

Group 2

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Game Idea

Buzzfeed type Quiz to determine which side of the mindset the user is more ie servant leader or entrepreneurial

Interview Questions (each team member finds someone to interview):

Formatting Questions:

1. **How long would you spend on a BuzzFeed-style personality quiz**
 - a. *"No more than 3-4 minutes"*
 - b. *"A couple minutes, let's say 5"*
 - c. *Max 2 minutes, an actual 2 minutes because once it gets past that point, I forget what I am even taking the quiz about, or I get mad about the type of questions*
2. **What is your experience with BuzzFeed-style quizzes (positive / negative impressions)**
 - a. *They are alright, not too accurate and can be fun to fill some time.*
 - b. *"The format is annoying because when you answer a question you can't change it"*
 - c. *Positive they save my boredom at 2 pm or 2 am or any day any time I will find a day to take it.*
3. **What device would you prefer to take the quiz on (phone, laptop, etc.)**
 - a. *Phone, for sure*
 - b. *"Phone"*
 - c. *Phone*

Content Questions

1. **How familiar are you with the MSOE mindset?**
 - a. *Little to none, not very familiar. I haven't been able to look at it since sophomore year*
 - b. *"I don't know, I've heard of it. I've had to use it for a couple assignments"*
 - c. *As a creative student fellow, it is my responsibility to know all the mindsets and characteristics of a MSOE graduate.*
2. **What do you think is lacking in the campus awareness of the MSOE Mindset?**
 - a. *No, the MSOE mindset seems to be well thought out and encompasses everything*
 - b. *"Most people don't feel it's applicable to them. They can't relate to it"*
 - c. *Lack of integration into classes, Dr. Howell talks about it and has them do civic engagement projects, but the create institution tried to integrate it into classes, but the professors don't really implement it.*
3. **What ways have your classes taught you the MSOE Mindset?**
 - a. *I'd say they've taught me how to effectively solve problems and find my own solutions to my problems.*
 - b. *"We've had assignments about it, we've had speakers come in and show us the infographic"*
 - c. *For freshman studies civic engagement project, we had to find some way to help the Milwaukee or MSOE community through the characteristics of the MSOE mindset ex getting the school free mask where we are building the community by having free resources.*

User Persona



John Doe

Key Attributes

Under graduate MSOE student.

Male, 20 years old.

He is a nursing major.

Short Description

John Doe is an undergraduate student at MSOE. He is a nursing major with a busy workload. He has worked with the CREATE Institute and has heard of the MSOE mindset, but he is unsure how it relates to him and wants to learn more.

Needs

John Doe wants the questionnaire to be under four minutes.

He wants to use a mobile device.

He wants to be able to go back and change answers.

Challenges

He doesn't know much about the MSOE mindset.

He doesn't feel like it applies to him as a student.

He doesn't have quick and easy access to the MSOE mindset on a phone.

Motivation / Goal

He wants to have a short and meaningful quiz.

He wants to fully understand the MSOE mindset more.

He wants to feel like the MSOE mindset relates to him individually.

Busy, doesn't want to spend too much time on the questionnaire.

Connect what has been learned in class to that of the MSOE mindset.

John Doe



Journey Map



	Professor gives questionnaire	Student goes to website	Student takes survey	Student receives results	Discussion of results
User Actions	Student interacts with professor about survey.	Student uses the link given to them by the professor to access the survey.	Student answers the questions in the survey.	Student is shown their results about the questions they answered and the mindset they align with.	Student and class discusses their results with each other.
Touchpoints	Professor sends a link to the access the survey.	Student use their laptops to start the survey.	Students use their laptops or phone to take the survey.	Student use their laptops or phone to be shown their result	Students interact with one another to discuss their results.
Pain points	Half wanted to take the survey and the other half didn't.	Link could only be accessed via a computer. Professor writes link on the board which causes errors in the finding of the survey.	Survey takes too long causing to lose motivation to complete it.	Results are confusing and/or don't make sense.	Results on laptop lead to difficulty in sharing the results.
Emotions			Delighted Frustrated		
Possible Solutions	Motivate the student with a reward for finishing the survey.	Allow students to use their phones for the survey. Ensure the link is short and simple.	Make the survey take no longer than 3-5 minutes.	MSOE mindset is explained well and referenced.	Add a feature for students to share their answers to be projected to the front of the class.

Reflection

For this assignment each person has contributed to every stage of the process of creating the interview question, finding a person to interview, creating a user persona and journey map. We met twice on teams, the first meeting on Wednesday was developing interviewing questions as a group and agreeing to find someone to interview that day and writing the responses in the document. Our second team meeting was on Thursday where we collaborated in creating and designing the user persona and journey map and completing the reflection questions as a group.

1. What did the group learn about their potential users from the interview?

The group learned that there is knowledge about the MSOE mindset on a campus, but it is hard to relate it to the day-to-day experiences in the classroom because they had only interacted with it on few occasions. We also learned that each potential user has their own opinion and outlook on things which can lead to conflicting responses in the interviews. However, being able to find the best solution out of the disagreements to satisfy the user is the end goal of all of this and became our focus.

2. Were there any surprise responses?

As a group we were surprised that the responses that we received from our potential users were thought out and had enough substance to create a well thought out persona. One of the responses that did surprise us was the third person interviewed said that they would only want to spend two minutes max on a BuzzFeed Quiz whereas the first two both were on average about four minutes so finding the average amount of time to please the user took a little bit more discussion on our end.

3. What did the group learn about developing personas?

We learned from developing a persona finding a common thread among multiple interviewed users can be difficult because we had to sort what the overall want/needs were rather than the individual. We also learned deciphering the motivations for the user, we had to look at the frustrations of multiple users to make that connection. From that lead to a positive flow of discussion as a group to think of all ways our potential game could achieve the goal of inspiring MSOE students to feel connected to the MSOE mindset principals.

4. What did the group learn about developing a journey map?

As a group developing the journey map was a positive experience because through the Canva templates of journey maps we learned a new term touch points, which is when a user interacts with something virtual like clicking a link or opening an email on their phone or computer. We were able to collaborate on the pain point ideas and go back to the user persona to look at the frustrations the potential user might have and place them in the right spot on the timeline of the interaction with our MSOE mindset quiz.