



**CSP-588 User Centered Design**  
**Project - 3**

**Team-P**

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## Innovate using top-down UX design

### 1. Develop a prototype for an innovative student life experience

#### Concept Overview:

**Platform Name:** UniLife Hub

**Objective:** To create a dynamic and interactive platform that supports every aspect of student life from academics and social engagement to health, wellness, and career preparation.

#### Key Features of UniLife Hub

##### *Personalized Dashboard*

- **Overview:** Students log in to a personalized dashboard that presents a summary of their schedules, upcoming deadlines, event invitations, and personalized notifications.
- **Integration:** Syncs with university systems to pull in real-time data on grades, class schedules, and tuition payment statuses.

##### *Community and Networking*

- **Forums and Groups:** Dedicated spaces for students to join clubs, societies, and discussion forums based on interests and courses.
- **Mentorship Programs:** A section to connect with alumni and professionals for mentorship opportunities directly through the platform.

##### *Event Management System*

- **Interactive Calendar:** Students can view, register, and receive reminders for upcoming events. Includes academic, extracurricular, and social events.
- **Virtual Participation:** Options for attending events or meetings virtually through integrated video conferencing tools.

##### *Health and Wellness Tracker*

- **Wellness Resources:** Access to mental health resources, workout classes, and wellness workshops.
- **Appointment Scheduling:** Integration with the university health center to schedule appointments directly through the platform.

### **Academic Tools**

- **Study Planner:** Tools to help plan study schedules, track progress on assignments, and manage group projects.
- **Resource Library:** A searchable database of academic resources, past exams, lecture notes, and tutorial videos.

### **Housing and Accommodation**

- **Housing Portal:** Improved features for finding, reviewing, and booking on-campus and off-campus housing.
- **Roommate Finder:** A compatibility-based tool for finding and connecting with potential roommates.

### **Career Preparation**

- **Job Board and Internship Portal:** Real-time updates from the career center about job openings, internships, and company outreach events.
- **Resume and Interview Prep:** Tools and workshops for resume building, practicing interview skills, and career advice.

### **Conclusion:**

The UniLife Hub aims to be a comprehensive, integrated platform that enhances the student experience by combining practicality with innovative digital solutions. By addressing diverse needs through a single interface, it can significantly enhance student engagement and success both inside and outside the classroom.

## **2. Develop a prototype for an innovative career launcher experience**

### **Concept Overview:**

#### **Platform Name: Career App**

**Objective:** The goal of an innovator career starter is to give you an all-in-one platform to explore your career, learn new skills, network, and get a job. The goal is to help you reach your career goals through an engaging, structured, and motivating experience.

### **Key Features of Career App**

#### **Onboarding:**

- **User Profile Setup:** Create a profile for new users by providing them with basic information about themselves, their interests, their skills, and their career goals.
- **Career Assessment:** An in-depth assessment tool that allows users to

discover their strengths, their interests, and their career paths. This assessment should be engaging and interactive.

- **Career Path Suggestions:** The platform suggests different career paths based on the assessment. The suggestions are based on the user's skills and interests.

## **Job Search and Career Opportunities:**

- combines job listings and opportunities from various sources and customizes them based on your career interests and skills level. You can save and apply directly for jobs.
- **Job Application Support:** Provides tools and resources to assist you in creating a great resume, cover letter, and LinkedIn profile. The platform can also provide you with interview tips and practice sessions.
- **Employer Partnership:** Collaborates with employers and organizations to offer exclusive job openings and internships to you. This includes virtual job fairs, recruitment events, and more.

## **Networking and Community Engagement:**

- The platform offers virtual networking events where you can connect with industry experts, recruiters and peers in your field of interest. You can also join various community forums and groups based on your career interests. This allows you to connect with like-minded people, share experiences and ask questions.
- The platform also facilitates group projects and collaborations between users, promoting teamwork and helping you build a portfolio of your work to show to potential employers.

## **Skill Development:**

- **curated learning paths:** Choose from a range of learning paths that are tailored to your career interests. Each learning path includes suggested courses, tutorials and learning resources.
- **Skill progression tracker:** A dashboard where you can track your key skills development. Key milestones and achievements are available to motivate you.
- **Interactive challenges and projects:** Participate in real-life projects and challenges where you can apply your skills and gain real-world experience. For example, you could participate in a hackathon, a coding challenge, a design sprint, etc.

- **Industry Mentors:** The platform provides you with industry mentors who are available to answer your questions and provide career advice. You can schedule one on one sessions with your mentors.

### **Conclusion:**

All in all, the goal of an innovatively designed career starter is to simplify the career journey by providing a comprehensive and interactive experience that supports you at every step of your career. This includes assisting you in exploring career paths, building your skills, networking, and ultimately landing a fulfilling job.

### **3. Document with storyboards, UI sketches, etc.**

#### **Storyboard: For student life experience (UniLife Hub)**

*Sai*, a new student at the university, visits the website to look through options and resources. Her worries are calmed by the homepage's friendly greeting. She is pleased that the webpage was created very effectively and it is easy to use. Sai smiles and clicks "Student Blogs," ready to get started in her new group.

#### ***Panel 1: The Main Menu***

She feels comforted by the friendly welcome message and takes note of the clear navigation links at the top of the page. Sai clicks on the "Student Blogs" link first since she is excited to get settled in and enjoy her time at the university.

#### ***Panel 2: Exploring Student Blogs***

Sai becomes involved in reading the wide variety of student blogs, which cover anything from activities on campus to study advice. Sai feels more a part of the university community and acquires insightful knowledge about what it's like to be a student since joining.

#### ***Panel 3: Checking Health Resources***

Sai searches for the "Health" section because she's feeling a little overwhelmed by the change to academic life. She finds an abundant amount of material, such as stress-reduction techniques and details on campus health services. Sai chooses to store the mental health support page for future use after feeling comforted by the resources offered.

#### ***Panel 4: Browsing Event Calendar***

Sai selects the "Event Calendar" link out of curiosity regarding events on campus. A colorful calendar of forthcoming workshops, get-togethers, and scholarly seminars greets her. Sai sees a time management workshop and chooses to go because she believes it would help her succeed academically.

#### ***Panel 5: Exploring Job Opportunities***

Examining the "Job Opportunities" section, Sai considers her potential career. She finds student-focused internship and part-time job postings that fit her academic interests. After upgrading her resume, Sai decides to apply for an internship position in her field of study.

#### ***Panel 6: Searching for Housing***

Sai searches the "Housing and Accommodation" section as a fresh student searching housing. She discovers an easy-to-use housing directory featuring filters for location, amenities, and price range. Sai starts looking for off-campus housing, taking her tastes and budget into consideration.

#### ***Panel 7: Contacting for Assistance***

Sai chooses to get in touch for individualized support prior to ending up her search. After selecting the "Contact" tab, she obtains the student services contact information. Sai emails to ask about housing financial aid alternatives and to get advice in order to make an educated selection.

#### ***Panel 8: Conclusion***

The large amount of information on the website gives Sai a sense of confidence and support. She is eager to participate in campus life and pursue her academic and professional objectives now that she has a better idea of her options.

#### ***UI sketches: for student life experience (UniLife Hub)***

## **Home page:**

The screenshot shows a web browser window with the URL [aravinth007ak.github.io/student-life-experience/index.html](https://aravinth007ak.github.io/student-life-experience/index.html). The page has a red header bar with navigation links: Student Portal, Home, Student Blogs, Health, Event Calendar, Job Opportunities, Housing and Accommodations, and Contact. Below the header is a large image of a living room with a blue sofa and a fireplace. Overlaid on the image is a dark grey box containing the text "Housing and Accommodation" and "Check out Housings and Accommodation options." At the bottom of the page is a white sidebar with three sections: "Student Blogs", "Event Calendar", and "Job Opportunities". Each section includes a brief description and a blue button labeled "Visit Blogs >", "View Events >", and "Explore Jobs >" respectively. The footer is a red bar with the copyright notice "© 2024 Student Life Portal".

## **Student Blogs:**

The screenshot shows a web browser window with the URL [aravinth007ak.github.io/student-life-experience/blogs.html](https://aravinth007ak.github.io/student-life-experience/blogs.html). The page has a red header bar with navigation links: Student Portal, Home, Student Blogs (which is highlighted in blue), Health, Event Calendar, Job Opportunities, Housing and Accommodation, and Contact. The main content area features a title "Student Blogs" and a subtitle "Explore insights, stories, and experiences shared by our students." Below this are four blog post cards with titles and descriptions: "How to Manage Your Study Time Effectively" (Discover strategies to enhance your study sessions and improve productivity.), "The Best Places to Study on Campus" (A curated list of quiet, inspiring, and resourceful places for effective learning.), "Balancing Social Life and Studies" (Tips on maintaining a healthy social life while keeping up with your academic duties.), and "Tips for Freshmen: How to Navigate Your First Year" (Essential advice for new students to make the most of their first year at university.). The footer is a red bar with the copyright notice "© 2024 Student Life Portal" and the URL "https://aravinth007ak.github.io/student-life-experience/blogs.html".

## *Event Calendar :*

The screenshot shows a web browser window with a red header bar containing navigation links: Student Portal, Home, Student Blogs, Event Calendar (which is bolded), Job Opportunities, and Contact. Below the header is a white content area titled "Event Calendar". A sub-header within the content area reads: "Keep track of all important academic and extracurricular dates. Don't miss out on any events!". Below this is a 7x7 grid representing a month's calendar. The days of the week are labeled at the top of each column: Sun, Mon, Tue, Wed, Thu, Fri, Sat. The dates are numbered sequentially from 1 to 31. Some dates are highlighted in blue, specifically 7, 9, 16, 17, 24, 25, and 31. The footer of the content area contains the copyright notice: "© 2024 Student Life Portal".

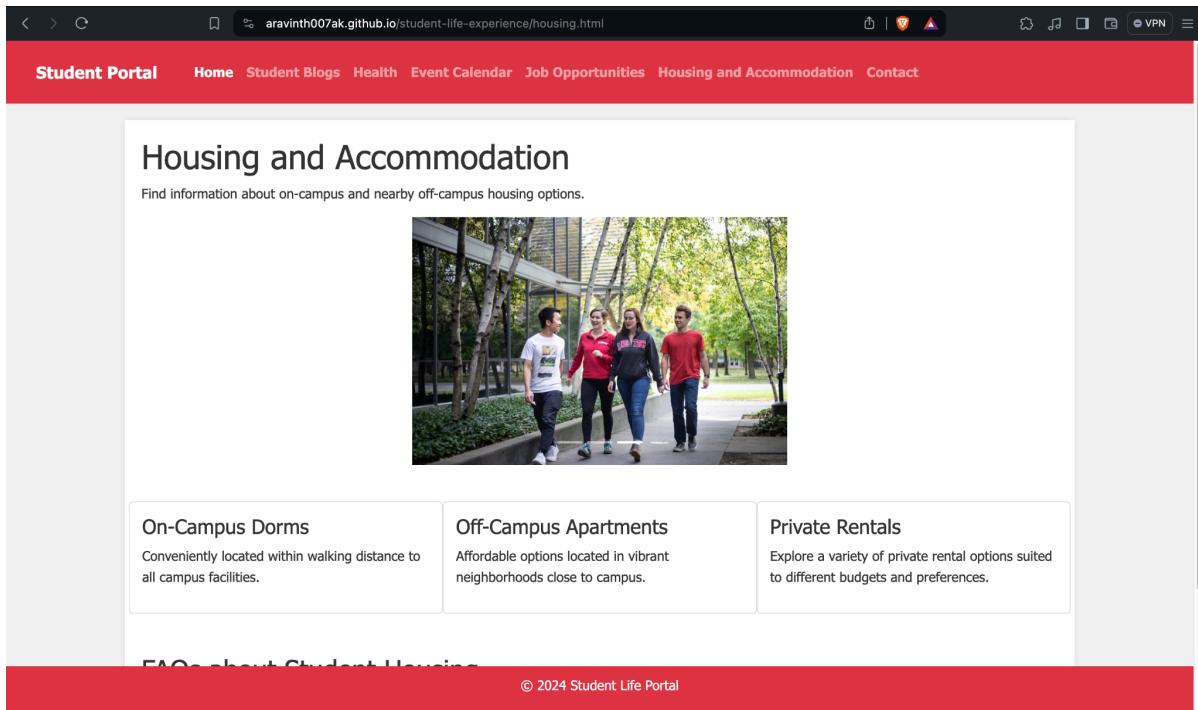
## *Job Searching:*

The screenshot shows a web browser window with a red header bar containing navigation links: Student Portal, Home, Student Blogs, Health, Event Calendar, Job Opportunities (bolded), Housing and Accommodation, and Contact. Below the header is a white content area titled "Job Opportunities". A sub-header within the content area reads: "Explore internships, part-time jobs, and graduate positions tailored for students.". Below this is a list of job opportunities, each in its own box:

- Software Development Intern**  
Company: Tech Innovations Inc. - San Francisco, CA
- Marketing Assistant - Part-Time**  
Company: MarketGurus Co. - New York, NY
- Research Assistant**  
University: State University - Department of Biology
- Graphic Designer**  
Company: Creative Design LLC - Remote
- Project Coordinator**  
NGO: Global Health - Washington, D.C.
- Legal Intern**

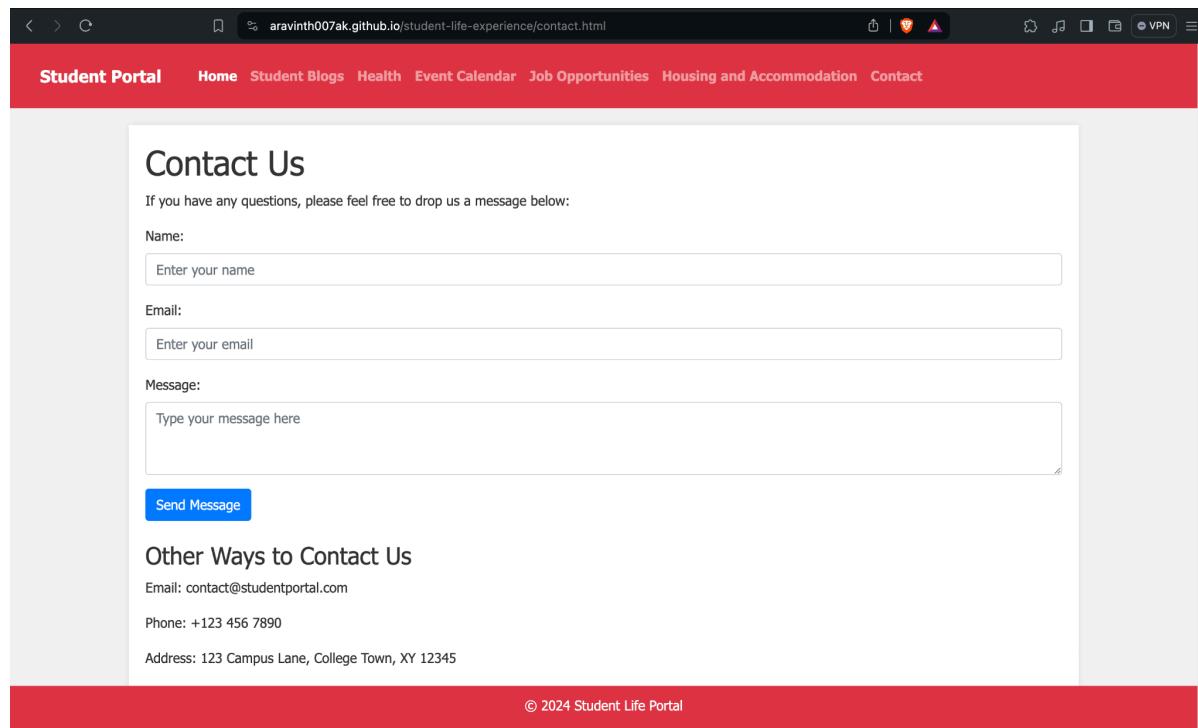
The footer of the content area contains the copyright notice: "© 2024 Student Life Portal".

## Housing page:



The screenshot shows a web browser window with the URL [aravinth007ak.github.io/student-life-experience/housing.html](http://aravinth007ak.github.io/student-life-experience/housing.html). The page has a red header bar with the "Student Portal" logo and links to Home, Student Blogs, Health, Event Calendar, Job Opportunities, Housing and Accommodation, and Contact. The main content area has a white background. It features a large heading "Housing and Accommodation" and a sub-headline "Find information about on-campus and nearby off-campus housing options." Below this is a photograph of four students walking along a paved path lined with trees. The page is divided into three sections: "On-Campus Dorms" (with a description of convenient location), "Off-Campus Apartments" (with a description of affordable options in vibrant neighborhoods), and "Private Rentals" (with a description of variety of rental options). A red footer bar at the bottom contains the text "FAQs about Student Housing" and the copyright notice "© 2024 Student Life Portal".

## Contact page:



The screenshot shows a web browser window with the URL [aravinth007ak.github.io/student-life-experience/contact.html](http://aravinth007ak.github.io/student-life-experience/contact.html). The page has a red header bar with the "Student Portal" logo and links to Home, Student Blogs, Health, Event Calendar, Job Opportunities, Housing and Accommodation, and Contact. The main content area has a white background. It features a large heading "Contact Us" and a sub-headline asking users to drop a message. There are three input fields for "Name", "Email", and "Message", each with a placeholder text. A blue "Send Message" button is located below the message field. A section titled "Other Ways to Contact Us" lists the email address contact@studentportal.com, phone number +123 456 7890, and address 123 Campus Lane, College Town, XY 12345. A red footer bar at the bottom contains the copyright notice "© 2024 Student Life Portal".

## **1. Welcoming Screen and Sign-up**

Sai opens the app for the first time and is greeted by vibrant images of young professionals and inspiring quotes about career growth. The welcome message is warm, making her feel excited about the potential steps in her career development.

**Action:** She clicks “Sign Up”, so that she can manually enter her details to start on this new journey.

## **2. Onboarding Process**

To customize app guidance, Sai needs to complete her profile. She enters her university, majoring at present as a software engineer, past employment history or experience in computer code writing and what he would like to do for a living.

**Action:** To combine programming with emerging technologies, Sai picks such fields as data science' and 'machine learning'.

## **3. Career Path Suggestions**

The app suggests several tech careers based on her background. Each path has industry growth estimates and success stories which make them realizable options.

**Action:** Fascinated by the opportunity to get into being a data scientist, Sai taps it to read more about what it's like from someone who has successfully traveled through that road.

## **4. Objective Setting**

The app is here to help Sai to create definite career goals which are somehow like walking around the other side of her job map.

**Action:** Sai sets a goal to finish up the machine learning certification within one year, to enhance her qualifications for technical industry jobs.

## **5. Access**

In this next scene, Sai explores the resource library that is full of articles, videos and seminars on technology and career planning. Each resource offers insights into the professional world she's eager to excel in.

**Action:** She books timetables with some tutorials on advanced techniques used in machine languages and subscribes for a newsletter about tech career trends.

## **6. Networking & Mentoring**

After all, through its networking feature, the application allows Sai to connect with kindred spirits who have software engineering and data science profiles among other things.

**Action:** She makes efforts to approach a data scientist who is called Linda so that she can become his mentor and joins a technology-oriented community where people share their experiences in the working field and offer job opportunities.

## **7. Skill Development**

Sai's journey to improvement in data science and other related fields includes taking the courses and workshops she found listed on the app.

**Action:** She becomes a student of an advanced course on Data Structures as she is eager to make use of these techniques while solving hard issues with real-world data.

## **8. Application and Interviews**

Sai starts applying for jobs that match her new skills, using a solid resume built through resources provided by the app. The app has templates for resumes and cover letters and gives expert advice.

**Action:** She practices with the app's AI-driven mock interview feature for some promising job applications, gaining confidence in every session.

## **9. Progress Tracking**

A dashboard on the app clearly depicts what Sai has accomplished so far and her upcoming tasks, motivating her by presenting each step as moving closer to her objectives.

**Action:** She looks back at how far she has come feeling proud and driven. Linda provides invaluable mentorship, helping her hone his goals. Sai contacts Linda who is a data scientist as well as joins a group focused on technology where they share advice regarding careers and job postings among them.

## **10. Feedback and Community Support**

Sai is an engaging member of the forum community, asking for assistance with data science projects and revealing her journey from being a software engineer.

**Action:** The contributions that she makes establish her standing in the community hence she feels as though she has support from everyone around her.

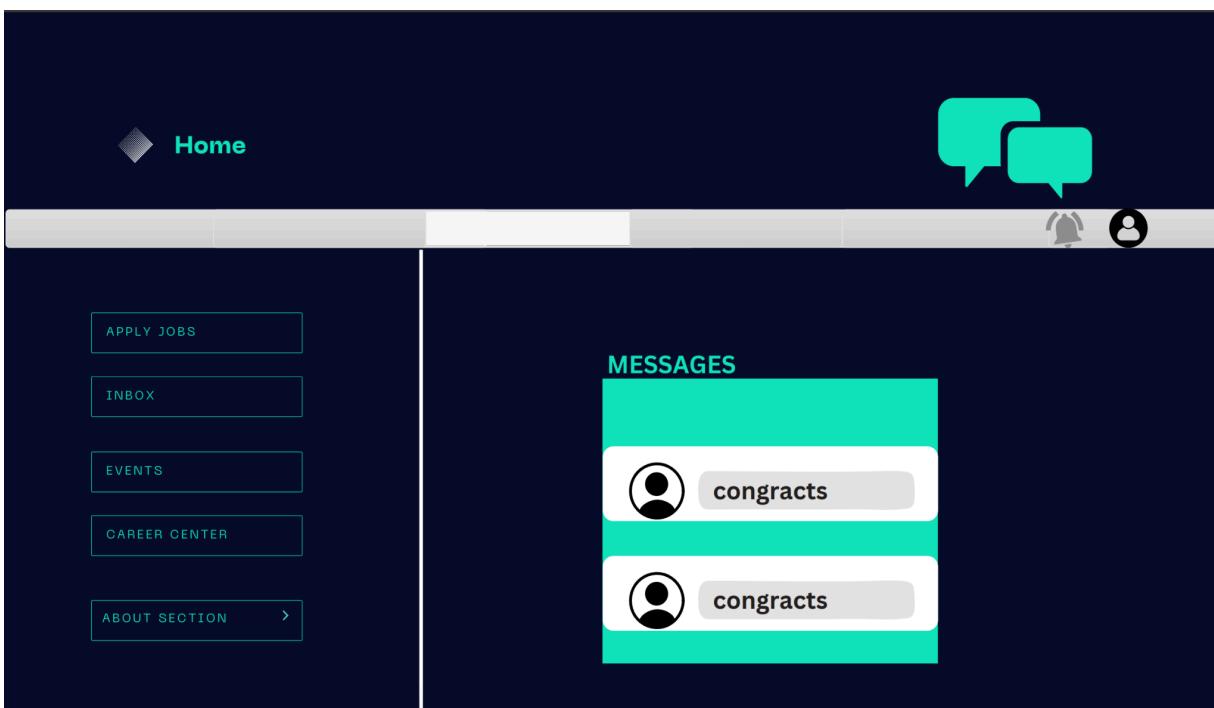
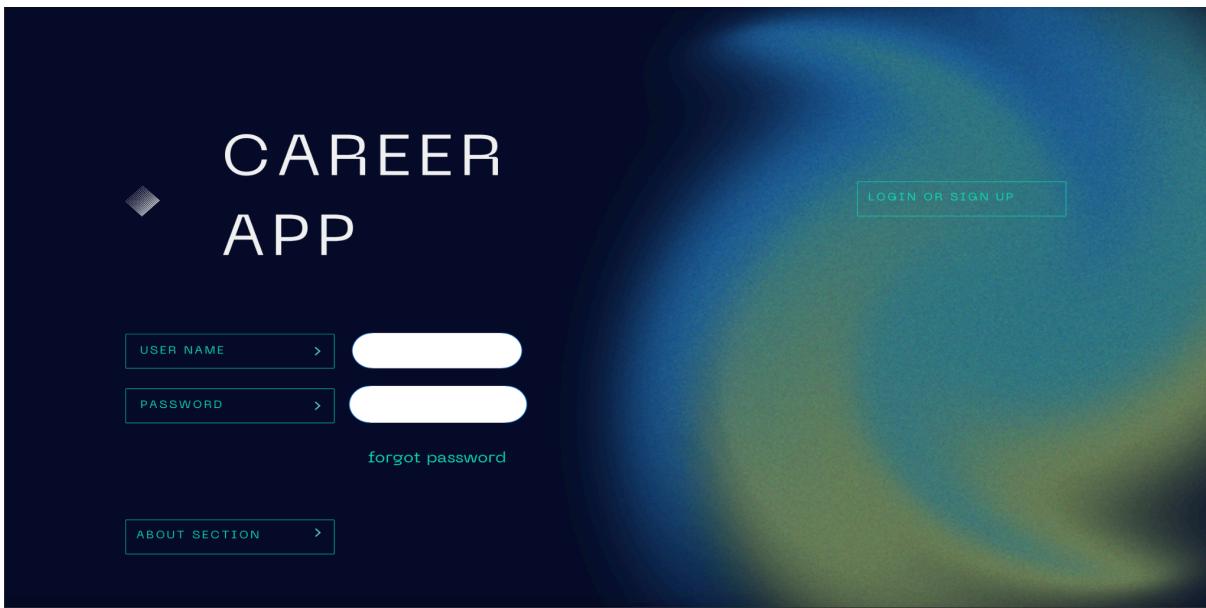
## **Conclusion:**

Now, several months after joining the app, she uses it regularly to guide her career path, finding it invaluable for learning and networking purposes. After getting engaged and making some progress in her studies, Sai receives a personal message from the

application, which also mentions new courses available and important occasions to expect in the near future.

## UI sketches: for an innovative career launcher experience (Career App)

### Sign-up Page:



**JOB**

**HOME INBOX EVENTS CAREER**

**ACCOUNTING INTERN**

**TAX PREPARER**

**NIGHT AUDITOR**

**CREDIT OFFICER**

**ACCOUNTING INTERN**

**Description**

We are seeking an enthusiastic Accounting intern to join our team. This entry-level role is ideal for recent graduates or students in their last year of Accounting & Finance studies. As an intern, you will work in our accounting department, gaining hands-on experience and contributing to various accounting tasks.

This is a great opportunity to grow your skills and knowledge in the field of accounting.

**SAVE** **APPLY**

A screenshot of a job search interface. At the top, there's a navigation bar with tabs for HOME, INBOX (which is selected), EVENTS, and CAREER. Below the tabs is a search bar with a magnifying glass icon and an 'x' button. On the left side, there's a sidebar with four rectangular buttons: ACCOUNTING INTERN, TAX PREPARER, NIGHT AUDITOR, and CREDIT OFFICER. The main content area is titled 'ACCOUNTING INTERN' and contains a large section titled 'Description'. It describes the role as an entry-level position for Accounting & Finance students, mentioning hands-on experience and various accounting tasks. At the bottom right of this section are two rounded buttons labeled 'SAVE' and 'APPLY'.

**CAREER SERVICE**

**HOME INBOX EVENTS CAREER**

**RESOURCES**

**SURVEYS**

**APPOINTMENTS**

**APPOINTMENTS**

**SCHEDULE APPOINTMENT**

**OLD APPOINTMENTS**

**02-02-24**

**NEW APPOINTMENTS**

A screenshot of a career service application interface. At the top, there's a navigation bar with tabs for HOME, INBOX (selected), EVENTS, and CAREER. Below the tabs is a sidebar with three rectangular buttons: RESOURCES, SURVEYS, and APPOINTMENTS. The main content area is titled 'APPOINTMENTS' and contains a section titled 'SCHEDULE APPOINTMENT' with a date '02-02-24'. To the right of this are two sections: 'OLD APPOINTMENTS' and 'NEW APPOINTMENTS'.

## **4. Assess using UX metrics w.r.t. pain points and user goals**

### ***1. Determine Sai's User Goals***

***Educational Improvement:*** Currently, she is pursuing a master's degree, and she would be interested in any resources that might help her get an upper hand in his academic pursuits. For example, she may want to browse scholarly journal articles, case studies, or technical research that relate academic theory to practical software applications.

***Career Transitioning:*** As a software engineer with ongoing higher education courses, such as masters', at present, Sai could be contemplating strategic moves within the tech industry. For instance, she might decide to specialize in areas like data science or artificial intelligence. The application should provide options for these transitions as well as minimum qualifications required for eligibility.

***Skill Development:*** When it comes to skill development, Sai needs more detailed high level technical content which can further boost her existing abilities. For instance, she may hunt for advanced coding tutorials such as those on how to design software architecture or even data manipulation techniques that go beyond elementary programming knowledge.

### ***2. Identify Pain Points for Sai***

***Technical Language:*** Although Sai is conversant with technical terms; excessive jargon that is too specialized or not properly explained may inhibit her understanding and utilization of information especially in areas where she has no expertise at all.

***Content Depth:*** To be able to be comprehensively detailed as well as accessible, the content ought to balance it all out. Sai will appreciate material that pushes her without being too simplistic or overly complicated.

***User Interface (UI) Complexity:*** It should accommodate both new learners and those with Sai's experience. It should have advanced navigational tools such as personalized filters by content type and complexity, and shortcuts for experienced users to reach high-level functions directly.

### ***3. Apply UX Metrics Relevant to Sai***

**Effectiveness:** To assess this, one could keep tabs on how frequently she visits the advanced learning modules and if these are in line with her desired learning outcomes. It can also be noted from feedback forms and activity logs whether a person can apply this newly acquired knowledge to real situations.

**Efficiency:** Time tracking features would help analyze how much time it takes Sai to locate and use some specific features of the app. This means that less navigation time is associated with more effectiveness in design. In addition, data on UI efficiency may be obtained by examining such aspects as frequency of logins and time spent per session while tracking her engagement with the app.

**Satisfaction:** The level of Sai's satisfaction towards the application can be evaluated through regular feedback surveys that mainly focus on its ease of use, relevance, or growth. At the same time, those individuals who have found themselves enjoying using such an application might go ahead recommending it to their colleagues.

#### **4. Recommendations for Improvement**

**Customization Options:** To improve user experience among others, there should be such a feature whereby a user like Sai could personalize her learning path and make visible only what she thinks she needs based on his preferences as well as past actions for example an adaptive UI evolving depending on her repeated actions.

**Progressed Resources:** A choice of resources tailored to more advanced users should be produced by the app. Also including exclusive contents from university or industry leaders could help with holding on to and attracting Sai, an advanced user.

**Easing Processes:** For a user with as much knowledge as Sai, the app can provide streamlined navigation options based on shortcuts that avoid very basic usage tutorials. Things such as command-line access or keyboard shortcuts for app navigation could be implemented in.