

Concept - A short description of your app concept - what your app aims to do / problem to solve

CofC Service Center (IDs, Meal Plans, Parking Pass, Parking Tickets, Student Profile, Student Card)

Our goal is to simplify processes, make user experience more enjoyable, create less difficult user interactions, and overall improve the reliability, usability, and experience when using the Student Services

We want to solve the problems that our users have with obfuscated information, lack of convenience, and absence of real-time feedback.

Your competition: Who are your top competitors (add screenshots)? What are you doing differently? What problem/need are you addressing that they are not? What are you doing better?

Ellucian Banner, PeopleSoft (Oracle), Workday, Blackboard, TouchNet, CBord

Different: They are not a student-centered business or technology, do not have functionality for real-time tools, seamless integration with other tools (LMS, Financial, etc.)

Name of the members of your team and your team name

Eric Wnorowski, Adaora Onwumelu, Dalton Hazelwood, Dan Johnson, Laith Williams

Provide a photo of your Empathy Maps and your Tensions, Contradictions and Surprises

Provide photo of your recategorized discoveries into User Attributes, Surprises, Needs and Insights

see diagrams / maps below!

Better: User Experience & General Design, Mobile Functionality, Customization, Flexibility, Transparency, Engagement & Self-Service

Need finding insights: A brief synopsis of the main findings the team made from the field interviews – what you saw coming, what surprised you, what you uncovered, what you saw from a different angle, etc. Your main points-of-view (5 or more)

Undergraduate student living on campus

Graduate student living outside of downtown area

Graduate student living downtown

Student in a CS-adjacent program

Student-athlete

Student with a dietary restriction

From your interviews and your idea of who your users are, create 3-5 personas (you may use ChatGPT or similar tools to help you with this but submit the prompts you used and a screenshot of the results). The personas must be composite character profiles that are only semi-fictional. Your personas should embody the human observations the team made in the field.

See the personas document for full synapsis

User Attributes

We met Cameron a Molecular Biology Major

Surprise

We were surprised that he uses his computer for campus apps but is concerned about mobile accessibility

We were surprised that he mentioned he likes to know what he's getting and where he is going in the process

We were surprised that he mentioned that it is very important that the application feels very accessible.

Need

We wonder if this means the process does not exist on mobile

We wonder if this means the process does not provide students with a status information for their current task

We wonder if this means the current process is confusing and inconsistent

Insight

it would be game changing if there was a mobile option

it would be game changing if tasks provided a status bar or checklist for students.

it would be game changing if all the tasks were consistent and simple.

User Attributes

We met Andrew Johnson who is a freshman Computer Science major and was in the air force

Surprise

We were surprised to notice that he blamed himself for the lack of research he did on parking passes, meal plans, and cc balance

We were surprised to notice that he did not know the locations of the parking garages before buying a parking pass

We were surprised to notice that he constantly differentiated students based on living situation

Need

We wonder if this means Andrew is having difficulty find the information he needs

We wonder if this means Andrew want the locations of parking garages prior to purchase (Map)

We wonder if this means Andrew wants to be suggested protocols based on student status

Insight

It would be game changing to have a FAQ page or checklist for students

It would be game changing if the app suggested parking based on were most of the students classes are taken

We wonder if this means Andrew was provided with a checklist differentiated by student status to streamline the process

User Attributes

We met Tucker who is currently a masters student at CofC and completed his undergrad at clemson

Surprise

We were surprised to notice that he found the process for gaining an ID very easy but would design it for more flexibility

We were surprised to notice that Tucker wanted more notification options

We were surprised to notice that Tucker heavily relied on his phone for completing most tasks.

Need

We wonder if this means Tucker is satisfied with the current process thinks it could be simplified

We wonder if this means Tucker is having trouble finding his balance or when he has completed a feature.

We were wonder if this means Tucker currently does not like the features, design, or usability of the app

Insight

It would be game changing if the process for gaining an ID was done on mobile application in a step by step manner

It would be game changing if users had the option to receive notifications on balance or completed tasks

It would be game changing for Tucker to feel comfortable using his mobile app to complete all his tasks and have a copy of his ID in app

User Attributes

We met Ella who is a CofC Education alumnus and is currently pursuing a Masters at Simmons (Boston Area)

Surprise

Though stolen ID's have led to safety incidents, she still wants some way to authenticate

She would pay for parking elsewhere when incidents (flooding, etc.) prevented her from parking in her assigned spot

Though she lived off-campus she would put her paycheck on her cougar card

Need

A method of authentication not reliant on the physical ID itself

Flexible parking options around campus

flexibility in using and reloading the Cougar Card

Insight

it would be game-changing if we could provide a separate factor of identification without the use of a physical ID card

we could provide her with some dynamic parking options through the app

Add money to the cougar card instantaneously through a single application

User Attributes

We met Claudia, a bilingual (Spanish and English) child of Mexican immigrants

Just got married and commutes from West Ashley

Grew up in the CSRA (North Augusta, SC)

Attends CofC Majoring in Anthropology with a double-minor in Spanish and Music

Surprise

Though she's a commuter, she likes to walk around downtown Charleston

Though she's a student at CofC, she doesn't know what the process is to get a new ID

She has had to change plans when going downtown because of a simple misstep like forgetting her card

Need

Flexible parking options

Information that would help her through the process

Flexible authentication options

Insight

we could provide her with some dynamic parking options through the app

we could make the application friendly to new users

We could relay all the information from the cougar card through the app

User Attributes

we met
Marrissa, a
Junior Sociology
Major attending
CofC

From Palm
Beach
Florida

Student
Athlete

Surprise

Though she never
lost her card, she
had strong
feelings about
how long it took
to get the card

Though she
primarily used her
phone, she still
used email
through her
phone

Need

Needs a
convenient
method to
access her card
immediately

Needs to have
a single source
of information
to keep
organized

Insight

It would be game-
changing if we
could provide a
way to access the
card immediately

It would be game-
changing to offer
different notification
methods and alerts
through the
application

User Attributes

We met
Taryn

Who is
pre-
diabetic

Sophmore

CofC
student
athlete

living on
campus

Physical
therapy
major

Surprise

We were surprised to notice that she was not happy with the price of replacement IDs

We were surprised to notice that Taryn blamed her self for mistakes made when using the applicatoin

We were surprised to notice that Taryn likes the nutrition facts on the application

Need

We wonder if this means Taryn would thinks students should be able to have a free copy

We wonder if this means there is no feature to prevent "learned helplessness" when users expereince errors in application

We wonder if this means more users would like clear & reassured nutrition facts that cater to dietary restrictions

Insight

It would be game changing if Taryn was able to have a copy of her ID on her mobile app

User heuristics

It would be game changing if Taryn was able to filter food options, nutrition facts, and dietary filters w/ easy accessibility

User Attributes

We met Zach a current Data Science Graduate student and former student-athlete living downtown

Surprise

Though he was a Data Science student (who should have some familiarity with computers) he had to go to the student service center in person to get his picture taken

Need

A convenient method that he is aware of to get his student ID

Insight

It would be game-changing if we could provide an easy, user-friendly way to walk someone through the process

A method to avoid going to student services to get a pass, ID, etc.

We could provide ways to get deliverables WITHOUT going to the center of campus

Though nearly 100% of students at his previous college used the meal plan, he still considered the ability to opt-out important

A convenient method to opt out based on usage

We could provide usage statistics that would allow him to make educated decisions

User Attributes

We met Victoria a current graduate student who is working full-time and living downtown

Surprise

We were surprised to notice that she had trouble uploading funds

We were surprised to notice she had issues changing information on her account

We were surprised she mentioned upperclassmen had trouble with getting meal plans

Need

We wonder if this means Victoria thinks there should be an option to upload funds in the app

We wonder if this means Victoria needs more directions or information to update information

We wonder if this means students need a more simplified process for other areas as well

Insight

It would be game changing if students were able to upload via apple pay directly to their CC

It would be game changing if students were able to update information in the app

It would be game changing if all areas were consistent and simplified in a step by step process

Say

Says he likes clear visualizations of financial processes

"Laptop is a little more convenient for me..."

Likes using laptop for viewing websites "bigger screen little easier than a phone"

Uses laptop because its more of a habit? contradiction

Think

"I think visuals would help a lot obviously, particularly anything number/financial related

Do

looks/checks phone a lot

Feel

Likes to feel in control of the process

"I like to know what I am getting and where I am going..."

Feels that accessibility is very important

Say

Frustrated with parking, understands we can't just keep building lots, but current process is too confusing

Prompt user the day before key events

Provide direct routes to the process. Ex. parking passes

"It was extremely easy to obtain ID as a veteran"

"Not knowing where each garage was located before getting parking pass" first time users/people unfamiliar with area

"Compare the different meal plans on one page" See all options and pick best for you

prefers to use his phone

Think

More straightforward & streamlined processes.

Thinks there should be a one stop shop for all information (Frequently asked Questions page)

Thinks there should be counter with the amount of parking spots remaining

Thinks meal plans should be separated and suggested based on living situation/amount of meals

Thinks there should be digital checklist for all incoming students separated by oncampus/transfer/ new

Do

Blames himself for not doing enough research

Feel

Feels like he does not have enough time to allocate for research of specific topics

frustrated with the limited parking and the ability to gain a parking pass (Sold out)

Uninformed on how to upload balance to CC

Say

"I would tend to prefer a completion of process notification"

The app should have widgets for dining

Include map in display of parking. make it real-time and interactive

"Using a phone to complete the whole process"

I should know my own ranking for parking

Flexible for different dining plans

The Feedback prompt should be after a task is completed

Low balance notification via push or text

App ID integration (This can be done with NFC)

Low meal balance/count notification via push or text

Think

Processes could be simpler, but does not want to take away features students might use

User feedback should be a scale and text box

Do

Parking should show pending violations and tickets

Feel

feels like unnecessary information is often displayed

Say

"The current process for ticketing includes going through the state parking system"

Have the ability to check into a garage or lot (parking spot) through the app to get notifications about that lot during that time

"Things move without me moving them"

Timeliness of ticket into the database is slow

Notification of a flooding parking lot

Need more access as an alumnus than as a student

Have the ability to scan your ID within the app (NFC scan)

Think

Thinks there should be an easier way to track parking lot availability

confused by disorder of myPortal

Needed more acces to CofC student services as an Alumni than student

Do

Stayed very engaged for long interview process

Shakes head and squints eyes

lists different scenarios

looks away when she expresses disagreement with current system

hand gestures mimic using a smartphone

Feel

like the current parking pass allocation is insufficient but recognizes it is a difficult situation

confused by chaotic repositioning

feels awkward using the college's systems in a new role

concerned about safety when an ID is missing

Concerned about safety

Anxious about payments

Say

monochromatic theme makes differentiating services difficult

"Sending in a photo would take much less time and be more convenient



maybe introduce pick up location options or delivery

Think

there are too many trivial features that should not be as prominent

An application would make getting an ID faster/easier

It would be helpful to get feedback from other students about menu options

It would be nice to have a rolling countdown of how many meals you have left

Do

laughs nervously when talking about forgetting her card

regularly asks us to rephrase the question

Feel

Things are overcomplicated - many of the main features could be simplified for users

likes to walk around Charleston

doesn't like driving/parking in Charleston

Frustrated when she forgets her card

Say

"App should tell users what they did wrong and provide steps to tell me what to do next"

An app should be easy to read

Centralized location for homepage and help page

When showing a parking map the app should use an actual map, not the CofC map.

"I had to go in person for help"

"I check the email on my phone"

Think

Although interfaces are good, needs improved error handling

App should be convenient

People should have confidence in an app

Students shouldn't have to pay extra

Do

played with wrapper in her hands

Looks away shyly

Became more direct and open when she had a problem

Feel

Feels that many of the current features are well implemented

Concerned about costs

Frustrated with the process of leaving AG when the parking pass doesn't work

Say

"I can't blame the app for my error"

Like to receive notifications via text instead of email

"Transactions go through cleanly every time"

Best or most critical feature is the various safty features

Needs a meal plan filter

Show a specific icon for meals that meet certian dietary restrictions

Would like to see a notification of system outages

Have the option to upload a new photo for ID or use existing photo on file

Show the balance of the cougar card

Think

Although she thinks app is sufficient, she does not realize the issues its causing her

She was not complaining because she does not know how it is supposed to work

She thinks she is using the app wrong

Do

She was scared of saying the wrong thing.

Feel

a sense of helplessness when experiencing errors

"Transactions don't go through reload" feels secure in payment process

Say

Receive tracking status of new ID

Have the ability to see the amount of swipes left on meal plan

Show a confirmation of payment

Have colors that are appealing

Show all the different dinning options

"I'm not super-familiar with the area"

Have an email, text, and UI message when there is a card issue

Have an interactive map Highlighting class location and parking availability

See the balance of Cougar Card

Think

there should be some way to ingest the information in an understandable way

real-time information is critical

Do

Was very attentive and background lead to tech references

Kept his hand on his chin

Feel

Doesn't want to submit something twice

Say

Centralized Location	Have an ATM to reload cougar card	"As a first year everyone is told how to sign up for a meal plan, but as an upper class student we forget how to"	Map of all parking garages/lots
Be able to request a change for account info	Have the ability to add dietary options	Have a tab (menu item) for parking tickets	The ability to know your parking priority
I want to see pending transactions	Know where meal swipes can be used easily	Have a verification before paying then a confirmation stating the payment was processed	update/timeline of getting an ID
Notified via email if there is a campus card issue	Have the ability to pay parking tickets online	Have a notice of parking lot/garage oversell for spots	Have the ability to submit a photo online

Think

Consistency	Thinks there should be one location for all payment processes
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Do

Was not confident in answers, wanted to answer "correctly"

Feel