

Cradle-to-Career Data and Tools and Community Engagement Advisory Boards Staff Report

Date Report Issued: June 27, 2024
Attention: Members of Data and Tools and Community
Engagement Advisory Boards
Subject: **User-Centered Design of Student Pathways Dashboard**
Staff Contact: Ryan Estrellado, Director of Data Programs

At this meeting, the members of the Data and Tools Advisory Board and Community Engagement Advisory Board will have the opportunity to learn about Cradle-to-Career Data's (C2C) User-Centered Design (UCD) process. This will include a participatory feedback session for the most recent designs of the Student Pathways Dashboard.

Requested Action:

There is no requested action for this item. This is an informational item only.

Background:

[Ed Code Sec 10867\(b\)\(4\)\(A\)](#) charges the Office of Cradle-to-Career Data (Office) with "Implementing public educator- and researcher-facing tools and supporting their use by [...] Leading user-centered design and testing processes."

UCD and testing processes are central to work currently underway on the Student Pathways Dashboard, which will be the first dashboard released by C2C. This staff report and accompanying board presentation will:

1. Provide an overview of user-centered design and testing processes at C2C
2. Lay the groundwork for a participatory feedback session on the Student Pathways Dashboard that will take place during the July 10 Joint Advisory Board Meeting

Overview of User-Centered Design Process at C2C:

UCD is a widely-implemented design process that means designing from the point of view of the user. Though details can vary across industries, it is always true that UCD is an iterative design process that uses a variety of research and feedback techniques to continually prioritize users and their needs. UCD processes at C2C are based on best practices for designing products and experiences.

At C2C, the UCD process can be broken down into 6 steps:

1. Research
2. Synthesis
3. Brainstorming
4. Prototyping
5. Testing
6. Revisions

The following table defines each of these steps and includes examples of their application during the design process for the Student Pathways Dashboard.

UCD Step	Definition	How Does it Look for the Student Pathways Dashboard?
Research	Defining user groups Identifying the goals, needs, and constraints of users Identifying the goals, needs and constraints of stakeholders	Community convenings and interviews during 18-month planning process Community Conversations with members of the public and teachers/administrators in Oakland, Sacramento, and Ontario

	Examining similar products and services	Review of longitudinal data systems in other states and CA agencies
Synthesis	<p>Finding patterns and themes across user groups and stakeholders</p> <p>Prioritizing goals and needs to address in product development</p>	<p>Development of personas to synthesize user needs</p> <p>Summarizing input from planning process to formalize Pathways Dashboard description on C2C website</p> <p>Development of key questions to address in dashboard</p>
Brainstorming	Ideating possible solutions for meeting user needs	Continual work at C2C, along with design contractors Chapter 3, to propose data visualizations, story structure, and companion materials (e.g., tutorials) that will address user needs
Prototyping	Creating mock-ups or other low-resolution products	<p>C2C creates documents, drawings, and data visualization ideas</p> <p>Chapter 3 creates clickable prototypes of data visualizations and the full dashboard</p>

<p>Testing</p>	<p>Using prototypes to get feedback from stakeholders and users about what works and what doesn't work</p>	<p>Internal review to ensure alignment with goals of planning process and with currently available data</p> <p>Monthly feedback from data providers</p> <p>Community Conversations with members of the public and teachers/administrators in Oakland, Sacramento, and Ontario</p> <p>Online sessions with Data for the People advocacy group</p> <p>Feedback from Advisory Boards and Governing Board</p> <p>Planned online feedback form for the public</p>
<p>Revisions</p>	<p>Iterate on the prototype, and re-test, until the needs and goals of users and stakeholders have been met</p>	<p>Regular revision of dashboard prototypes and companion materials, based on user feedback</p>

Preparing for the Participatory Feedback Session:

As part of our UCD process, we will use the majority of the UCD session at the Joint Advisory Boards meeting to get feedback on the Student Pathways Dashboard from the stakeholders, users, and user advocates who sit on the Advisory Boards.

We will be showing you prototype elements of the Student Pathways Dashboard and facilitating a feedback session focused on the two following broad questions:

1. What works well in the current design?
2. What can be improved? Any ideas for how we might improve it?