

THEME

DOCUMENTATION

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TASK 04.04.02

# USER BRIEF

## **What is the Fronter?**

Based on information from interview with Frederikke Bender (head of Multimedia department), Fronter is the internet of KEA, main communication tool and learning management system, where the school can store a lot of information.

## **What are the main Fronter's Issues based on interview ?**

Fronter is not structured very well and it may take a long time to find the necessary information. A lot of information get lost on fronter, because students often look just for specific information in the small rooms.

Another problem is that nowadays a lot of classes are done in digital way, but fronter does not have enough storage, so teachers are not able to upload the videos as teaching material.

Lastly, and probably the most important problem about fronter is that it is just one way of communication, there is missing “One to one” communication.

## BUSINESS GOALS BASED ON TODAY'S INFORMATION

1. Improve the communication on Fronter - create a platform where students can communicate with each other easily, so this way they can save a lot of time and stress
2. Improve the storage problem - Make it easier to hand in projects or teaching materials as videos
4. create a mobile version - students are able to check Fronter by using their phone
5. create an interactive map - interactive map would help students to orientate around the school or find the important spots

### **The client's ( Frederrike ) assumptions about the target audience and their actions**

The target group who uses Fronter are both students and employees of KEA but in our case we are going to look closer at students as the main target group.

The main client's assumption is that students know Fronter as the place where they can find all the necessary information about their program, which includes schedules or teaching material for studying. It is also a place, where the students deliver their exercises and assignments.

As I mentioned before Fronter is not structured very well, the information get lost easily there and there is no possible one to one communication.

For that reason school also has their own FB page plus KEA student life page, where the students can find a lot of important information and can communicate easily, but there are some legal issues regarding having too much information online as well as school can not force every single student to have a FB account.

When it comes to communication part the only one to one communication with students is via KEA mail, which means that school is able to contact one specific student and document it, but sometimes it can be tricky because some students do not check their kea mail on a regular basis.

Those are all online communication, but student can also show up at school administration, ask student counsellor or their -teachers, but most of the students prefer online communication.

# A list of Fronter's Functionalities and Side map

Fronter is a learning platform from leading ICT provider, itslearning. Based on Nordic educational models, Fronter is a comprehensive teaching and learning solution used in schools and universities worldwide.

Students use Fronter for finding the necessary task descriptions, teaching materials or to hand in their assignments.

The head of department Frederikke has a personal interest in fronter, it is a place where she can communicate with the employers, students but also the place where she has all documentation, curriculum and schedules for multimedia design students.

The staffs can see how many times students click on the specific task description or teaching material.



OPTIONS- DISPLAY ALL  
 ROOMS- SELECT FAVOURITE  
 ROOM  
 ROOMS NOT VISITED

CONTACT, UMS  
 CALENDAR  
 MAIL,LITERATURE

THIS IS MAIN ROOM

LIST OF NOTIFICATION

The screenshot shows the fronter platform interface. At the top, there are navigation links: 'fronter' (with a double arrow icon), 'Rooms' (with a dropdown arrow), 'Tools' (with a dropdown arrow), 'Dasa Jarinová' (with a dropdown arrow), a bell icon, 'Search' (with a magnifying glass icon), 'My Profile', 'Help', and 'Log out'. Below the header, a blue bar displays 'Today', 'Student info(INT)', 'Student info', 'Student Lounge/De ...', and '1st Semester Autumn'. A weekly calendar grid for weeks 35 to 52 is shown, with week 37 highlighted in orange. A red arrow points from the text 'Commencement of Studies Exam Sunday the 15th of September at 22:00' to the calendar grid. Another red arrow points from the text 'Portfolio Project Hand-in Monday the 17th of January at 10:00' to the calendar grid. Below the calendar, a link 'LINK TO WEEK SCHEDULE: A2018' is provided. The main content area includes sections for 'Messages' (with a yellow box titled 'EXAM period - extended open hours' containing exam times for Lytgen 16 and GBG\_PCG), 'VR Venus Vernissage' (inviting to a VR exhibition on Friday between Kl.13 and Kl.15), and 'This is the presentation plan for this friday.' (requesting groups to present their interactive animation). On the right side, there is a 'Search in room' bar and a 'Documents' section listing various files with their names, uploaders, and dates.

1.SEMESTER  
 2ND SEMESTER  
 3RD SEMESTER  
 4TH SEMESTER

MEMBERS  
 PORTFOLIO  
 (includes  
 students  
 assignments  
 + teachers f  
 eedback)

When we click on one of the small rooms for example Theme 4 - Basic UX  
We can see all teaching material, submission about this specific theme

The screenshot shows a Moodle course navigation interface. On the left, there is a sidebar with several icons: a blue square, a grey folder, a blue folder, and a blue document. A line from the text above points to the blue folder icon. The main area has a dark header with tabs: Today, Student info(INT), Student info, and Student Lo... (partially visible). Below the header, the breadcrumb trail shows: You are here: 1st Semester Autumn 2018 > 1st Semester > E. Theme 04: Basic UX. To the right of the breadcrumb, there is a section titled "1st Semester" with a "Title" field and a "Go up one level" button. A list of items follows, starting with "04.00: Late Submissions". One item, "E. Theme 04: Basic UX", is highlighted with a red oval. A callout bubble points to this item from the text above. Other items in the list include "04.00: Theme Information", "04.01: User Research", "04.02: Design Sprint", "04.03: Web prototype", and "04.04: Design sprint: Native app". At the bottom of the list, there is a link to "Theme-evaluation (Deactivated) (Anonymous)".

## The User goals

**The clients(Frederikkes) assumption about user goals:**



***Finish the school succesfully and have good grades- long term goals***

My assumption is that the most of the students do not want to just finish a school or pass the exam. They want to gain good knowledge and find a good job in this field, so they can do something what they love and are passionate about for the rest of their life. They want to become succesfull, earn good money and some of them want to support their family too.

***Short term students goals related to Fronter:***

- Being able to find the new information quickly on fronter,be able to follow the daily communication  
I think Fronter should have more structured information about what is new or what is going on. The text should be written in bright colour. Adding the go back option on the main page would be good and can save a lot of time , so student dont have to click all the way back from the small rooms.

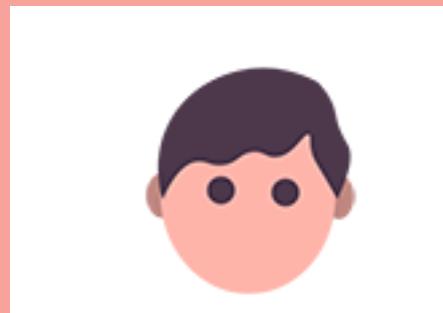
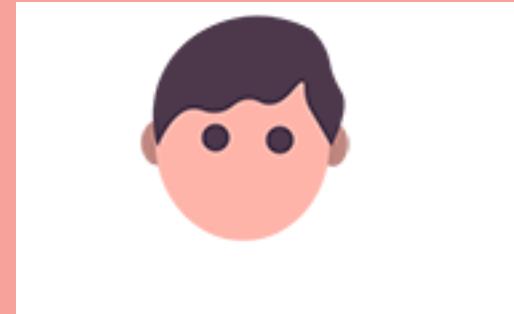
For example if the student is looking for a classroom, the good idea would be to add interactive map with all the touchpoints, which includes the toilets points, countine or coffee point and administration point.

- Every classrom would have a short description where exactly it is located.  
In this part we can include making fully responsive mobile version of the website. The first things which would show up could be schedules and news - some specific information if the classes are canceled, what to bring for next day. I think that the good idea would be to add some transport information as well- a lot of students are treavelling by train - so infromation about some strike,canceled,delayed train or buses.

# THE USER JOURNEY

## 1. Personna - Ella

Goal : “ I want to find out what i am going to learn next week in my schedules”

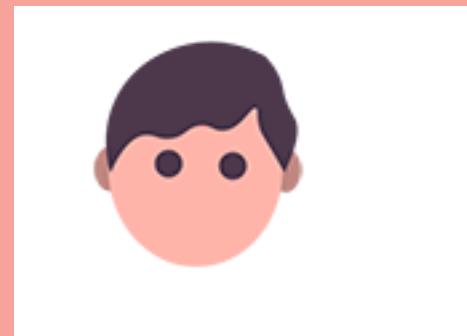


## 2. personna - Tom

“ I am looking for late submission folder.”

## 3. personna - Nikola

“ I am going to find the document which includes task description for prototyping assignment ”



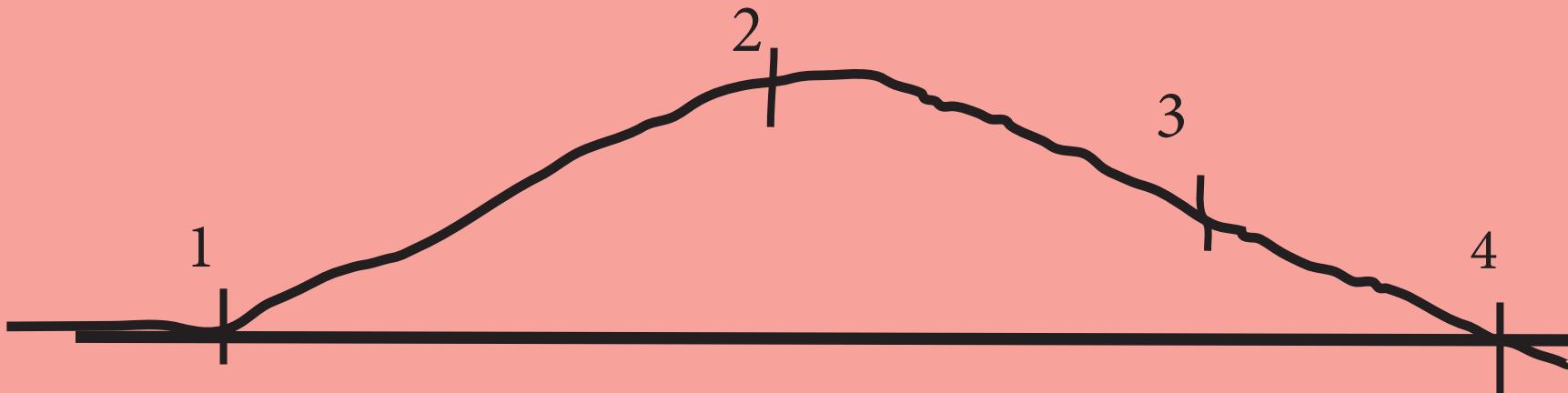
# ELA

## BEFORE :

Need - Ela is a new student and feeling a bit anxious about her first month at KEA. She is lying in the bed and deciding to check the schedules for next week so she can sleep happily

## DURING:

1. Log in
2. Go to main page
3. Click on schedules but Ela got confused and nervous, she cannot find the right week
4. She finally find the week number 43 which is the correct one



## AFTER:

She feels happy that she finds out all the infos.....and starts to write quick notes for tomorrows project.

# TOM

## BEFORE :

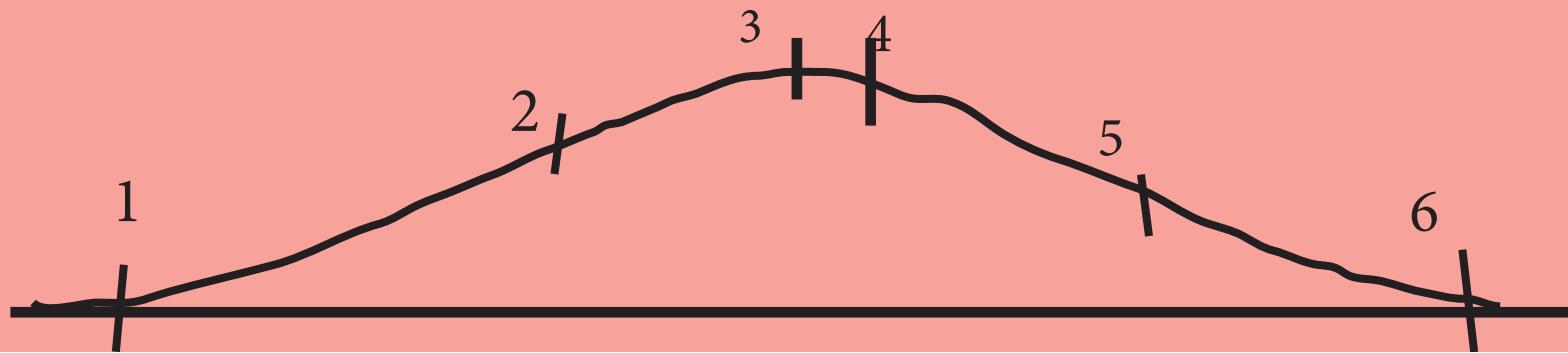
Tom is student of 2nd semester and was working till late so he didnt have enough time to upload assignment on time.

## NEED:

Tom is feeling nervous because he didnt upload the assignment on time so he wants to do it asap.

## DURING:

1. Log in
2. Go to main page
3. Go to 2nd semester folder
4. Tom is getting confused because the navigation between the rooms is very difficult, it takes him a long time to find a right room
5. Choose a relevant theme
6. Find a submission folder - late submission folder



## AFTER:

Tom is feeling happy and can go to sleep after that.

# NIKOLA

## BEFORE:

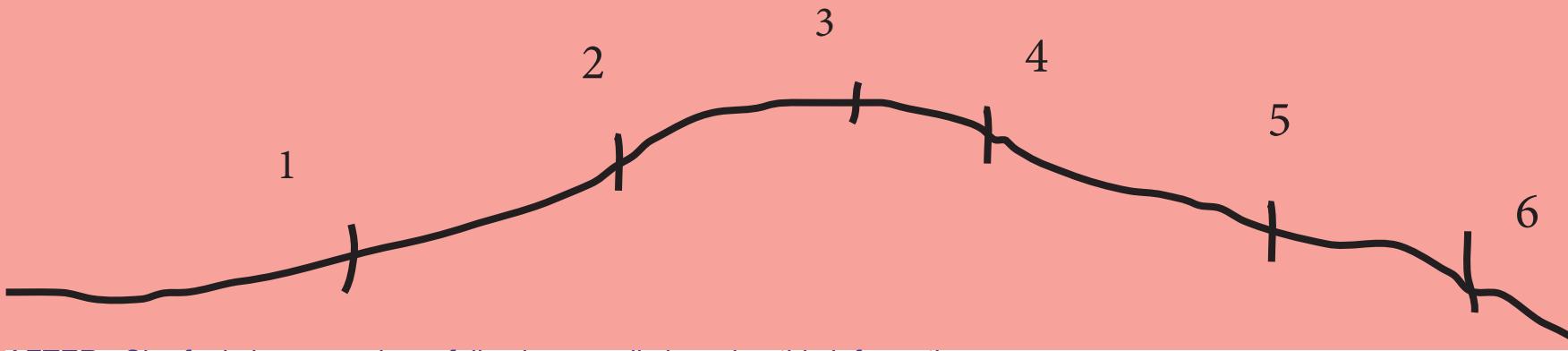
Nikola is a student of 1semester, she is having a day off tomorrow so she is planning to work on her prototyping assignment,...but before she goes to sleep she would like to check the task description to make sure that she understands it properly.

## NEED:

Nikola needs to know what is the prototyping project about so she can start to make a notes for it and not be so stressed anymore.

## DURING:

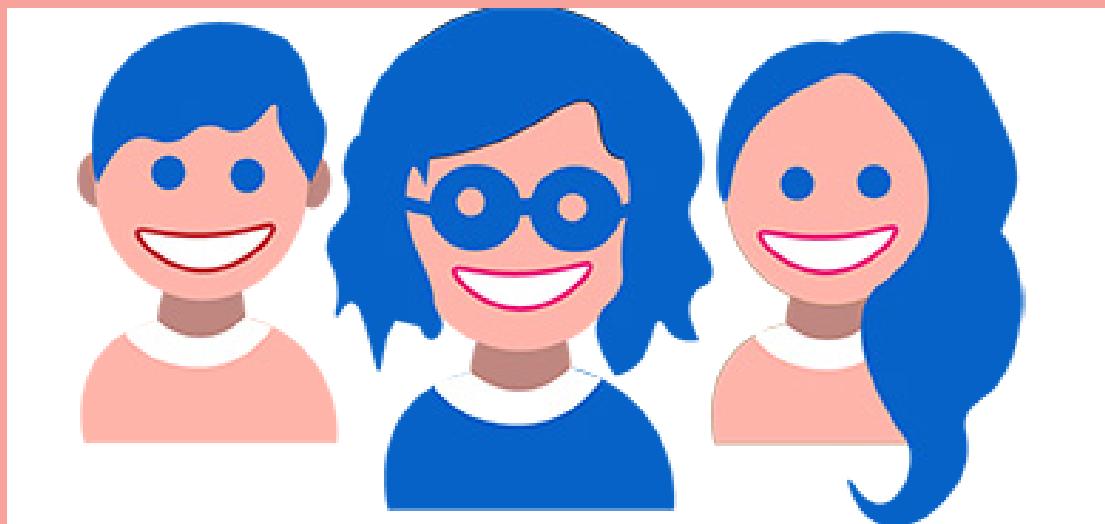
1. Log in
2. Go to main page
3. Go to 1st semester room
4. Find a relevant theme, Nikola is stressed she can not find the right theme
5. Finally found it and click on submision
6. click on Task description



AFTER : She feels happy and can fall asleep easily knowing this information.

## CONCLUSION FROM ALL USER JOURNEYS

As we can see there is clearly something wrong with fronter navigation system. All users find it very difficult to orientate on Fronter and get very stressed and nervous while looking for specific informations. It took them a long tome to find what they were looking for.



# USER RESEARCH

## User test design ( chapter 9 Usability book)

The user test or usability test as it is also called is the most recognised usability test method. In a user test it can be tested whether user can use the website to find the information and perform the task as intended on website. The test provides the knowledge what user think and feel when using the website and a lot can be learned about how the site is actually being used.

### Testing methods

- typically “Think aloud” method when user is asked to utter all his/her thoughts aloud while being tested

### Preparation

The user test can be relatively costly because it demands great deal of preparation. The test also requires that you prepare the tasks and questions.

A typical application of the user test might take place over 4 weeks , but it also can be done faster. The test will typically be divided into 3 phases:

- 2 or 3 weeks of preparation, included design of test tasks ,pilot test and recruitment of test participants
- 1 to 2 days to conduct the test

- 4 or 5 days for processing and documentation

3 main component for preparation phase:

1. preparation of test task and practical matter

2 recruiting of test participants

3 run the pilot test

### Designing test tasks

focus on testing 3 most important features,which include the characteristic of site and defining the core functionality

Test task should be possible to solve, relevant and realistic, in a realistic sequence( tasks happen in natural and logical order).

There might be multiple goals to task and making sure what is acceptable and state. Task should be described with a clear and recognisable end state.

The test task should be conducive to action not opinion, which means the users should interact with website.

## **Interview guide**

I made and interview with 4 students of KEA about the fronter and the usability of it. All interviews were done in classroom and I was making sure that all my participants felt comfortable and relaxed, I offered them a cup of coffee and a biscuit. All questions were open questions, the option No or Yes wasnt possible. I avoided any leading questions or pushing my own ideas .After, I asked them following questions:

1. What is your age and nationality?
- 2.What are you studying?
3. Which part of the program do you enjoy the most?
4. What are the main communication tools you use as a KEA student?
5. How often do you visit a fronter ?
6. Do you prefer to visit it by using your laptop or phone?
7. What is the main thing you look for on fronter?
8. Have you ever experienced any issues or problems while using a fronter?
9. What do you like about fronter?
10. What would you like to change about fronter?

# Analysing the interview

## First participant

- 30 yrs old man from Greece,
- student of first semester Multimedia design at KEA

### Summary of the interview:

Participant only uses the fronter for hand in and teaching materials, but he had a lot of issues with it. He only uses it on laptop-not mobile friendly and he had several problems with log in and uploading the assignment on time. He also feels confused about navigation and the design of main page. HE likes the idea of fronter but would like to change this platform completely.

## Second participant

- Prefer not to say the age, woman from Iran, Student of first semester of Multimedia design

### Summary of interview:

Participant uses fronter only for finding teaching materials and task description. She knows that she can finds events or workshop on fronter as well but she prefers to use the facebook page instead. She feels very stressed and nervous when she has to upload the project because the navigation is very confusing and difficult, she would like to change the fronter completely.

### **Third participant**

-20 yrs old girl from Romania, student of Multimedia design first semester

#### **Summary:**

Participant uses fronter for finding teaching materials and schedules only. She had the issues with finding options like changing the language or finding the teachers feedback so it means that the fronter navigation is not structured very well. She likes the idea of having a portfolio and all the assignments at one place. She only uses it on her laptop,because it is not mobile friendly

### **Fourth participant**

- 20 yrs old girl from Romania, student of Multimedia design 1.semester

#### **Summary:**

Participant visites fronter few times a day, only on her laptop. She looks mainly for teaching materials and schedules. She had problems with log in and navigation of fronter- it is not intuitive at all and she is not able ot figure out where to find the specific information.

## **Conclusion from all interviews**

All participants from interview mentioned that they use fronter several times per day, but only laptop version because it is not responsive. They look for only teaching materials, schedules and task description there. They know, that they can find the events or internship information on fronter as well but all of them prefer to find this kind of information on KEA website or KEA Facebook. All of them experienced problems with log in and hand in assignments on time as well as having trouble with the navigation of page. In conclusion we can say that there is clearly something wrong with the design of main page and the navigation system. As main communication tool participants use FB, Google drive or dropbox but all participants mention that they would like to use fronter as a communication tool as well but this option is not possible right now

Link to interview with all participants:

<https://drive.google.com/file/d/1I-GGT5hYYvaDX0LBmrLr3bTbP7BdeWoc/view>

Link to screencast:

**1 participant - 30yrs old man from Greece, student of multimedia design first semester**

[https://drive.google.com/file/d/1fSBwv7JmWDHzroED3tSpw7EvHx5dop5\\_/view?fbclid=IwAR03pPbeSkxCx-viEaEtndltP09GBaBkso1oy3Kztbo2XOzoLGpkgOgRR\\_s](https://drive.google.com/file/d/1fSBwv7JmWDHzroED3tSpw7EvHx5dop5_/view?fbclid=IwAR03pPbeSkxCx-viEaEtndltP09GBaBkso1oy3Kztbo2XOzoLGpkgOgRR_s)

**2 participant - prefer not to say age woman from Iran, Studnet of multimedia design first semester**

<https://drive.google.com/file/d/1nWoDyhCI9EbJbSUbhNFhSEAdyRfq0Vhk/view?fbclid=IwAR1e3anBu9yHvcbk-GIMnRWLJgGqrGoogPfRHlgURnFI0-TJQLTleKCkFf3g>

**3 participant**

**20 years old girl from Romania, student of Multimedia design first semester**

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**4 participant**

**20 years old girl from Romania, student od multimedia design first smester**

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## Screencast

After the interview the participants had to complete some tasks related to fronter.

### Participant 1

Task 1: where would you look for feedback from teachers

Goals-usability issues: Find a teacher's feedback for your basic animation assignment

Task, steps, optimal path:

- Log into Fronter
- Click rooms
- Click Display rooms
- Click on 1.semester
- Finding basic animation theme
- Click submission
- Click on the basic animation project
- Click on comment and read the teachers feedback

Timeframe: minimum 6 clicks

Task text: Participant heard about the feedback from another student, he would like to read and find out the feedback for his basic animation assignment.

Notes: Participant had to click a lot of times till he gets to the comment section with feedback. He found it very difficult and tricky.

### Participant 2

Task 2: where would you find the teachers contact details?

Link:

Goals-usability issues: Find an email address of our teacher -Kenny.

Task, steps, optimal path:

- Log into Fronter
- Click on 1st semester
- Click on schedules
- Go to bottom bar
- Click on lecturers button
- Scroll down and find the list of international teachers and Kenny's mail

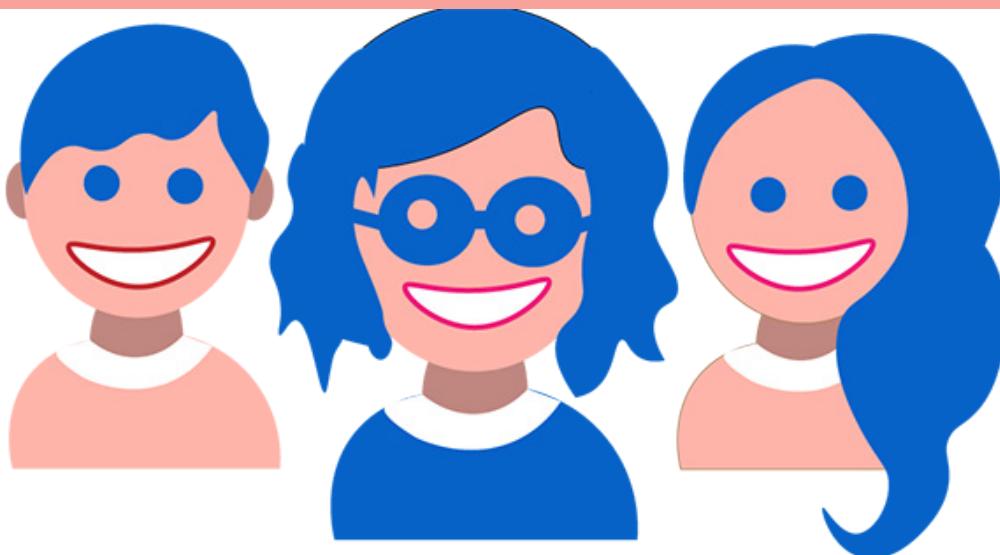
Timeframe: minimum 6 clicks

Task text: Participant had to search for the quickest way of finding an email address for our teacher - Kenny

Notes: Participant found it very quickly this time. But as she mentioned before she wasn't able to find it by herself for the first time, she had to ask her classmates for help.

### Conclusion from all tasks given to participants

All participants find the fronter website quite disorganised with difficult navigation system., They had to click many times until they find the given task. The conclusion is that there is clearly something wrong with the design and navigation of fronter main page,



## ADDITIONAL RESEARCH

In the group of three we analysed what are users and students emotion, goals, pains and gains. Then we analysed which things we know, we don't know. After, we came up with three questions which are the most important to solve:

### 1. How can we make sure that information gets to the students?

Improve 1 to 1 communication with students. One of the possible options could be that fronter will connect with phone, so student will receive a sms everytime the new feedback will appear or close deadline for assignment.

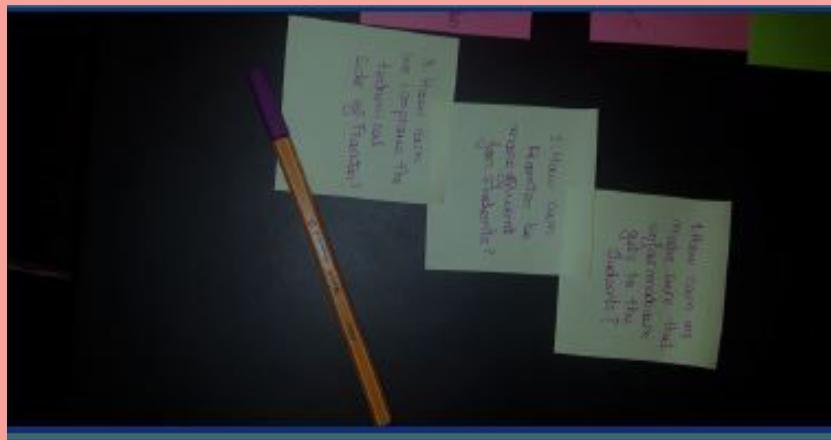
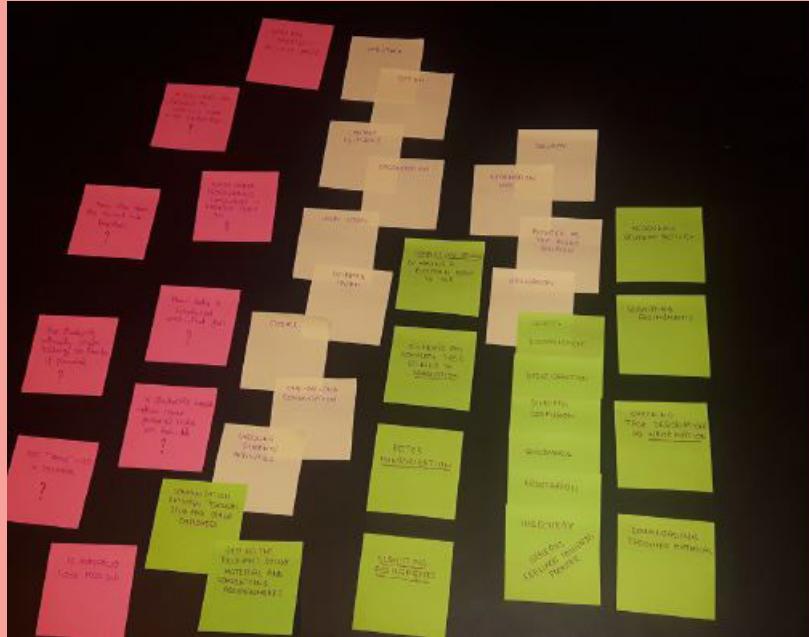
### 2. How can fronter be more efficient for students?

Fronter could become main communication platform for students – online chats, rooms. Place where students can find and directly contact the companies for internship and finding a job after graduation.

### 3. How can we improve the technical side of fronter?

Improve the storage of fronter, log in problems and avoid any loose of information.

Documentation of collected user research – insights



## Analysing the competitors

### 1.E.books.dk

As a competitor I have chosen e.books.dk website, which is an online digital email box. The person will log in using NemID and then choose from who they wish to receive mail from. It may be bank, insurance, work payslips or municipality. The students get there the regular information and calculation of US.

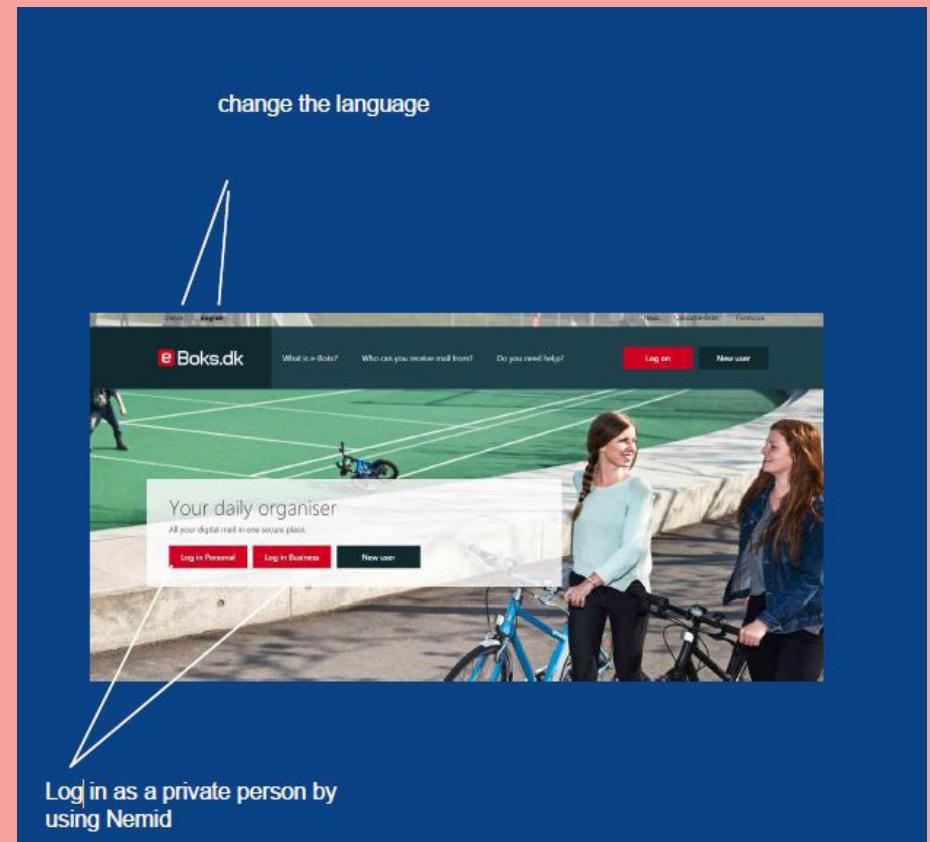
The things which I like about e.books is that is the fully responsive and mobile friendly compared to fronter and has very easy,understandable navigation. You can clearly see where to change the language form Danish to English or where to log in. The design of the page is modern and up to date.

The thing which I like the most is that e.books is connected to my mail and mobile so i receive email and sms everytime new email comes to me ebox mail box. This way I will never miss any important emails.

I think that this solution would be great for fronter as well.

change the language

Log



## WhatsApp Messenger

WhatsApp is a freeware and cross-platform messaging and Voice over IP service owned by Facebook. The application allows the sending of text messages and voice calls, as well as video calls, images and other media, documents, and user location.[

The application runs from a mobile device but is also accessible from desktop computers; the service requires consumer users to provide a standard cellular mobile number.

Originally, users could only communicate with others individually or in groups of individual users, but in September 2017, WhatsApp announced a forthcoming business platform that will enable companies to provide customer service to users at scale.

I really like how easy and quick it is to use WhatsApp, it has got an easy navigation system, which you can learn very quickly and basic design. It connects people from all around the world by sending videos and photos. I also really like the option that you can send “voice recording” to someone.

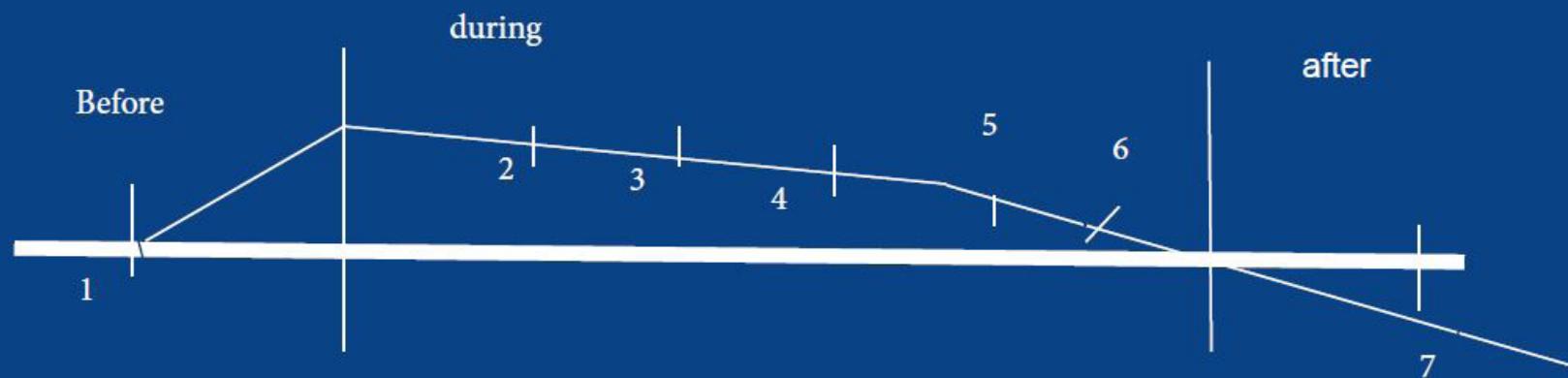
## **A revised version of Monday's user brief (changes / corrections / additions)**

### *Describing Toms personna*

Tom comes from Slovakia, he is 21 years. He is a fresh student of multimedia design at Kea. He loves his program and is very excited about it. He is very responsible when it comes to school, he studies a lot at home and he always upload all assignments on time.

He has a part time job ,as a kitchen helper at restaurant in the centre of Copenhagen and every Saturday he has a long shift until midnight. he is very stressed at work and completely forgot about the fact that he has a deadline for uploading the project until 10pm on saturday. He got very upset because he has to upload his assignment to late submission folder, which in his eyes bad thing. It takes him a long time find the late submission folder on frotner because the navigation of the page is very difficult.

### *The user journey from Monday*



### 1. Before

Tom is having a short break at his work place, he is checking the deadline for project and noticed that he forgot it is tonight until 10 pm. He cannot make it on time because he is working till late

### During

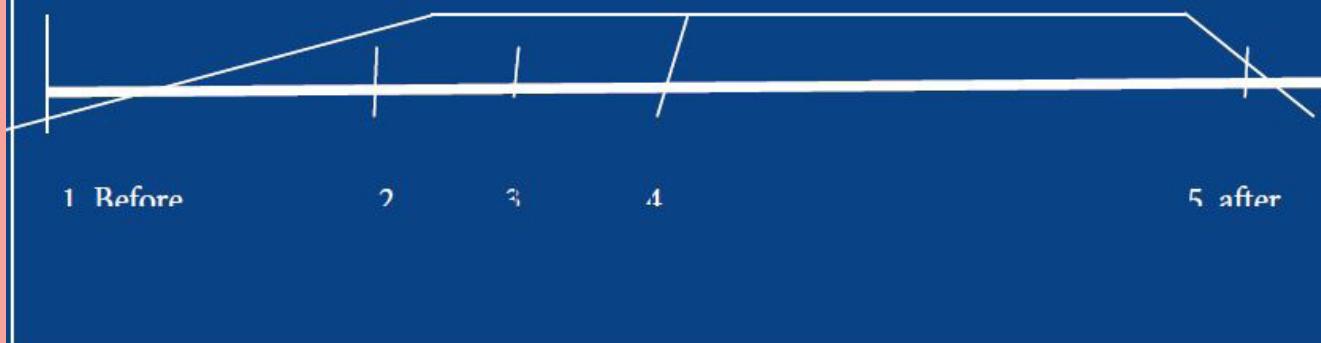
2. Log in - 3. Room display - 4. 1st semester ( 2x) - Basic ux theme user research - late submission folder

### 7. After

Tom uploaded his assignment but it took him a long time to find a late submission folder. In conclusion we can say there is clearly something wrong with the navigation and the fronter could make some notification about upcoming deadlines for assignments.

### My solution

Fronter will send a sms and email with link to the submission folder to student the day before the assignment should be hand in ,so this way the frotner can avoid any confussion.



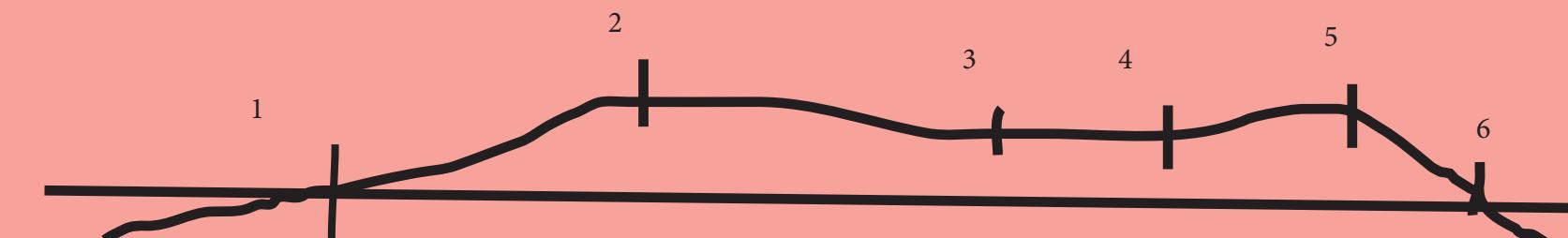
## SOLUTION NUMBER 1

### 1. Before

Tom receives a sms and email with link for upcoming assigmnet the day before the deadline

### During

- 2.click on link from email
3. Fronter log in detail appears
4. enter the log in details
5. Submission folder
6. After



### 6. After

Tom feels happy that he get the notification about hand in

### Conclusion

This way he can save a lot of time and avoid confussion from difficult navigation of main page. This way would make fronter more user friendly.

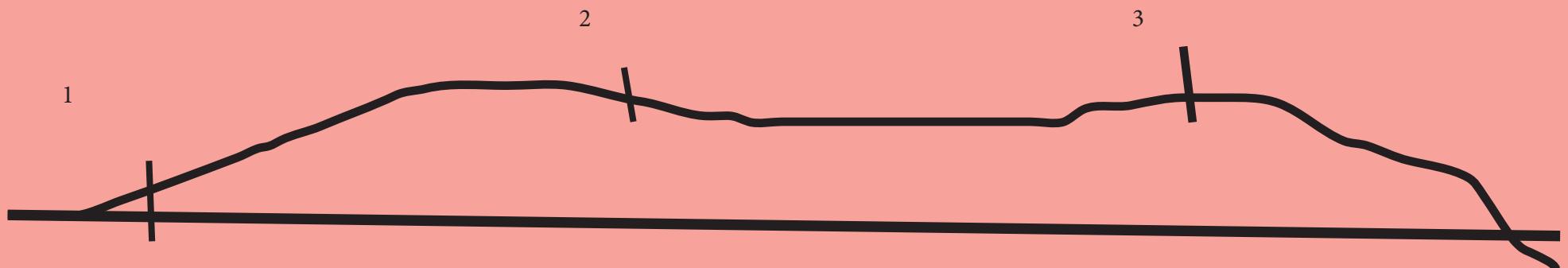
## SOLUTION NUMBER TWO

BEFORE:

Tom wants to check a date for his upcoming assignment.

DURING

1. Log into Fronter
2. Go to the main page
3. Find a chat room and ask this information there



AFTER:

Tom feels happy that he knows the deadline now and it was so easy and takes a little time

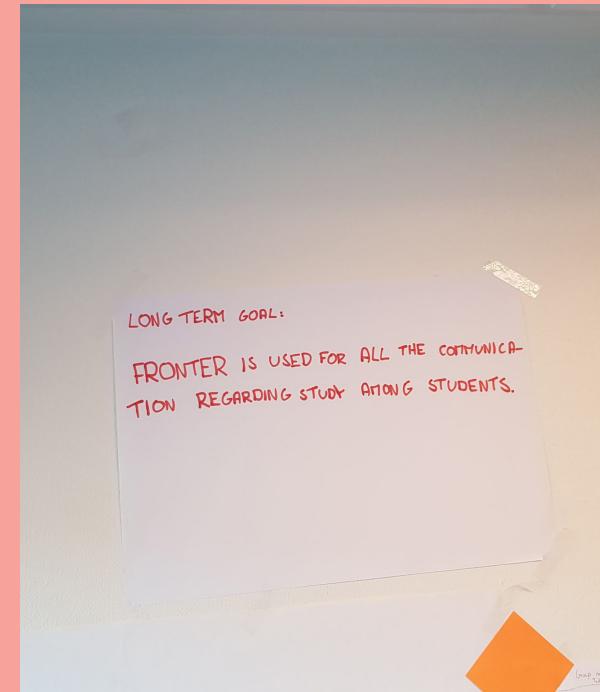
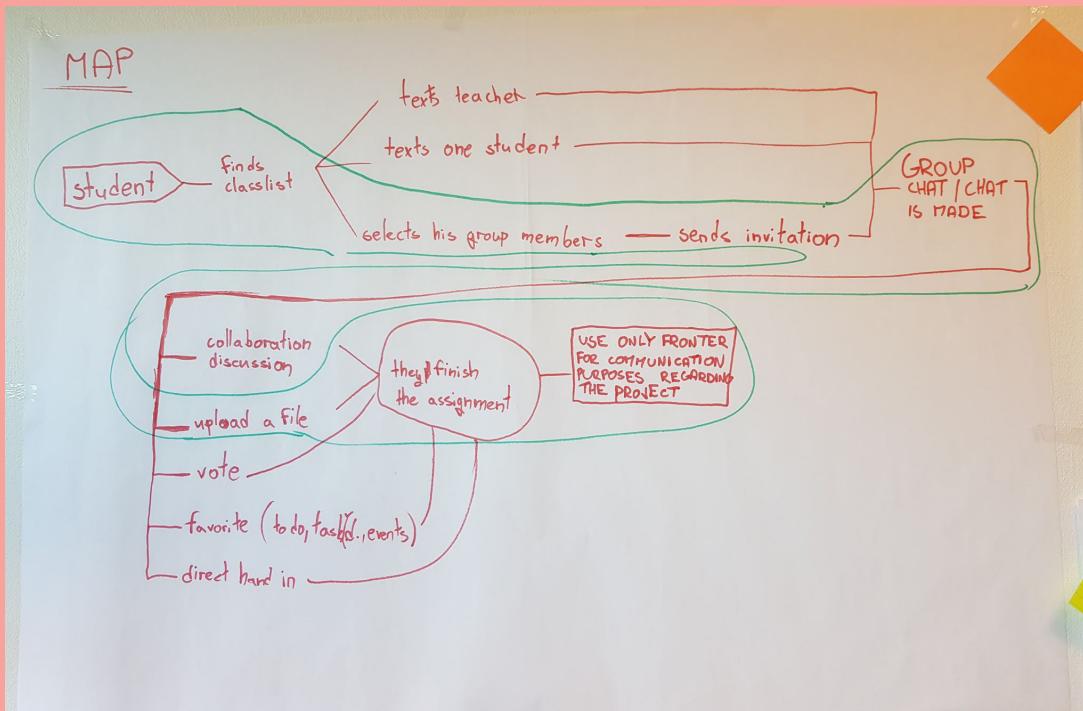
SOLUTION:

I think creating a “chat room” in Fronter is a great option, student can communicate easier, share their thoughts, upload assignments or do video call about group project. On FB the can get easily distracted but i think that on Fronter chat they would be more responsible.

# **DESIGN SPRINT**

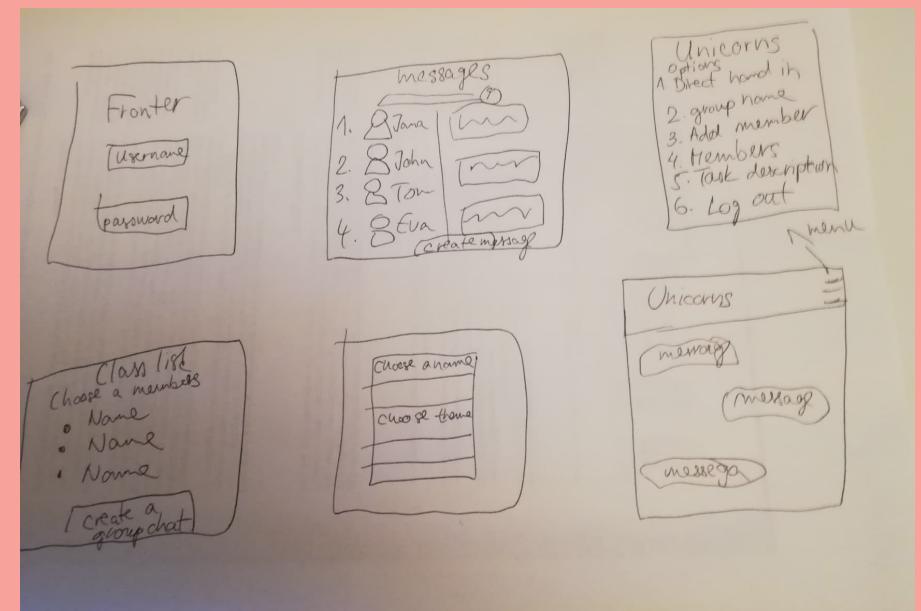
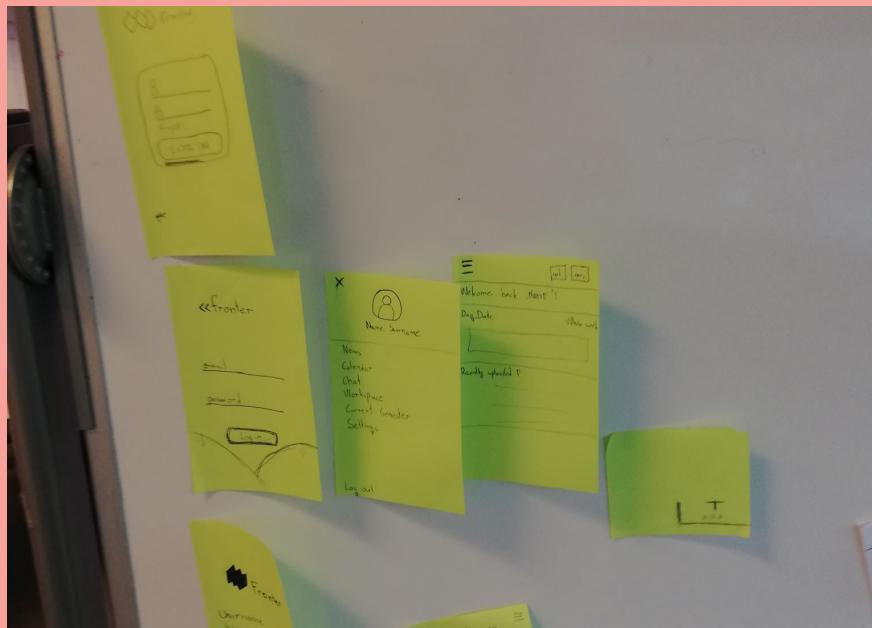
# MAP

Firstly we defined what is the main goal for our prototype and then created user map

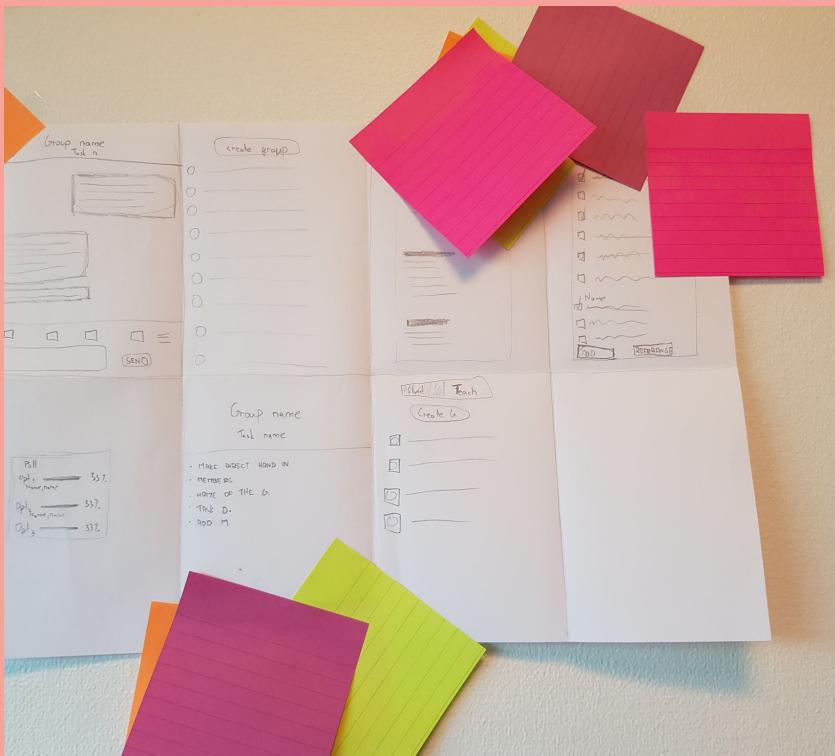


# SKETCH

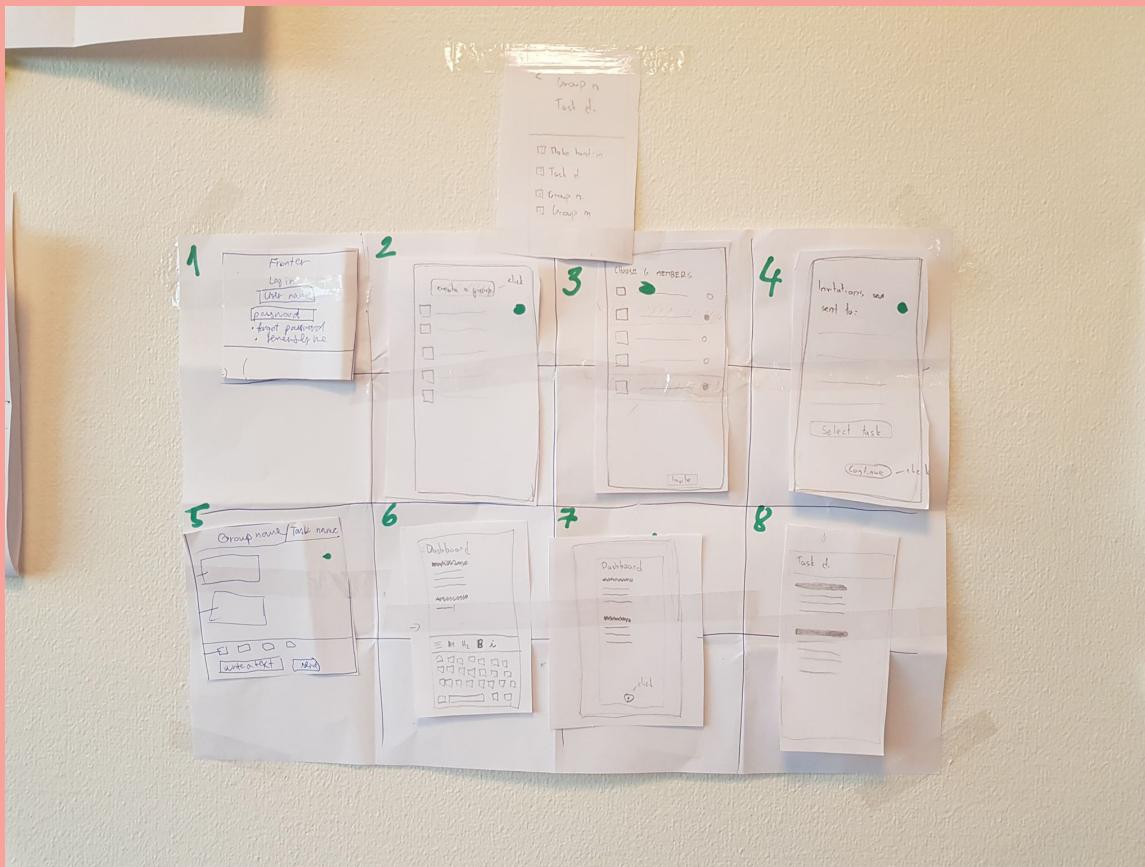
We made several sketches of our prototypes and then we decided on the final version



## VOTING FOR A FINAL VERSION FOR PROTOTYPE



## THE CHOOSEN FINAL VERSION



Link to choosen prototype from our group

[https://xd.adobe.com/view/c8100308-56a7-4ad7-7bf9-89f05a3442e8-be21/?fbclid=IwAR1Gj0kOHaMSpsbUUSzsKZFAVVDHXVclEi315zsoKesC-Ax\\_w40gtCBUHYc](https://xd.adobe.com/view/c8100308-56a7-4ad7-7bf9-89f05a3442e8-be21/?fbclid=IwAR1Gj0kOHaMSpsbUUSzsKZFAVVDHXVclEi315zsoKesC-Ax_w40gtCBUHYc)

As our main idea we decided to create “ KEA CHAT “ which would connect students and make the easier communication between each other. We took the example from FB Messenger which has a lot of interesting features. In our KEA CHAT we would like to have an option for example for “Direct hand in” or “Creating a group chat”.

## TESTING THE PROTOTYPE

**We showed our prototypepe to 5 different students at KEA and ask them following questions:**

- 1 What is this prototype about?
2. What do you think about the navigation?
3. Is there something what would you like to change about it?

**After, we asked them to do 4 simple task which were:**

1. Find direct hand in option
2. Create a group chat with two other classmates
3. Find task description
4. Add members to your group chat

**Conclusion from all testing:**

All participants like our idea and they would like to use it. Two of them mention that they like it especially because there is no distraction there, so they can concentrate easily. They recommend adding also “teacher option “to our group chat to make the communication even easier. All participants like the user flow and they had no problem to find all the given tasks. Thenly complain was that we should follow KEA design manual more and use more “ KEA colours “.

## WEB PROTOTYPING

Link to Website prototype on my domain:

<http://storytellingindesign.de/fronter1/fronter2.html>

Link to Github Repository:

<https://github.com/dasajarinova/fronterapp>

## USER TEST

For my main testing method I have chosen “ Think aloud method” when the user has been recorded during the testing my prototype.

He likes the idea of creating the KEA group chat and the user flow and mostly the fact that I exactly followed KEA design manual.

On the other hand, the parts which I need to improve about my prototype are:

- 1.Adding “go back” option
2. Maybe adding “My profile” option after Log into Fronter, so the user can clearly see that this is a chat room

*Link to Google Drive screencast testing:*

<https://drive.google.com/open?id=1I-GGT5hYYvaDX0LBmrLr3bTbP7Bde-Woc>

## TECHNICAL ( VALIDATION AND PERFORMANCE TEST )

I used online CSS and HTML validator plus i have done performance test - pages speed test on  
<https://developers.google.com>



<http://storytellingindesign.de/fronter1/fronter2.html>

The [speed score](#) is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 12/21/2018, 3:23:52 PM

Scale: █ 90-100 (fast) █ 50-89 (average) █ 0-49 (slow)

### Field Data

The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

### Origin Summary

The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.



Lighthouse analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint

0.8 s ✓

First Meaningful Paint

0.8 s ✓

Speed Index

0.8 s ✓

0.8 s ✓

Time to Interactive

0.8 s ✓

Estimated Input Latency

10 ms ✓



## Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG !](#)

To show your readers that you've taken the care to create an interoperable Web page, you can add this snippet to your Web page:

```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
  </a>
</p>
```



## DESIGN SPRINT - NATIVE APP

# COLLABORATION AGREEMENT

## Team Canvas Basic

Most important things to agree on to kick off effective team project and get members to know each other better

Version 0.8 | theteamcanvas.com | hello@theteamcanvas.com

Team name

UNICORNS

Date

17.12.2018

### Goals

What was your main goal in creating this team? What are your specific goals and objectives?

APP for KEA PORTFOLIO → place where companies can find students, see their portfolios and collaborate with them

- \* learn to build international app
- \* improve skills in XD
- \* create a proof of concept

### Values

What do we stand for? What are guiding principles? What are our common values that we want to live at the core of our team?

- ① quality
- ② originality
- ③ responsibility
- ④ fun

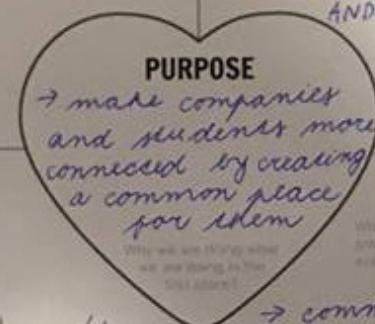
⑤ trustworthy

### Roles & Skills

What are the main roles and responsibilities of your team? Who does what? Who is best suited for what?

DÁŠA → user testing /pitching  
ELIŠKA → design + prototyping  
KOSTAS → technical part of solution (CEO)  
ANDREA → design + storyelling  
STEFANIA → technical part of solution  
ANDREEA → pitching

What are not suited as a group?

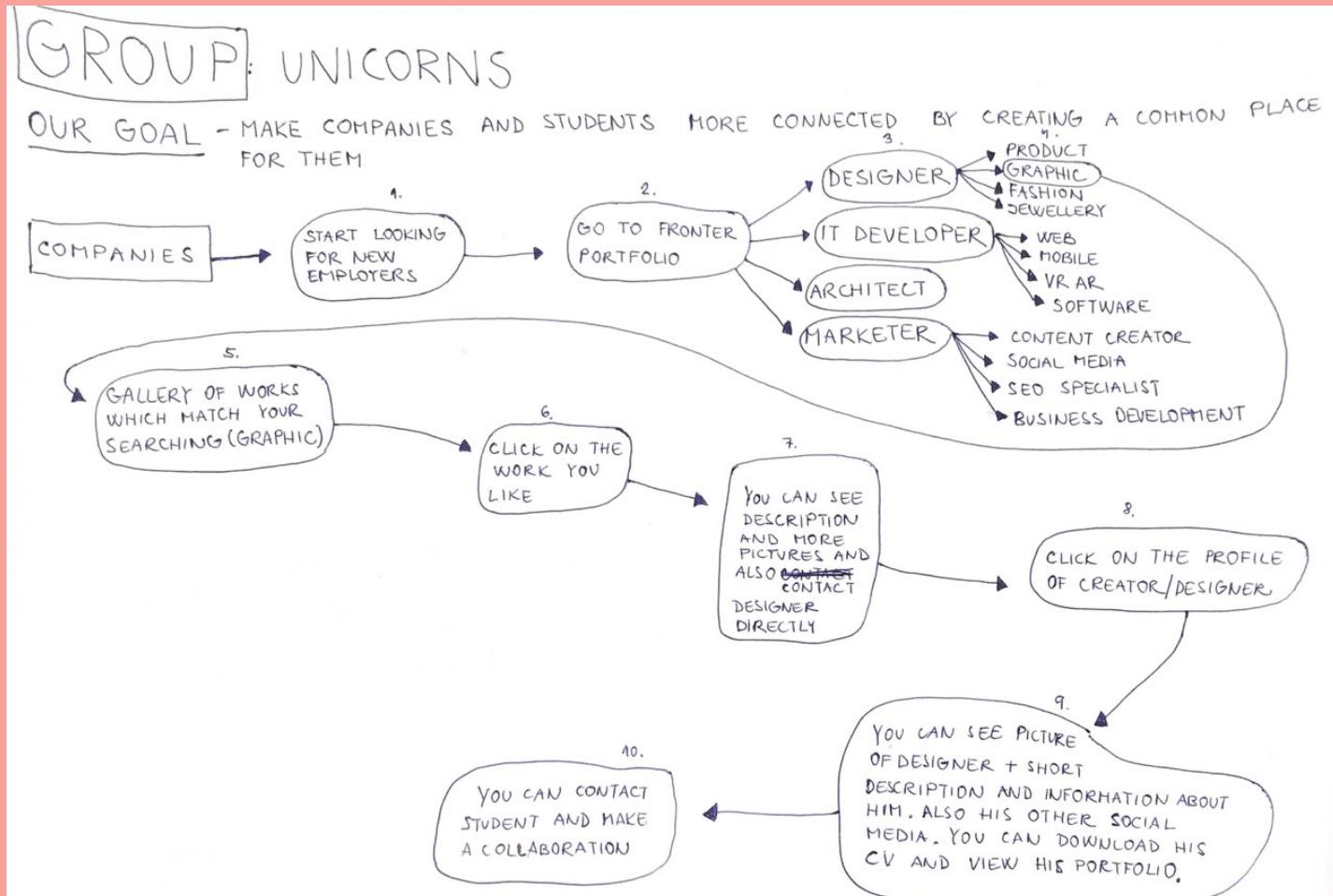


### Rules & Activities

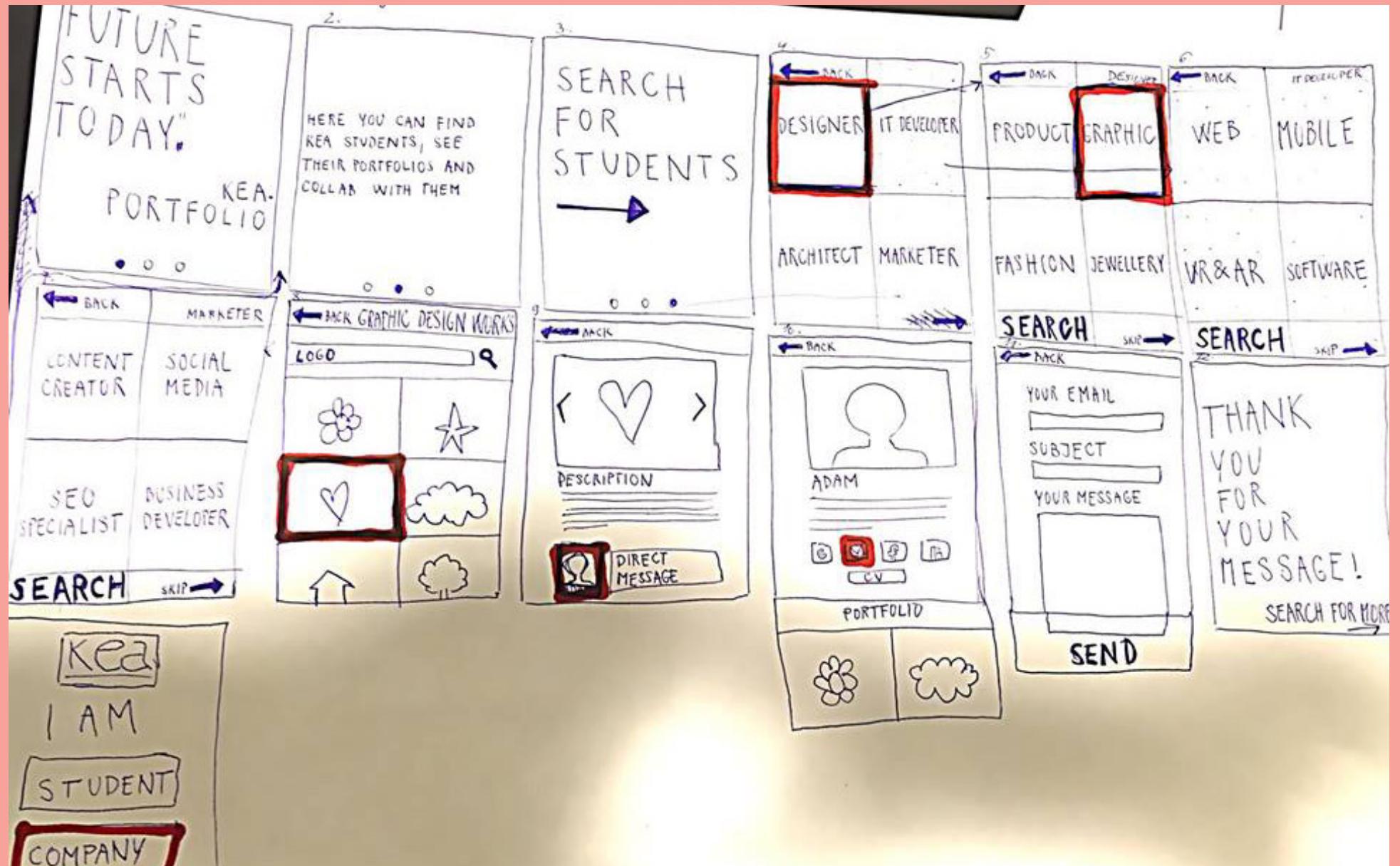
What are the rules we have to implement when living this agreement? How do we communicate, pitch ideas, make decisions? How do we evaluate and evaluate results? etc.

- communication via Facebook
- flexible working hours (at least 2 hours a day)
  - using google drive
- trying to reach consensus (otherwise voting)

# CREATING THE USER MAP



# PAPER PROTOTYPE



## LINK TO OUR XD PROTOTYPE

<https://xd.adobe.com/view/db99b92a-b032-4e10-6184-1f05c396f568-ada8/?fbclid=IwAR2pCTwvNNQMkeRq2ith1nBLU7IIWTcfhMHZjNLxVV1-j86qYdX2UDba0qQ>

## PITCH

We chose to design a native Android application which aims to connect KEA's students and companies in a simple and easy way.

In the beginning we setted up our goal:

- make companies and students more connected by creating a new common place for them.

And then we started designing our application combined the needs of the companies & the needs of the students. We designed a place where companies can easily access the portfolio of KEA's students, and connect directly with them.

We used both Material Design Principles, and KEA's Design Guidelines in our solution. We wanted to build a modern Android app with KEA's characteristics, and we achieved to a large extent, as our user tests shown us.

Moreover, it was our common goal to create a straightforward and friendly app for the companies in order to be able to find easily the right candidate for their needs. The tests shown us that is was easy for the users to navigate, and understand how to use our application.

The testers they found attractive the look & feel of the app, saying that it seems like a KEA's Android app, and they was clearly positive for the creation of a similar application.

## TESTING THE PROTOTYPE

### USER TEST INTRO

We are testing our XD prototype for a KEA's native Android Application which aims to connect companies & students.

We are testing the app (UI, UX, Usability) and the functionalities. We want to see if this structure of the app is clear and friendly for the users. If for any reason you want to stop the test after we start, feel free to do it at any time. So during the test, please say aloud your ideas, what you are thinking and everything else you think is relevant.

#### Tasks:

1. Find the Digital Designers and see their projects.
2. Find a project of a student of Web Development, open it and send a direct message.
3. Find a project of a Business Development Student, go to his profile and download his CV.

## Test 1

Gender: Female

Status: KEA Student

Programme: Multimedia Design, 1st Semester

- Completed fast and easy the three tasks.
- She likes the look and feel of the app.
- Thinks that is similar to KEA's Design Guidelines.
- Wants more details on the flow --> to see more details on the projects.
- Thinks the navigation is easy.

## Test 2

Gender: Female

Status: KEA Student

Programme: Multimedia Design, 1st Semester

- Believes that the app has a modern UI.
- Likes the colors
- Suggested to have images with better quality.
- Thinks that the navigation is clear
- Wanted more details inside the project.

### Test 3

Gender: Male  
Status: KEA Student  
Programme: Multimedia Design,  
1st Semester

- Finish the three tasks without problem.
- Thinks that the design is very close to KEA's.
- Easy navigation
- Wanted to see the student-flow inside the application.
- Thinks that we should add more functionalities for the Companies.

### Test 4

Gender: Female  
Status: KEA Student  
Programme: Multimedia Design,  
1st Semester

- She completed the tasks fast.
- Thinks that is a useful app.
- She likes the design of the app.
- Suggested to add similar images with better quality.
- Asked info about the Student-flow of the app

### Test 5

Gender: Female  
Status: KEA Student  
Programme: Multimedia Design,  
1st Semester

- Finished all the tasks relatively fast.
- Suggested to give more color on the placeholders text inside the form.
- Thinks that we could add more info inside the Student Profile like Program, Semester, etc.
- Thinks that the app should have less colors.
- She likes the navigation inside the app.

## CONCLUSION FROM ALL TESTING

The testers they found attractive the look & feel of the app, saying that it seems like a KEA's Android app, and they was clearly positive for the creation of a similar application.

They wanted, though, to see the student-flow inside the app, something that we could add to an improved iteration. Also, we could add more details to company's user-flow, especially inside the Projects Activity (Android Component), or Projects Page, because there it was clear that some testers wanted to see more details and interact more.

In conclusion, the tests of our XD prototype shown us that the “skeleton” of our app, seems to be in the right direction

## UI KITS

This Application is a native Android App, and for this reason we implemented Material Design Principles-Guidelines, and Android Components (Google Material UI KIT).

Moreover, we combined Material Design with KEA's Design Guidelines (colors & design principles). Material Design is a visual language mainly for Android Applications, but is not limited on Android or Mobile apps.

MD synthesizes the classic principles of good design with the innovation of technology and science.

## EXAMPLE OF MATERIAL DESIGN

CARDS

A grid of cards with each card containing a small image and the word "TITLE" below it. The cards are arranged in a 4x2 grid.

GRID

A grid of cards with each card containing a small image and a category label below it. The categories are PRODUCT, GRAPHIC & DIGITAL, FASHION, and JEWELLERY.

ACTION BAR

An action bar with a red background. It includes a back arrow icon, the text "IT & Developers", a search icon, and a more options icon.

MATERIAL SEARCH BAR

A material search bar with a white input field containing the placeholder "Search projects". It features a magnifying glass icon on the left and a microphone icon on the right.

### **Feedback (summarise and describe focus in the next and improved iteration)**

We received a positive feedback which we were very glad about, the teachers and classmates really likes our idea of making app which would be a portfolio for students.

They really like our color scheme and the easy navigation system

Areas which we need to improve:

1. The good option would be to create a “language option” so international companies can look for student who speak specific language
2. add option to find a student directly from the mainpage which would look like as a gallery full of student’s photos

### **Sprint documentations incl. long term goal you aim for**

We would like to build an active & productive networking between the students and the companies. This is not something that is going to happen immediately when the app goes “upon Google Play Store. It will take much time in order to build trust and convince companies & students to use the app in their every day life.

This is our long term goal, to make this app a useful and powerful tool for both students and companies, because the most important thing for students after graduation is to find a job in this field.