iSchool Design Challenge
UXTerps Makeathon 2023

The Pain Point:

- Many resources are available in the iSchool, but they lack visibility. Students are not aware of them and thus not utilizing them enough.
- The available information is scattered and cannot be found in one centralized location.
- There are very few opportunities for students from different cohorts to communicate with one another (i.e., between 1st and 2nd year HCIM students).
- Networking is a broad term, and many students are not sure how to effectively network.

How Might We…

…optimize the usage of iSchool+campus resources and help students develop and accomplish their professional goals?

Design a way to present professional resources for iSchool students (i.e.,app, dashboard, tool, etc.). Examples of what you could include (but not limited to):
- Existing Resources: Career and Networking Events, Portfolio & Resume Reviews
- New Possibilities: Personal Interest/Goal Development, Building Relationships & Community; Professional Badges

Be creative and think outside the box! What could really help iSchool students define and achieve their professional goals?

Challenge Statement:

Design a _____

Dashboard / Networking Application / Survey / Expo
/ Tracker / Handbook / Be creative!

The User: iSchool Students @ UMD (you!)

Undergraduate and graduate students at the iSchool

- Typical Age: between 17-30
- Comfortable using various technical devices, such as mobile phones, laptops, tablets, etc.
- Located in the DMV area, mostly around College Park
- Have limited financial means and tends to operate on a limited budget (Love freebies!)
- Apps most commonly used
  - Gmail, Discord, Slack, gCal, Elms/Canvas, LinkedIn
  - For higher degree of leisure/social: Instagram, Twitter, Reddit and Facebook

**Teams are encouraged to conduct more user research as it fits their projects.
Remember, you're trying to address real students' needs with this challenge!**

Resources

- [UMD Job Trends & Student Outcomes](#)

- [UMD 2020 Graduation Survey](#) (pg. 51 has info about iSchool graduates)

- [Badging](#) (from other departments)

- Existing Career/Networking Resources

  - UMD-specific: [Career Center](#), [Careers4Terps (C4T)](#), [Ischool](#)

  - General: Glassdoor, LinkedIn, Indeed, Monster.com

Rubric

Criteria	Description	Points 3 = Exceptional 2 = Satisfactory 1 = Needs Improvement 0 = Did not meet
Originality	Project presents a unique and original solution to the problem statement. Team provide an "out-of-the-box" and creative perspective on the user pain points.	
Feasibility	Does this project work in the current problem space? What considerations for implementation and feasibility has the team taken?	
User Experience	Does the design solution meet core UX heuristics such as usability, clarity, consistency, user control, error prevention, and narrative design?	
Accessibility	Is the project inclusive to all users? Does it enable access for people with disabilities? How does this project address potential barriers for use?	
Presentation	Team members present a clear and informative demo of their work. All team members contribute equally. Judge questions are answered appropriately.	
		Total =

Prizes

NACODEX Retro Typewriter
Mechanical Keyboard
(pink or blue)

JBL Tune 510BT: Wireless
On-Ear Headphones

First Place
(per team member)

Second Place
(per team member)