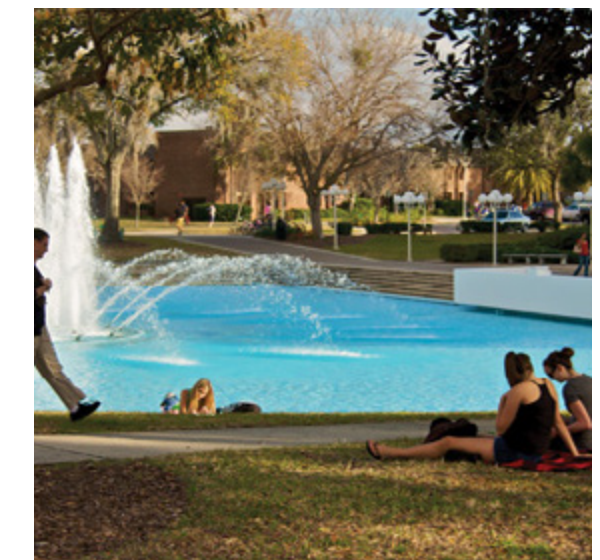# STUDENT SERVICES DIRECTORY

- **SDES?** Student Development & Enrollment Services

- **150+** departments

- **63,000+** students

APP GOALS

1. Problem

Students don't know about cool stuff to do on campus.

2. Solution

Make it easy to find cool stuff on campus.

3. Business Goals

Increase:

1. Search Traffic - organic gains
2. Web Engagement - uniques, pageviews, additional session data
3. Department Activity - contacts, office visits, appointments, et al

4. User Goals

Primary Users: Enrolled students
Goal: Discover and engage with UCF student services

5. Use Cases

Accomplish user goals through four functions:

🔍 Search   ⊞ Explore   📈 Trending   ↓ᴬᶻ A-Z

SURVEY RESULTS

- Students use the UCF.edu website

- Use the website for general function: Academic Calendar, myUCF, and class registration.

- Nearly 85% of students feel the UCF.edu website/experience could be improved

- Students find UCF info on the web in an equally distributed percentage of Search, Browsing, and Direct links.

- Mobile is a large percentage of traffic for UCF students

Stacy

The Freshman
18 / F
Tech: Moderate
Experience: Rookie

"College life is over-whelming and I don't know where to start."

Motivations:

- Being involved on campus
- Exploring the University
- Meeting new people

Frustrations:

- Finding things on campus is a pain
- Too many acronyms
- Information overload

Goals:

- Explore student working opportunities
- Find directions to the gym
- Learn about clubs and organizations available to incoming freshmen

Claire

The Social Butterfly
20 / F
Tech: High
Experience: Advanced

"I enjoy UCF events and discovering new things to do on campus."

Motivations:

- Attending events & socials
- Participating in student organizations
- Finding new academic opportunities

Frustrations:

- Service and event communication is often conflicting and vague
- Office hours change daily
- Too much irrelevant information

Goals:

- Review student events calendar
- Check program status on SGA website
- Attend college information sessions

Elton

The Fifth Year Senior
22 / M
Tech: Very High
Experience: Expert

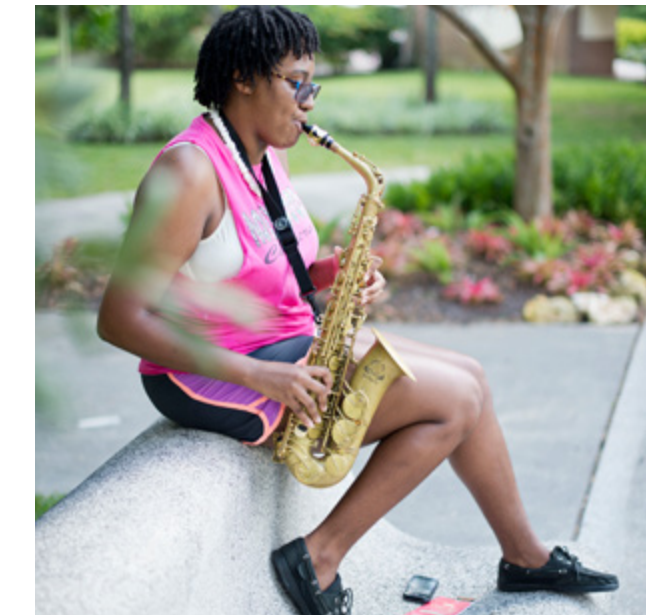*"I just want what I need."*

Motivations:

- Getting through this semester with as little effort as possible
- Finding career placement and internship opportunities
- Finishing my degree

Frustrations:

- Too much messaging and promotion
- Finding specific details requires a meditation sensei
- Parking is expensive and nonexistent

Goals:

- Learn when the Student Union opens on Sunday morning
- Read about Commencement and Career Service's Job Fairs
- Check the parking services website for garage availability

USER JOURNEYS

User	![Stacy] Stacy	![Claire] Claire	![Elton] Elton
Stage	Exploring	Participating	Targeting
Objective	Find gym on map	Schedule weekend events	Determine weekend hours for Student Union
Behaviors	• Search "gym map" • Clicks first result • Reviews map and determines fastest route	• Search "events calendar" • Clicks first result • Reviews calendar and chooses events that fit her work schedule	• Search "union hours" • Clicks first result • Reviews union hours and plans his day
Emotions	Happy the application reponds to request for specific information quickly	Excited for upcoming events and excited to see friends that have also scheduled to attend via application	Relieved the student union hours are during free time and confident in the info provided from the app
Beliefs	• UCF is legit. • The big gym is far, but there's clsoer one	• UCF has the best events • This application is great for everything I need	• It's cool the Union is open • I'm might miss UCF • Oh sweet, Subway is open

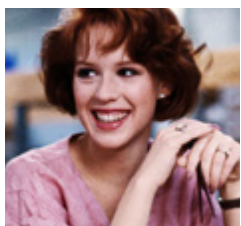**Goal 1:** [The Freshman] wants to [Find directions to the gym]

Competitor A: Brunel University London
Pro: Quick MAP menu item in main bottom navigation
Con: Simple "GYM" returns no results. All results are building address only

Competitor B: University of Calgary
Pro: Clean interface
Con: No search and only a few services available (no gym)
Con: Latency

Competitor C: University of Florida
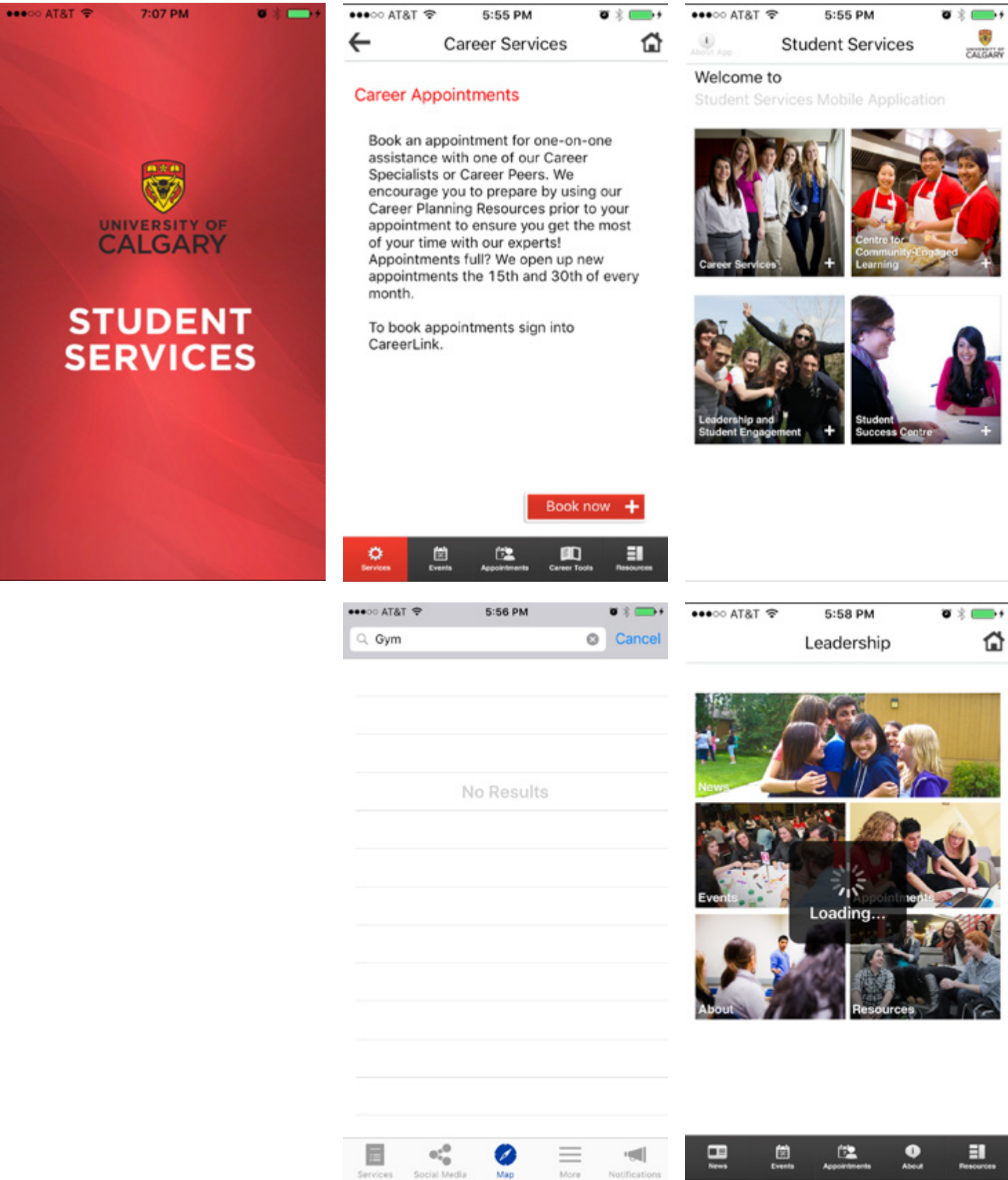Pro: works well, found the gym map fast
Pro: UI is a little dated

Goal 2: [The Social Butterfly] wants to [schedule weekend events].

Competitor A: Brunel University London
Pro: Found some events
Con: app crashed when choosing event

Competitor B: University of Calgary
Con: no events and no search

Competitor C: University of Florida
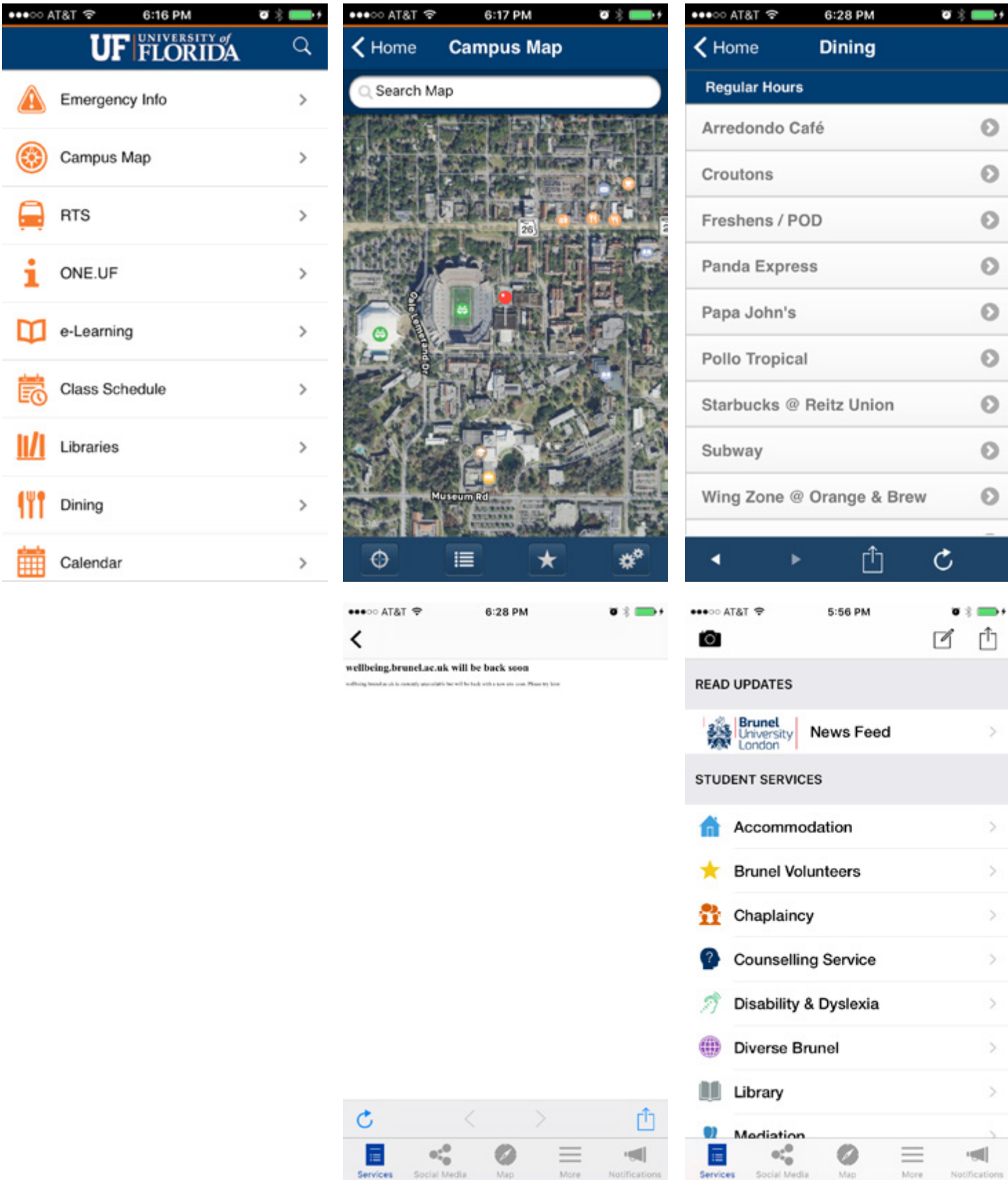Pro: Cool calendar that offers to sync to mobile calendar

Goal 3: [5th Year Senior] want to [find Student Union hours for a Sunday].
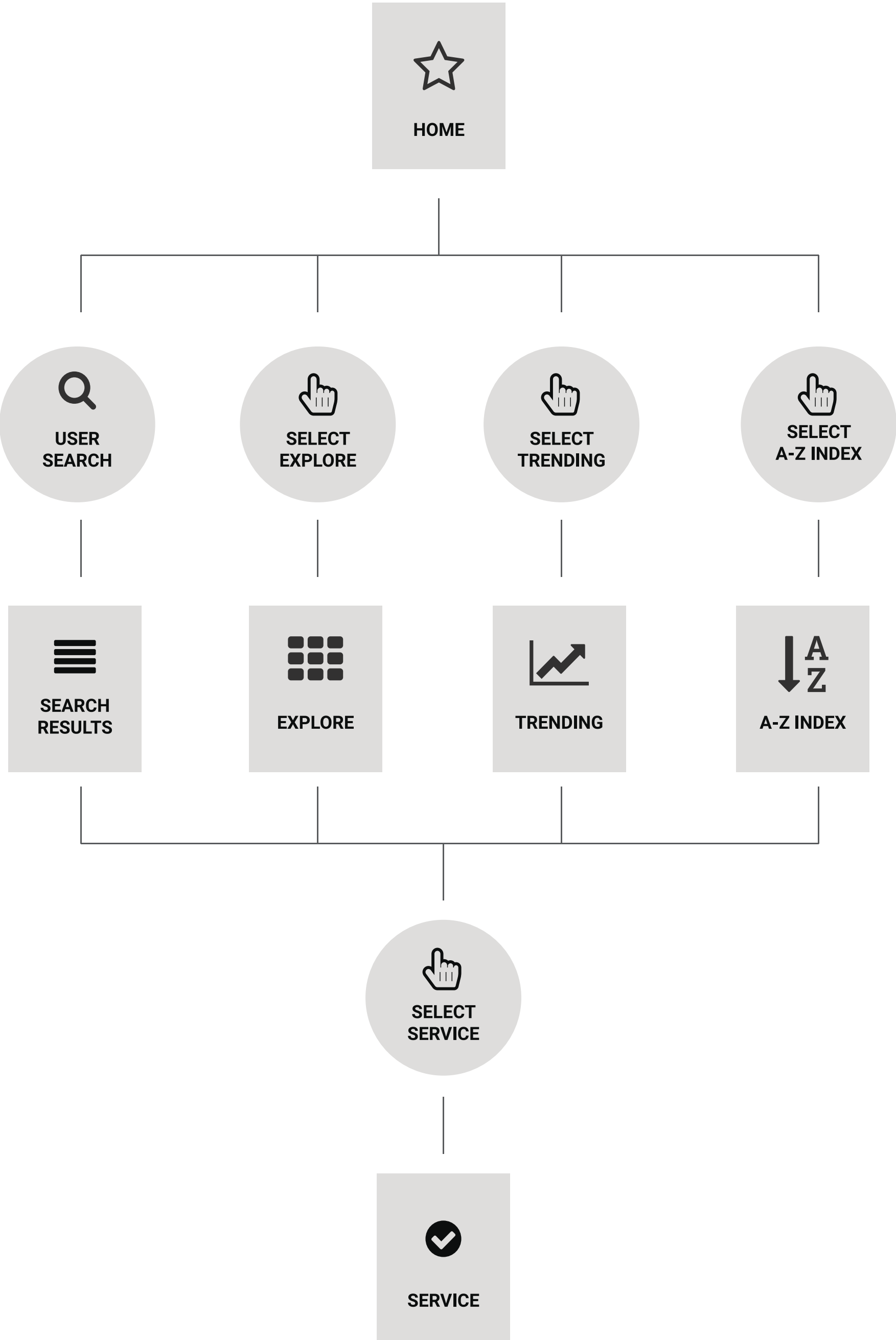
Competitor A: Brunel University London
Pro: Easily find link
Con: Broken link

Competitor B: University of Calgary
Pro: Nice UI
Con: no search, hours aren't in menu

Competitor C: University of Florida
Pro: Hours are available for all Union office
Con: Takes about 10 clicks to get there

USER FLOW

HOME

USER SEARCH

SELECT EXPLORE

SELECT TRENDING

SELECT A-Z INDEX

SEARCH RESULTS

EXPLORE

TRENDING

A-Z INDEX

SELECT SERVICE

SERVICE

What do you guys think?