

# IMT 565 Captured Materials

Team B4 - Purple

Angelita Cecilia  
Anupam Sanidhya  
Gillian Soekawan  
Jiawen Hu

# Finding an experience problem

*a.) Generate a list of 20+ experience problems. Write a brief description for each.*

### **Public Services & Transportation**

- Public courts don't track time usage
  - No system to log or display how long people have been playing on tennis/basketball courts – causes confusion and tension.
- Orca Card requires conscious tapping
  - If you forget to tap, you either ride free or risk a fine. No passive detection means poor user experience and inconvenience.
- Transit schedules often misalign with class hours
  - Buses don't always sync with late classes or early morning ones, causing long waits or the need for an expensive ride share.
- Lack of weather-adapted public spaces
  - In rainy Seattle, few sheltered spaces exist while waiting for the bus or walking between campus buildings.
- FedEx customer support relies too heavily on bots
  - It's frustrating to navigate through multiple automated prompts before reaching a human representative.

### **University & Campus Life**

- Husky card experience is fragmented
  - Transport, food options, Husky card balance, and Apple Pay integration all live in different places.
- Scattered UW service systems
  - You need to log in to MyUW, MyPlan, MyChart, Canvas, Husky ID portal separately – it's disjointed and hard to keep track of.
- Difficult to discover events around campus
  - You only hear about events if friends share or you actively dig through the Canvas Community tab.
- Lack of clear career support tailored to international students
  - The Career Center doesn't provide detailed resources or mock interviews focused on visa-based job seekers.

### **Academic & Program Experience**

- Too many platforms for homework and class updates
  - Instructors use a mix of Canvas, Slack, email, and Gradescope, leading to missed information.
- Unclear prerequisites and course pathways
  - Course planning tools like MyPlan don't clearly communicate which electives are best for different job tracks (UX, PM, Data).
- Limited campus tech support for speciality tools (e.g., Tableau, Python)

- When students face issues using specialized software, there's no direct help or training from UW IT support.

## Daily Life in Seattle

- Rising grocery and dining costs in U-District
  - Limited student discounts or affordable food options near campus create a financial burden.
- Unpredictable Wi-Fi quality in cafes/public spaces
  - Students relying on off-campus study spaces face spotty connections, impacting productivity.
- Lack of late-night study spots
  - Libraries and coffee shops close early, leaving no safe, quiet place to study after 10 p.m.
- Parking on and around campus is expensive and scarce
  - Even with permits, spots are limited and difficult to find during peak hours.
- Mail/package theft in student housing
  - Apartment buildings often have unsecured delivery areas, and packages frequently go missing.

## Career & Job Search Challenges

- Job platforms aren't tailored to international students
  - Sites like Handshake or LinkedIn don't filter for companies offering H-1B sponsorship, wasting job search time.
- Lack of networking opportunities with alumni in tech
  - Hard to find or access UW alumni who work at top tech firms unless someone introduces you.
- Career fairs feel generic and unhelpful
  - Most fairs aren't industry-specific or don't list which companies are open to international hires.

*b.) Study some problems more deeply. Ask the “Five Whys” to get to the root causes of issues. Summarize your observations.*

### 1. Lack of weather-adapted public spaces

Observation: During rainy days, students crowd under overhangs or building entrances waiting for the bus.

- Why is there nowhere to wait when it rains? → There are few covered waiting areas near bus stops or walking paths.
- Why are there few covered areas? → Bus stops and walkways weren't designed with Seattle's climate in mind.
- Why weren't they designed that way? → Campus planning prioritized aesthetics and budget over climate adaptation.
- Why was climate adaptation deprioritized? → There's no strong policy or student voice advocating for weatherproof infrastructure.
- Why isn't there more advocacy? → Students adapt or avoid the rain, but don't report it as a formal complaint, so it's invisible.

Root issue: Poor integration of climate-specific needs in campus design due to lack of feedback loops and student advocacy channels.

## **2. Husky App Experience is Fragmented**

Observation: Students toggle between different apps to check balance, find dining hours, or pay with Apple Pay.

- Why are functions like food, payment, and transport split into multiple systems? → They are managed by different departments (Housing, UW Dining, UW Transportation).
- Why are they managed separately? → UW is a decentralized institution, with siloed tech stacks and decision-makers.
- Why hasn't this been unified into one app or dashboard? → There's no incentive or central mandate to consolidate services.
- Why isn't there a mandate? → Each department has its own funding, roadmap, and vendor partnerships.
- Why are they resistant to centralization? → Fear of system overhaul, high transition cost, and risk of service disruption.

Root issue: lack of centralized digital strategy prevent integrated student-facing platforms.

## **3. Difficult to Discover Events Around Campus**

Observation: Students hear about events late or not at all unless they check Canvas manually or hear from friends.

- Why don't students hear about events? → Events are posted on inconsistent channels (Canvas, bulletin boards, Eventbrite, etc.).
- Why aren't these channels centralized? → Each department or club manages their own communication independently.
- Why isn't there a unified campus event system? → There's no mandate or system that all clubs/departments are required to use.
- Why hasn't such a system been adopted? → Past attempts likely lacked student engagement or technical support.
- Why is engagement low? → Students don't know where to look, and there's no incentive for groups to coordinate.

Root issue: Fragmented communications ecosystem without enforced or promoted central platform for event discovery.

## **4. Scattered UW Service Systems**

Observation: Students need to access 5+ different systems for different tasks (grades, health, registration, finances, transport).

- Why are there so many different systems? → Services grew independently and were never merged into a unified platform.
- Why weren't they unified? → Systems were built at different times using different vendors and technologies.

- Why hasn't there been an initiative to integrate them? → Integration would require large-scale funding and coordination across departments.
- Why is that hard to do? → Each platform is deeply embedded in department workflows, making changes complex.
- Why do students have to bear the brunt of this complexity? → There's limited student input in high-level administrative IT planning.

Root issue: Legacy infrastructure and decentralized planning make service integration difficult, leading to a fragmented user experience.

## **5. Unpredictable Wi-Fi in Cafés/Public Spaces**

Observation: Students working off-campus frequently lose connection during group meetings or uploads.

- Why is Wi-Fi unreliable in these places? → Many public or café Wi-Fi networks aren't designed for heavy traffic or video streaming.
- Why haven't cafés improved their Wi-Fi quality? → It's costly, and many cafés don't see strong ROI from upgrading it.
- Why don't students have backup options? → Mobile hotspot plans are expensive or capped.
- Why don't they stay on campus instead? → Campus study spaces fill up quickly or close early.
- Why do they rely on these external spaces? → Students seek quiet, comfortable, and flexible alternatives to packed campus areas.

Root issue: Off-campus spaces are not built for academic demands, yet students depend on them due to campus limitations.

## **6. Lack of Late-Night Study Spots**

Observation: After 10 p.m., it's difficult to find a safe, well-lit, and quiet space to study near campus.

- Why are there few late-night study spaces? → Libraries and study lounges have limited staffing budgets and security concerns.
- Why don't cafes stay open late? → Operating costs are high, and demand is inconsistent.
- Why isn't there a 24-hour on-campus space? → UW hasn't allocated funding for a 24/7 study facility.
- Why hasn't funding been approved? → Late-night demand isn't well-documented or prioritized in planning.
- Why don't students advocate for this? → They adjust by studying at home or avoiding late-night work, but suffer silently.

Root issue: Limited late-night academic infrastructure due to budgeting, safety, and lack of student advocacy data.

## **7. Parking Around Campus is Expensive and Scarce**

Observation: Even with a permit, students waste time circling lots during peak hours.

- Why is parking scarce? → Campus area has high vehicle density and limited lot space.
- Why can't more spots be built? → Space is physically constrained and prioritized for pedestrian and bike paths.

- Why are permits expensive if space is limited? → Pricing is used as a deterrent to reduce car usage.
- Why are students still driving despite high costs? → Some live too far for reliable public transport, or have evening classes.
- Why aren't those needs accounted for in parking policies? → Current policies are one-size-fits-all and don't accommodate diverse student needs.

Root issue: Pricing and availability strategies prioritize congestion reduction but overlook practical commuter needs.

## 8. Mail/Package Theft in Student Housing

Observation: Students report packages missing from apartment lobbies or unsecured drop zones.

- Why are packages stolen? → Buildings lack secure mailrooms or lockers.
- Why haven't these systems been installed? → Property management avoids costs or sees it as low priority.
- Why aren't students pushing for it? → They assume it's just part of city life and don't report theft.
- Why do delivery services leave packages unsecured? → Drivers are under time pressure and buildings don't require access codes.
- Why isn't there a city-level solution? → It's viewed as a private housing issue, not a public concern.

Root issue: Landlords deprioritize package security while delivery systems and users lack coordinated protections.

*c.) Downselect to choose your experience problem. Discuss what you found in #1b and decide which experience problem you want to tackle.*

So after looking through a bunch of different problems students face at UW, our group ended up choosing one that we, most of us had personally felt and also heard a lot from others too. It's this thing where people always say, "Wait, when was this? I didn't even know this was happening!" and it's usually about fun campus events.

Honestly, a lot of us only find out something happened after someone posts it on their Instagram story or just randomly brings it up. And that really sucks, like it makes me feel left out. There's no one place to check events. Sometimes it's Canvas, sometimes posters, or sometimes a group chat. It's scattered and messy.

I thought about other problems too like parking, late-night study spaces, or Canvas being confusing, but this one hits more emotionally. You feel like you're not part of the community when you keep missing out.

So, we decided the problem we are going to focus on is:

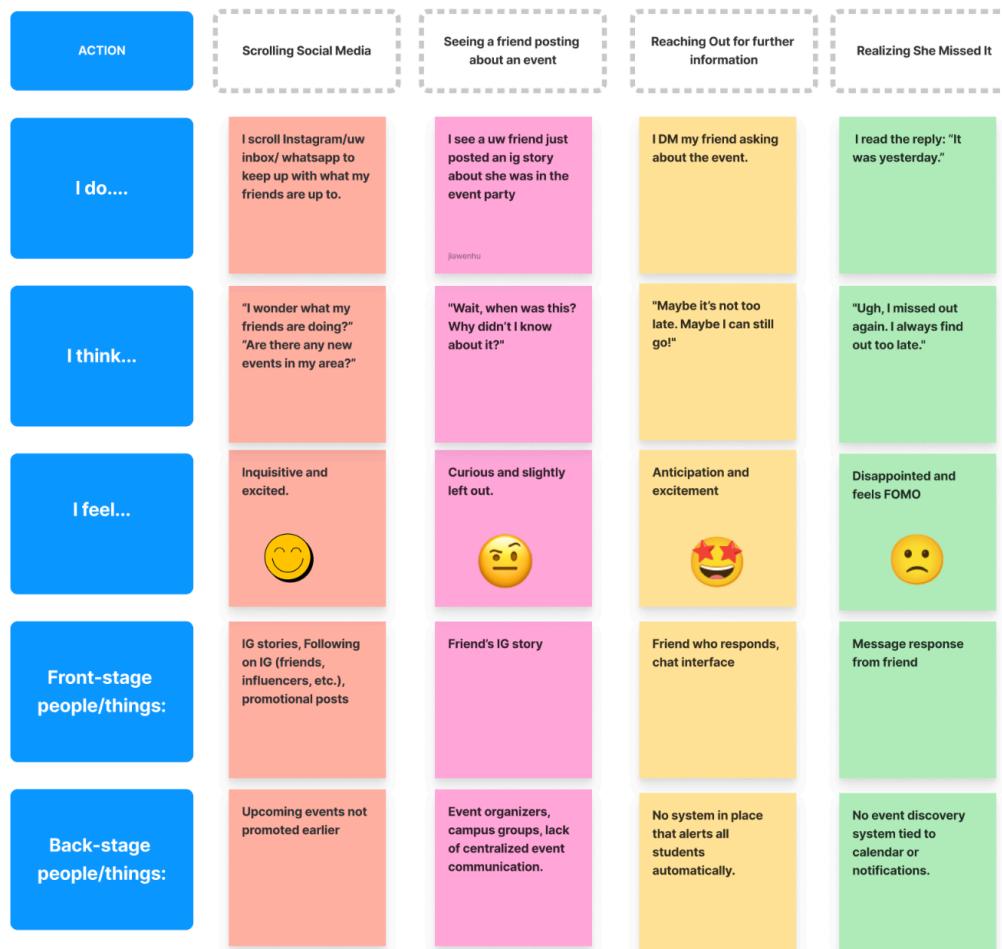
"We are going to improve the event discover-ing experience."

It's not just about finding events, it's about feeling connected. Feeling like you're in the loop. Like you belong. That's what we want to make it better.

d.) Sketch a 5+ panel storyboard of your chosen problem.



e.) Create a customer journey map capturing your chosen problem.



# Framing the desired experience

*a.) Using metaphorical design, brainstorm 10+ ideas... With each of the 10+ metaphors you devise, write a short paragraph about what kinds of possibilities that metaphor suggests.*

1. What if finding campus events was like watching Netflix?

Imagine opening an app and seeing a bunch of events recommended just for you—based on what you've been to before, what your friends are into, or even your major. Kinda like how Netflix suggests movies. It's personal and takes the guesswork out.

2. What if finding events felt like shopping in a cool boutique?

Instead of scrolling through a long list of boring stuff, what if it felt like walking into a trendy little shop where everything is picked just for your vibe? You'd only see events that actually match your style or interests, making the whole thing feel more special.

3. What if events were like quests in a video game?

Going to events could feel like leveling up—every time you go, you get points or badges. Some events might be “side quests,” others are “main missions.” It’d make it more fun and might even motivate people to try out new types of events.

4. What if hearing about events was like getting invited to a secret party?

Instead of seeing some random flyer, you'd get a message like, “Hey, there’s something happening tonight—you’d love it.” It’d feel more personal and exciting, like you’re getting an exclusive invite.

5. What if events showed up like posts in your Instagram or TikTok feed?

You'd just scroll and see fun event videos, flyers, or even clips from past events—all in one place. You could like, save, or share them. It's visual, fast, and feels way more current than reading a calendar.

6. What if events were like recipes in a cookbook?

Each event could be broken down simply—what it’s about, how long it lasts, how much effort it takes (like “easy,” “chill with friends,” or “get dressed up”). Super clear and helps you decide fast.

7. What if the event world was like a theme park?

You could explore different “zones” like music, career stuff, food, or sports—each with their own vibe. It’d be fun to explore and discover things you didn’t even know you were into.

8. What if finding events was like using a dating app?

Swipe right/left events and see what catches your eye. If you like it, maybe it sends you a reminder or shows you similar stuff. You’re kinda “matching” with events you’re into—no pressure, just chill discovery.

9. What if events were like a farmers’ market?

Think: lots of different booths (aka student orgs or clubs), each promoting what they've got going on. You walk around, check out what looks cool, and maybe chat with people running the events. Casual, local, and community-based.

10. What if seeing upcoming events was like checking the weather?

You'd get a quick snapshot of what's happening this week—like "busy weekend ahead" or "chill Tuesday with a movie night." Super helpful for planning ahead and making sure you don't miss out.

*b.) Downselect to one desired experience you'd like to create. Drawing on your ideas from #2a, downselect to the one desired experience you'd like to create.*

We want to create an experience where discovering campus events feels as easy and personalized as browsing Netflix. The idea is that when a student opens the app or platform, they immediately see events that match their interests—like concerts, career workshops, cultural fests, or club hangouts—without having to dig through multiple sites or flyers.

The experience should feel tailored, showing recommendations based on things like what they've attended in the past, what their friends are going to, or topics they've said they like (like music, food, sports, or career). It should also include sections like "Happening This Week," "Popular Near You," or "Recommended for You," so it's visually engaging and makes event discovery feel fun, not like another task. Just like how Netflix makes it easy to pick what to watch, this experience should make it easy to pick what to do—and feel excited about being part of campus life.

*c.) Describe the experience in "emotion words." Write a paragraph describing these.*

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*d.) Identify the “fundamental psychological needs” being met.*

Relatedness—students want to feel connected to their community and not left out. By making it easier to discover and attend events, the experience supports their social inclusion and sense of belonging.

Autonomy—the personalized event feed gives students a sense of control over how they engage with campus life, letting them choose events that truly match their interests.

Stimulation—the process of browsing upcoming events should feel exciting and fresh, sparking curiosity about what’s happening next.

Supports competence—helping students feel more informed and capable of navigating student life, no longer relying on chance or scattered platforms to stay in the loop.

Together, these needs drive a more emotionally fulfilling connection to campus and make participation feel natural and rewarding.

*e.) Identify any “be-goals” that would draw someone to this experience. Write a paragraph capturing your analysis.*

Based on Hassenzahl (2010, Figure 4.2, p. 44), the main be-goal for this experience is to help students feel connected and be part of the campus life. The central be-goals are the desire to be connected, to be included, and to be someone who is ‘in the loop’ with campus life. These goals address the core emotional problem of feeling isolated and disconnected from the university community.

Analyzing these motivations through the lens of Mekler & Hornbæk (2016), the experience serves a blend of pragmatic, hedonic, and eudaimonic goals:

- Pragmatic: On a practical level, a student wants to find valuable career workshops or academic panels efficiently. The goal is instrumental: to be prepared for their future career.
- Hedonic: From a pleasure-seeking perspective, the experience is about the simple joy of discovering a fun festival, attending a concert, or making enjoyable memories with friends. The goal is to be happy and entertained.
- Eudaimonic: Most significantly, the experience is deeply eudaimonic. It addresses the fundamental need for belonging by helping students overcome isolation and be part of a community. By becoming an engaged member of campus life, the student is not just having fun but is also building a meaningful sense of identity and purpose within their university environment.

Ultimately, our experience design aims to serve all three goal types, transforming the simple act of finding an event into a pathway for personal growth and community integration.

*f.) Consider what “meaning,” if any, you want your experience to have.*

Our objective is to design an experience that transcends mere utility and fosters a profound sense of meaning for students. While the experience includes hedonic elements, such as the joy of discovering a fun social event, its primary aim is to facilitate eudaimonic well-being—the sense of fulfillment that comes from personal growth, purpose, and community. To achieve this, we draw upon the frameworks of Huta (2017) and, more specifically, the five dimensions of meaning proposed by Mekler & Hornbæk (2019).

Our Canvas Events feature is designed to cultivate meaning in the following ways:

- Connectedness: The experience directly fosters a sense of connection to the broader campus community. By showing which classmates are attending events and facilitating social coordination, the design combats isolation and reinforces social bonds.
- Purpose: The platform helps students act with purpose by allowing them to discover events that align with their personal and professional goals, whether it's attending a career panel, joining a cultural festival, or finding volunteer opportunities.
- Coherence: Integrating the feature directly into Canvas, a platform students already use daily, provides a strong sense of coherence. Event discovery becomes a natural part of their academic workflow, making the university experience feel more integrated and understandable.
- Resonance: The personalized recommendation engine is designed to create moments of resonance, where a student feels an event is "perfect for them." This intuitive feeling of rightness enhances their sense of being seen and understood.
- Significance: By helping students build relationships, explore passions, and create lasting memories, the experience contributes to moments of enduring significance. The story a student tells is not just "I went to an event," but "I found my community," which has value long after the experience ends.

*g.) Devise an intended theme for your experience.*

Drawing on Pine & Gilmore (1999c), the theme is the central organizing idea that shapes every aspect of the experience, ensuring it is cohesive, memorable, and emotionally resonant. For this project, the strongest metaphor from your brainstorm is “What if finding campus events was like browsing Netflix?” This metaphor emphasizes personalization, discovery, and the delight of finding something new that feels made just for you.

Theme Statement: “Find. Show up. Belong.”

This theme encapsulates the goal of transforming campus event discovery from a scattered, exclusionary process into a seamless, personalized journey. The experience becomes not just informational, but emotionally engaging—students feel seen, included, and empowered to shape their own campus story. The theme is supported by cues and impressions that evoke excitement, belonging, and anticipation, much like the thrill of finding a new show on Netflix or a hidden gem at a boutique. The experience should feel visually rich, easy to navigate, and tailored to individual interests, creating a sense of “this is for me.” The theme will guide all design choices,

from interface to notifications to the tone of communications, ensuring every touchpoint reinforces the feeling of being connected and in the know on campus events.

# Designing what users will do

a.) Identify for whom you are designing by crafting a primary 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

b.) Craft potential design ideas.

Building on the Netflix metaphor and the identified theme, the mid-level design ideas that integrate UX, SD, CX, and IX:

- Personalized Event Feed: When Wendy opens the app, she sees a visually engaging feed of curated events based on her interests, past attendance, and what her friends are attending.
- Interest-Based Recommendations: Wendy can select or update her interests (music, food, culture, career, etc.), and the system dynamically updates recommendations.
- Social Layer: She can see which friends are interested in or attending events, with options to RSVP, share, or coordinate.
- Timely Notifications: Push notifications or gentle reminders for events that match her preferences, with enough lead time to plan.
- Event Previews: Short videos, photos, or testimonials from past events to spark curiosity and reduce uncertainty.
- Calendar Integration: One-click to add events to her calendar, with smart suggestions to avoid schedule conflicts.

- Zones of Discovery: The app offers “zones” (music, career, food, sports) to explore, making discovery feel playful and less overwhelming.
- Event ‘Matching’: Swipe or tap to quickly indicate interest in events, making the process fun and interactive.
- Quick RSVP and Follow-up: Easy RSVP process, plus follow-up prompts to share experiences or memories, reinforcing community.
- Memorabilia/Badges: Digital badges for attending events, creating a sense of achievement and a personal event history.

These ideas aim to make event discovery effortless, social, and emotionally rewarding, aligning with Wendy’s needs for inclusion, excitement, and meaning.

#### *c.) Articulate what the “experiencing self” undergoes*

Drawing on Kahneman (2010, 2011), the experiencing self lives in the moment, feeling the emotions, effort, and progress as they happen. For Wendy, the experiencing self’s journey in this design would be:

- Effort: Minimal cognitive load-Wendy doesn’t have to hunt for events across platforms. The interface is intuitive, and recommendations feel natural.
- Emotion: As she scrolls, Wendy feels curiosity and anticipation. Seeing events tailored to her interests and friends’ activities sparks excitement and a sense of belonging.
- Progress: Each interaction (liking, saving, RSVPing) gives immediate feedback, reinforcing her sense of agency and inclusion. The act of discovering, planning, and attending events feels seamless and rewarding in the moment.
- Flow: When exploring events, Wendy may enter a state of flow-she’s absorbed, engaged, and time passes quickly, similar to binge-watching a favourite show.
- Social Connection: Real-time notifications and friend activity foster a sense of community, reducing FOMO and making her feel part of campus life as it unfolds.

The design ensures that Wendy’s experiencing self feels empowered, included, and genuinely excited about her campus journey.

#### *d.) Articulate the story the “remembering self” will have.*

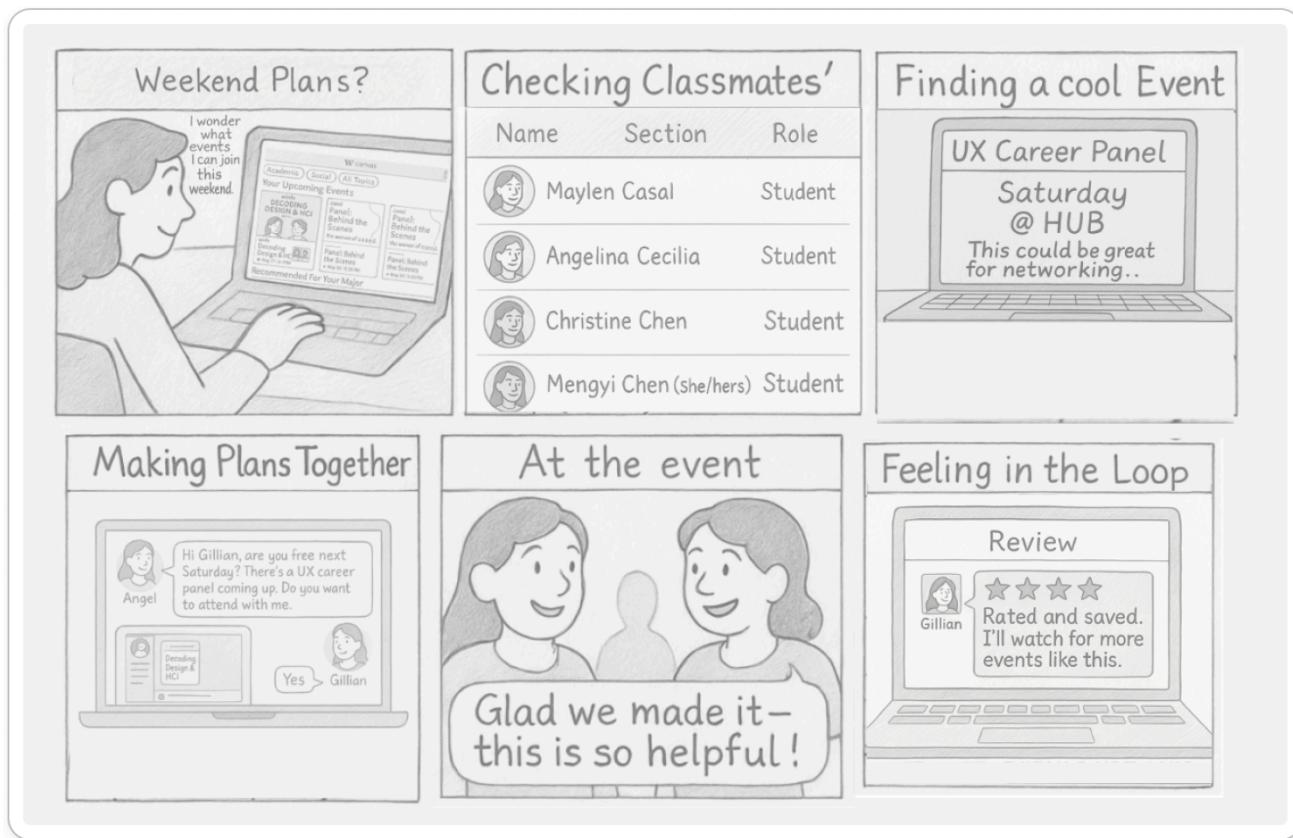
According to Kahneman (2010, 2011), the remembering self constructs the story of the experience, focusing on significant moments, changes, and especially the ending. For Wendy, the remembering self’s narrative after using this experience would be:

- Key Moments: Wendy recalls the thrill of discovering an event she loved, the excitement of attending with friends, and the satisfaction of feeling “in the loop.”
- Emotional Highs: The memory is marked by positive peaks-finding out about a cool event in time, spontaneous plans with friends, and collecting digital badges or photos as mementos.

- Ending: The experience ends not with disappointment or regret, but with a sense of fulfillment, she didn't miss out, she made memories, and she feels more connected to her campus community.
- Story: Her story is one of transformation-from feeling left out and frustrated to feeling included, proactive, and proud of her campus involvement.
- Lasting Impact: The remembering self values the sense of belonging and the memories made, reinforcing her desire to use the platform again and recommend it to others.

By designing for both the experiencing and remembering selves, the solution maximizes both in-the-moment joy and the lasting narrative that Wendy carries forward, ensuring the experience is not just useful, but truly meaningful.

e.) Sketch a 5+ panel storyboard of your experience solution.



f.) Create a customer journey map for your experience solution.



# Designing how users undergo the experience

## a.) Design detailed interactions

### 3. Core Features

#### "Events" Tab on Canvas

- Placed in Canvas' main navigation bar
- Features:
  - Personalized recommendations (based on courses, major, past RSVPs)
  - Classmate/social feed showing what events others are attending (opt-in only)
  - Filters (date, type, interest category, RSO-hosted, department-hosted)
  - RSVP or "Interested" buttons → auto-sync to Canvas calendar or personal Google/Outlook calendar
  - Event reminders and notifications inside Canvas and via mobile push
  - Post-event sharing: photos, reflections, reviews

#### Where should it live? Mobile, Desktop, Both?

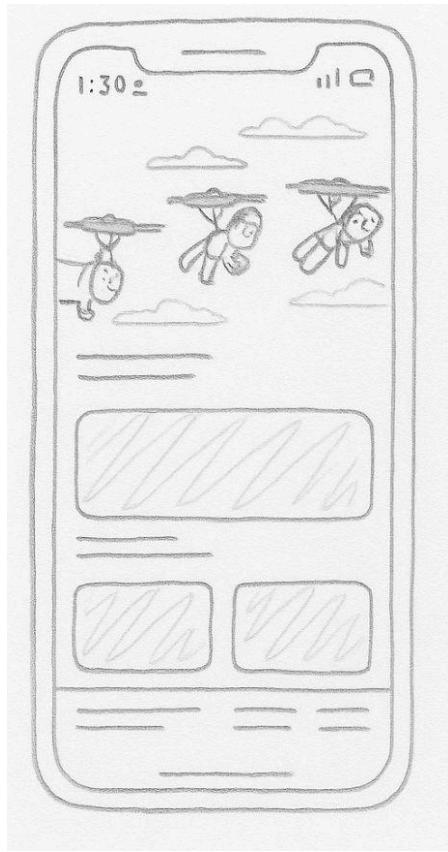
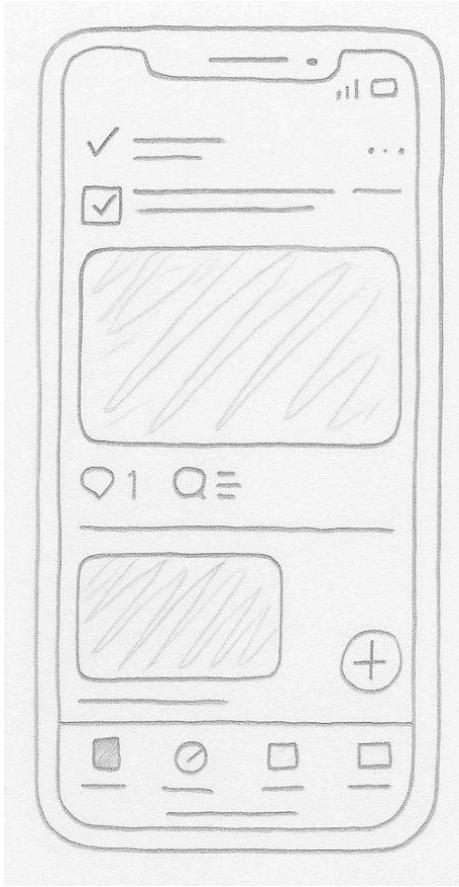
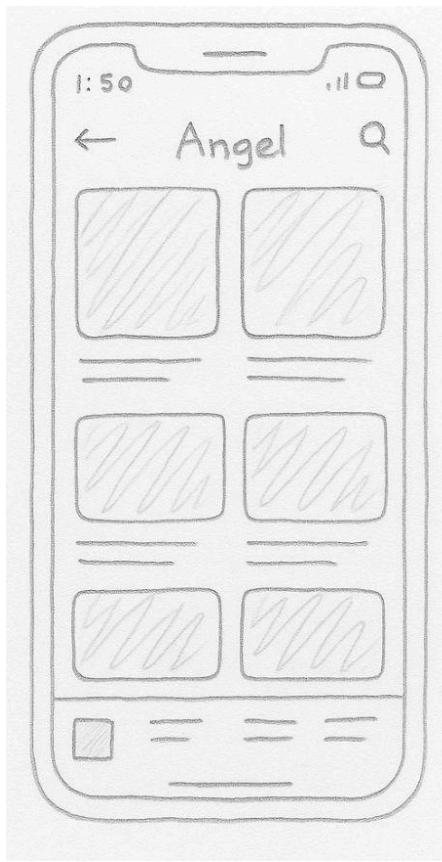
Option	Pros	Cons
Desktop Only	Easier integration into existing Canvas dashboard; larger screen makes browsing events easier; fits into academic workspace	Limited spontaneity; students mainly check Canvas on desktop for classes, not social use
Mobile Only	Fits social/on-the-go discovery (like Luma, Partiful); leverages push notifications; fast RSVP from anywhere	Adds friction if students only check Canvas on desktop; may feel like an afterthought
Both	Maximum flexibility; students can explore on desktop and act on-the-go on mobile; builds a seamless multichannel experience	Requires more design/dev resources; needs consistent UX across platforms

**Final solution: Build it for both desktop and mobile to match students' mixed workflows but focus on mobile-facing interface for now to later on adapt into desktop dimensions.**

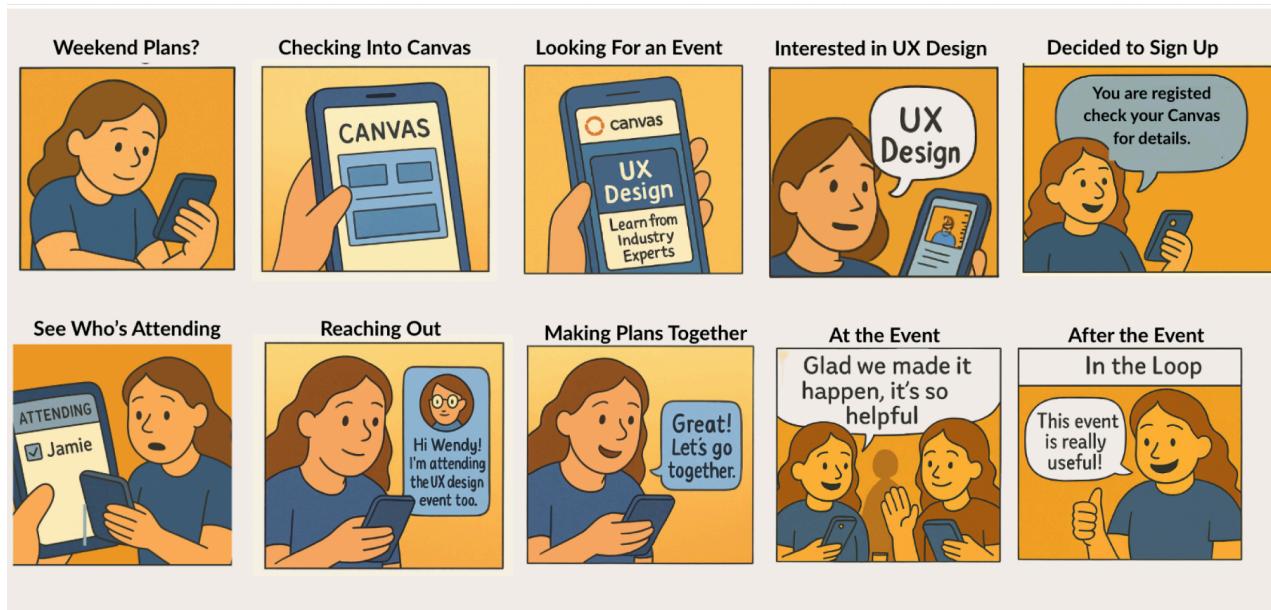
#### Mobile flow:

Open Canvas app → Tap "Campus Life" → Quick-scroll feed → Click on an Event Boxart → Register → See which classmates are also attending → Send a classmate a message to attend an event together → Get push notification reminders → Attend the event together

### Low-Fidelity Sketches (Events Page):



## b.) Fill in more storyboard details



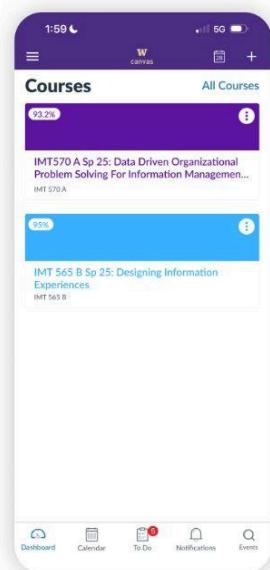
## c.) Fill in any missing details in your customer journey map



## d.) Create your experience prototype

**Design Challenge:**  
New product or Canvas upgrade?

Final Design



### Design Process & Iteration

**Design Iteration**

The diagram illustrates the design process and iteration. It starts with two wireframe prototypes of the 'Events' screen. The first prototype has four large, empty rectangular boxes. An arrow points to the second prototype, which has the same layout but with some internal horizontal lines and a small red dot in the bottom right corner of one of the boxes. This leads to the 'Final Design' phase, shown in a yellow box. The final design includes a detailed description of the user research findings and the rationale for adding the 'Events' tab to the app. Below this is a 'Design Details' section showing the navigation bar and a screenshot of the 'Inbox' and 'Notifications' screens.

**Design Process**

Firstly, we focused on building a completely new and individual app.  
But after the first user interview, users didn't like this idea.  
"I am tired of opening different apps for events .... But I already downloaded Canvas."

**Final Design**

After the user interview, we decided to add the events tab into Canvas.  
And upgrading Canvas from a academic app into a event social app

**Design Process**

The first challenge we solved is where our entry point to Events will be.  
After the user research, we found users are confused between Notifications tab and Inbox Tab. Interviewees often forget which of two tabs lead to what content and have to open them to remind themselves of their content/function

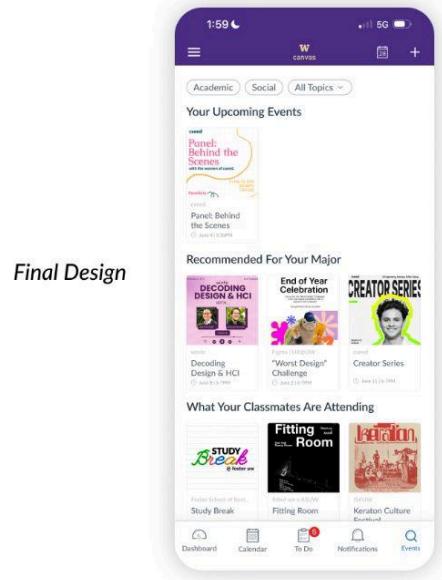
**Design Decision**

So we decided to make the less used tab: Inbox into the new tab: Events.  
The Inbox tab was moved to the top right of the Notifications page, as the permanent feature in Canvas

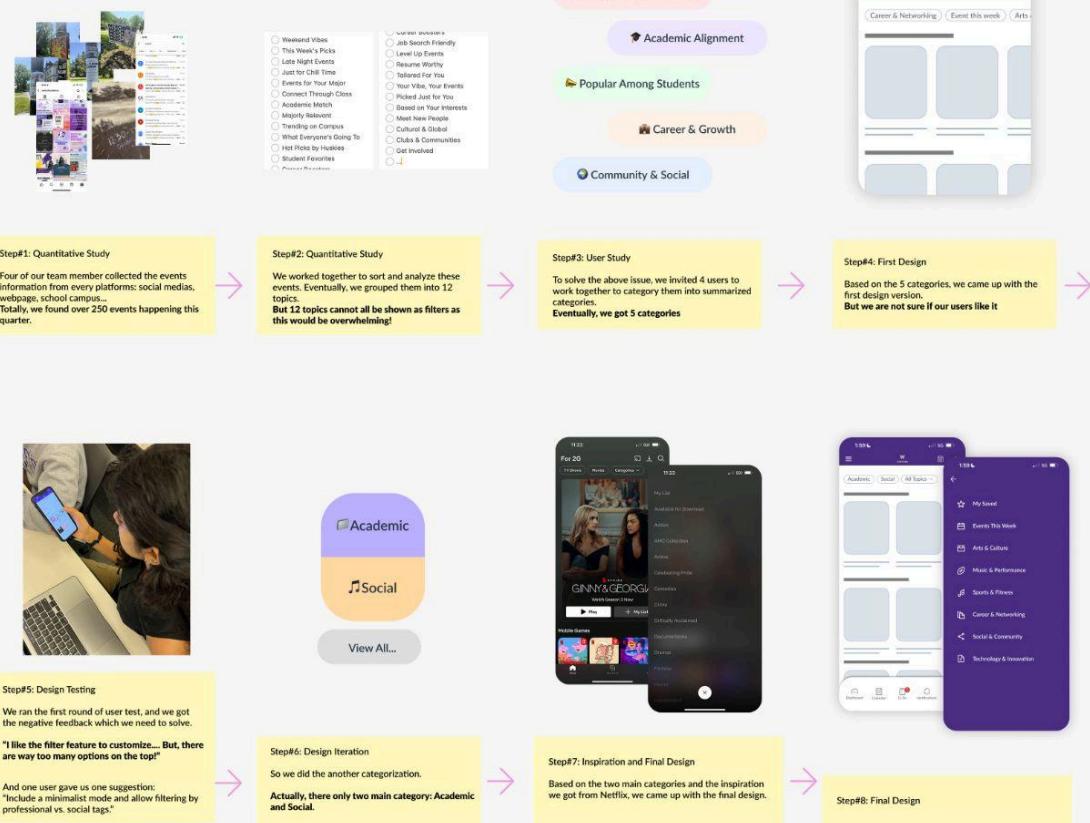
**Inbox screenshot**

**Notification screenshot**

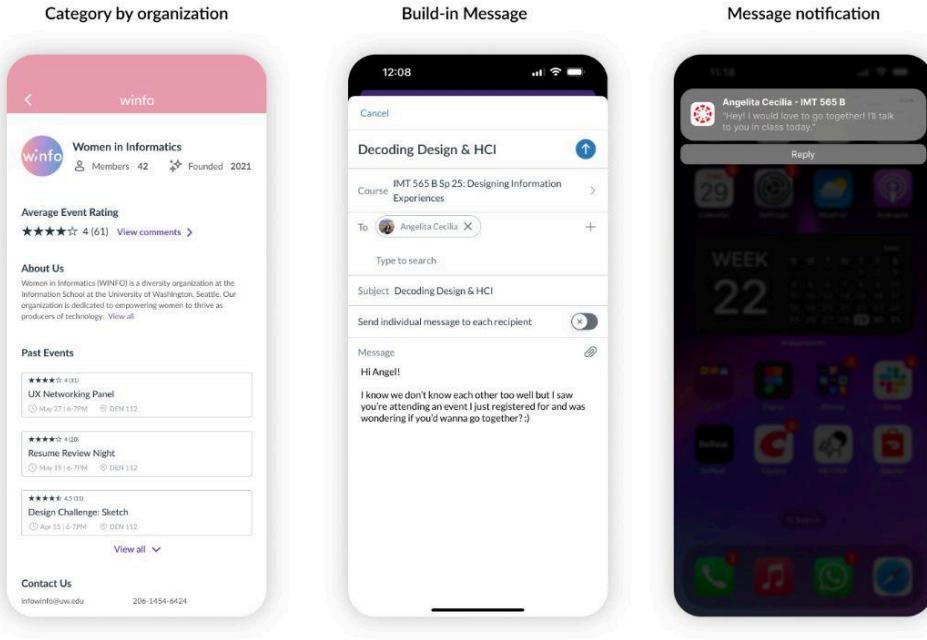
**Design Challenge:**  
Personalized event recommendation  
with customized filter



### Design Process & Iteration



## Other features



## Classmate event status

**Classmate event status**

The screenshot shows the profile of a classmate named 'Angelita Cecilia'. It displays her profile picture, name, and association with 'IMT 565 B Sp 25: Designing Information Experiences'. Below this is the 'Associations' section, which lists 'Indonesian Student Association at the UW (ISAUW)' and 'Alpha Theta Delta (ATD)'. The 'Attending' section shows she is attending the 'Decoding Design & HCI' event on May 27th from 6-7PM at DEN 112.

**Secondary features focus on social purpose**

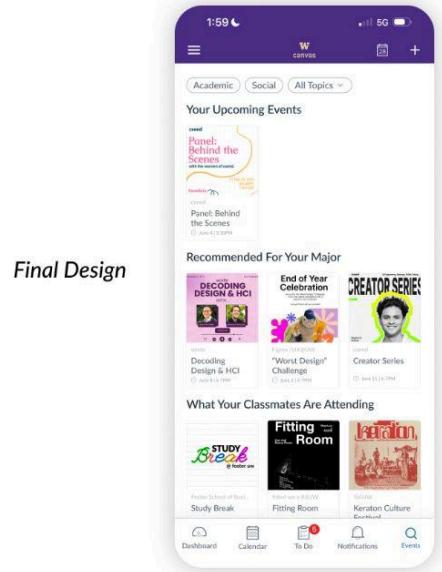
Some idea actually are from our previous interview, such as:

- 2. Name: Daniel  
Role: Male, UW Undergraduate  
Status: Still studying  
Feedback:  
"I often find out about hackathons or student org meetups too late, so this app is something I'd definitely use. I am also looking for feature 'friends attending' —it makes events feel more social and less awkward."
- 💡 Pain Point: FOMO school events.
- 💡 Recommendation: Allow users to see who else will attend the event!

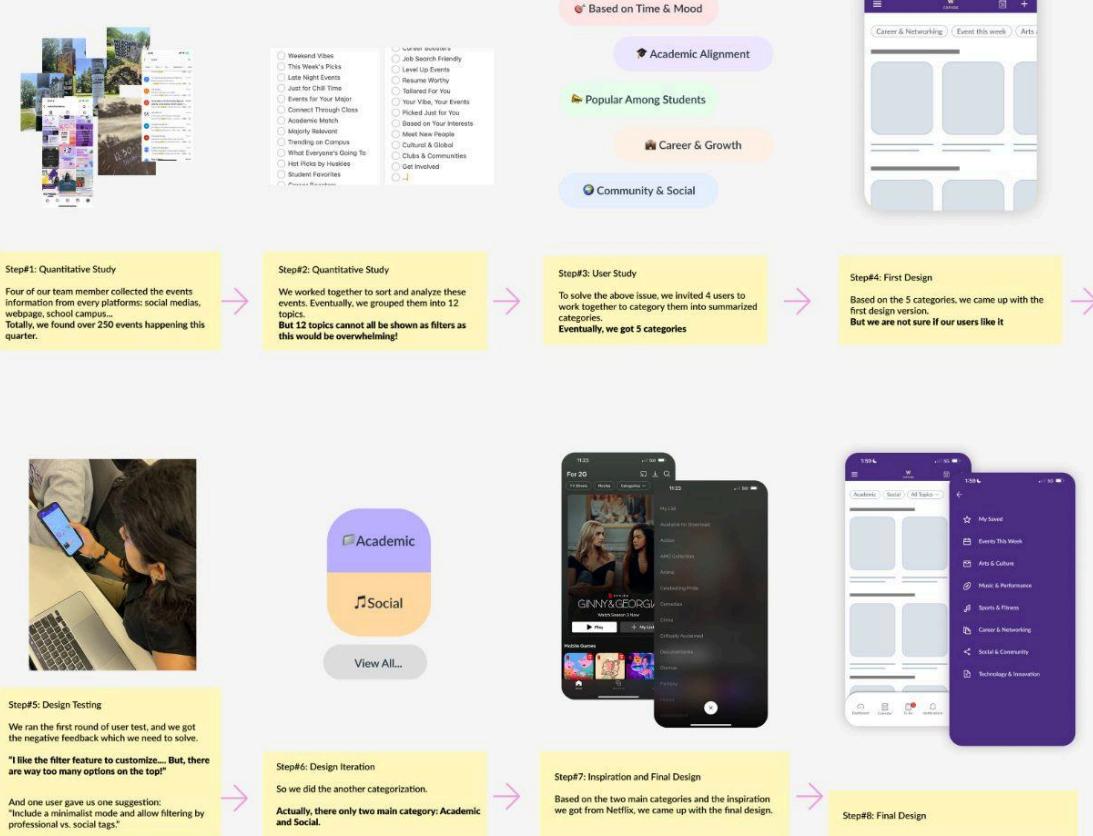
And there are some good ideas from users but we haven't archived it yet, such as:

- 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.

**Design Challenge:**  
Personalized event recommendation  
with customized filter



**Design Process & Iteration**



*e.) Informally evaluate your experience prototype (formative evaluation)*

**Reuben's Feedback :**

After testing your Canvas event discovery prototype, I found the concept really compelling for addressing the campus event discovery problem we all face. The integration with Canvas is smart since we're already using it daily for academics. However, I noticed several areas for improvement that would enhance usability and engagement. First, the events icon in the bottom navigation currently looks like a search icon, which could confuse users - it needs to be more clearly identifiable as an events feature. The content organization could also be improved by separating "Recommended for you" and "Based on your major" into distinct categories rather than mixing them together.

For better event discovery, I'd suggest adding filters for different event types like career and entertainment events. To help with decision-making, showing the number of people registered or attending each event would provide valuable social proof. Adding small visual indicators for amenities like snacks would make events more appealing and help students know what to expect. Including past event ratings would build trust and help users choose quality events. Finally, since Canvas already has our name and email information, there's no need to ask users to re-enter this data during event registration - leveraging the existing Canvas profile would streamline the experience significantly.

**Devarsh's Review :**

As someone who's constantly struggling to keep up with campus events while juggling coursework and research, I'm genuinely excited about what your team has built. The idea of integrating event discovery directly into Canvas is brilliant - it eliminates the friction of downloading yet another app or checking multiple platforms. I really appreciate how you've designed this to feel like a social media feed rather than a boring calendar listing.

The personalization features caught my attention immediately. Being able to see events recommended based on my major and interests feels much more relevant than the generic campus-wide emails I usually ignore. The social aspect where I can see which classmates are attending is particularly clever - it addresses that awkward feeling of not knowing anyone at events, which honestly keeps me from attending things I'm interested in.

However, I did notice a few areas that could enhance the experience. I'd love to see more robust filtering options beyond just category types. For instance, filtering by time commitment (quick 30-minute talks vs. all-day conferences) or by proximity to campus would be incredibly helpful for someone like me who commutes. One feature I think would be game-changing is integration with my existing calendar apps. If I could automatically sync interesting events to my Google Calendar with one tap, that would remove a major barrier to attendance.

Overall, this addresses a real pain point in student life, and the Canvas integration is the key differentiator that could make this actually work at scale. I'd definitely use this over hunting through Instagram stories and random email lists like I do now.

### **Feroz's Review :**

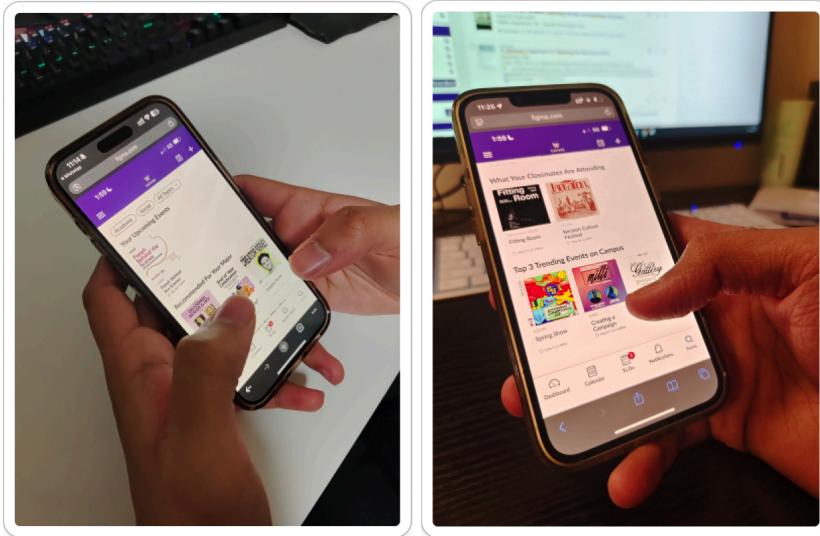
As a graduate student at the University of Washington, I have often found it overwhelming to keep track of everything happening across campus. There are so many departments, student clubs, research labs, and events going on all the time, but the problem is they all seem to work separately. Each group has its own system for sharing information. Some use mailing lists, others post on their own websites or social media, and a few might update a calendar somewhere. But nothing is connected. It is like trying to find your way through a galaxy without a map.

What your group has built really addresses that problem in a smart way. The idea of creating a centralized platform where students can see everything happening around campus in one place is super helpful. It reminds me of Instagram, but for the university. You can see events, follow clubs or departments, and get updates in a clean feed. That kind of interface just makes sense, especially for students who are already used to apps like that. It saves time and helps you discover opportunities you might have missed otherwise.

Personally, I have missed out on a lot of great events and talks just because I did not know they were happening. Unless you are subscribed to ten different mailing lists and constantly checking all sorts of different pages, it is very easy to miss something important. I have had to dig through emails, search different job boards (for on-campus positions), and even ask around just to find out what's going on. It gets tiring and there's only so much you can do in a day. So, I think this platform solves a real problem students like me face every day. One thing I really liked in the project is the feature where you can see which of your friends or classmates are planning to attend a certain event. That is such a simple but powerful idea. It helps you feel more connected and makes it easier to decide whether or not you want to go. If you see someone you know is attending, you might be more likely to join in.

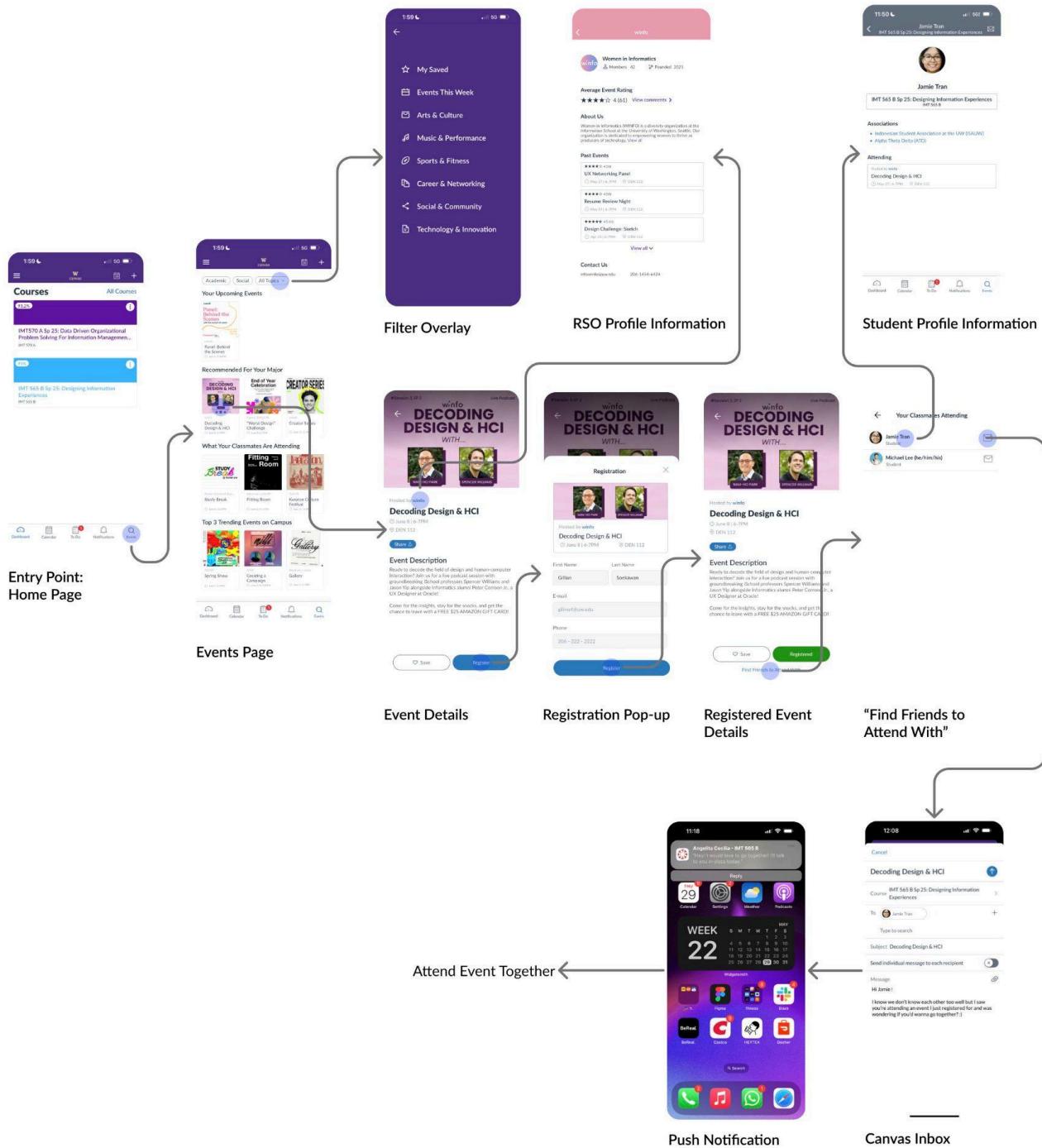
As for suggestions, I think it would be great if the platform also had personalized recommendations based on your interests or major. For example, if I am in the Information School, I would love to see more events related to data science or technology show up in my feed. I think some part of it is already there. But what I mean is maybe something that is really aligned with my interests, not profile. That's where I think you will need to have advanced recommendation systems integrated into it which could let you know what to recommend based on my courses for upcoming quarters, graduation date, interests, personality traits, etc. It could also help to have reminders or alerts so you don't forget about events you saved or marked as interesting. And maybe a section for campus job openings or volunteer gigs too, since those are also easy to miss.

Overall, I think this is a great idea, and it is something I would absolutely use. It brings everything together in one place, which is exactly what students like me need. The UI looks nice, the concept is strong, and I genuinely hope this becomes a real thing on campus.

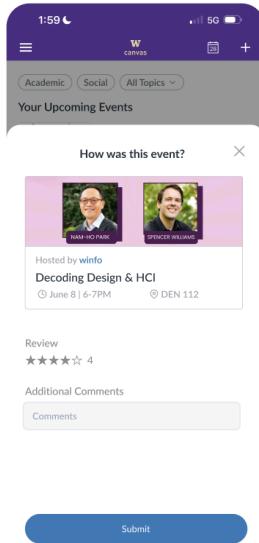


*f.) Iterate on and finalize your experience prototype, storyboard, and customer journey map*

## Flow 1: Events Page to Event Attendance Figma Prototype



## Flow 2: Post-Event Prompting Review



**After Event:  
Review prompt**

### *g.) Formally evaluate your experience prototype (summative evaluation)*

#### **Summative Evaluation**

Our final design received strong positive feedback from users, particularly in terms of convenience, efficiency, and seamless integration with existing platforms. Our decision to embed the event discovery experience within Canvas was particularly well-received. Users appreciated this approach, stating that it removed the friction of downloading a new app and allowed them to find events without toggling between different platforms. One user remarked, “Canvas makes it so much easier, I don’t have to search across different platforms anymore!”

The inclusion of activity filters, specifically the ability to switch between academic and social events, was also well-received. This feature helped users quickly narrow down their interests and find relevant events faster. The built-in signup feature also stood out as a favorite. Users expressed enthusiasm about no longer needing to open external websites to register, with one commenting, “I love the built-in signup page with no jumping between forms and websites!”

In terms of improvements, two valuable suggestions emerged:

**Calendar Mode** - Users expressed a desire to view upcoming events in a calendar layout, similar to platforms like Ticketmaster. This would help them visualize availability and plan ahead.

**Event Reminders and Highlights** - Users suggested enhancing the pre-existing Canvas calendar by visually flagging events they’re attending and providing timely reminders before events start.

These insights indicate that our design effectively addressed the original experience problem of missing out on campus events due to scattered communication while also revealing opportunities to further enhance planning and participation through personalized scheduling tools.

## User Feedbacks -

### 1. Emily

Role: Female, UW Master's Student Status: Currently studying

Summarized Feedback: "As a grad student juggling classes and part-time work, I love that the app gives me a quick, curated overview of relevant events. The personalization—like showing events from peers in my department—is a game changer. However, the UI feels a bit too colorful for academic/professional events. I'd suggest adding filters for event types (career, social, academic) and a calendar sync option."

😊 Pain Point: Too much visual clutter makes it hard to focus on time-sensitive, career-oriented events.

😊 Recommendation: Include a minimalist mode and allow filtering by professional vs. social tags.

### 2. Daniel

Role: Male, UW Undergraduate Status: Still studying

Feedback: "I often find out about hackathons or student org meetups too late, so this app is something I'd definitely use. I am also looking for feature 'friends attending' —it makes events feel more social and less awkward."

😊 Pain Point: FOMO school events.

😊 Recommendation: Allow users to see who else will attend the event!

### 3. Sarah

Role: Female, UW Alumni Status: Recent graduate

Feedback: "This would have helped me a lot during undergrad. Back then, I missed so many cultural org events I would've joined. From the prototype, I like the 'Personalized Recommendation' concept. But consider alumni access—we still engage in mentorship and recruiting. Letting alumni RSVP or recommend events could build stronger community ties."

😊 Pain Point: Post-grad involvement is ignored.

😊 Recommendation: Add an "Alumni Mode" to let former students browse or co-host events.

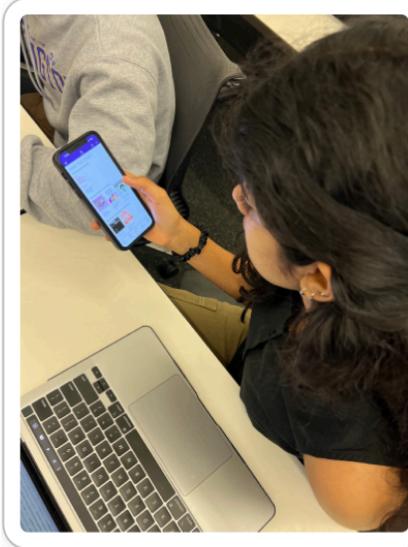
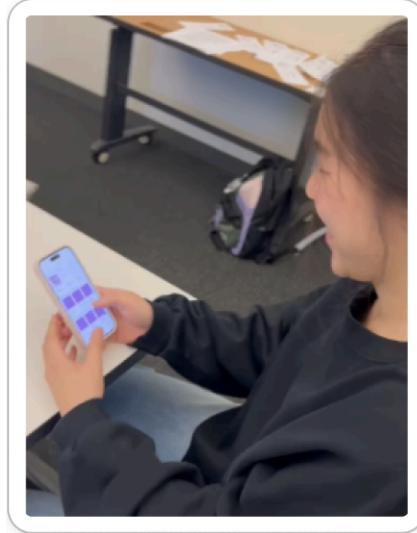
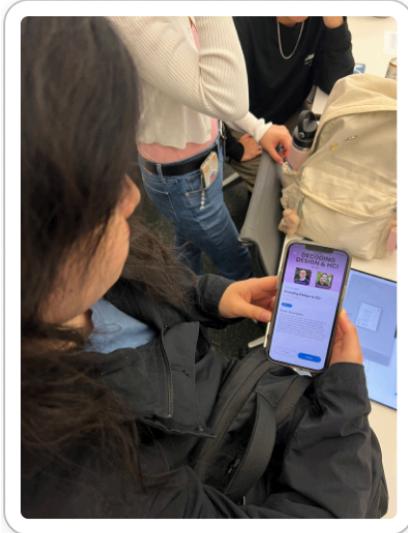
### 4. Alex

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 and notification after interacting with events.

😔 Recommendation: Include RSVP status/email (confirmed, waitlisted, full) and maybe reminders with Google Calendar(notification) export.



[Canvas+ Events Video Link](#)

## Lean Canvas

