# Idea Exploration: myUNSW

Important Case Studies

* First 6 weeks of university is when most likely for students to leave [Alfred Deakin Uni]
* Georgia Tech: Course Demonstrator ‘Sara Watson’
  + Had a 24/7 near-instantaneous response rate
  + Can link forums using unsupervised learning to identify clusters (Google News)

Difficulties

* Finding residency
* Learning the course
* Understanding/contacting lecturers
* Finding social groups/making friends (domestic students for international)

Possible Solutions

* Buddy system (exists for high school newcomers, extended mentors)
* QA, Researcher Chatbot
  + People are more likely to open up/ask ‘personal’ questions to the chatbot
* SDI - student development extended to all students
  + Airport services, etc
* Rework the existing apps (integrate them into a better experience and cull the unwanted features)
* Design the entry experience and remodel the way people interact with the University from day-to-day
* **Need to speak with faculty/Dean**

*(IBM Lecturer: Debojyoti Mookerjee)*

# Breaking It Down: Deliverables Week 1

## 1. Emphasising (A) and Defining the problem (B)

Customers

* Those who interact with/use student services (myUNSW)
  + Students (particularly newcomers)
  + Staff/Lecturers

Empathy

Students are unable to easily locate and use the services available at UNSW. A major frustration stems from fundamental systems which should be simple – such as planning and enrolling for their courses. As a result, there is a relatively high barrier in understanding, as most students feel even more lost when they enter the University.

International students particularly face issues in communicating, which is not aided by the complex architecture put in place by the University.

### **Analyse:** Potential problems and pain-points

* Hosts are difficult to navigate
* Pages/Apps are poorly designed
* Hard to find what you're looking for
* Gap in culture/language (International students)
* Poor/expensive cross-continental support lines (Calling student services from overseas)
* Servers up/down at seemingly random times\*

### **Synthesise:** Interpret the data, combing feelings with the problem

|  |  |
| --- | --- |
| **Pain-point** | **Existing problem** |
| Hosts difficult to navigate | Bad/Unintuitive User Interface (UI/UX) |
| Pages/Apps are poorly designed | Too many unused (bad) features |
| Hard to find what you’re looking for | Overcrowded, too much irrelevant information (Limited search functionality) |
| Gap in culture/language | No support for other languages |
| Poor/expensive cross-continental support lines | No web/online support |
| Servers up/down at seemingly random times | Maintenance times/reasons not communicated well. No existing backup. |
|  |  |

### **Problem Statement**

|  |  |
| --- | --- |
| User needs | Efficient, easy solution |
| Their problem |  |
| Insights | Require a re-design or change in delivery of the information presented. |

Different languages can be used (NLP)

## 2. Phase 2: Ideation

### Testing their Ideas

Streamline the student experience

### Statistics & Data

Find statistics/data in order to **validate** that there is a problem.

### Target Customer Validation

Potential survey questions:

* Are you happy with currently faculty services?
* Do you currently use any University Apps?

Format

Entering University

* Rate your experience coming into University
* Explain
* How difficult was it for you to settle into University?

Enrolling

* Did you have any issues with enrolling (Trimesters)
* Was it difficult to planning your degree? (whole year)

Friends at University?

* Did you have difficulty making new friends?
* Would you like to make more friends?
* How do you think making friends could be easier?

International

* Did you know about X Y Z services at UNSW?
* What difficulties did you face?

### Research & Development

Use skills of team members to create a better solution