

DESIGNING THE USER INTERACTION



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GROUP 04

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00. INTRODUCTION

The following report delves into the methods used to create an engaging and user-friendly interaction experience in the design of an application developed during HCI - IDM course.

After an initial stage of brainstorming and problem definition, the team conducted a first round of user interviews leading to a better and broader comprehension of the selected target group.

The output of this initial phase has been subsequently inspected by performing a qualitative analysis on the data collected, allowing the team to gain a deeper understanding of users' profile and environment. Building upon earlier research and the real-life information collected, user personas that mirror subgroups within the selected target audience have been created. From this foundation, the team aimed to specify the user and organizational environment, and identified three pivotal user tasks for the application.

User personas have been used as a starting point during the next stage of the project to design the overall user interaction. Outputs achieved during this last step are therefore described in the following pages.

01. PROBLEM STATEMENT AND PROJECT DESCRIPTION

The project consists in creating a concept of an application used to connect with other people based on common hobbies and organising activities to practice them together.

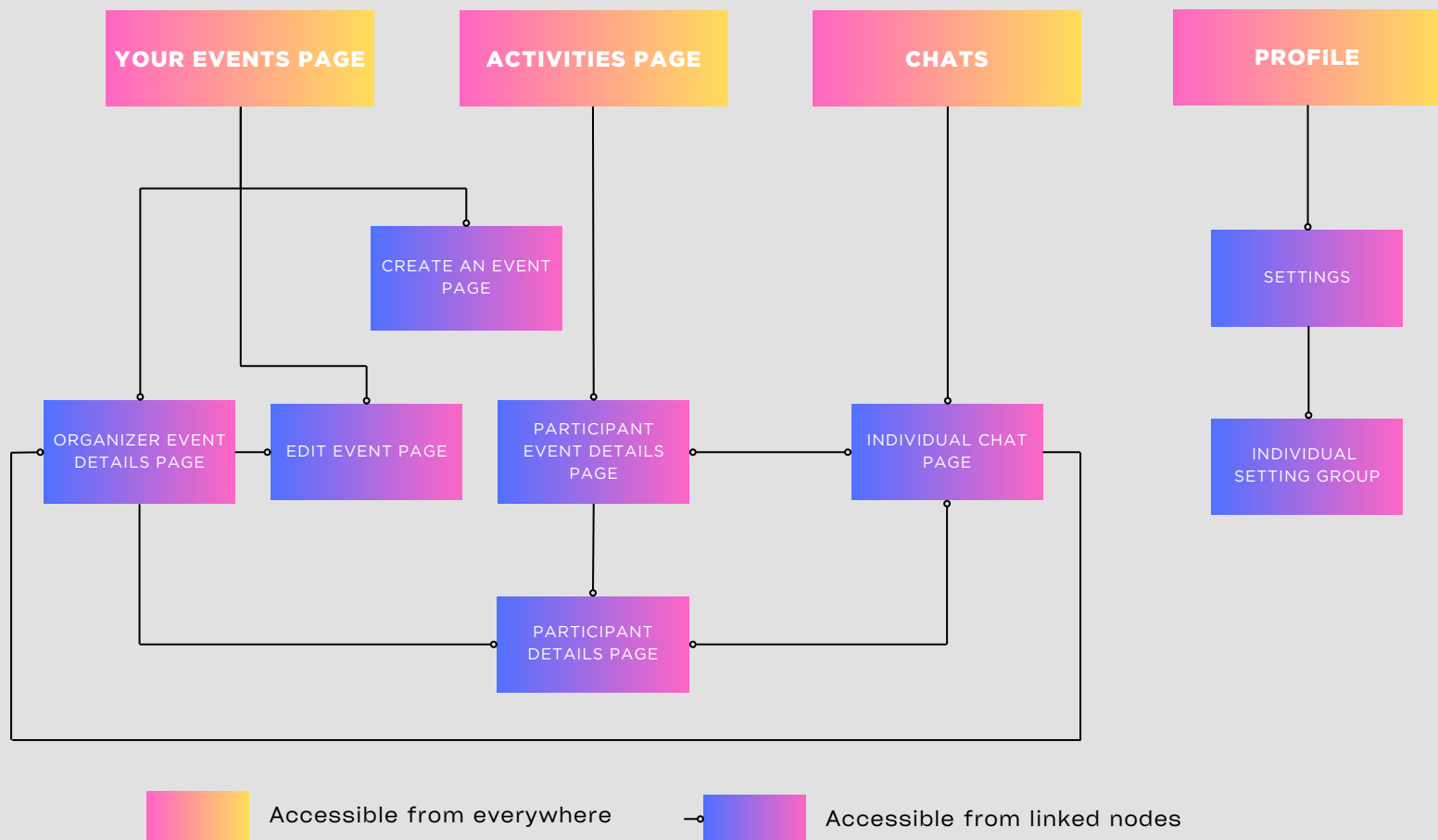
The specific study target is young students who recently moved to a foreign country, who are keen on hobbies and activities.

The leading question and main purpose during the research phase so far has been to understand the target group context of use, aiming to create a prototype of a solution that would best meet their specific needs as a next stage development. We decided to focus on the following 3 user tasks for the creation of the prototype:

- Create and then edit a board game evening event
- Join a yoga session
- Vet participants' requests for your own event

Those three tasks were used to give the initial direction of the concrete screens and functionalities to develop, as well as their order.

02. NAVIGATION MAP



The navigation map contains a total of 12 different screens. Such screens fall into two different groups. The first cluster includes the “Your Events”, “Activities”, “Chats” and “Profile” pages. Those will be a part of a navigation bar and accessible from every application screen. The rest of the screens are accessible only from their parent node.

The “Settings” module can be accessed only from the “Profile” and is the only entry point from which the “Individual settings groups” can be reached.

From the “Chats” the user can open any “Individual chat”. From that point, they have the option to either open the “Participant Event Details Page” if they are applying to join an event or they can go to the “Organizer Event” or the “Organiser Event Details” pages if they are the organiser.

From the “Activities” screen, a user can inspect a specific “Participant Event Details” page. From that point, they can either inspect a specific “Participant Details” screen or open an “Individual Chat” with the organiser. The “Individual Chat” is also accessible from the “Participant Details” page.

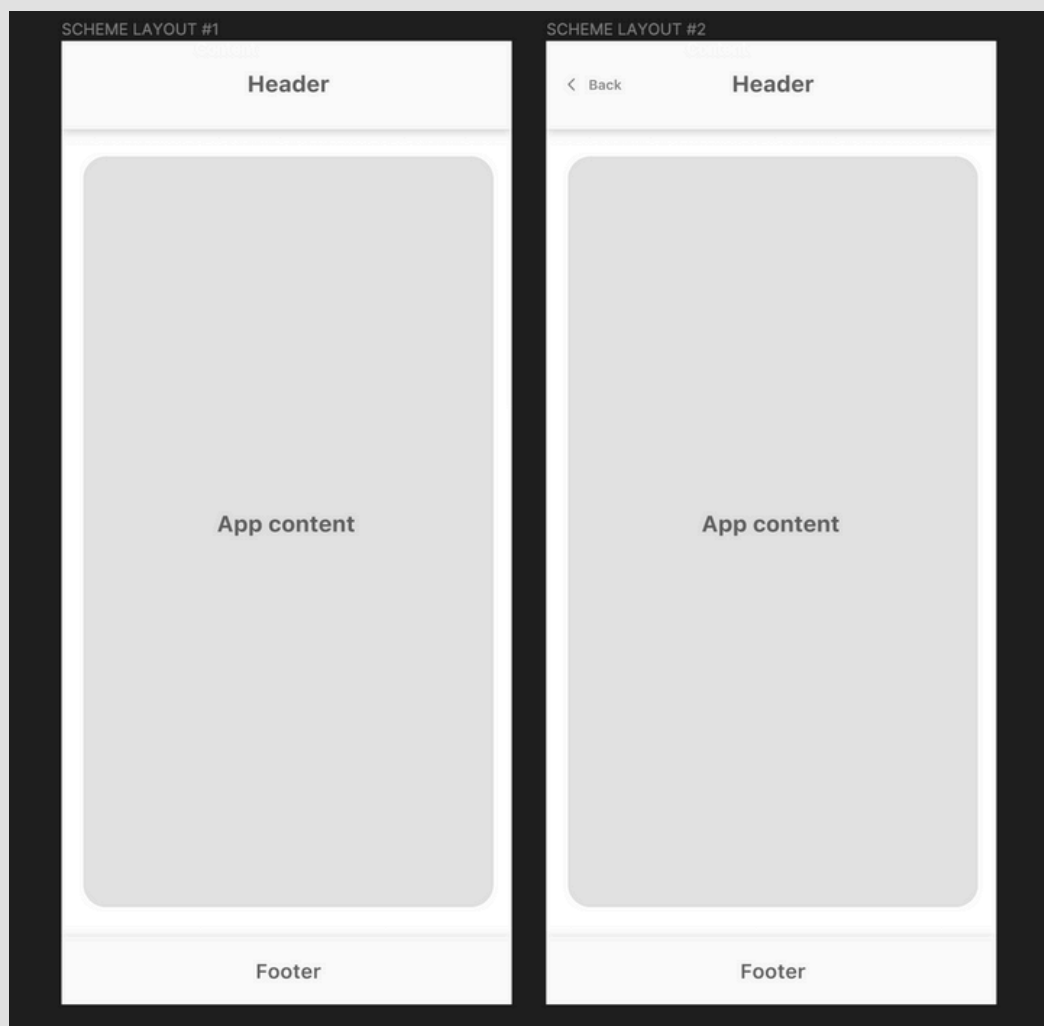
From the “Your Events” page a user can “Create an Event”, “Edit an Event” or look at the “Organiser Event Details”. From the latter, they can either reach the “Edit” page, or they can see the “Participant Details”.

03. SCHEME LAYOUTS

Scheme layouts have been designed before generating sketches, with the aim of creating a hierarchy that everyone can use for structuring the information and functionalities on each screen. The sections are:

- Header: it highlights which page the user find himself in, hosting additional features when required (like search bar and filters selection to assist induring research). When moving across pages (with the exception of “Your Events”, “Activities”, “Chats” and “Profile” pages) the header always hosts a “back” button feature, allowing users to navigate backwards (showing the name of the previous section).
- Footer: it hosts the tool bar with icons / labels for different sections or features of the app, allowing users to easily navigate between “Your Events”, “Activities”, “Chats” and “Profile” pages. To better assist the user, the label referring to the section the user finds himself in is always highlighted.
- App content: it displays all relevant functionality and information the user is supposed to interact with. Content adjusts and changes depending on the screen.

Confirmation banners pages have not been taken into account and are not expected to follow scheme layouts: they only host pop-up messages on a blurred page background.



Layout #1

Layout #2

04. SKETCHES

As a next step, we all created sketches and lo-fi prototypes, in order to visualise the features and discuss the order of the functionalities on each of the screens.

All initial sketching proposals, as well as all screens used in the user flows, can be found in the following Figma project:

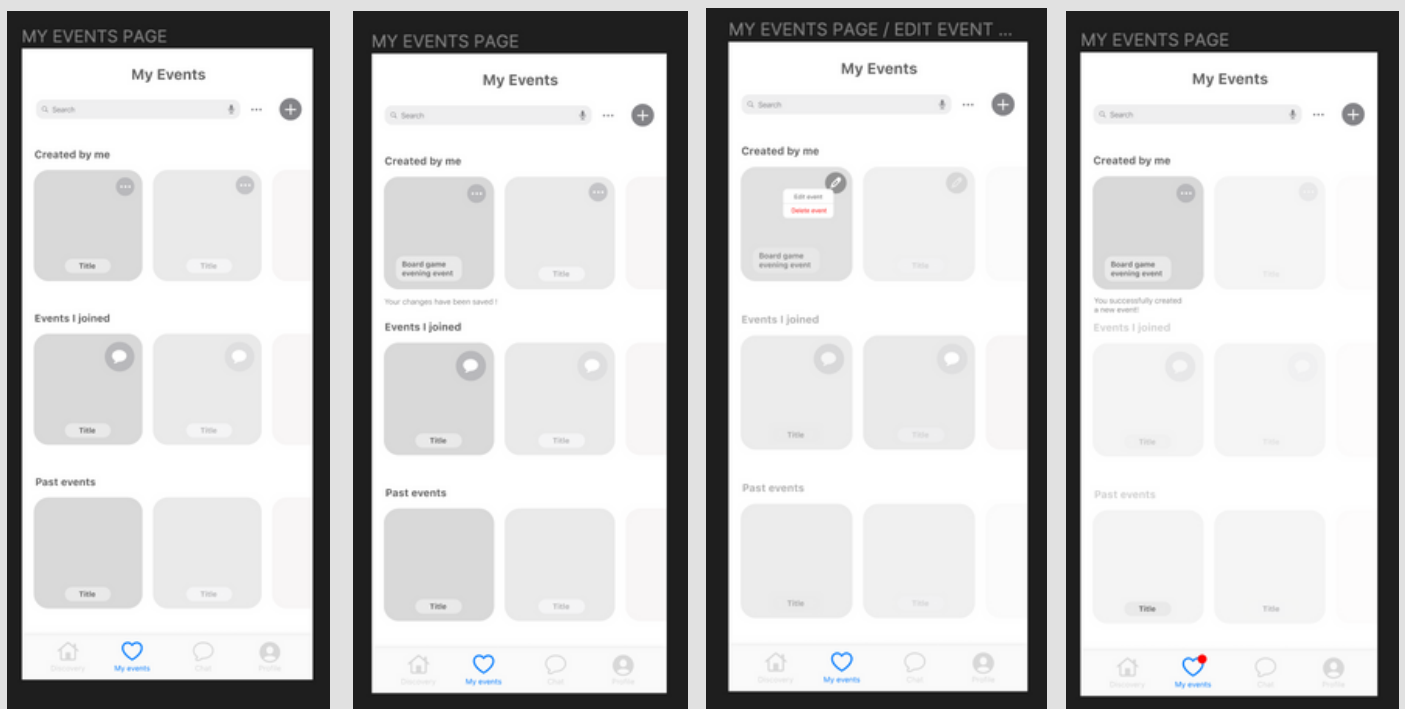
[TEAM04_PRJ](#)

The reason for designing different sketches was to get inspect various perspectives on the solution. After going through a selection process, those screen which best their fit purpose were chosen as final ones.

Below is a short description that aims to clarify our approach of choosing a screen.

1. My events:

- consistency with layout #1
- hosts searchbar and filter for research
- features “+” button to create new events
- shows and cluster events
- visible updates and reminders after editing / creating events
- edit / delete event linked selection feature



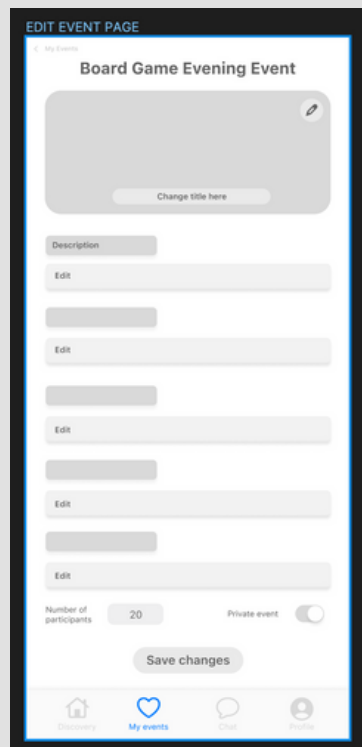
2. Create a new event:

- consistency with layout #2
- information list (name/date/time/participants number & inspection /description/place/pictures)
- “Save” button



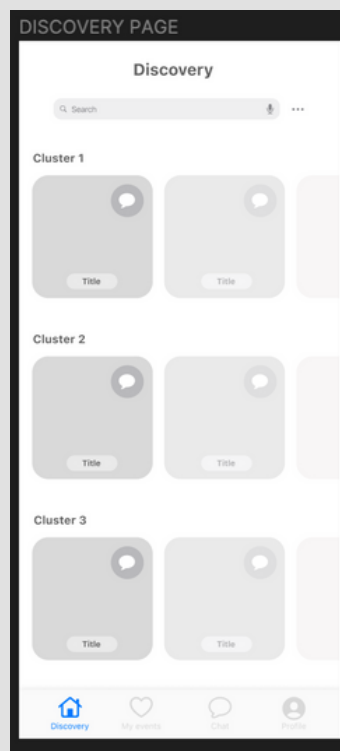
3. Edit event:

- consistency with scheme layout #2
- information editing
- "Save" button



4. Discovery

- consistency with scheme layout #1
- hosts search bar and filter for research
- shows and cluster events



5. Event details:

- consistency with scheme layout #2
- information list
- “Apply button”
- Participants section



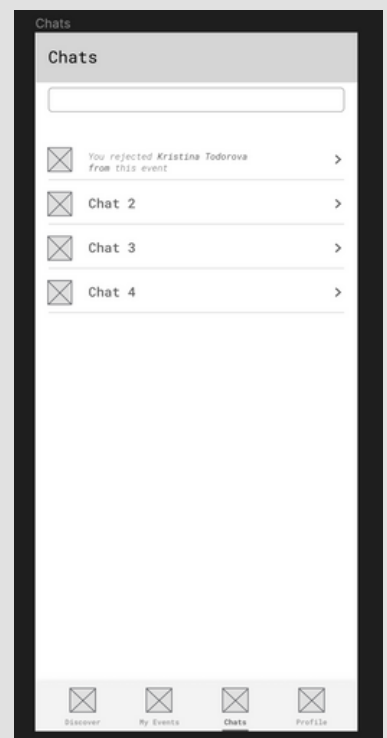
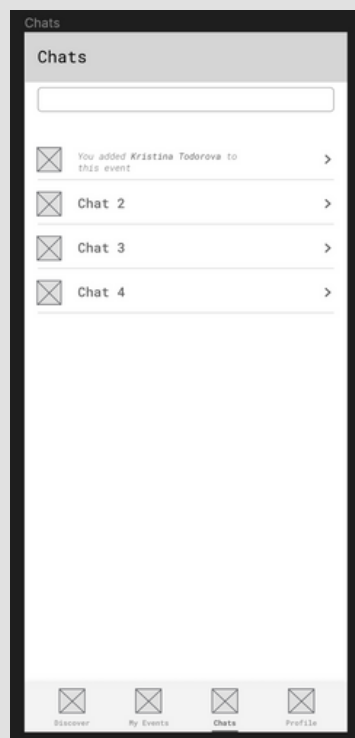
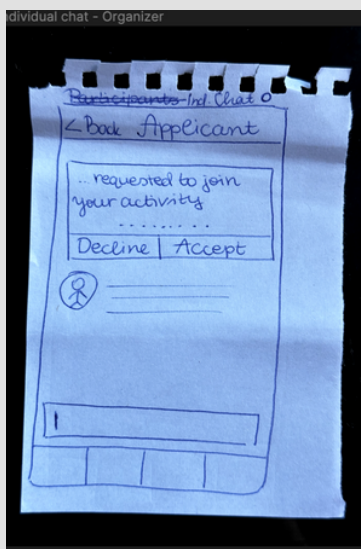
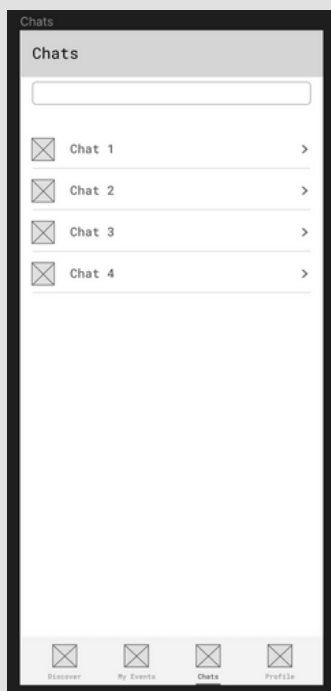
6. User details:

- consistency with scheme layout #2
- shows and clusters user information
- matches common history




7. Chats:

- consistency with scheme layout #1 (chat homepage) and layout #2 (individual chat/applicant, individual chat/organiser)
- search bar
- lists all messages received
- features access to single / group chats
- features individual chat/applicant, individual chat/organiser
- accept / decline option, with the option to click on the user profile before that
- updates on request status
- sorting mechanism



05. PERSONA ANALYSIS



MELISSA

“ I don't like to share any information online ”

ABOUT

Has recently moved abroad to study, she only speak English and is very keen on sports. She wants to connect with new people from different cultures. She is very organised and likes to join group activities. Doesn't like social medias and meeting people online.

GOALS

- find people interested in her same sports
- connect to open minded people
- organise group activities

PAIN POINTS

- Only speaks English and not local language
- Hard to find new people with common interests
- Does not trust people met online
- Isn't comfortable sharing personal information online

HOBBIES

running board games yoga

IDENTIKIT

social ————— private
online ————— offline
organised ————— improvised
group activities ————— solo activities

ONLINE ICE BREAKER

bio common interests username

The qualitative analysis conducted on data collected after interviews led to the creation of two user personas that mirror subgroups within the selected target audience.

Melissa - the first user persona - has been selected to perform the three tasks stated in chapter 02:

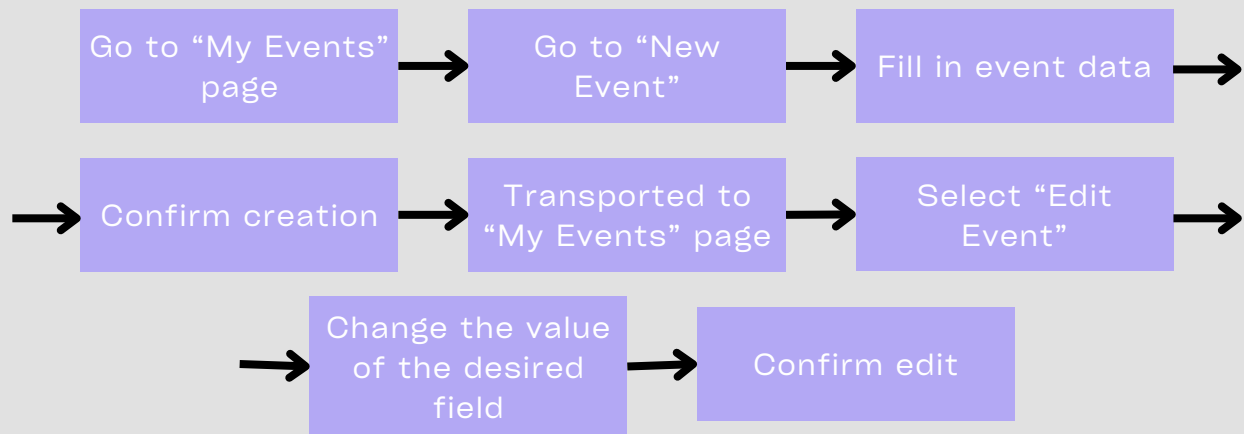
- Create and then edit a board game evening event
- Join a yoga session
- Vet participants' requests for your own event

Each task takes into account the user's background and pain points and all of them are based on her goals as well as hobbies.

05.01 TASK FLOWS

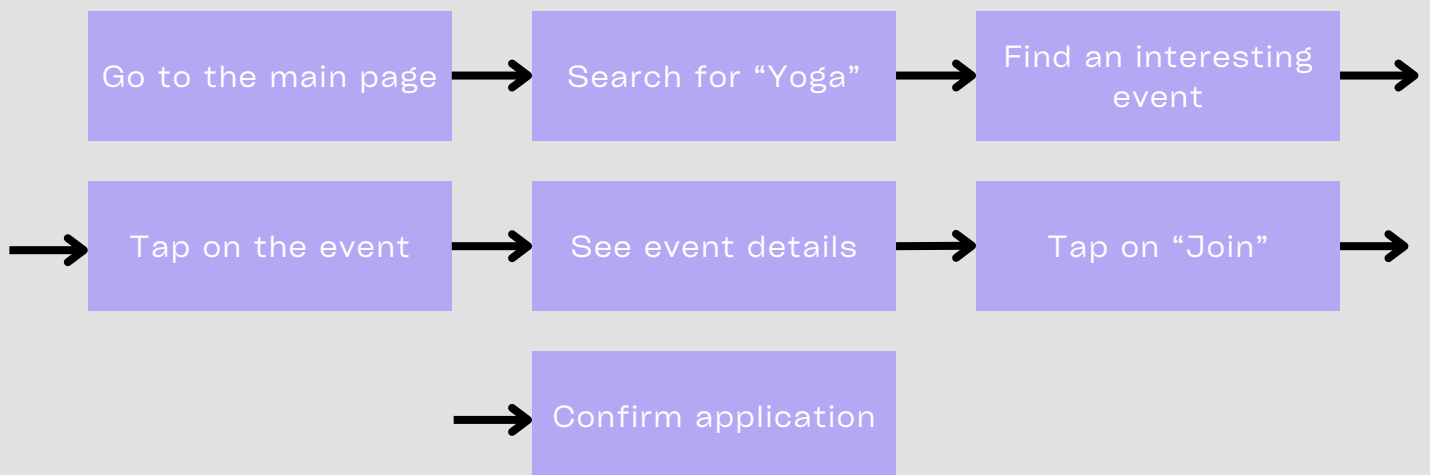
Task 1

Create and then edit a board game evening event



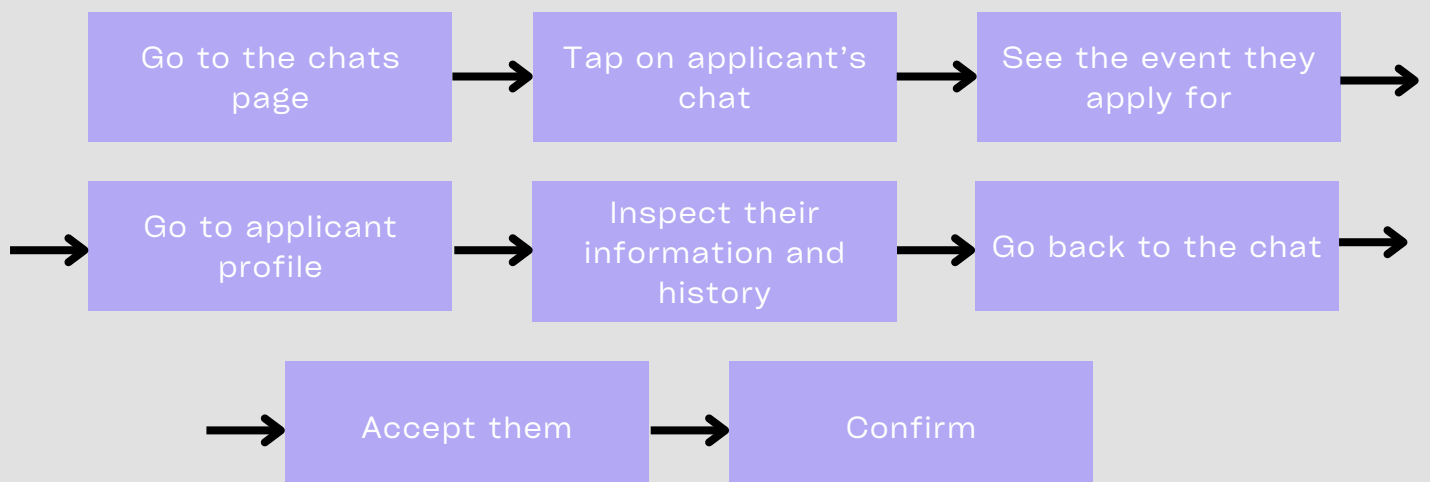
Task 2

Join a yoga session



Task 3

Vet participants' requests for your own event



05.02 WIREFLOWS

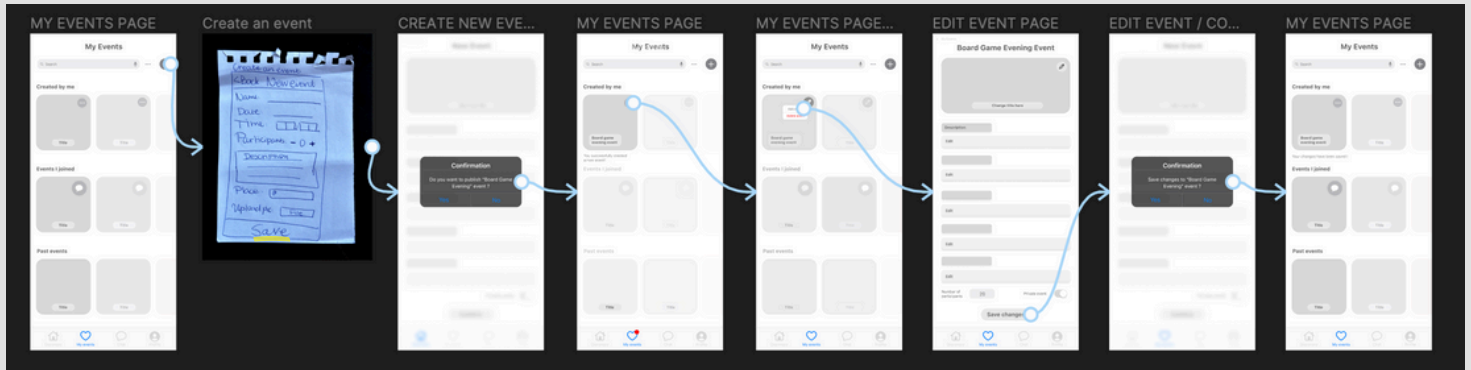
Wireflows analysis can be found at the following link:

TEAM04_WIREFLOWS

In the cases of using the screens sketched on paper, a yellow highlight indicated the action button that leads to the next screen in the wireflow.

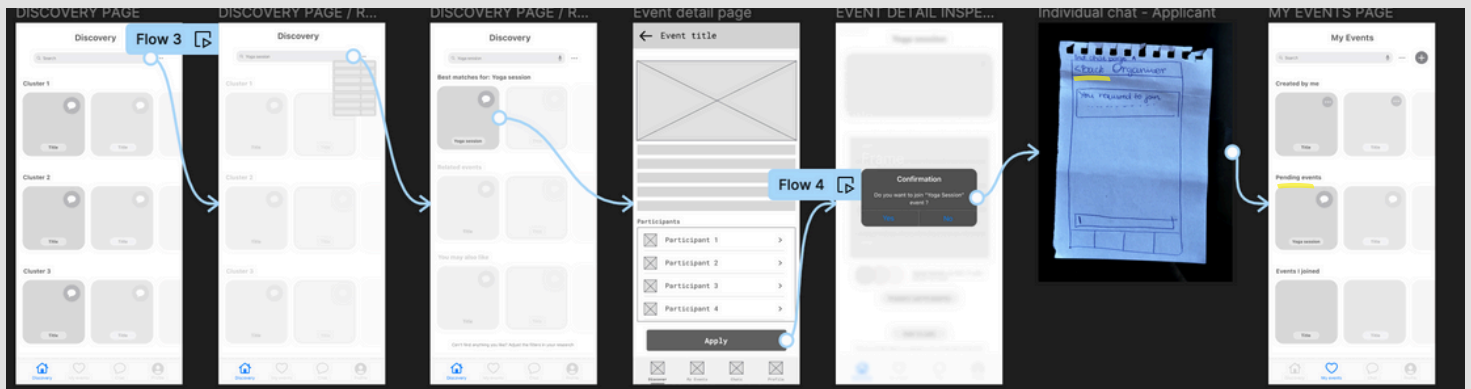
Task 1

Create and then edit a board game evening event



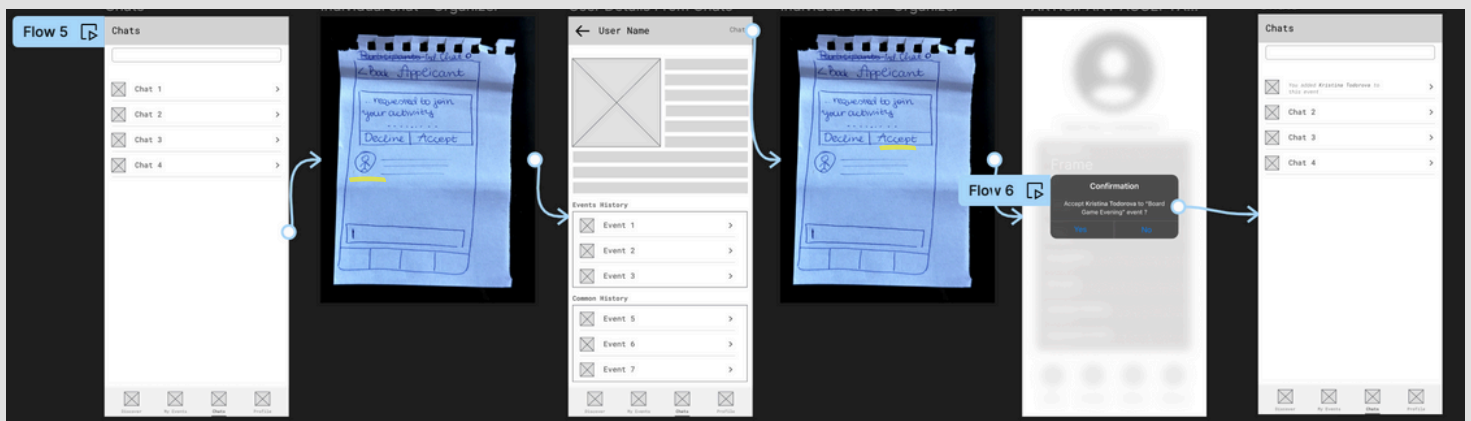
Task 2

Join a yoga session



Task 3

Vet participants' requests for your own event



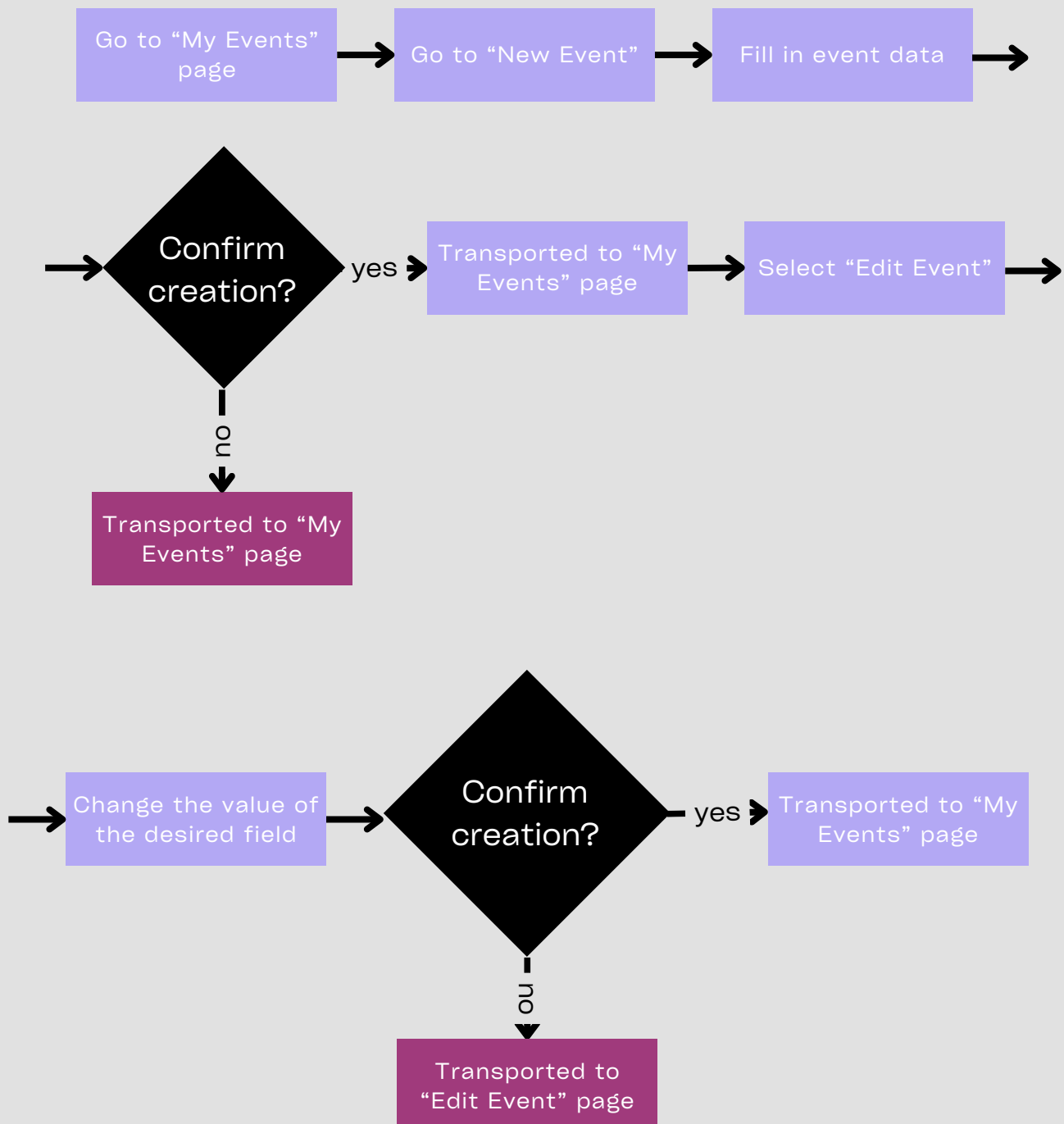
05.03 USER FLOWS

User flows analysis can be found at the following link:

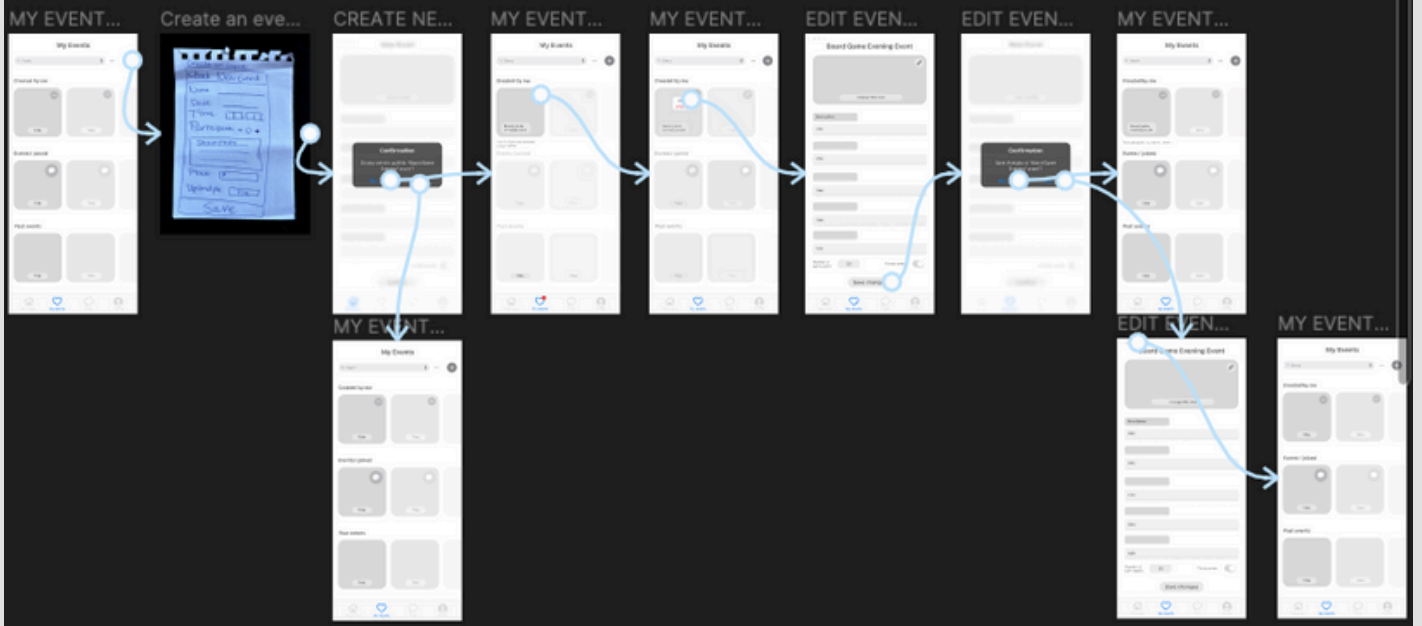
[TEAM04_USERFLOW](#)

Task 1

Create and then edit a board game evening event

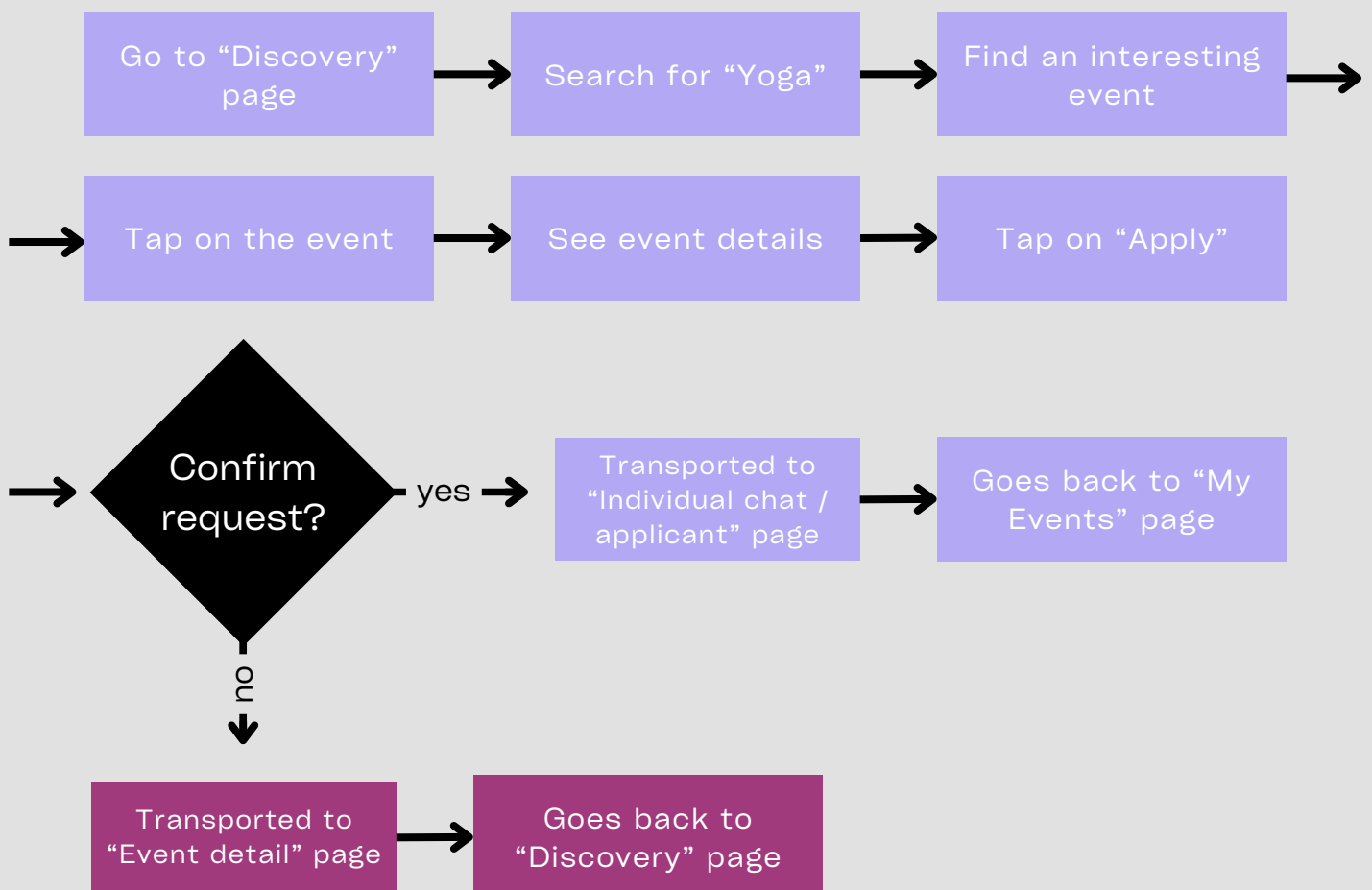


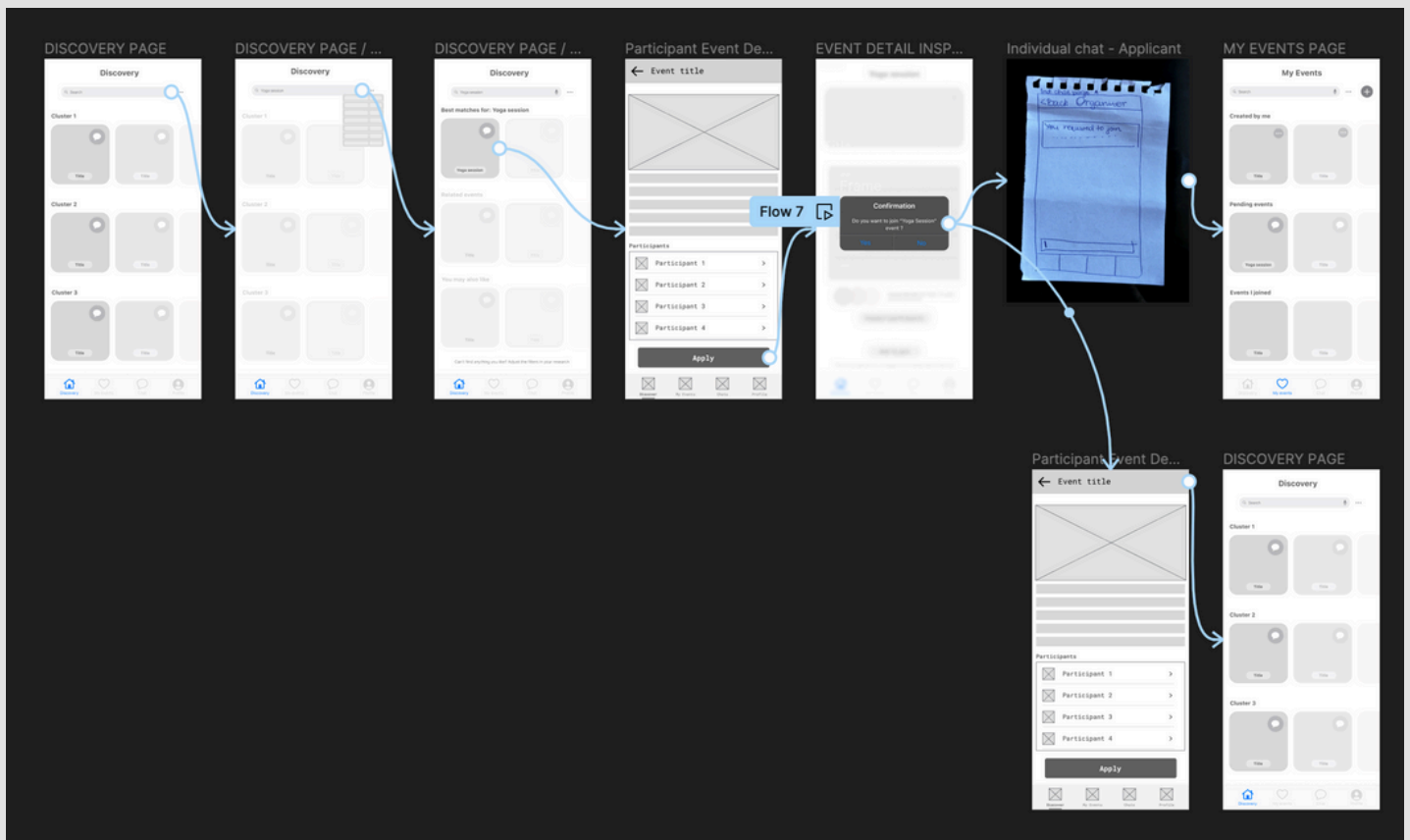
USER FLOW - TASK 1



Task 2

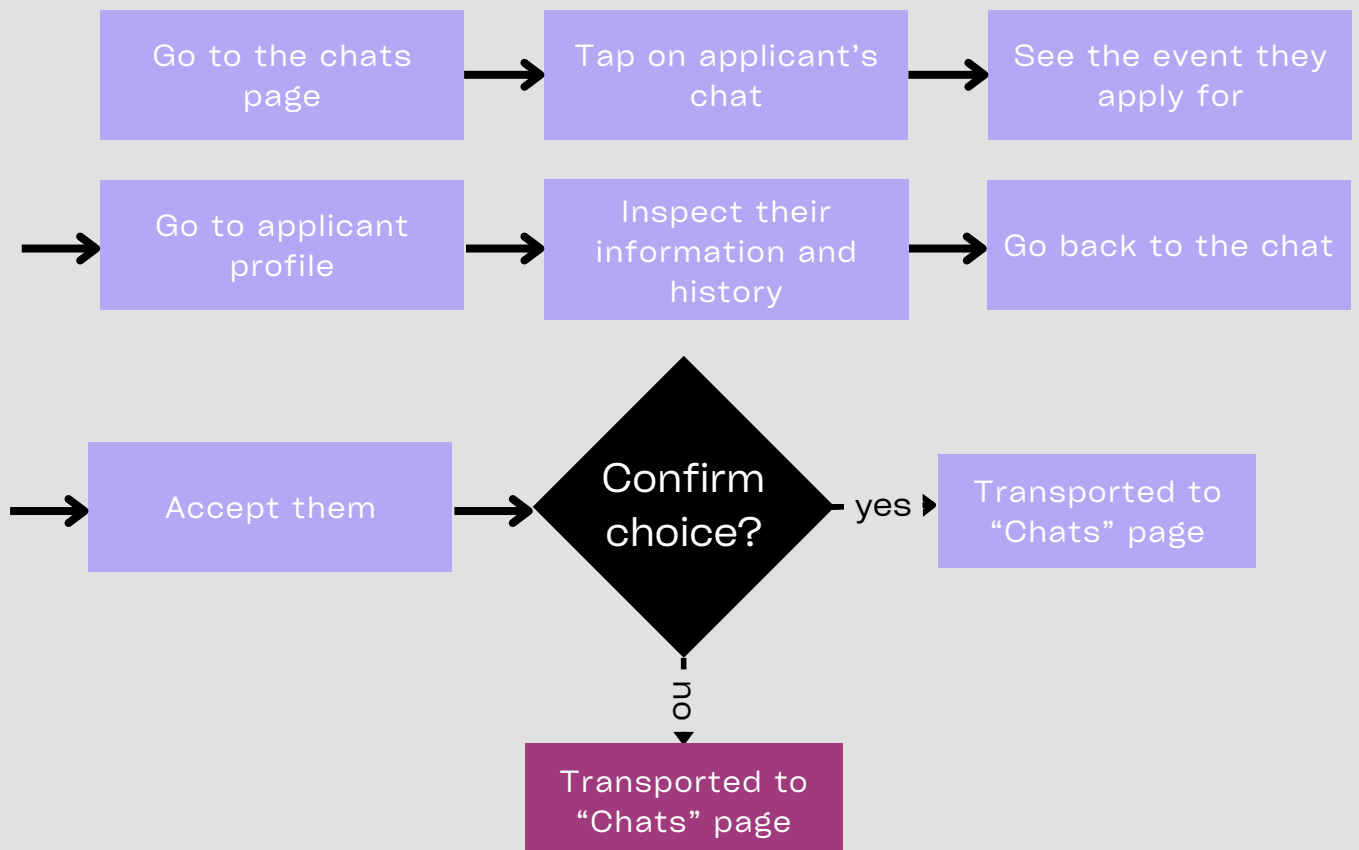
Join a yoga session



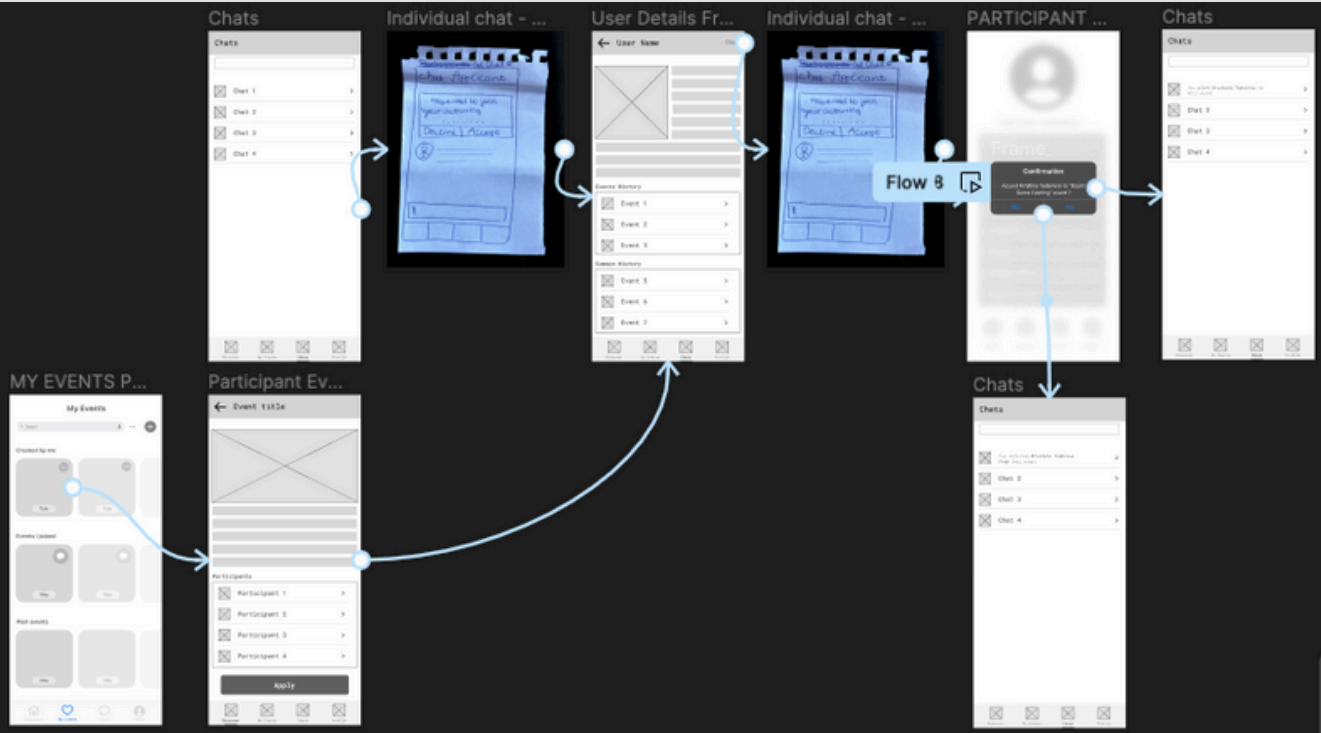


Task 3 / Variant 1

Create and then edit a board game evening event

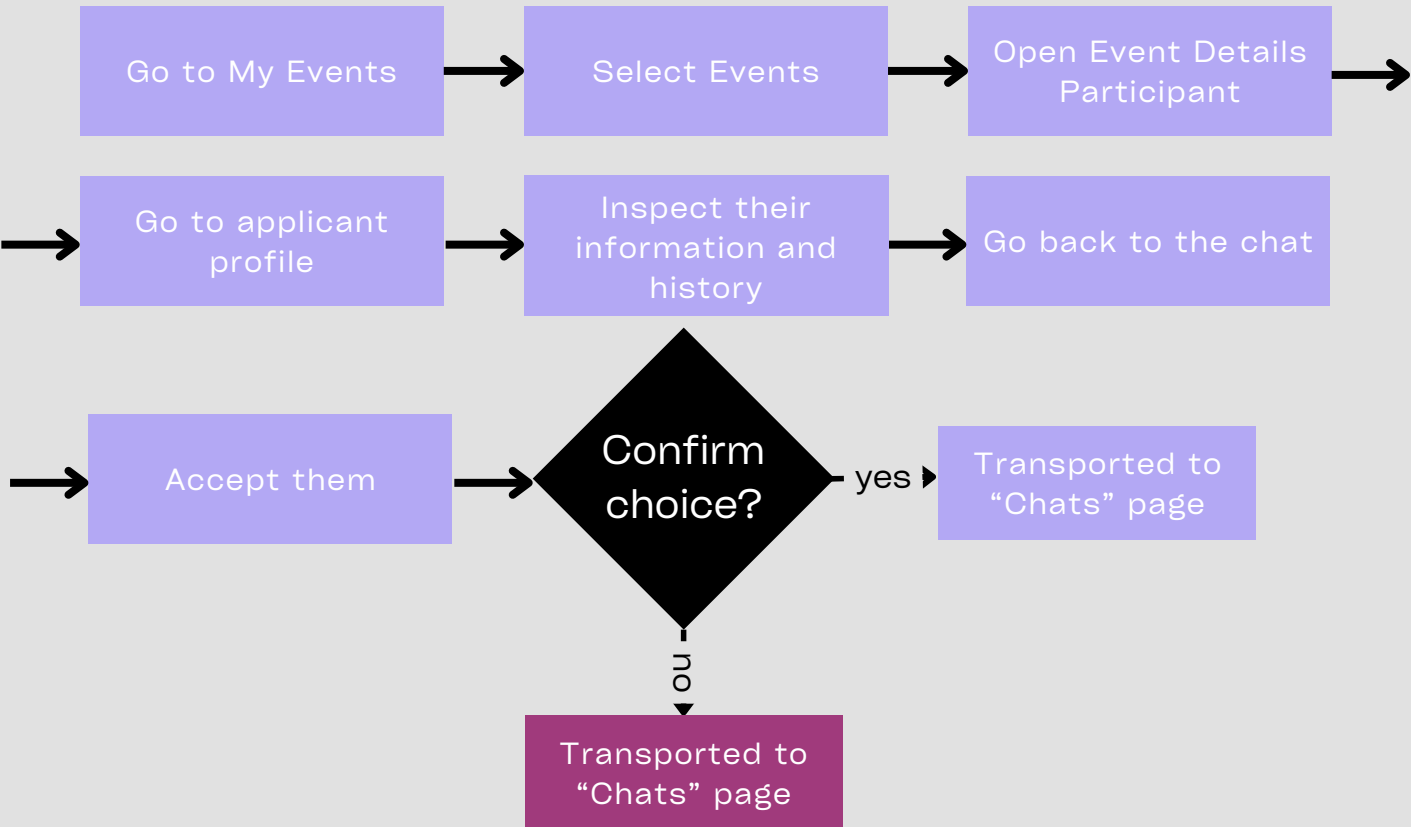


The path to vetting a participant and accepting their request to join an event is a straightforward one: the user goes in the chat page and already has in his inbox a request from the user. He can click on it and view his user profile before agreeing to let him join.

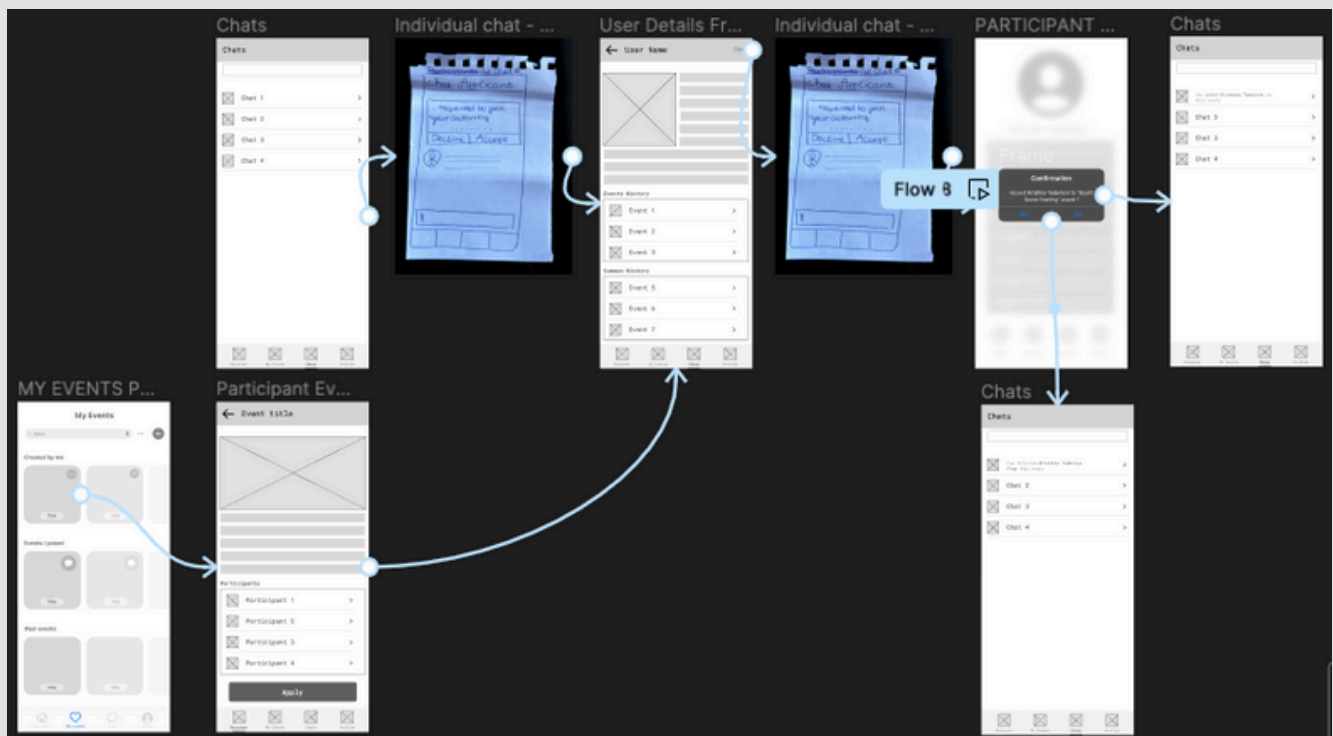


Task 3 / Variant 2

Create and then edit a board game evening event



In this case the path differs in its beginning, as the user begins the flow from the My Events page and navigates to the events details, in order to find the participants' user profiles and get into the chat with them from that screen.



In conclusion, our journey from conducting the UX research to making a detailed navigation map, schematic layouts, task flows, user flows, and wireflows has been an insightful process. The development of the sketches offered us a tangible vision of how the app should actually look like, but also helped us to see the differences in our own mental models and expectations about functionality and design.