stanford.you

Stanford ITSS Project
Final Presentation

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The Goal:

➢ Stanford.You

➢ *Mission: Stanford.You securely discloses to you personal information that is known to Stanford University business systems and infrastructure. It allows you to verify, correct, and enhance this information, and control whether and how you want to share the information with others.*

Cit: http://stanfordyou.stanford.edu/StanfordYouHelp.html

What Does It Do?

stanford.you ? Help End Session
...... Todd Christopher Jackson

your **Directory** listing

View and change the information published in Stanford directories, including:

- your name
- personal phones & addresses
- email address & Web page
- Stanford affiliation
- work phones & addresses
- profile
- directory & privacy choices

your University **Identification** record

View your essential identification information, which includes:

- full legal name
- University ID & PIN
- Social Security Number
- birth date
- gender

your **SUNetID** and **Email** account settings

View and change service settings for your SUNet and email accounts.

SUNet ID: change aliases, password

- teejay6

Email: service status, autoreply, forwarding

- teejay6@stanford.edu

Help | End Session

Stanford.Who | Stanford University home page

User Groups (client-defined)
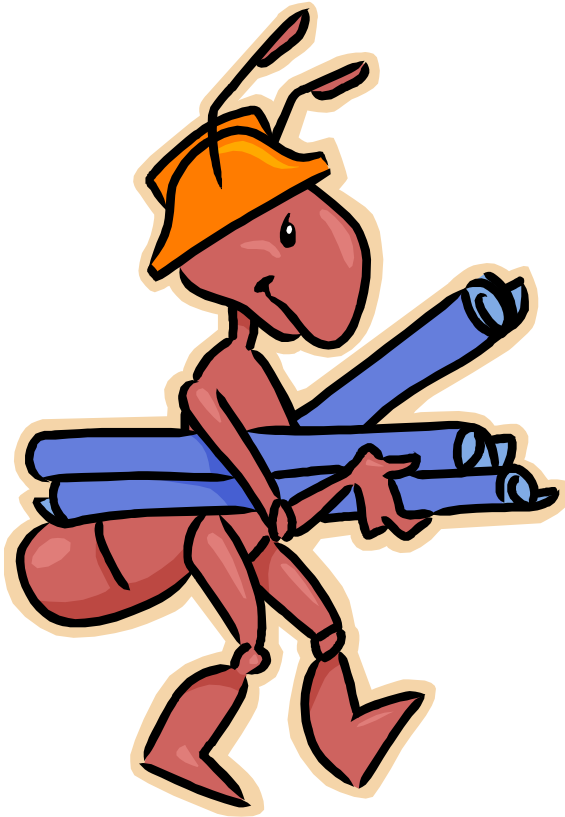
Faculty & Staff

Students

Contractors & Temp Staff

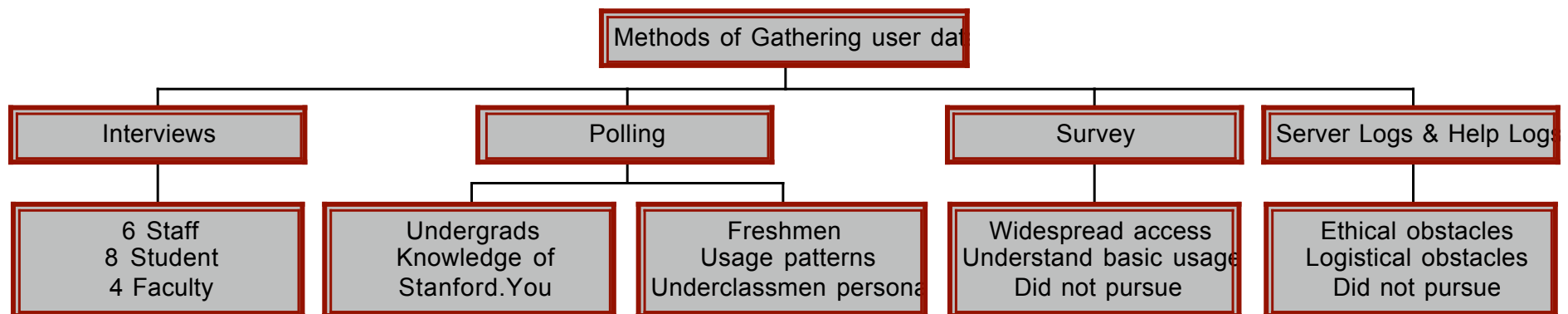# Possible Research Directions

- ➢ Understanding the user
- ➢ More functionality
- ➢ Integration with other sites
- ➢ Different conceptual model

Procedure:

Framing the Problem:
Understanding users facilitates increased utility of Stanford.You

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                    Methods of Gathering user data
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| Interviews | Polling | Survey | Server Logs & Help Logs |

| 6 Staff
8 Student
4 Faculty | Undergrads
Knowledge of
Stanford.You | Freshmen
Usage patterns
Underclassmen persona | Widespread access
Understand basic usage
Did not pursue | Ethical obstacles
Logistical obstacles
Did not pursue |

Who we interviewed

- ➤ 6 administrative staff members
  - ➤ Various departments (Psych, ME, ChemEng, Religious Svcs, UAC, Geophysics) self-selected from an email sent to TIPS list

- ➤ 4 Faculty members
  - ➤ Various departments (Comm, Music, Biomed)

- ➤ 8 Students (undergrad)
  - ➤ 3 Sophomores, 2 Juniors, 3 Seniors
  - ➤ Various on-campus residences and declared in various departments (Psych, MS&E, Chem, Hum Bio, CS, East Asian Studies, English)

Interview Protocol

- ➢ Explore people's desktop work patterns related to:
  - ➢ Email
  - ➢ Addresses/Contacts (both their own information and others')
  - ➢ Scheduling and errands
    - ❑ Vacation planning, logistics around academic breaks
    - ❑ Beginning & end of quarter activities
    - ❑ day-to-day appointments & meetings
  - ➢ Staff & Faculty shared access
  - ➢ Specific experience with Stanford.You
- ➢ 30-60 minute informal interviews. A team of 2 would perform interviews in-office or in-home (e.g., dorm room). Most were audio-recorded, but no video.

User Group Differentiation

➢ Students vs. Everyone else
  - ➢ AXESS
  - ➢ Yearly/multiyear predictable patterns

➢ Departmental Systems
  - ➢ Departments with separate computing services

➢ 'Admin' use vs. personal use
  - ➢ On-the-job vs. off-the-job
 - ➢ Faculty & Students tend to use site more peripherally.

User Personas

Findings: Administrative Staff

➢ **Auto-reply most frequently-used feature**
- ➢ 'unofficial expectation' of use
- ➢ Often discovered accidentally and/or without knowledge of tech support staff via the Directory Info update as a 'gateway'

➢ **Are most likely to know what the site is (and to have used it)**

➢ **Usually non-technical, even in technical departments**
- ➢ Inconsistent levels of self-reliance can cause misuse

➢ **Relies on paper-based contact information**

Rolodex

Departmental Contacts
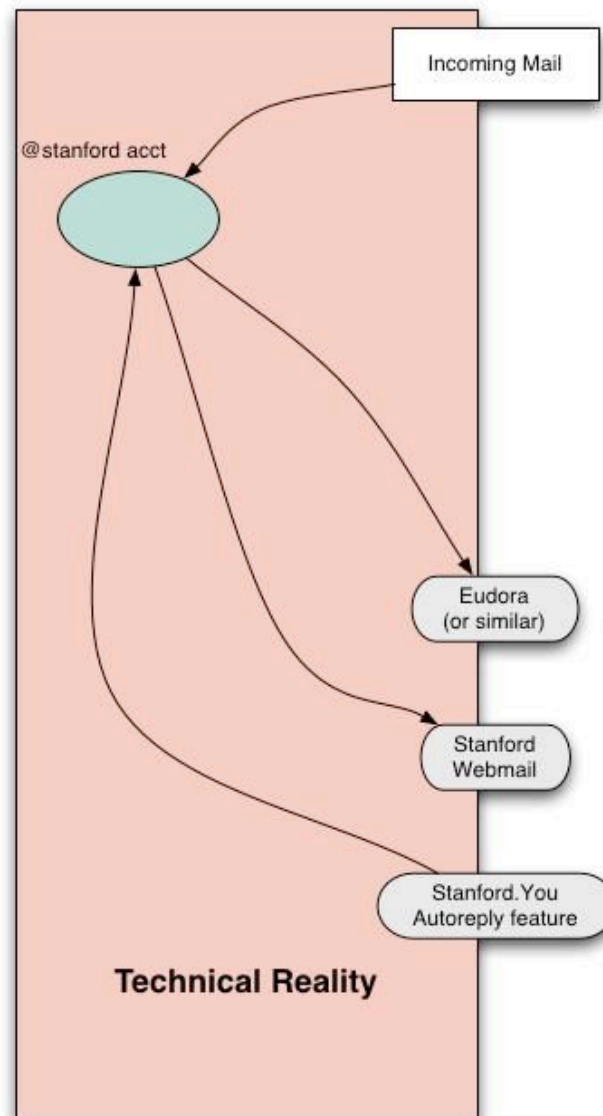
Stanford Directory
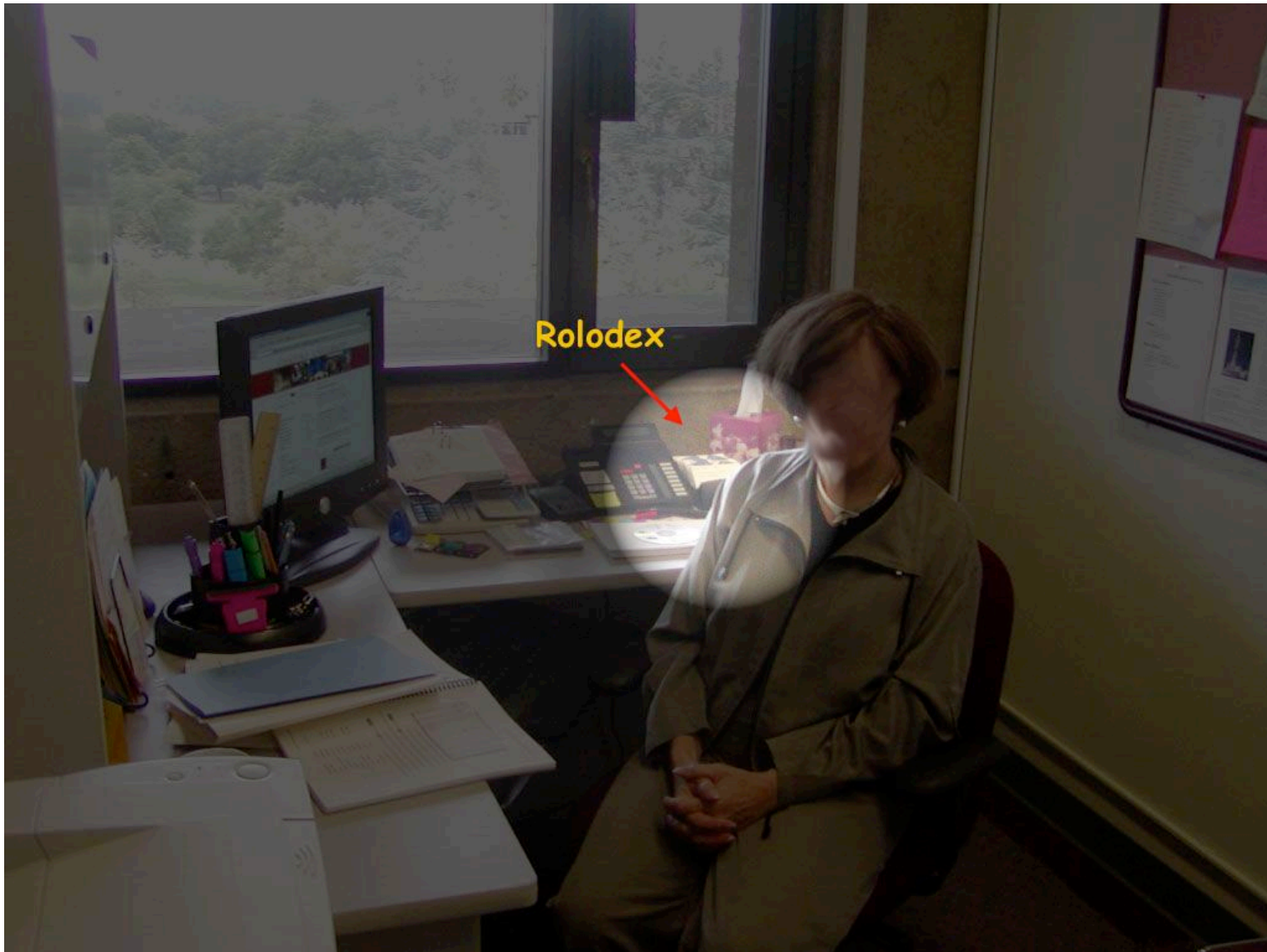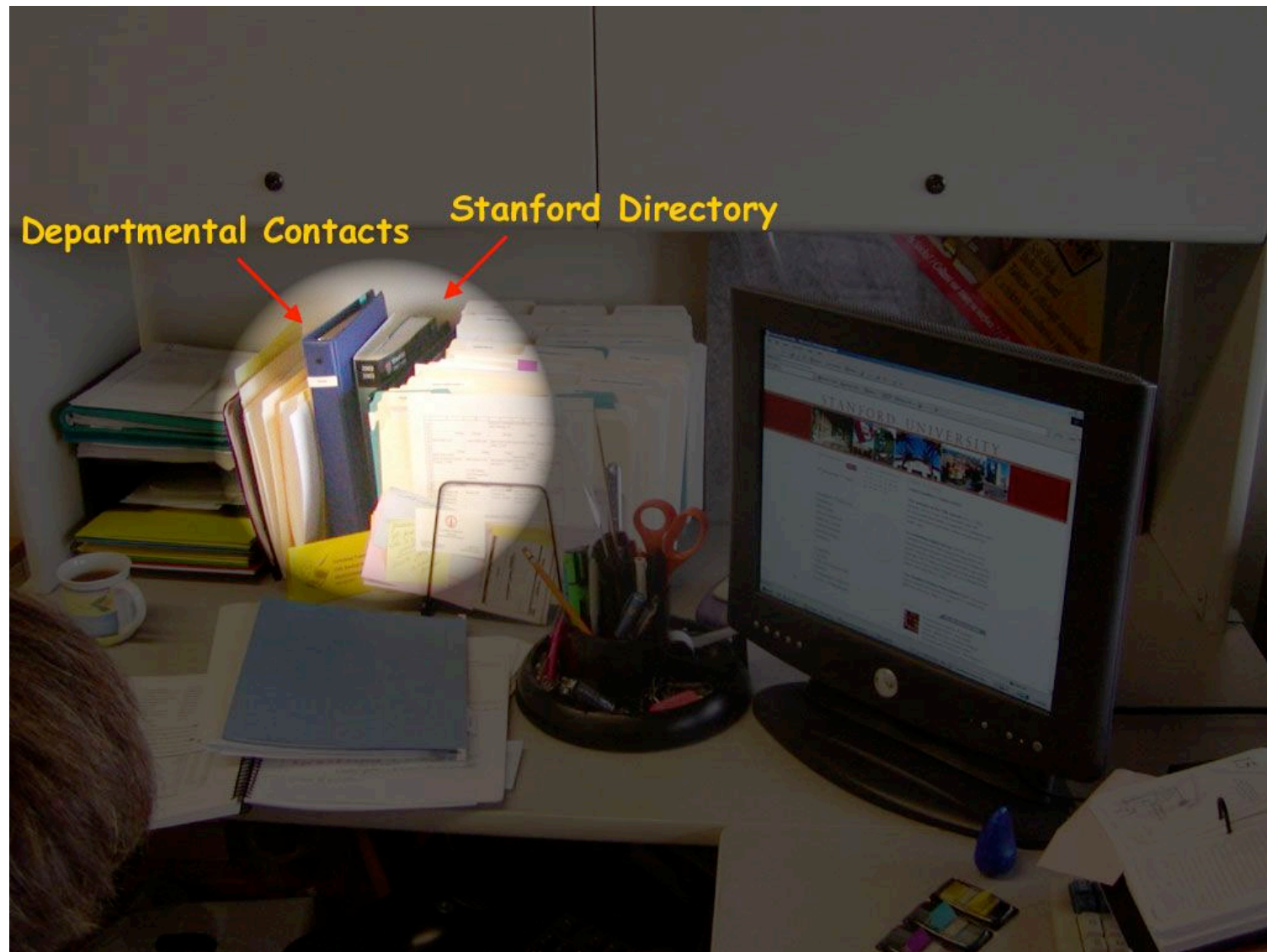
Persona #1

Eileen
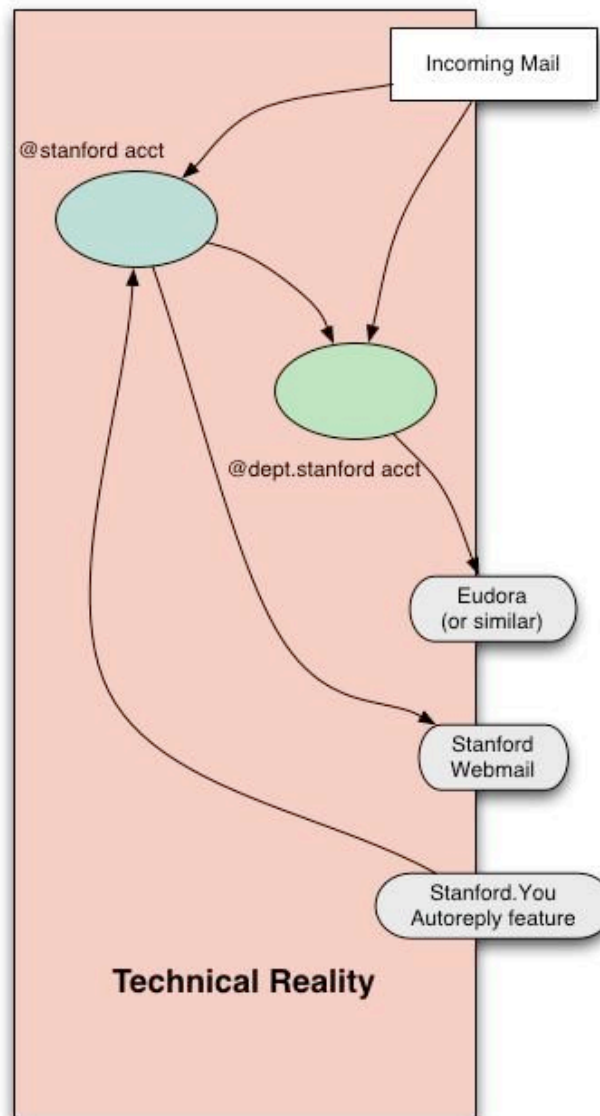Administrative Assistant
Psychology Department
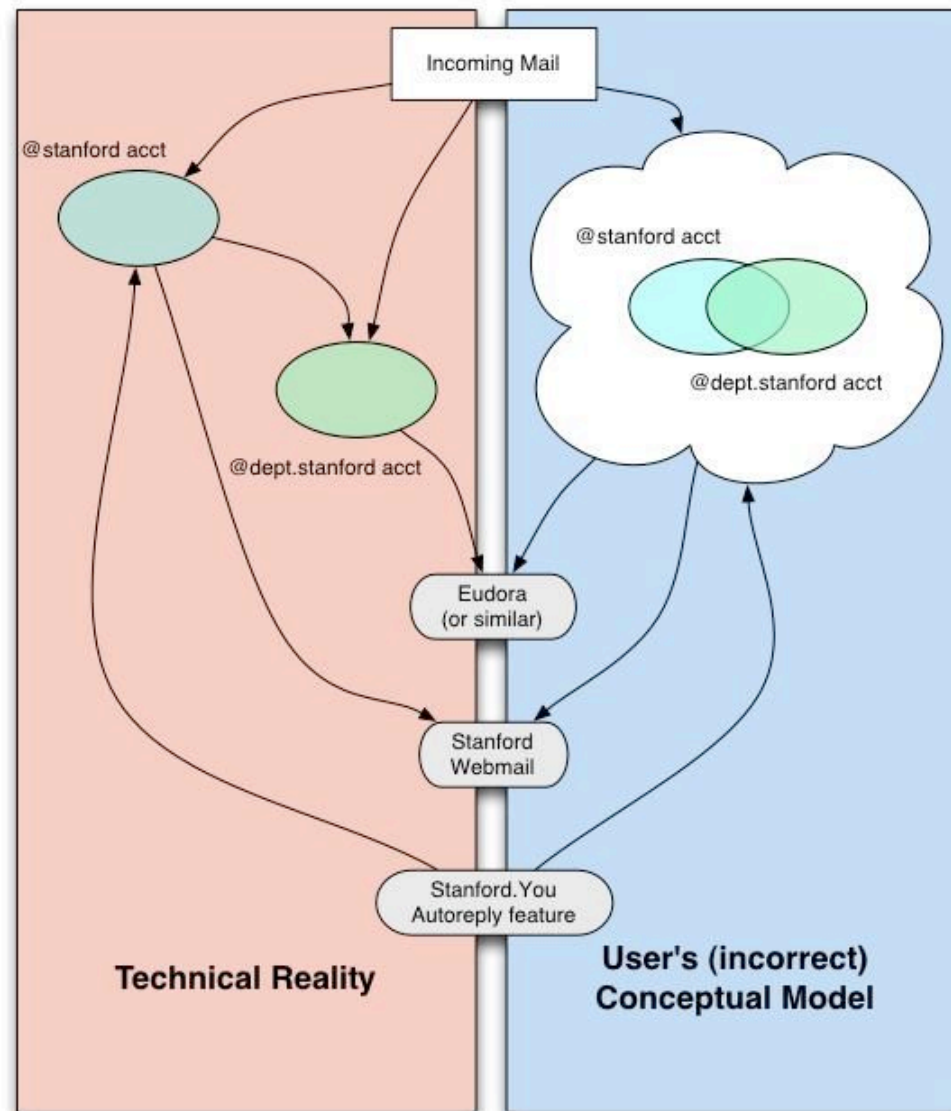45 Years Old
Has worked at Stanford for 8 years

➢ Has @Stanford account, but it forwards to her departmental mailbox which she views as her primary account. She did not set it up, doesn't know how it was done.

➢ Keeps contact lists on paper, has a rolodex-style index. In general prefers paper to computer.

➢ Uses a low resolution on her monitor so the fonts can be large on the screen.

➢ Relies on specific "computer guy" for computing help

➢ Uses front page of Stanford website to access Stanford.Who and then checks in the paper directory when she can't find it through Stanford.Who.

➢ Uses vacation auto-response when gone for 2 or more days. Feels professionally obligated to do this.

➢ Only checks e-mail on office computer, does not have a personal e-mail account, does not check e-mail at home.

➢ Uses Eudora (because it was recommended by ITSS so tech guy set that up as her e-mail client).

Incoming Mail

@stanford acct

Eudora
(or similar)

Stanford
Webmail

Stanford.You
Autoreply feature

Technical Reality

Technical Reality

User's (incorrect)
Conceptual Model

Findings: Students

- 56 students (mostly undergrad) polled.
  - 31 had 'heard of' Stanford.you
  - 27 had used it at least once
  - Primarily used for directory updates & email settings
- Usage patterns different between underclassmen & upperclassmen
  - Decline in use of email forwarding coincides with popularity of Webmail
  - Less directory information available for underclassmen
    - Are they only including info that doesn't change year to year?
    - Could be due to new trend in usage patterns, or that underclassmen will later adopt usage patterns of upperclassmen?

Persona #2
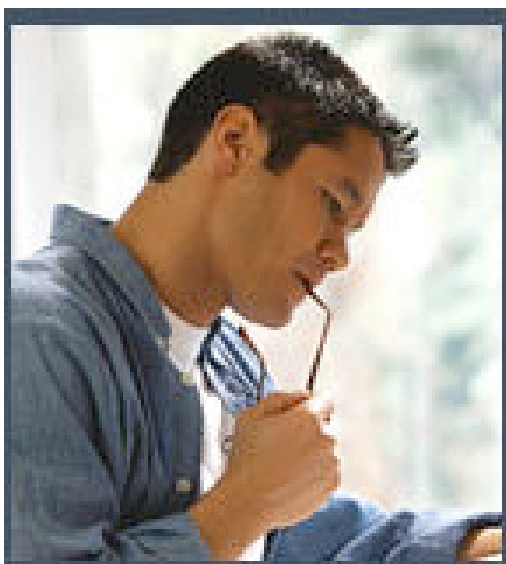
Chris
Stanford Student
Senior
MS&E Major, History Minor
Lives in Eucalipto

➢ Is aware of Stanford.You, definitely familiar with Axess. At times unsure of which one to use, will check on Axess first.

➢ Uses @stanford.edu email address as primary address, but has an old @aol account that he seldomly checks

➢ Used to forward e-mail using Stanford.You during vacations, but hasn't since the invention of Webmail.

➢ Moves/changes rooms every year, so needs to change directory information at the beginning of each year. Usually neglects to do it at the beginning of the year.

➢ Believes his directory info is up to date, but is not totally sure, and usually doesn't check to see if it is.

➢ Often finds that classmates' info is out of date. This frustrates him and prompts him to make sure his own information is up to date on Stanford.Who, which leads to him changing it on Axess.

➢ Knows what an auto-response feature is, because he's received one from a professor before. Is not aware that Stanford.You has the capability to do auto-responding, and doesn't use auto-responding because there is no expectation of students to use it.

➢ Uses MS Outlook and PC-Leland.

Persona #3

Jenny
Stanford Student
Freshman
Undeclared
Lives in Trancos

➢ Uses @stanford.edu email address.

➢ Some contacts from high school still email her at a @yahoo account, so she checks that email once a week or so. Still in the process of informing people to email her @stanford address.

➢ Does not know about and has not used Stanford.You. Uses Axess often to check grades, enroll in classes, handle dining and housing, view bill, etc.

➢ Has never forwarded her @stanford email anywhere.

➢ Checks email using Webmail and/or mail client while on vacation or away from primary computer, but really dislikes Webmail.

➢ Only lists permanent directory information on Stanford.Who (email, P.O. Box, etc.). Does not list room number or telephone number - this is how the default was set up, and she has not changed it.

➢ Uses Stanford.Who (linked from the Stanford Homepage) to look up email addresses.

➢ Has never used auto-response, has no desire to.

➢ Uses Eudora and MacLeland.

Student Perspective
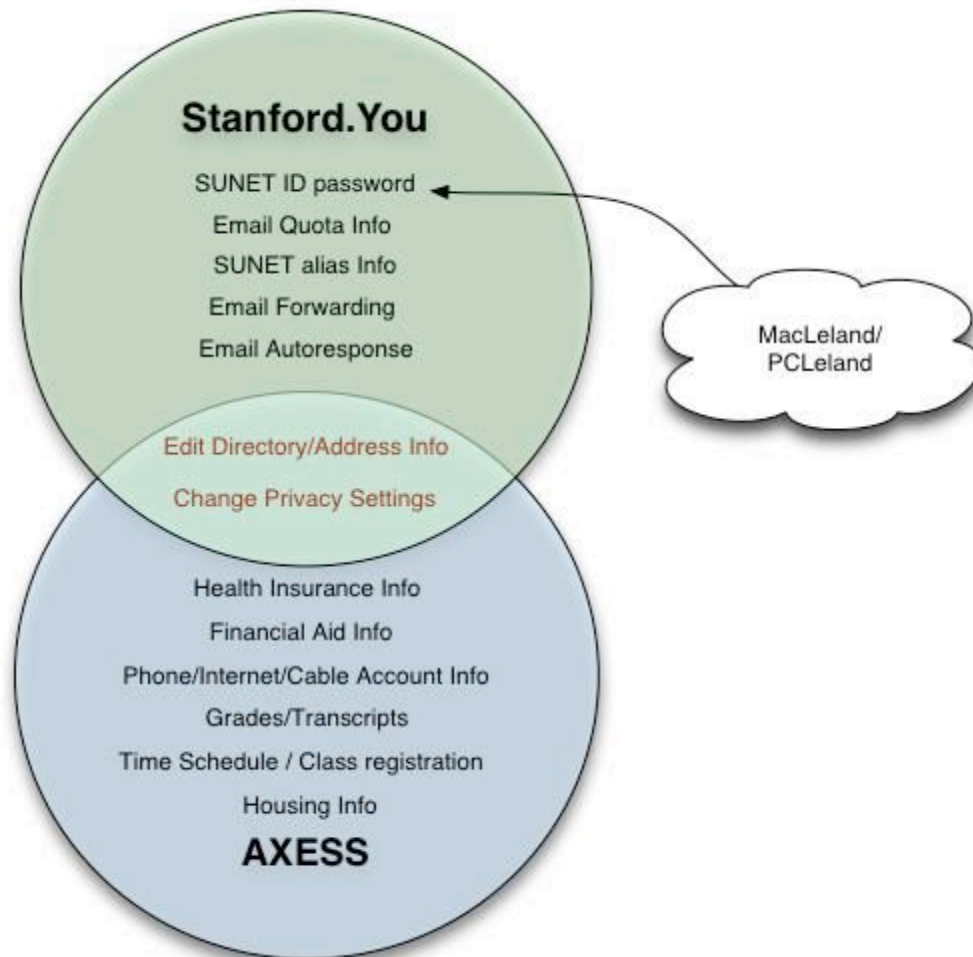
FEATURE	USE
SUNET ID/Password	< once per year
Email quota	< once per year
SUNET Alias	< once per year
Email Forwarding	1-2 per year (max)
Autoresponse	Unused
Edit directory info	Once per year
Privacy settings	< once per year
Health Insurance info	Once a year
Financial Aid info	Several times a year
Phone, Internet, Cable	Approx. Monthly
Time Schedule/Classes	Regularly
Housing info	Seasonal

Findings: Faculty

➢ Faculty were either wholly unaware of the site or did not connect the "stanford.you" name with the site content.

➢ Favored departmental or even wholly non-Stanford email over @stanford. Why?

  ➢ It's what 'everyone else' in the dept. does

  ➢ Spam issues

  ➢ Ignorance of @stanford account

➢ Only visited Stanford.You when problems arise

  ➢ Verify mailing address
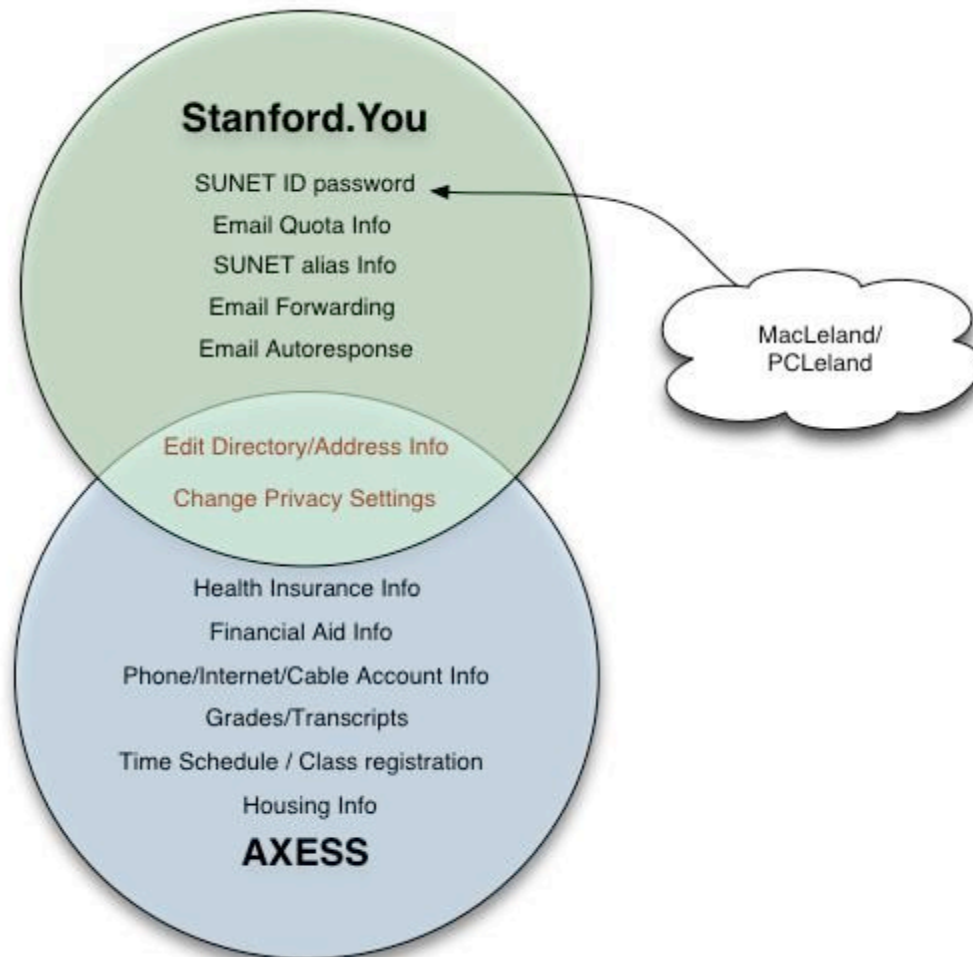
  ➢ Add email alias

4 Design Principles

Design Principle I

➢ Act to make the functionality and features of Stanford.You consistent with the mission and branding.

Student Perspective revisited

Stanford.You

SUNET ID password
Email Quota Info
SUNET alias Info
Email Forwarding
Email Autoresponse

Edit Directory/Address Info
Change Privacy Settings

Health Insurance Info
Financial Aid Info
Phone/Internet/Cable Account Info
Grades/Transcripts
Time Schedule / Class registration
Housing Info
AXESS

MacLeland/ PCLeland

➤ Stanford.You mission: provide access and control of information the university has about you.

➤ For students, which of these sites better fulfills the Stanford.You mission?

Proposal: For students, enhance AXESS

➢ For students, AXESS *is* Stanford.You.

➢ All that's missing from AXESS is the SUNET ID/email management features.

➢ AXESS is already entrenched in student consciousness (among faculty too).

Principle 1: Act to make the functionality and features of Stanford.You consistent with mission and branding.

Staff & Faculty Perspective

➢ There's no equivalent of "AXESS" for non-students

➢ Can and should Stanford.You fill the void? (we think so)

➢ How?

Departmental Computing Systems

System User ID / Password
Email/Autoresponse
Personal Web Pages
Contact Information / Contact Lists

NO INTEGRATION

NO AWARENESS

Edit Directory/Address Info
Change Privacy Settings
SUNET ID password
Email Quota Info
SUNET alias Info
Email Forwarding
Email Autoresponse
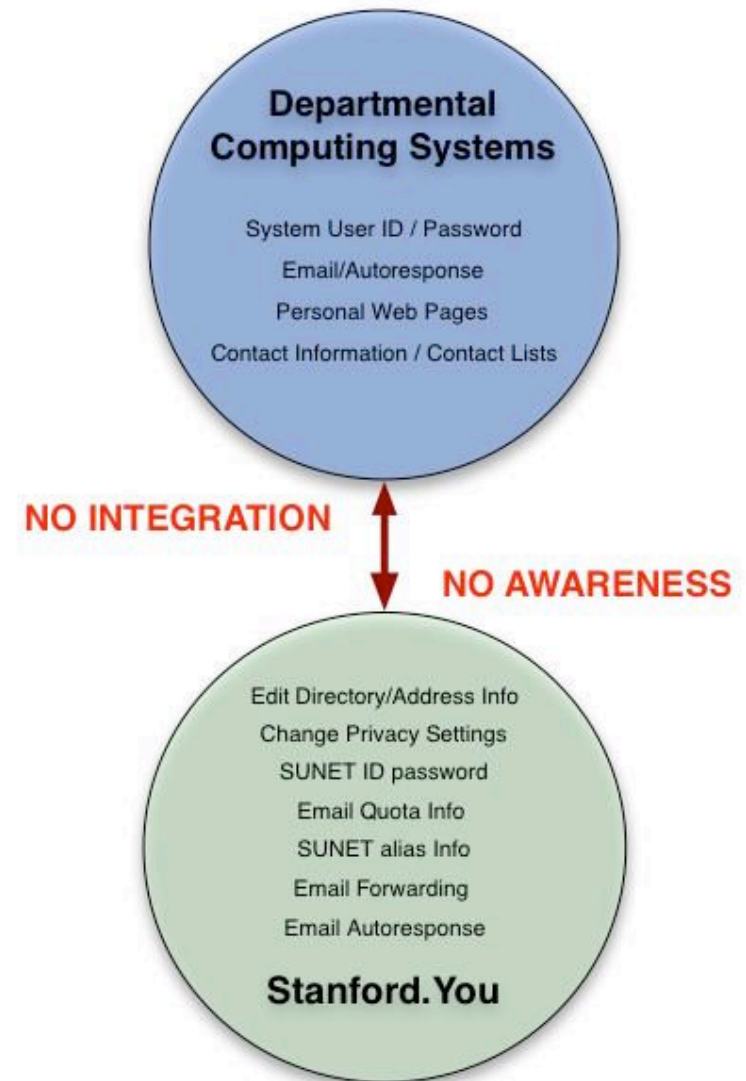
Stanford.You

Proposal: Stanford.You as 'Clearinghouse'

➢ Provide an interface to departmental systems (Stanford.You becomes 'department-aware')

➢ Scenario:

> ➢ Eileen, admin in the psych department.

> > ❑ When she logs into Stanford.You she can see/change her @stanford email options, and is also provided a link to her @psych equivalent pages.

> > ❑ When editing her directory info, she can designate herself as an admin for one or more professors in her department. This way, on Stanford.Who, people can link from prof to admin to other prof directly.

➢ Departmental Politics (?)

Principle 1: Act to make the functionality and features

of Stanford.You consistent with mission and branding.

Clearinghouse (continued)

Stanford.You

web link   web link   web link

Dept. #1   Dept. #2   Dept. #3
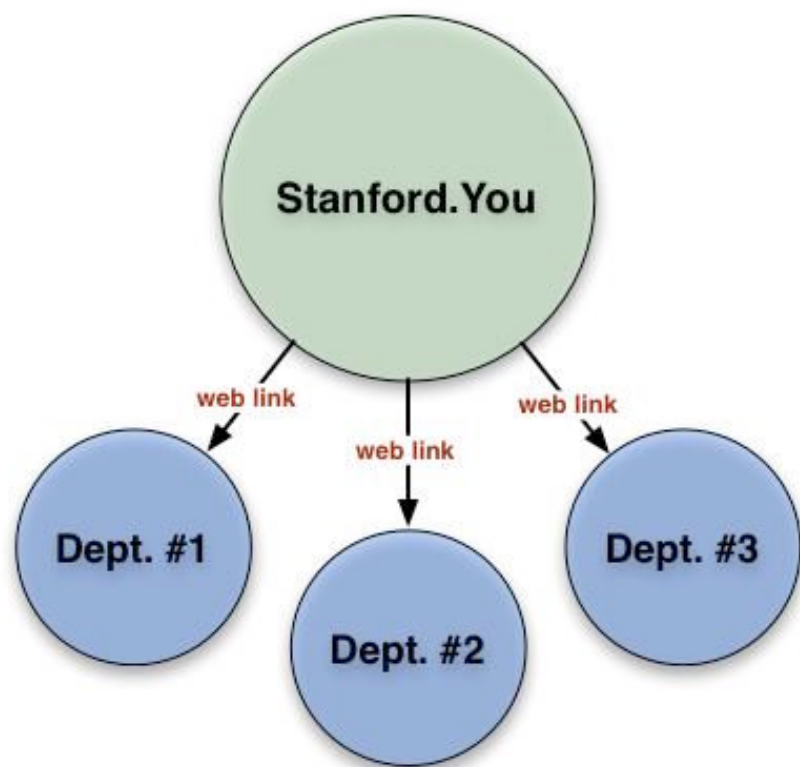
➢ **Implementation idea #1**

  ➢ *Lightweight:* record links to department resources in Stanford.You DB, then display relevant links to logged-in users based on their dept. affiliation(s).

Principle 1: Act to make the functionality and features of Stanford.You consistent with mission and branding.

Clearinghouse (continued)
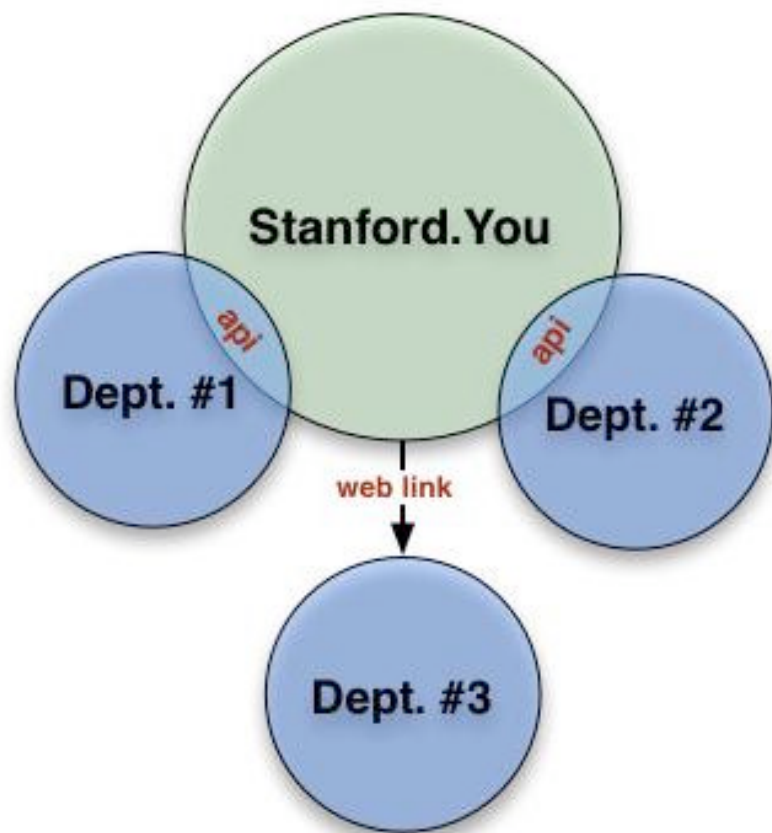
➢ ## Implementation idea #2

> ➢ *Middleweight:* provide an API available to departments that allow them to support Stanford.You actions.

> ➢ *Example:* To set vacation auto-response for @dept email, a faculty member would use the existing Stanford.You interface, which would communicate to the dept's system on the user's behalf

Principle 1: Act to make the functionality and features

of Stanford.You consistent with mission and branding.

Design Principle II

➢ **Design for occasional use**

  ➢ Make the most commonly used features the most visible ones.

  ➢ Assume that users need to re-learn the site functionality each time they use it.

    ❑ Have a low learning curve; make everything apparent and obvious.

Use Frequency

➢ Auto-response (among those who use it at all)

  ➢ "Whenever I'm gone for more than a day"

  ➢ "It's kind of expected that we use it"

➢ Directory listing/privacy updates

  ➢ Periodic extrinsic motivation

    ❑ "We get a reminder by email in the fall to update for the printed directory"

    ❑ "I looked up a phone number for a friend [in the fall], and it was the wrong number. Then I realized that my number might be wrong too"

  ➢ Intrinsic motivation

    ❑ "I hate it when other peoples' stuff is out of date"

  ➢ No motivation ([maybe] set it once and forget it)

Principle 2: Design for occasional / infrequent use

Use Frequency (continued)

➢ Email forwarding

  ➢ Set once to (permanently) forward to a different account (departmental or personal/non-Stanford)

  ➢ One-time experimentation

    ❑ "Eudora broke for me once so for awhile I forwarded everything to my yahoo account"

  ➢ During academic breaks (Pre-Webmail era)

➢ Email aliases

  ➢ One-time setup

    ❑ "People were complaining they tried to send me emails that didn't work"

    ❑ "I wanted an alias that was just [first.last@stanford]"

      Principle 2: Design for occasional / infrequent use

Not Consistent

"hmmmm….this section must be offline today…"

Principle 2: Design for occasional / infrequent use

Principle 2: Design for occasional / infrequent use

Design Principle III

➢ **The design should allow users to complete tasks at their own convenience and on their own schedule.**

> ➢ Example:
> > ❑ Currently, the auto-response takes effect as soon as it is entered.
> >
> > ❑ It would be preferable if users could schedule auto-responses ahead of time. "I just realized today [Wednesday] that my vacation message has been on this whole time, when I've been back since Monday."
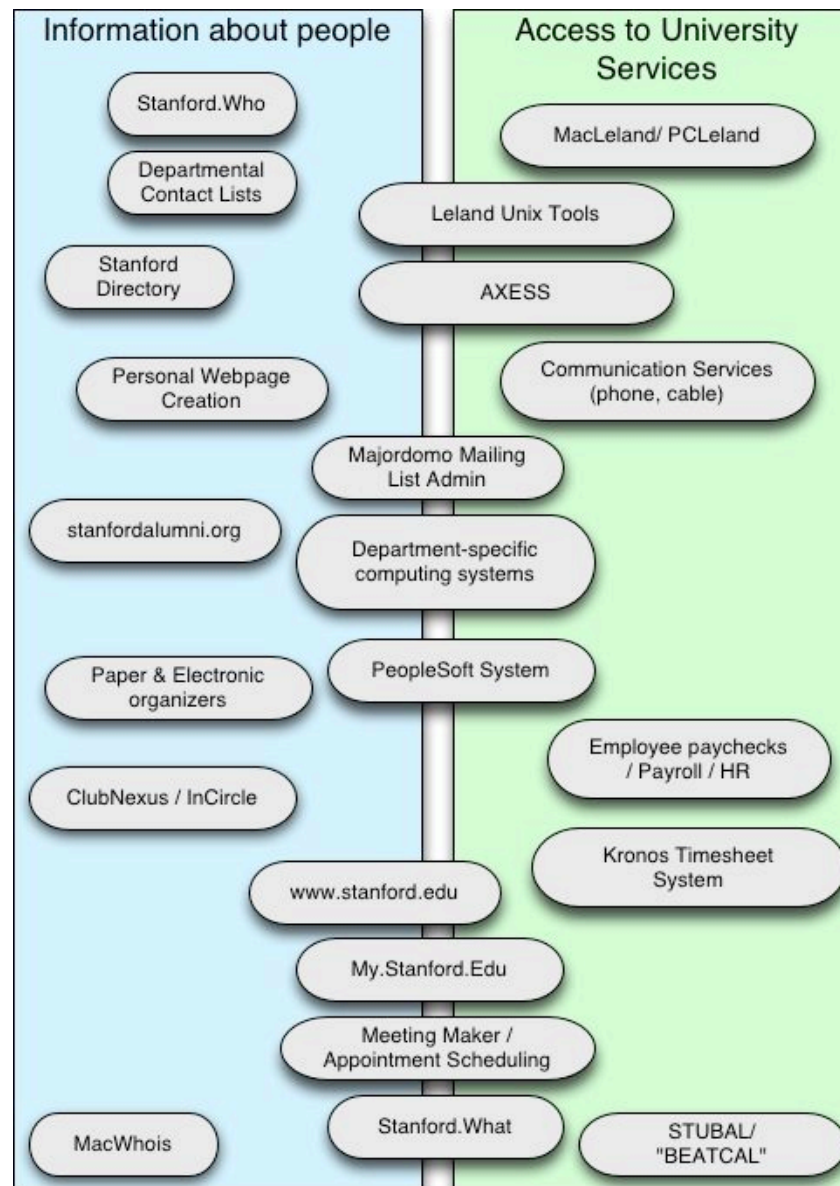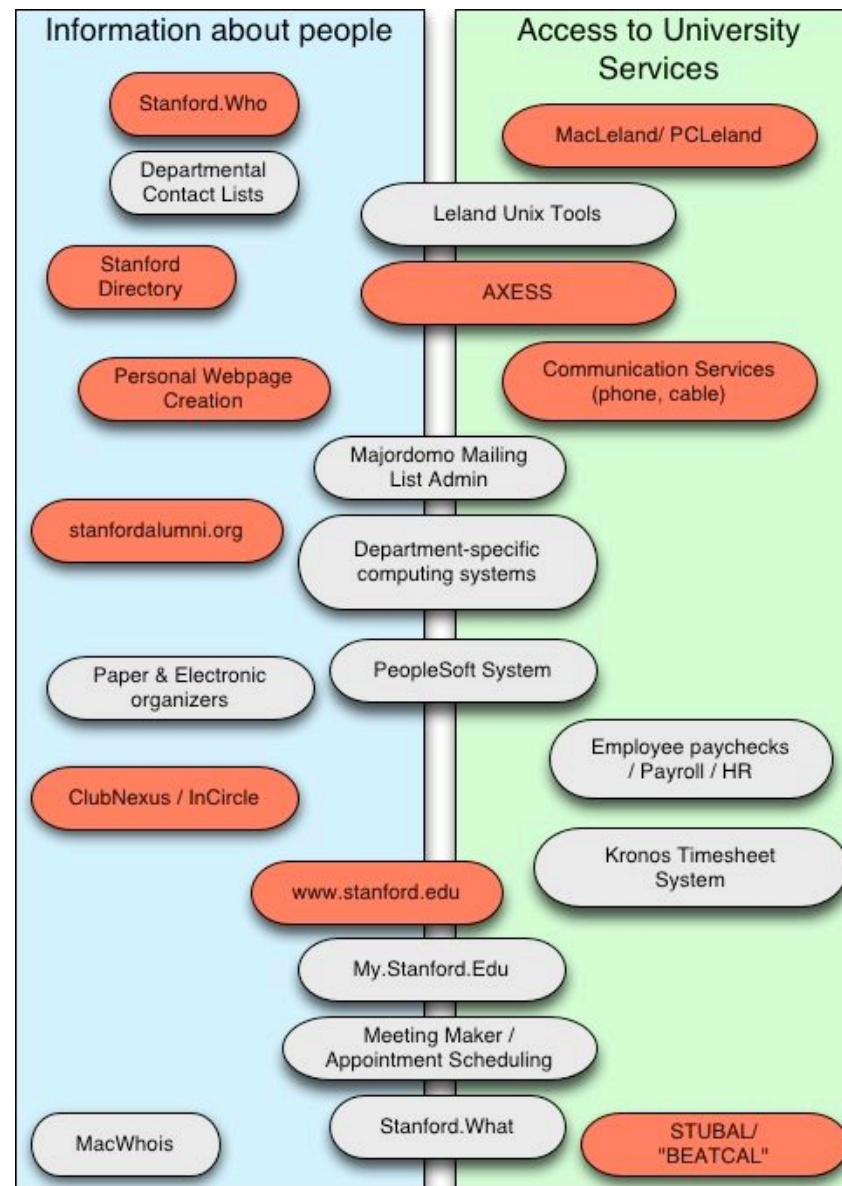
Design Principle IV

➢ Take advantage of possible integration points with other existing software and websites.

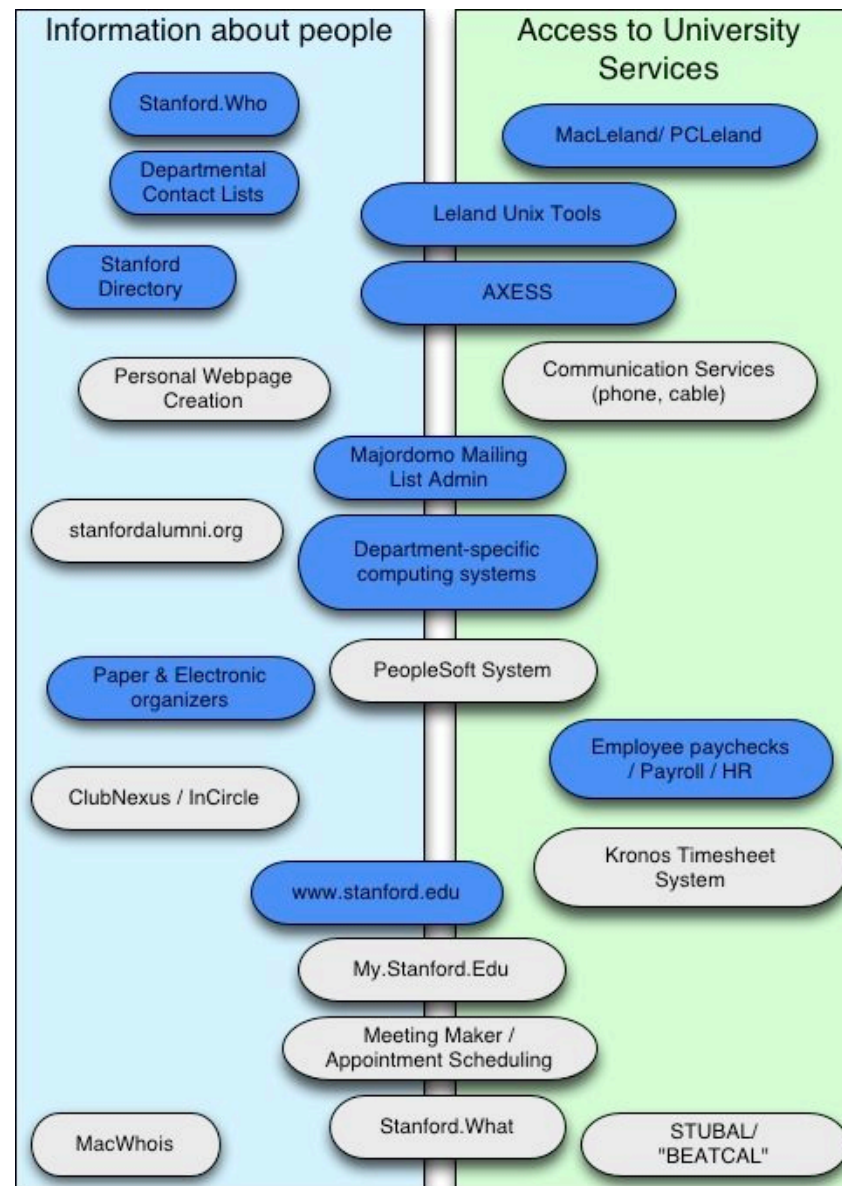**Possible Integration Points**

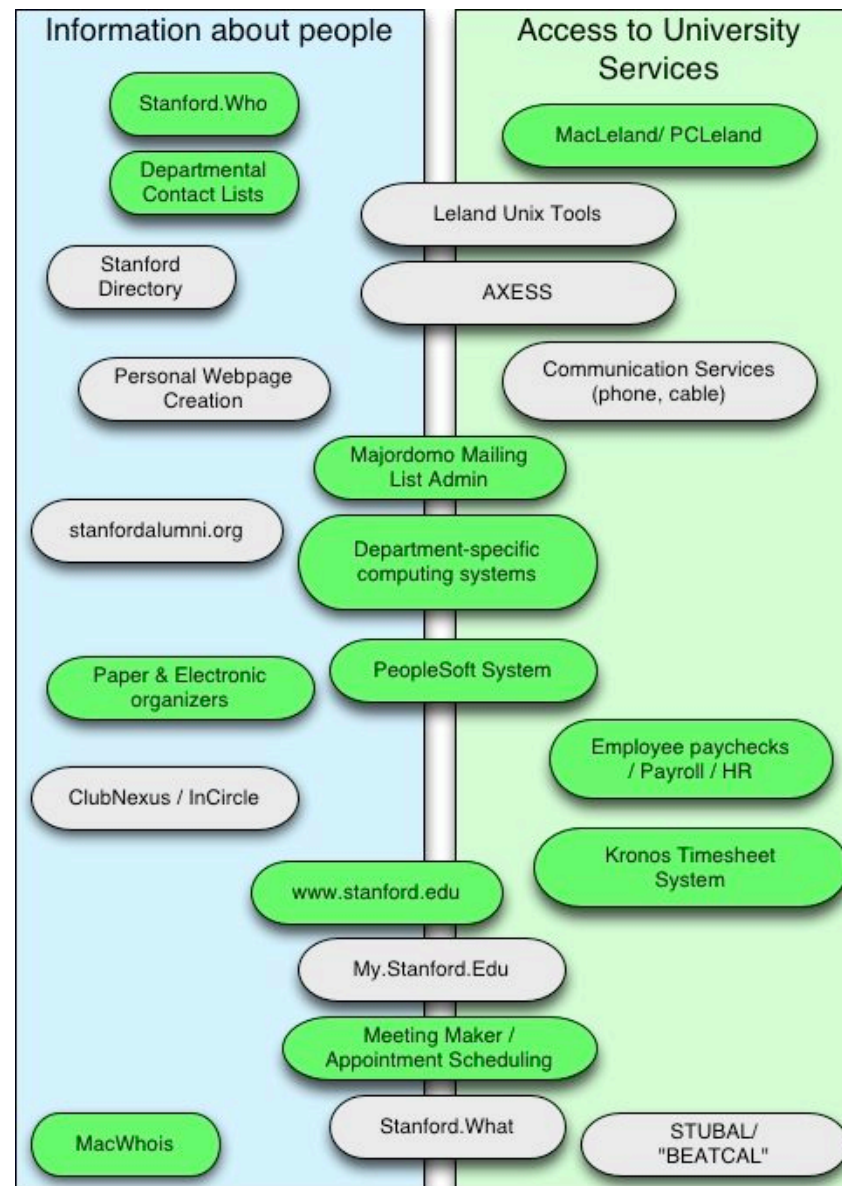Possible Integration Points
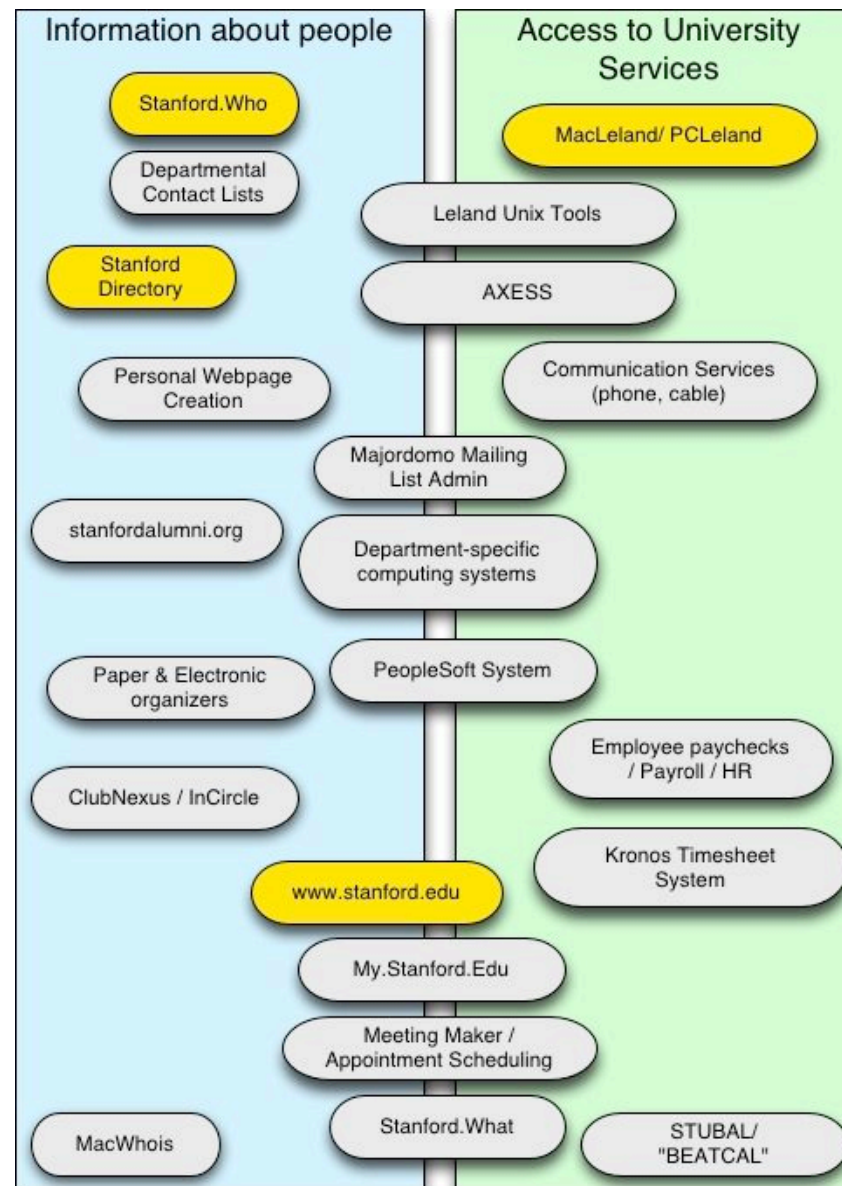
Students

Possible Integration Points

Faculty

Possible Integration Points

Staff

Information about people
- Stanford.Who
- Departmental Contact Lists
- Stanford Directory
- Personal Webpage Creation
- Majordomo Mailing List Admin
- stanfordalumni.org
- Department-specific computing systems
- Paper & Electronic organizers
- PeopleSoft System
- ClubNexus / InCircle
- www.stanford.edu
- My.Stanford.Edu
- Meeting Maker / Appointment Scheduling
- MacWhois
- Stanford.What

Access to University Services
- MacLeland/ PCLeland
- Leland Unix Tools
- AXESS
- Communication Services (phone, cable)
- Employee paychecks / Payroll / HR
- Kronos Timesheet System
- STUBAL/ "BEATCAL"

Possible Integration Points

Universal

Questions?