

MONASH ASSOCIATION OF CODING

Sponsor Us

We are Monash University's most outstanding new club*
*awarded in 2020 by Monash Clubs & Societies

800+
Members

200+
Attendees to our
flagship events

8+
Disciplines

16+
Events run per
year

Become a sponsor today



Why become a sponsor?



Connect with talent

Engage with motivated students from 7+ disciplines through exclusive workshops and our annual recruitment and networking evening.



Promote opportunities

Promote your graduate and intern opportunities to a large audience through our tailored marketing campaigns.



Boost recognition

Make your brand known by partnering with Monash University's largest tech student society - with 800+ members (as of 2021).



OVERVIEW

Background

My Role

UX Research

UI Design

Prototyping

Team

Sarah Tran
Alice Tai
Kim Pham

Duration

20
Weeks

Tools

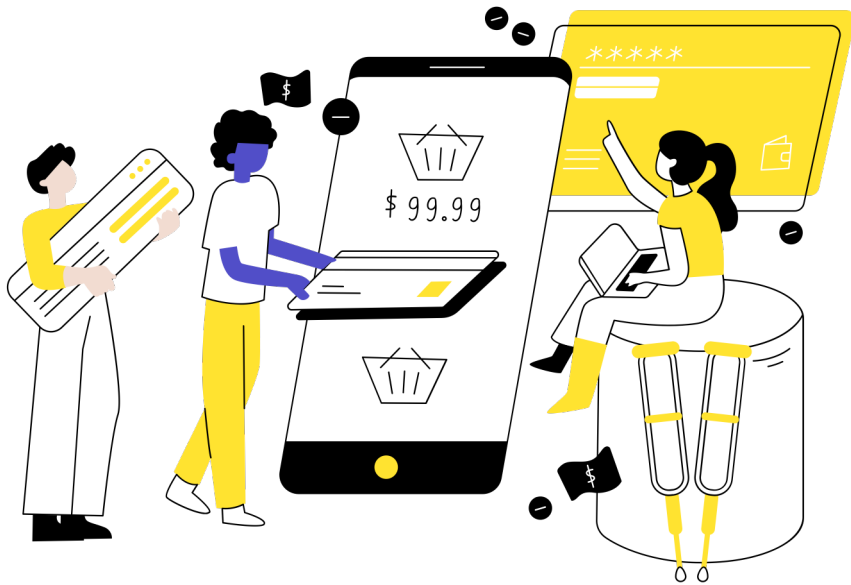


About Project



MAC is a new club that has been gaining lots of traction recently and we are nearing the limit of what we can achieve with our current scope.

Problems



Lack of Credibility

Cannot establish credibility when there is no website.



Lack of Information

Students asking how to sign up and unable to give sponsors more information about us.



No Online Presence

Students and companies cannot get to know about the club if there is no online presence.

Goals/Purpose



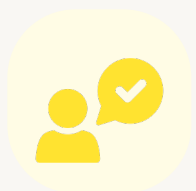
Grow Audience

Increase audience and get more members to sign up.



Increase Credibility

Show that the club is trustworthy and competent.



Establish Strong Presence

More people will become aware of the club.



Discover

After acknowledging the problem, we wanted to research and find out more about our target audience and what they would want in the final product.



Interview

OVERVIEW

Competitor Analysis

A competitor analysis was conducted to evaluate their strengths and weaknesses and observe how they approach their target users.



Wired



UNIHack



CISSA

DISCOVER

Target Audience

Students

- Technical and non-technical students
- Both within and out of Monash
- Early into their careers

Sponsors

- Companies looking to find upcoming talent

Monash University

- Club aligns with university's efforts to keep student engagement high

DISCOVER

Interview

We interviewed 5 students on Zoom, who discussed their interests in the club and working within the tech industry.

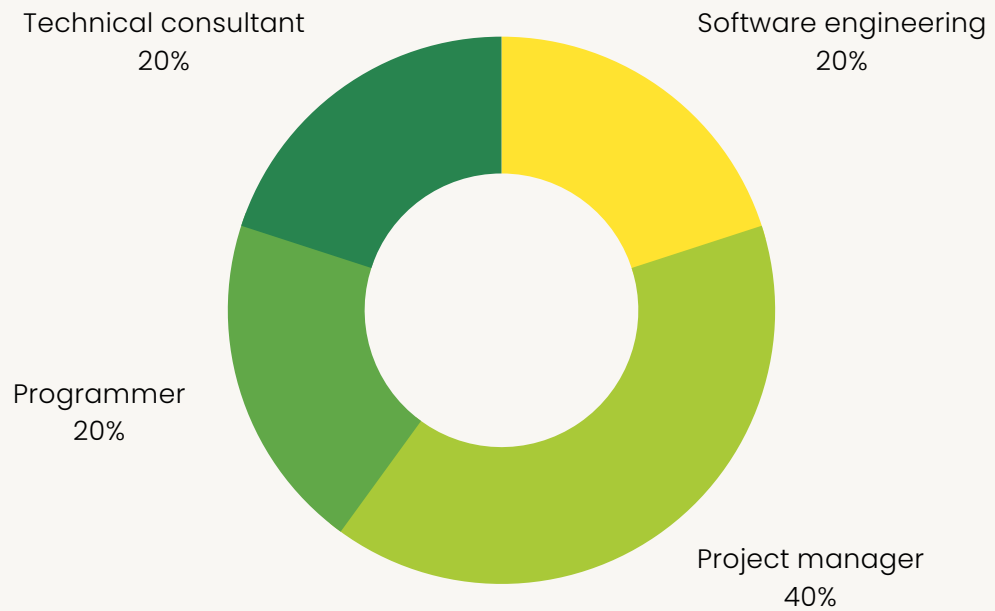
Questions

- What are your career goals?
- What are some companies you want to work for in the future?
- How do you decide when new things to learn?
- How do you stay involved with the University?
- How do you decide what events you like to go to? Tell me about an event you decided to go to recently.
- Can you name some struggles you've experienced in your profession?

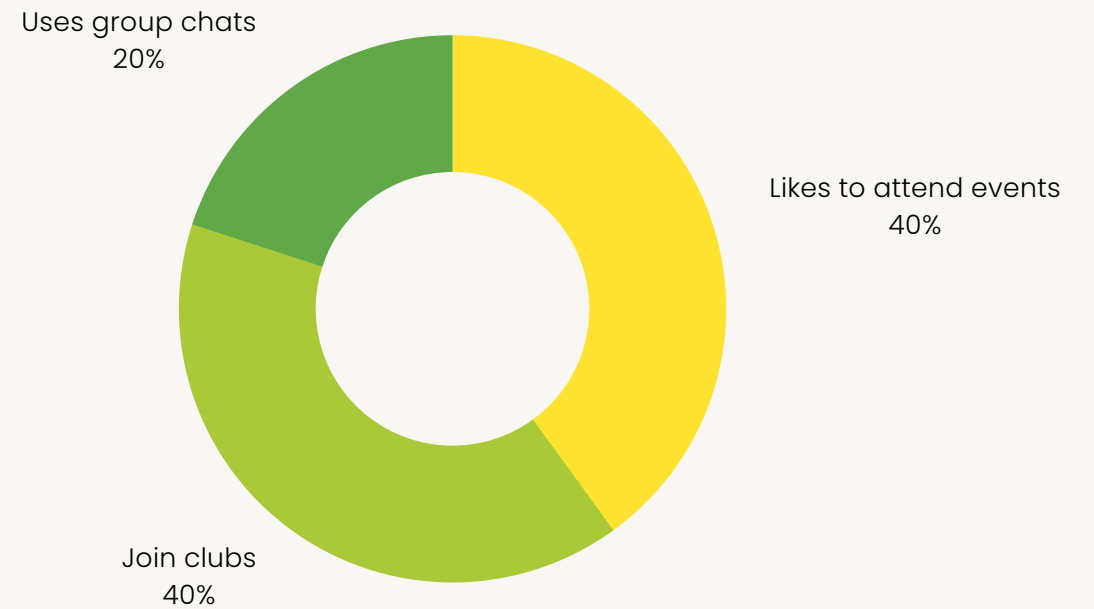
DISCOVER

Analysis

What are your career goals?



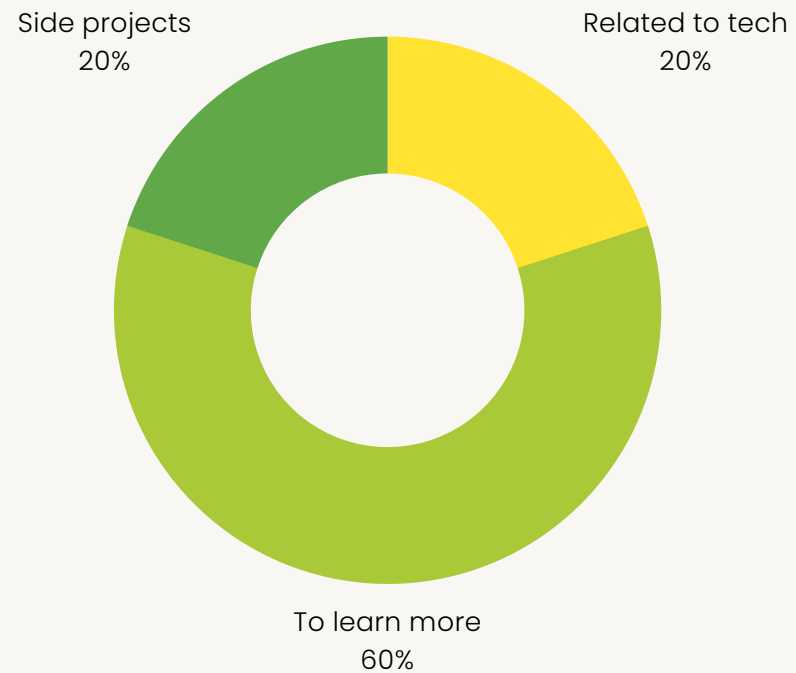
How do you stay involved with University?



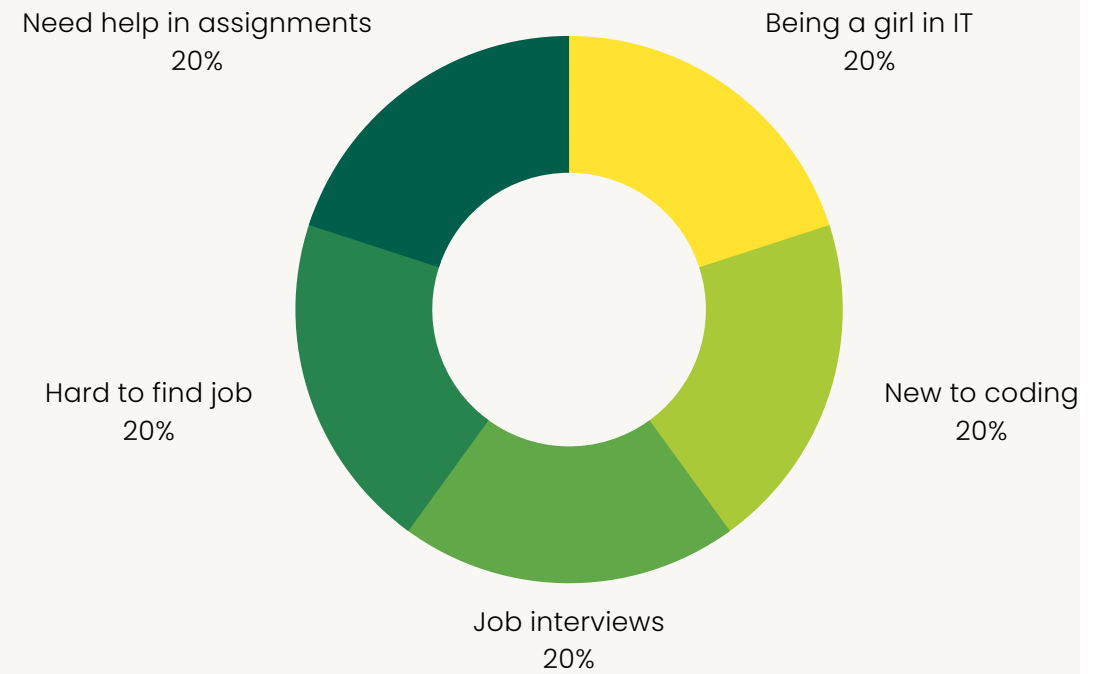
DISCOVER

Analysis

How do you decide what events to go to?

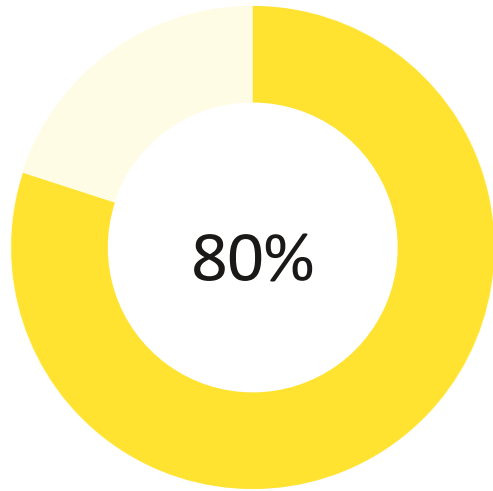


Can you name some struggles you've faced?

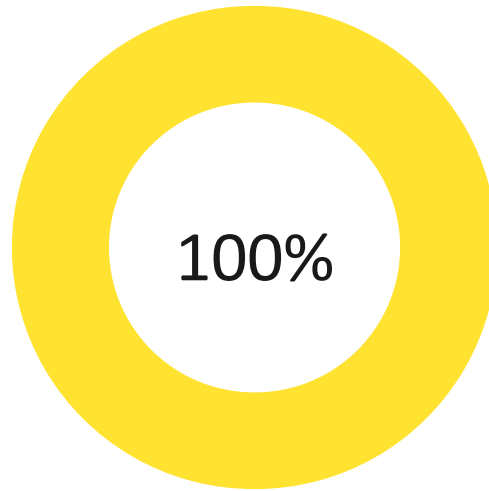


DISCOVER

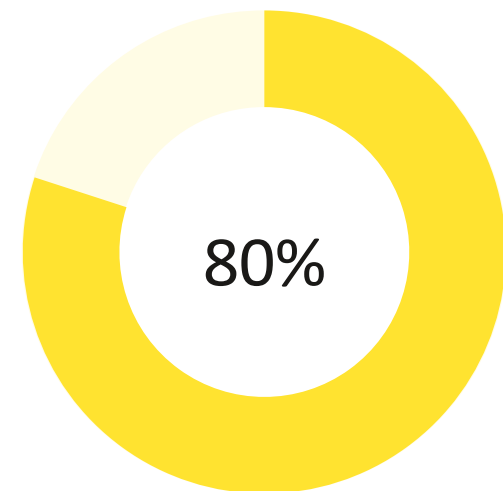
Analysis



Were interested in finding a career within the tech industry



Believe that joining student clubs and doing extracurricular activities would be beneficial



Struggle to find internships and full time graduate roles.

DISCOVER

Gathering Insights

i would like to have industry connections to understand what is happening.

I value the opportunity to connect with like minded people.

I want to join a club and be surrounded by people who can influence me.

I'm looking to gain practical skills to help me within the industry.

DISCOVER

Key Insights

Study

Students mostly studied either Information Technology or Computer Science or Software Engineering. Quite a few had a double degree with Commerce/Business.

Work

They were interested in a variety of roles related to tech such as software developer, project manager, technical consultant, etc.

University

They were very eager to get actively involved with events, clubs and activities at uni which is our ideal audience. They wanted to join clubs aligned with academics and were very career focused

Define

After collecting information, we needed to organise our information and analyse our observations.



Personas



Key Features

DEFINE

Personas



Emily Lee

Age
19

Occupation
Student

Primary Language
English

Location
Melbourne

Goals	<ul style="list-style-type: none">• Secure a full time or graduate role at a company that aligns with her values
Behaviour	<ul style="list-style-type: none">• Likes to engage with like minded students
Challenges	<ul style="list-style-type: none">• The job hunting process is overwhelming and difficult• Hard to succeed in the industry
Expectations	<ul style="list-style-type: none">• Learn more about technology• Keep up to date with the latest news regarding technology• Refine skills through side projects and hackathons

DEFINE

Key Features

Sponsorships

Display cases as a graph and show location of cases on a map.

Recruitment

People who want to join the committee would be able to apply and submit their application on the website.

General Information:

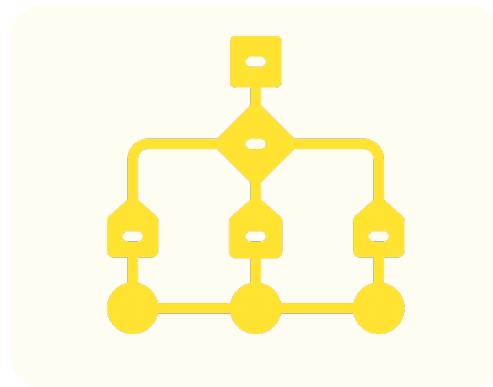
Information about MAC and benefits to being a member, encourage people to sign up

Events

Upcoming events/registration/YouTube recordings

Ideate

We have grown to understand our user's needs and problems. With this information, we are ready to generate ideas.



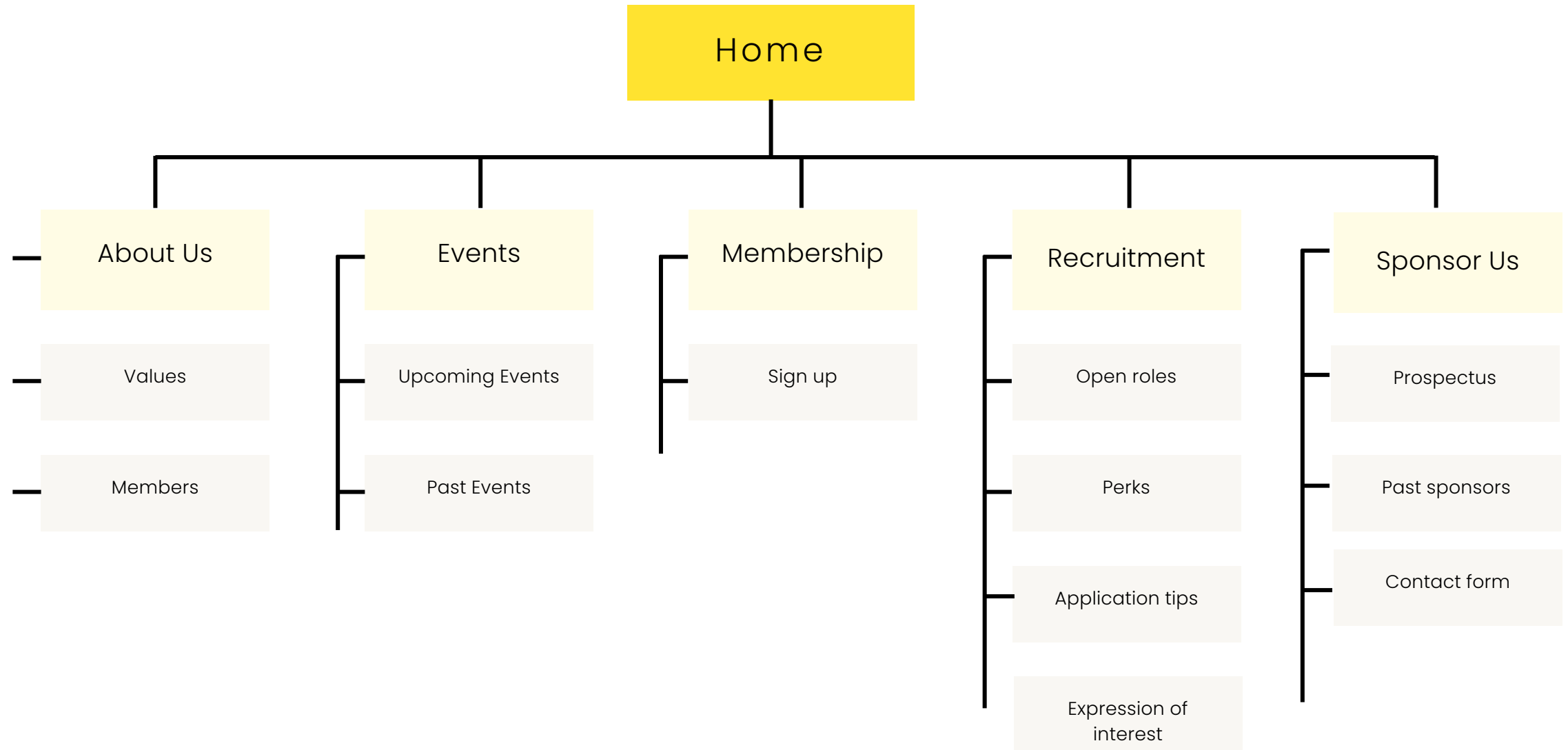
Information Architecture



Low Fidelity

IDEATE

Information Architecture



Information Architecture

Home About Events Membership Recruitment Sponsors Contact

Logo

We are Monash
Association of Coding (MAC)

Group image

=====
=====
=====

About

Events

=====
=====
=====

Footer

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=====
=====

Home About Events Membership Recruitment Sponsors Contact

Logo

Sponsors

We are Monash University's most outstanding new club

Stats

200+ members
10000+ followers
30+ sponsors

Group image

Packages

	silver	gold	platinum
===== =====	✓	✓	✓
===== =====	✓	✓	✓
===== =====	✓	✓	✓
===== =====		✓	✓

Sponsors

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Our Perks

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=====

Read more [link to prospectus](#)

Contact us

sponsorship team

Name

=====
=====

Email

=====
=====

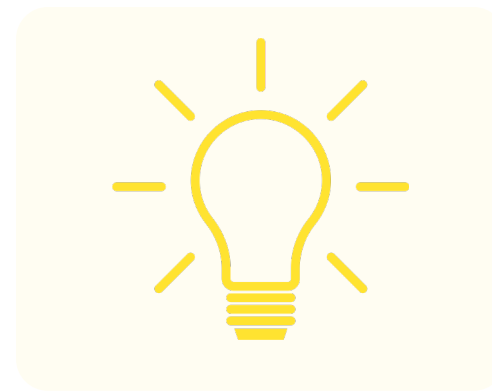
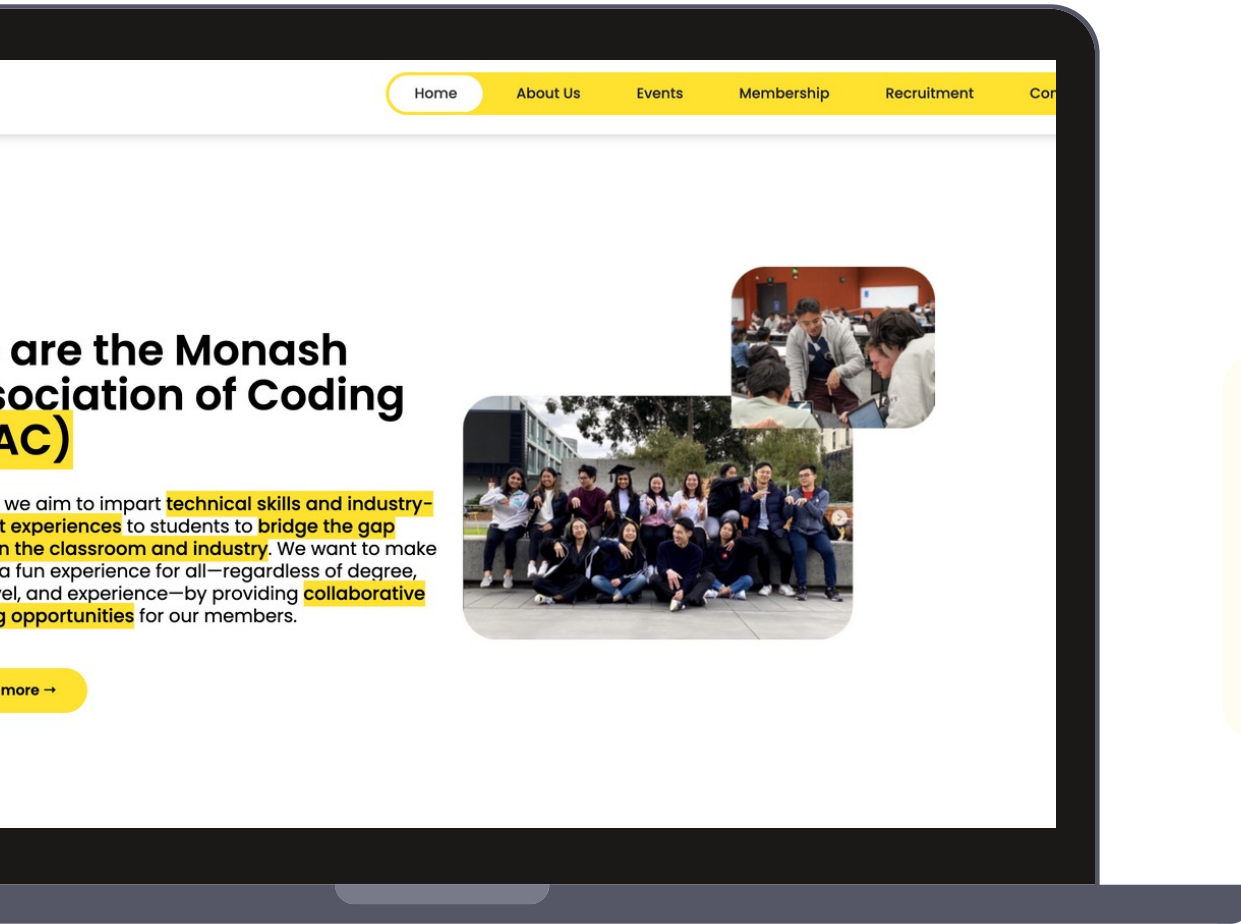
Message

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sponsorship@monashcoding.com

Send

Design



Final Solutions



High Fidelity

DESIGN

Style Guide

Colours

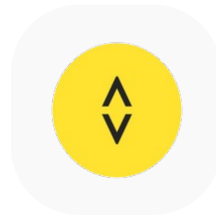


Fonts

Poppins

Bold Regular

Logo





Home

Introduction

Introduce the club and provide a brief summary about the club

Socials

Showcase our social media such as our Instagram

Monash Association of Coding

Home About Us Events Membership Recruitment Contact Us

We are the Monash Association of Coding (MAC)

At MAC, we aim to impart **technical skills and industry-relevant experiences** to students to **bridge the gap between the classroom and industry**. We want to make coding a fun experience for all—regardless of degree, year level, and experience—by providing **collaborative learning opportunities** for our members.

Read more →

Get social with us!

Here's a sneak peak of our Instagram...

Monash Association of Coding by EmbedSocial 152 posts

Monash Association of Coding 2022

854 members our highest ever

24 total events 3.8k total social media followers

10 MAC workshops 7 Leetcode sessions 4 sponsor talks

1st Tech Careers Evening & MACathon

Jane Street Preview Program

Wednesday 26th October, 11am - 5pm

Apply now: monash.club/janestreet-previewprogram-2022

Event Recap

MAC Technical Careers Evening

What's in a coding club committee?

Interested in joining MAC? Check out our culture and values here.

MAC x BUILD

Endless Runner

30 Game Development with social code



About Us

About Us

Monash Association of Coding is a student club that aims to foster an **inclusive and collaborative environment for learning and sharing various tech-related skills** through the following avenues:



What We Do

What we do and offer as a club

Events

Our events run throughout the semester and are all about giving you newfound knowledge that you can't just Google, and something tangible that you can take home and add to your portfolio (could be a new website or prototype!)

Content

On our social media, you will find how-tos, resources, exclusive opportunities from our industry sponsors, and fun stuff to help break the tediousness of study.

Community

Our lovely Discord community often has games nights, tech-related chats, share career advice, and other insightful conversations.

About Us

A brief summary about us and show our goals and purpose as a club



Sponsor Us

Statistics

Statistics of the club such as members, attendees and events

The screenshot shows a webpage for 'Sponsor Us' at Monash University. It features a header with the title 'Sponsor Us' and a sub-header 'We are Monash University's most outstanding new club*'. Below this are four statistics: 800+ Members, 200+ Attendees to our flagship events, 8+ Disciplines, and 16+ Events run per year. A yellow button says 'Become a sponsor today'. To the right is a large image of a group of students at a trading event. Below this is a section titled 'Why become a sponsor?' with three columns: 'Connect with talent', 'Promote opportunities', and 'Boost recognition', each with a small image and descriptive text.

Sponsor Us

We are Monash University's most outstanding new club*
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800+ Members	200+ Attendees to our flagship events	8+ Disciplines	16+ Events run per year
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[Become a sponsor today](#)

Why become a sponsor?

- Connect with talent**
Engage with motivated students from 7+ disciplines through exclusive workshops and our annual Hackathon and networking evening.
- Promote opportunities**
Promote your graduate and intern opportunities to a large audience through our tailored marketing campaigns.
- Boost recognition**
Make your brand known by partnering with Monash University's largest tech student society - with 800+ members (as of 2022).

Why become a sponsor?

A list of reasons to become a sponsor and aims to attract companies

The Outcome

[Home](#)[About Us](#)[Events](#)[Membership](#)[Recruitment](#)[Contact Us](#)

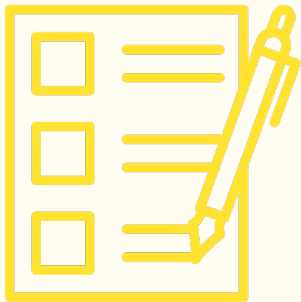
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[Read more →](#)

Testing

After finishing the prototypes, we conducted a usability test with three users.



Usability Test



Takeaways

TESTING

Usability Testing

We conducted a test with three innocent users. We gave these users a chance to explore the website freely for a few minutes. Once users were familiar with it, we had them complete one task at a time.

Task 1

Find past events

Task 2

Subscribe to newsletter

Task 3

Applying for a MAC committee role

Usability Testing

The app proved highly usable because every user successfully completed the three tasks on their first try. Because the amount of time it took users to complete the same tasks a second time highly decreased, it proved to be highly learnable too!

Positive Feedback

- The website fits with the branding
- Easy to navigate
- All sections are clear and concise

Negative Feedback

- A few bugs that occurred and sometimes it looked a little off in mobile view
- Sometimes it is a little wordy, could add more bolded words or highlighted text to make it easily scannable

Takeaways

What went well

- Teamwork went well
- Website is easy to navigate, minimalistic and fits with the brand

What did not go well

- We only interviewed students so the sample size was small

What could be improved

- Interview sponsors (perhaps club alumni or friends who work in our sponsored companies), we only could interview other students
- Make more iterations and explore more options