# Logos/cis-logo-exports-final-8-2015-3/Web/2_Department_Lockups/InformationScience/cis-infosci-2-color.pngMaster of Professional Studies in Information Science

# Sponsored Project Proposal Form – Spring 2018

Please complete the following project proposal form to sponsor an MPS Project. This form will be used to determine if your project is appropriate for MPS students and whether it is of sufficient scope for a semester long project (~400-500 person-hours). We will assign teams with complementary skills based on the skills and experience you list in this form. We will also share most of this form with the students to help them make their top project choices before we assign the projects.

Please direct any questions to the MPS Project Coordinator: [is-mps-projects@cornell.edu](mailto:is-mps-projects@cornell.edu)

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| Sponsor Name | | Assurant Inc. | | | | | | Date | 12-28-2017 |
| Contact Name(s) | | Harsh Singh | | | Email(s) | [Harsh.singh@assurant..com](mailto:Harsh.singh@assurant..com) | | Phone | 770-763-1951 |
| Description of the Sponsor | | | | | | | | | |
| Assurant, Inc. is a global provider of risk management products and services with its headquarters located in New York City. Its businesses provide a diverse set of specialty and niche-market insurance products within the property, casualty, extended device protection, and preneed insurance sectors. The company’s three operating segments are Global Housing, Global Lifestyle, and Global Preneed. | | | | | | | | | |
| Please indicate which academic year and semester you would like to propose your project. | | | | | | | | | |
| Year | 2018 | | Semester | Fall | | Spring |  | | |
| Project Title | | | | | | | | | |
| Assurant Digital Design System | | | | | | | | | |
| Project Goal or Description | | | | | | | | | |
| The MPS team will directly support the development of a Digital Design System in partnership with Assurant’s User Experience and Design team. The MPS team together with in-house resources will cover the industry best practices and standards; supported by applicable research data to deliver highly adaptable digital solutions across the globe. The Design System will support enterprise wide products that are spread across multiple geographies (North America, Latin America, Europe and APAC), which will provide an opportunity to gain industry insights from locations across the globe.  Benefits:   * MPS team's efforts will impact Assurant's digital transformation within the organization * MPS team will contribute to the delivery of global enterprise solutions with best in class UX and Visual design strategies * MPS team will promote reusability * MPS team's work will contribute to a strong brand awareness by maintaining consistency across products     Current pain points   * Lack of adaptability on the digital channels * Disconnected consumer experience * Duplicated design and development effort * Lack of proactive communication * Integration with innovative technologies (AI driven experience, Chatbots etc.) | | | | | | | | | |
| What activities are necessary to achieve the project goal? | | | | | | | | | |
| * Conduct an analysis of the current state of UX and design standards/kits * Collaborate with the Digital UX and design team members * Research industry best practices, standards and latest trends (Nielsen Norman Group, HFI, Usability.gov and other recommended organizations) * Leverage a design system management platform to deliver a multi-format design system (Online, PDF etc.) * Create a structure/site map for the design system * Setup the online platform with all relevant artifacts (content, graphics, UI code) * Setup templates for rapid prototyping (Journey mapping, Personas, User Research, Usability Testing deliverables) | | | | | | | | | |
| What outcome would determine that the project is a success? Do you expect specific deliverables? | | | | | | | | | |
| * Library of UX, Visual Design, Communication best practices and standards * Online Design System   + A few examples from other industry leaders that aligns with our vision:     - [www.bbc.co.uk/gel](http://www.bbc.co.uk/gel)     - <https://www.ibm.com/design/language> | | | | | | | | | |
| What are the skills and experience must the students already know to start work on the project?  Please be specific and keep in mind that students will be building their skills during the duration of the project. | | | | | | | | | |
| * Advanced understanding in any of these specialized areas - User Experience and Usability, Human-Computer Interaction, Information Design, Visual Design and Front-end UI technologies * Knowledge of user experience research techniques | | | | | | | | | |
| What are the skills and experience required to complete the project that the students may learn while completing the project? | | | | | | | | | |
| * Gain further understanding of the User Experience process and its application to create innovative digital solutions. * Acquire hands-on experience on a Design System Management tool supported by Assurant. * Opportunity to learn and work on various industry preferred design and prototyping tools (Sketch, Invision, Axure, Adobe Creative Suite); and develop a practical skill set. * Paired design sessions working with award winning industry experts with 10+ years of experience in the industry. * Participate in live peer review activities to discuss how to improve digital experiences. * Learn how to facilitate a user testing session by shadowing user research professionals in our usability lab. * Gain an understanding with research on latest trends in the user experience and service design areas. * Gain and/or enhance their presentations skills when sharing information to the rest of the team. * Gain insight into the challenge of aligning user needs with business objectives. | | | | | | | | | |
| The project representative must be available 30 minutes per week for status reports, the interim report, and the final presentation. As the project sponsor, are you able to make this time commitment?  Yes. Please elaborate. | | | | | | | | | |
| Yes; we'll have a schedule of periodic checkpoints with the team to track progress and review any updates. | | | | | | | | | |
| Some sponsors may choose to spend additional time with the student teams, e.g. phone contacts for monthly status discussions, reviewing research results, providing midpoint project feedback, and offering input to the final deliverables in advance of its completion. As the project sponsor, are you available to participate in these or any additional activities?  Yes. Please elaborate. | | | | | | | | | |
| Yes; the students will also collaborate with the Assurant UX management and design team for several brainstorming sessions including review and feedback. Sessions will be scheduled with their timing dependent on the deliverables. We also have several on-going peer-review sessions within the team and we will encourage students to participate on those sessions to expand their learning on real-life UX design challenges. We can also support onsite visit to our offices for the students to further collaborate with the experienced team members. | | | | | | | | | |
| The project representative needs to facilitate access to company resources as needed and approve expenses. As the project sponsor, are you able to facilitate access to such resources, should the need come up?  Yes. Please elaborate. | | | | | | | | | |
| Yes; we will provide assistance as necessary to procure company resources dependent upon the students' needs. | | | | | | | | | |
| Please consider other contributions listed below. Are you willing to make these contributions? (check all that apply)  Provide existing industry and company data as background at the beginning of the project.  Pay one or more team members to travel to your location for initial briefing / work session / final presentation.  Please elaborate. | | | | | | | | | |
| Yes, we will share all available company data relevant to the project in order to help the students to achieve a successful project outcome. | | | | | | | | | |
| Please send your completed project proposal to the MPS Project Coordinator: [is-mps-projects@cornell.edu](mailto:is-mps-projects@cornell.edu) | | | | | | | | | |