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User Interfaces Proj. 1 ([Understanding the User](#))
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Hosting a Fall Coalition Festival

Initial Scenario

The Radical Organizing Activism Resource (ROAR) center helps make sure that university students are heard. If students are upset about something, ROAR acts on it. ROAR consists of 10 other student groups which anyone can join. ROAR and the organizations within the coalition are passionate about fighting capitalism, homophobia, sexism, racism, and they want to protect the environment. ROAR wants to end power dynamics, allow students to be listened to from the university. They are a socialist group located on university campus. Every Fall, ROAR hosts a Fall Coalition Festival, to get students interested in joining campaigns, inform students about what is going on, and allow students to join ROAR or other groups.

Jake Sullivan is the co-director of the coalition ROAR and his office is filled with many posters that describe why higher wages are necessary, how having a student union is helpful, and other democratic socialist policies. He has been interested in planning a Fall Coalition Festival since mid-July, after finding out he is unable to donate money to the student union. He started working on it in mid-July that way the coalition would be ready to host the Festival on UO campus by October 5th. Jake reached out to different groups in the coalition to find out which ones will help with planning, which ones are going to table for the event, and which ones are going to do both. For the planning of the event, Jake was able to recruit Young Democratic Socialists of America (YDSA), Climate Justice League (CJL), National Lawyers Guild (NLG), and the Student Union. For the actual event, Jake was able to get 20 groups who were interested in tabling. Jake and everyone else helping with the event has been really passionate about what the event is for: getting different groups to collaborate with campaigns and getting more students interested in the campaigns.

Since mid-July, Jake and the student groups helping with the planning have been organizing materials, figuring out music vendors, and finding food trucks to be at their event. Jake and the different groups have been making sure to advertise their event with big, colorful posters hung up around campus. Last week, one of the things Jake allowed was allowing any students to help the group NLG make

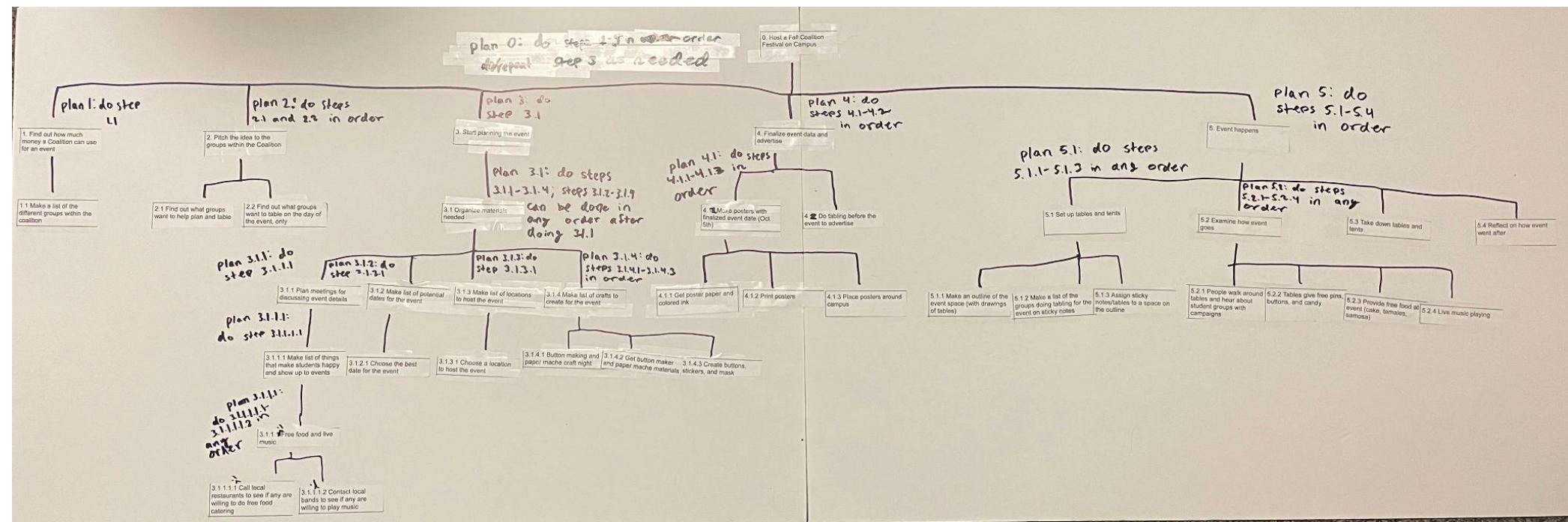
arts and crafts for the Fall Coalition Festival. The organization helped make a paper mache skull, which is supposed to be finished before October 5th. The skull is supposed to be a face mask of Phil Knight, to help protest the idea that billionaires impact how education is shaped. Other members within the National Lawyers Guild made buttons to hand out to students that have faces with: pronouns, unionizing, higher wages, and credit or wage for helping with research.

Jake had help planning the Festival from members within ROAR, Mandy Sharp. They helped Jake with small planning details. Jake called food trucks and music groups to see if they would be willing to provide free food. Many Students helped make lists of things needed for the event, and helped set up tables or tents on the day of the actual event. Other things students helped with was creating flyers through Canva. After creating flyers, students went around campus and asked if they could put posters up, and many buildings and professors allowed that.

The week before the event, the YDSA group did tabling. They gave free buttons, talked about the student union, and promoted their planned event. The tabling informed students of the event and helped Jake have to do less advertising for it. Jake just had to take care of the cost of bounce houses, free food for students, music, and many other things to plan a successful event.

October 5th was the chosen day for the Fall Coalition Festival and lasted about 5-6 hours for set up, the event itself, and for cleaning up everything used. The Festival went from 12pm-3pm and the weather was nice and sunny for the event. At first, not many people showed up, however around 1:00pm a lot of people did end up coming. Many people that attended the event were there for the free food, however some students were interested in hearing about the campaigns. The campaign that got the most student signatures was the Get Cops Off Campus campaign. At the event, there were a lot of tables, free food, and even bounce houses in which students had the opportunity to use. Many tables had trivia, free candy, free pins, free stickers, plants, campaign lists to sign, and other ways to interact. On top of that, there was a loudspeaker that ROAR leaders were able to use to talk about current events that people can attend within the next couple of weeks. Overall, planning the event and the event itself was a success for ROAR and everyone involved.

Hierarchical Task Analysis (HTA) on Hosting Fall Coalition Festival



HTA Discussion

In the HTA in the picture above, there are over 30 nodes that represent what it takes to host an event on campus. The event is specifically the Fall Coalition Festival. It starts off with bigger tasks that involve planning the event, and further breaks down those bigger tasks into simpler tasks. The one that breaks down the most is the planning of the event. After organizing materials needed, there has to be planning meetings to help discuss smaller details and other things to include. Outside of planning meetings, there has to be potential dates, times, and locations that the group thinks will work well in order to get a lot of people to come to the event. Outside of the planning having a lot of smaller steps, the event itself had a large number of nodes and I was able to break down the steps as well. In steps 1, 2, and 4, I was able to break down but not as much as with steps 3 and 5. The most interesting part of creating the HTA in relation to the event was seeing how steps 3 and 5 specifically broke down into easier tasks. I did not expect to create that many nodes for those steps at first, but then slowly saw how to break down all 5 steps, specifically breaking down 3 and 5 the most. Once I saw smaller subtasks, it made the big task look easy to do, even though at first, planning that big event sounds hard. The HTA helps to reveal that doing a large task is not bad, it just needs to be broken into baby steps, which can be broken into even smaller steps.

Throughout making the hierarchical task analysis, I learned how large tasks can be broken down into simpler tasks, to make things easier. Rather than just telling someone an event requires planning, you can tell them it requires planning and then break down what specifically an event needs for the planning part of it. I learned that it is important to understand the user's goal in order to create a task analysis.

I thought it was interesting to see how the larger tasks can be broken into many small subtasks. Seeing the tasks as easy tasks would make it easier to complete a big task. Once all the subtasks are done, the big task is then considered finished. At first, it was hard to see how tasks could break down, but noticing how to break down big tasks became easier. The last thing I learned about creating an HTA, is that the steps can be moved around. One step does not have a perfect place and at times, there were steps I moved around as designing the HTA.

Reflection

I thought the project was fun and interesting. It is useful to interview people and understand what task they were doing, why they were doing a specific task, how they were doing a task, and where they were doing a task. It is important to then take information gained from interviewing and observing and be able to break down a big task into smaller tasks. The process of breaking down the larger tasks into small subtasks, makes it easier for someone who knows little about the task itself.

At first, figuring out what event to do and who to interview was hard. I discovered it was not terrible to find a task with people to interview after just walking around in the Erb Memorial Union (EMU) and finding the group ROAR doing a craft night that anyone can join for their event. Another difficult task was to figure out how to create more nodes for the HTA. It became easier after doing a second interview and knowing general steps for event planning.

After finding a group to interview, and using general knowledge about event planning, it became easier to create a scenario and HTA, but those two specific tasks were the hardest part of the assignment. Even though they were the hardest tasks of the assignment, they gradually became easier to do.

Throughout doing this project, I learned how people enjoy talking about their events because they are passionate about it and that many people are willing to do interviews with students for projects. I learned how important it is to understand the user's goal in order to analyze it and break it down into tasks. I learned that it is important to be able to divide large tasks into the smallest possible tasks.

The approaches here relate to easy-to-use and easy-to-learn user interfaces because those interfaces have to make tasks simple to understand for people. It is important to understand how to relate an interface to a user when designing a user interface. If the tasks are not broken down into subtasks, that defeats the purpose of something being easy-to-use. Interfaces that are easy-to-use will have more people using them if they are made for an average person who knows nothing about an interface. In order to design an interface, the tasks or goals of the interface have to be broken down to make it easier. Overall, I enjoyed the project and found it to be useful.

Observation and Interview Notes

Observation of Planning

for sat coalition
festival

Planning Event; Observation Notes:

- making paper mache
- mash/ skull of Phil Knight
- making buttons
 - (pronouns, ROAR,
 - wage or credit
 - for research, Starbucks,
 - union)
- been planning since mid-July
- passionate students → democratic socialists
- posters in room
- talk about wages (increasing)
- pronouns
- unionizing
- picture of billionaires at UO
- skull is to protest billionaires impacting education
- to be made as a mask
 - the students and the codirector let me help make the skull/mask
 - used glue + water
 - put it on skull
 - put newspaper strips on glue + water mixture
- button making
 - pins → put in button maker/machine
 - image of button → put that face down
 - push button maker = button made

Observation of Event

- Actual Event (Festival) Notes
- free food → students like that
 - tamales
 - SAMOSA
 - cake
 - bounce houses
 - lots of tables with active campaigns → sign up sheets
 - cool people; inclusivity (women, low income, food, LGBTQ+)
 - announcements about current / future events to take place in
 - Oct 13th → die-in because of hospital closing
 - student workers; voting
 - free sticker and pins
 - opportunities for trivia and participation
 - passionate people
 - talk - action
 - act on campaigns
 - cops off campus campaign = BIG

Interview Notes (person 1)

Interview notes (Person 1)
Coalition Part 1

ROAR - event next week (Oct 5th)
Co-director → Max Jensen

Why are you planning this event?
num of groups within ROAR: 11
create platform for campaigns: climate, YDSA, RBAB, student union for voting → student opinion student's center (GLOBTA), women, Black students) housing → affordable) health care

How did you come up with this event?
trying to spend money for union, but was told they can't give money to union events to build community for coalition recruit students

Who is involved in the event/coalition?
groups listed on sheet
20 tables
10 associates
students → campaigns and more involvement

How long has the coalition existed?
built from env activism
1970s
work with Radical student Paper expanding ever since

Interview Notes (person 2) part 2

What is the skull being made for?
Skull → wearable mask
- protest impact of how billionaires impact universities and education

What are you most passionate about?
most passionate → institutional change in society more equal society

What do you want to get out of the event?
get out of event → people interested in campaigns and communication with organization

Which groups in the Coalition helped plan?
planning → ROAR: YDSA, Climate Justice League, Student Union, NLG

Fun Fact About Student Union:
UO student union → 1st university to start one 2nd one to exist

How does the Coalition work?
organization consisting of 11 student run groups each group has a campaign

Interview Notes (person 2)

- Actual Event (Festival) Notes
- free food → students like that
 - tamales
 - samosa
 - cake
 - bounce houses
 - lots of tables with active campaigns → sign up sheets
 - cool people; inclusivity (women, low income, food, LGBTQ+)
 - announcements about current / future events to take place in
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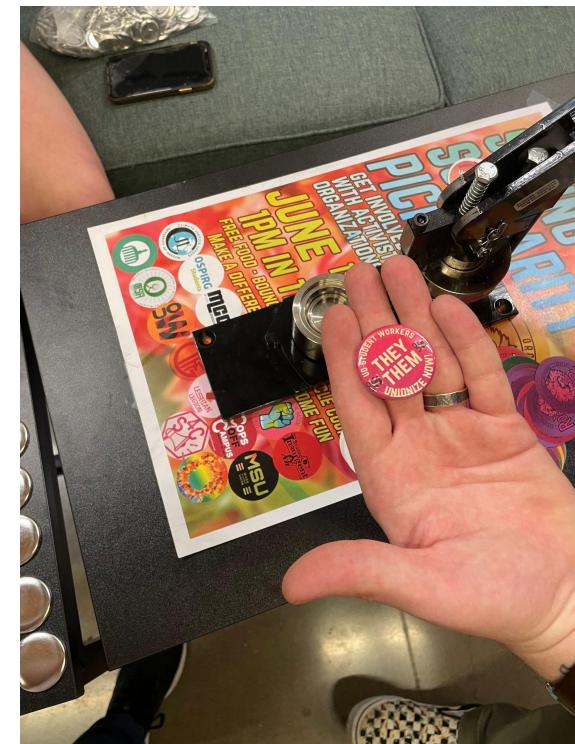
Pictures (from Craft Night–making Paper Mache Skull and Buttons)



Flyer of the event, (with date, location and time)



Paper Mache Skull, to be turned into a wearable mask



Buttons for the event to give to students
(the button pictured has they/them
pronouns for students to take and/or wear)

Pictures from Event



Women's Center Table



ROAR's table



Cake that says "eat the rich"