The background of the slide features a light blue and white wavy pattern. Teal-colored tropical leaves are scattered around the edges, and thick yellow diagonal strokes are visible on the left and right sides.

The Survey of UniMingle functional modules And its analysis

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01

Survey Overview

Survey Overview

This survey aims at testing the predilection of potential users about UniMingle from the following 5 aspects:



1. Experiences about getting on with local students



2. Demand on platforms help cultural exchange



3. Concern about being participate in offline activities

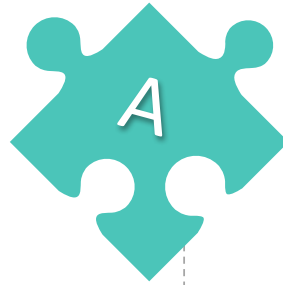
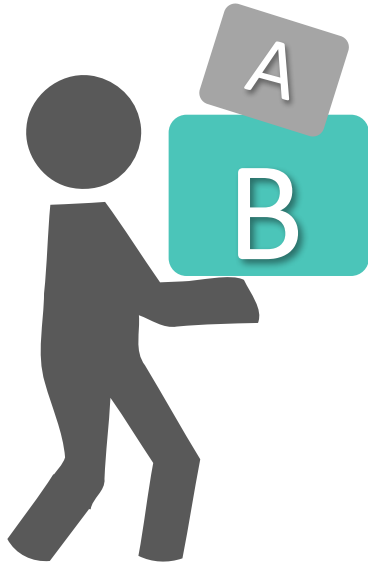


4. Personal preferential activities

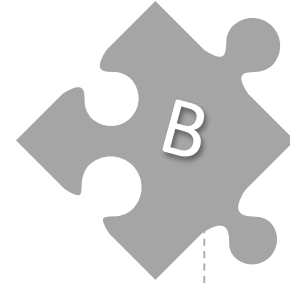


5. Excepted functional modules of UniMingle

We wonder:



• What
Our potential users (UOA
students) are interested
in and concerning about
on UniMingle.



• Why
Potential users will focus
on these issues.

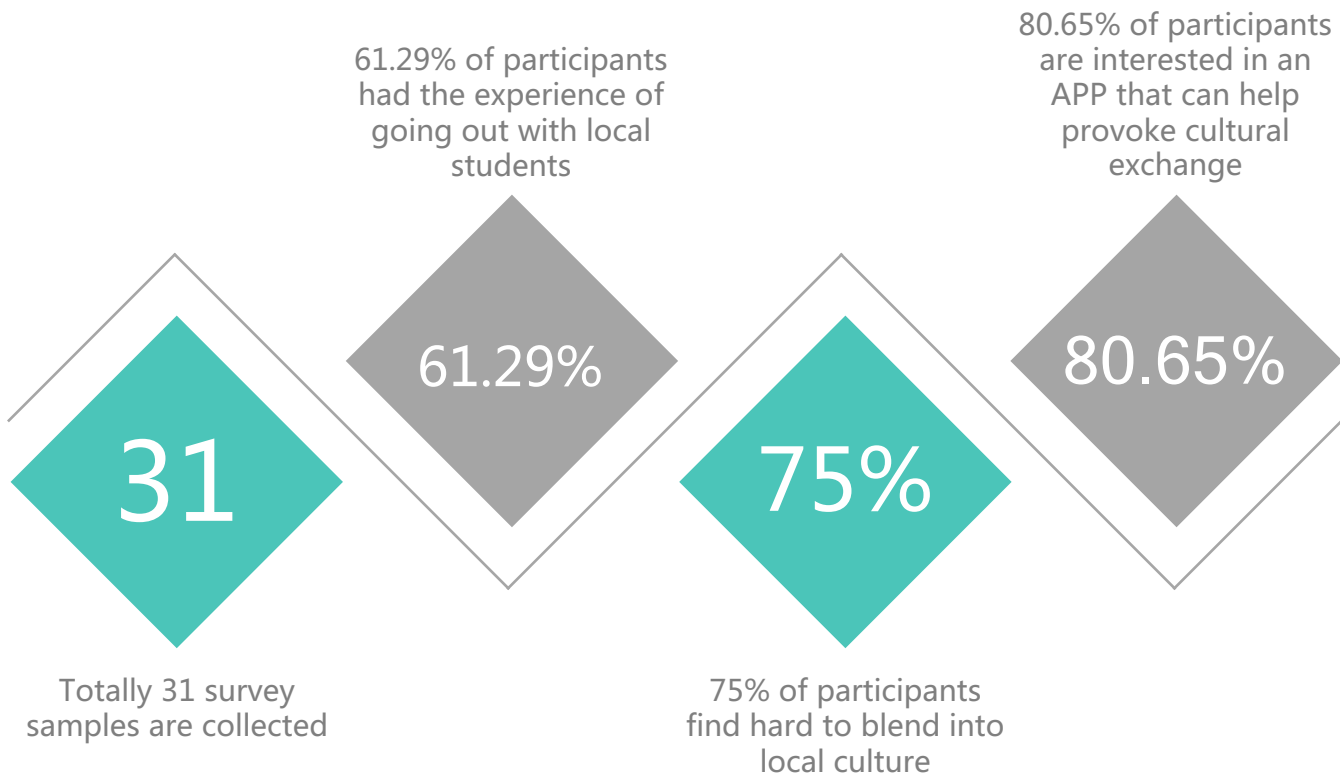
After finding out **WHAT** and **WHY**,
We could decide **HOW** UniMingle
will be like to satisfy the need of our
potential users.



02

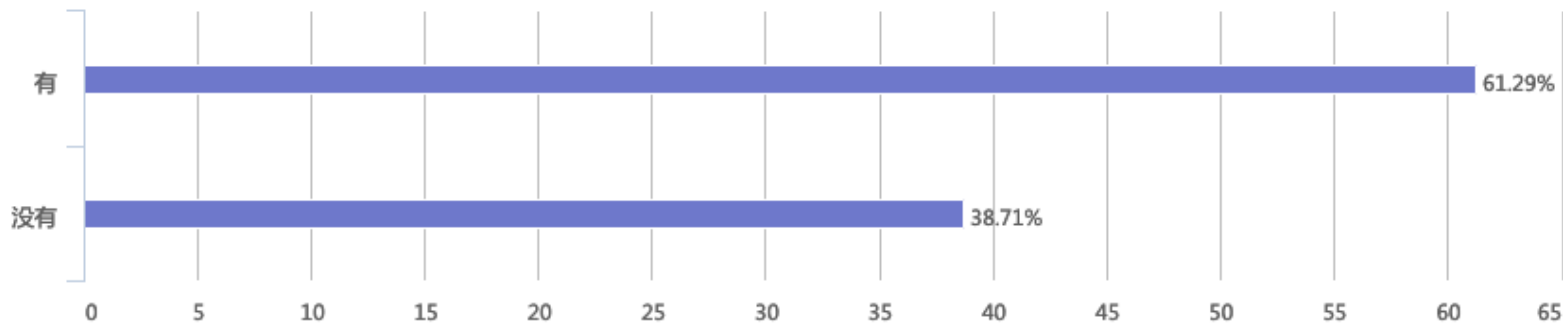
Survey Result Review

→ Survey result review



→ Survey result review

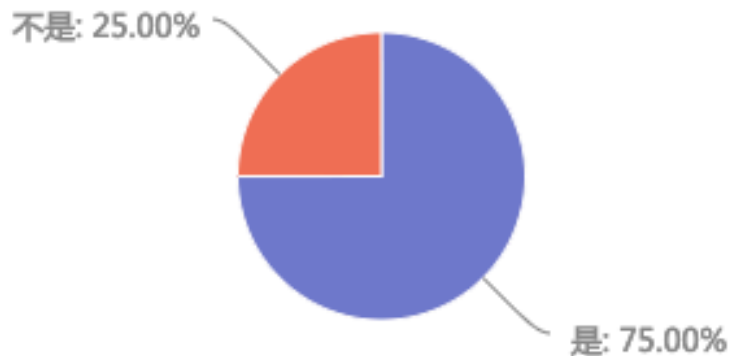
Q1: 在海外留学的过程中，您是否有与Local学生一同参与课外活动（如约饭，运动，喝酒等）的经历呢？





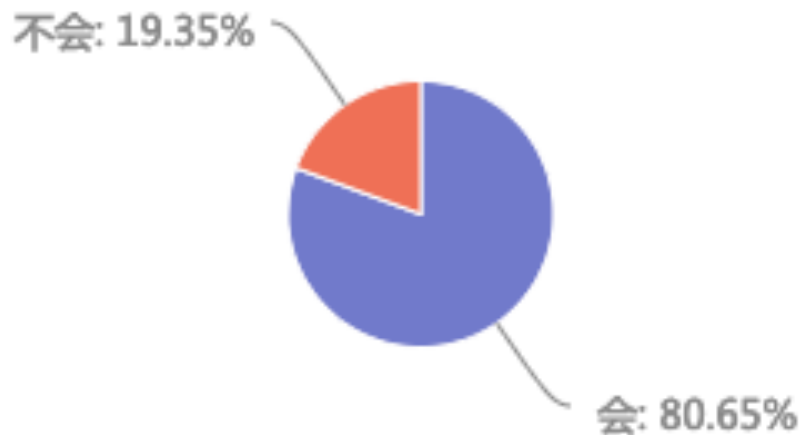
Survey result review

Q2:作为国际学生，您是否会觉得与当地文化或是Local同学难以融入，并希望有途径帮助改变这种现状呢？



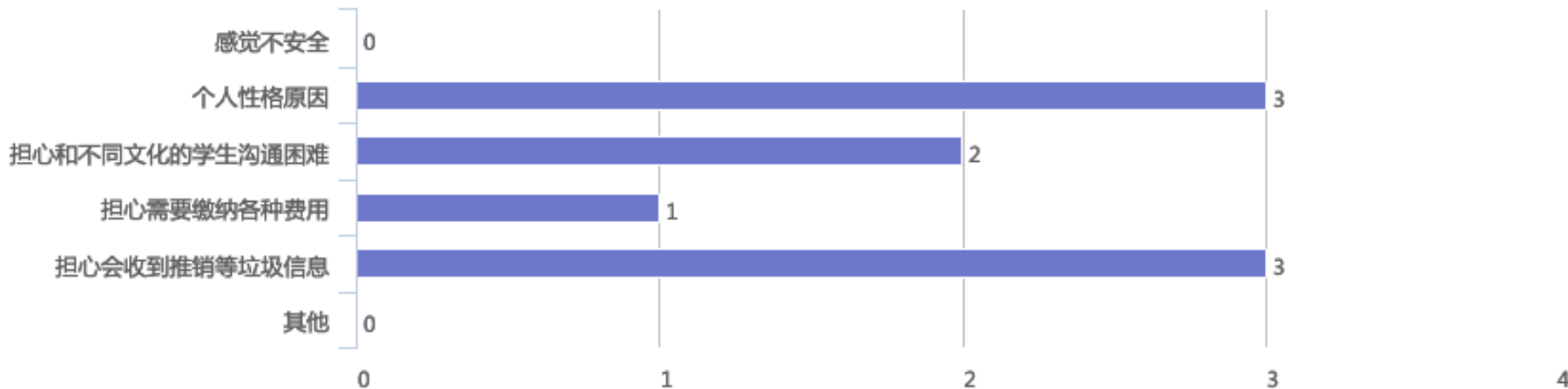
→ Survey result review

Q3:如果有这么一款免费的APP能提供安全且便捷的线下活动供校内不同国籍学生（通过验证学生邮箱保证参与者均为在校生）参与，您会感兴趣吗？



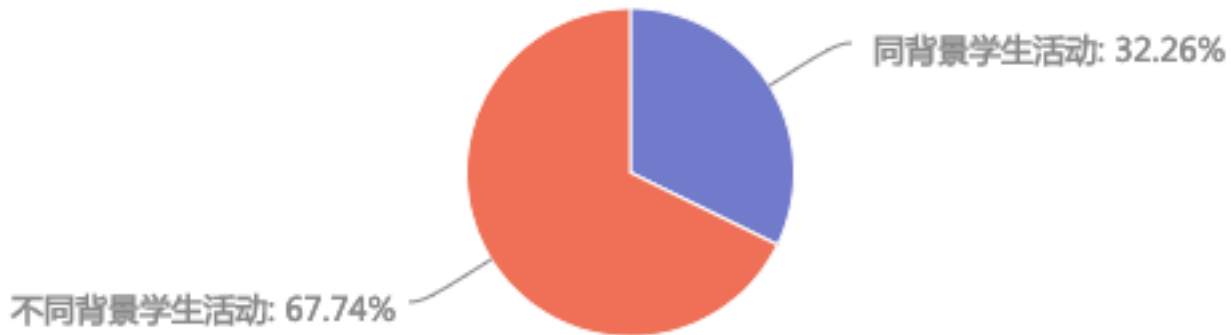
→ Survey result review

Q4:让你对这款APP不感兴趣的原因是？（可多选）



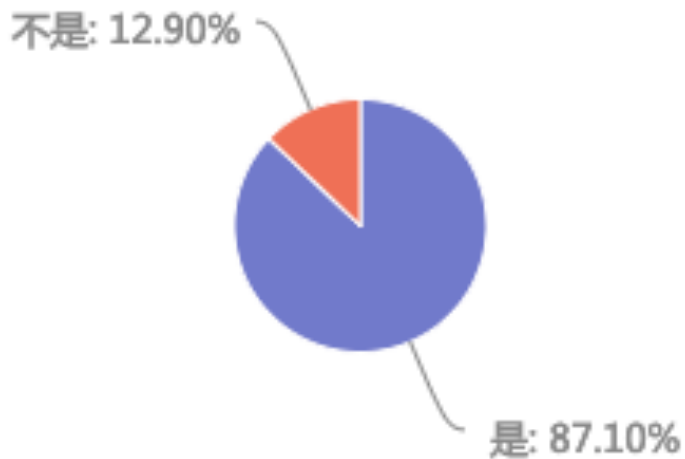
→ Survey result review

Q5:您会倾向参与同一国家学生的活动（如中国留学生聚会），还是不同文化背景学生的活动呢（如与Local学生一同看电影）？



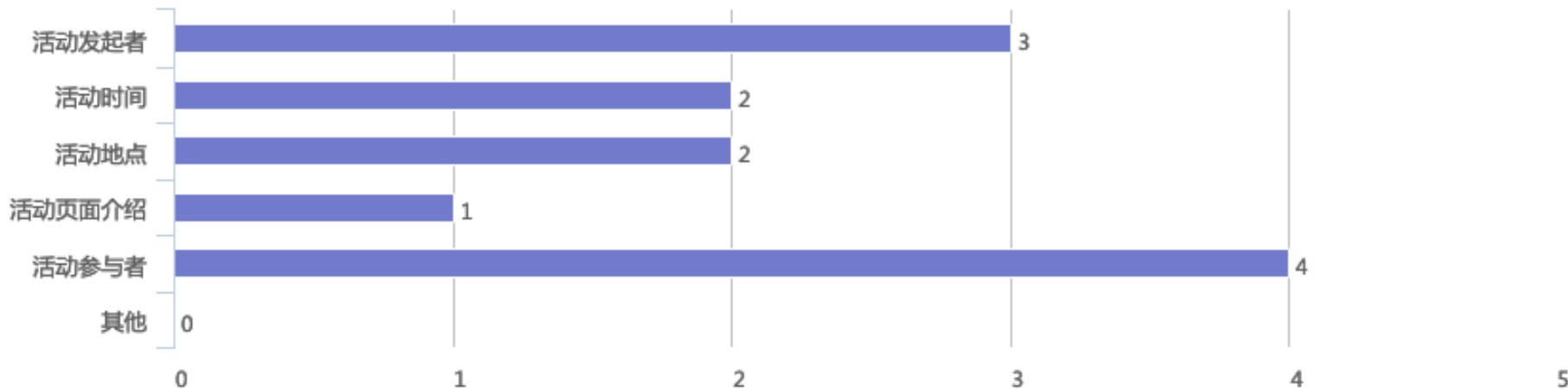
→ Survey result review

Q6:如果这款APP里面推荐的活动，能清晰说明活动内容时间，以及能够看到实时参与者及人数，您是否会认为这是一个安全可信的活动呢？



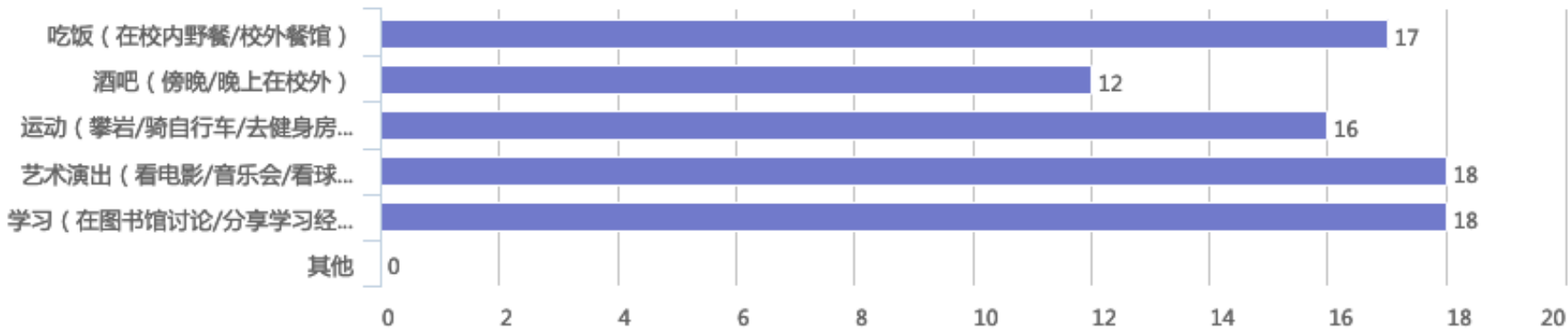
→ Survey result review

Q7:以下哪几项因素会让您担忧活动的可信度与安全性呢？（可多选）



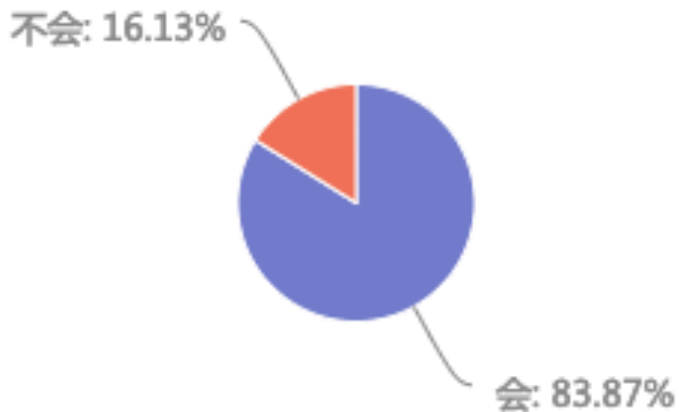
→ Survey result review

Q8:以下各类活动，哪一类是您最感兴趣且愿意与不同文化的学生一同参加呢？（可多选）



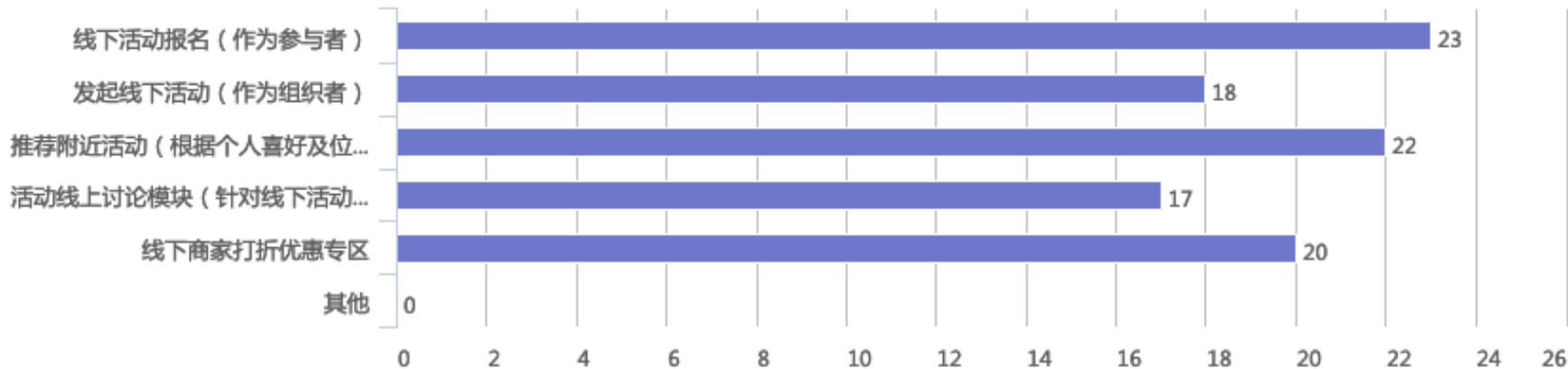
→ Survey result review

Q9:如这款APP内能显示当前活动热度地图（如在XX进行的XX活动已有XX人参加），会对您参加活动的意愿或挑选活动有积极影响吗？



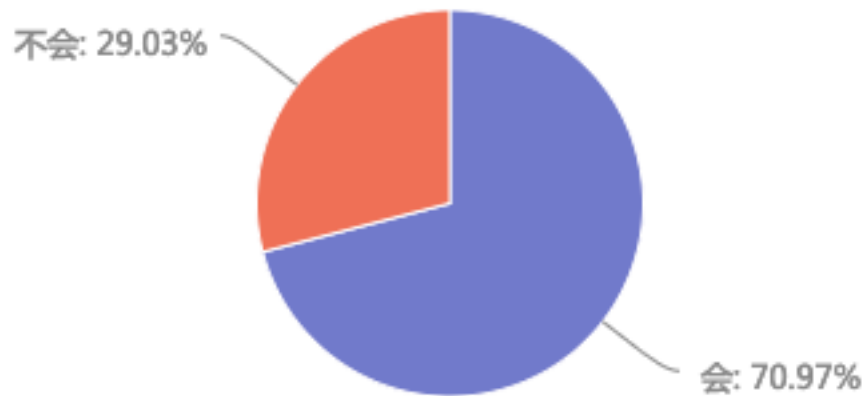
➡ Survey result review

Q10:作为用户，您对这款APP的期望功能模块会有以下几个呢？（可多选）



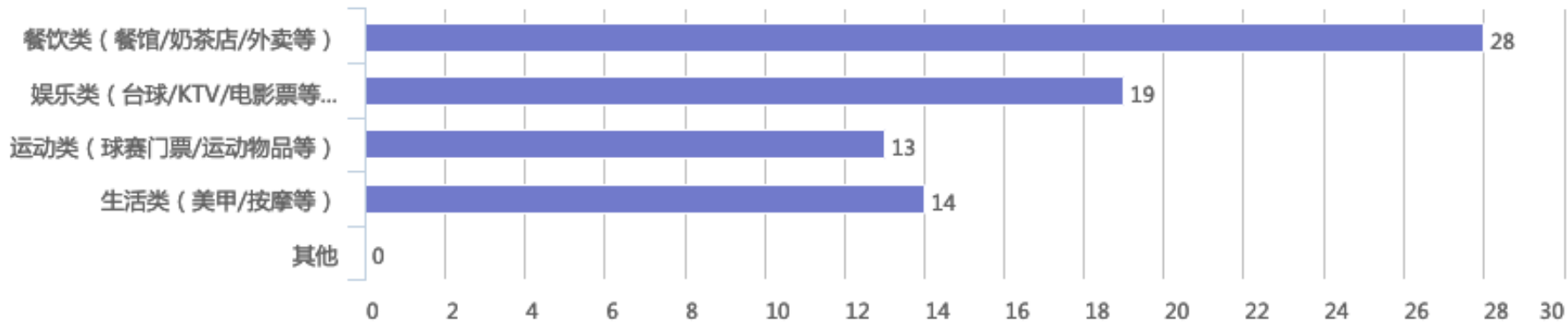
→ Survey result review

Q11:在您日常生活中，商家提供的优惠是否会对您的消费选择产生影响呢？



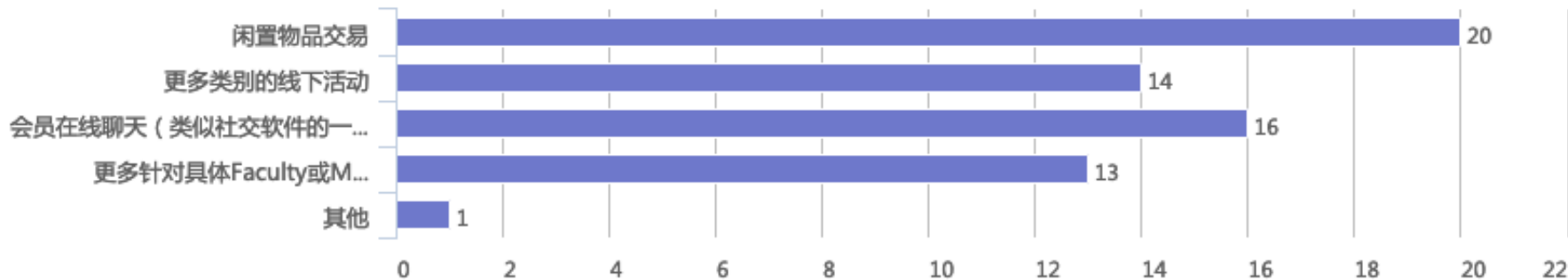
➡ Survey result review

Q12:在这款APP里面，您最希望看到哪种商家的优惠及推广呢？（可多选）



➡ Survey result review

Q13:除了组织不同文化背景学生的线下活动外，未来您对这款校园APP还有什么期望实现的功能呢？（可多选）





03

Implication & Analysis

Implication & analysis

Students have strong desires to communicate with others of different cultural background

What & Why

A safe and reliable platform for students to finish culture exchange should be provided to all students in UOA. There has not any similar platforms in UOA so far.

Students will be attracted by popular activities with a few participants

How

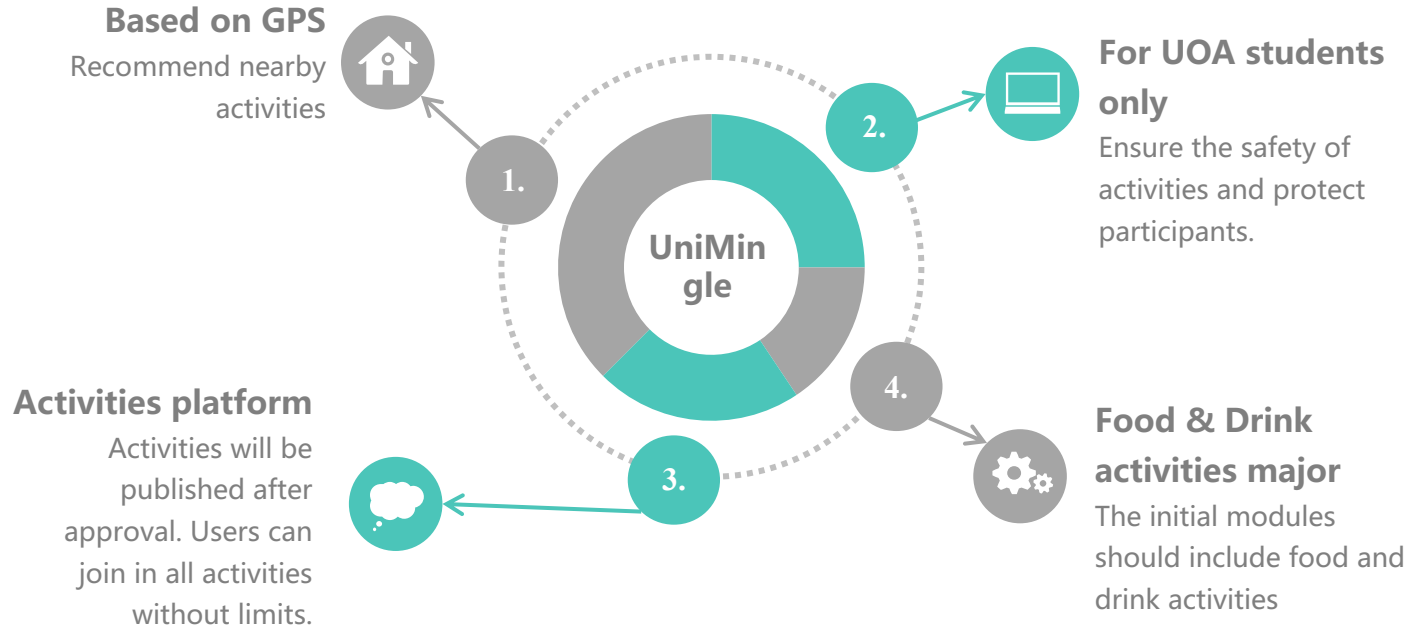
In the beginning activities should be published and advertise widely, then sheep-flock effect can help advertise UniMingle which lead to higher profile in UOA.

Students can be influenced by promotions to a great extent

How (further)

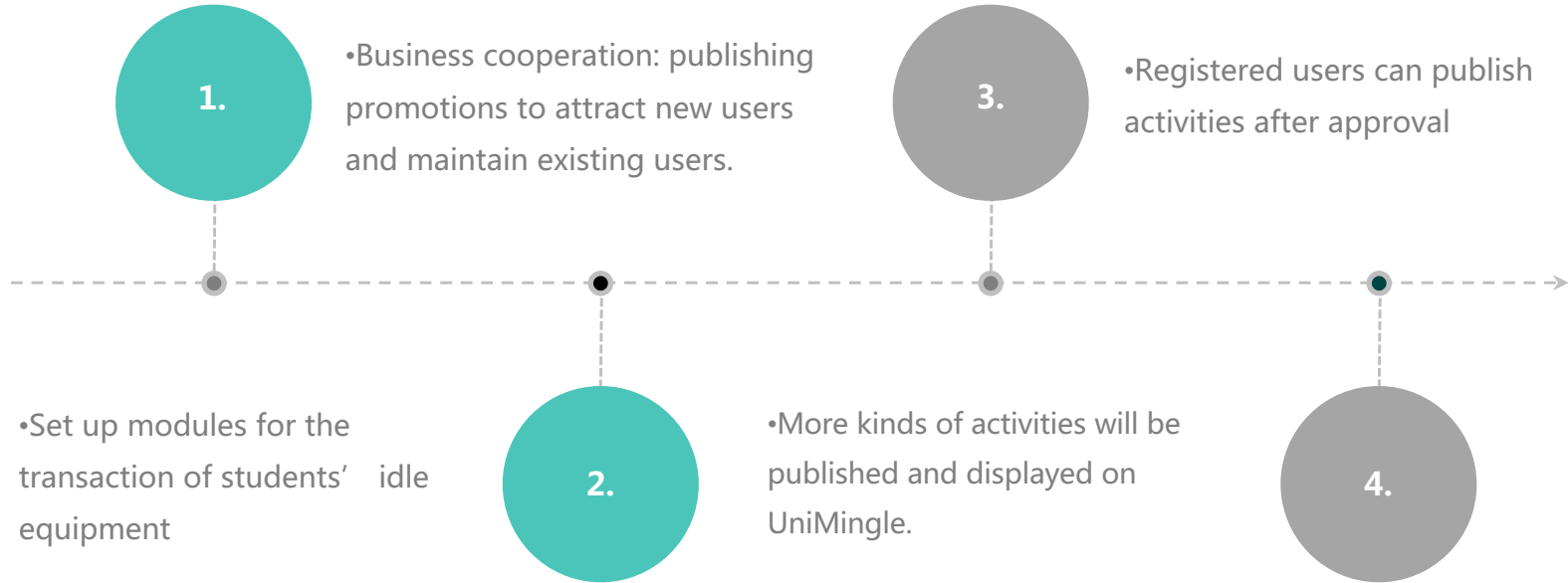
Precision aiming students' behaviors modes and publish corresponding promotions or activities to maintain users.

➡ Implication & analysis



➡ Implication & analysis

Further functional modules propose



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Thanks for listening