SARC-STICKER

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Project overview

The product:

This design is a user experience to help UCF SARC (Student Access Resource Center) increase undergraduate pass rates, holistically.

Project duration:

August, 2022 - September, 2022

UNIVERSITY OF CENTRAL FLORIDA

UCF

Project overview

The problem:

A university needs a modern and holistic approach to increase undergraduate passing rates, especially for introductory courses given to first year students.

The goal:

Each student will create a UX design style 'sticker-sheet' which would instead feature personal attributes; whether that be a color palette, interests in their favorite typeface, a graph of their recent Spotify playlist and/or photographs instead of logos. This aggregate of stickersheets would then compile into an internal social network to create an economy of empathy and ultimately help passing rates.

Project overview

My role:

lead UX designer, concept

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, ideating, iterations, accounting for accessibility, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary

Narrowing a problem through divide and conquer:

Through a 'how might we...?' exercise, each iteration focus the project through logarithmic time. A competitive audit was conducted in order to identify limitations of other similar concepts already in production, only to create an upper bound for this design.

Persona 1: **Pedro Cortez**

Problem statement:

Pedro is a teacher assistant underneath a professor who needs to develop empathy with students fast because passing rates for undergraduates need to increase.

"I need to develop empathy with students fast in order to increase pass rates."
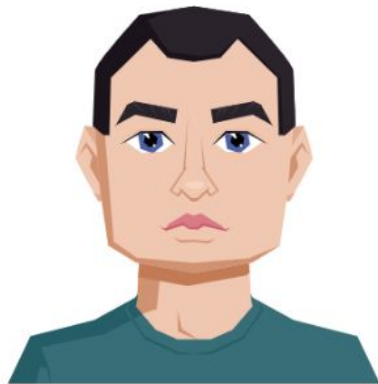
Pedro Cortez

Age: 22
Education: Undergraduate - Senior
Hometown: Mexico City
Family: Dormitory
Occupation: Student/TA

Goals
- As a teacher assistant, I have a responsibility to interact with students gracefully in order to maximize passing rates.

Frustrations
- A system needs to be set in order to develop empathy towards students from the first day of each semester.

Pedro is an undergraduate senior at a university in America. Pedro works as a teacher assistant underneath a professor and directly interacts with students throughout the week during office hours. These interactions include reviewing material of lectures given throughout the week.

Persona 2: **Emma Wood**

Problem statement:

Emma is an undergraduate freshman who needs to take the edge off socially because she needs to strike a balance between thriving academically in a new environment.

"I need a smooth transition into undergraduate studies."

Emma Wood

Age: 18
Education: Undergraduate - Fr
Hometown: Boston, MA
Family: Dormitory
Occupation: Student

Goals
- To seek the difficulty level of the academic material and to strike a balance between a new environment and thriving academically.

Frustrations
- Finding a groove between socializing and thriving academically can be a difficult balance in a new environment.

Emma is an undergraduate freshman at a university in America. As a person initially departing home to a new life, Emma may be an edge case socially. Emma given the ability to express herself through a sticker-sheet in an app with other students will help take the edge off.
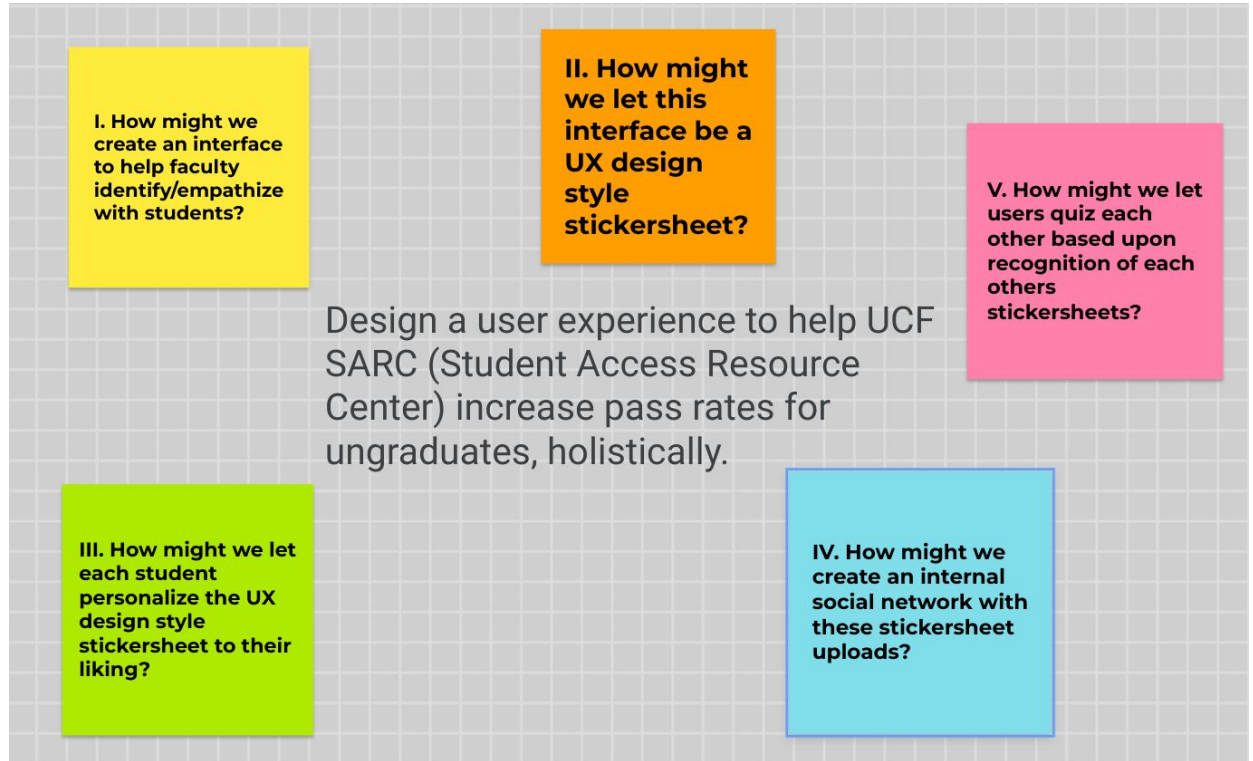
Competitive audit

A competitive audit was made to decipher the limitations of large tech social-networks and help justify an internal social-network.

	Unique value proposition	First impressions
		Desktop website or app experience
facebook	Connecting with friends or acquantainces	**GOOD** + Allows entrepreneurs to market - Facebook forces one to make an account to merely observe a person's public profile - Users can create fake accounts for spying or harrassing
instagram	Sharing moments	**OUTSTANDING** + Has multimedia capabilities - The concept of 'likes' and 'follows' might create pressure - Having a public profile may seem vulnerable, yet having a private profile may seem antisocial
yikyak	Anonymity	**OKAY** + Yikyak is taking approaches to be socially conscious, such as an antibullying campaign - The concept of anonymity on the Internet is skeptical - yikyak pushes really hard to sell merchandise
twitter	News at lightning speed	**NEEDS WORK** + Profiles include a hero image - Tweets appear in the feed that are spam - Twitter has a reputation for censoring important news stories

Ideation

An example of an ideation technique utilised in this design was the 'how might we...' exercise. A 'how might we...' exercise begins with a problem statement only to break that larger challenge into smaller actionable pieces, as a divide and conquer approach.

I. How might we create an interface to help faculty identify/empathize with students?

II. How might we let this interface be a UX design style stickersheet?

V. How might we let users quiz each other based upon recognition of each others stickersheets?

Design a user experience to help UCF SARC (Student Access Resource Center) increase pass rates for ungraduates, holistically.

III. How might we let each student personalize the UX design style stickersheet to their liking?

IV. How might we create an internal social network with these stickersheet uploads?

Starting the design

- Digital wireframes
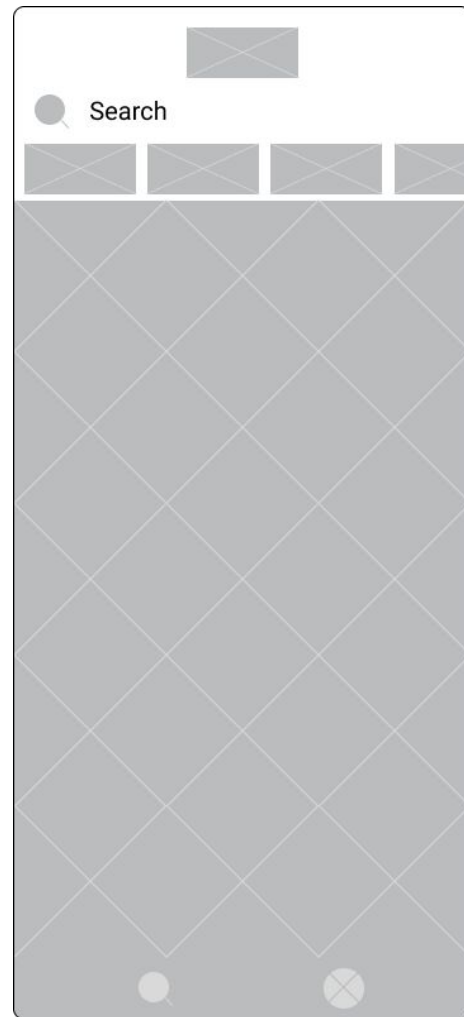- Low-fidelity prototype
- Usability studies

Digital wireframes

This wireframe is set to create a feed of all 'sarc-stickers' within an individual student's class schedule for the semester.

A user can filter the feed to a specific class or search for a specific student's sarc-sticker in the search bar.

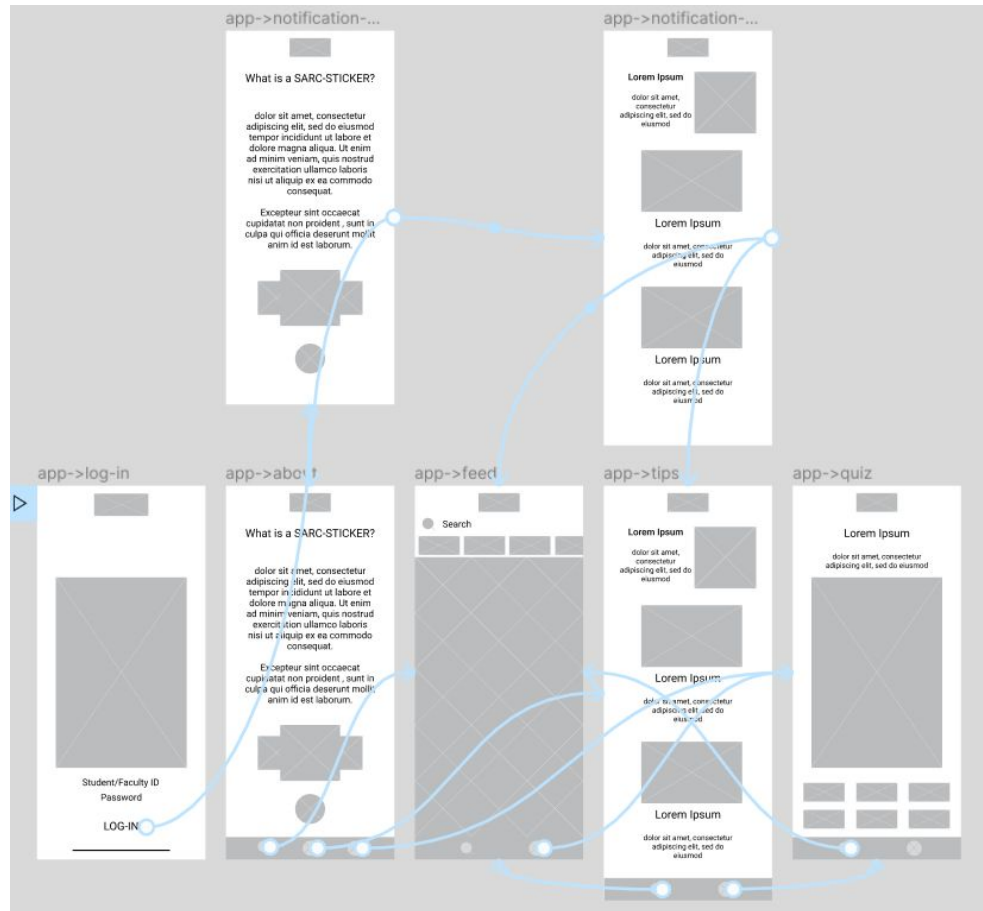This element is a feed of all users' sarc-stickers from their class schedule.

Search

Low-fidelity prototype

Link:

https://www.figma.com/file/KSfN54
E5228dqtdGuGFGqI/SARC?node-id=
0%3A1

Because users did not like the
'about' or 'tips' screens opening
each instance with the app, a delay
was made before the 'about' and
'tips' pages would disappear.

Usability study: parameters

Study type:

Unmoderated usability study

Location:

US, remote

Participants:

5 participants

Length:

8-12 minutes

Usability study: findings

Each finding in the usability study did create iterations within the designs.

1

Arbitrary tabs

Users cannot tolerate the 'about' or 'tips' pages each instance of opening the app, given the user already has a gist of the app or concept.

2

Acknowledgement

Users find concern as to whether or not their profile is actually being acknowledged or viewed.

3

Effectiveness

Users question as to whether or not this method will actually be effective. A method to track KPI's needs implementation.

Refining the design

- Mockups
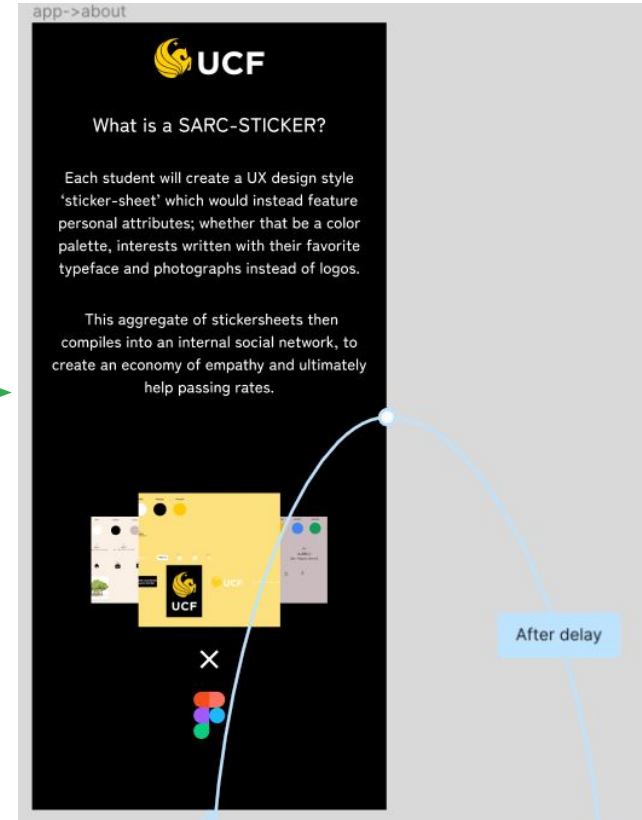- High-fidelity prototype
- Accessibility

Mockups

After user feedback, the 'about' page became a notification modal which would help allow users who already have a gist of the app, ignore known information. The 'about' page disappears if and only if not interacted with after five seconds.

Mockups

High-fidelity prototype

Link:

https://www.figma.com/file/KSfN54E5228dqtdGuGFGqI/SARC?node-id=4%3A2

The upper mockup is a notification modal which disappears if not interacted with.
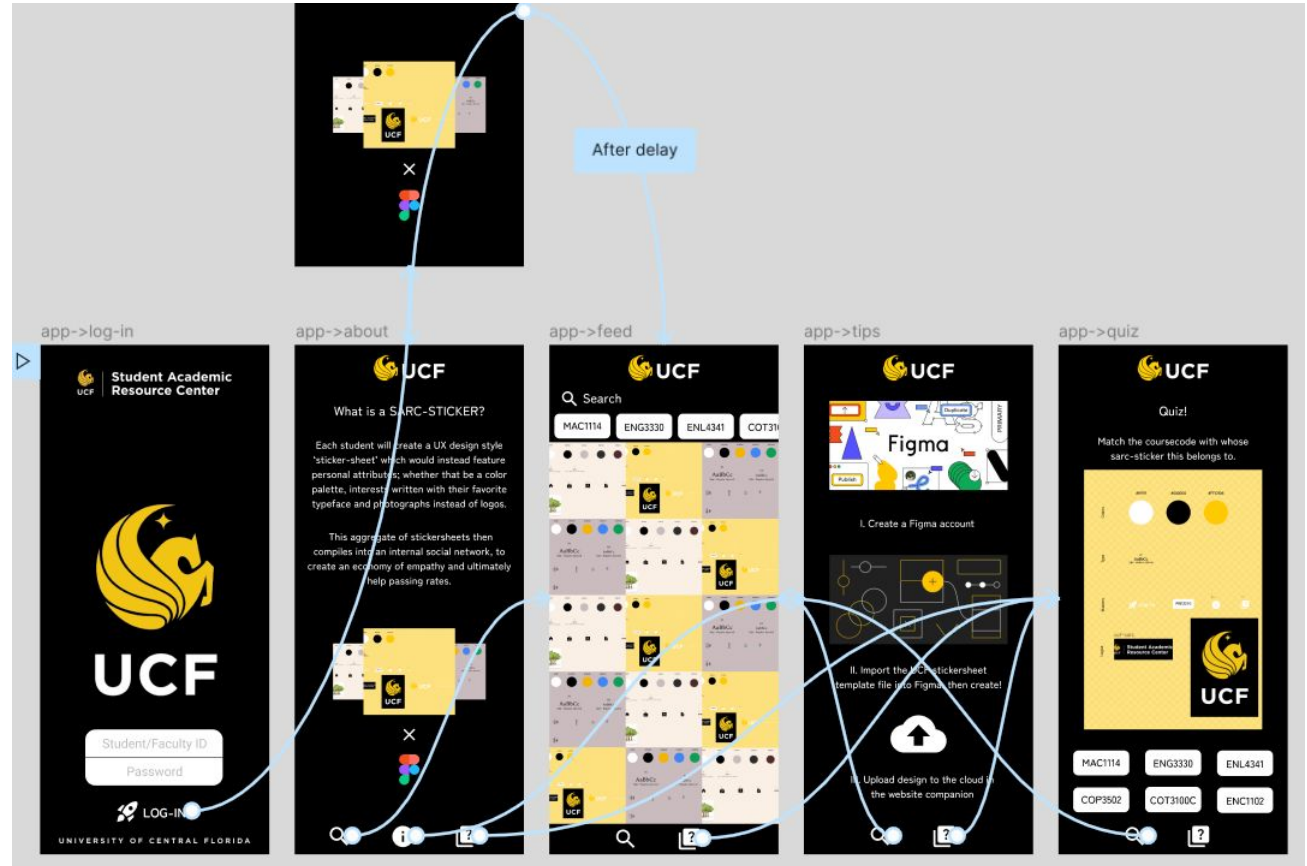
Accessibility considerations

1

One accessibility consideration is the addition of a link to UCF Student Accessibility Services in the website companion.

2

Another accessibility consideration is the filtering of contrasting text through 'webaim.org' (https://webaim.org/resources/contrastchecker/).
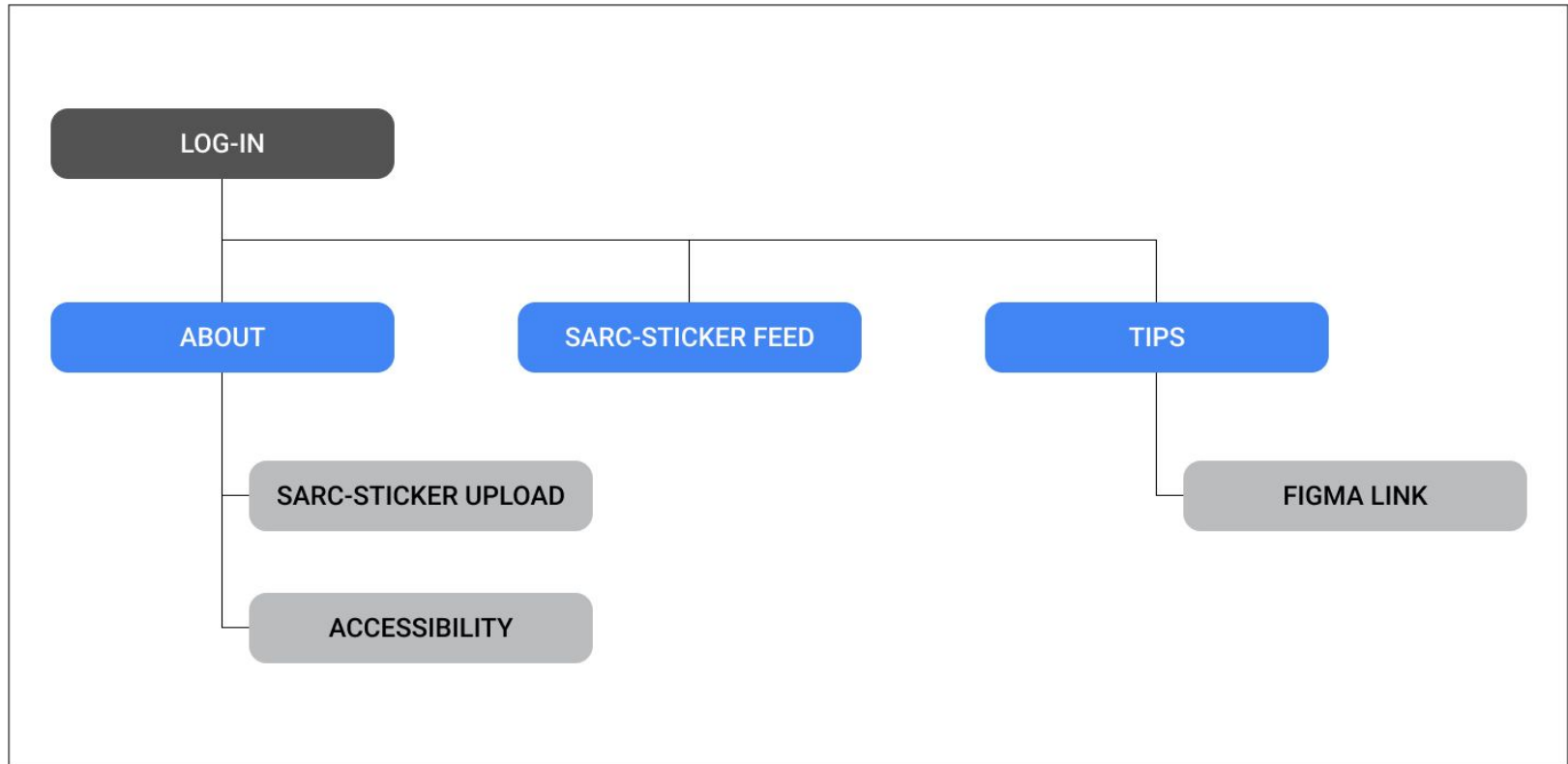
3

A third example of accessibility is the insertion of universally understood icons courtesy of Google's 'Material' Design System.

Responsive Design

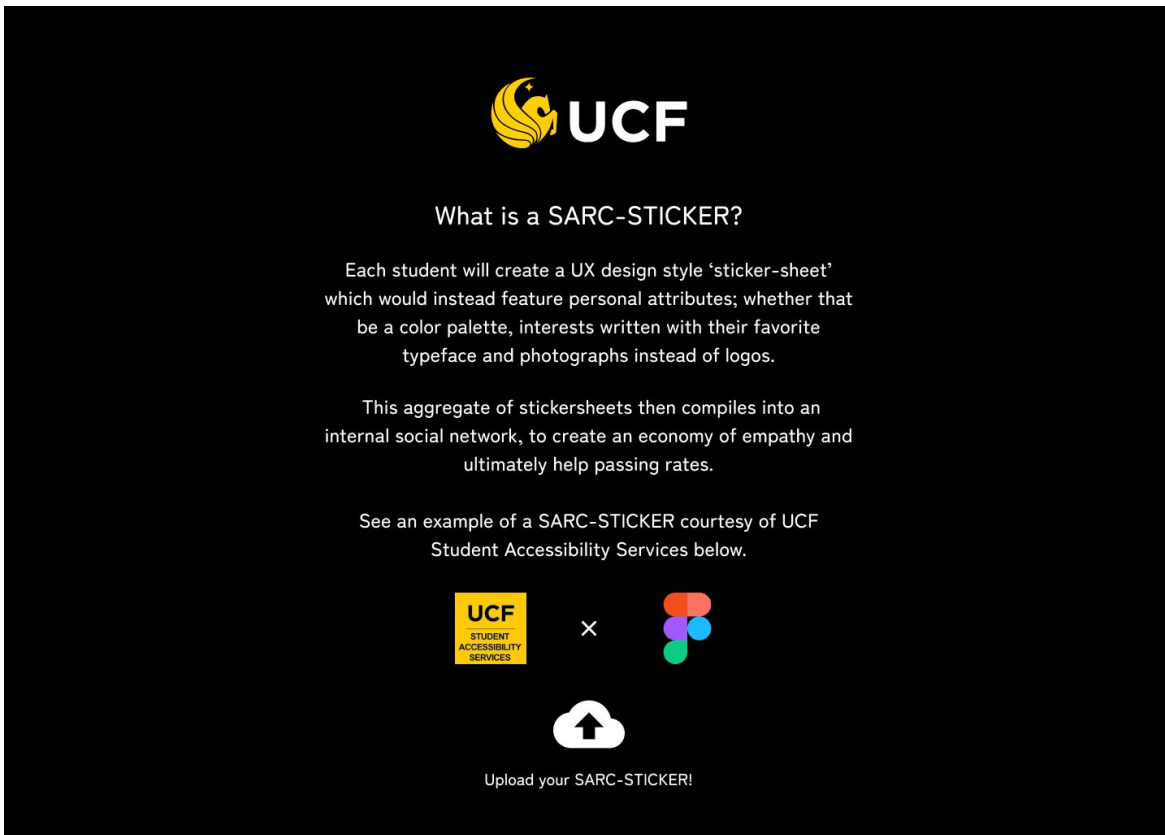- Information architecture
- Responsive design

Sitemap

Responsive designs

This responsive layout resembles the desktop 'about'/'upload' page.

The desktop 'about' page asks the user to upload in the desktop environment, to encourage students to utilize Figma in the desktop environment (the ideal).

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

This design will hopefully diverge pressure of large tech social-networks from first year undergraduates, and rather converge that energy into a sense of community within the university.

What I learned:

Throughout this project, I did learn some vulnerabilities and limits within large tech social-networks, whether that be censorship of free press by Twitter or fake accounts created for spying and harassing within Facebook.

Next steps

1

This will need approval from UCF hierarchy.

2

Beta testing key performance indicators and iterating designs

3

Into production!

Let's connect!

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Thank you!