# **Term Project Final Report**

Project: Teamlytical

Date: December 1, 2021

**Overview**

As our application for the Term Project, we propose Teamlytical, a social media website built to connect users for project collaboration. Users can make an account and detail their profile, providing a condensed resume complete with their skills, experience, and past projects to showcase to potential groupmates. The community page allows users to post a brief description of a project they are working on and request help with. With the “I’m interested” button, users have the ability to demonstrate their curiosity concerning the project. If the post-maker finds that this user has the appropriate skills necessary to complete the task, they can choose to add the user as a friend, which allows them to see the user’s contact information, facilitating further communication.

**What Makes it Unique?**

Unlike other social media websites aimed at finding work for users, such as LinkedIn, Teamlytical has a primary audience of users who feel they qualify for more professional positions and possess the skills to do so, but lack the proper experience required for their resume. Made by students, we recognize the seemingly endless loop of wanting to apply for a position, but acknowledging that your resume is nearly empty. The simplistic nature of Teamlytical allows for a quicker way to build an account and search the community for posts, as opposed to setting up interviews and dealing with the vague responses given by strangers on public forums.

**Who Does it Serve?**

As stated above, Teamlytical is aimed towards users who are beginning to enter the workforce and have not yet had the opportunity to accrue an outstanding list of professional accomplishments and connections. Primarily intended for those still pursuing an education, we the builders acknowledge the difficulties of trying to manage the daunting task of being a full-time student as well as a professional internship or official position.

**Information Architecture**

**Flow of Data**

**Use Cases**

**Nielsen’s Usability Heuristics**

**Visibility of System Status**

Currently, this program has no intent to change. Although there is room for improvement in the future, as detailed in “Future Adjustments,” the site is to remain static. Users are notified of errors in their own interactions if such errors exist. For example, while creating an account, if a user neglects to input an email account, they will be informed that they must do so in order to continue with the account-creation process.

**Match Between System and the Real World**

Teamlytical uses standard English language; the page is built for simplicity and designed for efficiency, meaning users will not need to turn to a dictionary to understand any phrases posted on the site.

**User Control and Freedom**

With the “Edit Profile” portion of the website, users can change their username, listed name, biography, experience, skills, and projects at any time. This allows them to provide any updates while also correcting any errors made during the account-making process. On the community page, users can delete posts if they have either found a contributor or a mistake in their post description.

**Consistency and Standards**

Consistency is maintained as the home page directs users to their respective account profile, which then directs users to the community page. The menu is in the same place on both the profile and community pages, preventing users from getting lost. There are four places to visit on Teamlytical: the home page, profile page, edit profile page, and community page. Each is clearly designed to eliminate any confusion.

**Error Prevention**

Users are notified of any errors made during the account creation process (as stated above). The only errors left unprevented are typographical errors, which are supported by the user ability to edit their profile as well as the post delete function.

**Recognition Rather than Recall**

The only information users will have to recall themselves is their username and passcode, which is incredibly common (almost universal) among social media platforms. Aside from this, the community and profile pages have clearly labeled sections such as the user’s friend list, feed, and posts. Given that they are published posts, users can access them at any time as to not burden them with the task of recalling the exact content of each and every post they have made.

**Flexibility and Efficiency of Use**

Designed for ease of use, Teamlytical focuses its aim around one primary point: connecting users through skills and projects. By eliminating the difficulties of supporting too many tasks at once, the platform presents itself in a simplistic way. Users also have the ability to add their own personal flair to their account through their username, profile picture, and biography.

**Aesthetic and Minimalist Design**

Aside from a small amount of images to demonstrate the intentions of Teamlytical, there are no unnecessary elements on the site. The design is simple and leaves little room for confusion. Each element is essential, whether it be on the profile, home, or community pages.

**Help Users Recognize, Diagnose, and Recover from Errors**

All error messages clearly notify the user of the exact error, as well as a solution to fix it. For example, if the user neglects to enter an email address upon creating their account, an error will prevent them from continuing, simply stating that one cannot leave this field blank while using the sign-up page.

**Help and Documentation**

Although Teamlytical does not have help documentation listed on the website, the design is simple enough such that nothing is left to the imagination. Perhaps this is an adjustment that could be made in the future, combined with other improvements to be made.