Name: Arnav Surve

Description of design being presented: My design is a packet with a directory of all clubs participating in the club fair on campus with spaces for stamps next to each club. Students may bring the packet with them to club callout meetings and receive a stamp for attendance. Once they have received a minimum of 5 stamps, they can turn it in to their residence hall front desk for a $10 gift card.

What specific feedback did you receive from your peers?	What changes would you implement based on the feedback? If you feel like a change is not necessary, how would you better articulate your position?	What further information do you need in order to make the design change?
It might be better to digitize it or make it into an app - be able to add more features. Making an online implementation would allow you to personalize the app to your interests.	My idea of a digital implementation of this product would be to either make an app on your phone or add the functionality to a preexisting Purdue app. It would use uniquely generated qr codes for each club that students can scan instead of getting a physical stamp.	Would it be possible to add this functionality to an already existing Purdue app? I would need to be able to contact the developers and coordinate with them on development.
It could be more visually appealing.	I would add more color and perhaps color code certain clubs that are in similar fields. The final product would be printed and designed in a design program however, as this is just the prototype.	I would need to learn a bit of graphic design principles to increase the visual appeal of the flyer and optimize for clutter. An extreme case would be holding studies or surveys for feedback on font size and color combination for accessibility (for colorblind people).
Might be expensive to give a large amount of students gift cards.	I would increase the minimum number of clubs required to be visited in order to receive a gift card.	I am not entirely sure how feasible it would be to give gift cards to a large number of students. I would need to know the average number of students who attend the club fair and attendance information for club callout meetings. This added incentive may

		also skew the attendance for club callouts by increasing them.
It is an inefficient use of paper and you would need volunteers or workers to put together flyer packets.	I cannot work around the problem of paper use as digital solutions such as an app were not allowed for the project. To help however, smaller font sizes could result in using less paper.	I would need to know how much paper would actually be required and if it would be significant enough to want to decrease paper use.
Clubs could be organized by their topic or general grouping.	I would implement groups for similar clubs such as community service, STEM, art, etc. They could be separated using color coding and headings.	I would have to decide which group each club belongs in or the group they would want to be included with.