

xperienz



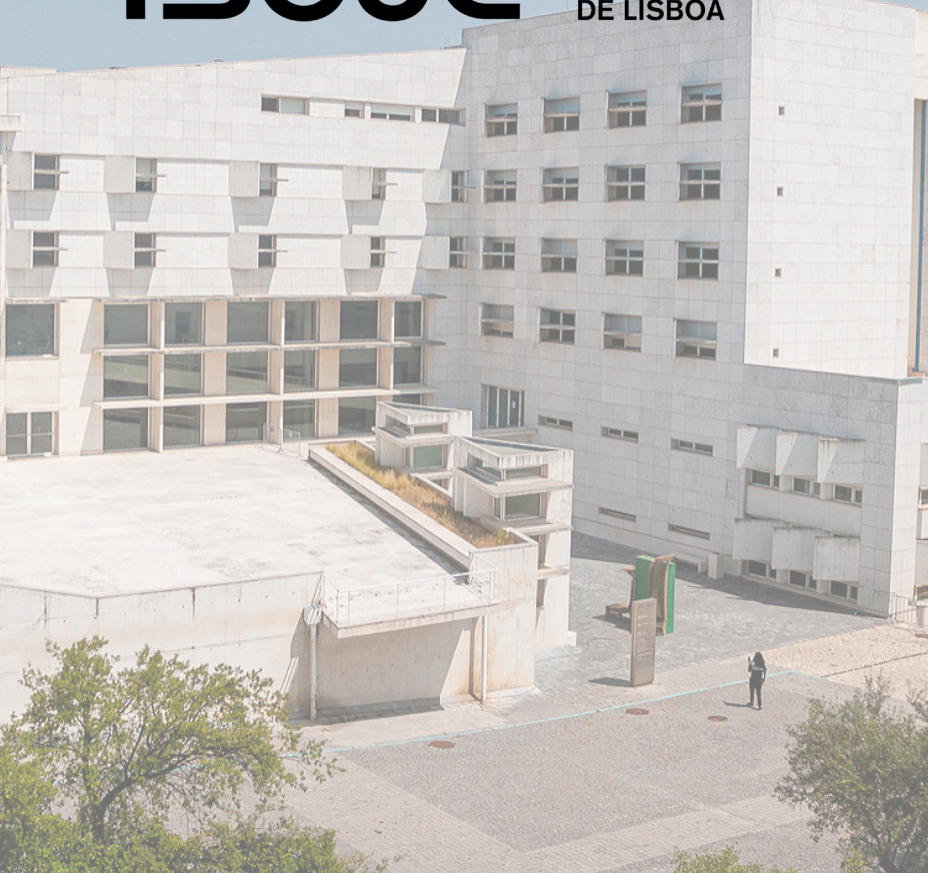
CASE STUDY

Making university students' daily lives easier

UX Research & Design

iscte

INSTITUTO
UNIVERSITÁRIO
DE LISBOA



With over 14,000 students, ISCTE is one of the largest public universities in Portugal. It aimed to create a mobile app that would improve students' daily experience, as well as enhance communication and engagement between students and the university - and vice versa.

Client

ISCTE - Instituto
Universitário de
Lisboa

Industry

Education

Service

UX Research
UI/UX Design

Team

2 Researchers
1 Designer

Duration

6 months



Goal

Our goal was to understand which features would be most useful for students and, from there, create a mobile app that integrated those elements - making it an essential and practical tool for students' everyday lives.

Challenge

Knowing there was already a widely used education platform (Fénix) through which students access their academic information, the new app should not be a substitute for that platform, but an rather an extension of it.

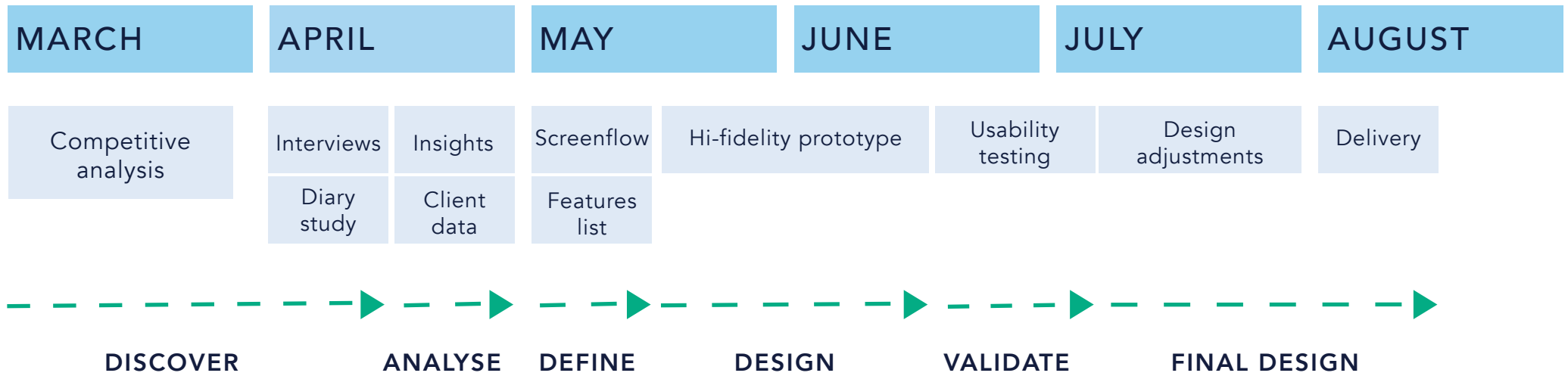
A tool more focused on useful day-to-day information on campus, aimed at addressing some of the communication challenges between ISCTE and its students.

Result

Research conducted with students and other members of the academic community enabled the creation of a solid design and an app that incorporates the key features students were looking for.



Project Timeline





Design Process



01

DISCOVER

Competitive analysis
Exploratory interviews
Diary study

02

ANALYSE

Research insights
Client documents

03

DEFINE

Screenflow
Features

04

DESIGN

Hi-fidelity prototype

05

VALIDATE

Usability testing

06

FINAL DESIGN

Adjusted wireframes
Interaction specifications



01

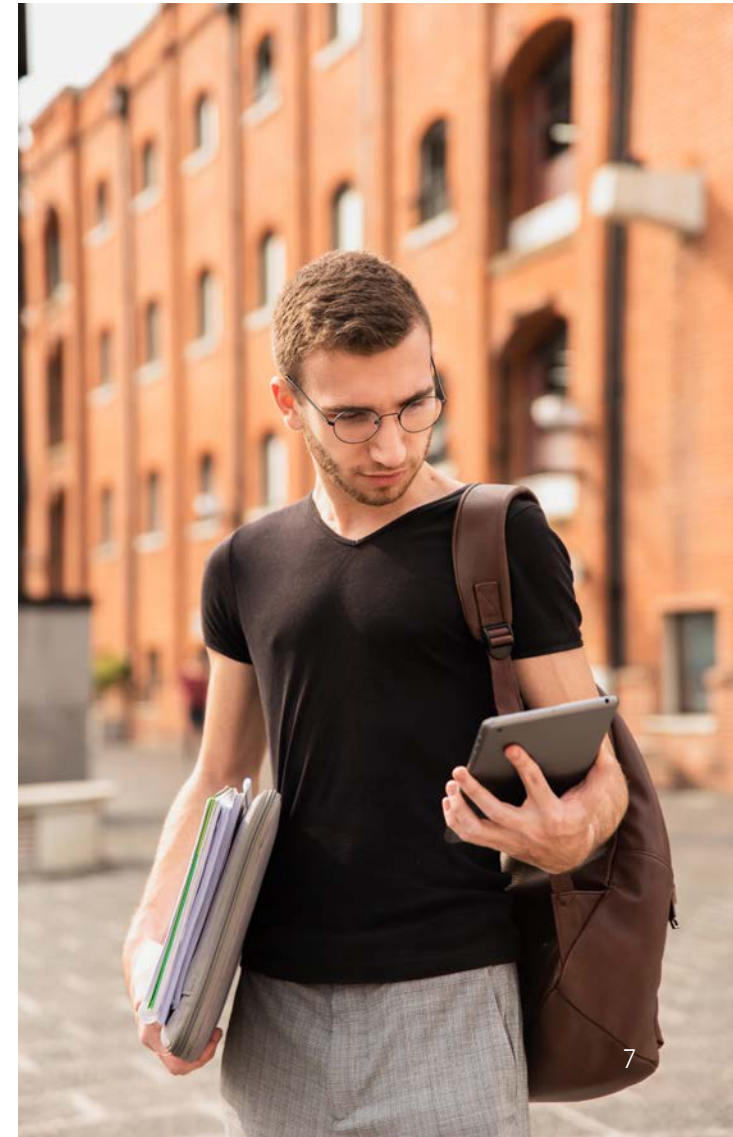
Discover



Competitive Analysis

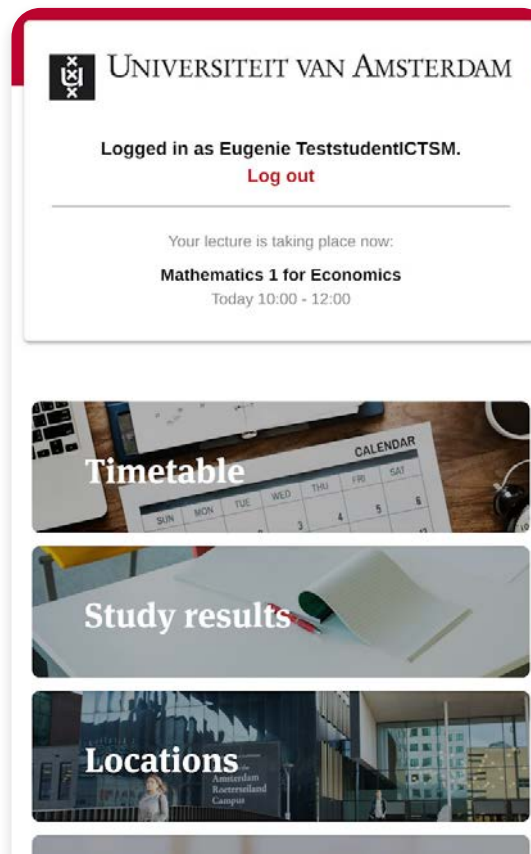
A competitive analysis consists of evaluating similar products or services to identify best practices, gaps, and opportunities for differentiation.

This process allows us to understand how competitors solve usability problems, what features they offer and what design strategies they use, helping to inform decisions and improve the user experience within our own product.





We analysed several apps from Portuguese, American and European Universities, focusing on design trends, key features, and pros and cons.





Exploratory Interviews

This is a qualitative technique used in UX Research to understand users' motivations, behaviours, and needs early in the design process.

Conducted openly and without a rigid script, they allow us to discover deep insights about the context of use, challenges, and expectations, and are especially useful for identifying opportunities and defining directions for user-centric solutions.

Tools

zoom

Interview 1



Student representing the Students' Union

Goal: understand the difficulties/challenges students face in their daily lives on campus and in their relationship with the university

Interview 2



4 members of the Academic Services staff

Goal: understand the main difficulties in communicating with students and how the new app could improve this communication

Main conclusions

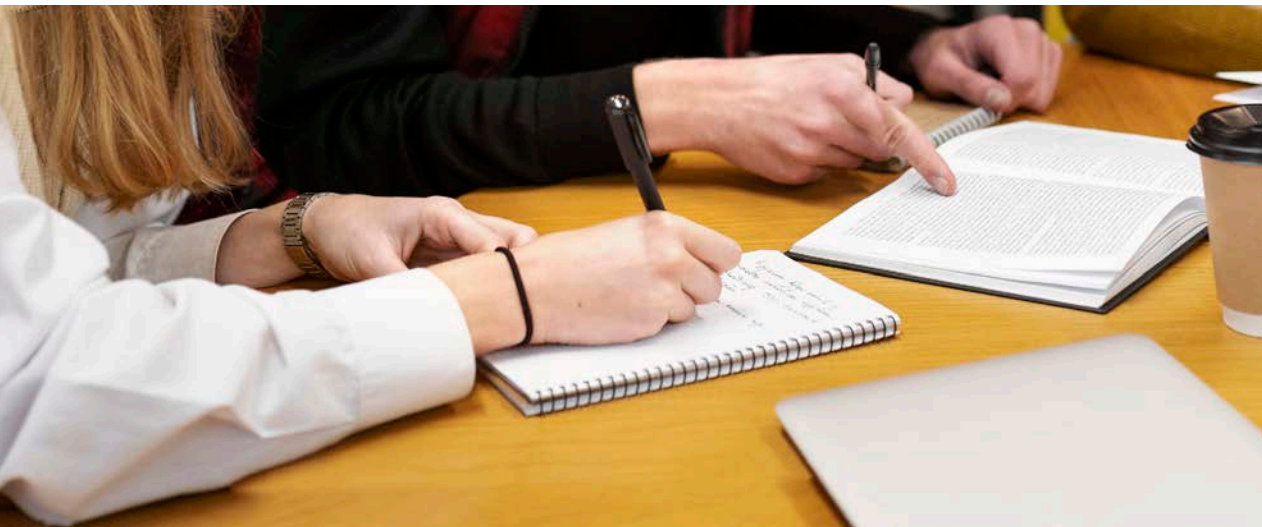
- ▶ Students don't know which service to contact and end up sending e-mails to multiple addresses
- ▶ Difficulties finding their way around campus
- ▶ Students are not informed of classroom changes
- ▶ Menus are published on social media
- ▶ Students don't know what sports they can practice
- ▶ Difficulties in conveying information because the institutional e-mail is not used by some of the students, who also do not read Fénix homepage
- ▶ Fénix platform for accessing academic information and the app as an extension of Fénix with more useful information for daily campus life
- ▶ Make the app a necessity in the onboarding process



Diary Study

This longitudinal research method is used to gather data on user behaviour, activities, and experiences over a longer period of time, which can range from a few days to a month or more.

Participants are asked to write specific information about the activities being studied in a journal, which can be physical or digital.



Tools

 Google Sheets



5 ISCTE students



Duration 14 days



Online filling

Every day, participants had a question on a different topic to answer, which should take an average of 10 minutes per day.

The goal was to understand the students' experience in their daily lives on campus and in their relationship with the university.

Therefore, the topics focused on: school calendar and schedule, room reservation, students office, library, monthly fees, curricular information, notifications, school map, contacts and menus.

The screenshot shows a mobile application interface for a survey. At the top, there is a banner with the text "Nova App Móvel ISCTE" and logos for "iscte" and "xperienz". Below the banner, the title "Diário - Experiência Universitária" is displayed. The main content area contains the following text: "Ajuda-nos a perceber como podemos melhorar a tua experiência online com a universidade.", "Todos os dias, terás perguntas sobre um tema diferente ao qual pedimos que, ao responder, penses como era a tua experiência com a universidade antes da pandemia.", "O diário deverá tomar-te em média 10 minutos por dia.", and "Alguma questão por favor envia-nos mensagem para o contacto disponibilizado de Whatsapp:". Below this text is a "Obrigada" message and a red asterisk indicating a mandatory question. The next question is "Quem és? *" with a subtext "Indica-nos que participante és para que possamos agregar as tuas respostas." and a text input field labeled "A sua resposta". The following question is "Que dia é hoje? *" with a dropdown menu labeled "Selecionar". At the bottom, there is a blue header for "Terça, 6 abril - Calendário Escolar e Horário" and a question "Costumas consultar o teu calendário escolar? Se sim, onde? *" with a text input field labeled "A sua resposta".



Main conclusions

- ▶ Difficulty finding their way around campus
- ▶ Students prefer to use the study room or book a private room in the library for group work. They have questions about how to book a room
- ▶ There is a preference for in-person service at the Academic Offices, but the ticketing system doesn't always work properly, and wait times can be long
- ▶ Students consult course materials provided by teachers on Fénix, Blackboard, or e-mail
- ▶ The fact that there are several ways for students to be informed of a change of classroom means that they sometimes do not notice this change



02

Analyse



In addition to the data collected by Xperienz in the Discovery stage, the analysis also included:

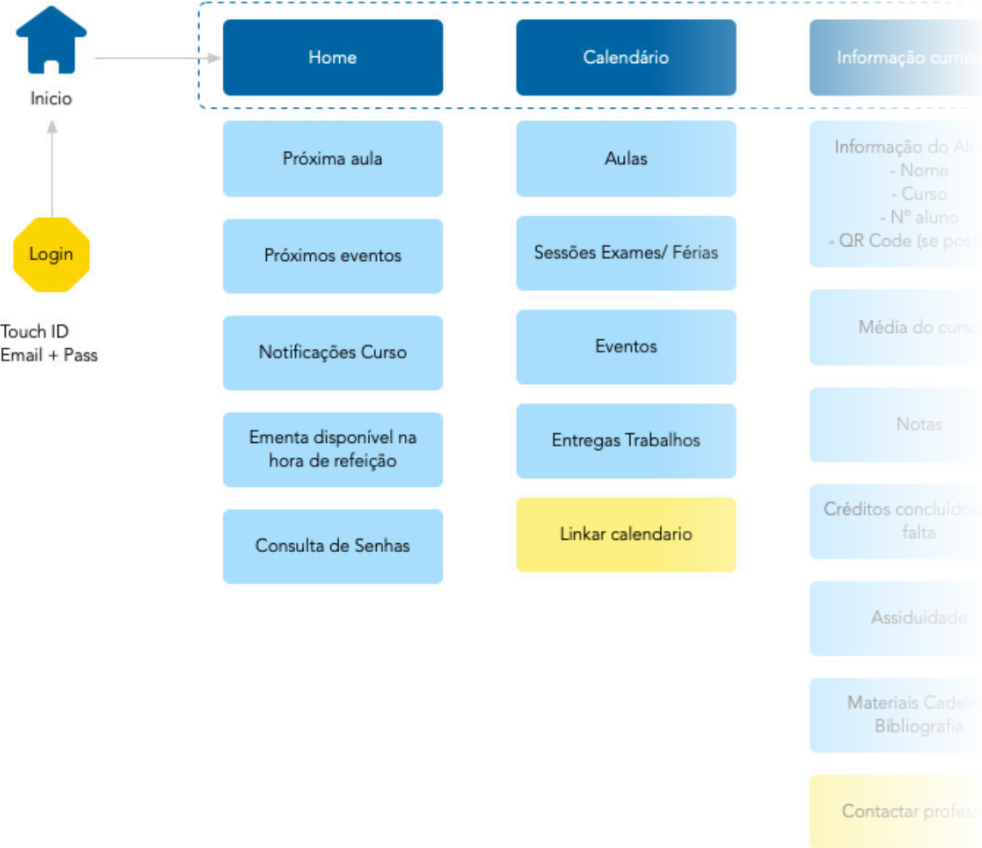
- List of requirements provided by the Information Systems Development Office, based on research work carried out with the ISCTE community in previous years;
- Main features consulted by students on the existing education management platform.





03

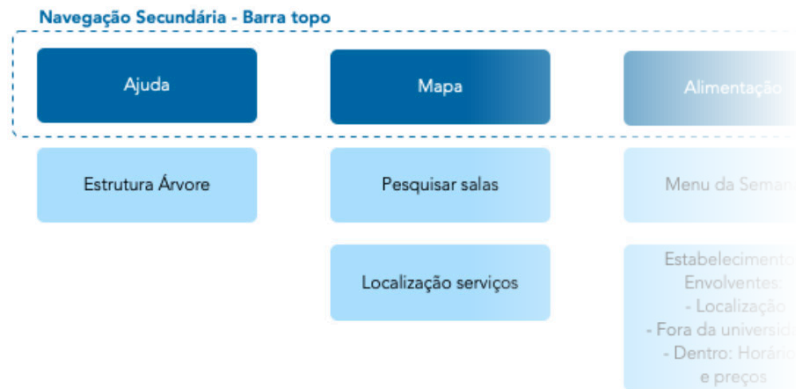
Define



Touch ID
Email + Pass

Detailed analysis of the research insights allowed Researchers and Designers to define:

- App's screenflow;
- Features list.





04

Design

Wireframes

High-fidelity prototypes that closely resemble the final design.





05

Validate



Usability Tests

Usability testing is an integral part of our iterative design process. All information is analysed and converted into redesign recommendations for the next iteration. The main goal is to ensure an effective, efficient, and enjoyable user experience.



9 ISCTE students



Remote testing

Goal: prototype exploration

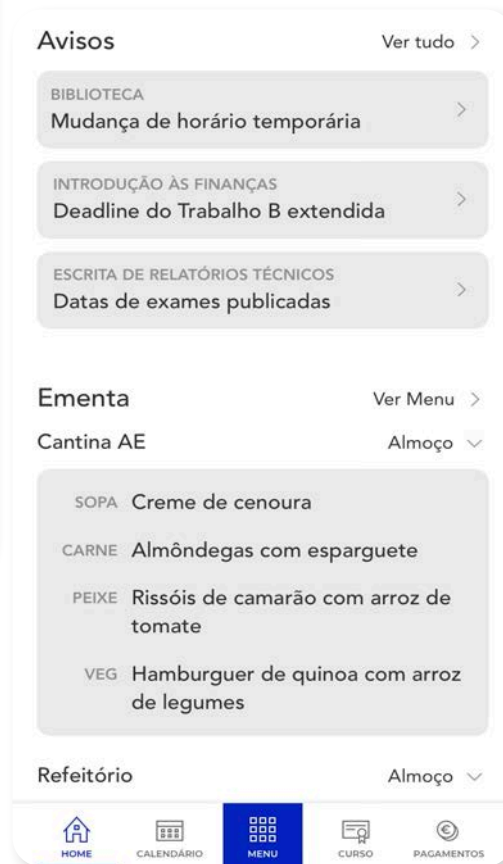
Tools

zoom

What did we discover?



- ✓ Relevant sections
- ✓ Immediate identification of room change



⚠ 'Avisos' (Notices) have higher priority than 'Próximos Eventos' (Upcoming Events), so the order should be reversed



The events being the second thing that appears doesn't make much sense because it's not that relevant.



The classes and the room where they will be taught are important because there's always some uncertainty about where the class will be. This makes things simpler.



+ Event registration - either directly in the app, or with a registration link

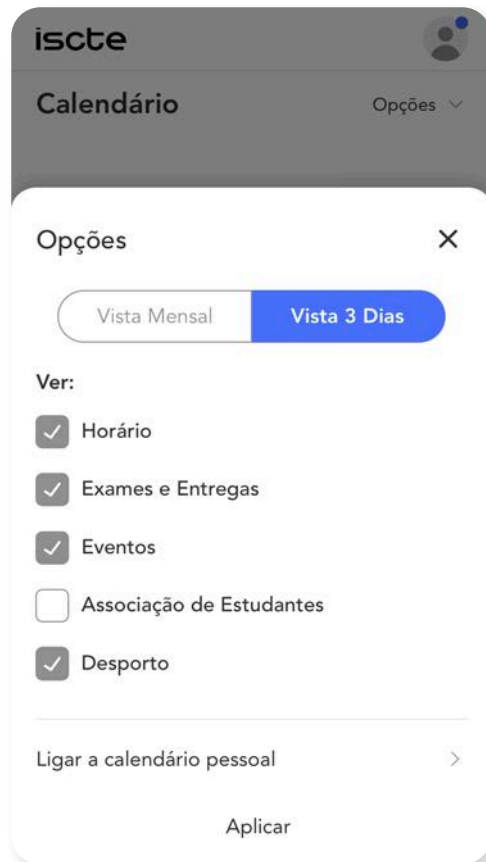
+ Notification of approaching event date



+ Highlight exams and assignments in a different colour



The work submission should be in a different colour, more highlighted.



✓ Keep both options



+ Add the option to copy the entity and reference



It's excellent because in Fénix it's super confusing, sometimes we don't know what we've already paid.



06

Final Design



Final Screens

Homepage

Relevant changes for the day, such as room changes, are highlighted

The screenshot shows the mobile app homepage for 'iscte'. At the top, it displays the date '15 Setembro 2021' and the title 'O teu dia'. A 'ÚLTIMA SENHA' (Last Ticket) section shows 'A84' for 'Balcão 01'. Below this is a 'HORÁRIO' (Schedule) section with three items: '08:00 Contabilidade Financeira II' (highlighted with a red dot and 'Mudança de Sala: 0E2'), '09:00 Estatística II' (Sala B024), and '10:00 Estratégia Empresarial' (Sala E48). A 'NOTIFICAÇÕES' (Notifications) section lists three items: 'Biblioteca Mudança de horário temporária', 'Estratégia Empresarial Datas de exames publicadas', and 'Cálculo Financeiro Datas de exames publicadas'. The bottom navigation bar includes icons for HOME, CALENDÁRIO, MENU, CURSO, and PAGAMENTOS.

Queue management for service tickets at the Academic Services and Treasury

Senhas
Faltam 3 senhas para a tua vez >

Senhas
É a tua vez! Dirige-te ao balcão 03 >

Homepage with schedule, notifications, upcoming events and menu of the day

This screenshot shows the 'PRÓXIMOS EVENTOS' (Upcoming Events) section. It features two event cards: 'EXPOSIÇÃO Não me calo! Cartazes artesanais de protesto' (Audit II, Quarta, 15 Set 2021) and 'CONFERÊNCIA ONLINE Open Day | Executive MBA' (Online, Sexta, 24 Set 2021). Below the events is the 'EMENTA' (Menu) section, which is divided into 'CANTINA AE' and 'REFEITÓRIO'. Both sections list the same menu items: 'SOPA Creme de cenoura', 'CARNE Almôndegas com esparguete', 'PEIXE Rissóis de camarão com arroz de tomate', and 'VEGET. Hamburguer de quinoa com arroz de legumes'. The bottom navigation bar is visible at the bottom of the page.

Calendar



Two calendar views - monthly and 3-day - with selection of what students want to see and connection to personal calendar

iscte

Calendário Opções

Setembro, 2021

SEG	TER	QUA	QUI	SEX	SÁB	DOM
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Entrega e apresentações Projeto A
Estratégia Empresarial

AULA 08:00 - 08:45
Contabilidade Financeira II
Mudança de Sala: 0E2

AULA 09:00 - 09:45
Estatística II

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Calendário Opções

Setembro, 2021

SEGUNDA 13 TERÇA 14 QUARTA 15

Entrega do projeto 02

Entrega e apresentações Projeto A

08	Investimentos Sala A001	Cálculo Financeiro Sala A003	Contabilidade Financeira II Mudança de Sala: 0E2
09	Estratégia Empresarial Sala B024	Finanças de Empresa Sala B024	Estatística II Sala B024
10			Estratégia Empresarial Sala E48
11			

Opções

Vista Mensal Vista 3 Dias

Ver:

- Horário
- Exames e Entregas
- Eventos
- Associação de Estudantes
- Desporto

Ligar a calendário pessoal

Aplicar

AULA

Contabilidade Financeira II

Mudança de Sala: 0E2 08:00 - 08:45

Edifício I - Piso 0 Ver no mapa



Academic history

iscte

Margarida Santos

LICENCIATURA: Finanças e Contabilidade | N° ALUNO: 20212089

33% | CRÉDITOS: 60 / 180 ECTS | MÉDIA: 14,7 valores

1º ano

Contabilidade Financeira	6 ECTS	14
Gestão do Marketing	6 ECTS	16
Informática de Gestão	6 ECTS	15
Introdução à Gestão	6 ECTS	14
Matemática	6 ECTS	17

HOME | CALENDÁRIO | MENU | **CURSO** | PAGAMENTOS

iscte

< Curso

Contabilidade Financeira

AVALIAÇÃO: 14 valores | CRÉDITOS: 6 ECTS | ASSIDUIDADE: 148 / 150 h | ASSIDUIDADE: 2 / 10 h

DOCENTES

Ana Luísa Rodrigues
ana.luisa.rodrigues@iscte-iul.pt

Simão Lourenço
simao.lourenco@iscte-iul.pt

PASTAS

Bibliografia: 5 Livros | Materiais: 4 ficheiros

AVALIAÇÃO PERIÓDICA

Teste intercalar individual	14
30% da avaliação	
Teste final individual	14
70% da avaliação	

AVALIAÇÃO POR EXAME

Exame Final	-
100% da avaliação	

HOME | CALENDÁRIO | MENU | **CURSO** | PAGAMENTOS

Attendance control

Teachers information, including contacts and office

Centralised subject materials for download

Subject assessments with grade

Payments



Tuition payment control

iscte

Pagamentos

PAGAMENTOS 2/8 Prestações | PRÓXIMA PROPINA Sábado, 15 Jan 2022

POR PAGAR

Propina Novembro 250,80€ >
Data Limite: Sexta, 21 Nov 2021

Exame A 13,95€ >
Data Limite: Sexta, 08 Out 2021

Pagar tudo

PAGO

Propina Outubro 05 Set 2021

Propina Setembro 05 Set 2021

HOME CALENDÁRIO MENU CURSO PAGAMENTOS

iscte

< Pagamentos

Propina Novembro

DATA LIMITE Sexta, 21 Nov 2021

REFERÊNCIA MULTIBANCO Copiar

ENTIDADE 1234

REFERÊNCIA 123 456 789

VALOR 250,80€

Referência válida até 16 Set 2021 17:35.
Após essa data é gerada uma nova referência de pagamento.

INSTRUÇÕES PARA PAGAMENTO

Para fazer um pagamento por Referência MULTIBANCO basta dirigir-se a um equipamento e selecionar:

- 1 Pagamentos e Outros Serviços
- 2 Pagamentos de Serviços
- 3 Introduzir a Entidade, Referência e Montante

HOME CALENDÁRIO MENU CURSO PAGAMENTOS

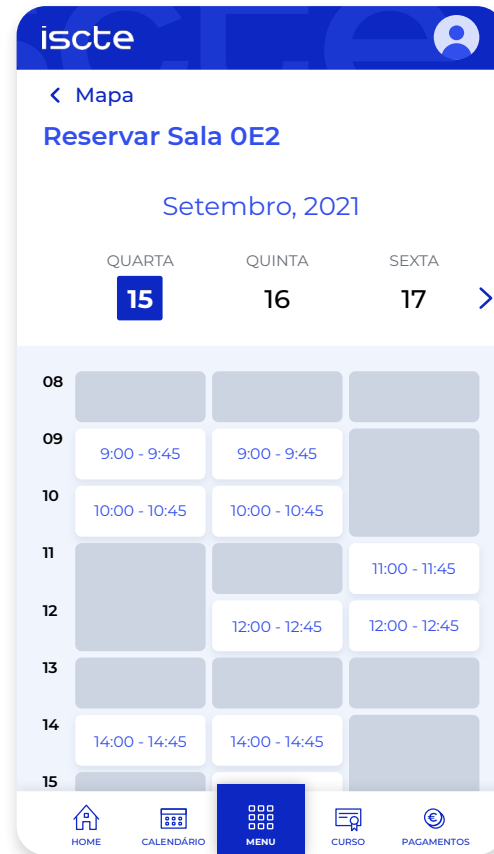
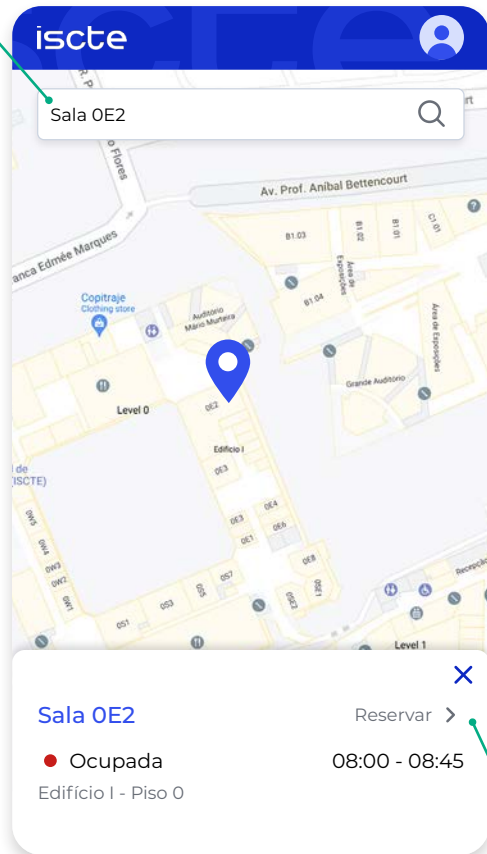
Easy and direct access to the reference for payment at Multibanco, with option to copy directly



Map

Search feature

Campus map with current location that makes way finding easier (powered by iBeacons)



Room reservation notification displayed on the homepage

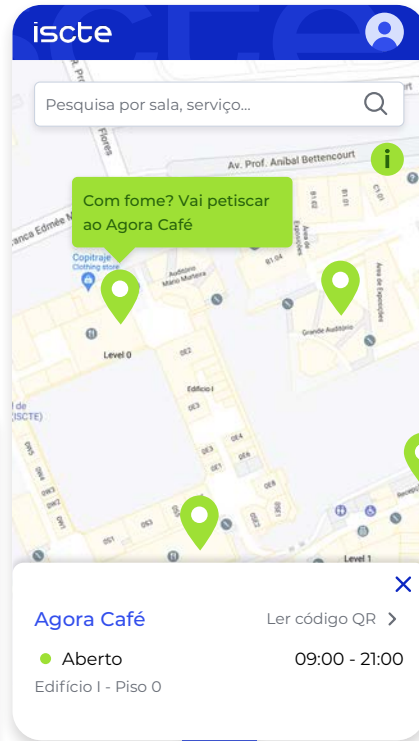
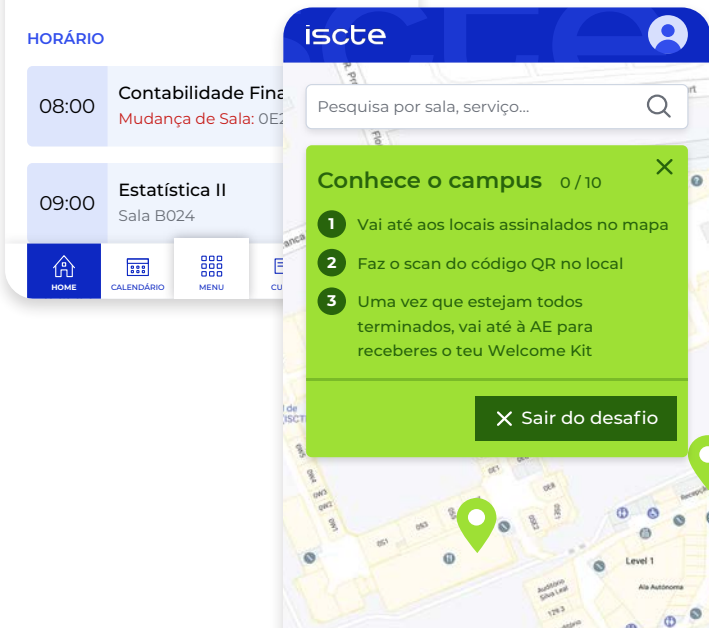


Possibility to book a room

Onboarding



Gamification of the campus exploration process for new students

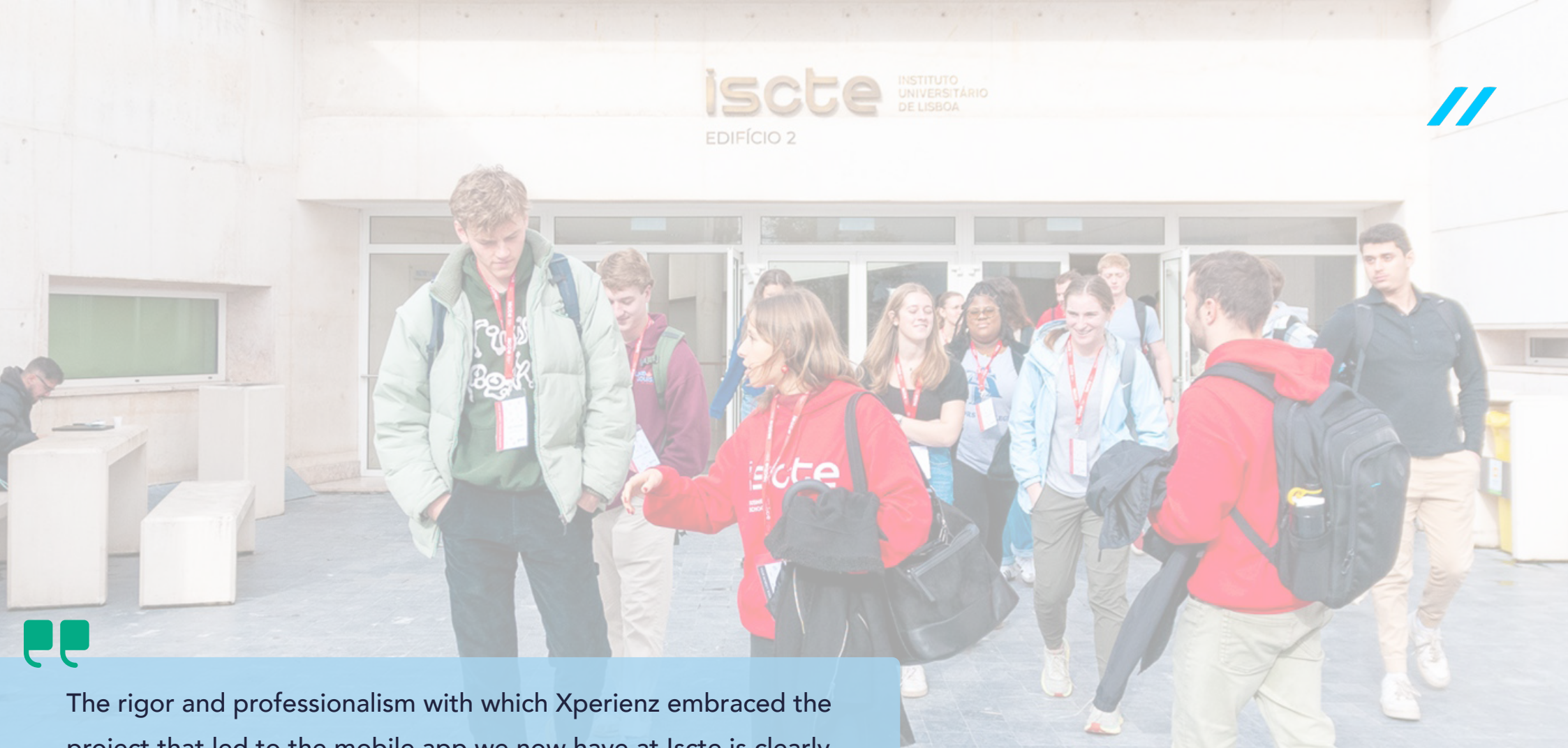


Reading QR codes located in relevant spaces



Collect reward after completing the challenge

50+ screens



The rigor and professionalism with which Xperienz embraced the project that led to the mobile app we now have at Iscte is clearly reflected in the quality of its usability and the intuitive interfaces our users now praise. The Iscte app is, without a doubt, richer thanks to this partnership.

António Luís Lopes
Director of Information Systems Development Services



500+
downloads



About Xperienz

Xperienz is a pioneering UX consultancy in Portugal. With over 20 years of experience in the market, we specialise in research, information architecture, interaction design, design sprints, service design, and conduct usability and accessibility evaluations.

Find out more

www.xperienz.pt

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