



DESIGN SPRINT

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

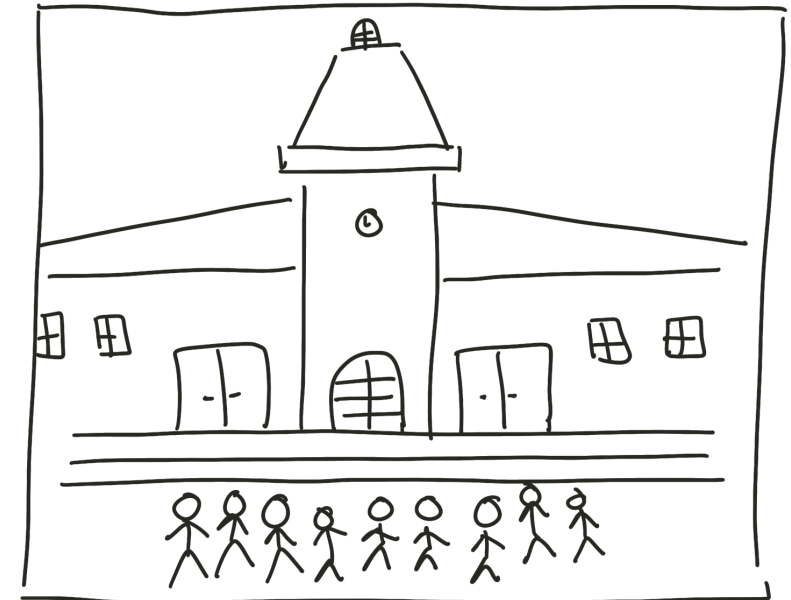
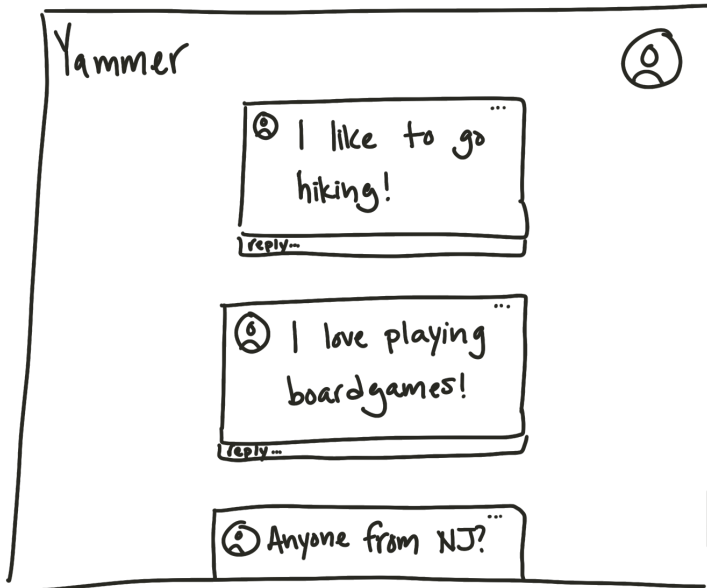
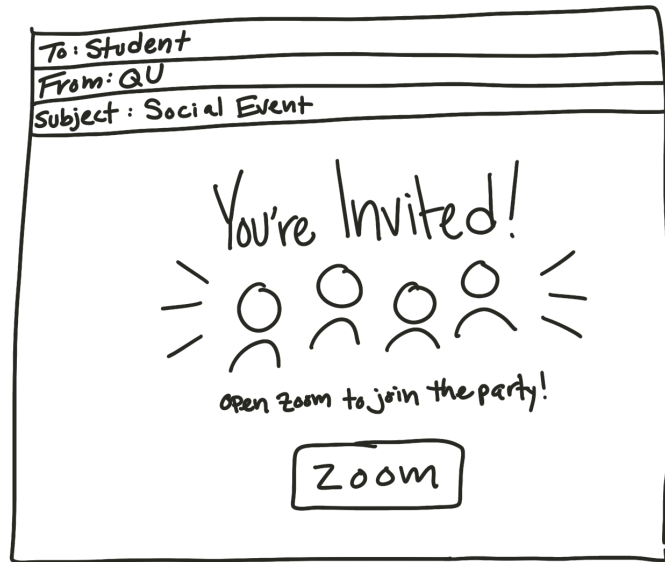


Part A: Lightning Demos

- 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

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

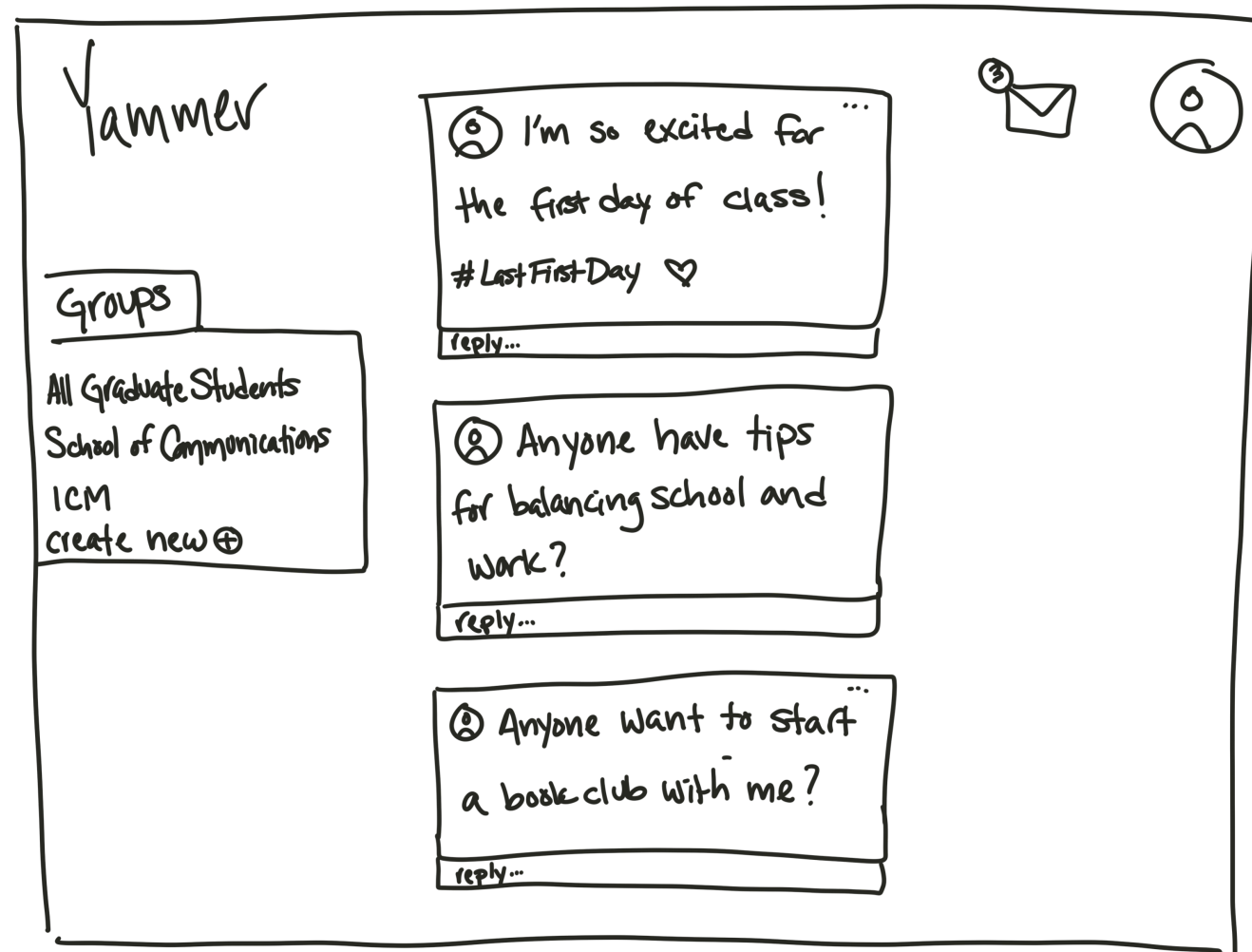
Part C: Reflect + Ideate

- 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