DH 110: Group Project Report
Sedge, Jino, Jeffrey, Charlene

Project Summary

Updated 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.

<u>Specifically, we want to facilitate student organizations in discovering these activities to engage in as a collective whole, to open up opportunities for group collaboration and togetherness while also encouraging community engagement out of our campus.</u> By developing an application that focuses on the accessibility and convenience of discovering and interacting with the local community, we aim to alleviate and minimize the cognitive load 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.

Projected Project

While the project may change after completing our user research, we aim to create a product that address these features:

- *Objective: Facilitate student organizations in discovering available UCLA activities, and providing easy access to steps for planning such activities for club socials/events.*
  1. Offering assistance in planning in the following:
     - Transportation (not limited to)
       - Providing bus routes, van/bike rental information, carpool planning tools, and car parking structures/lots
     - Booking
       - Reservations and rental checkouts
  2. Providing specific activity information and details
     - Price, location, required equipment skill level

Literature Review

Each team member reviewed two academic sources relating to our project as background research for our literature review. Listed below is a summary of relevant information learned from each source:

[By land or sea: Exploring motivations for outdoor adventure activities in a college student population](#)

This article investigates the motivations of college students in participating in outdoor adventure recreation programs (OARPs). By surveying students, they found that there are significant social and stimulus avoidance factors, with a particular focus on escaping the monotony of college life. The study also investigates whether motivations vary between land-based and water-based OARPs, as well as across different years and age groups among students. Interestingly, the research did not yield statistically significant findings in these areas. The authors suggest that students engage in OARPs for reasons that are far more intricate and do not neatly align with simple, one-size-fits-all survey questions.

[Outdoor Campus Recreation, Well-Being, and the Intersectionality of Constraints](#)

This more theoretical article emphasizes the multifaceted nature of barriers hindering student participation in outdoor recreation. It also highlights the unique advantages that college students can derive from outdoor recreation programs such as self-exploration and a diverse array of positive outcomes such as improved health and wellness, strengthened prosocial connections and interpersonal skills, heightened environmental consciousness, cognitive development, and enhanced prospects for academic and career success. The article breaks down barriers hindering student participation into three groups: interpersonal, intrapersonal, and structural dimensions. To foster inclusivity, it advocates for outdoor programs to actively engage with marginalized groups, seeking to understand and cater to their specific needs. Additionally, the

research recommends a collaborative approach, encouraging programs to identify and support auxiliary initiatives that students use to engage with the outdoors.

Nature and mental health: an ecosystem service perspective

The transformative power of nature on mental well-being is both profound and multifaceted, but it does come with a multitude of mental health benefits. Regardless of the medium, whether it be the wilderness or something as simple as an urban green space, studies have shown that nature reduces symptoms of anxiety, depression, and stress, while also lifting mood and sharpening cognitive function. Such effects illustrate that the advantages of nature can be accessible even within our current urban spaces. Overall, power of nature can be summed up as an interplay of stress reduction, attention restoration, and fostering social connections. Furthermore, nature directly encourages physical activity, which is linked to improve mental health as well. To tie it all together, nature can integrate a larger sense of connection and start to form a transcendent state of mind.

Campus Nature Rx: How investing in nature interventions benefits college students

Spending time outdoors leads to a range of positive effects, such as improved academic performance and enhanced critical thinking skills. People who frequently engage with nature tend to have an easier time memorizing information and maintaining focus. This direct engagement positively impacts their academic achievements. Additionally, being in natural settings boosts individuals' mood, making them feel happier and more at ease, contributing to their overall well-being. Moreover, being in nature with others fosters social connections, helping individuals make new friends, feel a part of their community, and establish a strong network of support and belonging.

Impact of College Student Socialization, Social Class, and Race on Need for Cognition

This article dives into how socialization among college students plays a role in cognitive development. This research also factors in the variation of students' socio-economic and racial background, which is also significant in students' engagement with social activities. One significant finding from this research highlighted how first generation students experienced inhibitive effects with regards to cognitive benefits through socialization. Nonetheless, the research suggested that socialization in college can provide students with an additive boost in need for cognitive development.

The Impact of extra-curricular activity on the student experience

Extra curricular activities such as clubs, fraternities, and societies have been a huge factor of higher level institutions since their origin. This research focuses on the impact of these activities on academic performance, discipline of students, individual skills, and competence. Through utilizing a free-form survey, participants were asked on engagement with extra-curricular activities and their personal attachment to such activities. The findings of the research showed that in terms of impact on academic performance, social activities that are not well-managed may lead to adverse effects. The findings also suggested that development of skills and increased level of competence were evident. Participants stated the rigid schedule of engaging

in club activities allowed them to develop confidence when working with others as they were constantly faced with new challenges as well as time-managing techniques.

[The Role of Perceived Personal Barriers to Engagement in Leisure-Time Physical Activity](#)

This study seeks to identify the associations and causes of increasing physical inactivity in many populations, particularly examining socio demographic and behavioral variables. The research focuses on personal perceived barriers that stand as common impediments to physical activity, in which these perceptions often are overestimated then their actual effect on the individual. Some of these commonly perceived barriers include lack of time, dislike of exercising, feeling too tired, lack of company, and lack of money.

[Empowering Engagement Creating Learning Opportunities for Students from Challenging Backgrounds](#)

This book reminds us that while we seek to boost student engagement by addressing certain issues of convenience, many other political, historical, institutional, societal, and cultural influences are at hand that can affect participation. As the book discusses how we can empower students that are most disenfranchised, we want to be aware that for our solution to be effective or meaningful it must be understood in the wider context lest we forget challenges that one application would just not be able to address.

Ethnographic Research

Objective
As our project is based on facilitating the involvement of student organizations with nature and community engagement, the ethnographic research chosen to examine this issue first hand was participating in a group hike hosted by a UCLA club that is not primarily associated with nature or community engagement.

Background
The organization in question who organized the hike was SOON Movement Global, a small/medium-sized Christian ministry. It was a non-official club event hosted by upperclassmen to boost engagement within members of the organization. The turnout of this first hike of the year was 20 altogether, with a mix of new and returning members.

Logistics
The location selected for the hike was Los Leones, which is 6.2 miles away from UCLA. The organization arranged rides with cars, with 4 drivers. No other method of transportation was used or needed. The drive was 25 minutes away, and the hiking site had free parking lots and street parking available for all the cars to park comfortably. With pickups at the bottom of the UCLA dorms at 7:30am, the hike lasted from 8am to 11:30pm. After the hike, the organization opted to a nearby iHOP for brunch for all 20 members.

Observations
The hike was reported to be very enjoyable for the crowd. The members commented that the 3.5-hour hike was conducive to good conversations, as the trails were friendly and relatively easy. Members shuffled around order naturally and exchanged conversations with other directly adjacent members. Cool weather and difficulty level seemed to have been both received as a supplement to the hike as well.

Pain Points
The organizers spent a lot of time researching a place to hike that would be able to accommodate the large group of students. Accessibility to location, price, capacity, and skill level were all factors that the organizers were looking for when selecting the location. They used AllTrails and some Google and Yelp searches to land on the hiking spot. Additionally, as the hike was early in the morning, as many as 5 members (1 driver also) had contacted the organizers at the last minute that they were dropping the event. Because of this, there were minor inconveniences of rearranging rides.

Conclusion
Such an event did seem to achieve the goal in creating a socially comfortable and inviting environment and atmosphere. The members who attended this hike report to return for a future upcoming hike and the organization was happy to report observing good and healthy engagement within its members.

Individual Interviews

We plan on completing 3 individual interviews with potential stakeholders to understand their needs and pain points. 2 interviews will talk with UCLA students on their current recreation and community engagement practices while the third will speak with a club board member about how they organize their club events and socials.

We were able to complete two 1:1 student interviews, generating the following user persona in order to reflect on the information learned:

The scripts for the interviews are shown below:

Club Organizer Script:
- What club are you a board member of? Describe what members of the club typically do through the club.
- What are your responsibilities as a club board member?
- Describe any events/socials the club has hosted/organized.
- What is the process for planning club events/socials?
- How is attendance at these events/socials? Is it difficult to get students to show up or is it usually easier?
- How do students typically get to these socials/events? Is transportation a common issue?
- What are the primary barriers/difficulties when planning a club event/social?
- What are the advantages and disadvantages of planning events/socials outside of UCLA programs/on your own?

- What are the advantages and disadvantages of planning events/socials though UCLA recreation/community engagement programs?
- List as many recreation/community engagement programs that you know of.

Student Script:
- What are you studying at UCLA
- Describe a typical day
- What, if any, clubs or student organizations have you been a part of at UCLA?
- What, if any, recreational/community engagement programs have you been a part of at/through UCLA?
- Do you typically participate in these programs in a group or alone? Which do you prefer?
- Have any clubs/student organizations you've been a part of organized group socials/recreational events? If so, describe them, specifically mentioning what you enjoyed or disliked about each.
- What are your top 3 reasons/barriers for not engaging with UCLA's recreation/community engagement programs?
- What are your top 3 motivating factors to engage with UCLA's recreation/community engagement programs?
- Is transportation an issue for attending recreation/community engagement programs.
- List as many recreation/community engagement programs that you know of.
- Have you ever organized an event/social like this or are you usually invited? if Invited where do you receive invitations from?

Survey

The survey portion of our user research will allow us to get a broader scope and understanding of the scene, as we can ask a wider range of students with much better time efficiency. The survey below incorporates both multiple choice and short-answer experience questions to evaluate the user's experience with their student organization and to assess any needs they have currently.

Survey Questions: ([Survey link](#))
- What year are you in UCLA?
- Which profile best suits you?
  - Board member of a Club at UCLA
  - Member of UCLA Club
  - Not affiliated with UCLA Club
- How often does your club run events/socials?
- How does your club advertise events?
- Does your club run recreational activities? If yes, why?
- How does your club plan recreational events?

Survey Results

☐	Junior	3 Nov 2023 18:52	Board Member of UCLA club	1+ a month	Instagram and flyers	No
☐	Senior	3 Nov 2023 17:54	Board Member of UCLA club	1+ a quarter	we don't have socials	No
☐	Senior	3 Nov 2023 17:32	Member of UCLA club	1+ a week	slack	Yes
☐	Senior	3 Nov 2023 16:11	Member of UCLA club	1+ a month	Plan based around student availability and exams, advertised through newsletters se…	Yes
☐	Junior	3 Nov 2023 16:06	Member of UCLA club	1+ a month	Social media	No
☐	Senior	3 Nov 2023 10:56	Board Member of UCLA club	1+ a week	Instagram / Slack / Newsletter	Yes
☐	Senior	2 Nov 2023 17:01	Board Member of UCLA club	1+ a month	–	Yes
☐	Senior	2 Nov 2023 12:04	Board Member of UCLA club	1+ a week	Through instagram	Yes
☐	Senior	2 Nov 2023 11:45	Member of UCLA club	1+ a quarter	–	Yes

Focus Group Script for UCLA Students

Welcome and Introduction (5 minutes)

Facilitator: "Hello everyone, and welcome! My name is [Your Name], and I'm here to guide our discussion today. We are gathering to talk about a new application designed to help UCLA students like yourselves connect with outdoor activities and local communities. Let's start with a quick round of introductions. Please share your name, your major, and one local spot in LA you love or would like to explore."

Section 1: Current Engagement and Barriers (15 minutes)

Facilitator: "To start things off, let's talk about your current experiences. How often do you participate in outdoor activities or engage with local communities? What challenges have you faced in doing so?"

Facilitator: "Have you tried to use any existing apps or resources to find activities or communities? How was that experience for you?"

Section 2: Desired App Features and Functionality (20 minutes)

Facilitator: "Imagine an app or combination of apps that provides all the information you need to easily participate in local outdoor activities. What features would you find most useful?"

Facilitator: "We're considering including features like event calendars, transportation guides, and profiles of local organizations. What are your thoughts on these? Is there anything else you'd like to see?"

Section 3: Activities, Organizations, and Social Groups (15 minutes)

Facilitator: "We plan to feature specific activities and organizations in the app. What types of activities or organizations would you be most interested in?"

Facilitator: "How important is it for you to connect with social groups or clubs through the app? How can we facilitate this in a meaningful way?"

Section 4: Usability and Design Preferences (15 minutes)

Facilitator: "Let's talk about the app's design and usability. What design elements or functionalities are most important to you?"

Facilitator: "What would make the app appealing and easy to use for you and your peers?"

Closing and Thank You (5 minutes)

Facilitator: "Thank you so much for your participation and valuable input. Your feedback is crucial in helping us create an app that truly serves UCLA students. Any final thoughts or suggestions before we wrap up?"

Focus Group Script for Stakeholders

Welcome and Introduction (5 minutes)

Facilitator: "Welcome, and thank you for joining us today. My name is [Your Name], and I'll be leading our discussion. We're here to talk about a new application intended to connect UCLA students with local communities and outdoor activities. Let's start with introductions; please share your name, your role, and your connection to local communities or outdoor activities."

Section 1: Understanding Community and Activity Engagement (15 minutes)

Facilitator: "First, we'd like to understand more about how UCLA students currently engage with your communities or activities. What has been your experience? What challenges have you observed?"

Facilitator: "Are there existing tools or platforms you use to connect with students? How effective have they been?"

Section 2: App Features and Content for Stakeholders (20 minutes)

Facilitator: "Moving on to the application, what features or content do you think would be beneficial from a community or activity provider's perspective?"

Facilitator: "We're considering including detailed event calendars, transportation information, and organization profiles. How do these features align with your needs and expectations?"

Section 3: Promoting Engagement and Visibility (15 minutes)

Facilitator: "How can we utilize the app to promote engagement and increase visibility for your activities or communities?"

Facilitator: "Are there specific types of events, activities, or information that you think should be highlighted to attract student participation?"

Section 4: Feedback on Partnership and Collaboration (15 minutes)

Facilitator: "We are looking to foster partnerships and collaboration through this app. What are your thoughts on how we can best achieve this?"

Facilitator: "What can we do to ensure that the app serves as a valuable tool for both UCLA students and stakeholders like yourselves?"

Closing and Thank You (5 minutes)

Facilitator: "Thank you all for your time and valuable insights. Your input is crucial in shaping an application that fosters strong connections between UCLA students and the wider community. Any final thoughts before we conclude?"

Low-Fidelity Wireframes

Below are the developed low-fidelity wireframes from each group member, using the conclusions made from the user research. Our group will use these low-fidelity wireframes to pick out features that we decide to be beneficial for our final information architecture and design.

Design #1
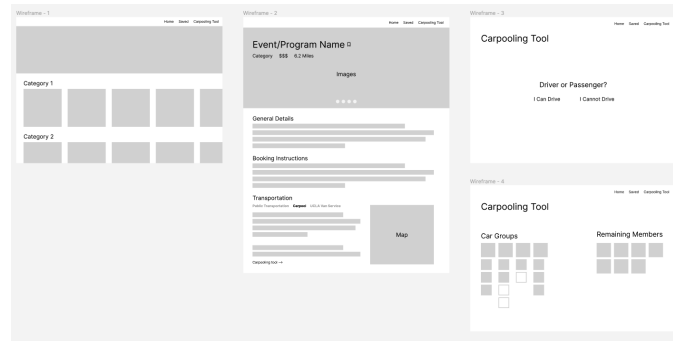
Design #2

Design #3
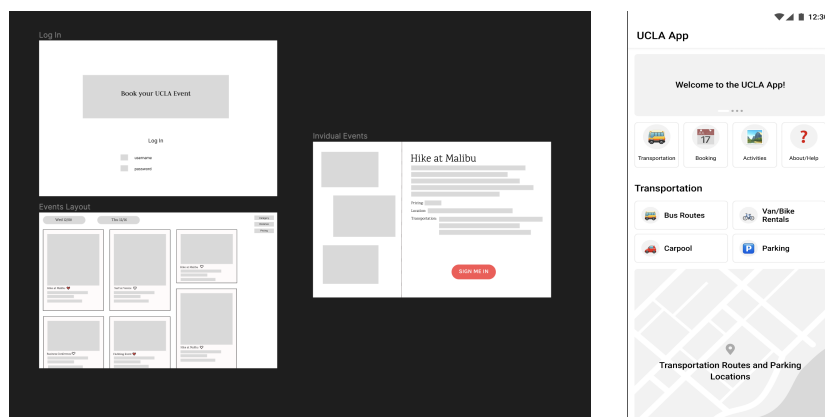
Design #4
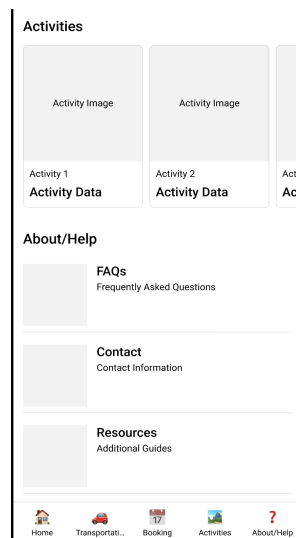
Final Wireframe

The final layout and architecture choices made in this iteration were chosen altogether as we discussed the individual preliminary designs. In this final low-fidelity wireframe, we chose to use a desktop website (that could even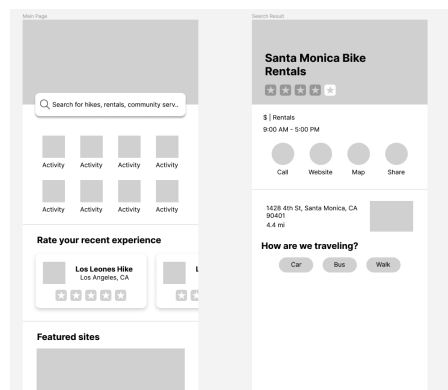tually be responsive to smaller mobile screens) to avoid any extra downloads and make the load of accessing our product as minimal as possible.

We also decided on filtering by categories and search bar features, along with planning tools that would make it easy for student organizations to plan and organize their event information all in one place. We also intend to implement visual elements by incorporating maps and event site pictures.
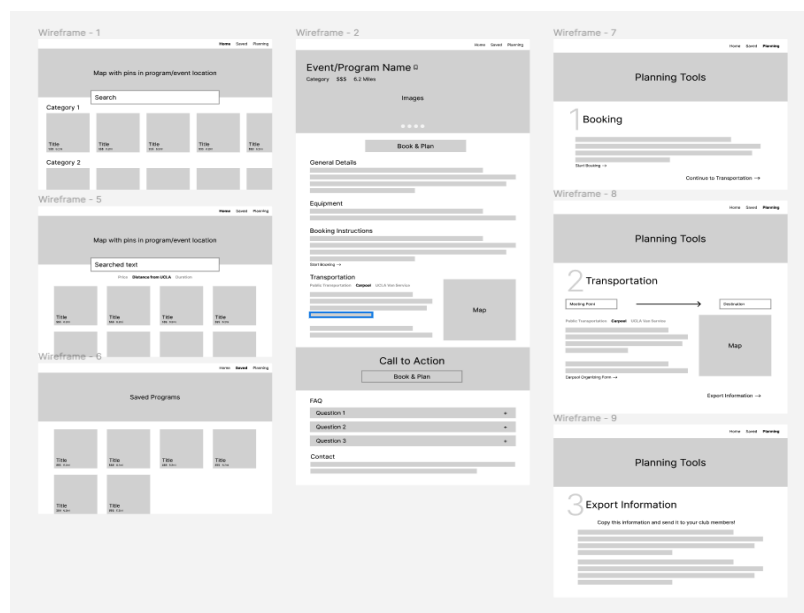
High-Fidelity Prototypes

The workspace of our prototypes can be found here:
https://www.figma.com/file/g7r0MvCRHMUWtvHgitPVi3/DH-110%3A-Product-Wireframes?type=design&node-id=0%3A1&mode=design&t=pJWtQIlVUrdWbE8e-1

The interactive prototypes can be found here:
https://www.figma.com/proto/g7r0MvCRHMUWtvHgitPVi3/DH-110%3A-Product-Wireframes?type=design&node-id=136-286&t=0IKV4zBEkCwNgQCd-0&scaling=min-zoom&page-id=0%3A1
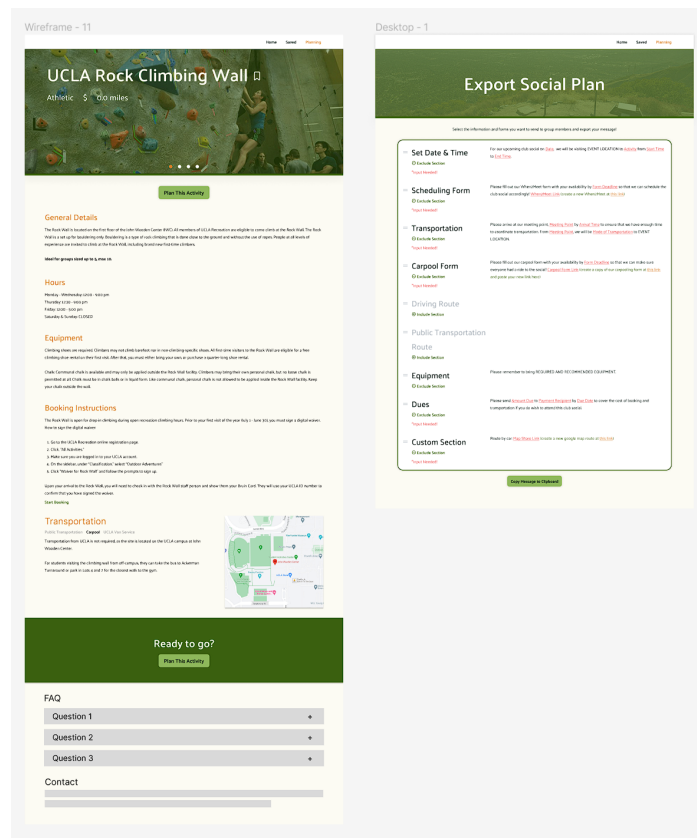
Style Guides
Below are the style guides used universally on our site pages.
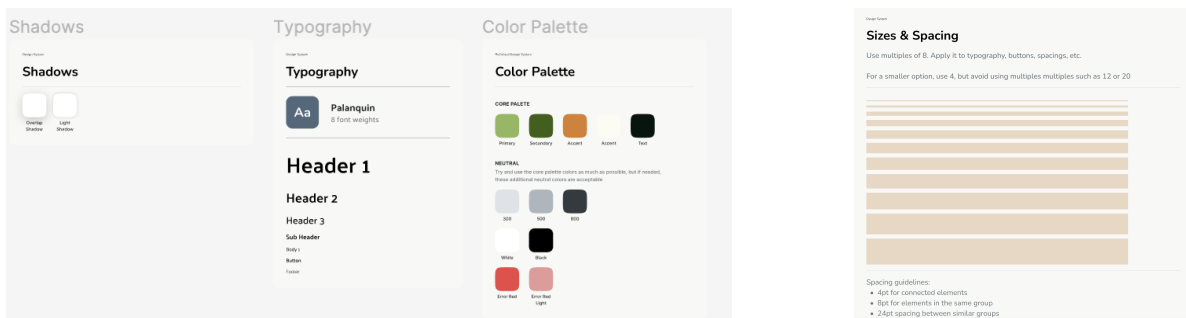
Information Architecture

User Flow:

We intend to test these two variations of the main page displaying the events.
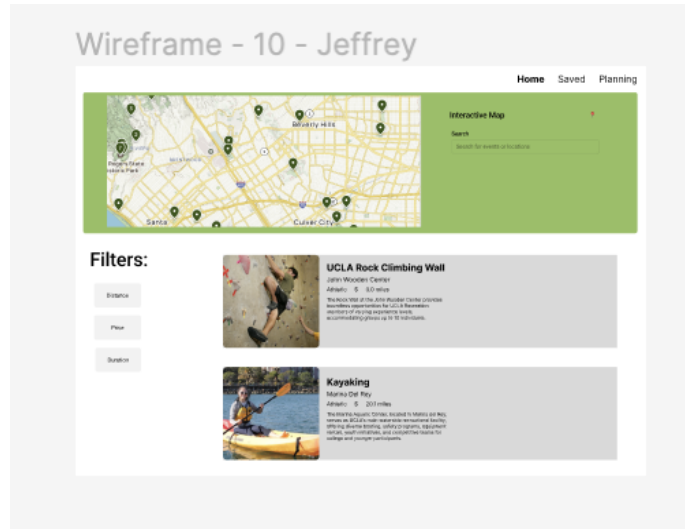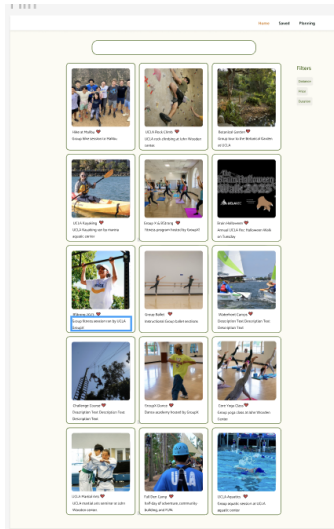
Usability Testing: Plan

In the coming weeks as we test our initial iteration of our product, we seek to conduct an 'A/B' test to figure out which layout of displaying events and activities is most intuitive and comfortable for users.

Specifically, we test two layouts as found above: a Pinterest-style page with minimal upfront event information and a categorically arranged page with detailed cards.

We hope to find the advantages and pain points of these two designs, to come up with a new improved iteration that incorporates the best features from both.

Usability Testing: Script

1. Before the Participant Arrives
- Set up zoom meeting and send link to participant
- Begin zoom call
- Make sure both the participant and interviewer microphones and speakers are working clearly
- Have questions ready

2. Intro

[Greeting]

- Hello / Good morning / Good afternoon, <user's name>!
- My name is <your name> and I am a <school major / year>.
- Thank you for joining this session! How are you?

[Explaining the goal]

- <User's name>, Our goal today is to evaluate how student users such as yourself might use our club social planning tool.

[Rules of the game]

- To do this, I'm going to ask you to complete a few tasks while you pretend to be a club leader who is planning an upcoming club social. We'll provide you with scenarios that might come up for you as a club leader, all you need to do is work through these the best you can.
- Additionally, I'll have you answer some questions that I want you to answer honestly. Frankly speaking, it might seem like an exam, but it isn't.
- There are no wrong and right answers today — any feedback is welcome. Please think aloud about everything you do.

[Permission to record]

- Before we begin, we'd like to ask for your consent to record this interview so that other members of the team who aren't here can review the interview after it's completed.
- This would just for internal use—nothing will be shared anywhere without your permission. Would you allow us to record?
- *If the interviewee approves:* Great! Thank you! Now let's start the interview.

At this point, do not forget to press the "Record" button.

- *If the interviewee refuses:* Okay, no worries. Then we'll just make some handwritten notes.

3. Task #1

[exploring event options]

- "You're a club organizer looking to plan a new club social for your professional development club. You 're open to discovering new events to do on your social so use the homepage to identify and save your top 3 choices"
  - Primary goal: browse event options

- "After this initial exploration, you decide to filter the events by how far from campus they are because you're worried about how your club members will get there."
  - Primary goal: enable a filter
- "Finally, you've heard from a friend that the Marina Del Rey Kayaking event was really fun, find the event again by going to your saved list."
  - Go to the saved list

4. Task #2

[acquiring and organizing event details]

- "For your next task, open the event page for Marina Del Rey Kayaking to learn more about it."
  - Primary goal: open the event page
- "Identify where the event is happening, when it is open, and any equipment required.
  - Main goal: Go through the event's information page carefully.
- "Finally, you plan to have your club members arrive via carpool, find out how to get there by car"
  - Primary goal: interact with the carpool element next to the map

5. Task #3

[using the planning tool]

- "You've now decided to plan a club social at the Marina Del Rey kayaking center. You aren't sure when your group will be available so you need to provide your club members with a form to fill out their availability."
  - Primary goal: enable the scheduling form, click the when2meet link and create a when2meet. Fill out the section with the when2meet link.
  - Secondary goal: disable the set time and date section.
- "Now that scheduling is accounted for, you need to provide your club members with information on where to meet up and how to get there. Additionally, since your group will be carpooling, you'll have to provide them with a form to figure out who will be driving and who will be riding."
  - Primary goal: click the link to create a carpooling form copy and paste the link back into the form.
- "Now, you aren't sure what equipment people need to bring and there aren't any fees associated with this club social so you want to exclude that information from your message."
  - Primary goal: Disable the equipment and dues section.
- "Finally, send your completed message to your group members!"
  - Primary goal: copy the message to the clipboard.

6. Interview Questions

- General Homepage
  - What was your initial impression of our homepage?
  - Did you find the information on the homepage immediately helpful or engaging?
- Information Volume and Relevance
  - How do you feel about the amount of information on the homepage?
  - Do you feel like the information presented on the homepage is to your needs or interests?
- Specifics on Homepage Content
  - What specific content on the homepage caught your attention?
  - Was there any information you felt was missing or unnecessary on the homepage?
- Ease of Navigation
  - Were you able to find what you were looking for without any confusion?
- Suggestions for Improvement
  - Do you have any suggestions on how we can improve the information layout or content on the homepage?
  - Are there any features or types of information you would like to see added to the homepage?
- Overall Satisfaction
  - Overall, how satisfied are you with the information and layout of the homepage?

7. Tactful Communication

- Goes off track
  - Interesting thought, can you explain more about how that relates to the question?
    - Why did you think of that point when I asked the question?
  - Interesting point, we can touch on it again later, if we have time at the end.
  - Interesting, to get back on track [restate/ reword the question]
- Time is running out
  - For the sake of time, let's move onto the next question.
  - Ok, we can come back to that point in the end if time permits, but we have move on to the next question now.
- Deflecting
  - I see what you mean, so [state goal of question], [reword the question]
- Rephrasing/ interpreting/ mirroring
  - Why do you feel [whatever emotion the participant stated]
    - Emphasize what the reasoning behind the emotions are to get to a root cause
  - Clarify what their point is
  - Ask for elaboration on their points

8. Summary/Recap

Alright, we've now concluded the main portion of our interview! I'm just going to ask a few summarizing questions before wrapping up to touch back on our key points.

[Summary Questions]

- Overall Experience Recap
  - Reflecting on the tasks you completed, how would you summarize your overall experience with our platform today?
  - Were there any standout features or moments during your use of the platform?
- Homepage Feedback
  - Looking back at your initial interaction with the homepage, how would you describe its impact on your experience?
  - Based on your entire session, would you suggest any changes to the homepage to enhance user interaction?
- Task-Specific Insights
  - Thinking about the specific tasks you undertook, which one did you find most engaging or useful, and why?
  - Were there any tasks or aspects of the platform that you felt could be improved or were less effective?
- Ease of Use and Navigation
  - Overall, how would you rate the ease of use and navigation of our platform?
  - Did you encounter any challenges or points of confusion that you'd like to highlight?
- Suggestions for Improvement
  - Based on your experience today, what are your top suggestions for improving our platform?
  - Are there any additional features or tools you think could enhance the user experience?
- Final Thoughts
  - Do you have any final thoughts or feedback that you haven't yet shared but believe is important for us to know?
  - How likely are you to recommend our platform to others based on your experience today?

[Further insights]

- You mentioned that <u>previous point of importance,</u> can you elaborate on what you meant by this?
- Among all the things talked about in this interview is the most important factor in keeping track of your assignments?

[Goodbye]

And that concludes our interview today, thank you for all the input and insights you've provided! Is there anything else you'd like to add before we finish today?

- Thank you! It was a pleasure talking with you.
- Have a good one! / Have a great weekend! / Bye!

If you're recording with something like Zoom, stop the recording and end the meeting. Take a moment to write down your clear takeaways.

Usability Testing: Results

Objectives

Usability Test Objective: Engaging six UCLA participants in a simulated environment where they assume the role of club leaders, our study focused on evaluating their interactions with two distinct homepage layouts.

A/B Testing Approach: We implemented A/B testing to compare how participants interact with either a Pinterest-style layout or a detailed card layout, aiming to discern which design offers a more intuitive and efficient user experience.

Key Tasks Evaluated:
1. *Explore Event Options*: Assessing how each homepage layout aids in discovering and selecting events.
2. *Acquiring and Organizing Event Details*: Observing how users gather crucial information about events, such as location, timing, and requirements.
3. *Using the Planning Tool*: Testing the ease of planning an event using the platform's tools, focusing on scheduling and carpooling functionalities.

Individual Interviews
1. **Interviewee #1**
   - User 1 highlights one of the main difficulties many of our participants encountered on the planning tool.
     - While they were quickly able to find the external link to sections that required an external tool, they skipped past (or didn't see) the instructions.
     - When they did eventually find the instructions after much confusion, they also added that the application could more clearly lay out the steps required to use the external tools for those who are less familiar.
   - This user was a part of our test group A and felt that the limited information on the home page was sufficient.
     - That being said, they found horizontal scrolling on desktop to be unintuitive and clunky.

2. **Interviewee #2**

3. **Interviewee #3**
    - Eva Jang, 4th year UKV (Korean Community Club) Vice President [test A]
    - Highlight #1 (Filter Option)
        - Filter Option was not very visible: The Price/Distance From UCLA/Duration tab seemed like random words on listed in the middle of the screen rather than a functional key for filtering(does not stand out)
    - Highlight #2 (Information volume)
        - The information volume seemed too shallow.
        - Not much information to ponder around.
        - Would like to see more information on the homepage but it would kind of go against the horizontal scroll design.
    - Highlight #3 (Navigation)
        - Navigation was very intuitive and free flowing.
        - Transportation option was very intuitive and helpful.
    - Highlight #4 (Design)
        - Does not seem like a college student oriented website but more of a senior foster care website.
        - Design was too bland; Dynamic colors and designs to emphasize the identity of 'college activity'

4. **Interviewee #4**
    - Kelly Lipsky, 3rd year (former club President) [test B]
    - Highlight #1 (Homepage Layout)
        - Layout of the homepage seemed very excessive and unnecessary.
        - Prefer to have concise title/picture rather than longer description of the activities for easier surfing.
    - Highlight #2 (Information Architecture)
        - The navigation of pages and experience was effortless.
        - Would have no problem coming back to the page in a while and going through the process/architecture.
    - Highlight #3 (Filter Option)
        - Filtering option was quite confusing and seemed like the filtering option did not provide much assistance.
    - Highlight #4 (Homepage Identity)
        - First impression of the homepage is very misleading as it doesn't clearly show what the website is for.
        - It would be great if the homepage expressed identity and purpose.
    - Highlight #5 (Planning Page)
        - Instructions for the planning page should be more visible/clear
        - First impression of the planning page was quite intimidating.

5. **Interviewee #5**
    - **Simona: 4th Year**
    - General Impressions of the Homepage

- Initial Impression:
    - The homepage was perceived as user-friendly and intuitive, similar to well-known platforms like Expedia.
- Helpfulness and Engagement:
    - Participants found the information on the homepage immediately helpful and engaging.
    - The balance of information was appropriate, effectively communicating event details without overwhelming the users.
- Information Volume and Relevance
- Volume of Information:
    - The amount of information was considered ideal, providing essential details effectively.
- Relevance to Needs and Interests:
    - The homepage content was relevant and aligned with the participants' needs and interests.
- Specifics on Homepage Content
- Content that Caught Attention:
    - Orange text highlighting event type, price, and location was notably eye-catching.
- Feedback on Content:
    - Suggestions included making pictures smaller and providing more detailed text, especially for the insightful orange text.
- Ease of Navigation
- Navigational Experience:
    - The homepage was easy to navigate, with participants experiencing no confusion.
- Suggestions for Improvement
- Homepage Layout and Content:
    - A recommendation was made to implement double filters for sorting events by multiple criteria like price and distance.
- Additional Features:
    - Generally, the homepage was considered straightforward, with no immediate need for extra features.
- Overall Satisfaction
- Participant Satisfaction:
    - High satisfaction with the homepage's information and layout was reported.
    - The design was praised for being "super concise" and effectively conveying necessary information.

6. **Interviewee #6**
    - **Brendan, a 4th year in leadership in student organizations**
    - Performed audio-recorded in-person testing interview, Test A

- Mentioned lack of horizontal bar or arrow difficult to understand how to interact with the page
- Pictures of actual UCLA students noted to make user feel more comfortable engage with the activity (i.e. wrong picture of rock wall)
- Had difficulties understanding the planning tool
    - Include/exclude section was not intuitive
    - Was not familiar on how to make When2Meets and Google Forms when taken to external links
        - Was confused how to use the external links/what they were directing him to
- Appreciates the categories in Test A (i.e. "Get Outdoors", "Fitness & Dance", etc.)
    - Missing in Test B, which is just a straight list
- Would like to see:
    - Search function also in the saved bookmarks
    - More information on the cards (like Test B), on price, distance, and type
    - More descriptive and vibrant descriptions (currently seems redundant with inference from titles)
    - More keywords or tags
    - Filtering behavior more clearly noted with section titles/grouped results that appear (unclear how the filtering is ordered)
        - i.e. Free, $, $$, $$$ as new subsection titles
        - i.e. Online, on-campus, off-campus as new subsection titles
    - Address accompanying the map
- Understood the transportation option feature well
- No title or indicator of what the application serves: user would not know what it does
    - Could implement a title or landing page
- Overall satisfied with the layout and interaction of the information, "simple and intuitive"

Synthesized Findings

Main Home Page
- Users experience uncertainty on how filters were ordered
- Otherwise easy to navigate around different available activities, intuitive to save bookmarks
    - Access to pages were universally intuitive
- Volume and layout of information was generally agreed essential and effective
    - Should reconsider filter tags (add duration)
    - Potentially opt for a more descriptive caption
Activity Details Page
- Users mention ease of access to booking and equipment information
- Transportation tab well-received for its thoroughness (less cognitive load)
Saved Activity Page

- Potentially burdensome without search bar
- Hard to differentiate this page from home page

Planning Export Page
- Planning was fine once they figured how to use it but was initially very confusing
- Instructions were unclear or more often not read at all
    - This made using external tools very difficult
- Difficulty in using external tools
- User found it unclear of section usage (i.e. include/exclude) without verbal explanation
- Otherwise intuitive once purpose was communicated

Changes to Implement

- **Home Page**
    - Titles for pages, particularly home and saved bookmarks page
        - Landing page to denote what purpose and objective of application
    - Make base page instructions more clear and thorough
    - More descriptive and vibrant descriptions (currently seems redundant with inference from titles), accurate images
    - Get rid of duration tab or add duration information to each event
    - Plan A
        - Horizontal scroll bar in Plan A (for when dragging may not be intuitive)
        - Add information on price and distance on the cards (like Plan B)
- **Filtering**
    - Undoing filtering, back to default recommendations page
    - Filtering behavior more clearly noted with section titles/grouped results that appear (unclear how the filtering is ordered)
        - i.e. Free, $, $$, $$$ as new subsection titles
        - i.e. Online, on-campus, off-campus as new subsection titles

- **Planning Tool**
    - Mandatory onboarding for the full planning tool
        - Mandatory instructions before you're able to click external link to the external tools
    - Show preview of the complete message at bottom of page before copying
    - Consider borders around each section (to better invite user to drag/drop and visualize separate sections more clearly)
    - Potentially can make the forms more communicative that they are customizable (like a README comment section that could be deleted after customized by user)
        - README can detail on how the form can be expanded, and how it can be exported
    - Default *all* sections to be included (rather than excluded), or visa versa

- **General**
  - Back button from activity details, or more generally, reversing user actions/mistakes