Onboard UGA
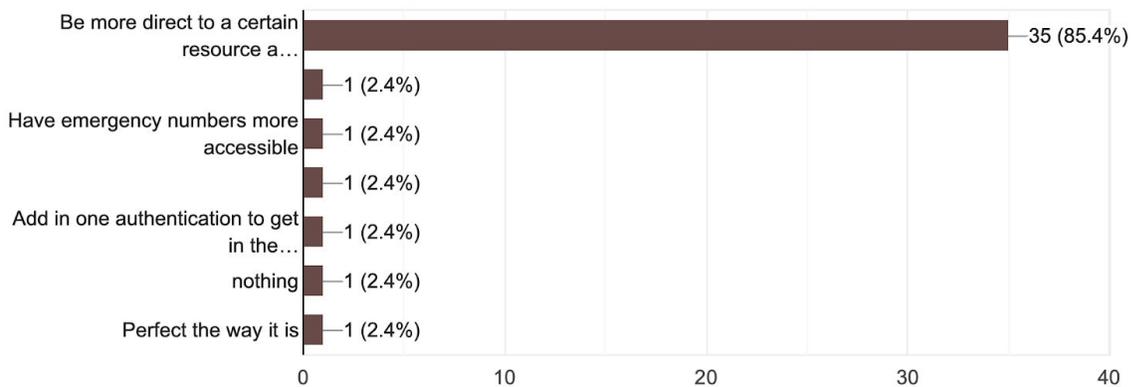
USER RESEARCH UPDATED

Preface: Inside CheckPoint 1 we jumped the gun a little bit and dived right into user research ahead of time. We decided to enhance our learning in one element of our initial survey that we conducted. What we found was in freshmen's second semester, individualism is what is needed most. The following ideas make up our checkpoint II user research.

(Graph from Checkpoint 1)

What do you wish the UGA app could do more functionally ?
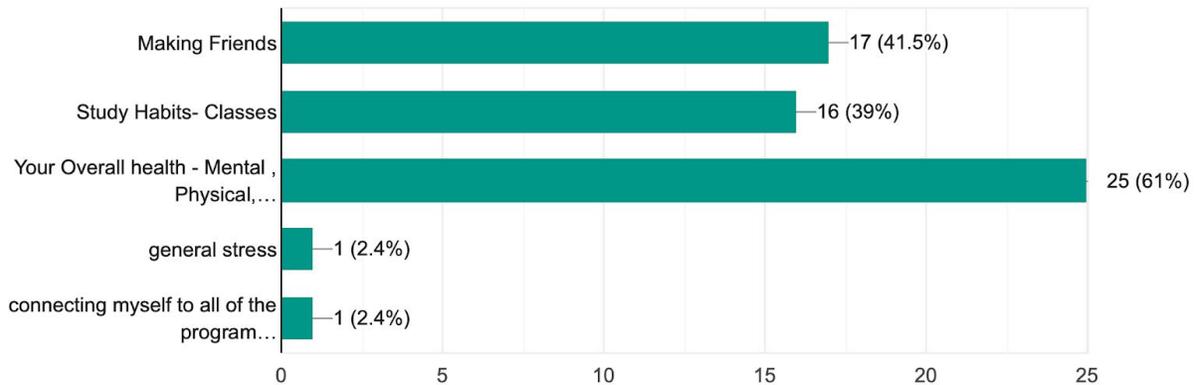
41 responses

Individualized Needs

As seen 35 out of our 41 responses, these freshmen believed that the UGA App could give more direct resources to what they need.

With this in mind, we've decided to use a smaller sample size for our second and final survey from a different freshmen community all together because our team wanted to have a more focused group.

This sample size was out of 100 first year students all on one floor in Creswell Hall. Our team believed aiding freshmen in their second semester and found out what were still some common issues that were arising.

What are you still struggling with in your second semester as a freshmen ?
41 responses

Category	Value
Making Friends	17 (41.5%)
Study Habits- Classes	16 (39%)
Your Overall health - Mental , Physical,…	25 (61%)
general stress	1 (2.4%)
connecting myself to all of the program…	1 (2.4%)

Out of the 100 1st year students, 41 students replied. From this chart, what we understood was that once our categories were finalized for "Pup Portal " we needed to make a huge emphasis on the overall all "Wellness" category from the information the chart demonstrated.

Furthermore, other categories that we realized we needed to make a huge emphasis on included financial aid like scholarships and refunds to class resources like coursicle and "Rate My Professor" just from an observation in MLC of a few freshmen having discussion on the 3rd floor. Since freshmen have the majority of their classes in the Miller Learning Center, I simply hung around and listened in on different conversations.

Lastly, I spoke with one freshmen who gave me insight personally to what struggles he was facing during his second semester.

Gabriel Fulbright, freshmen class of 2023 said

"I feel like finding places that are made for me are harder because I get distracted in my own room."

Fulbright is saying that although he knows where certain study places are, he is still trying to find the best spot for him.

The general theme that I received from doing this was after 1st semester freshmen know about the resources available to them, moving forward they work to find what works in their favor. Pup Portal wants to aid them in this process.

Information from other schools

UPDATE:

This was the user research we previously did but we also added to these findings by getting the login information from friends we know at these schools. We were able to login to Vanderbilt and Alabama's apps and explore inside. We found these apps to be more polished and easier to navigate than UGA's app.

We decided to explore the apps of three other SEC schools and here is what we found.
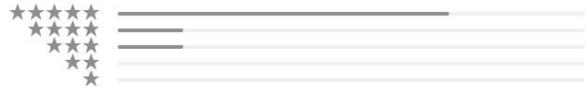
Vanderbilt University: Vanderbilt University has an app that is truly dynamic and one of a kind. The interface is appealing, sharp and easy on the eye with simplistic icons. They chose to include lifestyle things that are really helpful instead of just academic aspects. For example, they link over to the Vanderbuilt Twitter account, they have a multimedia hub with links to their YouTube and photo gallery and even the lyrics to the Vanderbilt Fight Song so students are ready to chant at the next sporting event. The Vanderbilt app was made by students for students & that is exactly what we are trying to do here.

University of Alabama:

Ratings and Reviews

4.6 out of 5   7 Ratings

★★★★★

Jack burns8, 05/24/2014

Roll tide
Sweet

★★★☆☆

barbie2, 06/27/2014

Map is Vague
It would be helpful if they had more landmarks on the map to help find your way from point a to point b. for example: "Parking, Ferguson Parking Deck, 7:30", "Check In, Ridgecre more

Above are the app store ratings from the University of Alabama "Bama Bound App." The Bama Bound App is an application specifically for freshman onboarding. The app starts with New Student Orientation and goes on to aid in other programs that they hold throughout the semester such as University Days and Sweet Home Capstone.

Ratings and Reviews   See All

3.0 out of 5   17 Ratings

★★★☆☆

Game Reviewer100, 10/20/2019

iPhone X Support
Please add iPhone X support for its bigger screen!

★★★★☆

studentnon0, 02/21/2019

Strong presence
Stands for itself even when busses aren't having the best day.

★★★☆☆

UkeAllTheWay, 09/06/2015

Update woes
Disappointed that with this new update, I can no longer find a bus because it requires the transloc app, which requires an updated iOS. Pretty sure a decent number of people a more

Above are the app store ratings from the standard UOA app. Alabama has of course outdid themselves yet again. Their app has several functions that we never thought would exist. For example: iTunes U. You can connect directly to UA on iTunes U to access video and audio recordings of notable visiting speakers, faculty lectures, and performances. Another functionality we loved as a group was the library icon. Inside the library functionality students are able to search the entire library book and class material collection with keywords, author names or titles, and determine the availability along with its location.

University of Missouri:

Ratings and Reviews　　　　　　　　　　　　　　　　　　　　See All

2.8 out of 5　　　　　9 Ratings

★★★☆☆
Ver1216, 07/18/2013

Wish the map hadn't changed
This app was really helpful to find my way to
class to buildings I was unfamiliar with, but on
one of the updates they changed the map
from labeling all the buildings, to an aeria more

★☆☆☆☆
This is my name @9933, 09/15/2019

Bus map
This app is crappy. The idea of how's it
supposed to work is great. But is hardly ever
right. The bus thing is always not what the
bus says it is. Or it says it far away when more

★★★★☆
jc7792, 10/29/2011

Surely a pleasant surprise
When I came to Mizzou, the goMizzou
application definitely helped me out in getting
used to my surroundings. My one gripe with
the map search is that searches for　　more

The Go Mizzou app has favorites such as Maps and Campus Dining and then follows with modules that include items such as Athletics, Campus Dining, Crisis/Safety, Directory, Events, Library and More. Inside the app store they make sure to note developments are continuous and still underway. While the ratings are low inside the app store there are only 9 ratings.

NAACP Freshmen Board Conversation

UPDATE:
Kassidy met with the freshmen board of NAACP two additional times since the first meeting. In these meetings we discussed why it's so important to add cultural events into the community page. We also got their opinions and finalized the top 8 categories we were going to go into depth with inside the website.They were a big help in those final decisions.

As a group we all thought it was vital to get in touch with diverse students when building this website. Kassidy sat down with the freshmen board of the National Association of the Advancement of Colored People to hear their concerns of the current UGA app and some of the features they would like to see moving forward. Below are some of their answers:

A: "The UGA app interface is boring, needs to have night mode or an enhanced opening screen to catch people's eye and attention."
A: "Maybe the menu of the dining halls so you know what's there before you get there and can plan your meals better."
A: "Hacks from upperclassmen segment, we want to learn from their experiences but don't really like to reach out or are unsure what exactly to ask."

A: "The UGA app seems very basic, making it more fun with interactive enhancements would be cool."

A: "I think the new app or website should be catered to just freshmen giving them options to do laundry, telling visitation hours of dorms, and best ways to get places around Athens on Athens Transit."