



A Reformed Experience for
the WPI Community

WPI Mobile App

MANJUSHA CHAVA, PRADNYA MAHURKAR

Meet the Team



Manjusha Chava

Student



Pradnya Mahurkar

Student



Robert Sarnie

Advisor



Curtis Abel

Advisor

**A centralized mobile
platform of resources for
WPI students to access.**

STAKEHOLDERS

WPI Students

- Primary user
- Target Audience
- Developers



Prospective Students

- Source of information
- Insight into WPI
- Integral to application process



Marketing/IT Department

- Product Managers
- Content creators
- Technical supporters



Faculty/Staff

- Advertise events
- Latest campus info

Market Opportunity

1

COVID-19 Pandemic

Need for a seamless experience of accessing and utilizing online resources.

2

Centralization

WPI is transitioning to centralized tools like Workday and WPI Hub.

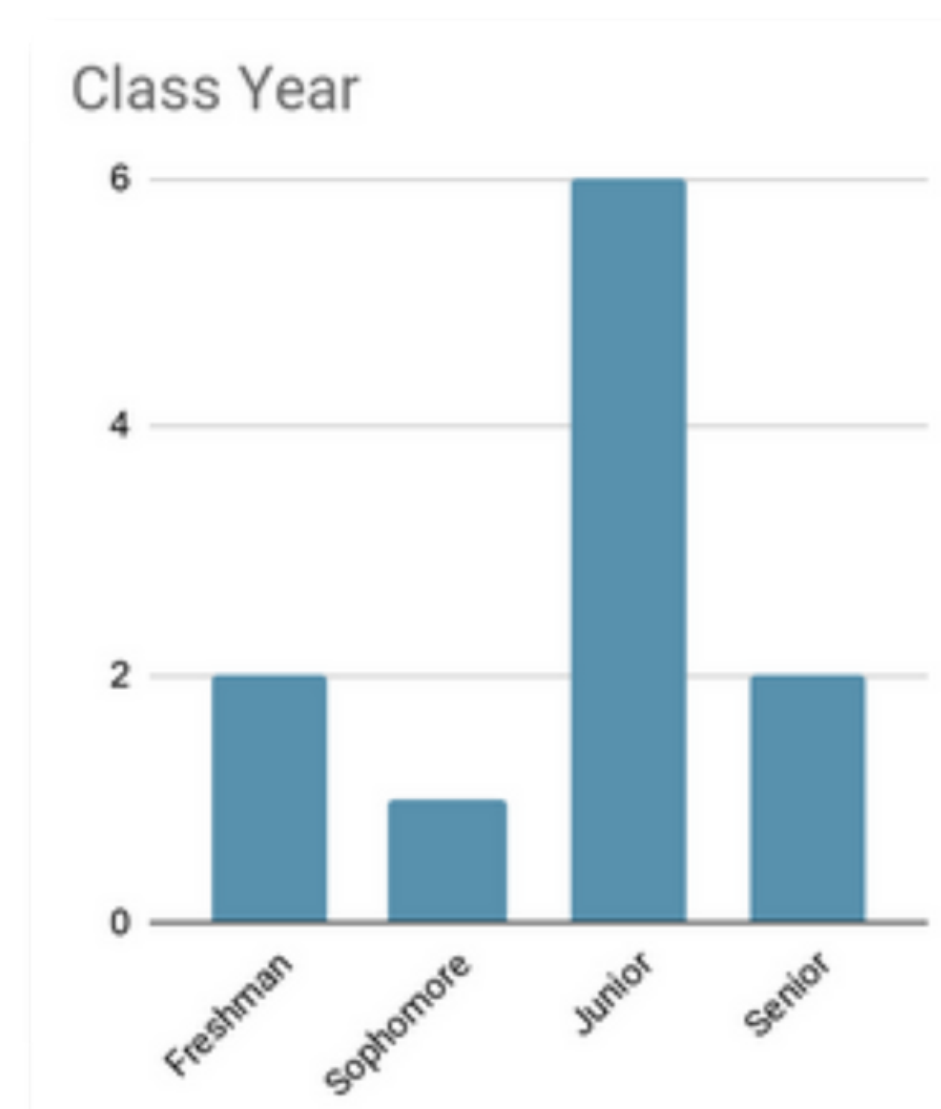
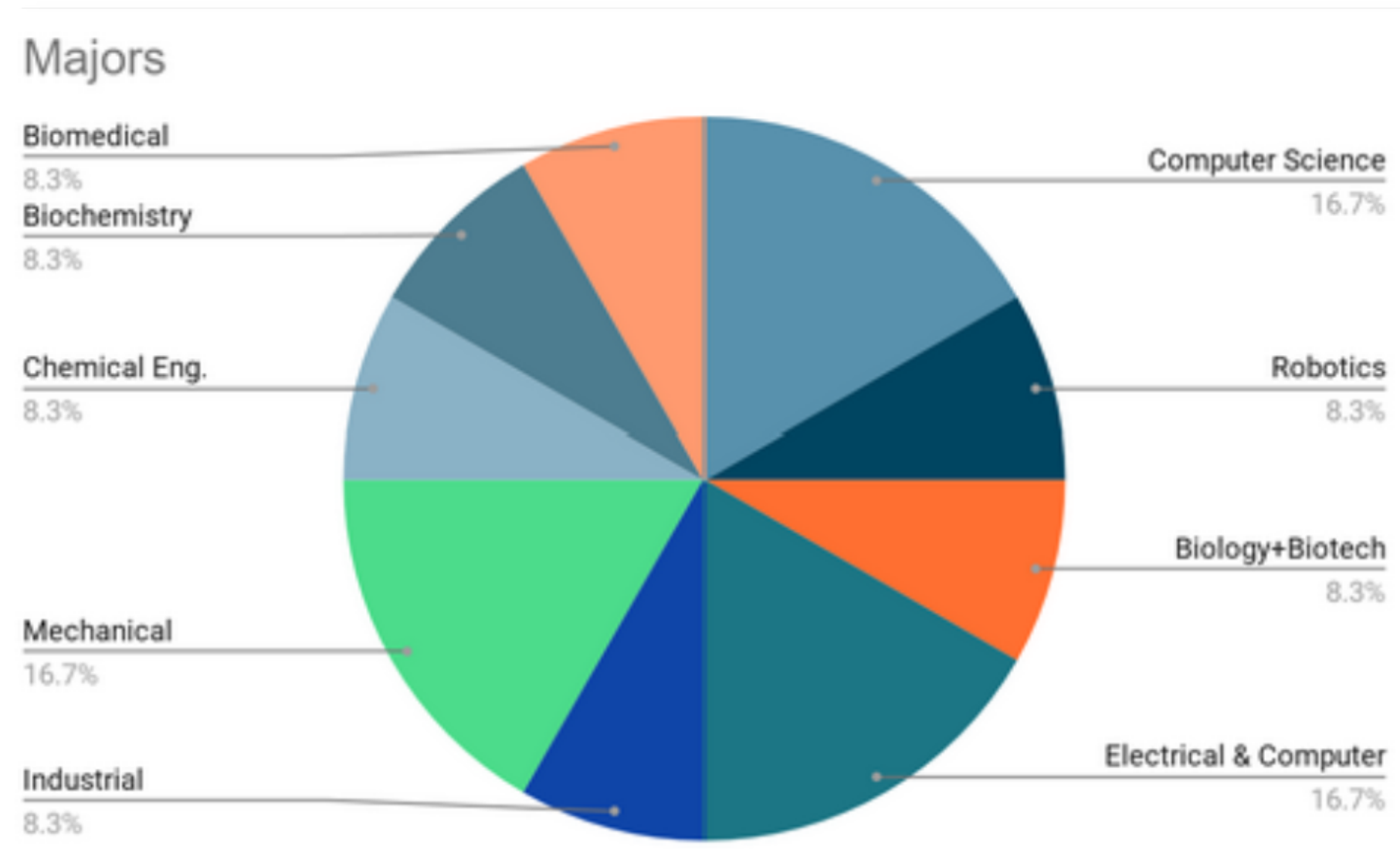
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Marketing Tool

Tool to help prospective student population to connect with the college.

Assessing Needs

We interviewed 11 students from different backgrounds, majors, and years.



Here's what we found...

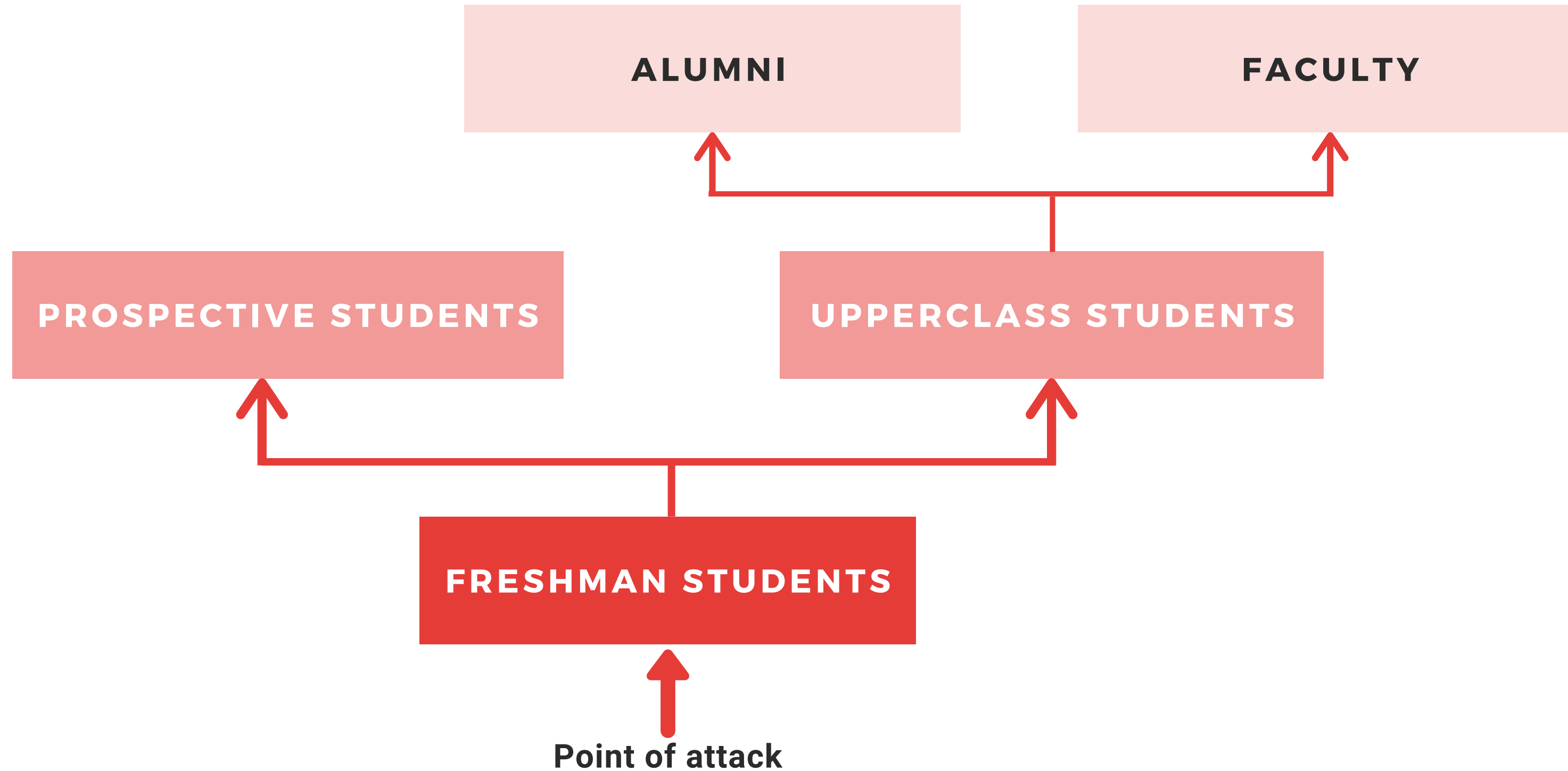
Student Interviews

Collected student feedback on usage, pain points, marketing, design, and functionality of the WPI App.

- Students do not know of the app
 - 5 out of 11 interviewed did not know about the WPI App
- Students are not satisfied with the app
 - Busy/cluttered design
 - Minimal useful functionality
 - Too much marketing material in one glance



Beachhead Market



Approach



Steps

01

Sent out a Survey

02

**Took Inspiration
from Competitors**

03

**Created 3
Prototypes**

04

**Conducted 2
Rounds of User
Testing**


Student Survey

- Aim: Get feedback on the WPI App from a larger student sample.
- Created the survey using Qualtrics
- Three branches in the survey:
 - Frequent user
 - Never used app
 - Deleted app from phone
- Shared survey through:
 - Social Media
 - Club/Organization Slack or Discord Channels



Survey Takeaways

0% 100%

 **WPI**

What is your current year level?

Freshman

Sophomore

Junior

Senior


Other

What is your major?

Major

Do you currently have a mobile device?

0% 100%

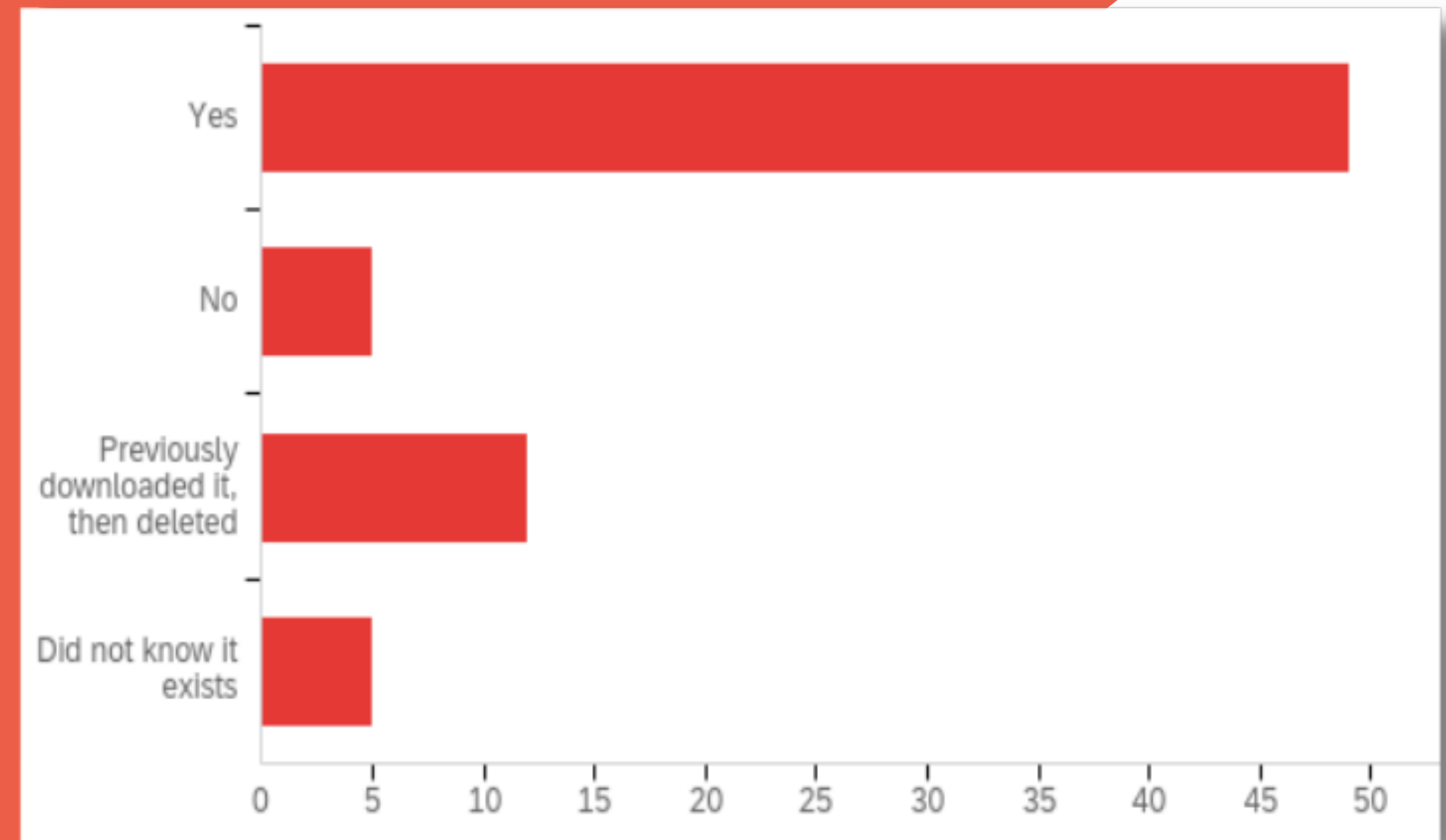
 **WPI**

This survey is intended to understand the usage of the WPI Mobile App among the WPI student population. This is being conducted as a part of the research for the WPI Mobile App IQP. The data from this survey will be shared with the WPI IT and Marketing departments. By filling this survey, you will also have a chance to enter into a raffle for one of four \$25 Amazon Gift Card!

If you have any additional questions or concerns regarding the survey, please feel free to contact Manjusha Chava (mchava@wpi.edu) or Pradnva Mahurkar

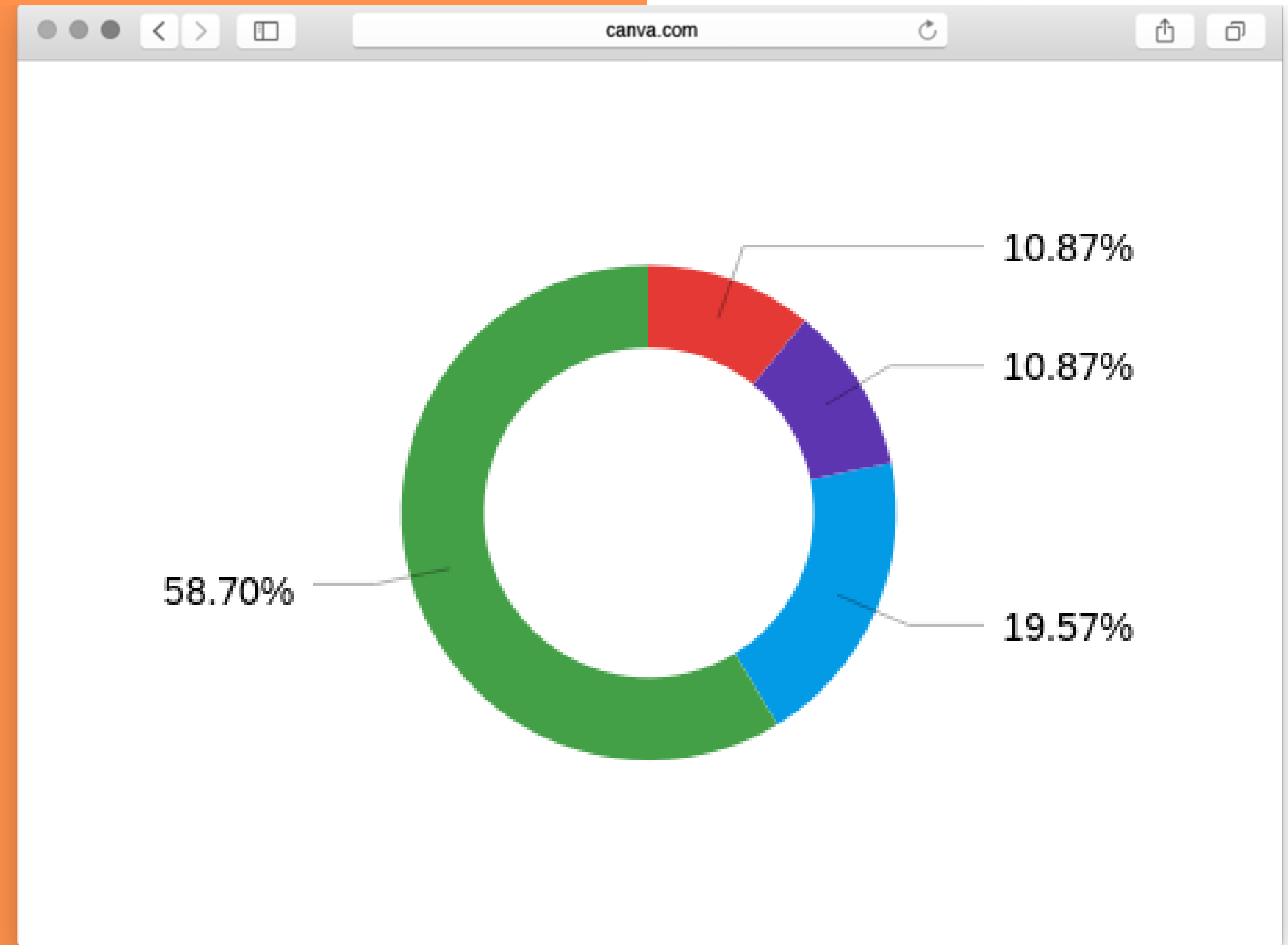
60% Participants Downloaded the App

- 60% of the survey participants had the WPI App Installed on their phones.
- 40% of the participants didn't have the app installed because they were unsatisfied with the app or didn't know about it.



Most Participants Never Use the App

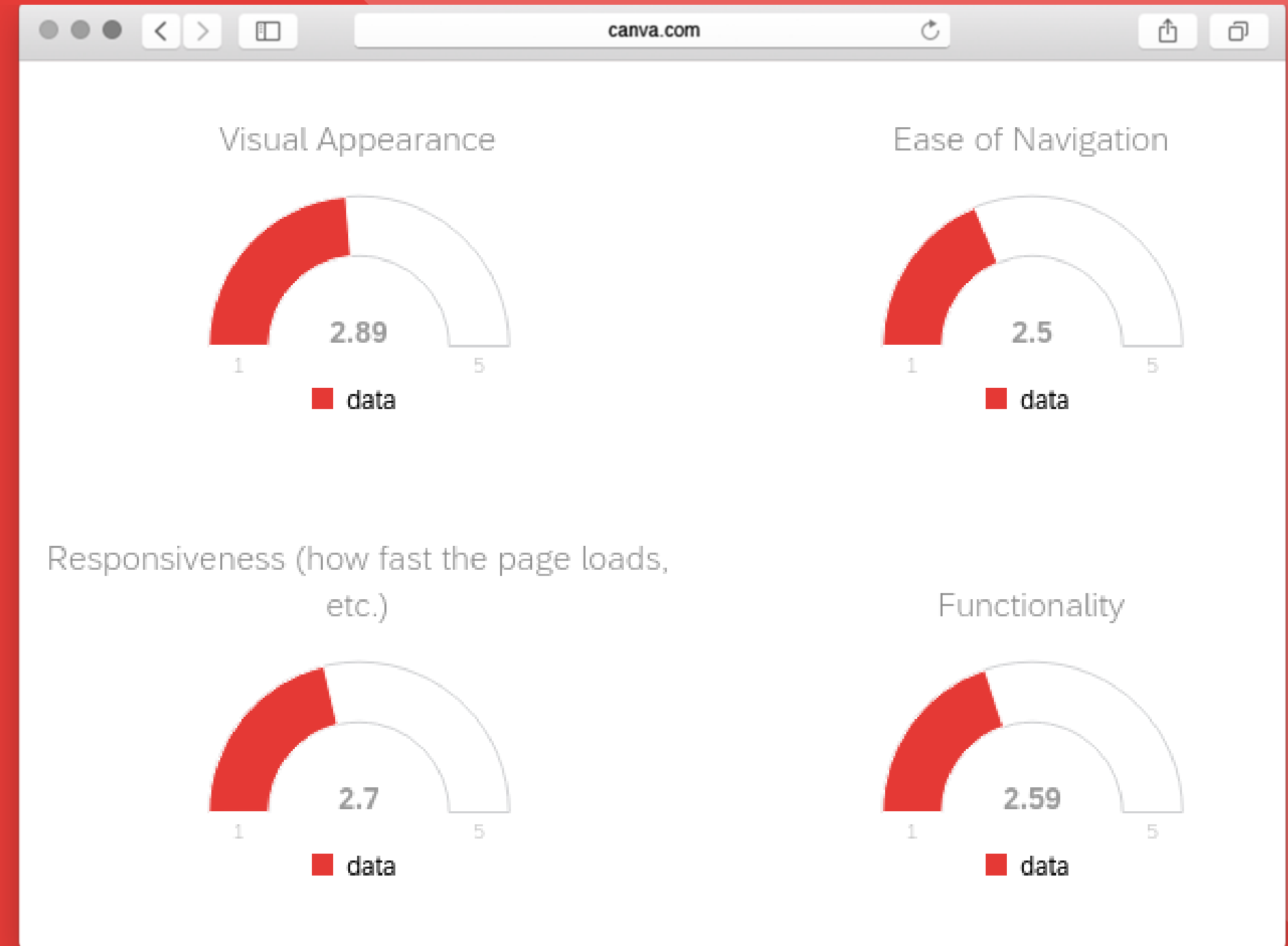
- 60% of the survey participants never use the WPI App.
- 10% of the survey participants use the WPI once a day
- 10% of the survey participants use the WPI once a week
- 20% of the survey population use the WPI App once a month



■ At least once a day ■ At least once a week ■ At least once a month ■ Never

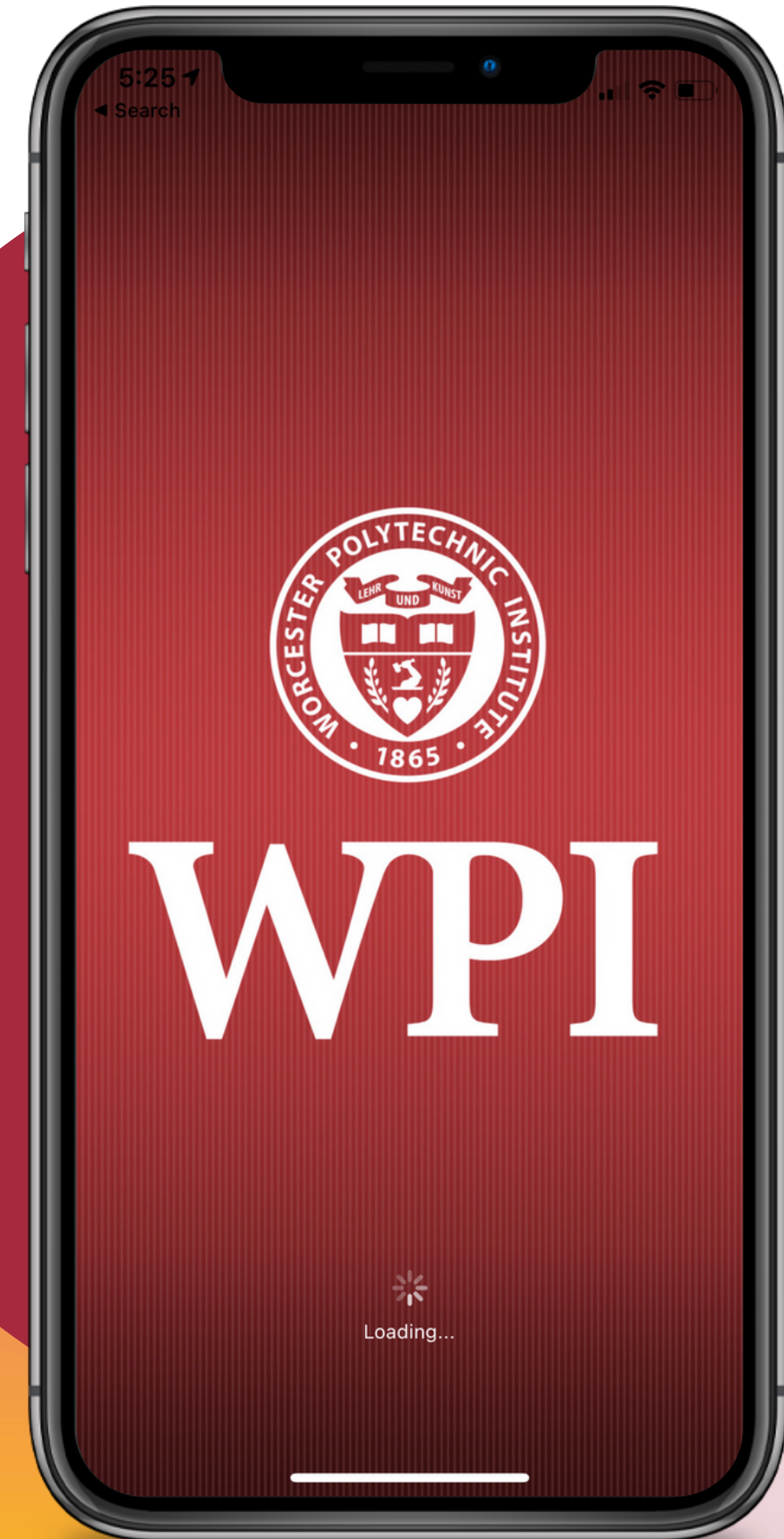
Below Average App Rating

- Visual Appearance Average Rating: 2.89/5
- Ease of Navigation Average Rating: 2.5/5
- Responsiveness Average Rating: 2.7/5
- Functionality Average Rating: 2.59/5



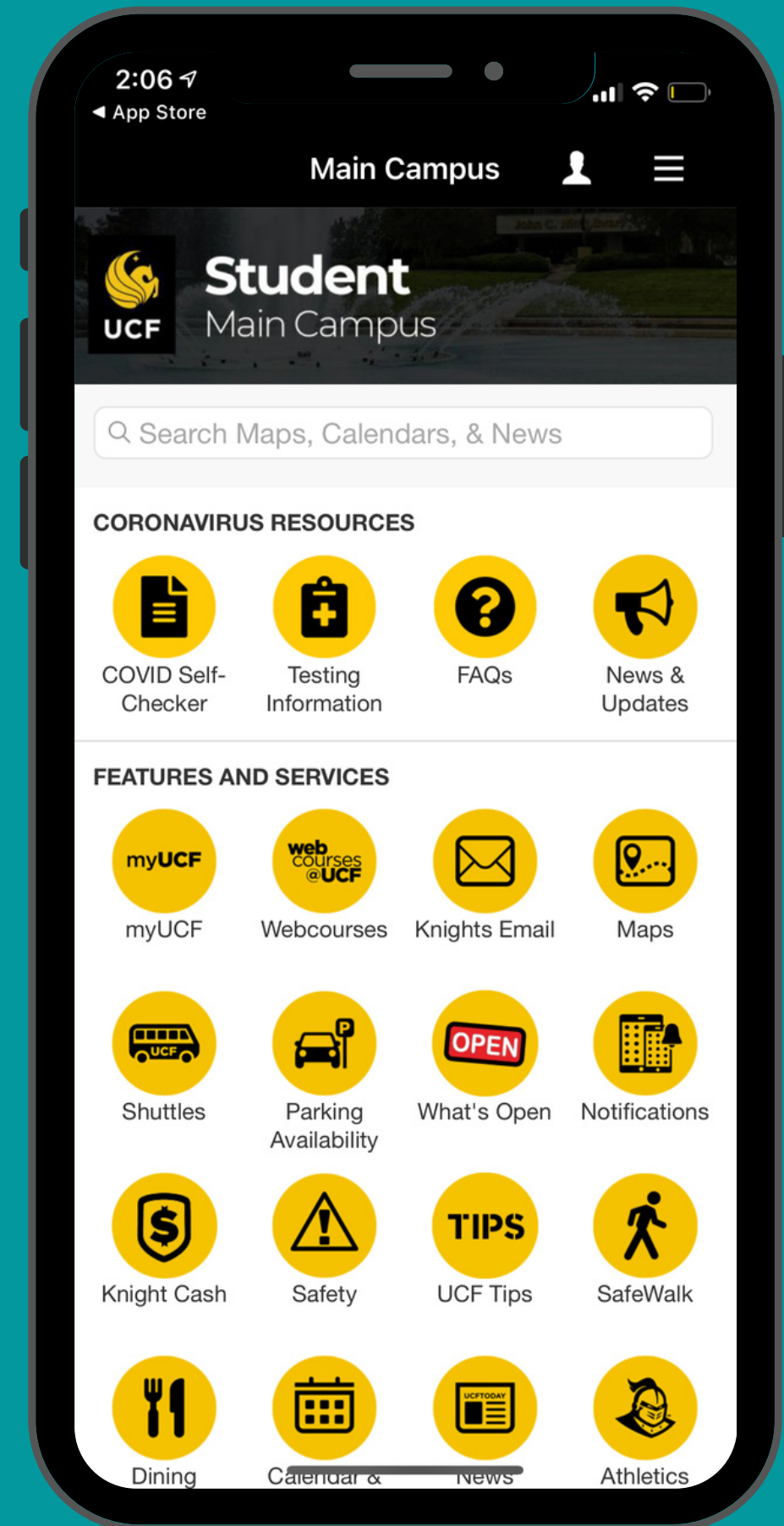
Competition

Our Inspiration



Competition

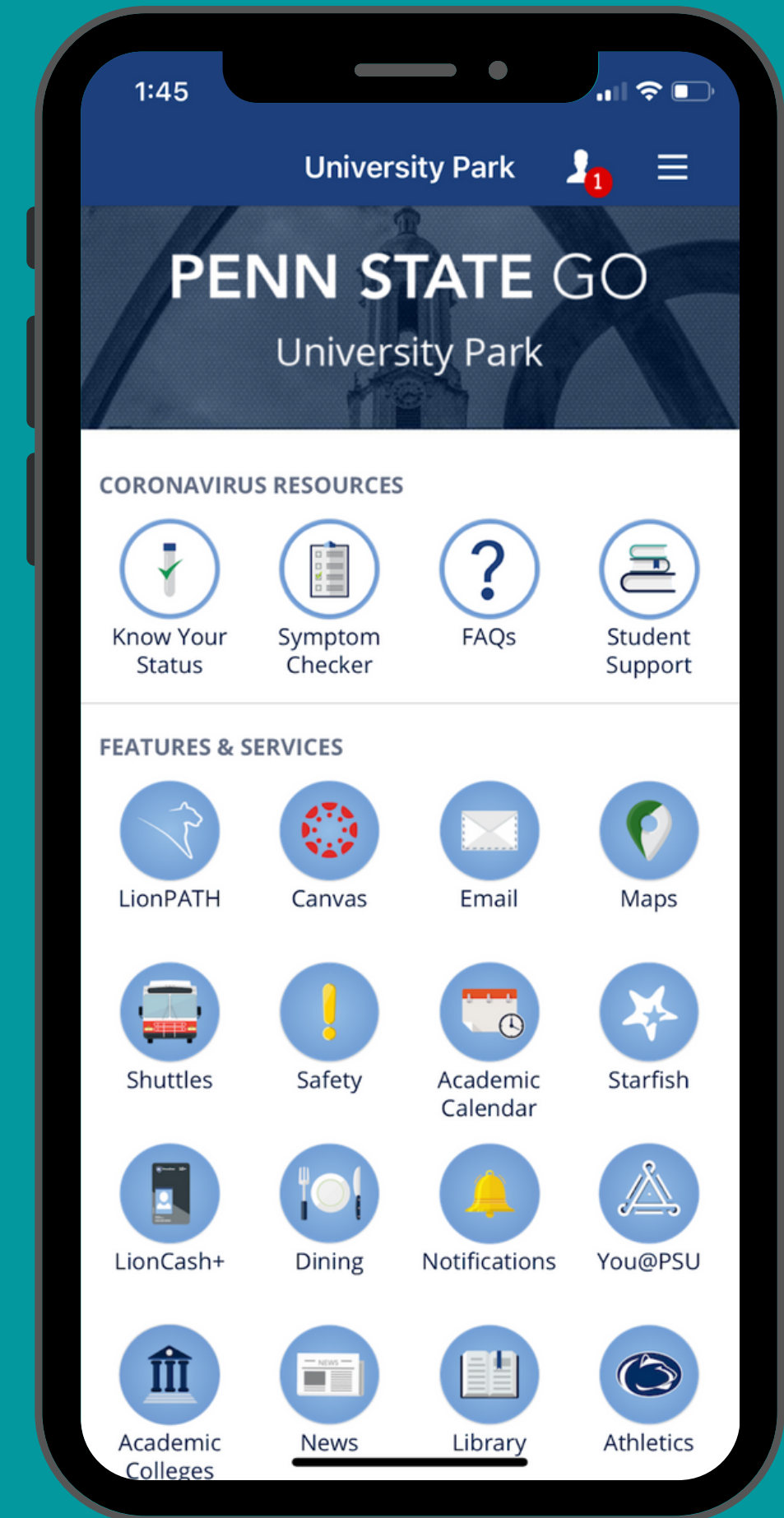
1 University of Central Florida



Competition

1 University of Central Florida

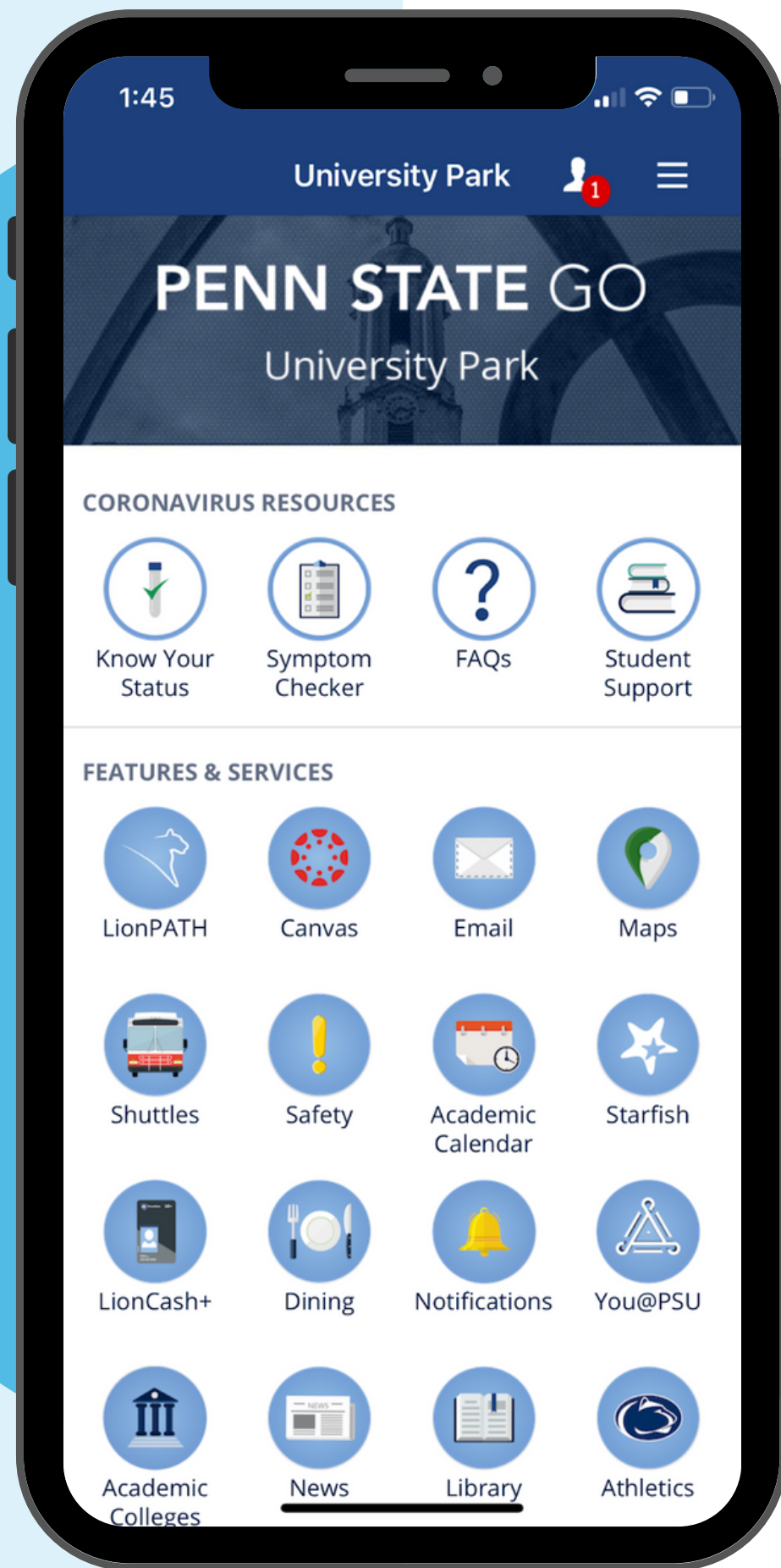
2 Penn State



Competition

- 1 University of Central Florida
- 2 Penn State
- 3 Stanford





PENN STATE GO

- Met with Penn State IT Department
- Provided design and Modo information
- Penn State Worked with UCF to implement current app design
- Takeaways:
 - Marketing the app is crucial
 - Survey students, always get feedback
 - Collaborate with other colleges

Alternatives

Student tools incorporated into the prototype

1

WPI Hub

- Centralized hub
- Personalized dashboard

2

Bannerweb

- Primary portal for student related information
- Primary portal for course info

3

Canvas

- Course material
- Platform to connect with peers and professors

4

TechSync

- Information about clubs and organizations
- Access to forms and events

5

WPI Instagram

- Connection through social media
- Informative for different types of viewers

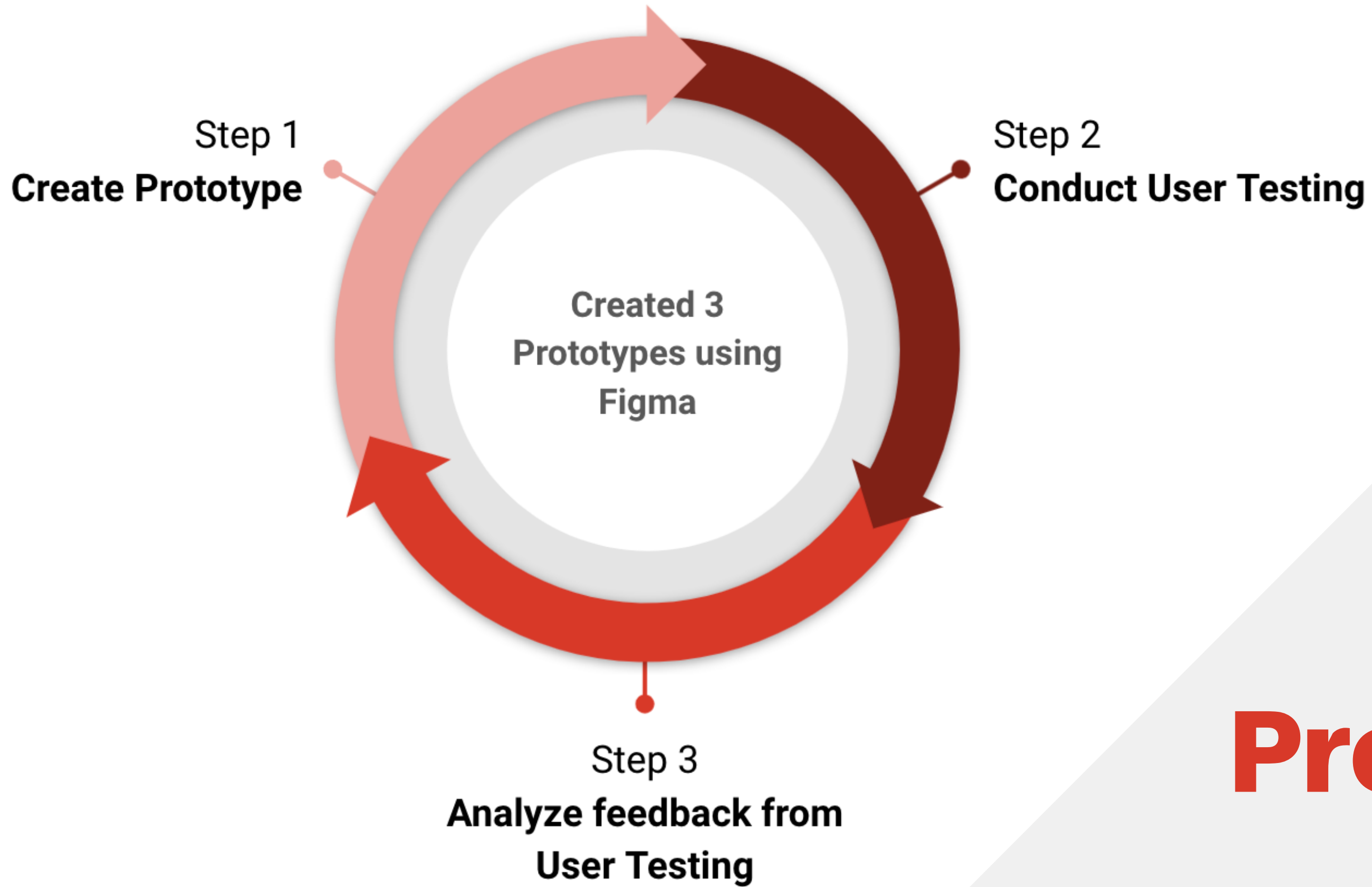
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WPI Webpage

- Information regarding WPI and its programs
- Targeted for all types of audiences

Prototyping & User Testing

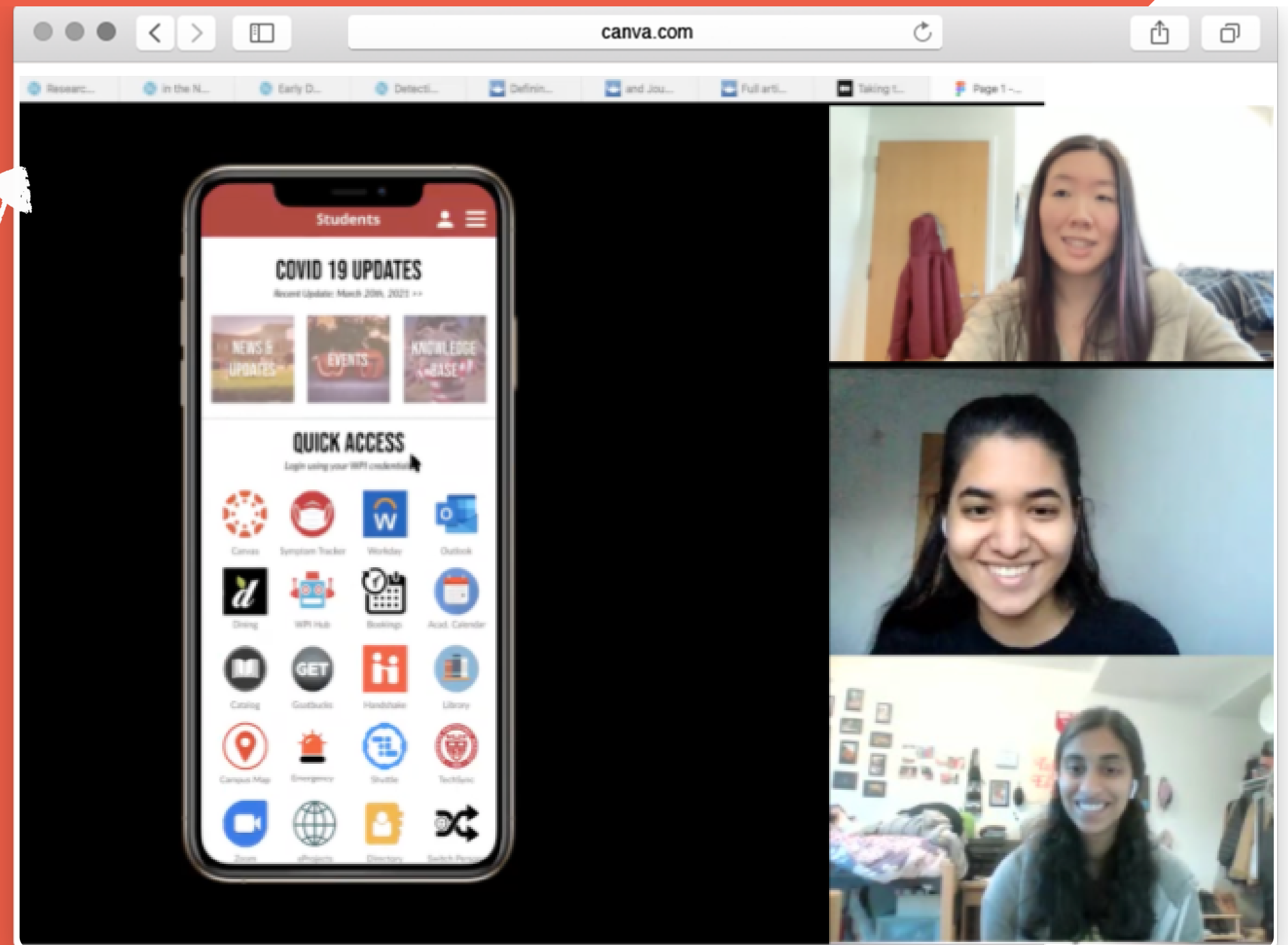




Prototyping

User Testing

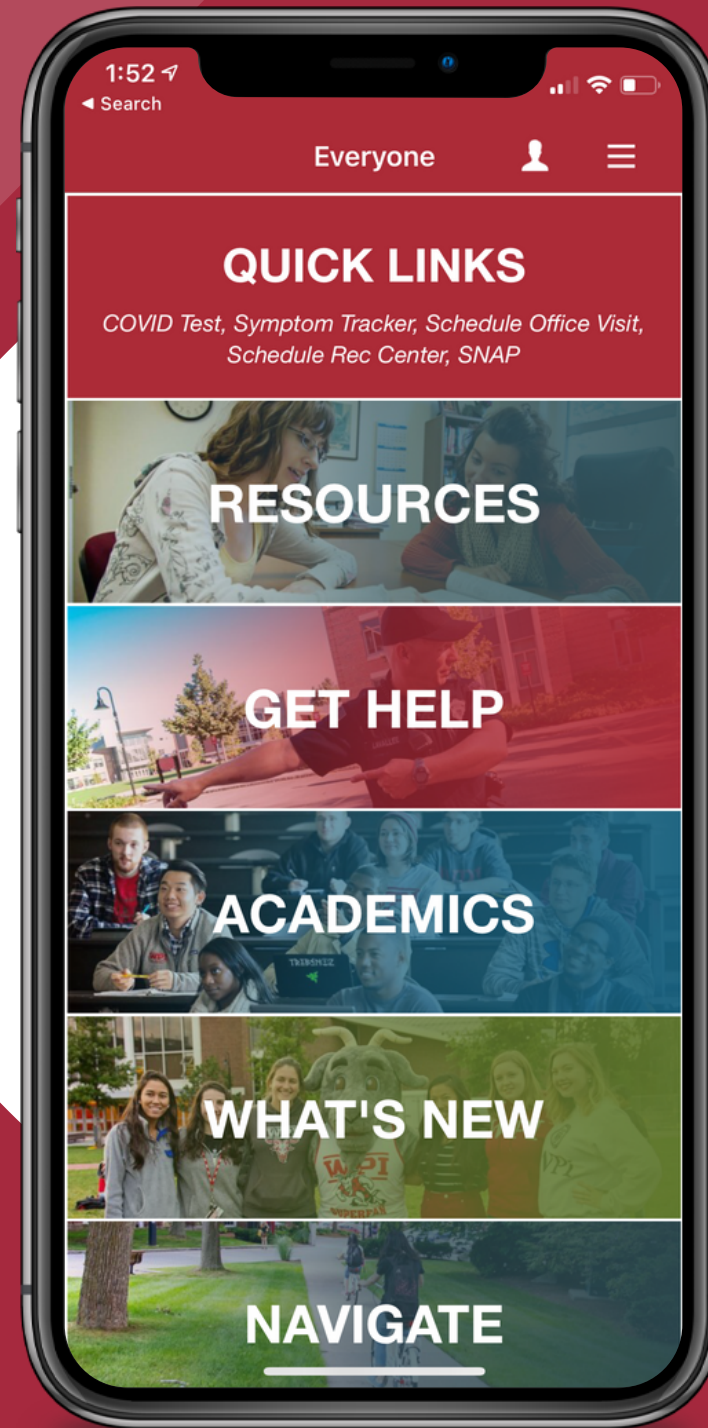
- Conducted 2 rounds of user testing over zoom (20-30 minutes)
- Procedure:
 - Asked the participant to complete tasks
 - The participant would think-out-loud while completing the assigned tasks
 - Conclude the session with follow-up questions about the overall experience
- Two-person approach



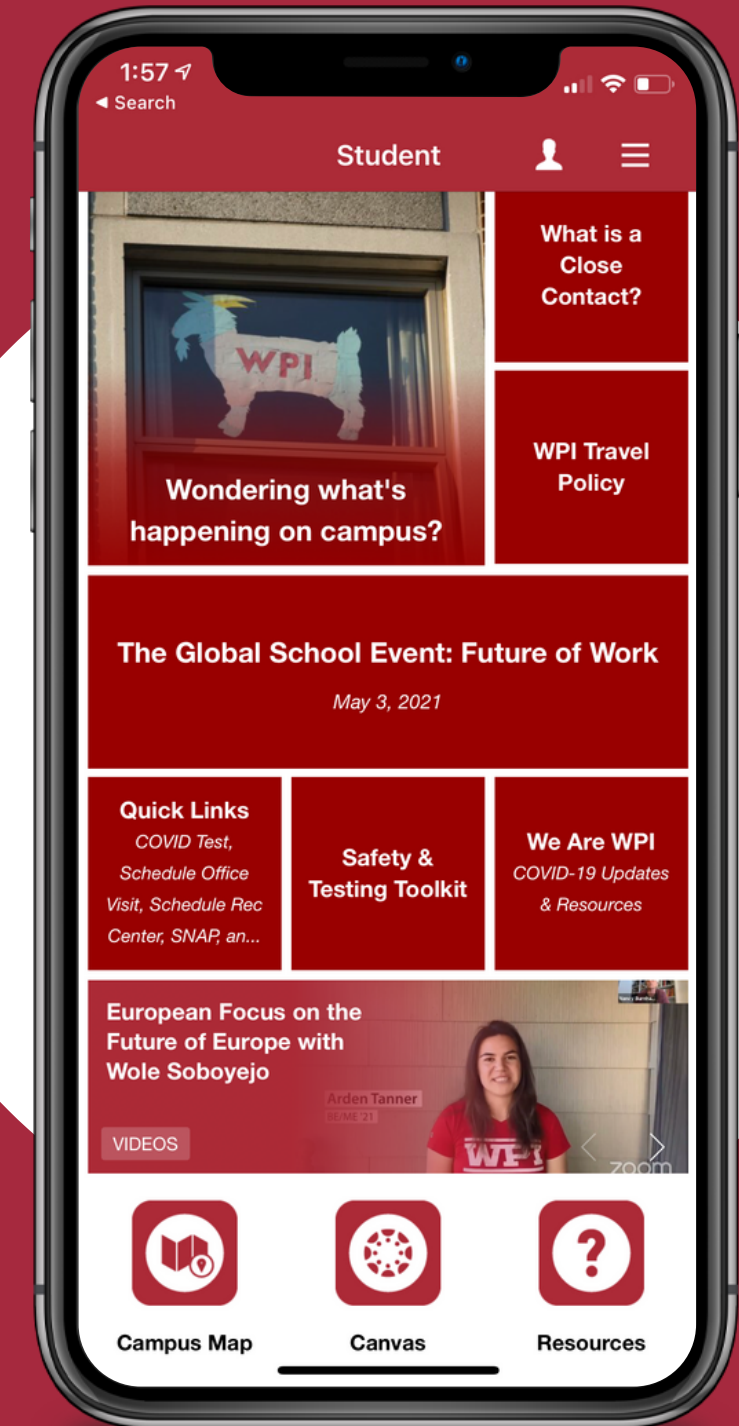
CURRENT WPI APP



PERSONA SELECTOR



EVERYONE HOME



STUDENT HOME

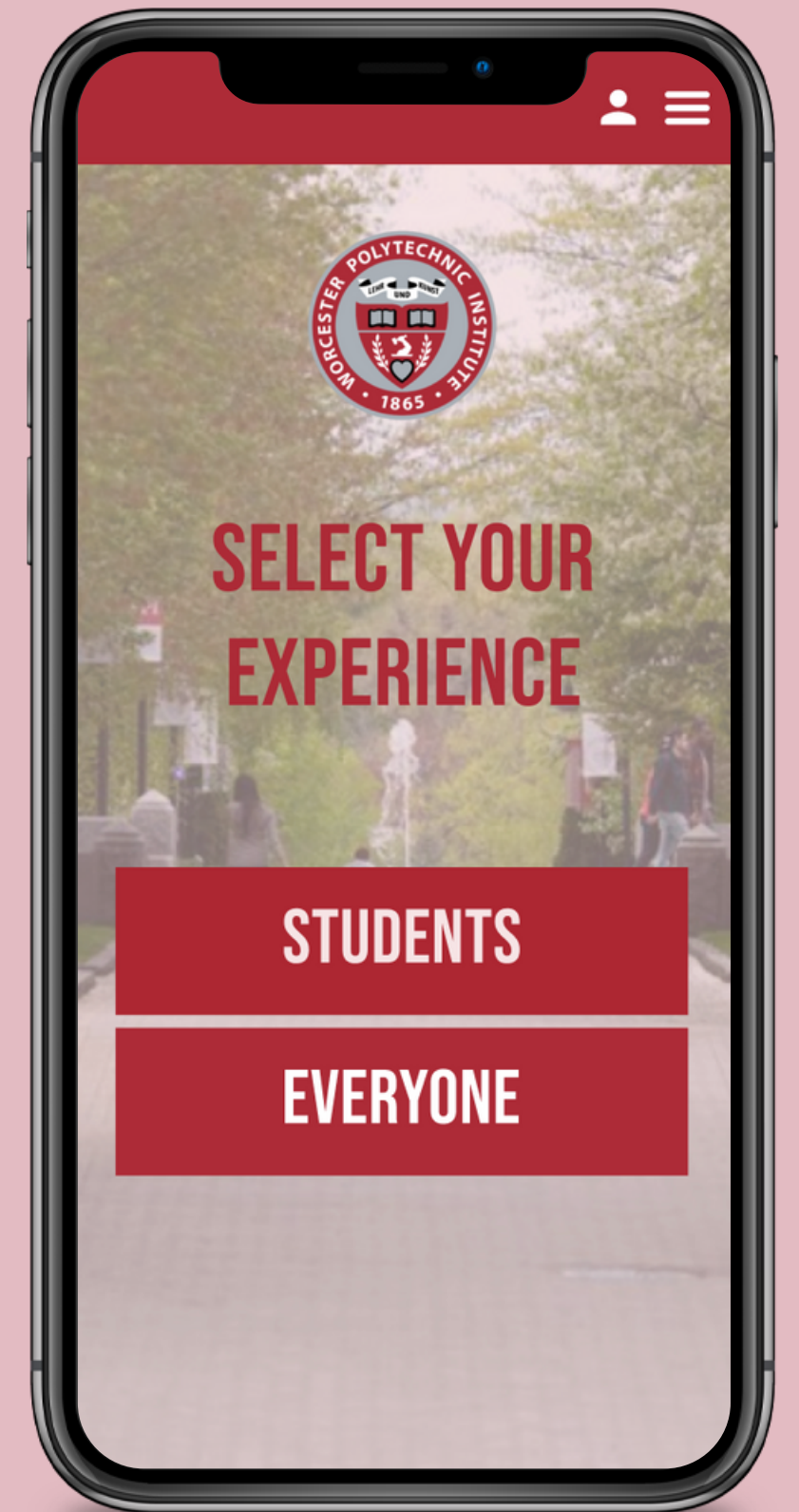
Prototype #1



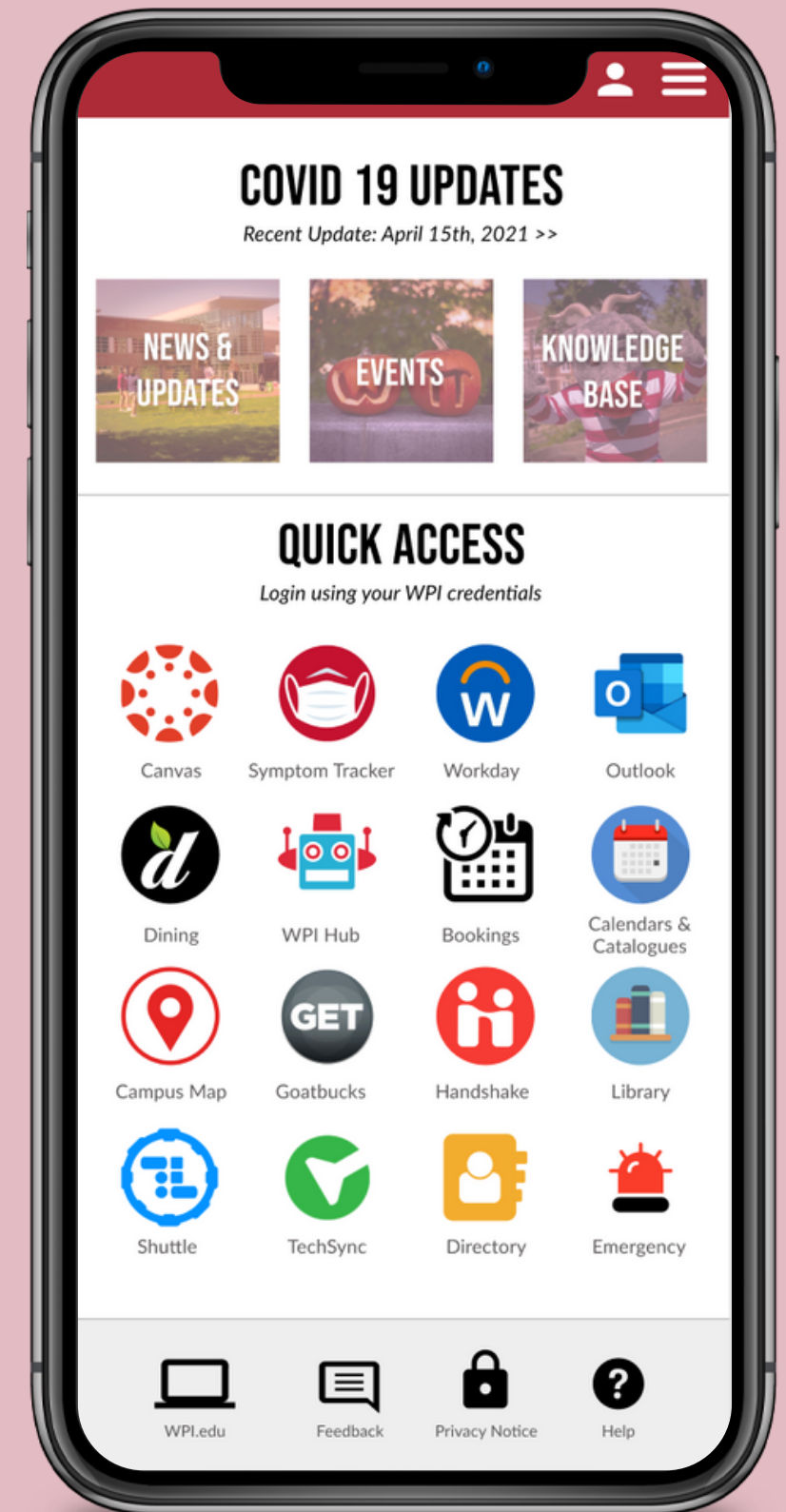
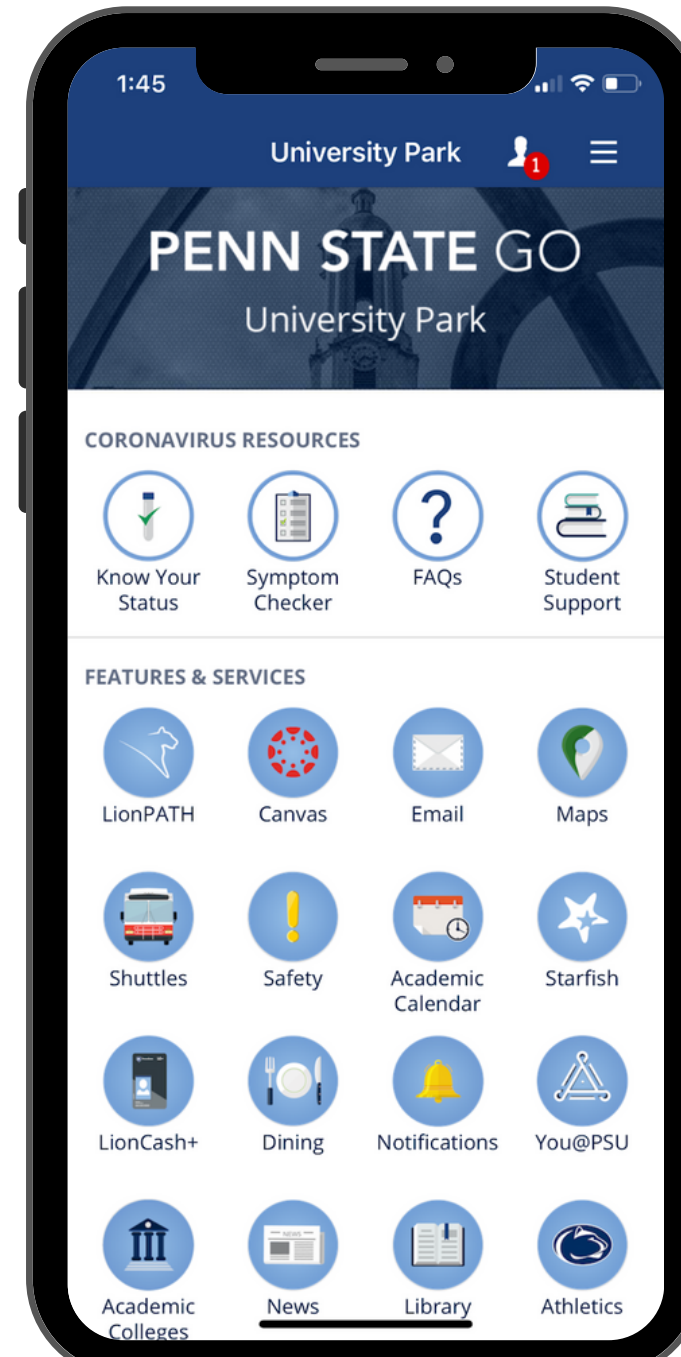
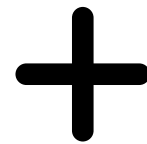
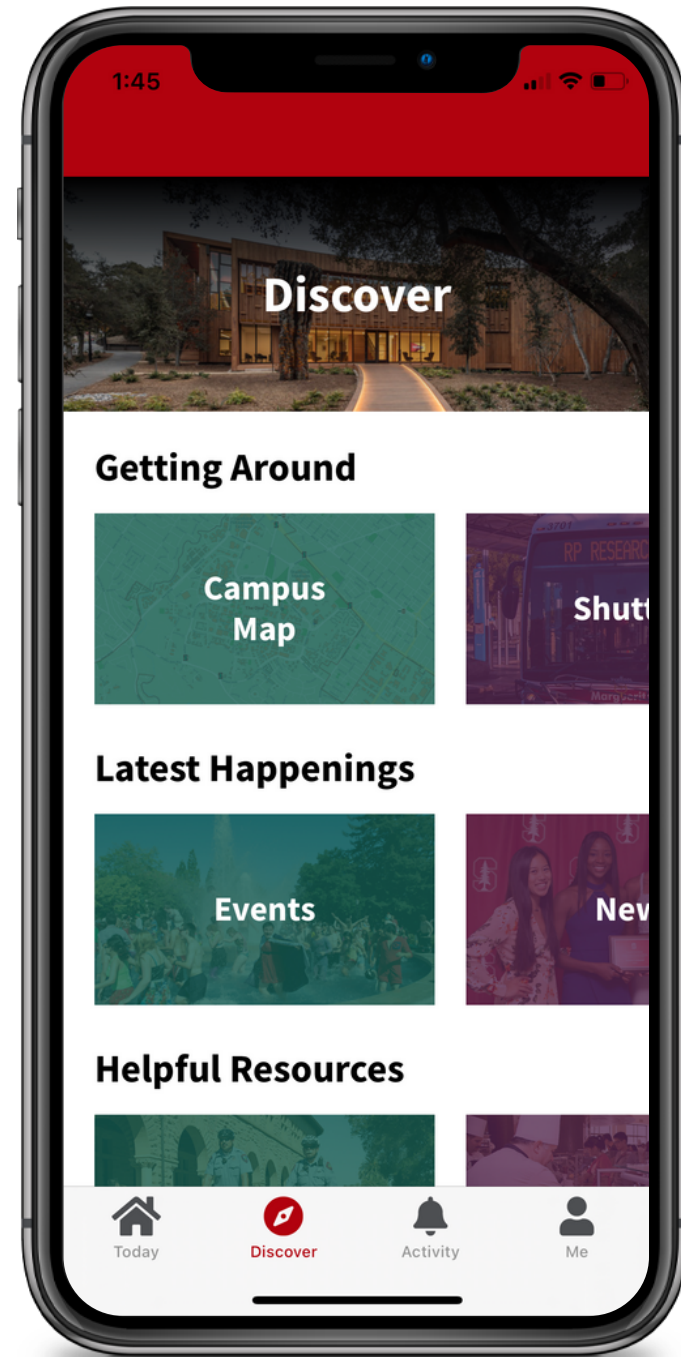
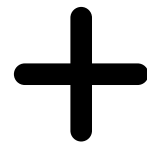
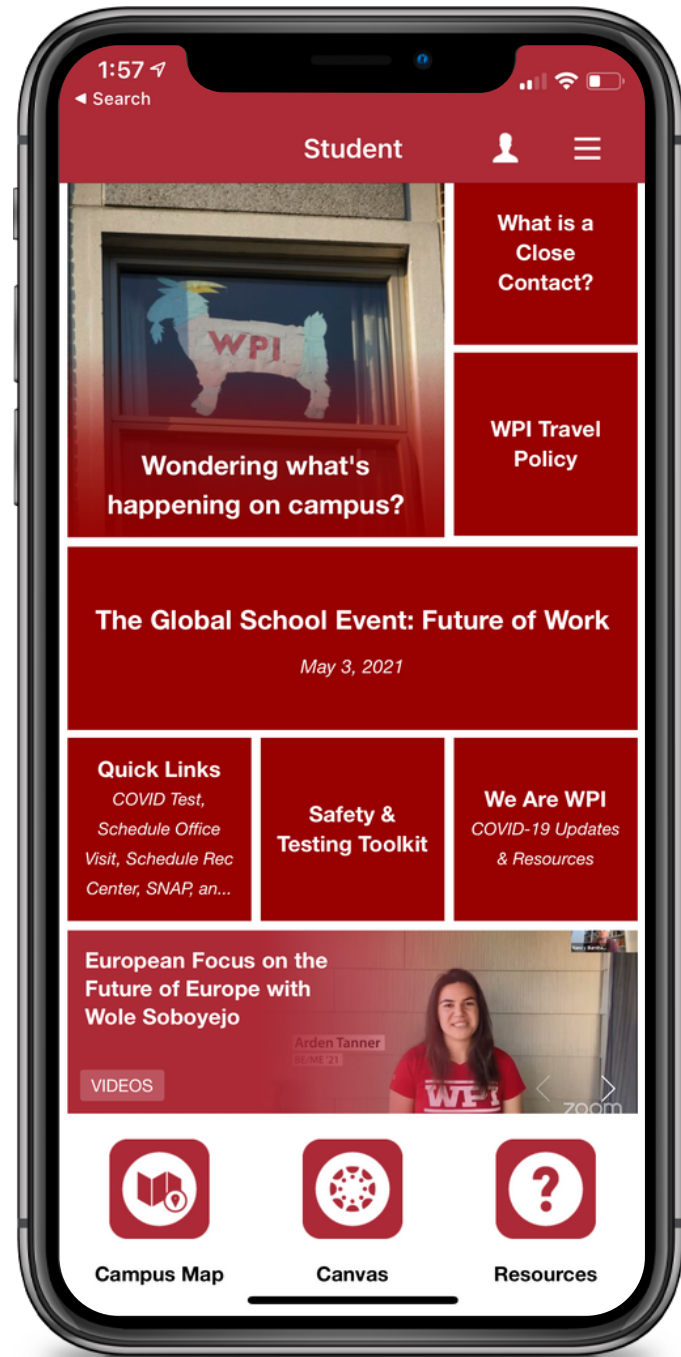
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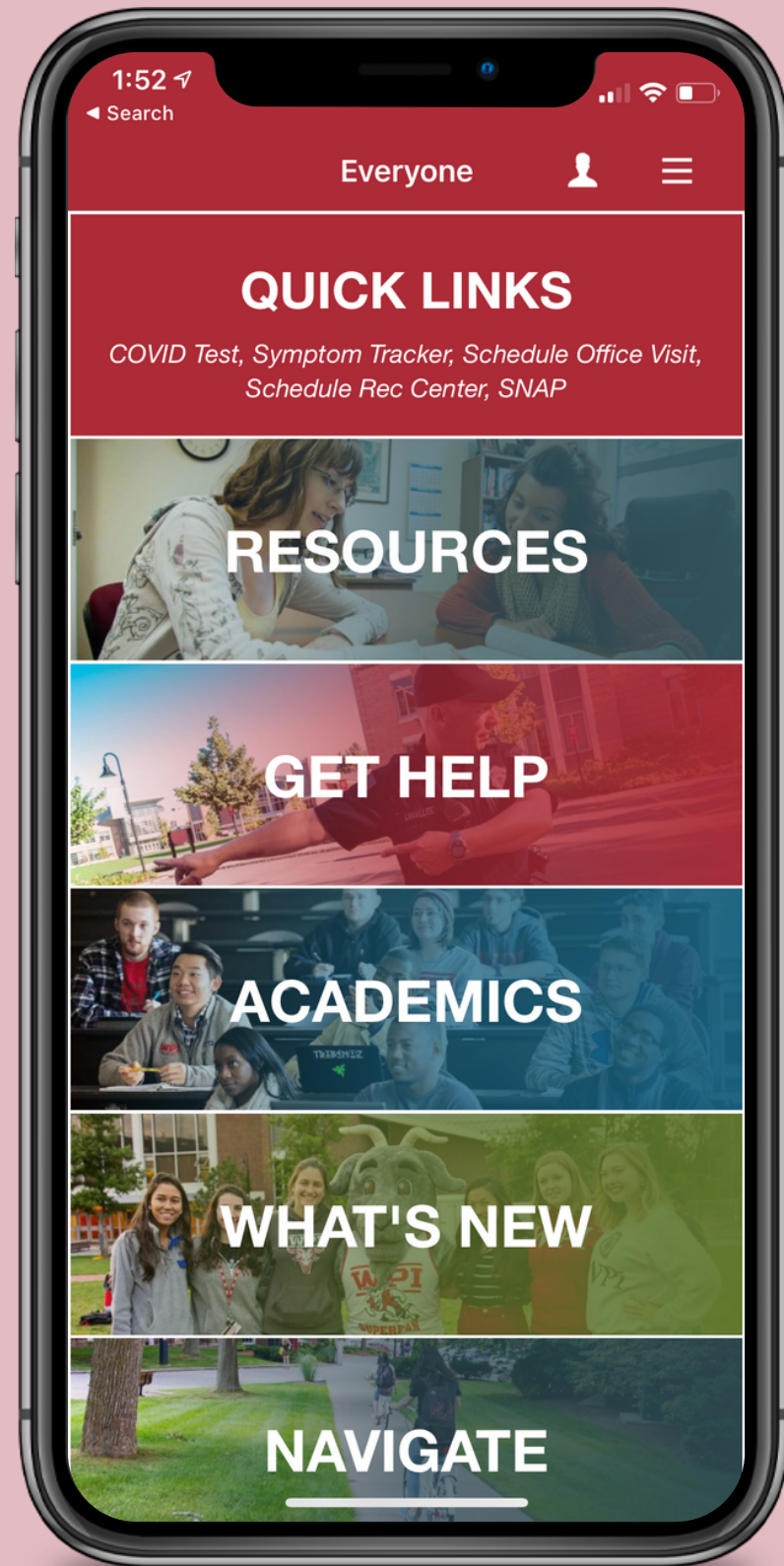
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Prototype #1



Prototype #1



User Testing Round #1

9/10

Student Persona

Student Persona strengths:

- **Quick access** links
- **Bookings** feature most popular

4.4/10

Everyone Persona

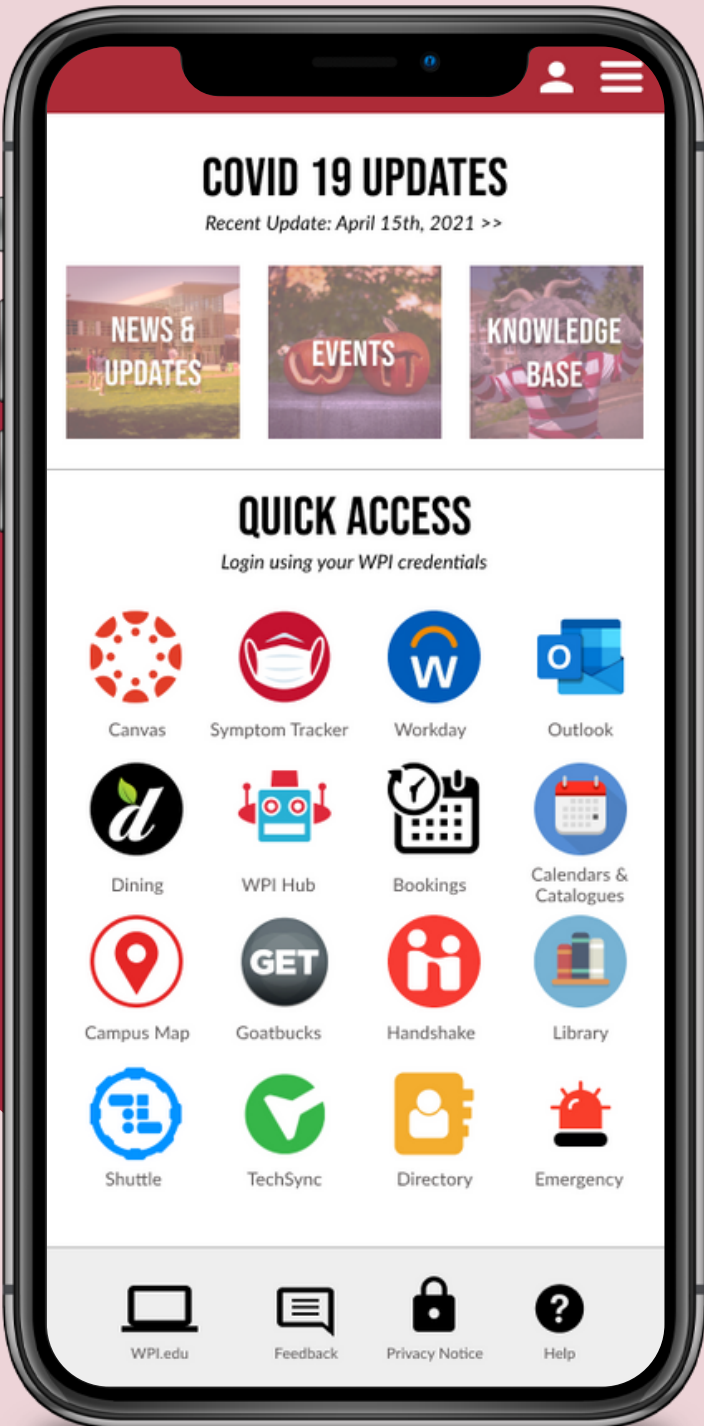
Student Persona weaknesses:

- **Overwhelming** menu
- **Inconsistent** icons

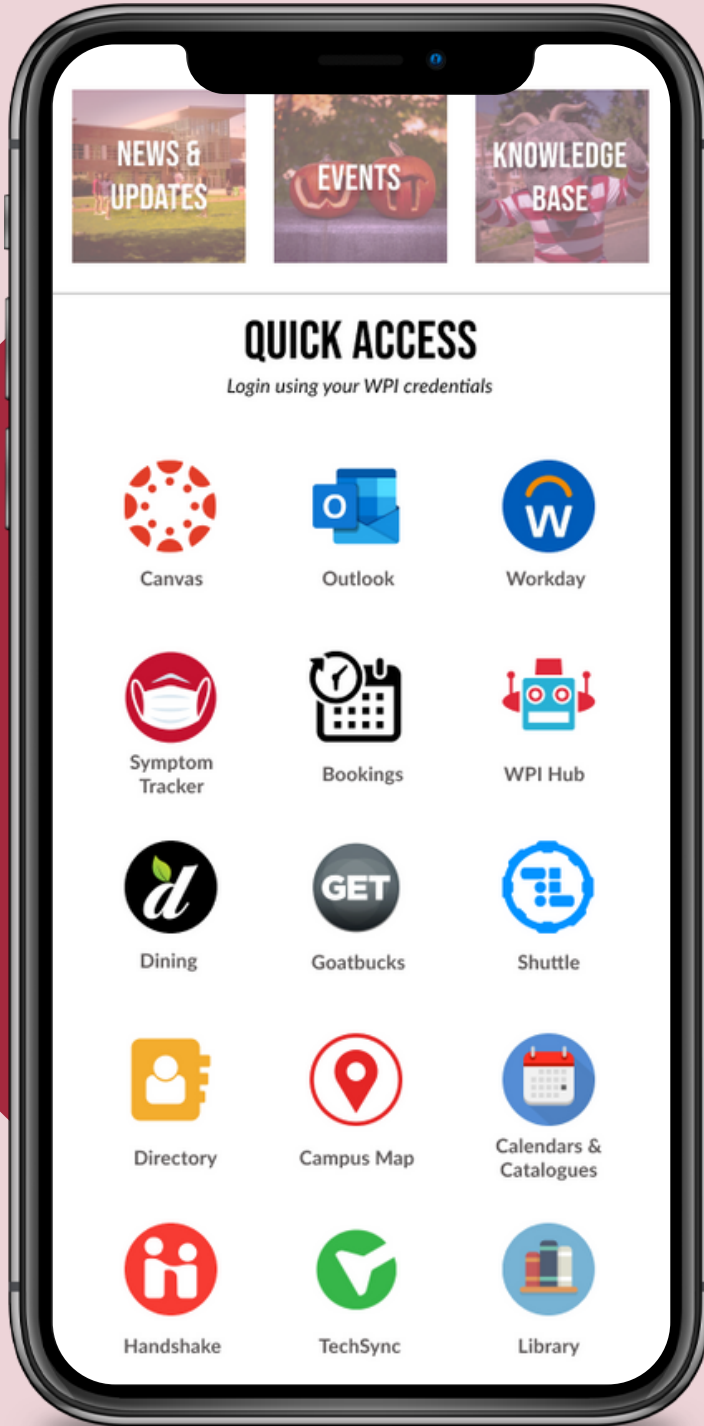
Everyone persona weaknesses:

- **Confusing** labels
- **Lack** of dynamic content

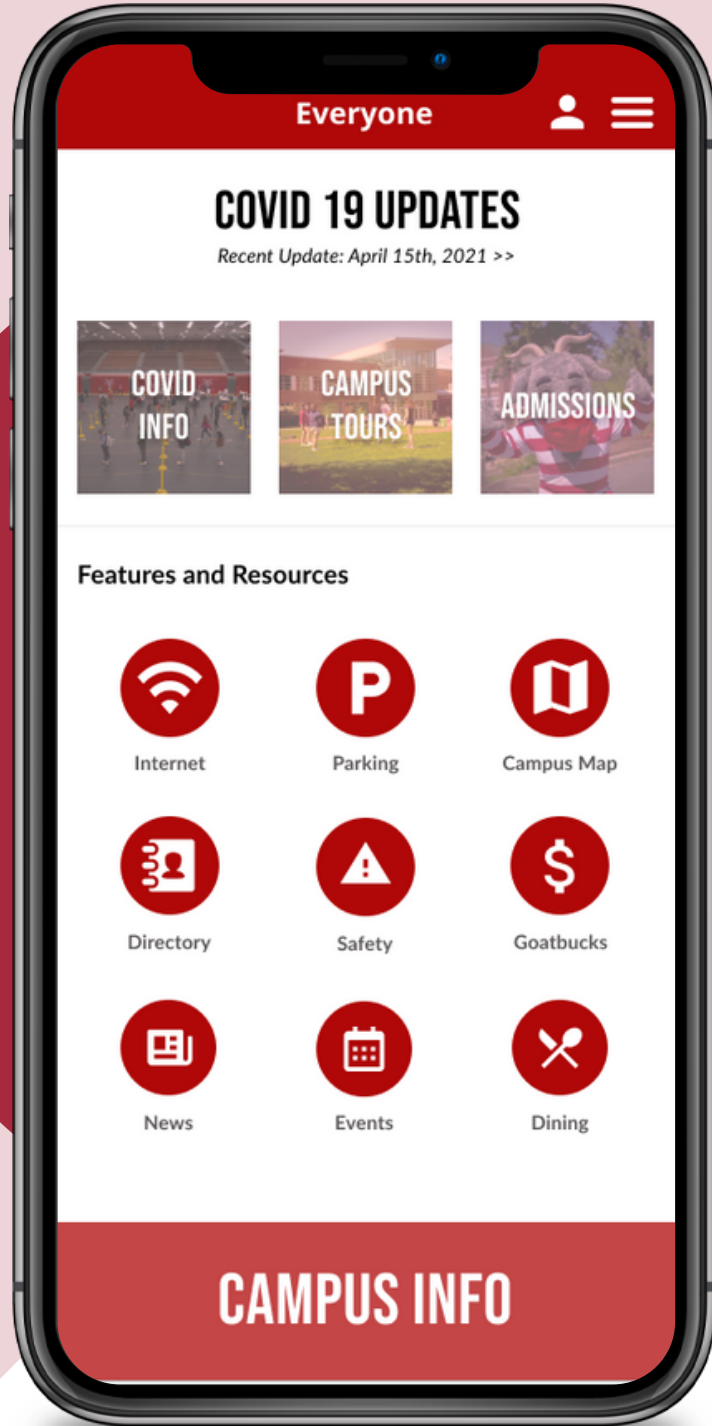
PROTOTYPE #2



STUDENT HOME #1



STUDENT HOME #2



EVERYONE HOME

User Testing Round #2

Student persona strengths:

- Quick access links
 - Bookings, dining, symptom tracker, calendar

Student persona weaknesses:

- Canvas, outlook integration features

Everyone persona strengths:

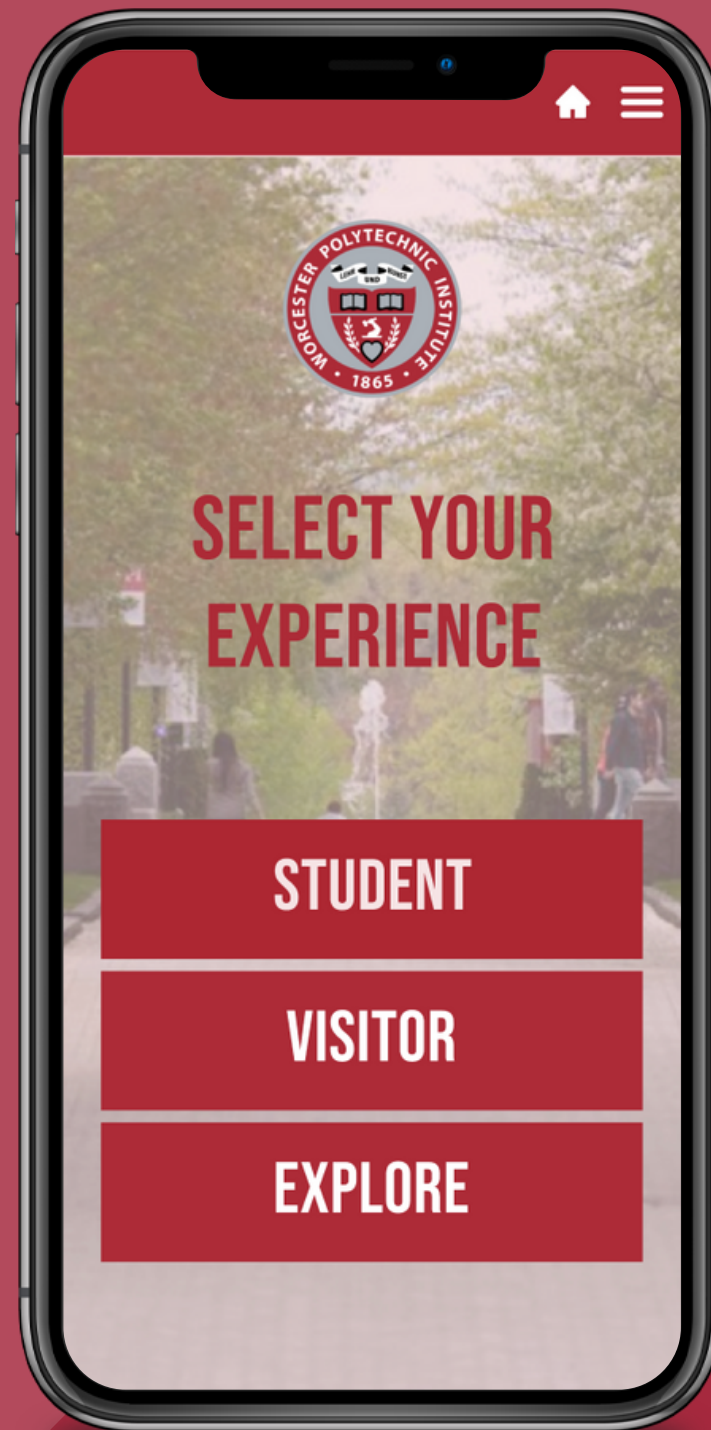
- Useful features
- Consistent icons
- Easy navigation

Final Prototype Rating:

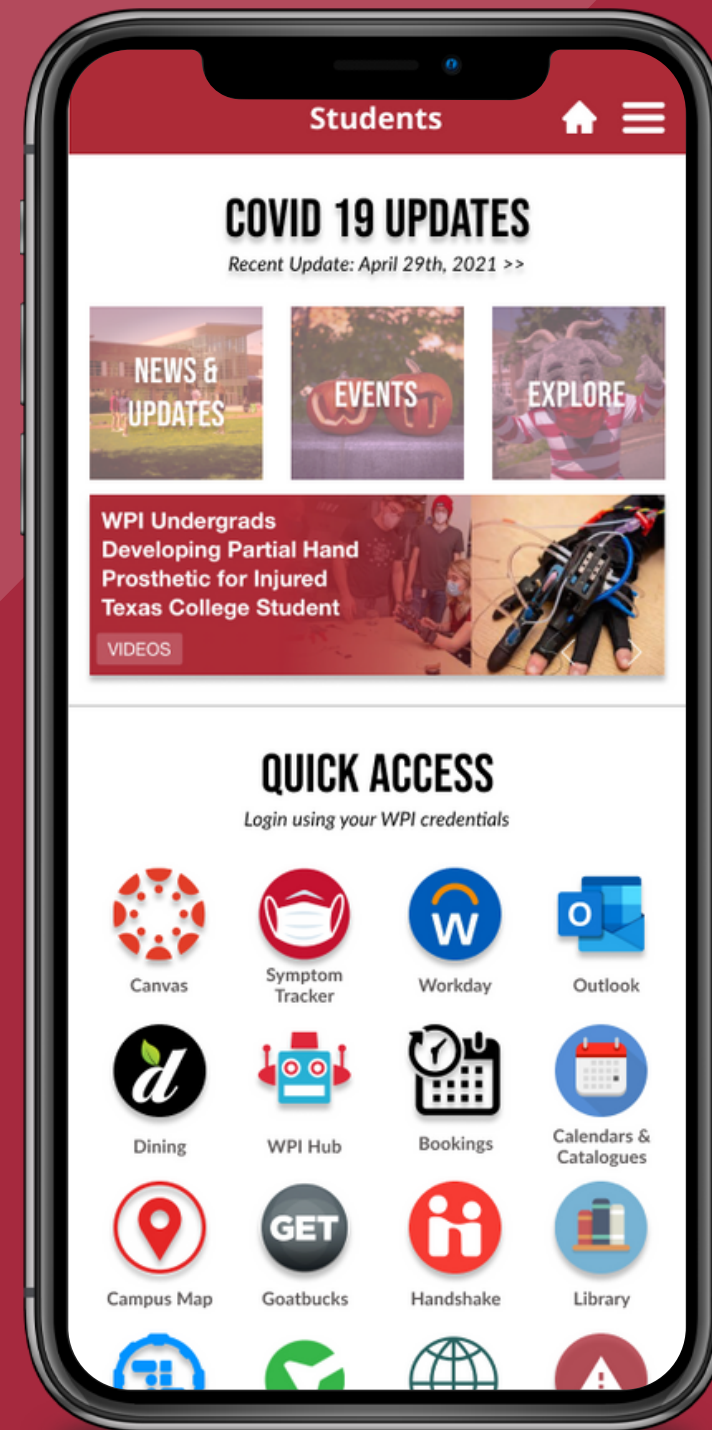
8.8/10



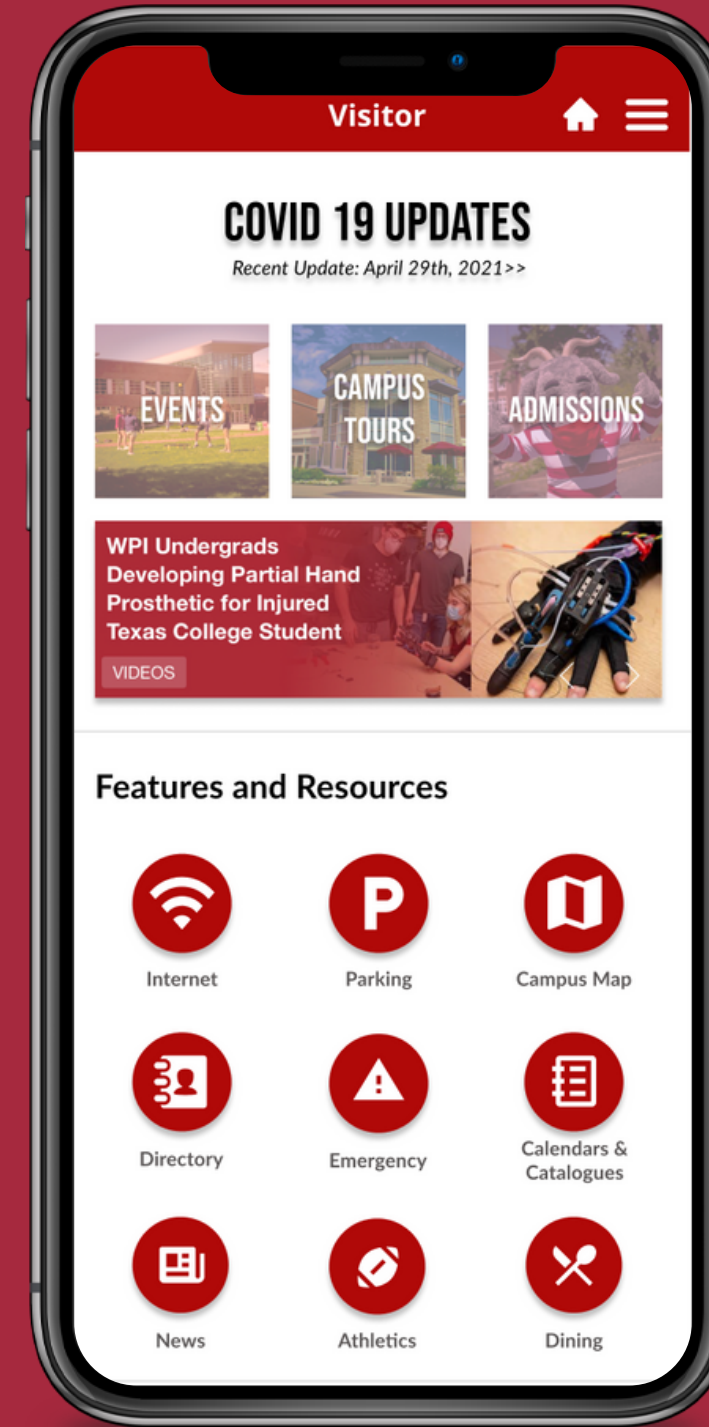
PROTOTYPE #3



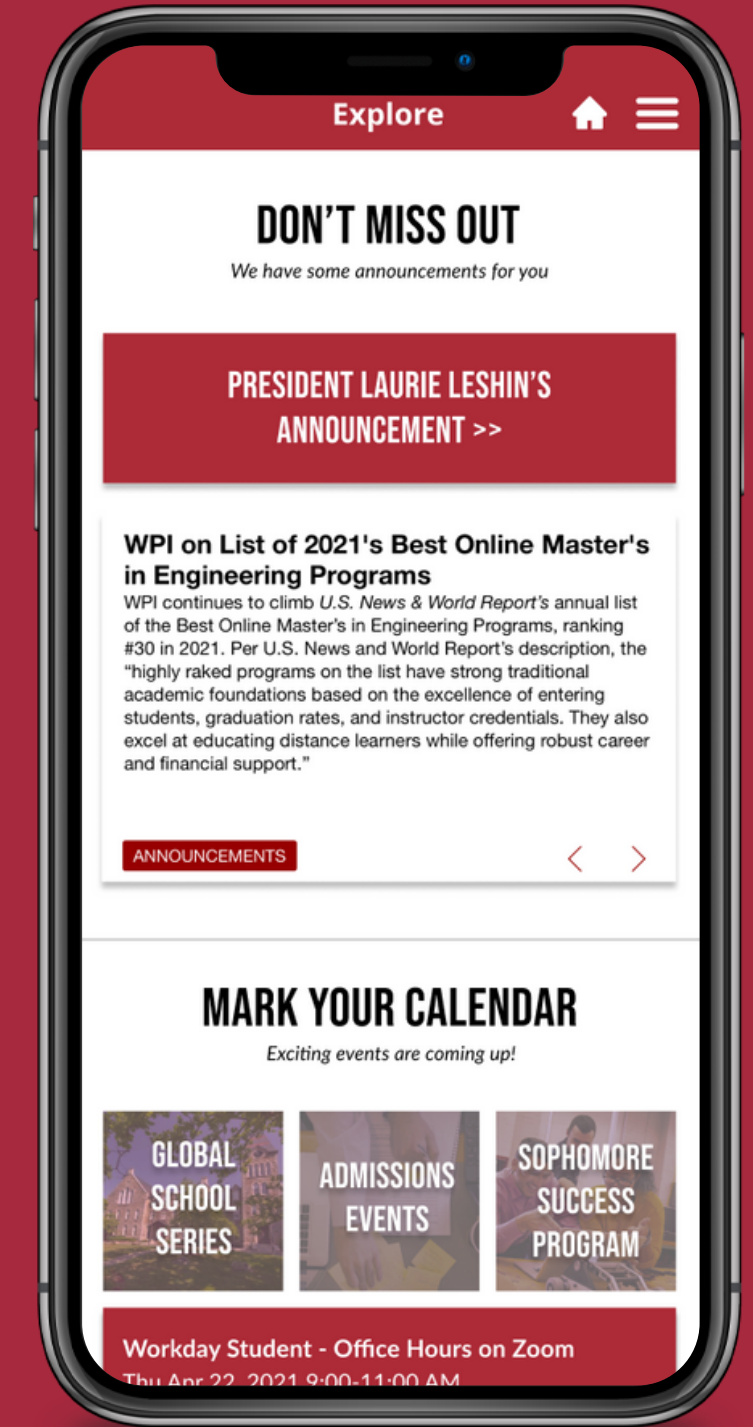
PERSONA SELECTOR



STUDENT HOME



EVERYONE HOME



EXPLORE PAGE

Benefits



Benefits

01	QUICK ACCESS	3 seconds to access any student resource
02	VISITOR EXPERIENCE	An enriched experience tailored for WPI visitors
03	EFFICIENT MARKETING	Advertise in style on the app's new Explore Page
04	STUDENT SATISFACTION	WPI students rate this app an 8.8 out of 10

Future Extensions

Design Changes

- Implementing prototype designs into Modo
- Using features accessible through other Modo packages

Adding Personas

- Implementing prototype designs into Modo
- Adding and modifying personas for major events

Marketing Material

- Generating marketing material to attract more users
- Utilizing social media more for advertising

Leveraging Data

- Predict user actions
- Targeted ads and marketing material

Advanced Features

- Laundry tracking
- Social media platform
- Study spaces and groups

+

Presenting

+

Networking

+

Project
Management

Things we learned....

**Let's make this app
the fabric of
WPI student life**



Thank you very much!

It was an honor working with you.