UI/UX Design for UniiConnect

A Modern University Experience

UniConnect

Welcome

eotch huge collection of events organized by all the organizations in NS8M , so don't miss this chance, connect with *UniConnect* and enjoy your university life as you wish .

sign in   **sign up**

6. Visual Design

- Design Inspiration

- Color Palette

- Typography

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7. Accessibility, Security & Inclusivity

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8. User Feedback & Improvements

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9. Future Roadmap

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10. Critical Evaluation & Reflection

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11. Conclusion

2. Abstract

UniConnect is a mobile-based digital platform designed to centralize and enhance event discovery, participation, and engagement within NSBM Green University. The project focuses on addressing usability, accessibility, and engagement issues found in existing university event-sharing systems. Through user-centered design, inclusive principles, and iterative prototyping using Figma, UniConnect delivers a streamlined, visually engaging, and accessible experience for students, organizations, and administrators.

Figma Link: https://www.figma.com/design/pQxbOFghCmHrgWB7FcSpkO/Untitled?node-id=0-1&t=woRyJnFpNnzujieD-1

Context of the Project

Introduction

University students often miss important campus events due to fragmented communication channels such as WhatsApp groups, posters, and social media pages. UniConnect solves this problem by offering a single, reliable platform where students can discover, register, and manage campus events efficiently.

Aim and Objectives

Aim: To design an inclusive, user-friendly mobile application that improves student engagement with university events.

Objectives:

- Improve discoverability of campus events

- Reduce information overload

- Support accessibility and inclusive design

- Enable easy event registration and management

Inclusive Design in Digital Learning

UniConnect follows inclusive design principles ensuring usability for students with diverse abilities, devices, and digital literacy levels.

Accessibility Standards

- WCAG 2.1 guidelines

- High contrast text

- Scalable typography

- Touch-friendly UI components

   Challenges in Existing LMS / Event Platforms

- Poor navigation

- Information duplication

- Lack of personalization

- No centralized event hub

3. Literature Review

Research Approach

   A mixed-method research approach was used, including:

- User interviews (students & organizers)

- Competitive analysis of event apps

- Review of HCI and UX best practices

Key Findings

- Students prefer visual-first event cards

- Quick registration is critical

- Personalized event feeds increase engagement

4. User Personas

PERSONA 01-Student

Dilshan Perera - The Student
Age: 21

Bio

Dilshan is a busy 3rd-year undergraduate balancing studies and social life. He's active on campus but struggles to keep track of all the events, often finding out about them too late. He relies heavily on his phone for information.

Demographics
- **Location:** Colombo, Sri Lanka
- **Education:** Undergraduate, University of Colombo
- **Occupation:** Student

Goals & Needs
- Easy event discovery on campus
- One-tap registration & reminders
- See friends' attendance
- Centralized calendar

Frustrations & Pain Points
- Missing events due to cluttered emails
- Confusing registration processes
- Fragmented info across multiple platforms
- Fear of missing out (FOMO)

Personality
- Introvertt
- Extrovertt
- Analyticcal
- Creatiwe

Technology
- Mobile
- Social Media
- Desktop
- Software

PERSONA 02-The Club Parton

Dr. Anjali Silva - The Club Patron
Age: 45

Bio

Dr. Silva is a dedicated Senior Lecturer and faculty advisor for multiple student clubs. She is passionate about mentorship but struggles with the administrative burden of managing club activities and ensuring student engagement amidst her busy academic schedule.

Demographics
- **Location:** Kandy, Sri Lanka
- **Education:** Ph.D., University of Peradeniya
- **Occupation:** Senior Lecturer

Goals & Needs
- Simplified event creation & promotion
- Direct communication channel with members
- Real-time attendance tracking & analytics
- Centralized member management

Frustrations & Pain Points
- Complex and disjointed administrative tools
- Low student engagement & turnout
- Difficulty maintaining up-to-date member lists
- Time-consuming manual processes

Personality
- Introvert
- Extrovert
- Analytical
- Creative

Technology
- Mobile
- Social Media
- Desktop
- Software

PERSONA 03-The Campus Admin

Empathy Maps

Student Empathy Map

Lecturer / The Club Parton Empathy Map

THINK & FEEL
- "I'm always busy balancing my studies and social life." [cite: 1]
- "I rely completely on my phone for information." [cite: 1]
- "Why do I always find out about events too late?" [cite: 1]
- "I worry about missing out on what my friends are doing (FOMO)." [cite: 1]

HEAR
- Friends talking about events they are attending. [cite: 1]
- Reminders about registration deadlines that are confusing. [cite: 1]
- Complaints about cluttered emails and scattered information. [cite: 1]
- People saying, "You should have come, it was great!" [cite: 1]

SEE
- A cluttered email inbox full of event announcements. [cite: 1]
- Fragmented information about events across multiple platforms. [cite: 1]
- My friends attending events I didn't know about. [cite: 1]
- A complicated registration process for campus activities. [cite: 1]

SAY & DO
- Constantly checks phone for event notifications and messages. [cite: 1]
- Expresses frustration with missing important events. [cite: 1]
- Asks friends about upcoming activities and who is going. [cite: 1]
- Uses social media heavily to stay updated. [cite: 1]
- Struggles to organize his schedule with a centralized calendar. [cite: 1]

PAIN
- Missing events due to cluttered emails. [cite: 1]
- Confusing registration processes. [cite: 1]
- Fragmented info across multiple platforms. [cite: 1]
- Fear of missing out (FOMO). [cite: 1]

GAIN
- Easy event discovery on campus. [cite: 1]
- One-tap registration & reminders. [cite: 1]
- See friends' attendance. [cite: 1]
- Centralized calendar. [cite: 1]

Administrator Empathy Map

THINK & FEEL
- "How can I ensure data integrity and security across all these platforms?"
- "I'm worried about the lack of centralized and consistent data."
- "Managing these disjointed legacy systems is inefficient."
- "I need a global oversight dashboard to see everything at once."

HEAR
- Complaints from faculty and students about technical difficulties and platform navigation.
- Requests for seamless integration with existing systems.
- Concerns about spam and inappropriate content.
- Feedback on the lack of comprehensive engagement analytics.

SEE
- A dashboard with numerous disjointed legacy systems and platforms.
- Reports showing inconsistent data and spam content.
- Tech support tickets piling up.
- Colleagues struggling with the current digital tools.

SAY & DO
- Discusses with his team about prioritizing data integrity and security.
- Oversees and manages all university-wide digital platforms.
- Acts as tech support for basic issues, expressing frustration.
- Advocates for a centralized control dashboard and robust moderation tools.
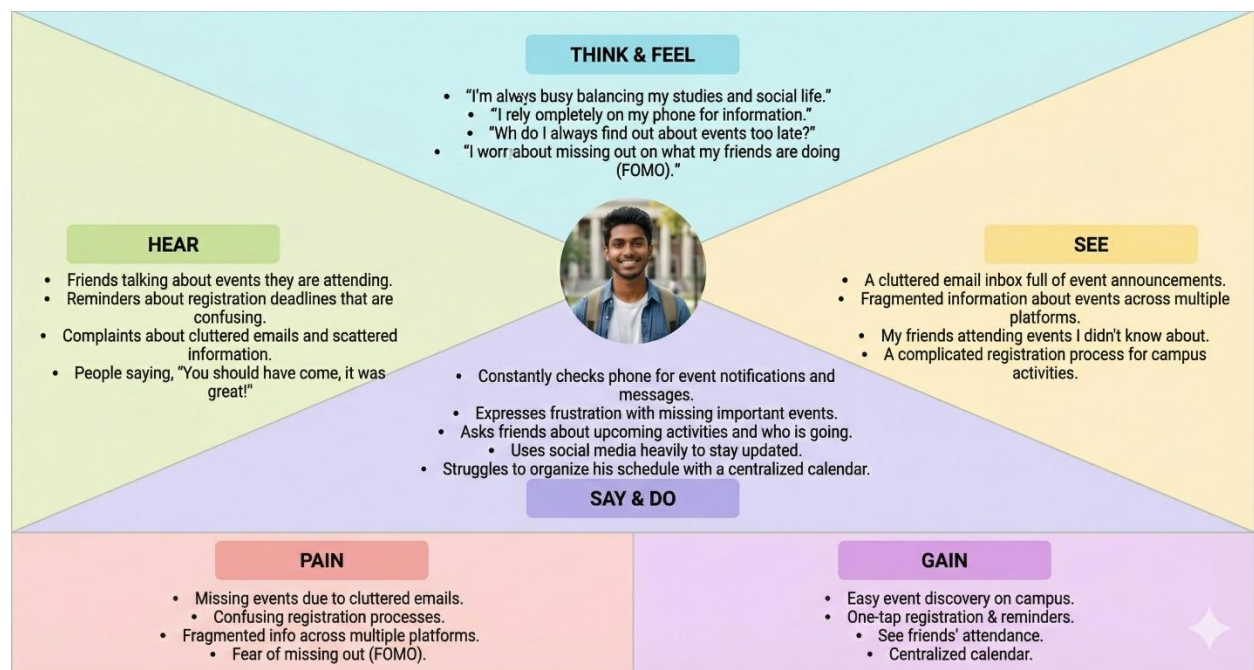
PAIN
- Dealing with spam and inappropriate content
- Lack of centralized and consistent data
- Managing disjointed legacy systems
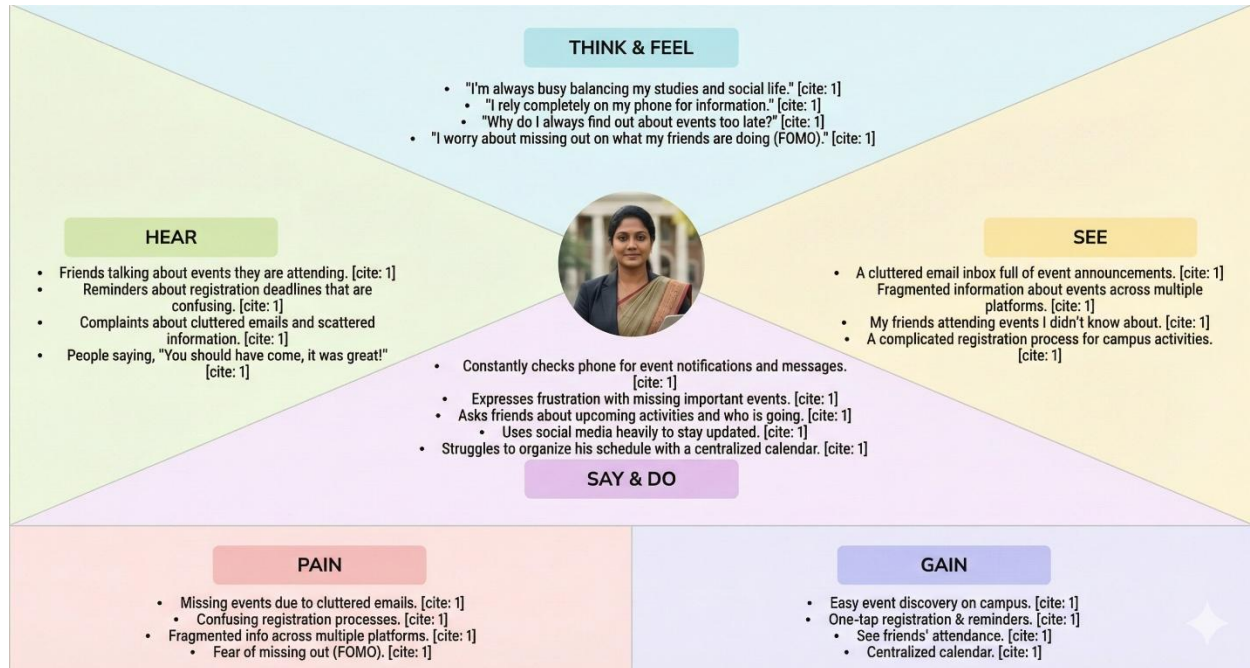- Acting as tech support for basic issues

GAIN
- Global platform oversight & control dashboard
- Robust moderation tools for content & users
- Comprehensive engagement analytics & reporting
- Seamless integration with existing university systems

Design Process

UNI CONNECT
DESIGN PROCESS

1 EMPATHIZE
- Conducted user research with students & staff (interviews, surveys).
- Studied existing campus platforms & pain points.
- Created user profiles & personas (e.g., The Student, The Admin).
- Identified communication & engagement gaps. [cite: 22]

2 DEFINE
- Defined key objectives for UNI CONNECT.
- Centralized campus information & events.
- Simplified event registration & tracking.
- Secure communication channels.
- Role-based dashboards (Student, Admin). [cite: 22]

3 IDEATE
- Brainstormed solutions for key pain points.
- Unified mobile-first dashboard.
- Smart notification system.
- Integrated calendar view.
- Secure messaging platform.
- Admin tools for content moderation. [cite: 22]

4 PROTOTYPE
- Developed low-fidelity wireframes for user flows.
- Created high-fidelity interactive prototypes.
- Refined UI/UX based on initial feedback.
- Designed consistent visual language.
- Tested navigation & feature placement. [cite: 22]

5 TEST
- Conducted usability testing with students & staff.
- Gathered feedback on prototypes.
- Identified usability issues & areas for improvement.
- Iterated on design based on test results.
- Validated key features & workflows. [cite: 22]

6 IMPLEMENT
- Finalized UI components & design system.
- Created detailed user flow diagrams.
- Documented interaction models.
- Prepared design assets for development handover.
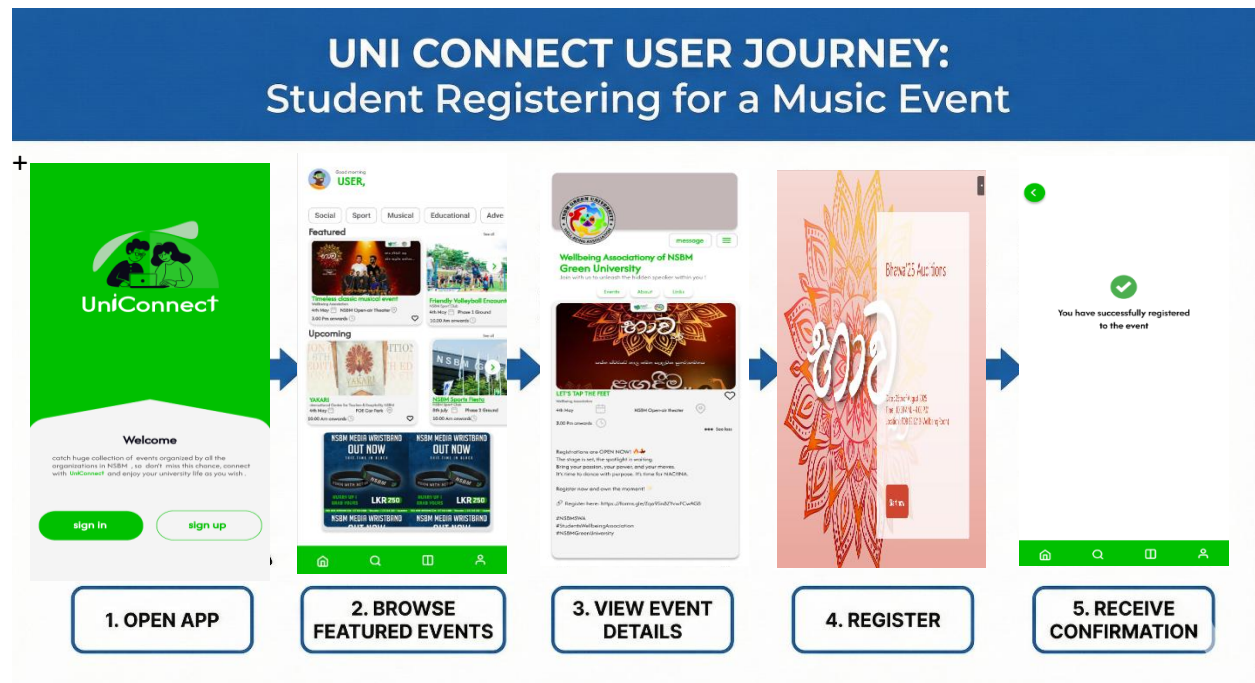- Supported backend integration teams. [cite: 22]
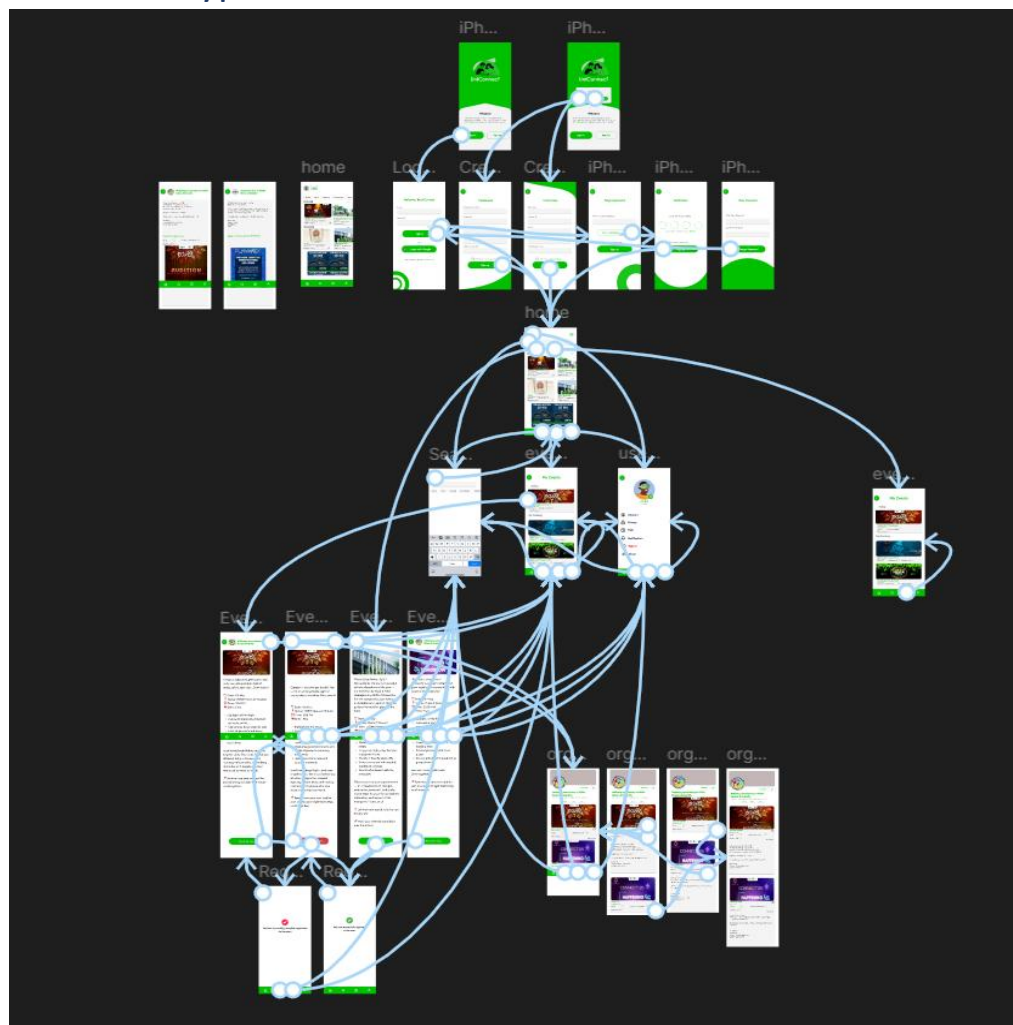
7 INTEGRATION WITH INSIGHTS
- Persona insights shaped feature prioritization.
- User feedback refined dashboard layouts.
- Testing data improved navigation & accessibility.
- Admin persona needs influenced moderation tools. [cite: 22]

User Journey
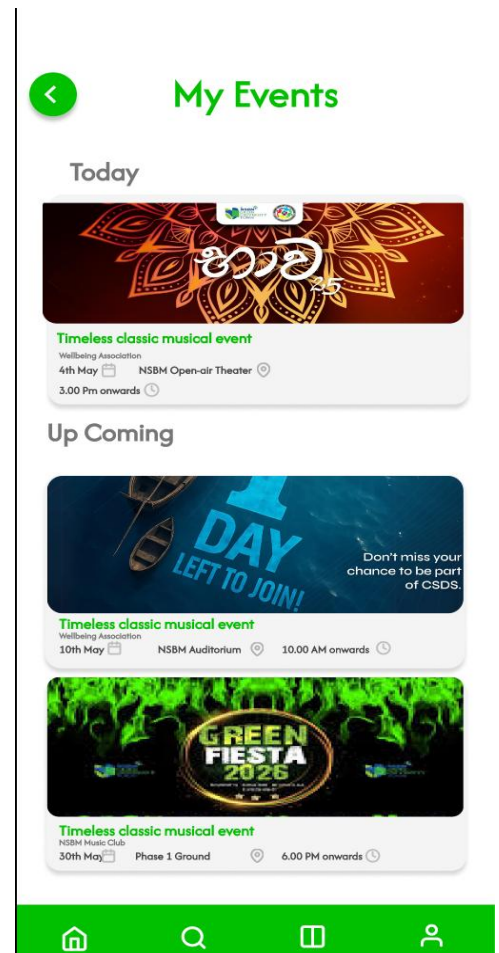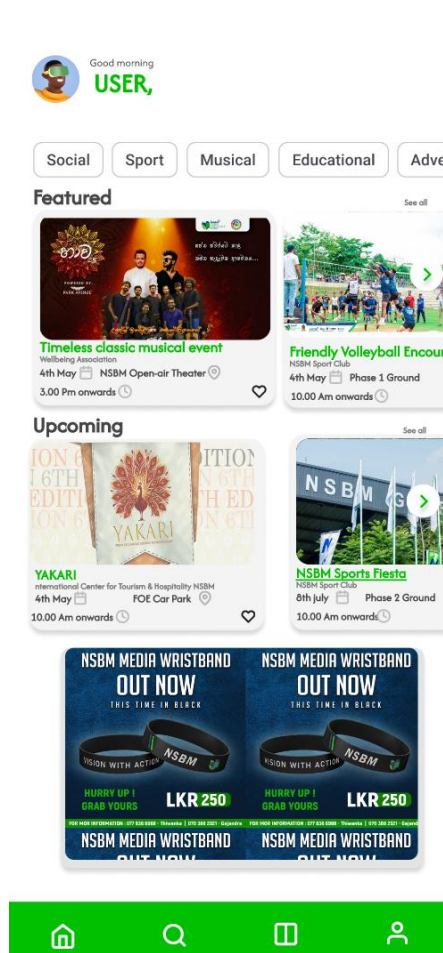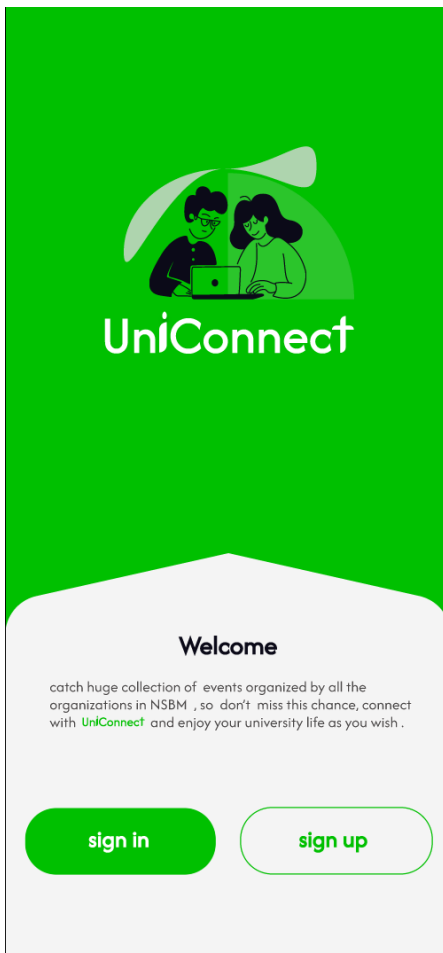

Wireframes and Prototypes

High-Fidelity Prototypes

High-fidelity prototypes refined the interface using consistent typography, spacing, and color usage. Interactive elements provide immediate feedback, guiding users through each step of the process.

Link: https://www.figma.com/design/pQxbOFghCmHrgWB7FcSpkO/Untitled?node-id=0-1&t=woRyJnFpNnzujieD-1

Sample screens

Screen 1

Good morning
USER,

Social | Sport | Musical | Educational | Adver...

Featured — See all

Timeless classic musical event
Wellbeing Association
4th May | NSBM Open-air Theater
3.00 Pm onwards

Friendly Volleyball Encount
NSBM Sport Club
4th May | Phase 1 Ground
10.00 Am onwards

Upcoming — See all

YAKARI
International Center for Tourism & Hospitality NSBM
4th May | FOE Car Park
10.00 Am onwards

NSBM Sports Fiesta
NSBM Sport Club
8th July | Phase 2 Ground
10.00 Am onwards

NSBM MEDIA WRISTBAND
OUT NOW
THIS TIME IN BLACK
HURRY UP ! GRAB YOURS
LKR 250

Screen 2

Wellbeing Associationy of NSBM Green University

Campus is about to get louder! Join us for an unforgettable night of music, talent, and vibes. Don't miss it!

📝 Date: 4th May
📍 Venue: NSBM Open-air Theater
⏰ Time: 3.00 PM
🎟️ Entry: Free

✨ Highlights of the Night:
• Live performances by talented university artists
• High-energy band and solo acts
• A mix of genres to suit every

Screen 3

NSBM Sports Fiesta 2025

Where Speed Meets Spirit!
Get ready for the most anticipated athletic showdown of the year — the Inter-Faculty Track & Field Championship 2025! Witness the fiercest competition, raw talent, and unshakable team spirit as faculties go head-to-head for glory on the field.

📝 Date: 8th July
📍 Venue: Phase 2 Ground
⏰ Time: 10 AM Onwards
🎟️ Entry: Free

Screen 4

Wellbeing Associationy of NSBM Green University
Join with us to unleash the hidden speaker within you !

message

Events | About | Links

LET'S TAP THE FEET
Wellbeing Association
4th May | NSBM Open-air theater
3.00 Pm onwards

See less

Registrations are OPEN NOW! 🔥💃
The stage is set, the spotlight is waiting.
Bring your passion, your power, and your moves.
It's time to dance with purpose. It's time for NACHNA.

Register now and own the moment! ✨

🔗 Register here: https://forms.gle/Zqo9Sn8ZYvwFCwAG8

#NSBMSWA
#StudentsWellbeingAssociation
#NSBMGreenUniversity

Screen 5

You have successfully registered to the event

Screen 6

You have successfully cancelled registration for the event

5. Visual Design

Research Approach

Inspired by modern event and social platforms.

Color Palette

- Primary Green (NSBM identity)

- Dark backgrounds for contrast

- Accent highlights
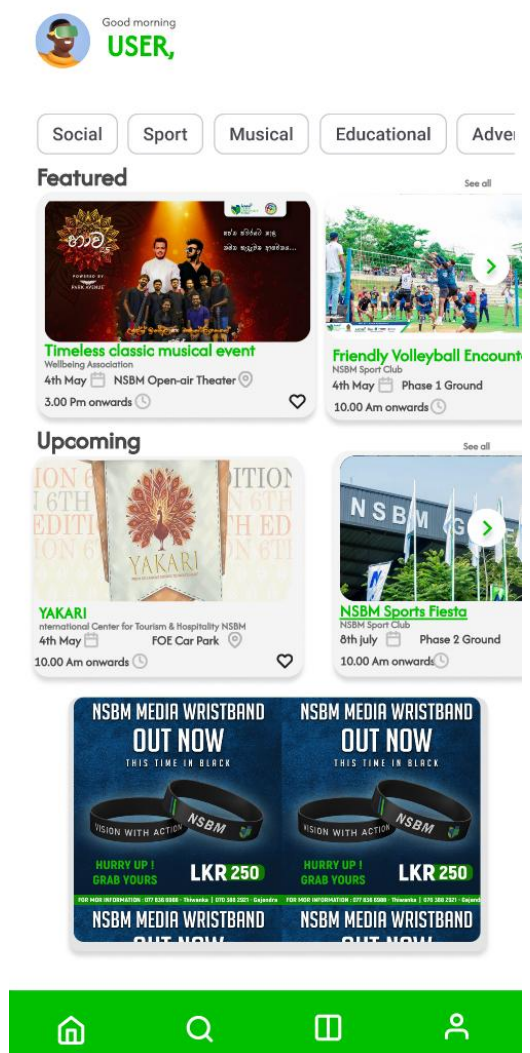
6. Accessibility, Security and Inclusivity

Visual Accessibility

- High contrast

- Large tap targets

Interaction Accessibility

- Keyboard support

- Error feedback

Assistive Technology Support

- Screen reader compatibility

Inclusivity

- Gender-neutral language

- Multiple event categories

7. Feedback

Introduction

User testing was conducted with NSBM students.

Participants

- 10 students

- 3 organizers

Improvements from Feedback

- Improved navigation labels

- Faster registration flow

8. Future Roadmap

- Push notifications

- AI-based event recommendations

- Calendar integration

- Analytics dashboard for organizers

9. Critical Evaluation and Reflection

The project successfully applied HCI principles, though future iterations can further optimize performance and personalization.

10. Conclusion

UniConnect provides an effective solution for improving student engagement and campus connectivity. Through thoughtful UX design, accessibility, and iterative feedback, the platform demonstrates how digital solutions can enhance university life

Student Name	Student ID
H.W.G.G.N Weerasekara	32773
W.G.S.H Premachandra	32775
H.R.P.M Wickramanayake	32553
J.M.T Bandara	32729
H.A.N Sandunsara	32280
N.W.G.G.C Sandakemlu	32664
W.M.J.N Gunathilaka	33084
A.G.I.H Vijeveera	32878