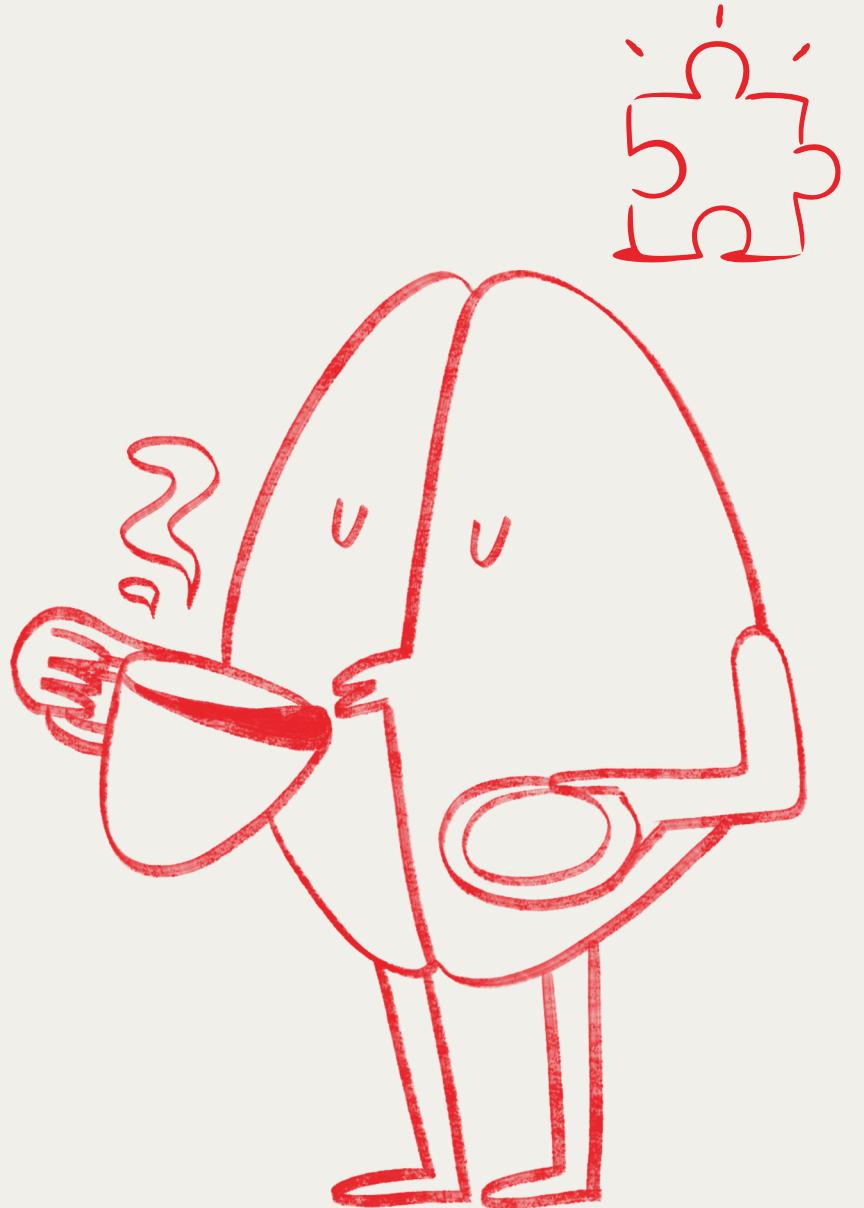


B4: TEAM PURPLE
ANGELITA CECILIA
ANUPAM SANIDHYA
GILLIAN SOEKAWAN
JIAWEN HU

REIMAGINING EVENT DISCOVERY AT UW

CANVAS + EVENTS



PROBLEM

Students struggle to discover campus events – The discovery process is fragmented and often left to random chance (flyers, chance meetings, social media scrolling).

HOW MIGHT WE

craft a more cohesive and intentional campus event discovery experience that helps students feel connected, informed, and socially engaged (rather than left out by fragmented and random channels)?

Problem



SIGNIFICANCE OF CAMPUS INVOLVEMENT

(Elkins, et al., 2011)

Students with higher levels of participation in certain campus involvement areas have a significantly higher perceived sense of campus community within: (1) teaching & learning, (2) history & tradition, (3) diversity & acceptance, (4) residential experience, and (5) loneliness & stress.

Data: Literature Review

Discovery: Interviews



RELIANCE ON CHANCE

“Honestly, if it weren’t for a friend I made during orientation, I feel like I would’ve missed out on over half of the events in my first year at UW.”

UNCENTRALIZED SOURCES

“Events from different departments aren’t in one place. It’s hard to follow what’s going on unless you follow every email or every department’s instagram page.”

TIME-CONSUMING

“I think I spend more time looking for interesting events to go to than I actually spend going to events. I never really resonate with the stuff I see being promoted.”

Problem Storyboard

Late-Night Scrolling



The DM



Feeling Left Out

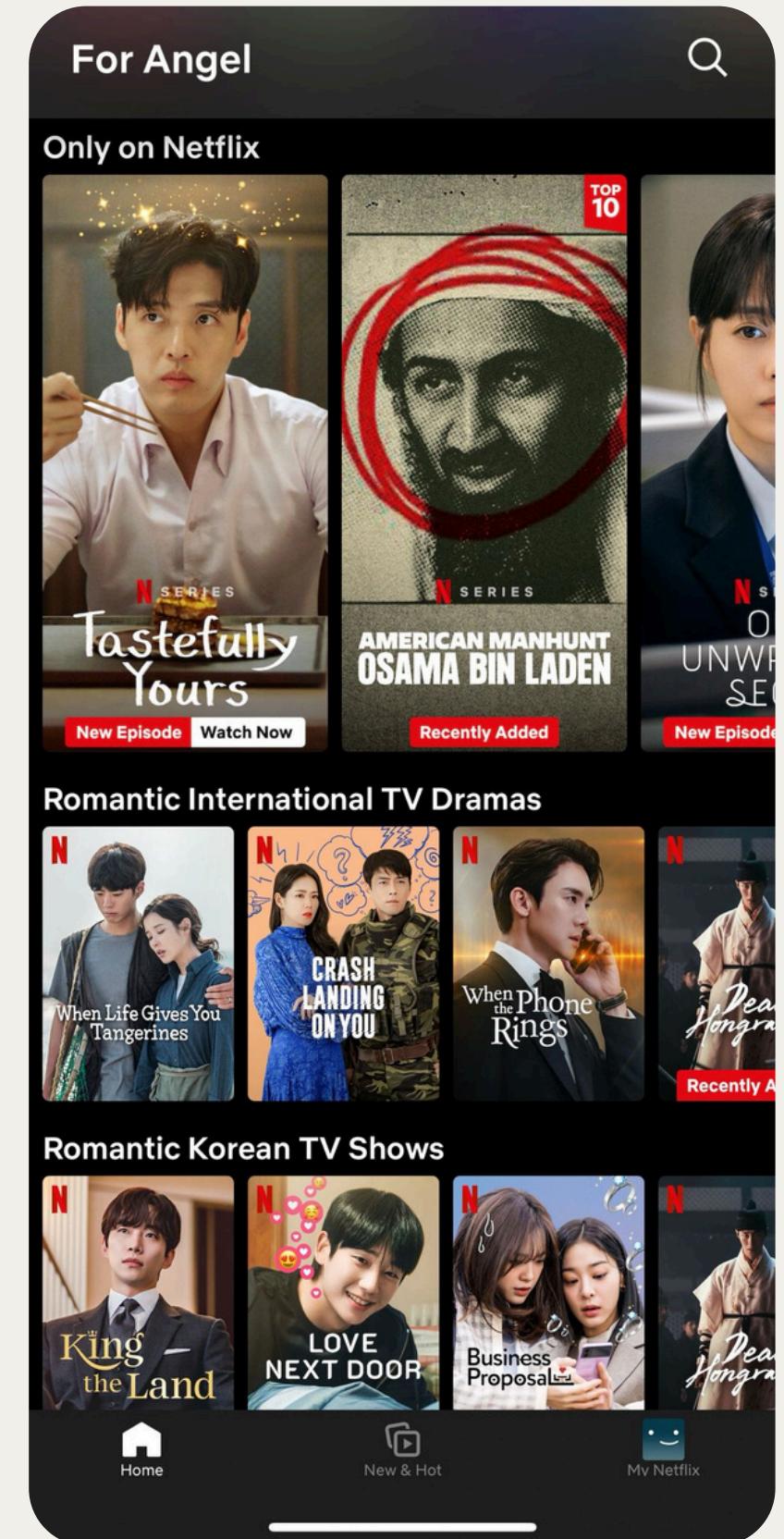


Pain Point: Lack of knowledge and difficulty discovering campus events.

What if event discovery was like using NETFLIX ?

Why Netflix?

- Recommending content you'll likely enjoy
- Personalizing sections based on your taste
- Reducing effort and decision fatigue



The “Netflix” Event Discovery Experience

Imagine a system where:

1

Events are shown as large posters with smart visuals (like boxart)

2

The app learns your interests (e.g., UX, career panels, socials)

3

You see who's attending (just like “Friends watching this show”)

4

You get timely nudges: “This starts in 30 min, and 3 classmates RSVP'd!”

Based on Netflix's UX research:

91% of users reject content in < 1 second based on visuals

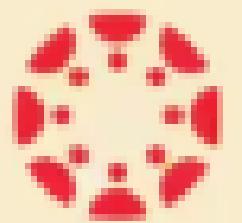
Students might do the same with unclear flyers or cluttered listings

How does this apply to our problem?

- **System 1 (Fast)**: First impression → visual posters, interest tags
- **System 2 (Slow)**: Deeper info → RSVP, time, who's going
- **Social cues** = more motivation
- **Result**: Less friction, better attendance, more campus connection

Just like Netflix tailors content to you—our prototype tailors events to UW students.



 CANVAS



Student Persona



Wendy Sih

Graduate Student at UW.

Demographic & Environment:

- Age: 22
- Major: Master in Communication and Media
- Year: First-year Graduate Student
- Pronouns: She/Her
- Residence: Lives near UW campus

Needs & Goals

- Discover relevant events in one place without relying on social media
- Feel included and connected in campus life from the start
- Timely updates and RSVP confirmation
- Easy way to invite or attend with friends

Summary

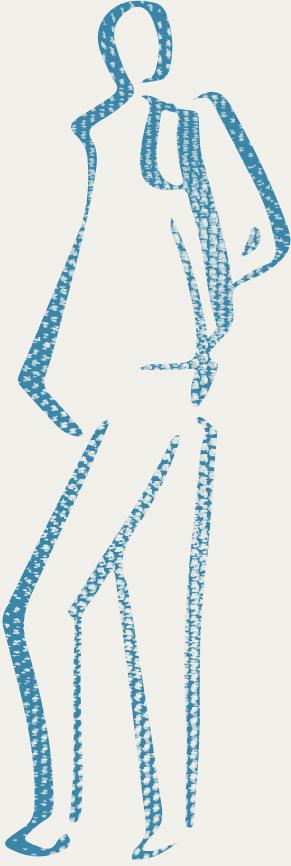
A first-year graduate student studying Communication & Media who is eager to explore campus life, make friends, and attend meaningful events. Wendy needs a centralized, reliable way to discover and stay updated on events that match her interests. She values a sense of connection, inclusion, and inspiration.

Behaviours & Actions

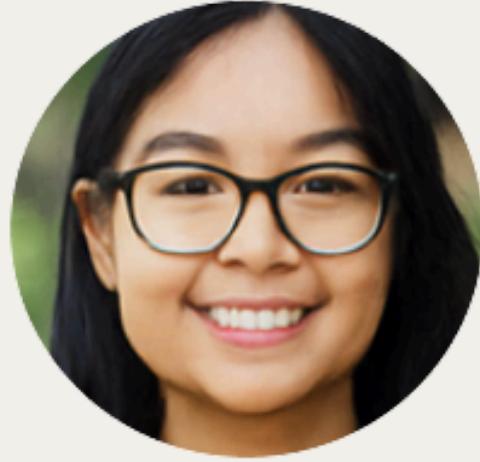
- Regularly checks Canvas, email, and social media
- Attends events that align with personal or academic interests
- Likes to plan ahead but may join if a friend is going
- Relies on visual content (flyers/posts) to make quick decisions

Pain Points & Frustrations

- Misses events due to poor visibility or delayed discovery
- Finds info scattered across too many platforms
- Wants more social context: Who's going? Can I invite friends?
- Feels left out when friends talk about events she didn't hear about



RSO Officer Persona



Jamie Tran
RSO Marketing Officer
at UW

Demographic & Environment:

- Age: 20
- Major: Business Marketing
- Role: Marketing Officer, Cultural RSO
- Year: 3rd-year undergraduate
- Residence: UW Dorms

Needs & Goals

- Promote RSO events to a wider, relevant audience
- Schedule announcements and reminders ahead of time
- See who's interested or RSVP'd
- Increase turnout and engagement on a small budget

Summary

Jamie is a driven undergraduate student majoring in Business Marketing and currently serves as the marketing officer for a Registered Student Organization (RSO). She's passionate about promoting her org's events but struggles with low visibility and engagement. Jamie needs tools that help her reach more students efficiently, track interest, and promote events in a centralized space.

Behaviours & Actions

- Regularly uses Instagram, Canva, and Linktree for outreach
- Posts on group chats, Discord, and mailing lists
- Measures engagement by likes, shares, and QR code clicks
- Actively coordinates with other RSOs and student groups

Pain Points & Frustrations

- Posts get buried on Instagram or missed in emails
- No centralized platform where all students browse events
- Can't tell what marketing method actually worked
- Needs something faster and easier than manually tracking engagement

Final Solution Storyboard

Weekend Plans?



Checking Into Canvas



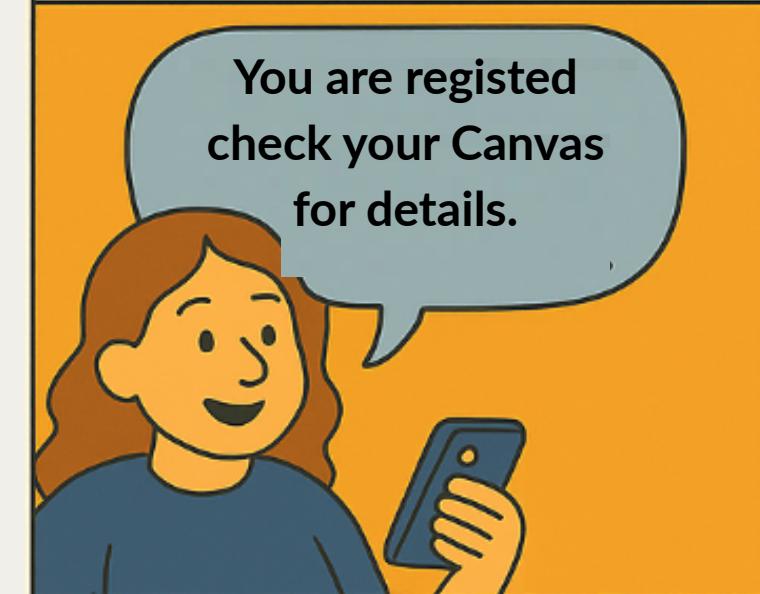
Looking For an Event



Interested in UX Design



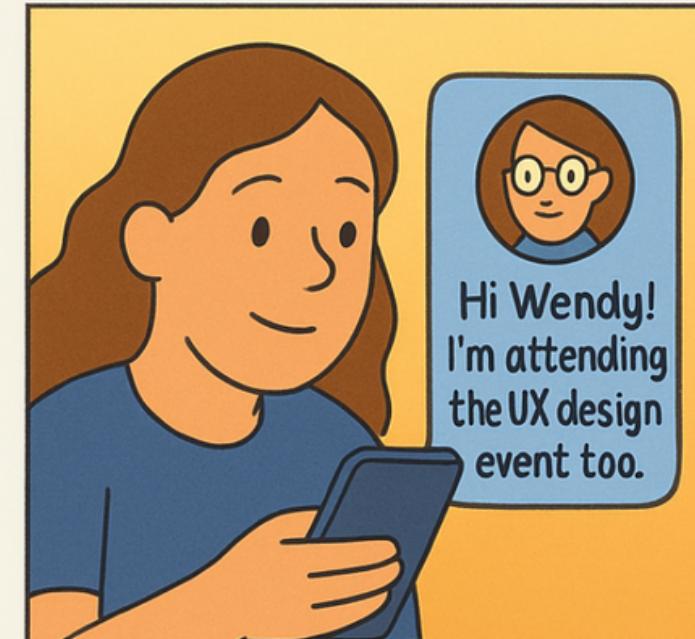
Decided to Sign Up



See Who's Attending



Reaching Out



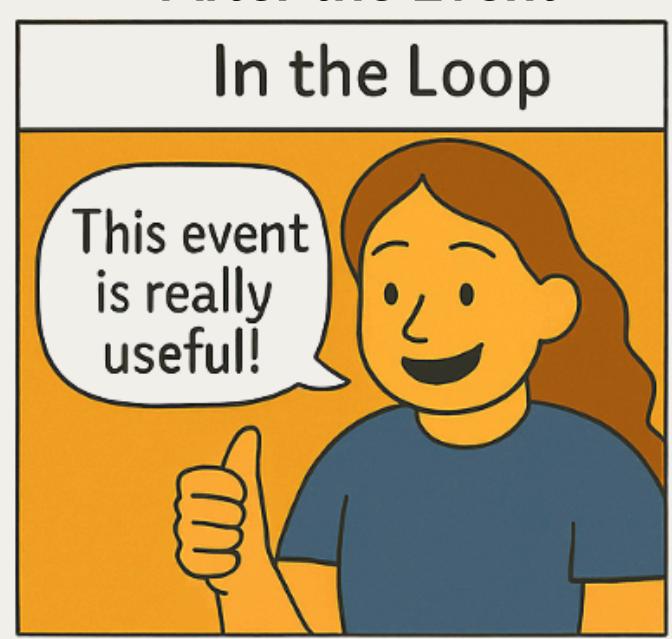
Making Plans Together



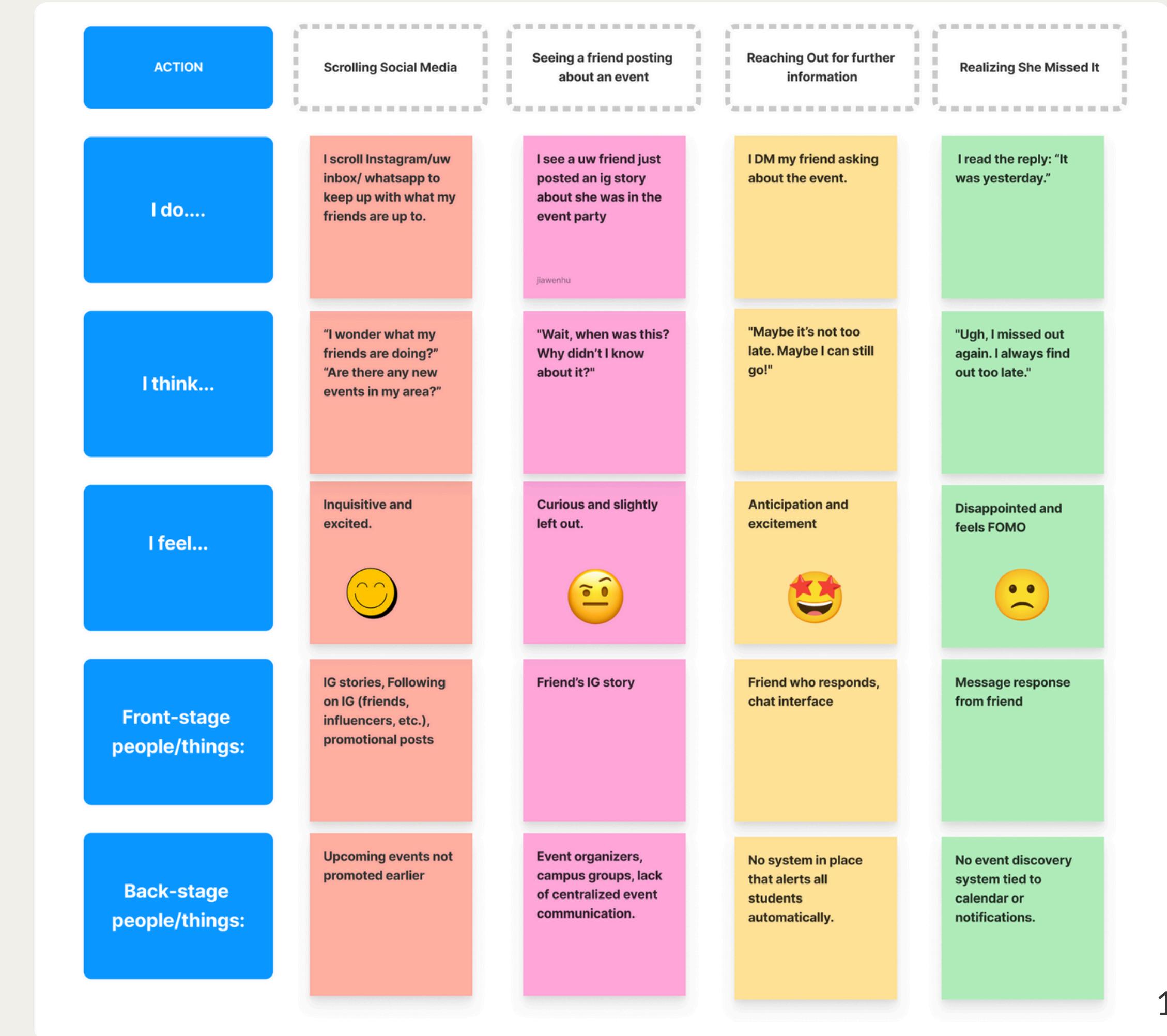
At the Event



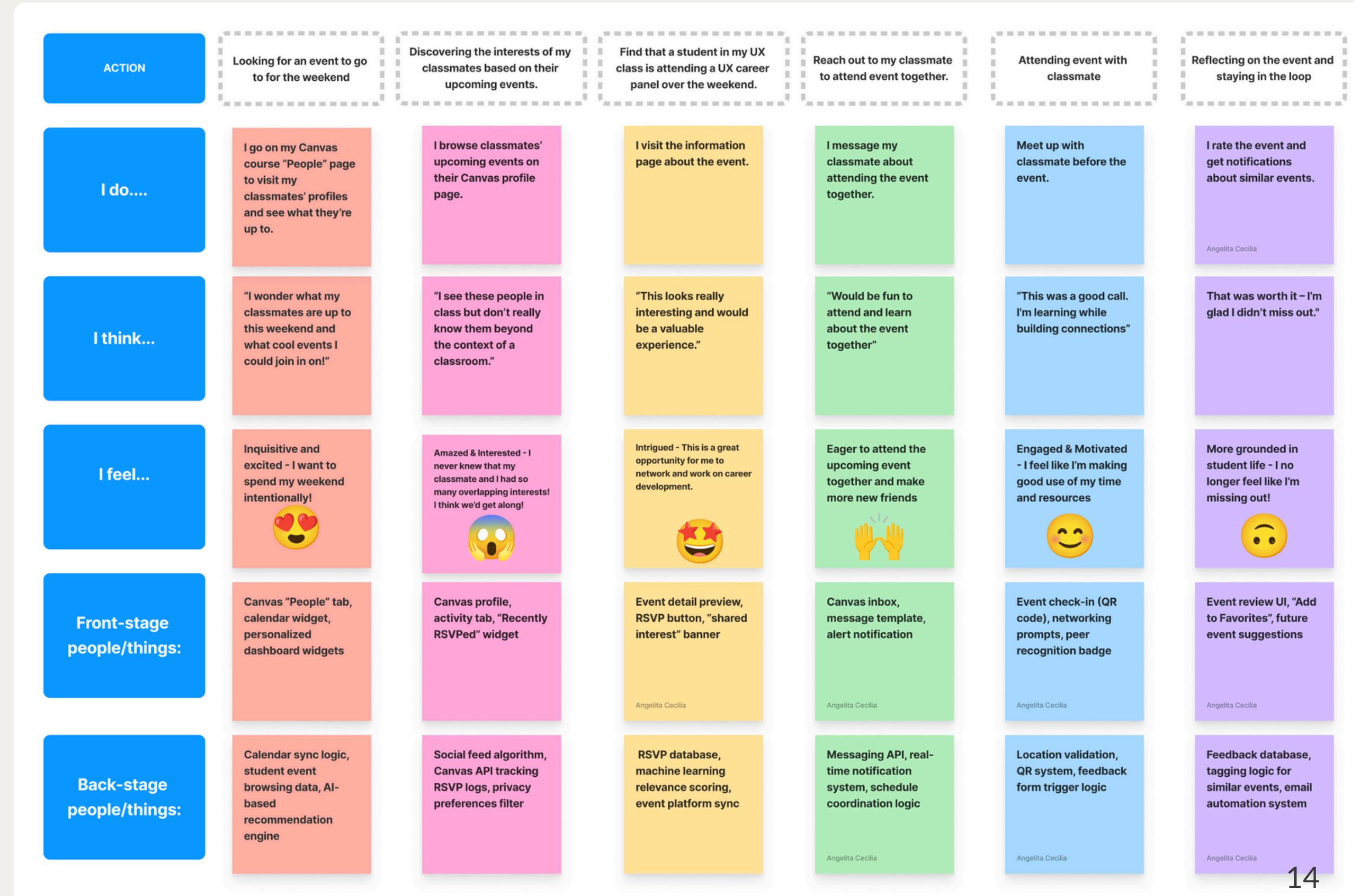
After the Event



Problem User Journey



Solution User Journey



Lean Canvas

PROBLEM

- Students struggle to discover campus events
- Event information is scattered across multiple platforms
- Students feel left out and disconnected from campus life
- FOMO and missed opportunities for social connection

EXISTING ALTERNATIVES

Luma, Partiful, Instagram, Email, Physical flyers, WhatsApp

SOLUTION

- Canvas Events tab with personalized recommendations
- Social features showing classmate attendance
- Smart filters and notifications
- Seamless calendar integration
- Post-event sharing and reviews

KEY METRICS

Monthly active users, Event discovery rate, RSVP conversion rate, Student engagement scores, Event attendance rates, User retention

UNIQUE VALUE PROPOSITION

Transform Canvas from just an academic tool into your campus connection hub - discover personalized events where you already spend your time

REVENUE STREAM

University licensing fees, Premium features for organizations, Sponsored event placements, Analytics dashboards for administrators, Integration services

UNFAIR ADVANTAGE

- Canvas Integration: Built into existing student workflow - no app fatigue
- University Partnership: Official, trusted platform with access to all student data
- Network Effects: Social features create viral growth within student communities
- Data Advantage: Access to academic schedules and course enrollment for better personalization

CHANNELS

Canvas platform (desktop and mobile), Push notifications, Email reminders, Word-of-mouth through social features, University partnerships with RSOs

CUSTOMER SEGMENTS

- Primary: General university students (like Wendy - 22, Communication & Media Studies)
- Secondary: University students involved in Registered Student Organizations
- Tertiary: University administration for improving campus-wide communication

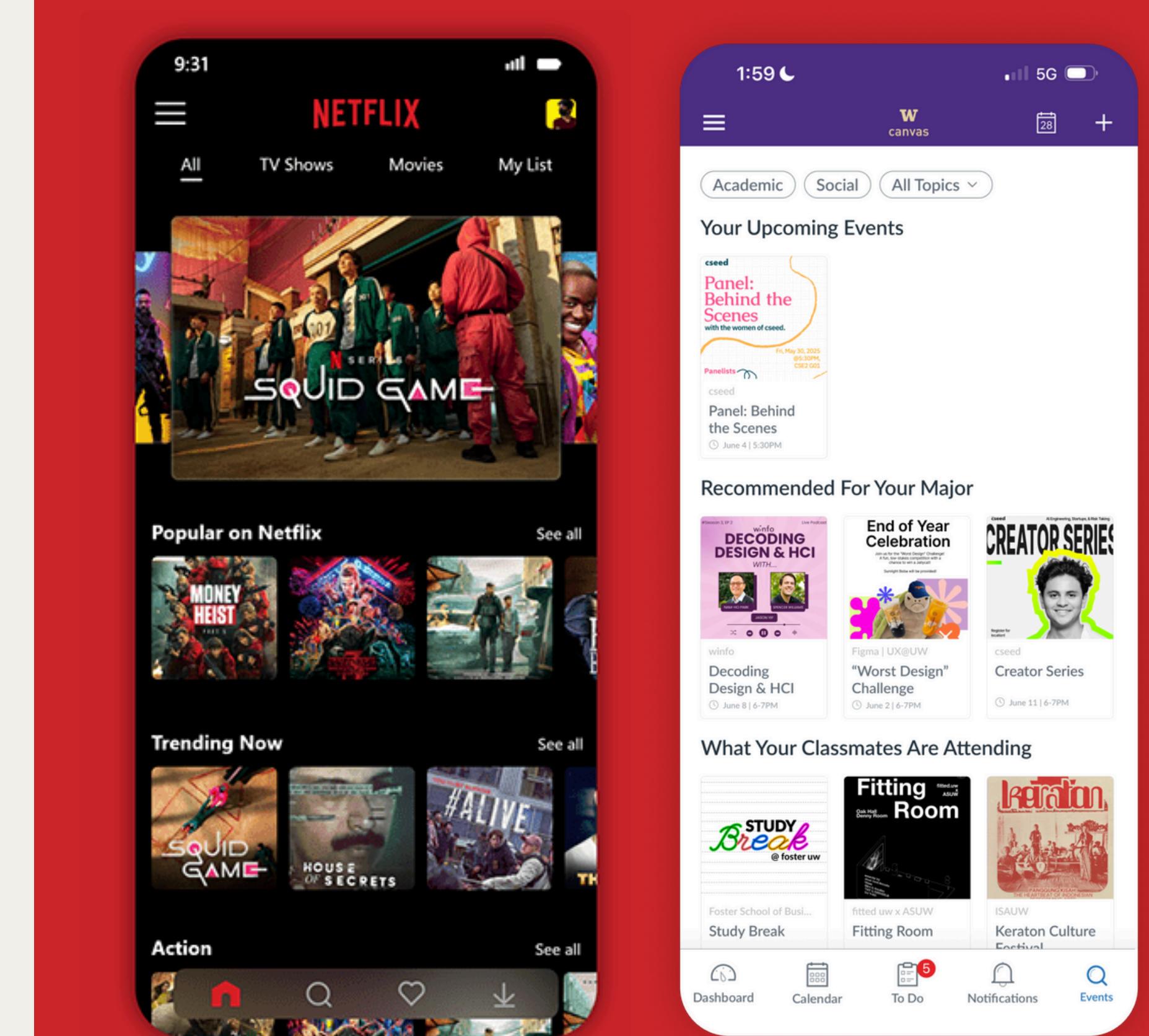
COST STRUCTURE

- Platform development and maintenance
- Server hosting and data storage
- Integration with Canvas and university systems
- User support and training
- Marketing and outreach to drive adoption

THEME

Find. Show Up. Belong.

- **Netflix-Style Discovery:** Personalized event feeds that feel tailored, not generic
- **Social Integration:** "What Your Classmates Are Attending" creates belonging
- **Canvas Ecosystem:** Transforms academic platform into social hub - no app fatigue

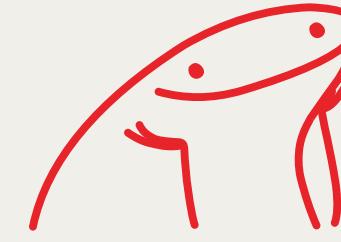


Emotions



Curiosity

"What's happening
this weekend?"



Excitement

"This looks perfect for
me!"



Belonging

"My classmates are
going too"



Confidence

"I'm in the loop, not
left out"

Psychological Needs

Relatedness

"What's happening
this weekend?"

Competence

Easy discovery and
RSVP process

Autonomy

Personalized
recommendations,
privacy controls

Be-Goals

To Be Connected

Connecting with friends & feel part of the campus community.

To Be Included

Moving from the sidelines to the centre of social activities.

To Be "In the Loop"

Being the person who knows what's happening.



Connectedness

Fostering a sense of belonging to the wider campus community

Purpose

Helping students find events that align with their personal and career goals

Coherence

Integrating event discovery into the natural Canvas workflow

Resonance

Creating "perfect for me" moments with personalized recommendations

Significance

Enabling the creation of lasting memories and relationships

Meaning

Experiencing Self

Low Effort

No hunting across platforms - everything in Canvas

Positive Emotion

Delight in personalized recommendations

Clear Progress

Smooth flow from discovery → RSVP → attendance

Social Connection

Real-time notifications and friend activity foster community

Flow State

Absorbed in exploring events, time passes quickly

Remembering Self

Key Moments

"I found the perfect event", "I met Angel there"

Transformation

From feeling left out → feeling included and connected

Lasting Impact

"Canvas helped me find my campus community"

Positive Peaks

Thrill of discovering events, excitement of attending with friends

Strong Ending

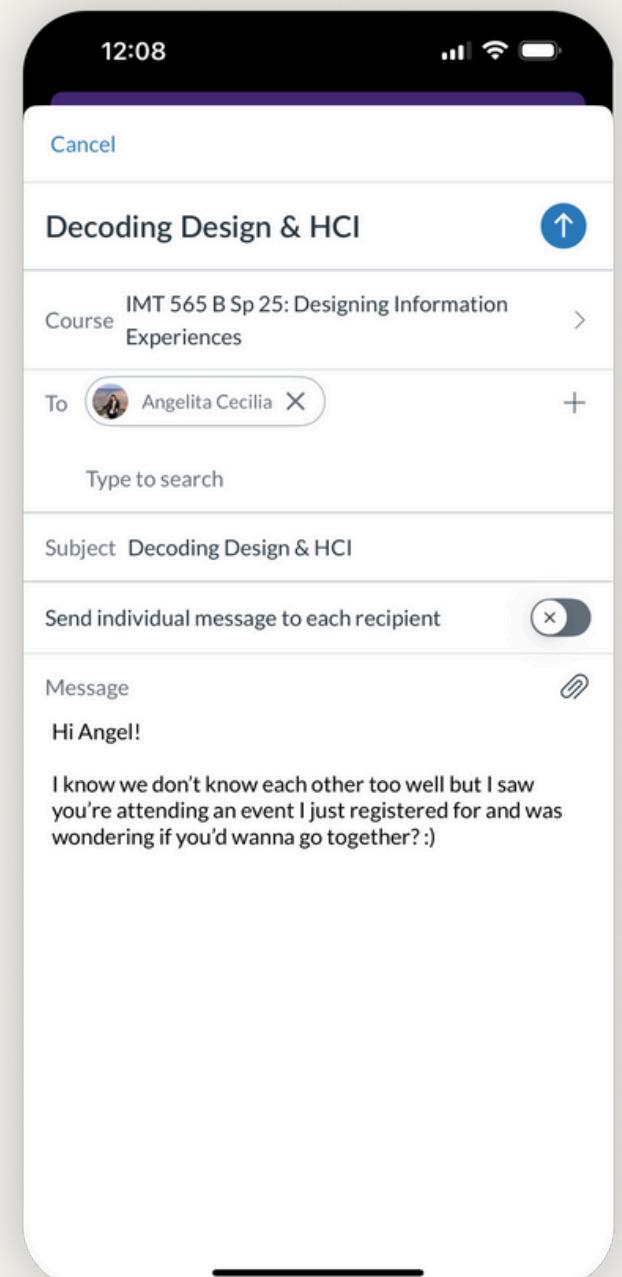
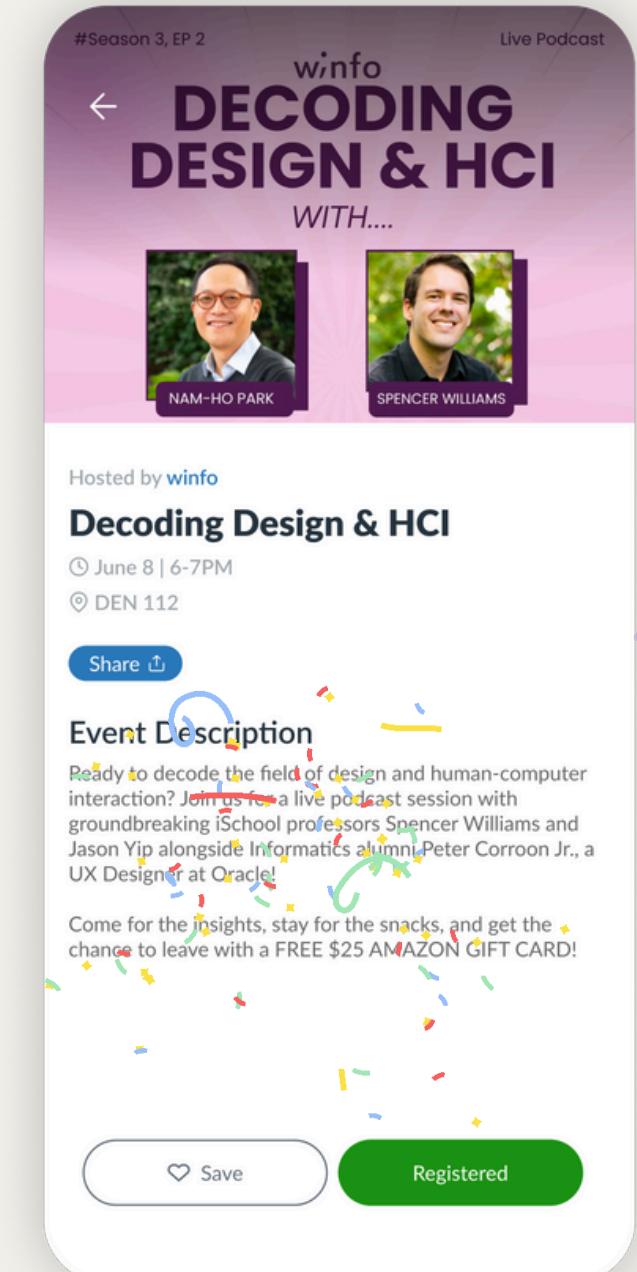
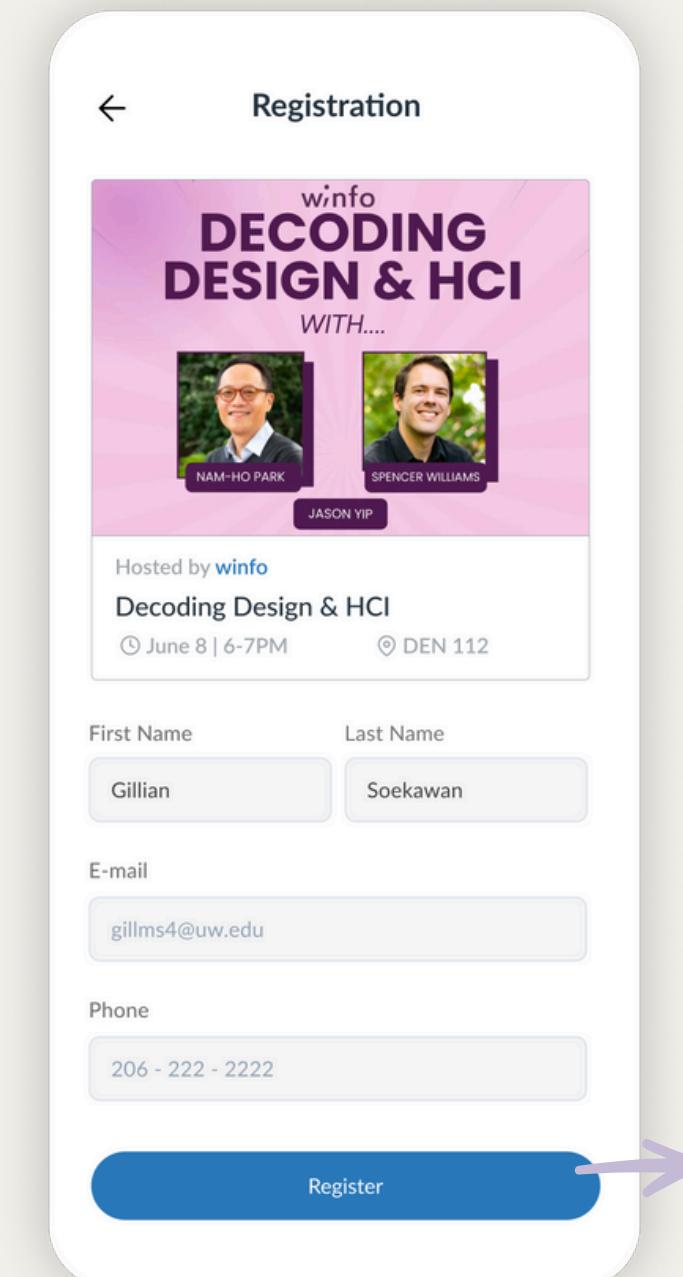
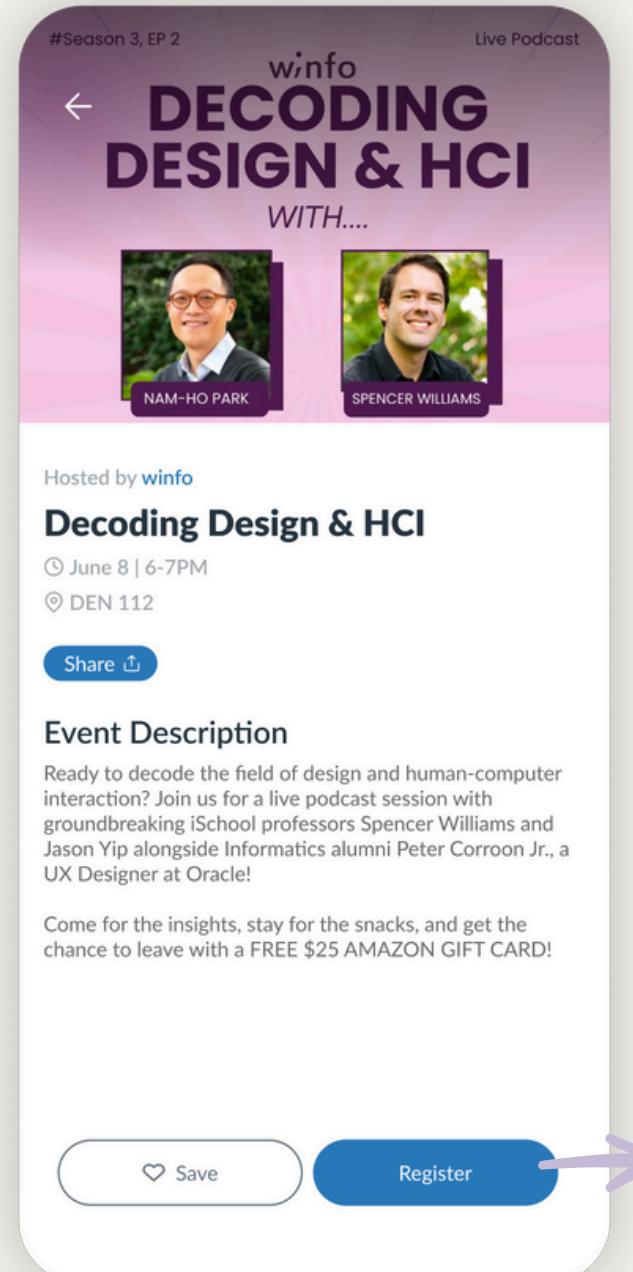
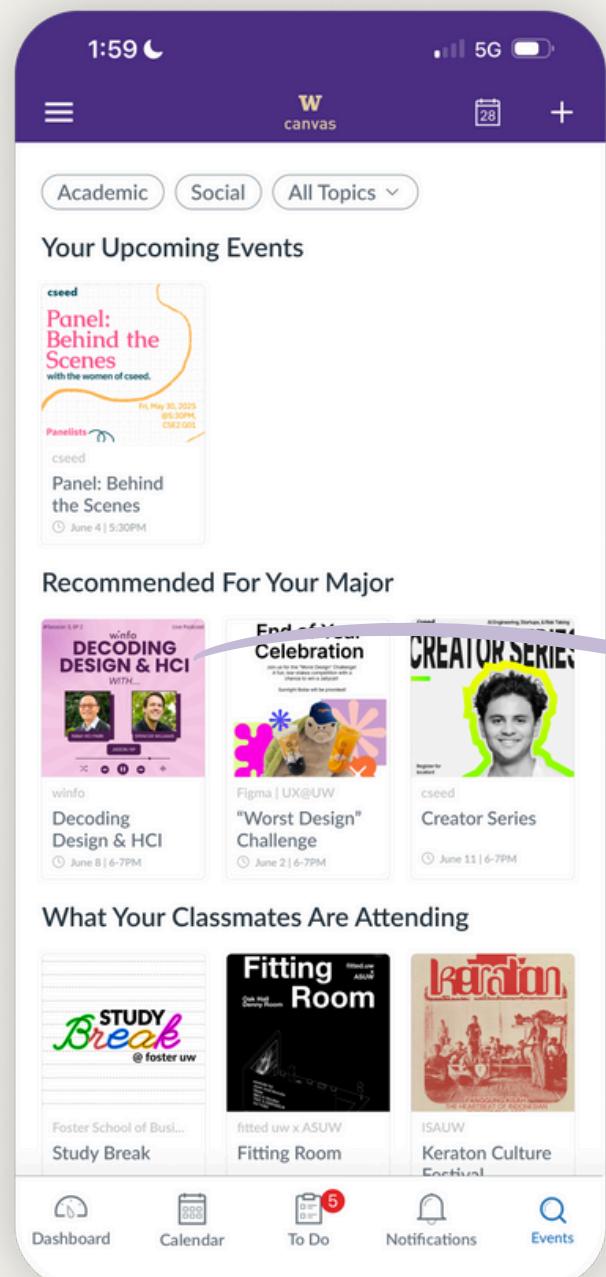
Sense of fulfillment and belonging, not disappointment

Existing Solutions: Comparison Matrix

	Centralized Info	Personalized Recs	Social Visibility	Passive Discovery	Campus-Specific
Luma	✓	✓	✓	Somewhat	✗
Partiful	✓	✗	✓	Somewhat	✗
Eventbrite	✓	✓	✗	Somewhat	✗
Slack	✗	✗	✗	✗	✗
Email	✗	✗	✗	✗	✗
Instagram	✗	✗	✗	Somewhat	✗
Whatsapp	✗	✗	✗	✗	✗

Workflow

Find. Show Up. Belong.



Discovery events

Find events

Register events

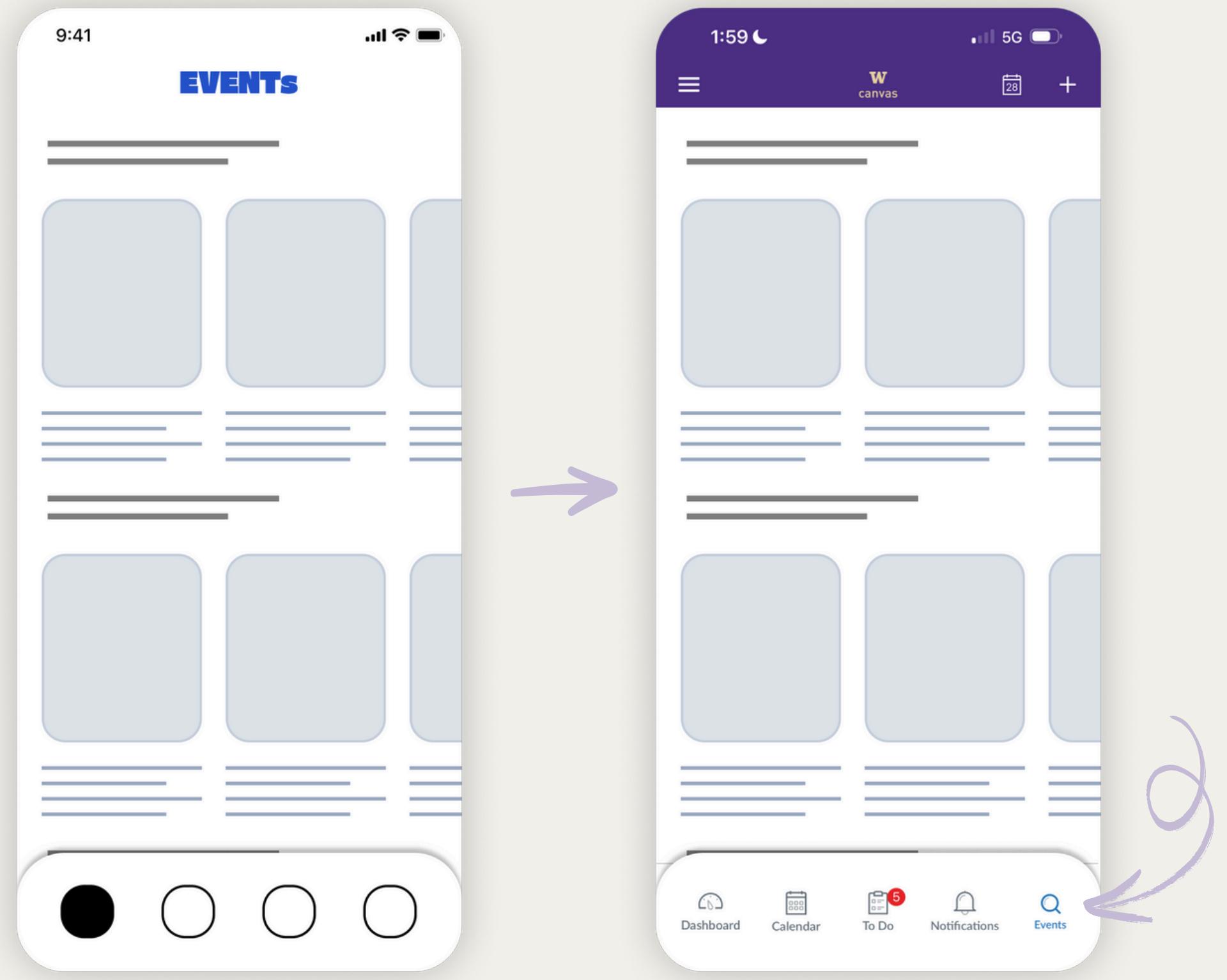
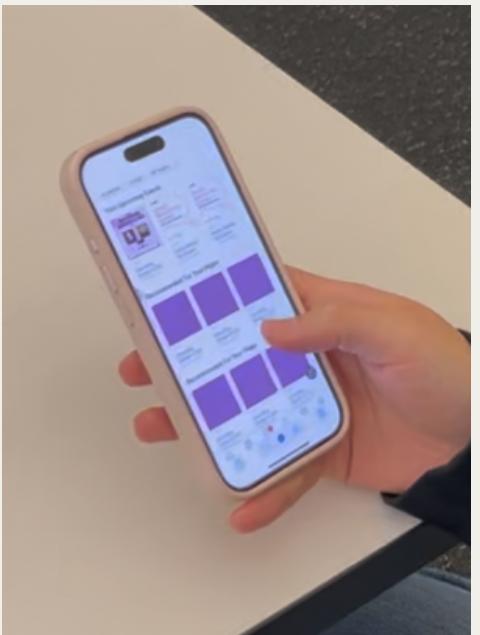
Registered

Attend events &
Make new friends

Design Iteration

"I am tired of opening different apps for the event But I already downloaded Canvas"

- User feedback

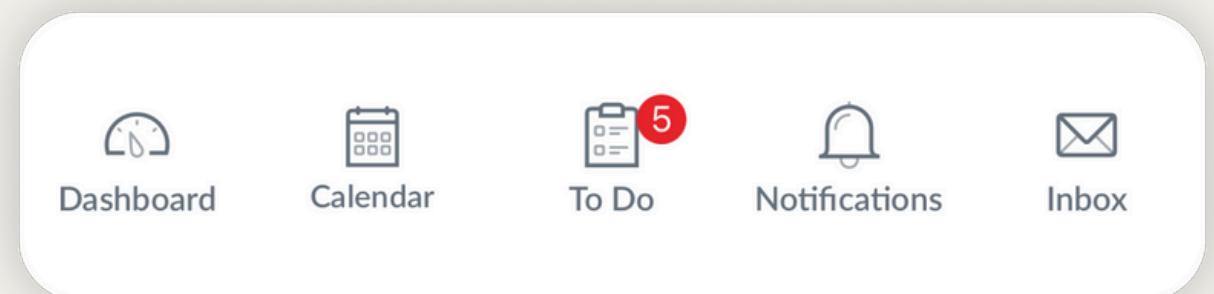


Before

After

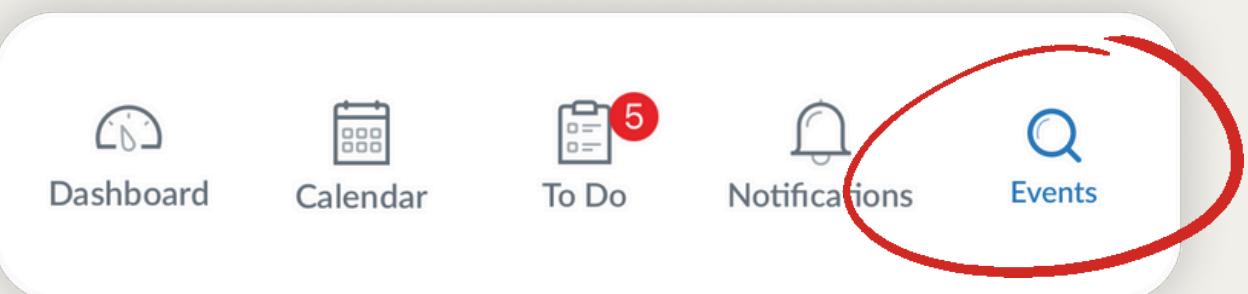
Design Process

In user testing, no one remember what are  and  without opening it



Before

Move the inbox to the notification and add the new tab 



After

Notification

-  iSchool Career Services
How to Lead When You're Not in Charge
Jun 5
-  IMT 570 A
Group Assignment: Final Research Presentation
Jun 4
-  iSchool Career Services
NEW! Interstride H-1B Sponsorship Finder
Jun 3
-  IMT 589 L
Please Post Final Commitments
Jun 3
-  IMT 589 L
Engagement
Jun 2
-  IMT 589 L
Reflection 7 - Encourage the Heart -

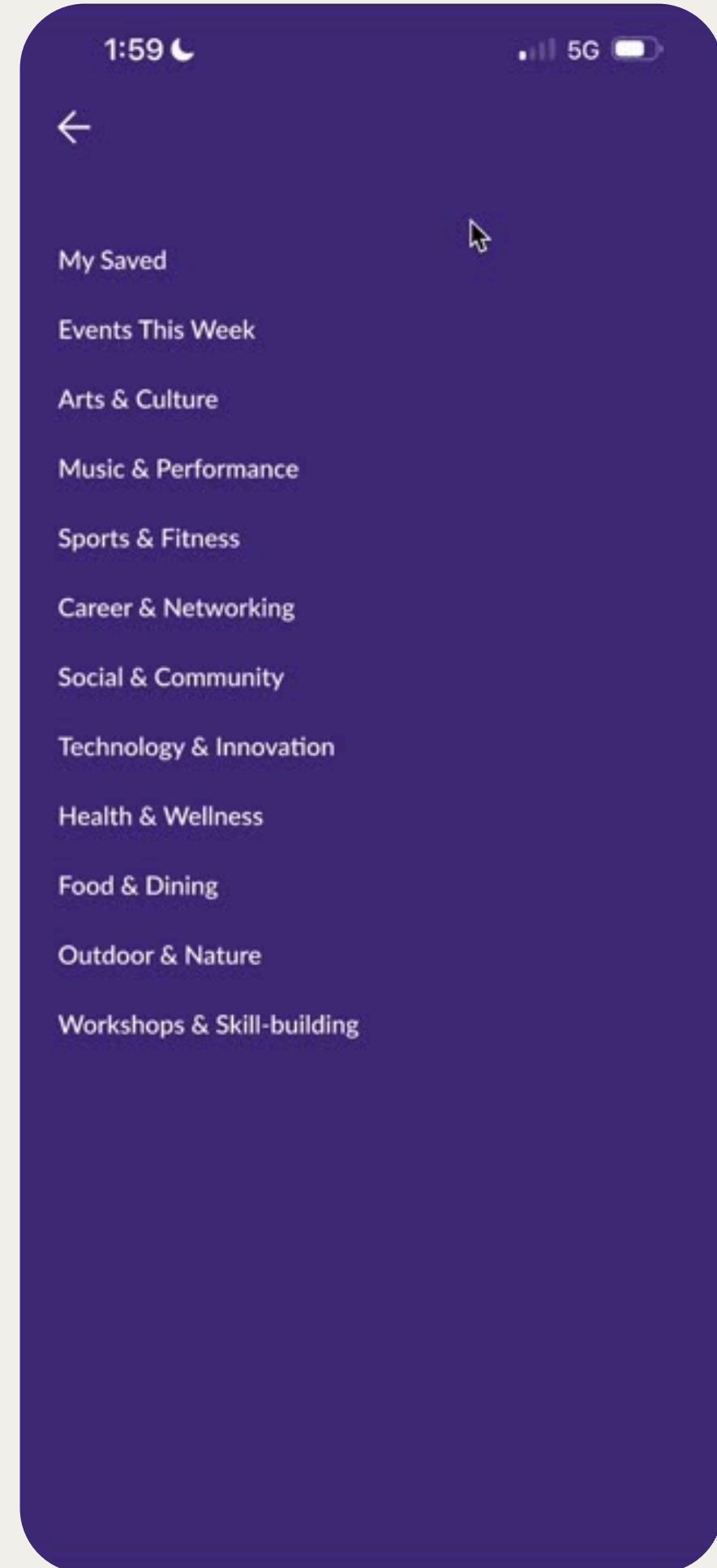
Inbox

- All Courses ▾
- Inbox ▾
-  Heather Whiteman, Chung-Wei C... May 20, 2025
Feedback for your interviews
Hello Team 7 H1B...
-  Chuan Chi (Cathy) Chang (She/her...) Apr 21, 2025
Let's Connect for the IMT 589 Final Proposal (Due...
Hi, this is Cathy from IMT 589! I'd like to ask for yo...
-  Chuan Chi (Cathy) Chang (She/her...) Apr 21, 2025
Let's Connect for the IMT 589 Final Proposal (Due...
Hi Jiawen,...
-  Ariella Aung (She/her/hers), ANIL... Apr 15, 2025
IMT 589 Peer Facilitation Group Work
Also, do you guys know if we have class today?
- Pranaya Pakala (She/her/hers), An... Mar 10, 2025

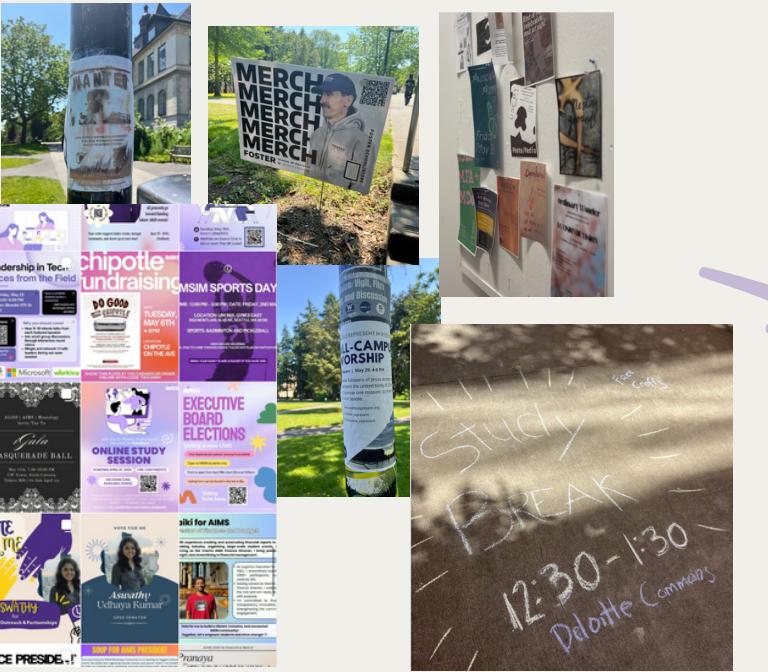
Core Feature

Personalized event recommendation with filter

Generated and recommended for you only



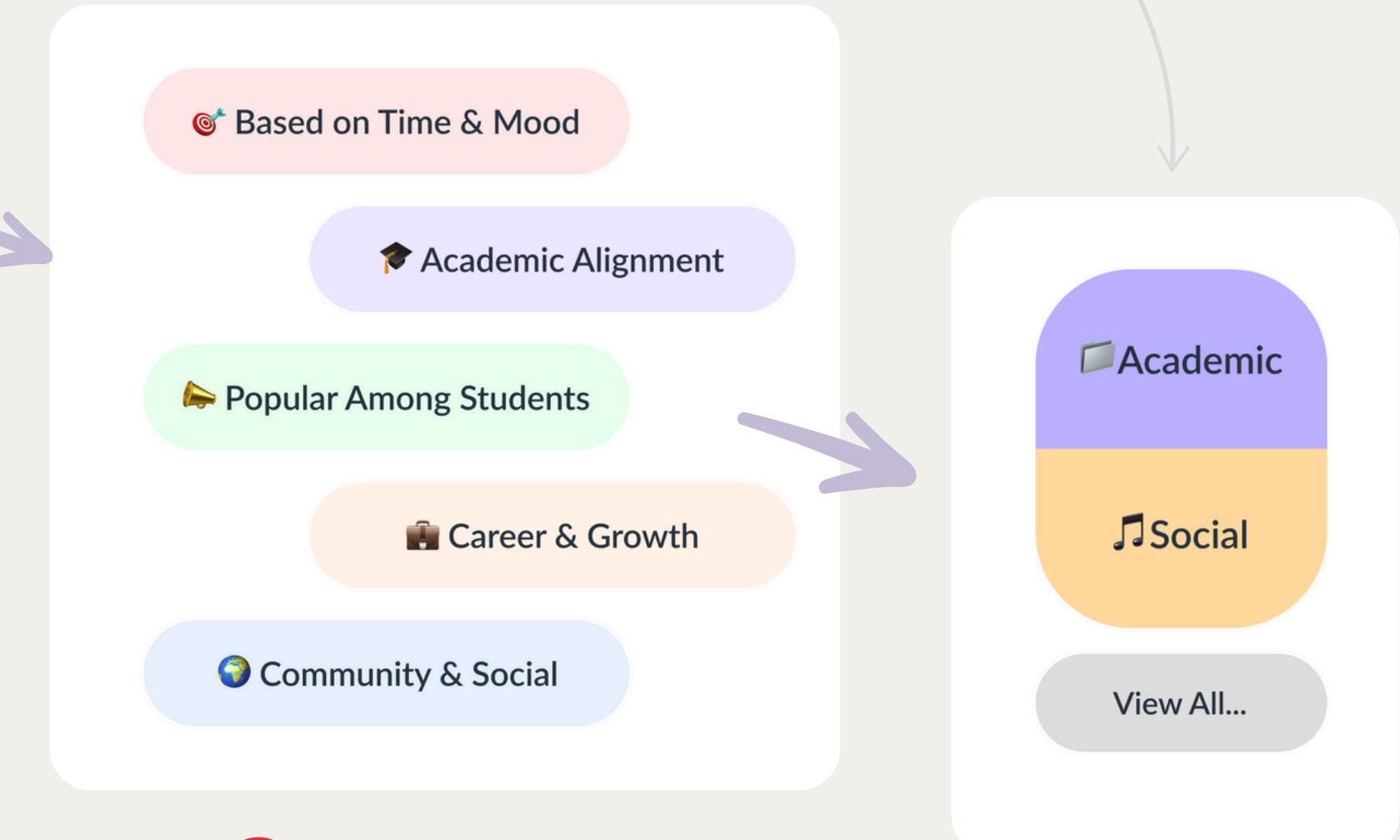
Design Process



1 250+ events happening this quarter

- Weekend Vibes
 - This Week's Picks
 - Late Night
 - Career Boosters
 - Just for Ch
 - Job Search Friendly
 - Events for
 - Level Up Events
 - Connect TI
 - Resume Worthy
 - Academic
 - Tailored For You
 - Majorly Rel
 - Your Vibe, Your Events
 - Trending o
 - Picked Just for You
 - What Every
 - Based on Your Interests
 - Hot Picks k
 - Meet New People
 - Student Fo
 - Cultural & Global
 - Clubs & Communities
 - Get Involved
 - ...

2 17 events topics



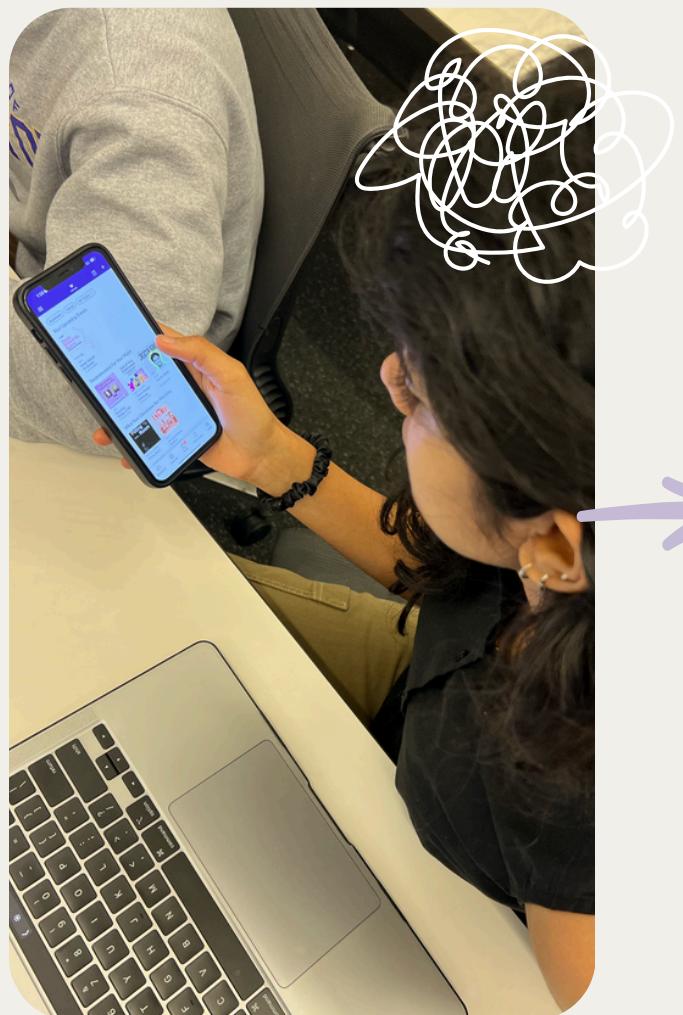
3 5 events categories

4 2 types of events 25

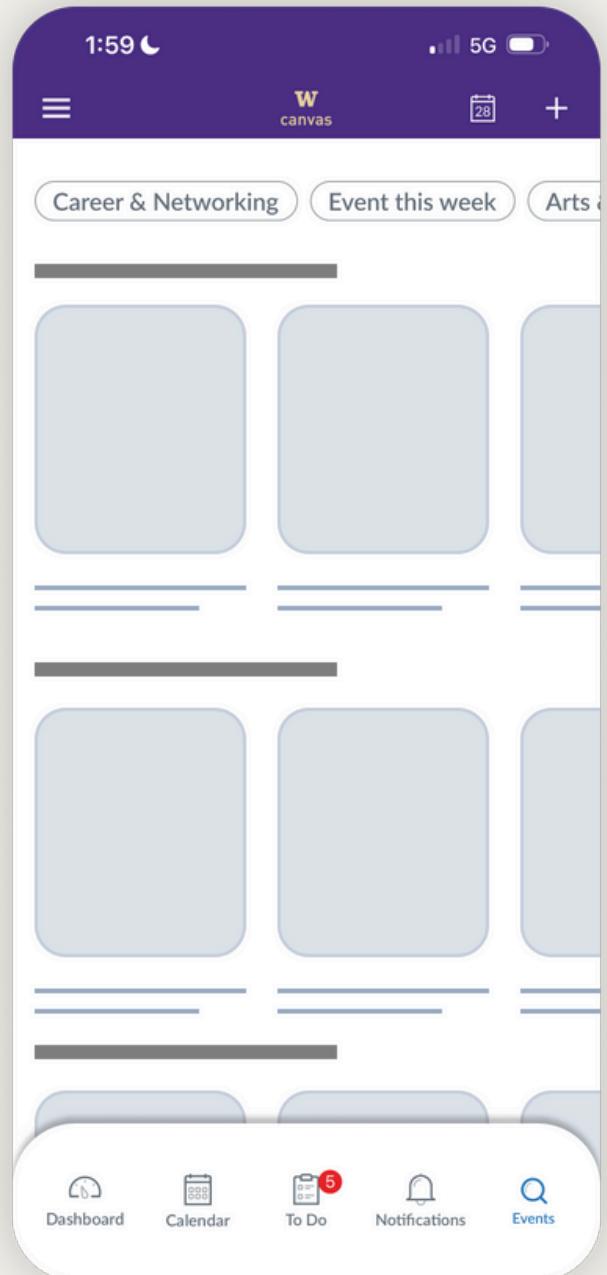
Design Iteration

- User feedback

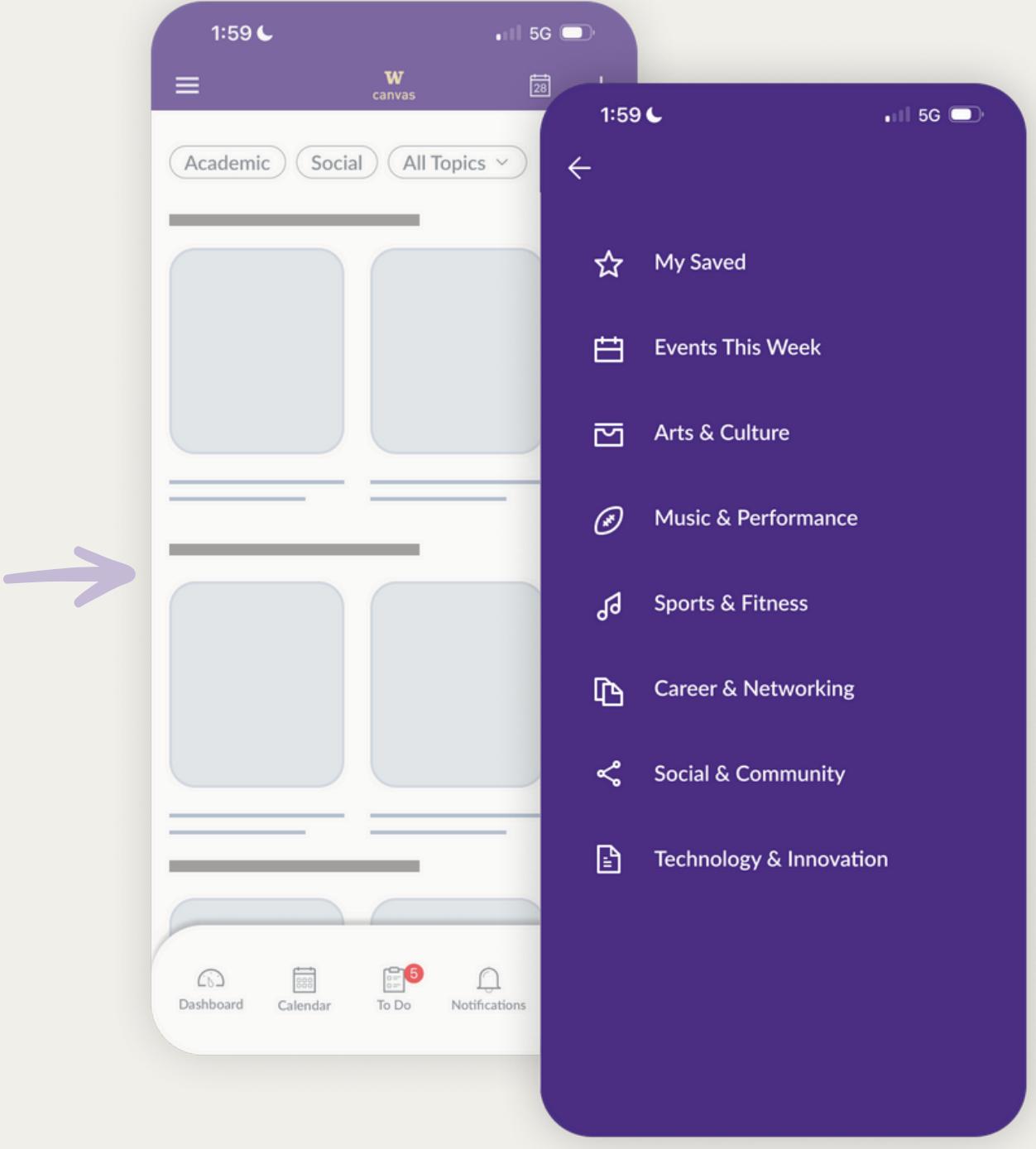
"I like the filter feature to customize....
But, there are way too many options
on the top!"



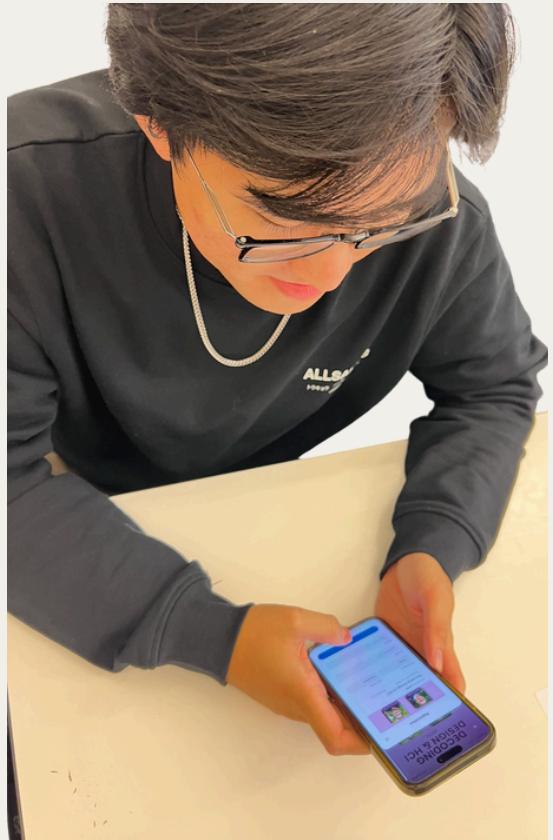
Before



After



Design Iteration



- User feedback

“Option #1 feels like I have to do a bunch of tedious paperwork, while Option #2 seems much easier and more straightforward.”

Registration

winfo
DECODING DESIGN & HCI
WITH....

NAM-HO PARK SPENCER WILLIAMS JASON YIP

Hosted by winfo
Decoding Design & HCI
⌚ June 8 | 6-7PM ⌚ DEN 112

First Name Last Name
Gillian Soekawan

E-mail
gillms4@uw.edu

Phone
206 - 222 - 2222

Register

Option#1

#Season 3, EP 2 Live Podcast

winfo
DECODING DESIGN & HCI
WITH....

Registration

NAM-HO PARK SPENCER WILLIAMS

Hosted by winfo
Decoding Design & HCI
⌚ June 8 | 6-7PM ⌚ DEN 112

First Name Last Name
Gillian Soekawan

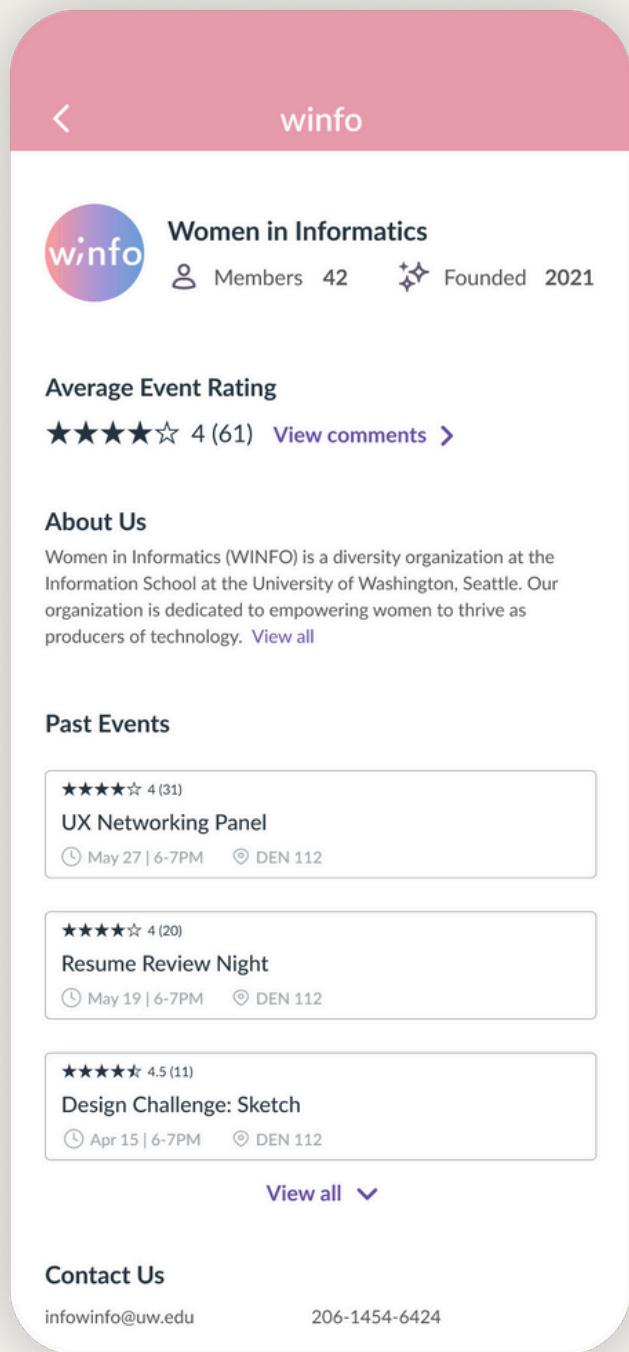
E-mail
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Phone
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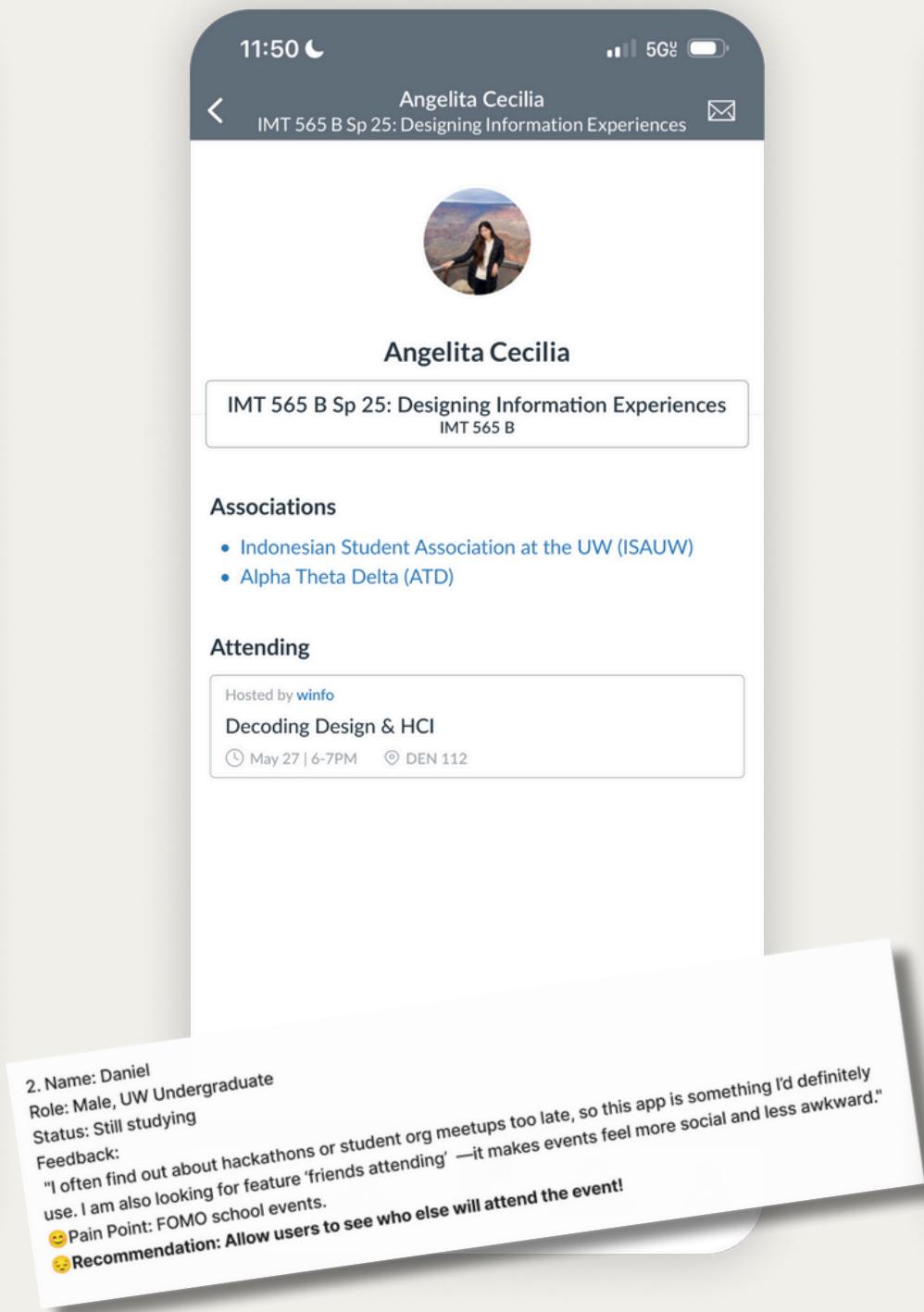
Register

Option#2

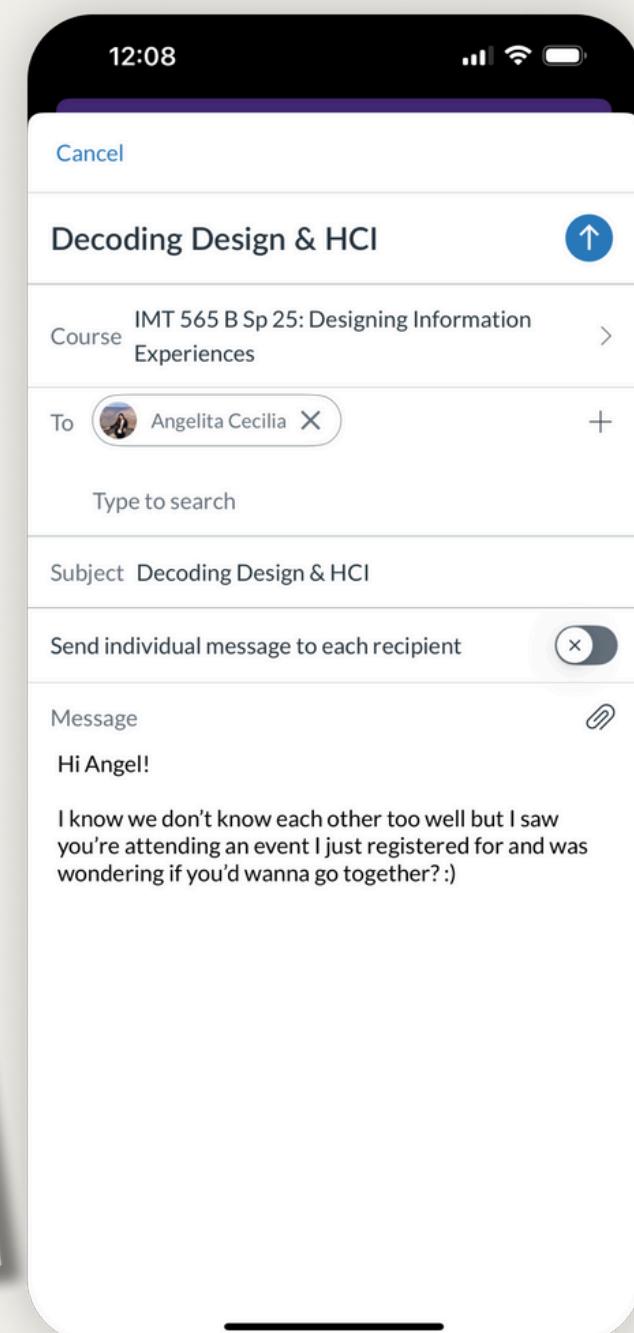
Other Features



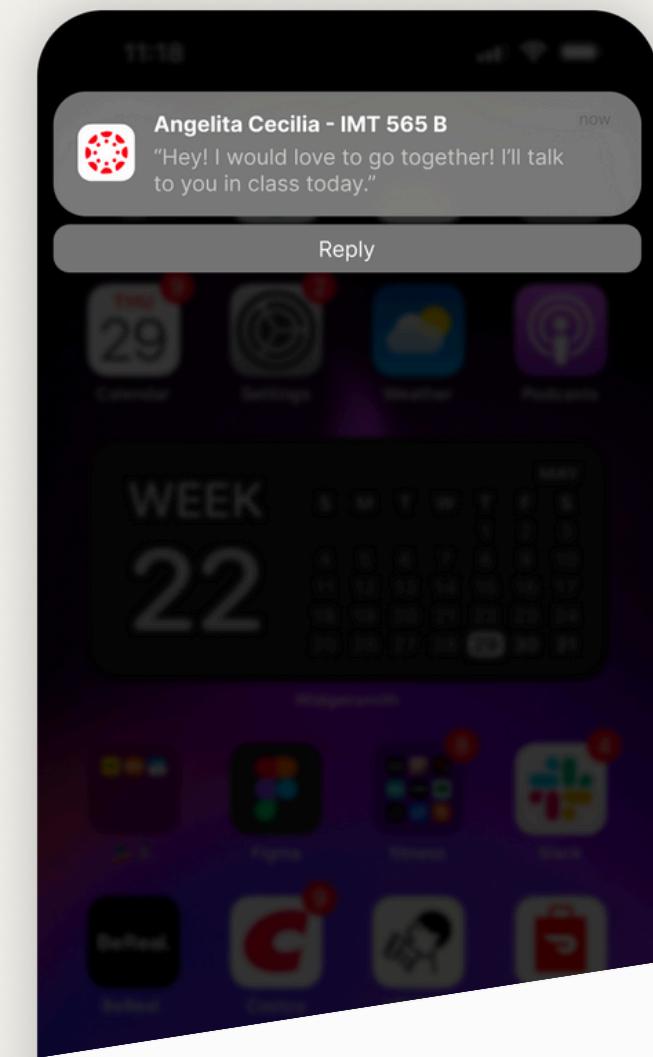
Category by organization



Classmate event status



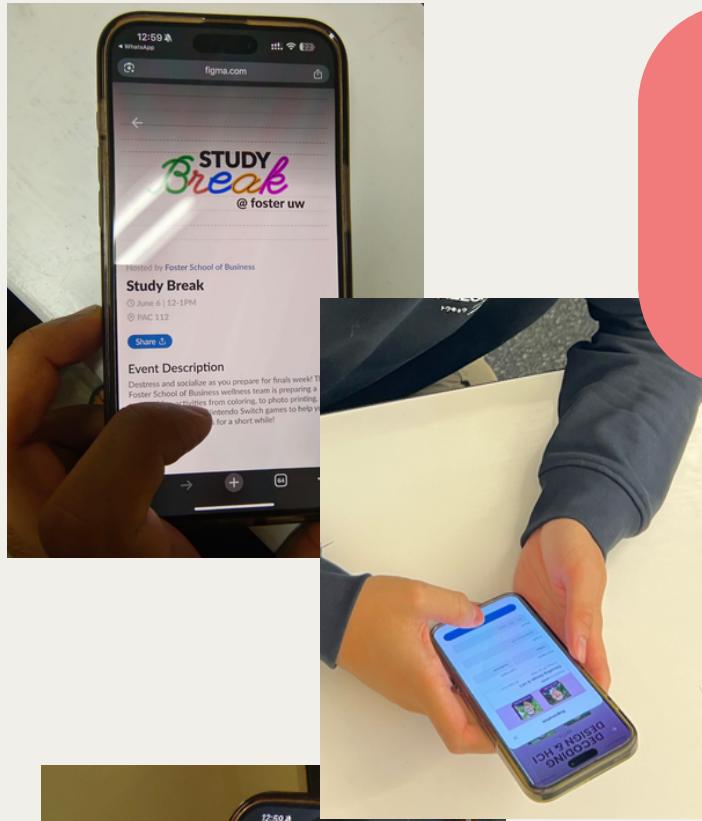
Build-in Message



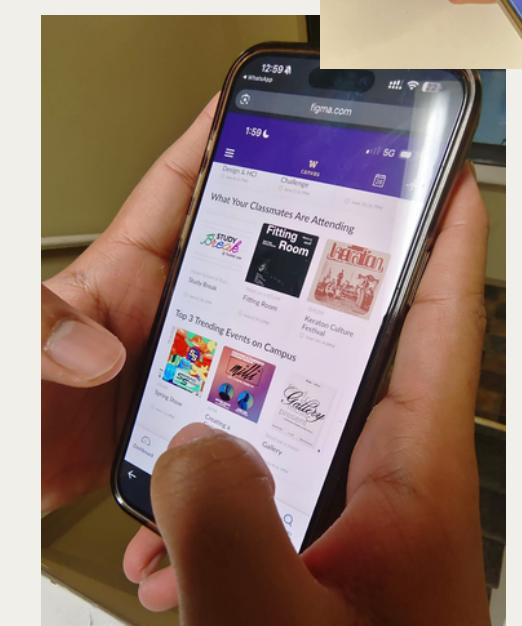
Message notification

4. Alex
Role: Male, UW Alumni
Status: Working in Seattle
Feedback:
"The interface reminds me of Netflix—very scrollable and casual. For someone who liked to attend tech meetups, this app would've saved me from digging through flyers. The RSVP process looks clean, but there's no feedback loop. I want to know: did I get a seat? Is there a waitlist? Add status indicators."
Pain Point: Lack of confirmation after interacting with events.
Recommendation: Include RSVP status/email (confirmed, waitlisted, full) and maybe reminders with Google Calendar(notification) export.

Summative Evaluation



Compared to downloading a brand-new app, integrating the feature into Canvas is much easier for me to accept. Now I no longer have to search across different platforms just to join an event—everything is in one place!

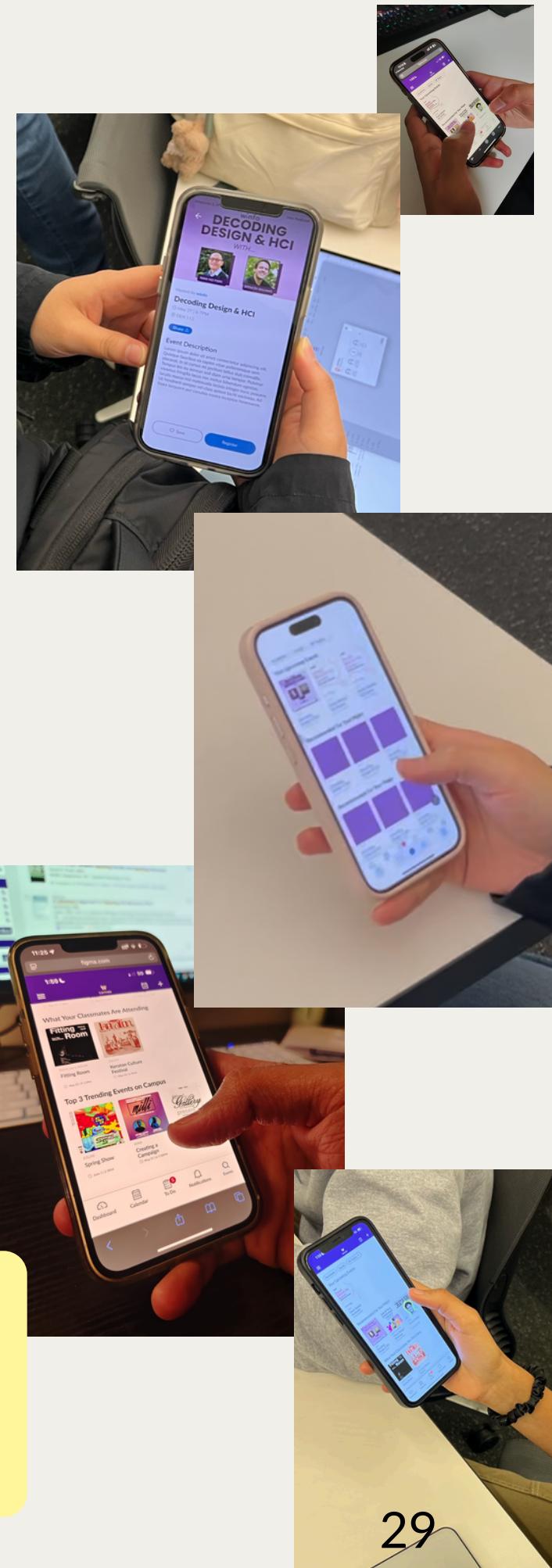


I really like the filter options for “Academic” and “Social” events. They help me quickly find the type of events I’m interested in attending.

I love the built-in sign-up page. It’s so convenient not having to open separate websites and fill out different forms anymore!

I’d like to view upcoming events in a calendar mode—something similar to Ticketmaster—so I can better plan ahead.

The Canvas calendar should highlight the events I’ve signed up for and send me reminders as the event is about to start.



Negative Implications

Challenge	Solution
Privacy concerns (social visibility)	Make all event RSVPs visible only if users opt in ("Allow classmates to see my attending status" toggle); offer private mode by default.
Scope creep / academic distraction	Design clear separation: keep the "Events" tab distinct, with no pop-ups or distracting notifications inside coursework areas.
Data overload / overwhelm	Provide smart filters + personalization (e.g., "Show me events related to my major" or "Show me social events only"); avoid flooding users with irrelevant content.
Backend maintenance and data freshness	Automate event pulls from existing RSO/department feeds + allow RSO leaders to directly post/manage events via a moderated backend.



Streamlined & Easy Discovery

1

- One **central** hub for all campus events
 - **Personalized** event feed based on major, interests, schedule, and social circle
-

Stronger Belonging

2

- Students feel more connected and included in the campus community
 - Reduces FOMO, isolation, and stress from "missing out" on experiences
-

Builds Meaningful Connections

3

- Highlights events classmates are attending, sparking spontaneous peer bonding
- Promotes cross-disciplinary and cross-cultural interactions

Positive Implications: For Students



Higher Visibility & Engagement

1

- Amplifies student org events beyond social media silos and friend circles
 - Events appear to students who wouldn't normally follow or hear about them
-

Simplified Promotion

2

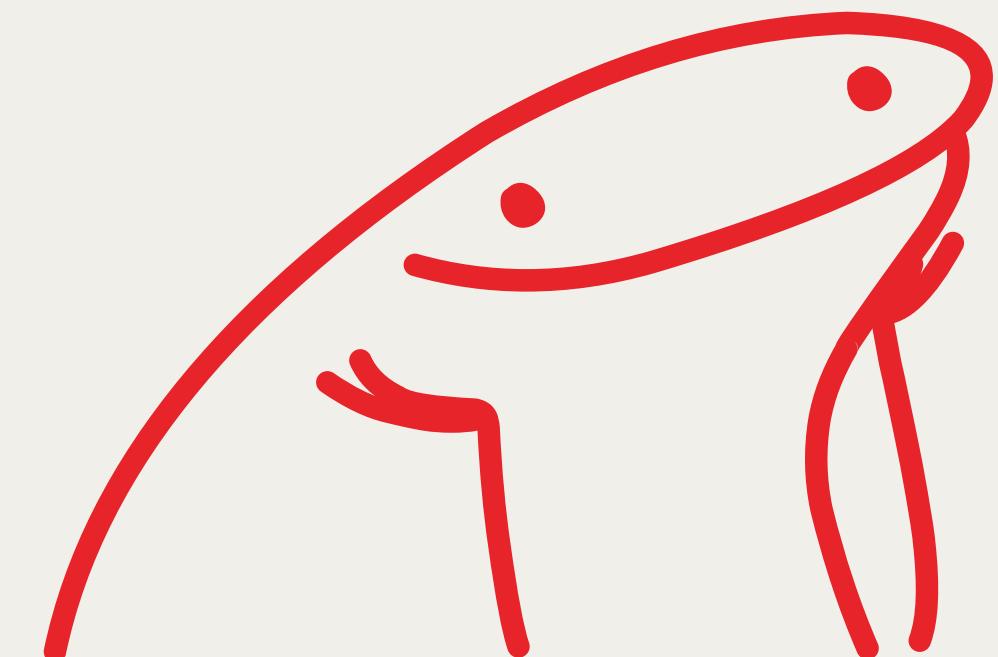
- A central platform for posting events across Canvas-connected courses
 - Cuts down the need to manage multiple platforms (Instagram, GroupMe, mailing lists)
-

More Inclusive Outreach

3

- Makes it easier to reach students across majors, class years, and backgrounds
- Helps RSOs grow their presence beyond their usual followers

Positive Implications: RSO



Next Steps

- 1** Integrate Events with Canvas calendar

- 2** Add push notifications for Event reminders

- 3** Create RSO-facing design for event-publishing

- 4** Create Desktop design

Thank You!