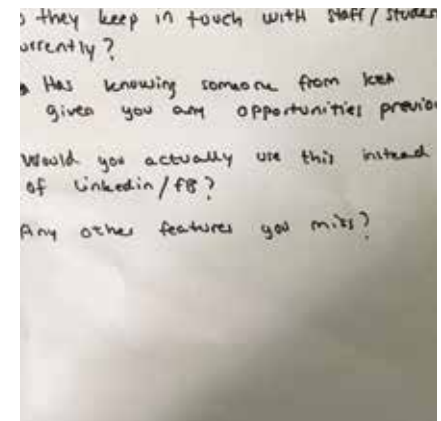
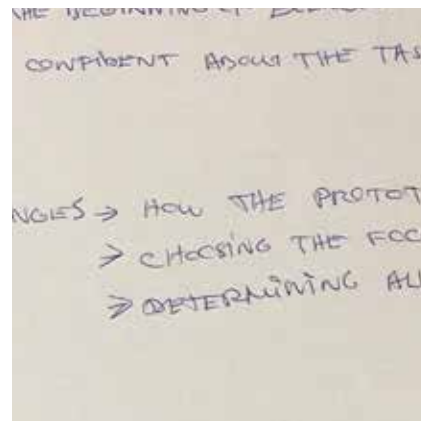
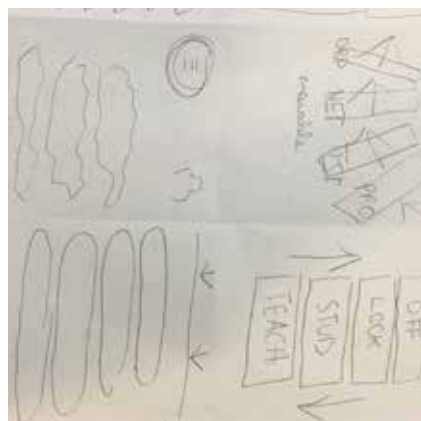
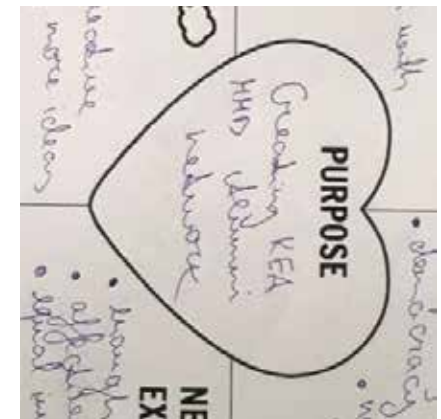
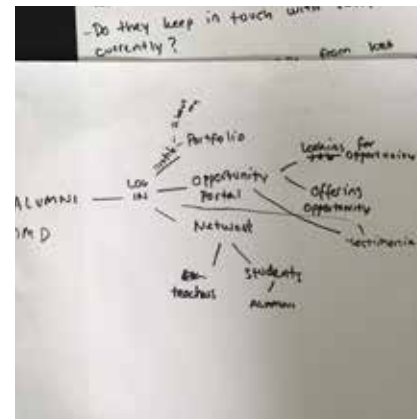
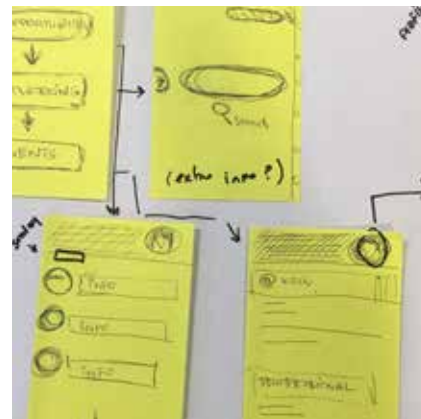
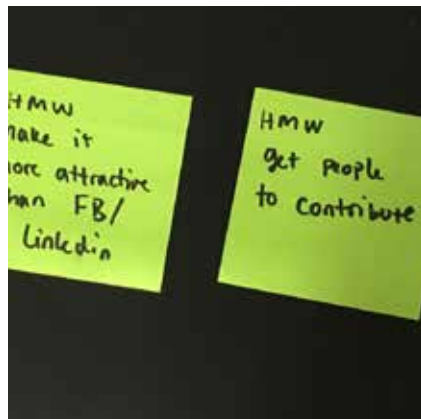


Sprint group: Aivars, Lāasma, Jugal & Zoe

21st of May 2019



Day 1:

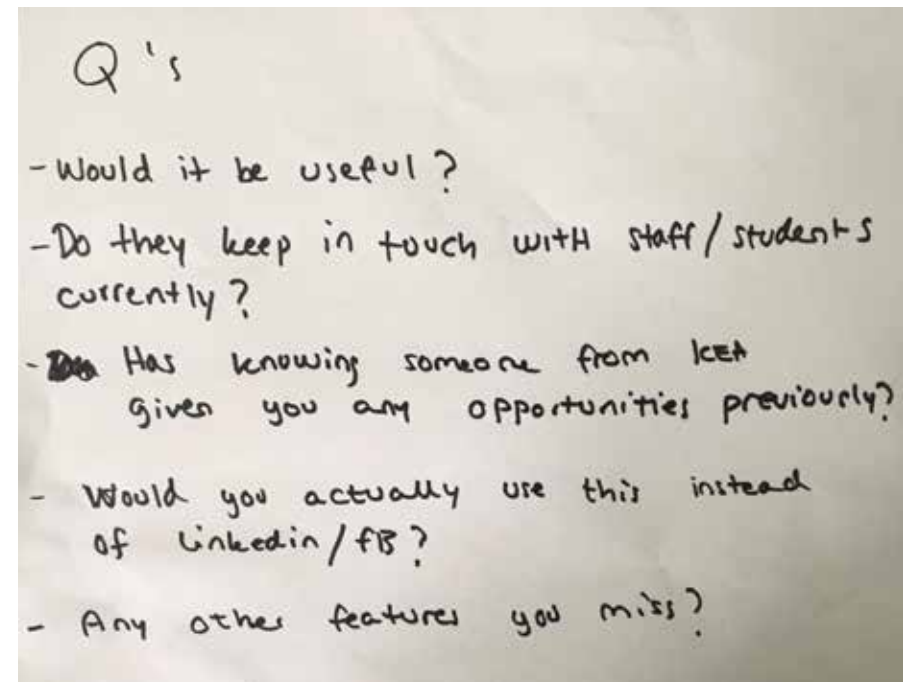
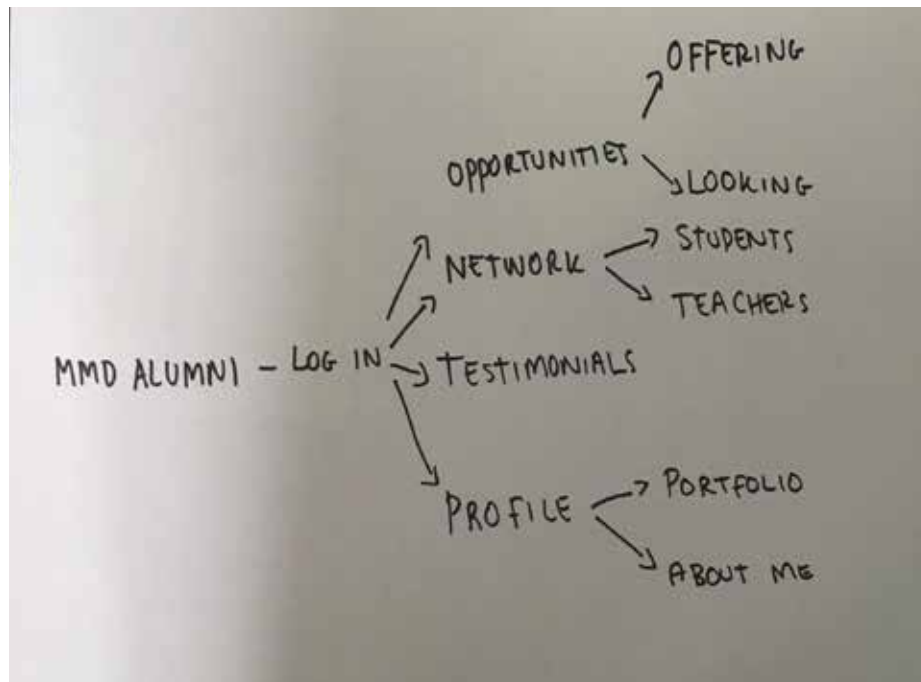
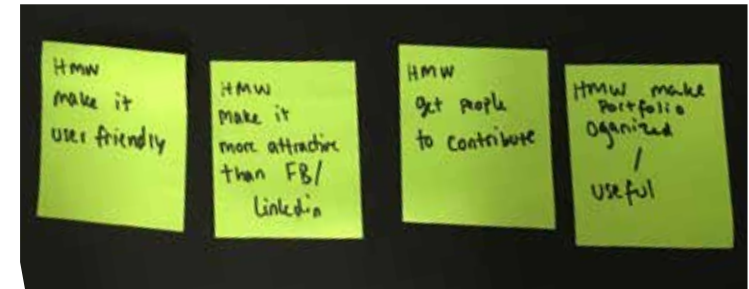
We decided to go in a different direction and work on a new frontier section for ex-kea students. We mapped out the initial idea and then interviewed an ex-student who works in the tech lounge. The ex-student gave us some constructive feedback and good ideas to move forward with the idea. We also came up with the following 'how might we' questions.

How might we: Make it user friendly?

How might we: Make it attractive to use over facebook/linkedin?

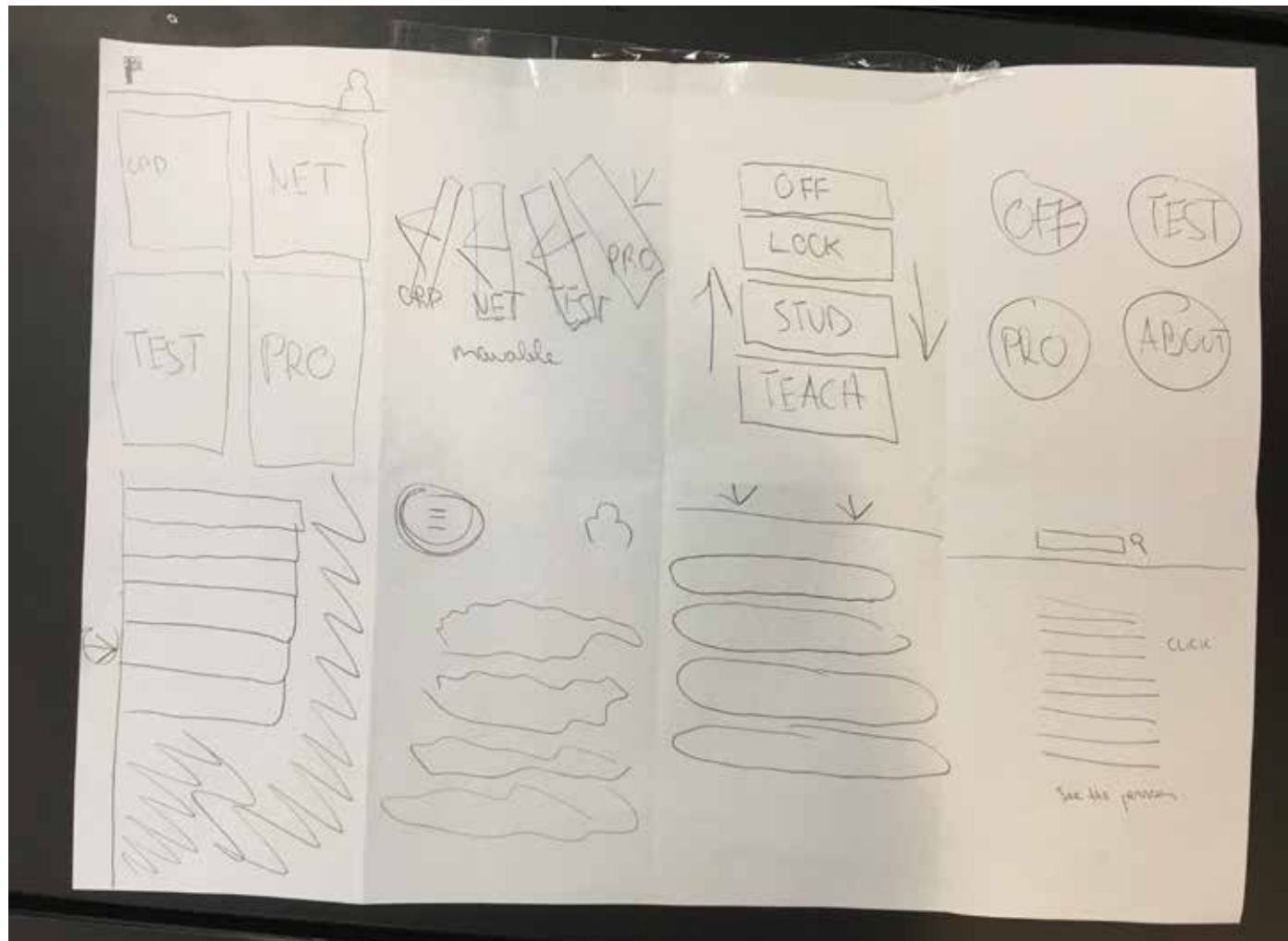
How might we: Get alumni/companies to contribute?

How might we: Make portfolio organised/useful?



Day 2:

We worked with wireframes and added as many ideas as possible. It was a little bit difficult for the group to come up with lots of different ideas in the timeframe. In the end we had a few different ideas that we were happy to progress with.





NAME

LAST NAME

CONTACTS

CONTACTS (KEA)

o _____

o _____

o _____

o _____

KEA
ALUMNI

OPPORTUNITIES

PROFILE
(CONTACTS)

CONTACTS

NAME

LAST NAME



CONTACTS

ABOUT

KEA PROFILE	OTHER INFORMATION
o _____	o _____
o _____	o _____
o _____	o _____
o _____	o _____

KEA
ALUMNI

Hey there

Log in

CONTACTS

KEA
ALUMNI

OPPORTUNITIES

VACANCIES

INTERNSHIP

PROJECTS

KEA
ALUMNI

Hey there

Log in

CONTACTS

KEA
ALUMNI

INTERNSHIP

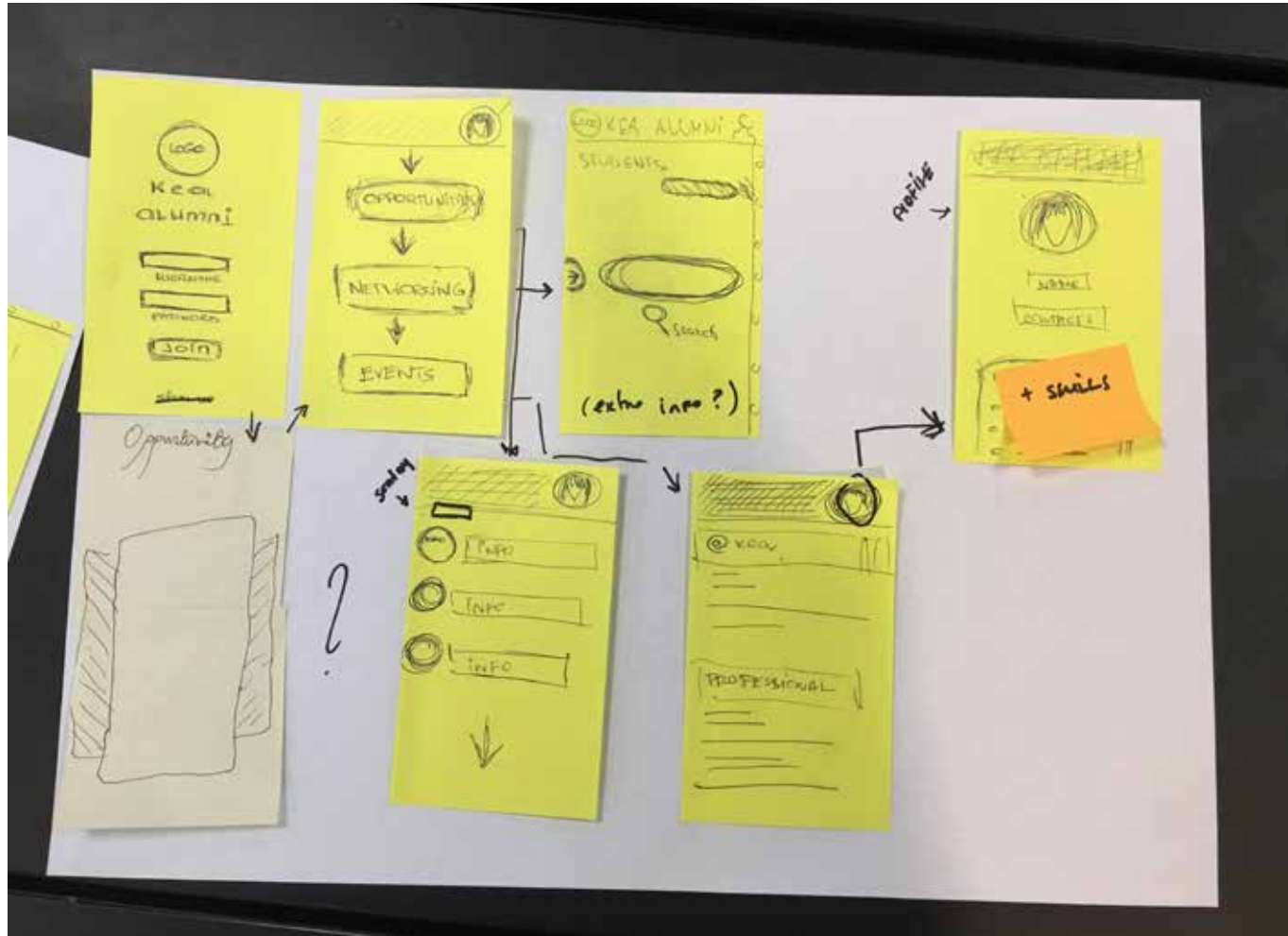
WHERE

WHAT

REQUIREMENTS

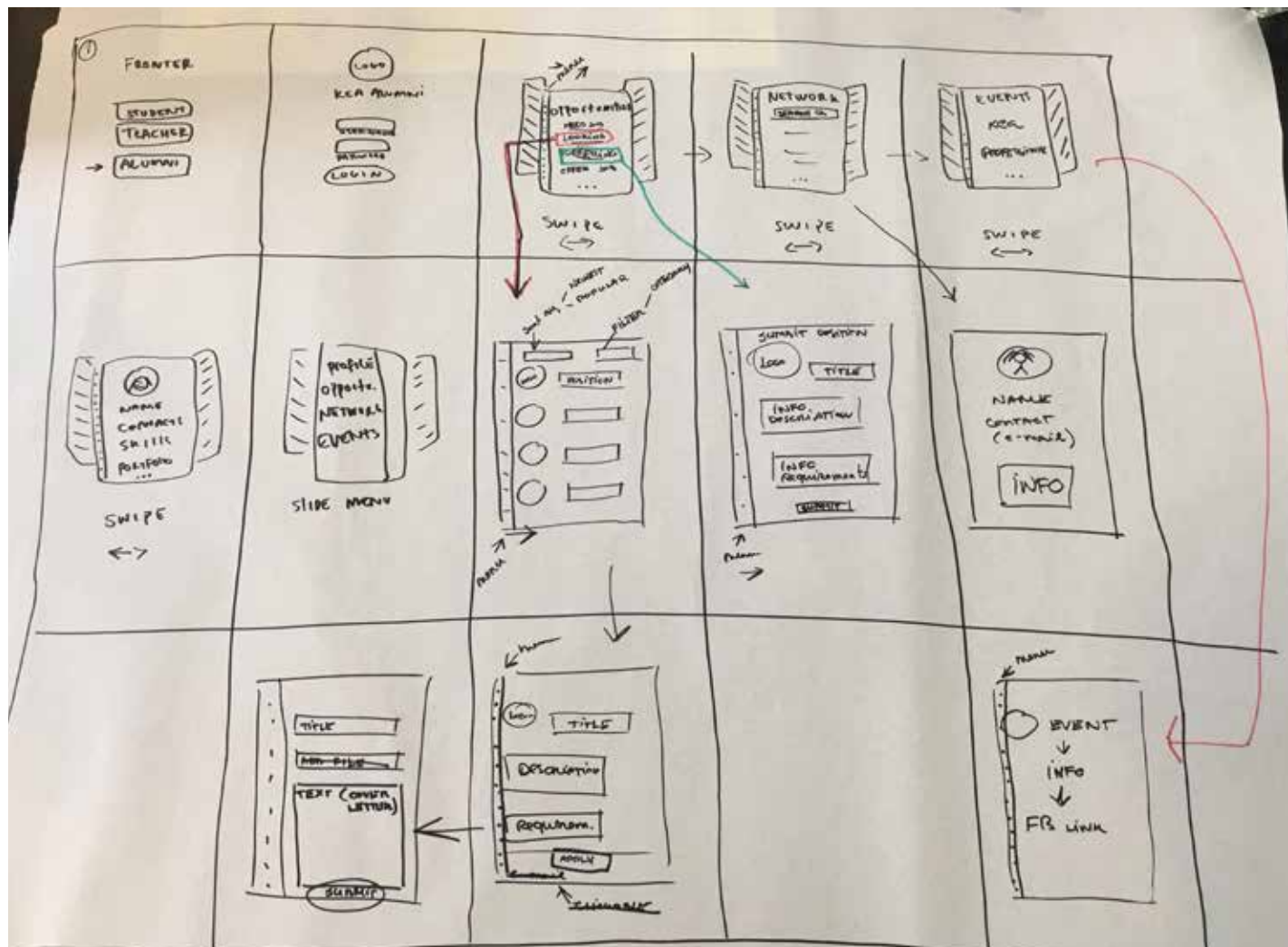
Day 3:

We went through day 2's work and chose the post it notes we liked best. We spent some time going back and forth between whether the menu should be a 'swipe' menu or contain an animation. We ended up deciding to go with the swipe option.



Day 3:

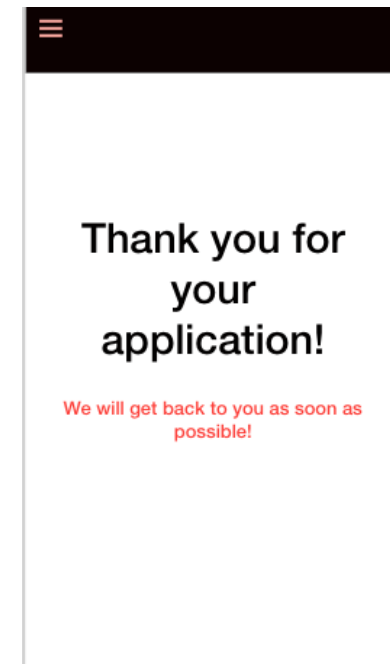
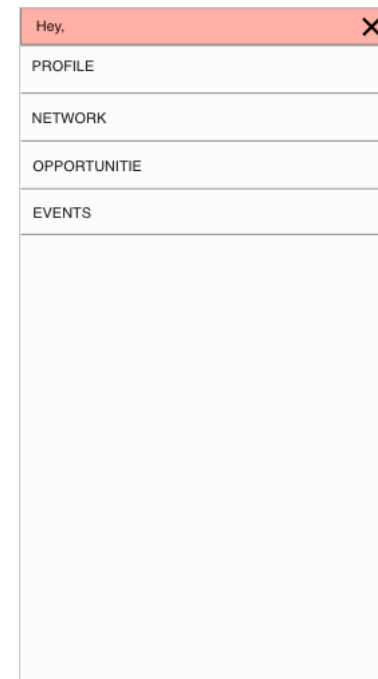
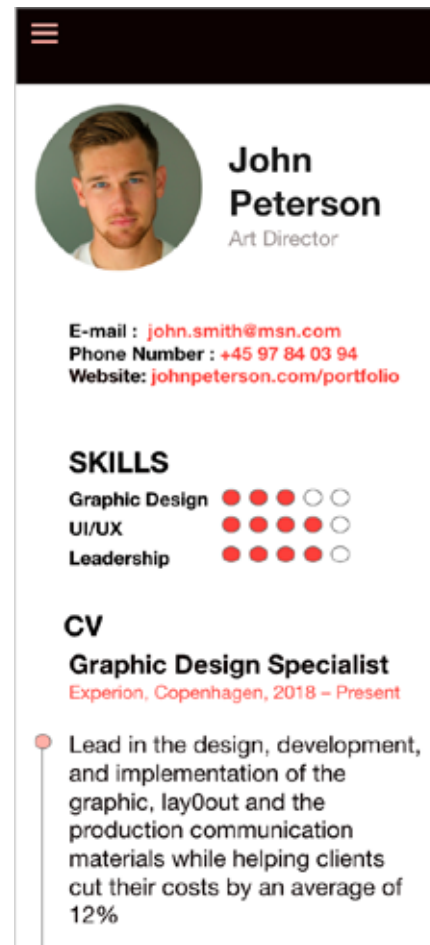
Here is a picture of our story board for the prototype. It was tested on multiple 'expert' students as well as a teacher. There was some confusion due to the site not being in a linear form and with arrows going across the page.



Day 4:

Here are a few stills from the prototype, which was stitched together on day 4.

Link to the XD: <https://xd.adobe.com/view/f21e11c7-a730-4e7b-4973-5fa4b4f3715c-842f/>



Day 5:

Hypothesis:

We are concerned that the interviewees won't understand the main purpose of the digital solution, and potentially will be confused at the double menu system.

Questions for the interviewees:

- How old are you?
- When did (or will) you graduate from KEA?
- What field do you want to work in when you graduate/what field do you work in?

5 second test

- What will come after the login page?

Tasks:

- How do you submit a job application?
- Find the videography event?

- What do you think of the digital solution?
- What was the most confusing part of the process?
- What do you think the main purpose of the digital solution is?
- What kind of functions can you do in the digital solution?

Interviews

We interviewed 5 different people, and asked them the above questions.

As predicted: the double menu navigation was confusing to people. Everyone was able to navigate to the pages, but it took quite some time.

One recurring note: the swiping menu and the burger menu were not coherent, which made it confusing. It was also difficult for people to return to the previous pages, but perhaps this was more due to the limitations of XD.

Everyone was able to name the main purpose of the solution (connecting KEA students with a focus on jobs/internships) and were able to find and list all the different functions of the digital solution.

All interviewees seemed to be a little bit confused about the split in the event section (having a KEA/Other section) as well as the title of the opportunity section itself.

The looking/offering page was specifically problematic due to the headlines and subheadlines being different colours and sizes.

Overall we can conclude that in a future iteration we would have to simplify the navigation. We would also simplify the event page and the job page, with simpler titles and perhaps consolidate some of the information provided.