SMAD Contributions

APRIL 2022

PREPARED BY

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OLE SCHOOL ALUMNI
Scholarship Group

Problem Summary

OLE SCHOOL GROUP IS IN THE SEARCH OF A NEW SYSTEM TO HELP THEM OPERATE THEIR ORGANIZATION. IN THE PAST, THE GROUP HAS BEEN USING PHYSICAL HARD COPIES SUCH AS STICKY NOTES AND CARDS TO STORE AND ORGANIZE DATA. COMMUNICATION BETWEEN THE GROUP IS EMAIL INTENSIVE AND IMPORTANT DATES, DECISIONS, AND DATA TEND TO BE LOST WITHIN THE DISORGANIZED NETWORK. OLE SCHOOL ALUMNI GROUP IS IN NEED OF A BETTER SYSTEM TO MANAGE THEIR STUDENT AND MEMBER DATA WHEN IT COMES TO ACTIVITIES INVOLVING INTERNSHIPS, JOBS, AND SCHOLARSHIPS.

Design Requirements:

- STUDENTS NEED THE ABILITY TO FIND JOBS, INTERNSHIPS, AND SCHOLARSHIP OPPORTUNITIES.
- STUDENTS NEED THE ABILITY TO INDICATE INTEREST LEVEL IN OPPORTUNITIES THAT WILL THEN BE RELAYED TO THE MEMBER/MENTOR.
- THE HOME PAGE NEEDS TO HIGHLIGHT NEW INTERNSHIPS, JOBS, CONFERENCES/EVENTS FROM SPONSORS.
- MEMBERS SHOULD BE ABLE TO SEE THE CURRENT STATUS OF STUDENTS DURING THE APPLICATION/INTERVIEW PROCESS, WHILE STUDENTS CAN UPDATE THE CURRENT PROGRESS FOR THE SAME APPLICATION.

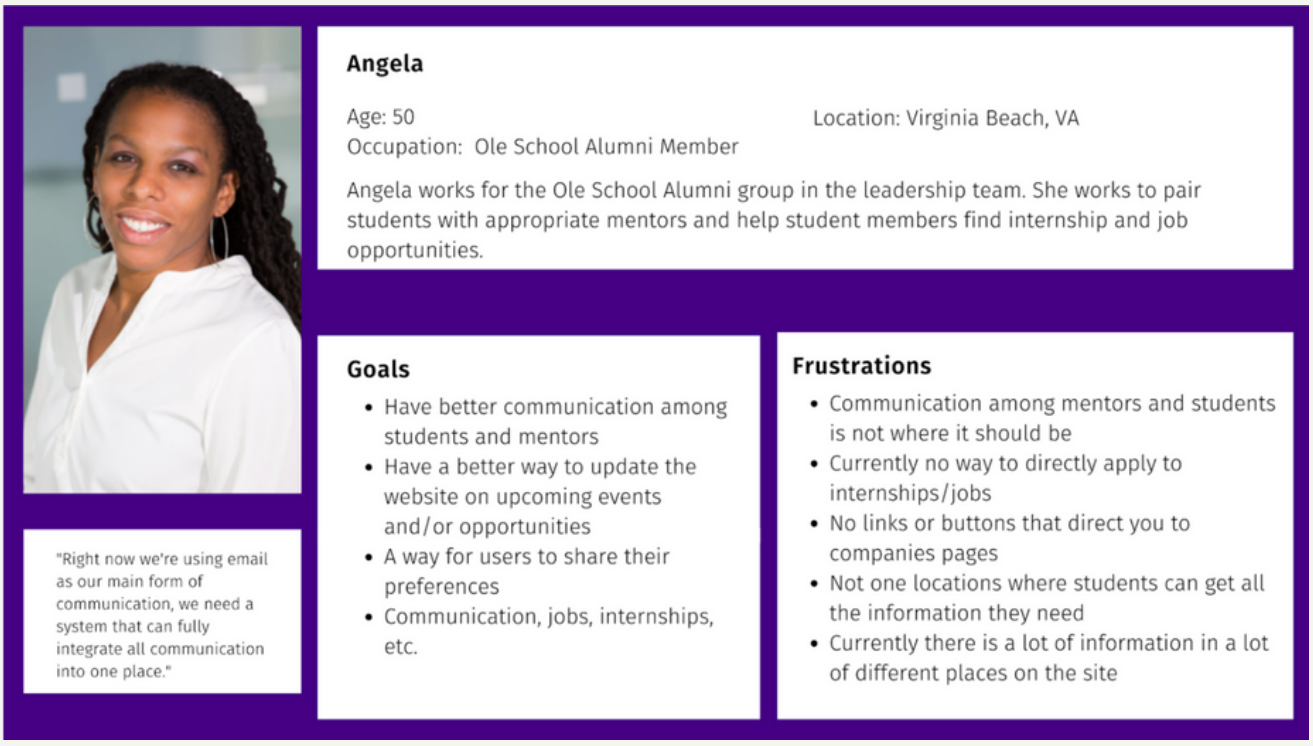
User Research

OUR USER RESEARCH CONSISTED OF MULTIPLE MEETINGS WITH DIFFERENT CONTACTS FROM THE OLE SCHOOL ALUMNI GROUP AS WELL AS STUDENT MEMBERS TO GET MULTIPLE PERSPECTIVES OF THE NEEDS FOR THIS PROJECT. OUR FIRST INTRODUCTION TO THE OLE SCHOOL ALUMNI GROUP WAS THE EVENT HOSTED AT MADISON UNION, FOLLOWED BY TWO INFORMATION SESSIONS WITH NORA CROUCH AND JORDAN. THESE THREE SESSIONS GAVE US A GREAT OVERVIEW OF THE PRIORITIES OF THE ORGANIZATION AND WHAT THEY'RE LOOKING FOR FROM US.

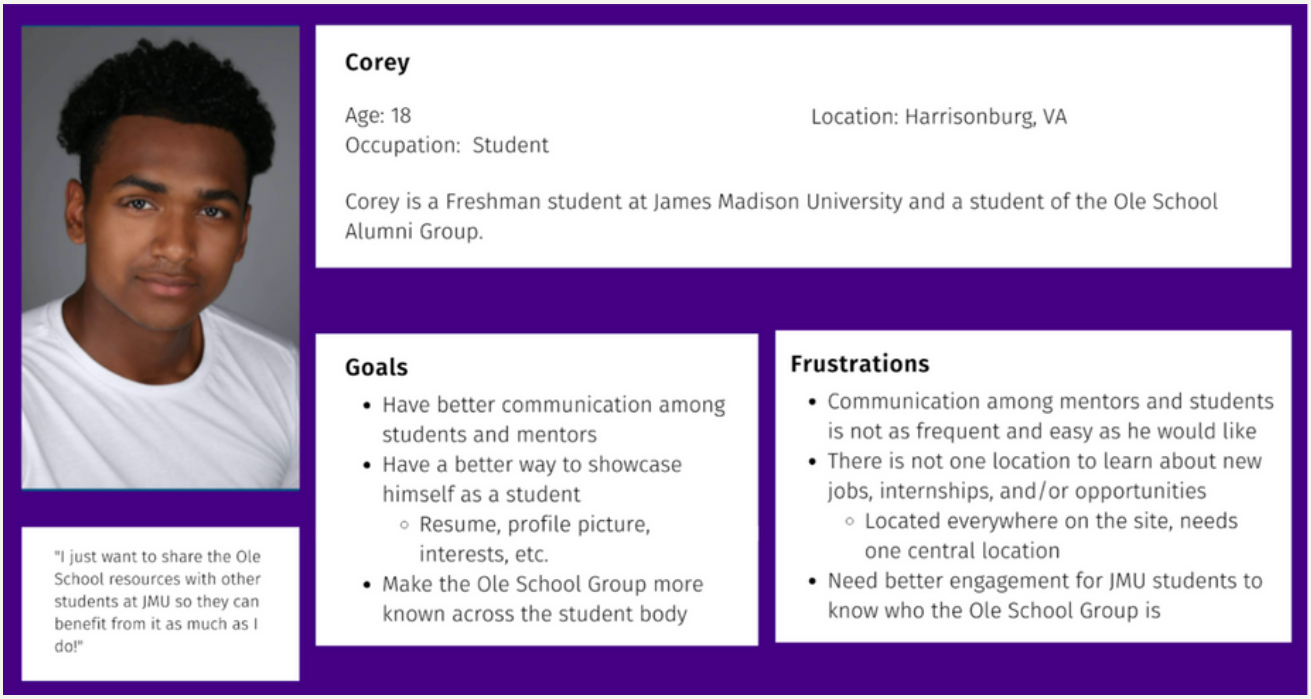
TO GET SOME MORE SPECIFIC QUESTIONS ANSWERED, WE WENT ON TO HAVE ONE-ON-ONE MEETINGS WITH BOTH NORA AND JORDAN WITH THE CIS STUDENTS TO GET A BETTER UNDERSTANDING OF WHAT THEY WERE EXPECTING IN TERMS OF BOTH FUNCTIONALITY AND DESIGN.

Personas

FROM THESE INTERVIEWS, WE WERE ABLE TO CREATE TWO PERSONAS TO HELP US PERSONIFY WHO WE ARE DESIGNING FOR:



PRIMARY PERSONA



Corey

Age: 18
Occupation: Student

Location: Harrisonburg, VA

Corey is a Freshman student at James Madison University and a student of the Ole School Alumni Group.

"I just want to share the Ole School resources with other students at JMU so they can benefit from it as much as I do!"

Goals

- Have better communication among students and mentors
- Have a better way to showcase himself as a student
  - Resume, profile picture, interests, etc.
- Make the Ole School Group more known across the student body

Frustrations

- Communication among mentors and students is not as frequent and easy as he would like
- There is not one location to learn about new jobs, internships, and/or opportunities
  - Located everywhere on the site, needs one central location
- Need better engagement for JMU students to know who the Ole School Group is

SECONDARY PERSONA

Branding Guide

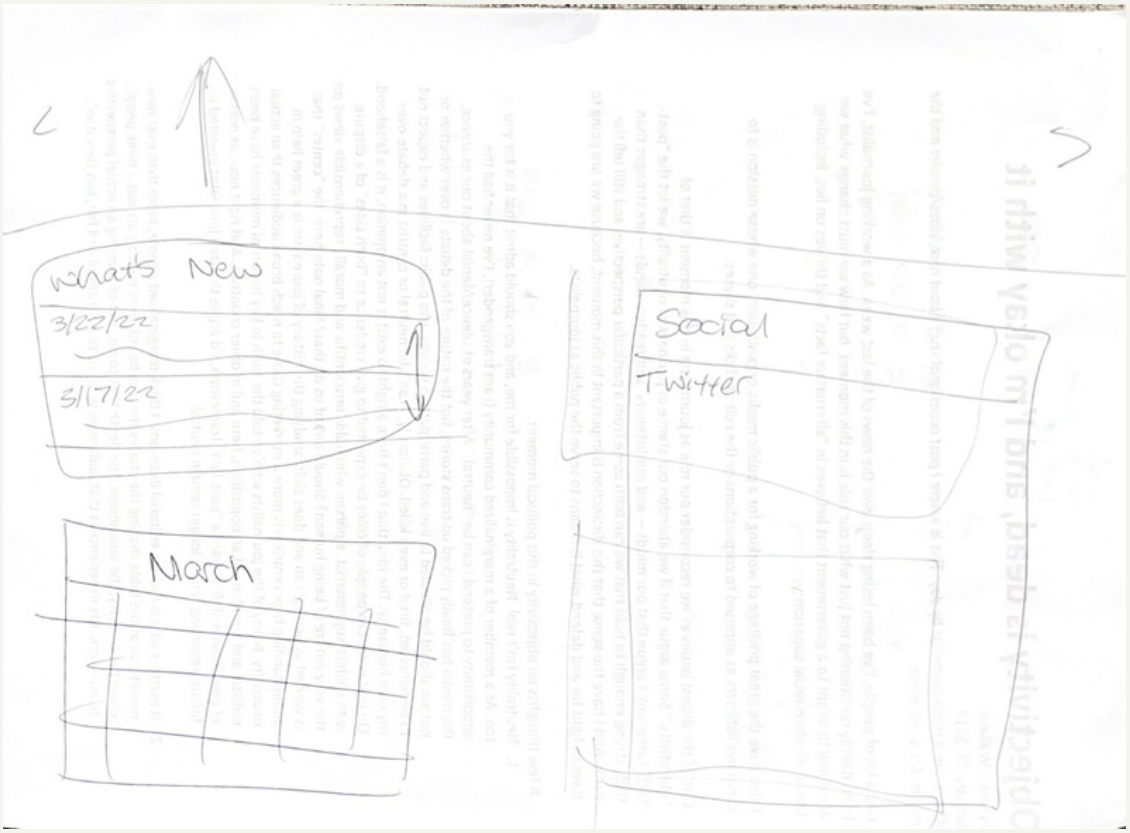
OLE SCHOOL ALUMNI
Scholarship Group

#3D0859 #B19C38 #8E729D #000000 #FFFFFF

Headers - **Oswald Bold**
Paragraphs - Oswald Light
Other - Oswald Normal

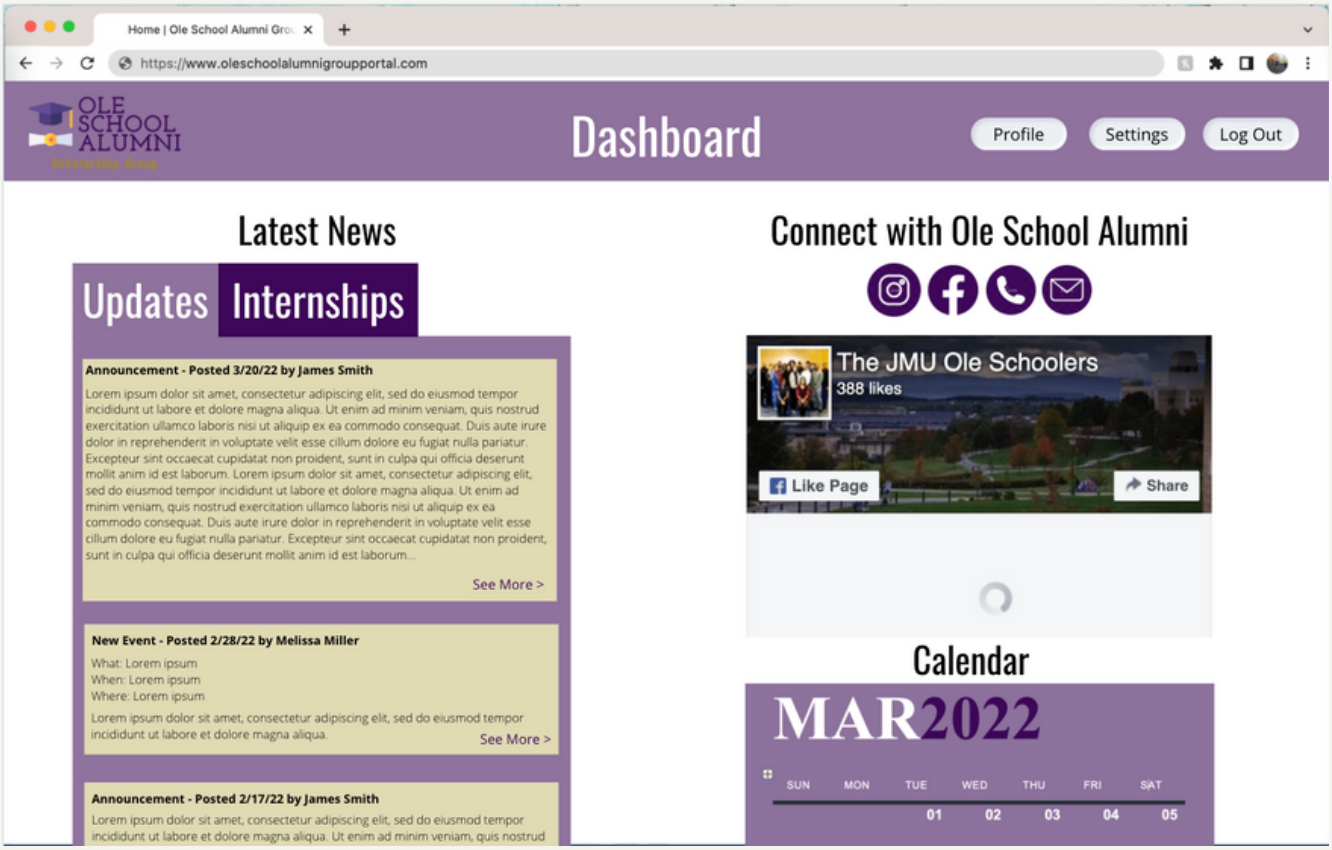
Initial Design Meeting

FOLLOWING OUR RESEARCH, RACHEL, LANI AND LINDSEY HAD AN INITIAL MEETING TO BRAINSTORM SOME DESIGN IDEAS FOR THE OLE SCHOOL'S SYSTEM. WE TOOK INTO CONSIDERATION SOME ELEMENTS BOTH NORA AND JORDAN THOUGHT WOULD BE BENEFICIAL FOR USERS AND MADE SOME INITIAL SKETCHES.



Design Mockups

WE THEN PROCEEDED TO MAKE SOME INITIAL DESIGN MOCKUPS TO PRESENT TO THE CLIENT BEFORE BEGINNING WORK ON THE BOOTSTRAP CODE TO MAKE THESE A REALITY.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Updates
Internships
Announcement - Posted 3/20/22 by James Smith
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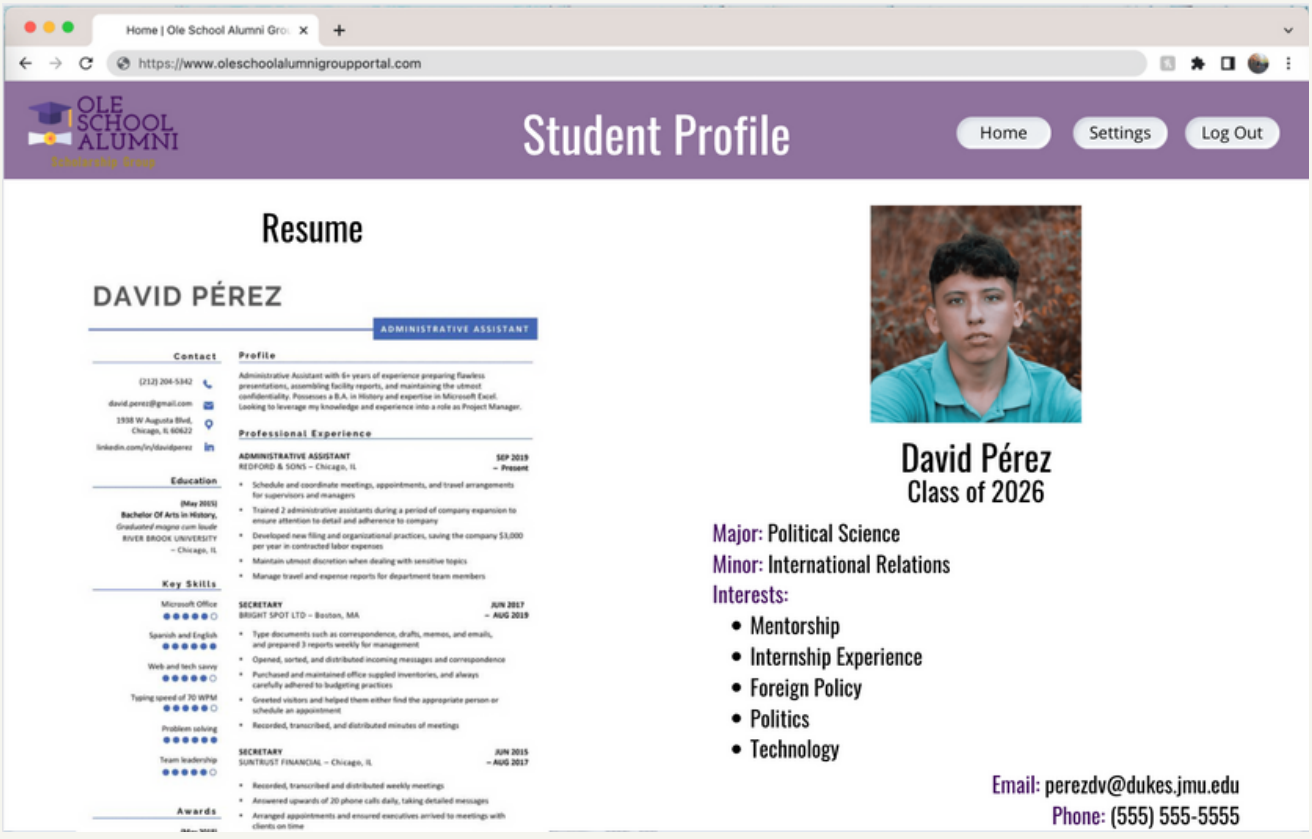
See More >
New Event - Posted 2/28/22 by Melissa Miller
What: Lorem ipsum
When: Lorem ipsum
Where: Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
See More >
Announcement - Posted 2/17/22 by James Smith
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
Connect with Ole School Alumni
The JMU Ole Schoolers
388 likes
Like Page
Share
Calendar
MAR2022
SUN MON TUE WED THU FRI SAT
01 02 03 04 05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https://www.oleschoolalumnigroupportal.com
OLE SCHOOL ALUMNI
Student Profile
Home
Settings
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Resume
DAVID PÉREZ
ADMINISTRATIVE ASSISTANT
Contact
Profile
Education
Professional Experience
Key Skills
Awards
David Pérez
Class of 2026
Major: Political Science
Minor: International Relations
Interests:
Mentorship
Internship Experience
Foreign Policy
Politics
Technology
Email: perezdv@dukes.jmu.edu
Phone: (555) 555-5555

Illustrated User Narratives

TO FURTHER PERSONIFY HOW OUR TARGET AUDIENCE WOULD USE THIS SYSTEM, WE CREATED TWO USER NARRATIVES TO GIVE SOME MORE BACKGROUND DETAIL TO JUSTIFY OUR DESIGN CHOICES.

Corey

Student

18 year-old male

Corey is a first-year student at James Madison University and a member of the Ole School Alumni Group. He is passionate about the Ole School Group and is looking to connect with his fellow students and mentors, increase the awareness of the group, and is currently seeking professional opportunities by sharing his resume.

Corey uses the Ole School Alumni system to browse for news, opportunities, and to stay informed on events. He also began to set up a profile like his other fellow members to upload his resume and profile picture to the site. He is pleased to have a platform where all communication between him, the admin, and his fellow members can be informed and put themselves out there for any professional opportunities.

Angela

Member

50 year-old female

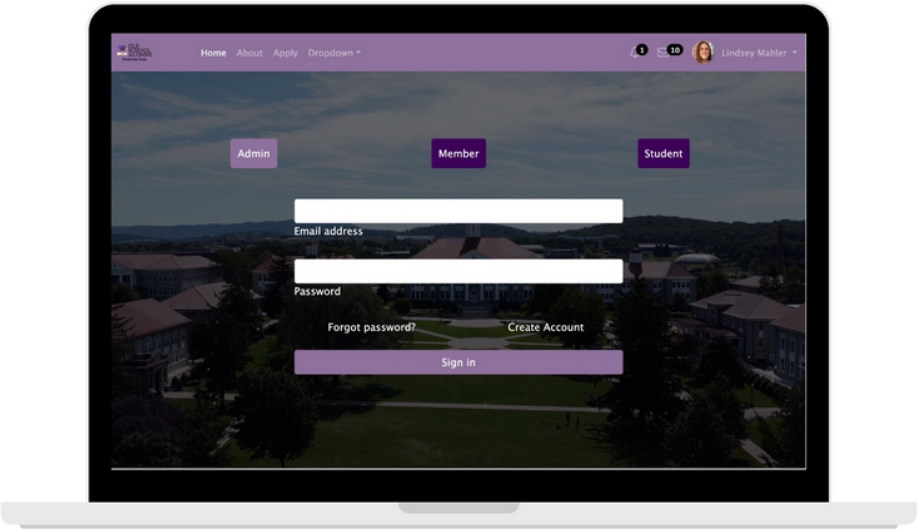
Angela works for the Ole School Alumni Group. She is part of the leadership team and works with students to help them find professional opportunities.

Angela uses the Ole School Alumni system to effectively communicate with other students. She enjoys the easy login options between admin, members and students, as well as the fact that she can redirect students to share their preferences and interests in their profiles to better guide them in their search.

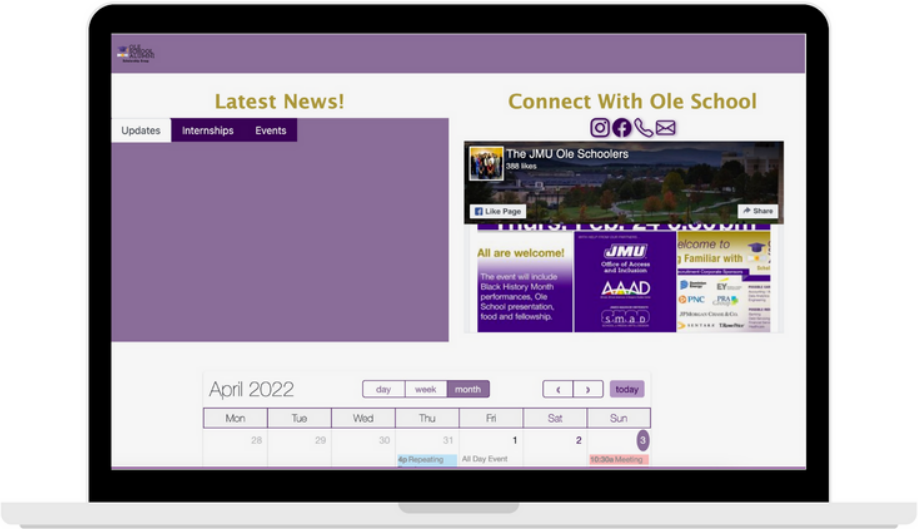
Bootstrap Development

LINDSEY TOOK THESE MOCKUPS AS A GUIDELINE TO WRITE THE BOOTSTRAP CODE FOR OUR SYSTEM AND WE WORKED TOGETHER TO MAKE THE PAGES SHE HAD DESIGNED SO FAR PRESENTABLE FOR OUR SPRINT 2 PRESENTATION.

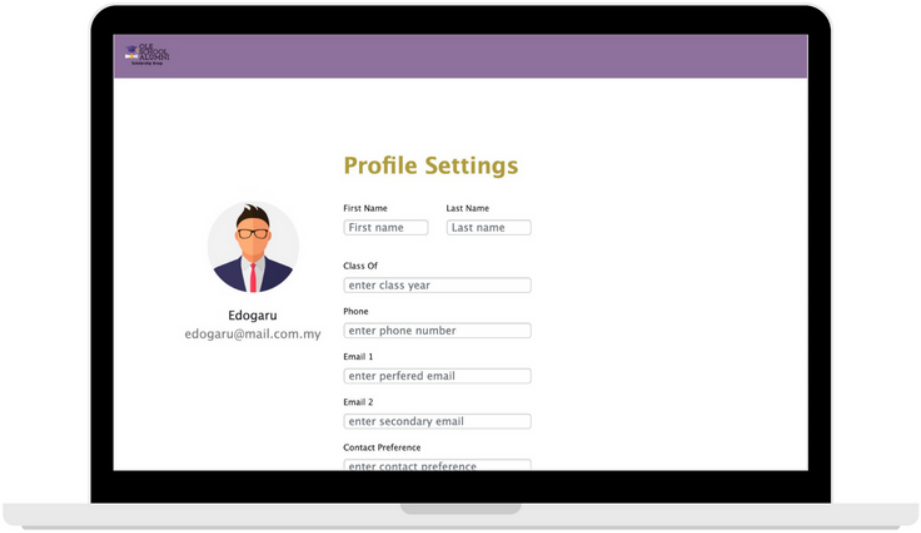
Admin Log In Screen



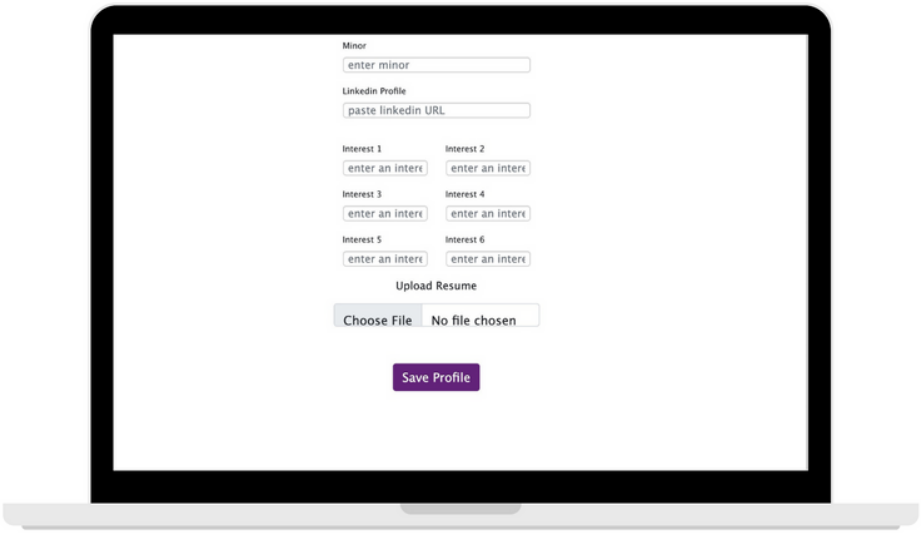
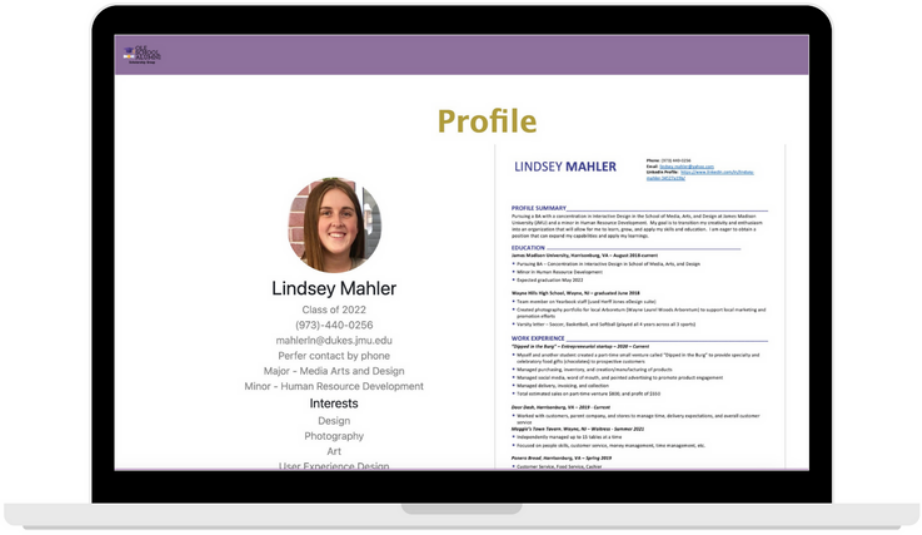
Home Page



Profile Settings Page



Profile Settings Page Cont.



Public Profile View