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Problem Statement - Alumni Engagement Recording System

The Alumni Office at Santa Clara University is struggling to create exciting and well-attended events that will attract new students and build a strong alumni community. To find out what makes an event successful both by engagement and alumni attendance, the Alumni Office needs input data from the event attendees. Without this engagement data, the alumni office does not have the information to make the necessary changes to create more immersive events and increase alumni engagement.

As a result, the Alumni Office wants to develop a new experience that will allow alumni to easily submit useful feedback for hosted events and create their own hosted events. Along with this, the Alumni Office wants a tool for viewing the data collected from the alumni as well as an administrative tool for managing and approving events. This will allow the Alumni Office to get an idea of which events are most beneficial and immersive for the attendees and host more of those event types in the future.

Currently, the website that the Alumni Office uses to post upcoming events to is lacking in two major features: feedback submission and alumni-hosted event creation. To submit feedback or suggest an event, an alumnus must send individual emails to the office, which is a tedious process for both the alumnus and the alumni office since the office has to manually keep track of the email threads. In addition, the website is clunky, overly complex, and not mobile friendly: the event search function rarely returns correct results, multiple pages must be loaded before a visitor can access event details, and the event calendar is completely unresponsive on mobile devices. As a result, alumni have to deal with a terrible user experience to interact with the Alumni Office, which drives them away from participating in SCU alumni events.

To solve the problem, we will implement a simple website that allows alumni to easily check-in to events, submit feedback, and create personally-hosted events. In addition, the website will allow the Alumni Office to view submitted feedback data in a meaningful way and quickly approve personally-hosted events. Lastly, the website will also feature administrative tools for the Alumni Office to manage and approve events. To accomplish this, our website will have a simple interface that shows events currently in progress for check-in and a mobile-friendly, simple calendar UI with event filtering and searching that actually returns relevant results based on priority of events. Official events from the Alumni Office and Santa Clara University will always show up first when there are multiple events at a time. Other events can be given low priority such as math tutoring sessions which happen extremely frequently and on a solid schedule. On the Alumni Office side, we will use a simple admin page that will show pending event submissions and previous event feedback data in relevant chart or graph formats. Overall, our site's simplicity and user-friendliness will help drive more students and alumni to SCU alumni events and also streamline and reduce the Alumni Office's workload.