JoinMe

SP 22-23 INFO-310-001
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Introduction

In the past few years, different factors have limited people from attending leisure activities, which include time constraints, social comfortability, and unawareness of people or events.

These situations also affect social connection or ability to make new friends.

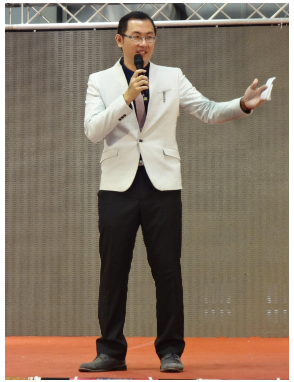
Therefore, to find a solution to both problems we conceptualized the app "JoinMe"

What is JoinMe?

JoinMe is a new app primarily focusing on individuals looking to create new friends first, having activities as the means to facilitate new bonds.

Together they can discuss any events with several features to locate any event base on location and interest, based on communicating interests in other users.

Event hosts can also benefit by extending outreach to these individuals as groups.

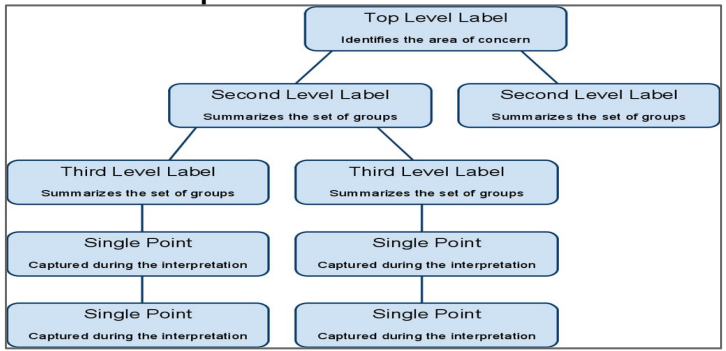


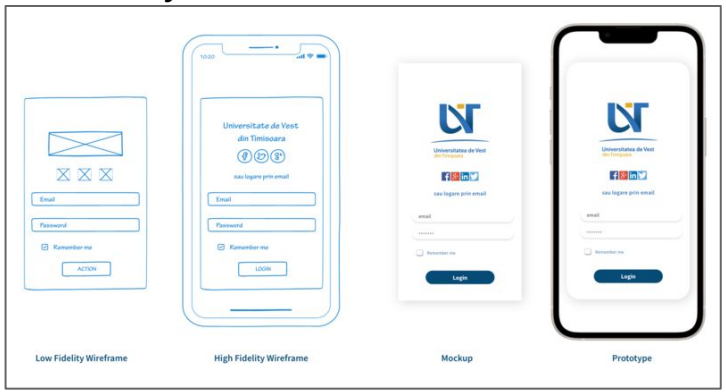
Affinity Diagram -> Low Fidelity Transition

Affinity Diagramming allowed us to immediately jot down ideas for JoinMe while leaving room for easy changes while considering frequently how JoinMe should be.

After heavily modifying our diagramming to different arrangements, we then transferred our general concepts to sketched out models, our low fidelity prototype.

Lastly after the low fidelity prototype, it shined the best functionality that should be known for a later reconceptualization.





Brief Journey – JoinMe!

- Both perspectives acknowledged
- Showcase of main functionalities for users
- Flow demonstrative
- Simplisticity embraced

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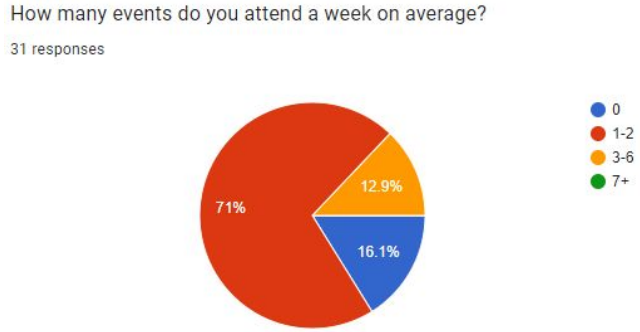
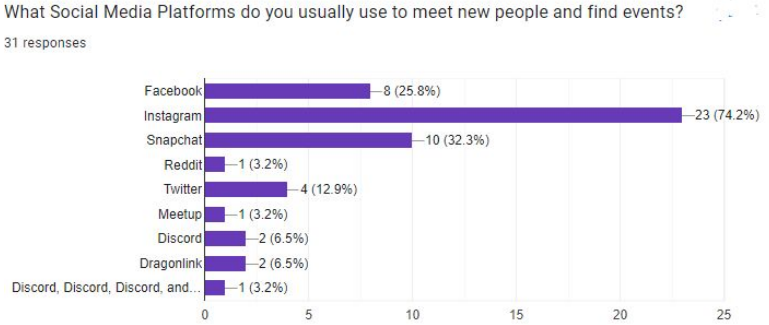
Survey Results

- 31 people surveyed, 3 interviews conducted
- 70% of people typically already attend 1-2 events a week
- 96% of people indicated that they would be interested in meeting new people through events
- The most used tool, currently, to find events is Instagram (75% of people)

- When asked about main concerns with doing something new, most people indicated money and time were big factors
- Similarly, when asked what discourages people from attending any events currently, time and money are issues, but also distance and not having others to go with





Interview Results

3 People Interviewed, President of Drexel Gaming Association, Leader within Community Student Association, event planner within friend group

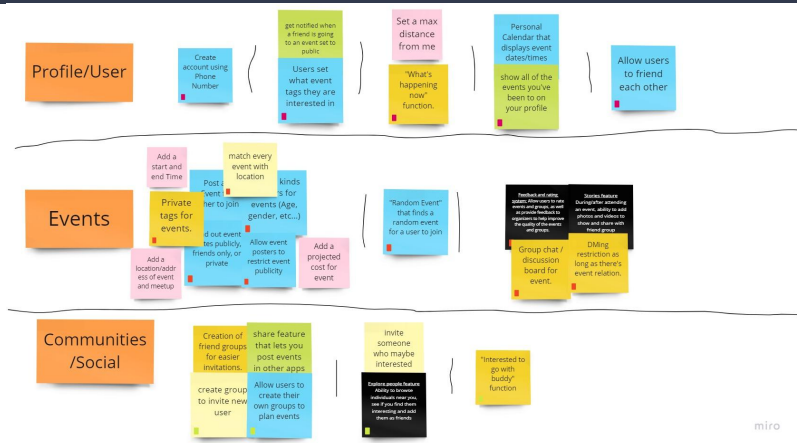
- The first 2 expressed desires to more effectively reach a wider range of people, while also being able to control who might be invited
- The first and last interviews both expressed a way to communicate events clearly and effectively
- All 3 interviews indicated that, currently, these people use 1 or more social media apps to advertise their events
- All interviews noted that the most important thing is event visibility and creation so that attendee’s can find events and details with ease

Heuristics

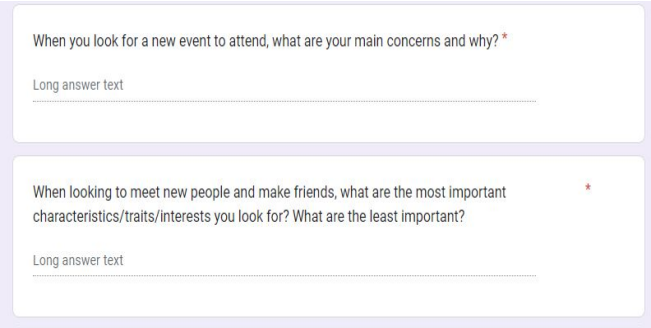
- Certain frames of the app lacked a “exit” feature to quickly go back to the home frame, or stop what they are doing — Flexibility/Efficiency
- When selecting interests when setting up an account, no minimum is required which may lead to errors — Error Prevention
- When signing up for an event, users should not have to worry about any schedule conflicts with already signed up events — Recognition over Recall
- Impossible to edit an event listing or leave a group joined — Error Recovery

Tools & Uses

- Miro
  - Organized ideas into three groups:
    - Events
    - Profile/User
    - Communities/Social
  - Served as our foundation to build the app up



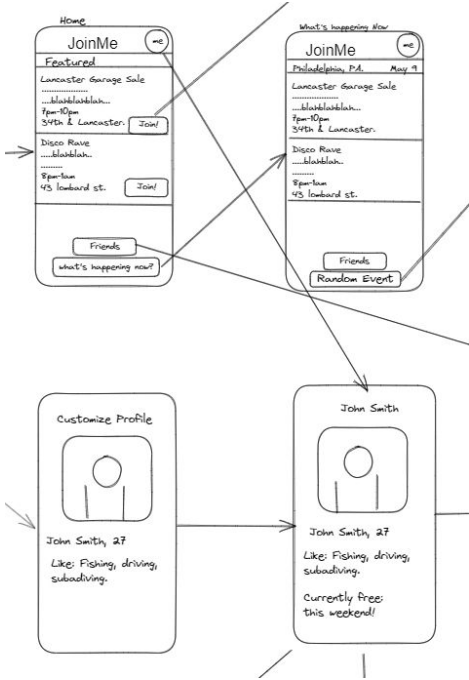
- Google Forms
  - Conducted survey on our event attendee stakeholder group
    - Social Media
    - Word of Mouth
  - Allowed us to refine our ideas and tweak them so they served our stakeholders



Tools & Uses

- Excalidraw
  - Brainstorming & Surveying -> Low Fidelity Design
    - Created a flow which served the needs of ourselves & stakeholders
    - Ensure each feature and element is included

- Figma
  - Design -> Practicality
    - Tweaked flow to fit the reality of moving through the app
    - Refined experience building off of the priority of our brainstorming



Problems and Potential Improvements

- Usability
- User dissatisfaction
- Data Privacy/Security
- AI Bias
- Unfair competition
- Erode/Weaken existing communities

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