

# USER RESEARCH

## Arch Ready Professionalism Certificate App

### RESEARCH METHODS

*In our research, we decided to attend Arch Ready events and conduct interviews with both students and instructors. The questions we asked individuals centered around their opinions on the effectiveness of the current process from both perspectives. By doing this, we are able to determine which functions of the application need enhanced focus in order to optimize user experience.*

### CENTERING OUR RESEARCH

#### AROUND ACHIEVING PROJECT GOALS

*Safety Goals; concerning the ability for students to have easy access to the Arch Ready program schedule as well as allowing them to personalize and plan their own schedule of events to attend. Main Goals; implementing a progress tracker in the app, an attendance snapshot, and completing and submitting post-session surveys. Reach Goals; giving students notifications of events the day of as well as wait listing for programs requiring registration.*

### WHY THE APP WOULD MAKE A DIFFERENCE:

#### QUOTE FROM INTERVIEW

*“Someone could download the app out of interest, and they would have more accessibility to what the program is rather than jump through hoops on the website.”*

### INTERVIEW FINDINGS

#### SYDNEY KIEFERT

*From a prospective student, it was found that there might be some lack of motivation for students to attend the events and complete the certificate. It was noted that Sydney has heard about the program over email, however, she mentioned food as a driver to attend the event. Maybe having the students downloading the app would give more knowledge on the program to follow through on it? She noted that the app would boost credibility for the program.*

### ATTENDING THE EVENT

#### INSTRUCTOR: WHITNEY DENNEY

*The event had to run a few minutes late because of people signing into the iPads. Many people showed up with friends, to prep for the Grady career fair. There were posters of QR codes posted on the back table, and also back there stood a stack of self-trackers (printer papers) for the certificate. Whitney mentioned to take the survey at the end of the session to show attendance credit. Since Whitney is one of our clients, many initial concerns and questions posed to ask the instructor were already addressed because of her.*

### HOW ONE WOULD GO THROUGH THE PROGRAM PRIOR:

#### TODD GALLERT, CERTIFICATE HOLDER

*“When going through the Arch Ready Certificate program, I tracked my progress myself on a small excel sheet with the date, time, location, and name of the event for my own records so that I would know what to write when filling out the end completion survey, which was a bit tedious to have as a record at all times. This app would help make the process of obtaining the certificate easier for everybody and would definitely lead to more students completing the certificate program.”*

# MAIN TAKEAWAYS

*The Arch Ready certificate as it stands right now has an issue with reaching students and retaining student interest after introducing the process to them. An app would help students navigate the events, process, and tangible results that the Arch Ready Certificate has to offer. Food also always works spectacularly as an incentive to get attendance up!*

## PLANS FOR THE FUTURE AND ADDITIONAL RESEARCH

*Additional interviews with Arch Ready instructors will be conducted, so there are more perspectives on how the certificate program can be improved digitally. We will continue to attend Arch Ready Events to view different perspectives from the instructors (besides talking to our clients). We will ask additional students on whether app convenience will be a big positive or not.*

## FURTHER EVENT OBSERVATIONS

### **(SAME GRADY CAREER FAIR PREP EVENT)**

*Students were attentive, and they participated in the workshops and pitches. There was much involvement by the people attending. Additionally, there was initiative taken at the event since there was the Grady career fair on the 13th (the event was two days prior). A student sitting by us asked us what signing on the iPad was for and we had to explain it, thus raising the question—what is supposed to be signed in by arch ready certificate students or everyone? That might have provided some confusion for people.*