

BBOARD

A DIGITAL BULLETIN BOARD FOR STUDENT ORGANIZATIONS

Brief

A new school year is approaching and the orientation team is looking to you for some design expertise.

Design an experience for new students to browse, search, and propose new student organizations.
Provide your overall process, a wireframe flow, and one to two screens at higher fidelity.

B.Board

A web app for students, as well as future students who are considering to enroll, to access information about student organizations in order to promote the participation of group activities, with the goal to develop their personal and professional relationships, as well as cultivating a connected student culture.

STRATEGY

~~Kindergarten~~
~~Elementary School~~
~~Jr. High School~~
~~High School~~
University / College

Target Audience

What type of students at what type of school would I be designing for? I considered different levels of schools in order to identify the audience that I will be designing for.

I chose post-secondary since it is where student organizations are most active and widely spread. Students could build professional relationships and prepare for their adult life. Joining a student organization would help new students gain various skills beyond the classroom.

Mission of Student Organizations

To enhance their educational experience, students are encouraged to participate in group activities that allow them to develop personal and professional relationships, learn leadership and organizational skills, and serve the community.

Source: Nicholls State University

Purpose

In order to design this experience, it was important to understand the purpose of student organizations. I aimed to translate this concept onto the user experience to help student organizations gain more members while promoting the value of engaging with the school community.

Context: New school year
Client: School orientation team

Audience: New students + those planning to enroll
Use of Product: To browse, search, and propose new student organizations

Goal: To cultivate a connected school culture by encouraging new students to engage with various student organizations.

~~Orientation
Club Fair~~

School website

~~School app~~

~~Word of mouth~~

Web App

Orientations and club fairs are great ways to discover student organizations, though the value of developing a great web experience is that it is accessible to all at all times.

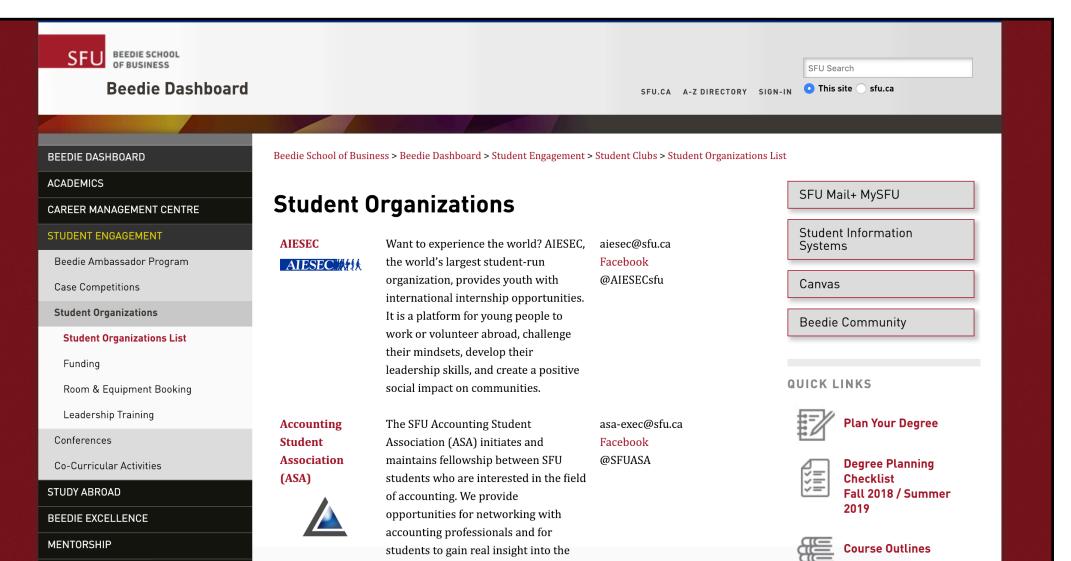
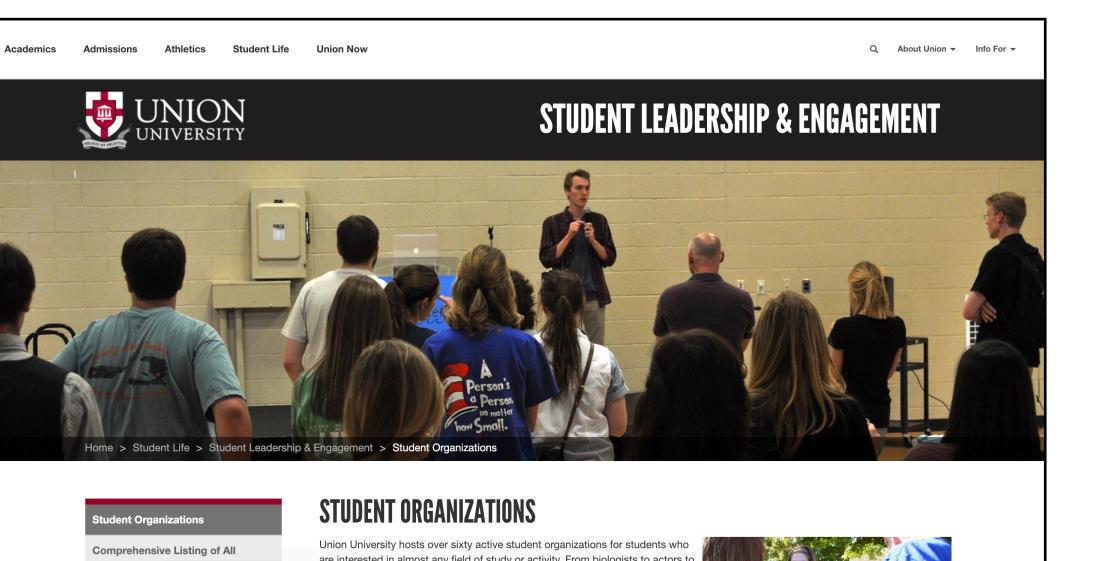
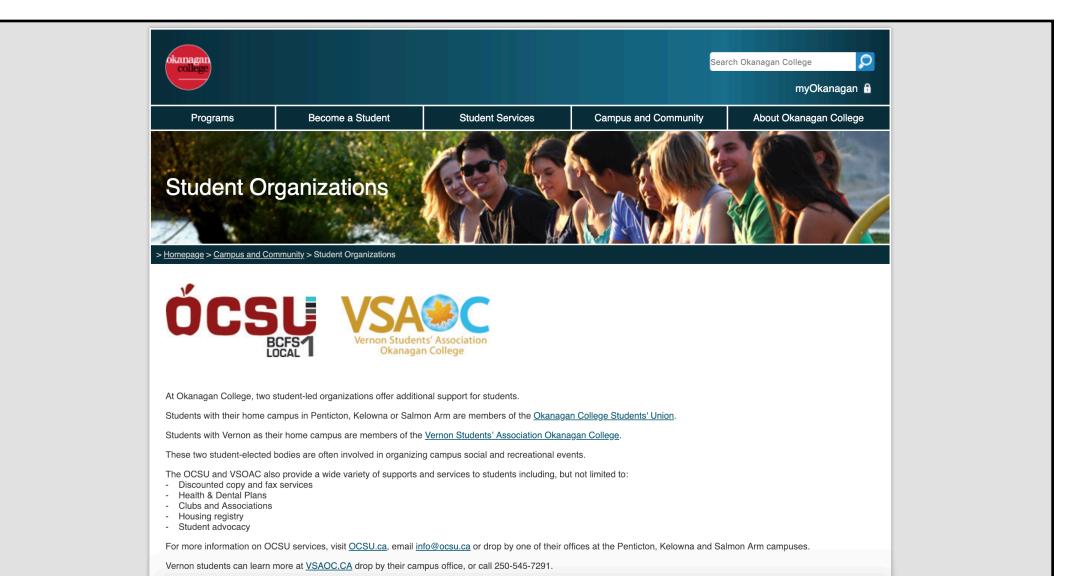
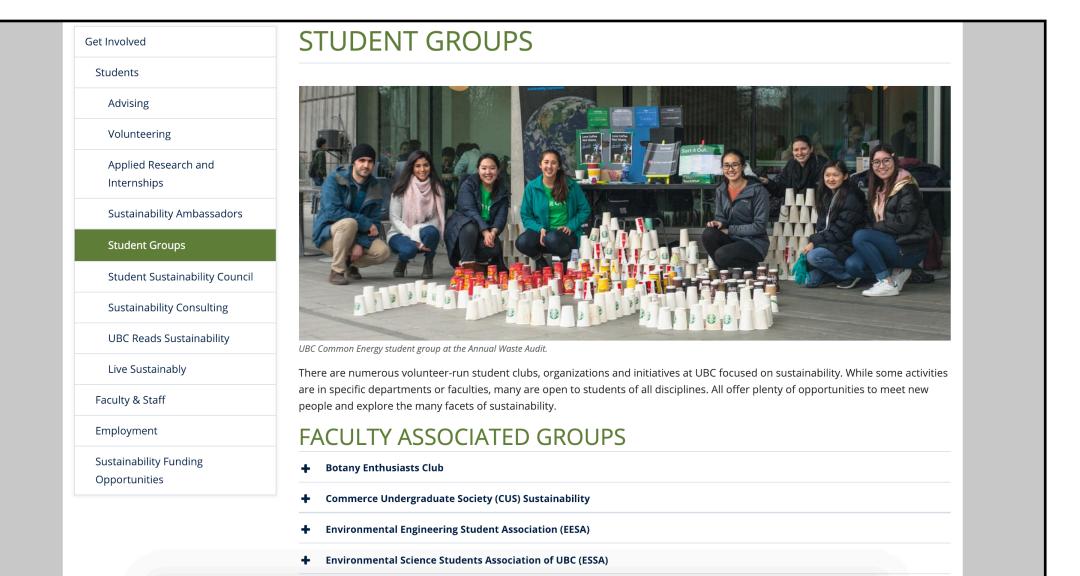
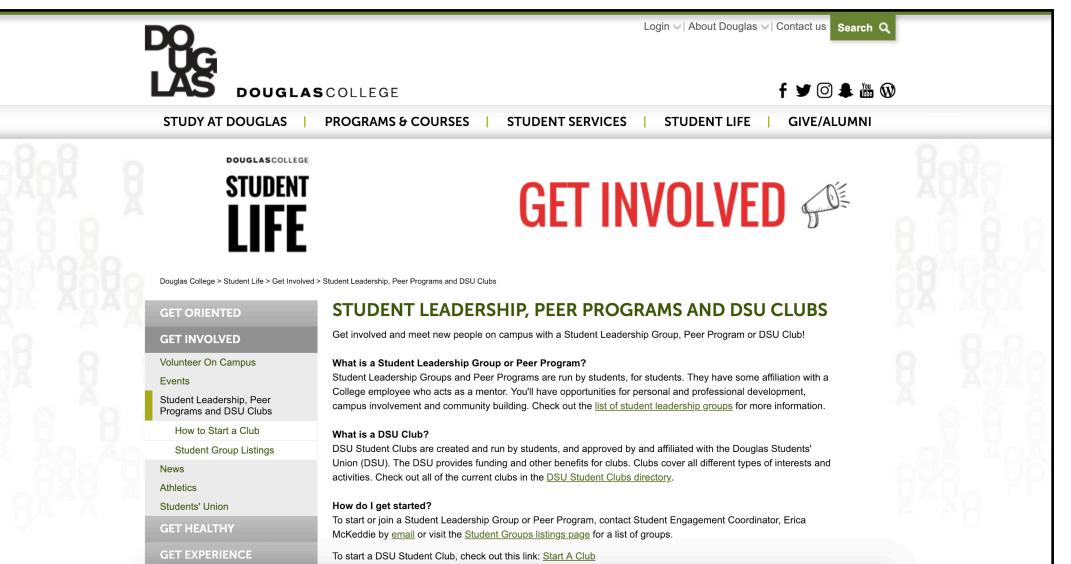
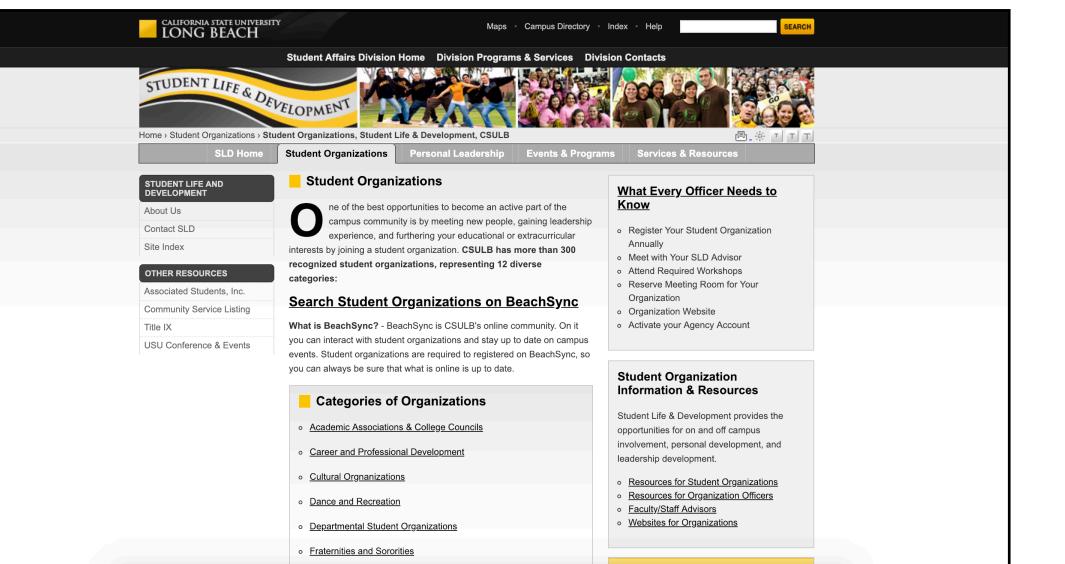
By showcasing student organizations on the school website, future students could get a sense of the level of engagement within the school community.

I envision this product to be used by different academic institutions in which is inclusive to not only enrolled students, but for those who are planning to enroll in the near future.

Precedent Study

All school websites contain similar content and layout which is easy to understand, yet visually stagnant. There's a lack of consistency in the type of information that is provided among the student organizations within the universities and the visual/information design remain under developed.

This limits the discoverability of student organizations, resulting in new students not being able to quickly find something that aligns with their interest.



Proposed Experience

This is the framework of the proposed experience. The goal is to ease the process of searching student organizations and to lower the barrier of entry of proposing new ideas.



Design Principles

Based on the research and insights, I've established design principles to guide my form development. The user experience should reflect these three concepts with the aim to reach the product goal.

DISCOVERABLE

How might we ease the process of exploring student organizations while orchestrating an enjoyable experience?

COMMUNITY

How might we convey the value of serving the school community to encourage students to participate in student organizations?

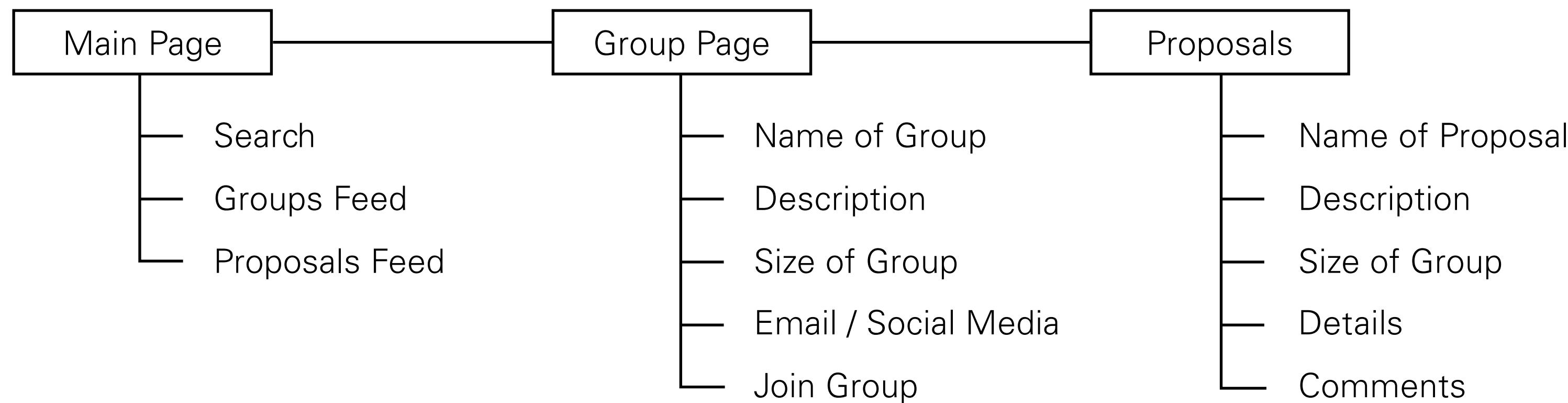
ENCOURAGE VOICES

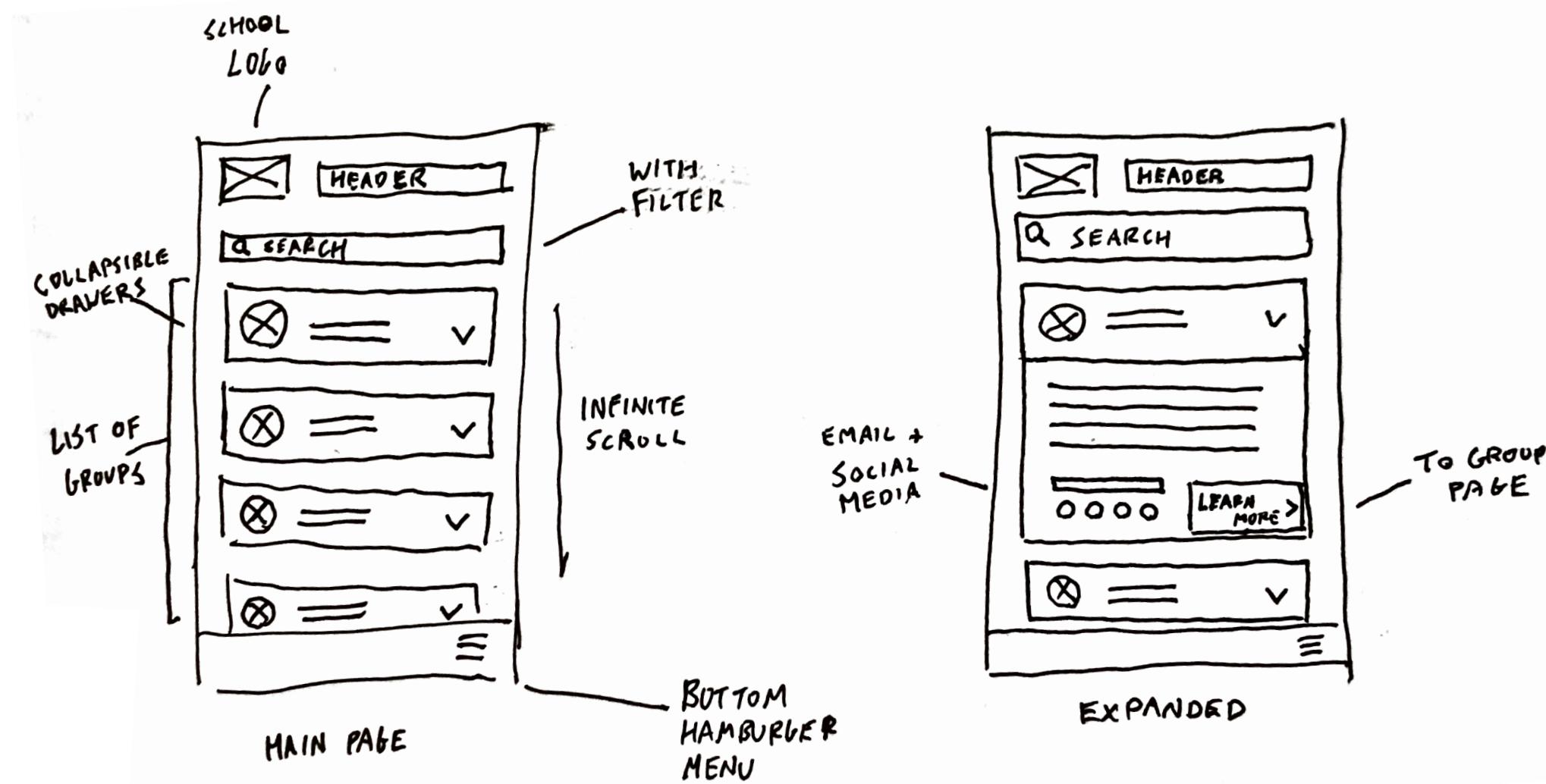
How might we portray a school culture that welcome new ideas to motivate students to propose new student organizations?

EXECUTION

Information Architecture

After defining the design principles, I laid out the type of content that could be shown on each page. This architecture was refined as I iterated through the UI but sorting the content first helped my thought process moving forward.



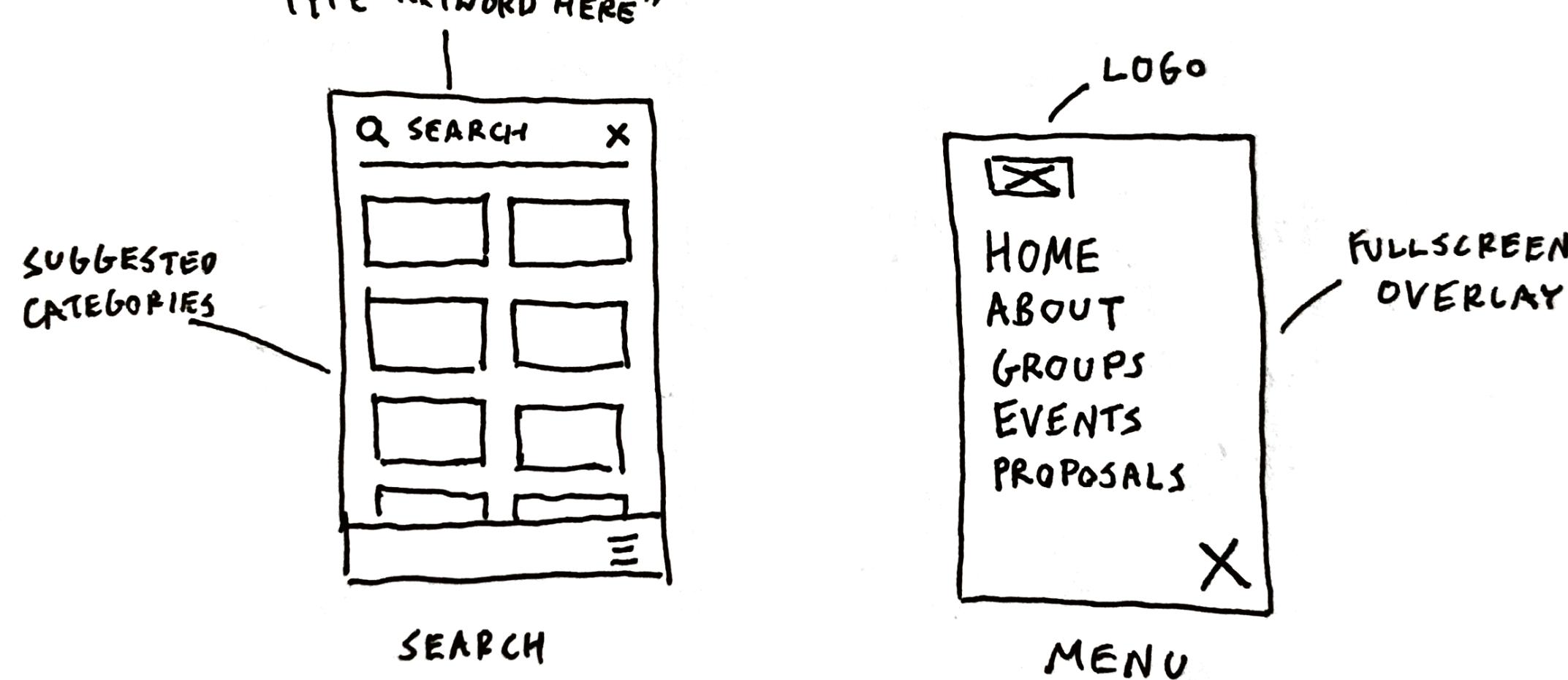


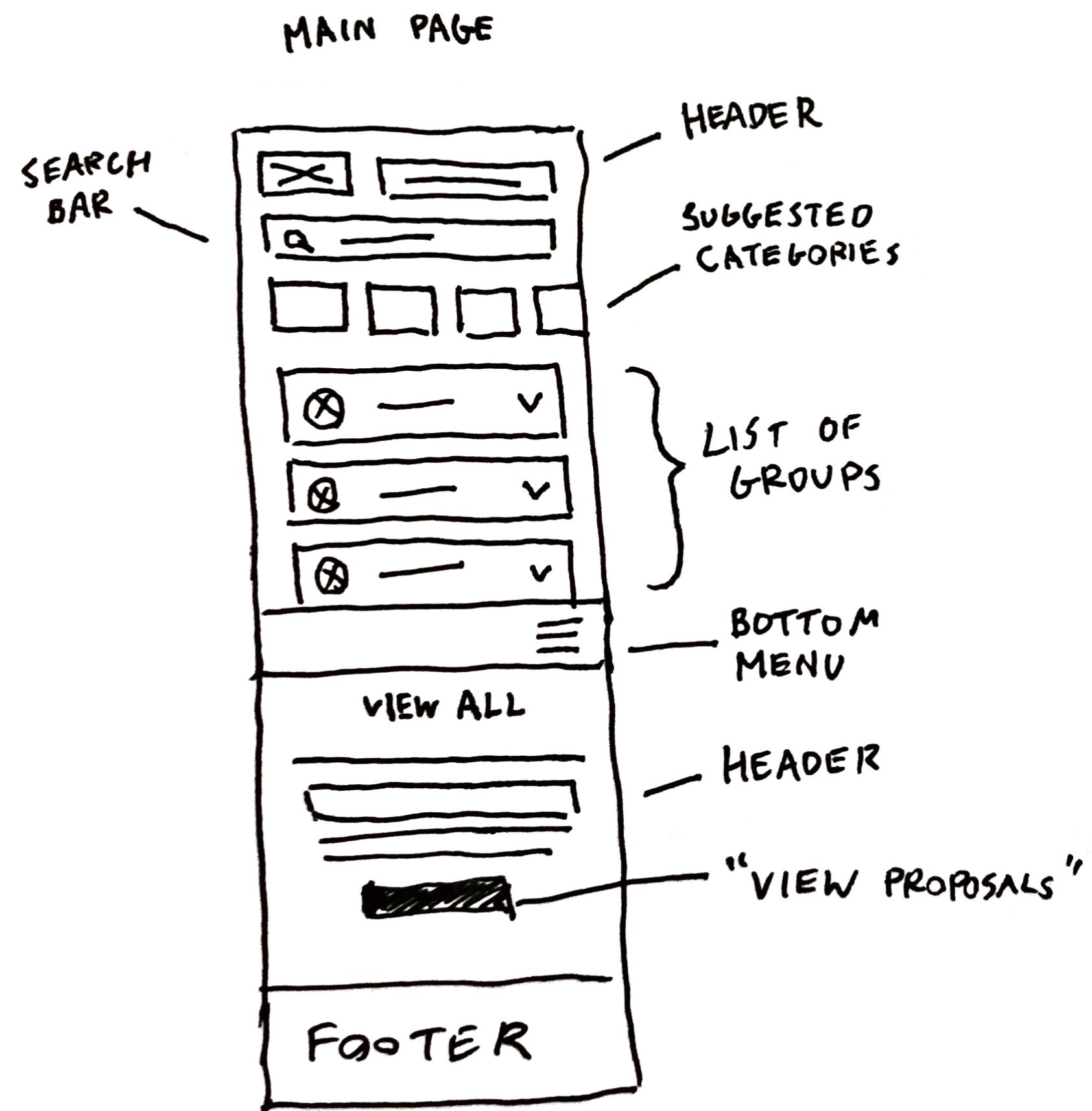
Initial Wireframes

This was the first iteration of wireframes I created based on the initial IA. I chose to design for mobile web considering the increase in the use of mobile devices as well as mobile-first development.

This iteration contained a separate page for Search and a collapsible drawer UI for the feed. This aligned with the 'Discoverable' concept, but was also adding a layer of friction to get to the actual content.

I chose to place the menu bar at the bottom considering ergonomics. By doing so, people can access the menu with ease when holding the phone with one hand.





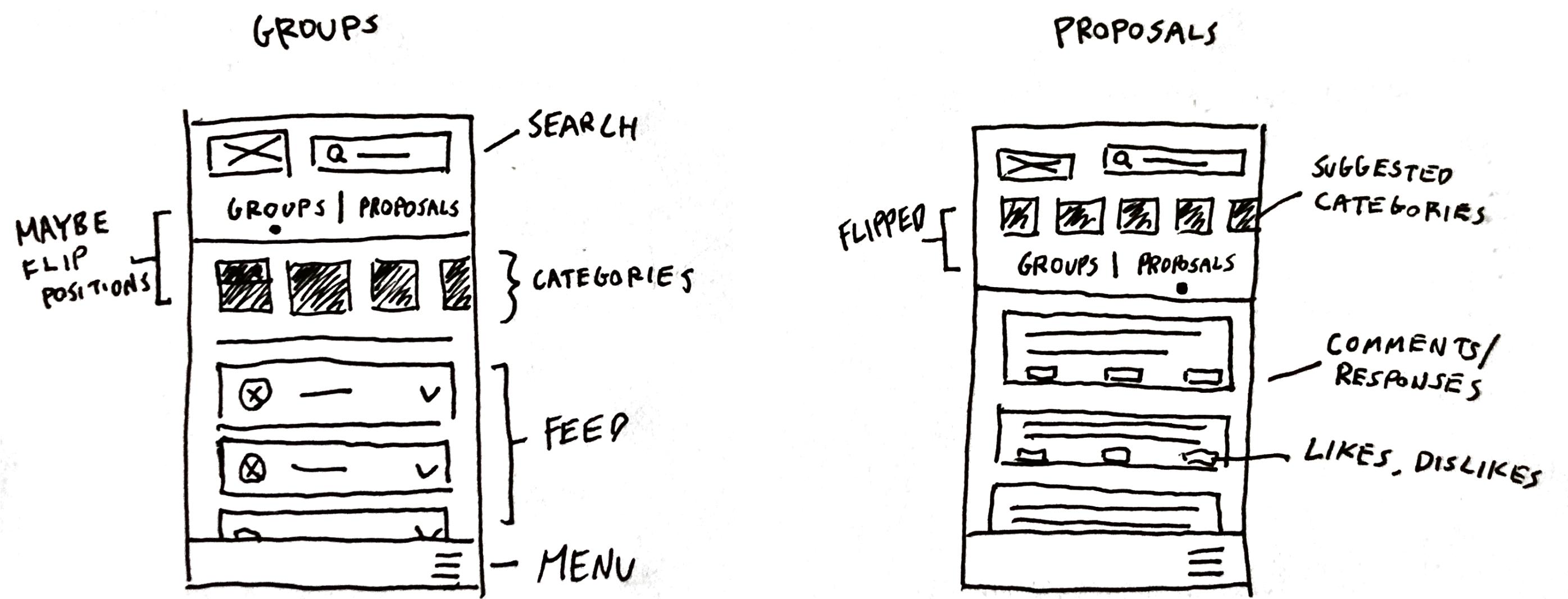
Second Iteration

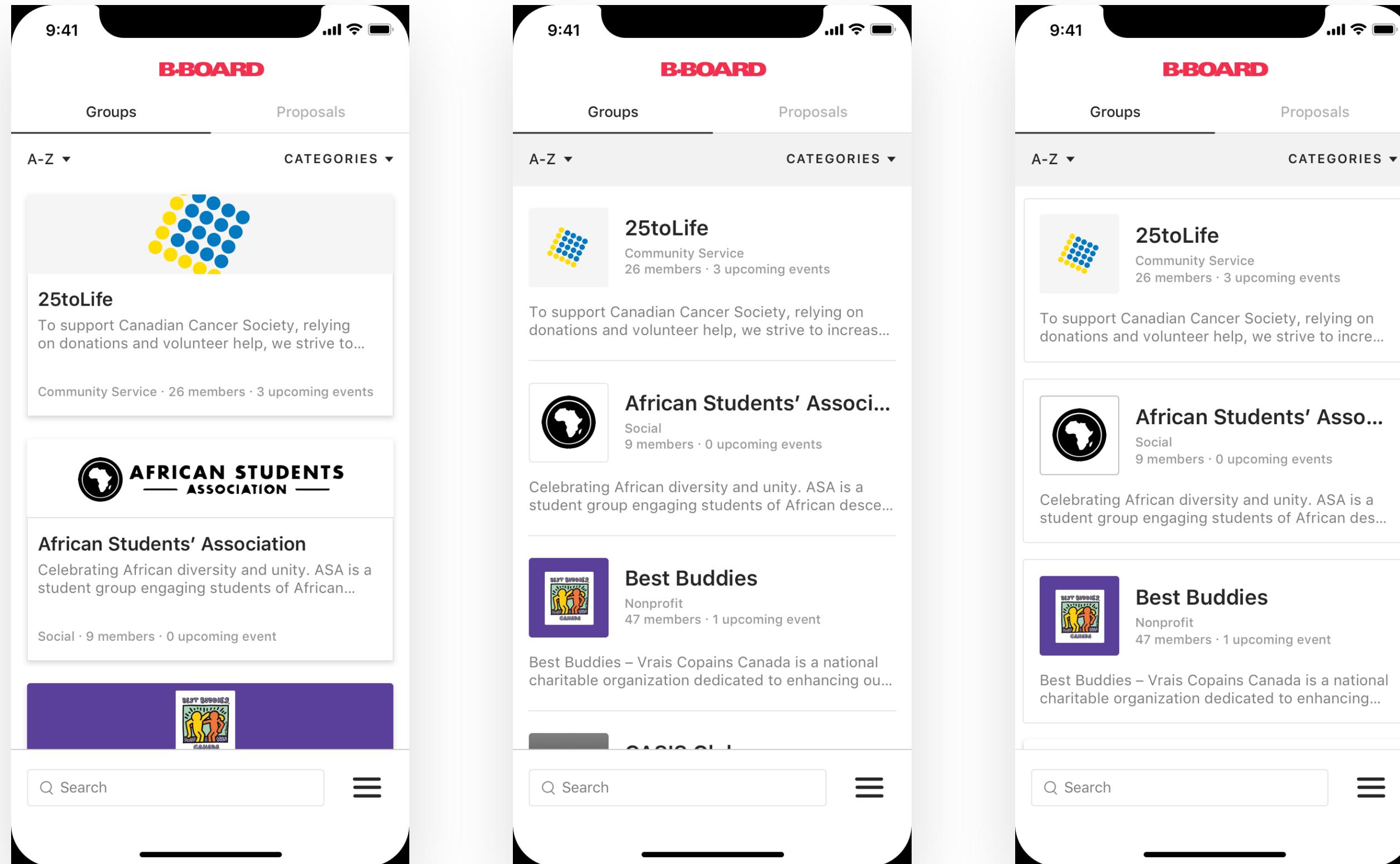
Instead of creating an entire page for Search, I allocated space for the card-style filters on the Main page. By doing so, the intention was that people would be able to customize the feed while viewing the results.

In the initial IA, I had the Groups and Proposals feed on a separate page, though I realized hiding the proposals page inside the menu doesn't align with the concept of 'Encouraging Voices'. Thus I chose to present the top results of both feed on the main page so people become aware of the Proposals feed.

Final Wireframes

This was the final iteration of wireframes before diving into the high fidelity mockups. I chose to split the two feeds in separate tabs since the initial iteration required people to scroll down to discover the Proposals feed.



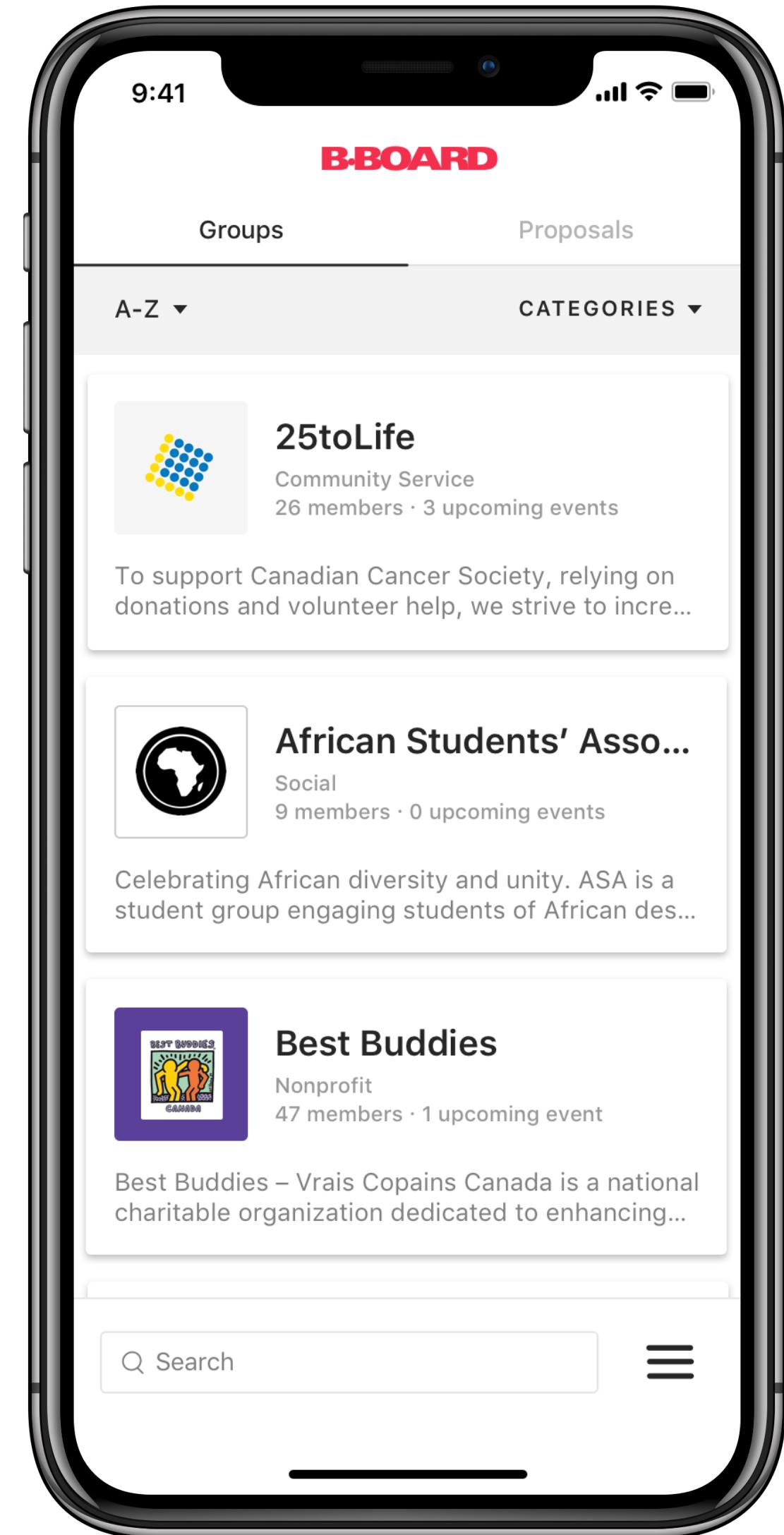


High-Fidelity Iterations

After wireframing, I iterated through the high-fidelity mockups since they give me a better sense of what the interface is communicating.

I chose to remove the card-style filters and switch it to a drop-down since the horizontal scroll interaction was creating an additional navigation method, adding cognitive load to the experience.

From a visual standpoint, I found it unnecessary for the logos to take up so much real estate, thus I chose to reduce the size and bring attention to the copy.

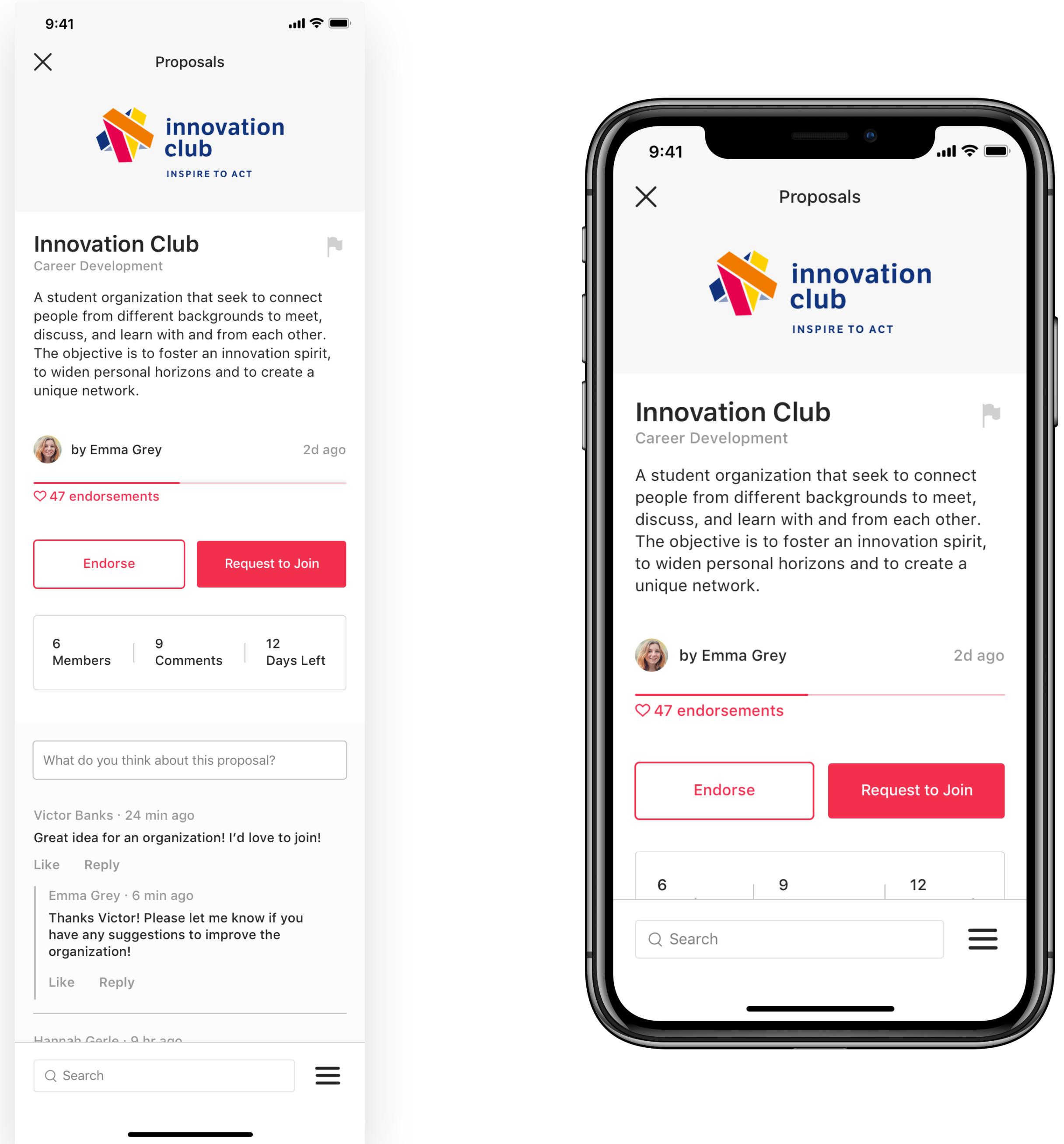


Main Page

This is the final mockup of the Main page. I chose the card interface considering the flexibility to adapt to the Desktop layout and the opportunities to evoke moments of delight through interactions when transitioning to the next page.

By providing ways to sort the feed and making the search function accessible on the menu bar, I aimed to align with the concept of 'Discoverable' content.

FINAL DESIGN



Proposal Page

This is the Proposal page, presented after the user taps on a post in the proposal feed. The intention was to translate the concept of 'Community' and 'Encourage Voices' onto the interface of this page. I did so by creating a thread for people to share ideas and make suggestions.

By showcasing who made the proposal in addition to the number of endorsements, I made an attempt to create a support system in order to cultivate an engaged student culture.

THANK YOU