INFO2222 Mini-Assignment for Module 3 – Design and Implementation

Your aim is to create an information architecture to support a mobile app for USYD students containing data on things such as campus maps & directories (outside for each building, inside for each room), restaurant opening hours, quiet study locations, student society meet-ups/sports/activities, etc. Brainstorm a more specific list of 20 elements, which you will use for your card study.

<u>list of 20 elements:</u>

--fisher library

--Wentworth building

--society meet up times

--welcome week

--restaurant opening times

--Herman's bar

--transport options

--eastern avenue

--water refill stations

--study help

--labs

--student timetable

--Usyd gym membership

--lecture theatres

--campus atm locations

--usyd shops

--usyd accommodation options

--usyd colleges

--sci tech library

--law library

--usyd staff

--campus maps

--usyd news

1st participant:

The first participant was told to make a series of categories and subcategories that could be applied to each element of the list above, with no restrictions applied, i.e was a fully open study. The first participant came up with the following categories and subcategories. In the description below:

University Facilities:

Libraries:

--fisher library

--sci tech library

--law library

Buildings/locations:

--Wentworth building

--Herman's Bar

--eastern ave

Accomodation:

--usyd accommodation options

--usyd colleges

Labs

Tutorials

Lecture Theatres

University Events/Societies:

Societies and Meet ups

Welcome Week

University Utilities:

--water refill locations

--usyd gym memberships

--ATM's around campus

--university shopping

University Help/Info:

--study Help

--student timetables

--Usyd staff

The first student seems to have used a small number of categories with a few subcategories to condense the list into something more organised and simpler looking.

The second participant was also told that when given the list of categories that they could come up with categories and if needed subcategories to group the things in the list together and the response was:

University Events

--welcome week

Transport

--transport options

Libraries

--fisher library

--sci tech library

--law library

Theatres

--lecture theatre

Gym Memberships

--usyd gym memberships

University Classes

--labs

University Aid

--study help

University Water Bubblers

--water refill stations

University Roads

--eastern avenue

University Buildings

--Wentworth building

Bars and Restaurants

--hermans bar

Residential Buildings

--usyd colleges

--usyd accommodation options

University Staff

--usyd staff

News

--usyd news

Shops

--usyd shops

Times

--society meet up times

--restaurant opening times

--student timetable

Maps/Locations

--campus maps

--campus atm locations

In the second participants open study they did very differently to the first participant opting to have no subcategories and choosing to have only things that were very similar grouped into the same categories thinking the more the easier to navigate.

For the third participant when given the list, I also decided to carry out another open card sort. This was because of the previous 2 attempts in an open study were very different and a third trial would give further and hopefully clearer insight to the way in which students would group the categories together. The participant was told that they could use as many categories and subcategories as they want to group the list as well as they thought they could. The results of this participant were as follows:

Public Utilities:

Buildings:

--fisher library

--sci tech library

--law library

--Wentworth building

--Eastern Ave

Accomodation:

--colleges

--accommodation options

Water Refill locations

ATM's around campus

University Resources:

Labs

Tutorials

Lecture Theatres

Study Help

Student timetables

Usyd staff

Leisure Facilities:

Bars/Restaurants:

--herman's Bar

Gym Memberships

University shopping

The third student decided that the best way to categorise them was to choose three broader categories and categorising them under each one, adding sub categories if they needed to make a more obvious categorisation for part of the list. I think it is interesting that the student made an extra category for Herman's Bar as he didn't feel that it would come under the "leisure" description that he had previously defined, indicating that the student recognises that there could be many more to be added to that category.

In the 4th trial I decided that this would be the closed version in which i would give the participant categories to sort the elements in the list into. I decided to use the categories of the first student as it was somewhat in the middle of the three, having more than trial number three but much less than trial number 2. So the categories given to this participant were: University Facilities, University Events/Societies, University Information, and University Utilities. The results of this trial were as follows:

University Facilities:

--fisher library

--Herman's Bar

--eastern ave

--water refill

--labs

--Wentworth

--lecture theatres

--sci tech library

--law library

University Utilities:

--study help

--gym memberships

--atm locations

--shops

--accommodation

--colleges

Uni Events/Societies:

--society meet up times

Uni Information:

--welcome week

--restaurant open times

--transport options

--student timetable

--staff

--campus maps

--news

So an interesting thing about this one is that the participant only decided to use the category Events/Societies one time, making it not an overly useful category, however without the use of sub categories some things look a little out of place, however there maintains a consistency of grouping of some items in the list which shows that through all the students trailed would most likely follow the same thinking pattern when looking through the categories to find what they were after.

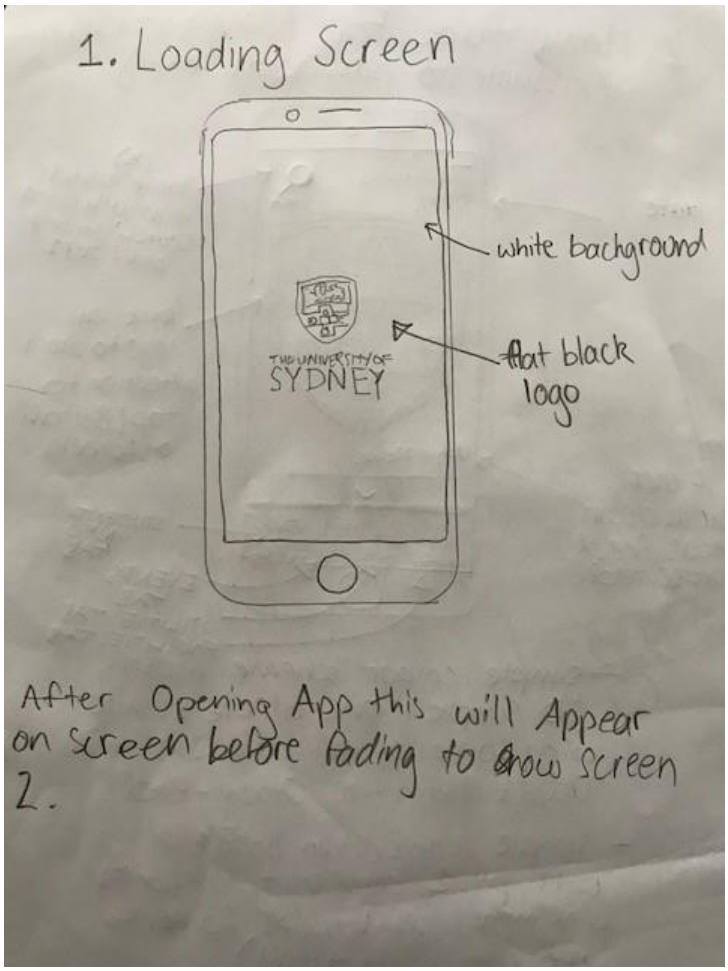
PART 2 : Designing a prototype.

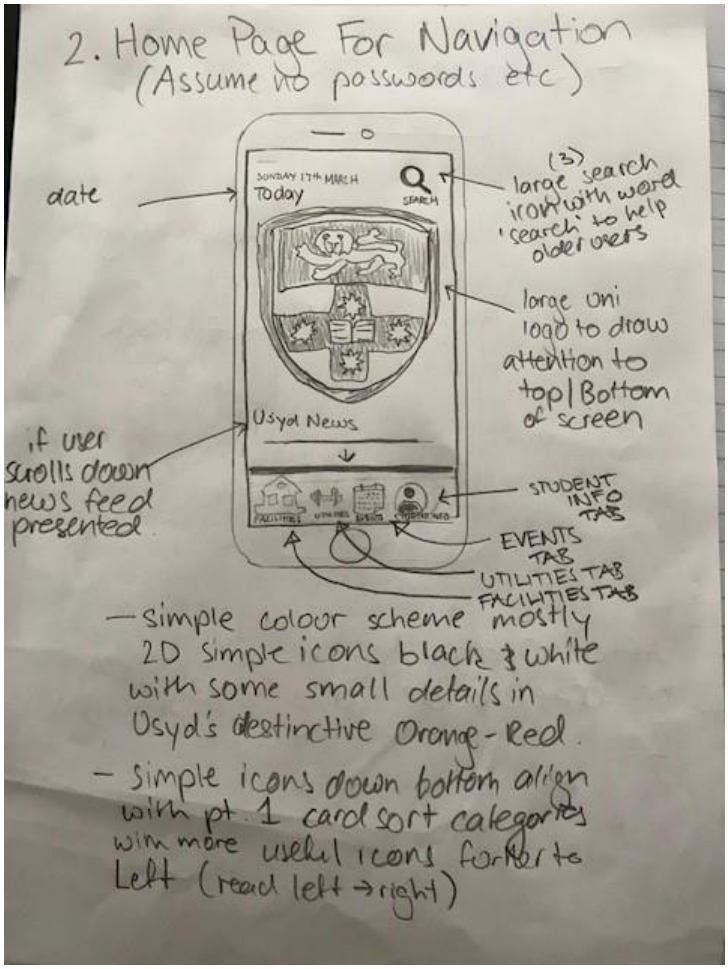
Through phase one of this experiment, we saw that certain categories got grouped together in the same place with the majority of people opting for less broader categories over more. When considering the design for the app coming up, it is recommended to look at some of the mobile UI's you enjoy using, When thinking about this I listed off the following; apple music, Spotify, apple's photos & app store application along with Instagram. All these UI's have a similar way in which thier data is organised with categories along the bottom of the screen close to where the users thumb will normally be resting. These are almost always restricted to 5 categories max, with further sub categories becoming available when these broader categories are accessed which can be exemplified when considering the app store the bottom of the page has 5 categories in a bar along

the bottom; 'today', 'games', 'apps', 'updates', 'search'. When you access one of these categories for example 'games' you will see further categories come up on the screen including things like 'classic card games', 'top payed games' etc.

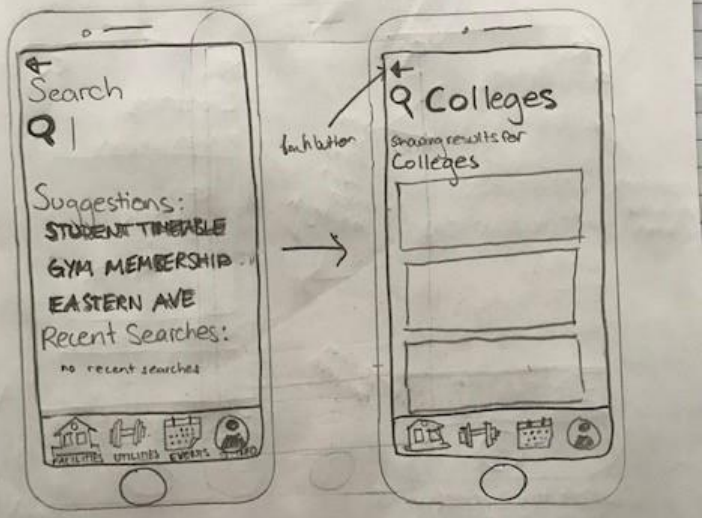
Considering the success of these platforms and the widespread knowledge of how this system works, along with the added benefit of a crossover in consumer identity (uni students), it makes sense that the uni app being prototypes takes some inspirations from UI's such a those listed above, however it should be noted that there is a difference in purpose that the app will be built for.

Taking from this, the following pictures depict a paper prototype for the Uni of Sydney app, with the categories grouped according to how the majority of participants grouped the categories.

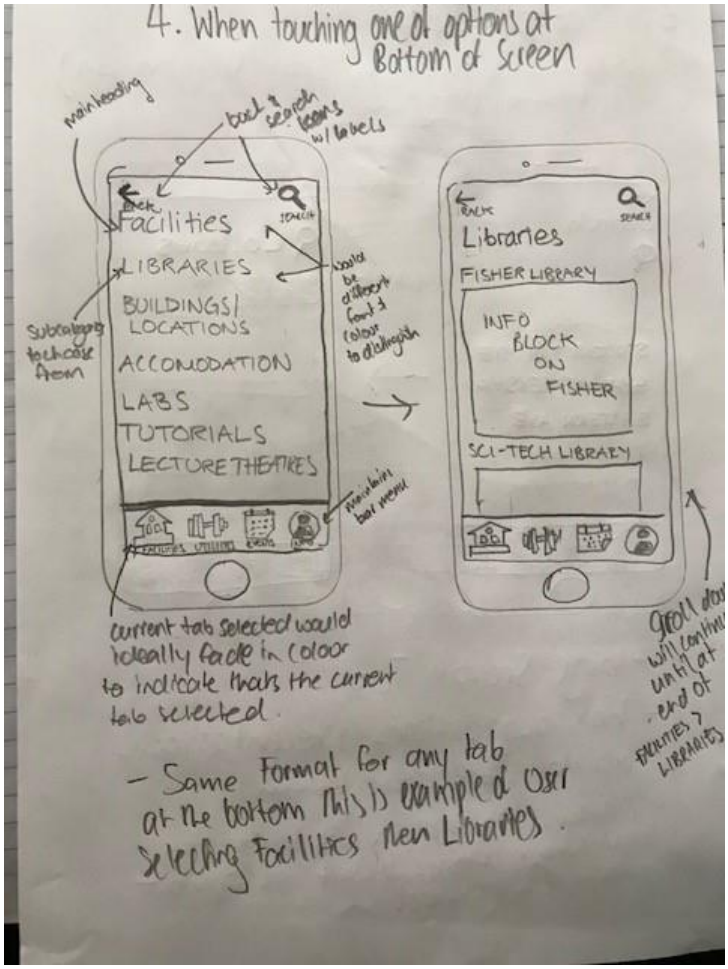



2. Home Page For Navigation
(Assume no passwords etc)
date
SUNDAY 17th MARCH
Today
SEARCH
(3) large search icon with word 'search' to help older users
large uni logo to draw attention to top/Bottom of screen
Usyd News
if user scrolls down news feed presented
STUDENT INFO TAB
EVENTS TAB
UTILITIES TAB
FACILITIES TAB
- simple colour scheme mostly 2D simple icons black & white with some small details in Usyd's distinctive Orange-Red.
- simple icons down bottom align with pt. 1 card sort categories with more useful icons further to Left (read left → right)

(Accessed through Search icon on) home page



- large Search Text
- has suggestions & recent searches
- maintains bar down bottom
- maintains 2D flat display with bolding and colour scheme of Black & White with important parts in Lloyd Orange.


4. When touching one of options at Bottom of Screen
main heading
back & search icons w/ labels
Facilities
LIBRARIES
BUILDINGS/ LOCATIONS
ACCOMODATION
LABS
TUTORIALS
LECTURE THEATRES
subcategory to choose from
would be different font & colour to distinguish
main tab bar menu
current tab selected would ideally fade in colour to indicate that's the current tab selected
Libraries
FISHER LIBRARY
INFO BLOCK ON FISHER
SCI-TECH LIBRARY
- Same Format for any tab at the bottom this is example of User selecting Facilities then Libraries.