



Group N - Social Media Survey

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Generic

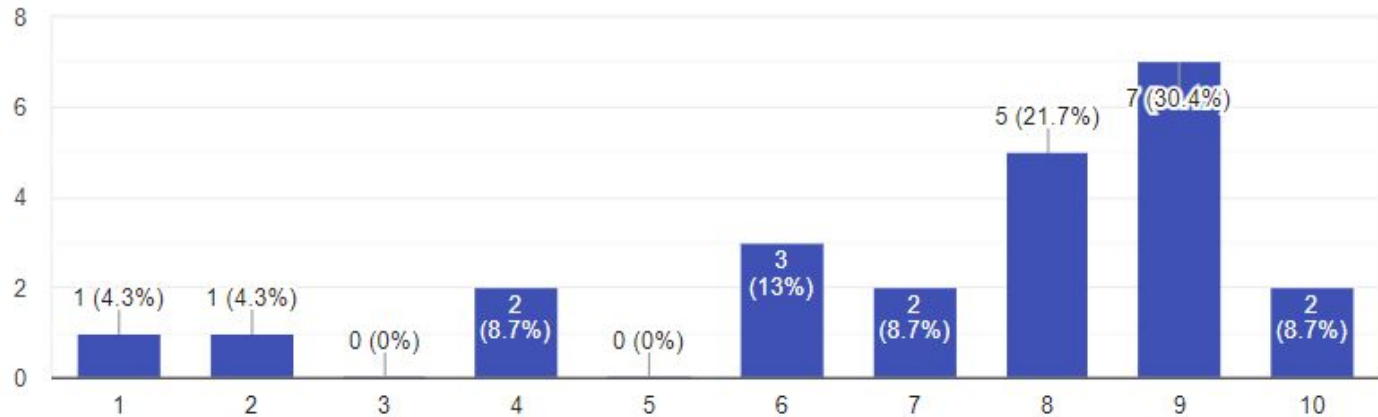


Gamification

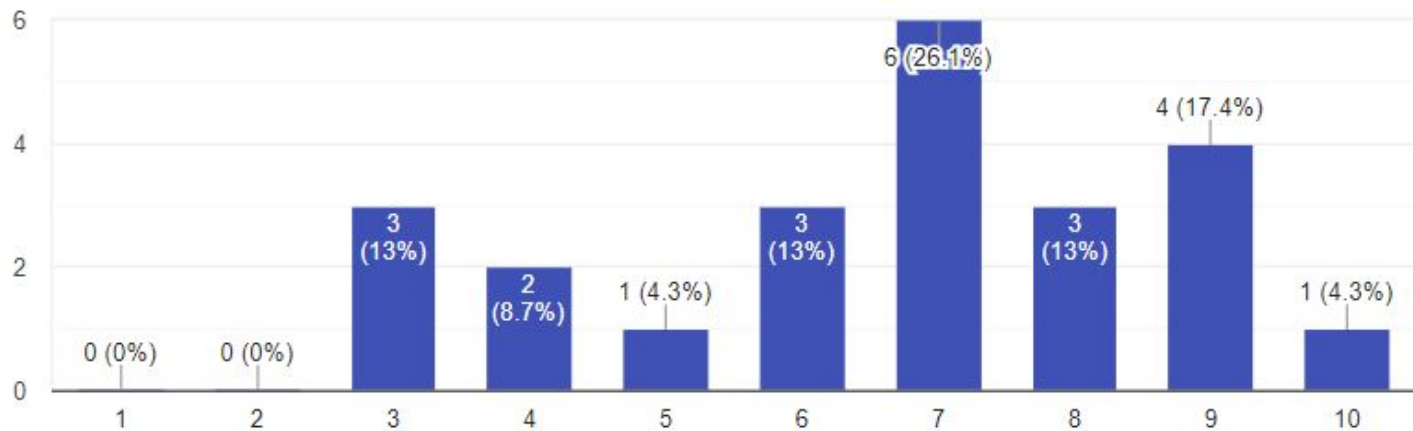


Socal Wall

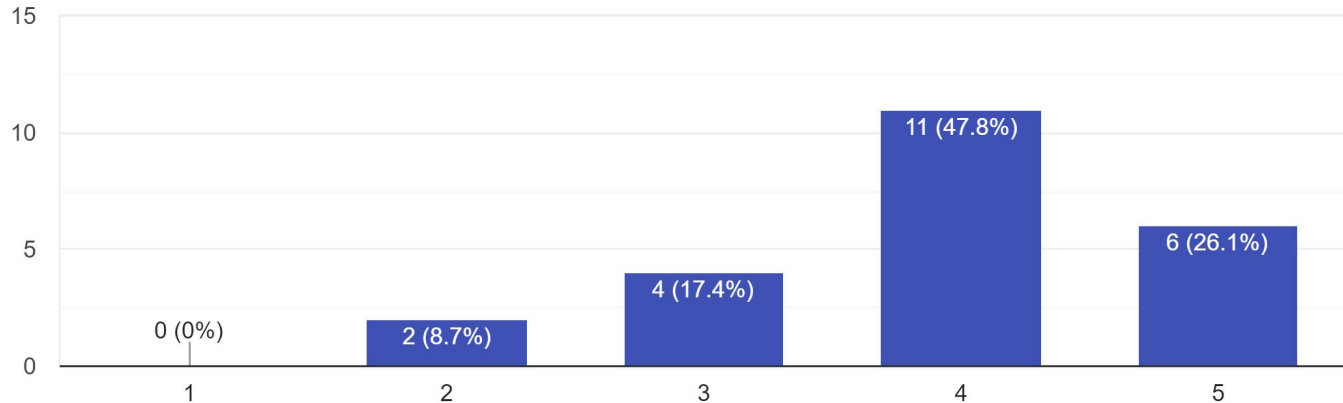
Degree students believe a university run social media would affect positively their relationship with other students:



Degree students believe a university run social media would affect positively their relationship with professors:



Likelihood of using the application if a student - professor connection can be made :





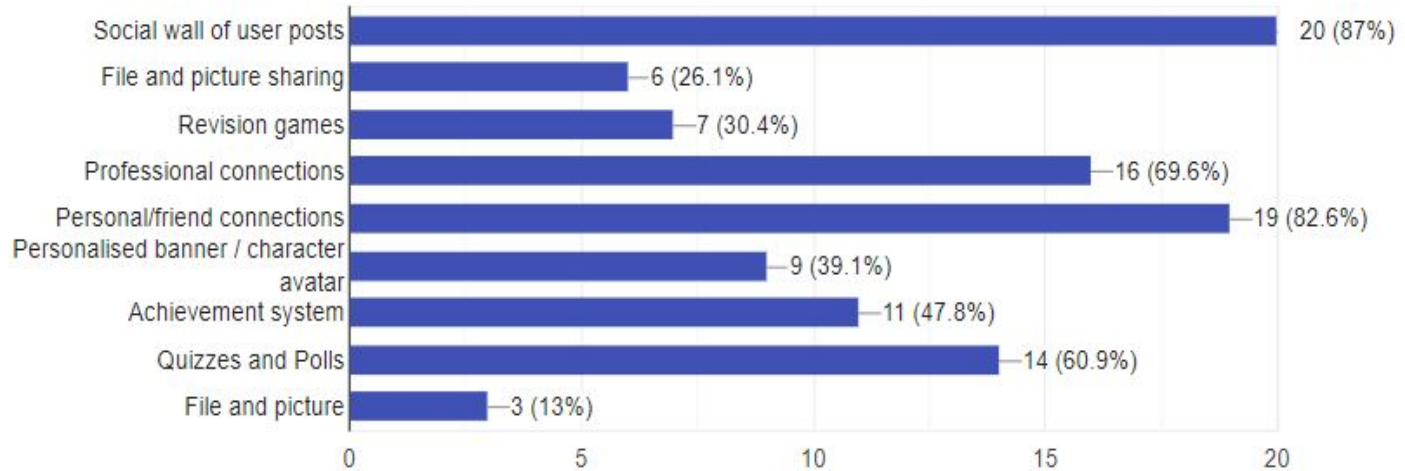
Why is this important to know ?

During planning and development of the application it is essential to have an understanding of user behaviour.

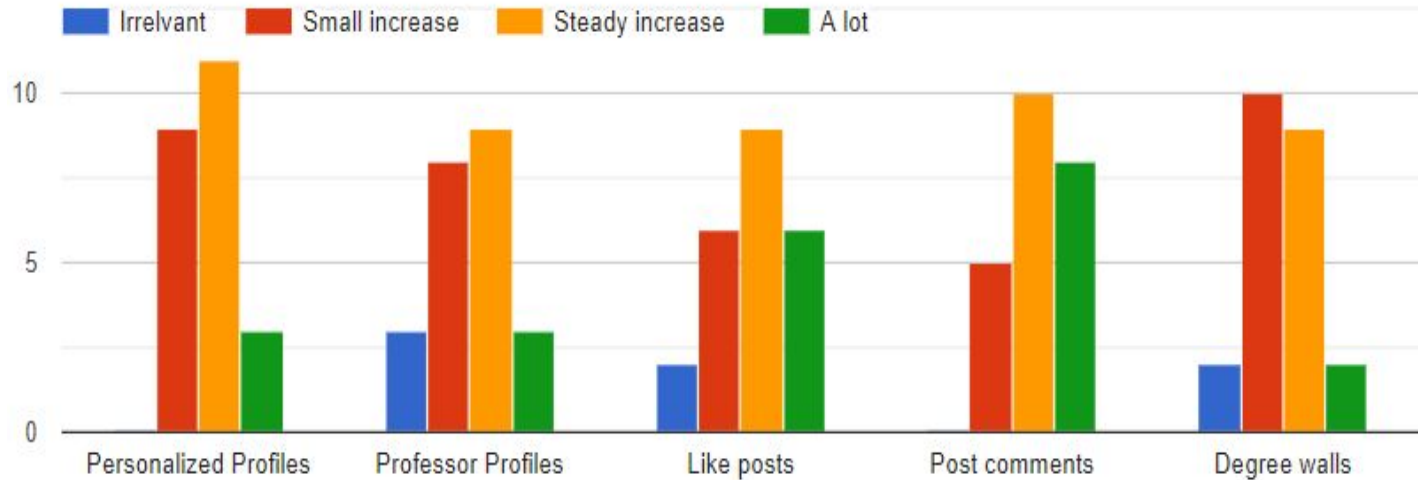
As shown in the previous graphs more than 60% of users strongly believe that a university run application would increase their time communicating with others.

A positive reaction common when asking about the possibility of having connections between staff and students.

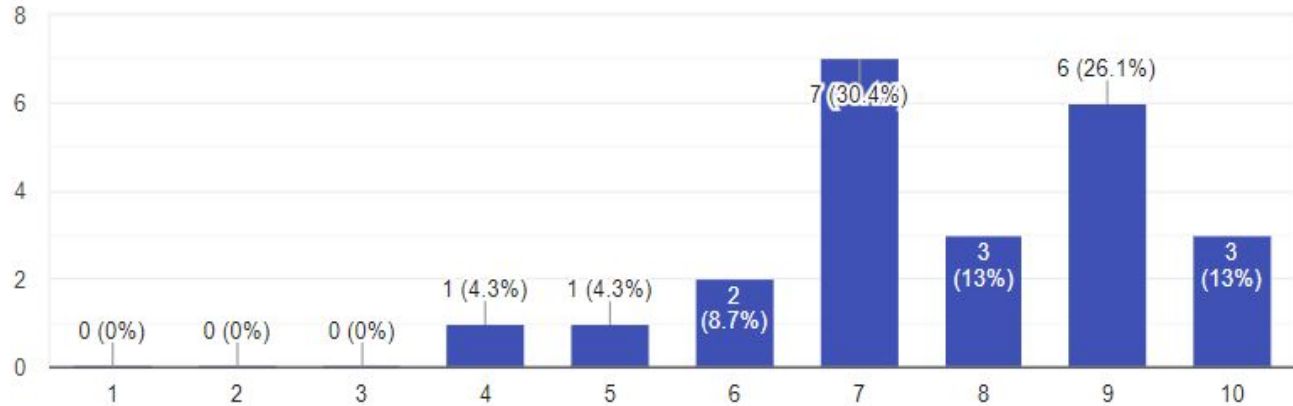
Essential features for a university based social interaction application according to users:



Features likeliness of increasing interactivity between students:



How important is a social wall to promote interaction with others?





What can we deduct?

Due to this research we were able to have a full user oriented development.

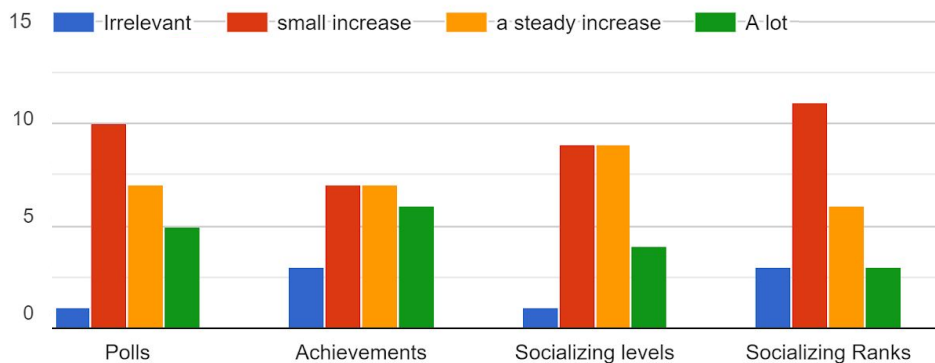
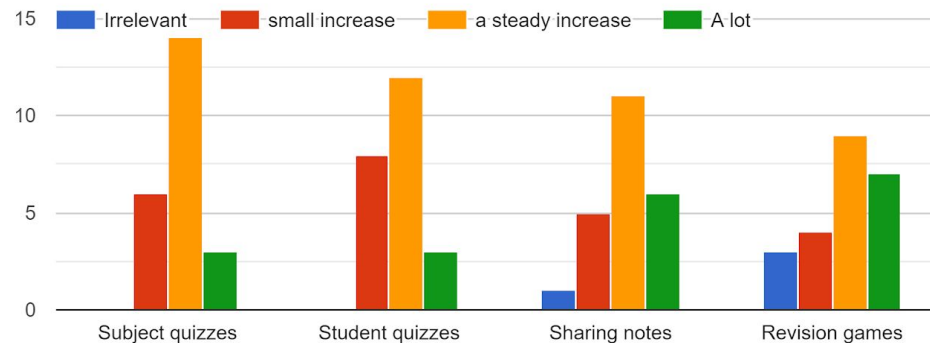
We decided to prioritize the implementation of popular features such as social walls, posting posts and comments, friend connections, quizzes and polls.

We also tried to spend more time on features the user believes would push to interact between each other over a long period of time. For example degree walls.

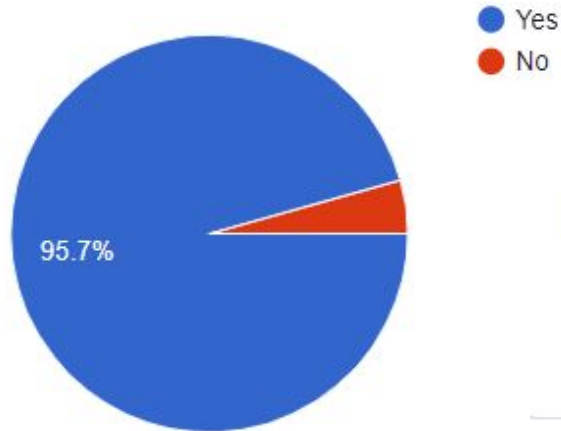
A black tablet is centered in the image, displaying the word "GAMIFICATION" in a bold, black, sans-serif font on a white screen. To the left of the tablet, a trail of blue and light blue bubbles of various sizes extends towards the left edge. To the right, a trail of pink, orange, and yellow-green bubbles extends towards the right edge. The background is a plain, light gray.

GAMIFICATION

**How much
specific
features
would affect
student's
interactivity
with other
students.**



Are student made quizzes are a good way to promote interaction between students?

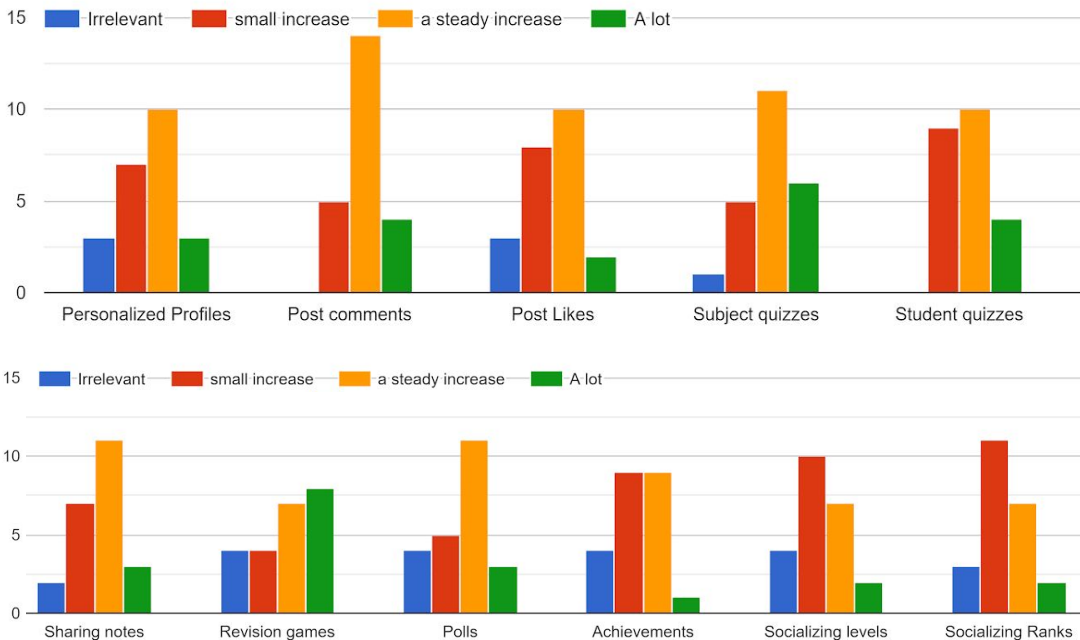


If No, why?

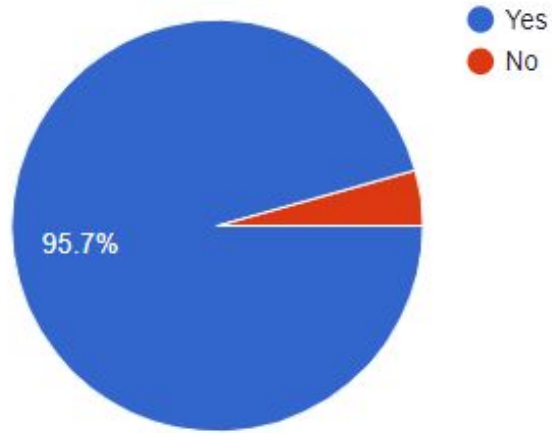
1 response

Would detract from the seriousness of your work

**How much
specific
features
would affect
student's
interactivity
with
professors.**



Do you believe professor made quizzes are a good way to promote interaction between students ?



If No, why?

Probably not as fun. Has a more serious tone to it.



How do we make the app fun?

Our goal with this application is to make students and staff interconnect with each other in an interesting and fun way through their main element in common: the university.

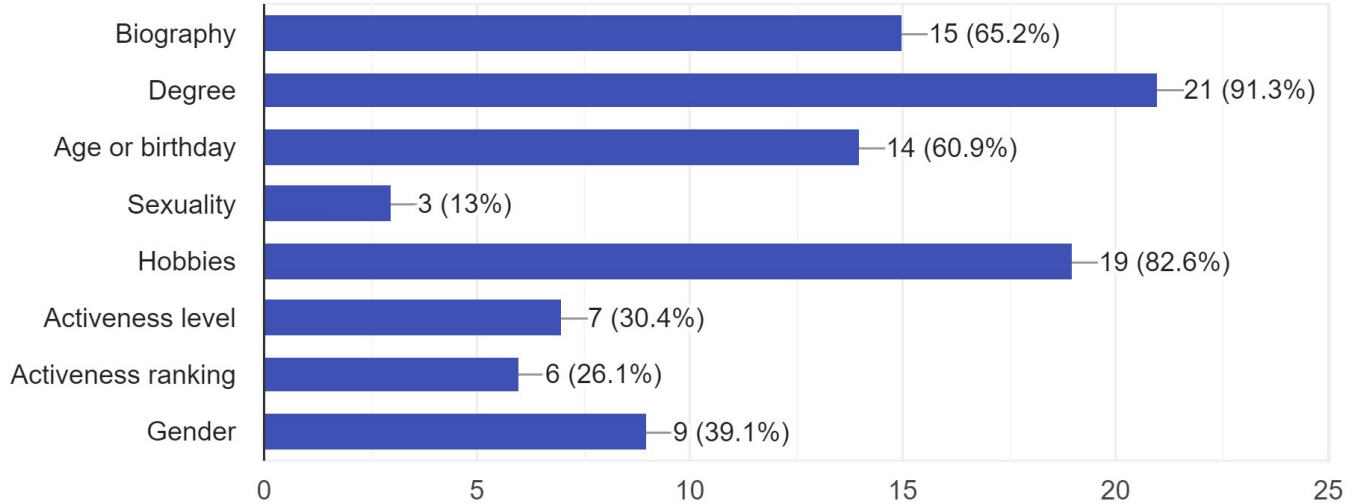
To do so we asked what features would best connect people on this common topic.

95% of users believe that quizzes would increase interaction regardless of the maker being a student or staff. This enabled us to understand that a key feature to the app should be this functionality.

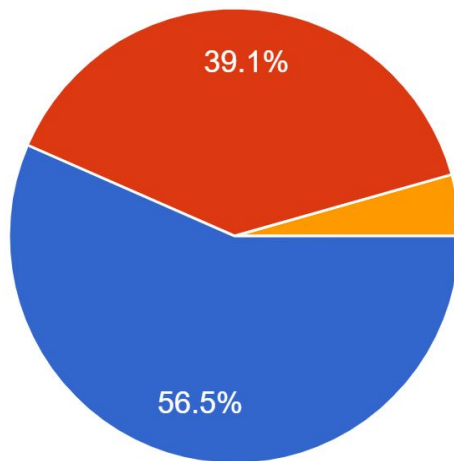
A black tablet is centered in the image, displaying the text "SOCIAL WALL" in a bold, black, sans-serif font on a white screen. To the left of the tablet, a trail of blue and light blue bubbles of various sizes extends towards the left edge. To the right, a trail of pink, orange, and yellow-green bubbles extends towards the right edge. The background is a plain, light gray.

SOCIAL WALL

What do you think essential information that should be displayed on a student's profile page.



Is a biography section for personal profiles helpful to increasing interactivity between students ?



● Yes

● No

● It can be, depends what's in it

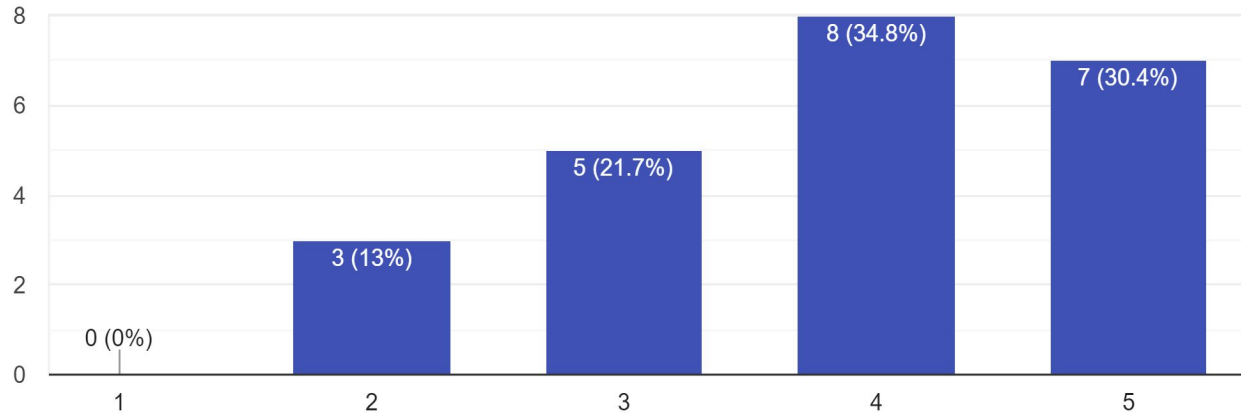
If yes, why?

It allows for others to get an understanding of who you are.

It allows others to quickly find out about you and what kind of student/person you are. It could promote social interaction if you know a little bit about the person, or can prevent negative interactions if you see anything off-putting in their biography.

Good to get an understanding of a person

How useful are profile customizations (i.e. profile picture) to promote interaction with others ?



A decorative vertical bar on the left side of the slide, composed of numerous overlapping circles in shades of blue, yellow, orange, and pink, creating a bubbly, abstract effect.

Personalization:

The profile page is considered by at least 30% of users as essential to bring interest of others to oneself.

For this reason we wanted to understand what is important information for bringing people together.

91% of users believe degree is an essential detail for a profile page, we therefore decided that this would be a key part of information to features like suggested connections and posts searching.



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End of survey