RATE IT

ISB1 Digital Service Innovations

Final presentation 24.6.2022

Team Screaming Jets

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Peterson, Colin
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RATE IT

IN THIS PRESENTATION

Aalto University

RATE IT

MEET THE TEAM

Colin Peterson
CEO

Shradha Khanal
Operations manager

Mateo Rueda
Head of IT

Leevi Halén
Data Analyst

Tytti Niemi
Designer

INTRODUCTION

Rate It offers students
the opportunity to rate
 the courses, professors, and **facilities**
they interact with daily.
These ratings can be viewed and
commented by other users,
which increases **the transparency**
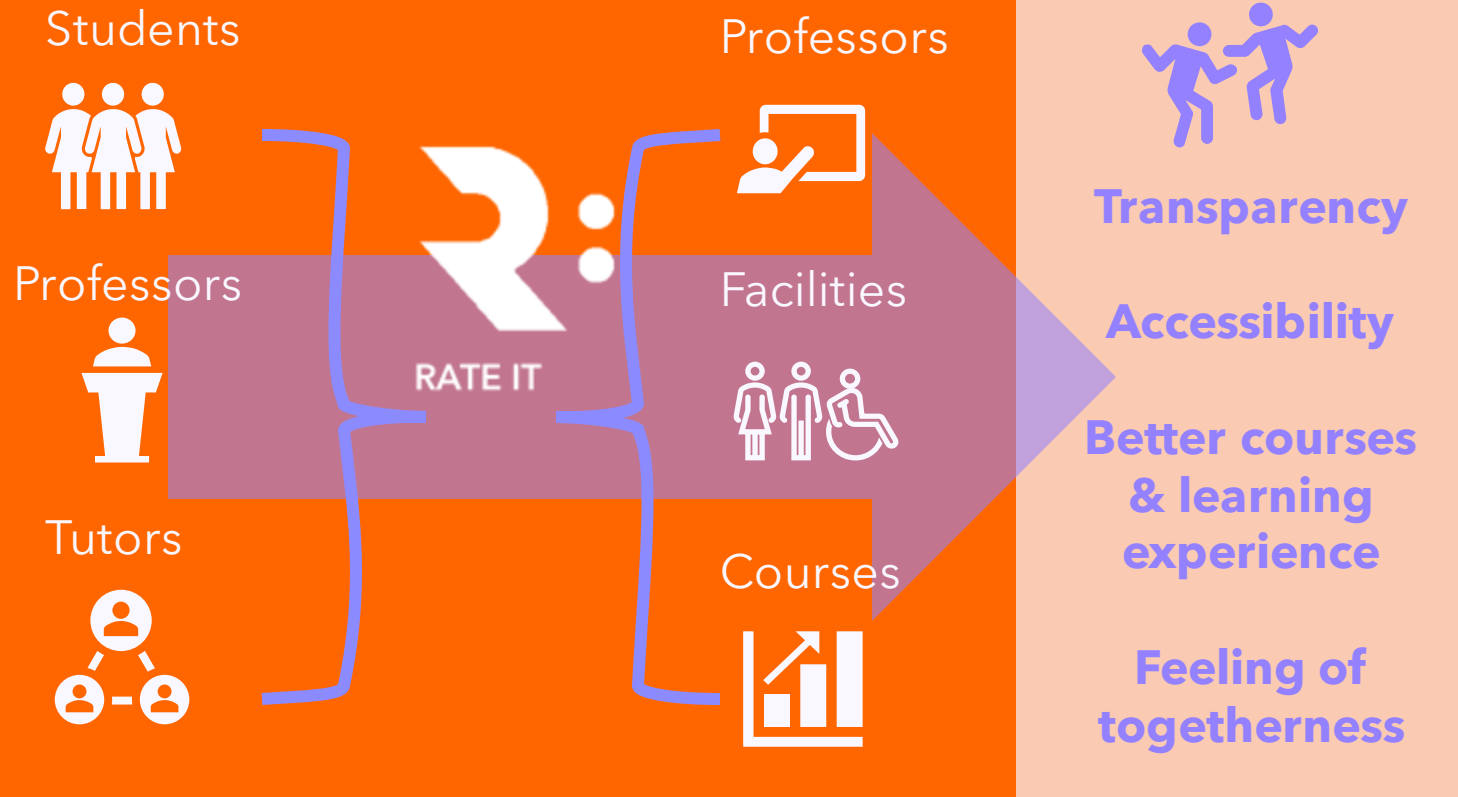and **feeling of togetherness.**

RATE IT

A"
Aalto University

RATE, LEARN, GROW

Students

Professors

Tutors

RATE IT

Professors

Facilities

Courses

Transparency

Accessibility

Better courses
& learning
experience

Feeling of
togetherness

A" Aalto University   RATE IT

Team Screaming Jets |Rate it   Picture: Pixabay.com
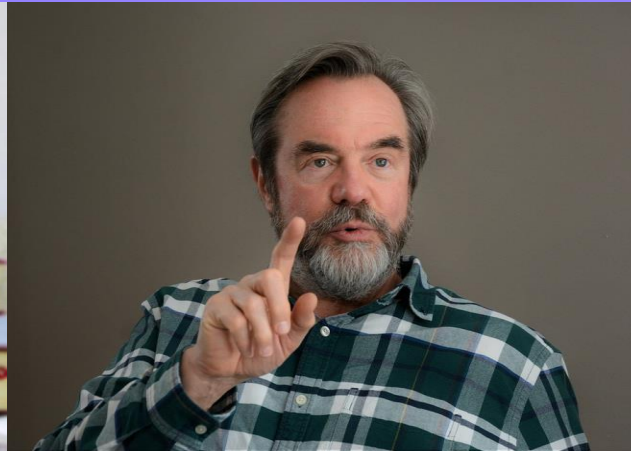
PERSONAS

Lisa Wood, 22, student

Lisa is trying to select courses for her elective studies. She is a business student in marketing, but would like to pursue a career in service design. With Rate it Lisa can browse and find the best courses to add to her degree in order to fulfill her dreams

Pentti Pennanen, 51, professor

Pentti is a professor and responsible for basic mathematics for all engineering students. It seems that the grades of this course are lower than they used to be, and Pentti wants to get to the root cause of this trend. With Rate it Pentti finds valuable feedback and development ideas in addition to increased official feedback, that helps him to understand the student needs better.

Jayant Arumugam, 29, tutor

Jayant is finishing his studies in design, but would like to have additional income as he still has his exchange ahead. He masters the 3D-modeling with various softwares, so with Rate it he can reach students in need for tutoring and provide his knowledge to help others.

Elina Virtanen, 25, student

Elina is studying her first year of computational scienses in Aalto. Most of her lectures are in the Computer Sciences building, second floor. She felt anxious at first, as she found it difficult to access the class rooms with her wheelchair. With Rate it she started to share and discover the best routes to the rooms, and due to the comments on Rate it one classroom was changed to more accessible one.
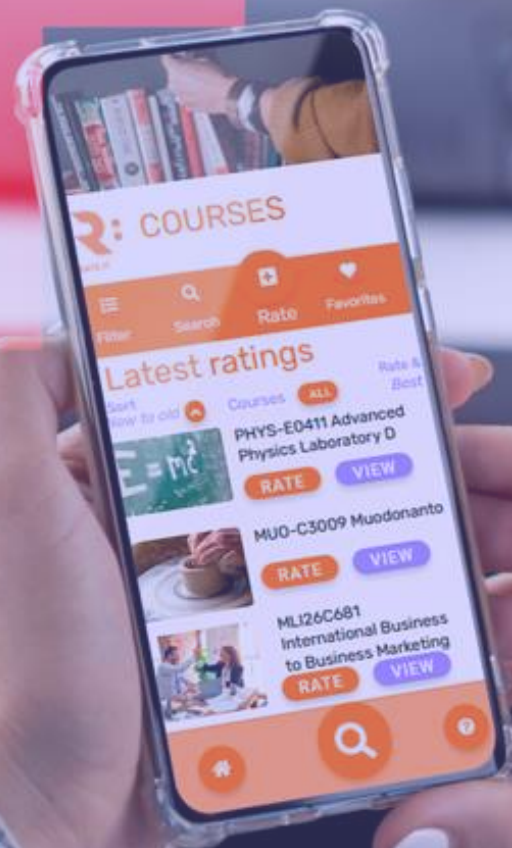
LET'S RATE IT!

RATE IT

CLICK TO VISIT!
https://tinyurl.com/rateiit

KEYS TO SUCCESS

Network

Co-creation

Agile culture

- Partnering with universities and related apps e.g. Aalto Spaces
- Analytics-as-a-service: e.g. show university how departments are doing

- Data-aggregation-as-a-service: customer provided data
- Tokens to encourage engagement
- Users enabled to keep the community clean and improve it: reporting, feedback

- Culture of continuous improvement
- Proactive customer service
- Fast implementation of ideas
- Data generation & analytics

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R:
RATE IT

RISK MANAGEMENT
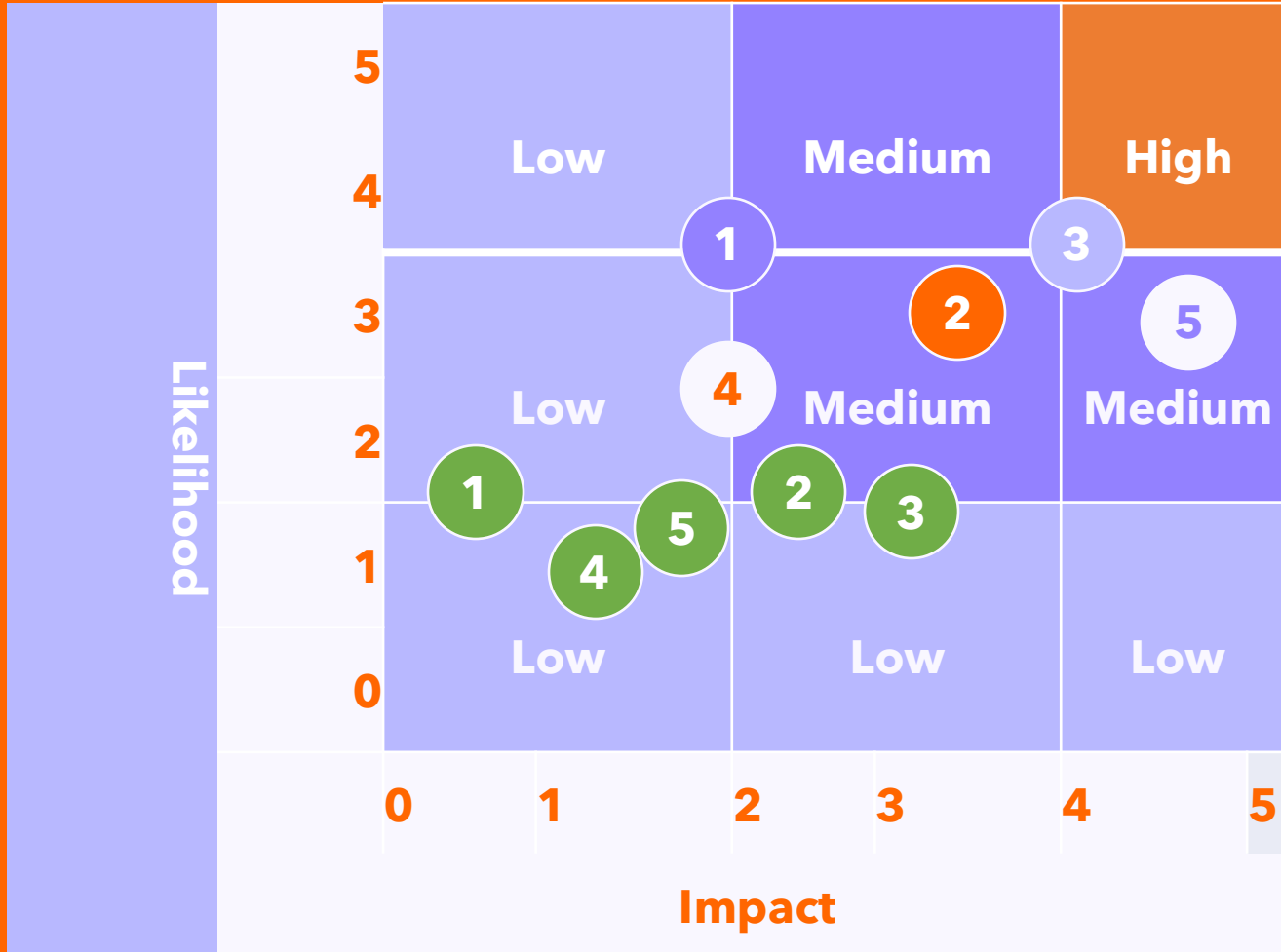
Risk		Mitigation	
False ratings	1	Moderators, reporting	1
Lack of interest	2	Tokens	2
Technical difficulties	3	Competent staff	3
Unsavory language	4	Moderators, reporting	4
Mismatch of expectations	5	Clear communication	5

R: THE FUTURE

RATE IT

**Launch Pilot
at Aalto University**

On-campus marketing
Booths, posters, geolocally targeted social media adds, fairs, exhibitions

Future features:
Share key learnings of a course
Share your best learning methods
Organize study groups
Facilitate hackathons and ideation challenges

**Analyzing user behavior
& encouraging co-creation**

- Tokens to support volunteer ideation and feedback
- Agile team to cut lead times on responses to development ideas

Change fast
Continuous improvement on platform
Scale to other campuses

**Licensing - 5€/user/year
View-only users ad-based
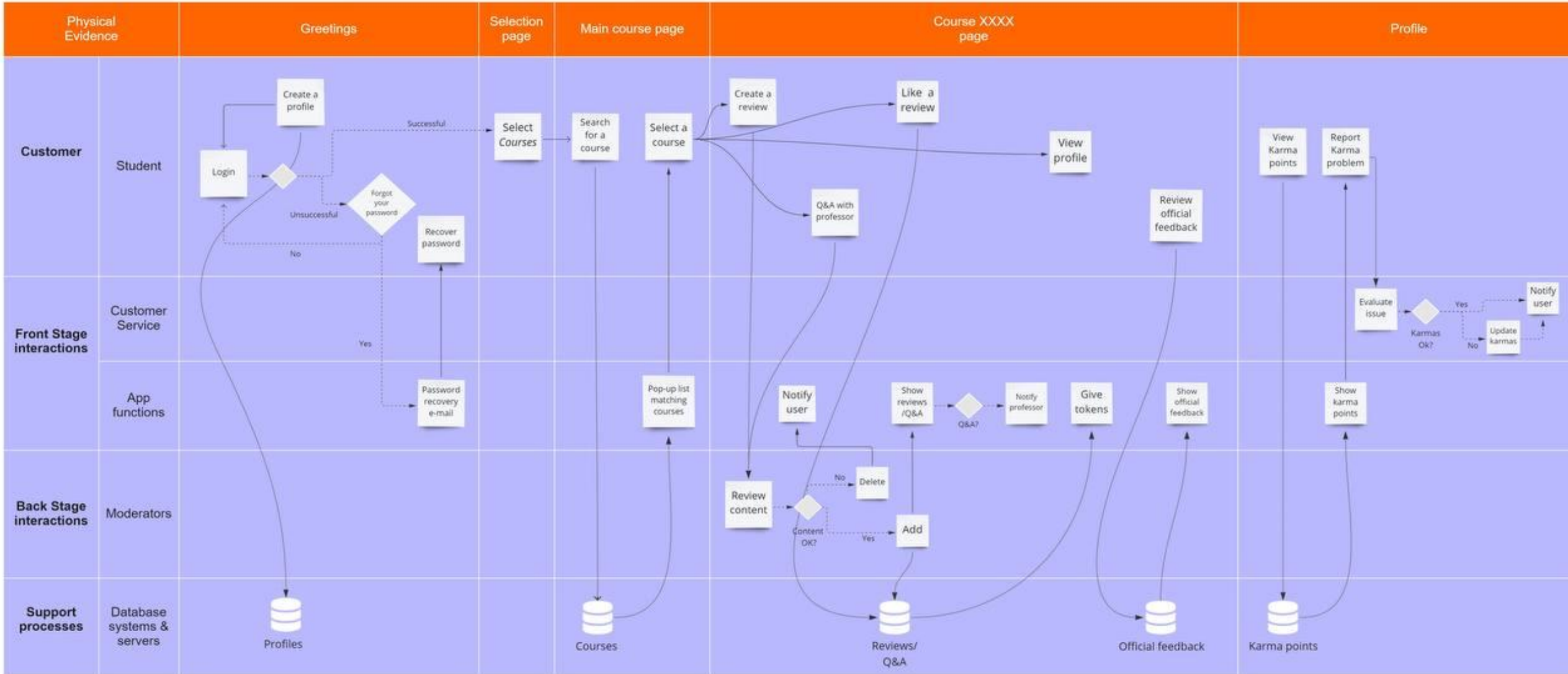Tutorship commission 20%**

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Team Screaming Jets |Rate it   Picture: Pixabay.com

REFERENCES

Pixabay (2022). Pictures 3-10. Available online: http://www.pixabay.com [cited 21.6.2022]

Unsplash (2022). Pictures 1 & 2. Available online: http://www.unsplash.com [cited 21.6.2022]

Picture: Pixabay.com