second stage, she has to click on 2. Studienabschnitt BA Design in the tertiary top menu bar.
9. Finally, she is on the page course catalogue to read the information.

Course Catalogue Mobile

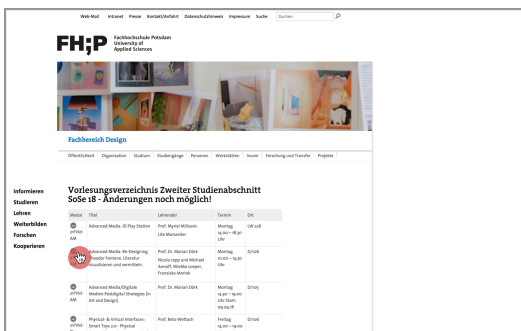
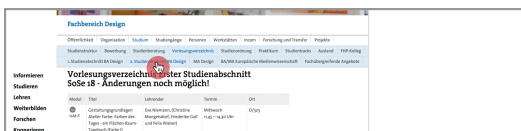
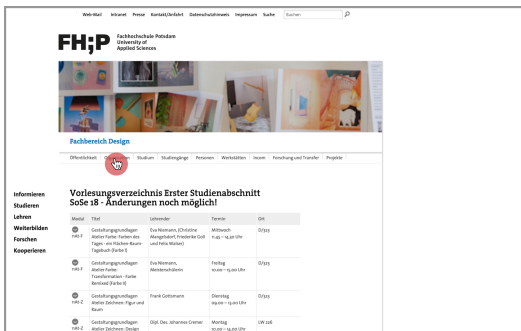
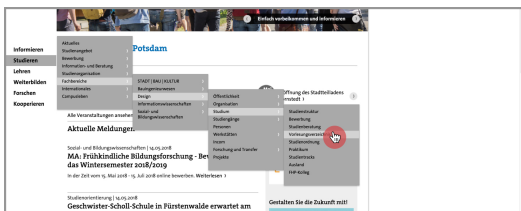
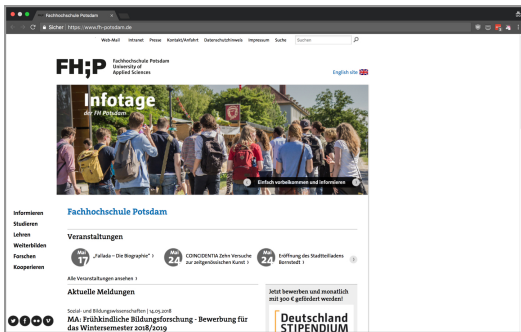
Alternative Flow 1



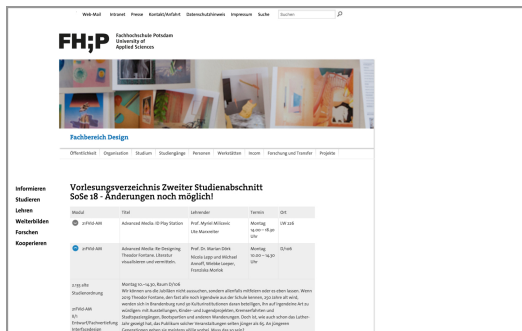
1. Basic Flow 1
2. After that, she is scrolling down, and spots on the left side a list with links for quick access (Schnellzugriffe).
3. She is clicking on the link Vorlesungsverzeichnis
4. Alternative Flow 1 continues with point 6 of Basic Flow
5. Basic Flow 6-9



Alternative Flow 1



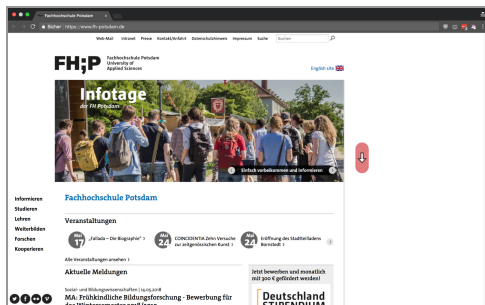
1. Julia is at the university campus and using her MacBook, yet. She is loading to start page of FH Potsdam <https://www.fh-potsdam.de/> with Google Chrome
2. After that, she is looking at the left sidebar, where is the main menu of the homepage.
3. It is a hover menu and she is going to > Studieren > Fachbereiche > Design > Studium > Vorlesungsverzeichnis
4. Now, Julia is on the site of the course catalogue of the design department for the first stage of studies.
5. Because she needs information for the second stage, she looks for another link in the top menu bar, which interacts like an over the menu.
6. She navigates from to the catalogue of her objective by hovering > Studium > Vorlesungsverzeichnis > 2. Studienabschnitt BA Design



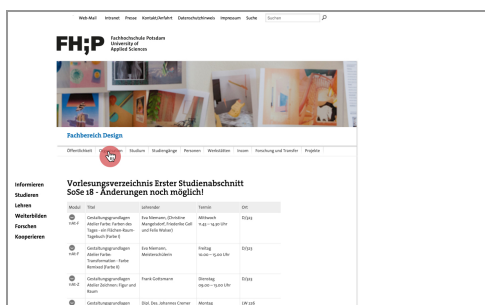
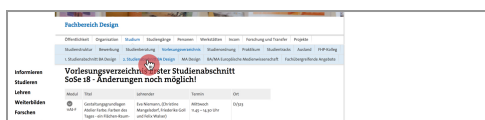
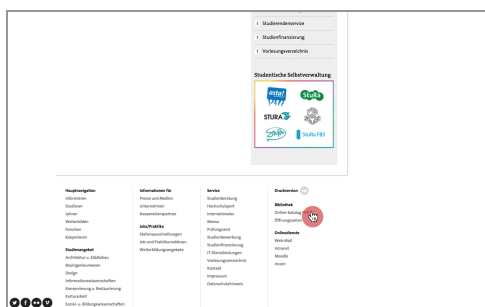
- Finally, she is on the page course catalogue to read the information.

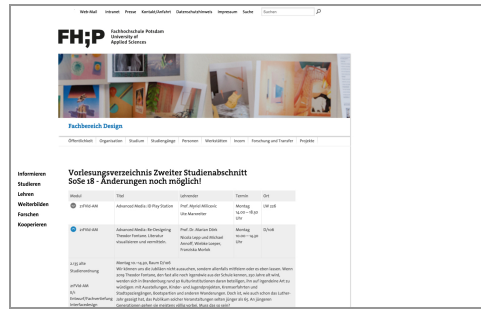
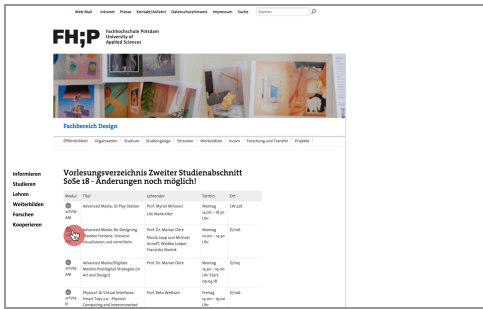
Course Catalogue Desktop

Alternative Flow 2



- Basic Flow 1
- After that, she is scrolling down, and spots on the left side a list with links for quick access (Schnellzugriffe).
- She is clicking on the link Vorlesungsverzeichnis
- Alternative Flow 1 continues with point 6 of Basic Flow
- Basic Flow 6-9





Course Catalogue Mobile

Problem Dokumentation

Factors of UX
(Peter Movill)

Use Case 3:
Course catalogue mobile

Useful

- The Content of the FHP website fulfils the user's needs for information.

Usable

- The website is not responsive and optimised for touch screens, what negatively affects the user experience.
- The user does not achieve her objective effectively and efficiently.
- The navigation flow to course catalogue is too long and costs much time.

Findable

- The menu structure is comprehensive but complicated to find.
- The Course catalogue is well located.

Credible

- The user trust the informations of the site.

Desirable

- The design elements are undersized.
- Layout and typography are challenging to read on a small screen.

Accessible

- The content is not good accessible for the user with a mobile device (smartphone).

Valuable

- The experience does not improve users satisfaction with the institution.