College App

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7/15/2021 Ver 2.3

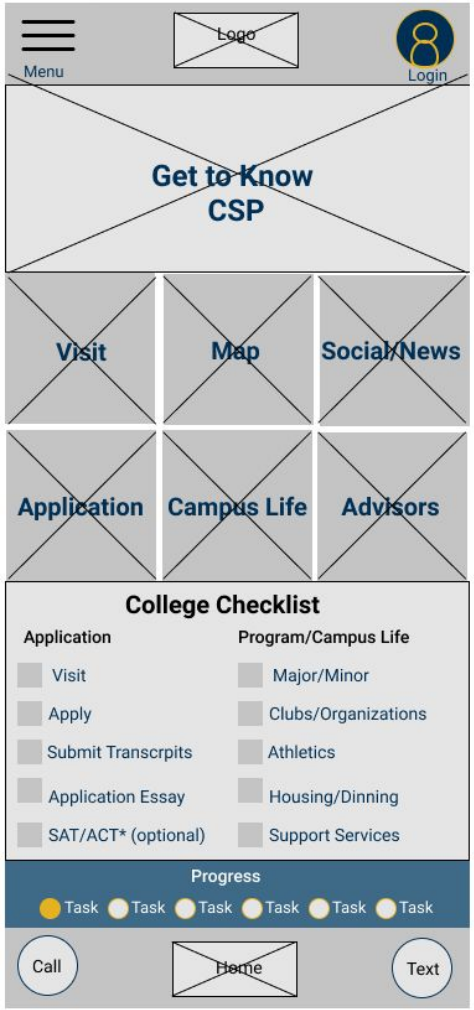
Project overview

The product:

The college app is designed to help potential students discover, visit, get answers and apply to the school.

Project duration:

This phase of the project is scheduled for 2 months starting July 2021



Project overview

The problem:

Students do not currently have an easy way to access the university other than the website, calling directly or visiting in person.

The goal:

To create a self serve option that also provides a clear path through the application process and provide communication options for the user and the university.

Project overview

My role:

I am the project leader, UX designer, and researcher.

Responsibilities:

Luser research, wireframing, prototyping, determining development options.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

User research was conducted using 5 individuals that fit into the various demographics of the universities student types. This includes a first year freshman, transfer, and continuing education students. Not only do these different student types have different nerds from the university, they also have different needs and user abilities on the app.

User research: pain points

1

Pain point

Navigation

Finding and accessing information, application process, and options to connect to the university.

2

Pain point

Flexibility

Ability to work through the process at the users own pace and path.

3

Pain point

Progress

A way to know where you are in the process and the ability to save your progress and return at a later date

Persona: **Jordan**

Problem statement:

Jordan is looking for a program to prepare him for his career goals. He is looking for guidance through the process.

High School Senior - Jordan

"I'm looking for a program that will prepare me for future career goals"

Goals

- Strong finish to highschool
- Getting accepted to his top choice schools
- Choosing a school that is fun & he will make friends
- Choosing a program that will prepare him for future career goals

Information Sources

- Online Resources
- Social Media
- Friends & Family
- Classmates/teammates
- Teachers at school
- Guidance counselors

Frustrations

- Can't find tuition information
- Tuition calculation is confusing
- Want to self serv and not be forced to talk to a counselor

Sam

Age: 16-18
Education: High School
Hometown: St. Paul, MN
Family: Parents, Sibling
Occupation: Retail associate

High school senior Jordan is a 16-18 year old student who is embarking on his college search. His day-to-day activities are focused on school work, extracurricular activities, spending time with friends and family and finding the right undergraduate program to apply to and ultimately enroll in. His top concerns revolve around funding his education, the program within his desired area of study that fits his needs.

Persona: Jordan

Goal: I'm looking for a program that will prepare me for future goals.

ACTION	Determine if college has his program	Decide if college is a good fit	Apply	Work through financial aid	Commit	Move in and start school
TASK LIST	Tasks A. Using the website find program list B. Identify desired program C. Review program	Tasks A. Using info on site decide if this is the right program B. Contact school if needed	Tasks A. Find application B. Fill out online application C. Submit application	Tasks A. Find financial aid document B. Fill out documents C. submit all documents	Tasks A. Commit to acceptance letter	Tasks A. Determine what I need B. Find out what is allowed Create movin in list
FEELING ADJECTIVE	• Excited • Inspired • Intimidated	• Hopeful • Excited • Lost	• Enthusiastic • Confused	• Overwhelmed • Confused	• Relieved • Glad • Excited	• Excited • Nervous
IMPROVEMENT OPPORTUNITIES	• Better wayfinding	• Better wayfinding • Access to more information	• Explanation of what info is needed and why	• Better explanation of reasoning and benefits	• Clear path to commitment option	• Develop clear communication • Provide option for pre and during move in event help

Persona: **Brook**

Problem statement:

Brook is looking for a new program. SHe has some college experience and is more likely to know what she is looking for.

Transfer Student - Brook

"My current program isn't a good fit, so I'm looking to transfer to a school that better suits my needs"

Goals

- Strong finish to highschool
- Getting accepted to his top choice schools
- Choosing a school that is fun & he will make friends
- Choosing a program that will prepare him for future career goals

Information Sources

- Online Resources
- Social Media
- Friends & Family
- Friends
- Classmates
- Current professors/advisors

Frustrations

- Determining what credits will transfer is confusing
- Finding a start time
-
-

Brook

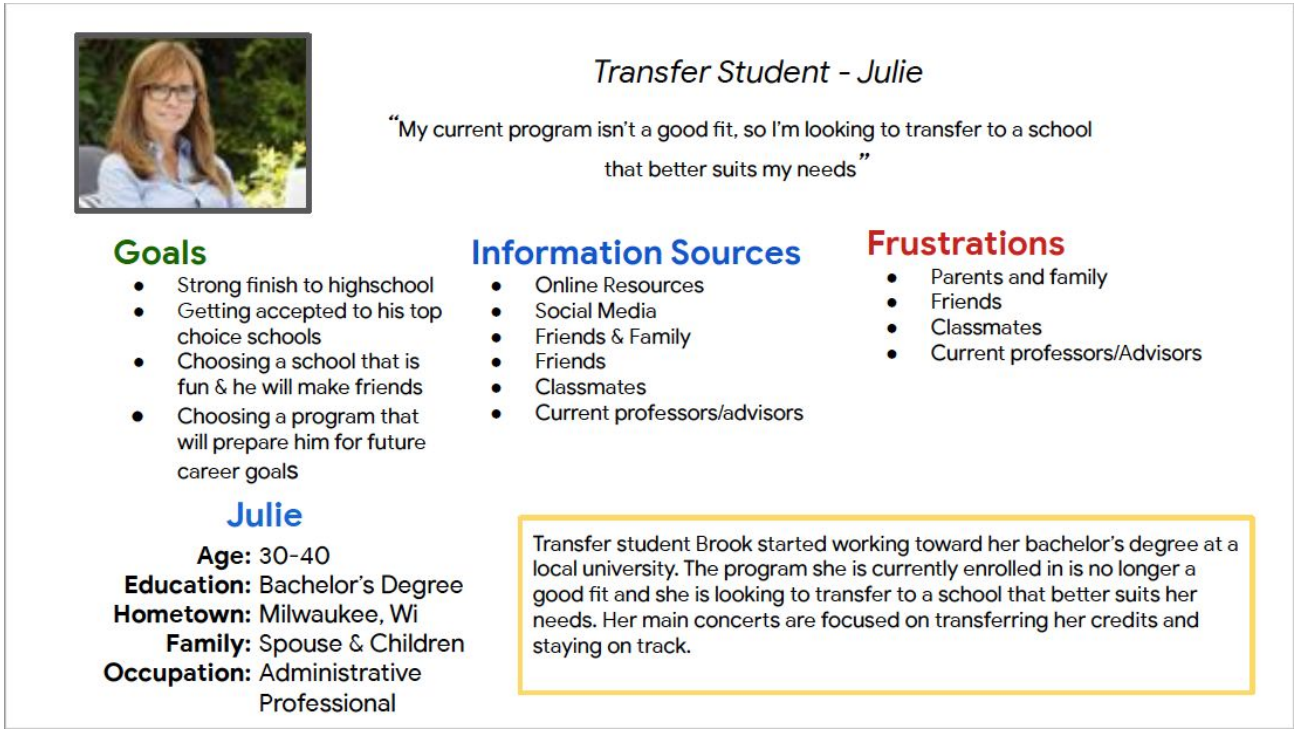
Age: 18-22
Education: Some College
Hometown: Milwaukee, Wi
Family: Parents, Sibling
Occupation: Executive Assistant

Transfer student Brook started working toward her bachelor's degree at a local university. The program she is currently enrolled in is no longer a good fit and she is looking to transfer to a school that better suits her needs. Her main concerts are focused on transferring her credits and staying on track.

Persona: **Julie**

Problem statement:

Julie is looking to change careers. She has a degree but has not been in college in a long time.

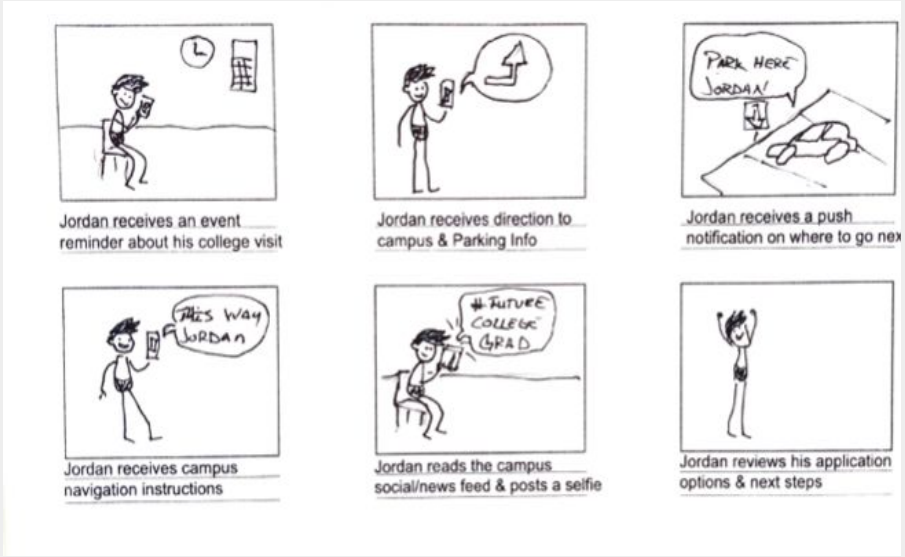


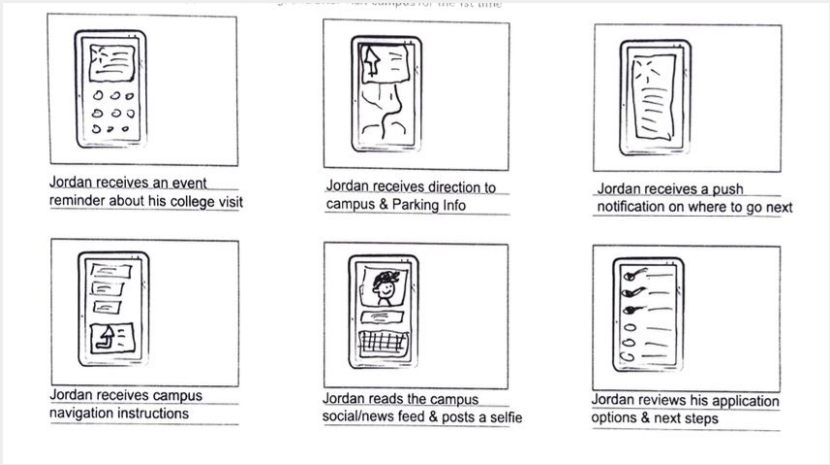
Starting the design

- Paper wireframes

Paper wireframes

Big Picture and Close up options





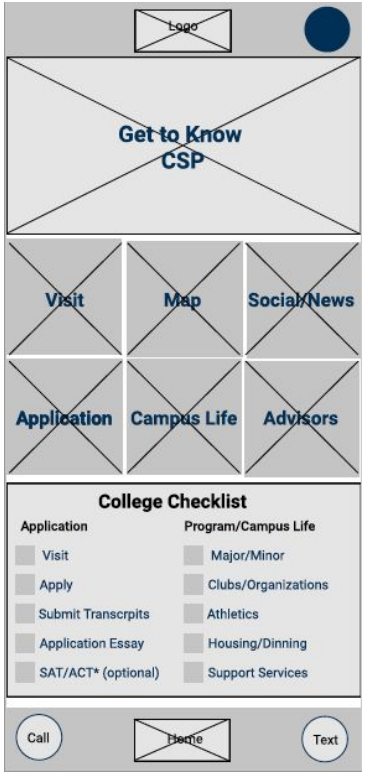
Refining the design

- High-fidelity prototype v.1
- Accessibility

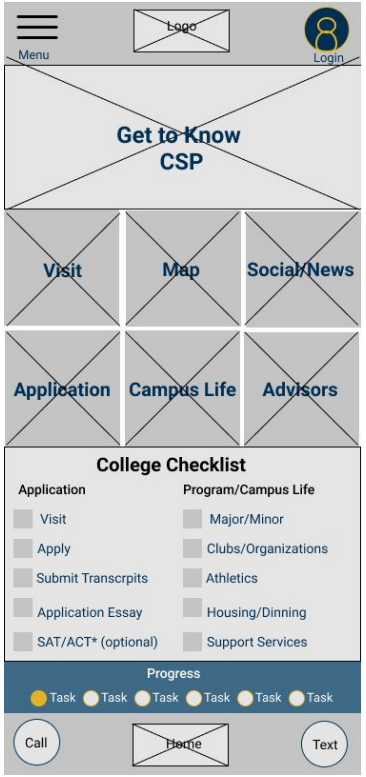
High-Fidelity Prototype

[Link to College App Prototype]

Before usability study



After usability study



Accessibility considerations

1

Navigation is always a priority. Even though most of the users in the study had no issues, it should still be reviewed. This will help ensure all users are finding what they need.

2

Having the flexibility to choose what you want to work on next was a key point from some of out users. Not having a locked down path allows users to explore the app and self serve as needed.

3

Clearly displaying a users progress was a clear feature that many users in the test asked for.

Refining the design

- High-fidelity prototype v.2
- Accessibility and Navigation updates

High-Fidelity Prototype

[Link to College App Prototype]

Refining the design

- High-fidelity prototype v.3
- Additional accessibility and navigation updates

High-Fidelity Prototype

[Link to College App Prototype]

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

By making a few small changes to the app we will be able to better serve the needs of a broader audience.

What I learned:

Since there are no apps like this in the marketplace it seems like we are onto something big.

Next steps

1

Finalize UX and functionality.

2

Create visual design based on existing university design elements

3

Work with the development team to schedule and begin development of the MVP version of the app.

Let’s connect!

Please feel free to reach out to me with any feedback and/or questions you may have?

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Thank you!