

Research Plan

Schwap Management Platform

Nov. 30, 2023

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Background

Schwap is a company that aims to bridge the gap between students and real-world work experience by pairing students with established companies. Currently, Schwap faces operational inefficiencies due to the need for a centralized platform for managing cohorts, students, projects, and company partnerships. The objective is to design a comprehensive web platform solution tailored to the specific needs of Schwap, to handle operations regarding their students, company partnerships, projects, and cohorts.

Objective

The objective of this research plan is to gather insights and data to inform the design and development of an internal management platform tailored to the specific needs of Schwap. This includes understanding the requirements and pain points of Schwap employees who will use the platform, auditing, and refining existing wireframes, and validating design decisions through usability testing, ultimately leading to the design of high-fidelity prototypes.

Questions

1. What are the key pain points and challenges faced by Schwap employees in managing cohorts, projects, students, and company partnerships?
2. What are the specific user workflows and tasks involved in handling cohort creation, matching processes, project organization, and post-matching oversight?
3. What are the essential features and functionalities required in the platform to streamline operations and enhance oversight for Schwap?
4. How do Schwap employees currently interact with the existing processes and what are their preferences for a new management platform?
5. What are the key usability issues and improvement opportunities identified through usability testing of the low-fidelity wireframes?

Methods

1. User Informational Interviews: Conduct interviews with Schwap to understand their perspectives, challenges, and requirements related to operational inefficiencies and internal management needs.
2. Workflow and Task Analysis: Analyze the current workflows and tasks involved in managing cohorts, projects, students, and company partnerships to identify inefficiencies and opportunities for improvement.

3. Competitive Analysis: Explore existing platforms and tools used in similar contexts to identify best practices and potential features that could improve Schwap's platform.
4. Wireframe Audit: Review and audit the existing wireframes provided by Schwap to identify gaps, inconsistencies, potential usability issues, and areas for improvement, ensuring alignment with user needs and workflows.
5. User Story Mapping (MVP): Create and prioritize user stories to reflect the tasks and interactions required to fulfill Schwap's needs, based on their identified needs and pain points. Prioritize and define the features and functionalities that constitute the MVP of the platform. This will serve as a clear guide for designing the information architecture to inform the wireframe updates, ensuring that the most essential user needs are addressed in the initial release.

Timeline

Nov.28: User Informational Interviews (Schwap call)

Nov. 29: Workflow Analysis & Competitive Analysis

Nov. 30: Wireframe Audit & User Story Mapping - MVP/Feature Prioritization

Dec. 8: Usability Testing

Regular communication and collaboration with the Schwap team are essential throughout the process to ensure alignment and gather continuous feedback with their context and requirements.

By following this plan, we aim to gather the necessary insights to inform the design and development of the management platform aligned with the specific needs and behaviors of Schwap, fostering more efficient operations and improved collaboration within the organization.