MILESTONE 1
USER RESEARCH AND REQUIREMENTS

GROUP 32:
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Part A: Identify the Project Idea

The nature of this project is to give users means of being more familiar with the city by helping them become more aware of activities and events in Winnipeg and expand their social circle.

How do we expect our system to be used?

> Users can use our system (WinnipegFun.com for example) on the web browsers of their preferred device (PC, laptop, cellular phone, etc.), because our system is a web-based application. It can be a platform for users to obtain information about the City of Winnipeg such as where to go, where they want to dine out, where and when the events are, and how to get all their documents (SIN number, Driver's license, etc.) set up. They can expect to find what they need in a particular section of the website.

Who do we expect to use our system?

> This is a system primarily designed (regardless of gender, sexuality or race) with a particular focus within 18-30 years old age demographic that are new to the city or are tourists, students, and professionals who take an interest in exploring Winnipeg in their free time and connect with new people

Under which context do we expect it to be used?

> The system should be used for social and entertainment purposes. Under the situation where people within our demographic come into this city with no knowledge where to start, our website comes into play. Moreover, we will provide the information that they need, which help them to cope with the new life in the city better (e.g., going outside exploring the city, participating in some of those local events, finding a restaurant to dine out at and meet new people and make social connections).

Part B: Identify Stakeholders

Primary Stakeholders (Frequent Hands-on Users)

- Initial Assumptions:
  - Students, professionals, tourists and newcomers in the city within the 18-30 years old demographic range.

We concluded into focusing on target demographic as they are more likely to be earning some income and spend it some way. This includes participating in activities in the city, and/or try something new. Thus, they would most likely also be the demographic who would want to know what events and activities are occurring in the city. After conducting some research using two different methods (person-to-person interview, and an online survey), and arrived with these results:

- 100%* of the people who participated in our interviews and surveys are within the 18-30 years old age demographic.
- 37.5%* of the people who participated in the online survey were born in Winnipeg.
  - 0% of the interviewees are born in Winnipeg.
- 87.8%* of the people who participated in the online survey are students or working students.
  - 100% of the interviewees are students.
- 87.5%* of the people who participated in the online survey commute with Winnipeg Transit, 43.8%* commute by car, and 18.8%* use a taxi or a ridesharing app to commute.
  - 50% of the interviewees drive a car to commute, and 100% of the interviewees commute using Winnipeg Transit.

- **87.5%* of the people who participated in the online survey expressed interest in web application that that can give information about activities and events in the city, while 11.8%* did not.**
  - **100% of the interviewees expressed interest in such a web application.**

By studying the data set, as well as the expression of interest for a web application that can give information about activities and events in the city, we have revised our initial assumptions about our primary stakeholders to be as such:

- Students who are within the 18-30 years old age demographic.
- We can conclude that they have at least some university education.
- Most have at least once experienced being "new in the city".
  - Thus, they had probably experienced some trouble in finding things to do for a period of time.
  - We can expect to develop a demographic of locals using the system as well.
- A majority of them travel by Winnipeg Transit, with cars being a close second.
- As most of them expressed an interest in using a web application, and have successfully completed an online survey, we can assume that they have at least basic computer and internet skills.
  - As the online survey was also distributed on mobile means of communication such as messaging apps and social media, we can also safely assume they have basic internet skills in an environment such as a cellular phone.

Secondary user (Occasional Users)

Secondary users, by the definition of our slides in class is defined as the occasional users. To supplement this, a corporate definition of 'stakeholder' in Wikipedia states that the secondary users "[…] are those who – although they do not engage in direct economic exchange with the business – are affected by or can affect its actions"[1]. Thus, by taking these into account, the secondary users of this potential web application would be:

- **The area and the community where the events are taking place.**
  - They may or may not be directly participating in the event, but since it is happening in their area, they may have a say on what goes.
  - As it is a community demographic, the ages will vary, as well as experience. They will have at most basic computer and internet skills, at least some education, may be immigrants, and a majority of its inhabitants may be family households.
- **Media (television and/or social) that may be covering the event.**
  - Their opinion or perception of the event may affect attendance in a positive or a negative way.
  - Workers in television media will have at least a university education and have a median age of 40[2]. We can expect basic computer and internet skills.
- **Developers of the system.**
  - They may not be actively participating in the events and activities, but they are affected by how the system is received and used, and they can also affect its actions by modifying its interface when needed.

[1]"Stakeholder (corporate)." *Wikipedia*. Last modified September 12, 2019. https://en.wikipedia.org/wiki/Stakeholder_(corporate)

[2]"News Analysts, Reporters & Correspondents." *DataUSA*.
https://datausa.io/profile/soc/news-analysts-reporters-correspondents#about

○ Developers will typically be over the age of 18, intermediate-to-advanced computer and internet skills, and at least some university education.

- **Business owners in the areas where events are occurring.**
    ○ These are possible amenities available within the jurisdiction of the event, and the rise and fall of sales may be affected by the crowd volume at any given time at a given area.
    ○ They may also be the ones who organised the event, thus, participated in using our potential application in some way.
    ○ These users have at least a high school education, at least the age of 18, and basic computer and internet skills

Tertiary users (Affected by the introduction of system or influence its purchase

Tertiary users by the definition of our slides in class is defined as the users affected by the introduction of system and/or can influence its purchase. Taking this into account, the tertiary users of this potential web application would be:

- **The municipal government (City of Winnipeg).**
    ○ The city must accommodate potential road closures/reroutes, blockades, incidents, and possible police presence that may occur in the location of the event.
    ○ The city can also hold a referendum to strengthen or weaken the frequency of events and activities in the city that may disrupt the flow of city services (road availability, transit times, etc.)
    ○ These users have at least some university education, basic computer and internet skills, and over the age of 18 (or more).
- **The provincial government (Government of Manitoba).**
    ○ The attendance that these events may bring attention to provincial parks, and other public space establishments owned at the provincial level.
    ○ Economic rise or fall may introduce new programs and sponsorships.
    ○ These users have at least some university education, a median age of 45-54[3], and with basic computer and internet skills.

* These values are taken during while the survey is still in the process of accepting responses, thus the final values may not reflect what is included in the appendix.

Part C: User Requirement

Be Your Customer:

Designers will put themselves in the customer's shoes. In other words, designers will perform tasks that their customers are required to perform while using their system. Based on the experience, the designers can evaluate the pros and cons for their product ideas or concepts, so that they can make improvements in their design. Moreover, the method also develops the empathy of designers for the customers by getting into the users' minds to evaluate a scenario. System for new people to the city designed to provides the users another way to search for activities or events around Winnipeg. Our potential users can be somebody just moved to Winnipeg (and potentially locals) in the user group aged from 18 to 30, and is looking for

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[3] Manitoba Civil Service Commission. *Annual Report 2016-2017 (Rapport annuel 2016-2017).* Manitoba: Manitoba Civil Service Commission, 2017. https://www.gov.mb.ca/csc/publications/annrpt/pdf/2016-17_annualrpt_en-fr.pdf

something fun to do around the city. As designers, who have been in Winnipeg for at least 3 years, our group won't be able to think and have the same perspective as the customers. Through conducting research by interview and online surveys, we learned that customers tend to have a hard time in finding out events or activities that happen around the city since there are not a lot of sources that promote these. Thus, we have discovered through our data set that there is a high expression of interest in our web application with desired qualities such as good performance and efficiency, yet still easy for them to use and understand. To understand the customer's situation better, we studied the designs of Google Maps, Yelp API, and others to find some local restaurants in Steinbach and places of entertainment. Surprisingly, the process quite stressful, which required us to do a number of methods such as: read multiple reviews, sift through mixed opinions about a restaurant, deal with location permission issues from Google Maps, and such. Hence, the Be Your Customer methods help us to have a deeper understand customer's perspective and expectations, so that we can generate our design ideas or improve our design context to approach customer needs.

Narration:

Designers will communicate with their users to determine user's motivation, concern and perception while they are doing tasks with the design. The idea of Narration method in design is to give designers the ability to communicate ideas and inspire imagination, which allow designers to understand and sympathize with their users, but also still able to spark their creativity. In order to understand how the will work for people new to the city and how we can include it in people's daily routine, our group explored similar system and noted down what we were thinking as we used them, our group chose the theforks.com, where people can find information about The Forks. We did a careful observation, and also asked ourselves questions as we explored the site, we concluded that the system is enjoyable that have clear and specific categories to group all related data or information. Moreover, when events happen, we tend to look at the description of the events to get more information about it and if it is interesting enough for them to participate. They also liked how it showed the weather for activities like the skating trail and park conditions, and we think such small details will give people a better impression of the system while using it. Henceforth, we get a broader view about user's perspective, and some insight to build a useful system that people enjoy interacting with.

Affinity Diagram:

Designer will group and bundle up data such as design ideas, design issues, user needs, and user opinions which can help the designers to organize them based on their relationships with each other. By physically setting it up our on a wall, our ideas come to life and our team developed a better view on each other's ideas, which help us to have a broader scope of problems that can be eliminated or good ideas that can be developed. For example, when our team started the Ideate phase for our project, we needed to collect data such as, ideas from members of the group, perception of the users, their concerns about the system, and how the system's performance will affect our stakeholders. The amount of information gathered can go over the place without being organized. By using affinity diagram methods, we can organise these ideas into hierarchies that make sense which allows to focus further on development and be creative with design ideas, while still prescribing to User-Centred Design. We will use this dialogue to keep improving our ideas and create something that users will use and enjoy using.

Part D: Requirement

Must Have

1. **The system should enable users to see the list of events happening in the city, good restaurants, tourist attractions, etc.** Being one of the main functions of the system, it must be able to show its users the places, events, and things to do in the city. One respondent mentioned this as one of the things they expected in systems like this.

2. **The system must have a straightforward user interface while being aesthetically pleasing for users.** Having an easy-to-understand user interface is lets users easily navigate and explore what the application or the site has to offer. From the data, one respondent mentioned that they did not like apps that were unclear and complicated.

Should Have

3. **The system should enable users to perform searches and must have a filter function that users can use when searching for events and places.** This feature is implemented in most websites where one can do searches and even advanced searches within them. With the filter function, users will be able to quickly look for places, events, etc. faster compared to searching through sites like Google.

4. **The system must be able to send notifications (like current events, etc.) to their email or phone number (whichever the user prefers).** This feature can help users be updated even when not using the website. This could be convenient for majority of the users since they could easily go to the site once they open the notification. Users can receive these as either email notifications, text notifications, or even desktop notifications, depending on their preference. Being able to control these notifications is something that must be considered when implementing it as not all users would like to receive notifications.

5. **The system must be able to give users access to Yelp reviews about local restaurants without leaving the site.** This requirement incorporates Yelp reviews about local businesses into the system. This gives them additional information based on different experiences of other people, while being on the same webpage.

Could Have

6. **The system could let the users see the layout of the Winnipeg tour bus routes**. This feature could be added to the system since most of the primary users will be taking the bus to explore the city.

7. **The system could show an interactive map of the tourist attractions in the city.** This feature will be helpful for users who would like to have some quick look on the famous places in the city. It could act as a virtual tour as it would include some information and pictures on places like historical sites, tourist attractions, famous local places, etc.

B. Data Requirements

Must Have

1. **The system must be able to access local business information.** This requirement gives the system important information about that business such as its address, operating hours, contact details, etc. This could also benefit local stores as this is a way of endorsing their brand, since people would be able to see it within the site.

2. **The system must be able to gain information on events in the city.** The system

must be given access to information on events happening in the city. From the results of the survey, users end up searching on google hoping to find information on recommended places and upcoming events.

Should Have

3. **The system will need to access Yelp reviews to give users additional info.** This enables users to see reviews on Yelp within the site. If the user searches for places like bars and restaurants, they would be able to see information provided by the system and Yelp reviews for that place.

4. **The system will need to store and access user information such as their name, phone number, and email address.** It is one of the functions that need to be considered as one of the respondents suggested that there should be an app that could tell then when an event is coming up, etc. This could also be used for sending notifications as email or text.

5. **The system will need to integrate Google Maps.** Integrating it into the system would help users see how they could go to places around town after searching for it in the site. This could also help make better suggestions to the user by showing which places are closer to them. Additionally, it could be potentially used for the interactive tour of the city or in the bus route function of the system.

Could Have

6. **The system could make its registered users upload their reviews and photo of places and events.** In future updates, this could be one possible function that could be included. Aside from the included Yelp reviews, users could benefit from what other users have uploaded and shared about that place.

7. **The system could include the bus routes in the city.** This could be included in the next version of the system where instead of just showing the different available routes, the users will be able to see which buses are currently available and which ones they could use in order to get to the place they would like to go. Since the primary users of this system are people new to the city, they will most likely take the bus in order to explore the city. With that, this would make it more convenient for them to be able to see what bus they need to ride immediately after searching for some place to go.

C. Environmental Requirements

Must Have

1.**Users will be able to use the system wherever they have internet access.** This could happen any time that the user needs to access the system. Whether it would be when users are in a rush or when they just would like to check something out, the product should be able to operate at any time as long as they have a stable internet connection.

Should Have

2. ***The system should be operating at any browser.*** Since the system will be implemented as a website, it should be able to work on different available browsers.

3. ***The system should be accessible on users' free time***. From the survey, a respondent said that they will most likely check the system in their free time. As mentioned above, this falls into the category of being able to use the system at any time.

D. User requirements

Must have

1. **The users should be people who are new to Winnipeg.** This includes people who have recently moved to Winnipeg or those who came to Winnipeg for a visit. They could use the system to discover some places to eat, places to see, etc.

2. **The users should be people who are knowledgeable with technology.** Being a a web-based system, the users should know how to open a browser, how to surf the internet and explore websites.

Should have

3. **The users should be people who have taken an interest in exploring Winnipeg.** The users should be people who are planning on going to Winnipeg someday or people who are already in the city but would like to know more about the city. For people planning to go to the city, the system should be able to give them information on what they could expect to see if they ever go here. On the other hand, for people who are already here could learn more information on the city.

4. **Users under the 18 - 30 years old demographic, with various ethnicities and gender**. Majority of the respondents of the survey are people in this age group, which is why this is the target age group of the system.

Could have

5. **The users could be people who are open to meeting new people.** Users could use the system to meet new people in town, especially in events, concerts, and parties.

E. Usability

Must have

1. **The system must be simple yet aesthetically pleasing for the users.** The system must be simple and easy to understand for its users. Being aesthetically pleasing.

2. **The system must include a welcome page for the users as well as some guidelines on how to do some of its functionalities.** This would help users to easily navigate through the system and quickly find what they need to do.

3. **The system will have a neatly organized menu for the available functions such as for food, accommodations, events, and tourist attractions.** With this, users will not get confused that much with the website since related topics are grouped together.

4. **The system will have a calendar where users can see the upcoming events.** If users click on an event on the calendar, browser will redirect users to the page that contains the details of the event.

Should have

5. **The system should include the contact information of the developers.** This lets local business owners have a way of contacting them if they wish to post any events or ads on our website.

Could have

6. **The system could include a Frequently Asked Questions section in its future updates.** This is to help users check if other users have experienced the same issue and found a solution for it.

7. **The system could also include the current weather forecast.** When there are events outside, especially in the winter, this could help users be aware of how cold it would be and if it would be snowing too hard, etc.

Part E: Scenario

Secondary stakeholder:

I am a Manitoba farmer. Me and the other farmers will open a new farmer's market this year at Osborne Village. I don't know how to let more people know about our event, but I have the information about our event such as location, time, activities, services and what we will sell there. I will visit the website and contact the web administrator, which could be done via email or phone. I call the website owner, and they require me to tell them my name, and my phone number, so they can confirm my profile. They gave me two choices: create activities/events or to modify already existing activities/events. I want to let people know about the new farmer's market that we will open soon so I choose to create a new event. After about 30 seconds to 1 minute, the customer service returns with some questions for me to answer so that they add my event's information like its name, location, time, possible entry fee (we don't charge people to come to the market), as well as the event's description. After I'm done talking with the service, I will receive a text message or a call to confirm the information about my event. If I want to update or change information about the event, I will have to do the same thing.

> **Note:**
> - Importance to show the options of creating events/activities or modifies events/activities
> - Importance to require stakeholders to describe their information about their events/activities
> - Annoyance of having many steps in the system

Primary stakeholder:

John is a 25 year-old newcomer from Toronto who landed a new job as a photographer in the City of Winnipeg. He wants to explore the new neighbourhood, but he doesn't know anything about the city. He does not like the process of searching for places to go without any information, then he discovers a website that display activities and events in the city. He visits the website on his phone, and he can choose to register or login as a member, or he can choose to continue browsing as a guest. He does not feel like doing the registration process, so he chooses to be a guest of the website. Then he checks the menu bar to see what the site has to offer him, and he thought the 'Event' tab looked like something that could give him a suggestion about places to go in Winnipeg. After he clicked on the "Event" tab, the events -- including their description -- show up on his phone. He has multiple options to choose from. When he finally gathered enough information to plan a fun day exploring the city, he can finally start his adventure in Winnipeg.

> **Note:**
> - Prefer to be a guest of the website
> - Importance to require clear and easy to understand menu bar
> - Importance to show events with description

Appendix

Interview and Online Survey Questions

Interview Questions

1. How long have you been in Winnipeg? What kind of transit do you use?
2. Do you enjoy staying in Winnipeg? Why/Why not?
3. What kind of entertainment activities have you participated in your free time since you came to Winnipeg?
4. How do you find places to hang out with your friends? Do you like the process? Why/Why not?
5. Do you ever attend to any city's events/activities? How do you know about the events/activities?
6. Have you ever wished to have a website that give you information or notification about events/activities happen around the city?
7. If there is a website/app that gives you suggestions about the city's events or activities to do in the city. What do you expect in this system's work performance?
8. How often will you use the website/app? When in a day you will use them?

Online Survey Questions[4]

1. Which age demographic do you fall under?
2. Are you born in Winnipeg? If not, how long have you been in Winnipeg?
3. What is your occupation? (If a student, please include it in your answer)
4. How do you commute around the city? Check all that apply. (If none of the choices apply, please specify in the last row)
5. In a typical weekend in the city, how do you spend your free time?
6. How do you find places to hang out with you friends? Do you like the process of doing so? Why/why not?
7. Do you attend any of the events and activities here in the city? Why/why not? If so, which one was your favourite and why?
8. Have you ever wished to have a website/app that can give you information or notifications about new events and activities happening around the city?
9. If there is such a website/app that gives you suggestions about events and activities to do in the city, what do you expect in this system's work performance? (e.g: easy to use, have certain features, etc.)
10. How often will you use this website/app? When in a day you will use them?

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[4] Because online surveys have a disconnect compared to a person-to-person interview, we modified and added questions such as age and occupation, as these are things we don't know in an immediate manner unlike in an interview.

Interview of two potential users A and B[5]:

1. **How long have you been in Winnipeg? What kind of transit do you use?**
   A. I have been in Winnipeg a couple years now. I'm taking the bus to school but driving to other places
   B. I only been in Winnipeg 4 months. I'm taking bus to everywhere

2. **Do you enjoy staying in Winnipeg? Why/Why not?**
   A. Not really, I don't like the cold and the city quite boring
   B. I like Winnipeg, but I think I'm still new to the city, so I don't know much

3. **What kind of entertainment activities have you participated in your free time since you came to Winnipeg?**
   A. I usually go to bars that I know, maybe the Hub. I also go to watch movies with friends or play bowling. The city doesn't have much activities to offer
   B. I only went to the parks or go to the malls with my roommates

4. **How do you find places to hang out with your friends? Do you like the process? Why/Why not?**
   A. Google is your key. I never enjoy the process of looking for a place to hang out, it is a pain. I always end up going to the same places after I do a bunch of searching. I will either give up from too much hassle or just never see any good places in the city.
   B. Sometimes I will search google for places. However, most of the time my roommates will give suggestions. I don't really like the process because I easily get confused from various choices.

5. **Do you ever attend to any city's events/activities? How do you know about the events/activities?**
   A. Yes, I went to a couple events such as Red River Ex, or Christmas events at the Forks... I think I only knew the events when they have posters, or my friends tell me about the event. It's hard to know what activities that the city has.
   B. No, I'm very new to the city, I never attend to any city's events, but I have no idea where I can see the city's events information or stuff. I think I just need to get to know the city more.

6. **Have you ever wished to have a website that give you information or notification about events/activities happen around the city?**
   A. Yes, it would be convenient for me in finding places when I have time off from school or work. Because Winnipeg not really good in advertisement for the city's events.
   B. Yes, for sure. I would love to use that website; it would help me to know the city better. Maybe get some more friends

7. **If there is a website/app that gives you suggestions about the city's events or activities to do in the city. What do you expect in this system's work performance?**
   A. For me, I think the app should be easy to use, provide accurate information and have to have clear features. Winnipeg winter is very long and boring, so I hope the app will give some interesting suggestions about places to hang out or activities to do
   B. I think I would like the app that would give me a notification when and where the events/activities happen, plus, I hope they can suggest me some good ones too. I'm an art student so I would like to use some simple app and I don't have to feel stupid while using it.

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[5] Both users A and B are within the 18-30 years old demographic.

8. How often will you use the website/app? When in a day you will use them?

A. I think I will only need the app when I have free time. I'm a university so I don't have much time. I think, I will mostly use the app in the evening

B. I think I will check the app when I see the notification or when I have free time, so I don't know the exact time in the day I will use it

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    https://www.gov.mb.ca/csc/publications/annrpt/pdf/2016-17_annualrpt_en-fr.pdf.
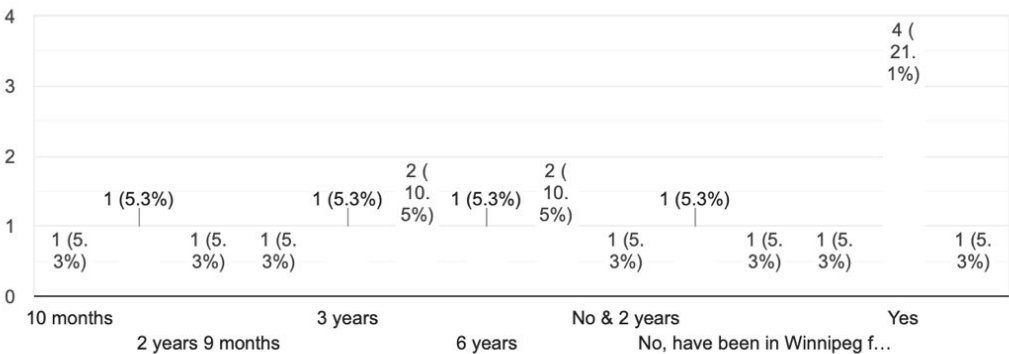
Interest Survey

Data collected from this survey will be contributed to an ongoing research conducted by a group of students from the University of Manitoba for a Human-Computer Interaction project. The purpose of this survey is to determine the general demographic for a potential social events website for the city. This will be determined by assessing the typical habits of its potential users, and what could be improved in terms how they become aware of such events and activities in the city. To maintain confidentiality, submitted responses will be anonymous.
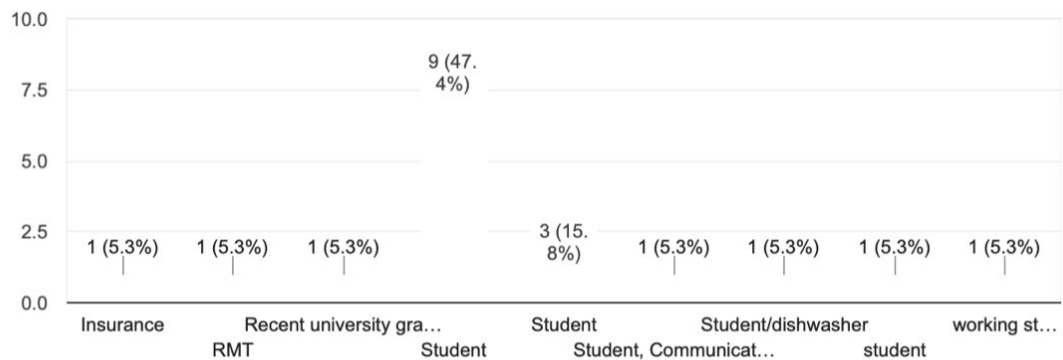

- Under 18 years old
- 18 to 30 years old
- 30 to 45 years old
- 45 and above years old

100%
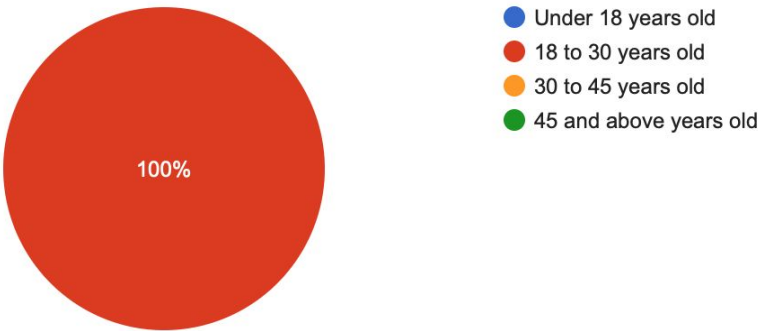
Are you born in Winnipeg? If not, how long have you been in Winnipeg?

19 responses

What is your occupation? (If a student, please include it in your answer)

19 responses

Occupation	Count
Insurance	1 (5.3%)
RMT	1 (5.3%)
Recent university gra…	1 (5.3%)
Student	9 (47.4%)
Student	3 (15.8%)
Student, Communicat…	1 (5.3%)
Student/dishwasher	1 (5.3%)
student	1 (5.3%)
working st…	1 (5.3%)

How do you commute around the city? Check all that apply. (If none of the choices apply, please specify in the last row)

19 responses

Method	Count
Car	8 (42.1%)
Winnipeg Transit	17 (89.5%)
Taxi (or a Ridesharing service like Tap…	4 (21.1%)
Biking	0 (0%)
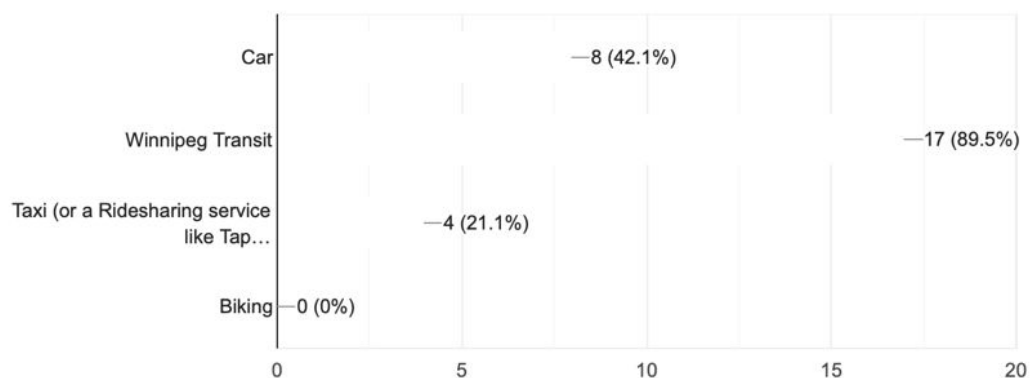
In a typical weekend in the city, how do you spend your free time?

19 responses

Staying home

Netflix

Board, video, and live action gaming (including LARP, escape rooms, etc.)

Homework and cooking

Work or going out to eat with friends/family

House chores, studying

At home, writing

sleeping and studying

Gaming, watching shows, browsing the internet

Slots and drinks

If school year, I study. But in summer, I go out or play video games

Hanging out with friends, gaming

Hanging out with friends

At home

Sleep??

Go to events in the city or check out a new restaurant

Drinking

How do you find places to hang out with your friends? Do you like the process of doing so? Why/why not?

19 responses

Word of mouth; the process is fun and organic so we enjoy it, but we are probably not very thorough in our search.

Instagram, word of mouth, internet

By going around the city. I don't like it because it takes a lot of time

Use online services like Yelp or IG food accounts. The process is lengthy but we're able to write down other restaurants to try out in the future

Recommendations from acquaintances. It is better than going to a place without any idea about it.

Social media

I look around my house and houses of nearby friends.

depends on the mood

Don't usually find places myself. If I do it'll be related to some event or festival. I do enjoy finding festivals and such because I like being a part of celebrations.

We just discuss what we want to do (eat, watch a movie, play) and then pick something from google maps

If anything comes up, we just plan to show up. Don't exactly plan anything

See whatever is happening around

I just follow wherever they wanna go and hang out. Most of the time we go for food trips

Usually at a local language exchange or through school.

Internet

Facebook, word-of-mouth

Search on google, and not really because there aren't a lot of good suggestions

Facebook and other social medias

I'm drunk by the time I have to decide where to go

Do you attend any of the events and activities here in the city? Why/why not? If so, which one was your favourite and why?

19 responses

Yes, because they are entertaining. I like the food truck festival.

No, I can't drive :(

Not really

Sometimes. Most of the events take place downtown. Parking is pretty tough to find and when you do find it, it's pretty expensive or you can only park there during certain times. Favorite would be Many fest.

No, don't know about many events

No, because nothing interesting happens

Not really. Not interested.

no

Favourite event is Fringe Festival. So much is going on and it really allows a lot of people to express themselves

Not really. I am lazy

No, because it's either uni life or no life

Concerts mostly

Not much because to be honest I really don't enjoy going to events.

Sometimes I will attend events. I have went to concerts

Yes

I usually don't have time unfortunately, but I'd like to

No cause I never hear about most of them

Yes. I recently went to Nuit Blanche

Yes. Cus what else? Favourite - Nuit Blanche, because I believe I contribute to it, though indirectly

Have you ever wished to have a website/app that can give you information or notifications about new events and activities happening around the city?

19 responses
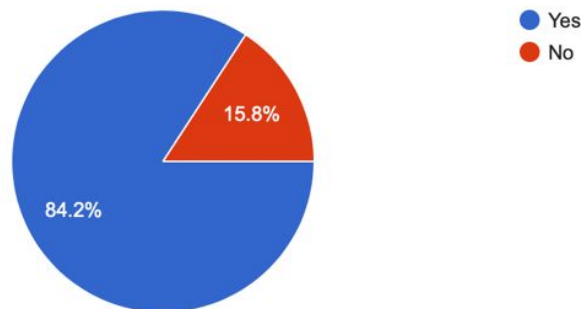
- Yes
- No

84.2%

15.8%

If there is such a website/app that gives you suggestions about events and activities to do in the city, what do you expect in this system's work performance? (e.g: easy to use, have certain features, etc.)

15 responses

Should be very customizable. I wouldn't mind getting tailored events and suggestions, but anything too broad might be spammy or overwhelming.

Well organized, aesthetically pleasing, easy to navigate, include pictures

Easy to use

Easy to use, able to show you places to park and the prices of each lot, events going on in area (time of when it starts and ends), must see features of said events, best route to have full experience of said event.

The ability to modify searches perfectly. Select time of day, happy hour deals, atmosphere if quiet or loud, popularity, location, hours of operation, area of city, dress codes, etc.

Accessible, intuitive, performant, and aesthetic.

easy

Ease of information. It'd be nice to know the what, the when, the where, and how much it would cost.

.

Easy to use

Probably easy and fun to use. Having features would be great, too!

To be effective this app should show different types of events like concerts, art, guest lectures, etc. And list them in different sections. Perhaps based on previous event attendance suggestions/recommendations to the user could be made

Make it like a Ticketmaster app where it shows you which events are coming

Easy to use and designed well

Well it must meet all the criteria of a good application (You're welcome to Google the definition). Like, software engineers must try superbly hard, I'm not easy to please.

How often will you use this website/app? When in a day you will use them?
19 responses

Once a weekish, probably at the same time I will check my mail and email backlog.

Every now and then. When stress is low

Once or twice a week. In the evening

Use this app mainly for the weekends/holidays. Noon to evening

Not very often. May look into it once in a while.

Every single time I want to go out

Once in a blue moon when the fancy strikes me.

often

I'd use it occassionally, when I want to do something or go somewhere

I will use just when I want to go somewhere. But I really don't need any notifications

Once a week

Daily

I'll use it when I need to know an information about and event and will see if it's gonna be enjoyable for me to go.

I would use an app like this before the weekend to become aware of what events are happening

Once a week

Every few weeks, afternoon

Very often, maybe between midday and evening? Cause I go out between those times.

A lot of times during the week

If done correctly, then certainly quite often. Any day of the week.

1. Describe what the website looks like? Is it pleasant to look at? Does it convey all the necessary information?

2. How long did it take you to find information concerning your goals? State your goal, and describe what went well in the process, and what went wrong.

3. What could be improved in the system?

4. Did you enjoy using the system?

5. Can you narrate your process step-by-step in how you achieved your goal?

Google Maps

1. Describe what the website looks like? Is it pleasant to look at? Does it convey all the necessary information?

    A. Google Maps is like a map that users can zoom in and out. And user can even use view the different versions of it(3D map, satellite, etc). It's pleasant to look at.

    B. Google Maps provides a digital map that contains many types of information. It does convey all the necessary information, such as traffic conditions, navigation system and public transit schedule and etc.

2. How long did it take you to find information concerning your goals? State your goal, and describe what went well in the process, and what went wrong.

    A. I'm a daily user of Google Maps, I use it for two main purposes. First, I use google map every time before I take a bus anywhere, just so I can check the bus schedule. How long did it take me? Less than 2 minutes.The UI design of Google Map is nice and neat, so it's easy to see which bus I need to take in order to get to where I want to. Sometimes the bus schedule is not accurate.

    B. I use Google Maps to navigate How long did it take me?Less than 2 minutes. The map always show me closest route and real-time traffic condition along the way. But sometimes the voice guide doesn't react in time.

3. What could be improved in the system?

    A. Google Map can show the users where the bus that they want to take currently is on the map.

    B. The voice guide could be better.

4. Did you enjoy using the system?

    A. Yes, I did. This website/app helps me manage my time. For example, I'll be able to know when I should take off before the bus is far gone.

    B. Yes. It has a lot of information.

5. Can you narrate your process step-by-step in how you achieved your goal?

    A. Type in the location or address into the search bar, or find the location on the google map.Then, select the bus. Check the schedule of the bus.

    B. (On mobile) I choose drive from three main options that are not public transport, I type in my location, then my destination -- which is the U of M, and I am suggested a route with a time and distance. Then, I press the navigate button.

Yelp

1. Describe what the website looks like? Is it pleasant to look at? Does it convey all the necessary information?

    B. Yelp looks like an encyclopedia contains all the information of restaurants, stores. It's pleasant to look. It does convey all the necessary information, it works as a business directory service and a customer reviews forum.

2. How long did it take you to find information concerning your goals? State your goal, and describe what went well in the process, and what went wrong.

    B. I use google map to find a restaurant with a good reputation. It took me 10-20 minutes. I can see pictures of the menu of restaurants and their business hours. However, when I read the reviews that some users posted are totally biased, and lots

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[6] Group members A and B are within the 18-30 years old demographic.

of mixed. The opinions are very unhelpful.

3. What could be improved in the system?
    B.   They could try removing unnecessary options for people who only want to view the available reviews. Having all of the available options such as "add photo", write a review should only be available for registered users. These options could just crowd the current page and make it look confusing for some people.

4. Did you enjoy using the system?
    B.   Yes I did. The information is very helpful. I always use yelp to decide which restaurant to go to, so I avoid can restaurants with bad reputations.

5. Can you narrate your process step-by-step in how you achieved your goal?
    B.   Select restaurant in the search bar and also select the location of Steinbach. Go to the restaurant called Prairie Pickers Cafe at the top of the page. Find out their business hours and read some of the user reviews. Click into the map, it will lead me to Google Maps, and Google Maps will help me navigate there. Then I can decide whether to go or not.

The Forks

1. Describe what the website looks like? Is it pleasant to look at? Does it convey all the necessary information?
    A.   The website was simple, straightforward and very organized. Upon entering the site, the user can easily see the important tabs for exploring it. They have arranged the layout of the main page neatly such that the announcements part can easily be seen by the users, the weekly calendar shows the upcoming events, and such.

2. How long did it take you to find information concerning your goals? State your goal, and describe what went well in the process, and what went wrong.
    A.   It didn't take me that long to find what I was looking for. The site included some tabs for attractions, events, shops, business, and information for contacting them. I tried looking for each item under the tab to check what would happen and what I could get. Each one redirected me to a different part of the site, which is a good feature because it would be too inconvenient to go to a different site and try to learn its different features. In terms of what went wrong, having the tabs again at the bottom of the site seemed a little redundant. The designer could've just made it into a small list in the footer of the site or they could have included a back to the top of page feature so users can just go back and then access the tabs on top of the website.

3. What could be improved in the system?
    A.   Some improvements to the system could be instead of having their Instagram hashtag on their site, adding the actual pictures posted with the hashtag on Instagram into their website would look better.
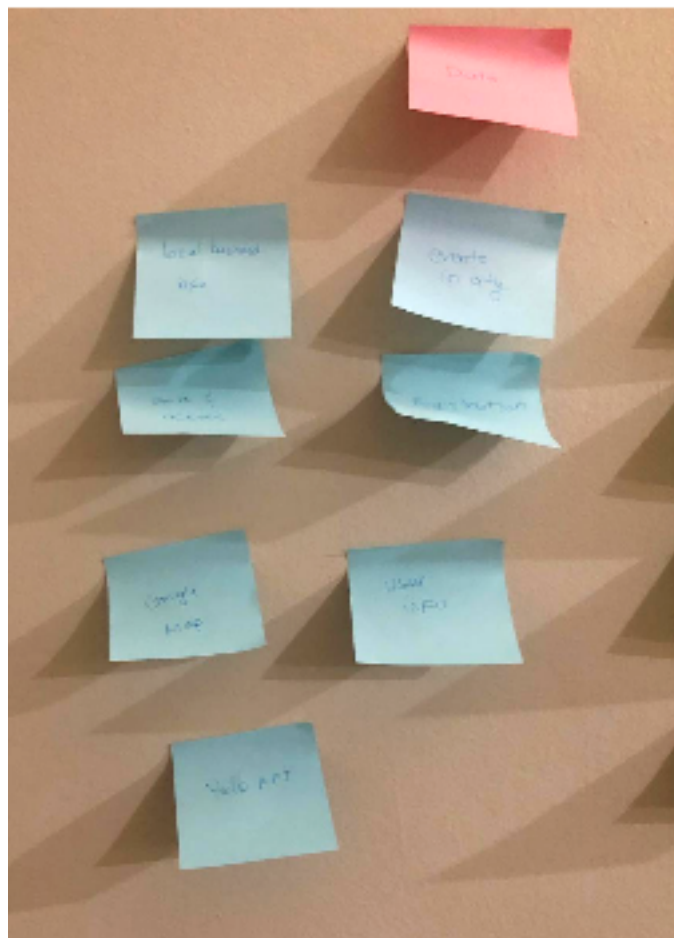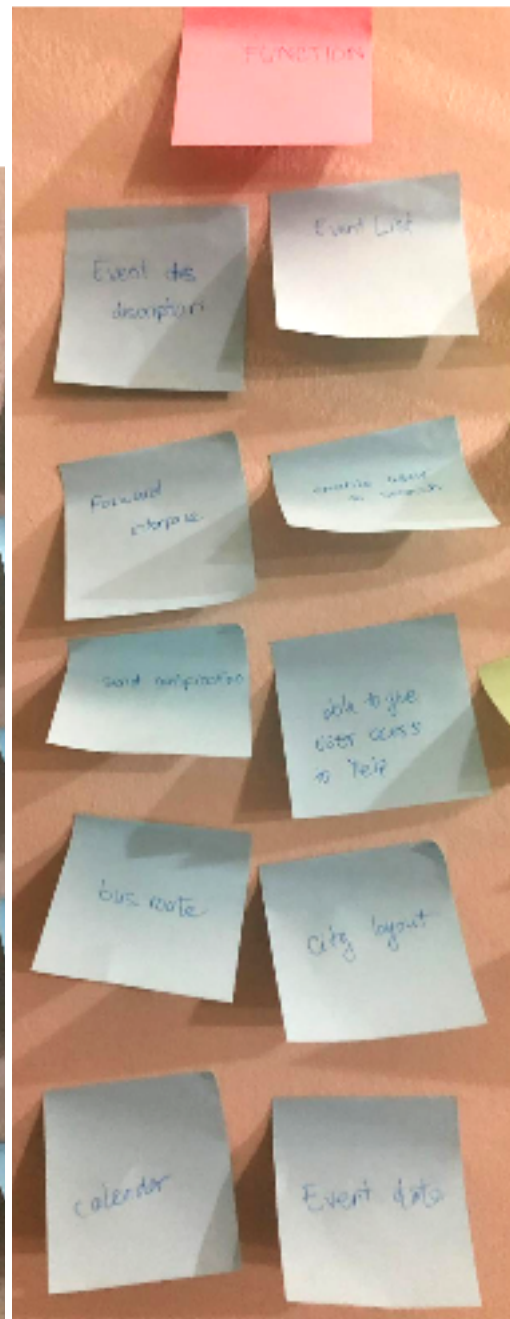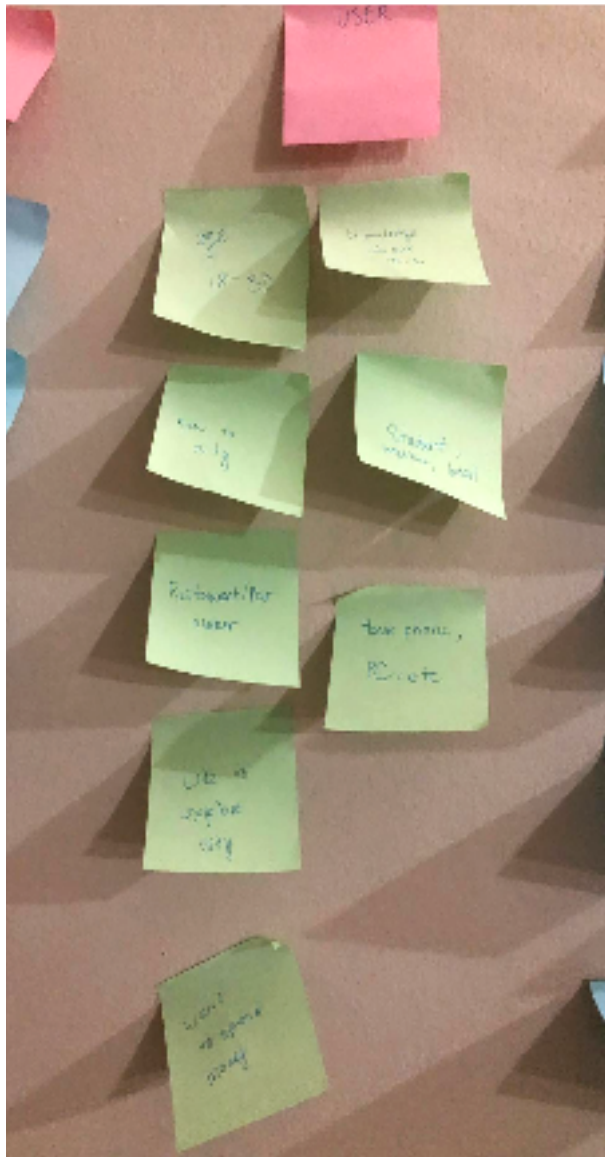
4. Did you enjoy using the system?
    A.   I did. It was very intuitive and simple that I was able to explore it easily. The tab function helped a lot in searching for the things I tried looking for. I was able to learn about their sustainability project, a brief history of the Forks, and the attractions that they offer. Also, the weekly calendar is also a neat function since it showed all of the available events for the week while being not as crowded to look at as the whole monthly calendar. I also like how it shows the weather when you look at the Skating Trail & Park Conditions section.

5. Can you narrate your process step-by-step in how you achieved your goal?

    A. I opened the website. Scrolled down to see the current events happening this week at the Forks.Clicked on some event.It redirected me to an events list with more information such as the description, location and time of the event that I clicked on.

Affinity Diagram (Wall of Ideas)