**Assignment 2 Part 1 and 2**

### **P1) Procedure of NeedFining (25%)**

1. Who are the end users (audience) of the app you designed prototype for?

Answer: For the sheridan courses app the end user of the app are following:

→ **College Students (18-30):** Ages can vary, will be the majority of userbase.

→ **Continuing Education Learners (45+ years old):** Oldr category and not the majority but we cannot ignore them.

→ **College Professors**: Professors can be of any age.

2. What should you consider for each group of audience for your app?

→ **College Students (18-30):**

→ Quick navigation features as these are tech savvy.

→ Interactive and visually appealing user designs, which give the app a fresh and modern look

→ **Continuing Education Learners (45+ years old):**

**→** User friendly user design for simple navigation between screens.

→ Older people generally prefer larger texts and clean simple font.

→ Not necessarily interested with stunning designs and UI

→ **College Professors**: Professors can be of any age.

→ Intuitive layouts and simple UI/UX which just gets the job done.

Answer:

3. Find similar successful apps (minimum 5 apps) to your application, and investigate what users liked or disliked about the application. Mention top five apps almost similar to yours.

There are plenty course app present in the market, let's go with popularity

→ **Pulse**: Identical use case as our Sheridan course app, but is more general because caters multiple colleges.:

* Likes: Clean and simple UI, easy to navigate
* Dislikes: To perform any task like downloading user is taken to the website.

→ **Coursicle**: Kind of similar to our use case, marketed as “The College App”.:

* Likes: Design is clean and intuitive to use
* Dislikes: Rating is 3.4 so not much popular, user dislike more functional aspects than design.

→ **Coursera**: Similar design wise as shows courses, but for open learning usecase:

* Likes: Excellent user interface with a professional look.
* Dislikes: Some reviews mentioned errors in video streaming which is more of a functional aspect.

→ **Udemy**: Similar to coursera for open learning but course UI is similar.:

* Likes: Comprehensive features for course content management, with clean and professional UI
* Dislikes: Highly respected any dislike I found were functional.

→ **Canvas Student**: Another course related app with similar interface:

* Likes: Intuitive UI and easy access to assignments, grades, and course material.
* Dislikes: Again not much bad reviews.

4. What examples of latent needs can you think of?

Our app offers a chat room feature, which is kind of a latent need, as students usually form groups at other applications like discord, slack etc. The students might not realize it but this feature will help separate their school related discussions and chat from all the random stuff on discord or other app. Also it will be easier to connect from other students in same courses.

5. What are good ways of finding latent needs?

1. Conducting interviews with open ended questions instead of objective format. As this will help understand the why and how behind the need.
2. Participant observation: Putting yourself in end user shoes and understand the need from their perspective.

For this I primarily used two methods:

→ **Naturalistic Observation**: Observe other people do task

1. Take note
2. Start specific then abstract to avoid tunnel vision
3. Spread out session
4. Find a partner
5. Looks for questions

→ **Participant observation:**  Doing the task myself to understand the problem better.

**Requirements:**

1. UI requirements: Intuitive navigation for user catering to different age groups with quick navigation, with enough design to engage all categories.
2. Medium to larger text as it helps older learners and doesn't hurt any other user.
3. Detailed screen with less text and visual representation, with proper spacing.

### **P2) Procedure of Competitive Analysis (25%)**

**Please write the name top five competitor apps**.

1. Pulse
2. Coursicle
3. Canvas Student
4. Sheridan Slate( A web app)
5. Discord (Our chat feature competes with this)

**Competitor Analysis Matrix**

| **Feature** | **Importance (Points)** | **Pulse** | **Coursicle** | **Canvas Student** | **Sheridan**  **Slate** | **Discord** | **Sheridan Courses App** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course List** | 10 | ✔️ | ✔️ | ✔️ | ✔️ | ❌ | ✔️ |
| **Detailed Course Information** | 10 | ✔️ | ✔️ | ✔️ | ✔️ | ❌ | ✔️ |
| **Assignment Tracking** | 9 | ✔️ | ❌ | ✔️ | ✔️ | ❌ | ✔️ |
| **Push Notification** | 8 | ✔️ | ✔️ | ✔️ | ❌ | ✔️ | ✔️ |
| **Group Chat Feature** | 8 | ❌ | ❌ | ❌ | ❌ | ✔️ | ✔️ |
| **Visual Design** | 9 | ✔️ | ✔️ | ✔️ | ❌ | ✔️ | ✔️ |
| **Accessibility** | 9 | ✔️ | ✔️ | ✔️ | ❌ | ✔️ | ✔️ |

**Create a comprehensive list of UX/HCI issues of your competitors here**.

1. Pulse: Limited customization for notifications (users can't control the types of alerts).
2. Coursicle: From what I found from review online some users mentioned “limited accessibility features (no screen reader compatibility or high contrast mode)”.
3. Canvas Student: Didn't found a lot for this.
4. Sheridan Slate (Web App): Old and clunky UI with limited responsiveness for mobile screens.
5. Discord: Too many Chat features not needed in our course app also limit on sharing in chat, overall not a direct competitor as different from our use case.

