



# Collaborative App Development Studio

Diana Milena Galindo

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# 1. Introduction

## Motivation and objectives

The following project explores the development of an application for the Arts Student Union. Starting from the concept of ‘community as sentiment’ (Simpson, 1937) rather than merely ‘locality’ (Clark, 1973), the application brings together a community that can live online and offline. The application pretends to meet the innate human need for belonging and significance, allowing students to connect with each other through communities where they share interests.

This tool caters to two main users: The UAL student that wants to be part of a community (either a society or sports club), and the UAL student committee member, who is responsible for running a community within the Student Union.

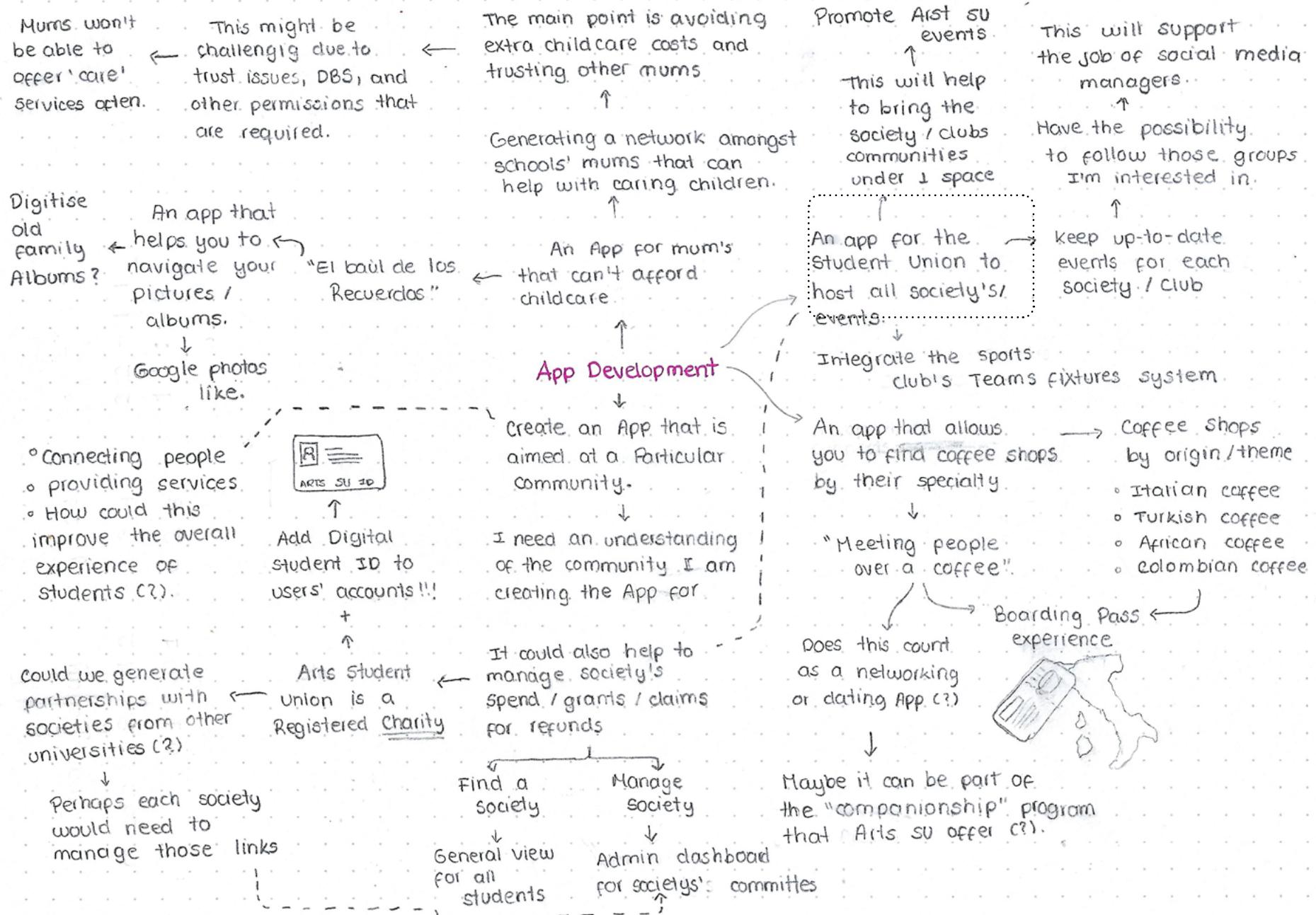
### **Objectives:**

- To bring together the UAL student communities under one space, avoiding the use of multiple channels that cause ineffective communication and engagement.
- To ease the management of a society or sport club
- To speed up the communication and procedures between the Student Union and the committees.
- To build a strong platform for UAL students where they can find out all about the communities they can be part of.

# **2.** Research process

- 2.1** Brainstorming mind map
- 2.2** Relevant readings and data resources
- 2.3** Competitor Research
- 2.4** Exploring Design Fiction

## 2.1 Brainstorming mind map: exploring app ideas



## Chosen App idea:

An app for the Arts Student Union which helps to host all the Sport Clubs and Societies within one place. The idea comes from our own struggles running the Computer Science Society, and all the different platforms we have to deal with to get our communications and finances across. This also got me thinking about the following:

- Sports societies not only have their own social media accounts, but they also need an extra app to track competitive play. This app is BUCS Play, which allows seeing fixtures, team line-ups, and leader boards.

It would be ideal to have all of these functionalities integrated within the 'Sports club' section of the app.

- The refunds, budgets, grants, and finances from the societies are still dealt with through email, excel trackers, and word forms.

Having a section that hosts all the financial procedures for societies within an 'admin section' of the app would probably help to speed the process and keep a cleaner record.

- Finally, adding a digital ID to the App, would facilitate the process of coming into campus/ attending fixtures (which require presenting your ID). If you don't have it physically with you, at least you have it on your phone!

## 2.2 Relevant Readings and Resources

### What is a community ?

Exploring 'The concept of community : a re-examination' (Clark, 1973).

**Community as locality:** sociologists have seen the importance of place, environment, or geography to understand the dynamics of a community. However, while we can say that communities are influenced by the place they live in, we would be wrong to assume that certain 'geographical units' are synonyms for 'community' (Clark, 1973). More recently, technologies have allowed communities to go beyond the physically engineered, thus expanding beyond the locality.

**Community as a social structure:** the concept of community is often looked at from the perspective of a social network of structures made of roles, status, and social classes. However, it is important to understand that associations or social relationships do not imply community (Heberle, 1937). In the studying of communities, it is also important to acknowledge how the individual sees and feels the social structure v.s how that social structure is pretended to be perceived (Mann, 1965).

## What is a community ?

**Community as sentiment:** when the concept of community is moved from the sociological point of view to a psychological study, it is understood to be a “complex of conditioned emotions which the individual feels towards the surrounding world and his fellows” (Simpson, 1937). The nature of community then is translated to the nature of human beings, where they grow and live within a community, where their bodies need the presence of others. The need for belonging.

**The essential elements of community:** deriving from the idea that a community can be addressed from sentiment, it is said that a sense of solidarity and a sense of significance are fundamental to any social system (Clark, 1973):

- **Solidarity:** refers to what MacIver has defined as “the feeling that leads men to identify themselves with others so that when they say “we” there is no thought of distinction and when they say “ours” there is no thought of division”
- **Significance:** people feel the need to fulfil a role and have a purpose within a community. They need to feel they have achieved and contributed.

## What communities am I part of?

Currently, I can identify myself as belonging to two wider communities:

**Community of Interest:** The undergraduate student community. Being a student and coexisting with fellow undergrad students allows me to understand first-hand the situations that a student confronts.

**Community -> Social Struct:** the Latin community, which is part of how I identify my ‘roots’ or cultural belonging.

## Creating an app for which community?

**Community of Interest:** The **undergraduate student** community, where we share beliefs, values and concerns.

I want to build an app for this community because being part of the struct allows me for a better understanding of the needs. The sense of belonging and access to the resources and the members also present a benefit for the development of a product.

## References

- Clark, D.B. (1973) "The concept of community: A re-examination," *The Sociological Review*, 21(3), pp. 397–416. Available at: <https://doi.org/10.1111/j.1467-954x.1973.tb00230.x>.
- Heberle, R. (1937) "The sociology of Ferdinand Tonnies," *American Sociological Review*, 2(1), p. 15. Available at: <https://doi.org/10.2307/2084562>.
- Mann, P.H. (1965) in *An approach to urban sociology*. London: Routledge, p. 113.
- Simpson, G. (1937) *Conflict and community; a study theory*. dissertation. T.S. Simpson.

## 2.3 Competitor Research: similar apps/services



### App availability



### Main concerns

- Quick creation of an App
- Develop a sense of community with high engagement.
- Handling of payments
- Privacy - student data is never sold/ shared
- Monetisation of adverts
- CDP certificates

**"Build your free community app in under 60 seconds  
Free for students and clubs worldwide"**

### Features

#### Event Booking and E-Tickets

- See e-tickets to members. Collect and receive funds (fees involved).
  - Setting up the number of available tickets.
  - Setting up maximum tickets per user.
  - Payments handled through the Stripe API.
  - Payments paid in within 5 working days.
- Alternatively, the app can direct members to the Union website from where they can buy tickets (no fees involved).
- Allows to set up reminders ('Remind me') and/or add to calendar.
- Group chats created instantly for every new event.

#### Instant Network

- Social network focused on the society. Members are not required to be on social media.
- Selection of Hosts/ Admins (committee)
- Private chat messages with end-to-end encryption and 'push notification' to anyone in your society.
- Create your profile with optional info, status and message.
- Creation of unlimited group chats moderated by admins

## Features

### Admin Management

- Choose hosts to be co-admins.
- Add your own bank account to receive the e-ticket sales money.
- Create free or paid events.
- Post new events and 'ads' with an instant 'push notification' to everyone. Adds can be linked to external websites.
- View all the ticket bookings and attendee list.
- View everyone who is interested in an event

### Certificates and Feedback

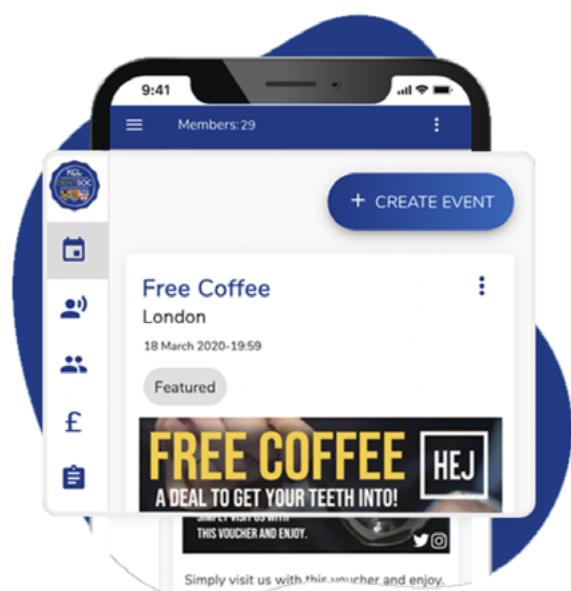
- Automated certificates of attendance.
- Show up to 2 speaked names and signatures on the certificates.
- Display lecture outcomes and objectives.

## App visuals

Homepage for main user



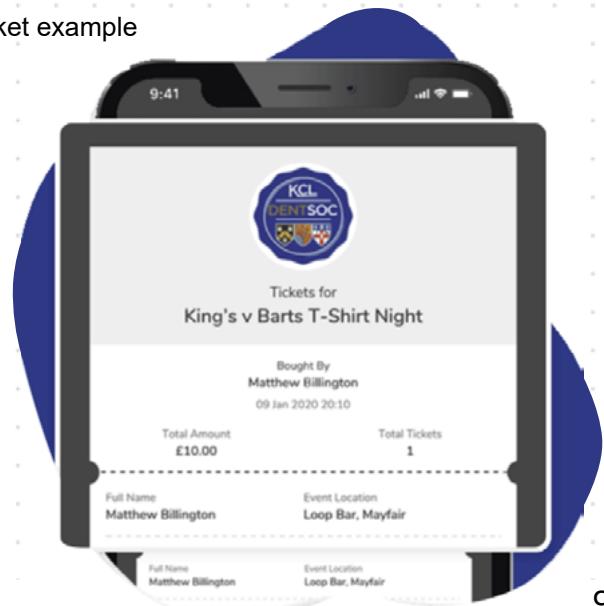
Editor main menu



Certificate example



E-ticket example





## App availability



To start the user needs to speak to an advisor or book a demo.

## Main drivers

- Develop a sense of community with high engagement.
- Boost retention and attract new members
- Monetising of ads to sponsorships.
- Social media diminishes the group's identity and adds noise to communications.

*"Whether your goal is to grow club memberships, boost engagement, or even raise funds we can help you achieve your mission"*

## Features

- The service offers the possibility to update any part of the app, with changes visible within 5 minutes.
- Share access to the App manager with the wider team.
- Secure - fully compliant with GDPR and encryption.

EdUnity offers customisation to the features of the app according to the nature of the society/ club. According to their data the most common requested features are:

- Analytics - so engagement can be tracked.
- Push notifications/ in-app mailbox
- Messages
- News
- Calendar
- E-Tickets transactions
- Photos
- Surveys - asking for feedback to members.
- 3rd Parties
- Monetisation of ads mainly coming from sponsors.

## EdUnity business process

### Learn Our Process

Scope and Evaluation: "How can we help you best?"

Discovery

Design Phase: "App Design and Development"

Design

Deployment: "How to implement and get your app out to members?"

Deploy

Budget and Sign-Off: "Let's get to work on your App"

Deliver

Distribution: "Publication to App Stores and Hand-Over"

Distribute

## Huzzle



### App availability



Available as a web app too.

This app combines job and internships search, societies, and events all in one.

### Main drivers

- Managing the society in one place.
- Social media is integrated rather than discarded.
- Collaboration with other societies and companies
- A pre-existing userbase of 20k students

**"Manage your society, all in one place. Host amazing events, manage your socials, collaborate with other societies and unite your community"**

## Features

### Event Booking

- Manage all your events within the platform (but not limited):
  - Integrate with Instagram, FB and LinkedIn
  - Post to multiple platforms at once
  - Send bulk messages to all attendees
- Personal QR code for events (e-ticket)

### Marketing

- Distribution to events not only to members but also to students that might be potentially interested in the event.
- Subscription to mailing list with automated email reminders.
- Sending bulk announcements to all attendees.
- **Access to 20k Students**

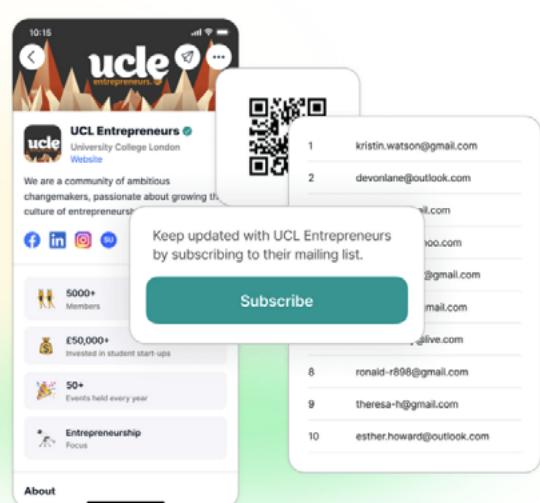
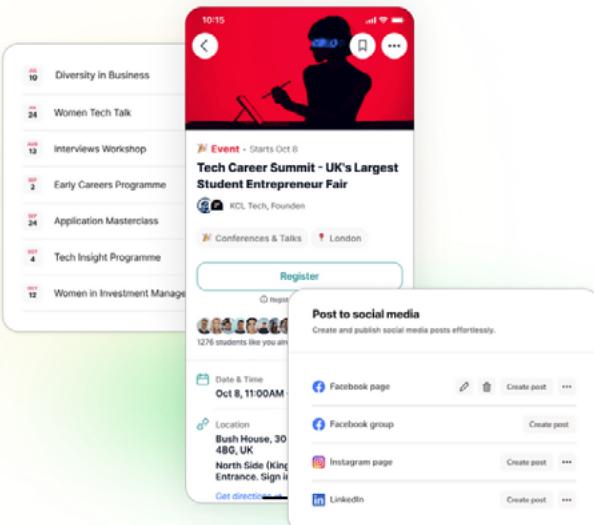
### Sponsorship

- Connect with interested companies for speakers & sponsors.
- Connect with curated companies
- Get inbound event requests

### Admin Management

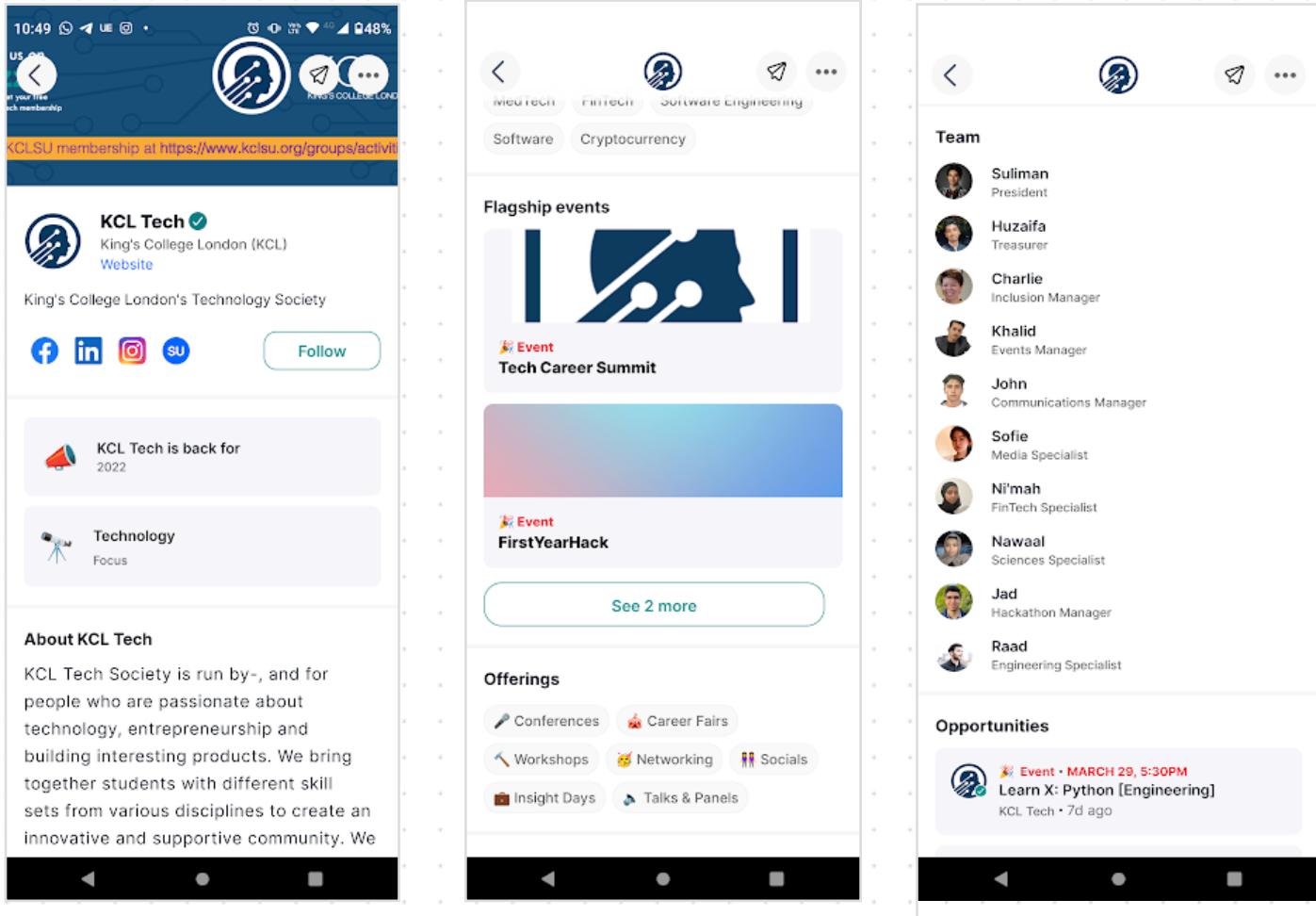
- Collect attendee information (year, degree, course)
- Track the number of subscribers

## App visuals



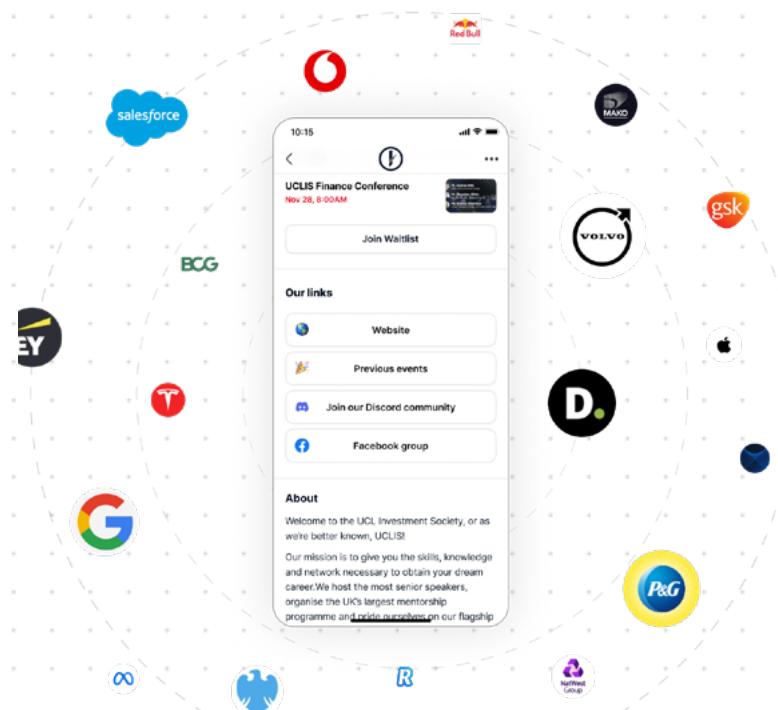
## Example: KCL Tech society page

The following images are examples of the page created within Huzzle. After browsing through different universities' societies, you enter a society's page and follow. Their page allows to find their social media, main events, committee, and send direct messages. You have to be part of their union to attend the event.



## COMING SOON FEATURE

The app will have a feature where the societies could connect with interested companies to find speakers or sponsors.



## SUMS



### Availability



This is a **management system** built for Student Unions.

### Main drivers

- Full system to control the Student's Union management:
- Communication from the Union's website
- Finances from the Union and societies.
- Elections, petitions, feedback, surveys.
- Incident management/ risk assessments.

## SUMS platform view

(There aren't examples on how the platform looks/ behaves)

**"The Students' Union Management System uses innovative technology to understand, organise, and utilise your student membership data"**

### Features

#### Knowing your members

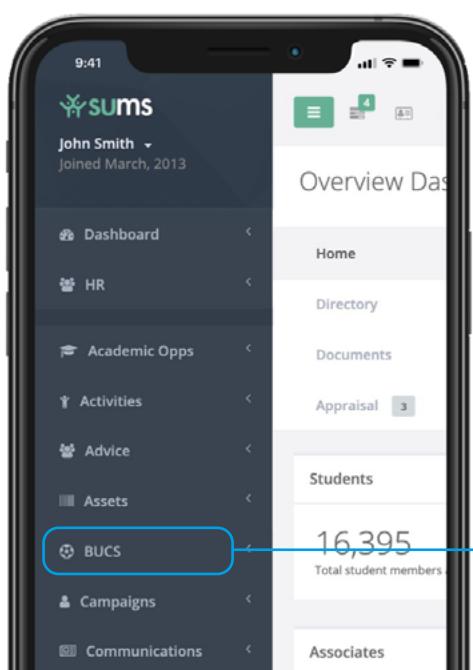
- Management of all student memberships (including associate memberships)
- Reporting module dedicated to track the engagement of associate members i.e Associate membership owners.
- Digital signage system to manage the media, scheduling, carousels and content from the Union's website.

#### Represent and advice

- Full management of elections. From nominations, to voting, and counting results.
- Offering members the opportunity to submit ideas.
- Creating roles that students can take part in and keep track who is in which role.

#### Running the Union

- Student dashboard from where societies and sports clubs can manage their own finances, submit applications for funding, etc.
- Centrally manage all incidents reports, as well as allowing societies to submit reports.
- Manage the Unions Finances, including weekly banking, transactions, money received/sent from/to societies.



In this view we can see that the Student Union has a dedicated section for the BUCS (sports section)

## Comparison between Apps/ Services/ What features do they have? How they differentiate from each other?

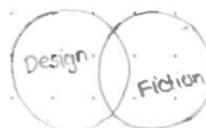
App / service features	Society	EDÜNITY	h	SUMS®
The app created is a “Stand-alone app” (doesn’t require access through a 3rd party)	✗	✓	✗	✗ management system
Allows setting up a branded app	✓	✓	✓	✗
Admin permissions (committee members)	✓	✓	✓	✗
Creation of events (free and paid events)	✓	✓	✓	✓
Push notifications for events to members	✓	✓	✓	✓
Mailing list for members that wish to subscribe	✗	✓	✓	✓
Reminders for events + add to calendar	✓	✓	✓	✓
Event bookings and selling of e-Tickets	✓	✓	✓	✓
Integration with social media	✗	✗	✓	✗
Targetting potential members (who have shown interest)	✗	✗	✓	✓
End to end messaging encryption and GDPR compliance	✓	✓	?	?
Certificate generator	✓	✗	✗	✗
Monetisation of Ads in app	✓	✓	✗	✗
Analytics	✗	✓	✓	✓
Pre-existing student user base	✗	✗	✓	✗
Connection with companies (for speakers/ sponsors)	✗	✗	✓	✗
Finance manager/ dashboard	✗	✗	✗	✓
Student/ Committee elections manager	✗	✗	✗	✓
Risk management applications tracker	✗	✗	✗	✓
Allowing feedback/ submission of ideas from members	✓	✓	✓	✓
Integration with other apps (such as BUCS)	✗	✓	✗	✓

## 2.4 Exploring Design Fiction a technique for ideation of application features

**Design Fiction:** "it is the deliberate use of diegetic prototypes to suspend disbelief about change"  
by Bruce Sterling

Design fiction allows for the ideation of objects or designs that have a role in possible futures. However, the object itself isn't the protagonist, but rather part of that possible future, which have a social and political context.

### Methodology and Process



what if Questions	Diegetic prototypes	Debate generation
<ul style="list-style-type: none"><li>Making use of speculation and questioning how our society will look like.</li><li>Take into account the new morals and values of this society.</li></ul>	<ul style="list-style-type: none"><li>The speculative future is made tangible through objects or designs. Such designs are the reflection of the place they live in.</li><li>These prototypes part from logic / present scenarios.</li></ul>	<ul style="list-style-type: none"><li>Diegetic prototypes as artifacts of possible futures are effective debate starters because they touch on complex subjects such as:<ul style="list-style-type: none"><li>- Transhumanism / AI</li><li>- Data / biotechnology</li></ul></li></ul>

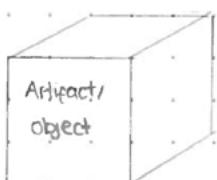
### Prototype ≠ Diegetic prototype

Prototypes alone might be presented as artifacts with coherent functionality, yet they might disregard the social value they hold or will hold. (Blecker, 2018)

A diegetic prototype allows for conversations, because the artifact alone isn't enough. The story, the narrative, the social constructs is what shapes the object, and it places its importance in its role with society.

### "Archaeology for the FUTURE"

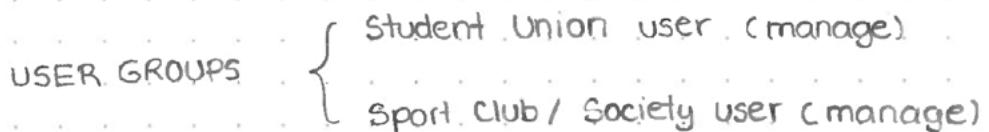
- objects expose and tell the stories of those who used them.
- They pretend to capture the full context of our current living conditions, therefore they can also predict future conditions



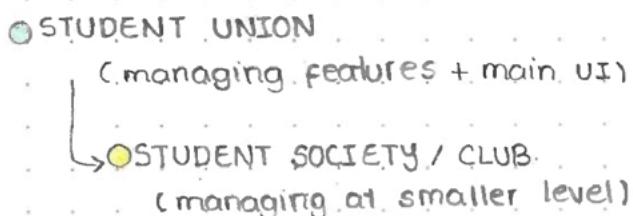
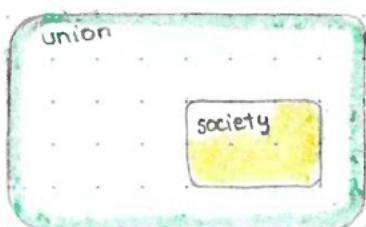
- Setup narratives around the subjects
- what was important?
- what was the social structure?
- How did the government worked?

## Applying Design Fiction

After exploring the concept of Design Fiction, I used some of its tactics to brainstorm about possible features that could differentiate my app from the competition. To do so, I have identified the **app's user groups** and I have placed them within a **near future context**. I also explore how the app might fit within their routines, and within the **needs** that will exist at that time.



## PRODUCT HIERARCHY



DESIGN FUTURE → features needed in this possible future.

Possible social climate

- > Acceptance of AI and the services driven by it. (Legislation around it)
- > A greater concern for sustainability / environment issues
- > Wider use of wearable technology
- > Cryptocurrency replacing conventional banking
- > Rise in demand for Green skills in almost all industries
- > Social media transcending the physical → Holographic interactions
- > Invasive advertising through the development of new media
- > An increasing concern with mental health. (strengthen the mind)
- > Full technological globalisation (including remote / wild areas)
- > More people having access to higher education. (if not everyone)
- > Skillful workforce / non skilled jobs will be automated

## PLACING THE SUBJECT IN THAT NEAR FUTURE

- > A user concerned and better informed about privacy and their data
- > The user doesn't need a physical space to meet others (always)
- > The user relies on technology yet they appreciate mental health
- > The user gives for granted the sustainability / social responsibility of the products (it must be in there)
- > The user has a tight schedule yet it has a good balance between work / education and social aspects of their lives

## STUDENT UNION USER

### Morning

- > Has breakfast and does some meditation.
- > Working from home
- > Attends "morning meeting" to update with the SU.



- > Has lunch and goes for a walk
- > Dedicates time to meet committees
- > Block the last part of the day to manage admin tasks.



- > Sometimes attends events organised by societies / sports clubs
- > Exercises and goes home.

## SOCIETY USER

### Morning

- > Has breakfast and goes to class. (would people physically attend ???)
- > Mindful commuting.
- > Attends collaborative class (hybrid).

### Afternoon

- > Has lunch with uni friends.
- > Attends SU related online meetings.

>

### Evening

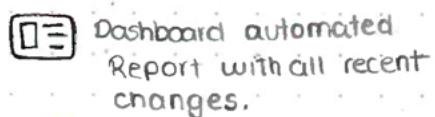
- > Gets ready for society social
- >

## COMMUNITY OFFICER

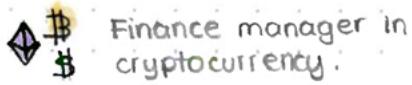
### BACKGROUND

- Recent graduate
- Passionate about people and togetherness
- Highly organised
- 27 years old
- Busy on meetings / events
- Drives inclusivity and accessibility
- Practices the Pomodoro time management technique

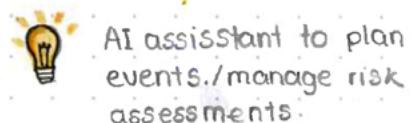
### USEFUL FEATURES



- Dashboard automated Report with all recent changes.



- Finance manager in cryptocurrency.



- AI assistant to plan events / manage risk assessments.



- Tailored training for committees and "self-development".



- Omnichannel meetings / events



- Elections manager

### BACKGROUND

- Major in Sustainable Computing Design
- 20 years old
- Living in the UK yet from a mixed background.
- Has been studying at uni / undergraduate level
- Loves planning and organising events.
- Relies on technology
- Often involved in academic activities.

### USEFUL FEATURES



- Interconnection of different unis / societies.



- Omnichannel user Attendance (events)



- Cryptocurrency payments



- Achievements linked to relevant online CV's



- Integration with wearable tech



- Tracking of environmental impact



- Mental Health exercises



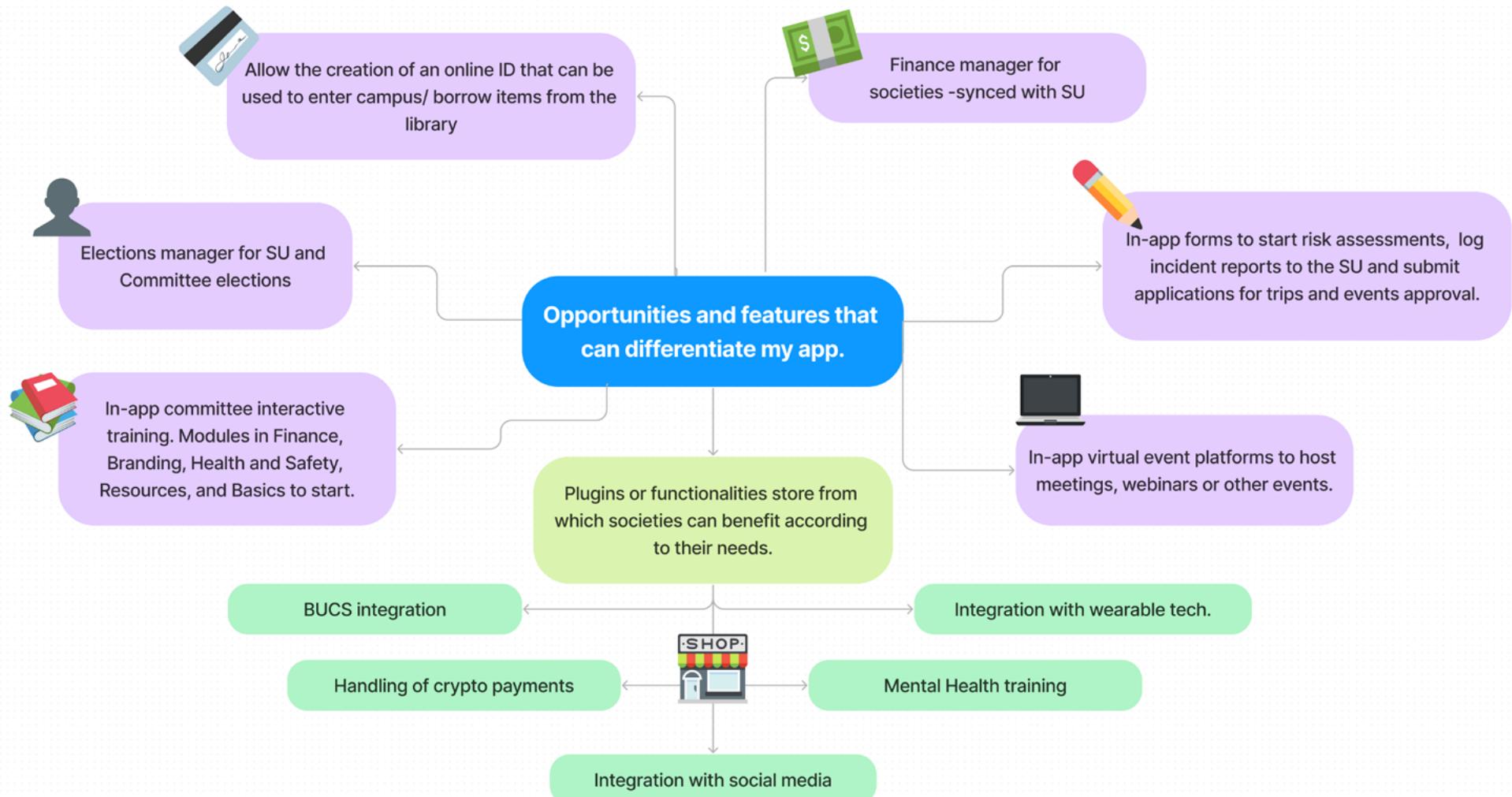
- Access to all university unions / societies



- Loyalty scheme (strategy to keep people coming)

## 2.5 Research Outcome How can my app differentiate from the competitors?

From the research, I was able to identify '**must-have**' features for societies and sports club apps. Many of them focus on engagement, events management, and in-app ticket purchases. While some apps exploit the reach that social media offers, some others consider them noise and a distraction to the user. There's also the idea of monetisation of ads to bring in funds from sponsors, and a real concern to communicate the app's commitment with GDPR and privacy. There is definitely opportunities to improve the management of the communities, and improve the communication between Student Union and Societies/ Sports clubs.

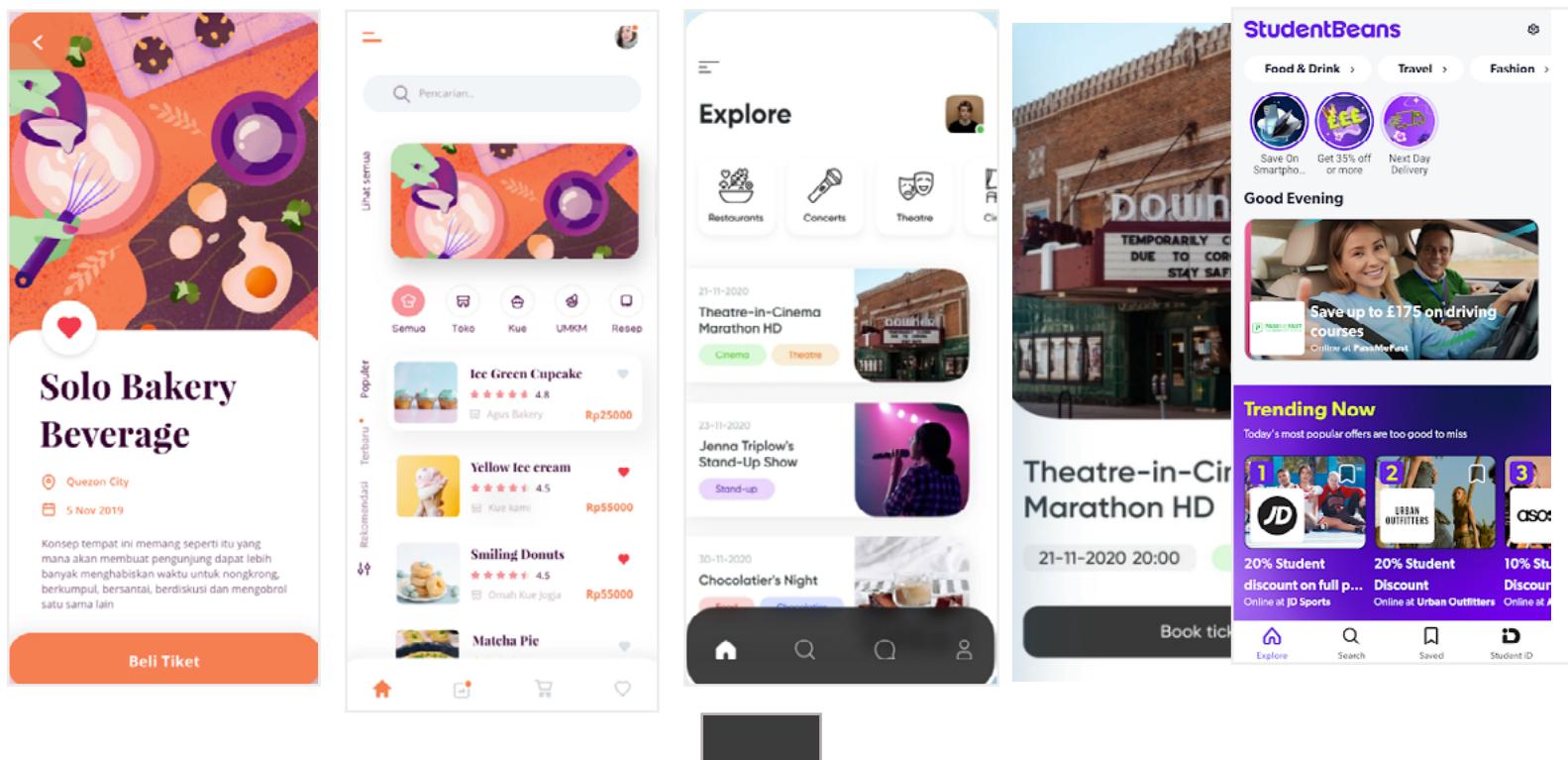
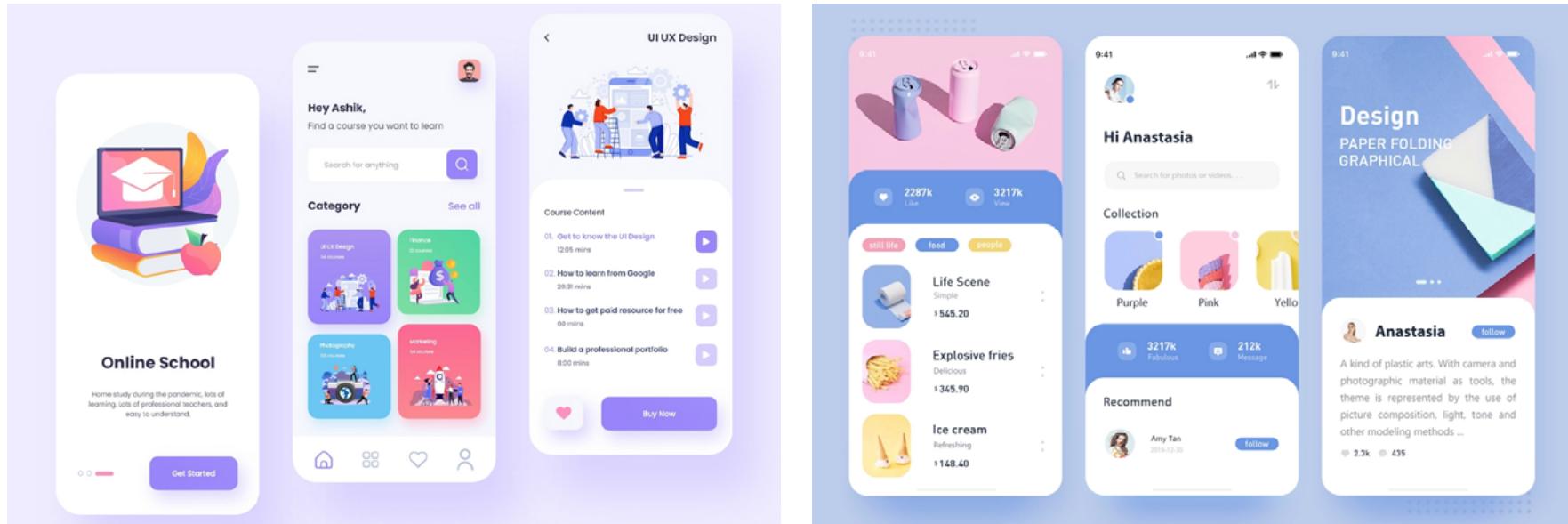


# **3. Design & Development**

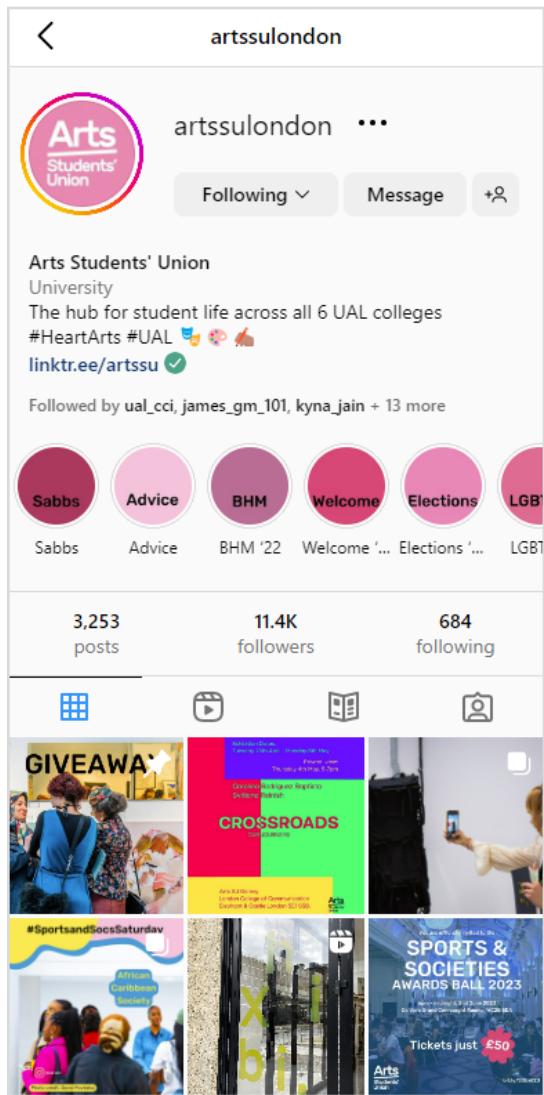
- 3.1** Moodboard
- 3.2** App Brand Style Guidelines
- 3.3** App personas
- 3.4** App user journey Flowchart
- 3.5** Low Fidelity app wireframe
- 3.6** Figma prototype and design considerations
- 3.7** App development in SwiftUI

### 3.1 Moodboard

exploring different app's information layouts, buttons, use of colour and use of imagery.



## EXISTING ARTS STUDENTS' UNION ASSETS



To be able to come up with a look and feel (**brand guidelines**) for the app, I explored the SU communication channels, such as their Instagram and website. From this observation, I was able to **extract logos, fonts, colours, and other design elements** that contribute to **brand consistency**.

## 3.2 App Brand Style Guidelines

### Logos



**Primary logo** in pink background



**Primary logo** in white background

### Fonts

Use for main title

Rubik ExtraBold 800

**Rubik 800**

Use for subheaders

Roboto Bold 700

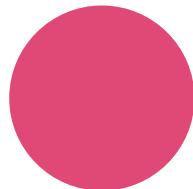
**Lore ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt..”**

Use for paragraphs

Roboto Regular 400

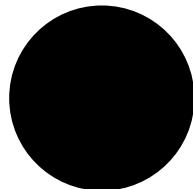
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium , totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

### Main colours



HEX: #e04975

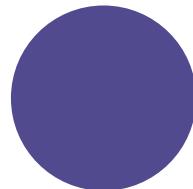
RGB: 224 73 117 1



HEX: #000

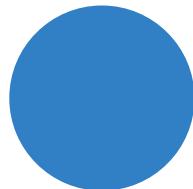
RGB: 0 0 0 1

### Secondary colours



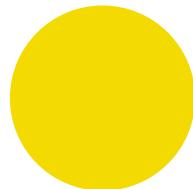
HEX: #514a8f

RGB: 81 74 143 1



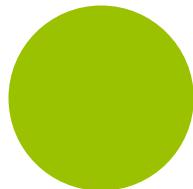
HEX: #3180c5

RGB: 49 128 197 1



HEX: #f3da00

RGB: 243 218 0 1



HEX: #9bc200

RGB: 155 194 0 1

## 3.3 App personas

### Identified user group:

- The **society committee user group**, embodied by **Victoria**, and focused on management at small scale (compared to a member of the Student Union).



*"I enjoy bringing people together, but I wish there was a quicker and easier way to manage a society."*

~ Victoria

\***Rationals** focus on what new problems intrigue them and what new solutions they envision. Always pragmatic, they act as efficiently as possible to achieve their objectives, ignoring arbitrary rules and conventions if need be.

NAME	MARKET SIZE	TYPE
Victoria , 19, London	20 %	Rational *
	<b>Background</b> <p>Victoria is an international student doing her second year in Creative Computing. She has recently started the Computer Science Society coming inspired by her own passion for technology and people. However, she had found the process of starting the society complex, and the communications with the SU time-consuming.</p> <ul style="list-style-type: none"><li>She promotes mindful use of technology</li><li>Enjoys planning and organizing events</li><li>Literate in different kinds of technology</li><li>Often involved in academic activities</li></ul>	
<b>Quote</b> <p><i>"I enjoy bringing people together, but I wish there was a quicker and easier way to manage a society."</i></p>	<b>Goals</b> <ul style="list-style-type: none"><li>To engage fast and easily with the members of the Computer Science Society</li><li>Improve the tracking of society's finances</li><li>Allow for faster and better communication with the Arts Student Union</li><li>Lead the committee members and promote their engagement with the society</li><li>Deliver meaningful events to members.</li></ul>	
<b>Demographic</b> <p>Female 19 years London Single Occupation: Student Income: Student Loan</p>	<b>Motivations</b> <ul style="list-style-type: none"><li>Start a community where people can come together</li><li>Facilitating communications between members and the society committee</li><li>Keep an engaged committee, and provide them with tools to progress.</li><li>Enjoy managing the society</li></ul>	
<b>Technology</b>	<b>Frustrations</b> <ul style="list-style-type: none"><li>Keeping the society's members' attention.</li><li>Submitting mandatory forms to the SU to plan an event.</li><li>Not being able to bring in different services to manage the society under one place.</li></ul>	
<b>Browsers</b>	<b>Scenarios</b> <p>"I have moved to London to study Creative Computing and I have found an amazing community that is very passionate about technology and its applications for the wider benefit. After improving my confidence and getting to know more people, I decided to start the Computer Science Society with a group of friends.</p> <p>We communicate online, but we also hold meetings in person. Since we started, it's been hard to keep track of finances, event forms, and social media communications. Training for the committee members has also been poor, and keeping them motivated has been a real challenge.</p> <p>We have tried creating Excel trackers, to keep events and social media communication in order, but not all the members use the tool. It also feels like we are managing so many different channels, and we are not really getting the reach we want"</p>	

# App personas

## Identified user group:

- The **wider student user group**, embodied by **Daniel**, focused on the students interested in joining a society or sports club.



*I'm a member of a few societies, but I lose interest very quickly, as many of them fail to be engaging.*

~ Daniel

**\*Artisans** speak mostly about what they see right in front of them, about what they can get their hands on, and they will do whatever works, whatever gives them a quick, effective payoff, even if they have to bend the rules.

NAME	MARKET SIZE	TYPE
Daniel , 20 , London	70 %	Artisan

### Background

Daniel is an International student doing her third year in Music production. He has tried to join the volleyball society and the debate society, but he couldn't engage properly with their committees. He uses social media but often misses important communications or messages.

- He's an avid app user and praises the simplicity.
- He does his payments through apple pay.
- He prefers notifications over messages.
- He's forgetful and is in need of reminders about upcoming/ booked events.

### Goals

- To engage fast and easily with the service he uses (societies)
- To reach that 'belonging feeling' within a student community
- Book events quickly and easily (no friction with payments)
- Participate in meaningful and rewarding events

### Motivations

- Meet new people to share thoughts or experiences.
- Immerse in a subject he's interested in, and develop around it.
- Getting out of the routine
- Improve his confidence and networking skills

### Frustrations

- Keeping engaged with a society/ sports club
- Attending events that were not very well organized
- Missing out on communications that happened over social media/ group chats.

### Scenarios

"I am almost at the end of my degree, and I have some free time I could use to engage in new activities. During my past years in London, I have tried to join different communities that my university provided. However, I didn't sustain any of them because I felt I didn't belong to them (imposter syndrome).  
I do cherish a group of people who are welcoming and show interest to keep their members going. I also struggled to communicate effectively with the committee, but above all, I missed events because they got lost in my social media feed, and I don't like going back to long chat chains.  
When I was in the volleyball club, they had an App to keep track of fixtures, but even that app didn't work properly, and it was actually quite hard to use."

### Demographic

♂ Male 20 years  
📍 London  
Single  
Occupation: Student  
Income: part time job

### Technology

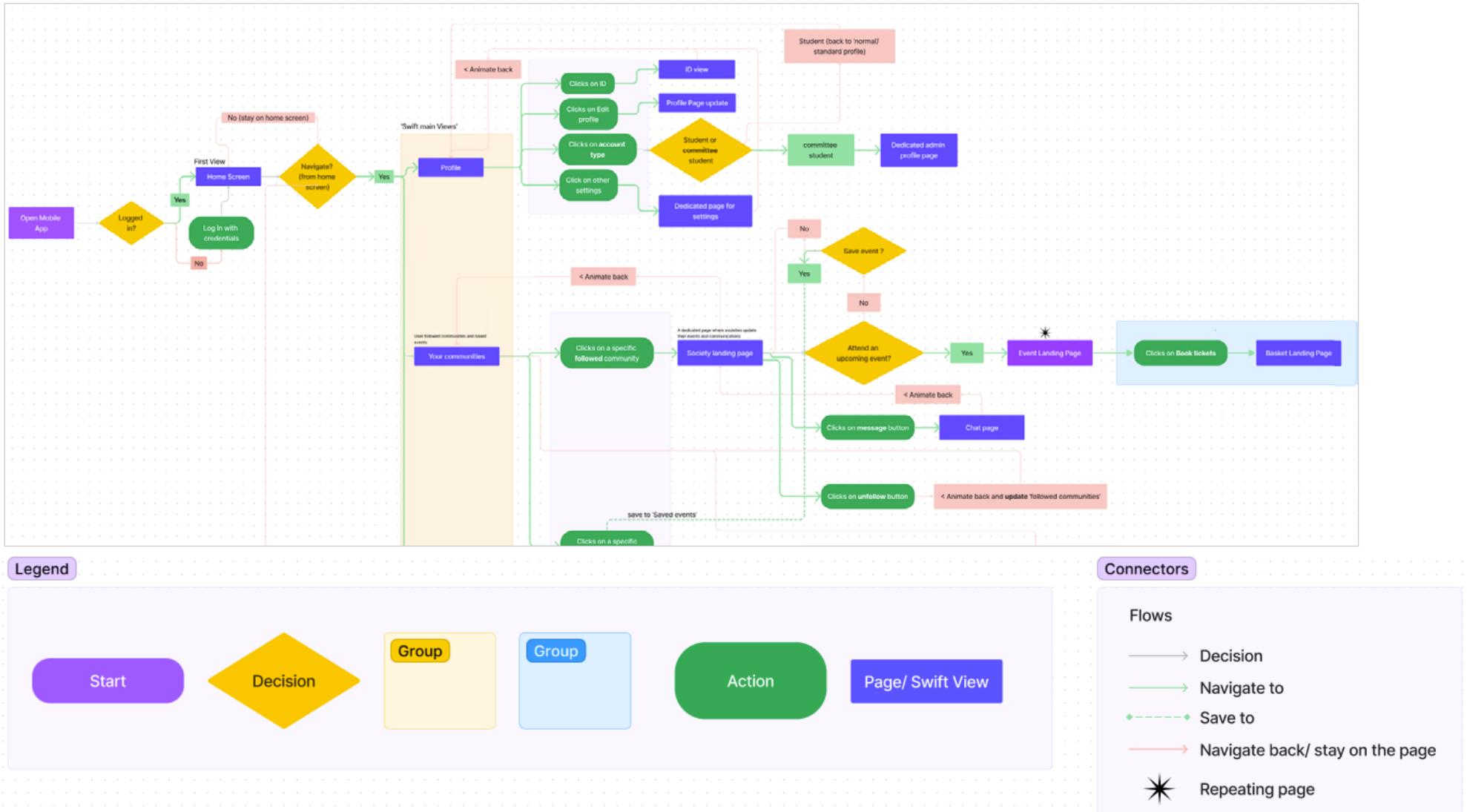
## 3.4 App User Journey Flowchart



[Click here to view full flowchart](#)

- Please right click and open the link in a new tab.
- Within Figma, press 'R' to start the flow from the beginning.

This flowchart describes the overview of different interactions that a user can have within the app. Planning the app at its functionality level can help me better map the different 'Swift Views' and components required for the app to work.



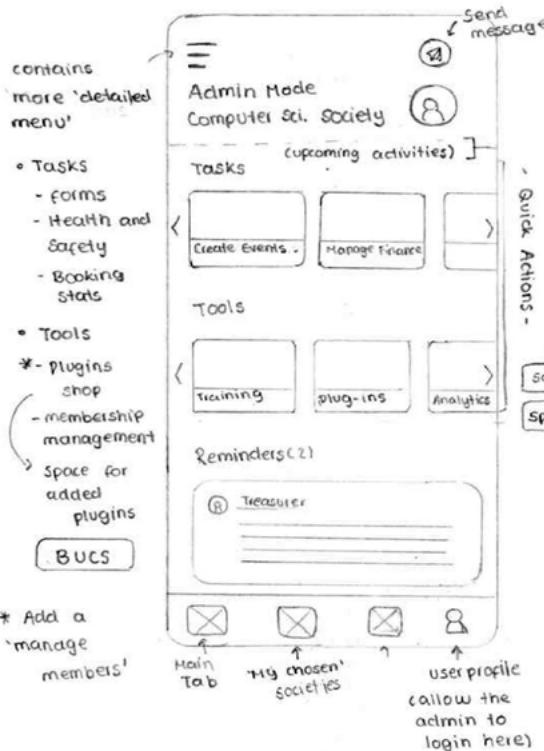
## 3.5 Low Fidelity App Wireframe

a first look at the different components of the app 'Views'

### Admin view

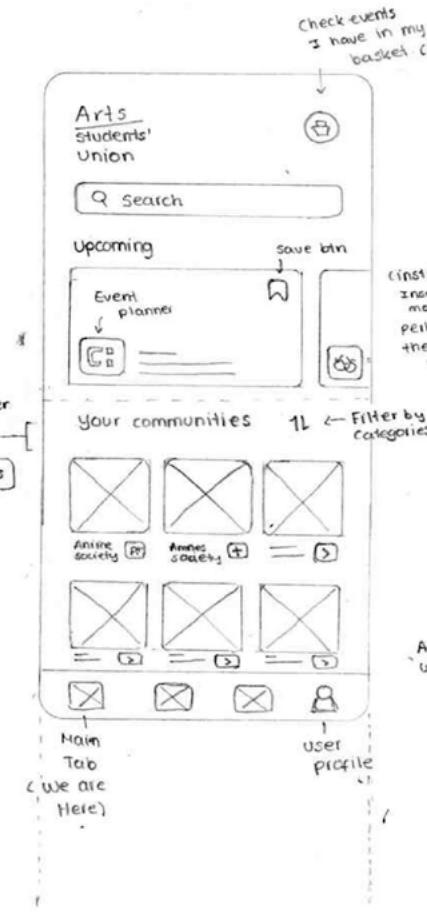
Thinking from the admin perspective

- Admin tab (section)
  - Creating events ✓
  - sending notifications/ messages to all members or individuals ✓
  - Bringing in plugins. (store)
  - Managing finance ✓
  - Training for committee
  - Submission of forms to the SU.



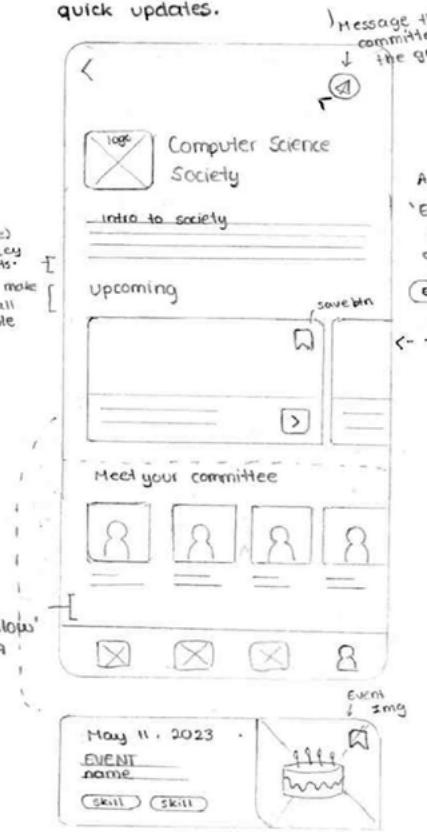
### Home view

- Main Arst SU tab (1st screen)
  - see all SU events (upcoming)
  - see all societies + sports' clubs (be able to 'follow')
  - Book
  - see recent News.



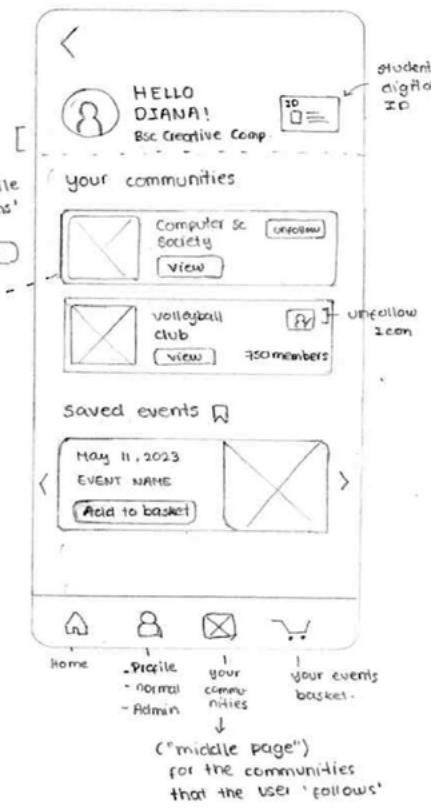
### Selected society view

- Chosen Society/ Sport club screen
  - See society's events ✓
  - See society's committee ✓
  - Being able to message the committee/ everyone ✓
  - Intro to society ✓
  - Achievements
  - 'Instagram like' stories for quick updates.



### User profile view

- Student Profile tab
  - ✓ Manage 'followed' societies
  - ✓ Include student ID. (degree)
  - saved events /reminders
  - Edit profile 'you are going to..'
  - Checkout



## Reworking 'Selected society view' v.s 'Profile view'

This sketch shows a mobile-style interface for managing selected societies and events.

- Header:** Hello Diana!
- Section: YOUR COMMUNITIES**
  - Computer Sc Society (Following, 500 members)
  - Volleyball Club (Following, 200 members)
- Section: Your saved events**
  - May 11, 2023, Event Name (View)
- Bottom navigation:** Home, My communities, My basket, My profile.

Annotations:

- "Takes me to the society LP." points to the Computer Science Society entry.
- "Takes me to the event page." points to the event listing.
- A bracket on the left indicates "view or add to basket?" pointing to the "View" button in the events section.

**Bottom note:**

- Dedicated page to navigate through the user's selected societies and events

This sketch shows a detailed user profile page.

- Header:** Diana Galindo (Edit btn)
- Section: Profile Information**
  - STUDENT ID: 17586521
- Section: Account Settings**
  - ACCOUNT TYPE: STUDENT
  - NOTIFICATIONS
  - PRIVACY AND SECURITY
  - ACCESSIBILITY
- Bottom navigation:** Home, My profile, My communities, My basket.

Annotation:

- If switched modify profile with admin profile.

### Basket view

This sketch shows a shopping basket summary page.

- Header:** YOUR BASKET
- Items:**
  - Item 1: £10 (Delete)
  - Item 2: £5 (Delete)
- Total:** Subtotal: £15
- Checkout:** Checkout (2 items)
- You might like:** Three recommended items.
- Bottom navigation:** Home, My profile, My communities, My basket.

- Page dedicated to give an overview of ticket / merchandise purchase.
- Remind people of events they might like

## 3.6 Figma prototypes and design considerations

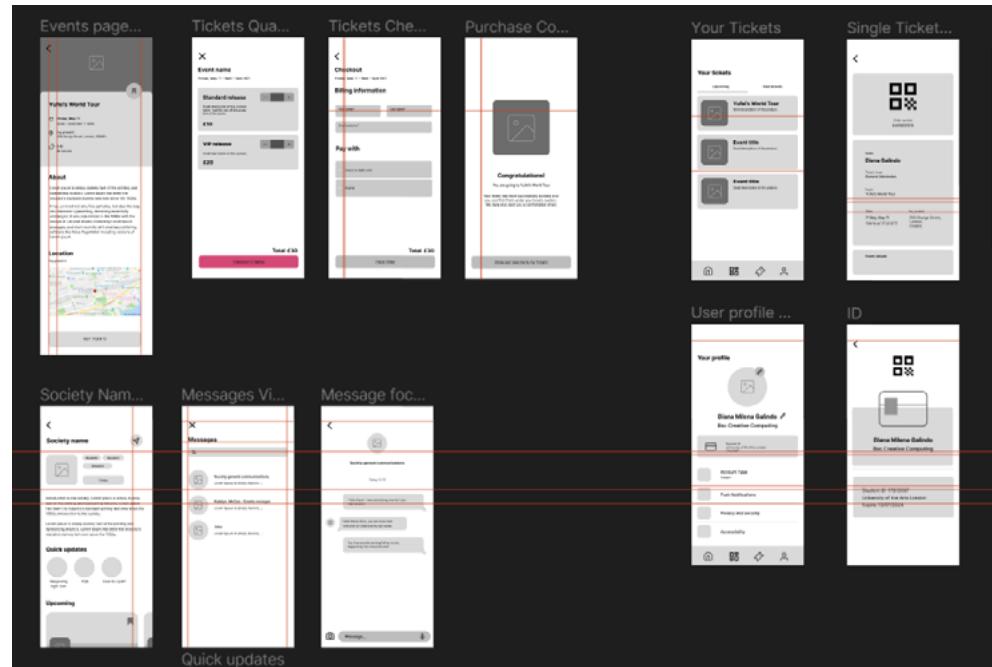
- Please right click and open the links in a new tab.
- Within Figma, press 'R' to start the flow from the beginning if needed.



Low-fidelity Prototype



[click here to view full app flow](#)



Snippet view of low fidelity prototype



High-fidelity Prototype



[click here to view full app flow](#)

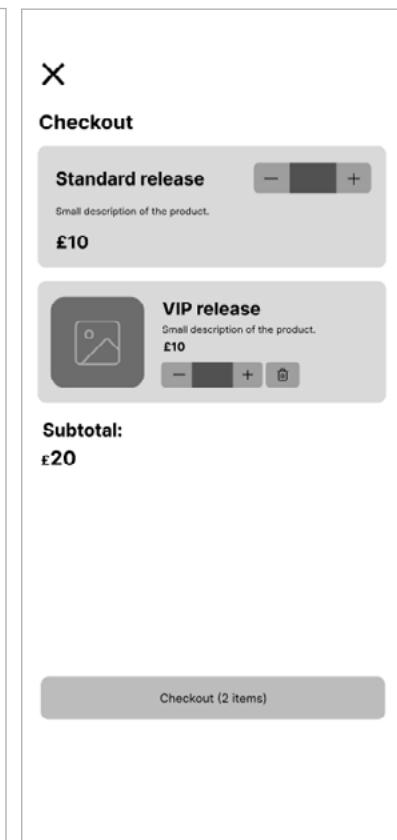
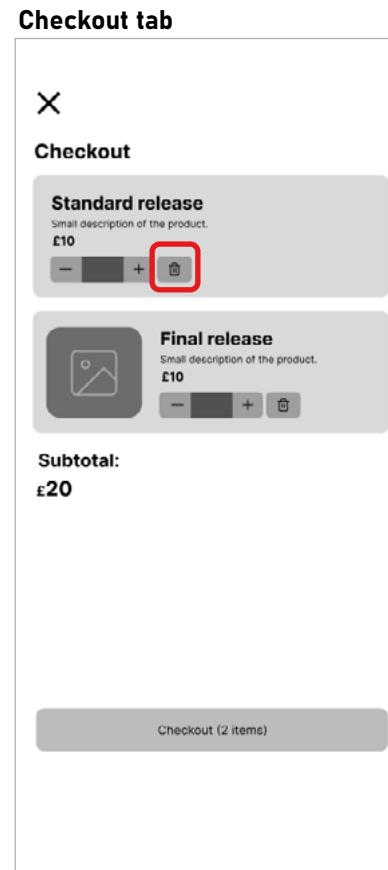
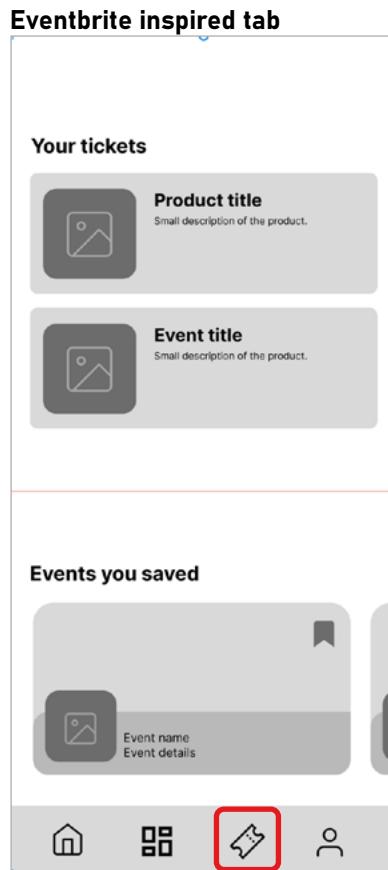
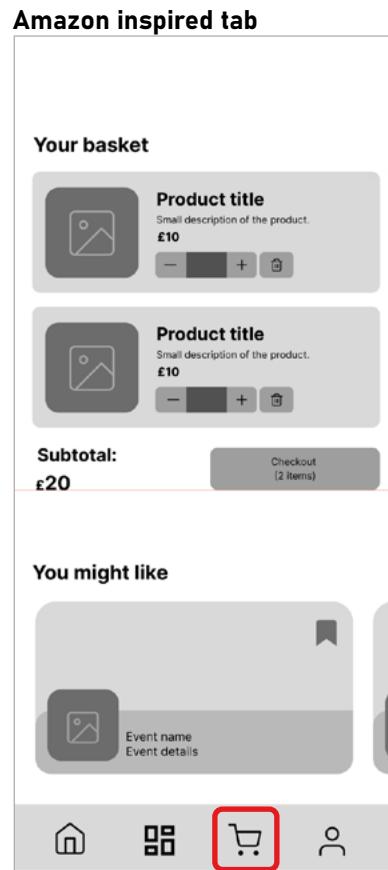
**Account type:**  
Student

[view student app flow](#)

**Account type:**  
Committee member

[view committee member app flow](#)

# Design considerations



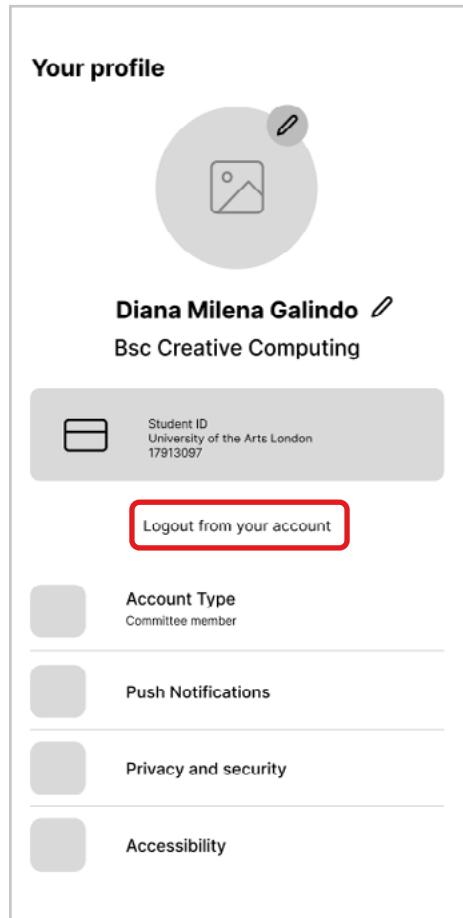
## Reworking “My basket” View:

- The ‘my basket’ section was thought of as a place to host tickets that were not purchased on the spot and recommend events that might be relevant to the user. However, finding the already purchased tickets was not straightforward in the user journey.
- The first tab was inspired by Amazon’s checkout page, and the second is based on Eventbrite which brings out the **real purpose** of the tickets feature.

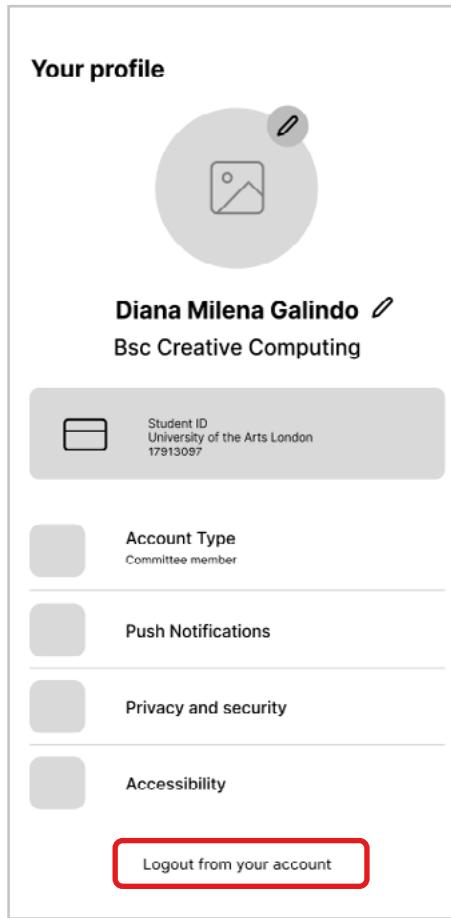
## Moving the ‘my basket’ View within the checkout process.

The old 'my basket view' served a purpose within the ticket purchase journey. It does serve the function of selecting specific tickets as well as quantity, and then it takes the user to the payment view. There was an UX consideration about removing the delete icon, and simply leaving the quantity field and the increment(+) / decrease(-) buttons.

## Profile View - logout version 1



## Profile View - logout version 2



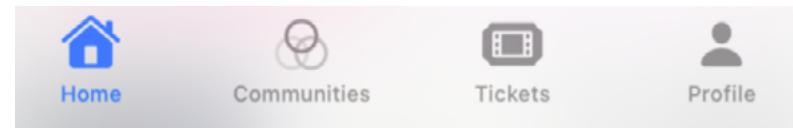
## Student Account navigation



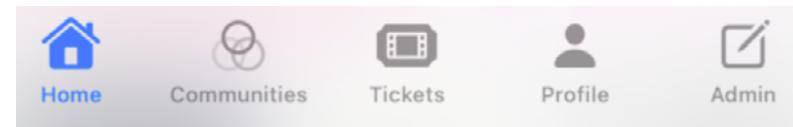
## Committee member navigation



## Student Account navigation - final selection



## Committee member navigation - final selection



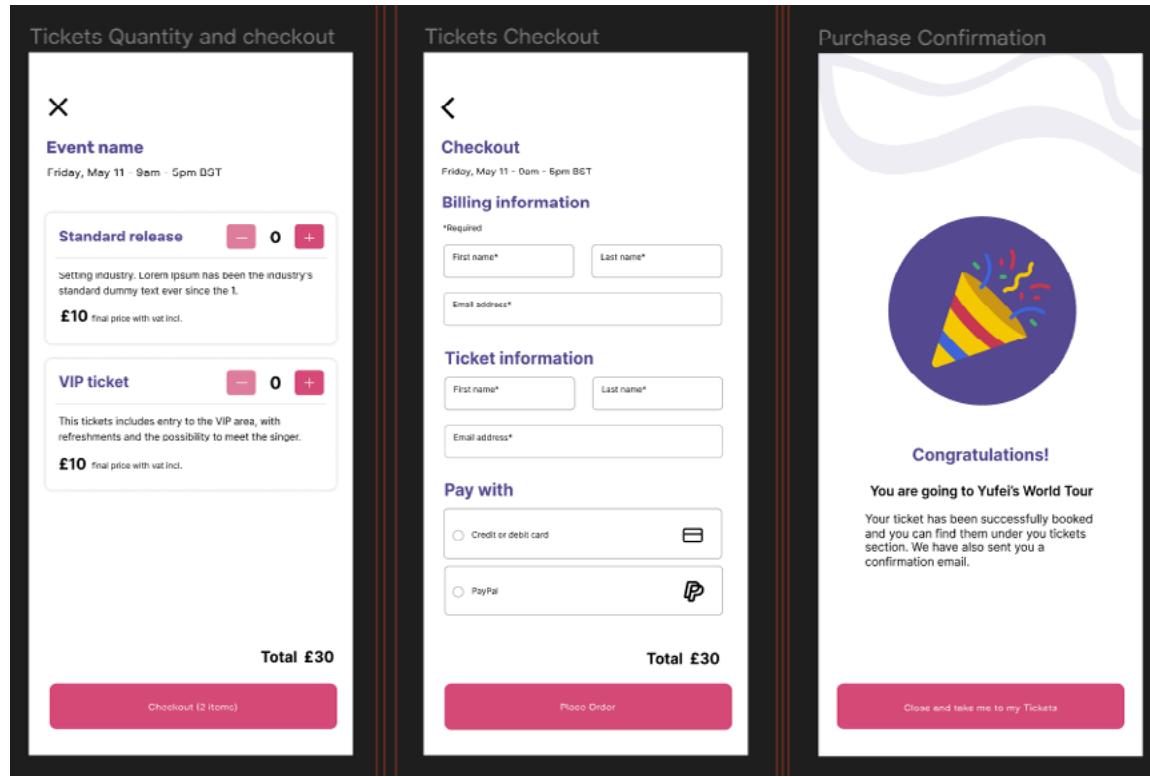
## Logout from account

To log out from their account, users are required to navigate to their profile and initiate the log out process from there. Placing the log out button below the Student ID poses a potential risk, as users may inadvertently log out while attempting to access their ID. This is precisely why the decision was made to position the logout button at the bottom of the screen.

## Navigation menu according to account type

The selection of icons was rather complex, especially when trying to make clear that the committee member has extra functionality. I have used SF icons, which are premade by Apple. The icon for communities changed to interconnected circles to represent unity, and the admin icon changed to a more standardized icon that is used to communicate existing 'edit' abilities.

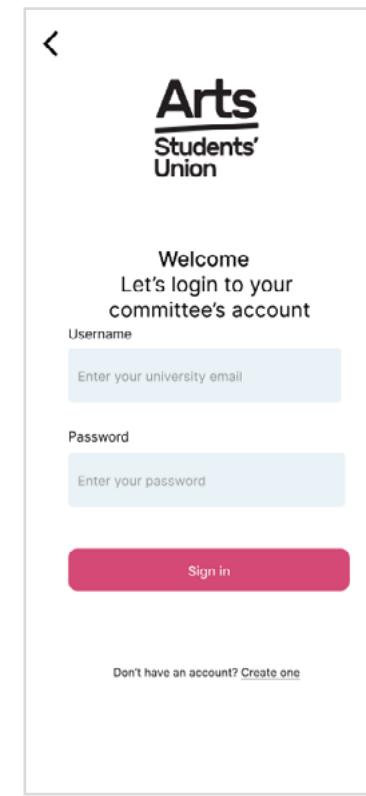
## Checkout journey



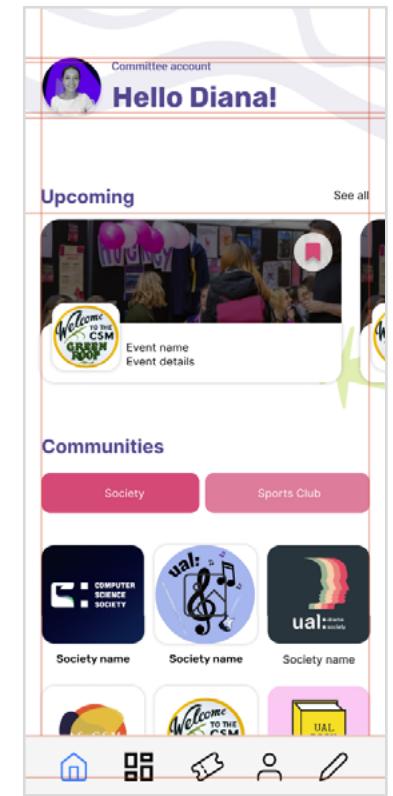
## Uniform CTA's (call to action) buttons and headers

Keeping in line with the brand guidelines that were previously defined, I used the main colours to communicate uniformity between buttons that perform an action. The headers are also uniform and communicate their intention clearly. The main purpose is to allow the user to understand easily where things can be clicked.

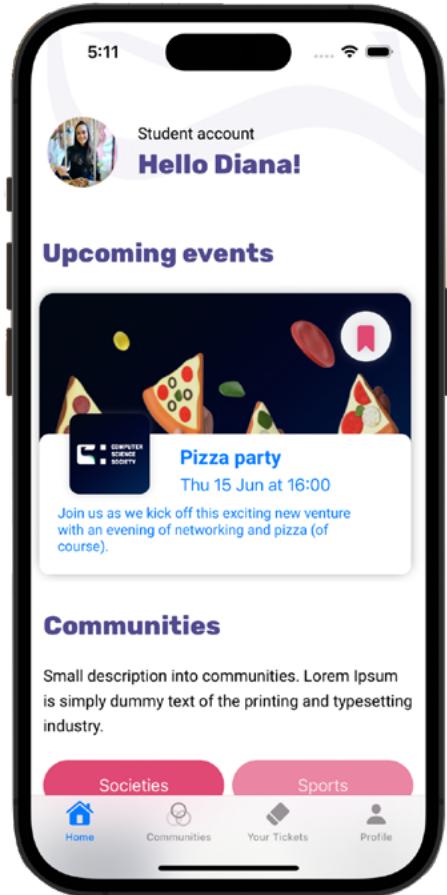
## Login view



## Home View

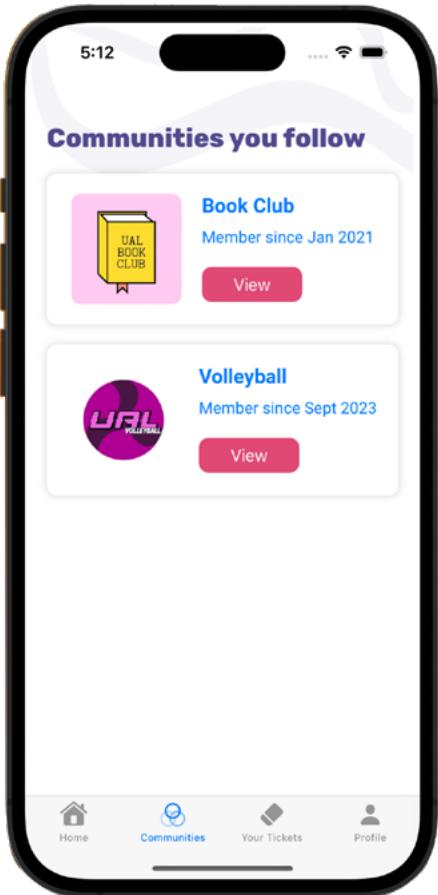


## 3.7 App development in SwiftUI - Main views



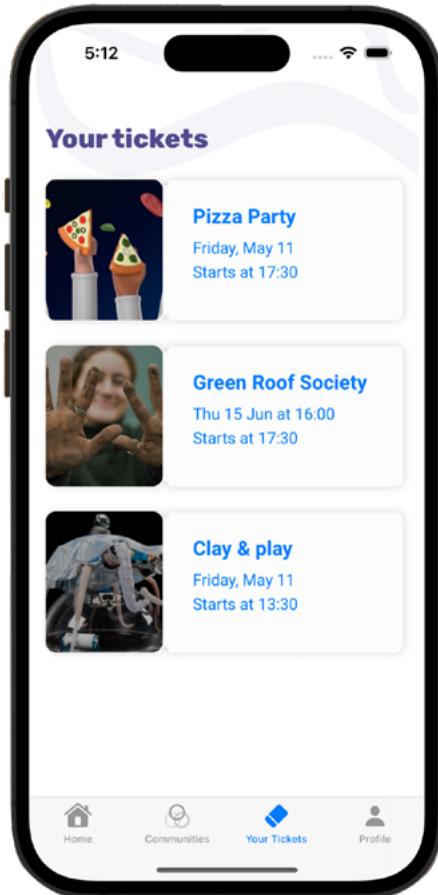
Home View

Students can find events and explore the different communities they can join through the union.



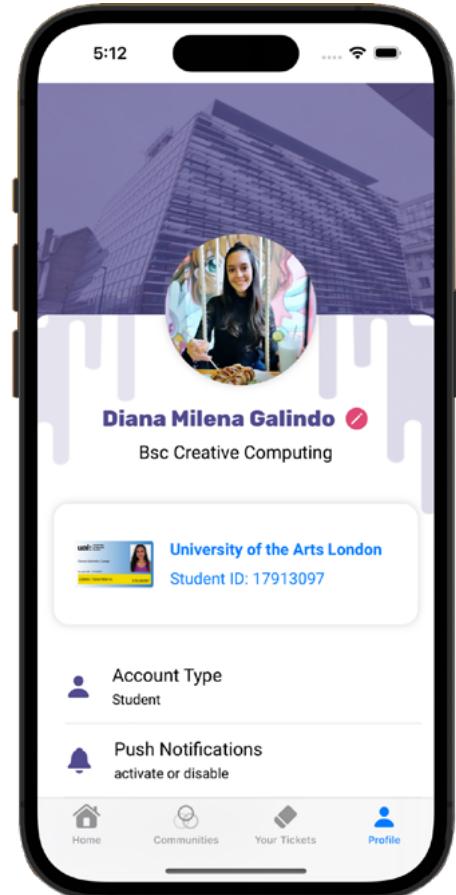
Communities View

Students can find the communities they are interested in/ are part of.



Tickets View

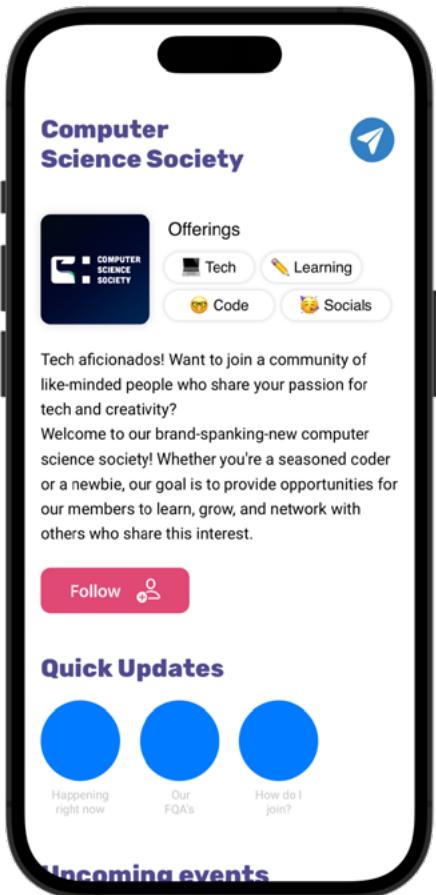
Students can find the event tickets they have purchased from their communities.



Profile View

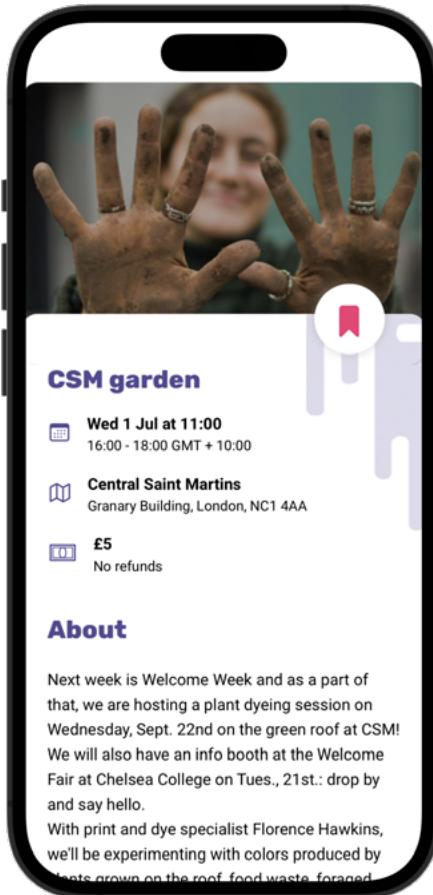
Students can manage their profile and settings. They also have access to their Student digital ID.

# App development in SwiftUI - Secondary views



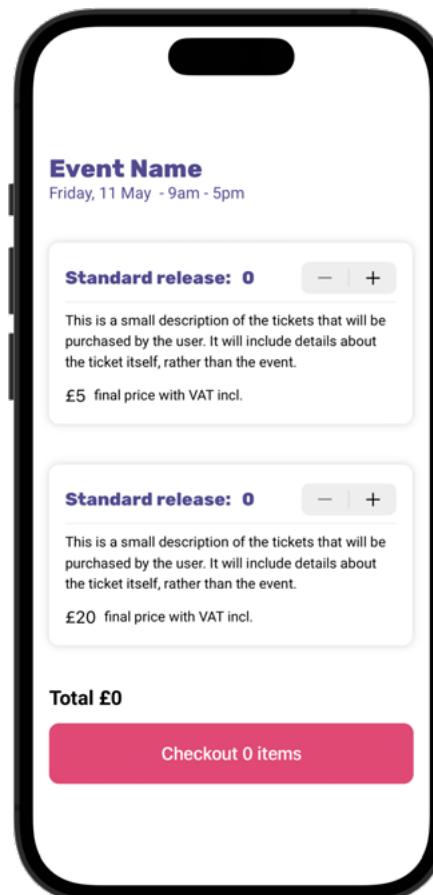
Community view

Every community has a page hosting their details, events, and general information that their members can see.



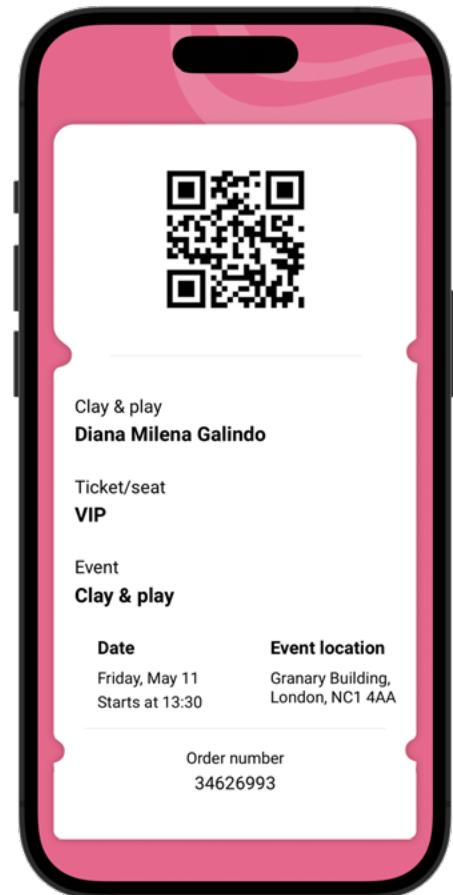
Events details view

Every event has a more detailed view. From this view members can purchase tickets.



Ticket selection view

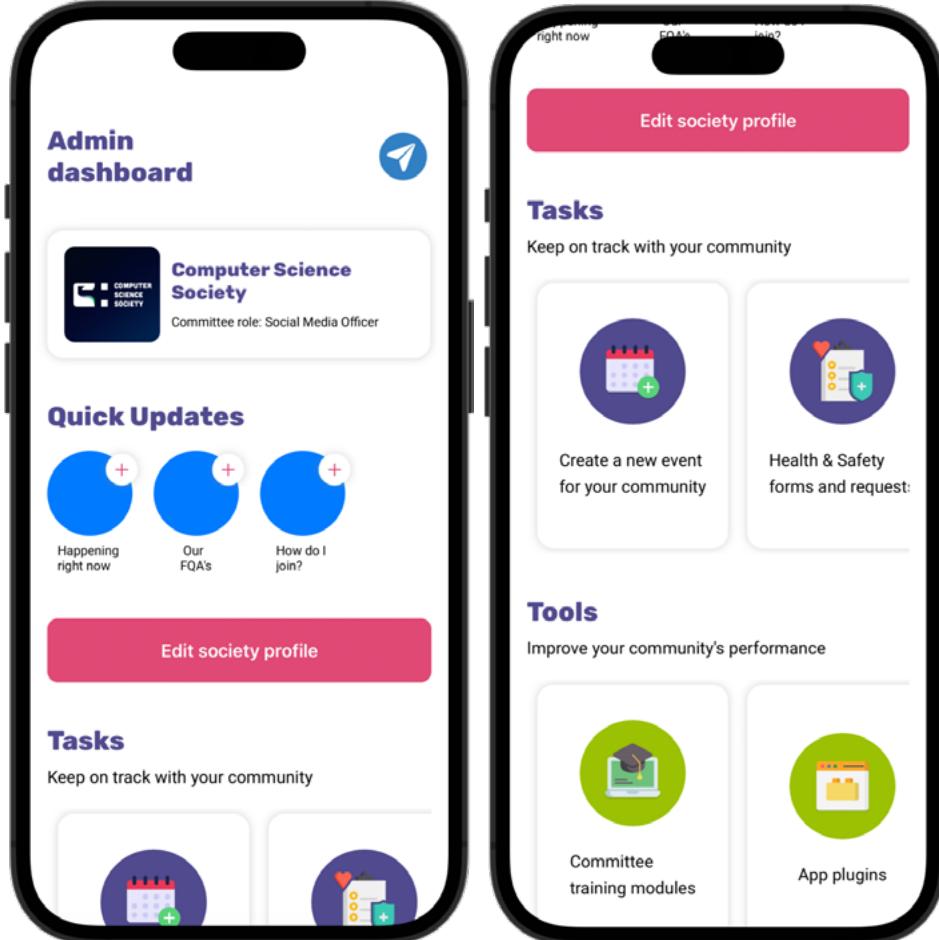
Students can select what type of ticket, and how many tickets they want to purchase.



Ticket view

Students can find their tickets under the 'Your tickets' section.

# App development in SwiftUI - The committee dashboard value



## Admin dashboard

The main difference between a standard student account vs. a committee member account is the extra editing and management tools. Committee members have the possibility to not only edit their standard communication with their members, but they can also manage their society through:

- **Tasks:** they are sections within the app that aim to help with the society management and their procedures with the Student Union. Features like managing the community's finances and health & safety can be found here.
- **Tools:** the committee can find resources to improve the engagement of the committee members through training modules. They can also bring extra functionality to the app according to their needs through the 'App plugins'.

## App development in SwiftUI - app icon



Arts Student Union app iOS icon



Arts Student Union app on Iphone  
and Apple watch

# 4. Possible Improvements

## User Research

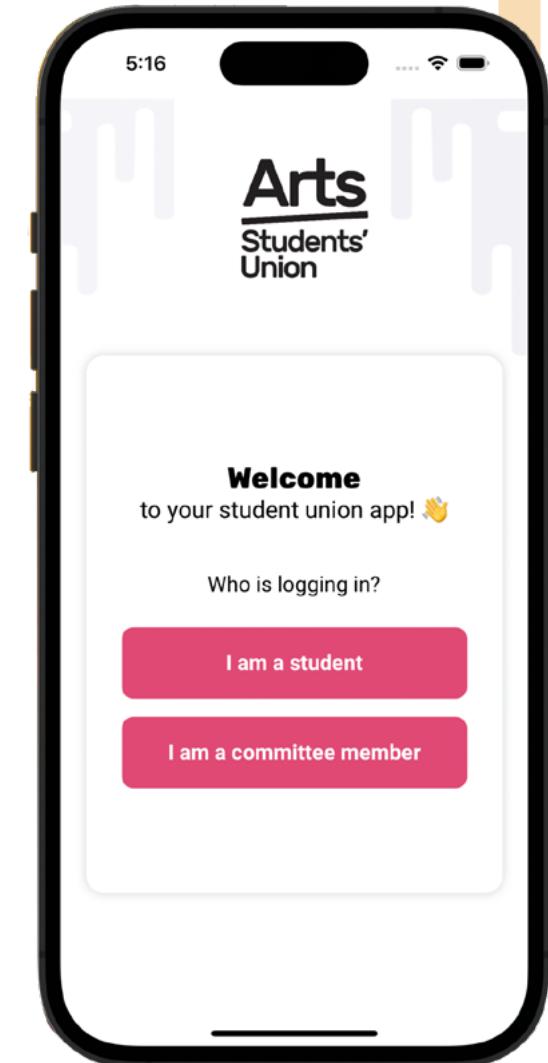
Despite unsuccessfully reaching out to Arts Student Union and their communities officer, it would still be very useful to get feedback from a wider audience such as the UAL student community. I had a survey planned, to understand what features fitted my app better, but due to time constraint, I wasn't able to run it. There is definitely the opportunity for user testing.

## Login Validation

Even though the app relies on an existing database of student emails and passwords, some account validation still needs to be done. I explored the possibility of using Firebase to store a user's login status. However, this relies on existing information that is being held by the university. New accounts can't be created unless they have been processed previously and the student is successfully enrolled. There's definitely an opportunity to work with this existing body of data.

## Data Handling and modular code.

The use of data could be improved through the use of JSON files that contain all the necessary information for each View, I did struggle to understand how to make the code modular, for example when I needed to re-use the functionality and the styling of certain elements. As the app kept growing, the code became more interlinked. Therefore it could be better optimised,



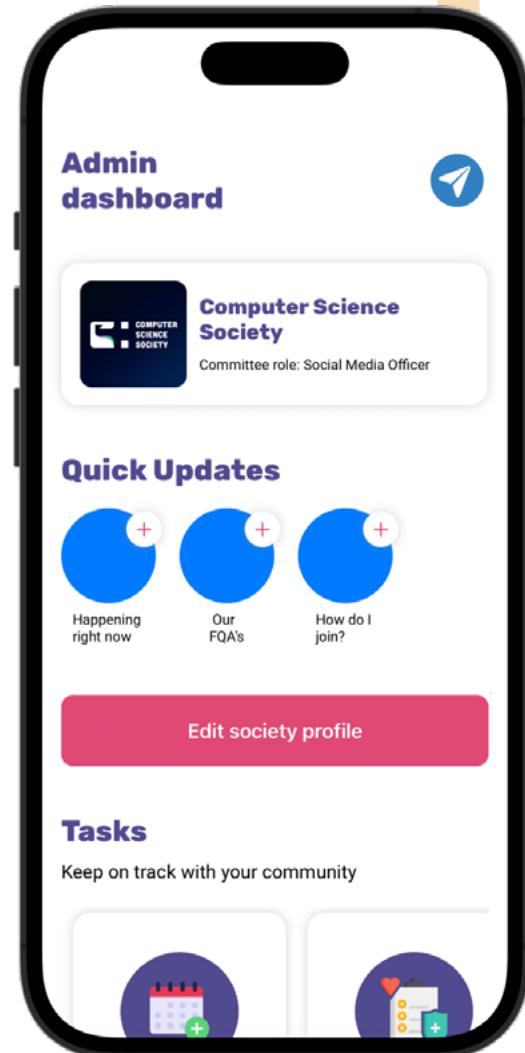
Login View

## Admin dashboard

The purpose of having an admin dashboard is that the committee members can do more than only edit their app. It has been thought of as a space where they can manage finance, health & safety forms, and even provide training to committee members. One very powerful feature is the app plugins, where every community can integrate functionalities within their app according to their needs. For example, a sports community would like to bring in the BUCS service to track fixtures and build the team. Every tool and task brings its own complexity, that's why this is a section that can be developed a lot more.

## User experience

During the wireframing process, I had feedback regarding the journey for committee members. There was a struggle to understand what the main benefit compared to a normal student account is. My main argument is that committee members are also students and should be able to browse other societies, meanwhile, they should also be able to manage their society within the same app. There's the question of whether this is the right way to offer the service to the committee members to manage their communities. Would it be better to offer a separate app for management?



Admin dashboard view

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