Business and System Innovation Challenge 2024

UX Design Proposal Sokrates

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1. Introduction

- **Abstract**

This document presents a comprehensive UI/UX design proposal for the Sokrates application, an integrated educational management platform aimed at streamlining administrative processes and enhancing the learning experience for students, parents, and educators. Since its inception in 2003, Sokrates has been instrumental in the digital transformation of over 340 schools, serving 110,000 students and 7,400 teachers across Indonesia. This application offers a range of features including a dashboard, admissions management, student information, academic resources, financial management, support services, and settings customization. The primary goal is to create an intuitive, user-friendly platform that facilitates efficient academic administration and communication.

- **Background**

As educational institutions increasingly embrace technology, the need for comprehensive digital solutions has become essential. Sokrates addresses this by integrating various functionalities into one cohesive platform, tackling issues like fragmented communication, complex admissions processes, and disorganized academic resources. It consolidates all communication channels, simplifies admissions with an intuitive interface, and centralizes academic resources for easy access.

Sokrates leverages AI and mobile technology to enhance educational administration and connectivity. AI automates tasks like scheduling, grading, and attendance tracking, and personalizes learning by providing tailored recommendations and feedback. It also analyzes data to offer insights and interventions for improving student outcomes. Mobile technology ensures that Sokrates is accessible anytime and anywhere, allowing students, parents, and educators to stay connected and manage tasks on the go.

2. Theoretical Framework

- **Aim and Goals**

The primary aim of the Sokrates application is to revolutionize the educational management landscape by providing an integrated, user-friendly digital platform. This platform seeks to streamline administrative processes, enhance communication among all stakeholders, and support academic success through the effective use of artificial intelligence (AI) and mobile technology. Sokrates aspires to create a more connected and efficient educational environment, thereby improving the overall experience for students, parents, and educators. These are our objectives as we create Sokrates:

Streamline Administrative Processes:

-Efficient Admissions Management: Simplify the application and enrollment process for students at various educational levels, reducing the complexity and administrative burden associated with traditional methods.

-Comprehensive Student Information System: Maintain accurate and detailed student records, including personal information, academic history, and enrollment details, in a centralized database.

Enhance Communication:

-Unified Communication Platform: Integrate all communication channels, including announcements, updates, and discussions, into a single platform to ensure seamless and efficient communication between students, parents, and educators.

-Parent-Teacher Interaction: Facilitate better communication and engagement between parents and teachers through accessible and organized channels.

Support Academic Success:

-Learning Management System (LMS): Provide a centralized platform for managing courses, accessing course materials, submitting assignments, and tracking grades, thereby enhancing the learning experience for students.

-Personalized Learning Experience: Utilize AI to offer tailored recommendations and feedback to students based on their performance and learning styles, fostering a more personalized and effective educational journey.

Simplify Financial Management:

-User-Friendly Fee Payment System: Offer an intuitive online payment portal for tuition and fees, simplifying the financial transactions for parents and students.

-Financial Aid Management: Streamline the application and management process for financial aid, making it easier for students to access necessary support.

Provide Robust Support Services:

-Comprehensive Help Center: Ensure that students, parents, and educators can easily access support resources and guides to resolve any issues they encounter.

-Maintenance and Technical Support: Offer a straightforward system for submitting and tracking maintenance requests, ensuring timely resolution of technical problems.

Leverage AI and Mobile Technology:

-Automate Administrative Tasks: Use AI to handle repetitive administrative tasks such as scheduling, grading, and attendance tracking, allowing educators to focus more on teaching.

-Mobile Accessibility: Ensure that the Sokrates application is fully accessible via mobile devices, allowing users to stay connected and manage their tasks on the go.

- **User Persona**

User Story

David is 25 years old freelancer, he lives in Austin, Texas with his wife and family. When his son finally enters middle school, his son wants to chose a prestigious school. the prestigious school that david's son chose so happen to have a lengthy and complex admission. so now David is forced to take care of his son troublesome admission. not to mention the price and finance is still written in paper, making it unfavorable to save and interacts with. with this in mind, he hopes that there is an application that could keep track of his son score, finance, and seamlessly integrate student admission between different schools all within one application.

David Lopez

Gender: Male

Age: 25

Address: Austin, Texas

Job: Freelancer

Gain Point

- Are able to track his children school financial record easily
- Easily able to admission his children to the school his children wants to
- Able to see the report card everywhere and anytime to see his children progression

Pain Point

- Hard to keep track of and access his children school financial record
- The school admission his children wants to go to is labor intensive and inefficient
- Have to manally check and fill in the information of his children everytime he went to change school

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User Story

Ayla Lavender is a 21-year-old female who lives in Jakarta, Indonesia. She works as an information systems lecturer at BINUS University. As an educator, Ayla is constantly looking for efficient ways to manage her academic responsibilities, engage with students, and streamline administrative tasks. She values tools that enhance her teaching experience and provide support for her students' academic progress.

Ayla Lavender

Gender: Female

Age: 21

Address: Jakarta, Indonesia

Job: Pengajar (Sistem Informasi pada universitas BINUS)

Gain Point

- able to efficiently manage course materials, assignments, and grades.
- able to utilize Virtual Labs and VR/AR Learning to provide immersive learning experiences.
- believes in maintaining clear and open communication with her students and their parents.

Pain Point

- Ayla sometimes struggles to get timely support for technical or administrative issues.
- Ayla faces difficulty in encouraging students
- Ayla often gets overwhelmed easily by things such as her responsibilities

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User Story

Penny Harvard is a 27-year-old female living in Sydney, Australia. She works as a Manager of Human Resources at HM. Penny is responsible for managing the recruitment, development, and welfare of employees within her organization. She is dedicated to enhancing the efficiency and well-being of her team while ensuring that all HR processes run smoothly. Penny values effective communication, streamlined processes, and the ability to access and manage information effortlessly.

Penny Harvard

Gender: Female

Age: 27

Address: Sydney, Australia
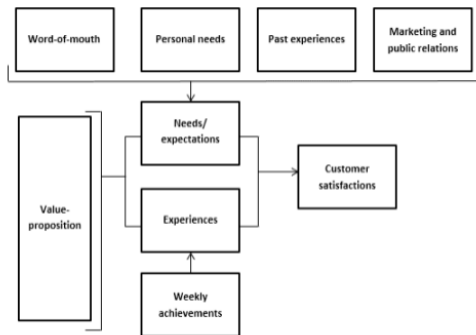
Job: Manager of Human Resource in HM

Gain Point

- Penny Values tools that helps in management and are able to use them effectively
- Penny values her son's school environment
- Penny prefers a hassle-free way to submit and manage all required documents for her son's admission.

Pain Point

- Penny gets mad often if something related to her son were to happen
- Penny finds it frustrating when the admission requirements are not clearly communicated.
- Delays in receiving updates about her son's admission status can be stressful for Penny making her anxious

- **Framework**

Inputs and Outcomes

When designing Sokrates, we rely heavily on feedback from current users, as their positive experiences help build trust with potential new users. Understanding the needs of students, parents, teachers, and administrators is key. Students need easy access to course materials and grades, parents want updates on their children's progress, and administrators need efficient management tools. Learning from past experiences with similar platforms also helps us understand user preferences and pain points. Our marketing and PR efforts clearly communicate the app's features and benefits, shaping user expectations.

Sokrates stands out with its comprehensive, user-centric design aimed at streamlining educational processes, enhancing learning experiences, and improving communication. Advanced features like VR/AR learning and AI tools make it a cutting-edge platform in educational technology.

To meet user needs and expectations, we focus on making features like the Learning Management System (LMS) and e-report Cards intuitive and user-friendly. Regular updates and improvements based on user feedback ensure a positive experience. Weekly achievements, such as bug fixes and new feature rollouts, reflect our commitment to excellence.

Ultimately, our goal is high customer satisfaction, measured by user engagement, positive feedback, and retention rates. When users find the app meets their needs, is easy to use, and continuously improves, they are more likely to be satisfied and recommend it to others.

Here is a simple breakdown of how the Sokrates mobile application is designed:

- **Home** includes a dashboard providing an overview of key information and quick access to important features, along with announcements to keep users informed about updates and events.
- **Admissions** cover new application submissions, tracking ongoing applications, listing admission requirements, and updating the status of submitted applications.
- **Student Information** encompasses student profiles, parent information, enrollment details, and managing transitions between school levels.
- **Academics** features the Learning Management System (LMS), access to course materials, assignments and grades, e-report cards, e-library, e-store, virtual labs, and VR/AR learning experiences.
- **Finance** simplifies fee payment, provides information on financial aid, generates e-finance reports, and keeps a record of payment history.
- **Support** includes a help center, FAQs, and contact support options for user issues.
- **Settings** allow users to manage account details, customize notification preferences, adjust privacy and security settings, select language preferences, and engage with the community.
- **Forums** offer discussion boards for interactive forums and scheduling parent-teacher meetings.
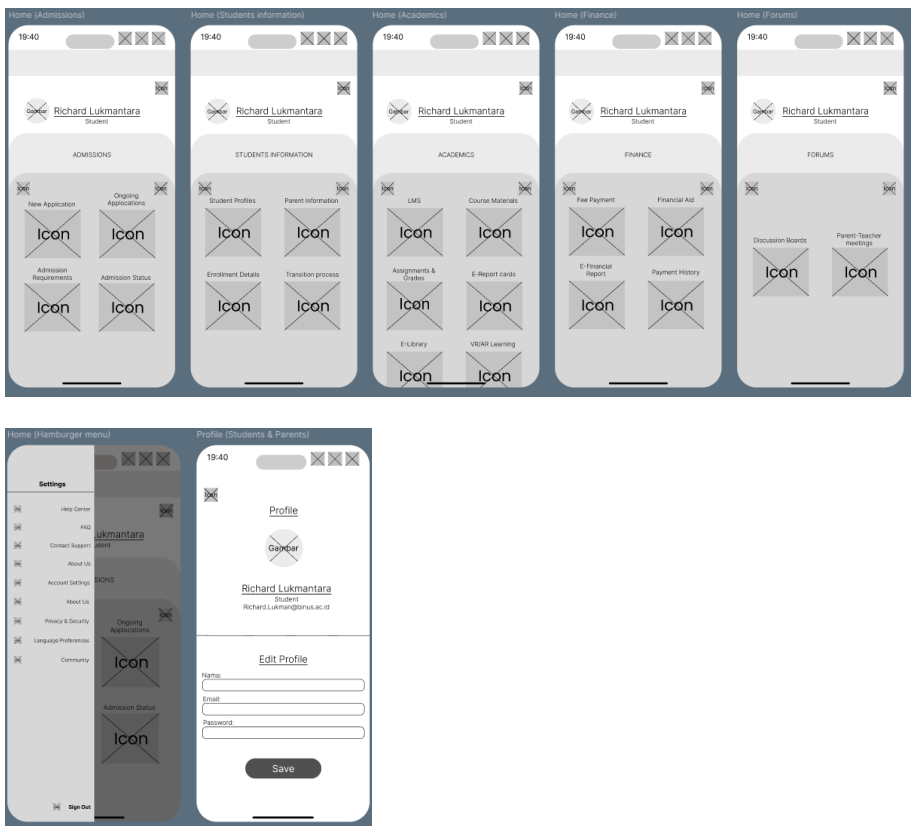
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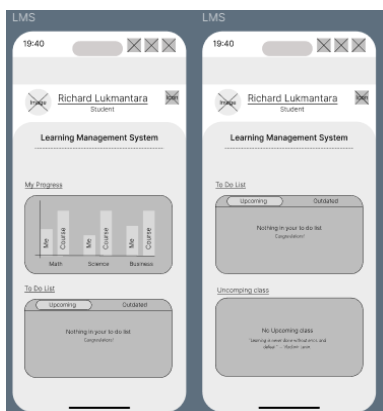
Splash screen and Onboarding

Sign in and Sign Up

Dashboard

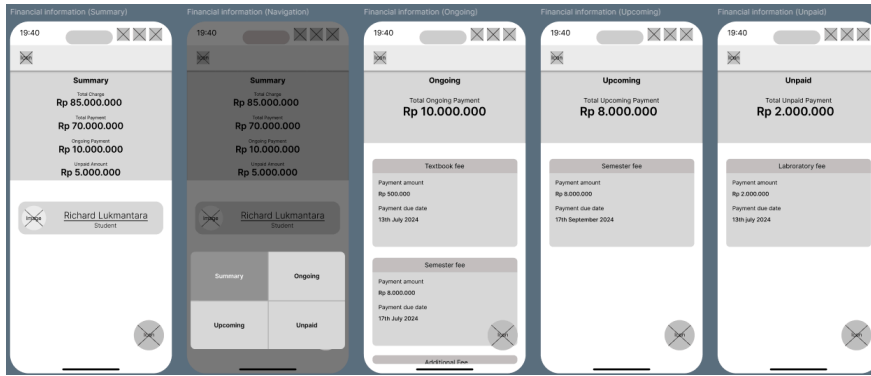## New Applications/Admissions

Learning Management System (LMS)

E-Raport

E-Finance

4.Summary

The Sokrates application brings together all the essential features into one seamless system, making tasks like admissions, managing academic resources, handling financial transactions, and accessing support services much easier. The design is all about putting the user first, with constant updates and improvements to keep the experience smooth and enjoyable. Sokrates is all about making education better and more engaging for everyone involved.

One of the coolest things about Sokrates is how it uses artificial intelligence (AI) to make managing education a lot easier. AI takes care of repetitive tasks like scheduling, grading, and tracking attendance, so teachers can spend more time teaching and interacting with their students. Plus, AI offers personalized learning by giving tailored recommendations and feedback based on each student's performance and learning style. This means students get the help they need in the way that works best for them.

5.Appendix

Link to figma:

https://www.figma.com/design/0cZnGz4U6S6Zs5novMqwQ4/Preliminary?node-id=0-1&t=rdrsCrOuU9yZQpwF-0