**CP2408 Design Thinking and Creative IT Industries**

**Assignment 2**

**Team Members:** Akash Gupta, Jamie Robb, Eriq Tatti

**Part 1**

**Roles during iterations:**

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| **Iteration 1** |
| **Drawing/Designing:** Akash, Jamie, Eriq |

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| **Iteration 2** |
| **Drawing/Designing:** Akash, Jamie, Eriq |
| **Construction of paper prototype:** Jamie, Eriq |

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| **Iteration 3** |
| **Drawing/Designing:** Akash, Jamie, Eriq |
| **Creating Balsamiq prototype:** Akash |

**Part 2**

MVP 1

Hypothesis: To connect student, teachers and employer through a medium so that they can share information, exchange documents etc.

Our first idea was to create a unique email domain (cairns@IT-JOBS.com) where employers will send the job requirements to the staff on this email and staff will send this job posting to suitable students. If students want to apply staff can reply with recommendation to employer with student details. The idea was simply based on email communication. We just created an email domain to communicate. We used lean UX method and created paper sketches of our idea and before creating the prototype we felt we needed to evaluate our idea. We wrote our interview questions and planned to interview IT students for start. Based on the feedback we received we moved towards our next MVP.

Assumption: Everybody will use it and will regularly check this email for notifications.

Interview Questions:

Q1. Are there any inherent problems with our design in your opinion?

Q2. Was the design easy to use and navigate?

Q3. Is there anything you think could be added to make it better?

Q4. Do you feel like this would help you find a job?

Q5. What other methods do you feel would be more suitable to help you find a job?

MVP 2

Hypothesis:

If students, teachers, and employers have a more efficient form of contact they will be able to increase the number of students that are employed after university and employers will have an easy way to employ IT students.

Our next idea was to create an app which allowed for actual communication between all parties. This involved having a streamlined way for employers to advertise multiple job listings at the same time, to offer these to staff member’s accounts on the app, and then for the staff members to be able to send these to specific students. Having an app instead of an emailing system meant that emails would not get lost amongst a long list and would instead be all in one list on one page. It also means that employers would be able to list a multitude of jobs without having to specifically send them to staff members. Staff members would be able to see a list of all jobs available and send them to specific students to recommend them. We used same interview questions and planned to interview IT students for start. Based on the feedback we received we moved towards our next MVP.

Assumptions: Students and Employers will sign up and have access to smart phones for downloading the app.

Interview Questions:

Q1. Do you use smart phone for job searching? What does you review on that?

Q1. Are there any inherent problems with our design in your opinion?

Q2. Was the design easy to use and navigate?

Q3. Is there anything you think could be added to make it better?

Q4. Do you feel like this would help you find a job?

Q5. What other methods do you feel would be more suitable to help you find a job?

MVP 3

Hypothesis: If we create a better platform other than an app then students, employees and staff will have an easier time connecting and it will allow more post-graduate students to get jobs.

The third MVP was a website as we received feedback that a lot of employers and students would not be overly interested in using an app regularly and we believed that a website would be the best choice. We found out that employers do not use website to post job as they have pc installed in their offices through which they post job. For students, they feel comfortable to use website to apply for a job. They don’t mind app to send them notifications for job posting or updates but they are comfortable applying online.

Assumption: Students and employers have internet connections to their computers and

they will use our website.

Interview Questions:

Q1. Do you use computers for job searching? What does you review on that?

Q1. Are there any inherent problems with our design in your opinion?

Q2. Was the design easy to use and navigate?

Q3. Is there anything you think could be added to make it better?

Q4. Do you feel like this would help you find a job?

Q5. What other methods do you feel would be more suitable to help you find a job?

**Part 3**

Meeting 1: 18-08-17, 12pm–1pm, 60 minutes

During this meeting the group members initially met up to get to know each other. We also discussed the available topics for the assignment, and discussed how we would solve problems and the types of solutions that were applicable to the available topics.

Meeting 2: 22-08-17, 12pm-1pm, 60 minutes

In the previous meeting we had discussed the available topics and potential solutions to problems, so after the meeting we set out to research the topics to see further define the options for solutions, so during the second meeting we discussed our ideas for solutions and further elaborated upon each other’s concepts and ideas.

Meeting 3: 01-09-17, 12pm-1pm, 60 minutes

During this meeting we met up to discuss the first assignments template and the requirements of the first assignment, we then assigned ourselves work and sections of the assignment template that we each had to fill out.

**Part 4**

For the first iteration of our website MVP we initially brainstormed ideas for what the website would look like and certain feature we would need to include to solve our problem. We then critiqued our ideas for the websites and determined features that were necessary and the feature that we could cut. We then designed our website using sketches incorporating all the information and features that we had brainstormed and critiqued into or sketches and designs. After this we then reiterated upon our sketches, so that they could be used as reference for developing a paper prototype.

We used 10 plus ten 10 sketching to develop solutions for our problem. We developed many different iterations for our designs, we designed many different versions of a website to solve our problem and made many different concepts for a phone app and an email domain.

For storyboarding we first discussed the narrative that we would try to represent, we then began drawing the panels first detailing our target audience, then a panel detailing the problem we had to solve, the next few panels showed the target audience utilizing our solution, and the final panel depicts the problem being solved.

**Part 5**

During the first iteration, the dedicated email domain, we found our target audience gave feedback that suggested that our target audience did not like emails, as they are disorganized and hard to follow up with.

During the second MVP, a phone application, we found from our target audience, that businesses and employers do not utilize applications to hire employees, and rather use websites to hire staff.

**Appendix**

Meeting 1: 18-08-17, 12pm–1pm, 60 minutes

Meeting 2: 22-08-17, 12pm-12:45pm, 45 minutes

Meeting 3: 01-09-17, 12pm-2pm, 120 minutes

Meeting 4: 08-09-17, 12pm-1pm, 60 minutes

Meeting 5: 15-09-17, 11am-12pm, 60 minutes

Meeting 6: 22-09-17, 12pm-1:30pm, 90 minutes

Meeting 7: 29-09-17, 12pm-12:30, 30 minutes

Meeting 8: 06-10-17, 12pm-1pm, 60 minutes

Meeting 9: 20-10-17, 12:15pm-1pm, 45 minutes







