

meetic

INTERACTION DESIGN

FOOD FESTIVAL

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Meetic is a simplified mobile app that includes a reward driven QR code scavenger hunt, which will help increase engagement at events and encourage participation.

TYPE

School project

MY ROLE

UX Researcher in a team of 5

OBJECTIVE

Prototype an app that increases engagement at events by encouraging participation through an interactive Scavenger Hunt

TASKS

User Interview, Market Research, Problem Statement, HMW's, Wireframe, Information Architecture, User Flow

LENGTH

1 month

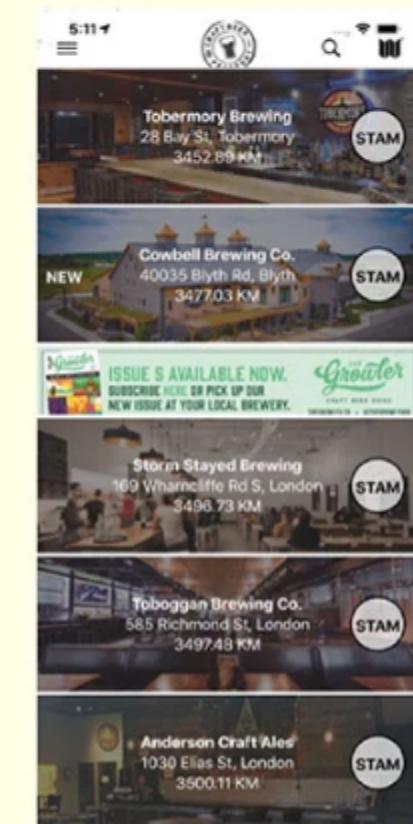
TOOLS



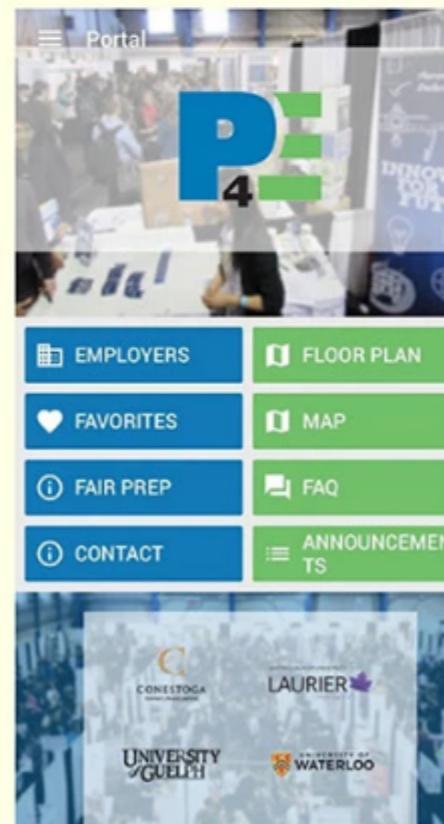
INITIAL RESEARCH



CRAFT BEER PASSPORT



P4E CAREER FAIR



MY FEST FRIEND



EMPATHY MAPS & PROBLEM STATEMENT

SAYS	THINKS	SAYS	THINKS	SAYS	FEELS
<ul style="list-style-type: none"> - What did I get on my screen?! - Look at all these breweries! - This feels really easy, is it supposed to be this easy? 	<ul style="list-style-type: none"> - What kind of beer can I get at these places? - Do I need to buy stamps before I can use the app? 	<ul style="list-style-type: none"> - I like the "Preparation for the Fair", very helpful - How can I find the booth location on the map from the company info section? 	<ul style="list-style-type: none"> - The app is easy to use - The Favorite button is helpful 	<p>A great app. 5 stars for sure. QR code is the best feature. Saves a lot of time. I share this app with my friends.</p>	Excited Enthusiastic Energetic Satisfied
DOES	FEELS	DOES	FEELS	DOES	THINK
<ul style="list-style-type: none"> - Easily signed up for stamp plan - Searched different cities and their breweries that were available 	<ul style="list-style-type: none"> - I wish I knew this was a thing this summer! 	<ul style="list-style-type: none"> - Spend much time on the "Employers" and "Map" section. - Tries to find the link to the fair website but fails to do so because there is no link 	<ul style="list-style-type: none"> Like the app as it is quite easy and simple 	<p>Circulates this app among his friends. Plans according to this app.</p>	It's a wonderful app. Easy to use. A great innovation.

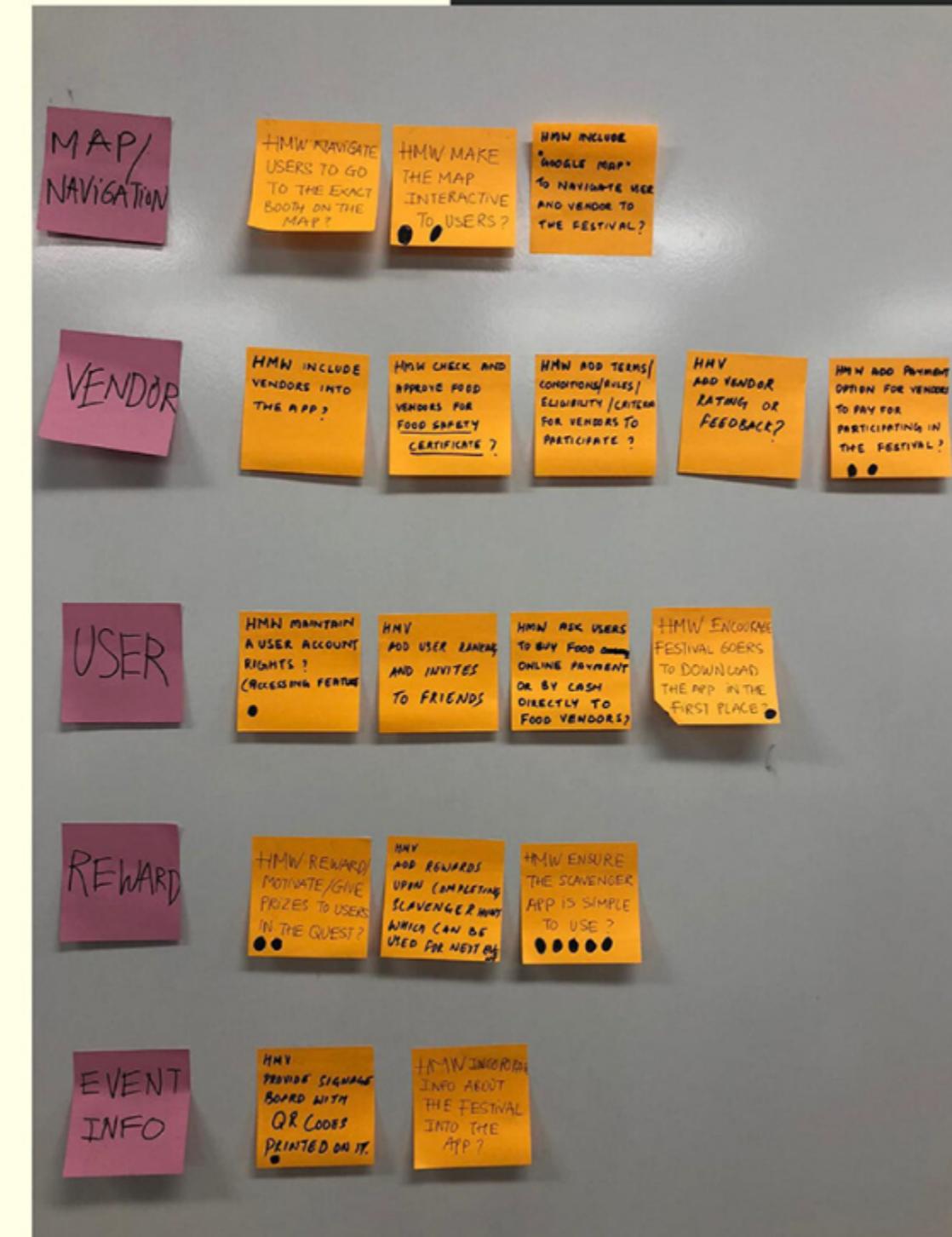
OVERALL, USERS WANT A SIMPLE AND INFORMATIVE APP WITH THE OPTION FOR INCENTIVES, IN ORDER TO ENGAGE WITH IT ON A REPEAT BASIS.

HOW MIGHT WE?

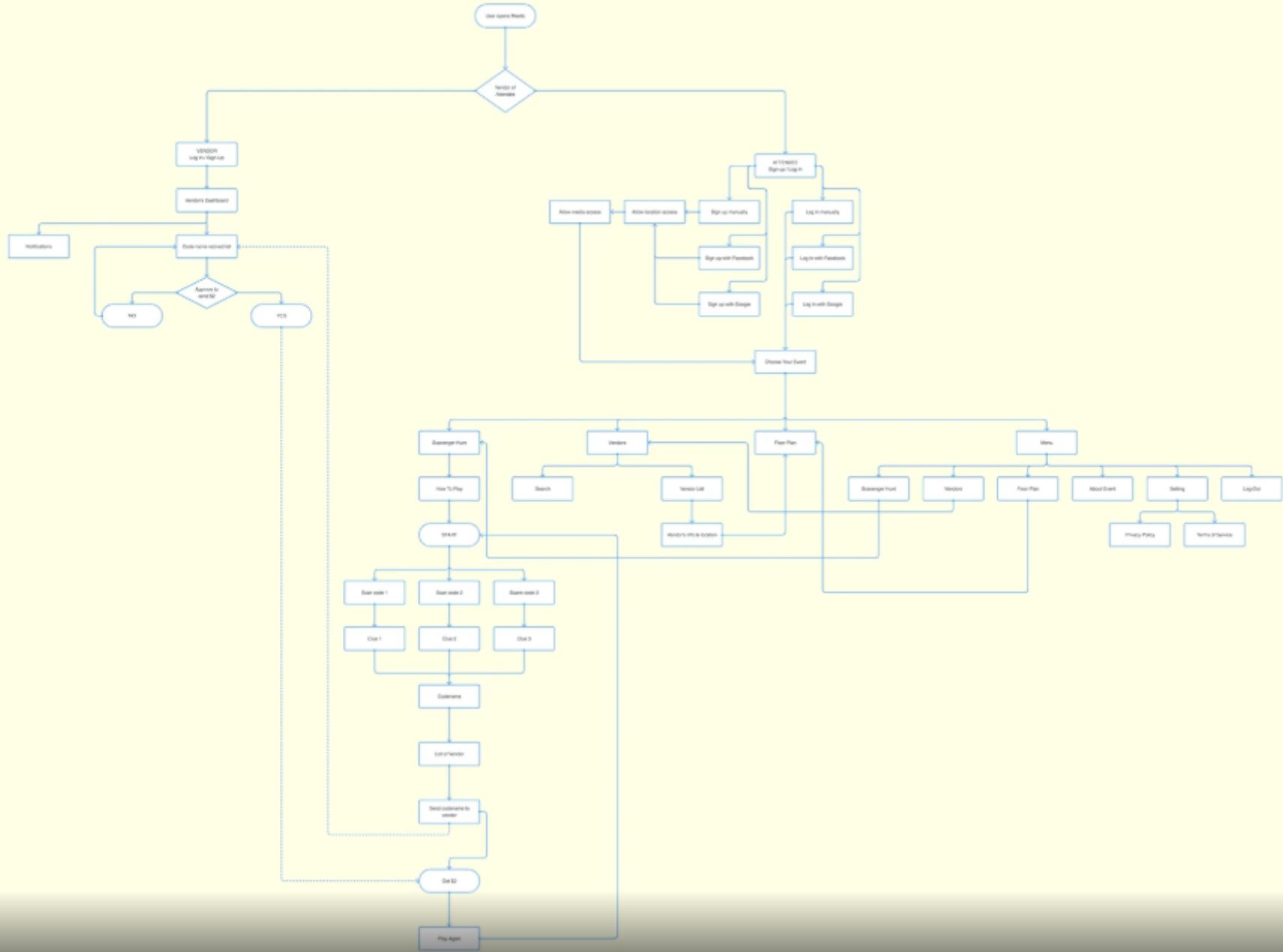
1. HOW MIGHT WE ENSURE THE SCAVENGER APP IS SIMPLE TO USE?

2. HOW MIGHT WE REWARD/ MOTIVATE/ GIVE PRIZES TO USERS IN THE QUEST?

3. HOW MIGHT WE PROVIDE SIGNAGE BOARD WITH QR CODES PRINTED ON IT?



USER FLOW

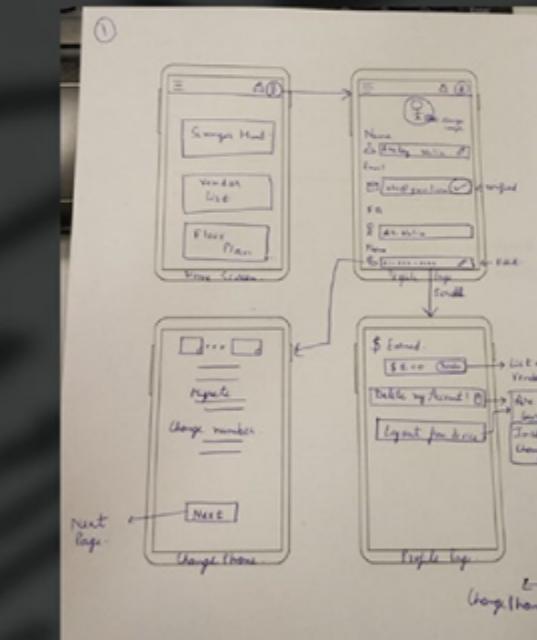
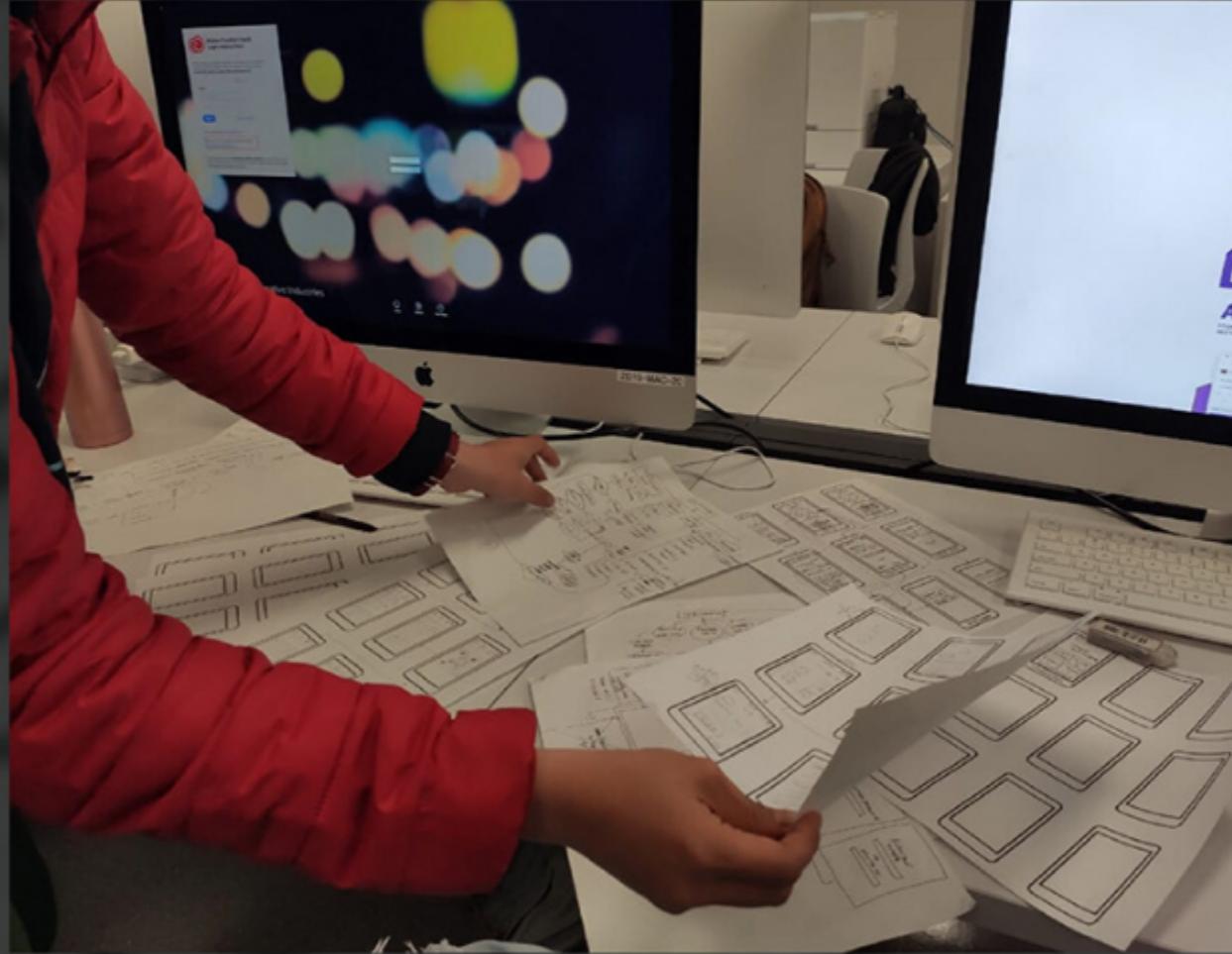


USER JOURNEY



WIREFRAMES

VALUEABLE, USEFUL, DESIRABLE, FINDABLE, ACCESSIBLE, CREDIBLE



PEN & PAPER



WIREFRAME.CC

MOCKUPS

