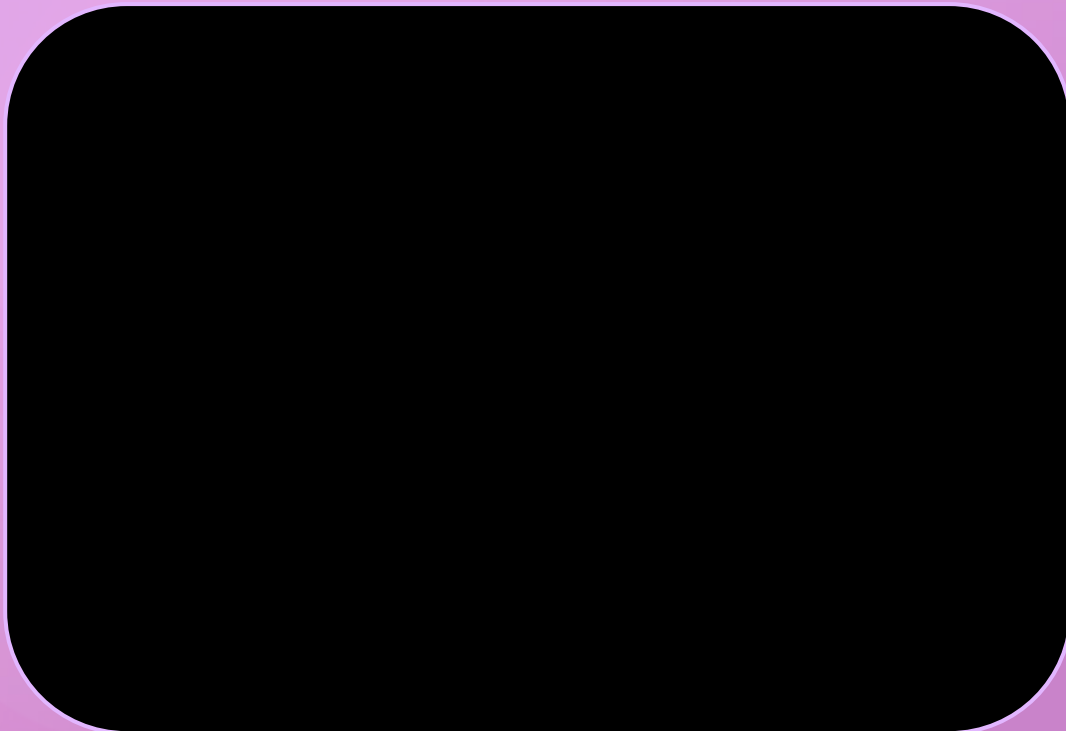




THE GREATEST SCHEDULE BUILDER EVER.



Video Demo



Welcome to Sked!



SKED REPRESENTS A QUANTUM LEAP IN HOW STUDENTS EXPERIENCE THEIR EDUCATION.

- AWARD-WINNING, USER-CENTRIC DESIGN.
- BUILT BY STUDENTS, FOR STUDENTS... TO SOLVE REAL PROBLEMS!
- FAST, SMART SCHEDULING EXPERIENCE POWERED BY ADVANCED AI AND ML.
- UNMATCHED SECURITY BACKED BY A DISTRIBUTED CRYPTOGRAPHIC LEDGER.
- GROUNDBREAKING EASE-OF-USE TRANSLATES TO TANGIBLE QUALITY-OF-LIFE IMPROVEMENTS.



The KED Team



CHARLTON TREZEVANT
CEO, BRAND EVANGELIST



RYAN CARNOVSKY
CDO, UX DESIGN LEAD



@JCK BURGETT
CIO, CISO, DEVOPS/ML ENGINEER



MELIA PETERS
CMO, MARKET RESEARCH DIRECTOR



ROB RITCHEY
CSO, CUSTOMER RELATIONS



Challenge: What Students Want

STUDENTS ARE FRUSTRATED WITH THE IN-HOUSE CLASS SCHEDULING SOLUTIONS PROVIDED BY THEIR INSTITUTIONS. WITH THE RISE OF THE INTERNET, THEY DEMAND HIGH-QUALITY DESIGN THAT'S AS POLISHED AND SEAMLESS AS THE SOFTWARE THEY USE EVERY DAY...

...BUT AS TECH COMPANIES CONTINUE TO RAISE THE BAR, SCHOOLS JUST HAVEN'T KEPT UP.

AS STUDENTS, THE FRUSTRATION OF CREATING CLASS SCHEDULES WAS SOMETHING WE EXPERIENCED WITH EVERY NEW SEMESTER, AND IT GAVE US THE INSPIRATION FOR SKED.



MELIA PETERS
CMO, MARKET RESEARCH DIRECTOR



Challenge: What Universities Need

BUREAUCRACY, TECHNICAL DEBT, AND BUDGET CONSTRAINTS MEAN THAT SCHOOLS CONSISTENTLY HAVE A HARD TIME DELIVERING MODERN, VISUALLY APPEALING SOFTWARE ON THEIR OWN. RATHER THAN BUILDING IT THEMSELVES, MOST WOULD BE WILLING TO CONTRACT WITH A THIRD-PARTY VENDOR FOR A WORLD-CLASS SAAS SOLUTION THAT INCLUDES ENTERPRISE-LEVEL SUPPORT.

BOTTOM LINE: FOR INSTITUTIONS, SKED IS A COMPELLING PRODUCT WITH A CLEAR VALUE PROPOSITION: BETTER STUDENT EXPERIENCES AT A FRACTION OF THE COST.



ROB RITCHEY
CSO, CUSTOMER RELATIONS



The Competition?

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This Week's Schedule			
Class		Schedule	
CAP 3104-0001 LEC (84799)	MoWe 4:30PM - 5:45PM BA1 O119		
CIS 3003-0001 LEC (84266)	MoWeFr 12:30PM - 1:20PM HPA1 O119		
MAD 2104-0002 LEC (81498)	TuTh 12:00PM - 1:15PM MSB 0359		
STA 2023-0003 LEC (81162)	MoWeFr 10:30AM - 11:20AM CB1 O121		



Designing a Great Scheduling Experience

CLASS SCHEDULING IS HARD, BUT...

...PROVIDING A GREAT EXPERIENCE TO STUDENTS IS EVEN HARDER!

INSPIRED BY THE RAW FUNCTIONALITY OF EXISTING SCHEDULE BUILDERS,
OUR UX DESIGN TEAM ITERATED TO ALIGN SKED'S UI DESIGN PATTERNS
WITH THE LATEST INDUSTRY-STANDARD BEST PRACTICES.

DID IT PAY OFF?



RYAN CARNOVSKY
CDO, UX DESIGN LEAD



Designing a Great Scheduling Experience

ABSOLUTELY! SKED'S SNAPPY, MODERN LOOK AND FEEL WAS A HIT WITH USERS, WHO FOUND NO TROUBLE BECOMING PRODUCTIVE IN SKED'S CLEAN, YET FAMILIAR INTERFACE. WHEN SURVEYED, TESTERS UNANIMOUSLY PREFERRED SKED TO THEIR CURRENT SCHEDULING SYSTEM.

WITH SKED, FINDING A CLASS, ENROLLING IN IT, AND VIEWING SCHEDULES WAS NO LONGER PAINFUL: IT WAS QUICK, SEAMLESS, AND EASY.



RYAN CARNOVSKY
CDO, UX DESIGN LEAD

"AS LEAD DESIGNER I HAD ONE JOB: TO MAKE SKED THE MOST BEAUTIFUL AND EASY-TO-USE SCHEDULE BUILDER OUT THERE"



Engineering Amazing Scheduling Technology

FROM A TECHNICAL STANDPOINT, BUILDING A SCHEDULE BUILDER IS A CHALLENGING TASK.

PRE AND CO-REQUISITE DEPENDENCIES, INSTRUCTOR AVAILABILITY, AND USER-DEFINED CONSTRAINTS ARE JUST A FEW EXAMPLES OF THE COMPLEXITY THAT SKED'S ALGORITHMS HAVE TO AUTOMATICALLY MANAGE BEHIND THE SCENES.



@JCK BURGETT
CIO, CISO, DEVOPS/ML ENGINEER



Engineering Amazing Scheduling Technology

TWO TENSORFLOW MODELS WERE TRAINED: THE *COURSE RECOMMENDATION ENGINE* ("CRE") INTELLIGENTLY RECOMMENDS COURSES BASED ON USERS' PERSONALIZED REQUIREMENTS. AND THE *AGENDA TEMPLATING ENGINE* ("ATE") AUTOMATICALLY FILTERS COURSES THAT BEST FIT INTO EACH USERS' IDEAL SCHEDULE.

AND SKED NEVER SACRIFICES SECURITY. TO STOP HACKERS IN THEIR TRACKS, COURSE CATALOGS AND WAITLIST AVAILABILITY ARE CRYPTOGRAPHICALLY VALIDATED ON THE BLOCKCHAIN BY SKED'S BACKEND.



@JCK BURGETT
CTO, CISO, DEVOPS/ML ENGINEER

"I KNEW WE'D HAVE TO USE THE LATEST AI, ML, AND CRYPTO TECHNOLOGIES IF THE SKED EXPERIENCE WAS GOING TO FEEL HOW WE WANTED IT TO: TRULY MAGICAL."



Conclusion and Lessons Learned

- CREATE SIMPLE MOCK-UPS TO START WITH. IT'S A GOOD IDEA TO FOCUS ON CORE FEATURES INITIALLY TO REALLY NAIL THEM DOWN.
- IN GENERAL, FUNCTIONALITY ADDED OUTSIDE OF YOUR CORE FEATURESET SHOULD BE DRIVEN BY USER DEMAND AND FEEDBACK.
- ALWAYS CONSIDER THE TARGET MARKET WHEN DEVELOPING A BUSINESS PLAN. ARE THERE BARRIERS TO ENTRY?
- DIFFERENTIATE YOURSELF! WITH SKED, EXTRAORDINARY ADVANCEMENTS IN USABILITY WERE UNLOCKED THROUGH NOVEL APPLICATIONS OF MACHINE INTELLIGENCE AND CRYPTO.



RYAN CARNOVSKY
COO, UX DESIGN LEAD



@JCK BURGETT
CEO, CSO, DEVOPS/ML ENGINEER



ROB RITCHEY
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