

# RESEARCH

## Scope

### Objectives

Let the users to communicate with MMU University online system in a convenient platform and in a playful way.

## 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:	<ol style="list-style-type: none"><li>1. A playful campus environment</li><li>2. Music and grades are the most important for motivation in studying.</li><li>3. Playing games and watching drama are the main options for users to enjoy after finishing work.</li></ol>

	<ol style="list-style-type: none"> <li>4. A multifunctional application is preferable</li> </ol>
Existence of this project:	<p>Let the users to communicate with MMU University online system in a convenient platform and in a playful way.</p>
What sets this project apart from the rest:	<ol style="list-style-type: none"> <li>1. A platform that creates informative, playfulness and convenience to users.</li> <li>2. A multifunctional website is created to combine all MMU online systems ( i.e Camsys and MMLS) with only one access password.</li> <li>3. A game is added as optional to create playfulness for students.</li> <li>4. A setup character as users themselves, and upgrade to higher level by upgrading their own grades. Users can beat other students by having higher grade. Coins are earned through the accessing of MMU system website.</li> </ol>
Goals:	<ol style="list-style-type: none"> <li>1. To motivate users to study for good grades</li> <li>2. To let users communicating with MMU system frequently</li> <li>3. To let the users have a playful campus environment</li> <li>4. To let the users to have a multifunctional and convenient platform</li> </ol>

Platform to be presented:	MMU system website
What will trigger users to think of this project:	<ol style="list-style-type: none"> <li>1. A playful platform and yet informative and convenient</li> <li>2. A not traditional kind of university platform for students to communicate with</li> </ol>
Programs that are running to reach the goals:	<ol style="list-style-type: none"> <li>1. The design elements of the website</li> <li>2. The multifunctional application in the website</li> </ol>

## 2.branding strategy

Brand Story	Description
Brand Vision	All students in MMU University want to visit MMU system not only for the exam or finance purpose.
Brand Values	<ol style="list-style-type: none"> <li>1. Fun</li> </ol>

	<p>The concept of fun needs to be cultivated in the campus. Fun environment is one of the important essentials for students to achieve good grades.</p> <p>2. Informative</p> <p>A good platform needs to have variety and useful information for letting students to know the latest information.</p> <p>3. Convenience</p> <p>The convenience purpose is important for students to get information from one source, which students only need to access one platform and remember one password.</p>
Users Promise	<p>“Information and convenience are both important in our lives but playfulness are definitely the most important to be part of our lives.”</p> <p>Information, convenience and playfulness are promised to be gained in this program. This platform is able to help users in academic process and gain information in a convenience and playful way.</p>
Collaboration	<p>1. SRC</p>

### 3. Competitors

Camsys, MMLS

## Stakeholder Interviews

### 1. Product vision

- a. Users able to have a playful campus environment while study for good grades.
- b. Users can enjoy playing games and studying at the same time.

### 2. Risks

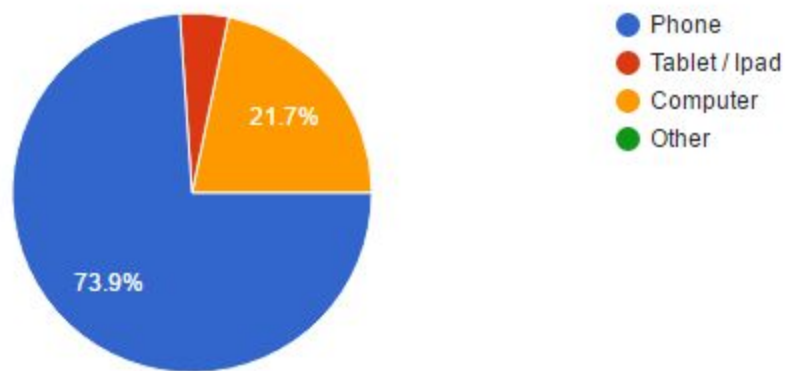
- a. Users do not think that study can make a campus environment to become playful.
- b. Users ignore the game if they think it is not interesting and playful.

### 3. Constraints

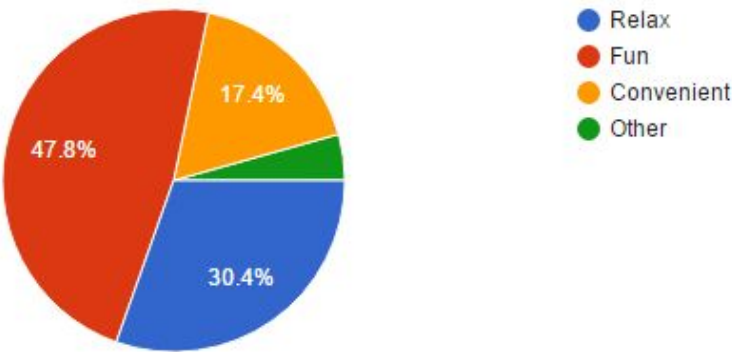
Users are limited to upgrade their game levels in a short time period.

# User Interviews & Observations

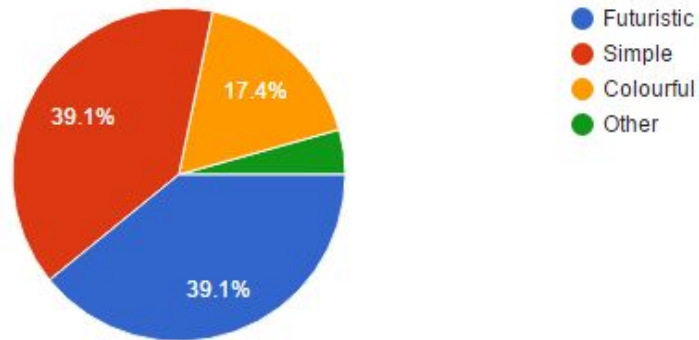
Which platform do you often to use ? (23 responses)



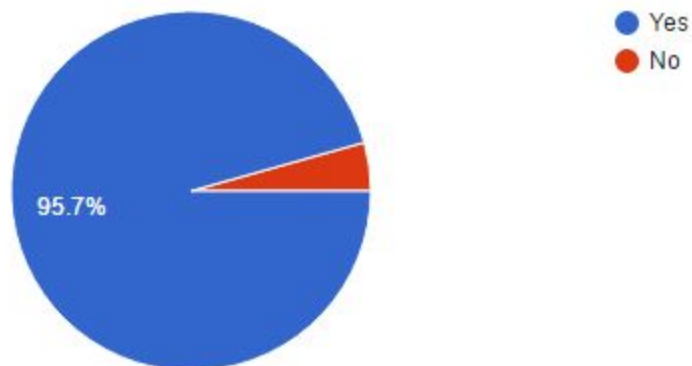
What is the purpose for you to download the apps ? (23 responses)



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

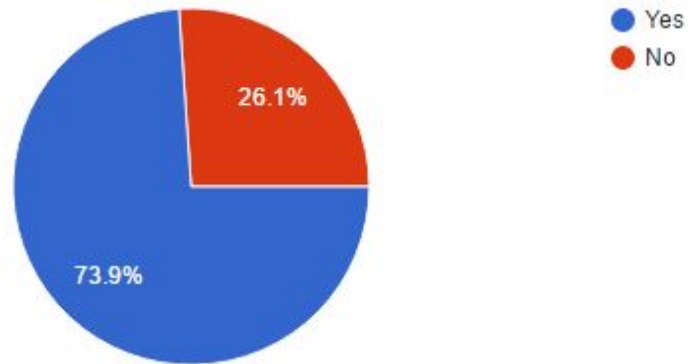


Do you prefer multi-function apps ? (23 responses)

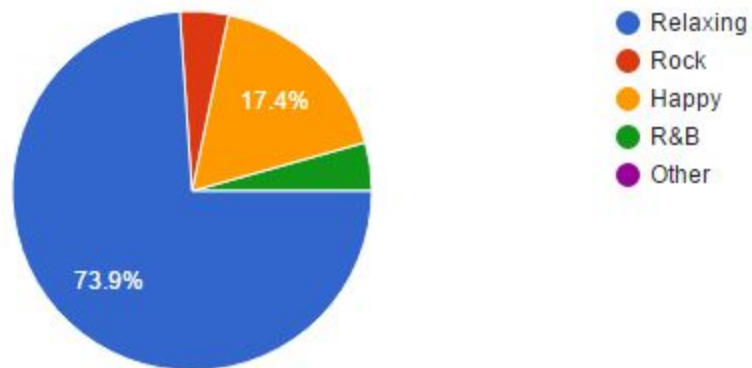




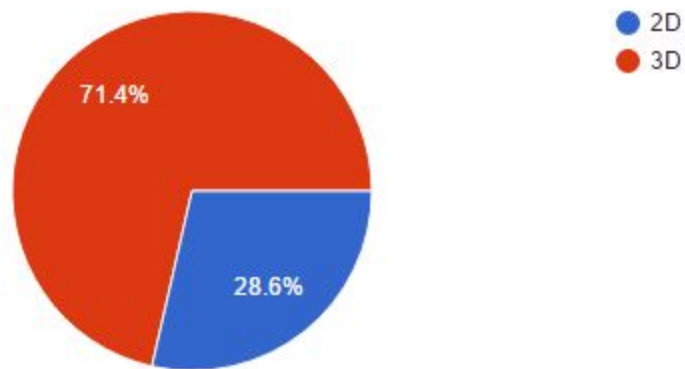
Do you prefer BGM (Background Music) in apps ? (23 responses)



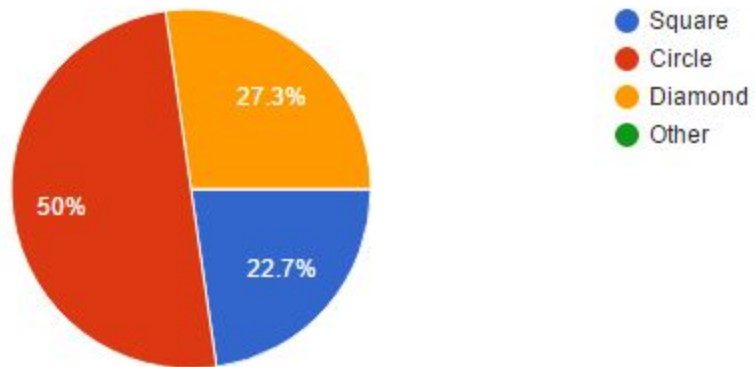
What kind of BGM do you like ? (23 responses)



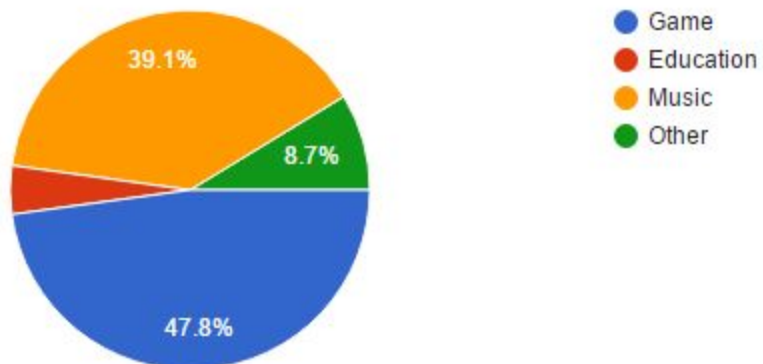
Which platformer design do you prefer ? (21 responses)



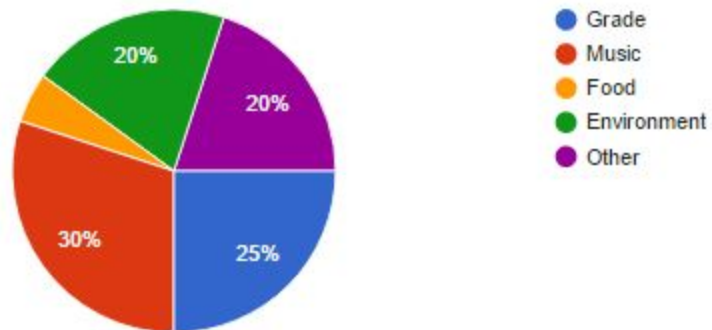
Which shape do you like ? (22 responses)



What kind of apps do you often download ? (23 responses)

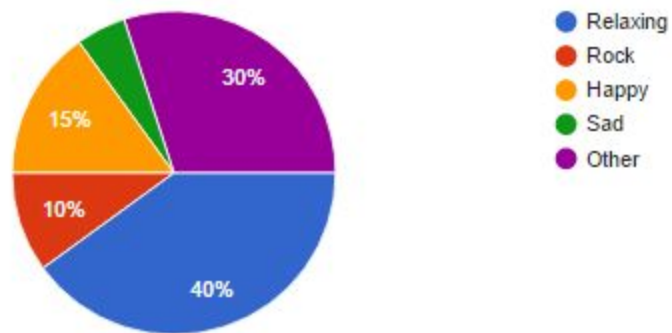


What would motivate you to study? (20 responses)

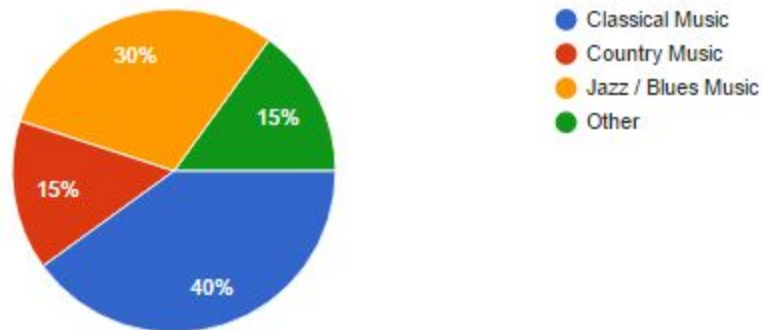


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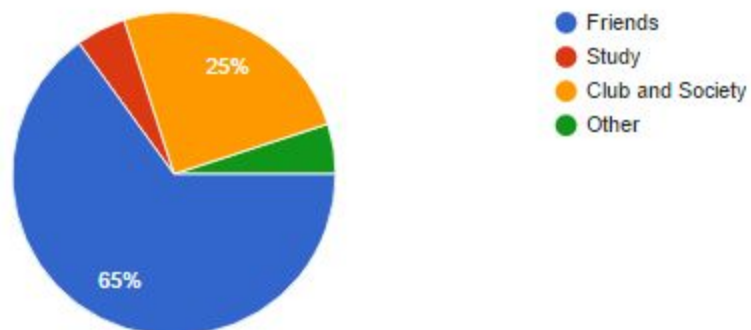
What kind of music did you prefer when you are studying ? (20 responses)



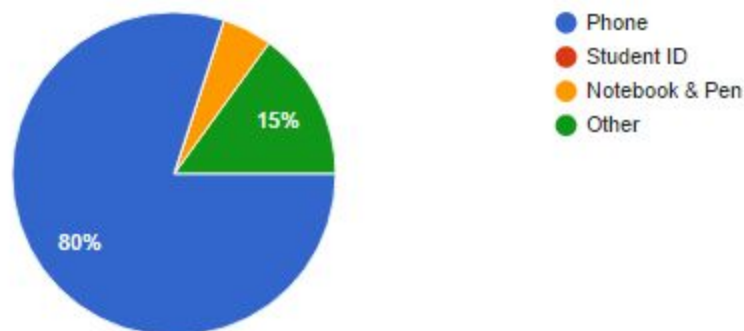
In your opinion, which one is relaxing music ? (20 responses)



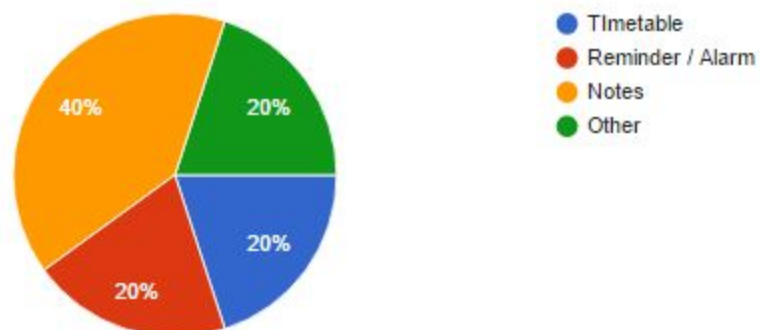
What make you feel that campus is playful ? (20 responses)



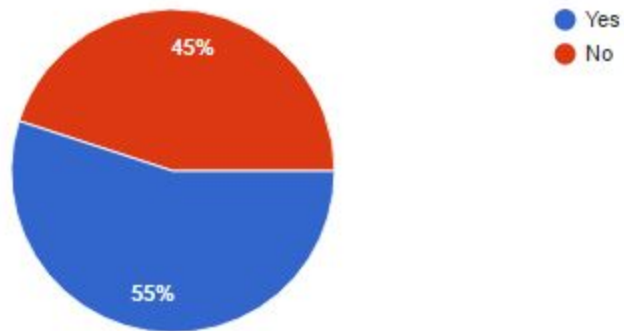
What is the most important item for you to bring to campus ? (20 responses)



How do you manage your time ? (20 responses)

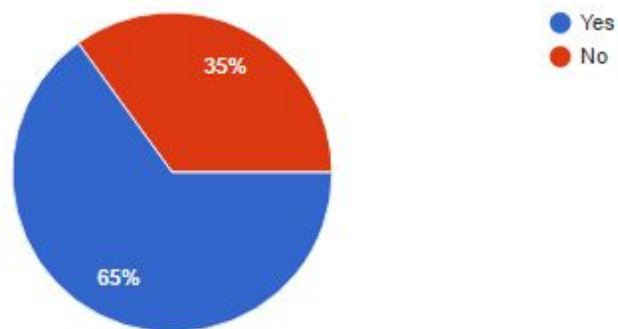


Did you think this is a best way to manage your time ? (20 responses)

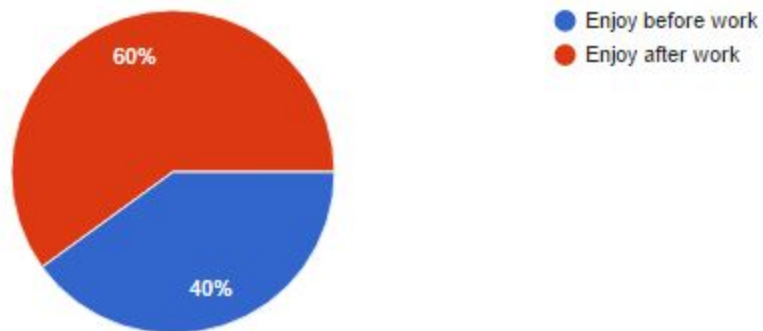


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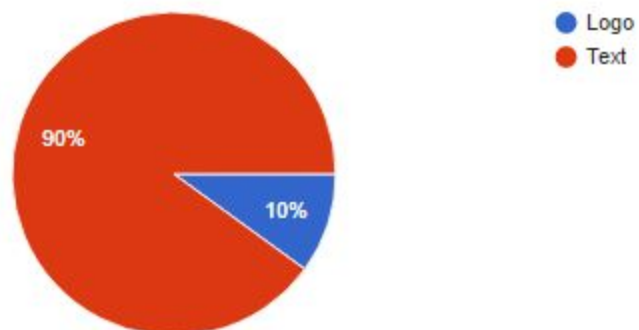
Did you daydream when you are doing your work ? (20 responses)



How do you do your work ? (20 responses)

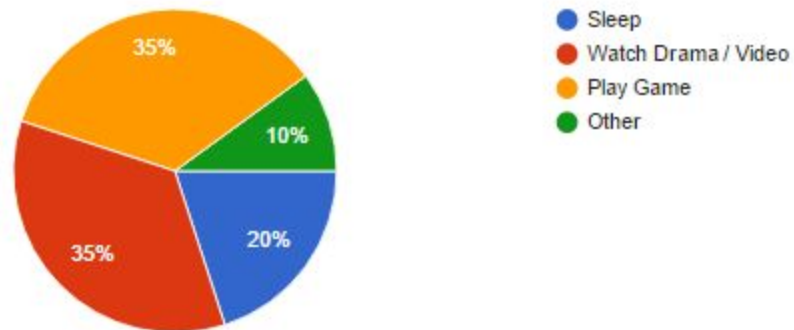


Do you see the logo or the text first ? (20 responses)



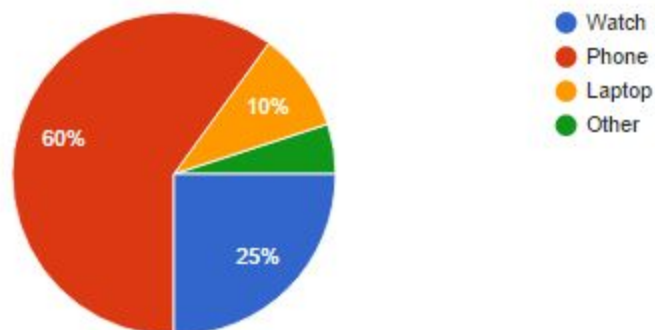


What will you do after finished your work ? (20 responses)

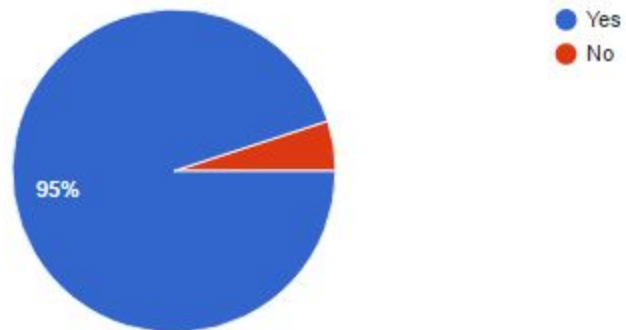


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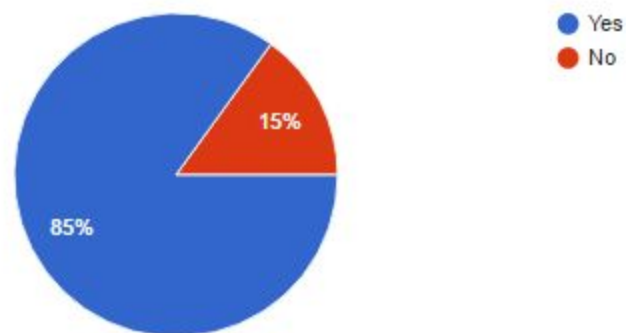
What gadget do you use to know the time ? (20 responses)



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



Will you download it ? (20 responses)



# MODELING

## Personas

<b><i>Name</i></b>	Susan
<b><i>Age</i></b>	22 years old
<b><i>Gender</i></b>	Female
<b><i>Occupation</i></b>	University Student
<b><i>Faculty</i></b>	Faculty of Management
<b><i>Status</i></b>	Single

## Bio

Susan is an undergrad business management student in Multimedia University, Cyberjaya. She constantly use her phone to download game and music when she is free. During the study week, music is her motivation to study. 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 throughout her academic studies everytime.

After finished her work, she will like to play online game with her friends for relax from the stress. She like to play challenging game with her friends because she feels connected with her friends. She like the simple design instead of colourful design.

## 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



### ● Type of Music



### ● Purpose Dowload Apps



● **Platformer**



● **Activity after finished work**



## Attitudes

- ★ Hardworking
- ★ Outgoing
- ★ Challenging
- ★ Friendly

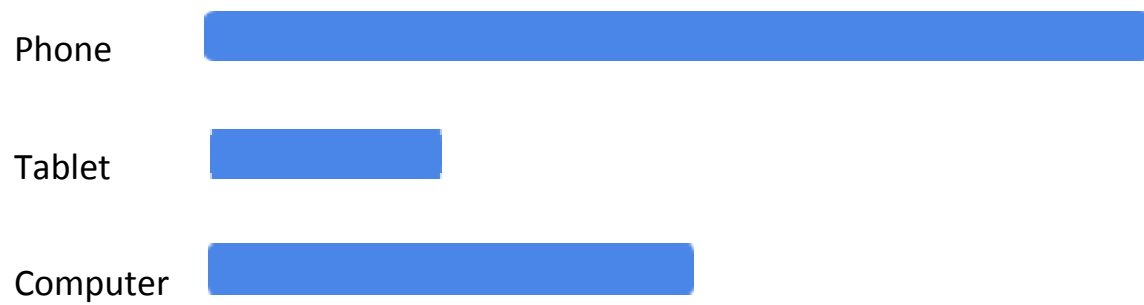
## Aptitudes



## Environments

- ★ Noisy
- ★ Limited space for study

## Tools



## Challenges

- ★ Futuristic and simple visual design
- ★ Multifunction feature
- ★ Convenient to assist