

# Portfolio Case Study

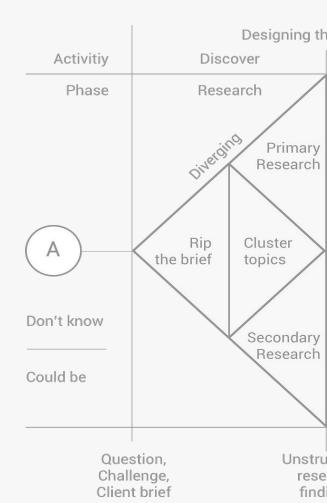
Vinay Venkatesh z5359975







# Customer Journey



# **Primary Persona**



### 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				

DEBCANALITY

# Secondary Persona



### 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**

Achievement

Introverted	Extroverted
Analytical	Creative
Busy	Time Rich
MOTIVATIONS	
Social	
Pride	

# **Customer Journey Map**



User steps What is each step of the user journey?	Study Week	Exam Period	Holidays	First Day Back	First Week	First Half of Term	Flexibility Week	Second Half of Term
User actions Wind action does the user take during each etep?	Coloned Digitality Districts when were  and	February of August 1988 August	Formula the off section of sectio	Continues No And Continues No And Continues of No And Conti	Companisher  First Owners A Base Companisher  For Owners A Bas	And present statement of the statement o	Address: Address Sudays	Facility Annual of Annual
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# Problem Statements & Test Scenario

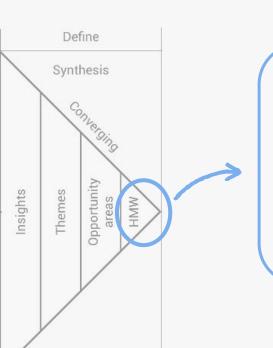
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# **Problem Statements**



Our workshop insights converge into HMW statements...

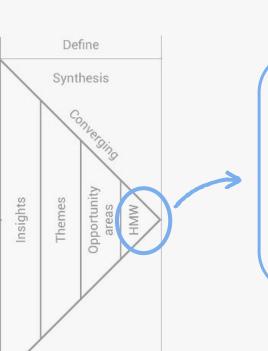


How might we create a centralised platform for university and event information for UNSW students in order to facilitate a seamless return to campus and facilitate better social connections?



# **Problem Statements**





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



## **Test Scenario**



## **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**



## **Research Questions**

### **Quantitative Questions**

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

- How do students feel about the hassles with accessing university-related apps?
- ow would the student retention rate be affected if a centralized management system is implemented?

### **Qualitative Questions**

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

- How do students vision an academic and social application UNSW service?
- what aspects do students believe, a system, would positively affect their university experience?

# **Test Scenario**



# **Measures of Usability**

**Quantitative Measures** 

**Qualitative Measures** 

1 Task Completion Rate

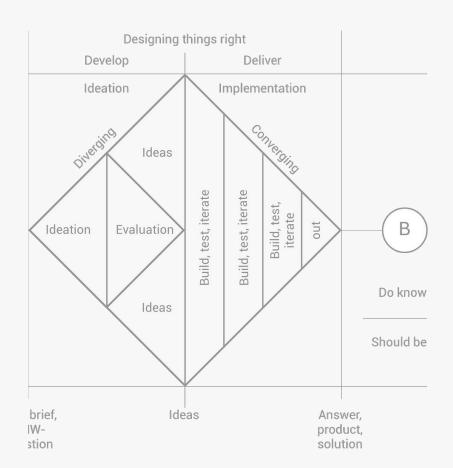
1 User Feedback

2 Usability

2 Heuristics Evaluation

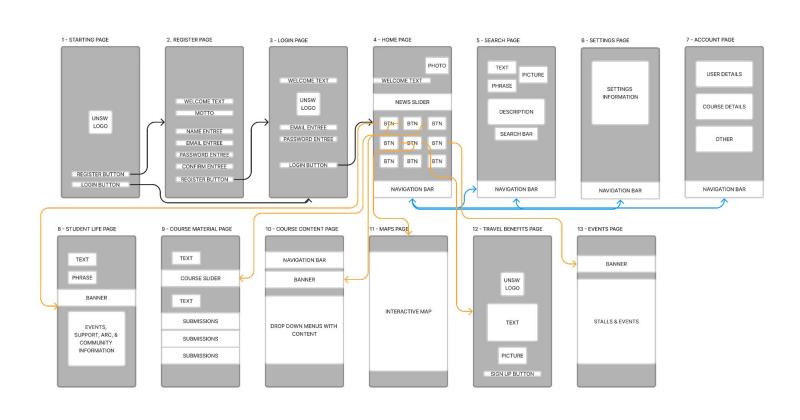
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# Wireframe & Prototype



# **Low Fidelity Sketch**





# **Mid Fidelity Prototype**





# **Measuring Success**



**Problem to Solve** 

1 Enhanced Accessibility

2 Streamlined Process

**Measures of Success** 

1 Improved Satisfaction

5 Retention Rate

Feedback

- 2 Usage Metrics
- Task Completion Rate

4 Reduction in Access Time

# **Appendix**



Customer Journey Map	https://drive.google.com/file/d/1rZBNh6EiqHcXBQaEDtXwDtxYxZRBRlam/view?usp=drive_link
<u>Prototype</u>	https://www.figma.com/proto/rS9pwte8KOliqpMKPJQNX7/INFS3700-Individ ual-Assessment-Prototype?type=design&node-id=1-2&t=N1lSqJABZqv4uBDc-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&mod e=design
Figma Link	https://www.figma.com/file/rS9pwte8KOliqpMKPJQNX7/INFS3700-Individual -Assessment-Prototype?type=design&node-id=0%3A1&mode=design&t=MKK 3vWhr5Zd3kkiN-1

