



Design Document - Stunect

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Week 6 - 10
iOS project

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1. Empathize

1.1 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

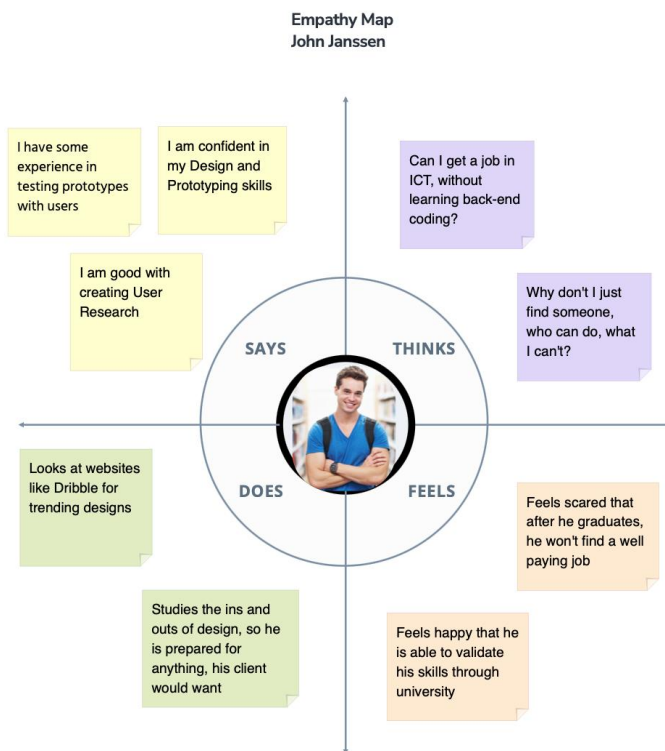
Comfort with technology

Design

Software

Social Network

1.2 Empathy Map



1.3 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."

1.4 Revisiting Empathize (iteration 2)

This iteration we redefined our concept a bit. After some feedback from Erik and a bit of brainstorming, we have an idea, what the user's goal is for using the app. The user wants a functional app, which can connect him with a fellow student with the required skills. He doesn't want to

The user wants:

- clear design
- easily to connect with fellow users

- exchange business cards

2. Define

2.1 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.

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)

2.2 Define our audience

method: <https://www.designkit.org/methods/define-your-audience>

2.2.1 involvement

We are aiming for Students typically between 18-25 years old[a]. These students have entrepreneurial values[b] as they seek to build out their product idea or participate in a project. Their backgrounds[c] can range from marketing & sales to design to development. They are likely creative too[b].

- a) Students between 18 and 25 years old
- b) Entrepreneurial values are their key characteristic followed by creativity
- c) Their education can range from marketing & sales to development or design. They look for students who have similar characteristics but different backgrounds.

2.2.2 Ecosystem mapping

method: https://design-kit-production.s3-us-west-1.amazonaws.com/Design+Kit+Method+Worksheets/DesignKit_ecosystemmapping_worksheet.pdf

Key outcomes listed below:

The user

The user wants to network with other students that may assist in building a startup or hackathon.

The user currently only has an idea what needs to be built and what area of expertise they're lacking.

The community

The user has direct classmates that are relatively easy to talk to. But also peers from other studies or classes who are harder to talk to. The user also has professors/teachers/mentor.

Services

The user needs assistance in finding peers that think alike and would be happy to help build a startup idea or participate in a hackathon. Of course they would become co-founders, the user does NOT employ anyone.

Institutions

There must be a fair algorithm that displays proposals in other users' feeds. Most students probably start off with roughly the same work experience. So other than background we shouldn't give certain groups (dis)advantages.

Any student must be able to participate. Same goes for people who recently graduated. However we should prevent corporations from using our platform to recruit in an ideal scenario. This however will probably be out of scope for now.

2.3 Competitive analysis

Method: https://ictresearchmethods.nl/Competitive_analysis

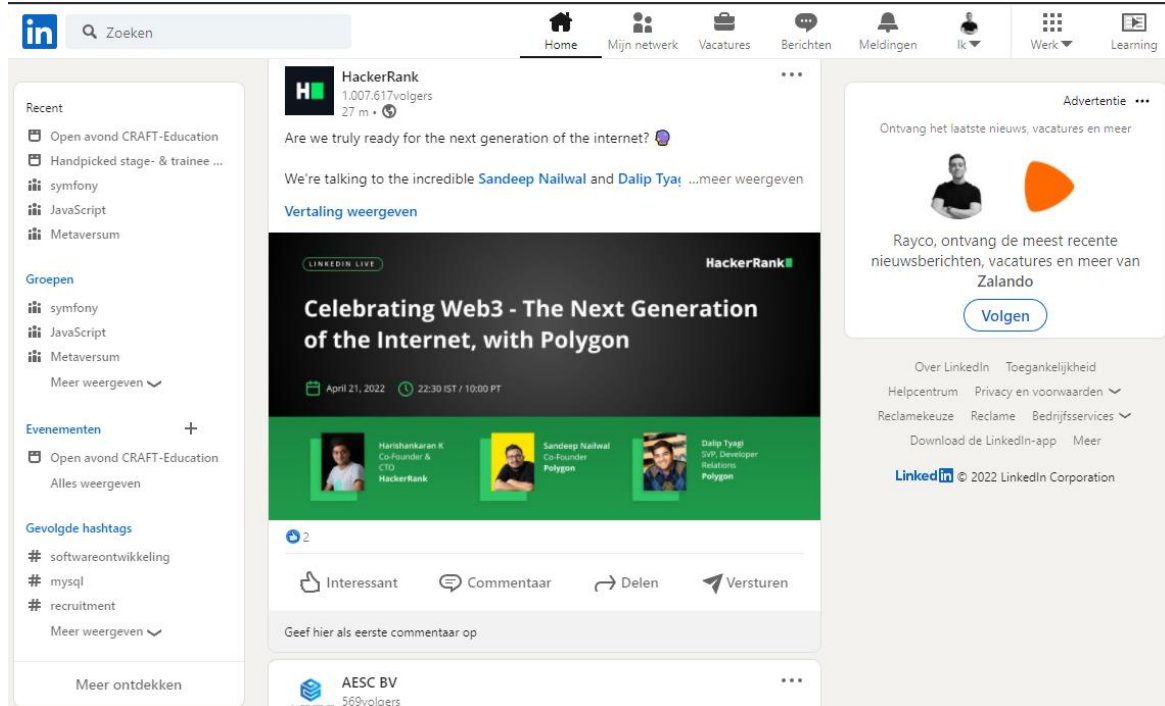
2.3.1 LinkedIn

Their mission: Create economic chances for every LinkedIn member worldwide

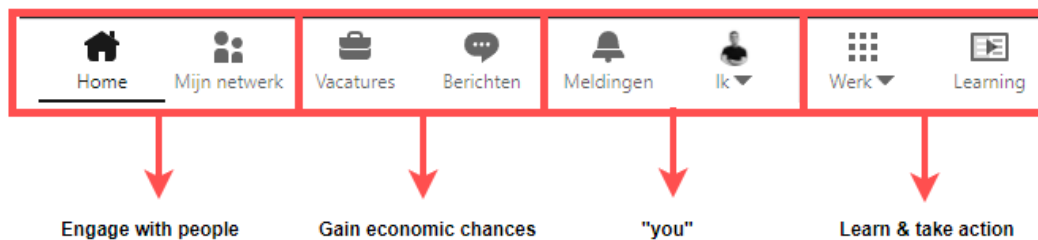
Breakdown

Landing page, the main focus is on the feed in the middle. It first shows the author/company & their reputation. Then a short intro about the text which you may expand. Then a large


image taking up half of the post which helps drawing attention. Lastly, tools for engagement.




Navigation






Profiles



The header image is a collage. On the left, a circular profile picture of Bill Gates. To its right, a banner with the text 'GatesNotes THE BLOG OF BILL GATES' and a photo of Bill Gates smiling.

Bill Gates 
Co-chair, Bill & Melinda Gates Foundation
Seattle, Washington, Verenigde Staten · 8 connecties

[Lid worden en connectie maken](#)

 [Bill & Melinda Gates Foundation](#)
 [Harvard University](#)
 [Persoonlijke website](#)

Info



Co-chair of the Bill & Melinda Gates Foundation. Founder of Breakthrough Energy. Co-founder of Microsoft. Voracious reader. Avid traveler. Active blogger.

Introduction to the person. Where are they from, what do they do, etc.
Underneath are articles they wrote or interacted with.

Ervaring

-  **Co-chair**
Bill & Melinda Gates Foundation
2000 - heden · 22 jaar
-  **Founder**
Breakthrough Energy
2015 - heden · 7 jaar
-  **Co-founder**
Microsoft
1975 - heden · 47 jaar

Opleiding

-  **Harvard University**
-
1973 - 1975
-  **Lakeside School**
-

Lastly, it shows their experience, education & skills.

SWOT

Strengths

- Powerful tool for building a network as an employee
- Easy for recruiters to find people
- Overall it's an equal tool for everyone

Weakness

- Very commercialised
- Not very good for binding potential business partners
- Startup & small businesses are put at a slight disadvantage

Opportunities

- Focus more on startups and on building relations early on in the product phase

Threats

- LinkedIn could easily implement this if they wanted to due to their large market share

2.4 Available Product Analysis

Method: https://ictresearchmethods.nl/Available_product_analysis

2.4.1 Bark

The screenshot shows the Bark website homepage. At the top, there is a navigation bar with the Bark logo, an 'Explore' dropdown menu, and links for 'Login' and 'Join as a Professional'. The main heading reads 'Win local jobs and grow your business', followed by the subtext 'View opportunities in your area for free!'. Below this is a search bar with the placeholder text 'What service do you provide?' and a blue 'Get started' button. A section titled 'Popular services' lists various categories: House Cleaning, Life Coaching, Web Design, General Photography, Web Development, Social Media Marketing, Graphic Design, Bookkeeping Services, General Builders, Personal Trainers, Gardening, and Commercial & Office Cleaning. On the right side, there is a Trustpilot rating badge that states 'Bark is rated Excellent' with a 4.6 TrustScore based on 71,441 reviews, accompanied by a five-star rating graphic and a photo of a smiling woman.

Bark is a platform very similar to ours. When creating an account you either state your services, or what services you need. There are positions, which require a particular set of skills, similar to ours, although on a much larger scale.

Similarities:

- both are looking for people with a specific set of skills
- create an account and post your skills
- white/blue design

Differences:

- Bark is worldwide, Stunect is locally in Fontys
- Bark has services for a lot of fields, Stunect has services only in the ICT sphere
- Bark is a paid service, Stunect connects people to work on a project for free
- In Bark you can only have 1 skill in a field, with Stunect you can have multiple

What Bark does better:

- asks questions, when you need a service (ex. Web Design - Do you need a new website, or to update an old one?) This helps narrow down the search for the perfect person who will help you
- clear information structure

2.4.2 Meetup

The image shows a banner for the Meetup website. At the top left is the Meetup logo. At the top right are links for 'English', 'Log in', and 'Sign up'. The main headline reads 'Celebrating 20 years of real connections on Meetup'. Below this, a paragraph states: 'Whatever you're looking to do this year, Meetup can help. For 20 years, people have turned to Meetup to meet people, make friends, find support, grow a business, and explore their interests. Thousands of events are happening every day—join the fun.' To the right of the text is an illustration of a video call with four participants. Below the text and illustration are three photo cards: 'Make new friends' with a woman on a laptop, 'Explore the outdoors' with a group hiking, and 'Connect over tech' with a person at a computer. Each card has a right-pointing arrow.

meetup

English Log in Sign up

Celebrating 20 years of real connections on Meetup

Whatever you're looking to do this year, Meetup can help. For 20 years, people have turned to Meetup to meet people, make friends, find support, grow a business, and explore their interests. Thousands of events are happening every day—join the fun.

Make new friends →

Explore the outdoors →

Connect over tech →

Meetup is a platform for meeting people with similar interests. When logging in it asks you specific questions about your interests and hobbies.

Similarities:

- Connects people
- Shows events based on your location

Differences:

- Although both connect people, Meetup is doing it based on similarities, while Stunect does it based on different skills
- Meetup is worldwide, Stunect is exclusive to Fontys buildings

What Meetup does better:

- When creating an account, Meetup does a really good job of asking you questions about your interests, then narrowing down your needs, based on your answers
-

2.5 Revisiting the Define phase (iteration 2)

After our feedback with Erik, in our second iteration we have a more clear idea on what our app will be. Our solution for the problem used to handle mainly the connection between people. We want to go further in that, so we are going to set up the meeting time and location between users, in our app. This way the app is more engaging for users and it pressures them to meet. We are happy with our solution so far and we think we have a well defined problem.

2.6 MoSCoW Analysis

❖ Must Have

- Unique QRCode (**Business card**) for the user to establish connection (in the place for NFC)
- Built in QRCode Scanner, so the user can scan the Business card of the person he wants to work with
- Register/Login

- Profile (basic information, skills, bio, etc.)
- Create a project and list the skills needed for said project
- List of projects, based on your skills

- ❖ Should have
 - Location, so the app can see if the users are in the same building
 - Show events, based on your location (building)
 - User should be able to set up a time and location for the meetup

- ❖ Could Have
 - Weather API, if the users have decided to meet outside
 - Notifications for weather
 - Notifications if close by with user

- ❖ Won't have
 - NFC Connection (we don't have developer rights)

3 Ideate

3.1 Brainstorm

method: 30 minute **brainstorm** session

Features:

- Add people to a team
- Remove people from team
- chat system
- Profile with description, skills, etc.
- Proposal listing page
- Create a proposal
 - Elaborate the idea to a basic degree
 - Optionally list what positions you'd like to include
- VoIP calls in-app & in-app mailing
- Networking events close to your location
- (followed by ^)
 - Create a business card
 - Share business card through NFC/QR

Technical (hardware/tools we may use):

- Firebase
- Local storage **hardware**
- GPS **hardware**
- Phone/Email API **hardware**
- QR **code ()**

3.2 Lotus Blossom

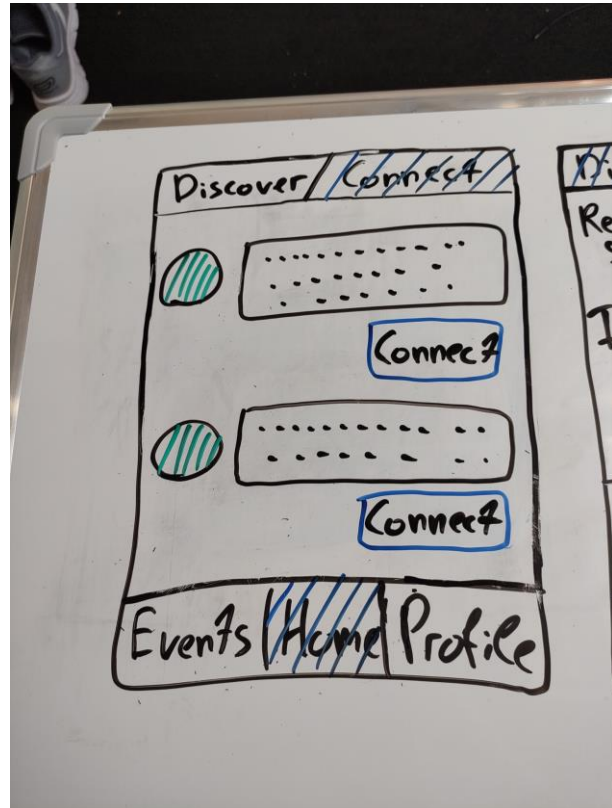
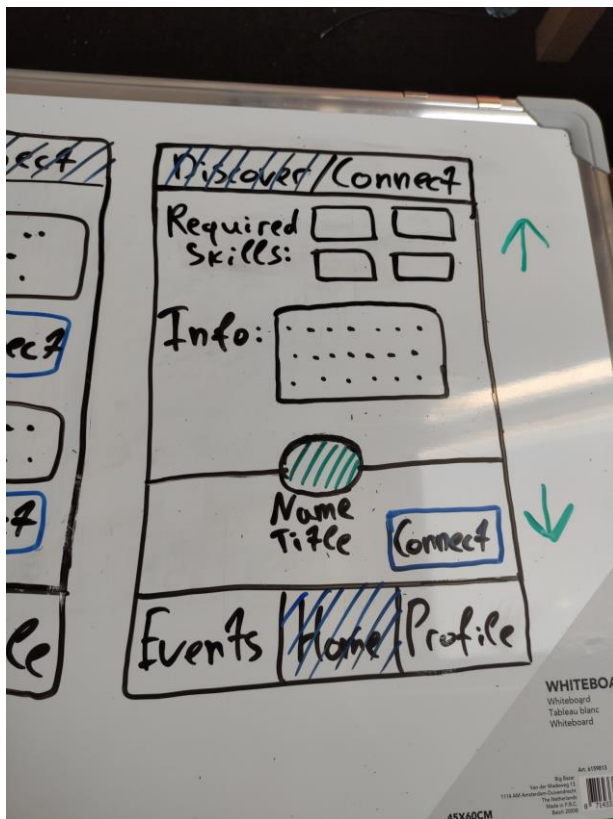
	When someone has applied for your listing			It's easier to connect 2 persons from one university			Send it through our app	
When you receive an email	Notifications	When there is a listing, for similar skills like yours	For Fontys Students Only	Exclusive Access	Networking events	Using Email API	Email	
	Give information on what is needed		Notifications	Exclusive Access	Email		Display Personal Information	
Looking for a particular set of skills	Listing page	Write small information about said project, to prevent piracy	Listing page	StuNect	Profile	Add a profile picture	Profile	Option to change name/password
		More information is revealed when the person approves him for said project		Hardware			Add your professional skills	
				Local storage				
			Firebase	Hardware	Email/Phone API			
				GPS				

3.2 Revisiting Brainstorm (iteration 2)

- You can set a meeting point through the app
- If you meet outside, we can add an API for the weather, in the form of notification
- **Try Bluetooth to encourage meeting up in person**
- Reserve a second meeting with the person, before meeting him, so we can encourage more meetups
- Add more features to the app, not only connecting (like only matching on tinder, without texting)
- Try Airdrop for sending Business cards

4. Prototyping

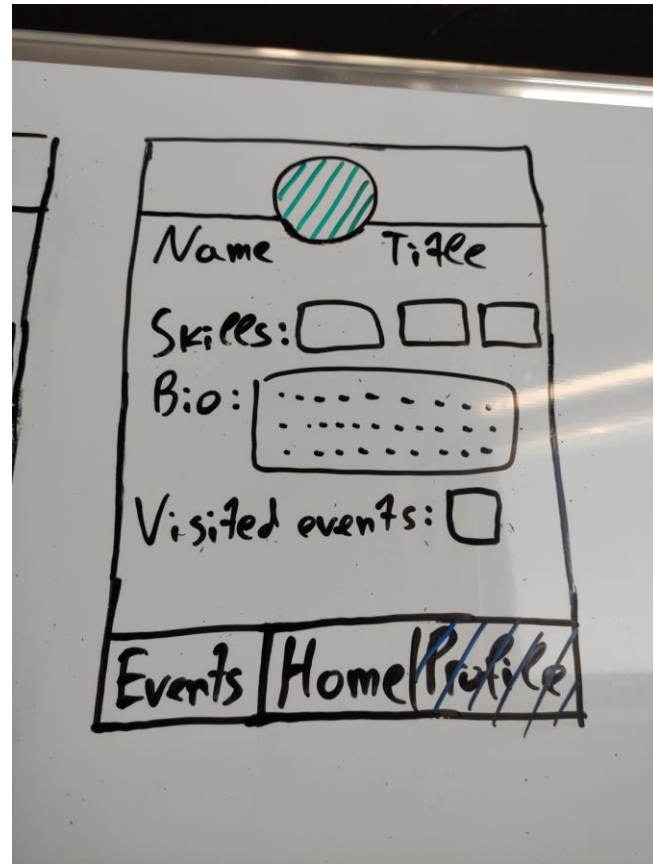
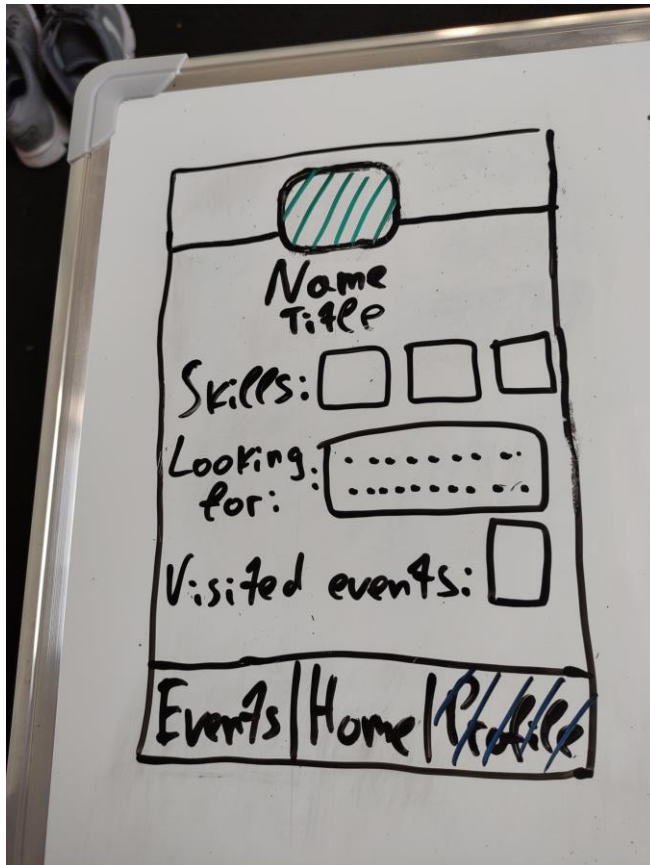
4.1 Sketches



In the Discover part of the home page, you see all the available project pitches from students. Including: the required skills for said project, information about it and the person who created it. The project pitch takes up the whole screen, so you scroll to see the others.

In the Connect part of the home page, you have already listed a project and you are looking for people. You see profiles of people with similar skills to your project's needs.

We



have divided the profile page into 2, depending if you are looking for a project or looking for people. Depending on that you will have either a bio for people to read and connect with you, or you have information about what you are looking for.

Also we are still testing the layout of the objects.

4.2 Low fidelity clickable prototype

Edit document:

<https://www.figma.com/file/pgp2eZqIA67D7UICWzDh1F/Low-Fidelity?node-id=0%3A1>

4.3 High fidelity clickable prototype

Edit document

<https://www.figma.com/file/GtBJDP5KRjHmN1ImmHQGuN/Untitled?node-id=0%3A1>

Live demo

<https://www.figma.com/proto/GtBJDP5KRjHmN1ImmHQUguN/Untitled?node-id=1%3A4&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A4>

5. Testing

5.1 User Cases

User creating a project and looking for people

Scenario	Step	Action
A: Actor S: System	1	A: Click Start up and creates a project S: Creates the project with user's entered information
	2	A: Looks for people to collaborate on his project S: Shows bios of users with similar skills
	3	A: Clicks connect button to see full profile S: Shows him specific profile with contact info
	4	A: Contacts user and starts collaborating

User looking for a project to collaborate on

Scenario	Step	Action
A: Actor S: System	1	A: Adds skills to his profile
	2	A: Looks for project to collaborate on S: Shows projects, who need these skills
	3	A: Searches for a project he likes
	4	A: Clicks Get in Touch button S: Shows him profile with contact info
	5.	A: Contacts user and starts collaborating

5.2 Storyboard

