

**CIS 5040-1**

Professor: Arun Aryal

Tanmai Aurangabadkar

Framing Phase:

Problem Fact:

Our project student association is a focused group of students, with the shared interests of learning from the industry experts about the real-world problems they face when working in the field. This association is also providing a platform where these group of people can build the network which can help them in their professional life. This association will also allow students to get a break from studies, participate in the workshops earn certificates which they can put it on resume.

This association as part of being effective, needs to embrace the latest technology developments to build a web portal, which will be aligned with the goals of the associations.

Problem Situation:

Students joins college to learn about subjects and topics they are interested in, but sometimes school settings don't provide students with enough real-world exposure. All different types of users which includes students, faculties, speakers and volunteers can use this as one stop shop to manage everything related to the events organized by the association. For example, signing up for events, reviewing past events, find out the location of events and managing presentation materials including powerpoints and drawing tools while speaker is presenting at the events. For immediately responding to some frequently asked questions, the website will provide the chatbots, which will immediately respond to questions like where is an event being held.

Problem Narrative:

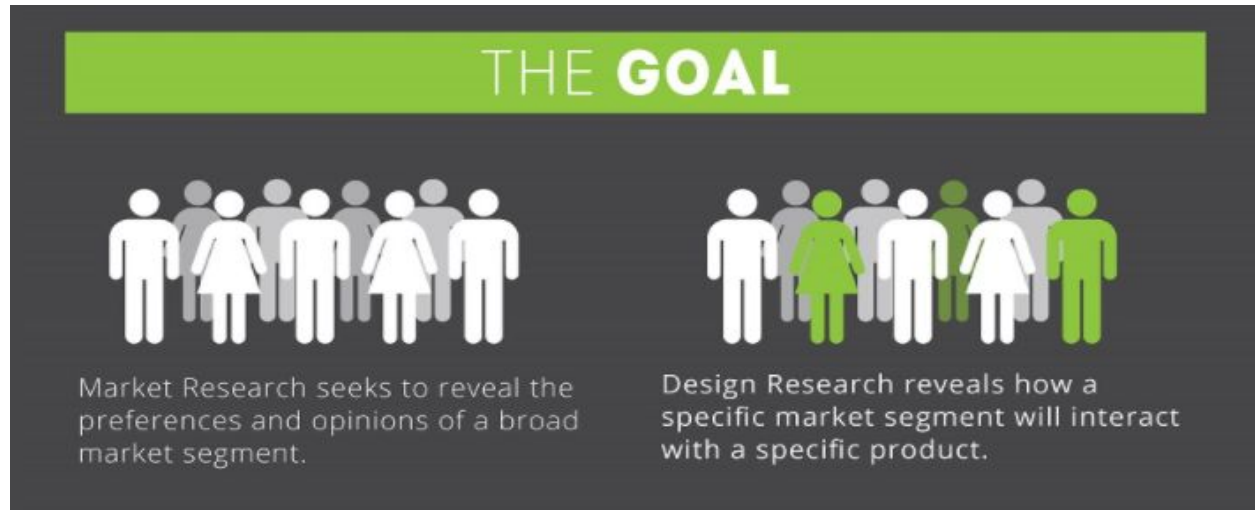
MISSA: Masters Information Systems Students Association is an association designed to provide the students an augmented learning experience with help of industry experts who are interested in sharing their experiences and help the next generation of MIS graduates to be experts themselves. Our association is aimed to organize events which demonstrate real world application of the concepts taught in our classes. When student 'Y' attends the events, s/he knows what is missing in what is taught in the class and hence is asking more relevant questions which will help him/her to answer questions when s/he will go for his/her first job interviews. Thereby improving or augmenting his/her learning experience at school. Whereas student 'X', who has not attended the event may not realize why s/he is learning a particular concept and

hence when interviewing for the job and asked for a real-time application, s/he will be struggling to answer that. This is an example for average case scenario for a group of students. Also, this is reflecting only one advantage of such association. Another advantage for students will be that students will get to build their professional networks from beginning in the career. The interactions in the events with experts will help students sharpen their soft skills, students will learn about themselves. Another great feature of our events will be, we will organize workshops under the guidance of experts which will provide students a hands-on experience about how to solve real world problems and students will get certificates which they can use in resume, which can provide them references to start conversations in the interviews or other industry experts.

Apart from the advantages of the association, it is also important to highlight the tooling provided by the association to make an impact on the learning experience for the students. This augmented learning experience cannot be impactful until we have right tooling. A website will be the perfect tool in these modern ages of internet and mobiles. Website will allow students to sign up for the events according to their interests and will provide notification service to remind the people about their events with the location and the brief background of speaker and brief description of the topic. Also, the speakers will be able to upload and access the materials they want to use for the event during and before the events. Also the website will provide chatbot to allow members of the association to interactively ask questions and get immediate response through the system. Volunteers/Coordinators will have admin access on event to event basis, so they can manage the event effectively and can send notifications for any changes or updates to the events to the people who signed up for it. Additionally, website can provide details and recordings of past events, which allows interested people to refer when needed and also to the people who may have missed an event because of other commitments like class schedules.

Once such platform is there, it's not very hard to imagine the opportunities of improvements and additional features which may be added to make it as best as we can. "First comes thought; then association of that thought, into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination" by Napoleon Hill.

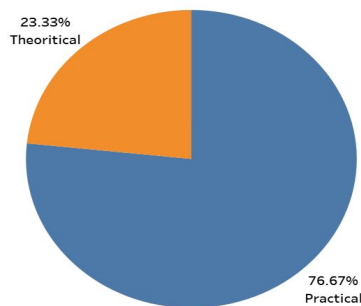
Market Research Phase:



Market research will identify the potential buyers of the products or services and ask their opinion about the product or service. It is based on the facts, themes and trends. It focusses on the feasibility and viability of the product or service. It seeks to understand what people says about the product or service. We started the analysis by conducting a survey and interviewed many students and observed different opinion from different students. The interesting facts we came across are:

1) Approximately 76% of the students wanted the concepts taught by the industry experts should be related to real – life examples and only 23% of the student were interested in theoretical knowledge.

Knowledge preference among students



2) More than 50% of the students want the events should be interactive, should get in-advance notification about the events, and industry experts should provide reference books and information about the latest technologies.

From what we observed, we built an interpretation that every concept delivered by the industry expert should be elaborated and focus on the latest technologies. We designed a website where the student will get all the information about the past events for references and future events. We will record all the events so that students can watch the events which they have missed. In addition, during the interview, some students wanted assistance that can help resolve their queries in a more interactive way. For this we developed chatbot service to answer to solve their problem. Chatbot is like a virtual assistance that are robot programmed and respond like humans. As the budget to host these seminars and conferences is limited, we have followed various approaches to gather required funds. The financial aid of the college supported us. In addition, We got some sponsorship from the companies as this proved to be a forum and platform to promote their new technologies and products.

From the survey and data analysis we found the top priority of students is that the association should provide knowledge about the latest technologies and industries and how will it benefit them in the future.

Design Research Phase:

Design research tells how a specific market segment will interact with a specific product. It focus on the desirability which includes the needs and environment of the users. It is based on the observation and discovers how people interact with the products or services. We conducted a survey on a particular market segment and collected the data. Surveys was conducted by using the Monkey survey website and face to face interview. Then we analyzed the data based on the feedback from the students. After the interviews and surveys we came across many interesting stories. One of the most inspiring story was by a student named Aryan Kuntal, who did his bachelors in computer science. He mentioned there is lack of industry exposure, non –interactive classes and unclear career path. The major concerned was about the practical knowledge rather than the theoretical knowledge. His motivation to attend the event was to build up strong

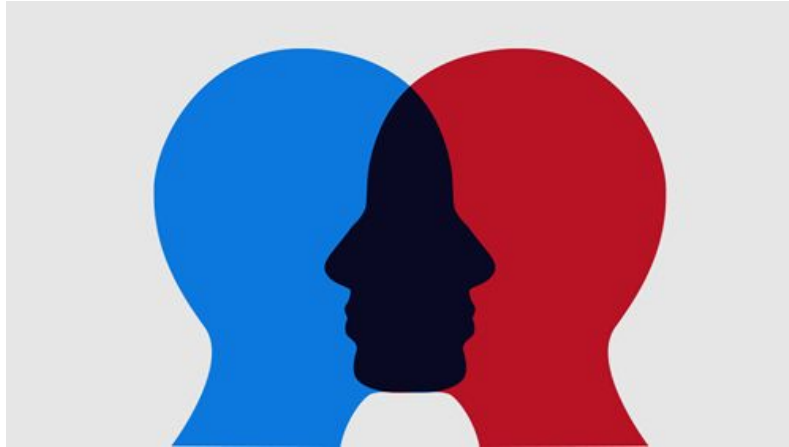
network with students of different college and professionals. Based on the various stories we came across some themes and patterns. We decided to include quizzes, debates and forums in the workshops. Information about all the events will be updated on the student one week in advance. This will help students to get prepared in advance. Also, if we continue to host such events it will better prepare students to face the real world and enter into workforce with higher confidence and motivation levels.

We need to maintain and increase the satisfaction level of the students by providing answer to all their questions. For this we have a chatbot service on the student registration portal, which will be guiding student with all the queries and suggestion.

Below is one of the story by a bachelor student:

Aryan Kuntal	
- graduate student	
Background :- Bachelors in Computer Science	
- live with his family	
Main Goals	Pain Points
- Industry Exposure	- Non Interactive classes
- Meaningful learning	- Unclear career path
- Explanation with real time examples	- No Industry Exposure
Responsibilities	Needs
- Build strong network	- Interactive Learning
- Provide practical learning	- Job Search
- Develop contacts with industry experts	- Guidance on latest technologies

Empathy Phase:

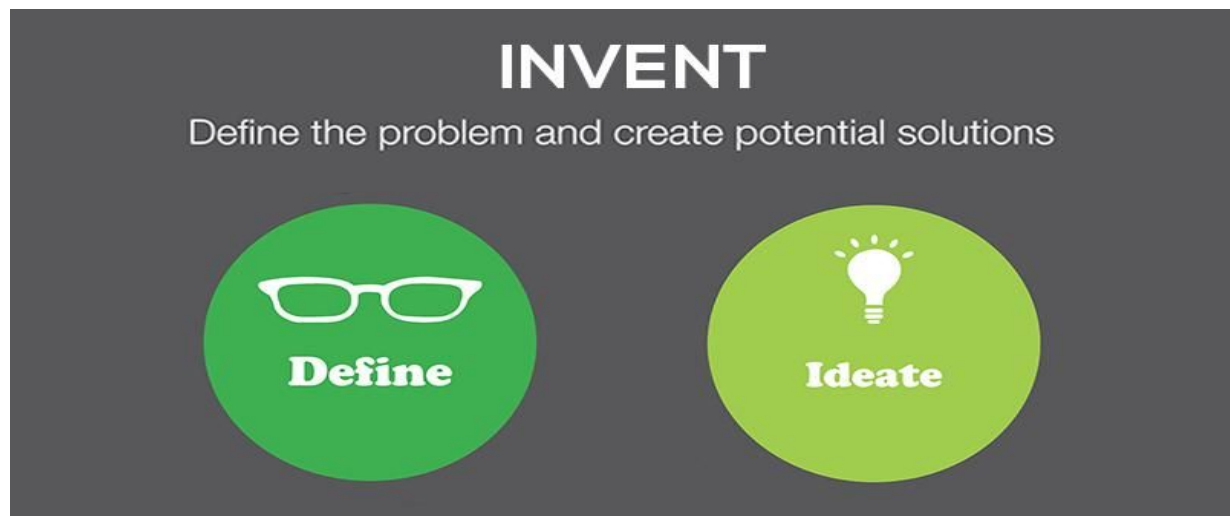


Empathy is core component of design thinking process where it is essential to do deeper understanding of the people you are designing for. To gain that vision, it is important for design experts to empathize with the people they are designing for to comprehend their requirements, thoughts, emotions and inclinations. Management Information Systems Students Association is an association for students to communicate with the industry experts which will help them to apply their knowledge delivered by these experts into practical application. To understand student's requirements, our association will be conducting interviews for analyzing their individual interests. This will help our association realize student's preferences for the latest technologies. Interviews are well structured, and the interviewer will typically have a set of questions they wish to ask the interviewee. Apart from interviews, our association members will brainstorm to get questions to ask the students and create themes or topics around those questions, so they can flow smoothly from one to another. Our association will ask the students to share your inspiring stories which will be collected by all the team member's research, from field studies, interviews, etc. By sharing these stories that each student has observed, our association can get up to speed on progress, figure out meaning from the stories, and get interesting points of the observation work. We will maintaining satisfaction level of the students by providing answers to all their questions.

Define Phase:

“Framing the problem is the basic foundation of design.” It is important to analyze observations and incorporate them to specify the core problems that team has identified up till now. It is the

stage of the design thinking process that involves amalgamation and scrutinizing all the insights and information gathered by observing people in the earlier phase.



Currently, there is no industry exposure for the students studying in our school. To understand how business process works, students should be given cognizance on corporate work culture and upcoming market trends. Students find difficulty in interacting with the industry experts as there is no platform for them to communicate with these experts. Also, students lack awareness on the latest technologies which will help them for their career growth.

Keeping this scenario in mind, we have created an association for students so that they can communicate with industry experts to apply their knowledge delivered by these experts into practical application

We will be developing a common portal where students can register themselves for events and get all the required information such as upcoming events, future events, Industry speakers, location and so on. Workshops organized by our association will provide certificate that might aid a student an Internship opportunity.

Thus, MISSA will provide students with good networking opportunities where they can apply skills learned in the sessions in their future career. This will help students engage with diverse groups of people.

Problem statement:

User	Need	Insight
Nishit ,a part-time student of MIS, CSULA	Wants someone to guide him for the future career path.	He never got an opportunity to be a part of association where he get guidance for his future career path.

How might we questions asked to the student –

- 1) How might we make students interact with the outside world?
- 2) How might we increase the satisfaction level of the students?
- 3) How might we use the knowledge and ideas of students?
- 4) How might we increase the networking among students?
- 5) How might we increase the practical learning among the students?

Synthesize Phase:

Synthesis is about creatively putting together the analysis and research in order to form whole ideas.

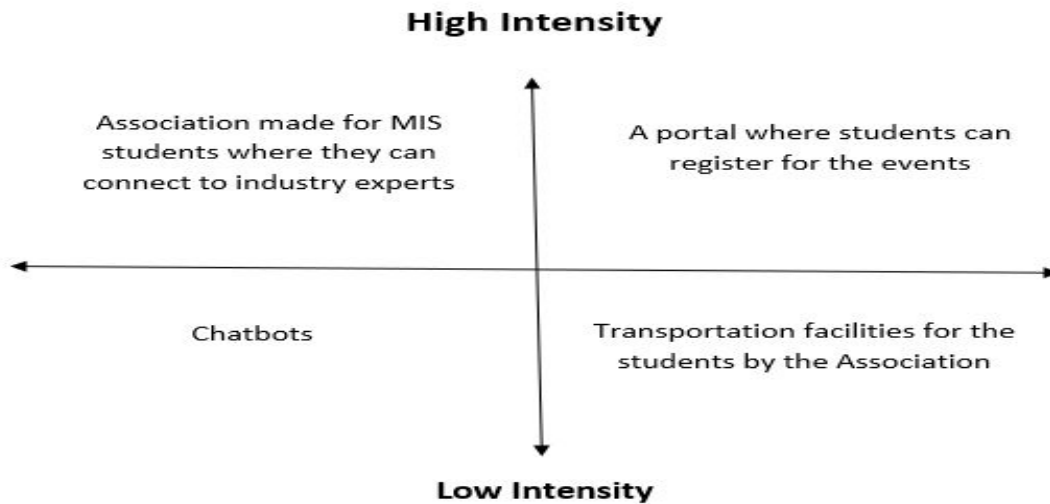
In this phase, we have divided the four components into high intensity and low intensity.

The high intensity components are -

- Association made for MIS students where they can connect to industry experts.
- A portal where students can register themselves for the events.

The low intensity components are -

- Chatbots
- Transportation facilities for the students by the association



Ideate Phase:

It's not about coming up with the 'right' idea; it's about generating the broadest range of possibilities. Ideation provides both fuel and source material for building prototypes and getting new solutions in the hands of users. Brainstorming is one of the primary methods employed during ideation stage of a typical design thinking process. It is a great way to generate many ideas by leveraging collective thinking of group, by engaging with each other, listening, and building on other ideas.

In our association, we performed brainstorming sessions. Number of ideas were discussed during the brainstorming session. Most of them suggested that school should provide transportation facility for students coming from radius more than 10 miles. Some of them wanted financial support to be provided by the association. Others recommended that students should manage transportation on their own.

In our Ideate phase we have divided the project in three parts according to the need of events, students and speakers.

We have further divided the needs into three main categories which are Physical Product, Online offerings and In Person Engagement.

In Physical Product category, we focused on the tangible needs.

In Online Offering category we focused on what can be fulfilled using technology.

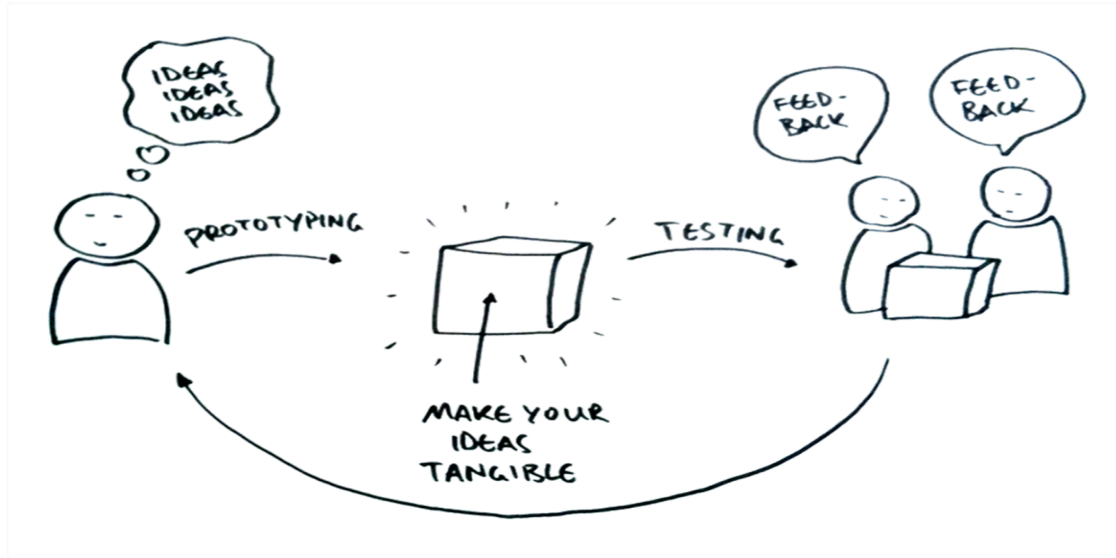
In in Person Engagement category we focused on how we can make experience better for students and speakers attending an event.

Co Cap Metrix:

FORMS TO ADDRESS NEEDS	NEEDS		
	EVENT ORGANIZATION	STUDENT ENGAGEMENT	SPEAKER ENGAGEMENT
Physical Product	EVENT LOCATION TECHNICAL EQUIPMENT ONLINE REGISTRATION SYMPOSIUM STOPS	CONTINENT QR CODE FLYERS	PPT SLIDES
Online Offering	WEB PORTAL EVENT SIGNUP TODAY'S VIDEO	EMAIL NEWS LETTER CHARTER REMINDER WEB PORTAL SOCIAL MEDIA	REMINDER MEETING AND SUPPORT WEB PORTAL
In person Engagement	WORKSHOP MEETUP HELP DESK CRK TOOL	SAFETY INSTRUMENT	MEETING HOURS CUSTOMER

Prototype Phase:

A prototype is a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualization quickly and cheaply, so that the designer involved can make appropriate refinements or possible changes in direction.



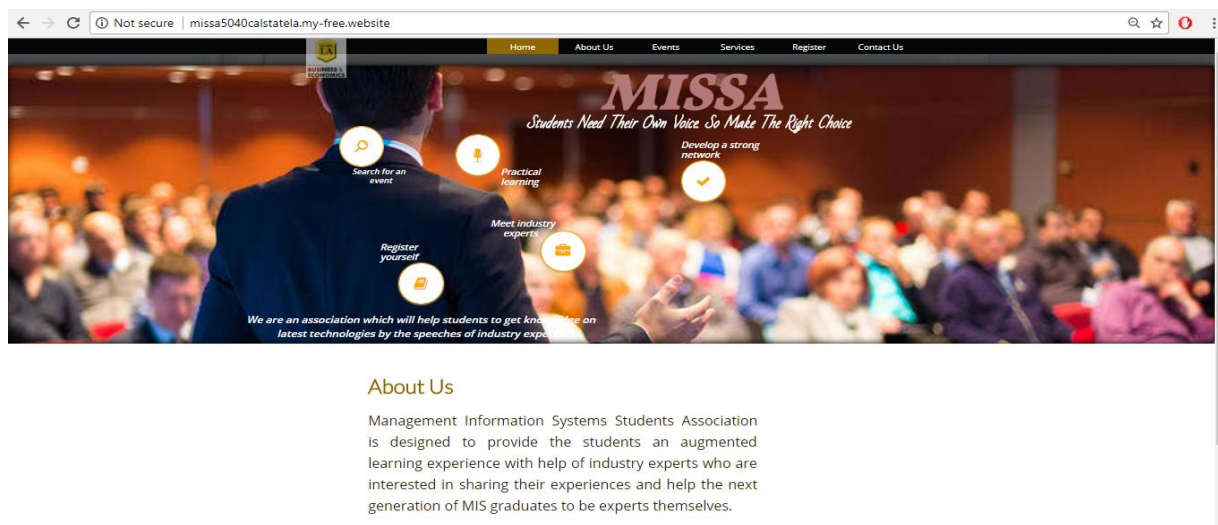
Prototype is basically divided into two categories-

1. Low-Fidelity Prototyping
2. High-Fidelity Prototyping

Our prototype comes under Low-Fidelity Prototyping where the prototype involves the use of basic models or examples of the product being tested. Prototype being developed by us involves a portal where students can register themselves for the events. The dummy website created as a prototype is branched into six parts-

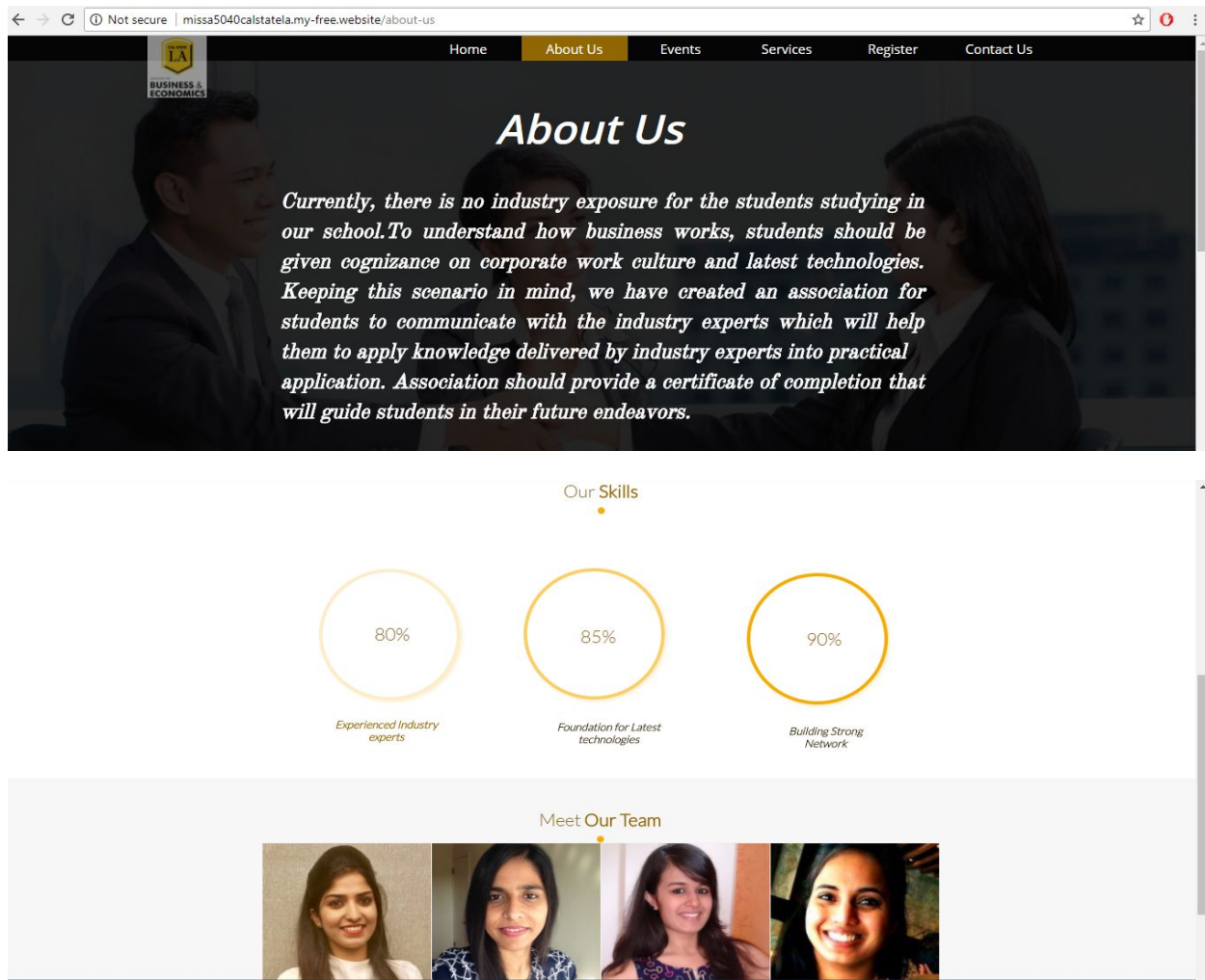
1. Home page:

This page gives an overview of what our association can provide students for their progressive career growth.



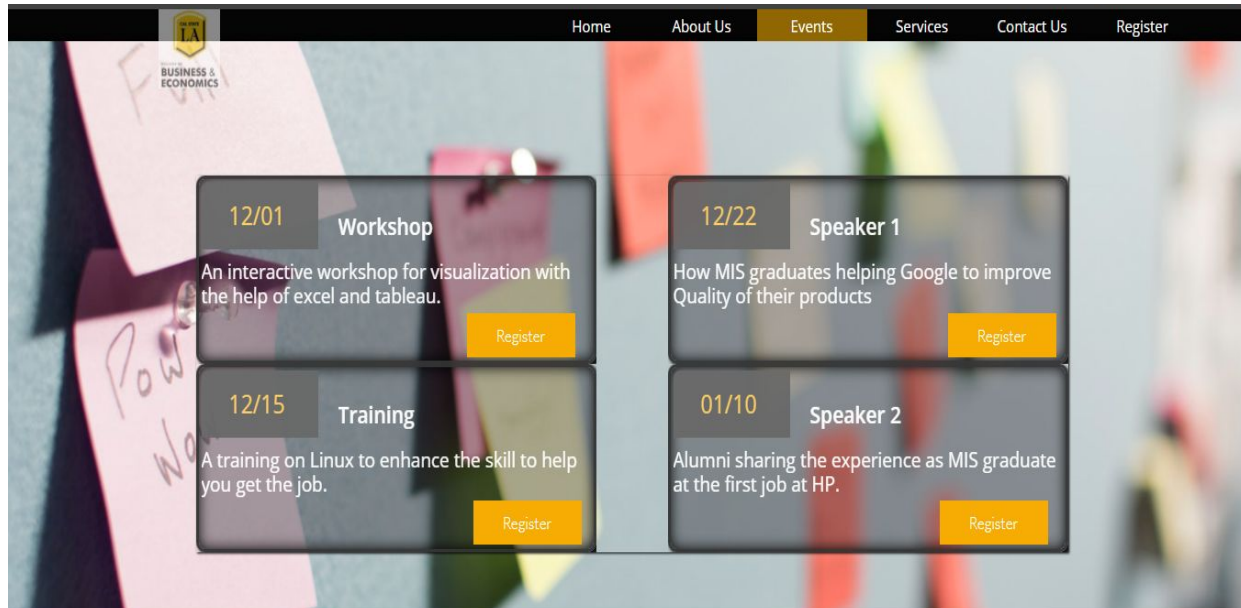
2. About Us:

It provides us all the required information such as the skill set that can be developed after joining our association and also gives information about our team members.

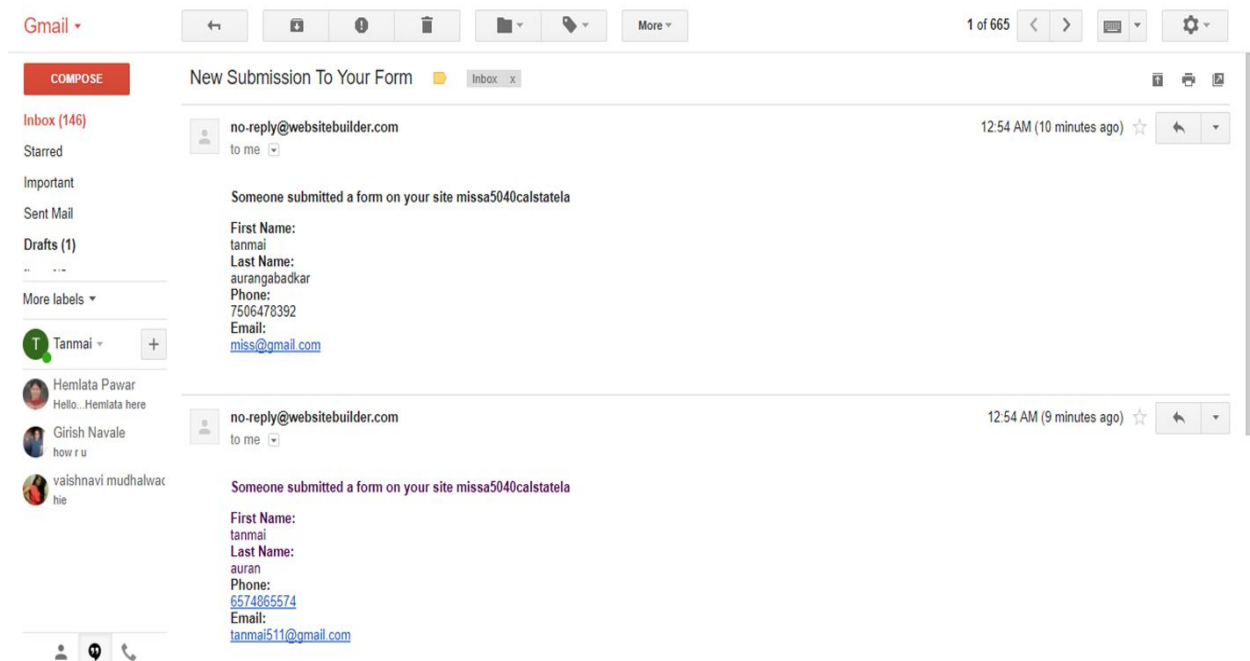


3. Events:

This page will provide detailed description about the dates availability and details about the workshops, training and the speakers information for that particular event.

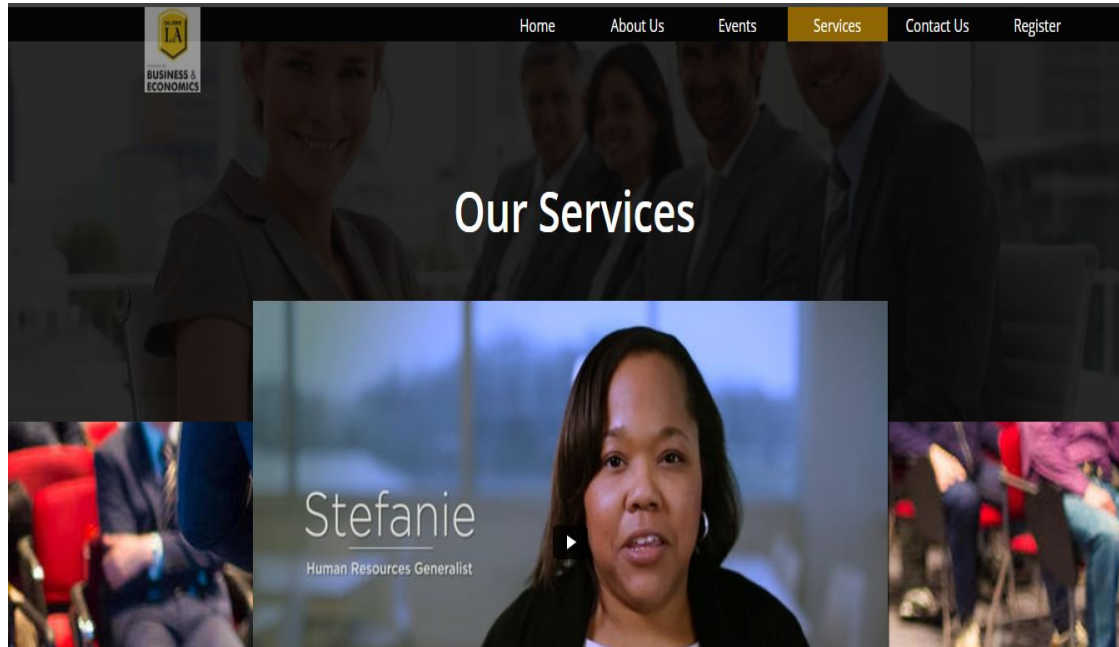


4. Email Notification to the student:



5. Services:

This page provides different types of services like search of an event, registering for an event, industry experts coming to that event etc.



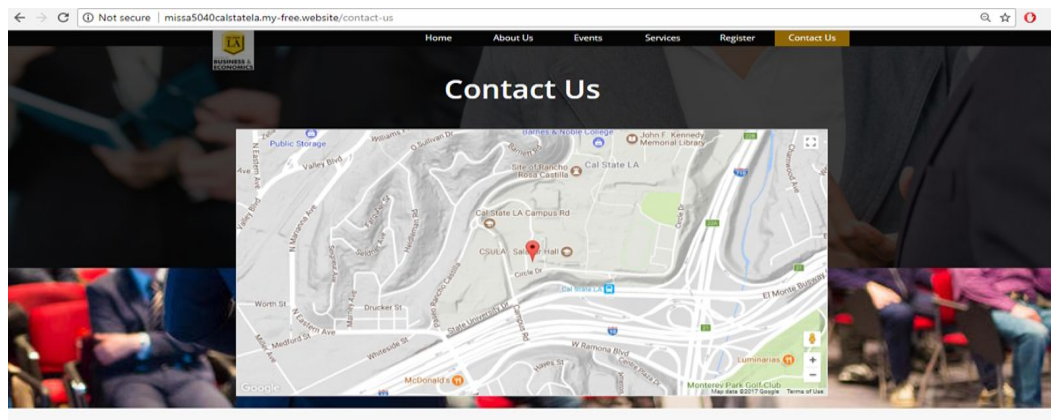
6. Register:

This page on the portal is for the students to fill in all the details and get themselves registered for the event.

The screenshot shows the 'Event Registration' page. At the top is a navigation bar with links: Home, About Us, Events, Services, Contact Us, and Register (highlighted in yellow). The main header area features a large, dark background image of a person's hand holding a laptop. Overlaid on this is the text 'Event Registration' in a large, blue, sans-serif font. Below the header is a registration form with four input fields: 'First Name', 'Last Name', 'Phone', and 'Email'. The 'First Name' and 'Last Name' fields are on the left, and the 'Phone' and 'Email' fields are on the right. Below the 'Email' field is a yellow 'Submit' button. The background of the page is a collage of images, including a person's hand holding a laptop and a potted plant.

7. Contact Us:

This page on the portal provides the students with all information for getting in touch with the members of the association. There is a live assistance available 24x7 to provide help on any query.



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California State University, Los Angeles

Tel: 310-760-6596
Email: missa5040@gmail.com

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Prototype Website Link:

<http://missa5040calstatela.my-free.website/>

Conclusion:

When we started our project Student association we imagined providing the students an association which will connect students with industry experts only but after conducting surveys

we got many ideas and started implementing them with marketing and design research. After completing the research, we had better understanding what we should deliver to accomplish our goals and we started Ideation phase. In this process, we broke down our project into three different categories involving students, speakers and events. We were able to translate the needs of the project gathered from ideation into a prototype. In prototype phase, we shared our prototype with few selected students for their early feedback. We did another iteration on our prototype to fix problems and optimize based on the feedback we received. Then we validated our implementation with broader group of students to build the final solution. In this entire process, we learned how we should break the problem into smaller solvable problems within a well-defined scope. Further, we learned through the design process how we can use learning from one phase to feed into next phase to plan and build a portal. This portal allows student to have opportunity to interact with industry experts, ask for their help, build their network, build their profile with certificates from workshops & trainings and learn from experiences of industry experts. After all students join colleges to learn something new, and we wanted to build something which augments and complements student's learning experience.

References:

1. <https://www.build.me/teachdesign/lesson/1498>
2. <https://cp-my.websitebuilder.com/>