

SMAD Contributions

APRIL 2022

PREPARED BY

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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:

	Angela Age: 50 Occupation: Ole School Alumni Member Location: Virginia Beach, VA Angela works for the Ole School Alumni group in the leadership team. She works to pair students with appropriate mentors and help student members find internship and job opportunities.	
	Goals <ul style="list-style-type: none">• Have better communication among students and mentors• Have a better way to update the website on upcoming events and/or opportunities• A way for users to share their preferences• Communication, jobs, internships, etc.	Frustrations <ul style="list-style-type: none">• Communication among mentors and students is not where it should be• Currently no way to directly apply to internships/jobs• No links or buttons that direct you to companies pages• Not one locations where students can get all the information they need• Currently there is a lot of information in a lot of different places on the site

"Right now we're using email as our main form of communication, we need a system that can fully integrate all communication into one place."

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



#3D0859

#B19C38

#8E729D

#000000

#FFFFFF

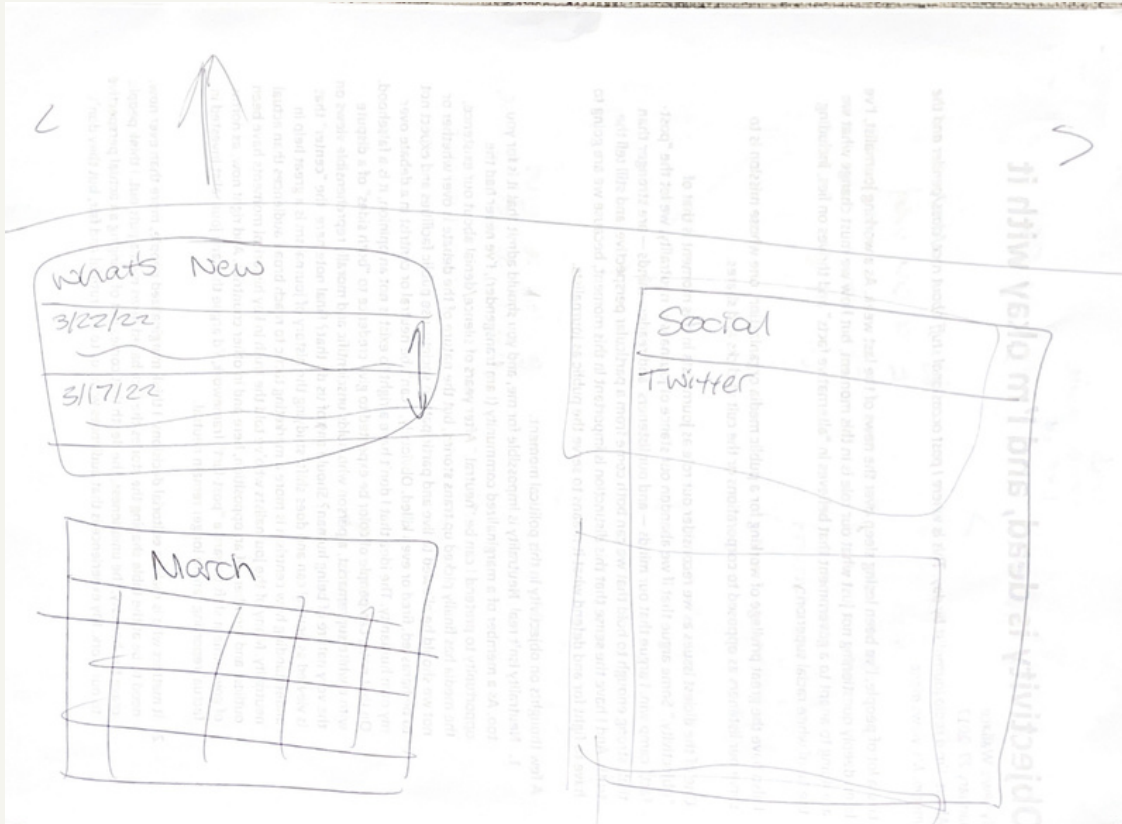
Headers - **Oswald Bold**

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.

Dashboard

Profile

Settings

Log Out

Latest News

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

Student Profile

Home

Settings

Log Out

Resume

DAVID PÉREZ

ADMINISTRATIVE ASSISTANT

Contact

(712) 204-5342
 david.perez@gmail.com
 1938 W Augusta Blvd
 Chicago, IL 60622
 linkedin.com/in/davidperez

Profile

Administrative Assistant with 6+ years of experience preparing flawless presentations, assembling facility reports, and maintaining the utmost confidentiality. Possesses a B.A. in History and expertise in Microsoft Excel. Looking to leverage my knowledge and experience into a role as Project Manager.

Professional Experience

ADMINISTRATIVE ASSISTANT

REDFORD & SONS - Chicago, IL

SEP 2019 - Present

- Schedule and coordinate meetings, appointments, and travel arrangements for supervisors and managers
- Trained 2 administrative assistants during a period of company expansion to ensure attention to detail and adherence to company
- Developed new filing and organizational practices, saving the company \$3,000 per year in contracted labor expenses
- Maintain utmost discretion when dealing with sensitive topics
- Manage travel and expense reports for department team members

Education

(May 2021)

Bachelor Of Arts in History

Graduated magna cum laude

RIVER BROOK UNIVERSITY - Chicago, IL

Key Skills

Microsoft Office

Spanish and English

Web and tech savvy

Typing speed of 70 WPM

Problem solving

Team leadership

Awards

- Recorded, transcribed and distributed weekly meetings
- Answered upwards of 30 phone calls daily, taking detailed messages
- Arranged appointments and ensured executives arrived to meetings with clients on time

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

5

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

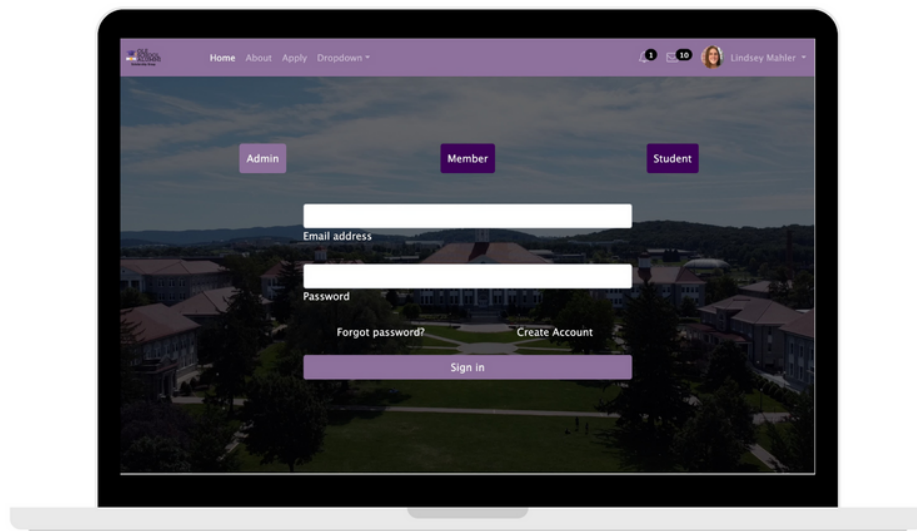
Angela works for the Ole School Alumni Group. She is part of the leadership team and works with students to help them find professional opportunities.

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.

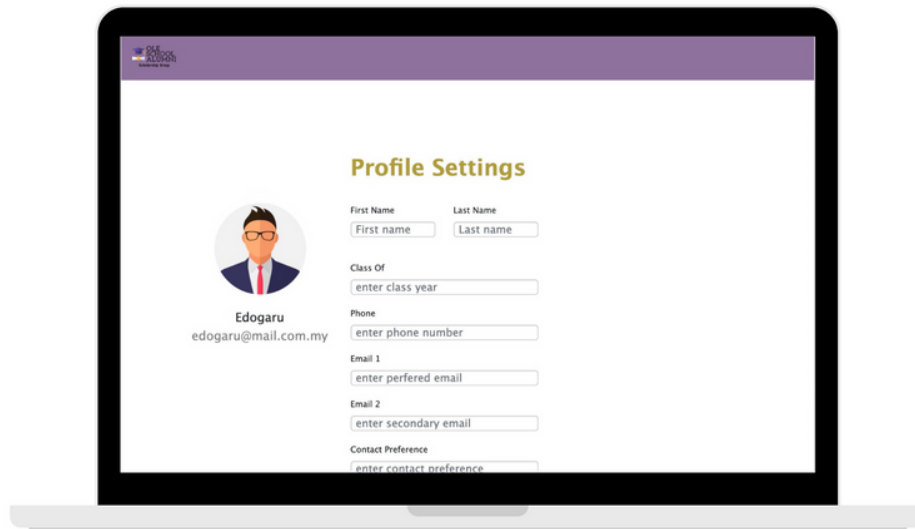
Admin Log In Screen



Home Page

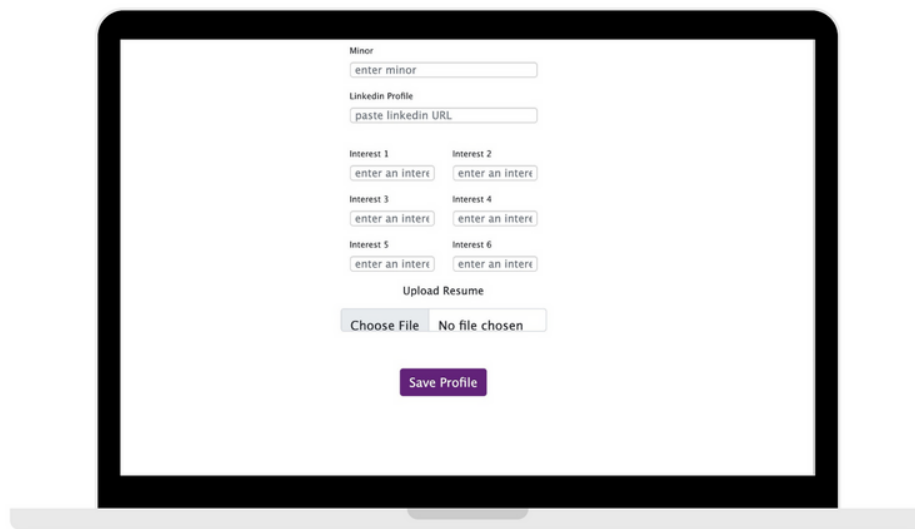


Profile Settings Page



The laptop screen shows a web application with a purple header bar containing a logo. The main content area is titled "Profile Settings" in bold. On the left, there is a circular profile picture placeholder with a man's icon, the name "Edogaru", and the email "edogaru@mail.com.my". To the right of the profile information, there are several form fields: "First Name" and "Last Name" (each with a placeholder "First name" and "Last name"), "Class Of" (placeholder "enter class year"), "Phone" (placeholder "enter phone number"), "Email 1" (placeholder "enter perfered email"), "Email 2" (placeholder "enter secondary email"), and "Contact Preference" (placeholder "enter contact preference").

Profile Settings Page Cont.



The laptop screen shows the continuation of the "Profile Settings" page. It includes the following form fields: "Minor" (placeholder "enter minor"), "Linkedin Profile" (placeholder "paste linkedin URL"), six "Interest" fields arranged in two columns (Interest 1-6, each with placeholder "enter an intere"), and an "Upload Resume" section with a "Choose File" button and the text "No file chosen". At the bottom center, there is a purple "Save Profile" button.

Public Profile View

