Fachhochschule Dortmund

University of Applied Sciences and Arts

Usability Engineering (MOD2-01)

Case 3 – Student Journey Configurator

Documentation

Group 3 Members:

1. Shreya Bose (shreya.bose001@stud.fh-dortmund.de)
2. Krishna Vaghasiya (krishna.vaghasiya001@stud.fh-dortmund.de)
3. Fatemeh Moradian Tehrani (fatemeh.moradiantehrani001@stud.fh-dortmund.de)
4. Sabit Shaikholla (sabit.shaikholla008@stud.fh-dortmund.de)

Lecturers:
Prof. Christian Reimann, Dr.
Prof. Olha Mikhieieva, Dr.

Dortmund, 2021

Introduction

The Case Study 3 is devoted to the Student Journey Configurator platform in the framework of Managing the Digital Transformation – Digital Education Ecosystem (ManDEE). Additionally, it is aimed to support the students who are planning to start their studies in the EuroPIM (European Partnership for Project and Innovation Management) program, which is one of the largest university partnership consortiums in the sphere of project management. The partner universities are from Bilbao (University of the Basque Country, UPV, Spain), Leuven (KU Leuven, Belgium), Kaunas (KTU Kaunas, Lithuania) and Trondheim (NTNU, Norway).

The platform itself is meant to provide easy-to-use access platform through which the prospective students could configure their studies in different aspects such as which type of specialization they want, whether or not they want the double degree and in which area, whether or not the students have work experience and so on. As the result, the overview of list of courses by semesters is provided, as well as with the list of workshops (with respective time of provision) and recommended links for student career services available from EuroPIM partner universities.

The main aim of this project is to develop a prototype of Student Journey Configurator and provide the usability tests with derived group of users. The underlying point is an attempt to reflect on the main pinpoints of usability engineering while conducting and developing the prototype of the platform.

Procedure

The procedures of the project delivery consist of several parts:

1. Defining 2 personas for the end-product
2. Providing the user stories (scenarios) and Use Case Diagram
3. Developing the first version of the prototype
4. Providing the usability tests with the derived focus group
5. Forming the protocols of end-user reflections in the form of notes
6. Analyzing and the categorizing the common things stated by the users
7. Providing the continuous improvement of the prototype based on the reflections

Personas

To start with, the group has defined two major personas to address the needs and requirements of them during the development of the prototype. The first persona is Ayaan Jayawardane from Colombo, Sri-Lanka, who recently graduated with bachelor's degree in engineering. Currently he is unemployed. During the bachelor studies, he provided his internship in Facebook as a junior software engineer. Particularly, he had a chance to supervise a small project with other team-mates, and finally provided the pitch of the product to the supervisors. At that point, he understood that he wants to develop his skills in the project management area, and therefore is seeking to continue the studies, particularly in that field. The information about this persona can be seen on Figure 1.

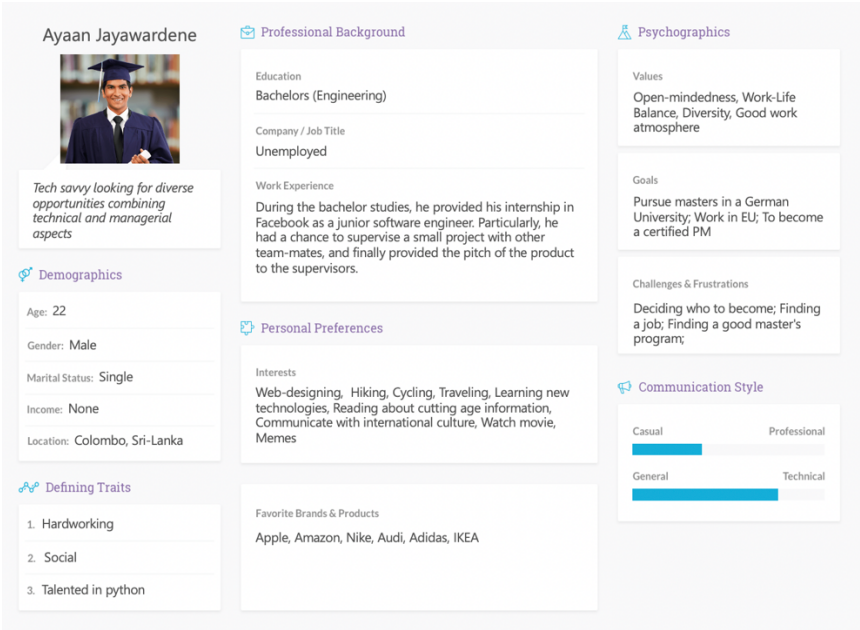


Figure 1. Persona Type 1 for Student Journey Configurator.

The second persona type is Alina Karimi from Teheran, Iran. After graduating with a bachelor's degree in Engineering, Alina decided to work in IT Sales. She became a Digital Marketeer in Boomrang Company for 5 years, departing only recently to pursue her dream of establishing her own startup. However, after providing some research on how to find your own startup, she concluded that she lacks expertise and knowledge in that sphere. In that regard, she decided to apply for EuroPIM program, offering double degree specialization in Project Management and Innovation & Entrepreneurship. The information about Persona Type 2 can be seen on Figure 1.

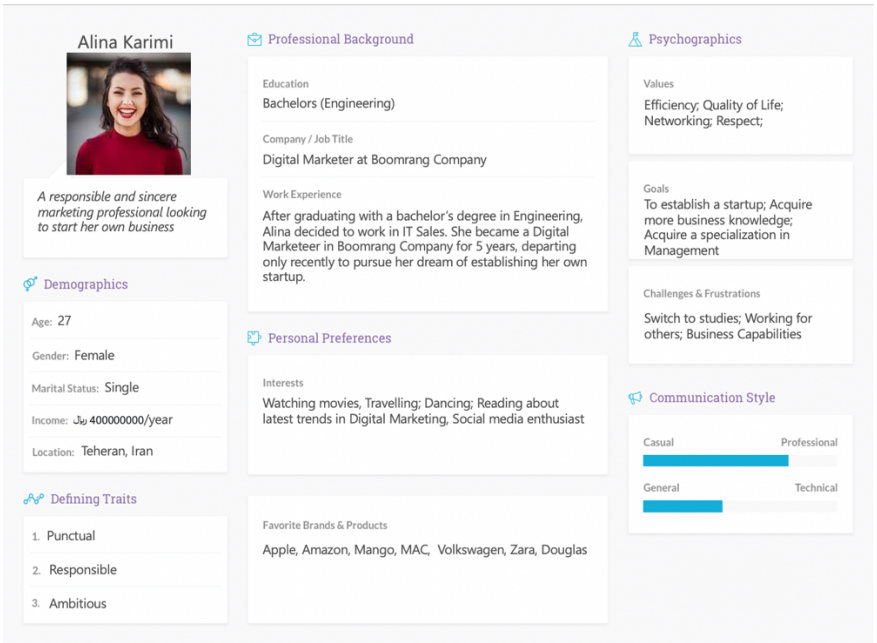


Figure 2. Persona Type 2 for Student Journey Configurator.

Ayaan Jayawardene

Tech savvy looking for diverse opportunities combining technical and managerial aspects

Demographics

Age: 22

Gender: Male

Marital Status: Single

Income: None

Location: Colombo, Sri-Lanka

Defining Traits

1. Hardworking
2. Social
3. Talented in python

Professional Background

Education

Bachelors (Engineering)

Company / Job Title

Unemployed

Work Experience

During the bachelor studies, he provided his internship in Facebook as a junior software engineer. Particularly, he had a chance to supervise a small project with other team-mates, and finally provided the pitch of the product to the supervisors.

Personal Preferences

Interests

Web-designing, Hiking, Cycling, Traveling, Learning new technologies, Reading about cutting age information, Communicate with international culture, Watch movie, Memes

Favorite Brands & Products

Apple, Amazon, Nike, Audi, Adidas, IKEA

Psychographics

Values

Open-mindedness, Work-Life Balance, Diversity, Good work atmosphere

Goals

Pursue masters in a German University; Work in EU; To become a certified PM

Challenges & Frustrations

Deciding who to become; Finding a job; Finding a good master's program;

Communication Style

Casual — Professional

General — Technical

Alina Karimi

A responsible and sincere marketing professional looking to start her own business

Demographics

Age: 27

Gender: Female

Marital Status: Single

Income: ریال 400000000/year

Location: Teheran, Iran

Defining Traits

1. Punctual
2. Responsible
3. Ambitious

Professional Background

Education

Bachelors (Engineering)

Company / Job Title

Digital Marketer at Boomrang Company

Work Experience

After graduating with a bachelor's degree in Engineering, Alina decided to work in IT Sales. She became a Digital Marketeer in Boomrang Company for 5 years, departing only recently to pursue her dream of establishing her own startup.

Personal Preferences

Interests

Watching movies, Travelling; Dancing; Reading about latest trends in Digital Marketing, Social media enthusiast

Favorite Brands & Products

Apple, Amazon, Mango, MAC, Volkswagen, Zara, Douglas

Psychographics

Values

Efficiency; Quality of Life; Networking; Respect;

Goals

To establish a startup; Acquire more business knowledge; Acquire a specialization in Management

Challenges & Frustrations

Switch to studies; Working for others; Business Capabilities

Communication Style

Casual — Professional

General — Technical

User Stories (Scenarios)

Next step was to define and develop the user stories, which are aimed to provide the actions steps to be executed to reach some particular goal. During the discussion and brainstorm sessions, it was decided that there will be different type of users: ones are the students comprised of Persona Type 1 and Persona Type 2; other ones are the Student Office of partner universities who are defining the EuroPIM program in the platform. From the developers' side, two types of maintainers are defined: first - Executive Program Director who manages the program provision; second – Technical Support Manager (TSM) who maintains the technical aspects of the platform. The User Stories can be observed in detail on Figure 3.

USER STORY ID	**As a** *<type of user>*	**I want to** *<perform some task>*	**so that I can** *<achieve some goal>*
1	<class> Student	Find Learning Path to a Speciailization	Acquire a degree in that Specialization
2	<class> Student	Be reminded of upcoming deadlines for document submission	Complete submission of files (documents) on time
3	<class> Student	Find out about Double Degree Programs	Decide whether I want a double degree
4	<class> Student	Enroll in a double degree from a partner university	Acquire a Double Degree
5	<class> Student	Participate in exchange program	Attend a semester abroad
6	<class> Student	Get an overview of my Study Plan	Plan/Schedule my studies
7	Student Office	Add/Update information about exchange programs and degrees	Offer better understanding of program details for students
8	Student Office	Track of information about students who want to apply to the program	Plan/Schedule the program in an effective and efficient manner
9	<sub-class> Student Persona 1	Be specialized in Project Management	Become a certified PM
10	<sub-class> Student Persona 1	Further continue my studies in the sphere of PM	Pursue a PhD program in PM
11	<sub-class> Student Persona 2	Have better networking in business sphere	Utilize it for creating my startup (investments, partners, etc)
12	<sub-class> Student Persona 2	Find programs, courses and workshops that are suitable for me	Ease the process of studying and Increase and enhance my job skills

Figure 3. User Stories for Student Journey Configurator

Use Case Diagram

We have depicted the relationships of possible users to the Student Journey Configurator system with use case diagram (see Figure 4). Our main focus was on the user student and their respective use cases. Student is further subdivided into two subclasses which represents the personas. There are some use cases which are common to both of them. These are, “Find Learning Path”, “Information about Double Degree Programs”, “Participate in Exchange Programs”, “Get Overview of Study Plan” and “Reminder for Document Submission”. There are two specific use cases for each Persona. Examples include “Be specialized in PM” and “Continue to study further in PM” for Persona 1 and “Better Networking” and “Find suitable program” for Persona 2.

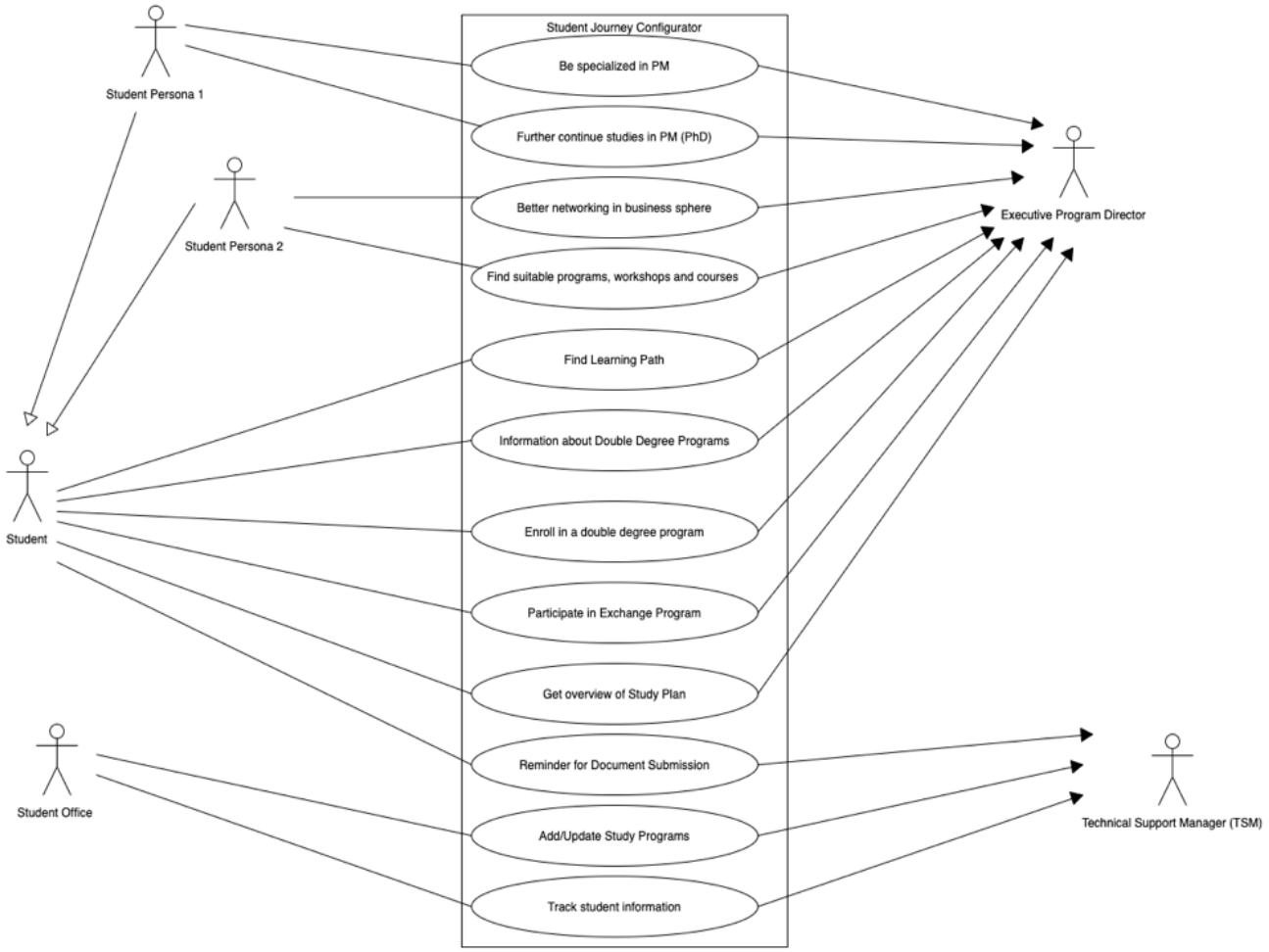


Figure 4. Use Case Diagram for Student Journey Configurator

Test Setup

After developing and finalizing the user stories and use case diagram, the first version of the prototype was developed using the Balsamiq Wireframe tool which simulates the behavior of webpages with some limited level of interactivity. The first page of the prototype can be observed on Figure 5.

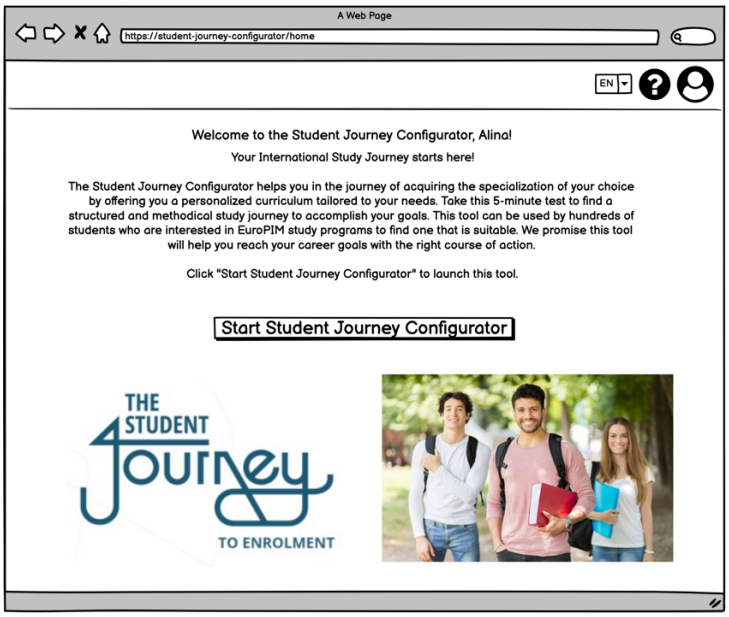


Figure 5. Home Page of Student Journey Configurator Prototype

The next phase was testing the prototype setup with derived groups of testers. The procedure of testing was conducted using Zoom conference meeting platform with screen sharing option. As the prototype was being developed in the Balsamiq Cloud, the link to it was sent directly to the testers so there will not be a direct interaction from the developers' side. During the meeting call a brief overview of Wireframe was provided to the tester. In order to alleviate any possibilities for creating a bias during the testing procedures, the developer team provided following instructions: testers are free to think aloud, to interact with prototype, to inform the developer team when they are done. Moreover, first 3 tests were recorded with the permission of testers. The main point was to observe tester's reaction, interaction with the prototype, areas of confusion, areas of difficulties, areas which delight them and document them in MS Team notes. At last, feedback and suggestions from the testers have been collected accordingly.

Test Phase 1

End User 1 – Jigna

She is studying Web Engineering in Chemnitz University of Technology and by profession she is .NET developer

1. Double Degree was not understandable
2. Save Button was confusing --> Suggested to use Previous and Next
3. Without selecting Specialization, user was able to navigate to other screens
4. Role of "Save" button in Double Degree screen
5. User took a lot of time to find the results of the student journey configurator

End User 2 – Akshay

1. Double Degree_yes screen, there was no option selected and user was confused about it. User expected to be able to select checkboxes/radio buttons.
2. Exchange Semester was not understandable and hence the choices were not clear
3. Expected more information about course overview
4. It was unclear which was the last screen. Suggestion --> Add a "Thank You Message for using this tool"

End User 3 – Keerthi

She is studying Data Science in TU Dortmund and worked as a Robotic process automation developer

1. Course Overview Button (Screen: 2_List_Of_Subjects) was confusing
2. Expected an option to be selected in screen of Double 2 Degree Screen: 5_2_Yes
3. User did not click Finish Button, hence results were not shown
4. Suggestion --> User would have liked to select options herself

Test Phase 2

End User 4 – Minkesh

He is a student at Leibniz University Hannover and working student at FORMTEKNIK GmbH in the field of Additive manufacturing

1. Back/Previous button for reselect choices or previous tabs.
2. Next tab should be appeared after first choice (for step-by-step procedure).
3. Instead of finish button write “Submit” (because we are submitting our choices and then system producing results).
4. Experience tab -> select No (what will be result of selecting No? If the final output-result screen 2 is based on this selection, then there is no need to provide this result screen 2 on selection of work experience “Yes”)
5. Design is user friendly and easily understandable.

End User 5 – Kanak

He is working as a Design Engineer at FORMTEKNIK GmbH Dortmund

1. On each tab, instead of button name as “Save”, write “Next/Continue” (So that user can understand that this is step by step procedure).
2. Back/Previous button for reselect choices or previous tabs.

3. Help button -> unclear about subject (what to add in subject?).
4. Exchange program tab -> select Need more info. About exchange program (what happens?)
5. Exchange program tab was unclear (there should be more details on exchange program tab to understand what kind of exchange program offered or where it will take place? some content about university where it will take place).
6. Require back and previous button on result screen (what if user want to change their first entries and reproduce result? Currently they must start whole configurator tool again for changes)
7. Result screen 2 -> there should be option like contact us for more details on our offerings.

End User 6 – Arjun

He is working as a Plant simulation engineer

1. Did not get what is Course overview represents?
2. If user is not saving their choices on first 2 tabs and then save everything on 3rd tab will it save all tabs entries? (he said that as a user he wants that functionality)
3. Before producing result there should be "Preview" button to see what kind of results I will get based on my selection of preferences so I can have overview before final results.
4. Need more information about Exchange program.
5. Home page -> some useful information like partner university names should be highlighted to get first and direct glance of essential information about student journey configurator.
6. Information provided below result screen should be highlighted (did not read it at first glance)
7. User friendly design.

End User 7 – Rohit

He is a student at Leibniz University Hannover and doing his internship

1. Not able to get result screen at first glance.
2. Not clear about what happens on save button.
3. Exchange program -> not clear what does it mean and what kind of exchange program you are offering (e.g., Uni. Name, program name).
4. Not able to get step-by-step process of configurator.
5. Change "finish" button name. (e.g., Show result or Generate your result)

End User 8 – Kishan

He is working as a Project Engineer at W & A Technologies GmbH, Ravensburg

1. Not clear what course overview represents or what to do in course overview.
2. Should be step-by-step process (not necessary that user will go through one by one so queue of mandatory steps should be managed accordingly).
3. Extracurricular activities tab -> there should be maximum selection number (what if someone selects all? Maximum 2-3 selection should be done because semester break is for limited time)
4. Work Experience -> if yes then there should be little description of what kind of experience user have and in which field (based on that system will generate response)
5. Exchange program -> Some information about which university will provide exchange course and what kind of courses.

6. Last result screen -> confusing because of too many links (2-3 links should be there 1. Job offerings 2. Career service)
7. Help -> There should be one option for attachment of file in case someone want to attach something.

End User 9 – Savan

He is a student at Leibniz University Hannover and doing his Project thesis.

1. Help -> what kind of help you are offering (some info. About help)
2. Back/Previous option on each tab
3. Not able to understand what is result screen represents at first glance because did not read content of home page and what for these tools are used.
4. Design is flexible to use, and visualization is clear

End User 10 – Farzad

He is a Web-designer from Iran and point to some issue on our deign.

1. After producing result there should not be go to next page with Next Button, it is better to change the name of button.
2. on Help page, there is a box that is not clear its functionality and it could be better, you write in box: Enter your message with transparent color.
3. on Help page, after submitting your message, it is better to have another page or pop-up page to show user "your message sent successfully."
4. if it is possible, it is better that all pages have same elements.
5. on Double Degree page, it is better instead of putting Yes, No and I do not know button, put checkbox, then in front of yes button show 4 specializations to user select them. it is because as aspect of SEO, nested pages are not a good idea and with this design, user conduct to another page for Yes option.

End User 11 – Sepehr

He is a Network Engineer from Iran.

1. on Help page, there is a box that is not clear its functionality and it could be better, you write in box: Enter your message with transparent color.
2. it could be better all pages have pictures for better looking and with the same size in the same position.
3. on some pages like Elective, it is better to put save & next Button to be clearer for users it goes to next step.
4. on Doble Degree page, putting save button have no meaning because neither user clicks on save button, nor does not click on save button, it goes to next step.

End User 12- Jignasa

She is Android developer from India.

1. Design is easily understandable
2. Home button -> instead of button put Icon of Home or logo of website
3. Instead of Button "generate result" write "show result" (because user thinks on generate it will download or generate pdf file)
4. In result screen table -> confusion between separation of rows and columns
5. In result screen table -> Total credit (repeating words more time)

6. Last result screen -> button “finish”

Test Phase 3

End User 13 – Akmaral

She is a recent graduate of “Master of Engineering Management” program from Kazakhstan. Currently she is working as IT Project Manager in “Astana Hub”.

1. Design is user-friendly and easily understandable
2. Step-by-step procedure is clear
3. Lack of interaction (suggestion: to make more interactive)
4. Availability to send results to email or to store them on PC
5. To make main logo throughout all pages (top left corner)
6. To make pictures more transparent, otherwise they look as a raw PowerPoint pages
7. Overall, easily understandable structure of the web-platform

End User 14 – Ildar

He is a recent graduate of “Master of Engineering Management” program from Kazakhstan. Currently unemployed.

1. He liked the idea of having such kind of tool, as it helps student to get an overview on their future studies
2. The user interface is friendly and understandable
3. The structure of the procedure is clear
4. The web-page environment is not efficiently used (too many spaces left unused)
5. Using some unified color palette will be more pleasing to the user
6. The pictures and images are placed just to be there, but they can be enhanced in a way to be more attractive
7. The logo of the main webpage should be used on other webpages
8. After submitting a question on Help page, some message stating that “Your message is sent” will be useful
9. In summary, despite some small issues, the UI and main aim of the web-platform is clear and easy-to-use.

End User 15 – Zhanybek

He is a recent graduate of “Master of Engineering Management” program from Kazakhstan. Currently he is working as a process engineer at JTI company.

1. Web-tool is easy-to-use
2. Processes are structured and clear
3. Some built-in web-assistant tool on the bottom-right corner might be useful at future stages
4. More information about courses is required, and links the handbook is good. However, more detailed information about and every course can be implemented in the web platform in future stages.
5. The map of my future course studies might be helpful
6. Contact information about course coordinators might be required
7. Downloadable PDF of the resulting program overview is required
8. Overall, structure and cohesion of UI is at high level

Summary of Test Results

- "Save" Button

Majority of testers have pointed out that "Save" button presented in the first prototype was somehow confusing and the main point of it was not understandable. Moreover, some of the testers have suggested to replace that button with "Previous (Back)" and "Next" buttons in order to introduce the easy-to-use navigation throughout all webpages.

- "Course Overview" Button

As well, the "Course Overview" button presented in the first prototype have created the attention diversion among the test takers. Additionally, as it was meant to provide some additional information as a reference for the list of subjects and courses available in the program, the main aim of it was not so clear for testers. In that sense, it was decided to add that information on a webpage regarding the course selection in a form of a link directing to program modules handbook. The webpage of list of courses was eventually removed from the first home page in the final version of the prototype.

- "Exchange Semester" Webpage

In that particular webpage, some of the testers were confused with the meaning of exchange semester. In order to increase the level of clarity of what exactly represents the exchange program, the hyperlink directing to the main website of the EuroPIM program was introduced. Besides that, the conveying information about the program was added in the form of a text box. In later stages of testing, the clarity of meaning of exchange semester was confirmed to be at consistent level.

- "Double Degree" Webpage

The same way as in "Exchange Program" webpage, some of testers could not understand the meaning of what the double degree program is. In that regard, the additional information about the program was added in the form a textbox to a webpage. Besides that, another issue was with the options, as they were represented with buttons instead of checkboxes. Therefore, in order to be consistent and coherent in terms of design, options were represented with the checkboxes.

- "Results" Webpage

One of the main issues during Testing Phase 1 was that some users could not managed to reach the "Results" webpage due to confusion created by the initial structure of navigation between webpages. Therefore, the breadcrumbs hierarchy of webpages was introduced so that testers will not be confused with step-by-step procedure of the Student Journey Configurator. Besides that, it was not clear for testers whether they have finished the procedure or not, which was a problem in terms platform usability. In that sense, the webpage with preview of results was introduced with the option to edit the choices made. The resulting overview of study program was introduced in a way to show that it is the final page of the Student Journey Configurator.

Recommended Changes

After Test Phase 1, we implemented minor changes in the prototype based on tester feedback. These include the following:

- We moved course overview button on the top right corner (instead of top left corner)
- We moved "Start Student Journey Configurator" button from bottom of the screen to the middle of the screen.
- We renamed button "Save" as "FINISH" in "Extracurricular Activities"

After Test Phase 2, we implemented major changes in the prototype, which are described as follows:

- Deleted "Course Overview" and "Elective" screens as well as "Course Overview" button
- Updated message in the first screen to reflect persuasive design
- Added hyperlinks wherever necessary to redirect to information webpages.
- Renamed "Save" button to "Save & Next"
- Added new button "Previous"
- Added user icon, updated home and help icons
- Removed nested screen: Double Degree – Yes
- Added information about Double Degree, Electives, Exchange Programs in respective screens and changed their positioning.
- Modified Double Degree Screen with the following changes: Replaced buttons with checkboxes, added a second question to select the second specialization
- Added Preview Screen with button for showing results
- Updated Table in Configurator Results, merged content of two output screens to one
- Rephrased question in the extracurricular screen for better understanding
- We modified the options reflecting duration of experience in "Work Experience" screen
- We added a new question in Work Experience screen to describe "work experience" in more detail
- We renamed "Next" button in Configurator Output screen to "RETURN HOME"
- We added the following instruction "Write your message here…" in text areas in the screens "Extracurricular Activities" and "Work Experience"

After Test Phase 3, we documented the changes suggested by the testers, however these are not implemented yet. These include the following:

- Introduce Chatbot functionality to be able to ask questions
- Introduce a way to save the final results as pdf/excel/any other form of document

A Web Page

https://student-journey-configurator/home

EN

Welcome to the Student Journey Configurator, Alina!

Your International Study Journey starts here!

The Student Journey Configurator helps you in the journey of acquiring the specialization of your choice by offering you a personalized curriculum tailored to your needs. Take this 5-minute test to find a structured and methodical study journey to accomplish your goals. This tool can be used by hundreds of students who are interested in EuroPIM study programs to find one that is suitable. We promise this tool will help you reach your career goals with the right course of action.

Click "Start Student Journey Configurator" to launch this tool.

Start Student Journey Configurator

THE STUDENT Journey TO ENROLMENT

A Web Page

https://student-journey-configurator/specialization

EN

Specialization ›

Student Journey Configurator

In which field you want to specialize?

- ◉ Project Management
- ○ Innovation and Enterprenership
- ○ Digital Transformation
- ○ Sustainability

Are you unsure about which Specialization to select?

Learn more about EuroPIM Specializations

Save & Next

A Web Page

https://student-journey-configurator/double-degree

EN

Specialization › Double Degree ›

Student Journey Configurator

The Double Degree program offers students a chance to enroll in dual degree programs of FH Dortmund and its partner universities that are in Bilbao (University of the Basque Country, UPV, Spain), Leuven (KU Leuven, Belgium), Kaunas (KTU Kaunas, Lithuania) and Trondheim (NTNU, Norway).

Are you interested in a Double Degree?

- ☐ Yes
- ☑ No
- ☐ I don't know

(Answer this question only if the previous answer was "Yes")
Choose a Specialization for the second degree

- ○ Project Management
- ○ Innovation & Enterprenership
- ○ Digital Transformation
- ○ Sustainability

Previous | Save & Next

A Web Page

https://student-journey-configurator/electives

EN

Specialization › Double Degree › Electives ›

Student Journey Configurator

One of the marked * electives is mandatory for the students of the Master's course European Master in Project Management (EuroMPM-IT).

Choose Your Electives:

- [x] Managing Digital Change*
- [ ] Agile Management*
- [ ] Information Processing and Data Analytics*
- [ ] Trends in Project Management*
- [ ] Digital Business Ecosystems
- [x] Management Systems and Audit
- [ ] Project Finance, Procurement, Legal Aspects
- [x] Research Seminar

Learn more about Electives

Previous | Save & Next

A Web Page

https://student-journey-configurator/exchange_program

EN

Specialization › Double Degree › Electives › Exchange Program ›

Student Journey Configurator

An exchange program offer students a chance to study a semester abroad at one of our partner universities

Do you want to participate in the exchange program?

- [x] Yes
- [ ] No
- [ ] I don't know

Learn more about exchange program

Previous | Save & Next

A Web Page

https://student-journey-configurator/help

EN

Help and Support

If you require any help, please contact through the following form

Name

Contact Email

Subject

Text your message here...

Submit

THE STUDENT Journey TO ENROLMENT

A Web Page

https://student-journey-configurator/results

EN

RESULTS: EUROMPM (IT)

Semester 1	Semester 2	Semester 3 (Exchange Semester at UPV Spain)	Semester 4
Project Management Fundamentals Project Planning & Controlling Self Management & Social Competence Quality Management & Standards Transversal Skills	International Comm & Change Management Multi Project Management & Organization Leadership & Teams Digital Business & Ecosystems Managing Digital Change (Elective)	Research Seminar Management Systems & Audit Project Thesis	Master Thesis

WORKSHOPS DURING SEMESTER BREAK

"How to Startup ?" - 30th August 2021, 9:00 - 14:00 hrs
"Reference Management" - 3rd September 2021 - 5th September, 10:00 - 12:00 hrs

An email for enrollment confirmation has been sent to your account . Cancellation is possible from ODS, at the latest 1 Week before the course starts.

RECOMMENDATION

It is recommended to be familiarized with the workshop offerings, internships, and part-time jobs available through the DEE platforms.

Job Market at FH Dortmund
Student Career Services at KU Leuven
Career Service at FH Dortmund
Career portals at NTNU
Internship places at KTU
Job centres at UPV/EHU

More Information about Modules

RETURN HOME

A Web Page

https://student-journey-configurator/experience

EN

Specialization › Double Degree › Electives › Exchange Program › Experience ›

Student Journey Configurator

How much work experience do you have (internships excluded)?

- ○ None
- ○ Less than 3 years
- ◉ 3 - 5 years
- ○ More than 5 years

Write 2-3 sentences about your work experience(if any) including job description, skills, and interests:

Write your message here...

Previous | Save & Next

A Web Page

https://student-journey-configuratore/extracurricular-activities

EN

Specialization › Double Degree › Electives › Exchange Program › Experience › Extracurricular Activities ›

Student Journey Configurator

We conduct multiple workshops during the semester break through our career service. These are the Extracurricular Activities, and they are not mandatory to complete your program.

- [x] How To Startup ?
- [ ] Microsoft Office
- [ ] IT Security - Beginner
- [ ] Conversation Skills
- [x] Reference Management
- [ ] My First Term Paper - Know How
- [ ] Online Career Coaching
- [ ] Time Management
- [ ] None

Did not find suitable courses yet? Which courses would you like us to conduct? (Please write us a message)

Write your message here ...

Note: Workshops are conducted during semester break on weekdays between 9 am to 2:30 pm

Previous

GO TO PREVIEW

A Web Page

https://student-journey-configurator/preview-results

EN

Specialization › Double Degree › Electives › Exchange Program › Experience › Extracurricular Activities › Preview

Student Journey Configurator - Preview of Results

Do you agree with the choices made?

If Yes, please press "Show Results" button

1. Field of Specialization:
   - Project Management

2. Double Degree (yes):
   - Innovation and Entrepreneurship

3. Chosen Electives:
   - Managing Digital Change
   - Management Systems and Audit
   - Research Seminar

4. Exchange Program:
   - Yes

5. Work Experience:
   - Yes

6. Extracurricular Activities:
   - How to Startup?
   - Reference Management

Go Back

SHOW RESULTS

Student Journey Configurator

By:

Shreya Bose

Krishna Vaghasiya

Sabit Shaikholla

Fatemeh Moradian Tehrani

Agenda

- Persona
- User Story & Use Case Diagram
- Prototype
- Test Setup
- Iterative Testing
- Prototype: Before and After
- Conclusion

Persona 1

Ayaan Jayawardene

Tech savvy looking for diverse opportunities combining technical and managerial aspects

Demographics

Age: 22

Gender: Male

Marital Status: Single

Income: None

Location: Colombo, Sri-Lanka

Defining Traits

1. Hardworking
2. Social
3. Talented in python

Professional Background

Education

Bachelors (Engineering)

Company / Job Title

Unemployed

Work Experience

During the bachelor studies, he provided his internship in Facebook as a junior software engineer. Particularly, he had a chance to supervise a small project with other team-mates, and finally provided the pitch of the product to the supervisors.

Personal Preferences

Interests

Web-designing, Hiking, Cycling, Traveling, Learning new technologies, Reading about cutting age information, Communicate with international culture, Watch movie, Memes

Favorite Brands & Products

Apple, Amazon, Nike, Audi, Adidas, IKEA

Psychographics

Values

Open-mindedness, Work-Life Balance, Diversity, Good work atmosphere

Goals

Pursue masters in a German University; Work in EU; To become a certified PM

Challenges & Frustrations

Deciding who to become; Finding a job; Finding a good master's program;

Communication Style

Casual — Professional

General — Technical

Persona 2

Alina Karimi

A responsible and sincere marketing professional looking to start her own business

Demographics

Age: 27

Gender: Female

Marital Status: Single

Income: ريال 400000000/year

Location: Teheran, Iran

Defining Traits

1. Punctual
2. Responsible
3. Ambitious

Professional Background

Education

Bachelors (Engineering)

Company / Job Title

Digital Marketer at Boomrang Company

Work Experience

After graduating with a bachelor's degree in Engineering, Alina decided to work in IT Sales. She became a Digital Marketeer in Boomrang Company for 5 years, departing only recently to pursue her dream of establishing her own startup.

Personal Preferences

Interests

Watching movies, Travelling; Dancing; Reading about latest trends in Digital Marketing, Social media enthusiast

Favorite Brands & Products

Apple, Amazon, Mango, MAC, Volkswagen, Zara, Douglas

Psychographics

Values

Efficiency; Quality of Life; Networking; Respect;

Goals

To establish a startup; Acquire more business knowledge; Acquire a specialization in Management

Challenges & Frustrations

Switch to studies; Working for others; Business Capabilities

Communication Style

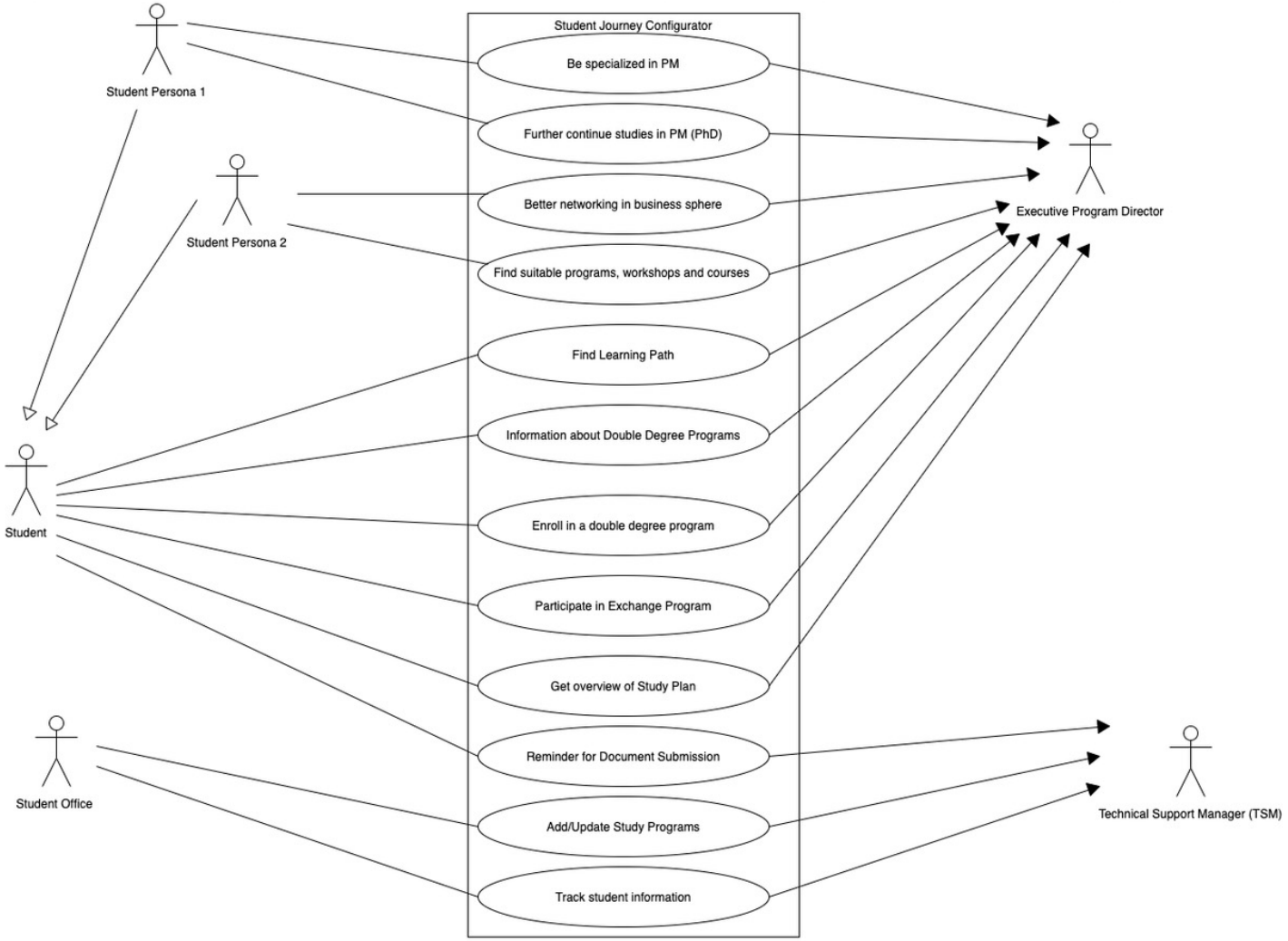
Casual — Professional

General — Technical

User Story

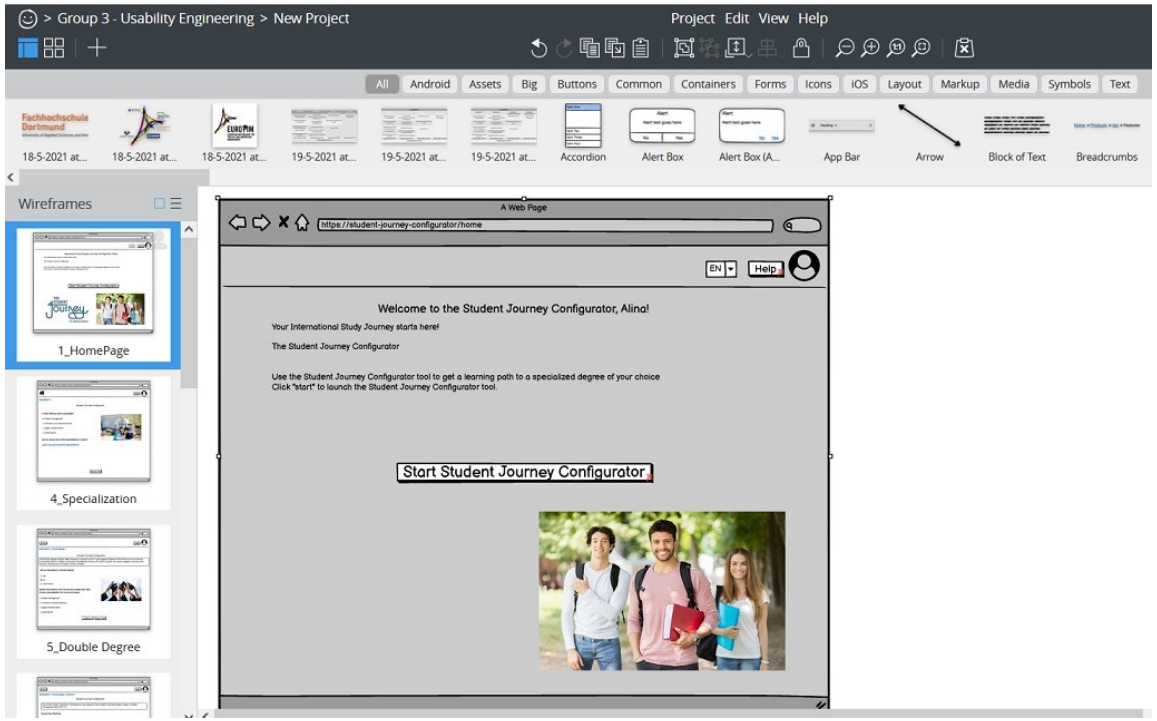
USER STORY ID	As a *<type of user>*	I want to *<perform some task>*	so that I can *<achieve some goal>*
1	<class> Student	Find Learning Path to a Speciailization	Acquire a degree in that Specialization
3	<class> Student	Find out about Double Degree Programs	Decide whether I want a double degree
4	<class> Student	Enroll in a double degree from a partner university	Acquire a Double Degree
5	<class> Student	Participate in exchange program	Attend a semester abroad
6	<class> Student	Get an overview of my Study Plan	Plan/Schedule my studies
9	<sub-class> Student Persona 1	Be specialized in Project Management	Become a certified PM
12	<sub-class> Student Persona 2	Find programs, courses and workshops that are suitable for me	Ease the process of studying and Increase and enhance my job skills

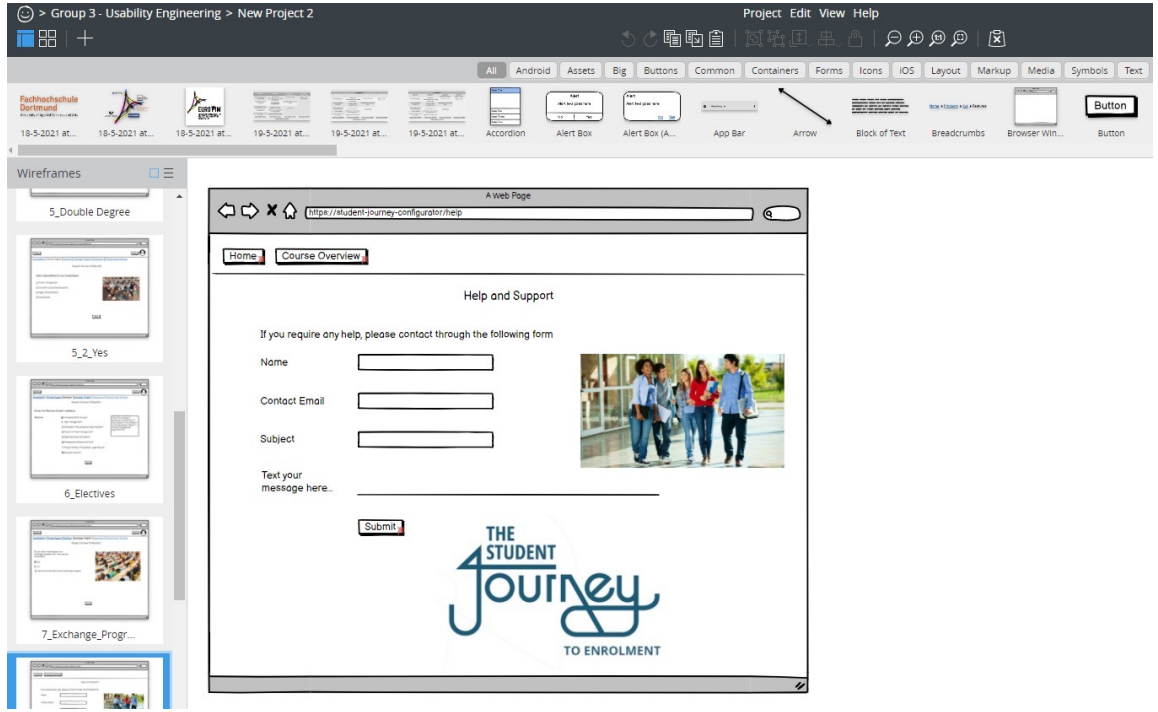
Use Case Diagram



Prototype

We use wireframe tool for creating our prototype





Test setup

- We conduct testing over zoom call and screen share.
- In the call we describe a brief overview of wireframe to the tester.
- Our prototype was available in wireframe cloud. We share accessible link to the testers.
- We give the following instructions: to think aloud, to interact with prototype, to inform us when they are done (We recorded 3 test with their permission).
- We observe tester‘s reaction, interaction with the prototype, areas of confusion, areas of difficulties, areas which delight them and document them in MS Team notes.
- At last, we take feedback and suggestions from the testers.

Tester’s Information

Tester No.	Background
1	She is studying Web Engineering in Chemnitz University of Technology (Chemnitz University of Technology) and by profession she is .NET developer
3	She is studying Data Science in TU Dortmund and worked as a Robotic process automation developer
4	He is student at Leibniz University Hannover and doing his Master Thesis in the field of Additive Manufacturing
5	He is working as a Design Engineer at FORMTEKNIK GmbH
6	He is working as a Plant simulation engineer
11	He is a Web Designer from Iran
12	She is Android developer, and she is from India
14	He recently graduated with Engineering Management degree from Kazakhstan. Currently unemployed.

Iterative Testing

Test: Phase 1

Conducted with 3 users

Overall Tester Feedbacks:

- Not so user friendly
- attention diversion
- tool functionality not understandable

Prototype changes - Minor

Test: Phase 2

Conducted with 9 users

Overall Tester Feedbacks:

- Prototype design changes recommendation
- difficulty in understanding

Prototype Changes - Major

Test: Phase 3

Conducted with 3 users

Overall Tester Feedbacks:

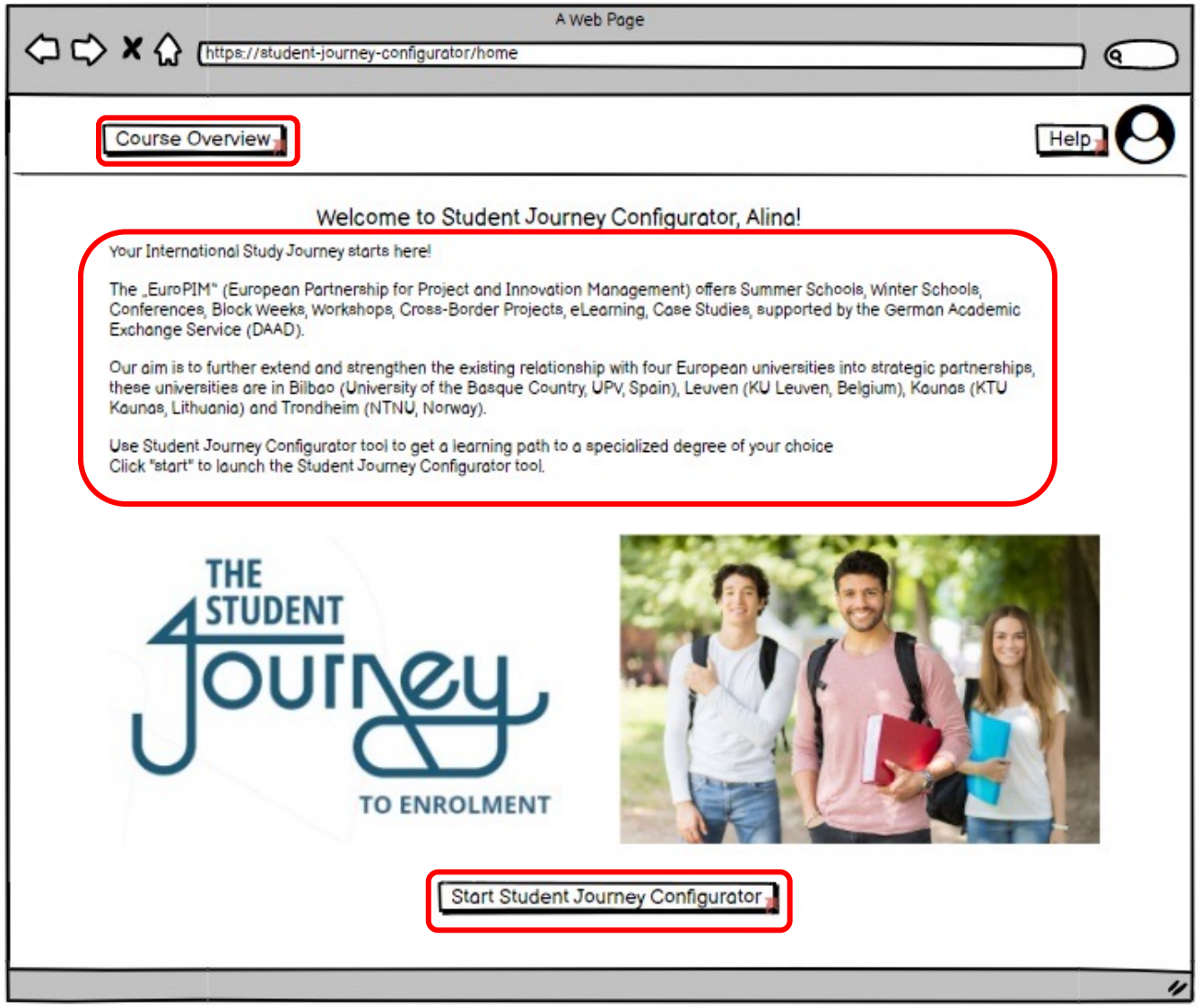
- user friendly
- prototype functionality understood
- suggestions for future improvements

Documentation of unimplemented changes (for future use)

Prototype: Before and After

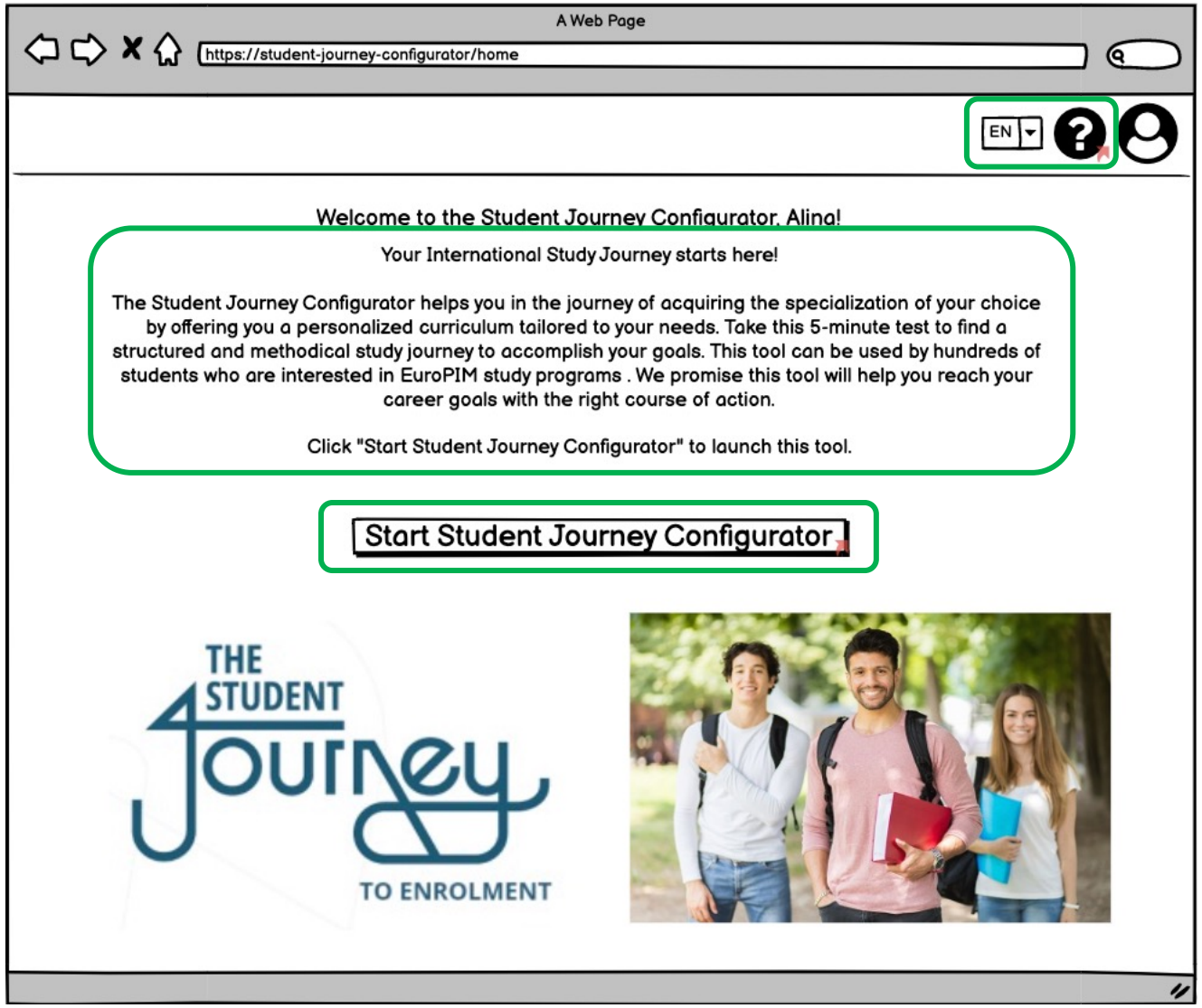
Home Page

in first version



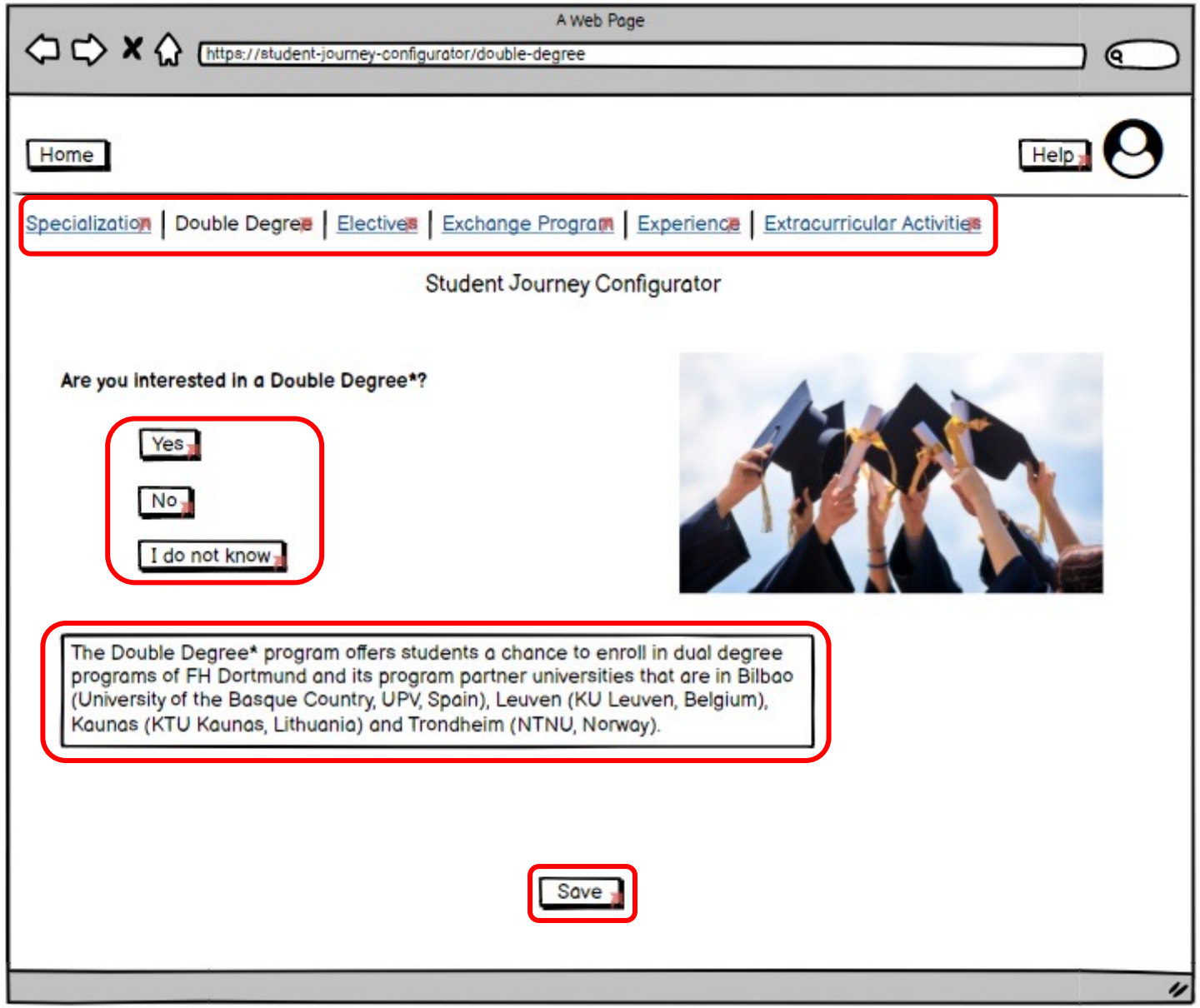
Home Page

in Final version



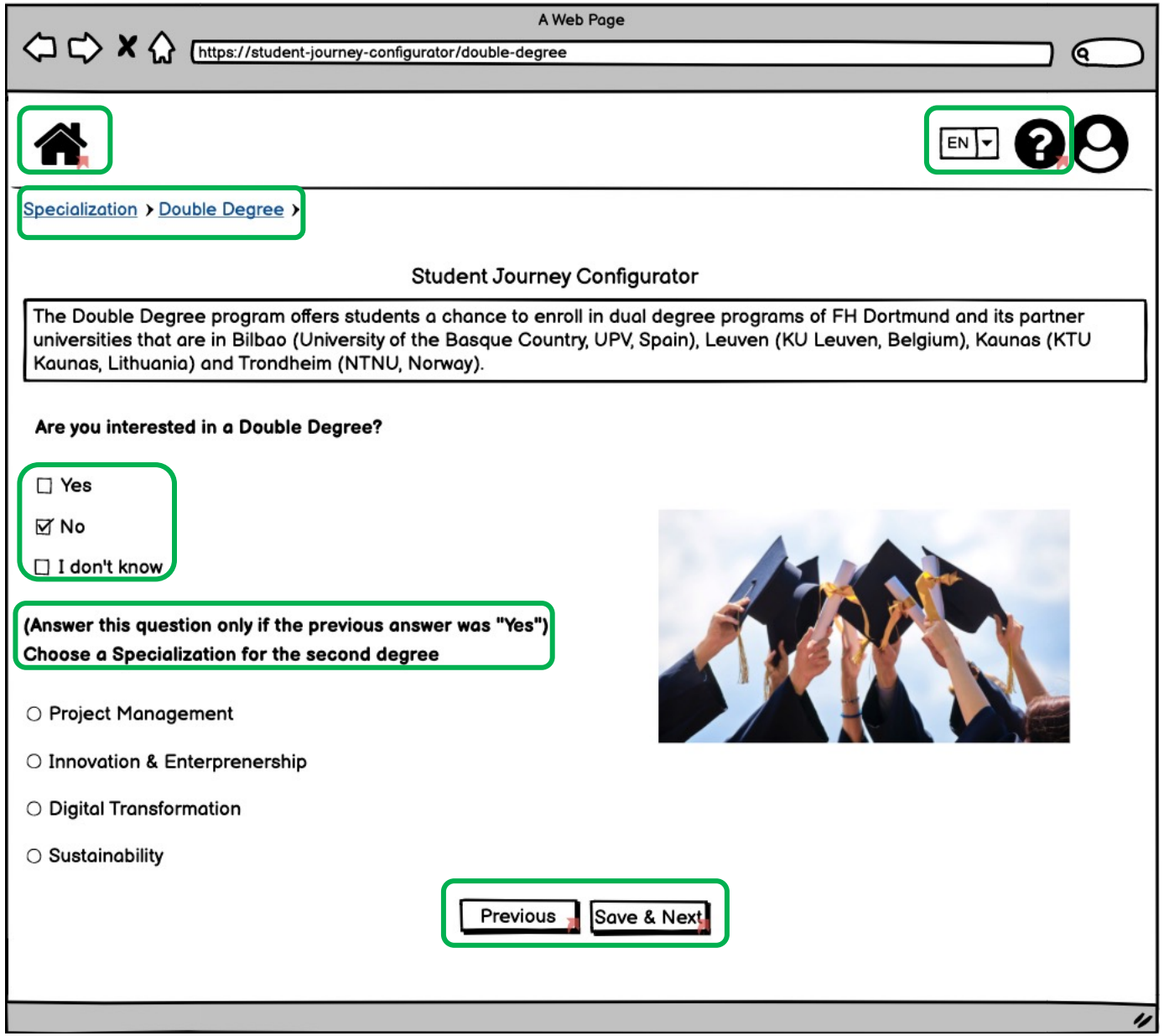
Double Degree page

in First version



Double Degree page

in Final version



Conclusion

- Defined main types of users and their behavioral patterns using different tools and techniques
- Documented the user feedback in the form of protocols and notes
- The iterative approach for changes and improvements is taken as a backbone of the development
- Developed a prototype of a Student Journey Configurator and provided the usability tests with derived group of users (focus group)
- Attempted to reflect the main pinpoints of usability engineering while conducting and developing the prototype of the platform

Thank You !!