



R U S H

Process Deck

Rohan Barad | Team Project | 2020

FIRST TECH
FRAT, FIRST
RUSH APP

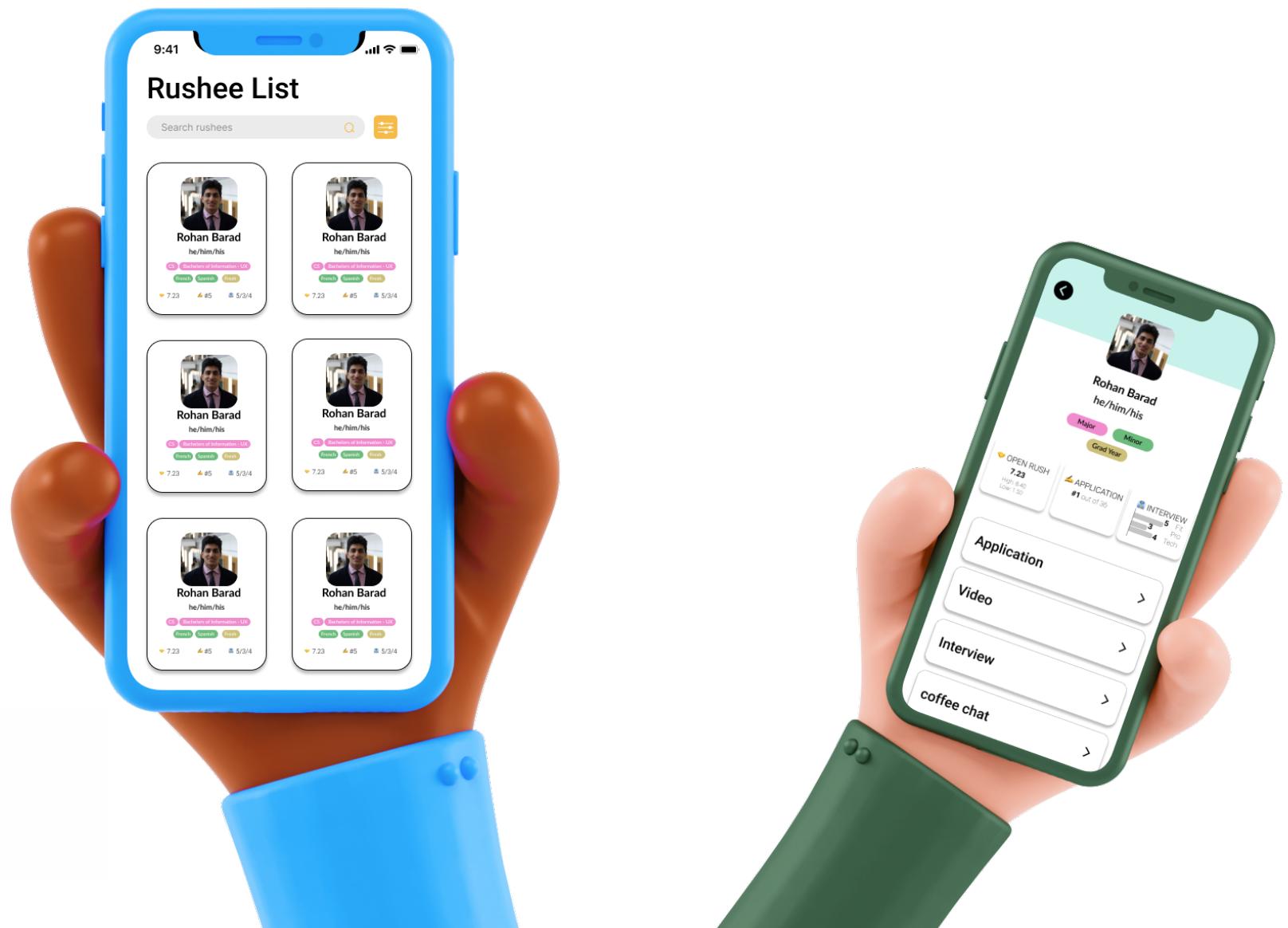


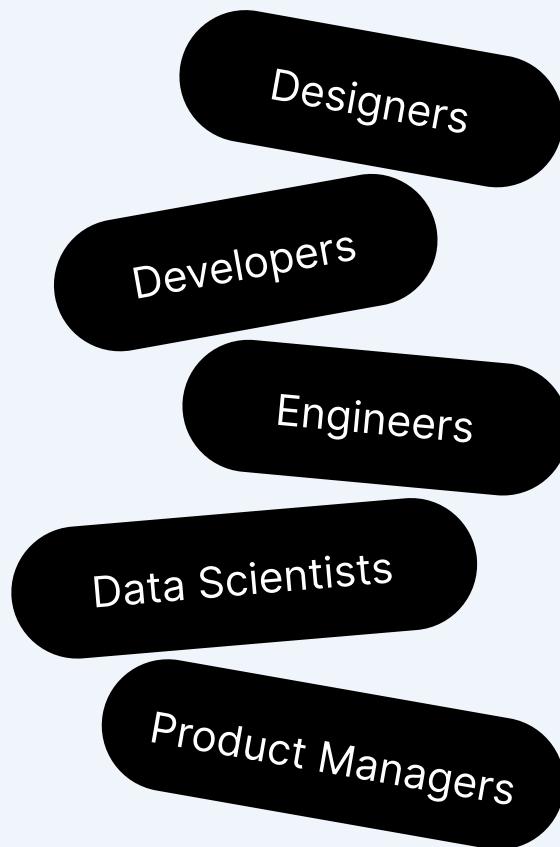
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BACKGROUND

Empathize Define Ideate Prototype Test

What is KTP?



Kappa Theta Pi is professional technology fraternity centered around 5 pillars: professional development, alumni connections, social growth, technological advancement, and academic support. From project teams and study groups to professional development workshops and hackathons, we celebrate a culture of growth where active members are supported and encouraged to pursue opportunities related to their passions for tech.

This project is a product of KTP's App Committee. The committee set out to create an app for **displaying information about every applicant during the recruitment deliberation process**. With this idea, I teamed up with three fellow designers to explore and design a functional system for this app.

THE DESIGN TEAM

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I designed this app with fellow active members and role models. Over time, more friends joined along.



Ben Arteaga



Rohan Barad



Shreya Datta



Sophie Loesberg



Courtney Fortin



Juan Thompson



Daniel Medina



Rohan Erasala



Jason Moy

PROBLEM DISCOVERY

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Survey: Purpose

While we knew there was a problem accessing all of the recruitment information, we didn't know **exactly which resources were more important than others**. To determine this, we surveyed the entire fraternity.

The survey was spread at Chapter, where all 80 members meet, as well as on our Slack's #announcements channel and each pledge class's individual GroupMe chat.

Please select how much you agree with the following statements...

Rank your current sources for learning about rushees.

To help you make a decision about a rushee, what do you typically look for when reading their application? Select all that apply.

What challenges or barriers, if any, have you encountered in informing your decision about a rushee?

PROBLEM DISCOVERY

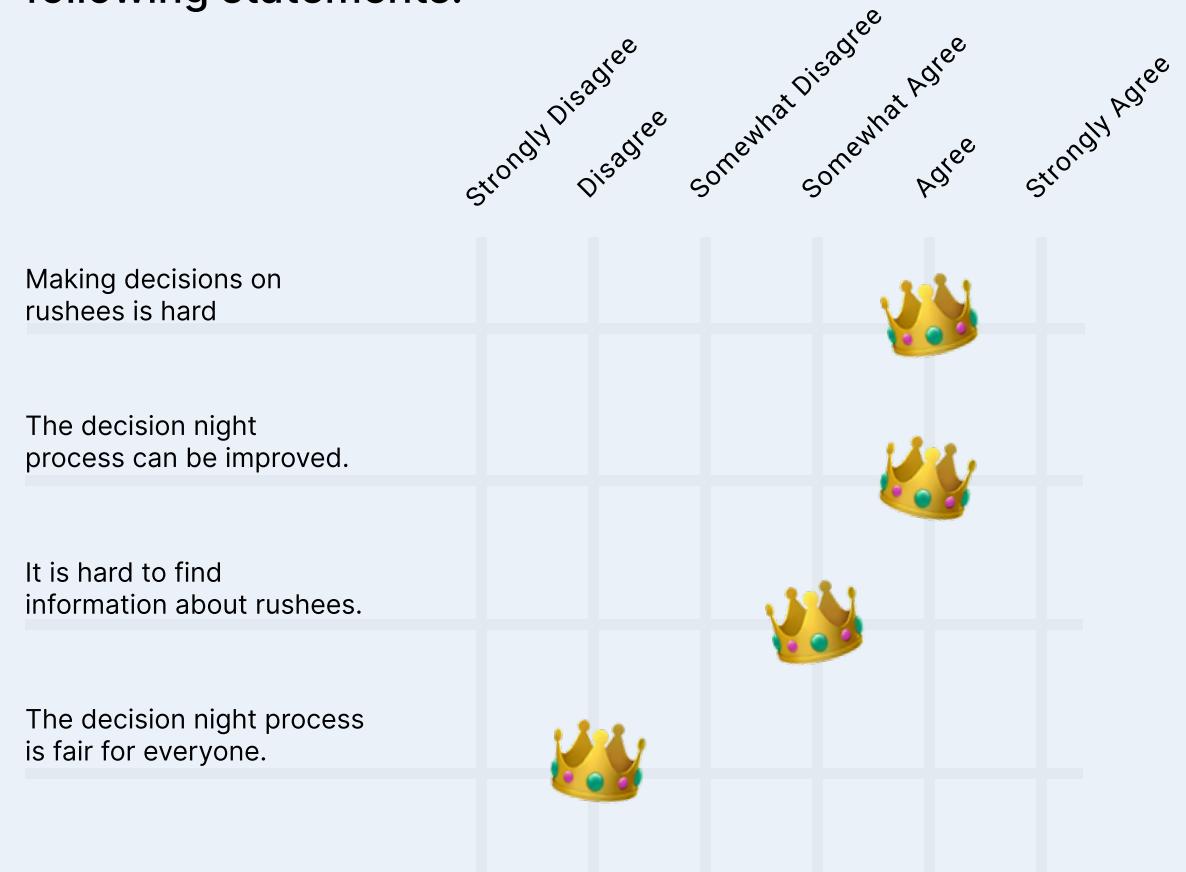
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Survey: Findings (1)

Throughout the survey, we used likert scales to gauge current attitudes towards the recruitment experience. This question aims to determine whether active members are truly unsatisfied with how they decide on voting for each applicant.

Survey respondents validated our assumption that there is room for improvement in recruitment deliberations. In particular, there is an opportunity to help make their decisions easier in order to ensure a more fair deliberation process.

Please select how much you agree with the following statements:



There were a total of 60 respondents. The crown emoji shows what the **majority** of participants responded for each statement.

PROBLEM DISCOVERY

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Survey: Findings (2)

This question helps us accomplish the goal of our survey: prioritizing certain pieces of rushee information over others.

#2-5 will be ordered accordingly in the Rush app. As for #1, this indicates that this app, and rushee resources altogether, should **help facilitate conversations** during deliberation night; it shouldn't replace or distract from the conversations.

Rank your current sources for learning about rushees.

- | | |
|-----|-----------------------------------------------------------------------------------------------------------------------|
| # 1 |  Conversations with fellow actives |
| # 2 |  Interview Notes |
| # 3 |  Rushee Video |
| # 4 |  Application |
| # 5 |  AHOT Event Notes |

These rankings are a culmination of the most common survey responses.

PROBLEM DISCOVERY

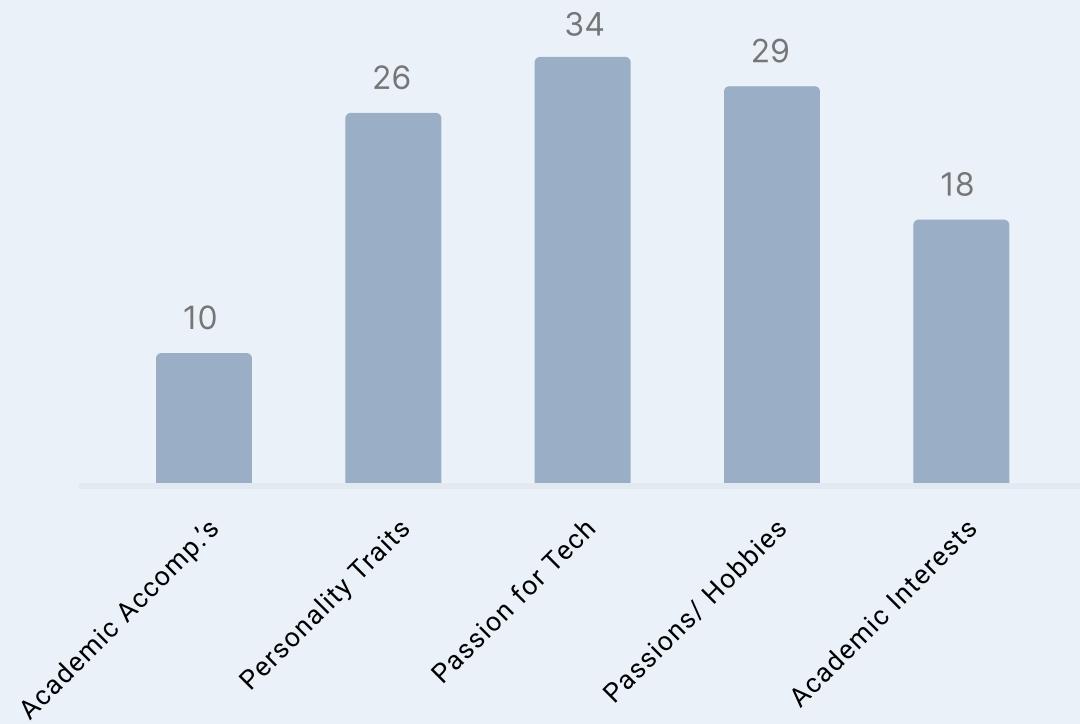
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Survey: Findings (3)

We anticipated the design opportunity for creating rushee profiles, or collections of application materials for each applicant. To prepare for this, we wanted to determine what aspects of their application might stand out the most.

From these responses, we took away that every applicant has their own unique value, but one factor unites them all: their **passion for technology**. Moving forward, we'll keep this in consideration when displaying applications.

To help you make a decision about a rushee, what do you typically look for when reading their application? Select all that apply.



There were a total of 60 respondents in this survey.

PROBLEM DISCOVERY

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Survey: Findings (4)

We left this question open-ended because we trusted that our fellow actives were comfortable enough to share their 2 cents with us, if they happen to have an opinion about the current rushee deliberation experience.

In general, active members showed support for our endeavor.

What challenges or barriers, if any, have you encountered in informing your decision about a rushee?

"Being able to read all the information in time, due to the applications being essay based, it's hard to get through all the information. And also having all the information spread out makes it hard to find/organize the information"

"nice to have all the info in one place! also it would be cool to see actives comments on rushee videos"

"Differing opinions among multiple actives whom I trust the opinion of"

"Trying to collect each rushees information together (e.g. finding all the documents for a specific rushee to remind myself of who they are before we move on to the next one)"

PROBLEM DISCOVERY

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Active members of Kappa Theta Pi want a faster way to **access** rushee information so that they can **fairly consider** each applicant during decision night.



PROBLEM DISCOVERY

Empathize Define Ideate Prototype Test

Encouraged from our survey findings, we set out to conduct semi-structured user interviews.

Grand Tour Questions

- Can you tell me about how you go about finding information about a rushee?
- What do you typically look for when looking at a rushee application?
- In what ways, if any, could the process of finding rushee information be made easier?

Example Questions

- Can you tell me about how you go about finding information about a rushee?
- What do you typically look for when looking at a rushee application?
- In what ways, if any, could the process of finding rushee information be made easier?

Experience Questions

- Could you tell me the order in which you use different rushee profile resources?
- Could you describe to me the context in which you watched the rushee's videos?

Mini Tour Questions

- What was it like for you when you experienced this?
- May I ask, why did you come to this conclusion?
- You said [X]. Could you tell me more about that?
- You were saying [Y]. What did you mean by that?
- Could you be more specific?

PROBLEM DISCOVERY

Empathize Define Ideate Prototype Test

User Interview Analysis

Our user interviews comprised of 8 conversations with members of KTP from different pledge classes.

We affinity diagrammed our findings as an extension of the takeaways from our surveys. The conversations enlightened us to think about the greater impact of this app, in ways listed below:

1. With every new feature comes a new potential **bias** in the opportunity to form judgement
2. It is important to preserve the **natural**, layered form of learning about a rushee progressively over time (across each event)
3. What might exist today that would prevent influential KTP **alumni** from getting in?

Survey takeaways;
topics to further explore via interviews

Potential design opportunities and considerations

Positive remarks and important decisions

Negative remarks and potential dangers

application reading

summaries for basic essays

just come to app cuts

natural language processor for basic words

what's the "best practice"? @ethics meeting

chemistry w group

video first?

video guidelines nice and vague

place to take notes (see earlier)

ppl watched just the videos alone

take notes feature!! keep notes secret until decision night

feed - eboard updates; continuous stream of info

bias in adding spot fo comments in middle of rush process

interview alec & eboard & pledgeParents (tiered clients) (client "map") (demographic)

conversations (and feedback) w fellow actives --> opportunity for some discussion on app that doesn't undermine decision night

should b fine. when to release notes? wait until decision night? takes time.

make accessibility right after coffeeChat/AHOT?

make accessibility equal? should b fine. when to release notes? wait until decision night? takes time.

professional/ academic accomplishments: least important

resume at end of all the info

commitment level was relatively important to them

international: time zone as a part of their profile

picture of faces

linkedin-like bio card

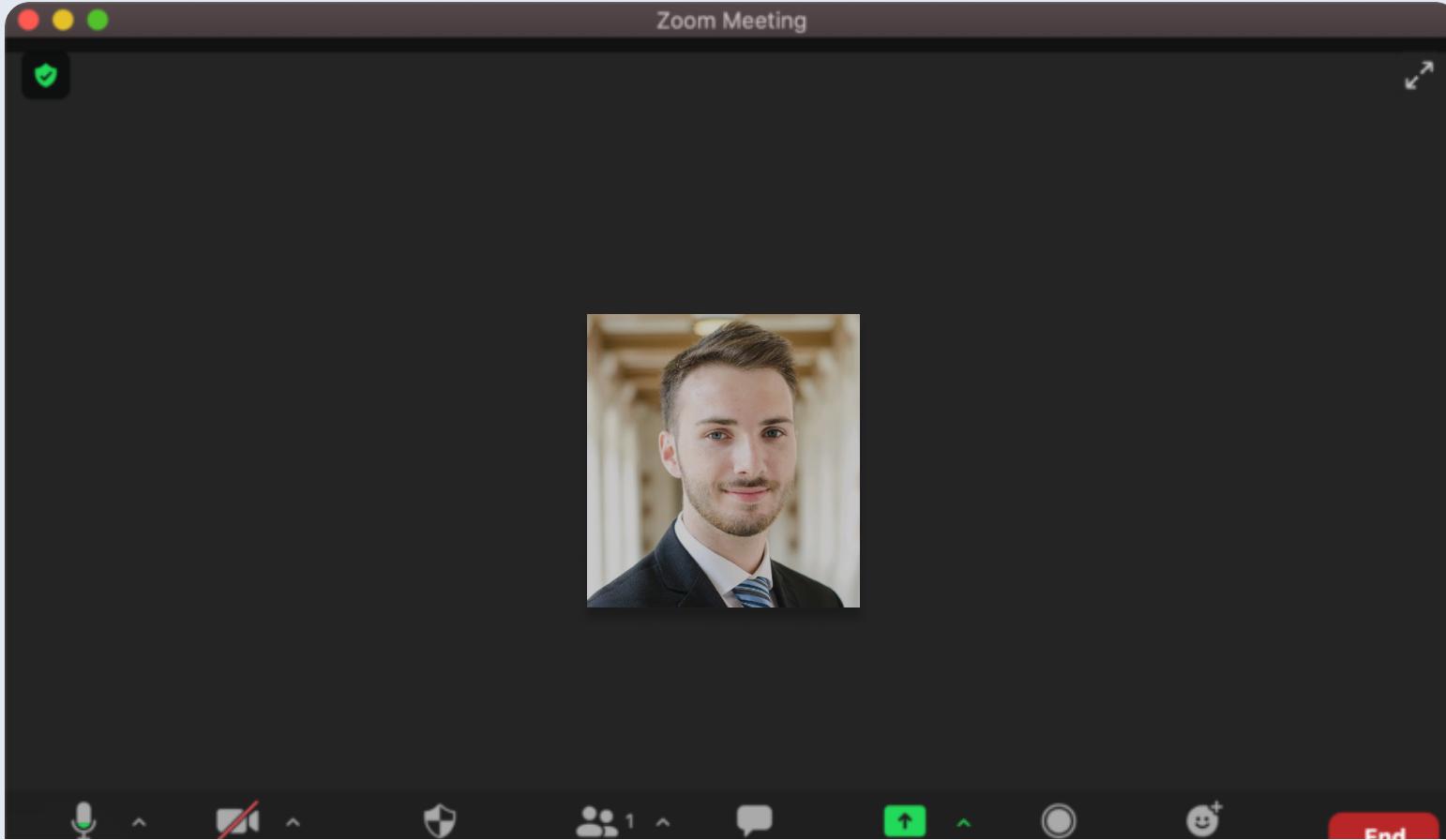
show application rank + arrow

comments on videos

almost like a secret slack just for rush

just comments on the video itself

look @past -- lil comments are dangerous in future



Vertical Communication with the VP of Membership

After researching user goals, we had to merge and incorporate the executive board's business goals. To do this, we interviewed the "*Pledge Dad*" Alec Brandel to learn how he wanted the greater, overarching recruitment experience to be designed, as well as how we could help.

PROBLEM DISCOVERY

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Value Claims

"a tool that streamlines everything"

"an active's best friend"

"one-stop shop for rushee information"

Automation

- 1 • **Voting:** making individual google forms and counting each vote
- 2 • **App Cuts:** stripping the name off of each application in order to set up anonymous reading
- 3 • **Meet & Greet:** calculating rush scores and downloading each selfie for later use

Business Goals

Alec approved of our 2 core ideas; To compliment these features, he showed a liking for automating as many recruitment processes as possible.

Frustrations

Aside from tedious tasks, Alec has one goal with this app: **save energy for him, so that he can save it for the rushee's during their experiences**

Quality Assurance

- 1 • **Event notes:** posting e-board notes live and notifying members at a convenient time
- 2 • **Feature ideas:** Live Feed and timed app Notifications to help balance email spam
- 3 • **Opt-Out:** Don't forget about the use case of active members *not* wanting to see a rushee's profile (a friend of an applicant, for example)

Rush Conduct

- 1 • **Implicit Bias:** be aware of your own implicit biases, and don't judge others by their identities
- 2 • **Judgement:** Evaluate rushees by their passion for tech, how they work with others, and what they'll get out of Kappa Theta Pi
- 3 • **Pillars:** When assessing applicants, think back to the 5 Pillars of KTP ("pasta")

PROBLEM DISCOVERY

Empathize Define Ideate Prototype Test

From our conversations with members and Alec, many fun ideas arose that might better serve future iterations. Thus, here's a start to our icebox.

Chat

In virtual decision nights, Zoom's chat feature helped empower voices and smaller side thoughts. This could be useful for in-person decision night too.

Note-taking

Note-taking is important for events from Meet & Great to AHOT. It could be nice to take notes right on the app.

Voting

Right now, voting on each rushee requires its own google form; so about 40 forms in total. It would be convenient for this to take place right on the app.

Coffee Chat Finder

Actives could upload their own personal profiles to help rushees decide on who they want to coffee chat.

Application Fill-Out

Rushees could essentially make their own profiles by filling out an application through the app.

Mandatory App Cuts

Reading applications could be made easier, and more fair, if the app-cuts event itself is made mandatory.

Decision Night Reading Time

Accessing rushee information could be made easier if some time is blocked out for reading on deliberation night.

Notifications

Setting out timely reminders to read certain pieces of information could make ingesting all of the rushee information easier over time.

Live Feed

This could encourage members to read about rushees in more than just one go. Also, it could intrigue members at the right time.

Filter

On the Rushee List, members could sort through profiles based on certain qualities, as well as hide any profiles that they don't want to see.

THE DEV TEAM

Empathize Define Ideate Prototype Test

Collaborating with developers was essential to supplying engineering-ready design files.



Advay Muchoor
App Committee Lead



Jonah Azoulay
App Committee Lead



Shan Jiang
Pi Class



Ishan Thakar
Sigma Class

WIREFRAMING

Empathize Define Ideate Prototype Test

Working with Devs

At last, it was time to enter the solution space. Here's a recap of how we got here.



- ### App Committee

Circling back to the inspiration for this project, KTP's App Committee had an idea, and at face value, the developers needed screens to turn this vision of a *one-stop shop for rushee information* into a reality.

- ### User Research

Me and my fellow designers negotiated an extra month to break down the recruitment experience. As you've just seen, we surveyed the fraternity and interviewed members from different pledge classes.

- ### Vertical Communication

We ran our user goals by the VP of Membership to assure that our solution aligns with the goals of our Executive Board.

- ### Wireframing

Collaborating with developers, we determined a feasible scope for the first iteration of this app. First, active members should be able to **peruse rushee information at a quick glance**. Next, it should be easy to **learn more about a rushee through a profile** for them.

WIREFRAMING

Empathize Define Ideate Prototype Test

I facilitated a 10-minute Crazy Eights design studio with the developers

This helped envision their **technical schema** and understand what they had in mind when they asked for screens.

Together, we had a lot of **fun** with this, and it helped kickstart a lot of communication to prepare for a smooth **design handoff**.

Moving forward, these visions helped solidify an idea of what they wanted from us designers.

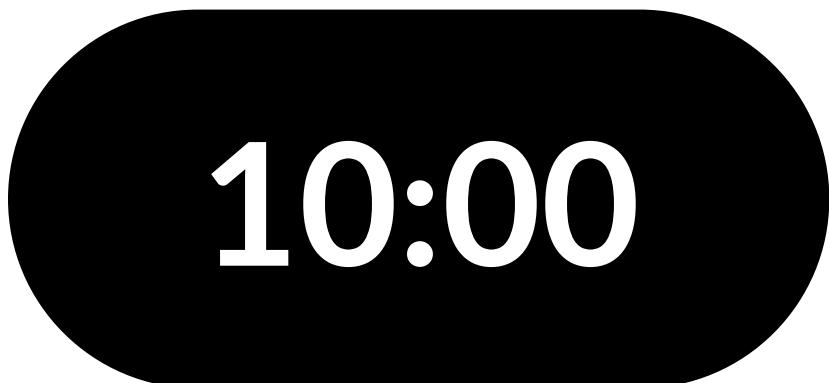


Crazy Eights

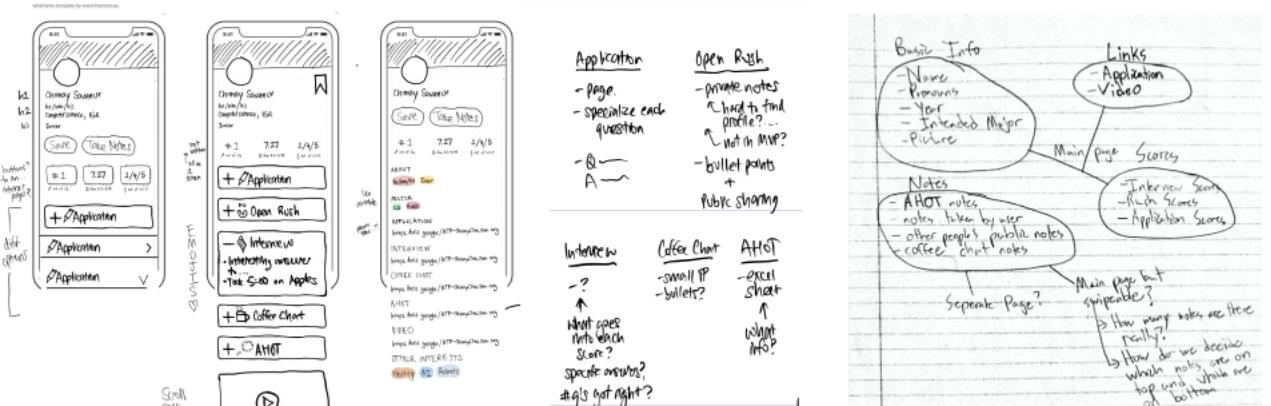
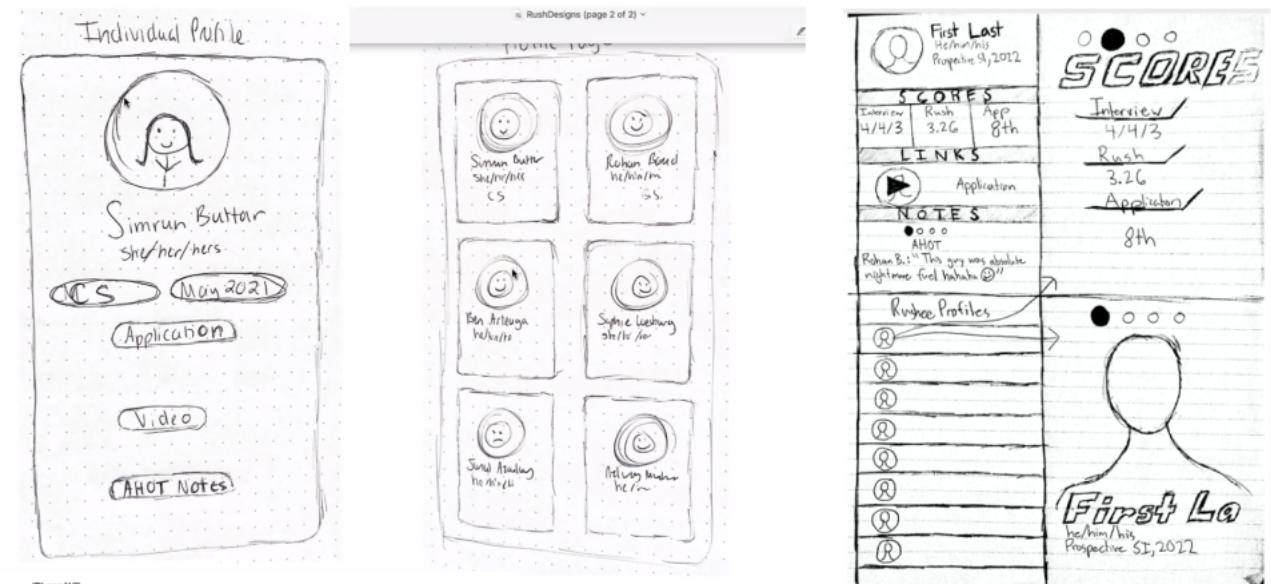
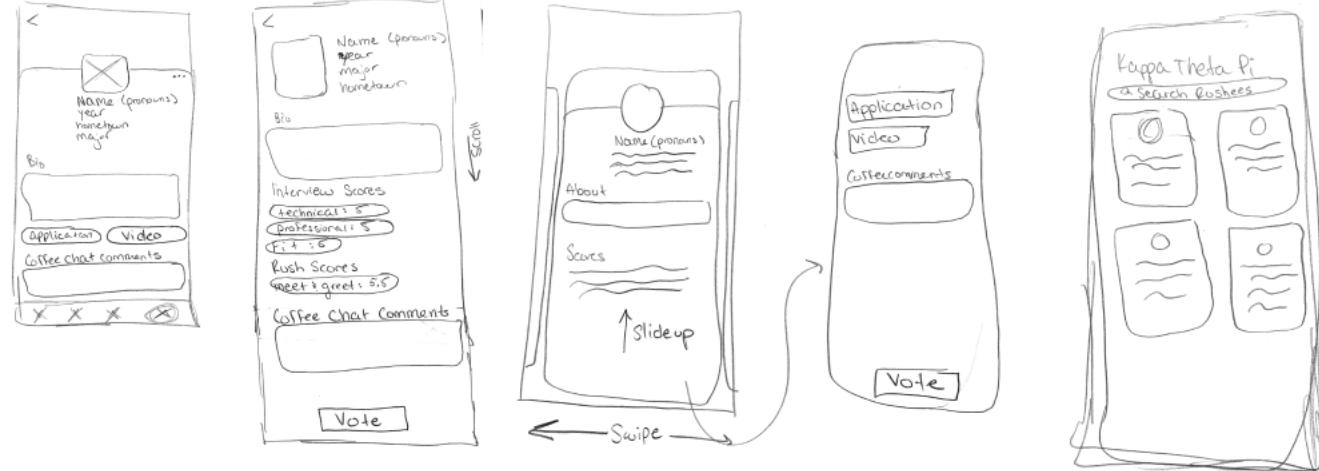
WIREFRAMING

Empathize Define Ideate | Prototype Test

Sketches



With just the designers this time, we ran a second Crazy Eights session. Together, we sketched ideas for a Rushee List and Rushee Profiles.

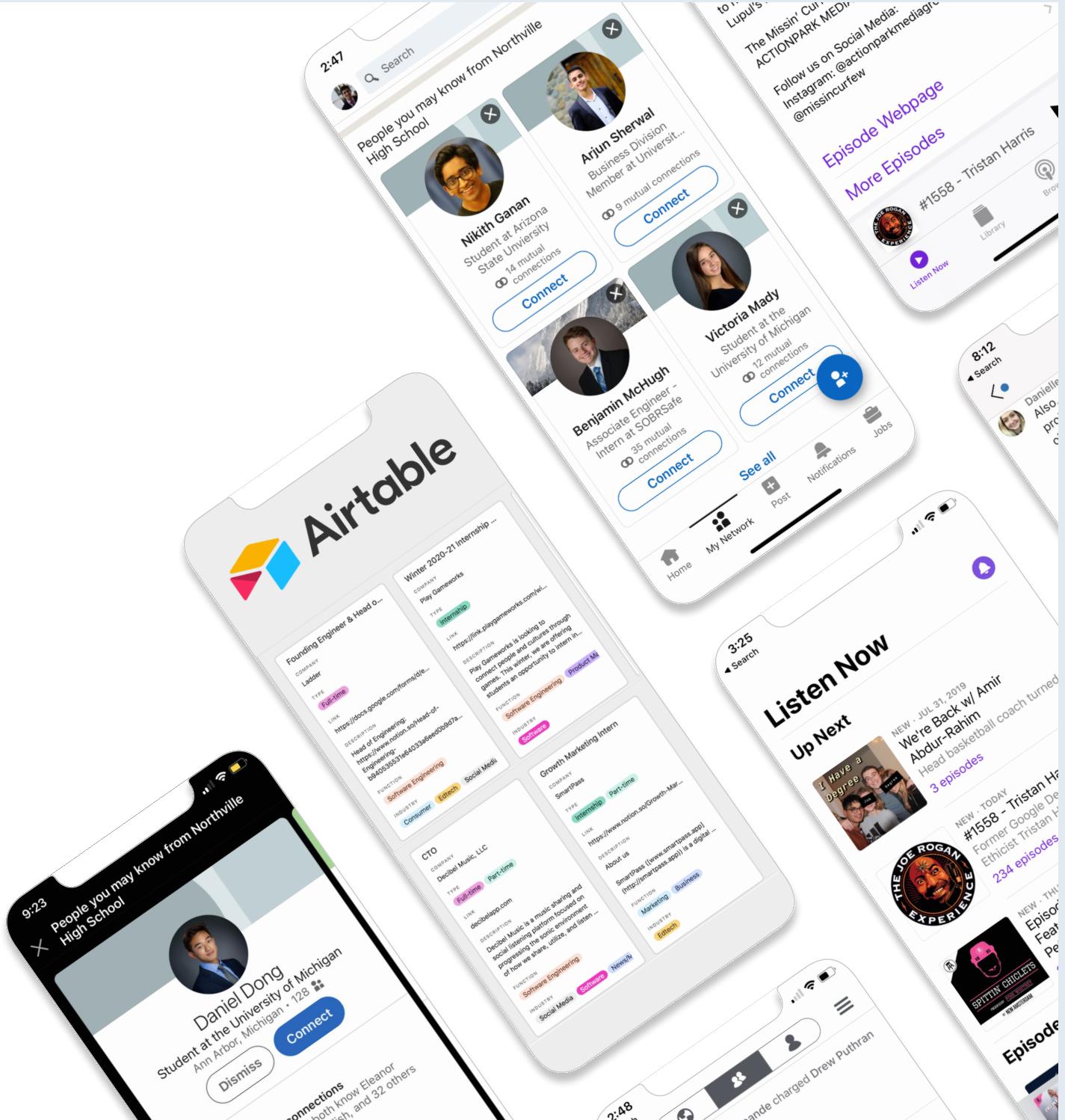


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Empathize Define Ideate Prototype Test

Inspiration

As we sketched, we shared our inspirations behind each design. This helped us point out different elements that we liked and wanted to incorporate moving forward.

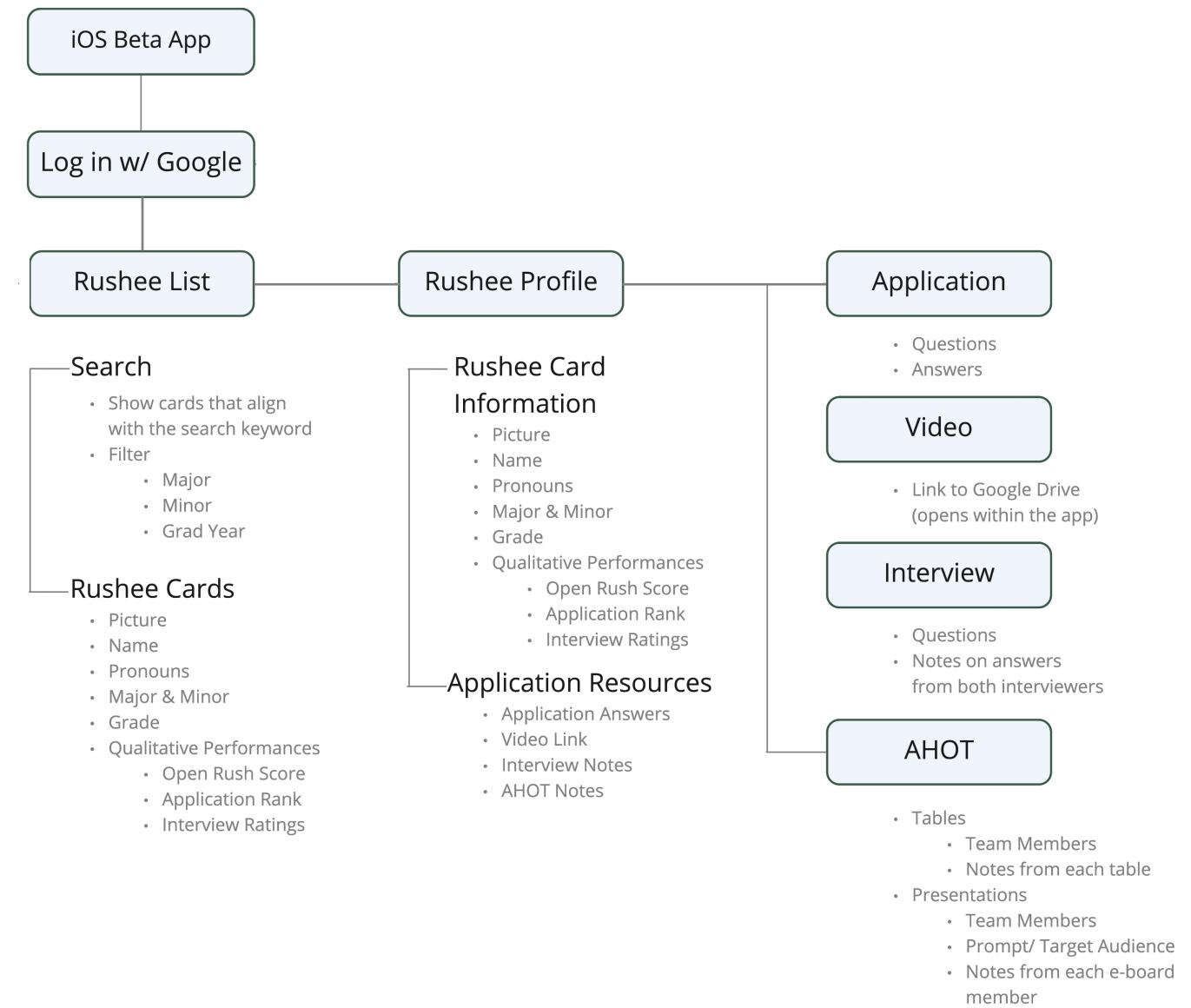


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Empathize Define Ideate **Prototype** Test

Information Architecture

After sketching, we had a better idea of what resources we wanted where.

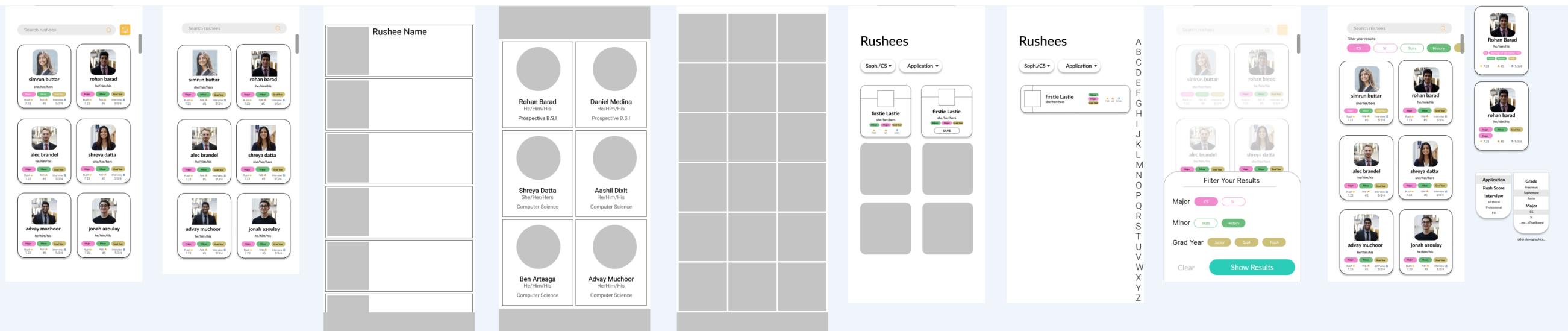


WIREFRAMING

Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Low Fidelity



The Rushee List shows brief information about the ~40 rushees that remain in the final round of KTP's Recruitment Process.

WIREFRAMING

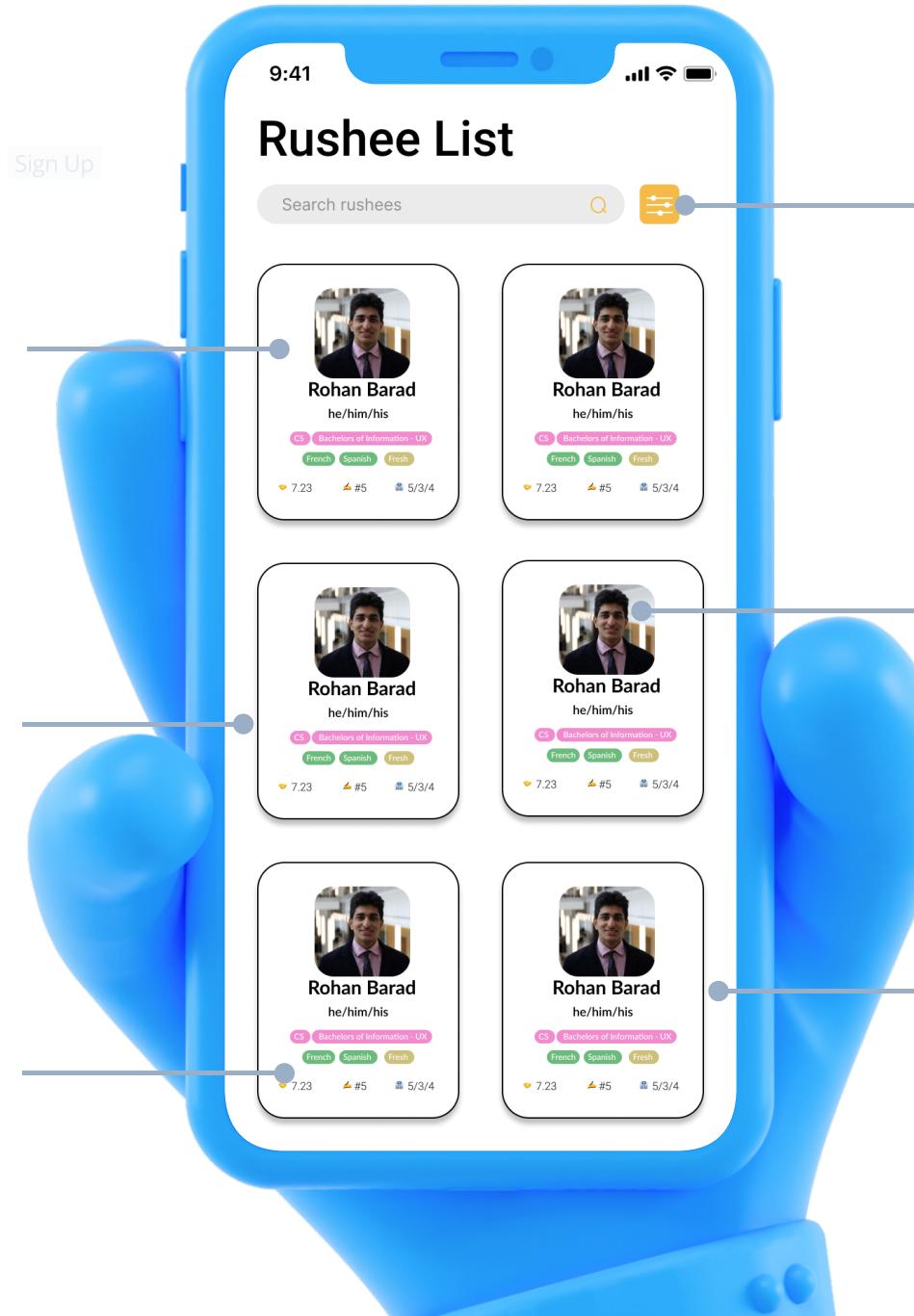
Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Cards: This element shows snippets of each rushee profile, which might incline actives to be intrigued to read more.

2 Columns: This layout allows 6 cards to show per scroll, which we preferred over a carousel or any pagination.

Color & Emojis: These two styles are used to distinguish between academic focuses and event scores.



Search & Filter: Immediately find a rushee if you remember their name, major, or year.

Pictures: We kept pictures small to try to limit bias, but still large enough to be able to recognize faces.

Randomization: When we hand off designs to developers, we'll ask to randomize the order of cards every time the app loads, so that the list order doesn't create bias over time.

WIREFRAMING

Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

A Rushee Profile holds all of the information about an individual rushee, from event notes and scores to application pieces.

Low Fidelity

The wireframes illustrate the following components:

- Top Bar:** Shows navigation links: Empathize, Define, Ideate, Prototype (highlighted), Test, Rushee List, Rushee Profile, Application, Interview, AHOT, and Sign Up.
- Rushee Profile Header:** Displays the rushee's name (First Last) and gender (He/Him/His). Below it is a "Scores" section with a bar chart and numerical values (Max: 7.78, Avg: 7.23, Min: 7.00).
- Scores Section:** Shows a detailed breakdown of scores across various categories: Interview(Fit), Interview(Tech), Interview(Pro), Rush, Application, and Interview(Fit), Interview(Tech), Interview(Pro). It also includes a "Links" and "Application" button.
- Notes Section:** Contains "My Notes" and "Public Notes" sections with "Add a comment" buttons. There are also "AHOT Notes" and "Coffee Chat Notes" sections with "+" buttons.
- Application Section:** Shows a summary of applications with a score of 1.84 out of 35. It includes "OPEN RUSH", "APPLICATION", and "INTERVIEW" buttons.
- Score Summary:** A summary card showing the total score (1.84), application count (1 out of 35), and interview count (3 out of 35).
- Central Content Area:** A large area for "First Name Last Name" and "she/her/hers" with "Major" and "Minor" fields. It includes "Save" and "Take Notes" buttons.
- Navigation:** A sidebar on the right lists "Application", "Interview", "AHOT", "Frat Notes", "Notes", "AHOT", "Anon", "Coffee Chat", "Interview", "Application", "Interview", "AHOT", and "Anon".
- User Profile:** A sidebar on the far right shows a profile picture, name (Rohan Barad), gender (He/Him/His), class (Sophomore), major (Computer Science), and location (Northville, MI). It also includes sections for "About", "Link to video", "Upvote/downvote", "Coffee Chats", and "Comments".

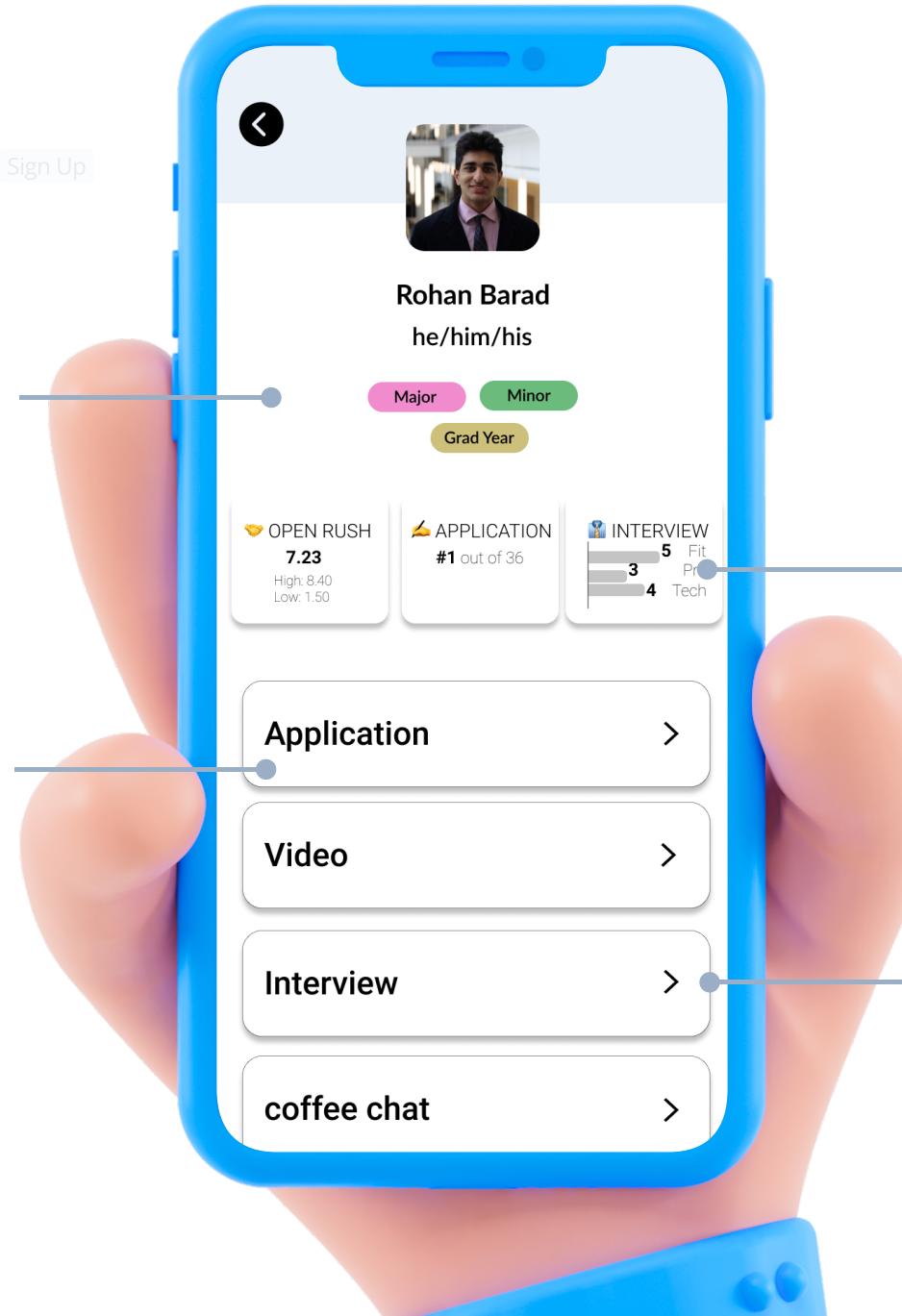
WIREFRAMING

Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Centered Text: We center-aligned the rushee's demographic information to follow current trends in social media profiles.

Block Display: We gave each piece of information its own line because there was ample space.



Context: We made visuals for each event score to help put the rushee's score in comparison to how others scored.

Pages: We designated a page for each resource due to the abundance of information that comes from notes and answers.

WIREFRAMING

Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Low Fidelity

While the written application consists of 200-word answers, interviews have questions with just short notes alongside.

The wireframes illustrate the design evolution of an application form, starting from a simple interview-style interface and progressing through several stages of refinement:

- Initial Stage:** Shows a single "Application" card with a minus sign. It lists "Question 1" through "Question 5" each preceded by a plus sign.
- Second Stage:** Shows two "Application" cards with minus signs. The first card contains placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Potent! congue odio in imperdiet viverra lorem at metus. Vehicula magnis risus, ac bibendum. Commodo, commodo tellus sed purus habitant aliquet elit. Quis sagittis urna tellus in imperdiet fringilla proin condimentum quis. Lorent ipsum dolor sit amet, consectetur adipiscing elit, Potent! congue odio in imperdiet viverra lorem at metus."
- Third Stage:** Shows three "Application" cards with a plus sign. The first card contains the same placeholder text. The second card has a "5 Years" section with a plus sign, containing notes: "Activites/Anything else not in bubble - Putting emojis next to the question? - Maybe just see more instead of pluses *** Ask coders about see more..."
- Fourth Stage:** Shows four "Application" cards with a minus sign. The first three cards contain the same placeholder text as the previous stage. The fourth card contains a "CAMPUS ACTIVITIES" section with a "WHAT WILL YOU CONTRIBUTE TO KTP?" question and a "WHAT IS YOUR DREAM CAREER?" question, both followed by "See More" links.
- Fifth Stage:** Shows five "Application" cards with a minus sign. The first four cards contain the same placeholder text as the previous stage. The fifth card contains a "NAME A BRAND YOU IDENTIFY WITH AND EXPLAIN WHY." section with a "WHERE DO YOU SEE YOURSELF IN 5 YEARS?" question and an "ANYTHING ELSE?" section.
- Sixth Stage:** Shows six "Application" cards with a minus sign. The first five cards contain the same placeholder text as the previous stage. The sixth card contains a "CAMPUS ACTIVITIES" section with a "WHAT WILL YOU CONTRIBUTE TO KTP?" question and a "WHAT DO YOU HOPE TO GET OUT OF KTP?" question, both followed by "See More" links.
- Seventh Stage:** Shows seven "Application" cards with a minus sign. The first six cards contain the same placeholder text as the previous stage. The seventh card contains a "NAME A BRAND YOU IDENTIFY WITH AND EXPLAIN WHY." section with a "WHERE DO YOU SEE YOURSELF IN 5 YEARS?" question and an "ANYTHING ELSE?" section.
- Eighth Stage:** Shows eight "Application" cards with a minus sign. The first seven cards contain the same placeholder text as the previous stage. The eighth card contains a "CONTRIBUTE HOPE 5 YEARS DREAM CAREER BRAND" section with a "WHAT WILL YOU CONTRIBUTE TO KTP?" question and a "WHAT DO YOU HOPE TO GET OUT OF KTP?" question, both followed by "See More" links.
- Ninth Stage:** Shows nine "Application" cards with a minus sign. The first eight cards contain the same placeholder text as the previous stage. The ninth card contains a "NAME A BRAND YOU IDENTIFY WITH AND EXPLAIN WHY." section with a "WHERE DO YOU SEE YOURSELF IN 5 YEARS?" question and an "ANYTHING ELSE?" section.
- Final Stage:** Shows ten "Application" cards with a minus sign. The first nine cards contain the same placeholder text as the previous stage. The tenth card contains a "Campus Activities" section with a "Contribute", "Hopes", "Dream Career", "Brand", and "5 Years" section, followed by a "Anything else?" section with a "Website here, stuff here" link.

WIREFRAMING

Empathize Define Ideate Prototype Test
Rushee List Rushee Profile Application Interview AHOT Sign Up

Answer Preview: Showing the start of each answer helps engage actives to read more

Emojis: Once again, we made use of emojis to help quickly identify questions, as these are recycled every semester.



Misc: In the future, we want to extract miscellaneous information and make them stand out, as these might be portfolio links or other important pieces.

Typography: Next iteration, we want to make the text styling more easy to digest in large blocks.

Pop Up: Although we wanted dropdowns, pop-up boxes were most feasible for developers to implement for expanding information.

WIREFRAMING

Empathize Define Ideate Prototype Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Low Fidelity

At AHOT, rushees work in teams at different stations (tables) for 5 minute intervals. At the end, each team also does a final presentation.

The wireframes illustrate the flow of an AHOT session across multiple stages:

- Individual Notes Stage:** Shows individual notes for various users (Alec, Simrun, Shreya, Junho) with prompts like "Making a Plan-B for Covid".
- Group Notes Stage:** Shows group notes for the same users, indicating they are working together.
- Tables Stage:** Shows team members assigned to tables (e.g., First Last, First Last, First Last).
- Presentations Stage:** Shows individual presentations for each table, with a note about "First Last (Switched)".
- Final Presentation Stage:** Shows the final presentation stage where all users are presenting their work.
- Final Stage:** Shows the final presentation stage with a note about "The cats of midnight's past".

Each stage includes sections for "Silenced?", "Switched?", and "See group presentation notes >". The wireframes also show a "GROUP WORK" and "PRESENTATION" section.

WIREFRAMING

Empathize Define Ideate **Prototype** Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

2 Tabs: AHOT is full of twists and turns. Groupwork and final presentations are the two distinct halves of the event, so we structured the page this way.

Table Prompts: We titled each table with a prompt, as well as the notetaker's name, to help encourage actives to read notes if a certain prompt that interests them.



Teams: We used this as an opportunity to make links to each team member's profile, ultimately encouraging the deliberation reading process.

E-Board Members: At AHOT, notes are currently taken by each e-board member on their own excel sheet row. Our design integrates into this note-taking system.

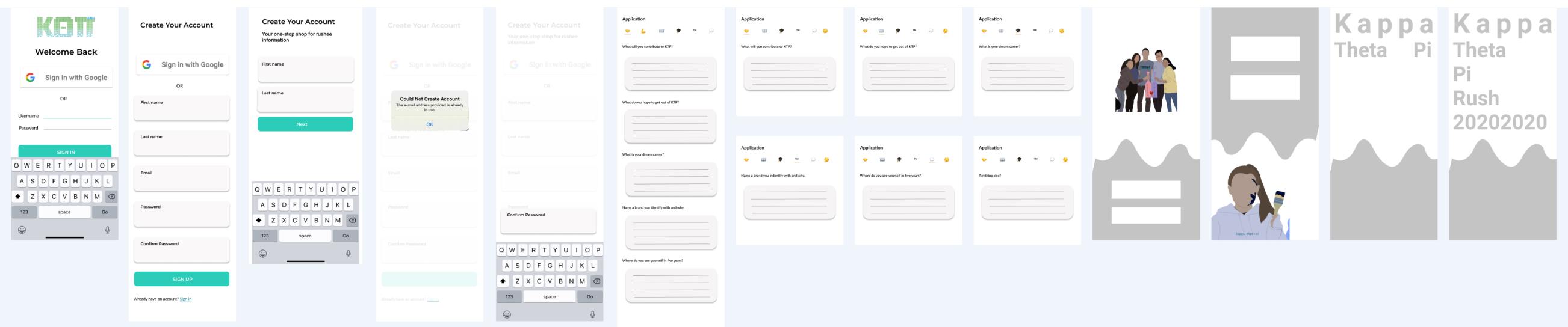
WIREFRAMING

Empathize Define Ideate **Prototype** Test

Rushee List Rushee Profile Application Interview AHOT Sign Up

Right now, the app is only for active members. Thus, we can easily get their attention at Chapter to help them onboard.

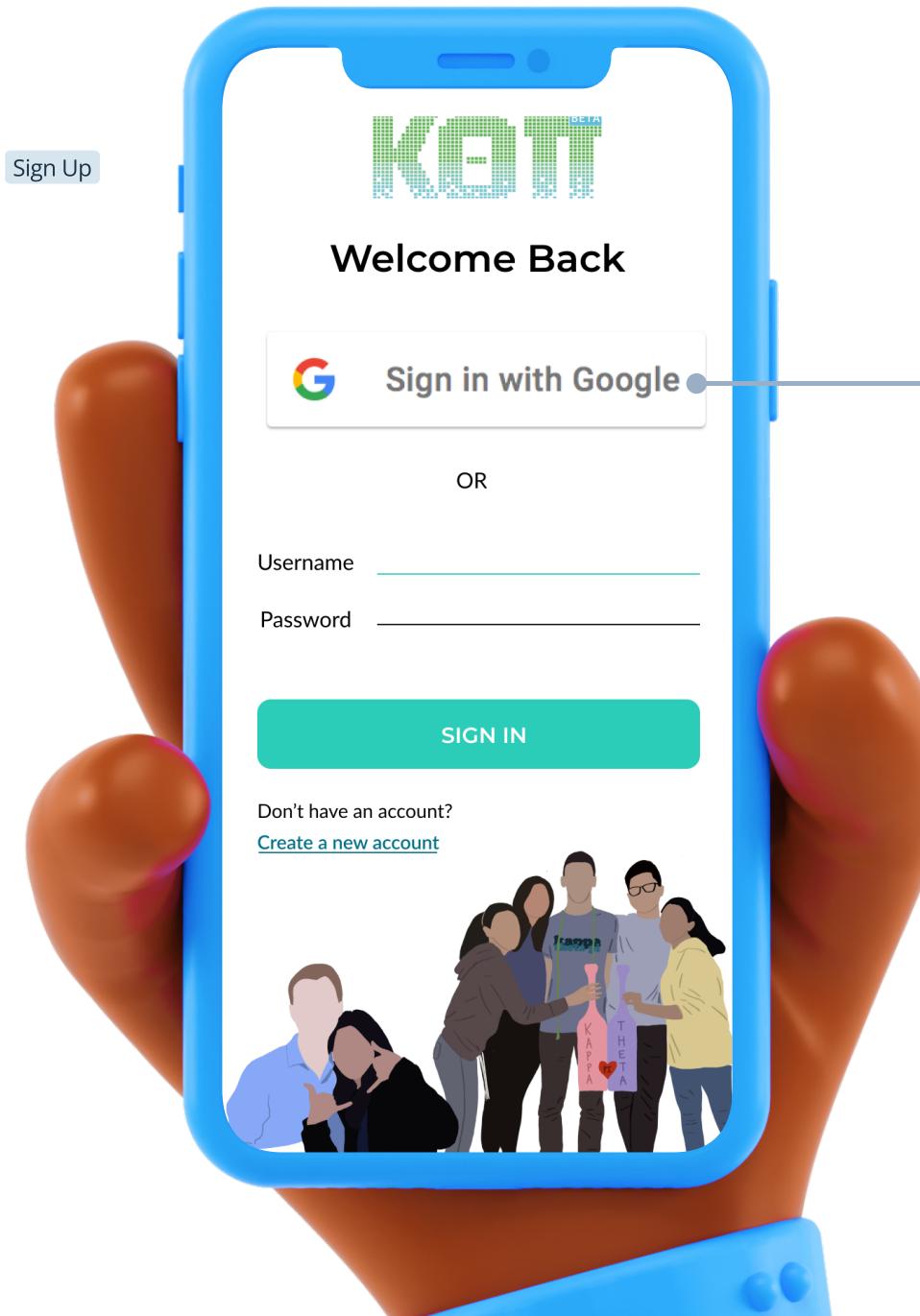
Low Fidelity



WIREFRAMING

Empathize Define Ideate **Prototype** Test

Rushee List Rushee Profile Application Interview AHOT Sign Up



UMich Accounts: The developers used Firebase to authenticate users, which enabled them to restrict access to only active members' emails. Thus, the Sign Up experience design was already set up.

PRODUCT DELIVERY

Empathize Define Ideate Prototype **Test**

Come January 2021, Kappa Theta Pi had a **fully shipped** app in time for Winter Recruitment season.

This was my first experience seeing a design of mine come to reality.



PRODUCT DELIVERY

Empathize Define Ideate Prototype **Test**

Decision Night

During January, we had the privilege to watch our friends use the app. On decision night, we naturally observed how actives interacted with the app as deliberation took place.

From these observations, we saw some opportunities and small fixes to change before next semester.

Application Rank

Currently, the application rank shows as "out of 36", when really these applications are ranked out of 100+, and there's just 36 remaining. This should be changed to provide more accurate context around application quality.

Rushee Cards

While these previews were informative, we realized that the quantitative performance measures were maybe *too* influential. After all, rushees with lower ranks should still be fairly considered.

Computers

App or not, we still saw a handful of active members on their computers during decision night. In the future, a web app could be a more fitting solution, as using your phone for 6 hours could feel distracting or unnatural.

Style

There is lots of work to do with colors and typography, and while this app had lots of hype, nice visuals could be the deciding factor for whether or not it's widely used.

LEGACY

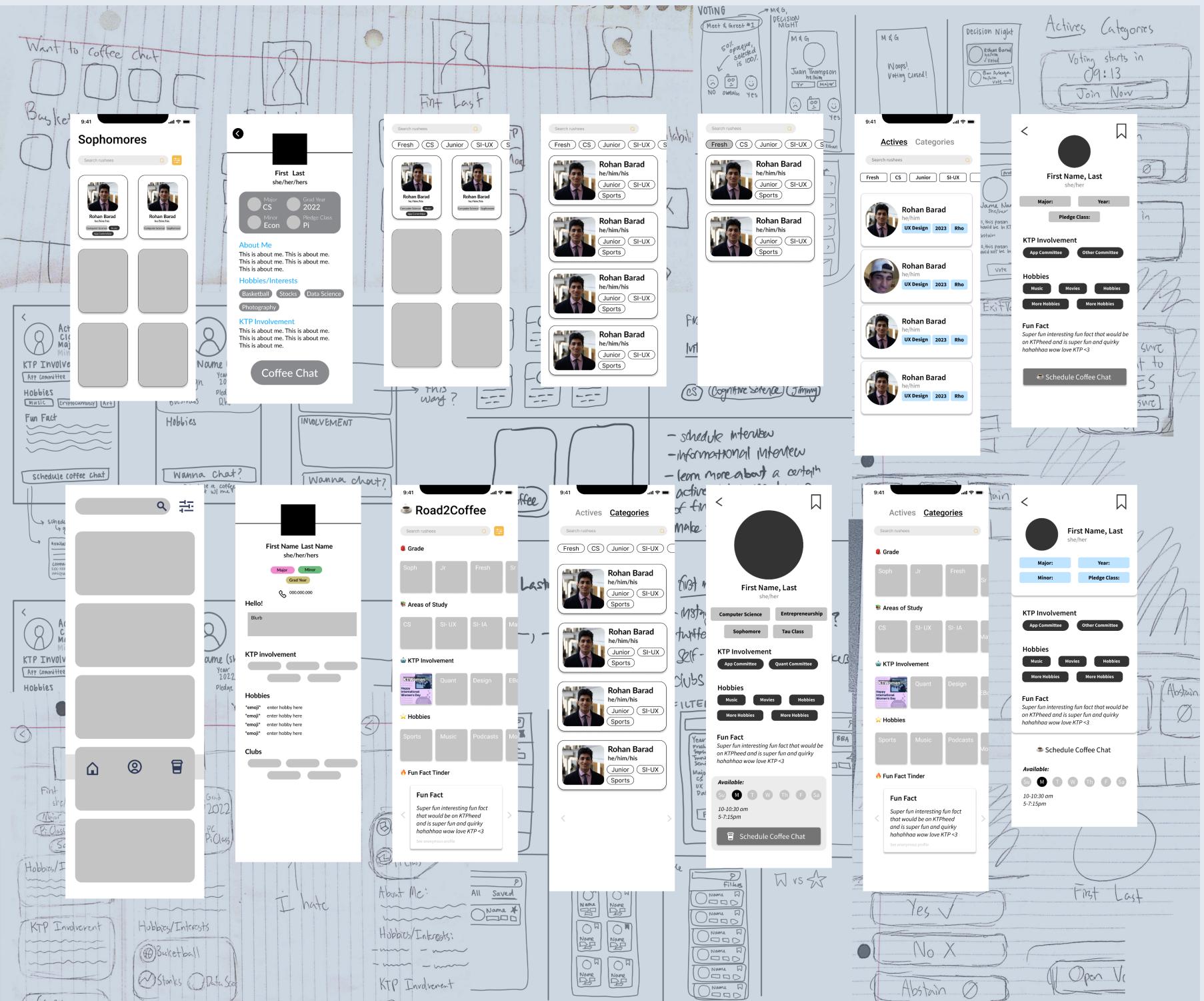
Empathize Define Ideate Prototype Test

Coffee Chat Finder

The next semester, App Committee wanted to implement a Coffee Chat Finder. This feature would be rushee-facing; simply, rushees could use the app to read actives' profiles in order to choose the right person to coffee chat.

Together, we designed active profiles, along with the mechanism of scheduling a coffee chat with an active.

Unlike last semester, these designs were never handed off. As a UX designer, I believe that I should have vouched for a different product direction at the start of the semester, because the Coffee Chat Finder doesn't necessarily solve a problem.

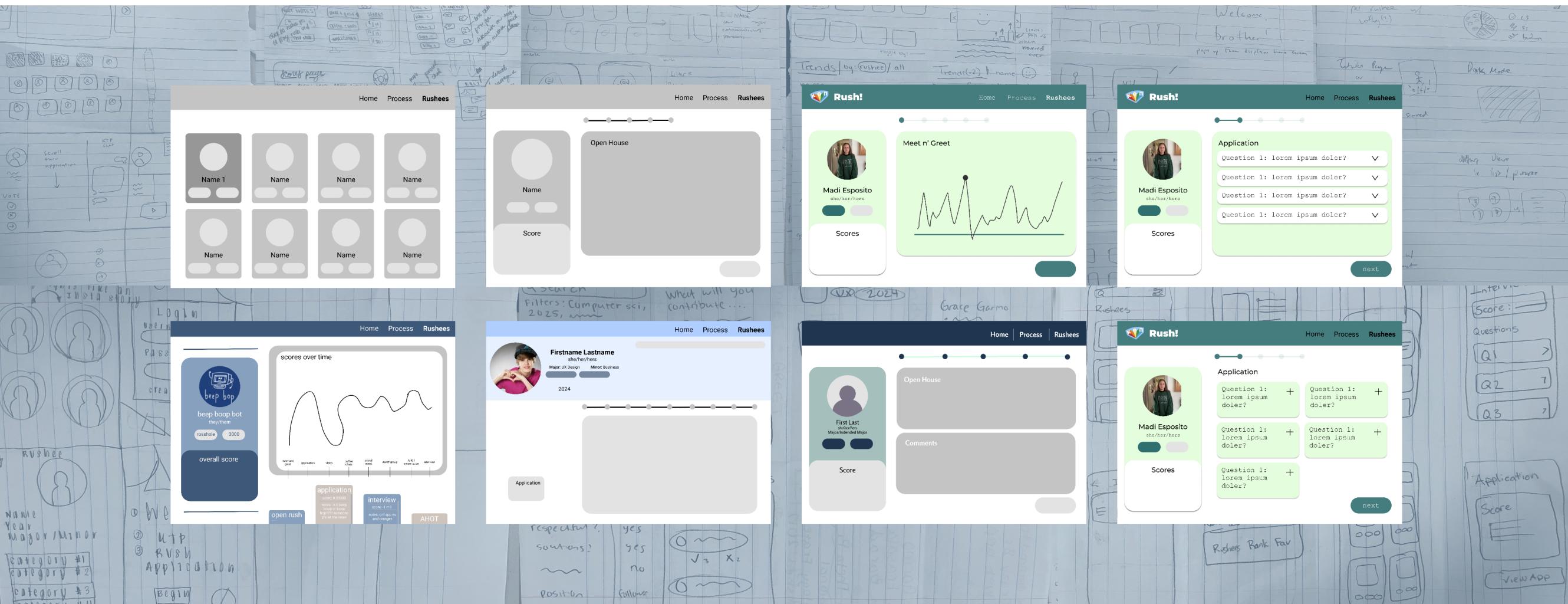


LEGACY

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Design Committee

One year later (Fall '21), App Committee set their sights on a Web App. I took this opportunity to pass the project on to KTP's younger designers. At Design Committee, I showed them the ropes, and off they went *pushing to pixel* ✨.



Thank you!

I really appreciate you taking the time to read through my work :) If you're interested, scroll down to check out some more!

CREDITS: Layouts from this presentation were designed by Pitch, and logo assets were designed by Michelle Gee.