MILESTONE-1

Course Title: Human-Computer Interaction

Course Code: CSE 4451

Submitted to

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Asst. Professor of

UIU

Submitted By:

Group: **G**

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Problem Statement:

"The current dependency on Facebook as the primary platform for social media and chat management among students at United International University (UIU) poses several challenges, including issues related to privacy, security, and effective communication. There is a pressing need for a dedicated system to provide a secure, user-friendly, and academically-focused platform that enhances communication and collaboration within the UIU community."

Specific user group: UIU students.

Description of your data collection process:

Research method: Survey.
Because our target user group is students of United International University (UIU), conducting surveys is crucial to directly capture their opinions, preferences, and requirements. Surveys provide a structured and scalable method to collect quantitative data, allowing us to understand the diverse perspectives within the student body and tailor the communication platform to meet their specific needs effectively.
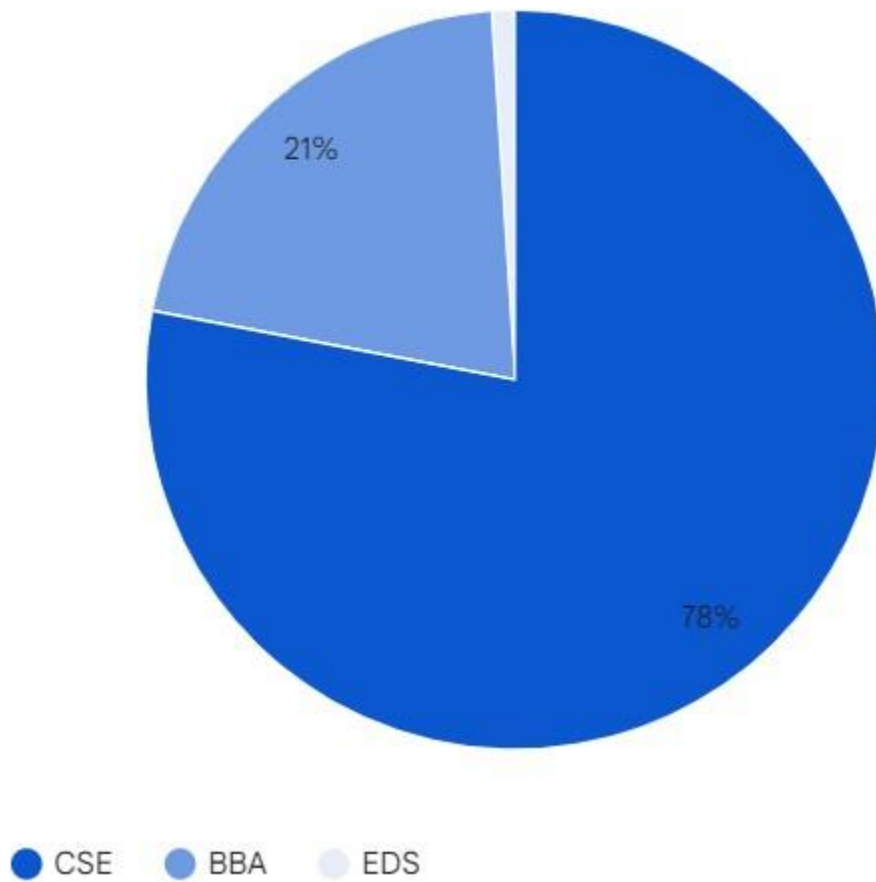
How did we reach out:
We reach our user group by using social media, in-person communication, mail, etc.
The Demographic of users: Our user group is UIU students so everyone is a current student or recently graduated from UIU. Everyone is around 20-25 years old.

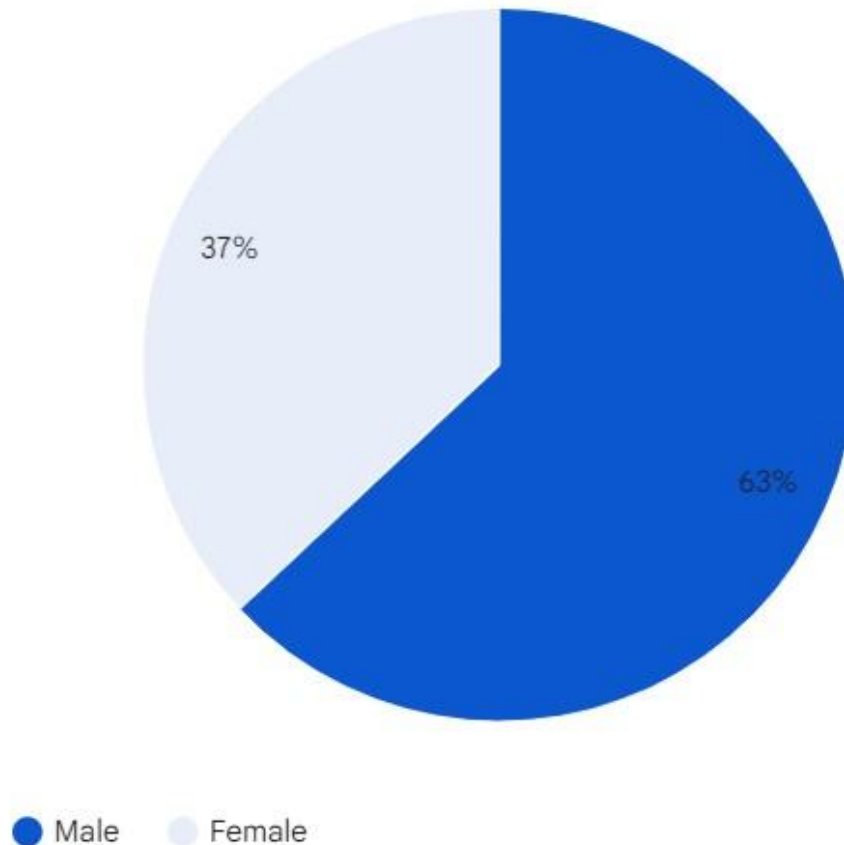They are from different departments like

Pie Chart of Data Distribution

21%

78%

● CSE   ● BBA   ○ EDS

Different Trimester

And different Gender

Pie Chart of Student Gender Distribution

37%

63%

● Male   ● Female

Data Type:
We have generated qualitative data from our research. We collected data by using Google Forms, which provided all the information together.

Data Record:
We record collected data from the survey conducted among UIU students using Google Forms, leveraging its built-in data collection and storage features. The platform allows for efficient aggregation and analysis of responses, ensuring a streamlined and organized approach to handling the survey data.

Challenges :

- Finding the right question was difficult
- Lots of garbage data generated from the survey
- Convincing the user group to fill out the survey
- User group complained about a hard question

How did we overcome:

Finding the right question:
Conducted thorough pre-survey research and collaborated with stakeholders to refine questions.

Garbage data:
Implemented validation checks and conducted post-survey data cleaning.

Convincing users to participate:
Used targeted communication, and incentives, and emphasized the impact of their feedback.

Difficult question complaints:
Actively sought and incorporated user feedback to modify or clarify challenging questions.

Final insights we find from the affinity diagram:
- User Experience
- Communication and Collaboration
- Security and Privacy
- Learning and Resources
- Professional Development
- Others

New Findings:

we found some suggestions from open-ended questions from the survey that I didn't know before like students want

- gaming features,
- job portal,

Confirmation:

We confirm That students want their own secured social media platform with a chat system. with learning, skill development, and essay communication systems.

Reference Paper:

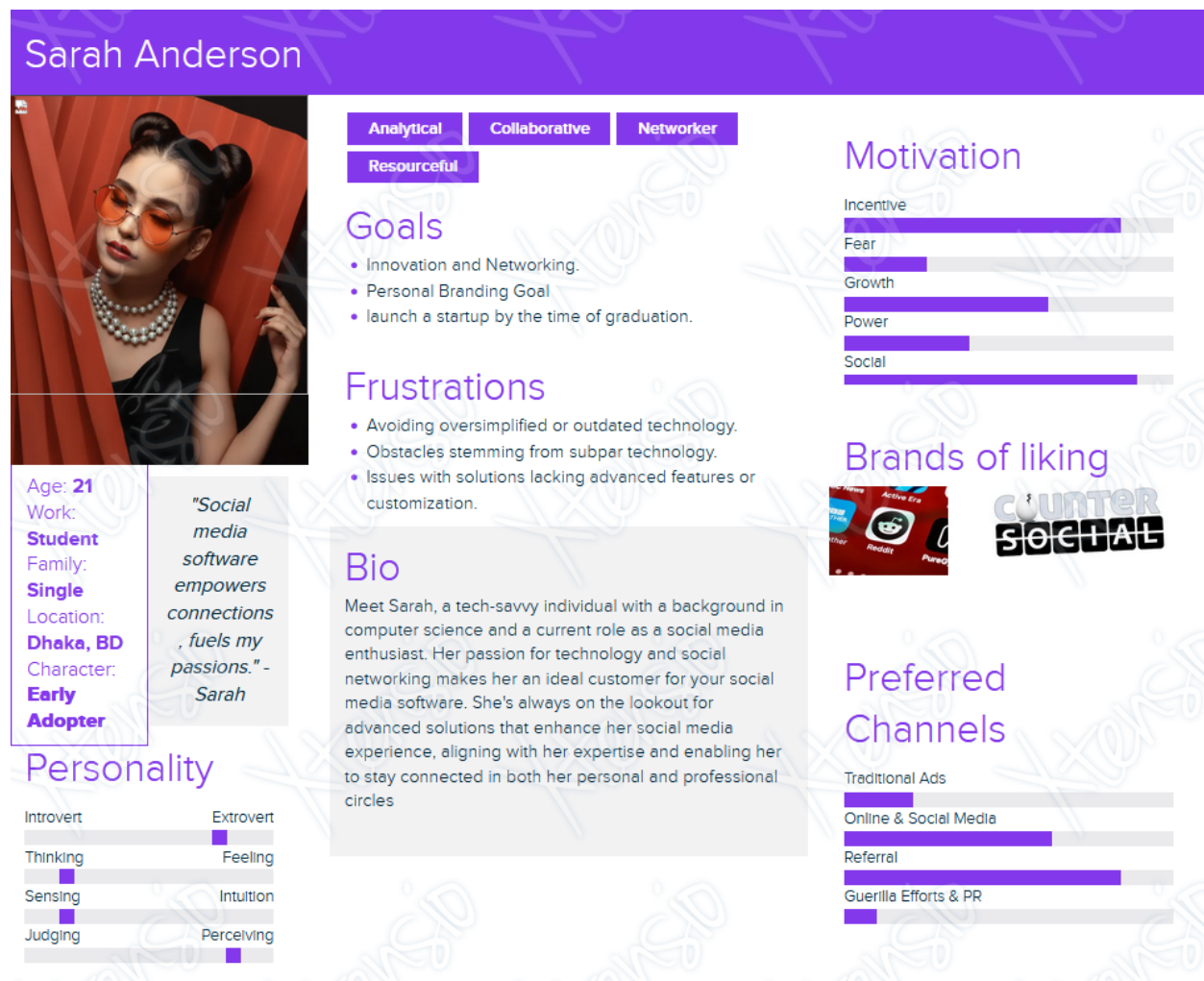1. **Student engagement: rhetoric and reality**
Paula Baron&Lillian Corbin
2. **Clarifying the concept of student engagement**
ByColin Bryson
3.Sajjanhar, Atul (2012). **Virtual worlds for student engagement**. Deakin University. Journal contribution. https://hdl.handle.net/10536/DRO/DU:30051391
4. Juan Contreras-Castillo , Carmen Pérez-Fragoso & Jesus Favela (2006) **Assessing the use of instant messaging in online learning environments, Interactive Learning Environments,** 14:3, 205-218, DOI: 10.1080/10494820600853876

Miro board link: https://miro.com/app/board/uXjVNfrrTzk=/
Docs link:
https://docs.google.com/document/d/19HJ7njMDsEVTKTguuKElm57NWnnuWad05M1wx0AmlEk/edit

User personas :

Sarah Anderson

Analytical Collaborative Networker Resourceful

Goals

- Innovation and Networking.
- Personal Branding Goal
- launch a startup by the time of graduation.

Frustrations

- Avoiding oversimplified or outdated technology.
- Obstacles stemming from subpar technology.
- Issues with solutions lacking advanced features or customization.

Bio

Meet Sarah, a tech-savvy individual with a background in computer science and a current role as a social media enthusiast. Her passion for technology and social networking makes her an ideal customer for your social media software. She's always on the lookout for advanced solutions that enhance her social media experience, aligning with her expertise and enabling her to stay connected in both her personal and professional circles

Age: **21**
Work: **Student**
Family: **Single**
Location: **Dhaka, BD**
Character: **Early Adopter**

"Social media software empowers connections, fuels my passions." - Sarah

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Motivation

Incentive
Fear
Growth
Power
Social

Brands of liking

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerilla Efforts & PR

User personas:

Motivation

Driven by the vibrant culture and rich history of Bangladesh, my character finds inspiration in the fusion of tradition and modernity. The colorful landscapes, diverse communities, and unique artistic expressions fuel her passion for design creation. Eager to weave her cultural roots into contemporary designs, she seeks to bring forth a harmonious blend that resonates with the global audience.

Biodata

Hailing from the bustling cityscape of Dhaka, this design-savvy student immerses herself in the world of creativity. With a keen eye for detail and a heart deeply connected to her heritage, she navigates the academic realm while embracing the rich tapestry of Bangladeshi life. Her diverse experiences, coupled with a commitment to continuous learning, shape her into a dynamic and culturally aware design creator.

Aisha Rahman
Design Creator

● ● ●

"Make your parents happy then yourself."

📞 +123-456-7890
✉ aisha@gmail.com
📍 Dhaka, Bangladesh

Personality

Design Sketch Thinking — 68%
Design Imagination — 95%

Skill

Layout ★★★★★
Color Selection ★★★★☆

Favorite Brand

Goals

Her ambition is to bridge the gap between tradition and modernity through her designs. With a vision to showcase the unique aesthetic of Bangladesh on a global platform, she aspires to carve a niche for herself in the design industry. Fueled by a desire to create meaningful, culturally resonant pieces, she envisions a future where her work not only captivates the eyes but also tells the story of her homeland to the world.

Scenario 1: Shazid is 23 years old and he is a student at United International University. Every day he went to university and attended exams and classes. He met many students from different classes. Recently before an exam, he found out that he needed help from a friend urgently because he forgot to note some important points, but he had no way to connect with him/her. There is social media but he doesn't know his friend's Id. He does not have any other ways to communicate with his friends.

Scenario 2:

Sarah, an enthusiastic UIU student majoring in Computer Science, found herself juggling multiple Facebook groups for her various courses. Amidst a sea of personal posts, memes, and event notifications, it was becoming increasingly difficult for her to locate and navigate through course-related discussions, announcements, and file sharing.

One day, Sarah was preparing for an upcoming exam in her Programming Languages course. She frantically searched through the Facebook group, hoping to find study materials shared by her classmates. However, the group was cluttered with irrelevant posts, making it like searching for a needle in a haystack. Frustrated and overwhelmed, Sarah ended up spending valuable study time on this futile endeavor.

The next day, Sarah found herself in a similar predicament when trying to coordinate a group project for her Artificial Intelligence course. The Facebook Messenger interface proved to be inadequate for managing multiple conversations and tasks simultaneously. As messages flooded in from different group members, Sarah struggled to keep track of the project's progress and ensure everyone was on the same page.

Disheartened by these repeated challenges, Sarah began to dream of a dedicated UIU communication platform specifically designed to cater to students' academic needs. A platform that would provide a clean, organized space for course discussions, file sharing, and collaborative project management. A platform that would allow her to focus on her studies without the distractions and inefficiencies of Facebook.

In her mind's eye, Sarah envisioned a system that would automatically categorize course-related posts and messages, making it easy to find the information she needed quickly and effortlessly. She imagined a platform that would integrate with the university's learning management system, providing seamless access to course materials and assignments. And she dreamed of a collaborative workspace where she could brainstorm ideas, share files, and assign tasks with her classmates in real-time.

As Sarah pondered the possibilities, she couldn't help but feel a surge of optimism. With a dedicated UIU communication platform, she knew that her academic experience would be transformed, allowing her to focus on learning, collaborate effectively, and achieve her full potential.
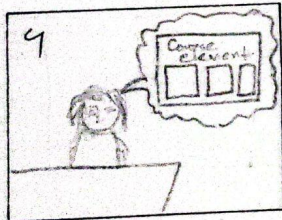
1

Sarrah's mind races as she tries to locate course-related information amidst sea of distraction
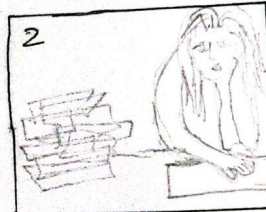
2

Sarah's frustration mounts as she realizes she's wasting valuable study time on futile endeavor
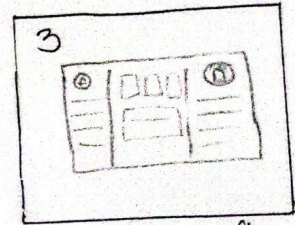
3

Sarah's inbox overflows with messages, making it difficult to keep track of the course's progress

4

Sarah imagine clean, organized space for course discussions, file sharing and collaborative academic management

5

Sarah feels a surge of optimism as she envisions a future where she can focus on learning and achieve her full potential