



ADA DESIGNS

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Find, Manage and Keep up to date with UB Clubs.

NEED FINDING

INTERVIEWEES

Non-Club Members
(UB Students)

UB Club Members
(Club Members)

Dr. Martin Cuellar
(Dean of Students Affairs)

QUESTIONS

Do you know of Some UB Clubs?

Are you interested in joining
any UB Clubs?

Do you know how to join a
Club?

Do you find it easy to contact all
your Club Members?

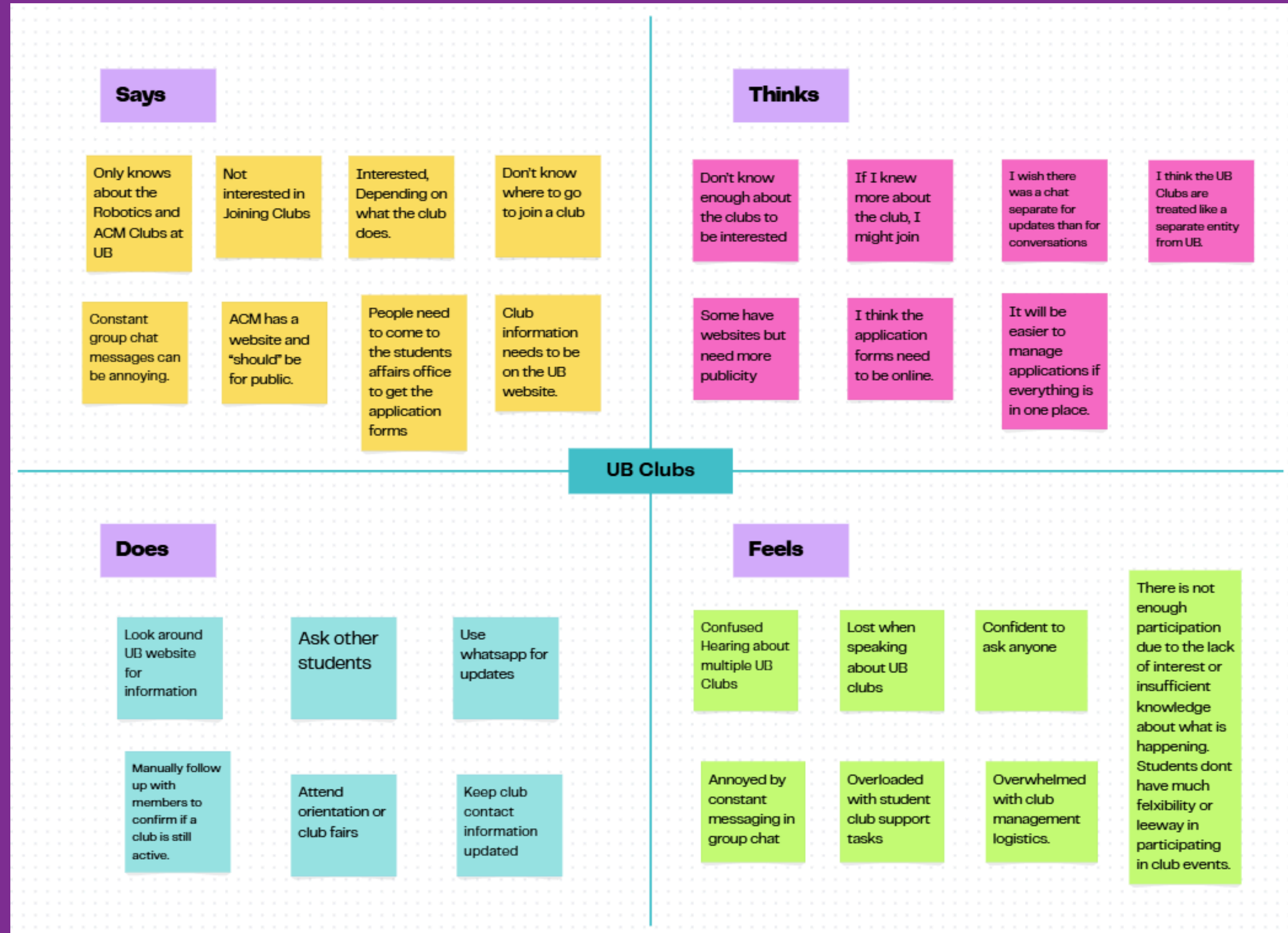
Are you able to keep up to date
with your club members?

What paperwork or forms
are required to start a club?

How do you track
membership for each club?

How do you know if a club is
still active?

EMPATHY MAP



SAY

Only knows about the Robotics and ACM Clubs at UB

Not interested in Joining Clubs

Interested, Depending on what the club does.

Don't know where to go to join a club

Constant group chat messages can be annoying.

ACM has a website and "should" be for public.

People need to come to the students affairs office to get the application forms

Club information needs to be on the UB website.

THINK

Don't know enough about the clubs to be interested

If I knew more about the club, I might join

I wish there was a chat separate for updates than for conversations

I think the UB Clubs are treated like a separate entity from UB.

Some have websites but need more publicity

I think the application forms need to be online.

It will be easier to manage applications if everything is in one place.

DOES

Look around
UB website
for
information

Ask other
students

Use
whatsapp for
updates

Manually follow
up with
members to
confirm if a
club is still
active.

Attend
orientation or
club fairs

Keep club
contact
information
updated

FEEL

Confused
Hearing about
multiple UB
Clubs

Lost when
speaking
about UB
clubs

Confident to
ask anyone

Annoyed by
constant
messaging in
group chat

Overloaded
with student
club support
tasks

Overwhelmed
with club
management
logistics.

There is not enough participation due to the lack of interest or insufficient knowledge about what is happening. Students don't have much flexibility or leeway in participating in club events.

ANALYSIS

Insight:

Individuals are not acquainted with the UB Clubs

Need:

To have a central location for all information about all clubs

To have more exposure and easy ways to create and join a UB Club

ANALYSIS

Insight:

Club members need another means of communication than only whatsapp

Need:

To create an alternative which provides for both discussions to be had and updates to be provided, internal and external

ANALYSIS

Insight:

Administrators rely on manual paperwork to approve and register new clubs.

Need:

To provide a digital alternative that streamlines the registration and approval process.

ANALYSIS

Insight:

Administrators lack visibility into whether some clubs are still active.

Need:

To have a central location for administrators to monitor club activity.

SUMMARY

- The University of Belize
 - needs a central application to host all Club information
 - Online application to join club
 - Access to manage all clubs
 - Ability to easily disseminate public and private club data

THANK YOU