



INFS3700

Workshop

Playback

T16A - Group 1

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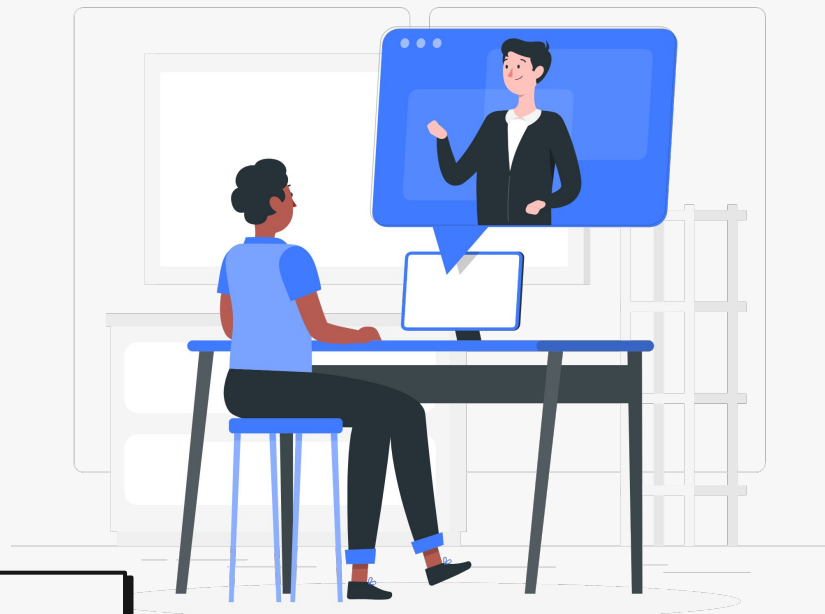


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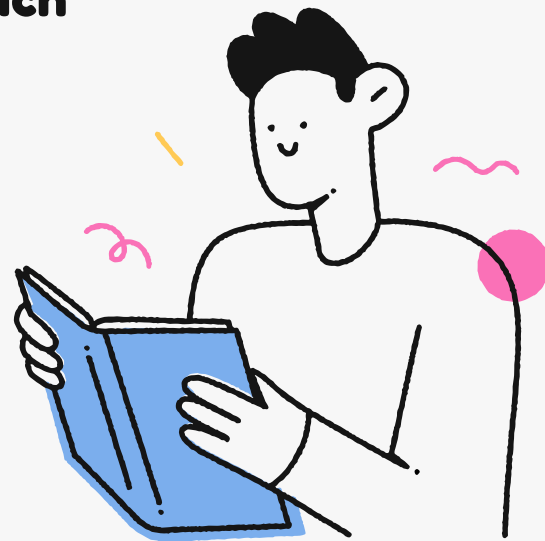
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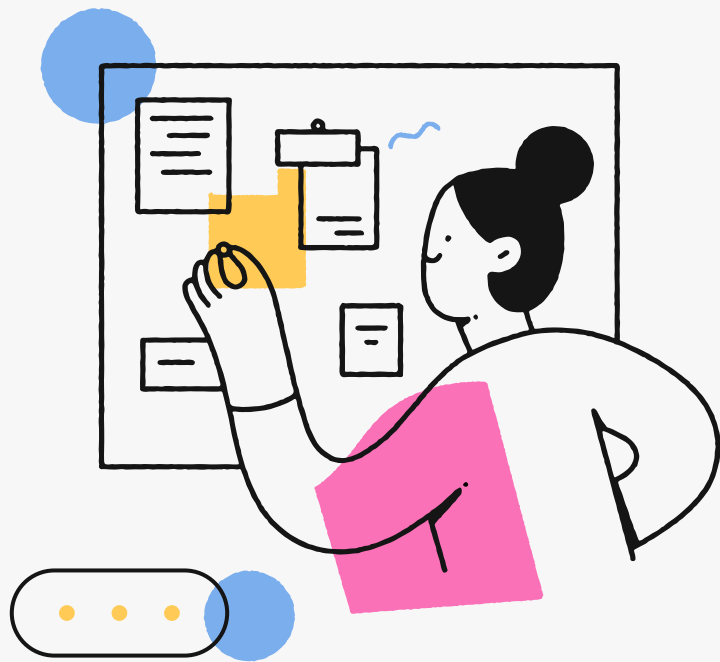
Insights analysis and next steps

You can describe the topic of the section here



1

Problem Space Context & Approach



Overview & Approach

The transition from online to on-site activities at UNSW offers opportunities to cater for student engagement and the campus community. UNSW can implement procedures to initiate the reconnection and collaboration of students.

This problem space aims to:

- **Motivate Students:** Students need to be empowered to initiate and organise events that involve recreational and academic activities.
- **Reconnect Students:** Many students have become disjoint from their university community during the online learning period, and;
- **Create Meaningful Experiences:** UNSW aims to accommodate student's interests and needs by creating a memorable university experience.

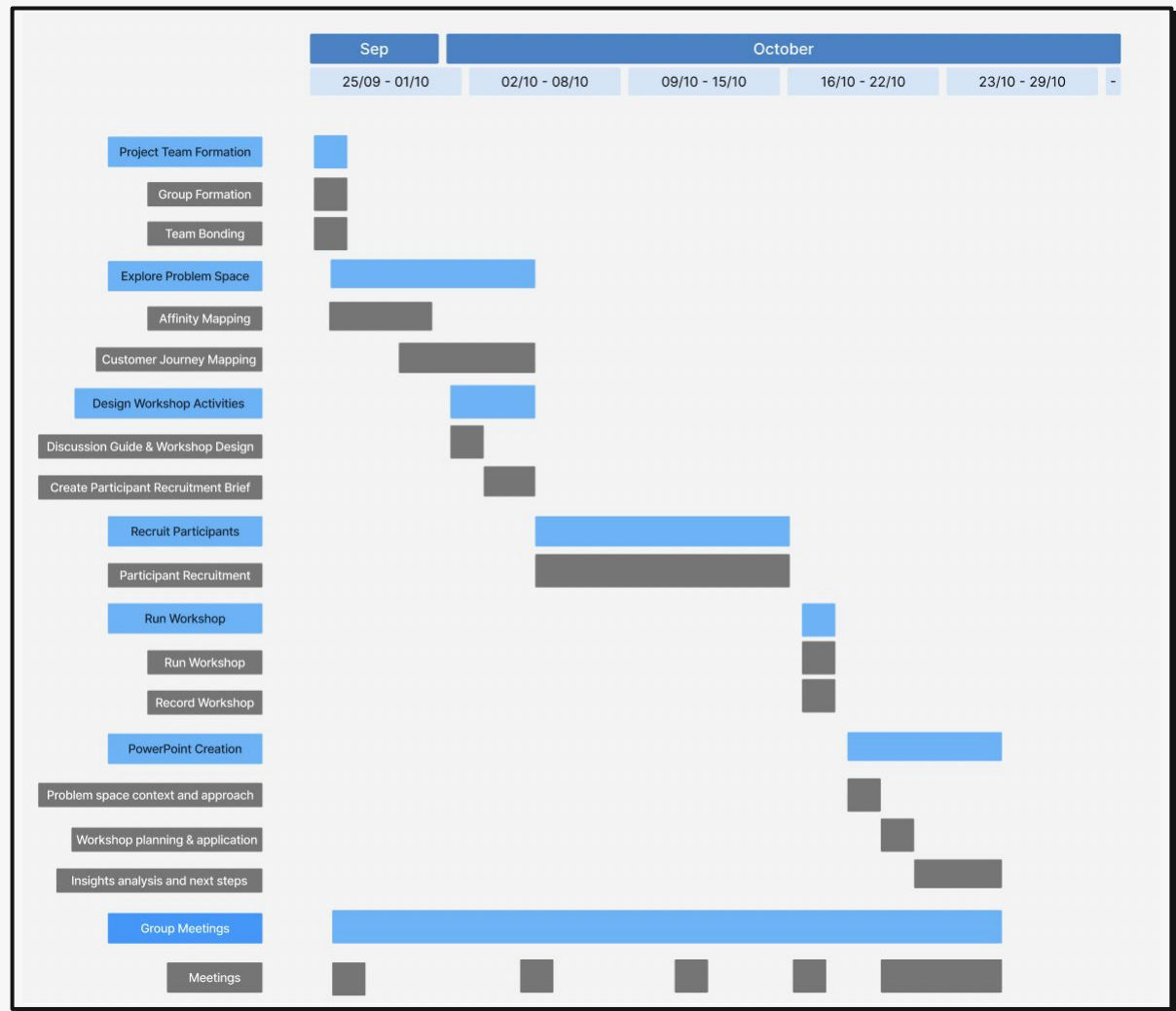
Our team has assigned roles and responsibilities to members. We utilised a scrum approach by selecting activities to allow students to use ideation techniques to gain a deeper understanding and insights from students.

- **Collect:** Empathy Map & Sailboat
- **Choose:** How Might We Statements & Dot Voting
- **Create:** Idea Storming
- **Commit:** 1 Year Goal

By using data triangulation, problem framing, and prioritising; we've determined a centralised platform for university and event information is the most appropriate solution to facilitate a seamless return to campus and social connections.

This solution may have a temporary effect due to the evolution of technology, context, and cultural perspectives.

Timeline



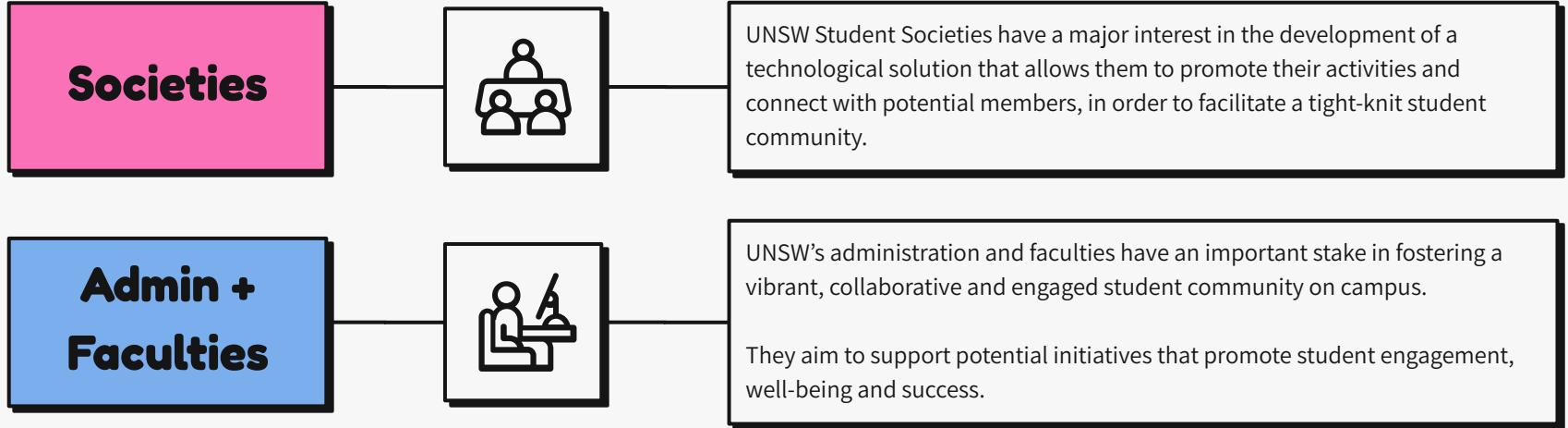
Roles & Responsibilities

Section of Project	Role	Description/Responsibilities	Person
Whole Project	Scrum Master	Ensuring the team follows Agile principles Responsible for leading the set up and execution of team meetings Stays aware of roadblocks to the project so that they can be managed	Alex
	Product Owner	Defining product goals Documenting customer requirements Based on workshop discoveries prioritize user stories and features	Ashley
	Schedule Manager	Keeping the team aware of the schedule and what needs to be complete Following up on tasks not complete in time	Vinay
Pre-workshop	Participant Recruiter	Driving participant recruiting Documenting details of participants and ensuring they are contacted and aware of all timing details	Everyone
	Tech Support	Gather all technology needed in the workshop Setting up accounts for participants where needed	Jono
	Content Creator	Plan and prepare all activities for workshop Work with logistics coordinator to gather all materials needed for activities	Everyone

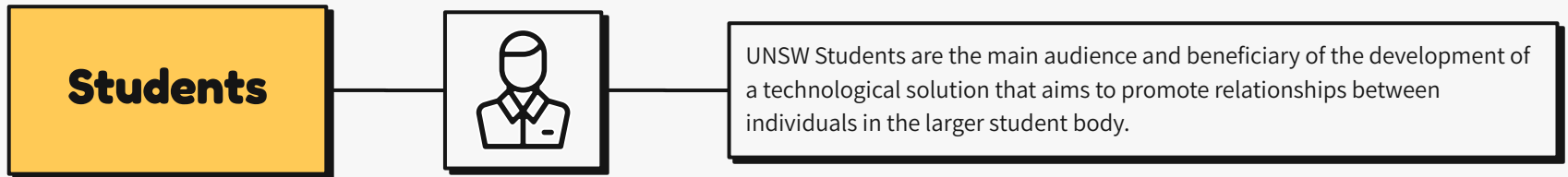
Roles & Responsibilities

Section of Project	Role	Description/Responsibilities	Person
During Workshop	Workshop Facilitator	Lead and moderate workshop sessions Be aware of time and keep tasks to allocated time slots Keep participants on task and engaged Facilitate discussions and group activities	Alex & Ashley
	Video Recorder	Set up recording and be responsible for capturing audio and video of workshop	Jono
Post-workshop	PPT Designer	In charge of visuals and coordination of slides as a whole	Everyone
	Synthesis Team	Reviewing workshop notes Understanding and synthesizing insights using a variety of techniques	Everyone
	Presentation Coordinator	In charge of setting tone, and timing for scripts Manages delegation of parts of presentation to individuals	Rafael

Problem Space Stakeholders



Problem Space Audience



Participant Recruitment Brief

Recruiting between 8-12 participants in order to represent the diverse needs and preferences of UNSW students, who are the primary audience of this problem space.

Profile	Requirements	Justification + Rationale
Gender	Minimum of 2 male identifying participants. Minimum of 2 female identifying participants.	Ensuring that perspectives from all genders are considered.
Ethnicity	Maximum of 4 participants of one ethnicity.	Ensuring that a mix of ethnicities are represented, in order to prevent cultural bias.
Age	Minimum of 2 participants aged 15-19. Minimum of 2 participants aged 20-24.	70.6% of all students studying at universities are between the ages of 15-24 (ABS 2021). As a result, we decided to focus on finding participants in this age range, as this is our primary audience.
Residence	Maximum of 3 participants living in the same geographical region.	Ensuring that a range of geographic regions are represented, as their needs will differ.
Faculty	Maximum of 3 participants from the same faculty.	Ensuring that students from a range of university faculties are represented.
Additional	Participants should be current/former UNSW students, technology literate, have an interest/experience in participating and hosting university events and be able and willing to actively participate during the workshop.	As we are researching a UNSW specific campus community solution, participants should provide perspectives of UNSW students. Furthermore, they should be actively participating so we gain useful insights.

2b

Research Activities



1. Collect - Empathy Maps & Sailboat



Research Questions

Who are we designing our solution for?

What are the current tendencies/motivators/anchors related to a campus community?



Why Empathy Maps?

- Identifies the types of people and their position in the problem case
- Creates user personas - understanding use cases/audience

How? Provided the map, fill 4 fields (Says, Thinks, Does, Feels) about themselves

Empathy Map Template

Activity 2 - Individual Self-Empathy Maps (10 min)

says	Common phrases users actually say on a day-to-day basis	thinks	User thinking/ attitudes towards when deciding to go on campus
does	Regular actions taken to attend campus - habits and behaviours	feels	Emotions associated with time/efforts on campus

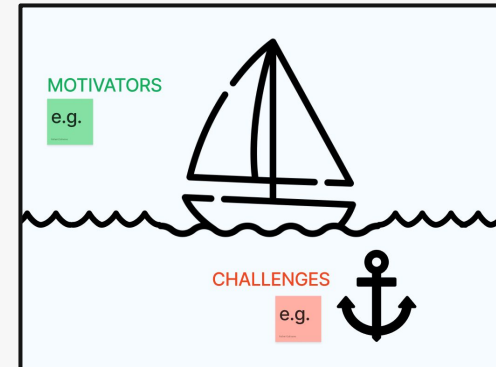


Why Sailboat?

- Empathises with user perspective of the current problem state
- Categorises attitudes to attending campus as motivators or challenges
- Identifies pain points for future activities and as targets for solutions

How? List and place the positive drivers (sails) or barriers (anchors) users have when deciding to attend campus/events

Sailboat Template



A diagram of a linked list with four nodes. Each node is represented by a square box divided into two parts: the top part for the value and the bottom part for the next pointer. The nodes contain the values 1, 2, 3, and 4 in sequence. The second node, containing the value 2, is highlighted with a pink background.

What priorities need to be addressed to achieve an ideal state?

Where are the opportunities to integrate a digital solution into user's lifestyles?



Why HMW?

- Reframes the identified challenges from different use-cases
- Phrased as problem questions that are actionable
- Facilitates collaboration and idea sharing

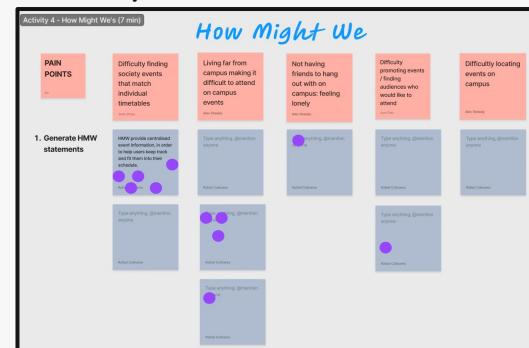
How? Presented with a number of identified campus community pain points identified by 'experts', generate as many HMW's as problem questions and categorise them under the problem they address.



Why Dot Voting?

- Given 2 dots each, vote on HMW they believe is most impactful
- Chooses problem questions, indicates priority by users

HMW Template



Dot Voting Template

2 dots each per person

Place a dot on what you see as the most important problems.

Problem dots

3. Create - Idea Storm & Dot Voting

1 2 3 4

Research Questions

How can previously identified HMW's be actioned on?

What types of digital solutions will users welcome?



Why Idea Storm?

- Focusing on quantity - creates numerous solution ideas
- See what solution ideas users would have in ideal state
- Provides new perspective for features - reduce tunnel vision

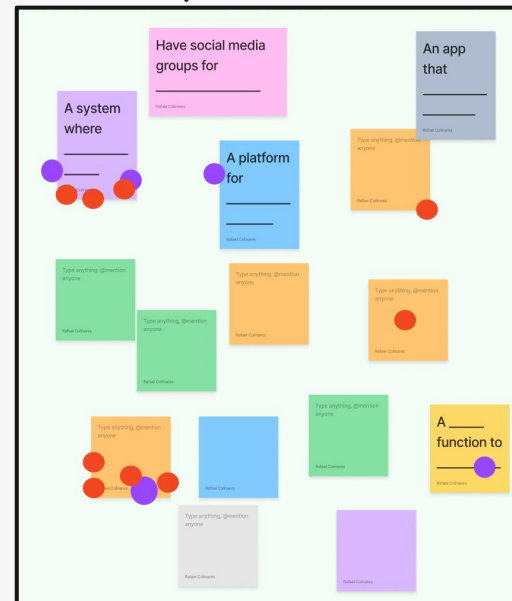
How? Using HMW statements from last activity, generate as many solutions, focusing on quantity of ideas



Why Dot Voting?

- Given 2 dots, vote on which ideas users like/would use most
- Indicates which ideas may be applicable and preferred in a real-use case
- Converges ideas towards 'Commit' stage.

Idea Storm Template



4. Commit - One-Year Goal

Research Questions

Which solutions will define the post-workshop plan?

What do users want or are expecting to have access to in the future?

With insight of past activities, what types of solutions are practical and applicable?



Why One-Year Goal?

- Defines long-term goals to commit to achieving with future solution
- Combines ideas from all past tasks to state the ideal experience
 - Outlines the different use-cases for a solution
- Determines the post-workshop plan and scope

How? Using the template, finish the sentence with a personalised statement of their campus experience in one years time

One-Year Goal Template

In 1 years time...

Rafael Colinares

In 1 years time...
wish to be able to
find events that
occur while i am
already on campus
so i dont need to
leave home as often

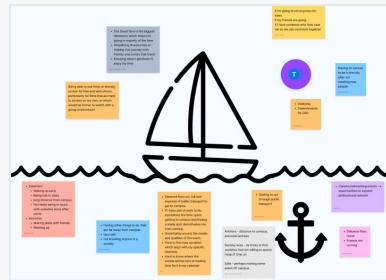
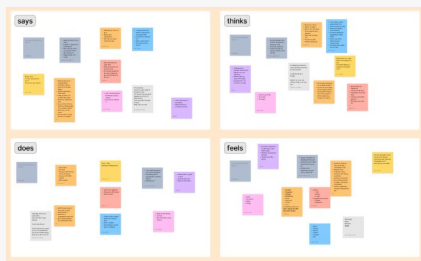
Rafael Colinares

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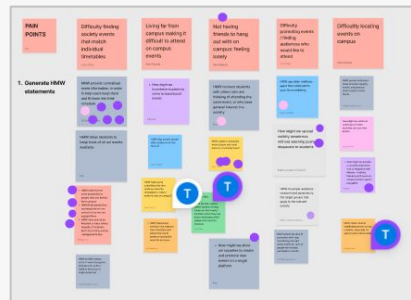
Insights analysis and next steps



Collect: Empathy Map & Sailboat



Choose: HMW & Dot Voting



Recurring idea

Motivators

- Friends on campus
- Free food/events



De-motivators

- Travel
- Difficulty finding societies that match interests
- Schedule clashes with societies
- Fatigue after class

Insights

- Those who were already parts of societies were motivated to come onto campus to attend events
- Having friends on campus has a large effect on motivation
- Many students live far from campus → travel is a large demotivator



Most popular HMW....

Create a centralised platform for uni and events info



Recurring idea

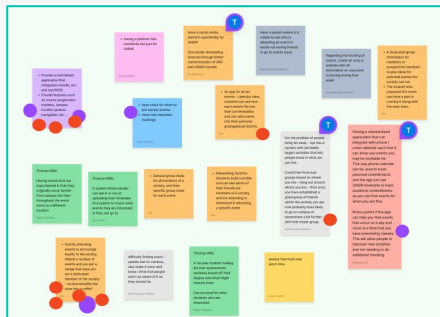
Scheduling events among uni timetables



New insights

- Retention: Getting people to come back on a recurring basis
- Awareness: Spread society awareness without seeming pushy
- Location: Locate events better

Create: Idea Storm



Most popular idea

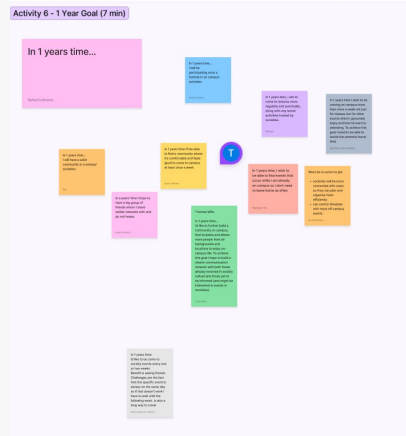
Centralised platform for uni and campus info with integration of moodle, myUNSW, campus map etc.



New ideas

- Gamification of event attendance to encourage loyalty to the society
- Member sub-groups based on location

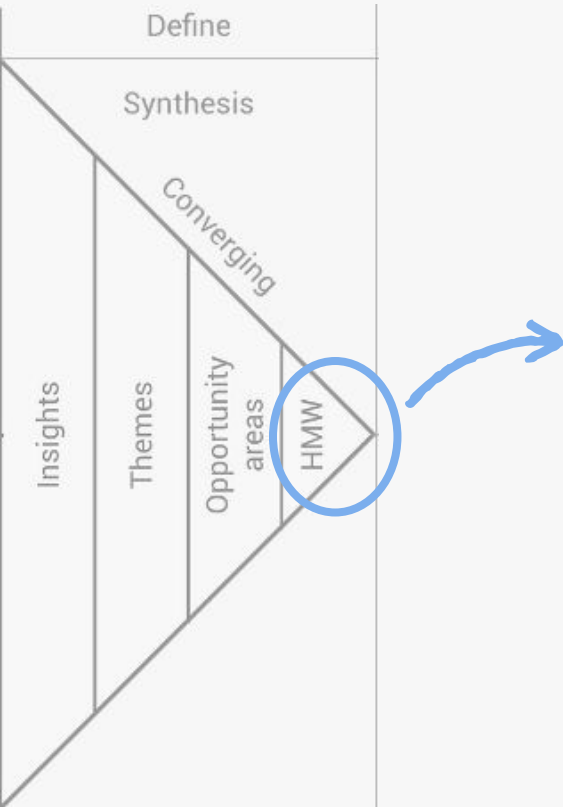
Commit: 1-Year Goal



Common themes

- A want to participate in on campus events on a more frequent basis
- Have greater social connection
- Wanting to increase awareness of society events that work with individual schedules
- A worry around finding events that work with schedules and location

Our workshop insights converge into a **final HMW statement**...

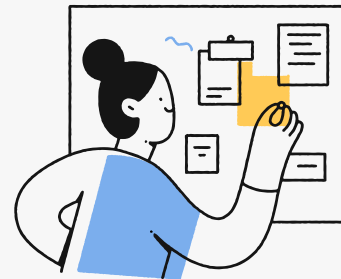
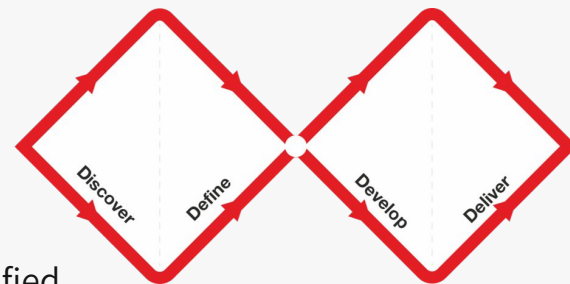


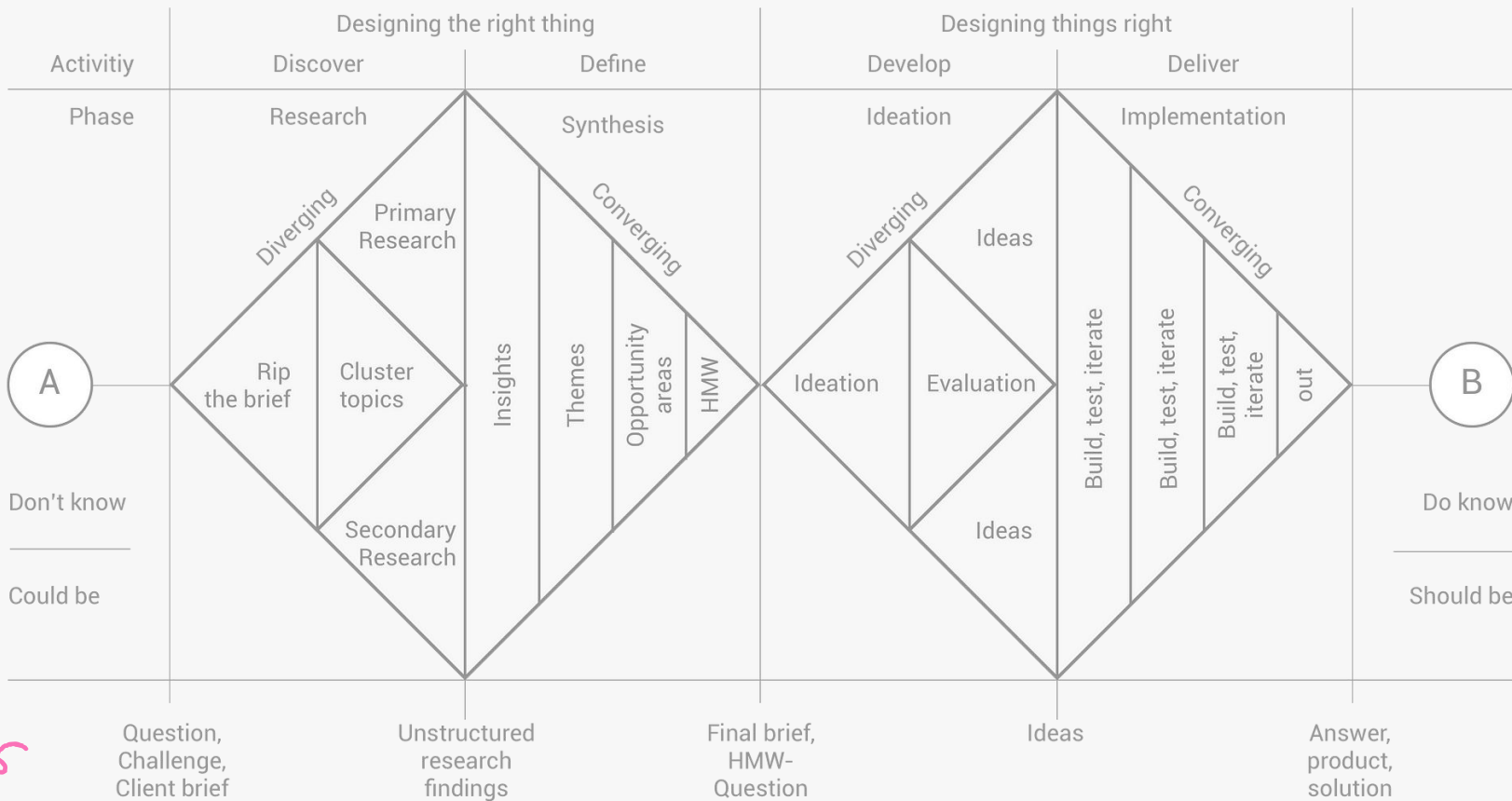
How might we create a **centralised platform** for university and event information for UNSW students in order to facilitate a **seamless return to campus** and facilitate **better social connections**.



Next Steps

- 1** Define Identification and prioritization of the most critical **challenges** and **opportunities** identified in the workshop
- 2** Develop Based on HMW questions and workshop insights → **Generation** and **refinement** of ideas
- 3** Develop **Prototyping** of solution
- 4** Deliver Construction of **final solution**
- 5** Deliver **Testing** solutions with users and iterating through feedback cycles





Appendix



	Workshop recording and figjam board links
	Classification of Residence and Faculties
	Impact Effort Matrix
	Breakdown of Gantt Chart

