

Exploratory Research

NEW MEDIA

CAPSTONE

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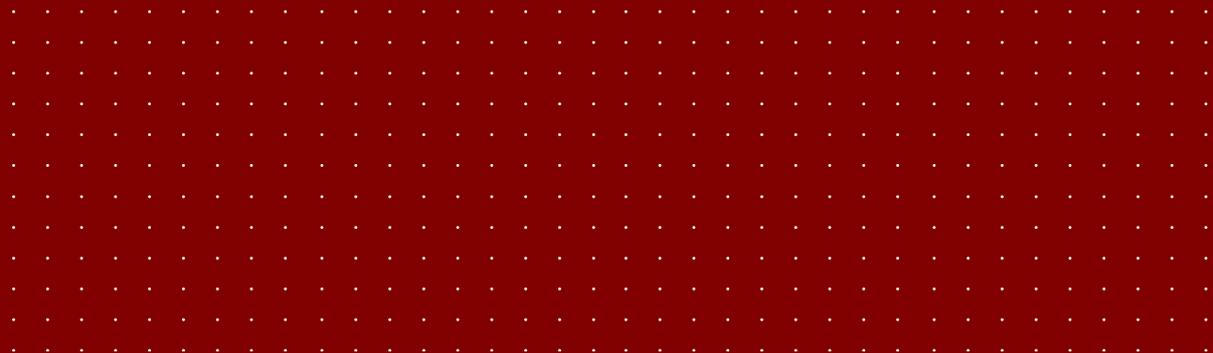
OVERVIEW

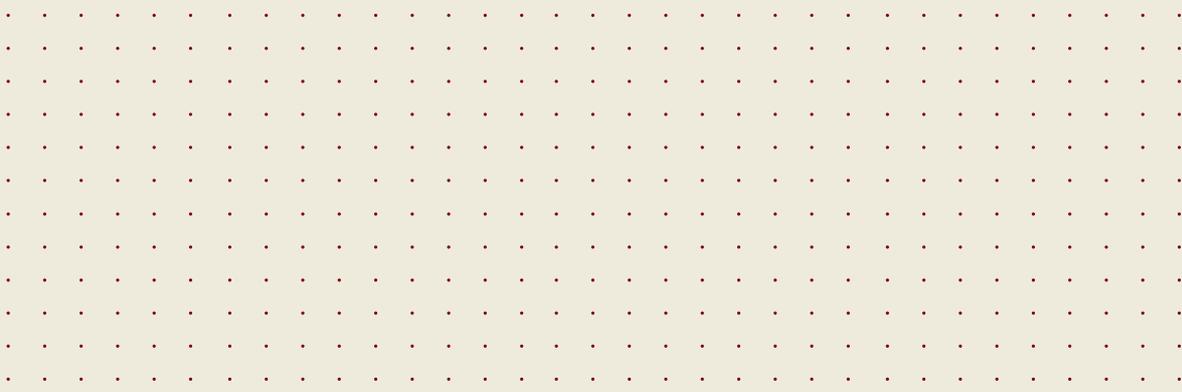
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OUR CLIENT

Serving as both professor and client, John's role is to provide guidance and oversight, ensuring that the project aligns with the goals we aim to reach. His expertise and involvement are essential for the successful execution of the project. He plays a pivotal role in shaping the project's direction and ensuring its educational and promotional components are cohesive and effective.





OUR PROJECT

The New Media Institute thrives on its clients and stakeholders to give the most memorable experience to its Capstone students. These people help shape what we do here at the NMI and create valuable contributions to the growth of our Capstone students. Currently, a deficiency exists in the NMI's marketing efforts to convey Capstone to future clients, stakeholders, and students. With our project, our goal is to create marketing efforts to showcase what we do here at Capstone as well as make it a more efficient and enjoyable experience for students.



OUR GOALS

01

Raise awareness about the Capstone course by highlighting its achievements and initiatives to draw in more students and clients

02

Improve the website's user-friendliness for students, ensuring easy access to resources and a smoother navigation experience

03

Implement a structured framework within the workbook to guide students through assignments, promoting critical thinking and improving the overall learning process

TARGET AUDIENCE

> Students

We aim to inform future students what Capstone is all about in hopes they join – as well as shape their experience based off of previous student recommendations.

> Clients

We want prospective clients to see the value of the Capstone program by showcasing previous students' work as well as informing them on the process to work with us.

> Stakeholders

We want to show potential stakeholders why they should invest in Capstone and how their support impacts students

INSPIRATION/ SIMILAR PROGRAMS

➤ UGA Library's chat with a librarian feature

We observed the UGA Library's innovative "Chat with a Librarian" feature, which enables students to have real-time conversations with librarians for prompt assistance. We believe that integrating a similar chatbox into the Capstone workbook can significantly enhance the efficiency of both students and instructors by effectively optimizing time and effort.

⬅ Notre Dame's IDEA submission page

We found inspiration in Notre Dame's IDEA submission page. This platform enables students to submit their ideas at any time, providing a mechanism for real-time feedback, which we believe can be more effective than traditional end-of-semester class evaluations.

➤ Terry College of business upcoming events section

At the NMI, we continually strive to offer diverse opportunities for students to network and collaborate within our community. Our inspiration came from the Terry College of Business's upcoming event calendar, which we aim to emulate to ensure that NMI students stay well-informed about the institute's most crucial dates and engagements.

⬅ The College of Wooster "Independent Study" Program

The College of Wooster's Independent Study Program is renowned for its pioneering approach to independent learning. This program's website has a phenomenal marketing approach to best explain what the program is and why they do it each year. The main page offers two short videos explaining:

- What exactly is I.S.?
- Wooster Seniors Share Their I.S. Journey

AREAS OF IMPROVEMENT

01

Inconsistent/Outdated Design

The digital workbook site could use a makeover as it feels outdated. Some of the colors feel bland and bare while the background feels a little outdated. A solution could be to make a sleeker, updated design with more eye-catching colors across the site.

02

New Copy

Some of the site contains large blocks of text that could lose the readers attention. One solution to this issue is the rewrite some of the text throughout the website as well as adding photos to break up the text. Another issue is that some of the instructions for assignments can be confusing so they could be rewritten for more clarity.

03

Scrollable NavBar

Navigation Bar moves up and down the page as you scroll through the content. This results in loss of accessibility and reduced convenience for users who may have to repeatedly scroll back up the page to access the navigation menu. This particularly annoying on lengthy pages - requiring extra effort and time to navigate between sections of the website.

04

No Designated Section for Questions

There is no area in a digital workbook where students can ask questions to when they are confused or stuck. Even though students can ask questions in class or on Slack, having a designated area can benefit students by providing a convenient and accessible space for seeking clarification.

SOURCES

- <https://medium.com/@gaymerrill/how-to-create-an-interactive-workbook-that-gets-rave-reviews-f714ecd67895>
- <https://wooster.edu/academics/research/is/>
- <https://www.terry.uga.edu/companies-and-recruiters/partner-with-terry/project-based-learning/>
- <https://www.libs.uga.edu/chat>
- <https://ideacenter.nd.edu/se/opportunities/disclose-an-invention/>

