Advice Document

The design

Following our branding guide we made some designs for the app which you can find back in the Figma file.
What is done?
- Login/Signup
- Front-page
- Calendar / view all events page
- Event information page
- Participants page
- Create event page

What needs to be done?
- profile page
- friends page
- Tikkie/payment page

Test results:
Concluding from the results, we can see that there might need to be improvements on where the create an event button will be, especially coming from the main page. Since now it is on the search/calendar page. Another thing that we can take into consideration is playing around with the background as someone thought it was a bit too overwhelming, as well as making some fonts thicker to increase readability. But overall the test was a success having a metric score of over 90 for every user test.

The app

For the app, we made a start on the design which we tested with several users. Because the focus was on conducting the awareness campaign user test. This has not yet been fully developed. Several pages still need to be added and tested before the design is complete. However, we have already started the first draft of the app's development. Nothing has been tested on this yet and the design still needs to be incorporated. Also, all functionalities have not yet been worked into it, but everything works as a good set-up to turn into a complete app later.

The final test

What went well: There was enthusiasm, and it was delightful to see the classmates putting aside their laptops and coming together in a pleasant manner.

However, there is still room for improvement regarding the awareness campaign. We have found that word-of-mouth advertising is much more effective than scanning a QR code.

To further elaborate on this discovery, we can state that personal recommendations and conversations among individuals within the class seem to be a more powerful way to spread the message than relying on technological means such as QR codes. The fact that people engage with each other personally and provide recommendations contributes to a sense of trust and authenticity that is sometimes lacking in more automated approaches.

In the continuation of the awareness campaign, it might be valuable to emphasize and encourage these personal interactions. For instance, creating more opportunities for group discussions where participants can share their positive experiences can help word-of-mouth advertising grow organically. Additionally, testimonials from participants who have engaged in previous activities can be a powerful tool to persuade others to participate.

By shifting the focus to human connections and recommendations, we may potentially increase the impact of the awareness campaign and foster a stronger sense of engagement within the group.

1. Understanding Break Culture:

Initial research identified a lack of awareness among students regarding break times. The Joehoe initiative pivoted from a food delivery service to a community-centric platform, emphasizing the creation and participation in events during breaks. This strategic shift aligns with the dynamic needs of Strijp TQ students, promoting social interaction and shared experiences.

2. Joehoe App Development:

The digital evolution from paper prototypes to wireframes showcases the refinement of the Joehoe app. Through user-centric design iterations, the app now integrates seamlessly into students' break routines, encouraging event participation and community engagement. The app's feasibility and technological viability have been prioritized to ensure a smooth user experience.

3. Website Integration:

To address the issue of students overlooking break times, a visually engaging website featuring a Clocky-themed clock and an interactive Joehoe jingle was introduced. This serves as a creative and attention-grabbing reminder for students to take breaks. The website's design aligns with Clocky, our mascot, making the experience both playful and effective.

4. Research Insights and Objectives:

Usability and Engagement: Evaluate the usability of Joehoe app features and the website, examining user engagement levels.
Impact on Break Habits: Investigate changes in student break habits following the Joehoe initiative's implementation.

Feasibility and Implementation: Assess the feasibility of implementing the Joehoe app and website components within the Strijp TQ campus environment.

5. Recommendations:

Launch Campaign: Roll out a comprehensive awareness campaign introducing the Joehoe app and website features. Emphasize the shift from food delivery to a community-centric platform.
User Training: Conduct user training sessions to familiarize students with the Joehoe app and website functionalities, ensuring optimal usage.
Continuous Feedback Loop: Establish a mechanism for ongoing user feedback to drive iterative improvements and adaptability to evolving student needs.
Collaboration with Stakeholders: Collaborate with campus stakeholders, including faculty and administration, to garner support and integrate the Joehoe initiative seamlessly into campus life.

6. Next Steps:

Implementation: Roll out the Joehoe app and website components in a phased manner, monitoring user engagement and addressing any issues promptly.
Evaluation: Continuously assess the impact of the Joehoe initiative through user feedback, analytics, and regular evaluations.
Expansion: Consider expanding the Joehoe initiative to other campus locations or academic institutions based on the success and lessons learned at Strijp TQ.
The Joehoe initiative embodies a proactive approach to enhance student well-being, emphasizing the importance of breaks and community engagement. By combining a dynamic app with visually engaging reminders, this initiative aims to create a vibrant campus culture where students feel connected, supported, and encouraged to prioritize their well-being during breaks.