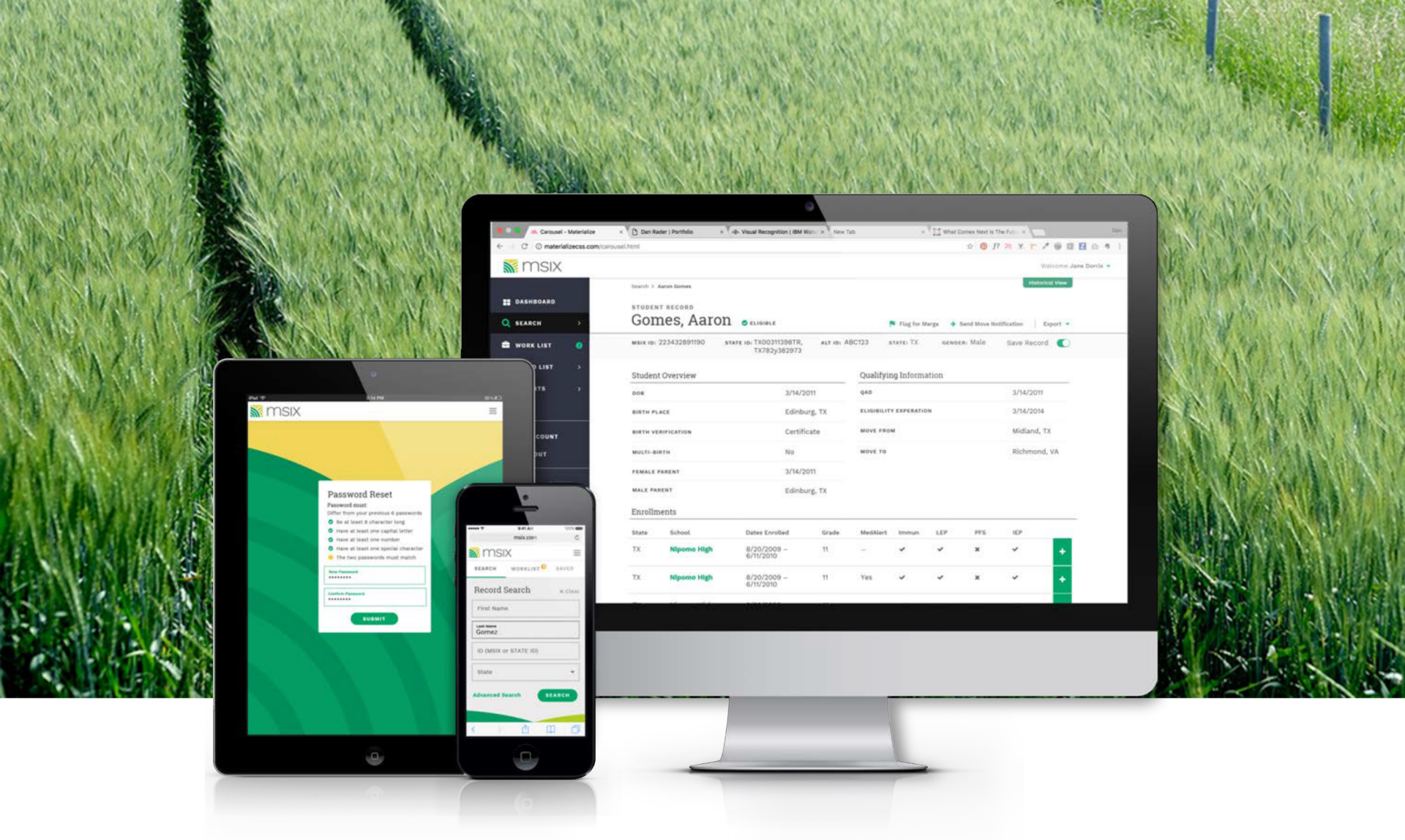

MSIX | Migrant Student Information Exchange

Applying Human Centered Design

by Emily Ryan

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HUMAN CENTERED DESIGN

- A creative approach to problem solving.
- Build empathy with the people you’re designing for.
- Source problems rather than seek solutions

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HUMAN CENTERED DESIGN

Discover

Deploy

Design

Develop

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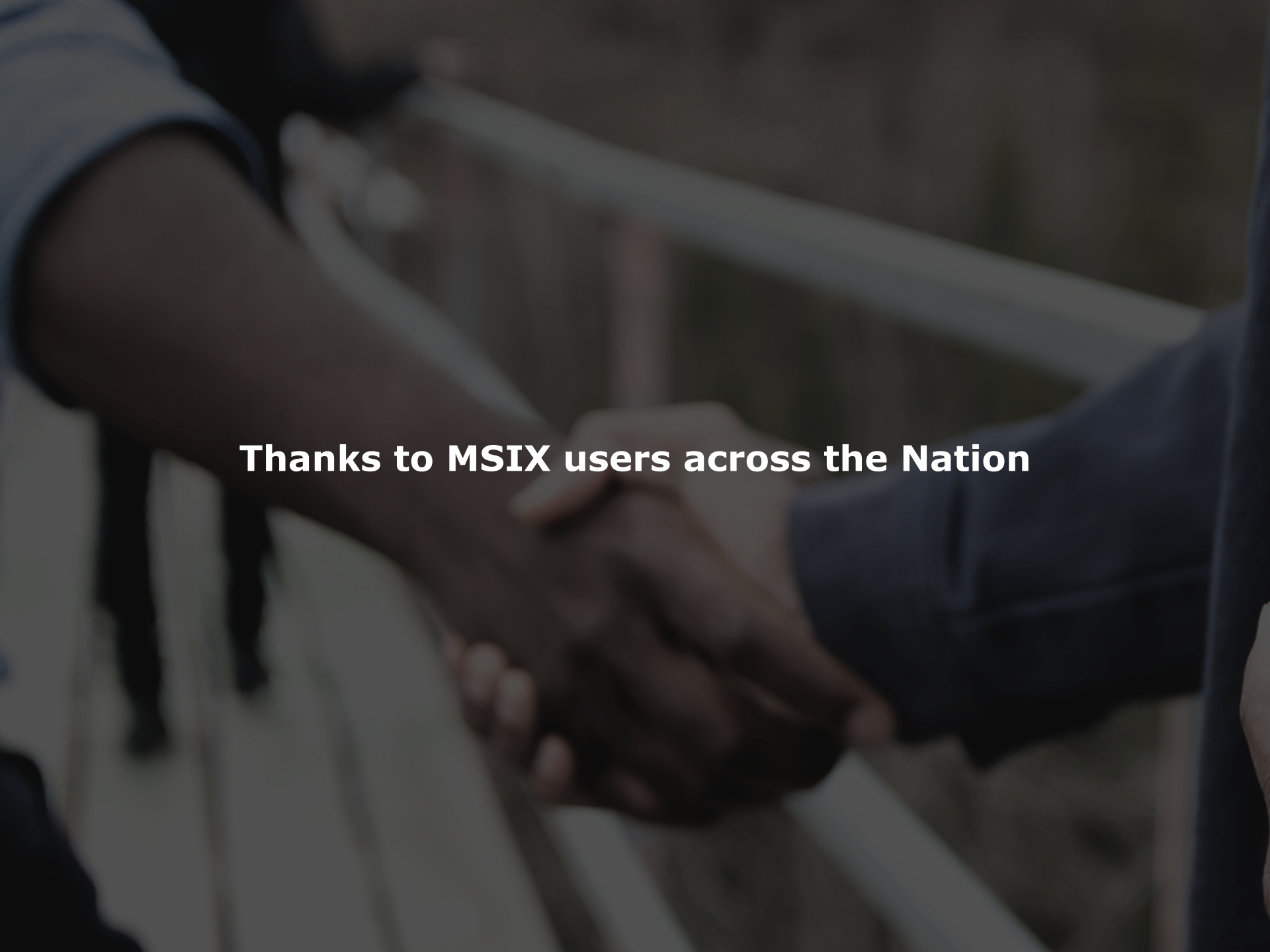
Thanks to MSIX users across the Nation

What we heard…

Reset my password

> I try to reset passwords as quickly as possible because generally when [users] are requesting this password change they are sitting at their computers waiting for MSIX, they have an immediate need and I don't want to hold them up.

Search Record(s)

> I need to look up student records on the phone. The other day, I was doing a COE on a returning student and he couldn't remember the town he was born in, so I was trying to find out though MSIX what we had put down.

Save the record

> Re-interviewing is part of the quality assurance process. Our recruiters love to get more students, but sometimes they are in a hurry and work too quickly and an error might have gotten into the system. So we go back with about 75 kids every year and re-interview. We reintroduce ourselves to the family and basically tell them we're checking not on them but on our ability to correctly get their data.
>
> I have families I work with regularly and I need to be able to quickly find them, especially when I've just arrived at that family's house.

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What we heard… (cont.)

Move Notice

I seem to notice that Location A seems not be aware that the student has departed and they have not indicated in their enrollment records that the student has departed or withdrew from their district.

If someone is out there working with a family and they mention they are moving tomorrow, they can come back and do it at their computer or if they have a smartphone they might decide to log on and send it now.

Data Request

I did not hear back from the data specialist so I am assuming it was resolved.

We want to be better at being diligent in sending notifications, diligent in making ourselves available to answer follow up questions.

Flag for merge

In terms of worklist items and mergers, we haven't really run into issues with that. I don't necessarily deal with that on a day to day basis. The feedback I hear from data specialists is that they usually receive feedback or can figure it out themselves. I have not heard a lot of complaints.

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How we answered…

Improve the user experience of our platform

We wanted to build a product that was accessible anytime and anywhere. Our solution also provided the opportunity for the actual site to adapt to change—new needs, regulations users, etc. We designed it to be flexible, so we can continue our conversations with you all, gather more feedback, solve different problems and design new solutions.

Refocus our identity to highlight people

Through a brand refresh, we were reminded that this program is about people. It's about you all in the field, migrant families and students. The MSIX visual identity is a representation of the program's unique mission and on-the-ground work force. The visual identity will be dynamic and confident while grounded and relevant to its audience. It will have clean & crisp aesthetics balanced with modern tones.

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Forming design tenets

People First

Valuing the user needs over technical parameters.

Mobile First

Mobile first – Keeping in mind when, where and how users need access to information.

Delivery First

By providing a solid foundation for constant improvement, we will remain open to feedback, flexible for change.

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Defining a New Identity

Brand Exercises

Our team participated in Branding Workshops to:

- Evaluate desired brand characteristics
- Explore preferred aesthetics
- Begin to define the visual identity

Mood Boarding

We explored visual metaphors to define an aesthetic direction.

Brand Presentations

Armed with a clear direction for our brand, we were able to make thoughtful decisions on the multiple directions we were presented.

Our Brand Mantra

The MSIX visual identity is a representation of the program's unique mission and on-the-ground work force. The visual identity will be dynamic and confident while grounded and relevant to its audience. It will have clean & crisp aesthetics balanced with modern tones.

While keeping the Department of Education and it's Migrant Education program in mind, MSIX will feel modern and strong, bringing a fresh yet familiar appeal to its core color palette.

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Defining a New Identity

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Show & Tell

Meet Mari G.

Detail-Oriented, Responsive, Skilled Communicator

"I meet with migrant families in my region to assess enrollment eligibility for the Migrant Program."

Age:
36

Occupation:
Migrant Recruiter

Location:
Texas

Goals

To find and recruit eligible migrant students residing within the boundaries of his specified region into the Migrant Program.

To quickly and efficiently send out time sensitive move notifications to other states.

Needs

Search and display student records through a secured means in the field.

Create a more efficient process for flagging student records and initiating the merge and split process.

Increased communication between states

How Mari Works

Mobile
Mari's work phone helps her keep in touch on the go, though she desires a more mobile friendly interface that would allow her to easily navigate the site while in the field and send time-sensitive notifications to regional and state offices.

Desktop
When he's back in the office, Jason uses his laptop to input student information into the system based on his notes from the field. In addition, he sends out move notifications when applicable.

Mari’s journey

Get on the field access

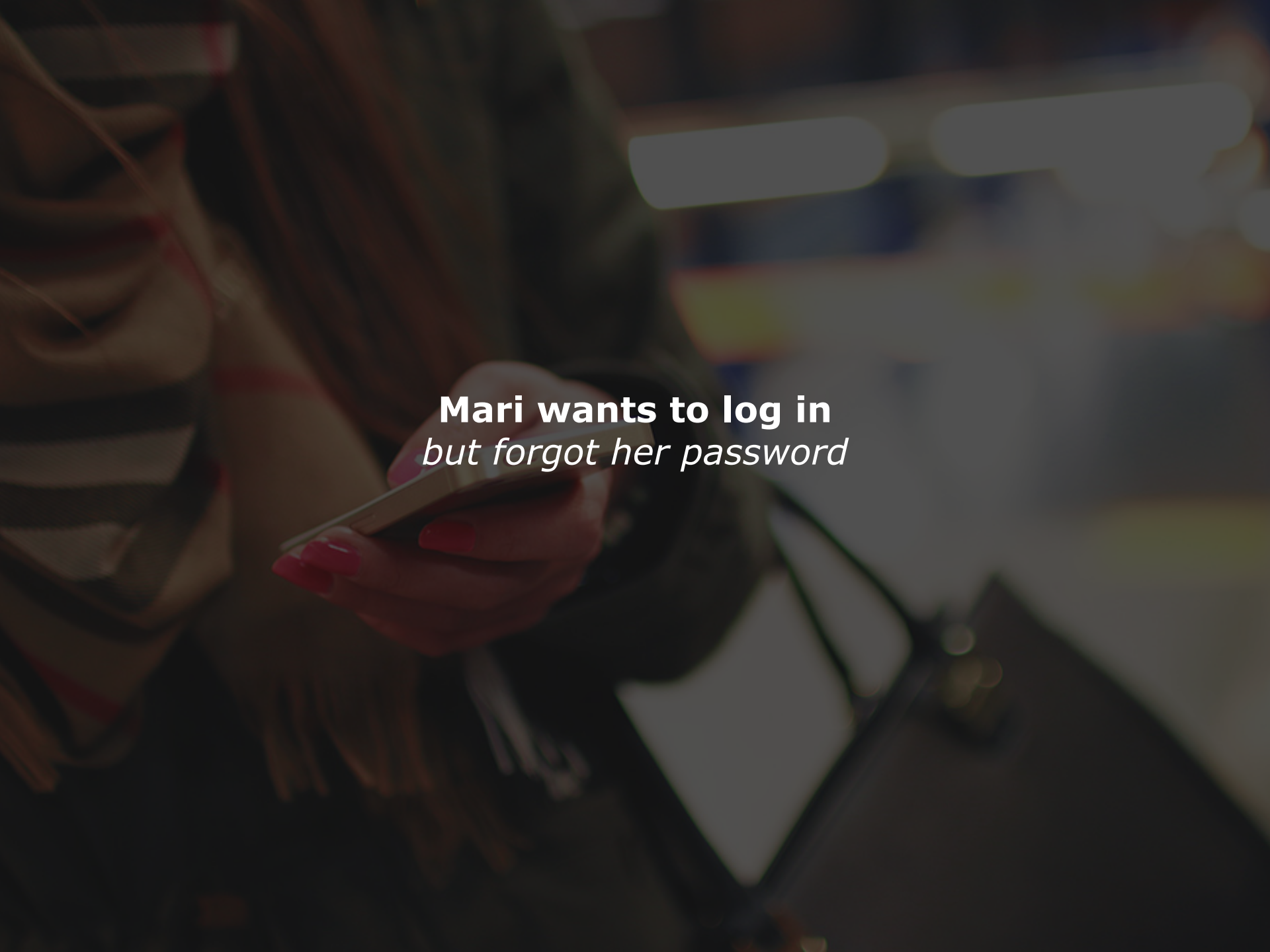
View her Student’s Record

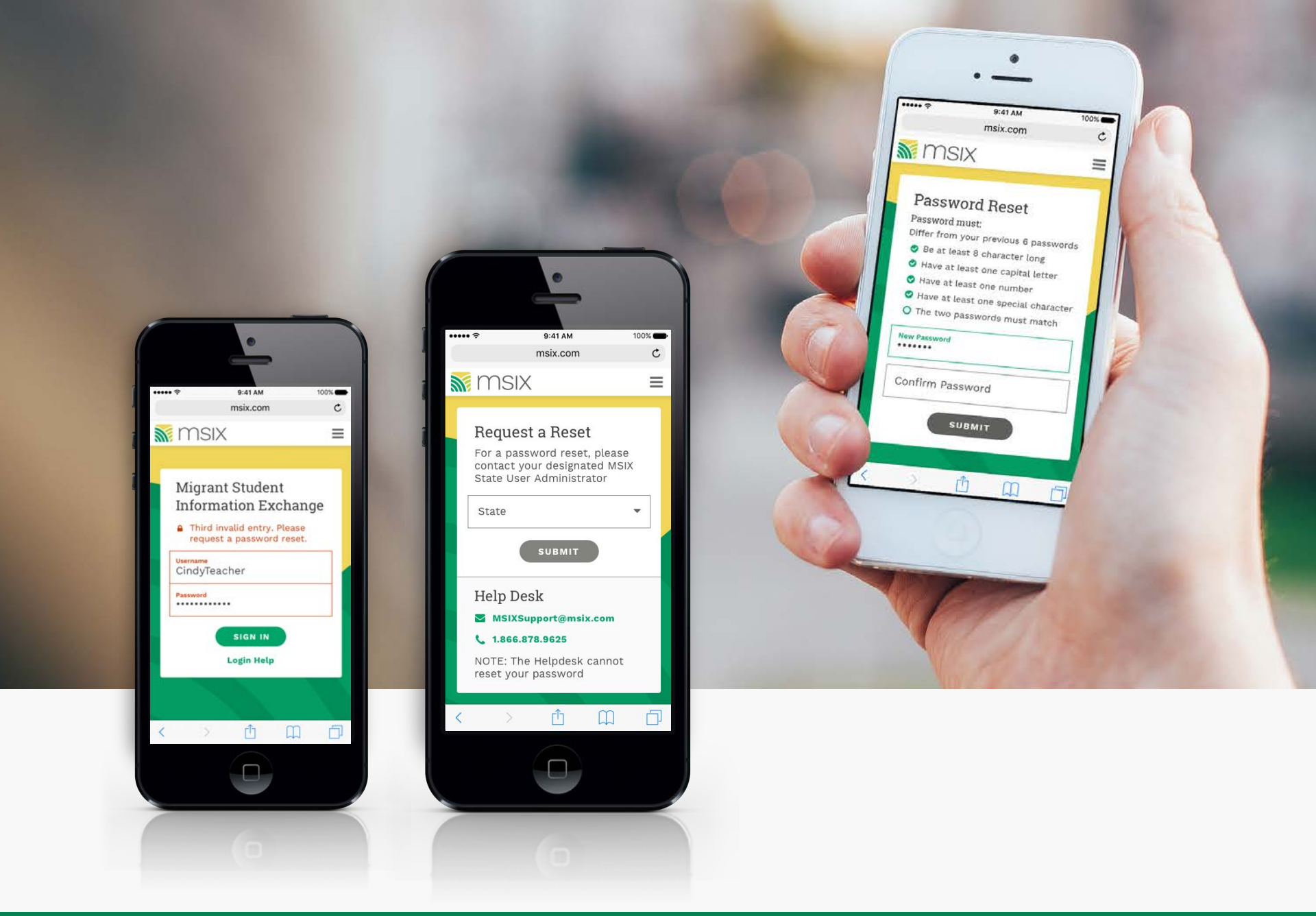
Save that record for future access

Merge a Record

Ask for more data

Notify a move


Mari wants to log in
but forgot her password



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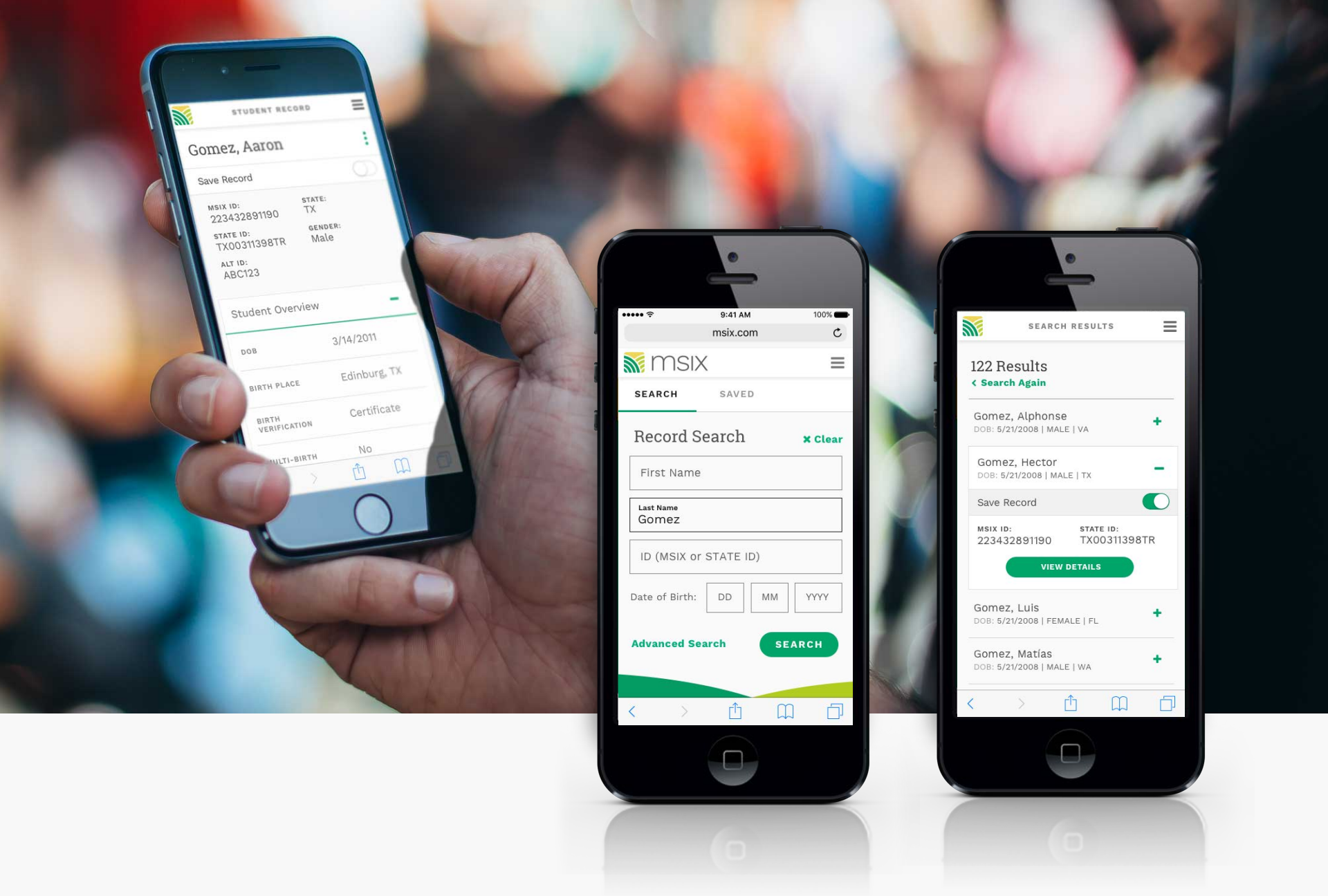
While meeting with the parents,
Mari wants to review the students records



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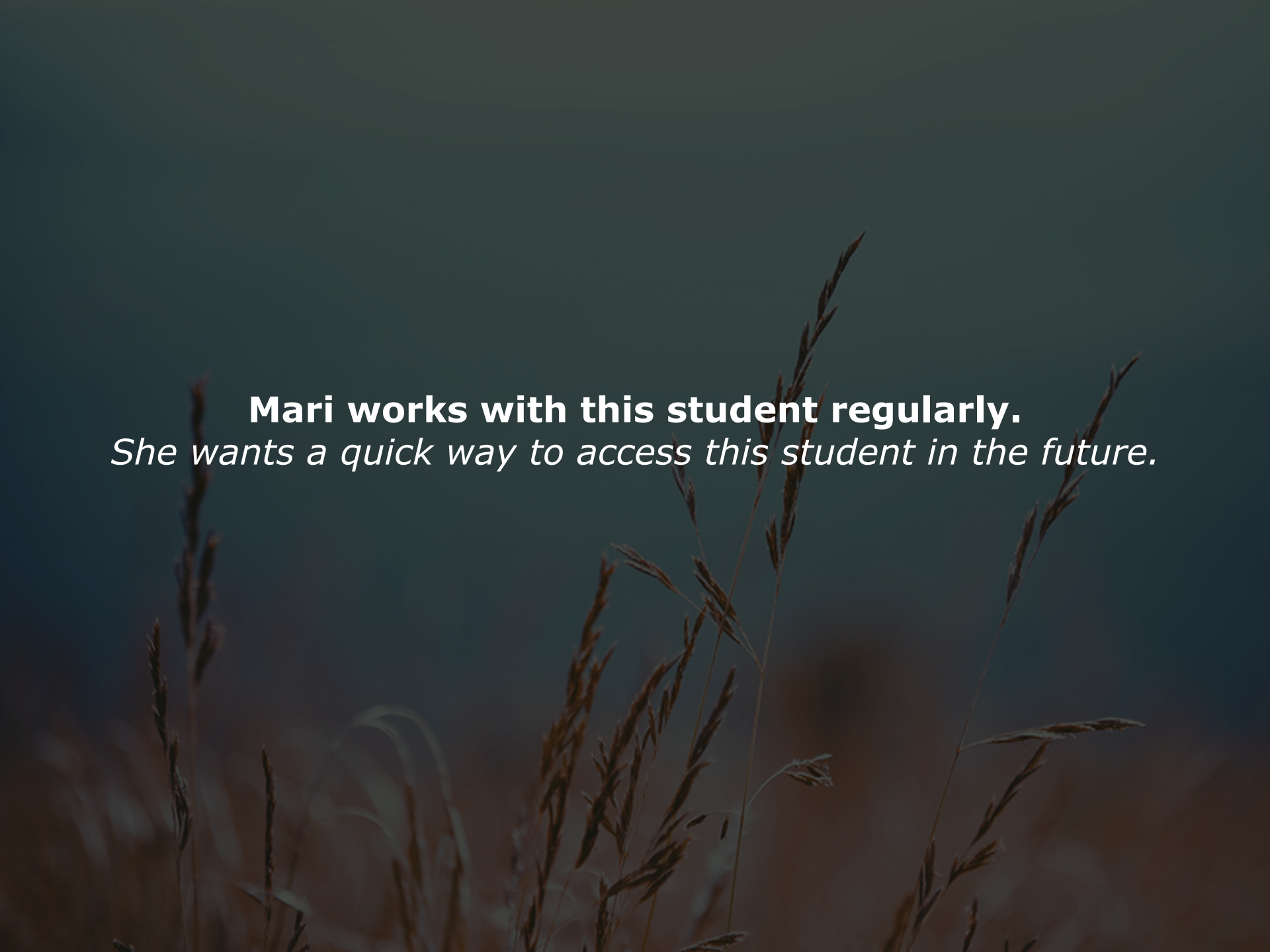
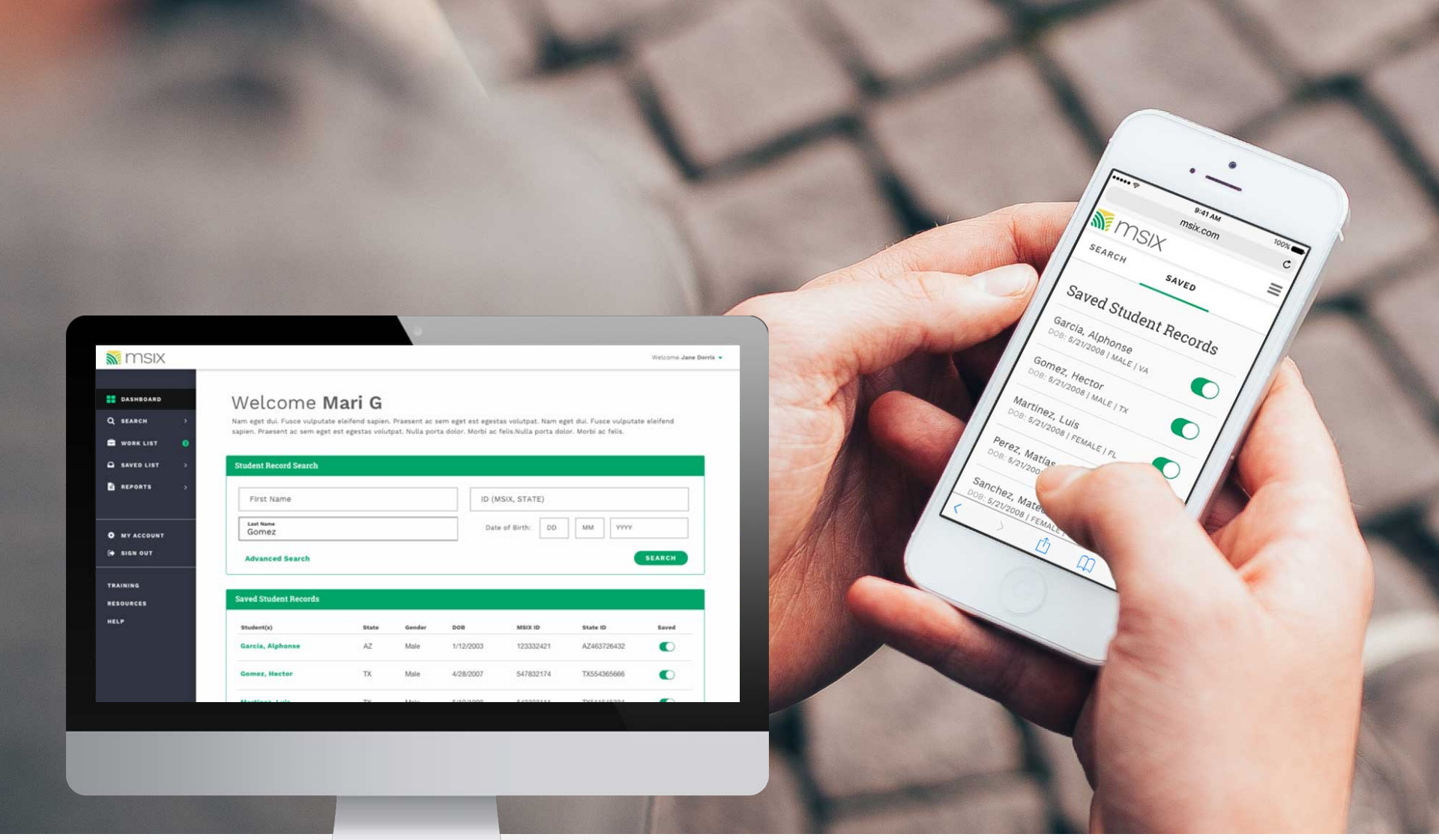

Mari works with this student regularly.
She wants a quick way to access this student in the future.



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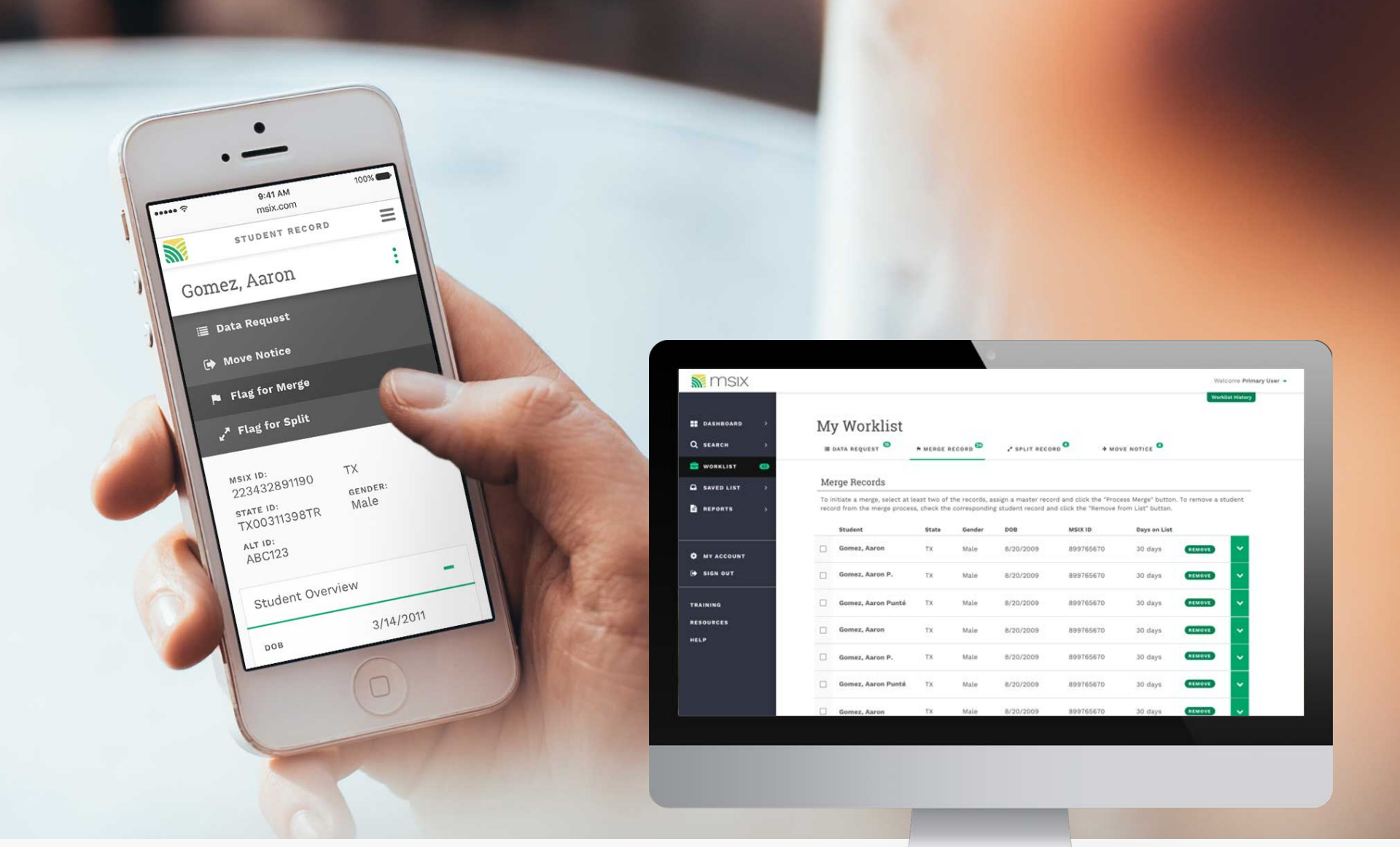
When reviewing the record,
Mari identifies an opportunity to improve data quality



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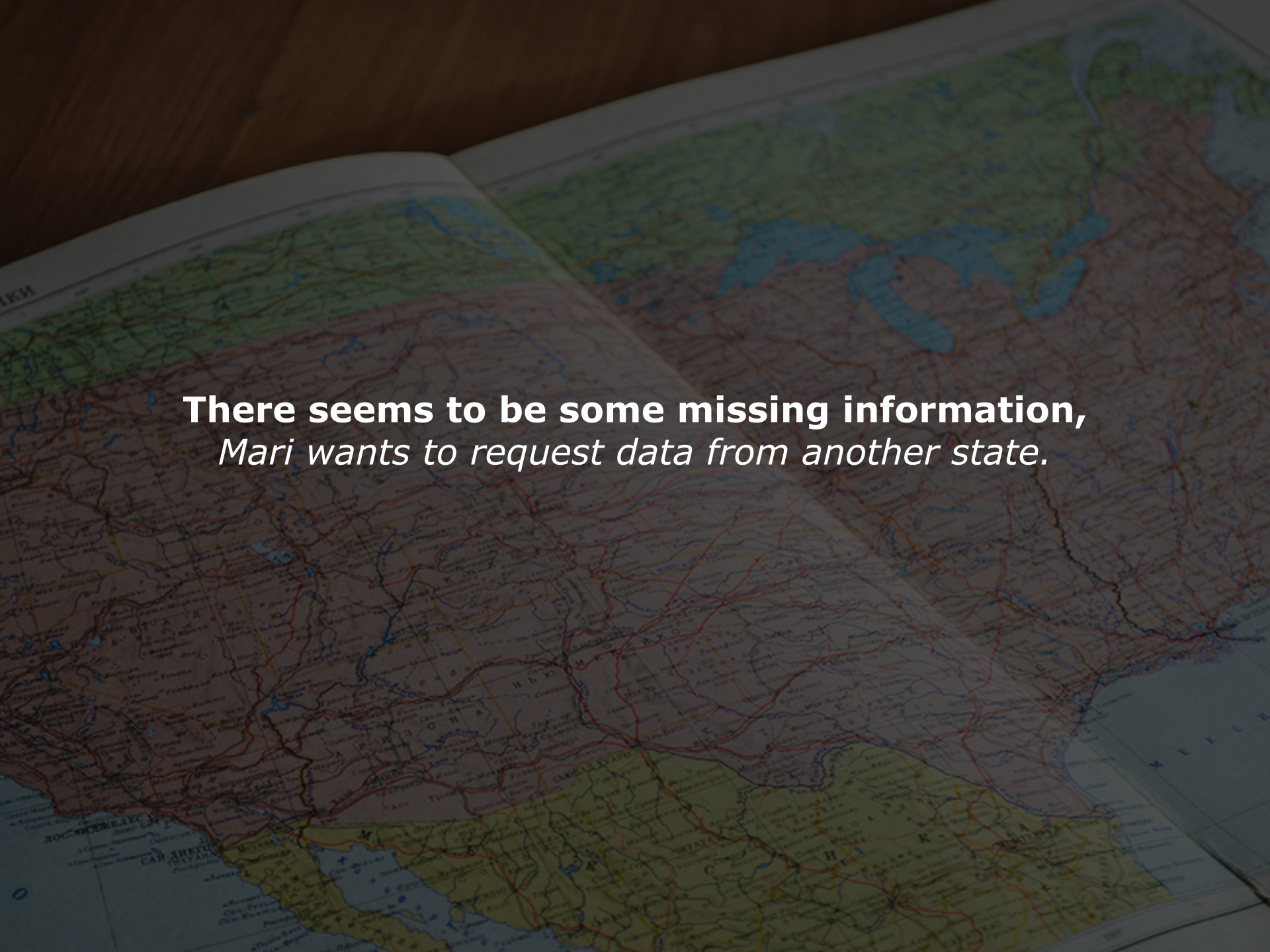
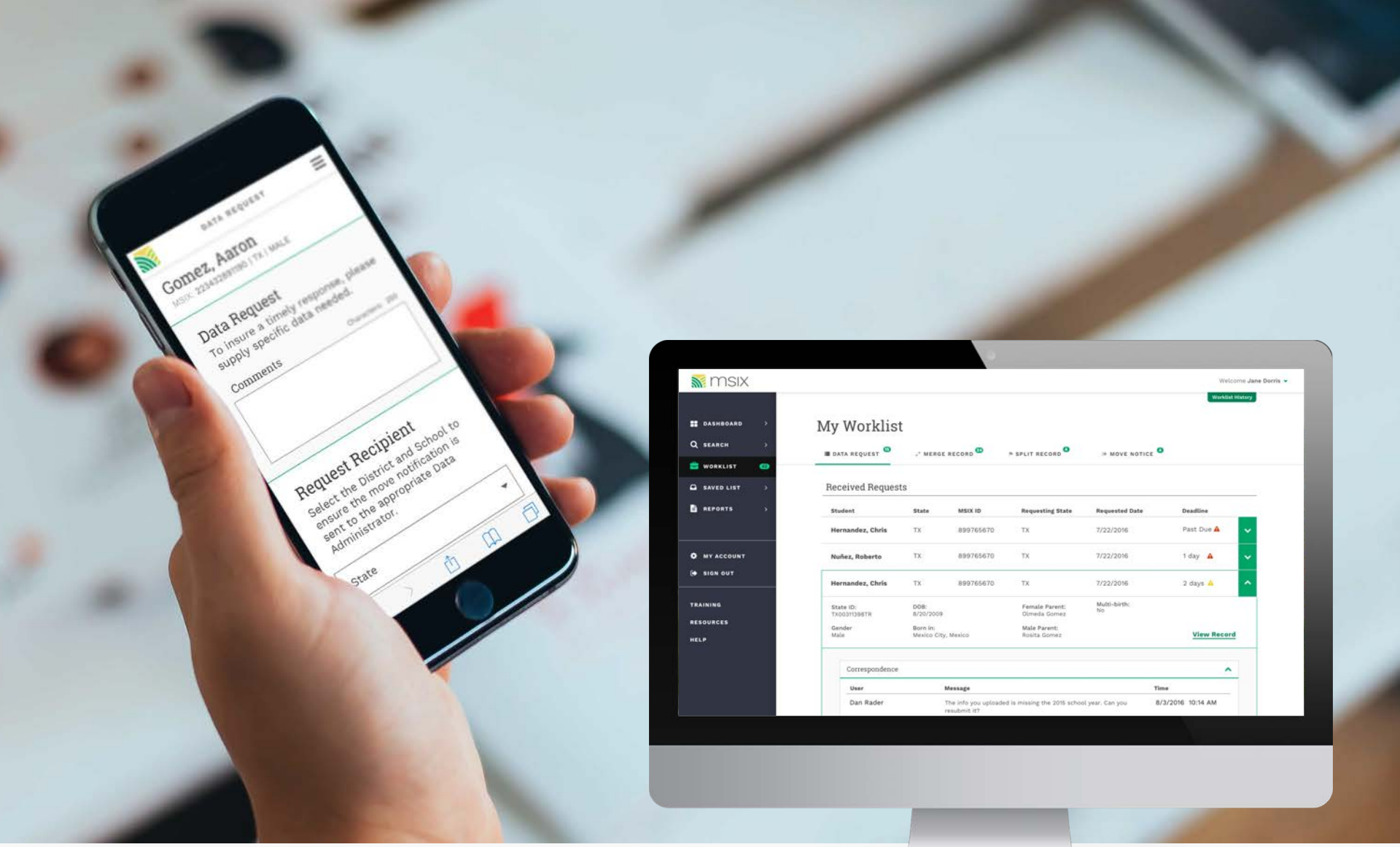

There seems to be some missing information,
Mari wants to request data from another state.



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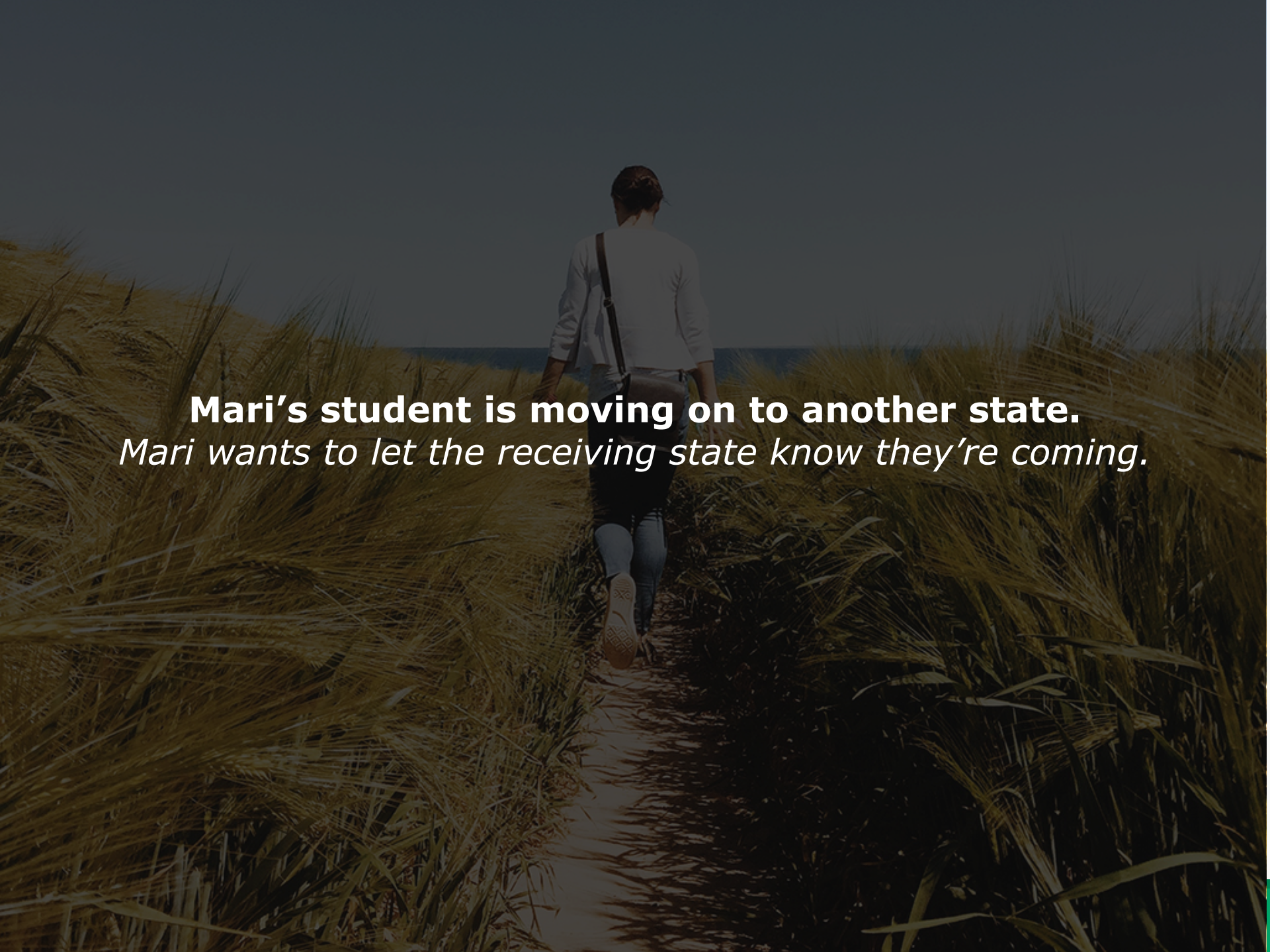
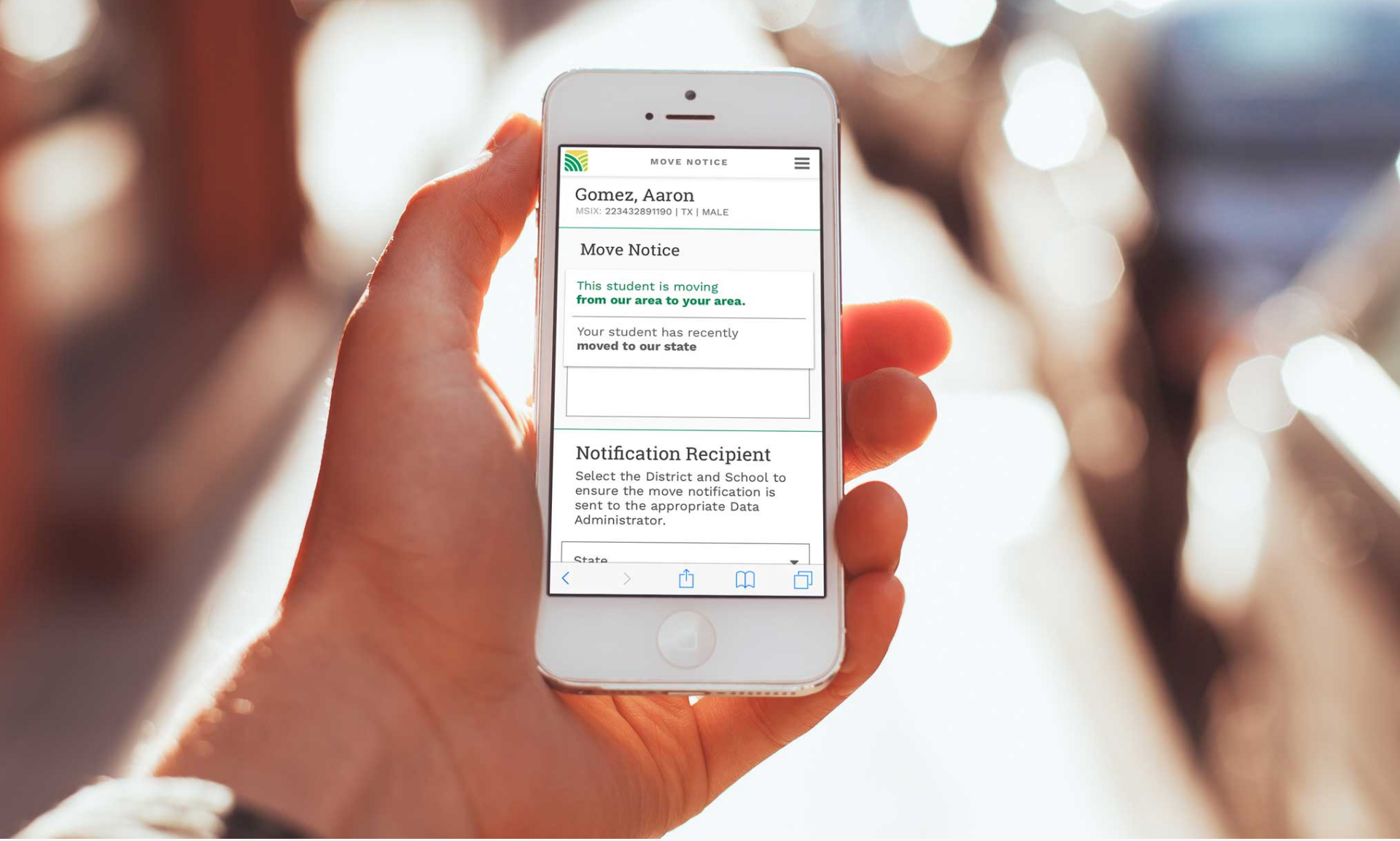

Mari's student is moving on to another state.
Mari wants to let the receiving state know they're coming.



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Mari’s journey in Review

Reset Password

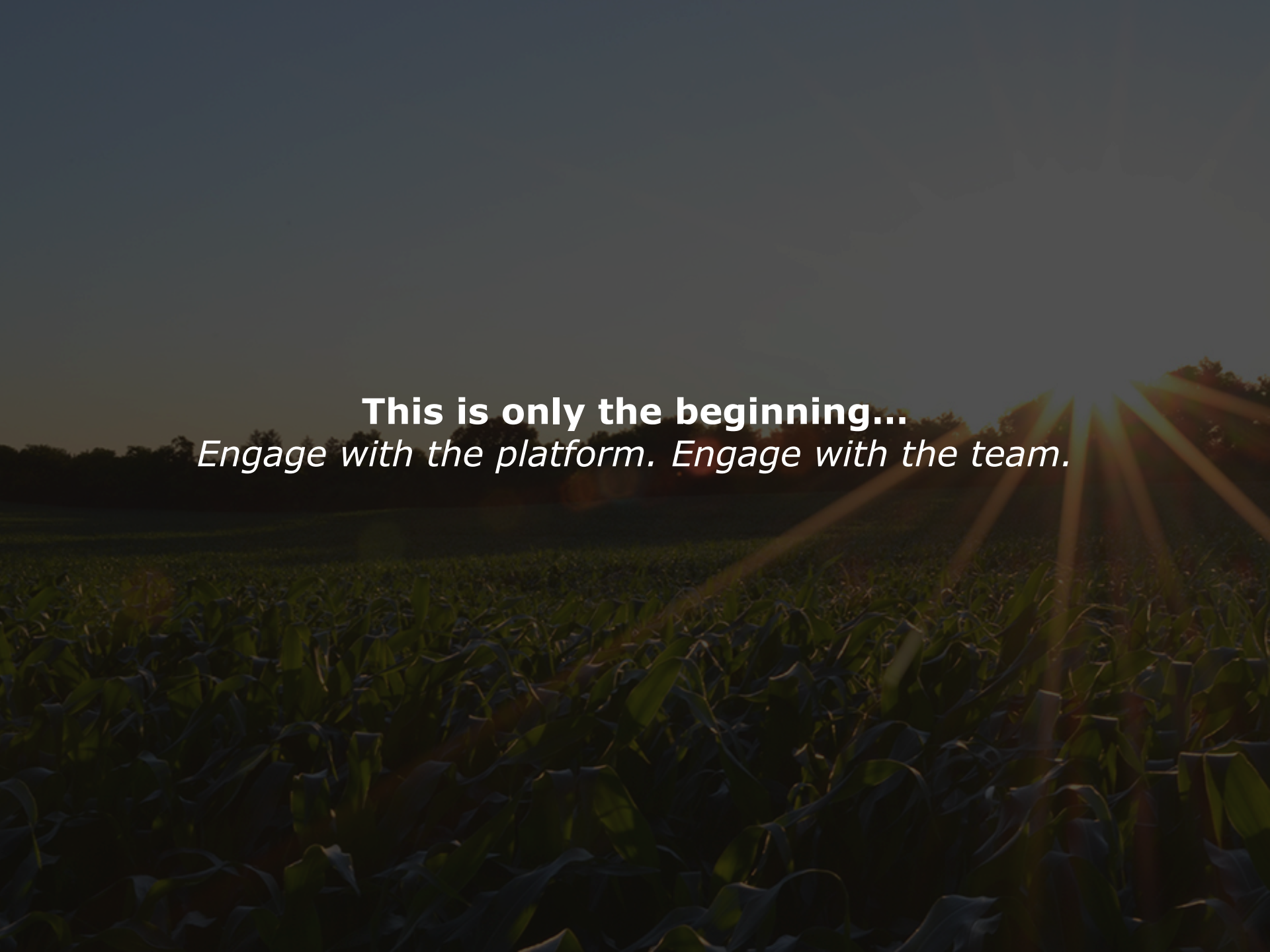
Searched & Viewed a Student Record

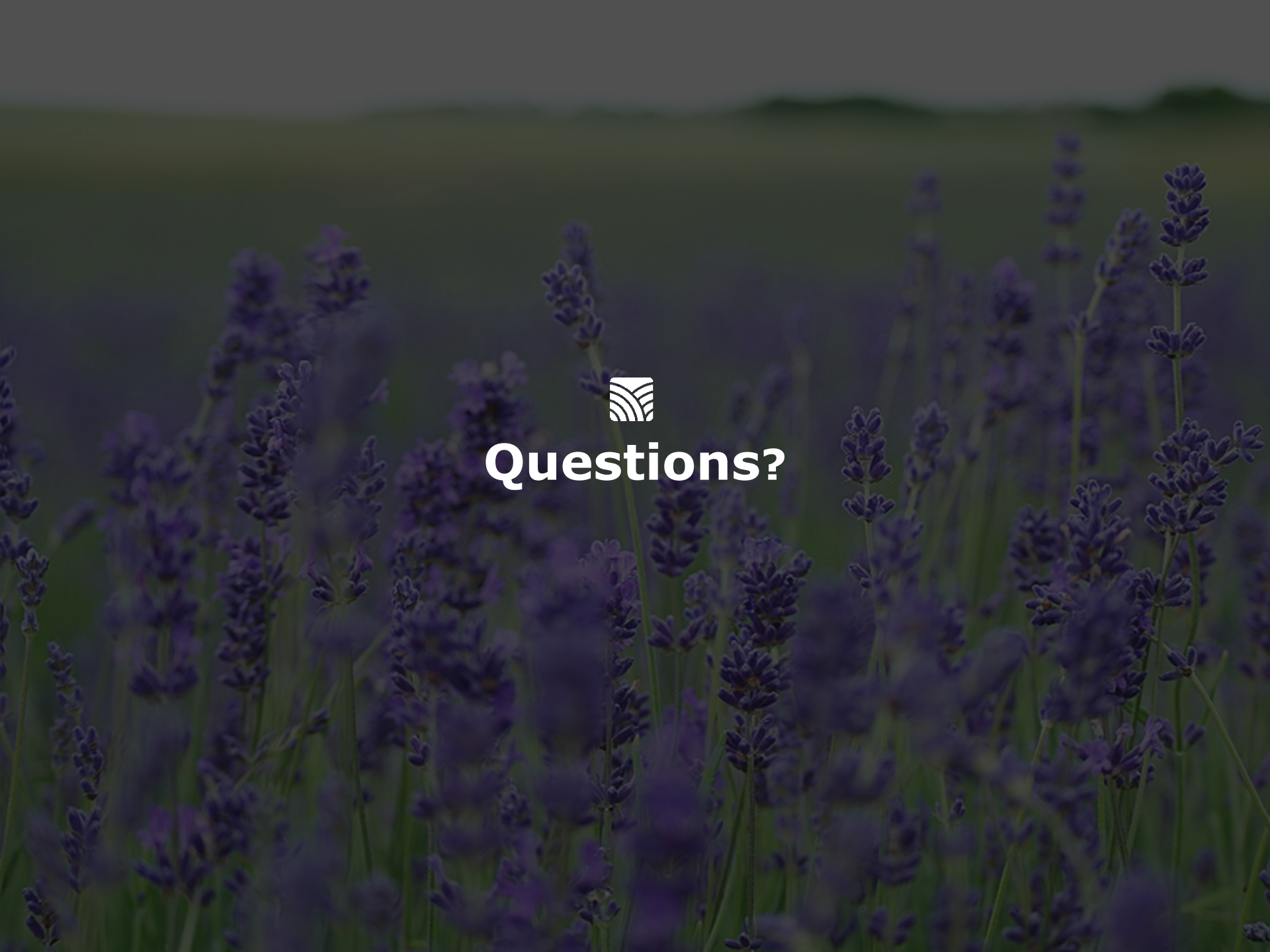
Saved a Record

Merged a Record

Requested Data

Sent a Move Notice


This is only the beginning…
Engage with the platform. Engage with the team.


Questions?