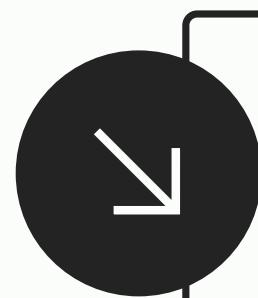


GeeksForGeeks



Presented by Team 1

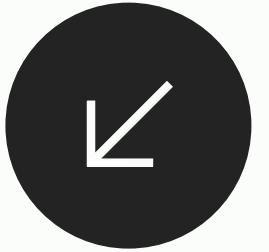


The Team

Team	NUID	Contribution
Rishabh Modi	002197294	Prototype(Student Job Application, Student Profile)
Shubhang Shah	002111376	Prototype(Professor Side Flow)
Kriya Kothari	002923272	PowerPoint Slides (Problem Statement, Style Guide, Objectives, Audience, Onboarding)
Siddharth Kushal	002104288	PowerPoint Slides (User Needs, Use Cases, Personas, Research Methods)
Namita Manage	001569928	Prototype(Guest & Student Practice Page, Recruiter Side Full Flow)
Manthan Wadiwala	001099882	Prototype(Guest Side Courses & Tutorial, Student Courses, Student Tutorial)



Agenda



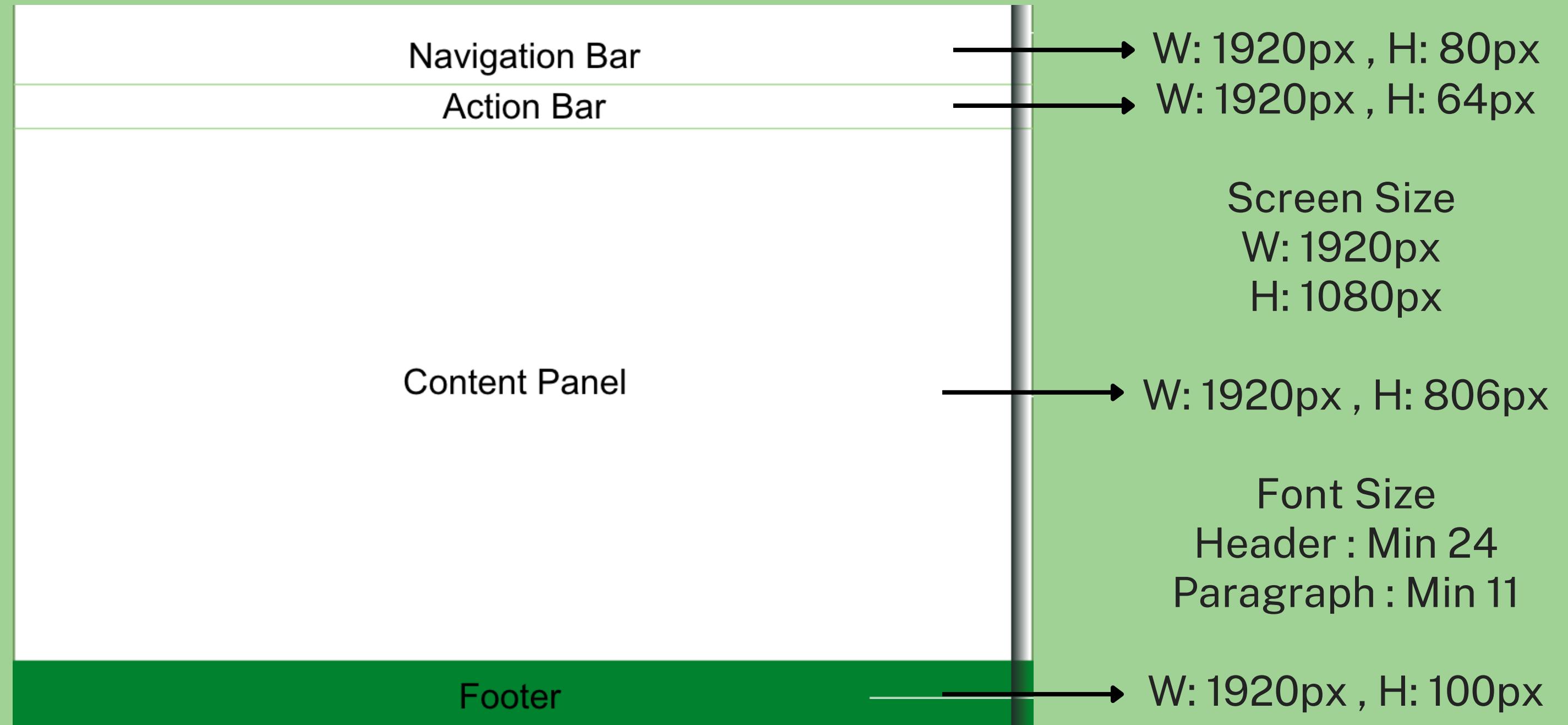
- Problem Statement
- Style Guide
- Product Objectives
- Audience and User Segmentation
- Onboarding
- User Needs
- Use Cases
- User Personas
- Research Methods

Problem Statement

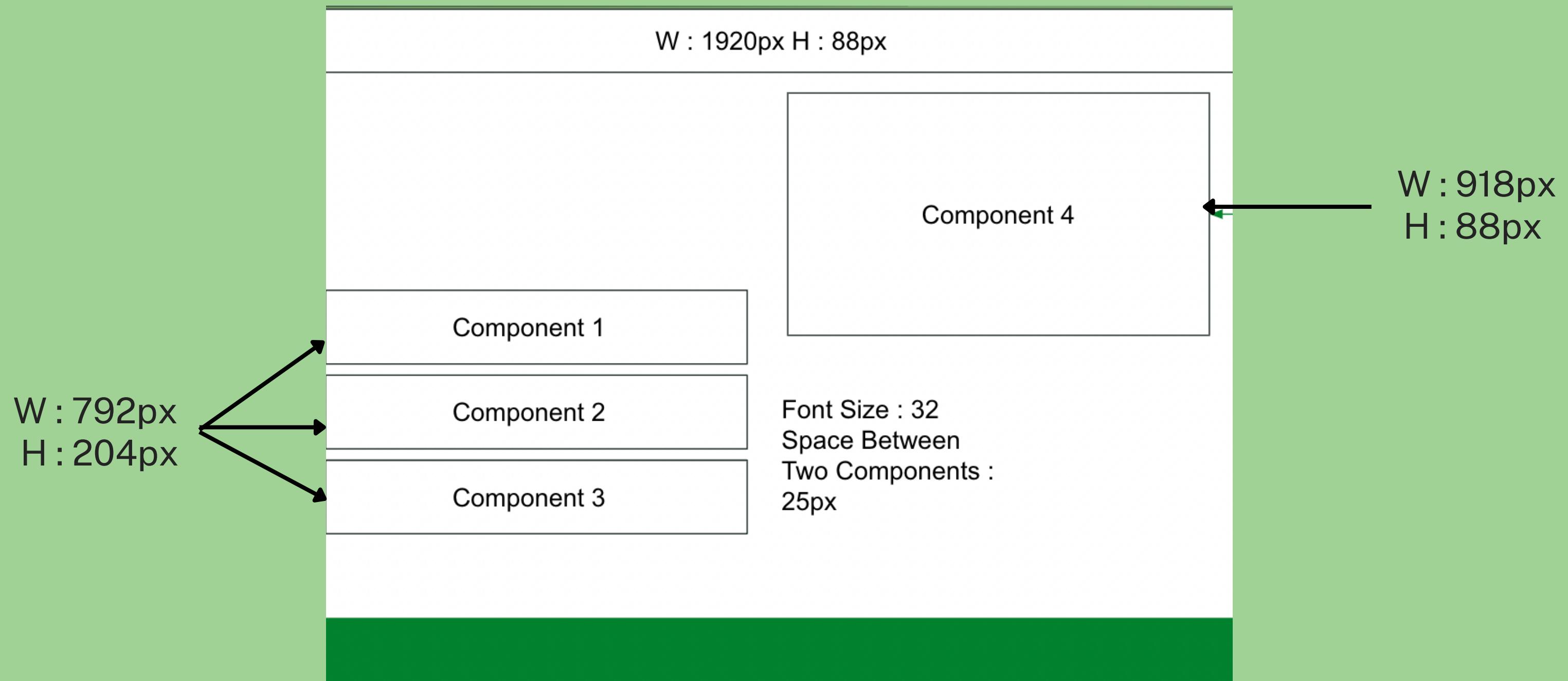
“ In our project we are redesigning GeeksforGeeks to make it all in one platform which can cater the needs of students like interview prep, practice technical coding questions, having in depth study material. We will also inculcate the idea of narrowing the bridge between recruiter and a potential candidate so that both the individuals have an upper hand. ”



Style Guide



Style Guide



Product Objectives



- Improve the user experience and design of geeksforgeeks
- Making the logging in and signing up process seamless
- Creating a user-friendly coding interface for students
- Assisting developers in learning new skills or honing their existing ones through tutorials and testing
- Meet user needs
- Collaborate with the universities to expand this platform to the instructors
- Integrate Github and LinkedIn with geeksforgeeks for simple project access
- Make it simple for recruiters to generate and grade online tests.
- Providing a facility in which recruiters can directly reach to potential candidate



Audience & User Segmentation

1 Geographic

E.g. "Customers within 10 miles"

Customer : Any

Region : Whole world

2 Demographic

E.g. "A level & University Students"

Age : 18 years to 50 years

Gender : Any

Occupation : Student & Working Professionals

3 Behavioural

E.g. "Customers wanting a good tech experience"

Rate of usage : Daily

Behavior : Eager to learn new things, want to grow their network

4 Psychographic

E.g. "Customers who prefer to learn new things"

Personality : Like Challenges, Tech geek

Lifestyle : Busy

Attitude : Thirst for knowledge

Onboarding

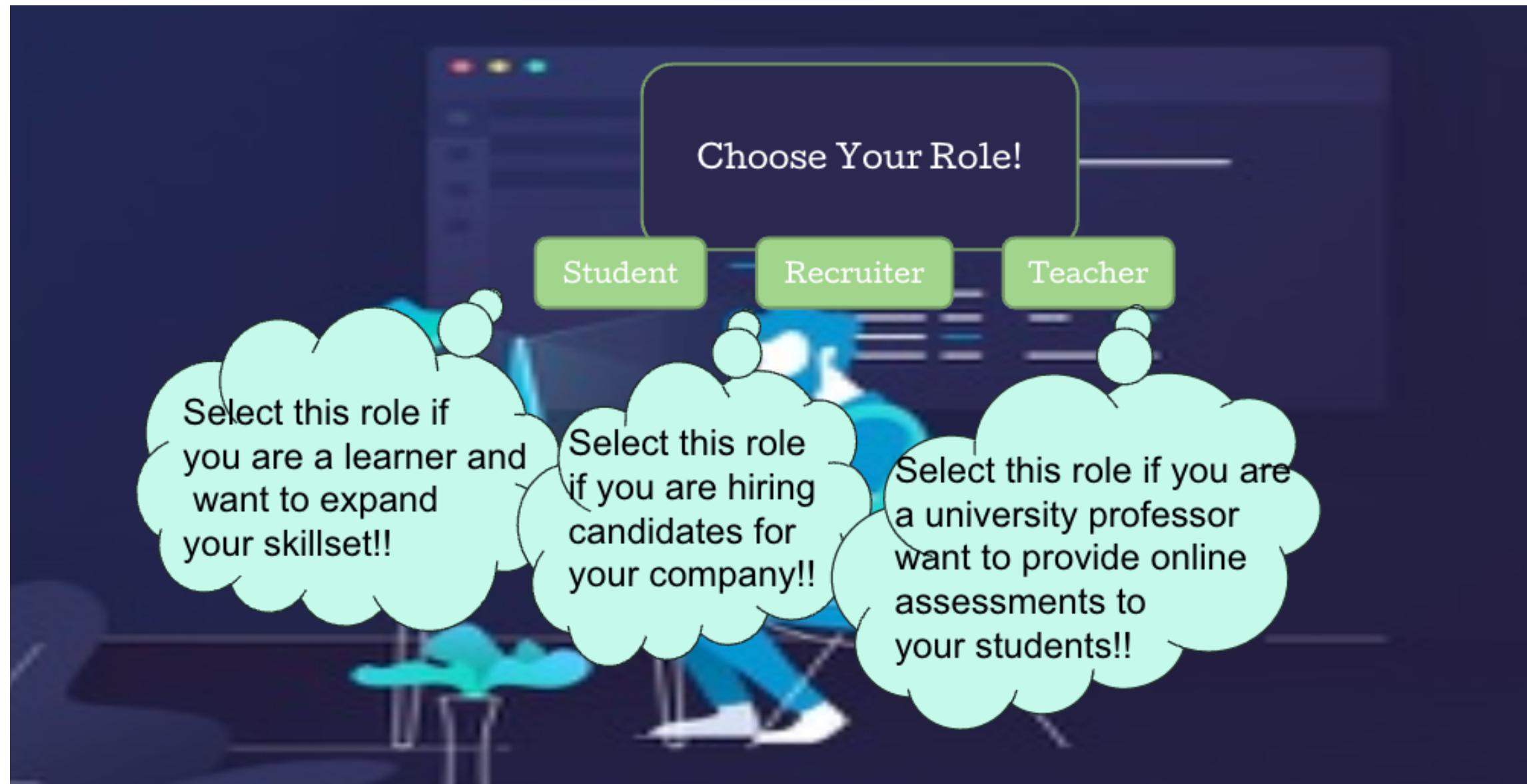


- Our product GeeksforGeeks is designed to cater the technical needs of an individual. Onboarding allows users to learn a product's features, how to use it, and warm up to it. With the help of product onboarding, we will help our users learn how to make use of our product to the fullest.
- Keeping the customers engaged is one of our primary goals. Helping them clearly understand and experience the value they'll get from our product will mean they start using it successfully, but more importantly, it'll give them a reason to log back in and use our product again and again.

Onboarding



Interactive Onboarding



User Needs



Developers

1. User friendly interface to code (eg: autocomplete etc.).
2. Tutorials to develop new skills
3. Competitions or challenges to earn certifications to stand out

Recruiters

1. Easy to create and publish/share their online assessments
2. Online proctoring functionality
3. Ability to find developers with matching skills for their open positions
4. Functionality that provides a holistic view of the online assessment taken by a student (through AI).

Professors

1. Easily create and share test questions.
2. On the spot scoring and integration with the LMS to upload scores.

Use Cases: Heavy-weight

Use Case 1	Learn new skills
Actor	Job candidate
Basic Flow	The job candidate logs in and search for a topic they want to learn and start solving problems on that topic
Subject Area	Learning new skills as per interest
Actor(s)	Job candidate, working professionals
Trigger	When candidate wants to learn new skill and start implementing the knowledge in problem solving
Precondition 1	When recruiters apply filters to view and match with developers
Description	The process involves the candidate learning new skill
1	Candidate decides to which skill he has to learn
2	They make the search in that direction with that specific requirement
Termination outcome	Candidate gets the related course and starts his learning

Use Case 2	Create a test on geeksforgeeks and upload it to canvas
1	Login to GeeksForGeeks with university credentials
2	Go to Create new assessment
3	Add the question
4	Set test cases for the assessment
5	Set coding language
6	Set duration, start and end date
7	Upload test link to university canvas
Termination Outcome	Test uploaded and accessible by students

Use Cases: Heavy-weight

Use Case 3	Matching with developers
Actor	Recruiter
Basic Flow	The recruiter should be able to match with developers
Subject Area	Recruitment
Actor(s)	Recruiters
Trigger	When recruiters want to match with developers using certain filters
Precondition 1	When recruiters apply filters to view and match with developers
Description	The process involves the recruiter to match with developers
1	Recruiter decides the job role they want to search for
2	They make the search in that direction with that specific requirement
Termination outcome	Recruiter gets a list of valid candidates

Use Case 4	Learning a new language
Actor	Doctor
Basic Flow	Doctor should be able to search for the language they want to learn
Subject Area	Learning
Actor(s)	Doctor
Trigger	When doctor wants to learn a new language based on certain difficulty
Precondition 1	When doctor apply filters and sort to view difficulty level and can complete courses based on difficulty
Termination Outcome	Doctor gets to his desired course and starts his learning

Use Cases: Heavy-weight

Use Case 5	Update/Edit any article
Actor	User, Student
Basic Flow	The student should be able to update/edit an article
Subject Area	Improvement
Actor(s)	Students
Trigger	Improvement found by the student/user on any article
Precondition 1	User/student has rights.
Description	The process involves the student to update any article
1	Student browses for any article and clicks update/edit
2	Details are entered by user/student and submitted
Termination outcome	Article is updated

Use Case 6	Create a test on GeeksForGeeks and link it to university Canvas
Actor	Professor
Use case overview	Professors can create a GeeksForGeeks assessment and provide the link via University Canvas
Subject Area	Education
Trigger	Assess the progress of students
Precondition 1	University should be registered with GeeksForGeeks
Precondition 2	Professor should have appropriate access to set up the online assessment

Use Cases: Middle-weight

Use case 1	Learn new skills
Actor	Job Candidate
Description	The job candidate logs in and search for a topic they want to learn and start solving problems on that topic
Alternate Flow 1	If they do not remember the syntax, they can use auto-complete suggestions
Alternate Flow 2	If they do not remember the approach to solve the problem, they can go to the tutorials tab, select the topic and read the tutorial
Alternate Flow 3	If the candidate is unable to get the solution, they can visit the Submissions tab to view the solutions submitted by other members
Alternate Flow 4	If the candidate gets a wrong output, the debugger will show the error and display the passed/failed test cases

Use Case 2	Matching with developers
Actor	Recruiter
Basic Flow	The recruiter should be able to match with developers
Alternative Flow 1	The recruiter should be allowed to modify their search using various filters like skills, company, experience etc

Use Cases: Middle-weight

Use Case 3	Track the progress
Actor	Software Developer
Flow	The person logs in and practice couple of coding questions everyday and the see their tracking report
Alternative Flow 1	The person can see topic wise tracking on his improvement
Alternative Flow 2	The person can see list of coding questions in which he is weak as per the tracking report
Alternative Flow 3	The person can get topic blogs and videos from which he can improvise his knowledge.

Use Case 4	Learning a new language
Actor	Doctor
Basic Flow	Doctor should be able to search for the language they want to learn
Alternative Flow 1	Doctor should be allowed to search for languages and should be divided into level of difficulty

Use Cases: Middle-weight

Use case 5	Update/Edit any article	Use case 6	The Person can Connect with fellow Coders
Actor	User, Student	Actor	Software Developer
Flow	The student should be able to update/edit an article	Flow	The person wants to discuss the coding problems with other coders.
Alternative Flow 1	User can request the support the to give the admin rights so that he can update any article	Alternative Flow 1	Group of people after connecting with each other can create one personal room and practice same questions with each others.
Alternative Flow 2	User can draft his request with all necessary information and send to support so that support can update the requested article	Alternative Flow 2	They can create their own weekly challenges and work on themselves.

Personas





"Want to be a certified coder"

Alice

Age: 24

Location: Shirley Lane

Occupation: Student

Family: Unmarried

DESCRIPTION

Alice is a graduate engineering computer student who is looking to build a portfolio for her dream job. She is also good at curricular activities and keeps herself busy.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Recharging
- Playing sports
- Taking care of plants
- Going to beaches

GOALS

- To become efficient in coding
- To present creative decks to clients

CHALLENGES

- Too busy for elaborate presentations
- No coding background



Adam Smith

Age: 24

Occupation: Software Engineer

Location: Dew Drive

Family: Unmarried

"I am looking for new job opportunities to grow my career and I need a reliable online resource to help me prepare for my interviews"

GOALS

- To become proficient in new and upcoming technologies
- To solve atleast 1 problem everyday

Adam is a software engineer with few years of experience under his belt. He wants to switch to a higher paying job and brush up his technical skills before hitting the job market

PERSONALITY

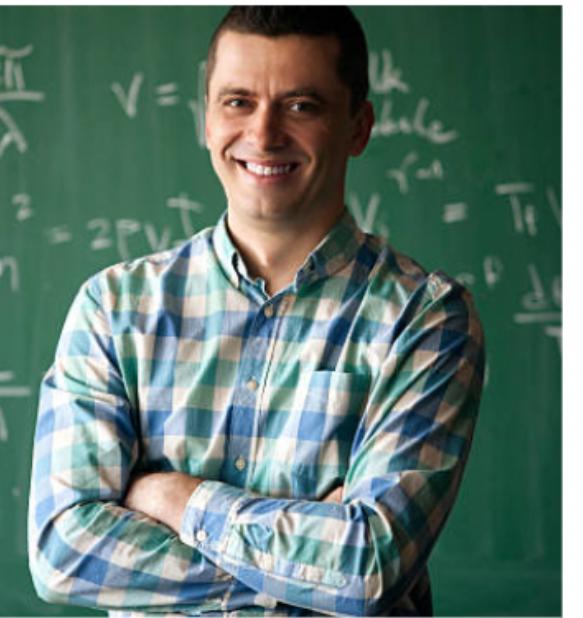
- Helpful
- Motivated
- Resourceful

INTERESTS

- Gaming
- Cooking
- Reading

FRUSTRATIONS

- Can't spend too much time looking for a one stop online learning resource
- Difficulty finding the skillset required by each company



I want to allow my students to take assessments with an IDE but with proctoring abilities

Roger Doe

Age: 50

Location: San Francisco

Occupation: Professor

Family: Married, one child

DESCRIPTION

Roger is a university professor who wants to provide a rich experience to his students by providing an IDE to simulate a real work environment and also proctor the students when they take assessments

PERSONAL CHARACTERISTICS

- Patient
- Collaborative
- Empathic

HOBBIES AND INTERESTS

- Gardening
- Meditation
- Crocheting
- Kayaking

GOALS

- To monitor students remotely during assessments
- To provide a modern IDE

CHALLENGES

- Cannot manually check the code submitted by students
- Difficult to monitor students via online classes which are conducted due to pandemic restrictions



Steve Johnson

Age: 32

Occupation: Software Developer

Location: Seattle, WA

Family: Single

Steve is a software developer. For the past couple of years, he has been practicing coding. He wants to upgrade his skills everyday and wants to keep learning from others.

"As SDE, I like to challenge myself everyday after work. I love to practice couple of coding questions and brainstrom with fellow coders. It motivates me by talking and discussing with people from around the world."

PERSONALITY

- Honest
- Generous
- Humor

INTERESTS

- Travelling
- Reading
- Photography

GOALS

- Challenge myself with different coding and algorithm questions.
- Discuss and learn from fellow coders.

FRUSTRATIONS

- Can not track my progress after solving questions everyday.
- I can not compete with the coders from around the world on weekly/bi-weekly basis



"Want to open a clinic"

Julia

Age: 24

Location: New York

Occupation: Doctor

Family: Unmarried

DESCRIPTION

Julia is a doctor who is looking to build her skills in web development to open her clinic. She is also good at curricular activities and keeps herself busy.

PERSONAL CHARACTERISTICS

- Down-to-earth
- Easy-going
- Independent

HOBBIES AND INTERESTS

- Recharging
- Playing sports
- Taking care of plants
- Going to beaches

GOALS

- To become efficient in website development
- Able to use SEO and web development in a efficient way

CHALLENGES

- Do not want to spend money on web service companies
- No coding background



Jurica Koletić

Age: 30

Occupation: Technical
Recruiter

Location: Bay Area

Family: Married

Personality

- Curious
- Tech-oriented
- Good Listener

Goals

"I am looking for new ways to recruit quality candidates in a manner that removes bias and ensures honest participation"

To hire the best possible candidates without any kind of bias

Description

Jurica is a technical recruiter working for a big tech company. He is looking for ways to screen and filter through new graduates by making applicants participate in various online assessments.

Interests

- Golf
- Photography
- Cinema

Frustrations

- Unable to remove bias while filtering candidates
- Can't figure out if the candidate has participated in the assessment without cheating

Research Methods

1. Search log analysis

- Logs are nothing but records of people visiting a site/ site visits.
- The search engine helps a company to understand the human behavior, their lifestyle, demographics and in turn helps the company to make improvements/growth.
- A search log analysis methodology is outlined consisting of three stages (i.e., collection, preparation, and analysis).

2. Field Study

- Field studies are Research activities that take place in the user's context rather than in the office or lab.

3. Surveys

- The user research survey is the ground on which user experience testing starts. It is the first step towards understanding user behavior
- It can be carried on wide array of projects
- Helps user experience designers find preferences, interests & requirements



Thank You

