



Stay Informed

UX CASE STUDY

ABOUT PROJECT

WHAT IS STAY INFORMED ?

- Keeping Parents Connected
- Reducing Miscommunication
- Supporting Parental Involvement

PROBLEM STATEMENT

Parents of college or school students often feel disconnected from their child's academic progress and campus life. So parents need a real-time access to their child's college activities, helping them stay informed and engaged.

SOLUTION

- **Real-time updates** on attendance, grades, and academic performance.
- **Instant notifications** for campus events, announcements, and urgent updates.
- **User-friendly interface** for easy navigation and access to important information.
- **Bridges the communication gap** between parents and college life.
- **Fosters parental involvement** and provides peace of mind.

MY ROLE

Design strategy

Problem solution

**Stakeholder
interview**

**Competitive
analysis**

User research

Affinity mapping

User persona

Empathy mapping

**Customer
journey mapping**

User flow

**Information
architecture**

Wireframes

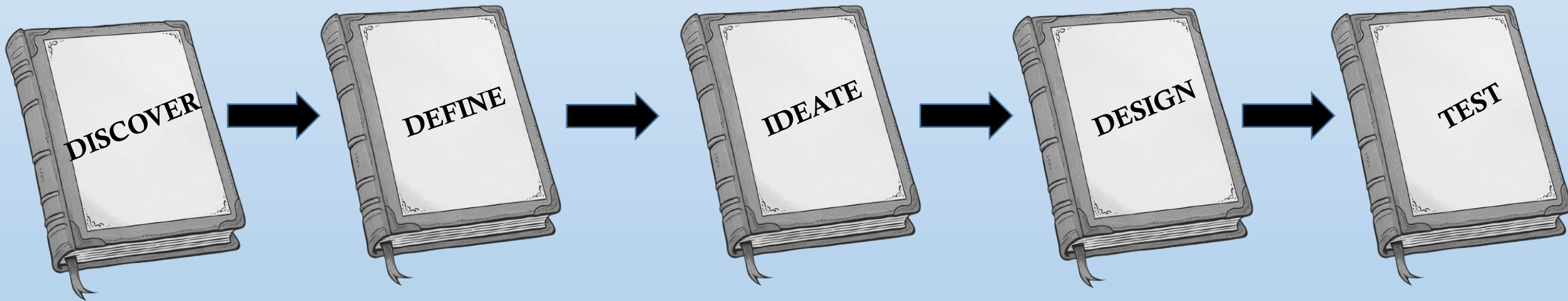
Visual design

Prototyping

Usability testing

DESIGN PROCESS

I followed an interactive user-centered designed approach in which we have to focus on user and their needs in every steps



DISCOVER

EXECUTIVE INTENT

- **Enhance Communication and Transparency:** Provide real-time updates on attendance, grades, and events to keep parents informed and engaged.
- **Streamline Administrative Processes:** Automate data sharing and reduce staff workload through efficient technology integration.
- **Achieve Measurable Success:** Set clear metrics, such as 80% parent adoption and a 50% reduction in missed updates, to evaluate the app's impact.

TARGET AUDIENCE

Parent: Age: 35–55 years.

Staff: Professors and administrators aged 30–60.

USER RESEARCH

Qualitative Research

I have conducted interviews with both **parents** and **college staff** to understand their needs, challenges, and expectations. These discussions provided crucial insights to shape the app's features and functionality.

Here's a list of **20 interview questions** tailored for parents and teachers to gather insights for your **Stay Informed** app:

- How do you currently receive updates about your child's attendance and grades?
- How often do you feel out of touch with your child's academic progress?
- What is your biggest frustration with the current communication system?

- How important are real-time updates (attendance, grades, or announcements) to you?
- Have you ever missed an important college event or announcement? If yes, why?
- Would you prefer receiving updates via an app over other channels (SMS, email)? Why?
- What type of notifications would you find most useful (attendance, grades, event reminders)?
- Do you face challenges using technology to access college updates? If so, what are they?
- How often do you expect to receive updates about your child's academic activities?
- Would you find value in features like event calendars or reminders for important deadlines?

- How do you currently share attendance and grades with parents?
- What challenges do you face in keeping parents informed about students?
- How frequently do parents contact you for updates about their children?
- Are there any common issues parents raise regarding communication?
- What features in an app could simplify your communication with parents?
- Do you think automating attendance and grade updates would reduce your workload?

Why?

- How do you currently announce events or important updates to parents?
- What difficulties do you face in managing event notifications or announcements?
- Would you find it helpful if the app provided a chat or direct communication feature?

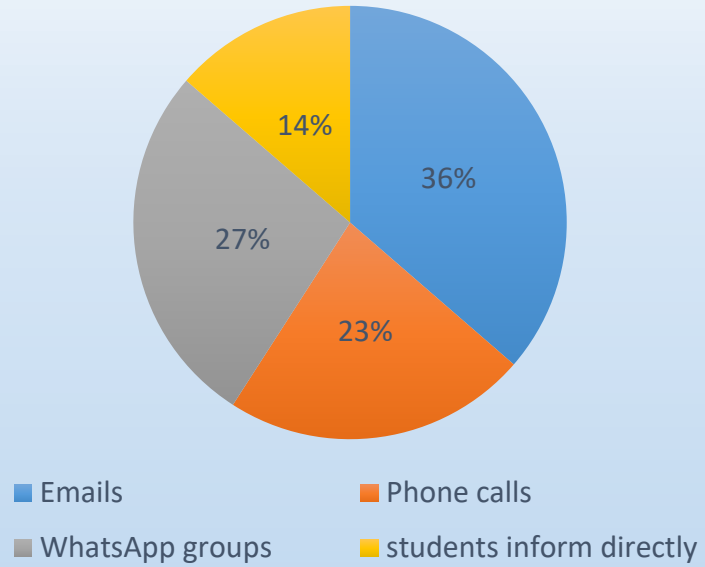
Why?

- What is your opinion about integrating such an app with existing college systems?

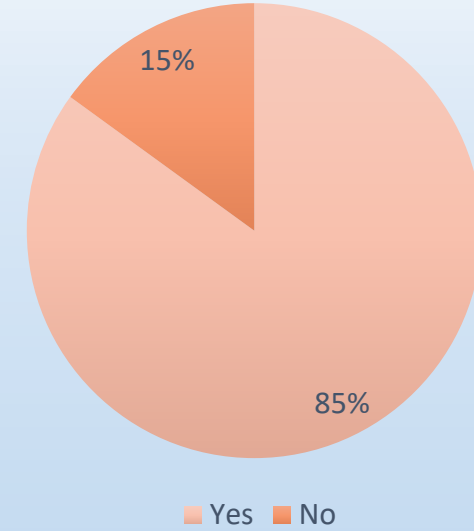
Key Insights

- Parents want quick updates about attendance, grades, and announcements.
- They need reminders for events and important dates.
- A simple, easy-to-use app is their top preference.
- Staff want to save time by automating attendance and grade sharing.
- They need a single platform to share updates and announcements easily.
- The app should work well with the college's current systems.

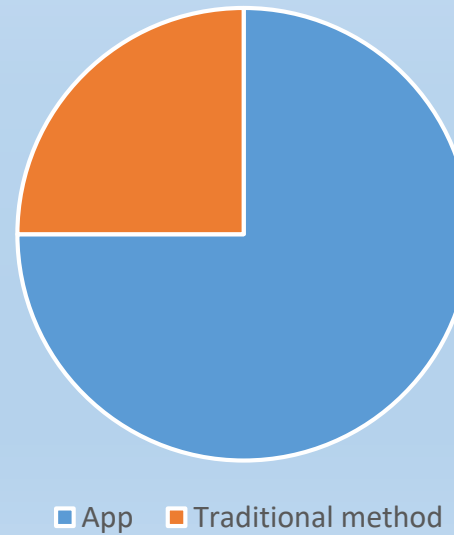
PARENTS RESPONSE



DIFFICULTIES IN UPDATE



APP REQUIREMENT



COMPETITIVE ANALYSIS



PARENTS APP PRO



SCHOOL PARENT APP



INSIGHT ACADEMY PARENT APP

DEFINE

In this phase , I noted user frustration and created a user persona and empathy map.

USER PERSONA 1(parent):



Name: Saraswathi

Age: 40

Role: Homemaker

Goals:

- To stay updated on her child's attendance, grades, and performance.
- To never miss important events or competitions.
- To have all information in one place without relying on multiple sources.

Behavior and Habits:

- Checks her smartphone multiple times a day, especially in the evening.
- Prefers concise notifications over lengthy messages.
- Uses mobile apps for daily tasks like shopping and banking.

Frustrations:

- I miss important updates because they come from different platforms.
- Feels overwhelmed with scattered communication methods like WhatsApp, emails, and SMS.

Needs and Expectations:

- A single platform that consolidates all information about her child.
- Real-time notifications for attendance, grades, and events.
- User-friendly and easy-to-navigate mobile app.

Motivations:

- Wants to feel involved in her child's education and progress.
- Hopes to avoid surprises about low attendance or missed events.

Environment:

- Uses a smartphone primarily for updates and occasionally a tablet for detailed reviews.

USER PERSONA 2(Teacher):



Name: Pandu

Age: 35

Occupation: Mathematics
Teacher

Experience: 10 years in
teaching

Goals:

- To automate tasks like attendance tracking and grade sharing.
- To focus more on teaching and less on administrative work.
- To use a centralized platform for managing announcements and events.

Behavior and Habits:

- Checks emails once a day for parent communication.
- Prefers working early mornings to prepare lessons and grade papers.
- Uses basic tools like Excel and email for administrative tasks.

Frustrations:

- Updating each parent individually wastes so much time.
- Finds current tools scattered and not user-friendly.

Needs and Expectations:

- A dashboard to streamline parent interactions.
- Automation for attendance, grades, and announcements.
- Integration with existing school systems to avoid duplicate work.

Motivations:

- Wants to save time and improve communication efficiency.
- Aims to provide parents with timely and accurate updates.

Environment:

- Works from a school computer during the day and a personal laptop at home.

EMPATHY MAPPING FOR USER PERSONA 1 (PARENTS):

SAY & DO :

- 1. I need real-time updates on my child’s progress.
- 2. Why didn’t I know about this event?
- 3. Calls or emails the college for updates.
- 4. Frequently checks WhatsApp or emails for news.

THINK & FEEL :

- 1. Thinks: “Is my child attending regularly?”
- 2. Feels: Concerned about missing important information.
- 3. Feels frustrated by delays and scattered updates.
- 4. Thinks: “Why can’t all updates come in one place?”

EMPATHY MAPPING FOR USER PERSONA 2 (TEACHER):

SAY & DO :

- 1. Updating parents takes too much time.
- 2. Parents keep asking for updates repeatedly.
- 3. Manually updates parents via email/phone.
- 4. Uses spreadsheets to track attendance and grades.

THINK & FEEL :

- 1. Thinks: “I wish this process was automated.”
- 2. Feels overwhelmed managing communication manually.
- 3. Thinks: “I need a simpler, faster way to share info.”
- 4. Feels stressed balancing admin work and teaching.

PAIN POINTS:

- Missed updates (attendance, grades, events).
- Scattered and delayed information.
- Manual, time-consuming communication.

GAIN:

- Real-time, centralized updates.
- Automated, efficient communication.
- Improved engagement and time savings.

IDEATE

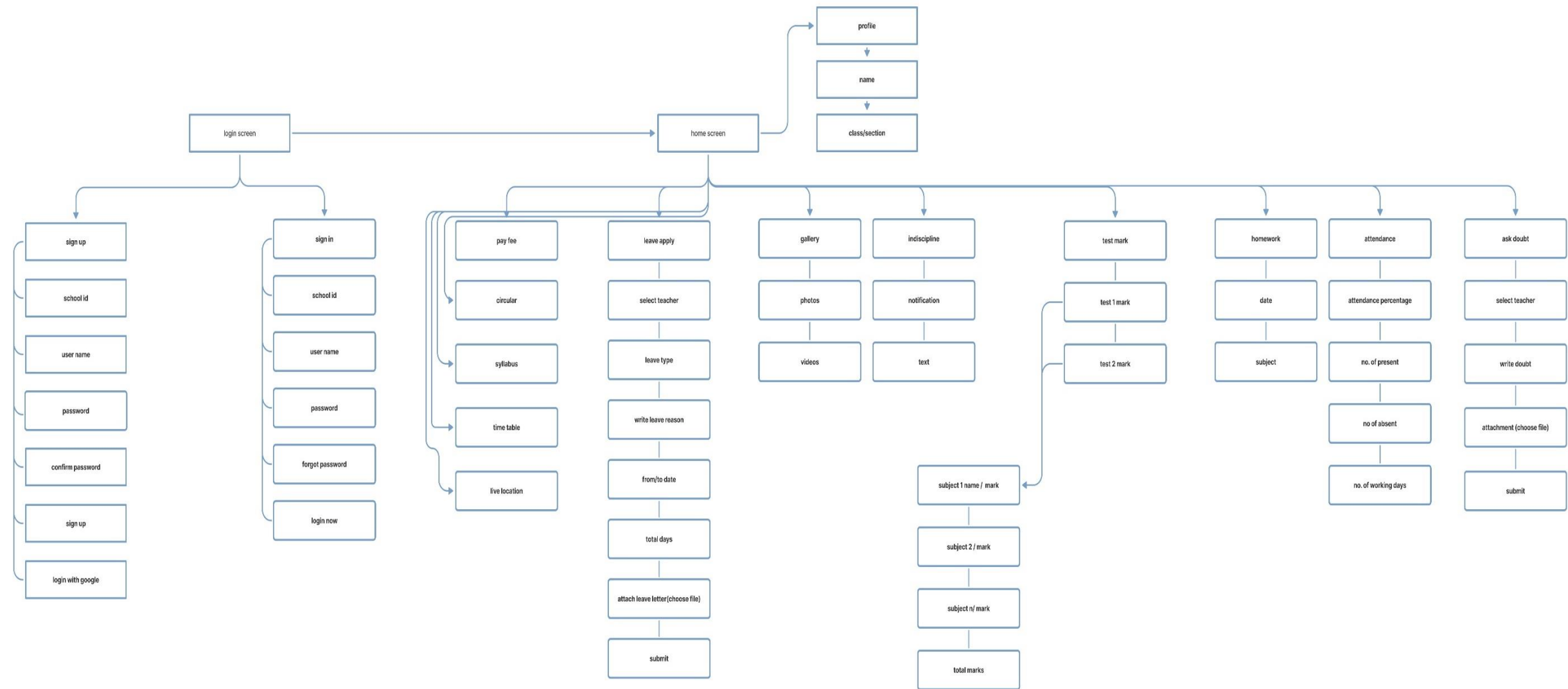
SCENARIO:

A parent asks their child about upcoming events but gets vague answers. Later, they hear about a meeting from another parent, only to realize they missed the announcement buried in a WhatsApp group . Wanting to check attendance, they call the college, but the process is slow and manual. By the end of the day, they wish for a simple app to track attendance, grades, and announcements in one place.

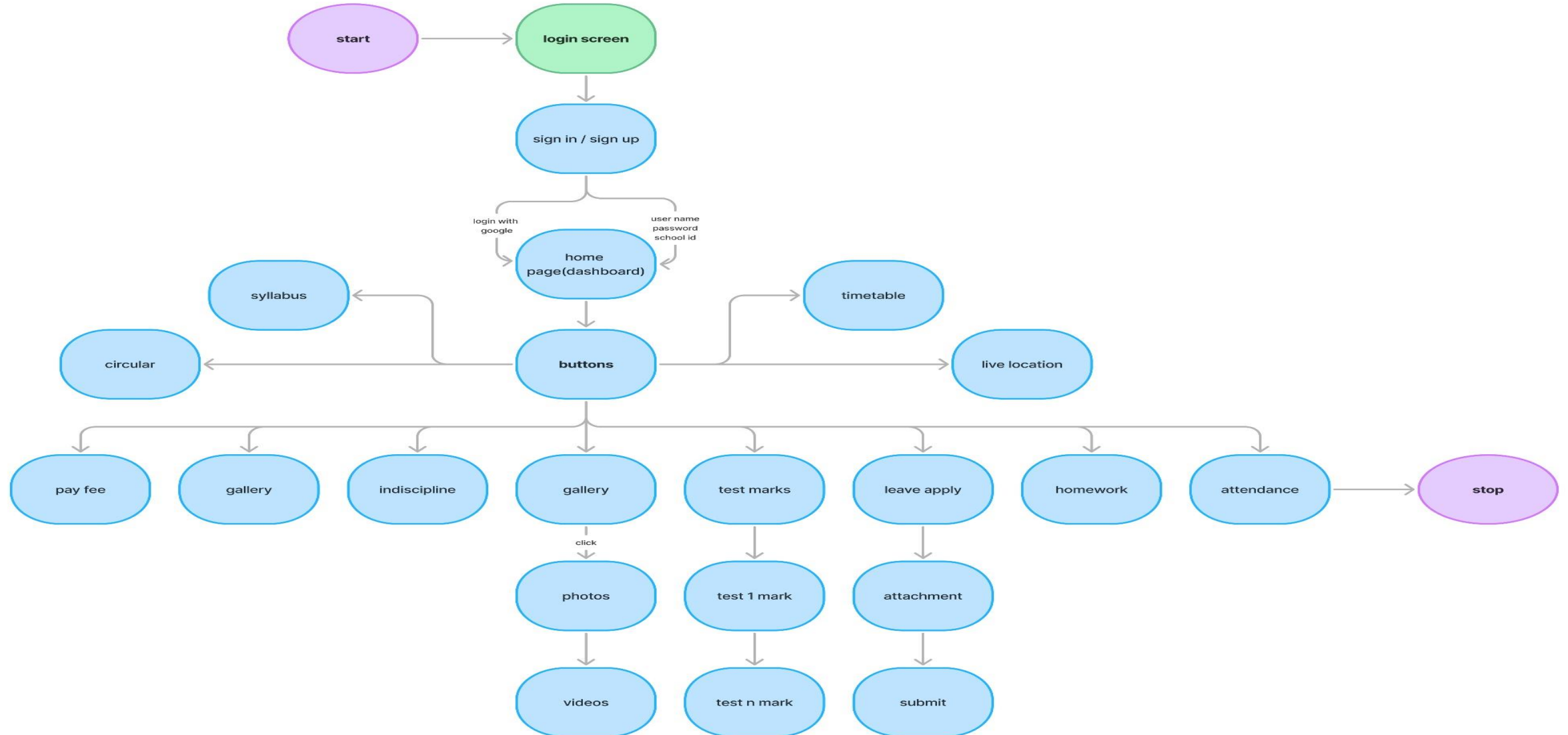
USER JOURNEY MAP

STAGES	STAGE 1: CHECKING STUDENT PROGRESS	STAGE 2: RECEIVING EVENT ANNOUNCEMENTS	STAGE 3:CONTACTING COLLEGE FOR QUERIES	STAGE 4: TEACHER UPDATING PARENTS
ACTION	Parent tries to check attendance and grades.	Parent learns about an event late.	Parent calls for clarification on grades or attendance.	Teacher manually updates parents.
THINK & FEEL	"Is my child attending regularly?" – Feels anxious.	"Why didn't I know earlier?" – Feels frustrated.	"I hope I get the right info." – Feels concerned.	"This takes too much time." – Feels stressed.
TOUCH POINTS	Calls teacher, checks WhatsApp groups.	Email or manual notices.	Phone calls, emails.	Excel sheets, calls, emails.
PAIN POINTS	Delayed response, scattered updates.	Late or missed announcements.	Difficulty reaching staff, inconsistent info.	Time-consuming, repetitive process.
IMPROVE IDEATE	Centralized app for real-time progress tracking.	Automated notifications and reminders.	In-app chat or query section.	Automated bulk updates through the app.

Information architecture



User flow



CARD SORT

LOGIN SCREEN

- Sign in
- Sign up
- Login

DASHBOARD

—————> Profile
Name
Class/section

- Indiscipline - notification , text
- Attendance - no. of working day,
no. of present, no. of absent,
notification
- Homework- subject ,date
- Circular- notification
- Test marks- test1, test2
- Syllabus- notification
- Gallery – photo, video
- Leave apply- select teacher, reason, from/to date, total days,
attachment
- Pay feel – amount paid, date
- Ask doubts – select staff, write doubt, attachment, submit
- Timetable – date, day
- Live location- location

DESIGN

LOW FIDELITY WIREFRAMES

Starting from the low fidelity wireframes, the first step was to get an idea on paper by making rough scribbles that are not meant to look pretty. But the purpose is to start structuring the app's flow into something more concrete



Testimonials

Attendance

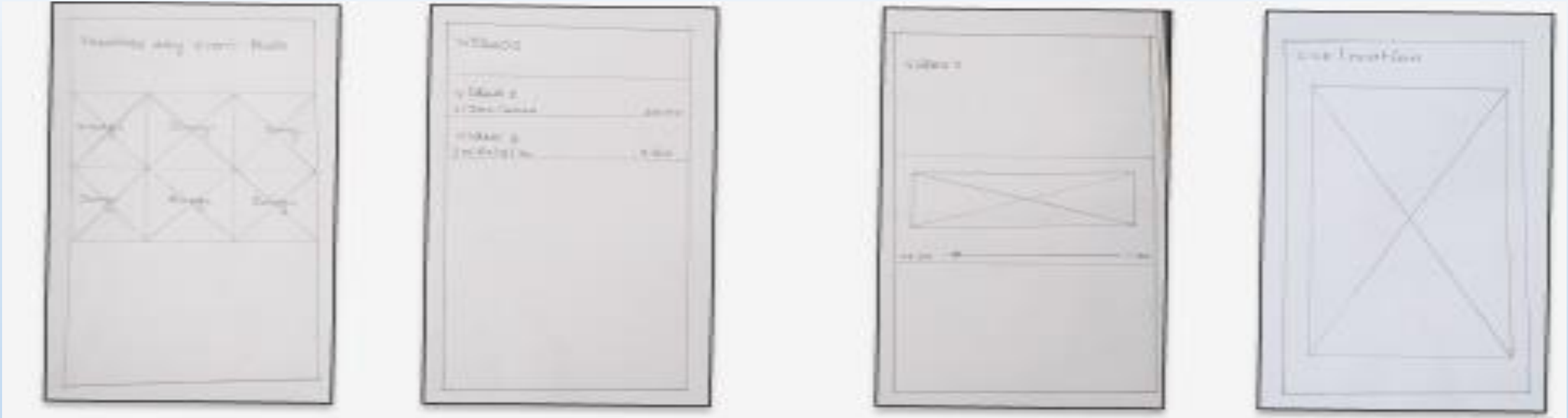
☐ *Present* ☐ *Absent* ☐ *Excused*

Class

Class

Class

Class



HIGH FIDELITY WIREFRAMES

After all the research and scribbling , start refining the actual design by upgrading to high fidelity wireframe to get a better idea of the look and functionality of the app.



Sign up

Create your account...

School_ID

Username

password

Confirm Password

Sign up

or

Login with Google

Back

Sign in

Welcome back

School-ID

Username

password

Forget Password?

Login now

Back

Profile

Name:

Roll no:

Class & sec:

Indisipline

Attendance

Homework

Circular

Test Marks

Leave Apply

Syllabus

Pay Fee

Use location

Ask doubts

Time table

Gallery

← Indisipline Activities

← Attendance

profile

Student's Attendance Percentage

%

Total No of working days :

No of days present :

No of days absent :

Jan 2025 ▶

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

● No Class ● Present ● Absent

← Home work

Date:

Subjects	Homework
1.
2.
3.
4.
5.
6.

< >

← Circular

Date: 01/01/25

New Year Circular

Date: 12/24/24

Christmas Holiday

Date: 12/01/24

RE-OPENING DAY CIRULAR

Date: 11/20/24

School Annual DAY CIRULAR

← Test Marks

Periodic Test 1 ▶

Quarterly Exam ▶

Periodic Test 2 ▶

Harf-yearly Exam ▶

Periodic Test 3 ▶

Annual Exam ▶

Performance Analysis

← Periodic Test 1

subject	Marks	Grade
.....	/50	
.....	/50	
.....	/50	
.....	/50	
.....	/50	
.....	/50	
Total Marks		

← Quarterly Exam

subject	Marks	Grade
.....	/100	
.....	/100	
.....	/100	
.....	/100	
.....	/100	
.....	/100	
Total Marks		

← Periodic Test 2

subject	Marks	Grade
.....	/50	
.....	/50	
.....	/50	
.....	/50	
.....	/50	
.....	/50	
Total Marks		

← Leave Apply

To:

Leave type:

Write Reason

From: To:

Total days:

Attach leave letter:

← Syllabus

Subject 1
Syllabus.pdf

Subject 2
Syllabus.pdf

Subject 3
Syllabus.pdf

Subject 4
Syllabus.pdf

Subject 5
Syllabus.pdf

Subject 6
Syllabus.pdf

← Fee Payment

Term 1
Fee payment

Term 2
Fee payment

Term 3
Fee payment

UPI

Net Banking

← Time Table

Class Time table

Time Day						
Mon						
Tue						
Wed						
Thur						
Fri						
Sat						

← Ask Doubt

Teacher's Name:

Write the doubt.....

Attachment:

← Gallery

1. Photos

2. Videos

← Photos

Teacher's Dat Event Photos

Sports Day Event Photos

Annual Day Event Photos

← Videos

Video 1
11 Aug 2024

Video 2
3rd Dec 2024

← Live location

Live location