CSI TEAM





www.csipolytech.com

Problem

A number of Purdue organizations suffer in very specific areas. While they are well supported, they struggle with promoting themselves, their events, and solidifying an online presence.

Solution

Our answer to this problem is to build a sustainable model that can continue beyond this capstone which will connect under-supported organizations with SACC students desiring more real-world experience.



Project Sponsor



Aimee

Griggs

Web Dev Team



Elise
Roberts



Madi
Cook

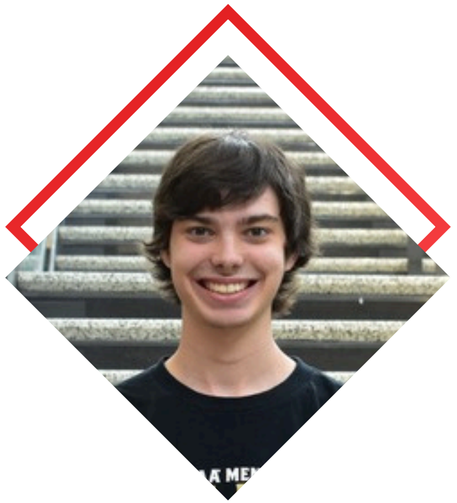
UX Team



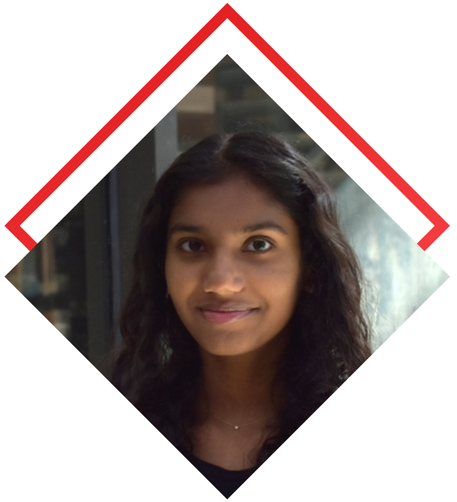
Emaline
Frey



Azaria
Dunston



Joe
Maddux



Ann
Kurian



Logan
Carter

Measures of Success



Program Success

Metrics:

- Number of projects completed per semester
- Client satisfaction scores and repeat engagement
- Student self-reported learning and portfolio additions
- Number of inquiries/sign-ups from new organizations



Usability and Design

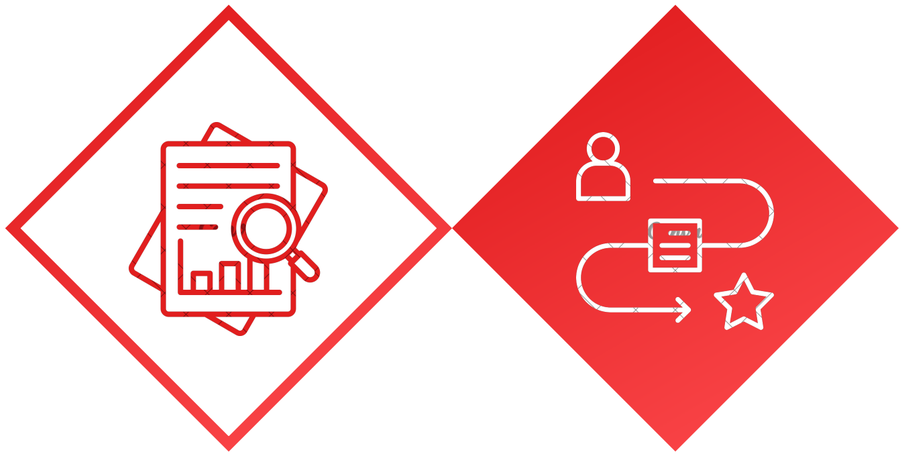
Metrics:

- Task success rate and time on task in usability tests
- Navigation error rate (wrong clicks, dead ends, etc..)
- Return visits to the site

How We Accomplished This

Research

- Researched similar sites
- Highlighted user needs
- Identified current measures Purdue has in place
- Created user flows for the similar sites



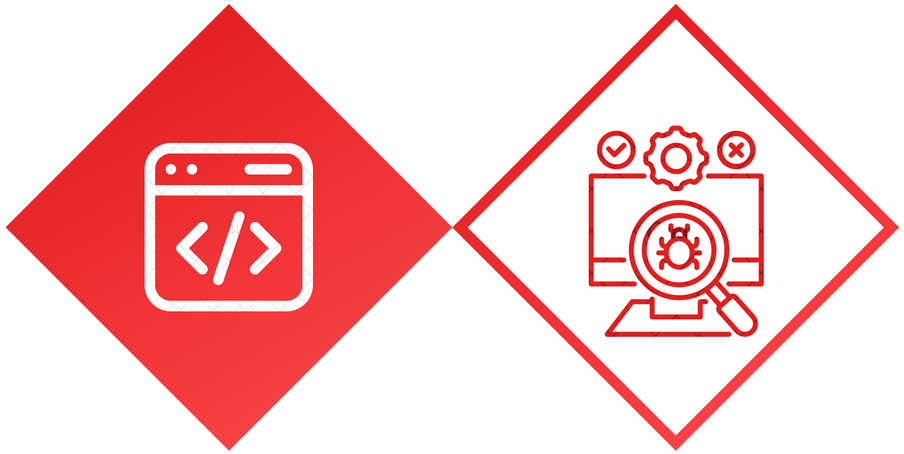
User Flow

- Crafted new user flows based on our research
- Separate user flows for students & organizations
- Identified important design themes and features

How We Accomplished This

Development

- Created basic wireframes
- Ideated to cut extras and kept the most important features
- Handed off the design to web developers



Testing

- Conducted general user testing for the design ideation
- Wireframe walkthrough with stakeholders
- Frequent usability checks on the site

Literature Review - Web Accessability

Components to Consider

- **Assistive Technology** - ex: screen readers and scanning software
- **Browsers** - content may display differently from browser to browser
- **Authoring Tools** - software used to build website may not provide ample accessibility features



Avoid

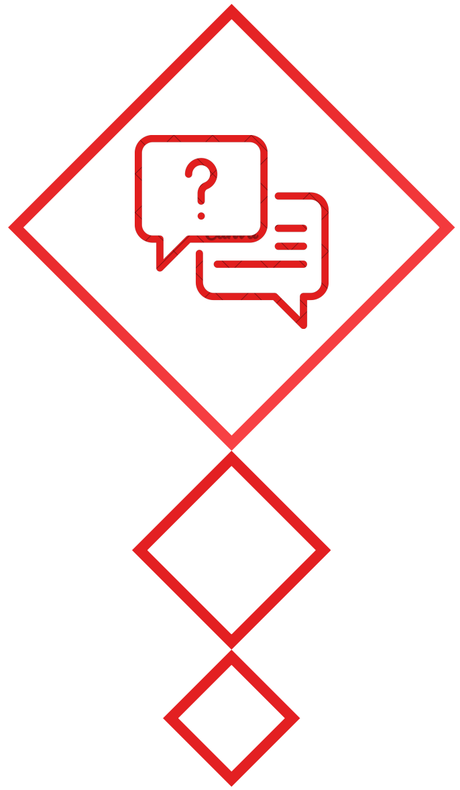
- Poor color contrast
- Using only color to convey information
- Lack of alt text
- Lack of captions on videos
- Lack of labels
- Mouse-only navigation

- Guidance on Web Accessibility and the ADA. (2022, March 18) ADA.gov. https://www.ada.gov/resources/web-guidance/
- Henry, Shawn. Essential Components of Web Accessibility. (2024, March 14). Web Accessibility Initiative (WAI). https://www.w3.org/WAI/fundamentals/components/

Literature Review - Career Advice

Skills Reviewed

- Traits of effective teams
- How to work in teams
- Project management strategies



Utilization of Research

- Found external resources to link users to
- Created informative blog posts

Competitive Analysis

Identifying

- Current existing solutions within Purdue
- Solutions in universities other than Purdue
- 3rd party company (non-univeristy) solutions



Analyzing

- Strengths and weaknesses of any solutions found
- Highlight design themes, decisions, and steps
- Determine which features would work best for our site

Competitive Analysis Outcomes

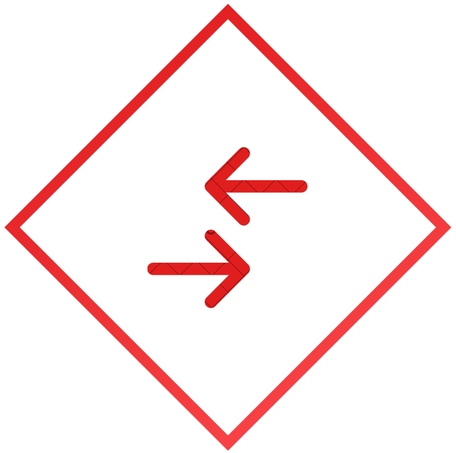
3rd Party

Strengths

- Wide variety of work available
- Search tools for clients and sponsors

Weaknesses

- Lacks the trust that students have with university systems
- Mostly solo project work



University Solutions

Strengths

- Native format for college students
- Low-stakes work available

Weaknesses

- Lacked discovery for students and sponsors
- No easy place to facilitate listings and applications

UX Methodology

Discover

Conduct user interviews, surveys, and competitive analysis to understand user pain points and goals.

Define

Consolidate research data into actionable insights, user personas, and clear user flows.



Develop

Brainstorm solutions, create wireframes, and build a prototype.

Deliver

Conduct usability testing to refine, validate, and iterate on designs.

Unknowns

- Will our site be widely adopted so it is able to be useful to organizations and students?
- Are we able to successfully use Purdue branded materials?
- Would teams be able to handle communication outside of our platform?

Challenges

- A team member left our project
- Highly specified site plugins
- Difficult profile creation process (email set-up)



Results - Homepage



MISSION STATEMENT

The Center for Student Innovation (CSI) connects CGT students with external organizations seeking creative and technical solutions. By fostering interdisciplinary collaboration, CSI gives students the opportunity to work across majors and tackle real-world challenges while building meaningful professional experience.

PURDUE UNIVERSITY®

Center for Student Innovation



MORE INFORMATION

Results - Student Registration



STUDENT APPLICATION FORM

First Name*

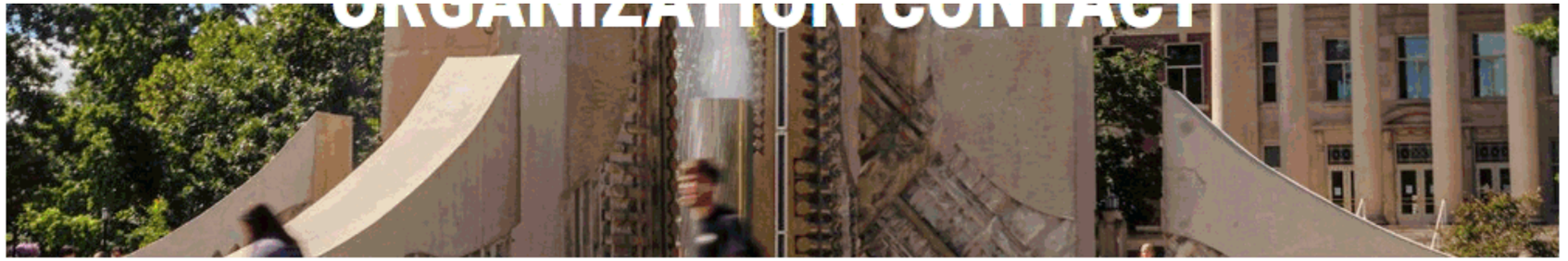
Last Name*

Email Address*

Password*

Phone Number

Results - Organization Registration



COMPANY APPLICATION FORM

First Name*

Last Name*

Organization Name

Email Address*

Phone Number

Results - Student Job Board

PURDUE UNIVERSITY | Center for Student Innovation

Home | Create a Student Account | Student Job Board | Create an Organization Account | View Students | Account | Logout | Members

Register

Web Developer

West Lafayette, Indiana March 31, 2026

Internship

Team CSI

Communicating with clients to determine their needs and design preferences, creating code for the front and back-end of a website and running tests to ensure that code is correct.

To apply for this job **email your details to** csi@purdue.edu.

Cancel

Search

Search

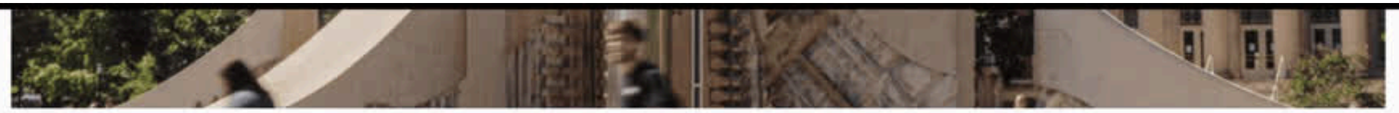
Recent Posts

Recent Comments

No comments to show.

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Results - Signup Demonstration Organization



COMPANY APPLICATION FORM

First Name*

John

Last Name*

Smith

Organization Name

Email Address*

eroberts1029@hotmail.com

Phone Number

Message

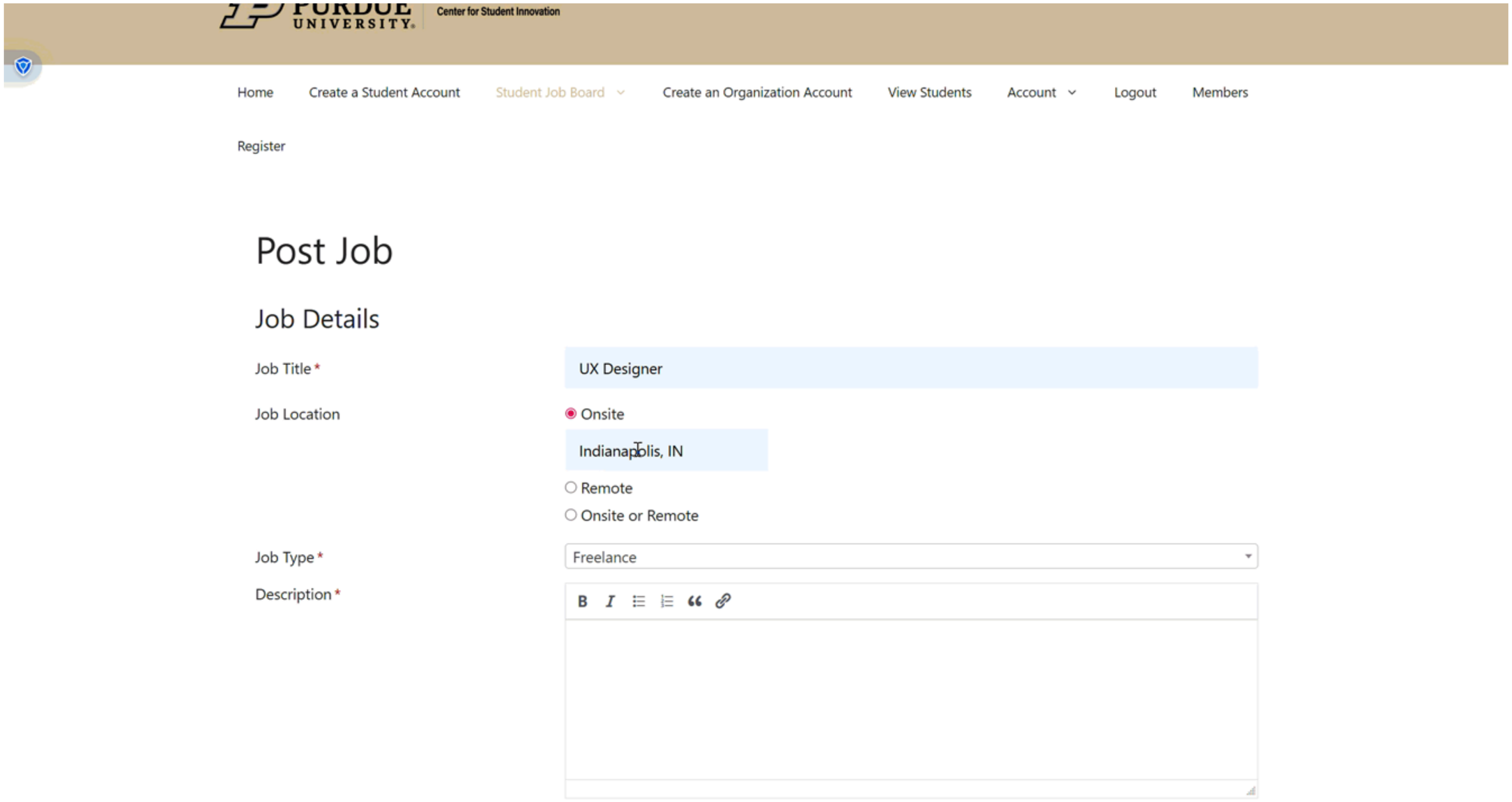
Please list any additional information, such as other sponsors associated with this profile.

Password*

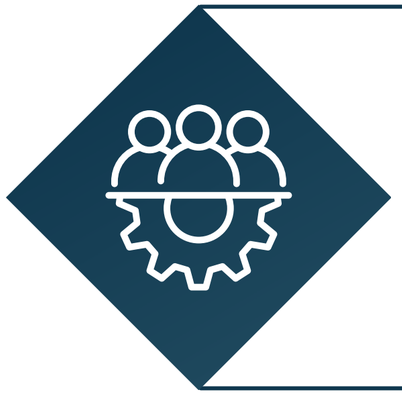
Confirm Password

Confirm Password

Results - Job Post Demonstration

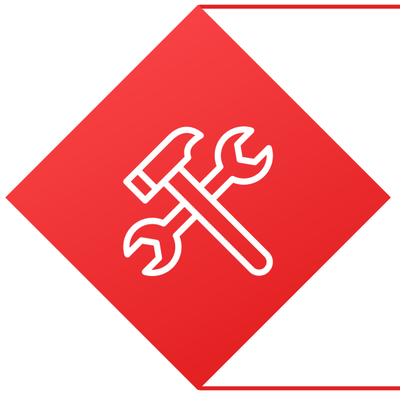


Next Steps



01

Recruiting an admin team to manage the website after we graduate - people to keep the site updated and approve job postings.



02

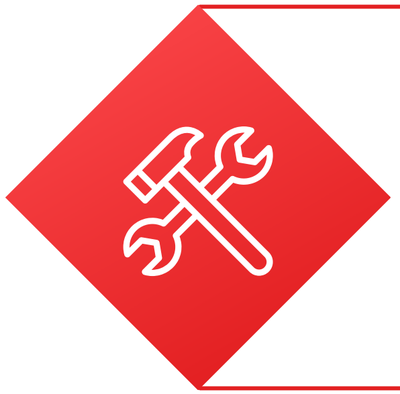
Continued maintenance to make the site more useable and potentially have an official Purdue branded look.

Lessons Learned



01

Delegation and communication go hand in hand. Delegating moves a project quickly, but regular communication ensures we are moving together.



02

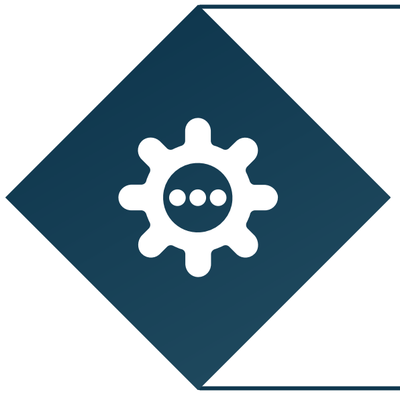
We learned how to naviagte copyright and trademarks in order to properly utilize Purdue Univeristy's branding.

Lessons Learned



03

We learned how to use the best practices provided by the PMBOK framework to guide our project and to improve communication and consistency.



04

Collaboration is needed to transfer ideas to results across multiple mediums, such as sketches, Figma, and web development.





THANK

YOU

Any Questions?