Table of contents

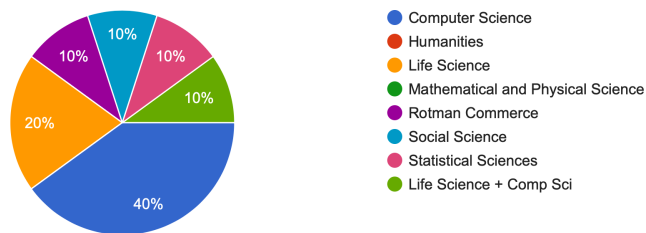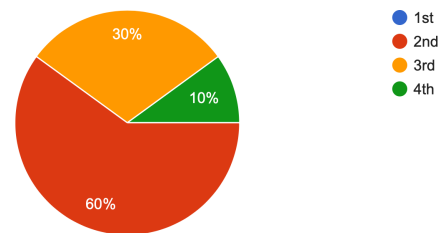**Summary of data collected:**

1. Students that participated in a survey: Meirbek Zeinulla, Ribhav Kapur, Winnie Xu, Janet Wang, Stella Leo, Brandon Tiu, Jackie Huang, Dora Szarics, Jamal Vaninov, Andy Chan

2. Gender distribution – equal distribution among gender (5 females and 5 males).

3. Program of study distribution

- Computer Science
- Humanities
- Life Science
- Mathematical and Physical Science
- Rotman Commerce
- Social Science
- Statistical Sciences
- Life Science + Comp Sci

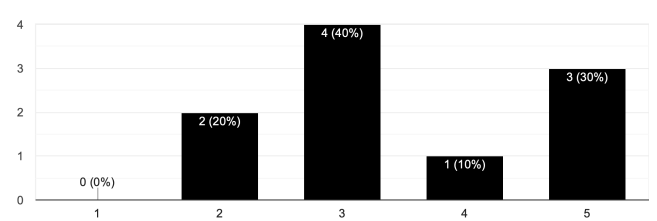4. Year of study distribution

- 1st
- 2nd
- 3rd
- 4th

5. Interaction preferences – 3 for infinite scroll and 7 for pagination.
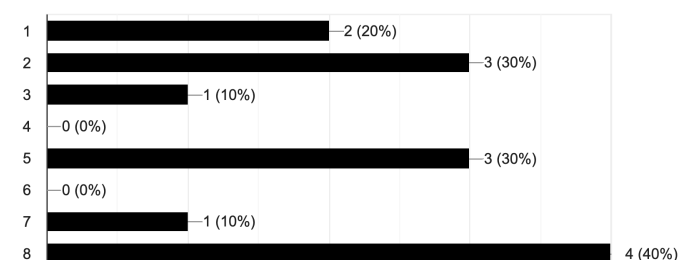
6. How useful students find virtual assistances
(1 Not at all useful – 5 Extremely useful)
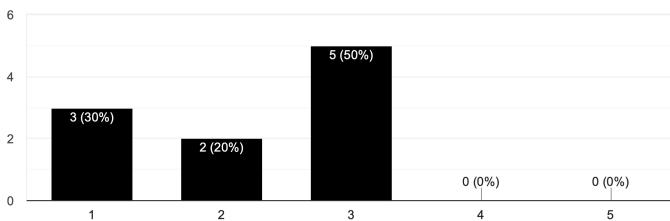
7. How important to have landscape view
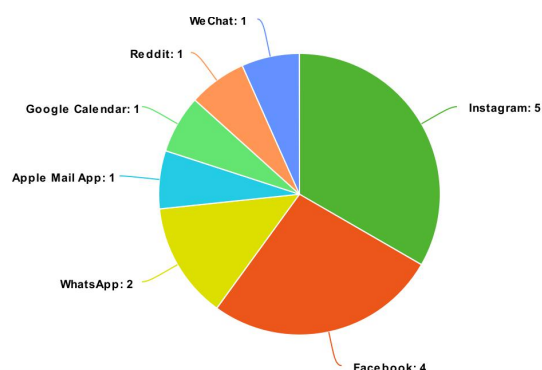(1 Not at all important – 5 Extremely important)

8. Colour scheme preferences
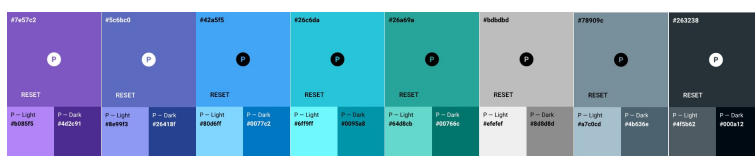
9. The applications participants use the most and what they like about them:
- Ability to connect with people (Instagram, FB, WhatsApp);
- Clean and utilitarian design (Google Calendar);
  - Sharing media files (WhatsApp);

- Night mode (Reddit);
- Endless scroll (FB, Instagram);
- Easy navigation (Instagram).

10. The applications participant do not like and what they do not like about them:
- Anything that is slow;
- Apps that have an out of date look;
- Apps that use a lot of data (Snapchat);
- No infinite scroll style (Libby app to borrow ebooks).

11. Features participants would want to see in our application:
- Personal profile page with links to social media;
- Chat or community forum;
- Ability to find common programs and courses being taken among students;
- Snapchat's idea of location sharing;

12. 3 people out of 10 are members of student communities.

13. Communities participants are in:
- Robotics for Space Exploration;
- University of Toronto Consulting Association;
- University of Toronto Machine Intelligence Student Team;
- Cognitive Science and Artificial Intelligence Students Association.

14. Reasons why participants are not engaged in communities:
- Not much time because of commuting or generally short on time;
- Introversion, social awkwardness.

Insight learned:

As the results showed – the problem of isolation among University of Toronto students is present – most students do not belong to communities due to the lack of time, social awkwardness or both. In order to reach out to students with social anxiety or shyness, in our app we will use good visual design and emphasis on a stronger sense of connection among members to enforce students become closer to their peers. From the data collected, we can see that the ability to communicate with people, easy navigation, clean and modern look are the main requirements for a good social media application nowadays. Uses them as a base, we will add other features like the ability to find common programs and courses being taken among students, to help our peers find the people to hang out with, study and simply enjoy the time together.

Help us build an app that you will enjoy using to find communities.

By continuing with the survey, you consent to be a participant in the survey, agree to the following terms and will be equivalent to your signature.

I hereby consent to participate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin Huang, Roshan Ravishankar and Ryan Young for an assignment in University of Toronto Computer Science course CSC318 The Design of Interactive Computational Media.

I agree to participate in this study the purpose of which is to find the relationship between increased visitor engagement by good experience design and a heightened sense of community.
I understand that:

The procedures to be used is a questionnaire form.
I will receive no compensation for my participation.
I am free to withdraw before or any time during the study without the need to give any explanation.
All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

What is your first and last name? *

Meirbek zeinulla

What is your gender? *

- ○ Female
- ● Male
- ○ Prefer not to say
- ○ Other: _____

What program are you in? *

- ● Computer Science
- ○ Humanities
- ○ Life Science
- ○ Mathematical and Physical Science
- ○ Rotman Commerce
- ○ Social Science
- ○ Other: _____

What year are you in? *

- ○ 1st
- ● 2nd
- ○ 3rd
- ○ 4th
- ○ Other: _____

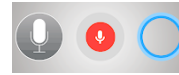### Do you prefer infinite scroll or pagination? *

Pagination is a user interface pattern that divides content into separate pages.

- ○ Infinite scroll
- ● Pagination

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	●	○	○	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	●	○	○	○	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- ☐ 1
- ☐ 2
- ☑ 3
- ☐ 4
- ☑ 5
- ☐ 6
- ☐ 7
- ☑ 8

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *

○ Left

○ Middle

○ Right

◉ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

_____

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Apple Music, terrible android activity lifecycle

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

_____

Are you a member of a student community? *

○ Yes

◉ No

If you answered "yes" to a previous question please state what organization(s)?

_____

If you answered "no" to a previous question, is there a specific reason why?

_____

Help us build an app that you will enjoy using to find communities.

What is your first and last name? *

Ribhav Kapur

What is your gender? *

○ Female

◉ Male

○ Prefer not to say

○ Other: _____

What program are you in? *

◉ Computer Science

○ Humanities

○ Life Science

○ Mathematical and Physical Science

○ Rotman Commerce

○ Social Science

○ Other: _____

What year are you in? *

○ 1st

◉ 2nd

○ 3rd

○ 4th

○ Other: _____

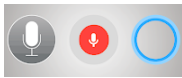Do you prefer infinite scroll or pagination? *
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◉ Infinite scroll

○ Pagination

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	1	2	3	4	5	
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- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8

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- ○ Left
- ○ Middle
- ○ Right
- ◉ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Instragram FB WhatsApp. Just connectivity honestly

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Twitter. Just dislike the concept itself. From a design perspective, apps that look like they haven't been updated in a while and have the "iOS 6" look are not nice to look at

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

As long as you have a proper personal profile page with links to social media it should be fine

Are you a member of a student community? *

- ◉ Yes
- ○ No

If you answered "yes" to a previous question please state what organization(s)?

RSX

If you answered "no" to a previous question, is there a specific reason why?

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What is your first and last name? *

Winnie Xu

What is your gender? *

- ◉ Female
- ○ Male
- ○ Prefer not to say
- ○ Other:

What program are you in? *

- ◉ Computer Science
- ○ Humanities
- ○ Life Science
- ○ Mathematical and Physical Science
- ○ Rotman Commerce
- ○ Social Science
- ○ Other:

What year are you in? *
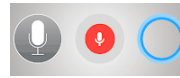
- ○ 1st
- ◉ 2nd
- ○ 3rd
- ○ 4th
- ○ Other:

Do you prefer infinite scroll or pagination? *
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What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	○	○	◉	○	○	Extremely useful

How important is landscape view in social media applications? *

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- ☐ 1
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- ☐ 6
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- ☐ 8

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What is your first and last name? *

Winnie Xu

What is your gender? *

- ◉ Female
- ○ Male
- ○ Prefer not to say
- ○ Other:

What program are you in? *

- ◉ Computer Science
- ○ Humanities
- ○ Life Science
- ○ Mathematical and Physical Science
- ○ Rotman Commerce
- ○ Social Science
- ○ Other:

What year are you in? *

- ○ 1st
- ◉ 2nd
- ○ 3rd
- ○ 4th
- ○ Other:

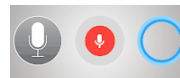## Do you prefer infinite scroll or pagination? *

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- ☐ 5
- ☐ 6
- ☑ 7
- ☐ 8

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○ Left

○ Middle

○ Right

⦿ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Mail app, aggregates all my email data in one place. Messenger, allows me to go on the web without exiting the app.

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Quercus app, it doesn't cache and reloads every time my phone shuts off.

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Are you a member of a student community? *

⦿ Yes

○ No

If you answered "yes" to a previous question please state what organization(s)?

UTCA, UTMIST

If you answered "no" to a previous question, is there a specific reason why?

Help us build an app that you will enjoy using to find communities.

What is your first and last name? *

Janet Wang

What is your gender? *

⦿ Female

○ Male

○ Prefer not to say

○ Other:

What program are you in? *

○ Computer Science

○ Humanities

○ Life Science

○ Mathematical and Physical Science

○ Rotman Commerce

○ Social Science

⦿ Other: Statistical Sciences

What year are you in? *

○ 1st

○ 2nd

⦿ 3rd

○ 4th

○ Other:

Do you prefer infinite scroll or pagination? *
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⦿ Infinite scroll

○ Pagination

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○ Right

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What is your first and last name? *

Janet Wang

What is your gender? *

◉ Female

○ Male

○ Prefer not to say

○ Other:

What program are you in? *

○ Computer Science

○ Humanities

○ Life Science

○ Mathematical and Physical Science

○ Rotman Commerce

○ Social Science

◉ Other: Statistical Sciences

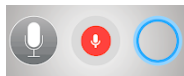What year are you in? *

○ 1st

○ 2nd

◉ 3rd

○ 4th

○ Other:

Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages.

◉ Infinite scroll

○ Pagination

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	○	○	◉	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	○	◉	○	○	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- ☐ 1
- ☑ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8

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- ○ Left
- ○ Middle
- ○ Right
- ◉ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

I use Google Calendar a lot! It's beyond the obvious utility as a time management app, it is extremely useful with a clean and utilitarian design.

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

I use Libby to borrow ebooks from the library, which doesn't offer an infinite scroll style of reading books, which is weirdly annoying to me. I also don't like that the margins for reading are very wide (i.e. doesn't use up all the screen real estate, leaving a lot of white space.)

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Chat function! Or community forum style of posting!

Are you a member of a student community? *

- ◉ Yes
- ○ No

If you answered "yes" to a previous question please state what organization(s)?

Cognitive science and artificial intelligence students' association (CASA)

If you answered "no" to a previous question, is there a specific reason why?

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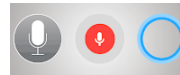
What is your first and last name? *

Stella Leo

What is your gender? *

◉ Female
◯ Male
◯ Prefer not to say
◯ Other:

What program are you in? *

◯ Computer Science
◯ Humanities
◯ Life Science
◯ Mathematical and Physical Science
◯ Rotman Commerce
◯ Social Science
◉ Other: Life Science + Comp Sci

What year are you in? *

◯ 1st
◯ 2nd
◉ 3rd
◯ 4th
◯ Other:

Do you prefer infinite scroll or pagination? *

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◉ Infinite scroll
◯ Pagination

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	◯	◯	◉	◯	◯	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	◯	◉	◯	◯	◯	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- [ ] 1
- [x] 2
- [ ] 3
- [ ] 4
- [x] 5
- [ ] 6
- [ ] 7
- [ ] 8

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Find common programs and courses being taken

Are you a member of a student community? *

- ( ) Yes
- (●) No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Commuter, not much time

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *

- ( ) Left
- (●) Middle
- ( ) Right
- ( ) Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Instagram - photos!, Facebook - everyone has it so it acts as an address book, WhatsApp - easy to share large media files

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Snapchat - uses a lot of data, browsers that don't reformat pages to a phone screen properly

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What is your first and last name? *

Brandon Tiu

What is your gender? *

- ( ) Female
- (●) Male
- ( ) Prefer not to say
- ( ) Other:

What program are you in? *

- ⚪ Computer Science
- ⚪ Humanities
- 🔘 Life Science
- ⚪ Mathematical and Physical Science
- ⚪ Rotman Commerce
- ⚪ Social Science
- ⚪ Other: _____

What year are you in? *

- ⚪ 1st
- 🔘 2nd
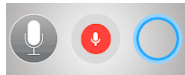- ⚪ 3rd
- ⚪ 4th
- ⚪ Other: _____

Do you prefer infinite scroll or pagination? *

Pagination is a user interface pattern that divides content into separate pages.

- 🔘 Infinite scroll
- ⚪ Pagination

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	⚪	⚪	🔘	⚪	⚪	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	⚪	⚪	⚪	⚪	🔘	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- ☐ 1
- ☐ 2
- ☐ 3
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- ☐ 6
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- ☑ 8

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- 🔘 Left
- ⚪ Middle
- ⚪ Right
- ⚪ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Reddit, night mode

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Fucking top hat, having to pay for access

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Dating feature

Are you a member of a student community? *

○ Yes
◉ No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Introverted

What program are you in? *

◉ Computer Science
○ Humanities
○ Life Science
○ Mathematical and Physical Science
○ Rotman Commerce
○ Social Science
○ Other:

What year are you in? *
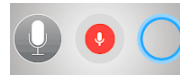
○ 1st
◉ 2nd
○ 3rd
○ 4th
○ Other:

Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages.

○ Infinite scroll
◉ Pagination

Help us build an app that you will enjoy using to find communities.

By continuing with the survey, you consent to be a participant in the survey, agree to the following terms and will be equivalent to your signature.

I hereby consent to participate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin Huang, Roshan Ravishankar and Ryan Young for an assignment in University of Toronto Computer Science course CSC318 The Design of Interactive Computational Media.

I agree to participate in this study the purpose of which is to find the relationship between increased visitor engagement by good experience design and a heightened sense of community.
I understand that:

The procedures to be used is a questionnaire form.
I will receive no compensation for my participation.
I am free to withdraw before or any time during the study without the need to give any explanation.
All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

What is your first and last name? *

Jackie Huang

What is your gender? *

◉ Female
○ Male
○ Prefer not to say
○ Other:

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	◉	○	○	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	○	○	○	◉	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- [ ] 1
- [ ] 2
- [ ] 3
- [ ] 4
- [x] 5
- [ ] 6
- [ ] 7
- [ ] 8

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *

- ( ) Left
- ( ) Middle
- ( ) Right
- (•) Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

I like Instagram's use of infinite scroll for photos and pagnation for categories of photos and features.

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Are you a member of a student community? *

- ( ) Yes
- (•) No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Help us build an app that you will enjoy using to find communities.

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What is your first and last name? *

Dora Szarics

What is your gender? *

- (•) Female
- ( ) Male
- ( ) Prefer not to say
- ( ) Other:

What program are you in? *

○ Computer Science
○ Humanities
◉ Life Science
○ Mathematical and Physical Science
○ Rotman Commerce
○ Social Science
○ Other: _____

What year are you in? *
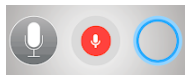
○ 1st
○ 2nd
○ 3rd
◉ 4th
○ Other: _____

Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages.

◉ Infinite scroll
○ Pagination

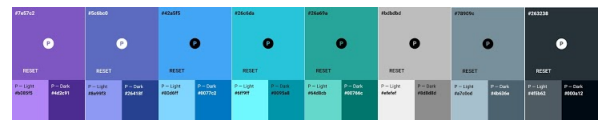**What is your opinion on virtual assistants in applications?** *

	1	2	3	4	5	
Not at all useful	○	○	◉	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	○	◉	○	○	Extremely important

Which color scheme(s) would you prefer to see in our application? *

☑ 1
☐ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *

○ Left
○ Middle
○ Right
◉ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Facebook because can scroll endlessly and see many different things

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Pretty much anything that is slow

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Be able to access multiple aspects at once

Are you a member of a student community? *

○ Yes
◉ No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Involved elsewhere

What program are you in? *

○ Computer Science
○ Humanities
○ Life Science
○ Mathematical and Physical Science
◉ Rotman Commerce
○ Social Science
○ Other:

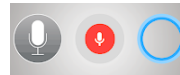What year are you in? *

○ 1st
○ 2nd
◉ 3rd
○ 4th
○ Other:

Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages.

◉ Infinite scroll
○ Pagination

Help us build an app that you will enjoy using to find communities.

What is your first and last name? *

Jamal Vaninov

What is your gender? *

○ Female
◉ Male
○ Prefer not to say
○ Other:

What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	◉	○	○	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	○	○	○	◉	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- [ ] 1
- [ ] 2
- [ ] 3
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- [ ] 6
- [ ] 7
- [x] 8

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- ( ) Left
- ( ) Middle
- ( ) Right
- (•) Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Instagram - very easy to navigate

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Messenger

Are you a member of a student community? *

- ( ) Yes
- (•) No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Short on time

Help us build an app that you will enjoy using to find communities.

What is your first and last name? *

Andy Chan

What is your gender? *

- ( ) Female
- (•) Male
- ( ) Prefer not to say
- ( ) Other:

What program are you in? *

- ○ Computer Science
- ○ Humanities
- ○ Life Science
- ○ Mathematical and Physical Science
- ○ Rotman Commerce
- ● Social Science
- ○ Other: _____

What year are you in? *

- ○ 1st
- ● 2nd
- ○ 3rd
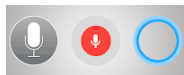- ○ 4th
- ○ Other: _____

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Pagination is a user interface pattern that divides content into separate pages.

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- ○ Pagination

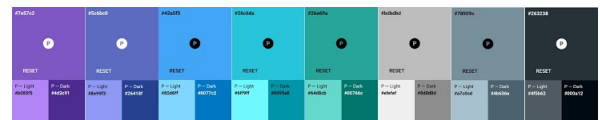## What is your opinion on virtual assistants in applications? *

	1	2	3	4	5	
Not at all useful	○	●	○	○	○	Extremely useful

How important is landscape view in social media applications? *

	1	2	3	4	5	
Not at all important	○	○	●	○	○	Extremely important

Which color scheme(s) would you prefer to see in our application? *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☑ 8

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- ● Left
- ○ Middle
- ○ Right
- ○ Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Wechat, magical app with almost everything I need. You can subscribe to cool articles, talk to your friends, post stuffs(sth like fb), pay for stuffs, even invest. All in one app

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Facebook messenger, app only exist to talk to people, useless, why can't I just use my phone message?

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Location sharing (like in snapchat)

Are you a member of a student community? *

○ Yes

◉ No

If you answered "yes" to a previous question please state what organization(s)?

If you answered "no" to a previous question, is there a specific reason why?

Socially awkward, lazy