04.01.01 Design sprint 21 May
Teachers: KMAM/IDWH
Multimedia Design and Communication (INT), 1. semester (Spring 2019)

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Map

As advised, we started of by mapping the key stakeholders: KEA students, teachers and administration staff as well as our primary end goal which is to create an easy and quick access to information on Fronter. We listed all the main reasons for use and the ways they interconnect. We found out that all of the stakeholders share the same goal, which is efficient communication, and our aim became to simplify the operations in order to reach clear communication on Fronter.
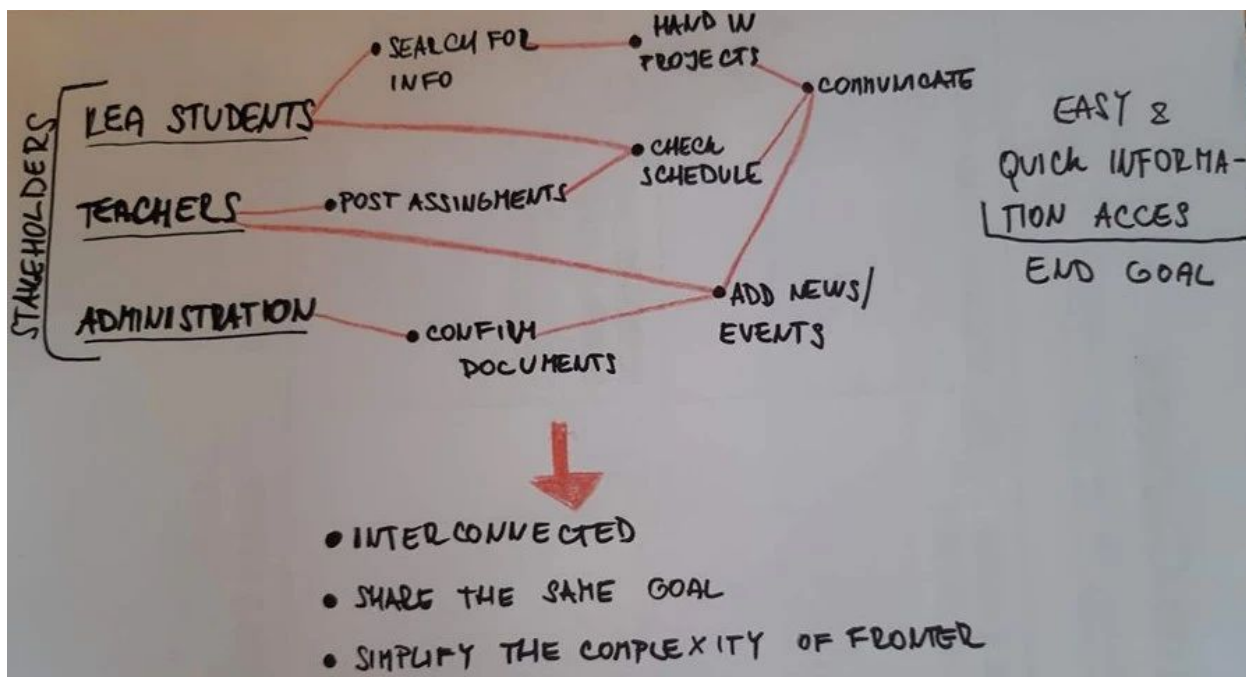
The process

After watching the required video, we started brainstorming as a group. We logged in to Fronter

and started to discuss about the problems and issues with Fronter from the user's perspective. We wrote down a list of the biggest issues with Fronter:

• **Issues with Fronter**

  • Choosing the right language is complicated (Danish/English)

  • It's missing the actual mobile version

  • "StudentInfo" on the first page is unclear

  • Student Lounge ??? (What does it mean)

  • Messages are located pretty badly, the important messages will get lost and ignored

  • The notifications are too broad and don't really consider specific programs

  • Documents, portfolio folders are unclear and not organized

  • Folders inside the modules ???

  • The structure of the folders is bad, they should be organized better and clearer

  • You can't go to the Wiseflow or access your e-mail via Fronter (or at least they're hard to find)

We also listed some good things we do like about Fronter, that shouldn't be changed dramatically in the following section.

• **Good things**

  • Semester overview

  • The schedule is good but a bit unclear, could be integrated with the semester overview bar (maybe

    some kind of drop-down menu?)

Long term goal

We decided to define the long term goal in depth as follows: The long term goal of KEA intranet is to keep the necessary information that Fronter possesses and structure it in an easy and comprehensive way in order to make the student life as easy as possible. We did not try to create a completely new version of Fronter but rather worked with the existing functionalities which Fronter as a learning management system has. Overall, KEA intranet aspires to be a handy, user friendly and clear phone application for students to never feel like they are lost in the amount of university related information.

After listing the issues, we started to sketch more user-friendly Fronter for mobile. We wanted it to "make sense" for the user and be clear and easy to use. Here's what we wrote down:

1: The home page

Language (Danish/English)
Log-in
2: Navigation ish

"Your studies"
"General info / KEA"
"Alumni + careers"
"Social"

2.1 "Your studies" - Semester info -
Messages (from teachers) - Study
Guide - Quality of Studies -
Exchange info / semester abroad

2.2 "General info / KEA" -
Contact- - Campus
Services - Slack - IT -
KEA Library - New at
KEA - Material Connexion

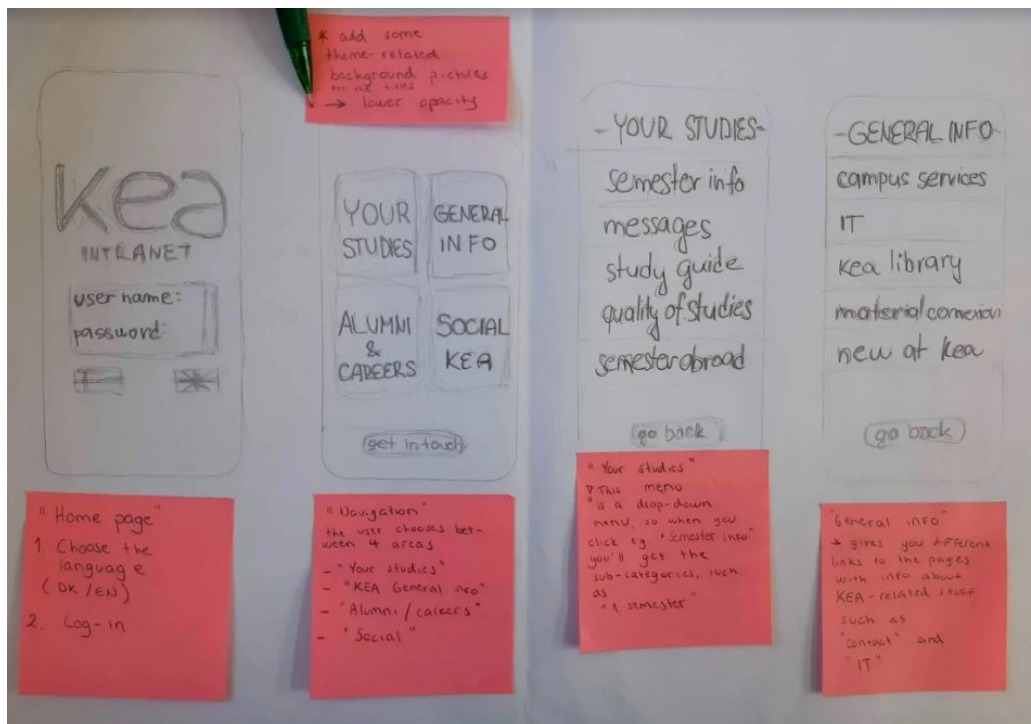2.3 "Alumni + careers" -

Internship - Career
guidance - Job portal

2.4 "Social" - The Student Lounge
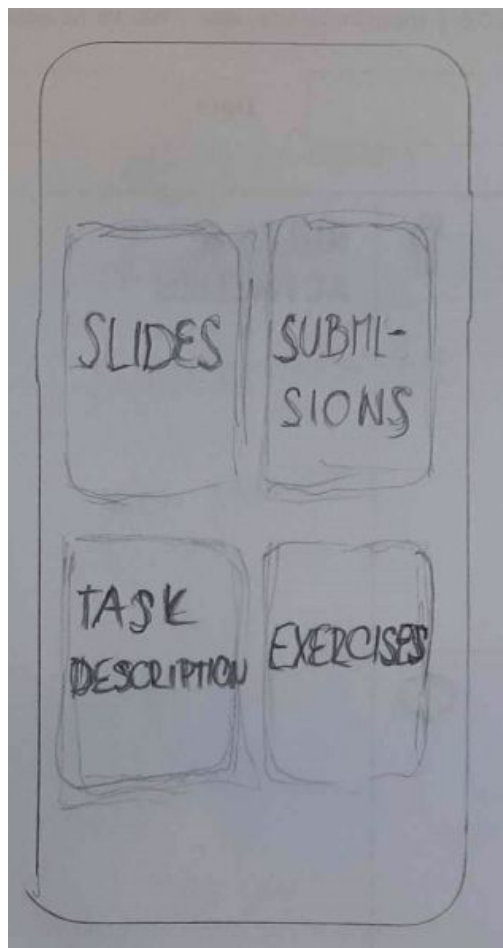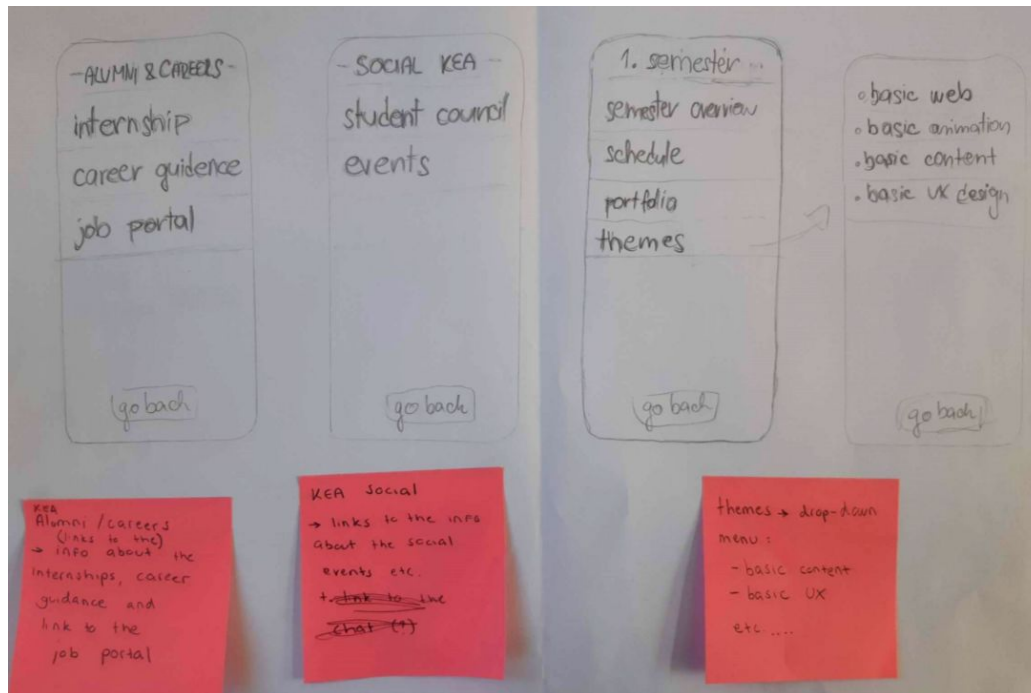(RENAME IT) - Events - Chat ish

2.1.1 Semester (Takes you directly to
your program) - Program title -
Semester overview - (Link to the)
Schedule - Themes / modules /
courses - Portfolio
2.1.1.1

Folders: - Lecture
slides - Task
descriptions -
Exercises -
Submissions

We used this model for the wireframes and later on for the actual XD prototype.

Wireframes

Screen 1 — ALUMNI & CAREERS

- ALUMNI & CAREERS -

internship

career guidence

job portal

(go back)

KEA
Alumni /careers
(links to the)
→ info about the
internships, career
guidance and
link to the
job portal

Screen 2 — SOCIAL KEA

- SOCIAL KEA -

student council

events

(go back)

KEA Social
→ links to the info
about the social
events etc.
+ link to the
chat (?)

Screen 3 — 1. semester

1. semester

semester overview

schedule

portfolio

themes

(go back)

Screen 4

• basic web
• basic animation
• basic content
• basic UX design

(go back)

themes → drop-down
menu :
- basic content
- basic UX

etc ....

Screen 5

SLIDES | SUBMI-SIONS

TASK DESCRIPTION | EXERCISES

Some notes

 - We think Slack is (on the side of the e-mail) the best platform for the communication between the students, teachers, administration etc. Since it's so commonly used also outside KEA, it's also the best and easiest way to communicate with the clients, companies etc. that don't have an access to the KEA intranet

 - When it comes to the folders (Semesters -> Themes / modules / courses) we want to change the structure, so that you have all the slides in one folder, all the submissions in one etc. Inside the folders the teachers can divide the slides however they want to, but our suggestion would be to divide them based on the lecture dates and weeks, so that they are easy to find (for example if you couldn't attend to the class and want to catch up).

Feedback

We tested our XD prototype with six students from different programs at KEA. The students of KEA was the best target group since they are ones using Fronter in their daily basis.

- **How old are you? What are you studying?**
  - 22 y.o., I study BA Top-Up in Brand Design
  - 20, Computer Science
  - 26, I studied Product Development (PTI)
  - I am 24 years old. I am studying Multimedia Design and Communication.
  - I am 20 and I study Multimedia Design and Communication
  - *33, studying Multimedia Design in Danish*

- **How often do you use Fronter?**
  - I use Fronter on daily basis.
  - Everyday
  - I don't used it anymore but I used to, as a student, 5 times a week.
  - Almost every day.
  - Almost every day.

- **Do you think the colors of the app go well with the "visual identity" of KEA?**
  - I think so, maybe I would get even more inspired and use colors used on KEA website (kea.dk).
  - Colors yes, not the background image
  - Yes, it can be a bit more professional, but it is student friendly.

- ○ Really good choice of colors, it was the first thing that made an impression on me. they match perfectly and are very pleasing to the eye.
  - ○ Done very nicely, I would say that they match the the "visual identity" of KEA.
  - ○ *They're not so "serious colors". Feminine, but not maybe that KEA-like colors*

- **How would you expect the mobile version of KEA's Fronter to look like? Does this product match with your exceptions (if not, is there something you would like to change?)?**
  - ○ I would love to have it simplified as the current Fronter is too complicated and I sometimes get lost in all the tabs. This app match m expectations - it's user-friendly and easy to use.
  - ○ Yes it matches the way I would see it.
  - ○ Since back in 2012 when we didn't have a mobile version I am expecting it to be something that will help the student to search easily for information.
  - ○ I think it's perfect. Easy to navigate. It's not confusing and you can always go back. That's what you expect from a mobile version- to be easy to navigate.
  - ○ I was surprised by the background picture, it looks gorgeous but I would consider change of it for one-color background because it may be confusing sometimes.
  - ○ *I dislike the old one so anything is better compared to the old one. Technically the prototype looks really good and clean and is easy to move around.*

- **Does anything seem out of place/unnecessary? If yes, can you give us an example?**
  - ○ Maybe the button for Get In Touch could be placed somewhere else for example under General Info as I don't think people use this on daily bases.
  - ○ No
  - ○ No, I think it's exactly what it has to be. Everything is where it's supposed to be and it's very informative and well put together.
  - ○ Too many buttons and sections.
  - ○ *I don't find anything unnecessary. Design-wise is very "hyggelig", I like the pictures etc. but it's not that KEA-like and it's hard to associate with an institution*

- **The mobile version is more simple and doesn't have as much features as the (imaginary) desktop version. Do you think you would prefer the mobile version over the desktop version, or would you rather choose the desktop version when you have a chance to do that?**
  - ○ I would definitely prefer the mobile app. Even though I think we would need a desktop version anyways for hand-in of assignment which would me more complicated to do in mobile app.
  - ○ I would stick with the simple mobile version since it is easier to use and more intuitive
  - ○ Based on the reason that I will access fronter, I will choose either the mobile or web version
  - ○ Definitely the mobile version. Always easy to access and it's clean and simple.

- ○ Well, If I upload my files, I would do it on PC, but for almost everything else I would use the mobile version since it is easier accessible.
  - ○ *I strongly dislike the old desktop version so at least now she would definitely choose the mobile version over the desktop version.*

- **Do you find the layout user-friendly? If not, is there something you would change?**
  - ○ I do find it very easy to use and navigate myself through the app.
  - ○ Yes it is
  - ○ The layout is user friendly
  - ○ It's totally user friendly with all the info you need and again easy to navigate.
  - ○ I already mentioned the background picture.
  - ○ *Very user-friendly. I like that everything is divided into sections and categories. I really like it.*

- **Is the navigation clear? Do you feel like you'd find what you're looking for?**
  - ○ It is for me, I can easily find what I need.
  - ○ Navigation is a bit too complex since you need to navigate through a lot of pages to go to the desired destination.
  - ○ The navigation looks clear, but it will be a good improvment if you will be able to jump to different sections with one click
  - ○ Totally. Super easy and enjoyable.
  - ○ Yes, except for too many options and bars.
  - ○ *It makes sense. It's functional and there's no confusion – you know exactly where to go.*

- **This product features Slack as a platform for the communication between students, teachers and other employees. Do you think Slack is a good platform for that, or would you rather use something else? If yes, what?**
  - ○ Honestly, I rarely use Slack but I don't mind having it there. But I would appreciate to have a section with my school mail somewhere so I can quickly sent questions to my teachers if needed.
  - ○ Yes slack is perfect for student-teacher communication
  - ○ Slack is a good feature.
  - ○ I think it's a matter of preference but Slack is super easy to use so - yes.
  - ○ I do not know about any other platform that could be used so probably Slack.
  - ○ *In my opinion it might be easier just to have "everything in one place", but I don't really feel like I need any kind of chat – maybe just something for the students (events etc.).*

- **How would you describe this product using only three words?**
  - ○ Simple, clear, user-friendly
  - ○ Simple, intuitive, efficient
  - ○ Friendly, clean, useful

- Eye-pleasing, enjoyable, aesthetic.
- Modern, good-looking, attention-drawing
- *Clean, efficient, easy/simple*

Link to the XD prototype

https://xd.adobe.com/view/58f68a60-e246-4bb3-5486-d50ec0b6e686-2ec7/?fullscreen