

CGT Capstone Project

Company Name: Student Life Marketing
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Semester and Year: Fall 2019

Each project must have a sponsor and an advisor. The **sponsor** is the person that proposes the project and has the overall project vision and idea. The **advisor** is the person that provides operational support and guidance to the project, as well as potentially technical expertise. Each role could be a CGT faculty member or an industry representative; however, each project must have CGT faculty and industry (external) participation and engagement.

Project Title: Analysis and Optimization of Purdue Dining app

Anticipated problem to solve (in general): Analyze app and suggest improvements to make it more user friendly and robust.

Project Description (500 words or so): The department (in partnership with iTAS) would like a student forward analysis of the Purdue Dining app. We would like to evaluate:

- How students currently interact with the app
- How students would like to interact with the app
- If students are able to find what they are looking for
- Are there features that would improve UX?
- Is there important information missing?
- Suggestions for improvements

A focus group would need to be organized for this evaluation in order to get a good cross section of the student population.

Anticipated obstacles (if any): iTAP has standardized procedures that may limit what can be done with the app, or the timeframe of accomplishing goals.

Anticipated outcomes: The department would like to receive a full analysis of what works well on the app and what doesn't, and suggestions for added features and information.

Resources provided by the company (i.e., financial support, software licenses, hardware, etc.): Access to any data or webpages needed, organization of an oversight/steering committee

Resources expected from student team (i.e., time, software access/availability, transportation, etc.):

Meet with oversight/steering committee weekly. Two milestone presentations during the course of the semester to cover status of the project, any barriers encountered, and questions for the committee.