



Design Thinking Project

Section 5 Group 6

TIME to LINK



Our Team



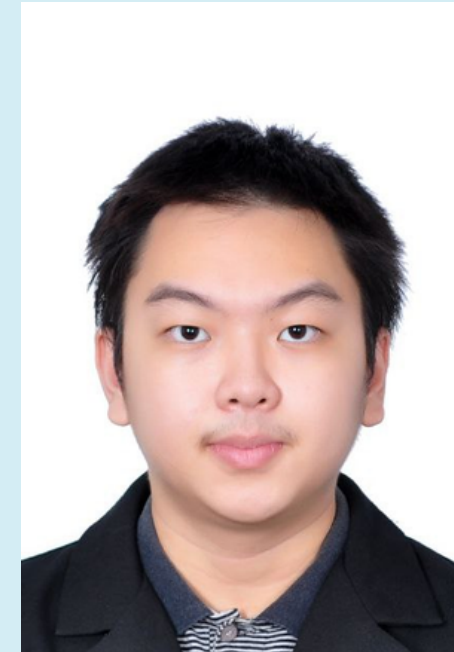
Yap Kar Ying

Generate Ideas
Report Writing
Design Prototype



Mavis Lim Hui Qing

Generate Ideas
Report Writing
Interviewer
Video Editor



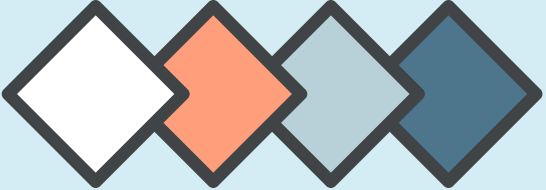
Kok Wei Yee

Generate Ideas
Report Writing
Interviewer
Video Editor



Adam Iskandar bin Norsham

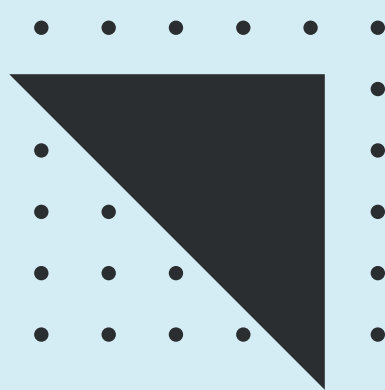
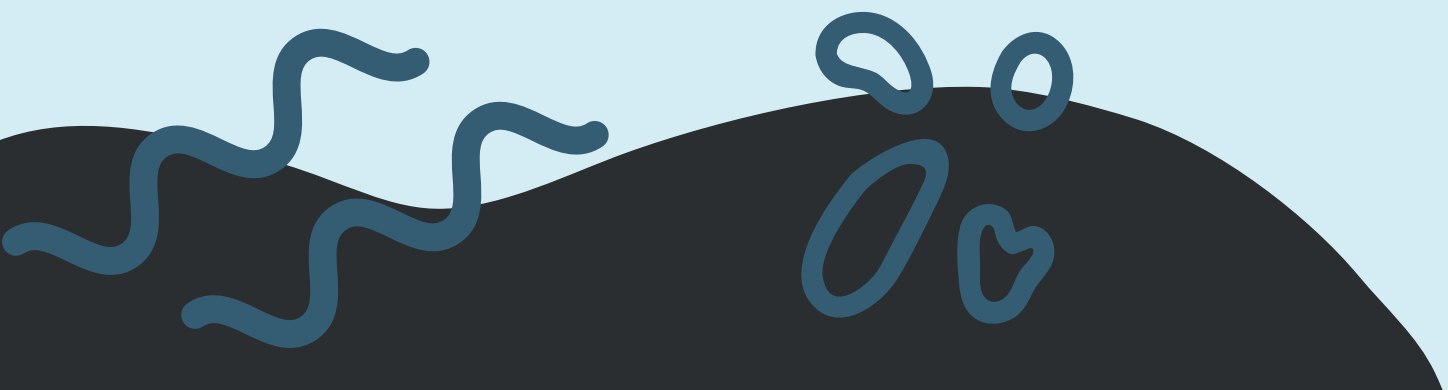
Generate Ideas
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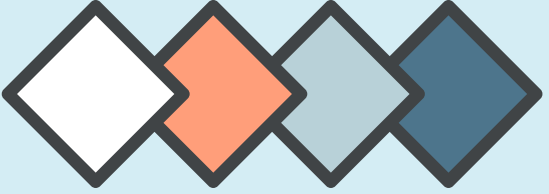


Log Journal



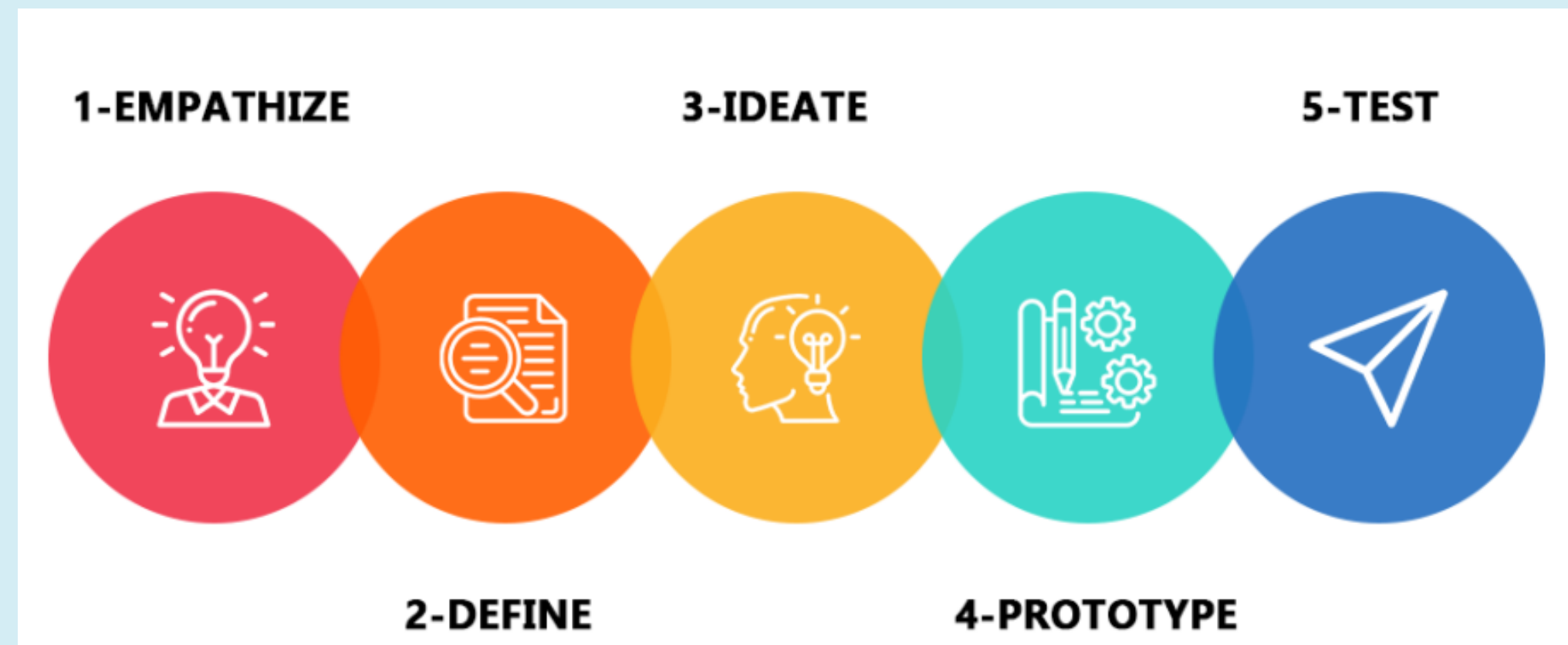
DATE	ACTIVITIES
25/10/2023	Creation of Telegram Group
15/11/2023	Google Meet to do initial Design Thinking
20/11/2023	Google Meet for Design Thinking
22/11/2023	Physical Meeting at DSR for further discussion
30/11/2023	Submission of Design Thinking Report and video





Introduction

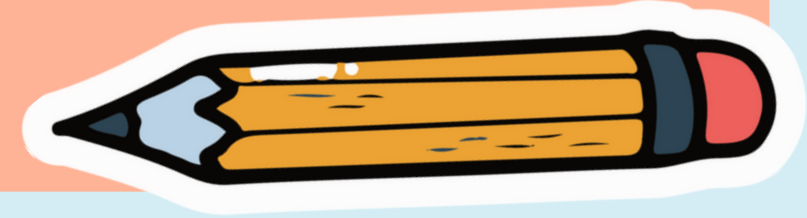
Design thinking is a problem-solving approach that helps tackle complex and unclear problems by coming up with practical and creative solutions specifically tailored for certain groups of people. The process involves five key steps: first, understanding users' experiences (Empathize), then defining the core problem based on gathered information (Define). Next, brainstorming and generating various ideas to solve the problem (Ideate) and building a simple version of the solution to test (Prototype). Finally, the solution is put to the test (Testing).



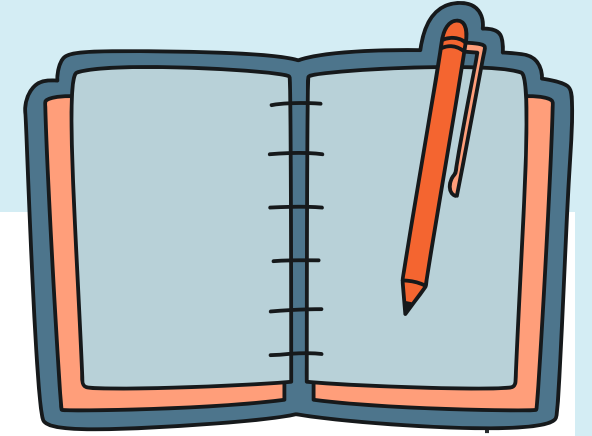
Problem



Students often face a disconnection due to a lack of opportunity for networking.

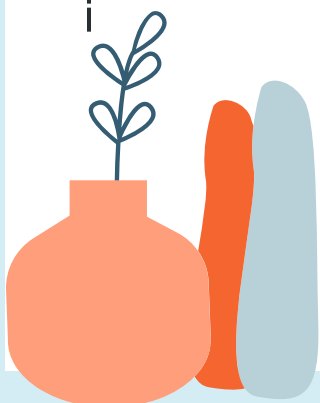
- This can lead to information gaps, which can cause misunderstandings and miscommunications. This also hinders progress between students academically, co-curricularly, and socially.
 - Most students tend to stick to their age groups and have almost no interaction with seniors. As a result, valuable resources and past notes may be lost, and freshmen may not be able to utilize the available facilities to their fullest potential. This is because they are expected to adapt to their new surroundings without being shown the basics of adapting.
 - Common hobbies, such as playing sports, watching movies, playing video games, shopping, or sightseeing, can be enjoyed with others. However, it is becoming increasingly difficult for students to find others with similar interests to connect and build their networks.
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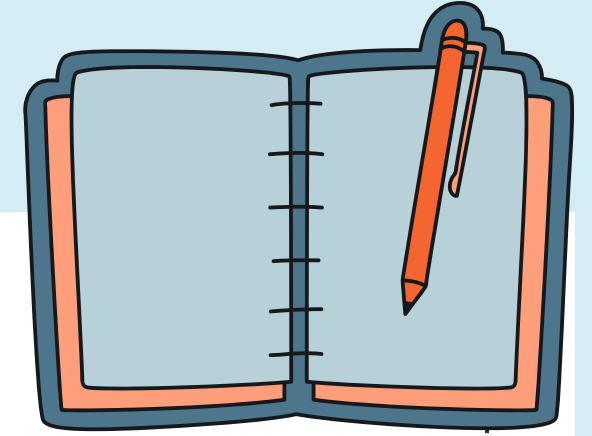
Solution



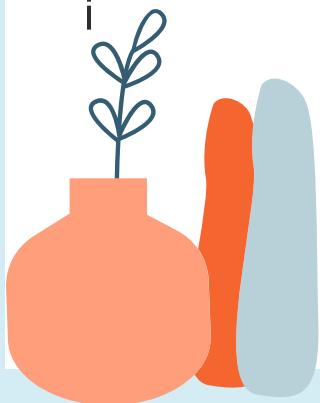
Creating an app that allows students from different years to connect and share information that can solve the problem.

- It can help students save time searching for information about the campus, especially new students who are not familiar with the campus.
- The app would centralize and categorize all the information about the campus, making it easier for students to access.
- The app would be free of advertisements, which would ensure students receive the most updated information regarding upcoming activities





- Students can share activities and academic resources, which would help them get extra guidance from seniors. They can also find lecture notes and past exercises organized by course.
- They can use the app to find facilities and services they need, such as printing stores or lecture halls.
- Students can sell their second hand item to users at a cheaper price, which would help them earn extra money.



1. Empathy

- University students, including those from UTM, struggle to access and share information on existing platforms due to a lack of efficient communication.
- Traditional tools like Telegram are not tailored to meet their specific needs, leading to an information gap.
- Without a structured app to gather and classify university-related information, students face challenges in finding relevant information, participating in activities, and connecting with peers. To improve campus life, students need a centralized hub.
- Our group conducted interviews with students to learn about their experiences. They suggest adding a lost and found function, identity authentication, and campus activity notifications to the app.

2. Define

1) Messiness of app interface and lack of structure

- Due to its unorganized information, students find it hard to find important documents since the design didn't meet students' special requirements.

2) Poor security and scam messages

- Many users got scammed by not knowing scam messages resulting in financial loss and compromising personal details to hackers. Fake accounts exist due to lack of robust identity verification.

3) Add FAQ

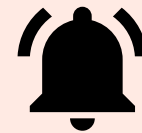
- We can include a section of frequently asked questions (FAQs) to help students with their common confusion.

4) **Lack of Special Features**



- Functions like lost and found that are easy for students to find their lost items have not been built yet. Besides, a platform for second-hand exchange or selling would help students to save money.

5) **Notification and announcement**



- Students do not know the details of every campus activity, resulting in missed opportunities to get involved in.

6) **Hard to find people with the same interest**



- As it can enhance our campus life experience with people with the same interests, it is hard for students to find them due to inefficient communication.

3. Ideate

Provide students with clear and concise information about events

- Our primary concept was to develop an app that would categorize different types of activities and ensure all announcements are included in the activities section.

Students don't interact with each other enough.

- Students with similar interests could participate in activities together and get to know each other better. Besides, we plan to provide academic resources like lecture notes and previous year's exam papers. This feature will enable juniors to learn from their seniors, making it easier for them to excel in their studies.

Ensure all the information is well-organized

- Existing platforms like Telegram and Facebook contain advertisements for various campus services, make it hard to find relevant information. Our app has no ads to prevent students from missing out on critical information

4. Prototype

- We design an early version of the solution by using Figma.
- The prototype saves time and money because it allows us to gain valuable problem-solving insights.
- After the prototype was designed, we refined the prototype through testing and tried to discover different solutions to the problems
- Through a process of continuous discovery and refinement, we were able to produce a final version of the prototype that met our standards.

Final version of Prototype: User Interface

5. Test

- We allowed users to access our prototype and explained our concept designs to them.
- This was a good opportunity to determine whether our application fulfilled users' needs or solved their problems.
- It also provided the users with a chance to provide unbiased feedback, which helped us identify any issues that we may have overlooked.
- We execute our testing plan by collecting valuable feedback from users through interviews. This feedback is then carefully analyzed and utilized to improve our solutions based on their responses.

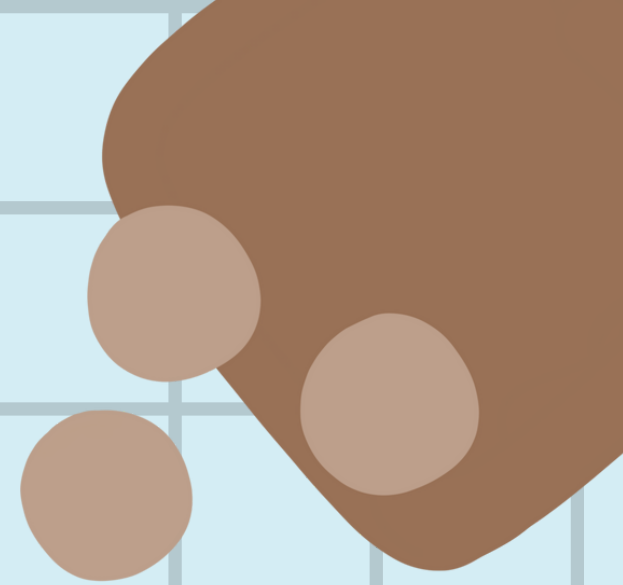
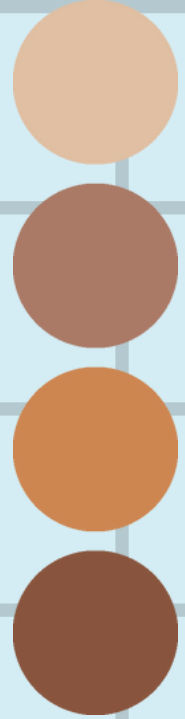
Discussion & Interview: [Video](#)



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Question Time





THANK YOU
SO MUCH!

