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Dr. Stewart

CS 447

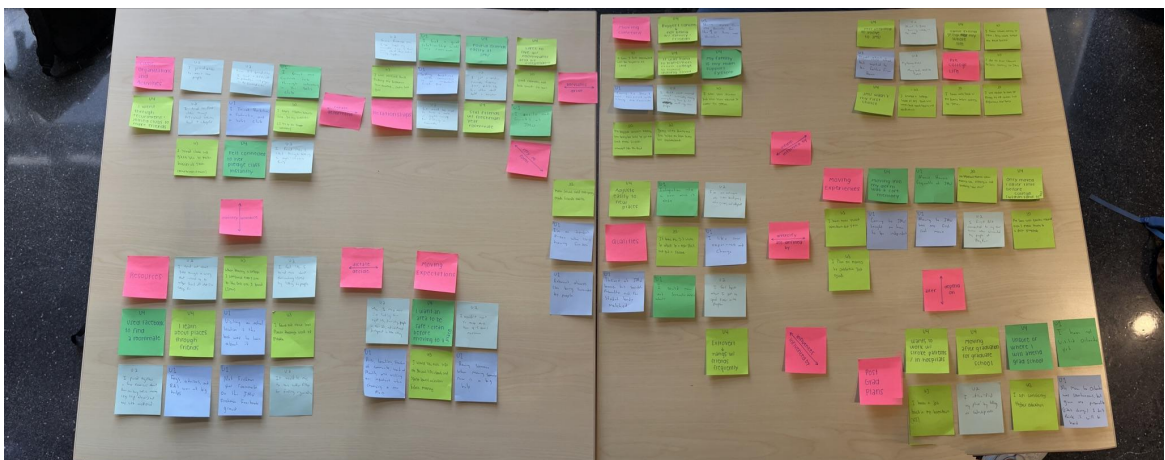
10 March, 2022

Group Activity 2.2

Group Member Contributions

1. **Hailey:** Participated in creating the activity diagram, designing the persona statements and created 2 requirement statements
 2. **Katherine:** Participated in creating the activity diagram, formulated one of the insights and created 2 requirement statements
 3. **Matt L:** Participated in creating the activity diagram, formulated one of the insights, and created 2 requirement statements
 4. **Matt M:** Participated in creating the activity diagram, formulated one of the insights, and created 2 requirement statements
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I. Affinity Diagram



CLUBS, organizations and Activities

U4
I went through recruitment. Joined clubs to make friends

U2
I joined clubs to meet new people

U2
I tried to find clubs through Facebook, but it was hard

U3
I joined clubs and offered him to make friends at JMU
(I think he was at JMU)

U3
Once I got started, I had a difficult time finding a club to join

U1
I joined Basketball, a Faculty, and a Sales Club

U4
Fell connected to her pledge class instantly

U1
I found more current info through networking in the Sales club

U3
I found information was being outside of the club to do these things

U2
I found that I had a hard time finding people to talk to

intentionally introduce

Resources

U4
Used Facebook to find a roommate

U4
I learn about places through friends

U2
I found a few resources that were helpful when moving (e.g. the JMU website)

U1
Frog, advisors, and RA's were all big helps

U3
When moving a college, I contacted every one to the first one I found (JMU)

U1
Met Freshman year roommate on the JMU Freshman Facebook group

U3
I found out about local places through word of mouth

U2
It would be nice to have better filters for finding organizations

U2
Since Freshman year, I've had my roommate since I knew more about how to find a roommate

U1
I had a great relationship with my roommate

U4
Found friends easily at JMU

U4
Likes to live w/ roommates and be independent

U3
I was worried about picking my freshman year roommate, but I was not

U1
Sitting back with roommates is an important first step

U2
I got a room with friends, but I didn't like it, so I got a room with a roommate

U3
and (roommate, not best friend to me)

Relationships

U2
It would be nice to have a roommate in JMU, but I didn't want to find a roommate

U4
Still friends w/ freshman year roommate

U1
I easily made friends at JMU

create determine

rely on form

dictate decide

Moving Expectations

U2
When I move, I'm looking for a place that is safe, clean, and has a good location in the city

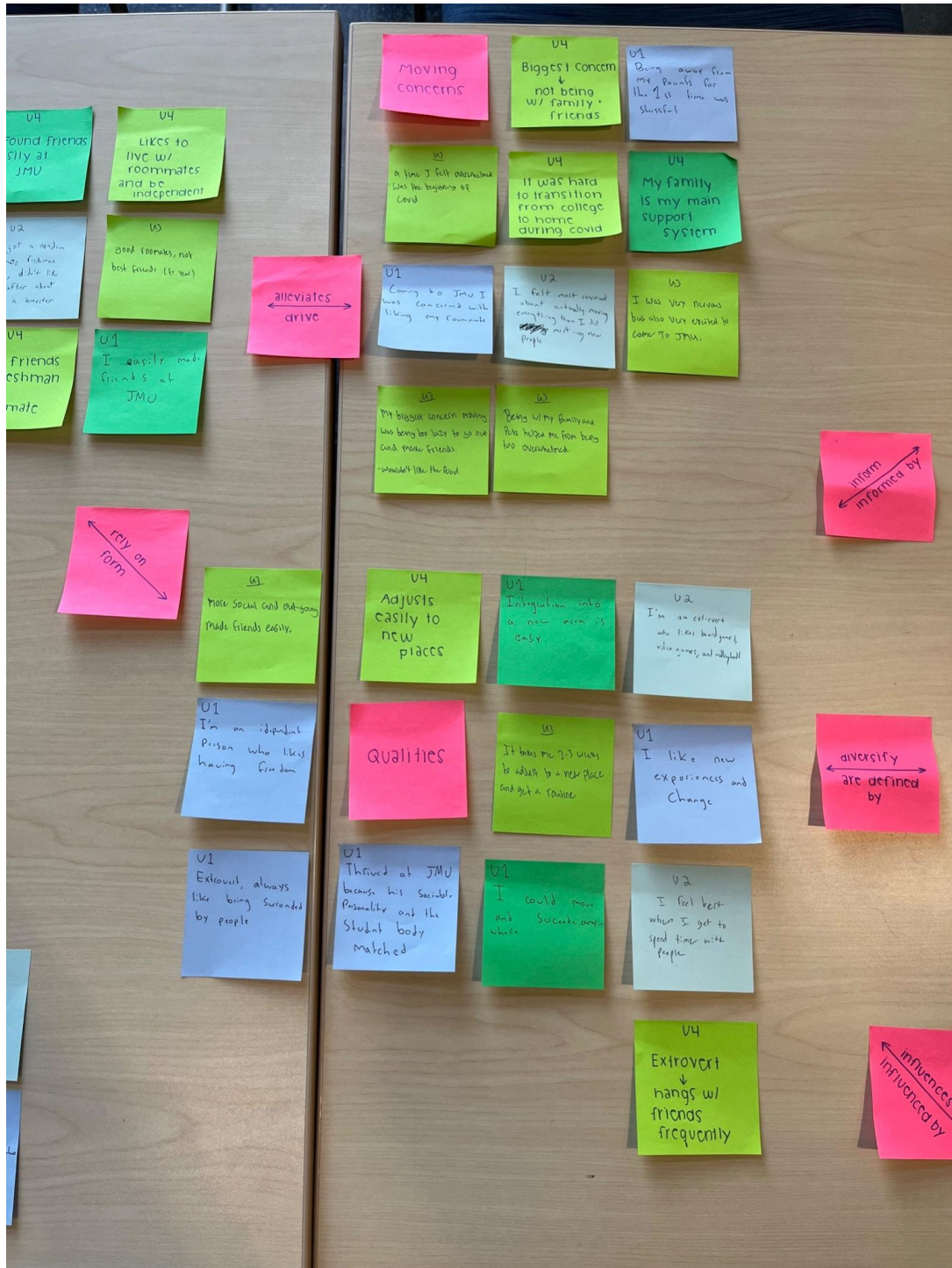
U4
I want an area to be safe + clean before moving to a place

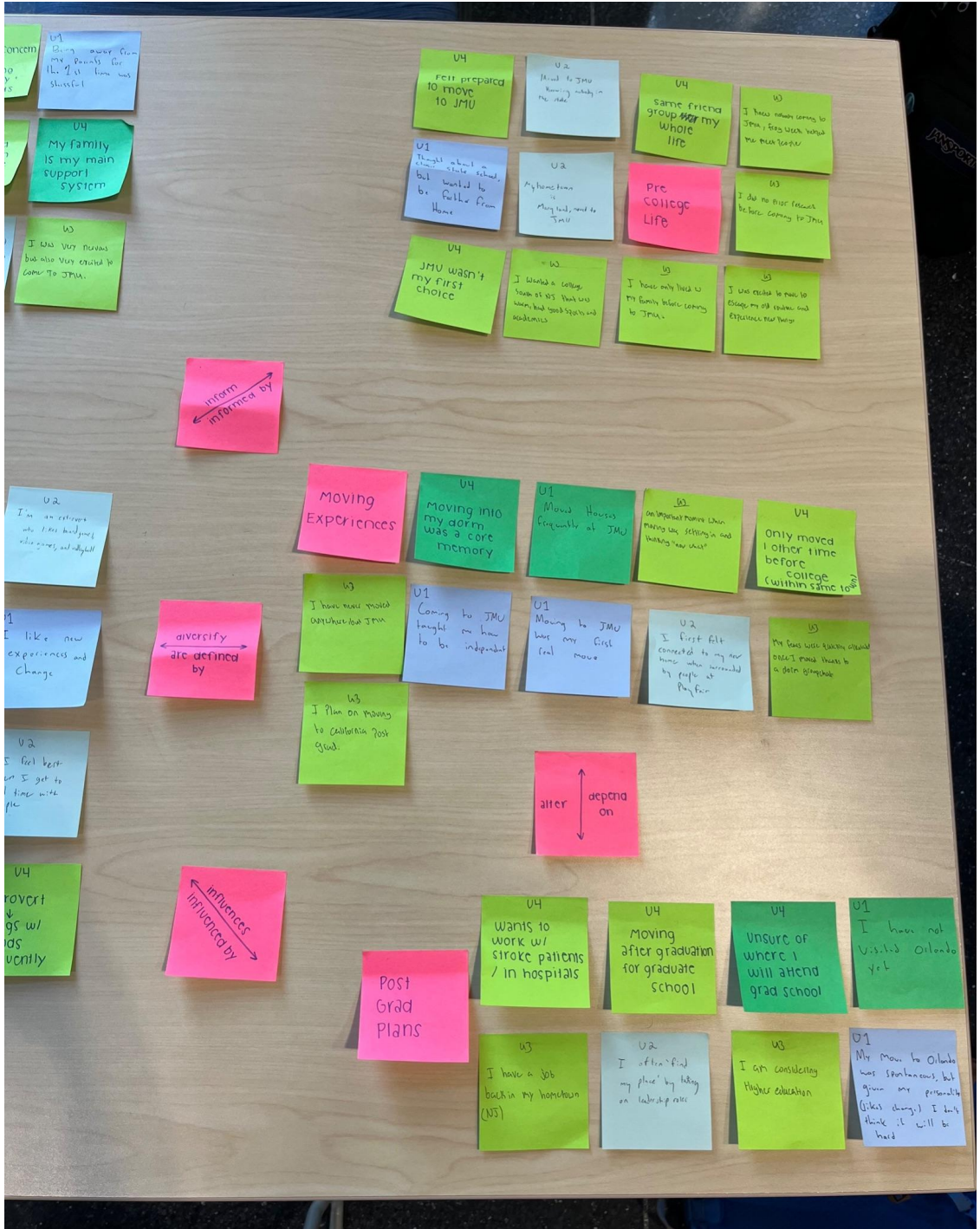
U2
I would like to move more than 4-5 hours from my current location

U1
Picks location, studies of community, look at maps, and visiting are important when choosing a new place

U3
I used the info on social media and other local activities to help me move

U1
Having someone who is moving with me is a big help





II. Insights

- A. A lot of the people we spoke with throughout our interviews spoke about how they prepared for their first move (for all of our interviewees so far, this was to JMU). U2 described what resources they used to try to learn about the new area, most of them that were easily available were websites (Trip Advisor, BeInvolved, JMU website, etc.). Almost every participant said that they felt as if their expectations for these resources were not met and that they gathered much more useful insight and information from speaking with people in the area.
- B. People's experiences during a previous move affect their plans in the future. This change comes in the form of new attitudes or decisions made regarding their new move. One particular subject (U1) found his experience moving to JMU to be a positive one. This positive reaction largely revolved around the relationships that he made at JMU. He spoke about how he didn't have many friends coming to school. Having made a strong relationship with his roommate, he is now confident that he could move to another location and make the same relationships. This is evident as although his decision to move to Orlando was spontaneous, he still felt comfortable and had few concerns about the move.

Another subject (U4) said that moving into her dorm was a core memory for her. This influenced her future plans as she is planning to move after graduation to graduate school. Without this positive experience during her initial move to JMU, she might not have wanted to pursue higher education somewhere far away from home.

C. Moving concerns revolve around relationships. When previously moving, our participants all shared 2 common fears. These fears included not making new relationships and being away from their families. Participant U3 worried he would not be able to make friends since he was arriving from far away, with no prior relationships in this state. Participants U4 and U1 explained how their family was their biggest support system and being away from them was their biggest concern. All these participants shared a common goal of creating new relationships with other college students. Despite the many other common concerns of college including the pressure of classes and financial struggles, all concerns revolved around relationships.

III. **Persona:** Mark Qualimus



A. Background

1. *Demographics* - Mark is a 21 year old college senior. He attends JMU and is graduating in May 2022. He is majoring in Business with a concentration in Management. He is from New Jersey but is moving to New York City after graduation so he has started to think about what moving entails since he never moved anywhere except to JMU as a

freshman. Mark enjoys hanging out with his friends, playing sports, and cooking in his free time. He is a member of the fraternity SAE, the sales club and the club baseball team.

2. *Skills* - Mark is very sociable and has an easy time making friends. He adjusts very easily to new places and is excited to move regardless of where. He is also currently the president of his fraternity. This gave him the opportunity to network with members of other chapters at JMU as well as at other universities which is actually how he landed his job. He is very independent and comfortable being on his own and around people he doesn't know.
3. *Attitudes, Beliefs, and Values* - Mark values relationships with other people. He prefers doing activities with people rather than alone. He is a driven person who cares about his academics and career. He has found employment after he graduates working at a financial institution. Mark prefers a changing environment rather than a static one. He gets excited at the prospect of moving to new places and has lived with different people in different houses each year at JMU.
4. *Past Experiences* - Starting with tee-ball, Mark has been interested in baseball from a very young age. He is still friends with his tee-ball teammates to this day. Though he wasn't able to earn a scholarship for the sport, he has continued to play club baseball all throughout college at JMU. Mark has always liked to keep busy, studying with friends after school while waiting for practice.

B. Goals

1. *Life Goals*: Mark wants to eventually feel comfortable in his new home. He wants to make friends, establish a career and find things to do / places to hang out. He wants to have all the opportunities and experiences he has at JMU in his new life. Mark knows it will be difficult to reestablish himself but it was natural for him at JMU and will hopefully be easy in his new home.
2. *End Goals*: In the near future, Mark wants to find a roommate and a place to live in New York City. He has established that he will be moving to New York City but still needs to figure out who he will be living with / the actual apartment or house he will be living in. This will give Mark a good grounding to begin his new life and start to find more friends, succeed at his job and get involved in the community.
3. *Experience Goals*: Mark hopes to experience many things on his journey toward achieving his goals. In particular he wants to feel as if he is helpful or has helped someone along the way. This is what would bring him the most joy on his journey. Along with this, Mark hopes to experience the many joys of friendship and companionship inside and outside of the workplace.

C. Behaviors

1. *Activities*: Mark enjoys spending time with people but works hard to balance his social life with the studying that has led to his academic success as well. He has prioritized these because he has been eager to live

an independent life and knows that the way to do this is to work hard and get a job where he can support himself where he would like to live.

2. *Successes*: One of the major successes in Mark's life so far has been getting accepted into JMU. It was one of his top choices as JMU had a prestigious business school. Another big success in Mark's life has been getting a job after graduation. This validated all of the time he spent studying and working hard.
3. *Frustrations*: Mark's frustrations include having to leave his friends that he met at college behind. While he enjoys new experiences and meeting new people, he values the relationships that he made during his time at JMU. He hopes to keep in touch with all of his peers and fraternity members, but he knows that it's impossible to stay in communication with everyone.

IV. Requirement Statements

A. Hailey

1. Functional

- a) *Title*: Filter Functionality
- b) *Description*: Our product needs a way to filter by different categories to narrow users' searches for roommates, places to eat, things to do, etc. We want the users to be able to select a broader category such as roommates and then further filter their search by important features that dictate a good living situation. We would

get this information from a user profile that would be filled out when first joining our digital community.

- c) *Rationale:* This feature is necessary in our product in order to allow our users to find what they are looking for. It would be impossible to find people, places or things to meet each user's specific needs if there were thousands of options. There are also certain qualities that are more important than others and we want our users to be able to filter accordingly to find the right fit for any search.

2. Contextual

- a) *Title:* Filter Constraints
- b) *Description:* As stated above, we will want to implement a filter feature to make searches easier for our users. However, we will have to limit the number of filters we create for each category. For example, our 'roommates' category will probably have around 5 filters that can be used in different combinations to find the perfect roommate for any lifestyle. Our filters of the 'roommate' category could be as follows: location, cleanliness, sleep schedule, activities, and habits. Each of the filters would be implemented in a way to allow the user to choose between several options or predetermined inputs so there are no input options that could cause errors.

- c) *Rationale:* Our rationale to making the filter feature limited in certain aspects is to avoid overwhelming the user. Too many options can be just as bad as too few options and may decrease people's use of the product if it is too complex. The predefined filters gives users the option to customize their searches in a manageable way and avoids any super unique cases in which no matches would be yielded. We want to make the product easy to use for anyone in our user group.

B. Katherine

1. Functional

- a) *Title:* Compare Different Areas
- b) *Description:* Our product needs a way for users to choose two (or more) cities and compare different aspects of it. For instance, population, restaurants, average cost of living, transportation etc. This would allow the users to weigh their options and the pros / cons of each location.
- c) *Rationale:* It is common for college seniors to have multiple options for where to move after graduation, whether it be due to multiple job offers or multiple locations of their singular job offer. It would be convenient to assist users in their decision by consolidating information about the cities that may impact their decision. For instance, somebody without a car may be interested

in public transport available and average ride-sharing-app costs when deciding where to move.

2. Contextual

a) *Title:* Crowd Source Information

b) *Description:* For the requirements listed above, it would be nice to not only consolidate public knowledge, but also allow current residents to input information about the area that can be included for users to look at. These would serve as opinions rather than pure facts to give people multiple perspectives to make the best decision.

c) *Rationale:* Almost all of the people we interviewed mentioned that they gained more valuable information from talking to people than they did from anything else. With this knowledge in mind, it's important that we include data in our product that would typically require already living there to know.

C. Matt M.

1. Functional

a) *Title:* Organization Listing

b) *Description:* A place where newcomers and residents can interact with each other to join groups. Residents of the area can make listings about the activities that certain organizations do. People who are moving into the area can view this part of the product to

see the different organizations in the area and decide which ones fit them the best.

- c) *Rationale:* Joining a community is one of the best ways to begin to feel integrated into a new area. This helps newcomers get a group of like-minded individuals to spend time and get support from. You may be able to find out about these organizations by word of mouth. However, it would make it much easier for users to be able to see and search through all of the organizations to find the best fit. For residents already in the area, they could use this part of the product to recruit members for their organizations.

2. Contextual

- a) *Title:* Mobile Devices
- b) *Description:* The product would need to be accessible from a mobile device. This could take the form of either an app or a web application that is accessible and optimized for mobile devices. The product must be designed for both IOS and smartphones running android.
- c) *Rationale:* With almost everyone owning a smartphone nowadays, the product must be able to be used by someone on their smartphone. When people are out exploring their new area, they must be able to access the product. They could message or meet up with others, get directions to new places, or get recommendations for restaurants. All of these are features that are most useful if the

user can access them when they are actually in the new area, not their own houses.

D. Matt L.

1. Functional

- a) *Title:* Friend Connect
- b) *Description:* Our product should allow users to connect with other users through the product. Connecting allows them to see each other's profiles, send private messages, and see who the other person is connected with.
- c) *Rationale:* One of the main reasons for creating this project was to make moving easier. After conducting interviews we learned a major concern of many of our interviewees was meeting new people and making new friends once they have moved. We also learned that there are not many resources to connect with people moving to the same new areas as you. Having a connect feature allows you to find other people moving to your area, see who they are, and message them if you so choose. This will alleviate the trouble and concern of not knowing anyone or having any friends when moving to this new area.

2. Contextual

- a) *Title:* Number of friends
- b) *Description:* The system should be able to handle up to 50,000 friend requests and friends per user.

c) *Rationale:* The average city has around 50,000 people, the average person does not have 50,000 friends. Limiting this number should make our product more efficient and limit spam. However, if the user wants to request 50,000 people to connect with they should be able to.