# INFO 153 – Final Project

Name of Team: TeamAwesome

Team Members (Lastname, Firstname):

1. Le, Hong
2. Oetomo, Kenneth
3. Jiang, Bian
4. Guo, Luyi

Problem Chosen (Major or Activity): Major

Name of Product: MCFS (Major Choose for Students)

The website provides resources and information about all majors for students.

URL of Product:

Github URL of Code: https://github.com/hongnhung1636/info153-MCFS

Product Discovery and Development:

Create a list of all steps your team went through to complete the final project (e.g. definition of problem, initial user interview, brainstorming of potential solutions, etc.)

**Define the problem**: We decided to go with the finding a right major prompt since we’ve all had this similar problem and felt we could develop an app best for a problem that we already experienced.

**Brainstorming**: We sat together to come up with initial ideas we could implement to solve the problem.

**Interview and re-brainstorm**: We interviewed our friends and got feedback for what they were looking for in a major finder. After that, we re-analyzed some of our initial ideas and changed/deleted some of our original brainstorms.

**First prototype and feedback**: After we finished the prototype, we asked our interviewees to review the prototype and used that feedback to improve our prototype.

**Second Prototype**: We updated our prototype based on our first response.

**Processing**: After our brainstorm, we split up different parts of the website and assigned them to different people. These splits are indicated below.

Additionally, list the responsibilities each of the team members had for each step. Please indicate whether a specific member or the team as a whole has completed that step:

All members worked together on brainstorming and the general design of the website.

**Hong**: Prototypes, Logo Design, Write up report, User Feedback Report, Coding for Calendar and Contact page.

**Luyi**: Storyboard, PowerPoint Presentation, Coding for Home page.

**Bian**: Storyboard, Coding each major’s info page, Adding links to quiz page.

**Kenneth**: Main coding for quiz page, Uploading to Heroku, Refining/second half of write up report.

## Business Idea

Please provide a description of the problem you are trying to solve (be specific), what target users you are addressing (use your persona) and for what reason this is a problem worth solving. Try to limit your response to 200 words or less:

Freshmen and Sophomore college students in the US have the challenge to decide which major they want to focus on until graduation and what career to pursue but only have limited information and working experience necessary to make an informed decision. Our target user is freshman or sophomores already in college who have an idea of what they generally want to do. These people already know that they enjoy studying math, biology, English, or whatever subject, but they don’t know which specialized major that they actually want to major in. This is a crucial problem that many students faced, as our interviewees usually described choosing a major as difficult because of the multitude of related majors they could potentially pick. They haven’t been able to do research into the many different majors yet, so they still do not know. By developing this project, we seek to solve this problem that plagues so many young undergraduates, as this is a crucial decision that can impact the rest of their professional careers.

## Ideation Process

Please describe in detail a) what process you went through in order to find a suitable solution for the problem above, b) what options you traded off (did you consider multiple solutions?) and c) what response you received from users.

Do not talk about the solution itself; focus on the process and user feedback. Feel free to add quotes or insights from users. Try to limit your response to 300 words or less:

We came up with a bunch of tools and aspects that we thought would be useful to a student trying to find a major. We came up with

1. A sort of “quiz” that helps students find a major they like.
2. Majors specific to different universities.
3. An event calendar for any career fairs or info sessions according to a specified school.
4. Information on each major (description, alumni info).

We interviewed some of our friends and we decided that we would focus more on giving out information rather than helping students choose a major that best fits their personality/interest. Most of our friends had an idea of what they wanted to major in; for instance, they knew they were going to major in some kind of science or a math related field. They only did not know a lot of the related majors and what each major actually was. Some did not like our UI as they thought it was cluttered and thought our product name was too bland.

After refining some of our initial points, we generally stuck to these four ideas, while the quiz became more of a way to filter potential results, as a quiz would have needed a more comprehensive and complex survey of multiple students in order to accurately match a student’s interest to a major.

We finished the first prototype and most of the interviewees said they were happy with the concept but felt the major filter could be more refined. They wanted the option to display joint majors, which we included as choosing Math, or Engineering will bring out Mechanical Engineering for both, for example.

## Solution

Outline in-depth what solution you came us with. Please provide a) an overview what your solution does using the storyboard, b) how a user would use your solution, c) what design tradeoffs you made, and d) what user input you received

Please describe a) and b) only briefly, and c) and d) in detail. Try to limit your response to 200 words or less:

An undergraduate who does not know which major to choose is pondering to his friend who is an experienced 3rd or 4th year student. The older student recommends a site that lets you see a lot of convenient information about upcoming events and different majors. A user would use our solution to research the different majors, in a more convenient way than having to search individually for each major’s description, graduate info, upcoming events, etc. We had to simplify our original homepage since it was fairly cluttered with too much information. We also had to get rid of our original quiz and input a major filter, since a quiz would have needed too much outside information and analysis of data. Our users for the most part liked how they could sort the different majors, although they wished to have more majors (this is just beta test) and more exact categories. They liked the calendar of events that showed upcoming infosessions as well.Implementation

Give a quick overview of a) how you implemented the product, b) how you organized your code, c) and what functionality it includes. Please also describe functionality that you hard coded such as user login.

Try to limit your response to 200 words or less:

To get our high-fidelity model, we took a website template and programmed the basic content such as our home page, contacts, majors, and calendar. We have one unified style.css so our page looks uniform, with additional specialized css pages that are specialized for each web page. The home page has a log in, which we hard coded, and the contact send button does not send to an actual email. The contact page also has links to our individual resumes. The calendar displays the usual row and column calendar along with a text list of upcoming events. The major finder shows and hides different majors and groups of majors based on subjects. After clicking on one of those majors, it will display information about that major and if you wish to view more majors, you can press the buttons on the top again.

## Hypothesis and Metrics

Please define your Value and Growth Hypothesis. For each of the hypothesis, describe what metric you will use to track how successful the product is and at what point (time, value) you know you are on the right track.

Value Hypothesis: We believe current freshman and sophomore undergraduates will use a web application that displays information about different majors depending on subject interest in one site because they want to learn more about the copious majors that are related to their field without having to spend more time researching individually each major.

Metric: Number of page visits to pages outside of the Home page

Threshold: 1000 page visits by Dec 2013, 10,000 by May 2014

Growth Hypothesis: We believe we will be able to gain 10x the initial users, or about 100 people by the end of the first semester, and 1000 by the end of the second semester because customers will refer us to their friends because they will find our site helpful in aiding them find majors and the end of semesters are when students usually file a major.

Metric: Users

Threshold: 100 by Dec 2013, 1000 by May 2014