

INST 710 – UX Research Methods

Technology and

# Information Design

Team 6 – Identity

# Our Team

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Our objective is to conceive an **identity** for the upcoming major of Technology and Information Design.

The major issue we are facing is that as a new program, Technology and Information Design should have a **distinct identity** from InfoSci.



We interviewed **students** and **faculty**; and gathered very interesting data.

We conducted 6 full-fledged interviews.

We also did an engaging **in-the-wild study** with students @ UMD and collected more data from Reddit.

We spoke briefly with many random students around the campus to understand their idea of Information Design, and scoured Reddit to uncover popular doubts and views related to iSchool programs.

# We built two detailed **affinity maps**, from all the different sources of data we collected.

Here a sneak-peak of the data included in affinity maps:

I don't  
understand this  
major but it  
sounds tech  
related

This leads to jobs  
in software  
development

It qualifies me  
with skills that  
match the job  
market

InfoSci is not as  
prestigious as CS

I think infodesign  
is for empathetic  
and creative  
students

Interesting views from the in-the-wild study

Some inputs from reddit and student interviews.

# Information Design is for people who love to explore technology and want to work for big tech companies

I feel Information Design is an interdisciplinary major that expands CS.

The job aspects of this major lead to STEM related career working in tech companies.

It looks like it is related to data visualization and designing information.

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I think Technology and InfoDesign major will lead to jobs that have human-centered focus

# Information Design should take and expand on the positive aspects of InfoSci and expand as an **exploratory, human-centric, interdisciplinary** major

I have multiple factors influencing my choice of major including friends, family, professors and advisors

I want a major that is intellectually stimulating and not overpowering in terms of course load.

iSchool plays an important role in making the major successful by creating a collaborative environment.

Students achieving their personal and professional goals and having access to career opportunities.

Negative perceptions of the major and students putting in extra efforts to defy those myths.

# Based on the data from the affinity maps, we decided to build **personas** and develop a **relationship model**.



## Visionary Vivian

is finding a major that fits her career ambitions

Personas from our general affinity



## Social Simon

is a sophomore looking to change his major to Information Design



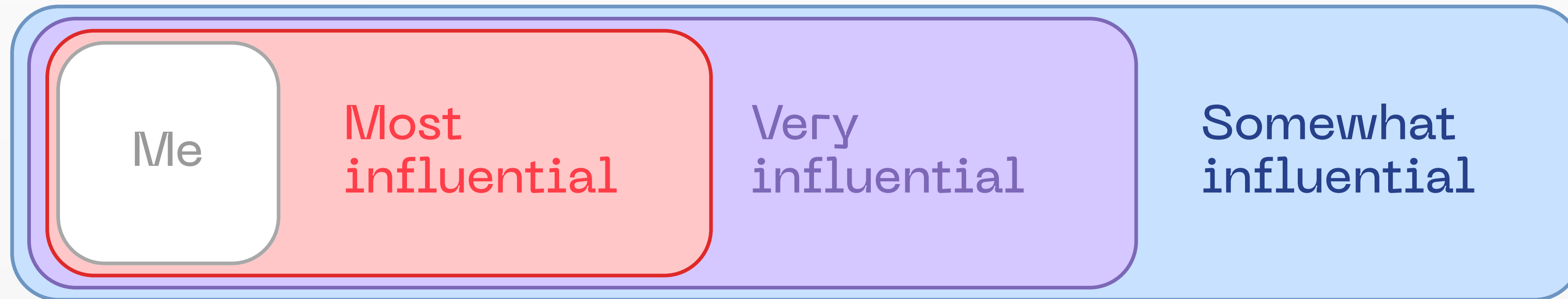
## Analytical Adam

wants a good job and make a lot of money in a big tech company

Personas from our in-the-wild affinity

# The relationship model defines how different people **influence** a prospective student's decision

when choosing a new major or changing their major





# Core Findings from the study

## Confusing Major Name

People get thrown off by the term "Technology"

## Lack of projects showcasing the major

People are skeptical about selecting new majors if they don't understand the outcomes of the project.

## Unclear career outcomes

Students want their majors to lead them to lucrative careers, and they feel confident when these outcomes are clearly conveyed to them.

## Lack of marketing

in defining what resources the iSchool has to offer. The website doesn't have a lot of positive reviews.

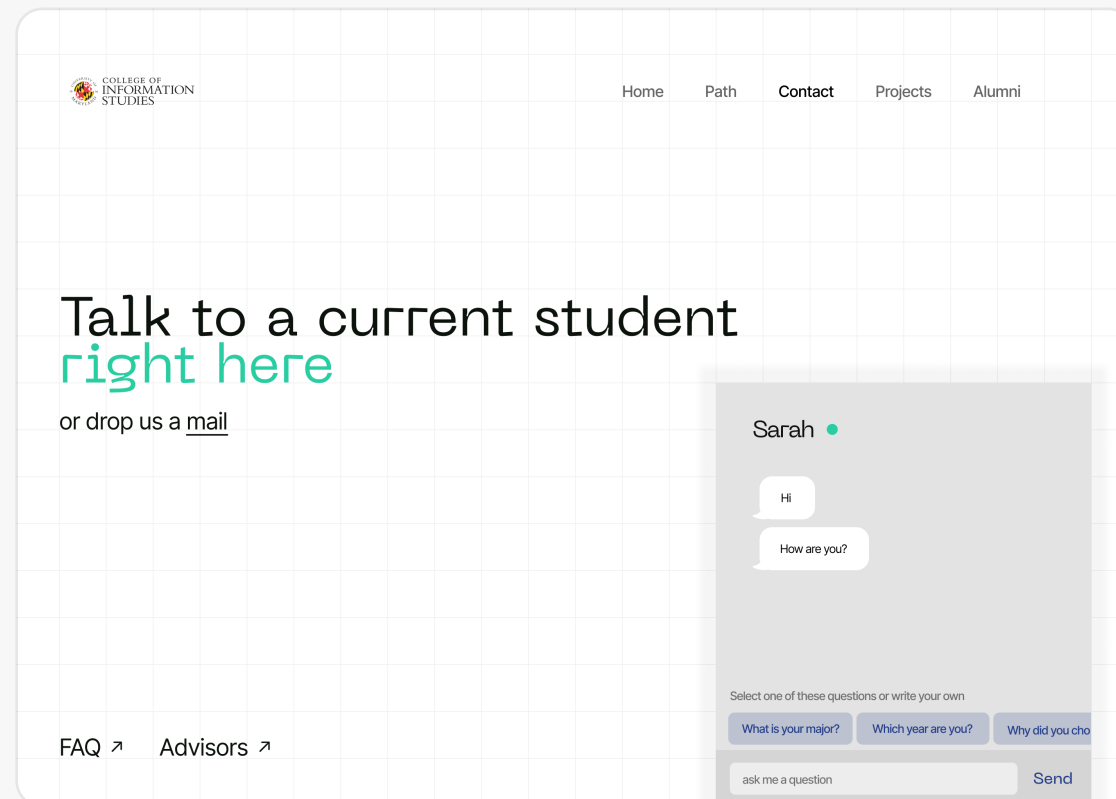
## Lack of testimonials

Connecting to an alumni network would allow the students to feel like they can succeed outside

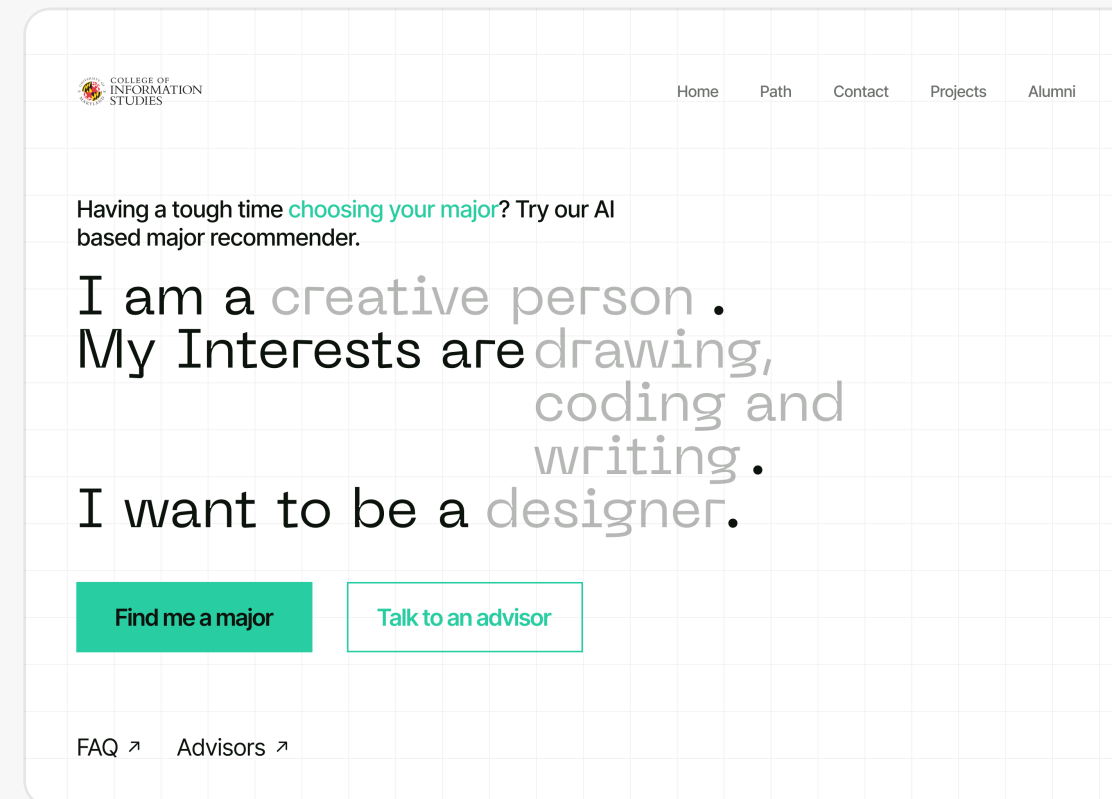


# Hot Ideas and Product Concepts

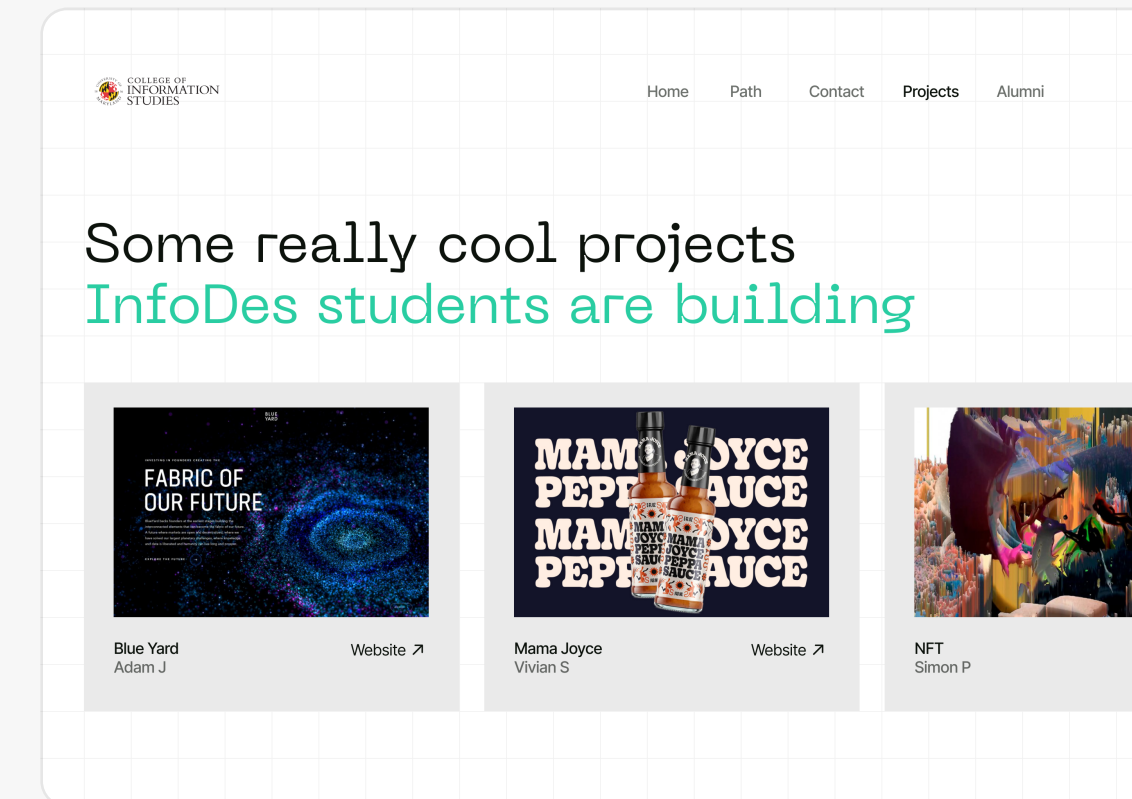
Things that will set InfoDesign apart



A chatbot for students to connect with each other



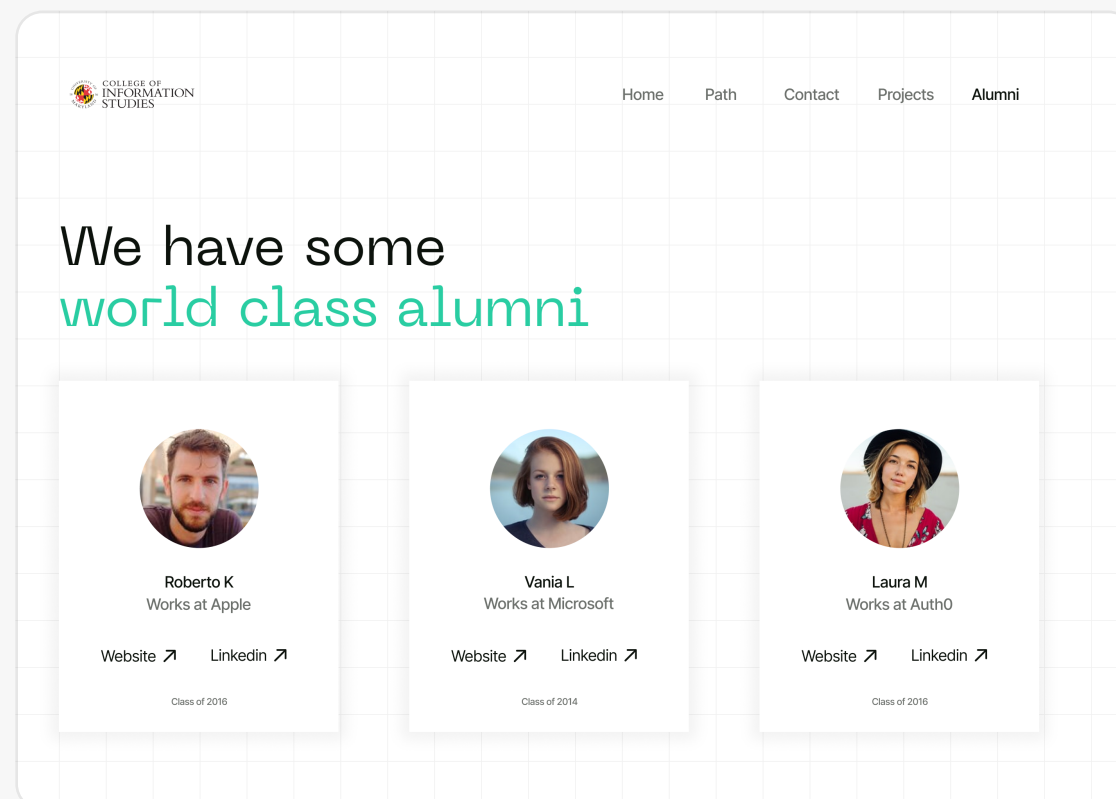
Recommendation system for majors



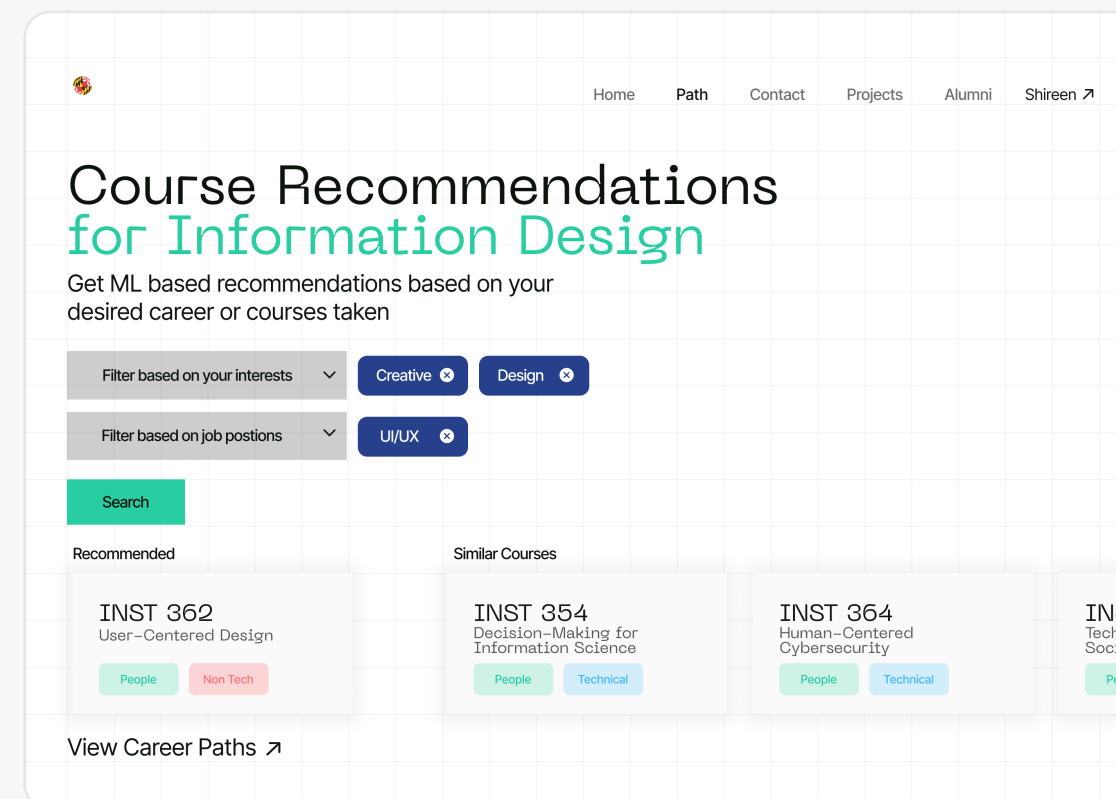
Wall of projects done by previous students

# Hot Ideas and Product Concepts

Things that will set InfoDesign apart



Alumni wall and  
contact options



Course recommender  
with career options

**Thank you**  
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