

Concept Document



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Updated Concept Description:


Our goal is to create a platform, where students can communicate to each other and find all of their relevant information, connected to their studies in one place. This includes all of their lectures, all of the challenges that come with the 3rd semester. Also there will be register/login where students can enter the website. The forum is our main core of the website. It is important because there students can communicate with each other and give/get help for a specific topic/assignment.


Stakeholders:

Client:

 Fontys


Course teachers:

 Jan Salge

 Yuzhong Lin

 Medhat Riad

Group members:

 Project leader – Svetoslav Stanoev

 Viktor Kalinkov

 Plamen Neshev

Target group:

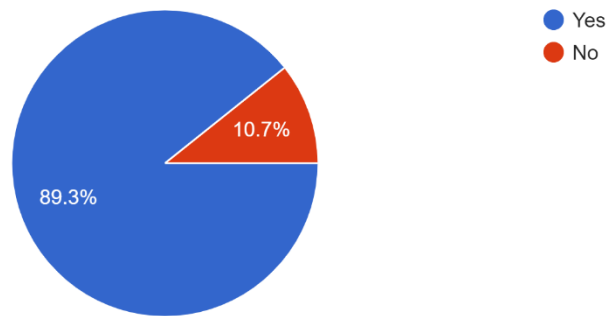
Our target group is all of Semester 3 ICT students. Our first idea was the platform to be for all ICT students, but then we decided to narrow it down to one semester, as the information for all students would be challenging.

User study:

We started our research with a simple survey, sent out only to Semester 3 students. Here are a couple of screenshots from it:

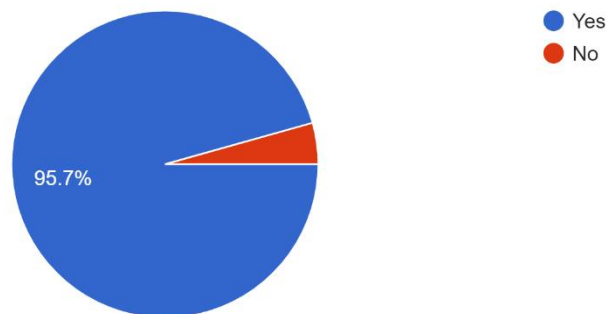
Would you like help from peers for assignments or a project?

28 responses



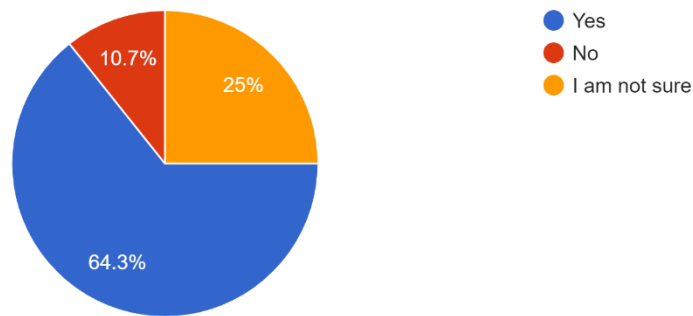
Are you struggling with finding the challenges you have to do for extra points?

23 responses



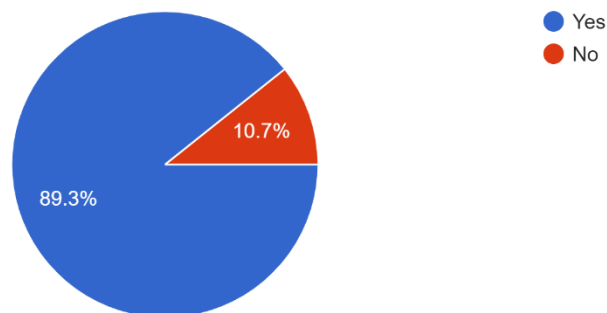
If you had a space/forum where you can ask for help from your peers/other students, or just communicate with students about issues, suggestions and etc. , would you use it?

28 responses



If you had the chance to increase your level, would you do extra work to level up(like in a game)?
That means to help peers and do extra challenges

28 responses



From the survey we have gathered the following information:

- 📊 Most of the students liked the idea of a forum where they can communicate and give/get help for a specific issue
- 📊 Almost all of them are struggling with finding challenges, as they don't receive notifications from Canvas and have to check daily
- 📊 Everyone, except 1 person likes the idea of a website, where students can see all of their lectures, as they would be there for a longer time than 20 days

User persona:



Mike Johnson

Age: 20

Occupation: Student

Location: Eindhoven

Interests

- He likes reading in his free time
- He loves travelling, but due to the situation he is forced to sit
- He also loves watching Netflix after a long day of studying

Goals

- His main goal is to finish university
- He would like to learn as much programming languages along the way
- Attend every lecture

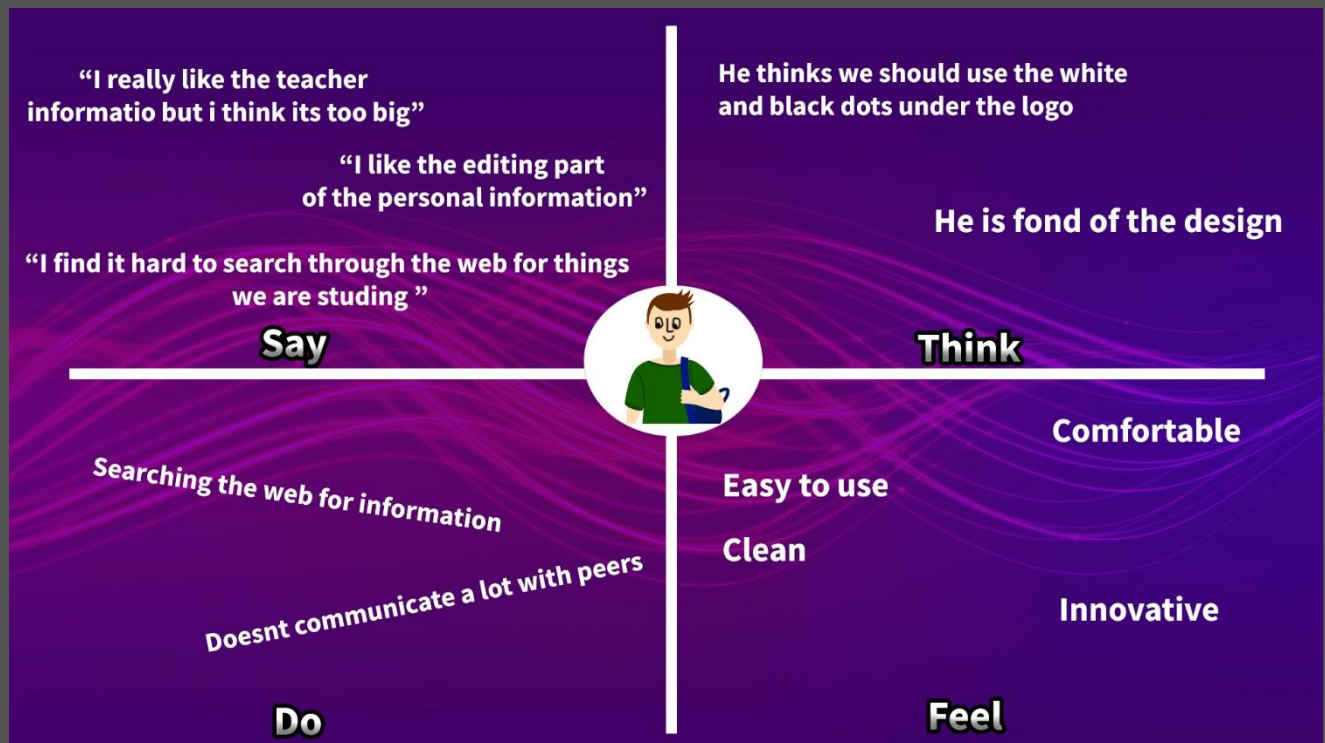
Frustrations

- He wanted to watch a lecture to prepare for a test, but the lecture is deleted, because 20 days have passed and now he has to search through the web
- Sometimes he is having trouble with his code and would like to ask other students from his class, but there isn't an exact platform for that

Bio

Mike is from the United States. Usually people continue studying in America, but Mike decided to go studying in Europe. He has always wanted to visit Amsterdam. Now he is a second year student in Software.

Empathy map:



POV & HMW:

We did 2 POV and HMW for the 2 main parts of our website:

Point Of View:

User	Need	Insight
students of Fontys	to be able to check lectures at all times, if the user later needs the information	the user might have a test in the future, and he would want to find the information without a problem

How Might We:

Help students?

Ease the process for students?

The one above is mainly based on the lectures part of our website

The one below is mainly based on the forum part of our website

Point Of View:










User	Need	Insight
students of Fontys	a place where the users can communicate with other users at a similar topic and get help from them OR give help to other users	the user might need help doesn't know who to ask

How Might We:

Give them the ability to help each other?

Help them exchange ideas?

Business Model:

The Business Model Canvas		Designed for: Sprint 2	Designed by: Moogul	Date:	Version:
Key Partners  <p>Key partners are the founders of Moogul. Svetoslav Stanoev Viktor Kalinkov Plamen Neshev</p> <p>Each sprint we spread the work evenly, so everybody has a responsible tasks to work on.</p>	Key Activities  <p>Our key activities are to make the semester for semester 3 students easier In the long run we would like to expand the field to not only one semester of students but to other semesters as well</p>	Value Propositions  <p>Our job will be to make the 3rd semester for students in Media Design as easy as possible without going through pages and website in google. We would like the students to focus on "getting the job done". We would like to make the cost of time less for the students and make knowledge accessible to everyone. It will be user friendly because of hard research!</p>	Customer Relationships  <p>University is to connect students so we'd like to make it easy for students to communicate, so we want to make sure our forum is accessible in order for students to communicate freely. We would research features our customers want and implement them if possible</p>	Customer Segments  <p>Our customer segment will be a niche market for 3rd semester students at the start. After extensive research we will decide if its possible and needed to explore a diverse market with more customers</p>	
Key Resources  <p>The resources we require are knowledge of research, programming and user experience. We are going to take in all the information and deliver it with the resources we have currently!</p>		Channels  <p>Reaching students is hard during covid that's why we need to create a strong network of peers in order to communicate freely. That's why we would encourage students to talk in the forum</p>			
Cost Structure 			Revenue Streams 		

DESIGNED BY: Strategyzer AG
The future of Business Model Innovation and Entrepreneurship

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strategyzer.com

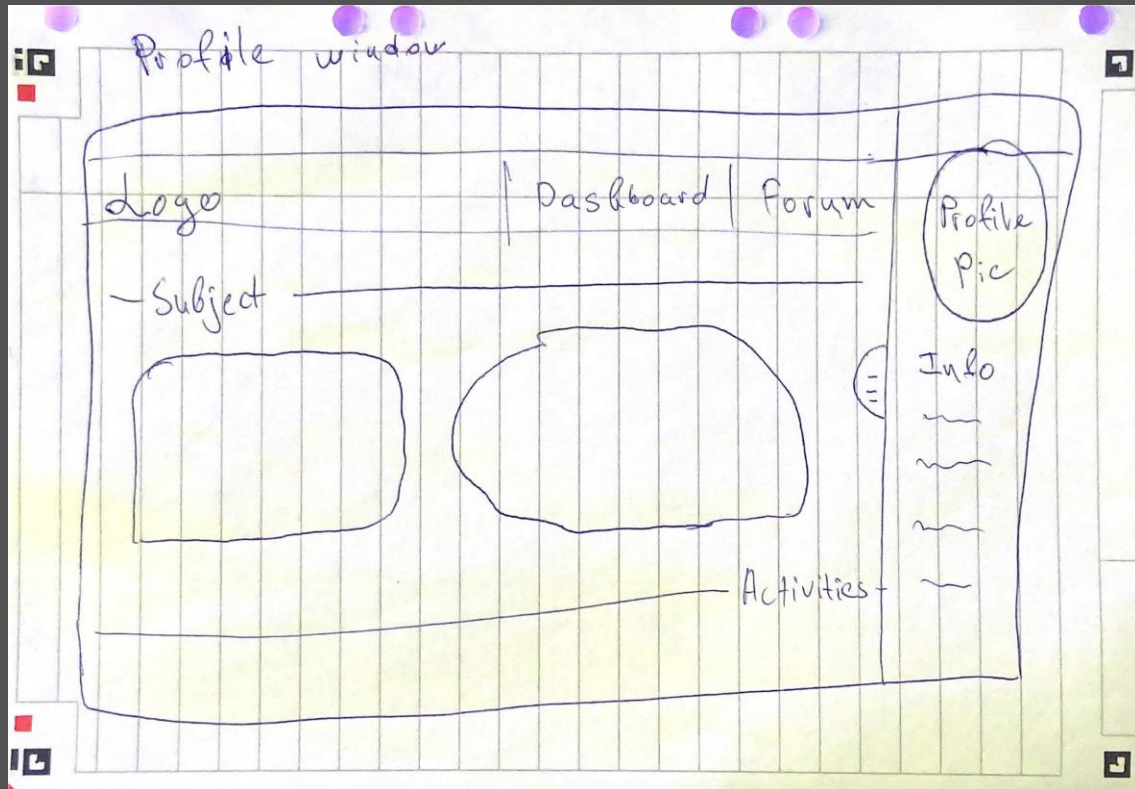
We left the cost structure and revenue streams empty, because we don't pay/gain money from creating this.

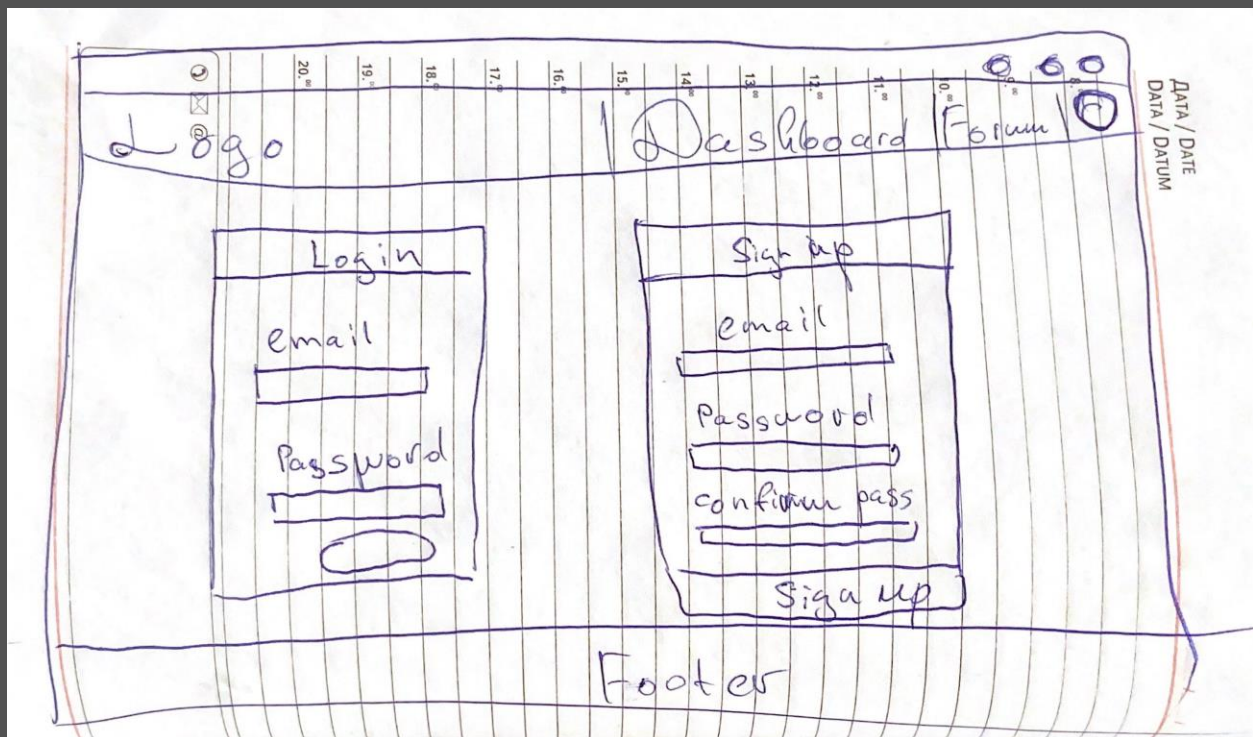
Does the concept meet the briefing?

We think our concept is good for the students, because it allows them more freedom when studying. For example the students won't waste time minutes searching through the web for help, as they can ask one of their peers. Also if they in the future need information from one of the old lectures, they got their lecture recorded and on the website, which now is not possible, as Teams can keep a recording only for 20 days.

Sketches:

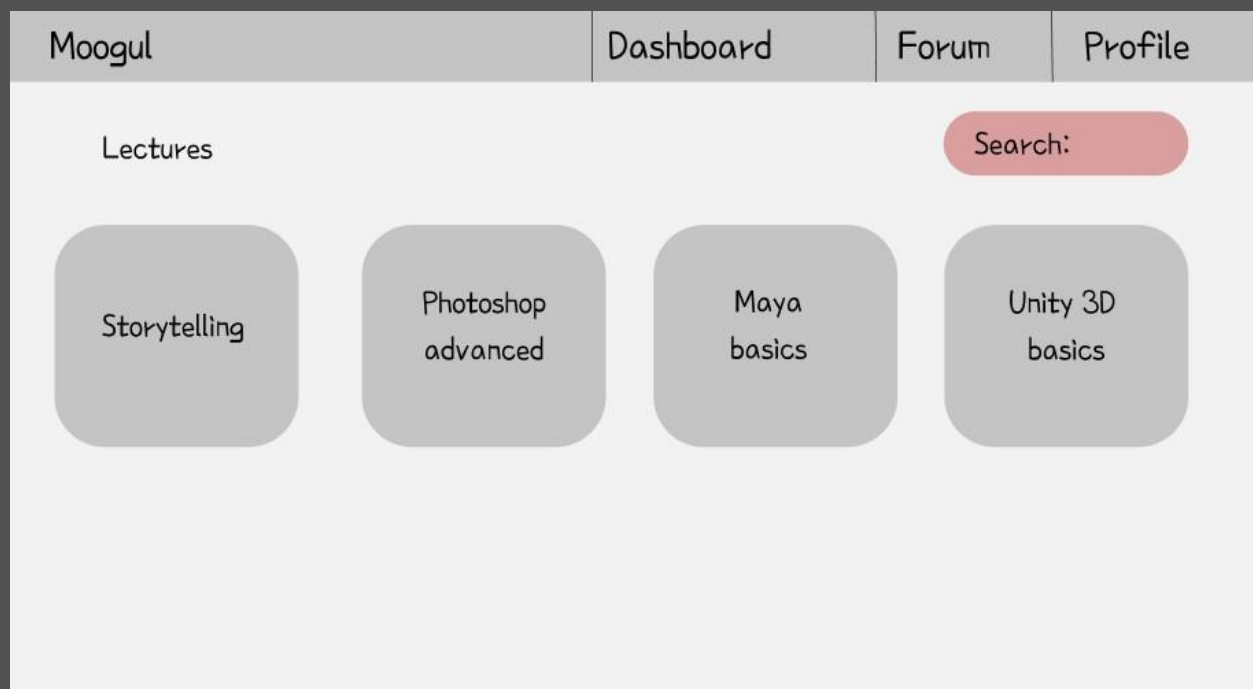
These are a couple of our first sketches:





Wireframes:

Here are a couple of wireframes, based on the sketches above:



Moogul	Dashboard	Forum	Profile
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Are you?

A returning user:

Login

email:

password:

Login

OR

A new one:

Sign up

email:

password:

confirm password:

Sign up


Moogul	Dashboard	Forum	Profile
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Media Production

Assignments

Lectures

More Materials



Course teacher

Email:

First Prototype:

We used a couple of wireframes for quick prototyping as we showed them to a couple of students to see their feedback.

After getting their feedback we came to these conclusions:

- ✚ decided to remove the top bar and made it an expandable side bar, only keeping the profile in the top right
- ✚ change the teacher information from top right to the bottom
- ✚ changed the sign in page to a more basic page, where if you are a new user, you can click below to create an account

(For reference check the above wireframes in comparison to the finished prototype below)

Finished version of the First Prototype:

Sign in  Moogul

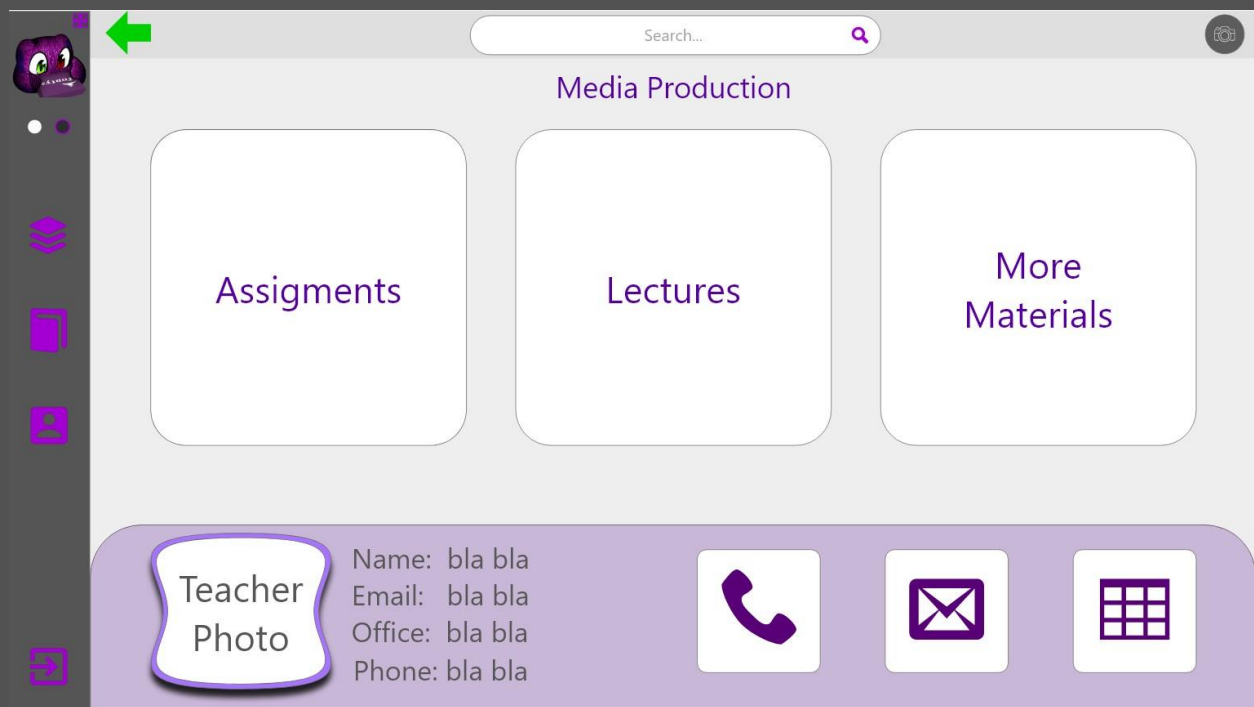
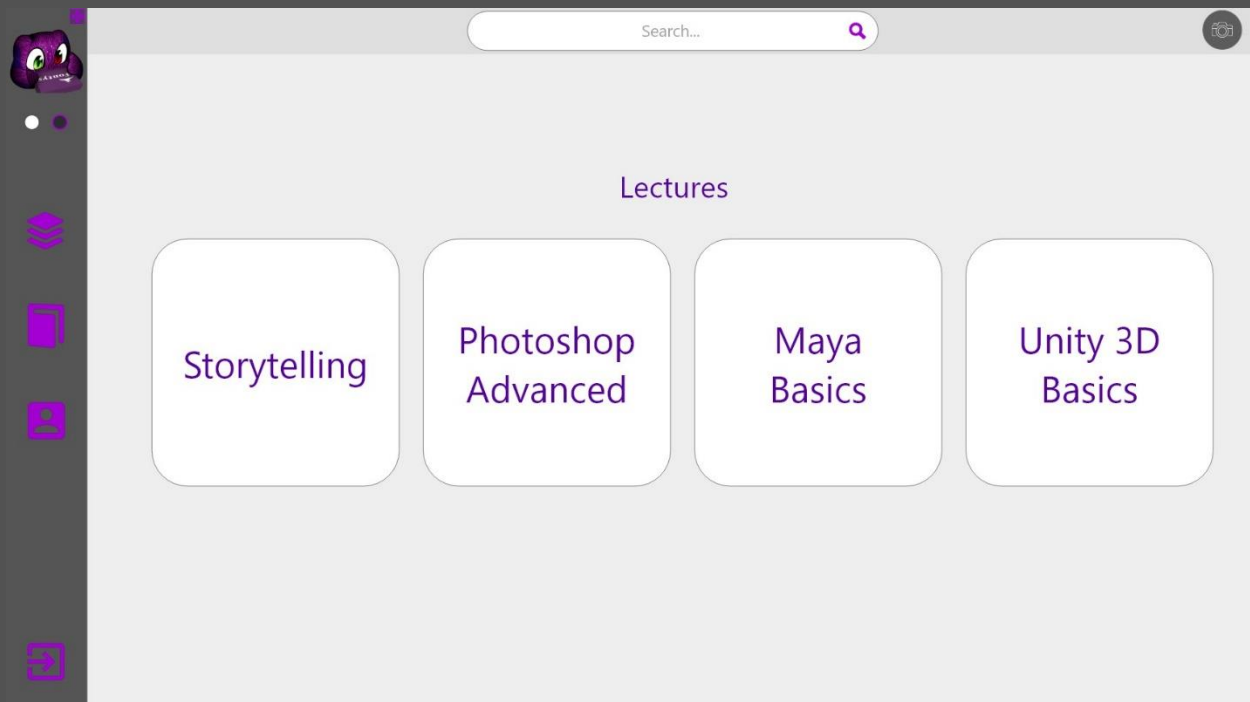
Email:

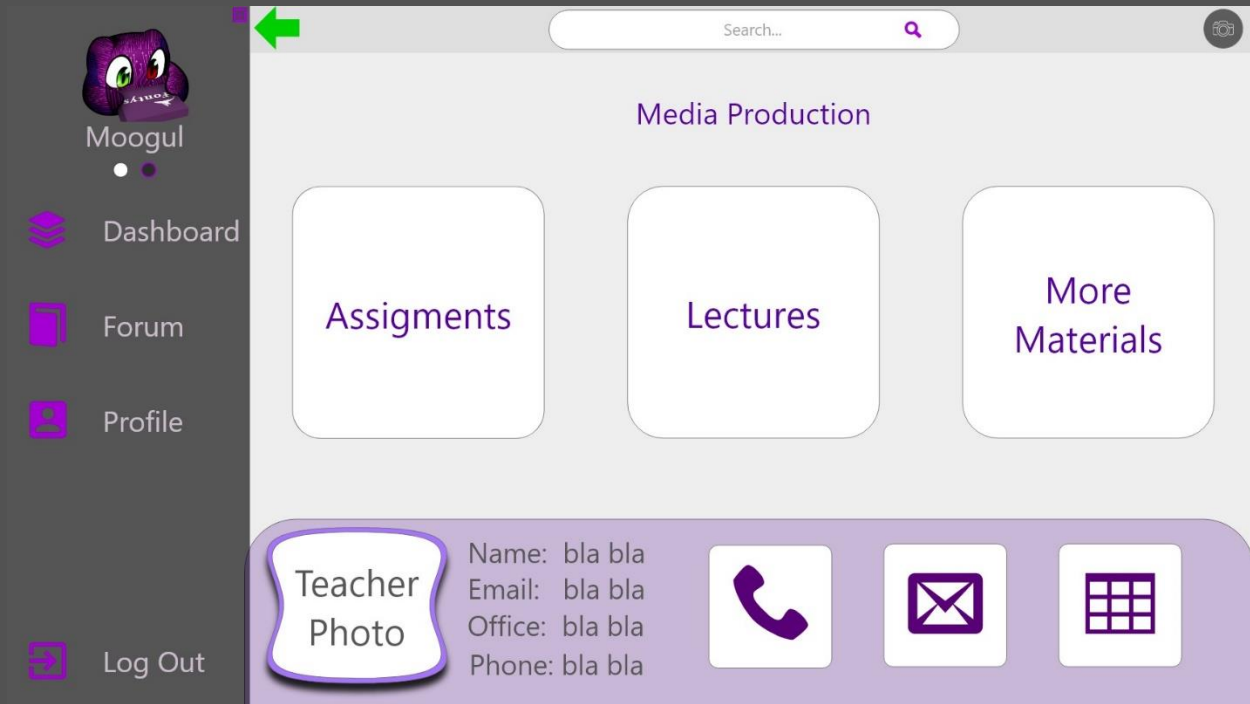
Password:

☐ Remember me [Forgot password ?](#)

[Log in](#)

Don't have an account? [Sign up](#)





Communication:

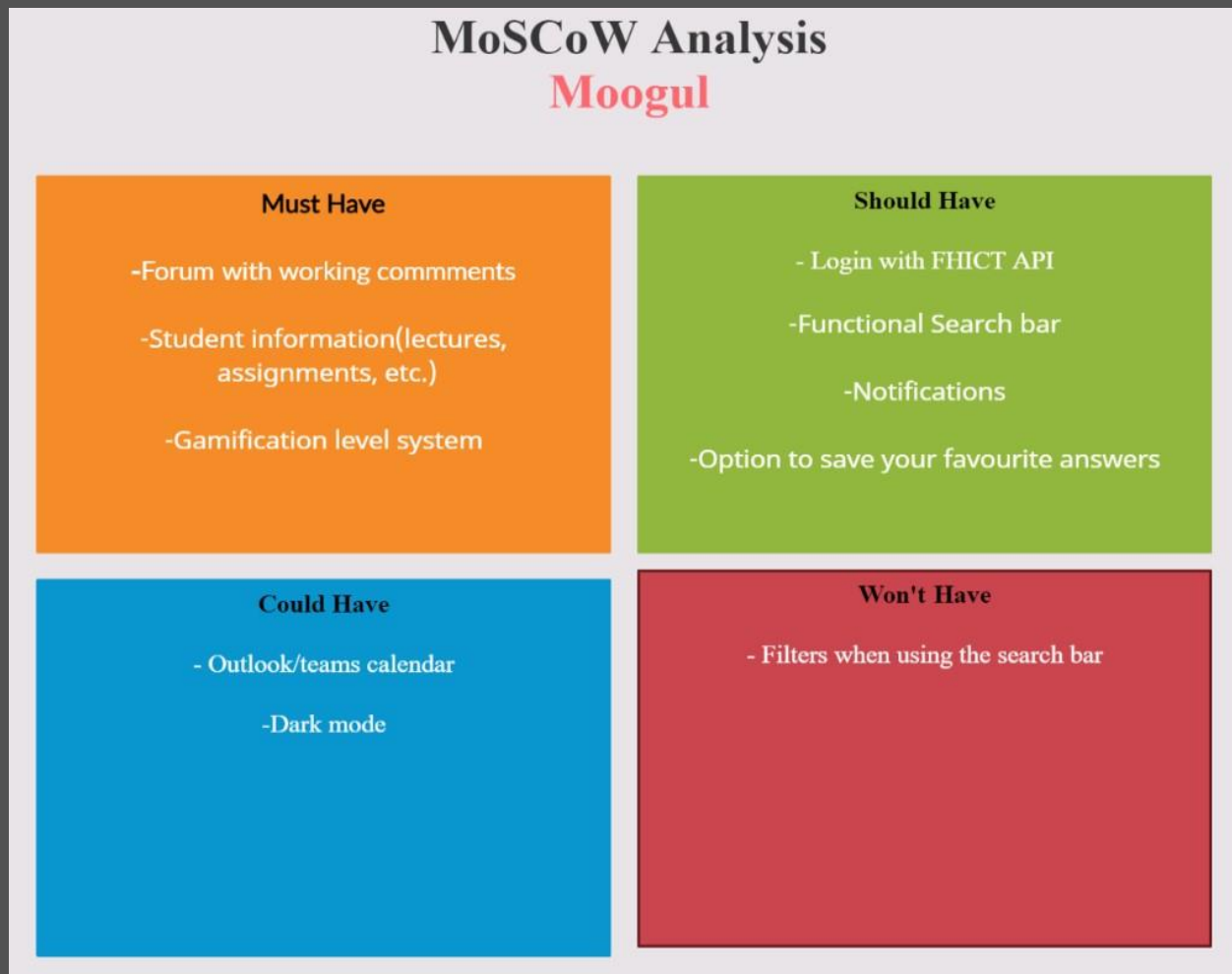
For communication we mainly use Discord or WhatsApp. For task management we use Trello. All of our important documents like Sprints or Research are kept in our Google Drive. And our project is in our Git repository.



git



MoSCoW Analysis:



Work-In-Progress Pictures

Here is our basic idea for the forum could look like:

Moogul Forum

1. Thread 1: How to conduct a proper User Research?

15/12/2020, 5:20:01 PM 3 comments

2. Thread 2: How can i create a pop-up using JavaScript?

12/3/2021, 5:20:01 PM 2 comments

Moogul Forum



Add Comment

Work-breakdown:

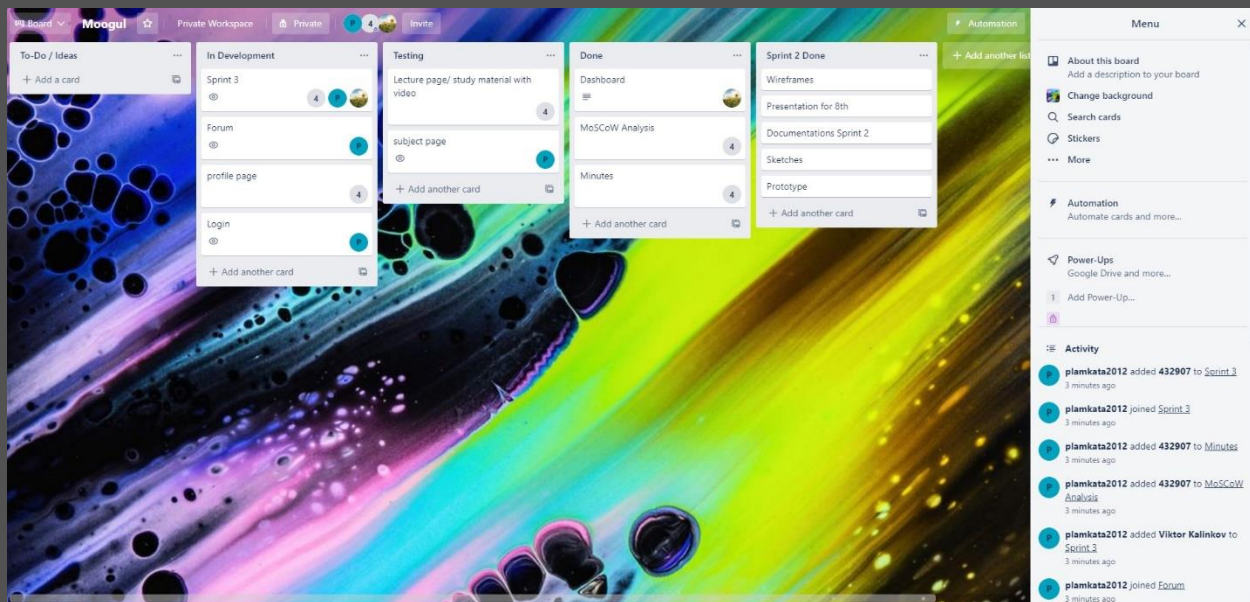
We have agreed that everyone in this group will have an equal part in this project. It is distributed equally, everybody plays a role in the project. Work-breakdown is done by communicating once or twice a week in a meeting which is being written about in the minutes by the minute taker who is changed each week. The chairmen also changes for some weeks. We work hard until each Sprint and deliver everything on time. If it happens that one member does more it will be noted, next time the two other will do more and the other will be compensated that way. We are equal in our group and that's a plus for us. Nobody is left without work. Usually the chairmen/Project leader distributes the assignments during each sprint. Because he knows the strengths of each person. Of course it is discussed how do to it and if somebody isn't happy with the decision he is listened to. Each person has his own view. Everyone can express his views and personal problems.

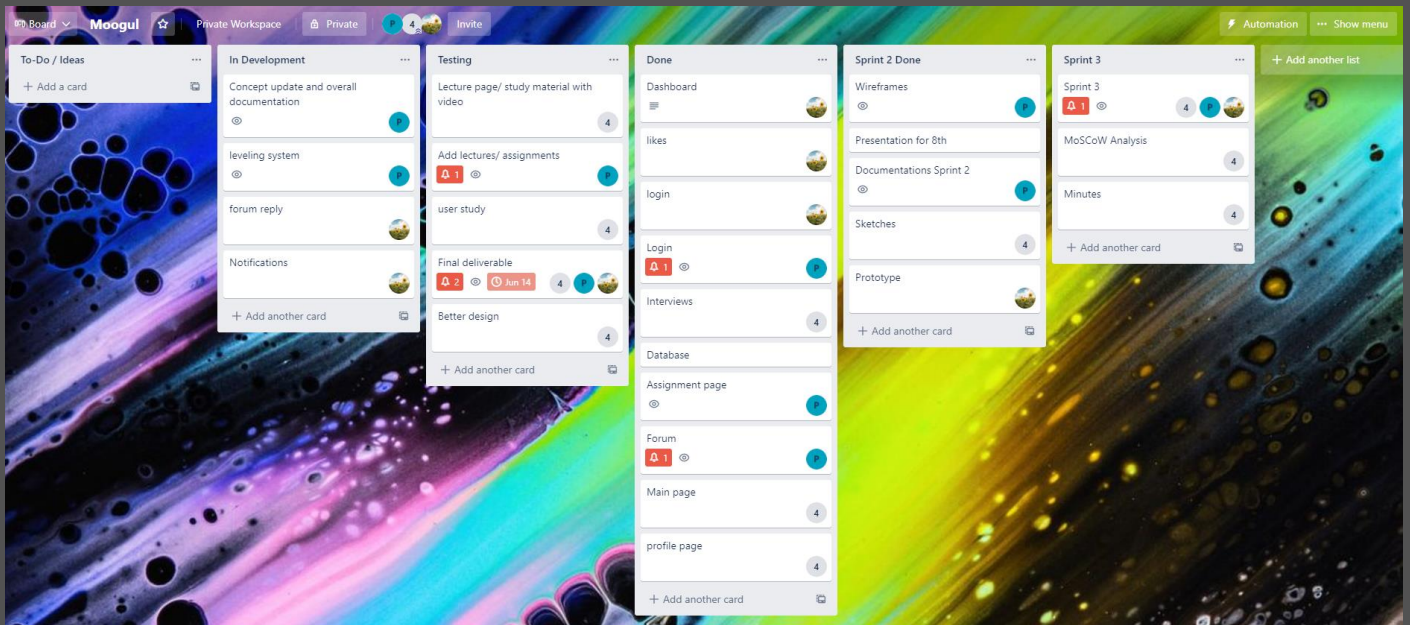
Risk management:

Normally in most groups one of the main risks is the language barrier, but in our case we are all Bulgarians so there is no problem there. Also the three of us are working on the side, which can be quite challenging, but we haven't had issues with that yet.

Behind the scenes:

Here is a couple of screenshots from Trello





More research:

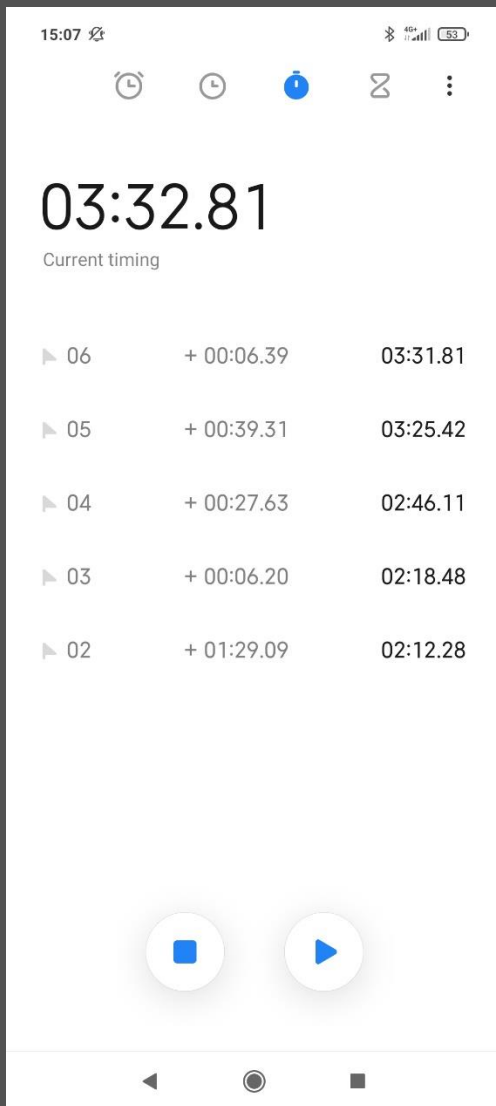
We conducted 3 prototype tests with 3 students (2 of which are from Fontys)

User tasks:

The tasks we gave our users go as follows:

1. Register
2. Add a thread
3. Comment it
4. Find an assignment
5. Change your name
6. Log out

Our first user is Ivan from our class. I put on a timer and detected for how long can he make the current task.

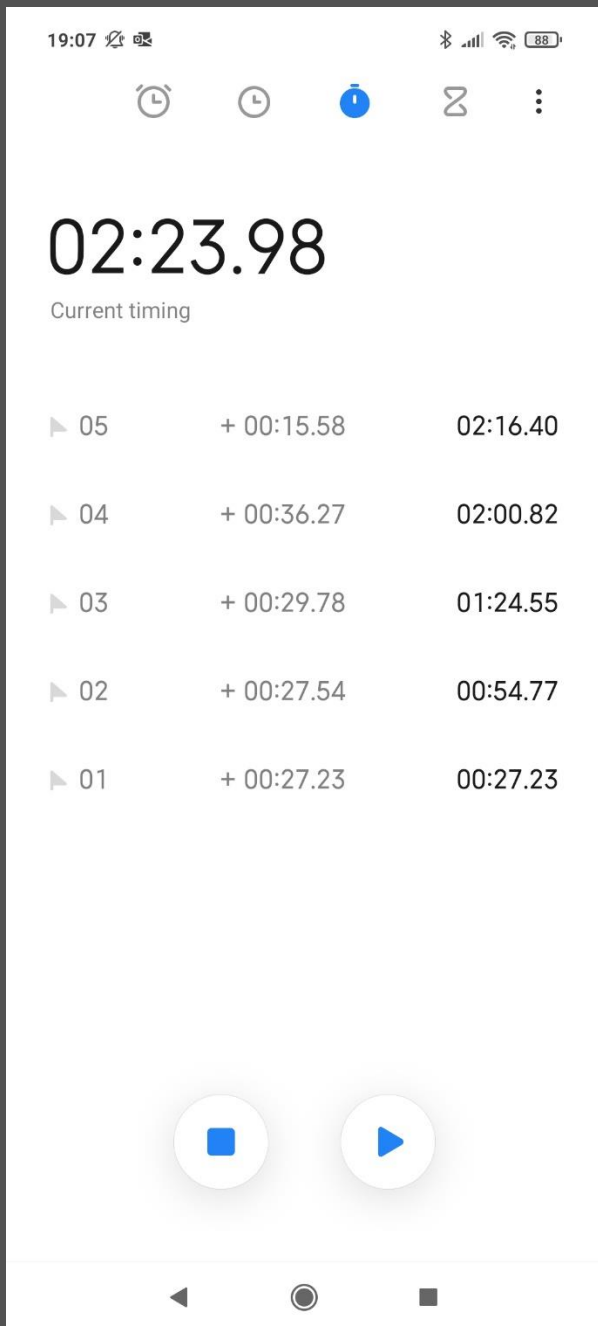


We can see that it took him 2 minutes to register, mainly because he wasn't aware of the password security (in our website your password must be between 5 and 20 letters/numbers.)

We can also see that it took him only 6 seconds into the website to find the forum, meaning that's easy to find.

He was quite confused when I told him to change his name as it took him 40 seconds.

And we can also see that for the final task he was quick to find the log out button.



Our second user is also a student named Pepi and we gave her the same tasks:

For the first task to register it took her only 27 seconds, which is quite different from Ivan's.

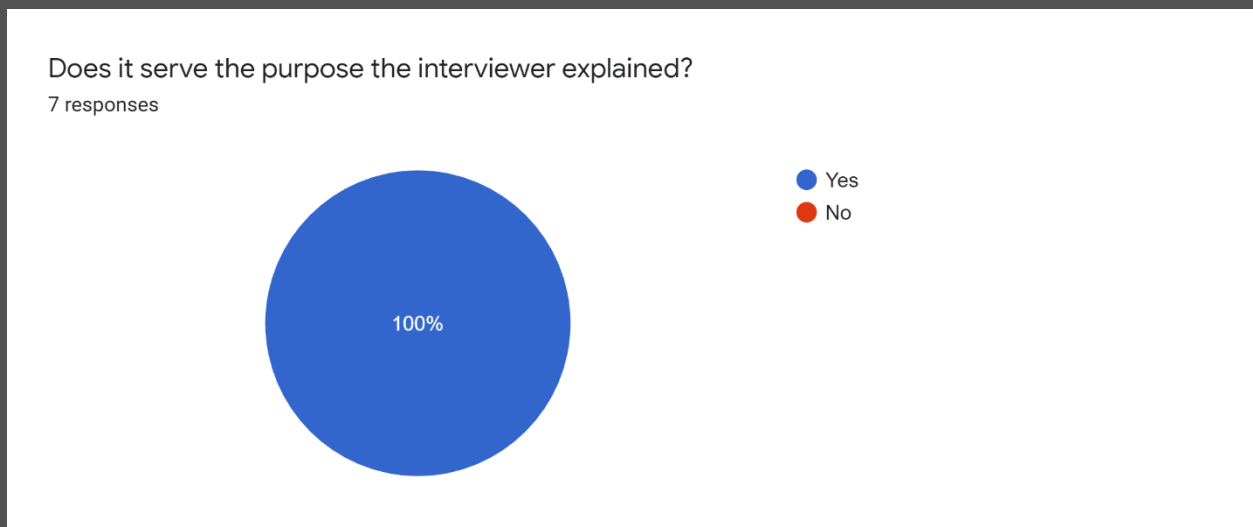
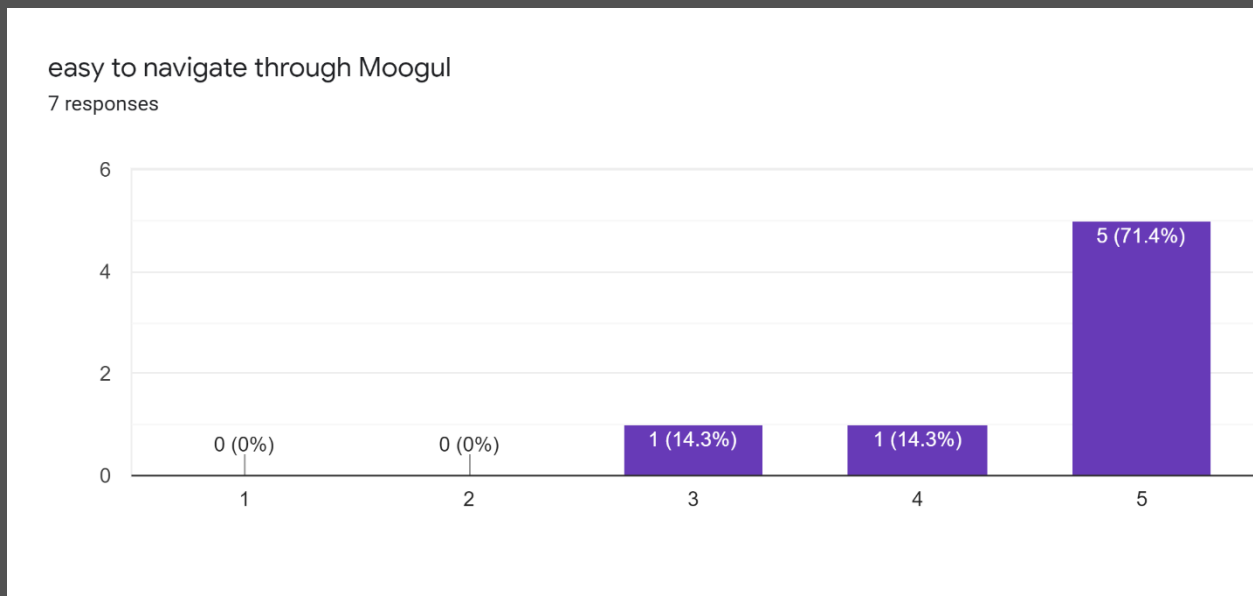
She found the forum in 30 seconds, and later added a comment.

We can see she was having trouble finding the assignment as it took her 36 seconds.

In the recording we can also see she was quite confused finding the profile and changing her name.

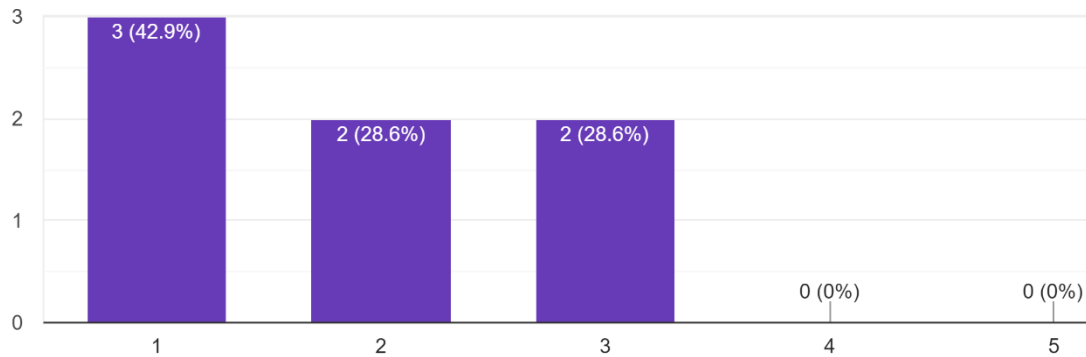
Our third user is also from Fontys. Her name is Gergana. For her we had an interview/prototype test and we also gave her some tasks. We also gave her 5 seconds to check the forum, so we can see what is most memorable in the page. She immediately remembered the blue buttons, which are for Creating thread and adding comments. After that we made another interview with another students. His feedback was quite similar to the one we already received.

Survey results:



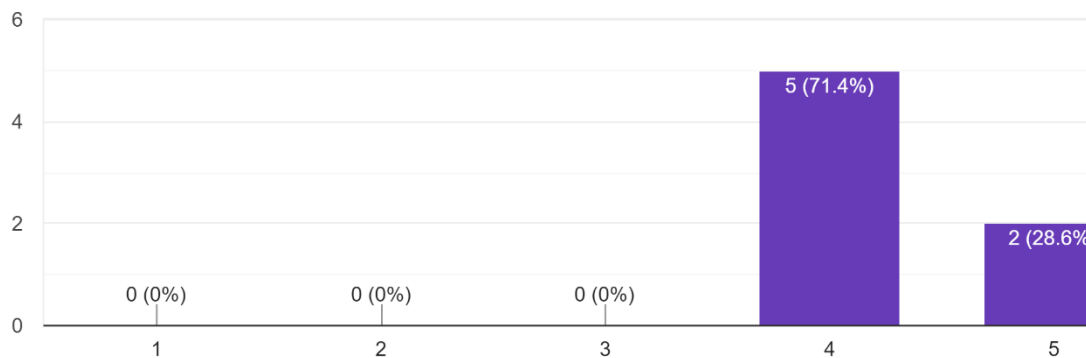
Complicated and difficult to use

7 responses



How did you feel about the design of Moogul?

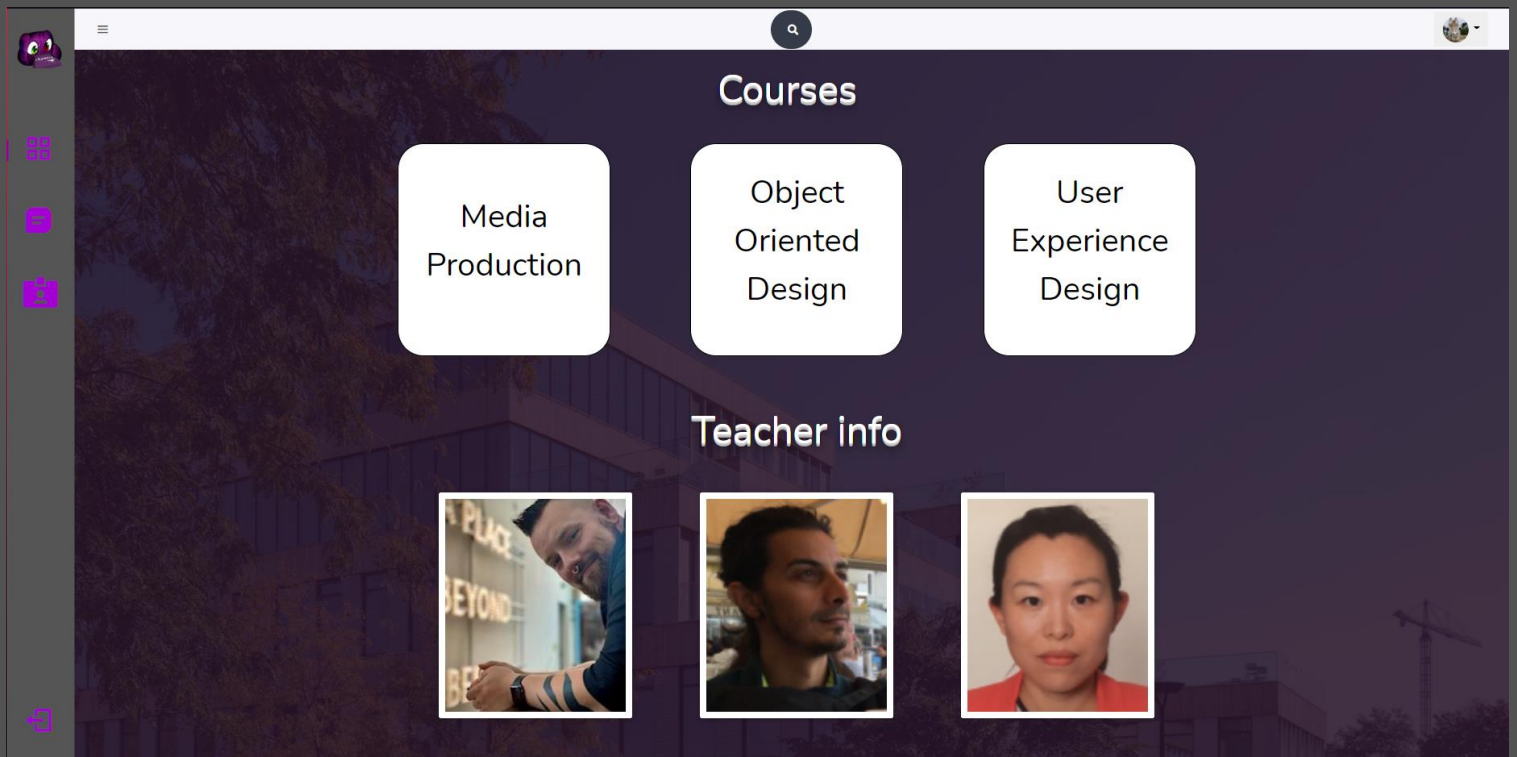
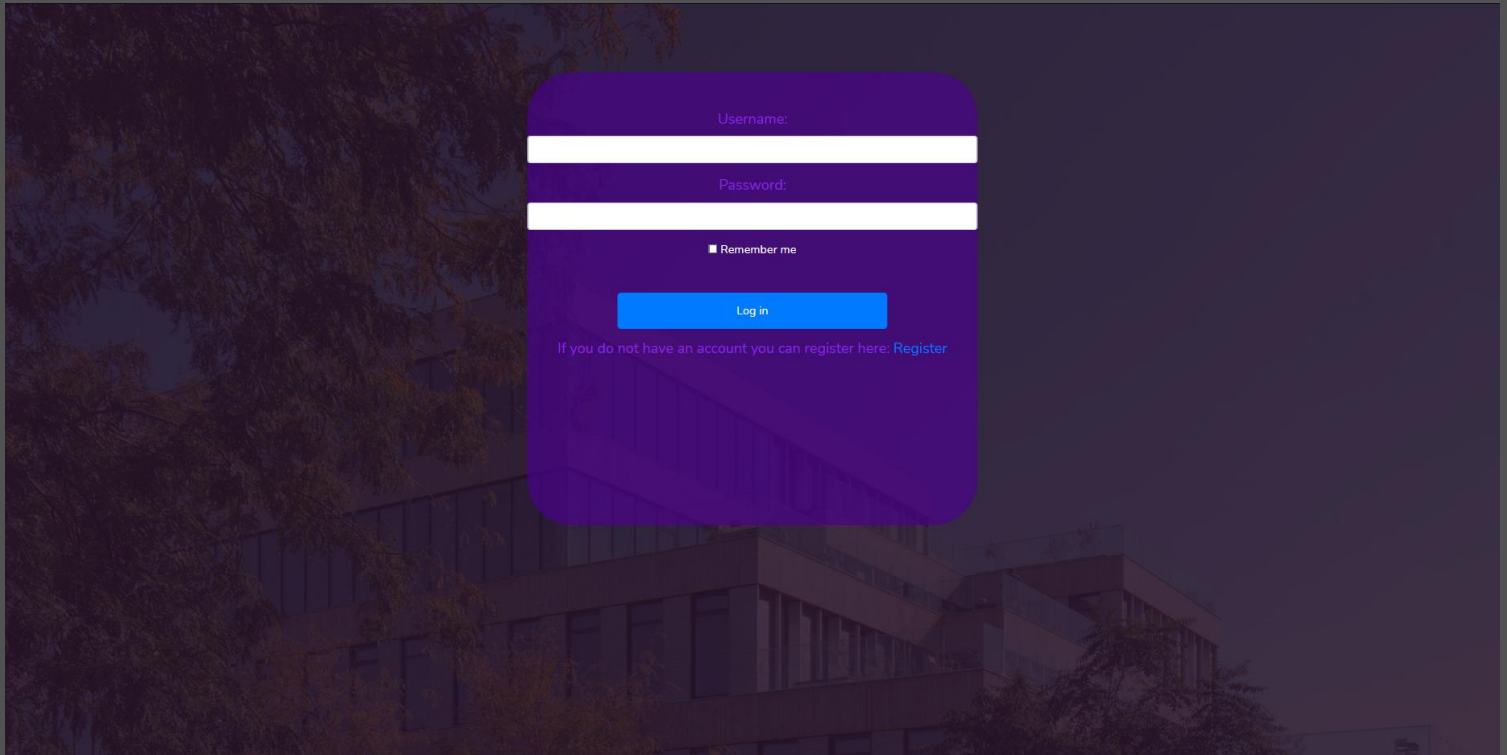
7 responses

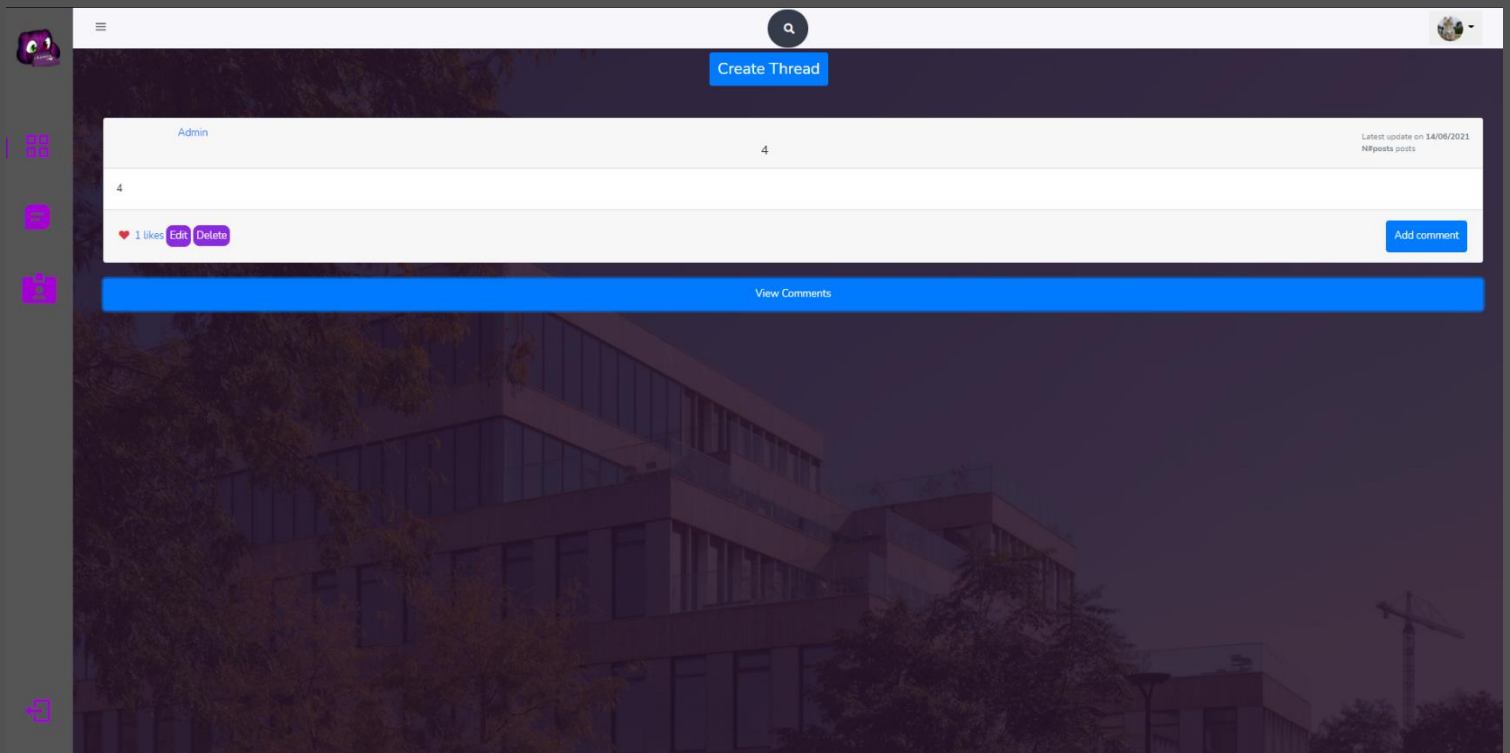
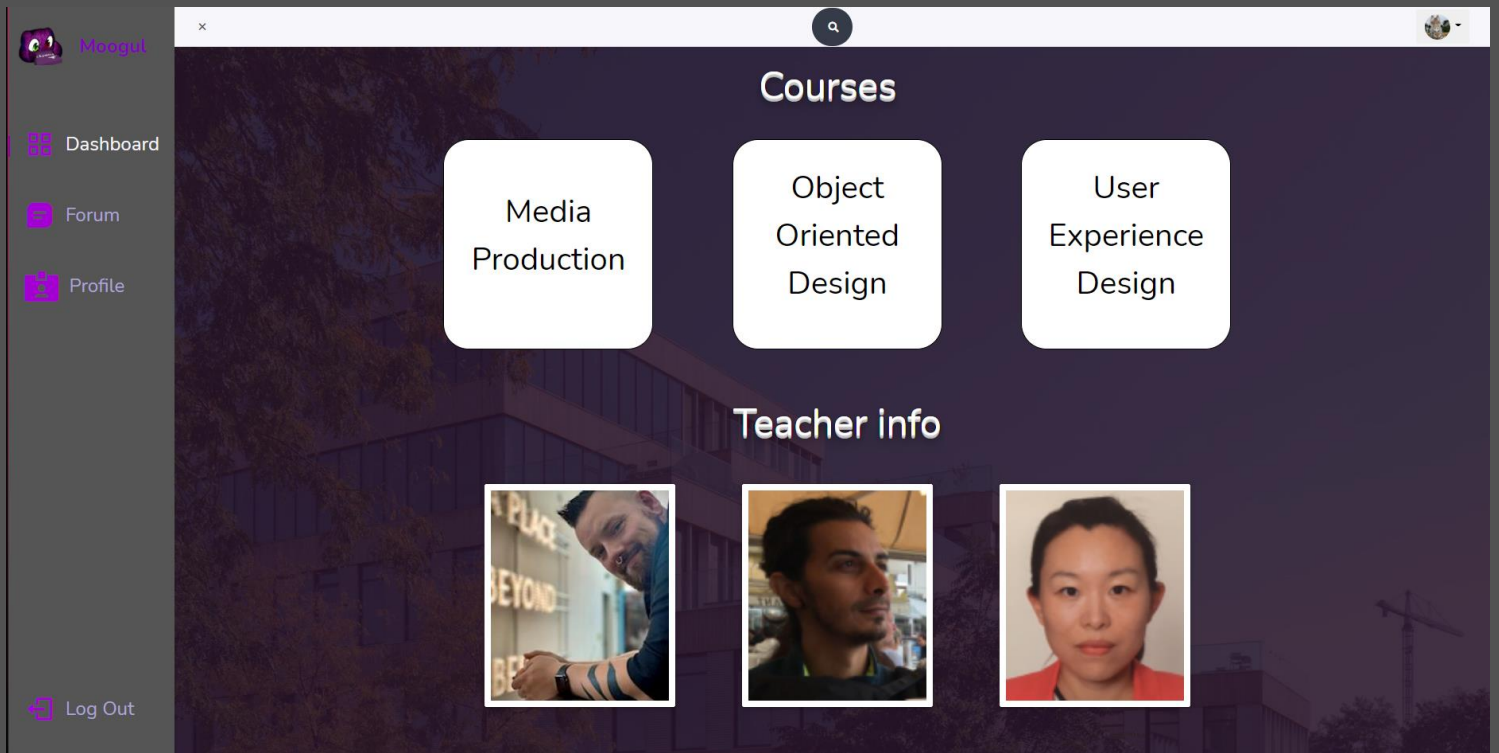


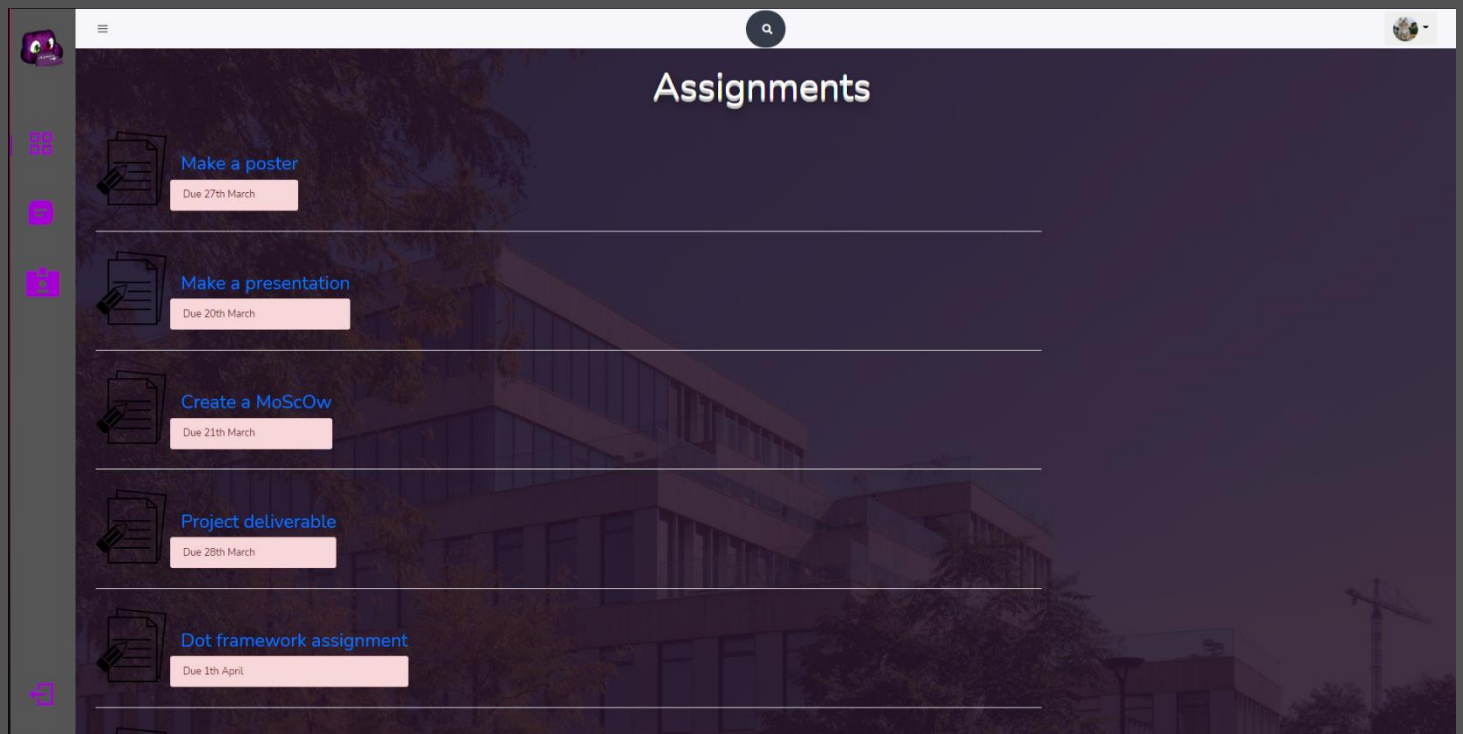
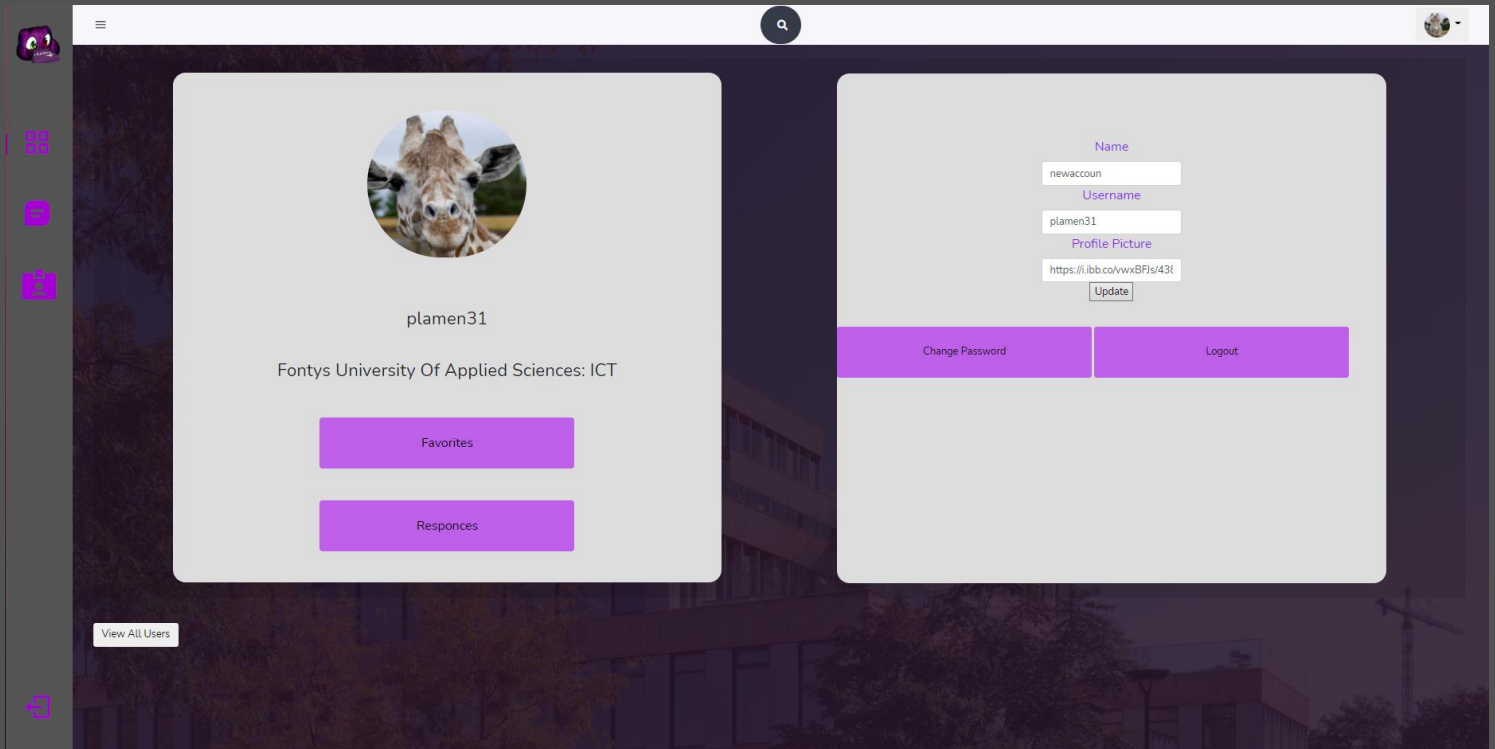
This survey was sent out only to our participants in the user tasks/testings. From the gathered data we can see that most of our users like the design, and consider it easy to use.

Moogul – Final Version

Here a couple images of the finished version:







Important links:

Website: <http://i433416.hera.fhict.nl>

Blog: <https://viktorkalinkov.github.io/blog.moogul/>

Git: <https://git.fhict.nl/i433416/moogul>

All of the testings/interviews and surveys are in the test plan's appendixes