

04 . 04 . 02

THEME

DOCUMENTATION

**KEA MMD INT
RŪTA PAULA CELMA
2018**

Initial User Brief Client- Frederikke Bender

Business goals based on today's work and information

- Having a simple way for one-to-one communication
- Easy to sort the information – most important one is easy to access
- Letting students from different semesters/programs connect and collaborate with each other
- Easy way to keep alumni around – get in touch with them
- Store bigger files such as videos and other teaching material

The client's assumptions about the target audience and their actions

The target audiences are mainly **students** that are currently studying at KEA, students that have studied at KEA (**alumni**) and **teachers/administrators/staff people**

FRONTER to them is:

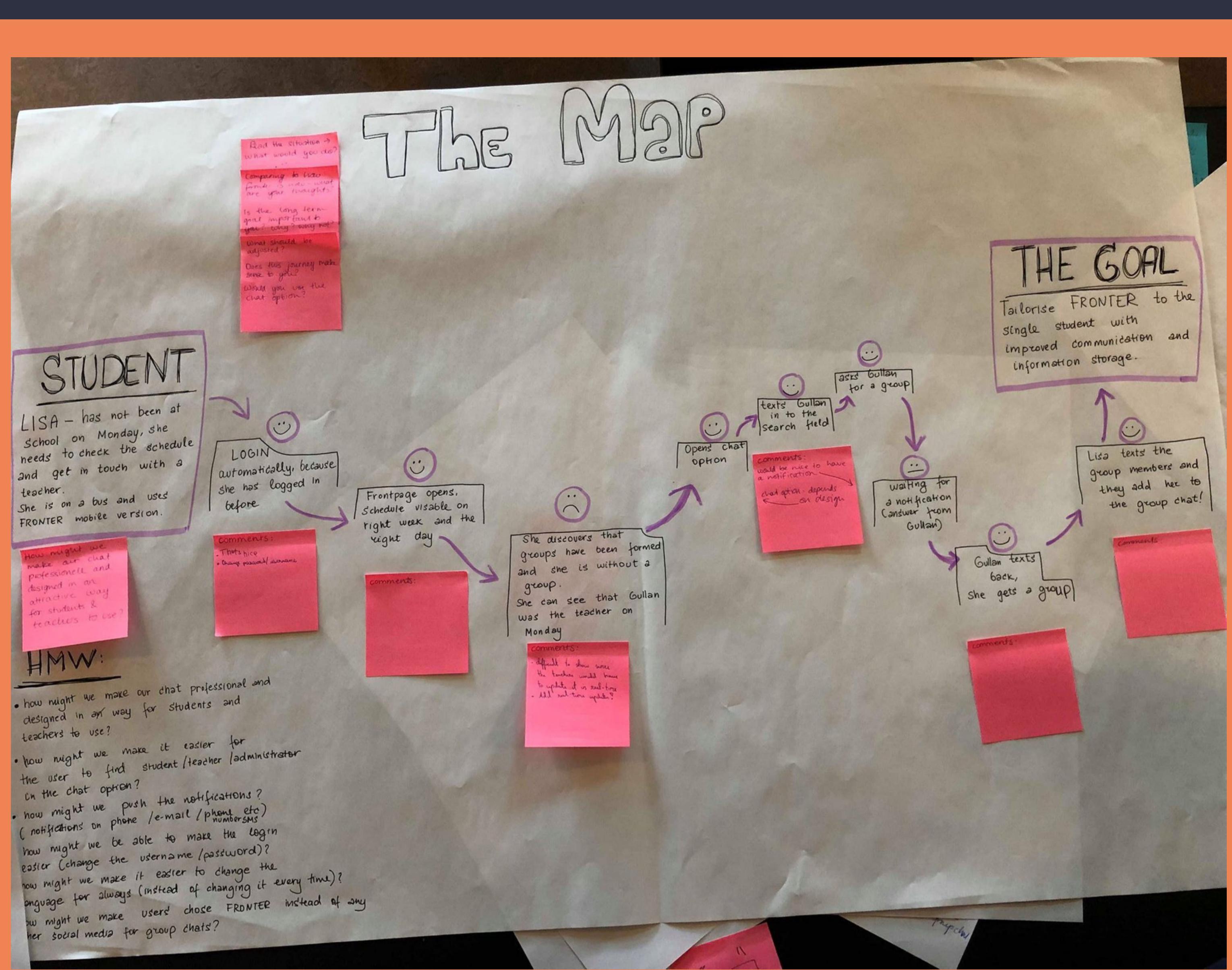
- a tool to help communication;
- a place where to keep an update about things going on;
- a place where to share information;
- a place where check up on the work that is done;
- where to give new assignments/see information about the old ones;
- see student activity/presence;
- get in touch if needed;
- get statistics about usage of material given to students.

A list of Fronter's functionalities and a sitemap (visualisation of the site's structure)



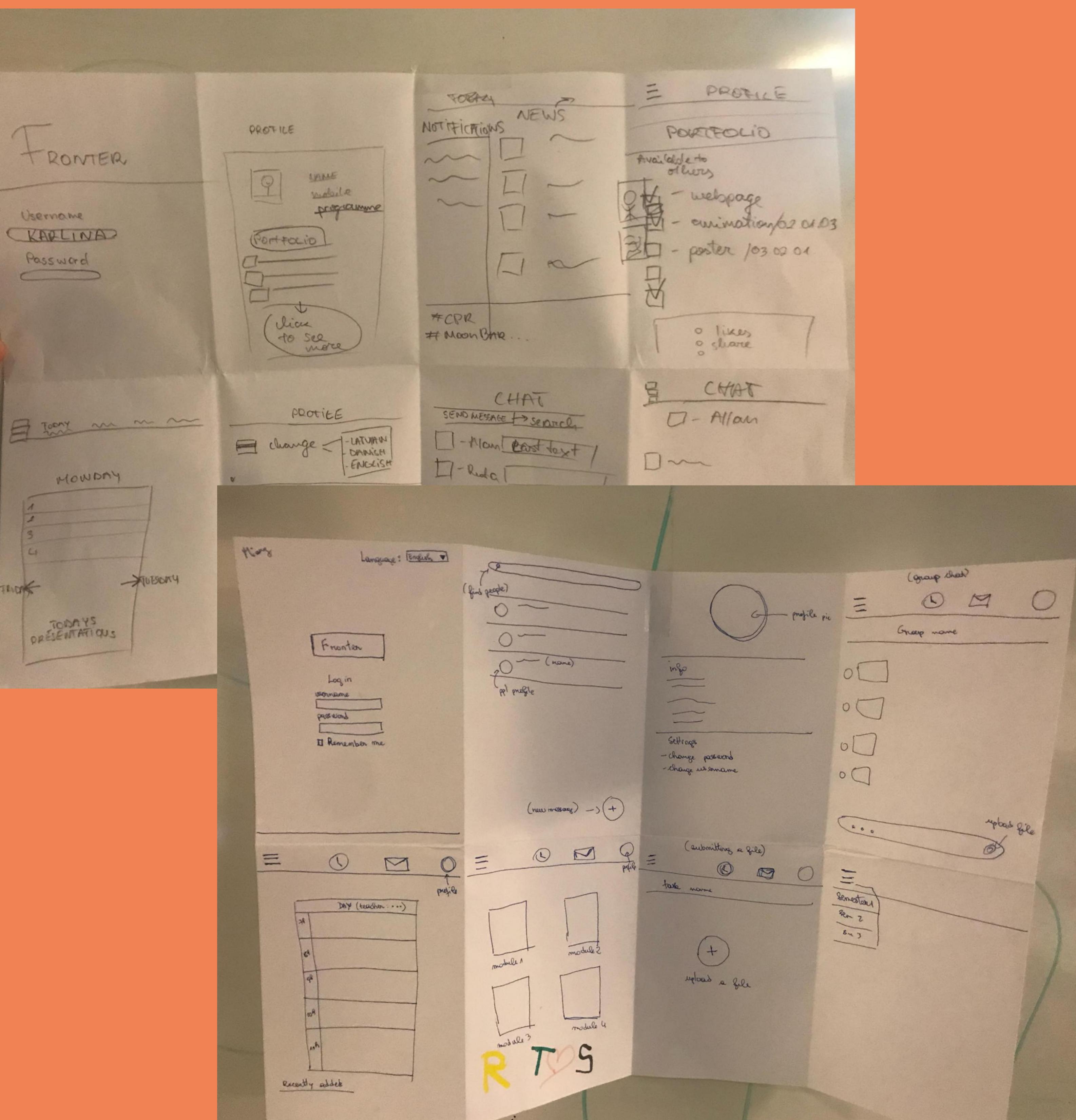
I made a user brief describing all the problems, goals and possible solutions based on the interview with client Frederikke.

The Map

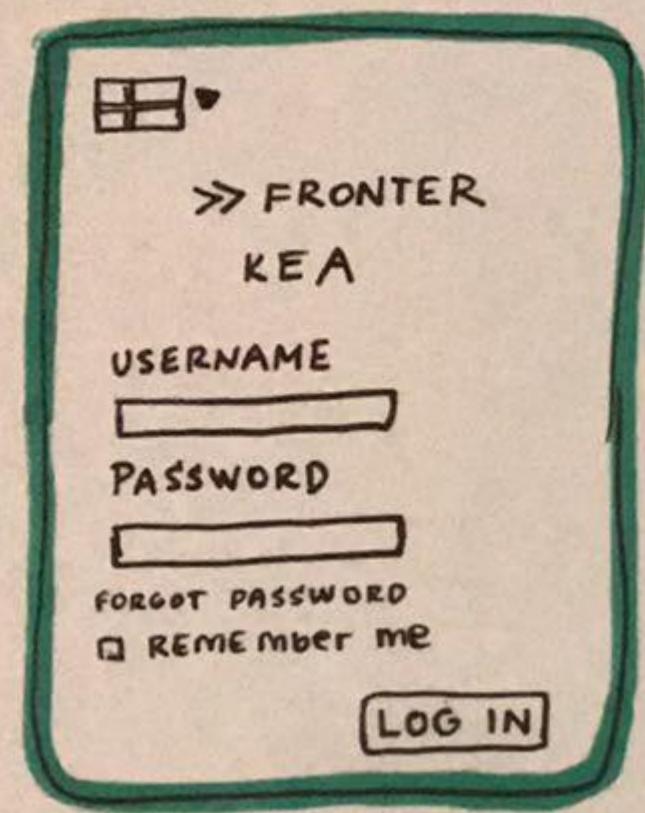


First thing we did in our team – THE MAP. Where we made our user journey and defined our goals, main problems and possible solutions together, also based on our individual user briefs and experience with Fronter.

CRAZY 8'S



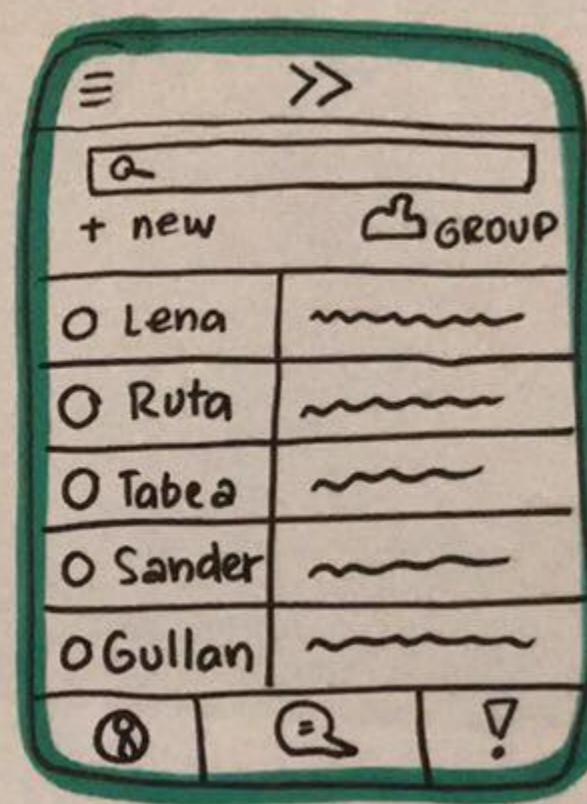
By doing crazy 8's we all discussed our ideas and understood that a lot is in common. We voted for the best screens and out of that made or final version for the prototype.



THE LOG-IN PAGE



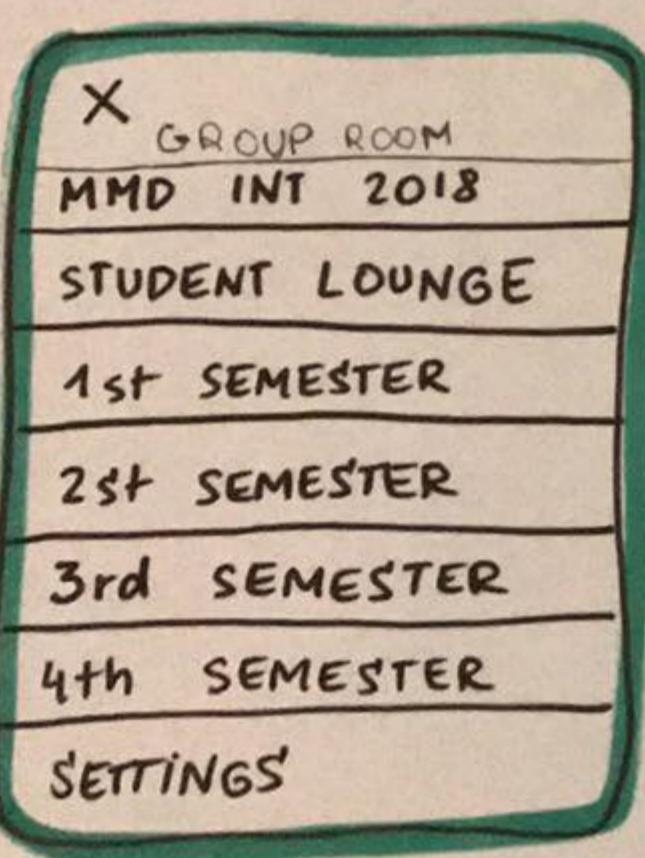
FRONT PAGE



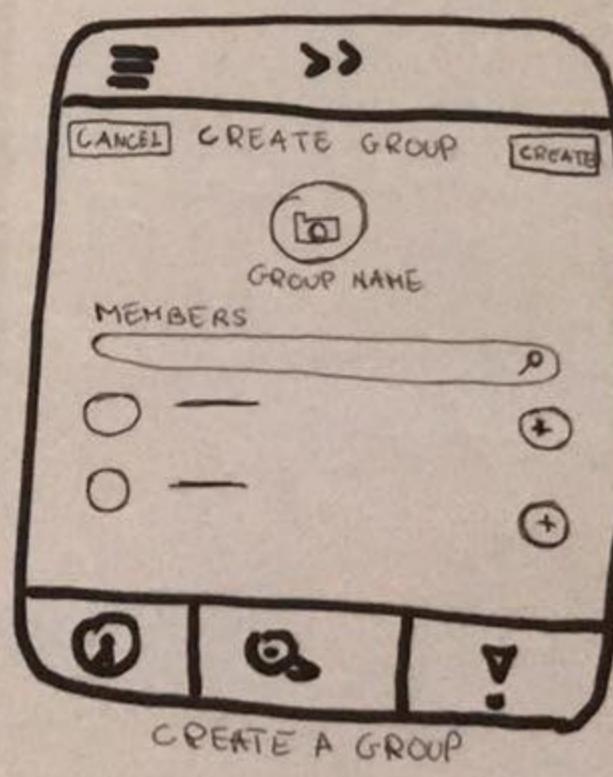
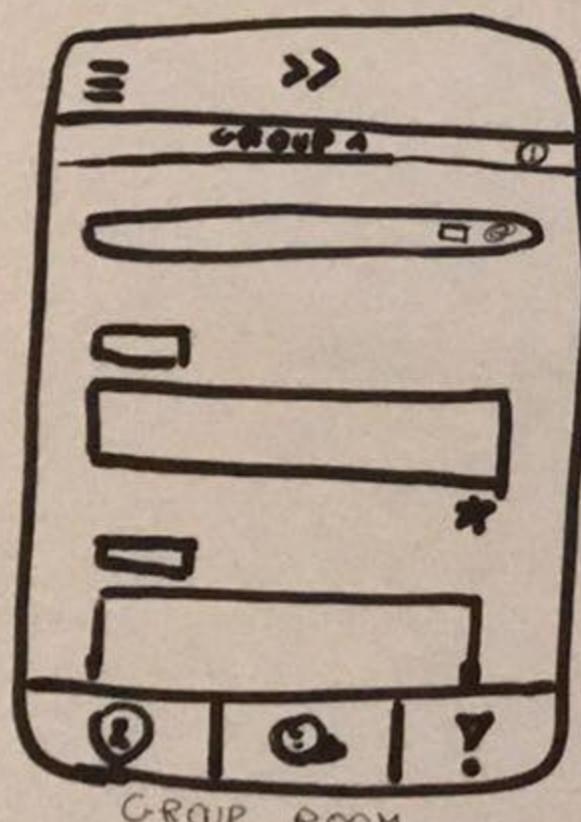
MESSAGES'



CONVERSATION



THE BURGER MENU

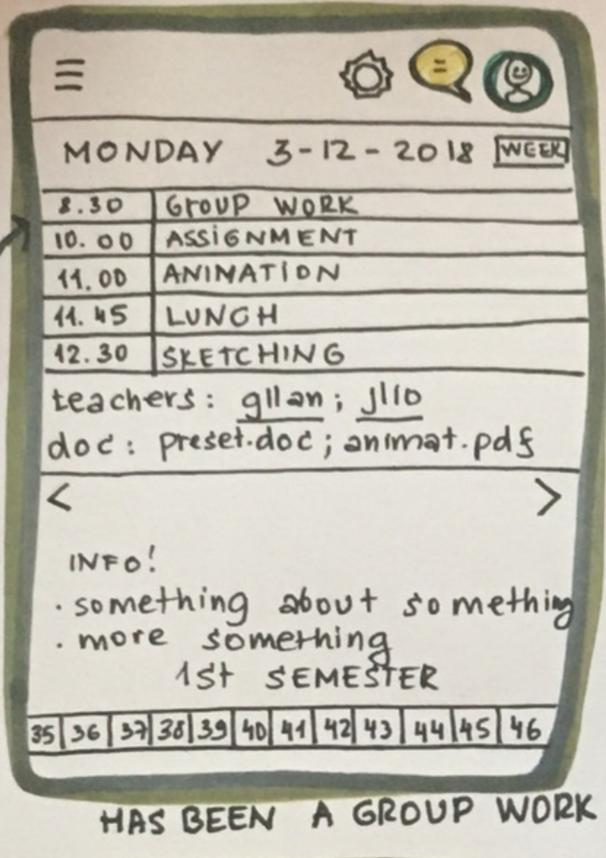


GROUP ROOM

CREATE A GROUP



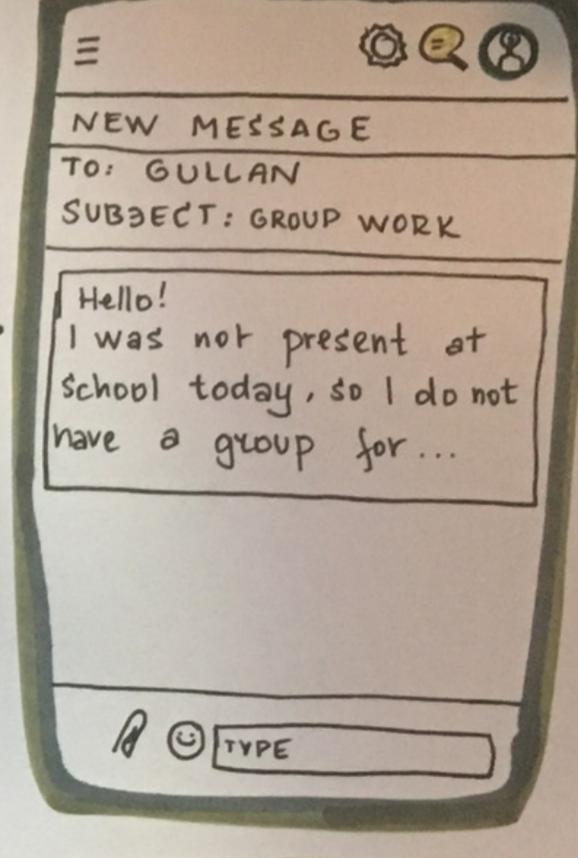
LOG IN



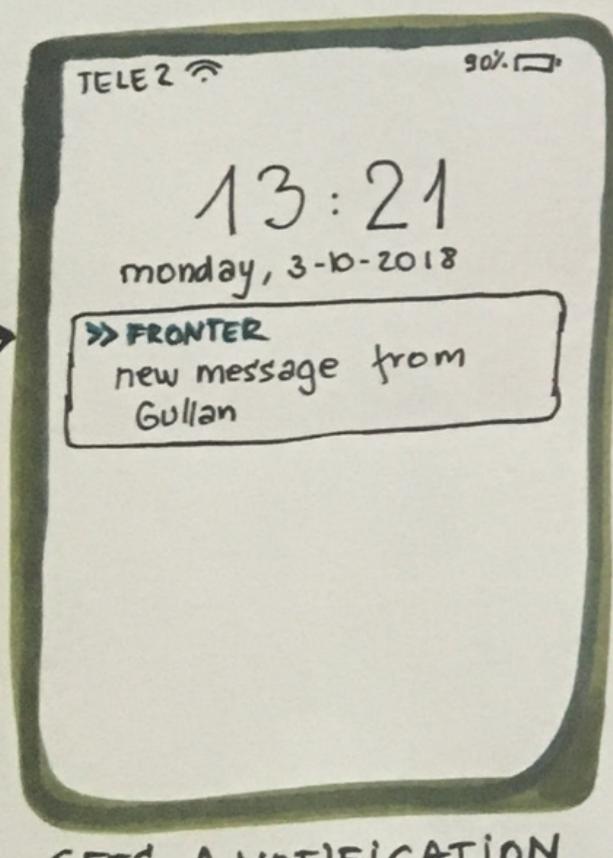
HAS BEEN A GROUP WORK



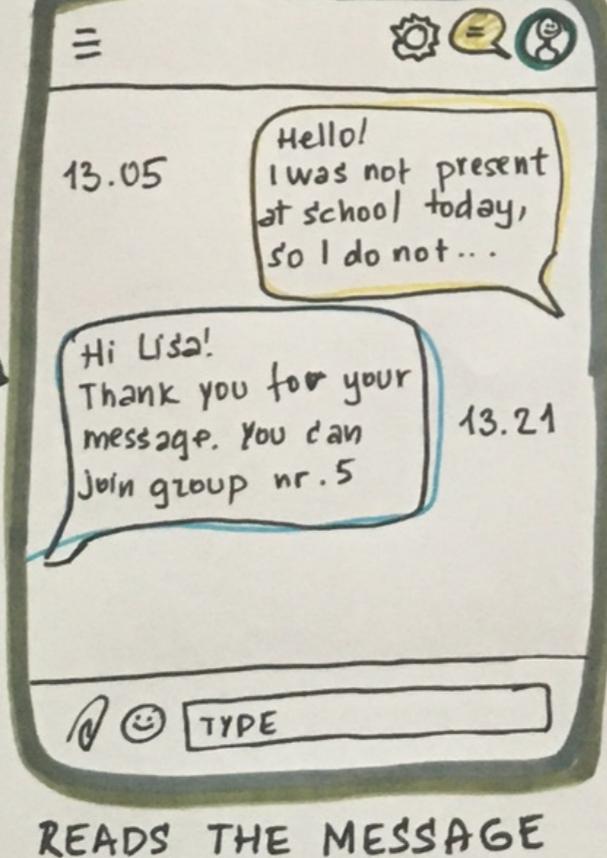
TEXTS GULLAN



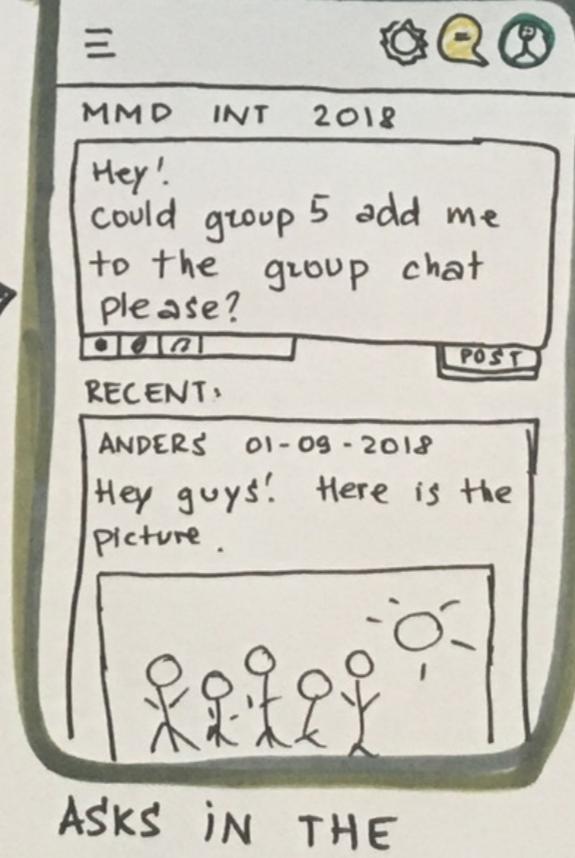
TYPE



GETS A NOTIFICATION



READS THE MESSAGE



ASKS IN THE CLASS GROUP



HAS BEEN ADDED TO THE GROUP CHAT



LOG IN P... BURGER ... FRONT P... GULLAN ... MESSAG... GULLAN ... MESSAG...

The image displays a 5x3 grid of wireframe prototypes for a mobile application, likely Fronter, illustrating various user interface components and navigation paths.

- Row 1:**
 - Left: "STUDEN..." screen with a login form for "FRONTER".
 - Middle: "MMD INT..." screen showing a weekly schedule for "MMD INT 2018" with sessions like DESIGN SPRINT, LUNCH, and DESIGN SPRINT.
 - Right: "GULLAN" message screen showing a conversation between GULLAN and another user.
- Row 2:**
 - Left: "GROUP..." screen for creating a new group room.
 - Middle: "MMD INT..." screen showing a weekly schedule for "MMD INTERNATIONAL 2018" with sessions like DESIGN SPRINT, LUNCH, and DESIGN SPRINT.
 - Right: "TUESDAY" and "FRIDAY" screens showing weekly schedules for "MMD INTERNATIONAL 2018" and "MMD INT 2018" respectively.
- Row 3:**
 - Left: "INFO" screen with placeholder text.
 - Middle: "CREATE NEW GROUP ROOM" screen.
 - Right: "PROFILE" screen for "LISA SVENSSON" showing themes and notifications.
- Row 4:**
 - Left: "NEWS" screen with placeholder text.
 - Middle: "WEEK 49" screen for "MMD INTERNATIONAL 2018" showing a weekly schedule.
 - Right: "NOTIFIC..." screen listing notifications from GULLAN and ANNA.
- Row 5:**
 - Left: "LANGUAGE" screen with a language selection dropdown set to "ENGLISH".
 - Middle: "SETTINGS" screen for "USERNAME/PASSWORD" changes.
 - Right: "SETTINGS" screen for "NOTIFICATIONS" with options for push notifications and e-mail/SMS notifications.

We made our individual XD prototype for updated Fronter version.
After that we did interviews with different users to find out how to improve our how easy understandable is our design.

DESCRIPTION OF TEST PARTICIPANTS

INTERVIEW ONE

The first interview I did was with Renāte – she is studying at KEA and uses FRONTER on daily basis.

She had done some of user tests before so she completed my given tasks quite quickly and with out any problems.

My conclusion would be that for a person who uses FRONTER on daily basis it is easier to find the way around.

Although she agreed that there are place for general improvements.

INTERVIEW TWO

- The second interview I had with Tabea – she is also a student in KEA and uses FRONTER mostly on week days.
- She had a lot of great ideas for improvements and she was able to compare how it was to use FRONTER in the beginning when she did not know much about it versus how much easier it is now.

INTERVIEW THREE

The third interview I did with Toms. He is UI/UX designer and was a student in Denmark 5 years ago (that is why in the user test with him, questions were a bit adjusted to the situation) and was using FRONTER or similar for his study needs.

Interview was a good possibility to see how a person from outside would operate with FRONTER.

RÖTA PAULA CELMA
KEA 20B

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QUESTIONS FOR INTERVIEW

- * what is your name?
- * what and where are you studying?
- * do you have any goals for your studies?
- * what is the main program you use for checking your school assignments/schedule etc?
- * how often do you check FRONTER?
- * are you satisfied with the way FRONTER works?

TASKS

- * can you find teaching material from the intro week?
- * can you find your way to the IT page?
- * do you have any idea where to see your calendar?
- * what are the opening hours for cycle 16 on weekdays?

QUESTIONS ABOUT TASKS

- * did you find this task easy to complete?
- * could you improve anything about the way you had to find the needed thing? If yes, what could you improve?
- * how did you feel about this task?
- * any comments in general?

USER TEST DESIGN

ENVIRONMENT:

- * Two out of three user tests I did in a learning environment - school. As both users are students this environment was familiar and comfortable to them.
- * The third interview I did sitting by a cup of coffee in a more relaxed environment where this school system management tool felt a bit out of nowhere. But I would not say that this had any impact of how the interview worked out.

PREPARATION:

When I was preparing for the interviews my goal was to make tasks possible to solve. I tried them myself and came to final few tasks that I thought were most reliable and easiest to complete.

As I know how difficult it is to operate with FRONTER, I decided to stick with tasks that are possible to complete in a short period of time.

TESTING:

When I asked users to do tasks I tried to sit quietly and not to give my hints, just to observe their steps and choices to know what to ask after the task is done.

CONCLUSION:

Tests were successful as all users completed the given tasks and had some additional feedback/ideas for improvement about FRONTER.

INTERVIEW GUIDE

I started interview with asking general questions about the user to get more insights and background information.

In the end of interview I asked for any comments from users just to find out what are the points they have understood from using FRONTER on daily basis or just having first insight of it.

RECORDING OF TESTS

- <https://youtu.be/fRweNYqzHze>
- <https://youtu.be/4j4NBQd7BM>
- <https://youtu.be/gkV9Z93bk>

"COMPETITOR" RESEARCH



**COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY**

SCHEDULE

MONDAY 03-12-2018

8.30-9.15	DESIGN SPRINT
9.15-10.00	DESIGN SPRINT
10.15-11.00	DESIGN SPRINT



RECENT MESSAGES

Gullan	
Anna	



Here are some screenshots from the responsive web prototype we had to do.

Albert	
Mia	
John	
Anna	



kea

COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY



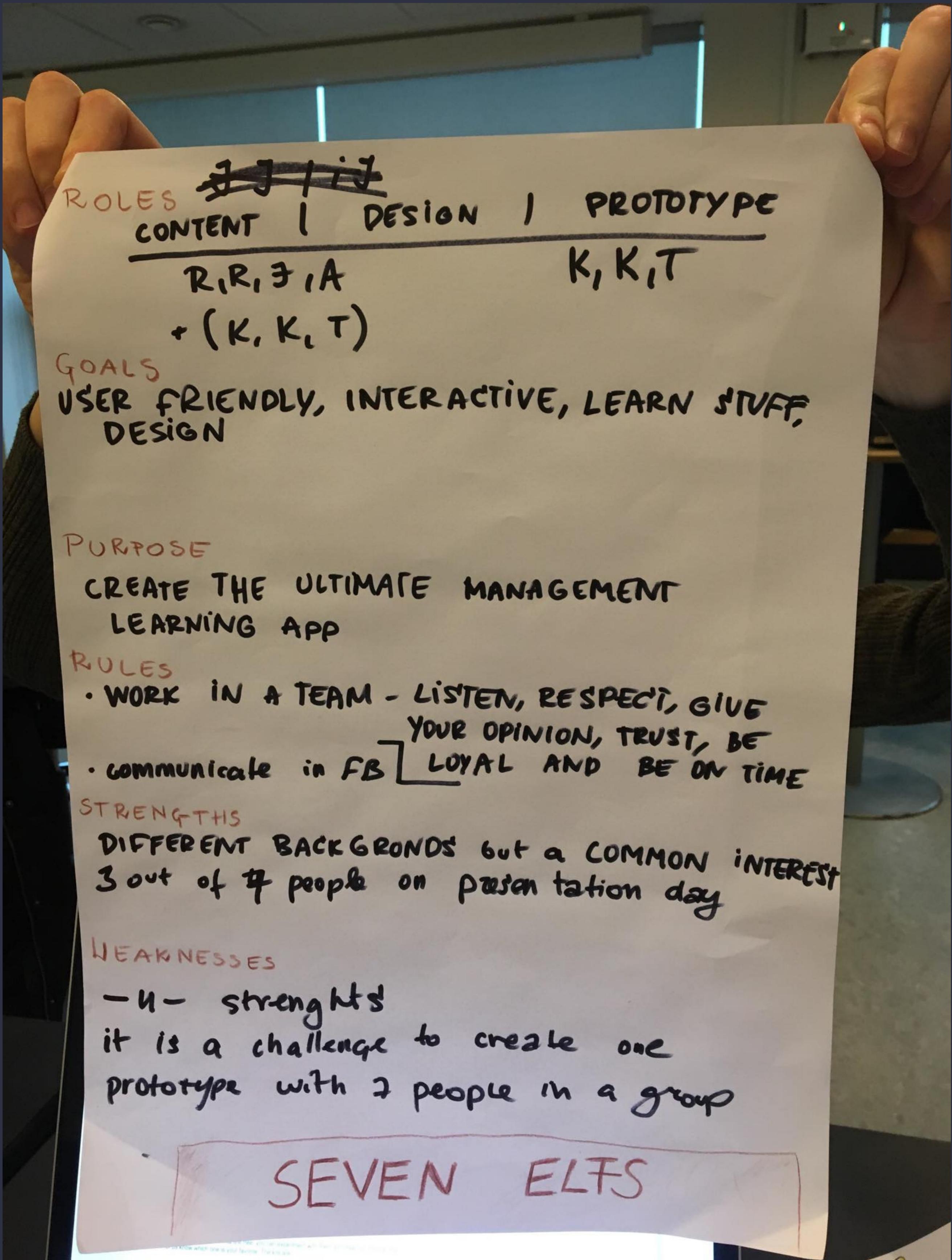
Lisa Svensson

KEA MMD INT 2018



NATIVE APP

Description about our team.



Brainstorming.

IDEAS :

the BUTTER

yellow, oat color

ICONS
only

TINDER (but
for ~~friends~~
tutors)
market place
for students,
dines, computers etc

GROUP
discussions
• find a tutor

with google and
lynda.com, slack
option

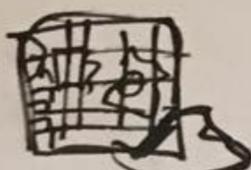
THE APP

PORTFOLIO
schedule, chat-room,
notifications,
hand-ins

2 versions of app -

- the native (for danish people)
- international - with support - for ex.
where to find living place,
job, su etc

WITH BUTTER BE
BY BUTTER E



PITCH.

In our pitch, we asked the audience a few rhetorical questions and tried to sell our 'product'.

Here they are:

Raise your hand if you use fronter?

Raise your hand if you are tired of using it?

And would you like to change something?

Imagine that you have access to ALL study knowledge just in one mobile device.

Imagine that you can learn while you are in public transport or waiting in a queue for a doctor.

Our app is a SOLUTION!

It's easy to use

it's available to everyone

And guess what - it's for free!!

If you need a tutor or you need a fast overview of schedule - just use this app.

We want to change your learning experience!

Our slogans:

Let's meet BUTTER / Butter is better / Learning as smooth as butter /Smooth learning

Link to our XD prototype:

https://xd.adobe.com/view/aef25eb0-6499-41ac-5dfa-23850c161270-d8c3/?fbclid=IwAR09Zd-C8U576Y_xkHTQXAL8MgaPg4DvTDTFFng8BKGQoGtGCpMN8pS13DI

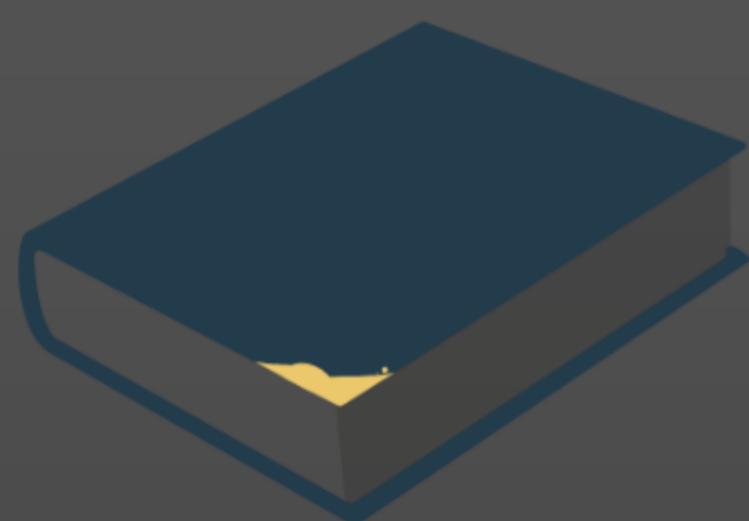
LONG TERM GOAL

Our long term goal was to create an app that gives the user access to the all study knowledge just in one mobile device. Which is easy and fast. Like our slogan – as smooth as butter!



9:41 AM

* 100%



SMOOTH LEARNING

WELCOME TO BUTTER

START YOUR DAY

9:41 AM

* 100%

< Current >

Monday 12.12.2018

8:30-9:20	Group formation
9:30-10:00	Design
10:05-11:40	Coding
11:50-12:40	Presentation

Todays reading
UI Kits and Semiotics

0%





9:41 AM

* 100%

Profile >



Liza Kuul

Multimedia Design and
Communication

1st semester

Phone: 34869120

Adress: Theklagade 12, 2200

Mail: liza@kea.dk

Groups:

MMD Int 2018

Uploads:

Sprint.pdf

Moodboard.pdf



9:41 AM

* 100%

Gullan Strom

TODAY, 11:56

Hello! Can you tell me more
about group formation?



Liza

Sure, you are in the
group(8) with Tabea.



Gullan

Thank you very much!
See you tomorrow.



Liza

Sending...

