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Design Requirements

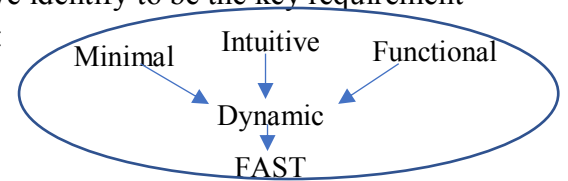
Problem: The existing real-world (Clubs Fair) and virtual (uLife) interfaces that exist to help students find communities are poorly designed. We will address this problem by developing an app that will make it easier for club members and organizers to come together, and to improve the lines of communication between the two groups.

Design Principles: With our target population in mind, our design principles will be Millennial-focused. Our design will be:

- 1) Functional: important features will be quickly highlighted
- 2) Dynamic: going between different windows will be quick and seamless
- 3) Minimal: uncluttered, containing only the essential features, with no space “wasted” on large images and other banners
- 4) Intuitive: straightforward and easy to use

The design principles will combine to make our app **fast**, which we identify to be the key requirement for Millennials.

“Millennial Design”:



Environmental Requirements:

Our app must work on university campuses. Logistical challenges in these environments might arise from the high concentration of users centered in a fairly small area putting strain on the app's performance. Other requirements would include considerations for inclusivity and accessibility for all students.

Functional Requirements:

Our app must allow for users to quickly search for and find campus communities. At the same time, it must allow for organizers to easily update and make announcements to, and on behalf of, their clubs (think: Quercus). The app must provide a “Dashboard” (again, taking inspiration from Quercus) for members and organizers alike.

Technical Requirements:

Our app will be a mobile app for iOS and Android, which would probably be programmed in Java.

Usability Requirements:

Any student or faculty member on a university campus should be able to use the app. Our app must therefore be minimalistic (with a minimum of text), and easy to use. It must accommodate those with disabilities and special needs – for instance, there could be settings that would make the app more accessible for those with hearing or visual impairments.

Measures of Success:

The current solution to our problem is primarily through the use of Facebook, and also to a lesser extent, uLife and the Clubs Fair. We would measure our app's success by the number of downloads, its Daily Active Users, and look at changes in traffic to uLife and participation in the Clubs Fair.

Short Form Creative Brief

Project Objective:

Build a mobile app that will essentially act as a “Quercus for clubs”, which will serve to replace uLife and provide an alternative to Facebook groups. The app will make it:

- 1) easier for students to search for and find communities that interest them
- 2) easier for community organizers to advertise to and communicate with students
- 3) easier for community members to see relevant announcements and information

Key Personas:

Eddie the Executive – Eddie is a 21-year-old student in his 3rd year of study at U of T. He is a highly involved, motivated, and outgoing student. Eddie has wound up as an executive member on two clubs, one of which he started himself. He is a busy guy, having to balance these responsibilities along with his academic and social commitments.

Samantha the Shy Girl – Samantha is an 18-year-old Math Specialist in her 1st year at U of T. She wants to work at NASA when she graduates, as she has been passionate about space since childhood. Samantha is comfortable among her math peers in their relatively small lectures, but knows few people outside the program. She considers herself to be introverted, and is a reserved person.

Key Scenarios:

“Eddie Expands”

Eddie is proud of the club he has founded and wants to advertise it to more students. Eddie wants his club to have a flashy new website to attract more members, but he has neither the time nor the knowhow to make the website himself. Eddie has tried asking some of his friends to help him out, but they also lack web-design knowledge.

“Samantha Makes New Friends”

Samantha wants to broaden her social circle and make new friends outside of her math group. Samantha went to check out the Clubs Fair, but was put off by the large crowds and the heat. She also tried using the ULife website, but the “Search Groups” features often times out on her. Even when it loads, there is no search feature to find specific clubs, and some clubs she has reached out to have failed to respond to her.

Key Principles:

- 1) Less, Not More: The app should lessen the workload of the Eddies, and make it easier for them to maintain their communities.
- 2) Member-Organizer Interaction: The app should make it as easy as possible for community organizers (like Eddie), and community finders (like Samantha) to interact with each other.

Focused Experience Map

Legend and Comments: Red text denotes any newly added text to the A3 Experience Map, and removed text is crossed out. The (E), (S), (SE) markers denote whether certain feelings would be most applicable to the Eddies, Sams, or both (SE). Highlighted text denote aspects of the experience that are key to both groups and potential bright spots – these should be the main takeaways and areas of focus moving forward.

Stages	Entice	Enter	Engage	Exit	Extend
People	Students of UofT	Students of UofT	Students of UofT, Faculty of U of T	Students of UofT	Students of UofT
Contexts	Looking for a community to join Looking for new friends with similar interests Looking solutions to problems	At home online On campus in person or online Anywhere with an internet connection	On campus Online At hosted events	Successful integration Lack or loss of interest in entire process Unsuccessful integration into specific community	As a member of the community As an outsider to the community
Feelings	+ Curiosity (S) + Desire to Engage (SE) - Loneliness - Boredom (S)	+ Curious (S) + Excited (SE) - Hesitant (S) - Trepidation - Anxiety (S)	+ Interest (SE) - Curiosity - Irritation - Disengaged (S)	+ Fulfilment (SE) + Delighted (SE) - Disappointment (SE) - Discouraged (SE)	- Disgust + Pride (SE) + Engaged (SE) + Motivated (SE) - Detached (S)
Thinking	? Do I have to ? Where can I find other people who like similar things to me ? Who What is this community	- this is too complicated ? Where do I sign up ? Will this help me - I hope I don't have to invest too much time - I hope this is helpful somehow	? What is this all about - Not sure if I fit in with this crowd ? Do I have time to keep showing up - This takes up a lot of time - This sucks, it's hard to use and no one is helpful	+ I'm glad I joined - What a waste of time ? Do I have enough time to stay involved ? How can I contribute ? How can I become more involved	? I wonder if my friends would be interested ? How can I help my community grow - How can I warn others not to join? ? How else can I find communities that are right for me
Actions	Requirement by Course Research Online Ask friends for more details	Sign up to join	Try to integrate into community Passively observe community	Participation and contribution to the community Continued passive observation Leaving Community	Recommend to friends or other students Complain to friends or other students Send feedback
Touch points	Recommendation by fellow students Website	Through online application In person registration	Orientations or welcome events Online in discussion forums Online through an application Hosted events	Online In person	Online In person

Appendix

Complete Collection of Other Personas and Scenarios

Fast Fred

Fred is a 19 year-old first-year undergraduate student. His current goal is to ace his academics to keep a perfect GPA. To do so, he plans to put a lot of time into his studying. He has a fast lifestyle and often works on his assignments while on the move. He is also an extrovert and wants to make new friends and join communities but he does not want his social life to feel like more work. He wishes that finding and making new friends would not be so time consuming and can be done quickly on-the-go. He needs the complexity of community-finding and friend-making to be broken down into a couple of swipes and clicks on his smartphone.

Scenarios:

- Fred feels like his social life is empty and is desperate to find new friends. But he also wants to be putting 10 - 12 hours of work a day into his work and hence, he does not have time to search for friends and make commitments. He wants the searching-for-friends process to be immediate and wants to automatically find friends and communities that are compatible with his schedule.
- Fred knows that there are systems in place to find communities in UofT but feels like they are too much work, unclear and hence, would be too time consuming to be worth the effort. He needs something to make clear and simple choices in a matter of seconds, and a system that automatically takes care of all the hard work that comes with having and maintaining a social life.

Wayne— Fitness Enthusiast

19-year old male, commuter student at U of T. Not interested in performing exceptionally at school, but wants to do well enough; wants to earn enough money in his early twenties to live a long luxurious life. Loves working out and really wants to get a toned body. Not interested in clubs or communities, but would love to find workout buddies. He likes partying hard during the weekend.

Key Scenarios

1. Wayne's classes on Tuesday end at 3:00. He likes to go the Hart House Gym because it's convenient for him, but the gym is pretty empty around that time and he can never find someone willing to spot for him.
2. Wayne misses a talk by one of the best venture capitalists in the industry because he never found out about it.
3. Wayne has a midterm coming up and Wayne needs help studying, but study groups are incredibly hard to organize so, he struggles reading through the dense textbook.

Greg Go-Home

20 year old male student at UofT. He is currently an undergraduate working on his computer science degree. Wants to graduate and find a job as soon as he can. He lives a good hour and a half away from campus and commutes almost exclusively by public transport. Does not really feel the need to worry about university communities, as he feels they take up too much time. He has his own group of friends he keeps in contact with frequently through online communication software and through his smartphone. He is fairly technologically minded, and is constantly on the computer when at home for both work and his free time, in which he enjoys playing video games, chatting with his friends, and watching videos.

Scenarios:

Greg isn't very interested in joining any clubs or communities at university, mainly because of his travel time. While he isn't against the idea, he isn't sure if there are any clubs that won't interfere too badly with his schedule, however he feels that going out and looking for a club is too time consuming and is not worth the effort. Therefore he wants an easy way to have a list of clubs suggested to him that match his interests and do not require too much investment.

Greg is a fairly busy student, but still has some free time in his schedule. Normally he spends his time online goofing off, but recently Greg has developed some minor interest in some joining a club and community at university. Because of his travel time, he does not like travelling too much and wants to find a club that he can attend only in his free time. He is not very familiar with any clubs or communities at his university and is not willing to invest too much effort looking for one. Furthermore, he doesn't want any club he joins interfering with his time at home with his other friends.

Assignment Attribution

Kevin Huang

- Created a Design Requirements Draft
- Compiled ideas from the Design Requirement drafts together into its final form
- Worked on Short Form Creative Brief
 - Created the “Eddie the Executive” persona and scenario
- Worked on Focused Experienced Map

Dennis Markovchyn

- Created a Design Requirements Draft
- Worked on Short Form Creative Brief
 - Created the “Samantha the Shy Girl” persona and scenario
- Worked on Focused Experienced Map

Roshan Ravishankar

- Created a Design Requirements Draft
- Worked on Short Form Creative Brief
 - Created the “Fast Fred” persona and scenarios
- Worked on Focused Experienced Map

Ryan Young

- Created a Design Requirements Draft
- Worked on Short Form Creative Brief
 - Created the “Greg Go-Home” persona and scenarios
- Worked on Focused Experienced Map

Utkarsh Agarwal

- Created a Design Requirements Draft
- Worked on Short Form Creative Brief
 - Created the “Wayne – Fitness Enthusiast” persona and scenarios
- Worked on Focused Experienced Map