RESEARCH

Scope

Objectives

Let the users to communicate with MMU University online system in one platform.

Audit

Business and marketing plans

	Marketing Theme: Convenient and fun platform
Category	**Strategy**
Users:	MMU University students
What is important to users based on their behaviour:	1. Students want a playful campus environment. 2. Students are motivated the most by music and grades. 3. Students want to play games and watch dramas after finishing study. 4. Students prefer multifunctional application.

Existence of this project:	Students able to communicate with MMU University online system in one platform.
What sets this project apart from the rest:	1. A platform that creates informative and convenience to students. 2. One access password and ID to all MMU online systems (i.e Camsys and MMLS).
Goals:	1. Students can communicate with MMU system frequently. 2. Students want to have a multifunctional and convenient platform.
Platform to be presented:	Mobile Application
What will trigger users to think of this project:	1. An informative and convenient platform.

Branding Strategy

Brand Story	Description
Brand Vision	All students in MMU University visit MMU online system in one platform.
Brand Values	1. Students know the latest and useful information. 2. Students access one platform and remember only one password.
Users Promise	Students can get Information from all MMU online systems in one platform.
Collaboration	1. SRC

Competitors

Schoolgy, StudyBlue

Stakeholder Interviews

1. **Product vision**

   a. Students able to gain related information from this platform.

   b. Students able to access this platform with only one password.

2. **Risks**

   a. The application is not known among the students.

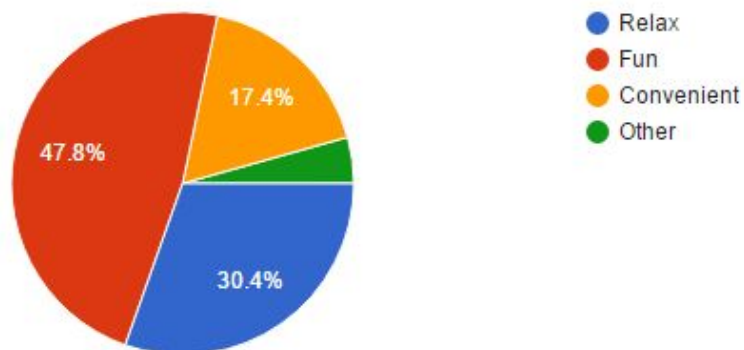   b. Students do not know the intention of this application.

3. **Constraints**

   a. Students do not think that one platform can link to all MMU online systems.

   b. Students ignore the application if they think it is an extra for them.
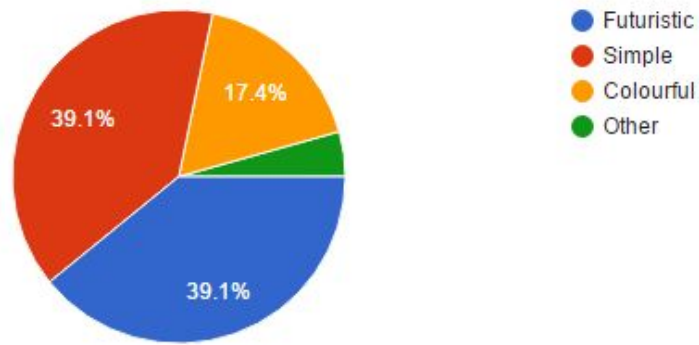
User Interviews & Observations

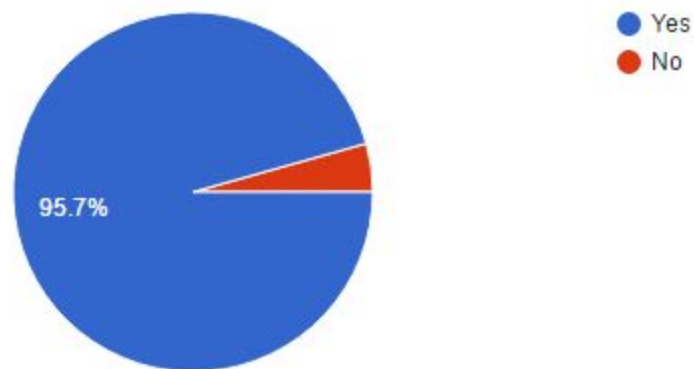## Which platform do you often to use ? (23 responses)

- Phone
- Tablet / Ipad
- Computer
- Other

73.9%

21.7%
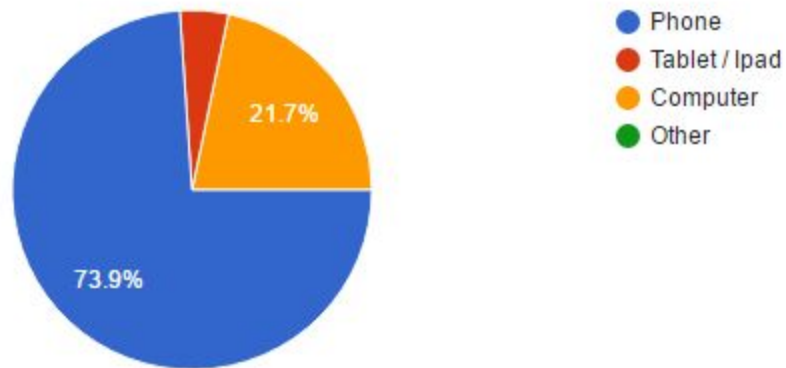
What is the purpose for you to download the apps ? (23 responses)

- Relax
- Fun
- Convenient
- Other

47.8%

17.4%

30.4%

What kind of design will attract you to download the apps ? (23 responses)

- ● Futuristic
- ● Simple
- ● Colourful
- ● Other

39.1%

17.4%

39.1%

Do you prefer multi-function apps ? (23 responses)

- ● Yes
- ● No

95.7%

Do you prefer BGM (Background Music) in apps ? (23 responses)

- Yes
- No

26.1%

73.9%
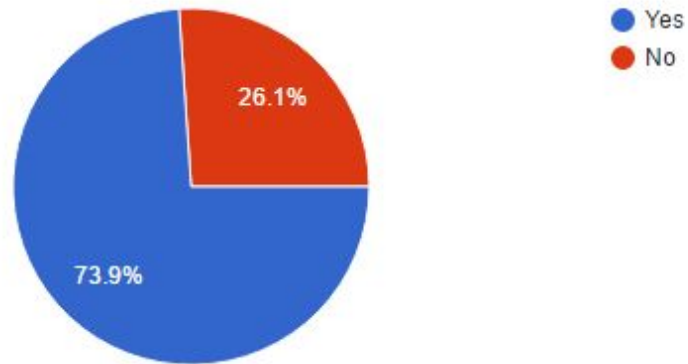
What kind of BGM do you like ? (23 responses)

- Relaxing
- Rock
- Happy
- R&B
- Other

17.4%

73.9%
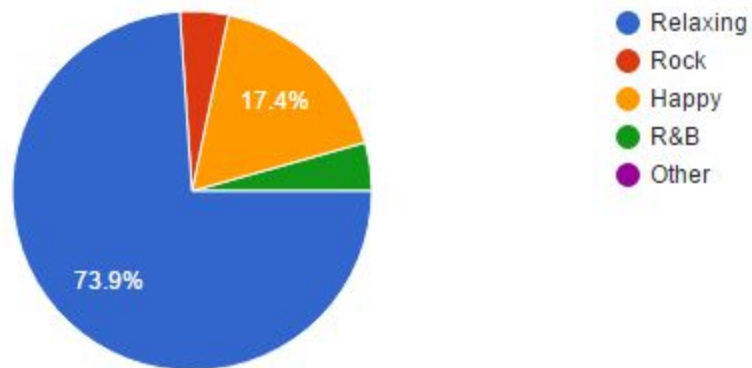
Which platformer design do you prefer ? (21 responses)

Legend:
- 2D
- 3D

71.4%

28.6%
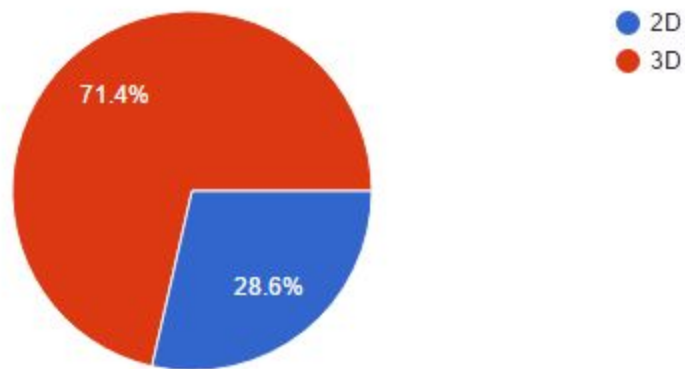
Which shape do you like ? (22 responses)

- Square — 22.7%
- Circle — 50%
- Diamond — 27.3%
- Other
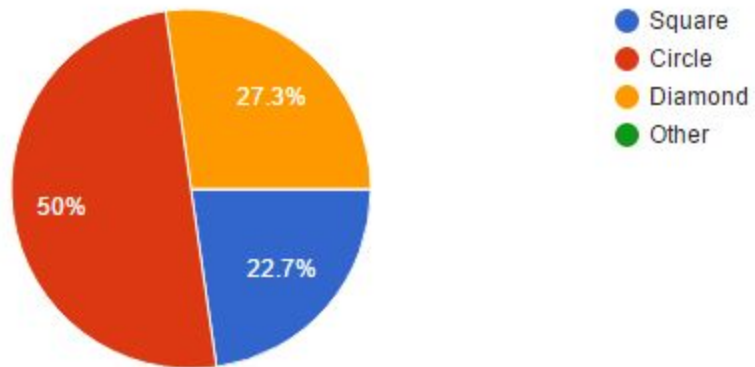
What kind of apps do you often download ? (23 responses)

- Game — 47.8%
- Education
- Music — 39.1%
- Other — 8.7%
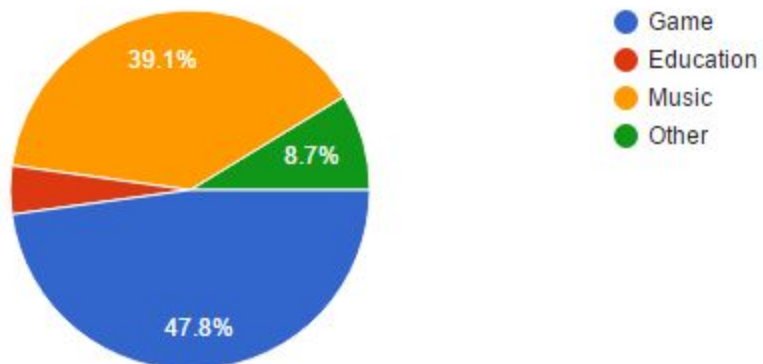
What would motivate you to study? (20 responses)

Legend:
- Grade
- Music
- Food
- Environment
- Other

Values shown: 20%, 20%, 25%, 30%
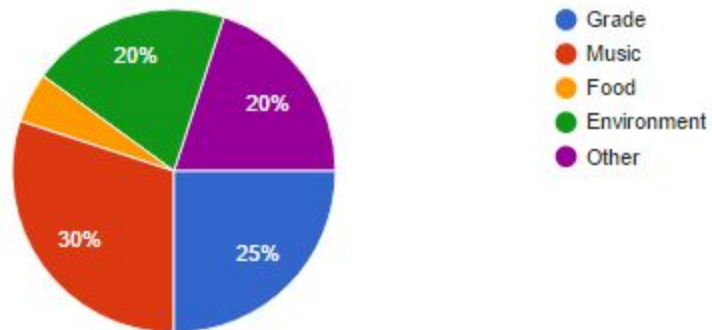
What kind of music did you prefer when you are studying ? (20 responses)

Legend:
- Relaxing
- Rock
- Happy
- Sad
- Other

Values shown: 30%, 15%, 10%, 40%
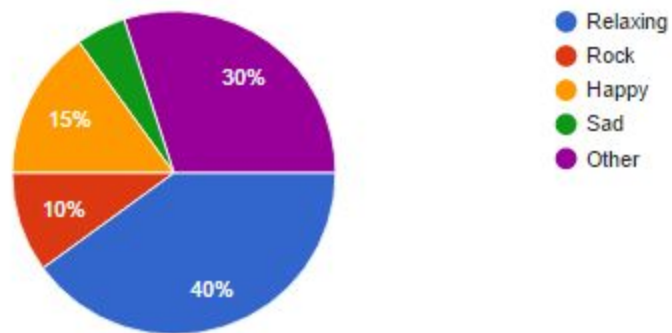
In your opinion, which one is relaxing music ? (20 responses)

- ● Classical Music
- ● Country Music
- ● Jazz / Blues Music
- ● Other

30%
15%
15%
40%
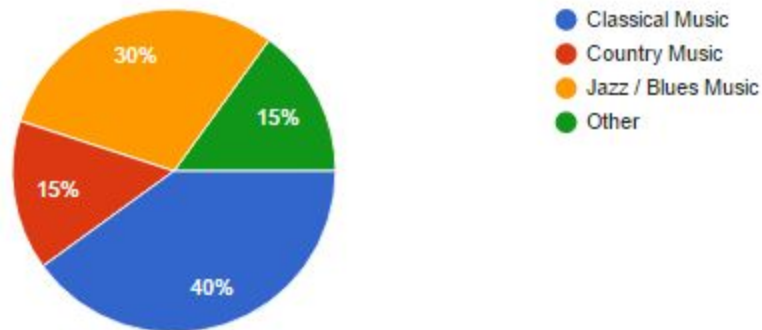
What make you feel that campus is playful ? (20 responses)

- ● Friends
- ● Study
- ● Club and Society
- ● Other

25%
65%
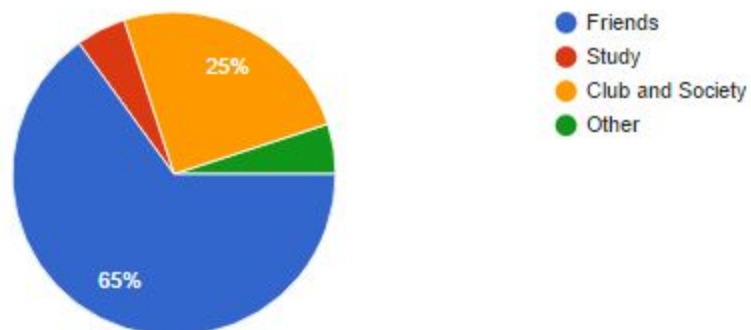
What is the most important item for you to bring to campus ? (20 responses)

- Phone
- Student ID
- Notebook & Pen
- Other

80%
15%
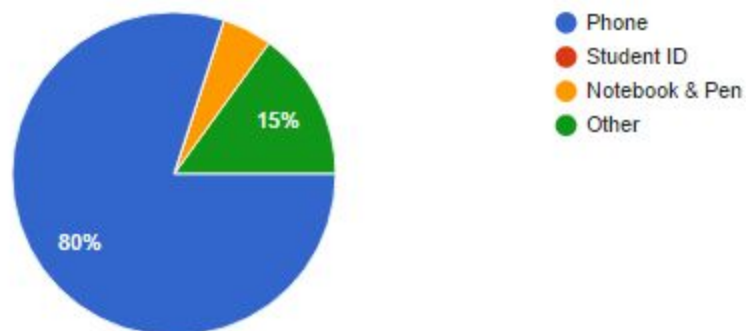
How do you manage your time ? (20 responses)

- Timetable
- Reminder / Alarm
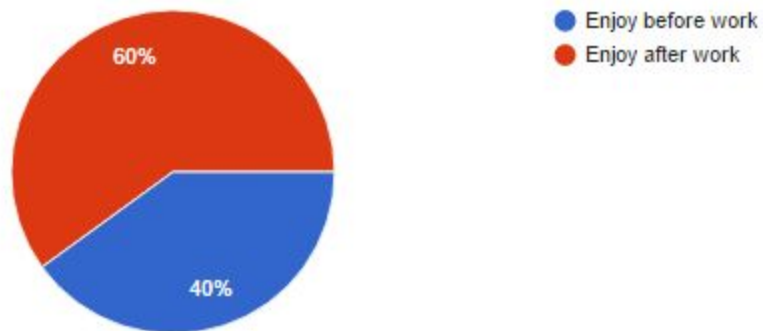- Notes
- Other

40%
20%
20%
20%
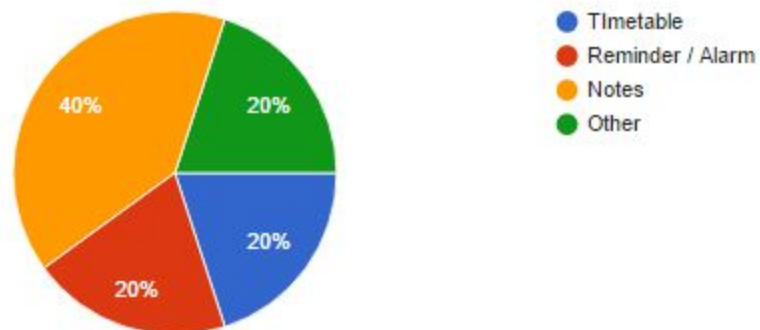
Did you think this is a best way to manage your time ? (20 responses)

- Yes
- No

45%

55%
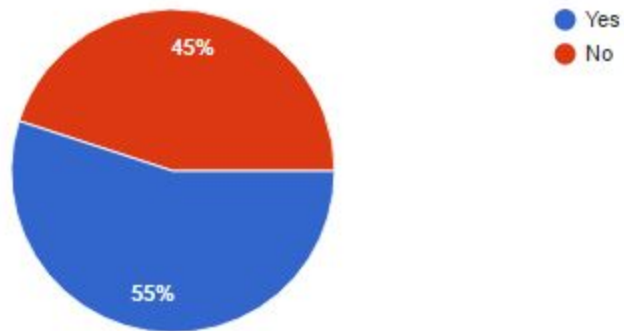
Did you daydream when you are doing your work ? (20 responses)

- Yes
- No

35%

65%
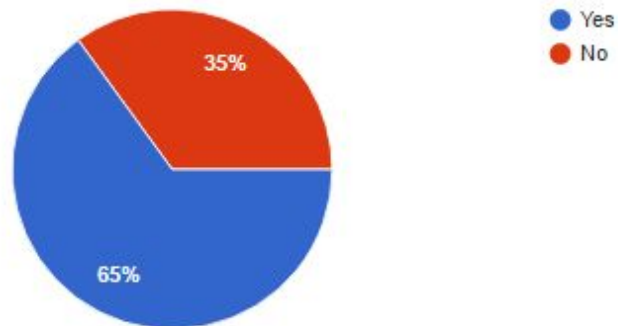
How do you do your work ? (20 responses)

- Enjoy before work
- Enjoy after work

60%

40%

Do you see the logo or the text first ? (20 responses)

- Logo
- Text

90%

10%
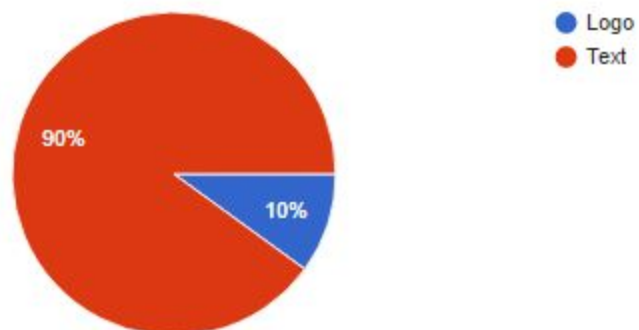
What will you do after finished your work ? (20 responses)

- Sleep
- Watch Drama / Video
- Play Game
- Other

35%
10%
35%
20%
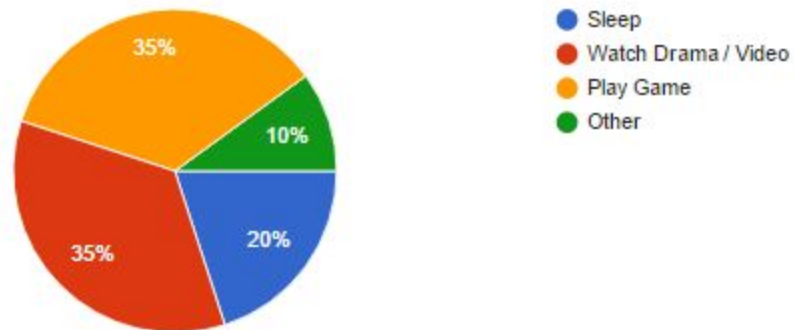
What gadget do you use to know the time ? (20 responses)

- Watch
- Phone
- Laptop
- Other

60%
10%
25%
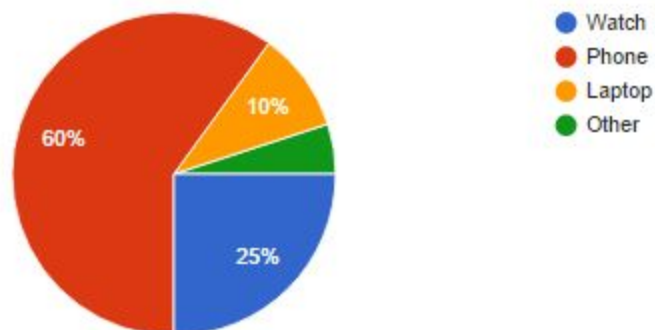
Do you think it is interesting to combine game and educational features ?
(20 responses)

Yes
No

95%
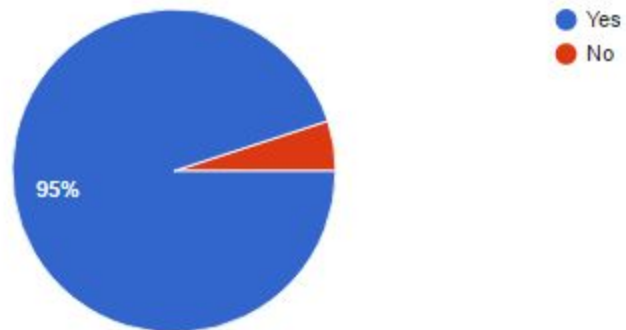
Will you download it ? (20 responses)

Yes
No

15%

85%
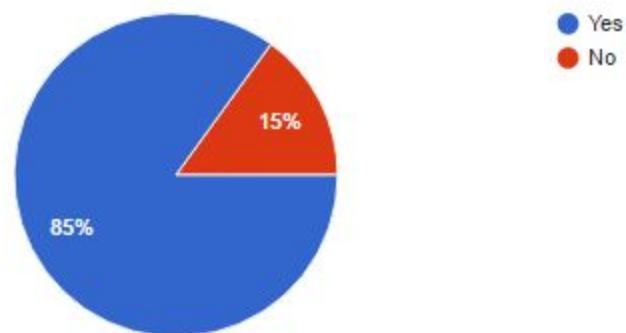
MODELING

Personas

Name	Susan
Age	22 years old
Gender	Female
Occupation	University Student
Faculty	Faculty of Management
Status	Single

Bio

Susan is an undergrad business management student in Multimedia University, Cyberjaya. She is staying at the hostel with her friends.   She constantly use her phone to assist her academic studies such as download note, check exam schedule and announcement. She will like to study in the hostel instead of coffee shop.

During the study week, music and grade is her motivation to study. Every morning of the study week, she will make sure that she able to wake up early with her phone's alarm instead of clock. Before start her revision, she will like to play classical music with her phone for relax from stress. While she is downloading her note and exam slip , she found that the online system of her campus is inconvenient to use. She needs to login to the two different online system to download the essential information that she need for her academic studies everytime.

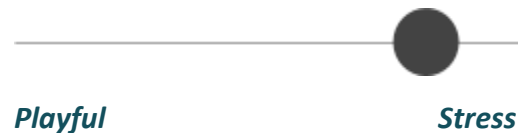After finished her revision, she will like to play online game with her friends for relax from the stress of a day.

Goal

★ To have a multifunction apps for her study life.
★ Need a more convenient platform to assist her academic study.

Pattern in User & Customer Behaviors

● **Campus Life**

Playful   *Stress*

● **Type of Music**

Rock   *Relaxing*

● **Purpose Dowload Apps**

Convenient   *Relax*

● **Platformer**

2D   *3D*

● **Activity after finished work**

Play Game   *Sleep*

Attitudes

★ She is lazy to login to two different online system.
★ She is an independent student who are able to manage her study time with herself.
★ She likes to be with friends.
★ She is too reliable to phone.

Aptitudes

Software

Mobile Apps

Online Game

Social Networks

Environments

★ Hostel

She stays in hostel with her friends. She has her own study table in front of the window. Phone, laptop and watch are always on her study table to assist her to study.
She likes to play classical music with her phone when she is studying.
Sometimes, she will use earphone to listen music to avoid the noise. Before she starts her revision, she will open the window of her room to refresh her mind. When she is stress, she will take out some snack from right hand side of her drawer and enjoy them to help her concentrate in her study.

Tools

Phone

Tablet

Computer

Challenges

★ Futuristic and simple visual design.
★ Single ID and password to access to all the MMU online system.
★ Convenient to assist by every student.