

# HUSKY

C  NNECT



GROUP 7 - GRASS TOUCHERS

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# PROBLEM FOCUS



# SDG

**OUR PROJECT ALIGNS WITH THE  
UN'S SUSTAINABLE  
DEVELOPMENT GOAL #3 -  
GOOD HEALTH AND WELL-BEING.**

From the UN website, this goal aims to  
"Ensure healthy lives and promote well-  
being for all at all ages"



**3 GOOD HEALTH  
AND WELL-BEING**



# PROBLEM STATEMENT



How might we improve the process of  
**connecting** UW students with **similar**  
**interests** in service of building more  
**diverse** and **inclusive** communities?

# RESEARCH

To fully understand the problems our users face, we  
completed research using:



**USER SURVEYS**



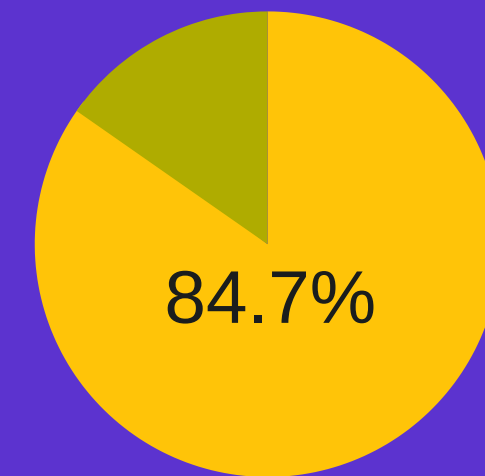
**INTERVIEWS WITH DOMAIN  
EXPERTS**



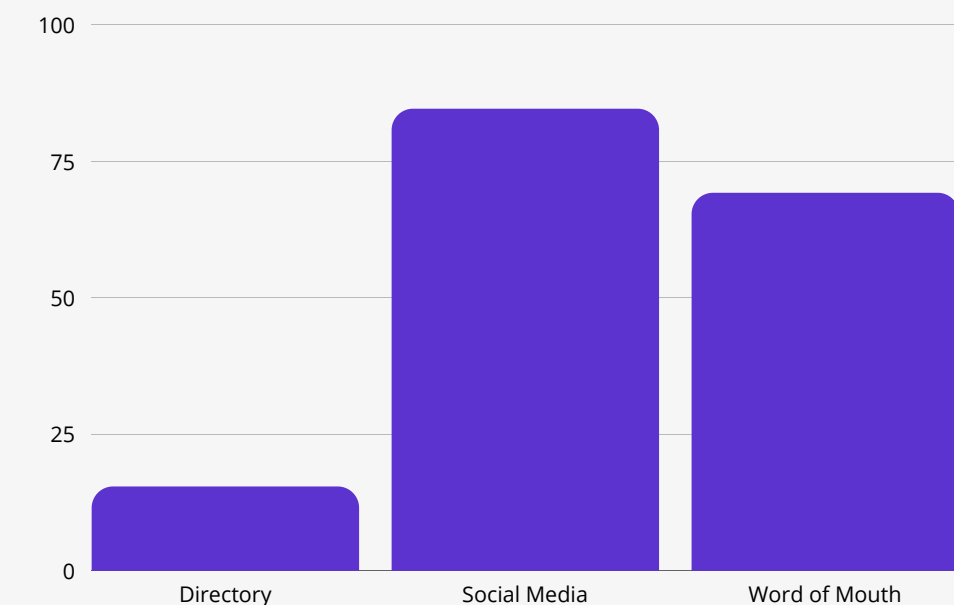
**PEER-REVIEWED ARTICLES**

# SURVEY RESULTS

While 84.7% of our survey respondents had heard of the RSO Directory...



... only 15.4% said that it helped them find a group. Social media was the most popular way to find a group, closely followed by word of mouth.



# INTERVIEW #1

- Current officer of SBC (a board game RSO)
- Mainly recruits members through WeChat(Announcements in Official Accounts, in groupchats etc)
- Hosts weekly board game events to increase involvement





## INTERVIEW #2

- Current RSO member of UW Esports, WGA Valorant, Design Build Fly
- Found clubs through **word of mouth** from friends and other people in those clubs



# KEY TAKEAWAYS



- Even people who are active in RSOs are **not using** the current system
- Most people find groups through **word of mouth**
- All groups seem to have **many events**, which can be overwhelming

# USER PERSONAS

After compiling our research, we summarized our two main use cases with the following user profiles

# USER PERSONA #1



## DEMOGRAPHICS

AGE	20
YEAR	Junior
MAJOR	Informatics
HOBBY	Surfing
BORN	Irvine, CA

## Eric Sean

### ABOUT

Eric is an Informatics major hoping to work in the tech field as a UX Researcher. He loves to go out and surf with friends, and is always excited to meet new surfers. With his love for surfing, he wishes to have an app for surfers to meet, flex their boards, and surf together!

### PERSONALITY



### MOTIVATIONS/ Frustrations

- Can't find friends with peers who have similar interests with him
- Continue learning new surfing techniques, meeting other surfers, and show off boards!

### SKILLS

- Comfortable using new technology
- Easily adaptive
- Independent, decision-maker

# USER PERSONA #2



## DEMOGRAPHICS

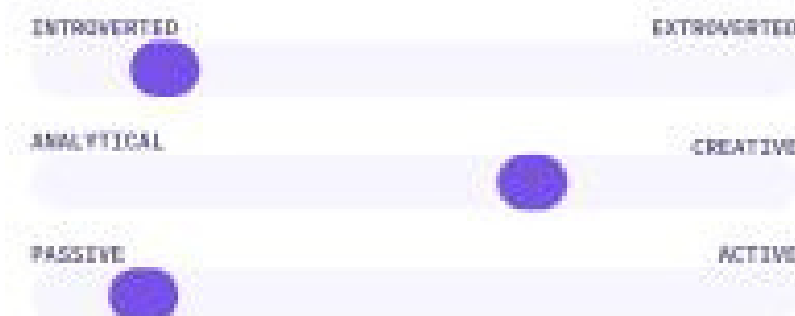
AGE	18
YEAR	Freshman
MAJOR	Business
HOBBY	Drawing
BORN	Lynnwood, WA

## Sarah Smith

### ABOUT

Sarah is a freshman studying Business. She spends most of the day doing homework and drawing by herself. She is looking for new friends that share an interest in art and hopes to break out of her shell!

### PERSONALITY



### MOTIVATIONS/ Frustrations

- Meet more people who enjoy her hobby and make friends with them
- Improve her art through the friends she makes
- She is having trouble meeting more people

### SKILLS

- Independent
- Reflective and self-aware
- Observant

# **STAKEHOLDER** **ISSUES**

**Difficult to connect  
to peers with  
similar interests**

**Unaware of ways  
to be involved on  
campus**

**Unmotivated to  
find resources**

# WHY ARE THESE ISSUES IMPORTANT?

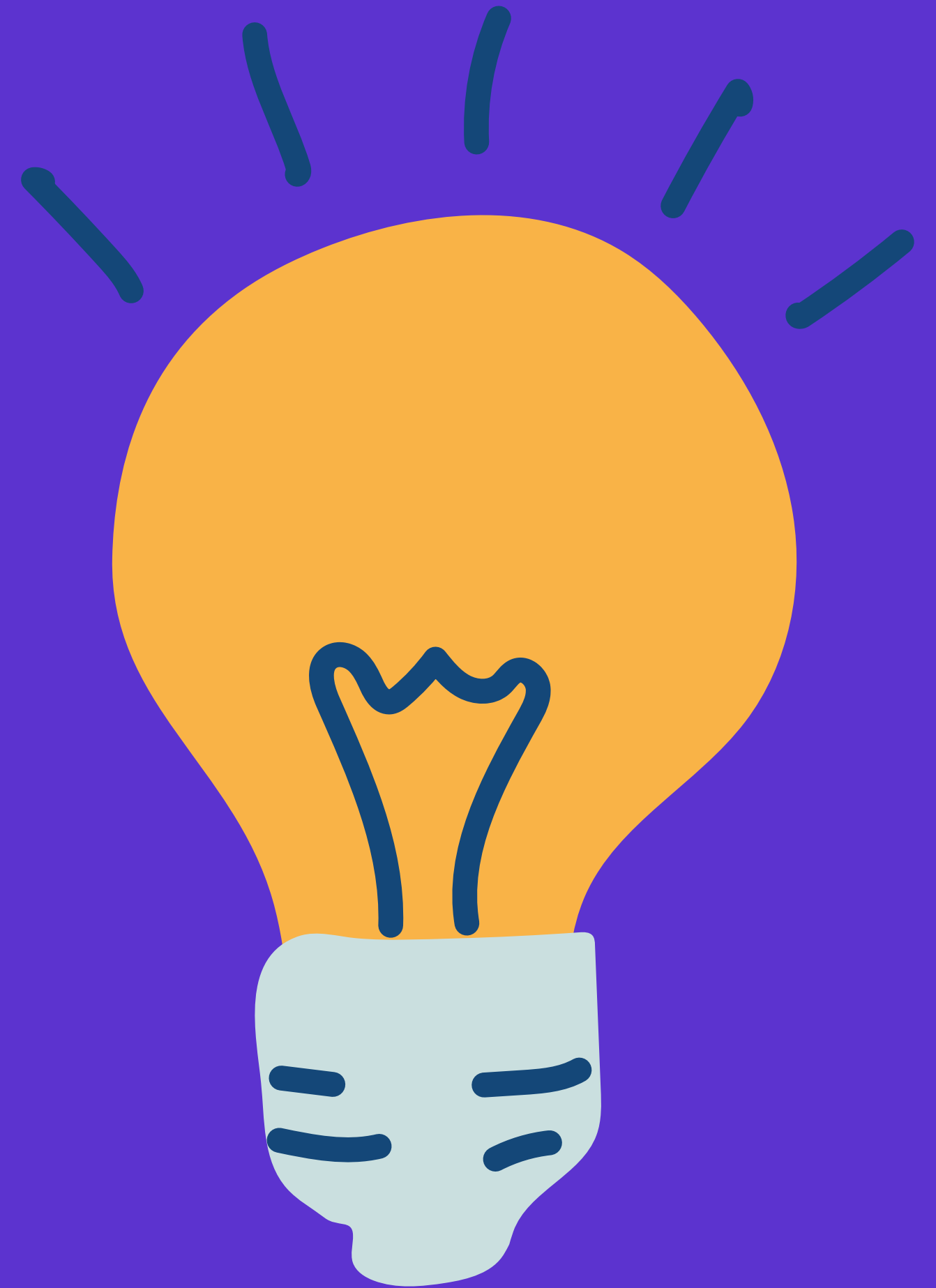
Research tells us that it's increasingly important for young adults to find community, as isolation is correlated with worse mental and physical health outcomes (Christiansen). With this knowledge, we can consider improving community on campus as an issue of public health.

## CITATIONS

Christiansen, J., et al. "Associations of Loneliness and Social Isolation with Physical and Mental Health among Adolescents and Young Adults." Perspectives in Public Health, vol. 141, no. 4, July 2021, pp. 226–236, doi:10.1177/17579139211016077.

# SOLUTION:

an app that improves the process  
of connecting UW  
students with similar interests



## WHY THIS SOLUTION?

### TECHNOLOGY

An app allows us to easily and quickly connect with our stakeholders - UW students. Most students are familiar with using apps to connect to others, so users can quickly become comfortable using our app, with minimal education needed on our part.



## WHY THIS SOLUTION?

### PROBLEM-SOLVING

Having one place for users to interact with all sizes of groups. from long-running RSOs to small clubs, directly addresses the stakeholder issue of not being able to find new peer groups and communities. Additionally, by putting all of the resources for groups in one place, we can solve the issue of students feeling overwhelmed or unmotivated by the amount of work needed to find this information.

# FINAL PRODUCT

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# FEATURES

# CALENDAR

Calender feature gives the user a clear layout of ongoing events from all rsos

Calendar+map



Calendar



Today, May 2nd

Event Name

0:00 - 0:00 PM

Group Name

LOCATION

This Week

Event Name

0:00 - 0:00 PM

Group Name

LOCATION

Event Name

0:00 - 0:00 PM

Group Name

LOCATION

Event Name

0:00 - 0:00 PM

Group Name

LOCATION

This Month

Event Name

0:00 - 0:00 PM

Group Name

LOCATION



FEATURES

INTEREST MATCH

Interest match/ search page

What your area of interests?

Browser all the categories or

Q Search

x

Acedemic

total group: 20

Sports

total group: 10

Culture

total group: 11

Music

total group: 12

Outdoors

total group: 13

Gaming

total group: 14

gaming group page

Gaming Groups

UDub Minecraft

10 members

Valorant @ UW

10 members

Gaming Association at UW

10 members

PCM - League of Legends

10 members

Husky Gaming Club

10 members

The search page is a place where the user explores various RSOs at UW

User Interests

My Interests

Sports

Browse 10 groups

Gaming

Browse 14 groups

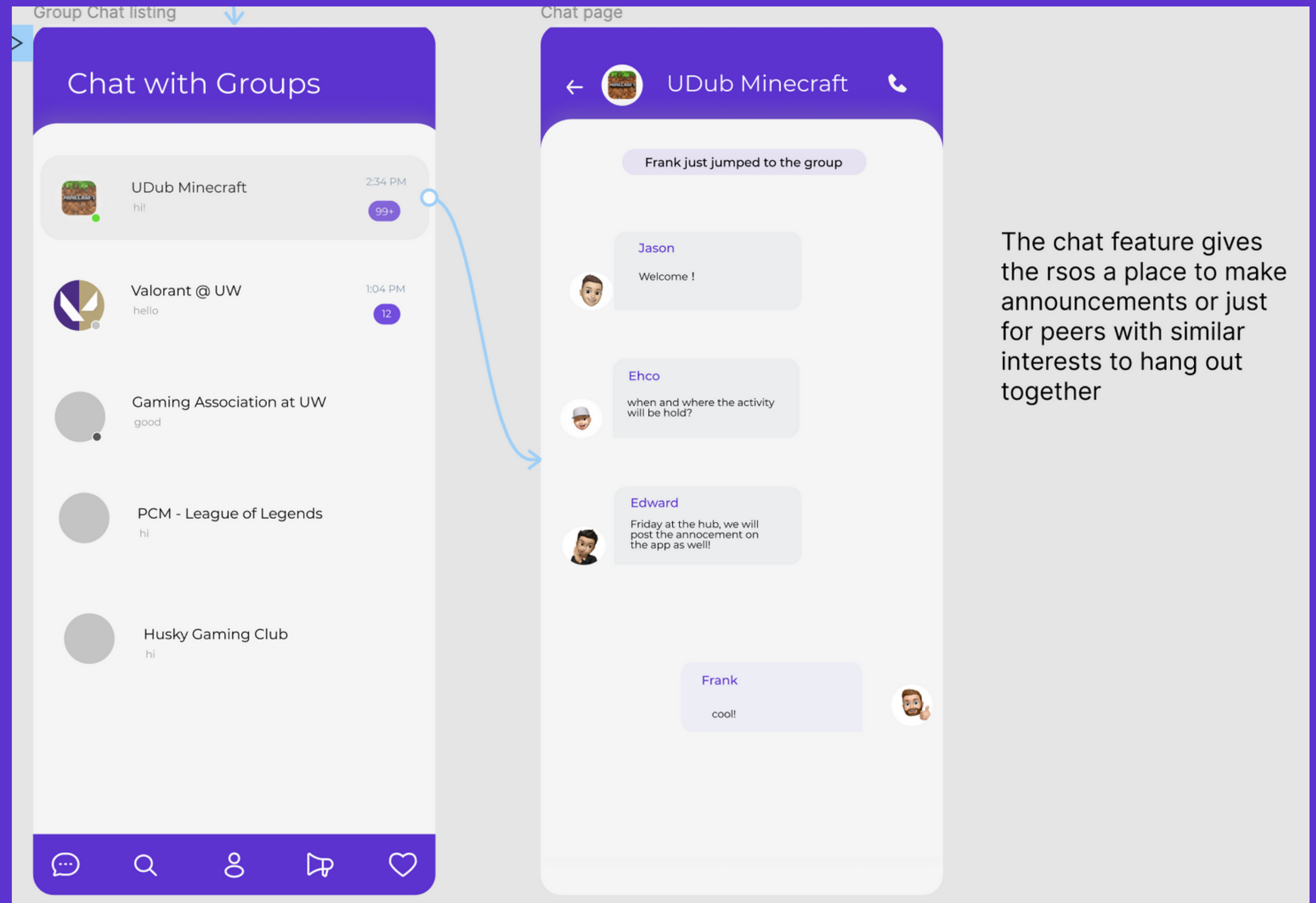
Outdoors

Browse 13 groups

Users can tap the heart on a category to add it to their interests. From here, they can browse groups that match these interests!

# FEATURES

# CHAT



The chat feature gives the rsos a place to make announcements or just for peers with similar interests to hang out together

# EVALUATION:

Users explored the design  
through the Figma prototype  
feature while focusing on specific  
tasks



# TASKS

- 1. User knows about a group, and wants more information about a specific event they're holding**  
**(Features being tested: Search, events, group chat)**
- 2. User does not know about any groups on campus, but would like to meet up with others who are interested in gaming.**  
**(Features being tested: Group navigation, interests page, filters)**

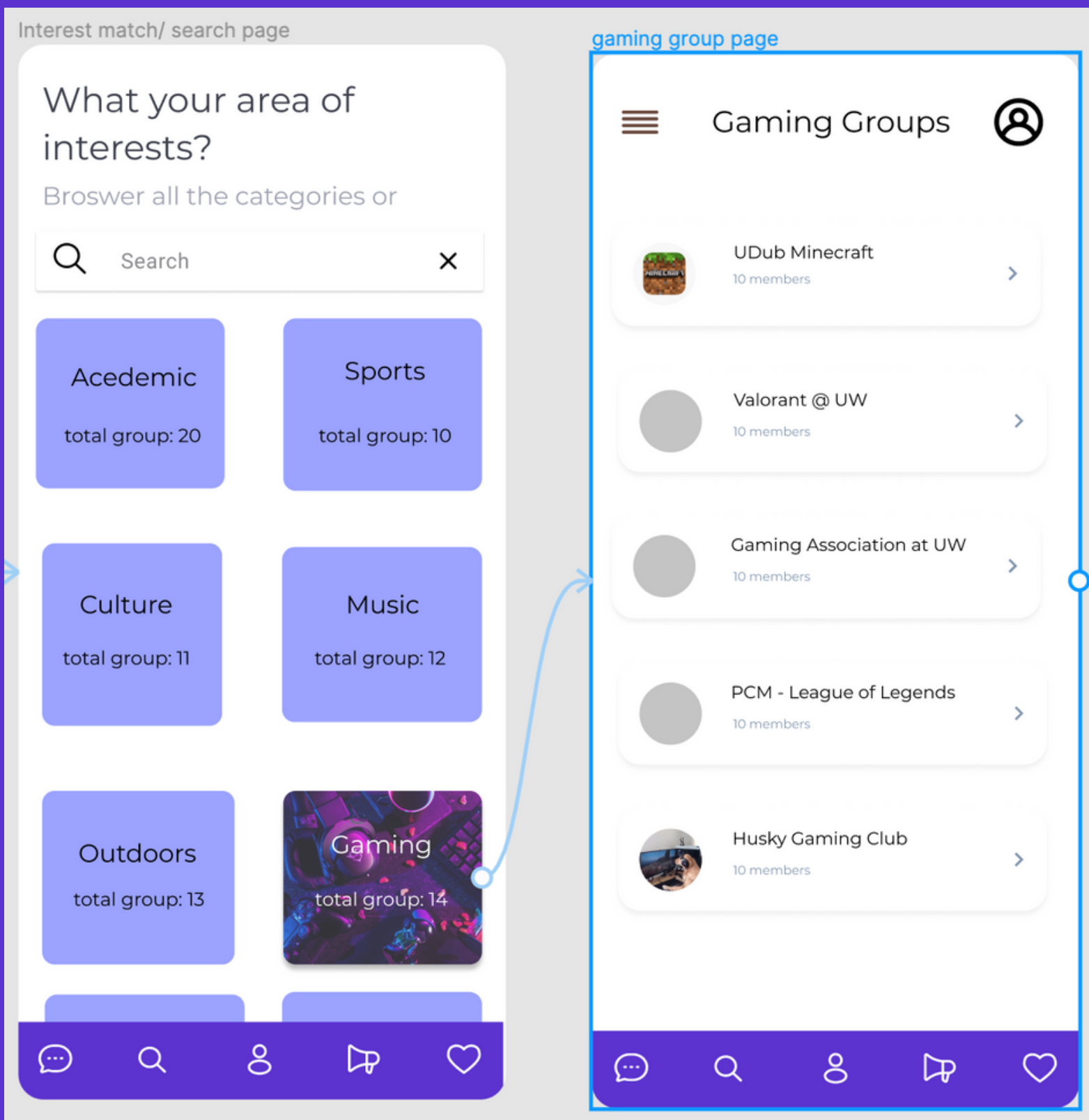
# **TAKEAWAY #1**

**DIFFICULT FOR USERS TO  
KEEP TRACK OF INDIVIDUAL  
GROUPS**

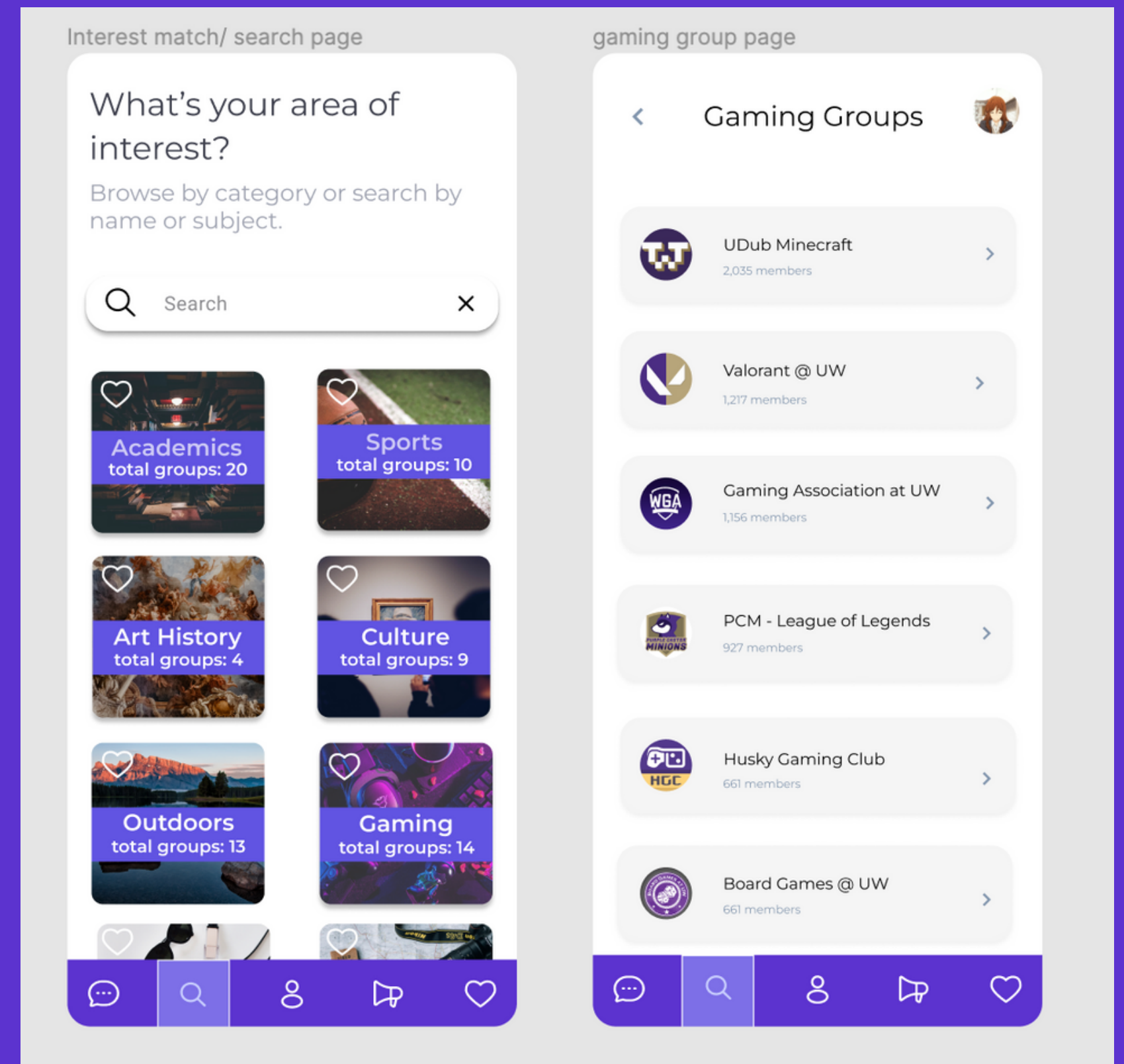


# Solution: Save Groups Feature

## BEFORE



## AFTER

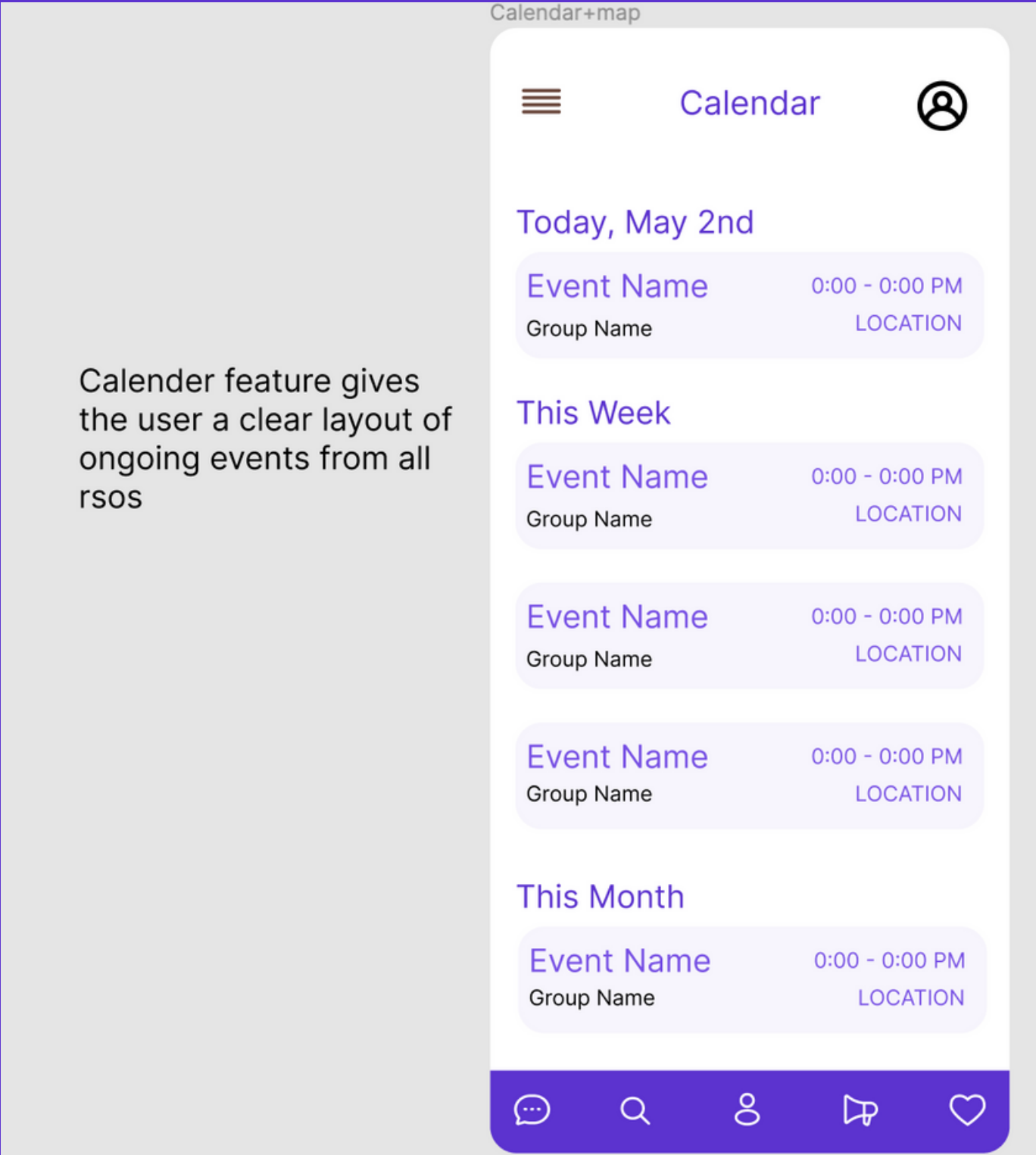


## **TAKEAWAY #2**

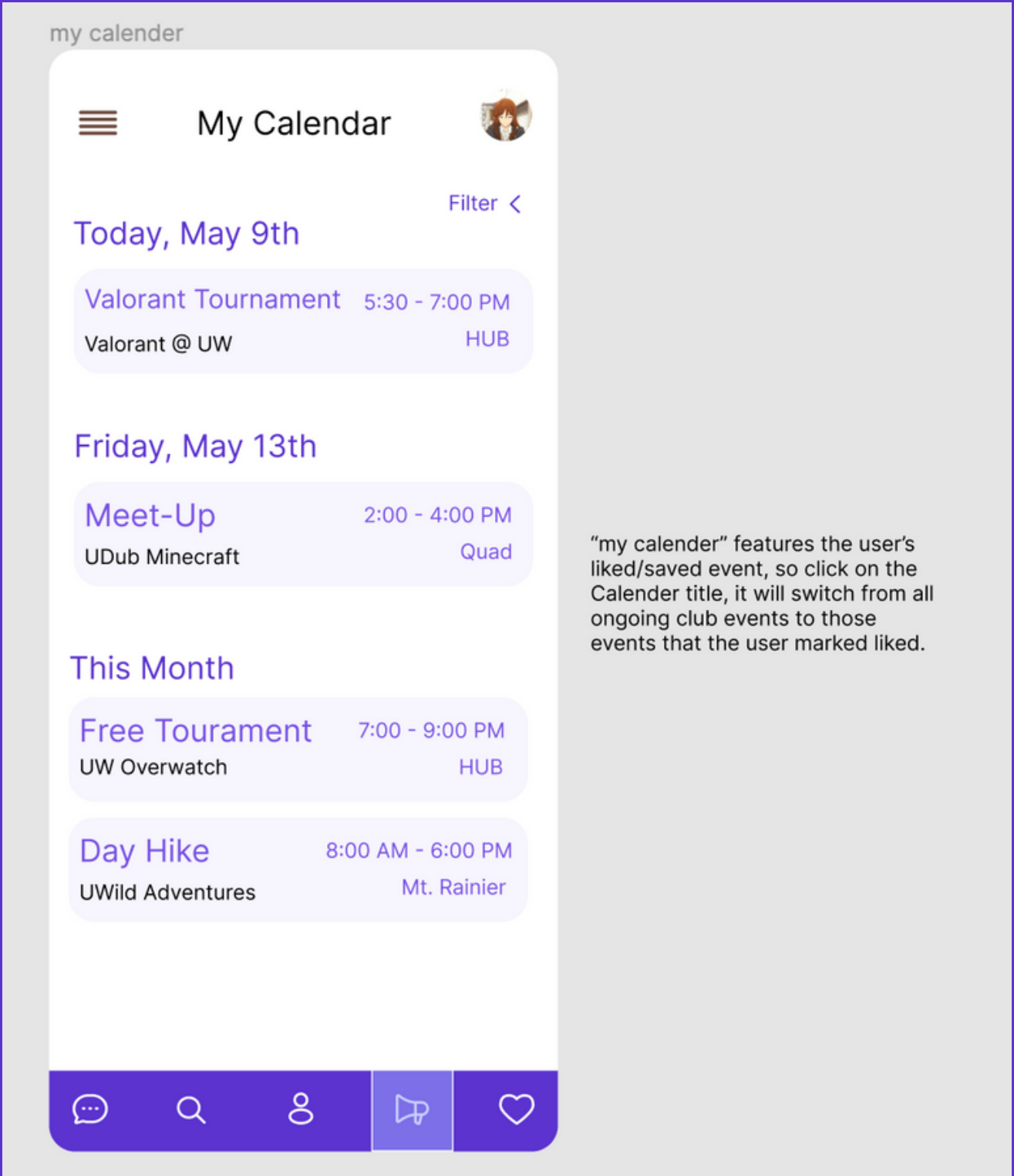
**EVENTS FOR ALL GROUPS  
COULD BE TOO MANY FOR A  
USER TO NAVIGATE  
THROUGH**

# SOLUTION: MY CALENDAR FEATURE

## BEFORE



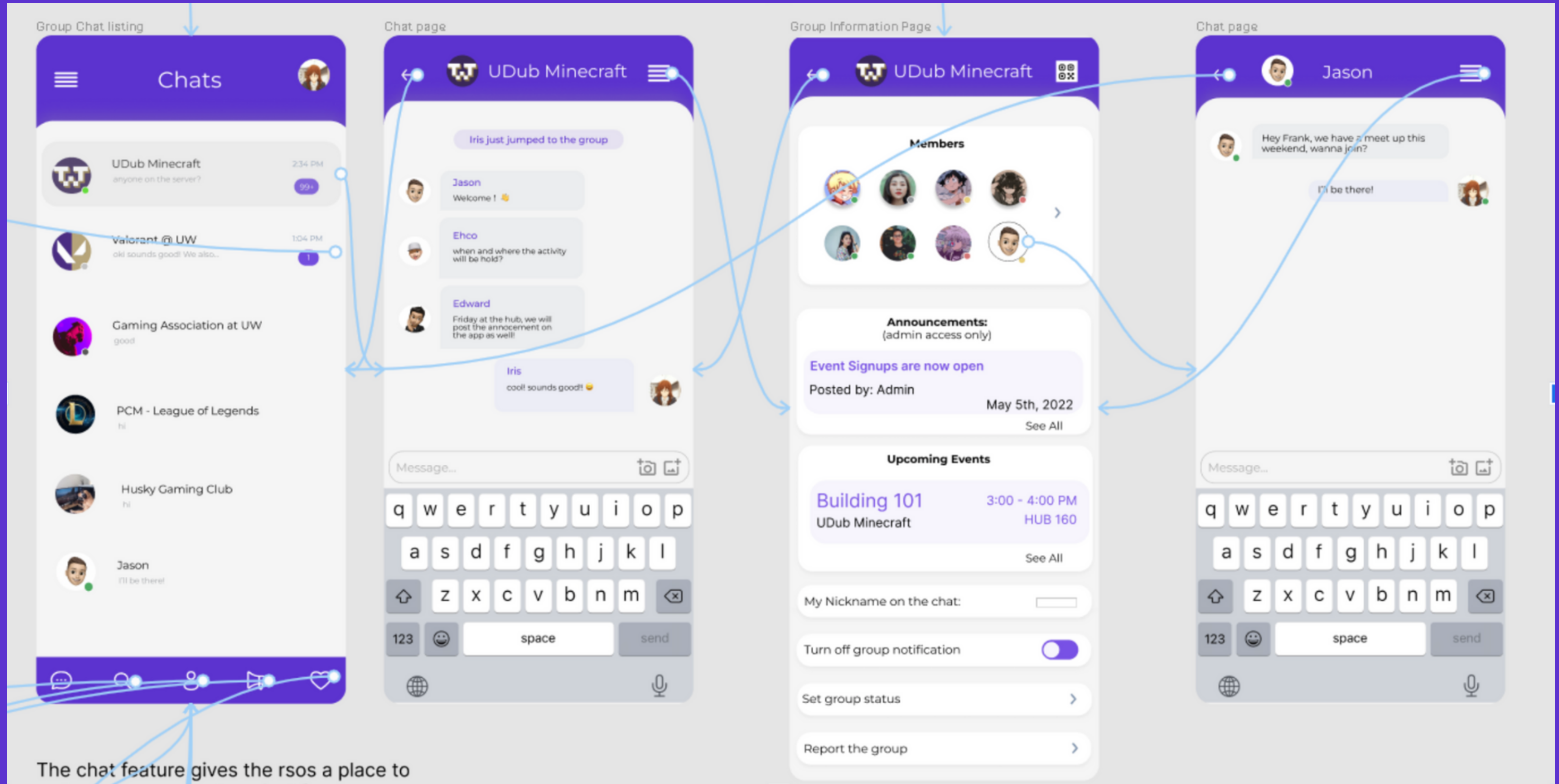
## IMPROVED



## **TAKEAWAY #3**

**DIRECT MESSAGING IS  
NECESSARY**

# SOLUTION: UPGRADED CHAT



# **LIMITATIONS**

## **ASSUMPTIONS**

Our app assumes that users are familiar with social media in general. It also assumes that users are able to read in English, as alternate languages are currently not offered.

## **NEEDS WE WERE UNABLE TO ADDRESS**

We have only focused on the student users who want to look for RSOs right now. We do not have time to design the interface for the RSO officer users. For example, how the officers can create RSO and how do they manage the event panel or general chat.

## **FUTURE IMPROVEMENTS**

- Implementing the recommendation algorithm to help the users to better match and find their interests when they are browsing the app
- Add accessibility and language features



# REFERENCES

Christiansen, J., et al. "Associations of Loneliness and Social Isolation with Physical and Mental Health among Adolescents and Young Adults." *Perspectives in Public Health*, vol. 141, no. 4, July 2021, pp. 226–236, doi:10.1177/17579139211016077.