# DESIGN SPRINT

ADRIAN ALEX BALDVIN JOSEFINE JÚLÍANA LAUFEY MATT NITZAN

MAPPING
DAY #1

Find a long-term goal

The first day of our project started with finding a long-term goal that we agreed upon. To conquer this task we all put on our green hats and brainstormed for a while. Using a positive approach to this task proved to be a bit difficult, but a problem to solve was found eventually.
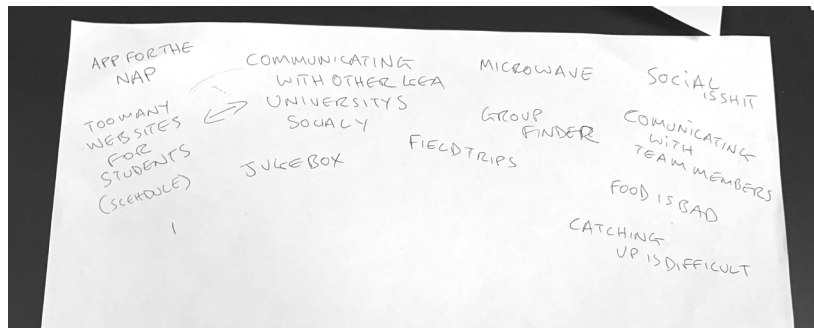
Our long-term goal:

*A platform for student social activities*

Sprint questions

Next task had to be tackled with a pessimistic perspective -piece of cake- How could our project go wrong and which reasons would lead into failure. The following are the most important ones that were gathered:

- Not meeting deadlines
- Not cooperating
- Not catching the attention of our target audience

- Difficult internal/external communication
- Neglecting to follow specific tasks in an appropiate way
- Arguing too much, causing a bad flow in the meetings
- Focusing too little on the ideas and too much on irrelevant aspects
- Failure to document prototypes
- Lack of motivation.

With these possibilities fresh in mind, we proceeded to do our very best to avoid these outcomes, as they would be detrimental for our project.
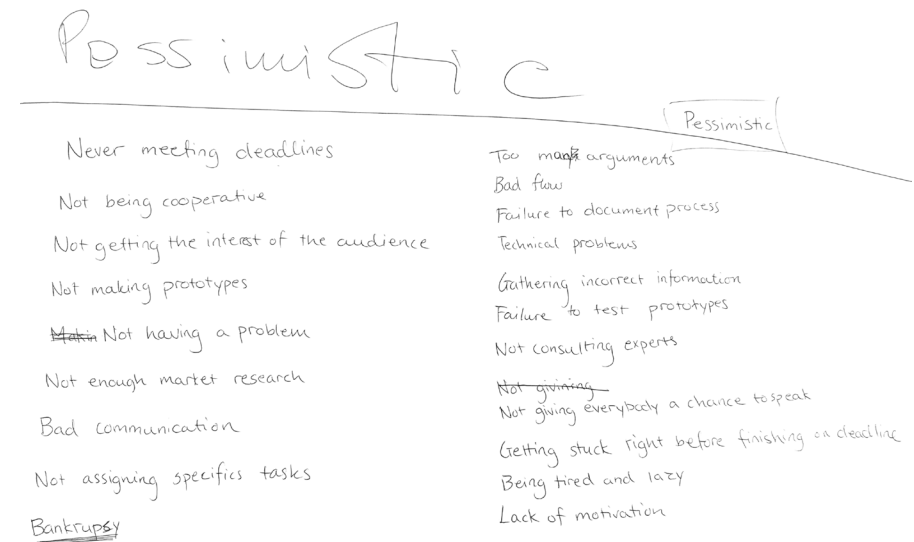
Making a map

With a challenge in mind, the next step was making a map. Our main user was selected (the Student) and the key players followed (Groups within KEA that facilitate Socialisation). There was a moment of silent contemplation where individual sketches were made. After thorough comparison and discussion a definite one was compiled.
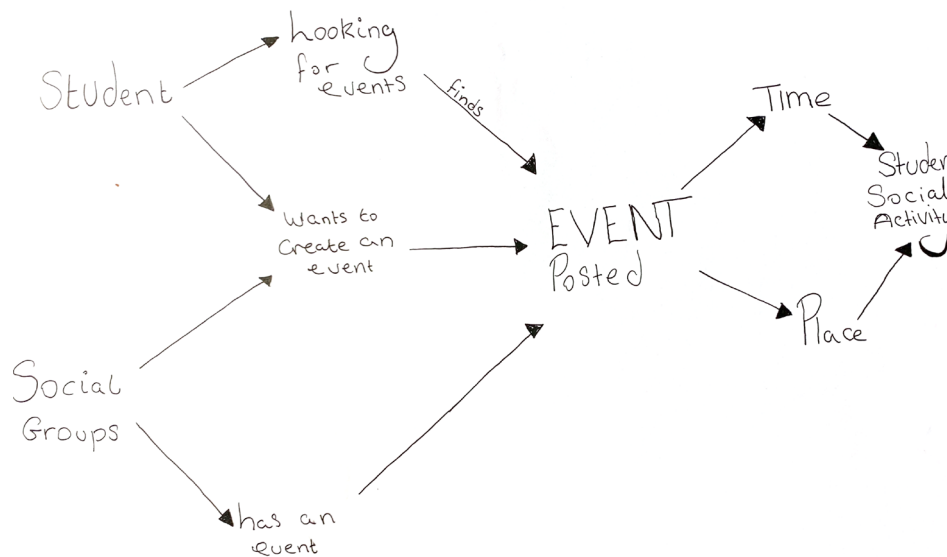
Ask the experts

For this task a list of possible questions was prepared. As the goal of the project involves a platform for students to find an easier way to socialise with new people, the most expertise that could be found was students of 2nd and 3rd semester that are in the RUS counsel. They were both very happy to help us, and both commented on what they had done when it was their turn in the 1st semester of MMD. Notes were taken and interviews recorded.

These interviews had a very positive result. In both cases, the idea was well taken. The goal was realistic and appropriate beyond the group imaginary. There is a real need for a social platform that unifies the content of events organised by KEA and other KEA Students or Bars/Social Groups; especially when it comes to first semester students.

One of the things the RUS counselers agreed on was that there is a lack of events that don't involve drinking. The app ais to present an ideal and unique opportunity to meet people in different environments.

The head of RUS counsel was very enthusiastic about our idea of the app and offered assistance with the process.

Important two minutes transcripts from interviews with experts

Expert: Maria. Part of Rus Council. Multimedia.

Q. Is the long term goal appropriate?
A. Yes, sure, of course.
Q. Is the goal realistic?
A. Yes of course.
Q. Do you think there's an audience? Do you want more social activities?
A. Yeah I think so, especially on the first semester. I'm pretty social right now. On the first semester we were missing more people. Missing more ways to be social, for example: 'Are you going this friday to a specific event, and would you like to join us?'
Q. Would you add any features or elements?
A. Categories. Maybe something not related with drinking. One category could be a casual saturday night, watching movies together. Going to yoga, painting, etc.
Q. What was useful in the first semester when you knew few people and few to interact with?
A. I joined Rus counselors because it was a place for me to reach out to every student no matter the semester. There was not an opportunity to interact with each other on the first semester. Now I know almost every student, otherwise I would only know part of my own classmates. People were shy on the first semester. They did not or did not want to know each

other; especially if there was no alcohol involved. I thought it was better for me to be present with the older semesters on the counsel, because they were so relaxed and experienced.

Expert: Sakina. Rus council. Multimedia.
Q. Do you understand the flow? (holding the map for her to see)
A. It is a bit confusing as they (the elements) all look the same. It could be more clear what they represent.
Q. Is the long term goal appropriate?
A. VERY appropriate
Q. Is the goal realistic?
A. VERY realistic.
Q. Do you think there's an audience that could benefit from it? Do you want more social activities?
A. Oh, yes.
Q. Do you get enough communication from other campuses/classes?
A. Not at all, that's why I became the head of Rus.
I am trying to, though. I think there is not enough communication.
Q. Would you add any features or elements?
A. Categories. Maybe something that doesn't involve drinking
Q. What's your 'go-to' platform to create an event?
A. Facebook. Moonbar is on Instagram. (...) Mainly facebook or instagram. It would be nice to have a local app for KEA where one can host events, because right now the communication is very limited. And lots of people are missing out on events that are happening right under their noses.

How Might We? notes
By writing key words that linked the connectors of the map, the process of the app was improved enormously. Afterwards, the importance of the new ideas was decided as a group. Five HMW notes were selected.

First, how might we register in the app. Second, HMW get our audience on board to carry on with the sign-up process. Then, HMW apply for events and HMW categorise the events posted. Lastly, HMW set time and place for an event.
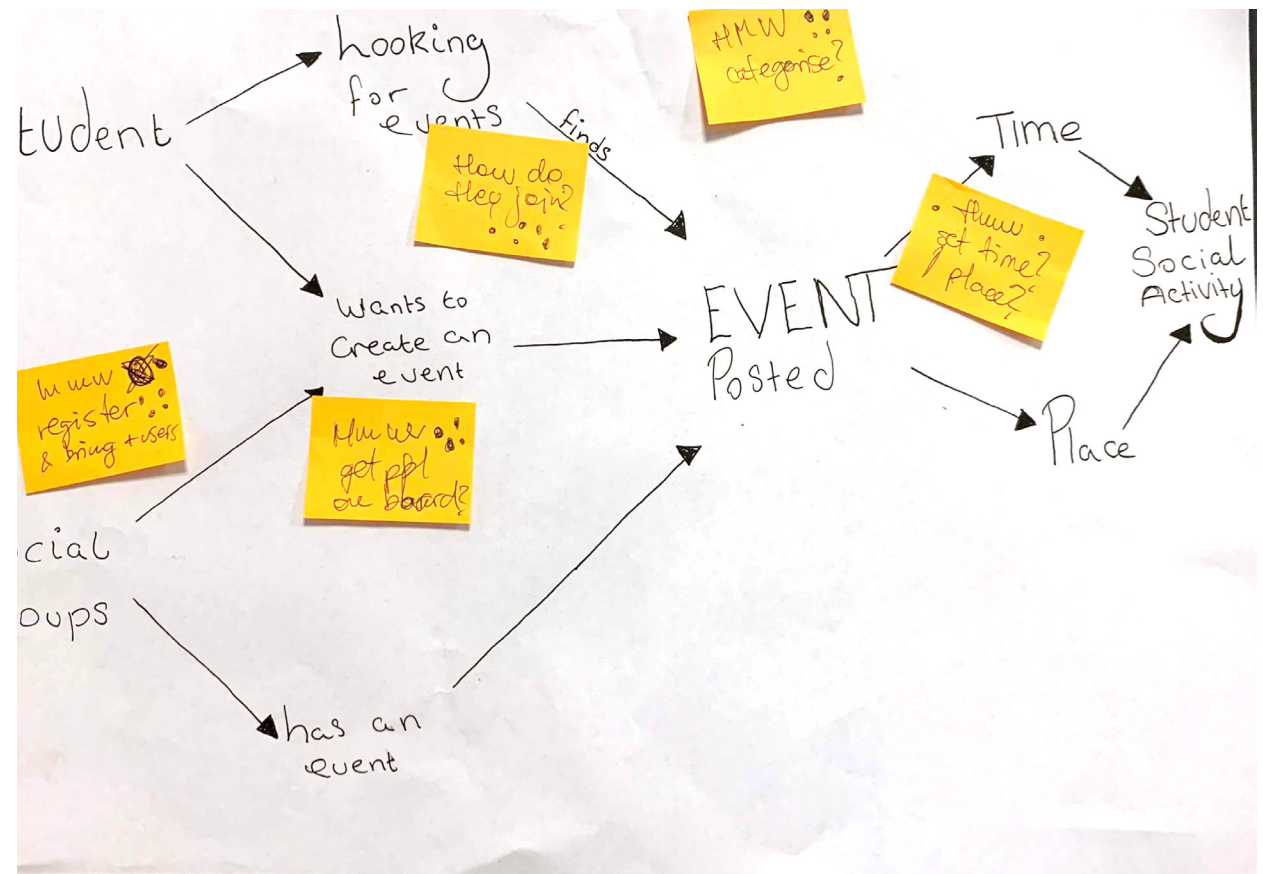
SKETCHING
DAY #2

Lightning demos

Tuesday marks the beggining of the sketching phase. The wall was used to present each individual sketch as one may find works of art in a museum. This visual representation was meant to help the other group members. Then, we moved on to create the four-step sketch.

The Four-Step Sketch

Notes
Ten minutes of silent note taking about the progress made so far was the first task on this day. User flow and how it might be improved was the common topic.

Ideas
After the note-taking stage there were 20 minutes of sketching individually how the early stages of our app could be represented.

Crazy 8s
Eight sketches of eight ideas with eight minutes to finish each and every one of them. Every minute the sound of clapping hands told us to move on to a new sketch that told a different idea with very little preparation. Improvisation. This was a very entertaining exercise.
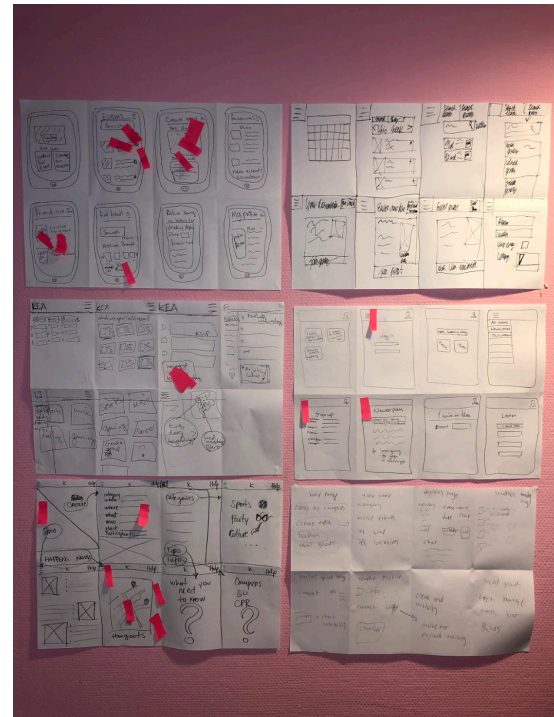
Solution Sketch
After spending most of the morning in silence meditation, there was individual work on developing a solid idea for our future mobile application. Each member created a three-stage storyboard using post-its on an A4 paper as the canvas. These were meant to represent three interactions occurring within the app. Later on, the storyboard presented an the user flow our app.

Action steps and Vote

Placing all Crazy 8's sketches against the wall, each member of the group interpreted and explained the sketch of another member. Then the democratic process entered in course. Everyone was given three votes that were then placed on the most compelling ideas presented in the sketches.

The storyboard

After voting, the three most voted solution sketches were used in creating a storyboard of approximately 15 pages. The pages that had been decided before were included and then from there the possible interactions and outcomes were developed.

Examples:

- The + button in the home page lets the user create a new event. Name of the event, location and date have to be added before submitting. This process is guided through specific copy that makes the experience more friendly and intuitive.
- The map shows events sorted by location. The user can choose an event by pressing the location on the map which takes him to the event page where the user can find out more about the event. Eventually it was mentioned that the colour of the pins could vary according to how much time is left before an event finishes, allowing people to decide which one is more appealing. Red, yellow and green are colours that everybody understands, even unconsciouly.
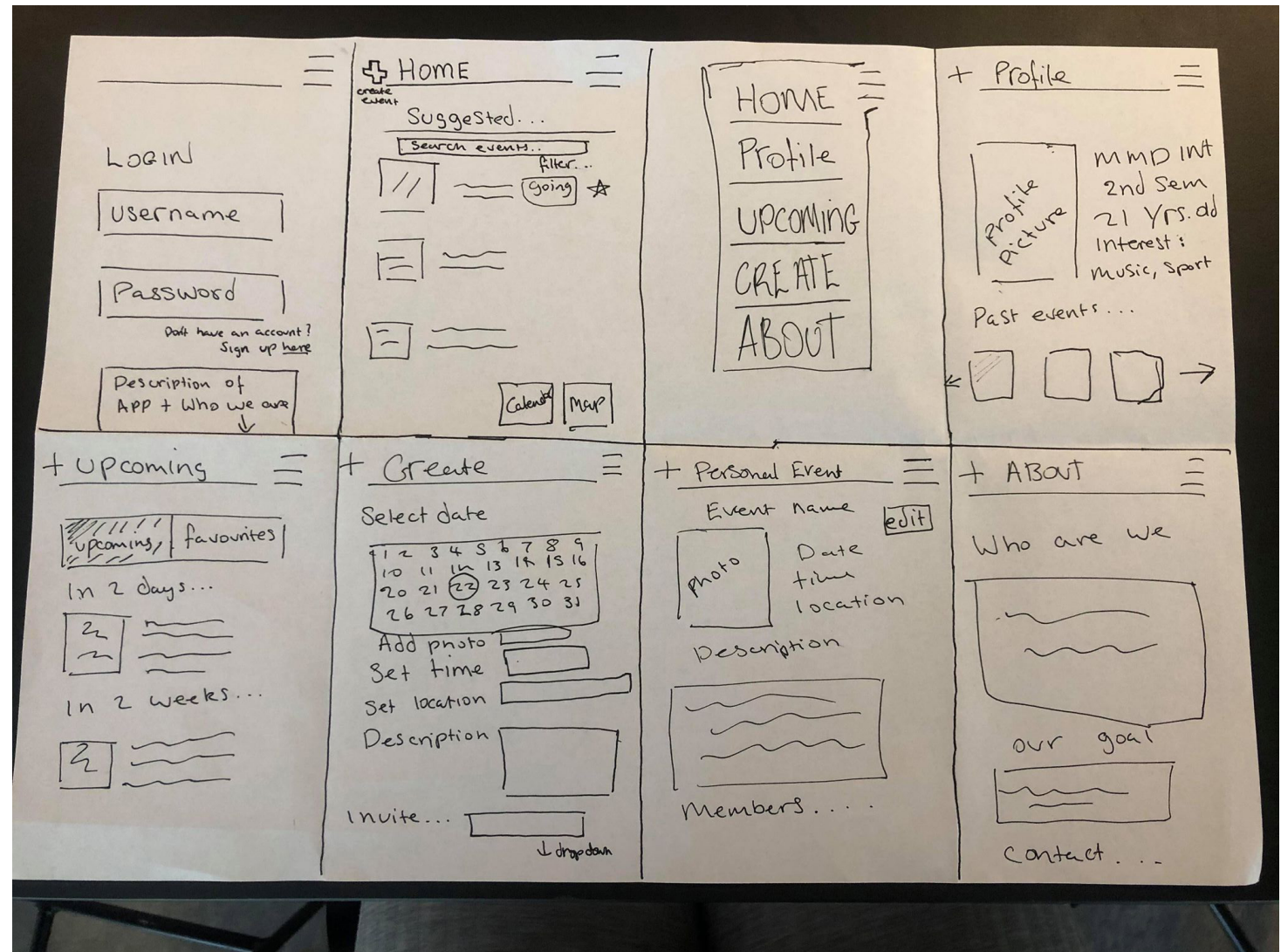
DECIDING
DAY #3

Heat map

The solution sketches that had been made before were used as visual aids on the "whiteboard" (read wall). Each group member silently reviewed them.

Speed critique

Each member silently rated their favourite sketches and ideas by placing three small dots on their individual favourites.

Supervote

From then on, larger stickers were used to unanimously vote on the best ideas. These included the layout of the homepage and the flows that absolutely had to be included when moving on to the prototype. Going back to the roleplay, the decider wrote initials on the top idea. The others were then categorised into 'maybe-laters'.

Logotype

After doing some research the inspiration for the prototype's logo came from one of KEA's partnered sites, Fronter. Within it, the orange logo of **ITS**learning showed enough contrast to catch the eye of the team.

The style and colours made an impact on the maker that was in charge of creating a logo for the app. It also provided inspiration for the style tile that would be later on used. After sketching some different ideas on paper, the first iteration of the logo was digital. Some polishing later the logo was changed to resemble a Samsung Icon. A square with rounded boarders. Sans-serif typography following the same colour scheme, but more professional looking.

Style-tile

The style tile, as mentioned before, followed the scheme colour used in the logo. Ready to make a HiFi prototype version, there are some examples of headlines, preferred font-face, buttons, the looks of a search bar, images, logos, text, buttons, and more.

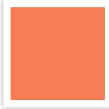**KEA Social**

Style Tile

Possible Colors

Header and Paragraph Examples

This is an Example of a Header

Font: Name: interstate bold

This is an Example of a Sub Head

Font: Name: interstate regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name: interstate regular

This is an example of a Text link

Image Examples

Button Examples

search jobs . . .   **Search**

Filter ⌄

Adjectives

Social Enthusiastic Attractive
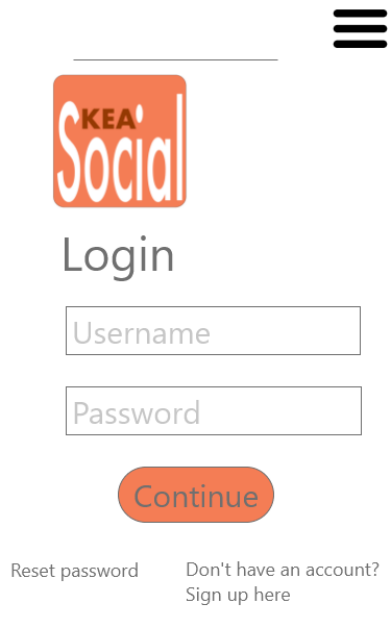## Fun Excitable Friendly Dynamic

PROTOTYPE
DAY #4

Low Fidelity Prototype

A LoFi prototype was created with the goal of testing the interactions before people not-from-the-group was given the chance to see it. The flow had to be tested.
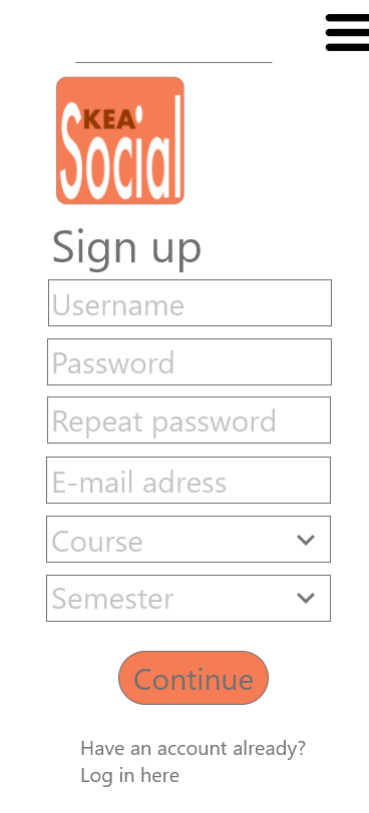
Sign-up form. Easy and simple to complete.

Sign in:

KEA' Social

Login

| Username |
| Password |

Continue

Reset password   Don't have an account? Sign up here

KEA' Social

Sign up

| Username |
| Password |
| Repeat password |
| E-mail adress |
| Course ⌄ |
| Semester ⌄ |

Continue

Have an account already? Log in here

Burger Menu. It offers an instant overview of the app's features.

Login for existing members

Microcopy to reset password and create new account.

Click to login if you already have an account.

Home Page:

Search events.... 🔍

Advanced search

Upcoming events

Yoga	Tomorrow 18:00
John and the moon bar team are heading down to Natha Yoga centre this Sunday to get tantric together, they say its the perfect cure to a hangover, let us know if you are able to mak...	

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Search field. Followed by microcopy inviting the user to add filters to his search.

Upcoming events that are published already.

TESTING

DAY #5