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 courses for a given field of study.

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

Design process

01_UX strategy

02_UX design

03_Prototype and tests

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.
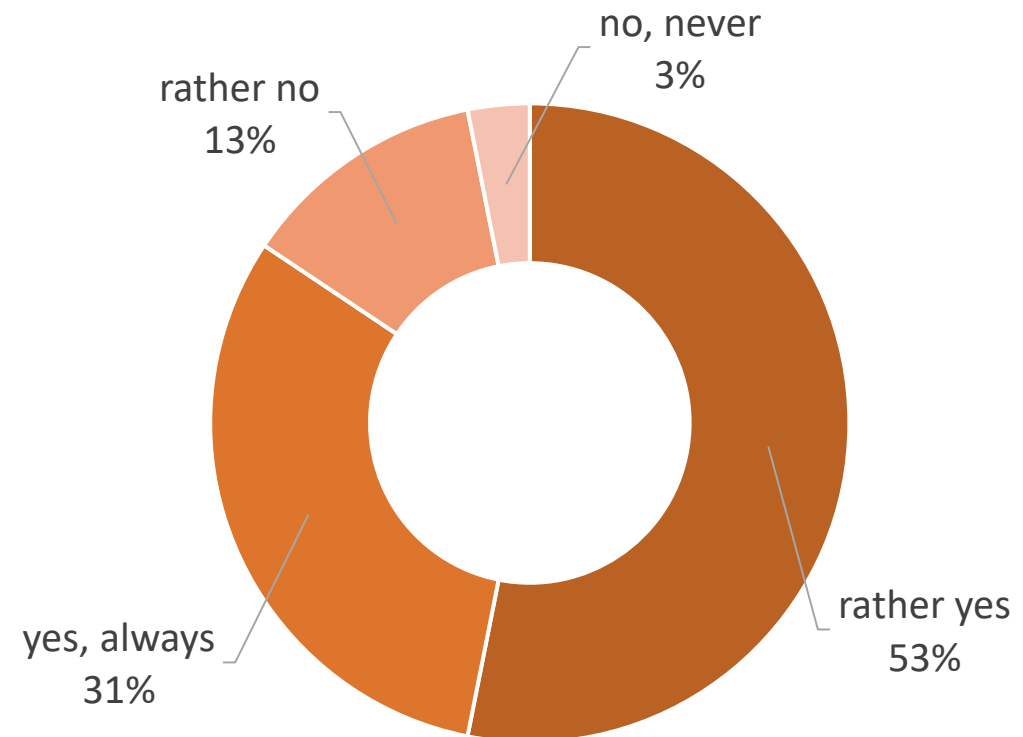
Student surveys

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

no, never
3%

rather no
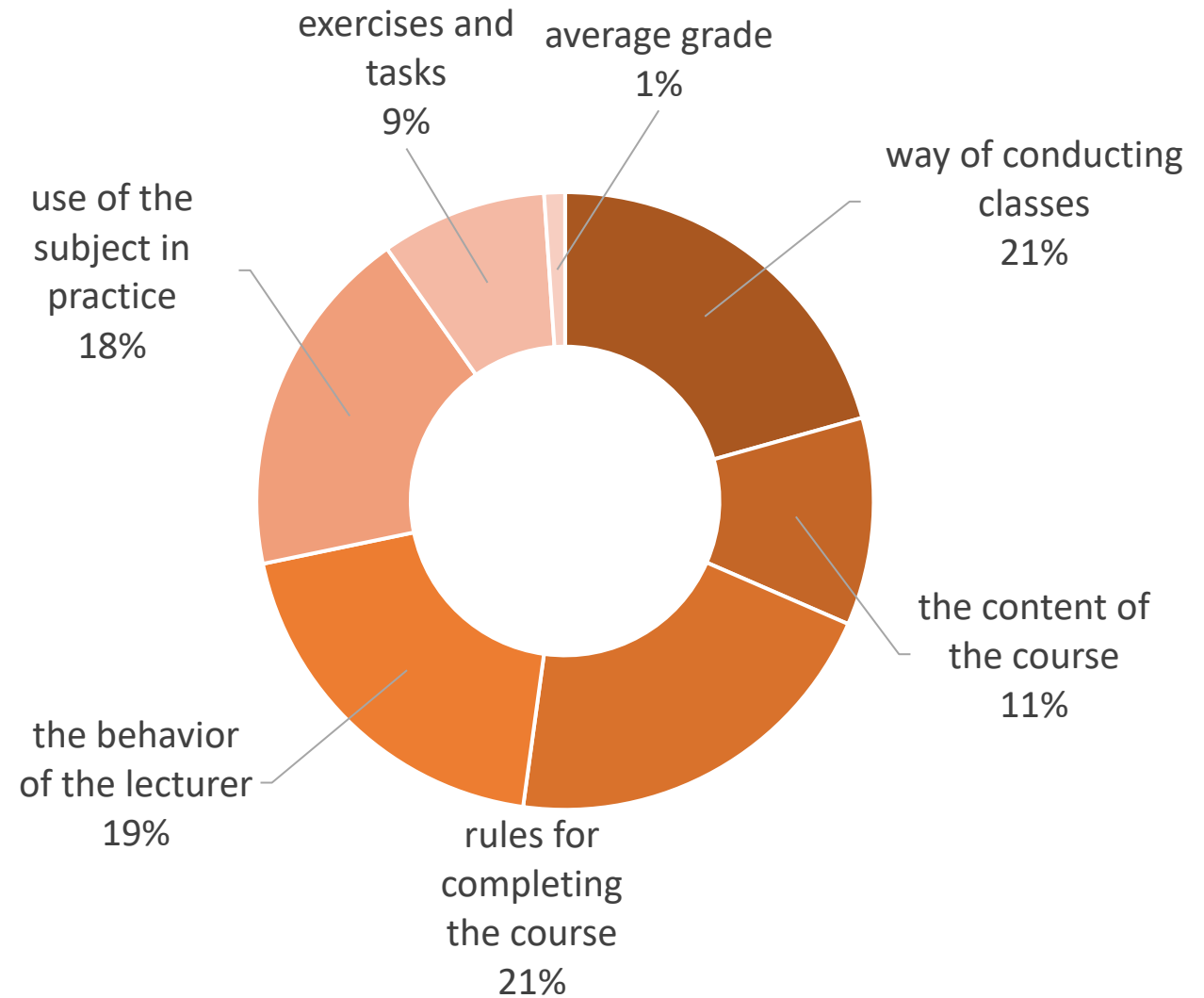13%

rather yes
53%

yes, always
31%

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

Answered: 32

study guide
17%

hours of classes
2%

information in the syllabus
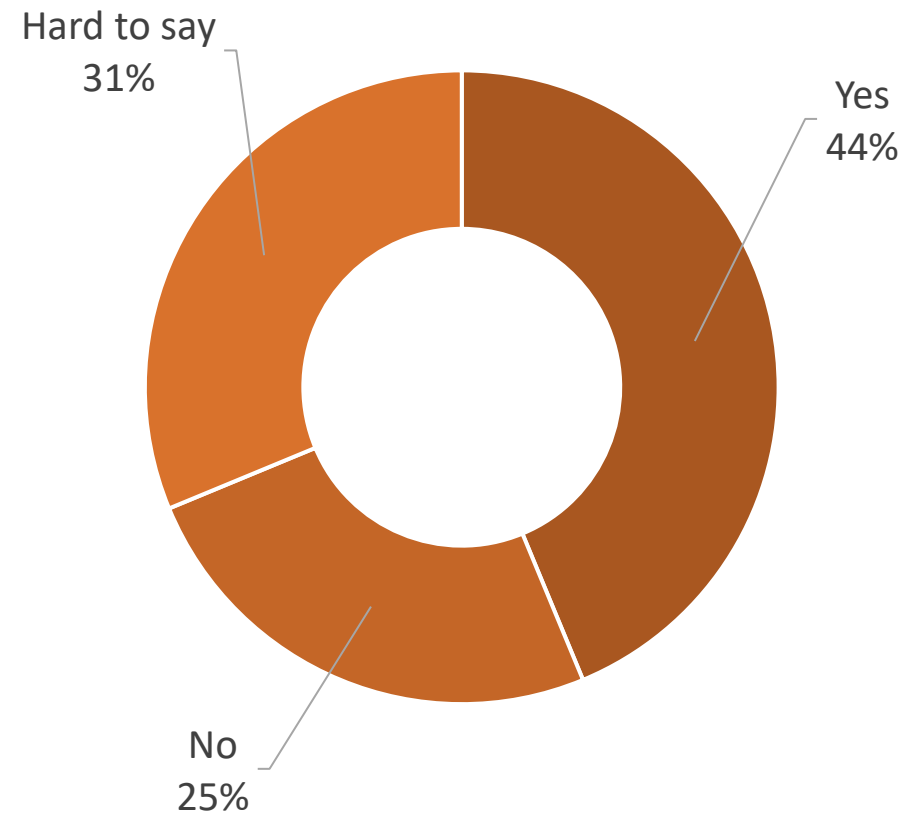15%

opinions of other students
66%
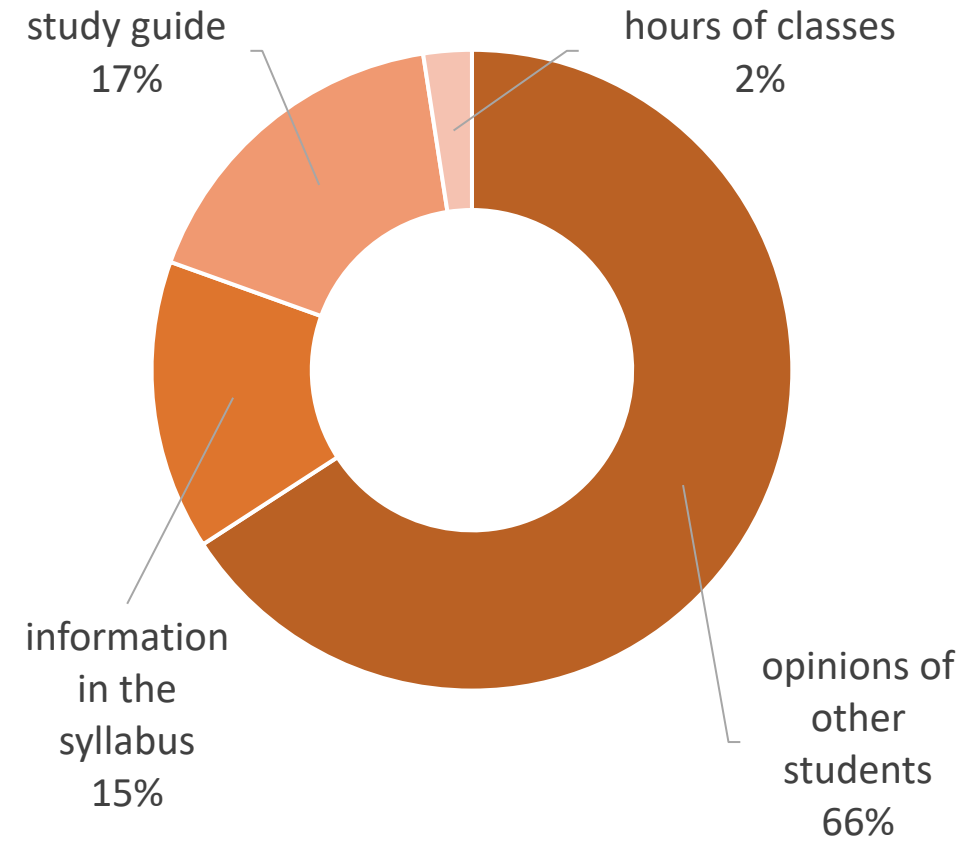
What information are you looking for before signing up for classes? (multiple choice)

Answered: 32

Is it difficult for you to find this information?

Answered: 32

Hard to say
31%

Yes
44%

No
25%

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

Answered: 32

there is information chaos
38%

I don't know where to look for information
20%

the information available is not sufficient
24%

Lack of information
18%
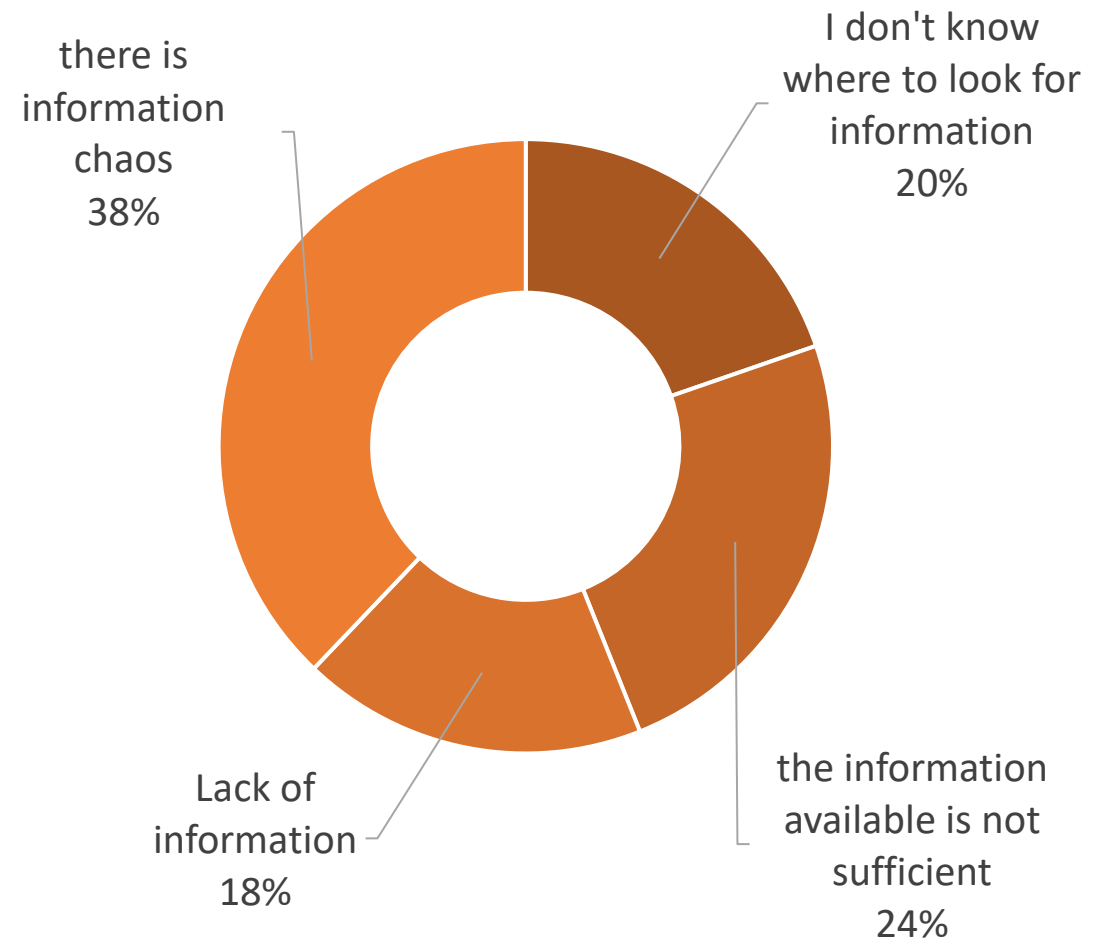
Conclusions from surveys

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 behawior

   d) practical use of the course

Business analysis

When building the UX trategy, 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

Key activities

Users: obtaining information about lecturers and subjects, possibility of expressing opinions

Business: keeping the website working well, responding to user problems

Key partners

Students, graduates, lecturers, university office.

Key resources

Students comments and opinions

Value proposition

Access to onformation about courses and lecturers

Knowledge gathered in one place

Indirect help in choosing a career path

Customer relationship

Co-creating helpful content, creating an academic community

Channels

Social media – Facebook, website of the universiy

Customer segments

Students of all faculties and graduates

Cost structure

Cost of maintaining the website architecture, cost of securing databases, marketing

Revenue streams

Advertising, student suport (donated).

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 infromation 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.

[Analysis of the most important functions of Koofers.com](#)

1. User persona

2. Information architecture

3. User stories

4. User journey

5. User flow

Define everything about user.

Daria Szwankowska, 21 years, Student of economics, 2nd year, bachelor's degree

Daria studies daily and rents a room in Warsaw, she's focused on studying and college life. She wants to find a good job in the some company's finance in the future. She is ambitious and likes to learn.

Goals

1. Graduate studies
2. Get good grades
3. Learn a lot
4. Get a good internship

Frustrations

1. Not getting enough knowledge
2. She learns only theoretical things
3. She won't find a good job
4. She doesn's know how to direct her development

Presonality

Ambitious, cheerful, she likes to meet new people and easily makes new friends, often takes the initiative, extrovert

Michał Więckowski, 25 years, Student of big data, 1st year, masters degree

Michał works as a developer and earns well, he treats studies as a formality. He just wants to have a complete education but he focused on his professional work. He has little free time, he wants to finish his studies quickly.

Goals

1. Focus on work
2. Have no problems at the university
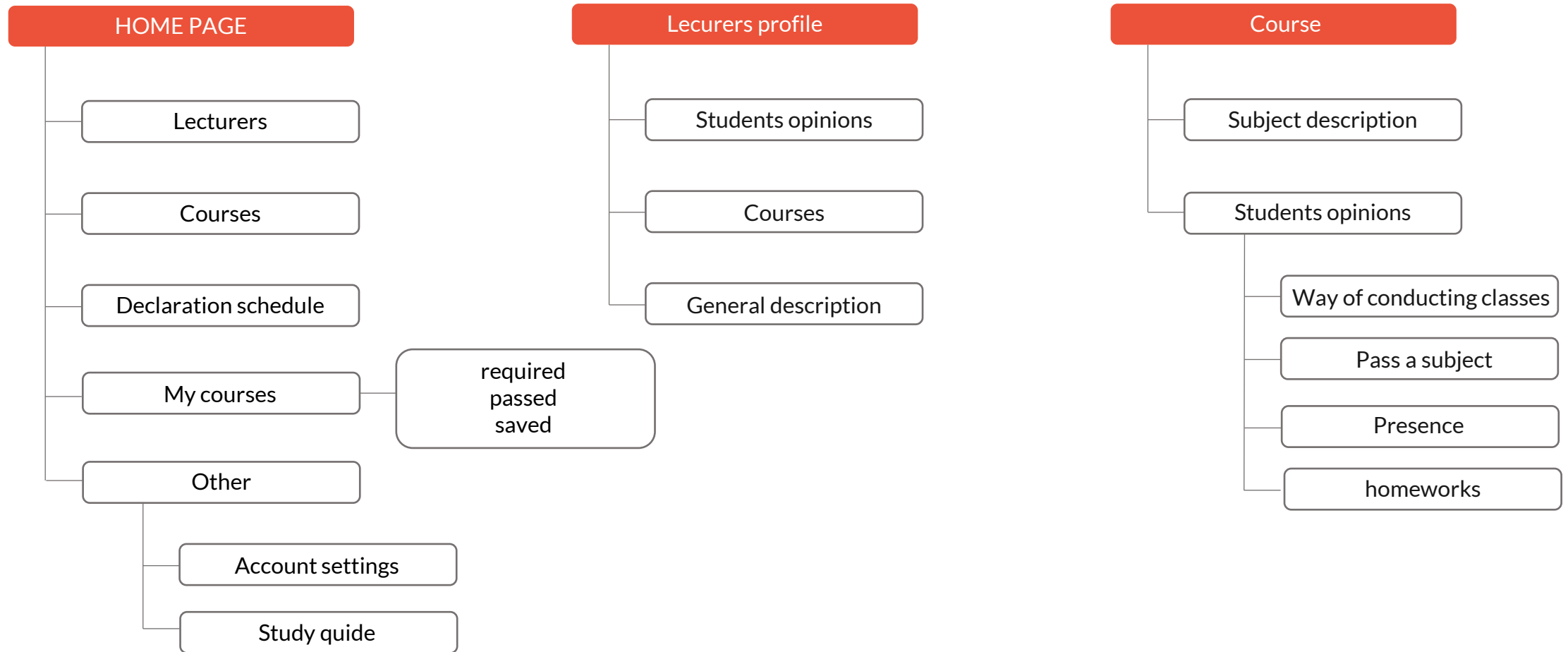3. Graduate quickly form university

Frustrations

1. He doesn't have time to study
2. He is afraid of failing his classes
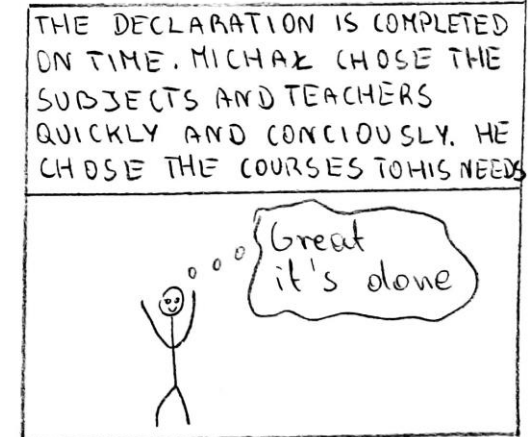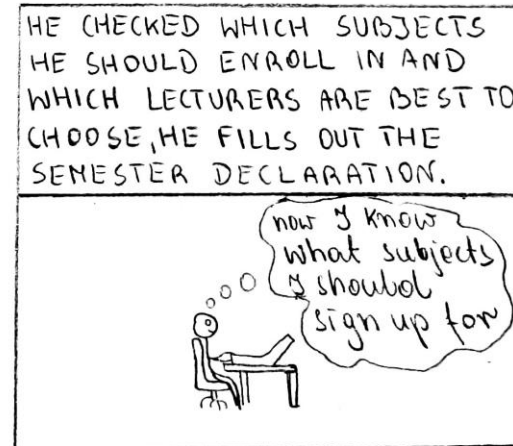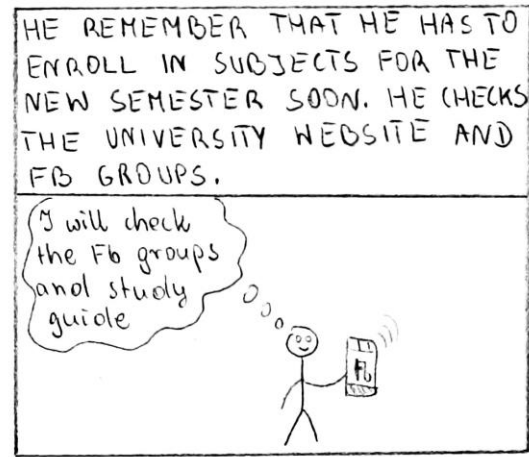3. He is afraid that he won't be able to work and study at the same time

Presonality

Disciplined, independent, introvert, he prefers to sorround himself with trusted people

Information architecture

HOME PAGE

- Lecturers
- Courses
- Declaration schedule
- My courses
  - required
    passed
    saved
- Other
  - Account settings
  - Study quide

Lecurers profile

- Students opinions
- Courses
- General description

Course

- Subject description
- Students opinions
  - Way of conducting classes
  - Pass a subject
  - Presence
  - homeworks

User stories

User journey

Customer journey

The user already knows the page, he is on it again, we assume that he knows what subject he has to choose, he is looking for information about subjects

User persona

Michał works as a developer, he treats studies as a formality. He just wants to have a complete education and he is focused on his professional work. He wants to finish his studies quickly.

Goal and expectations

Selecting classes and lecturers so that it is easy to pass and complies with the required subjects.

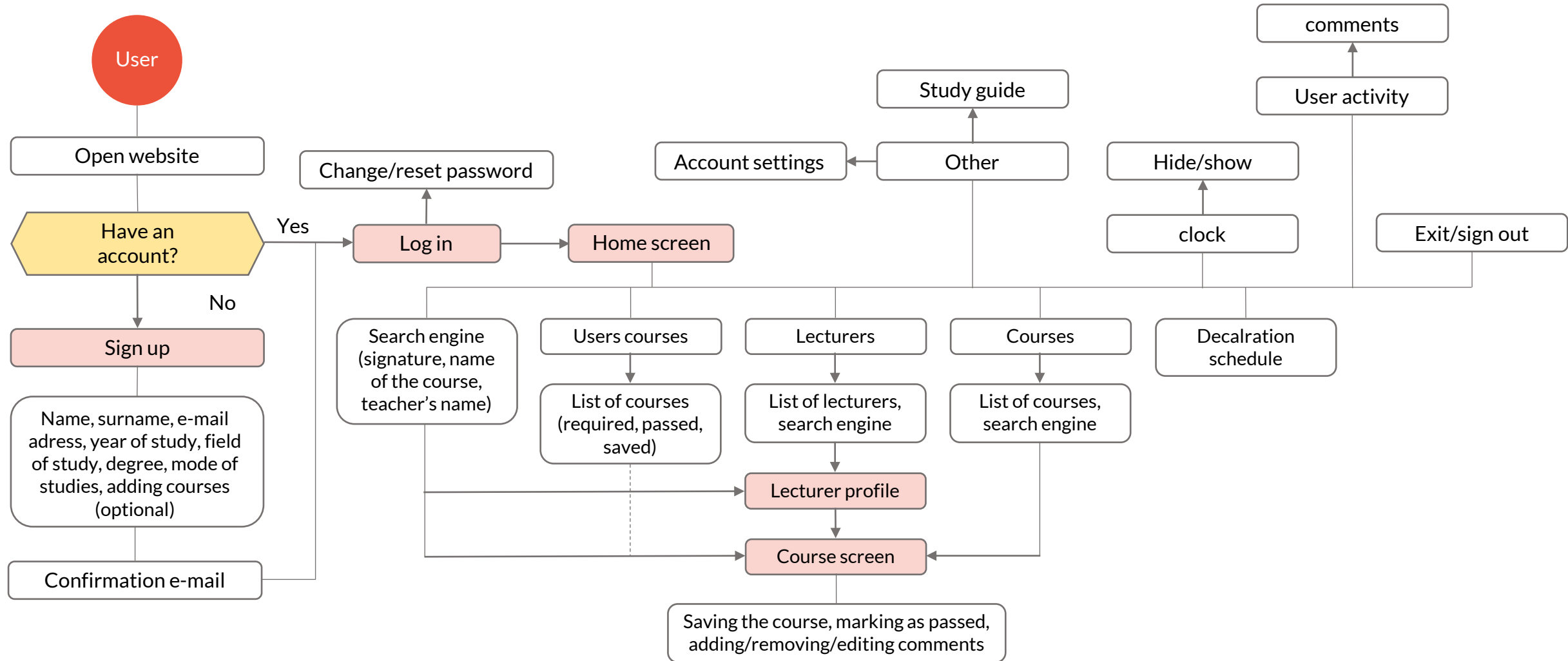| Stages	Log in to the website	Searching for classes	Comparison of teachers	Choosing one teacher	Choosing another classes	Choosing the teacher	Exit from the website
User purpose	log into the account	finding the selected class	Comparison of lecturers according to other students'	Choosing the right presenter	Checking the next class	Compare teachers and choose the best	Logging out
Behavior	logs in to his account	searching for selected classes using the search engine - by name, by teacher, by signature	looks at the opinions of others	choosing one lecturer (saving the subject)	searching for selected classes using the search engine - by name, by teacher, by signature	compare the lecturers, select one lecturer and save it (selection mark)	After finding the relevant information, Michał leaves the website
Experiences	he came on the site a few months ago so it's good that the data is saved and available.	conveniently, it is possible to search for an item not only by its name but also by the guide or its signature	thanks to the opinions of other students, I am more aware of the choice of a given subject	thanks to saving the teacher, I will be able to easily find this information when submitting the declaration	conveniently, it is possible to search for an item not only by its name but also by the guide or its signature	thanks to saving the teacher, I will be able to easily find this information when submitting the declaration	I already know what subjects and lecturers I want to choose
Emotions	Overwhelmed, bored, impatient	interest, curiosity	excitement, curiosity	calm, peace	pleasure, freedom	relief	relief, peace
tips / ideas	saving the login details on the website	searching for classes by signature, name and surname of the lecturer. A list of compulsory classes for the student is available (marked with those that have been completed and which are not yet)	Showing opinions about a given lecturer, e.g. in the form of a graph, scale, stars, grades from 1 to 10, comparing him to another person teaching this subject, presenting various information about the lecturers	possibility to save the selected lecturer / subject	searching for classes by signature, name and surname of the lecturer. A list of compulsory classes for the student is available (marked with those that have been completed and which are not yet)	Showing opinions about a given lecturer, e.g. in the form of a graph, scale, stars, grades from 1 to 10, comparing him to another person teaching this subject, presenting various information about the lecturers	Saving information recently viewed, setting a reminder about the schedule, timer, how many days and hours are left until the semester declaration

User journey

It is important to keep login details, because the demand for using the website will be rather seasonal – furing the period of submitting the semester declaration.

There are many subjects and lecturers and it may be difficult for the user to remember them. A list of compulsory subjects and the ability to save it may be helpful.

The most important for the user are the opinions of other students, so the path to tchem should be as short as possible.

User may want to search for lecturer or subjects by different keywords, e.g. subject reference numer, surname, course name

User flow

User

Open website

Have an account? — **Yes** → Log in → Home screen

No

Sign up

Change/reset password

comments

User activity

Study guide

Account settings ← Other

Hide/show

clock

Exit/sign out

Name, surname, e-mail adress, year of study, field of study, degree, mode of studies, adding courses (optional)

Confirmation e-mail

Search engine (signature, name of the course, teacher's name)

Users courses

List of courses (required, passed, saved)

Lecturers

List of lecturers, search engine

Courses

List of courses, search engine

Decalration schedule

Lecturer profile

Course screen

Saving the course, marking as passed, adding/removing/editing comments

Prototype

Based on the tool an methods described above, I created a website prototype.

On the following slides I have described a few functionalities and below I have included the user path for the lecturer search function.

[Mobile prototype]

Best Lecture   Log in

Join the student community
of the Warsaw School
of Economics !

Registration

Check which lecturers
best to choose

Find out what classes
you need

Keep an eye on the schedule
of semester declaration

Home page

It is important to define what a page is and what can be done on it.

A clear call to action for registration because that's what we want froum our user.

The three most important functions of our website:

1.   Searching for a lecturer

2.   Searching for a course

3.   Declaration schedule date

Registration form

After ompleting the basic data (password, e-mail addres), the user is asked to provide basic information about his studies.

Although the reistration may take a bit longer, the user wil be able to use 100% of the website's functions immediately after logging in. The student will see e.g. deadline for submitting the semester declaration and the compulsory classes for his field of study.

The user can also complete courses already passed, but this is optional funkction.
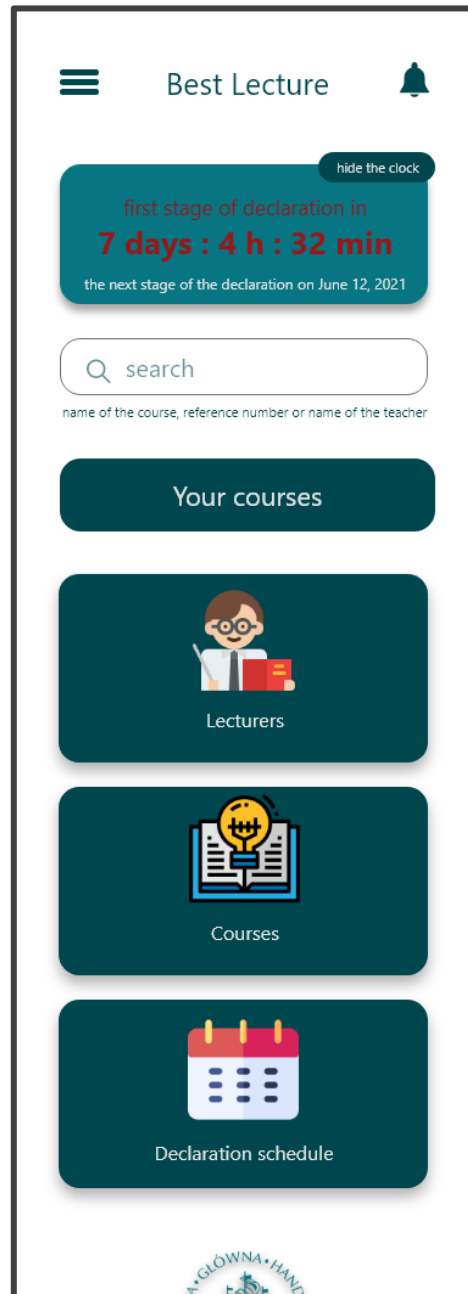
Home page (after logging in)

A clock specyfying how much time is left until the end of term declaration.

A search engine under which there is a hint on what to enter (the name of the course, reference numer or name of the teacher).

' Your courses' – the tab containing a list of passed, saved and compulsory courses.

The three previously mentioned functionalities: access to the list of lecturers and courses and the declaration schedule.

Lecturer profile (1)

There is name of the lecturer and his overall rating of students what is shown with a graph.

Below, user can see signature of the course and information that this is his compulsory course. There is also general description of the course and possibility to save the course or mark it as passed.
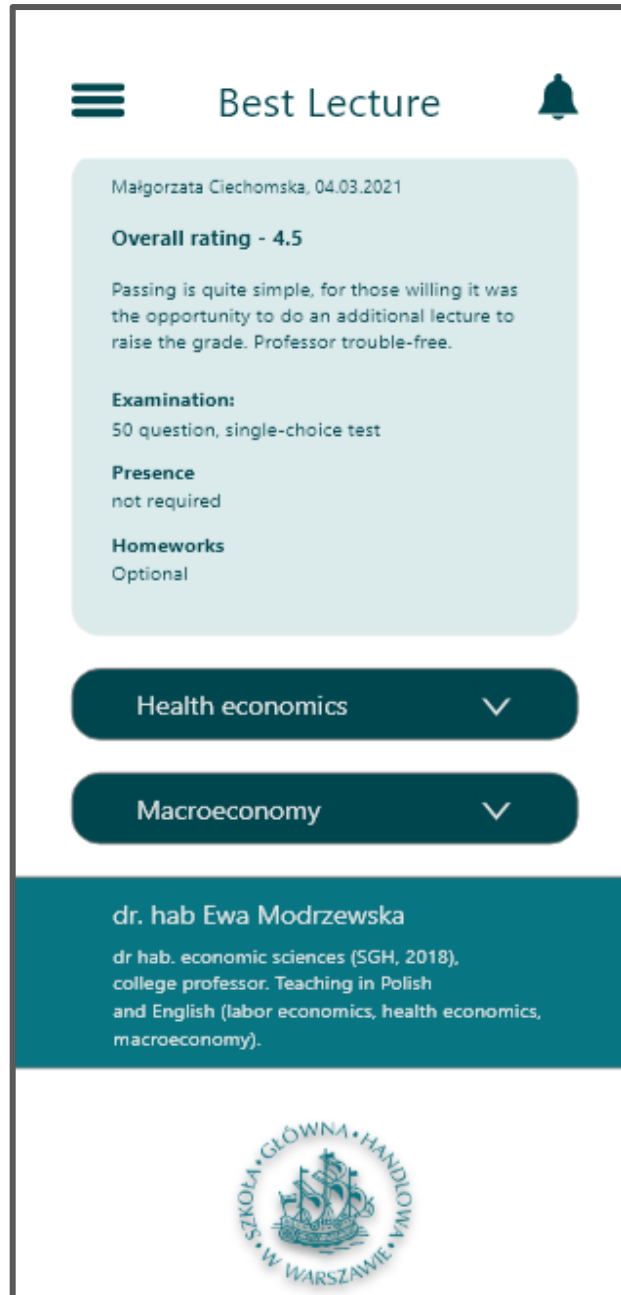
Lecturer profile (2)

When adding comments, students have to fill in several fields, which will help to organize the information (categories to be filled in are determined on the basis of surveys).

Typically, lecturers teach more than one course. Therefore, students rate the lecturer but in the category of the course in which they had classes.

At the end, a very short description of the lecturer.

Functional tests

I conducted tests among several potential users. Users were asked to search for a teacher and course, and add comments. Potential users who participated in the tests didn't have major problems with completing the tasks. However, at a few moments there was no clear descripton or helpful functions. Below are some conclusions about it.

The text on the main page should be corrected so that users know exactly what the Best Lecture website is about.

The respondents wanted to be able to filter the comments in terms of the overall rating of the teacher and the date of comment.

Immediately after saving the course, we should give the user the option to undo this action (in case of accidental action).

It is worth remembering that some students have more than one field of study. Then they have more compulsory courses and different deadlines for the semester declaration.

What have I learned during this project ?

Even if we think that we know the target group, it is worth relying on persons or our surveys, because it is easy to lose some features and functionalities that our project should have.

It happened that what I worked on for the longest time had the least importance for the user, so it is worth returning to tools such as Value Proposition Canvas or Business Model Canvas.