

Design Research

To gain insight into what a student club platform system might look like, we analysed various web pages related to club/event management. The websites that had the strongest influence on our website's design were YouX, Eventbrite and Github.

By analysing these various sources we were able to decipher the potential elements and features that our website may consist of. Moreover, it enabled us to understand what type of data users may be required to supply, what data the website will need to handle, the login process and potential user interaction with the system.

For each of the YouX, Eventbrite and Github pages we chose a few desirable elements that we wish to incorporate into our website. This document runs through those elements, discussing their advantages and disadvantages.

YouX Club Index

<https://youx.org.au/interests/clubs/clubindex/>

Grid-like Format for Club Listings:

We adopted a grid-like format for presenting clubs on our website, similar to how YouX displayed their clubs as displayed in Figure 1.



Figure 1 Displaying YouX Club Index Page

Each item in the grid represents a club and prominently displays the club logo and title. We chose this design element because it allows users to quickly scan through the clubs, visually identifying each club based on its logo and title (as displayed in Figure 2).

Adelaide University Clubs

Search by Category ▾ Activities and Hobbies

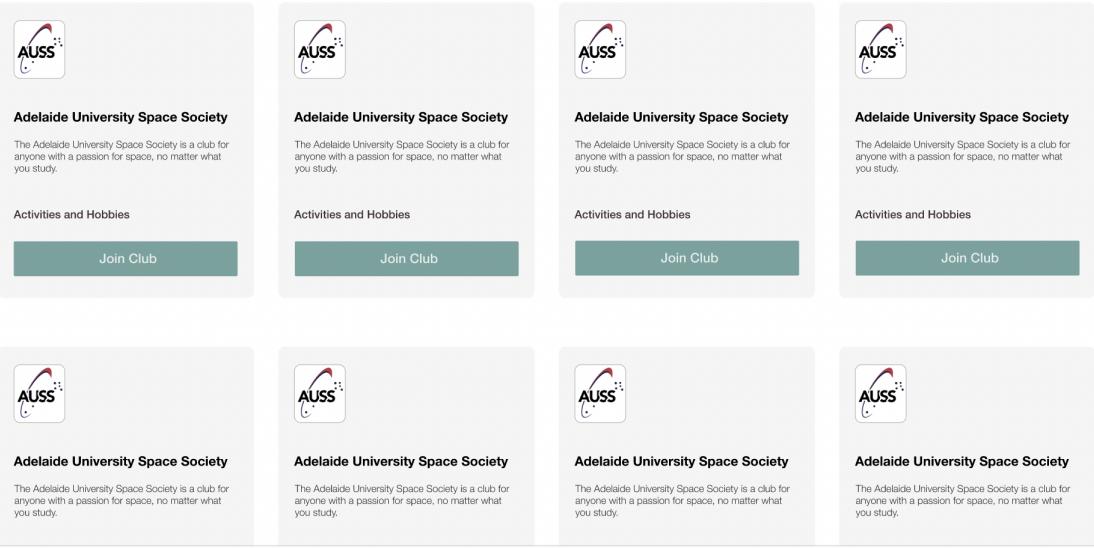
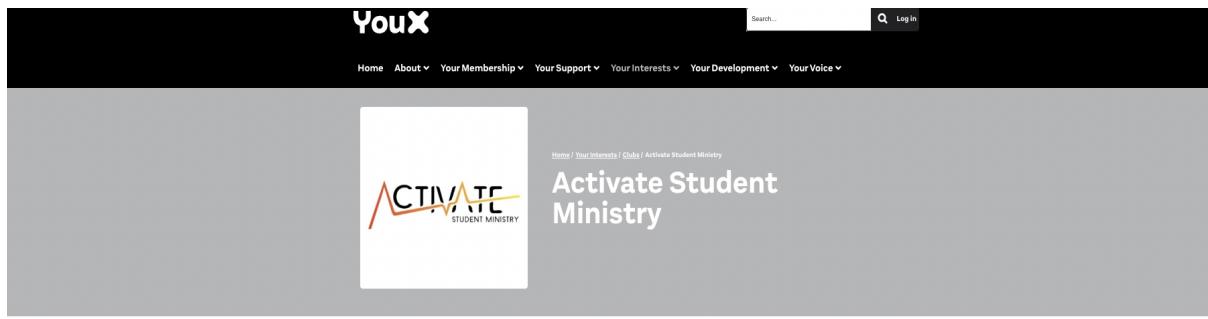


Figure 2: Our grid style page design inspired by YouX club Index

This grid layout reduces the cognitive and kinematic load. The presentation of the clubs in this format, as well as their alphabetical order, reduces the cognitive load as the user can easily infer where the club they intend to find will be. Moreover, the obvious 'Join Club' button for each club is blatant and therefore easy to comprehend. The kinematic load is decreased by the large target area of both the club squares and the large buttons when they go to click them. A clear example from figure 2 can be seen in the heading in dark blue, which says "Adelaide University Clubs," giving users a clear indication of what to expect and what to do on the page, thereby reducing the cognitive load.

Club Pages with Detailed Information:

Inspired by YouX Club Index, we created dedicated club pages that provide comprehensive information about each club. These club pages serve as an extension of the grid listing, offering users a deeper insight into each club's activities, purpose, and offerings, as displayed in Figure 3.



About Us

WHO ARE WE?

We are a Christian group that seeks to know God and walk in all His ways. We believe walking with Jesus is the most fulfilling way to live as a student. We believe in Jesus Christ as we endeavour to seek God to get to know Him better, practice following Him in every circumstance.

WHAT DO WE DO IN ACTIVATE?

Every Wednesday, we start off with some dinner and games before we enter into a time of praise and worship. Praise and Worship is an important time where we all sing a few songs and worship GOD. After that, there will a short message shared by our mentors. Before we finish, there will be a bible study and group discussion time. We will be separated into different groups, where we can share our experiences while discussing about the bible.

WHAT IF I AM NOT A CHRISTIAN? IS ACTIVATE STILL FOR ME?

We welcome everybody including Christians and non-Christians alike to Activate. Our group even consists of some that are not Christians as well. Our heart's desire is to share the love of God with EVERYONE.

Come and join our family!

Weekly meeting time: Wednesday 6:30PM

Weekly meeting spot: Harry Medis Room (Lv4 Union House)

President: Brendon Wong

Contact: <https://www.facebook.com/activateadelaide>



Contact Us

[Email](#) [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

YouX

North Terrace Campus

Level 4 Hub Central, University of Adelaide
08 8313 5401

General: yours@adelaide.edu.au

Support: studentcentral@adelaide.edu.au

Malvern Campus

The Hub, McLeod Building
08 8313 5401

General: yours@adelaide.edu.au

Support: studentcentral@adelaide.edu.au

Bronxville Campus

Room 601, College Hall

08 8313 5401

General: yours@adelaide.edu.au

Support: studentcentral@adelaide.edu.au

Quicklinks

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Figure 3 Showing details of club from YouX Club Index

We included a description section that highlights key features and benefits of the club, enabling users to understand the club's focus at a glance. By incorporating detailed information on club pages, we aimed to provide users with the necessary details to make informed decisions about joining a club as displayed in Figure 4.

Club Name

About

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque finibus lacinia ipsum sit amet laoreet. Fusce fringilla luctus libero ut ultricies. Duis ut est lobortis viverra bibendum ut eu risus. Donec ut tellus non neque rutrum sagittis. Donec sed orci ac sem in condimentum dictum in sit amet tellus. Nullam ante velit, gravida quis finibus non, fauibus sed lectus. Nunc a sem eget augue ullamcorper porttitor.

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Socials

[Instagram: xxx](#)

[Facebook: xxx](#)

[Email: xxx](#)

[Website: xxx](#)

[Join Club](#)

Events

Event 1

Date: June 15, 2023
Location: San Francisco, CA
Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Event 2

Date: June 15, 2023
Location: New York, NY
Description: Nulla austor, metus eget ultricies iaculis, enim odio elementum velle, eu malesuada nunc lacus et leo.

Event 3

Date: July 1, 2023
Location: London, UK
Description: Fusce eget diam quis turpis viverra dignissim.

[See More Events](#)


Figure 4 Displaying Club Information Page inspired by YouX

The cognitive load is reduced as users do not have to think as much about their decision to join the club, as all the necessary information is presented in a well-organised format. Additionally, navigating to the page is as simple as clicking on the club icon, which further reduces the cognitive load. The kinematic load is also reduced because the user does not have to go back to the homepage to join the club; a button is provided on the club information page to join the club, which simplifies the process for the user. This avoidance of having multiple layers to perform an action like "Join Club" for users helps to reduce the kinematic load. Additionally, the "Join Club" button is large in size and put in a contrasting colour with the page's white and pink colours, making it easier for the user to target the button and further reducing the kinematic load.

Contact Links for Club Communication:

We integrated contact links on each club page to facilitate direct communication between users and club representatives similar to how it is done on the YouX Club Index. These contact links typically include email addresses, social media handles, or online forms, enabling users to reach out to club administrators or members for further inquiries or joining requests. By providing easily accessible contact links, we aimed to streamline the communication process and encourage user engagement with the clubs.

Optional Images in Club Content:

We incorporated the option to include images within the content of each club page. These images can serve as visual representations of club activities, events, or achievements, enhancing the overall appeal and engagement of the club pages.

The YouX Club Index, while serving as an initial source of inspiration, had certain limitations in terms of user interaction and overall structure. Recognising the need for a more

comprehensive and dynamic implementation, we expanded our research to seek inspiration from other sources that offered enhanced functionality and user engagement.

Eventbrite

We drew inspiration from Eventbrite (<https://www.eventbrite.com.au/>) while designing the user interface (UI), user experience (UX), and overall structure of our website. Although Eventbrite is primarily focused on events, we found that its layout and features could be adapted effectively for our club platform. Below, we elaborate on the specific design elements and features we incorporated, along with the reasons behind our choices.

Homepage Layout and Margins:

We took inspiration from Eventbrite's homepage layout, which offers a clean and organised presentation of content. The use of appropriate margins between sections and elements contributes to a visually pleasing and structured design(As displayed in Figure 5).

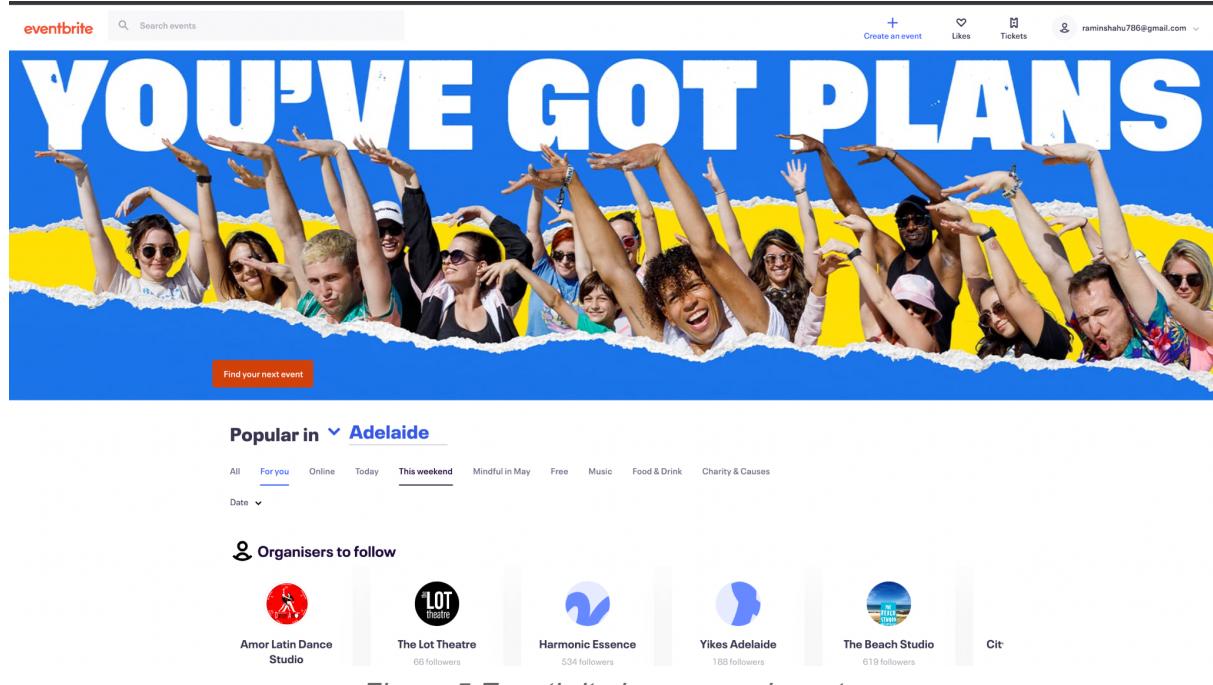


Figure 5 Eventbrite homepage layout.

By adopting a similar layout and wide-margin strategy, our aim was to provide users with a familiar and intuitive browsing experience, making it easy for them to navigate and explore our club platform. Kinematic load is reduced with this margin since content in the margin is forced to be closer together, hence reducing the cursor travel required for the user. The familiar style in turn reduces the cognitive load because the website is intuitive and the user does not have to get used to a new environment. Instead, the environment is adapted from popular websites that the majority of users are already familiar with, as displayed in Figure 6.



Adelaide University Clubs

Search by Category ▾ Cultures and Languages



Figure 6 Our Homepage

Placing the login/sign up option in the top right corner of the homepage follows a common convention seen in most websites, thereby reducing the cognitive load on the user. By adopting a familiar design pattern, users are not required to adjust to a new environment or learn a new method of navigating through the website. Additionally, this design decision also reduces the kinematic load on the user as the buttons are prominently displayed with contrasting colours to the background, making them easily distinguishable. The placement of these buttons in the corner also ensures they are easily reachable and accessible to the user.

Cover Images:

Inspired by Eventbrite, we implemented cover images for clubs and club events. These cover images serve as visually engaging representations of clubs and their events, helping to capture users' attention and generate interest.

Search Bar:

We utilised Eventbrite's search bar concept to enable users to search for specific clubs or events based on their interests or preferences. The inclusion of a search bar allows for quick and targeted access to relevant content, improving the overall user experience and facilitating efficient exploration of clubs and events. We decided to limit the search bar functionality to perform exact searches rather than fuzzy searches. (As displayed in figure 5 and 6). This effort has been made to reduce the kinematic load, allowing the user to find their desired club easily with minimum effort. Additionally, the search bar is positioned at the top and is well-stretched out in size, similar to the eventbrite website, which reduces the cognitive load and makes it more intuitive for the user.

Login Options:

We provided various login options, such as email login, social media login, or third-party authentication, to cater to diverse user preferences and enhance the accessibility of our platform similar to these options available on Eventbrite. This also minimises the cognitive load because the website's affordance is increased by making the actions users want to take accessible and perceivable. Additionally, the use of symbols on the login page clearly reflects what they are used for, further reducing the cognitive load. By offering multiple login options, our aim was to streamline the login process and reduce barriers to user engagement. We have designed our website to be similar to other famous websites, so the user does not have to get used to a new environment, which further reduces the cognitive load. The images in Figure 7 and Figure 8 provide proof of the similarity between the pages.

The screenshot shows the Eventbrite login page. At the top, the word "eventbrite" is written in red. Below it, the word "Log in" is displayed in a large, bold, dark blue font. There are two input fields: one for "Email address" and one for "Password". A large orange "Log in" button is positioned below them. A horizontal line with the word "or" in the center separates this from a "Continue as Ramin" button, which includes icons for Google and Apple. Below this, there are links for "Email me a login link" and "Other login methods" which include Facebook and Apple icons. At the bottom left, there is a "Sign up" link.

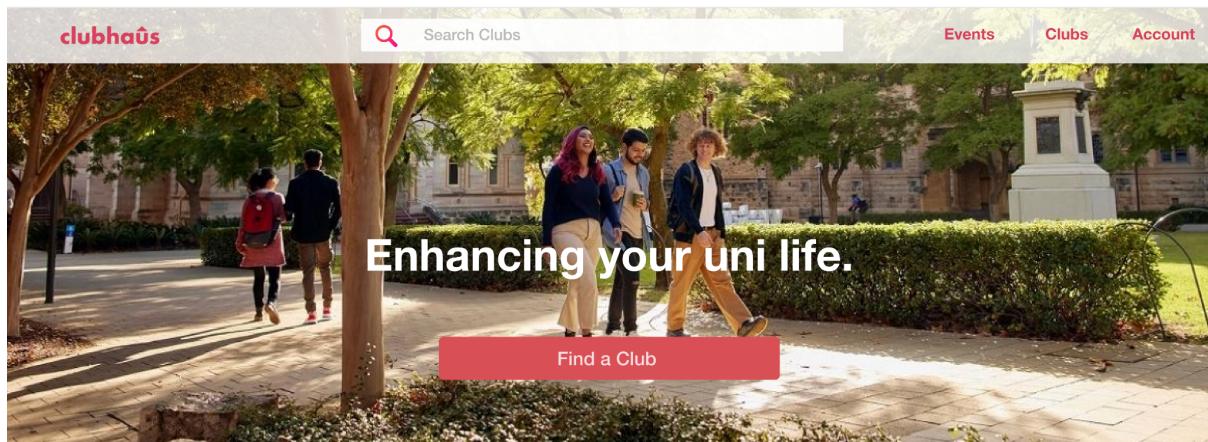
Figure 7 Eventbrite login page

The screenshot shows the login page for clubhaüs. At the top, the word "clubhaüs" is written in red. Below it, the word "Log In" is displayed in a large, bold, black font. There are two input fields: one for "Email:" containing "your@email.com" and one for "Password:" showing a series of asterisks. A large pink "Log In" button is positioned below them. A horizontal line with the word "Or" in the center separates this from a "Sign Up" button. Below this, there is a "Continue with:" section featuring icons for Facebook, Google, and Apple.

Figure 8 Our website Login in Page

"My Account" and Account Settings:

Inspired by Eventbrite's "My Account" functionality, we implemented a similar feature that allows users to manage their account details, preferences, and club-related activities. This feature provides users with a personalised space where they can view and manage their club memberships, RSVPs, and notifications. By incorporating "My Account" and account settings as displayed in figure 9 and 10, we aimed to enhance user control and customization, fostering a sense of ownership and personalization within the platform.



Adelaide University Clubs

Search by Category ▾ Activities and Hobbies

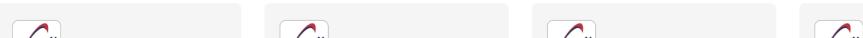


Figure 9 Showing "Account" button on homepage

A screenshot of the 'My Account' dashboard. It has two main sections: 'Personal Information' on the left and 'My Clubs' on the right. The 'Personal Information' section shows a summary of account details (Name: Jane Doe, Email: jane.doe@email.com, Password: XXX) and buttons for 'Edit Information' and 'Change Password'. The 'My Clubs' section lists a club called 'Adelaide University Space Society' with a brief description and a link to 'Activities and Hobbies'. At the bottom of the page is a red footer bar containing links for 'Services', 'Connect Your Socials', and 'Register a Club'.

Figure 10 Showing user personal information dashboard

Filtering and Viewing Club Events:

Building on Eventbrite's filtering functionality, we extended the idea to enable users to filter their club events based on "upcoming events" or "past events."(As displayed in figure 11) This feature allows users to focus on the events that are most relevant to their current interests and availability. By offering event filtering options, we aimed to enhance the user experience by providing a tailored view of club events, reducing information overload, and increasing the relevance of displayed content.

The screenshot shows the clubhaus website interface. At the top, there is a red header bar with the logo 'clubhaus' on the left, a search bar with a magnifying glass icon and the placeholder 'Search Clubs' in the middle, and navigation links 'Events', 'Clubs', and 'Account' on the right. Below the header, the main content area has a title 'Adelaide University Space Society Events'. Underneath the title, there are two buttons: 'Upcoming' (which is highlighted in red) and 'Past'. Three event cards are listed below these buttons:

- Cosmic Catch-Up** (04/05/23, Room 251 Ingrain Wardli)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras at lacus eros. Nunc sit amet dui est.

RSVP
- Conspiracy Night 2.0** (12/05/23, Flentji Lecture Theatre)
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RSVP
- Galaxy Ball** (30/07/23, Convention Centre)
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RSVP

Figure 11 Displaying Events Page

Club Membership Overview:

Inspired by Eventbrite's ability to view registered events, we incorporated a similar concept for users to access a comprehensive overview of their club memberships. This feature allows users to easily see the clubs they are a part of and the club events they are involved in, providing a centralised hub for managing their club-related activities.

Although Eventbrite serves as a valuable reference for its structure and user interface (UI), it primarily caters to events rather than clubs. Therefore, we approached the implementation of our platform's structure and features with a keen focus on clubs, ensuring they take centre stage in our design.

Discord

We found inspiration in Discord's University Clubs page(As displayed in figure 12), particularly in the design of displaying club information through small rectangular boxes. We chose to incorporate this design because it offered several advantages over the YouX and Eventbrite designs. Firstly, the inclusion of a small description alongside each club provided users with additional context and a glimpse into the club's purpose or activities. This allowed users to quickly assess whether a particular club aligned with their interests or goals.(As displayed in figure 13)

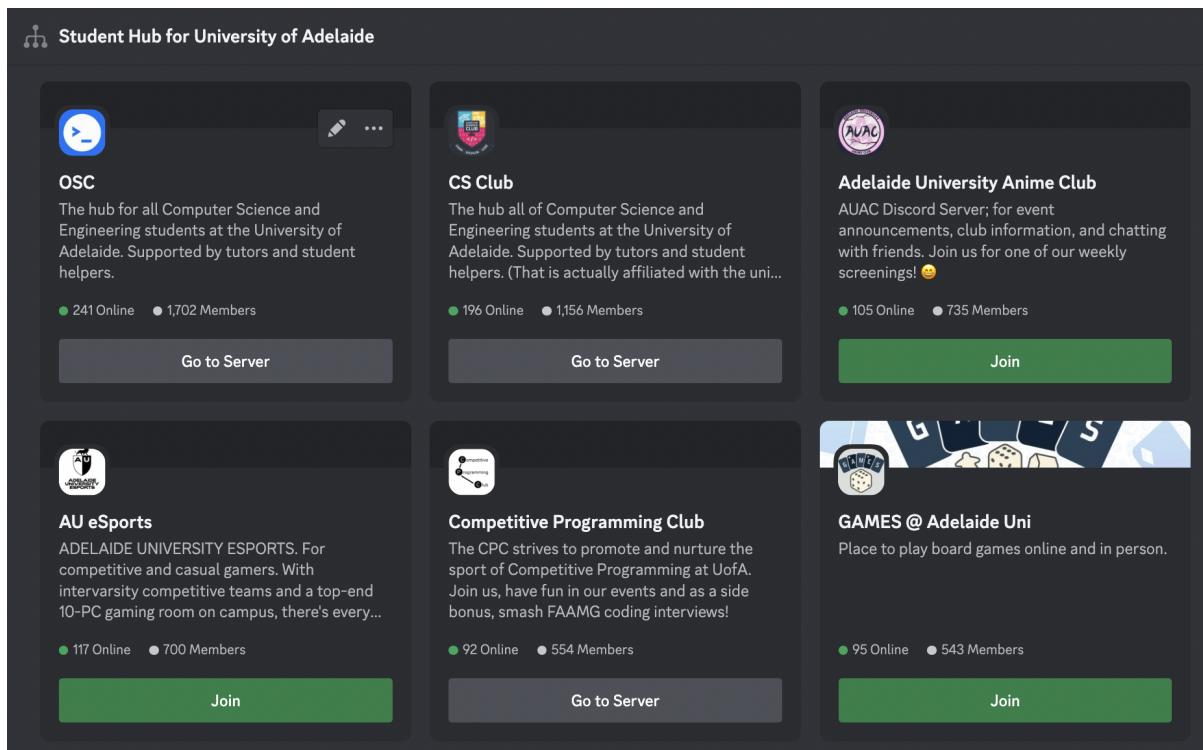


Figure 12 Displaying Discord's University Clubs Page

Adelaide University Clubs

Search by Category ▾ Activities and Hobbies

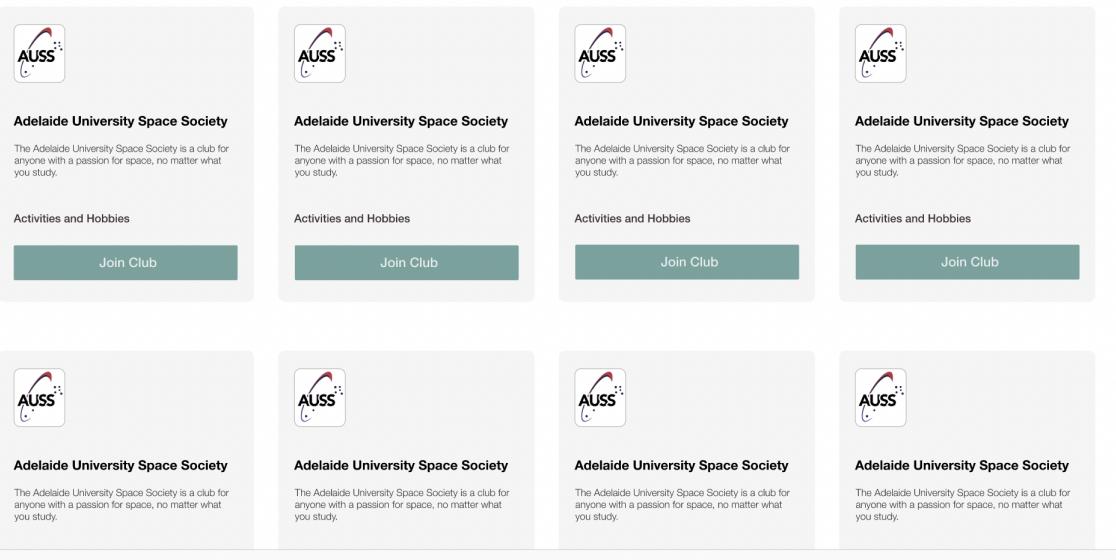


Figure 13 Representing our grid style page design with description inspired by Discord's University Clubs Page

Design

Based on our research and understanding of user requirements, we began to mock out a basic design for our web application. This involved creating a visual representation of how the site would look and function, without actually coding it. Our focus was on making the design intuitive and user-friendly, while considering the principles of design and usability.

Initially, we developed UI mockups of our main pages, which are provided in the attached slides. These mocks served as a starting point for our design process, allowing us to visualise and conceptualise the website's appearance and feature set.

Creating UI mockups offered several benefits. It provided us with a platform for open discussions within our group, enabling us to freely explore design choices and make modifications without affecting the underlying code. This collaborative approach facilitated the identification of potential improvements and ensured that our final design met our collective vision.

Once we were satisfied with the initial mocks, we moved on to developing a more comprehensive design using Adobe XD. This software allowed us to refine our design further by incorporating website functionality and interactive elements. The Adobe XD prototypes, showcases the final design and provides an interactive experience to better understand the user flow and interactions within the website.

Colour

Primary colour: #D8405C (Dark Pink). This is a vibrant and bold colour that can capture attention and create visual interest. It can help draw users' attention to important elements on the website and make them stand out. It also conveys a sense of energy, excitement, and playfulness which are qualities that align with the website's content as a club page. This colour can evoke positive emotions and create a welcoming atmosphere. Dark pink also works well with various colour combinations and contrasts well with the white background.

Secondary colour: #71A39E (Teal). The primary colour and secondary colour create a strong contrast, both in terms of hue and brightness. The vibrant, warm tone of the pinkish-red colour stands out distinctly against the cool, greenish-blue shade of teal. This contrast adds visual interest and helps elements utilising these colours to catch the viewer's attention and help distinguish different sections of the website.

Additional Design Choices

The components in our websites are fixed, except the search bar which stretches when the screen is resized. The positioning of the elements is relative, therefore as the window size changes the relatively positioned element will adjust its position relative to its original position, but will not change size or shape. All the elements on the phone and desktop view are visible. The images in the phone view are resized so they do not take too much space. As the mobile users use touch instead of keyboard, all the buttons are sized such that the user can interact with reduced kinematic.

Review and Usability Testing:

Once we had a basic design, we conducted a review to evaluate its usability and accessibility. We examined how the design minimised kinematic and cognitive load and checked if it adhered to the standards and heuristics discussed in lectures and course materials. To gain further insights and feedback, we asked another group to review our website design. Their feedback helped us identify areas of clarity and potential improvements. We recorded their feedback and findings, making necessary updates to our design based on the review.

Peer Feedback

We gave our website mockups to another group for review and feedback. The feedback is recorded and provided in the attached "Clubhaus_Review.pdf" document (attached in the submission).

Some parts of the website that were clear were the excellent use of colour to indicate controls, sensible choice of fonts, and the name and logo which were well received. The main things that were unclear included the misalignment of the top logo with the universal margin, inconsistent use of sharp and rounded corners, vague labelling of events, clubs, and account sections, and the unnecessary white space before the footer.

After receiving this feedback, we adjusted the following:

- Aligned the top logo with the universal margin.
- Adjusted the padding of the search icon to match the placeholder text.
- Clarified the labels for "Events" and "Clubs" to "My Events" and "My Clubs" respectively. This helped reduce cognitive load as it now requires less thought as to what the purpose of these buttons are.
- Ensured consistent usage of sharp or rounded corners throughout the design. Indeed, consistent styles throughout the web app help to minimise the cognitive load by reducing the need for users to adjust to different design styles as they navigate through the pages. This consistency helps users to easily identify and understand the elements on each page, reducing the cognitive effort required to process information and interact with the website.
- Adjusted the white space height before the footer in the home page. This reduces kinematic load by reducing the time needed to scroll to the bottom of the page.
- Incorporated event times into the event pages.
- Enhanced the visibility of the RSVP button by placing it in a more prominent location. Placing the RSVP button in a more prominent location makes it easier for users to locate and interact with, hence reducing kinematic load. This also reduces the cognitive load associated with finding and understanding the action.
- Changed the colour of the "Cancel" button in the "Edit Account" page for user clarity.
- Removed the "Change Password" option on the "My Account" page to minimise repetition.

These changes are reflected in the submitted Adobe XD mockup.

Ongoing Design Evaluation:

As we continue to learn more about implementing web applications throughout the course, we acknowledge that our design may evolve. Additionally, feedback that was not immediately implemented from the peer review will be reviewed for further consideration and implemented as potential extended features / fixes. These include but are not limited to:

- Adding a "Remove RSVP" button in the "My Events" section.
- Considering the inclusion of an option to leave clubs from the user's section on "My Clubs."
- Evaluate the need for a separate page dedicated to expanded search results, taking into account the accessibility of "My Clubs" from the user's account.