

Project Proposal

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Project Vision and Scope

This project has one main goal; connection from the confines of the CMU community to unknown external partners. The purpose of this website is to display the benefits of working with CMU Dietrich to faculty or an arbitrary external partner. The largest problem with this is other than using the previously mentioned case studies of CMU Dietrich working with external partners, how do we press the point of benefit/gain to external partners? This is a problem that must be addressed. Opportunities the website is aimed at addressing is potentially creating a new avenue for students to get internships and a new avenue of ground breaking research for faculty. The boundaries of the project would be focusing on external partners related to the Dietrich school rather than focusing on any company that offers themselves. The scope of this project in particular falls within Dietrich schools and companies that potentially are interested in partnering with the school.

Existing Knowledge

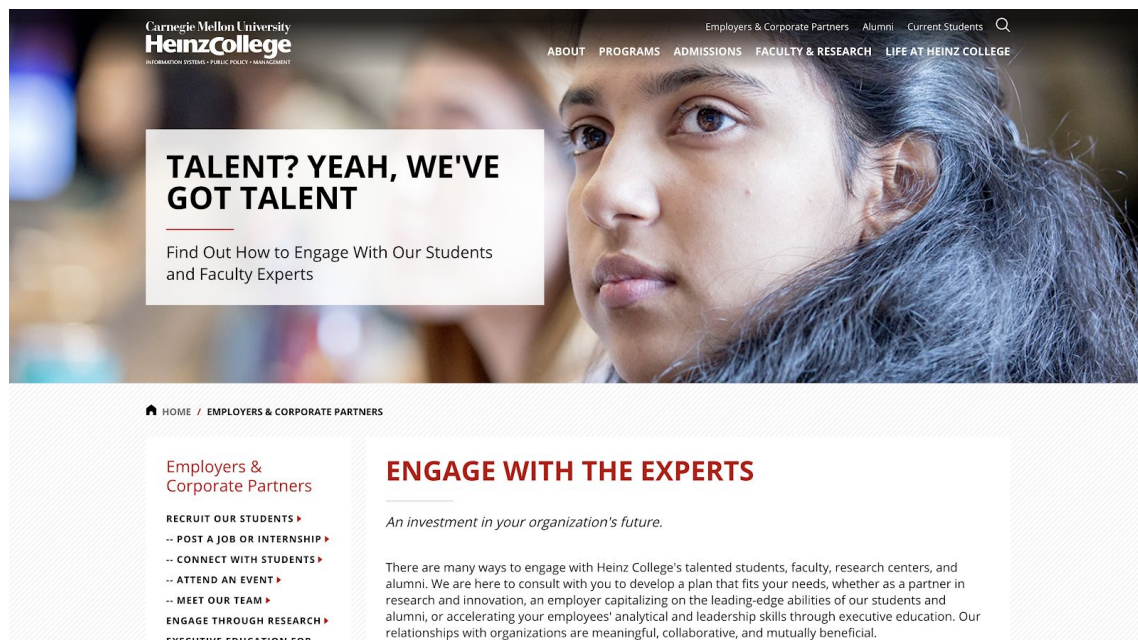
It's obvious that CMU Dietrich has plenty of opportunities for students to work with external partners but we would like to focus on displaying these cases as it isn't currently on the CMU Dietrich site. Here is one of the many cases of CMU Dietrich working with external partners [Keep On Truckin' - Engage with CMU](#). The case of "Keep on Truckin'" perfectly exemplifies an aspect of what we want to show on our website the benefits on both sides as a result of the connection between students, faculty, and external partners. Another case is graduate students in capstone projects working to deal with the solar industry through Dietrich. [Graduates Bring Power to the Solar Industry](#) worked with the company SESO Enterprises, LLC to work to improve energy market predictions. An interesting example to look at is [Uptake Donates \\$1 Million for "Machine Learning for Good"](#) which is all about a Chicago external partner of CMU donating for research having to do with data science and machine learning. Finally, [Personalizing Cancer Treatments Through Data Science](#) is a very special case with Dietrich faculty working with external partners in order to apply new techniques to personalize medical treatments. These are the exact type of cases that our website needs to display for Dietrich. Based on this existing knowledge on where this website should be focused another great source of information would be [Engage with CMU](#). In a sense the website we create would be quite similar to Engage with CMU. Our goal is to connect curious external partners to create projects with our students and faculty and through the plethora of examples that we provide this should not be a problem. Engage with CMU always has a link saying, "Contact us to learn how your business can benefit from a relationship with CMU." which is what this site needs to exploit and show the exact reason that external partners can benefit from a relationship with CMU Dietrich.

Competitive Analysis/ Reference Websites

We researched other school websites that provide this kind of information. Based on our research, a general trend is that most universities rely on text-heavy sites or pdf documents to showcase their employment reports; however, from the viewer's perspective this is not the optimized way to present information for several reasons:

- 1) The layout suffers as a result of how text heavy some of the sites are
- 2) Sometimes the site does not have links for faculty or students
- 3) While being a CMU site, certain sites as shown below have color schemes that don't accurately represent CMU.

Competitive Analysis of [Heinz website](#):



Strengths:

1. Immediately to the point shows purpose "find out how to engage with our students and faculty experts"
2. Links are made with a purpose everything is aimed at external partners getting access to connecting with students or faculty
3. Plethora of options for new users to go through if they're already interested in interacting with Heinze students, faculty, or projects.

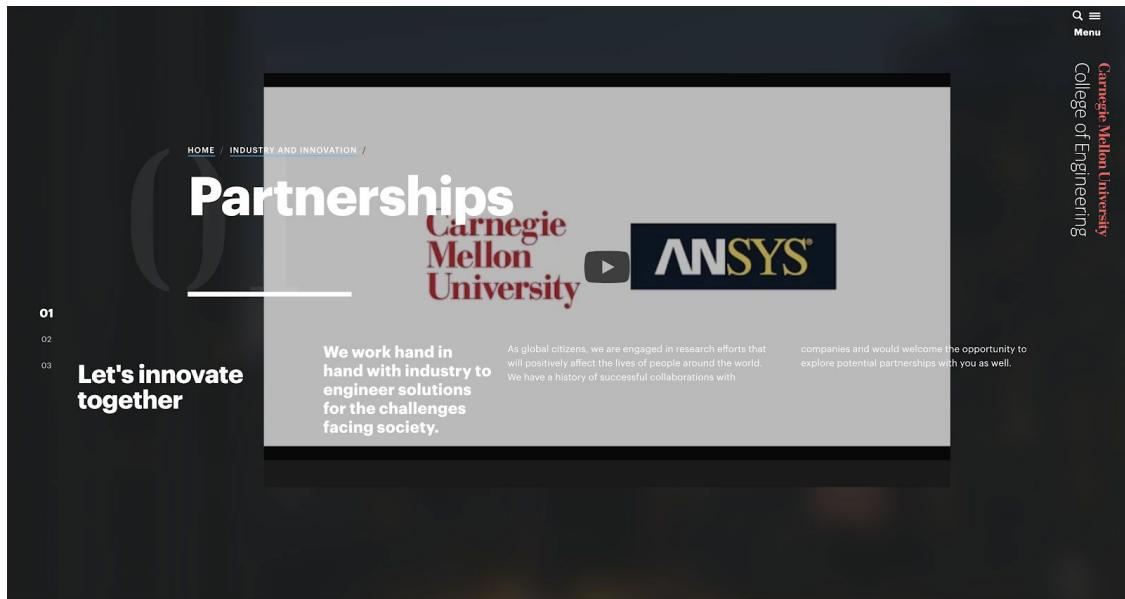
Weaknesses:

1. Website does not describe what kind of external partners Heinz is looking for
2. The layout isn't as attractive as it could be

3. Information for students and faculty is sparse and could be developed more. Maybe a link or section could have fixed this problem.

What could give our website a competitive advantage over heinz is a cleaner layout and more information geared towards students and faculty.

Competitive Analysis of [Engineering website](#):



Strengths:

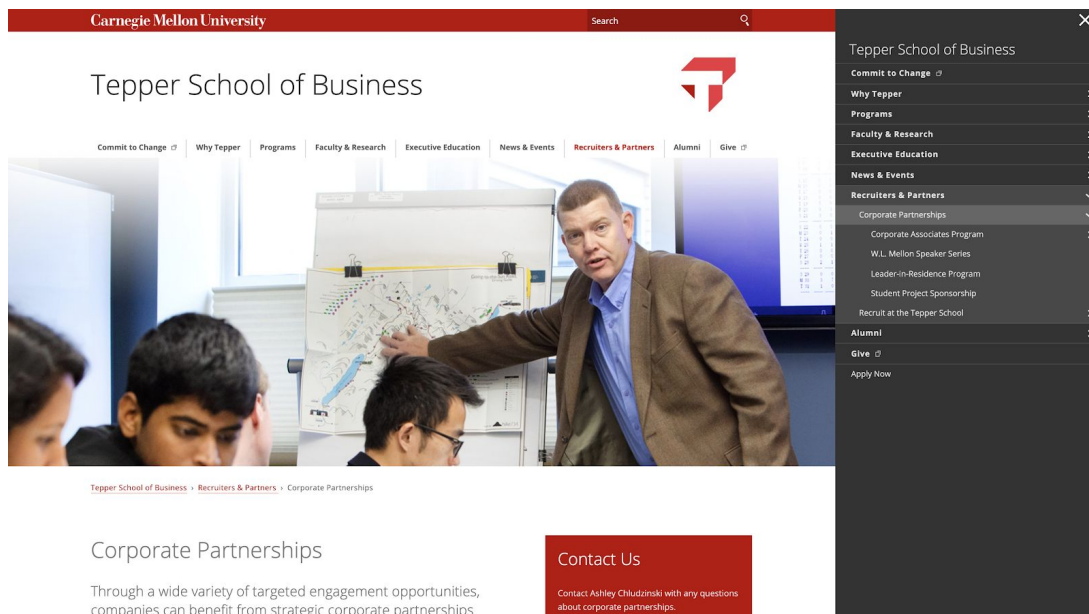
1. Shows past collaborations as one of the first links
2. Has links to recruitment and research topics

Weaknesses:

1. Lots of weaknesses the layout is not appealing and does not really draw the user to important information
2. Video is blocked by texts
3. Color scheme does not seem very CMU
4. Numbers on the left side of the website are tacky
5. Menu on the top right is not drop down

We as a team can learn a lot from the weaknesses of the engineering website to have a proper competitive advantage. We could have a cleaner layout that brings people to look at what we would like to hone in on. This along with more thorough links would give us a huge competitive advantage.

Competitive Analysis of [Tepper website](#):



Strengths:

1. Classic CMU website
2. Clean design
3. Very informative and straight to the point
4. Links are perfect and detailed for external partners

Weaknesses:

1. Not many weaknesses may be the perfect site

In order to get a competitive advantage over this website we could utilize Tepper's classic CMU website design and add several components of it to our own website.

Target Audience / User Research

Our primary target audience would be *external partners* (both for profit and nonprofit) who are interested in working with Dietrich students and faculty. Our secondary target audiences are *Dietrich faculty and staff* who are curious about potential projects or event opportunities.

To better understand our target audience's behavior, need, and motivation, we hope to conduct *multiple interviews* for our user research. We want to reach out to a person from each of our target audience groups to better understand their experience with connecting with CMU/external partners. The following list are the people we are considering to interview:

- An external organization who worked with CMU Dietrich college (May reach out to a community partner who worked with CMU students for 67-373)
- Professor Moussawi (Representing Dietrich faculty and staff)
- Professor Poepping (Representing Staffs who are responsible for outreach and marketing)

Below is our *interview questions* that we want to ask during the user research:

Hello! My name is XXX, and this is ____ and _____. Thank you for your time today in helping with our project. We are taking a mobile web design and development class, and for our project, we'd like to create a virtual landing space to catalog different ways external partners can work with faculty and students at Dietrich college. Therefore, we'd like to have a short interview with you and ask about your experience regarding connecting with outside partners. This is a process in which I will be learning from you so feel free to share with me any thoughts that you have.

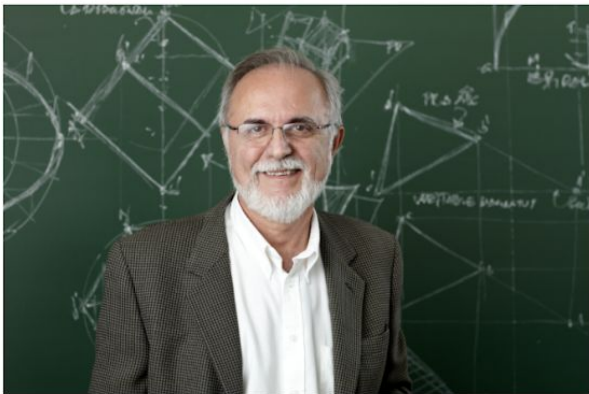
Before we begin, we'd like to ask you if it is alright to record this study with screen recording.

1. Currently, how do you connect with external partners?/How do you know faculty connect with external partners? Can you tell me any difficulties/obstacles you have faced during the process?
2. Can you tell me your expectation about the ideal way to find external partners?
3. If there exists a virtual landing space website, what are your most desired functionality of the website and what information would you like to know the most?

4. If you could have a magic wand and change one thing to make the experience better at your hand, what would you want to do?

Personas Development

Sam Johnson



"How should I effectively connect with potential clients for the programming class I'm teaching and the research project I'm working on?"

Age: 60

Work: Professor

Family: Married

Location: Pittsburgh, PA

Characteristics

Communication Skills



Technology Proficiency



Motivation

- Want to find external partners to collaborate with his research projects
- Want to find clients for his class, so that students enrolled in the class can work on real life projects

Goal

- Talk to and connect with external partners who are interested in working with students and are able to dedicate their time communicating with students

Frustrations

- Has a hard time finding opportunities himself
- Doesn't have enough time to reach out and keep track of all potential leads

Rebecca Anderson



"The nonprofit organization I'm working at needs a new database to store data more efficiently ... who can help me with this?"

Age: 30
Work: Outreach Coordinator
Family: Single
Location: Pittsburgh, PA

Characteristics



Motivation

- Want to work with a student to build a new website for the nonprofit organization she works at

Goal

- Have a professionally designed website that can showcase the nonprofit organization
- Find students who have technical knowledge and are easy to work with

Frustrations

- Has a hard time finding and connecting with the right candidate for the opportunity

Chloe Lee



"How can I promote CMU to external partners and attract more professional opportunities for our student and faculty? "

Age: 35

Work: Director of Corporate Relation

Family: Married

Location: Pittsburgh, PA

Characteristics

Communication Skills



Technology Proficiency



Motivation

- Want a site to assist in the growth of CMU's partner portfolio
- Want a place to showcase faculty and student projects
- Want to be able to highlight successful partnership between CMU student/faculty and outside organizations

Goal

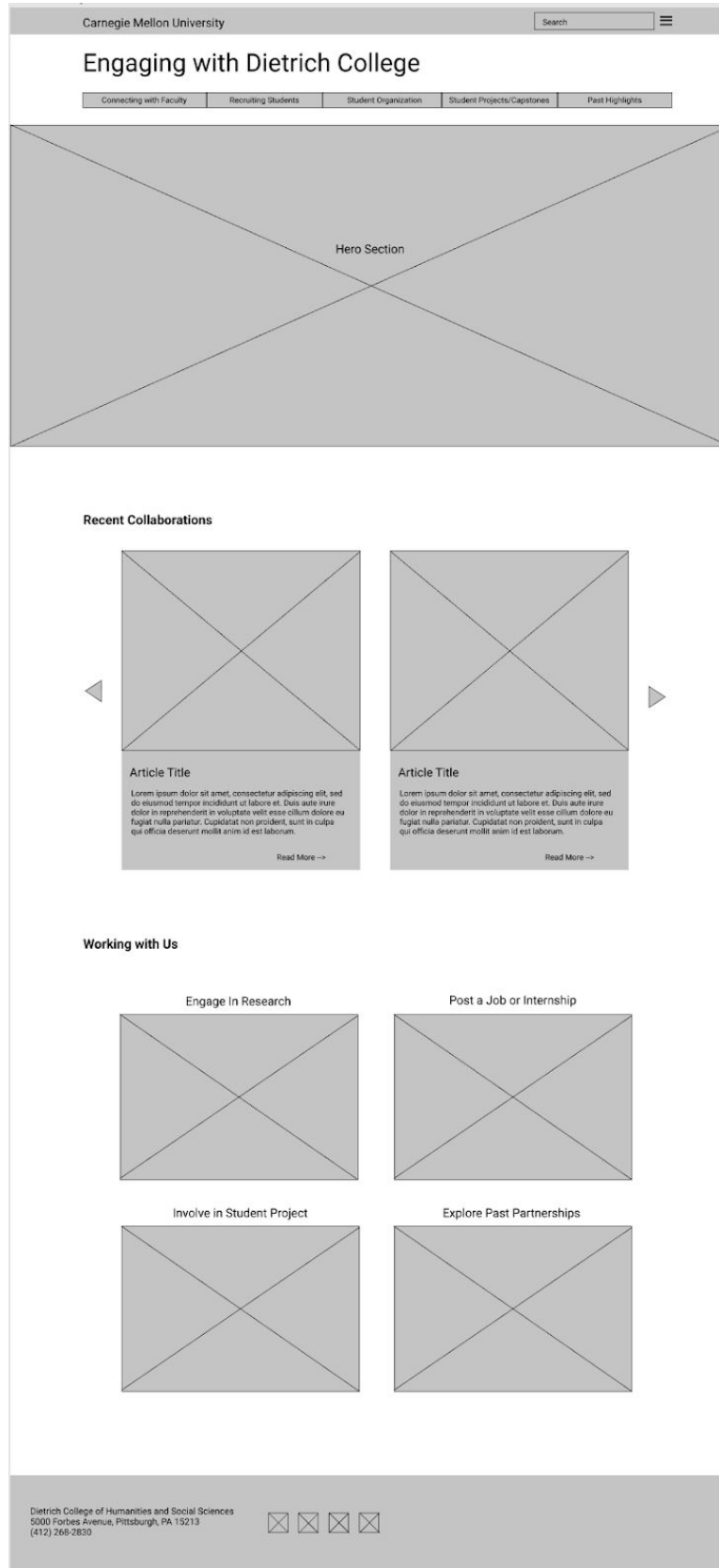
- An organized and clean website that highlights important information about CMU and potential partnerships
- Want to be able to showcase the website to potential clients and persuade them to work with Dietrich faculty and students
- A website that's professionally designed and allows users to easily locate information

Frustrations

- Has a hard time keeping information updated for both students and outside partner
- Don't have a platform that summarizes past student projects and faculty researches for clients to browse

Low-Fidelity Wireframes and Sitemap

Wireframes



Engaging with Dietrich College

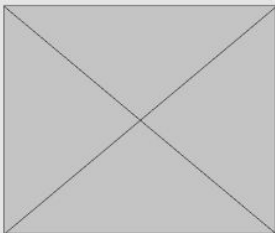
Connecting with Faculty	Recruiting Students	Student Organization	Student Projects/Capstones	Past Highlights
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Faculty and Research

Intro of research projects

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Ongoing research



Research Title

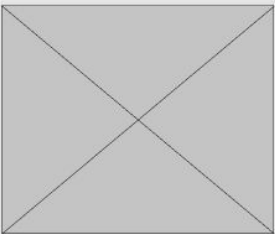
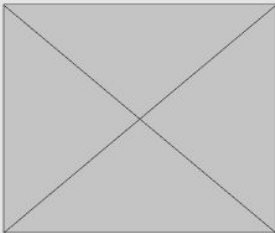
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Contact Info
Any external link if available

Research Title

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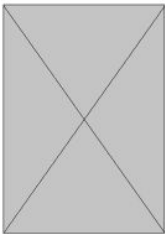


Research Title

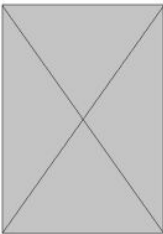
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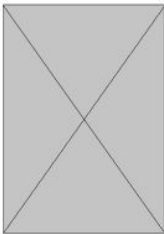
Research Centers



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Engaging with Dietrich College

Connecting with Faculty	Recruiting Students	Student Organization	Student Projects/Capstones	Past Highlights
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Current Semester

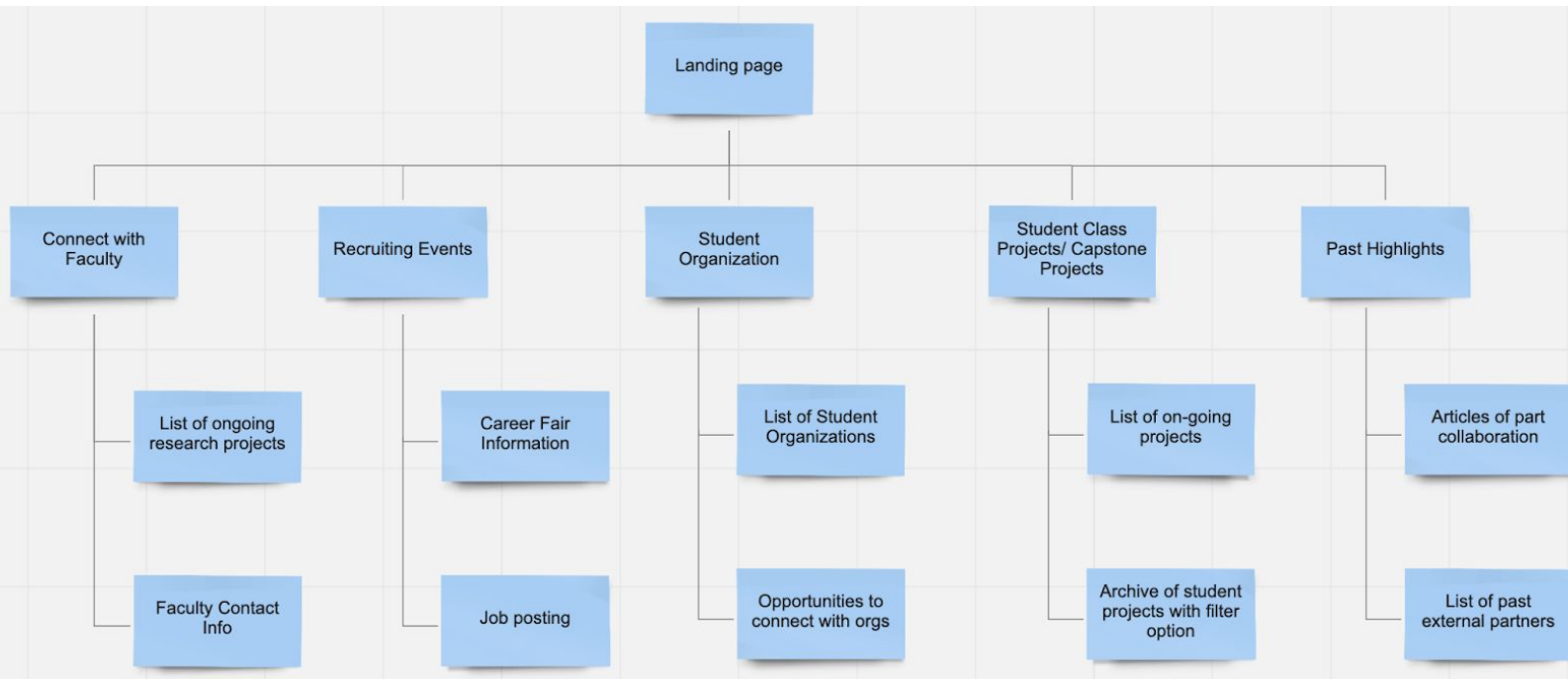
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Past Projects

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Sitemap



Site Content

Logos

- CMU logo will be taken from the CMU website
- Dietrich logo will be taken from the Dietrich website
- Student Organization logo will reach out to the contact person and request logos

Graphs, Charts and Artwork

- Graphs and any artwork will be made in Figma
- Charts will be HTML code, format edited by CSS

Contents

- Recruiting information will be gathered from CPDC website
- List of on-going faculty research project (will reach out to Adam to see if it's possible)
- Student organization information will be attained by reaching out to org/club leaders
- Student project and class information: will focus on statistics capstone project, IS junior project class, and this class

Color Scheme

/ As hex codes */*

`.color-primary-0 { color: #C52525 } /* Main Primary color */`

`.color-primary-1 { color: #C15252 }`

`.color-primary-2 { color: #D95151 }`

`.color-primary-3 { color: #F82020 }`

`.color-primary-4 { color: #D10404 }`

/ As RGBa codes */*

`.rgba-primary-0 { color: rgba(197, 37, 37,1) } /* Main Primary color */`

`.rgba-primary-1 { color: rgba(193, 82, 82,1) }`

`.rgba-primary-2 { color: rgba(217, 81, 81,1) }`

`.rgba-primary-3 { color: rgba(248, 32, 32,1) }`

`.rgba-primary-4 { color: rgba(209, 4, 4,1) }`

We chose this color scheme because it accurately represented a CMU Dietrich site and easily fell into the previously shown example Dietrich websites.

Primary color:

#C15252 #C15252	#D95151 #D95151	#C52525 #C52525	#F82020 #F82020	#D10404 #D10404
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Primary color:



Text Color

Project Plan

Week 1 - By Nov 1st	<ol style="list-style-type: none"> 1. Assign team responsibilities 2. Propose color scheme 3. Interview script 4. Short survey question list 5. Existing knowledge 6. Finish target users and user research plan
Week 2 - By Nov 8th	<ol style="list-style-type: none"> 1. Preliminary Interview with faculties and outreach staff 2. Competitive analysis 3. Project vision and scope 4. Develop lo-fi wireframes and sitemap 5. Provide description about site content
Week 3 - By Nov 15th	<ol style="list-style-type: none"> 1. User-testing with 3 users on wireframe 2. Write summary on user-testing
Week 4 - By Nov 22nd	<ol style="list-style-type: none"> 1. Write code for our page 2. User-testing with 3 users
Week 5 - By Nov 29th	<ol style="list-style-type: none"> 1. User testing round 3 2. Write final project report
Week 6 - By Dec 6th	<ol style="list-style-type: none"> 1. Complete project update and demo 2. Make presentation doc 3. Come up with presentation script

Team Responsibilities

Project Stage	Task	Person Assigned
Conceptualize and research	Background research: Examine similar sites from other colleges	All
	User research: Brainstorm potential methods and who to interview	Wen Shan
	Persona development	Wen Shan
	Competitive analysis	Kwaku
	Develop interview script	Ginny
	Develop survey questions	Kwaku
	Communicate with the client about questions & concern	Ginny
Information Design	Decide information hierarchy	All
	Design wireframes	Wen Shan, Ginny
	Design sitemap	Kwaku
Layout Design	Create visual hierarchy	Wen Shan, Kwaku
	Decide color scheme	Kwaku
	Decide font combination	Wen Shan
	Make style guide	Ginny
Refine	Refine wireframe	Kwaku, Ginny
	Media query & make the site responsive	All

Coding/Web Dev	Determine which libraries to use	All
	Code the first prototype	All
	Testing	Ginny, Wen Shan
	Code the second prototype	All
Testing	Quality assurance	Wen Shan
	Testing on different browser & device	Kwaku, Ginny