

Exercise 1: Project Title

Project Title: "PSU Internship Management System"

Subtitle: " Building Bridges to Career Success: An Internship Management System Study"

Client/Company/Project Type: This project was developed to enhance the internship management process for educational institutions. It aimed to create a more efficient and transparent system for coordinating and managing student internships, fostering better engagement between students and employers.

Project Date: I worked on this project, last August 13, 2023, though only work to its design.

Exercise 2: Role

For this design project, I served as the lead UI/UX designer and worked collaboratively with a cross-functional team that included colleague developers and project leader. My responsibilities encompassed the entire design process, from initial user research and ideation to prototyping and final user interface design. I also conducted user testing and gathered feedback to iterate on the design.

The project aimed to redesign Internship Management System for an easy access to the system. The existing website faced usability issues and received consistent negative feedback from users. My role was to enhance the overall user experience, streamline the navigation, and create a modern and intuitive interface.

I started by conducting user interviews and analyzing user data to understand pain points and frustrations with the website. Based on this research, I created user personas and a customer journey map to guide the design process. I then developed wireframes and prototypes, which I tested with real users to validate design decisions.

This project allowed me to demonstrate my ability to lead a design initiative, work collaboratively with a team, and create a solution that directly addressed user needs and business goals.

Exercise 3: The Challenge

Challenge: Internship Management System Redesign

Problem Statement:

The current Internship Management System, key issues include a confusing user interface, difficulties in tracking internship progress, and a lack of transparency in the internship placement process. Our challenge is to redesign the IMS to improve user experience, streamline internship management, and ensure seamless communication between all stakeholders.

User Research:

To address these challenges, we conducted user research that included surveys.

User Interviews:

We conducted a survey from a students from on a different courses inside PSU, During these interviews, we asked users about their experiences how painful to find a company to perform an internship, pain points they encountered, and their specific needs. We also inquired about their expectations for an ideal system.

Pain Points:

1. **Confusing Navigation:** Students reported difficulty in finding information related to available internships and application deadlines.
2. **Lack of Progress Tracking:** Faculty members struggled to monitor students' internship progress and provide timely support.
3. **Communication Breakdown:** Administrators faced challenges in coordinating between students, faculty, and internship providers due to a lack of a centralized communication platform.
4. **Limited Mobile Responsiveness:** With the growing use of smartphones, the website had limited mobile responsiveness, making it difficult for users to shop and make purchases on mobile devices.

Affinity Mapping:

We organized the feedback and pain points into an affinity map to identify common themes and priorities. This process helped us identify the most critical areas for improvement, such as user interface clarity, progress tracking features, and communication tools.

Personas:

Based on the research data, we created personas representing the primary user groups:

1. Student Sarah: A proactive student looking for internships, focused on ease of use and access to opportunities.



SARAH

Address | Phone | Email

OBJECTIVE

To get a job from a prestigious company

EXPERIENCE

Sarah Lab

Job Title | Dates of Employment

- This is the place for a brief summary of your key responsibilities and most stellar accomplishments.
- To easily apply any text formatting you see in this document with just a tap, on the Home tab of the ribbon, check out Styles. This text uses the List Bullet style.

EDUCATION

You might want to include your GPA here and a brief summary of relevant coursework, awards, and honors.

AWARDS AND ACKNOWLEDGEMENTS

- You delivered that big presentation to rave reviews. Don't be shy about it now! This is the place to show how well you work and play with others.
- Are you president of your fraternity or sorority, head of the condo board, or a team lead for your favorite charity? You're a natural leader—tell it like it is!

2. Professor Alex: A faculty member interested in tracking student progress and providing guidance.



PROF. ALEX

Address | Phone | Email

OBJECTIVE

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3. Administrator Lisa: Responsible for managing the internship process, seeking streamlined communication.

ADMIN. LISA

Address | Phone | Email

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Customer Journey Mapping:

We developed a customer journey map that illustrated the phases of the internship process:

Discovery: Students search for internships.

Application: Students submit internship applications.

Progress Tracking: Faculty monitors student progress.

Placement: Administrators coordinate internship placements.

Feedback and Evaluation: Post-internship feedback and evaluation.

This map informed our design decisions, such as creating a simplified interface for students, adding progress tracking tools for faculty, and implementing a centralized communication hub for administrators.

Exercise 4:

Design Solutions

1. **Confusing Navigation:** Students reported difficulty in finding information related to available internships and application deadlines
 - **Clear Information Hierarchy:** Ensure a well-defined information hierarchy on your website or app. Use clear headings, subheadings, and visual cues to guide users. Consider employing a "breadcrumb" navigation trail to show users where they are in the site's structure.
 - **Intuitive Menu Structure:** Simplify your menu structure. Use logical categories and labels. Conduct user testing to determine the most intuitive menu layout. Consider a "mega menu" with grouped options, and implement a search bar for users to quickly find what they're looking for.
 - **Progressive Disclosure:** Implement progressive disclosure to reduce cognitive load. Show only essential options or information at first, and let users access more advanced or detailed features as they need them. This can be achieved through collapsible menus, tooltips, or contextual help.

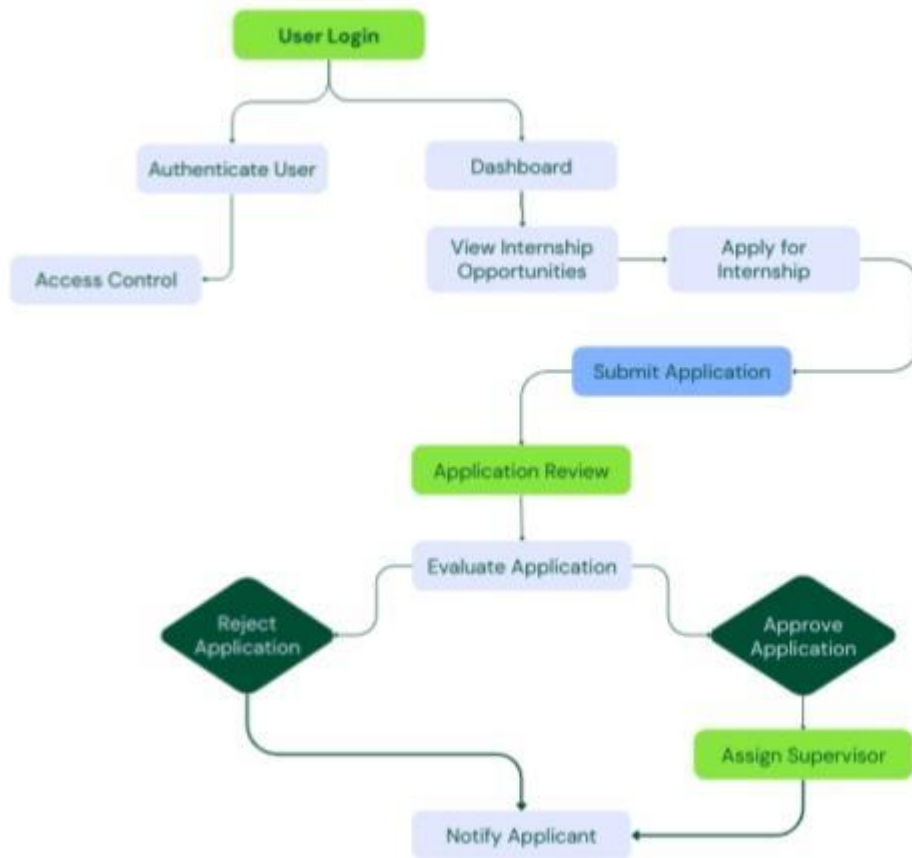
2. Lack of Progress Tracking: Faculty members struggled to monitor students' internship progress and provide timely support

- **Progress Bars or Indicators:** Implement clear and visible progress bars or indicators to show users how far they've come in a process. This can be particularly useful in multi-step forms, onboarding processes, or when users are completing tasks with multiple stages.
- **Step-by-Step Guidance:** Provide step-by-step guidance or a numbered list of the process to give users a sense of where they are and what's next. This can be accompanied by clear, concise instructions for each step to prevent confusion.
- **Completion Summaries:** After users complete a section or task, display a summary of what they've achieved so far. This reinforces their progress and provides a quick overview of their actions, making it easier for them to track their accomplishments.

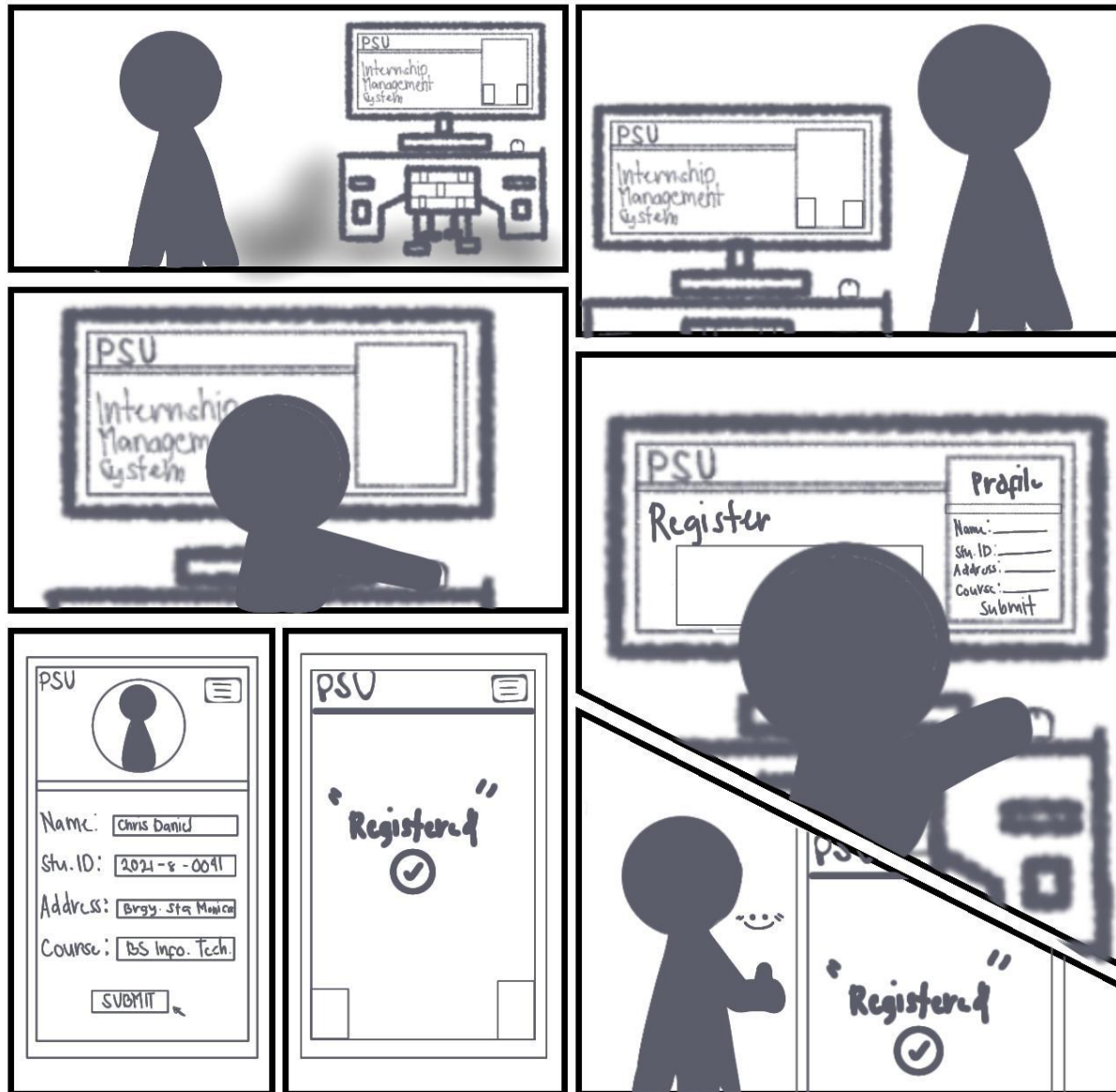
3. Communication Breakdown: Administrators faced challenges in coordinating between students, faculty, and internship providers due to a lack of a centralized communication platform.

- **Clear Error Messages and Feedback:** Provide explicit and concise error messages when users encounter issues. Instead of generic messages like "Error occurred," specify the problem and suggest solutions. Include actionable steps to help users resolve the issue.
- **User-Friendly Contact and Support:** Make it easy for users to reach out for assistance. Include clear and accessible contact information, such as a support email, chat, or a phone number. Additionally, consider implementing chatbots or AI-driven assistants to offer immediate help for common issues.
- **User-Friendly Documentation and FAQs:** Create a well-structured and searchable knowledge base or FAQ section. Organize information logically, use plain language, and provide detailed guides for common user concerns. Make it easy for users to find answers on their own.

- User Flow

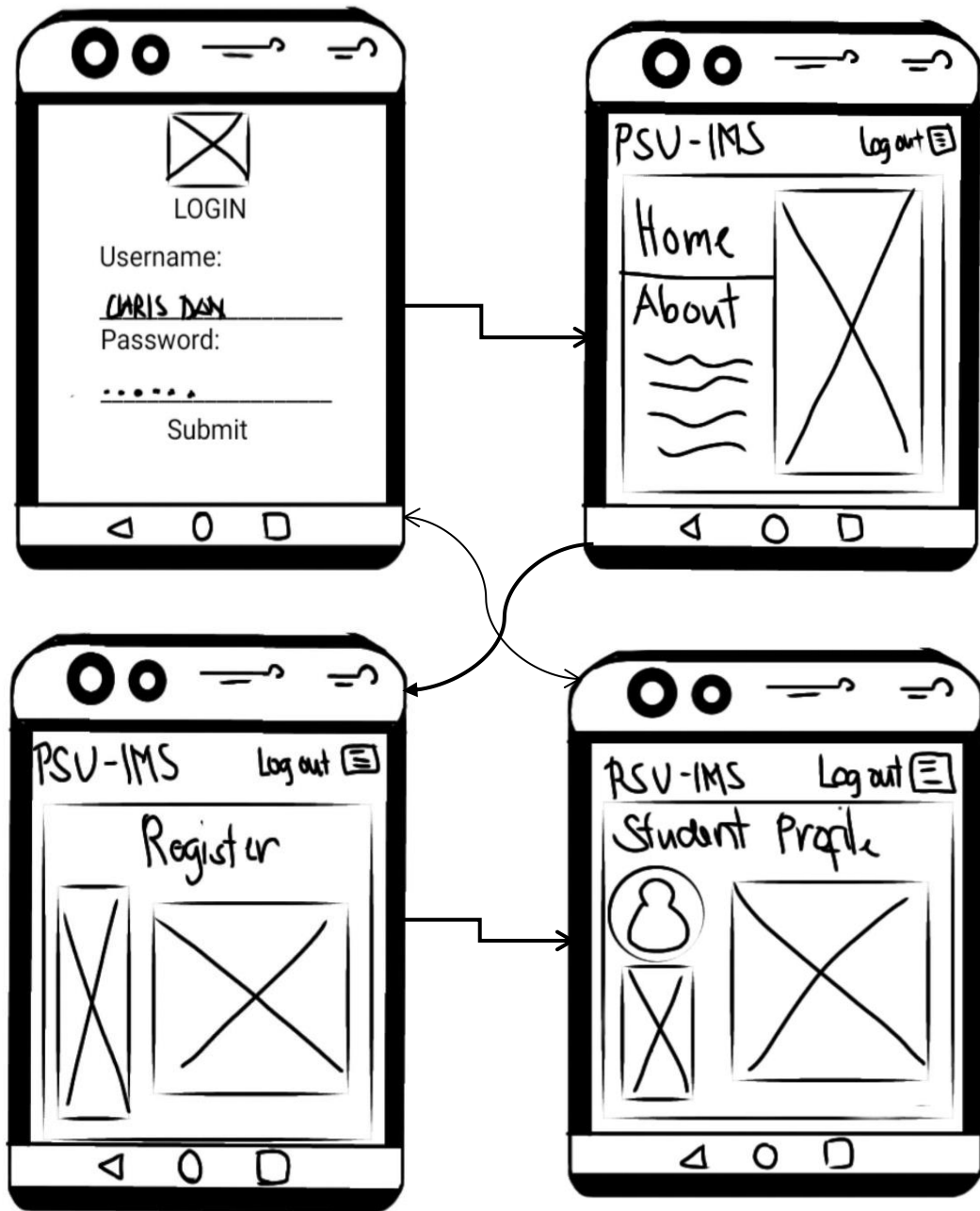


- Storyboards

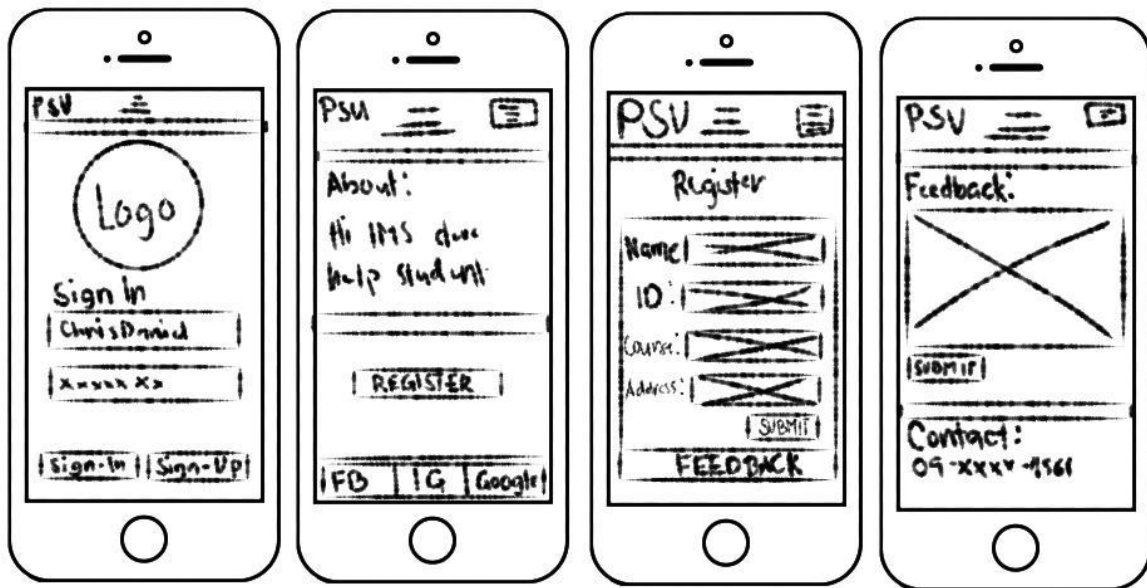


On this storyboard this was about a student want to register at IMS (Internship Management System)

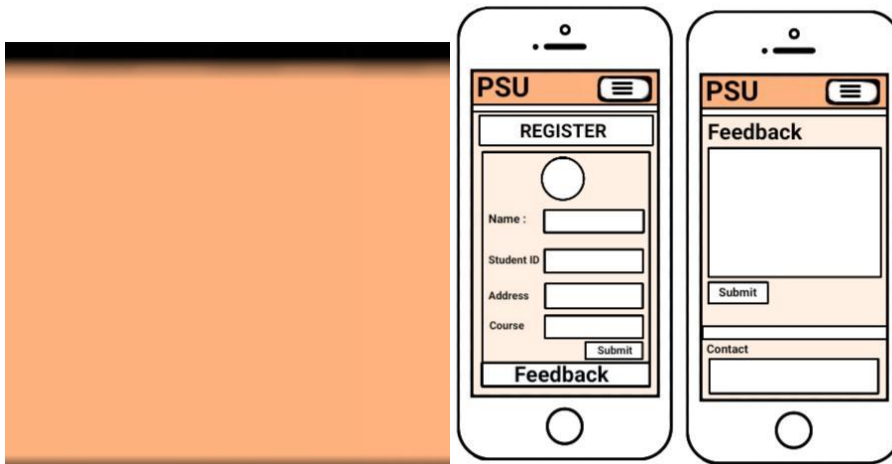
- Sketches



- **Wireframes** - You have likely worked on the wireframes for the project. Presenting them after the sketches and before the visual designs helps illustrate how the design evolves from ideas to real life.



- **Visual UI Design** - Describe design choices such as colors and styles, explain how a particular design solves the user pain point mentioned before, present a few screens together to show user flow, or zoom in on details of a specific component.



Background- color; In my background color I've used the color white similar to the design color of Palawan State University

Color: Same as the background color I've used the color orange make as same as the color of PSU designs.

- **Prototype** - You can embed a live prototype or record video clips of essential interactions that you'd like to explain further. Briefly describe the points you wish readers to notice when reviewing the prototype.