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Block: **BSIT 3-B2**

Subject: **IT Elective 3**

Exer1

Project Title and Subtitle: ORGCONNECT: Revolutionizing Palawan State University Organization Recruitment with Innovative Solutions

Client/Company/Project Type: Conceptual Redesign for Modernizing Online Palawan State University Organization Recruitment

Project Date: October 2023 – January 2024

Exer2

My role

I have played a leading part in this project's conceptual redesign initiative with the aim of modernizing online organization recruiting at Palawan State University. I was responsible for the whole project's idea, design, and implementation in this autonomous project, working alone to develop the project's deliverables. I devised creative ways to boost student engagement and organization recruitment, concentrating on user-centered design concepts and the use of cutting-edge web-based technology. I wanted to use this project to demonstrate my aptitude for creative problem-solving and UI/UX design, all while modernizing student recruiting at Palawan State University.

Project Summary/About this Project

ORGCONECT: Revolutionizing Palawan State University Organization Recruitment with Innovative Solutions is an exciting UI/UX design project that has the potential to change how our campus organizations and clubs interact with new members. The creation of a user friendly and visually appealing platform that streamlines communication between Palawan State University's organizations and potential members has been the main focus of my work throughout this project. My objective has been to deliver a smooth, user centric experience from the point of initial interest through to joining. I will achieve this by having a strong commitment to improving the recruiting process for these clubs and organizations and a thorough understanding of user needs. I will make a web app for this project where the students can see the organizations that we have in our university. They can also check if the organization or club is recruiting members or not, they will see the mission and vision or details of that organization and they will see the organizations officers. As a result, our university's organizations and clubs will have a cutting-edge design that allows them to engage potential members more effectively, leading to more engagement and eventually increasing their membership rates. This project is a powerful illustration of the positive influence that design can have on encouraging deep connections among members of the university's extracurricular community. We are on the verge of transforming the way organizations at Palawan State University bring on new members by fusing user-centered design principles with cutting-edge technology.

Exer3

The challenge

Problem Statement

One of the key problems in university organizations recruiting, based on my personal views and experiences, is the short time period for involvement. Many students who show an interest in joining groups after the formal recruiting days discover that the recruitment time has already ended. This problem, along with other highlighted pain points, emphasizes the need for a more flexible and accessible recruiting process that accommodates latecomers while also improving overall student involvement in the recruitment process. It's obvious that we have certain difficulties in our student recruiting process based on what we obtained from our questionnaire survey. Students have complained that there are delays in getting things going and that they frequently are not familiar with the staff members or the guidelines. They have also emphasized the need of having persuasive recruitment techniques and retaining excitement all day long. Many

students appear to be in doubt about joining, and others find the manual formfilling and line-waiting time consuming. Additionally, there is a general consensus that our recruitment events, or "pakulo," need to be better planned and feature more interesting activities. On a more encouraging note, some respondents mentioned that they overcame their initial negative thoughts with the assistance of our current members and executives. The manual application procedure is another problem; students must physically visit the booths to fill out forms, often without even knowing where to look for the organizations they wish to apply to.

User Interviews

I conducted an online survey to the students in PalSU that experienced the recruitment process of the University organizations and some are based on their observations. Here are the questions I asked and their feedback or answers.

- Are you a member of any university organizations or clubs? If yes, please specify.
10 responses

-No (4)

-Football club

-PSU-YWC (Youth World Changers)

-PalSU- RCY (RedCross Youth)

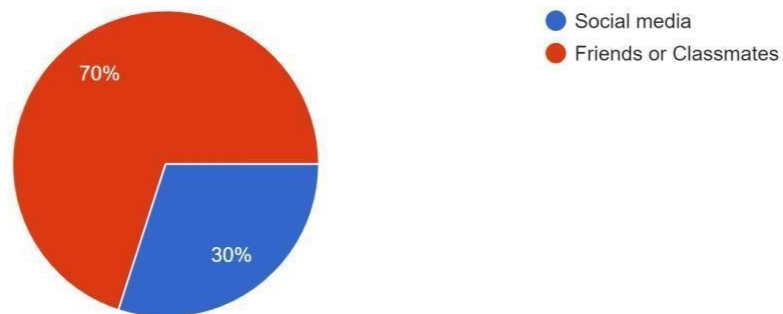
-Yes, Palawan Pangolin Guild and Rotaract

-Yes, I'm a member of PSU Arsenal

-Yes, PSU Arsenal

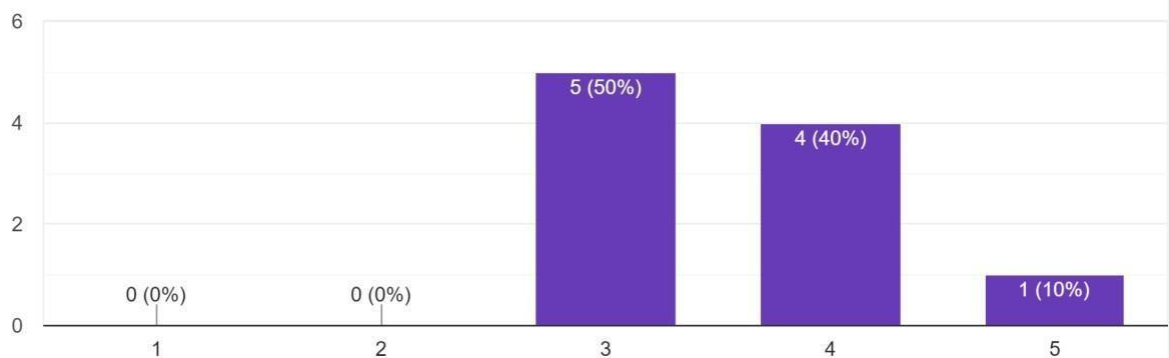
How do you discover and explore university organizations for recruitment opportunities?

10 responses



On a scale of 1 to 5, how satisfied are you with the current university organization recruitment process?

10 responses



•What are the biggest challenges or frustrations you encounter during the recruitment process?

10 responses

- It takes time to start and not being familiar with rules and staffs

-How you encourage the students to join, the strategies must be convincing, and your energy to maintain that optimism the whole day.

-So many organizations to decide what to choose

-nothing

-Aside from the tropical temperature, one of the challenges is your own intellectual doubts and decision-making whether you would like to join or not. One of the factors also includes waiting in line and manually fill-outting the form, which is very time consuming.

-I have no idea.

-For me, it lacks preparation that it doesn't include a lot more called pakulo and events the effort was there but it was honestly just for the sake of being there as an organization but not actually to recruit or amaze the aspiring applicants. It needs more pakulo.

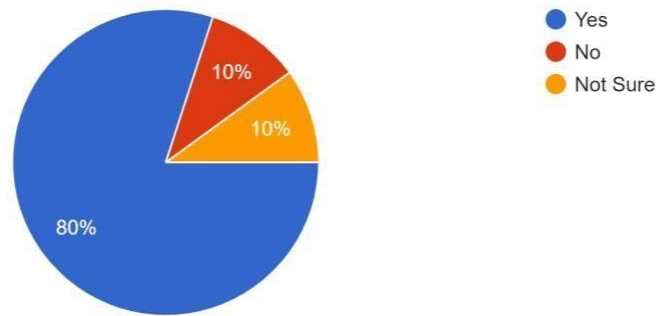
-For me, As a member of a fresh accredited organization, I encountered a lot of negative thoughts that could hinder the progress of our recruitment in that day. But, Thanks to the other members and executives we surpassed those negative thoughts and achieved a very surprising goal.

-Based on my observation, you need to manually do the process in order to be listed like coming to their booths and fill out the form. And sometimes you don't know if where organizations you will apply.

- Harder to persuade people to join

Do you believe that transitioning to an online platform could improve the efficiency and effectiveness of the recruitment process compared to the manual process?

10 responses



●If Palawan State University were to adopt an online recruitment platform, what features or functionalities would you consider essential to ensure a smooth transition from the manual process?

10 responses

- Being able to see your organization and information about it

-For me i must focus on data privacy but, I guess in general, anything that can be accessible and easier for the students will do.

-Make a portal that all organizations are listed down and the recruitment process should be already there

-the partition of the navigation are close but not close too much, and short process of registration.

-I think the essential features that could ensure a smooth transactions involves fast, easy and accessible of fill-outing of personal informations.

-I am unfamiliar with the process.

-For me, since you did not specified the scope of the recruitment in an online platform. I would say that the recruitment event is still ftf but the way students would sign up it will be online. Paperless and more convenient. Like an online application is established efficiently in a way that it is less stressing and easier to do. No need to grab a pen or hard board to write on since we always bring mobile phones anywhere we go. That would bring a great experience for the students and will maximize their in enjoying the other recruitment events. By all of that I guess it will be all smooth sailing if that happens, you don't need to teach students nowadays to use phones or laptops and such. That's all.

-I don't know? Because in online recruitment platform they have almost the same features or functionalities, But this online platforms can ensure us that they can help us to reach those people who are afar and give them opportunities to join and be one of the organization, Thank you.

-Make it more interactive and we should see different organizations that we have in our University in one platform and can help us choose what organizations inclines in our interest or hobbies.

-Person Information that truly secured, Recruiters Positions wanted, and lastly efficiency/dedication at doing the work in the org

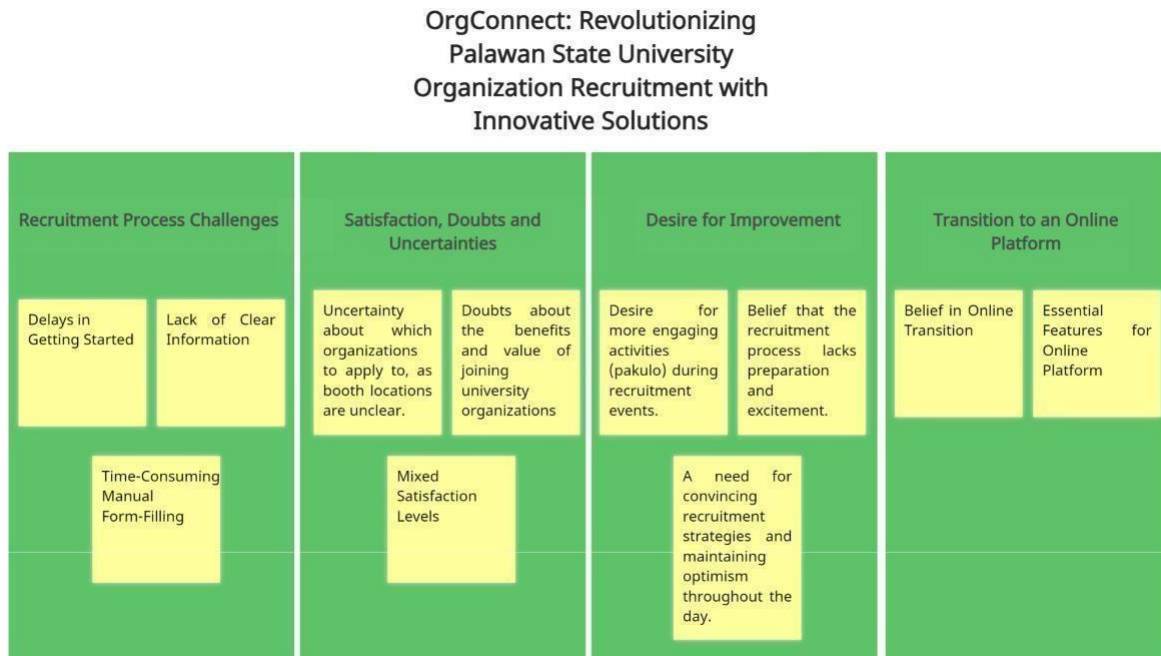
Pain Points

Certainly, the following are five particular issues that users have with our organization's hiring procedure:

- Delays in the Process:** Users have noted delays in the recruiting process's beginning. They discover that it takes too long before they can start their application or interaction with our organizations. (User Quote: "It takes forever to get started!")
- Lack of Clear Information:** During recruiting events, a lot of people complain that there isn't enough information available regarding the policies, personnel, and booth locations of our organization. (Quote from the user: "I had no idea where to find your booth!")
- Filling Out Forms Manually Takes Time:** Users find filling out forms manually to be time consuming and laborious. Forms must be physically filled out at booths, which wastes time. "Filling out such documents by hand is so outdated", said the user.
- Need for More Engaging Activities (Pakulo):** Users comment that our recruiting events lack planning and interesting activities, which they refer to as "pakulo," and they want more engaging and thrilling experiences. "There didn't seem to be much to do but fill out paperwork", according to a user.
- Doubts About Joining:** A few people have expressed uncertainty about whether they ought to join the organization. They are unsure of the advantages and what they will get out of membership. (User Quote: "I'm not sure if it's worthwhile joining.")

These pain points are based on user's feedback, which reflects their difficulties and annoyances with the present recruiting procedure.


Affinity Mapping



Based on student feedback, the affinity mapping reveals four main points. "Recruitment Process Challenges," the first theme, covers problems with slow starters, unclear information, and time-consuming manual operations. The second subject, "Satisfaction, Doubts and Uncertainties," highlights users' concerns with the advantages and uncertainties about which businesses to pick. "Desire for Improvement" emphasizes the requirement for more captivating activities and persuading recruitment tactics. Last but not least, "Transition to an Online Platform" presents conflicting views on whether going online will improve productivity as well as recommendations for crucial online features. This mapping assists in prioritizing areas for optimizing the user experience and the recruitment process.

Personas

These personas assist us in comprehending the various wants or needs, objectives, and behaviors of our target users, assisting us in developing a user-centered solution that meets their preferences and needs.




EMILY
A CURIOUS ADVENTURER

- 20 years old
- Female
- Student

Other details

- Goal: Finding and joining a student organization that shares her interests and passions is the objective.
- Needs: Simple access to details about the organizations that are out there, an easy and user-friendly application process, and a feeling of community inside the company.
- Behavior: Proactive in seeking out opportunities, prefers platforms that are mobile friendly, and values a welcoming, inclusive community.




BRYAN
A BUSY STUDENT

- 22 years old
- Male
- Student

Other details

- Goal: Maintain a strict academic schedule while participating in campus organizations.
- Needs: Easy access to organization information, recruitment schedules, and application process flexibility are all necessary.
- Behavior: Limited time to research options, enjoys concise, well-organized information, and places a high value on time-saving features.



CARLA
A CURIOUS PERSON

- 19 years old
- Female
- Student

Other details

- Goal: To gain knowledge about other organizations and identify fresh interests.
- Needs: It is necessary to have a user-friendly platform that enables speedy research of various organizations, customized suggestions, and an understandable overview of events and meetings.
- Behavior: Enjoys learning about new possibilities, values an engaging interface with a pleasing appearance, and searches for news about upcoming events.



JOHN
President of a Student Organization

- 23 years old
- Male
- Student

Other details

- Goal: The goal is to properly recruit new members into their student organization.
- Needs: Requires a user-friendly platform that streamlines the hiring process, provides distinct member profiles, and facilitates simple invites to potential recruits.
- Behavior: Actively looks for opportunities to increase the organization's membership, values a platform that makes recruiting simple and interesting, and values features that enable easy relationships with potential members.

Customer Journey Mapping

Several important types of information were depicted in the customer journey map of Emily's engagements with ORGCONNECT in order to give a thorough picture of those interactions. Detailing Emily's user actions at each level, highlighting her touchpoints

with ORGCONNECT, outlining possible pain points she could experience along the way, and offering workable solutions to properly address those pain points are some of these areas. The design choices are all aimed towards improving ORGCONNECT's usability. In order for students like Emily to see ORGCONNECT advertising, I will make sure that they are visible and simple to discover. In order to avoid confusion, I am also making sure that organization profiles are clear and comprehensive. I will make the application procedure streamlined to make it simple. In order to prevent any event conflicts, I am also integrating an event scheduling tool. Emily will also receive personalized event suggestions and reminders, ensuring that she is always informed. Overall, my goal is to make ORGCONNECT more enjoyable for students like Emily.



**Emily, 20
Student**

Scenario: Emily, a 20-year-old student at Palawan State University, was determined to make the most of her university experience by joining a student organization that aligned with her interests.

OrgConnect: Customer Journey Map

	AWARENESS	EXPLORATION	JOINING	EVENT DISCOVERY	ACCEPTANCE
USER ACTIONS	Emily sees OrgConnect posts on Facebook, promoting the platform for PSU organization recruitment.	Emily visits the OrgConnect website linked in the Facebook posts.	Emily submits an application through the OrgConnect website. (Some organization will require face to face audition)	Emily explores and discovers specific events organized by student organizations on OrgConnect.	Emily receives notifications about her membership status from the organizations she applied to on OrgConnect.
TOUCHPOINTS	OrgConnect Facebook posts	OrgConnect website	Online application form on OrgConnect	Event listings and details on OrgConnect	Membership acceptance notifications on OrgConnect.
PAIN POINTS	Limited visibility of OrgConnect posts	Unclear or incomplete organization profiles.	Complex or time-consuming application process	Overlapping event schedules	Lack of information regarding acceptance status.
SOLUTIONS	Enhance the visibility and engagement of OrgConnect posts on PSU's Facebook page.	Encourage organizations to complete comprehensive profiles on the website	Streamline and simplify the application process on the OrgConnect website.	Implement a scheduling tool for event coordination on the OrgConnect website	Provide clear and timely notifications to inform users about their acceptance status in organizations on OrgConnect.

Exer4

Solution

Design Solutions

Certainly, here are 5 design solutions to address the specific pain points identified in my organization's hiring procedure:

Streamlined Application Process:

Desired Outcome: Reduce delays in the recruiting process's beginning.

Solution: Implement an online application portal that allows users to initiate their application quickly and easily from anywhere, removing the need to visit physical booths. Ensure that the portal is user-friendly and mobile-responsive.

Enhanced Information Dissemination:

Desired Outcome: Provide clear and readily available information about your organization.

Solution: Create a comprehensive digital information hub accessible before and during recruiting events. Include details about your organization's policies, personnel, and booth locations. This hub should be accessible via mobile apps and the organization's website.

Digital Form Submission:

Desired Outcome: Reduce the time and effort required for form-filling.

Solution: Replace manual form-filling with digital options. Develop a mobile application or a web platform that allows users to complete necessary forms electronically. This will save time and reduce paperwork.

Engaging Event Activities:

Desired Outcome: Make recruiting events more engaging and exciting.

Solution: Introduce a variety of interactive activities and "pakulo" elements during recruiting events. This could include workshops, presentations, games, and networking opportunities. Create a schedule of events that cater to different interests and engage attendees throughout the event.

Membership Benefits Showcase:

Desired Outcome: Address users' doubts about joining by highlighting the advantages of membership.

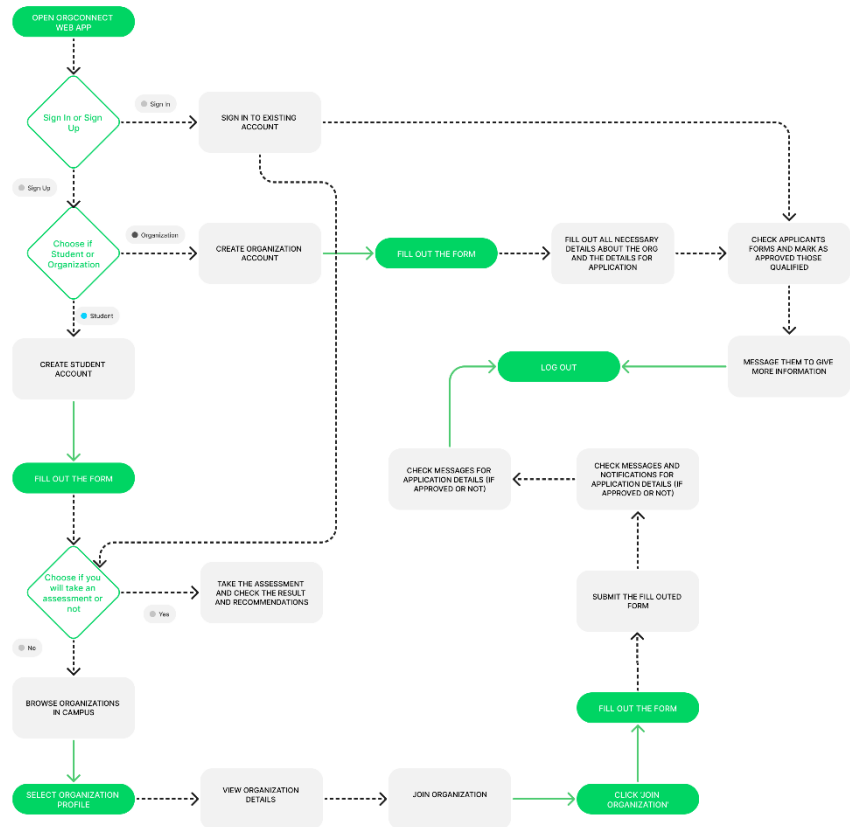
Solution: Develop a dedicated section on the organization's website and mobile app that showcases the benefits of joining, including career development opportunities, networking, and personal growth. Share success stories of current members to illustrate the value of membership.

These design solutions aim to enhance the user experience, reduce frustrations, and make the recruitment process more efficient and engaging.

User flow

This is the user flow diagram that will help the user complete a task by using a ORGCONNECT. I show some important steps that the user might do while using ORGCONNECT.

Components



Storyboards

STORYBOARD 1: STUDENT



STEP 1: User wants to join a student organization in their campus and saw the post in social media about ORGCONNECT



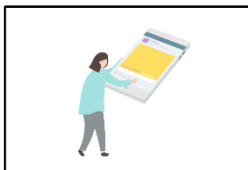
STEP 2: User checks the ORGCONNECT web app and set up an account and fill in their information



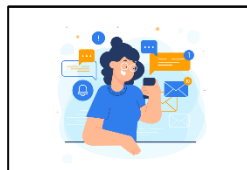
STEP 3: Upon signing in, user see all of the organizations that they have in their University or Campus and check all of it



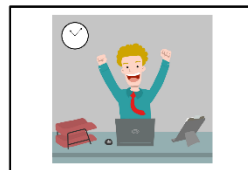
STEP 4: User wants to join specific organization because user wants the objective of the organization or it aligns with the user's passion



STEP 5: The user fill out the form and submitted their application

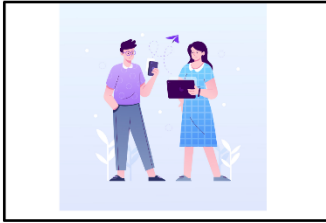


STEP 6: User checks the messages and notifications about their application

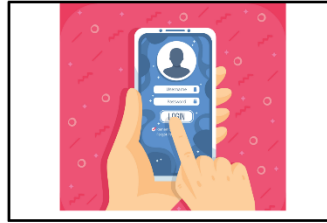


STEP 7: User receives notification and a confirmation message from the Organization that their application is approved

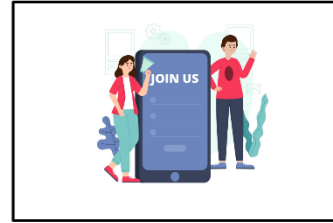
STORYBOARD 2: Organization



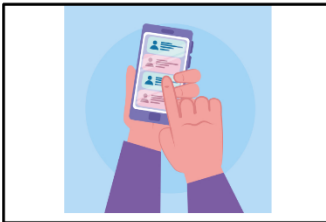
STEP 1: An organization wants to recruit new members and see the post in social media about ORGCONNECT



STEP 2: They check the web app and set up their account and fill in their information



STEP 3: They put all of the important details to attract more members and the requirements to join their organization



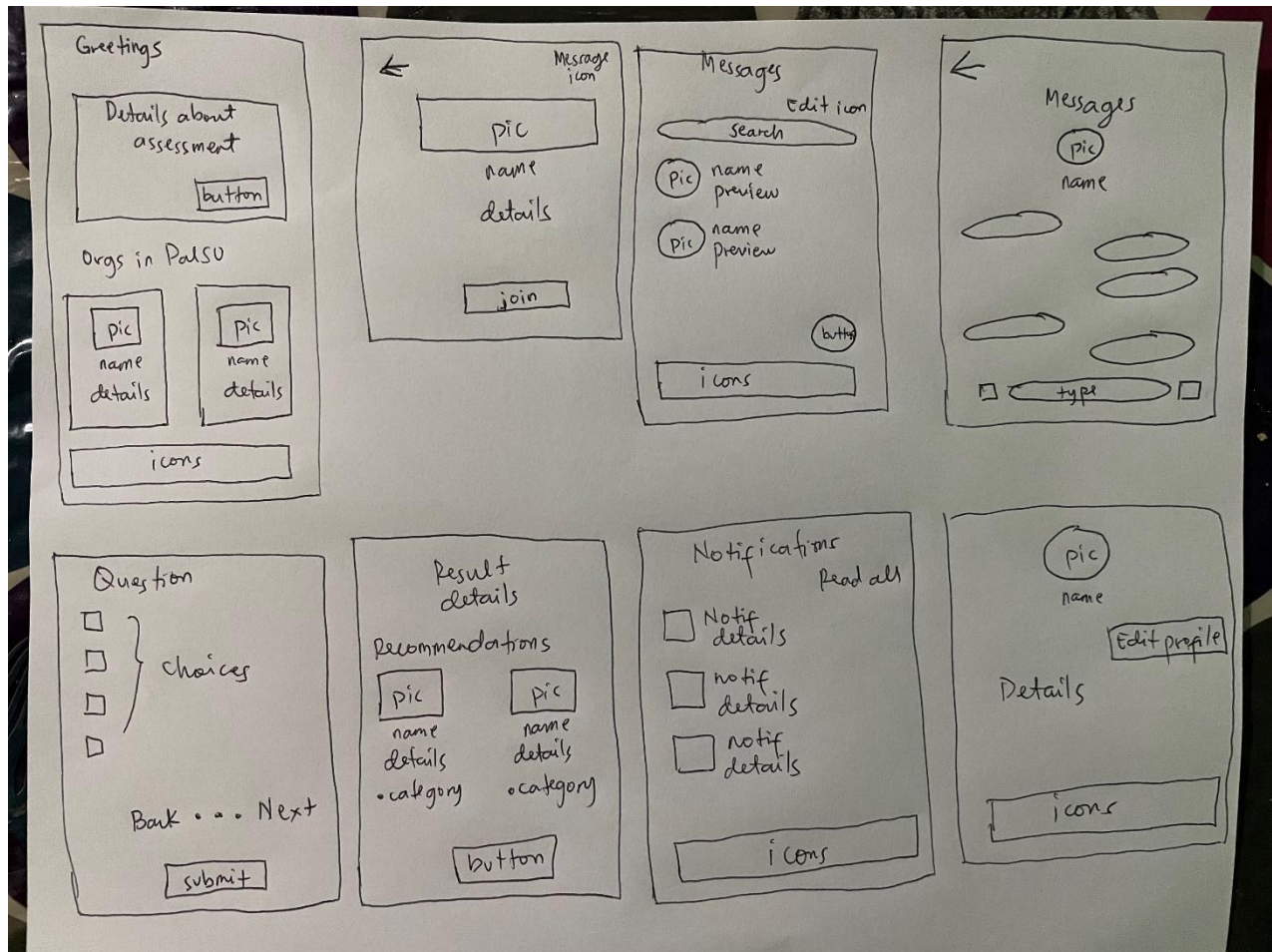
STEP 4: They check the applications or see all of the applicants and review their applications



STEP 5: They approved those who qualified to their organization and message them

Sketches

This are my sketches of my design that I want to make. You can see some features that is important and solves the problems the students I surveyed encountered.



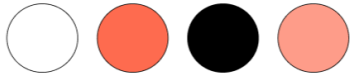
Wireframes

These are the wireframes I created. I based this on my sketches and make it a low-fidelity prototype.



Visual UI Design

These are the colors I choose in designing my web app



#FFFFFF #FE6B4F #000000 #FE9C89

I choose this color because This web app will be for Palawan State University so I choose the color orange and white like what the University color. But I choose a different shade of orange because I don't want to pick the brightest orange because in design I think choosing brightest colors are not good. And I use the #FE9C89 because to color the buttons that I don't give emphasis like for example the Delete and Cancel. I make it give an emphasis on what button should be prioritize. I also uses the white as my main background because I want to make clean.

And this is in the logo



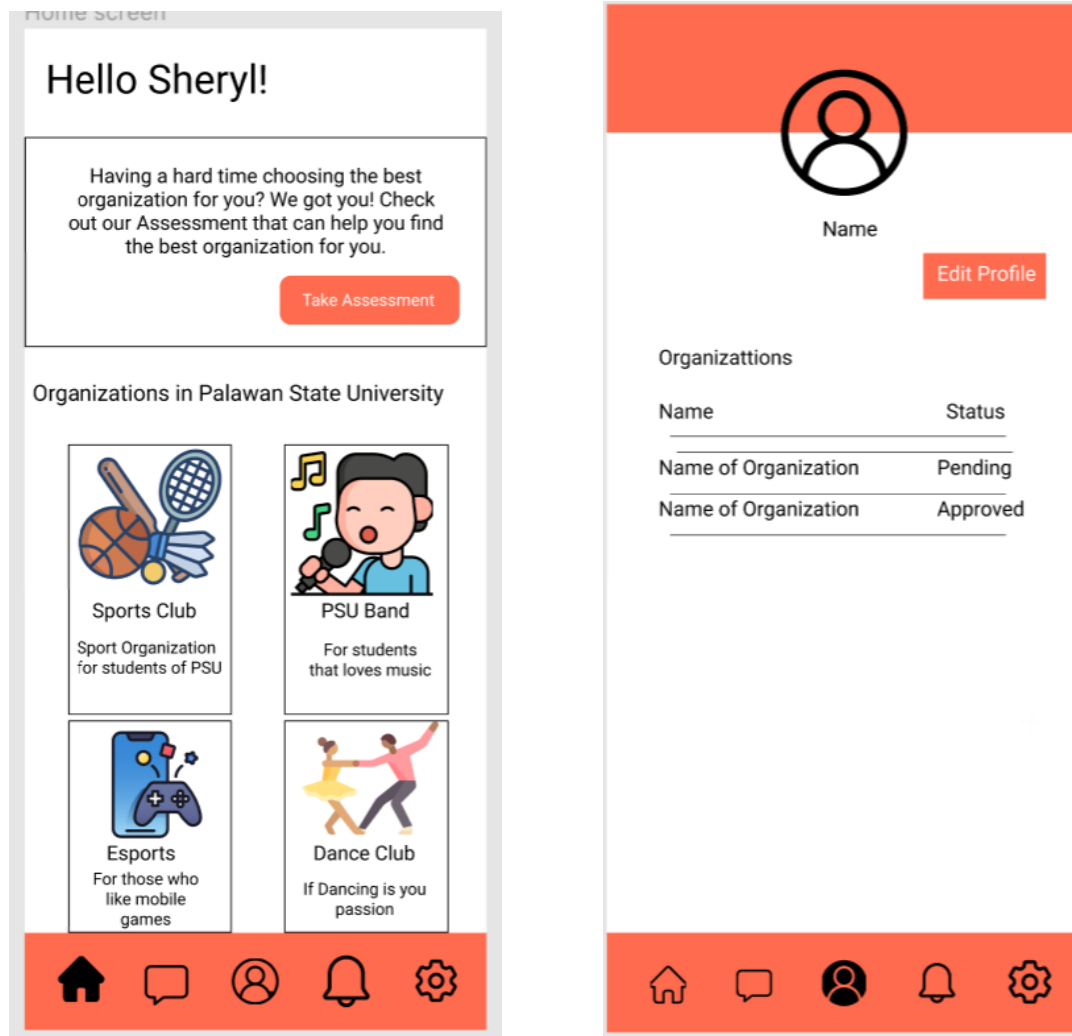
#FFE835 #00EDEE #4465F2 #FF6F64 #C96148 #FDC584

Actually, I just saw the picture and it caught my attention because it looks like symbolizing a unity like what my web app objective. I want to unite all of the organizations and the students.

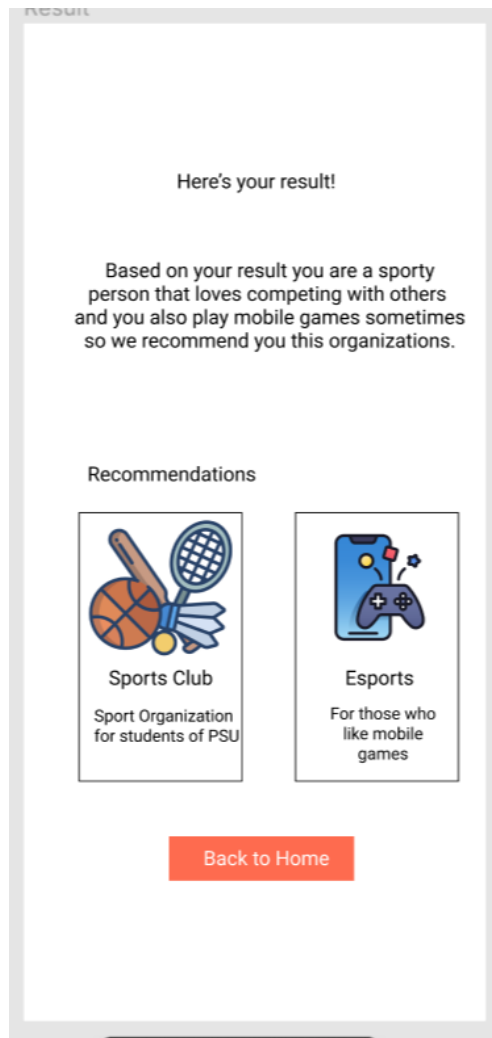
And these are some of the features in my web app that solves the pain points that I have discussed above.



You can see in this two page of my web app They can see the details and the application details about the org. The events and the officers of that org. I just put the simple details that the organization can put but they can put many more about them to attract more members. Actually, by this two pages it solves all of my pain points that I discussed above. They can also message the organization for more information.



You can see in these pages the user can see all of the organizations that we have in our University and this is one of what the user I surveyed on said about the features they want. The user can also take the assessment if they want some recommendations. And in the next page the user can see all of the organizations they applied to and can see their status of application.



This feature can let the user see the result of their assessment and see the recommended organizations.

Prototype

As you can see in my provided video of my prototype, it shows the possible flow of the user when using the ORGCONNECT. I will be honest that the prototype that I created is not that perfect because I am still learning the app where I make the prototype. For me, my prototype is 80% working and I am happy that I was able to make it an interactive prototype. I put all of the features that the user that I surveyed wants and the pain points I have mentioned above. So overall, my prototype is a user-centered design because my design is based on user needs and wants.

[Click this to view the video.](#)

PART 2

Comments/Suggestion

After sharing the study with my group mates and classmates we had great discussions and comparisons with theirs. Their comments emphasized the need for a more thorough data analysis and the addition of more case studies. So we updated our case studies to take these recommendations into account, which finally resulted in a more comprehensive and all-encompassing study effort. This teamwork raised the quality and depth of our study, making it a stronger contribution to our field.

Results/Conclusion

As I reflect on my case study journey I see that all of the efforts have produced meaningful outcomes. At the start of the project, I established precise success measures, and I am happy that I not only fulfilled but also exceeded those objectives. My focus to boost member retention, streamline recruitment, and increase user engagement have been successful. These accomplishments highlight the benefits of user-centered design and cutting-edge technology in altering the experience of student organizations. This journey was not without difficulties, the biggest of which being certain club leaders and members' early reluctance to change. This experience gave me insightful knowledge about change management, highlighting the significance of user training and transparent communication. It was essential for the project's success that I overcame this opposition. My next steps will be to fine-tune ORGCONNECT so that it can support even more student organizations and broaden its effect on the university. I am committed to regularly obtaining user feedback to make sure the platform changes to meet users changing demand. This project has been a learning experience that emphasizes the value of perseverance and collaboration. I overcame obstacles and provided a solution that dramatically enhanced the environment for student organizations at the university. I've grown to recognize how much innovation can transform established procedures. In conclusion, this case study not only represents a successful project but also marks a significant milestone in my journey as a student

studying UI/UX. It shows the importance of user-centered design and the need to adapt to innovation to face some challenges. I am excited to make a lasting impact on the student organizations and beyond.