



Mapúa Malayan Colleges Mindanao

Clique Application

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In Partial Fulfillment of the Requirements in
CS152: Human-Computer Interaction

Bachelor of Science in Information Systems

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PART I. UNDERSTANDING THE PROBLEM

Overview:

Staying connected and informed is more critical than ever for students. However, many students struggle with feelings of isolation and lack of support, which can impact their academic progress and overall school experience.

It is concerning that students may not have enough outlets to lean on with questions and concerns due to a lack of support system and acquaintances. This can lead to feelings of isolation and hinder academic progress. Building a supportive network and utilizing available resources can help address this issue and ensure that students have the necessary support to succeed academically.

Students having an unanswered question and are not updated on school festivities may lead to lack of information, confusion, disengagement, and a sense of disconnect from the school community. As students need to strive and find communication channels, such as regular newsletters, announcements, and online platforms, to keep students informed about important events and activities. Additionally, creating opportunities for students to ask questions and seek clarification can help address any uncertainties they may have.

Student involvement and general school satisfaction can be greatly increased in an atmosphere that values free communication. Students are more inclined to take initiative in their studies and engage in the school community when they feel heard and supported. This in turn promotes a positive campus environment where all students can succeed both academically and socially.

Solving the Problem:

To tackle the aforementioned challenges, the team proposes the development of a comprehensive solution named “Clique”. This platform serves as a bridge, connecting students from various programs within Mapua Malayan Colleges Mindanao. Through Clique, students will have the opportunity to build meaningful connections, access

essential resources, and receive support to enhance their academic and social experiences. By leveraging technology to create a supportive, inclusive, and well-informed community, Clique empowers students to form a fulfilling college experience.

To ensure the platform meets students' needs, the team will survey 16 respondents, with 4 students from each major department: CCIS, CAS, CHS, and CEA. This ensures fair representation. The survey will ask about pre-planned features and their usefulness. Based on the feedback, the team will refine these features and create a prototype that aligns with student preferences, ensuring Clique effectively addresses the challenges faced by the MMCM student community.

The Application:

Clique is an application being developed by Specs, an anonymous organization by first-year Bachelor of Science in Information Systems students. Recognizing the challenges students face with isolation and lack of support, Clique aims to bridge the communication gap and empower students to thrive academically and socially.

The Name “Clique”:

The name Clique plays on the double meaning of the word. First, it evokes the idea of "clicking" – connecting with others and forming meaningful connections. Second, it references the concept of a clique, a group of people with shared interests. Clique aspires to foster both – helping students connect and build supportive communities within the larger school environment.

Key Features:

- **Connect and Collaborate:** Clique provides a platform for students to connect with classmates, form study groups, and discuss course work. This fosters a sense of community and allows students to learn from each other.

- **Access Resources:** The app offers a curated list of resources, including contact information for teachers, tutors, and online learning platforms. Students can easily find the support they need to overcome academic hurdles.
- **Stay Informed:** Clique serves as a central hub for important announcements, school events, and deadlines. Students will receive timely updates, reducing confusion and fostering a sense of belonging within the school community.
- **Ask Questions:** Clique offers a safe space for students to ask questions anonymously or directly to classmates, teachers, or tutors. This promotes open communication and ensures no one is left behind.
- **Filter Function:** Clique offers a filter function wherein users can put related “tags” on their posts in order for other users to find similar questions. Other than that, the filter function also includes date filters wherein users can input a specific date for people to look for posts in that specific timeframe.

Overall Benefits:

By addressing the issues of isolation and information gaps, Clique aims to create a more supportive and engaging learning environment for students. With easy access to resources, a collaborative network, and clear communication channels, Clique empowers students to succeed academically and feel connected to their school community.

Questions about Clique:

Who are the potential users?

The potential users of the “Clique” platform are students from different colleges within Mapua Malayan Colleges Mindanao. Whether they are struggling with academic questions, seeking social connections, or wanting to stay informed on school activities, Clique provides a unified platform tailored to the needs of users.

What tasks do they seek to perform?

The website encourages students to interact with each other and engage in discourse through the Q&A forum and posts.

What functionality should any system provide to these users?

The website's main function is to provide a platform for students to input their queries, thoughts, and vents for other students to answer and support through the multitude of functions that Clique provides.

What constraints will be placed on your eventual design?

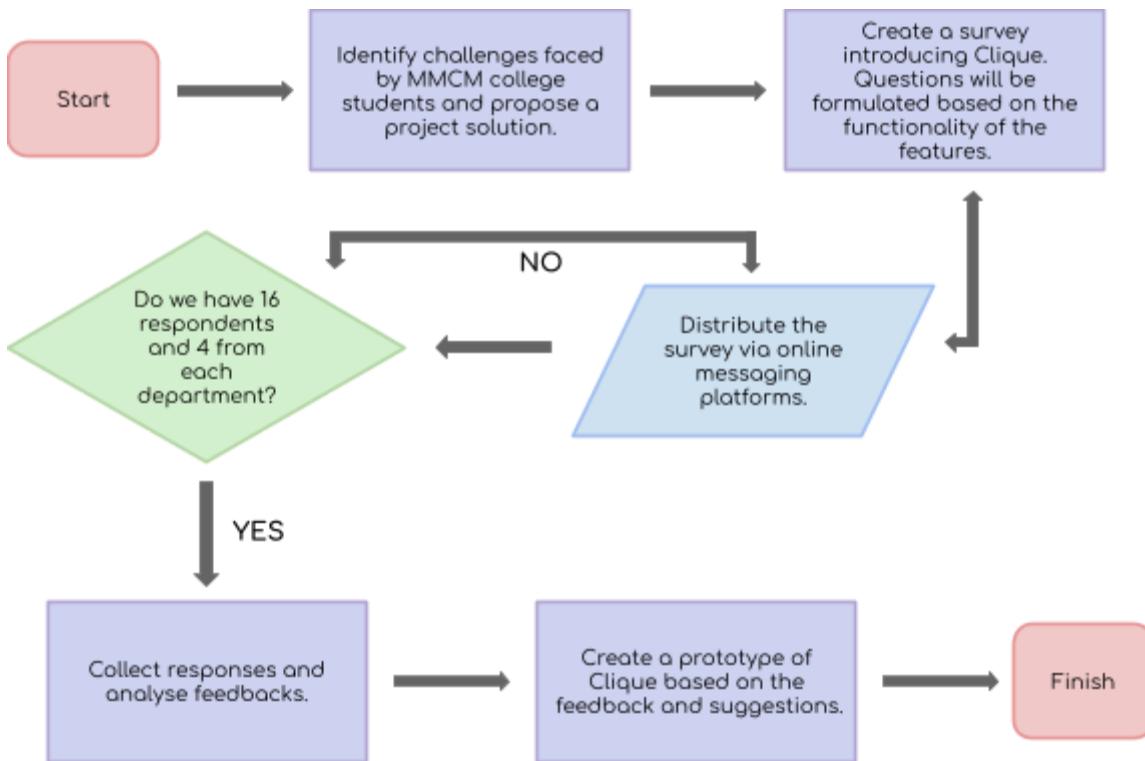
Although Clique does not require proof of enrollment to MMCM, our website is mainly intended for students from Mapua Malayan Colleges Mindanao. Outsiders can still access the website but they are encouraged to keep topics related to MMCM.

What criteria should be used to judge if your design is a success or not?

The team's program should be able to successfully pass the following criterias:

- The user should be able to navigate the website with ease and little to no struggle
- The user should be able to comfortably navigate the website without straining their eyes.
- The user finds it more convenient to use compared to other MMCM specific forums.

Approach:



PART II. DESIGN ALTERNATIVES

Scenarios:

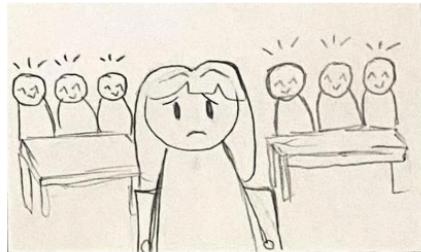
Scenario 1: Brooke is having a hard time connecting with her classmates because of her shy nature she can't relate to her classmates interests and has a hard time looking for people that have the same interest as her.

Scenario 2: Tom wants to sell some of his preloved figures but he wants the buyers to be within his school.

Scenario 3: Savannah wants to ask a question regarding a specific school related topic and wants multiple perspectives on the question.

Storyboard (Based on Scenarios):

Scenario 1: Brooke



Narrator: Brooke is a new student in the school and she doesn't know anyone else in school.



Brooke: I dont know anyone in the school...



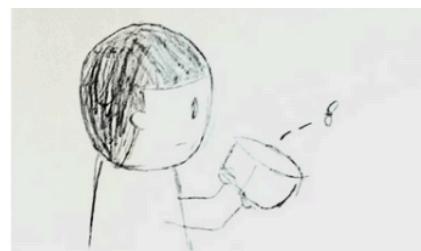
Brooke: *sigh*



Brooke: None of the people in my class have the same interests as me.. I wonder if I could find anyone that likes the things I do...

[Go to Scenario 2](#)

Scenario 2: Tom



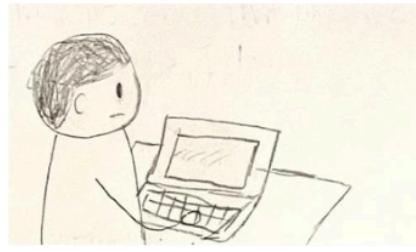
Tom: I have no money..



Tom: I gotta sell these figures as soon as possible...



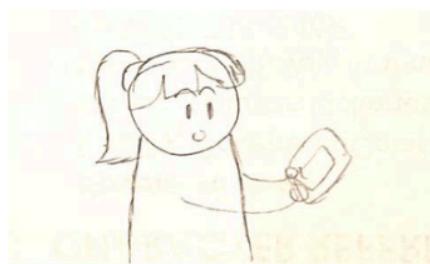
Tom: I want to sell these within school though so I get the money as soon as possible..



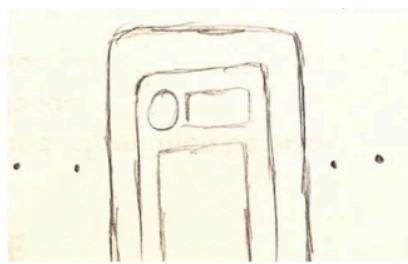
Scenario 3: Savannah



Narrator: Savannah has a specific question that she wants to ask anonymously..



Savannah: *Sigh* I need to ask other people about this question...



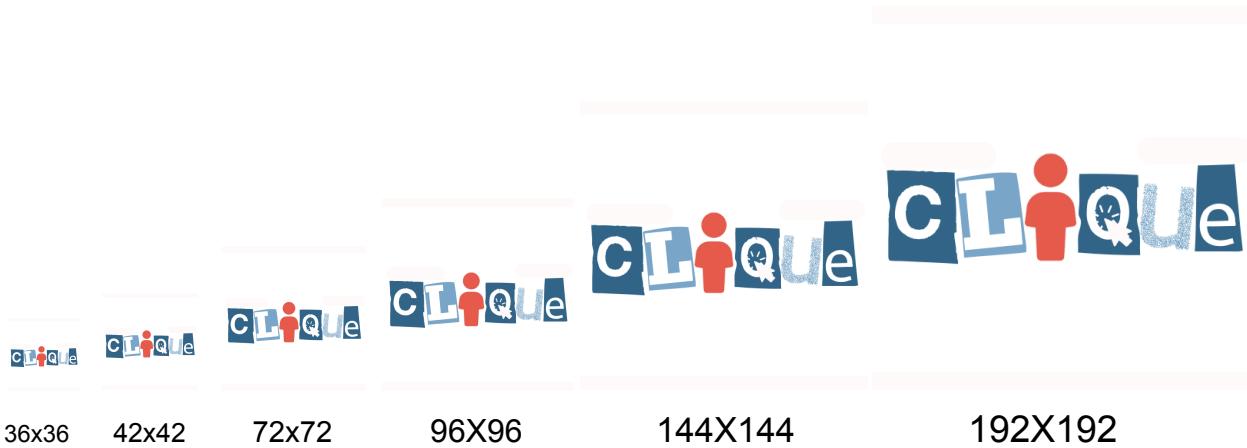
Savannah: But all the platforms available don't have specific tags for questions in specific topics..



Problem Statement:

- A lot of students struggle with feelings of isolation and lack of support, which can impact their academic progress and overall school experience.
- Students may not have enough outlets to lean on with questions and concerns due to a lack of support system and acquaintances.
- Students having an unanswered question and are not updated on school festivities may lead to lack of information, confusion, disengagement, and a sense of disconnect from the school community.

Application Size Comparison:

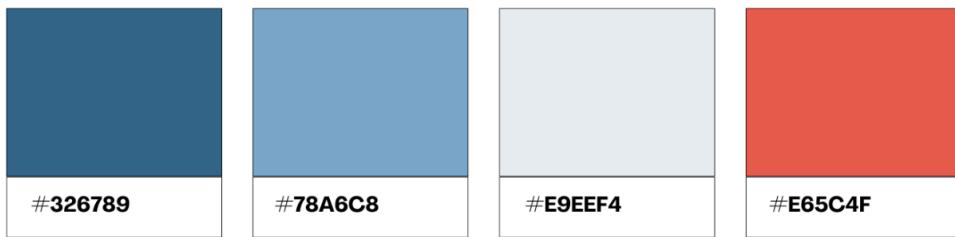


Various sizes of the application icon are displayed above. This is necessary to determine the appearance across a wide range of screen ratios.

Design:

Clique seeks to present a modern and slick aesthetic with a user-friendly interface. The color palette, font style, and GUI will all be determined in order to develop this aesthetic.

Color Palette:



The program will use the color scheme that is displayed above along with their corresponding codes.

Font Style:

Raleway is a versatile and modern sans-serif typeface known for its elegant and clean appearance, making it suitable for a wide range of design applications. Its well-defined letterforms and ample spacing contribute to excellent readability, both in print and on screens, enhancing overall user experience.

Raleway Font

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Graphical User Interface (GUI):

1) Authorization Pages

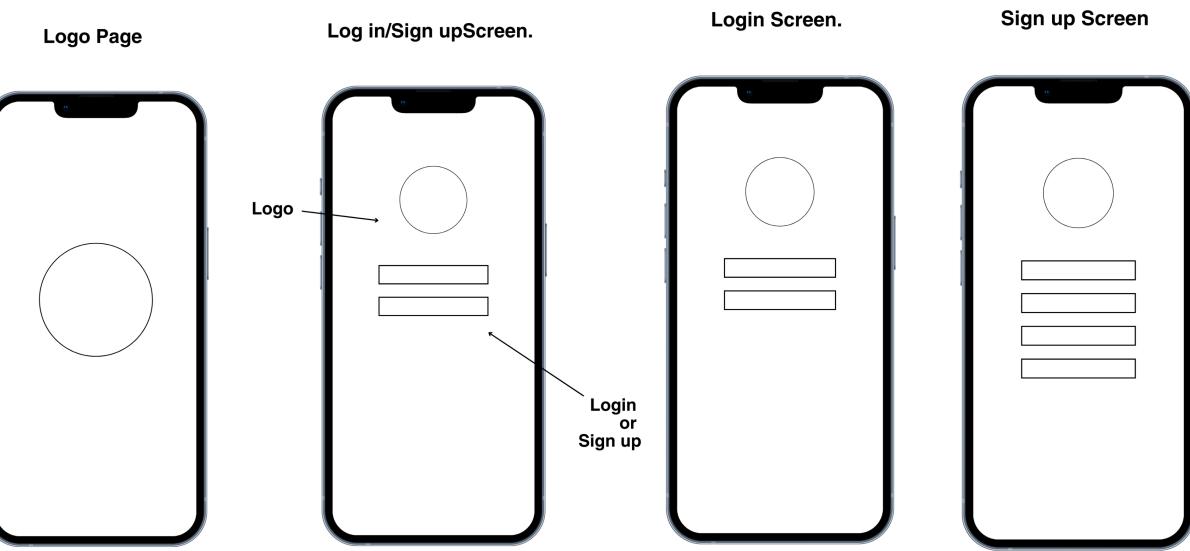
Elements:

- *Page 1 – Logo*

- *Page 2 – Login/Sign:* Users are able to choose between logging into an existing account or signing up.

- *Page 3 – Login:* For existing users, they are required to fill up the text fields with their username and password.

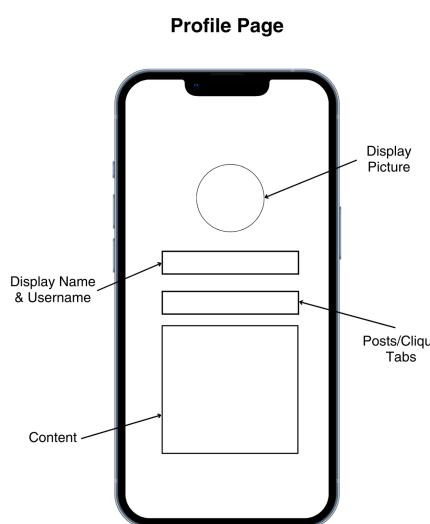
- *Page 4 – Sign up:* For new users, they are able to create their Clique account by filling up the text fields with necessary information.



2) **Profile Page**

Elements:

- Display picture, Username, and Display name
- Post, Clique, Follower, Following count
- Edit Profile and Share Profile buttons
- Posts and Clique tabs and content

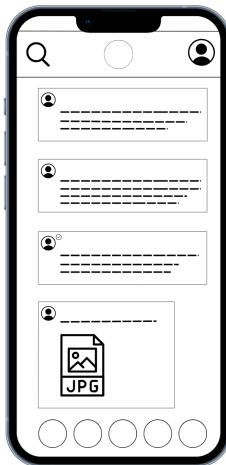


3) Home Page

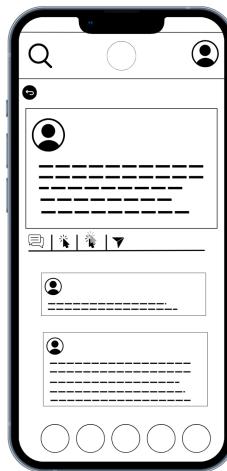
Elements:

- Page 1 – General Feed
 - Posts created by other users, including details like username and date posted
 - Search button (left) and profile button (right)
 - Like, comment, and repost buttons
 - Page buttons: Home, Notifications, Add Post, Message, and Profile
- Page 2 – Post Detail
 - Post with like, comment, and repost buttons
 - Comments with like button and reply bar
- Page 3 – Search Page
 - Search bar
 - Recent searches
 - Trending topics (Hashtags)

General Feed.



Clique Detail.



Search Menu Page.

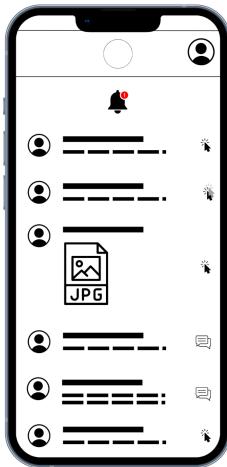


4) Notification Page

Elements:

- Posts and Clique tabs
- Lists of notifications with its respective user and time

Notification Feed.

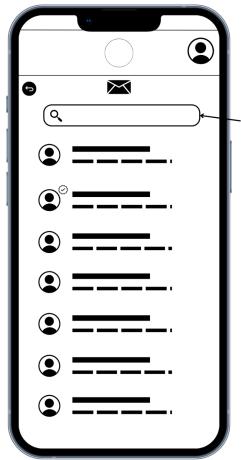


5) Message Page

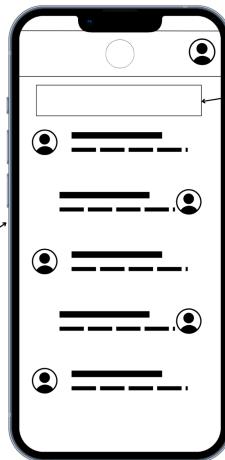
Elements:

- Page 1 – Lists of Messages
 - Search bar
 - Online users
 - People and Cliques tabs
 - List of messages with preview
- Page 2 – Direct Message
 - Name of user
 - Conversation with respective time of sending
 - Reply field

Messages.

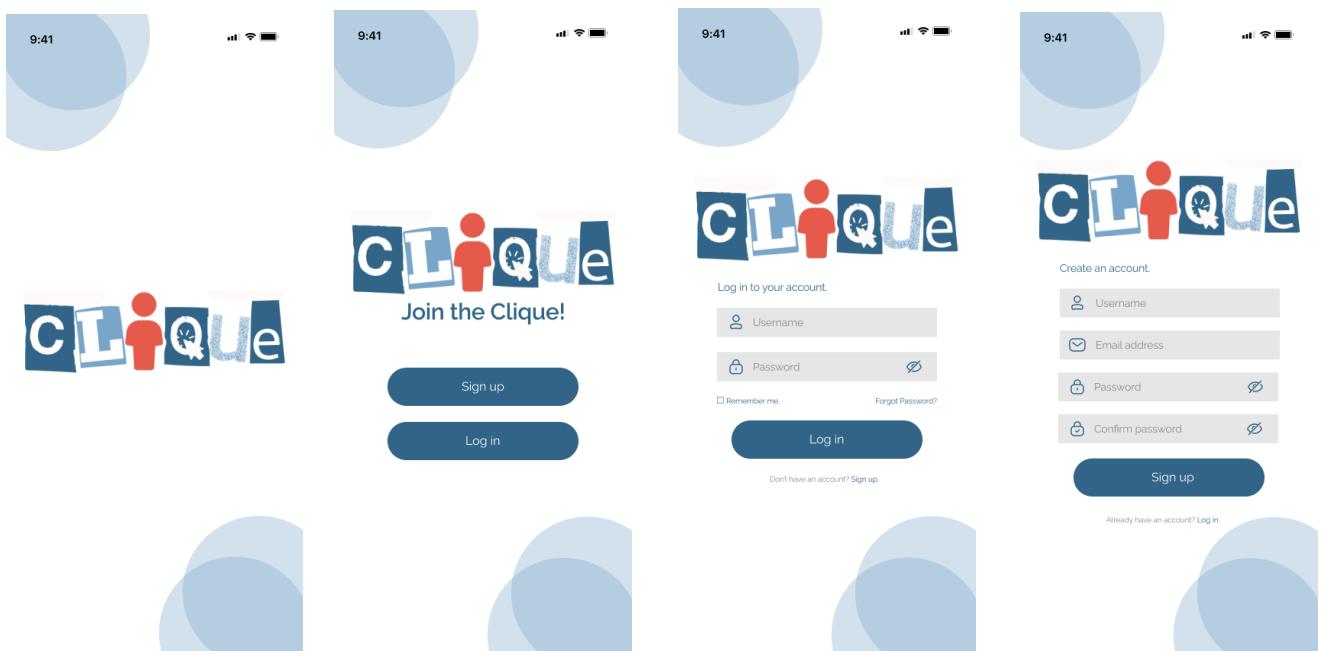


Messages.

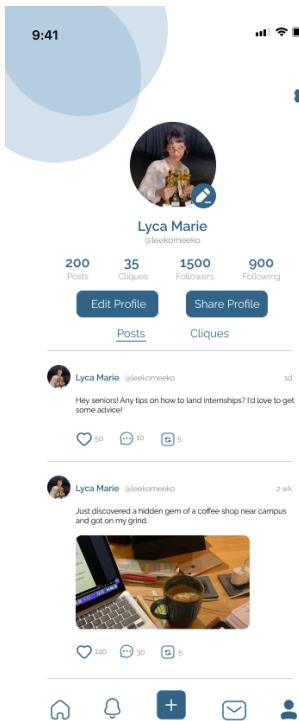


Prototype:

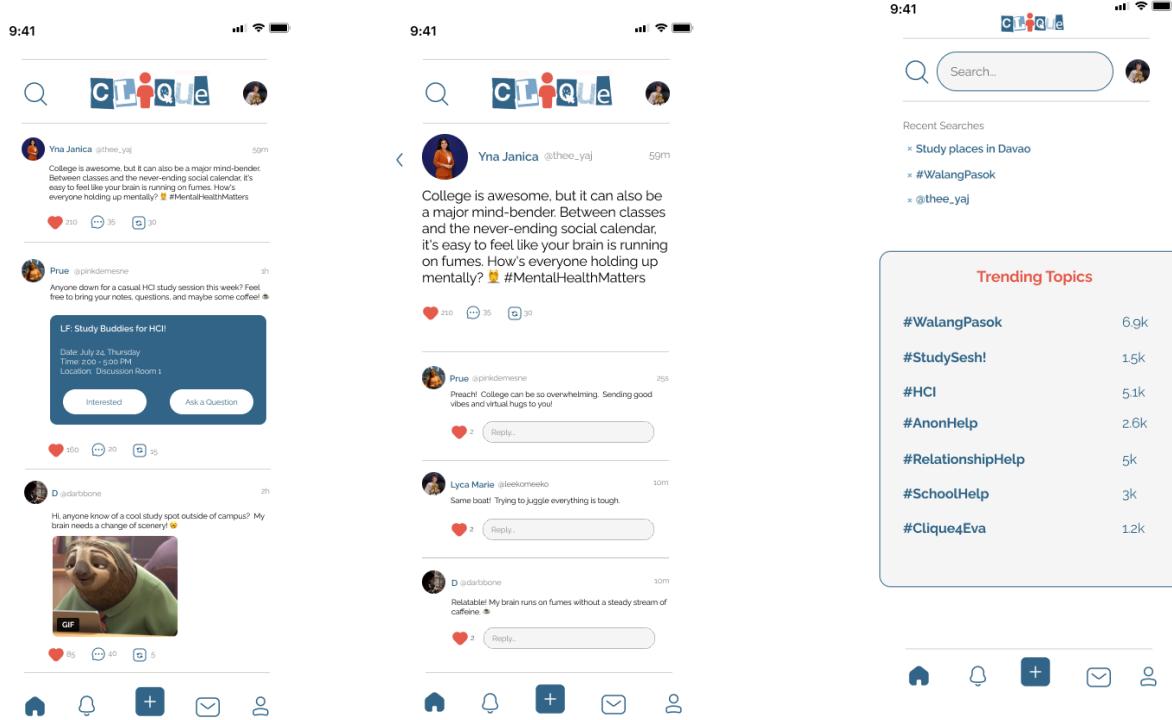
- 1) **Authentication Pages** – Upon launching the application, users are greeted by a welcome screen displaying the logo. Here, they can choose to either log in to an existing account or sign up for a new one. Existing users can enter their username and password on the login page, while new users can create an account by providing the required information on the signup page.



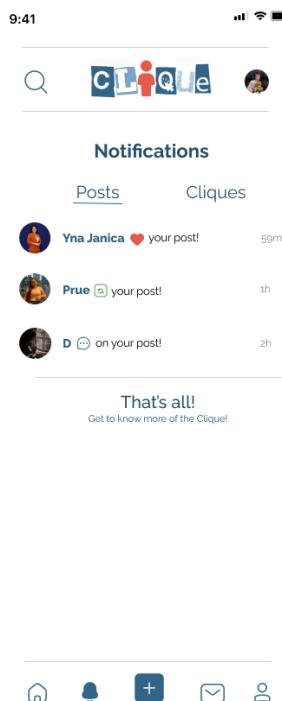
2) **Profile Page** – The Profile Page displays the user's profile picture, username, and display name. It also displays the user's post count, cliques, followers, and following. The Edit and Share buttons are located below this information. Choosing either the Posts/Cliques tabs will show its content respectively. If the user slides over to the Posts tab, it will show them the posts they have created. If they slide over to the Cliques tab, it will show them the content they have posted in their Cliques.



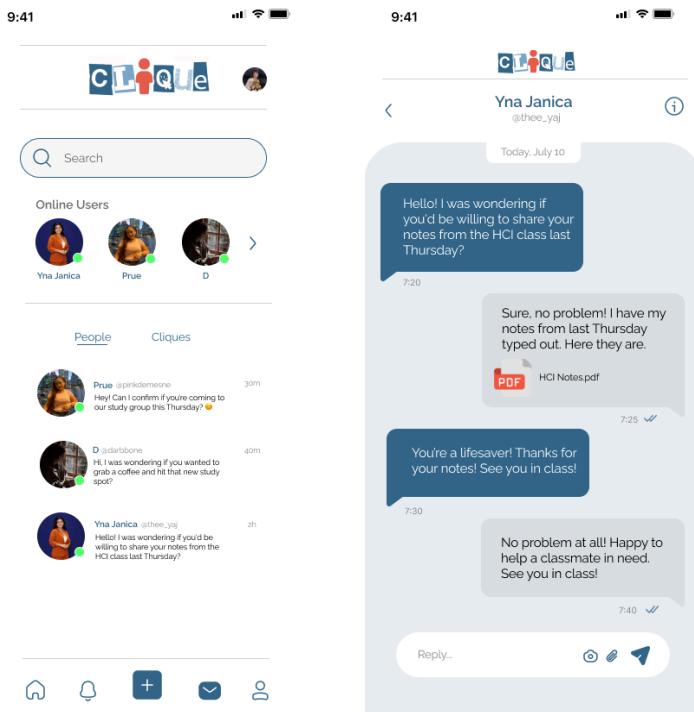
3) **Home Page** – Clicking the home button brings up the news feed, where users can interact by liking, reposting, or commenting on posts. Tapping a specific post expands it, displaying the comments section below. Here, users can like or reply to comments. If the user clicks on the search button, it will direct them to a page where they can view their recent searches and the trending hashtags.



4) **Notification Page** – Clicking the notification button reveals a tabbed interface with "Posts" and "Cliques" sections. Swiping to the "Posts" tab displays all interactions on the user's posts, while swiping to "Cliques" shows activity within their cliques.



5) **Message Page** – Clicking the message button opens a chat interface with an "Online Users" tab shows who's currently available to chat. Below, the "People" tab displays a history of all past chats. Swiping to the "Cliques" tab reveals group chats for the user's cliques. Selecting a chat opens the message thread, allowing users to reply, send images, or attach files.



PART III: SYSTEM PROTOTYPE

Project Description:

Clique is a vibrant social media platform developed by SPECS, a passionate team of innovators: Andulana, Dela Cruz, Gillesania, and Naraga. Designed exclusively for college students of Mapua Malayan Colleges Mindanao, Clique fosters a sense of belonging and support within the community. It is an online space for students to express themselves freely, stay informed on school events and announcements, and engage in discussions. Its goal is to create a more positive campus culture at MMCM where everyone feels connected, supported, and empowered.

Requirements Summary:

MINIMUM REQUIREMENTS	Processor Cores	Quad-Core 1.4 GHz
	OS	Android 7.0 (Nougat) or iOS 12
	RAM	2 GB
RECOMMENDED REQUIREMENTS	Processor Cores	Octa-core 2.0 GHz
	OS	Android 10 or iOS 14
	RAM	4 GB
OTHER REQUIREMENTS	Permissions	Camera, Microphone, Storage, Notifications, Network Access

Table 1. System Requirements

The application will have at most a minimum of Quad-Core 1.4 GHz, Android 7.0 or iOS 12 as its OS, and 2 GB worth of RAM. These specifications are designed to provide responsive performance and efficient functionality when using Clique.

Prototype Description:

Clique's prototype was designed using Figma, leveraging the platform's features to develop a user-friendly and visually appealing interface. The decision to use Figma was ideal for the team due to its strengths in real-time collaboration and interaction design. This allowed the designers to work together, create interactive prototypes, and ensure that the interface met the user needs.

Link to Initial Clique Prototype:

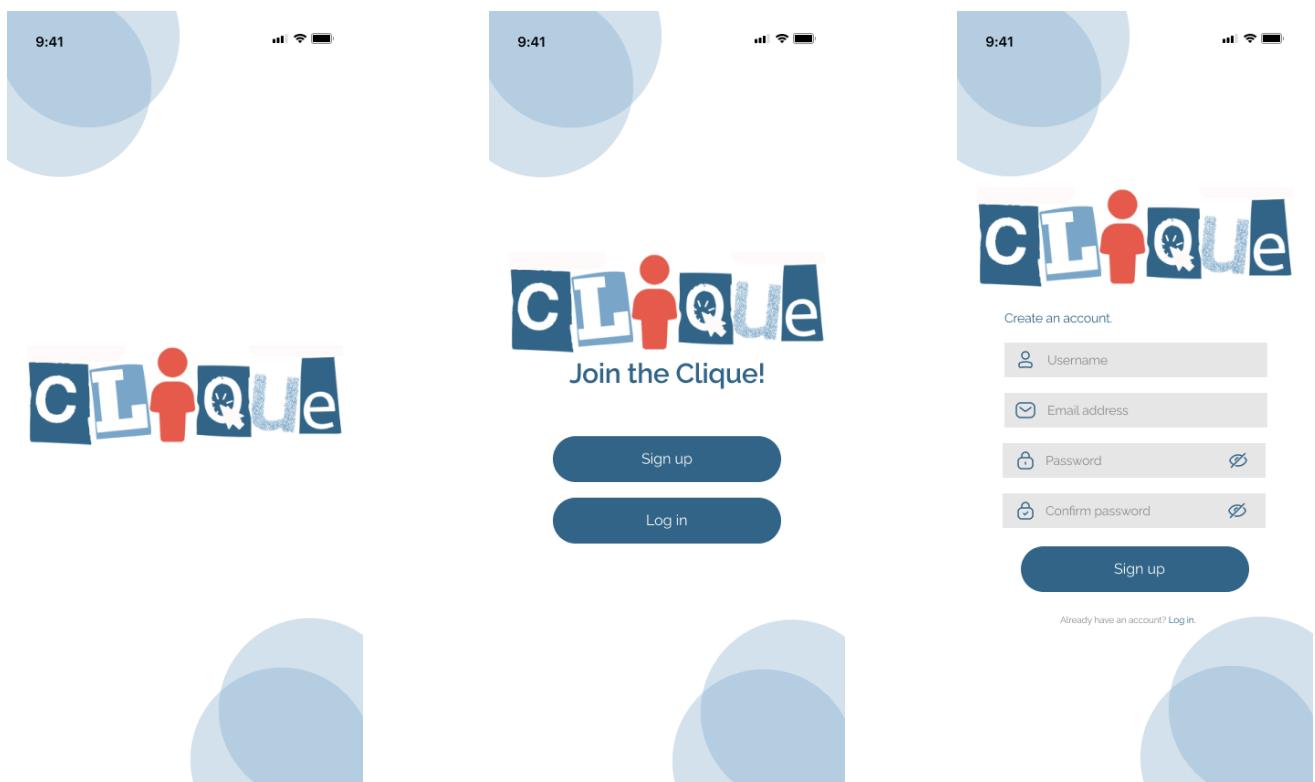
<https://www.figma.com/proto/L1TAT6awdEuKvCuPqDIUFe/CLIQUE-FOR-PROTOTYPE?node-id=2001-338&t=oHkYxyFp29sctCfk-1&scaling=scale-down&content-scaling=fixed&page-id=10%3A428&starting-point-node-id=2001%3A142>

User Scenario:

Lila recently enrolled at MMCM as a first-year student. While she regularly attends classes, she finds it challenging to approach classmates and often feels left out during class events and activities. Lila had anticipated entering college with a group of friends and is keen to connect with someone who shares her interests.

She heard about Clique, a new social media platform exclusive for students in her university. Intrigued, she decides to download the application and explore its features. Weeks after using Clique, Lila no longer feels out of the loop and begins to feel more connected to the campus community. She finds groups and events aligned with her hobbies and academic interests, making it easier for her to meet like-minded peers.

Clique Prototype

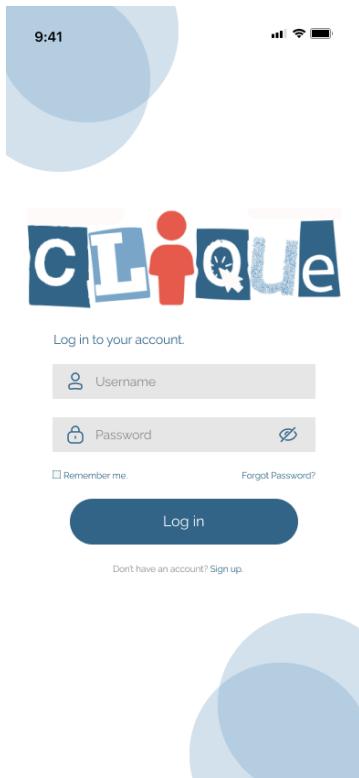


Splash Page - The splash screen contains the applic-

Sign up/Log-in Page - This page lets the user choose

Sign up Page - The user can create the-

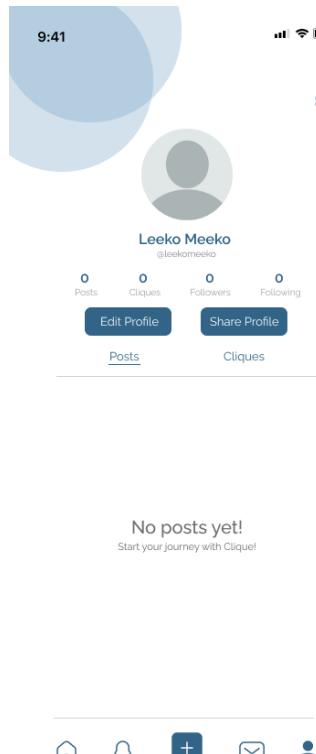
ation's logo which will be flashed for two seconds before fading out to the authentication pages.



Login Page

Enables users with existing accounts to access the platform by providing their credentials.

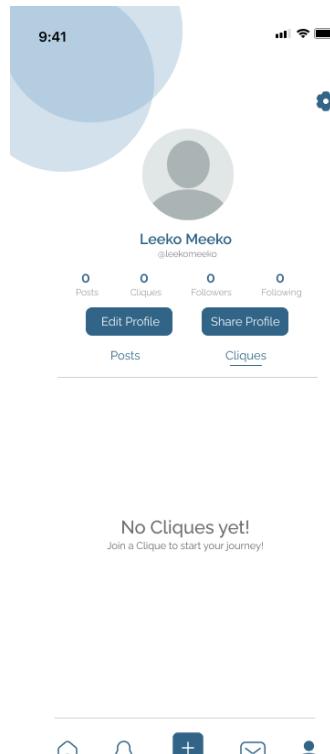
between signing up or logging in.



Profile Page (New Account - Post Tab)

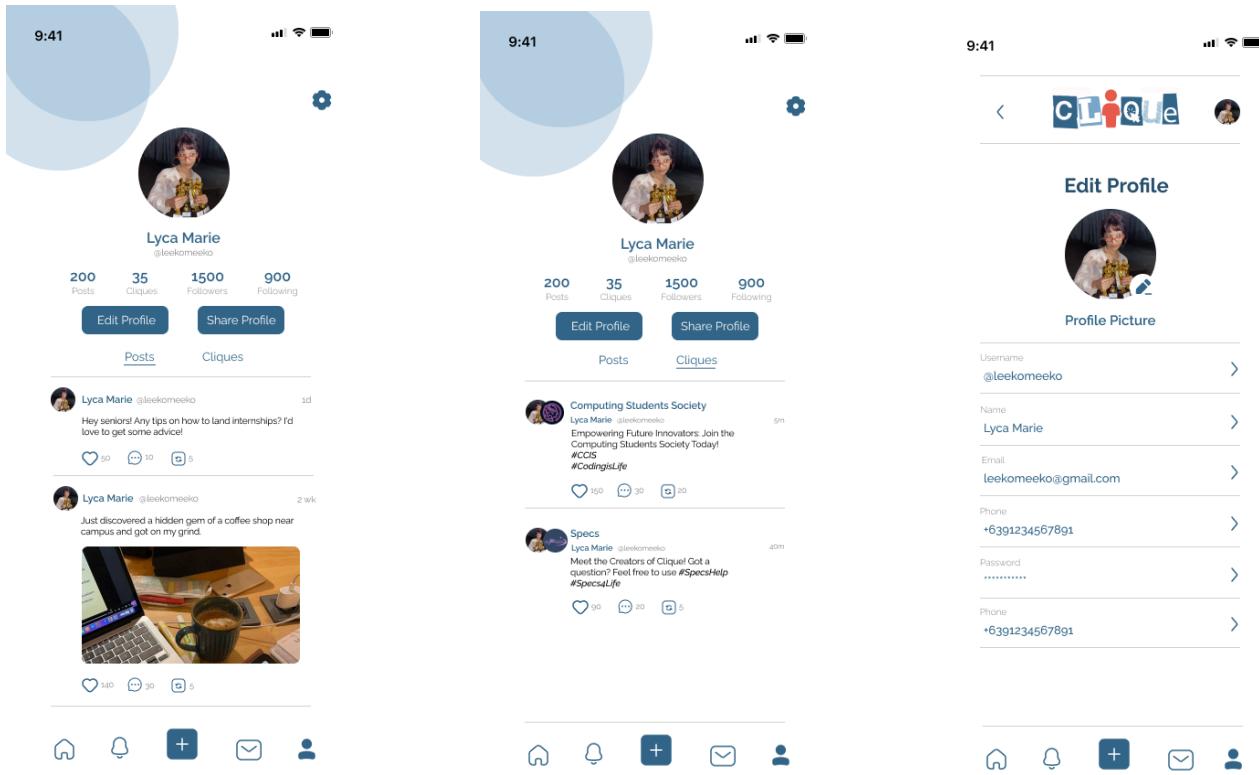
- Displays posts made by the user after creating a new account.

ir account by filling up the necessary text fields.



Profile Page (New Account - Clique Tab)

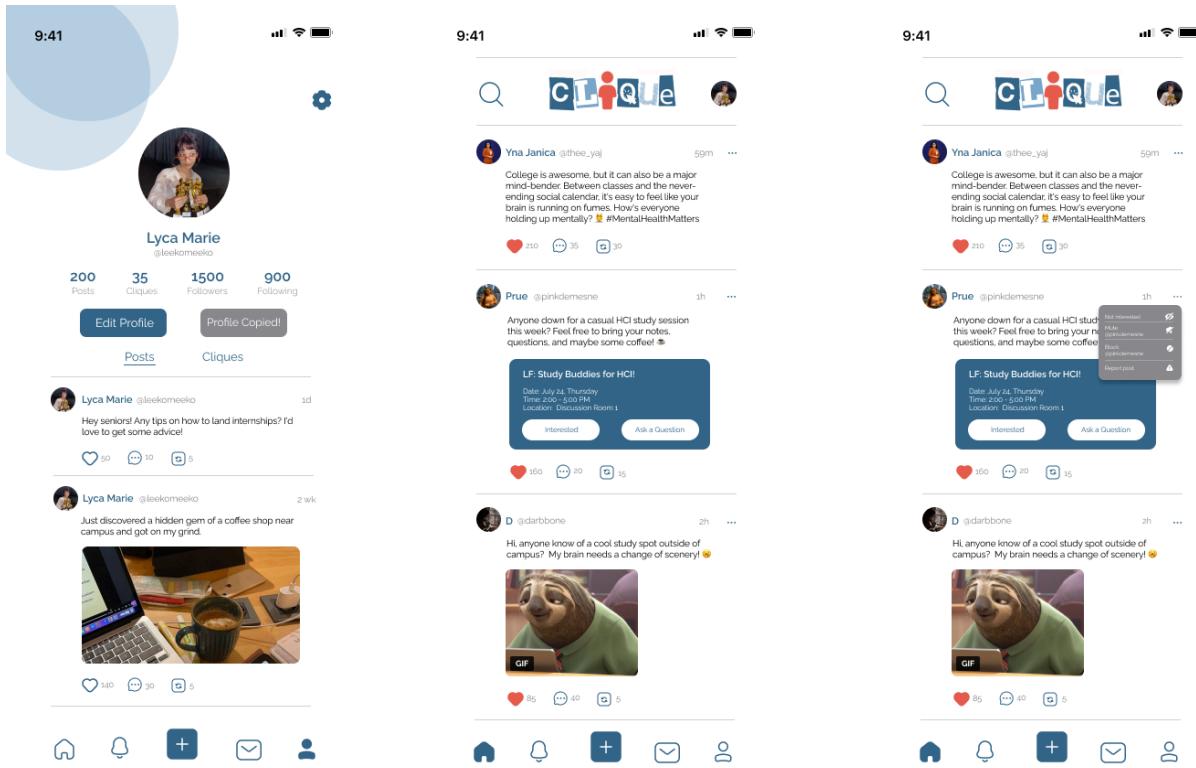
- Shows cliques (groups or circles) associated with the user's new account.



**Profile Page
(Existing Account
- Post Tab) -**
Displays posts
made by the user
on their existing
account.

**Profile Page (Existing
Account - Clique Tab)**
- Shows cliques (groups
or circles) associated
with the user's existing
account.

Edit Profile - Allows
users to modify their profile
information, such as user-
name, profile picture, and
personal details.



Share Profile -

Enables users to share their profile with others via link.

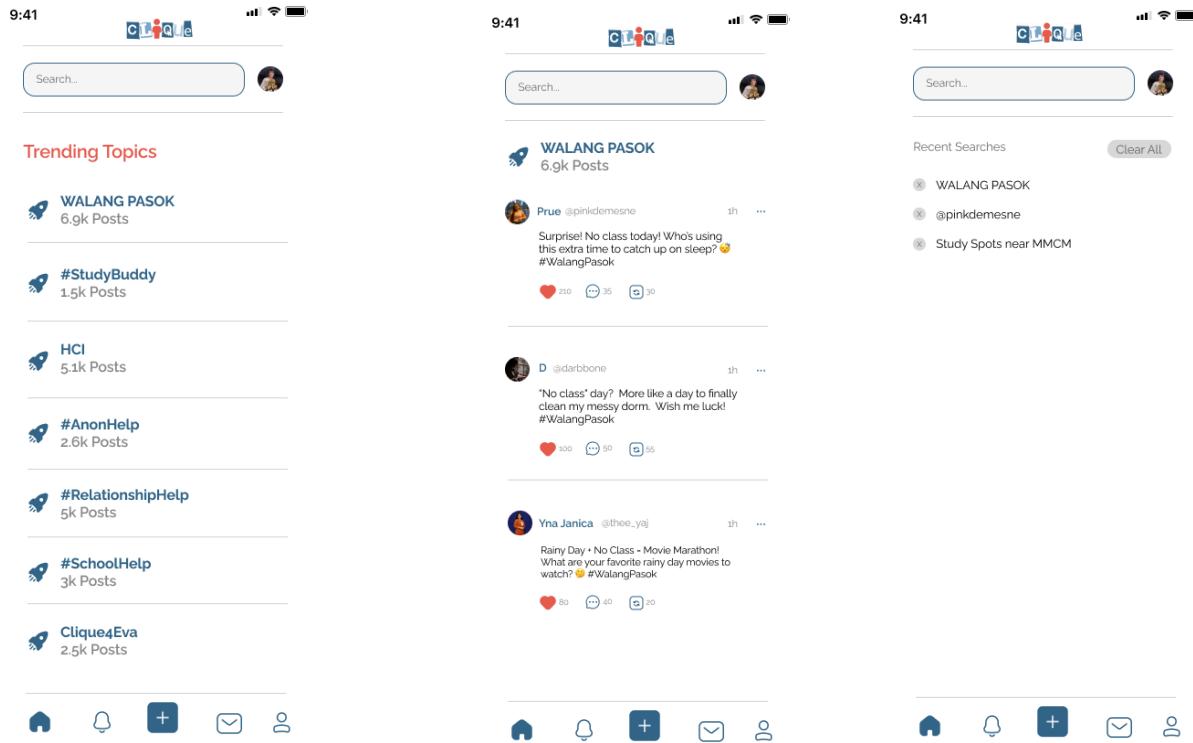
Home Page -

Serves as the main landing page upon logging in, displaying relevant content.

Home Page

(With Options) -

Displays a menu with additional actions for a post, such as "Not Interested," "Mute," "Block," and "Report post."



Trending Page

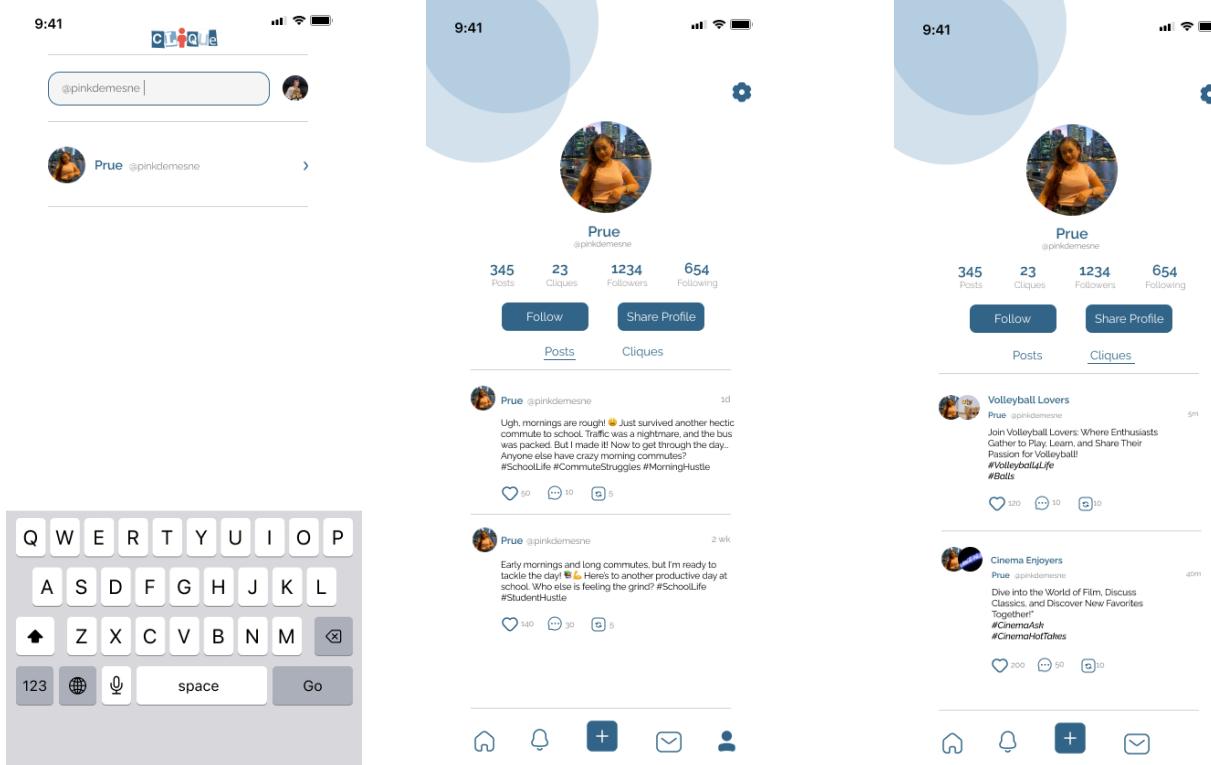
- Displays trending topics or content based on user activity or algorithms.

Trending Topic Page

- Shows detailed information and discussions related to a specific trending topic.

Recent Searches

- Lists recent search queries made by the user for quick access.



Search Preview -

Provides a preview of search results as the user types a query.

Other User Profile

Page (Posts Tab) -
Displays posts made by another user on their profile.

Other User Profile

Page (Cliques Tab) -
Shows cliques (groups or circles) associated with another user's profile.

Post Detail Page -

Displays detailed information about a specific post, including comments and interactions.

Notification Page (Posts Tab) -

Shows notifications related to posts, such as likes, and comments.

Notification Page (Cliques Tab) -

Shows notifications related to cliques, such as invites, and interactions.

Post Detail Page -

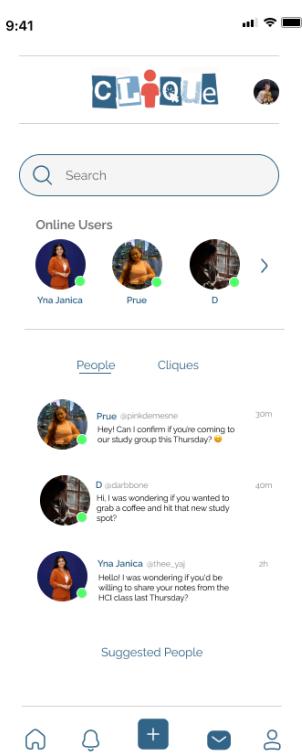
Displays detailed information about a specific post, including comments and interactions.

Notification Page (Posts Tab) -

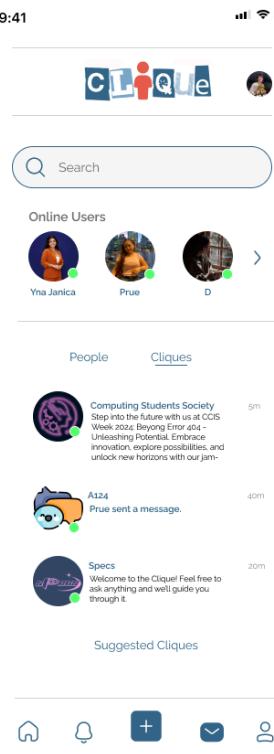
Shows notifications related to posts, such as likes, and comments.

Notification Page (Cliques Tab) -

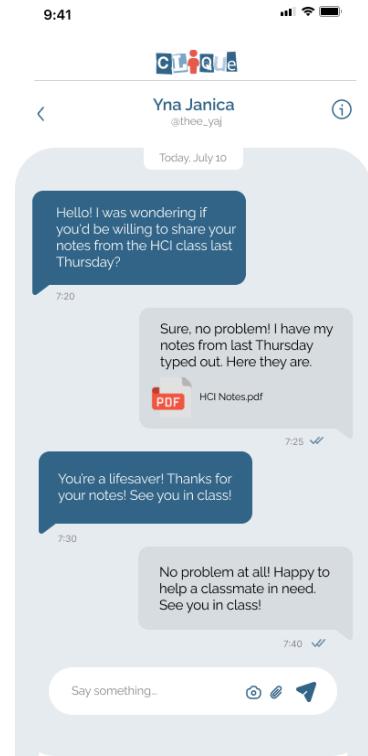
Shows notifications related to cliques, such as invites, and interactions.



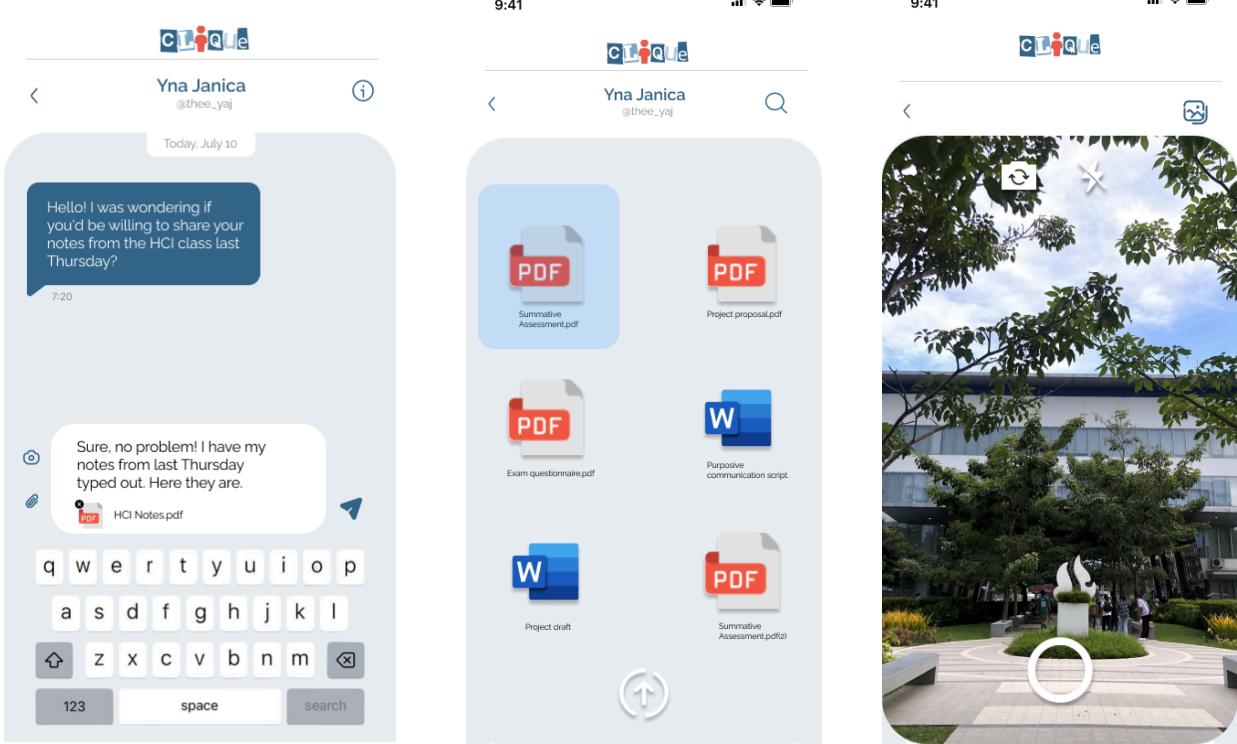
**Messaging page
(People) -**
Allows users to send and receive direct messages with other individuals.



**Messaging Page
(Cliques) -** Enables group messaging within cliques.



Direct Message Page -
Allows users to engage in one-on-one conversations with other users.



DM Page Attached Files

- Allows users to attach files (images, documents, etc.) to direct messages.

DM Page Files -

- Allows users to choose which files to send within direct messages.

DM Page Camera -

- Enables users to take and send photos using their device's camera within direct messages.

Prototype Flow

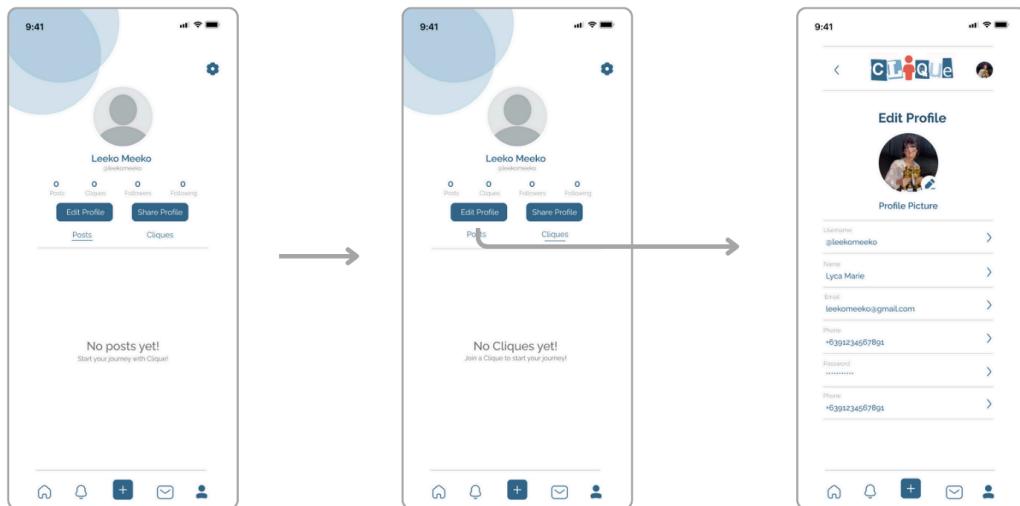
Opening of Application and Authentication:



Figure 1. Opening of Application and Authentication

This shows the opening program and which will be greeted by the Splash Page which shows the application's logo for two seconds before fading out to the authentication pages.

Profile Page:



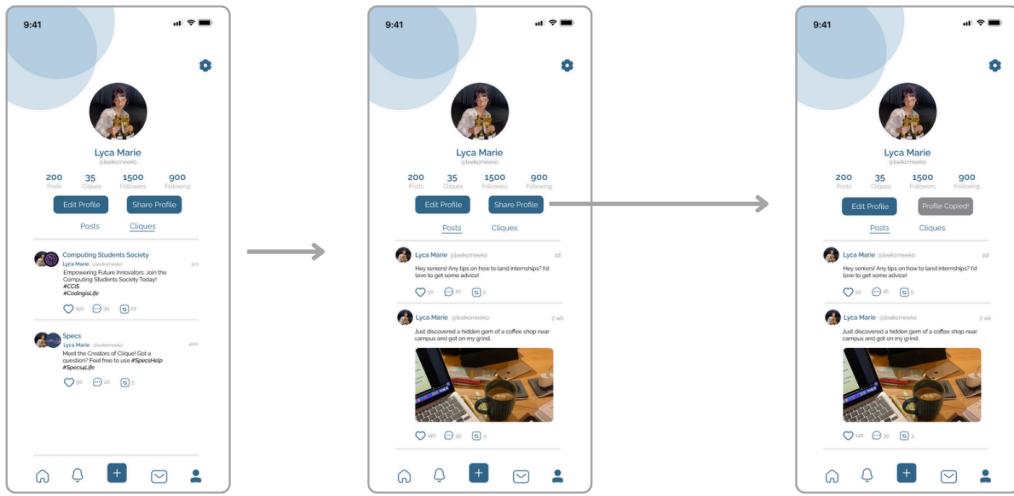
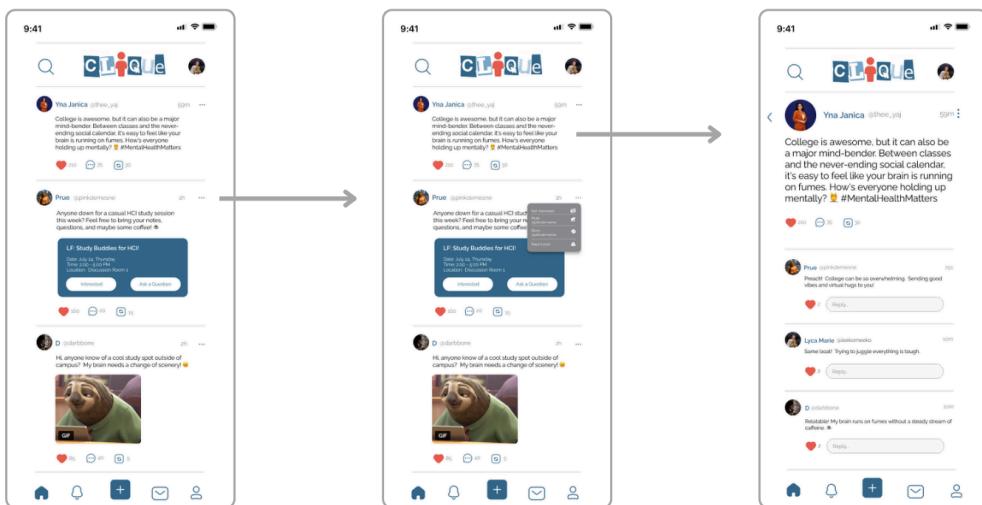


Figure 2. Profile Page

After creating an account, users land on an empty profile page. Switching to the 'Posts' or 'Cliques' tab reveals similarly empty pages. Clicking 'Edit Profile' allows customization of personal information. After saving, their customized profile is displayed. Logging into an existing account grants access to personal and clique posts. Clicking 'Share' automatically copies a profile link.

Home Page:



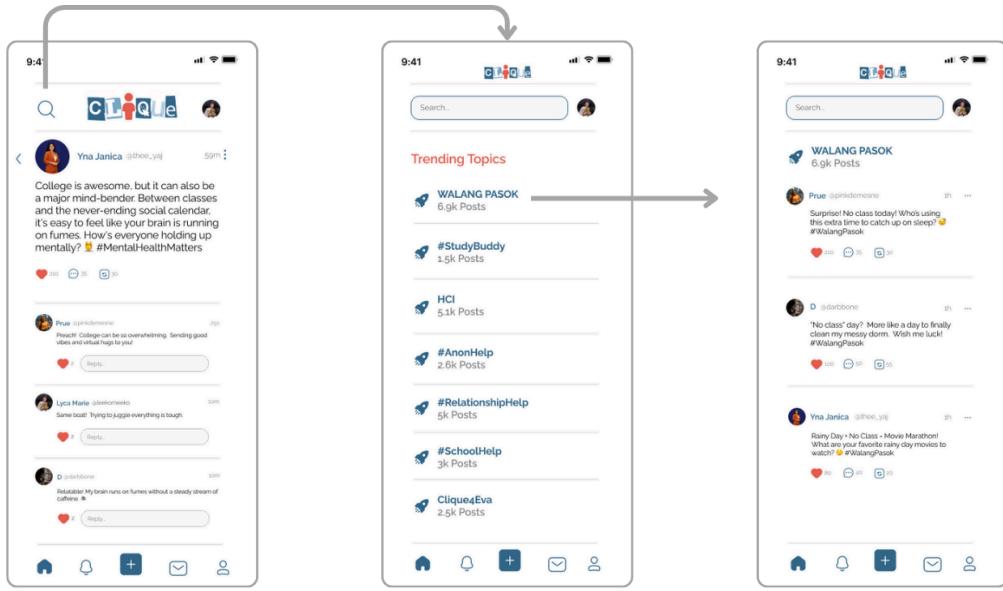


Figure 3. Home Page

Clicking the home button directs users to their feed, displaying posts from people they follow. Tapping the "more" button reveals options such as mute and report. Clicking on a post expands it to show comments. The search button above provides a search field and lists trending topics. Selecting a topic displays all related posts.

Searching for a user:

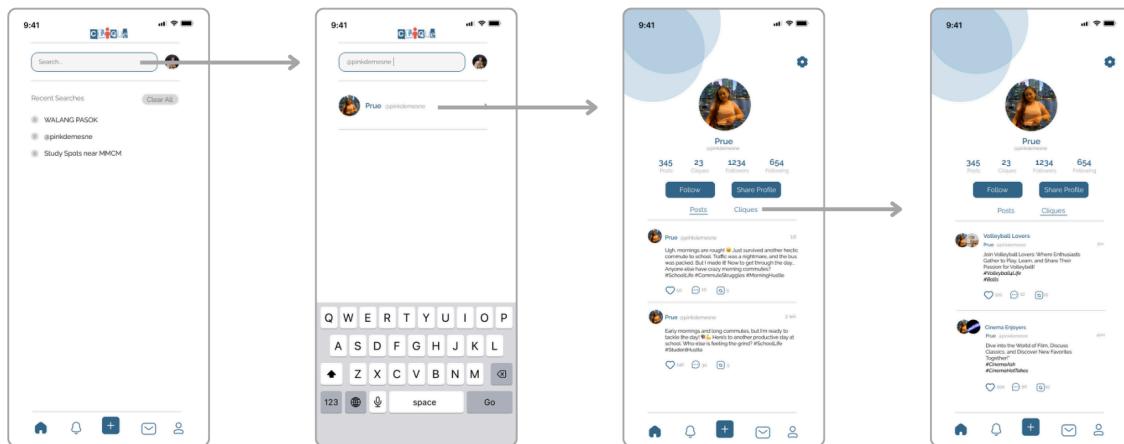


Figure 4. Searching for a user

When the user searches for another user, a list of possible matches will appear. Clicking on a result will direct them to the user's profile, displaying their personal posts and posts in cliques.

Notification Page:

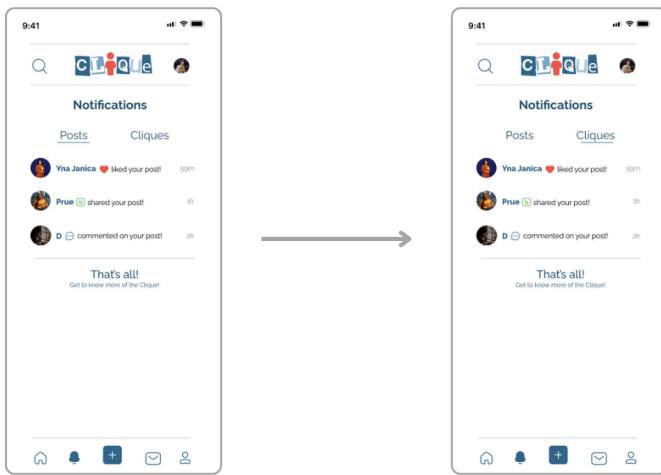


Figure 5. Notification Page

When the user clicks on the notification button, they will see all users who have interacted with their personal posts and posts within their cliques.

List of Direct Message/Clique Messages:

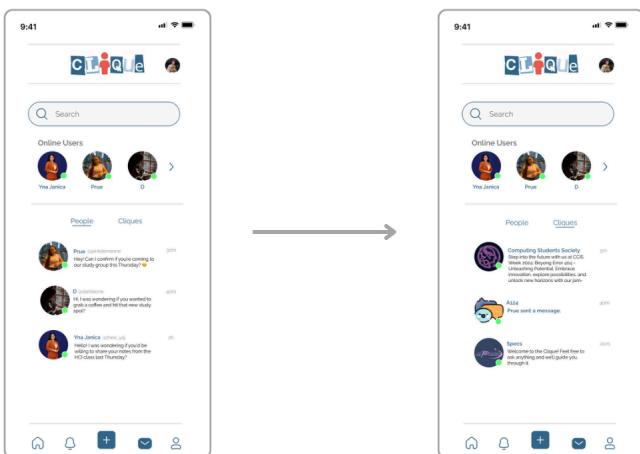


Figure 6. List of Direct Message/Clique Messages

When the user clicks on the message button, they will be directed to a list of direct messages and messages within cliques.

Direct Message:

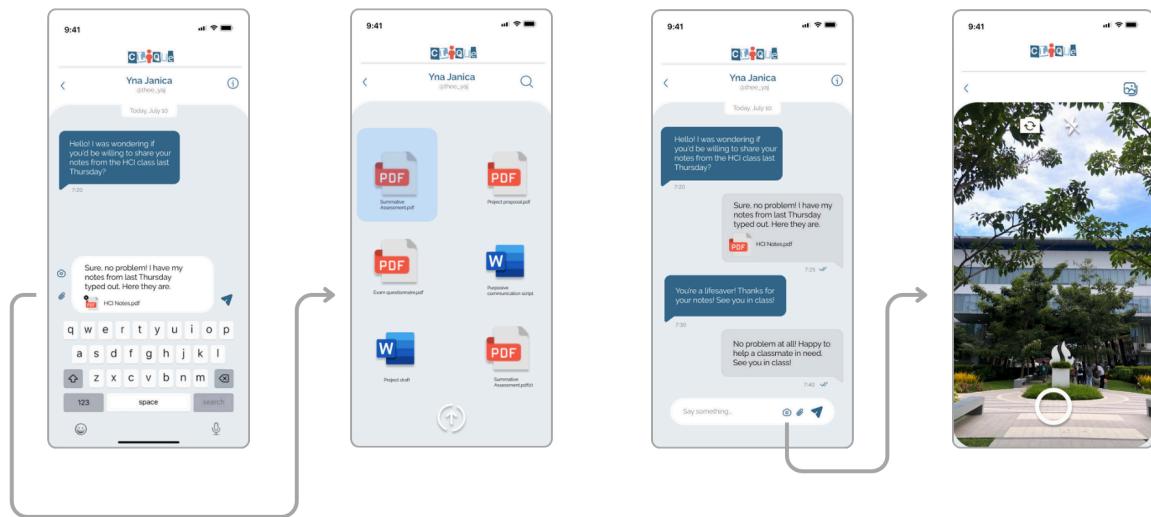


Figure 7. Direct Message

When the user clicks on a message, it will show an expanded view of the conversation. They can attach files and send images from the gallery or camera.

Rationale

The team has opted to use Figma as the method of creating this prototype since it is a free interactive program/site that can be accessed by both members of the team to edit the prototype. It also lets the team showcase the final design of the application when launched. Furthermore, Figma is very convenient when it comes to presenting and sharing prototypes to users who are not physically present and can easily be edited

when feedback has been received. That is not to say that Figma is without flaws, Figma will require internet access when saving edits thus keeping the user from exiting the program if they have no internet connection. It will also be a bit of a problem when used in a larger screen since smaller buttons will be difficult to press.

Initial Evaluation Plan

The team opted to conduct the surveys via face to face mode. This is to ensure accuracy to the timed tasks. This is also to ensure that the team will still be able to see a live feed of what is currently happening in the prototype. With that said, the Evaluation plan is split into three separate parts: Usability Specifications, Heuristics Evaluation, and Participant Survey and Feedback.

Usability Specifications

The creation of this prototype aims to achieve the following measures when it appeals to the use:

Effectiveness: When accomplishing this measurement, it will show the effectiveness of the prototype when performing required tasks.

Efficiency: This specification will reveal how easy and straightforward the prototype will be.

Utility: This specification will show if the prototype supports various functions in order to accomplish certain tasks.

Learning Ability: This specification will showcase how easy the user will be able to learn to use the prototype system.

Memorization: This specification will determine how easily the user will remember in using the system's function.

Population

Around 15-20 students from Senior High School to College were selected to answer the survey. They will be required to rate the overall usability of the prototype as well as the various functions the program provides.

Prototype Tasks

The tasks for the Clique prototype are split up into 6 sections representing the various features that the system has to offer.

Authentication Page	<ul style="list-style-type: none">• Signing up• Logging in
Profile Page	<ul style="list-style-type: none">• Editing your account• Sharing your account• Cliques Page
Home Page	<ul style="list-style-type: none">• Navigating feed• Opening posts• Post settings
Notification Page	<ul style="list-style-type: none">• Notifying from users• Notifying from Cliques
Search Page	<ul style="list-style-type: none">• Search page• Recent searches• Search previews• Trending page
Messaging/DM Page	<ul style="list-style-type: none">• Accessing Files• Sending messages

Roles

Developer / UI Designer Member Task(s)	Task(s)
Andulana, Lyca Marie	
Dela Cruz, Yna Janica	
Gillesania, Prudence	
Naraga, Darven Ross	<ul style="list-style-type: none">- Located various participants for the survey, and thoroughly explained to them the various features that the program offers- Took note of the time for each tasks the participant completes

Table 2. Team Member Tasks

Heuristic Evaluation

Evaluation of CLIQUE will also use the 10 Usability Heuristic method of Evaluation.

1) *Visibility of System Status*

Our system will provide users with clear and Accessible information on ongoing processes and system status throughout their interaction.

2) *Match Between System and Real World*

The interface prioritizes clear communication by utilizing familiar terms and concepts, making it easy for users to navigate and interact with the system.

3) *User control and Freedom*

The system enables users to hide specific content types or sources they don't want to see in their feed.

4) *Consistency and Standards*

Users can easily learn and navigate the app's features without getting confused by unexpected changes in layout, terminology, or functionality.

5) *Error Prevention*

The app can highlight potential typos or grammatical errors as the user types, allowing them to correct mistakes before finalizing the document.

6) *Recognition rather than recall*

By prioritizing recognition, Clique helps users navigate features and perform actions intuitively, reducing the need to memorize specific steps or terminology.

7) *Flexibility and Efficiency of Use*

Clique allows users to personalize their news feed to some extent. Users can choose to prioritize content from specific cliques (groups/ pages). Additionally, they can hide certain types of content or unfollow irrelevant sources.

8) Aesthetic and Minimalist Design

Clique's interface prioritizes a clear and uncluttered layout, keeping things simple and organized. This ensures your attention stays focused on what matters most – the content you came to see.

9) Help Users Recognize, Diagnose, and Recover from Errors

Errors within the application prioritize user comprehension by employing clear and concise language.

10) Help and Documentation

The search bar indicates a search history prioritizing recently accessed searches and contents for easy retrieval. Frequently visited cliques or user profiles might also appear as suggestions.

Participant Survey and Feedback

DATA GATHERING METHOD	DESCRIPTION
Survey (Quantitative)	After the participants view and interact with the prototype in the testing, they will be provided an online survey to give feedback on the prototype, utilizing a 5-point Likert scale.
Feedback/Comments (Qualitative)	The last section of the survey will include an open-ended feedback section where participants can share any specific concerns they have about the prototype.

Table 3. Data Gathering Methods

The table above shows the different gathering methods that the team will be using. These include the survey (quantitative) and feedback/comments (qualitative).

Question	Method of Answer
Section 1	
On a scale of 1 to 5, how would you rate your overall experience with the Clique prototype?	
On a scale of 1 to 5 how was the UI design of the prototype?	5-Point Scale
How easily was it to navigate the application?	
Section 2	

Authentication Pages	5-Point Scale
Profile Page	
Home Page	
Notification Page	
Search Page	
Section 3	
Feedback/Comments	Short Answer

Table 4. Survey Questionnaire

The table above lists the questions that will be included in the prototype's survey. The survey will be handled to the participants using a link and can still be viewed through this link: <https://docs.google.com/forms/d/e>

Task	Time to Accomplish Task	Interpretation	Classification
Authentication Page/s	Within 3 minutes or below	Highly Acceptable	Successful
	Above 3 minutes	Not Acceptable	Unsuccessful
Profile Page/s	Within 5 minutes or below	Highly Acceptable	Successful
	Above 5 minutes	Not Acceptable	Unsuccessful
Home Page/s	Within 5 minutes or below	Highly Acceptable	Successful

	Above 5 minutes	Not Acceptable	Unsuccessful
Notification Page/s	Within 1 minute or below	Highly Acceptable	Successful
	Above 1 minute	Not Acceptable	Unsuccessful
Search Page/s	Within 1 minute or below	Highly Acceptable	Successful
	Above 1 minute	Not Acceptable	Unsuccessful
Messaging/DM Page/s	Within 3 minutes or below	Highly Acceptable	Successful
	Above 3 minutes	Not Acceptable	Unsuccessful

Table 5. User interaction time interpretation

Table 5 contains the interpretation of the time the participants interact with the prototype. It will be used to interpret whether the design of the given task is effective and efficient in terms of user engagement and task completion metrics.

Scale	Range Value	Interpretation	Classification
5	4.50 - 5.00	Highly Acceptable	Successful
4	3.50 - 4.49	Acceptable	
3	2.50 - 3.49	Moderately Acceptable	Neutral

2	1.50 - 2.49	Fairly Acceptable	Unsuccessful
1	1.00 - 1.49	Not Acceptable	

Table 6. 5-Point Likert Scale Survey Interpretation

Table 6 presents the interpretation of the survey questions given to the participants. The survey aims to evaluate the effectiveness and utility of the design and features for users.

The team will conduct the surveys through google forms for quicker data collection allowing Participants to complete the survey at their own pace and convenience. The evaluation however, will take place via face to face model to ensure accuracy in the time interpretation procedure.

With that said, the Evaluation plan is split into three separate parts: Usability Specifications, Heuristics Evaluation, and Participant Survey and Feedback. Below is a table describing each technique.

Techniques	Description
Usability Specifications	Usability refers to how easy and efficient it is for users to navigate and complete tasks within the Clique app. Here are some key aspects of Clique's usability: Signing up, Navigating Feed and Profile, Messaging and Interactions.

Heuristic Evaluations	To ensure a user-friendly experience, we'll be conducting a Heuristics Evaluation of the prototype. This established industry technique offers a quick and efficient way to assess the design's validity, especially when resources or time are limited.
Participant Survey and Feedback	To ensure a comprehensive and unbiased evaluation of the prototype, we'll be conducting a two-step process. First, a Heuristics Evaluation based on established usability principles will identify potential issues. Following this, participants will complete a survey that combines quantitative and qualitative data collection methods.

The tasks for this Prototype are split into three (5) different Sections:
 Authentication task, Profile task, Home task, Notification task, Search task and Messaging task.

Below are some of the tasks that the selected participants will be asked to perform for each Section to showcase the Prototype's functionality:

- Enter and sign up for an account (**Signing up / logging-in**)
- How easy will the user be able to navigate while using the Prototype
- Participants will be tasked in navigating and creating Posts (**Navigation task**)
- Participants will be tasked in sending messages (**Messaging task**)

Tasks were carefully selected to assess how well the prototype fulfills the intended functionalities and user experience we aimed to achieve during the design process.

- Effective Interactive Interface
- Easy Navigation
- Integrate CRUD operations for user interaction

Method of conducting Face to Face Tests:

SPECS utilized the school to look for students that were on their free time to answer the survey. Below is the documentation taken on that day.



Data Analysis

Usability Specifications

During the online testing with the Participants, SPECS observed that participants in the test interacted effectively with the prototype. Nearly all participants successfully completed each task assigned by the team members without significant problems. Upon closer inspection, participants were able to learn and remember the steps and navigation of the prototype well, finding it easy to move around within it. However, some buttons on the prototype were unresponsive when participants tried to click them, indicating issues that were overlooked during the prototype's design phase as well as missing parts such as the posting UI.

Task	Mean	Interpretation	Classification
Authentication Page	2 minutes 25 seconds	Highly	Successful

		Acceptable	
Profile Page	3 minute 3 seconds	Highly Acceptable	Successful
Home Page	2 minute 3 seconds	Highly Acceptable	Successful
Notification Page	34 seconds	Highly Acceptable	Successful
Search Page	26 seconds	Highly Acceptable	Successful
Messaging/DM Page	2 minute 48 seconds	Highly Acceptable	Successful

Table 3. Task Time

Table 3 displays the outcomes of the timed tasks conducted during the face to face testing. The data indicates that participants successfully completed each task section within impressive timeframes. Based on these results, the prototype is deemed successful across all six task sections.

Heuristic Evaluation

Evaluation of CLIQUE will also use the 10 Usability Heuristic method of Evaluation.

1) *Visibility of System Status*

The prototype was able to provide users clear and Accessible information on ongoing processes and system status throughout user interaction.

2) *Match Between System and Real World*

The interface designated clear communication by utilizing familiar terms and concepts, making it easy to navigate and interact with the system.

3) *User control and Freedom*

The system enables users of specific content types to hide irrelevant sources.

4) *Consistency and Standards*

Users were able to learn and navigate easily through app's features without getting confused by unexpected changes in layout, terminology, or functionality.

5) *Error Prevention*

The app highlights potential typos or grammatical errors while typing allowing users to correct mistakes before finalizing the document.

6) *Recognition rather than recall*

The Interface prioritizes recognition, helping users navigate features easily reducing the need to memorize specific steps or terminology.

7) *Flexibility and Efficiency of Use*

allows users to personalize their news feed to some extent. users can choose to prioritize content from specific cliques (groups/ pages).

8) Aesthetic and Minimalist Design

The platform prioritizes a clear and uncluttered layout, keeping things simple and organized. Ensures the user's attention stays focused on what matters most.

9) Help Users Recognize, Diagnose, and Recover from Errors

Errors within the application prioritize user comprehension by employing clear and concise language.

10) Help and Documentation

Was able to Provide a search history prioritizing recently accessed searches and contents for easy retrieval. Frequently visited cliques or user profiles might also appear as suggestions.

Participant Survey Feedback Results

Section 1			
Question	Mean	Interpretation	Classification
On a scale of 1 to 5 how would you rate your overall experience with the Clique Prototype?	4.6	Highly Acceptable	Successful
On a scale of 1 to 5 how was the UI design of the prototype?	4.4	Acceptable	Successful
How easily was it to navigate the application?	4.55	Highly Acceptable	Successful
Section 2			
Authentication Page	4.6	Highly Acceptable	Successful
Profile Page	4.45	Acceptable	Successful
Home Page	4.7	Highly Acceptable	Successful
Notification Page	4.3	Acceptable	Successful
Average	4.52	HighlyAcceptable	Successful

Table 4. Survey feedback result interpretation

This table contains the mean scores of the collated responses from each question in the survey. It also has a corresponding interpretation and classification. It shows that the prototype is at an Acceptable stage of quality and is deemed Successful. SPECS would still however, like to focus on adding some missing features such as the posting feature as well as implementing some of the design recommendations that the participants recommended.

Feedback

While most of the feedback was overwhelmingly positive. Some feedback is focused on a few issues. Such common issues revolve around the renaming feature of the Prototype. The most common issue being the lack luster palette for the UI design. The participants found that the UI was too “clean” and that it had too many white spaces that made the overall UI design look empty.

Final Prototype:

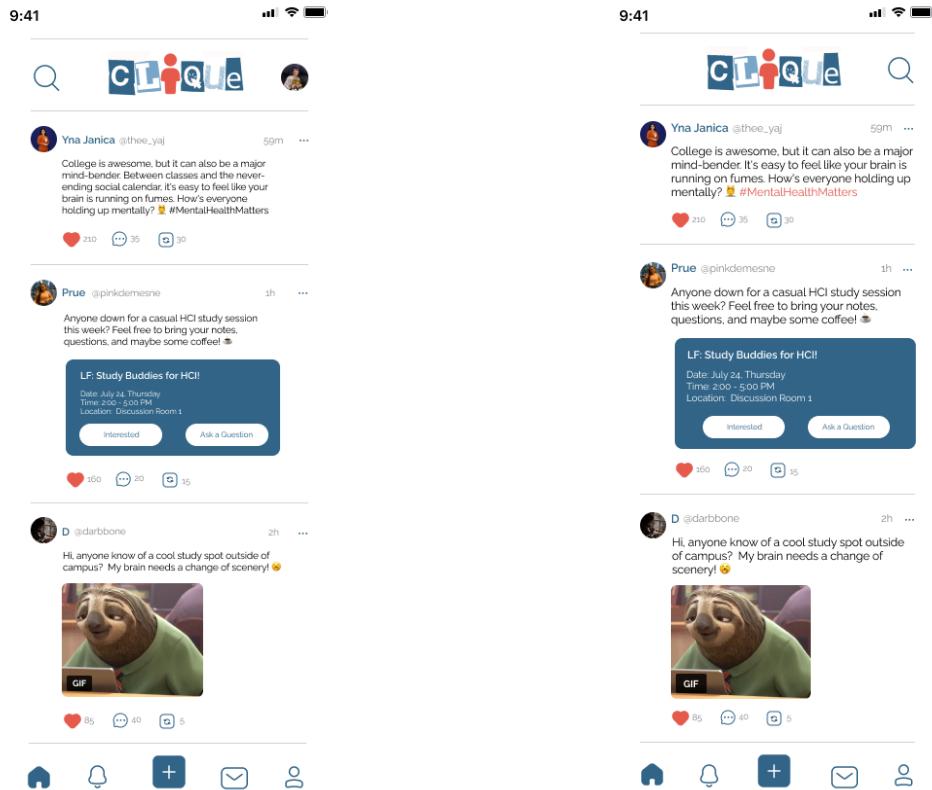
[https://www.figma.com/proto/L1TAT6awdEuKvCuPqDIUFe/CLIQUE-FOR-PROTOTYPE
?node-id=2235-1806&t=EmDifOFBcYarEEAz-1&scaling=scale-down&content-scaling=fixed&page-id=2190%3A1573&starting-point-node-id=2235%3A1806](https://www.figma.com/proto/L1TAT6awdEuKvCuPqDIUFe/CLIQUE-FOR-PROTOTYPE?node-id=2235-1806&t=EmDifOFBcYarEEAz-1&scaling=scale-down&content-scaling=fixed&page-id=2190%3A1573&starting-point-node-id=2235%3A1806)

Design Implications:

- Does your prototype need to be altered in order to address the results of the analysis, or was it completely successful?
 - The results of the Prototype show it was successful and is at an acceptable stage. However, the team still decided to improve upon some of the issues that the participants recommended such as improved UI with less white space and functional buttons.

- Below are some of the feedbacks that state their concerns about this feature:
 - Too much white space in the UI design
 - Customization for the profiles is limited
 - Not applicable for different devices
 - Buttons are not functional
- What improvements could be made to the design to address any shortcomings?
 - To address these issues, we opted to rework the design of the UI to lessen the white space and adjusted some of the designs such as the profile pictures for the clique section of the notification page.

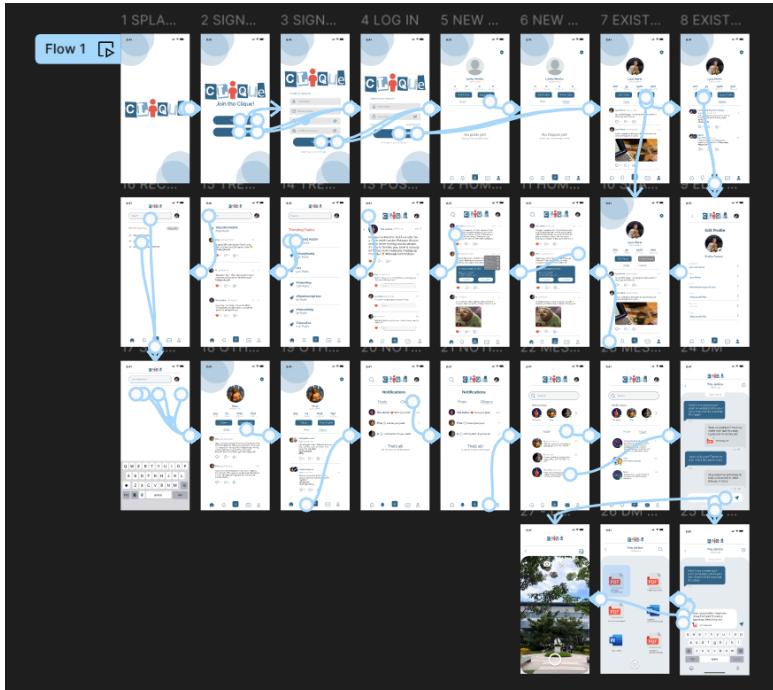
Changes to the Prototype:



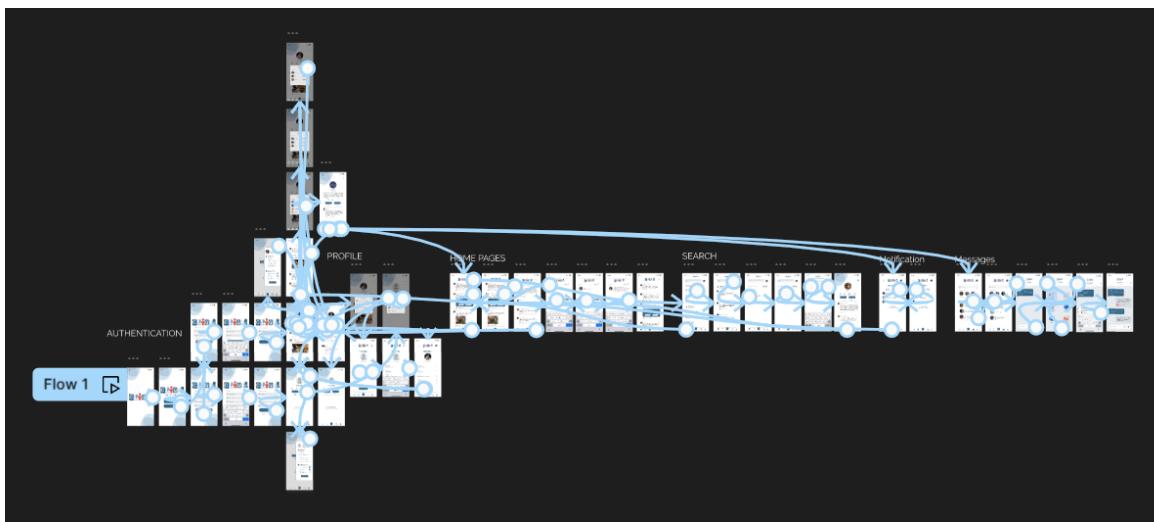
Before Alterations

After Alterations

Having a wide whitespace in the initial prototype was one of the major concerns in the feedback, thus, making it the designers' priority to improve. The size of the texts is increased, making it more readable.

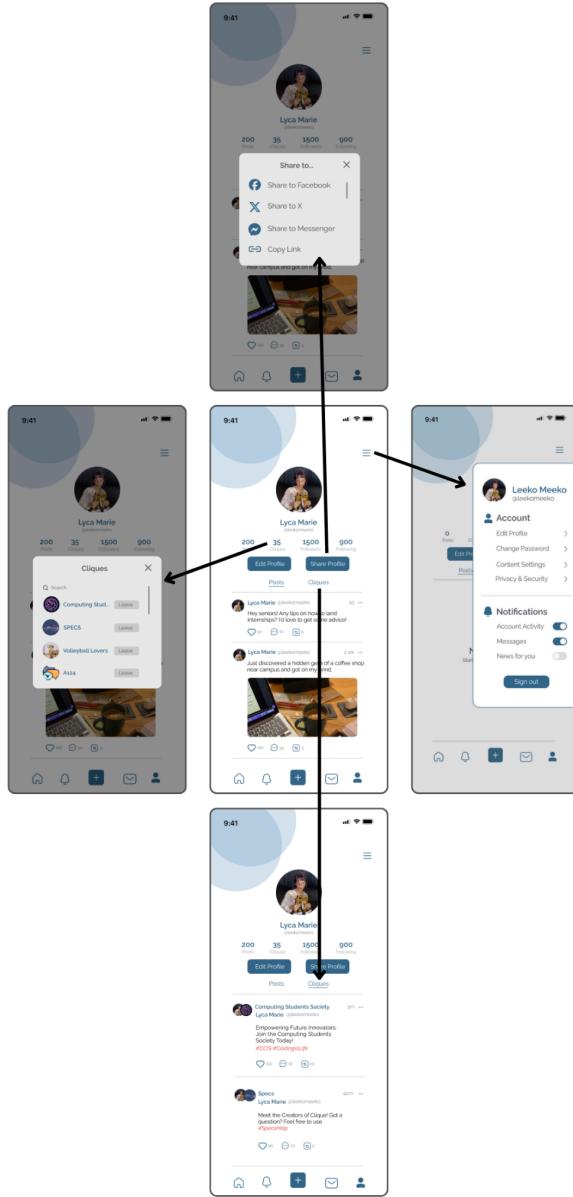


Before Alterations



After Alterations

Example:



In the initial prototype, most of the buttons are not functional; the user can just click anywhere on the screen to proceed to the next screen. In the improved prototype, buttons are now functional, making it more interactive and allowing for more than one path of user flow.

Critique and Summary

What were the advantages and disadvantages of your evaluation?

The team found online testing to be a successful way to gather valuable data for their prototype. Reaching participants through social media was convenient and allowed for a broader and more diverse pool of respondents. One advantage of the evaluation was its ability to quickly identify user pain points and areas needing refinement. The general feed, however, can become cluttered with irrelevant sources and notifications, making it difficult for users to find desired information. The evaluation helped the team identify these pain points, allowing for refinements in the interface, navigation, and overall user experience.

A disadvantage of the evaluation was the potential for self-selection bias, as participants recruited through social media might already be inclined to engage with the platform, possibly skewing the results. Additionally, online testing might lack the depth of insight that can be gained from in-person usability testing, where direct observation and immediate feedback are possible.

Overall, the evaluation process was instrumental in highlighting both strengths and weaknesses of the prototype. It provided clear direction for future improvements, ensuring that the platform evolves to better meet user needs and expectations.

What would you have done differently knowing what you know now (both designwise and evaluation-wise)? Given more resources, what could you have done that would have produced significantly more insightful evaluation results (again, whether this is an improved prototype or a different evaluation path).

Clique's design could be optimized further to enhance user experience by prioritizing news feed algorithms based on user preferences and offering greater interface

personalization. These refinements and a thorough evaluation could transform Clique into a platform that prioritizes user needs, fostering a positive experience.

In hindsight, placing greater emphasis on user feedback during the early design stages would have been advantageous. More user testing sessions and iterative design based on real user input could have identified usability issues sooner. Implementing comprehensive metrics to assess user engagement and satisfaction, including detailed behavior analytics and qualitative feedback through surveys and interviews, would have been beneficial.

With additional resources, creating a refined prototype with enhanced interface customization and simplified privacy controls would have been feasible. Expanding evaluation to include a diverse user base would ensure the platform meets various demographics' needs. Utilizing comprehensive usability testing environments and gathering extensive user feedback would provide deeper insights into user interactions and preferences, resulting in a more polished, user-centric product.

Summary of the Project

Testing the prototype revealed valuable insights. The chosen tasks helped assess user interaction and identify areas for improvement, including potential bugs and glitches. The team found that easy navigation was a strength, as it facilitated user engagement and satisfaction. However, weaknesses included privacy concerns and inconsistencies in the interface that could lead to user confusion and frustration.

Time constraints prevented the implementation of continuous evaluation and other functionalities that could have further enhanced the user experience. This limitation highlighted the need for ongoing iterative testing and development to ensure a more polished final product. Despite these challenges, the testing phase provided a comprehensive understanding of the prototype's performance and user needs.

The team discovered the complexities of prototype design, emphasizing the importance of user understanding and the need for constant improvement in usability and user experience. These insights underscored the necessity of a user-centered design approach, where continuous feedback and iteration are integral to the development process.

Overall, despite the limitations faced, the prototype's design was successful in engaging users and providing a foundation for future enhancements. The evaluation process not only identified critical areas for improvement but also validated the core concepts of the platform, ensuring that subsequent versions will be more refined and user-centric. The project highlighted the importance of balancing user needs with technical capabilities, aiming to create a product that is both functional and enjoyable to use.