أكاديمية مسك
MISK ACADEMY

GENERAL ASSEMBLY

User Experience Design Course

Final Project

Team 2

27th Jun, 2019

Team Members

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Agenda

- Hakeem Overview
- Problem Statement
- Target Personas
- Competitive Research
- Competitive Analysis
- User Research
- Affinity Map, Experience Map and Storyboarding
- User Flows
- Wireframes
- Prototypes

حكيم
Hakeem

Advice you anytime

Is a platform that helps parents and students to get advices from qualified counselors related to academic and behavioral issues.

User Experience Design Process

UNDERSTAND

Problem Statement

“

- Samer Ibrahim needs a way to communicate effectively with a qualified counselor because he is facing difficulties in finding right consultation related to his children’s academic and behavioral issues at school.

”

Target Personas

SAMER IBRAHIM

FATHER, PRODUCT MANAGER

" I LOVE BEING FATHER , BUT IT'S REALLY HARD ! "

DEMIGRAPHY

- Male 30 years old
- Married , 2 children
- Jeddah,Saudi Arbia
- Product manger

HABITS

- Cooking
- Traveling
- Reading

GOALS

- Provide better education for his childern
- Increase knowledge level about childern issues at school
- Seek advice for his childern realted to acadmic and behavioral issues

BARRIERS

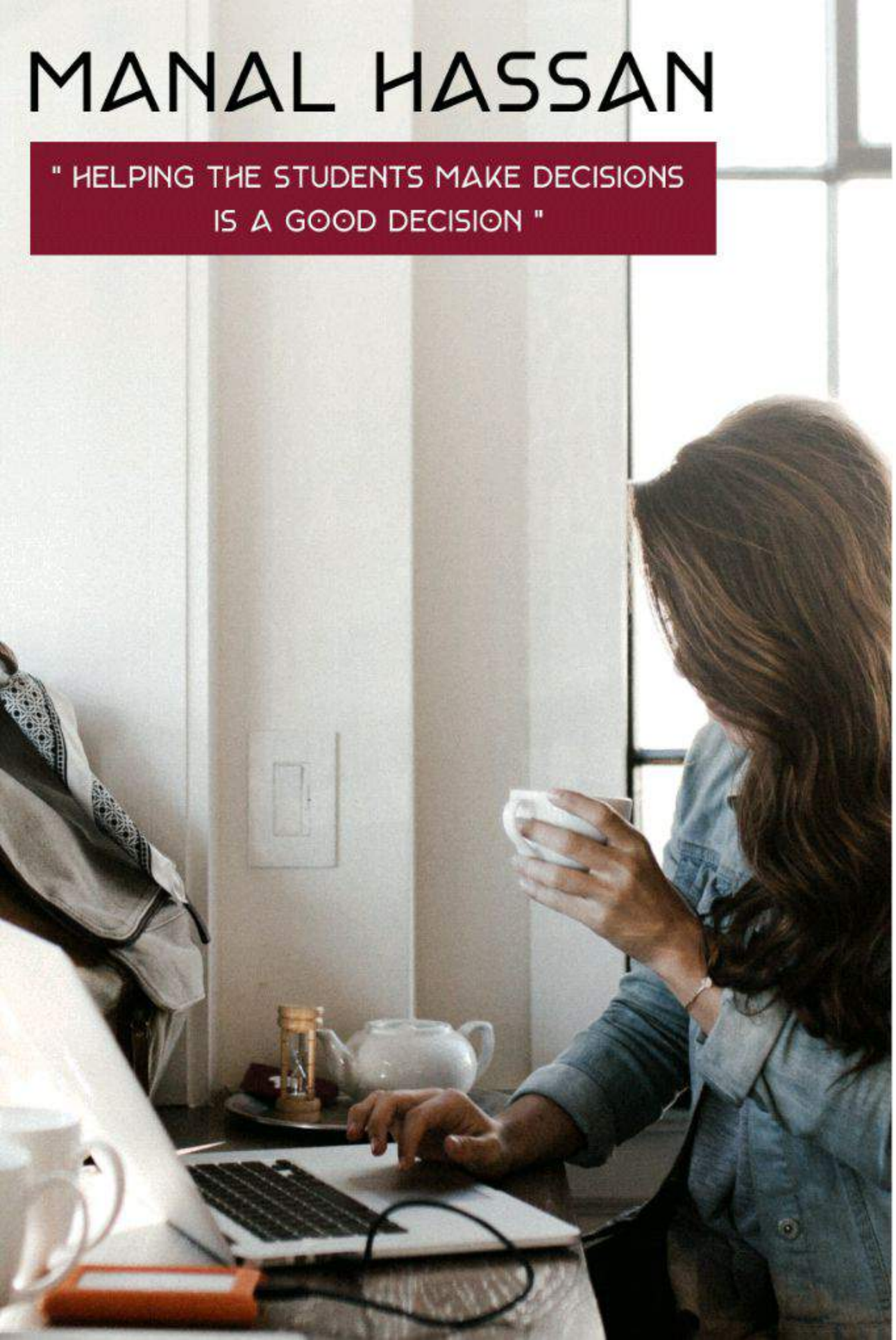
- Tight sechudle
- Lack of exposure level for acadmic and parenting

DAY LIFE

Samer Ibrahim, 30 years old, father of Yousef 11Y and Maya 8Y . He wakes up every day at 6am. He drives his children to school around 7:15am. Samer is careful in choosing the school, to ensure his children receive high academic standard and rich teaching experience. He stops by the coffee shop before heading to work at 8am. During school open days and parents meeting day, Samer always find it's difficult to free himself to attend. This happening also when he need to seek advice or discuss academic progress with the school counselor. He goes back home at 4:30 pm. have lunch with children follow by helping them finish school works. Discuss school activities.

MANAL HASSAN

" HELPING THE STUDENTS MAKE DECISIONS IS A GOOD DECISION "



DEMIGRAPHY

- Female, 30 years old
- Married , 3 children
- Jeddah,Saudi Arbia
- Student consuler

HABITS

- Shopping
- Traveling
- Reading

GOALS

- Providing a highly profession advice for her students
- Increase student's awareness toward their academic and behavioral problems

BARRIERS

- Tight sechudle
- Number of students
- Shy students

DAY LIFE

Manal is an active and excited student counselor and she loved what she is doing. She wakes up at 5:00 am and praying and take some yoga exercise. She arrives her school at 6:45 am. She directly starts studying her pending issue she can't accomplished yesterday. The most problems she faced that are bullying and some behavioral problems. Manal picked her phone to answer, a mother talking to her to solve her daughter academic problem. She takes 25 minutes to find out an appropriate solution. After that she is setting with 3 mothers coming to get advices for their daughters. Manal have a lot of work must be done every day beside her work such as writing reports.

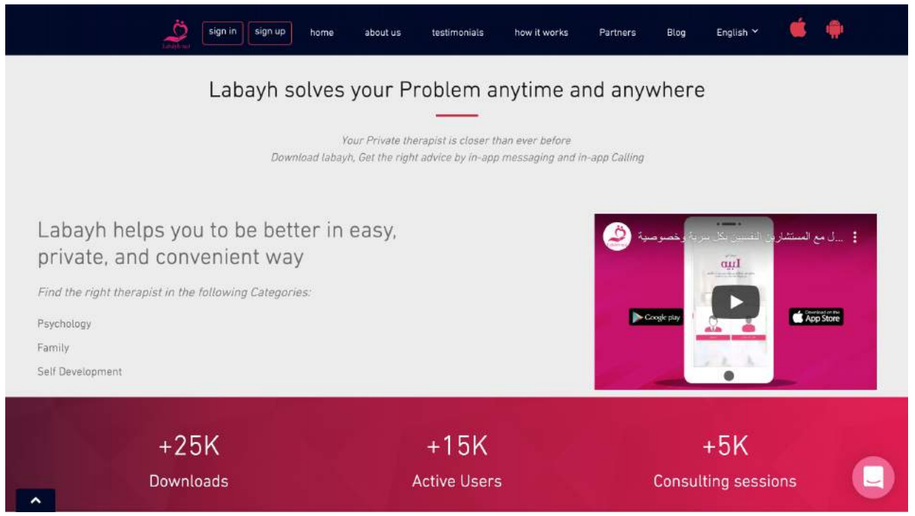
User Experience Design Process

RESEARCH

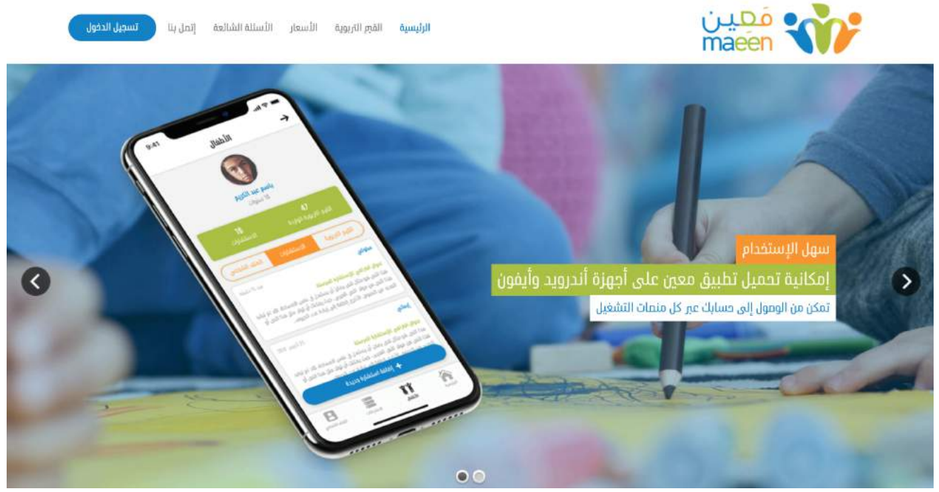
Competitive Research

- Primary Competitors
- Secondary Competitors

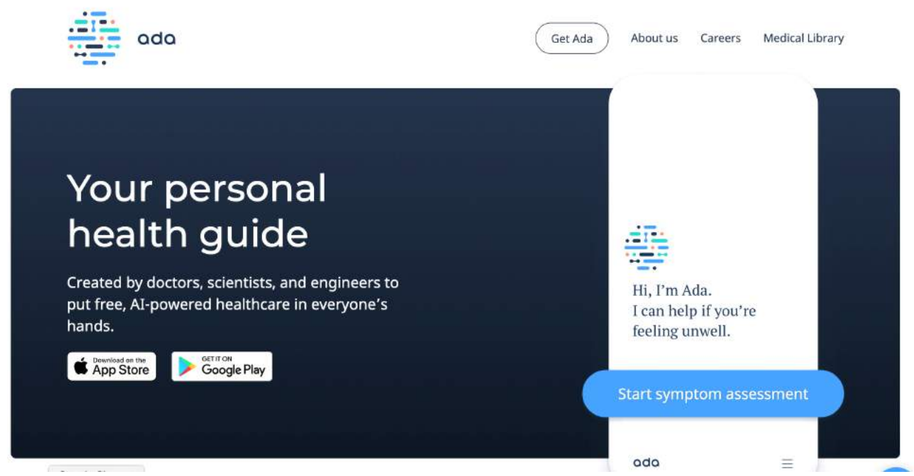
Primary Competitors



Labayh



Maeen



ADA

Secondary Competitors

Students dashboards offered by educational institutions.

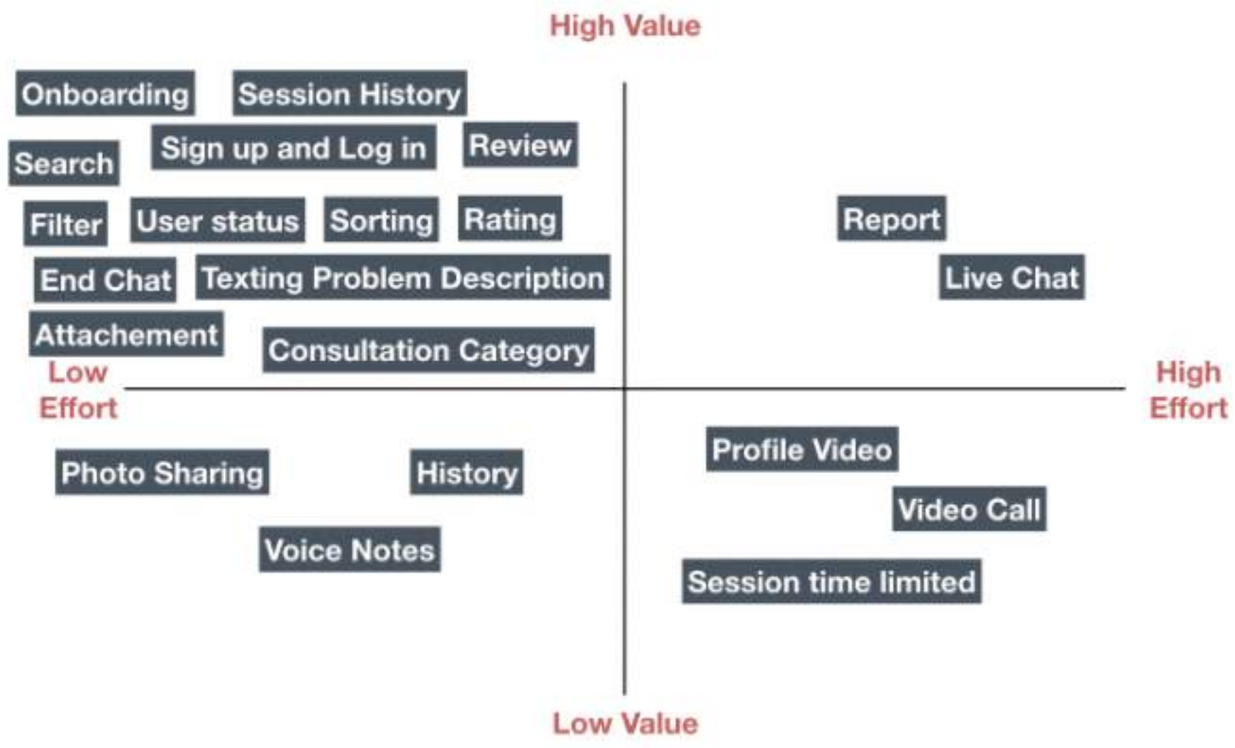
Competitive Analysis

- Features Inventory
- Brand Matrix
- Features Prioritization

Feature Inventory

Competitors	Features										
	Privacy	Endorsement	Accessibility	Simplicity	Availability	Price	Location	Qualification	Durability	Personalization	Sponsership
Labayh	✔	✔	✔	✔	✔	Paid	Saudi Arabia	✔	✖	✔	Private Sponsership
Maeen	✔	✖	✔	✔	✔	Paid	Global	✔	Limited	✔	Private Sponsership
Ada	✔	✖	✔	✔	✔	Free	Global	✖	✔	✔	Public Sponsorship

Features Prioritization



Brand Matrix

User Research

- Research Plan
    - Research Goals
    - Target Audience
- Interview Questions
    - Behaviors/ Quotes
    - Likes/Dislikes

Summary of Findings

Difficulties in visiting school

“Availability is important”.

Lack of confidence and trust worthy

“Privacy is very important”.

Looking for different advises

“Online platform will be a good idea”.

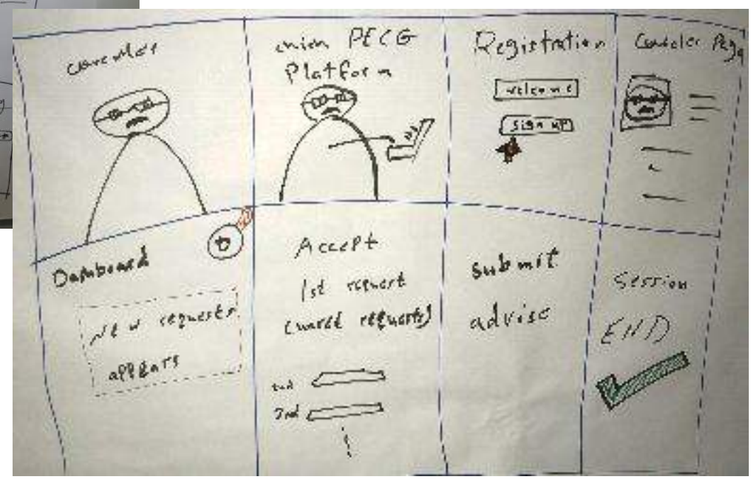
Shifting the mindset toward digital communication

User Experience Design Process

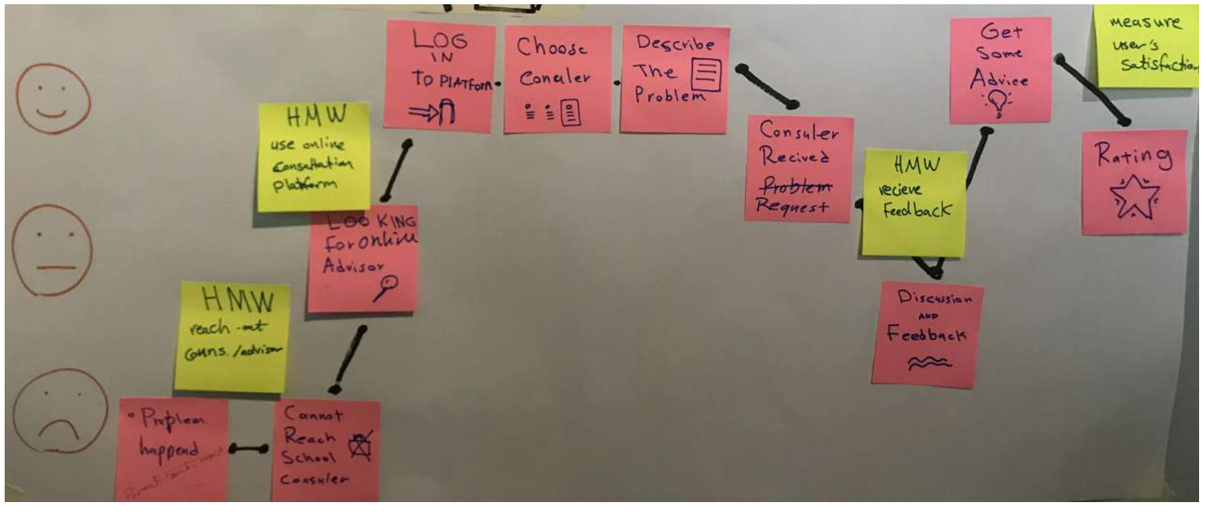
ANALYZE

Affinity Map

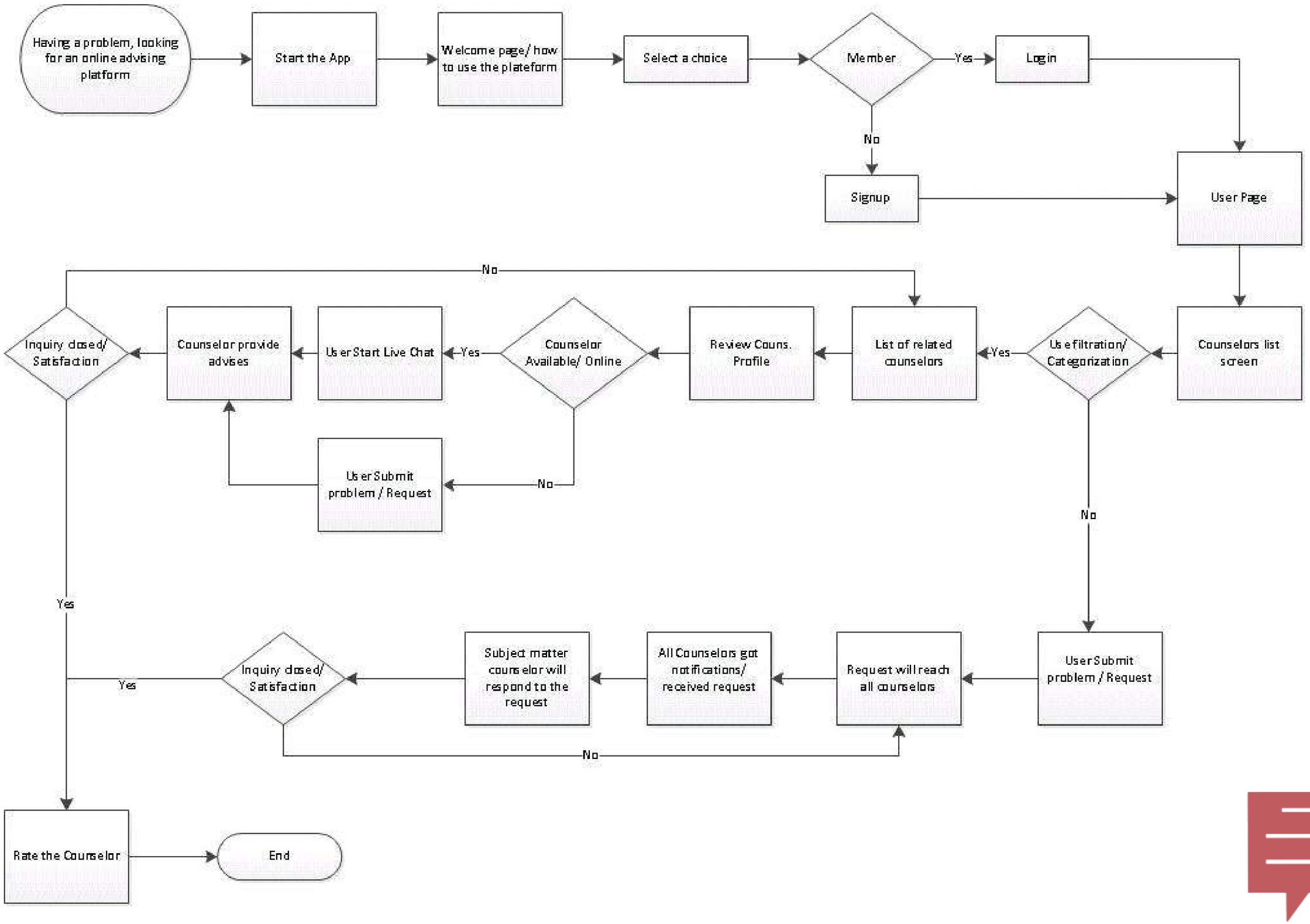
Storyboarding



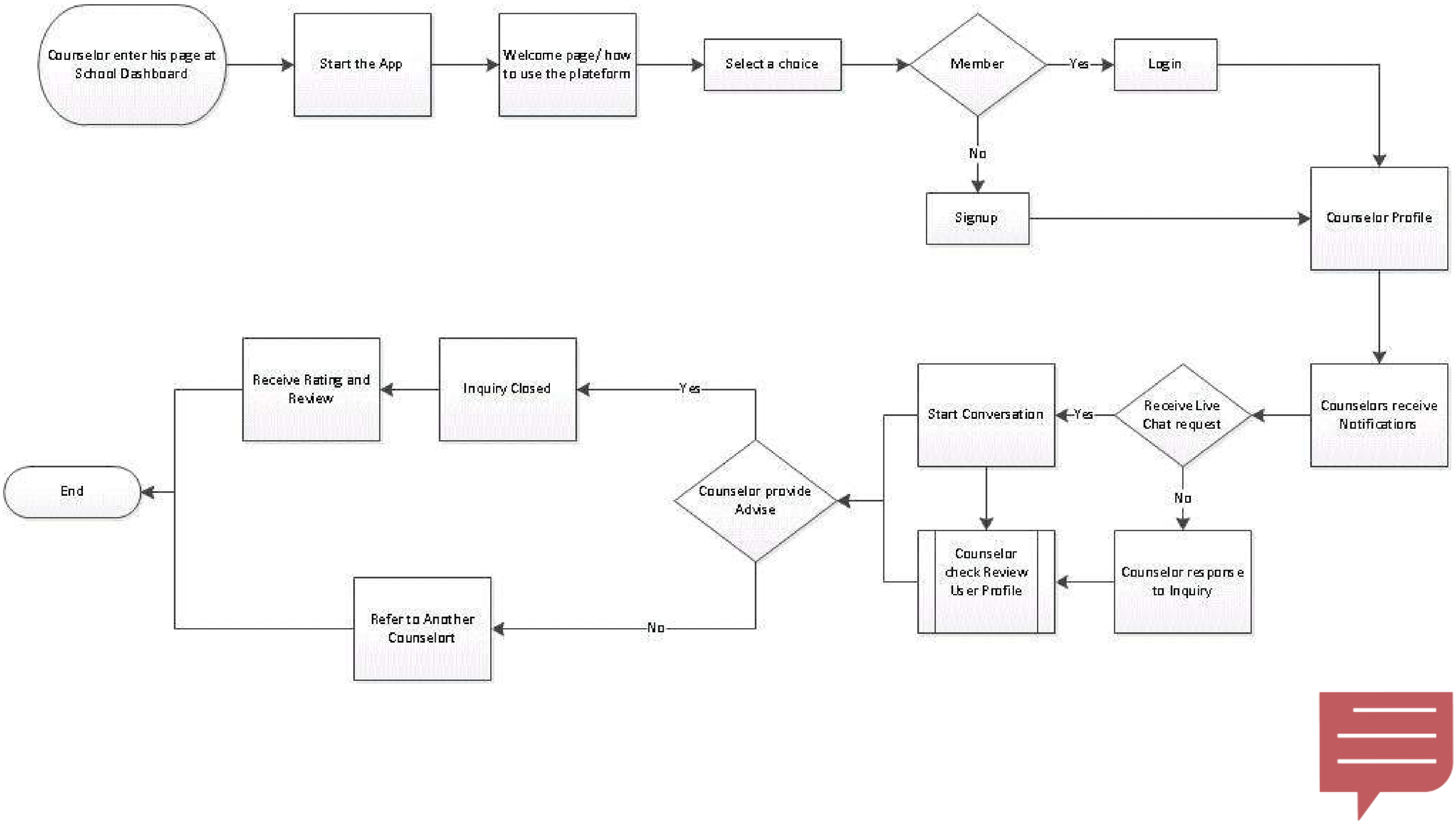
Experience Map



User Flow (Student / Parent)



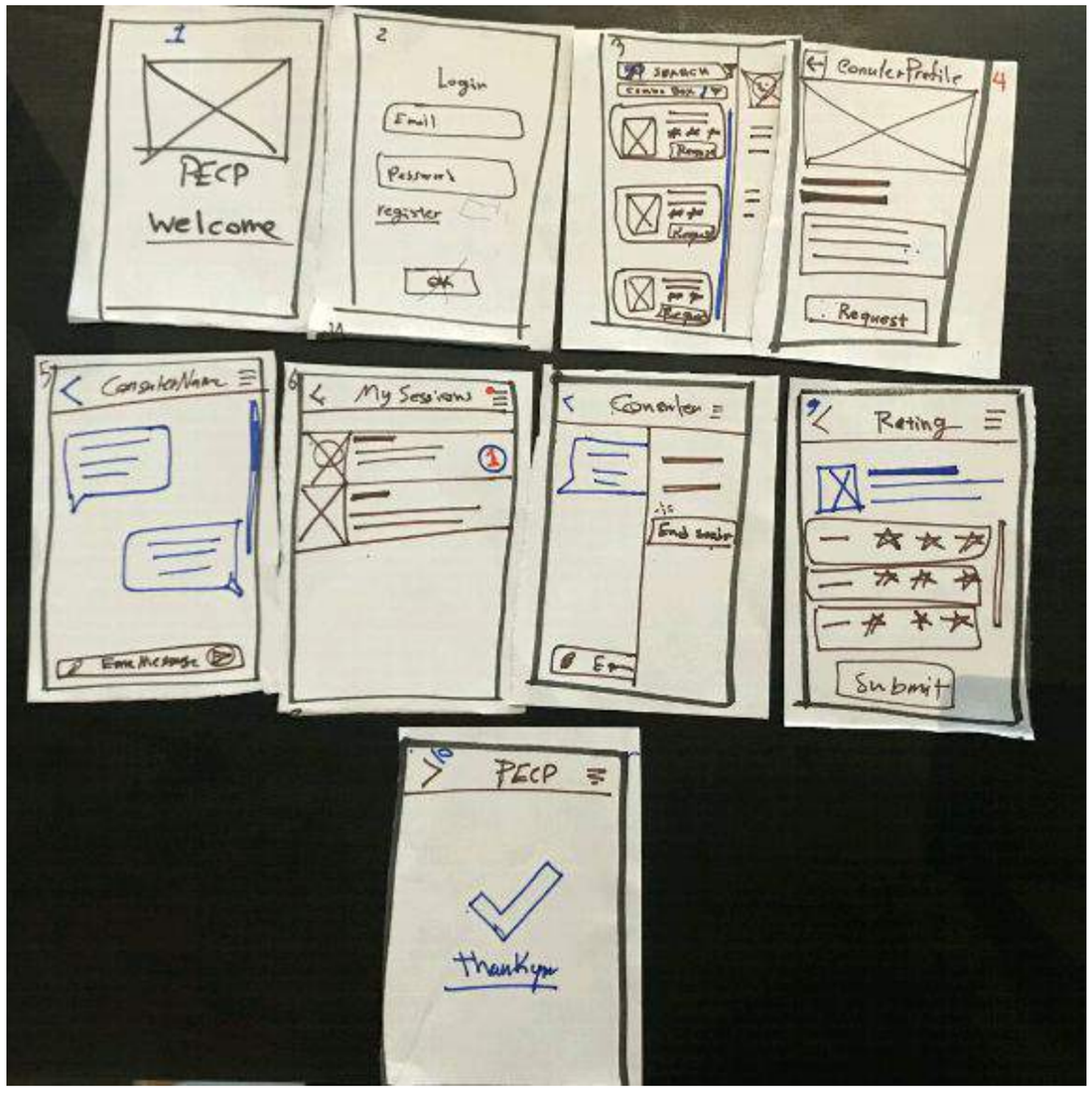
User Flow (Counselor)



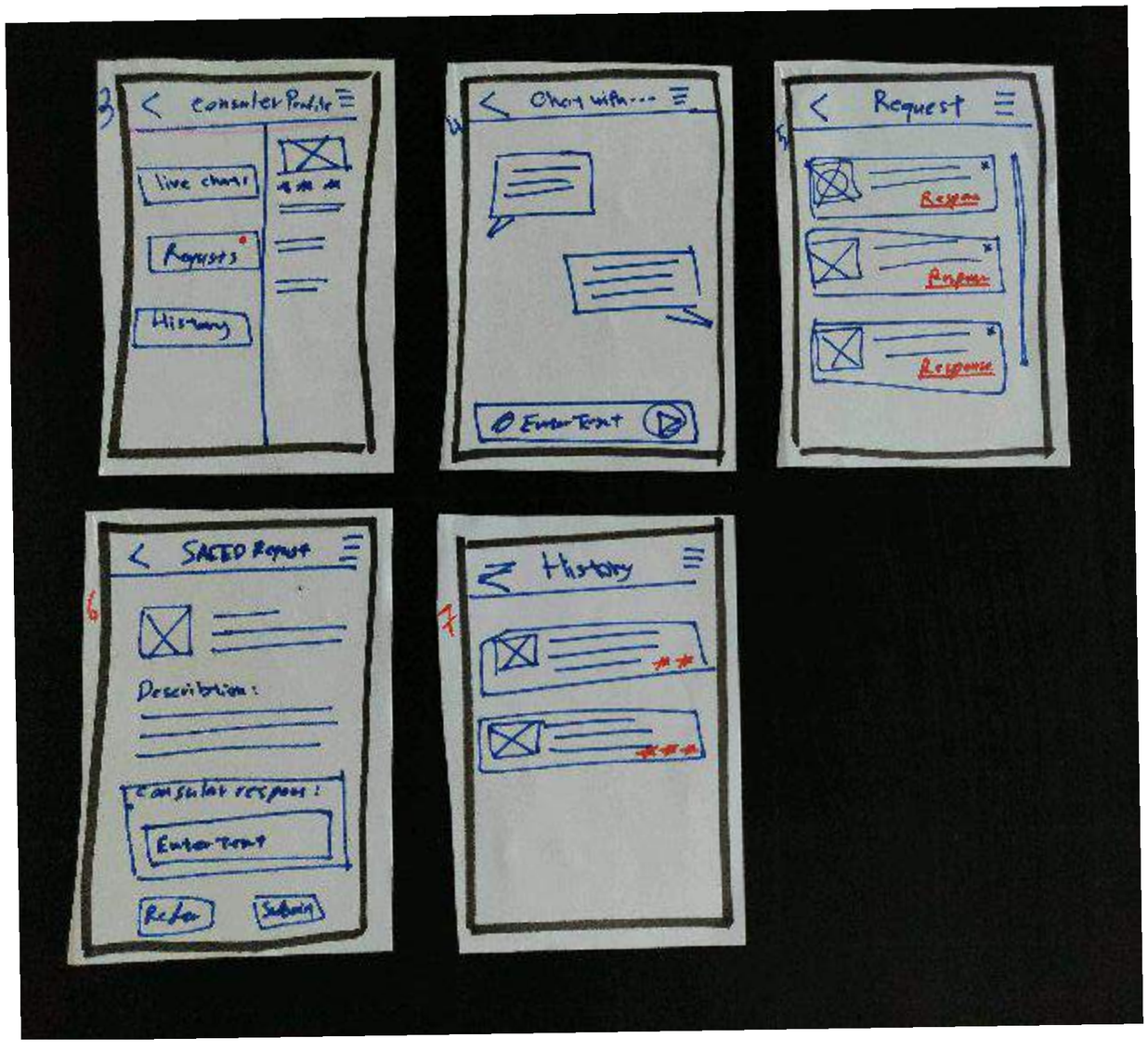
User Experience Design Process

DESIGN

Wireframes (low fidelity)

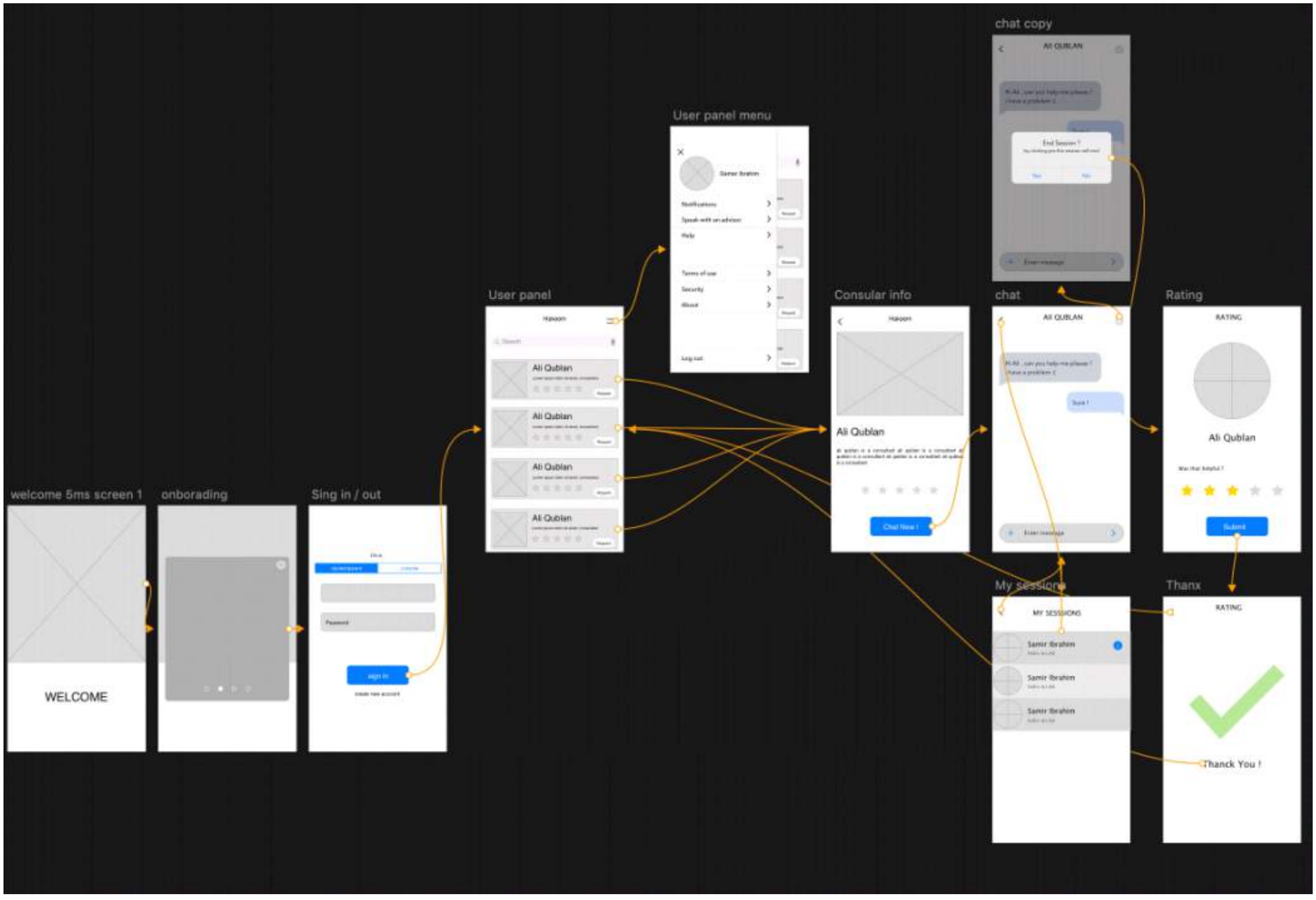


Students/Parents



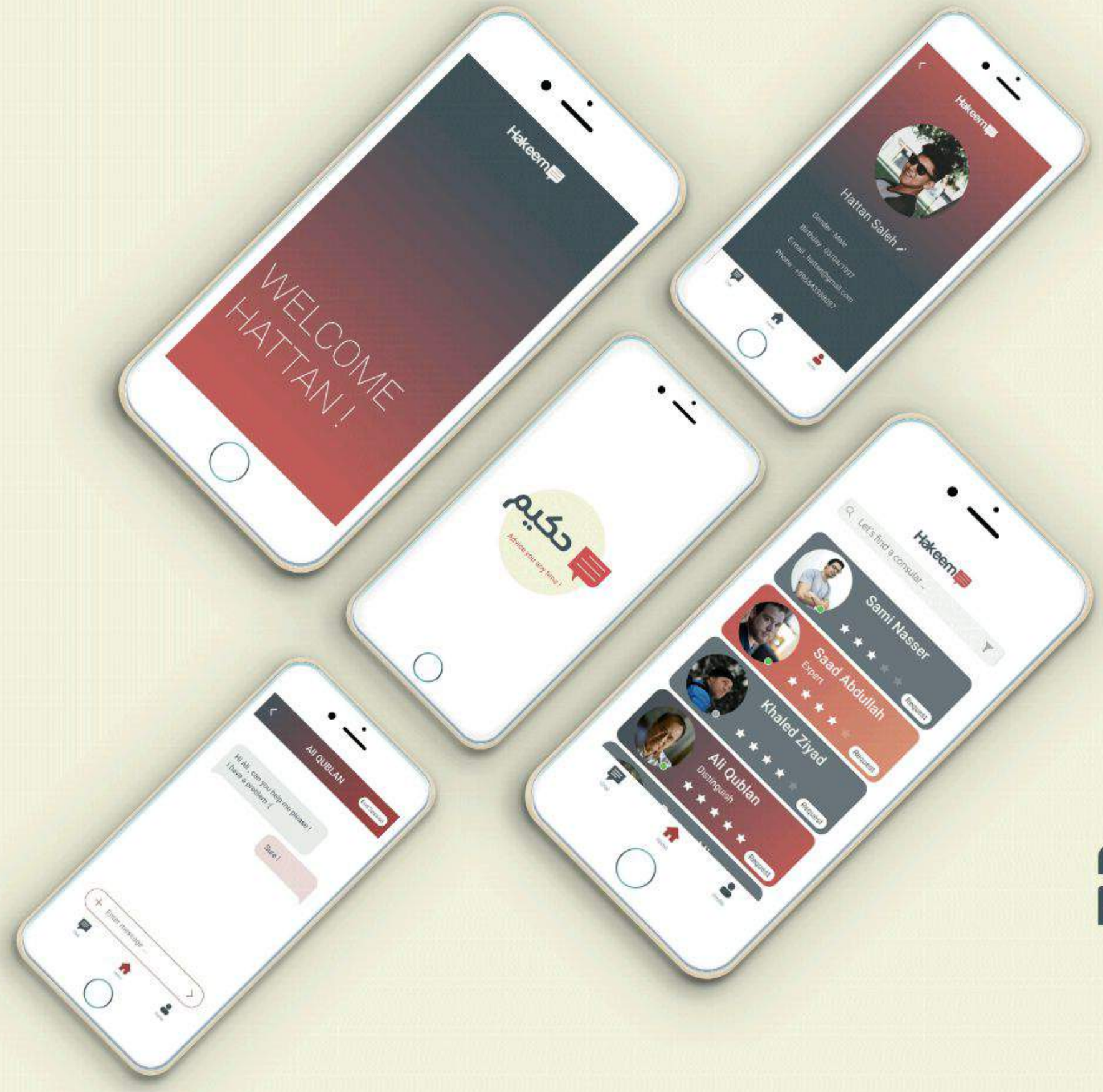
Counselor

Wireframes (Mid-fidelity)



User Experience Design Process

LAUNCH



حكيم
Hakeem

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Prototype

THANK YOU