Griffith College Dublin

MSc Applied Digital Media

Interaction Design Group Project

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griffi
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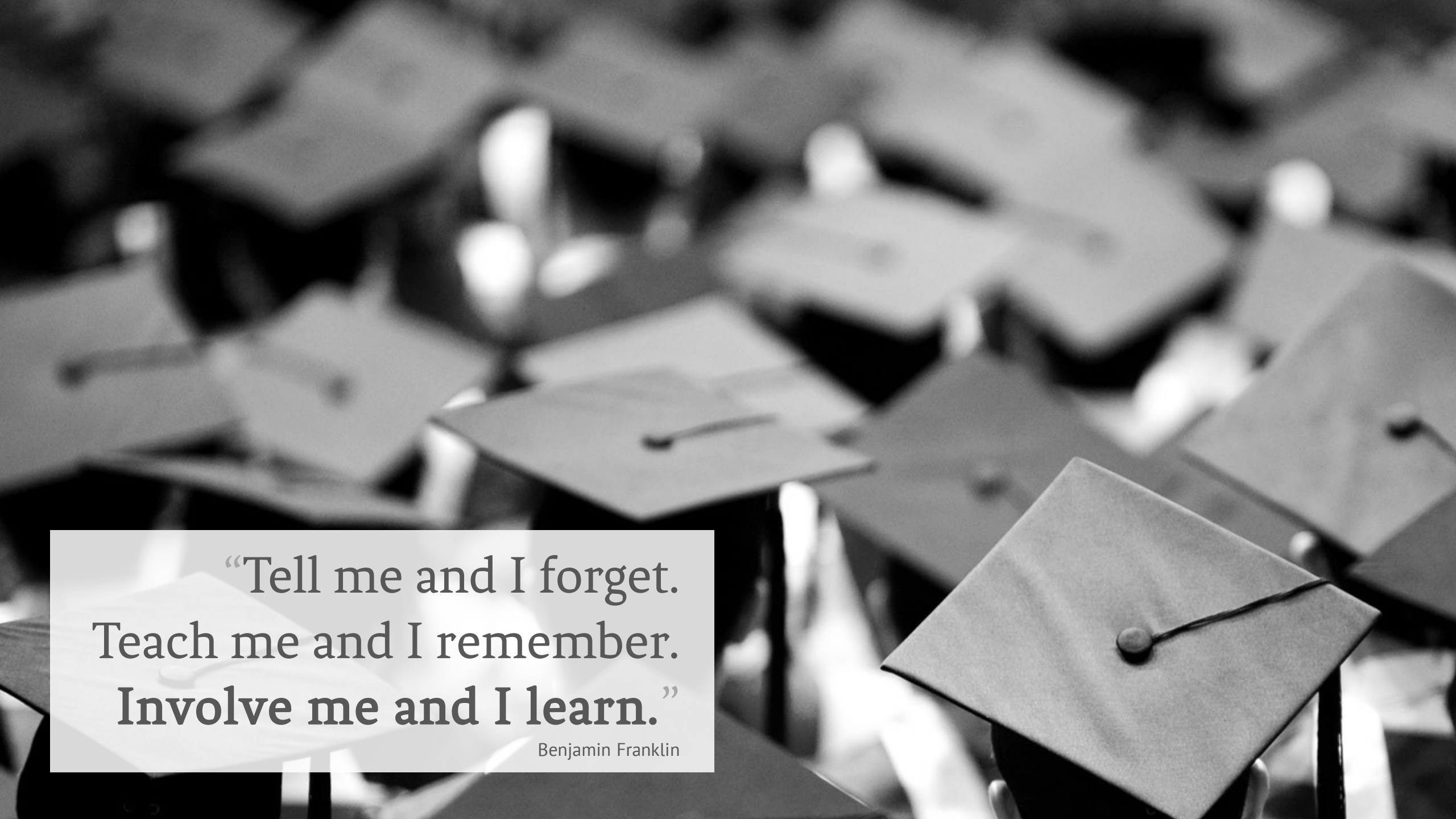


"Tell me and I forget.
Teach me and I remember.
Involve me and I learn."

Benjamin Franklin

Why **griffi**?

griffi is an online, **collaborative** learning application for students of Griffith College Dublin. Following extensive research into the needs of students of the college, **griffi** was designed to provide students with not just another reference service, but an **all-encompassing,** one-stop shop for course and college information.

griffi will not only add to a student's **learning experience**, but its sleek and streamlined design and feel coupled with an **intuitive** and **practical** functionality will instate **griffi** as a cornerstone of the entire Griffith College experience.

The Problem

College means different things to **different people**. You are responsible for managing your own schedule, attending class, completing assignments, meeting deadlines, navigating the campus, and reaching out for **help** where necessary. College life can prove **difficult** for some, which is why most institutions depend on a strong **network** of people, organizations, and services that will help you get involved and make the most of your college experience.

The Solution

griffi is an exercise in service design for the third level student. We have researched and examined the needs of students to deliver a functional application which allows its users to focus on achieving their academic goals.

User Research

Survey | Interview

90%

COURSE INFORMATION

Course material, lecture notes, assignments

90%

TIMETABLE

Meet deadlines, prioritize workload, and manage time effectively

95%

DEVICES USED

Mobile was the most frequently used device.

85%

COLLABORATION AND SHARING

Desired collaboration with and input from teaching staff

75%

ACADEMIC RESOURCES & SUPPORT

Learning resources, career opportunities.

65%

SOCIAL

Interest in college events and activities

User Research

"I don't want to spend hours looking for assignments."

"I never know if I'm in the right building."

"The current app is so ugly."

"I need to be able to manage my assignments on-the-go"

"I hate getting my student card out every time I take out a book"

Personas

Stephen, 19

The Disorganised Technophile

2nd Year, BSc Computer Science Full-Time

Dublin City Centre

Bio

Stephen is a second year computer science student. Although technically gifted, Stephen struggles with managing deadlines and juggling his academic workload with his part-time job. Stephen spends his spare time fixing computers and hanging out with the college gaming society. Although he does well in college, Stephen often worries about finding suitable internships and career opportunities when he graduates.

Key Characteristics

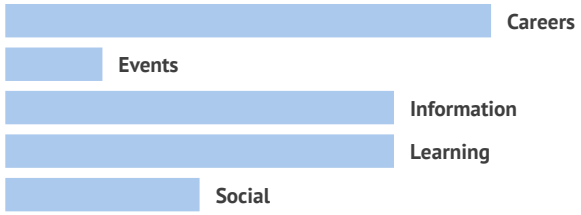
- Enjoys studying and learning
- Tight schedule, heavy workload
- Tech savvy, poor organiser
- Not overly concerned with socialising

Frustrations

- Managing time and remembering deadlines
- Juggling college and work commitments
- Stressed about finding a job
- Organising and sorting documents

Devices

Considerations



"I'd love to be have a place to keep all my college stuff together. I constantly misplace my lecture notes and my desk is covered with stacks of paper."

Personas

Maureen, 36

The Time-Strapped Commuter

1st Year, MSc Digital Marketing Part-Time

Dublin Commuter Belt

Bio

A self proclaimed wonder woman, Maureen juggles her part-time studies and full-time job with being a mother of two teenagers. Her daily commute can take as much as 2 hours. This, coupled with the stress of motherhood, is making her entire college experience challenging. She openly admits to being computer illiterate, however she has a four year old smartphone which she uses for checking emails and her social media accounts.

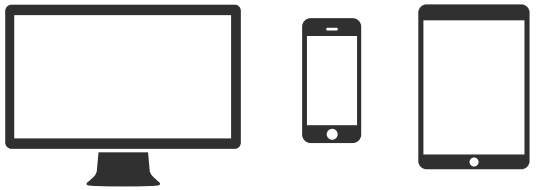
Key Characteristics

- Time strapped working parent
- Uses iPhone as primary device to access internet
- Motivated by professional advancement
- Needs an application as flexible as she is

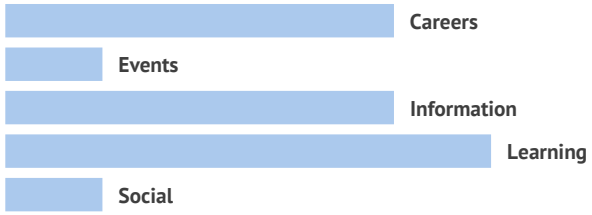
Frustrations

- Finds the current online resources hard to navigate
- Unfamiliar with campus layout
- Can't locate faculty contact details.
- Needs mobile access to class materials

Devices



Considerations



"I'm most productive during my morning commute. I would love to be able to get in touch with my lecturers and classmates on the go."

Personas

Maxime, 22

The Care-Free Adventurer

3rd Year, BA Business Studies Erasmus Full-Time

Griffith College Campus

Bio

Maxime is an Erasmus student from Lyon. He lives on campus and spends a lot of his spare time socialising with other students from the dorms. He is keen to explore all that Dublin has to offer during his time here. Although not overly concerned about his academic performance this year, Maxime is wary of falling behind his classmates in France as well as securing a Summer internship in Ireland. He finds it difficult to communicate with other students from his project groups.

Key Characteristics

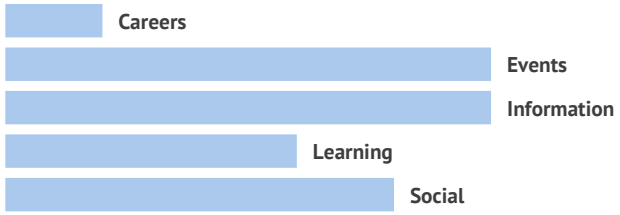
- Outgoing and enjoys socialising
- Less academically focused
- Has no interest pursuing career in Ireland
- Likes to review material after class

Frustrations

- Missing out on local events
- Juggling college and work commitments
- Planning meetings for group projects
- Organising and sorting documents

Devices

Considerations



"Sometimes I find my lecturers hard to follow. I would like to be able to access my notes during the classes for better understanding."

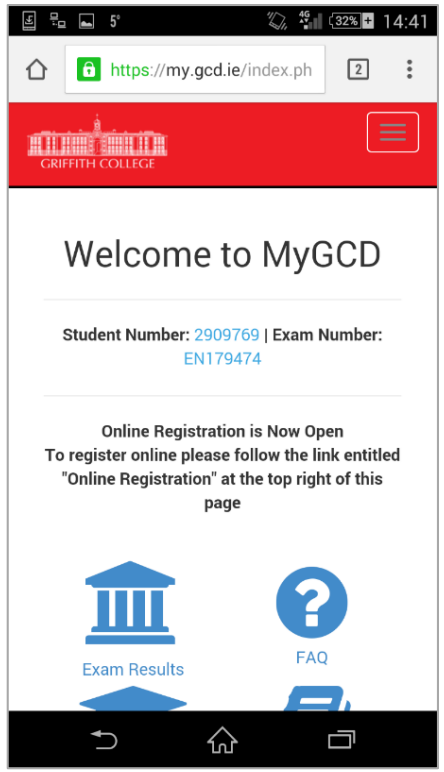
Competitive Analysis

We took a look at the existing online resources available to Griffith College students in order to get a better understanding of what was lacking, what was redundant and what could be improved, altered, added and removed.

We compared the features available on these three platforms and analysed some positive and negative aspects which could be considered when designing our product.

We also took a look at how other universities and colleges in Ireland and abroad were using apps to cater to their students needs.

	my.gcd.ie	moodle.gcd.ie	griffith.ie
Career Info	✗	✗	✗
Events	✗	✓	✓
General	✓	✓	✓
Resource Bank	✗	✓	✗
Library	✓	✓	✗
Messenger	✗	✗	✗
Organisational	✗	✓	✗
Records	✓	✗	✗



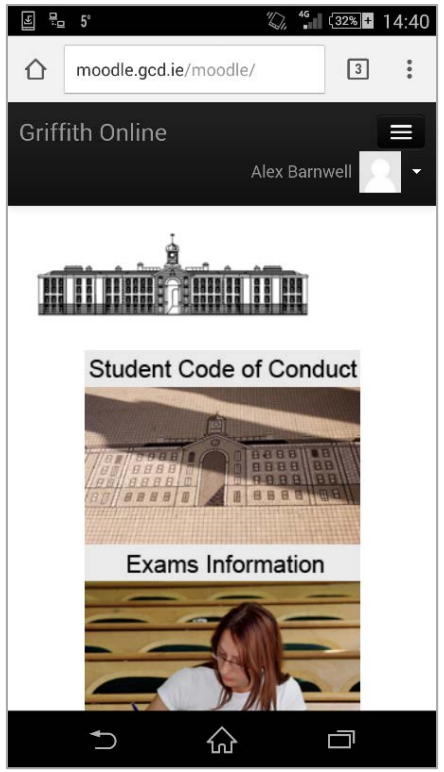
MyGCD

Pros

- Simple, usable interface
- Integrated page for fee payment
- Sensible taxonomy

Cons

- Limited functionality
- Not used for learning purposes
- Confusing iconography



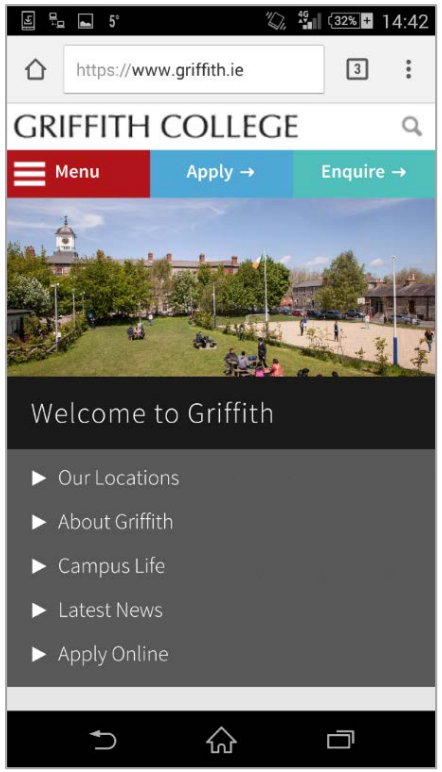
moodle

Pros

- Access to educational resources
- Upload and download of large files
- Access to college library system

Cons

- Incredibly poor taxonomy
- Misleading headings and formatting
- Glut of redundant information



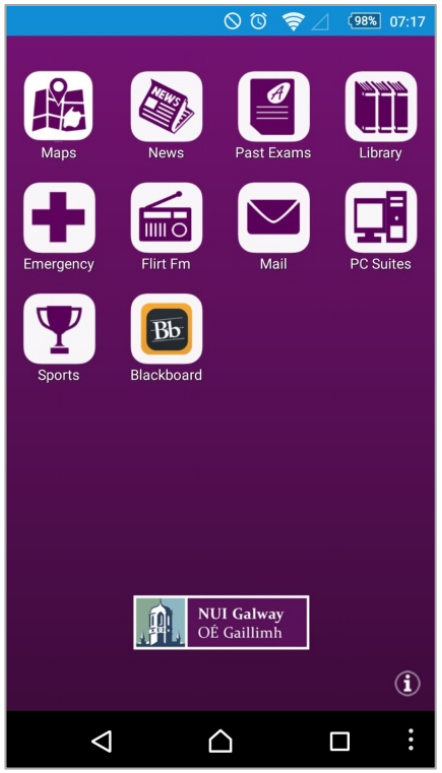
griffith.ie

Pros

- Attractive, well laid out
- Responds well to mobile devices
- Considered information architecture

Cons

- More useful to prospective than current students
- Sparse information in parts
- Poor iconography



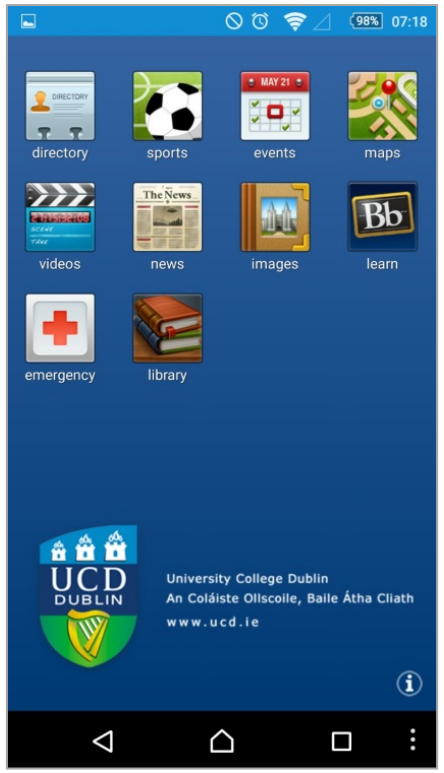
NUI Galway

Pros

- Sensible taxonomy
- Emergency Contacts
- Well made maps function

Cons

- Poor use of landing-page space
- Blackboard brings you to another moodle type page
- Not very attractive/stylish



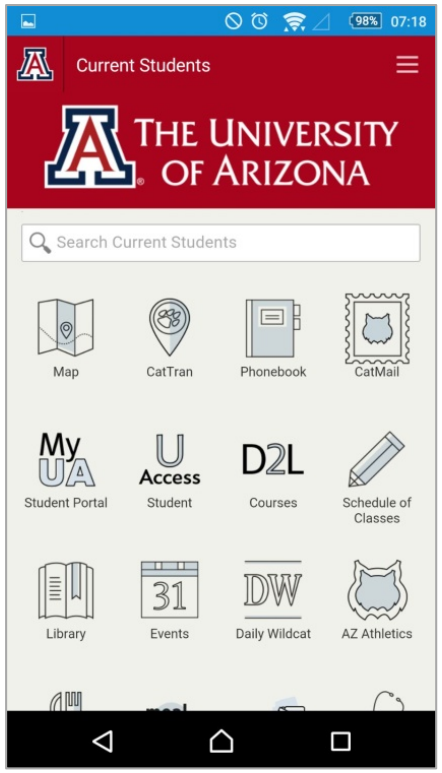
UCD

Pros

- Attractive matching logos
- Nicely designed maps feature
- Emergency contacts

Cons

- Poor use of landing-page space
- Confusing presence of a Video and Images section, they remain empty



University of Arizona

Pros

- Responds well to mobile devices
- Effective use of the Logo (doubles up as a home button)
- Attractive, well laid out

Cons

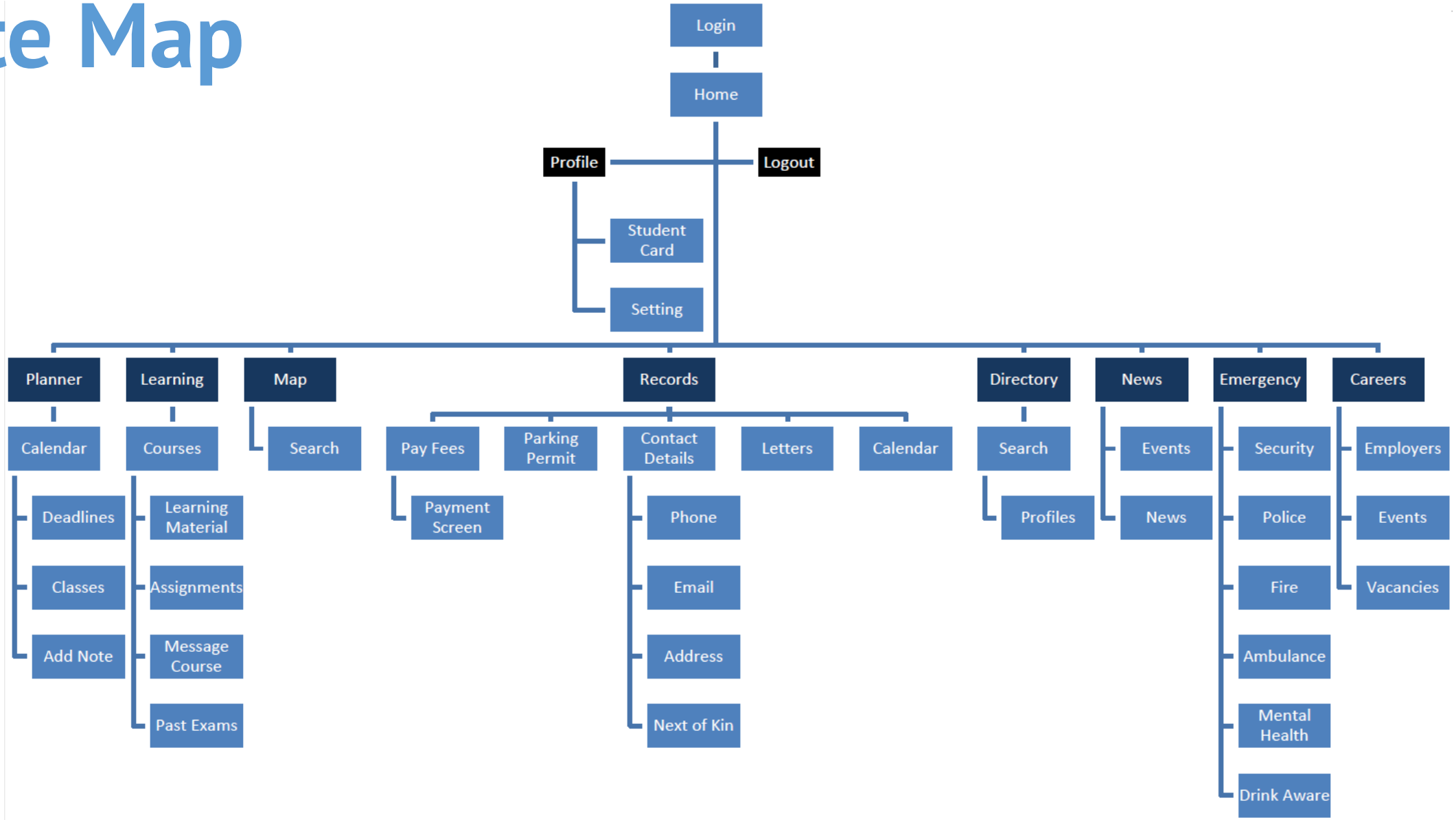
- Options could be better categorised off the landing page
- There are a lot of options

Design

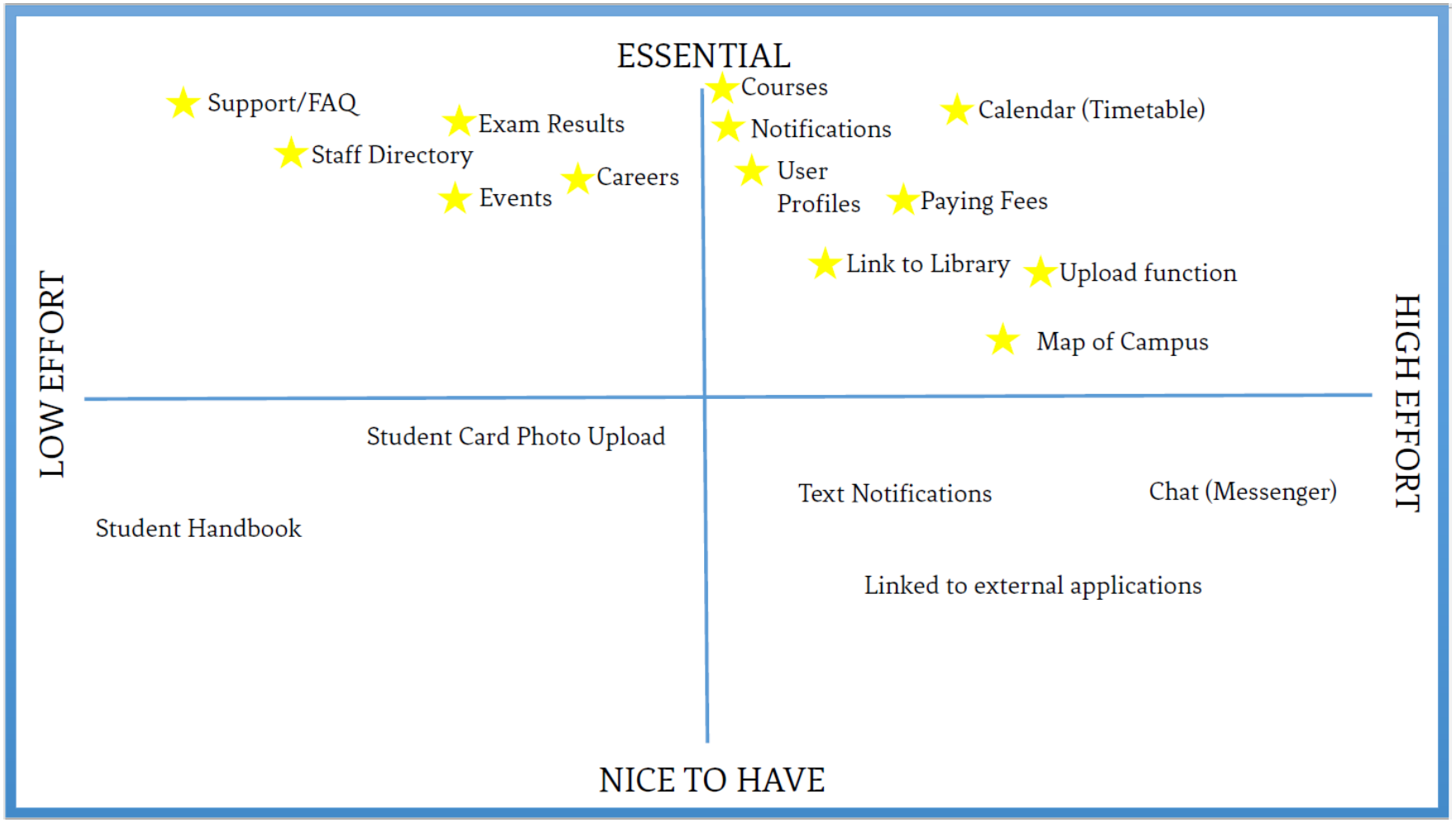
Taxonomy

SIGN UP
LOGIN
HOME
PROFILE
PLANNER
LEARNING
CAREERS
EMERGENCY
MAPS
NEWS & EVENTS
PEOPLE
RECORDS
PHOTO UPLOAD
TODAY
EVENTS
FIND & SEARCH
PAY FEES
CALENDAR
COURSES
SERVICE
PARKING PERMIT
EXAM PAPERS
EMPLOYERS
ADD ACTIVITIES
SAVED JOBS

Site Map


Login
Home
Profile
Logout
Student Card
Setting
Planner
Learning
Map
Records
Directory
News
Emergency
Careers
Calendar
Courses
Search
Pay Fees
Parking Permit
Contact Details
Letters
Calendar
Search
Events
Security
Employers
Deadlines
Learning Material
Payment Screen
Phone
Profiles
News
Police
Events
Classes
Assignments
Email
Fire
Vacancies
Add Note
Message Course
Address
Ambulance
Past Exams
Next of Kin
Mental Health
Drink Aware

Essential Effort Graph

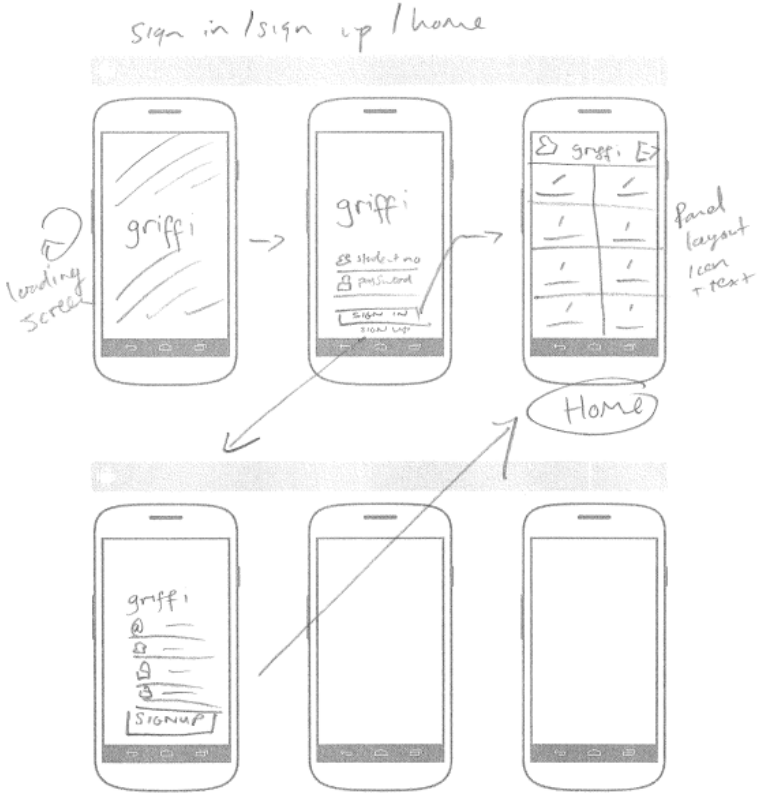


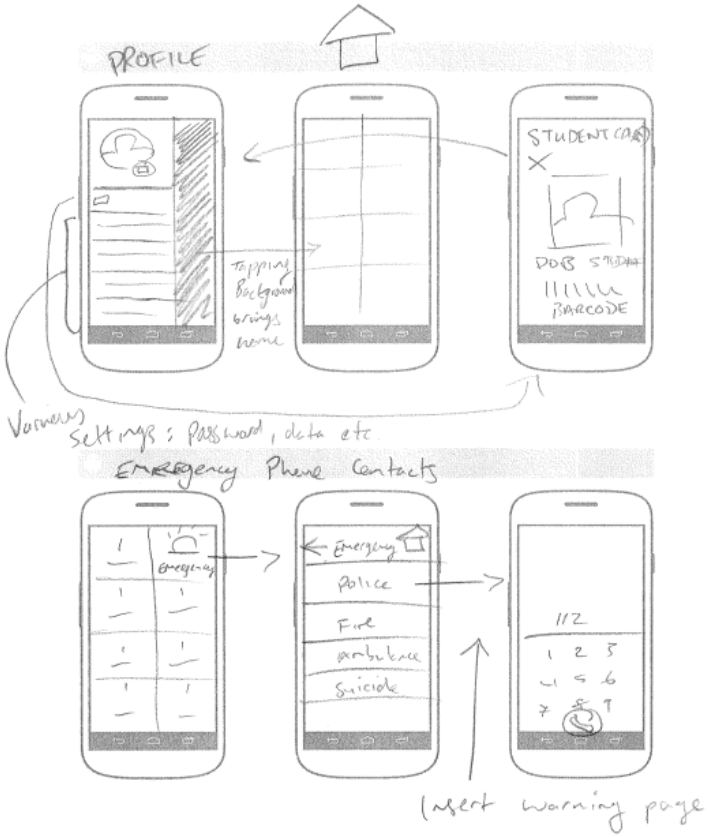
Scenario Generation

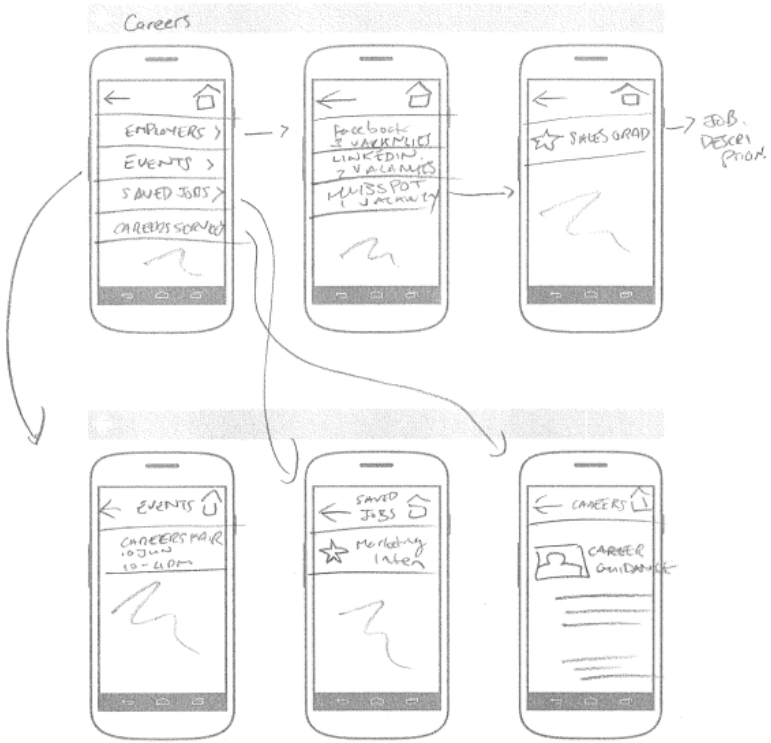
We wanted the app to include the following features to create a minimum viable product:

- Review and manage coursework, learning materials, past examinations.
- Download assignment briefs and submit completed assignments via upload.
- Find contact details for teaching staff.
- Perform various administrative functions such as paying fees and requesting helpful correspondence from the college.
- A map feature which would make it easy to navigate the campus.
- A news section for events and news from the college.
- A careers section for employers to advertise internships and graduate roles exclusively to Griffith College Students.

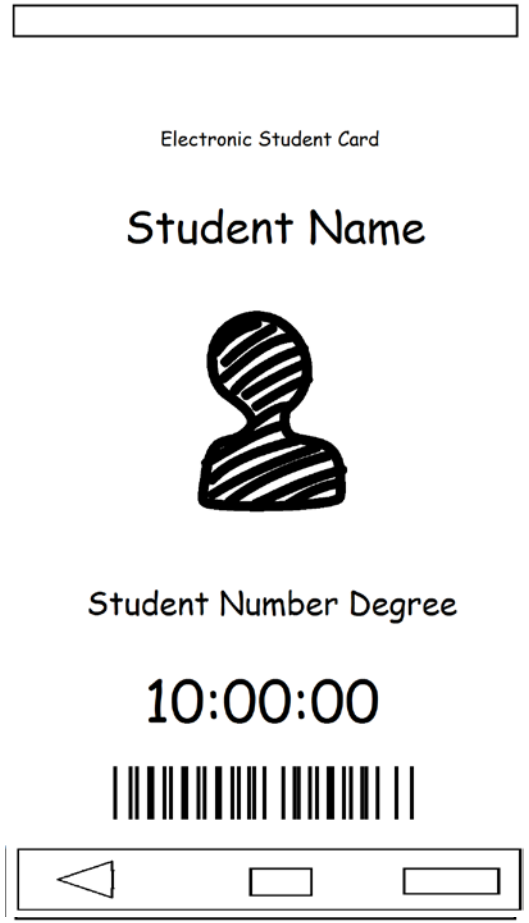
Sample Sketches

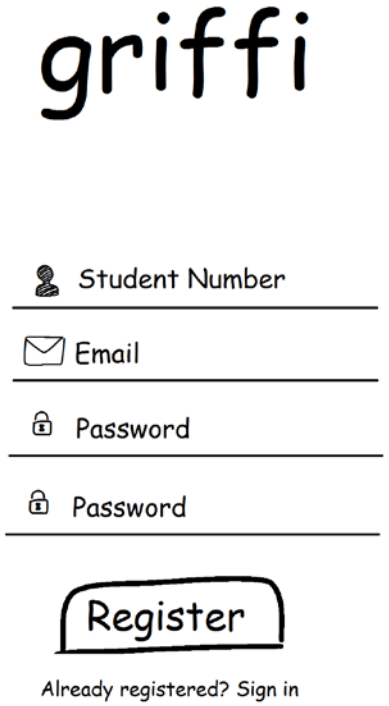


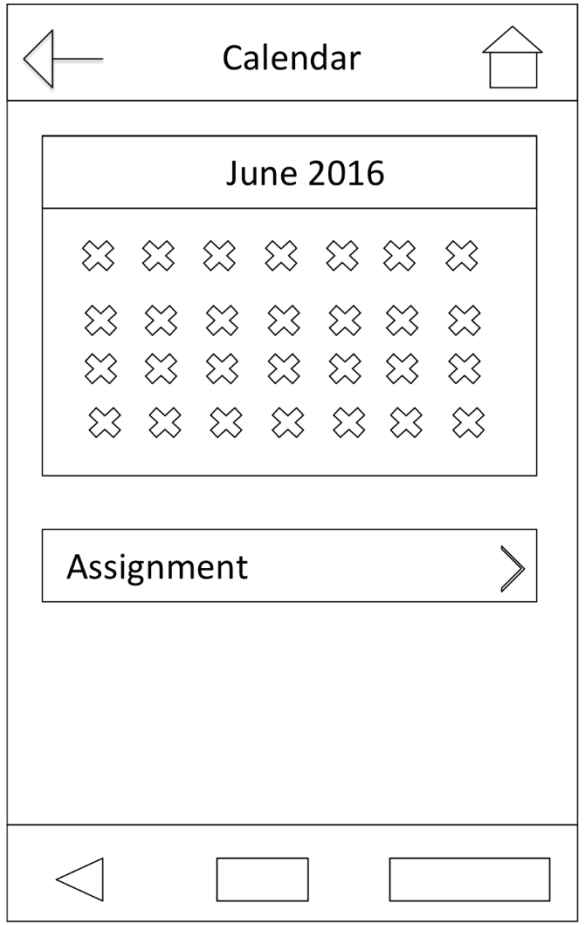


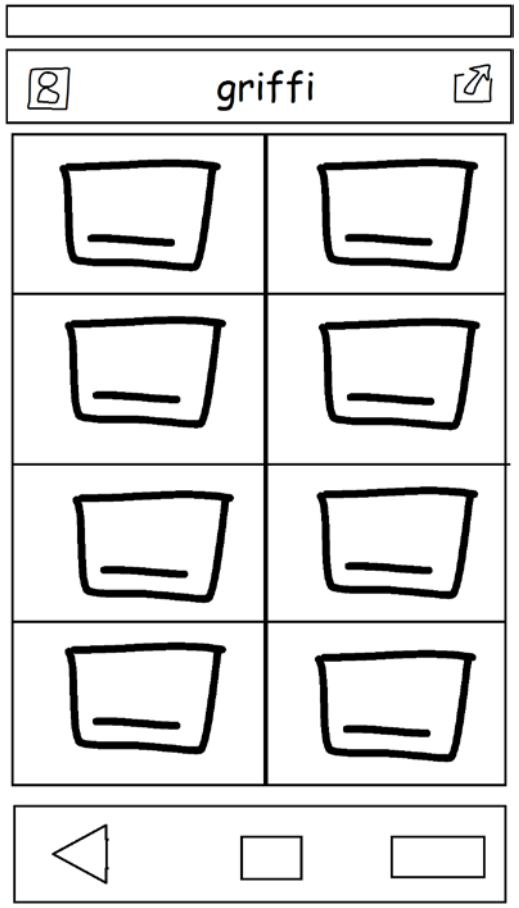


Sample Wireframes

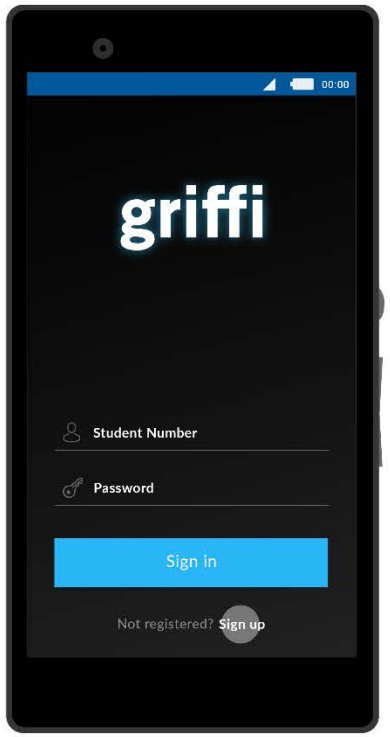






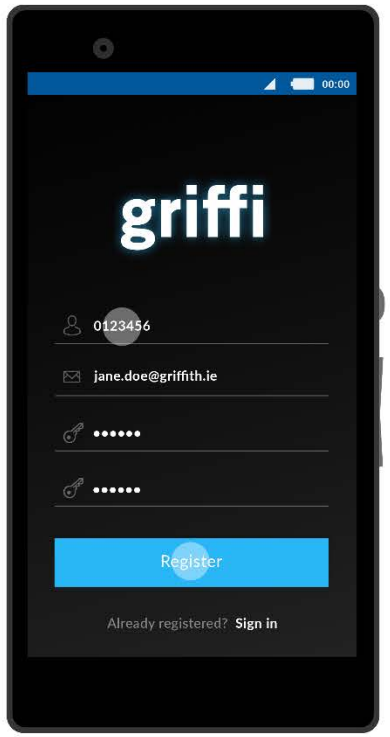


User Scenarios – Registration



1. Landing Page

Existing users can log in, new users can sign up.

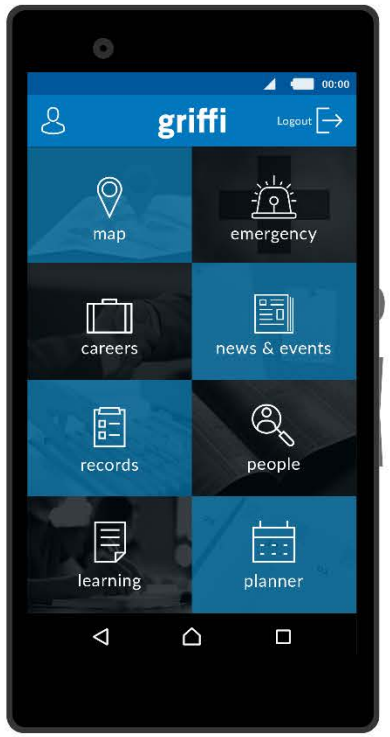


2. Registration Page

Students enter their student number, email and password to register.

3. Login

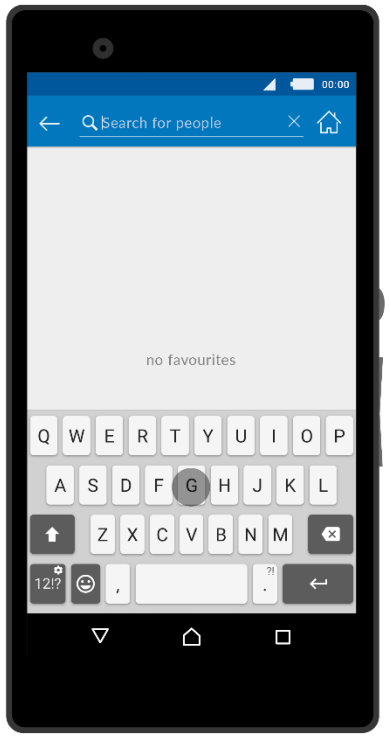
Newly registered users can now enter their login details.



4. Login

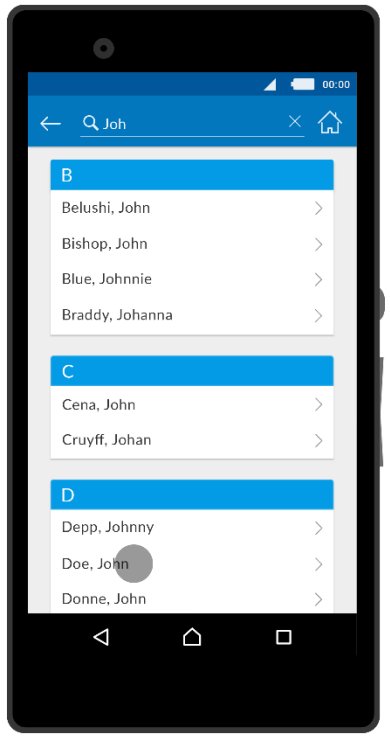
After login the user reaches the application home page.

User Scenarios – Search Function



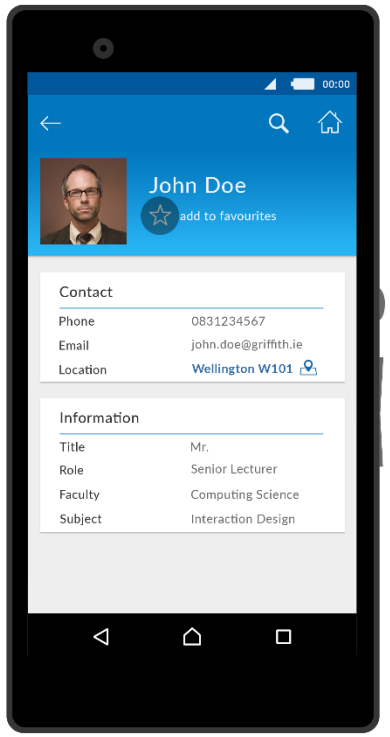
1. Landing Page

Users are presented with a search function to navigate the people directory



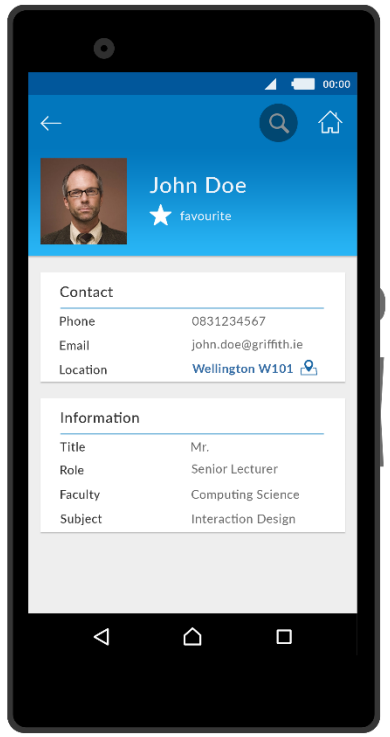
2. Results

Results populate as characters are entered and are arranged alphabetically by surname



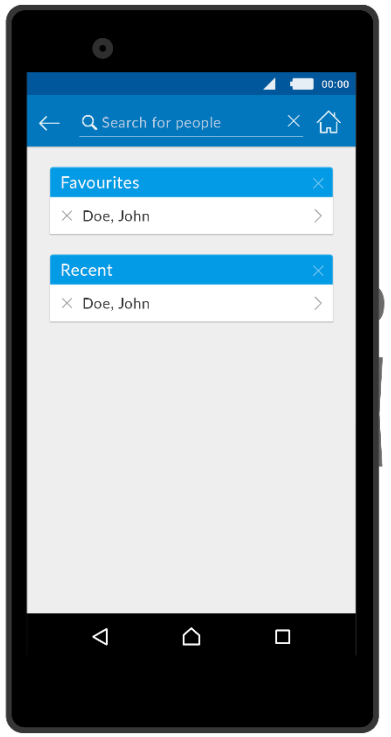
3. Login

Upon selecting a search result a contact page is displayed with picture and contact information.



4. Login

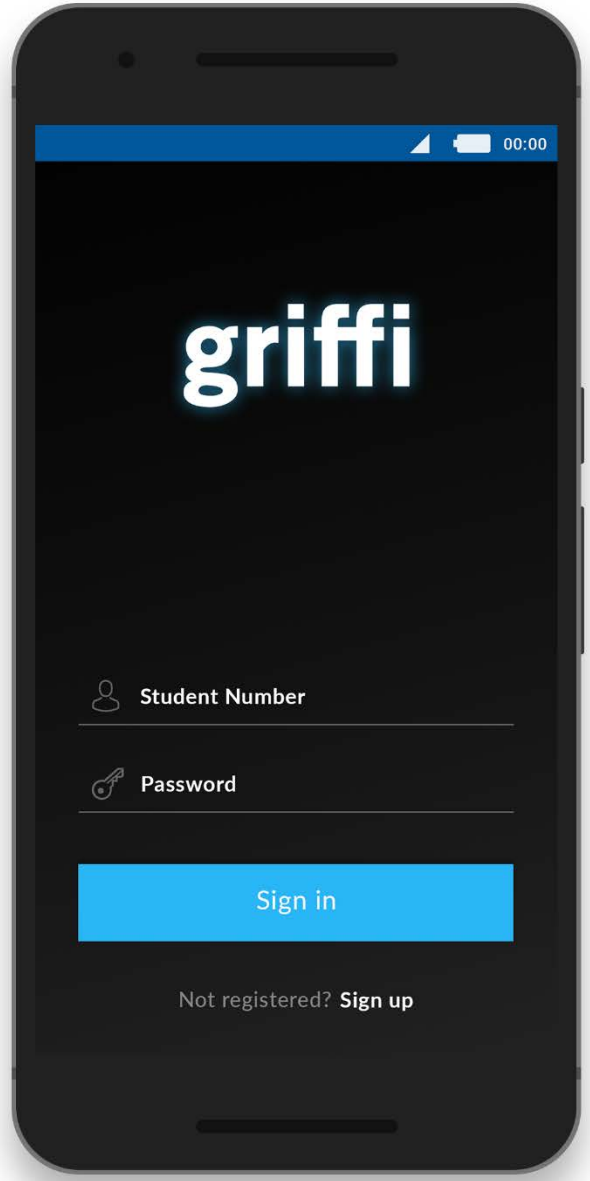
The user can add this person to their favourites and will not have to search for them in future.



5. Login

Upon returning to the search, users recent searches and favourites contacts are shown.

SONY
griffi
Logout
00:00
map
careers
records
learning
emergency
news & events
people
planner


00:00
griffi
Student Number
Password
Sign in
Not registered? Sign up

00:00
Student Card
Change Password
Data Usage
Help & Feedback
Settings

News & Events
NEWS
EVENTS
Eduroam launched at Griffith College
Photoworks Exhibition
The Thomas Heinrich Scholarship
Interior Design at Fumbally Exchange

https://invis.io/N67FOUG7U