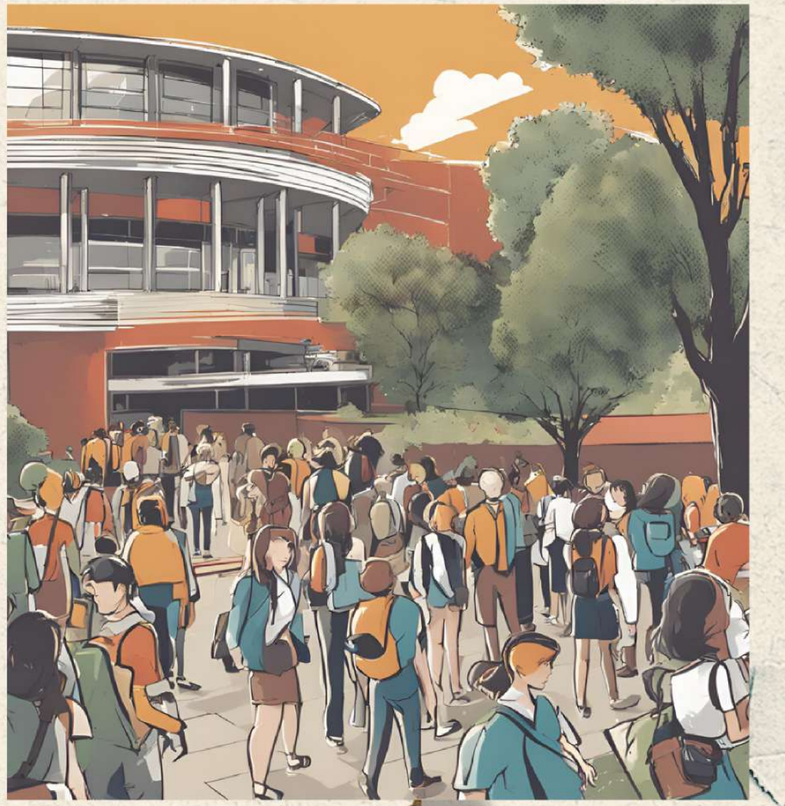
From campus to adventure:
Let's Cruise

Campus Cruise



By Group 5: *Ritu Priya*
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Introduction

- Campus Cruise is a user-friendly mobile application that can be used by all Seattle University students from any department
- It focused on helping students plan and organize group activities and events easily
- Students can see the list of all the upcoming events and trips
- It keeps the students informed about campus events and updates.

JOHN LEE

Masters Student

Personality:

John is a local resident, who studies Masters. He loves traveling, but faces issues while coordinating and communicating plans with friends. He feels uninformed about the events that occur at the university and has Fear of missing on them.

Qoute:

"I think it's really easy for people to miss details and not know what's happening and not be on the same page as everybody. That's kind of hard."

GOALS:

- Stay informed about upcoming events and activities on campus.
- Effectively coordinate travel plans and participation in group outings with friends.
- Have seamless experience using tools for managing and planning group activities.

Pain Points:

- Difficulty in staying informed about events.
- Challenges in coordinating travel plans among friends.
- Handling multiple apps and tools for planning travels.

Travel Practices:

Relies on email notifications and social media platforms for communication

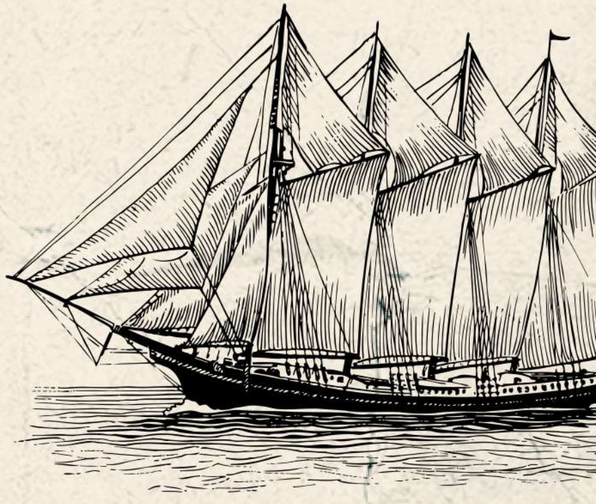
Love discovering new places.

Collaboration and communication is crucial in planning outings.

Location: Seattle, WA

- **Age :** 28

Education: Masters in CS



Primary Persona

EMILY

International Student

Age: 21 yrs.

Gender: Female

Personality

Emily is an international studying Masters at University. She feels insecure while traveling and exploring new places. She hesitates while making new friends due to cultural differences.

Travel Graph

Qoute:

""I tend to use many applications for planning and it is quite difficult for me to... to plan, I would prefer something that all these problems I told the communication collaborations and planning and scheduling what It would be possible to, you know, take it out at one place that would be very helpful."

Goals

- Want to have diverse friends, with whom she can travel, and spend time with.
- Explore new locations.
- Aims to overcome fear and hesitations about travelling.

Pain Points

- Struggle making friends who could accompany her to travel.
- Security issues while traveling alone in unfamiliar locations.
- Feel depressed and lonely most of the time.

Uses

Whatsapp
Instagram
Google Calendar

Education
Masters in CS

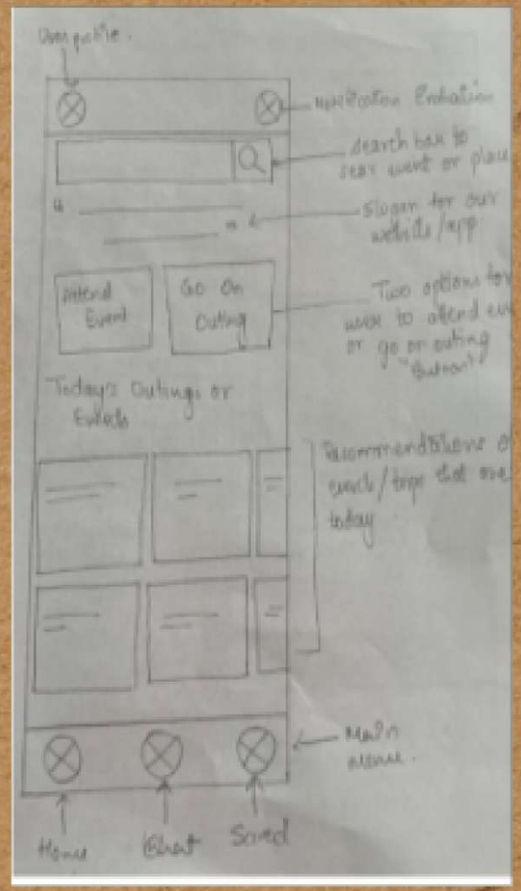
Location
Seattle, WA

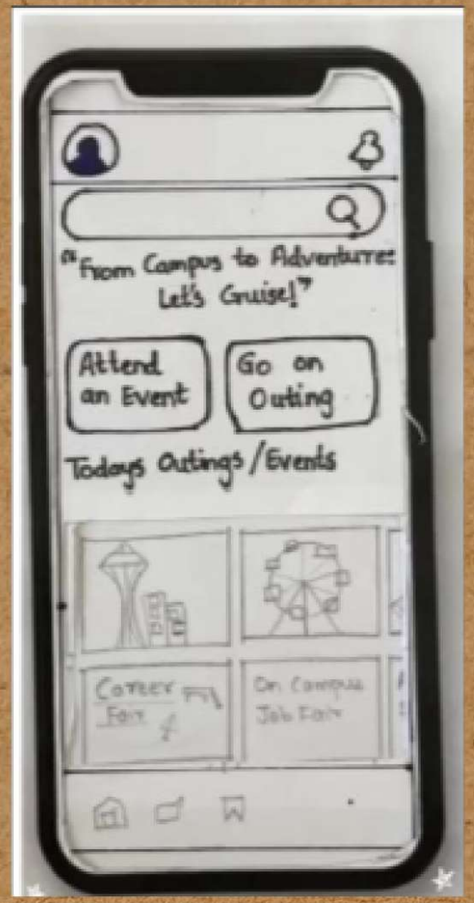
Social
emily_cooper

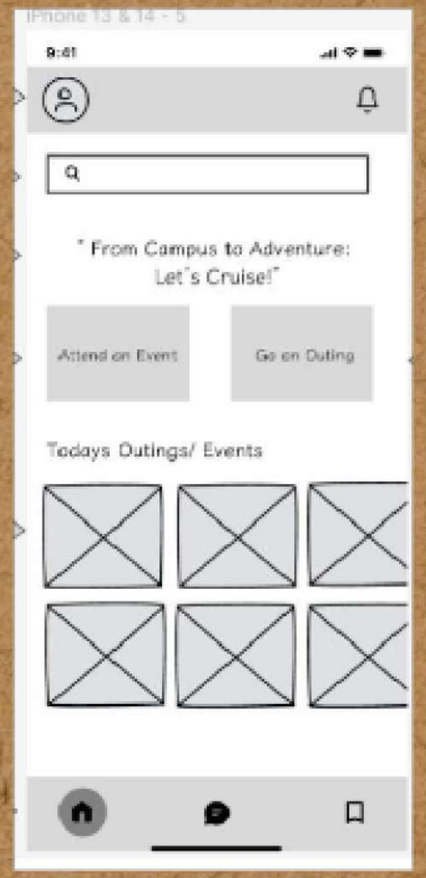
Email
emily@gmail.com

Secondary Persona

How design evolved over prototyping phase







High fidelity prototype of full system

- *Figma link for Campus Cruise*

Things learned

From Usability testing

- Value of think aloud protocol
- Feedback from the users
- Having defined roles made it easy to take notes

During team project

- Working and collaborating
- Communicating if stuck
- Having fun and enjoying the task

Thank you!