

Problem Definition

For the group project, we focus on a real and relatable problem for AUA students: the current experience of using Jenzabar Sonis for class registration. The UI of Jenzabar Sonis is very poor. Search doesn't work well, some columns are redundant, and it is not intuitive to find what you actually need. Before class registration, students often have to review syllabi, check professors' profiles, and draft their schedules.

This process is time-consuming, stressful, and not user-friendly.

Our project lies at the intersection of several marketing-related areas:

- **Recommendation Systems**
- **Product Development of the existing Jenzabar**
- **A/B testing**

We narrow this down to a specific problem: how to improve Jenzabar so that it can suggest better schedules and classes based on student preferences and constraints, while also making the platform easier and more enjoyable to use. More specifically, we are interested in:

- **Recommendation Systems** – suggesting schedules and classes (both general education and core courses) based on student preferences and past choices
- **Product Development** – improving Jenzabar's structure with a possibility of further scalability and generalisation
- **A/B testing** – testing different UIs and information layouts to measure demand for class times and help balance the schedule (avoid crowding in the University)

Data Collection

We will either collect some draft data from Jenzabar itself or create dummy syllabi and course information for now, including:

- Classes: prerequisites, class descriptions, syllabi, cluster numbers
- Professors: information about professors' careers (for example, data similar to Mr. Hovhannisyan's [AUA directory](#) profile)

Analytical Techniques

- Analyse the demand and suggest a more cohesive and spread-out schedule to avoid overcrowding
- Analyse core courses, general education clusters, and past courses to suggest a draft schedule for students

Implementation Plan

Based on the insights from the analysis, we imagine an improved version of Jenzabar that offers:

- Better schedule organisation
- Easier and simpler class selection
- A more enjoyable and stressless experience => Happy students :)

Expected Outcomes

- Improved product offering
- Optimised experience
- Student appreciation and engagement

Evaluation Metrics

To see whether the new version actually works better, we will look at:

- Feedback comparison: current vs improved platform through surveys
- Analysis of how students use the platform and how much they follow its recommendations