# INFO 153 – Final Project

Name of Team: CONTENT (Team 3)

Team Members (Lastname, Firstname):

1. Feng He
2. Xinyin Zhang
3. Yufang Zhang
4. Anni Yang

Problem Chosen (Major or Activity): Activity

Name of Product: Content

URL of Product: contentactivities.com

Github URL of Code: https://github.com/fengmaggie2/final\_project\_team\_-3-.git

Product Discovery and Development:

Create a list of all steps your team went through to complete the final project (e.g. definition of problem, initial user interview, brainstorming of potential solutions, etc.)

Additionally, list the responsibilities each of the team members had for each step. Please indicate whether a specific member or the team as a whole has completed that step:

Please see the table on the next page.

|  |  |  |
| --- | --- | --- |
| STEP | RESPONSIBILITY | COMPLETION |
| 1. Definition of problem | Whole team | Found the real problem |
| 1. Develop a persona | Whole team | Fitted together all customers, characteristics |
| 1. Initial user interview 1 | Whole team | Validated the problem |
| 1. Brainstorm of potential solutions | Whole team | Found five potential solutions |
| 1. Brainstorming notes | Xinyin Zhang | Pages of useful notes |
| 1. Develop storyboards | Yufang Zhang | Visually described user task and interaction |
| 1. Initial user interview 2 | Whole team | Got feedback of potential solutions |
| 1. Interview notes | Feng He, Anni Yang | Clear and useful |
| 1. Choose the most promising solution | Whole team | Defined the most suitable one |
| 1. Define the MVP and make hypothesis | Anni Yang | Maximized the learning – fail fast |
| 1. Develop initial prototype | Feng He | Helped to better define the user flow based on the user’s mental model |
| 1. Develop UI skeleton | Whole team | Design according to some social network websites |
| 1. Update prototype, improve UI by user feedback | Yufang Zhang | Think out of the box and Correct to came back to the right track |
| 1. Pixlr visual design | Yufang Zhang | Beautiful and suitable |
| 1. Do early alpha tests, get feedback of target users | Xinyin Zhang | Made the web page more user friendly and easy to use |
| 1. Write HTML, CSS, jQuery | Xinyin Zhang  Yufang Zhang | Ran successfully |
| 1. Add APIs | Yufang Zhang | Added more functions |
| 1. Github & Heroku | Who? | Finished |
| 1. Launch MVP and analyze user feedback | Whole team | Users were satisfied of our website |
| 1. Track key metrics to validate hypothesis | Anni Yang | Selected suitable funnel metrics to each hypothesis |
| 1. Write TeamSheet | Anni Yang | Finished |
| 1. Upload Deliverables | Who? | Finished |

## Business Idea

Please provide a description of the problem you are trying to solve (be specific), what target users you are addressing (use your persona) and for what reason this is a problem worth solving. Try to limit your response to 200 words or less:

## College students in the US have a variety of options to pick free-time activities. However, there are so much information about activities from university-organized events, student group activities to private parties and hangouts and usually released dispersedly on different platforms. It is difficult for students to keep track of all the events and just pick the interested one to join in.

## Therefore, we want to develop a web service to collect activity information together for students to choose and take part in at right place with right time. The target users are college students who want to pick useful free-time activities especially those who are keen on enjoying activities but cannot manage the right time for so many activities, who want just pay close attention to specific organizations’ events or who have no access to the activity information. In addition, students can also post their private activities to attract their friends to join in.

## At the age of information and social network, missing specific activities may result a big loss to students about their study, work, special experience, friendship or just fun of life and it may waste time and energy. For that reason, this is a problem worth solving.Ideation Process

Please describe in detail a) what process you went through in order to find a suitable solution for the problem above, b) what options you traded off (did you consider multiple solutions?) and c) what response you received from users.

Do not talk about the solution itself; focus on the process and user feedback. Feel free to add quotes or insights from users. Try to limit your response to 300 words or less:

1. The process is as follows: Glanced over some school websites to find the ways which they used to post activity information. Brainstormed by all group members to define our product. Interviewed some college students to specify the demands they want to get from our product. Got feedback from users about our several solutions.
2. We considered multiple potential solutions and drew storyboards for each of them. Then we interviewed some college students and got feedback by taking notes. After considering user feedback and group meeting, we selected the most promising solution and developed initial prototype. In addition, we began to define minimum viable product (MVP), the minimal set of features, and got new user feedback again.
3. Our users gave us many useful response and they could be mainly concluded as five parts. First, we should popularize our product and attract students not only sign up our website but also use it everyday. Second, we should certify the credit of both publishers and information in our website and real name system can be concerned. Third, some popular activities can be recommended so that users can find them quickly and it is convenient for them to choose and sign up. Fourth, important school activity information should be highlight and easy to find. Fifth, information classification with tags is user friendly.

## Solution

Outline in-depth what solution you came up with. Please provide a) an overview what your solution does using the storyboard, b) how a user would use your solution, c) what design tradeoffs you made, and d) what user input you received

Please describe a) and b) only briefly, and c) and d) in detail. Try to limit your response to 200 words or less:

1. College students have the problem to join in useful activities by getting the right information. By use our website, they can successfully pick their activities and have good experience.
2. The user just needs to sign in, choose organizations to pay attention to, sign up activities, and it will create a calendar for user’s activities.
3. We began front-end and backend development, developed UI skeleton and visually designed the interface. At beginning, we were confused about our interface. After scanning many current web pages we found Facebook, which framework was suitable for us. However, designing everything like Facebook made us too rely on existing “standards” and could not think out of the box. We did not realize our problem until one user said “Hey guys, why don’t I just use Facebook to get the same function?” therefore, we brainstormed again and designed again and got the current one.
4. After early alpha tests and user interviews we received user input that could be concluded as follows: use calendar to organize users’ signed up activities; post information together with time, address and pictures; have user posted page so that publishers can record how many people have signed up their activities.
5. Implementation

Give a quick overview of a) how you implemented the product, b) how you organized your code, c) and what functionality it includes. Please also describe functionality that you hard coded such as user login.

Try to limit your response to 200 words or less:

1. We implemented our product by writing HTML, CSS and jQuery to build the website and together with available APIs by using Ajax get, the example is Google Maps.
2. We organized our code according to the interface of our high-fidelity prototype and validated them by W3C Markup Validation Service. And then we hosted the code on github.com and deployed them on heroku.com
3. The HTML builds the framework of our website, including the login page, index attention page and pages of user released, schedules and favorites. The CSS beautifies our website such as colors, text design, and background and so on. The jQuery simplifies the client-side scripting of our HTML and makes our pages easier to navigate a document, select DOM elements and develop Ajax applications such as Google Map API. The functionalities that we hard coded are some vertical tabs and how to clearly present information to users.

## Hypothesis and Metrics

Please define your Value and Growth Hypothesis. For each of the hypothesis, describe what metric you will use to track how successful the product is and at what point (time, value) you know you are on the right track.

**Value Hypothesis:**

We believe college students who want to pick free-time activities will use a single functional website to keep track of all the events on and around campus to find the specific one they prefer to take part in because they want to reduce the time spent in searching information on a variety of platforms.

**Metric:**

First, we will use “Acquisition” that reflects how many users visit our website and mainly judge whether they are college students by their IP address. Second, we will use “Activation”, which means user registers, by the percentage of visitors signs up in our website.

**Threshold:**

In one week the user visits up to 500 and registers up to 150, the percentage sign up for our website is kept above 20%.

**Growth Hypothesis:**

We believe we will build a functional website that supplies information of all the events on and around campus and college students will find it is very useful and prefer to use it frequently because it is convenient and easy to keep track of activity information on just one single website.

**Metric:**

First, we will use “Retention” how many users comes back and how long they browse on the website measured by the pageviews. Second, we will use “Referral” that means how many friends of user signs up by net promoter score (NPS).

**Threshold:**

Active users who returning within 3 days up to 300 and the NPS up to 75%