

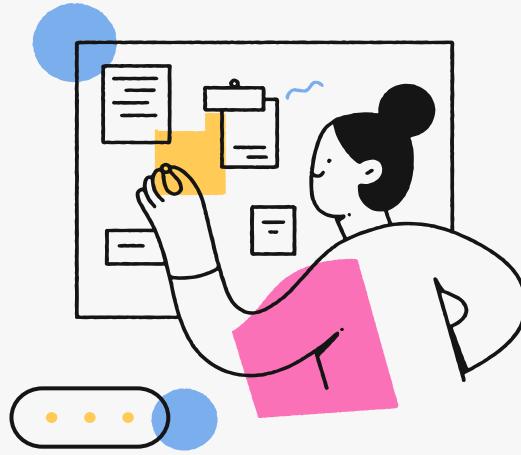


Portfolio Case Study

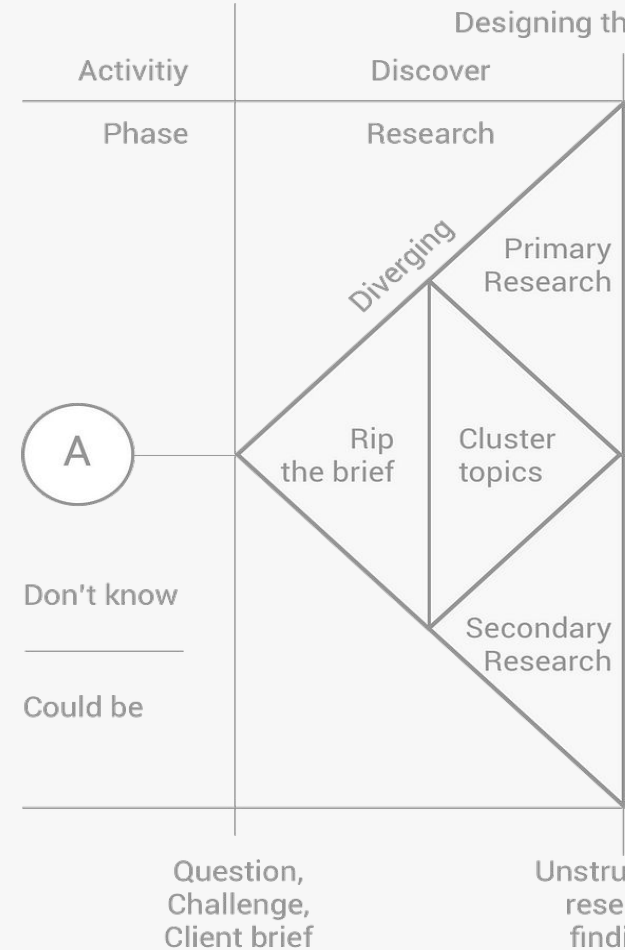
Vinay Venkatesh
z5359975



1



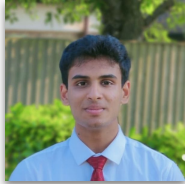
Customer Journey



Primary Persona

1 2 3

Joseph Vijay



QUOTE

“As a first year student, I wish to take advantage of UNSW’s utilities and social events. However, I’m finding it difficult to do so with so many online platforms.”

DEMOGRAPHICS

Age: 18
Gender: Male
Marital Status: Single
Occupation: Sales Assistant at Optus
Degree: Bachelor of Commerce (Finance)

BEHAVIOURS

- Passionate
- Member of BSOC & Indian Society
- Finds it difficult to track university societies, classes, and navigation
- Fitness Fanatic
- Rare social media user

GOALS

- Access all university tasks and platforms without hassle and confusion
- Manage access to all relevant society events
- Socialise

PAIN POINTS

- Stress of meeting new people
- myUNSW & Moodle is hard to navigate
- Hard to find classrooms
- Feeling lonely
- Travel time to university

PERSONALITY

Introverted

Extroverted



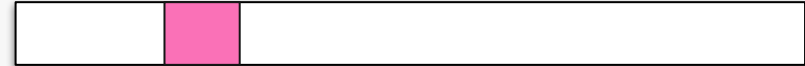
Analytical

Creative



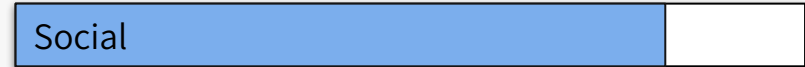
Busy

Time Rich



MOTIVATIONS

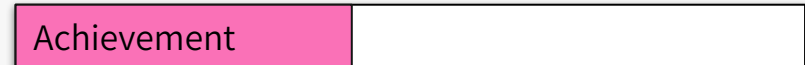
Social



Pride



Achievement



Secondary Persona

1 2 3

Trisha Krishnan



QUOTE

“As a international masters student, I’ve always wished a better application, unlike Uni-Verse, that encompasses everything university-related.”

DEMOGRAPHICS

Age: 26
Gender: Female
Marital Status: Married
Occupation: Computer Engineer at AWS
Degree: Master of Analytics

BEHAVIOURS

- Intellectual
- Frustrated by the inconveniences of accessing course material, classes, and other daily functions
- Not interested in university events
- Family-oriented

GOALS

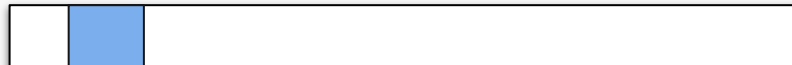
- Access all university tasks and platforms without hassle and confusion
- Navigate to classes without stress
- Have a centralised ergonomic application

PAIN POINTS

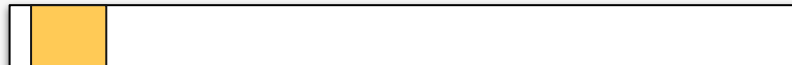
- myUNSW & Moodle is hard to navigate
- Hard to find classrooms
- Stress of managing university and personal life

PERSONALITY

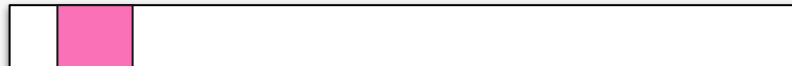
Introverted Extroverted



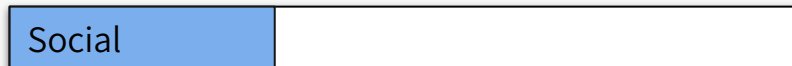
Analytical Creative



Busy Time Rich

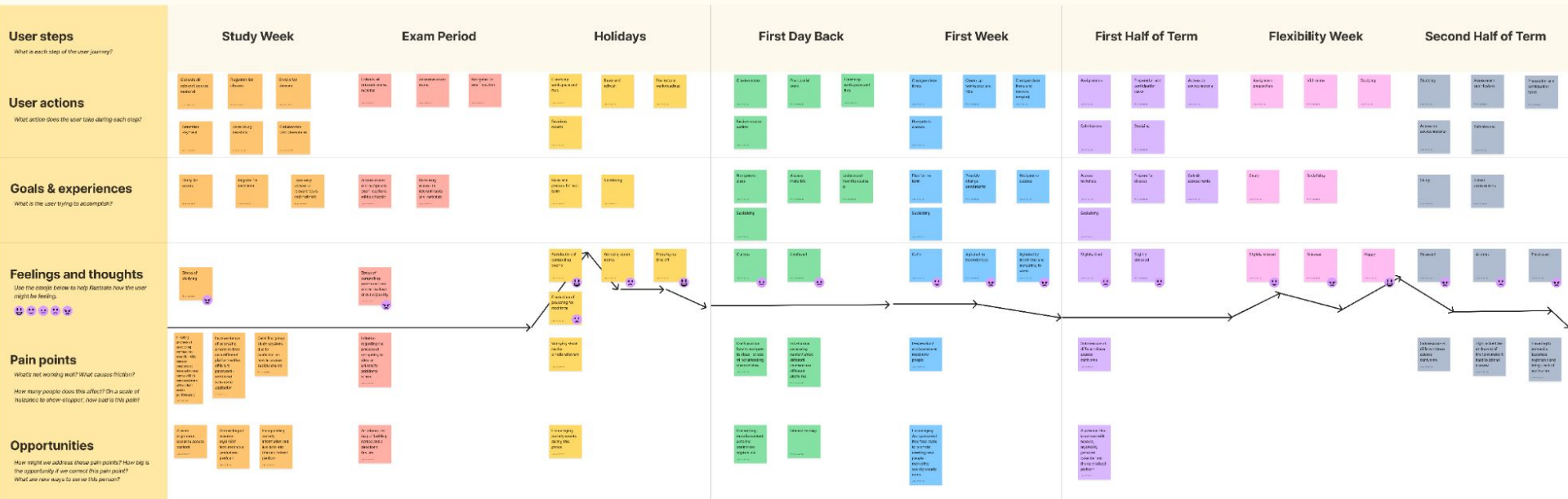


MOTIVATIONS



Customer Journey Map

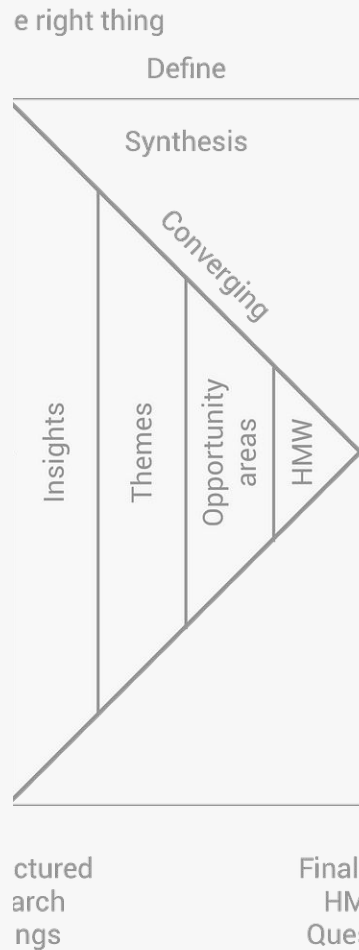
1 2 3



2



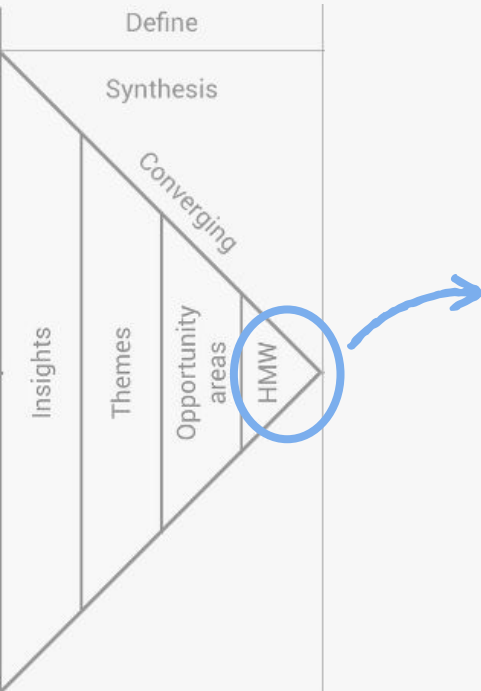
Problem Statements & Test Scenario



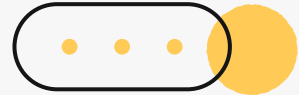
Problem Statements

1 2

Our workshop insights converge into **HMW statements**...



How might we create a **centralised platform** for university and event information for UNSW students in order to facilitate a **seamless return to campus** and facilitate **better social connections**?

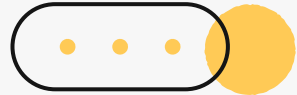


Problem Statements

1 2



How might we make it easier for students to **navigate classes** and **locations** to facilitate their **daily university experience**?



Test Scenario

1 2 3

Hypothesis

1

We believe that students are frustrated by the inconvenient processes to **access university-related applications.**

2

So if we develop a **centralized management system** that permits students to access **all academic and social activities** related to UNSW; users will be able to **ergonomically access processes hassle-free.**

3

We will see a higher student retention rate and more students attending university, as their **interests and needs are accommodated** to create a more memorable education experience.

Test Scenario

1 2 3

Research Questions

Quantitative Questions

1

What is the the current student retention rate with UNSW apps?

2

How do students feel about the hassles with accessing university-related apps?

3

How would the student retention rate be affected if a centralized management system is implemented?

Qualitative Questions

1

What are the challenges that students face when accessing UNSW services?

2

How do students vision an academic and social application UNSW service?

3

what aspects do students believe, a system, would positively affect their university experience?

Test Scenario

1 2 3

Measures of Usability

Quantitative Measures

1

Task Completion Rate

2

Usability

Qualitative Measures

1

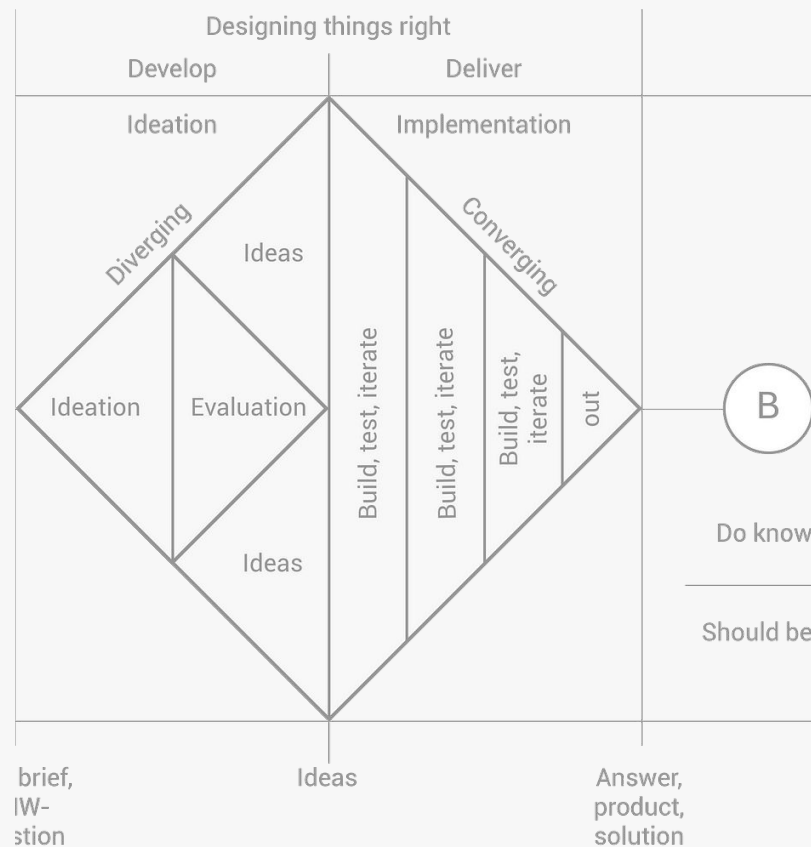
User Feedback

2

Heuristics Evaluation

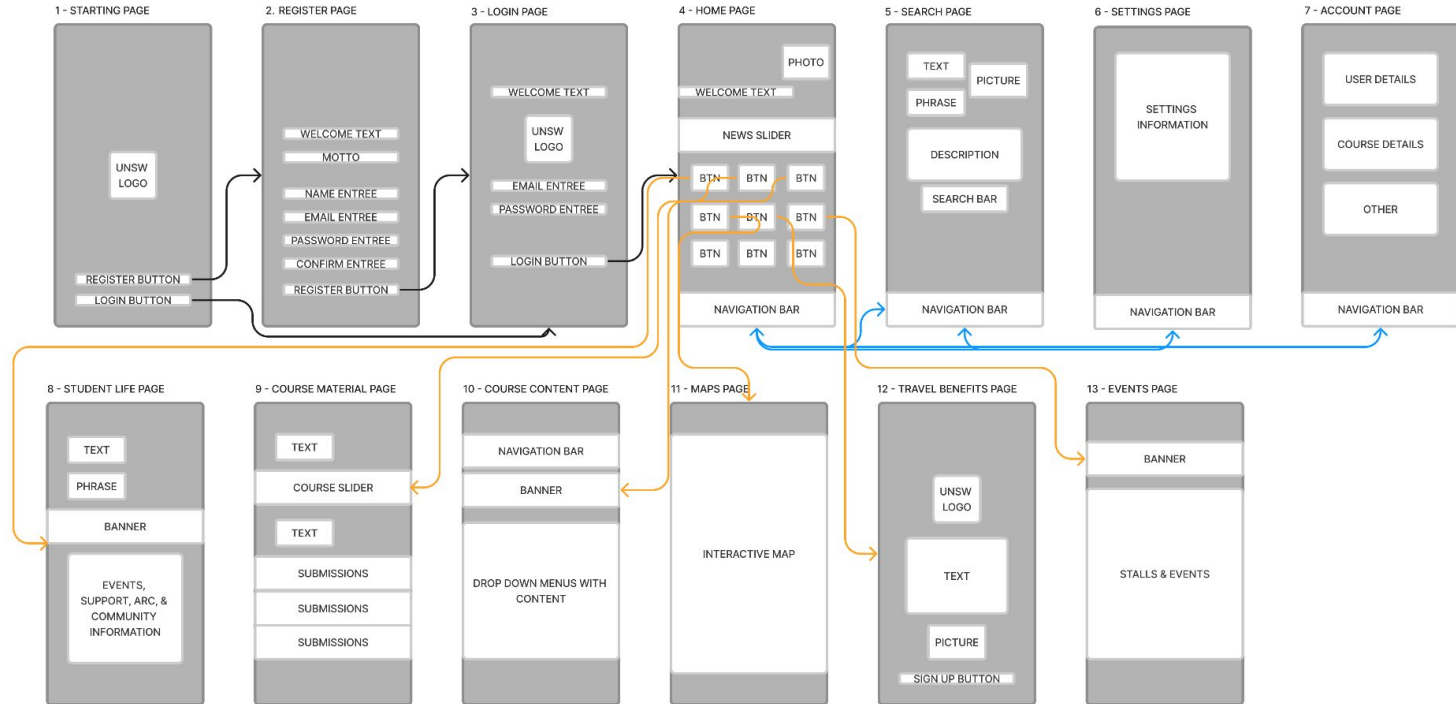
3

Wireframe & Prototype



Low Fidelity Sketch

1 2 3



Mid Fidelity Prototype

1 2 3



Measuring Success

1 2 3

Problem to Solve

1

Enhanced Accessibility

2

Streamlined Process

Measures of Success

1

Improved Satisfaction

2

Usage Metrics

3

Task Completion Rate

4

Reduction in Access Time

5

Retention Rate

6

Feedback

Appendix



<u>Customer Journey Map</u>	https://drive.google.com/file/d/1rZBNh6EiqHcXBQaEDtXwDtxYxZRBRIam/view?usp=drive_link
<u>Prototype</u>	https://www.figma.com/proto/rS9pwte8KOliqpMKPJQNX7/INFS3700-Individual-Assessment-Prototype?type=design&node-id=1-2&t=N1lSqJABZqv4uBDc-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&mode=design
<u>Figma Link</u>	https://www.figma.com/file/rS9pwte8KOliqpMKPJQNX7/INFS3700-Individual-Assessment-Prototype?type=design&node-id=0%3A1&mode=design&t=MKK3vWhr5Zd3kkiN-1

