PULSE

AN EXTENTION

OVERVIEW

TASK

Pulse was to create a extension or add a new feature to an existing application. The new addition have to be practical and user friendly. It should have value and is to be tested with the target audience.

CLIENT

This is a fictious university project that stood in for a genuine client from the Technological University Dublin. This project was completed in a short period of 4 weeks, so it was important to have a clear research plan and structured user testing.

TEAM

The project was completed by a group of 3 students. I was the lead designer for this project that carried out the user research and led the ideation. Which are Portfolio, Resume or Connect. Portfolio was my solution.

ROLE

UX research
UI Design
Lo-fi Prototyping
Wireframe

DESIGN PROCESS

DOUBLE DIAMOND

The double diamond approach was chosen for this specific project as it is well structured and gave us enough time to go through all the phases of the design process.

ABOUT

Brightspace Pulse is a mobile app designed to help students stay organised and on top of their coursework by providing real time updates on assignments, grades, and upcoming deadlines. Students can use the app to monitor progress, to track their progress, receive notifications, and manage their schedules efficiently. It is available for both iOS and Android devices.

CHALLENGE

How can we improve the existing Pulse Application, to make it easier for students to use the platform to showcase their projects and grow their network.

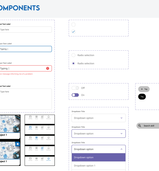
IDEATION

Behind we came to the final solution the team had a few ideas to improve Pulse.
The 3D was not to be changed but the team decided that it was simple enough and user friendly. Then the focus was on what the students want.

#1
The first idea was to add the University sections and social clubs to the app to help students join the clubs easily and be up to date with the events.

Pros: Easy access to clubs, makes the app more social, increase usefulness. Cons: Is not a UI update students.

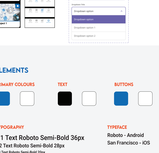
Cons: Not all University have the same social clubs, will be a pain to develop for multiple universities, Students may find this information software to a manipulation software



#2
The second solution was to add an option to link behance and dribbble to the app to showcase portfolios.

Pros: ability to showcase projects, access to student profile, networking option through LinkedIn.

Cons: Dependency on third party, hassle of linking multiple platforms, the impracticality of moving from platform to platform.



#3
The third solution was to create a dedicated section, where a student can showcase their best works, build a CV and network in app. This will be an extention to the existing app.

Pros: Portfolio Section, Resume Section, Networking, References, endorsements, Students and recruiters have access to everything on one platform.

Cons: MS Increase the app size, will need a lot of app permissions, development can take longer.

SOLUTION CHOSEN

In our discussions we came up with "Growth Hub". This specific feature adds a whole new functionality to the existing app. Students can use this feature to network and find a Connect section, which will help students both academically and professionally.

Portfolio: This section contains the personal or academic work projects that the user chooses to showcase. The projects can be uploaded from the device's gallery or Google Drive.

Resume: This section contains an array of options for the user to choose from, in terms of creating a professional resume. The user can upload their profile. Depending a wide selection of templates, it takes CV building much easier.

Connect: Dealing with the networking aspect of Growth Hub, in this section users can request endorsements from their connections, ask for advice, read stories about anyone in their network, or apply to graduate programmes without any hassle.

USER FLOW

COMPONENTS

ELEMENTS

PRIMARY COLOURS

TEXT

BUTTONS

TYPOGRAPHY

H1 Text Roboto Semi-Bold 36px
H2 Text Roboto Semi-Bold 28px
H3 Text Roboto Semi-Bold 24px
Lato Text Roboto Medium 16px
Body Text 1 Roboto Medium 16px
Body Text 2 Roboto Regular 16px
Overline Roboto Regular 12px

TYPEFACE

Roboto - Android
San Francisco - iOS

WIREFRAME

UI DESIGN

USER TESTING

The User Testing was conducted in the TU Dublin campus. I followed a structured testing model with the prototype and a set of questions. The participants were given a task to find a project and to upload it to their profile. At the end of the testing they completed a survey. Prior to this, they were shown a short presentation on what the prototype is and what it does. The survey consisted of the following questions were asked.

1. Are you an undergraduate student or a postgraduate student?
2. Do you use the Pulse app often?
3. Do you like the application?
4. Do you like the new features?
5. Rate the usefulness of the app on a scale of 1-5?
6. Rate the usability of the app on a scale of 1-5?
7. Rate the feasibility of the in-app navigation on a scale of 1-5?
8. Rate the overall design on a scale of 1-5?
9. Is the feature useful?
10. If implemented would you use this feature

RESULTS

The testing phase had 7 participants, all of them students of TU Dublin.

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
Participant 1	Undergraduate	Sometimes	Yes	Yes	4	4	4	4
Participant 2	Undergraduate	Sometimes	Yes	Yes	4	4	4	4
Participant 3	Undergraduate	Sometimes	Yes	Yes	4	4	4	4
Participant 4	Undergraduate	Often	Yes	Yes	4	4	4	4
Participant 5	Undergraduate	Often	Yes	Yes	4	4	4	4
Participant 6	Undergraduate	Often	Yes	Yes	4	4	4	4
Participant 7	Undergraduate	Often	Yes	Yes	4	4	4	4

COMMENTS

User 1 "It would be an cool if they actually build this... I would definitely use it"

User 2 "How much work updating on another platform"

User 3 "The UI/UX looks is slick... would recommend"

User 4 "I like the portfolio part because I am an artist and I keep switching back and forth from behance to LinkedIn"

INFERENCE

After the testing was concluded, I got a general idea on the challenge and limitations of the feature. I got both positive and negative feedback.

The positive feedback being the amount of people who really started everything in one place, not wanting to use 3rd party platforms and the usefulness of the app. The negative feedback was mainly concerned about how the UI was the most popular among students there are all ages.

The Negatives were a few compared to the positives, a few people were concerned about the clear amount of work updating the app, the amount of platforms students have to keep updated, students were about to be less finance equal, and another one said they don't see brightspace as their phone.

In short, the feature can be a successful asset and increase user engagement in an exponential manner as the app never runs out of users. Nevertheless features like this will increase traffic on the platform.