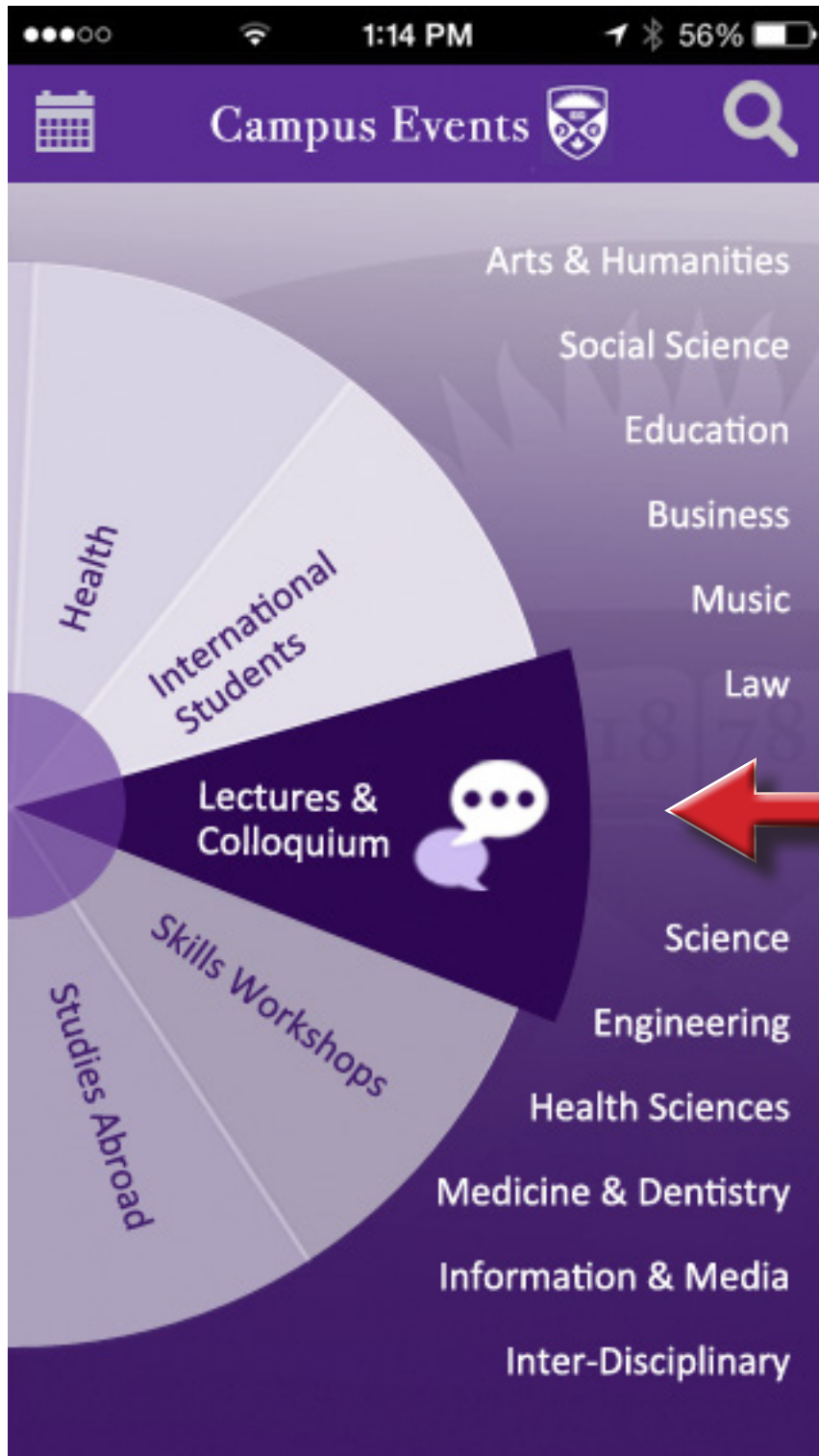


USER REQUIREMENTS: CAMPUS EVENTS APP.

SCENARIO 1: SEARCHING THROUGH CATEGORIES

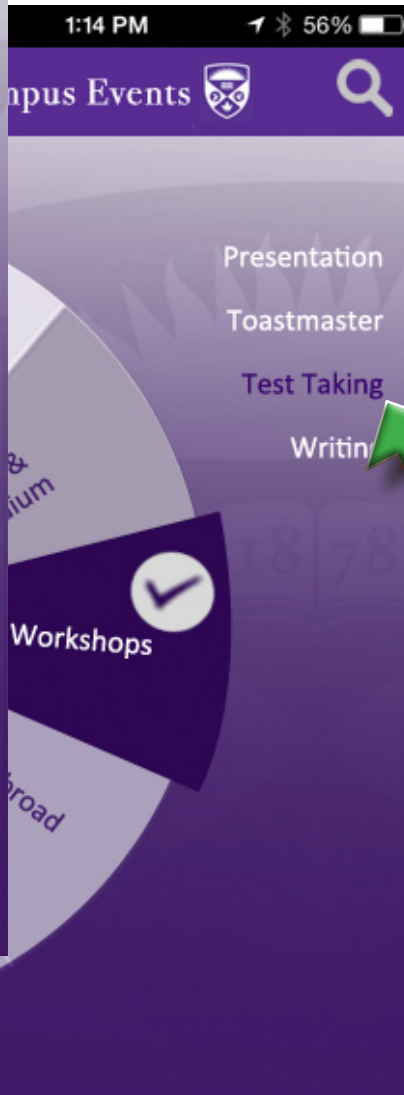
Emma is a science student who struggles with test anxiety. After struggling through her final exams last semester, she has been actively looking for ways to improve her test taking skills. A guidance counselor recently informed her about some “test preparation workshops” offered by the Student Services that may help Emma improve her test skills.

Curious, and eager to overcome her difficulties with tests Emma opens the iWestern application on her phone and selects the Campus Events micro app.



Once open, Emma sees a **wheel listing event categories along with subcategories associated with those categories listed on the side**. She sees the search icon in the top right hand corner, but not knowing precisely what event she is looking for, or the proper name for “test preparation workshops”, Emma uses the wheel. to navigate through the categories.

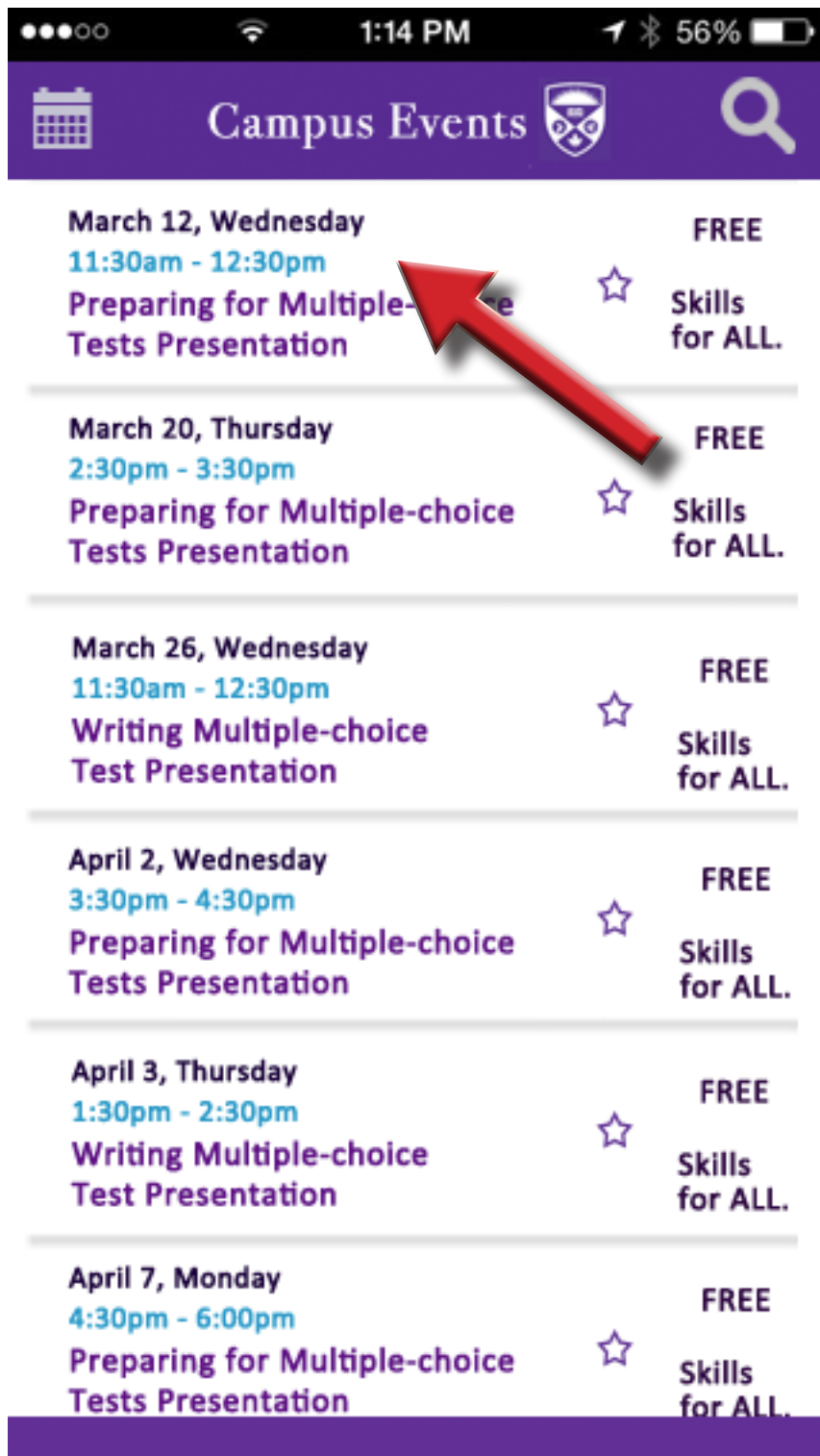
USER REQUIREMENTS: CAMPUS EVENTS APP.



Selecting the category called "Skills Workshops" brings up a list of options, or sub-categories, for Emma to select from. Emma wants to improve her test taking skills so she selects that.

Hovering over "Test taking" with her finger changed the colour from white to purple giving her an indication as to where she is on the list.

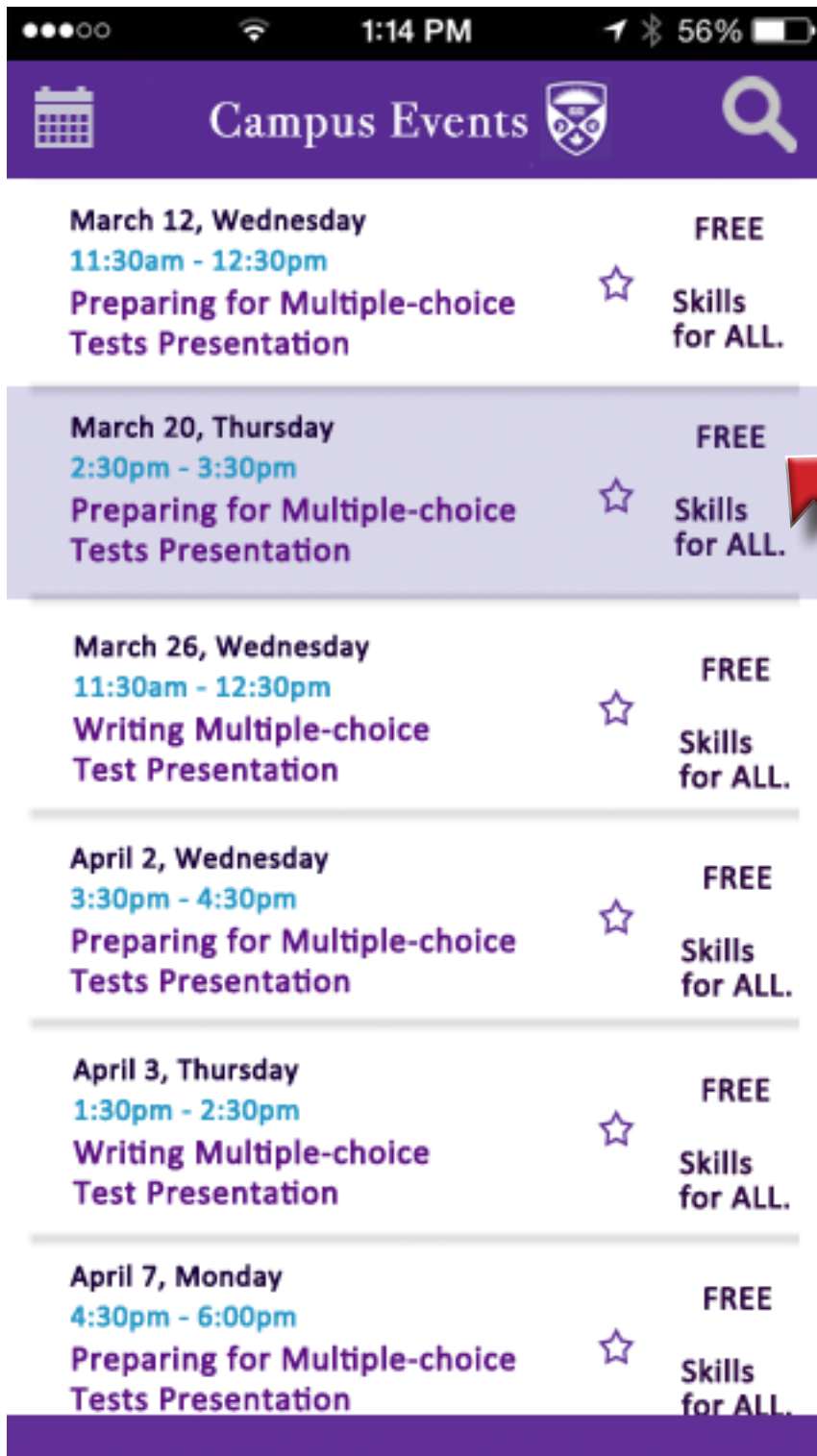
USER REQUIREMENTS: CAMPUS EVENTS APP.



Campus Events		
March 12, Wednesday 11:30am - 12:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
March 20, Thursday 2:30pm - 3:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
March 26, Wednesday 11:30am - 12:30pm Writing Multiple-choice Test Presentation	☆	FREE Skills for ALL.
April 2, Wednesday 3:30pm - 4:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
April 3, Thursday 1:30pm - 2:30pm Writing Multiple-choice Test Presentation	☆	FREE Skills for ALL.
April 7, Monday 4:30pm - 6:00pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.

After selecting the “Test Taking” sub-category subcategory and is re-directed to a scrollable list with clear **distinguishable date headers**.

USER REQUIREMENTS: CAMPUS EVENTS APP.

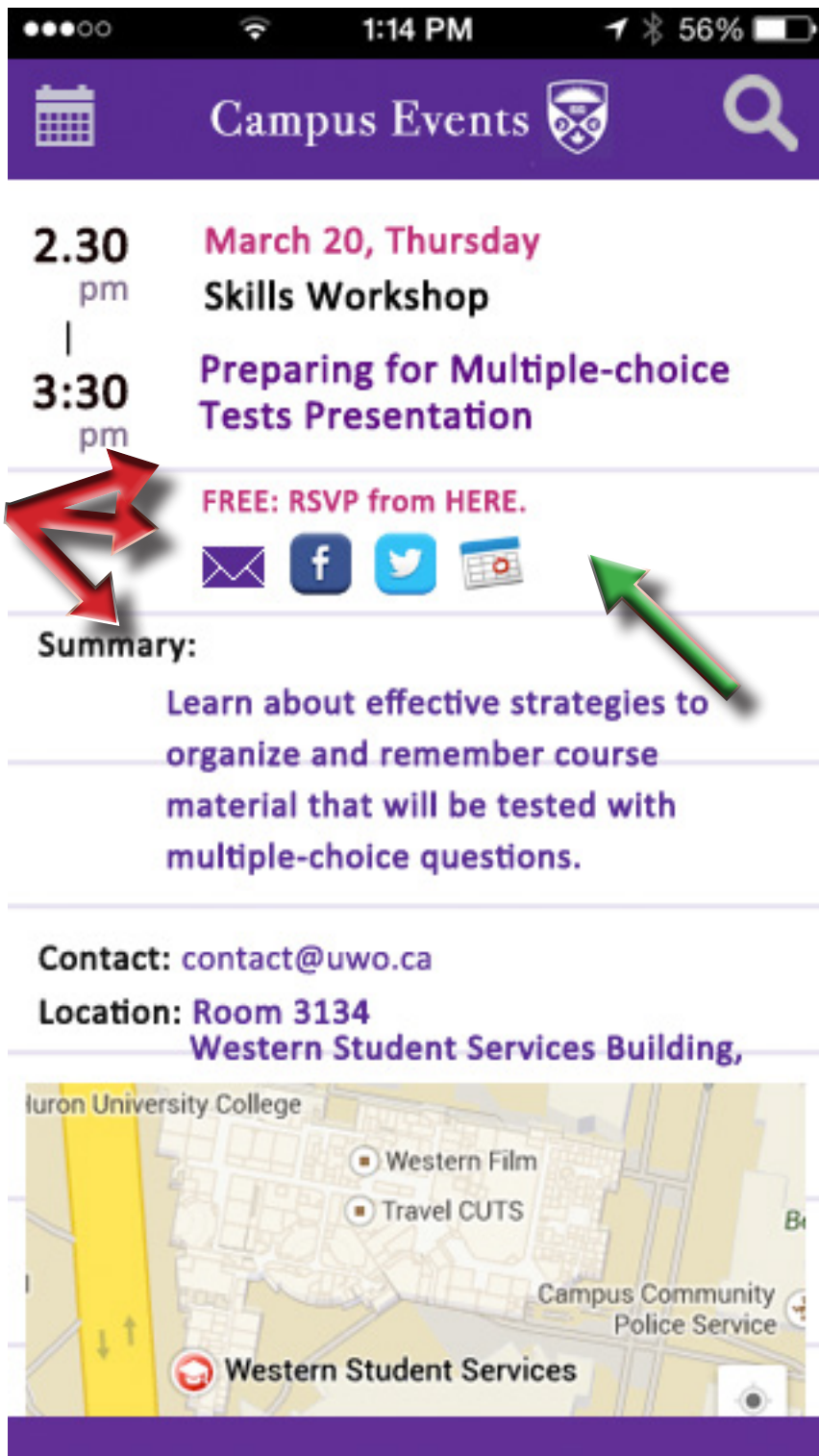


Calendar Icon	Campus Events	Search Icon
March 12, Wednesday 11:30am - 12:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
March 20, Thursday 2:30pm - 3:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
March 26, Wednesday 11:30am - 12:30pm Writing Multiple-choice Test Presentation	☆	FREE Skills for ALL.
April 2, Wednesday 3:30pm - 4:30pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.
April 3, Thursday 1:30pm - 2:30pm Writing Multiple-choice Test Presentation	☆	FREE Skills for ALL.
April 7, Monday 4:30pm - 6:00pm Preparing for Multiple-choice Tests Presentation	☆	FREE Skills for ALL.

Because her schedule is generally free on Thursdays, Emma scrolls to the first date header labeled “Thursday” — “Thursday, March 20th, 2014” to be exact.

The event Preparing for Multiple-choice Tests Presentation is offered that day. Emma taps the event which highlights purple to again indicating where she selected.

USER REQUIREMENTS: CAMPUS EVENTS APP.



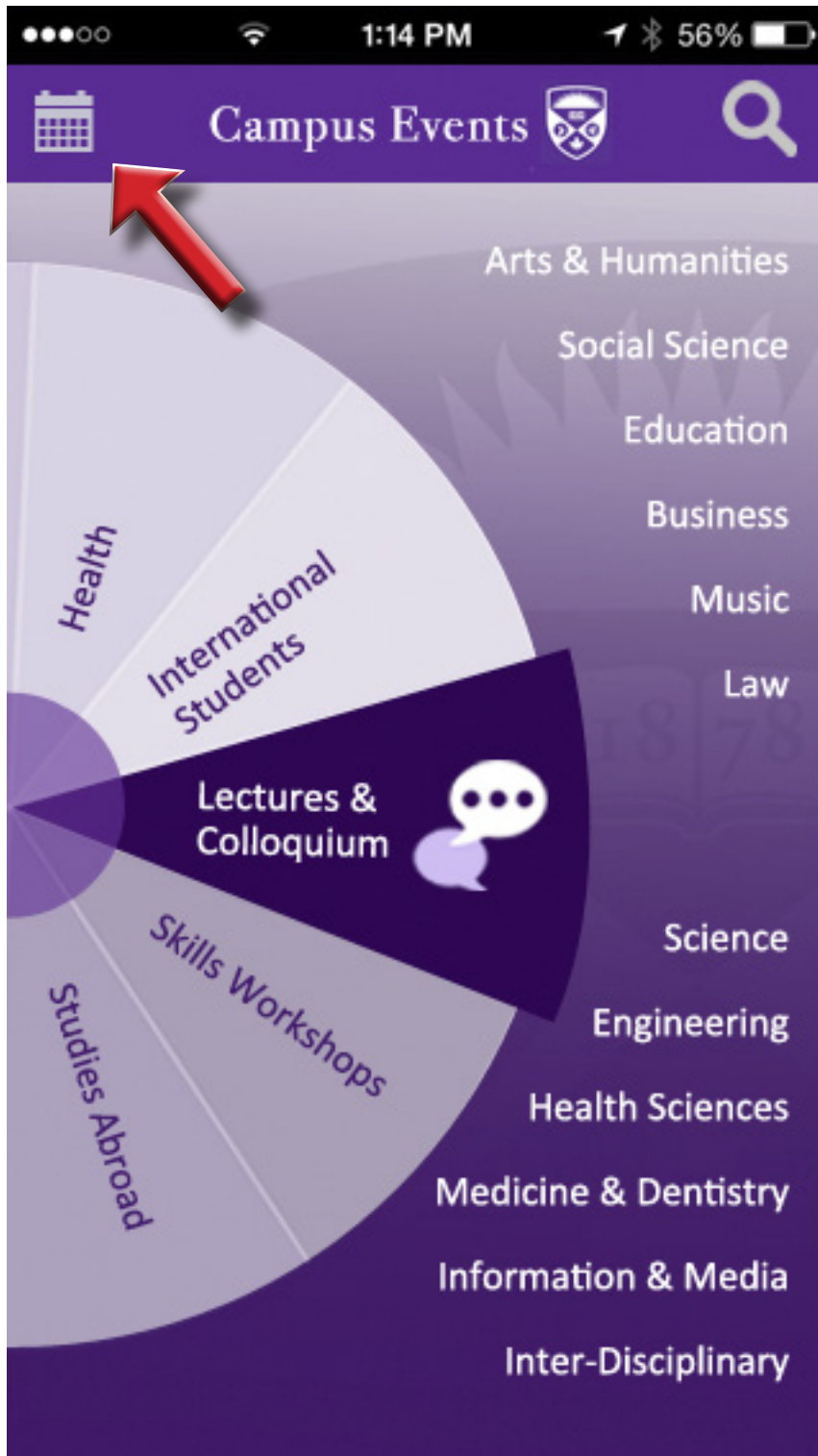
A new page loads; it contains important information about the event including a summary of the workshop, how to register for the event, the cost (free!), and time. The information is clearly laid out in segmented spaces. A link to the registration site is available, as well as options to 'add to calendar', 'share', and a map link.

Emma is able to register quickly thanks to the direct link, and then add the event to her phone's calendar. She decides to explore the 'share' option.

Emma knows one of her close friends also experiences test taking anxiety and wants to let her know about the event. Since Emma is self-conscious about her struggles with test taking anxiety she does not want to share the event on social media but, as email is one of the 'share' options she quickly forwards it to her friend.

USER REQUIREMENTS: CAMPUS EVENTS APP.

SCENARIO 2: BROWSING FOR EVENTS



It is March 12 and Sven is an international student from Norway who downloaded both the iWestern app and the Western Now app to his iPhone during his campus orientation. He finds the Western Now app really helpful for keeping track of his class schedule and for finding the buildings that his classes are held in.

Determined to make the most of his experience studying in Canada, Sven also wants to attend many campus events to get a richer sense of Canadian academic life. Sven opens the iWestern app on his phone and quickly spots the “Campus Events” micro app.

Tapping on the icon, he sees unfamiliar layout. However, he spots the standard calendar icon in the left hand corner and taps it.

USER REQUIREMENTS: CAMPUS EVENTS APP.



He quickly recognizes the more traditional calendar layout to be similar to the Western Now layout. He notices that the icon in the top left hand corner has transformed from a calendar to a wheel. Scrolling upward on the screen Sven is able to manipulate the calendar to see events later on in the day. Sven also notices that he is able to change the wheel back into a calendar by simply clicking on it. Being familiar with the layout he feels comfortable browsing through the calendar of events being held on that day by sweeping upward. To make sure he is not missing any events that might be interesting to him Sven decides to try the search function located in the top right corner of the screen.

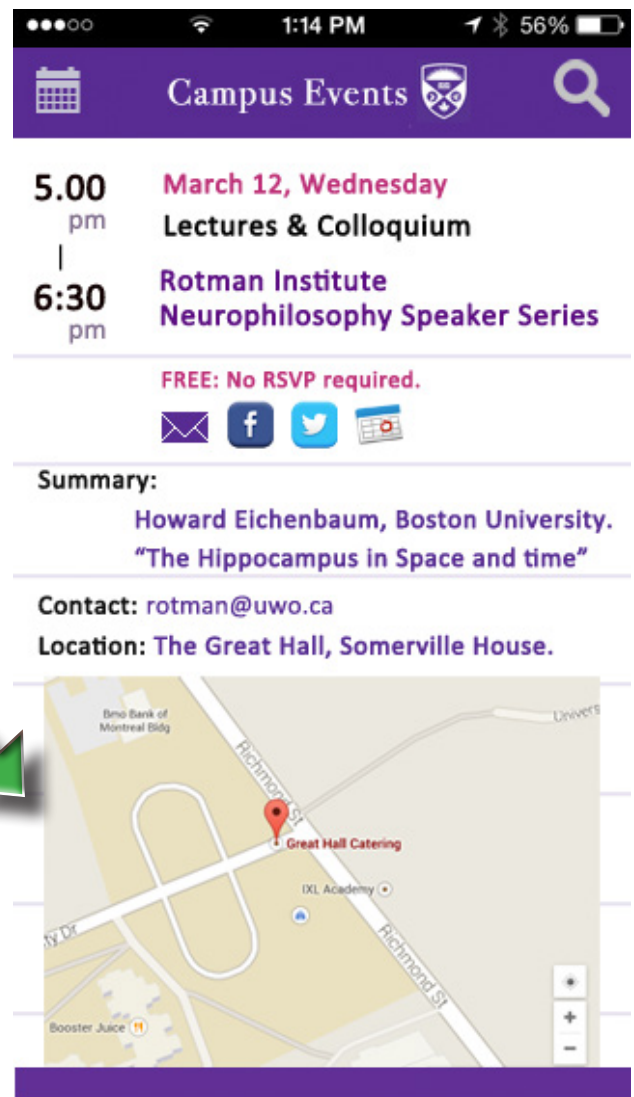
USER REQUIREMENTS: CAMPUS EVENTS APP.



After selecting the search option Sven was surprised to see a drop down menu appear with a list of categories as well as the traditional search bar.

Sven explored the search options but decided to return to the previous screen by selecting the icon in the top left corner.

USER REQUIREMENTS: CAMPUS EVENTS APP.



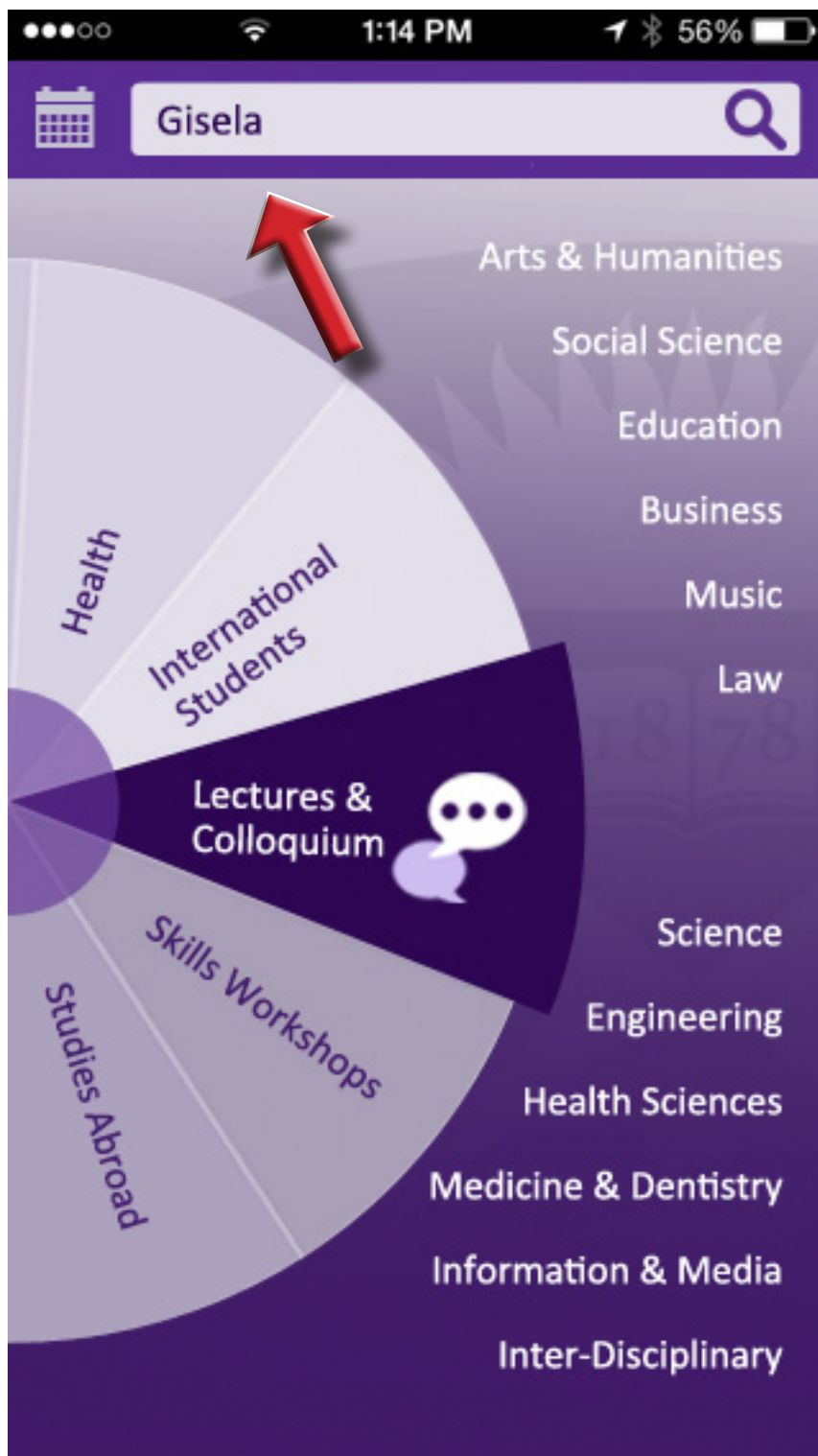
On that previous page Sven finds an event that is of particular interest to him (Rotman Institute's Neurophilosophy Speaker Series on March 12th) and, when he taps it, turns colour to indicate it has been selected. He taps it once again to get to the next page with more information.

Even though it required two taps Sven likes that a colour change occurs as he has an older model phone which takes awhile to load. If he inadvertently selected the wrong page he would have to wait for it to load before backing out which is time consuming.

Upon loading he is pleased that there is a map feature similar to the one in the Western Now app to help him find his way to the event. Even though Sven is aware having the map contributed to load time he was still very happy to see it as he is new to Western and is learning his way around campus.

USER REQUIREMENTS: CAMPUS EVENTS APP.

SCENARIO 3: SHARING



Jillian is really excited about the upcoming opera “Gisela in her bathtub & City Workers in Love” that Western’s Faculty of Music is putting on. She wants to invite friends. She opens the iWestern app in her phone and selects the Campus Events icon.

Jillian sees an option to search by text selects it. She then types in “Gisela” into the searchbar and waits for her results.

USER REQUIREMENTS: CAMPUS EVENTS APP.



After the results load she looks at the March 14th showing and the March 15th showing. **Having already purchased her ticket for the Friday showing she selects the March 14th event.**

All the pertinent information her friends will need to attend this event is present on this new screen. They will be able to read a brief summary of the event, learn the time, location, cost of the event, a link to purchase their ticket, and even find parking information. Jillian taps the familiar “share” icon and shares the event through Facebook.

Jillian scrolls downward and is very happy to see a map in case any friends have difficulty finding the location.

