

Team Mumbai Indians

User Experience Design - IS 661 - Supplementary Report

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1. Problem and Vision Statement

Issues:

1. Professor's academic and professional background unavailable
2. Unavailability of Demo lectures of the professor by the institution
3. Students cannot compare professors for the same subjects

High level vision	<ol style="list-style-type: none">1. Students can get a overall picture of any professor they want to study under.2. Students and professors can look into other student's profile.
Basic rationale	<ol style="list-style-type: none">1. Students can research a particular professor's background through this mobile application.2. They can look into Demo lectures of any professor to understand their teaching pattern. Incentives can be rewarded for active participation of the professors.3. Students can compare between professors.4. Authenticate rating by registered students only.5. Rating students helps to choose teammates.6. Professors can review and rate students based on their class performance.

Contributed by: Sucharita+Aqsa+Wilfred+Arjun+Divya

2. Stakeholders and Target Demographic

<p>Stakeholder group:</p> <p>Direct</p> <ul style="list-style-type: none"> • Registered Students • Professors • University Administration <p>Indirect</p> <ul style="list-style-type: none"> • Prospective students • Family 	<p>Rate and compare professors Review his and other professors ratings and comments Review professor and students list and their ratings.</p> <p>Decision of selection of university/course can be affected. Parents could get affected financially in the long run.</p>
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Stakeholder	Types	Functions
Registered Students	<ul style="list-style-type: none"> • Undergraduate - Freshmen • Sophomore • Junior • Senior • Graduate • PHD Student • Exchange student • Transfer student 	<ul style="list-style-type: none"> • Students can take decision to select a course • Students can take decision to select a professor for the course • Rate and comment about their experience with the professor • Rate and comment about other students/teammates according to their experiences.
Professors	<ul style="list-style-type: none"> • Experience – greater than n years • less than n years • Part-time/Full-time 	<ul style="list-style-type: none"> • Can review the student profile who are enrolling in their course • Can review their own ratings and comments • Can rate/review students according to their performance in the class • Upload his own demo lectures/information in his profile
• University Administration	<ul style="list-style-type: none"> • Office of Graduate International(OGI) • Registrar 	<ul style="list-style-type: none"> • Students can contact these stakeholders to acquire additional information of

	<ul style="list-style-type: none"> • Student Advisors • Career Advisors 	<ul style="list-style-type: none"> professor. • Can report to University Administration.
<ul style="list-style-type: none"> • Prospective students 	<ul style="list-style-type: none"> • Admitted student yet to decide about the selection of the university • Full Time /Part Time 	<ul style="list-style-type: none"> • Students can compare and review different professors which can help them narrow down the selection of their university. • Bookmark and list the professors for future reference.

Contributed by: Sucharita+Aqsa+Wilfred+Arjun+Divya

3. Claim Analysis

Claim Analysis-EBAY

1. Approach: e-Shopping websites

These website/app helps users to search for their relevant products. They use different matching algorithms to meet user's requirement.

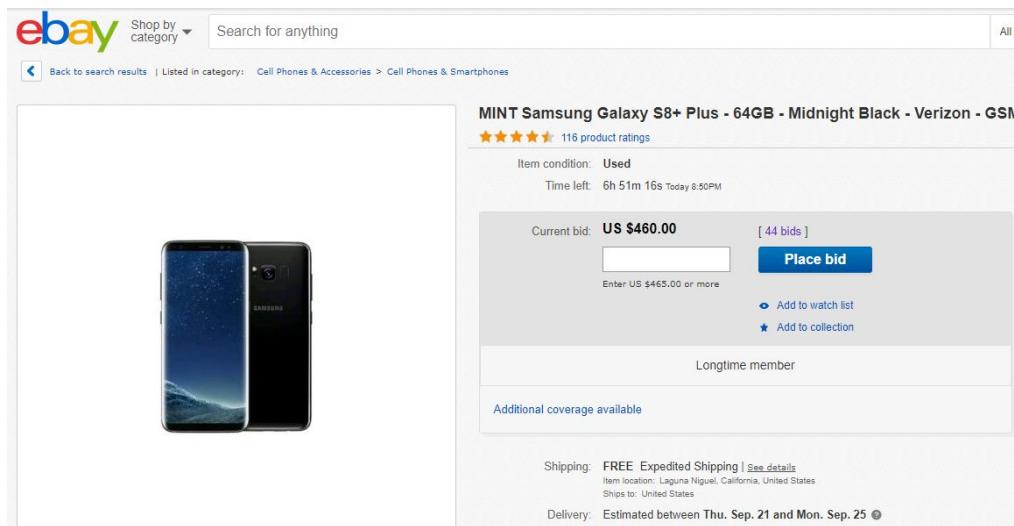
Relevant examples:

- Ebay
- Amazon
- Walmart
- Best Buy

Feature 1: Helps a user to bid and buy products.

Users can search for their required products and

- Bid for a product whenever and wherever possible.
- Can buy products otherwise.



Bidding or buying window on Ebay

Feature 2: Based on review and rating.

Users can search for their required products and

- Review the sellers through this apps/websites based on other users' ratings.
- Rate them according to their own experience with the same.

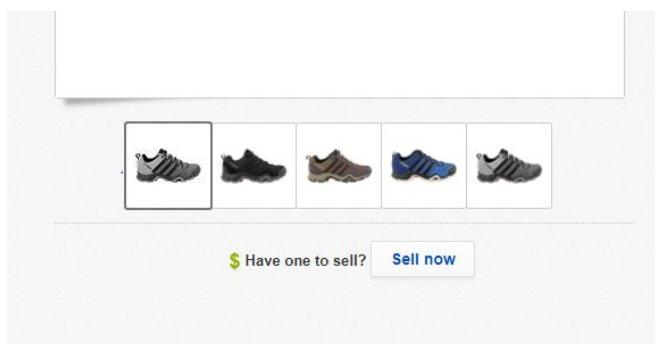


A screenshot of the eBay Feedback profile for 'shoebuy'. It shows a summary with a 29493 rating and 98.3% positive feedback. Below this, there are two tables: 'Recent Feedback ratings' and 'Detailed seller ratings'. The 'Recent Feedback ratings' table shows counts for 1 month (1857), 6 months (8304), and 12 months (16825). The 'Detailed seller ratings' table shows average ratings and counts for various criteria: Item as described (4.5 stars, 14822), Communication (4.5 stars, 14626), Shipping time (4.5 stars, 15501), and Shipping and handling charges (4.5 stars, 16122). On the right, there is a 'MONEY BACK GUARANTEE' section and a list of member quick links including 'Contact member', 'View items for sale', 'View seller's Store', 'View ID history', and 'View eBay My World'. At the bottom, it shows 32,033 feedback received and a 'Revised Feedback: 0' button.

Feedback of users for a particular seller including rating and reviews.

Feature 3: Sell items as well.

Users can sell their items using this website.



In case of selling item, user has to create an account and post their products for sell.

Claims for the above e-shopping websites:

Pros:

- Bidding will help users to get desired product/s at comparatively lower rates than usual.
- Reviews/rating would help a user to select the right seller to get the product from.

Cons:

- The user cannot get immediate delivery of the ordered product; takes atleast a day or two for delivery.
- The user is not guaranteed whether he will get the expected genuine product.

Claim Analysis-YELP

2. Approach: Business Review websites

These website/app helps users to search for relevant products like restaurants, hotels, nightlife, etc. Users can rate or review any product.

Relevant examples:

- Yelp
- TripAdvisor
- Glassdoor
- Zomato

Feature 1: Helps a user to find products at nearby locations.

Users can search for their required items and

- Can get directions to the destination from current location.
- Can Reserve tables in restaurants (eg, in Yelp) beforehand.
- Can see photos and reviews of the place.

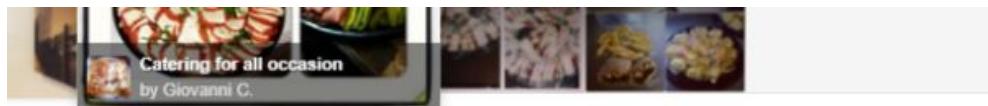
The screenshot shows a Yelp business profile for "Sutro's at The Cliff House". The top section displays the restaurant's name, a "Claimed" status, a 4-star rating, 1163 reviews, and a "Write a Review" button. Below this is a map showing the location near Seal Rocks, Point Lobos, and Sutro Beach. To the right are two photos of food: a seafood dish and a bowl of soup. A review snippet from "Oriay Q." is visible. The main content area includes a summary of the restaurant's offerings ("Best Ocean Front Dining in San Francisco"), a "Reserve Now" button, and a "Menu" link. It also shows the price range (\$\$\$\$), hours (Today: 11:30 am - 3:15 pm, 5:00 pm - 9:15 pm, Open now), and a "See all 1471" link. The "Hours" section lists daily operating times. The "More business info" sidebar contains various service details like "Takes Reservations: Yes" and "Delivery: No". The bottom section features a "Recommended Reviews" section with a snippet from "Oriay Q.", a review search bar, and a "Start your review of Sutro's at The Cliff House" button. The profile also includes a photo of the reviewer and their social links.

❖ Window that shows the page of any typical restaurant on Yelp

Feature 2: Delivery options available for users

Users can search for their required products and

- Order, pay online and get them delivered to their homes.
- Rate them according to their own experience.



s like a hypnotist symbol or circles." in 2 reviews

ub app on my ipad."

hey all have exceeded my

Order Delivery or Pickup

Pickup
 Enter your delivery address
1 Yelp St., San Francisco, CA 94105

View Menu

Today 9:30 am - 10:00 pm Open now

Menu

Window for delivery at Yelp

Claims for the above business review websites:

Pros:

- Reviews/rating would help a user to select the right places to visit or order from.
- Delivery allows users to be at ease when products are delivered at their chosen locations.
- Usually saves time of the user.

Cons:

- For any new business, the ratings and reviews can be misguiding as people would usually rate extreme experiences.
- Yelp can be used in only few countries.

Claim Analysis- RATE MY PROFESSOR

3. Approach: People rating websites

These website/app helps users to search for their relevant professors/students.

This helps students to gain some knowledge about the experience of the previous students with that professor.

This might help students to compare between his/her fellow class mates and help to choose team mates accordingly.

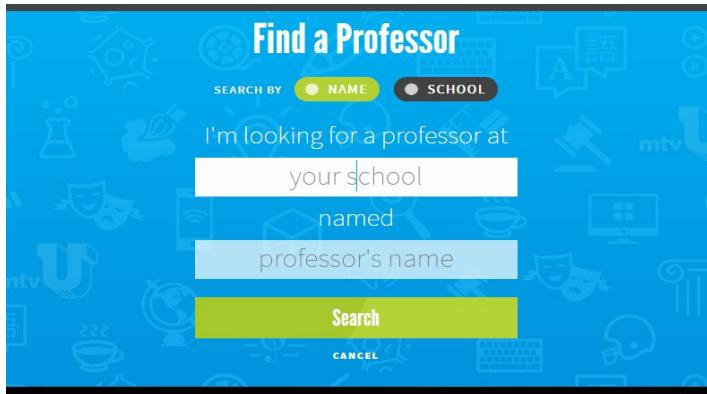
Relevant examples:

- Rate My Professor
- Uloop
- Students Review

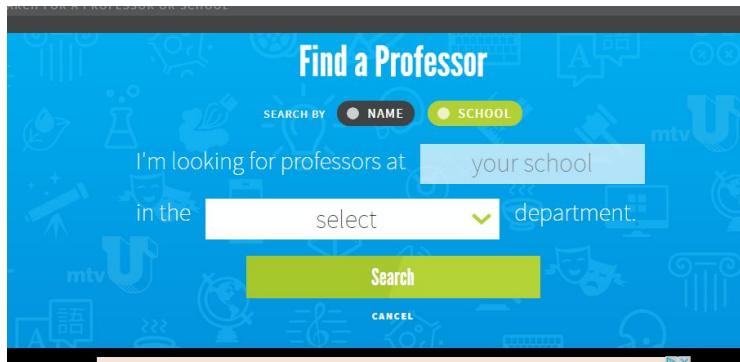
Feature 1: Students can search professors from different universities.

Users can search professors based on the following criteria:

- School name and Professors name



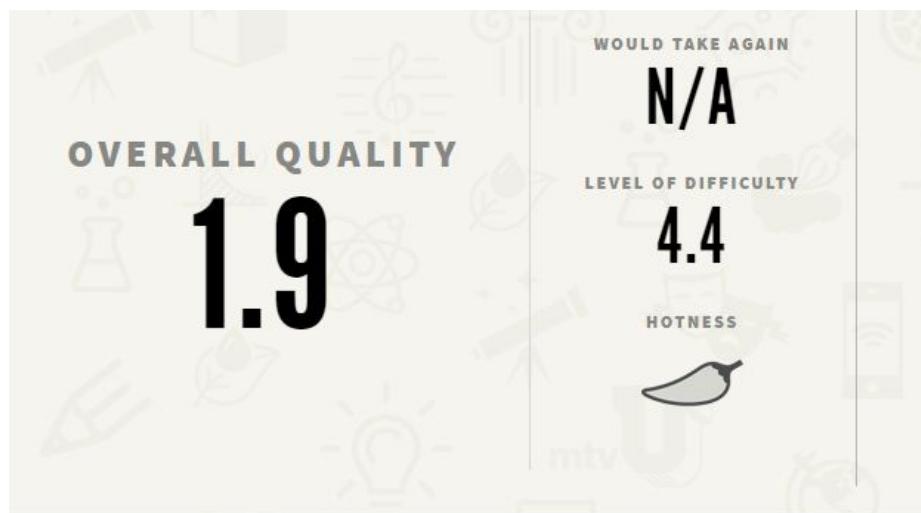
- School name and department name



Feature 2: Helps a student to find professors based on rating/reviews.

Users can search for their class professors and

- Can see reviews of other students about that professor.
- Can comment on any review if they agree or disagree.



Rating professors on Rate My Professor

Claims for the above people-rating websites:

Pros:

- Students can decide based on ratings and reviews which professor to study under.
- Has a list of professors from wide list of universities.

Cons:

- Users cannot review professors who are new as their names are not available in database.
- Does not have authenticity of the users who have rated and reviewed any professor.

High Level Claim Analysis:

1. To sell/buy products at a reasonable rate than the market rate.

Amazon

The screenshot shows the Amazon.in homepage. At the top, there's a purple banner with the text "UP TO 60% OFF popular movies" and images of movie posters for "The BFG", "Kung Fu Yoga", "Kingsman: The Secret Service", and "The Bourne Ultimatum". Below the banner, there's a "Welcome" section with a "Sign in securely" button. To the right, there are sections for "Popular categories" (Electronics, Amazon Fashion) and "India's largest online store" (with badges for "100% ORIGINAL PRODUCTS" and "EASY RETURNS"). On the far right, there's an "amazon assistant" section with the tagline "Search. Compare. Save". The bottom of the page shows a search bar and a taskbar with various application icons.

The screenshot shows the "Today's Deals" page on Amazon.in. The top features a "TODAY'S DEALS" logo and a "Great Savings Every Day" banner with a "Subscribe now" button. The main content area displays four deals: a black speaker, a blue wallet, a book titled "The Immortals of Meluha" by Amish, and a green gift card from Lifestyle. On the left, there's a sidebar with a "Department" filter list and a "Deal Type" section. The bottom of the page has a search bar and a taskbar.

Flipkart

The screenshot shows the Flipkart homepage. At the top, there's a search bar with the placeholder "Search for Products, Brands and More". Below the search bar, a banner for "CARNIVAL" offers "Electronics & Auto Accessories Up to 80% Off". The main content area features a "Deals of the day" section with a timer showing "11 : 50 : 27" and a "VIEW ALL" button. Below this, there are four product categories: "Home Decor Range" (Under ₹499), "Puma, Adidas, UCB & more" (Minimum 40% Off), "Snapshopee Universal Double ..." (Under ₹199), and "Women's Bag" (Minimum 30%). To the right, there's a promotional banner for "The BIGGEST BILLION DAYS" event from 20-24 SEPTEMBER, featuring two smiling women and the text "IT WAS FANTASTIC. IT WAS MAGICAL. YOU MADE IT HAPPEN! Love, The Flipkart Family". The bottom of the screen shows a Windows taskbar with various pinned icons.

SNAPDEAL

The screenshot shows the Snapdeal homepage. The top navigation bar includes links for "India's Fastest Online Shopping Destination", "Donate Food For Kids", "Help Center", "Sell On Snapdeal", and "Download App". The main banner features a large red circle with the text "DEALS OF THE DAY" and "Grab best offers ONLY FOR TODAY!". A timer at the bottom of the banner indicates "Ends in: 11 hr: 48 min: 49 sec". Below the banner, there's a "Super Deals" section with two products: "Dr Morepen BP-02 Blood Pressure Monitor" and "Classic Essentials Black Stainless Steel Lunch Box". The bottom of the screen shows a Windows taskbar with various pinned icons.

GROUPON

The screenshot shows the Groupon website homepage. At the top, there's a green header bar with the Groupon logo and a search bar. Below the header, there are navigation links for Home, Local, Goods, Getaways, Deals of the Day, Coupons, and Sale. A prominent banner at the top left says "FALL FOR IT ALL SALE" with subtext "Spas • Restaurants • Things to Do • More" and a note about ending on 9/26. To the right of the banner is a photo of a woman wearing sunglasses. Below the banner, there's a section titled "Save up to \$100 a week on what you do every day!" with five categories: "Things to Do", "Beauty & Spas", "Restaurants", "Goods", and "Travel". Each category has a small icon and a link. To the right of these categories is a large image of children playing at a table with a large yellow cup-shaped centerpiece containing crayons. The image is labeled "TOP SELLER" and has a "View Deal" button. Further down the page, there are two more deals: one for "Crayola Experience Easton" in Wilson, Easton, and another for "King Spa Fitness" in New Jersey.

LETGO

niagra falls - Google

Course: 17 F - IS 60

Amazon.in Today's

Online Shopping S...

Deals of the Day: S...

G Groupon: Deals an...

Buy and sell used

letgo

What are you looking for?

Log In

Sell Your Stuff

LOCATION

Change Location

CATEGORIES

Cars

Free Stuff

Electronics

Other Vehicles and Parts

Sports, Leisure and Games

Home and Garden

Movies, Books and Music

Fashion and Accessories

Baby and Child

Other

Grey Vacuum Cleaner Newark

Coffee Table.read Ad Brooklyn

Fear 3 Ps3 Game Bronx

Black Jaybird USB To Phone Connector Brooklyn

Black IPhone 7 Set New York

Honda - Accord - 2008 Secaucus

On Sale

2:41 PM 9/25/2017

MYNTRA

The screenshot shows the Myntra website homepage. At the top, there's a navigation bar with links for Men, Women, Kids, Home & Living, and a search bar. Below the navigation is a banner featuring four promotional offers: 'Half Price Store' (SHOP), 'FW'17 New Arrivals' (EXPLORE), 'You can't go wrong with this GIFT NOW' (GIFT NOW), and 'Rs. 1000 Off on First Order' (SIGN UP). The main content area features a large image of a man and a woman wearing motorcycle helmets, with the text 'The Roadster Life Co.' overlaid. Below this is a Windows taskbar showing various open applications like File Explorer, Edge, and Firefox.

EBAY

The screenshot shows the eBay website homepage. At the top, there's a search bar and a banner advertising a \$782 savings on car and home insurance with Liberty Mutual. The main content area features a large image of two gold-colored iPhone 8 phones. To the left is a Captain America shield graphic. Text on the page includes 'iPhone 8 is Here. Right Here.' and 'Upgrade to the next generation of iPhone.' A 'Shop Now' button is visible. Below the main image is a yellow promotional box for Liberty Mutual Insurance, stating 'YOU COULD SAVE \$782 ON CAR AND HOME INSURANCE' and 'GET A QUOTE'. The bottom of the screen shows a Windows taskbar.

BESTBUY

The screenshot shows the Best Buy homepage with a banner titled "Featured Offers". It features three main product highlights:

- Samsung Galaxy Note8**: NOW AVAILABLE. Description: Shoot photos like a pro, take handwritten messages and much more. [Shop Galaxy Note8](#)
- FEATURED PRODUCT Apple Watch Series 3**: [Shop now](#)
- FEATURED PRODUCT Star Wars™: Jedi Challenges**: Awaken your inner Jedi with a new smartphone-powered augmented reality experience. [Learn more about this experience](#)

The Windows taskbar at the bottom shows various open applications and the date/time (9/25/2017, 2:43 PM).

2.Claim Analysis: To order food from restaurants located nearby. This ordered food can be delivered to our home address.

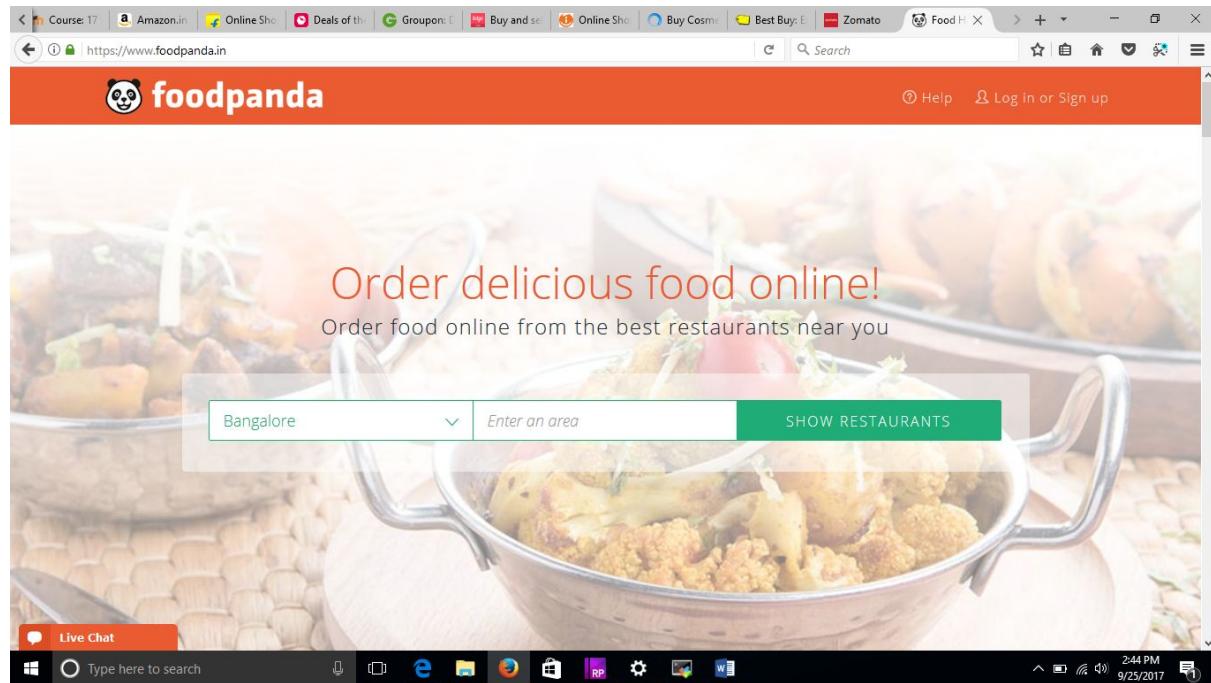
ZOMATO

The screenshot shows the Zomato homepage for Newark, New Jersey. It features a banner with the text "Find the best restaurants, cafés, and bars in Newark, New Jersey" and a search bar for "Newark, New Jersey". Below the banner, there are several promotional sections:

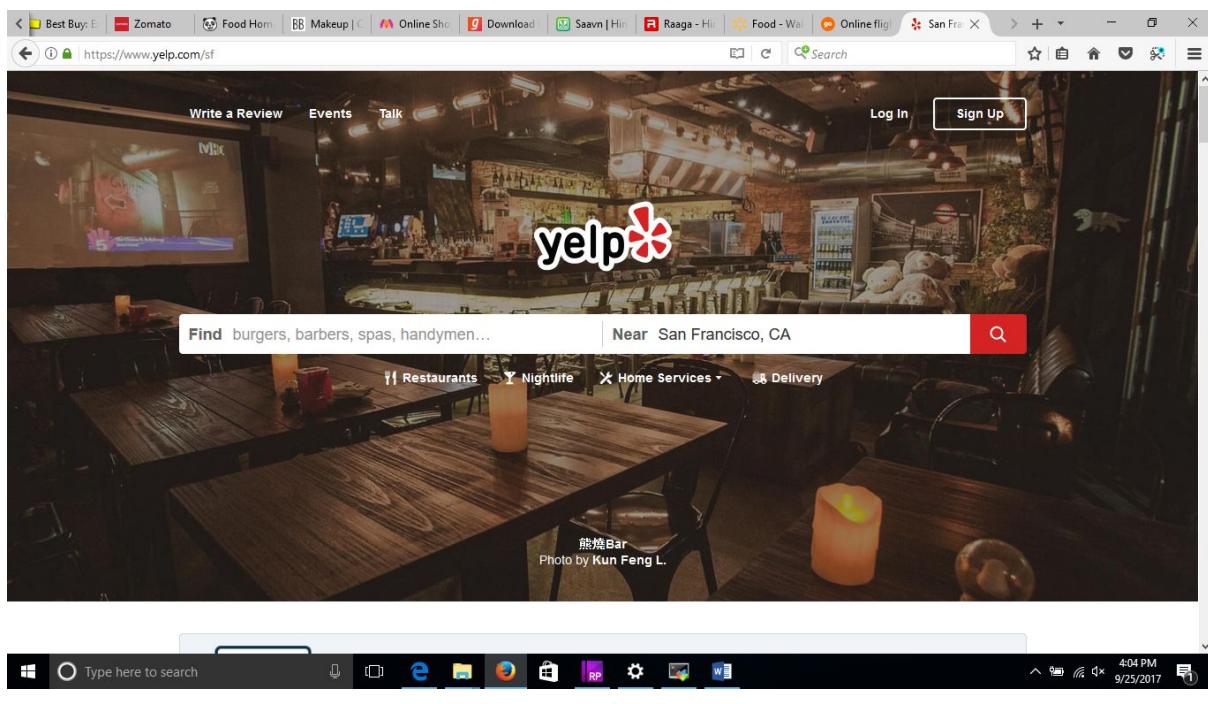
- Collections**: Explore curated lists of top restaurants, cafes, pubs, and bars in and around Newark, New Jersey, based on trends.
- Trending this week**: The most popular restaurants in town this week. (Image: small square with blueberries)
- Happy hours**: Great deals on booze. Happy hours indeed. (Image: glass of beer)
- Welcome back Aqsa Shaikh** (User profile)
- Kickass burgers**: Hamburgers, grilled burgers, veggie burgers or just a classic cheeseburger, these burger

The Windows taskbar at the bottom shows various open applications and the date/time (9/25/2017, 2:44 PM).

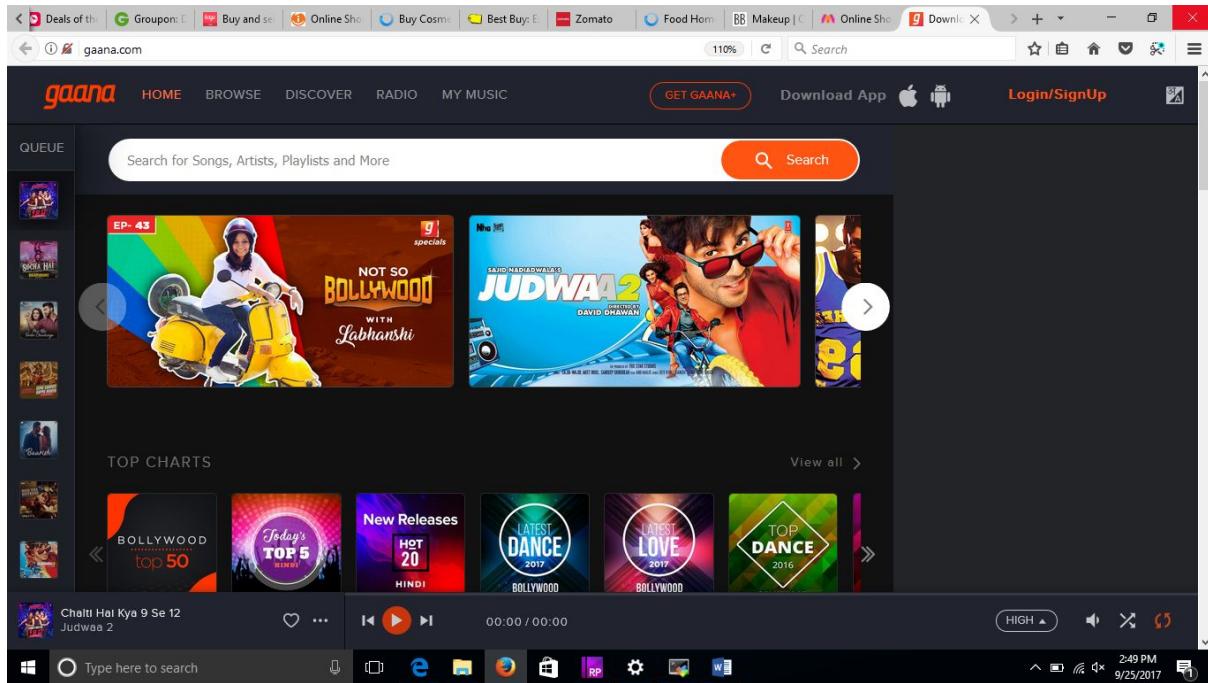
FOODPANDA



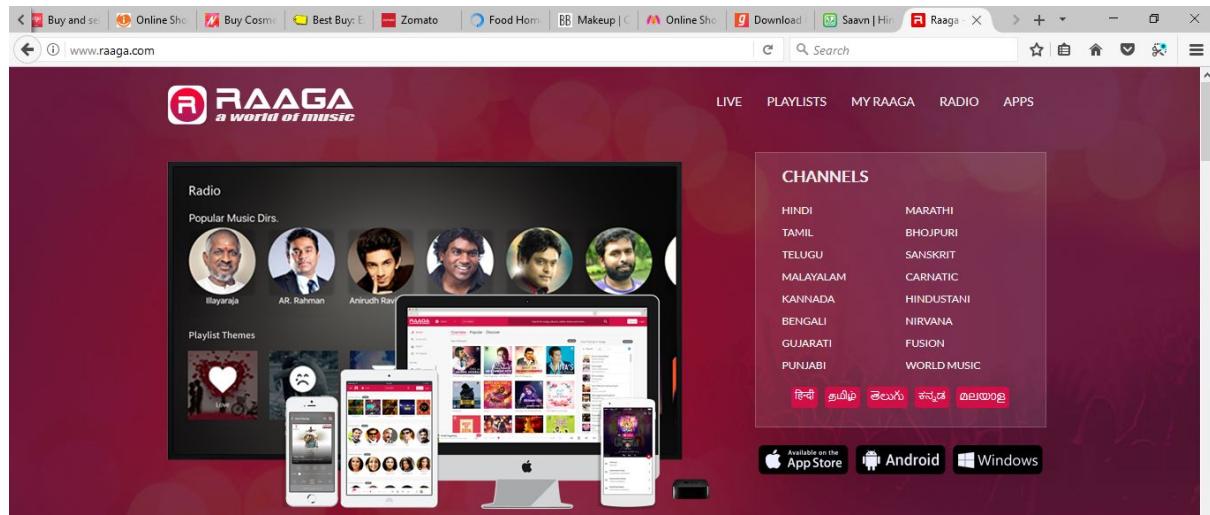
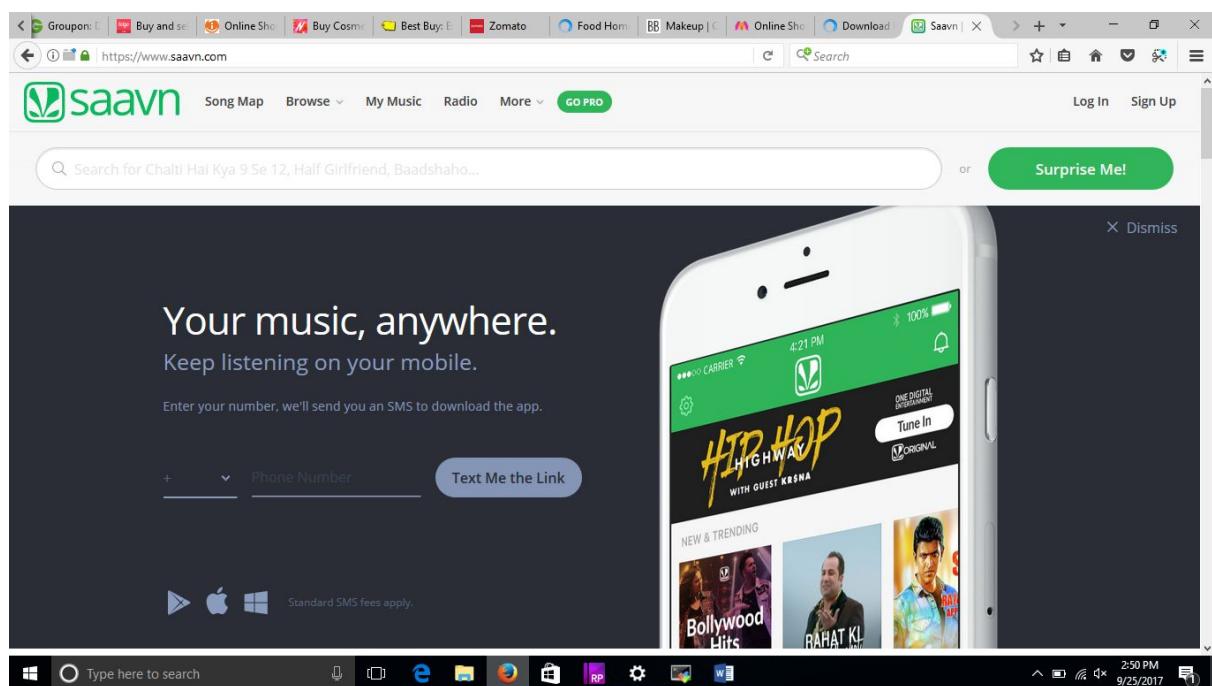
YELP



2. CLAIM ANALYSIS: To download and listen songs online. The songs can be of various genres.



V



Unlimited Music Anytime, Anywhere

Raaga has a huge catalog of songs, from massive hits to rare gems to cult classics, with more added every week. Discover, enjoy, and share the music you love.

3. CLAIM ANALYSIS: To search and book tickets online (ranging from hotels, flight bookings etc.) across various destinations worldwide.

Screenshot of the Makemytrip website showing flight search results from Newark (EWR) to Minneapolis (MSP) on 29 Sep, Fri for 1 passenger in Economy class. The search bar includes options for One Way, Round Trip, and Multi City. A sidebar on the right features promotional offers like "Up to Rs.2,000 INSTANT DISCOUNT on DOMESTIC FLIGHTS" and "Zero Cancellation Charge on Flights".

Screenshot of the Yatra website showing flight search results from Newark (EWR) to Minneapolis (MSP) on 29 Sep, Fri for 1 passenger in Economy class. The search bar includes options for One Way, Round Trip, and Multi City. A sidebar on the right features promotional offers like "Get up to ₹1,500 Off On Domestic Flights" and "Up to ₹15,000 off On International Flights".

Buy Cosme Best Buy Zomato Food Hom Makeup Online Shop Download Saavn | Hir Raaga - Hir Food - Wai Online

ibibo Group Pvt Ltd (IN) https://www.goibibo.com

Search 24x7 goCare Support Sign In/Sign up

₹0 Earn gocash

Book Domestic & International Flight

● Round Trip ○ One Way ● Multi City

From: City or Airport To: City or Airport

Depart: Return: Travellers: Class:

Choose Date Choose Date 1 Traveller(s) Economy

Show Student Fare Only NEW CHEAPER TOGETHER Flight + Hotels Get Set Go

Explore the world of DUBAI

Jet Airways Sale Lowest Fares starting @ Rs.8584*. Valid till:30th Sep 2017 BOOK NOW

Qatar Airways Sale Fares starting @ INR 37,700 for Americas & Europe. Valid till:28th Sep 2017 BOOK NOW

Fly Global Offer Get Upto Rs.5000 Instant Discount on International Flights. Valid till:30th Sep 2017 BOOK NOW

Awesome First Flight UPTO ₹1500 Instant Discount On Domestic Flights

Type here to search 3:55 PM 9/25/2017

U B E R

Filter Trips MY TRIPS

Pickup	Driver	Fare	Car	City
05/14/17	Ravindra	₹232.79	property.display_name.c9b2c32d-64c8-50c7-bbd1-1619b34c1220	Mumbai

Aqsa My Trips Profile Payment Free Rides

₹232.79 Sunday, May 14, 2017 8:20 PM

★★★★★



- Driver Referrals
- Passenger Referrals
- Connected Services
- Gift Cards
- Help

Create a Custom Referral Code

All referral codes can be used to refer passengers and drivers

CREATE

Your Invite History

[Current Payout](#) [Last 30 Days](#) [All Codes](#)

4. CLAIM ANALYSIS: IT allows to rate/review ans select a professor.

The screenshot shows a web browser window with the URL www.ratemyprofessors.com. The page title is "RATE MY PROFESSORS". A search bar at the top contains the placeholder text "SEARCH FOR A PROFESSOR OR SCHOOL". Below the search bar, there is a large blue banner with the text "Rate your professor" and a search form. The search form includes a text input field for "professor's name", a green "Search" button, and a "CANCEL" link. The background of the banner features various academic icons like books, a lightbulb, and a graduation cap. At the bottom of the banner, there is a message from Google Chrome: "Switch to Google Chrome for a better browsing experience." with a "Download Now" button. Below the banner, there is a "MORE FROM RATE MY PROFESSORS AND" section with a thumbnail image of a professor. The bottom of the screen shows a Windows taskbar with the Start button, a search bar, and various pinned icons. The date and time on the taskbar are 9/25/2017 and 4:18 PM respectively.

4. Personas

	Name-Arthur King	
	<u>Background</u> <u>Age - 52</u> <u>Role – Part time professor</u> <u>Field of study – Masters of Science in Information Systems</u> <u>Level of computer expertise – 30 years</u>	<u>Main points</u> ✓ He works in a MNC. ✓ Enjoys teaching coding. ✓ He has his own coaching class as well. ✓ Well trained in different languages.
Goals	Narrative	
<ul style="list-style-type: none"> · To earn a lot of money. · He wants to teach a lot of students coding who are afraid of the same. 	Arthur is a working professional in a Multi-National Company. He lives in Manhattan, New York with his wife. They have two sons, among whom, the elder son is settled on his own in a different state of USA. The younger child is still in school and thus requires funding for his dream school, MIT. Arthur is proud of his son and wants him to dream big. Though he works at a good position in the company, the lifestyle requires a lot of money when living at a posh area such as Downtown Manhattan. He is thus interested in earning some extra dollars by teaching part-time at an university. This extra dollars in turn helps him keep a high standard in their living style as well as help him save for the dream school of his son. He has an experience in coding for about 30 years when he first started coding in high school and fell in love with it. He is exasperated to see many young people now don't like coding or are afraid of the same. He wants to show the easy way of achieving this in an easy way. He has thus taken up the job of part-time teaching in coding in different languages, mainly Java and PHP. He has been working for various companies in these fields for last 20+ years. He has also opened a coaching center for young undergraduates and even juniors who are interested in learning the various factors of coding and the high-level languages.	
Frustration and pain points		
<ul style="list-style-type: none"> · To fund his son's education. · To fund his own lifestyle in the costly city of Manhattan, New York. 		

Contributed by: Sucharita

	Name-Henry Nicholas	
	<u>Background</u> <u>Age - 21</u> <u>Role – Undergraduate Student</u> <u>Field of study – Bachelors of Science in Information Technology</u> <u>Level of computer expertise – 4 years</u>	Main points ✓ He enjoys math and coding. ✓ Enjoys playing sports and supports Chicago Cubs in MLB. ✓ He considers himself as Tech savvy.
Goals	Narrative	
<ul style="list-style-type: none"> · To complete his majors in Finance · He wants Finance relevant trainings and certifications within one year to improve his profile and skill. · He wants a rewarding, professional position he can be proud of. 	<p>Henry is the eldest sibling in the family. He comes from a small town in Jersey and he hopes that he would work in an urban area. He is an enthusiastic person, filled with energy and runs for an hour every day. Henry lives off campus in an apartment that he shares with two other students. He has a Facebook page and uses other social networking. He has an I-Phone, and considers himself tech savvy. Henry loves to play Football. He enjoys biking and hiking and feels there is much more excitement and entertainment in the cities. He is also interested in traveling and studying in other countries. Henry just finished his undergraduate Studies in Information Technology. He enjoys math and coding however his skills are above average. He had considered engineering, but wonders if there might be another field that he could consider as he feels an affinity towards Finance and Politics. He had a good knowledge of Finance because of his Dad as he was a Financial Analyst. Recently, Henry met a Finance major. Upon having a conversation with him, he started getting interest in Finance. He had a basic knowledge of Capital Markets, however he wanted to do majors in such a field that could include his computer skills as well. He is planning to learn more about this program. He realizes that he could use his skill of Finance and coding to best of its ability.</p>	
Frustration and pain points		
<ul style="list-style-type: none"> · To fund his Education. · Concerned about finding employment after graduation. 		

Contributed by: Wilfred

	Name-Daniel Brown	
	<u>Background</u> <u>Age - 23</u> <u>Role – Graduate Student</u> <u>Field of study – Information Systems</u> <u>Level of computer expertise – 5 years</u>	Main points ✓ He can Rate/Review Professor's ✓ He can compare between Professor's ✓ He can view demo lectures
Goals	Narrative	
<ul style="list-style-type: none"> · To select a course · To select a professor of the course · To select teammates for projects 	<p>Daniel is the only child of a famous businessman in New Jersey. He can afford a very costly university, but he choose the New Jersey Institute of Technology for the reputation it has in Information Systems course of the Graduate Studies. Therefore he chooses Master of Science in Information Systems and enrolls himself in the first semester. The next problem that he faces is during registration of the courses. He has to select his subjects and the respective professors. Daniel wants easy grades as he won't be able to dedicate much of his time in his studies. He works part-time at his father's store. Now he is confused between 2 professors teaching the same subject/class in that semester. He has heard good feedback about both the professors from his peers/mentors. So he checks online for the rating but both of them have similar ratings and reviews do not include if any of the professor is strict or easy grader. Both also have similar professional background and experience. Therefore selecting one of them is a very difficult task as both are highly recommended by his seniors too.</p>	
Frustration and pain points		
<ul style="list-style-type: none"> · To differentiate between professors having same rating · Non-accuracy of rating may end him up at selecting wrong professor 		

Contributed by: Sucharita+Aqsa

	Name-Adalyn Taylor	
	<u>Background</u> <u>Age - 26</u> <u>Role –Graduate Student</u> <u>Field of study – Masters in Information Technology</u> <u>Level of computer expertise – 5 years</u>	<u>Main points</u> ✓ She enjoys coding. ✓ She is fitness freak ✓ She considers herself as future data analyst
Goals	Narrative <p>Adalyn Taylor is the eldest sibling in her family. She is a very serious person and knows her responsibility well and being the elder sibling, she has even more pressure of earning well and help others in her family. She is very punctual and equal priority to health. She was very bright student and is always eager to learn more and gain more knowledge. She has done her undergrad in Computer science. She felt that she also needs to achieve master's degree to achieve her goals. She also ensures that she reads whatever being taught on the same day and marks her doubts so that she is well prepared before something new is taught. She has recently got an internship in amazon as data manager. Doing internship, she became familiar how important teamwork is and the areas she needs to improve to get a good desired job. Apart from studies she also likes to travel and visit different countries. She also does community service by helping a NGO.</p>	
Frustration and pain points	<ul style="list-style-type: none"> She has to take education loan to complete her master's degree Concerned about getting internship and job in her dream company 	

Contributed by: Divya

	Name-Arya Smith	
<u>Background</u> <u>Age - 34</u> <u>Role – Part time Professor in Graduate School</u> <u>Field of study – Computer Science</u> <u>Level of computer expertise – 12 years</u>	Main points ✓ Enjoys teaching Students and counselling them ✓ Still enjoys learning new technology ✓ Actively involved in research work	
Goals <ul style="list-style-type: none"> · To become a full time employee in graduate school. · To help students to understand and learn programming. 	Narrative Arya is a part time professor in a Graduate school. She lives near the school with her husband and two kids. Besides from being a professor she is also a part time developer, but now she wishes to pursue teaching as her full time profession. She completed her school from a small town in California and later moved to Chicago to pursue her higher education, where she was introduced to programming. She learned to code in various languages and later became an expert in that field. She was working from home as a developer but since childhood she was inclined towards teaching and spreading knowledge to all, this led her to become a professor in a graduate school. Being a developer she was very happy and satisfied, but she it comes with great responsibility, she has to take care of her kids and the house. Her husband usually travels overseas for work, so she is the one who has most of the responsibility. Moreover she always admired her teachers who introduced her to the passionate world of coding. She believes that if her teachers had not helped her enough she would never have tried programming. A teacher is the best guide to the student, she wants to help young students to learn programming and she also loves to guide and counsel kids to take up right decisions in life. Being a full time professor would help her to share her knowledge with the kids and also would allow her to give time to her own family	
Frustration and pain points <ul style="list-style-type: none"> · Handling the responsibility of being a developer and taking care of kids. · Concerned about being appointed as a full time employee in the graduate school. 		

Contributed by: Aqsa

	Name-Rose	
<u>Background</u> Age-21 Role- Grad Student Field of study- Information Systems Level of computer expertise- No experience		Main points She can Rate/Review Professors. She can compare between various Professors. She can view demo lectures
Goals	Narrative	
<ul style="list-style-type: none"> · To select an appropriate course. · To select a professor of the course who can help her gain practical knowledge and its application in day to day world. 	<p>Rose is a grad student admitted to a University in the US. She aspires to become a software engineer in a multinational giant. To achieve her dream she needs to have a firm hold on programming languages. Because of her lack of professional work experience she is unable to select a professor in particular as the reviews are a bit technical to her. To add to her concern inappropriate rating will not help her either.</p>	
Frustration and pain points		
<ul style="list-style-type: none"> · To differentiate between professors having same rating · Technical reviews would not be useful to her because of her lack of prior experience. 		

Contributed by: Arjun

5. Problem Scenario

Problem Scenario



Daniel Brown

Daniel Brown is a pass out student from High school. He lives in New Jersey with his parents. His parents have suggested him to join a Technology school in New Jersey. But Daniel has a passion for Dance since childhood. He has learnt many dance forms of dance like Hip-Hop, Jazz, Contemporary, Salsa but his favorite style is Jazz style. Daniel wants to make his career in Dancing profession but his parents are against it and they believe its important for Daniel to get a degree in engineering for a bright and secured future. Daniel tried too hard to explain his parents but he never succeeded in convincing them. Therefore, he decided to join a Tech school that is New Jersey Institute of Technology and focus on his dance passion side simultaneously. Daniel joined NJIT and now is registering for courses when he realized that for one of the core subjects all slots were filled except for one professor. He checked the reviews and comments of the professor of that subject and he got to know that this professor was excellent in the subject he taught but was very strict with the class and his classes involved being very interactive with lots of projects, assignments and mostly group work. Daniel wanted a professor who was easy going and not give too much of assignments so that he could dedicate most of his time to his dance practice and learn new dance forms and would have to study very less and still manage a good grade. Daniel is a very shy person who does not talk much to his peers and most of the time is alone and engrossed in his rehearsals. For him doing group Assignment is not a easy task and he does not likes to talk to anyone. Daniel did his research online and found a professor that meets his needs but unfortunately the slots of that professor are filled. Now Daniel needs to speak with the undergraduate advisor of NJIT and hopes to find a solution to his problem as soon as possible.

Problem Scenario (Storyboard form)



Contributed by: Sucharita+Aqsa

Problem Scenario



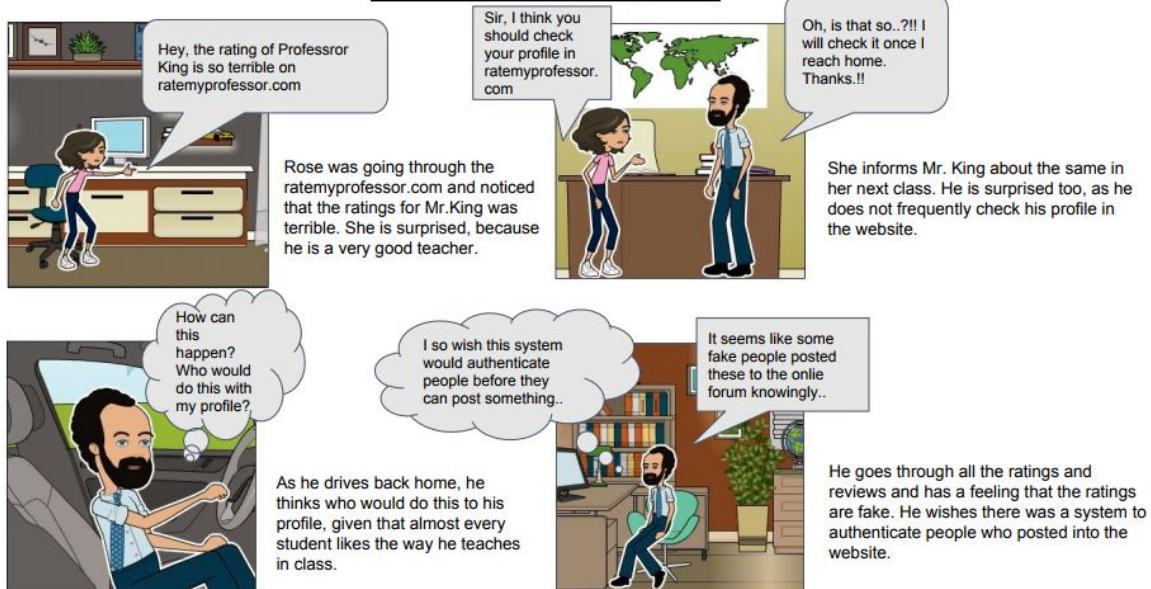
Arthur King

Arthur works at NJIT as a part time professor and he teaches Coding in Java and PHP. He also has a coaching center at home where he teaches coding to anyone who is interested. As he is not a full time professor, and works in a MNC at NYC, he is not very interested in what his students think about him and this profession is just a way for him to earn some extra dollars. He is not a person who would take a look at his profile in any rating system frequently.

One day, one of his students, Rose Smith comes to his class and informs him that when she was going through the RateMyProfessor website, she noticed, that there were multiple ratings and reviews from anonymous people claiming that Arthur is not a good professor and writing fake things about him. Arthur immediately opened his profile in the RateMyProfessor website and went on through the reviews. These multiple fake ratings have made his rating look very low, even though most of the genuine reviews are quite good and informative. He realised, this might be work of people who are not from the school and with whom he might have a competition at work.

As anybody can rate and review any professor in the RateMyProfessor application, the authenticity of the reviews are not considered when somebody posts a rating/review. He wishes there was a system which would authenticate students before anybody can post a rating. That way, the overall ratings will be genuine.

Problem Scenario (Storyboard)



Contributed by: Sucharita

Problem Scenario



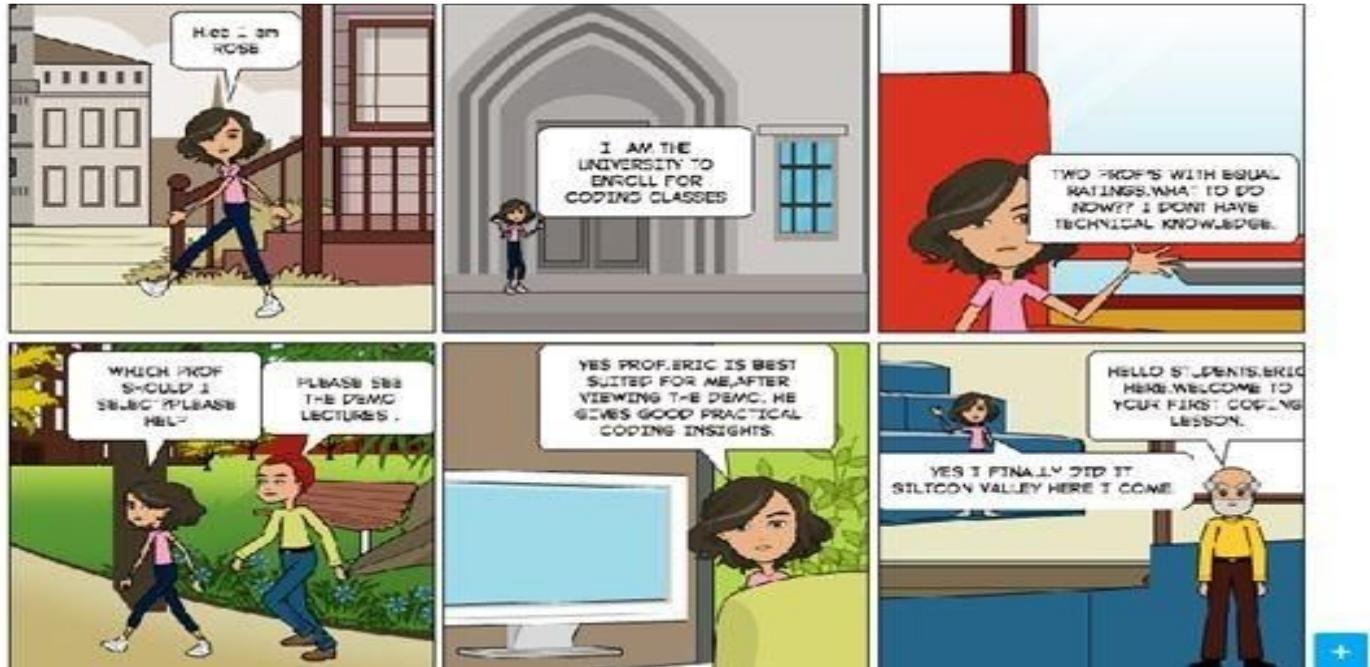
teach.

Rose Smith

Rose is a grad student admitted to a University in the US. She aspires to become a software engineer in a multinational giant. To achieve her dream she needs to have a firm hold on programming languages. Because of her lack of professional work experience she is unable to select a professor in particular as the reviews are a bit technical to her. To add to her concern inappropriate rating will not help her either.

Her main aim is to select a professor of the course who can help her gain practical knowledge and its application in day to day world. As knowledge about a course without knowing its practical implementations is futile. The main aspect that frustrates her is the selection of two professors who are rated equally well in rate my professor. She then takes the help of her seniors who were there in similar situation a year ago. Seniors suggest her to go professors website and view demo lectures. She then goes through the demo lectures that are uploaded in the professor's site. By doing so she gets familiar with the methodology and the way they

Rose is now able to select a professor, thanks to her seniors who guided her the right way. She has successfully enrolled herself for the particular class she desired and would help her in achieving her long term dream. She now aims at learning the programming languages from grassroots level with a one pointed aim of maximizing her chances of getting into MNC giants in silicon valley.



Contributed by: Arjun



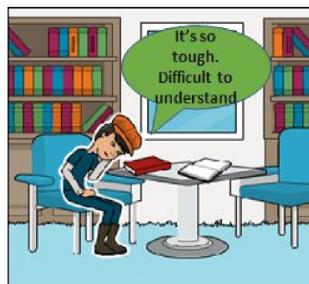
Henry Nicholas, a pass out undergraduate student who was pursuing his undergraduate in Information Technology from New Jersey Institute of Technology. Henry is the eldest sibling in the family. He comes from a small town in Chicago. His father is a financial analyst in a reputed firm and he hopes that he would too work in an urban area like his father. He is an enthusiastic person, filled with energy and runs for an hour every day. Henry lives off campus in an apartment that he shares with two other students. He has a Facebook page and uses other social networking. He has an I-Phone, and considers himself tech savvy. Henry loves to play Football and solves Rubik's cube in his free time. He also enjoys biking and hiking and feels there is much more excitement and entertainment in the cities. Henry enjoys math and coding however his skills are above average. However, during his four year undergraduate studies he was finding the subjects and courses that he took as part of his curriculum more challenging which led to hatred towards what he was currently studying.

When Henry was in his final year, he met a finance major in his college and he had recommended to attend a seminar on Capital Markets. Henry attended the seminar and he **Henry Nicholas** started gaining interest towards finance. He started attending more seminars and workshops relating to the subject and gained a lot of knowledge in the field of finance. He even started asking doubts to his father and started gaining interest. With the knowledge and interest he was gaining in the field of Finance he wanted to study further in the related field. Henry wanted to do Masters in Financial Engineering. So he started to hunt for universities online that would offer such courses. He wanted a university that would help him enhance his skills that he learned in undergraduate like math and coding and use these skill in the finance domain. He started researching universities over the internet which would offer him the courses as well as preview the bio of the professors who teach in that particular university. He even started having conversations with seniors who have passed out with a Financial Engineering Degree. The major concern for Henry was that he was switching his major from one domain to another, so he was worried if

that could impact his profile, so he wanted to make sure that he gets the right professor for the courses he would enroll. He would also check the ratings and review of the professors online.



This is Henry Nicholas, a pass out undergraduate student who was pursuing his undergraduate in Information Technology from NJIT



Henry was getting frustrated as his courses were getting tougher and challenging.



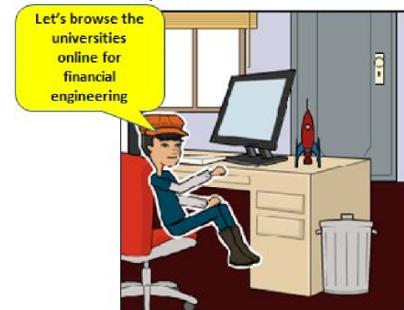
Henry met a finance major in his college and he had recommended to attend a seminar on Capital Markets



Henry attended the seminar and he started gaining interest towards finance



Henry consulting with his dad about his future



Henry started to hunt for universities online that would offer courses. He wanted a university that would help him enhance his skills that he learned in undergraduate like math and coding and use these skill in the finance domain.

Contributed by: Wilfred

Problem Scenario

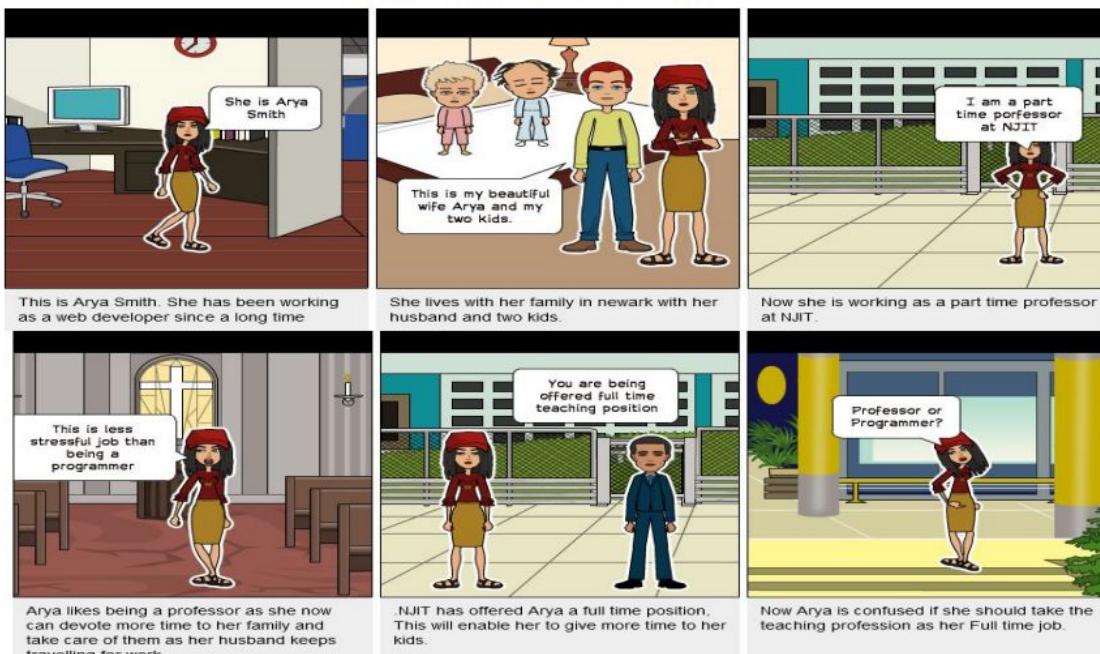


Arya is a mother of two kids and lives in Newark with her family. She is a very independent woman who has been living on her own since she was 16. She completed her Graduation in Computer Science and her main field of interest is Programming. She has been coding since last 15 years. She knows almost all Programming languages and is an expert in each. After her graduation she worked full time as a Web Developer and has worked on many projects ever since.

Arya is now a mother of two kids and her husband is a businessman who usually travels the world for his business, so he is very rarely at home with them. Arya since her childhood days wanted to be a teacher , she had decided that after her graduation she would take teaching as her professional career but she later accepted the position of Web Developer due to the passion she had for Programming. The job of a Developer is tough, you need to devote a lot of time and efforts to every project

Arya Smith and is a very stressful job. She was offered the position of a part time graduate professor in NJIT and she took it up and now she is really liking the teaching part as she feels that now she can complete her dream of being a Professor though she misses working on Programs and meeting deadlines but she also feels that this teaching job gives her time to focus on her family as well. Her husband being travelling for most of the time leads to more responsibility of the kids to her which now she can fulfill easily. She is now offered the position of a full-time professor in NJIT due to her skills and hard work.

Problem Scenario (Storyboard)



Contributed by: Aqsa

Problem Scenario

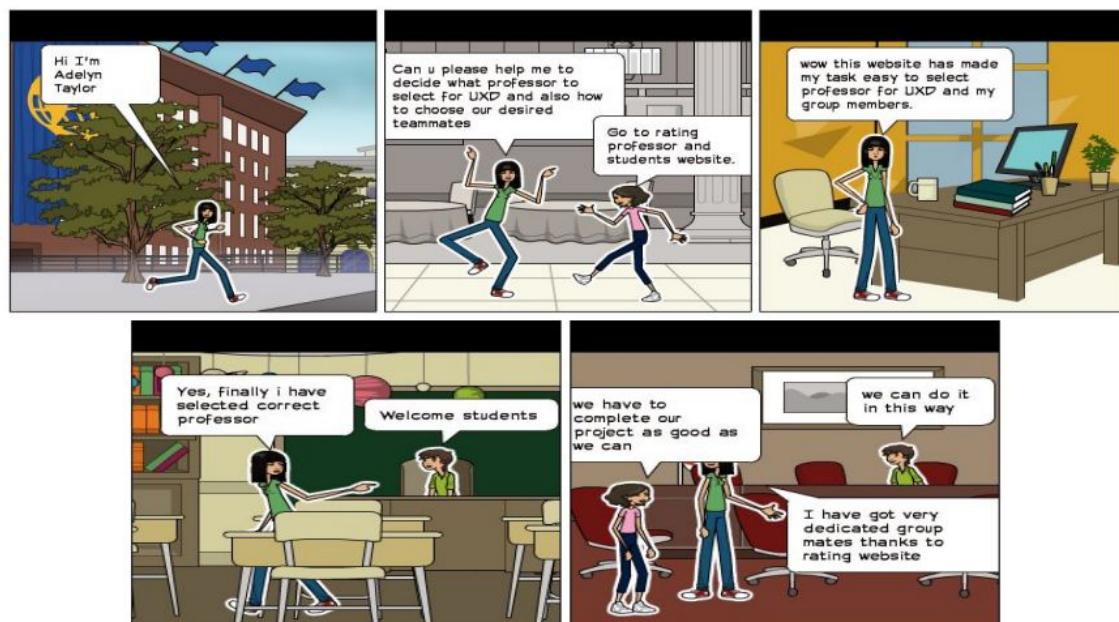


Adalyn Taylor is a graduate student in NJIT. She is a fresher and has 4 years of experience in software company. She has a goal to become an entrepreneur and start her own software company in future. She wants to increase her technical knowledge so that she can fulfill her desired goal of becoming an entrepreneur. Her main problem is selection of professor for her course and her group member who could help her in her project and have experience or desired set of skills. Being a fresher, she is unaware of what professor to select and who to select as her group members. She asks her senior for help. Her senior suggests her a website where she can not only search professors available for her desired course but can also select her group member easily. In addition, she can also view demo lectures of professors to get some idea about professors teaching skills.

Adalyn Taylor Taking her friends advice, she visits suggested website and can see what all professor are available to teach her the course she intends to take. She checks their rating, teaching experience, comments and demo lecture to select her professor for the courses she intends to take. She can also easily select her teammates using this website.

Finally, before her course starts, she has selected her professor and group members with whom she wants to do a project.

Problem Scenario (Storyboard)



Contributed by: Divya

6. Activity Scenario



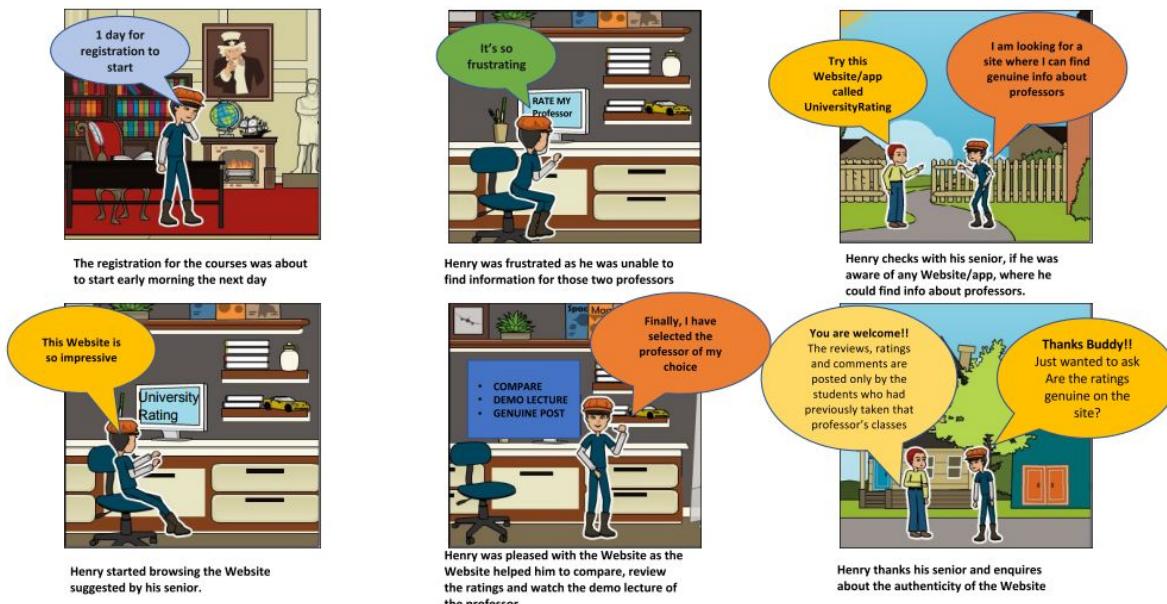
Henry Nicholas

It was late in the evening and the registration for the courses was about to start early morning the next day. However, Henry who was yet to finalize his final list of courses and was confused as to which professor he should take for this semester. Having browsed the Rate My Professor, he was unable to come to any conclusion as the comments, reviews about the professors were not genuine and trustworthy. Henry then called one of his friends who was his senior in the university and he suggested Henry a Website/App that would give him detailed information about the professors of his choice.

The Website/App's name was called "**UniversityRating**", Henry started using this Website and signed up with his college id for the same. The Website included all the details of professors and students. The main functionality of the Website was to Find Professors, Universities and review the ratings of the same from a list of professors. Additionally, students and professors could rate other students too. Also, the Website contains the feature of a detailed comparison between Professors which will help Henry decide which professor he could take for this semester.

In addition to the Comparison of professors, Henry was also happy that he could view a demo lecture of each professor. The reviews, ratings and comments that are posted on the Website are posted only by the students who had previously taken that professors classes. Looking at this authenticity, Henry was pleased with the reviews and comments that were posted on the Website, that helped him choose the professor. Henry started feeling hopeful that he could now be confident and register for the courses for this semester. He was also confident that he could do research work with a professor of his choice.

Activity Scenario (Storyboard form)



Contributed by: Wilfred



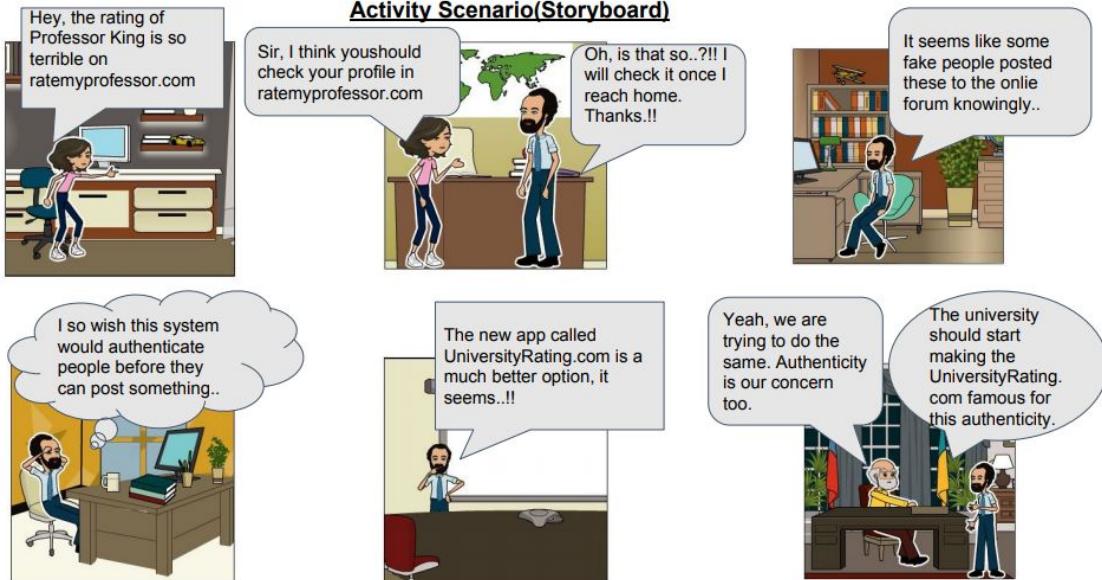
Arthur King

Arthur is a part time professor at NJIT and does not worry much about his rating online. But just as nobody really wants a bad profile online, he ensures that his students are happy with his teachings. He does not frequently check his profile on the ratemyprofessor.com website. One day, when his student Rose informed him that his ratings and few reviews are not appropriate to what she thinks should be, he immediately opens up the website and checks through all the reviews.

Users are anonymous on the site and that too, for good reason. But this time, he faces problem with identifying if the ratings are genuinely given by his students or not. He realises that anyone can post rating/reviews on this site. So he wonders if these ratings are given by people at work, those who jealous of his success and have competition with him at the MNC he is working in. This could be a case, but at this point of time, he has no way identifying anyone or the problem and has no solution of how to deal with this.

After a few days of information gathering, he then comes across another new application doing the similar kind of ratings and reviews for professors, and additionally for students as well. This site would have authentication of the students rating a professor, such as their college ID number and verifying if the student has actually taken a class with any particular professor before they are allowed to post on the site for that professor. This site is already being hosted through NJIT site, but because it is new, not much people have used it. He asks the administration of NJIT to start making the site famous, as it would definitely help almost all professors and the university reputation as well with the genuine feedback. This application can be used by multiple colleges and their students, who value in authentic ratings and thus this application might be a better choice over the ratemyprofessor.com website.

Activity Scenario(Storyboard)



Contributed by: Sucharita

7. Information Scenario

INFORMATION SCENARIO 1- Finding a Professor

Henry is now registering for courses. He opened the website of University Rating and he is prompted to either sign up or sign in. He clicks on SIGN IN button and he is redirected to another page where he has to put his COLLEGE ID username and Password for signing in. After that a page opens with an option of choosing if he is a student or a professor. He selects that He is a student option to continue his search. A new page opens displaying two options: 1. To Find a professor and 2. To find a student. So he selects the option Find a Professor. He is then redirected to a page where there are 2 dropdowns, one containing the list of all the professors participating in the website and the second dropdown contains all the university names as a list. The lists are retrieved from the database that the website is using for all the details. He selects one of the two professors for his course and clicks on Submit button. The professor's profile opens up with all his qualifications and research informations at the top and when he scrolls down the page, he finds many comments that students have written for the professor. The comments included a rating of the professor (out of 5 stars) and also tags like if he is an easy grader or if he gives many assignments or if his teaching skills are good. Moreover, Henry finds people writing comments of their own about their experience with the professor. He also finds a View Demo button for the professors which took him to a Youtube link of a lecture of the professor. Henry wanted a professor who would be easy going and would not give too much of assignments so that he could dedicate most of his time to his dance practice and learn new dance forms and would have to study very less and still manage a good grade. Henry finds a button saying COMPARE. He clicks on the button and he is redirected to another page where the profile of his first professor was already loaded and a second option for adding another professor was given. He chooses his second professor from the dropdown and clicks on ADD button. When he clicks on the ADD button, a table was displayed with details of both the professors. The comparison was made based on the many points including: Department, Qualification, Areas of Specialization, Research Papers, Interest, Awards and honors, Grading Policy, Number of assignments, Teaching ability, Study Materials and Ratings in stars (out of 5) given by students. All these information are stored in the database and are retrieved when a particular request is made for the same.

INFORMATION SCENARIO 2- Finding a Student as Teammates

Henry has already registered for his courses for spring 2018 term. He has selected 3 courses and one subject that he has selected is Mathematical Finance. In the subject, he has to form a group of 4-5 students. Since he is a fresher, he is unaware about who his group member will be. Henry is a hardworking and dedicated student. He wants to form a group with people who are as dedicated as he is and ensures that assigned work is submitted on time. While registering for professor in university rating website, he remembers that in that website there

is a feature which helps in finding team members of our choice. So he visits University rating website. First of all he has to sign-up with his registered college ID. During sign-up, he chooses if he is a student or a professor. After successful sign-up, he has to sign in with his newly registered username and password. He gets two options: 1) Find Professor and 2) Find Student. After selecting find student, he is directed to next page. This page asks him to select a student from a dropdown and the name of the university from another dropdown. When the combination matches, he is shown the list of students with the same name in the university in a table below in the page. He can then click on each student's name links which takes him to the student's profile. In the student's profile, he finds a photograph of the student and all the details of the student like Department, Joining Term, Current GPA, Overall rating. He also finds a list of all the courses he has taken and also under which professors he has taken. If he clicks on the name of the professors in the list, Henry finds that he is redirected to the profile page of the professor in this website. Moreover on the student's profile page, he finds a list of all comments and tags and ratings(out of 5.0) any student or professor has rated that student. Moreover, Henry finds a RATE the student button, using which he could rate or comment on the particular student anytime afterwards. There is also a COMPARE button on the profile page. When he clicks on the button, he is redirected to another page where the profile of the first student was already loaded and a second option for adding another student was given. He chooses his second potential teammate/student from the dropdown and clicks on ADD button. When he clicks on the ADD button, a table was displayed with details of both the students. The comparison was made based on the many points including: Department, Qualification, Awards and honors, Previous Experiences, Punctuality, Seriousness and Overall Ratings in stars (out of 5) given by other students and professors

Contributed by: Arjun + Divya

8. Keypath Scenario Link

https://web.njit.edu/~sd686/uxdPrototypeV1/UXD_Week13/home.html

Contributed by: Sucharita+Wilfred