Explore Campus Activities Anytime, Anywhere

App Name: **College Time** | Connecting students with campus life

Project Description

A mobile app that brings all college events and club activities into one centralized platform. It helps students easily discover, join, and stay updated with everything happening on campus.

Problem Statement

- Event information is scattered across different platforms.
- Students miss important updates due to no cut-out system.
- No simple or quick way to register for events.
- Organizers struggle to manage, update, and track event details.
- Low student participation because events lack visibility.

Solution

- Provide one centralized app for all event and club information.
- Allow students to discover events by interest or category.
- Add one-tap event registration with confirmation.
- Include an organizer dashboard for easy event management.
- Show personalized event and club recommendations to boost engagement.

Design Process

Empathize

Empathize helps to understand and share the feelings of the users. Empathize process was done by design strategy, quantitative analysis and competitor analysis.

1. Competitor analysis

FEATURE	WHATSAPP GROUPS	INSTAGRAM PAGES	COLLEGE WEBSITE	COLLEGE TIME APP
Centralized Event Listings	✗	✗	✓	✓
One Tap Event Registration	✗	✗	✗	✓
Club Management System	✗	✗	✗	✓
Real-Time Notifications	✗	✗	✗	✓
Personalized Event Suggestions	✗	✗	✗	✓
Event Sharing	✓	✓	✗	✓
Admin Section	✗	✗	✓	✓

2. Qualitative Research

01 How do you currently find information about college events and club activities?

02 Have you ever missed an event due to late or missing information?

03 What problems do you face while registering for events?

04 Which platforms do you rely on most for event updates (WhatsApp, Instagram, etc.)?

05 What steps you from participating in more events?

06 What motivates you to join an event or a club?

07 How useful would real-time notifications be for event reminders?

08 What features do you wish a campus event app should have?

3. Quantitative Research

How do students currently get information?

How Often students check for campus events?

What problem do student face?

Most Requested features

Define

To understand more about the user's experience personal interview was conducted between the users, user persona and empathy mapping were defined from the users's interview.

1. User Persona

Age: 19

Bio: I'm a second-year computer science student who loves coding and building small projects. I'm always looking for ways to make my college life more organized and fun. Lately, I've been a bit overwhelmed with keeping track of events and club activities—I often miss out because I didn't know about them in time.

Personality
- Tech-savvy
- Curious
- Time-conscious

Goals
- Stay updated on campus events
- Find clubs that match my interests
- Avoid missing deadlines

Frustrations
- Information is scattered across multiple platforms
- Forgets to register for events
- Misses deadlines due to late reminders

Tools
- Mobile phone
- Laptop
- Instagram
- WhatsApp
- Email

Age: 21

Bio: I'm a sophomore in business administration at a college. My weekends are all about hiking, photography, and exploring new places. I'm also a bit of a foodie and love trying out new cafes and restaurants with friends.

Personality
- Adventurous
- Social
- Organized

Goals
- Find hiking and photography clubs
- Discover weekend trips and outdoor activities
- Connect with people who share my hobbies

Frustrations
- Hard to find relevant events
- Misses deadlines due to late reminders
- Prefers quick, one-tap registration

Tools
- Mobile phone
- Laptop
- Instagram
- WhatsApp
- Email

2. Empathy Mapping

Says
- Can't remember events on time
- Always check updates on WhatsApp groups
- Want a simple way to see what's happening on campus
- Wants more time before deadlines to join

Thinks
- Is this event worth the time?
- Will I get reminders on time?
- Should I join this club or event?
- Is it too advanced?

Does
- Checks WhatsApp or Instagram for updates
- Forgets to register on time
- Misses events due to late reminders
- Joins only easily accessible events

Feels
- Confused because details are scattered
- Frustrated when missing events
- Curious about what's happening on campus
- Anxious about missing deadlines

Says
- Wants to search all activities at once
- Want a clear way to manage registrations
- Want to see what's happening on campus
- Prefers a personalized recommendation

Thinks
- A centralized app would solve this
- Would use it if it saves time and effort
- Would like to see a clear dashboard
- Would be more motivated to join events if it's easier

Does
- Searches events using Google Forms
- Checks updates on WhatsApp and Instagram
- Tracks registrations using Google sheets
- Manages event information manually

Feels
- Frustrated with scattered tools
- Comfortable with communication tools
- Responsible for event success
- Overwhelmed by manual tracking

Ideate

We can define the structure of navigating the app using user flow, information architecture enhance finding and usability by labeling and organizing the content of the app.

1. User flow

2. Information Architecture

Design

The screens were designed in low fidelity and high fidelity wireframes. The colors, fonts and icons are added after designing wireframes.

1. Style Guides

Typography

Aa
Roboto

Regular | Medium | SemiBold | Bold

Colors

Icons

2. Wireframes

3. Final screens

Usability testing

Testing

A/B testing was conducted to discover opportunities to improve the design also to find the secover problems in the design. Observing User's behavior and responses while using the app.

Feedback

- Users found the overall flow simple and easy to understand.
- The app's design was clean and visually comfortable.
- Easy to navigate.
- Suggested to include more advanced customization options in future updates.

THANK YOU