College Tracking System

Khalid Alotaibi / 6/30/2020

Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in education environment. We interviewed 5 student and 5 lecturer on their needs, pain points, and how they use digital products to help them in their education environment related to the college.

Key Findings

Student and faculty staff have use apps to help them in their college education environment. Some of them use Calendar apps to help them to schedule their classes. And others use the college website and blackboard to manage their education environment. Visitors will sometimes use google map to direct them to a specific faculty staff member office. We identified a huge opportunities to build a product with a focus helping users in their college education environment.

What did we want to learn?

Our team wanted to explore students, faculty staff and visitors experiences with existing digital tools that help them for their education environment related to the college. The goal was to determine what opportunities may exist for creating new app that will help them for their education environment.

Key Research Question

- Needs – what is a must have for Users in this app

- Behaviors – How do the user currently manage their life inside the college?

Participants

We recruited our participants from the college

Students

	Time inside the college	Digital products they currently use
Student 1	3 – 4 hours daily	Google Calendar, My Study Life
Student 2	6 – 7 hours daily	Simple Calendar, Google Map
Student 3	8 – 9 hours daily	iStudiez, Google Calendar
Student 4	5 hours daily	Evernote, Quizlet
Student 5	7 hours daily	My Study Life, Everonte

Participants

Faculty Staff

	Time inside the college	Digital products they currently use
Staff 1	7 - 8 hours daily	Blackboard, College website
Staff 2	4 - 5 hours daily	Google Classroom, Blackboard
Staff 3	10 - 11 hours daily	Microsoft Teams, Google Calendar
Staff 4	12 hours daily	Google Calendar, Google Classroom
Staff 5	6 hours daily	Google Calendar, Blackboard

Participants

We recruited our participants from the college

Visitor

	Time inside the college	Digital products they currently use
Visitor 1	30 – 50 min	Google Calendar, Gmail
Visitor 2	1 – 2 hour	University website
Visitor 3	45 min	University app (not working currently)

Key finding #1

New Students use digital tools to direct them to specific classroom. Such as using Google Map.

"I use google map to direct me inside the college building. It's easier to use an app instead of an old photo of the building structure."

- Student 2

Recommendation #1

Our new product should combine the different features that the usres currently use with simplest design.

Things to consider:

- The product should have built-in class scheduling system

- The app should have simple design and easy to use

Key finding #2

Seeing status progress of the classroom helps to inform users that if it's occupied or not.

" As a faculty staff, I would love to be able to check the status of a classroom by using an app. Sometime when I need to take extra lectures, I need to search for empty classes."
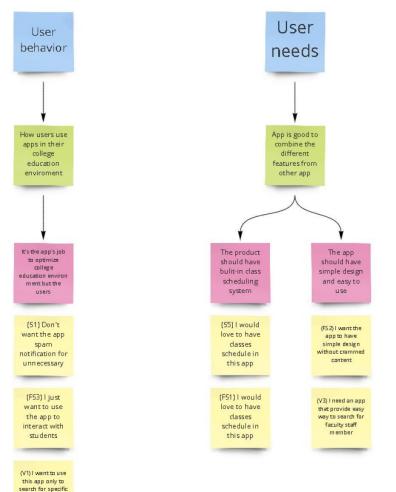
- Faculty staff 4

Next Steps

- Validate findings with surveys

- Conduct foundational studies on how users manage their college education environment

- Run a design sprint for brainstorming

Appendix

Affinity diagram

User behavior

How users use apps in their college education enviroment

It's the app's job to optimize college education environment but the users

(S1) Don't want the app spam notification for unnecessary

(FS3) I just want to use the app to interact with students

(V1) I want to use this app only to search for specific faculty staff member

User needs

App is good to combine the different features from other app

The product should have bulit-in class scheduling system

(S5) I would love to have classes schedule in this app

(FS1) I would love to have classes schedule in this app

The app should have simple design and easy to use

(FS2) I want the app to have simple design without crammed content

(V3) I need an app that provide easy way to search for faculty staff member