



Best Lecture.

Website for student

About the project

The student's of Warsaw School of Economics have to choose the subjects, lecturers and arranges the schedule of classes (based on the study guide and the information contained therein). This is called **semester declaration** and it has to be completed within strictly defined deadlines. It is very important to complete all necessary subjects for a given field of study.

The problem to work through is the difficulty that students find in choosing the right lecturer and interesting subjects. The assumption of project is to create a tool that facilitates finding a subject and teacher appropriate for the student.

Design process

01_UX strategy



02_UX design



03_Prototype and tests

01_UX strategy – user analysis

Purpose

Make it easier for student to choose the right lecturers and subjects.

Target group

Student of all faculties and types of studies at Warsaw School of Economics.

Student surveys

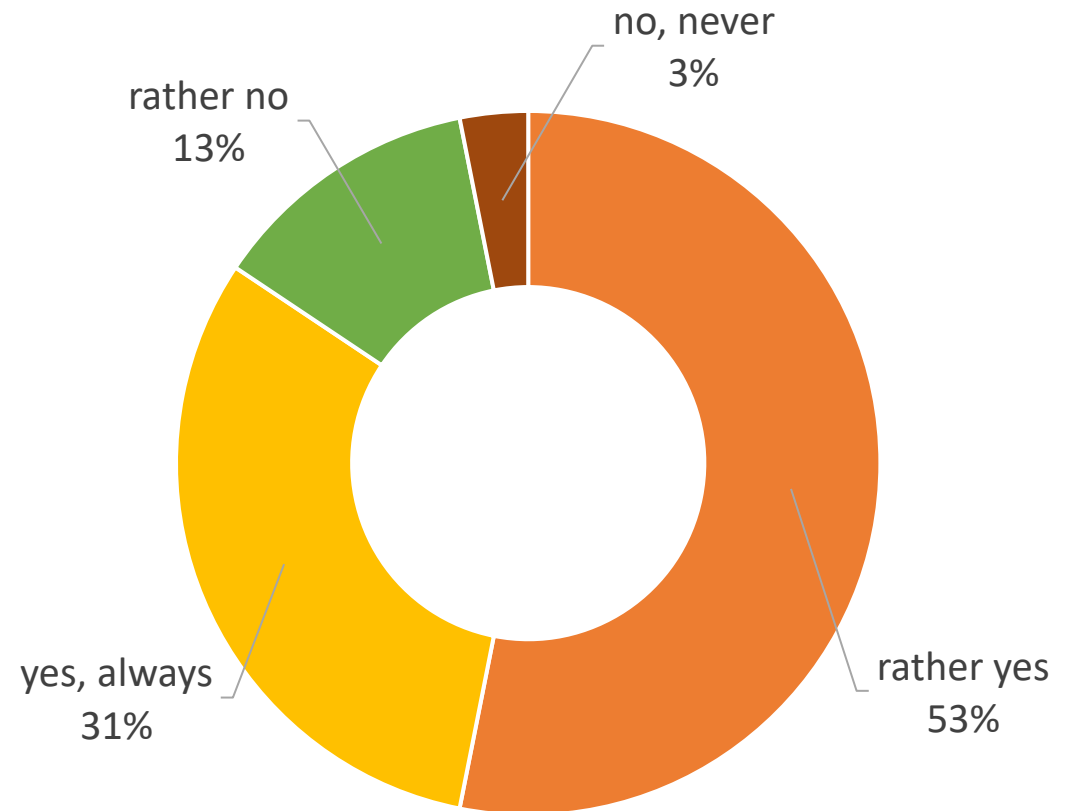
Surveys conducted using a Google Form.

[SURVEY](#)

Surveys results

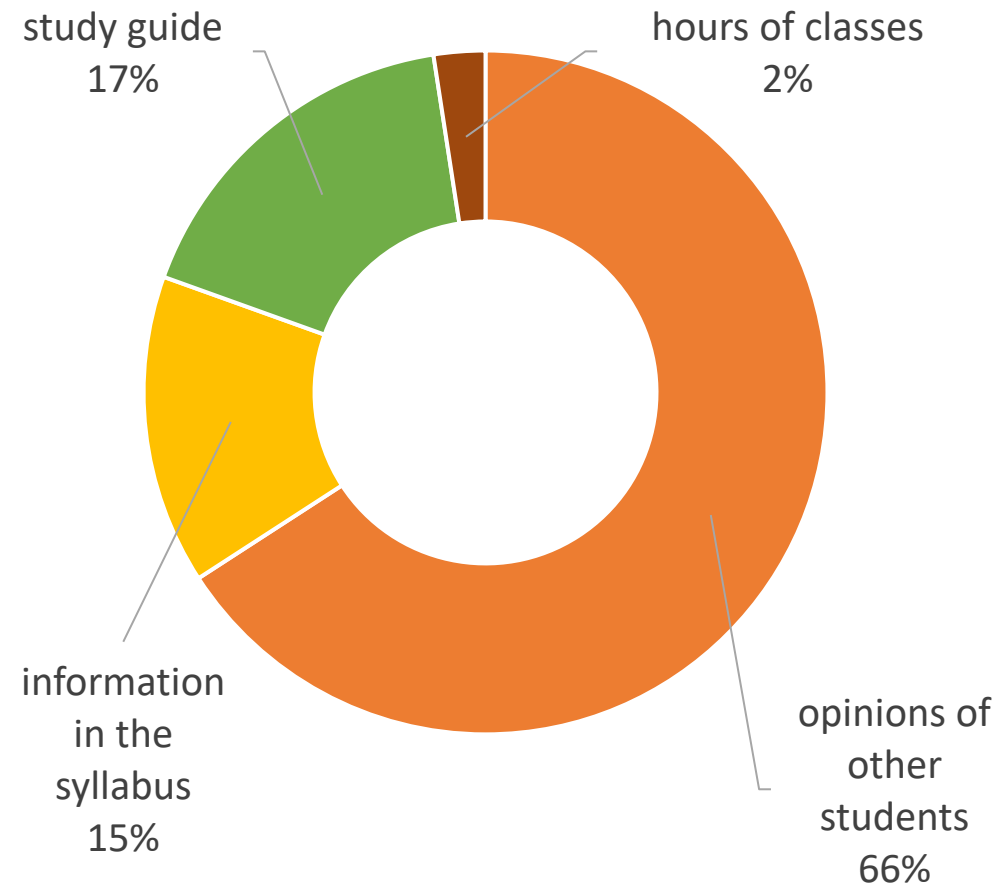
Do you look for information about the subject and the teacher before signing up for classes?

Answered: 32



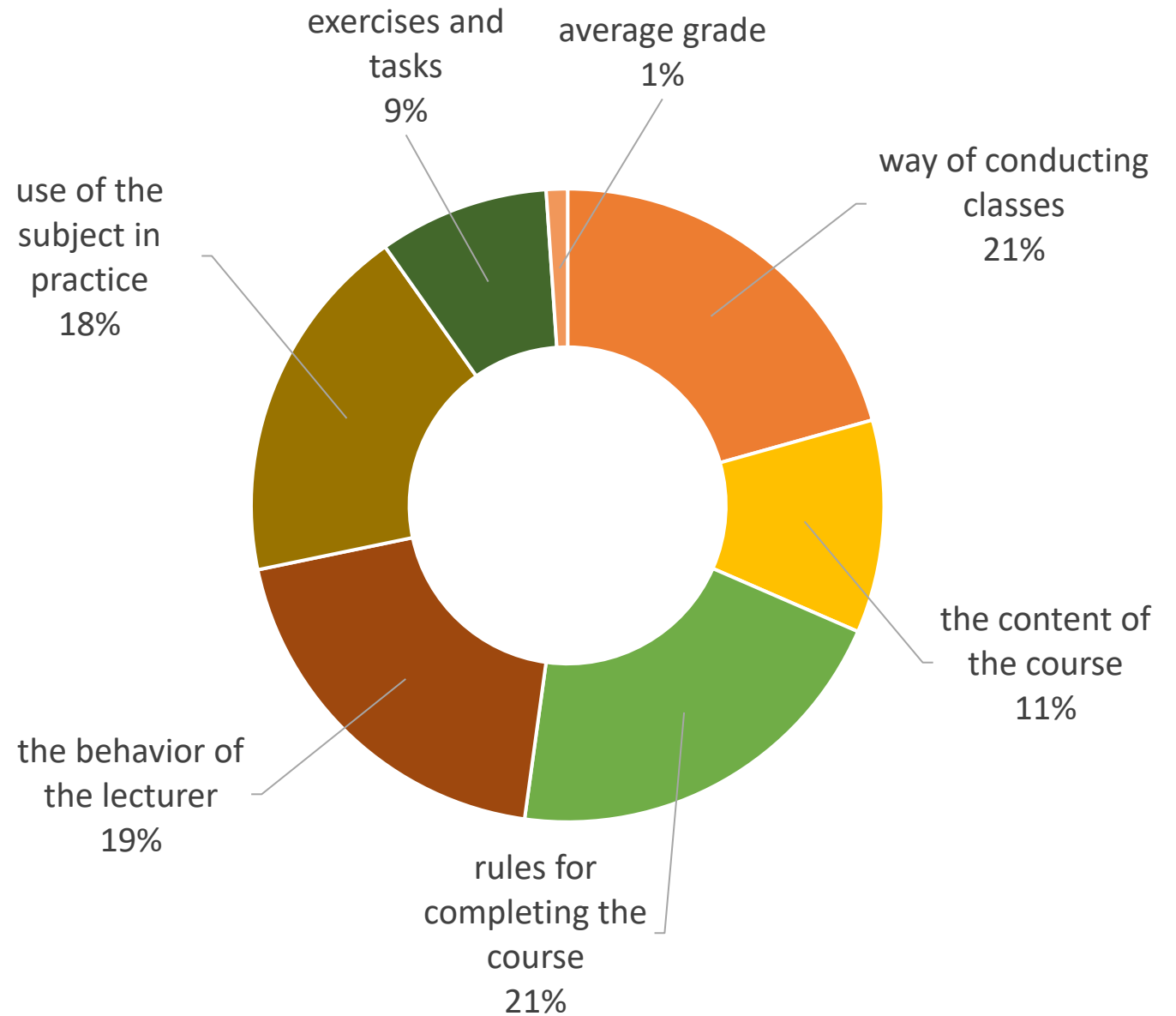
What are your main guidelines
when choosing a teacher and a
subject? (multiple choice)

Answered: 32



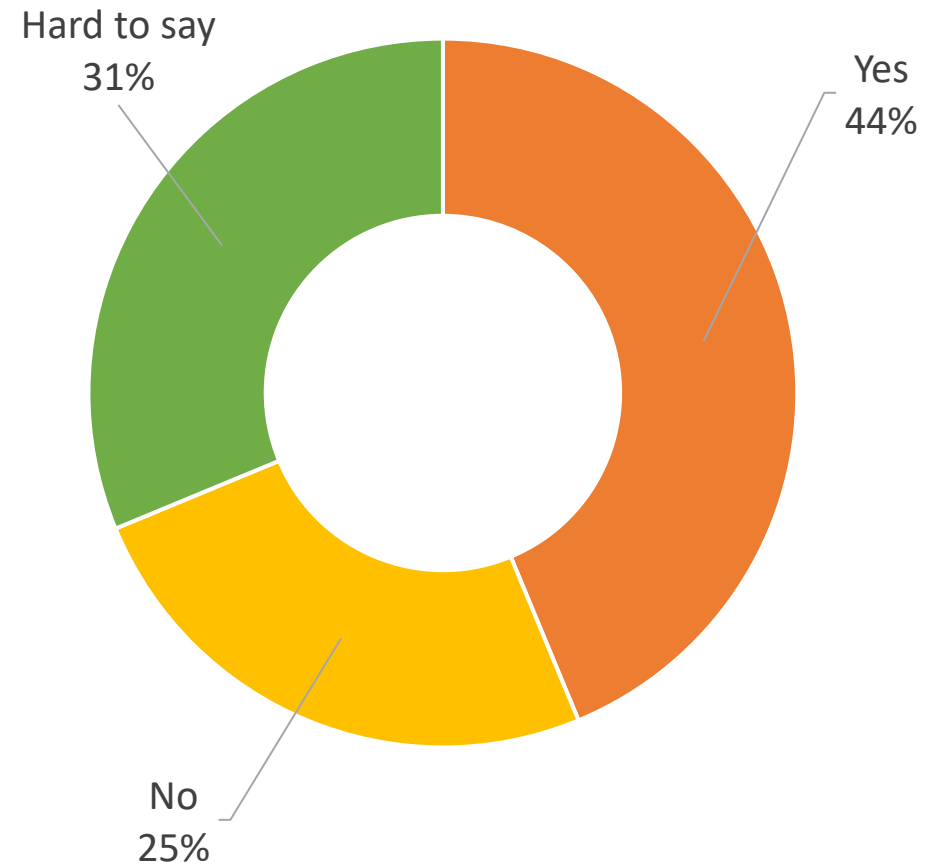
What information are you looking for before signing up for classes? (multiple choice)

Answered: 32



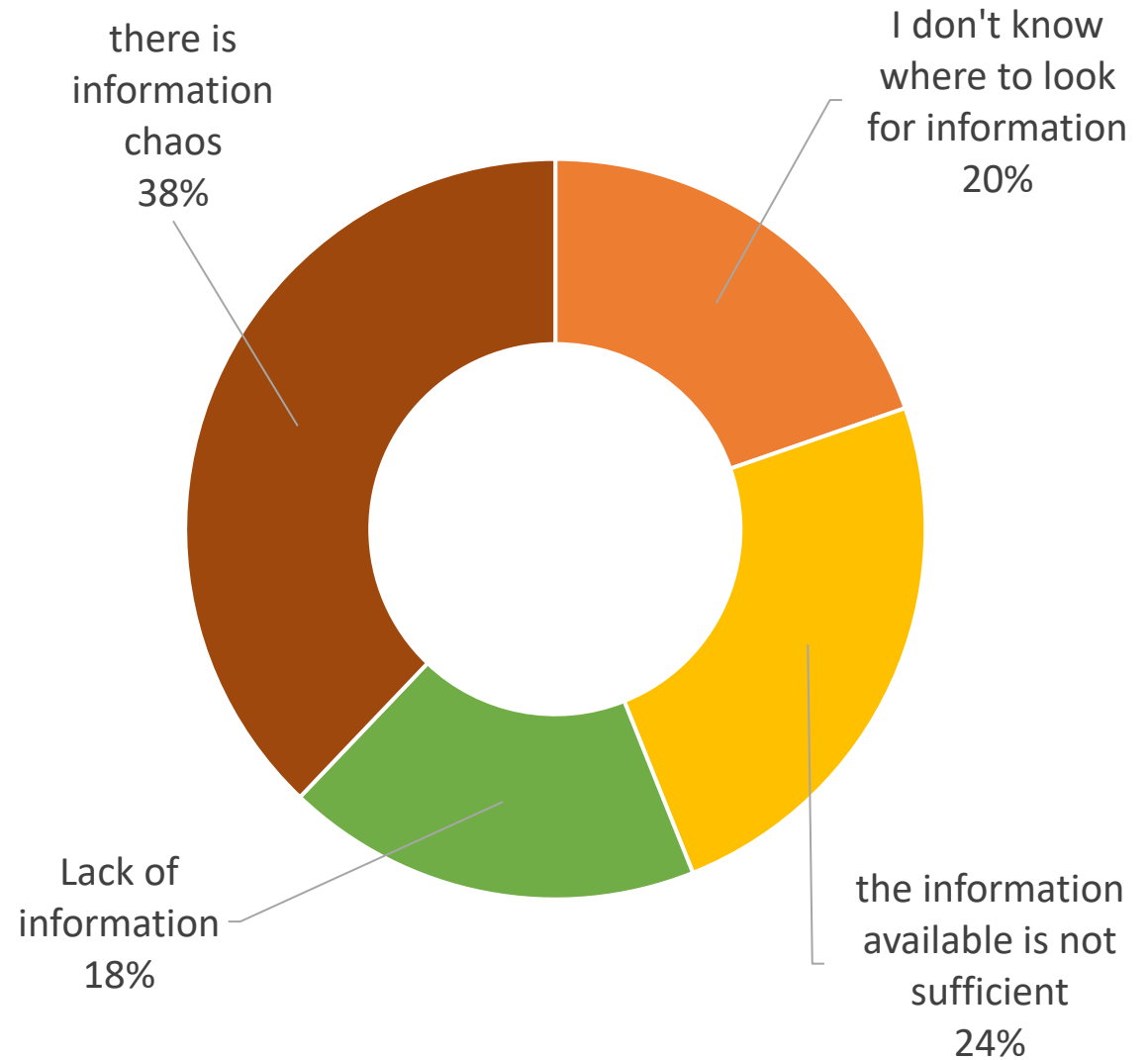
Is it difficult for you to find this
information?

Answered: 32



What are the problems you
faced whe you trying to find
information about a
subject / lecturer?

Answered: 32



Conclusions from surveys

1. Most students look for information about the subject and teacher before choosing it.
2. Over 40% of respondents have problems finding interesting information.
3. Students are mainly influenced by the opinion of others. They look for information on Facebook and in the study guide.
4. The most important for students is:
 - a) way of conducting classes
 - b) rules for completing the course
 - c) lecturer's behavior
 - d) practical use of the course

01_UX strategy – business and competitors analysis

When building the UX strategy, I conducted a **SWOT** analysis, defined the goal using the **S.M.A.R.T** model and tried to propose solutions through **Value Proposition Canvas**.

Then I moved to **Business Model Canvas**, which in my opinion is a very useful tool in creating UX strategies. It combines the conclusions of all the methods used.

Business Model Canvas



01_UX strategy – business and competitors analysis

The competition is mainly the **website of the University** itself, which provides information about the courses (study guide) and information about the lecturers. Besides, students only use **Facebook groups** as a source of information. There is currently no other place and tool that collects and shares information that can help students better choose courses and teachers.

The American website – **Koofers** – may be an inspiration. The website offers the possibility to evaluate the course and lecturers as well as study materials and job offers.