

Uni Event Life

Phase 1 Report - User and Task Analysis

T14 – Group 4

Bernardo Campus - up202006056

Diogo Almeida - up202006059

Rafael Morgado - up201506449

Table of Contents

- 1- Project Description
- 2- Similar products
- 3- Questionnaire
- 4- Answers to the 11 questions
 - 4.1- who are the users?
 - 4.2- What tasks do they perform?
 - 4.3- What tasks are desirable?
 - 4.4- How are tasks learned?
 - 4.5- Where are tasks performed?
 - 4.6- What is the relationship between user and information?
 - 4.7- What other instruments doe the user have?
 - 4.8- How do users communicate?
 - 4.9- How often tasks are performed?
 - 4.10- Are there time restrictions?
 - 4.11- What happens if something goes wrong?
- 5- Personas
- 6- Activities scenarios
- 7- Conceptual model
- 8- Functionalities and tasks
- 9- Usability requirements
- 10- Conclusions
- 11- Annexes
 - 11.1- Questionnaire
 - 11.2- Summary of results

1- Project Description

For this project we decided to tap into the niche of university events, the idea is to have a harmonious bond between school life and bohemian life, we want the student body to have the means to be as productive as possible during their school time by having a place where all university events are congregated, there they can check which events are coming up in the upcoming days, and if they so desire, to register themselves in said events.

We also want to have a place where university student cores and groups can congregate themselves, where they can post recruitment openings and their own events.

2- Similar products

In the business of event cataloging and dissemination, we found three that stood out to us, Blue ticket, Facebook events and the government's newsletter. In essence they all function in the same way, or at least have common goal.

As for Blue ticket, their modus operandi revolves around the selling of tickets to events, they allow institutions to register events and users to buy tickets to said events. They also handle some of the marketing for the events in their site, by showcasing new events on their front page.

Blue ticket:

- Event registration
- Event dissemination

Facebook events is the most rounded of the three we found, they allow users to both create the events and invite friends to the created events, as well as allowing users to register themselves. Facebook also handles some of the marketing for the events through the use of their algorithms, although these are, sometimes, not as good as manual recommendations.

Facebook events

- Event creation

- Event registration
- Event dissemination

The Portuguese government has a newsletter to which any one can register, most people don't know this, but this newsletter serves as a broadcast for a very big panoply of events, they range from simple museum collections to more complex events like orchestras, they all have one thing in common, the government is the one to patron these events, as such, most events are free and require no registration.

Government newsletter

- Event aggregation
- Event dissemination
-

3- Questionnaire

As a means to get to know our target audience, we performed a questionnaire that explored the questions we had about the potential users of our system. After performing some analysis to the responses we got, the following are the conclusions we could draw.

Personal info:

The vast majority of the questionees are male (82,4%), they are almost all between the ages of 18 and 23(76,5%), all are from Portugal, meaning we didn't query any Erasmus students, with the exception of one student, all questionees are fulltime students. In terms of academic year, the predominant year was the third, with 70% being from that year but there were also first- and second-year students who responded to the questionnaire.

Academic life:

From the questionnaire we observed that on a day-to-day basis almost all except one student check their schedule and 76,5% access class materials. The top two places where students access this information is Moodle and the UNI app, but

unfortunately 82,4% of our questionees learned to use these apps/websites through trial and error with a small negligible percentage asking a friend for help.

Project:

Everybody that replied to our questionnaire said they would like to see a new app/website with their favorite features with 64,7% preferring an app over a website. One functionality was more predominantly picked over the others, it being a hub for all relevant university and student organized events. Most people would be comfortable to share their personal information and, they would expect their app to work right away not having to wait more than 30 seconds. When asked what they would do when their app froze people had a mixed response, with the majority preferring to reboot the app (52,9%) and others going back and retrying the same thing (35,3%) that caused the freezing, waiting was the least popular choice with 11,8%.

4- Answers to the 11 questions

4.1 Who are the users?

The users are students, ages between 18 and 23, mostly men although we want to be as ungendered as possible but that was an unfortunate incident with the questionnaire we made, aimed mostly at Portuguese students, but once again we intend to be open to more international, we found that mostly third year students were the ones answering to our questionnaire, but students from all years are welcome and expected to use our system.

4.2 What tasks do they perform?

The main tasks users already perform on existing apps are, verify their school schedules, access course materials, create events, register for events, invite others to events and promote their own events.

4.3 What tasks are desirable?

After analyzing the answers we got from the inquiry, the requested features that do not appear in other services were to have a map and preferably a GPS of the

university, and an easier way of checking the attendance conditions for different classes.

4.4 How are tasks learned?

From the people we queried, the majority reported to us that unfortunately trial and error was the method they had learned how to use other services.

4.5 Where are tasks performed?

Moodle and the UNI app were the unanimous response from our questionnaire.

4.6 What is the relationship between user and information?

The information required per user is the email, phone number and picture, which according to the answer we got from the questionnaire, they would be willing to share, access would have to be made through Sigarra so we can access the user's schedule and course specific information.

For the student cores, the same as the students would apply.

4.7 What other instruments do the user have?

They can access other services to get most things done through the use of a mobile app or a website.

4.8 How do users communicate?

Users don't have the ability to communicate between them, the only interaction between users is sending invitations to events.

4.9 How often tasks are performed?

Users, unanimously, use the schedule feature and check their classes materials every day several times.

4.10 Are there time restrictions?

We want the most common actions to be as snappy and quick as possible, taking no longer than 3 to load, incidentally, users said they wouldn't wait longer than 30 seconds for an app or feature to respond or refresh after a user input.

4.11 What happens if something goes wrong?

The service may freeze, crash, or slow down due to sever issues, in such cases, users said they would refresh the app or go back to a previous step and retry doing the same actions again.

5- PERSONAS

We devised 3 personas as a means to represent our potential users according to the questionnaires we did. We tried to be as broad as possible, but obviously not all potential combinations of types of users could be made into a standalone persona.



Name - Maria Alves

Quote - "Be who you are and say what you feel because those who mind don't matter and those who matter don't mind."

Age - 21

Education Level - Informatics engineer student

Family - Single

Location - Porto, Portugal

Work/occupation – Fulltime 1st year student

Technological Proficiency - Adept

Preferred devices - Phone

Archetype - Artist

Traits - Imaginative, spontaneous, humorous, childish

Narrative:

As a first-year student Maria is wholly new to the goings of university life, be it from finding new and interesting activities, places to eat or even finding her

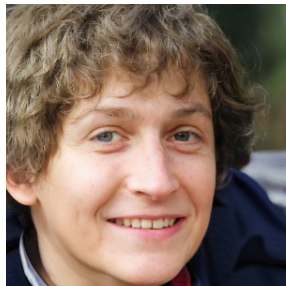
classrooms in time, all of it is very overwhelming for a first-year student. She doesn't, currently, have much time to spend doing what she likes most, photographing events, cityscapes, and its peoples, since she must be constantly juggling different sources of information for new activities and spots to be with her new friends.

Objectives/needs:

- She wants to be informed of new restaurants and new activities to do with her new friends.
- She wants to learn of new places to visit for her drawings.
- She wants to know where her classes are on campus.

Frustrations:

Since she is new to university life, and the university campus in general, she doesn't know where anything is, or of any interesting spots or things happening near her. It would be great to know when and where new events and activities are happening near the university campus, so she could go with her friends.



Name - Jorge Antunes

Quote - "Curiosity is the spark behind the spark of every great idea"

Age - 22

Education Level - Informatics engineer student

Family - Single

Location - Porto, Portugal

Work/occupation - Fulltime 2nd year student

Technological Proficiency - Superb

Preferred devices - Laptop

Archetype - the curious one

Traits - Cheerful, dedicated, disciplined, extraordinary, imaginative, responsible

Narrative:

Currently in the second year in the University of Engineering in Porto. He is very curious and looking forward to this new year in university. He is always looking for new technologies in the tech world in order to be more knowledgeable. As he's already a second-year student, he already knows how his university works and where the best spots are, that's why he and his friends always go to the same ones they like to eat lunch. Unfortunately, he doesn't know about several other activities that could be happening around his campus.

Objectives/needs:

- He is always looking for new things around campus involving technology.
- He likes to know new people and to make new friends, especially involving activities in his campus.

Frustrations:

Since he is stuck to his routine with his friends, he doesn't get to know new places in his campus. Not being able to find information about new events or reports on activities around campus, he's stuck to experience the same things over and over.



Name - Hugo Costa

Quote - "Quid pro quo"

Age - 20

Education Level - Completed Highschool, College student

Family - Single

Location - Porto, Portugal

Work/occupation – Fulltime 3rd year student

Technological proficiency - High

Preferred devices - Phone, laptop

Archetype – The innocent one

Traits - decisive, knowledgeable, responsible, creature of habit, impatient

Narrative:

Someone that is already very familiar with the college services, and that already created the habit of using a variety of different tools to do the tasks he needs. Would prefer to have a place where he could check all events happening near the university. His time studying computer engineering and using tech in general made him very proficient in it and very aware of the importance of online privacy. So, he values services that abstain from collecting, sharing, or selling user's data, or at least values the ones that give the user control over what is done with their data.

Objectives/needs:

- Values privacy and security
- Likes to engage in his university events.

Frustrations:

Having to use so many different apps, sometimes for a single small feature. sometimes it's not very clear what kinds of data apps are collecting about him.

6- ACTIVITY SCENARIOS

We came up with 2 activity scenarios that should in essence represent the bulk of the tasks a user would do.

1 - An individual opens the app and scrolls through the main menu, where he browses for upcoming events. Once a specific event catches the user's attention he can click on it, which will redirect him to the event page, where he will have access to more information on it. He can then register for the event. After this, a

message indicating that the registration was successful will appear and the user will be redirected to the main menu again.

2 - An event organizer opens the app and selects a group or student core he is part of. He can now select the option for organizing a new event. After inserting all the event details, he can submit it, and it will show up on the main menu where users can sign up for it. If there are new sign ups, the organizers will be notified of it every so often.

7- CONCEPTUAL MODEL

Objects(attributes):

- User (name)
- Event (local, date, organizer(group))
- Group (name, members(users))
- Calendar

Actions:

- Create, edit, and cancel events
- Create, edit, and delete groups
- Invite users to groups
- Invite users to events
- Apply to groups
- Sign into events
- Browse and interact with the calendar

Relations:

- Groups have users
- Groups can organize several events
- Users can be in several groups

- Users can participate in several events
- Events can be organized by one or more groups
- Calendar has events

8- FUNCTIONALITIES AND TASKS

Functionalities the app should enable:

- Logging in with UP account
- Search for events
- Search for a student core
- Event registration
- Share with friends

Tasks:

- Using a phone, a student logs into the system to view all available events there are.
- The student searches for a specific kind of event using a combination of keywords.
- The student wants to find a student core for a specific area of interest, so he searches the app for one, using a combination of keywords.
- A student wants to go to an event, so he's registering himself on the system as attending.
- The student, after registering himself as attending the event, invites his friends to the same event by sending them an in-system invite to the event.

9- USABILITY REQUIREMENTS

Efficacy:

Core tasks like searching and registering for events and student groups should be clear to understood by the user, with no less than 85% of users being able to figure it out at a glance.

Not so common tasks should be better explained to users when the need arrives, for instance when many different options are presented to the user.

Efficiency:

Tasks should not lag for a significant amount of time, 82.4% of the inquired in the questionnaire claimed that they would wait less than 30 seconds to access certain functionalities of the app.

Most users want to be able to complete core tasks in 1 minute or less, with 4 or less clicks (80%). This includes signing in for an event, joining a group and creating events.

Satisfaction:

Privacy should be a main concern of ours, users should not be prompted to share any personal info that is not strictly required for an event.

We want to be the preferred method for student to search for events and student groups around campus. More than 80% of users claimed they would use our platform again to perform these kinds of tasks.

10- CONCLUSIONS

We can, with the inquiries we made, confirm that there is a place for a system like the one we are making, there are already some similar services to ours, but they don't check all the boxes, with what is already available, users are forced to use multiple apps or websites to achieve what our service would be able to.

These limitations that we found during these inquiries to potential users, would be addressed by us, in conjunction with a good interface and it being a place

where events can be congregated and disseminated to users our system would be able to far surpass the existing ones.

As such, the necessary requirements to progress to the next phase of the project have been achieved.

11- Annexes

11.1- Questionnaire:

11.1.1- What's your gender?

- Male
- Female
- Rather not say

11.1.2- How old are you?

- Under 18
- 18-23
- 24 plus

11.1.3- What's your nationality?

- Portuguese

11.1.4- what's your regime?

- Full time student
- Student and worker
- Erasmus student

11.1.5- what academic year are you attending?

- 1st year
- 2nd year
- 3rd year

11.1.6- what tasks do you perform on your day to day at university?

- Check schedule
- Access materials from the curricular units
- Check on menus for canteen/bar
- Check academic path
- See the conditions of attendance and evaluation of the curricular units

11.1.7- where do you perform these activities?

- Sigarra
- Moodle
- UNI app
- Accio

11.1.8- how did you learn to perform the tasks you selected?

- Trial and error
- Online search
- Asked a friend

11.1.9- Would you like to see a new app or website that would combine all your favorite tasks?

- Yes
- No

11.1.10- If yes what would you prefer?

- App for your mobile device
- Website

11.1.11- what functionalities would you like to see implemented in it?

- A map/GPS of the campus
- See the conditions of attendance
- A built-in alarm for classes and exams
- Check schedule
- Access material for curricular units
- Realtime ricket number status for academic services
- Tool to easily communicate and form project groups

- A hub for all relevant university events
- Check on menu for canteen/bar
- Check on your academic path
- Make request from academic services

11.1.12- would you feel comfortable sharing your personal information(pictures, email, personal contact)?

- Yes
- No

11.1.13- how long would you wait for an app to respond to the functionalities you selected?

- Less than 30 seconds
- 30 seconds
- 1 minute to 2 minutes
- Above 2 minutes

11.1.14- If the app or website froze, what would you do?

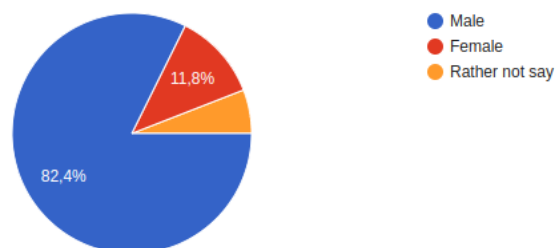
- Wait
- Go back and retry
- Reboot the app

11.2- Summary of results:

11.2.1-

What's your gender ?

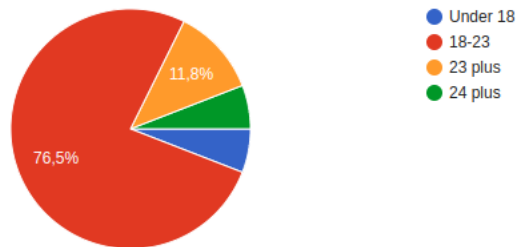
17 respostas



11.2.2-

How old are you ?

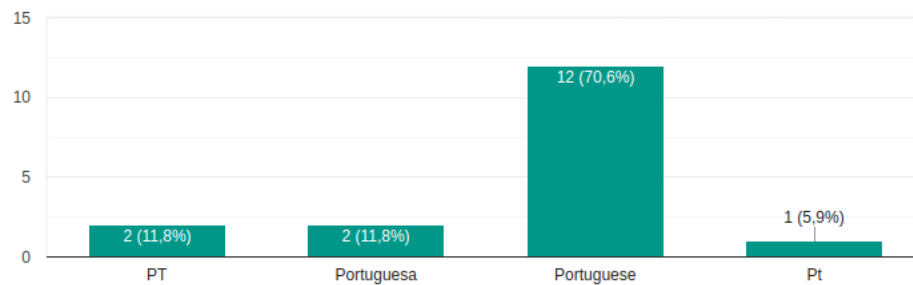
17 respostas



11.2.3-

What's your nationality ?

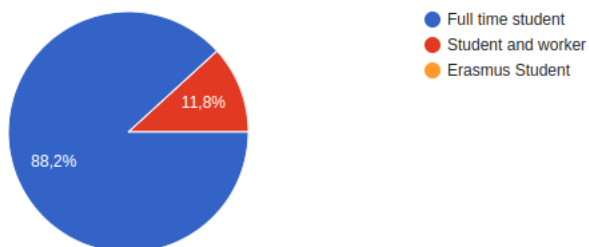
17 respostas



11.2.4-

What's your regimen ?

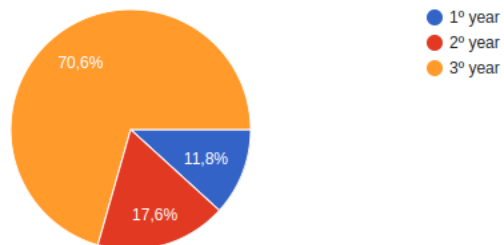
17 respostas



11.2.5-

What academic year are you attending?

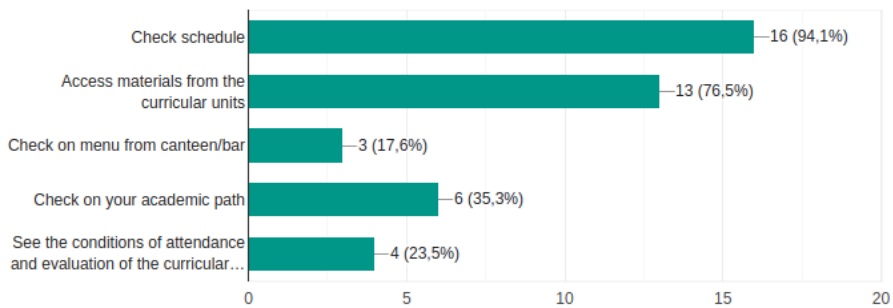
17 respostas



11.2.6-

What tasks do you perform on your day to day in college ?

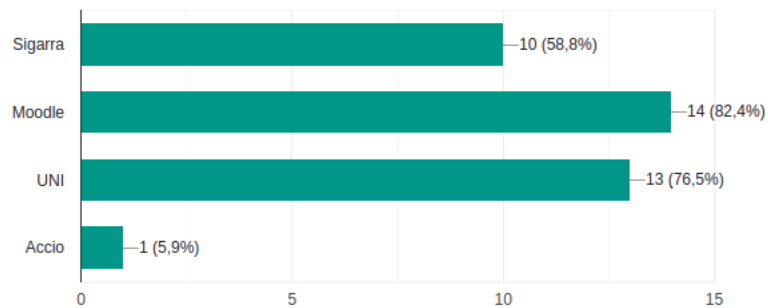
17 respostas



11.2.7-

Where do you perform these activities ?

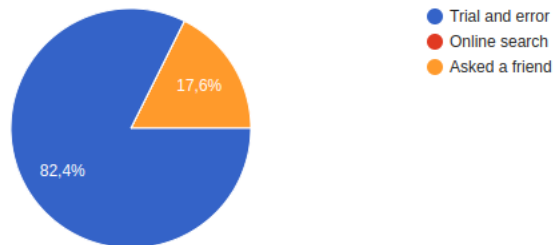
17 respostas



11.2.8-

How did you learn to perform the tasks you selected ?

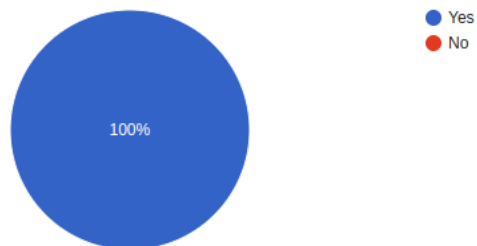
17 respostas



11.2.9-

Would you like to see a new app or website that would combine all your favourite tasks ?

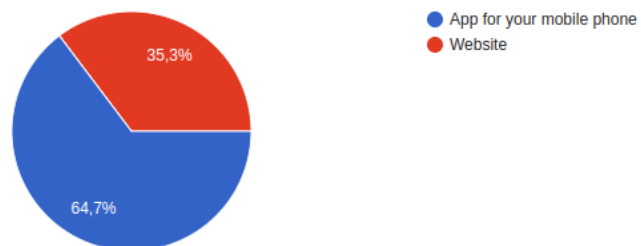
17 respostas



11.2.10-

If yes what would you preferer ?

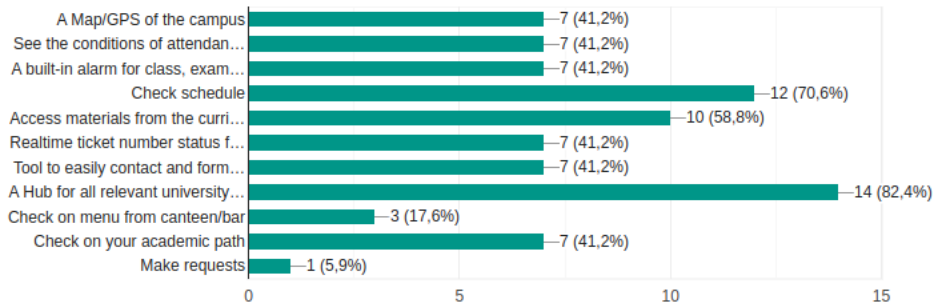
17 respostas



11.2.11-

What functionalities would you like to see implemented in it?

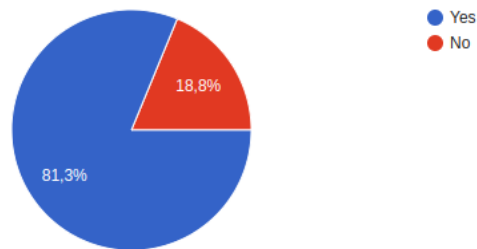
17 respostas



11.2.12-

Would you be comfortable sharing your personal information(picture, email, personal contact) ?

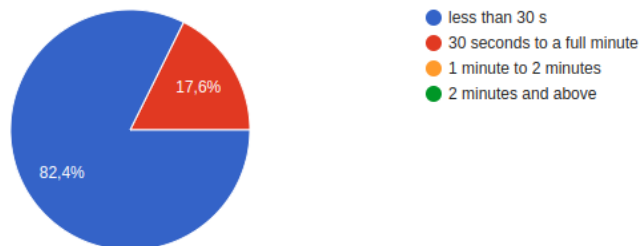
16 respostas



11.2.13-

How long would you wait for your app to access the functionalities you selected ?

17 respostas



11.2.14-

If the app or the website froze what would you do ?

17 respostas

