**7 Mar (10-11.15am)**

Objective of the interview:

1. To understand students’ experience while doing research on university website
2. To figure out the pain points of students while researching on DS courses

Target interviewee:

1. Incoming freshies (those matriculating this year)
2. Current undergrads (Students in NUS, NTU etc)

Questions:

* Are you an incoming freshman or current undergraduate?
* What is your university and course? (NUS - DSA, …, others)
* Do you think it is easy to gather information on data science courses by browsing through different university websites? (rate 1 to 5)
* Rank each of the following challenges you might encounter when researching DSA courses in different universities, from 1 to 5 in terms of difficulty.
  + Difficult to open multiple browsers at the same time to compare course content
  + Different universities design their webpage differently and information is spread out. Hence unable to make explicit comparison across course information/modules
  + Difficult to gather details about what you will learn, i.e. module informations like programming languages/ data analytics softwares/specific technical skills/difficulties
  + Difficult to gather details about the practical opportunities they could have (industrial related modules, internship)
* What made you choose your course? (Rank top 3 based on how important)
  + Job prospects
  + Expected Starting Salary
  + Breakdown of types of modules taught
  + University ranking
  + Tuition fee…
  + Personal career goals
  + Faculty and their resources
  + Others:\_\_\_\_\_\_\_\_\_\_\_
* Which aspect of Data Science do you want to explore/specialise in? (Rank top 3)
  + Machine Learning + Artificial Intelligence (models to make predictions or decisions)
  + Data Engineers (Database systems)
  + Data Visualisation Tools / Graphing or Dashboards (Tableur/PowerBI)
  + Business Analytics
* (current undergraduates) What made you choose your university? (Rank top 3)
  + Your A level results/IB Diploma results/GPA
  + University ranking
  + I like the content taught/course design of the university
  + High expected salary
  + School location
  + Others: \_\_\_\_
* (current undergrads) What are some things you wished you knew before you started studying(data science)? (open-ended)

Survey Qn:

<https://docs.google.com/forms/d/e/1FAIpQLSd6WjeVreoNnV0uHbdrfNVmnQkdR8xlanglDX4zV0QGcVn4dQ/viewform?usp=sharing>

**13 March meeting 6-8pm**

**Physical/Zoom interview Qn**

Target: know about their **experience** in comparing universities

* Ask for their name or ask how to address them
* Ask if they are going to study data science in any of these universities

Possible Qns:

1. How do you know about the area of data science and developed an interest in it
2. What are some ways you conduct research on universities? (e.g. Do you start with university website + course name, or only search on university/course. After you click into the first page, where do you go next → depends on what the interviewee says, try a very detailed and concrete roadmap of how the research is done?)
3. During the process anything that makes you feel that “I wish they can show xx info here” <- ask this Qn while they describe Q2 along the way OR what information do you wish to see on the school website?
   1. Do students want to see the specific modules that they can take or just see a summary of the skills they can learn from a particular course(module e.g. CS3244)?
4. Eventually, what made you choose this course? (This question is for incoming freshman with offer accepted or for current students)

Key takeaway:

1. Reasons for choosing a course ( salary, job prospects)
2. Things users hope to see on university websites when they research the course
3. How was the experience
4. Would you prioritise exposure to Maths/stats/cs more through the course?

Things to note:

1. Try 5 students from different backgrounds? (e.g. 2 incoming, nus, ntu, suss)

* Do in pair, 2 incoming, NUS, NTU, SUSS/SMU

1. Each person interviews one/two people / do in pairs?
2. Due date of physical interviews: 17 Mar Friday 12pm
3. AEIOU frame from lecture: Activities, environments, interactions, objective, users
4. We should be able to generate persona(s) after that
5. Modify our LF prototype along the way and create the HFP by Sunday?

**LF prototype**

* Backup list:
  + Big name companies link with job description
  + Ranking of universities and the score given to each school by the similarity to the job name - can we have more information besides the score because as a user, we would be wondering what the score means
    - We can have another pop up box showing the in-depth justification why a school would be suitable for the job description when we click on the university.
  + We need backend team to classify DSA coded modules by ST/MA/CS
    - For example, NUS has DSA-xxxx modules. For DSA3101, we will classify it as a CS module since it is more coding, for DSA3102, it will be a math module since there is matrix stuff in it.
    - However, for SUSS, most biz analytics modules are under the School of Business, so we need help with classifying it by subject.

**Working plan**

**Week 9**

Interview (by Fri 12pm)

Round up meeting of LF prototype (Friday 12pm)

Catch up with BE (weekend)

**Week 10**

Build High-Fidelity prototype (by Mon, during lecture time)

Implement 80% (by Sunday)

**Week 11**

Round up implementation

Merge with BE → UAT

To-do:

* Compile findings from the interview + survey into a proposal of features to be included in the webpage
* Modify our old prototype if needed (for school comparison part, can add in 1 or 2 more page design if needed)

Interview responses for 5 interviewees (collated): <https://docs.google.com/spreadsheets/d/1GM3Yb3iMlUXLf2TokZ-ROLLZsNvHXeIwxuxtirakLFw/edit?usp=sharing>

Interview responses for jy, yj, qj: <https://docs.google.com/document/d/1Nly1K82hm-q3OoeBw8hBKw58p1UvDaTD4Vn7XE9xnbE/edit?usp=sharing>