

Monday - MAP

On Monday we started with the idea that we wanted to help international students do things outside of class so that the - students will be attentive and energized in class. This was our original long term goal.

When thinking about what the best version of the app could look like we pictured students using the app to meet other students around the city so that they would feel more a part of the community and in turn they would be more attentive and engaged in class. This would be the primary app for finding things to do with other students.

When thinking about what the pitfalls might be we thought of:

- No use
- Not engaging
- The students being too tired from the events
- KEA shuts down so we have no customer base
- Misuse/cyberbullying
- Lack of Danes
- Danes take over
- Unintended users
- No resources to provide
- Competitor wins
- Not reliable
- Bugs
- Not secure
- Annoying ads
- Not intuitive
- Useless

Ask the Experts

Student (Peter)

What makes you want to go to events?

Interest/hobbies, what friends are doing

Where do you currently look for events to attend?

Facebook, Biletto, Vega (going to the site of the venue)

What sort of articles would you find useful for life here in Copenhagen?

Is from Denmark, so did not/would not use the articles

What sort of stores would you like to see sales at (grocery, clothing, etc.)?

Beer, pub/bar discounts

Netto

Which part of the app (explain app) would you use?

Sales would be last

Events would be most

Notes:

Small events at pubs are the hardest to find so having local bands or events

Teacher Brian

What makes you want to go to events?

The subject draws him to events

Where do you currently look for events to attend?

Facebook (what friends have responded to), Meetup groups, goes to the sites of events that he has already been to see when the next one is, venue sites, word of mouth

What sort of articles would you find useful for life here in Copenhagen?

Has been here for a long time, does not use articles

What sort of stores would you like to see sales at (grocery, clothing, etc.)?

Craft beer! Concerts

Which part of the app (explain app) would you use?

Events and meetups

Notes: Sounds like something that will integrate international students in to society in Copenhagen which he knows could be a struggle

**After our interview with Brian we decided to change our Long-term Goal from "Helping students to be engaged to "Help integrate students and teachers in to Copenhagen society"

LT GOAL

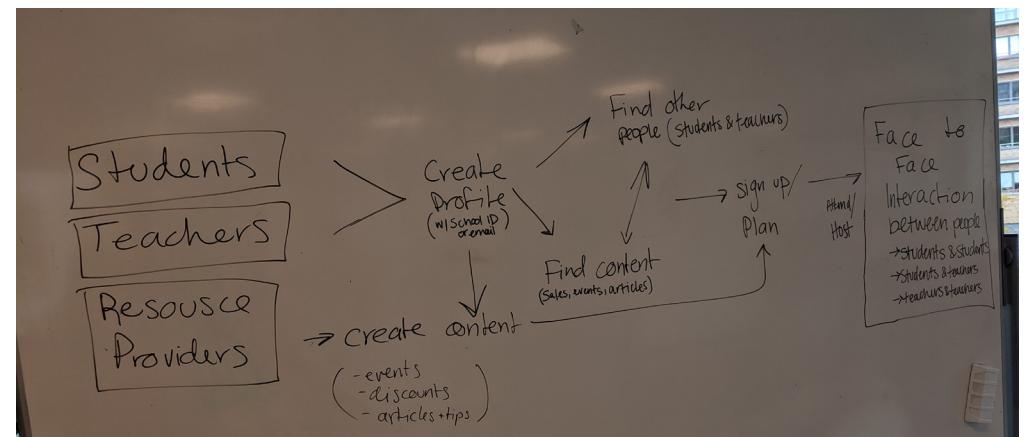
Students will be
attentive and engaged
in class

When we started mapping we thought that we would have the app be split into the users (teachers and students) and the resource providers (those who would be hosting events like concerts, educational seminars, etc.)

The idea was that both students and teachers would create a profile,

they would be able to find other people on the app, find content (like an event, helpful articles, and discounts) and create content of their own. Once a user has found an event they could sign up for it and then attend the event. The option to host an event was also something that we wanted to consider so that if a user thought of an event that wasn't being offered they would be able to create one of their own.

The resource providers would be able to offer events and offer student discounts on our app to build a returning customer base.



How Might We (HMW):

For this part we all wrote our how might we questions. We ended up focusing on the ones indicated below. Questions like, HMW let users filter content so they can easily find what they want? We decided to have users tell us their interests when they make a profile. Future iterations might include the option to search certain types of events or hubs, and also the option to "favorite" places or types of events.

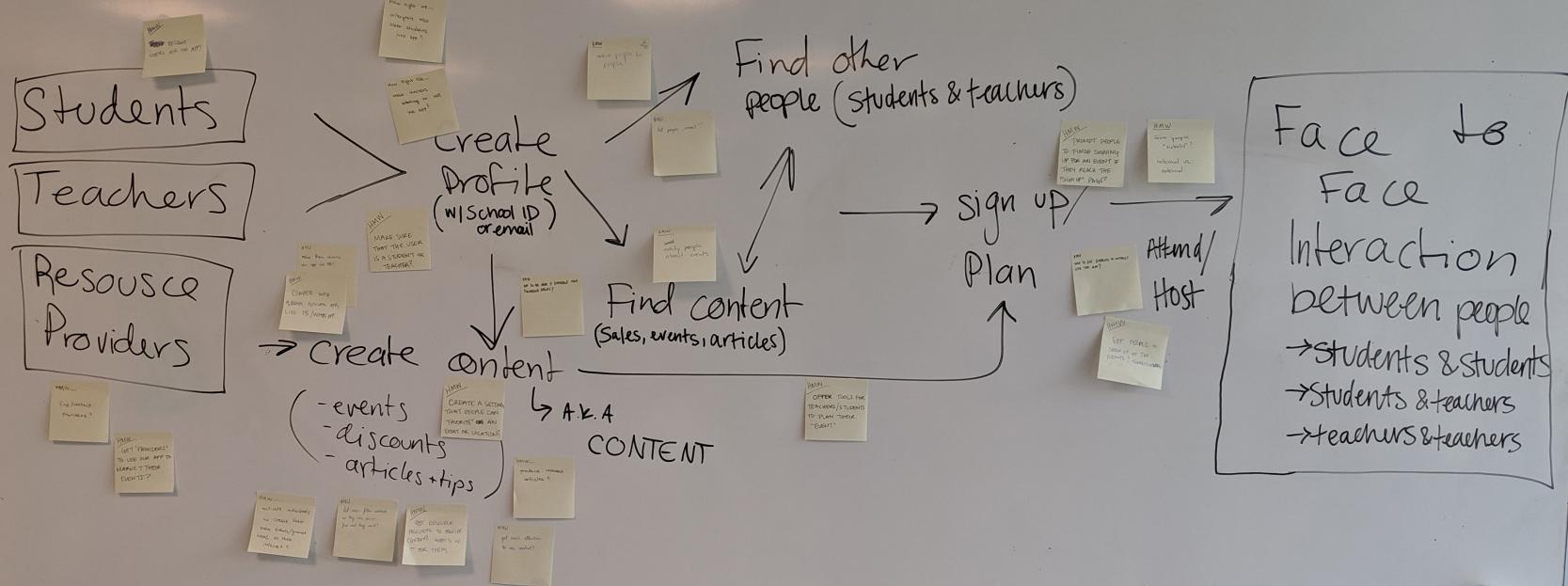
We asked HMW make sure that someone is a student or teacher? And we decided that the users would need a school email to be able to log in to the app.

HMW compete with already popular apps like Facebook/WhatsApp? We decided that if our app went live it has something to offer that neither FB nor WA has to offer, a way to meet up with other students for

How might we... integrate also older students into app?	HMW value them choose our app not FB?	How Might We... make teachers wanting to use the app?	HMW COMPETE WITH ALREADY POPULATE APPS LIKE FB / WHATS APP...
HMW let user filter content so they can easier find what they want?	HMW... motivate individuals to create their own events/groups based on their interests?	HMW Give users relevant discounts?	HMW Match people to people?
HMW get users attention to new content?	HMW GET 'PROVIDERS' TO USE OUR APP TO MARKET THEIR EVENTS?	HMW HOW TO GET STUDENTS TO ACTUALLY USE THE APP?	HMW let people "connect"?
HMW... produce relevant articles?	HMW HOW DO WE MAKE IT DIFFERENT FROM FACEBOOK EVENTS?	HMW PROMPT PEOPLE TO FINISH SIGNING UP FOR AN EVENT IF THEY REACH THE "SIGN UP" PAGE?	HMW Send notifications about events
HMW CREATE A SETTING THAT PEOPLE CAN "FAVORITE" AN EVENT OR LOCATION?	HMW MAKE SURE THAT THE USER IS A STUDENT OR TEACHER?	HMW Give people "tickets"?	HMW... find/contact providers?
HMW GET RESOURCE PROVIDERS TO PROVIDE CONTENT? -WHAT'S IN IT FOR THEM	HMW GET PEOPLE TO SHOW UP AT THE EVENTS? -CONSEQUENCES	HMW OFFER TOOLS FOR TEACHERS/STUDENTS TO PLAN THEIR "EVENT"	HMW RECRUIT RECRUIT USERS FOR THE APP?

a spontaneous hangout. Not something that was planned, but something that is spur-of-the-moment.

HMW notify people about events? We decided to make a sort of "fed" that would have the most recent hubs, events and articles on it that would pop up for the users to see.

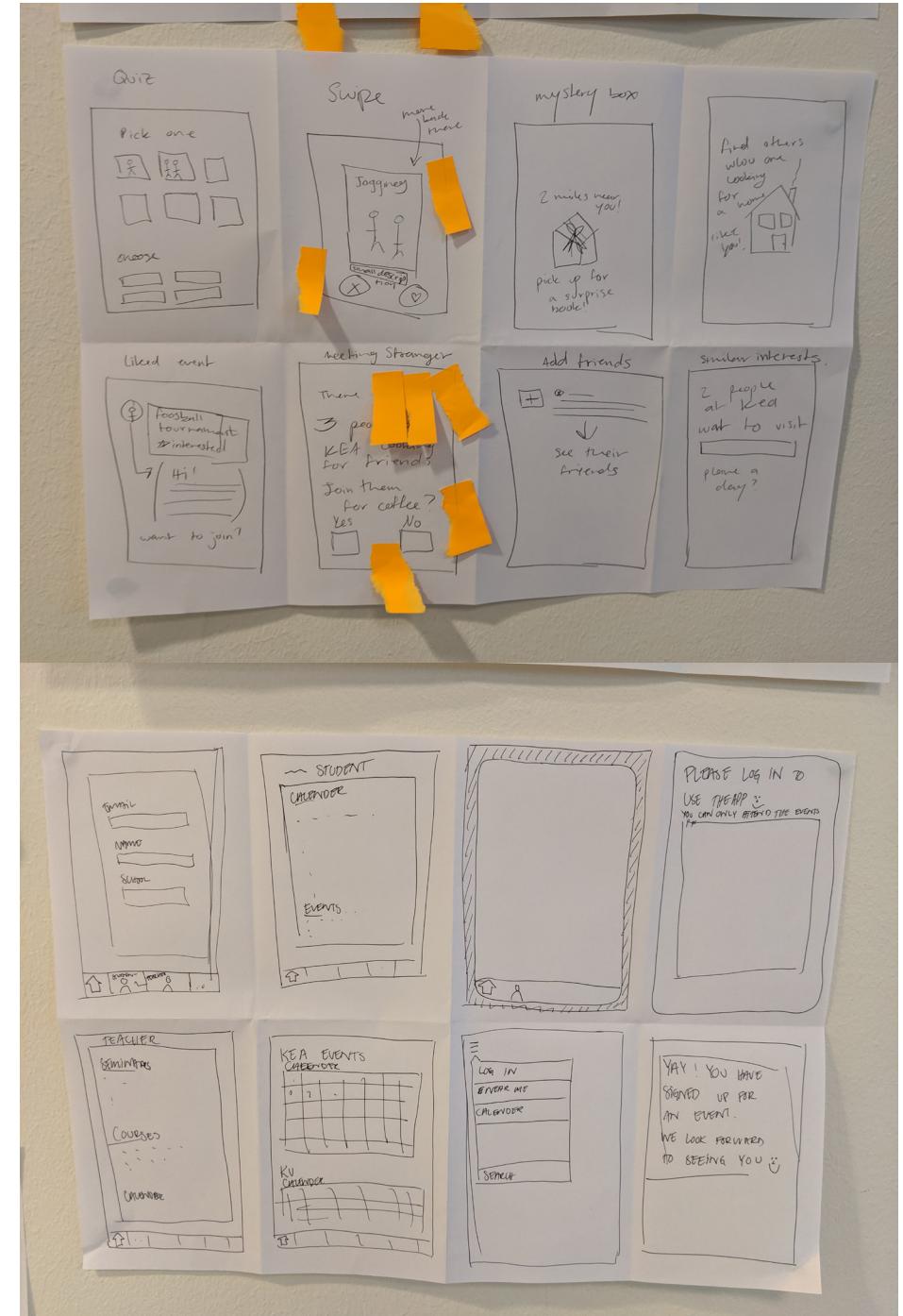
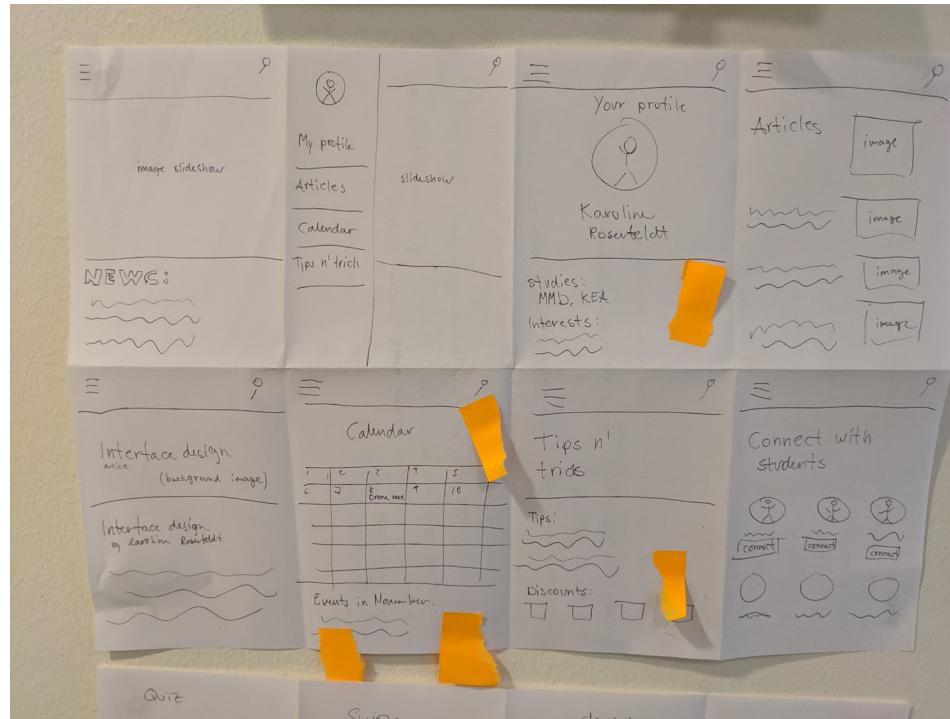


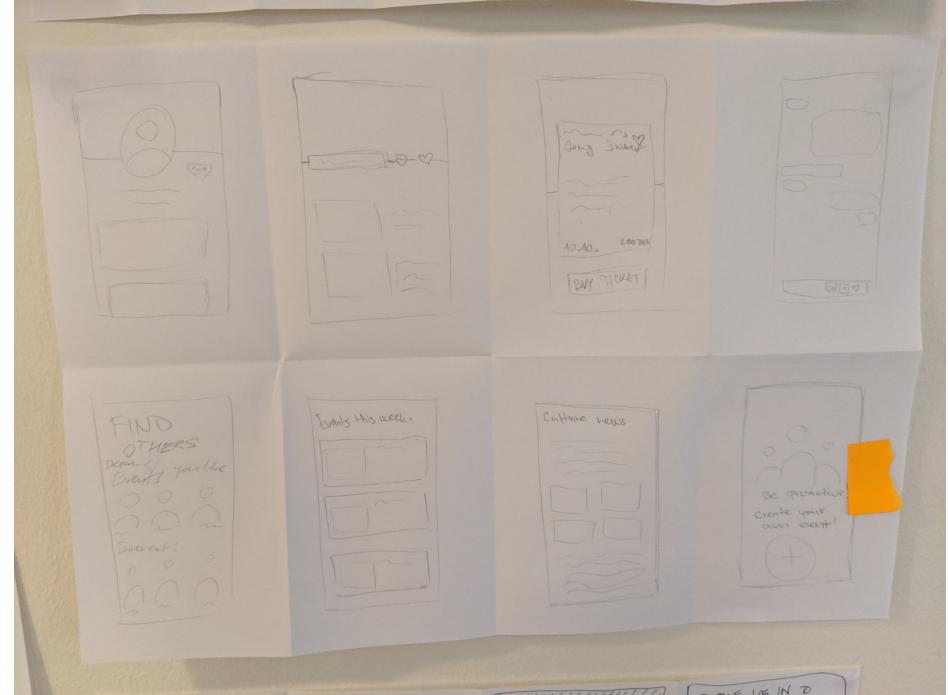
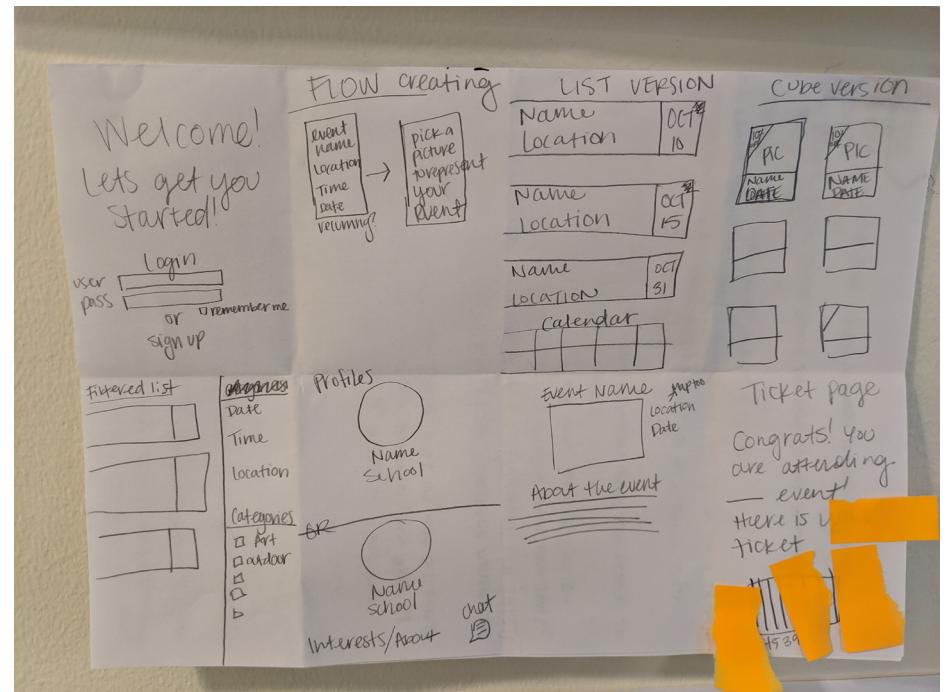
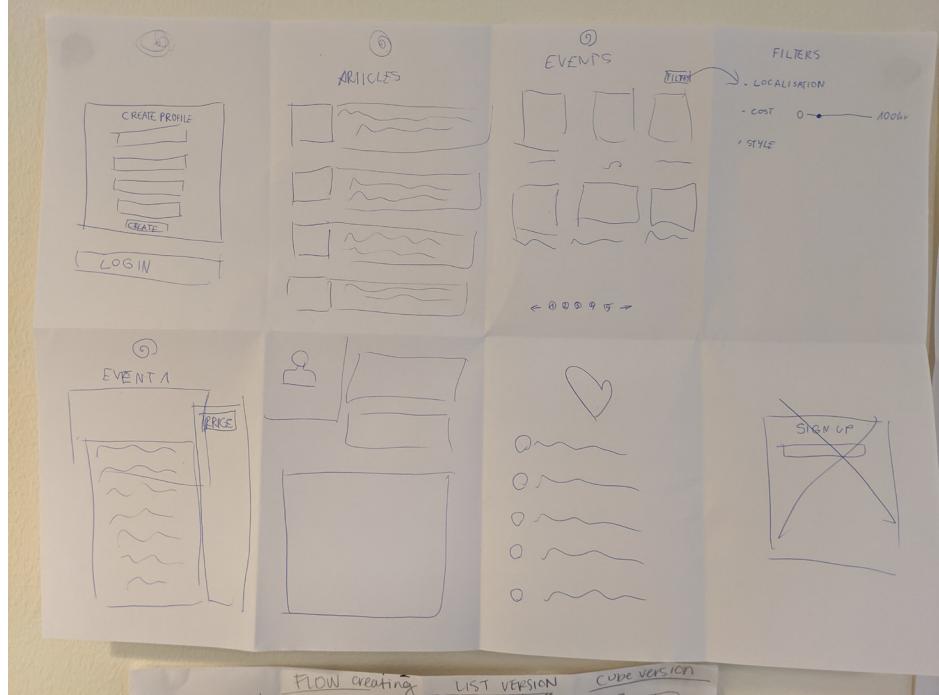
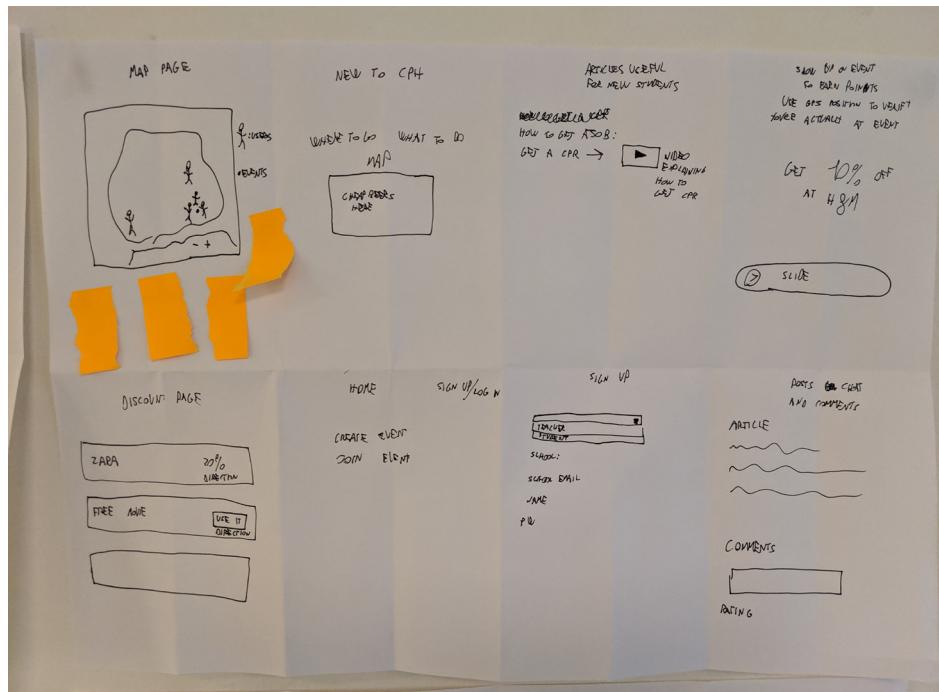
Tuesday - SKETCH

Crazy 8's

Our sketches were all different, we had most of our group do sketches about how events would look in a list, in a map version, a grid version, and what profile pages would look like. One of our group members decided to think about what the overall structure of the app might look like, what the menu would look like, and how the app would look when it was open in a phone.

When we voted on ideas that we liked, it seemed like the group was starting to like similar ideas. The group liked a map idea for showing where events are, a ticket page confirming a ticket purchase, a calendar for keeping track of the users events and showing future events, and an announcement of students spontaneously meeting up and offering for others to come join them.



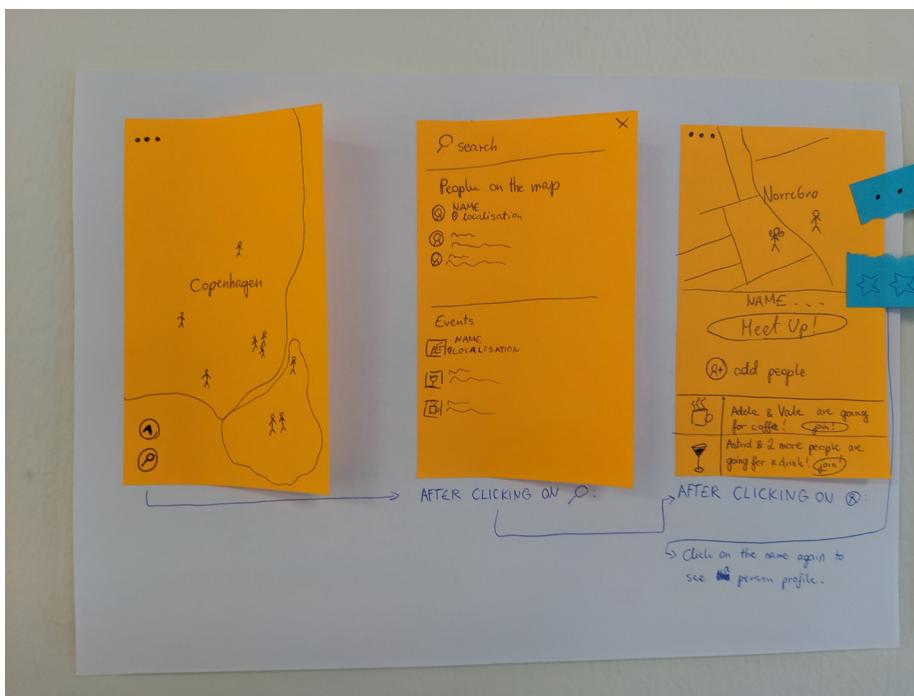


Wednesday - DECIDE

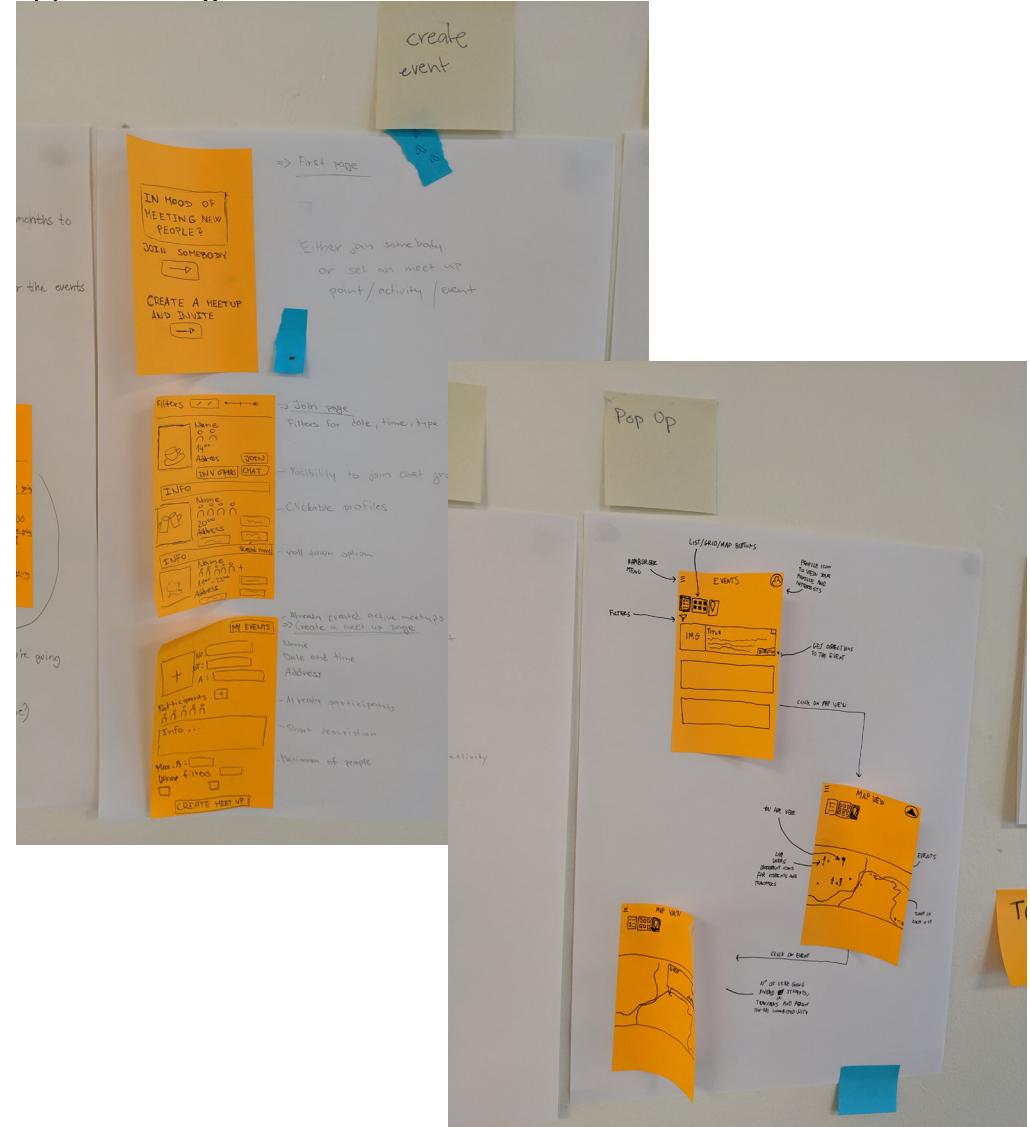
Solution Sketches/Heat map

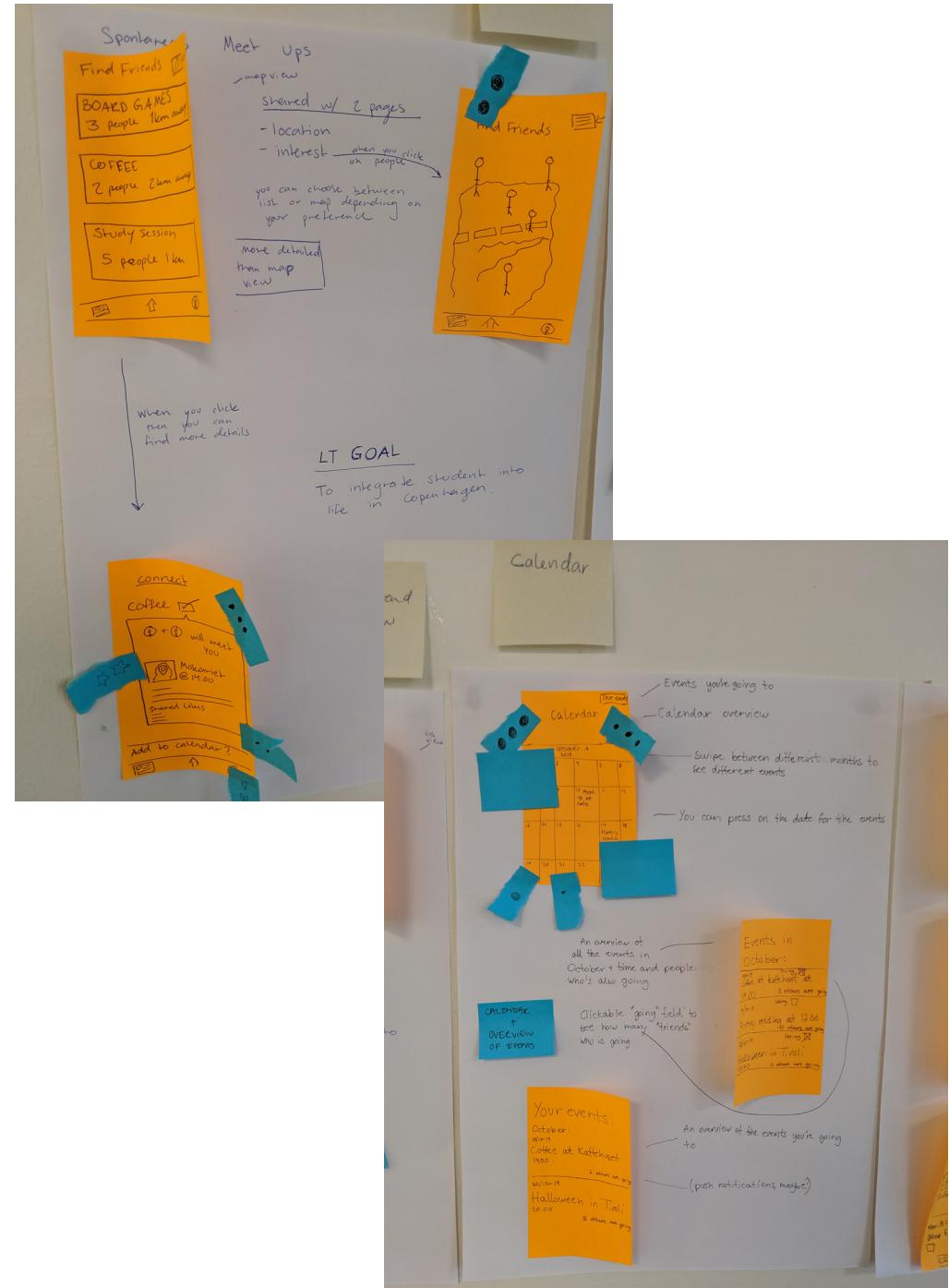
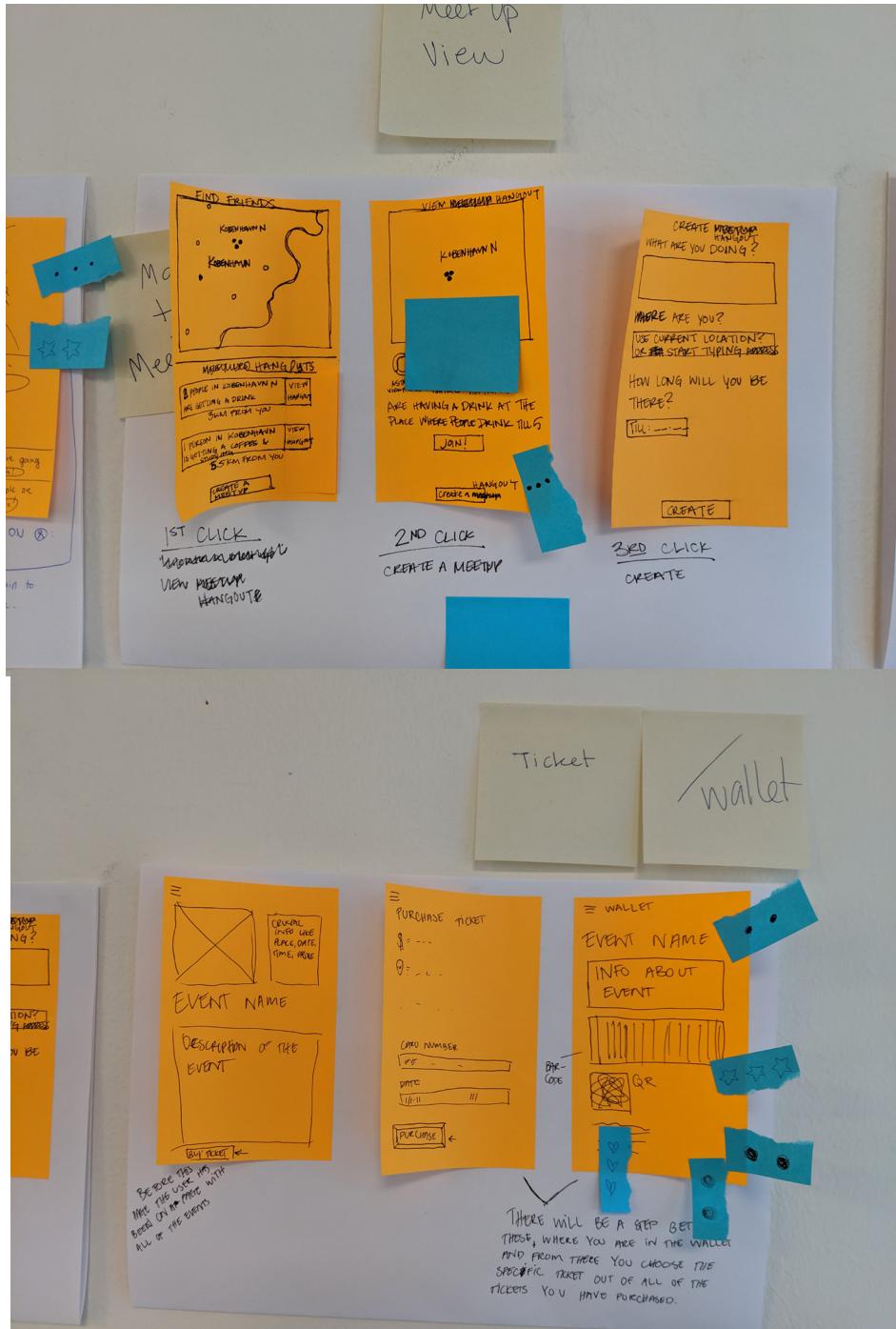
When asked to sketch our solution sketches, three people did sketches of finding an event, three people did sketches of finding spontaneous meetings, and one person did a sketch of what it would look like once someone decided to attend an event and purchased a ticket

When we did the heat map vote we started to see that group members were drawn to similar ideas that were presented. People still liked the map idea for finding events and spontaneous meetings and the calendar idea. The group also liked the idea of creating a spontaneous meet up with a simple screen that said "Would you like to meet new people? join a hangout or create a hangout". The group also really liked the idea of when someone clicked on the map, having a little pop-up show up with what the hangout or event was about. A little bit of information about it, location, time, who was attending, and then if the user wanted more information they could click to go to the full infomation page.



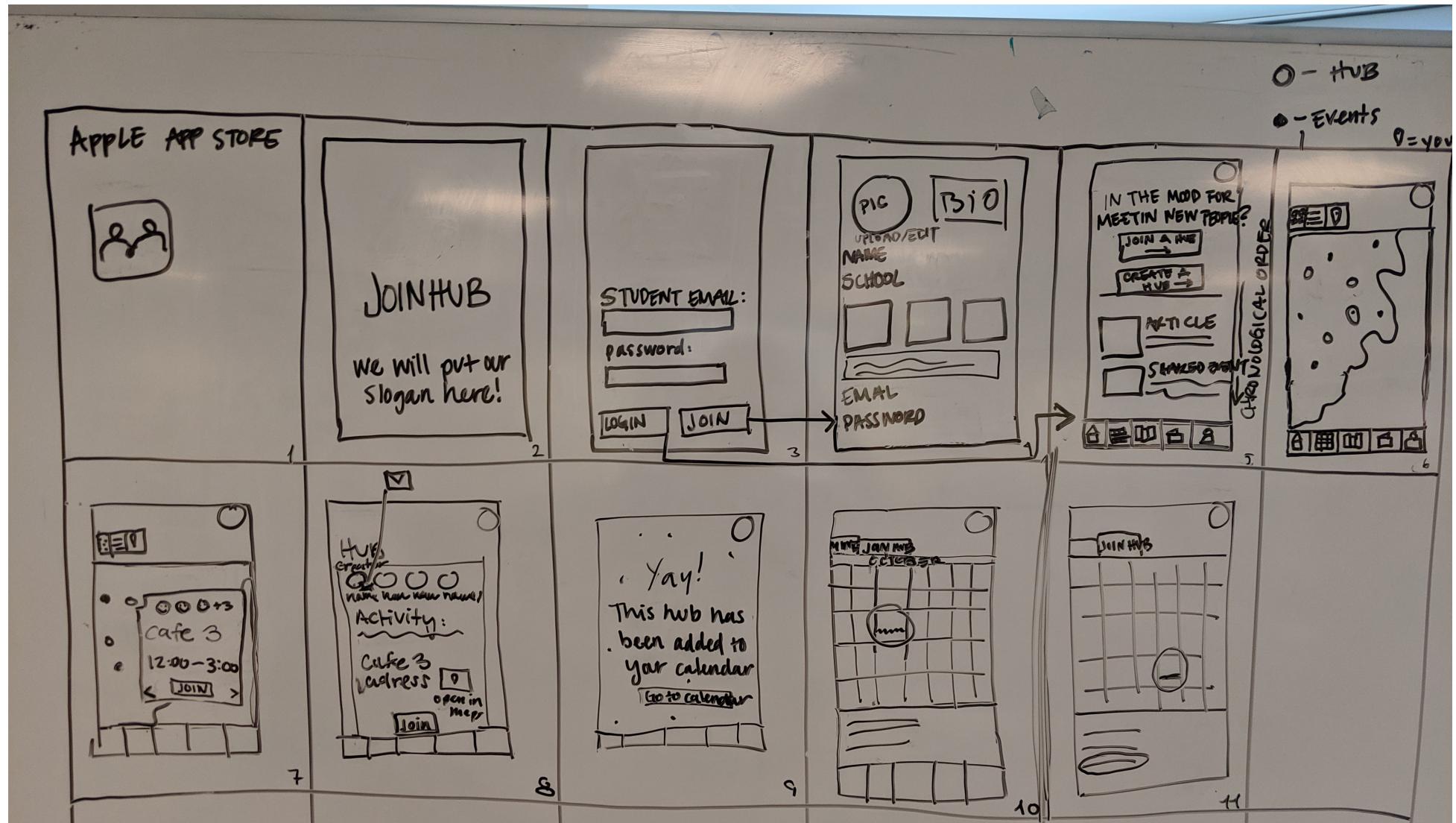
When the group voted on the idea that they liked best it came down to a split. Three people voted for creating a flow that spoke to the spontaneous meetings part of the app, three voted for going down the events part of the app, and one person voted for going down both paths. Our Decider decided that our group would go down the spontaneous meetings flow since that is something totally unique that our app is offering.





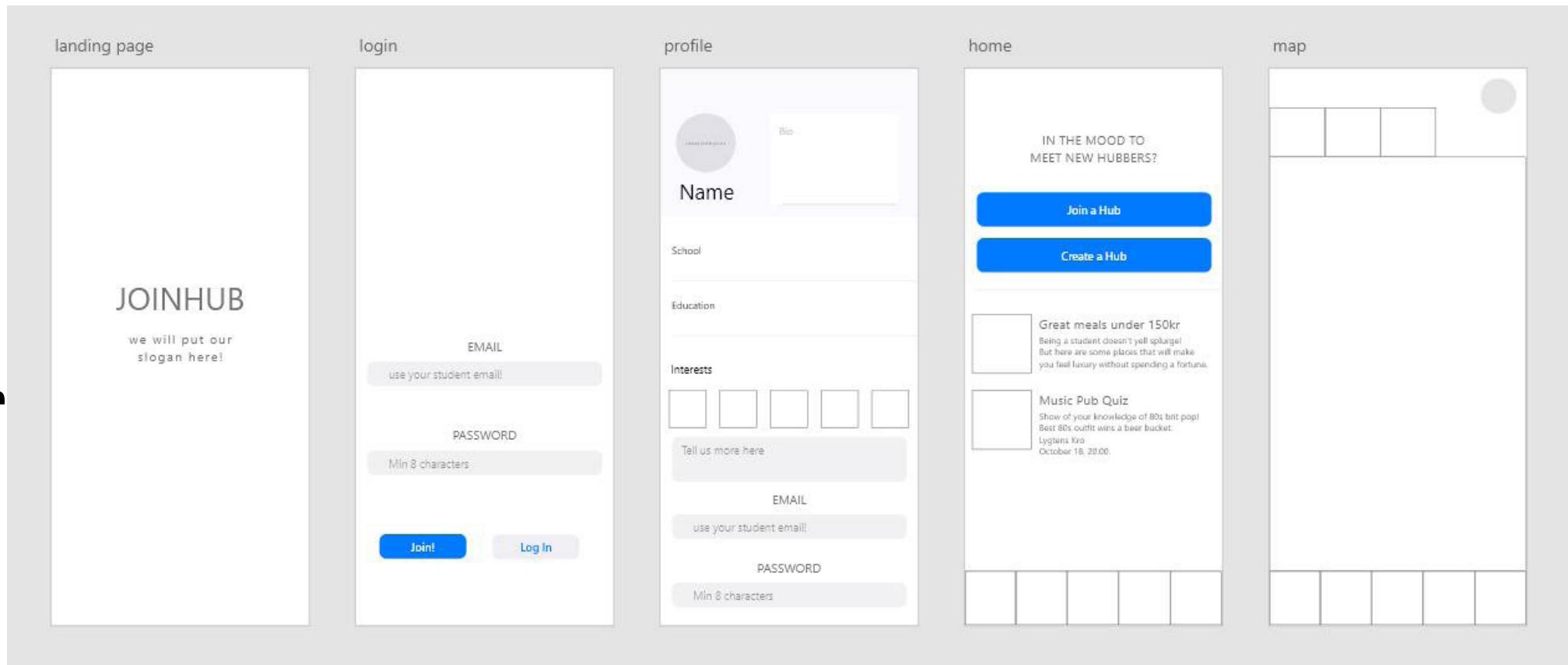
Storyboard

When it was time to start the storyboard we decided to take the pieces that had the most votes from the heat map test and start to piece that together the app. We started with how the app would open and then started to put the pieces of the sketches into the storyboard and build the apps flow that we would be prototyping - This is the day that we came up with the name Joinhub and started calling the spontaneous meetings "Hubs"



Thursday - PROTOTYPE

This is what our wireframe looked like before we added the Style Tile, assets, and copy



After the Style Tile was created and the assets had been collected we were able to start piecing together the prototype.

Landing page

Log-in page

Create profile

Homepage

Map

Friday - TEST

Friday - Test

Our Test Questions:

Where are you from?

How old are you?

How long have you been staying in Copenhagen?

What social media apps do you use on a regular basis?

How would you find the homepage?

Describe what you see

What is your eye drawn most to (on the Homepage)?

How would you join a hub?

How was your experience clicking through this flow?

What did you enjoy about the app?

Is there anything that didn't make sense to you?

Is there anything missing or something that you would have expected to see that we should add?

First interviewee:

From Latvia.

18 years old.

He's been living in Copenhagen for one month and a half.

He mostly uses Instagram, Facebook, and Snapchat.

Got to the Home Page easily and with no problems at all.

The first things that he notices are the events and hubs picture in the Home Page.

On the Map Page, he tried to click on himself (his location).

It took him a couple of seconds to figure out where the Hubs were on the map. Little confused.

"Everything was all good and simple until I got to the Map Page."

Work on differences between Hubs and Events.

Second interviewee:

From Poland.

38 years old.

She's been living in Copenhagen for 4 years.

She uses Facebook but she doesn't like it. She was really into so-

cial media like Instagram but now she mostly uses MeetUp. It helped her get out of the "Social Media situation" which was getting way to big for her.

On the Landing page she doesn't recognize the logo at the top, she suggested adding the name of the App underneath.

She found the "Interests" option on the "Create Profile" page very useful.

The "spots" on the map (Events and Hub icons) confused her.

Even the articles/events on the Home Page are not really clear for her.

Suggested Improvements:

1. We wanted to make it easier for the user to understand the Map Page.

The icons are very similar and can be confusing if you don't know the context.

That's why we added a small pop up message when you first open the Map View giving you quick information about the differences between Events and Hubs.

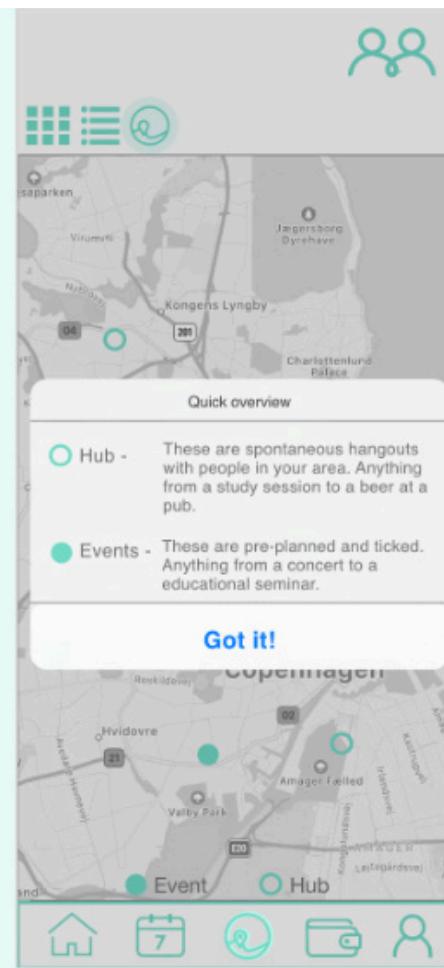
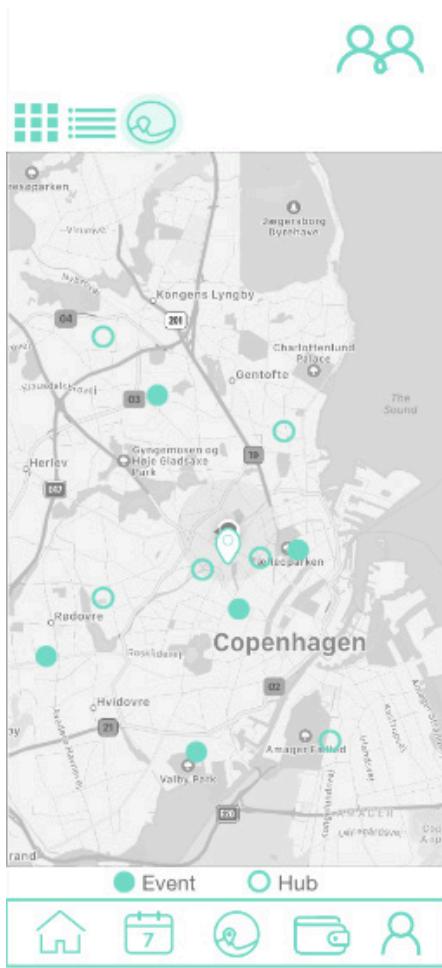
2. The Logo on the top part of the Login Page was a problem as well, the second interviewer couldn't tell that the image was actually the logo.

In order to make it more clear we added the "Join Hub" text under it.

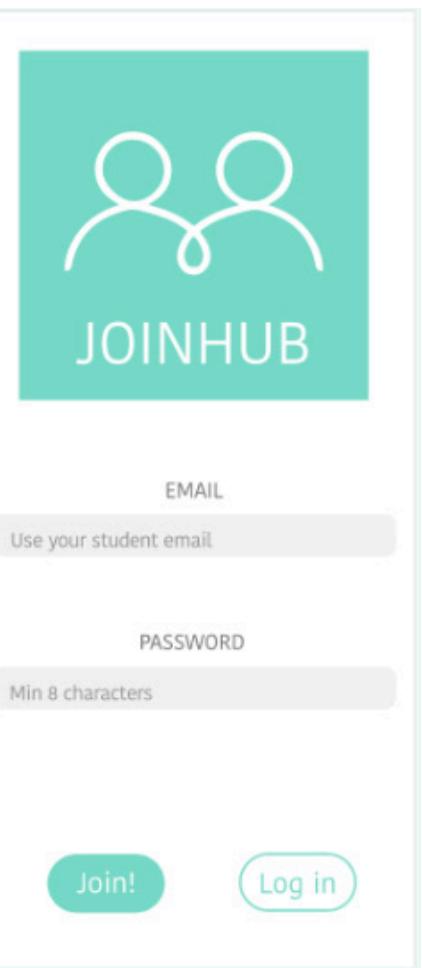
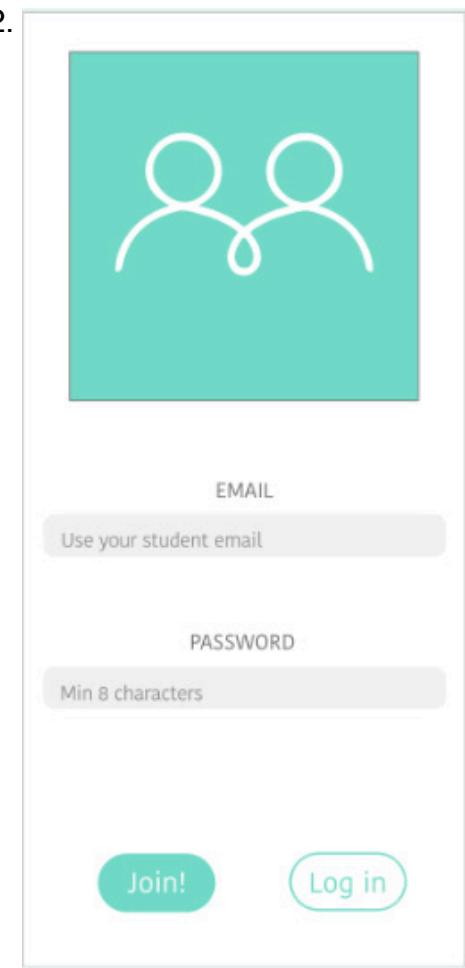
3. By looking at the Navigation Bar you couldn't really tell in which page you were in.

The testers couldn't tell the Home Page was actually the Home Page. We added a "glow" effect on the Navigation Bar behind the icon of the page you're in.

1.



2.

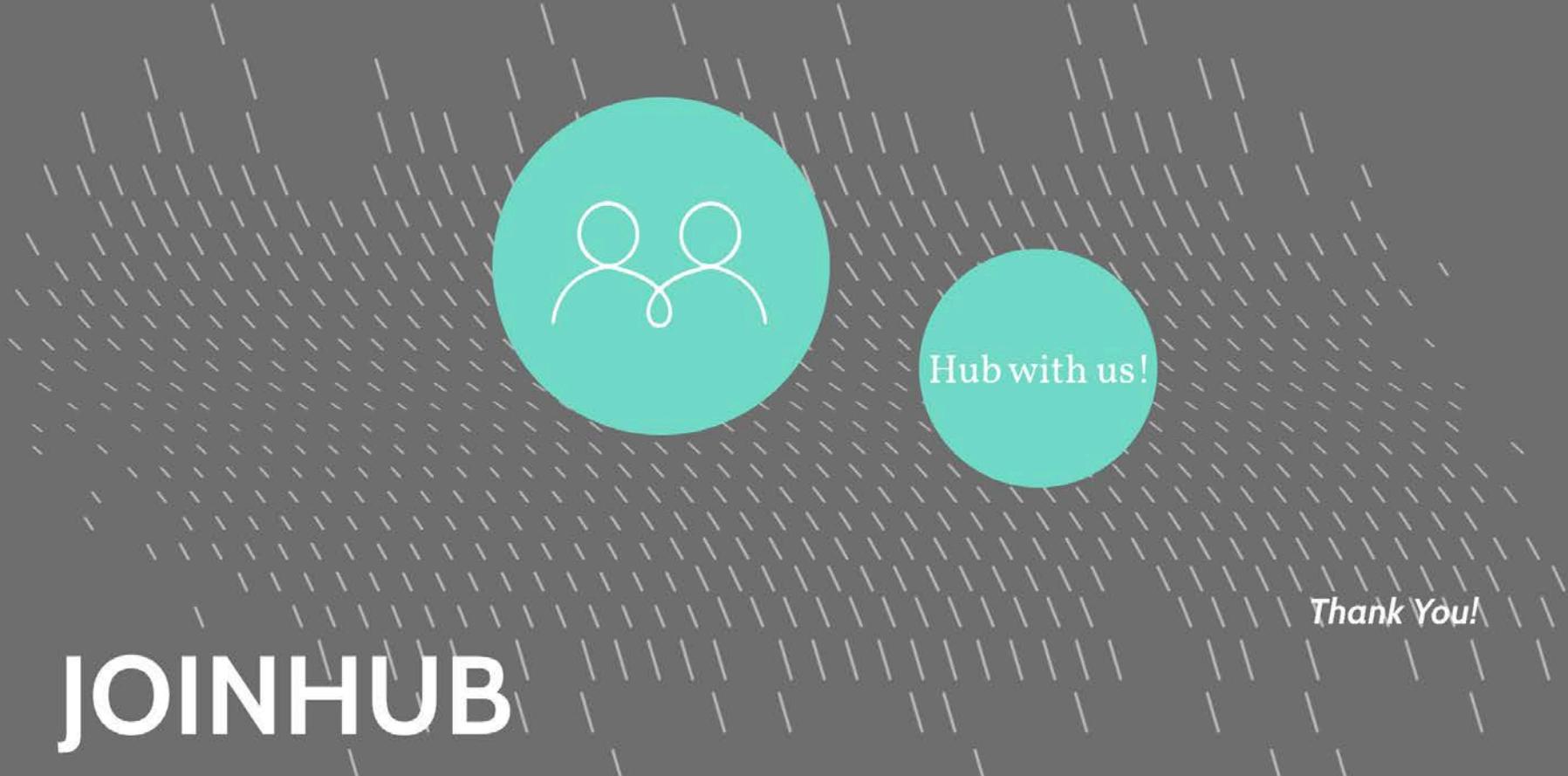


3.



03.04.02 Pitch deck

<https://prezi.com/view/5B9CeyVUKyOxHRZNdPpd/>



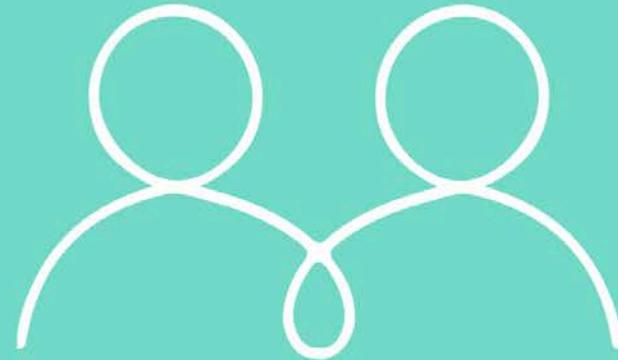
JOINHUB



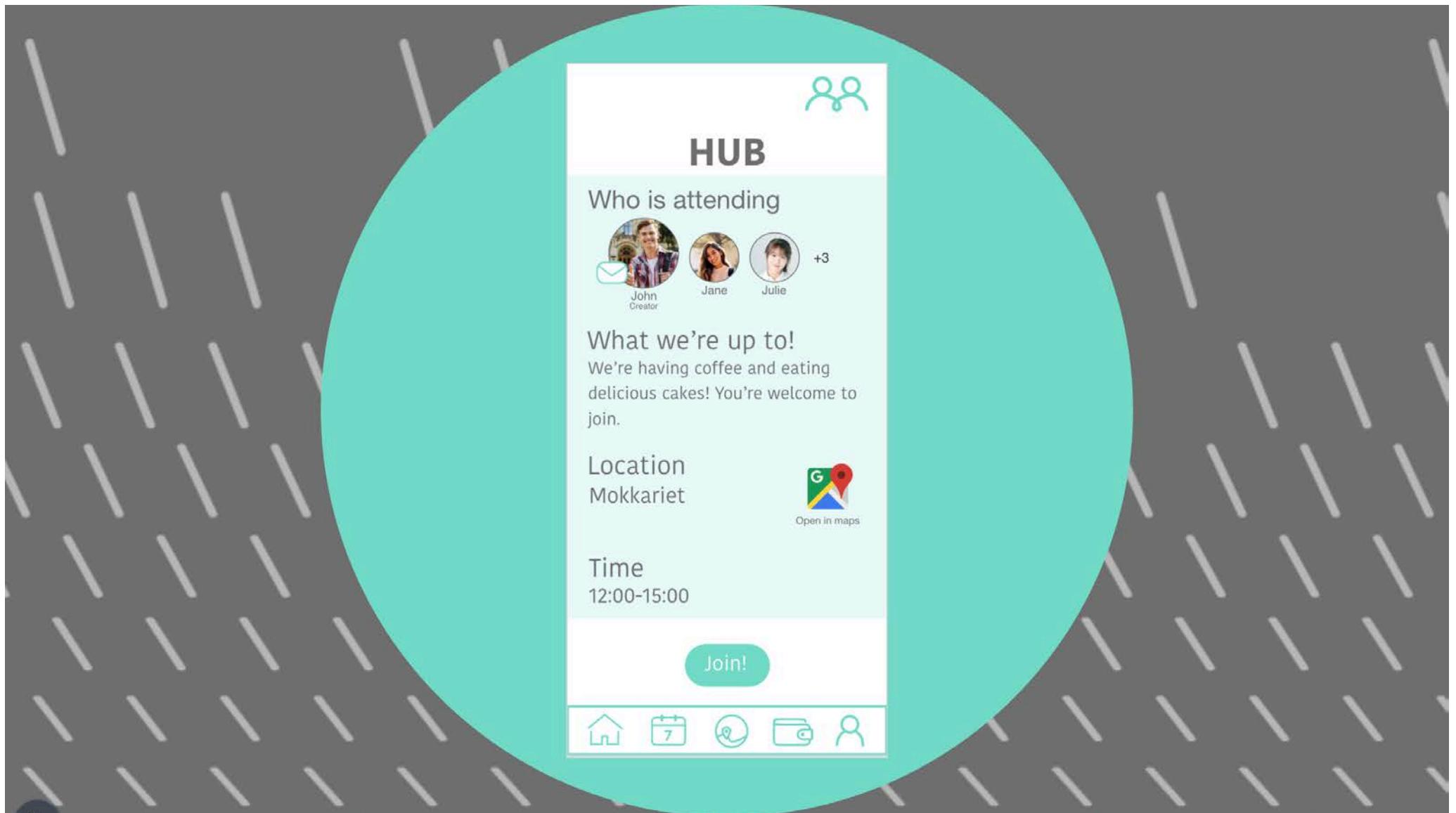
Hub with us!

Thank You!

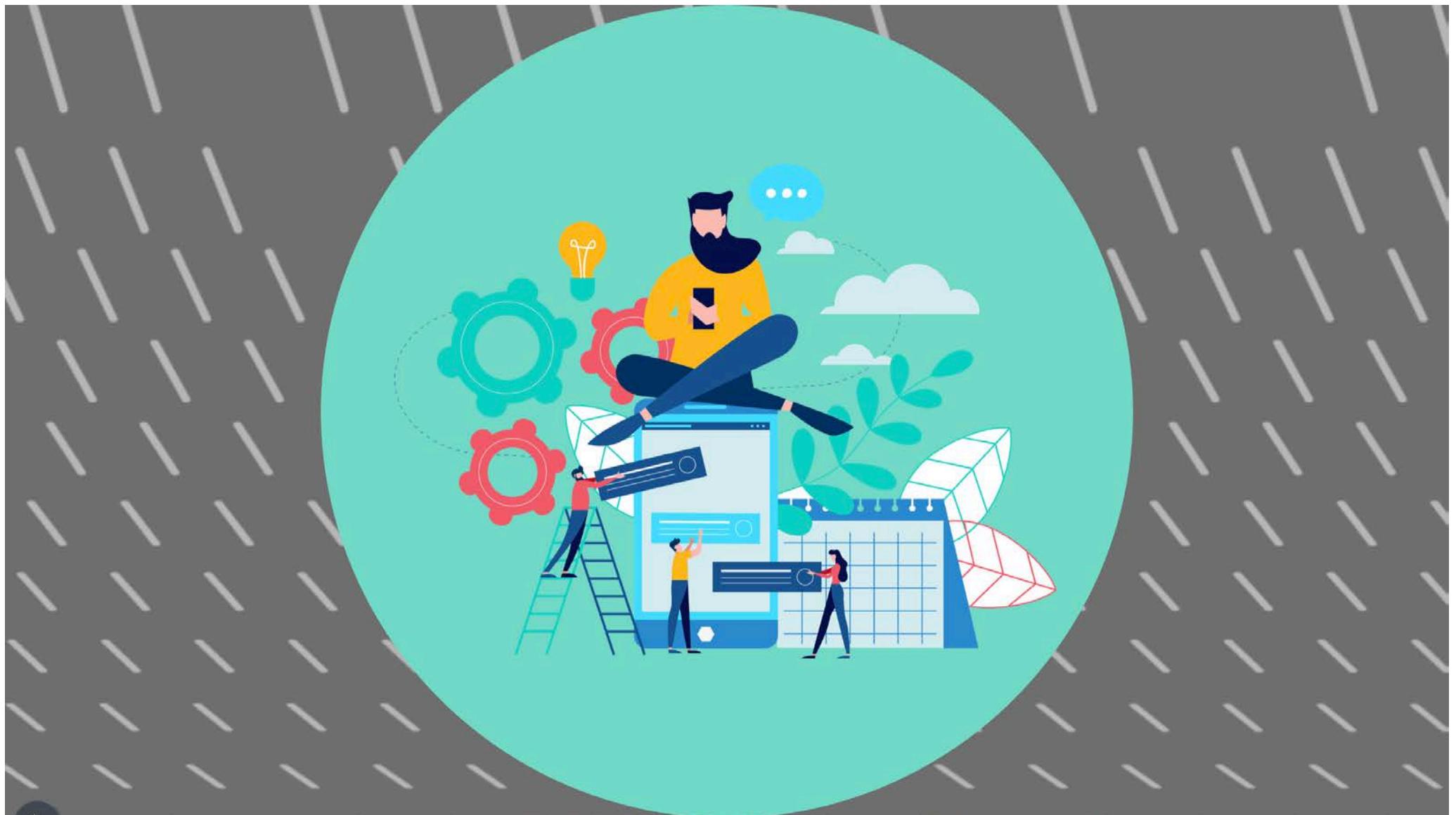
Adela Samakova Alli Rose Bateman Astrid Cæcilie Christensen Giacomo Piccinini Izabela Maszczyk
Karoline Rosenfeldt Vale Occhi Mora



JOINHUB
Hub with us!







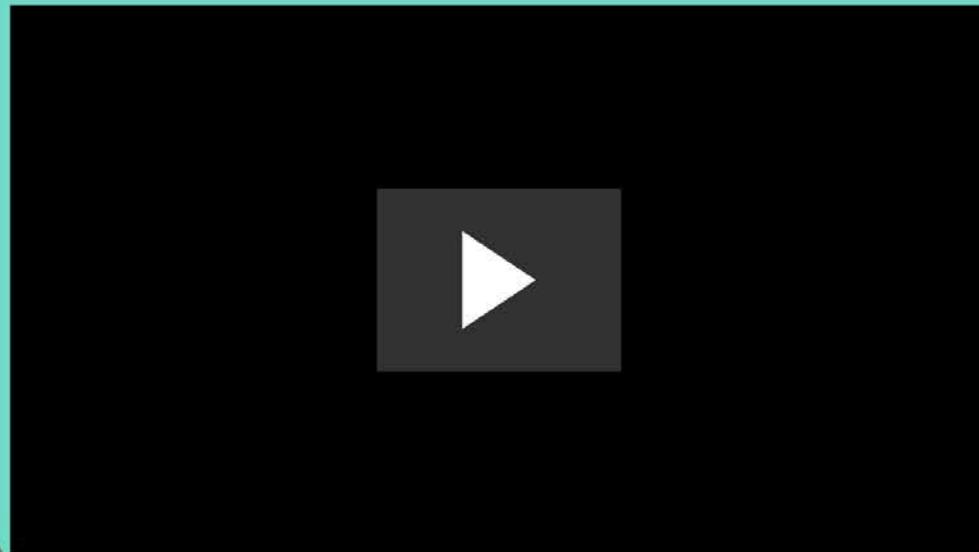


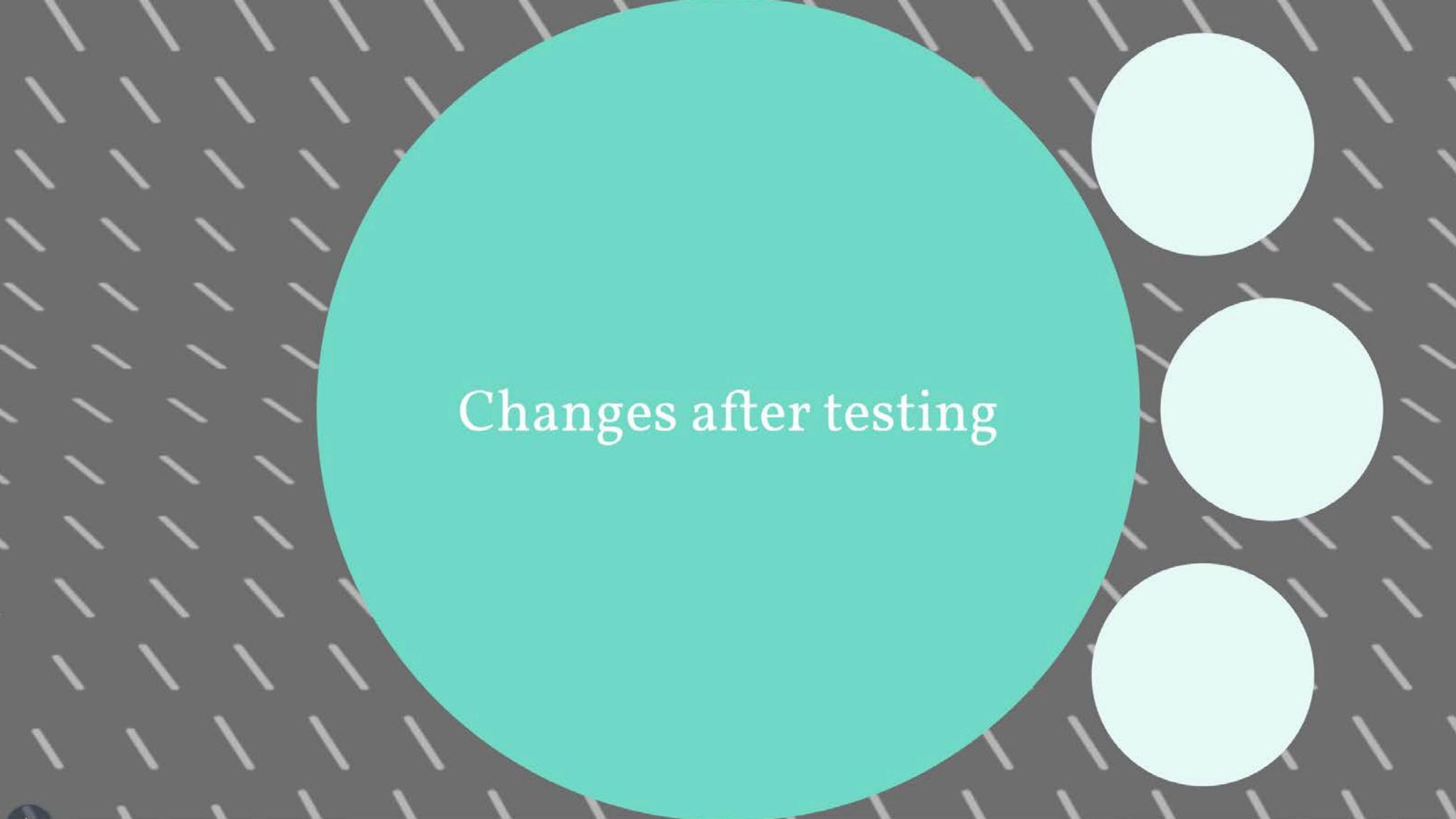
MONICA GARWOOD



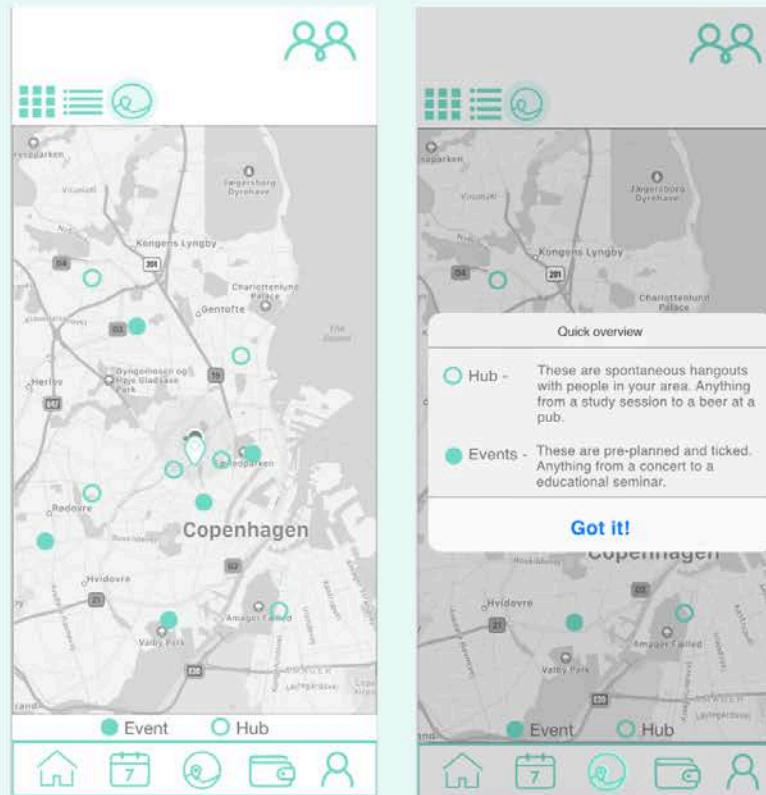
"Integrate new students to
Copenhagen community."

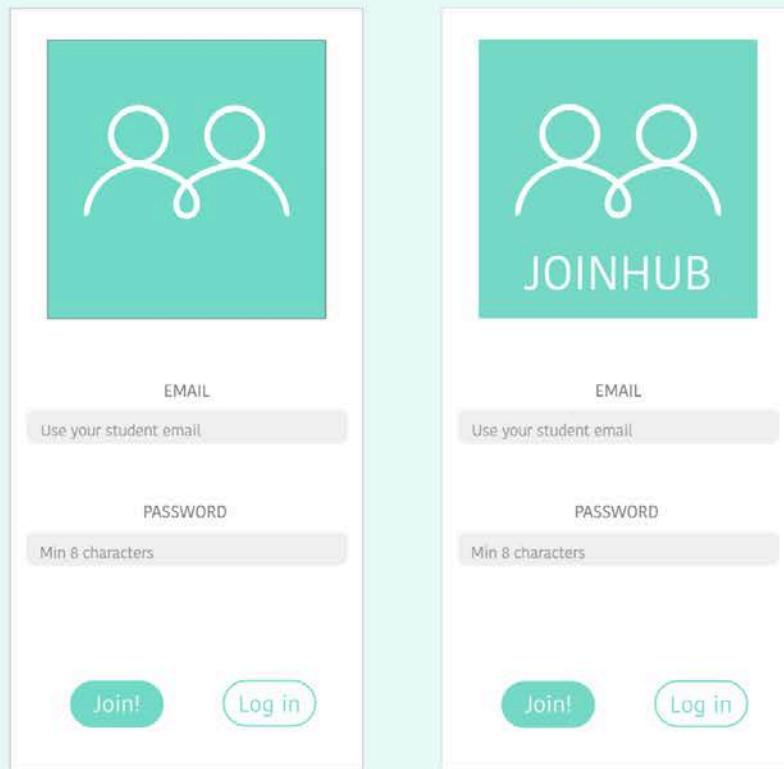
Prototype





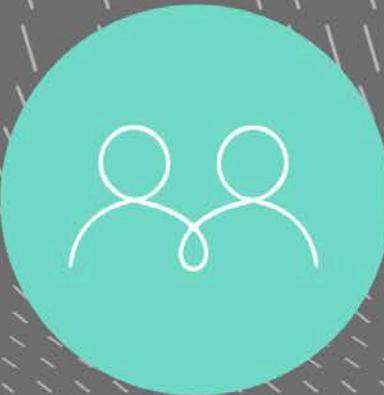
Changes after testing







JOINHUB



Hub with us!

Thank You!