

EXECUTIVE SUMMARY

The Spartan Professional and Technical Writing Mobile
Application



ENGL 110: GAMIFYING THE PTW MAJOR

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Executive Summary: The Spartan PTW Mobile App

Overview

An app that harnesses the power and appeal of gamified virtual communication to engage and support current PTW students and alumni.

Student users will:

- Easily complete degree requirements and other administrative tasks.
- Monitor progress toward degree completion and graduation.

Alumni users will:

- Connect with instructors, former PTW student peers, and future PTW grads.
- Join a community and aid network/community building.
- Be in the know as networking and job opportunities are announced.

Product Description

Students log into the app to:

- Access and fill out required departmental and university forms.
- Enroll in classes.
- Track their progress through required and elective courses.
- Schedule required meetings with their advisor.
- Learn about upcoming PTW events (on and off campus).

Alumni log into the app to:

- Connect with professors and fellow students.
- Build network and community.
- Access employment opportunities.

Product Features

Menu

A gateway into the entire app. From this screen, the user can monitor enrollment progress, plot each semester's course load, and schedule important meetings with their advisor in addition to other tasks.

Notification

Alerts the user of upcoming deadlines, events, and job postings.

Avatar

Easily customizable gamification that represents a user and visualizes their progress and engagement with the app.

Gamification

Gamification encourages students to build their daily app use tally through positive reinforcement. This positive experience supports a student's experience with the PTW program, English Department, and SJSU overall.

Avatar

Enables PTW students and alumni to create characters for themselves to follow along with their progress through the SJSU App.

Progress Bar

Visualizes progress and encourages students and alumni to complete tasks.

Streaks

Tracks app usage and rewards consistent user engagement.

How does this app prepare students for graduation and beyond?

- ☐ Helps students map which courses they will take each semester.
- ☐ Helps students monitor their degree progress.
- ☐ Helps students connect with their advisors.
- ☐ Helps students and alumni connect to other professional and technical writers through events including, conferences, meet-ups, job fairs, and lectures.
- ☐ Helps alumni stay connected after graduation, which fosters community and networking after they graduate from SJSU.