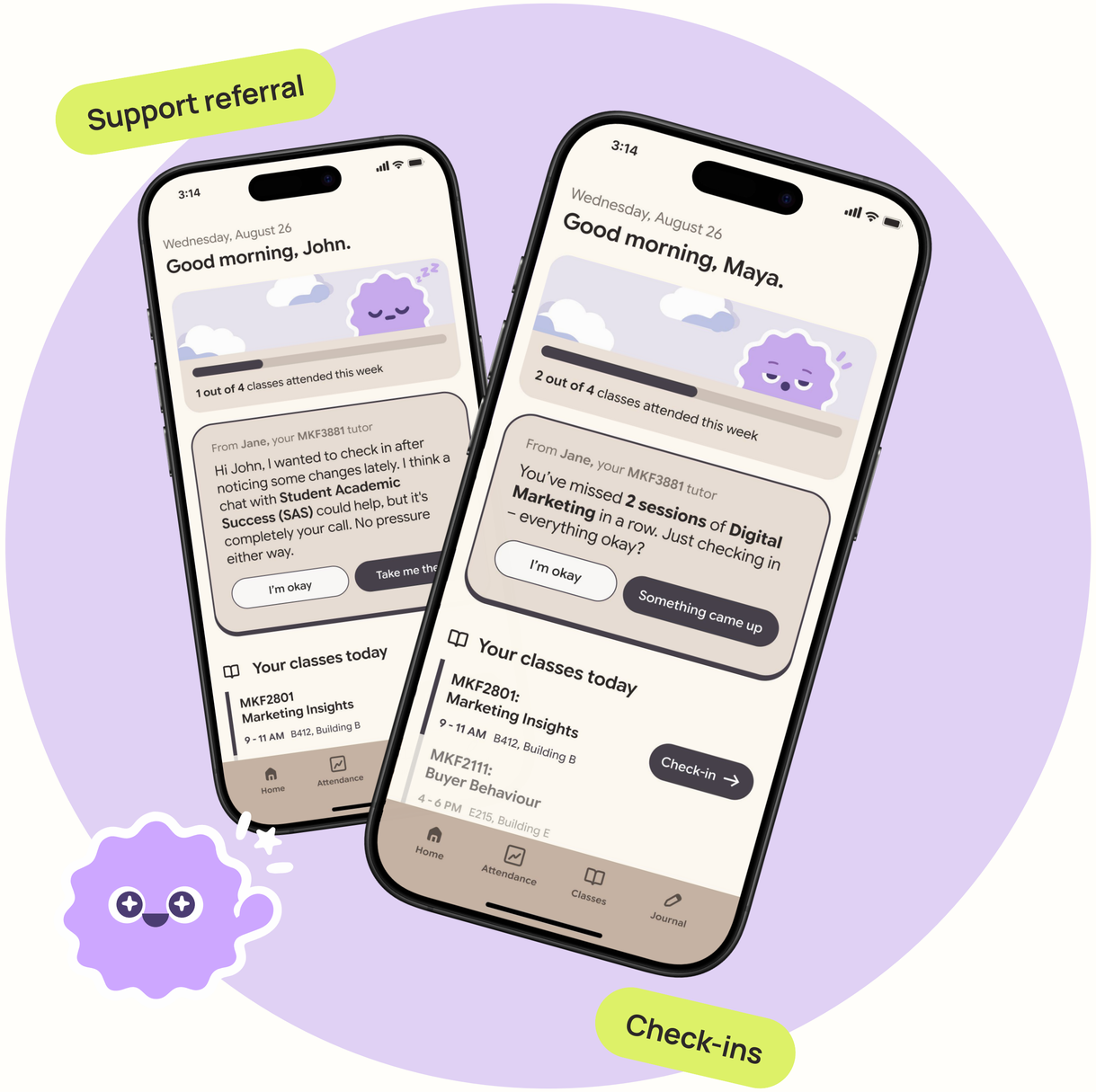
MDC5310: Capstone Project

Nudge

Nudges that do the heavy lifting,
so tutors can do the helping.

Scan me

Chi · Maurice · Sanjeev



Concept summary

Project Spine

Objective

Create a more proactive and supportive approach to student engagement, enabling early intervention without compromising student autonomy or increasing tutors' workload.

Problems

Attendance shows who turned up, not who is keeping up.

Alerts and risk labels make students feel watched.

Tutors have limited time to identify and support struggling students.

Solutions

A quick reflection at every class, so engagement is measured beyond just attendance.

System allows tutors to prioritise who needs help first, without students seeing a risk level.

Automated nudges and a prioritised review queue help tutors focus on students needing support.

Concept Statement

> Nudge **transforms routine attendance** tracking into meaningful **moments of connection**. Combining playful, **low-friction interactions** with **gentle behavioural nudges**, the design makes student engagement feel **less like monitoring** and more like an **ongoing conversation** between students and educators.

Target Users

Higher education students and **teaching staff** seeking a more supportive and proactive approach to student engagement.

Teaching staff

University educators responsible for monitoring student attendance and engagement, identifying students who may be struggling and providing timely support.

Students

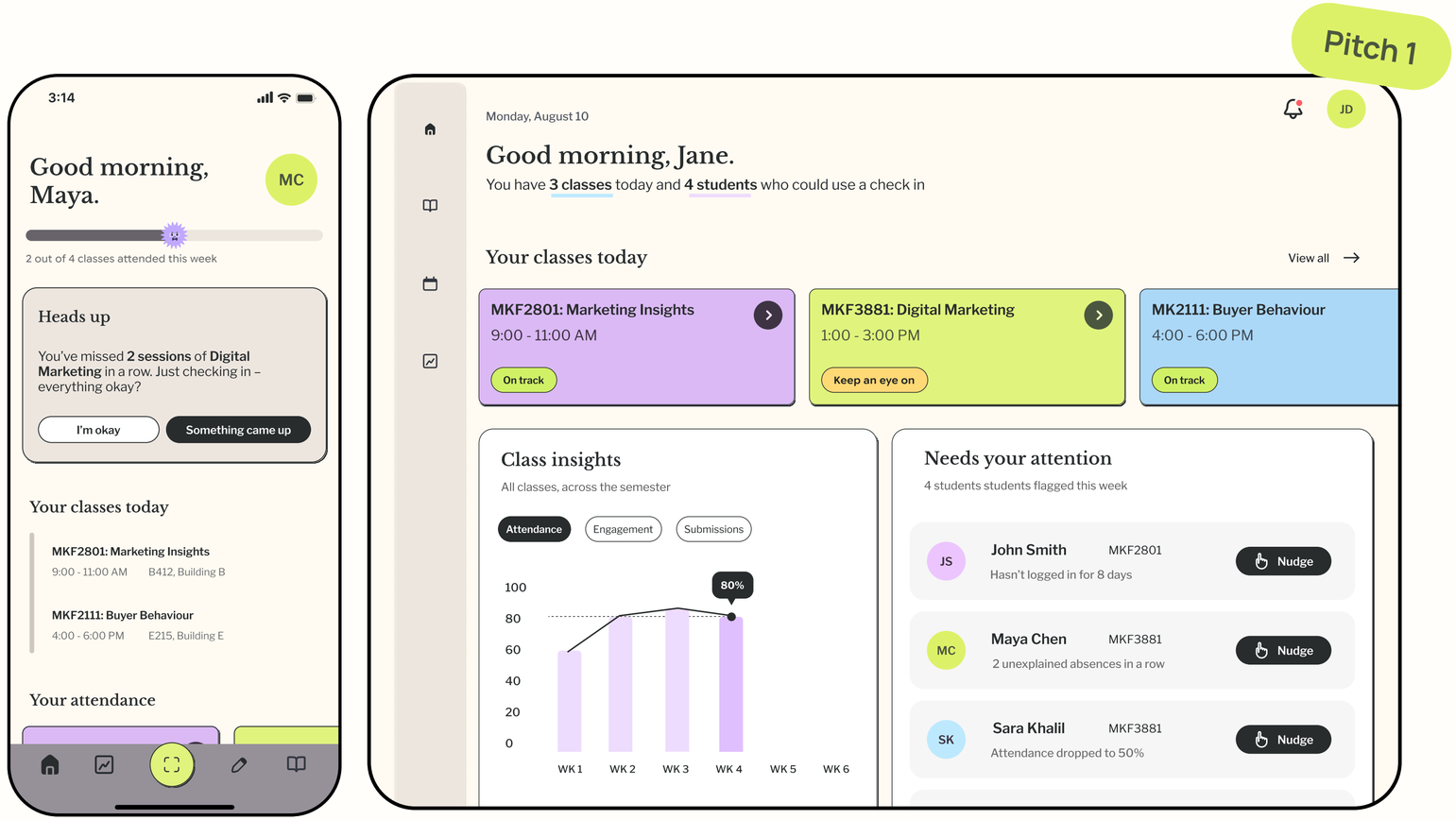
University students who need a simple, approachable way to track attendance, reflect on their learning and communicate when they need support.

How We Responded to Our Clients

Visual Direction: The client favoured ***Neon Notebook*** in Pitch 1, establishing it as the project's visual foundation.

Purposeful Colour: Feedback prompted more strategic colour use to highlight key actions and information.

Tutor Workload: Introduced automated low-risk nudges and a prioritised review queue to reduce manual work.

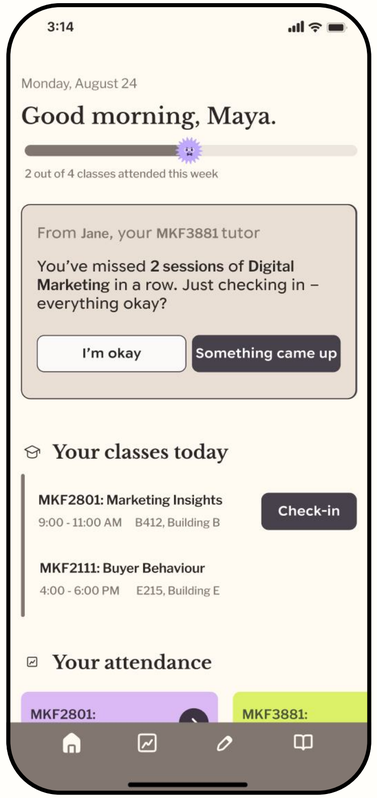


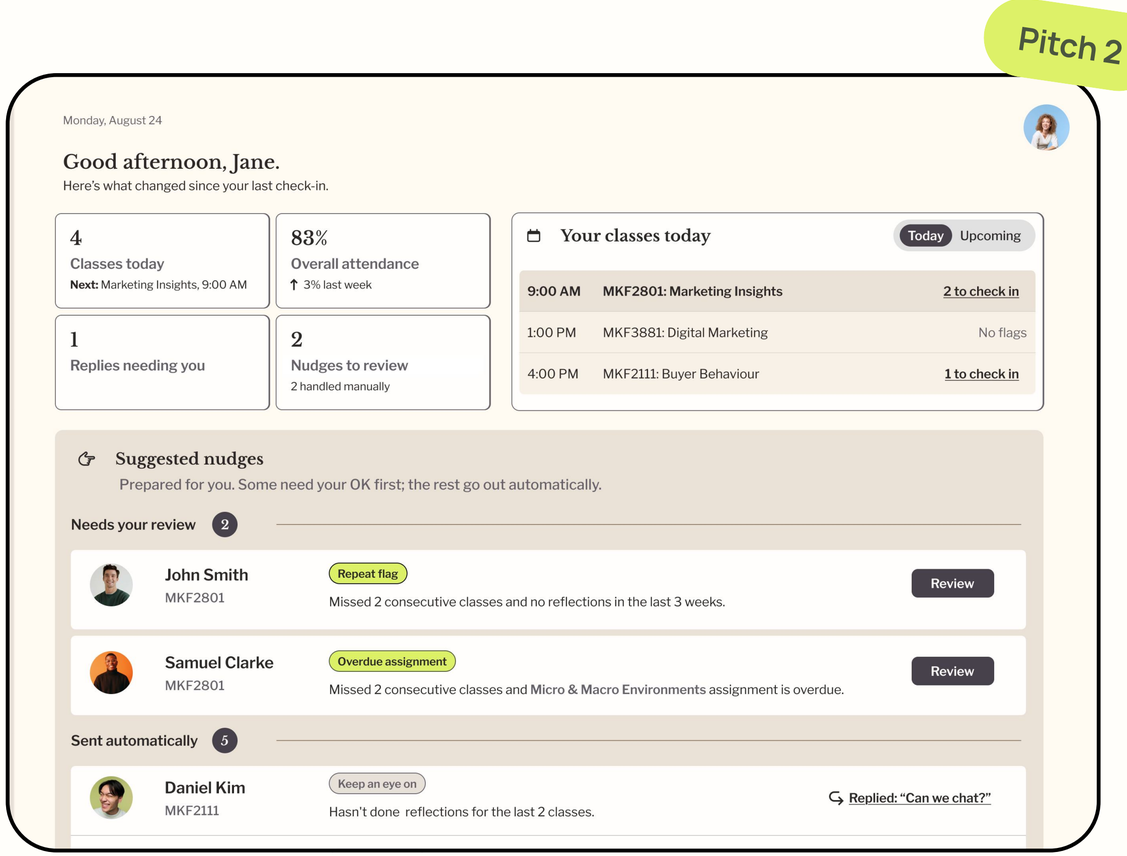
How We Responded to Our Clients

Typography: Switched to Google Sans for improved legibility.

Attendance Tracking Visibility: Increased visual emphasis on the attendance progress bar following client feedback.

Visual Consistency: Refined typography hierarchy and element sizing for a more cohesive interface.





Visual Concept

Neon Notebook combines academic familiarity with playful colours and characters to make student engagement feel more approachable.

Typography

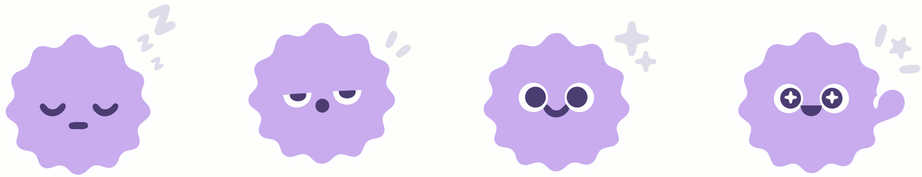
Aa

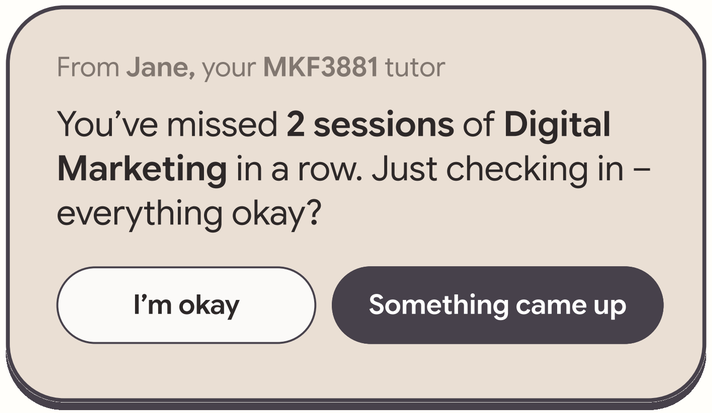
Google Sans Flex

Colours

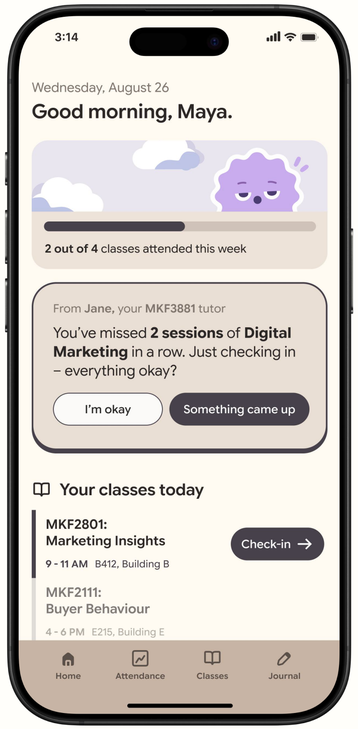
Paper Beige Ink Lime Lavender

UI Components

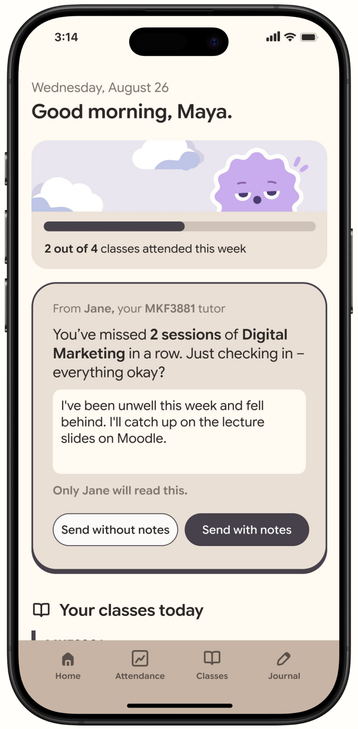




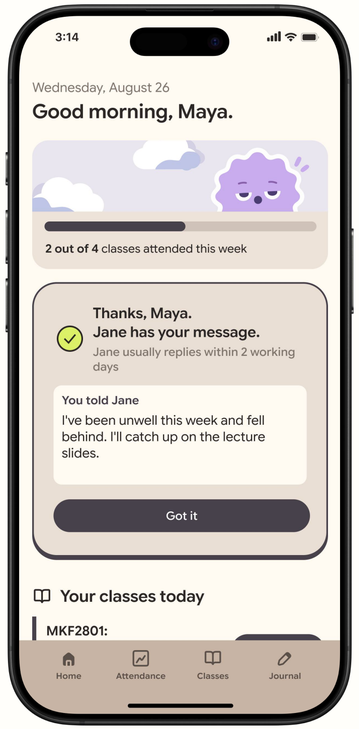
Receiving nudges



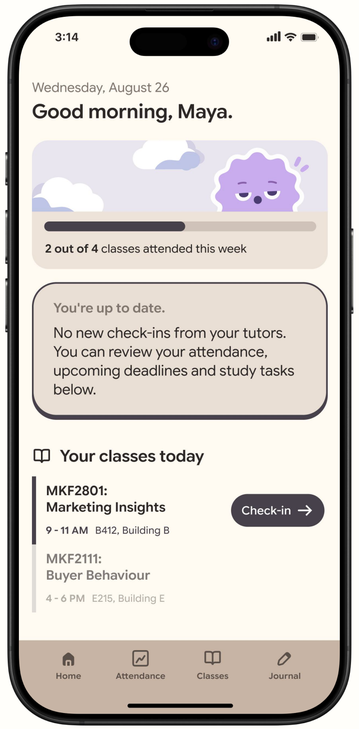
1 Nudge arrives



2 Student chooses their response



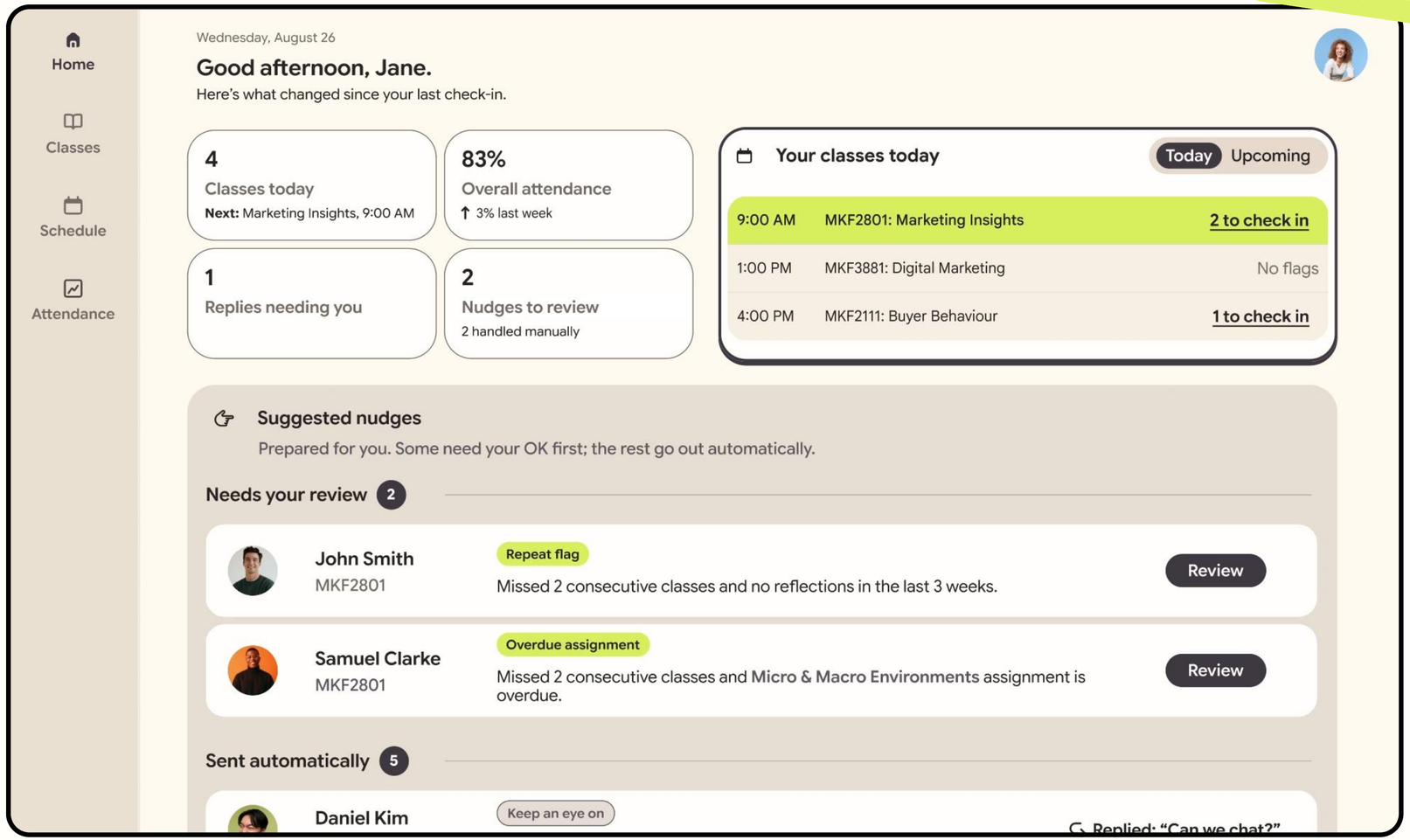
3 Response recorded



4 Student continues with their day

Sending nudges

Prototype video

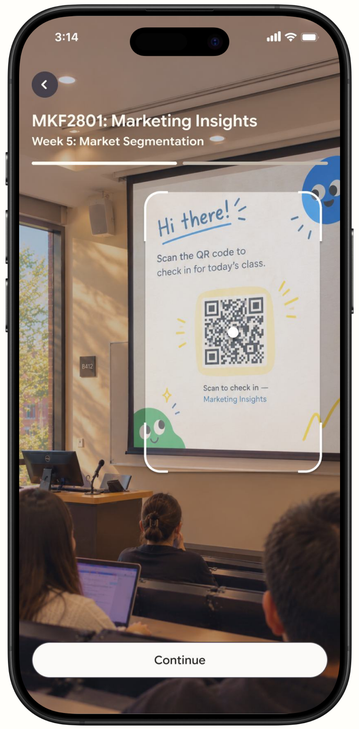


Prioritise interventions: Identify students needing additional support through a prioritised review queue.

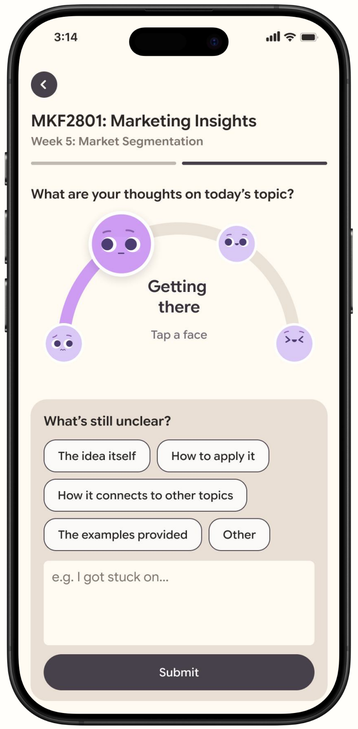
Provide personalised support: Attach relevant university resources to tailored nudge messages.

Monitor engagement trends: Visualise attendance and engagement data to identify patterns across units.

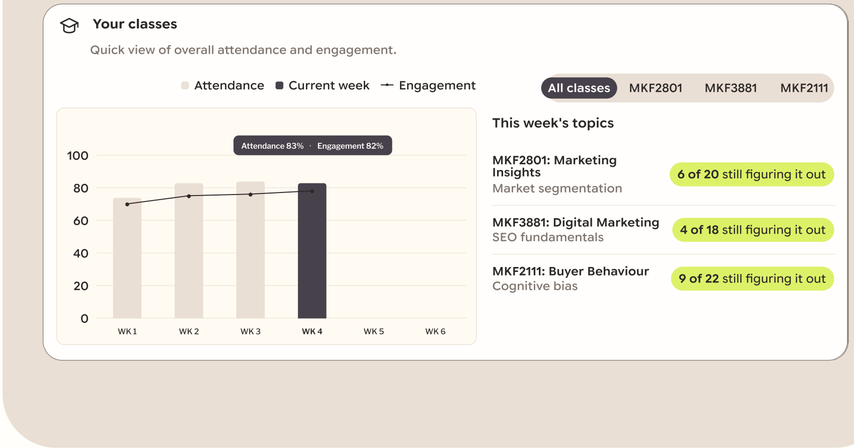
Recording engagement



1 Classroom QR code records attendance



2 Students reflect on their own learning



3 Tutors see attendance and engagement levels across all units

Moving beyond attendance to foster meaningful student engagement: the system does the work, and tutors and students stay in control.

For Students

Feel supported and not monitored
Share learning needs with ease
Access help before falling behind

For Teaching Staff

See engagement beyond attendance
Identify students needing support earlier
Reduce workload through automated nudges

For the University

Consent-based referrals
Connect students with relevant resources

Thank you!


Support referral
3:14
Wednesday, August 26
Good morning, John.
1 out of 4 classes attended this week
From Jane, your MKF3881 tutor
Hi John, I wanted to check in after noticing some changes lately. I think a chat with Student Academic Success (SAS) could help, but it's completely your call. No pressure either way.
I'm okay
Take me the
Your classes today
MKF2801
Marketing Insights
9 - 11 AM B412, Building B
Home
Attendance
3:14
Wednesday, August 26
Good morning, Maya.
2 out of 4 classes attended this week
From Jane, your MKF3881 tutor
You've missed 2 sessions of Digital Marketing in a row. Just checking in – everything okay?
I'm okay
Something came up
Your classes today
MKF2801:
Marketing Insights
9 - 11 AM B412, Building B
Check-in
MKF2111:
Buyer Behaviour
4 - 6 PM E215, Building E
Home
Attendance
Classes
Journal
Check-ins