

Design Sprint

ICM 512: PRINCIPLES OF USER EXPERIENCE DESIGN

Mia Krysa

Fall 2024

1. DEFINE: PART A. EMPATHY

Partner: Lindsey Komson

- Before interviewing Lindsey, we briefly introduced ourselves and gave some background information about our education, where we were in the program and personal interests.
- Lindsey explained to me that she's a 3+1 student in her final year, where she will finish with her bachelor's degree and her master's degree.
- One of the first things I picked up on, was that Lindsey missed being at school and her friends that weren't in the 3+1 program. Because she's now in graduate school, she's finishing up her final year in the program at home.
- She has a fear of missing out and found that she works well when she's surrounded by classmates working towards the same goals.
- The main issue for Lindsey seemed to be that even though she is grateful to finish two degrees in 4 years, she's missing some pieces of the college experience in her final year.

PART A. EMPATHY (CONTINUED)

- Time-blocking her schedule has helped her manage her time while in 3+1.
- Lindsey pointed out that she has trouble working in a place like the library, because it's too quiet.
- She loved going to the student center when she was living at school, and spent most of her time doing work there.
- Since being at home, she sometimes listens to live sports to help her do work.
- Seeing her friends at school is somewhat bittersweet. She wishes they could be doing homework together, hanging out, and making more memories.
- I couldn't help but think: how do we get 3+1 students who enjoy living at school, to feel more like they're in their senior year (as 4-year Bachelors students do)?

PART B. NEEDS & INSIGHTS

- The ICM program is 1 of the 2 programs that is remote, out of over 40, which are in person
- There's a need to make 3+1 students in this program feel closer to their classmates in their final year.

PART C. DEFINE PROBLEM

The remote graduate program is a challenge for Lindsey because she's used to an in person learning environment and college experience.

PART D. HMW STATEMENT

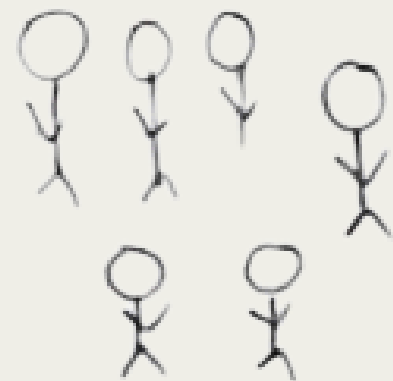
How Might We: ensure that 3+1 students in remote graduate programs still get the quintessential, 4 year experience that undergraduates have?

2. IDEATE: LIGHTNING DEMOS

- I thought of meet-ups, a common practice for people who want to get-together after only seeing each other online, Zoom study sessions, and Bringing More of the a Classroom Feel to Distance Learning.

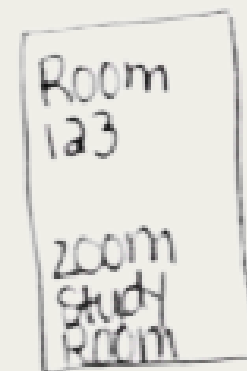
HOW DO WE BRING FINAL
YR COLLEGE EXPERIENCE
TO 3+1'S?

MEET-UPS?

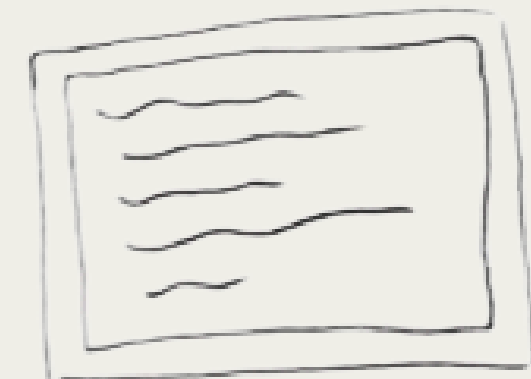
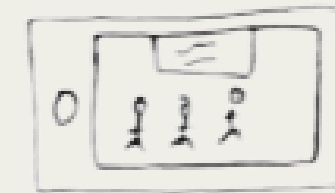


*STUDENT CENTER
SEEMS KEY*

Zoom study room?



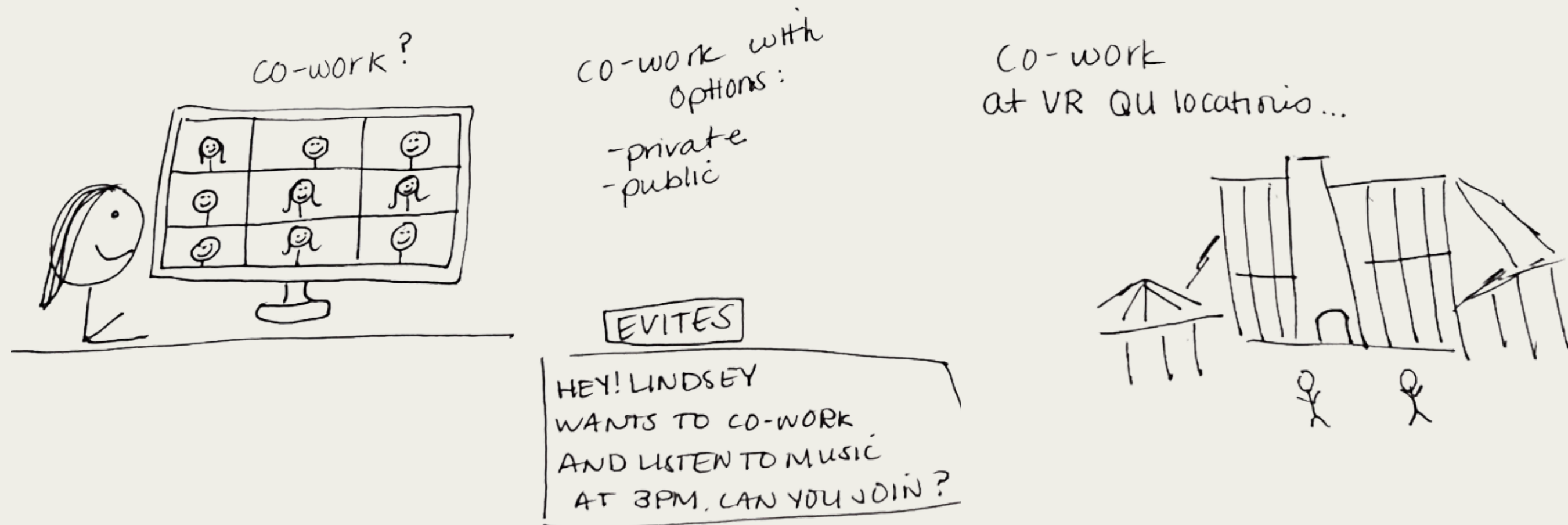
"BRINGING CLASSROOM TO REMOTE
LEARNING"



2. IDEATE: CONCEPT SKETCHES

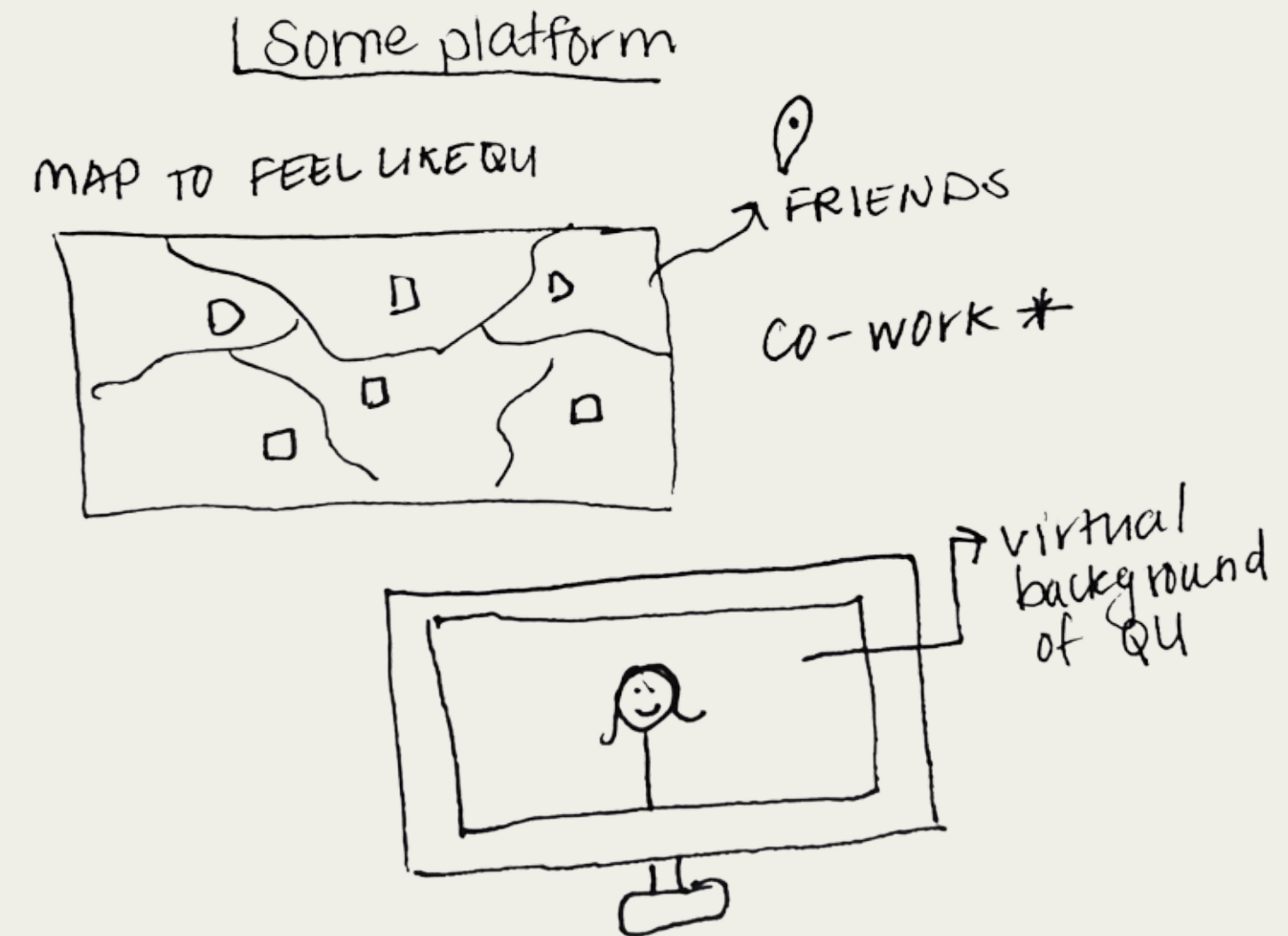
- After speaking with Lindsey, it seemed like the option that made the most sense was to create a space where she could study with friends, while feeling like she was still at school.
- Since Lindsey was living at home on Long Island, I thought, “why not bring a piece of QU to Lindsey?”

Here is a rough idea of what I was picturing:



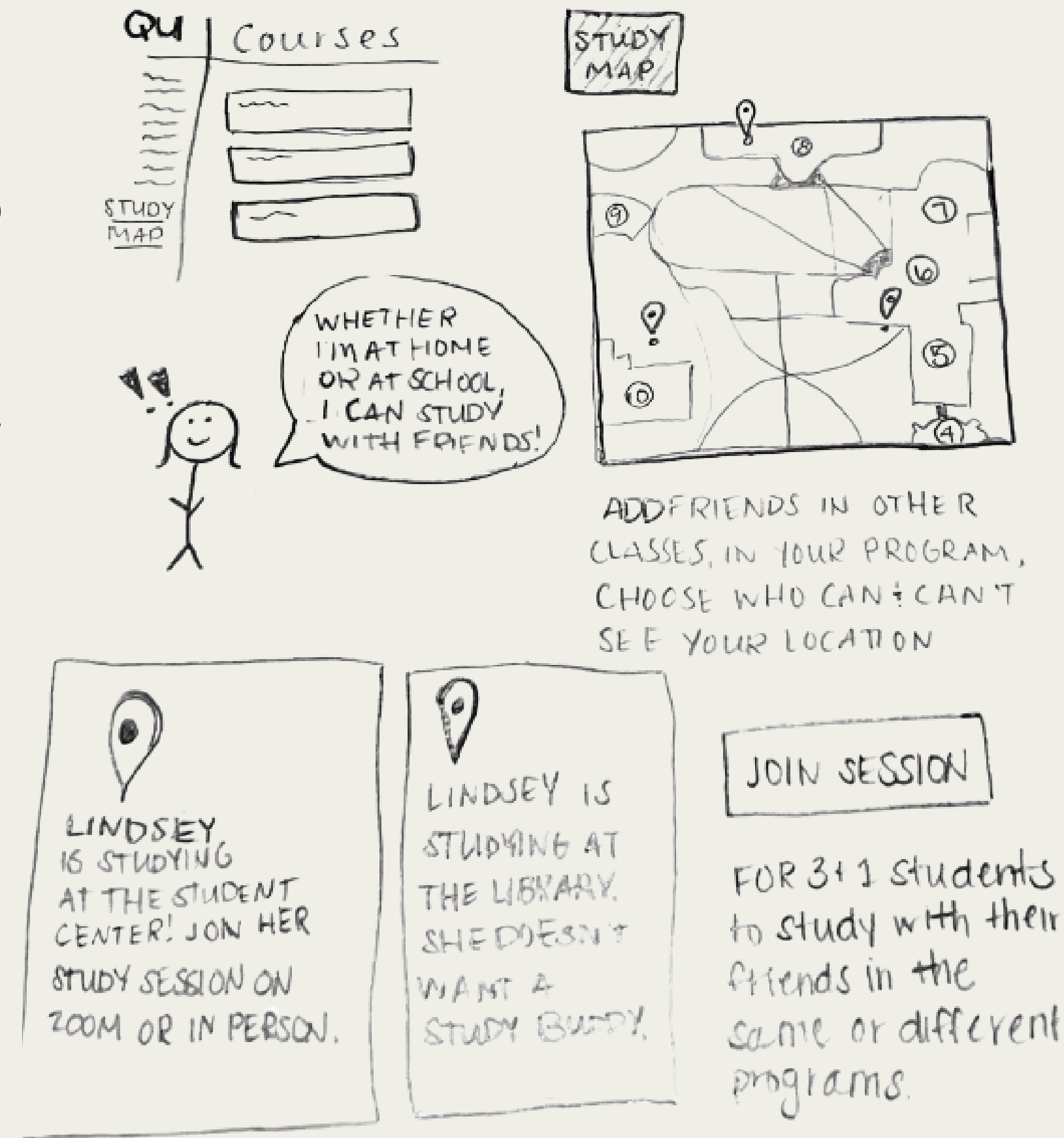
3. DECIDE

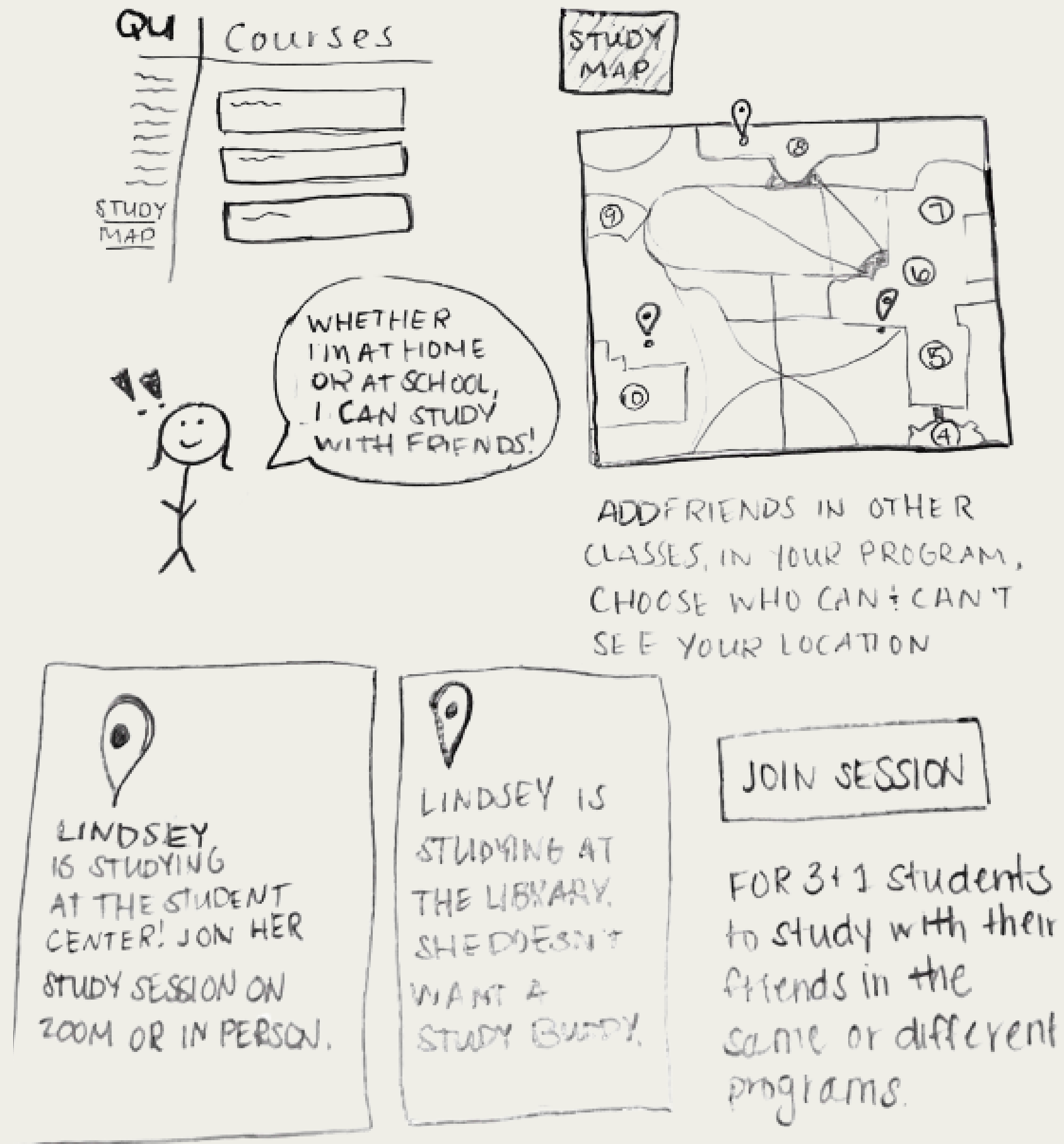
- I discussed different options with Lindsey, and she liked bits and pieces of every option.
- She loved the idea of co-working with classmates, and thought all of my different sketches could be combined into one.
- She mentioned there could be an option for QU VR backgrounds, instead of a full virtual reality. The VR study sessions seem a bit too far-fetched.



PROTOTYPE

- The final prototype included an option within Blackboard, to click on a “Study Map”.
- The map would allow users to see where their friends were studying (this would be a customizable option for each user).
- This option would be open for remote students and for students on campus.
- Add/join as many students as you want.
- I knew that anything with human interaction would be beneficial to Lindsey.
 - Although it wouldn't be an in person interaction for Lindsey, this made the most sense for her.
 - For those who choose to study strictly online, there would also be an option to add a virtual background of different buildings and study areas at QU!





TEST

What worked?

"I think the campus map is so cool. The interactive features showing if the person wants a buddy/doesn't want a buddy are great because if somebody is looking for a person to study with they won't bother someone who's locked in on their work."

What could be improved?

"Maybe this is its own platform outside of Blackboard? It might get overwhelming to students to always be on there but also I see the reasoning so maybe sharing assignment info through it is easier."

Questions?

"What was the reasoning for integration into Blackboard?"

Ideas

"I don't think I have any, it all looks really good!"