

UQ LYFE

- The Barnabees

The Domain

Involvement in a community can be one of the most gratifying experiences of a person's life. However, in this frantic day and age, communities are becoming increasingly sparse. Whether it's interests, location, or communication platforms, coordinating and incentivising community action is more challenging than ever. With so many people in the world, nobody should feel left out.

The Challenge We're Addressing

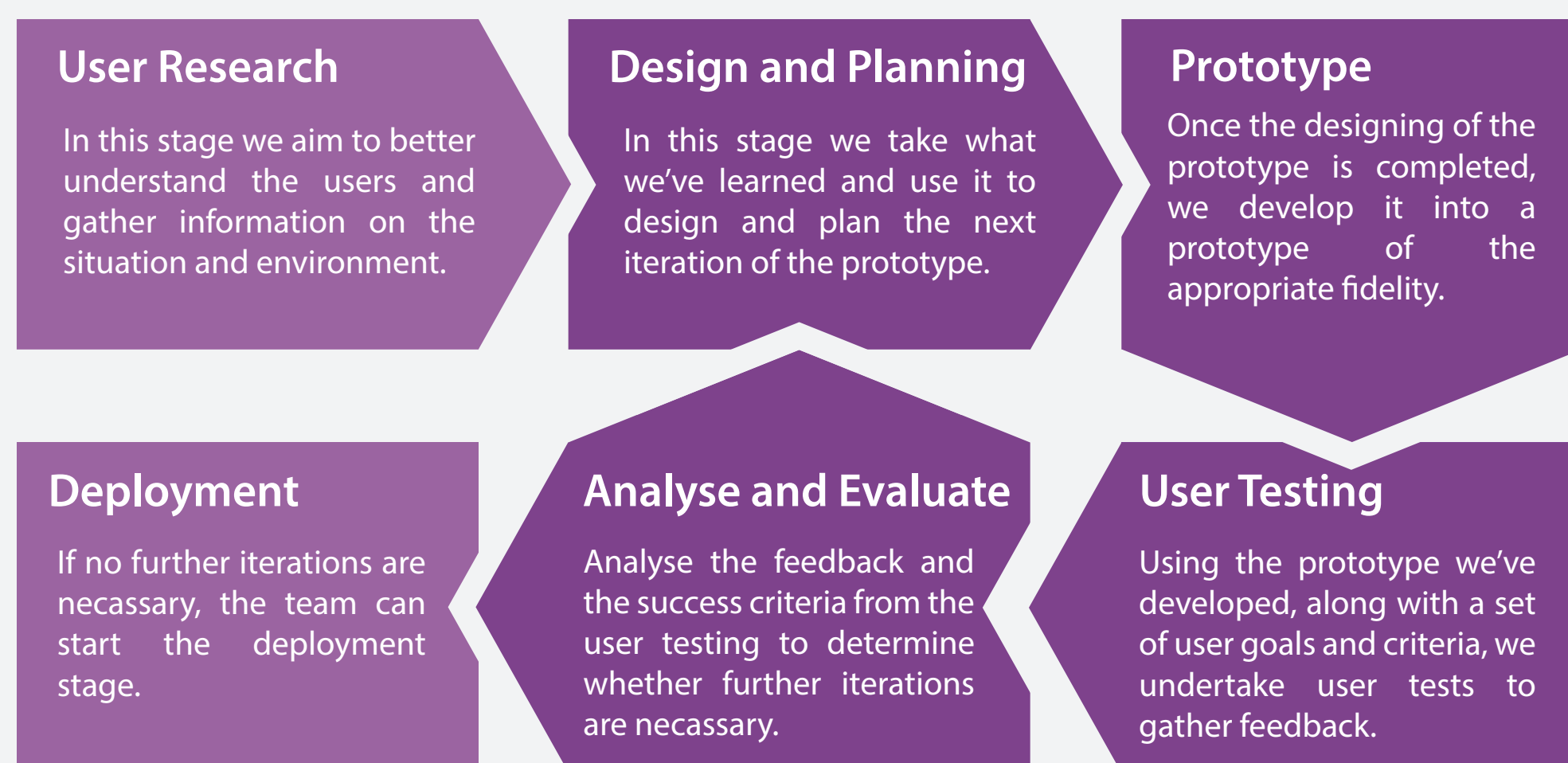
User research indicated that a prevalent amount of university students aren't involved with activities and social events around their campus. The cause for this lack of engagement can come down to a variety of issues, such as a lack of personal motivation or a lack of awareness. This disconnection could also stem from a lack of incentive to participate in activity outside of their classes.

Currently, students are starved of a unified and central platform to coordinate and organise campus events. Most students engage with University activity through society email lists, posters, Facebook events or word of mouth. Whether it's strict news feed algorithms or just a contemporary laziness towards email usage, the inconsistent use of these platforms leave many events elusive to the community at large. Ultimately, this leaves many students unaware of or deterred by activities because of the inconvenient process required to attend them.

Ideal Solution

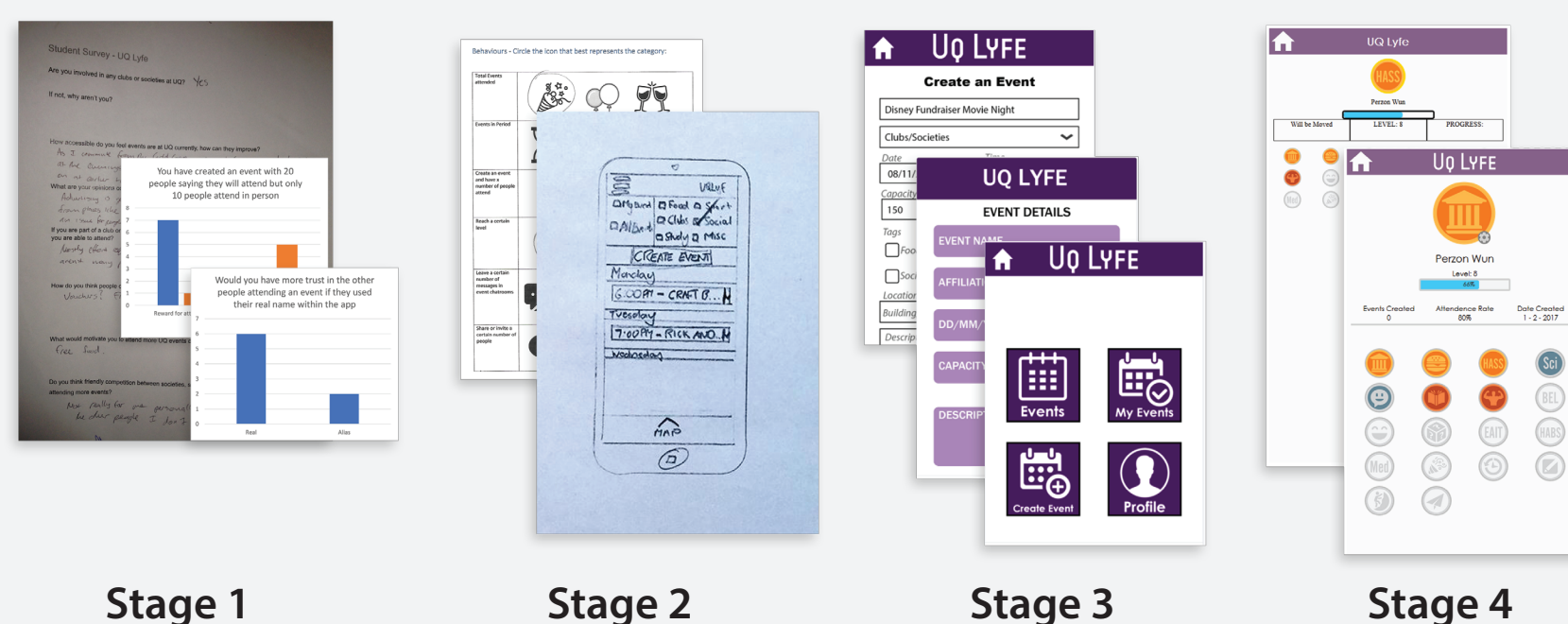
An ideal solution is a central platform that everyone at the University of Queensland uses and is kept up to date by. Such a platform would eliminate the requirement of external social software to create and explore campus events. Coordination of all event services on said platform, allows for extended features, such as any action pertaining to events would occur on this platform whether that is creating events, finding events, collaborating on events, or anything else. With the entire university's eyes on a singular platform, advertising for events should be much more effective, and participation at events should be much higher as well. Overall awareness of what is happening on campus would be much improved. A solution like this would help enhance the entire university community.

Design Process



Design Iterations

We are currently finalising the 4th major iteration involving the testing of complex, high fidelity interactions. This follows the initial major iterations of **Stage 1 - User Research**, **Stage 2 - Paper Prototyping** and **Stage 3 - Testing Basic Interactions with Invision**.



Current Solution

The current solution is a unified platform that supports the creation of events, finding of events, and a badge system to indicate authenticity and achievement of users. The user is able to see what events are happening currently upon the initial opening of the application. From this point users are able to sign on to those events or choose a separate action from the taskbar at the bottom of the screen. Creating events is a simple 3 step process that anybody can take advantage of. Finding events has been simplified with the use of tags to filter types of events the user desires.

Badges are earned by completing certain tasks or reaching particular milestones on the platform. Each badge earned can then become users' icon so they can show off their achievements while also displaying their interests to others using the platform.

Moving Forward

Once finalising this stage, we need to evaluate and plan the next iteration of **Stage 5 - Complete Implementation**. This involves building the application into an actual mobile application, complete with front and backend functionality, and automated unit testing. This major iteration marks the final iteration before preparing and undertaking the deployment phase.

