



DES 157  
Final Project:

*muEvents*  
Gong, Candy



## TOPIC CHOICE

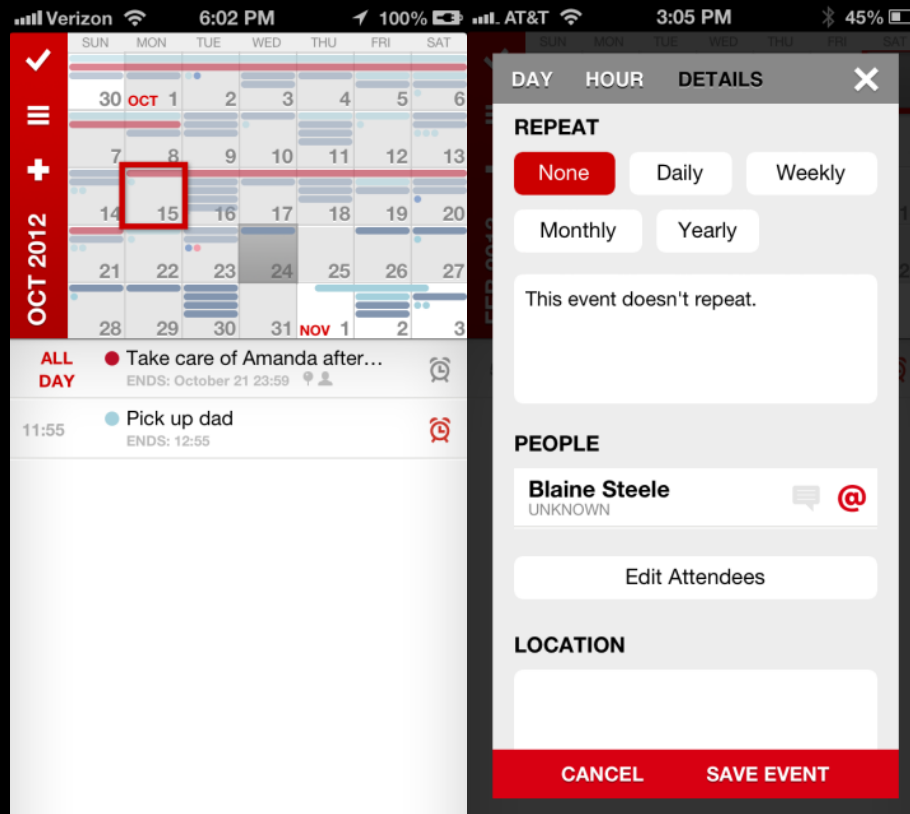
An calendar app that allows on campus organizations input events for all students to see and have access to

# BACKGROUND RESEARCH

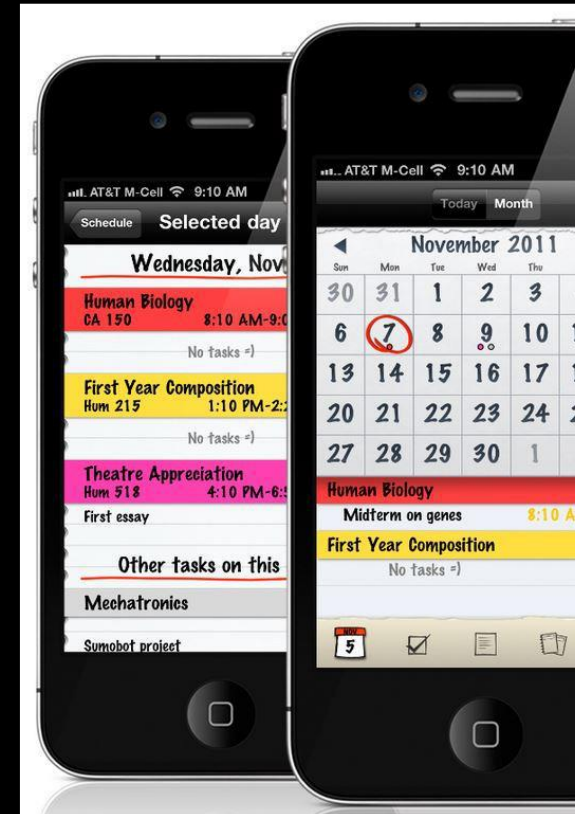
## The Principles of Interface Design

- mobile app designing is different from web design
- an app isn't the same as a smaller version of a webpage
- should be a lot of user testing throughout each step
- start designing on smaller devices and expanding it to bigger screen
- sketching on paper helps when first designing

# COMPARATIVE ANALYSIS



Calvetica



InClass



# NEEDFINDING

- Needs clearer instructions on how to use app
- Needs easier way to input information
- Needs a form of navigation or sidebar
- Needs to combine pages together
- Needs less windows to navigate through
- Needs easier way to edit information
- Needs a way to add events directly to calendar
- Needs tutorial or tool tips
- Needs icons that are easier to understand
- Needs a less distracting design



# CLARIFYING QUESTIONS

- 1) Is there a list of clubs and organizations in the school?
- 2) Is there a need to find a way for clubs or organizations to connect and reach out to students?
- 3) How would you organize all organizations into categories?
- 4) Is there a way to find events for all the organizations or clubs or in each building at the school?
- 5) Is there any information that should be included in an app that shows all events at the school?
- 6) What information should be asked about an event?
- 7) Is there a way to only allow certain students, such as presidents or event organizers of organizations to make changes in the app?



# BRAINSTORM

pages

club / organization list

- info

calender with events

events of each organization

way to input events

- name
- day
- time
- event
- place
- description

- color code each organization

- sorting - organization

- day
- type of event

<input type="checkbox"/>	name
<input type="checkbox"/>	name
<input type="checkbox"/>	name
info	
<input type="checkbox"/>	name
<input type="checkbox"/>	name

↑ check if interested

NAME event

- m/d - ~
- m/d - ~
- m/d - ~

event form

organization name

event title

date

time

place

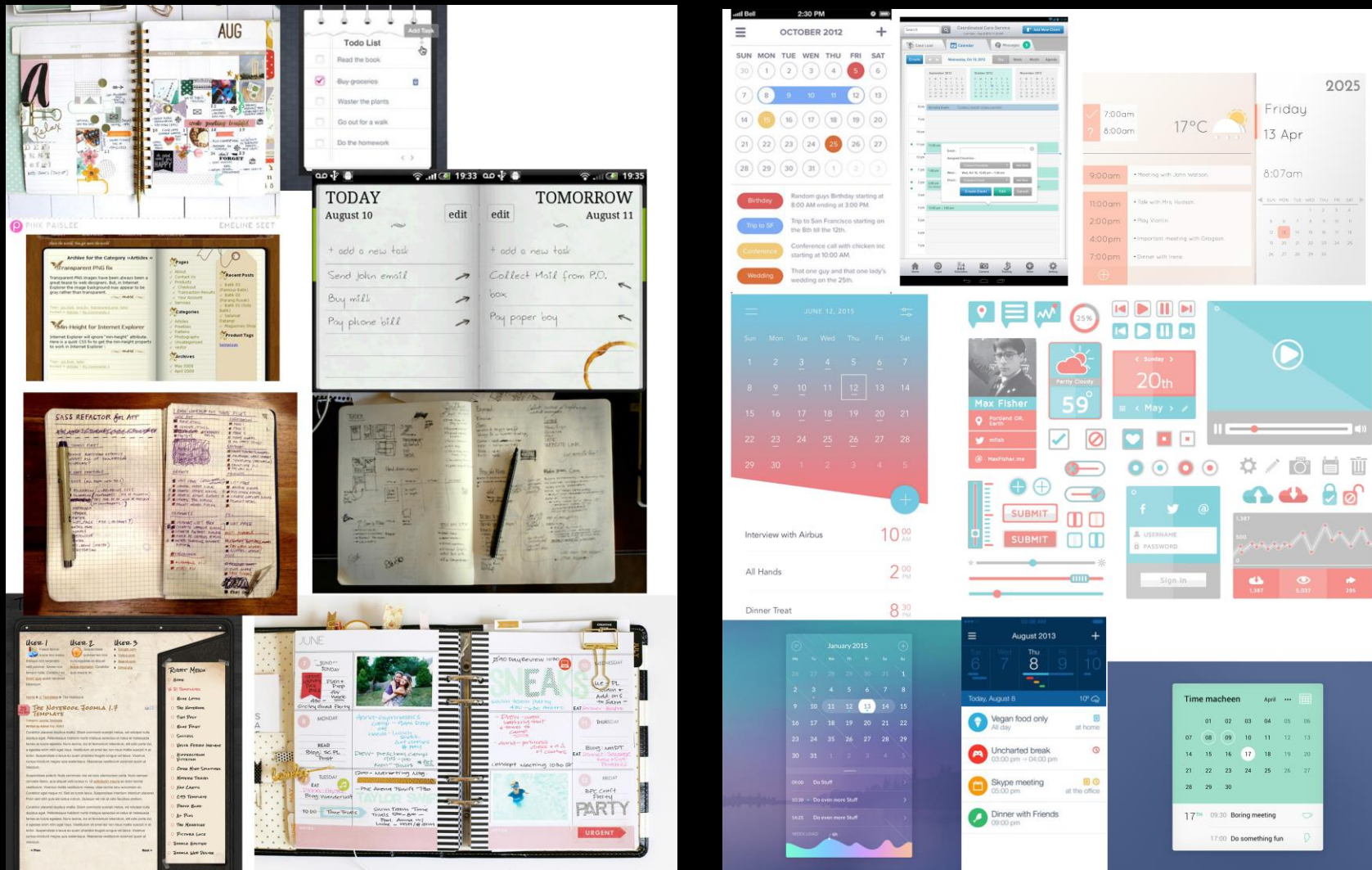
description

month						

clicked day

- event
- event

# VISUAL RESEARCH





# STORYBOARDS

## Storyboard 1

lets have a  
fundraising  
event,  
  
IN CLUB

OK, we should  
make it so that  
all students know about  
it


  
submitting info in app

info  
on event  
  
submitted



i'm bored  
today, lets  
check if  
there are  
any events!  
↑  
random student

oh hey  
there's a  
fundraiser  
today, I'll go!  


## Storyboard 2


lets have an event  
that let students know  
about it.  
  
IN CLUB

  
submitting

 →  event  
submitted

i want to be  
involved in clubs  
Random  
student

check if  
interested  
  
in app

 oh theres an event  
for (club) on (date)!  
I think I'll go.

# CREATIVE BRIEF

## PROJECT SUMMARY

My project is to create an app for clubs and organizations to input events that they would want all students to know about. It is also for students that are interested in getting involved in clubs to look at and find events from clubs they may be interested in.

## AUDIENCE PROFILE

There are two types of audiences for this app. The first are people that run the clubs and would like to input events for everyone to see. The other type of audience are students in general that may be interested in those events. They are mainly students and probably around 20. The media they use are phones and computers. They also may use Facebook to create events.

## PERCEPTION/POSITIONING

The general perception of this project is to allow clubs to reach out more to other students about their club and to make it easier for students to learn about all the different clubs available on campus.

Some techniques I will use is the use of color to show different information and visuals such as calendars and maps. My limitations are the amount of time I have to create this app and the limited amount of knowledge to create the app.

## COMMUNICATION STRATEGY

I want people to know that the app is where you can go if you want to know about clubs on campus.

## LOOK & FEEL

I want to use a sans-serif typeface that is clear and easy to read. I will be using color as a sorting system that would separate events by the clubs that made them. For interaction, I want the first page to be a list of clubs and a little description of each one where people can look and check on which ones they are interested in. Then after deciding there would be a calendar that shows all the events in clubs that they checked.

## TARGETED MESSAGE

The targeted message of this project is that it is an app where clubs can put events for all students to have access to and see what events they may be interested in.

# PERSONA



Becky De Los Santos

UC Davis Student  
Fundraising Chair in Alpha Pi Sigma

## Demographics

Age: 21  
Gender: Female  
School: UC Davis  
Location: Davis, CA

## Goals & Challenges

- find popular restaurants to host fundraisers
  - near campus for students to easily get to
  - not same restaurant that recently hosted event
- picking good days to host events
- promoting events
- balancing school and sorority life

## Values

- focusing on school before anything else
- doing her best in schoolwork
- keeping balanced and sane

## Fears

- procrastination
- losing motivation

# USER GOALS

How will your users understand the content of the project?

The users will understand the content of the project by using the navigation and the order of the pages that will show information.

How will users understand the primary objectives?

The users will understand the primary objectives from the beginning pages and maybe with tool tips that will tell the users what they need to do with the app.

What content and features do your users need, and in what form do they need it?

I think that the users would need a clear way of navigating to find the information that they would be interested in. For example, if they are looking for event from a certain club, there needs to be a way for them to find that club and see the events and information on the events on the calendar.

How do your users think your interactive projects should work and what are their experience levels with the type of media you or your team is creating?

The users on this app would use it when they are looking for certain information on a club or an event and it should work in a way that organizes the information so that it would be easy to find. I think their experience levels for this app should be high because it is an app that works on a phone and all students should use phones daily.


# PAPER PROTOTYPE

Check out  
events of clubs  
and organizations  
in UC Davis

[ START ]

[illegible][illegible]

Hand-drawn sketch of a 'Add an Event' form. The form has a title 'Add an Event' and a label 'club/organization' above a text input field. Below this is a 'Date' label with a text input field. Next is a 'Time' label with a text input field. Then a 'Location' label with a text input field. Finally, a 'Description' label with a text input field. At the bottom are two buttons labeled 'Submit' and 'Cancel'. A vertical bar is on the right side of the form.



Calendar For Club Name ▾

Feb

			1	2
3	4	5	6	7
8	9	10	11	12

Feb 8:

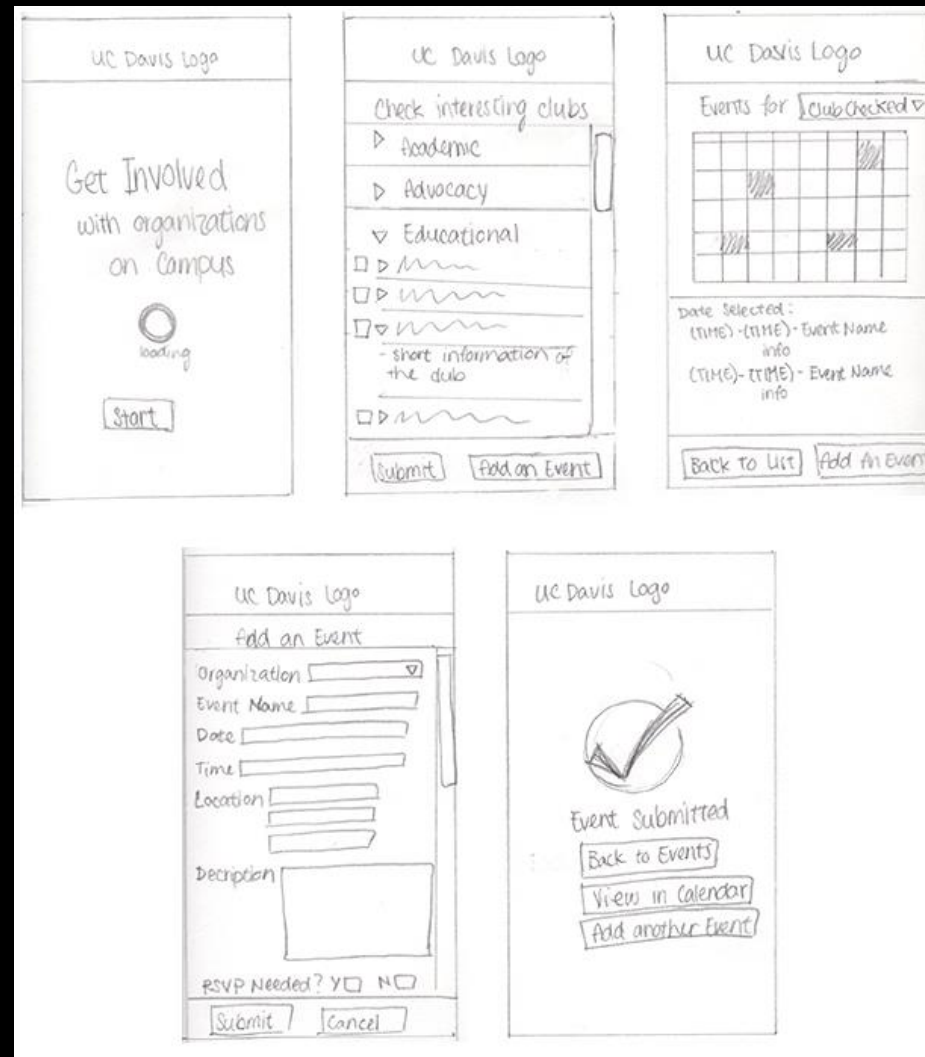
2:00 - 4:00 = \_\_\_\_\_

3:00 - 6:00 = \_\_\_\_\_

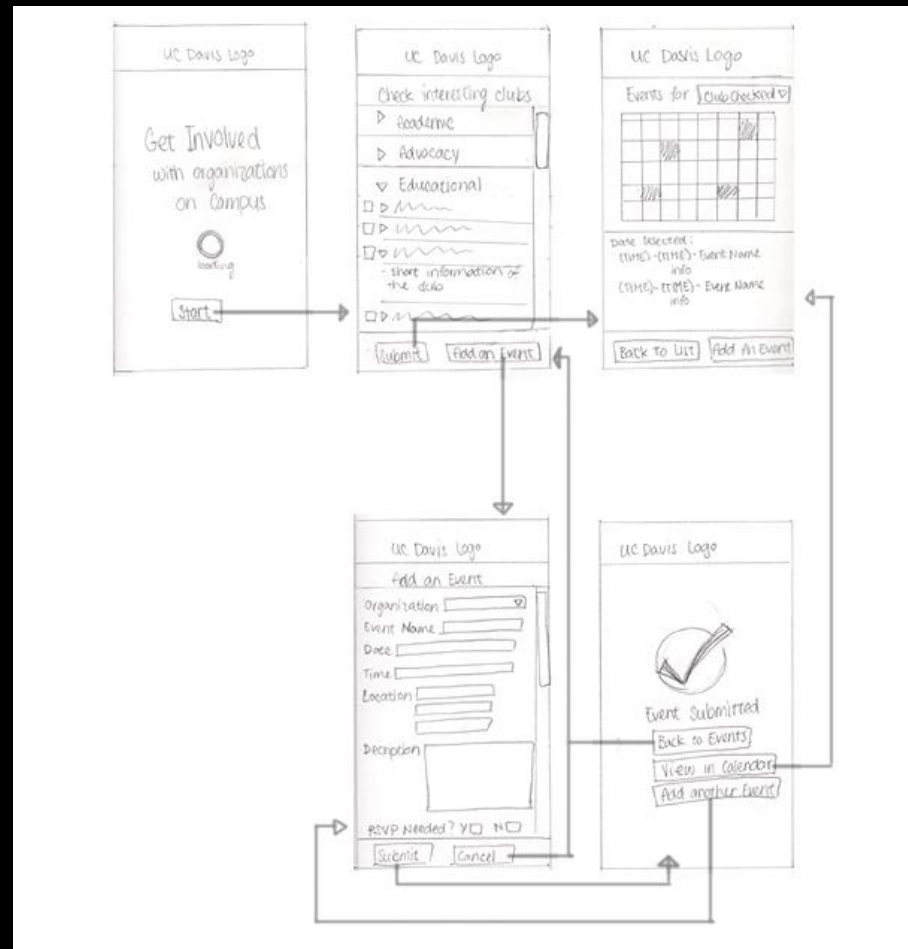
Back to List



# WIREFRAME



# SITEMAP



# INITIAL COMPOSITIONS

**UCDAVIS**

▶ Category

▶ Category

▶ Category

▼ Category

☐ ▶ Organization

☐ ▼ Organization

A little short description on this organization goes here

☐ ▶ Organization

☐ ▶ Organization

▶ Category

▼ Category

☐ ▶ Organization

☐ ▼ Organization

A little short description on this organization goes here

Submit

Add

**UCDAVIS**

> Category

> Category

▼ Category

☐ > Organization

☐ ▼ Organization

A little short description on this organization goes here

☐ > Organization

☐ > Organization

> Category

▼ Category

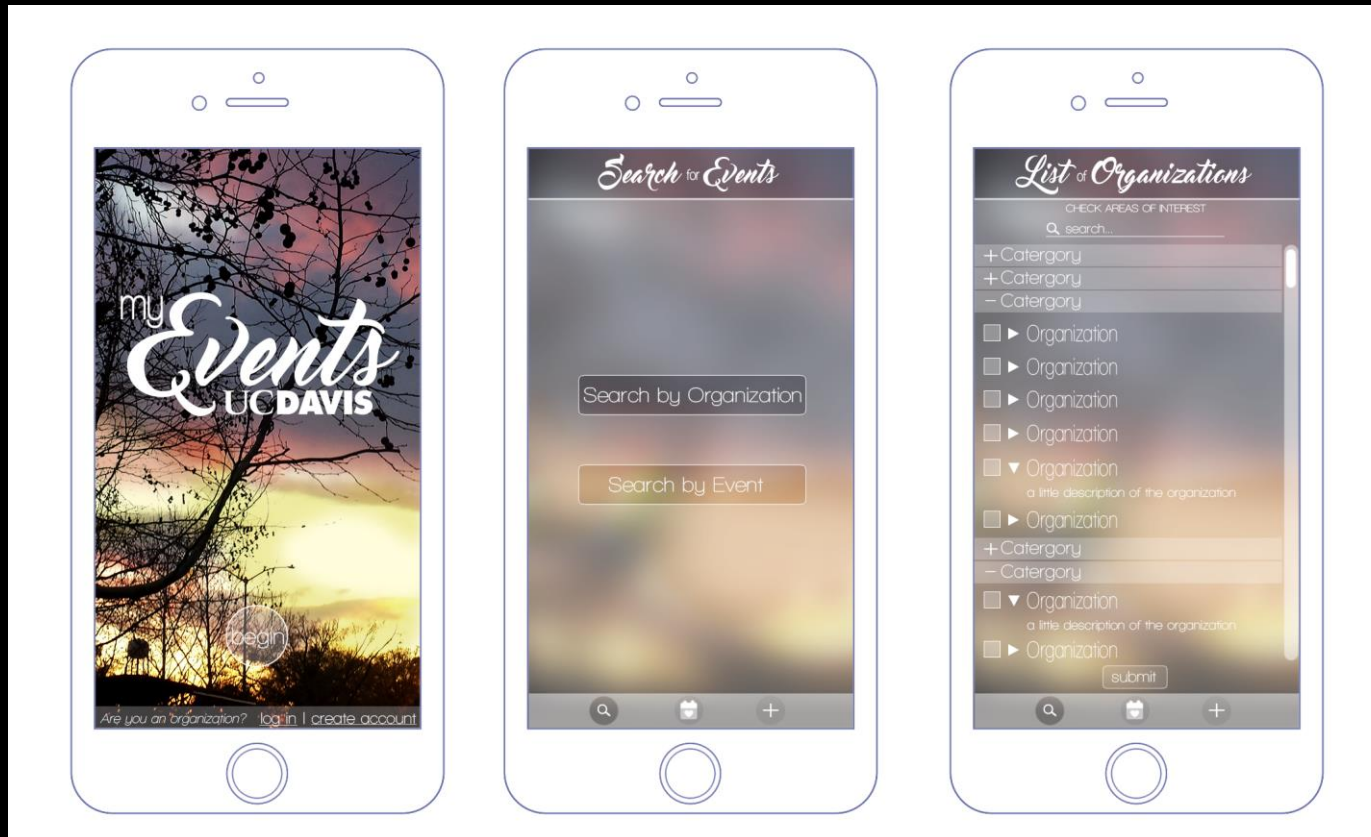
☐ > Organization

☐ ▼ Organization

A little short description on this organization goes here

Submit

# FINAL COMPOSITION



# AUDIENCE TEST

Tasks to do:

- 1) Use search tool to find an event.
- 2) Look at an event on your calendar.
- 3) Find where to add an event.

Questions for the User:

- 1) Was the navigation easy to understand?
- 2) How was the flow of the pages?
- 3) Was there anything that seemed confusing or misplaced?
- 4) How is the layout of each page?
- 5) Is there anything that you would want changed?





# AUDIENCE TEST RESULTS

- change some parts of the layout in each page
- make the title of each page easier to see and readable
- fix the submit and reset buttons
- change the calendar icon