

Feedback  
UX/UI  
V responsive  
Timing  
Interactions  
17 people  
survey feedback

# Analogy exercise

## User context

Analogue or very different users to your sector

User self help forums.

## Key attributes

Main characteristics or element that define this situation

Users on a website

with a very narrow

problem.

## Levels of analogy

How wild is this analogy? Position it on this spectrum

Mild

X

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

Good sources  
FAQ's - embedded in  
context appropriate

1. Barriers to learning.
  2. Giving people the tools to experiment  
to explore the resources
  3. We could personalise every individual's approach to teaching & learning.
- Each team to work in 15 min. Acted on

# Analogy exercise

## User context

Analogous or very different users to your sector

*Barak (and other Services) and their attention to user experience. (could colleges and Universities learn from this approach?)*

## Key attributes

Main characteristics or element that define this situation

*User ownership and access to own*

*data, with flexibility to amend*

*social app systems*

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.



Mild

Wild

# Analogy exercise

## User context

Analogous or very different users to your sector

Gift - Gift crowdsourced decision on new tariff

## Key attributes

Main characteristics or element that define this situation

CROWDSOURCED HELP -  
 COMMUNITY OF PRACTICE  
 REWARD AND RECOGNITION

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild ..... | ..... Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

AMIFICATION  
 STUDENT ~~THE~~ REWARD OTHER  
 OTHER  
 RECOGNITION PART FOR  
 COMMUNITY MEMBERS

# Analogy exercise

## User context

Analogous or very different users to your sector

User self help forums

## Key attributes

Main characteristics or element that define this situation

Users on a website  
with a very narrow  
Problem Set.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

Crowd Sourcing  
of FAQs, embedded  
in context ~~of~~ in  
appropriate places.  
Just in time learning.

# Analogy exercise

## User context

Analogous or very different users to your sector

Online shopping recommendations

## Key attributes

Main characteristics or element that define this situation

Using purchasing and browsing data, the website recommends related items that the customer might be interested in.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

Using course enrollment data, IT Services would send out automated emails suggesting online resources and IT classes/workshops.  
 e.g. "You recently enrolled in Intro. to Quantitative Methods. You might be interested in this stats ~~course~~ <sup>workshop</sup> or this video on how to install SPSS."

# Analogy exercise

## User context

Analogue or very different users to your sector

*business reports*

## Key attributes

Main characteristics or element that define this situation

*collating data*

*presenting data*

*recommendations based on data*

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

*social work*

*collating information about*

*service users*

*and analysing it*

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Wild

Wild

,

# Analogy exercise

## User context

Analogous or very different users to your sector

Fetch everyone

## Key attributes

Main characteristics or element that define this situation

Community of users

with common interests

and diverse interests

All ages & backgrounds

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

X

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how?

Repurpose them to work for Jisc.

Community site with  
range of -posts

- logs
- blogs
- forums
- articles
- buddies
- analytics

# Analogy exercise

## User context

Analogous or very different users to your sector

Gaining or App learning

## Key attributes

Main characteristics or element that define this situation

Motivated to understand  
Want to use new thing.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

New animals have every  
module introduced: that  
introduces VLE in the  
same way. Make it  
fun and janked up  
skills.  
'Who teaches you to use  
your app?'



# Analogy exercise

## User context

Analogous or very different users to your sector

Financial risk planning

## Key attributes

Main characteristics or element that define this situation

profiling customers  
about their perception  
of risk

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild



Medi um

Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

profiling students  
about their perception  
of technology

# Analogy exercise

## User context

Analogous or very different users to your sector

Need software solution  
"Soft where?" page

## Key attributes

Main characteristics or element that define this situation

Matches software solutions,  
Suggestions to real,  
practical problems.

## Levels of analogy

How wild is this analogy? Position it on this spectrum:

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how?

Repurpose them to work for Jisc.

- Better publicity.
- Replace meaningless, IT induction with it.
- Be more student focused (only aimed at staff at present).

# Analogy exercise

## User context

Analogue or very different users to your sector

Other web-based companies

## Key attributes

Main characteristics or element that define this situation

- ① Make a virtue of connectivity
- ② See it as a 'selling point' of who they are.
- ③ Staff acquire behaviour based on valuable technology.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

- ① Be open to using technology not 'playing safe'.
- ② Sell the learner's learning experience in the prospectus.
- ③ Technology seen as 'the norm' x use is caught & acquired rather than relying on being taught.

# Analogy exercise

## User context

Analogue or very different users to your sector

Gym incentive schemes / added value.

## Key attributes

Main characteristics or element that define this situation

Cut users in for free health  
check leading to personalised  
exercise recommendations.

## Levels of analogy

How wild is this analogy? Position it on this spectrum

Mild

X

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

personal, behavioural.  
offer 20 min learning  
environment health checks  
for students + staff. costly,  
but engages users, gets  
you rich data and gives  
the users some actionable  
insights to improve study  
backing

# Analogy exercise

## User context

Analogous or very different users to your sector

T.V

## Key attributes

Main characteristics or element that define this situation

Reduce complexity of process

Interface design minimises expertise

Takes over the need to schedule users

Makes suggestions intelligently based on prior choices.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

Develop an intelligent simple to use service that can learn from preferences and choices to tailor to the users.

# Analogy exercise

## User context

Analogous or very different users to your sector

Suggesting box.

## Key attributes

Main characteristics or element that define this situation

Opport unity for users to  
provide free level found  
reusing suggesting box.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

M.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

"On the 'suggesting box -  
? as better on other  
portal."

# Analogy exercise

## User context

Analogous or very different users to your sector

knitting groups

## Key attributes

Main characteristics or element that define this situation

Non hierarchical / communities  
 More 'novice' & 'expert'  
 can help each other

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

mild

Mild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

Lecturers & students  
 can work together to  
 design authentic assessment  
 using VLE & Jisc  
 rather than monolithic  
 VLE

Wild

# Analogy exercise

## User context

Analogous or very different users to your sector

OPTICIAN - SLIGHT CHECK

## Key attributes

Main characteristics or element that define this situation

IS THAT BETTER OR WORSE?

RESULTS (NERD)

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

FINDING NEW TO ENGAGE THESE  
QUESTIONS IN A MEANINGFUL WAY.

IS YOUR UNDERSTANDING BETTER  
OR WORSE?

WAS THE WAY I DID THAT BETTER  
OR WORSE?

CHARLES + ANALYSIS DATA.



# Analogy exercise

## User context

Analogue or very different users to your sector

Always 'uses like you  
also...'

## Key attributes

Main characteristics or element that define this situation

Points users in majority  
'right' direction based  
on ~~their~~ browsing behaviors.

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Wild

X

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

Use behaviours of final  
year students to guide  
those at lower levels -  
ie look at the applications,  
tech, systems they found  
really useful and share  
those with 2nd years who  
are looking at similar material  
on VLE or using similar  
Kit, etc.

# Analogy exercise

## User context

Analogous or very different users to your sector

Customer Relationship  
Management (CRM) activities

## Key attributes

Main characteristics or element that define this situation

Profiling customers based  
on the purchases

## Levels of analogy

How wild is this analogy? Position it on this spectrum.

Mild

Medians

Wild

## How could it be adapted?

What attributes could be transferred and how?  
Repurpose them to work for Jisc.

Profiling students to  
guide them about  
next module choice  
based on their  
previous modules

# Analogy exercise

## User context

Analogous or very different users to your sector

COOKS FOOTPATHS

## Key attributes

Main characteristics or element that define this situation

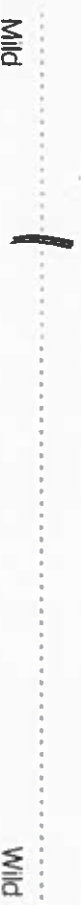
WAIT TILL SEE WHERE PEOPLE

WALK AND MAKE YOUR

FOOTPATHS THERE

## Levels of analogy

How wild is this analogy? Position it on this spectrum.



## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

SEE PATTERNS OF CHOICES  
AND REWARDS AND  
MAKE RECOMMENDATIONS

# Analogy exercise

## User context

Analogous or very different users to your sector

INSTANT MESSAGE AS LEARNER LOGS INTO VLE

## Key attributes

Main characteristics or element that define this situation

THE 'SWEET' QUESTION

needs to be quick, easy to respond

& not seen as a annoyance

## Levels of analogy

How wild is this analogy? Position it on this spectrum

♀

Mild



Wild

## How could it be adapted?

What attributes could be transferred and how? Repurpose them to work for Jisc.

PART OF VLE  
SIGN UP PROCESS  
& THE LOG IN  
~~THE~~ THROUGHOUT LEARNER  
JOURNEY .  
MONITOR & PRESENT  
OVERALL OF KEY  
QUESTIONS