
MODULE 2 STAGE 5

Submitted By – Gourav Singh Panwar

Enrollment No.-**AU23B1009**

PROBLEM STATEMENT

How might we improve the Student feedback System?

Domain: Education And Technology



PRIMARY RESEARCH



➤ Questions asked to the students -

1. How long have you been using the student feedback system?
 - 1 – 2 years.
 - I am not using any feedback system. (No further questions asked)
 2. How easy is to navigate the current feedback system?
 - Neutral.
 - Okay Okay.
 - Can't able to easily navigate.
 3. How frequently do you provide feedback?
 - Often.
 - Regularly.
 - Sometimes.
-

4. How important is anonymity to you when giving feedback?

- Very important.
- Neutral.

5. What do you like most about the current feedback system?

- It's easy to use.
- It is user friendly.
- It is accessible.

6. What do you dislike most about the current feedback system?

- No visible changes after giving feedback.
 - Technical issue/glitches.
 - Lack of anonymity.
 - Irrelevant questions.
-

➤ Questions asked to the Faculty -

1. How long have you been using the student feedback system?
 - 3 – 5 years.
 - I have no access of using the feedback system (SIS portal).
 2. How easy is to navigate the current feedback system?
 - Neutral.
 - Okay Okay.
 - Can't able to easily navigate.
 3. How frequently do you receive feedback?
 - Often.
 - Sometimes.
-

4. How important is anonymity to you when giving feedback?

- Very important.
- Neutral.

5. What do you like most about the current feedback system?

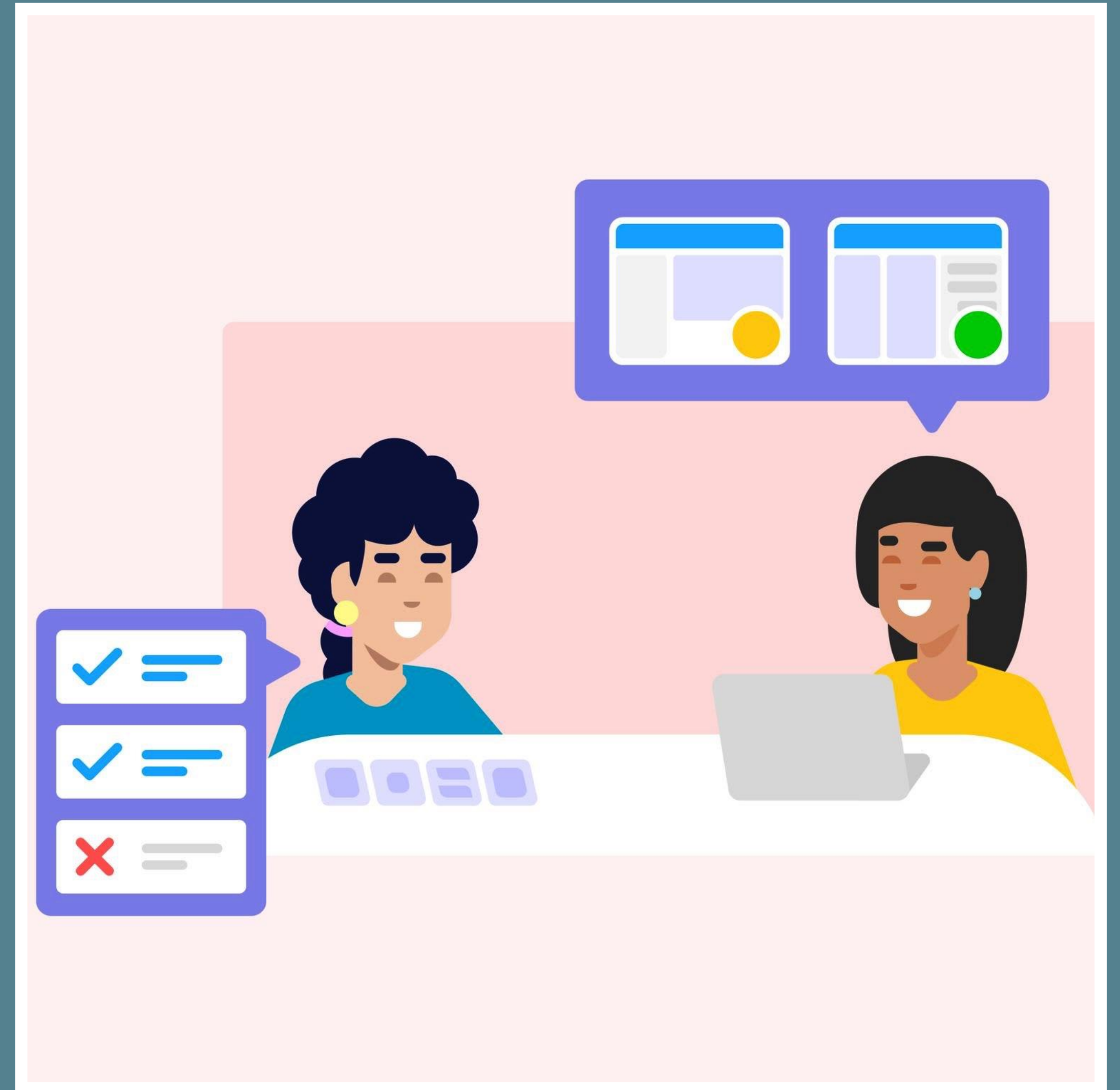
- It's easy to use.
- It is user friendly.

6. What do you dislike most about the current feedback system?

- Not easily accessible.
 - No analysis of feedback shown.
 - No customization given.
 - Irrelevant questions/no standard format.
-

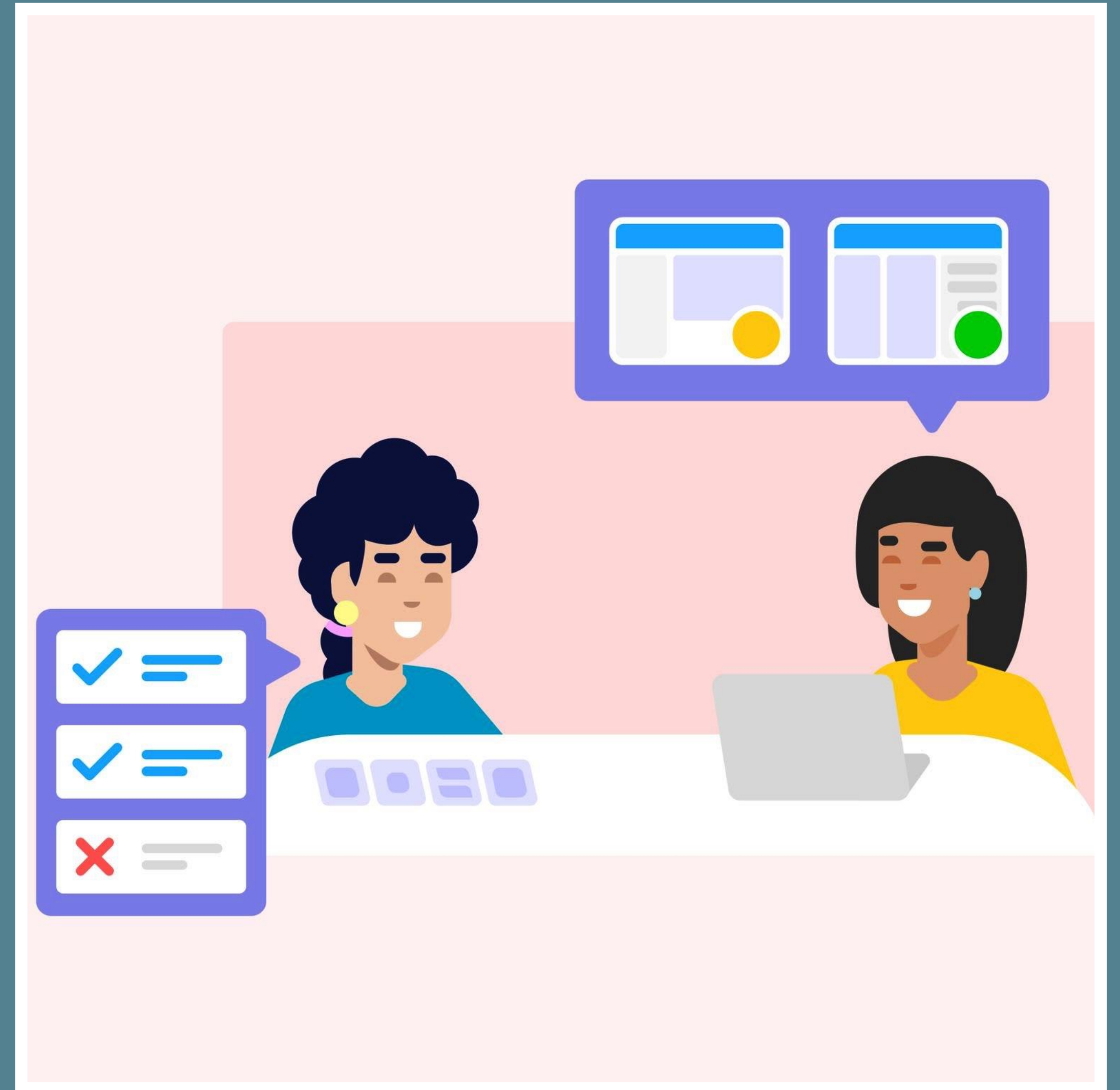
USER INTERVIEWS ANALYSIS

- Pain points and Needs of Students:
 - No improvements are done after giving feedback several times.
 - For a lot of students Anonymity (being anonymous) is big factor in giving feedback.
 - No standard Format and less Transparent.



USER INTERVIEWS ANALYSIS

- Pain points and Needs of Faculties:
 - No easy way to comprehend the feedback given by students.
 - No flexibility given in changing types of questions.



SECONDARY RESEARCH



SECONDARY RESEARCH

- NSS (National Student Survey):
 - The National Student Survey in the UK highlights that clear communication of how feedback is utilized significantly improves student satisfaction. Students need to see the impact of their feedback (NSS, 2019).
- Stanford University:
 - Stanford implemented a system where students can see summarized feedback results and subsequent actions taken by the faculty. This transparency has led to increased trust and participation (Stanford Center for Teaching and Learning).

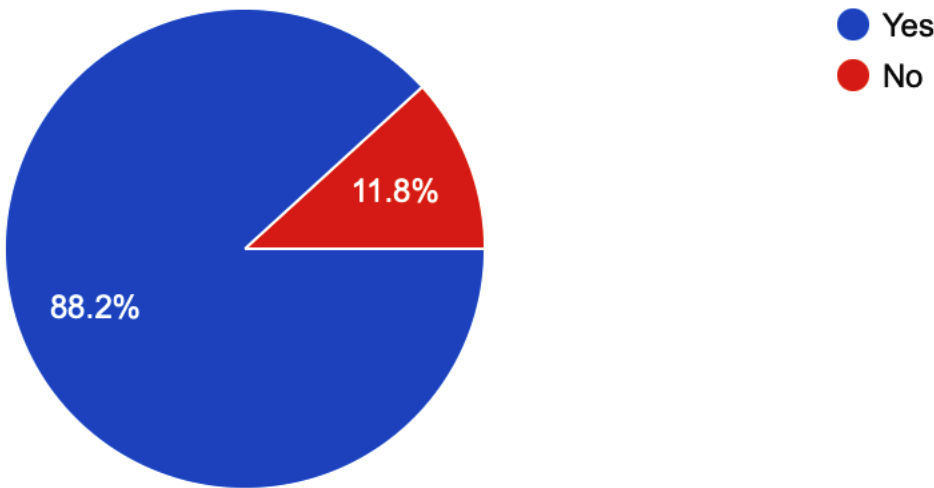


SURVEY ANALYSIS

Are you aware of the current feedback system?

17 responses

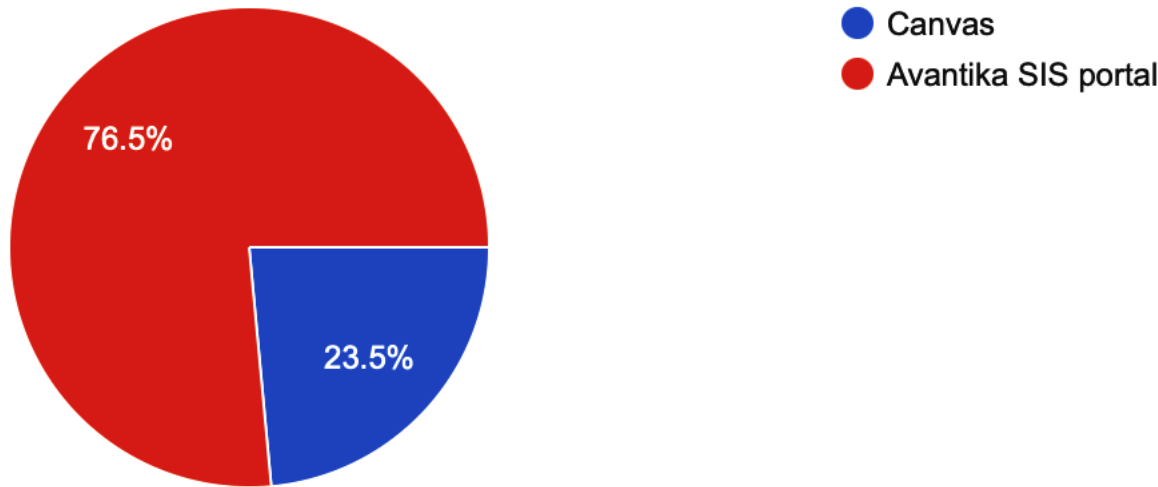
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What Platform Do you use for giving feedback?

17 responses

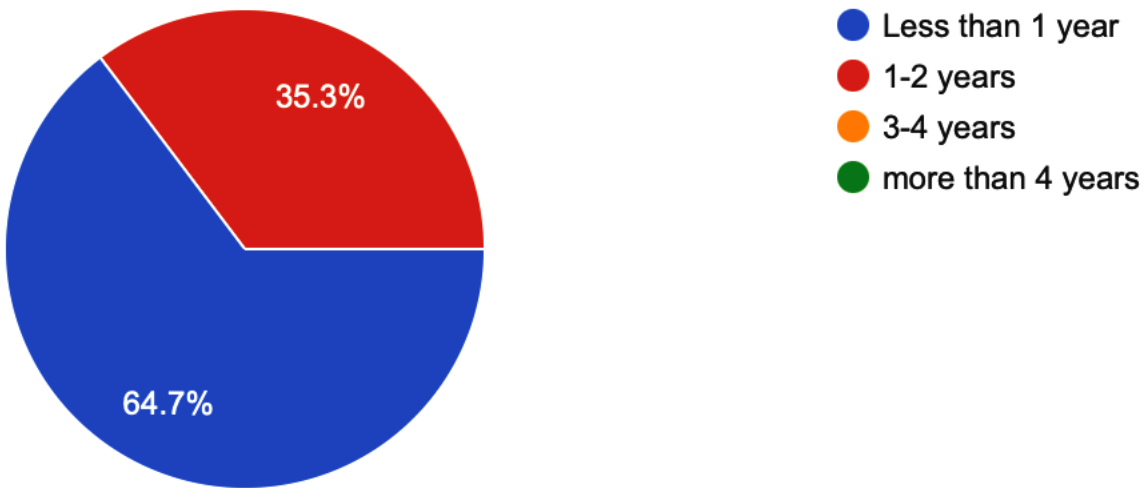
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How long have you been using the student feedback system?

17 responses

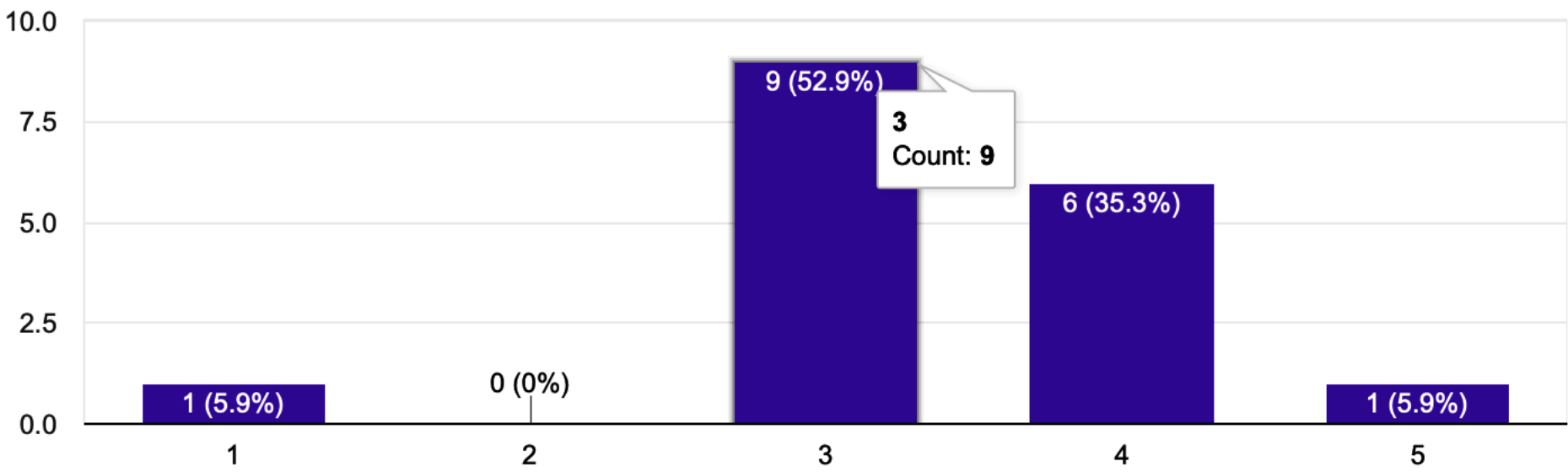
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How easy is it to navigate the current feedback system?

17 responses

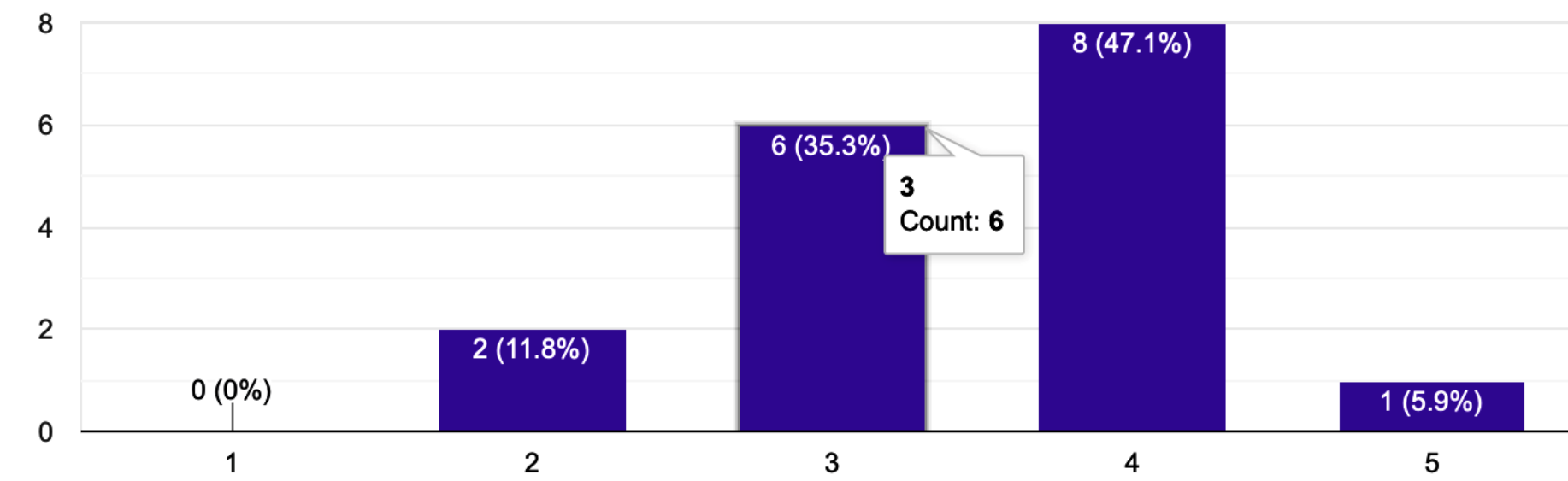
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How frequently do you provide/receive feedback?

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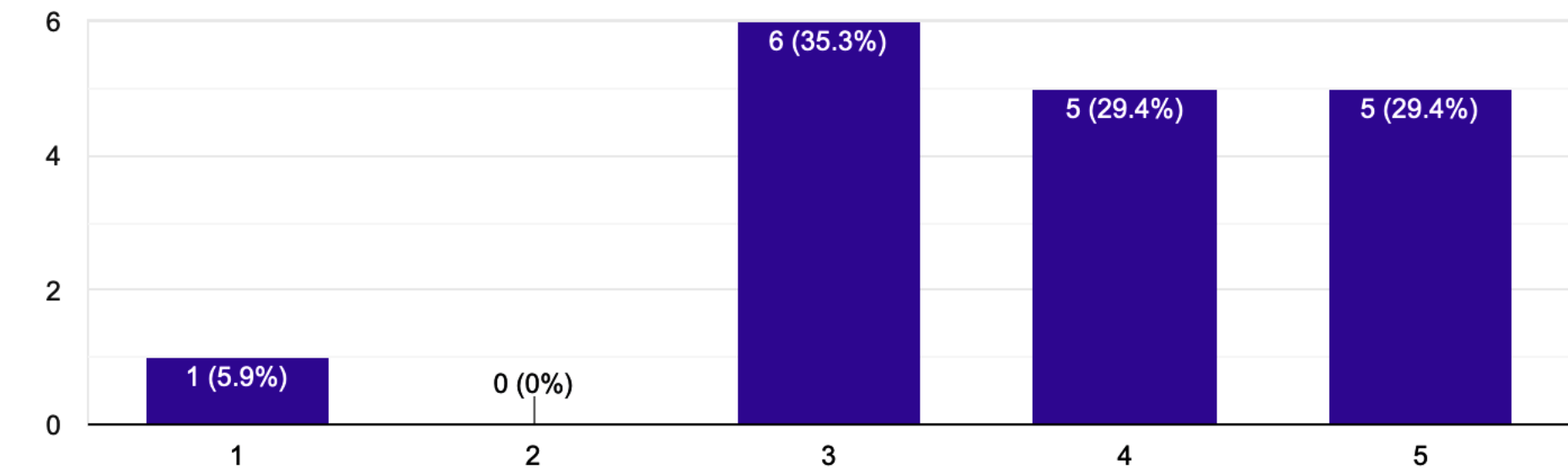
17 responses



How important is anonymity(being anonymous) to you when giving feedback?

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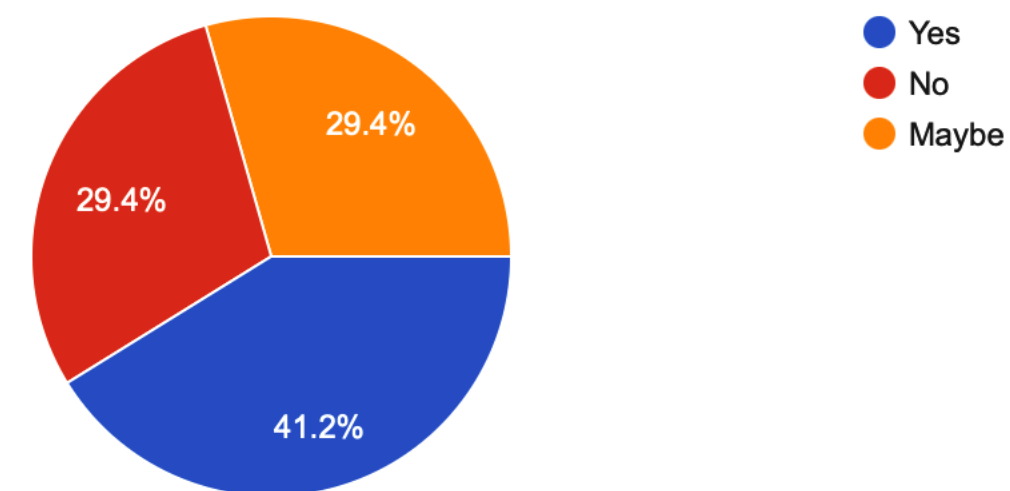
17 responses



Do you believe the feedback provided leads to improvements?

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17 responses

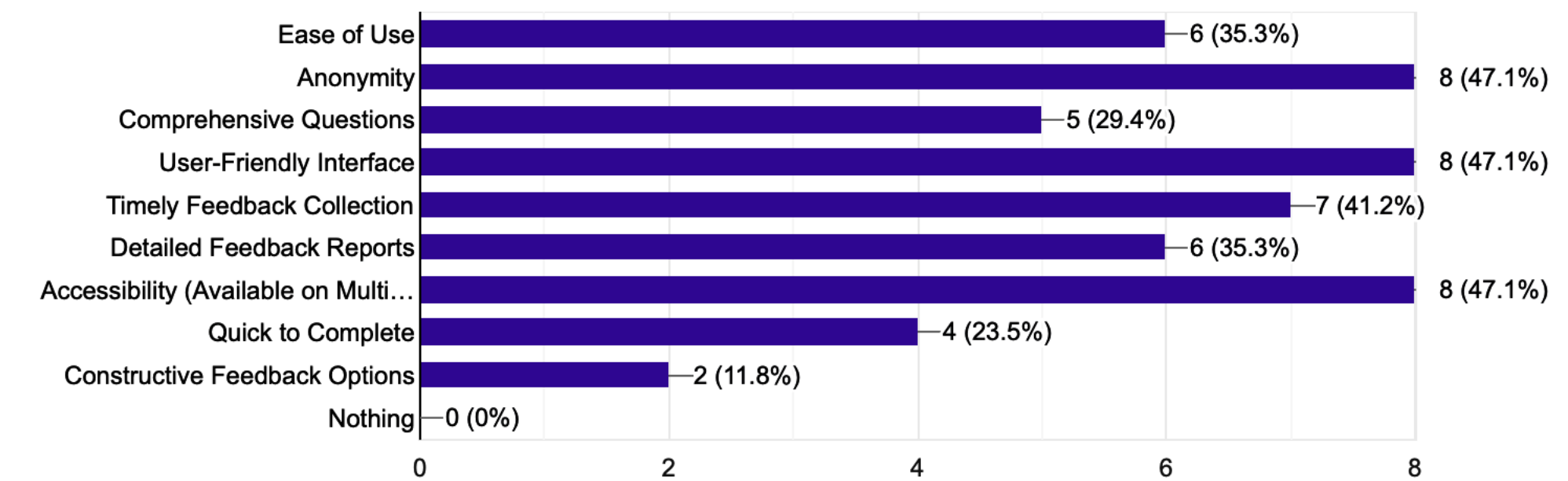


SURVEY ANALYSIS

What do you like most about the current feedback system?

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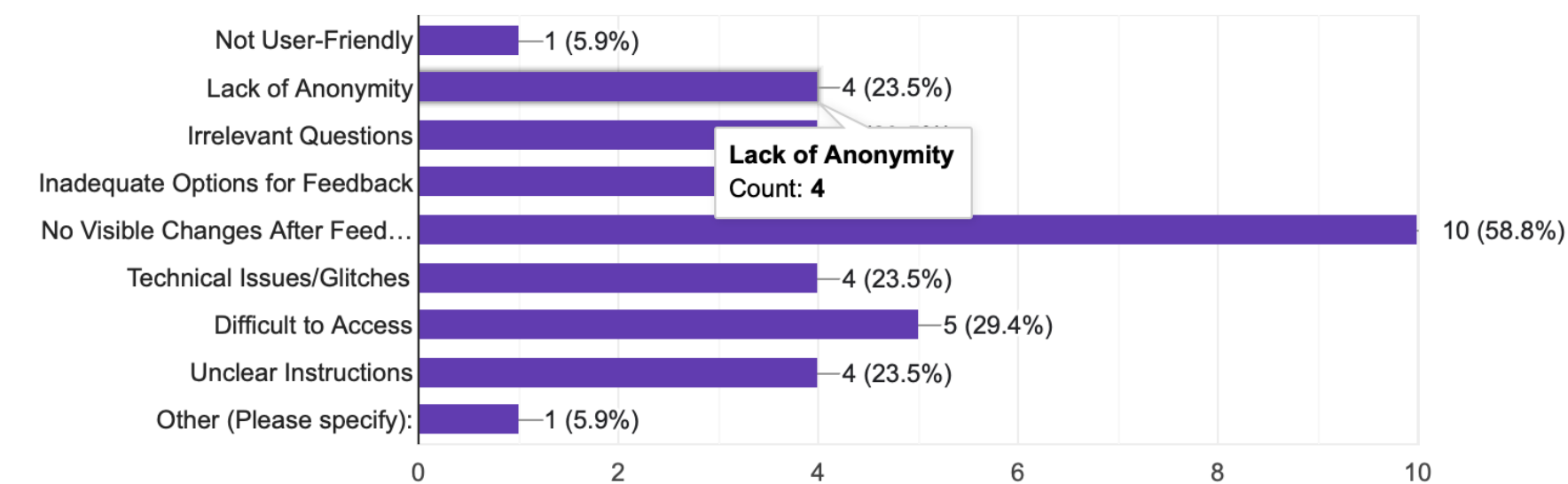
17 responses



What do you dislike most about the current feedback system?

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17 responses





COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS

- BlackBoard Student Feedback System.
- Moodle's Feedback System.
- SurveyMonkey

BLACKBOARD STUDENT FEEDBACK SYSTEM

- Survey and Evaluation Tools:
 - Course Evaluations: Allows institutions to create and administer end-of-course evaluations to gather feedback from students about their learning experience and instructor performance.
 - Surveys: Provides tools to create and distribute surveys for ongoing feedback on courses, programs, or institutional services.
- Real-Time Analytics: Provides real-time data on student responses and participation.
- Customizable Reports: Allows for the customization of reports to meet specific institutional needs.

MOODLE'S FEEDBACK SYSTEM.

- Feedback Activity Module:
 - Customizable Forms: Allows educators to create custom feedback forms using various question types (e.g., multiple choice, short answer, numerical).
 - Conditional Questions: Supports branching logic to show or hide questions based on previous responses.
- Real-Time Analytics: Provides real-time data on student responses and participation.

SURVEYMONKEY

- **Survey Creation Tools:**
 - **Customizable Templates:** Provides a variety of pre-designed survey templates that can be customized to fit specific needs.
 - **Question Types:** Offers a wide range of question types, including multiple-choice, Likert scales, open-ended, and more.
 - **Branching Logic:** Allows for conditional questions and skip logic to create dynamic and personalized surveys.
- **Real-Time Analytics:** Provides real-time data on student responses and participation.

USER PERSONA



Student

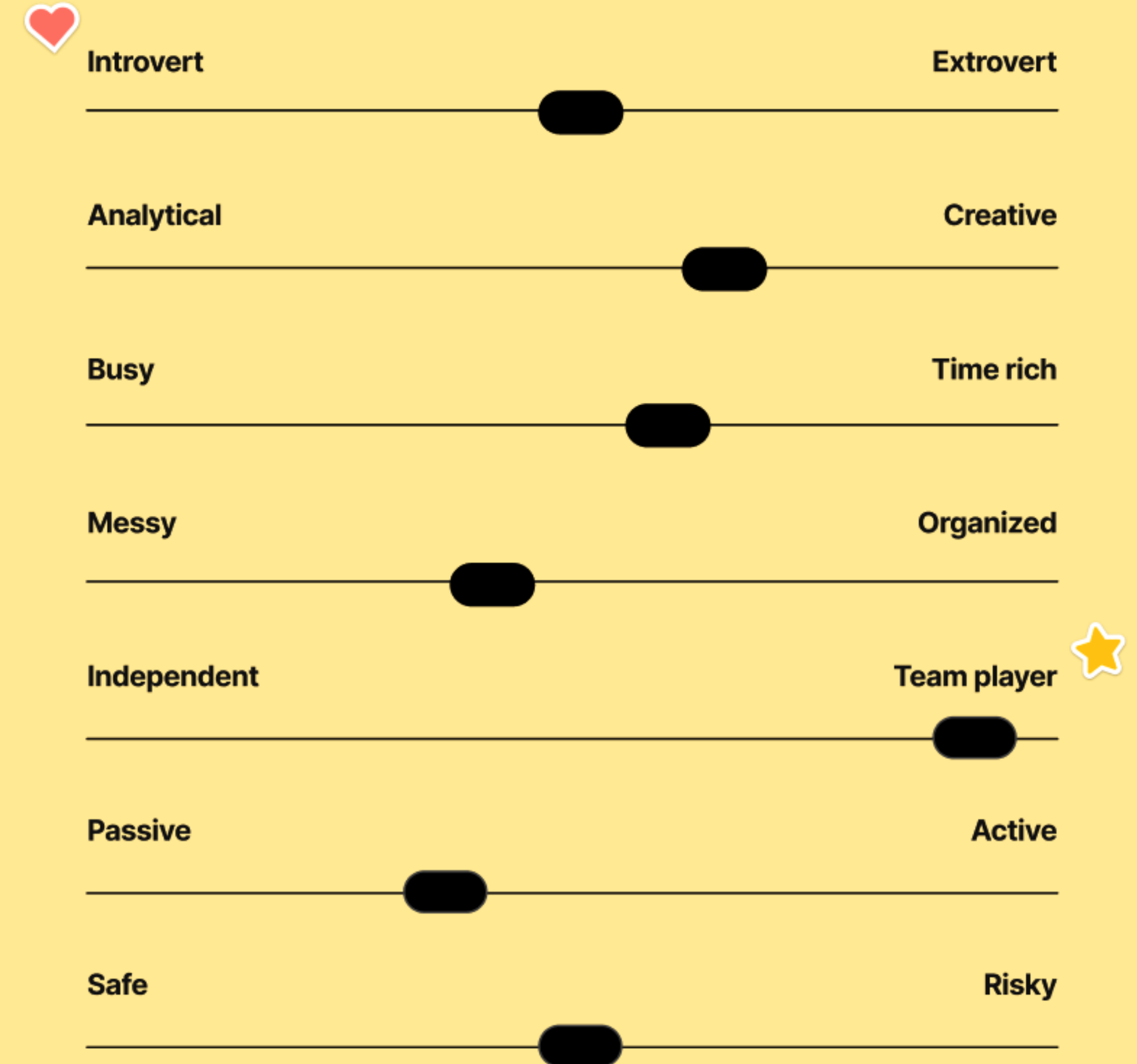
- Location: Ujjain
- Using Canvas and SIS portal for giving feedback
- Male/female

Bio

- Student at Avantika University pursuing Design, Engineering and Management.
- Student live in Ujjain city/hostel/PG.
- They like playing video games, sketching or drawing, indoor and outdoor sports activities.
- They all want to improve their studies and course materials.
- Most of the student prefer mobile phones over laptops and computers, so they want an easy way to give feedback on their mobile phones.

[Figma Link](#)

Personality



USER PERSONA



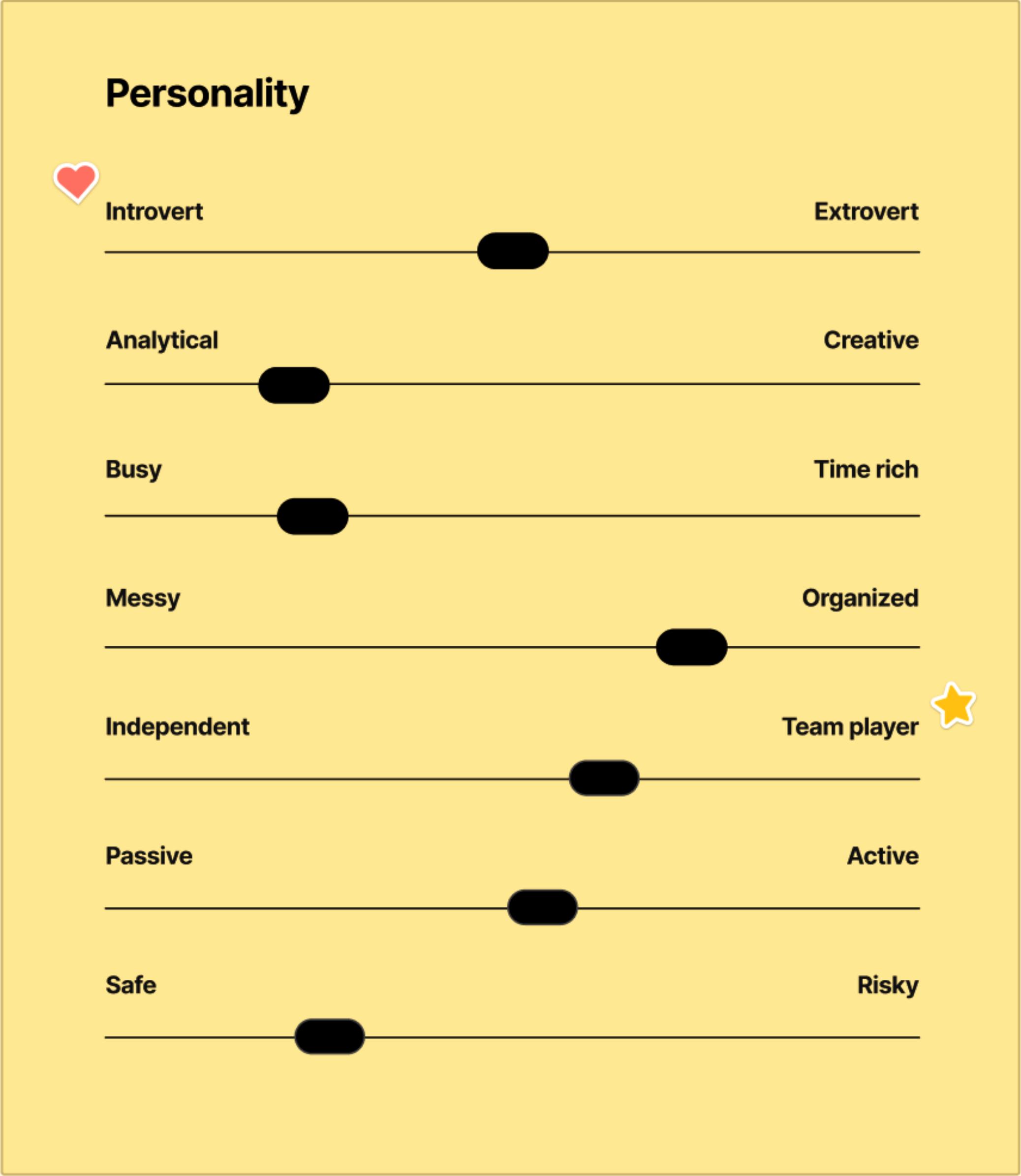
Faculties

- Professor At Avantika University
- Married/Single
- On-campus resident

Bio

- Faculty at Avantika University .
- Lives in campus.
- likes reading books and educational articles and attending tech meet-ups.
- They are influenced by technological trends and educational technology.
- They want to improve their teaching methods by taking feedback from student.

[Figma Link](#)



USER JOURNEY MAP

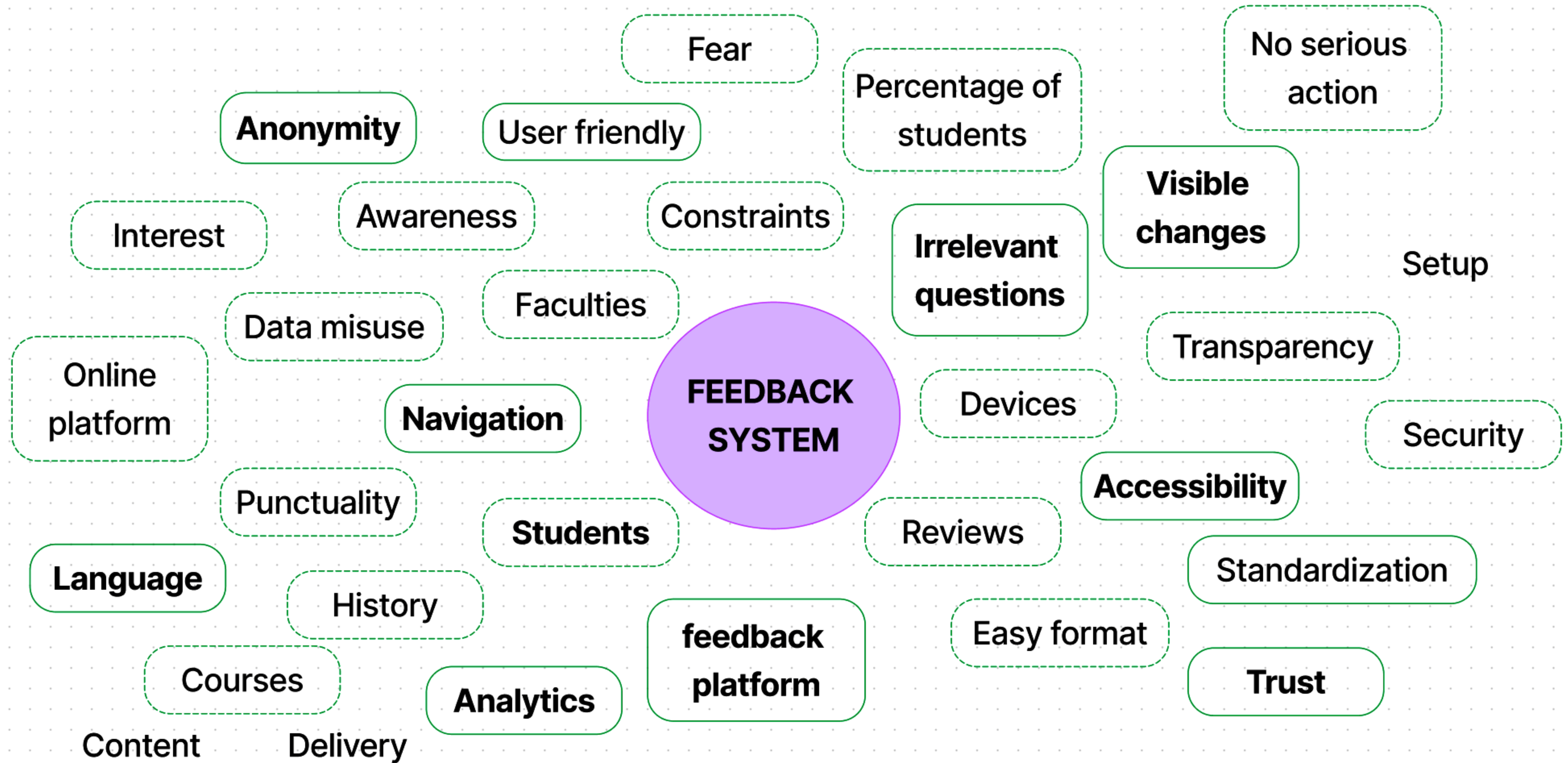
Figma Link

User journey map	Awareness		Consideration		Acquisition		Service			Loyalty															
User steps	What is each step of the user journey?																								
User actions	Students learn about the feedback system through course materials and announcements		Students receive an email or notification about the upcoming feedback period.		Attend information sessions or read guides on how to use the feedback system.		Log in to the feedback platform.		Complete feedback forms for courses and instructors.		Provide detailed comments and ratings.		Students feel that their feedback is not taken seriously, resulting in low motivation to participate and they feel bored.			Feedback forms can be time-consuming and complex. Long and detailed feedback forms can result in incomplete or rushed responses, reducing the quality of feedback.			Students not able to see changes after giving feedback, leading to a perception that their feedback is ignored.			Consistently participate in the feedback system each semester.		Advocate for the feedback system to peers and new students.	
Goals & experiences	Learn about the existence and purpose of the feedback system.		Understand how their feedback can influence their courses.		Learn how to provide feedback effectively.		Engage with the system confidently.		Complete feedback forms for courses and instructors.		Help improve the quality of courses and teaching.		Implement a simple, user-friendly interface for submitting feedback, accessible through multiple devices(desktop, mobile).			Regularly remind students to give feedback through email or mobile notifications.			Become a proactive part of the college's quality improvement efforts.		Encourage a culture of feedback and continuous improvement.				
Feelings and thoughts	Curious but cautious about how the feedback will be used.		Wondering about the impact of their feedback on courses and teaching.		Motivated to participate if they believe it will lead to improvements.		Concerned about the time required to complete feedback forms.		Frustrated because the process is not straightforward and quick.			Bored and Unsatisfied survey is not clear and it is not concise, it is time consuming.			feeling overwhelmed due to long and time consuming feedback process.			Anxious and Concern Transparent feedback where student feel confident to express honest feedback without any fear.			Empowered and invested in the college's success.		Proud of contributing to a positive learning environment.		
Pain points	Lack of clarity about the process of feedback.		Uncertainty about how their feedback will be used.		Concerns about anonymity and whether feedback will be taken seriously.		Technical difficulties or lack of familiarity with the system.		No option or freedom given for customizing feedback.		Navigating a complex or lengthy feedback form.		Limited time or motivation to complete the feedback.		Difficulty in motivating students to participate.		current feedback system does not offer customization of questions.			more irrelevant question are asked in the form.			Potential burnout or feedback fatigue over time.		
Opportunities	Provide clear, concise information about the feedback system's purpose and impact.		Share examples of changes made based on previous student feedback.		Provide user-friendly tutorials and technical support.		nsure the feedback process is quick and easy to navigate.		Streamline feedback forms to focus on essential questions.		Provide instant confirmation and appreciation messages.		Regularly communicate outcomes and improvements based on student feedback.			Implement a feedback loop to show the continuous impact of student input.			Maintain engagement with periodic recognition and updates		Introduce new and varied feedback methods to keep the process fresh.				



OUR BRAINSTORMING ACTIVITY

[Figma Link](#)



MIND MAP

[Figma Link](#)



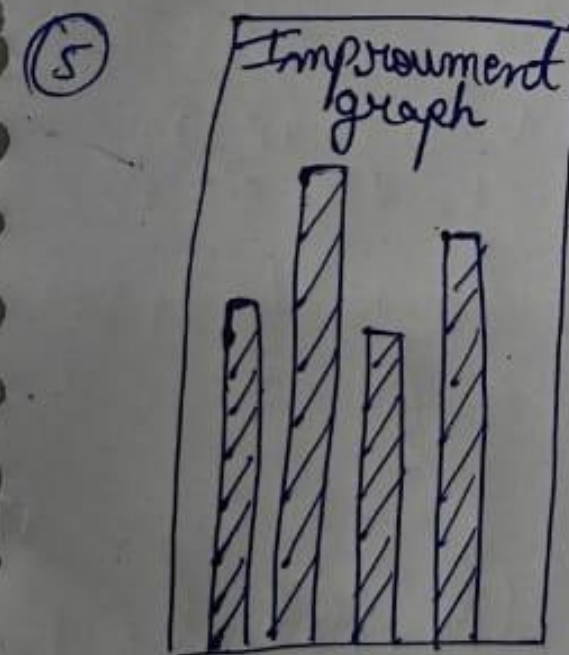
CRAZY 8'S -

① Verbal interaction with each student & ASK their problem related to faculties and solve that.

② Penalties are there for students if they don't fill feedback form

③ Feedback form Notification pop up for filling the feedback form at existing solution

④ KALAM Classroom session for filling feedback form

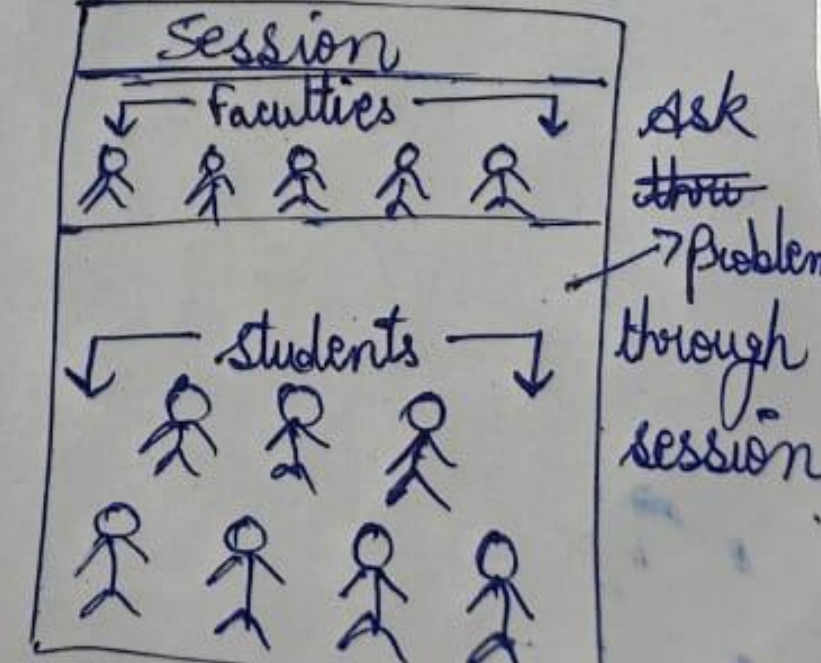


⑥ Feedback app

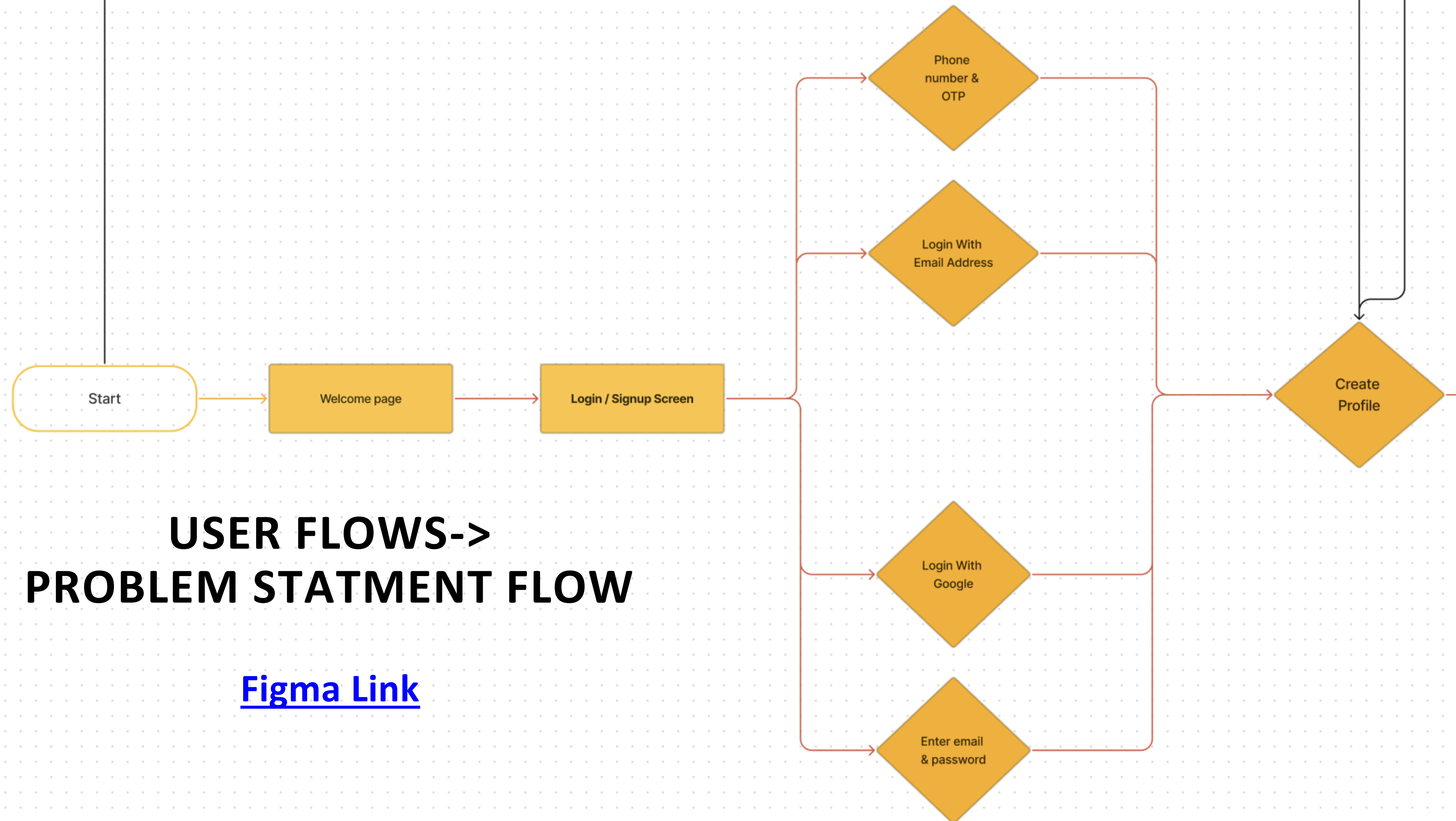


⑦ Rewards are given when filling feedback form like 5% off in Canteen.

⑧ Session Faculties Students Ask ~~how~~ Problem through session



Onboarding Task flow

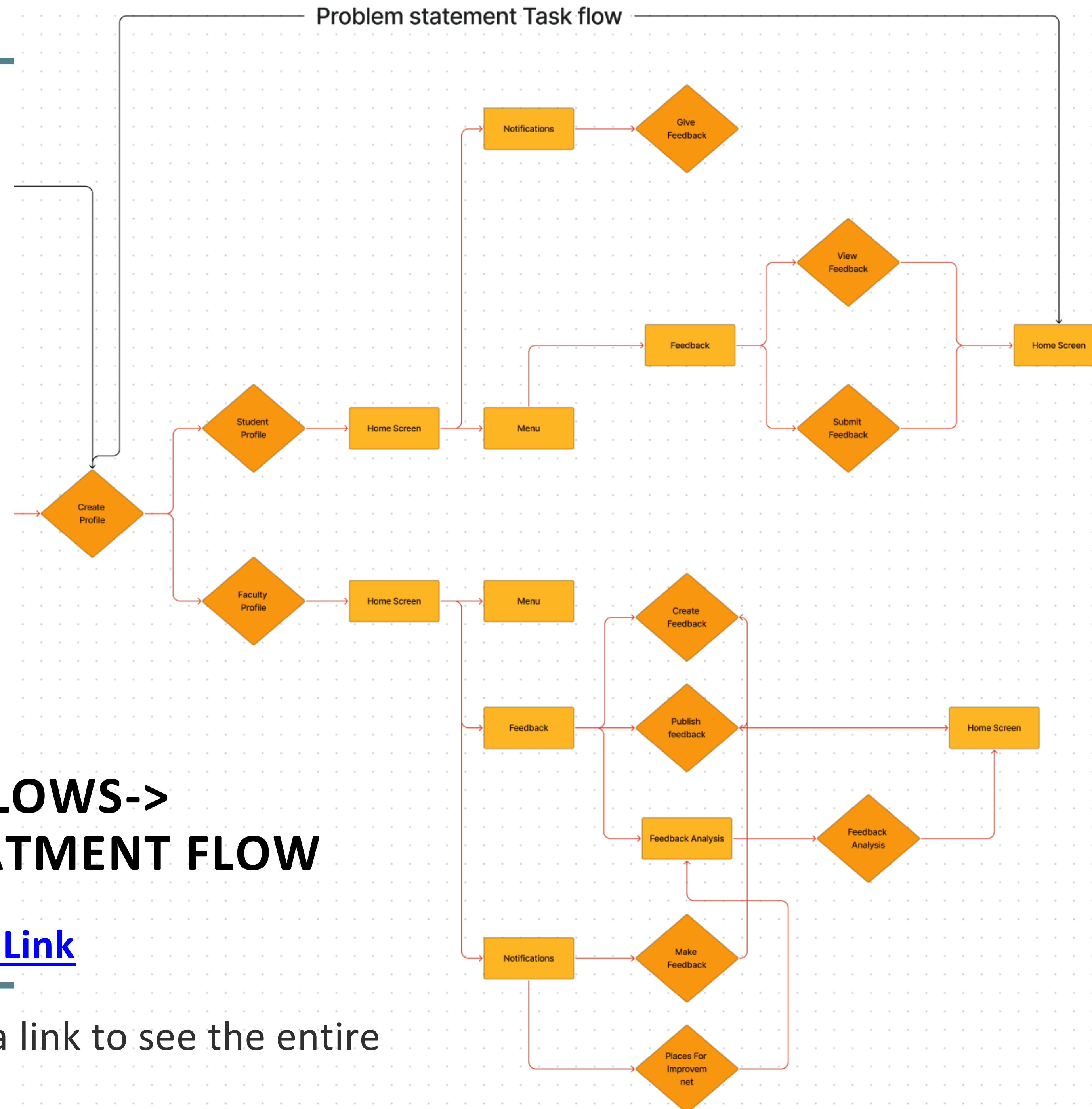


**USER FLOWS->
PROBLEM STATEMENT FLOW**

[Figma Link](#)

USER FLOWS-> PROBLEM STATMENT FLOW

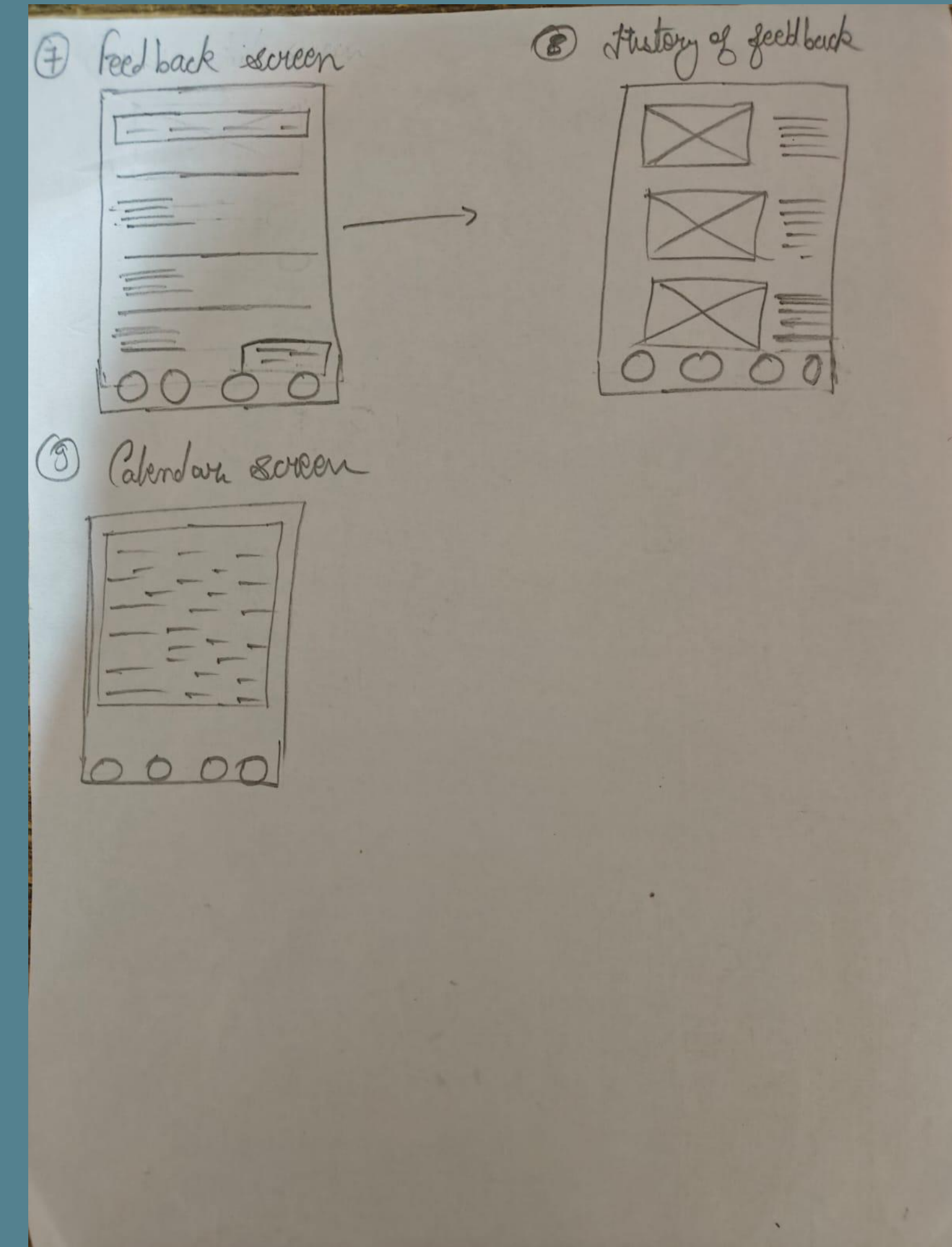
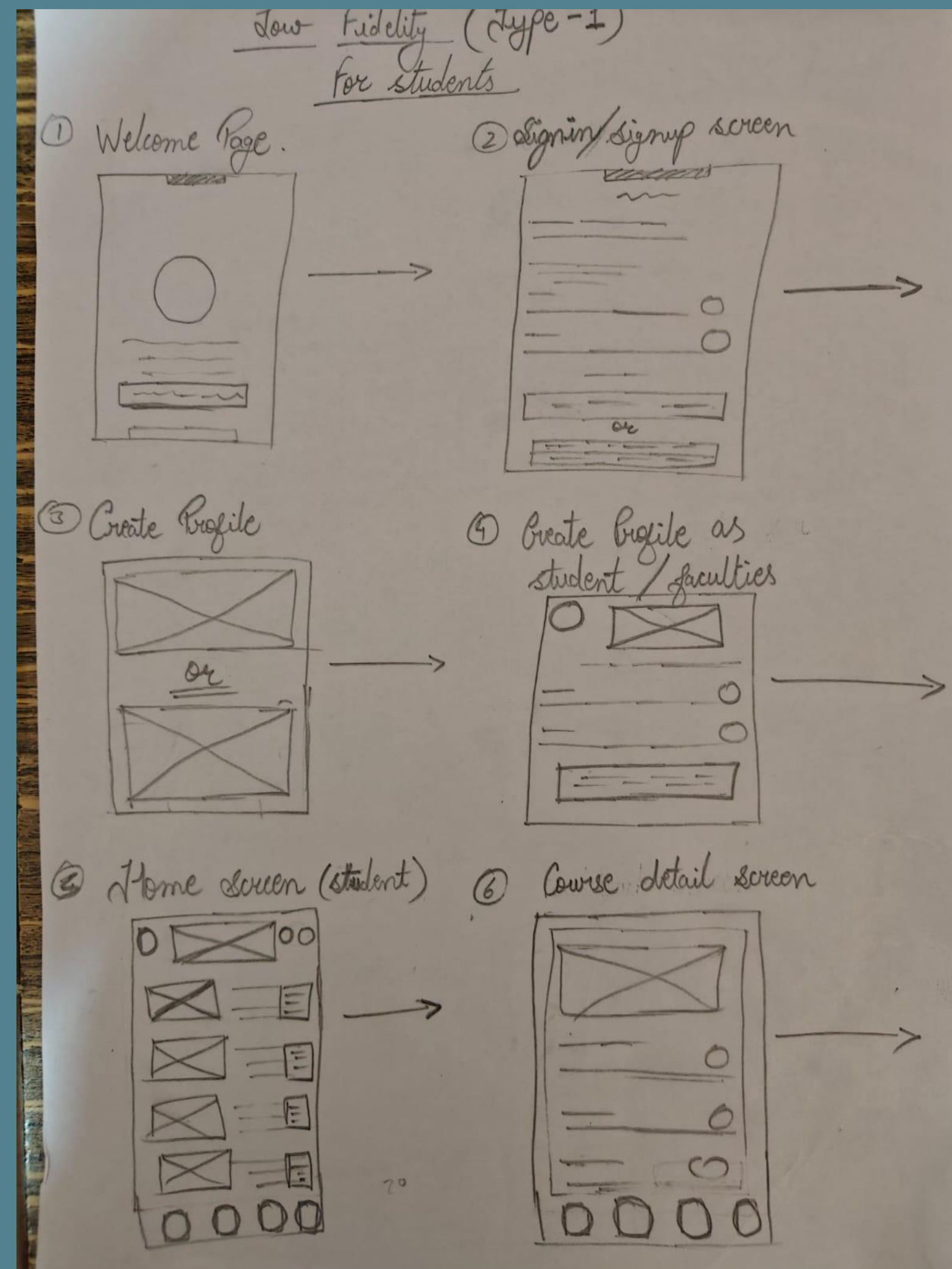
[Figma Link](#)



➤ Please open the figma link to see the entire task flow.

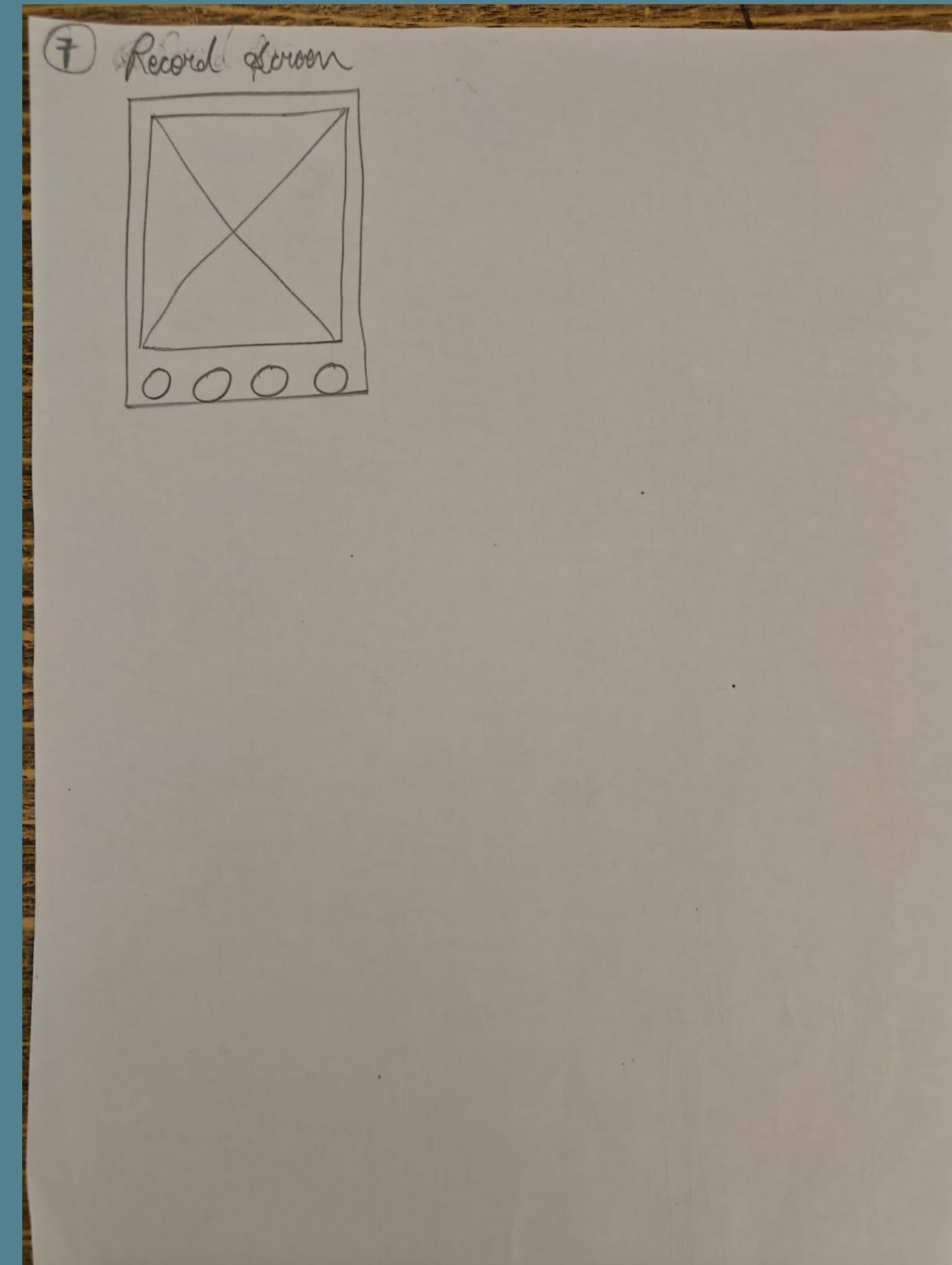
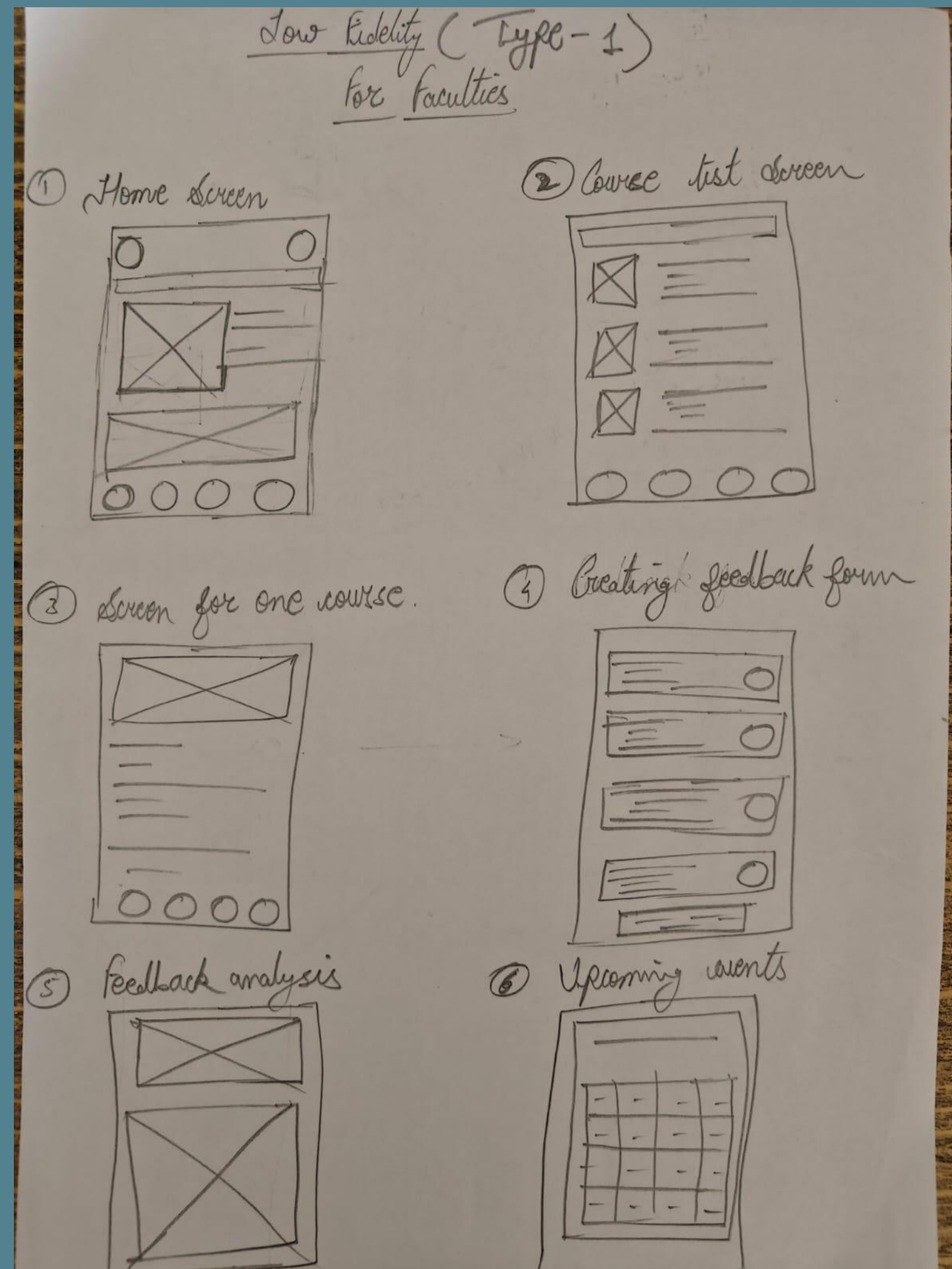
LOW FIDELITY SKETCHES (TYPE – 1)

STUDENT VIEW



LOW FIDELITY SKETCHES (TYPE – 1)

FACULTY VIEW

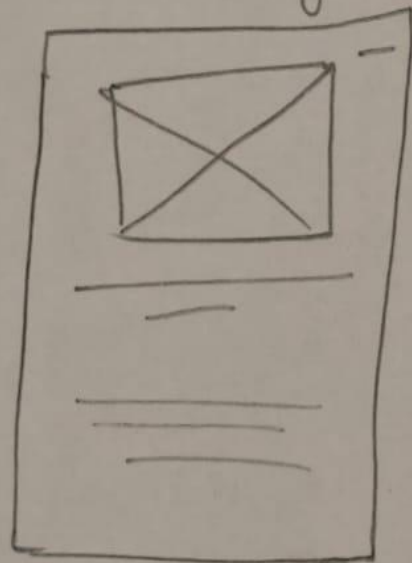


LOW FIDELITY SKETCHES (TYPE - 2)

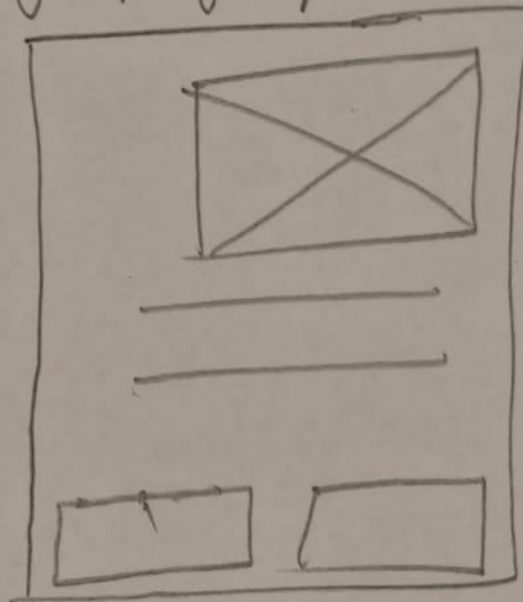
STUDENT VIEW

Low Fidelity (Type-2)
for students

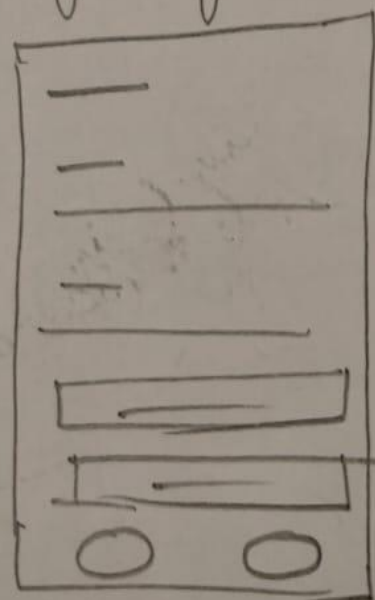
① Welcome Page.



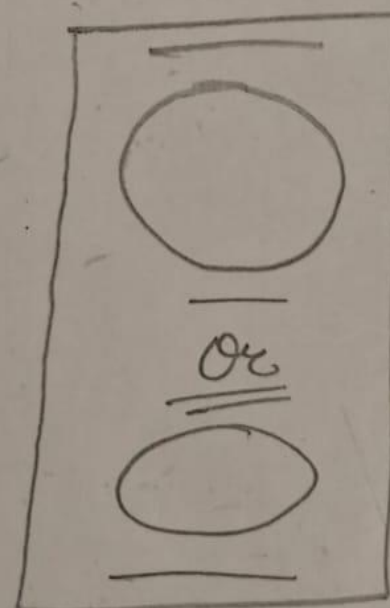
② Login/sign up selection



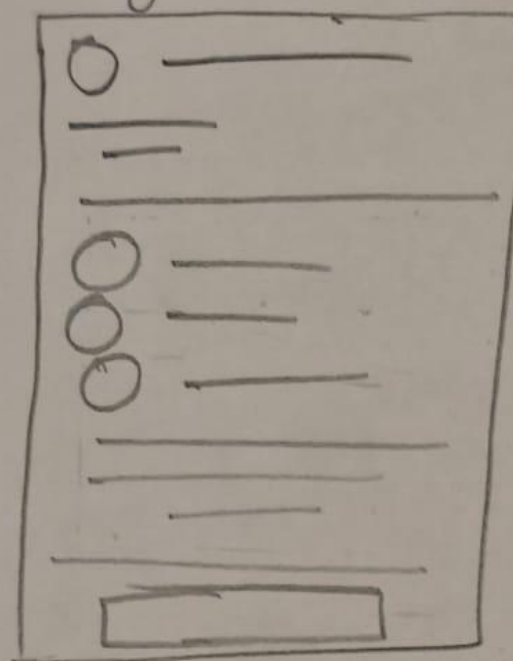
③ Login Page.



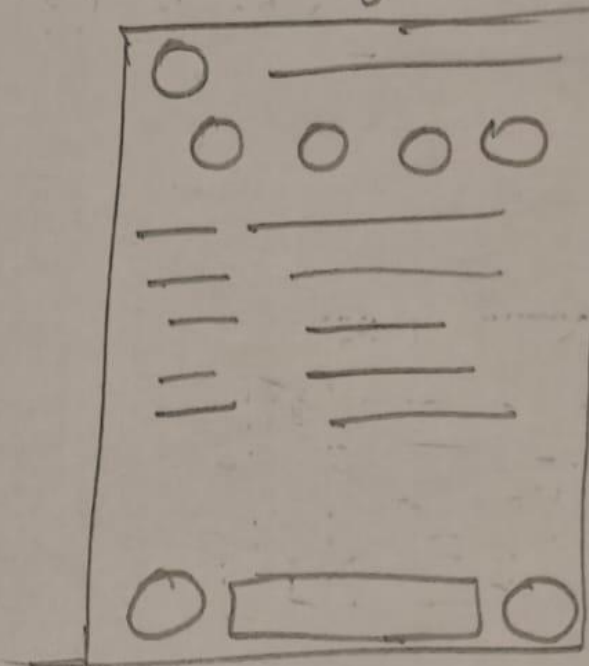
④ Create profile Page.



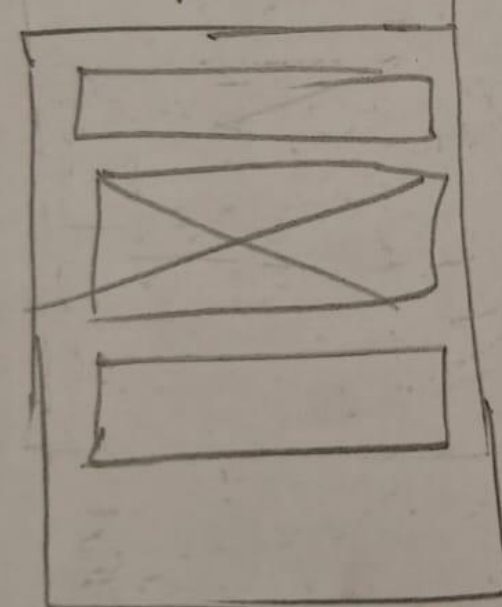
⑨ Information screen.



⑩ Feed back form



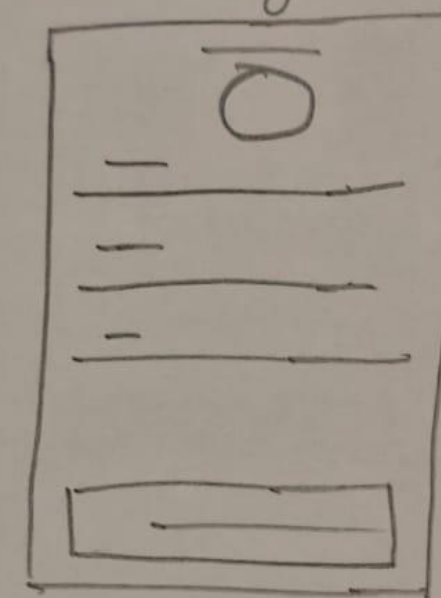
⑪ Meetup screen



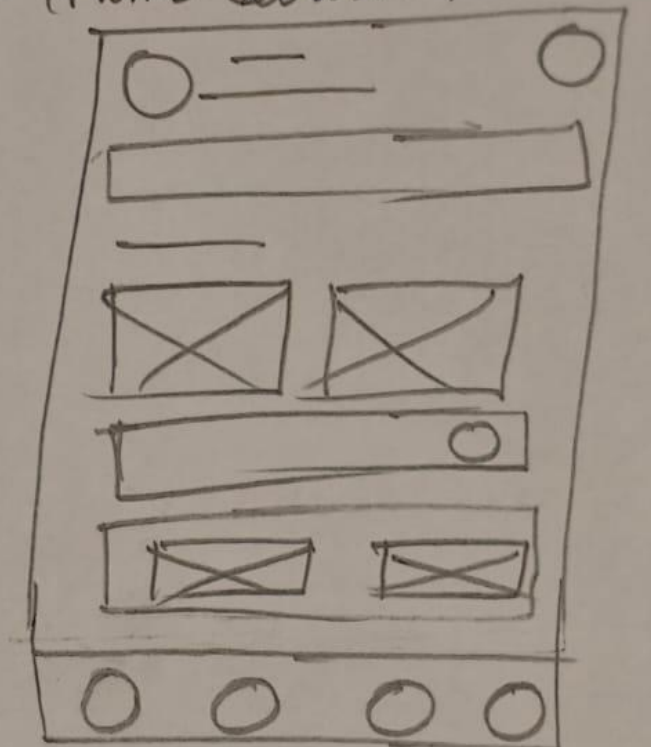
⑫ Upcoming Courses Feedback form



⑮ Create Profile



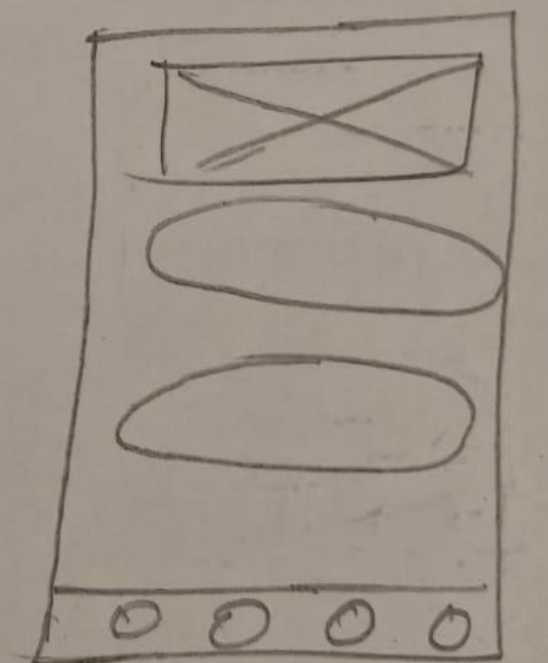
⑯ Home screen.



⑦ Course feedback screen

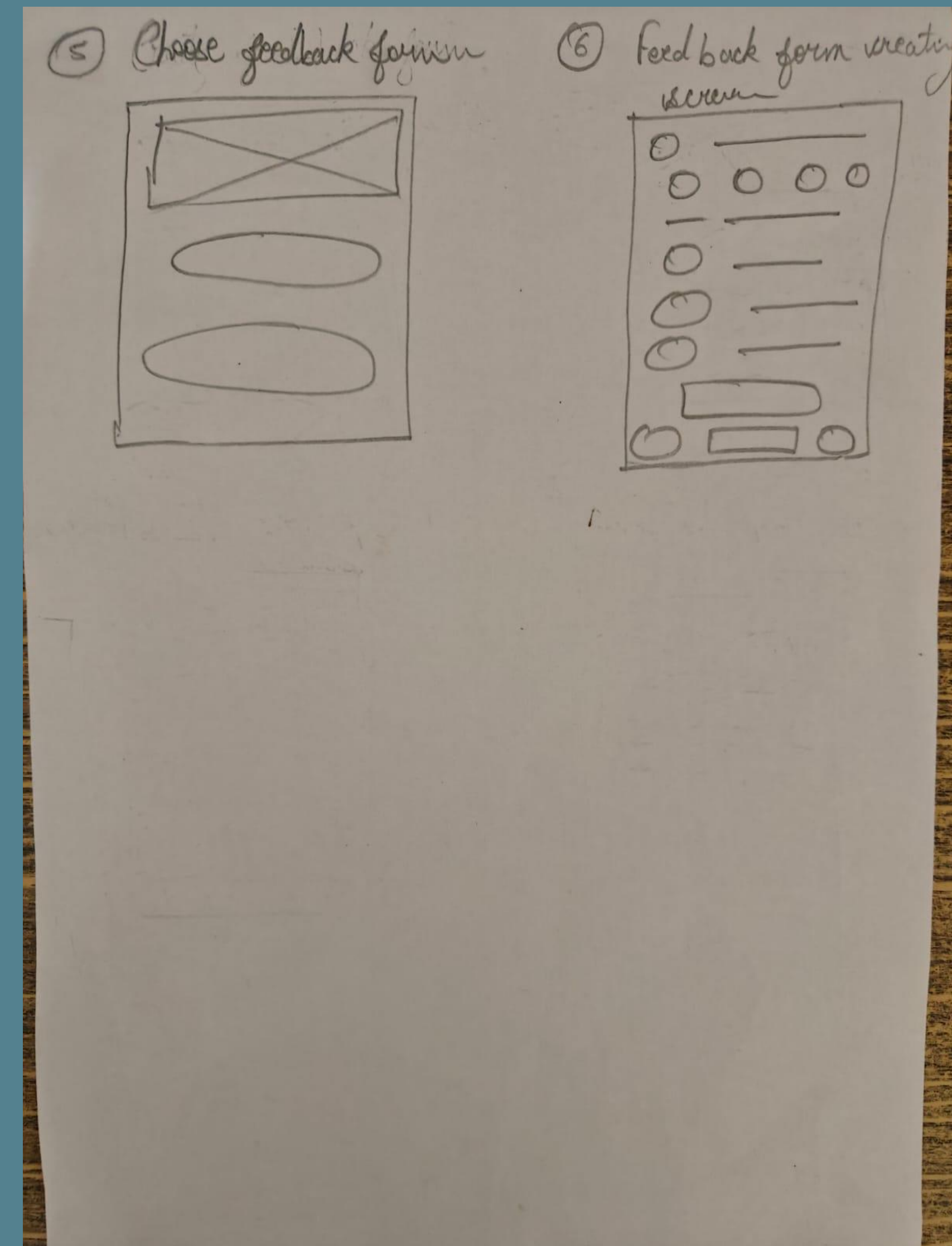
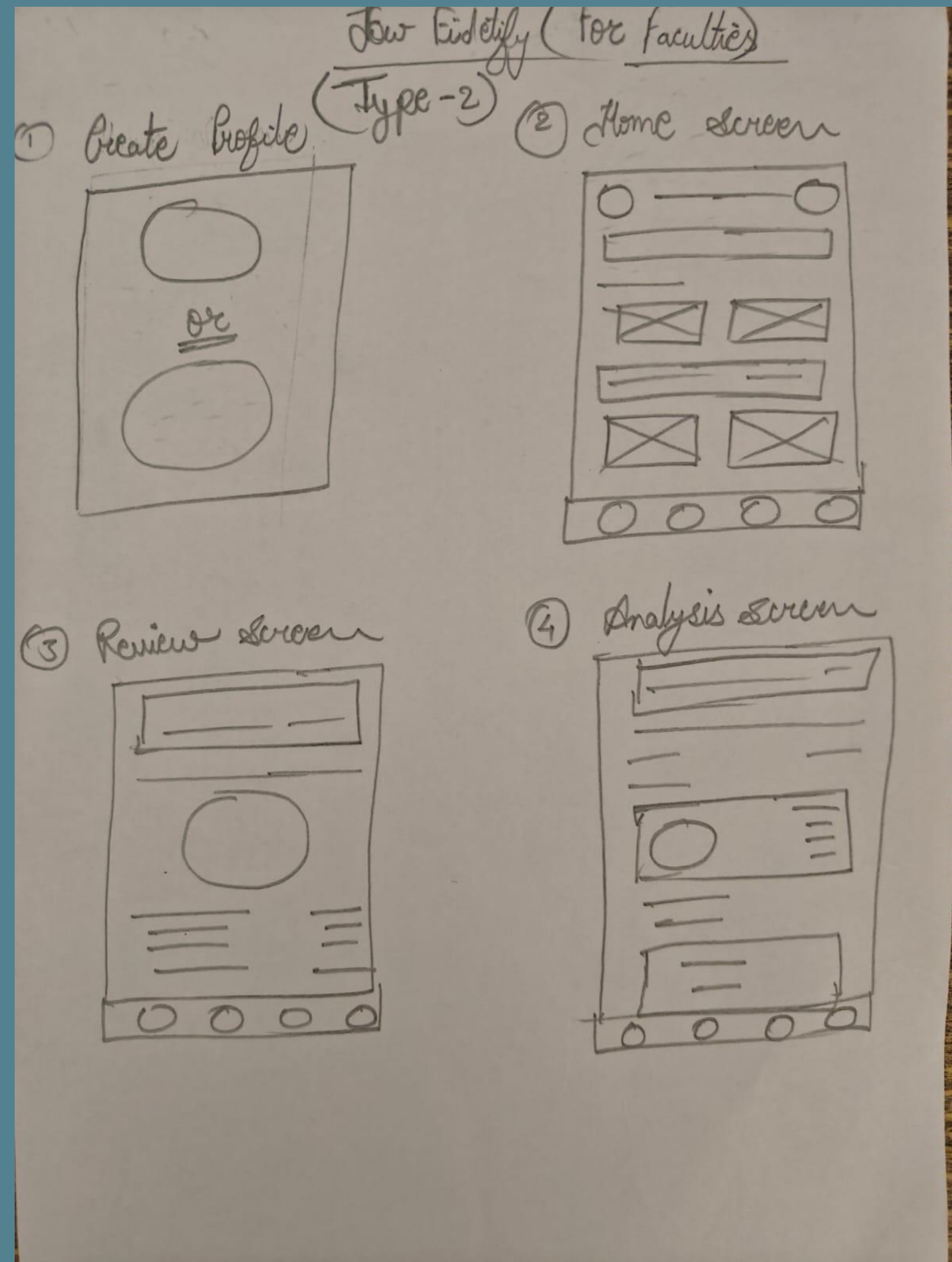


⑧ feedback selection screen



LOW FIDELITY SKETCHES (TYPE – 2)

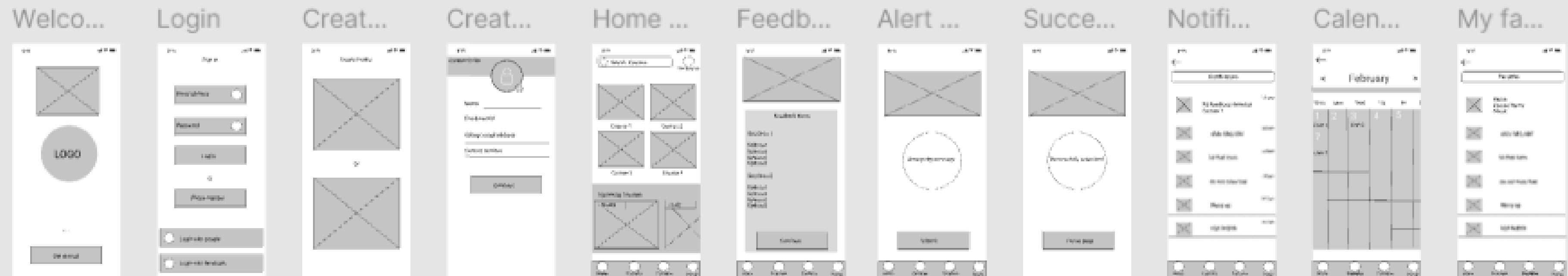
FACULTY VIEW



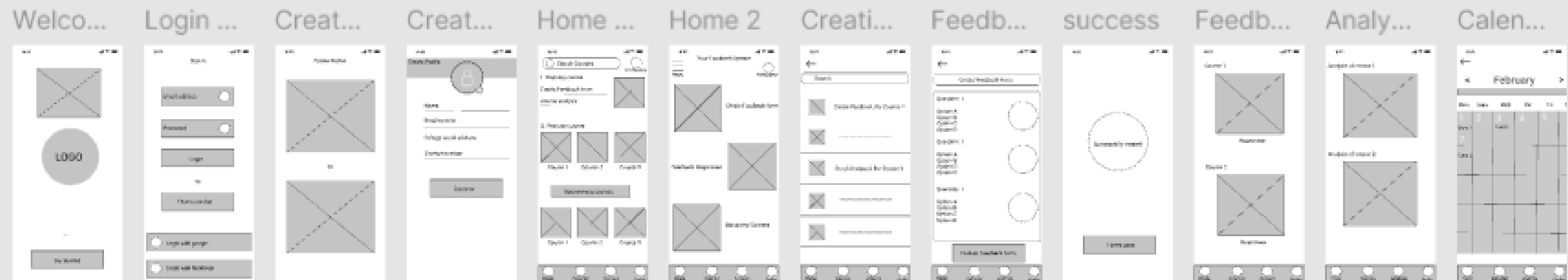
MEDIUM FIDELITY (TYPE – 1)

STUDENT & FACULTY VIEW

Student view
(Type 1) →



Faculty view
(Type 1) →

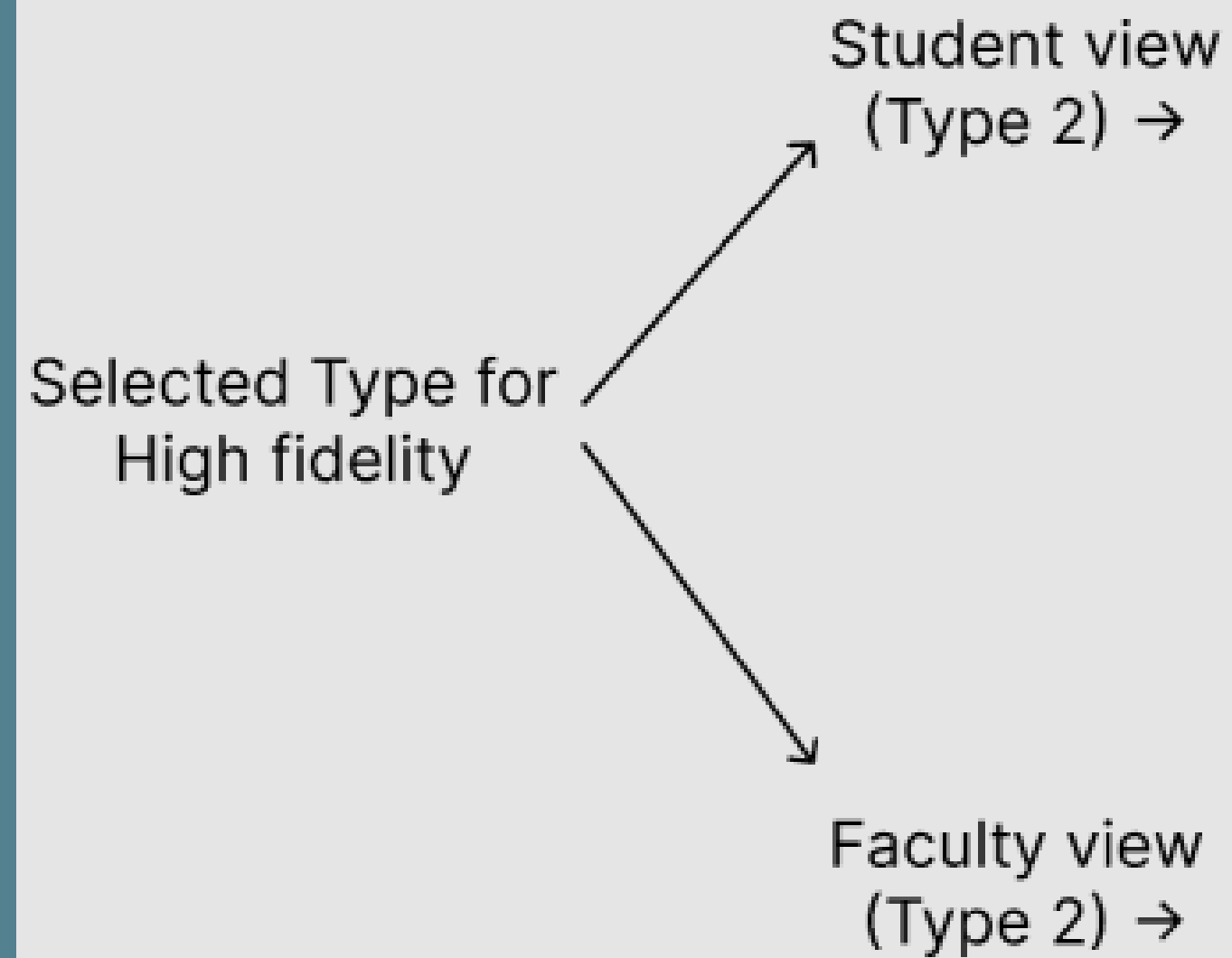


Figma link -

[https://www.figma.com/design/2Y5SDOvykOuAKBddhwrBvM/Mid-Fidelity-Campus-Voice-\(Feedback-App\)?node-id=0-1&t=QOVJqNSruaeMrnSX-1](https://www.figma.com/design/2Y5SDOvykOuAKBddhwrBvM/Mid-Fidelity-Campus-Voice-(Feedback-App)?node-id=0-1&t=QOVJqNSruaeMrnSX-1)

MEDIUM FIDELITY (TYPE – 2)

STUDENT & FACULTY VIEW



Figma link -

[https://www.figma.com/design/2Y5SDOvykOuAKBddhwrBvM/Mid-Fidelity-Campus-Voice-\(Feedback-App\)?node-id=0-1&t=QOVJqNSruaeMrnSX-1](https://www.figma.com/design/2Y5SDOvykOuAKBddhwrBvM/Mid-Fidelity-Campus-Voice-(Feedback-App)?node-id=0-1&t=QOVJqNSruaeMrnSX-1)

HIGH FIDELITY

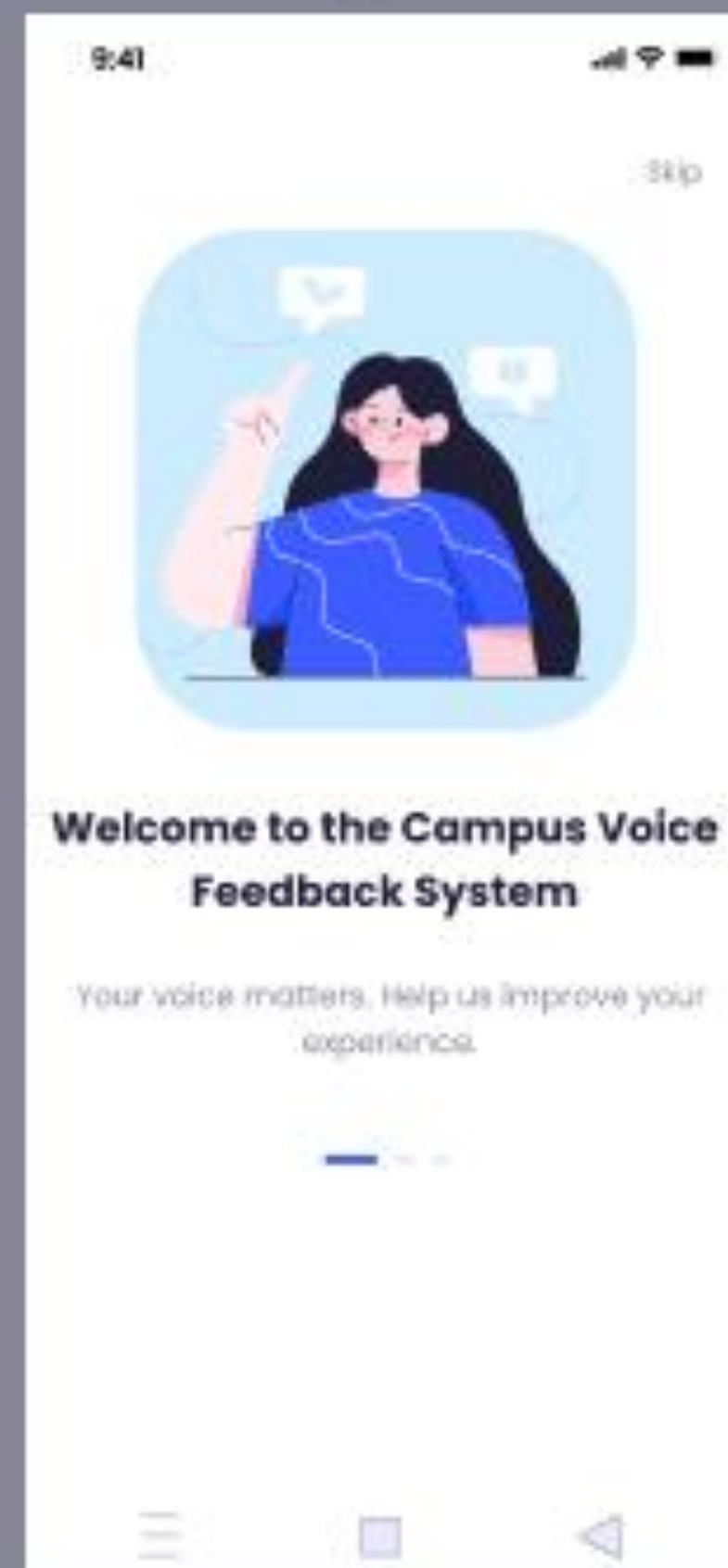
FONT USED – POPPINS
COLOURS USED - 1F1F39, EAEAFF, 858597

1. WELCOME SCREENS

Onboarding 4



Onboarding 01



Onboarding 02



Onboarding 03



2. LOGIN SCREENS



9:41


Sign Up

Enter your details below & free sign up

Your Email

Cooper_kristing@gmail.com

Password



Creaf account

☐ By creating an account you have to agree with our them & condication.

Already have an account? [log in](#)



9:41

Don't have an account? [Sign up](#)

Log In

Your Email

Cooper_Kristing@gmail.com

Password



[Forgot password?](#)

Log In

Or

Continue with Phone number

Or login with

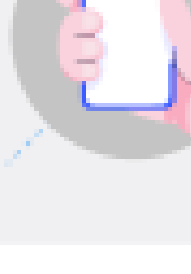
 



8:41

Signal strength, Wi-Fi, and battery icons

Continue with Phone



Enter Your Phone Number

+63 283 835 2999

Continue

1

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Phone icon

Menu icon

Home icon

Back icon



✕

Verify Phone

Code is sent to 283 835 2999

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Verify and Create Account

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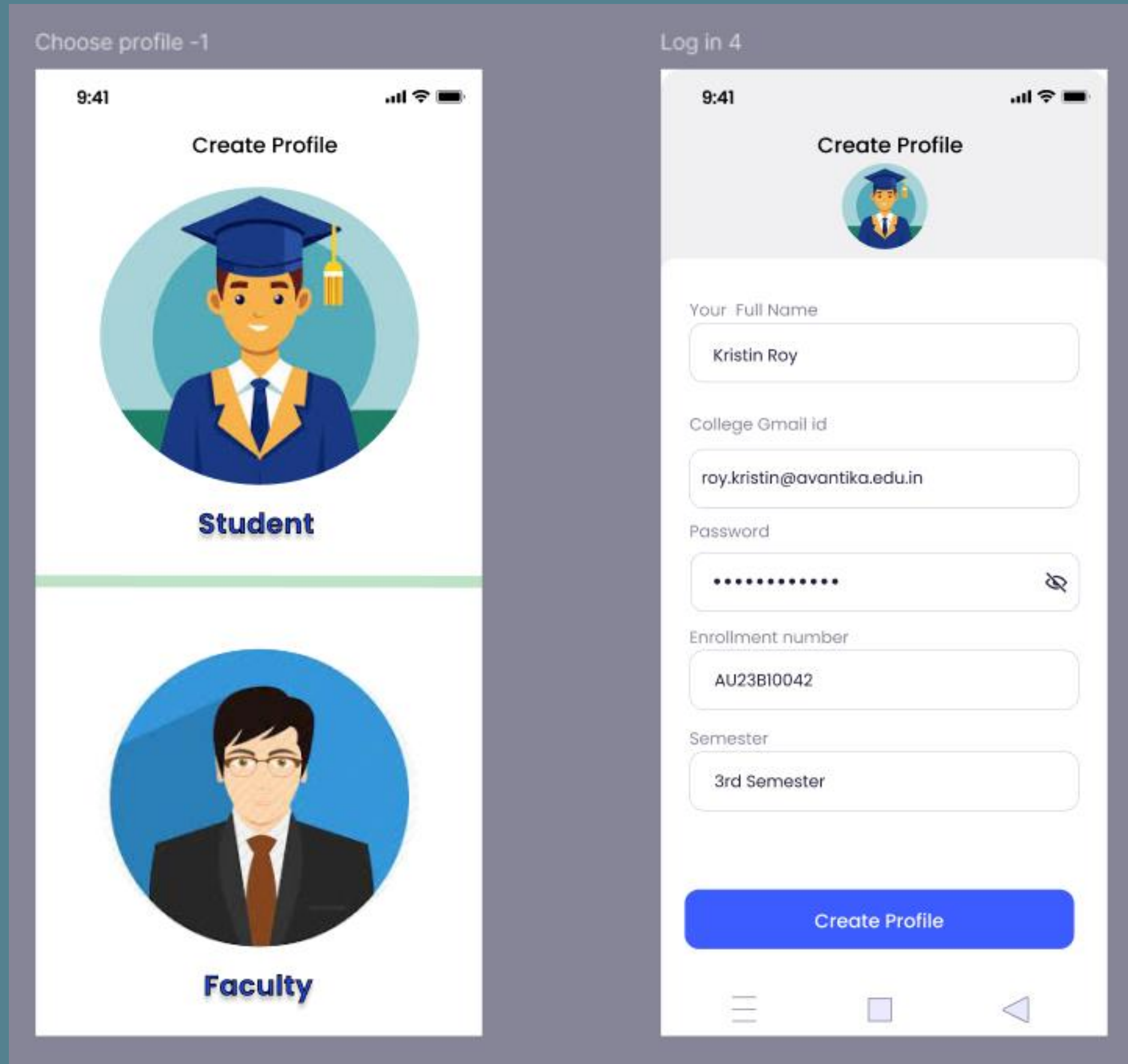
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⌫



3. CREATE PROFILE SCREENS



4. HOME SCREEN



Figma link -

[https://www.figma.com/design/AW5w3kfC4zjHftN4jeD3rZ/High-Fidelity-Campus-Voice-\(Feedback-App\)?node-id=0-1&t=pWYWeghATG7SwbrD-1](https://www.figma.com/design/AW5w3kfC4zjHftN4jeD3rZ/High-Fidelity-Campus-Voice-(Feedback-App)?node-id=0-1&t=pWYWeghATG7SwbrD-1)

THANK YOU...