



# VISUAL STSTEM FOR ORIENTATION EVENTS

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# The Challenge

A new school year is approaching and the orientation team is looking to you for some design expertise.

Design an experience for students to discover orientation events and craft a visual system to accommodate different types of events: sports, music, visual arts, social groups, and volunteering events. Provide high-fidelity mocks for searching, browsing, and viewing the details for these different events.

# Interpretation and Constraints

- **User: Students**
- **Topic: Orientation events**
- **Design space**

Must craft a visual system to accommodate different types of events and provide high quality mocks

- **Functions**

Must include searching, browsing, and viewing the details

# User Research

Conducted an interview with two Yonsei students, one from class of 2019 (A) and one from class of 2020 (B).

## Findings

- Students find information about orientations/student clubs through school websites, club fairs, and Everytime (college community application).
- In the case of club fairs, interviewee A felt embarrassed to approach the booth and ask for information. She wished there was a booklet explaining the club activities and orientation events.
- In the case of school websites, interviewee A felt like it was hard to browse and search for information in school websites. Also, she said that the websites did not include information about small and informal clubs.
- Interviewee B said that she often missed the orientation events because the dates were different for every club, and it was hard to keep track of them.
- Interviewee B felt the lack of visual aid in school websites, as club fairs were cancelled due to COVID-19.

# Design Goals

Allow new students to **browse** through all orientation events with **visual aid** and  
**keep track** of the schedule

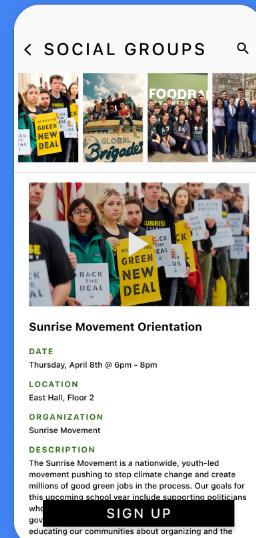
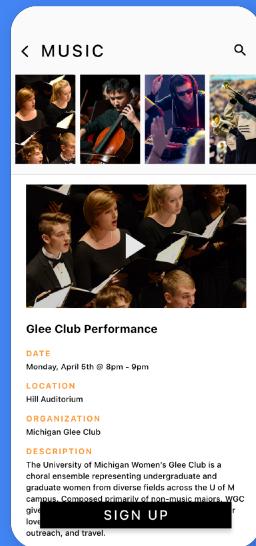
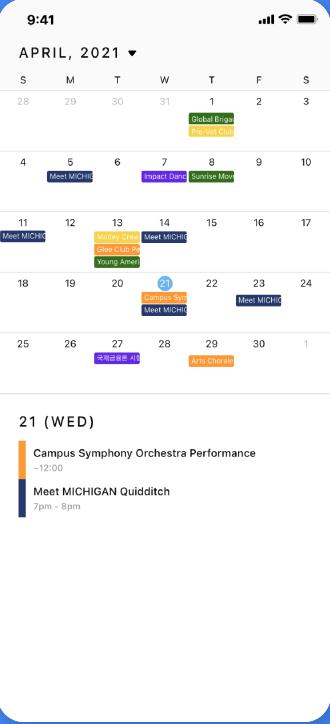
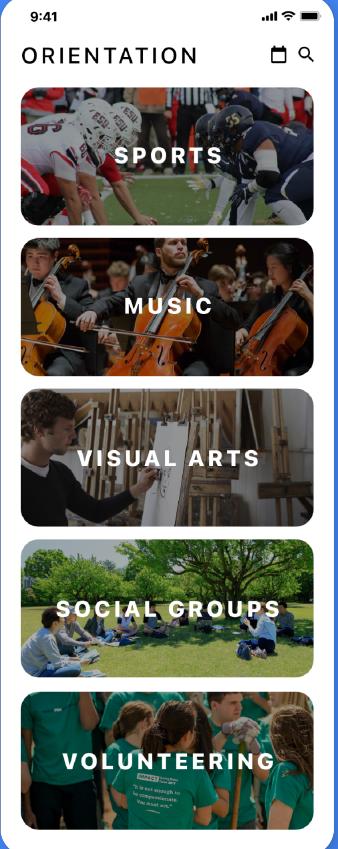
## Design Solution

- Design space: mobile pages that can be added on to an existing application

Students would not both to download another app for browsing through orientation events, so I designed mobile pages that can be added on to an existing official application that students use.

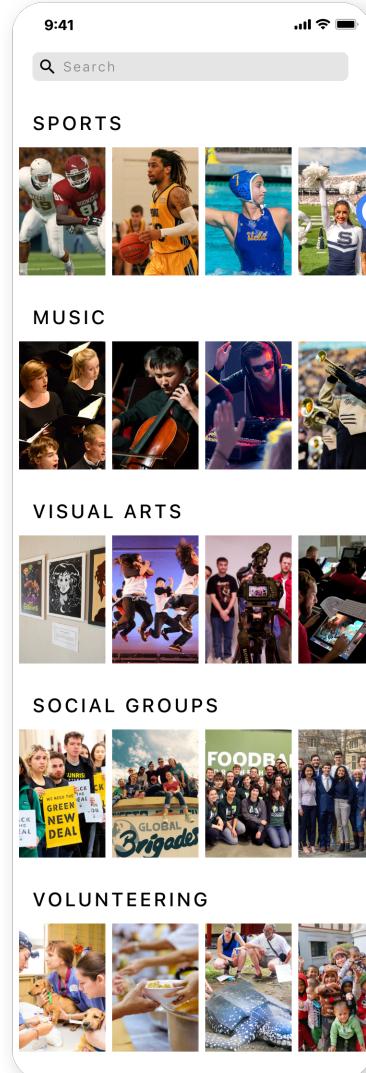
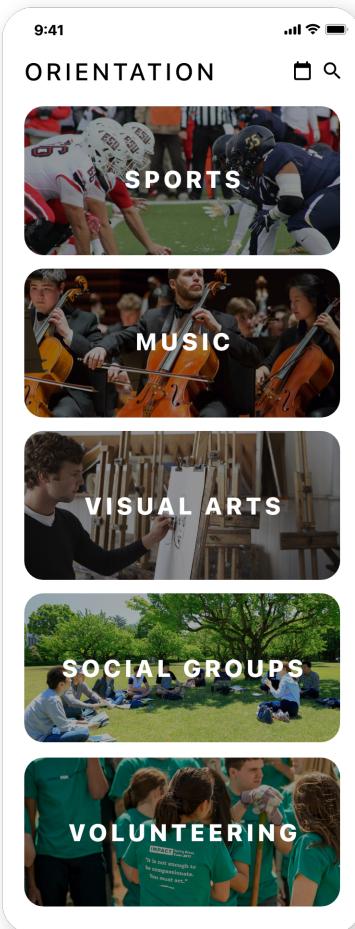
- Features: Browsing, Searching, Event Schedult

# High-Fidelity Mockup



# Design Rationale

## Home Page



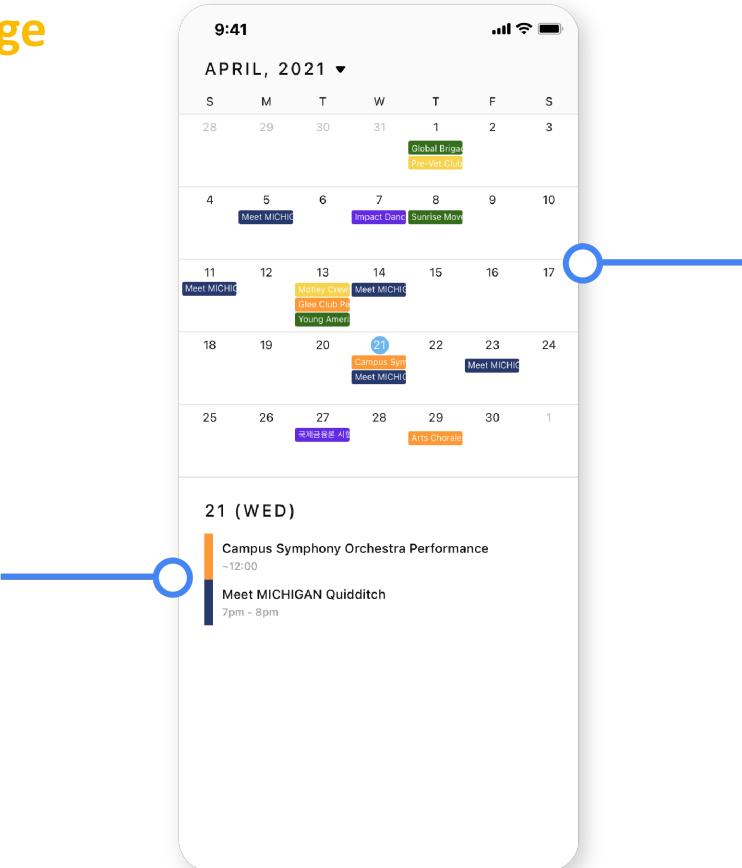
Users are able to scroll through orientation events in each category

## Search Page

# Design Rationale

## Calendar Page

Categories are indicated through assigned color codes

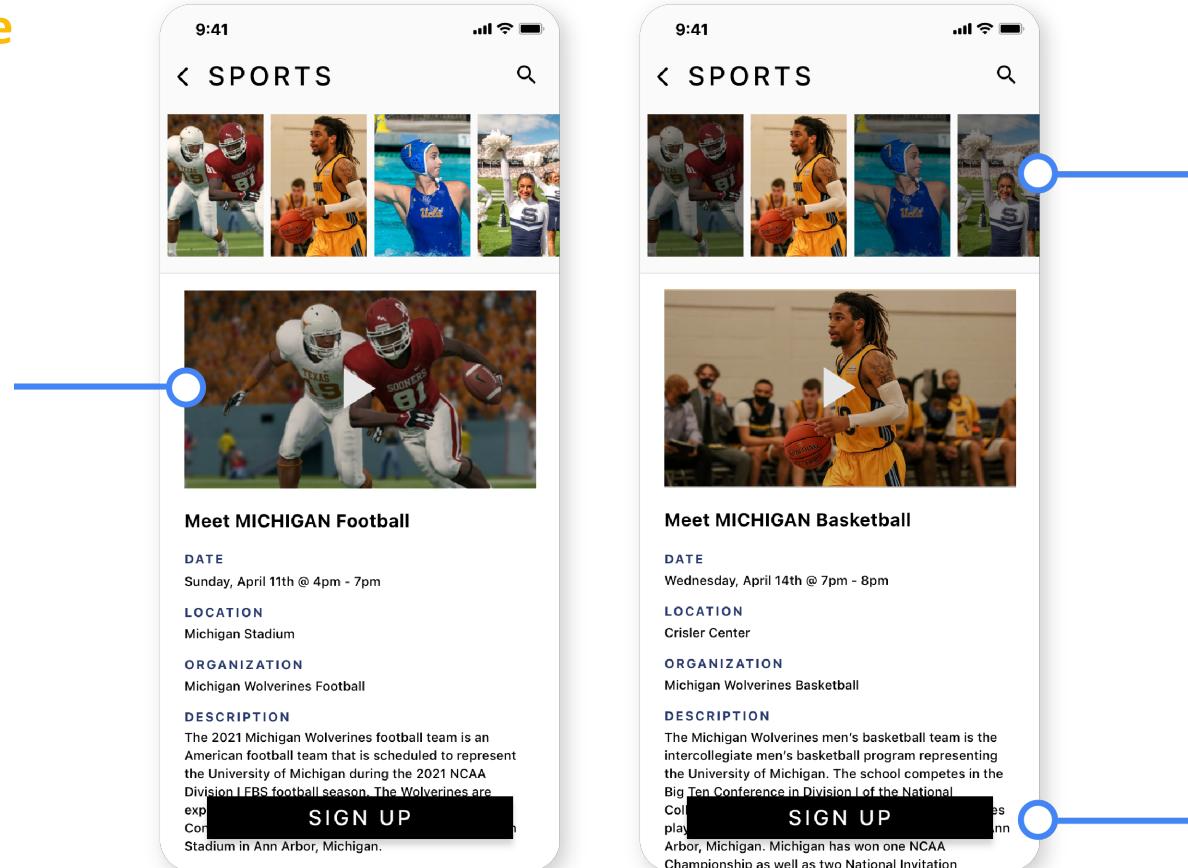


Users keep track of orientation events through the calendar function

# Design Rationale

## Details Page

Videos are provided for better understanding of club activities



Users can scroll through orientations events in sports category and click on the image to view details

Users can sign up for orientation events through the signup button