

Case Study: Texas A&M University

Texas A&M University system is basically a Education management web app that streamlines various administrative tasks and communication within institutinal environment by seamlessly bridging the gap between students, teachers, and other staff.

Project Overview

This system is designed for easy management of institute. Students and teachers can join a class and manage everything.

Project Goal

Our goal is to deliver a comprehensive solution that not only meets the technical specifications outlined but also offers additional value through user-friendly interfaces, customizable features, and seamless integration. We aim to accommodate the university's growing needs, with the potential to include additional graduate students in the future.

Challenge

Texas A&M University seeks a robust solution to streamline course management and administration, addressing the challenges of managing extensive course catalogs across multiple campuses and sites, conducting fair placement, and efficiently handling evaluations. The university aims to enhance the user experience for a diverse user base, including students, staff, faculty, and residents.

Problem Statement

The problem currently facing our institutes is the management of course delivery. Here, the teacher does not properly handle their workload, and sometimes the courses are not offered on time. The number of students who must study the course is not followed. The main problem is to manage the teachers work and courses scheduling.

Solution

Implemented a real-time communication platform, providing instant notifications and updates to parents, students, teachers, and administrators. Introduced features like attendance tracking, grade management, and exam/assignment reminders to streamline administrative tasks.

Challenging and Limitation

- This type of Management Systems is only available for a few schools in the US.
- The portal access and mobile app access is not available for every district.
- Parents belonging to the old school may not be able to utilize the full potential of the app.

Competitor Analysis

Conducted interviews, surveys, and observations to gather qualitative data about the users. The "Empathize" stage is the initial phase of the design thinking process, focusing on understanding the users needs, motivations, and challenges.

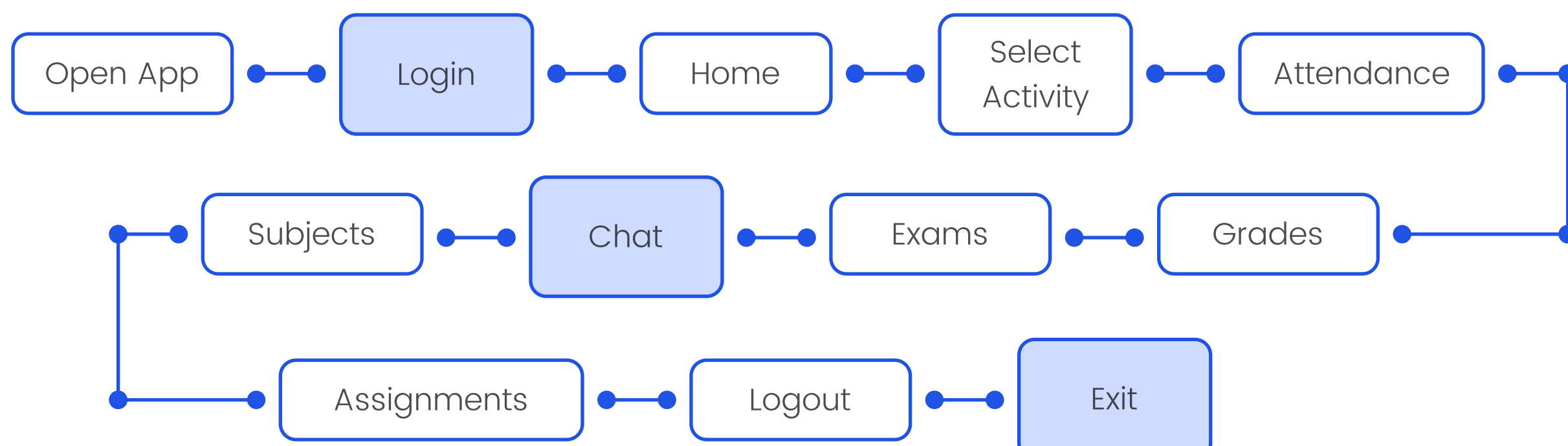
Texas A&M University: All in one app for both administrative tasks and classroom management and assignments.

Google Classroom: Widely used platform focusing on classroom management and assignments.

Power School: Primarily used to manage student data and administrative tasks.

User Flow

Mapping out user flows to visualize the journey users take within the app, identifying key interactions and decision points.



User Insights

30%

About 81% of users consider career guidance, highly important for school students.

30%

About 72% of users reported that schools commonly use WhatsApp for sharing updates and announcements.

40%

About 60% of users find real time reports very helpful for ensuring students performance.

The design stage of the creative process of transforming research and ideation insights into tangible representations. This includes crafting wireframes, mockups, or interactive prototype to illustrate the final products layout, structure and functionality.

User Persona

Najiya is a housewife and mother of a 2nd grade child who values education. Her days revolve around household chores and taking care of her child.

Frustrations

- Concerned about her child's safety during school transportation.
- Incomplete notes impacting her child's studies.
- Dependency on waiting of reports and exam announcements.

Goals

- Support her children to develop good values and for success.

Needs

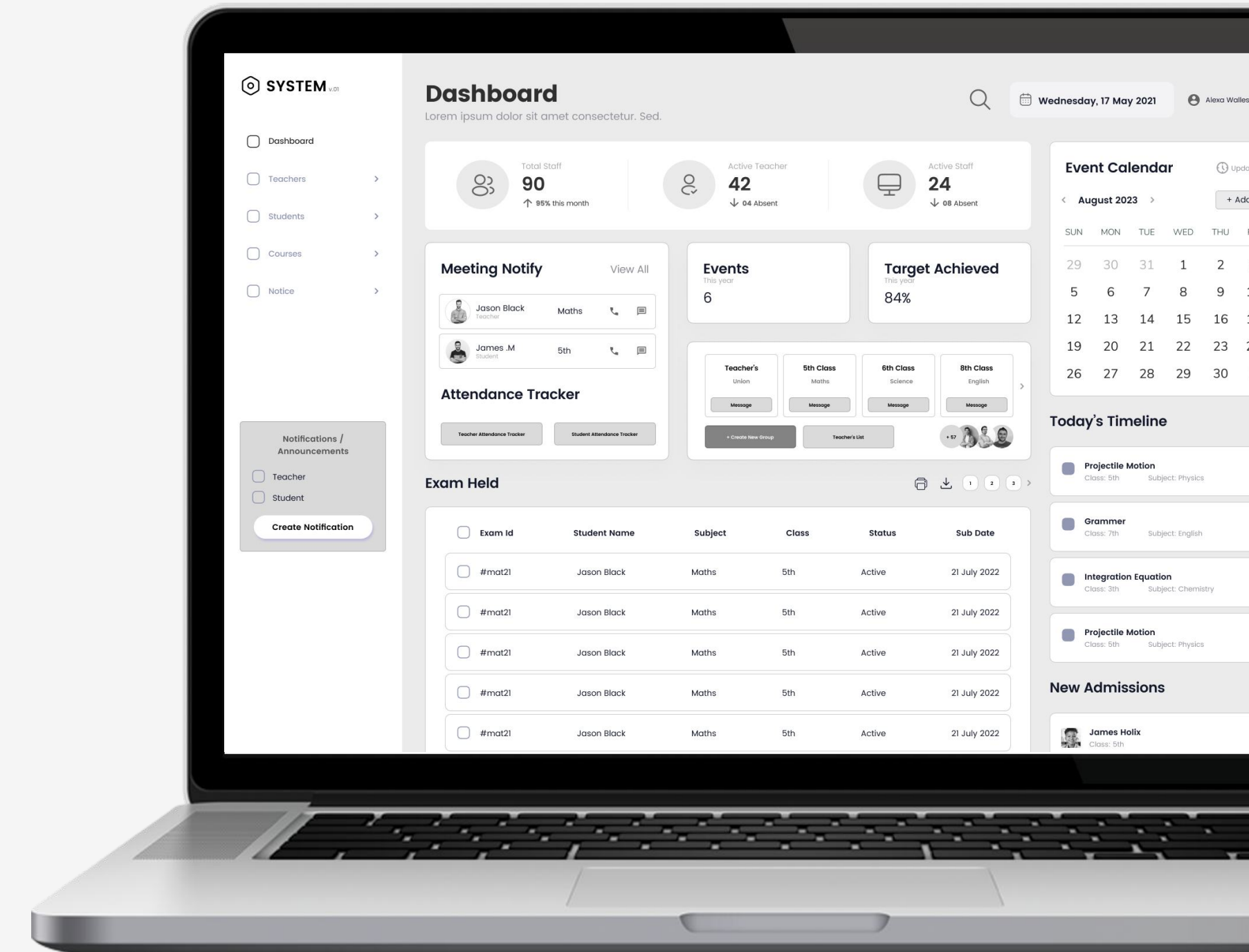
- A communication platform to connect with teachers.
- A real-time exam tracking facility.
- Timely notifications about homework.
- Daily class notes.



TEXAS A&M
UNIVERSITY

Project

- Texas A&M University



www.tamu.edu

Design Process

- Empathize
- Design
- Development
- Ideate
- Prototype
- Testing

Targeted Audience



Students

Teachers

Administrators

Services / Support

- Faculty Program
- Career Counselling
- Campus Healthcare
- Distance Learning
- Improving Academic
- Mentoring
- Buddy Networking

Industry

- Education
- Learning
- Skill Development



Najiya William
Tech Sevy

Social Skills

Age
24 Years

Location
New York

Occupation
Sales Manager