

Canva Link :

https://www.canva.com/design/DAF0sCUjDQc/mOI7beILDmbDuk4QTtdkw/edit?utm_content=DAF0sCUjDQc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Project By:

Group A_G3_P1

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UNICONN

CONNECT

CREATE

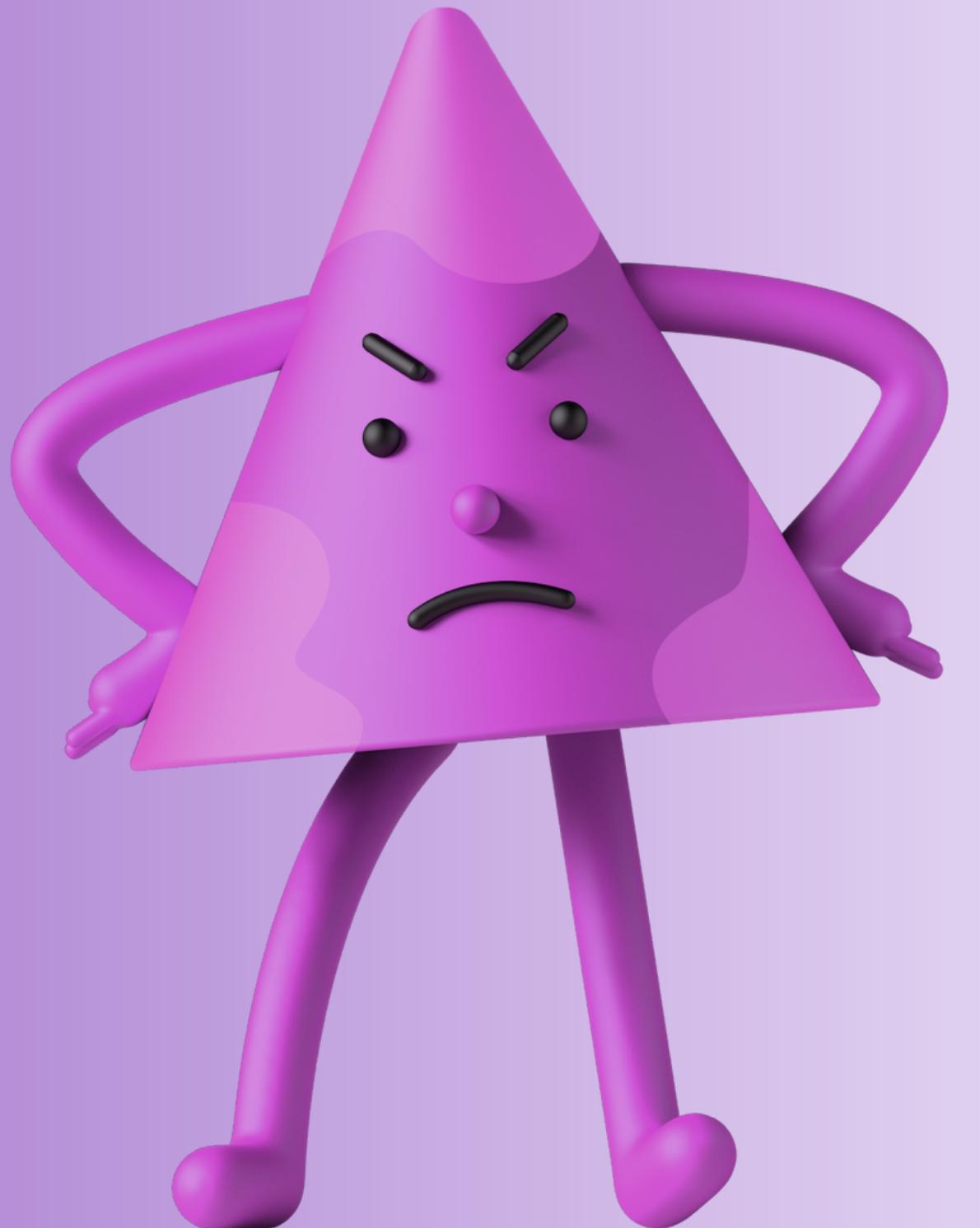
COLLABORATE

PROBLEM STATEMENT

In today's academic landscape, students face challenges such as

- **Inefficient networking**
- **Unorganized study resources**
- **Irrelevant announcements**
- **Pervasive stress.**

The absence of a streamlined infrastructure worsens these issues, hindering success and learning.



SOLUTION STATEMENT



An app that tackles
Your problems for **You**

UniConn intends to change how you experience university. It's an all-in-one solution (**Superpower**) that supports students in different ways through its features, including **eResources**, **CommuConnect**, **Notice Board** and **Space**.

REQUIREMENT GATHERING

Google form was rolled out to survey target users i.e. college students. Results of the form are shown below:

Google Form:

<https://forms.gle/9SL3nxwCVwHrfu779>

Responses:

https://docs.google.com/spreadsheets/d/1nTIWD_AvqwEQGfJoR5nxzycXVdkHNaE4V8cqvLPQZ4E/edit?resourcekey#gid=696330120

Interviews:

https://drive.google.com/drive/folders/18cR9IJgAC4w2xiXemZ_WiRPLC9INWM7u?usp=drive_link



PERSONA



**Vimansh
Arora**

Sophomore | 19 y/o | B Tech

An active sportsman, he eagerly awaits opportunities to showcase his skills. Unfortunately, he misses sports updates amid the clutter of events and emails, rendering his efforts futile.



**Bhargavi
Kapoor**

Fresher | 18 y/o | B Tech

Bhargavi, a fresher, lacks relevant study materials and notes for her upcoming exams. Unable to purchase them due to financial constraints, and a dozen versions of the e-books online confuse her. She finds herself in a spiraling downfall.



**Akanksha
Oberoy**

Senior | 21 y/o | B Tech

Akanksha, an introverted senior, seeks online connections for networking, navigating college life challenges with a preference for virtual interactions, and overcoming discomfort with email communication.



Vimansh

- Sophomore
- 19 years old
- B Tech

It's not just about winning; it's about the joy of pushing your limits and the journey on the field.

An active sportsman, he eagerly awaits opportunities to showcase his skills. Unfortunately, he misses sports updates amid the clutter of events and emails, rendering his efforts futile.

GOALS

- To be more involved in sports events
- Showcase talent and flourish.

FRUSTRATIONS

- Missing out on Sport selections.
- Cluttered dashboard with irrelevant updates.

66 The Pandora Box; once the backlog begins, it never ends; the cycle repeats endlessly.

Bhargavi, a struggling fresher, faces a daunting lack of study materials due to financial constraints, navigating through a confusing array of online resources and spiraling into academic distress.



GOALS

- To sort her notes and study better
- Have a repository for all her academic needs

FRUSTRATIONS

- Doesn't know where to find notes or PYQs for exams
- Scattered resources and half of them are not even correct.

- Fresher
- 18 years old
- B Tech



66 Talking to people is not my cup of tea, but
texting them all day long sure is. 99

Akanksha, an introverted senior, seeks online connections for networking, navigating college life challenges with a preference for virtual interactions, and overcoming discomfort with email communication.

GOALS

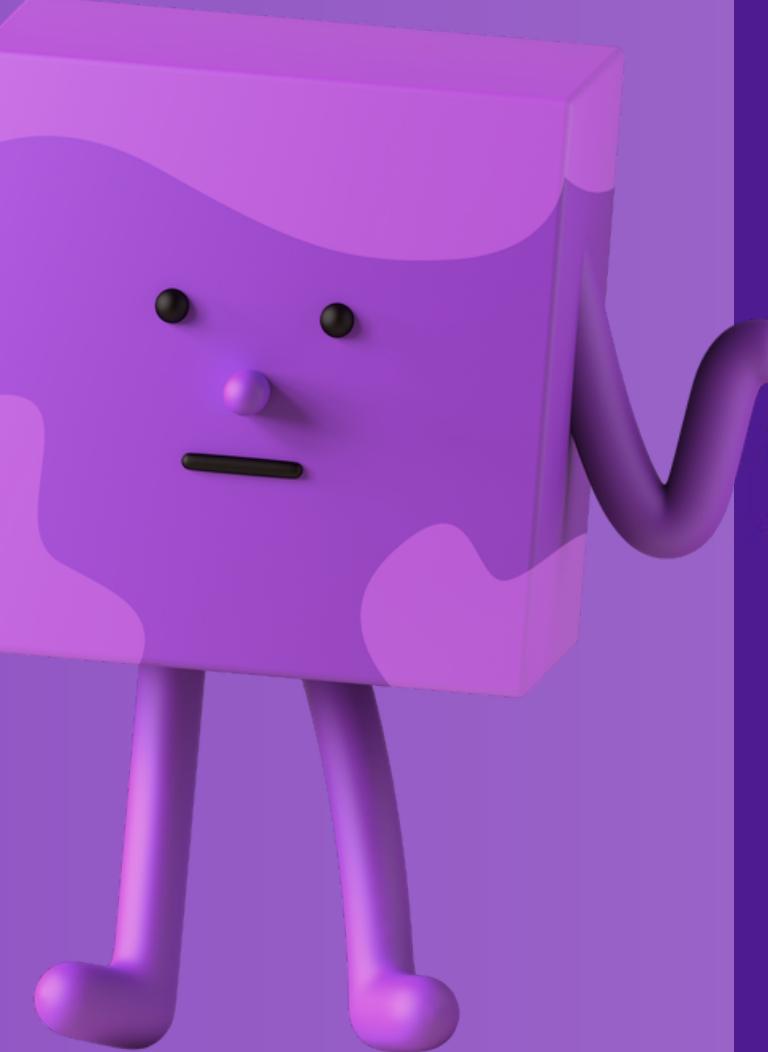
- To have a better way to contact her TAs and project pals than email.
- Have a remote way of communicating.

FRUSTRATIONS

- Has to mail each team member to get in contact
- Hates speaking with people in person

- Senior
- 21 years old
- B Tech

EMPATHY MAPPING



DOES

- make notes for important deadlines and things to keep in mind
- the introverts and shy stay confined in a small circle
- spend hours on online platforms to search for the right material to study
- some gain some courage and try making some more connections
- ask the people they know for material to study
- many students avoid social interactions with seniors and also their peers due to their social anxiety

SAYS

- feel guilty when opportunities get missed
- wish they had all the sources available on a single platform
- that they don't get the right guidance because they can't really talk to seniors and get advice
- don't know what is right or wrong as they don't get the right guidance
- that they miss on announcements because of excessive unnecessary mails
- feel guilty when opportunities get missed
- struggle to complete work before deadline because of not finding resources
- struggles to study during exams due to scattered study material
- want a software where they could interact with more people more easily

USERS

- not able to complete deadlines
- think that on the college email along with important mails they receive too many useless mail
- they can't study properly as all the material is very vast and not organised
- not able to focus on important things and get distracted
- cannot socialize as there is no such sources to do so
- how can they be attentive on all the happenings in the college
- determined to know more and more people make new friends

FEELS

- guilty on not paying attention on many important things
- sad due to lack of interaction with people and not making friends
- angry when there is a deadline and they can't find resources to do the work
- frustrated by all the study material being scattered
- frustrated on receiving emails that are not so important
- frustrated on missing out opportunities due to their own negligence

[Miro link](#)

THINKS

STORYBOARD

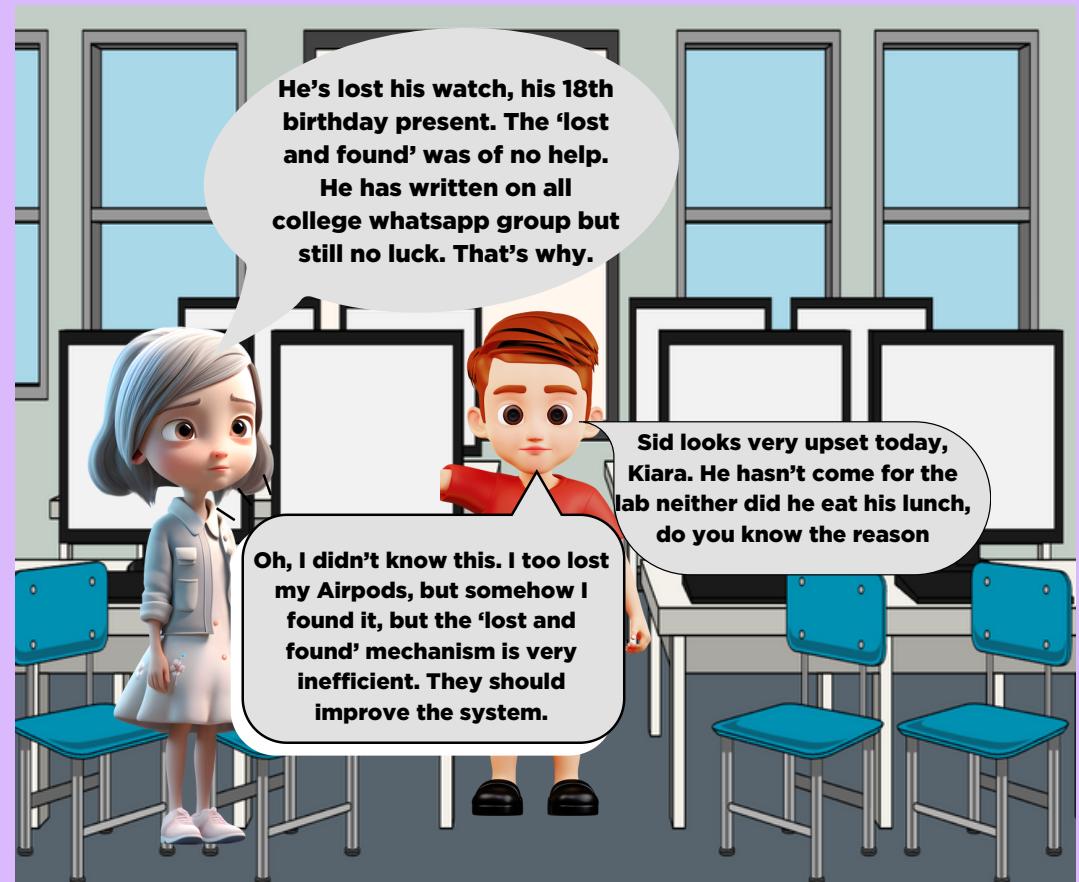
Sid has been assigned a group project for his design course but he is frustrated about it because....



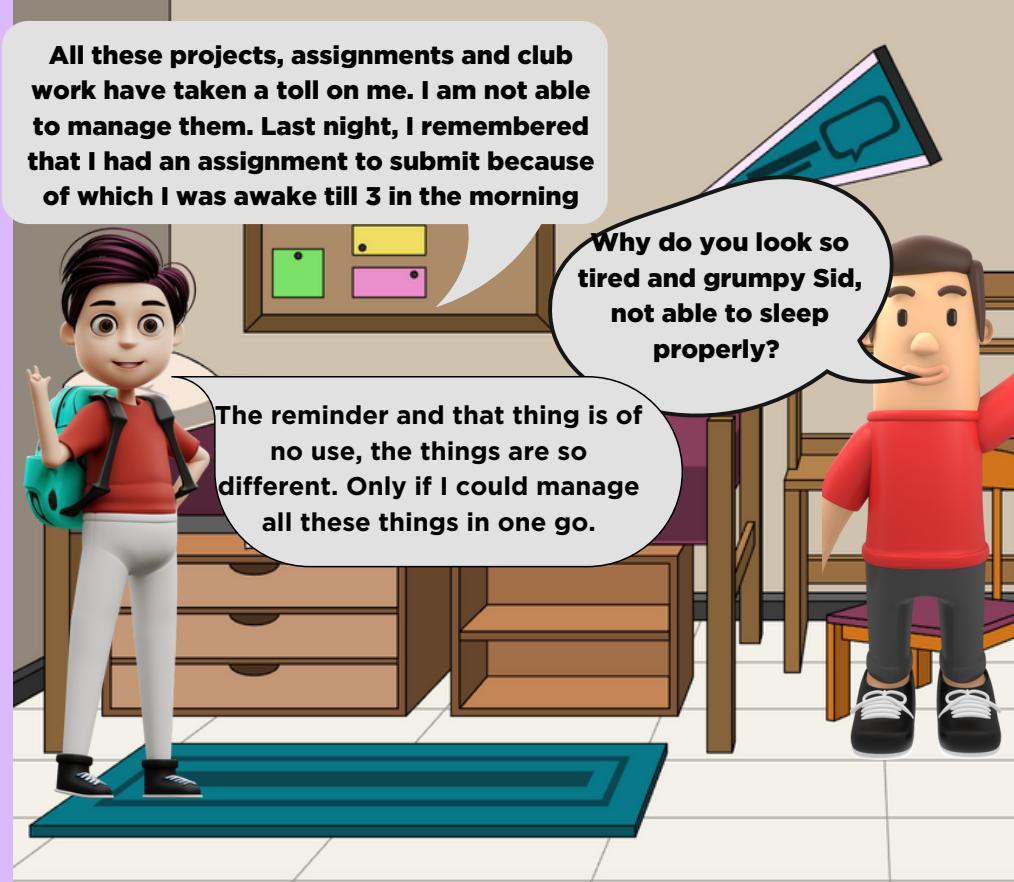
After finally connecting with his group members, Sid's team hasn't made any progress with their project. Here they are discussing about the same....



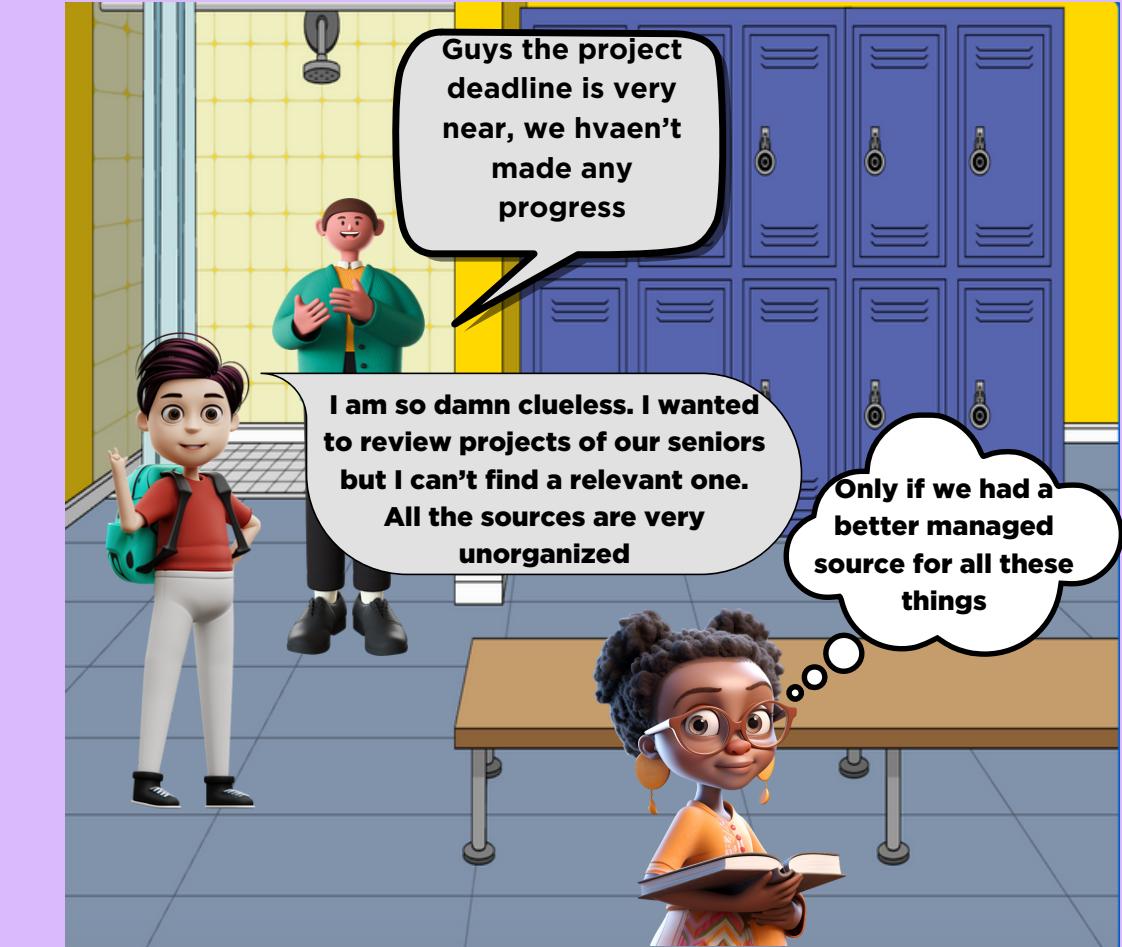
Rohan noticed that Sid wasn't there in the class. He decides to ask Kiara about the same....



It's been a chaotic morning for Sid. See his grumpy look, Aadit asks him about it....

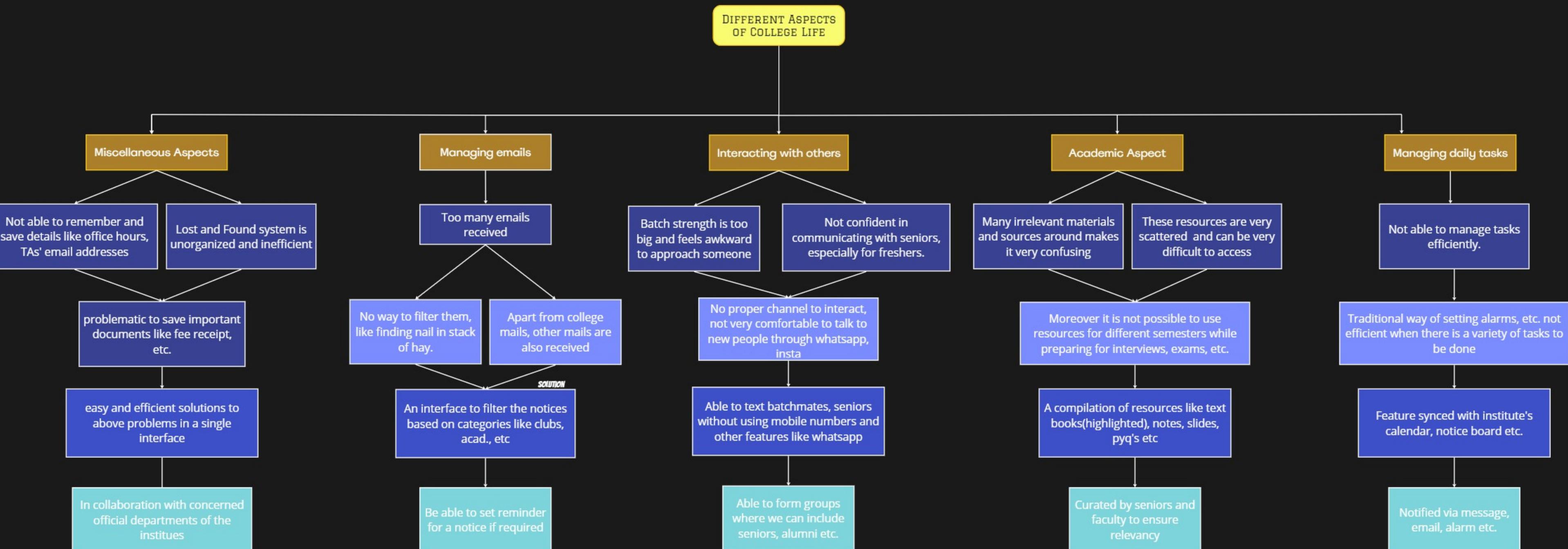


Sid had gotten an idea last night about the group project and here he is talking about it....



Miro link

USER UNDERSTANDING



WHAT DOES

জনতা

WANT?

95.5%

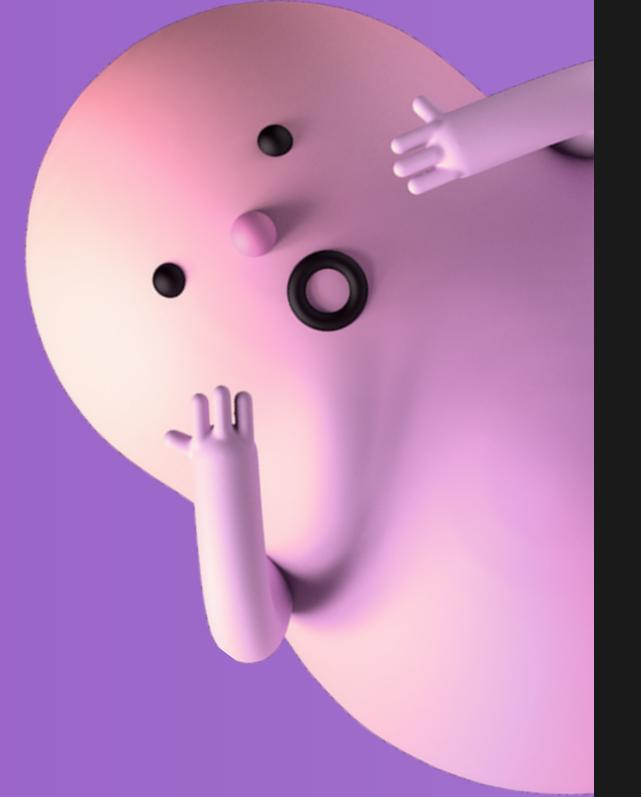
Staggering **95.5%** of
the respondents aspire
to have **UniConn**



source

BRAINSTORMING

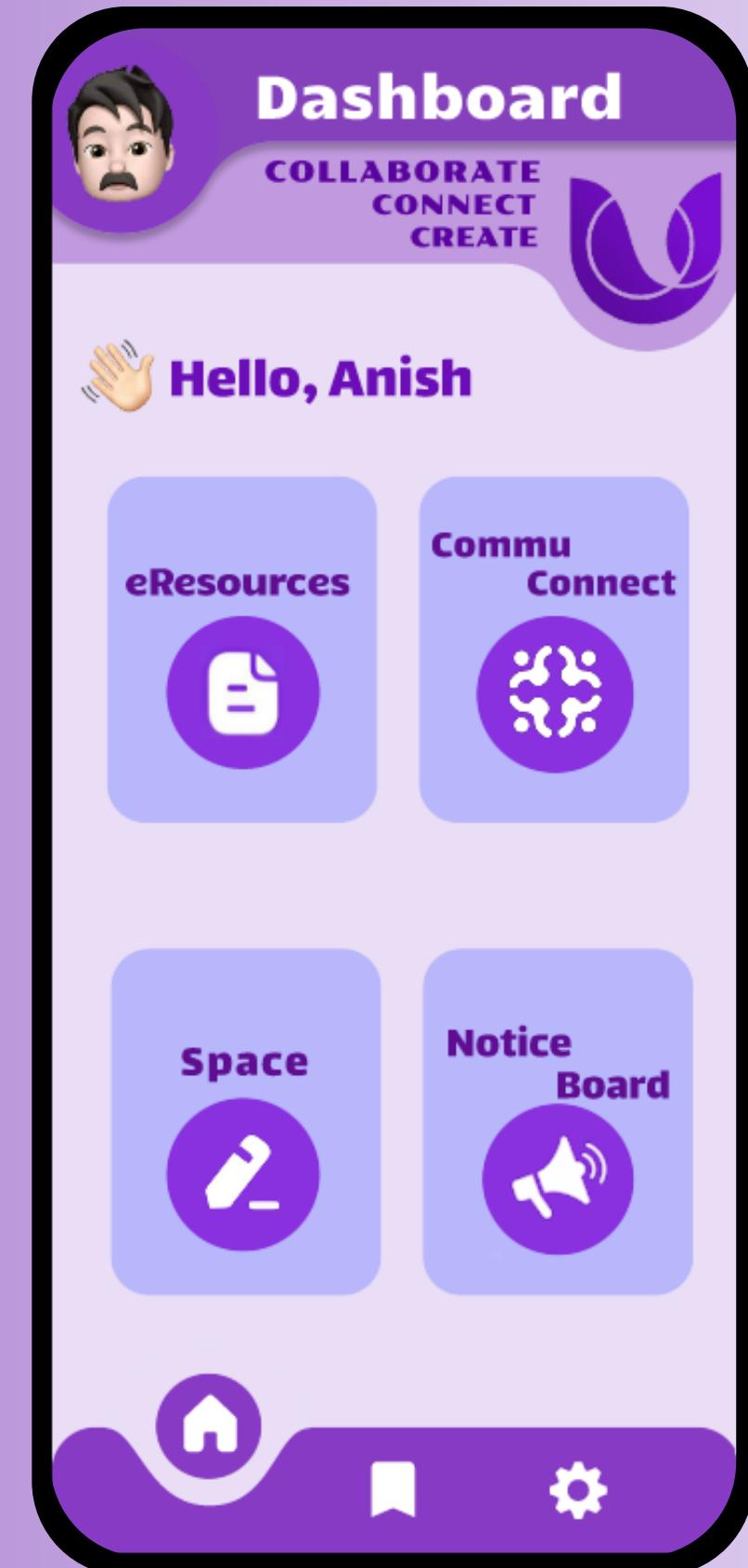
[Miro link](#)



Managing emails too cumbersome since no way to filter them	In era of online learning, students find it easier to make e-notes as they provide many features.	Scattered and irrelevant sources for notes, lecture slides, books is a huge problem	introverts face immense stress when trying to approach someone even to ask for help or advise	there exist a lot of different platforms to cater to the needs of college-going students, but they're very unorganized.
Students miss relevant info. :- inability to filter information according to their priority	While e-notebooks offer numerous advantages, it's essential to choose the right platform that aligns with your specific needs	providing a solution to access curated materials, highlighted texts, useful lecture playlists	Students find themselves in a bad-influence-peer group which prevents them from approaching anyone else due to their prevailing image	the main aim of UniConn is to make uni life easy for students and to decrease unnecessary burden.
Notice feature should focus on filtering the emails & notices received	Multiple projects and assignments, over notes of different subjects get very confusing in one space.	giving appropriate solutions to the students regarding assignments, exams and other stuff as well	providing a platform to allow approaching, connecting and contacting seniors, batchmates, alumni and more.	providing free e-resources so the students don't have to always rush to the library and depend on availability
Tagging of notices w.r.t purpose .e.g.: club notice(specific), academic (branch-wise),etc.	UniConn's Workspace not only provides an e notebook but also the whiteboard and calendar.	sharing resources of seniors by their consent which could help juniors to learn better	must be moderated since there are always malicious users who try to degrade and ruin the reputation	CommuConnect makes it easier to communicate to seniors and batchmates regarding any concerns .
'Lost and Found' feature is inefficient according to present method	Space helps organize all your work in your priority list with deadlines and tasks in calendar	a great platform so that a student can work in the right direction rather than randomly studying stuff	Should allow personal chats, group chats and explore and find new peers to connect with	Space helps us organize our personal workspace
Moderated feature to post about 'Lost and Found' specified using tags like electronic, etc.	Space is directly in sync with E-resources to help student take notes easily and refer to the book.	providing one stop solution to all academic related problems	Will help students connect with the university and people better. Forming bonds with people, hence offering a "Homely" feel	We often miss out on important notices due to the unorganized nature of email system.

Welcome To UNICONN

Effortlessly conquering students' daily classroom and exam hassles with its powerhouse features—**eResources**, **CommuConnect**, **Space**, and **Notice Board**, paving the way to success and unparalleled convenience.



ASSET OVERVIEW

COLORS



#E9DEF5



#BF98DD



#893EC8

FONTS

Candal

Urbanist

Lalezar

Red Rose

Inter

Poller One

LOGO

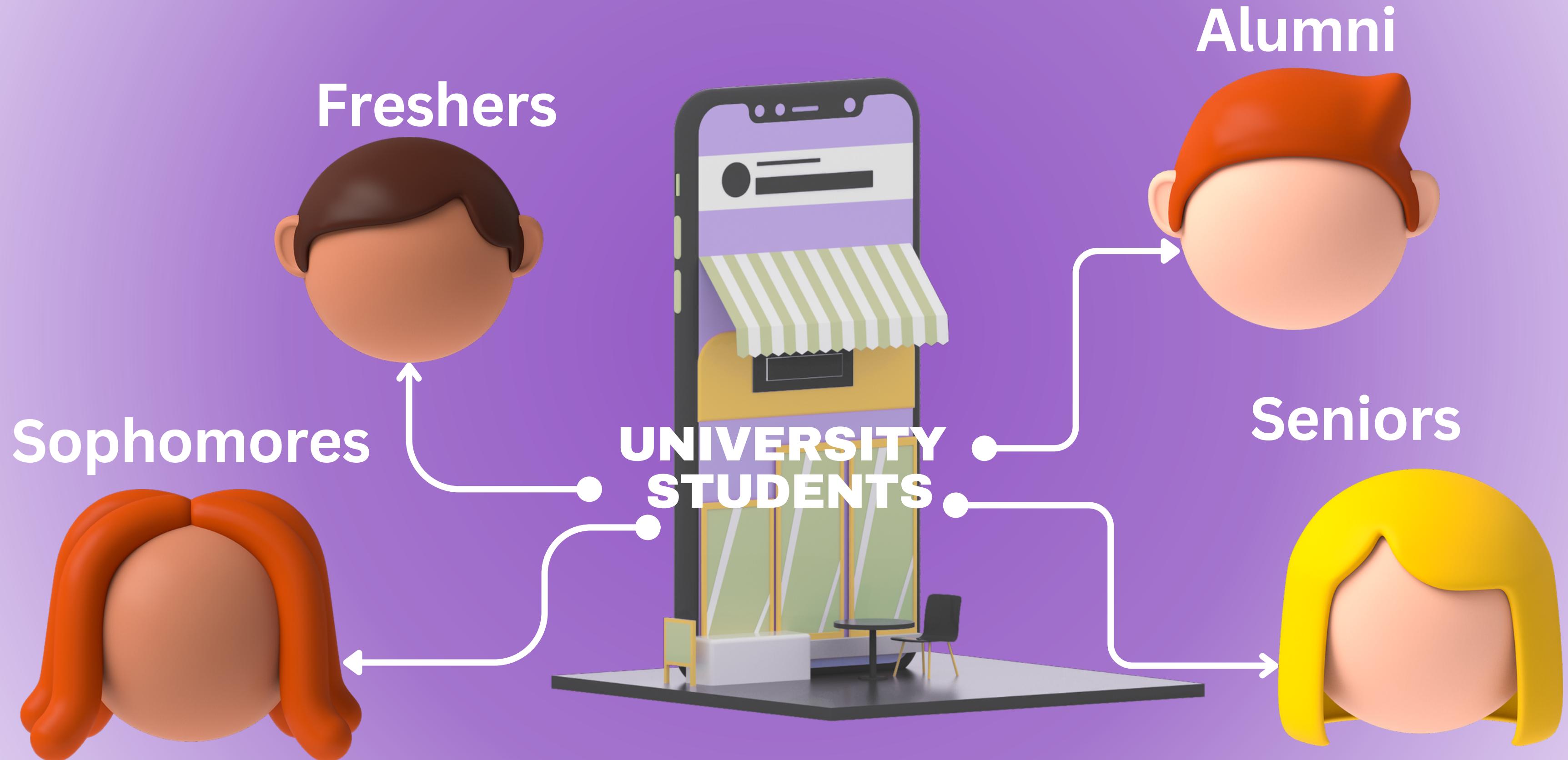


UNICONN

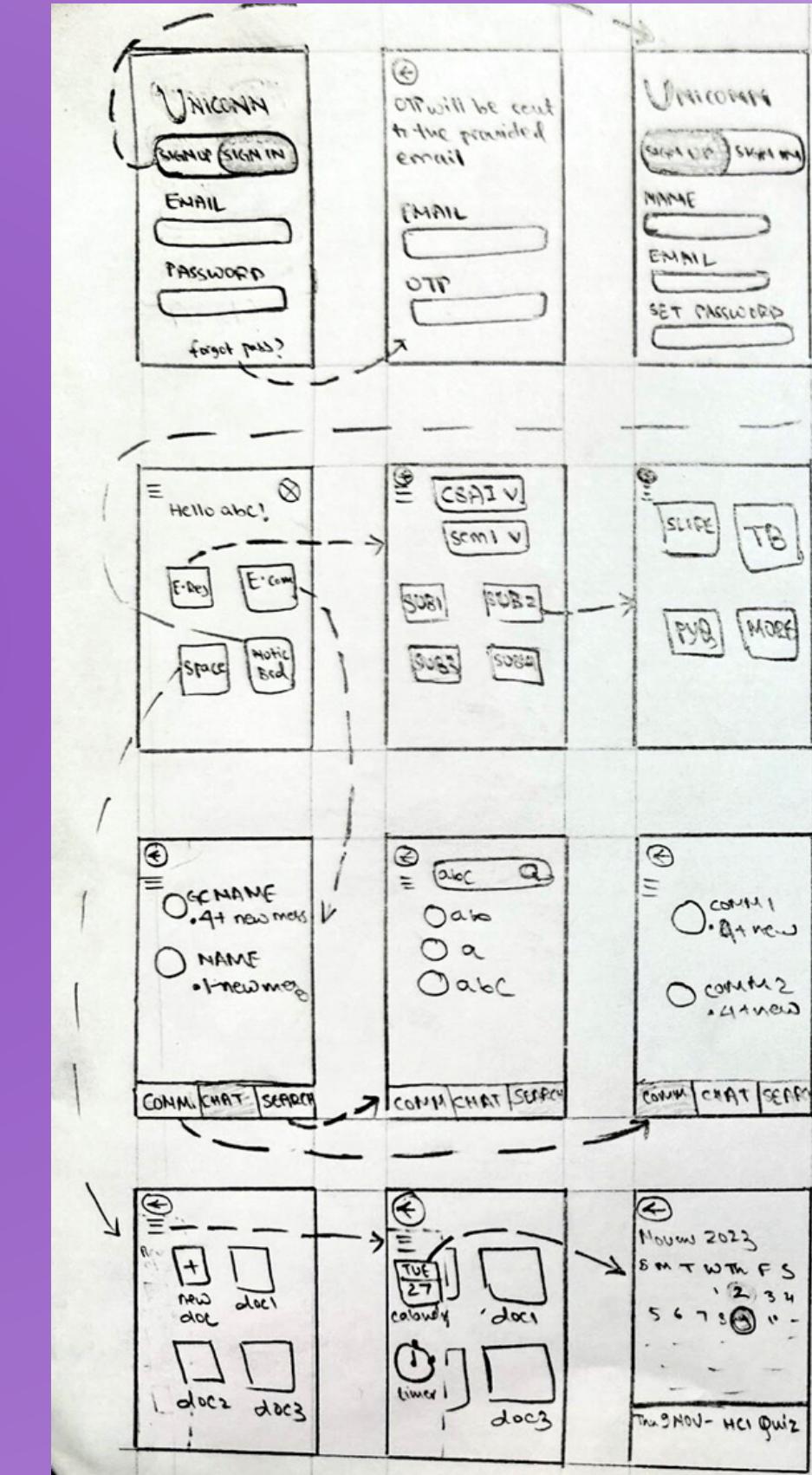
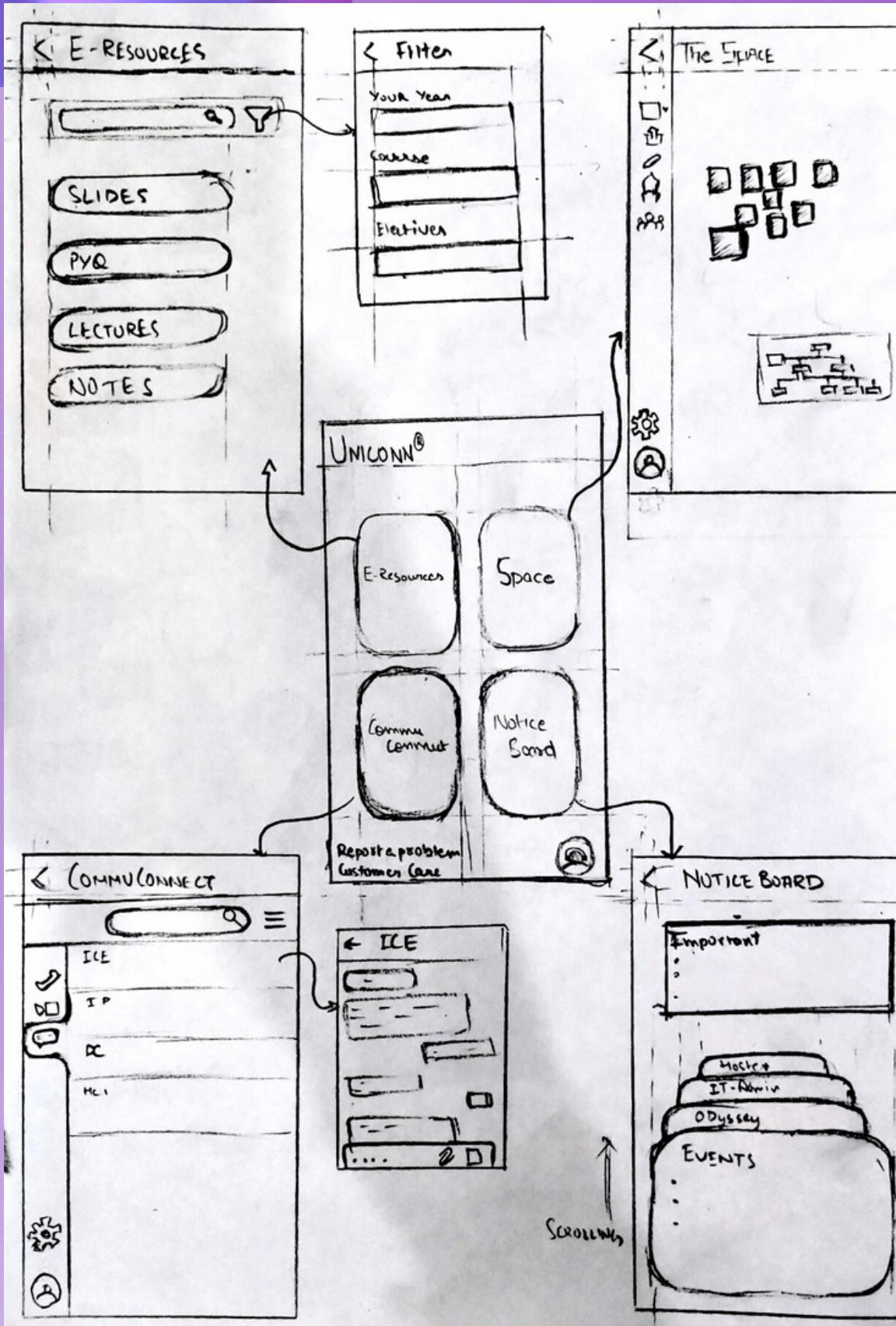


UNICONN

STAKEHOLDERS



HAND DRAWN LoFi SKETCH



HAND DRAWN LoFi SKETCH



1.1

Notice Board
Tag ↗ Subtag ↗

Date Date
Date Date
Date Date

1.4

Notice Board
Tag ↗ Sub-Tag ↗

Tag Sub-Tag
Reminder ⌂ ⌂ ⌂

1.11

UniConn
Sign In Log In
Username: Use your College ID
Password:
Remember Credentials
Forgot Password
Log In

1.1

UniConn
Sign In Log In
Name: College/University: Roll Number: Official Email ID: Degree: Year: Sign In
Profile

1.2

DASHBOARD
Space E-Resources
Profile
CommunityConnect Notice Board

1.3

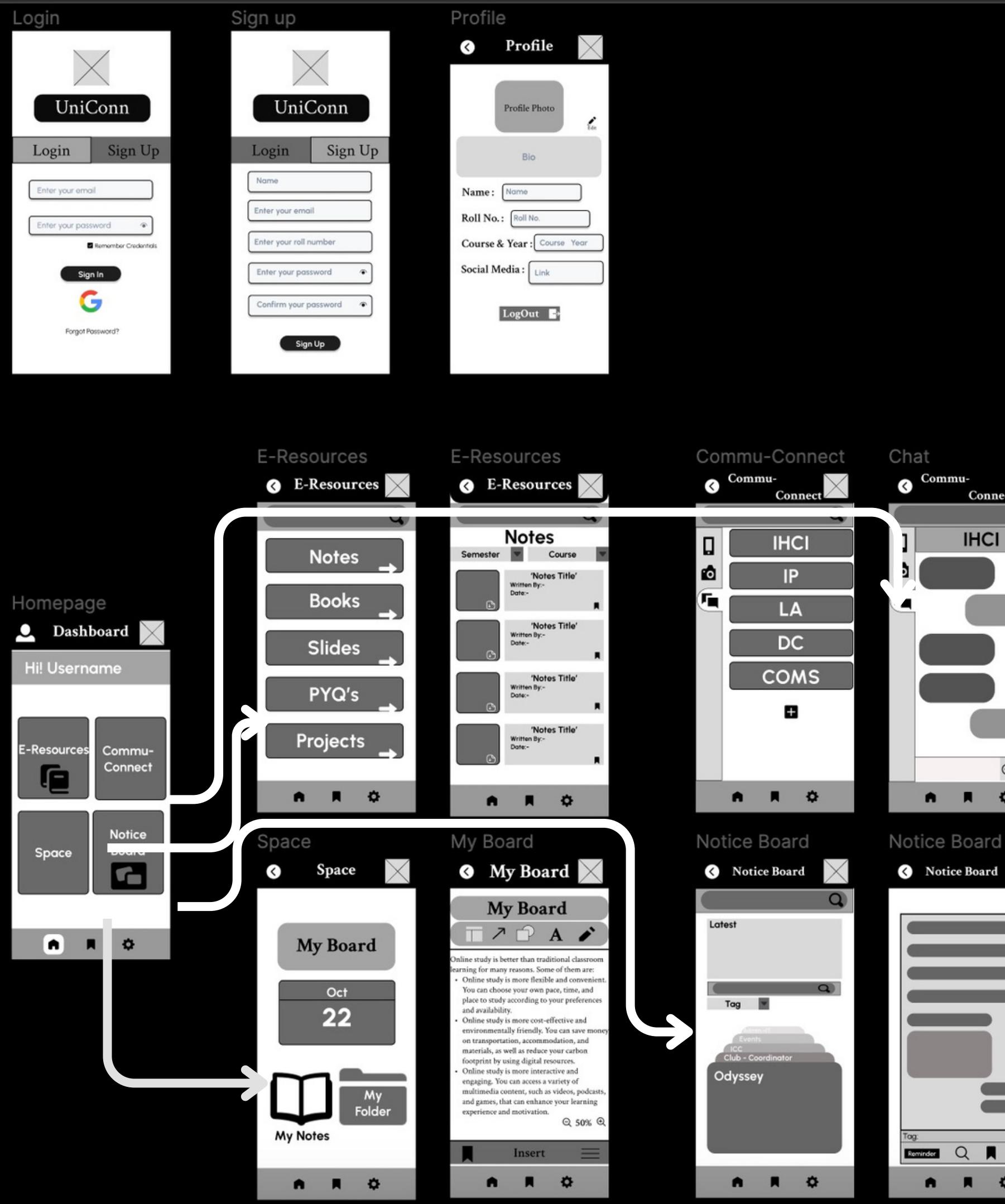
CommunityConnect
Section A(23-21)
CSE Hostel SMP
Notes

1.10

My Board
New Edit Delete Share
- 40% +
Insert

1.5

Profile
Photo Edit
Name: Roll No.: Branch: Year: Hobbies: E-Mail ID: Address:

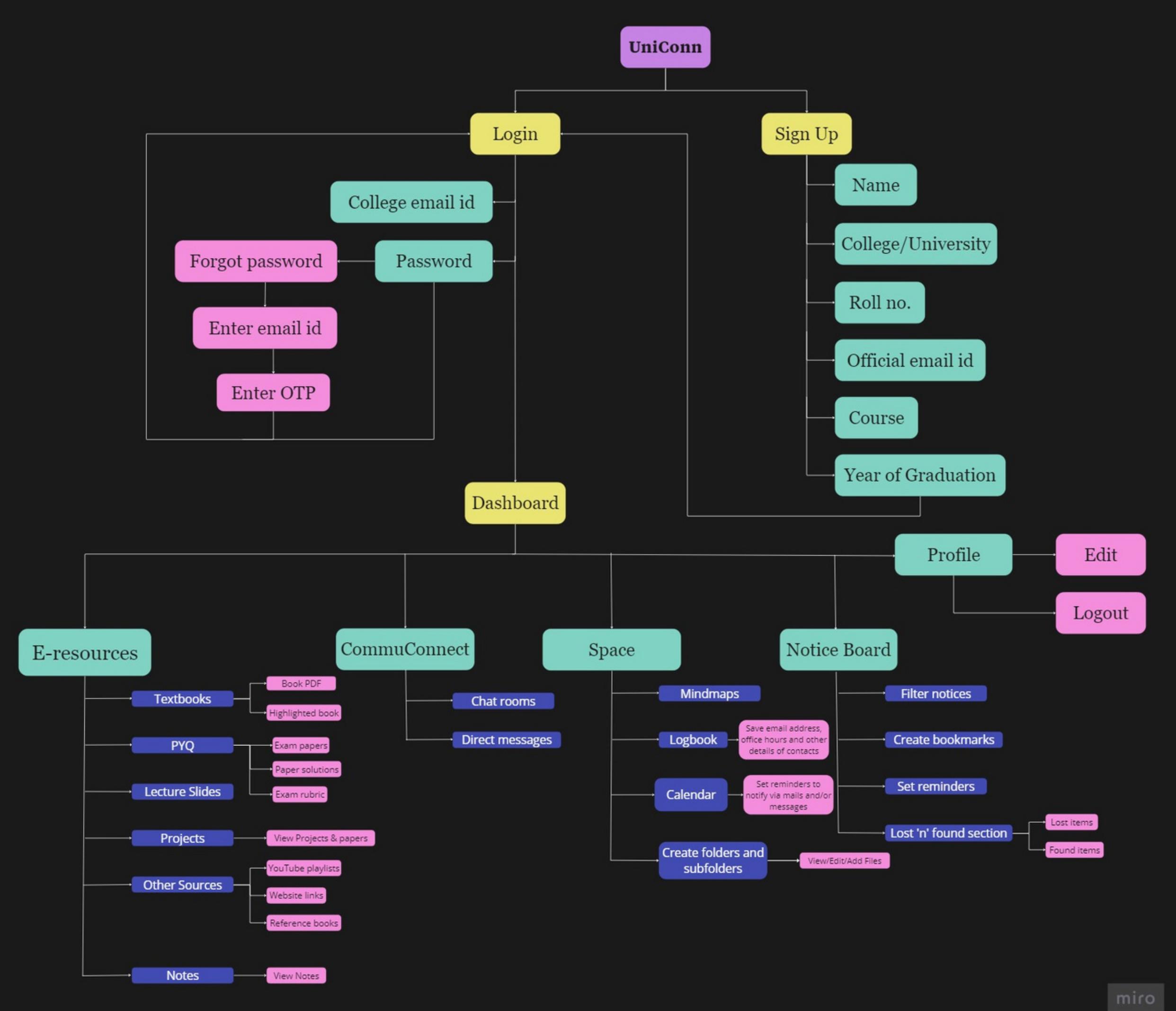


FINAL LoFi Prototype

This refined LoFi Prototype is obtained after refining the initial design based on user survey and evaluation at various stages, i.e., completing hand-drawn sketches before high-fidelity designing, etc.

LoFi Figma Link:

<https://www.figma.com/file/SAGmTRdvuBQ4wXM5C8denw/Untitled?type=design&node-id=0-1&mode=design&t=nrqHVYFHamETMCpa-0>

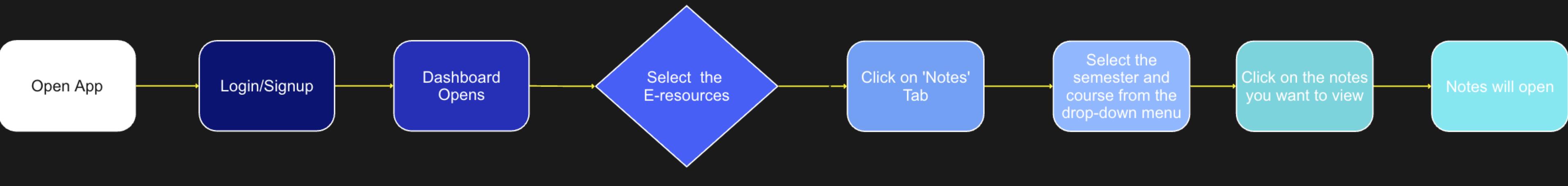


INFORMATION ARCHITECTURE

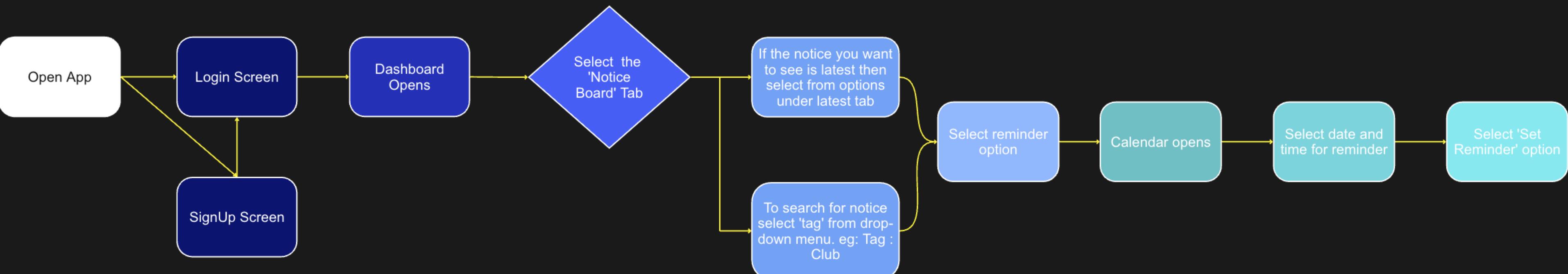
[Miro link](#)

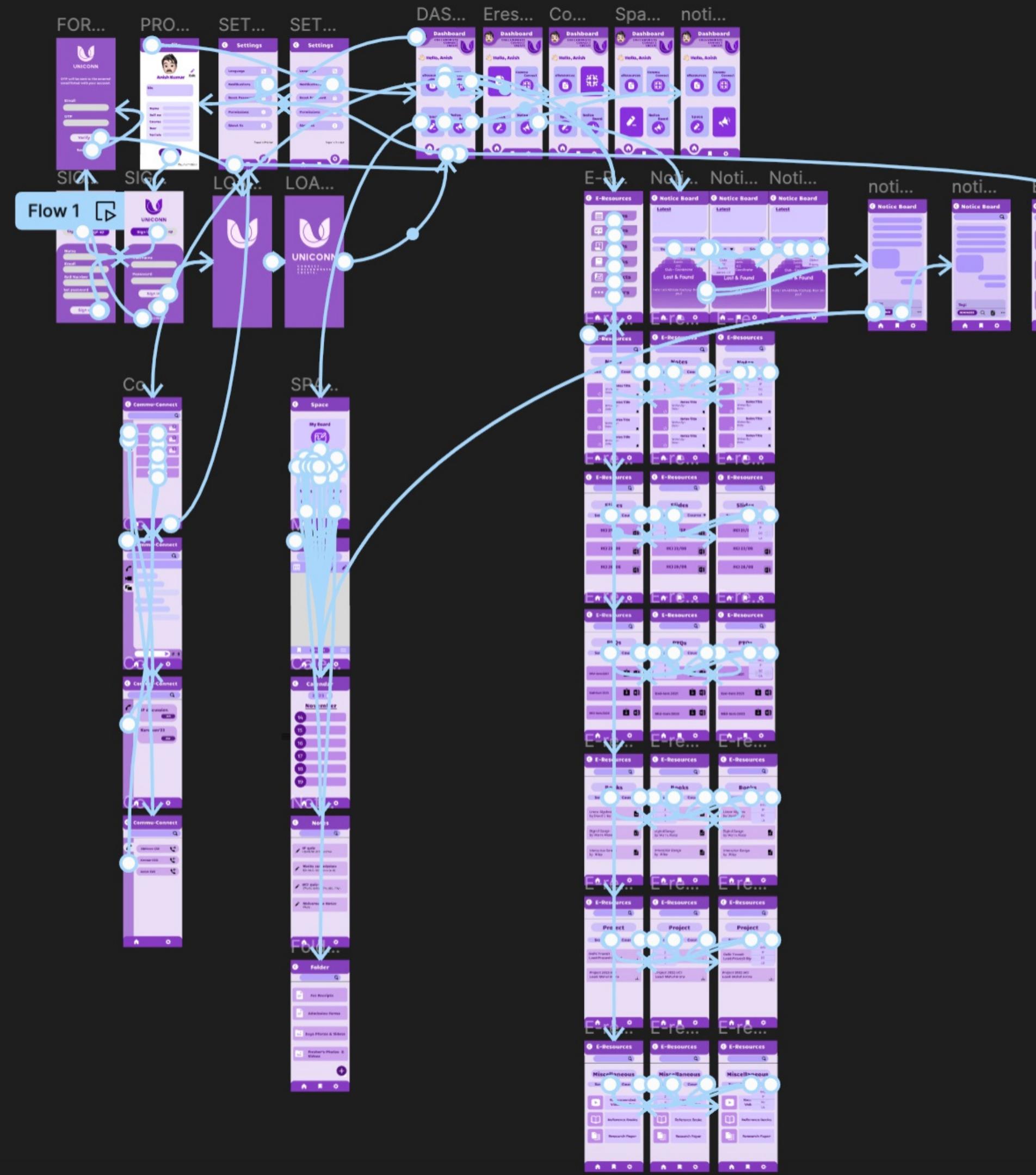
Miro link

Task Flow For opening Notes



Task Flow for viewing a notice and setting up a reminder for it





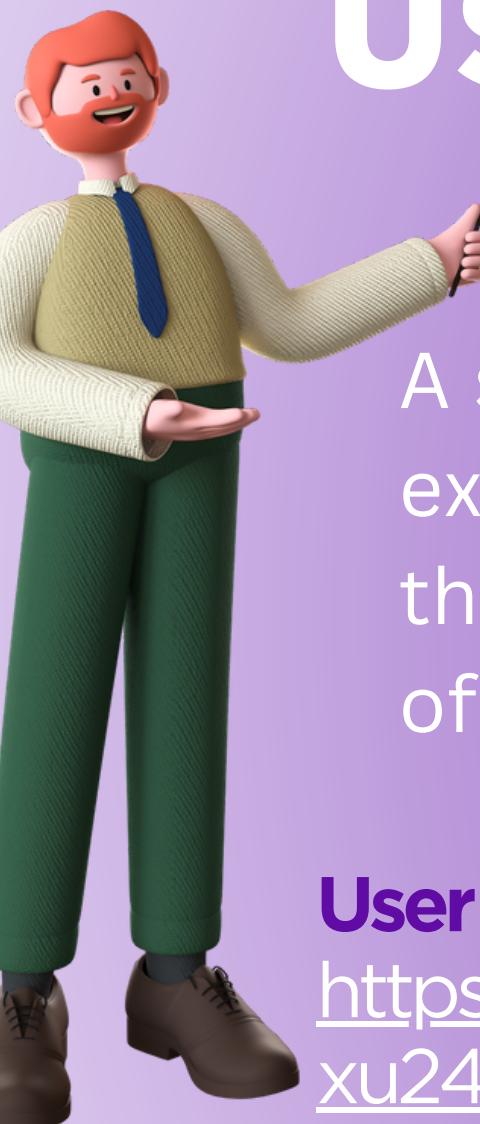
FINAL HiFi Prototype

This refined HiFi Prototype is obtained after refining the initial design based on user survey and opinions. Few options have been added/removed to increase affordance and reduce cognitive load.

HiFi Figma Link:

<https://www.figma.com/file/Adrk910KSnSTsnCTGIfd9t/Refined-HiFi?type=design&mode=design&t=WL2zFOKrFbBbA9eb-1>

USER TESTING



A set of users were instructed to execute various tasks to check the accessibility and affordance of the interfaces.

User Testing Interview Link:

<https://drive.google.com/drive/folders/1PUxu24LJMFSyONAJPUNmBBTzVLQCPRIS>

EVALUATING

Users reported completing tasks smoothly and noting that interfaces were intuitive and suited their needs.

A user faced some confusion at the beginning, but after a few brief instructions, was able to successfully complete the task.

Google Form Survey:

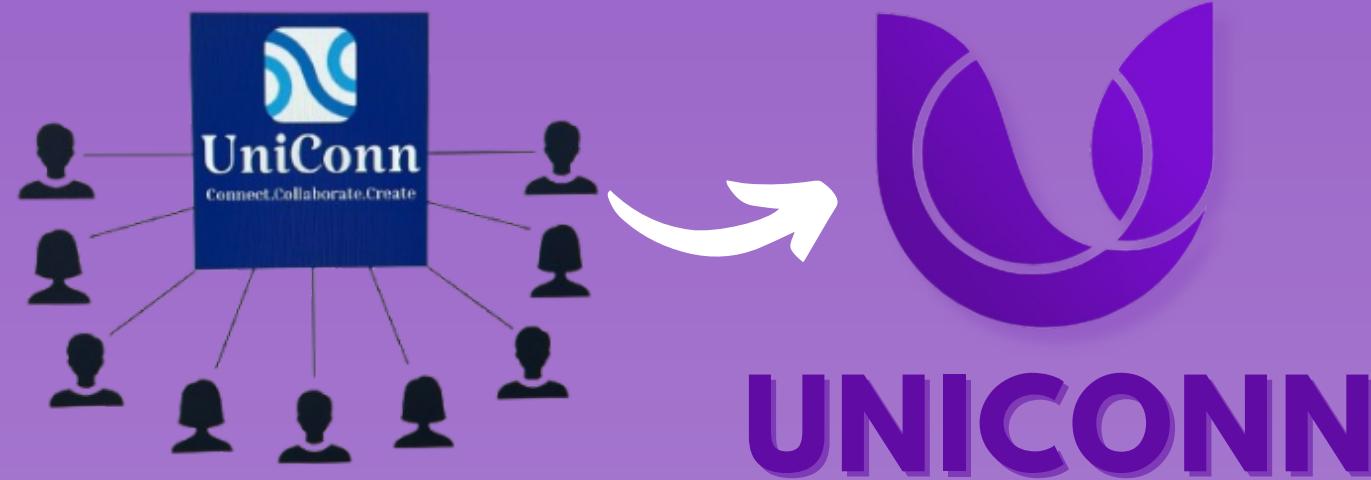
<https://forms.gle/wEQLvyFnKMU4CpqaA>

Survey Result:

<https://docs.google.com/spreadsheets/d/1MuzDOLTXoO6WpR8vWOO29-QVarPSMhDbl6Ez9oyik1U/edit?usp=sharing>

LEARNING & REFLECTION

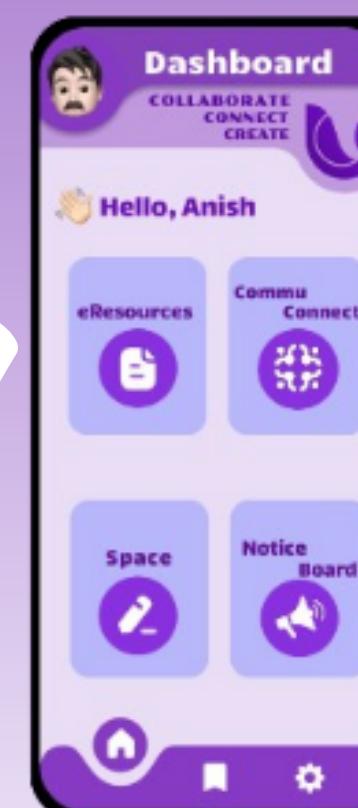
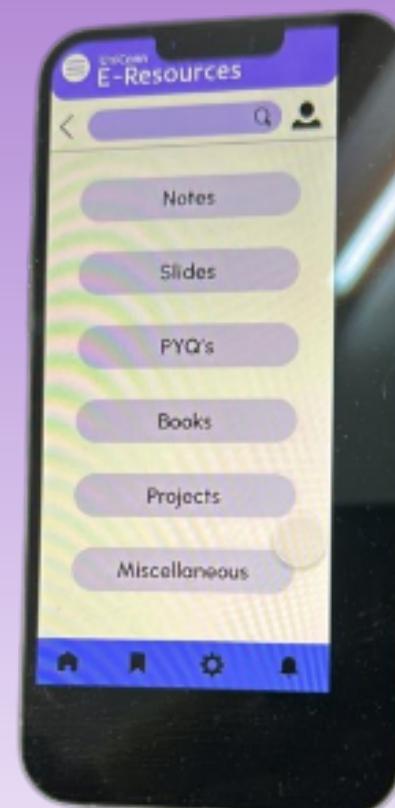
1.“Logo looks ew”



2.“Interface doesnt look that good”



Interface banane ka
tareeka thoda casual hai



3.“I need UniConn already!”

Aye Aye, Captain!
Your wish, Our command



4.“Ek chutki Cognitive Load ki keemat,
tum kya jano UniConn Babu”







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