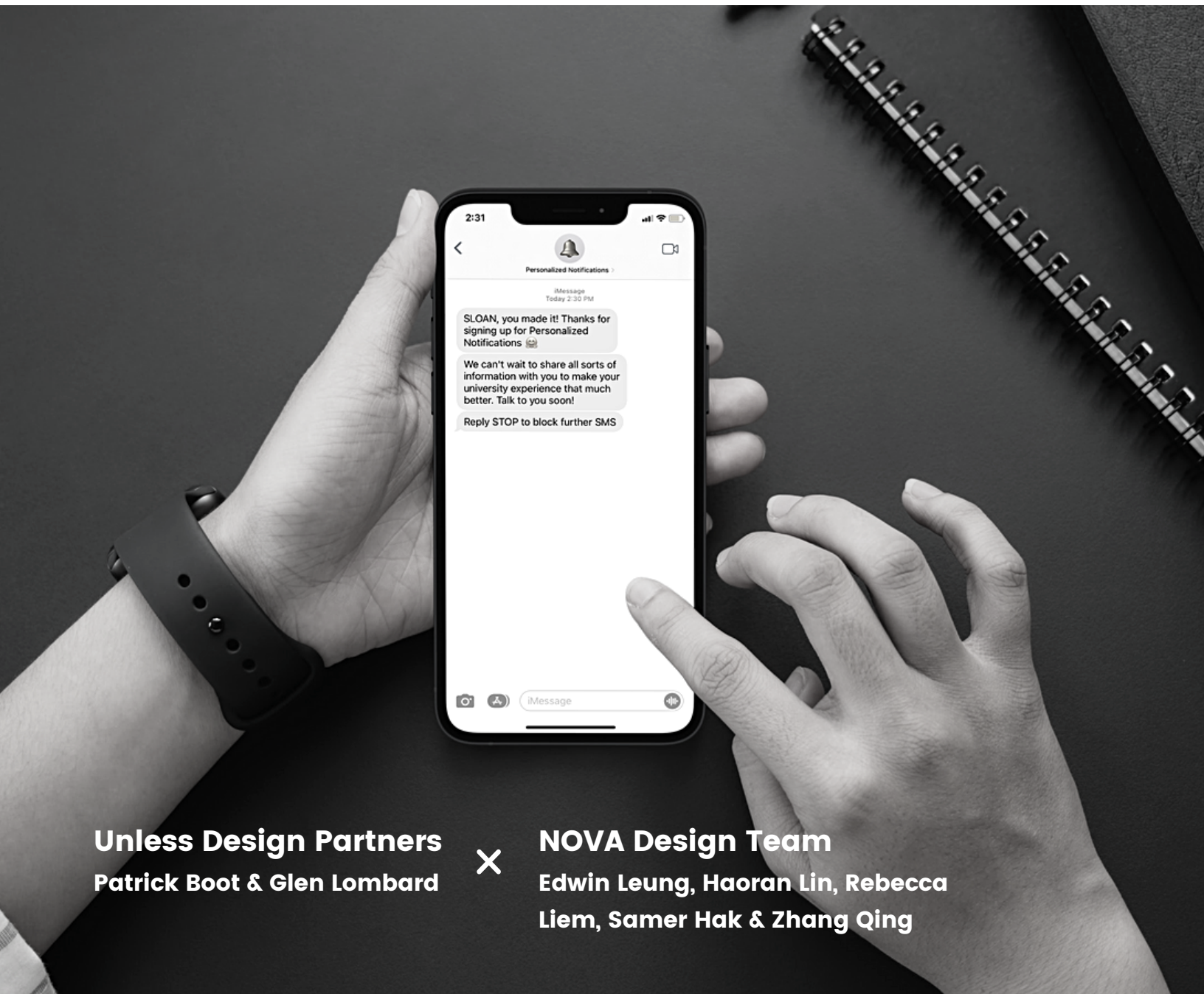


2022

PERSONALIZED NOTIFICATION SYSTEM REPORT



Unless Design Partners
Patrick Boot & Glen Lombard



NOVA Design Team
Edwin Leung, Haoran Lin, Rebecca
Liem, Samer Hak & Zhang Qing

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EXECUTIVE SUMMARY

Personalized Notifications is a way for students to navigate messages and information from Laurier. This design tackles wellness initiatives by making sure students are receiving the information that they want, when they want it. Personalized Notifications directly impact students by giving them the power to filter information about events, clubs, extracurricular activities, the wellness center, and more, which reduces their stress and anxiety.

This report outlines the entire breakdown of our 8 week-long project, giving you the information about where we started to where it ended. Our project was based on the multi-campus review report provided to us by Unless Design Partners. This report will show our research methods, user interview/user testing findings, prototypes, and the final iteration of our design that we believe will best help students' wellness.



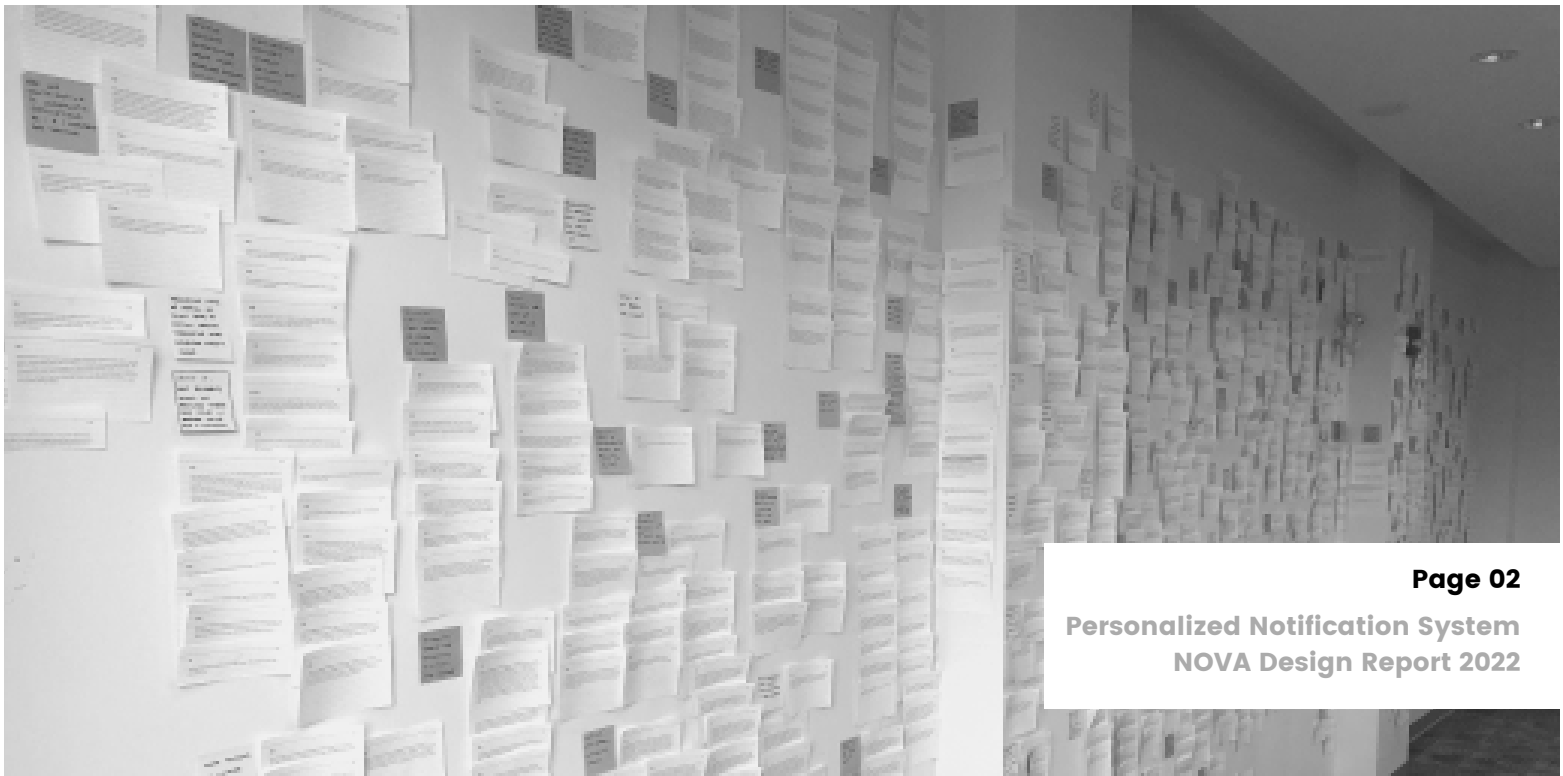
THE PROBLEM

Unless Design Partners came to us with the issue that students at Wilfrid Laurier University lack the information they need to improve their wellness. At Laurier, students are not aware of the services that are offered or what information is relevant to them. Ultimately, their wellness begins to get neglected and becomes an afterthought. Our team soon realized that the problem students were facing was regarding the amount of information they are bombarded with daily. The information that should have been helping the students improve their wellness is negatively affecting their well-being.

HOW MIGHT WE

How Might We...

ensure that students are getting the info they want/need at the appropriate time in a clear way?



INTRODUCTION & PROJECT BACKGROUND

Wellness is a broad category that includes various topics like; financial wellness, spiritual wellness, physical wellness, mental wellness, etc. Our team wanted to ensure that Laurier students find information on wellness and other school events or opportunities without the hassle.



Our project focuses on alleviating the noise that university emails create and instead, allows students to have specifically tailored notifications. We created a page in LORIS, which is an already existing system that students need to use to find out their course schedules, official grades, tuition, etc. On this page, users can choose specifically what information they want to hear regarding school events, activities, important dates, or wellness-related content. The student can then receive their tailored messages via their university email or text message.

Our goal is to relieve students of overstimulation and stress when they need information about Wilfrid Laurier University. An increase in the overall student experience allows students to feel connected and alleviate anxiety. This will increase the signal on all important information and will ripple through the system.

“Relevance of information doesn’t align with the timing of when students need it”

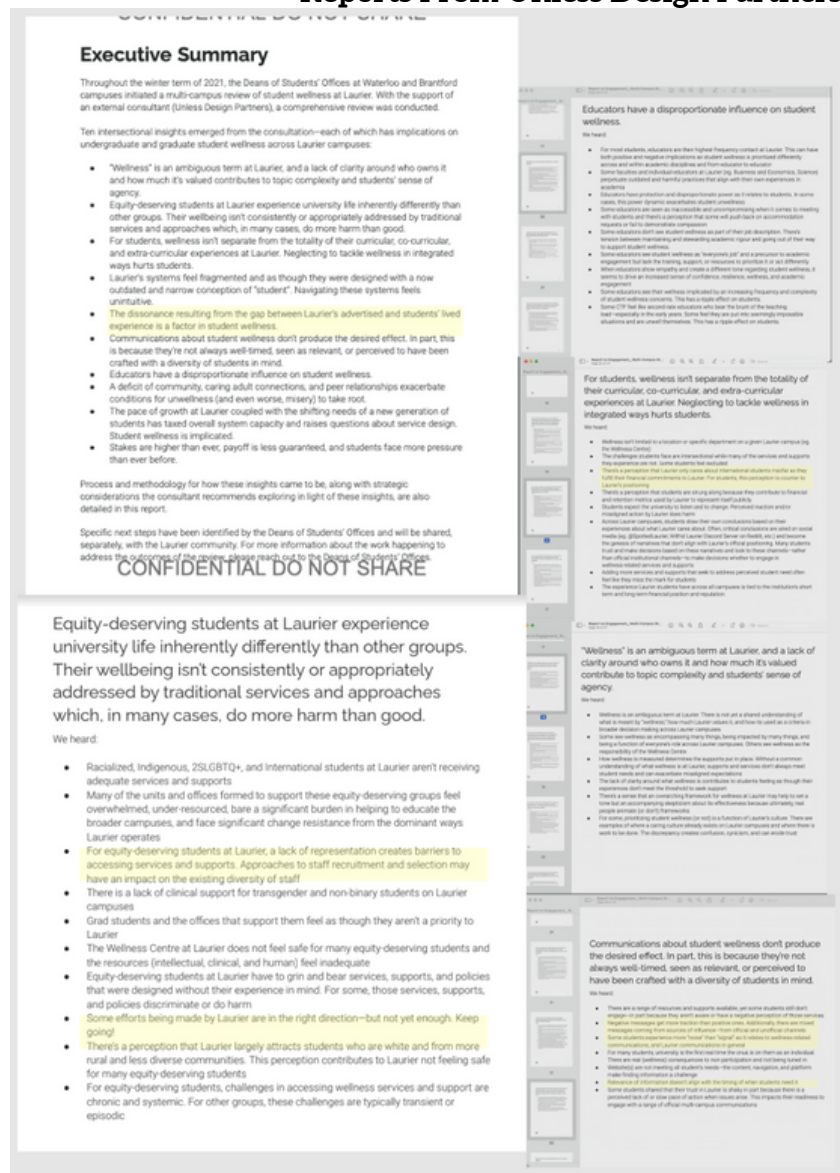
- Unless Design Partners, 2021

Unless Design Partners gave us a summary of their research and questions related to student wellness and welfare, which contained many exciting questions encompassing all aspects of students' lives in university. However, there were two issues in the report that stuck out to us.

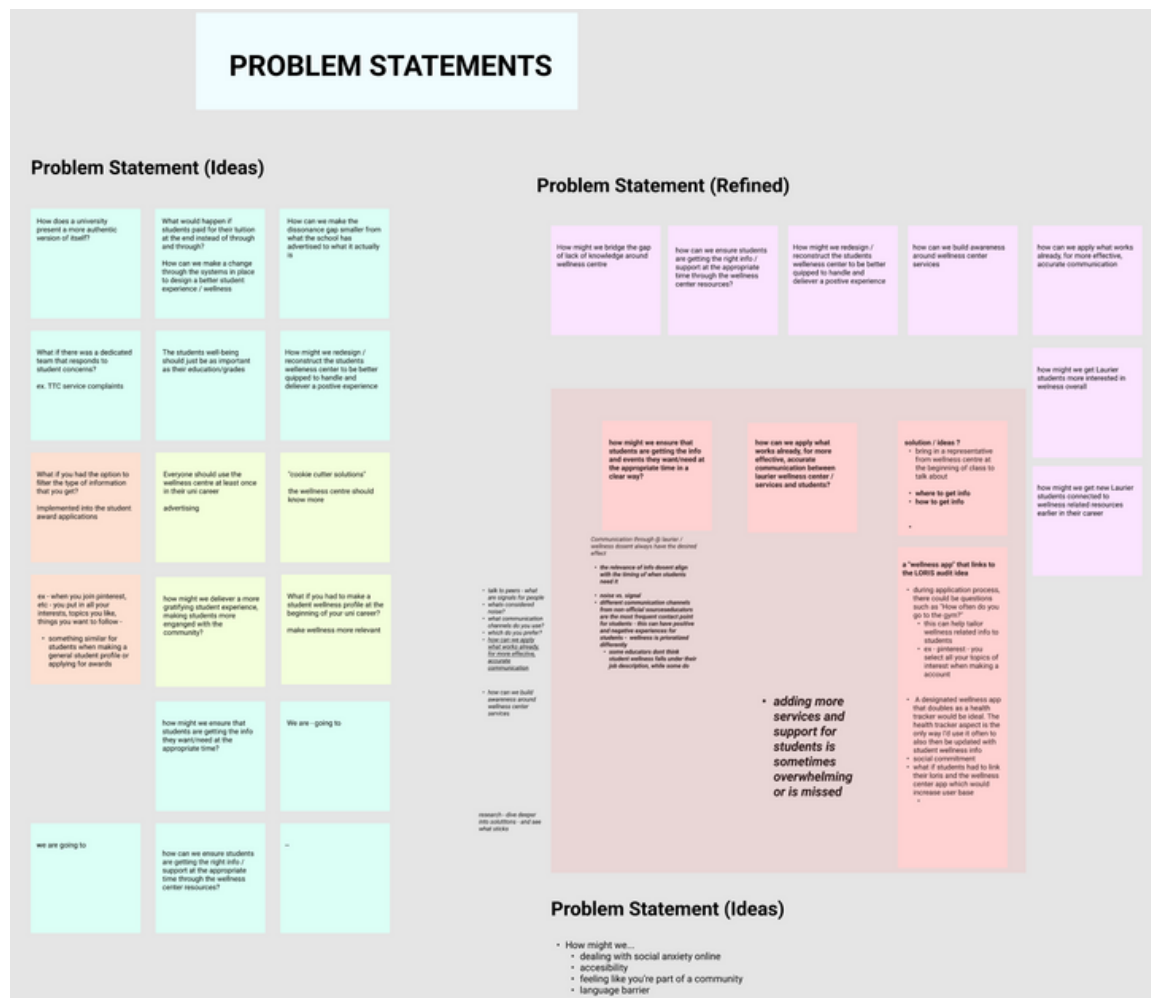
Reports From Unless Design Partners

"Negative messages get more traction than positive ones. Additionally, there are mixed messages coming from sources of influence - from official and unofficial channels. Some students experience more 'noise' than 'signal' as it relates to wellness-related communications and Laurier communication in general."

"Relevance of information doesn't align with the timing of when students need it."



We conducted multiple rounds of brainstorming on the questions to determine what was most relevant to Laurier students' everyday situations.



We came up with several points from the wide range of questions:

- **Student wellness**
- **Noise vs signal**
- **Events**

The **entry point** for these questions was:
Laurier students looking for information.

With this, we finally decided on the direction of our research and our How Might We statement.

During the research phase, we started by understanding the main usage habits of the users. We first investigated where students got information about Laurier from. We conducted user interviews and got feedback from 13 users, through 6 different channels, including;

- **Friends**
- **MyLearningSpace**
- **Instagram**
- **Twitter**
- **Facebook**
- **Email**



The results showed that

- **Students get their information from their friends or through word of mouth.**
- **Most students are accustomed to using social media to ask groups of friends for answers to their questions.**
- **Laurier students are left to passively receive recommendations from the school, such as the weekly news.**

Where do you get your news about Laurier from?



When asked "Which communication channel would you prefer to receive important info or any info about the school and why?"

The most frequent response was text messages.

Which communication channel would you prefer to receive important info or any info about school?



One of the participants explained,

"I get so much info I miss and just don't look at. I'm always on my phone, never check emails, I'll always read a text."

The information obtained from the above results shows that Laurier's efficiency in using email to disseminate info is low. We went on to get to the heart of the matter, trying to understand the main pain points of Laurier students' daily email checking experience. When asked about their experience with email, one participant said.

"I hate getting spammed, especially when I get all these emails; I usually never check them."

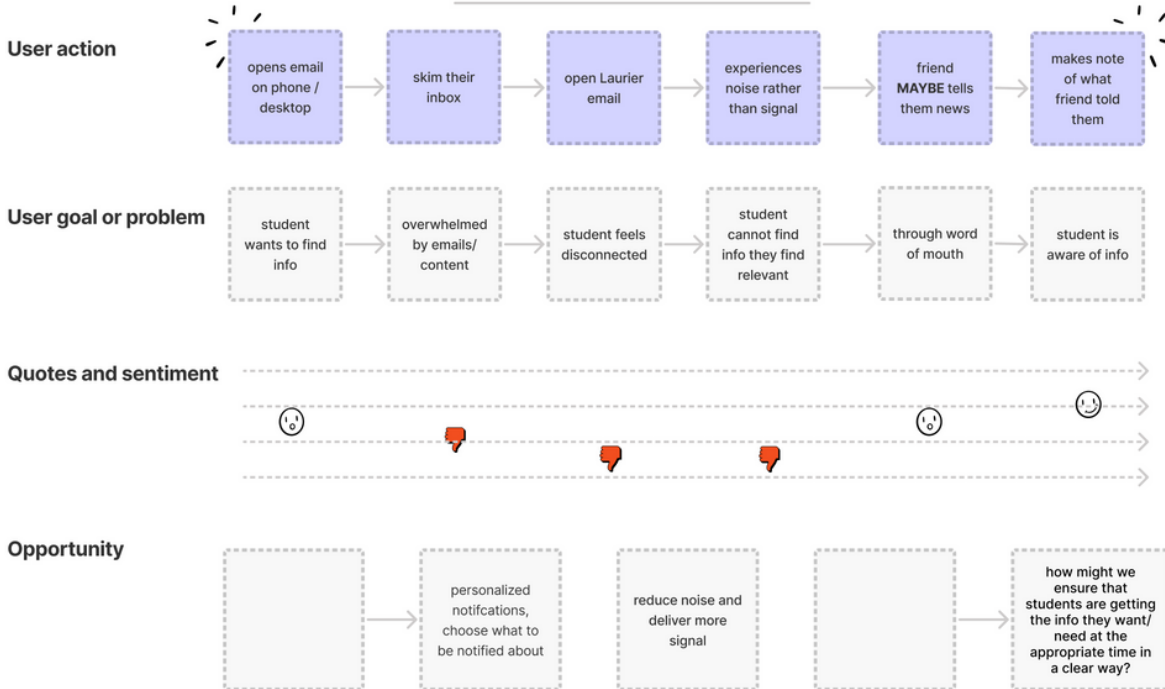
With our problem statement in mind and the data from our user interviews, we began by creating a journey map of what Laurier students might currently go through when they are trying to find information



The CURRENT user journey of....



a Laurier student



We asked users how they currently find information that is relevant to them from Laurier. Through our user interviews, we noticed some things about the current flow for students and were able to build a journey map to show you what the current experience is for students.

One pain point we noticed for students when they were skimming through their inboxes was that they were developing notification anxiety. They were receiving too many emails and spam - students were overloaded with the amount of information and failed to see important details.

As the student looks through the email, there's another pain point of there being more noise than signal. For students, the amount of information received in their Laurier emails is much more noise than any signal, which also causes a feeling of disconnect. Reaching out to their friends is also a pain point because it adds yet another communication channel.

We also created a persona based on our research in order to keep our focus throughout the rest of the project:

Nova
Designs

Persona



Sloan Coleman (she/her)

Sloan is a first year student here at Wilfrid Laurier. Sloan struggles with anxiety and depression due to the new environment, and have gradually lost interest in many things.

1st year Student
Job Title - Part Time Employee
Location - Brantford (Off Campus)

SCREEN TIME

Thursday, February 24

175



Day	Screen Time
S	150
M	100
T	120
W	250
T	180
F	220
S	150



Hour	Screen Time
12 AM	2
1 AM	1
2 AM	1
3 AM	1
4 AM	1
5 AM	1
6 AM	1
7 AM	1
8 AM	1
9 AM	1
10 AM	1
11 AM	1
12 PM	1
1 PM	1
2 PM	1
3 PM	1
4 PM	1
5 PM	1
6 PM	1

- Gmail 143
- Snapchat 17
- WhatsApp 5
- Messages 4

GOALS

- Find information about mental wellness at Laurier
- Go to clubs or events & make friends

PAIN POINTS

- Overwhelmed with school
- Cannot find out who to talk to
- Doesn't know where to sign up for clubs/events
- Emails increases anxiety

A lot of communication during the workday is delivered to students' Laurier email. This results in students receiving vast amounts of emails from the school in a single day or on consecutive days. On top of that, if students link their MyLearningSpace notifications to their school email, the total amount of emails they receive can even double. In addition, most email applications on smartphones are tied to more than one email address. Multiple email addresses, a massive amount of daily emails, and only one phone as an inbox will lead to being bombarded with emails. Students will experience avoidance behaviour and unnecessary tension when receiving emails or hearing notification sounds. So based on the above findings, we decided to build a personalized notification system that allows Laurier students to filter out noise based on existing platforms and mental models.

PROTOTYPE PHASE

Leaving the research phase, we started working on the first iteration of the prototype on Figma. Since we chose to use LORIS as the basis for our existing platform, the page design followed LORIS' clean style and layout. For the colours, we referred to the Laurier style guide and used the Primary Laurier Palette: purple, gold and red; for the typeface, we chose the Calluna font used by Laurier.

Laurier Primary Colors

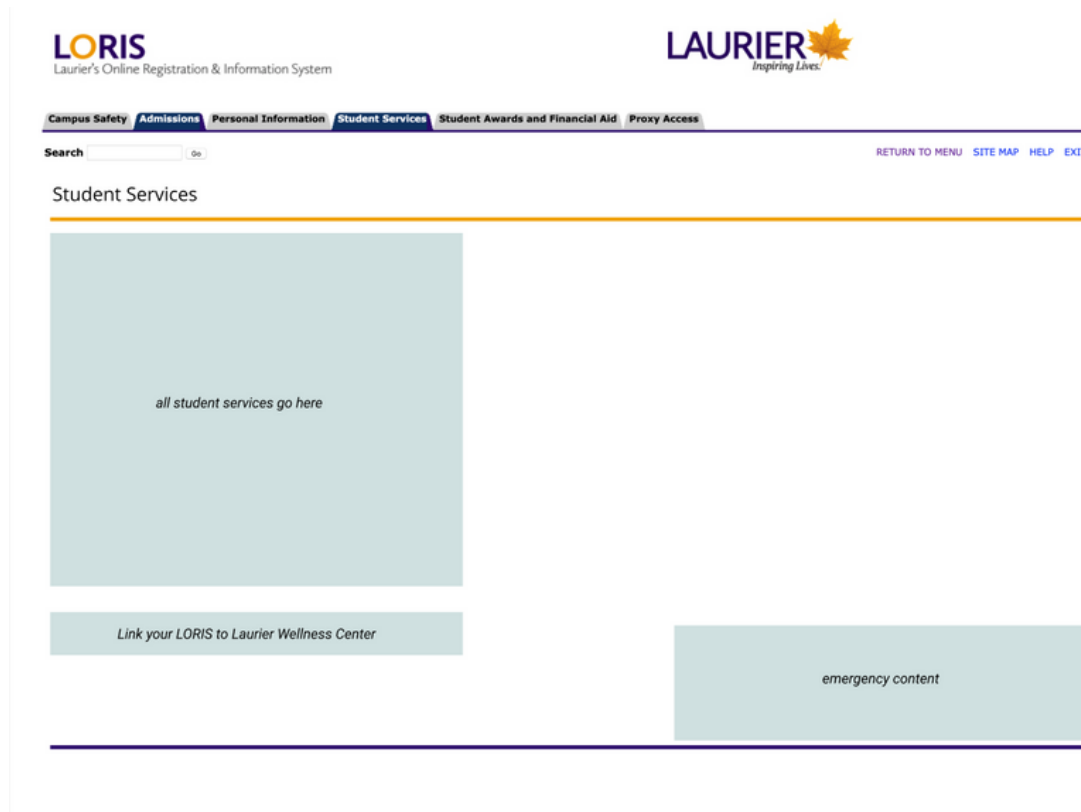


#422C88

#FDB515

#EF463B

We made the first iteration of wireframes based on the LORIS interface.



With the foundation of the wireframe, we started to make the first iteration of the prototype.

LORIS

Laurier's Online Registration & Information System

LAURIER

Inspiring Lives.

Campus Safety

Admissions

Personal Information

Student Services

Student Awards and Financial Aid

Proxy Access

Search

Go

SITE MAP

HELP

EXIT

Main Menu

Enrolment Services Notice

Students are invited to review information posted to the Laurier website related to [incoming first year undergraduate students](#), [registration](#), [tuition & fees](#), [International student support](#), [Faculty of Graduate & Post-Doctoral Studies](#), and [vaccine compliance FAQs](#).

Campus Safety

Stay safe! Sign up for ENS and Download SAFEhawk!

Admissions

View your undergraduate admission applications

Personal Information

Update your Emergency Contact information; View/Update your address(es) and phone number(s); View e-mail address(es); View instructions to change your Name & Social Insurance Number; Change your PIN; Change your security Question

Student Services

Register; View your academic records and fees, view or print T2202A Tax receipt, View Student Invoice, Request a refund

MyLearningSpace

On-line courses at Laurier!

Student Awards and Financial Aid

Apply for Student Aid; review application and awarding status

MyExperience

Click here for MyExperience

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MyExperience

This is a personalized notification system designed for you to get the information you want from Laurier's services. This will let you control the notifications you receive from Laurier via SMS.

Choose your areas of interest

Select whichever areas of interest you want to be notified about. Choose as little as 1, or as many as you would like, and hit save to save your selection.

☐ Academic

☐ Fundraiser

☐ Mental health check-in

☐ Housing

☐ Remote resources

☐ Advocacy

☐ Health and Wellness

☐ Wellnesss Support

☐ Physical health

☐ -

☐ Alumni

☐ Laurier Brantford

☐ Virtual peer support

☐ Health services

☐ -

☐ Food

☐ Laurier Waterloo

☐ Counselling

☐ Fitness

☐ -

☐ Free Stuff!

☐ Leadership

☐ Remote wellness check-ins

☐ Social

☐ -

Save

Clear

Preferred method of contact:

Leave your contact information in order to get the personalized notifications based on your interests.

Phone number (SMS):

Check box if you wish to use laurier email instead:

Sign up for personalized notifications

user can opt out at any time.

If you are suicidal or do not think you can keep safe right now:

24/7 Help # 1-844-437-4347

Special Constable #519-885-3333

RELEASE: 8.9.1.3

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After completing the skeleton of the first version of the prototype, we started adding details. This included confirmation pages, pop-ups, the look of messages received on the SMS end, and the look of emails received on the email end. This gave us the first version of the untested prototype.

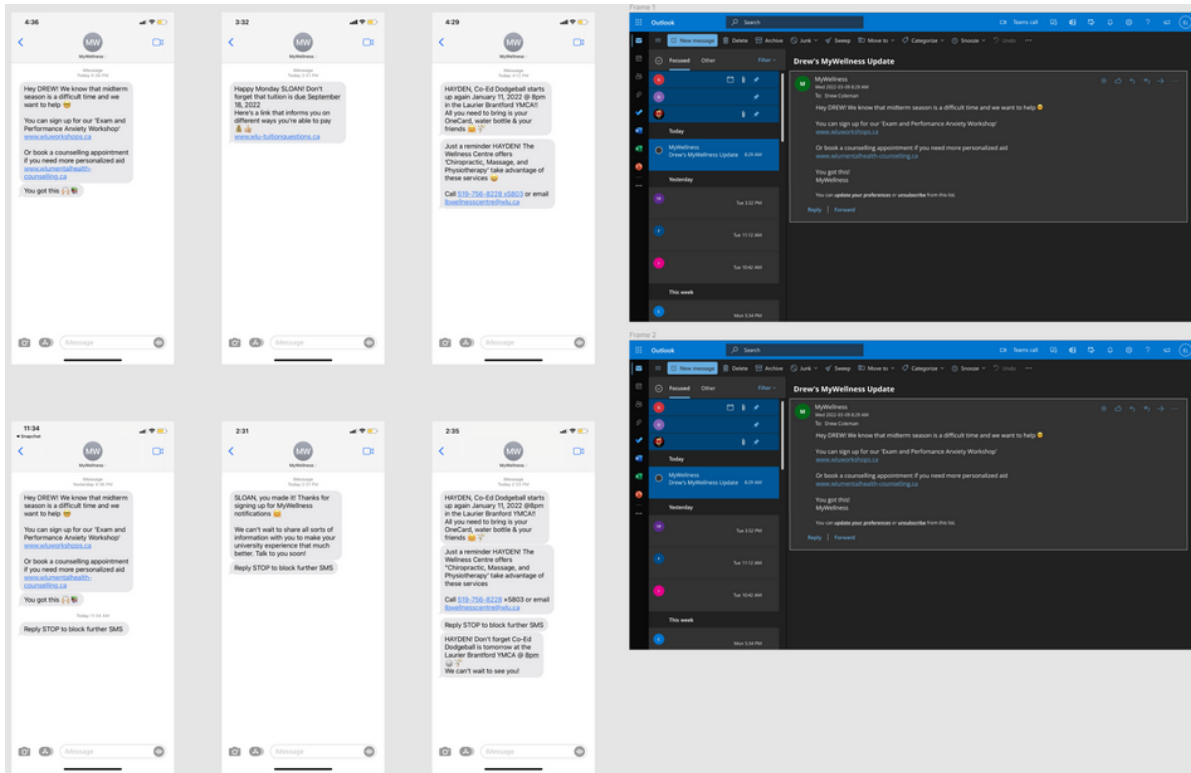
Confirmation Page

The screenshot shows the LORIS (Laurier's Online Registration & Information System) interface. At the top, there are logos for LORIS and LAURIER. Below the logos is a navigation bar with links: Campus Safety, Admissions, Personal Information, Student Services, Student Awards and Financial Aid, and Proxy Access. A search bar is located on the left, and links for SITE MAP, HELP, and EXIT are on the right. The main heading is "MyExperience", followed by a subheading: "This is a personalized notification system, designed for you to get the information you want from Laurier's services. This will let you control the notifications you receive from Laurier via SMS." Below this, there is a link "Back to MyExperience" with the text "Update interests or contact information". A message follows: "Hi there, Thank you for using the MyExperience personalized notification system. We have sent you an SMS confirming your registration. You can come back and update your interests and notification settings from your MyExperience page on LORIS. If you wish to unsubscribe from notifications please remove your contact information." On the right side, there is a red box with white text: "If you are suicidal or do not think you can keep safe right now: 24/7 Help # 1-844-437-4347 Special Constable #519-885-3333". At the bottom, there is a footer with the text: "RELEASE: 8.9.1.3 © 2022 Ellucian Company L.P. and its affiliates."

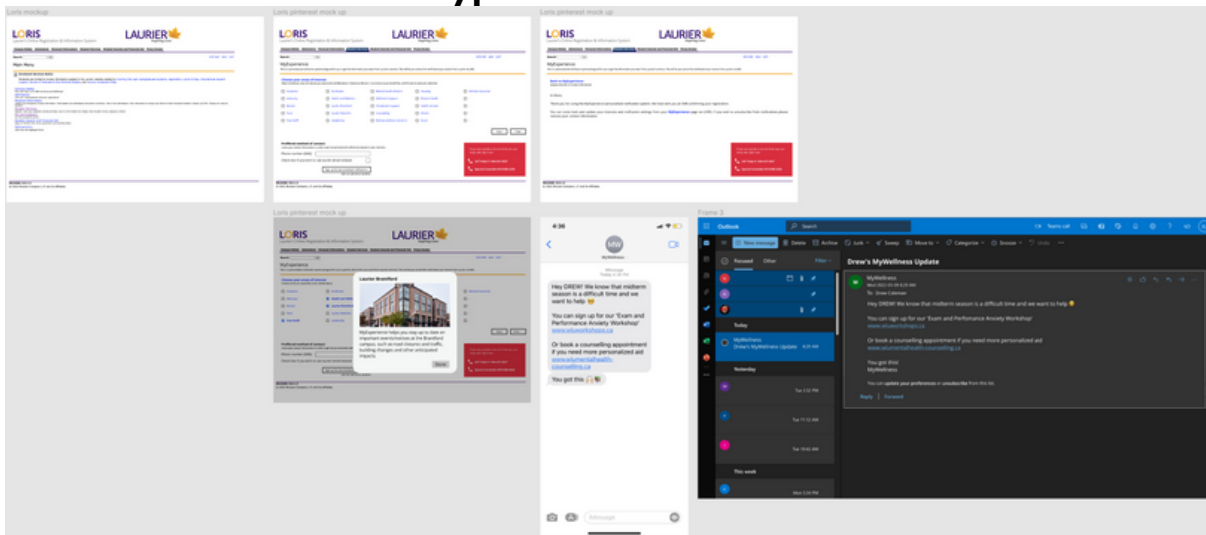
Pop-ups

The screenshot shows the LORIS MyExperience interface with a pop-up window. The background is the same as the previous screenshot, but with a "Choose your areas of interest" section. This section has a heading "Choose your areas of interest" and a subheading "Choose items you would like to be notified about." Below this are two columns of checkboxes. The first column includes: Academic, Advocacy, Alumni, Food, Free Stuff (checked), Fundraiser, Health and Wellness (checked), Laurier Brantford (checked), Laurier Waterloo, and Leadership. The second column includes: Remote resources. Below the checkboxes are "Save" and "Clear" buttons. A "Preferred method of contact:" section is also visible, with a subheading "Leave your contact information in order to get the personalized notifications." and a "Phone number (SMS):" field. A "Check box if you wish to use Laurier email instead:" is also present. The pop-up window is titled "Laurier Brantford" and features a photo of a brick building. The text inside the pop-up reads: "MyExperience helps you stay up to date on important events/notices at the Brantford campus, such as road closures and traffic, building changes and other anticipated impacts." There is a "Done" button at the bottom of the pop-up. The footer is the same as the previous screenshot.

SMS & E-mail



Overall Look of First Prototype



TESTING PHASE

Our goal was to make the design easy to use and intuitive during the testing phase. We set up two rounds of usability tests to identify issues in the prototype. We gained critical insights into the participants' initial thoughts on the product and observed how the design worked while they navigated through it. We conducted 2 rounds of cognitive walkthroughs and one round of A/B tests. In the cognitive walkthroughs, participants were asked to use the think-aloud technique to say what they saw and thought when solving the problem and performing tasks.

Our first round of usability testing included 13 participants. The second round included 9 participants, of which 6 took part in A/B tests. All participants were informed of the process and purpose of the test and understood that the testing process would be recorded. The tasks they were asked to complete in the cognitive walkthrough include:

- **Where would you go to get notified?**
- **How would you update your interests?**
- **What would you do if you were not sure what these tags meant?**
- **What do you think happens if you click an interest?**
- **What would you do if an interest you have is not there?**
- **How would you add your contact information?**
- **How would you remove your contact information?**

Some additional questions include:

- **After going through everything, can you tell me what the purpose of this service is?**

We also had to decide on the arrangement and organization of the tags. We prepared two designs for the A/B test and let the participants decide which one suited them better. The question we asked is:

- **Which design works better for you and why?**

Notes on Results

Cognitive walkthrough feedback

Were you go to learn about your experience / personalized notifications?

- Clicked "Student Services"
 - confused by the name "MyExperience", didn't read the description
- Navigator
 - change the font/colour - doesn't look the same
 - put it in alphabetical order

How would you update your interests?

- went back to MyExperience page and clicked "Clear"
 - confused why clicking "Clear" also cleared their contact info
 - "Why did it also clear my contact info?"
 - reopen the myexperience
 - the buttons shift on some screens

What do you think happens if you click an interest?

- more information
- "I only clicked it because you told me to. If the sentence at the top said "Click on an interest to learn more about it, I would be more likely to click it."
- wants to click one interest at a time
- wants to read the interest before clicking it

What would you do if an interest you have is not there?

- can't click on them sometimes

How would you add your contact info?

- clicked phone number / email
- Capitalize the "user" in the sign up thing underneath

How would you remove contact information?

- slight confusion how to remove contact information
- maybe add a garbage icon
- Block the text sender on the phone
- No interest in clicking "save", only clicked "clear" and assume it's been recorded

Additional notes

- for the pop ups - when users click the interest for more information - they think its a advertisement
 - change close button from top right "x" to bottom right close / done button
- spelling and grammar
 - make sure to use "professional language"
 - "I associate LORIS with professional language"
- update text / language on final confirmation page
 - maybe prototype all buttons
- for the pop ups - when users click the interest for more information - they think its a advertisement
 - change close button from top right "x" to bottom right close / done button
- spelling and grammar
 - make sure to use "professional language"
 - "I associate LORIS with professional language"
- update text / language on final confirmation page
 - maybe prototype all buttons
- A scrollable list with each tag sorted in alphabetical order

What would you do if you were not sure what these tags meant?

Copy the tag and google it
(pop ups were not working in the prototype)

After going through everything, can you tell me what the purpose of this service is?

Helping students choose courses
Helping students understand their future interests

Notes on Changes & Fixes

Cognitive walkthrough Revised changes / fixes

QUESTION 1

- make the font match: **Verdana**
- move it between "Student Services" and "MyLearningSpace"
- **change the name to something that relates more to "notifications"**
 - Personalized Notifications
- put "MyExperience" in the "Student Services" page
 - click the "Student Services" tab on the top or in the Main Menu
 - goes to "Student Services" page
 - "MyExperience" is in the list
 - move entry point in middle of main menu - not at bottom

QUESTION 2

- trash can beside contact info
- after clicking "Save" there's a confirmation saying "Your interests have been saved" underneath
- after clicking "Clear" there's a confirmation saying "Your interest have been cleared" underneath
- Idea to have the interests appear in a bar



A/B test on this idea

- remove the save and clear buttons + replace it with this idea and test both - see what peeps think
- right when they click "MyExperience" it shows 2 checkboxes
 - add a page after the first screen - that prompts a screener question - are you from wlu or brantford?
 - what about Milton, Kitchener and Toronto campuses?
 - then it shows interests

QUESTION 3

- zack/eddie suggest putting a small info beside each interest for more info
- hover over an interest and it underlines
 - small pop-up window on the side that displays more info
- **info icon with description**
 - "Click on an interest to learn more about it, I would be more likely to click it."
- **prototype so that you can click the text to show pop-up before having to click the checkbox**

QUESTION 4

- test the feedback option
- prototype so that the checkbox beside works

QUESTION 5 -

- make a screen to show the email option
 - "We have sent you an email confirmation"
- remove "Hi there," - unprofessional
- add a one liner above contact info that lets user know - either SMS or laurier email - those are the choices
 - or both

QUESTION 6

- **REFER TO QUESTION 2 CHANGES**

ITERATION

After the first round of cognitive walkthroughs, we found that the product was lacking in many areas. However, while most of the participants were disappointed with the prototype, we received valuable feedback, which can be summarized in the following categories:

Naming Issues

- The name does not allow users to quickly determine the function

Visual Issues

- The font does not match the LORIS font

Functional Issues

- Clearing and saving functions

Lack of necessary explanations and hints

- Users are not clear about the meaning of some tags

Low fidelity and usability of the prototype

- Some buttons are not available and shift on some screens

Users understood the functionality of the design, but a few minimal changes were made to clear some minor confusion. Based on feedback from the first round of testing, the following changes were made.



Before

LORIS

Laurier's Online Registration & Information System

LAURIER

Inspiring Lives.

Campus Safety

Admissions

Personal Information

Student Services

Student Awards and Financial Aid

Proxy Access

Search

Go

SITE MAP

HELP

EXIT

Main Menu

Enrolment Services Notice

Students are invited to review information posted to the Laurier website related to incoming first year undergraduate students, registration, tuition & fees, International student support, Faculty of Graduate & Post-Doctoral Studies, and vaccine compliance FAQs.

Campus Safety

Stay safe! Sign up for ENS and Download SAFEhawk!

Admissions

View your undergraduate admission applications

Personal Information

Update your Emergency Contact information; View/Update your address(es) and phone number(s); View e-mail address(es); View instructions to change your Name & Social Insurance Number; Change your PIN; Change your security Question

Student Services

Register; View your academic records and fees, view or print T2202A Tax receipt, View Student Invoice, Request a refund

MyLearningSpace

On-line courses at Laurier!

Student Awards and Financial Aid

Apply for Student Aid, review application and awarding status

MyExperience

Click here for MyExperience

Product name does not directly remind users to the function

The font does not match the other links above

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After

LORIS

Laurier's Online Registration & Information System

LAURIER

Inspiring Lives.

Campus Safety

Admissions

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Stay safe! Sign up for ENS and Download SAFEhawk!

Admissions

View your undergraduate admission applications

Personal Information

Update your Emergency Contact information; View/Update your address(es) and phone number(s); View e-mail address(es); View instructions to change your Name & Social Insurance Number; Change your PIN; Change your security Question

Student Services

Register; View your academic records and fees, view or print T2202A Tax receipt, View Student Invoice, Request a refund

Personalized Notifications

Update your interests; Personalized Notification System for an enhanced student experience

MyLearningSpace

On-line courses at Laurier!

Student Awards and Financial Aid

Apply for Student Aid, review application and awarding status

Font change and position change to fit the LORIS design

Naming change, more direct and easy to associate from the name to the function

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Page 19

Personalized Notification System
NOVA Design Report 2022

Before

LORIS

Laurier's Online Registration & Information System

LAURIER

Inspiring Lives!

Campus Safety

Admissions

Personal Information

Student Services

Student Awards and Financial Aid

Proxy Access

Search

Go

SITE MAP

HELP

EXIT

MyExperience

Naming issue

Unclear call to action

This is a personalized notification system, designed for you to get the information you want from Laurier's services. This will let you control the notifications you receive from Laurier via SMS.

Choose your areas of interest

Select whichever areas of interest you want to be notified about. Choose as little as 1, or as many as you would like, and hit save to save your selection.

Academic

Advocacy

Alumni

Food

Free Stuff!

Fundraiser

Health and Wellness

Laurier Brantford

Laurier Waterloo

Leadership

Mental health check-in

Wellness Support

Virtual peer support

Counselling

Remote wellness check-ins

Housing

Physical health

Health services

Fitness

Social

Remote resources

-

-

-

-

Save

Clear

Unusable checkboxes

Buttons shift on some screens

Missing tips

Unclear call to action

Some tags have similar meanings and are listed in the wrong order

Missing the feature to add undisplayed interests

Confusing button meanings

Missing the feature to adjust frequency of notification

Preferred method of contact:

Leave your contact information in order to get personalized notifications based on your interests.

Phone number (SMS):

Check box if you wish to use Laurier email instead:

Sign up for personalized notifications

user can opt out at any time.

If you are suicidal or do not think you can keep safe right now:

24/7 Help # 1-844-437-4347

Special Constable #519-885-3333

RELEASE: 8.9.1.3

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After

LORIS

Laurier's Online Registration & Information System

LAURIER

Inspiring Lives!

Campus Safety

Admissions

Personal Information

Student Services

Student Awards and Financial Aid

Proxy Access

Search

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SITE MAP

HELP

EXIT

Personalized Notifications

Naming change, call to action statement change

This is a personalized notification system, designed for you to get the information you want from Laurier's services and events. This will let you control the notifications you receive from Laurier via SMS or email.

Choose your areas of interest

Select whichever areas of interest you want to be notified about. Choose as little as 1, or as many as you would like, your selection will be saved automatically.

Academic

Advocacy

Alumni

Food

Free Stuff

Fundraiser

Laurier Brantford

Laurier Waterloo

Leadership

Music

Off Campus

Outdoors

Public

Social

Sports

Sustainability

Ticketed Events

Virtual Events

Mental Wellness

Physical Wellness

Social Wellness

Financial Wellness

Spiritual Wellness

Vocational Wellness

Environmental Wellness

Clear All

Change the "save" and "clear" buttons to "clear all" and "submit" and reposition them

Click an interest to learn more.

Add tips

fix "button shifts" issue

refined tags namings and sorted alphabetically

Add the feature of reporting new interests

Don't see something you're interested in?

Other:

Submit

Preferred method of contact:

Leave only 1 piece of contact information in order to get personalized notifications based on your interests.

Phone number (SMS):

Check box if you wish to use Laurier email instead:

Frequency of Notifications:

Daily

Weekly

Bi-Weekly

rewording the sign up button

Confirm

User can opt out at any time.

Add the feature of setting frequency

If you are suicidal or do not think you can keep yourself safe right now:

24/7 Help # 1-844-437-4347

Special Constable #519-885-3333

RELEASE: 8.9.1.3

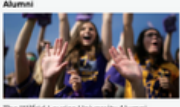
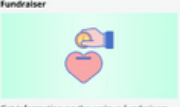
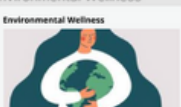
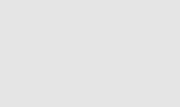
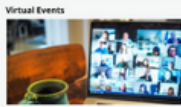
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Functional Pop-ups and Details

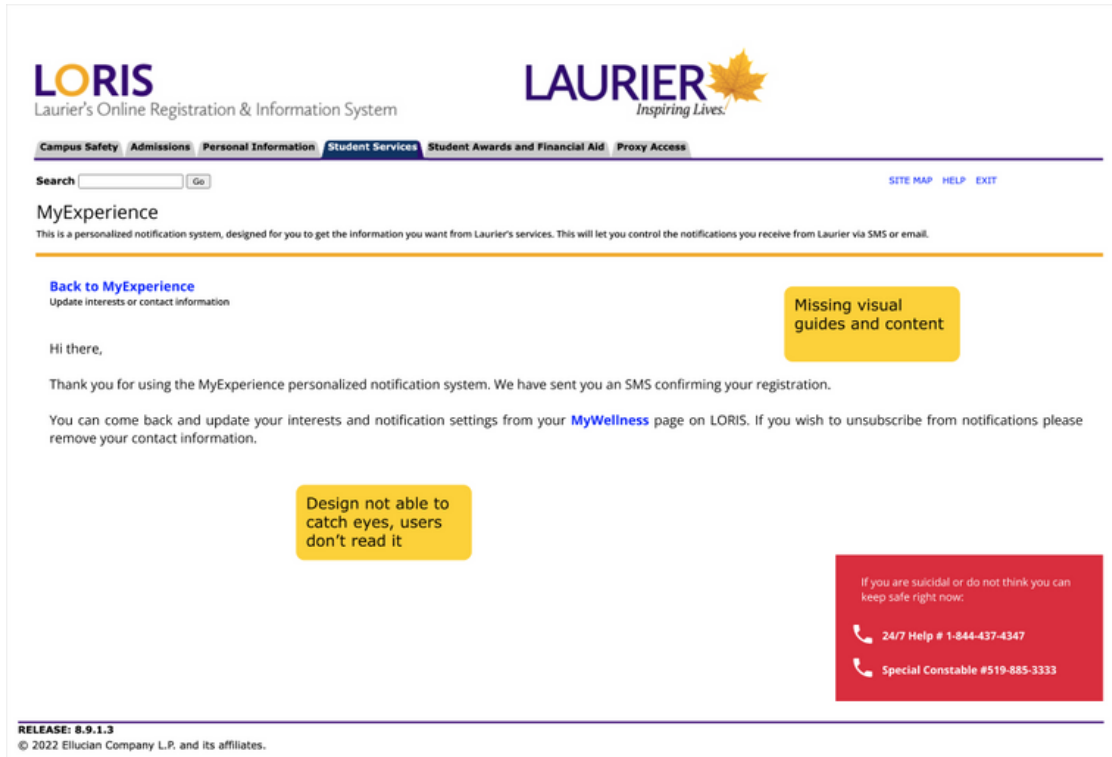
Thank you for suggesting an interest. Your response has been recorded, please continue!

Back

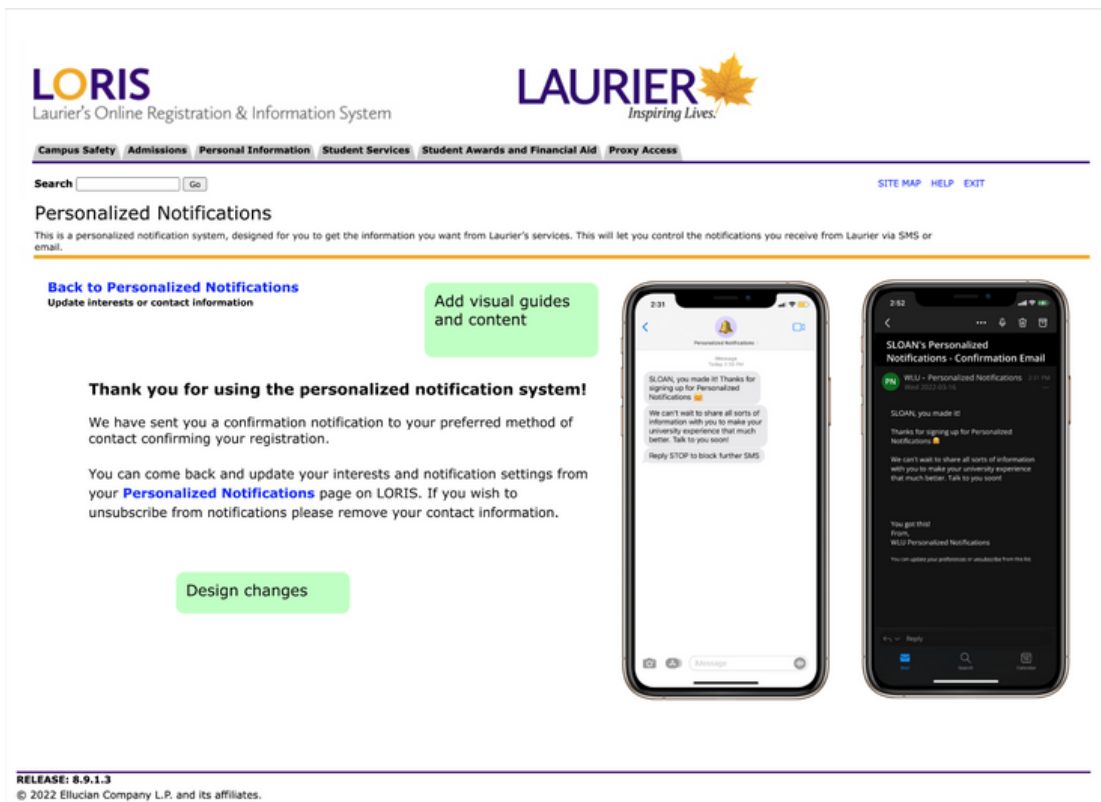
Add new confirmation pop-ups

Laurier Brantford  The Brantford campus has transformed the downtown core of the City of Brantford into a thriving student community home to around 3,600 undergraduate and graduate students. Done	ACADEMIC Academic  Since countless opportunities to apply what you learn in the classroom through hands-on experiences. Events with an academic focus, including those hosted by the Centre for Student Success, Math Assistance Centre, and the Writing centre. Done	Leadership Leadership  If all your learning is getting done in class, you're not at Laurier. Volunteer work, leadership programs, co-op work experience - they're all an integral part of how we extend the classroom into the real world. Done	Public Public  We have over 200 clubs and volunteer committees and work to represent student interests to the university as well as provincial and federal governments. Done
Laurier Waterloo Laurier Waterloo  Laurier's Waterloo campus is home to more than 17,700 undergraduate and graduate students. On this close-knit campus, you're steps away from classes, residence and campus amenities. Done	Advocacy Advocacy  At Laurier, we believe that leadership and volunteer experiences are an integral part of your education. All the good work you do outside of the classroom not only builds a stronger community at Laurier and beyond. Done	Free Stuff Free Stuff  Find out about all the FREE things that are available on campus! Done	Music Music  Concerts, lectures, workshops and other performing arts events sponsored by the Faculty of Music. Done
Social Wellness Social Wellness  Topics may include healthy transitions, isolation, consent and healthy relationships, communication skills, and adjustment to change. Done	Alumni Alumni  The Wilfrid Laurier University Alumni Association (WLUAA) welcomes you to the club. There are no contracts to sign, no fees to pay and no fine print. Done	Fundraiser Fundraiser  Get information on the various fundraisers that are happening at Laurier. Different ways to participate or donate to. Done	Off Campus Off Campus  LOCUS is a program designed to aid the transition into university for first-year students living off campus. Provides you with academic, social, and personal support to ensure that you will not miss Laurier's on-campus experience. Done
Spiritual Wellness Spiritual Wellness  Topics may include compassion, morals, values, spirituality, meditation, beliefs, gratitude, self-understanding, and being at peace with nature. Done	Food FOOD BANK  As a student, your focus is on your academic studies while still having the best student experience, with food insecurity being the least of your worries. Laurier has the resources to help you thrive. Done	Mental Wellness Mental Wellness  Topics may include anxiety, mood, emotions, stress management, self-care, suicide prevention, and supporting others with lived experience. Done	Outdoors Outdoors  Get information about the latest outdoor activities on and off campus. Represent the Golden Hawks in the great outdoors. Done
Environmental Wellness Environmental Wellness  Topics may include sustainable wellness, nature/forest therapy, and the impact of your surroundings on your wellness. Done	Ticketed Events Ticketed Events  Campus events are an integral part of the Laurier community. They bring together people from many diverse backgrounds and cultures and contribute to the overall enhancement of the student experience. Done	Virtual Events Virtual Events  Learn about all the upcoming virtual events and be a part of the Laurier community from the comfort of your computer. Done	Sustainability Sustainability  We are striving to transform Laurier into an institution that integrates sustainability practices into all areas of the university. We look to inspire, educate and equip our community to engage in initiatives that offer a sustainable future. Done

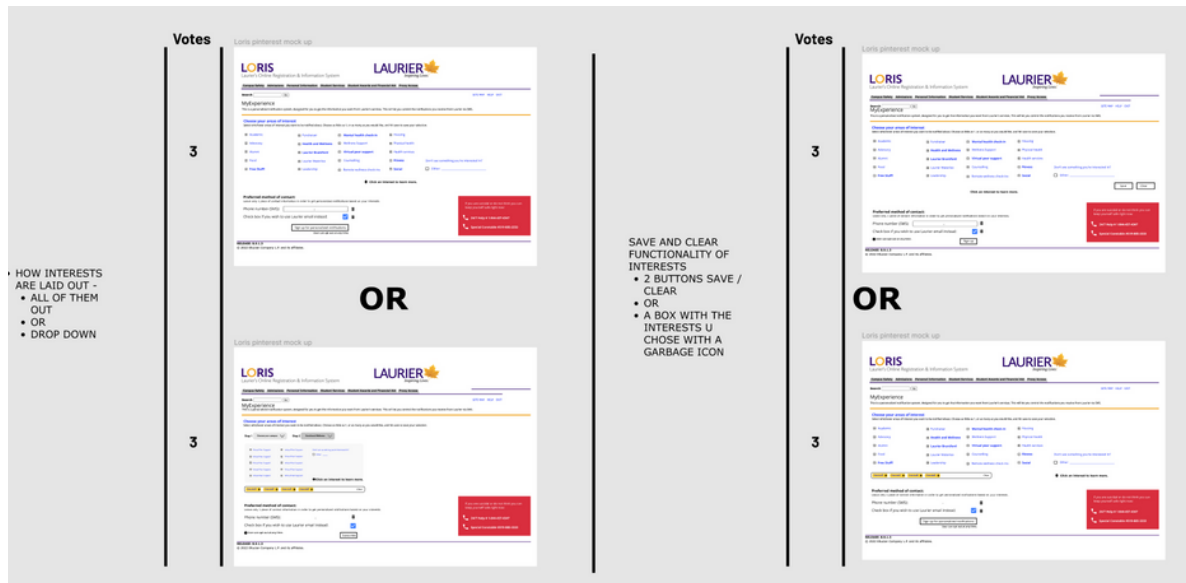
Before



After

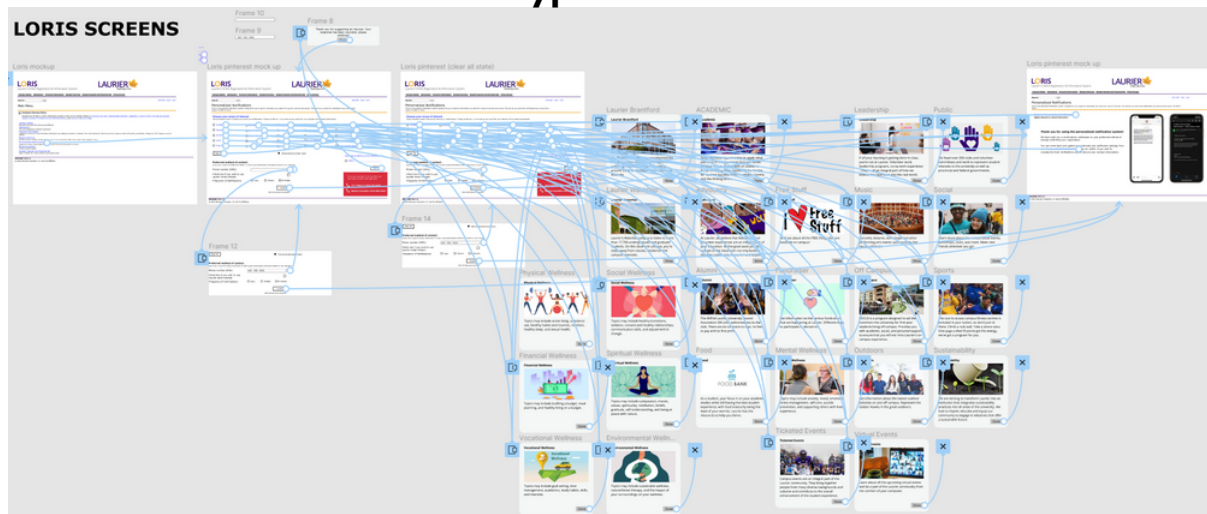


We then conducted a second cognitive walkthrough, and the test results did not reflect significant problems. We also conducted A/B Tests on the arrangement and distribution of tags. The data collected from a limited number of participants showed that half of the users supported the first option.



In contrast, the other half supported the second option. Therefore, we decided to implement the first design in case of a tie between the two solutions.

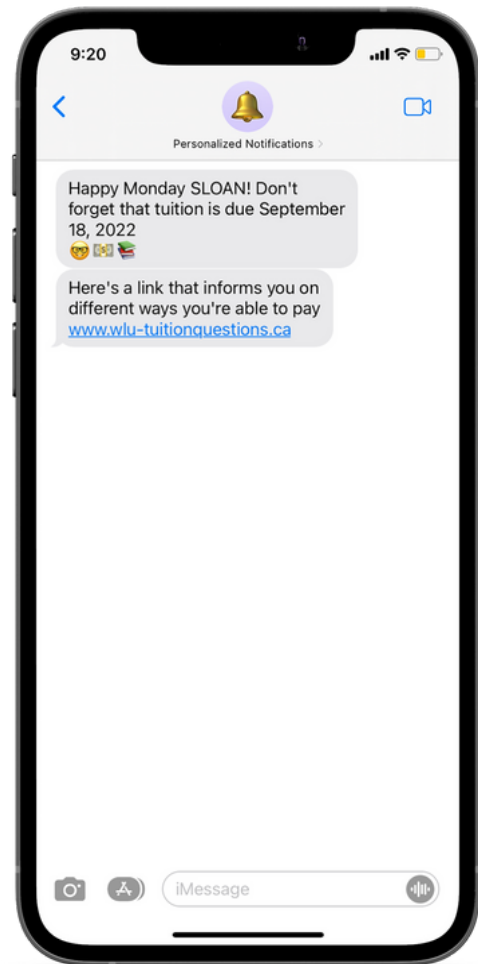
Overall Look of the Final Prototype



CONCLUSION

Our team is proud of the implemented design that we created in these short couple of weeks. Our design has given students the ability to receive information and filter out the noise. We believe that this design will help reduce students' unpleasant and unnecessary psychological stresses of accessing information in their daily studies.

In the future, we will focus on involving the school and staff in this process, which is a critical and practical need. On the other hand, given the old and unappealing visuals of LORIS, we noted that possible next steps for this project would be to redesign and uplift LORIS.



Once students are actually using personalized notifications we expect the impact to go beyond our solution. By using our personalized notification delivery system, we plan to tackle more than the students just getting relevant information when they need it. With awareness comes an increase in the overall student experience, allowing students to feel connected and alleviate anxiety this increases the signal on important info and will ripple throughout the system.