

**design sprint**  
**outlaw design**

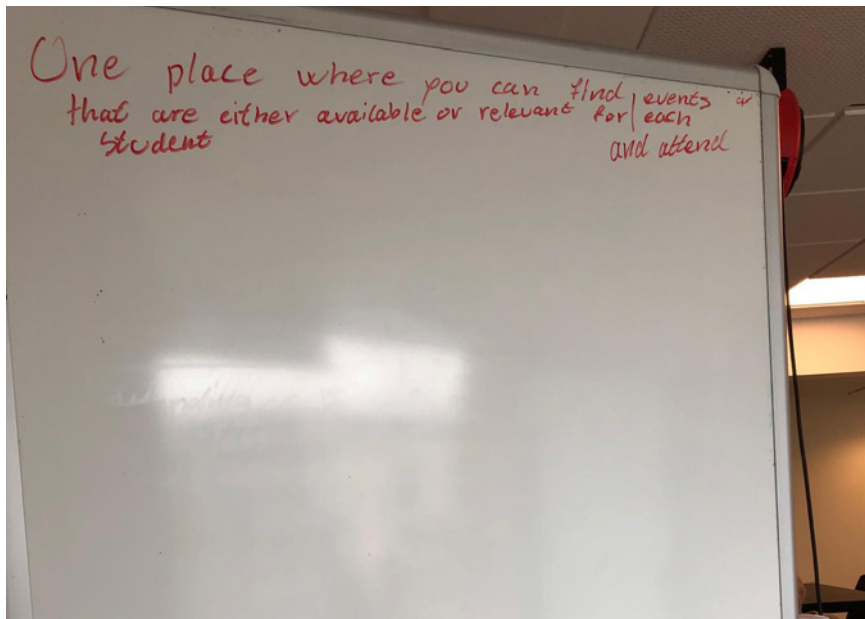
# Map

## Long-term goal:

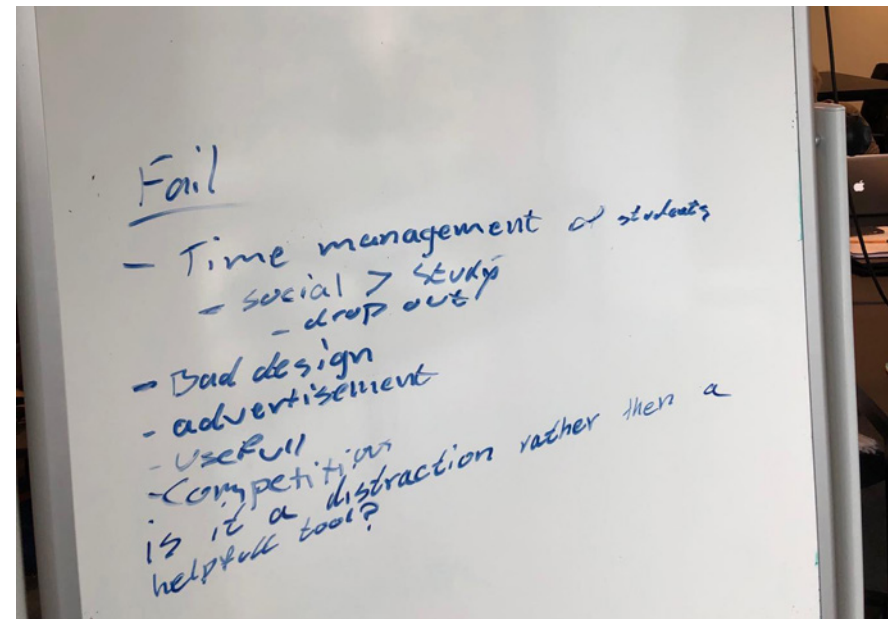
In a few years, all the KEA students will participate in the social life (not only attending but also organizing events) thanks to our app - one place where you can find, suggest, create (and then attend) events

## Sprint questions:

- Would our app be a distraction rather than a helpful tool? Would it cause students to focus more on social activities than their studies?
- What if the design of our app would be bad and hard to navigate?
- What about the competition? Wouldn't our app be too similar to facebook or fronter?
- Are people even interested in such an app?
- What if we wouldn't be able to properly advertise it?



Long-term goal



Sprint questions

## Ask the experts:

1. Tech Lounge employee
2. Student

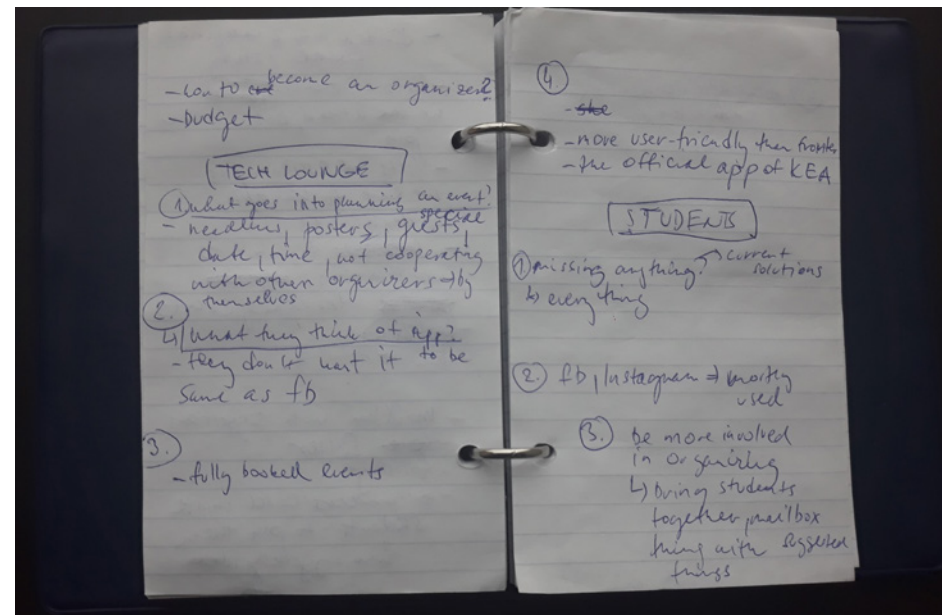
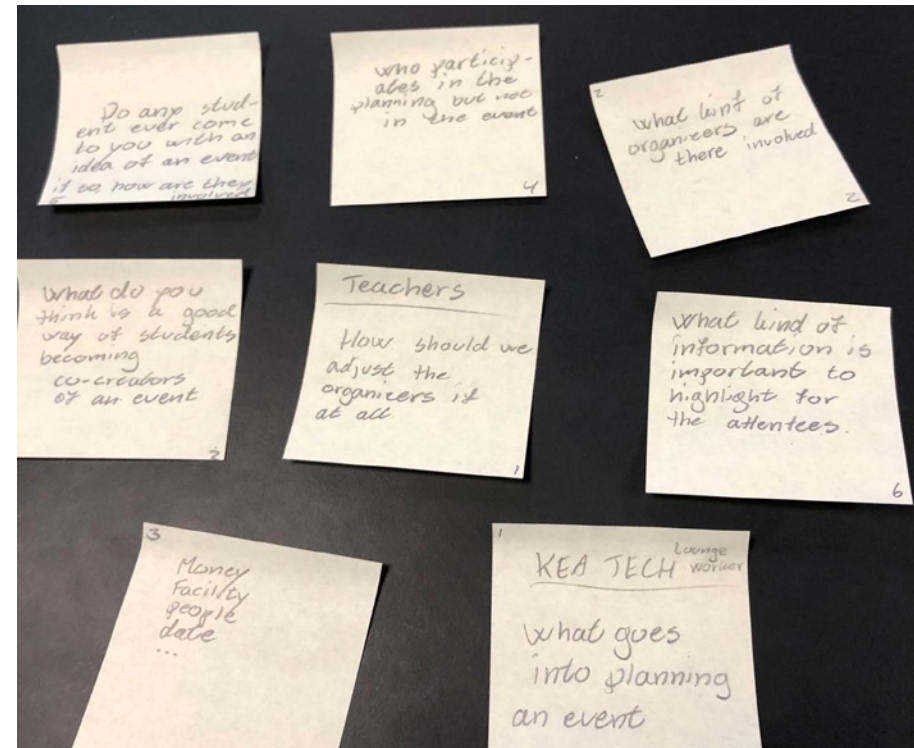
## HMW....:

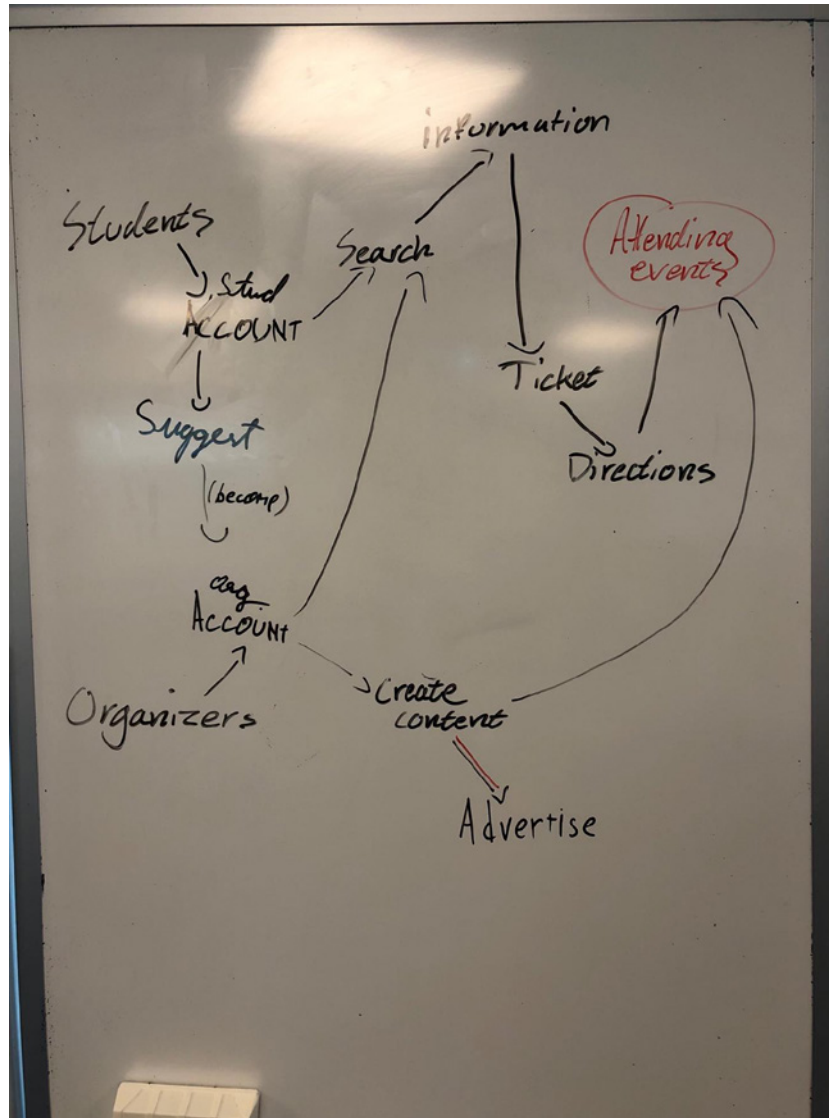
- make our app different from facebook?
- make it more user-friendly than fronter?
- promote it as an official KEA app?
- connect all campuses?...



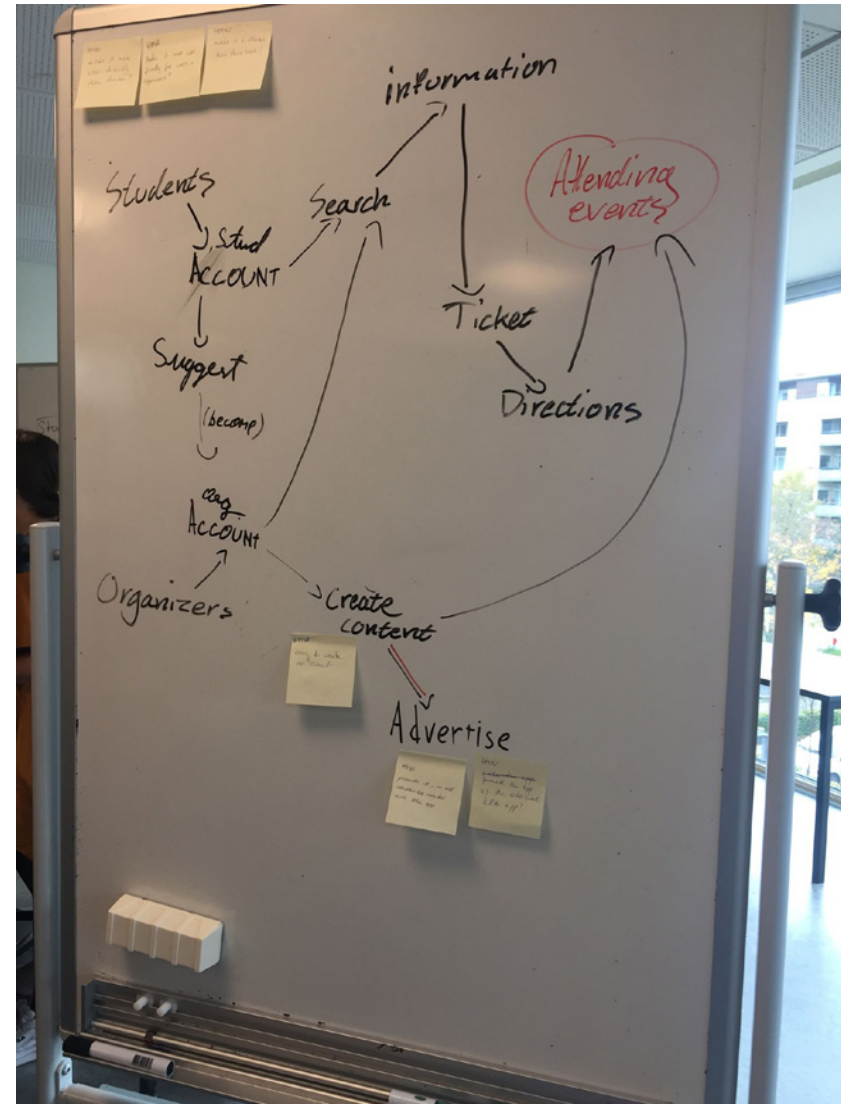
## Making of HMW notes

## Ask the experts





Map



HMW notes

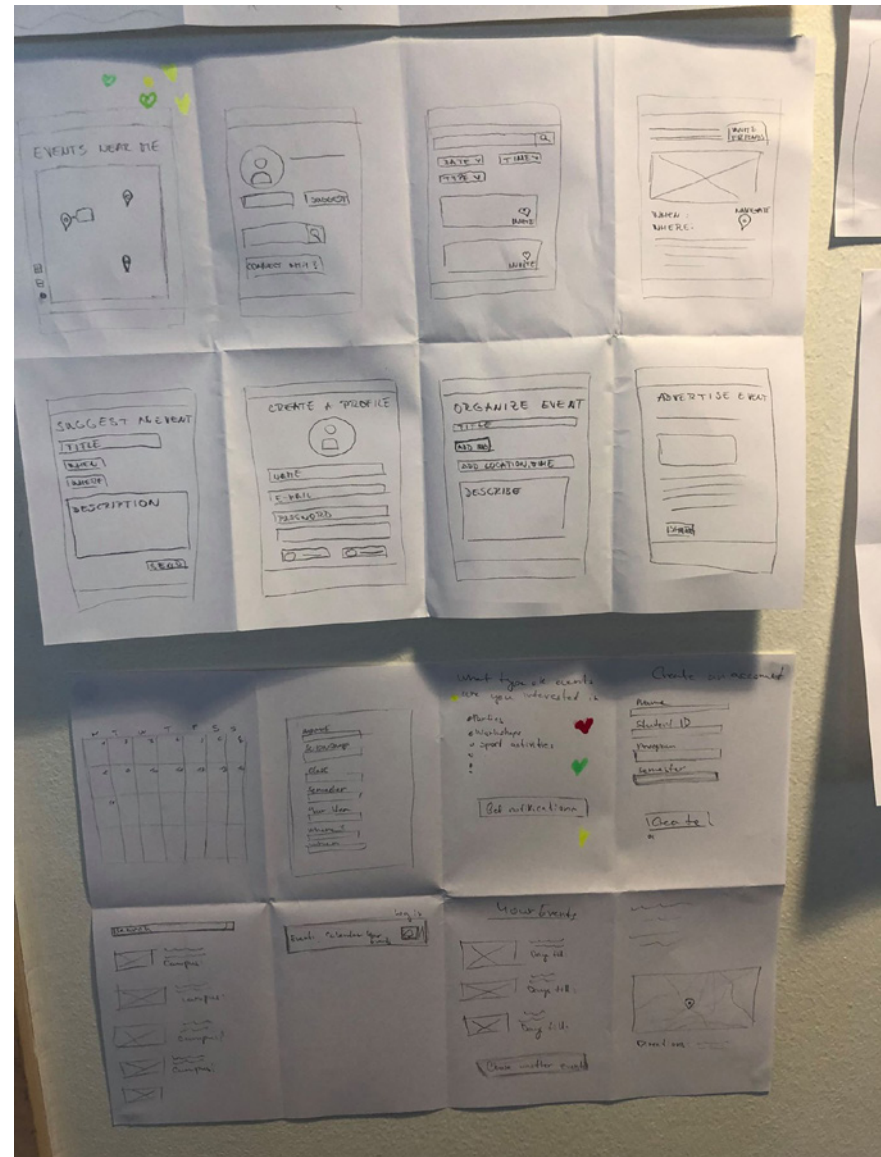


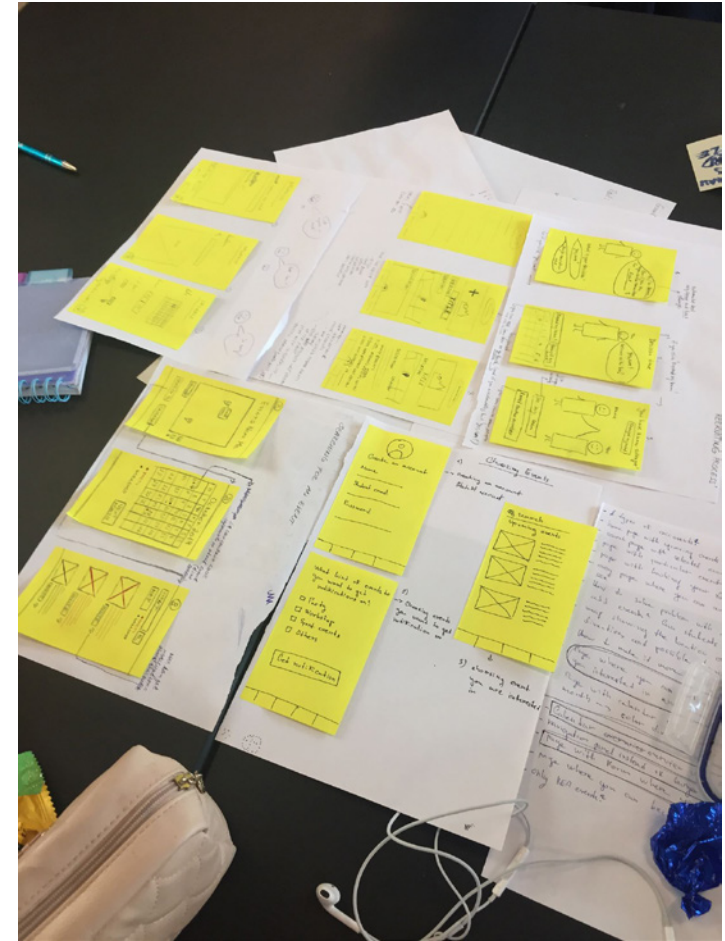
# Sketch

## Notes and ideas

- 2 types of accounts?
- home page with upcoming events
- search page with selected events
- page with particular event with info about it
- page with booking your ticket
- easy page where you can add the event for everyone to see
- how to solve problem with 2 types of accounts, who can add events? Can students suggest events?
- map showing the location of the event and directions and possible transportation to the place
- how to make it more user-friendly than Facebook?
- Page where you can select what type of events are you interested in and then get notifications based on it?
- Page with calendar with overview of events in a month → color dividing?
- Calendar overview with upcoming events
- navigation panel instead of large menu
- page with forum where you can suggest event
- page where you can become an organizer?
- only KEA events?

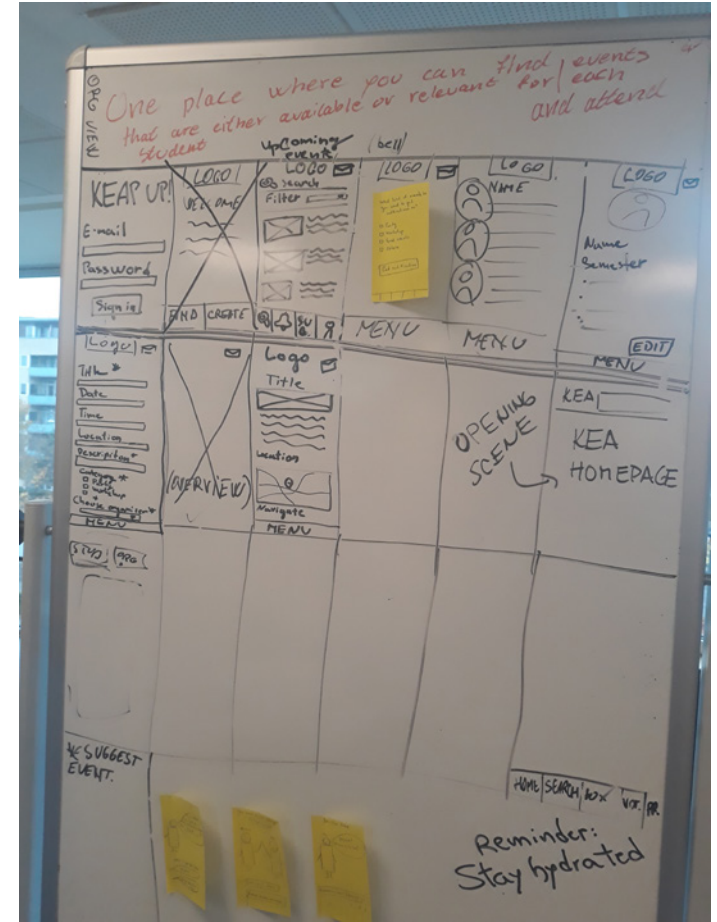
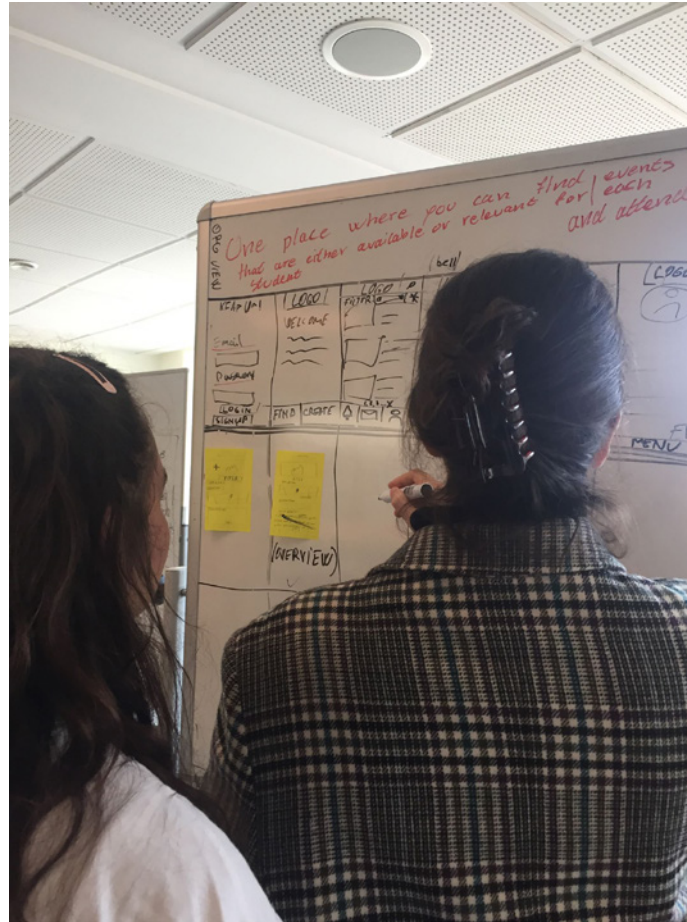
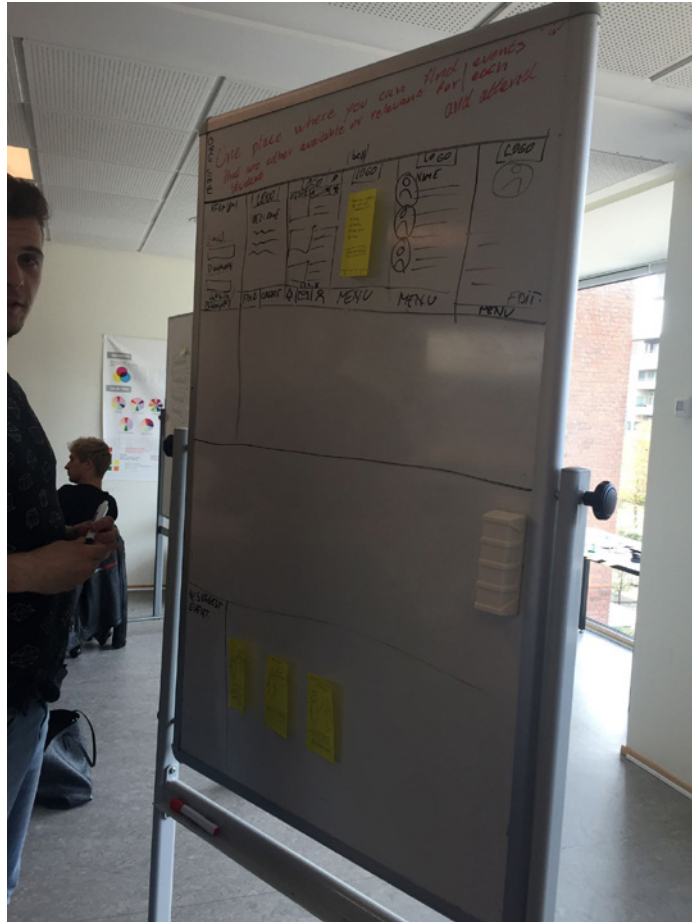
## Crazy 8s (+ voting)



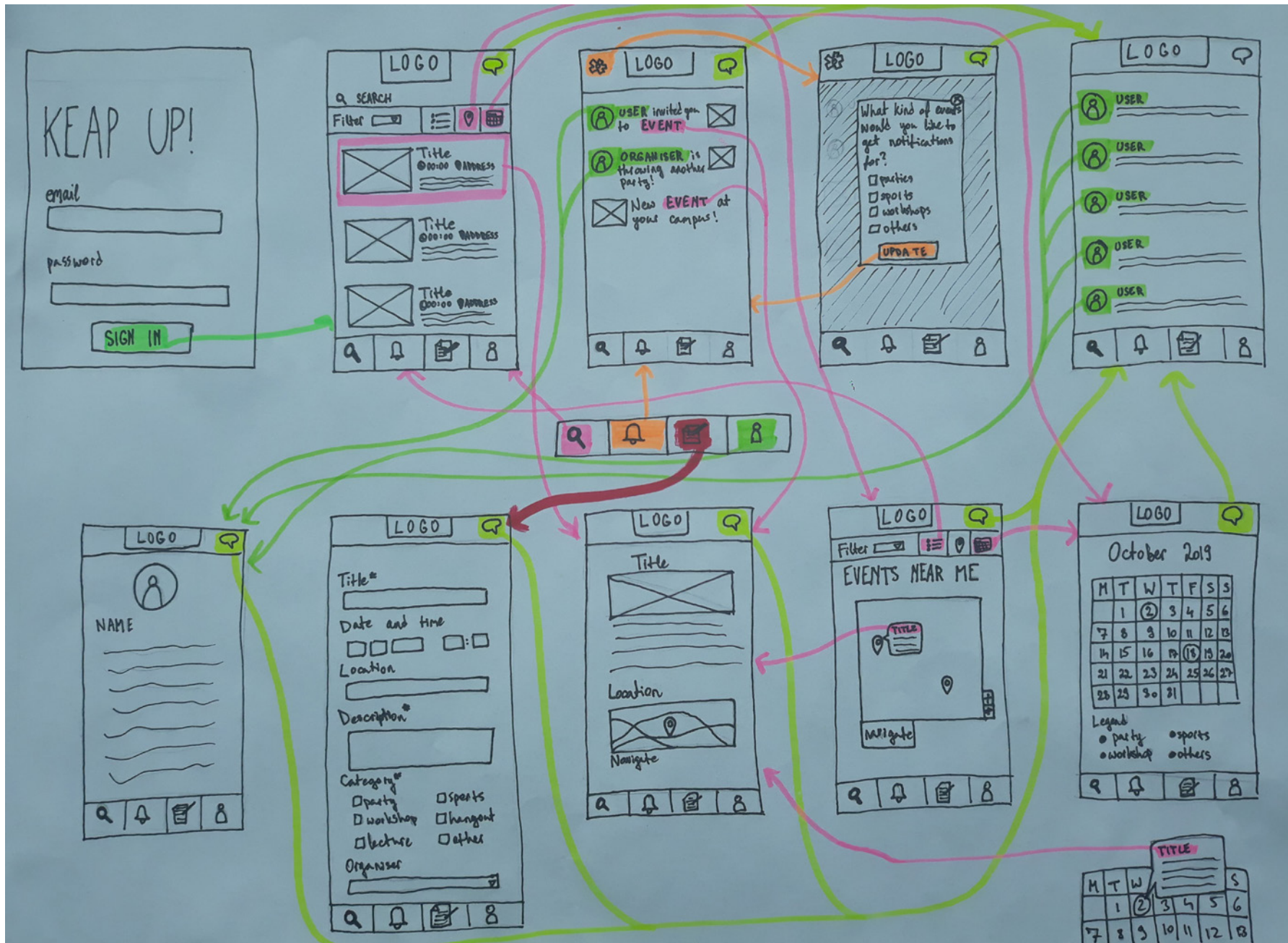




# Story board



# Wireflow





## Logo + voting

OUTLAW  
DESIGN

Keep up!

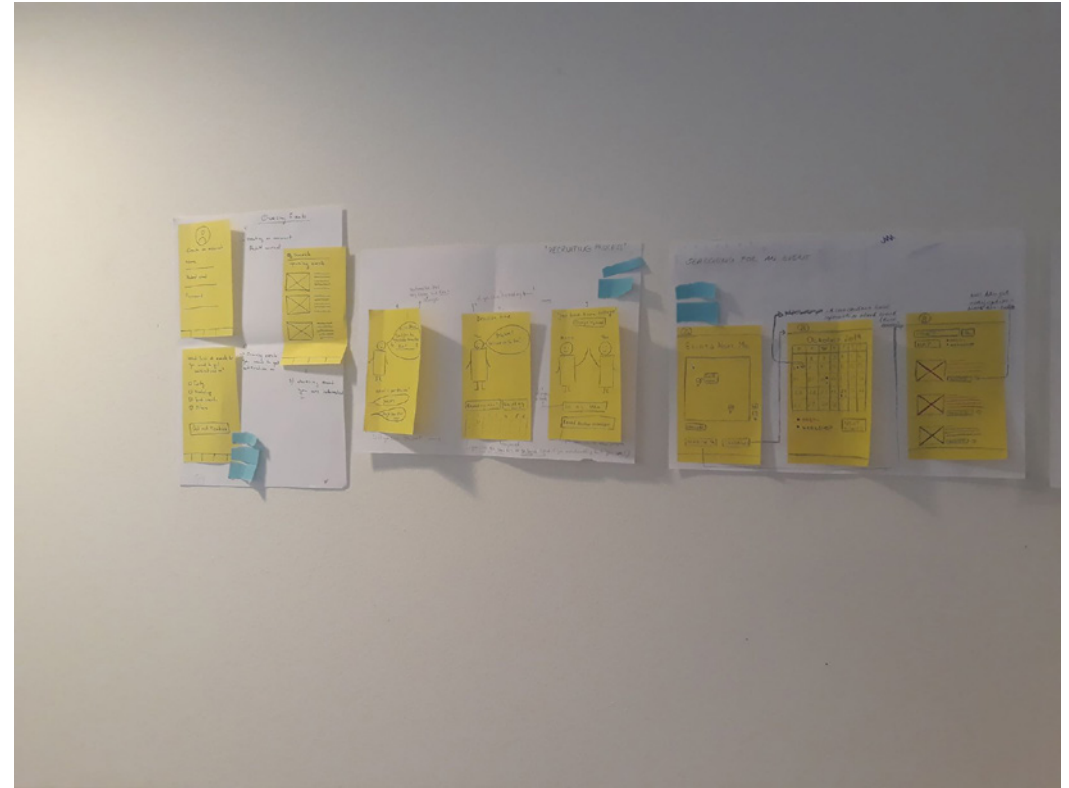
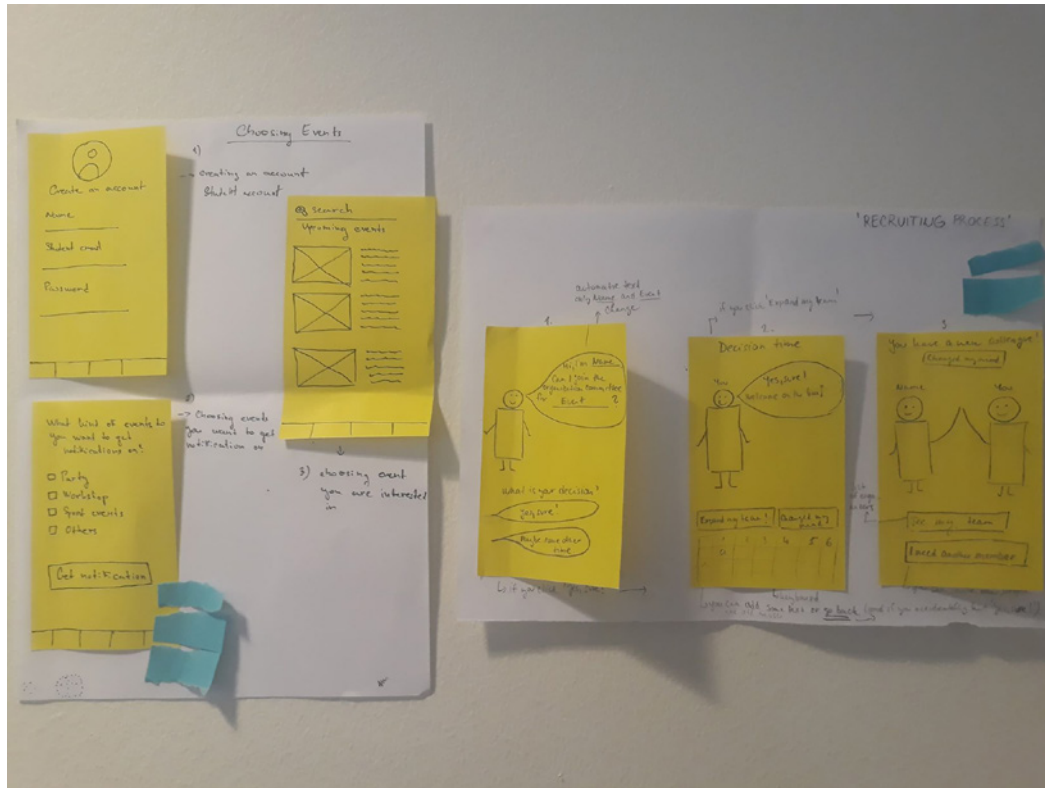
Keep up! →

Keep up!

Keep up

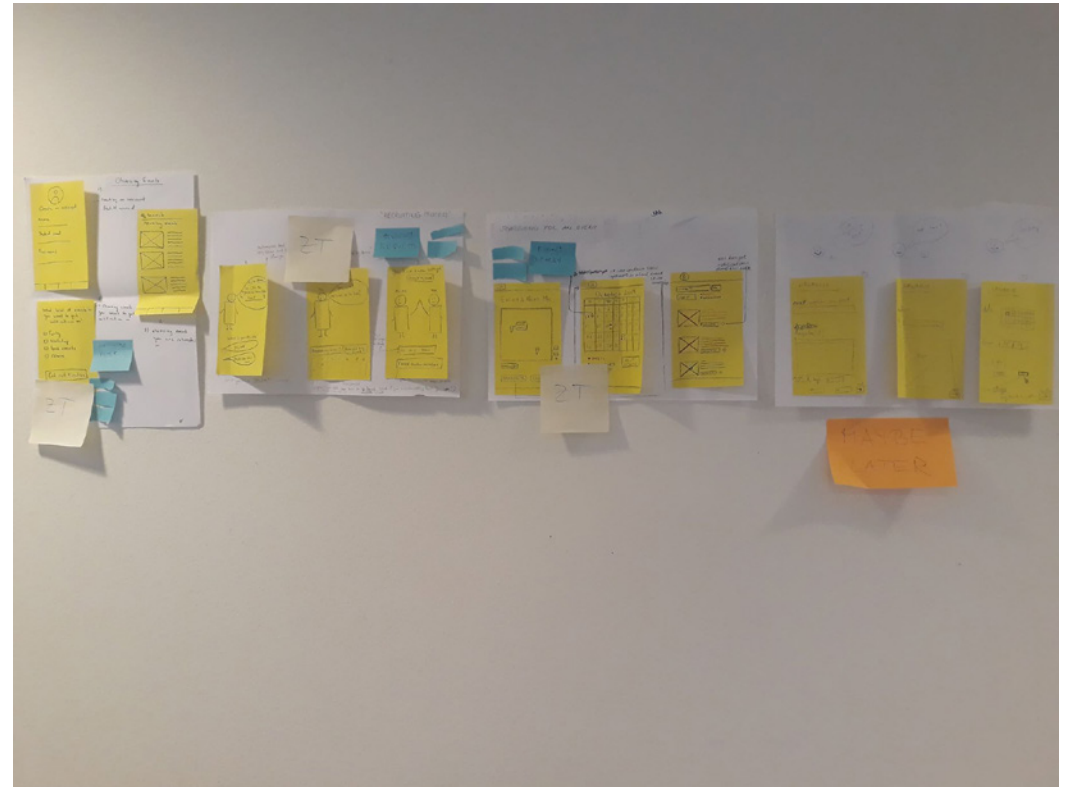
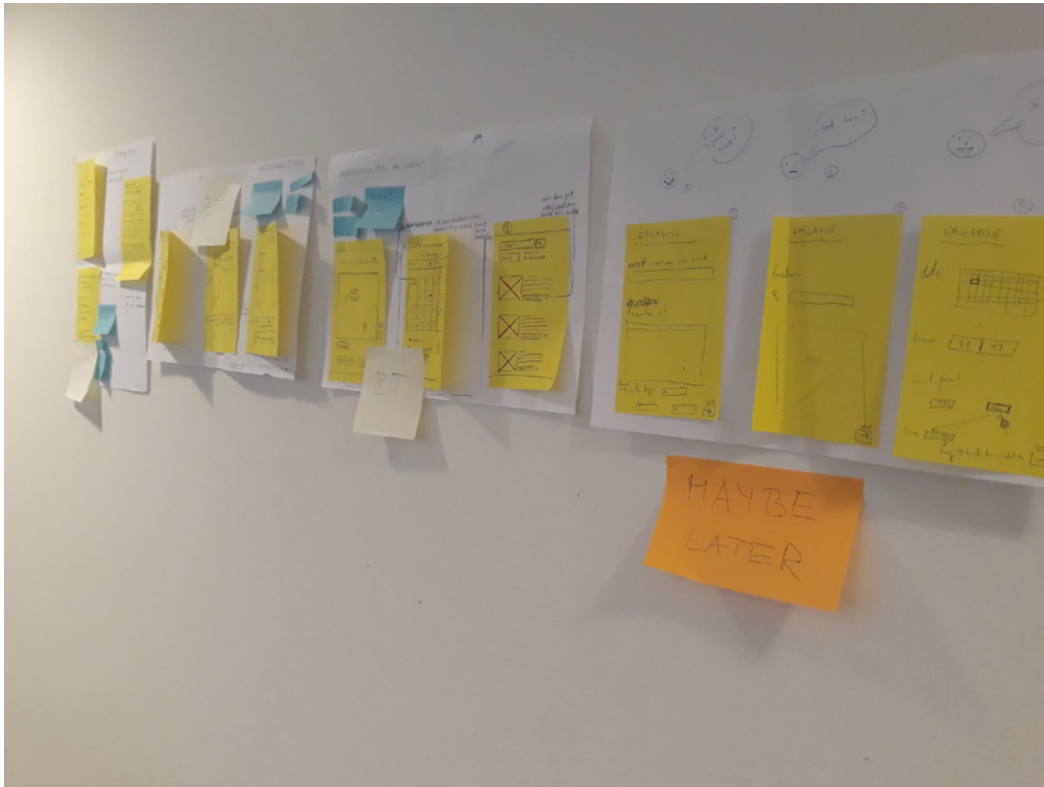
# Decide

## Art museum + Heat map

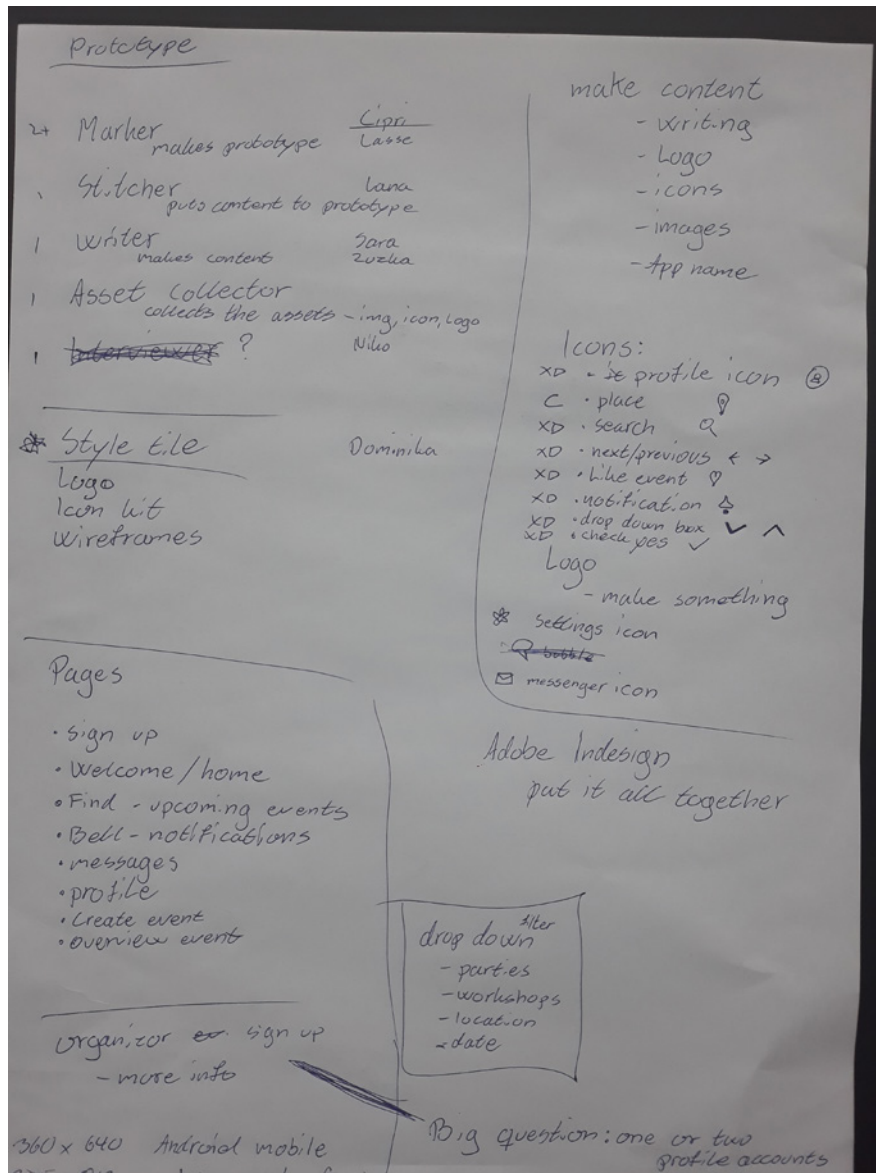




## Speed critique + Supervote + Maybe laters



# Prototype



Needs to be done prototype

- Put it into one document
- Synchronize layout
- put in content
- check fonts, colors etc.
- make interactive

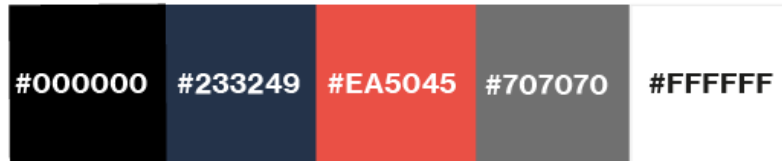
Planning out our prototyping



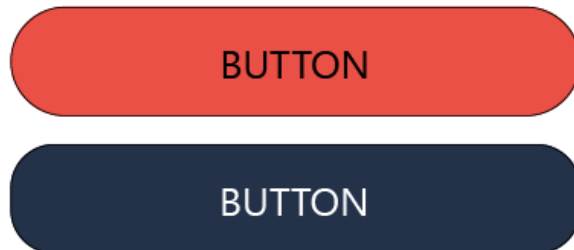
# STYLE TILE: *KEAp up!* prototype

version: 2

## Dominant colours



## Examples of the buttons



## Logo

**KEAp ↑p!**

## Examples of the icons



## Typography

### Heading 1

Font: Segoe UI; Font style: Bold; Font size: 20, Colour: #233249

### HEADING 2

Font: Arial; Font style: Bold; Font size: 18, Colour: #000000

### SUBHEADING

Font: Segoe UI; Font style: Bold; Font size: 15, Colour: #707070

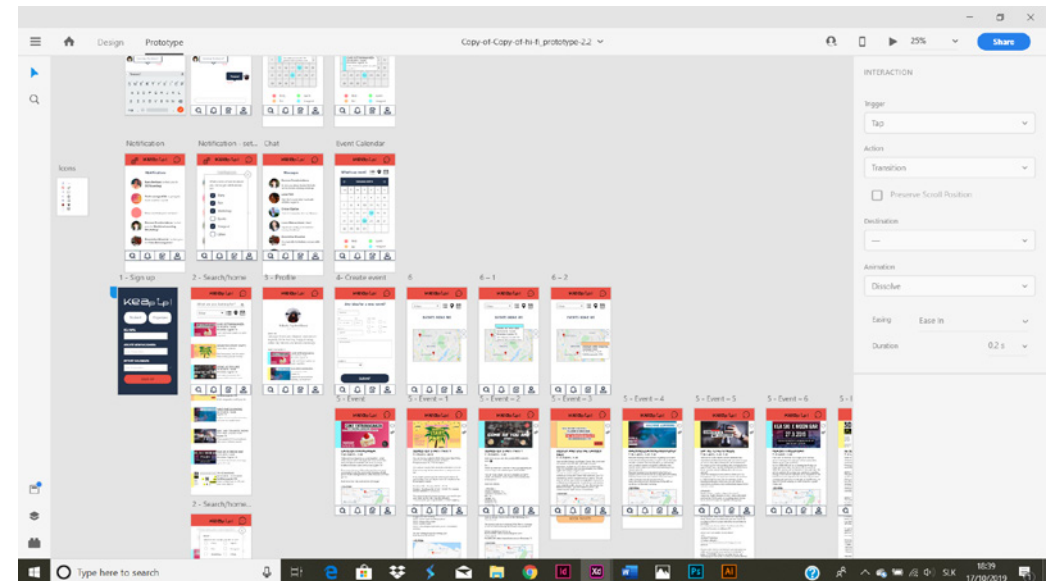
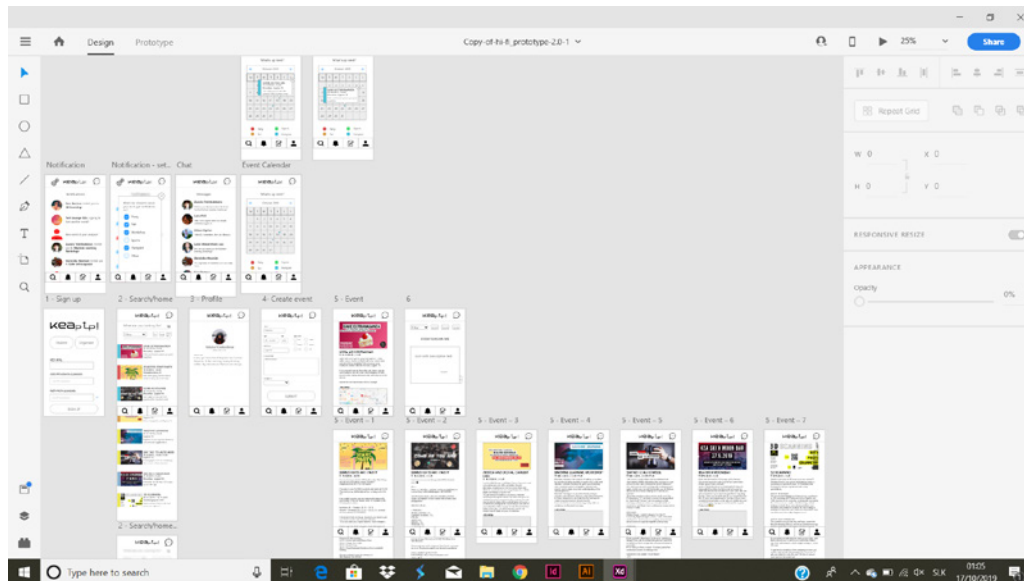
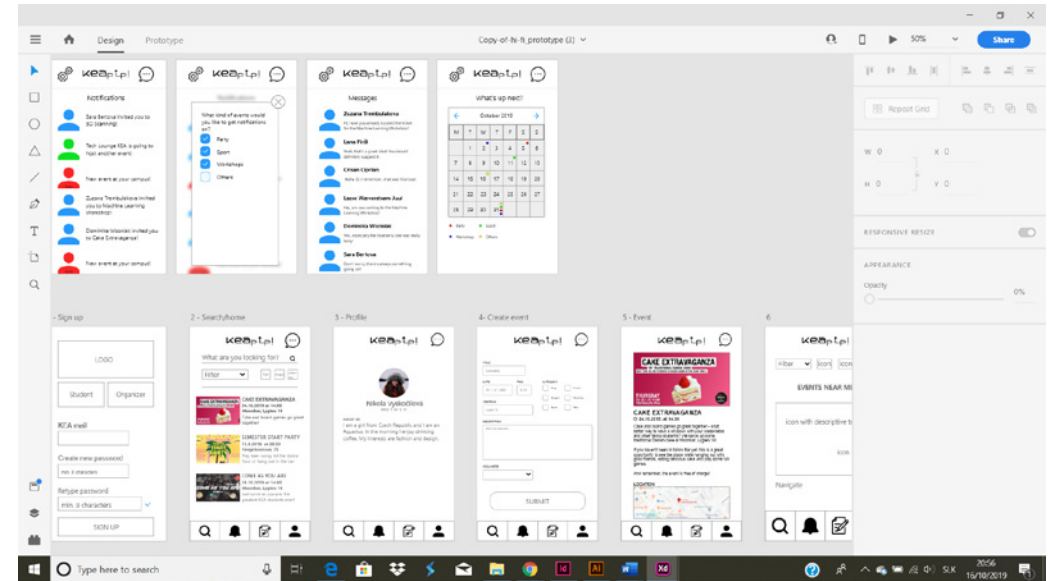
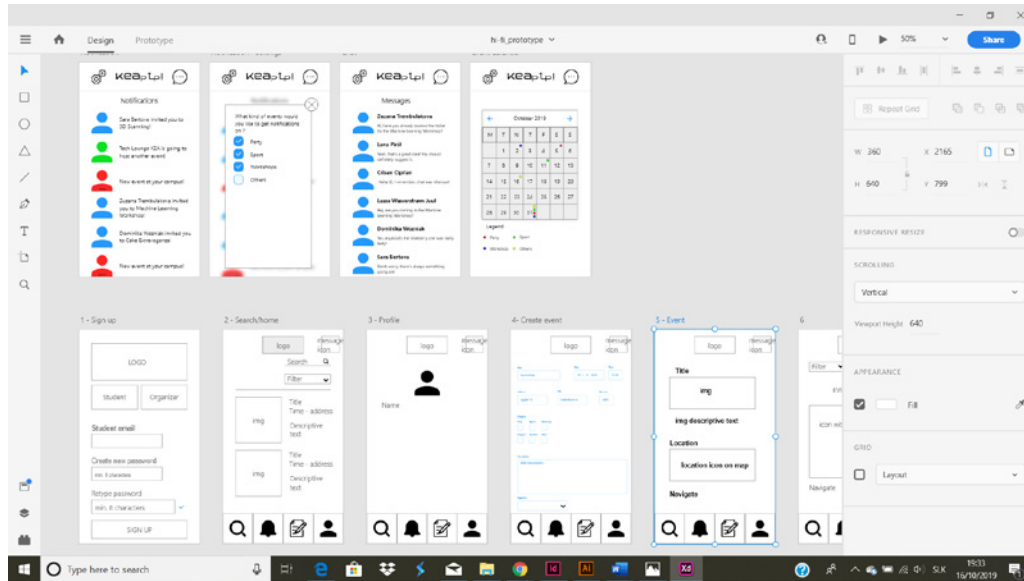
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Arial; Font style: Regular; Font size: 12, Colour: #000000

## Adjectives

SIMPLE    CLEAR    MODERN

# Low-fidelity --> High-fidelity





## Link to our prototype

<https://xd.adobe.com/view/e4f1a009-70a7-436d-6be7-0943c80bb0a4-92c0/?fullscreen&hints=off>

## Sources

- [https://www.facebook.com/techloungekea/?epa=SEARCH\\_BOX](https://www.facebook.com/techloungekea/?epa=SEARCH_BOX)
- <https://www.facebook.com/MoonbarL16/>
- <https://www.facebook.com/KEAstudentlife/>
- <https://kea.dk/>

KEA P L P!

Student Organizer

KEA MAIL

CREATE NEW PASSWORD

min. 8 characters

RETYPE PASSWORD

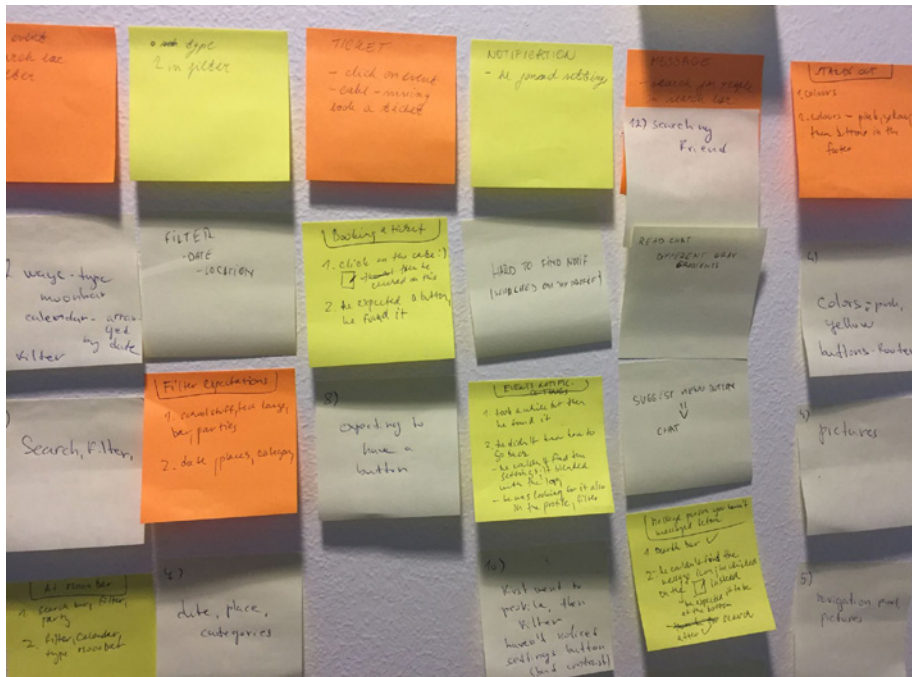
min. 8 characters ✓

SIGN UP

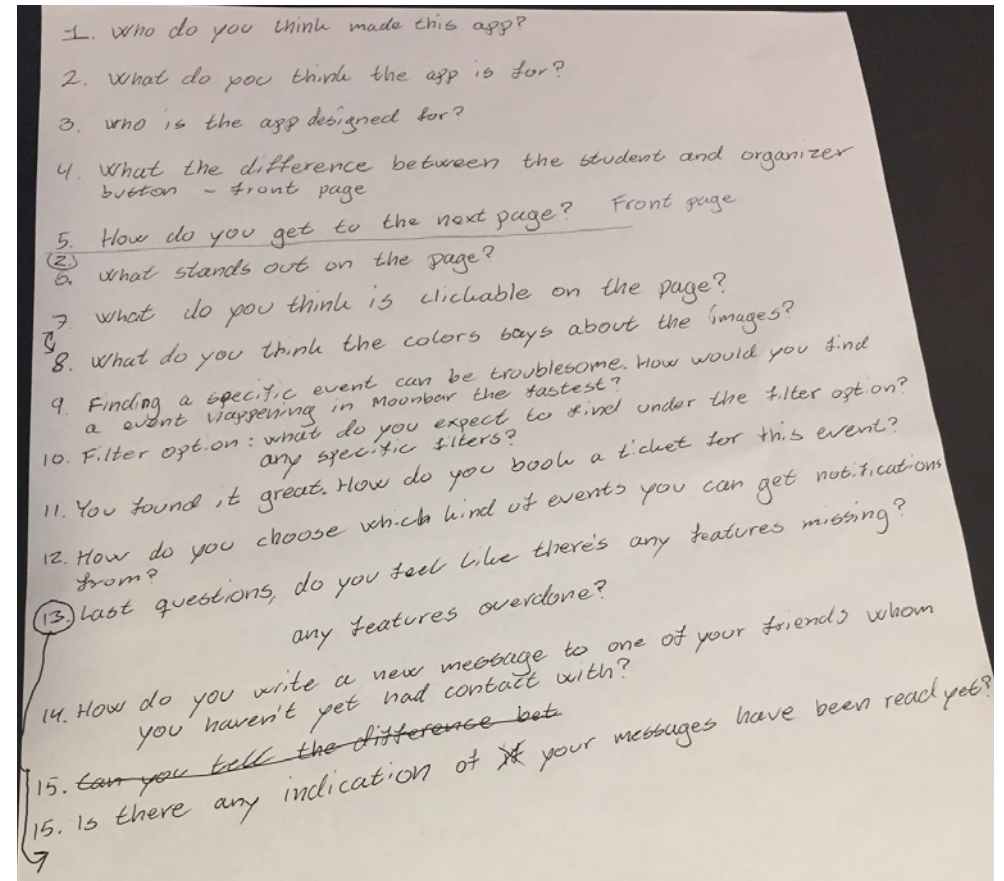
# Test

*Test subjects:* 2 KEA students - our target group (potential users)

Interviews we conducted gave us insights which we would not be able to come up with ourselves. We saw the perspective of the potential future users. We could recognise what we could improve and as it turned out – it was quite a bit. Some of the issues they mentioned and the features of our app that they struggled with we already knew about but the rest turned out to be eye-opening and surprising to us. We wrote the insights on the post-it notes and then went through them and discussed the possible improvements



## Interview questions



## Interview notes (divided into categories - columns)

# Improvements

- While we were navigating through the prototype we realised that we will need the option to log out as well, we'll have to add
- When we were doing our interviews with people actually testing our prototype they were expecting to find a home button and also to have a "go back" button
- The notification settings icon didn't stand out for the users to see it is actually there and we were thinking about changing the icon or have more contrast between the icon itself and the background
- In the chat page we need to have a way to show people the messages they haven't read just yet, we were thinking about making the text bold, changing the text color or adding a red dot besides the message
- After logging in instead of jumping right into searching a event we should really have a home page where we can have a slogan and a brief description
- The maps to the location should redirect you to Google Maps and then to have the option how to get there (bike, public transport, car, walking)
- Every event should have a discussion page with posts related to it, other photos and so on
- Students can come up with the great ideas sometimes but not all of them can be put into practice, so we were thinking that students can suggest an event and an organizer can approve it and make it happen
- Also when we conducted the test, we encountered a problem that people were not sure where to find the "suggest event" button and we should think about where we should put it so the users can easily access it without going into a "maze"
- The organizer account will have all the features that students have but on top of that they will be able to create



events as well after they got certified by the KEA Board and/or admins

- After you find an event you want to attend you should be able to invite your friends to participate in this specific event as well
- On the event page we will add a feature to see who is going to attend to that event
- There are some events that you do not need to book a ticket to and we should have a way to show that
- Since we want this app to be the official KEA event app we will be using the KEA color scheme

# Pitch

## Summary

We are 7 people from many different countries and we all tried to combine our knowledge and the outcome of it is KEAp Up!

When we arrived in Copenhagen we had a lot of troubles blending in and also finding events that fit us, so we decided to develop this app - one place where you can find every event related to KEA and that is accessible to every KEA student.

This is the environment KEAp Up developed and a lot of ideas stepped into the play. We implemented the basic stuff like log in and sign up then we started to implement some of our unique ideas as well such as the color coding of the events and a possibility to filter by different criteria.

After we finished working on the prototype we got some test subjects to test our prototype to see what was actually missing in the app. After few tests we figured out that people had a hard time finding the notification settings and since we didn't have a proper welcome page our subjects didn't get what the app is for in the first place.

In a few years we hope this app will be a great success and maybe other educational institutions will approach us with the aim of using the same concept for their own.

*for more information see our [Pitch deck documentation](#)*

# Visual design

*As there's so many different features seen on the site, the number of design decisions also increases so here are some of the most prominent features:*

- The menu icons are quite large as the app is designed for an Android mobile device. In addition, it's also to prevent miss clicking and frustration.
- The colours and typography of the app are based around the official KEA website - so that is clear that KEA is the sender of this app.
- We colour coded the events to make a stronger bond between the related ones.
- The copy is conversational and friendly to make the user keep using the app. The microcopy is targeted towards the youth as they make up the majority of the students. An example of this would be: BYOB (Bring your own booze).
- Besides these points, the decisions made, have been done from a perspective of it being normal, things like an easy navigation, good information regarding events and a menu-bar located in the bottom as it's easier for the thumb to reach.
- As to the name: KEAp Up, we thought it was a clear way of combining the KEA logo and "keep" (to create a pun) as we wanted students to know that KEA was responsible for the app. "Up" has a nice little arrow pointing upwards to make it more memorable and make a point of where we want to go. The message of our logo is: If you want to keep up with what's going on, download our app!



# How did we work?

