

Find a Buddy: Making Connections with New People Near You

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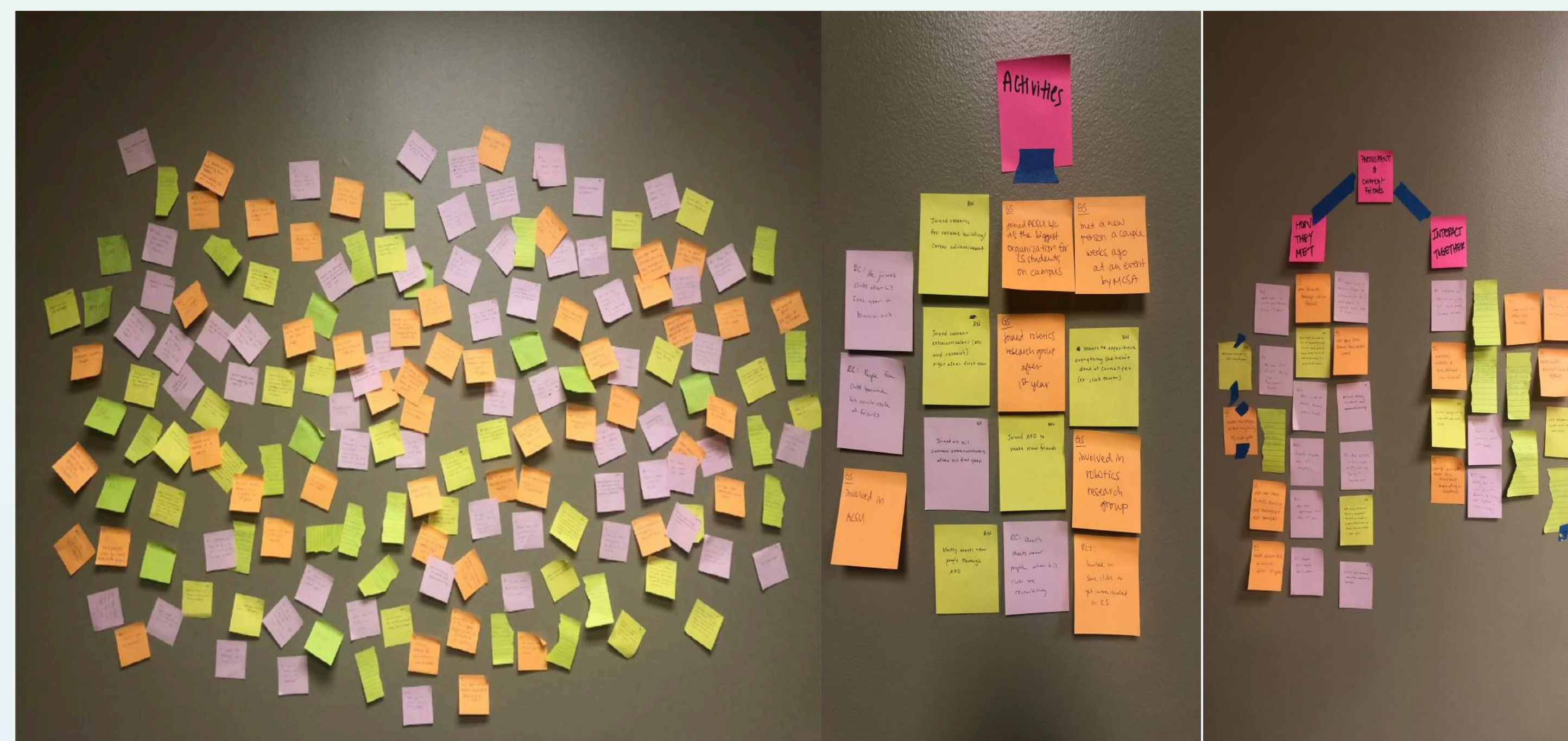
Background

- Once students make friends, they do not typically branch out to meet other people.
- Established friend groups typically do not grow and allow for additional members.

Motivations/Goals

- Help upperclassmen meet other students on campus outside of their current friend groups.
- Determine the obstacles preventing students from meeting other upperclassmen students
- Analyze social interactions

Design Process



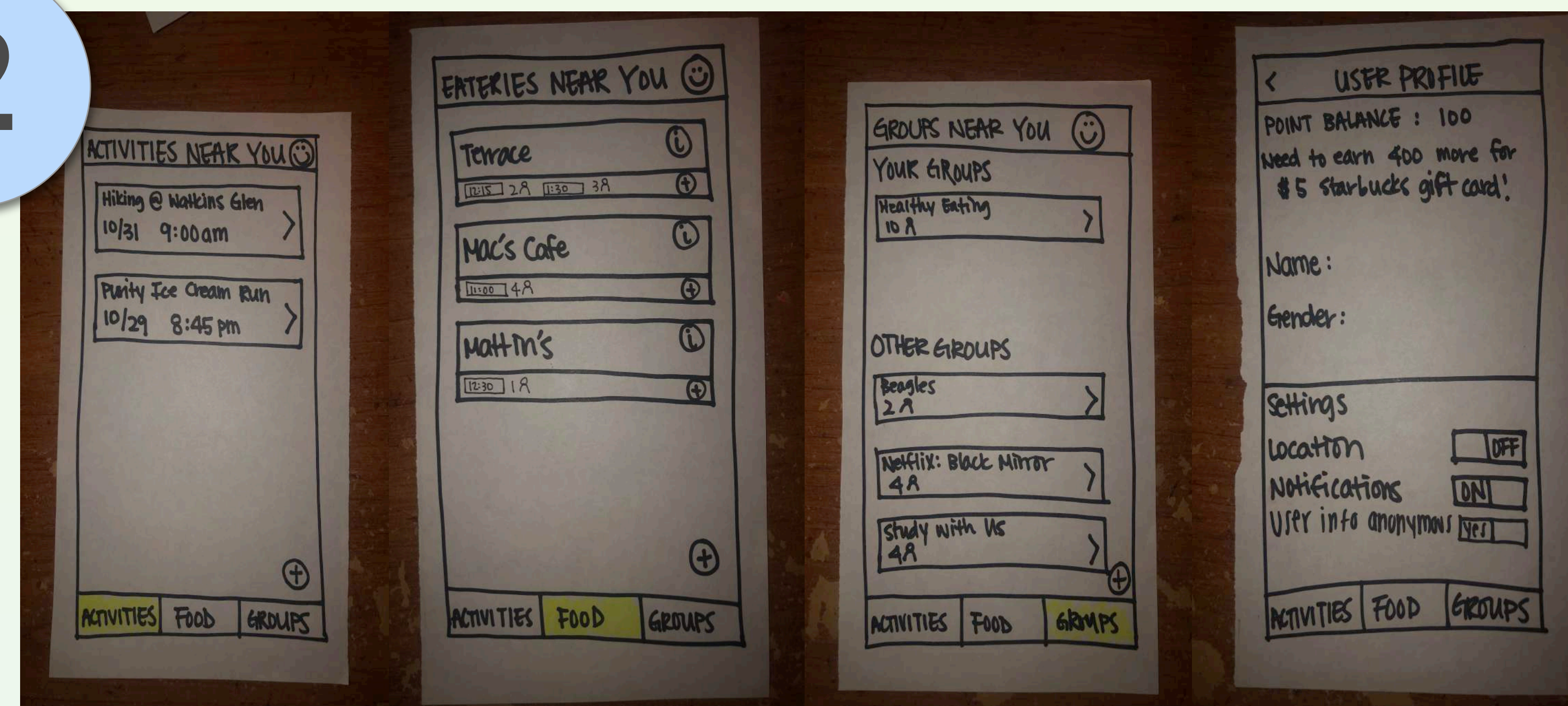
Stage 1: Affinity Diagrams

We interviewed users in our target demographic to find the root cause of why upperclassmen do not meet new people and analyzed the user data.

Insights:

- Participants are not opposed to meeting new people, but find it difficult to do so
- App should make users anonymous to prevent preconceived notions that may hinder users from meeting one another

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Stage 2: Paper Prototype

Based on the affinity diagrams, we created UI sketches to gather ideas and construct a paper prototype. We then did user testing on the paper prototype.

Insights:

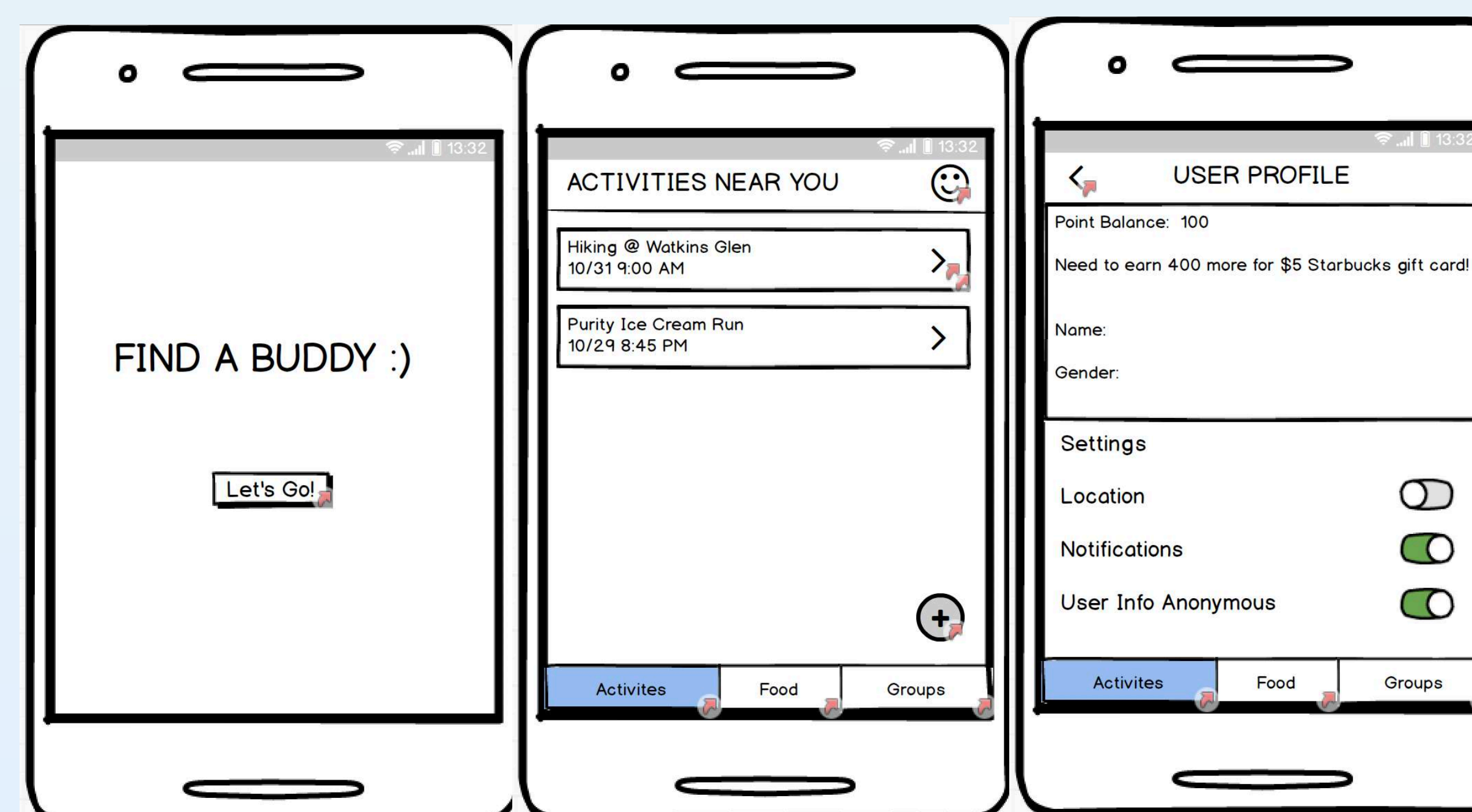
- Change smiley face icon to more universal icon for User Profile
- The "+" button on all pages should be larger and more intuitive
- Make clear that users can type in the group conversation

Stage 3: Mid-Fidelity Prototype

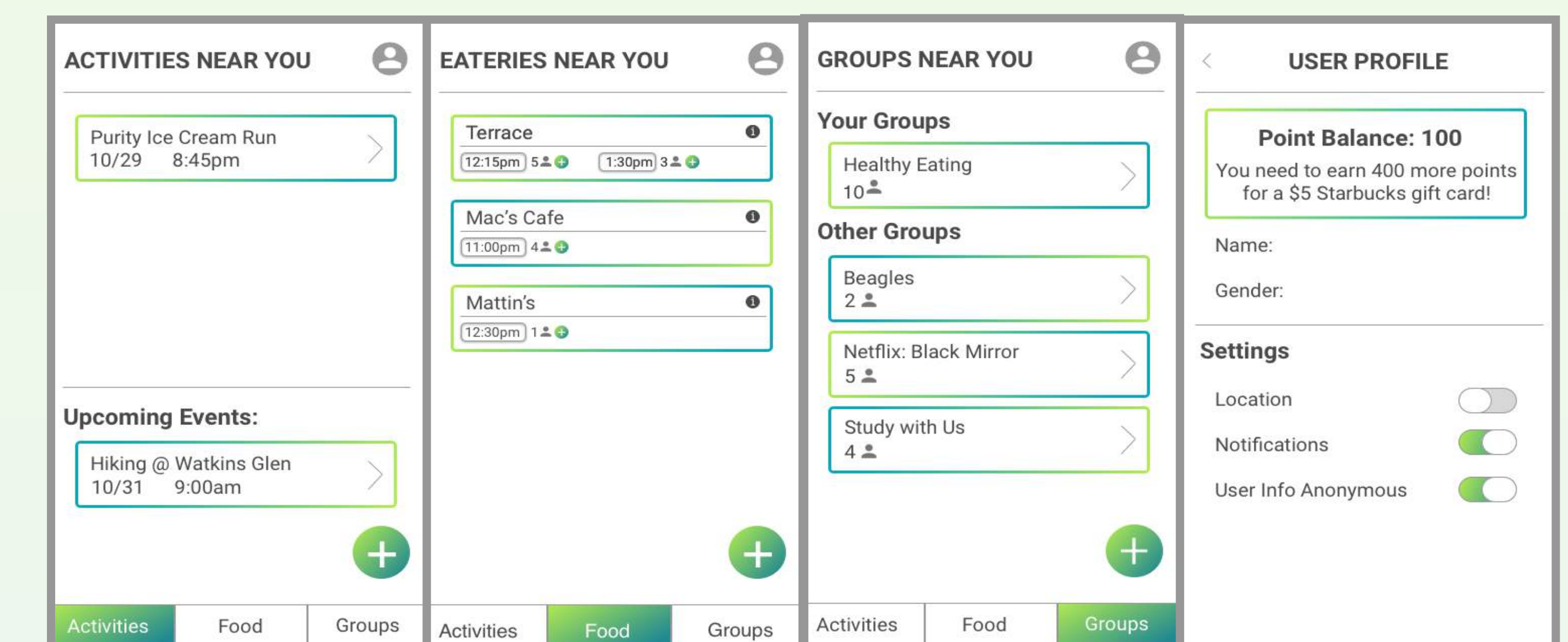
Based on the feedback we received for the paper prototype, we created a mid-fidelity prototype using Balsamiq. We used the Balsamiq prototype to do Heuristic evaluations.

Insights:

- Upcoming events should be a full list of events joined
- Once an event is joined, event will be removed from "Near You" list
- Upcoming events should be clickable to edit/leave event



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Stage 4: High Fidelity Prototype

Based on our compiled list from the Heuristic evaluations, we were able to create the screens of our app on Sketch. Once each screen was finished, we used Invision to create a mockup prototype to show the full experiences of each feature on our app. With the Invision prototype, we were able to do our final round of user testing, which provided us with some insights and suggestions for future iterations of our app.

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Final Design Decisions for Future Iterations

- Make plus sign on each screen more intuitive
- On the food page, make the "join food event" feature more intuitive
- Use more universal symbols throughout the app
- Create function that allows for transparency: turn off anonymous feature
- Create a login page so users can have customizable profiles and settings
- Create another page that shows a full list of all upcoming events for the user