UB CLUBS MANAGEMENT

By ADA Designs

Abner Bobadilla, Angie Hoare, Dair Aban

THE ABILITY TO FIND, MANAGE AND KEEP UP TO DATE WITH ALL UB CLUBS

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INITIAL POV

Currently, club data and membership processes are scattered and inefficient, making it difficult for admins and members to access information, manage memberships, and promote club activities.

NEEDFINDING RESULTS

Non-club Members

- Interested in joining a club
- Would want to know more about available clubs

Club Members

- Verbally sharing event details with students
- Verbally sharing club member responsibilities

Dean of Student Affairs

- Emphasized how overwhelming and time-consuming it is to deal with club paperwork

REVISED POV #1

WE MET UB students (non-club members) that were interested in joining a club but had no prior knowledge

WE WERE AMAZED TO REALIZE

how little information is readily available about all UB clubs

IT WOULD BE GAME-CHANGING IF

they had one online location hosting all ub clubs data and allowed students to join online

REVISED POV #2

WE MET a club member that was verbally informing students about one of their upcoming events and also updating clubs members about their responsibilities

WE WERE AMAZED TO REALIZE

the lack of publicity and interaction with other UB students the clubs had, along with being able to keep track of member responsibilities

IT WOULD BE GAME-CHANGING IF

there was a central location for disseminating invitations and updates about the clubs, visible to UB students

REVISED POV #3

WE MET the Dean of student affairs that emphasized how difficult it is to keep up with all clubs and dealing with the paperwork for them

WE WERE AMAZED TO REALIZE

how much is being manually processed by the dean for each club request

IT WOULD BE GAME-CHANGING IF

there was an online portal for admins to manage, track, and respond to all club requests in one place.

HOW MIGHT WE

POV #1

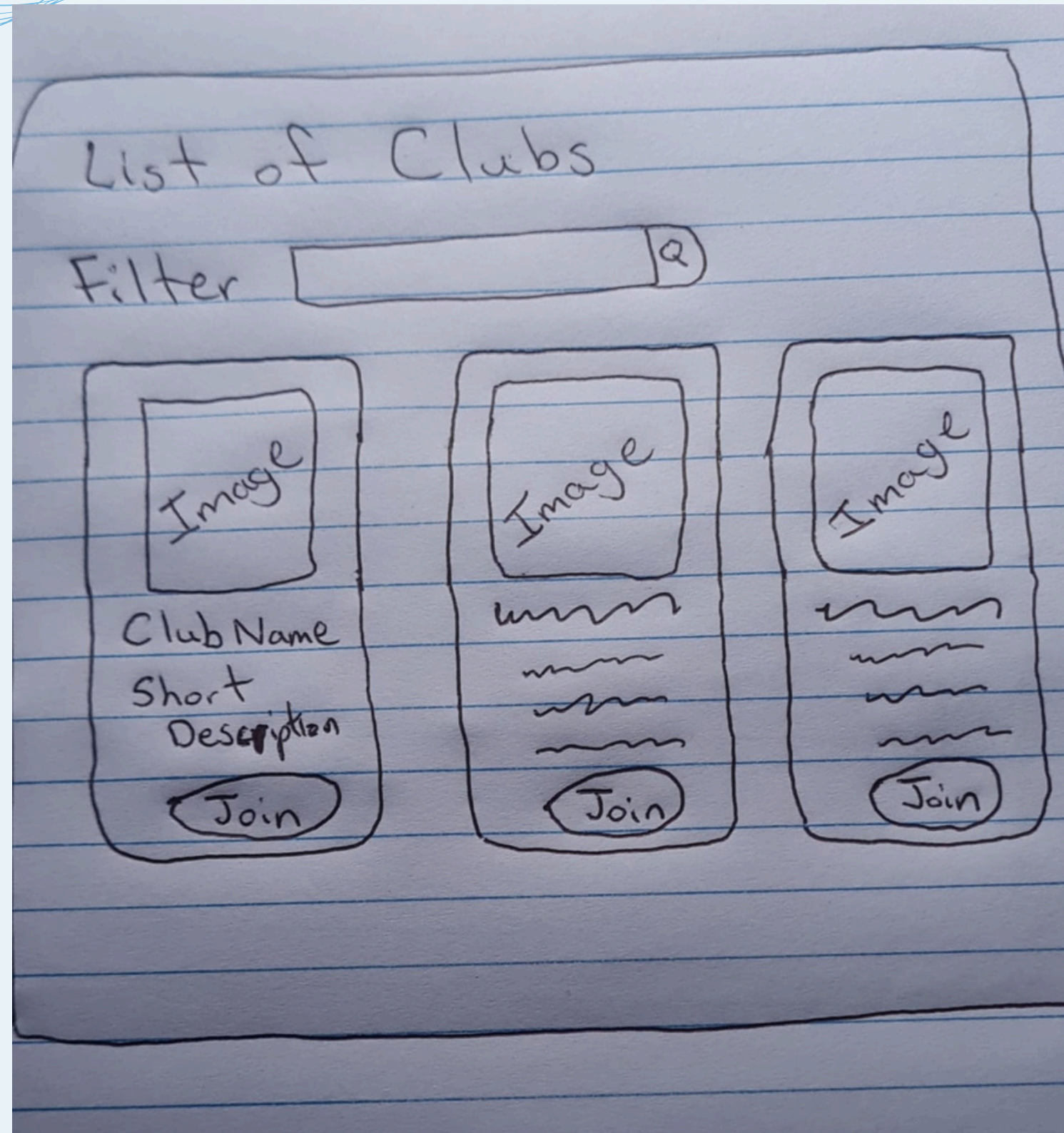How might we make it easy to join a club?

POV #2

How might we make it easy to create a post and distinguish whether to post to public or internal?

POV #3

How might we effectively and quickly allow for the review and quick response of requests?

PROTOTYPE (1)

Prototype: A filterable club list for UB students, with each listing showing an image, a short description, and a "JOIN" button to encourage membership.

Testing: Evaluated by three UB students (two non-club members, one club member) to gauge engagement, usability, and appeal.
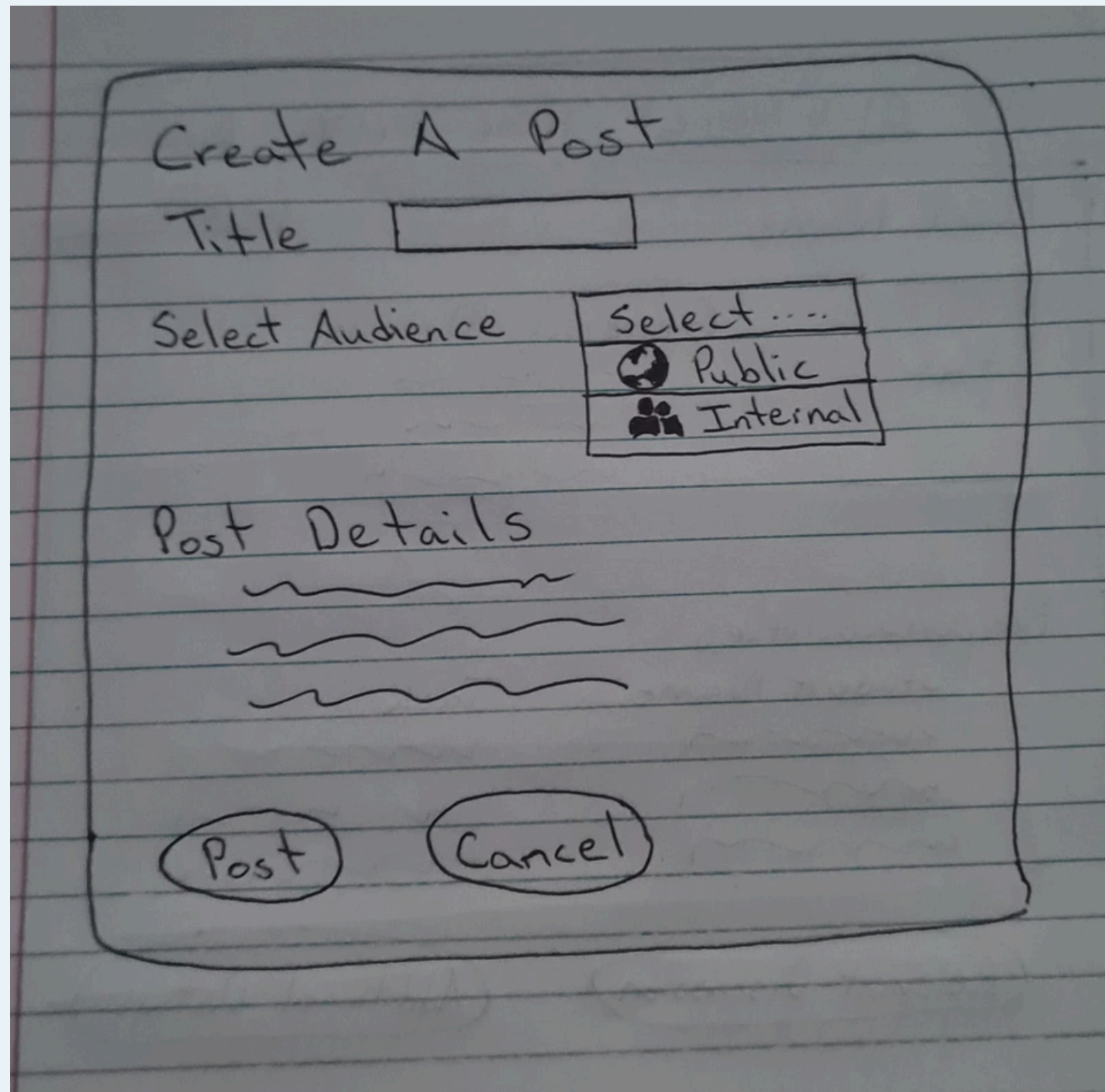
PROTOTYPE (1)

Results:

- Worked: Club listings were engaging; "JOIN" button encouraged participation.
- Didn't work: Filtering options were unclear; students suggested department/category filters.
- Surprises: Lack of pagination raised questions about endless scrolling.
- New learnings: Visuals boost engagement; filters need clearer guidance.

Validity:

- Assumption tested: Visually appealing, easy-to-navigate club list with "JOIN" button increases engagement. ✅
- New assumptions: Students may prefer filtering by department or category rather than name alone.

PROTOTYPE (2)

Prototype: A single post creation form allowing club members to select the audience (Public or Internal) via a dropdown, similar to Facebook's post option, making it familiar and easy to use.

Testing: Evaluated by three UB students (two club members, one non-club member) who simulated creating a post to observe whether they could understand and confidently select the appropriate audience.

PROTOTYPE (2)

Results:

- Worked:
  - Audience dropdown recognized immediately (like Facebook)
  - Form is simple and quick to use
  - Clear "PUBLIC" vs "INTERNAL" separation built user confidence
- Didn't Work:
  - Some wanted more audience options (e.g., "Admins only" or "@ Specific Members")
  - The dropdown label could be clearer ("CHOOSE AUDIENCE" instead of "SELECT")
- Surprises:
  - Could reduce accidental posts to the wrong audience
- Validity:
  - Assumption tested: Users can easily select the correct audience ✅
  - New assumptions: Users may want more specific audience options, such as "Admins only" or tagging particular members, beyond just Public/Internal.

PROTOTYPE (3)
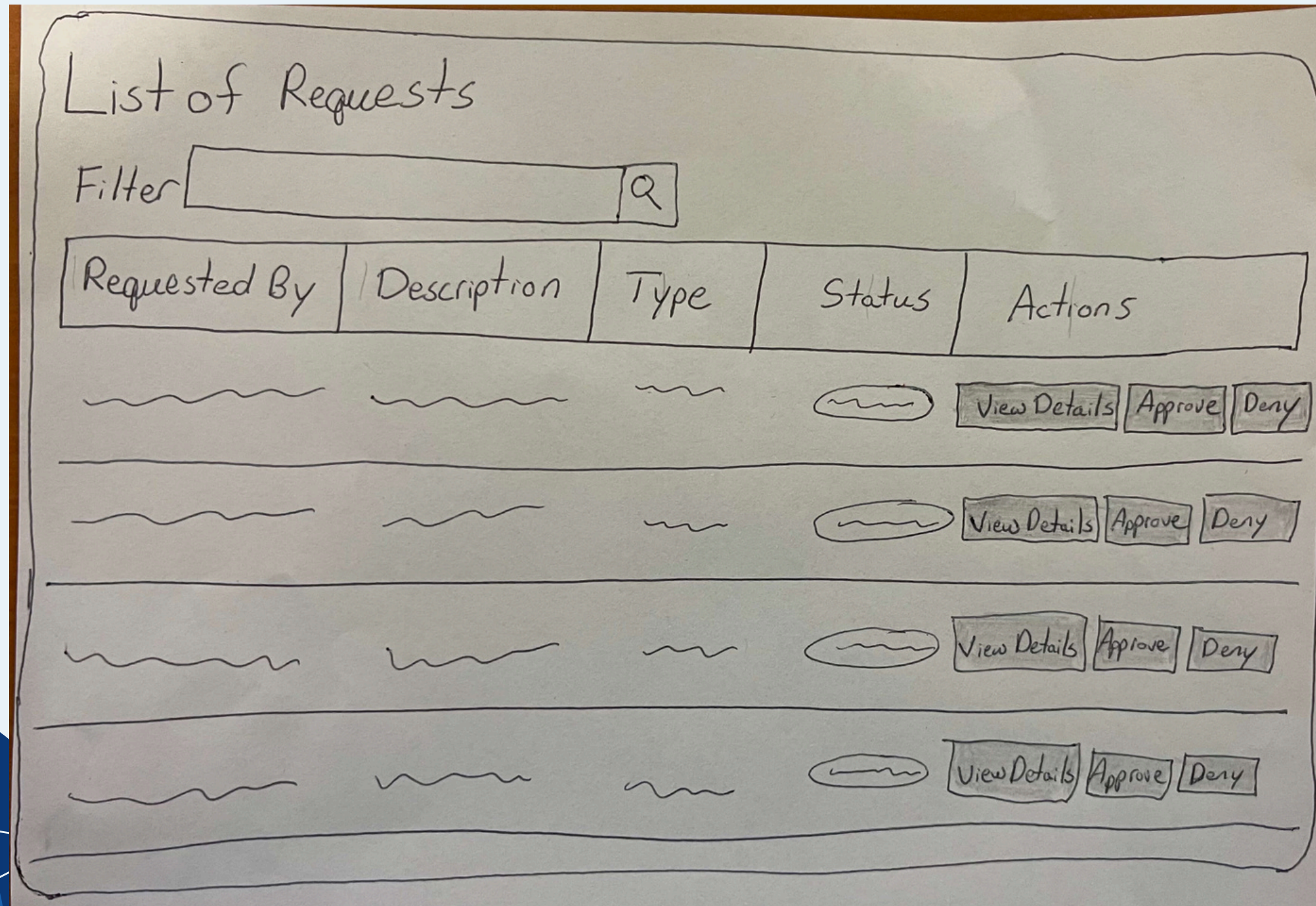
Prototype: An admin dashboard displaying all requests in an organized table, with clear buttons to approve, deny, or view details for quick processing.

Testing: Evaluated by administrators through a series of task-based scenarios to assess the efficiency and clarity of the workflow for managing daily requests.

PROTOTYPE (3)

Results:
- Worked: Admins could see all info at a glance and perform quick actions; the table view was sufficient for simple decisions.
- Didn't work: The single filter was confusing; users wanted to filter and sort each column individually.
- Surprises: Testers requested bulk actions, an undo/confirmation feature, and the ability to add reasons for denial.
- New learnings: A simple view is good, but admins need powerful tools (sorting, bulk actions) to be truly efficient.

Validity:
- Assumption tested: A simple dashboard with a single filter and basic actions is enough for an admin's workflow.
- New assumptions: An efficient admin tool requires not only a good overview but also robust features for sorting, bulk processing, and clear communication (like denial reasons).

THANK YOU