

IOS StuNect

Problem Definition/Concepting


1. The problem

As students we identified there is a gap in the market for connecting people with different skills in university. There are students who have a startup idea for a project, but don't possess all the skills needed to create it by themselves. They don't know how to find that person, except asking around, which a lot of people won't do, as they probably won't start a conversation with a stranger, especially if they don't know if the person even has the skills he needs.

2. Concept

That's why we are creating StuNect - an app which allows you to find a buddy with the skills you need. You can create a project, or join one, if you fit the needs. We encourage face to face, so to start working you have to scan each other's Business cards with the built in QRCode scanner. (or through Airdrop)

3. Persona



Bio

John Janssen is a 19 years old. He is first year at university and feels frustrated with all the coding. He comes from a design school, so he is quite familiar with designing and prototyping. He wants to learn coding in the future, but would like to focus on design for now. He has an unique app idea, but can only design it, and not implement it. He wants to find someone who can code it for him.

Goals

- Graduate with the highest grade possible
- Find a good paying job
- Learn back end coding

Frustrations

- Back end coding
- University courses

"I want to find a person, who can do, what I can't"

Age: 19
Occupation: Student
Course: ICT and Media
University: Fontys
Location: Eindhoven

Personality

Comfort with technology

Design

Software

Social Network

4. Empathy map



5. User Scenario

“John 19, a freshman student at Fontys, comes from a design school. He is smart, focused and works well in a team. Because he is coming from a Design school he is quite knowledgeable on the topic of Design. He has experience creating Sketches, Mockups and Prototypes. He has even dabbled a bit in User Research and Testing, which really comes in handy in ICT and Media. He has a unique idea for an app, which hasn't been created before. However John isn't very good with back end coding, he finds it frustrating. He is able to sketch and prototype the app, but not fully implement it. He wants to find someone who can do the coding for him. That way he doesn't have to struggle with learning how to code and can focus on what he is interested in.”