Shaping ASU's UX Journey: A Unified Platform for Portfolio Development

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Introduction

In the realm of User Experience (UX) it is essential for experts to not just have the design and analytical abilities but also to effectively present their projects in engaging portfolios. Team Job Me understands the impact that a crafted UX portfolio can have on its student's professional journey. This poster details the goals, approaches and findings of a research endeavor focused on enhancing the UX portfolio creation process, for ASU students.

Objectives

- In-order to understand what UX students require their objectives and what they prefer when developing portfolios.
- To assess the tools and methods currently used for creating UX portfolios at ASU.
- To create a platform that encompasses all aspects of UX portfolio development starting from brainstorming to presentation.

Methods

Utilizing a multi-pronged research approach, the study incorporated:

- Semi-Structured Interviews: Open-ended discussions provided nuanced insights into the individual experiences of UX students.
- Contextual Inquiry: Observations and follow-up questions allowed the capture of real-time, behavior-driven data regarding portfolio development practices.
- Post-Survey Analysis: Demographic and preference data were collected to understand the diverse needs within the UX student body.
- Competitive Analysis: A systematic evaluation of existing platforms (MyASU, Behance, Dribbble, UX Planet) established benchmarks for the proposed solutions.

User and Client Goals

- User goals: Provide UX students, with the tools needed to create portfolios receive advice and draw inspiration from top notch samples.

- Client goals: Enhance ASUs dedication to delivering top quality UX education through a platform that aligns with educational goals and promotes student achievement, beyond graduation.

Prototype

The platform redesign sketches illustrate a user-centric interface designed to support the ASU UX community in a structured, seamless portfolio-building experience. Key components include:

Portfolio Builder: An intuitive tool guiding students through the stages of portfolio creation, with templates and best practices.

Portfolio Review/Feedback System: Facilitating expert and peer reviews, fostering a culture of constructive critique and continuous improvement.

UX Inspiration Gallery: A curated space showcasing exemplary works, stimulating creativity and providing tangible benchmarks for students.
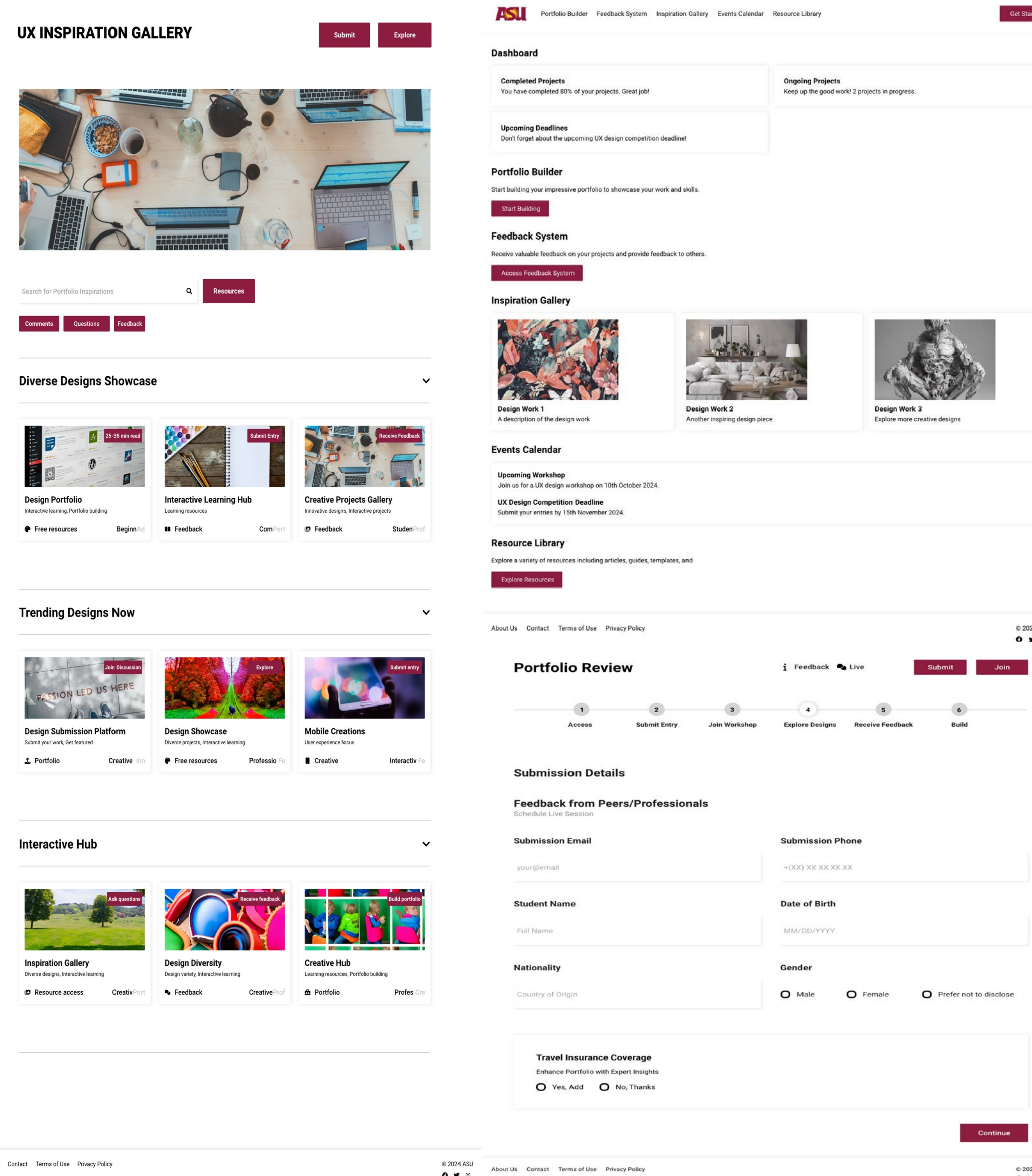
Results and insights

The research uncovered a lack of resources, for building portfolios as students desire a cohesive and encouraging platform. Important findings highlight the need for;

- Centralized Feedback Systems: There is a call for organized review procedures that match student projects, with industry and educational norms.
- Quality Inspiration Access: A collection of notch UX projects to steer and motivate student endeavors.
- Improved Discoverability: Enhancing the ASU events and club activities interface to boost community and professional involvement.

Conclusion(s)

The new platform being suggested represents an opportunity, for enhancing UX education at ASU aiming to boost the university's reputation as a place that not teaches but also highlights the achievements of its students effectively. By embracing this platform ASU can anticipate enhancements, in the skills and work quality of its UX graduates.

References

- Mara, A. (2024). UX on the Go: Agile Development and Design. ASU Press.
- Easwaran, A., Liu, D., Mahajan, M. S., Deb, S. (2024). Crafting Excellence: A User Research Project on UX Portfolios at ASU. Arizona State University.
- User Interviews, Competitive Analysis, and Student Feedback: (Refer to Appendices for comprehensive data visualization and analysis)

Acknowledgment