



1ST GEN ENGIN



PRESENTED BY:

Sein Kim, Xiyu Hu, Kashaf Usman, Hiram Rodriguez



WHAT IS 1ST GEN ENGIN?



First Generation Engineers, or 1st Gen Engin, is a community that connects first-generation college students with one another and resources to reach their full potential.

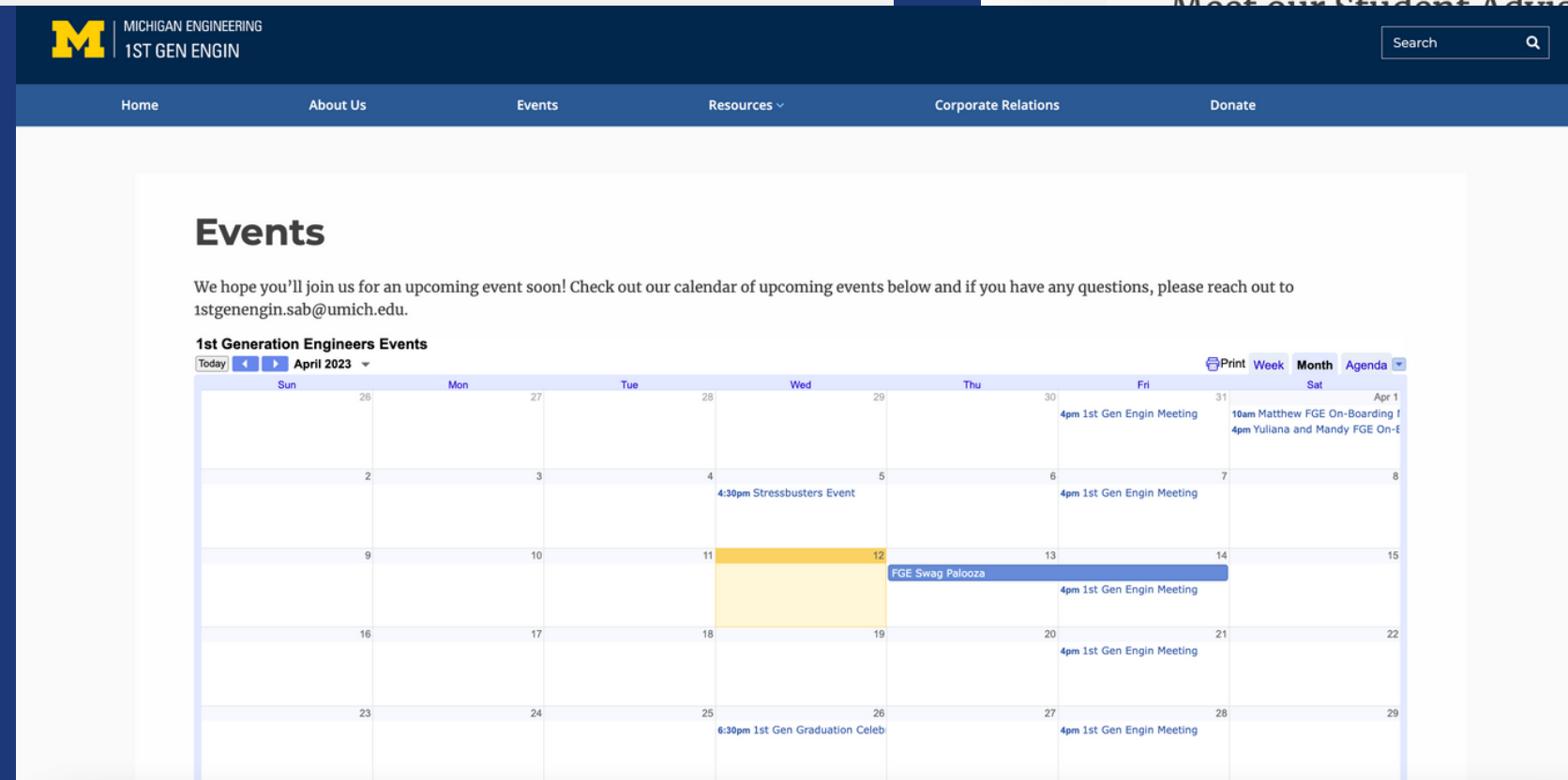
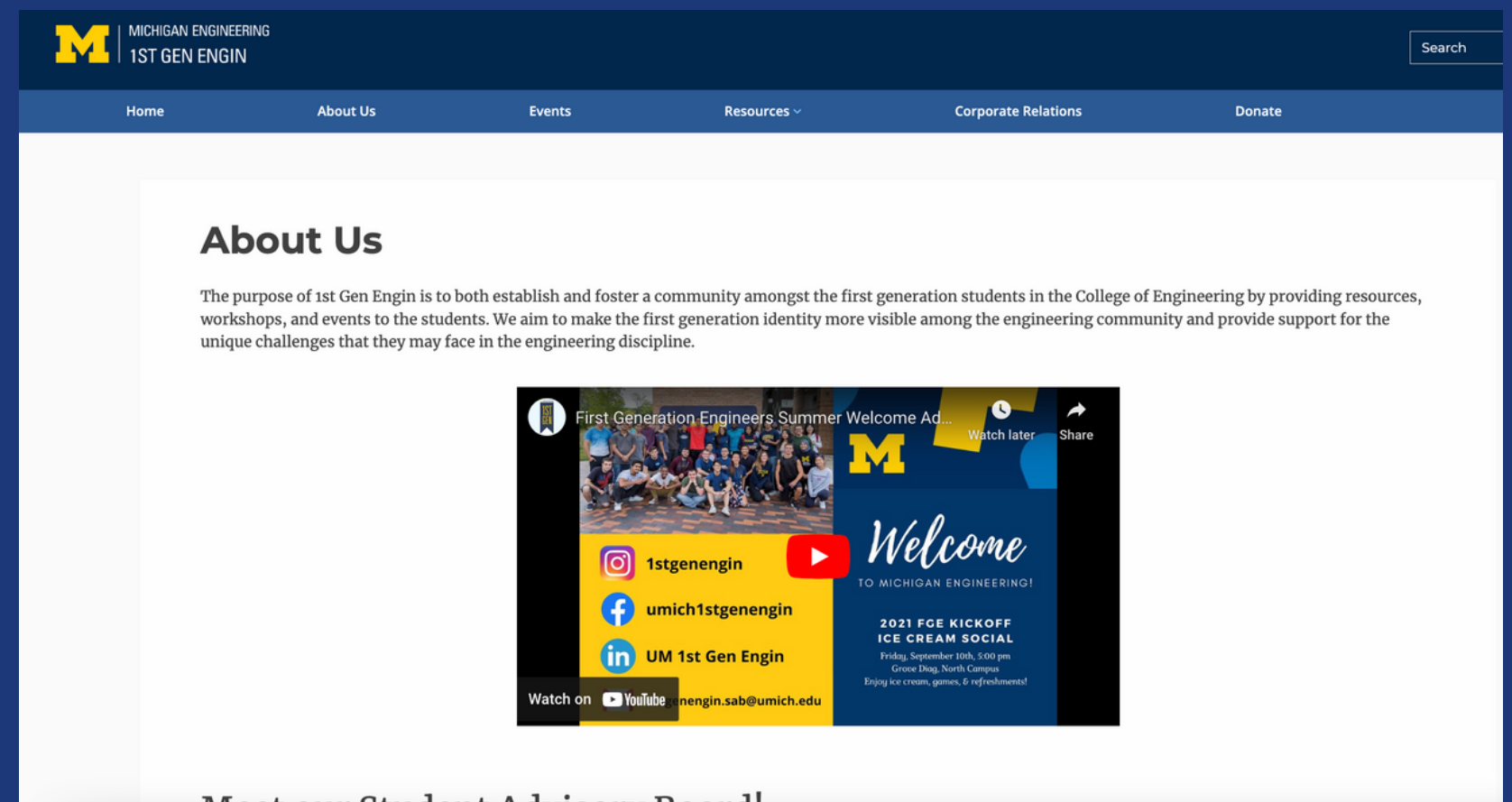
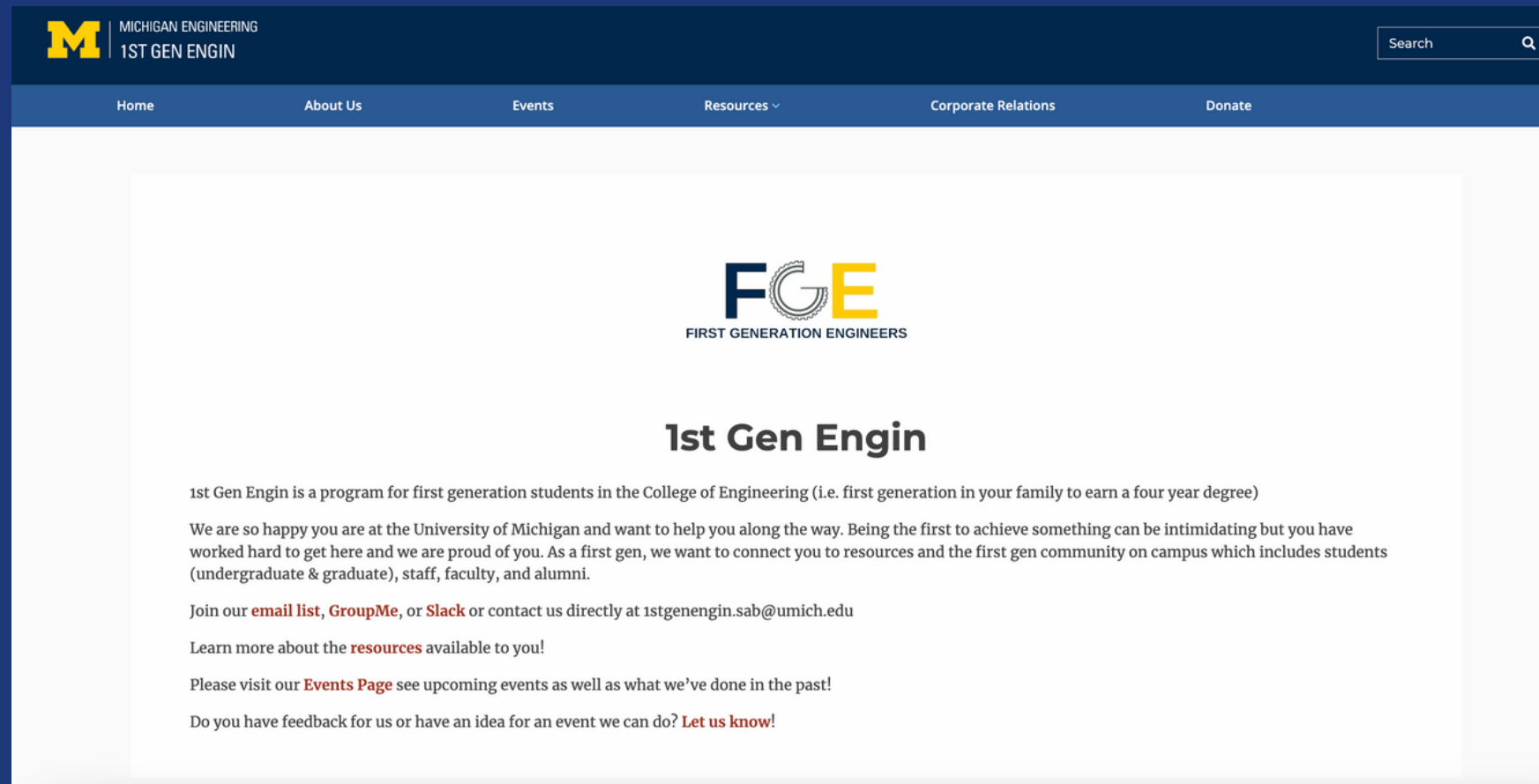
PROBLEM



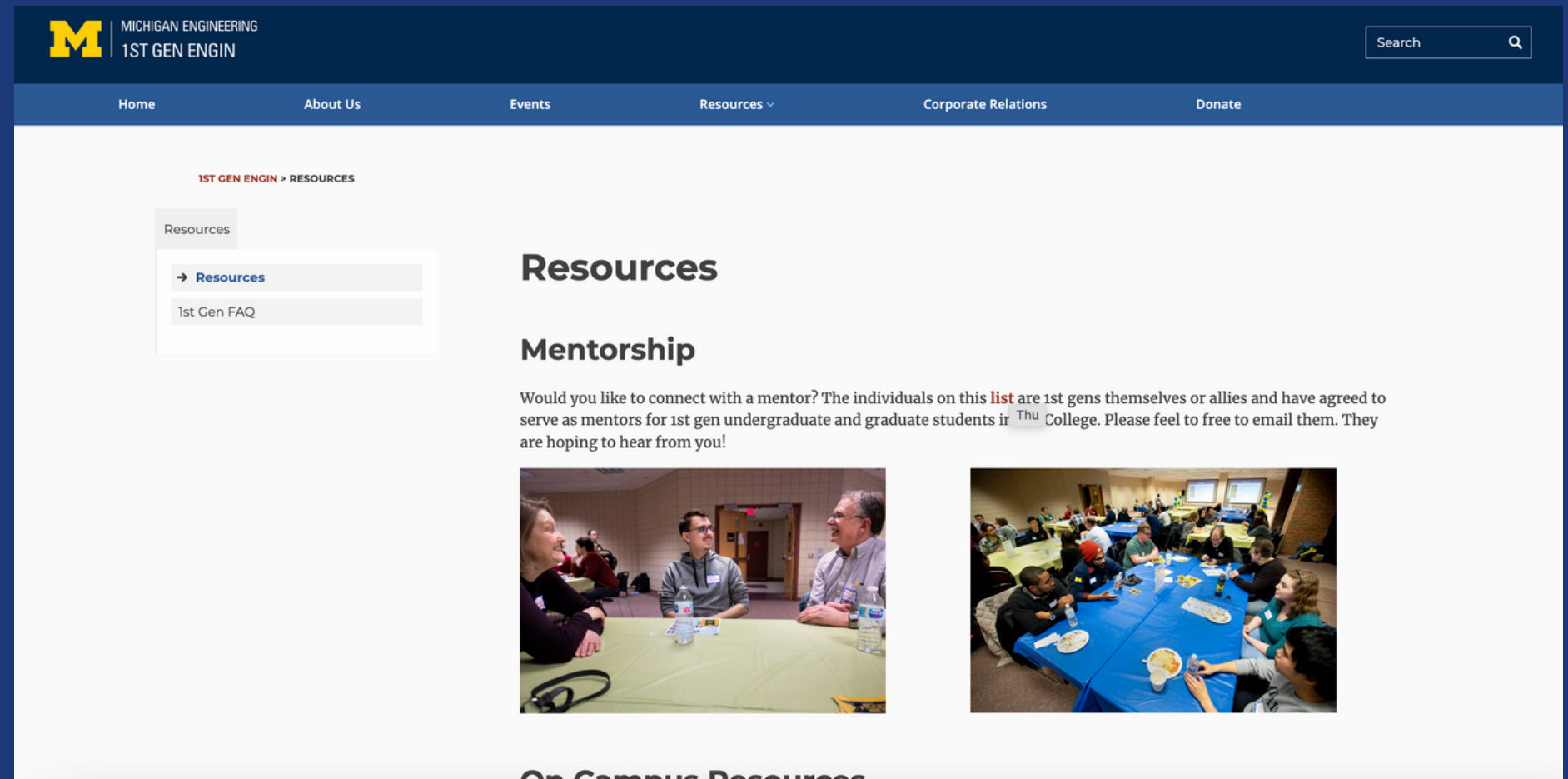
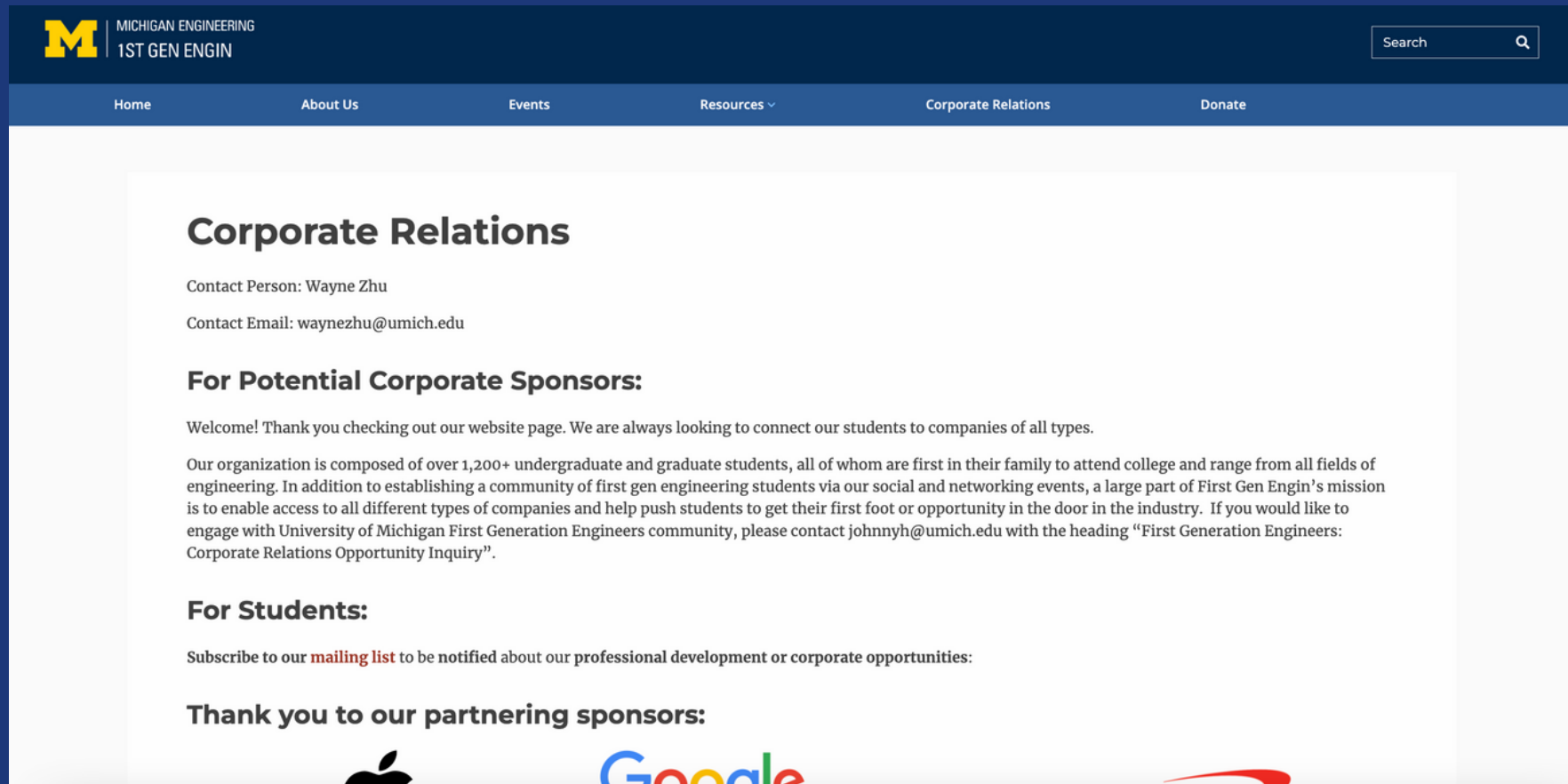
Due to outdated initial designs the clients have been struggling to use the website to include resources for current students (mentorship list, scholarships, funding for extracurricular activities) and resources for donors. This has made it very difficult for the stakeholders to utilize the website to fit the needs of the growing program.



ORIGINAL WEBSITE



ORIGINAL WEBSITE





PROJECT GOALS

- Develop a design that allows the client to easily publish and execute - manage and keep up with making weekly changes.
- Develop a design that helps elevate the program's public and digital presence to better showcase the resources and community.
- Develop a design encourages user engagement.
- Develop a design that is aesthetic, minimal and displays all the relevant information in an efficient manner.



DESIGN PROCESS

➤ **RESEARCH**

➤ **DESIGN**

➤ **EVALUATION**

RESEARCH PHASE



- Determine what information is needed on the website
- Understand why students joined First Gen Engin Program
- Understand what are the features that work well
- Understand which features are confusing for users to find or use.

- Surveys, Interviews, Personas, Competitive Analysis and Heuristic Evaluation

RECOMMENDATIONS

➤ CREATION OF A HUB

There is a lot of information missing on the website. We want to reconfigure the website to be the hub for the program.

➤ MORE VISUALS LESS TEXT

Most students have missed information because of all the lines of text. We need to minimize text on the landing page, and display important information in a more appealing form

➤ RESOURCES

This is the most important aspects for the program and it is being overshadowed. Currently the website says to check the website for resources but there is no resources listed on the website.

➤ USE OF WORDPRESS

One of the goals for the project was the ability for the client to be able to easily manage the website. Since it is currently on wordpress we want to make sure all new features can be easily created on this platform.

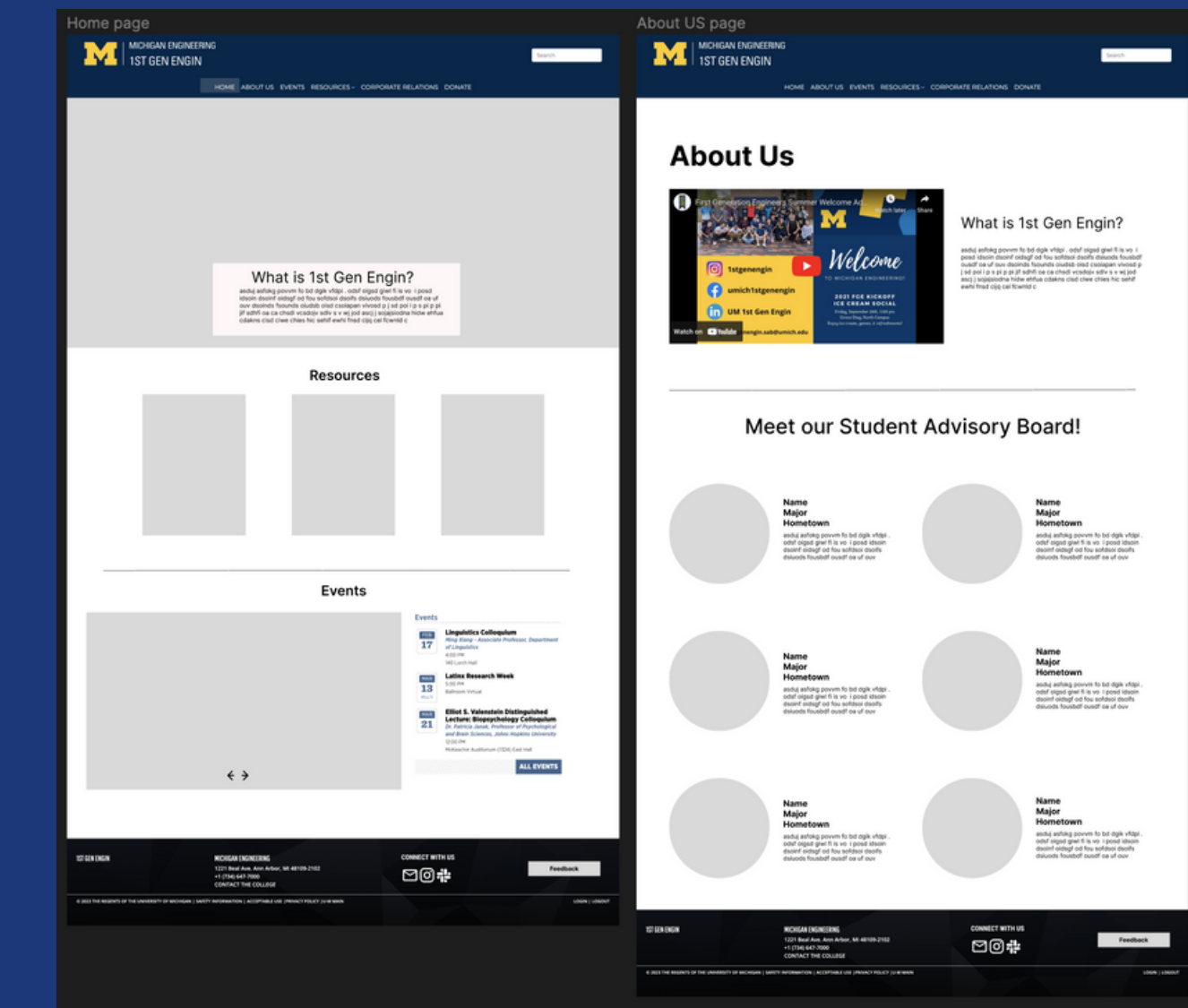
DESIGN PHASE

➤ We first created sketches of potential designs.

➤ We then created wireframes of the design of choice and shared them with our clients.


➤ We put these wireframes through user testing to confirm if this is the right trajectory we wanted to take.

➤ We then built a fully functional prototype to share with our clients.



➤ Sketches, Wireframing, User Testing, and prototyping.

FINAL DESIGN



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1ST GEN ENGIN

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1st Gen Engin is...


First Generation Engineers, or 1st Gen Engin, is a community that connects first-generation college students with one another and resources to reach their full potential.

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Resources



Scholarships

Apply Now!


Learn More



Mentorship

Get Help Today!

Learn More




Corporate Relations

Learn From Our Sponsors!

Learn More

Events



Upcoming Events

Wed

13

Ice Cream Social

3:00 PM

Sign Up

Tues

19

Mentoring Event

3:00 PM

Sign Up

Tues

19

Apple Orchard

4:20 PM

Sign Up

1ST GEN ENGIN

MICHIGAN ENGINEERING

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About Us

What is 1st Gen Engin?

1st Gen Engin is program within the Engineering Advising Center designed to foster a community among 1st the first-generation college students in the College of Engineering. In collaboration with the First-Generation Engineers (FGE) student organization, we host social and professional development events and provide tailored resources and advocacy to empower first-generation college students success and well-being.

Meet our Student Advisory Board!

Johnny Huang
President
Major: Industrial & Operations Engineering

I joined 1st Gen Engin because I knew manufacturing into college as first gen can be a chore to navigate personally doing this kind of Council. — 2022

David Pulido,
Corporate Relations Director
Major: Electrical Engineering

Becoming familiar with all colleges has to offer and how best to navigate it during your time here can be a daunting task. — 2022

Emily Siew, Secretary/Treasurer
Major: Chemical Engineering

I joined FGE because being a 1st-gen is a huge part of my identity and I wanted to meet other first-gen students and help them. — 2022

Sue Chang
Marketing/Public Relations Major: Biomedical Engineering

It's a community that motivates me to be proud of where I come from and to connect with others who have the same experience as me! It is a safe place with some amazing people. — 2022

Wayne Zhu
Mentorship/Alumni Outreach Major: Mechanical Engineering

Being a first generation student has always posed its challenges. From lack of understanding common college traditions to confusion with the college experience. — 2022

Angela Yu
Major: Computer Science

I joined 1st Gen Engin in order to help other first generation students that are in the same shoes that I was in. I felt scared knowing that I was a first generation student. — 2022

Meet the staff!

Megan Taylor, EAC Academic Advisor & 1st Gen Engin Program Advisor

Why do you love advising 1st Gen Engin? As a first-time student of the University of Michigan, I know that Michigan offers many. — 2022

Leonora Lucas, IOE Academic Advisor & 1st Gen Engin Founder

I was a first-time UM alum and also a first-generation college student. Personally, undergoing was challenging to navigate. — 2022

1ST GEN ENGIN

MECHANICAL ENGINEERING
1221 BROADVIEW, ANN ARBOR, MI 48106-2702
419.763.6475 #ENG1
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FEEDBACK

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Events

Upcoming Events

Wed
13

Ice Cream Social
3:00 PM
[Sign Up](#)

Tue
19

Mentoring Event
3:00 PM
[Sign Up](#)

Tue
19

Apple Orchard
4:20 PM
[Sign Up](#)

Iteration Engineers Events

☒ March 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					Apr 1st Gen Engrg. Meeting	
		3:00pm PCB Board Owner			Apr 1st Gen Engrg. Meeting	
			Gen Engg. Day		Apr 1st Gen Engrg. Meeting	
					Apr 1st Gen Engrg. Meeting	
					Apr 1st Gen Engrg. Meeting	
					Apr 1st Gen Engrg. Meeting	

Ice Cream Social

Movie Night

Graduate Student Mixer

Research Experience

Apple Orchard

Thanksgiving

1ST DE/ENGIN

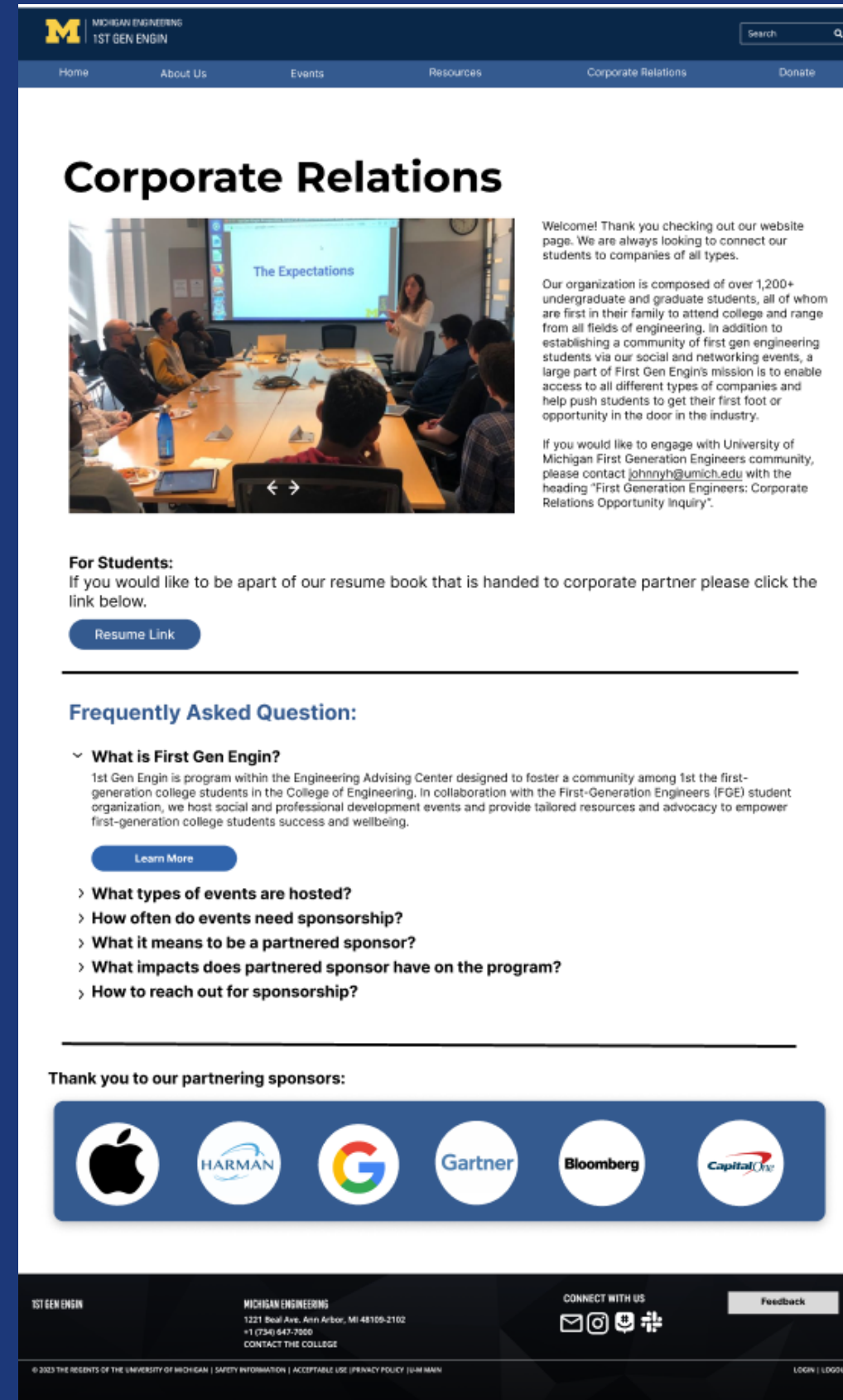
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FINAL DESIGN

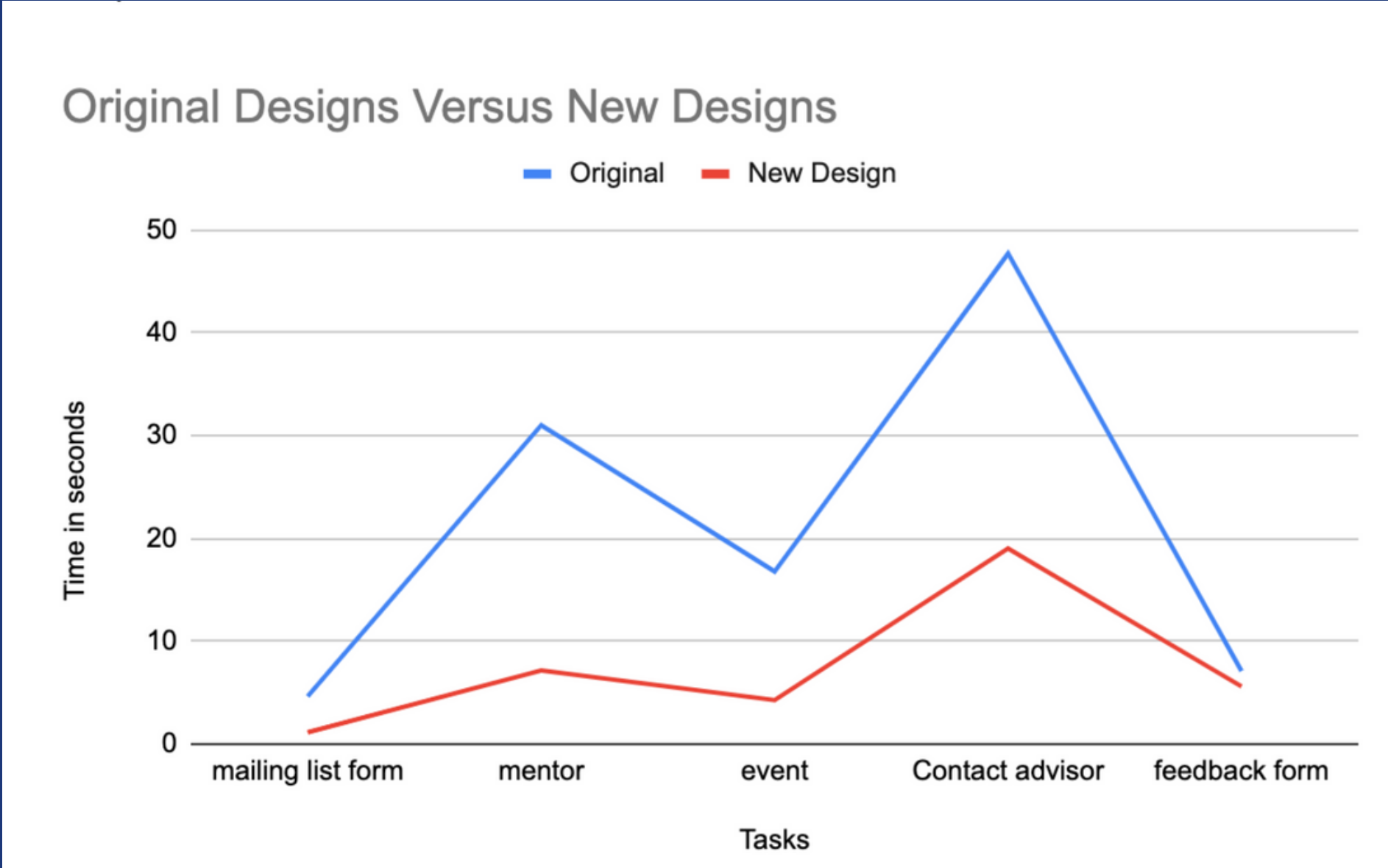


EVALUATION

We did all our interviews virtually using Zoom. We prepared the link to our new designs which was a figma prototype and the link to the original 1st Gen Engin Website. We had them do both of the tasks on both websites and we timed the students as they did these tasks.

Quotes from students when asked opinions on the website:

“There is nothing from website one [original] that I would use over website two [new design]”
“I am more likely to use website two over website one”
“This second website is a lot more welcoming”
“I really appreciate your guys' work, the second website is far more user-friendly. I really like it”



Task for original website	Time for P1 [sec]	Time for P2	Time for P3	Average:
Find the student mailing list form	5.6	3	5.3	4.633333333
How would you go about signing up for a mentor	26.08	20	46.98	31.02
Find one upcoming event	12.36	18	20	16.78666667
Contact the FGE program advisor	35.46	N/A	60	47.73
Find the feedback form	8.3	3	10	7.1
Task for New Website	Time for P1 [sec]	Time for P2	Time for P3	Average:
Find the student mailing list form.	1.91	0.5	1	1.136666667
How would you go about signing up for a mentor	8.46	5	8	7.153333333
Find one upcoming event	2.96	5	4.88	4.28
Contact the FGE program advisor	26.07	N/A	12	19.035
Find the feedback form	7.95	5	3.86	5.603333333



QUESTIONS?

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THANK YOU

Sein Kim, Xiyu Hu, Kashaf Usman, Hiram Rodriguez