



# DESIGN SPRINT

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Victoria Lorenz | ICM512 – Week 1

# Define



## *Part A: Empathy – First Interview*

- Member of undergraduate honors program
- Highly involved in clubs and student organizations
  - Student media
  - Club sports climbing team
- Did not feel challenged by academics in undergraduate
- Felt a bug shift in workload from undergraduate to graduate program

# Define



## *Part A: Empathy – Second Interview*

- Weekly blogs feel like a “death march”
  - Always assigned every week
  - Feeling little academic benefit
  - Very different from the ebb and flow of undergraduate
- Disappointed by the lack of connection to peers in graduate program
- Extremely limited opportunities to meet new people
  - Feeling “severed from campus”
  - Chose not to return to campus because it made more sense at the time but regretting it

# Define



## *Part B: Needs and Insights*

- There are nearly 140 undergraduate clubs and organizations
- There are 10 graduate organizations
  - 9 are program specific
  - The only one that Connor would be able to join is Graduate Student Council
- There are no events in place to introduce graduate students to each other
  - Undergraduate has orientation in addition to in-person clubs etc.
  - It is difficult to find other students to reach out to

# Define



## *Part C: Define Problem*

- Feeling isolated is an issue for Connor because online classes have little to no peer support due to their structure.
  - Connor is representative of many graduate students, especially those from 3+1 programs

# Define



## *Part D: How Might We Statement*

- How might we create more opportunities for genuine peer connection and interaction in remote programs?
  - Two main goals are to encourage emotional and academic support
  - Focus on peer-to-peer connection

# Ideate



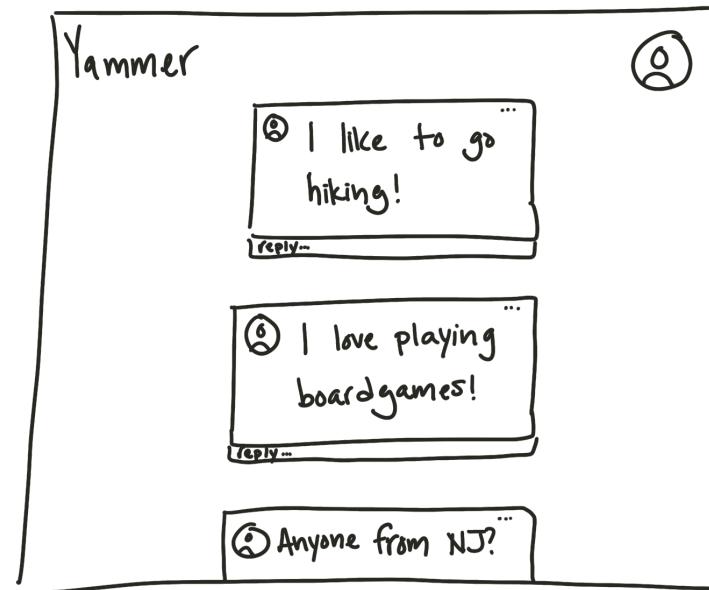
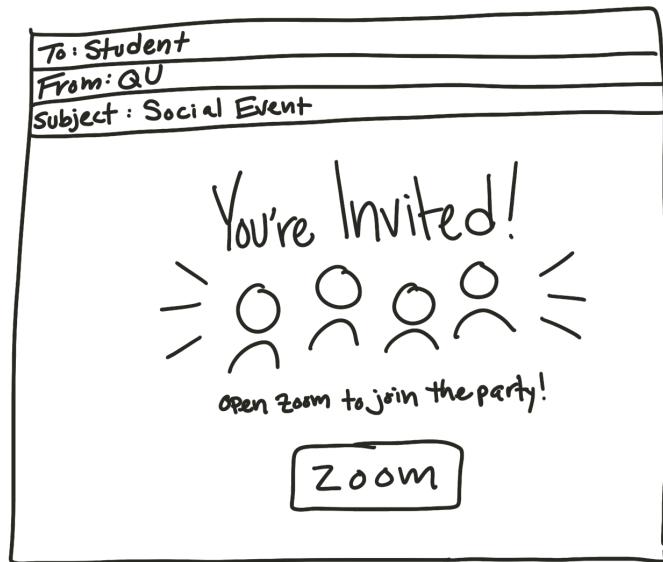
## *Part A: Lightning Demos*

- Social media groups such as Facebook and LinkedIn
- Internal network such as Yammer used similarly to Facebook
- Weekly video calls that are casual and open to anyone
- Joint programs with other universities so students have some on-ground options
- Graduate student weekend retreat on campus open to all graduate students regardless of their program

# Ideate

VI

## Part B: Concept Sketches



# Decide



## *Part A: Present Concepts*

- Connor did not dislike any of the ideas
- He felt that Yammer had the most potential to satisfy his needs

# Decide



## *Part B: Capture Feedback*

- Likes
  - Facebook style structure
  - The ability to filter who you're interacting with by school and program
  - Yammer is connected to your Quinnipiac email, so you don't need to create an account
- Concerns
  - Increased opportunities for plagiarism
  - Having and enforcing community guidelines

# Decide



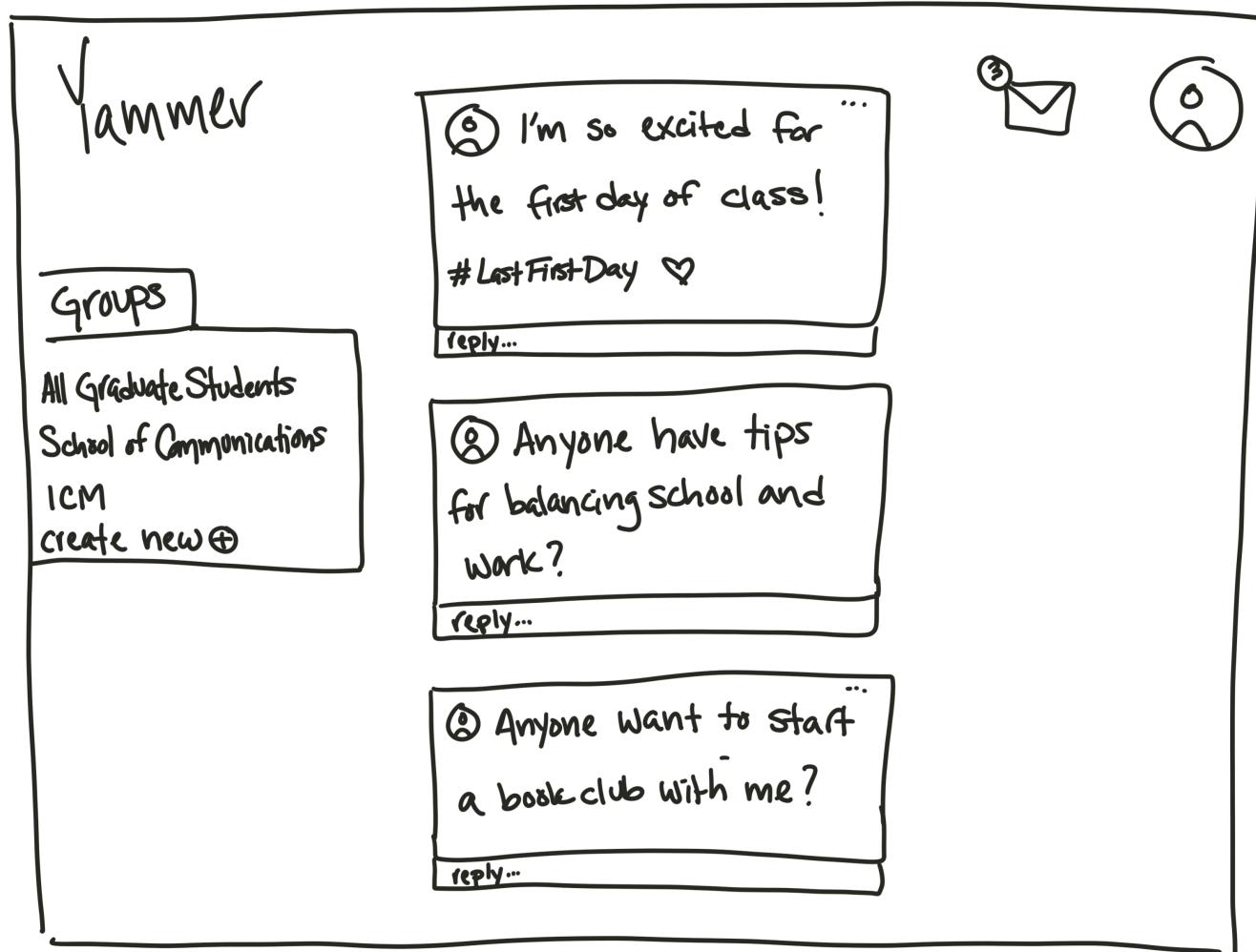
## *Part C: Reflect + Ideate*

- More options for groups
- Need groups based on program and school

# Prototype



*Build a solution from the revised concepts*



# Test



*Present prototype and get feedback*

- What worked?
  - Opportunity to interact informally with peers
  - Increased opportunities to meet new people
  - Familiar format but Yammer is easy to access since it is part of Microsoft suite
  - Ability to create new groups
- What could be improved?
  - Weekly university provided prompts to encourage conversation
  - Add virtual events
  - Use Yammer to take polls and gather feedback on what graduate students want