

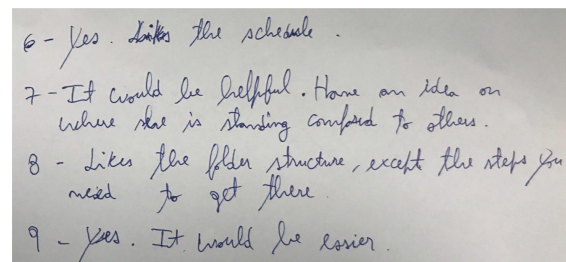
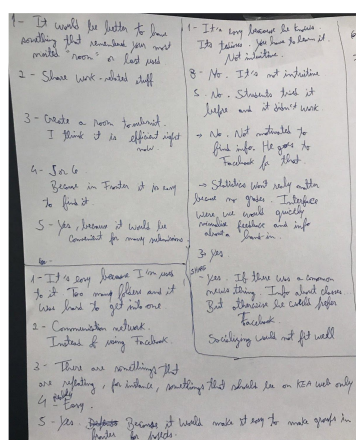
Design Sprint Documentation

Group 3

Day 1 - Map

The first day of the design sprint consisted on making a map, which was basically a diagram with many steps that would lead the user to our long-term goal. Afterwards we selected our target group, which ended up being the students of KEA.

Once we already knew who our target group was as well as our long-term goal, we had to talk to the experts, which, in this case, would mean that we would ask some questions to representatives of our target group.



To finish for the day, we created How Might We notes, where we asked some questions, based on the interviews, that we want to answer and resolve with our solution.

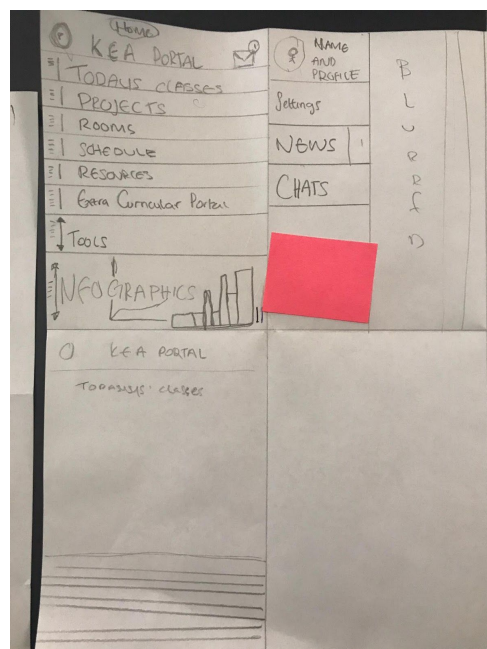
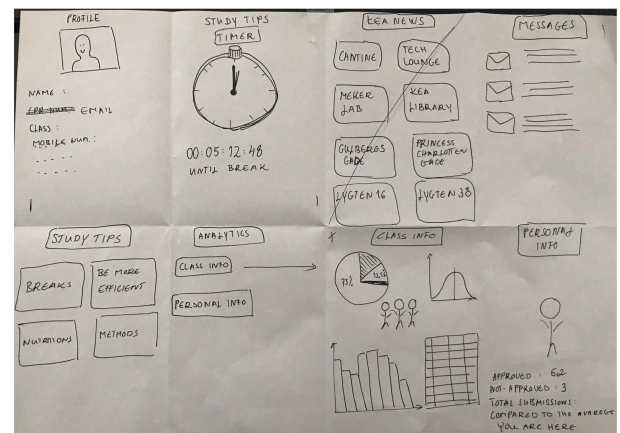
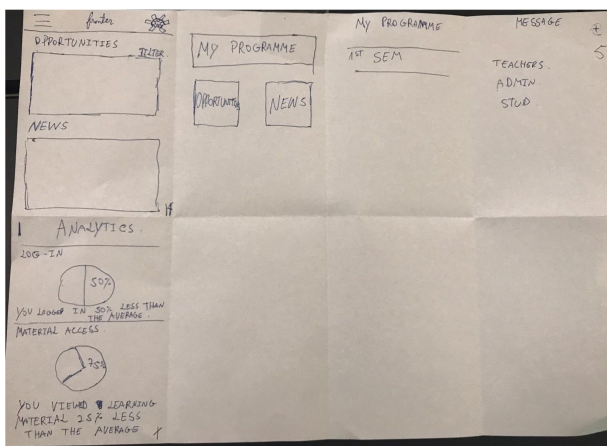
Day 2 - Sketches

On the second day of the Design Sprint we started by, individually, take notes and write down some ideas about the user flow we intended for the prototype that would later be developed.

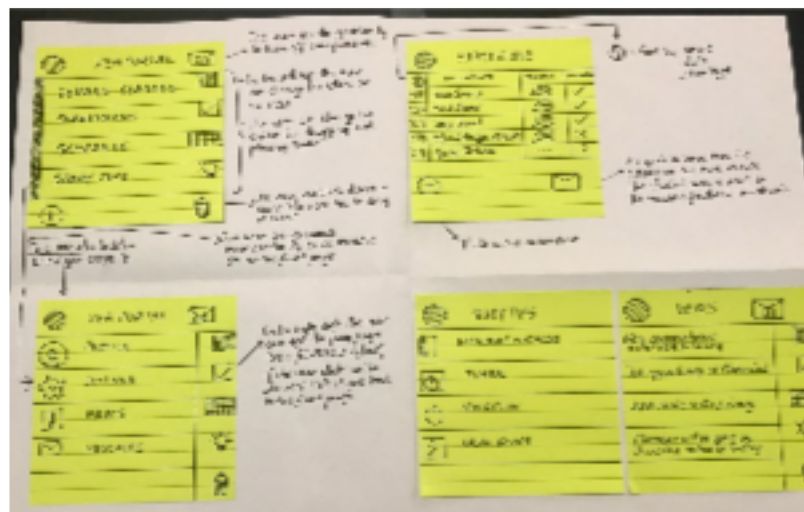
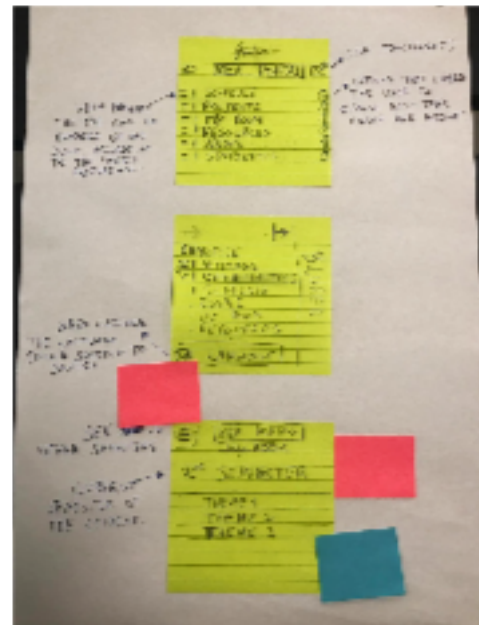
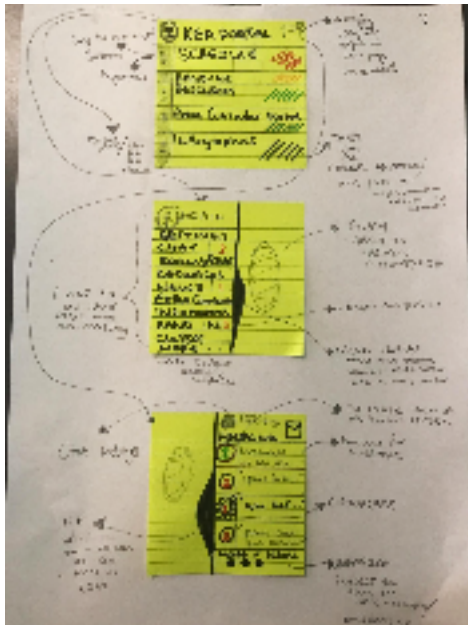
After that, each element of the group sketched 8 key ideas in a sheet of paper, that would later be a target of voting, where each member should vote on 3 different ideas from all the sketches.

To end the day, we designed a storyboard of the 3 most compelling sketches as demonstrated on the following images.

SKETCHES



STORYBOARDS

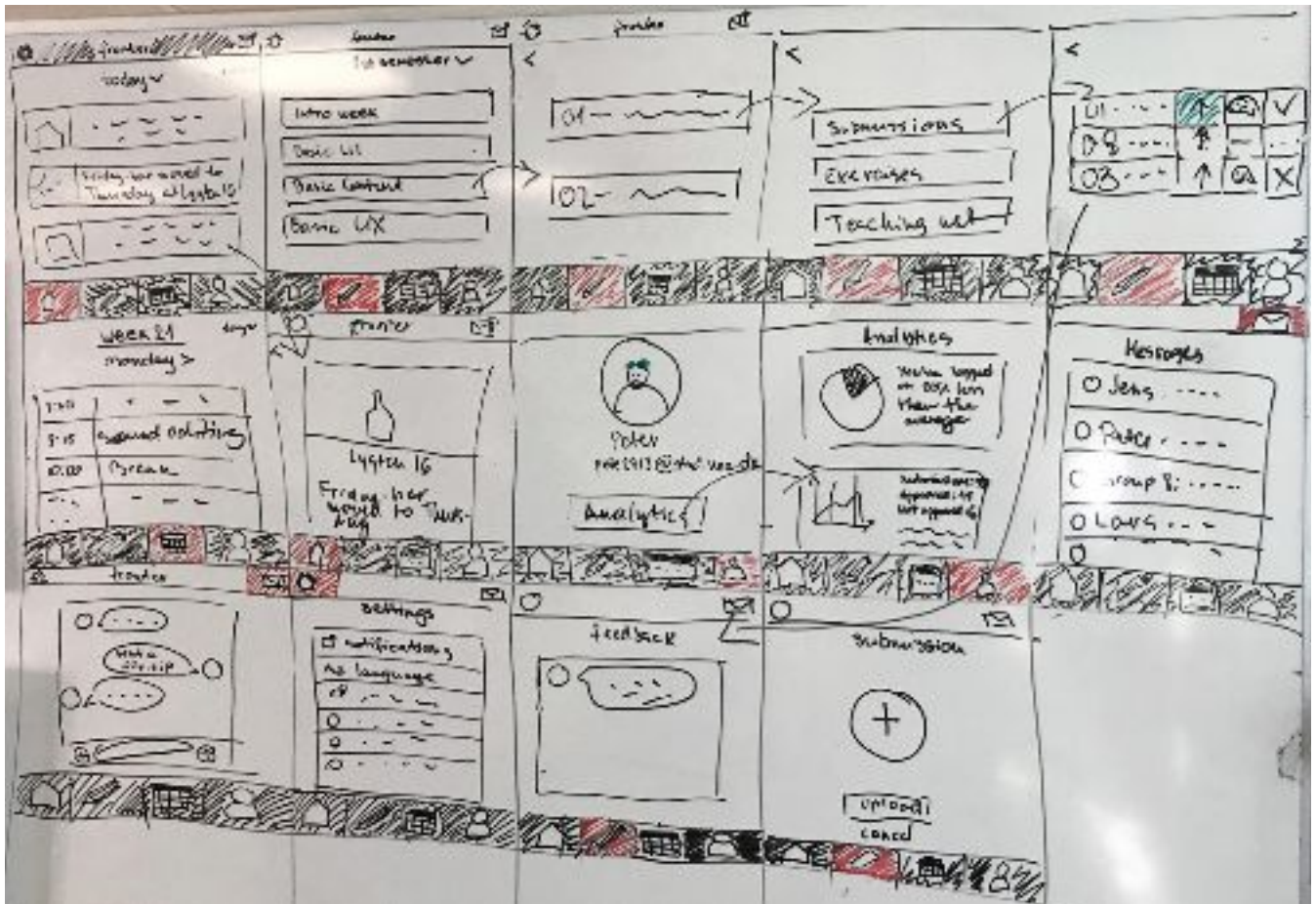


Day 3 - Decide

The third day of the Design Sprint was mainly about decision and merging all the feedback and ideas between us, the team members, and coming up with a more defined storyboard.

We started off by talking about the ideas we liked the most about the storyboards and the sketches, and argued about better solutions.

After having settled the main ideas and changes we agreed on, we started drawing the storyboard on a whiteboard, and we realized that the general structure we came up with in the storyboard was completely different than the sketches and 3 storyboards we had done the day before.



Day 4 - Prototype

This entire day was spent on developing the prototype itself, for our solution, and we managed to work efficiently, since the day before, we had already split some tasks and planned for the current day.

Link for the Fronter Prototype:

<https://xd.adobe.com/view/d266ac25-b113-4c0e-7f62-c93c7e2b4b4a-a457/screen/97229f77-1e9c-4b1f-a55d-11d0155076fc/Landing-page/>

Day 5 - Test

This was the final day of our sprint, when we had the chance to test our “product” by conducting a trunk test, and interviewing the target group.

We started by creating the questions we wanted to be answered during the interview, which were the following:

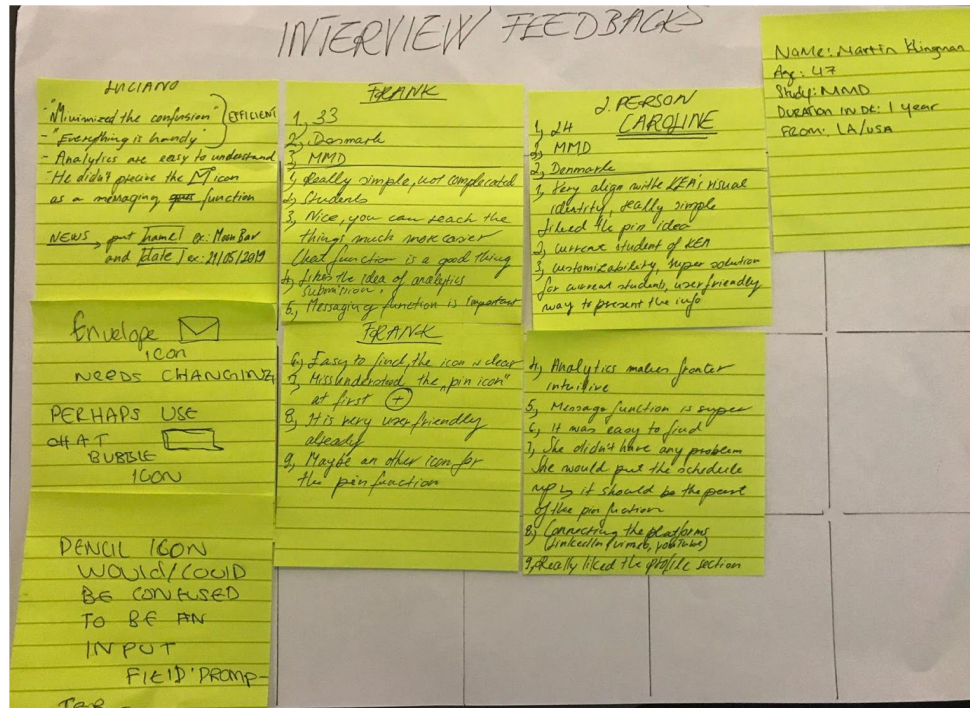
Demographic starting questions

1. What is your age?
2. Where are you from?
3. (If you are not from Denmark) How long have you been here?
4. What are you studying at KEA?

Product related questions

1. What was your first impression of this system?
2. Who do you think this system was intended for?
3. What is the purpose of this digital solution according to you?
4. What do you think about including analytics in our solution?
5. What do you think about including a messaging service?
6. Where can you find your schedule? Was it easy to find?
7. When and where do you first encounter a problem/issue?
8. How can we make it more user friendly, more intuitive?
9. Do you have any last comments/ suggestions with regards to this system?

Then we started the trunk test and we wrote down the feedback we received.



Q7: I got a little confused on submissions, language doesn't work.
 - Maybe rework least description and feedback.
 Q8: it is a bit angular, it doesn't feel overloaded and it ~~best~~ is fluid.
 - Round edgess off
 Q8: To focus on design aspect
 - needs to be more usable

Q4: Actually, I thought it was cool!
 - Curiosity is satisfied
 - Is it a distraction though.
 - Possibly a distraction.
 Q5:
 Tricky one, I guess it is useful - not everyone has FACEBOOK.

Q1: A lot there, not in a bad way, just didn't expect it
 Q2: Anybody / i.e. Student feels very institutional.
 Q3: Duplicating current ~~for~~ frontier, combination of FB and GLO FRONTIER.
 FEELS FRESHER

Q8 continued:
 - Needs to be more visually appealing
 - Reduce information settings, perhaps leave some settings in the profile section
 - The amount of settings is alarming.

Q5 continued:
 - Possible issue with storage of app, help that it's a mess.
 Q6: Simply no, there is a lot of information
 - Slightly more detail in the calendar icon
 - perhaps a sub no.

Based on the feedback, we wrote down the main ones:

Positive

1. All the interviewees answered correctly to our intended target group.
2. Really simple and user friendly way of presenting info, not complicated.
3. Everything is handy.
4. Feels more fresh.
5. Analytics are easy to understand.
6. Messaging function is convenient.
7. In line with KEA's visual identity.
8. The pinned tabs are a good idea.

Negative

1. The messaging icon wasn't perceived as such.
2. Pencil icon for the teaching material page, would be confused for resembling a page with an input field.
3. The schedule icon should have more detail, so its meaning is more noticeable.
4. The submissions page should be organized in a more logical way (maybe the task descriptions tab should be moved outside to the outside of that page).
5. Analytics may be a distraction.
6. The + icon on the pinned tabs was misunderstood by one user.
7. The schedule should also be an option to add to the pinned area on the main page.
8. Needs to be more visually appealing.
9. Too much information on the settings page.

10. It would be nice to be able to connect directly to other learning platforms, such as Vimeo, youtube, LinkedIn Learning).

After reflecting on the feedback from our interviews, we decided to select the issues we think should be prioritised:

1. The teaching material, messaging, and schedule page's icons should be redesigned.
2. The folder structure in the submissions tab should be modified to make it more user friendly.
3. Settings page should be better implemented.
4. Improve some design features to give more emphasis on some things.
5. The pinned tabs section on the main page should be rethought to make it more appealing, visually.