

Scope and Vision Revisions

Section 1: Background and Problem Statement

1. Current conditions

Currently, our project partner Dr. Doolen, who is the Dean of the OSU Honors College and College of Education, is sending an email every Monday to all the honors college students regarding all events happening and their corresponding Qualtrics links to sign up. This email has a low open rate because it is often overlooked, missed, or marked as spam. The email itself is long and unorganized with too many events that are not specific to the recipient. Hence, they are unlikely to read the full email or find the specific event they want. Aside from this, they also post this same information and format in their blog, which not many students visit or are aware of. Furthermore, they also use Instagram to advertise their events when it is closer to the date. However, that information can also get lost in the student's feed.

2. Existing systems

The current system is the Monday weekly emails, a blog, and Qualtrics to track event registration. However, there is no existing app, so we have to design an app from scratch. We will need to fit in their existing event letter styles and Qualtrics either in a URL form or integrated into the system design. We will also need to make sure the event coordinators are able to input their event details onto the new system.

3. Problem

We are working on a newsletter application for the Oregon State University Honors College in order to increase awareness and outreach in the Honors College community. The main purpose of the application is to provide easy access to the Honors College newsletter, present users with categorical events/activities, allow users to register for honors events/activities, and to remind users when events are coming up. While also tracking attendance to events and giving event coordinators a uniform template to input their events.

During the initial meeting with Dr. Doolen, she claimed that the biggest issue with the current system was that all the events were sent together in a single email as a “messy lump of words”. Doolen wants users to be presented with this information in a more manageable way. For example, users should have the option to break up the events based on preference, have RSVP tracking, and be clearly notified of events they have RSVP'd for. Additionally, the application must

have Qualtrics integration, as that is the method that the Honors College is currently comfortable with.

In our own estimation, we find that Dr. Doolen is actually looking for an application capable of targeted communication of events based on preference with RSVP functionality. A newsletter application covers the communication aspect, but would still need added functionality (i.e. login info, personalized feed, event tracking, etc.).

Overall, Dr. Doolen expects a prototype by the end of this project.

4. Pertinent project history

Before this project, Dr. Doolen had gathered all events and info onto a single document and was sending said document as an email to all honors students signed onto the mailing list. Additionally, the Honors College was manually updating their blog on their website in conjunction with these weekly emails.

After receiving feedback from students, they have decided to look into creating a custom app for this very process.

5. List of terms

- Qualtrics: online form for data collection and analysis for market research

6. Stakeholders

- a. Toni Doolen - Project Partner (Dean of Honors College)
- b. Emily Isabel Garcia - Project Lead (Student Engagement Coord for Honors College)
- c. Emily Arteaga Garcia - TA
- d. OSU Honors students - Applications Users

Section 2: Vision Statement

With the Honors College App, users will be able to easily find and register for Honors College events that interest them. This app will eliminate the need for users to search through their inboxes to find the Monday weekly emails. Additionally, the application will not only suggest events to users based on past event interests, but will also be able to customize their preferences to see only events that they are interested in (social events, major-specific events, etc).

2.1 Central hypotheses

Growth hypothesis

Users would adopt the Honors College App to become more connected with their collegiate community at Oregon State University. Additionally, a web and mobile application is more appealing to the target users and has been requested by the student population. The new service will be more convenient than existing communication methods used by the Honors College at Oregon State University. This application will be a skeleton that is handed over to the Honors College of Oregon State, that would then be finished and secured by a professional team and used for their own needs.

Value hypothesis

Our service is beneficial to Oregon State University students. Specifically, it will serve the Honors College students. The goal of the Honors College App is to increase the awareness and participation of Honors College events.

2.2 Requirements

Functional requirements

- The system needs to log in a student with their ONID into their correct account
- The system needs to log out a student of their correct account
- The system should show listed events in a scrollable feed structure
- The system needs to allow students to personalize their feed based on events they are interested in (social, major specific, etc), these personalizations should be saved to the user's account preferences
- The system needs to allow the students to register for events they are interested in attending via Qualtrics link or integrated button
- The system needs students to receive notifications for events that they are registered for or interested in
- The system should allow browsing of content that is available in any given week or month
- Past events should be stored on a central database and be viewable by past attendees as well as the search function
- Preferences towards certain events should be manageable in a users personal profile

Nonfunctional requirements

- The system should update events for students to see and RSVP within 20 seconds of submitting

- The system should take less than 5 seconds to log a user in
- The system should provide students with a clear and easy understanding of current events so they are not frustrated
- The system should work smoothly with no lags that would frustrate the user
 - The user should not need to contact support to find a feature or fix an issue
 - All information the user questions should be available easily
 - Error screens will be obvious and descriptive, informing the user what has happened, why it has happened, and what they can do to fix the issue

Section 3: Success Measures and Stakeholders

Increased Event Awareness:

Measure awareness and participation of Honors College events (and announcements) in OSU students. Will be tested for effectiveness by comparing the current method of outreach (control) against the new Honors College application utilizing a small focus group (of Honors College Students, target users) as a focal testing point. Expectations include increased awareness/participation of events among Honors College Students.

Increased Accessibility:

Measure applications accessibility to users (i.e. is the information presented in such a way that users understand where they are and what they need to do in order to navigate to where they want to go). Will measure accessibility by having a focus group (of Honors College Students, target users) compare previous methods of communication (blog, email) to the Honors College Application. Expectations include effortless access to event information, registration, and announcements and increased awareness of events. Overall, information regarding Honors College events should be easier to access than in the past.

Application Flows from A to B:

Measure of efficiency, minimal pages should allow for sleek design and little confusion among users. Buttons with high-external consistency should guarantee users the ability to seamlessly navigate the application. Will test whether or not application flows by asking target users to complete specific tasks using design prototypes. Expectations include positive and negative feedback concerning the flow of information.

Stakeholders:

- Toni Doolen: Project Partner (Dean of Honors College)
 - Manages OSU honors students and makes sure their demands are being met
- Emily Isabel Garcia: Project Lead (Student Engagement Coord for Honors College)
 - Oversees the honors college app
- Emily Arteaga Garcia: Teaching Assistant
 - Oversees our group project and progress throughout the term for class
- OSU Honors students: Applications Users

- Students potentially interested in honors events
- OSU Honors Society: Sponsor
 - Sponsors the OSU honors college

Section 4: Project Constraints and Risk

Constraint 1: TIME

This project was recently started from scratch. Thus, the current goal by the end of Spring term is to create a high-fidelity prototype with baseline functionality designated by the project partner. The timeline for this project is listed below. This timeline is based on the limitations that the team is not working during holidays. Furthermore, team members can work a maximum of 10 hours per week totalling to 40 hours total per week as a team. Most of the team's work/time during the first term will be put towards research and design -- not programming.

Constraint 2: RESOURCES

The team's current budget is \$0. However, we have several resources available to us. Through our project partner, we have access to focus groups in the form of Honors Students. We have access to the OSU brand manager to ensure the prototype follows OSU guidelines. We will also be using Figma for prototyping, which is free for students. Resources we might need in the future include: a paid prototyping service(s) for app development, information from one of OSU's security databases in order to designate student login information, an OSU server to run the backend from, and potentially other miscellaneous supplies for presentation purposes.

Constraint 3: SCOPE

A prototype as requested by our project owner is well within reason to be completed by the end of this project. They have stated that security and backend coding may not be feasible for this timeframe. Thus, by the end of the project we expect to at least have a well-designed Figma prototype and a demo application with functions other than login and data storage. This prototype will illustrate how staff can add events to the app and how students will see the events. Users will be able to filter, search, and register for events at their own discretion.

Section 5: Iteration Plan

Member Contribution

Adrien Protzel: Manage and facilitate group meetings, partake in group Assignments, help other members with development, testing, and research.

Benjamin Hutkoff: Control over / responsible for master design and low-high

prototypes, partake in group assignments, help other members with testing and research.

Erick Branner: Responsible for reviewing and editing written documents as well as providing clear deliverables, partake in group assignments, help other members with development, testing, and research.

Chitali Buge: Coordinate and conduct surveys to gather feedback from honors students on the app, partake in group assignments, help other members with development and prototyping.

Estimations for Work Completion

Date	Adrien	Benjamin	Erick	Chitali
10/11 - 11/1	Paper prototype first draft low-fidelity	Paper prototype first draft low-fidelity		
11/1 - 11/15		Prototype revisions & medium-fidelity prototype		
11/22 - 12/6			Create personas.	Devise user testing plan
1/3 - 1/17	User Testing Round 1 (help with survey/interviews for app feedback)	Review suggestions from project partner and branding suggestions to create high-fidelity Figma prototype		User Testing Round 1 (coordinate survey/interviews for app feedback)
1/24 - 2/7			Compile findings and insights into documents from User Testing Round 1.	
2/14 - 2/ 21		Incorporate feedback from 1st round user testing into high-fidelity (Figma) prototype		
2/28 - 3/14	User Testing Round 2 (help with survey/interviews for			User Testing Round 2 (coordinate survey/interviews for app

	app feedback)			feedback)
3/28 - 4/11		Incorporate feedback from 2nd round user testing into high-fidelity (Figma) prototype		
4/18 - 5/2			Compile findings and insights into document from User Testing Round 2	Heuristic evaluation
5/9 - 5/23		Final high-fidelity Figma prototype	Compile findings and insights into document from Heuristic evaluation	
5/30 - 6/6	Plan for implementation (contact IT team and see next steps)			