* What are these demographics

For the design of Overlapp it was crucial to understand the motivations of our users to aide in the determination of useful and effective features. Using our initial problem space interviews and feedback from development iterations, we determined there were two main types of student that could benefit from Overlapp.

Our approach was to use demographic information to generalize the strengths and weaknesses of every individual into groups. Overlapp then aides these user demographics by assisting them personally where they are not confident, and transferring their strong skills to others in group work.

* Demographic 1

Our first demographic we have dubbed ‘Confused Connie’. This student is the kind of user that doesn’t really know what is going on in their course. Maybe they don’t go to or watch all their lectures. Most university students seem to categorize themselves into this demographic, especially in the earlier years of their course.

This kind of user is actually very intelligent and can often complete their work to a high standard, even when they are often under pressure the night before.

Connie fails to organize themselves, which will be fixed by the many organizational features of our App.

A study from PLACEHOLDER found a strong correlation between personal organization and high academic results. Overlapp prevents a Connie from falling into this trap by improving their personal organizational ability.

* Demographic 2

Generally describe the user

What are their strengths?

How overlap helps them lend their skills to the group

What are their weaknesses?

Why are these weaknesses bad (university study)

How does overlap fix these weaknesses

Conclusion