Initial user interview 1 – about the problem and persona

* Number of users: 12
* Feedback:

User A&D: want to get activity information but have no access

User B&H&I: have too many activities and cannot manage the time

User C: too many platforms need to be searched is terrible

User E&F: sometimes get the wrong information

User G&K: want to hold a private party but do not know how to deliver the information

User J&L: it is hard to find the useful activities from large number of information

Initial user interview 2 – analyze potential solutions

* Number of users: 10
* Feedback:

User A&B&F: popularize the product and attract students not only sign up our website but also use it everyday

User C&J: certify the credit of both publishers and information in our website 🡪 real name system

User D&E: popular activities can be recommended

User G: second-hand information

User H&I: information classification with tags

Target user interview 3 – update prototype

* Number of users: 8
* Feedback:

User A&G&H: post information with time, address and pictures

User B: can sign up directly in page of favorites 🡨already have the function

User C&E: use calendar to organize users’ signed up activities

User D&F: publishers can record how many people have signed up the activities

Target user interview 4 – do early alpha tests

* Number of users: 8
* Feedback:

User A&C&G: the main color is better to meet with the LOGO color for comfortable visualization

User B&F: the united font family is better than various font families

User D&E: the picture A is better than picture B since it is more inspiriting

Target user interview 5 – launch MVP and beta test

* Number of users: 5
* Feedback:

User A&E: The display of websites is a bit slow 🡪Fast loading website

User B&C: so easy to pick activity information, we like it!

User D: if it is true I’d like to tell my friends to use it

Appendix – user experience checklist

1. Stay out of people’s way 🡪 What are the barriers to start using your product?
2. Create a hierarchy that matches people’s needs 🡪 Does your product match well with the user’s mental map?
3. Limit distractions 🡪 Do you help users to focus on important steps and do you minimize distractions?
4. Provide strong information scent 🡪 Does the user have a sense what to expect when taking an action?
5. Provide signposts and cues 🡪 Does the user have a sense of orientation and location within the website?
6. Provide context 🡪 Do you give users more context throughout the process or situations when the system fails?
7. Use constraints appropriately 🡪 Have you minimized constrains in navigation, user input and access to information?
8. Make actions reversible 🡪 Does your interface “forgive” mistakes?
9. Provide feedback 🡪 Do users get (positive or negative) feedback on their actions?
10. Make a good first impression 🡪 In which way do new visitors perceive your product (first 5 seconds)?