

The Campus Experience

Berkeley Innovation App
Emily Margis

User Research



Katelyn

3rd Year -EECS

"I feel defeated when there's no seats at the library and end up going home"

Goals:

- Get work done on campus
- Efficiently get from one class to another

Pain Points:

- Finding seats in libraries
- Moving through crowds of people after class
- Managing events and recruiting



Richard

4th Year -
Astro/Physics

"I need an easy way to find and keep track of events happening on campus"

Goals:

- Keep up with networking opportunities

Pain Points:

- No easy bike access to Soda
- In order to discover events, have to have facebook friends interested in it for it to show up on timeline



Aleysha

1st Year -
Bioengineering

"I want to find a social circle and academic support network at Berkeley"

Goals:

- Make friends/study group
- Find clubs to join
- Stay on top of HW

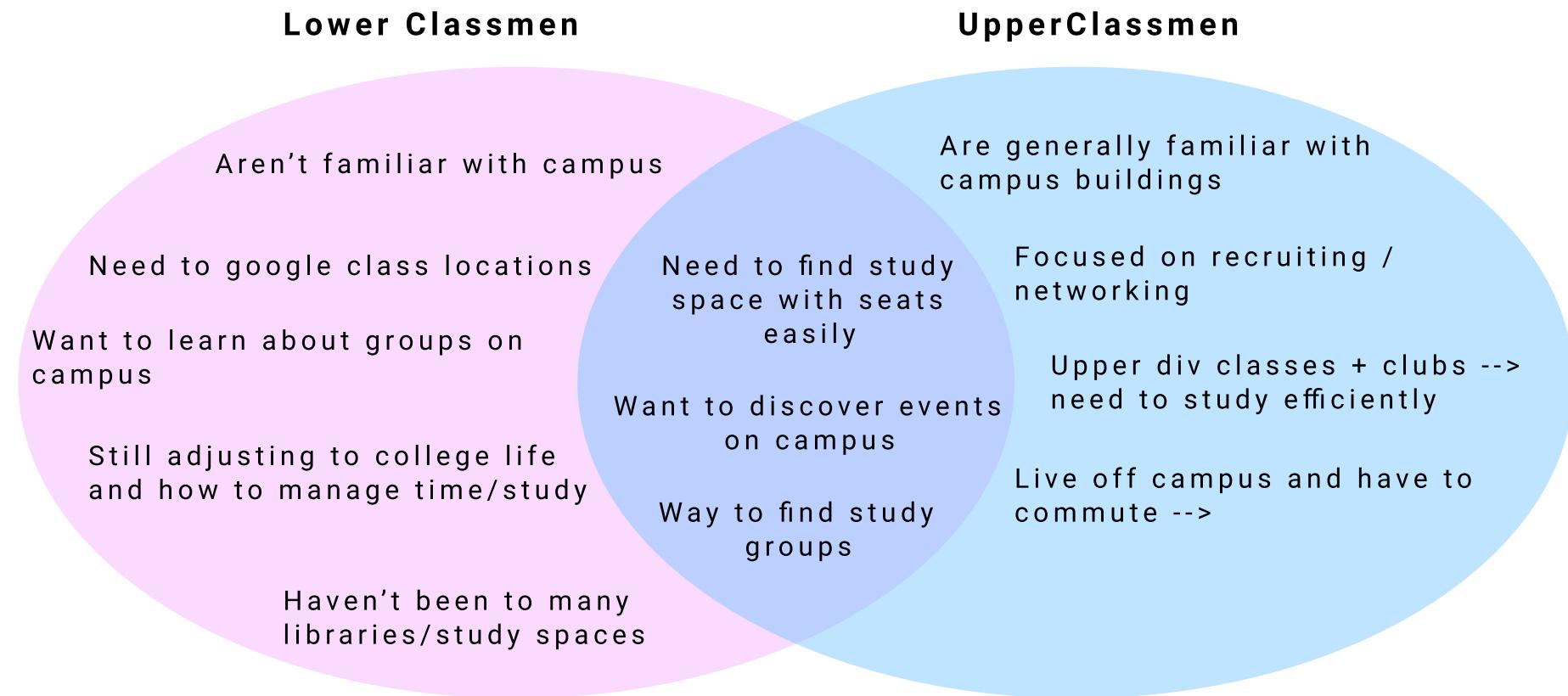
Pain Points:

- unclear classroom locations
- noisy libraries
- steep hills

My Interview Process

In order to get a more wholistic perspective on the campus experience, I interviewed a range of students from freshmen to seniors. I prepared a series of open ended questions in order to identify the goals and concerns of students as they navigate campus at different stages in their college careers.

Insights



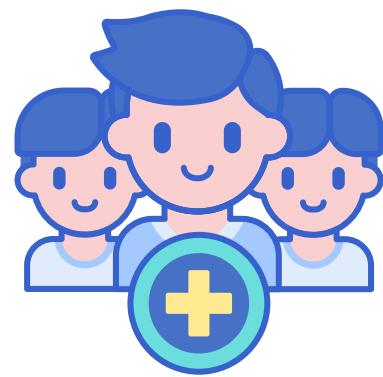
Thought Bubble

I wanted to find a solution that could be useful to both upper and lower classmen. While students become accustomed to navigating through classes the longer they're at CAL, a common need that both new and older students have is **being up to date with what is going on on campus**, whether it be events which freshmen want to become involved in, or recruiting events concerning juniors and seniors, discovering places to study that suit your learning style. Many students would benefit from having this information that will help them discover, plan ahead and get the most out of their campus experience.

Defining the Problem

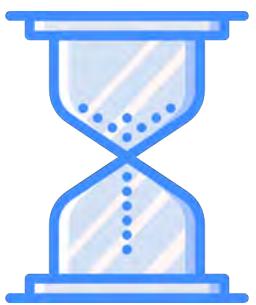
Defining a problem

Based off of my interviews, I identified 3 key motivations students have. In order to address this problem, I will look to incorporate these aspects into my solution.



Social

Whether it's going to an event, getting lunch, or studying for a class, students are often looking for friends to make these activities more fun



Time

With everything from classes to extracurriculars, CAL students want to spend time doing what matters, not finding a place to study with enough seats.



Career

Freshmen looking to prepare themselves for recruiting, or juniors looking for a summer internship. Career building events are an important part of the campus experience, and students need an easy way to find and keep track of events.



How might we help students stay informed and connected with everything happening on campus?



More Research/Competative Analysis

Before brainstorming ideas, I researched how students currently deal with their problems and analysed the pros and cons of these existing methods in order to inform my own designs.

Finding/Keeping Track of Events

Facebook Events:

Pros:

- Most events posted on Facebook
- Can see **location/time** of events
- Reminds you of upcoming events
- **Suggests events** that your friends are interested in

Cons:

- **Cluttered** with Non-school related posts.
- Hard to **quickly see all the events** happening on campus for a given day.
- **Tedious** searching through upcoming events.

Flyers/Word of Mouth

Pros:

- Can learn more about clubs through speaking with them
- Physical reminders if you don't use online calenders

Cons:

- Hard to keep track of event times
- **Time consuming** to go through sprawl for clubs/events
- Possible to **miss opportunities**
- Recruiting events don't usually have flyers

Study Spaces

Currently:

To pick a place where you will be productive, **you have to have studied at that library before** and know the atmosphere it has

Must walk in to find a seat, if there isn't one available, you have to either **wait, go to another library, or go home**.

If you want to work with someone, you **text the people you know**. Many times you find out a friend was in the same library as you for a while and you could have been studying together.

Possible Solutions

Students are currently working on ways to **track how full** libraries are. Once this technology is in place, can utilize it to inform students if there are seats before they arrive at a library.

Initial Sketches

Brainstorming/Ideation

Ideation Process

I began by listing out multiple features and options aimed at solving the problem, starting ones I felt were feasible, most useful and could be integrated together. I then sketched out possibilities for how to incorporate these ideas into an app and proceeded to iterate through my low fidelity wireframes for layout choices

Brainstorm

★ See which of your friends are at a library

★ Display how popular a study space is at a time of day

★ Display Events on campus Today

Dashboard view to summarize events/classes

Students add hazard warnings on campus - similar to Wayz

Give ways to suggest and explore new, non-traditional study spaces

Have an explore map to show all events, study spaces, and food

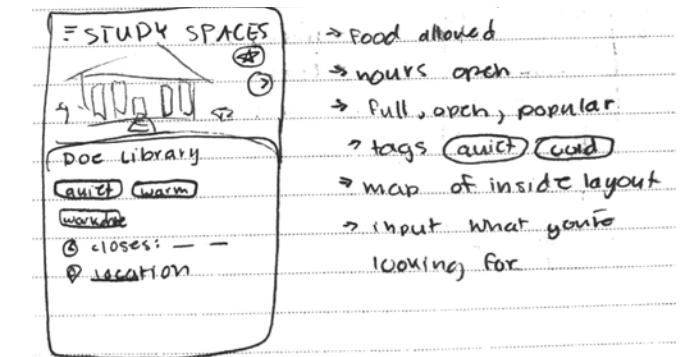
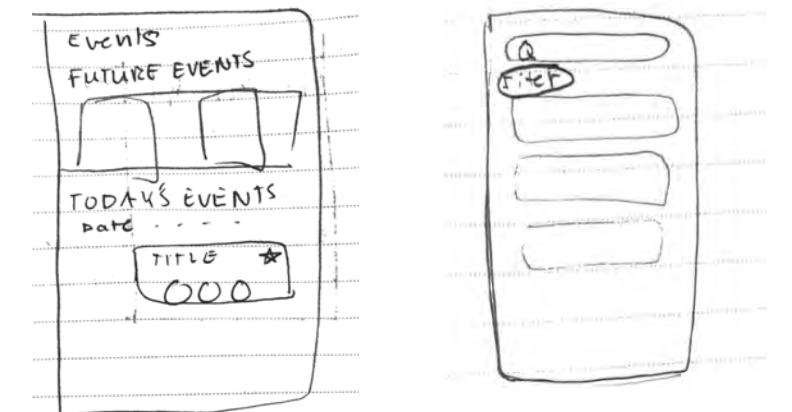
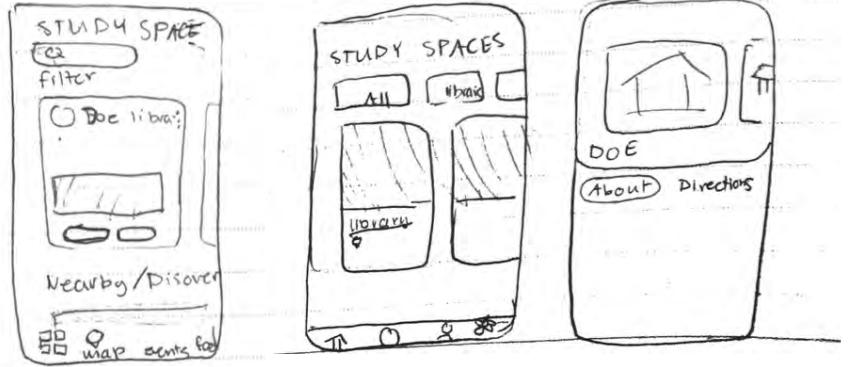
Way to filter events by major, type, etc.

Internal maps of buildings so you find rooms easily

★ Use feedback to tag libraries with traits like loud, comfy, cold etc.

Map to show where events are on campus

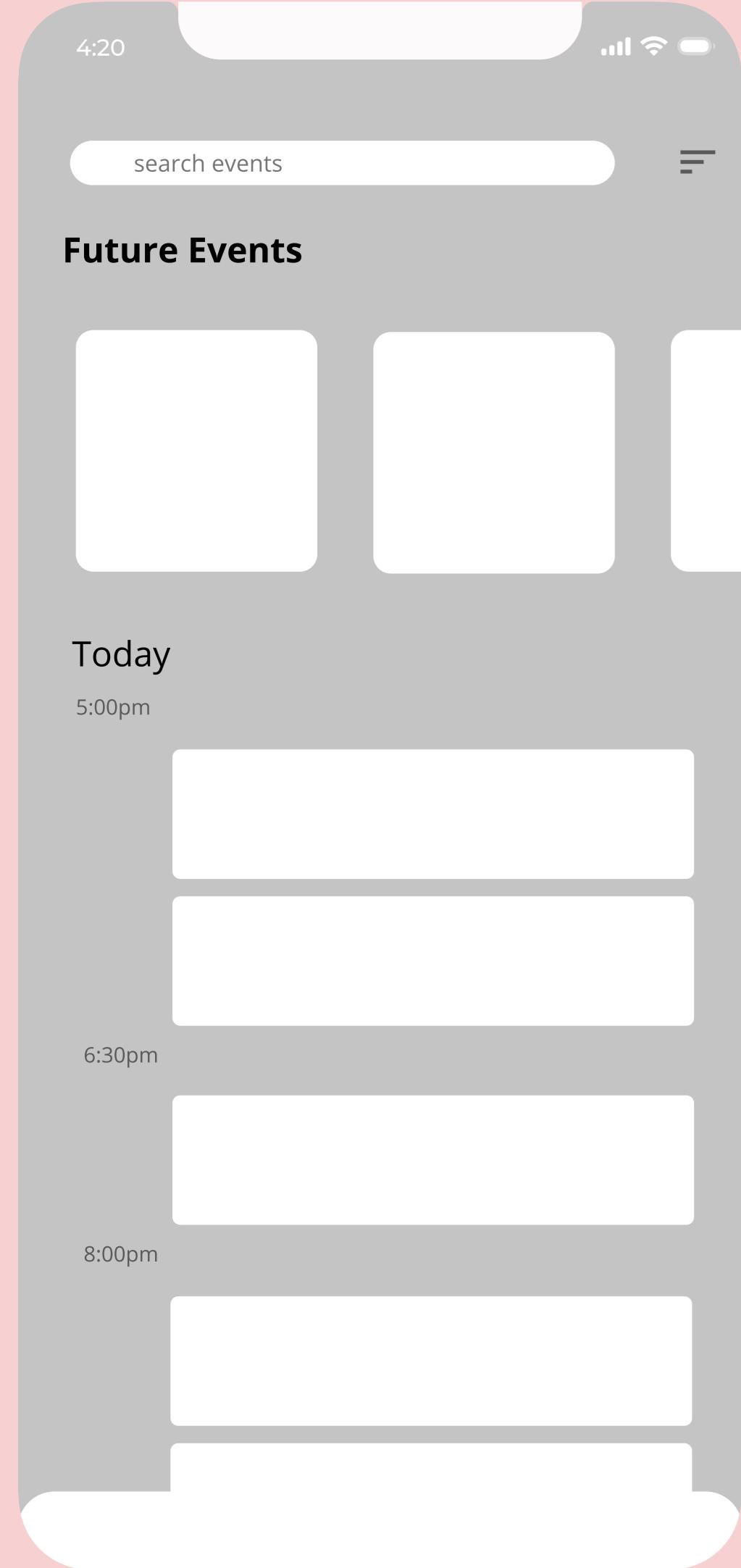
List of clubs on Sproul for a given day - so you know if there's one you want to see



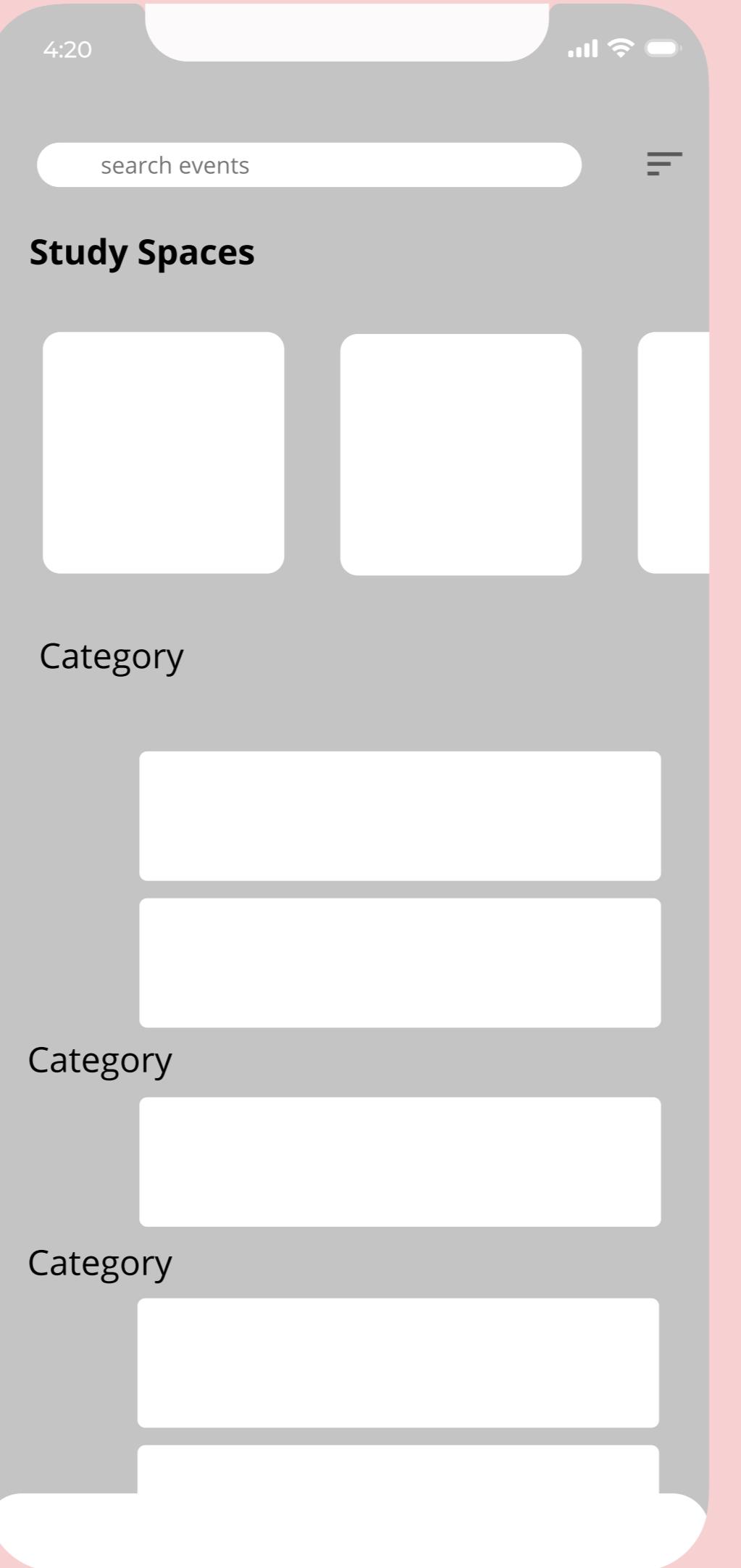
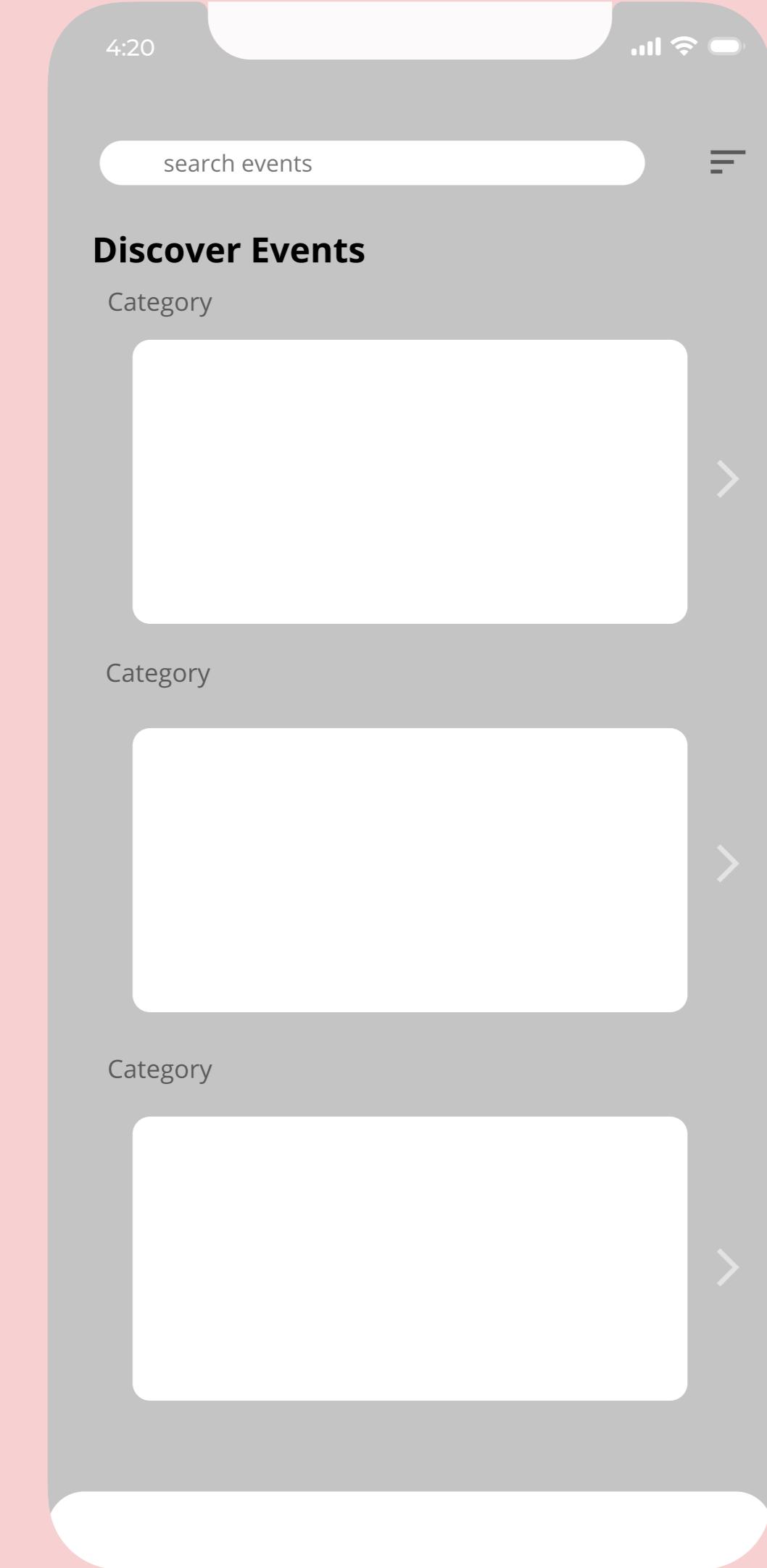
Solution

My idea was to create a platform where students can go to never miss out on what events are happening on campus, find a study space that suits their needs at the moment, and be able to locate the buildings and resources they need.

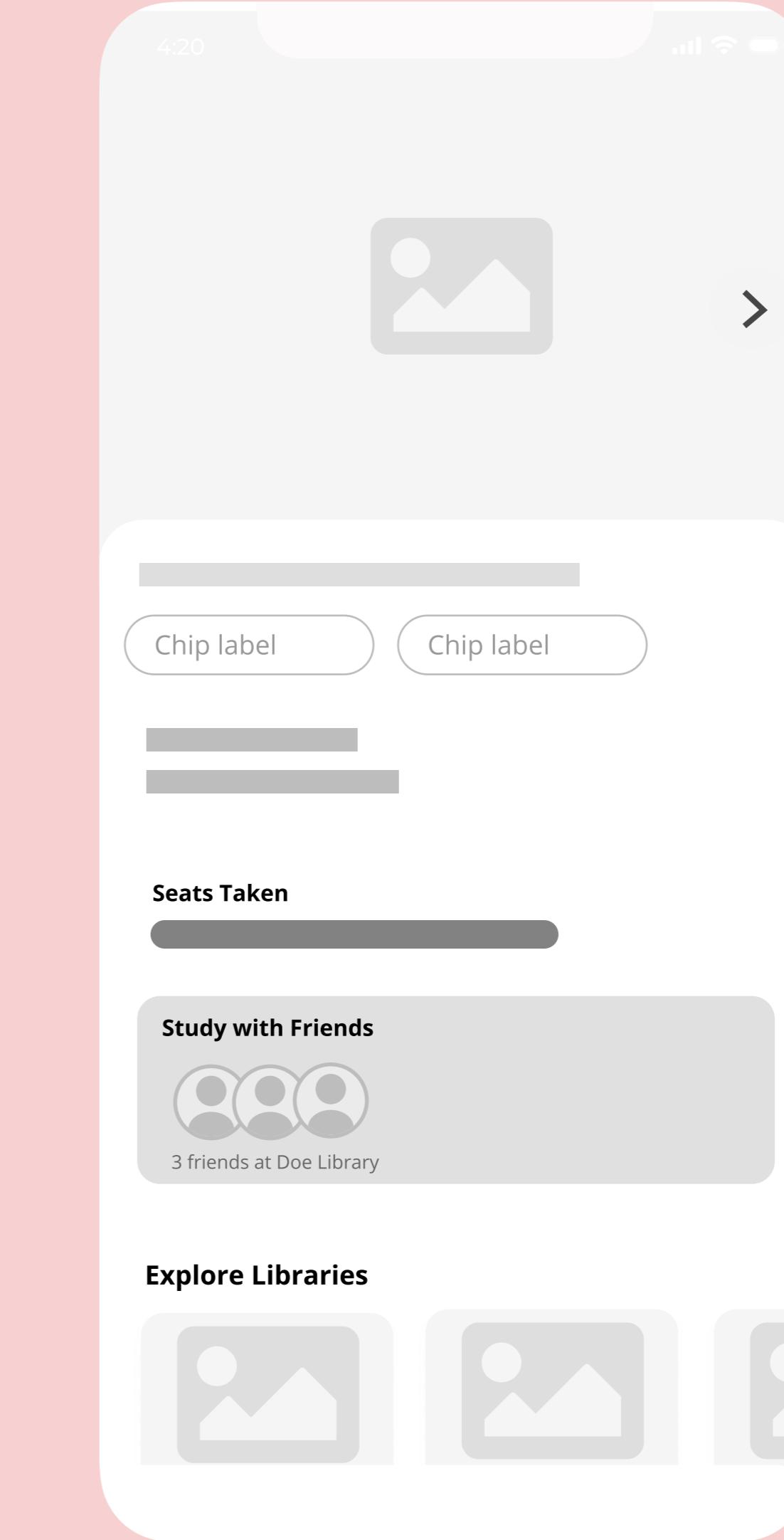
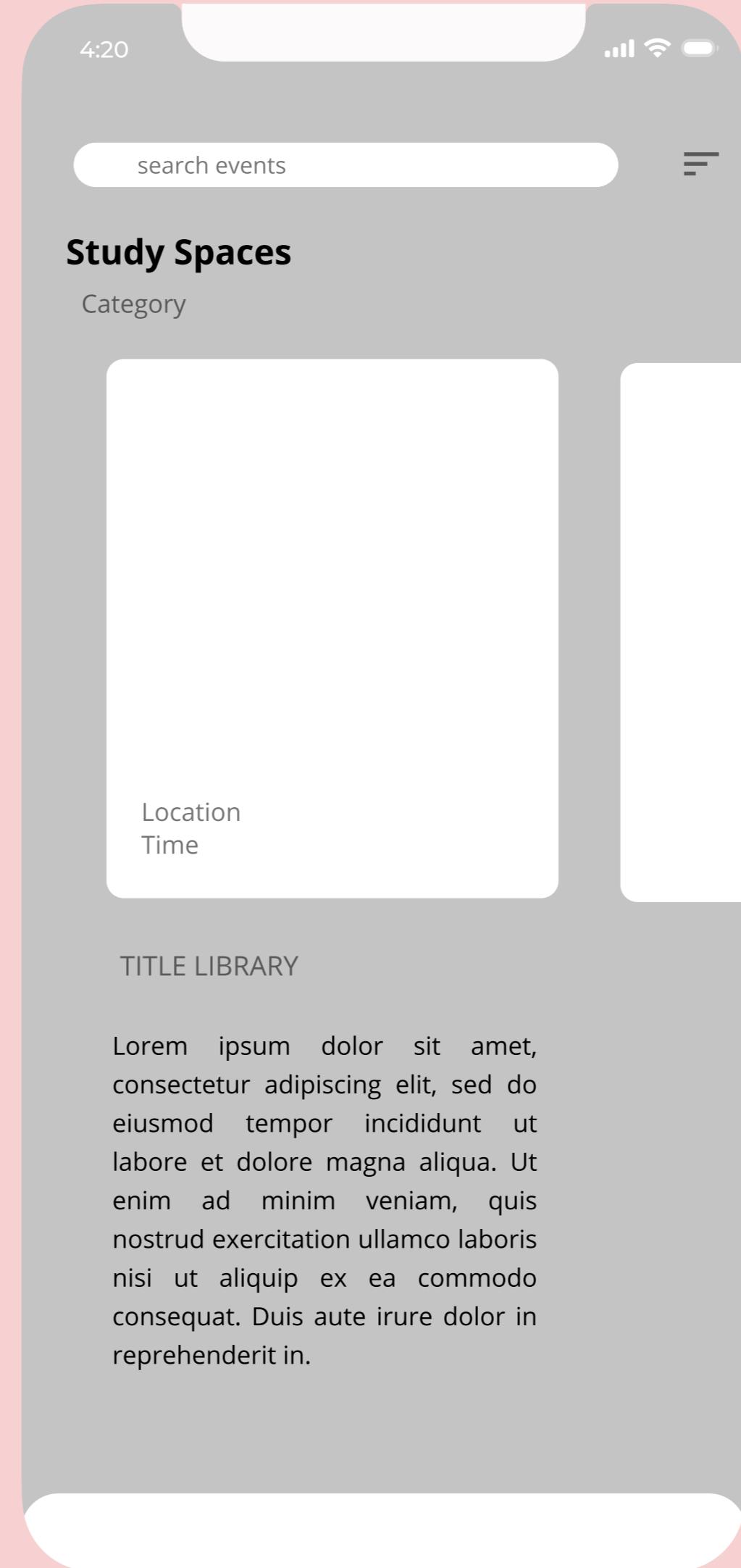
Low Fidelity Wireframes



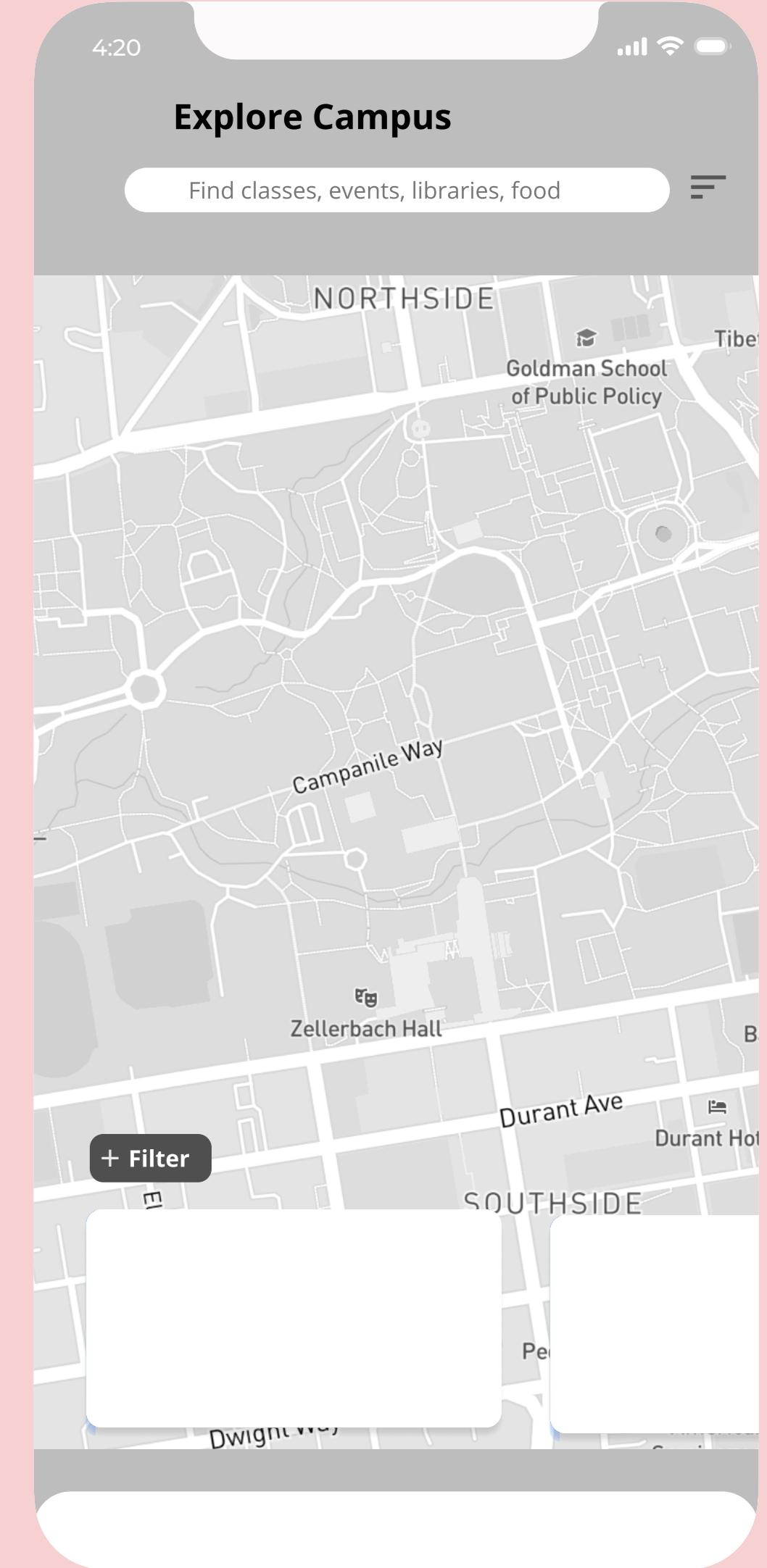
Possible Event Screen Layouts



Possible Layouts for Displaying Study Spaces

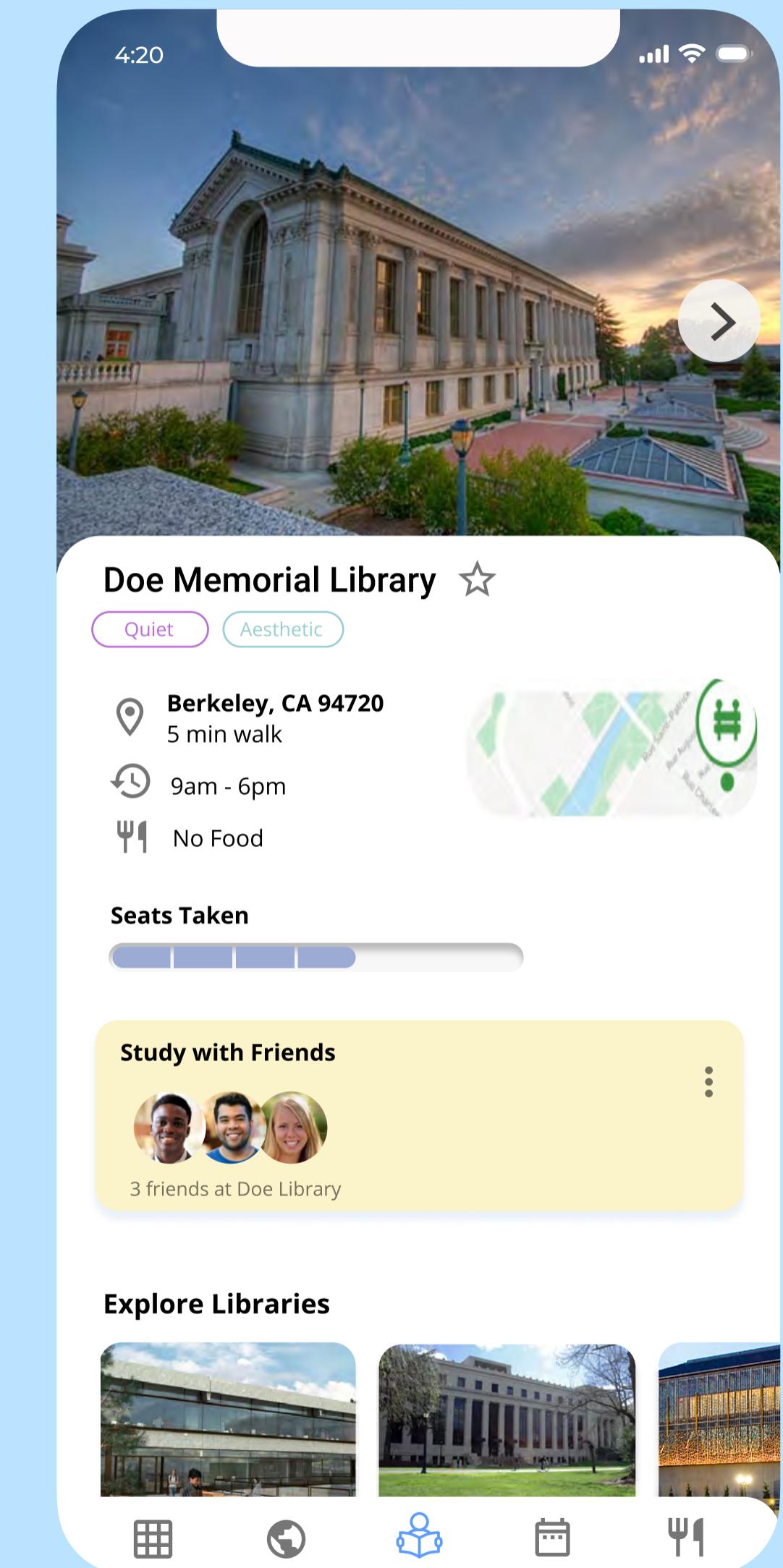
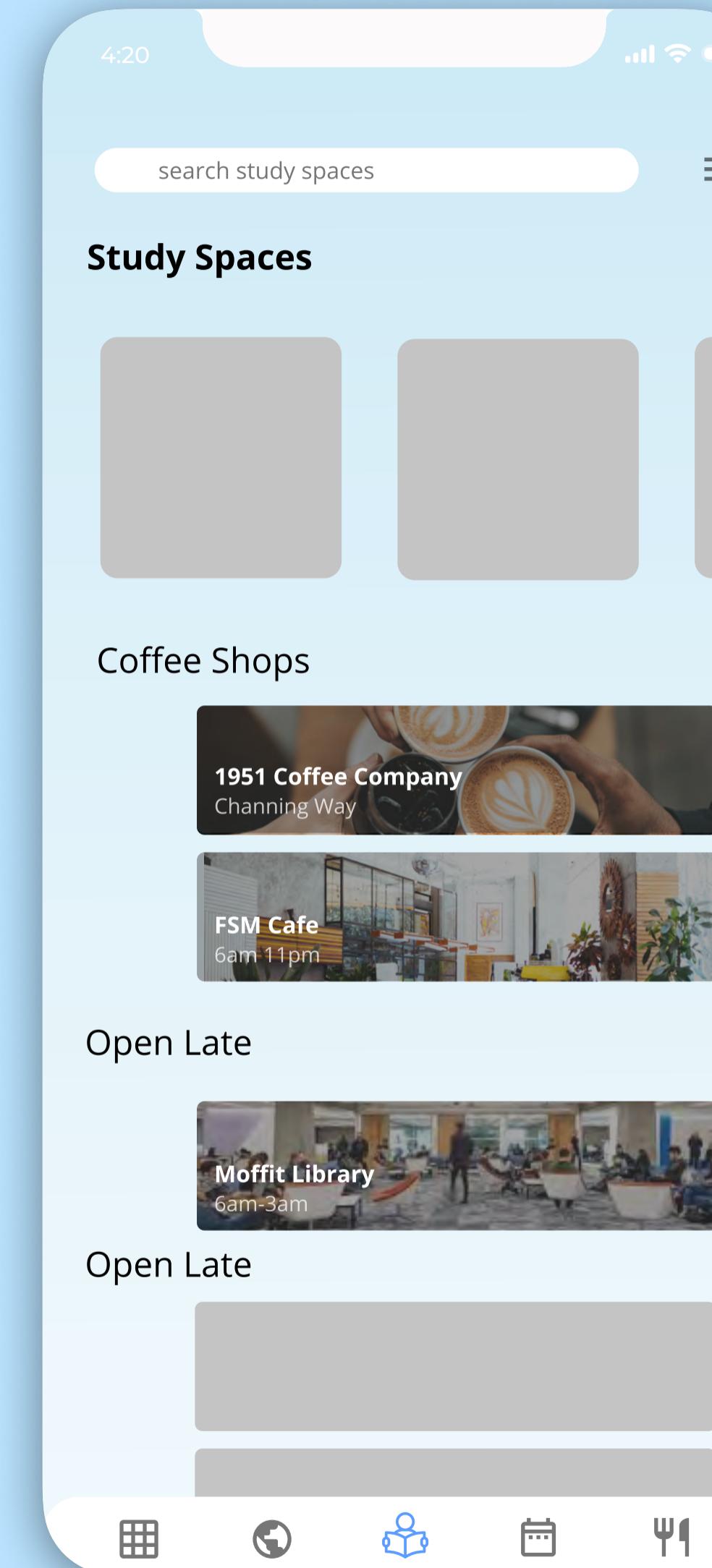
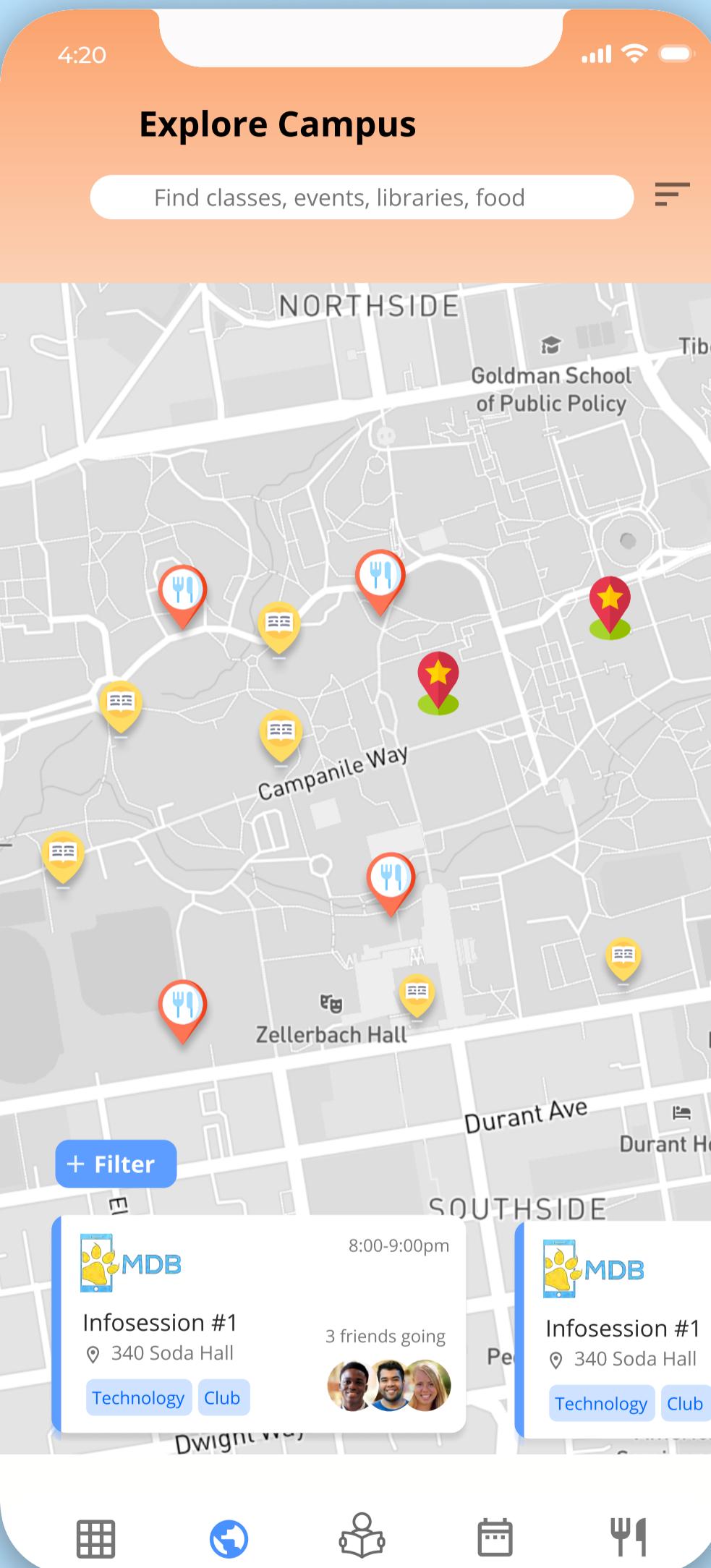
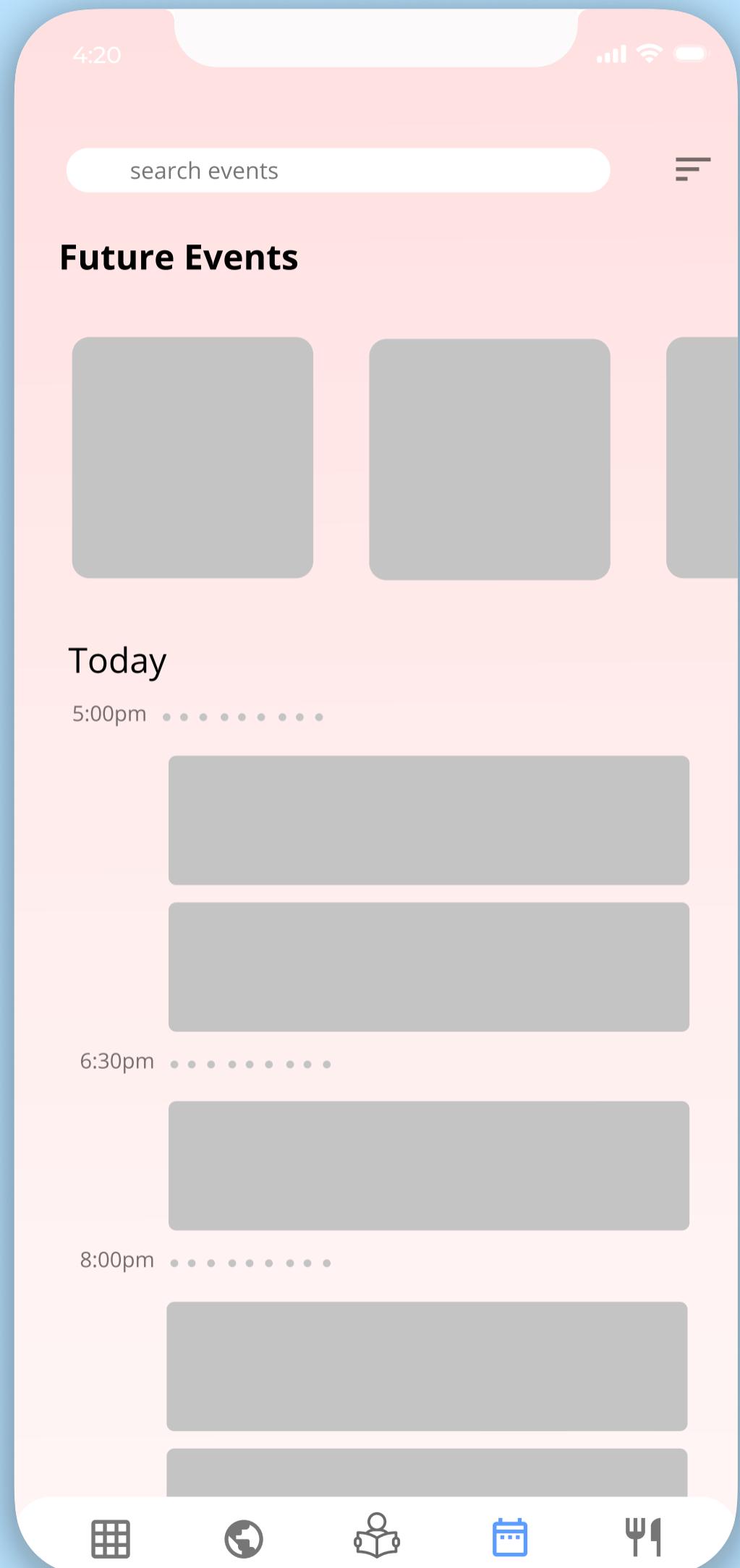


Expanded Study Space/Event Layout

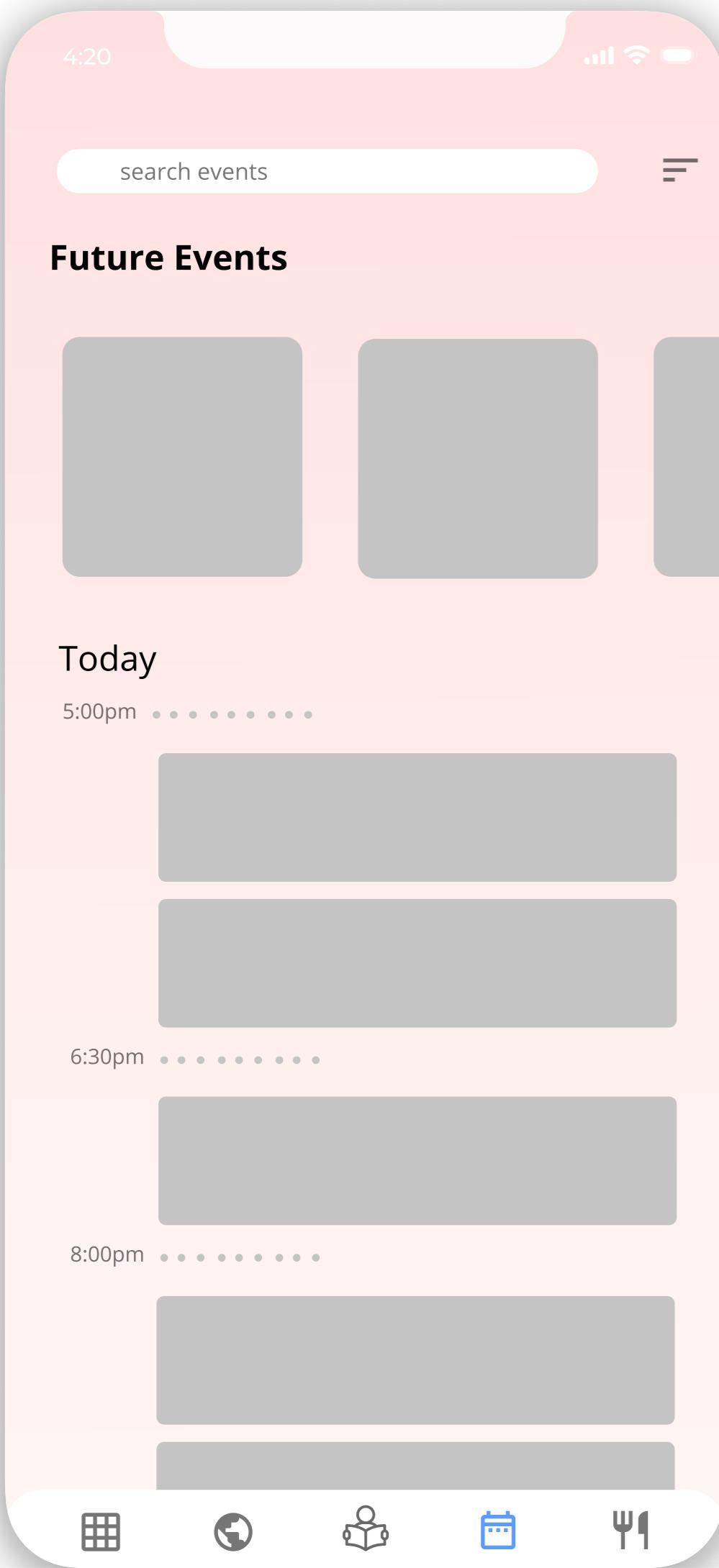


Map showing Events/Libraries

Higher Fidelity Mockups



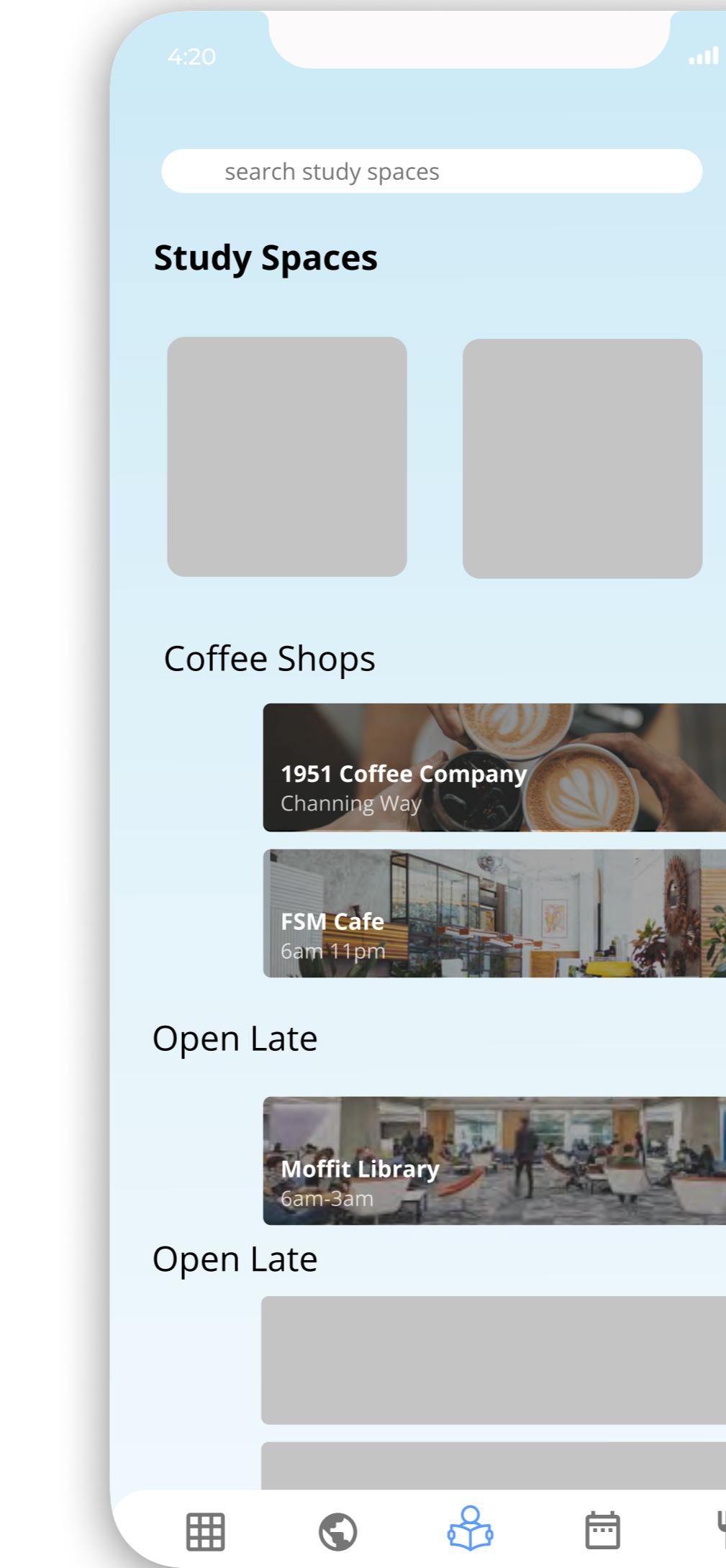
Features in Depth



Events

The **top slideshow** helps students **discover** upcoming events they may be interested in. Ideally, users would be able to view all upcoming events in order to plan their schedules in advance.

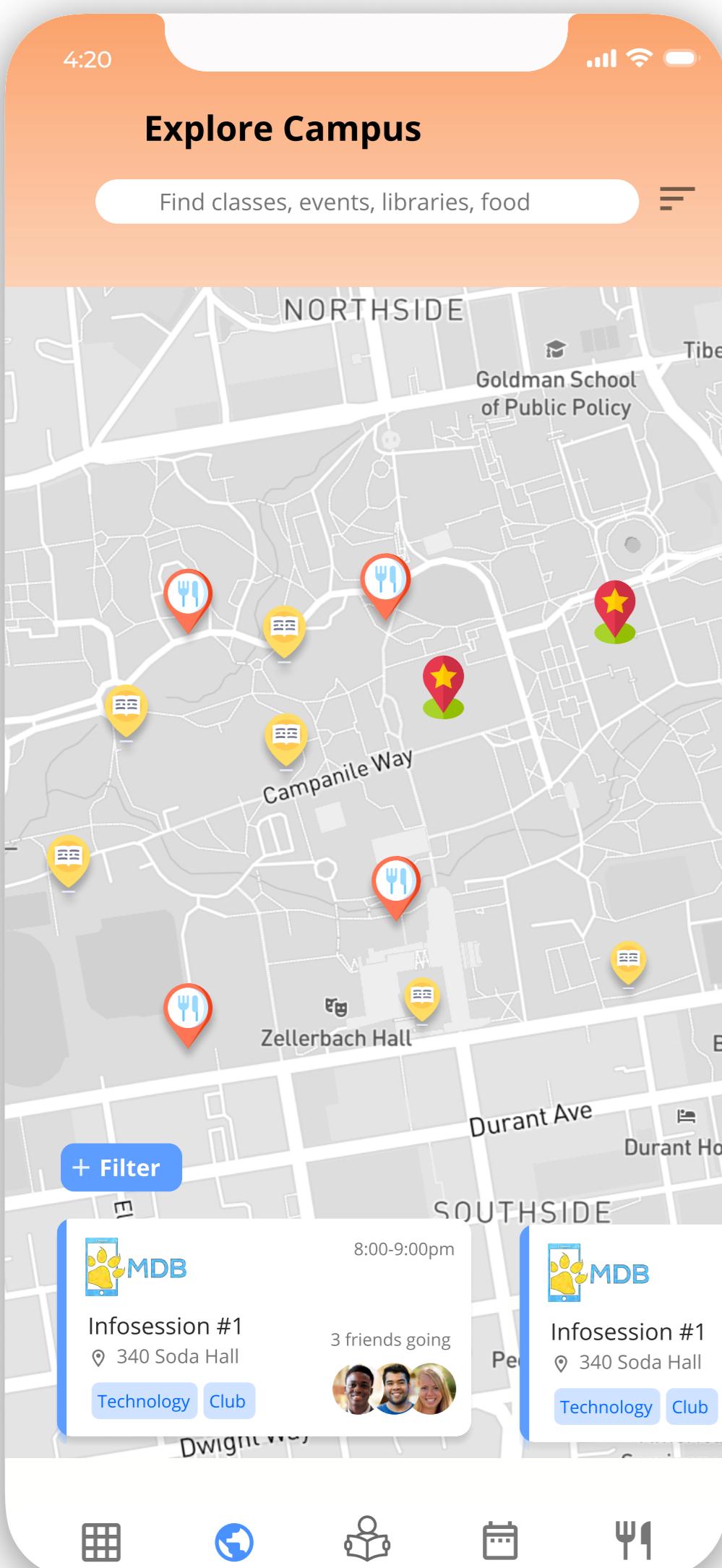
Below, all events happening on campus are listed in **chronological** order so you can be sure that you're **not missing anything**. If after doing usability testing, users wanted to narrow down the events shown, an option to filter by type, major, or time could be added.



Study Spaces

The **top slideshow** helps students **discover** popular libraries, or study spaces near them. This helps expose students to what may become their **new favorite study area**, and encourages them to explore campus.

Below are more study spaces and libraries **grouped by categories** that could possibly be filtered. Students can easily scroll through to see different options and focus in on a category that **suits their needs**, such as libraries **open late**, or **quiet spaces**.

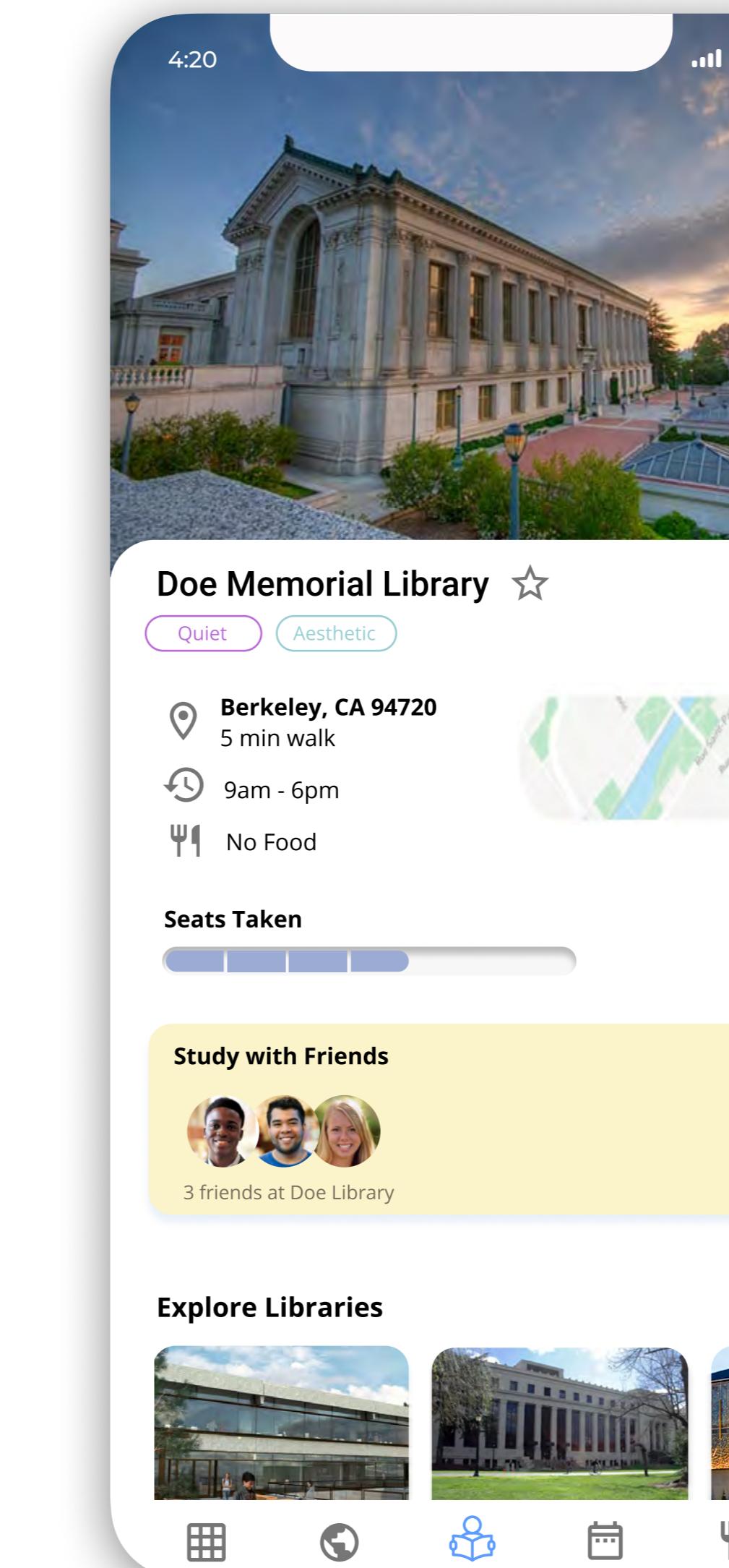


Explore Map

This map overview provides yet another way for students to **discover** and **plan ahead** for their day.

The map includes **pinned locations** for **libraries**, **food**, and **events** on campus. You can also search for specific places or events in the search bar above.

On the bottom are cards with a summary of each pinned location, which you can filter further.



Study Space - Expanded

Information about a selected library includes: Pictures of the library(interior and exterior) as well as **tags** that convey the **type of environment** that study area has. This will help students get a feel for if the library **matches their needs**.

In addition to **location**, **hours** of operation, and any **rules**, it will show **how full the library** is at a given time and show which of your **friends** are currently at that library so you can potentially form a study group.

Reflection

My goal in this project was not only to provide an avenue for students to discover new resources, events, and study spaces on campus, but to feel confident and empowered to try new things and make the most of their campus experience.

Future

While I focused on making it easier for students to plan their days by finding study spaces that suit their needs as well as keeping up with events on campus, I believe this app has the possibility to become an invaluable tool that can be used to engage and excite students for all that this school offers.

If I were to continue this project, I would get feedback from a variety of students on what aspects of the design liked and disliked as well as features they would and wouldn't use and additional information that might be useful to have.

I would also complete the designs I wasn't able to fully finish and create a home/dashboard screen to show a relevant summary of campus info.