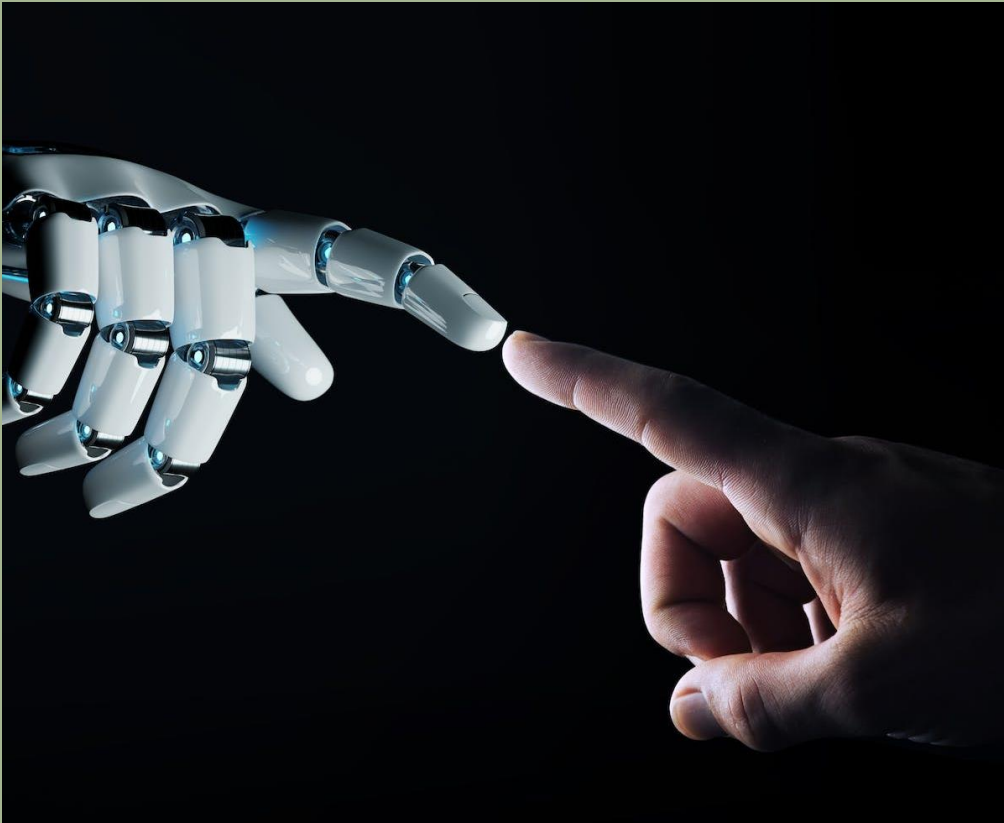


Human-Computer Interaction

Final Presentation



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TOPIC OF THE CHALLENGE

"Designing an interactive user-oriented solution for TUL students supporting togetherness at University Campus and helping students spend spare time between scheduled classes."

PERSONA

The end users of our project are TUL students, especially international students who are new to the university and are looking for ways to engage with their peers and campus community. Our end users are typically young adults pursuing technical or engineering degrees, and they may come from different cultural backgrounds and have varying levels of proficiency in the local language.

Human factors in HCI



Bio

International student, wants to connect with other students from diverse backgrounds

Behaviour

- Seeks opportunities to connect with other students from diverse backgrounds.
- Actively participates in cultural events and activities that celebrate diversity.
- The persona takes the initiative to start conversations with other students, both international and local, to make connections and build relationships.

Needs

- Support and resources to navigate the cultural differences and university system
- Cultural events and activities that celebrate diversity
- Mentorship programs to connect with other students

Problems

- Homesickness and culture shock
- Feeling disconnected from other students
- Financial challenges
- Balancing academic responsibilities, social activities, and personal commitments

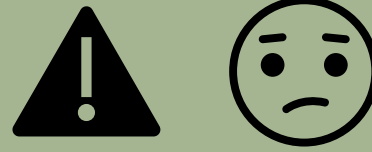
PROBLEM



The problem that we are considering is the difficulty that TUL (Technical University of Lodz) students, especially international students, face in terms of socializing and making friends on campus. This problem was identified through interviews and surveys conducted with TUL students, where many international students expressed feelings of isolation and a lack of opportunities to connect with others between their scheduled classes.



PROBLEM (cont'd)



During the design challenge, our end users expressed the following problems:

- Limited awareness of available activities and events happening on campus.
- Difficulty in finding like-minded individuals with shared interests.
- Language barriers make the process hard for them to use their ability to communicate and connect with others.
- Lack of a centralized platform to facilitate social interactions and group activities.



SOLUTION



Our solution to address these problems is the UniAct app. The app provides an interactive and user-oriented platform that allows TUL students to discover and join various activities and events happening on campus. Here's how we prototyped the idea:

- Conducted user research to understand the needs and preferences of TUL students.
- Designed an intuitive user interface for easy navigation and interaction.
- Implemented features such as personalized activity recommendations based on user preferences, chat functionality for communication, and user profile that shows their hobbies, interested areas.
- Conducted usability testing and gathered feedback from users to refine and improve the app's design.

STORYBOARD & HOW MIGHT WE QUESTIONS

Storyboard and 6 How Might We (HMW) questions are created.

HMW

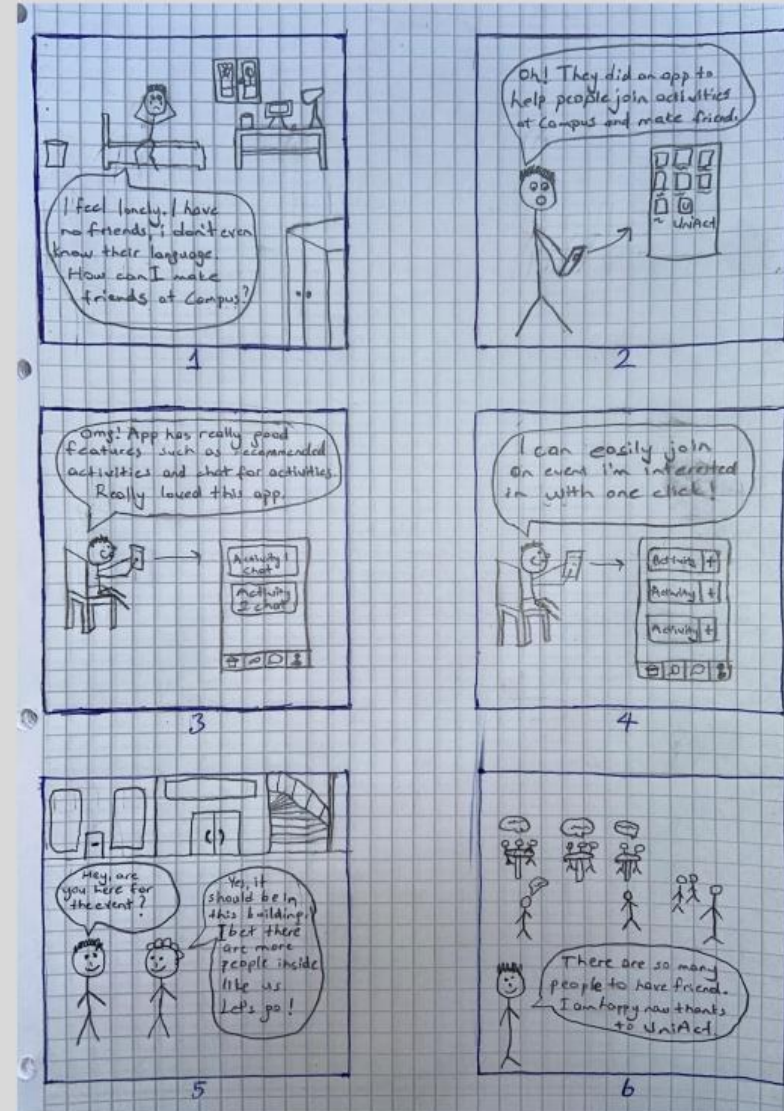
address
homesickness
and culture
shock
effectively

HMW

encourage a
balanced
approach to
academic,
social, and
personal
commitments

HMW

enhance
connection and
belonging among
diverse
students



HMW

facilitate
meaningful
connections and
mentorship
between
international and
local students

HMW

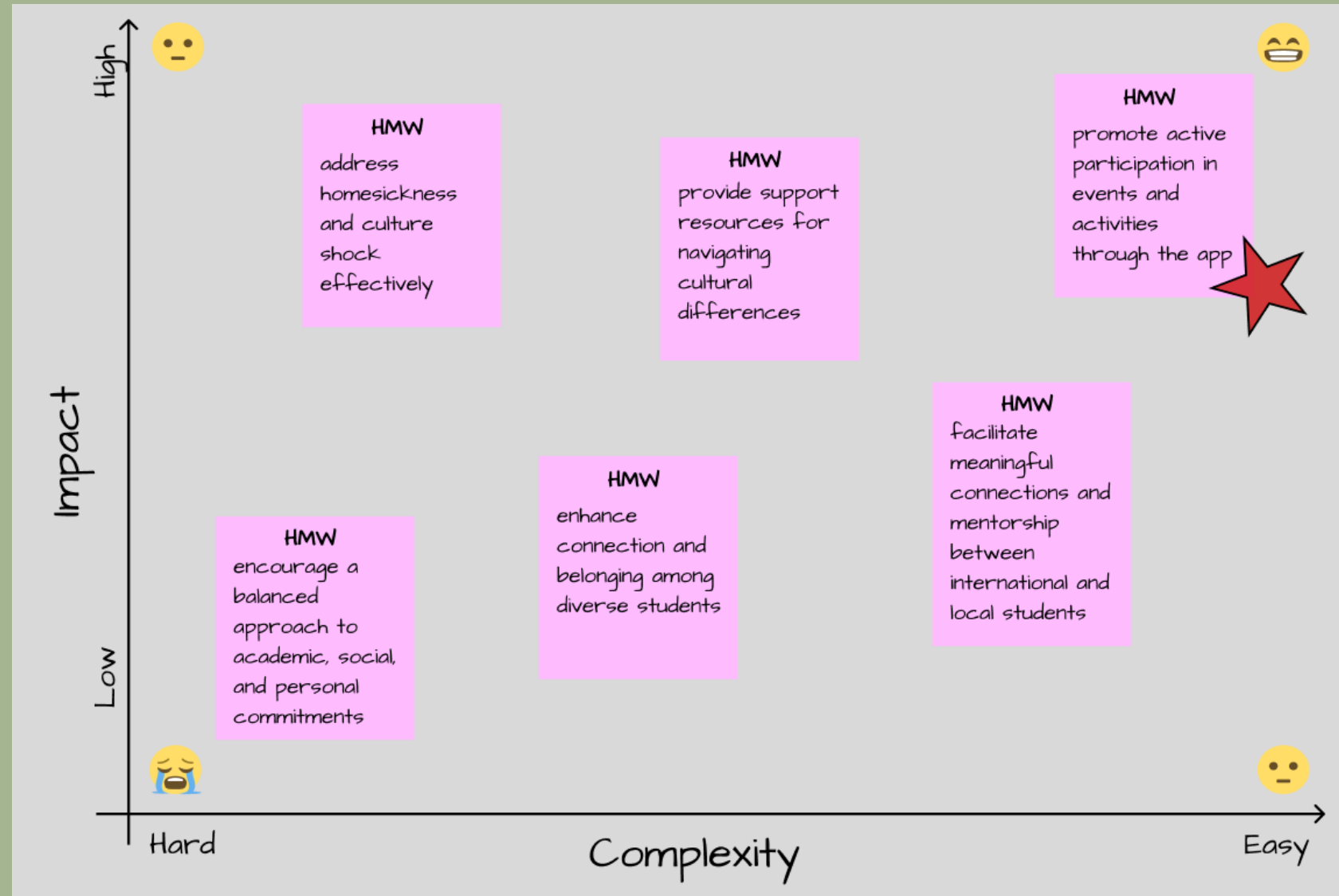
promote active
participation in
events and
activities
through the app

HMW

provide
support
resources for
navigating
cultural
differences

IMPACT & COMPLEXITY

How Might We questions (HMW) are classified based on Impact and Complexity of them.



PITCH

One HMW question is selected among of six that is the most important one (has less complexity and high impact).

Promote and encourage active participation in cultural events and activities through the application

Problem



Many international students face challenges in actively participating in cultural events and activities on campus. They often feel disconnected, uncertain about the events happening around them, or lack information and motivation to engage. This leads to missed opportunities for cultural integration and a diminished sense of belonging within the university community.

Solution



Our application aims to bridge this gap by providing a platform that promotes and encourages active participation in cultural events and activities. Through intuitive features and targeted notifications, we create an inclusive environment that strengthens engagement and celebrates diversity.

PITCH (cont'd)

One HMW question is selected among of six that is the most important one (has less complexity and high impact).

Rabbit Holes

While developing the app, we could explore various rabbit holes such as:

- Recommending cultural events based on user preferences, increasing the chances of discovering events aligned with their interests
- Easy registration for events within the app, eliminating the need for physical sign-ups and ensuring they never miss out on upcoming activities
- Including a social networking feature that strengthen connections and encourages group participation through event-specific chat groups and shared experiences

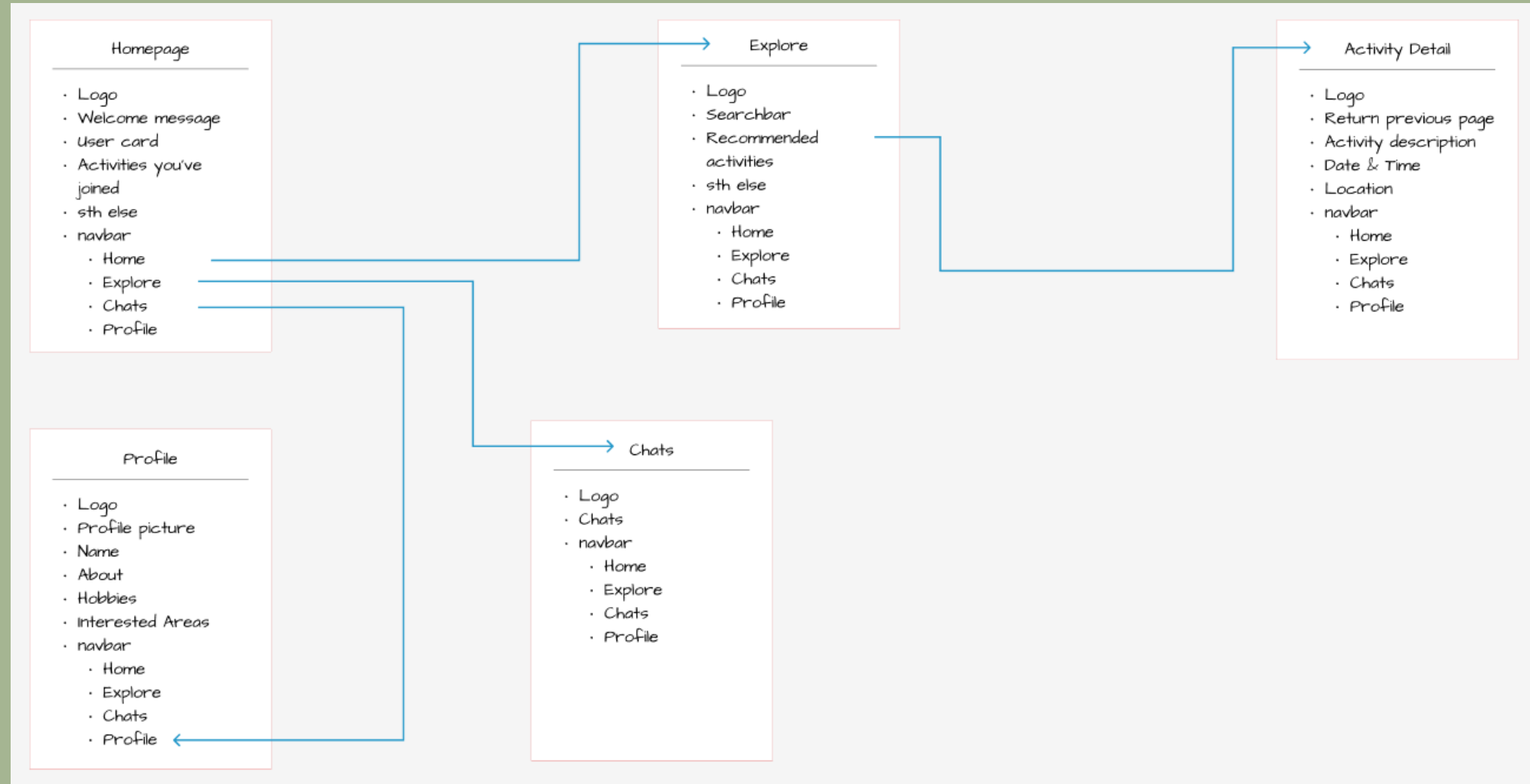
No-go's

To ensure that we stay focused on delivering a simple and effective solution, we would need to avoid the following:

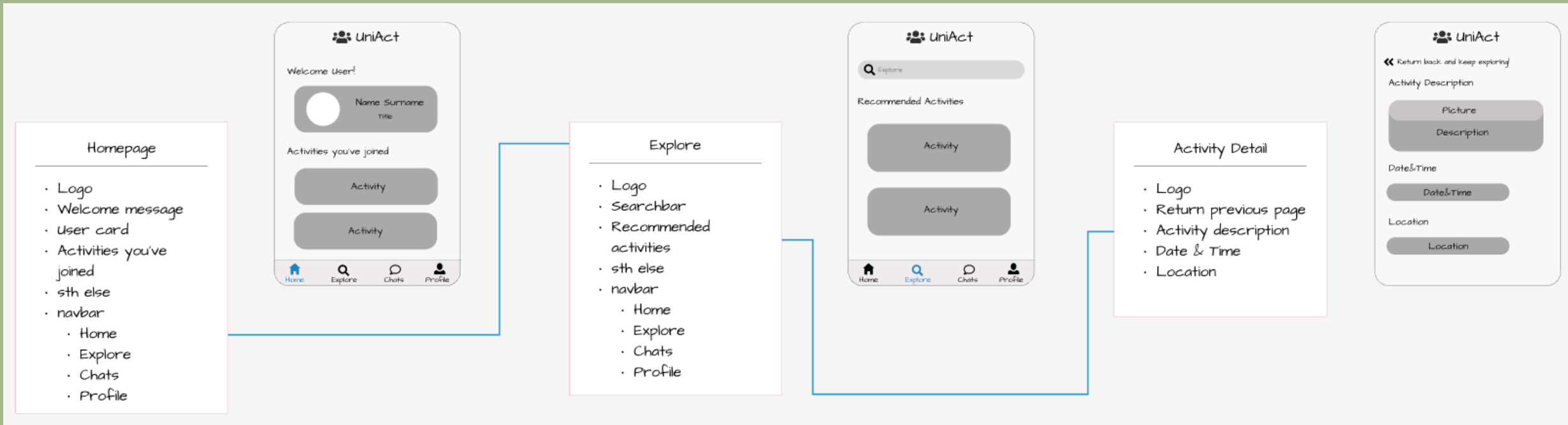
- Bombarding users with excessive event notifications
- Pigeonholing users into a narrow range of activities
- Ignoring the importance of user privacy and data security

BREADBOARD

UX Design Tools



FAT MARKER SKETCHES (FMS)

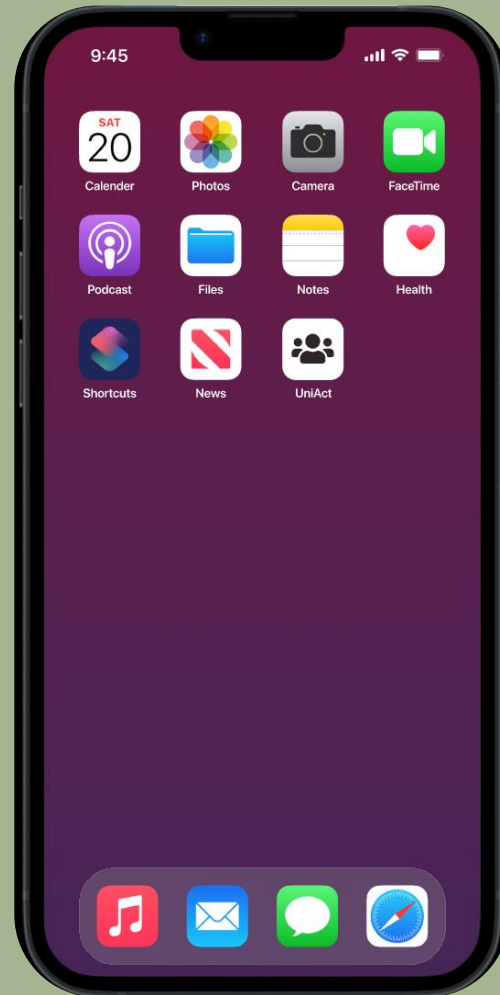


PROTOTYPING

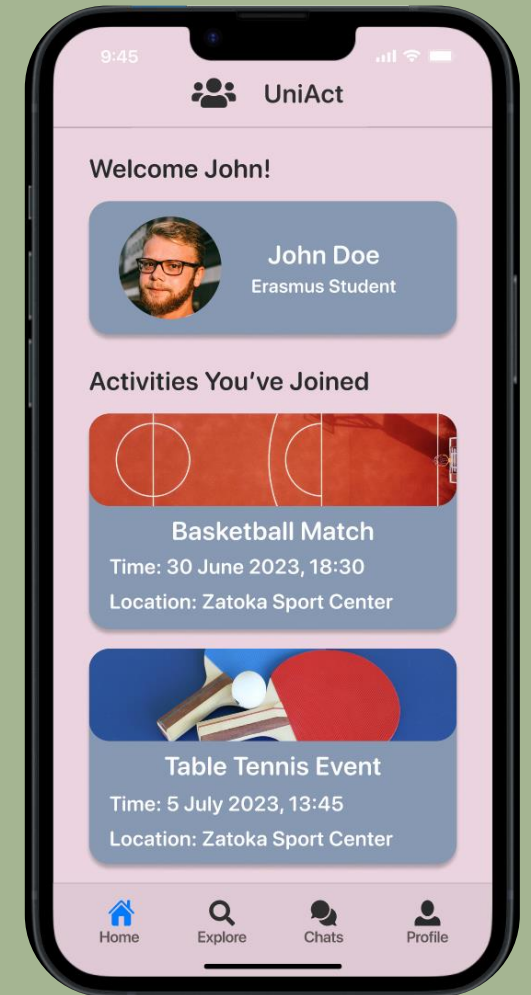
UX Design Tools



Lock Screen

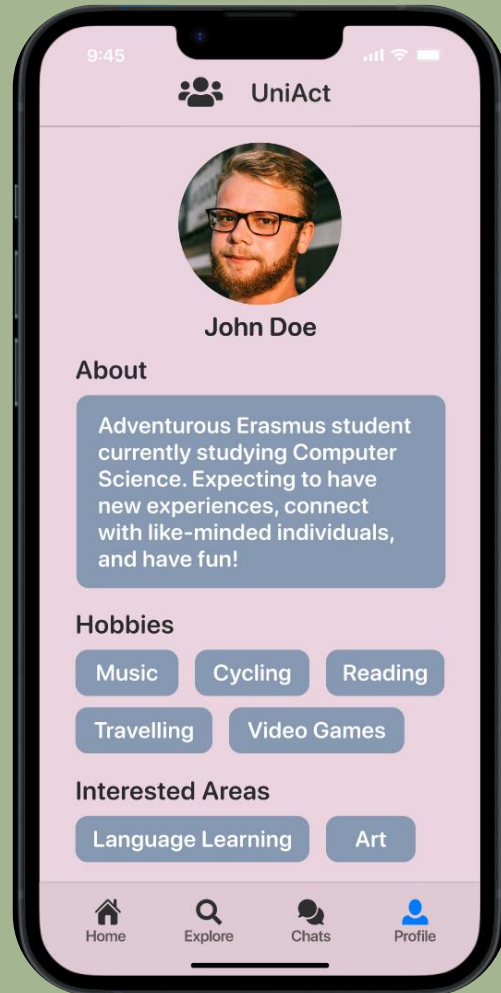


Apps

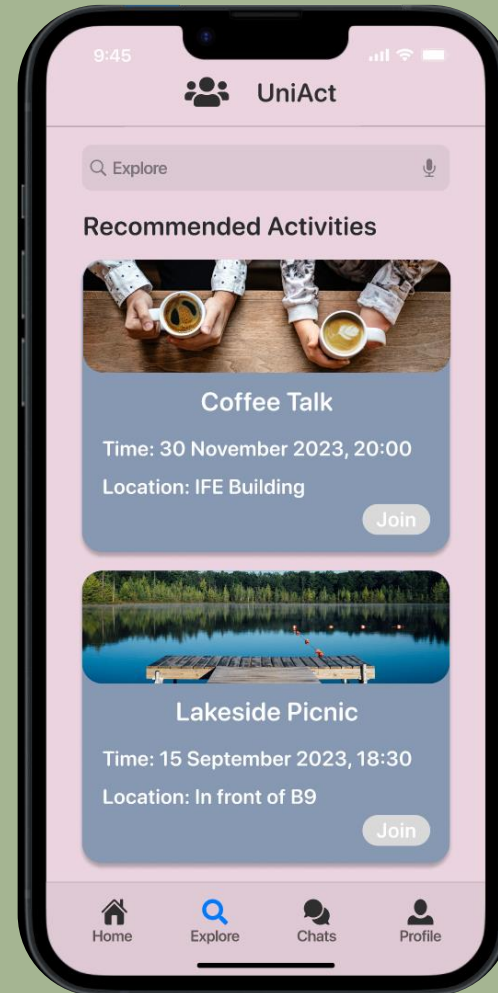


Main Page

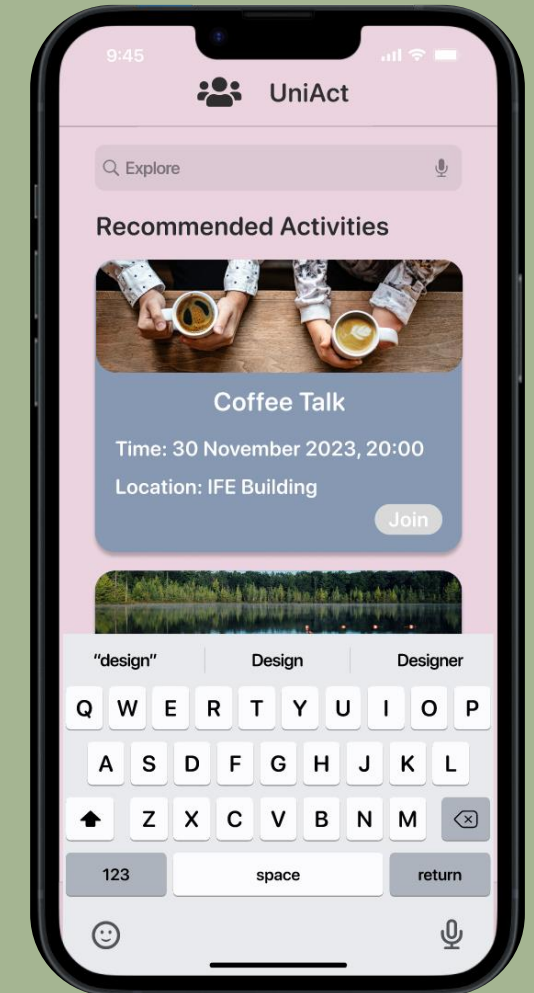
PROTOTYPING (cont'd)



Profile

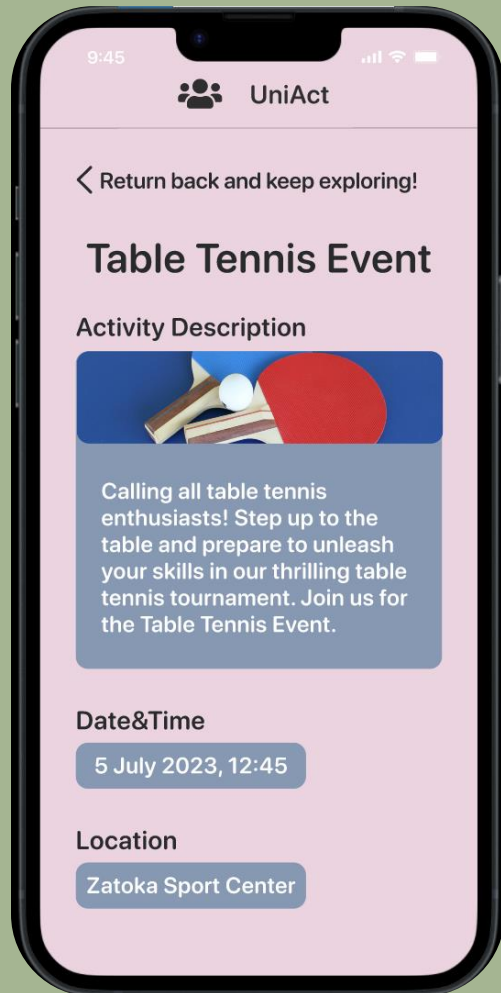


Explore Page

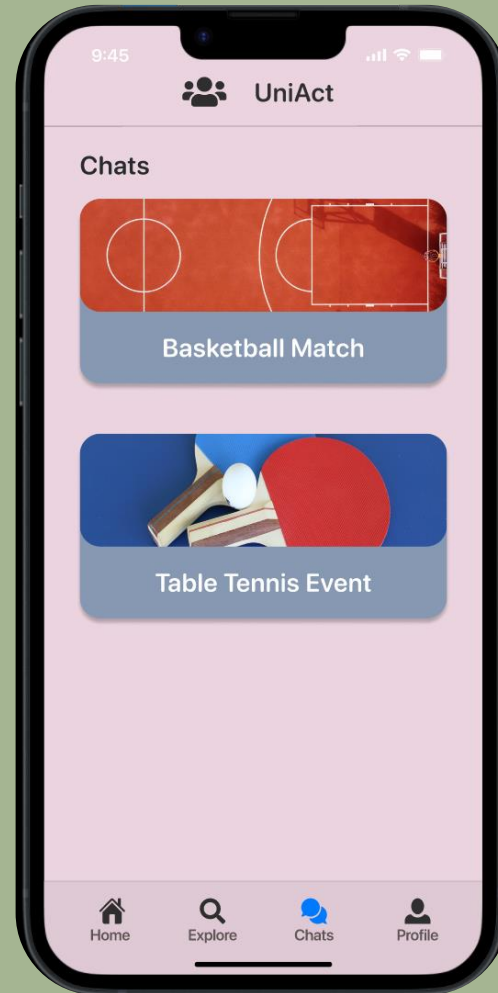


Keyboard Feature

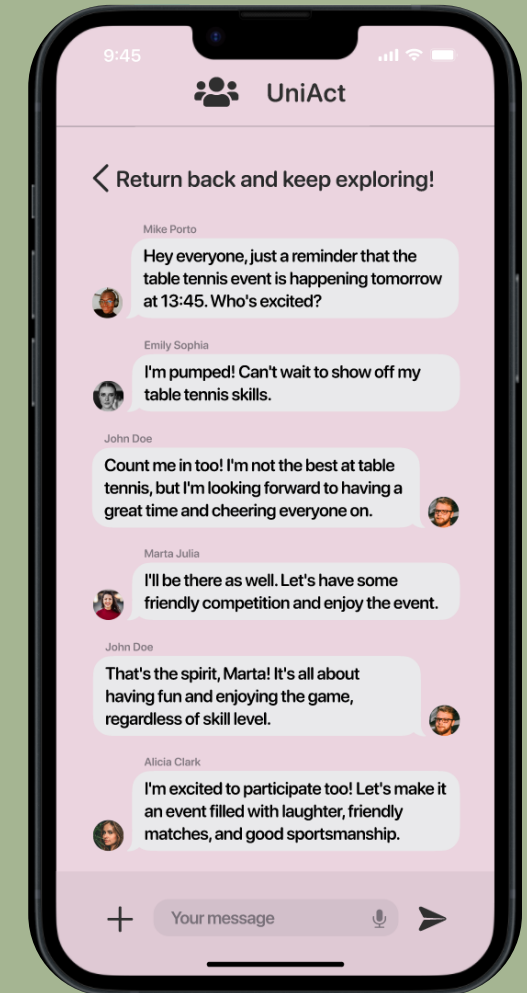
PROTOTYPING (cont'd)



Activity Detail Page



Chats Screen



Chat Screen

FEEDBACK

Testing - Heuristics,
Cognitive Walkthrough

The feedback from users regarding our UniAct app has been positive overall. Students appreciate the convenience and ease of use in finding activities of interest and connecting with other students. They find it helpful in overcoming social barriers and creating a sense of togetherness on campus. However, some users have provided suggestions for further improvements, such as integrating a rating/review system for activities, expanding language support, and incorporating a feature for organizing study groups.



FUTURE IMPROVEMENT

To develop the idea further, some potential directions include:

- Collaborating with university clubs and organizations to increase the range of activities available on the platform.
- Implementing a feature for users to create their own activities and invite others to join.
- Introducing a gamification element, such as badges or rewards, to encourage participation and engagement.
- Incorporating machine learning algorithms to continuously improve activity recommendations based on user feedback and preferences.



**THANKS
FOR
LISTENING**

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