**Intro**

Hi, my name is Kevin. [And my name is Utkarsh], and we are here to present our group’s prototype – community.

**Problem Space**

I’m sure we can all appreciate the importance of communities in our lives. They provide us with a sense of belonging and meaning in a chaotic world. Every one in our group feels this way, and yet we’ve also experienced first hand how difficult it can be to find and make these communities at U of T. This is what we decided to focus on as our problem space.

**More about Problem Space**

We each had our own opinions about what contributed to this problem.

1) U of T is a pressure-cooker and it can be hard to find the time to make connections

2) U of T is such a large campus with a large student body that finding what you are looking for can be like looking for a needle in a haystack

3) The existing solutions to this problem leave much to be desired

**Solution 1 – uLife**

Right off the bat, we can see that there’s too much clutter on the screen.

When we try to click on “Browse Groups” and “Browse Opportunities”, neither of those load.

We see that the “All Events” page is very sparse and isn’t being maintained or updated.

The login is tucked away to the side.

There’s a jarring transition after the login.

The search for groups functionality is hidden from the user.

When I search for “soccer” it brings up too many irrelevant results – the most relevant group actually shows up at the bottom!

**Solution 2 – Clubs Fair**

I’m sure many of you here have attended the Clubs Fair. I’m sure you’ll agree that it’s also cluttered in a physical sense – there’s a flood of information and people which can be overwhelming and again, we have a needle-in-haystack problem.

**Solution 3 –** **facebook**

We’ve identified facebook as the most widely used current solution to our problem space. But Facebook has its shortcomings – there is again the issue of there being too much clutter and irrelevant information. And also, facebook is intrusive and people may want to keep separate their facebook profiles from their school extra-curricular profiles.

**User Research**

Our user research confirmed what we’ve laid out so far. The people we surveyed and interviewed felt much the same way about community as we do, and they also identified it as a problem at U of T. They highlighted some of the critical issues with both uLife and the Clubs Fair – one club executive I talked to brought up the fact that it cost him half of his club’s budget just to have a table at the Clubs Fair.

**Personas**

From our user research, we extracted out two key personas. They are Eddie the Executive and Sam the Shy. Eddie is a go-get-em kind of guy who is very busy. He’s proud of the club that he’s created, and wants to get the word out about it. But he’s limited by his lack of time, and his lack of web design experience means that his club doesn’t even have a website yet.

Sam is a bit introverted, and although she has a close group of friends she wants to break out of her comfort zone to meet new people. She’s found both uLife and the Clubs Fair hard to navigate.

**Design Requirements**

We thought about our key personas and our target audience at large, and we asked ourselves what they would want to see in an app. We had the privilege of asking ourselves this question since we are members of our target audience. What did we want to see in this app? What do we like about existing apps?

We thought the number one thing is that apps have to be fast. Using this framework, we thought of these design principles. We think that good apps should be Minimal, Intuitive, and Functional, and it is these things together that is what allows apps to be FAST.

**Lo-Fi:**

We set off to work on our lo-fi prototypes. For our initial high-fi prototype we synthesized some of the different design ideas we had, but there was quite a bit of overlap.

**High-Fi Initial:**

**Usability Testing:**

**High-Fi Final:**

A common complaint during our usability testing was that people didn’t know the meaning behind the icons, so we’ve added light-blue descriptions tags next to the icons.

Interest selection.

Like groups.

Toggle between views for events today, this week, and a custom date.

We can go to the club that we’re an executive for to make edits.

We can delete groups and events.

We search for HCI.

Another popular suggestion (especially among experts) that we implemented was that they wanted just a plain list view for searched-for items

Lastly, we implanted one of your suggestions here, that there be a way to “x” out of the search-map.