UNIBOND

Mobile Platform to foster Alumni and Student Engagement

DESIGN REPORT

Unibond – A mobile platform to foster Alumni andStudent engagement

Group 13
University of Vavuniya

Contents

Title Page

- **Project Title:** Unibond - University of Vavuniya Alumni Engagement Mobile App
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- **Date:** 25th November 2024
- **Supervisor/Instructor Name:** Mrs. Yasotha Ram Ramanan (Senior Lecturer)

Project Overview

- **App Name:** Unibond – a Mobile Platform to Foster Alumni and Student Engagement
- **Purpose:** To foster strong relationships between alumni and current students while offering networking opportunities and resources.
- **Audience:** Alumni, current students, university staff, and faculty members.
- **Scope:**
  - Alumni profiles and directories.
  - Event notifications, Donations and registrations.
  - Messaging system for networking.
 - Career and mentoring features.

Design Goals

- **Usability:** Easy navigation for alumni of all age groups.
- **Aesthetics:** A professional and modern look aligned with the university's branding.
- **Accessibility:** Features suitable for differently-abled users, including scalable text and high contrast.
- **Engagement:** Interactive elements to keep users connected and returning to the app.
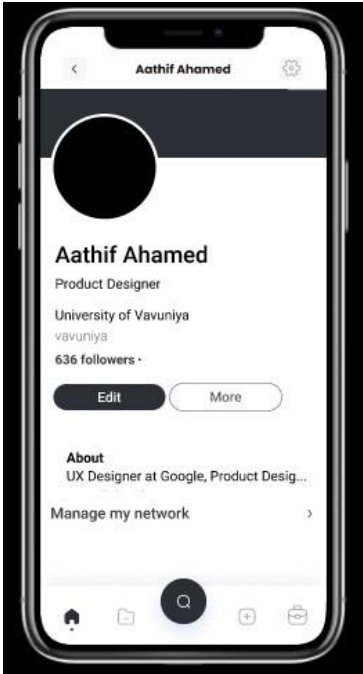

Research

- **Market Analysis:** Studied existing alumni engagement apps like Graduway and Alumni Spaces.
- **User Research:** Conducted surveys to understand alumni needs (networking, career advice, events).
- **Inspiration:**
  - Simple and clear navigation from apps like LinkedIn.
  - Modern UI trends (e.g., cards for displaying user profiles and events).
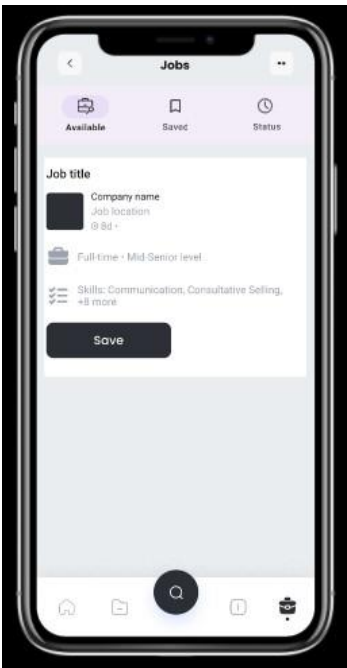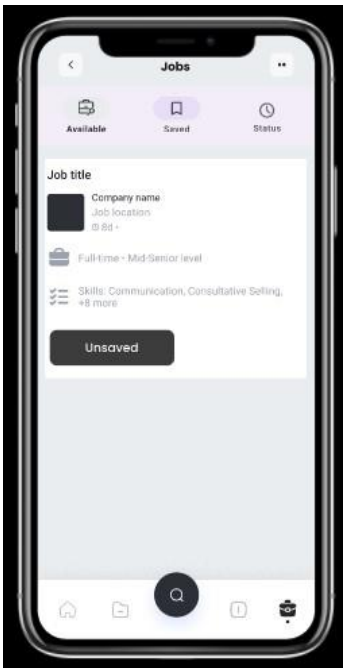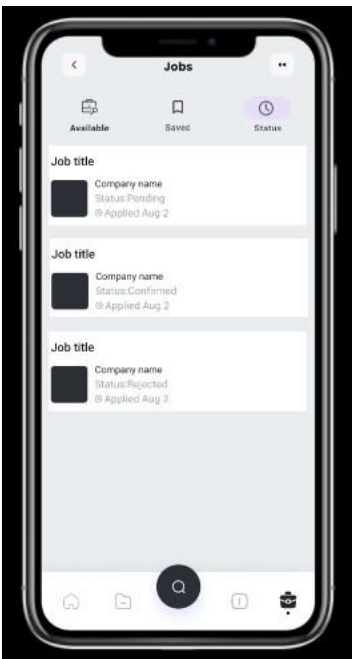

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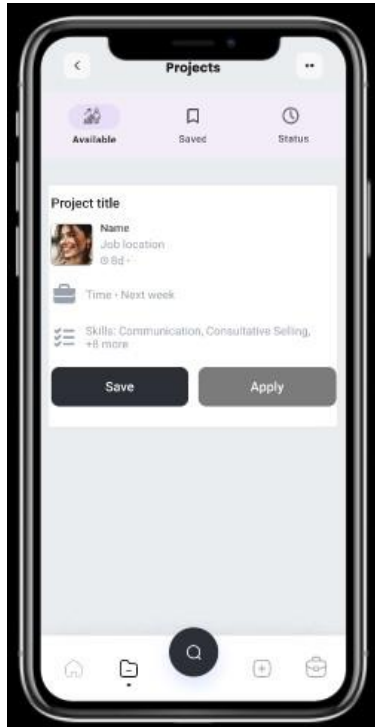
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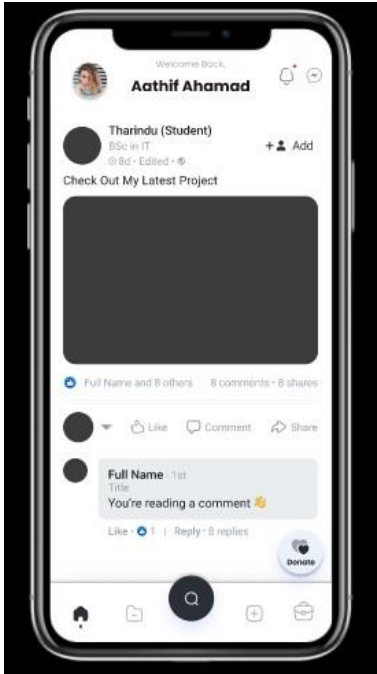
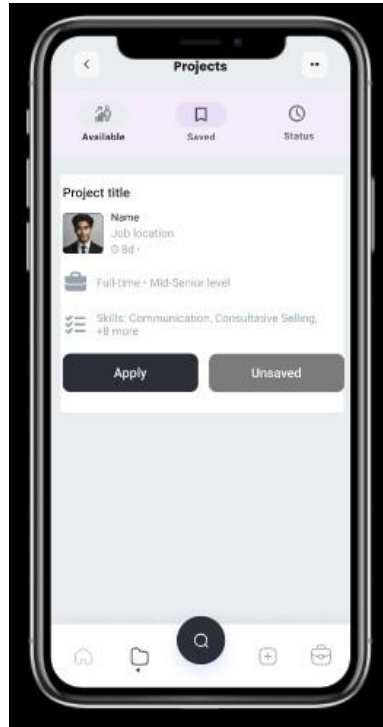
Profile

Jobs

Available Jobs

Saved Jobs
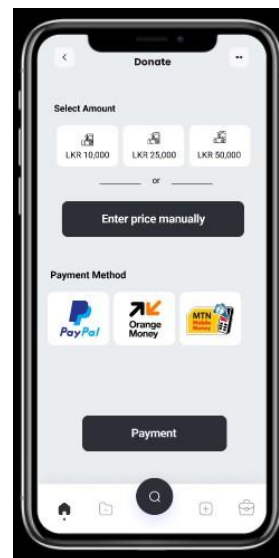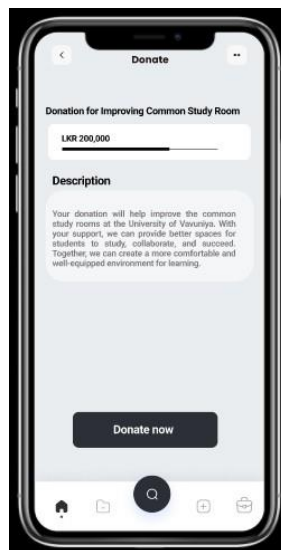

Job Status

Projects

Available Projects   Saved Projects   Project Status
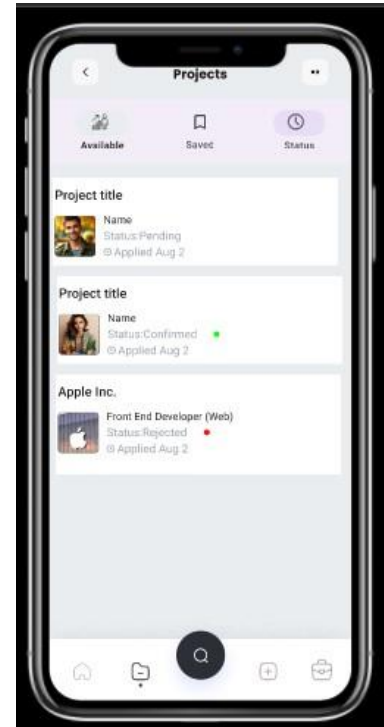
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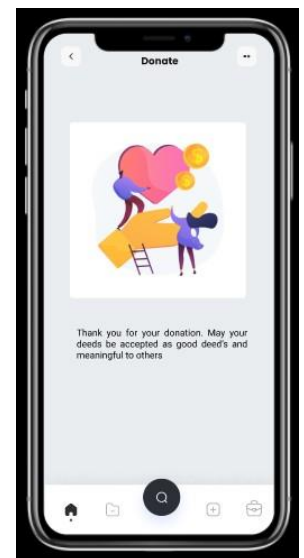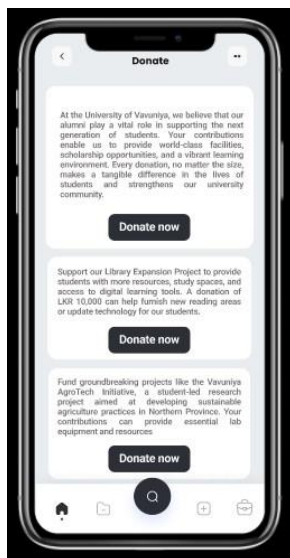
Create/ Post
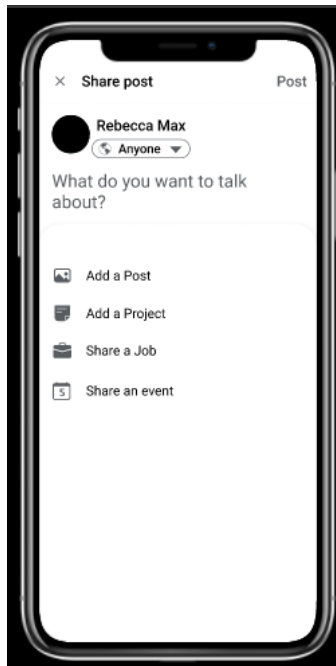
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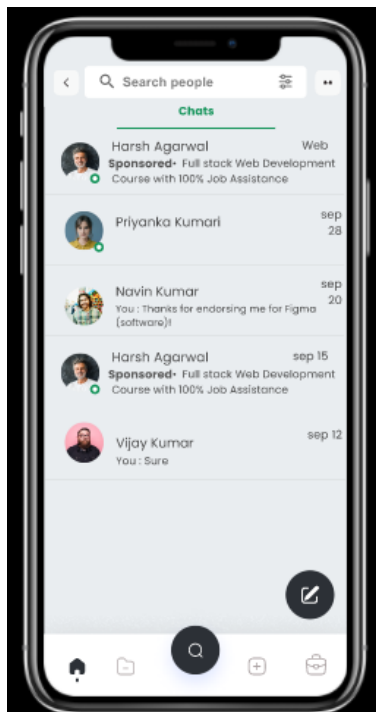
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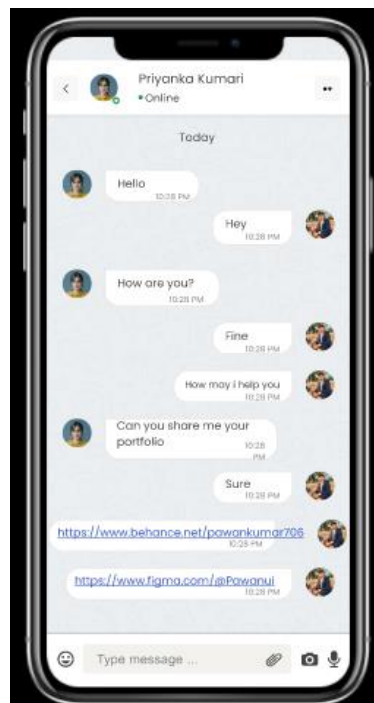
Visual Design

- **Color Palette:**
  - Light Mode
    - Text – #000000 (Black)
    - Background fill – #FFFFFF (White)
    - Input fields/ Highlights – #E0E0E0 (Muted gray)
    - Buttons - #000000 (Black)
  - Dark Mode
    - Text – #FFFFFF (White)
    - Background fill – #2C2C2C (Charcoal)
    - Input fields/ Highlights – #E0E0E0 (Muted gray)
    - Buttons - #000000 (Black)
  -

- **Typography:**
  - Headings: Poppins, Bold
  - Body Text: Roboto, Regular
- **Icons and Imagery:**
  - Minimalist icons for intuitive navigation.

User Interface (UI) Components

Home Screen:

- Quick links to **Profile**, **Jobs**, **Projects**, and **Donations**.
- A central card displaying the latest university announcement or news.

Profile Screen:

- Displays the user's profile picture, name, and alumni batch details.
- Editable text fields for:
  - Personal Information (e.g., name, contact, location).
  - Academic History (e.g., graduation year, degree).
  - Achievements (e.g., career milestones, awards).

Jobs Screen:

- Three tabs:
  1. **Suggested Jobs:** List of jobs tailored to the user's profile and preferences.
  2. **Saved Jobs:** Jobs the user has bookmarked.
  3. **Application Status:** Tracks the progress of jobs the user applied for.

Projects Screen:

- Displays available projects for collaboration with alumni or current students.
- Each project is shown as a card with:
  - Title.
  - Brief description.
  - A "Join Project" button for participation.

Donation Screen:

- Options to contribute to university funds (e.g., scholarships, infrastructure).
- Donation history for transparency and tracking.

User Experience (UX) Design

- **Navigation Flow:**
    1. User logs in.
    2. Home screen shows personalized content.
    3. Profile completion prompts ensure engagement.
    4. Event notifications encourage participation.
- **Behavioral Scenarios:**
    - *If a user forgets their password, a recovery email is sent instantly.*
    - *After attending an event, users can rate it to improve future events.*

Accessibility

- Contrast meets WCAG AA standards for readability.
- Screen reader-friendly labels for all interactive elements.
- Adjustable font sizes for readability.

Prototyping

- A clickable prototype created in **Figma** demonstrating:
    - Transitions between Home, Profile, and Events screens.
    - Smooth animations for interactive elements like buttons and tabs.

Challenges

- Ensuring older alumni are comfortable with app navigation.
- Balancing modern design with the university's traditional branding.

Tools Used

- **Design Tools:** Figma for mockups and prototypes.
- **Collaboration Tools:** Notion for task management, Slack for team communication.

Future Considerations

- **Feature Expansion:**
  - Alumni donation management system.
  - Real-time mentoring sessions through video calls.
- **Gamification:**
  - Awarding badges for active participation in events or mentoring.
- **Data Analytics:**
  - Insights on user engagement to improve features.

Conclusion

This design report outlines a user-friendly and visually appealing mobile app tailored to the needs of Unibond. By prioritizing usability, accessibility, and engagement, the app aims to strengthen alumni relationships and foster university pride.