Andrea Domingos
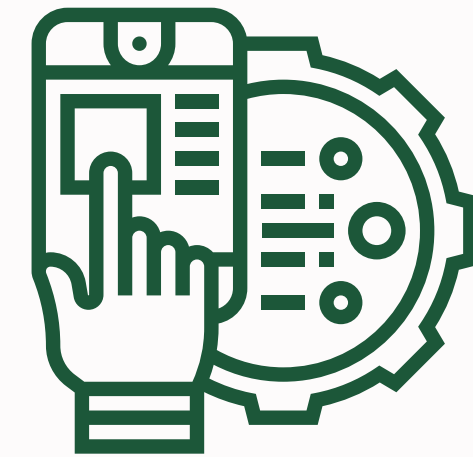
Design Sprints Crash Course

Principles of User Experience
Fall 2025
M1.2

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Define
Part A. Empathy (Interview 1)

The first interview consisted of questions relating to Elyse's experience in the ICM program, both the good and the bad.

1. How has your experience been in Quinnipiac's ICM program?

- Elyse finds that the ICM program offers her a lot of opportunities.
- She enjoys learning about user experience and video content in the program.

2. What parts of ICM come off as challenging or frustrating?

- Elyse was not a fan of the BlackBoard to Canvas switch.
- Elyse also expressed disliking going through the program with little contact with her advisors.

Define
Part A. Empathy (Deep Dive Interview 2)

The second interview focused on advisory aspect of Elyse's experience, focusing how it has negatively affected her view on ICM.

1. How has the lack of advising affected your outlook on ICM?

- Elyse found that she gets nervous about advisory, worrying if she missing something and is unsure what to do if something goes wrong.
- Elyse also experienced hardship about the little communication between student and advisors.

Define

Part B. Needs and Insights

- Elyse believes that advisory communication can be improved upon.
- She stated that unlike her undergraduate years, advisory played a key to understanding her future. While she knows that ICM is fully virtual and much more open-ended, she wishes there was more communication between student and advisor, as they only met at the start of semesters.
- Reaching out about course or process in ICM becomes difficult as well, since it may take days or weeks to solve a problem if she can't reach her advisor.
- In general, there is also lack of available resources on who to contact if her advisor isn't available, resulting in difficulty finding information or secondary advisors to rely on.

Define

Part C. Define Problem

Advisory is a challenge because there is little communication between advisor and student and few outside resources to help learn more about her path in the ICM program.

Part D. HMW Statement

How might We: provide students easier access to their advisors and resources about their journey in the ICM program?
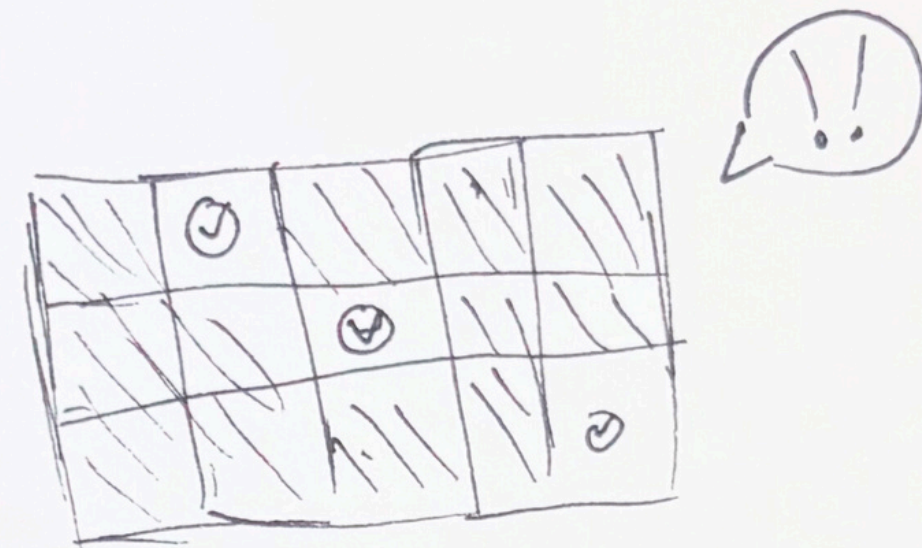
Ideate

Part A. Lightening Demos

In my research, I discovered a lot useful content that could be implemented in some way to help better access advisory.

1. **Page Content**: Blackboard and Canvas have sections for advisory, just not a lot of content on them.
2. **Accessible Scheduling**: Sites like Calendly allow students to schedule Zoom meetings with teachers directly.
3. **Organizations Emails:** Quinnipiac has multiple groups like the Graduate Affairs program which send weekly emails on updates to graduate information.

Ideate

Part B. Concept Sketches

1. Email package at the start of semesters on who to contact and what resources are available.
2. Page on the QU site decided to master advisors.
3. New site dedicated to all locations of advisory and resources.
4. Updated filter system for all types of advisors in Canvas/Blackboard.
5. A map of mandatory advisory contact dates students must attend.
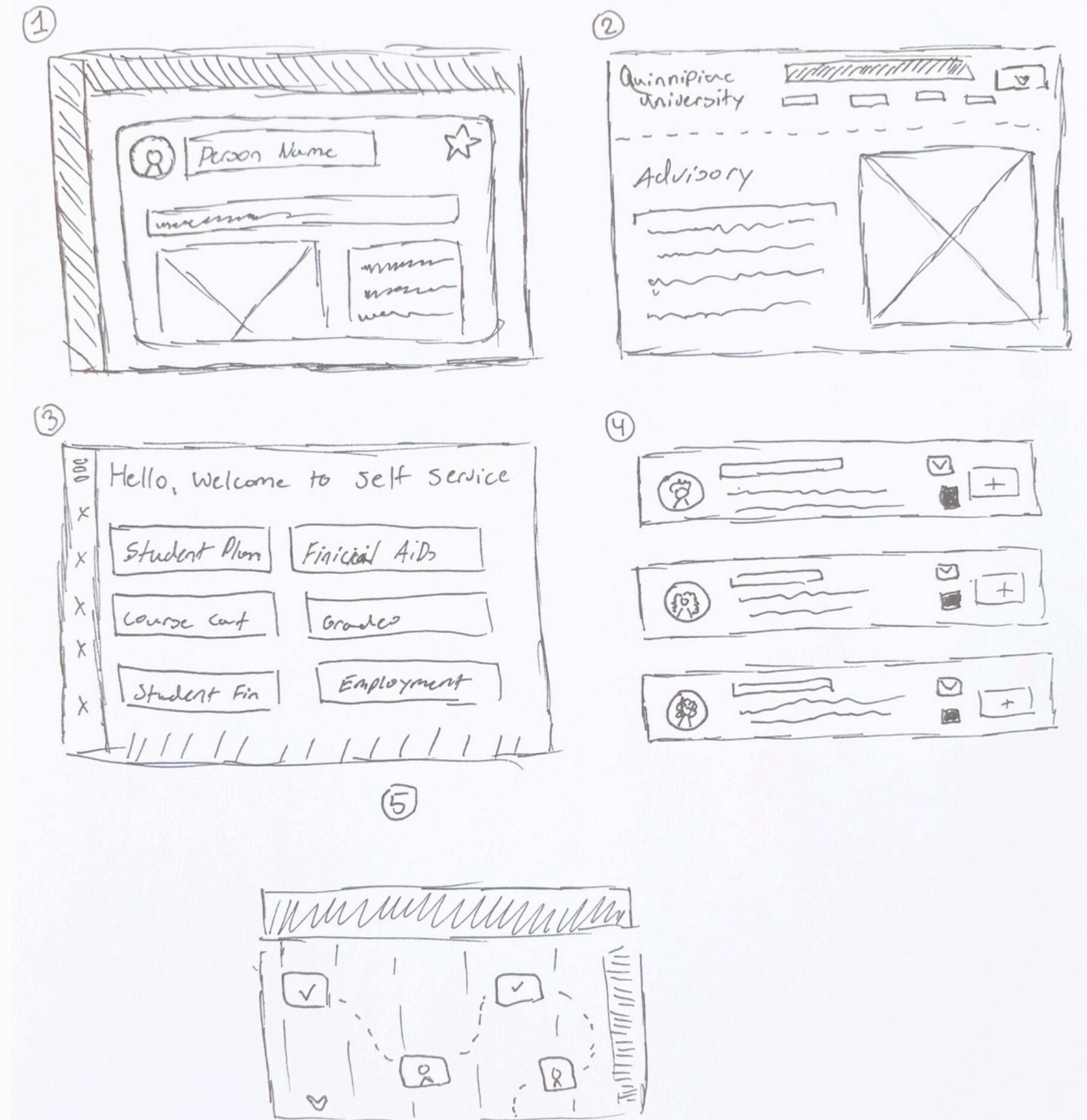
Decide

Part A. Present Concept Sketches

I received great feedback from Elyse. She agreed that all concepts needed to be a feature to allow easier communication, but the fourth stuck out the most.

Part B. Capture Feedback

Elyse provided a lot of useful feedback.
- Having an updated feature in Blackboard provides easy access to their advisors.
- She liked the idea of having more than just the main advisors for ICM, but also the heads of the communication school.
- She noted adding a scheduling feature so students could meet with their advisors outside of emailing.

Decide

Part C. Reflect + Iterate

Having a way to schedule advisory meetings within the concept would help students easily contact advisors. It could have a built in calendar system on what days they have available or not.

The physical layout could also use a change. In Blackboard, there is the organizations page, which does have the advisors but no way on communication. Redoing that page instead of just a drop down would make advisory information easier to navigate.
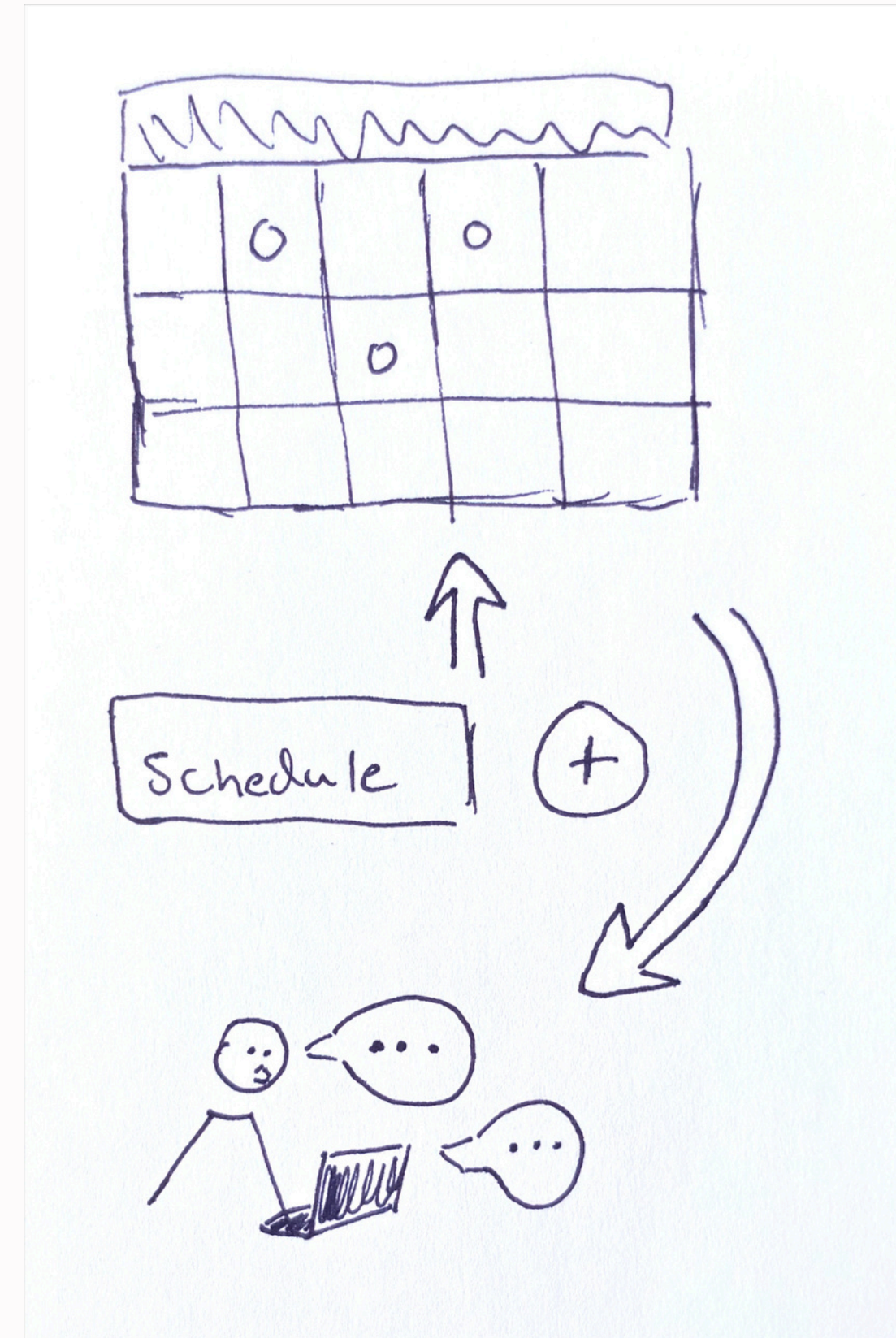
Prototype

After adding the new features, the final result was presented. The physical prototype had the main page as well how a user would schedule meetings with their advisor. The setup allows for easy communication but also correct information on who to contact for ICM resources.
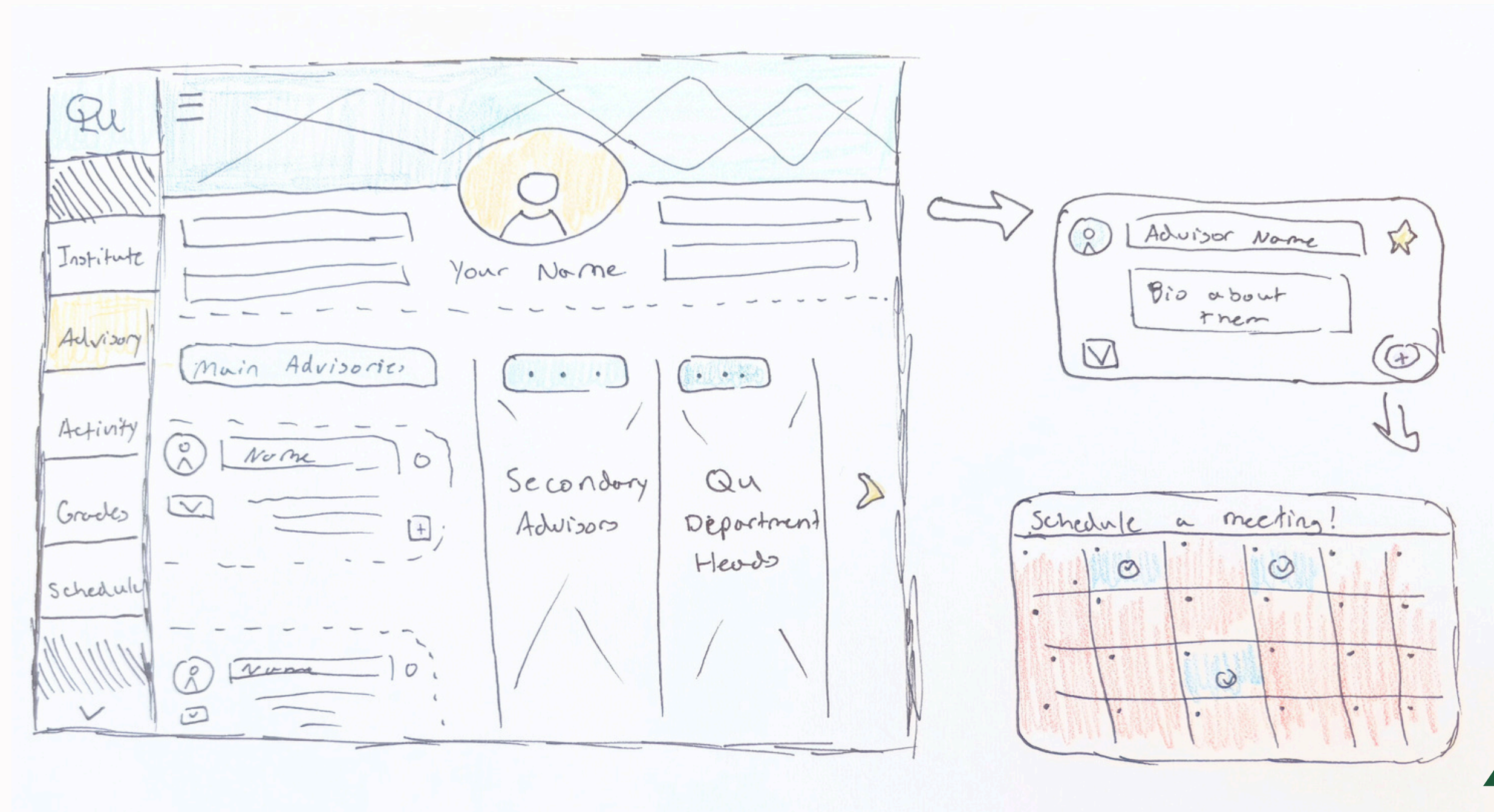
Test

Present prototype and get feedback

After presenting the prototype, Elyse offered great insight.

What worked?

Elora liked the organization and system, because it allowed easily accessible contact and could be found in a site students frequent.

Questions

Would there be a way to see mandatory meetings with advisors? Would credit or process bars for ICM be implemented?

What could be improved?

Elyse recommended a feature or button that could link directly to course classes or a class site like Stellic/Self-Service. Otherwise, course information is limited.

Ideas

Options for in-person advisory meeting for students still on campus, such as 3+1 or 4+1 students.