



Quick
Tern

First steps to success

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Letter of Transmittal

TO: Dr. Jeff Ritchie, Professor of DCOM 411: Capstone Research and Development
FROM: Quicktern Development Team
DATE: May 6, 2022
SUBJECT: Quicktern Letter of Transmittal

Good morning Dr. Ritchie,

Attached, please find the deliverables for Quicktern, a professional networking platform that connects students seeking short-term, freelance work and small businesses who are looking for help on individual, specific projects. The materials provided include a one-sheet, a promotional video, a poster detailing our journey to creating the final version of Quicktern, a high-fidelity prototype of the website, a proposed Kickstarter page to launch the project, and a press kit containing information such as—but not limited to—brand guidelines and a social media campaign.

The Quicktern development team has been working on the project for nearly a year, preparing it for the final stages of launch. We performed research, usability tests, focus groups, and individual interviews to best inform us of what our users on both sides of our market would find useful in this product. If you find that you are in need or want of any other materials that would be beneficial to Quicktern's success, please do not hesitate to reach out to Brianna Eberly, project manager, at bme005@lvc.edu. We are also always happy to answer any and all questions that may come up as you work your way through the deliverables and into the future.

We hope you enjoy the Quicktern platform just as much as we enjoyed creating a networking platform that has special value to busy, hardworking students and understaffed businesses.

Thank you for your continued support,
The Quicktern Team

The logo for Quicktern features the word "Quick" in a large, black, sans-serif font. The letter "Q" is stylized with a small icon of a computer mouse cursor pointing at it. A horizontal line extends from the right side of the "Q" across the width of the word "Quick". Below this line, the word "Tern" is written in a smaller, black, sans-serif font.

Quick
Tern

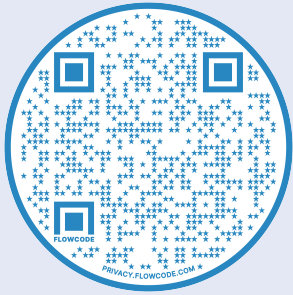
Organizational Documents

Help Documents

Link to Prototype: <https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>

Quicktern is a two-sided market. Due to this, the prototype allows users to sign-in as either a business or an inter. The experience of the prorotype is slightly different depending on which user type you sign in as.

Link to Video: <https://www.youtube.com/watch?v=XU4LKv7AG-I>



Permissions Page

Permissions

The only assets we used in Quicktern materials that we did not create ourselves were our Bitmojis in the Kickstarter promotional video and the templates for our graphs seen in the press kit.

Snapchat and Bitmoji do allow the use of Bitmojis for non-commercial projects, so we may keep using them as long as we do not try to monetize Quicktern without removing them from our promotional video.

Source (page 4): https://www.bitmoji.com/bitmoji_brand_guidelines.pdf

Canva allows the use of their designs for personal and commercial use as long as they have been changed in some way. A company or individual cannot simply take a template or graphic and sell merchandise that uses it unaltered, but altered templates and graphics are free to be used commercially. Our graphs are not copyrighted by Canva because we did input our own data and change some design components.

Source: <https://www.canva.com/help/article/licenses-copyright-legal-commercial-use/>

Project Backlog



Backlog: Andy, Bri, Kayleigh, Sam

Priority	Task	Description	Research Questions	Team Member
High-Done	Refine our proof of concept.	<ul style="list-style-type: none"> Refine our XD prototypes Add new details, make revisions, and work on functionality 	<ul style="list-style-type: none"> What other functions would benefit our users? How is our search engine going to work? How can we improve our wayfinding and navigation of the site? Is the website's end goal clear to our users? How do we make this clear? 	Sam, Andy, Bri, Kayleigh
High-Done	Determine the wayfinding of our website.	<ul style="list-style-type: none"> Where does each button take a user Add signifiers, add/change buttons Look at results from usability testing 	<ul style="list-style-type: none"> Is the navigation of our site clear to the user? Can a user on both the quicktern and business side complete their goals without getting lost or confused? 	Andy , Sam,Bri
High-Done.	Determine how our search engine will work.	<ul style="list-style-type: none"> Find the most effective way of searching for businesses and interns. 	<ul style="list-style-type: none"> What search engines out there would make sense 	Sam

			<ul style="list-style-type: none"> for Quicktern? What data would we need? 	
High-Done	Determine the scope of our project	<ul style="list-style-type: none"> Are we working with colleges or more general? 	<ul style="list-style-type: none"> Would colleges benefit from Quicktern? Would students use Quicktern? 	Kayleigh,
Medium - Done	Add payment methods and page	<ul style="list-style-type: none"> We need a page for our users to enter payment info. 	<ul style="list-style-type: none"> How do we appear trustworthy What security measures would we need? 	Sam
Medium - Done	Find XD add ons that we could use	<ul style="list-style-type: none"> XD has add-ons to improve the experience and make it more realistic. 	<ul style="list-style-type: none"> Do any of these add-ons improve our design and navigation? Will the user experience be better? 	Sam
Medium - Done	Create Usability 1Tasks and questions	<ul style="list-style-type: none"> Devople tasks and questions we want to ask to test our project 	<ul style="list-style-type: none"> What is the goal of our testing? Who do we want to test? 	Bri
Medium - Done	Create Usability Test 1 screener	<ul style="list-style-type: none"> Develop a screener that terminates users that do not meet the target audience 	<ul style="list-style-type: none"> What types of businesses do we want to test? 	Bri
Medium - Done	Gather Usability Test Participants on business side	<ul style="list-style-type: none"> Find between 5-10 quickterns Find between 3-5 businesses 	<ul style="list-style-type: none"> Who is our primary user? Secondary user? 	Andy, Bri
High-Done	Run Usability Testing-1	<ul style="list-style-type: none"> Using our test plan, run the usability test on the participants. 	<ul style="list-style-type: none"> How can we set up the test to ensure efficiency, accuracy, and 	Andy, Bri, Sam, Kayleigh

			covid safe?	
High-Done	Research Report 1	<ul style="list-style-type: none"> Gather findings from usability test How can we take this information and improve 	<ul style="list-style-type: none"> What were the pain points? How can we resolve the problems? 	Andy, Bri, Sam, Kayleigh
High-Done	Prototype 2	<ul style="list-style-type: none"> Prototype based on feedback and changes made from testing 	<ul style="list-style-type: none"> How can we improve? 	Bri, Andy
High-Done	Make prototype have a functioning search filter	<ul style="list-style-type: none"> We want the prototype to have a clickable search filter 	<ul style="list-style-type: none"> What are the most effective filters 	Sam
Medium - Done	Revise One Sheet	<ul style="list-style-type: none"> From running the Usability Test did any of our information change? 	<ul style="list-style-type: none"> Do we have any new specifications, a different end state, etc. 	Kayleigh
High-Done	Create Usability Tasks and questions 2	<ul style="list-style-type: none"> Devolve tasks and questions we want to ask to test our project 	<ul style="list-style-type: none"> What is the goal of our testing? Who do we want to test? What are the most important features? 	Andy
High-Done	Write Usability 2 Script	<ul style="list-style-type: none"> Develop Script for Usability testing 	<ul style="list-style-type: none"> Who are the users? 	Kayleigh
Medium - Done	Create Usability Test 2 screener	<ul style="list-style-type: none"> Develop a screener that terminates users that do not meet the target audience 	<ul style="list-style-type: none"> What type of students do we want to test? 	Bri
High-Done	Gather Usability Test Participants who meet our target audience of students	<ul style="list-style-type: none"> Find between 5 quickterns 	<ul style="list-style-type: none"> Who is our primary user? Secondary user? 	Andy, Bri
High-Done	Facilitate and Run Usability Testing-2	<ul style="list-style-type: none"> Using our test plan, run the usability test on the participants. 	<ul style="list-style-type: none"> How can we set up the test to ensure efficiency, accuracy, and covid safe? 	Andy

High-Done	Take notes and gather data of Usability test 2	<ul style="list-style-type: none"> • Watch usability tests and take notes and gather the data we are looking for 	<ul style="list-style-type: none"> • What are users having trouble doing? 	Bri, Kayleigh, Sam
High-Done	Research Report 2	<ul style="list-style-type: none"> • Gather findings from the usability test • How can we take this information and improve 	<ul style="list-style-type: none"> • What were the pain points? • How can we resolve the problems? 	Andy, Bri, Sam, Kayleigh
High-Done	Revise Prototype	<ul style="list-style-type: none"> • Based on Usability Testing and results, how can we improve our product 	<ul style="list-style-type: none"> • What can we do to improve the user's experience? 	Andy, Sam
High-Done	Develop Press Kit	<ul style="list-style-type: none"> • Create a marketing campaign to kickstart Quicktern 	<ul style="list-style-type: none"> • How will we reach our target audience? 	Bri, Kayleigh, Andy, Sam
High-Done	Press Kit: News Releases and Story Ideas	<ul style="list-style-type: none"> • News release must be specific format • These are parts of the press kit 	<ul style="list-style-type: none"> • What story will interest our users? 	Kayleigh
High-Done	Press Kit: fact sheet, organizational profile, promotional photos/video, meet the team, contact info, and putting it all in a designed pdf.	<ul style="list-style-type: none"> • Create a Press Kit that is designed • These are just parts of the press kit given to this team member to do 	<ul style="list-style-type: none"> • How can we keep this pdf consistent and easy to navigate 	Bri
High-Done	Press Kit: social policies, infographics, and a style guide.	<ul style="list-style-type: none"> • These are parts of the press kit assigned to this team member 	<ul style="list-style-type: none"> • What infographics represent the problem we are trying to solve? 	Sam
High-Done	Press Kit: Backgrounder and copy of Fact Sheet	<ul style="list-style-type: none"> • These are the parts of the press kit assigned to this team member 	<ul style="list-style-type: none"> • What information do we want in the backlog? 	Andy
High-Done	Develop social media Campaign.	<ul style="list-style-type: none"> • Create a social media campaign for Quicktern 	<ul style="list-style-type: none"> • What platforms can we best connect with our users on? • How can we 	Kayleigh did all except the sample 8

			engage our audience on social media?	posts and social media channels were Bri
Low Done	Create Video Storyboards	<ul style="list-style-type: none"> • Create storyboards for a Quicktern promo video. 	<ul style="list-style-type: none"> • What is needed for our video? • What is our audience looking for? 	Kaleigh, Bri, Sam, Andy
High-Done	Shoot Video	<ul style="list-style-type: none"> • After revising storyboards, shoot promo video 	<ul style="list-style-type: none"> • What is needed for the video? How can we make it look professional? 	Andy, Bri, Kayleigh, Sam
High-Done	Rough Cut of Video	<ul style="list-style-type: none"> • Compile video clips in order 	<ul style="list-style-type: none"> • How can we make our video flow? 	Andy, Kayleigh
High-Done	Video Editing	<ul style="list-style-type: none"> • Edit our promo video and finalize it 	<ul style="list-style-type: none"> • How can we create a professional appealing video? 	Andy,
Medium - Done	Create Poster	<ul style="list-style-type: none"> • Design, create, and develop a tri-fold poster that describes Quicktern 	<ul style="list-style-type: none"> • What info is necessary? • How can we visibly display this? 	Bri
Medium - Done	Create Kickstarter	<ul style="list-style-type: none"> • Design search page and how it searches through keyword • Search, Filter, Sort 	<ul style="list-style-type: none"> • Do we have multiple search pages (employer vs quicktern) or just 1 search page with tabs? 	Bri
Medium - Done	Present at Inquiry	<ul style="list-style-type: none"> • Have video ready, prototype, and poster all ready to be shown 	<ul style="list-style-type: none"> • What way can we present our project in a short amount of time? 	Andy, Bri, Sam, Kayleigh

High-Done	Make Final Revisions to Prototype	<ul style="list-style-type: none"> Finalize the prototype based on usability tests and anything else we think could be improved. 	<ul style="list-style-type: none"> How can we provide users with the best experience? 	Sam, Andy
High-Done	Create Presentation of all works	<ul style="list-style-type: none"> Create a presentation that displays Quicktern and promotes our service. 	<ul style="list-style-type: none"> How can we sell Quicktern? Why is it desirable? How do we stand out from competitors? 	Bri, Kayleigh
High-Done	Get Feedback on Presentation and make revisions- Submit when done	<ul style="list-style-type: none"> Improve presentation based on feedback 	<ul style="list-style-type: none"> How can we sell Quicktern? Why is it desirable? How do we stand out from competitors? 	Bri, Kayleigh
Low	Make stickers to hand out on the last class	<ul style="list-style-type: none"> Use cricket to create Quicktern stickers 	<ul style="list-style-type: none"> How do we want to be remembered on Dr.Ritchies door :) 	Sam

Project One Sheet

Bri Eberly (Project Manager), Kayleigh Johnson (Editor), Andy Brown, Sam Ile
DCOM 411: Capstone Research and Development
05/06/2022

Purpose

Quicktern is a two-sided platform that connects students looking for short-term work related to their industry and businesses with need for an outside freelance helper. Student users (known as quickterns) can complete temporary jobs such as internships or less intensive freelance opportunities. Quickterns can be paid either monetarily or with college credit, depending on the company, quickternship, and student's affiliated school. The quicktern is the primary beneficiary of the employment, so they may legally work for no compensation other than college credit if they so choose. Quickterns can utilize the platform to search for (using words or filters), contact, save, and apply to the quickternships posted by businesses, just as businesses can search for, message, and hire students. As an all-in-one platform, Quicktern utilizes an in-platform messaging system and submission portal, integrates with Zoom and Paypal, and acts as a network to build better professional relationships. After a quickternship has been completed, businesses and quickterns can provide a rating for their experience with each other based on a five-star scale. Businesses will also eventually have the opportunity to choose from 3 different subscription packages depending on their needs, which will allow them to take advantage of premium features such as priority messaging and automatic billing. For the purposes of this project, we will only be showing the "basic" subscription level, which includes access to the website only.

Quicktern's main functionalities include building user profiles for a quicktern and business, the ability to search for jobs/quickterns, the chance to connect with businesses and quickterns, and the ability to build your profile with rankings and an in-platform resume. A user's profile displays their profile picture, a description, jobs completed, ranking, their skills, experience, and education. There is also a button for businesses to contact students directly from their quicktern profile page. We require student users to create their profiles with their college emails; this helps ensure honesty and makes their identity verifiable. Quickterns and businesses are given the ability to edit their profile at any time.

Size

- Login page
- One complete business profile
- Profile page (business info, post/edit jobs, current quickterns)
- Payments
- Search and filter for candidates
- Messaging system (with the ability to send job offers to quickterns)
- Link to Zoom for meetings
- View of sample candidate profile page
- Ability to rate a past quicktern
- One complete quicktern profile
- Profile page (personal info/resume, saved/current/past jobs)
- Upload/Edit resume
- Search for companies/jobs
- Messaging system (with the ability to accept quickternship offers from businesses)
- Link to zoom
- View of sample business profile page
- Ability to rate a business based on a completed quickternship experience

Project One Sheet Cont.

Scope

- All page wireframes were created using Adobe XD
- All pages/links are interactive
- For this project, we made a desktop version of Quicktern
- Sample business can go through the process of hiring a quicktern
- Sample quicktern can go through the process of saving, applying to, and accepting a quickternship

Medium

- Adobe XD
- Digital platform

Report 1

Report 1

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Research Goals

The purpose of the Quicktern website usability test is to gather feedback about how users use the website, what problems they may encounter when using the site, and what improvement they would like to see to make it easier to find quickterns and work with them.

First, we must frame the problem. We want to answer the question of whether a Quicktern business-side user can use the website to find and hire a quicktern to complete a job with which they are satisfied. We will test whether the website design causes the user to make excessive errors or take a long period to find what they are looking for. During the test, we will be watching the user perform tasks related to the framed problem. We want to evaluate how well the navigation bar, the search feature, and the overall layout of the website afford businesses finding interns to hire. We also want to better understand how businesses would use our platform, such as answering the question of whether they are willing to reach out to the quicktern or if they would expect the quicktern to do so. The goal is to see in which areas the website may need to be improved for a better user experience.

This test plan describes

- Problem statement and test objectives
- User profile
- Testing methodology and tasks/scenarios
- Plans for data collection and reporting
- Questionnaires as post-test questions

The site and its users we will be testing

- Quicktern - a platform to find quickternships
- Users
 - Small businesses, businesses looking to hire interns- 4
- Name of site: Quicktern
- Link when we have one:
- Organizational objectives: Help businesses connect with quickterns that will provide them valuable work.

Length of Sessions

We don't expect the total length of a test to go longer than an hour if run individually or three if done in a group setting. This will include:

- Welcoming users to the test and gathering video consent: 5 min
- Administering the three tasks: 40min
- Post-test questionnaire: 10min

Users

We will be testing 5 participants who show interest in working with interns. It is important to test individuals who fit the user description to get accurate data.

- Small business employees who have hired interns in the past
- Businesses willing to hire interns and find them valuable

User Profile

- **Motivation:** Obtain valuable work that otherwise could not be provided
- **Skill level:** Novice

Novice Users:

Has a computer that allows them to access the website at all times

Has used other competitors' websites in the past

Has a basic understanding of hiring interns and working with interns

Methods

The organizational method we chose to work with was the top-down method. This method starts with the predetermined categories which then have the findings added in throughout the testing process. We had the following groups: number of clicks, errors, and assists. We will use an excel spreadsheet to document these findings which can be found here once completed:

We are looking for quantitative data, such as counting clicks, and also qualitative data. We will record the user's reactions and any questions they express while taking the test. The top-down method allows us to quickly mark and easily view the data that we wish to measure.

We will run the test on five individuals (one test involved two participants; the rest were single) remotely through Zoom. Zoom allowed us to have the user share their screen with us and record what they were doing in real-time. The videos will be saved to look back on and gather data. The test will end when the participant has answered all the post-test questions.

Results

Our notes and data can be found in Appendix B.

Top-Down Processing

We employed the top-down method. This requires that you start with predetermined groups or categories to help organize your data throughout the testing process. We decided that this was the best method to use for our results since we already knew exactly what we wished to test for: clicks per task, errors, and assists.

Positive findings:

- Most of the test subjects stated that Quicktern is a good idea and that they would be interested in using it, which shows that our value proposition is solid.
- Four out of five of the users acknowledged the search feature to find interns. This is a sign of understanding mental models.
- Four of the five participants needed only three clicks or less to complete task 2.
- All participants stated that the information on quickterns' profile pages was extremely useful and details that they would want to know about the candidate.
- All five of the participants preferred the Quicktern search function over the competitor Upwork search function
- When asked in the post-task questions "Would you recommend this platform to others" all participants said yes.

Negative findings:

- Only one participant was able to find the rating page without any assistance. This may be because other tasks need to be completed in order to access the rating portal, but we should consider making this feature more prominent.
- Many of the participants also did not seem to understand that Quicktern is meant for short-term freelance work, not a several-month-long "standard" internship. This may have been an error on our part for not explaining the value proposition clearly in the test plan script, but we should make sure this is clear to our users, both business and students.
- Participants wanted to see more personality on the quickterns' profile pages. They liked the stats and skills that the platform currently shows, but they wanted to be able to get a sense of character from this page. It currently does not afford this.

- The fourth participant noticed that our jobs completed button is the same button as the dashboard. This breaks mental models and caused confusion for all of our participants in task 3.
- Participant 3 made the observation that they wished Quicktern had a video chat feature. The platform does, which means they must have missed the icon. We should consider making the video chat link more prominent.

What does it mean?

Measuring quantitative data:

- Task one took an average of 2.8 clicks. This is relatively low as the minimum clicks with no errors would be 2 clicks.
- Four out of five participants (80%) needed one assist to complete the first task.
- Task two, asking the business to send a job, had a total of 0 errors from all five participants.
- Task two took an average of 2 clicks.
- The last task, rating an intern, took an average of 9 clicks. One participant did not complete task 3 because they had a business meeting. This was significantly higher than the other tasks
- Two out of four participants (50%) did not finish task three where they were asked to rate a quicktern.

Analyzing questionnaire responses: We created our own post-test questionnaire. We included four Likert-type statements (scale 1-5) and four open-ended questions.

- On average, participants rated ease of finding an intern a 4.
- The lowest rating any of our questions got was a 3.4. This question regarded the effectiveness of our site. This is something we should work to improve.
- Participants rated the site an average of 3.8 for ease of navigation.
- The question of whether or not participants would recommend the platform garnered an average of a 4 out of 5.
- All participants added that they thought our in-site messaging feature was useful. Participant 2 stated that they especially appreciated the quick link to video chat.

- 4 out of 5 participants (80%) said they preferred our top navigation bar over the option of having a side nav.
- Participant one explained that they would like the site to introduce a way to 'like' quickterns to come back to their profiles later.
- Two participants at the end expressed concern that what happens if a user does not complete a quickternship. They proposed we add the function of being able to rate a quicktern before the internship is classified as "complete."
- All participants indicated that they thought the rating feature was useful and something they would like to see in a professional networking platform.

Interpreting qualitative data:

In a remote usability test, it is harder to see facial expressions and gather qualitative feedback.

- Participant 1
 - Easily understood task 2 as they completed it quickly and stated it out loud
 - Looked confused and kept repeating the same clicks while trying to complete task 3
 - Expressed that they are unsure of who gives the ratings and that they thought they would have the ability to give their own rating by clicking on the briefcase with the "jobs completed" number on the intern profile page
- Participant 2
 - Attempted to click on "skills" and then further search for a "graphic design" skill set in order to complete task 1 (note this different mental model for searches)
- Participant 3
 - Stated that the search bar (located in the top left corner) was noticed right away due to mental model of reading left to right, top to bottom
 - Stated that interns' job titles do not clearly describe their quickternship
 - Did not seem to understand that the Hershey Company page was their homepage; stated that the lack of a "welcome" page was misleading

- Participant 4
 - Expressed confusion when asked to rate an intern for task 3. Explained that the jobs completed briefcase looked the exact same as the dashboard briefcase icon and that this was misleading
 - Stated that Quicktern streamlines the matchmaking process, making it more desirable than Upwork
 - Stated that if Quicktern were currently live, he would use it
- Participant 5
 - User clicked on almost every icon at the top except for the search
 - Repeatedly would click on the user's profile picture to get to their profile and expressed confusion when it wouldn't work
 - Expressed that they wanted to click on the open jobs to see applicant pool
 - Expressed that they would prefer having a phone number to call

Analysis and Recommendations

We chose to use the top-down approach for our remote moderated usability test. The top-down approach allows organization and documentation of predetermined categories that we chose to look for during our test. More specifically, we chose to look at the number of clicks, assists, and errors.

Analysis

Scope and severity ratings:

A high-priority problem we found was that users could not find where to rate a quicktern. All the users found this feature to be crucial and useful, but only one user was able to find this rating option without assistance. This frustrates a user and will keep them from rating quickterns.

A medium priority problem we found was that our jobs completed icon is the same icon as our dashboard icon in the navigation bar. The last participant is the only one to notice this mistake, but it could explain why the users could not find the dashboard in task 3. This could frustrate and confuse a user. This breaks the mental model that the same icon will do the same function.

For a low-priority problem, we found that most participants want to see more of the quickterns personality on their profile page. All the users expressed that they

thought the information presented now was enough to suffice them, just a few mentioned how personality plays a role in who they work with, and they wish they could see a bit about this in the quicktern profile. Users could stray away from potential jobs without this personality information business and use other platforms.

Recommendations

Problems identified throughout the system arose throughout the scenario, and even though goals were clear and concise to the user, the participants were not evaluated for how they would personally use the site, but based on their reactions to our scenarios only. This caused some users to be hesitant throughout the test, as they were heavily focused on following the scenario given, as opposed to evaluating the systems of the site they would personally use. Another way to test a realistic use of the user's actions and reactions to the system is to have less specific scenarios, to further evaluate how a participant would use the system based on their own goals of use, and what exactly they might look for or expect when using the Quicktern site.

Participant recommendations:

- Two users recommended an area for comments in the rating section
- A company should be able to rate an intern who did not complete a job
- On a Quickterns profile, there should be information about their personality and goals.
- One user expressed when a user comes up in the search that their college would appear under their name. This goes along with location but also tells businesses about education.
- Employers should also have the option to mark a submission as complete
- More search/filter options (location from zipcode, distance, or fully remote, soft skills) should be available
- Suggested a link to the open job on the intern side so that they can send the job to the recruiter and ask questions/express interest
- Suggested more information be given along with skills (why are they good at these things?)
- Briefcase icon is used for two different things - this should be changed
- Recommended links to external personal pages (especially LinkedIn)

Our recommendations based on feedback and data gathered:

- Add an area for comments in the rating section (at least if the rating is less than 5 stars to explain why)
- Give companies the ability to rate interns who do not complete a task
- Display college information for each intern during intern search
- Add an option for employers to also mark a submission as complete
- Add more search/filter options to further narrow search
- Allow interns to link a posted job ad to their message to the business in order to clarify the position they may be interested in
- Remove/change the briefcase icon in the navigation system as this icon is already used for the rating system (users were also unsure of what the briefcase signified in the navigation system)
- Give businesses the ability to view external personal pages such as social media or LinkedIn profiles, as they will most likely be looking into them anyway

Appendix A Test Plan, Facilitation Guide, Screener:

Interview Questions by email

1. Does your company actively look for interns, or do you have interns reach out to you?
2. If your company searches for interns, how long do you typically search for an intern? Please explain.
3. When a potential intern looks at your company profile screen, what would you want them to see about your company?
4. Explain how interns at your company receive tasks to complete. Is it through an email or a face-to-face meeting, or another method?
5. Where do interns submit their work?
6. When working with interns in the past, what has your company offered them in return for doing work? College credit, monetary compensation, something else?
7. Does someone review work completed by the intern? If yes, what factors of the internship do you review? If not, why?

Screener

To find qualified users to partake in our remote usability test we will first send out a screener. If a user does not meet desired requirements they are terminated from the group of individuals we would test. These terminations indicate the candidate is not familiar with internships or freelance work and would skew the results.

Candidate

Name:

Recruited by:

Recruiter Info

Hello, we are a group of students currently attending LVC. Our group is conducting a study on the potential users of Quicktern, and we would like to ask you a few questions. If you qualify for this study, we would like you to participate in a single one-hour session via Zoom.

If selected, will you allow us to videotape you?

Yes (**continue**) No (**terminate**)

Has your company ever worked with an intern?

Yes (**continue**) No (**terminate**)

Do you work closely with the interns at your company (hiring, training, supervising)?

Yes (**continue**) No (**terminate**)

Do you currently have a need for small jobs to be completed?

Yes (**continue**) No (**terminate**)

Are you willing to hire remotely?

Yes (**continue**) No (**terminate**)

Candidate speaks and reads fluent English?

Yes (**continue**) No (**terminate**)

Script

Introduction

Hi [name of participant], thanks for taking time out of your schedule to be here today. My name is [name] and I'll be facilitating our discussion. We're here to talk about your thoughts and opinions on a new networking website called Quicktern that aims to help students get short-term internships with small businesses. You were chosen due to your role in your business and proximity working with interns.

Today, we'll be discussing the features of networking sites that are most useful to you and how you interact with interns. Please be open and honest in your responses. You won't offend me or anyone else participating today. The whole point of this exercise is to get your unfiltered, honest opinion, so don't hold back. Quicktern aims to create the best product for *you*.

We will be having a pretty open discussion, so feel free to interject when there is an opening. We encourage you to leave yourself unmuted to help the conversation flow. We do have limited time today, so I may ask you to wrap up thoughts so we can move on.

You may have noticed that [assistant moderator's first name] is here with their camera and mic off. They're here to record the session and take extra notes where necessary. Feel free to ignore them--they are not judging you, but rather making sure that we get the most accurate information possible. The recording is purely for research purposes so that if we have any questions, we can go back and look at exactly what was said. Once again, please state your unfiltered, honest opinions--we will not be upset by anything you say.

Now I'd like to read you what's called a statement of informed consent. It's a standard thing I read to everyone I interview. It sets out your rights as a person who is participating in this kind of research.

As a participant in this research:

- Your responses will be recorded on camera.
- You may stop at any time.
- You may ask questions at any time
- You may leave at any time.
- There is no deception involved.
- Your answers are kept confidential.

You will not be receiving payment for your participation. You can revoke your participation at any time. You will be asked to perform activities related to perception,

behavior, and functionality of the system. These activities will not require personal, confidential, or medical information. You have the right to refuse to perform any activity.

If you accept all of these statements, please state “I accept.”

[wait for verbal confirmation]

Great! Before we officially start, do you have any last-minute questions I can clear up?

[Pause for questions]

Fantastic, let’s get started. I’d like everyone to introduce themselves and get familiar. Let’s start with your name, the business you’re associated with, and your biggest pet peeve about the Internet as a whole. I’ll start us off, and then [assistant moderator] and [name of participant].

[Introduce yourself]. Okay, [assistant moderator], you’re up!

Now that we’re all familiar with each other, we’re going to jump into our conversation. There are a few different parts to our discussion today, including general questions and a few exercises. The first question is...:

General Networking Website Use (10 minutes)

How often would you say you go on professional networking sites such as LinkedIn?

Probe: What’s your favorite platform to post jobs?

Probe: Why do you prefer that site over others?

Probe: How do you currently search for interns?

Thank you all for your candidness. We’re going to switch gears now and do an exercise.

Prioritization Exercise (20 minutes)

I’m going to send a link in the chat. Once you open it, please share your screen so I can see.

[send link, wait for user to share screen]

https://www.canva.com/design/DAE5ZNjMPPo/share/preview?token=IzbnYtDc8MSWMF2az8D8qw&role=EDITOR&utm_content=DAE5ZNjMPPo&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

Thank you. I want you to please rearrange the items shown in order of most important to least important features you look for in a hiring portal such as LinkedIn. Once you’re done, we’ll discuss your rankings. Take as much time as you need; you can go ahead.

[wait for user to finish ordering]

I have a few follow-up questions for you now...

Probe: Was there one site that you wrote down as the best for a majority of the criteria? Why or why not?

Probe: Are there any other attributes of networking sites that you think are important but weren't on our list?

Probe: I see you put ability to search/filter at number (ranking) on your list. What are the most useful terms you look for when searching or filtering to find someone to hire? [if they are confused or can't think of any, suggest:] For example, location, distance, degree, etc.

Thank you for your honest opinions. These will help Quicktern develop a site that works how businesses want to use it. Next, we're going to take a look at an existing professional networking site.

Competitor Site Review (10 minutes)

[Share screen showing competitor site #1]

Are you familiar with this site? If you are: How often do you use this site versus others? Why do you choose to use this site over others (or not)?

What actions or behaviors do you typically perform on this site?

That's all the websites we have to review. Now we're going to work with the new website, Quicktern.

Quicktern Site Review (20 minutes)

[Share link to prototype in chat]

If you would please click the link we just sent in the chat, you'll see our Quicktern prototype. Once you have that open, could you share your screen so that we can see how you interact with it? Great, thank you.

Now, we have a few questions and tasks for you to get an idea of how a business user would interact with our website. Please try to think out loud as you complete each task. Do not filter any of your comments; we want to hear what you expect and what works or doesn't.

Scenarios/Tasks: For each scenario and task, we will be gathering quantitative feedback. This includes the number of clicks, assists, errors, and time of a task. The findings will then be evaluated in a formal written test report. Here we will compare the numbers using the top-down method. Then we will end with the results and recommendations.

GOAL: Successfully search and find an intern.

Scenario 1): You are working for The Hershey Company. You want to find an intern to work on design projects. Use Quicktern to search for potential candidates.

TASK 1: How would you find an intern for an open position and view more about them?

Task 1 Follow Up Questions:

1. How well did this meet your expectations? What did you expect to see?
2. What did you initially look for? Where did you expect to search for an intern?
3. On a scale from 1-5, how effective was the search function? 1 being ineffective and 5 being most effective. Please explain.
4. Was the information on the intern profile page useful? Why or why not?

GOAL: You want to contact an intern and invite them to apply for your job.

Scenario 2): This person appears to be a great fit for your company. You want to contact them for an open quickternship.

TASK 2: How will you contact the quicktern and send them your job? In this case, your job is a logo design. (This task is complete when the logo design task is sent to the intern).

Task 2 Follow Up Questions:

1. How well did this meet your expectations? What did you expect to see?
2. Do you think this way was effective? Why or why not?

GOAL: You want to rate and review an intern that has completed a job for you.

Scenario 3): Your intern has completed their internship for your company. You are extremely satisfied with their work. How would you go about rating an intern a perfect score?

TASK 3: How would you rate and review an intern that just completed the job you assigned? (This task is complete when the rating has been completed and sent).

Task 3 Pre-Question:

1. What criteria would you expect to use to rate an intern? **[Give examples like timeliness, communication, etc. if they are confused]**

Task 3 Follow Up Questions:

2. How well did this meet your expectations? What did you expect to see?
3. Where did you expect to find how to rate them?

Those are all the tasks we have for you today. Thank you for your opinions on this Quicktern prototype! We have a few post-test wrap-up questions to ask you now.

Wrap Up (10 minutes)

Post Test Questions

What features would you like this site to introduce?

(Explain)

How did you expect to find an intern? Rate how effective finding an intern was on Quicktern. (1 being difficult, 5 being easy)

1 2 3 4 5

Rate how effective finding an intern was on Upwork

1 2 3 4 5

You are hiring someone, how effectively does Quicktern allow you to search for interns? What about Upwork? Please explain.

When comparing search features, which platform had the best search feature? Explain why.

When comparing contacting an intern, which platform do you prefer? Why?

Overall, how difficult or easy is the Quicktern website to navigate (1 being difficult, 5 being easy)?

1 2 3 4 5

How likely would you be to recommend this website? (1 being not likely, 5 being very likely)?

1 2 3 4 5

Finally, we have a side nav design we'd like your opinion on. **[show navs]** Which nav do you like better and why?

Thank you for answering those post-test questions! We just have one more question to wind down today. I'd like you to really think about this question. Brainstorm for as long as you need. **[wait a few seconds]**

If you could have anything you wanted in a professional networking website, what would that be? Preferably choose feature(s) that are not already offered.

[Wait at least 30 seconds to allow thinking, then discuss. Type notes in the chat to keep the discussion going.]

Alright, that about covers everything on our agenda for today. Thank you so much for your participation and candid conversation. If you think of anything at all that you forgot to mention today, please do not hesitate to send an email to our Project Manager. I'll post her email in the chat. **[send Bri's email]**

Lastly, is there anything we could have done better to make this a smoother experience for you today? It could have to do with scheduling, the facilitation, anything at all.

[Wait for responses]

In that case, we're all done here! Once again, thank you for your time, and have a great rest of your day.

Appendix B: All Notes

We ran a remote usability test on five individuals who all have a background in hiring interns. The remote usability test was on the Quicktern website, as well as comparing it to the UpWork website. The test was recorded via a group Zoom call and looked back on for the accumulation of our notes. The user shared their screen so we were able to gather both quantitative feedback in numbers and qualitative feedback by viewing their face and audio. Our notes were taken in an excel spreadsheet where we counted clicks, errors, assists, and their answers to our post-test questions. Though the videos will be submitted separately here is a link to our spreadsheet with the notes we gathered.

Spreadsheet:

https://docs.google.com/spreadsheets/d/1i0q9QrYWZ2hR1i6J7dL7wIYIU917tQVKnNF-_XDSLps/edit?usp=sharing

Notes we took during testing:

<https://docs.google.com/document/d/172Yph6nak5YnFCItRVzZgJkhRO7HSioInI2CZliNQJU/edit?usp=sharing>

Appendix C: Links to Videos

Test One: [Test one](#)

Test Two: [Test two](#)

Test Three: [Test Three](#)

Test Four: [Test Four](#)

Test Five: [Test Five](#)

Appendix D: Confirmation of Consent

Please see the videos. Each person is asked for consent at the beginning of the video and each participant (6 of the 6 participants) agreed and consented.

Report 2

Report 2

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Research Goals

The purpose of this Quicktern website usability test is to gather feedback about how potential quickterns will use the website, what problems they may encounter when using the site, and what improvements they would like to see to make it easier to find quickternships.

The usability tests served to answer the question of whether a Quicktern intern-side user can use the website to find, apply for, and accept a quickternship with which they are satisfied. The test determines whether the website design causes the user to make excessive errors or take a long period of time to find what they are looking for. During the test, the user was watched as they performed tasks related to the framed problem such as how users wanted to search for quickternships and where they would expect to go to accept an offer. Before they completed each task, they were asked how they expected to perform different tasks in order to give the development team an unbiased answer on how quickterns want to use the website. Specifically, the navigation bar, the search feature, and the overall layout of the website was evaluated to see if it affords users finding quickternships. Quicktern also wants to better understand what kinds of content student users would expect to find in the in-platform messaging. The goal is to see in which areas of the website may need improvement for a better user experience.

Test Plan Description

- Problem statement and test objectives
- User profile
- Testing methodology and tasks/scenarios
- Plans for data collection and reporting
- Questionnaires as post-test questions

What/Who Is Being Tested

- Quicktern: a platform to find quickternships
 - Link to Prototype:
<https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>
- Users
 - Those utilizing the intern-side of the platform
- Organizational objectives
 - Help quickterns connect with businesses who are offering quickternships of value to their program and interests
 - Offer short-term, remote internships for students who find it difficult to fit a semester-long internship into their schedule

Length of Sessions

Usability tests take about 30 minutes to complete. Tests will include:

- Welcoming users to the test and gathering video consent: 5 minutes
- Administering the four tasks: 20 minutes
 - Some tasks included pre-test questions designed to record how the users expected to interact with the website.
- Post-test questionnaire: 10 minutes

Users

Five participants who show interest in finding internships were tested. These participants include four college students who have not yet completed an internship, and one who has completed at least one internship.

User Profile

- **Motivation:** Obtain valuable work that otherwise could not be provided through a typical semester-long internship
- **Skill level:** Novice

Novice Users:

Has a computer that allows them to access the website at all times
Has used other competitors' websites in the past
Has a basic understanding of searching for and applying to internships

Methods

This section describes the process through which the Quicktern platform was usability tested. The methods used are very similar to those of the usability test performed on the business-side users. Participants were selected through their experience with having an internship or their need for an internship before they graduate college.

The organizational method worked with was the top-down method. This method starts with predetermined categories which then have the findings added in throughout the testing process. The following predetermined categories used for this test were: number of clicks, errors, and assists. An excel spreadsheet which can be found in Appendix B documented these findings.

The usability tests were used to collect quantitative data, such as counting clicks, as well as qualitative data. The user's reactions and any questions they expressed while taking the test were recorded. The reactions and questions of the users help the builders of the platform determine pain points on the platform. The top-down method affords quickly marking down and easily viewing the measured data.

The test was run on five individuals remotely through Zoom. Participants were sent the link to the prototype either shortly before the test or in the beginning minutes of the video call. Zoom allows for the user to share their screen and the testing team to record what they are doing in real-time. The videos, which document participant consent and can be found in Appendix C, were saved to look back on and gather additional data. The test ended when the participant completed all tasks and answered all post-test questions.

The same moderator facilitated all five tests. Keeping the facilitator consistent minimizes differences when reading the script and ensures that all participants are given essentially the same information, directions, and overall testing experience. As the moderator interacted with the subject of the test, other members of the development team recorded quantitative and qualitative notes in a spreadsheet and document shared with the whole team (Appendix B).

Results

Results include findings from both the spreadsheet that recorded the number of clicks, errors, and assists for each participant and notes taken on organic reactions and questions from the test-taker throughout the exercises. Additional notes and data can be found in Appendix B.

(i) means the task was completed in the shortest amount possible clicks

*Participant one has completed an internship. All other participants have yet to compete an internship.

Task 1

Search for a quickternship within a 10-mile radius and view a business's profile.

	Clicks	Assists	Errors	Completed (Y/N)
*Participant 1	4	0	1	Y
Participant 2	6	1	1	Y
Participant 3	5	0	1	Y
Participant 4	6	0	2	Y
Participant 5	8	0	1	Y

Error Description Task 1: Two participants did not use the filter because they already knew that Hershey was within a 10-mile radius. Three participants tried to click the job title rather than the business name which increased the number of clicks needed to reach the business profile page.

Qualitative Data Task 1: Two participants expressed confusion while completing this task. One claimed that she could not find the search bar while the other was confused as to if they were to be logging in or signing up.

Task 2

Accept a quickternship.

	Clicks	Assists	Errors	Completed (Y/N)
*Participant 1	3(i)	0	0	Y
Participant 2	3(i)	0	0	Y
Participant 3	3(i)	0	0	Y
Participant 4	3(i)	0	0	Y
Participant 5	3(i)	0	0	Y

Error Description Task 2: There were no errors on this task.

Qualitative Data Task 2: Four of the participants expressed that the job application was where they expected it to be located. One participant stated that their expectations were met and they were satisfied at where the application was located.

Task 3

Submit the work you have completed.

	Clicks	Assists	Errors	Completed (Y/N)
*Participant 1	5(i)	0	0	Y
Participant 2	5(i)	0	0	Y
Participant 3	7	0	0	Y
Participant 4	7	0	0	Y
Participant 5	8	0	1	Y

Error Description Task 3: Four of the five participants had no issues with completing the task. One participant thought they would send the work through messages, but they figured out it is sent through the task page.

Qualitative Data Task 3: Four of the five participants did not express confusion. Participant 1, who has completed an internship, stated the “submit work” function was where they expected it to be located. Participant 3, a user who has not yet completed an internship, similarly expressed the “submit work” function was where they expected it to be located. One participant initially expressed confusion because they went to tasks first, but then commented “Oh, there is it!” after finding the submit work button.

Task 4

Review the company that you have completed a quickternship for.

	Clicks	Assists	Errors	Completed (Y/N)
*Participant 1	5(i)	0	0	Y
Participant 2	12	0	4	Y
Participant 3	6	0	0	Y
Participant 4	22	1	8	Y
Participant 5	5(i)	0	0	Y

Error Description Task 4: Three users did not have any errors completing the task. The two users who did have errors went to numerous different pages trying to find the rate function. Both participants tried to click on “completed quickternships,” the star on the profiles, and went to their messages with the business before finding the rating function under “tasks” on the dashboard.

Qualitative Data Task 4: Two participants expressed confusion when attempting to figure out how to rate a business. However, three of the participants, including Participant 1, who has completed an internship, quickly located where to go and how to rate the business.

Likert Scale Ratings (1-5)

	Rating of Search Function (1-5) 1- noneffective 5-effective	Rating how to find an internship (1-5) 1- noneffective 5-effective	Rating navigation of website (1-5) 1- difficult 5-easy	How likely to recommend Quicktern? 5-very likely 1-not likely
*Participant 1	3- "I didn't really use it"	5-"searching was easy"	5-"The icons clearly represent what they did."	5-"It's easy to use and fast."
Participant 2	4	4	5-"It's pretty easy, it's self-explanatory, either the words or the symbols represent exactly what it is."	4-" I would recommend it, it's just hard to beat out the existing competition."
Participant 3	4- said the filtering was very good, wished they could type in the box	4	4	5-"very useful website, but depends on the business and position using Quicktern"
Participant 4	5- felt it was effective, results showed quickly, likes match-based results	5	4-"I was confused on the rating part, I didn't expect it to be in the assignment."	5-Needs connections to find internship; quicktern helps with that
Participant 5	3- "Just because I didn't even see it at first."	4-they were confused as a first-time user but now say "it makes sense"	4-"pretty easy to navigate"	4-"it's a pretty good website to find an internship for. There aren't a lot of areas to get lost on the site."

Positive findings:

- All participants successfully completed 4/4 tasks.
- All participants verbalized that the match-based search results would be helpful to them in their search.
- 4/5 participants stated that the business profile page was useful.
- All participants completed Task 2 with a 100% accuracy rate.
- 3/5 participants immediately stated that they would expect to find internships through the search bar. The other two participants easily discovered the internships via the search bar even though they did not originally expect it.
- All participants expected to go to their Quicktern mailbox to accept job offers.
- A participant verbalized that the message icon is clear and easy to understand.
- A participant verbalized that the Accept/Deny offer options would be useful, and they were pleased to see the amount of detail given.
- All participants stated that looking at a business's rating was helpful.

Negative findings:

- All participants made at least one error when completing Task 1.
- 2/5 participants significantly struggled with Task 4.
- All participants stated slightly different answers when asked where they would expect to go to submit their work.
- All participants stated different answers when asked how they would expect to rate a business.

Analysis

Analysis focuses on prioritizing some concerns that were noted during the usability tests. The three different priority levels include High Priority, which is of the utmost importance to change to improve user experience, Medium Priority, which is important but will not make drastic improvements to the overall functionality of the site, and Low Priority, which mostly focuses on aesthetics and other items that are fairly inconsequential to the site experience.

Scope and severity ratings:

High Priority

- How to rate a business is currently unclear. Users took numerous clicks and errors to find the rate function. This is a major pain point in the design of the website and its navigation.
- Users would want to look at comments in the ratings. Currently the rating function is just stars and a corresponding quantitative value, not a textbox.
- Active/completed jobs displayed on a business profile are of no use to quickterns.
- The location of a business is not present on the search or business profile page.

Medium Priority

- One participant thought the search bar was hard to notice and could go unseen.
- There is currently no way of “saving” jobs. Users currently cannot conveniently revisit a job they are interested in.

Low Priority

- UX intern isn't listed under open jobs on the Hershey Company business profile page, but is listed in the search. This is an inconsistency in the prototype.

The data gathered proves that Quicktern follows mental models and affords instinctual navigation. All participants completed at least one task in the least amount of clicks. In fact, all participants completed task 2 in the least amount of clicks. This tells the development team that placing the ability to accept or deny a quickternship within the messaging function follows mental models and is designed with the ease of the user in mind. Overall, the main problem barring Quicktern's success seems to be that it is simply not as well-established as existing platforms. This can be resolved through effective marketing and establishing credibility as a team. Otherwise, the platform is overall a success, as all participants rated Quicktern at a 4 or above on a scale of 5

when asked how likely they would be to recommend the platform, and no participants struggled unduly with any of the tasks. Only two assists total were given during the entire testing period of all five participants. In fact, Quicktern's platform often reflected how participants expected to navigate the website when asked pre-test questions pertaining to this.

Recommendations

This section details the recommendations made to improve the Quicktern platform. Suggestions from both participants in the Quicktern usability test and the Quicktern development team are represented. The team made advice based on the wishes of those who tested the website, paying special attention to when several participants made the same recommendations or observations.

Participant Recommendations:

- Task 1
 - Participant 1 wants to see the locations of businesses displayed on their profile. This includes the address and how far the business is from the user.
 - Participant 2 would like to be able to filter by paid/unpaid quickternships.
 - Participants 4 and 5 suggested adding more industries to the list in sort/filter.
 - Participant 5 wants a more visible search bar on every page.
- Task 2
 - Participant 3 would like to see what the requirements are for applying (participant 2 also expressed this), what exactly they would be doing, and the pay for a quickternship.
- Task 3
 - No recommendations
- Task 4
 - Participant 2 would like to be able to see comments/reasons for the review a business gets.
 - Participant 4 wants to rate businesses on stress level and the work environment itself, such as red flags and relationships with coworkers.
- Post-test
 - Participants 1 and 4 suggested adding the ability to find and connect with friends. Participant 1 also wants to be able to mass-apply to more than one quickternship at once.
 - Participant 2
 - Wants to be able to see where they are working right now and a calendar of their tasks on their dashboard.
 - Would like quickternship descriptions to also list the requirements for application to the position.

- If this participant could have anything added to Quicktern, they want the ability to message a company right from the application page and to edit their resume on the website.
 - Participant 3
 - Recommends adding a feature to be able to save quickternships they're interested in to apply to later.
 - Also wants to be able to see and change their current location on their profile/the search page as they search.
 - Wishes they could see further steps after they have applied, such as “application submitted > in review > schedule an interview!” (Participant 5 also suggested this)
 - Participant 4 would like to see a section on “success stories” of people who were hired full-time after completing a quickternship with the company.
 - Participant 5
 - Suggests that users are able to click on completed quickternships to see submitted work, rating, and the jobs they performed.
 - Wants to be able to see how long ago they applied once they submit their application.

Development team recommendations based on data gathered:

- Based on the data gathered both quantitatively and qualitatively, the majority of users were confused about where the rate function was. Many participants want to go to the business profile to do their rating, but the team ultimately decided to not allow this function so that only quickterns who completed a quickternship with a business can rate that business. Quicktern’s final recommendation is to keep the rate function where it is, but also add it under “completed quickternships.”
- Active and Completed jobs displayed on the intern-view side of a business profile should not be displayed and will be removed.
- Quicktern would like to add a friend feature because several test participants indicated that they wished to be able to do more professional/social networking on the platform by “friending” other quickterns using the platform.
- The team recommends adding a progress-report-type feature based on the advice of participants 3 and 5. This progress report would show further steps after applying to a quickternship.
- The prototype builders think they should add more industries to the available list through which to filter because the current filters do not reflect the full range of industries represented on Quicktern and participants 4 and 5 wanted to see a larger pool from which to choose.

Appendix A: Test Plan, Facilitation Guide, Screener

Interview Questions

1. Do you actively look for internships, or do you wait for opportunities to come to you? (Ex. through networking platforms, professors, personal recommendations, etc.)
2. If you do search for internships, how long do you typically search for an opportunity? Please explain.
3. When you are thinking of applying to a company, and you look at their profile, what information would you hope to see?
4. Explain how you received tasks to complete at your internship. Was it through an email or a face-to-face meeting, or another method?
5. Where did you submit your work?
6. When working as an intern in the past, what has your company offered you in return for doing work? College credit, monetary compensation, something else?
7. Does someone review work completed by you? If yes, do you receive feedback? If not, do you wish you did?

Screener

To find qualified users to partake in our remote usability test we will first send out a screener. If a user does not meet desired requirements, they are terminated from the group of individuals we would test. These terminations indicate the candidate is not familiar with internships or freelance work and would skew the results.

Candidate

Name:

Recruited by:

Recruiter Info

Hello, we are a group of students currently attending LVC. Our group is conducting a study on the potential users of Quicktern, and we would like to ask you a few questions. If you qualify for this study, we would like you to participate in a single one-hour session via Zoom.

If selected, will you allow us to videotape you?

Yes (*continue*)

No (*terminate*)

Will you need/ have the desire to complete an internship in the future?

Yes (*continue*)

No (*terminate*)

Are you willing to do an internship remotely?

Yes (*continue*)

No (*terminate*)

The candidate speaks and reads fluent English?

Yes (*continue*)

No (*terminate*)

Script

Introduction

Hi [name of participant], thanks for taking time out of your schedule to be here today. My name is [name] and I'll be facilitating our discussion. We're here to talk about your thoughts and opinions on a new networking website called Quicktern that aims to help students get short-term internships with small businesses. You were chosen due to your desire to one day complete an internship.

Today, we'll be discussing the usability of Quicktern. Please be open and honest in your responses. You won't offend me or anyone else participating today. The whole point of this exercise is to get your unfiltered, honest opinion, so don't hold back. Quicktern aims to create the best product for *you*.

We encourage you to leave yourself unmuted to help the conversation flow and think out loud while completing tasks. This means explaining out loud what you are clicking on, thinking about, and why. This is not a test of you, this is a test of the Quicktern website. Don't worry if you make mistakes; you are not making any. We are simply looking at how a regular user would interact with the platform.

You may have noticed that [assistant moderator's first name] is here with their camera and mic off. They're here to record the session and take extra notes where necessary. Feel free to ignore them--they are not judging you, but rather making sure that we get the most accurate information possible. The recording is purely for research purposes so that if we have any questions, we can go back and look at exactly what was said. Once again, please state your unfiltered, honest opinions--we will not be upset by anything you say.

Now I'd like to read you what's called a statement of informed consent. It's a standard thing I read to everyone I interview. It sets out your rights as a person who is participating in this kind of research.

As a participant in this research:

- Your responses will be recorded on camera.
- You may stop at any time.
- You may ask questions at any time
- You may leave at any time.
- There is no deception involved.
- Your answers are kept confidential.
- You will not receive payment for your participation

If you accept all of these statements, please state, "I accept."

[wait for verbal confirmation]

We are also currently working on promotional materials for our launch campaign. Would you be willing to allow us to use some of the recorded material for those purposes?

Great! Before we officially start, do you have any last-minute questions I can clear up?

[Pause for questions]

Fantastic, let's get started by jumping into our first activity. I will ask you a few questions about how you search for jobs and internships currently.

General Networking Website Use (5 minutes)

How often would you say you go on professional networking sites such as LinkedIn?

Probe: What's your favorite platform to find and apply for internships? Why?

Probe: Why do you prefer that site over others?

Probe: How do you currently search for internships?

Thank you all for your candidness. We're going to switch gears now and do an exercise.

Quicktern Usability Test (20 minutes)

[Share link to prototype in chat]

If you would please click the link we just sent in the chat, you'll see our Quicktern prototype. Once you have that open, could you share your screen so that we can see how you interact with it? Great, thank you.

Now, we have a few questions and tasks for you to get an idea of how a student user would interact with our website. Please try to think out loud as you complete each task. We want to hear what you expect and what works or does not work.

Scenarios/Tasks: For each scenario and task, we will be gathering quantitative feedback. This includes the number of clicks, assists, errors, and time of a task. The findings will then be evaluated in a formal written test report. Here we will compare the numbers using the top-down method. Then we will end with the results and recommendations.

GOAL: Successfully search and find an opportunity you want to apply to.

Scenario 1): You are in need of a graphic design internship, close to where you live.

TASK 1: Search for a Quickternship within a 10mile radius and view a business's profile. (This task is completed when the business profile page has been reached.)

Task 1 Follow Up Questions:

1. How well did this meet your expectations? What did you expect to see?
 2. What did you initially look for? Where did you expect to search for a quickternship?
 3. On a scale from 1-5, how effective was the search function? 1 being ineffective and 5 being most effective. Please explain.
 4. Was the information on the business profile page useful? Why or why not?
-

GOAL: You want to accept a quickternship.

Scenario 2: You are looking for some work. You have been contacted by some businesses offering an opportunity.

Task 2 Pre-Question:

1. Where would you expect to go to accept a quickternship offer?

TASK 2: Accept a quickternship. (This task is complete when you see a confirmation pop-up.)

Task 2 Follow Up Questions:

1. How well did this meet your expectations?

2. Do you expect to search for a quickternship or do you expect businesses to reach out to you?
-

GOAL: You want to submit the work you completed.

Scenario 3): You have completed the work for your quickternship and you need to submit it to them.

Task 3 Pre-Question:

1. How would you expect to submit your work to the company?

TASK 3: Submit the work you have completed. (This task is complete when you click the send button.)

Task 3 Follow Up Questions:

1. How well did this meet your expectations?
-

GOAL: You want to rate the business you just completed a quickternship for.

Scenario 4): You have completed the quickternship and you want to rate the business based on your interactions and experience with them.

Task 4 Pre-Question:

1. How would you expect to rate the business?
2. What terms do you expect to review the business on? (example is professionalism)

TASK 4: Review the company that you have completed the quickternship for. (This task is complete when you click the submit button.)

Task 4 Follow Up Questions:

1. Are there any criteria terms that you wanted to rate the business on?
2. Would you look at a business rating before accepting a quickternship from a business?

Those are all the tasks we have for you today. Thank you for your opinions on this Quicktern prototype! We have a few post-test wrap-up questions to ask you now.

Wrap Up (10 minutes)

Post Test Questions

1. What features would you like this site to introduce? Explain Why.
2. What is the most effective feature of this website? Please explain why.
3. What did this website NOT do that you think it should do? Please explain.
4. Rate how effective finding a quickternship was on Quicktern. (1 being difficult, 5 being easy)

1 2 3 4 5

5. Overall, how difficult or easy is the Quicktern website to navigate (1 being difficult, 5 being easy)?

1 2 3 4 5

6. How likely would you be to recommend this website? (1 being not likely, 5 being very likely)?

1 2 3 4 5

Thank you for answering those post-test questions! We just have one more question to wind down today. Brainstorm for as long as you need. **[wait a few seconds]**

If you could have anything you wanted in a professional networking website, what would that be? Preferably choose feature(s) that are not already offered.

[Wait at least 30 seconds to allow thinking, then discuss. Type notes in the chat to keep the discussion going.]

Alright, that about covers everything on our agenda for today. Thank you so much for your participation and candid conversation. If you think of anything at all that you forgot to mention today, please do not hesitate to send an email to our Project Manager. I'll post her email in the chat. **[send Bri's email]**

Lastly, is there anything we could have done better to make this a smoother experience for you today?

[Wait for responses]

In that case, we're all done here! Once again, thank you for your time, and have a great rest of your day.

Appendix B: All Notes

Spreadsheet:

<https://docs.google.com/spreadsheets/d/1hBs4vGraDP1N5wAaHEQKo1fvC7x16QkZW-XJ7y9sh5Jo/edit?usp=sharing>

Notes we took during testing:

<https://docs.google.com/document/d/1McZam92iT-uaanH5rMJKE5hKev85emFqshFiLk4tjQI/edit?usp=sharing>

Appendix C: Links to Videos

Test One: <https://photos.app.goo.gl/m4KB3xfqKTQNenD3A>

Test Two: <https://photos.app.goo.gl/MajCrkxVYvC9Kjyg7>

Test Three: <https://photos.app.goo.gl/ASm8zJkRPRdXt3vb9>

Test Four: <https://photos.app.goo.gl/zxaNyJ18eSw8QEfaA>

Test Five: <https://photos.app.goo.gl/wA5T5PsyFkodZv7eA>

Appendix D: Confirmation of Consent

Please see the videos. Each person is asked for consent at the beginning of the video and each participant (5 of the 5 participants) agreed and consented.

Promotions

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What is QuickTern?

Fact Sheet:

History:

Quicktern was founded in 2021 by four senior college students at Lebanon Valley College. All of them had experienced some difficulties during the internship process, so they wanted to fill a gap in the market while also making it easier and more flexible for students to complete an internship.

Value Proposition:

Quicktern was designed with both businesses and students in mind. Quicktern allows business and students to connect and collaborate on one easy-to-use platform. Students can complete multiple quickternships for college credit instead of having to find one 15-week internship. Quickternships are also fully remote, allowing students the flexibility to work around their class schedule. Quicktern is great for businesses that need small, independent projects done and do not have a dedicated graphic designer/programmer/accountant/etc.

Development:

Quicktern was developed over the course of a full academic year. We researched the need and desirability for a networking platform designed to give students flexible options to get internship credit.

The Quicktern platform was created in Adobe XD as a high-fidelity prototype. There is both a business side and a student side of the website. Although it is not a fully-functioning website, users are able to click through the prototype and get a solid grasp of how it works. Here is the link to our prototype: <https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>

Fast Facts:



Founded in 2021



Two-sided Market



3 Social Medias



4 Team Members

Where to Find Us:



Website
www.quicktern.com



Facebook
[@quickternjobs](https://www.facebook.com/quickternjobs)



Twitter
[@quickternjobs](https://twitter.com/quickternjobs)



Instagram
[@quickternjobs](https://www.instagram.com/quickternjobs)

Meet the Team



Kayleigh Johnson | Editor

LVC '22 | Digital Communication and English Major

As a senior digital communications and English major concentrating in communications, Kayleigh has taken on the role of editor and content creator for Quicktern. She focuses on creating and editing published materials and making sure Quicktern always has their best face forward.

Email: kjj002@lvc.edu

Brianna Eberly | Project Manager & Design

LVC '22 | Digital Communication Major

Bri is a senior digital communications major whose primary role for Quicktern, as the project manager, focused on delegating tasks, ensuring timelines were met, and keeping the team on track. In addition, Bri worked heavily on the design of Quicktern within the prototype, poster, and promotions.

Email: bme005@lvc.edu



Andy Brown | UX Developer

LVC '22 | Interaction and Experience Design

Andy is a senior Interaction & Experience Design major, who is the Creative and UX Developer for Quicktern. Andy focuses on the Quicktern interface by facilitating the usability tests and by analyzing and designing how users interact with our platform.

Email: arb006@lvc.edu

Sam Ile | Prototype Developer

LVC '22 | Digital Communication Major

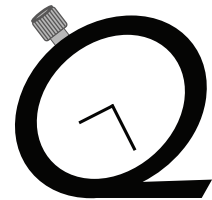
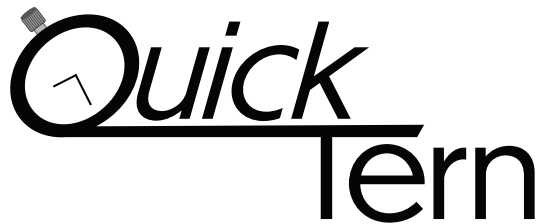
Sam is a senior Digital Communications major whose main role for Quicktern focuses on the creation of promotional materials, including Quicktern's logo, and developing Quicktern's high-fidelity prototype with Adobe XD.

Email: sb025@lvc.edu



Branding Guidelines

Logo



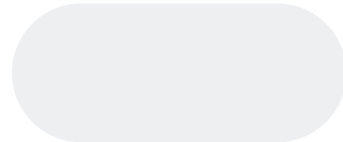
Color



HEX: #90A8D5
RGB: 144, 168, 213
CMYK: 44, 27, 1, 0



HEX: #4071CC
RGB: 64, 113, 204
CMYK: 77, 56, 0, 0



HEX: #EDEDED
RGB: 237, 237, 237
CMYK: 6, 4, 4, 0

Font

Acumin Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Acumin Pro Bold

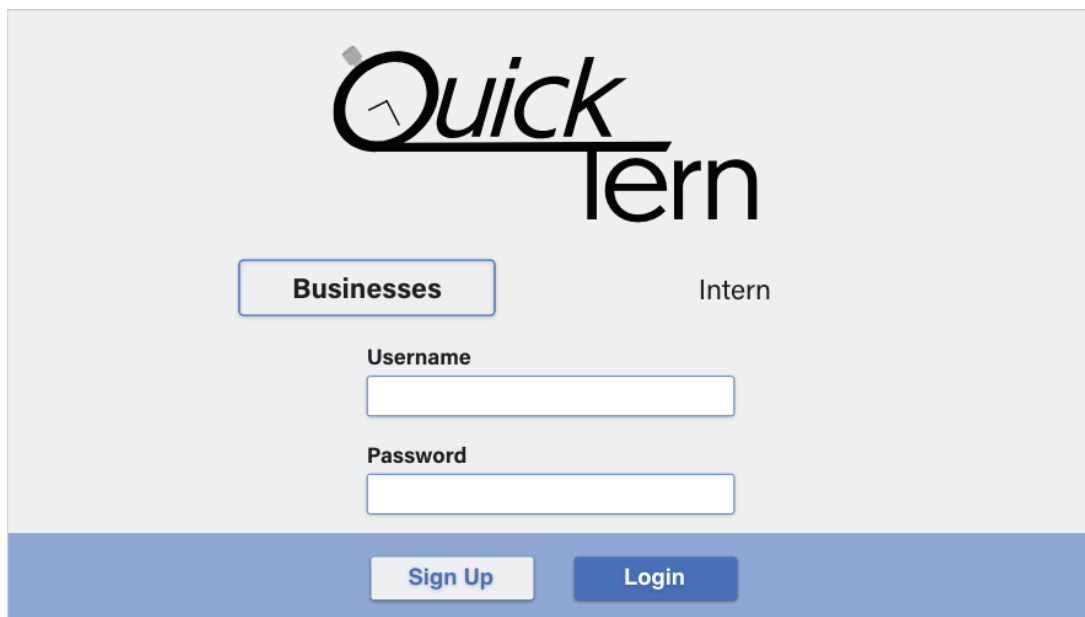
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

Website Prototype

Business Users

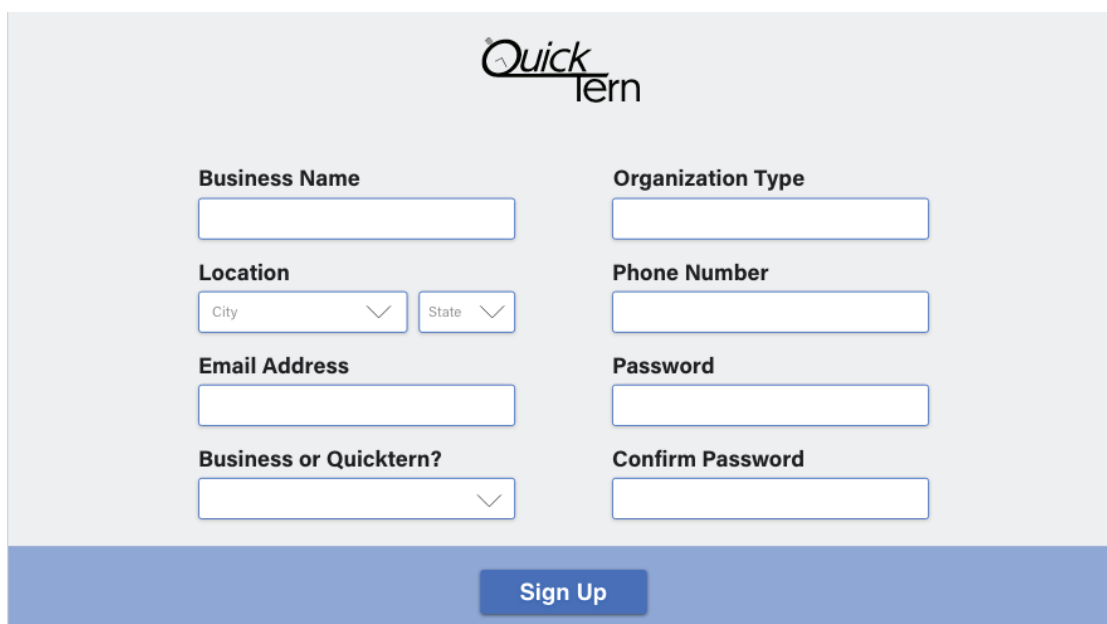


Quicktern

Businesses Intern

Username

Password



Quicktern

Business Name

Organization Type

Location
City State

Phone Number

Email Address

Password

Business or Quicktern?

Confirm Password

<https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>

Website Prototype

Search for talent QuickTern

The Hershey Company
Hershey is a company that looks to make the best products we pride ourselves on our online appearance.

Video Chat
Tasks
Payments

Active Jobs

Rebecca Smith Business Intern	Jan 3, '22 - Apr 4, '22
Aaron Jones HR Intern	Jan 3, '22 - Apr 4, '22

Open Jobs

- Business Intern
- HR Intern
- Design Intern
- Accounting Intern

Completed Jobs

- Business Intern (Jan 5, '21 - Jan 7, '21)
- HR Intern (Jan 5, '21 - Jan 7, '21)

Search for talent QuickTern

Filter By

Industry

- Administrative
- Construction
- Design
- Nursing

Distance

- 10mi Radius
- 20mi Radius
- Any Radius

Rating

- 4 & up
- 3 & up
- Any Rating

Rebecca Smith 90% Match
Harrisburg, PA

Carlos Minkru 80% Match
Harrisburg, PA

Abigail Koalas 80% Match
Lancaster, PA

Peter Register 70% Match
Lancaster, PA

Sarah Polosho 20% Match
Camp Hill, PA

Search for talent QuickTern

Messaging

Rebecca Smith
Sr. Digital Communications Major at Lebanon Valley College

Rebecca Smith Feb 4
Rebecca: I would love to work on that project for you!

Cody Lynn Jan 14
You: Great work Cody, thank you!

Anna Fredrick Jan 4
Anna: Thank you for the opportunity to work for your company!

Jarrett Barner Dec 22, 2021
You: Thank you for the flyer. Have a Happy New Year.

Hershey Company 10:45am
Good morning Rebecca, We came across your profile and thought that you would be a great fit for our Design Internship this summer. We will link the information below. Please feel free to contact us with any questions.

Logo Redesign Quickternship Summer 2022

Link Open Job

Send

Website Prototype

Intern Users

The dashboard features a search bar for 'Quickternships', the 'Quicktern' logo, and navigation icons for a calendar, email, and user profile. The main content is divided into two sections: 'Dashboard' and 'Your Tasks'.

Dashboard

- Applied Quickternships:** 14
- Completed Quickternships:** 17
- Analytics:** 2 Feedback, 17 Views
- Line Chart:** Shows a fluctuating trend over time, with values ranging from approximately 90 to 140.

Your Tasks

- Logo Redesign:** Hershey Company, due **Wed, May 4**
- Website Home Page:** Red Circle, due **Tues, May 17**
- Social Media Flyer:** Seattle Good Directory, due **Fri, June 10**

The user profile for Rebecca Smith includes a search bar, the 'Quicktern' logo, and navigation icons for a calendar, email, and user profile. The profile section features a back arrow, a profile picture, and buttons for 'Portfolio', 'Contact', and 'Settings'.

Rebecca Smith

Hello, I am a senior digital communications major at Lebanon Valley College. I enjoy working in teams, designing, and problem solving.

★ Rating | 3 Jobs Completed

Skills [Edit](#)

- Management
- Adobe Suite
- Excel
- Leadership

Experience [Edit](#)

- Business Intern:** Hershey Company, Jan 3, '22 - Apr 4, '22
- Retail Associate:** Kmart, Jan 3, '22 - Apr 4, '22

Education [Edit](#)

- Lebanon Valley College:** Digital Communications, Jan 3, '22 - Apr 4, '22
- Lebanon High School:** Jan 3, '16 - Apr 4, '18

Completed Quickternships [Edit](#)

- Marketing Intern:** Lebanon Local Library, Jan 3, '22 - Apr 4, '22
- Social Media Intern:** Anville Rec Center, Jan 3, '22 - Apr 4, '22

<https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>

Website Prototype

Quick

Logo Design - The Hershey Company

Quicktern description: We are looking to redesign our Hershey Pantry logo. We need the logo to be in a circle Format, 3'x3', and sent to us as a PDF in both black and white and color. We want our logo to be simple, represent our brand, and be easily recognizable. In the past we have used programs such as Adobe Illustrator to make our logos. We need this done by April 4th. We are open to video chat and messaging. Feedback and progress is required.

Requirements for Logo: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur gravida diam id consequat hendrerit. Cras vulputate metus at dictum iaculis. Donec quis massa ante. Vivamus eleifend porta lacus, eget consequat velit bibendum vel. Maecenas porta interdum magna, id facilisis arcu. Curabitur tincidunt lacinia commodo. Nulla varius ligula sed sem interdum, nec volutpat libero scelerisque. Sed eleifend vulputate nunc, et sagittis turpis luctus at. Duis sed metus sed lacus pretium sagittis id non purus.

Pay structure: \$160 total (\$40 upfront), NEGOTIABLE.

Upfront		When Client is satisfied		Total
\$40	+	\$120	=	\$160

[Deny](#) [Accept](#)

Search Quickternships Quicktern

Hershey Company

Logo Redesign

[Submit Work](#)

Added by: Randall Sputnik on Mon, Jan 31
Assigned to: Rebecca Smith
Due: Fri, May 11
Description: A redesign logo for the Hershey Pantry. Submission needs to be 3' x3' Black and White and one in color. Attach as PDF.
Payment: \$160

[Message](#) [Video Chat](#) [Rate Quickternship](#)

Search Quickternships Quicktern

Hershey Company

Leave a Review

You're Leaving a Review On: [Hershey Company, Logo Design](#)

Overall Work Experience
★ ★ ★ ★ ★

Communication
★ ★ ★ ★ ★

Professionalism

Social Media Campaign

Objectives

Quickterns objectives include:

Gain at least 100 followers on Instagram and Twitter within the first two months of launch

- KPI: 50 or more followers after 30 days
- Metric: number of followers after one month

Get 25 new Kickstarter sponsors via our social media campaign within 3 months

- KPI: 5 supporters from social media within a month
- Metric: social media analytics (ex. Semrush, Google Analytics)

Receive one unpaid, organic shoutout on social media

- KPI: potential users direct messaging us on platforms (ex. Instagram, Twitter)
- Metric: being tagged in a promotional post made by a free user

Goals

The goal of our social media campaign is for people to make an emotional connection to Quicktern in which they believe in Quicktern's value proposition. We want potential users to truly believe that they will get offers for quickternships and relevant experience by using our platform. If a user reacts to our campaign with a shrug and a sigh of "just another networking website," we have failed at making an emotional connection with them.

In order to achieve this goal, we will show users exactly how Quicktern works. Posts will involve people using the website so that potential users can get a feel for the platform, success stories of people who received quickternships (and, potentially, job offers) through the website, easily understandable, attractive infographics that show the research we put in, and updates on new features we add to the platform. This list is non-exhaustive, but a solid start.

Tasks

Be a trustworthy networking platform (live up to our promises)

Create engaging, informative social media posts

Make the Quicktern website itself as aesthetic and user-friendly as possible, so that when people visit the website from our social media posts they will not be disappointed

Post regularly and consistently, always with our branding incorporated, to promote trust

We will report, measure and analyze this data through our analytics software such as Semrush or Google Analytics. These services will track the information that we need to make key campaign decisions and figure out what type of messaging is effective.

Social Media Campaign

Success Metrics

- **Social Media Follower Count**
The number of people invested with Quicktern enough to follow/like our accounts and pages.
Goal: 10 new followers per week per platform
- **Avg. Daily Engagements**
How many people are liking, commenting, or spreading our posts on a daily basis. We can see how likely our product is being shared around to grow.
Goal: 5 average daily engagements per platform
- **Avg. Monthly Engagements**
Like average daily engagements, but this will show over a larger portion of time how our followers are interacting with our posts.
Goal: 100 average monthly engagements per platform
- **Avg. Impressions**
How many people have seen our posts. This shows how our social media campaign has grown.
Goal: 100 average impressions per day per platform

List of contacts



- La Vie Collegienne is LVC's student-run newspaper. It is a student-centered publication that publishes local news and success stories from LVC. Its readership includes current LVC students and faculty. It produces around one print publication a month, making the deadlines the beginning of the month.
- NPR, or National Public Radio, is a website focusing on posting breaking news articles, analyses, and podcasts. Podcasts would offer a slightly different media outlet than the typical digital or print methods, offering Quicktern the opportunity for more recognition in this niche market. The typical readership/listener age is 18-44 years.
- Forbes is a global media company that focuses on business, technology, entrepreneurship, and more. They produce both printed and digital content that can very easily reach those seeking Quickternships or small businesses looking to post Quickternships. The typical readership age is 20-80 years.
- Both Apple News and Flipboard are quick news outlets for iOS and Android users. These both come pre-installed on the user's device and can be an easy way to alert users of Quicktern articles. The typical readership age ranges from 25-44 years.
- CNN is a news-based televised channel that also has a strong online following. CNN presents full news articles on the latest and breaking news around the world. As Quicktern is a platform for remote work that can be completed anywhere in the world, this would be a strong media outlet to utilize. The typical readership age ranges from 25-54 years.

Social Media Campaign

Communities of Interest

- Students (high school, undergraduate, graduate)
- Recent graduates
- Freelancers
- People looking for a career change (can try out different roles without much commitment)
- Businesses

Social/Editorial Calendar

MAY						
1	2	3	4	5	6	7
8	9 Kickstarter goes live First post on all channels introducing Quicktern	10 Send out story/back-grounder to La Vie and NPR	11 Post link to Kickstarter	12	13 Introduce the team	14
15	16 Repost La Vie/NPR story on all social channels	17 Send published story from La Vie/NPR to bigger news stations	18 Host Instagram Live introducing team and product	19 Host Facebook Live introducing team and product	20 Send information to colleges we want to partner with	21
22 Twitter poll asking students if they want their school to partner	23	24	25 Offer premium access for a review of the site	26	27 Post success stories of students who have used it	28
29	30	31 Send story about introducing college credit to all news platforms		 Social Media  Editorial		

Social Media Campaign

Social Media Channels



Website
www.quicktern.com



Facebook
[@quickternjobs](https://www.facebook.com/quickternjobs)



Twitter
[@quickternjobs](https://www.twitter.com/quickternjobs)



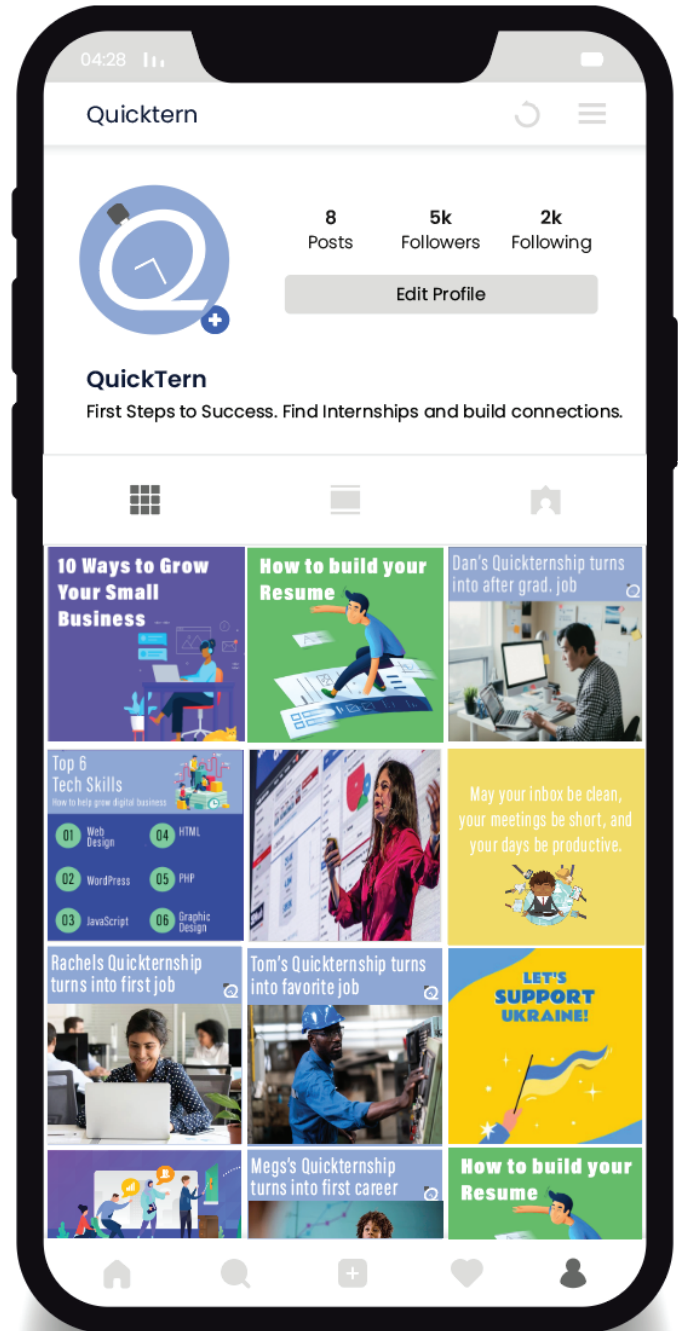
Instagram
[@quickternjobs](https://www.instagram.com/quickternjobs)

Social Media Policies

- Quicktern administrators will never ask for your personal information, including passwords, over social media platforms (if we open comments/posting to followers)
- Content that is posted to intentionally harm, discredit, or humiliate other users is strictly prohibited
- Any content that is thought to be inappropriate will be immediately removed and the person(s) responsible will be banned for a minimum of 10 days
- No “bumping” of posts in order to increase visibility

Social Media Campaign

Sample Posts - Instagram



Social Media Campaign

Sample Posts - Facebook & Twitter



Press Kit

Organizational Profile

What is Quicktern?

We built Quicktern - A two-sided platform that works to [connect Quickterns and businesses](#)! Quicktern provides users with a platform where companies can hire students to complete 'quick' internships and freelance work. Quicktern allows users to create [profiles](#), [contact](#) one another, [accept or deny work](#), and [submit](#) their work all in one space. Opportunities range from making a logo, designing a website, coding SQL, and more! These Quickternships are paid and help form connections between students and businesses. At the end of each Quickternship, users can [leave ratings](#) to grow their presence on the site. The goal is to build students' confidence, resumes, and network, all while providing businesses with valuable work!

What Problem Did We Solve?

Finding an internship is no easy task. It can be stressful, time-consuming, and aggravating. In addition, businesses do not want to spend time searching for an intern, let alone spend hours training one. Often it is hard to provide an intern with hours of work for an entire semester's duration. Platforms exist to find jobs, but none specialize connecting interns and businesses. Wouldn't it be beneficial to have a place to find an internship and complete your tasks [all in one space](#)? We're changing the way students grow their networks. Complete Quick-Internships. [Quickternships](#)!

How Was Quicktern Developed?

To develop Quicktern, we went through the Human Centered Design process. First, we conducted research. We studied the market, business and user needs, and our competitors. We conducted [business analysis](#), [a formative usability test](#) on 5 businesses, [usability tested](#) 5 students, and developed numerous iterations of [prototypes](#). Each new prototype was designed to provide the best user experience based on the data collected. Quicktern is now a fully functioning high-fidelity prototype created in Adobe XD.

How to Contact us?

Quicktern is always available by email, listed up above. Or you can call our headquarters: (717)383-3916

Press Kit

News Release

FOR IMMEDIATE RELEASE

Contact:

Brianna Eberly, Project Manager
bme005@lvc.edu



Quicktern adds college credit to payment options.

This new development is ideal for students required to complete an internship before graduation.

Annville, PA—The networking platform Quicktern just announced a new feature guaranteed to make it even more popular with college students of all ages, especially upperclassmen.

Quicktern's unique business model allows students to get real-world experience with small companies who may not have the personnel needed for a certain project.

Best of all, students can now receive class credit for completing multiple Quickternships. Gone are the days of fighting for a limited number of full-time, semester-long internships.

The feature is being rolled out to certain colleges on a testing basis, but it is an exciting step forward in higher education. Coupled with the already virtual nature of the jobs offered on Quicktern, this new payment option makes the platform even more attractive to college students, especially those following a nontraditional path.

"We are so, so stoked to announce this new type of partnership," Kayleigh Johnson, a member of the Quicktern development team, said. "This is something we've talked about since Quicktern was just an idea on a piece of paper, so we can't wait to really get the ball rolling. We're hoping to partner with even more universities very soon."

Currently, the list of higher education institutions offering class credit for Quickternships includes Lebanon Valley College, Elizabethtown College, Albright College, and Alvernia University. The company hopes to expand to more schools soon.

Quicktern is a fast-growing platform connecting students with small businesses to complete projects such as poster-making, video editing, copywriting and much more. Students gain experience working on real-world deliverables and small businesses have the peace of mind of knowing their brand is in verified hands.

###END###

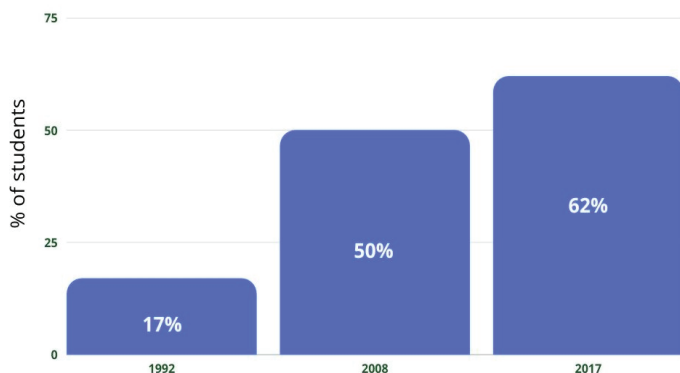
Press Kit

Story Ideas

- Quicktern breaks 10,000 users
- Local college student completes internship credit through Quicktern
- Local small business gets the help it needs thanks to Quicktern
- Founder feature
- Student user profile (how it has helped them, jobs completed, etc)
- Business user profile (how it has helped them, jobs completed, etc)
- Talk to partner colleges
- How Quicktern has benefited students (college administration perspective)

Infographics

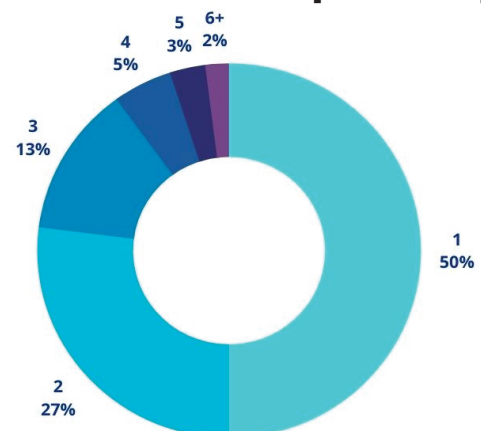
Students Completing Internships During College



We can use infographics to show how the rate at which internships are completed. Once Quicktern is live we could compare how many Quickternships are completed.

We can use infographics to show how popular the demand for internships has become.

Number of Internships Completed



Press Kit

Promotional Photography

Photo | Networking



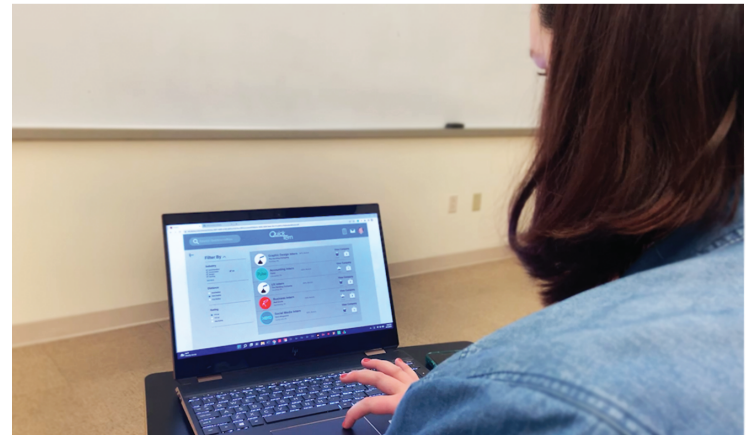
Photo | Quicktern User



Photo | Development of Quicktern



Photo | Quicktern Platform



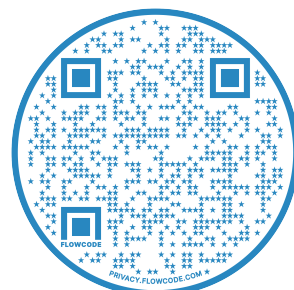
Promotional Videography

Video | Kickstarter Promotion



This video was geared toward establishing what Quicktern is, our credibility, and why Quicktern should be invested in.

Video Link: <https://www.youtube.com/watch?v=XU4LKv7AG-I>



Press Kit

Backgrounder

Internships get more popular as more people go to college. A survey showed that more than 62% of students in the Class of 2017 completed an internship “at some point during their college years, compared to about 50% in 2008 and 17% in 1992” (Waxman, 2018). Like Lebanon Valley College, some colleges and universities require a student to complete an internship before they graduate.

The idea of an internship dates back to the Middle Ages. An apprenticeship was when a person learned a craft from an expert. In the modern era, students used to get entry-level jobs where they would be trained and learn basics in the field. The shift away from entry-level jobs towards internships came about in the 1940s, largely due to a ruling on a case.

The Supreme Court ruled that a company did not have to pay workers for a training program, which has served as a loophole for companies to not pay for training employees. In 2015, The Supreme Court overturned a 2011 court case. The new case ruled that an internship could be unpaid if the intern were, arguably, the primary beneficiary of the relationship.

Perhaps more importantly, there was a push for everyone to get a college degree starting in the 1970s. This push continues today. More colleges require internships to show employers that students are proficient in their fields more than ever. Many companies require internship experience even before they offer someone an entry-level job. All of this leaves the industry where it is today: popular and expanding.

Searching for an internship or a job has evolved from using prior connections, to joining a temp agency, to finding an opportunity on a smartphone. Some leaders in the industry are Indeed, Glassdoor, Handshake, Upwork, and ZipRecruiter. Some target college kids looking for internships, some target people looking for full-time jobs, and some specialize in freelance work. Quicktern was created to target college students and fill a gap between freelance work platforms and internship platforms.

Sources:

Waxman, O. B. (2018, July 25). Intern history: How internships replaced entry-level jobs. Time. Retrieved April 18, 2022, from <https://time.com/5342599/history-of-interns-internships/>

Press Kit

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- Bri Eberly** (Project Manager & Designer)
- Kayleigh Johnson** (Project Editor)
- Andrew Brown** (Creative & UX Developer)
- Sam Ile** (Promotions & Prototype Developer)



First steps to success

HEX: #90A8D5

HEX: #EDED

HEX: #4071CC

FONT:
Acumin Pro Regular and Bold

THE PROBLEM

Finding an internship is no easy task. It can be stressful, time-consuming, and aggravating. In addition, businesses do not want to spend time searching for an intern, let alone spend hours training one. Often it is hard to provide an intern with hours of work for an entire semester's duration. Platforms exist to find jobs, but none specialize connecting interns and businesses. Wouldn't it be beneficial to have a place to find an internship and complete your tasks **all in one space**? We're changing the way students grow their networks. Complete Quick-Internships. **Quickternships!**

OUR SOLUTION

We built Quicktern - A two-sided platform that works to **connect Quickterns and businesses!** Quicktern provides users with a platform where companies can hire students to complete 'quick' internships and freelance work. Quicktern allows users to create **profiles**, **contact** one another, **accept or deny work**, and **submit** their work all in one space. Opportunities range from making a logo, designing a website, coding SQL, and more! These Quickternships are paid and help form connections between students and businesses. At the end of each Quickternship, users can **leave ratings** to grow their presence on the site. The goal is to build students' confidence, resumes, and network, all while providing businesses with valuable work!

DEVELOPMENT

To develop Quicktern, we went through the Human Centered Design process. First, we conducted research. We studied the market, business and user needs, and our competitors. We conducted **business analysis, a formative usability test** on 5 businesses, **usability tested** 5 students, and developed numerous iterations of **prototypes**. Each new prototype was designed to provide the best user experience based on the data collected. Quicktern is now a fully functioning-high-fidelity prototype created in Adobe XD.

PROTOTYPES

The prototypes are created in Adobe XD.



70% of interns are hired by the company they interned for. -ZIPPA

Quicktern: first steps to success

We are looking to connect businesses and students in quick internships and freelance work.



Web Lancaster, PA

\$0 pledged of \$80,000 goal

0 backers

30 days to go

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All or nothing. This project will only be funded if it reaches its goal by the campaign deadline.

Kickstarter connects creators with backers to fund projects.

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Campaign, FAQ, Updates, Comments, Community

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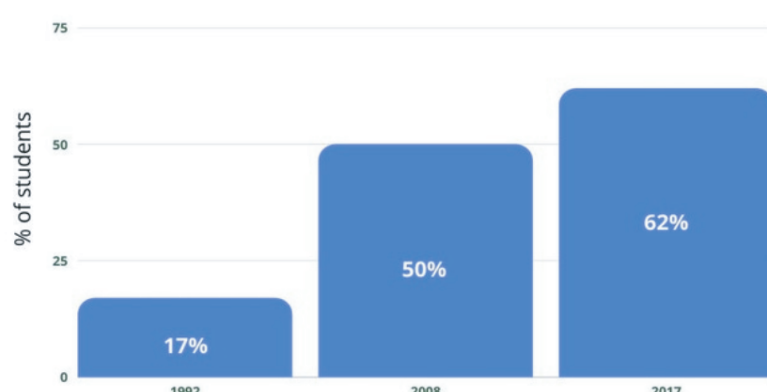
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Quicktern Prototypes

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[Learn about accountability on Kickstarter](#)

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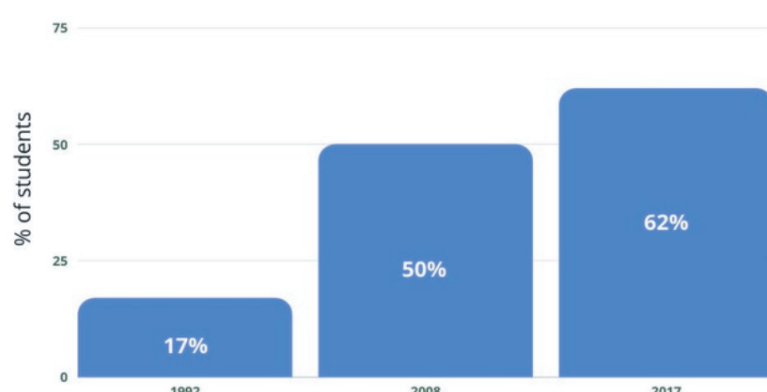
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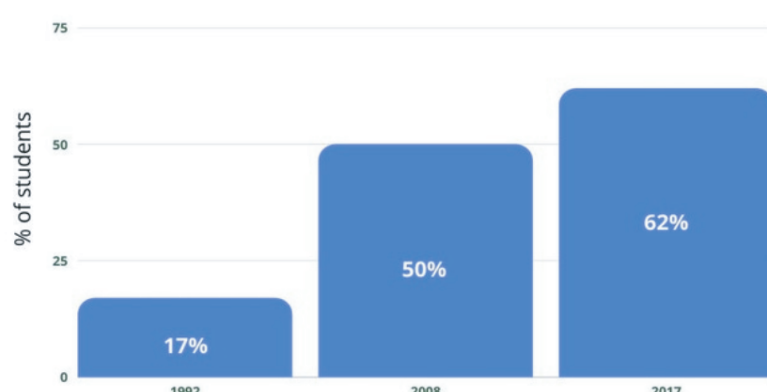
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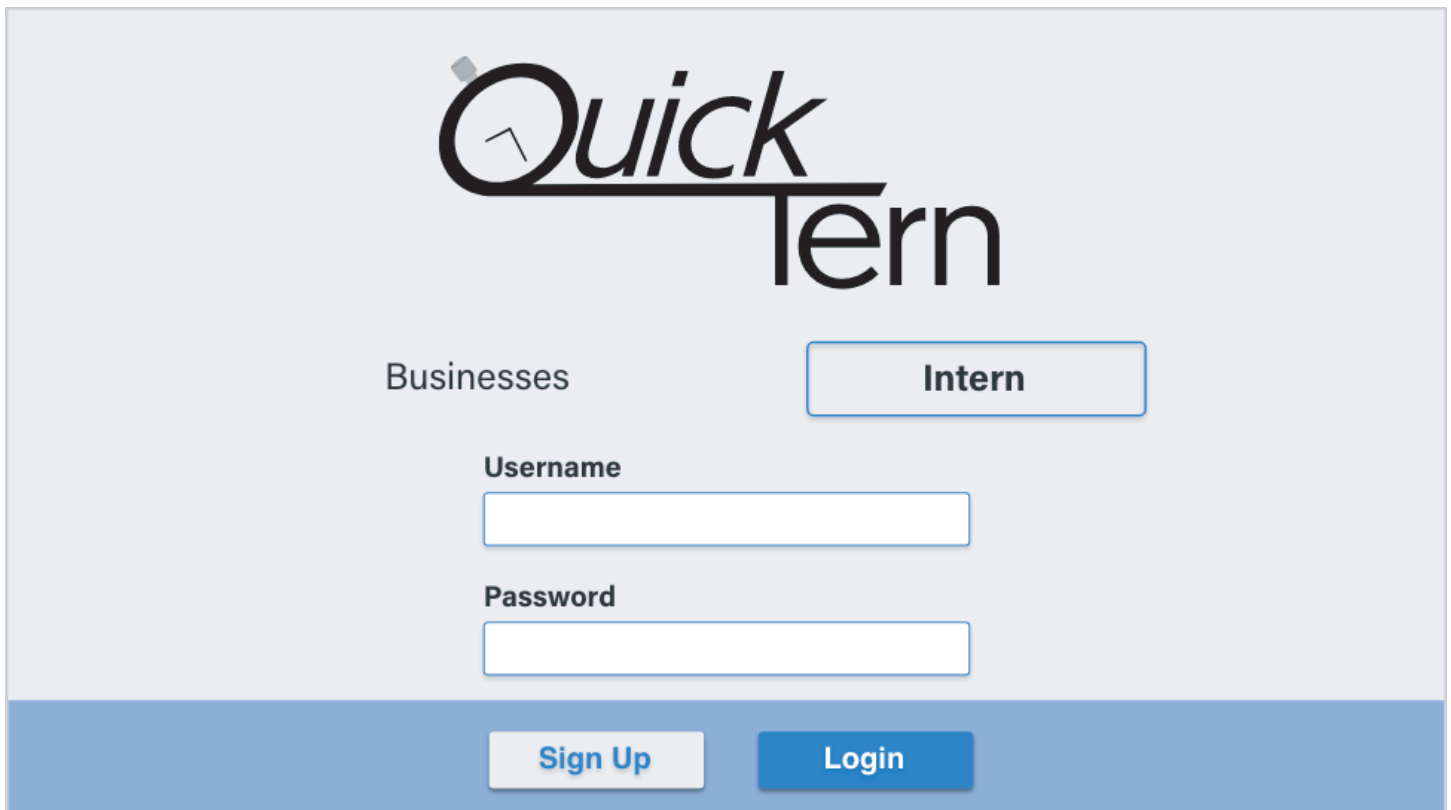
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Prototype

Prototype

Prototype Link: <https://xd.adobe.com/view/dc01b3bc-09f1-4a06-a1d9-d057cd1837ba-8952/?fullscreen&hints=off>



The image shows a prototype of a login form for 'Quick Intern'. The logo 'Quick Intern' is at the top, with 'Quick' in a script font and 'Intern' in a sans-serif font. Below the logo, there are two tabs: 'Businesses' and 'Intern'. The 'Intern' tab is selected. Underneath, there are two input fields: 'Username' and 'Password'. At the bottom, there are two buttons: 'Sign Up' and 'Login'.

Quick
Intern

Businesses Intern

Username

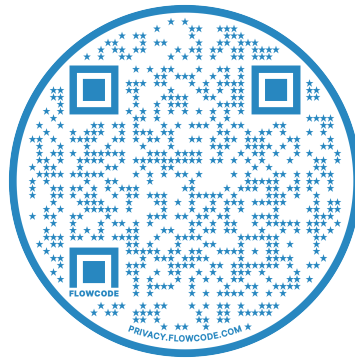
Password

Sign Up Login

Video

Video

Video Link: <https://www.youtube.com/watch?v=XU4LKv7AG-I>



Appendix

Project Plan

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Introduction

What is Quicktern?

“Quicktern,” a platform for small businesses and organizations to hire longer-term or “one-off” remote interns. As remote work grows more common, smaller businesses often do not have the platform to hire and manage remote interns. On Quicktern, both users and companies would register and verify themselves and then handle all communication, chat, and video, through the app/website. Businesses would be able to post both paid and unpaid internships to a job board, which would then be applied to by users via a saved resume system (along with other questions the business might want answered). Internships could last for a longer period of time or be a “one-off”. Payments will also be handled inside the app itself. Direct connections to the colleges can also be made for credit purposes. Revenue would be based on an initial sign-up cost on the business end, along with fees on top of paid internship payments.

How Will We Measure Success?

1. **The Growth of Quicktern:** We can measure success based on how many active users are on Quicktern and how this grows over time. We will also measure the job placement rate to ensure that the program is effective in matching Quickterns with businesses.
2. **Do We Have A Balanced Growth? :** Since Quicktern would be a two sided market it is important that both sides grow in a balanced fashion. The number of student users and businesses using Quicktern should be balanced so that students and businesses have options.

Business Model Canvas

Our Business Model Canvas explains our business idea and the fundamental development of Quicktern.

Value Propositions (Two-Sided): Quicktern’s value proposition appeals to a two-sided market: students seeking experience on one side and businesses seeking help on the other. On the intern side, Quicktern offers a place for students to find freelance and intern work to build their resume and possibly even get paid. On the business side, Quicktern offers an all-in-one platform for businesses to find and pay for freelance and intern work from students (and recent graduates) around the country.

Key Partners: Quicktern’s key partners would be businesses, organizations, and individuals looking for short-term or odd-job interns (or “quickterns”). We would offer them a marketplace to find, hire, communicate with, and pay these quickterns.

Key Activities: The main key activity that Quicktern’s value proposition requires is the development and maintenance of the Quicktern platform, including keeping communication channels open, moderating the platform to ensure good behavior on both sides of the market, and advertising to bring in enough quickterns and businesses to maintain the market itself.

Key Resources: The main key resources to Quicktern’s value proposition, besides the platform itself, are the network effects needed to maintain our two-sided market. To function correctly, Quicktern needs both quickterns looking for work and businesses looking for quickterns. This will need to be accomplished largely via online marketing and word of mouth advertising.

Customer Relationships: Most important to Quicktern is our position as a trustworthy, two-sided market for both quickterns and businesses. Because we serve as a payment gateway and are entrusted with protecting our clients’ money and the deals they make on our platform, we need to make sure that we gain our clients’ trust with the help of strong security measures. This will be accomplished through a profile verification and

review system moderated by Quicktern itself. So in addition to the self-service model, the app will also display automated service features as customer relationships.

Channel: Our main channel to reach our customers would be through our website and app. For business owners, the app would be a convenient way for them to keep track of and communicate with their quickterns. For quickterns, our platform would be a way for them to keep track of all their work on the fly, without a need to sift through emails or hop on zoom.

Customer Segments: Quicktern would be considered a multi-sided market, as it has two main customer segments: users looking for quickternships and businesses looking for quickterns. Our most important customer segment is our business segment, although both are necessary for our platform to operate.

Cost Structure: The biggest costs to Quicktern would be the initial fee to develop our platform and then the fees associated with maintaining it (server fees, keeping communication channels quick and open, moderating profiles, etc.).

Revenue Streams: Quicktern's revenue streams include a business's sign-on cost, fees on top of transactions, and possible premium feature costs for users on both the business and intern side.

Desirability Report

For our Desirability Report we created a survey for both students and businesses. The desirability report shows the interest or need our target audience has in Quicktern.

Student Survey

Since Quicktern is working with a two-sided market, we sent out a survey to both businesses and students. For our student-based survey, we were able to receive 34 responses. We asked the students questions to better understand the need for quick internships/freelance work, if they were willing to accept payments through Venmo, if they were more likely to partake in in-person or remote internships, what majors were most likely to use this app, etc. The responses from the survey indicated that there is a market for a platform where people can find internships and short-term work.

Approximately 90% of the respondents say that finding an internship is stressful. The survey responses show that students prefer in-person internships. Students are more willing to complete short-term virtual work (2-week project), however virtual internships are not popular.

Below is the spreadsheet and data gathered for the student based survey:

Spreadsheet for student survey:

https://docs.google.com/spreadsheets/d/1QkT1sPhuLZaUN46U4a9YIVUo_uyBiuSDZoC2IKJ8kNg/edit?usp=sharing

Student Survey:

https://docs.google.com/forms/d/e/1FAIpQLSd28IOREazv489TKmb1C345BI_-0PNg-3j8K9C9WtPhgThuRA/viewform?usp=sf_link

Business Survey

We also created a survey for businesses. It was harder to get businesses to take our survey, so we were only able to get 9 responses for this survey.

Spreadsheet for the business survey:

https://docs.google.com/spreadsheets/d/15q3JjVwVwIDAAArQ0k4Yh6FGiEVldtDjMXe_xK08ud4/edit#gid=806289067

Business Survey:

https://docs.google.com/forms/d/e/1FAIpQLSezLDrQQxoun9WFtirpU3KTzMqajjcbAK6R0bqFyrt3jVZM9Q/viewform?usp=sf_link

Desirability Report Results

From conducting these surveys, we learned that overall, students agree that finding an internship is stressful (52% agree, 26% strongly agree). On the business side, we were able to see that most businesses agree that interns provide valuable work (45% strongly agree, 33% agree, and the rest were neutral). Other positive findings include: 60% of students said a quick internship, or one project work, would benefit them. Only 17% of students disagreed, and 0% strongly disagreed. This shows us that we do have a market to work with, but we need to focus on a possible hybrid option for internships and focus more on the freelance aspect of our app.

Positive findings on the business side include: 6 of the 9 businesses said they could train an intern with ease, 6 of 9 businesses said they had quick work to offer to a short-term intern. We also found that an overwhelming amount of businesses (78%) said they needed help with their social media management. Going forward, we need to find what types of businesses need Quicktern.

Feasibility Report

Feasibility is an assessment of the practicality of our project. Here we uncover the strengths and weaknesses with Quicktern.

What current technology must be used to develop our ideas?

Most of Quicktern will come to life through integration rather than development. The majority of, if not all of, the elements we need to build our platform such as online payment services, databases, and video chatting already exist. We could develop our own versions of these software systems rather than, say, integrating Venmo and Skype into our platform, but it is going to be much easier for us to get off the ground if we rely on what is already out there. It will also benefit us to start out with integrating services like PayPal rather than creating them ourselves because consumers will probably trust our service a little bit more if we have big brand names connected to it. They might be more skeptical of a business they have never heard of before with its own payment gateway and communication tools that they know nothing about. Maybe in the future we will decide to create our own channels for these attributes, but as a startup it is much more feasible to start with the existing technology.

Do any new technologies need to be created?

We have not yet come across any new technologies that will need to be created.

Have similar technologies been developed before?

We are partially basing this assumption off the fact that similar platforms such as Upwork and Handshake exist. Each of these platforms separately perform many of the same functions that ours will. The bulk of Quicktern (the actual connection part, where employers and quickterns are connected) will be based off of a database, which all of our group has worked with before in programming classes. We will use a database to house and pull in the information for business and students looking to find internships. This will be the easiest way to store and display all of that information. The database is really the only thing we will have to truly build ourselves; most of the rest of the platform can come from existing open-source code for inspiration and integration of well-established business tools like Skype.

What kinds of hardware will we require?

On the consumer hardware side, Quicktern can be deployed on any phone, computer, or tablet with a modern operating system. On the business side, apart from development hardware, we will also need servers to host the platform.

What kinds of software will we require?

Along with hardware, Quicktern will need to utilize several different types of software both on the development side and within the platform itself. One major part of our software is going to be our payment gateway system. Ideally it would be developed in-house, or an already existing payment system like Paypal could be used. The gateway system needs to be completely secure, as one of our main customer relationship factors is that businesses need to be able to trust us with acting as a middle-man with their money. Along with the gateway, Quicktern needs Video/Chat communication software. The video software specifically is going to be important to maintain, as video chat would put more stress on our system than regular text chatting. Finally, Quicktern needs a way for businesses to post and review applications, and a way for applicants to search for and apply to businesses. Keeping this system online and constantly updating is necessary for one of our main value propositions: to help businesses find freelancers and to help freelancers find work.

How much integration between systems is required?

Integration between our systems is absolutely necessary to keep Quicktern alive and growing. Although there are parts of Quicktern that serve different purposes, they are all connected. The Job Board feature serves as the hiring feature on Quicktern, but serves no unique purpose without the Workspace and Communication features that deliver our unique value proposition of an all-in-one freelancer management platform, and vice versa. If we use external systems such as Paypal, they will need to be integrated into our secure payment gateway and carefully monitored.

Is technology deployment localized, regional, or global?

When we begin to deploy this tech, we will begin locally around nearby colleges (LVC, Elizabethtown, PSU Harrisburg, etc.) which will serve as key nodes in the developing Quicktern infrastructure.

What is the ratio of development to integration/coordination?

In terms of the ratio of development to integration, Quicktern will rely heavily on integration. Since we are not the strongest programmers, it will make more sense for us to use existing software or ideas rather than develop something new. Platforms that are similar to how Quicktern will work include UpWork and Handshake. We will also use ideas from Venmo, PDF viewers, and Video Chat.

What is the collective technical expertise for our group?

Overall the collective technology expertise of our group is diverse. We all have a basic understanding of HTML, CSS, and JavaScript. Along with this, our team is confident in our Adobe XD skills which could be used to make a solid prototype of our product. Our advantage over our competitors is the focus on a target segment and great UX design. Challenges our group will face include gathering the data we need to make our product and connecting with colleges and businesses.

What is our collective propensity to learn new technology?

Our group offers a strong propensity to learn new technology and information. We are all willing to build on our fundamental code knowledge and expand this to help create Quicktern and bring it to life.

Viability Report

Viability looks to see if Quicktern could survive in the market. This can be done by looking at cost structure, revenue streams, and the budget.

Cost Structure

The biggest costs to Quicktern would be the initial fee to develop our platform and then the fees associated with maintaining it (server fees, keeping communication channels quick and open, moderating profiles, etc.).

Revenue Streams

Quicktern's revenue streams include a business's sign-on cost, subscription, fees on top of transactions, and possible premium feature costs for users on both the business and intern side.

Business Cost Breakdown

Sign-on: \$100

Subscription: We will have different packages based on different business's needs. For example:

- Basic: Able to post jobs, receive applications, hire people
 - \$24.99/month
- Gold: Quicktern sends a monthly list of Quickterns we think your business would like (based on previous hire satisfaction data)
 - \$49.99/month
- Premium: Able to see reviews left on Quickterns by previous employers, filter by quality of employee, reach out to people directly about your opportunity (instead of waiting for them to apply)
 - \$99.99/month

Transaction fees: Fees on top of payments from businesses to quickterns will be minimal--probably around 1-2%.

Premium features: These features will be separate from the different packages offered and can be purchased as add-ons to any package level. Examples of premium features may include priority messaging (your business's message will appear at the top of an applicant's inbox), automatic billing (Quicktern takes over the process of paying students so the business doesn't have to), etc.

Porter's Five Forces

Industry rivalry: Low-medium. There are services similar to Quicktern (ex. UpWork), but none that offer as many value propositions as we do. There may be somewhat high switching costs for businesses. The monetary cost should not be prohibitive because we are trying to structure Quicktern in a way that is conducive to small business without a lot of money, but the switching costs of having to upload/transfer all of their job descriptions and company data to Quicktern may be high. We will have to come up with an easy, streamlined upload process to mitigate this.

Threat of new entrants: Medium. It may be easy to enter into this market because you do not necessarily need a lot of revenue or physical space that can quickly get expensive; all you really need is knowledge of coding and a computer. However, the difficulty lies in connecting with businesses and getting them to trust you as a new company to get the quality workers they want in a secure fashion.

Threat of substitutes: Low. While services like Handshake, Indeed, LinkedIn, etc. exist to help people find jobs, there is not really a direct substitute for a service to find the type of work Quicktern does. Upwork is similar, but not geared towards students.

Bargaining power of suppliers (businesses): High. Quicktern has no business model without businesses who are searching for interns. If the businesses decide to pull out, the company collapses. They could successfully make some high demands.

Bargaining power of buyers (students/quickterns): Low-medium. Like businesses, Quicktern requires students in order to be successful. However, there are millions of students looking for this type of work, and it is unlikely that enough of them would unionize or pull out that it would really make a difference. If anything, less students on Quicktern simply means that those who are have a better chance of landing a quickternship.

Budget & Costs

Our budget and costs factor in the initial development of the Quicktern website application platform along with a year of digital marketing & website upkeep.

Estimates for this budget were largely drawn from WebFX quote calculators and other industry sources.

	ESTIMATES		
Quicktern Features:	Development Type	Low	High
General Development	Number of Pages (10-50)	2000	3000
	UX/UI Development	3000	5000
	Responsive Design	3000	3000
	Copywriting	1000	1500
	SEO	6000	10000
Security	Authorization/Security	3000	4000
Job Board/Search Filter/Rating/Profiles	Database Integration	10000	25000
Payment Gateway	E-Commerce Functionality	10000	25000
Admin Panel/Online Help	Content Management System	10000	25000
Upkeep	Digital Marketing (Yearly)	10000	20000
	Website Upkeep (Yearly)	5000	10000
	Total Cost	63000	131500

Overall, our final average estimated cost for Quicktern is:

Initial Platform Creation: \$75,000

1 Year of Marketing & Upkeep: \$25,000

Total: \$100,000

Budget

Our budget shows costs, profits, and revenues within the first 2 years.

Link to Quicktern Budget Sheet Calculator:

<https://docs.google.com/spreadsheets/d/1EVuKn3UWMcVZ8optuJ064-ZJ7I5ftlPva0-u9>

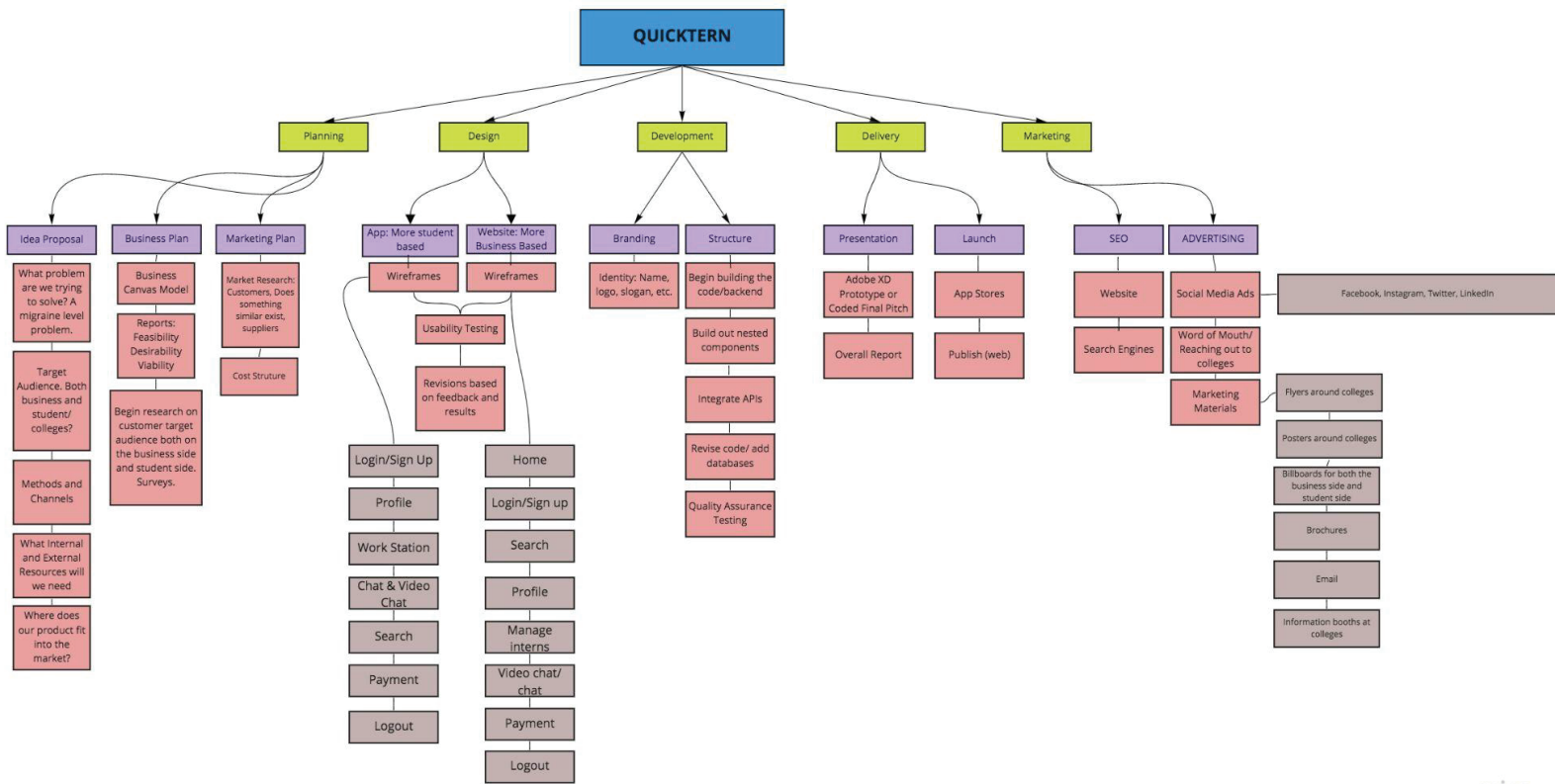
QUICKTERN BUDGET SHEET CALCULATOR				GOLD CAN BE EDITED			
COSTS				PROFITS			
Features	Low	High		LOW	Year 1	LOW	Year 2
Server Space	\$100.00	\$500.00		Costs	-\$63,000.00	Costs	-\$15,000.00
Number of Pages (10-50)	\$2,000.00	\$3,000.00		Revenues	\$27,763.72	Revenues	\$42,586.80
UX/UI Development	\$3,000.00	\$5,000.00		Final	-\$35,236.28	Final	\$27,586.80
Authorization/Security	\$3,000.00	\$4,000.00		AVERAGE	Year 1	AVERAGE	Year 2
Copywriting	\$1,000.00	\$1,500.00		Costs	-\$100,000.00	Costs	-\$22,500.00
SEO	\$6,000.00	\$10,000.00		Revenues	\$41,645.58	Revenues	\$63,880.20
Responsive Design	\$3,000.00	\$3,000.00		Final	-\$58,354.42	Final	\$41,380.20
Database Integration	\$10,000.00	\$25,000.00		HIGH	Year 1	HIGH	Year 2
E-Commerce Functionality	\$10,000.00	\$25,000.00		Costs	-\$131,500.00	Costs	-\$30,000.00
Content Management System	\$10,000.00	\$25,000.00		Revenues	\$83,291.16	Revenues	\$127,760.40
Digital Marketing (Yearly)	\$10,000.00	\$20,000.00		Final	-\$48,208.84	Final	\$97,760.40
Website Upkeep (Yearly)	\$5,000.00	\$10,000.00					
Total Cost	\$63,000.00	\$131,500.00					
REVENUES				EDIT CALCULATOR HERE <i>Subs/Levels follow bell curve distribution</i>			
YEAR 1 REVENUES	Cost	Amount	Total	Y1 CONTRACT #	Y2 CONTRACT #	Y1 CLIENT #	Y2 CLIENT #
Client Sign On/Initial Hiring	\$0.00	\$1,000.00	\$0.00	\$6,700.00	\$10,500.00	\$1,000.00	\$1,500.00
Basic Subscriptions	\$25.00	\$150.00	\$3,750.00	LOW LEVEL QUICKTERNS			
Gold Subscriptions	\$50.00	\$100.00	\$5,000.00	Avg. Pay	Avg. Hours	Total	# of Contracts Y1/Y2
Premium Subscriptions	\$100.00	\$50.00	\$5,000.00	\$7.75	3	\$23.25	1,072
Transaction Fees	3%	\$467,124.00	\$14,013.72				1,680
Total Revenue:			\$27,763.72	AVERAGE LEVEL QUICKTERNS			
				Avg. Pay	Avg. Hours	Total	# of Contracts Y1/Y2
YEAR 2 REVENUES	Cost	Amount	Total	\$10.00	5	\$50.00	4,556
Client Sign On/Initial Hiring	\$0.00	\$1,500.00	\$0.00	HIGH LEVEL QUICKTERNS			
Basic Subscriptions	\$25.00	\$225.00	\$5,625.00	Avg. Pay	Avg. Hours	Total	# of Contracts Y1/Y2
Gold Subscriptions	\$50.00	\$150.00	\$7,500.00	\$20.00	10	\$200.00	1,072
Premium Subscriptions	\$100.00	\$75.00	\$7,500.00				1,680
Transaction Fees	3%	\$732,060.00	\$21,961.80				
Total Revenue:			\$42,586.80				
KEY							
Y1 CLIENT #	# of clients who sign on & hire at least 1 Quicktern during Year 1. MAIN CHANGING VARIABLE. Assume LOW Costs.						
Y2 CLIENT #	# of clients who sign on & hire at least 1 Quicktern during Year 2. Change growth rate by editing cell. Current rate: 50% growth.						
Client Sign On Subscriptions	# of client sign ons + packages. Currently assumed that 15% of all hiring clients upgrade to Basic , 10% upgrade to Gold , 5% upgrade to Premium packages.						
Y1/Y2 CONTRACT #	# of contracts completed, estimated by taking Client # and multiplying by the # of estimated hires per package (to change this, edit Y1/2 Contract)						
LOW/AV/HIGH QUICKTERNS	# of of contracts completed divided along Bell Curve Distribution to estimate differing skill/pay levels of contracts.						
Transaction Fees	# of total fees taken from ^, multiplied by our transaction fee rate to get final transaction fee revenue.						
PROFITS	# of Profits taken along three cost ranges: LOW, MEDIUM, HIGH. Higher cost adds a + modifier on Revenue (to take into account marketing/better services)						
Final	# of Profits for YEAR 1 and YEAR 2						

[1QeOs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1EVuKn3UWMcVZ8optuJ064-ZJ7I5ftlPva0-u9/edit?usp=sharing)

Work Breakdown Structure

A project work breakdown structure (WBS) is essentially a to-do list for the project. A WBS organizes the project into a hierarchy that makes the complexity of our project easier to understand.

Link to Work Breakdown Structure: https://miro.com/app/board/o9J_lkmlrlw=/



People and Time

People and time looks at who is involved in Quicktern. This includes stakeholders and possible personas of customers. Here we also look at the time needed for each step of our project along with requirements.

Stakeholder List:

1: Customers (External)

- Quickterns
 - Expectations: Expects to be able to find work on Quicktern and get hired.
- Businesses/Organizations
 - Expectations: Expects to be able to find a reliable intern.

2: Employees (Internal)

- Development Team
 - Expectations: Develop website and app (if in house), update software.
- Human Resources
 - Expectations: Regular HR responsibilities in the company itself, as well as acting as moderators for problems between Quicktern clients (could be branched off into a second team).
- Executive Team
 - Expectations: Provides big picture goals, leads teams, reports back to investors.
- Marketing Team
 - Expectations: Uses social media and other marketing platforms to bring in clients.

3: Investors/Creditors (External)

- Expectations: To profit off of investing in our business, must be convinced it can be successful.
- Wealthy family
- Banks
- Angel Investors

4: Suppliers/Vendors (External) (Relevant if these aren't accomplished in-house)

- Expectations: Money in exchange for their services
- Web development services
- Marketing services

- Ecommerce platform
- App/website hosting platform

5: Communities (External)

- College campuses
 - Expectations: To create a community that can build off of itself (professors, students, and outside businesses all coming together to create a place where Quicktern will be used)

6: Government (External)

- Federal Trade Commission
 - Expectations: That Quicktern follows the law

Requirements:

Quicktern will focus on the mobile app or the mobile website over the desktop website, but both still need to be functional and well-designed. The app must have a great SEO so users can find opportunities that fit their skill sets and preferences. It should come with a way for users and businesses to facilitate monetary compensation.

Quicktern would require users to find internships within their majors and skill set. Students would need to provide Quicktern with their major, college, skill sets, and payment information. Quicktern needs to elegantly show off user created portfolios based on their experience and skills that they upload. It could be generic and auto generated, or customizable. Quicktern should have the ability to access a user's location. If a student wants to find an in person internship, capturing their location and area radius they are willing to travel to would be necessary.

On the business side, Quicktern requires businesses to be open to hosting an intern either via online or in person. For businesses to trust Quicktern, there needs to be tools in place that make businesses feel like they have control on their worker's output. The platform must afford reporting back either daily, weekly, in sprints, etc. so they know how much progress an intern has made on a task.

Personas:

Quicktern Business User Persona



Demographics

- 38 year old female
- HR manager
- Small Business owner

Background:

Rachel owns a small accounting firm. She has a few solid employees but has no one to run their social media, marketing, or online persona. She doesn't want to hire a full-time position. She is open to accepting college student interns with a skill set that can help her business thrive.

Goals:

- To use social media & internet marketing to reach out to a wider customer base without breaking the bank.
- Find an intern with experience in the position we are looking for so they can create professional and quality content

Challenges:

- Lack of funds
- A need for work, but not enough to hire a full time position.

Quicktern Student User Persona



Demographics

- 21 year old female
- College Student
- Lives at public university

Background:

Rebecca is a Junior studying marketing at a public university. In order to graduate, she needs to complete an internship. She does not have many connections on her own to reach out to. She is passionate about school and is eager to gain experience before graduating.

Goals:

- Find an internship that fits her major and allows her to apply her skills
- Graduate college with experience in the workforce
- Grow as a professional and potentially find employment

Challenges:

- Finding an internship related to her major
- Finding an internship near her school
- Having completed an internship before graduation
- Finding an internship is time consuming and frustrating. Rebecca is busy with other school work