

DESIGN SPRINT

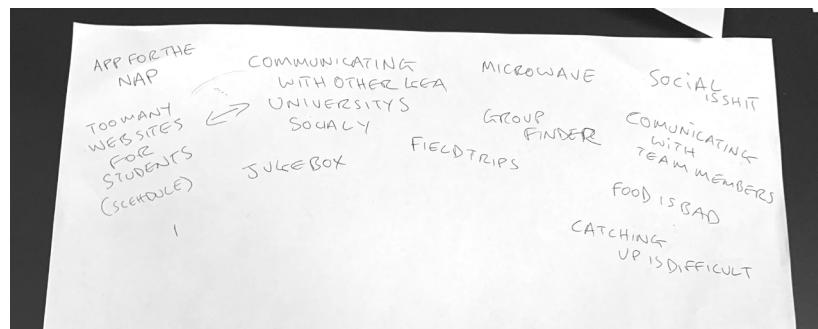
ADRIAN ALEX BALDWIN JOSEFINE JÚLÍANA LAUFÉY MATT NITZAN

MAPPING

DAY #1

Find a long-term goal

The first day of our project started with finding a long-term goal that we agreed upon. To conquer this task we all put on our green hats and brainstormed for a while. Using a positive approach to this task proved to be a bit difficult, but a problem to solve was found eventually.



Our long-term goal:

A platform for student social activities

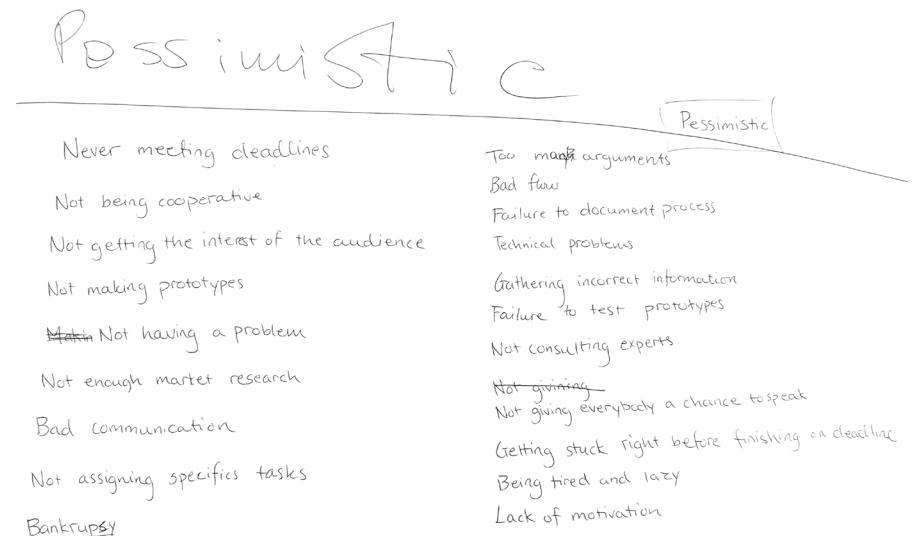
Sprint questions

Next task had to be tackled with a pessimistic perspective -piece of cake- How could our project go wrong and which reasons would lead into failure. The following are the most important ones that were gathered:

- Not meeting deadlines
- Not cooperating
- Not catching the attention of our target audience

- Difficult internal/external communication
- Neglecting to follow specific tasks in an appropriate way
- Arguing too much, causing a bad flow in the meetings
- Focusing too little on the ideas and too much on irrelevant aspects
- Failure to document prototypes
- Lack of motivation.

With these possibilities fresh in mind, we proceeded to do our very best to avoid these outcomes, as they would be detrimental for our project.



Team Canvas

Version 0.8 | theteamcanvas.com | hello@theteamcanvas.com

Most important things to talk about in the team to make sure your work as a group is productive, happy and stress-free.

Team name

The best tea

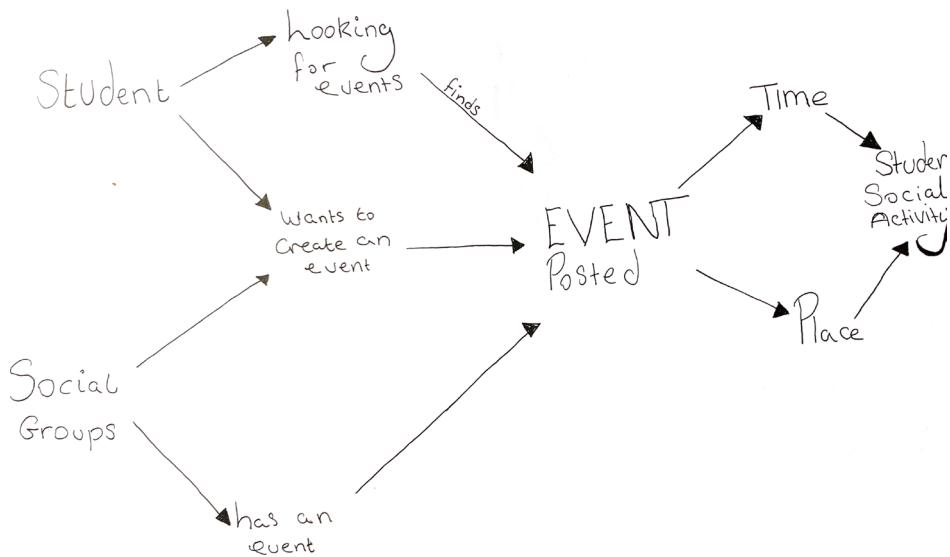
Date

14/10/2019

PEOPLE & ROLES	COMMON GOALS	VALUES	RULES & ACTIVITIES
<p>What are our names and the roles we have in the team?</p> <p>Alex - writer Nitzan - sticker Mat - maker Layfey - maker Juliana - maker Adrian - maker Baldvin - assets collector Josephine - maker</p> <p>What are we called as a team?</p>	<p>What you as a group really want to achieve? What is our key goal that is feasible, measurable and time-bound?</p> <p>make Kea students life easier and better.</p>	<p>What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?</p> <p>To make students in Kea feel connected to social life in Kea</p>	<p>What are the rules we want to introduce after doing this session? How do we communicate and keep everyone up to date? How do we make decisions? How do we execute and evaluate what we do?</p> <p>We will divide the work equally and will have a chat group. We will decide by vote and we will have peaceful arguments.</p>
STRENGTHS & ASSETS	PERSONAL GOALS	NEEDS & EXPECTATIONS	WEAKNESSES & RISKS
<p>What are the skills we have in the team that will help us achieve our goals? What are interpersonal/soft skills that we have? What are we good at, individually and as a team?</p> <p>We are very creative people and we are funny, we have great writers and great designers in the group</p>	<p>What are our individual personal goals? Are there personal agendas that we want to open up?</p> <p>Create a music app for the Moonbat, make a social platform for activities, make an organized app for Kea services</p>	<p>What each one of us needs to be successful? What are our personal needs towards the team to be at our best?</p> <p>work together in a good and positive atmosphere, have great ideas and cooperate with each other</p>	<p>What are the weaknesses we have, individually and as a team? What our teammates should know about us? What are some obstacles we see ahead us that we are likely to face?</p> <p>We have a very small amount of silent thinkers and many strong opinions in the group - that could lead to fights and loud arguments.</p>

Making a map

With a challenge in mind, the next step was making a map. Our main user was selected (the Student) and the key players followed (Groups within KEA that facilitate Socialisation). There was a moment of silent contemplation where individual sketches were made. After thorough comparison and discussion a definite one was compiled.



Ask the experts

For this task a list of possible questions was prepared. As the goal of the project involves a platform for students to find an easier way to socialise with new people, the most expertise that could be found was students of 2nd and 3rd semester that are in the RUS counsel. They were both very happy to help us, and both commented on what they had done when it was their turn in the 1st semester of MMD. Notes were taken and interviews recorded.

These interviews had a very positive result. In both cases, the idea was well taken. The goal was realistic and appropriate beyond the group imaginary. There is a real need for a social platform that unifies the content of events organised by KEA and other KEA Students or Bars/Social Groups; especially when it comes to first semester students. One of the things the RUS counselors agreed on was that there is a lack of events that don't involve drinking. The app aims to present an ideal and unique opportunity to meet people in different environments. The head of RUS counsel was very enthusiastic about our idea of the app and offered assistance with the process.

Important two minutes transcripts from interviews with experts

Expert: Maria. Part of Rus Council. Multimedia.

Q. Is the long term goal appropriate?

A. Yes, sure, of course.

Q. Is the goal realistic?

A. Yes of course.

Q. Do you think there's an audience? Do you want more social activities?

A. Yeah I think so, especially on the first semester. I'm pretty social right now. On the first semester we were missing more people. Missing more ways to be social, for example: 'Are you going this friday to a specific event, and would you like to join us?'

Q. Would you add any features or elements?

A. Categories. Maybe something not related with drinking. One category could be a casual saturday night, watching movies together. Going to yoga, painting, etc.

Q. What was useful in the first semester when you knew few people and few to interact with?

A. I joined Rus counselors because it was a place for me to reach out to every student no matter the semester. There was not an opportunity to interact with each other on the first semester. Now I know almost every student, otherwise I would only know part of my own classmates. People

were shy on the first semester. They did not or did not want to know each other; especially if there was no alcohol involved. I thought it was better for me to be present with the older semesters on the counsel, because they were so relaxed and experienced.

Expert: Sakina. Rus council. Multimedia.

Q. Do you understand the flow? (holding the map for her to see)

A. It is a bit confusing as they (the elements) all look the same. It could be more clear what they represent.

Q. Is the long term goal appropriate?

A. VERY appropriate

Q. Is the goal realistic?

A. VERY realistic.

Q. Do you think there's an audience that could benefit from it? Do you want more social activities?

A. Oh, yes.

Q. Do you get enough communication from other campuses/classes?

A. Not at all, that's why I became the head of Rus. I am trying to, though. I think there is not enough communication.

Q. Would you add any features or elements?

A. Categories. Maybe something that doesn't involve drinking

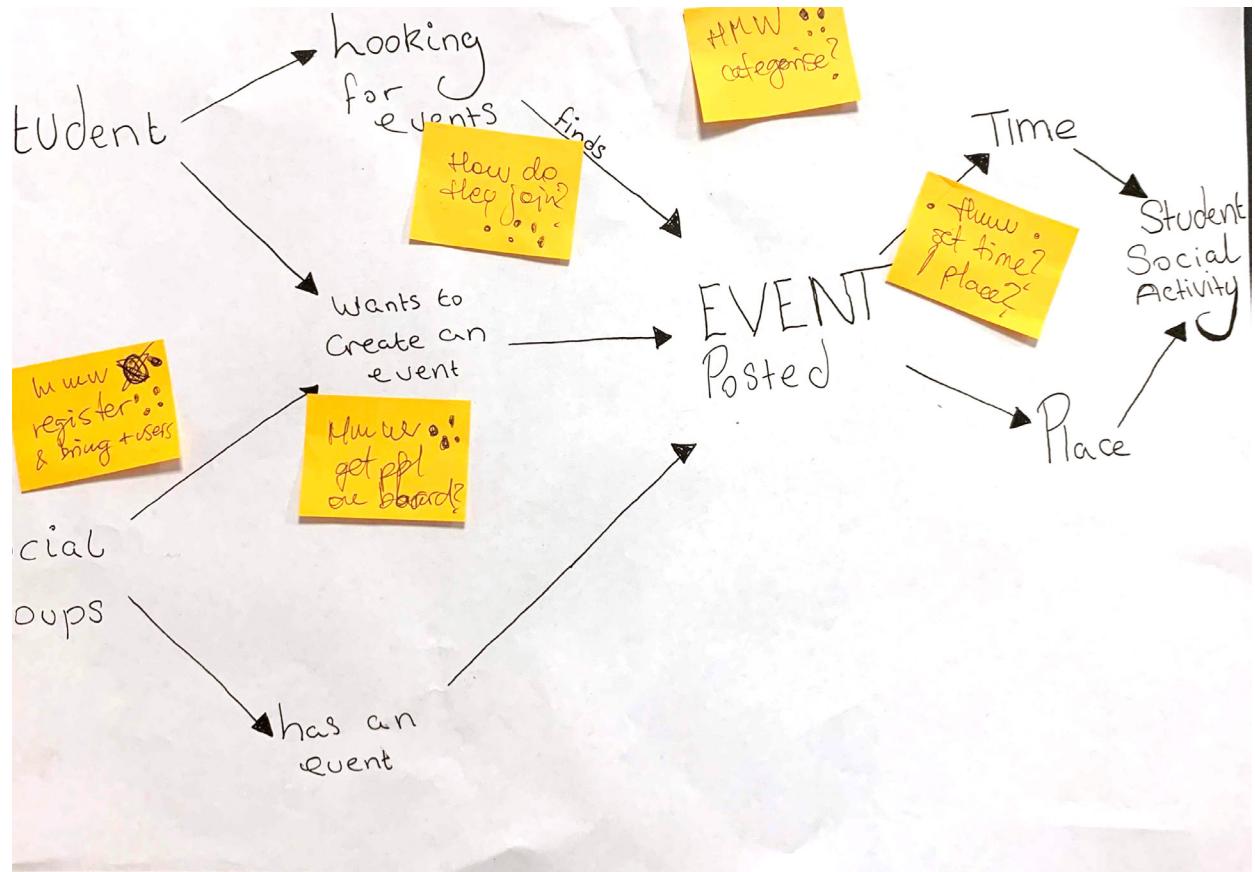
Q. What's your 'go-to' platform to create an event?

A. Facebook. Moonbar is on Instagram. (...) Mainly facebook or instagram. It would be nice to have a local app for KEA where one can host events, because right now the communication is very limited. And lots of people are missing out on events that are happening right under their noses.

How Might We? notes

By writing key words that linked the connectors of the map, the process of the app was improved enormously. Afterwards, the importance of the new ideas was decided as a group. Five HMW notes were selected.

First, how might we register in the app. Second, HMW get our audience on board to carry on with the sign-up process. Then, HMW apply for events and HMW categorise the events posted. Lastly, HMW set time and place for an event.



SKETCHING

DAY #2

Lightning demos

Tuesday marks the beginning of the sketching phase. The wall was used to present each individual sketch as one may find works of art in a museum. This visual representation was meant to help the other group members. Then, we moved on to create the four-step sketch.

The Four-Step Sketch

Notes

Ten minutes of silent note taking about the progress made so far was the first task on this day. User flow and how it might be improved was the common topic.

Ideas

After the note-taking stage there were 20 minutes of sketching individually how the early stages of our app could be represented.

Crazy 8s

Eight sketches of eight ideas with eight minutes to finish each and every one of them. Every minute the sound of clapping hands told us to move on to a new sketch that told a different idea with very little preparation. Improvisation. This was a very entertaining exercise.

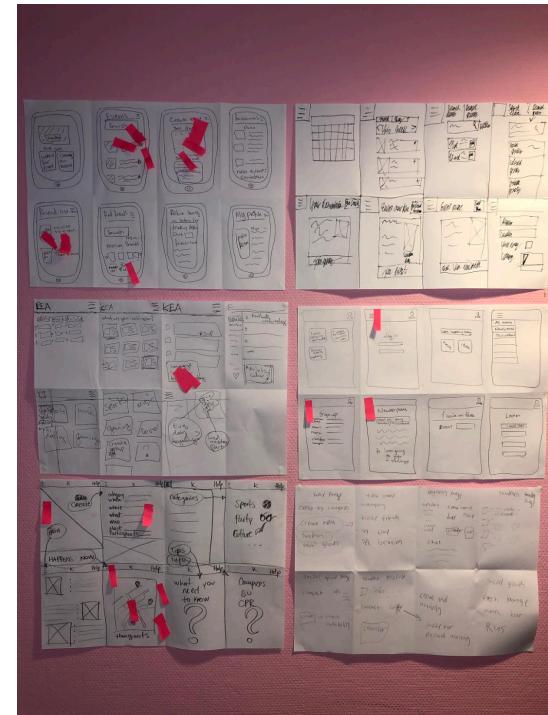
Solution Sketch

After spending most of the morning in silence meditation, there was individual work on developing a solid idea for our future mobile application. Each member created a three-stage storyboard using post-its on an A4 paper as the canvas. These were meant to represent three interactions

occurring within the app. Later on, the storyboard presented an the user flow our app.

Action steps and Vote

Placing all Crazy 8's sketches against the wall, each member of the group interpreted and explained the sketch of another member. Then the democratic process entered in course. Everyone was given three votes that were then placed on the most compelling ideas presented in the sketches.

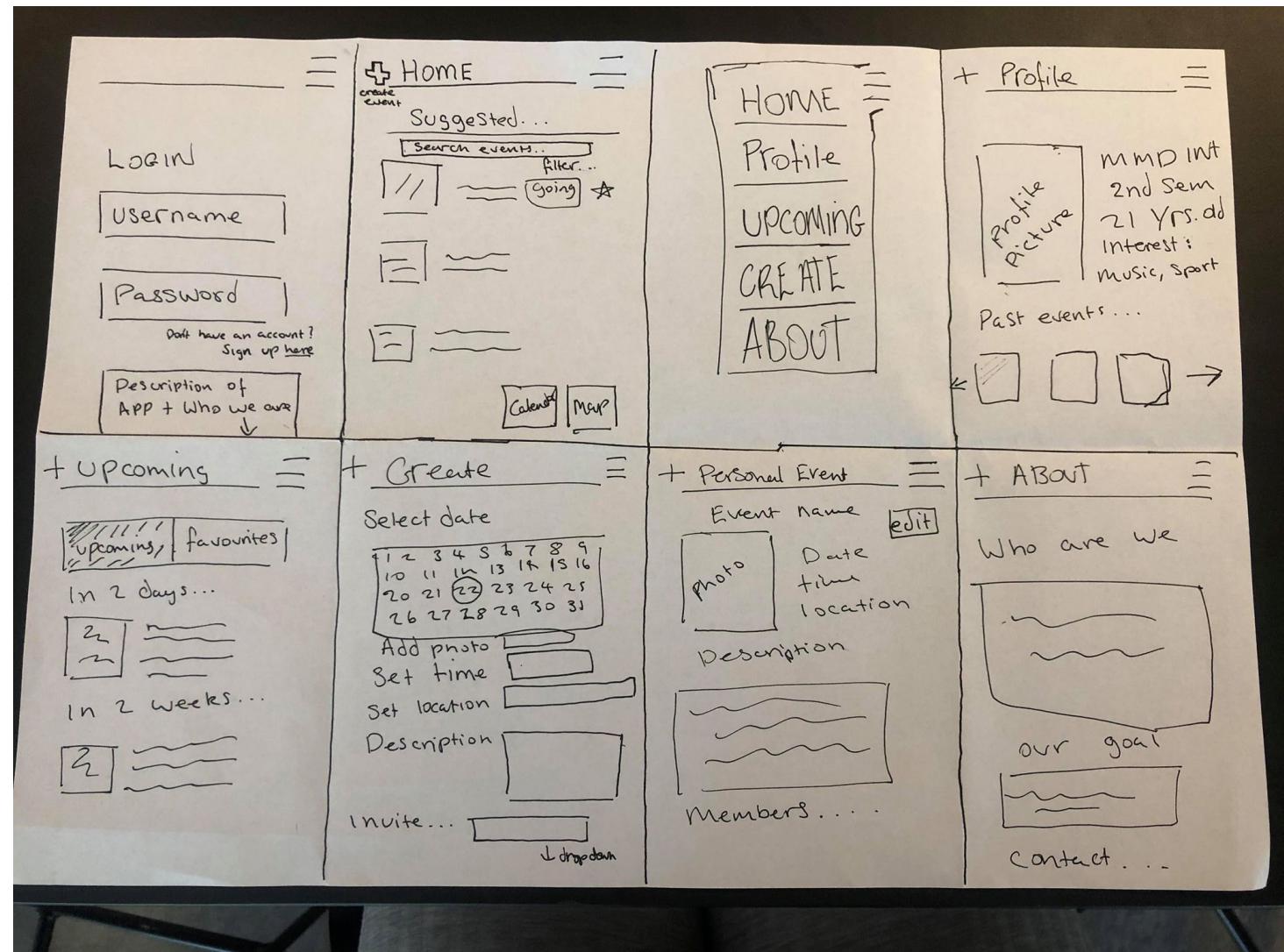


The storyboard

After voting, the three most voted solution sketches were used in creating a storyboard of approximately 15 pages. The pages that had been decided before were included and then from there the possible interactions and outcomes were developed.

Examples:

- The + button in the home page lets the user create a new event. Name of the event, location and date have to be added before submitting. This process is guided through specific copy that makes the experience more friendly and intuitive.
- The map shows events sorted by location. The user can choose an event by pressing the location on the map which takes him to the event page where the user can find out more about the event. Eventually it was mentioned that the colour of the pins could vary according to how much time is left before an event finishes, allowing people to decide which one is more appealing. Red, yellow and green are colours that everybody understands, even unconsciously.

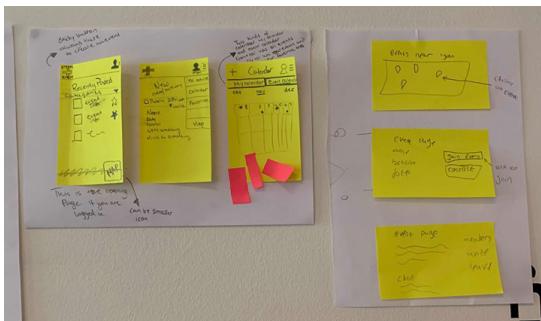


DECIDING

DAY #3

Heat map

The solution sketches that had been made before were used as visual aids on the “whiteboard” (read wall). Each group member silently reviewed them.



Supervote

From then on, larger stickers were used to unanimously vote on the best ideas. These included the layout of the homepage and the flows that absolutely had to be included when moving on to the prototype. Going back to the roleplay, the decider wrote initials on the top idea. The others were then categorised into ‘maybe-later’.

Speed critique

Each member silently rated their favourite sketches and ideas by placing three small dots on their individual favourites.



Logotype

After doing some research the inspiration for the prototype’s logo came from one of KEA’s partnered sites, Fronter. Within it, the orange logo of ITSlearning showed enough contrast to catch the eye of the team.



The style and colours made an impact on the maker that was in charge of creating a logo for the app. It also provided inspiration for the style tile that would be later on used. After sketching some different ideas on paper, the first iteration of the logo was digital. Some polishing later the logo was changed to resemble a Samsung icon. A square with rounded borders. Sans-serif typography following the same colour scheme, but more professional looking.



Style-tile

The style tile, as mentioned before, followed the scheme colour used in the logo. Ready to make a HiFi prototype version, there are some examples of headlines, preferred font-face, buttons, the looks of a search bar, images, logos, text, buttons, and more.



Possible Colors



Image Examples



Button Examples

search jobs ...

Search

Filter ▾

KEA SOCIAL

Style Tile

Header and Paragraph Examples

This is an Example of a Header

Font: Name: interstate bold

This is an Example of a Sub Head

Font: Name: interstate regular

Lore ipsum dolor sit amet, consectetuer 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: Name: interstate regular

This is an example of a Text link

Adjectives

Social Enthusiastic Attractive
Fun Excitable Friendly Dynamic

PROTOTYPE

DAY #4

Low Fidelity Prototype

A LoFi prototype was created with the goal of testing the interactions before people not-from-the-group was given the chance to see it. The flow had to be tested.

Sign in:



Sign-in screen featuring a logo bar with three horizontal lines on the right. Below is a 'Login' section with 'Username' and 'Password' input fields, and a 'Continue' button. At the bottom are links for 'Reset password', 'Don't have an account?', and 'Sign up here'.

Logo bar: KEA Social

Login

Username

Password

Continue

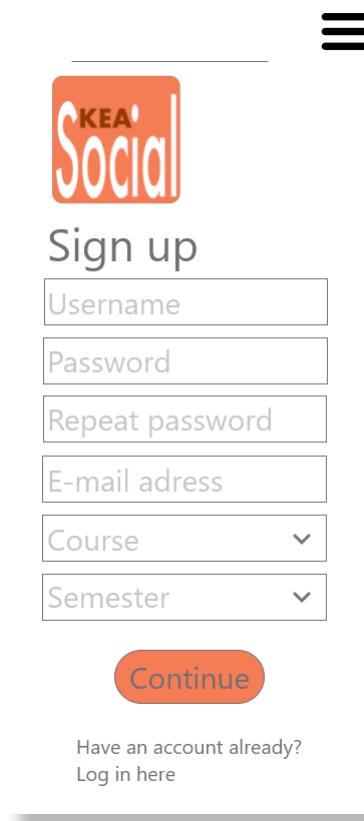
Reset password

Don't have an account?
Sign up here

Burger Menu. It offers an instant overview of the app's features.

Login for existing members

Microcopy to reset password and create new account.



Sign-up screen featuring a logo bar with three horizontal lines on the right. Below is a 'Sign up' section with fields for 'Username', 'Password', 'Repeat password', 'E-mail address', 'Course' (dropdown), and 'Semester' (dropdown). A 'Continue' button is at the bottom, and microcopy at the bottom right encourages logging in if an account already exists.

Logo bar: KEA Social

Sign up

Username

Password

Repeat password

E-mail address

Course

Semester

Continue

Have an account already?
Log in here

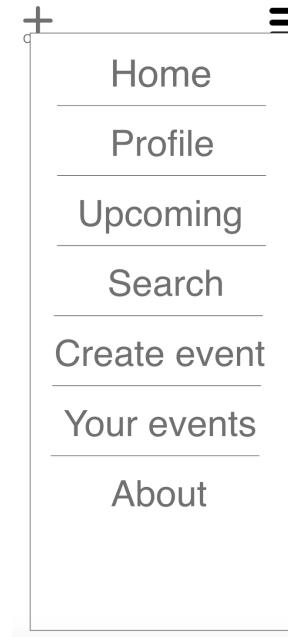
Sign-up form. Easy and simple to complete.

Click to login if you already have an account.



Search field. Followed by microcopy inviting the user to add filters to his search.

Upcoming events that are published already.



Clicking on burger menu gives a drop down to main. Navigation of site

The Create Event screen has a top navigation bar with a plus icon for creating events and a three-line burger menu. The main form includes fields for "Select date" (with a calendar icon), "Select time" (with a clock icon), "Reminder" (a dropdown menu), "Location" (text input), "Description" (text input), and "Invite friends" (dropdown menu). Below the form is a virtual keyboard. To the right of the form are two modals: one for selecting a date (showing April 2017 with a highlighted date) and another for selecting a time (showing a clock face with a highlighted hour and minute).

Your Event

+ Your event 

Event name
here

Location:
Date:

Participants

Edit event

Tomorrow



In 3 days



In 2 weeks

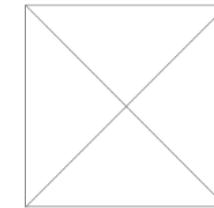


In 2 months



Profile

+ Profile 



NAME

21 years old
MMD international
2nd semester
Interests: ...

Past events

Yoga Tomorrow 18:00

John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to make...

Yoga Tomorrow 18:00

Find Events

+ Results 

Tomorrow



In 3 days



In 2 weeks



In 2 months



See results in
calendar

+ Advanced 

Search by keyword....

Search by location....

Categories

▼
Health & Wellness
Party
Tech
Sports

+ Event 

Yoga

Location: Natha Yoga
Date: 19/12/19

Description:

John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to make it. Namaste!

+ Upcoming 

Yoga

Tomorrow 18:00

John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to make...

Yoga

Tomorrow 18:00

John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to make...

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Yoga

Tomorrow 18:00

John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to make...

Attend

check guestlist
back to search results



Search

High Fidelity Prototype

After going through various different iterations, we have finished turning our low fidelity prototype to high fidelity one, to be able to test it on users from target group and start preparing pitch.

The image displays a high-fidelity prototype of a mobile application for KEA Social, featuring a dark-themed interface with orange accents. The screens are arranged in two rows of four.

- Search Screen:** Shows an "Advanced" search form with fields for Keywords, Location, Postcode, and Category, along with a "CONTINUE" button.
- Results Screen:** Displays a list of "Upcoming Events" including Yoga, Running, Study, Movie, and Karaoke, each with a thumbnail, name, date, and a "JOIN" button.
- Join Screen:** Shows a specific event titled "Tuesday Yoga" with a thumbnail of a person in a yoga pose, a description of the event repeating every Tuesday at 18:00, and a "JOIN" button.
- Create Screen:** A form for creating a new event, prompting the user to "Choose a name for this event..." and "Name", followed by a "Write a description" section and a keyboard.
- Sign Up Screen:** A registration form with fields for Username, Password, Repeat Password, E-mail, Course (dropdown), Semester (dropdown), and a "CONTINUE" button. It also includes links for "Reset Password" and "Create account".
- Log In Screen:** A login form with fields for Username and Password, and a "CONTINUE" button. It also includes links for "Reset Password" and "Create account".
- Events Screen:** A list of "Upcoming Events" (Yoga, Kayak, Karaoke, Movie, Kayak) and "Past Events" (Yoga, Kayak, Party, Movie, Karaoke). Each event card includes a thumbnail, name, date, host, and a "JOIN" button.
- Profile Screen:** Shows a profile for "Alexander Robert Newby" with a photo, bio ("34 years from Copenhagen MMD International 1st SEM"), and a list of "Past Events" (Yoga, Kayak, Party, Movie, Karaoke) with their respective dates and details.

KEA Social Create

Upload a picture

Choose a date for this event...

Start date
2020
Thu, Apr 13

April 2020

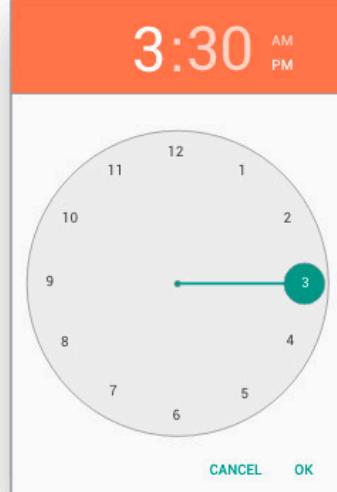
S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

CANCEL OK

KEA Social Create

Choose a time for this event...

3:30 AM PM



CREATE

KEA Social Event page

Tuesday Yoga



This event repeats every Tuesday at 18.
Place to convene.
Hosted by Juliana.

PARTICIPANTS LEAVE EVENT

KEA Social Join

Karaoke on thursday



Join us to the best karaoke night of your life!
on this Thursday,
24/10/2019 at 20:00
Address: Steel House Copenhagen
Hosted by "The best tea"!

JOIN

TESTING

DAY #5

User tests and interviews were taken with two students from KEA. The participants had to answer a series of questions about their social life at KEA: how they like it so far, if they participate in KEA related events and if so, where they find those activities. Next, we showed them the KEA Social App and asked them to perform simple tasks to try and get feedback from them. Here is a transcript of one of the interviews:

What is your name?

Júlíð Baldvinsdóttir

How old are you?

34

Are you in the international or Danish class?

International

What semester are you in?

3rd semester

How informed are you about the social events? Could you rate how informed you are on a scale from 1-10?

Not that informed. Occasionally when somebody in my class is interested in something I see what is going on but otherwise I am not looking for it. Rate 5 regarding informed scale.

How often do you go to social events at KEA?

Not that often.

Do you feel integrated with other classes?

No, just a little bit with the front end class. Nothing else.

How often do you use social media to look for events?

Basically every time.

Task questions:

On the front page, Is it obvious what the purpose of the app is?

Yes, it reads Kea social so it tells me something about social events.

How would you create an account?

Probably just entering my name in username and then password.

How would you create an event using our app?

I would go up to the burger menu and press create event.

Can you try to join an event?

Yes

Can you try to use the search bar on the home page?

Yes

Can you navigate to profile page?

Yes

After Task Questions

How easy or difficult was it to navigate?

It is easy. Usually you have the burger menu and there you can see the pages you want to go.

Did you find it difficult to create an event?

No, Went to the burger menu and created an event.

What was the main idea of the app ?

Gather every social thing that is going in Kea into one webpage or app. Where people can search and join an event.

How would you make the app more interactive and user friendly?

Definitely regarding the homepage. Put more clearly where to create an account. When I press the Kea social icon I want to be able to go to the homepage, where you are after log in.

Is there anything you would change?

Make the burger menu smaller in size, The letters could be smaller. Have colours of the buttons the same color as the Kea logo e.g. the join button.

Is there anything you would add ? more pages, content or features?

Don't think so. Because the main point of the app is to find and create an event. Be able to join upcoming event together.

Would you use this app if you had some idea for a social event. ?

Yes, definitely. There are too many places to follow events that are happening in school. So it is very good to mix it together in this app, have it all in one place.

Our is to create a platform for student social activities. Do you think we have achieved this goal, if so how did or didn't we?

Yes, I think it would be great to have something like this app in Kea.

Interview results

Important content was hidden

We have to make sure that important content is not hidden, meaning too small a size or very light in color. so we changed some important features like the colour of the “create account” feature on the sign up page.

App Icon

Users being tested clicked continuously on the icon in the top left hand corner, expecting it to lead them to the homepage.

This function is an industry standard and would be a good function to have.

Microcopy

It is important that the microcopy is not too serious but formative, formal yet personal, professional yet inviting and friendly. We added some features like more inviting microcopy to the search bar.

Keep it simple

Keeping the app easy and simple has more positive reactions, users are more likely to recommend and use the app if it's simple. We added a little more white space and made the

The homepage

Because the homepage is where the user gets his first look at the app it needs to be as exciting as possible with many options of where to explore within the application whilst maintaining a user friendly “quick to pick up” format.