

Assignment 3: Project Abstract & Plan, Due Oct 22

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Abstract:

Despite UCLA's advantageous proximity to many recreational resources and vibrant communities and neighborhoods, it can often feel isolated from the wide landscape of Los Angeles and Southern California. Many barriers such as financial constraints, convenient transportation, and limited awareness often discourage student participation and engagement in local opportunities even if they have a genuine interest in involvement. How could we implement an application design to create a medium to address the disconnect of activities and their participation?

During the course of this project, we strive to address these challenges specifically to bridge the gap between UCLA students and the wide variety of outdoor recreation and engagement opportunities already available in the local area. Our goal is to promote and reimagine the potential of community exploration done by students beyond the borders of our campus. Stakeholders include UCLA students using the product, primary local communities who benefit from the increased participation from the student body, and secondary local organizations that serve these communities.

By developing an application that focuses on the accessibility and convenience of discovering and interacting with the local community, we aim to alleviate the strains of finding and getting to them in the first place, to redirect their time towards more direct and active engagement. As a byproduct of creating a clear network of opportunities and guidance on utilizing public transportation, we also uncover and extend the visibility and reach of this expansive network of local events and recreational activities all within a single, cohesive interface.

Some featured engagement activities would include rock climbing on and off the UCLA campus, kayak or other gear rentals at Marina Del Rey, hike trails and nature reserves, and outdoor nature conservation volunteer service programs and non-profit organizations. We would regularly update the application database and calendar with upcoming programs and events, and provide easily digestible guides for further connecting with these causes. We also want to promote the different organizations that create a social environment for connection with the outdoors, including Peaks and Professors, Backpacking club, and different affinity groups that encourage groups to enjoy Los Angeles' natural spaces.

Task Calendar

						21 Project Meeting (Discuss quarter plan) Abstract
22 Finalize project plan Assignment 3 due	23 Research stakeholders Create interview and focus group scripts	24 Recruit and schedule interviews Conduct ethnographic research	25 Conduct individual interviews (1/2)	26 Conduct individual interviews (2/2)	27 Review 2 sources each for literature review Conduct focus group	28 Debrief, discuss findings / Meet about presentation
29 Finalize presentation Assignment 4 due	30 User personas User journey User flow	31 Low-fi & wireframe sketches	1 Reduce low-fi sketches, brainstorm hi-fi as a group	2 Translate hi-fi design to Figma	3 Make design interactive	4 Updated project report and slide deck
5 Assignment 5 due	6 Recruit Participants for A/B and usability testing	7 Create Scripts for Usability tests & A/B test	8 Conduct A/B testing	9 Conduct usability tests	10 Report and share test results	11 Updated project report and slide deck
12 Assignment 6 due	13	14 Recruit and schedule test groups	15	16	17	18
19 Personal Reflection Assignment	20 Assignment 7 due	21	22 Work on slide deck (1/3)	23 Work on slide deck (2/3)	24 Work on slide deck (3/3)	25 Final slide iterations
26 Assignment 8 due	27	28	29	30	1	2 Run through presentation (rehearsal)
3 Assignment 9 due				Finalize slide deck (1/2)	Finalize slide deck (2/2)	

Project Plan and Assignment Breakdown:

Assignment 4:

Goal/Outcome: Explore the project domain and better understand our problem space from the perspective of potential users, existing stakeholders, and surrounding communities. Learn about user pain points and how we might best address them, narrowing our problem space to be able to best address user needs and wants. This stage of the project is critical for ensuring our design is user oriented and streamlined with clear goals.

- Recruiter (Emily)
 - Research stakeholders
 - Potential stakeholders:
 - Generally: students, community engagement workers, and the community itself
 - Student interested in nature and community engagement
 - Students who have Alltrails app or some alternative
 - Campus outdoors club student leadership
 - UCLA employees working in outdoor Recreation
 - Recruits and schedules interviews
 - Backpacking Club Member: Owen Jones (805)570-4764 uclabackpackingclub@gmail.com
 - Dig Club (student gardening and sustainability club) digucla@gmail.com
 - USAC Community Service Commission csc@usac.ucla.edu
 - Bruins for better Transit Student Organization [@bruins4bettertransit](https://twitter.com/b Bruins for better Transit)
 - Bruin's Movin (Club promoting healthy living and physical activity) bruinsmovin@gmail.com
 - Bruin Birding Club bruinbirdingclub@gmail.com
 - Environmentalists of Color Collective ecc.ucla@gmail.com
 - American Indian Student Association aisa.ucla@gmail.com
 - Peaks & Professors Club [@peaksandprofessors.ucla](https://www.instagram.com/peaksandprofessors)
 - Ecological Restoration Association eraatucla@gmail.com
 - Camping Club sameaderrick@g.ucla.edu
 - Visits fields sites for Contextual Observation
 - UCLA Rockclimbing gym Victor Rinaldi (805)772-7847
 - UCLA outdoor gear rental
 - UCLA Marina Del Rey aquatic center
 - Botanical Gardens
 - 3 interviewers (Jino, Sedge, Charlene)
 - Create interview and focus group scripts
 - Conduct focus group
 - Conduct ethnographic research
 - Group hike
 - Peaks and professors trip
 - Conduct individual interviews
 - Collaborate with participants in co-design activities
 - Competitor Research

- All Trails, Strava
- Literature review (group)
 - 2 sources each individually
 - Meet as group to finish literature review
- Group tasks
 - Meet about presentation
 - Needs:
 - Research techniques and process
 - Detailed description of the context, action, and issues at play
 - Foreground key stakeholders and insights (interviews/conversations)
 - Visual materials to 'tell the story' (photos/etc)
 - Finalize presentation

Deliverables

- Everybody
 - Complete 2 sources for our literature review
 - library.ucla.edu
- Sedge
 - Lit review topic:
 - Barriers and motivations to student engagement of outdoor programs
 - Write interview script for non-community engagement based club leader
 - Do interview
 - Write script for disinterest student interview
 - Do interview
- Jeffrey
 - Lit review topic:
 - nature/community engagement effects on wellness
 - Start planning out focus group script/gather participants
 - Platform interviews
- Jino
 - Lit review topic:
 - Effect of social activities on college students
 - start /organize slide deck
 - Write survey
 - Send it off by saturday/sunday
 - <https://xn0igyyc5sv.typeform.com/to/cvMu5RoL>
 - Interview for social club leader (?)
- Charlene
 - Lit review topic:
 - Economics of student activities
 - Ethnographic research
 - Interested student interview

Assignment 5:

Goal/Outcome: Based on our user research and understanding of stakeholders, create user personas, user journey, and flow. This will assist in the generation of wireframes and low-fi sketches. Each of the members in our group will create one low-fi sketch, and ultimately create a sketch that best fits our objective through discussion.

- User personas (Emily)
- User journey (Jino)
- User flow (Sedge)
- low-fi & wireframe sketches
 - All members complete a low-fi individually
 - Meet as a group to discuss design strengths and weaknesses (group)
- Interactive hi-fi sketches, or functional front-end web-based implementation
 - Develop low-fi → hi-fi (group)
 - Make prototype on Figma (Charlene)
- Updated project report and slide deck from Assignment 4 (group)

Assignment 6:

Goal/Outcome: The creation of sketches and high fidelity prototypes will allow A/B testing and usability testing. Before testing, recruit participants for the tests, and create a schedule for each test group. Perform the A/B test and usability tests, and analyze the results. Make modifications based on the results of the tests. A/B testing and usability testing will allow detection of user preferences and the reasoning behind user actions.

- Recruiter (Sedge)
 - Recruit and schedule test groups
- 1 A/B tester (Jino)
 - Create guidelines/scripts for Usability tests
- 2 usability testing (Emily, Charlene)
 - Create Scripts for Usability tests
- Updated project report and slide deck from Assignment 5 (group)

Assignment 7:

Goal/Outcome: During this reflection, the goal is to draw from the three authors that were assigned and relate an idea to our personal experiences as a user of technology or as part of the design process in this project.

- Unrelated personal reflection

Assignment 8:

Goal/Outcome: The purpose of this assignment is to review the slide deck that we have compiled throughout the duration of this project, and create a refined overview documenting the process of this project, which results in a 10-minute presentation to practice communicating design concepts clearly.

- Slide deck showcasing each assignment (summary and overview of the entire research and design process)

Assignment 9:

Goal/Outcome: Through this presentation, we seek to present our final product and its intermediary iterations and design decisions, particularly to an audience who is likely unfamiliar to the project. This will thoroughly cover the entire scope of the project, as we report our research on the problem domain and its stakeholders, summarize the development of the product interface, and discuss the results of our usability testing. The presentation mediums would include a live presentation, written project report, and documented GitHub repository.

- Review the final presentation (slide deck) and revise
- Record a 10-minute video presentation
- Complete a final project report
- Compile project documentation into a GitHub repository, labeled clearly