

University of Belize

FORMFLOW

ADDITIONAL NEEDFINDING & EXPERIENCE PROTOTYPES

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CMP3141-P02-25S1
PHASE 2

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MEET THE TEAM



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PROBLEM DOMAIN: Forms are central to student-university interactions at UB. From applications to withdrawals and graduation, the process is often inefficient, confusing, and lacking transparency. Our goal is to design an online interface that centralizes, tracks, and secures student forms.

INITIAL POVs

OVERVIEW

From our first round of needfinding, the following initial POVs were derived:

1. Students missed deadlines due to unclear processes.
2. Students had no visibility into form progress.
3. Errors went unnoticed when forms were mishandled.



ADDITIONAL NEEDFINDING RESULTS

INTERVIEWEES

ANDREA IGLESIAS

UB Associate Student



1

JOCELYN ZAVALA

UB Bachelor Student



2

ASHLI SEGURA

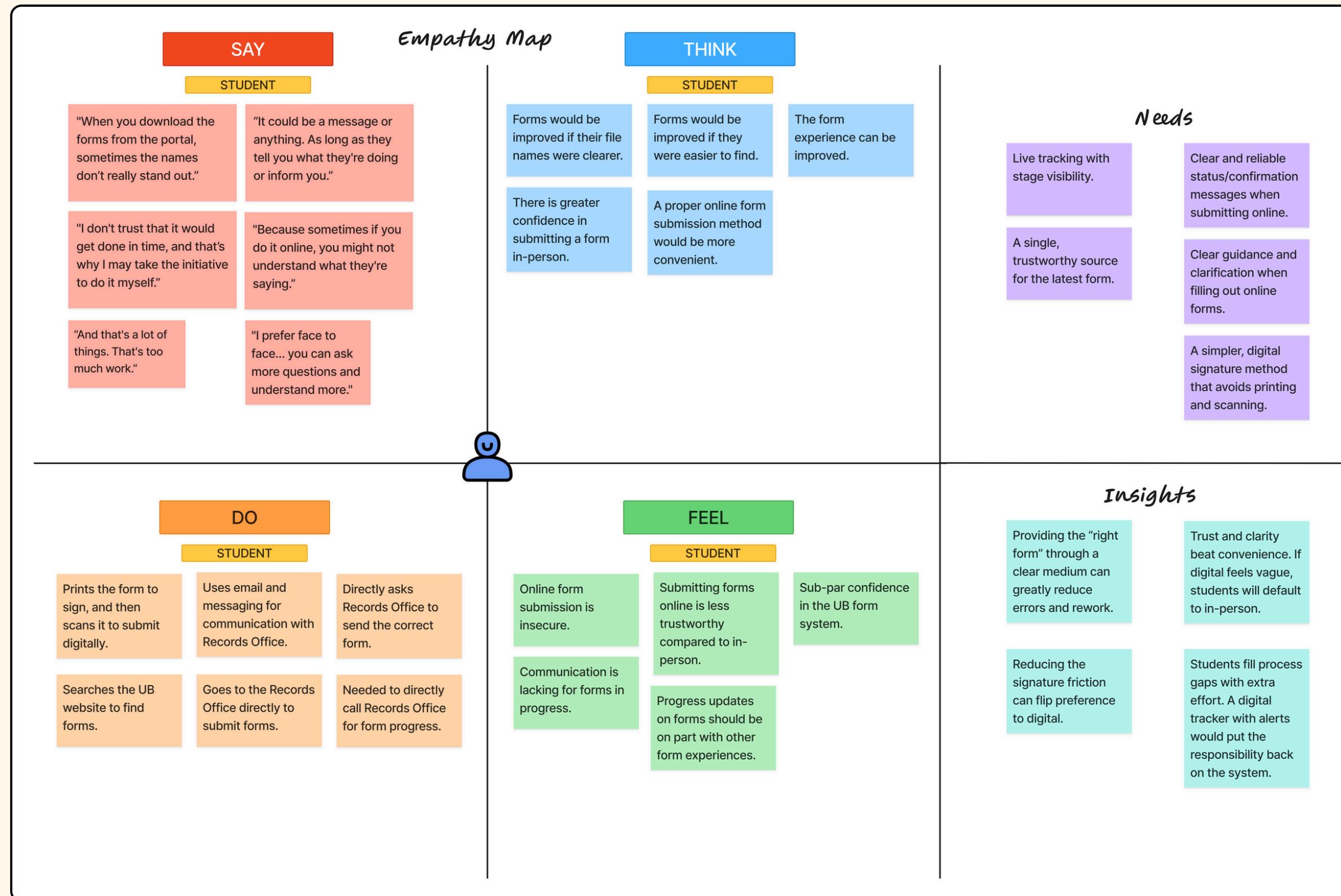
UB Associate Student



3

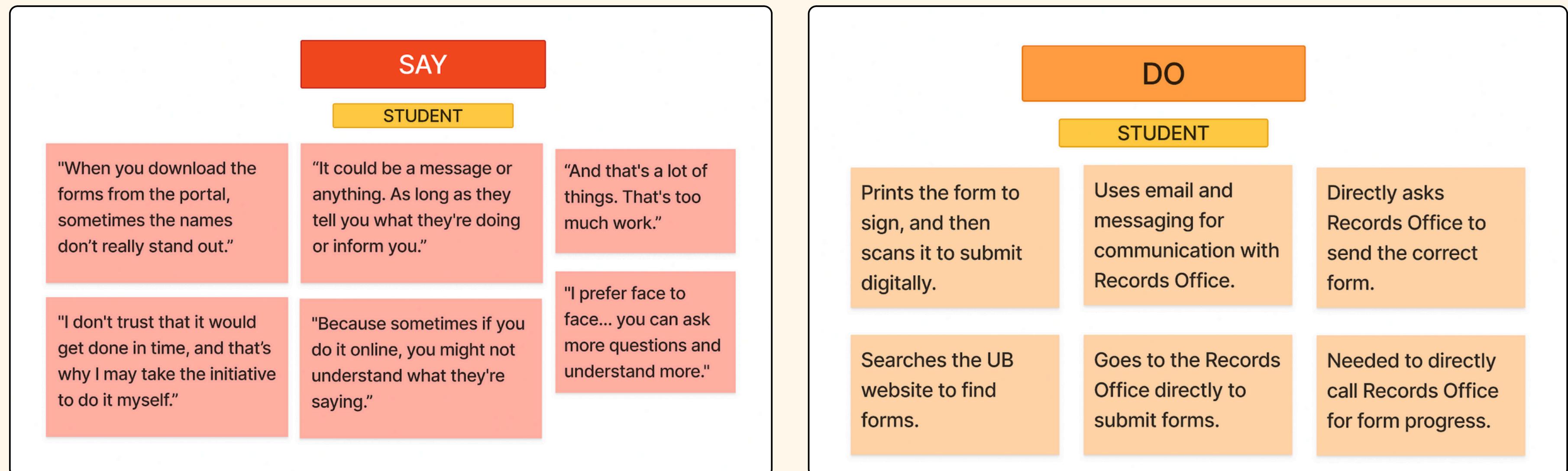
ADDITIONAL NEEDFINDING RESULTS

EMPATHY MAP - OVERVIEW



ADDITIONAL NEEDFINDING RESULTS

EMPATHY MAP - SAY & DO



ADDITIONAL NEEDFINDING RESULTS

EMPATHY MAP - THINK & FEEL

THINK

STUDENT

Forms would be improved if their file names were clearer.

There is greater confidence in submitting a form in-person.

Forms would be improved if they were easier to find.

A proper online form submission method would be more convenient.

The form experience can be improved.

FEEL

STUDENT

Online form submission is insecure.

Communication is lacking for forms in progress.

Submitting forms online is less trustworthy compared to in-person.

Progress updates on forms should be on par with other form experiences.

Sub-par confidence in the UB form system.

ADDITIONAL NEEDFINDING RESULTS

EMPATHY MAP - NEEDS & INSIGHTS

Needs

Live tracking with stage visibility.

A single, trustworthy source for the latest form.

Clear and reliable status/confirmation messages when submitting online.

Clear guidance and clarification when filling out online forms.

A simpler, digital signature method that avoids printing and scanning.

Insights

Providing the “right form” through a clear medium can greatly reduce errors and rework.

Reducing the signature friction can flip preference to digital.

Trust and clarity beat convenience. If digital feels vague, students will default to in-person.

Students fill process gaps with extra effort. A digital tracker with alerts would put the responsibility back on the system.

REVISED POVs

POV 1:

A student misses a form deadline
for reasons in or out of their control

GAME CHANGER:

A central location for forms and
deadlines

POV 2:

A student doesn't know where their
multi-step form is in the process

GAME CHANGER:

Regular, meaningful updates
provided by UB

POV 3:

Students and lecturers worry about
the security of online forms

GAME CHANGER:

A trustworthy and secure
submission interface



BEST HMW STATEMENTS

POV 1:

HMW reduce confusion by centralizing all forms and deadlines in one location?

SOLUTION:

A homepage with all forms, deadlines, and banners for urgent notices

POV 2:

HMW use progress bars or trackers to reduce uncertainty about form processing?

SOLUTION:

Progress bars that show exactly where a form stands

POV 3:

HMW balance security with usability so the system feels safe without being complex?

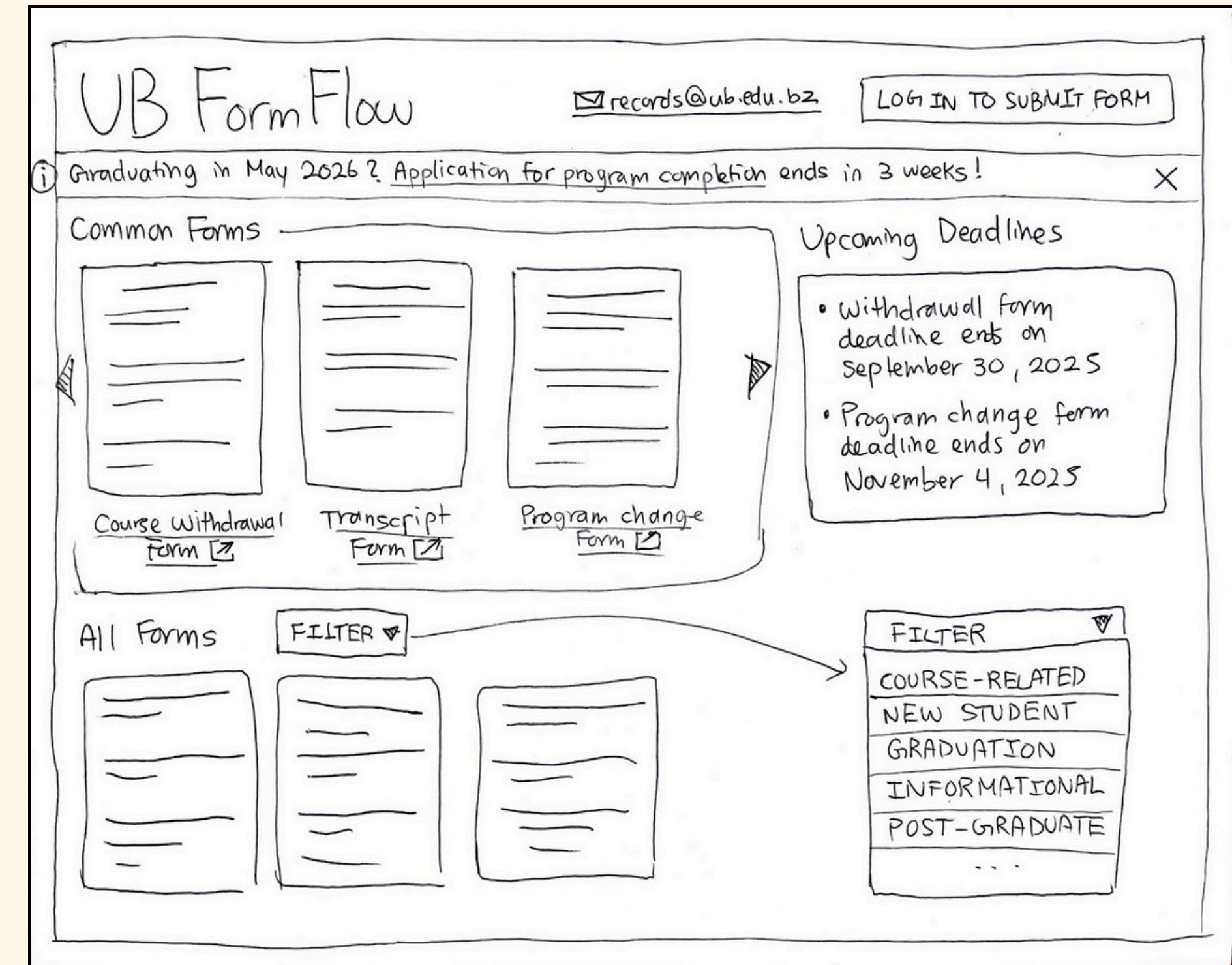
SOLUTION:

UB login plus downloadable timestamped receipts for submissions

EXPERIENCE PROTOTYPES

PROTOTYPE 1: CENTRALIZED HOMEPAGE

- **Description:** One page with all forms, deadline table, banners
- **Worked:** Deadlines visible, common forms easy to access
- **Didn't Work:** Thumbnails too big, filters unclear
- **Surprise/Learning:** Redundant links are appreciated
- **Validity:** Assumption validated, deadlines are clear and noticed



EXPERIENCE PROTOTYPES

PROTOTYPE 2: PROGRESS TRACKER

- **Description:** Progress bars + list view of form stages
- **Worked:** Students liked clarity and confidence it gave
- **Didn't Work:** No color coding, missing stage descriptions
- **Surprise/Learning:** Students wanted more detail, not less
- **Validity:** Assumption validated, students felt reassured by progress display

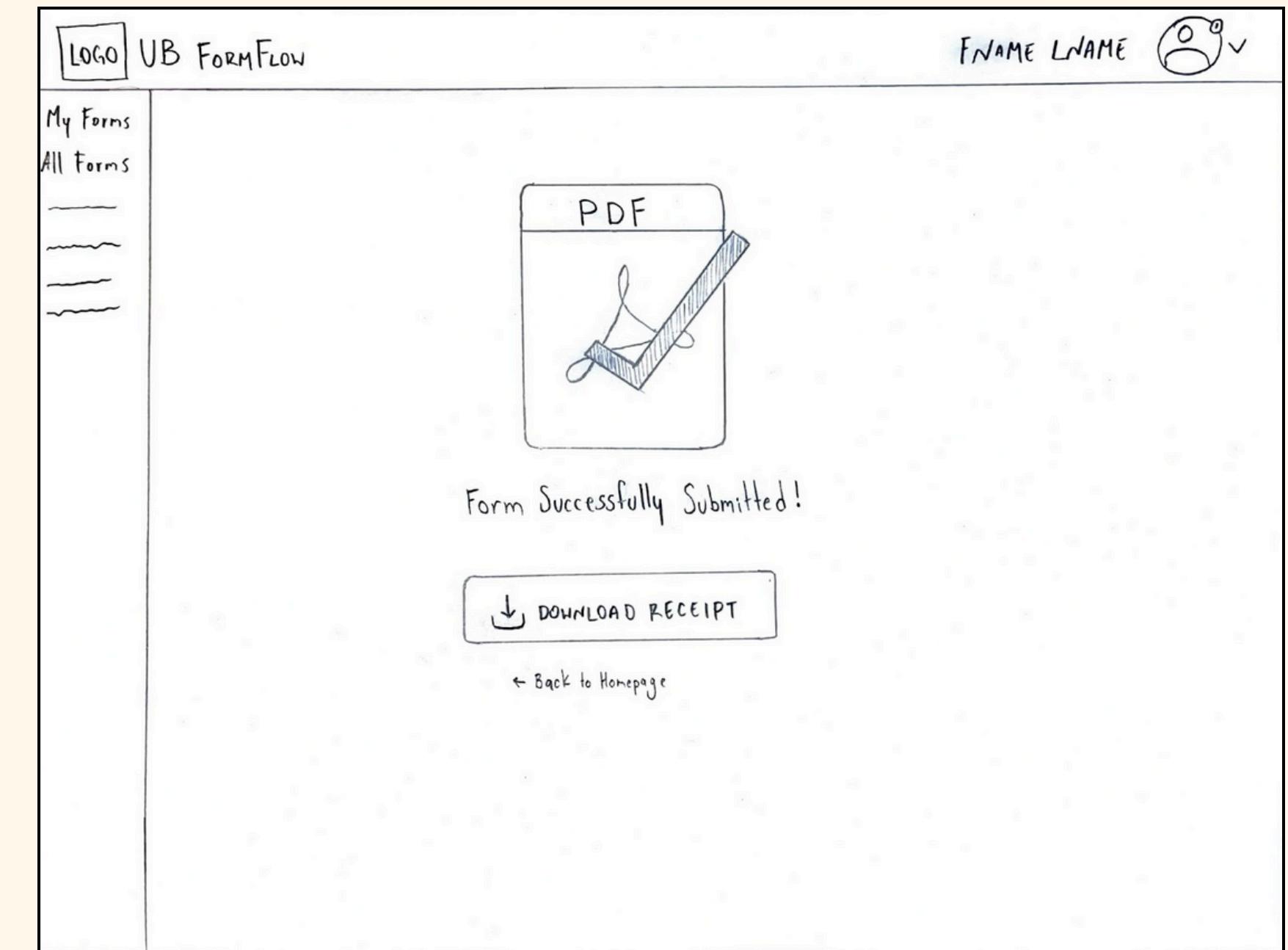
The prototype is a hand-drawn sketch of a user interface for 'UB FORMS'. At the top left is the 'UB FORMS' logo. To its right is a placeholder for 'JANE DOE' with a circled '8' indicating age, and a search bar labeled 'Search Form' with a magnifying glass icon. Below this is a section titled 'Form Status' containing a table with four columns: 'Form Name', 'Submitted', 'With Records', and 'Status'. The table has three rows. The first row shows 'm m' in the first two columns and '-/-' in the third, with 'Completed' in the fourth. The second row shows 'Program Change' in the first column, 'm m' in the second, 'm' in the third, and 'Pending' in the fourth. The third row is mostly blank with 'm m' in the first two columns and 'm' in the third. Below the table is a section titled 'Program Change Status' with a horizontal flowchart: Stage 1 → Stage 2 → Stage 3 → Stage 4 → Stage 5. Stage 2 is highlighted with a purple arrow pointing to it, and the text 'Stage 2: Awaiting advisor's signature' is written below the flowchart.

Form Name	Submitted	With Records	Status
m m	-/-	m	Completed
Program Change	-/-	m	Pending
m m	m	m	m
m m	m	m	m

EXPERIENCE PROTOTYPES

PROTOTYPE 3: SECURE SUBMISSION & RECEIPT

- **Description:** UB login required for submission; downloadable PDF receipt after submission
- **Worked:** Clear evidence of submission, useful receipts
- **Didn't Work:** Direct downloads inconvenient on mobile
- **Surprise/Learning:** Storage space is an issue; screenshots preferred
- **Validity:** Assumption validated, receipts provided trust in submission



SUMMARY

KEY LEARNINGS:

- Students want clarity: trusted sources, progress tracking, confirmation
- Security and transparency are as important as convenience
- Redundancy and flexibility in design reduce student anxiety

NEXT STEPS:

- Combine best elements of all prototypes into one cohesive system
- Add refinements: clearer categories, color coding, and flexible receipt options
- Pilot test with a wider group of students and staff

THANK YOU!

Any questions?

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