O-Ya

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Executive Summary

Students attending the University of Guelph for the first time are intimidated by the brand new atmosphere, and often do not know how to find their way around. The concept of orientation week was introduced to students looking to transition into University life, where events are held to allow students to meet other new students, and provide copious amounts of information. Orientation week provides students with all the information they need to succeed, as well as enjoy their time at University.

Many events are held during the first week of classes that present this information to students, ranging from program overviews to how to meet friends and like minded people. These events are hard to keep track of, and the current way of doing this is a pamphlet that contains all of the information about each event. This pamphlet is not able to present all of the information that students need to know about attending these events, and often times students do not get the chance to go to all of the events they want to attend because they forget or miss the date. A solution to these problems is creating a way that students are notified of events they want to attend, without the need to read an entire pamphlet about things they have no interest in.

O-Ya is developing an application that removes the need for this pamphlet, as well as provides the students with all of the information in a concise, timely and logical manner. The students are able to select their preferences for the types of events they want to attend, and the application sends them notifications about events they may be interested in. All of the event information is presented to students including a description of the event, who is organizing it, where and when it is, and what the event offers (free food, free amenities, what it will teach you, etc) all onto their smartphones. On top of providing all of this information, the application also allows students to add each other as contacts so that meeting people becomes that much easier. Students can attend the events and share their contact information through the application and create friendships, as well as learn about the school and their program at the same time.

The application will cater to new students, but will also benefit veteran students who have been at the University for a number of years. The returning students are able to attend events that offer them things like food, as well gives them something to do. In addition to these users, event organisers are able to input all of the information about the event they need to with ease. The application is the best solution for everyone involved with orientation week.

Introduction

Proposed App

Our proposed mobile application, O-Ya, will be aimed towards university students specifically attending the University of Guelph. Our goal is to replace the orientation week (O-week) guidebook that is regularly distributed to students with a more easy-to-use and accessible electronic solution. This app will include features such as a map of the University of Guelph with all labelled buildings and locations with an initial focus over Johnston Green for the duration of O-week.

The application is meant to hold all of the O-week events and where they are located, but with each event there are specifics such as who is running the event and where, and how to participate. All of these things will be met through a short description along with tags on the event such as free-food, paid-event (with the dollar value), veggie-friendly, heavily active, and program specific events. Along with the event description, it will list who is hosting the event and you would be able to subscribe to all future events from that club/organization and receive notifications when a new event is posted or coming up.

Synopsis of the Document

This document describes the user research, competitor applications, interviews, and surveys performed for the application produced by O-Ya. Each persona was created from accessing our surveys and interviews and creating a general identity of groups of our users. Each persona is given 2-3 scenarios that show the main uses of the application for that group of people. Two competing apps were reviewed and critiqued by members of O-Ya, offering insight to how other apps execute similar functionality. The critique includes a layout of the strength of the tools and methods, and highlights key weakness that will ensure our applications success and improvement over our competition.

Review of Competition

GryPhone: Introduction

Our first review focuses on the new GryPhone mobile application. This application was seen as a direct competitor and was chosen for review due to the direct similarities between features of our proposed application. By using GryPhone, students have access to a news feed providing information related to the university, an events feed to show what is going on around campus, and a useful public transit GPS tracking system. Developed by the Mobile Development and

Entrepreneurship Club of the University of Guelph, it would appear that the main focus of GryPhone is to provide students with helpful information about anything on campus.

Method

This review was conducted from a user's perspective after having more than a month's worth of experience with the application. The pros and cons of using GryPhone during this period were highly considered and eventually finalized in the results of this review. Other users' thoughts on GryPhone that were shared in the Google Play App Store and the Apple App Store were also considered in the writing of this review.
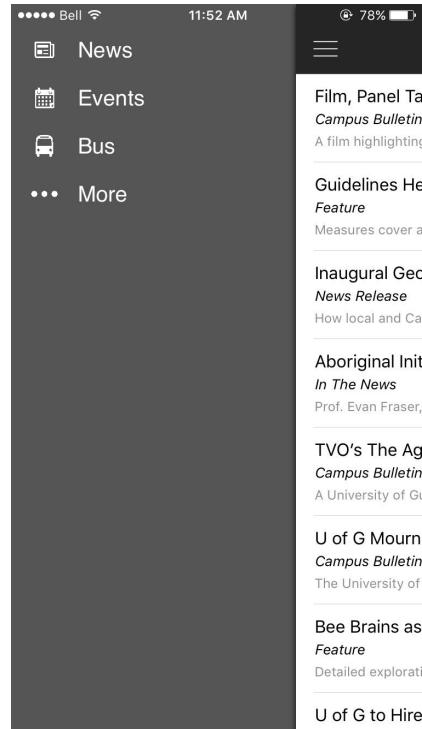
Results

Pros

Feature	Description
Bus tracking	Google Maps integration allows users to monitor all bus stop locations on a specific route as well as the exact location of a bus on the route at a given time.
Simplicity of feeds	Both the events feed and the news feed are very simplistic. The latest items load very quickly and thoroughly provide the user with the information they need.
Navigation/Organization	The app loads directly into the news feed and all other features are usually no more than 1 tap away (all information is presented to the user in an organized and efficient way)

Cons

Feature	Description
Plain aesthetics	Although the feeds are simple and well organized, they only show large amounts of plain text. There is no color or engaging aesthetic elements encouraging the user to interact and it doesn't do anything to improve the user's satisfaction.
Unnecessary Side Menu	The side menu only contains four items, leaving a large amount of unused, unnecessary space available. This could be fixed by placing each item in a static status bar at the bottom of the screen presenting all the items to the user at once and preventing them from having to tap to open a secondary menu at all. The unused space is shown in the image below.

Conclusions

To conclude, although GryPhone has its downfalls, it is still a very useful mobile application attracting students. Current reviews of the app average a 5 out of 5 stars with users quoted as saying GryPhone is "Cool and handy" and that it is "Very useful". Nevertheless, there are still areas to improve. Learning from some of GryPhone's issues, our team plans to make our application a competitive and more user-friendly mobile application for students. We are committed to a much more engaging user interface by making use of tags on news feed items, more colour, and generally more engaging interface elements. Furthermore, we plan to make use of all screen space efficiently, presenting all the information in an organized fashion without sacrificing productivity or overwhelming the user. Our team will make use of status bars in all cases possible over submenus so that all the main features are available to the user very quickly. On top of it all, we believe that our additional features for students with a specific focus on those corresponding to orientation week will allow our app to reach above and beyond the usefulness of GryPhone and we are hopeful for great reviews ourselves.

GuideBook University: Introduction

Our second app reviewed <mark>is was</mark> chosen as it presented many tools useful to a university student, while offering the convenience of having vital information without internet access. Vital information ranges from schedules, important dates, and beginners guide to University and lifestyle. GuideBook University is a branched product from the original GuideBook app that currently exists as a more general guide to major parks, locations of interest, events held in a number of major cities across the United States.

Method

GuideBook University research and analysis was conducted by an experienced app user. This app had not been used previous to this review and the original GuideBook app was also reviewed to ensure quality of similar products of the same development team. Basic functionality testing was used to determine ease of use and navigation of the app, followed by in-depth functionality testing surrounding the tools provided by the app. Testing was spread out through three days.

Results

Pros

Feature	Description
One-time Guide Downloads	The guides provided by this app are downloaded directly to your device allowing for viewing <mark>without any internet or network access.</mark>
Simple Home Page	The initial screen upon loading the app offers a simple search bar, and most recent guides uploaded. Minimal distractions offered for quick use and easy navigation.
Tool Layout	Once a guide is downloaded, the guide opens to a page offering many tools with easy to read icons to help add an interactive touch to a rather simple app.

Cons

Feature	Description
Excess Tools	In the tool layout screen, there are four separate scheduling tools which misleads each schedules purpose and use. These four apps could very well be merged into two tools, one for school

	supplied schedules with deadlines and important dates., and the other could be focused around user created schedules, like class schedule, to-do lists, and personal calendar.
Visibility of System Status	Once a search item is entered, the app takes a long time to either offer relevant or return an empty search result. The user is left to wait for any response of the app, and becoming frustrated once the app returns no result after a prolonged time.

Conclusion

One theme was consistent throughout this app, these guides are meant to introduce you to the essentials to beginning university and finding information centres. However, for someone who seeks to get more involved in events around their school they are redirected to other websites. Our app will work towards creating a way for users to communicate about who is attending events as well as updates from Orientation Volunteers and event hosts about upcoming and current event progress.

User Research

Method

User information was gathered completely anonymously aside from the volunteers that had agreed to be interviewed by our group members. For the anonymous information, two surveys were made using www.surveymonkey.com. The focus of our surveys were targeted towards students who are not yet in university; to gauge their expectations and for students who had already completed orientation week; to gauge what they thought about the experience as a whole. The time period for the survey was completed over a span of 3 days with a total of 55 responses from varying demographics (age, year, etc). The surveys were spread to a variety of people through multiple media platforms including Facebook, direct texting, and word-of-mouth.

A link to the survey can be found at: http://www.uoguelph.ca/~ddagg/cis2170.html

For the individual interviews, 5 responses were gathered from volunteers who sat down with our group members and answered a variety of questions. The questions that were asked were not

predetermined and were asked depending on the flow of the conversation and response activity by the interviewee. The demographics for the interviewees were much less varied compared to the survey (3 Upper Year Students and 2 High School Students). Observations could not be made as the current time period allotted for the project does not fall during Orientation week, but if this was an actual larger app development project, observatory data would have been gathered.

Results

There are a variety of reasons why students join events. Some are motivated by friends, others want information, there are even some who just go for the free pens. From our user research it was determined that every student had a reason to attend. The majority of students are motivated by food and friends, however there was a sizeable amount of students that wanted information regarding program specific content. Listed below is a summary of what motivates students.

Figure 1. The main reasons why students attended events during O-week.

Answer Choices		Responses	
Friend(s)		77.42%	24
Program specific		61.29%	19
Entertainment		35.48%	11
Free Food		87.10%	27
Merchandise		25.81%	8
Other (please specify)	Responses	9.68%	3
Total Respondents: 31			

Interestingly, there is a huge difference between what high school students expect of the University system and what actually happens. From the surveys a large majority of students that had attended O-week had received their information from handouts and the orientation volunteers. However, many high school students expect more technologically advanced methods of sharing information.
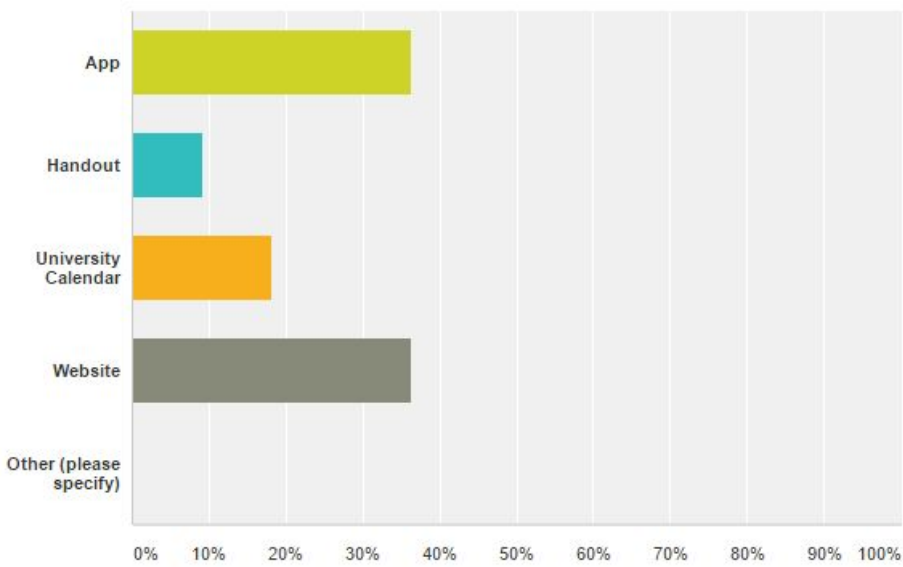
Figure 2. Pre-University students expect to find information regarding events to be readily accessible via an app or on the University website.
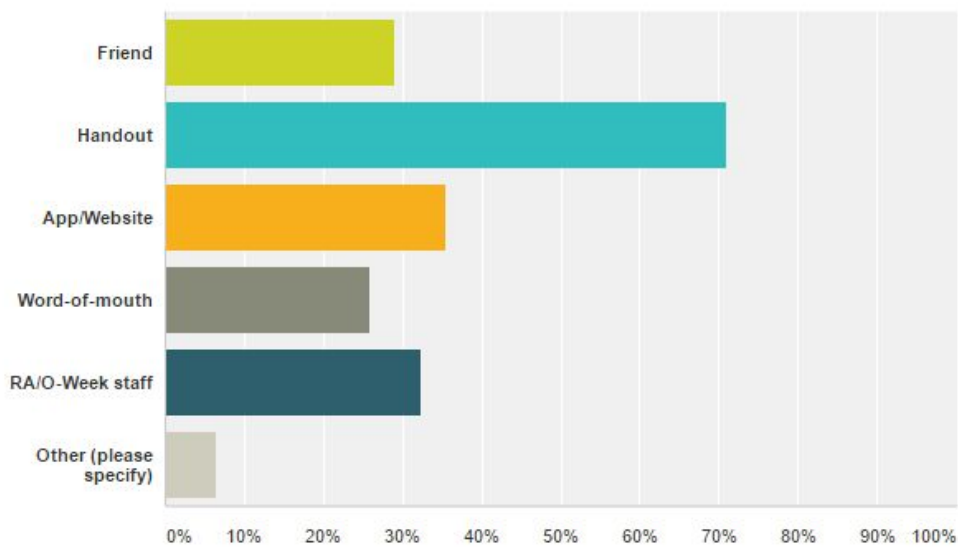

Figure 3. Post-University students realize most of the information isn't found using an app or a website and the majority

Alice Johnson

Age: 17
Occupation: 1st Year Student, Business Administration
Gender: Female

"I'm looking forward to starting my first year at University, hopefully it won't be too hard to find my way around campus, I definitely wouldn't want to miss out on any of the interesting events!"

Background: Alice just graduated high school and this is her first semester at University of Guelph. Alice has moved away from home and none of her previous friends from high school has decided to attend the University of Guelph. She is a brand new student who is oblivious to everything that happens at University, in terms of events and how she can meet people. She has enrolled to study Business Administration and has no idea what to expect from her program, what the courses are like, and what the people are like. She is intimidated by starting University, but is willing to learn new things and experience a new stage in her life.

Motivation: Alice is a straight A student who is very excited about meeting new people. She wants to learn how to get around the University and where her classes are. She is mainly interested in good food and good deals. Being a studious student, Alice is concerned about the educational aspects of University such as textbooks, school supplies, and professors. Alice would love to attend events where all of these factors could come together to help her find like-minded studious students that she could potentially become friends and classmates with.

Goals:
- Meet new friends that are studious and outgoing
- Find information concerning her program and classes
- Explore University and what Guelph has to offer

Scenarios:

1) Alice would like to know more about her program, "Business Administration" and collect as much information as she can. Alice goes on the app and she sets her notification tags to anything related to, "Business Administration". Alice then gets two notifications on her phone informing her that there are two events currently scheduled for today that is specific to her tag interests. One of the events is a general overview session for her program and the other is the STARTonTRACK. She notices that both are occurring at the same time and is not sure which one she wants to go to. Alice then looks for more information by clicking each event for more details. Alice learns that the general overview session is for getting to know your classmates and for understanding what your courses will be like, while the STARTonTRACK is more of an overview for University in general. Alice also notices that the program overview is offering refreshments and snacks. More concerned about her program in general, Alice decide that she will attend the general overview session for her program.

2) Alice is not very familiar with anyone at University, she would like to meet more people with similar interests and hobbies. Alice specifically sets her desired notification tags for "Business Administration", "Free Food", and "Meet 'n Greet". The application notifies Alice about an event called "Start for First Timers" that offers lunch, and is a gathering for fellow students in her program. Interested, Alice looks for more information and discovers that the event is 30 minutes away at MacDonald Institute. Curious to where MacDonald Institute is, Alice opens up the map and searches for the location. Alice quickly packs up her things and heads towards MacDonald Institute to meet her fellow classmates while enjoying a free hot meal.

3) Alice has nothing to do one evening and wants to see what is going on at University of Guelph. She has gotten no notifications of events occurring that she may be interested, so she goes to the listing of all events page of the application. She finds out titled "Campus Tour" and sees that she can get a tour of the campus. She realizes that she knows nothing about the campus and decides to go on the tour.

Connor Smith

Age: 20
Occupation: 3rd Year Student, Biomedical Science
Gender: Male

"Being in University is financially exhausting; i'm a broke, hungry, and bored upper year student. How can you ignore the possibility of free food and fun events? Let's go Gryphons!"

Background: Connor is a laid back 3rd year student at University of Guelph studying biomedical science. Having been at the University for 3 years, Connor is very familiar with the inner workings of the University. For the last few years, Connor has been attending O-week to meet up with friends that he hasn't seen all summer and to get as many free things as possible; mainly food. Connor isn't too interested in mingling with other students, but because he doesn't have access to the O-week information or guide, he is willing to talk to new people to discern where and when certain events are taking place. During the semester, Connor is really busy with his studies and doesn't often have time to read the emails sent by the CSA. He frequently misses opportunities because of this.

Motivation: Connor has issues with money and wants as many free things as possible. Whether it be pens, notebooks, or even food, Connor is willing to collect any if not all items he can get his hands on. He feels he has enough going on in his life, hence is wanting a way to reduce tedium around O-week and is looking for time saving features. His friends have been a huge support for him throughout the last few years and is wanting to spend most of his time reconnecting with them. During the semester, Connor is interested in many events such as the CSA elections and job fairs, but due to his busy schedule has trouble keeping track of all the University events.

Goals:
- Meet up with long time friends after the summer
- Grab as many free goodies as possible
- Find details about events
- Keep track of University events such as job fairs

Scenario:

1) Connor is interested in all events that offer free food. In his desired tags he selects free food. The application sends him a notification 4 hours before every event that is offering any kind of food for free, and if he is able to attend the event, he goes and gets his food.

2) Connor and his friends are bored and want to see what events are happening at the University that may interest them. Connor browses all of the events and finds a few that the group is interested in. They do not have enough time to go to all of them, but they notice that one of them is offering free pens and notebooks. They decide that this is the one they will attend for the freebies.

3) Connor is interested in any event that has to do with job fairs, or graduate studies as he is graduating soon. He selects the tag 'jobs' in the application, so that all of the events relating to any jobs show up. He finds a job fair that has to do with 'Soil Management', so he attends that. While at the event, he gets a notification for a graduate seminar that has to do with his major, so after the job fair he leaves to attend the seminar and learns about the requirements for graduate school.

Oliver Heldens

Age: 22
Occupation: 4th Year Student, <mark>Orientation Volunteer</mark>
Gender: Male

"All these first years don't know what University is like, i'm here to make sure their experience is an amazing first impression that they will remember for the rest of their time here"

Background: Oliver is a 4th year student at the University of Guelph who has been an Orientation Volunteer for the last 3 years. He is very familiar with the University and its workings as well as O-week. For the last 3 years, Oliver has only been able to help lead certain events. This year, Oliver has been assigned a senior role in managing a couple of events at the University and would like as many people as possible to come to his event. Oliver's main event is called, "Single and ready to Mingle". He is interested in the well being of the students and is aspiring to go to Graduate school.

Motivation: Oliver is an outgoing, friendly, and kind person. He wants to help students get the most out of their University experience. As someone who has enjoyed his own University adventure, Oliver would like to help others experience the same thing. The main thing he remembers is how scared he was to meet new people during O-week, which is why his event, "Single and ready to Mingle" is for people who don't have many friends to come and find others like themselves over pizza and drinks. He would like an easier way to promote his event. During the semester, Oliver would like an easier way to keep track of all the information sessions occurring throughout the University about Graduate school to explore his options.

Goals:
- Promote his event, "Single and ready to Mingle"
- Help students as much as possible to make their transition into University easier
- Go to Graduate school

Scenario:

1) Oliver wants to help new students with meeting new people so he hosts an event called "Single and ready to Mingle" He decides to promote his event on our app. He creates the files the ad for his event, filling out all the information he thinks people will need and publishes the event. The details include food cost, the location, and why people might want to come.

2) Oliver just got a sponsor for the event and now can give out the food for free. He goes on the app and changes the food price to zero and creates a free food tag for his event. He then has the app push a notification to those who RSVPed to the event about the changed details.

3) Oliver is looking to attend some events concerning Graduate School. He wants to know what the requirements are for getting admitted for his major. He uses the application to find all the Graduate School seminar dates, and looks for the program he is interested in. He is able to learn when the event is occurring, and makes time to attend it.

User Interviews

Graduating grade 12 student looking forward to university

Q: Have you happened to make a choice as to what school you will be attending in the Fall?
A: Unfortunately, I have not come to a decision yet. I am still waiting on another acceptance.

Q: That's okay. No matter what school you happen to choose, though, you can expect that one of your first university/college experiences will be the events of orientation week. What do you as a soon-to-be post-secondary student expect from o-week?
A: I hope to be able to have questions answered and also be able to speak to students who have started the program already or students just about to graduate the program and speak to their experiences and where it will hope to get them. Also have something set up to meet some students just starting the program who are in the same boat as you that don't really know anyone else and actually have a chance to make some friends almost right away or just know someone else that may be in your class.

Q: Okay great! There are typically a lot of events that will have these things you're hoping for. They're often fun activities and things you can do cooperatively with other first year students. Now how do you expect that you will find out about events like these during o-week?
A: Hopefully a tweet, Facebook or Instagram; have them posted out as most students will have the social media to just find the details about the events, Or have some sort of schedule posted around the school.

Q: If there was a central place where you could find out where, when, and what events are taking place, how useful would this be?
A: It would be useful that way there's a common area for everyone to find out.

Q: One of the best parts about o-week is often the amount of free food, but sometimes it's hard to tell where food is offered and when. Would you find it helpful if the same central place was able to provide you with information about food offerings?
A: Yes that would be useful, but again putting it out on social media like Twitter, Facebook, Instagram etc, you could always have a post of a picture of a list and then also go to the central area and ask any questions and also sign up for the free food.

Q: If this information was available on your mobile device, how likely would you be to use it during your time participating in o-week?
A: I would definitely use it, it would be easy access to all the information.

Q: Once o-week is over, would you find it useful to continue to receive campus news and event information on your mobile device? How likely is it that you would continue to use the service/application after o-week?

A: I probably would still use it especially as a first year student, it would be easy to find out some campus news and if not it would just be useful to be able to unsubscribe at any time.

Student currently in grade 11 looking to apply towards University
Q: You're heading to University in a few years, are you scared? Nervous? Excited?
A: Partially scared and nervous, i'm not sure what to expect and when I hear stories from my brother they sometimes sound really fun, but also a lot of work. I'm excited to move on from highschool but not sure what's really in store for me.

Q: Before you start University there is an even called Orientation week, also known as O-week. Do you know what O-week is?
A: I've heard about O-week, it's a week where all the first year students gather together to participate in a series of events, join clubs, get to know one another, and have a good time right? If I recall correctly, my brother said it was a lot of fun.

Q: The current University system uses a handout guide that contains a campus map and a list of all the events, similar to this here (shows O-week guide). Do you think this is a good system?
A: I think this is pretty good. In a lot of the University tours that I have been too, they would give us flyers and guidebooks about the University. I think it's because they want to make sure we have the information and not hope we download the information ourselves. Also, if you're walking around a lot, this guide is lightweight and easy to pull out, meaning you would have quick access to the information you're looking for.

Q: What events catch your eye when looking through the O-week guide? Why did those events specifically caught your eye? Was it the title of the event? The content?
A: I think I would go to all the big ones they have listed, the President's address, and some of the larger BBQ events. There was nothing specific about why they caught my eye, aside from the fact that it's labelled important here, I think I was mainly looking for ways to find food.

Q: I see that you are really motivated by food. Consider that you aren't sure what type of University you would like to go too, would you like to use O-week as a time to make friends and get to know people?
A: The majority of my friends are looking at the same Universities that I am currently looking at. I'm not too concerned about making new friends and I think I can make new friends in my classes or at clubs anyways. I'm not very good at socializing, so these large events wouldn't really be for me.

Q: How about information concerning your courses? Majors?
A: Those were listed in the guide? I didn't even see them. I think I would go to the important ones. There wasn't much information about the courses I would be taking or even how to prepare for them, so I think these information sessions would be really useful for me. Though a few of them sound like they are meet events, so i'd probably be selective about which ones I go to.

Q: If this guide was put online, whether it be through an email system, an app, or even the University Website, would you use it more so than the physical copy?
A: I think the physical copy is nice because even if you lose it, it's not that bad, you can get more right? But I am always on my phone… and I heard a large majority of Universities have campus wide internet, so I think it wouldn't be too bad. Email would be difficult to constantly check for events if i'm on the go, and I don't think I would be able to find it on the University Website, maybe if it was put into an online calendar it would be nice.

Q: If this information was put into an app that would notify you when certain events you are interested in was occurring and continue to look for these types of events after O-week would you be interested in the continual use of this app?
A: Depends on the type of app. I'm not sure how the university mailing system works, so I can't say much about this.

Third year university student who did NOT attend O-week
Q: You said that you didn't attend O-week during your first year. Could you expand on why you didn't attend?
A: It's not that I didn't attend, there were some events that I attended, but those were mainly the large big ones that everyone was expected to attend, I mainly used my time during O-week to explore around campus and familiarize myself with the buildings. I also didn't really know anyone during O-week so I didn't really go to any socializing events

Q: If you didn't have any friends, why didn't you try to go to some of the socializing events to try to meet new people?
A: I ended up making friends with the people in my tower, but the events they went too weren't very interesting to me, so I just stayed on my floor. However, there were many times they did drag me out, so I guess I did attend events from time to time, but mainly because my friends dragged me out.

Q: So what you're telling me is that friends are an integral part of what events you would normally attend? Are you motivated by anything else? For example, if two friends were attending two separate events, which one would you decided to attend?
A: Yeah, I would say that friends are the most important thing for me when considering which events to go to. I wouldn't go somewhere unless I knew who was going. But if both my good friends were going to two separate events, I think I would choose the one that has food. Food is important, it would be the deal breaker. If there wasn't any food… I guess whichever one sounds more interesting.

Q: Did you find the way the current system that the University uses to be an effective and suitable method?

A: I think I lost my guide on the 2nd day, haha. It would be much better if they had the information online. Maybe on a calendar or on the University website, I think that would have been much better for me. But then again, I lose a lot of things on a daily basis. Hehe.

Q: Interesting, if you had to go back to first year, what information would you find the most important, especially during O-week?
A: I think information about courses and how to prepare and study would be nice. I don't really know, I don't remember it too well. I think the current events were fine and nothing was really too difficult once you knew which events you wanted to look for and who was going. The hardest part was finding the buildings they were in. I lost the map, so I usually just followed people everywhere I went.

Fourth year student who did attend O-week
Q: How did you find getting around O-week? How did that affect your experience?
A: They gave you a piece of paper with events on it which I lost or threw away so I depended on [my friend] to get me places (laughs), or I had to ask my [Residence Assistant] a million times.

Q: What would have made the experience, say, smoother or easier?
A: It would have been better if the events were advertised better and if they provided maps. I don't know but I think I lost that too (laughs), because I didn't know where anything was. Or virtual maps like Guelph class find would be sweet but for O-week events

Q: What was, or is, your current method on gather information specific to the University? Specific meaning; deadlines, events, important dates and such.
A: I use Courselink for most school things, like projects and school deadlines. For other University events I'd say like friends or flyers posted around the school.

Q: Thinking back to your O-week experience again, how aware were you of O-week prior to arriving to the University?
A: I didn't know what O-week was to be honest here, I thought you just started school. Speaking of which I wish I knew more about programs offered and the [residence] buildings. I felt like I had a lot of questions about these things and I just asked everyone.

Fourth year student who did attend O-week
Q: To start, how was your O-week experience when it came to getting settled and attending events?
A: It was pretty easy, except for having to check the [handout] always to know what times everything was at. And sometimes I wasn't sure exactly where stuff was held because I didn't know my way around campus.

Q: You mention times and where things were located. Expanding on that, what would have made it easier to find information pertaining to that?

A: If they provided on online map that would outline exactly how to get to somewhere, and you could click on a link or something that would bring that up for you.

Q: How organized, or unorganized, did you feel when going about O-week from start to finish? Were there any difficulties you faced?
A: It would have been nice to know who was going to these events. Sometimes I was intimidated I would be the only one going and I just wouldn't go. I also would lose track of time even if I knew an event was at a certain time. So like if there was something that gives you reminders as to when stuff is being held.

Q: To finish off, what is your preferred or primary method of gather information about the University? Information meaning: events, program sessions, groups and organizations.
A: Apart from classes which I would use Courselink for, emails most likely. I really don't know what else I would use. I'm not sure where else it would, in all honesty. Email is very easy to use.

Online Survey

Questions

General Questions:
1) What is your age? [17 or under,18,19,20,21,22 or over, Decline to answer]
2) What year are you currently in (1st,2nd,3rd,4th,5th,Grad Studies, Graduated,other[please specify])
3) How would you prefer to receive university event notifications?
   [App notification, Email, Flyers, School Calendar, Social Media, Word of mouth]

Pre-university students:
1) What is your primary method of gather information about the university related to points of interest/academics? [University Services/website, peer written websites, word-of-mouth, current/post attendee of the university, Other]
2) What about an easy one like: Are you aware of O-week and the events held? [I know all about it, I know of O-Week, What's O-Week?]
3) Where would it be most convenient to find an O-Week event description listed with its time and location? [App, Handout, University Calendar, Website, Other]
4) Are you considering joining any academic group, intramural sport, or student organization? [Yes/No]

Post O-Week students:
1) What was your primary source of information during O-week regarding events held?
2) How did you keep track of the location of events? [Friend, Handout, Word-of-mouth, RA/O-week staff, Other]

3) How did you keep track the time of an event?[Friend, Handout, Calendar, App/Website, Other]

4) What influenced you to attend an event held during O-Week? [Friend(s), Program specific, Entertainment, Free Food, Merchandise, Other]

Survey Results

High School Student
1. Event notification: App (1), Email (8), Media (1), Word-Of-Mouth (2)
2. Source of information: University Website (11), Other Website (2), Word (7), Students (3)
3. Track of Location and Event: App (5), Handout (1), Website (6)

1st Year
1. Event notification: App (1), Email (1), Calendar (1), Media (1)
2. Source of information: Handout (3), App/Website (2), Word (1), RA (1)
3. Track of location: Friend (0), Handout (3), App/Website (1), Word (1), RA (1), Other (Map Locations in phone Calendar)
4. Time Event: Handout (3), Calendar (2), App/Website (2)
5. Influence: Friend (1), Program (2), Entertainment (2), Food (3), Merchandise (1), Meeting new people (2)

2nd Year
1. Event notification: App (2), Email (2), Media (2)
2. Source of information: Friends (4), Handout (5), App/Website (2), Word (1), RA (3)
3. Track of location: Friend (2), Handout (5), App/Website (3), Word (1), RA (2)
4. Time Event: Friend (3), Handout (4), Calendar (2), App/Website (2)
5. Influence: Friend (5), Program (3), Entertainment (1), Food (5), Merchandise (2)

3rd Year
1. Event notification: App (1), Email (9), Calendar (1), Media (2)
2. Source of information: Friends (5), Handout (4), App/Website (2), Word (4), RA (5)
3. Track of location: Friend (2), Handout (7), App/Website (4), Word (2), RA (3)
4. Time Event: Friend (4), Handout (6), Calendar (2), App/Website (2)
5. Influence: Friend (10), Program (6), Entertainment (4), Food (9), Merchandise (2)

4rd Year
1. Event notification: App (5), Email (1), Media (2)
2. Source of information: Friends (5), Handout (5), App/Website (3), Word (5), RA (6)
3. Track of location: Friend (4), Handout (7), App/Website (3), Word (3), RA (4)
4. Time Event: Friend (4), Handout (5), Calendar (2), App/Website (3), RA (1)
5. Influence: Friend (8), Program (7), Entertainment (3), Food (9), Merchandise (3)

Video Script

Kyle:

Welcome to University. Your first week is about to begin. Did you buy your books, do you know where your classes are, did you eat today? Wait… hold on. You didn't forget about O-week did you? It's a great time to enjoy the warm weather, meet new friends, and get free food. Johnston Green is beautiful and full of events to ease your way into the University lifestyle, The Bullring has amazing and well priced food, and the cannon was painted, again. Know where any of that is? Probably not, but we'll get you up to speed to finding all the gems of University… O-Ya, we're students just like you, 6 of us to be exact, and we stand next to you in the Subway line.

Kamil:

You may think O-week is just for first years but nothing stops me from joining events with free food, getting my program shirt, or getting to yell as loud as I can at the pep-rally. The University currently uses a handbook called the O-Guide, but who wants to carry a pamphlet. Current surveys have shown us that incoming students would prefer an app with all the event listings. So we jumped on this idea. We want to bring everything University based to one location by sort events by organizations, free-food, off campus events, big group events, and by key events such as the pep-rally.

Irenaeus:

Speaking of friends, with each event you go to, you'll get the what, the where, and the when. You will get friendly reminders about what events you've signed up for and showed interest in attending. You'll know where you are and how to get to where you're going. You'll be able to search for locations to see if you really want to walk that far or if you just want to sit at home.

Devin:

The biggest thing is free food, because university students like the word free, and food in the same sentence, or in general. Not only that but to be with friends, and the best way to accomplish this is to quickly share contact information such as your number or Facebook. But with the advanced technology of near field communication we can just tap our phones together to share contact information. It's just that simple. All the information is passed into the app and creates a new contact that you can send messages to and send quick links to events you are interested in going to. With everything everything at your fingertips you will enjoy a better and stress free O-Week… O-Ya, we're actually called O-Ya.