StudyHelper

Sprint 2 Deliverable

Pitch

Table of Contents

Concept description:

Our goal is to create a platform, where students can communicate to each other and find all of their relevant information, connected to their studies in one place - **StudyHelper**. This includes all of their lectures, all of the challenges that come with the 3rd semester. Also there will be a forum with a leveling system, where students can help or get help from other students for specific assignment/problem.

Target group:

Our target group is all of Semester 3 ICT students. Our first idea was the platform to be for all ICT students, but then we decided to narrow it down to one semester, as the information for all students would be challenging.
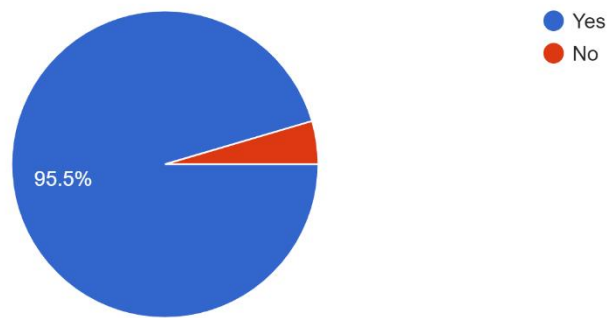
User Study:

We started our research with a simple survey, sent out only to Semester 3 students. Here are a couple of screenshots from it:
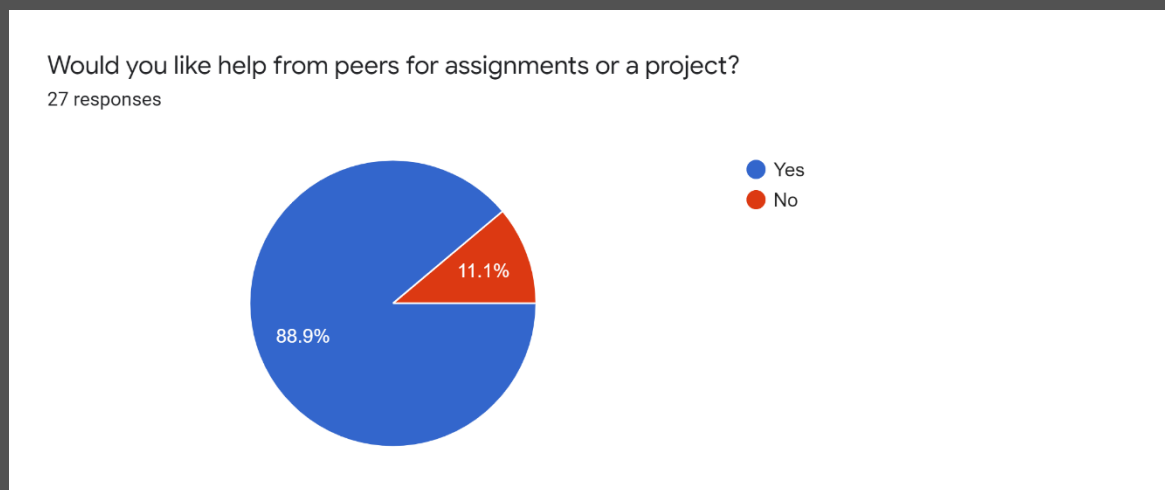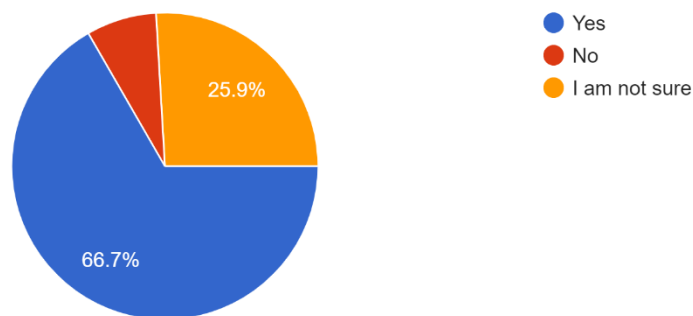
Are you struggling with finding the challenges you have to do for extra points?

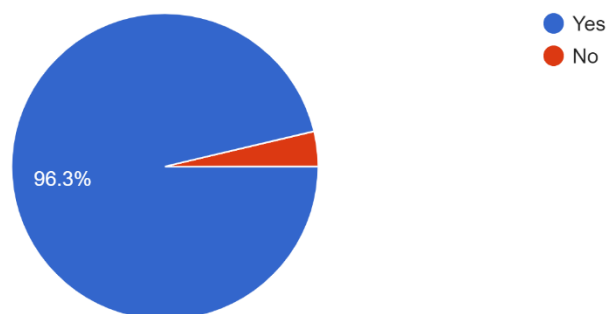22 responses

- Yes
- No

95.5%

If you had a space/forum where you can ask for help from your peers/other students, or just communicate with students about issues, suggestions and etc. , would you use it?

27 responses

- Yes
- No
- I am not sure

25.9%

66.7%

Would you like a website where you can see all your lectures in one place, rather than searching them through Teams?

27 responses

- Yes
- No

96.3%

From the survey we have gathered the following information:

- Most of the students liked the idea of a forum where they can communicate and give/get help for a specific issue
- Almost all of them are struggling with finding challenges, as they don't receive notifications from Canvas and have to check daily
- Everyone, except 1 person likes the idea of a website, where students can see all of their lectures, as they would be there for a longer time than 20 days

We also conducted 1 interview/prototype testing, from which we gathered feedback for our first version of the prototype.

User persona:

This user persona is based from the interview:

Mike Johnson

Age: 20
Occupation: Student
Location: Eindhoven

Goals
- His main goal is to finish university
- He would like to learn as much programing languages along the way
- Attend every lecture

Frustrations
- He wanted to watch a lecture to prepare for a test, but the lecture is deleted, because 20 days have passed and now he has to search through the web
- Sometimes he is having trouble with his code and would like to ask other students from his class, but there isn't an exact platform for that

Interests
- He likes reading in his free time
- He loves travelling, but due to the situation he is forced to sit
- He also loves watching Netflix after a long day of studying

Bio
Mike is from the United States. Usually people continue studying in America, but Mike decided to go studying in Europe. He has always wanted to visit Amsterdam. Now he is a second year student in Software.

Empathy map:

We also made an empathy map based on the survey
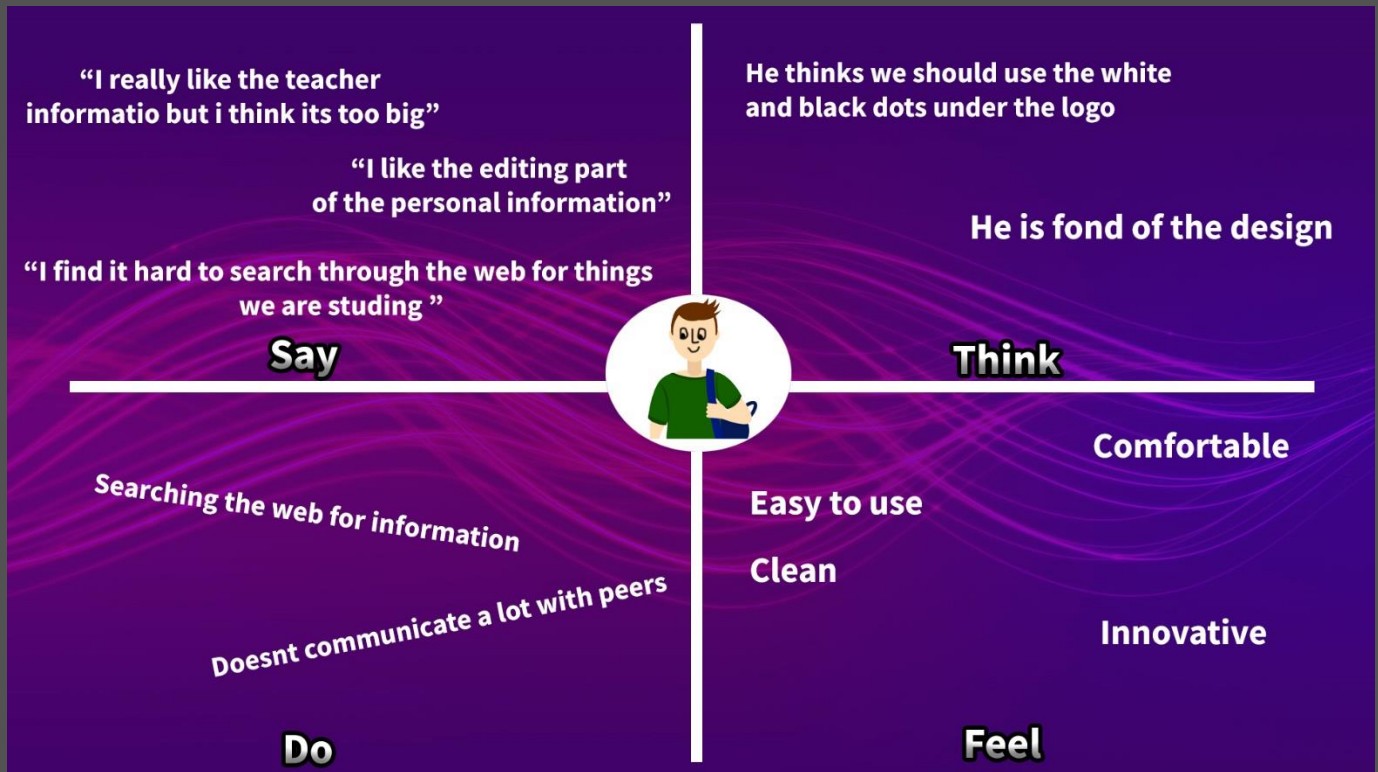
POV & HMW

We did 2 POV and HMW for the 2 main parts of our website:

Point Of View:

User	Need	Insight
students of Fontys	to be able to check lectures at all times, if the user later needs the information	the user might have a test in the future, and he would want to find the information without a problem

How Might We:

Help students?

Ease the process for students?

This one is mainly based on the lectures part of our website

Point Of View:

User	Need	Insight
students of Fontys	a place where the users can communicate with other users at a similar topic and get help from them OR give help to other users	the user might need help doesn't know who to ask

How Might We:

Give them the ability to help each other?

Help them exchange ideas?

As this is one is mainly based on the forum part of our website

Business Model:

The Business Model Canvas

Designed for: Sprint 2
Designed by: Moogul
Date:
Version:

Key Partners

Key partners are the founders of Moogul.
Svetoslav Stanoev
Viktor Kalinkov
Plamen Neshev

Each sprint we spread the work evenly, so everybody has a responsible tasks to work on.

Key Activities

Our key activities are to make the semester for semester 3 students easier
In the long run we would like to expand the field to not only one semester of students but to other semesters as well

Key Resources

The resources we require are knowledge of research, programming and user experience. We are going to take in all the information and deliver it with the resources we have currently!

Value Propositions

Our job will be to make the 3rd semester for students in Media Design as easy as possible without going through pages and website in google. We would like the students to focus on "getting the job done".
We would like to make the cost of time less for the students and make knowledge accessible to everyone. It will be user friendly because of hard research!

Customer Relationships

University is to connect students so we'd like to make it easy for students to communicate, so we want to make sure our forum Is accessible in order for students to communicated freely.
We would research features our customers want and implement them if possible

Channels

Reaching students is hard during covid that's why we need to create a strong network of peers in order to communicate freely.
That's why we would encourage students to talk in the forum

Customer Segments

Our customer segment will be a niche market for 3rd semester students at the start.
After extensive research we will decide if its possible and needed to explore a diverse market with more customers

### Cost Structure

Revenue Streams

We left the cost structure and revenue streams empty, because we don't pay/gain money from creating this.

Does the concept meet the briefing?

We think our concept is good for the students, because it allows them more freedom when studying. For example the students won't waste time minutes searching through the web for help, as they can ask one of their peers. Also if they in the future need information from one of the old lectures, they got their lecture recorded and on the website, which now is not possible, as Teams can keep a recording only for 20 days.
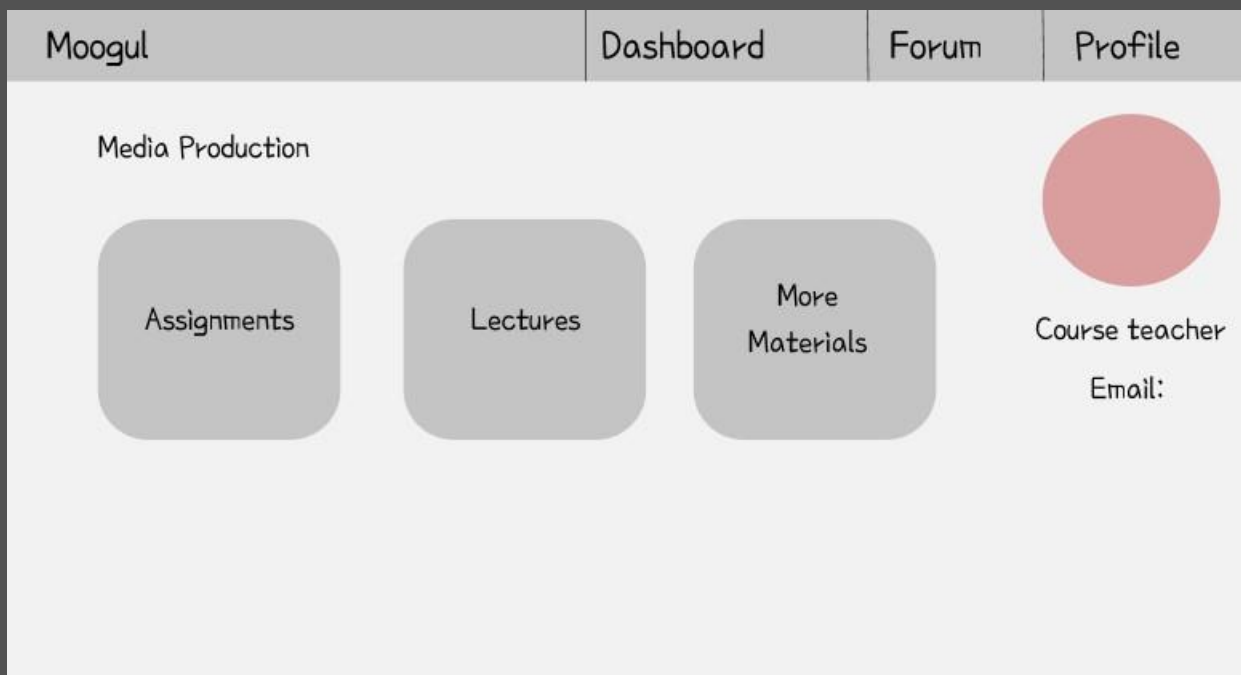
Sketches:

These are a couple of our first sketches:
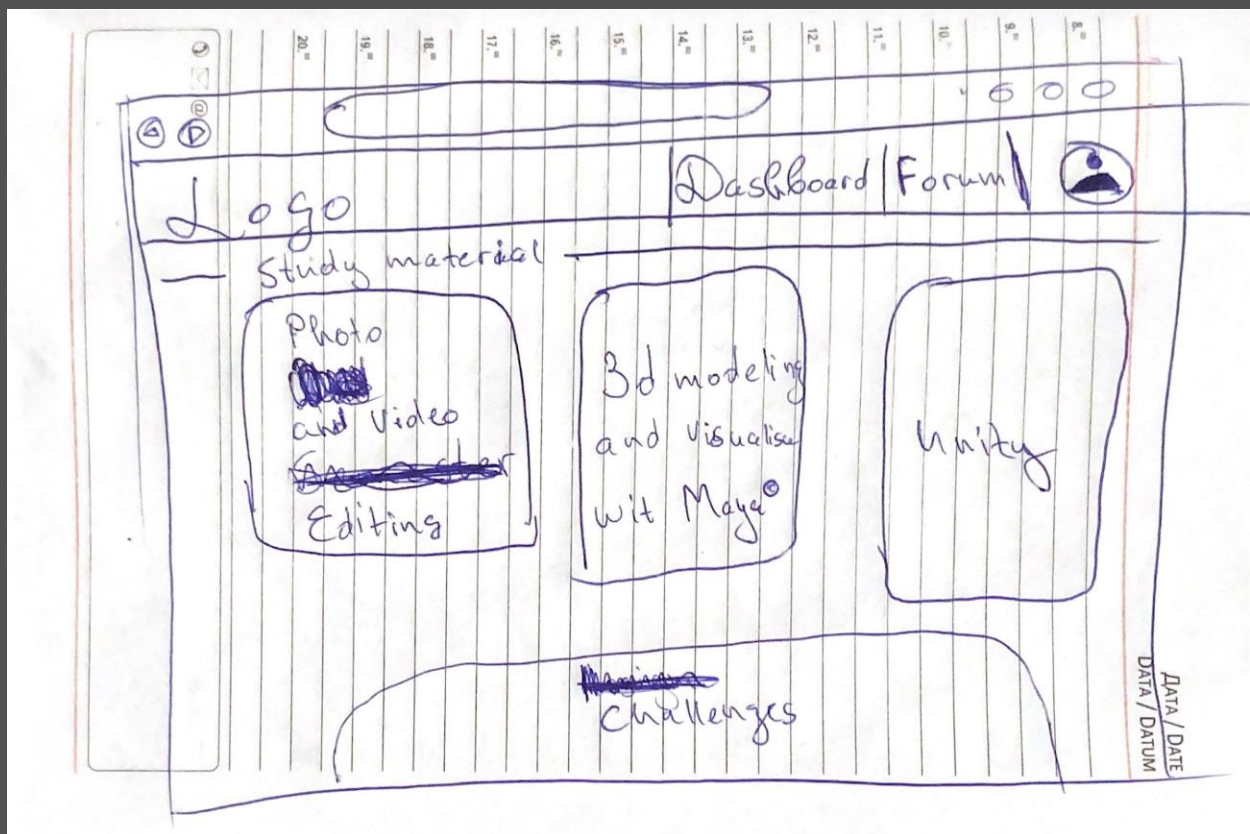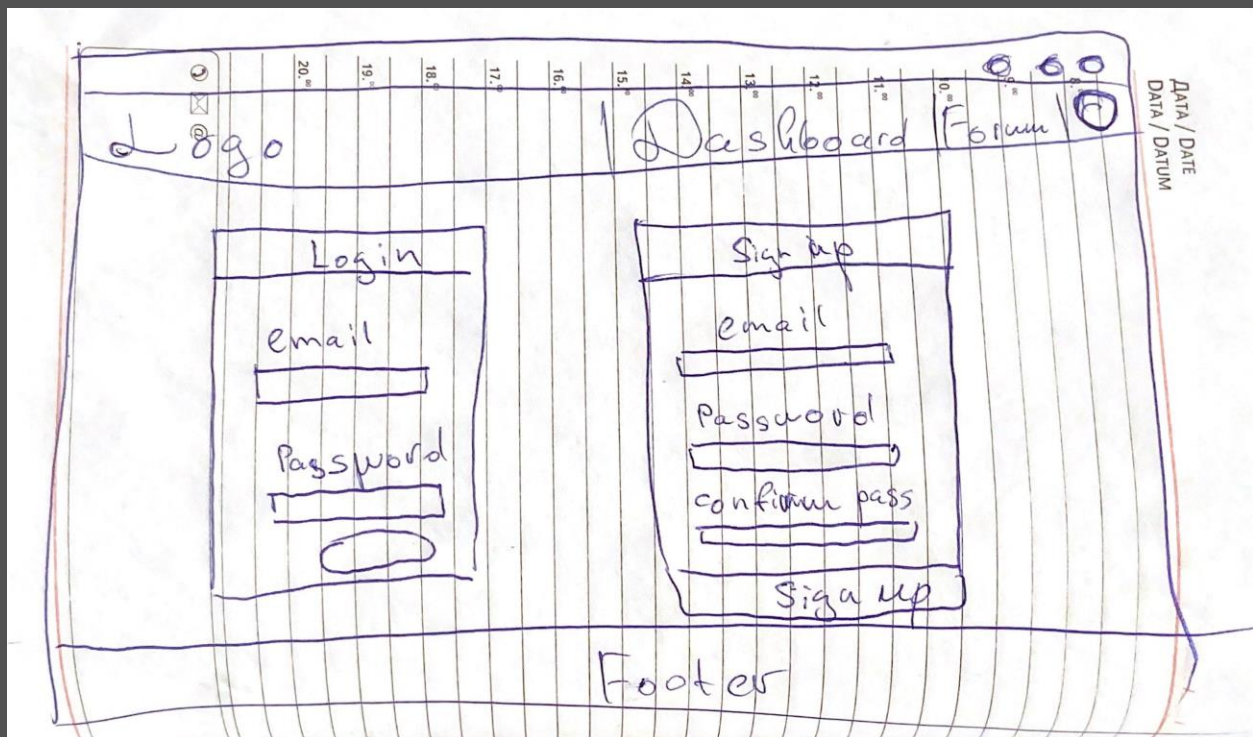
Wireframes:

And a couple of wireframes based on the sketches:

Subject page

Lectures page

Moogul		Dashboard	Forum	Profile

Lectures

Search:

Storytelling

Photoshop
advanced

Maya
basics

Unity 3D
basics

Sign in page

Moogul		Dashboard	Forum	Profile

Are you?

A returning user:

Login

email:

password:

OR

A new one:

Sign up

email:

password:

confirm password:

Login

Sign up

First prototype:

We used a couple of wireframes for quick prototyping as we showed them to a couple of students to see their feedback.

After getting their feedback we came to these conclusions:

- decided to remove the top bar and made it an expandable side bar, only keeping the profile in the top right
- change the teacher information from top right to the bottom
- changed the sign in page to a more basic page, where if you are a new user, you can click below to create an account
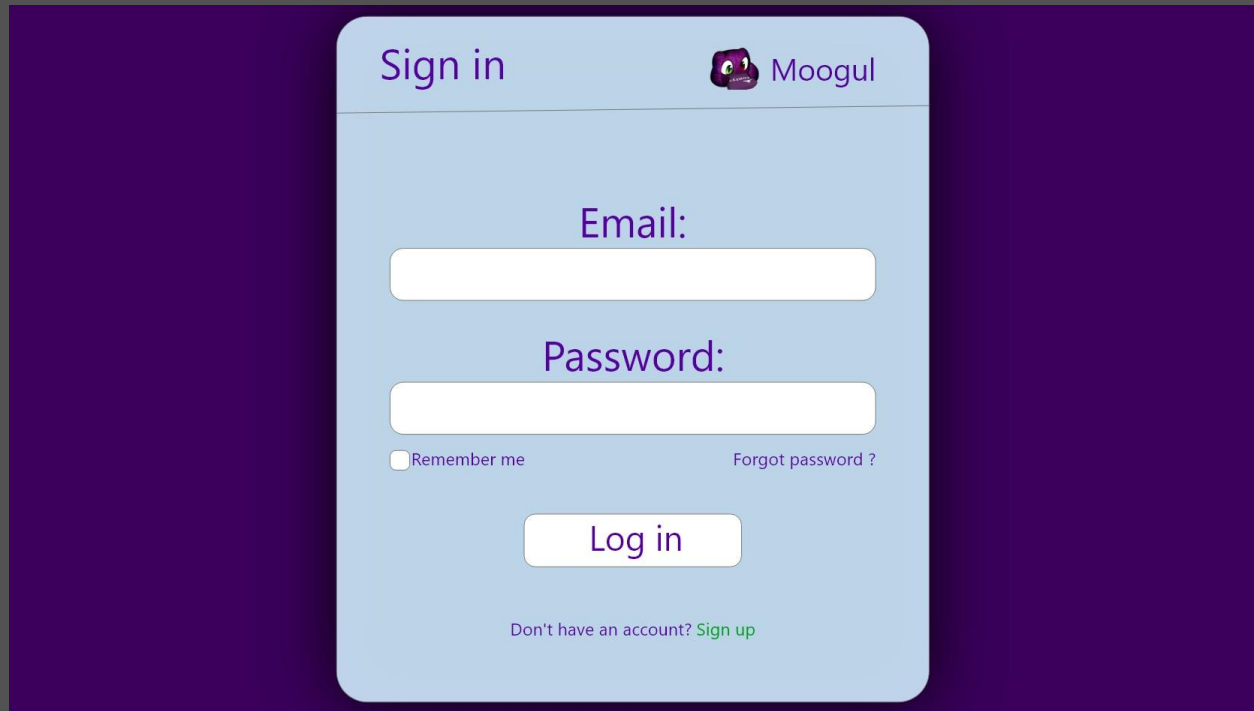
(For reference check the above wireframes in comparison to the finished prototype below)

Finished version:

Lectures page
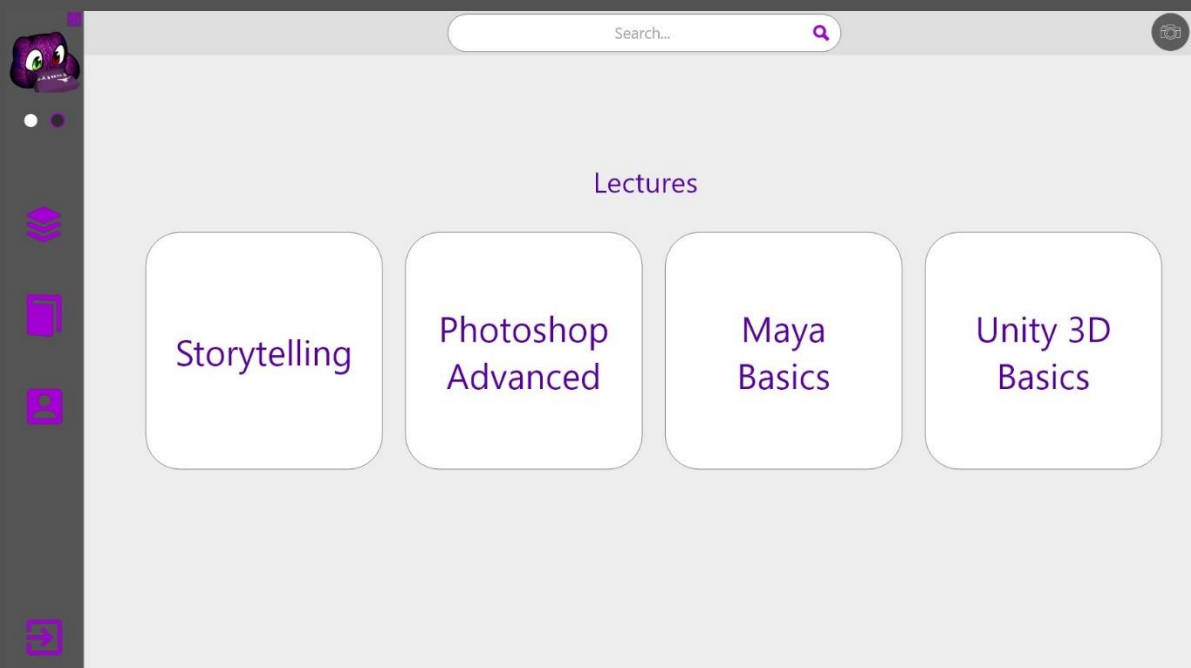
Sign up page
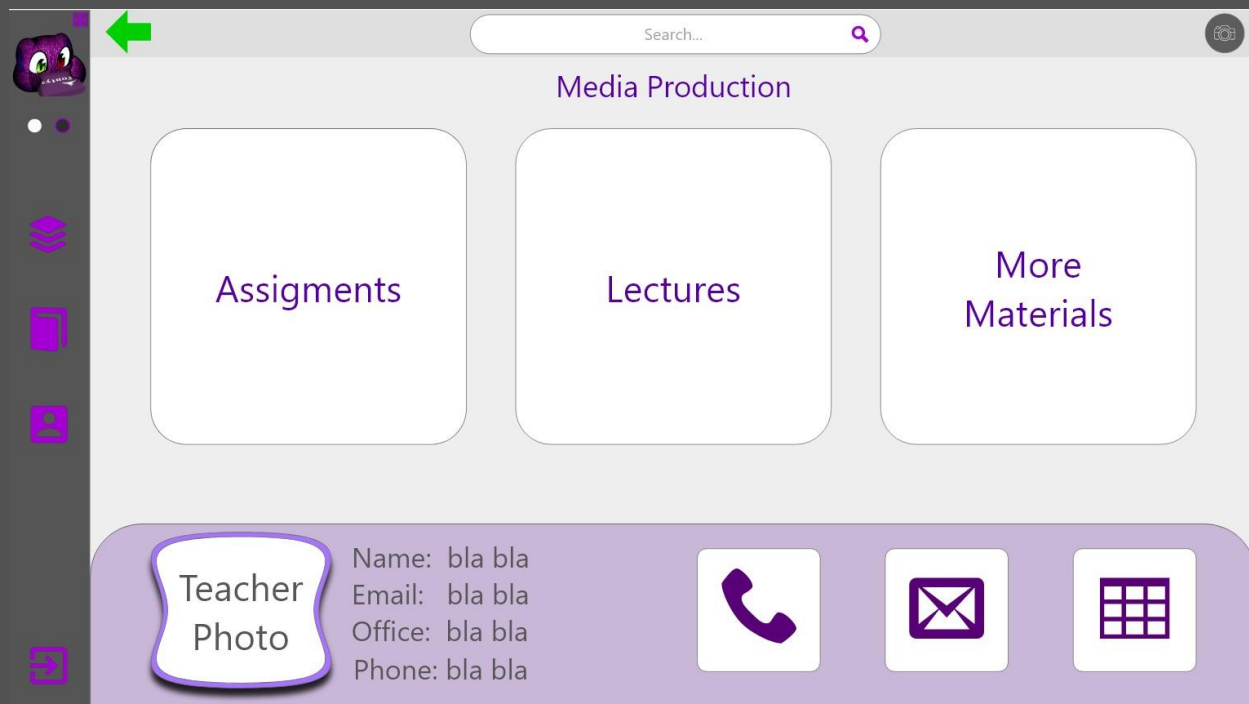
Subject page (closed side bar)

Subject page (open side bar)
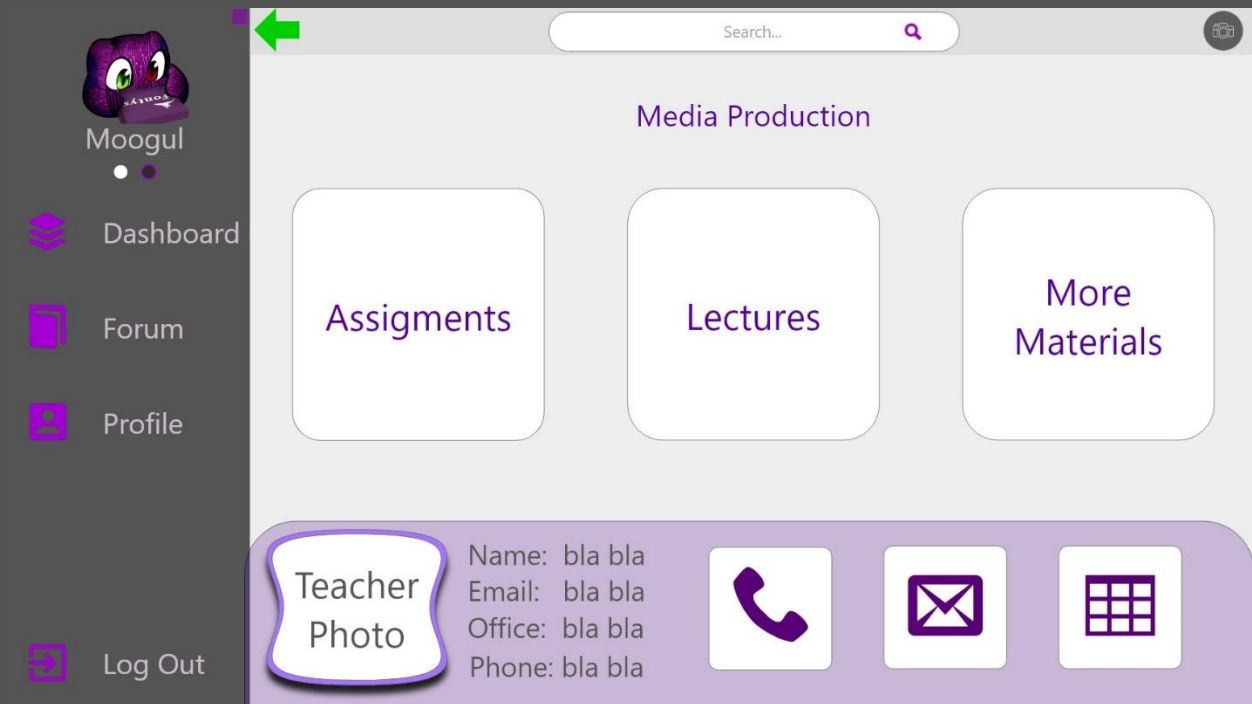
Important links:

Blog:

You can follow our blog here:

https://viktorkalinkov.github.io/blog.moogul/

Survey:

https://forms.gle/Ukutxzn6RpWYuMGe8

Interview/Prototype testing

https://youtu.be/Va4Zl4-UnBo

Video Prototype (User flow)

https://www.youtube.com/watch?v=R60gI0cyccE