

The campus experience you selected to improve

I selected the tabling experience on Speedway and in front of the FAC as the experience I would like to improve.

List of ideas you brainstormed. Express your ideas as "headlines", explaining the main concept in less than one line. For this brainstorm and only the brainstorm, you can work with as many people as you want. List their names.

1. Proximity-based announcements
2. Phone pop-up when near
3. Longer banner with more to read for the horizontal experience
4. Signs up higher instead of in front of the table
5. A sign that shows you all the tables out right now, and their locations
6. Incentivize-based engaging tabling
7. QR codes of the tabling info "digest"
8. Demonstration week at UT for the Orgs
9. Having pre-set tables across Speedway to decrease the set-up time for orgs
10. A section of campus for tabling instead of all down speedway
11. Text notification on clubs tabling that you may like
12. "(your best friend) just checked out this table, maybe you should too?"
13. Longer tables for more viewing
14. L shaped table will possibly double the number of people you reach
15. Opt-in text service to customize which orgs you hear from
16. Org of the day spotlight somewhere on campus
17. Speaker announcement on-campus of org you may be interested in showing to IF they prove to "someone" that it's worth a huge turnout
18. Party on the Plaza with an informative "who. what. where" before the day to know which orgs will be there, where, and what time.
19. "Hey, Siri, who is on my walk to class today?"
20. Tiktok or IG posts with teases of what the demonstration will be and let them know that the ending is happening in front of Greg Gym from 4-6 today!

Select your two favorite ideas and give a 1-sentence explanation of why you chose each.

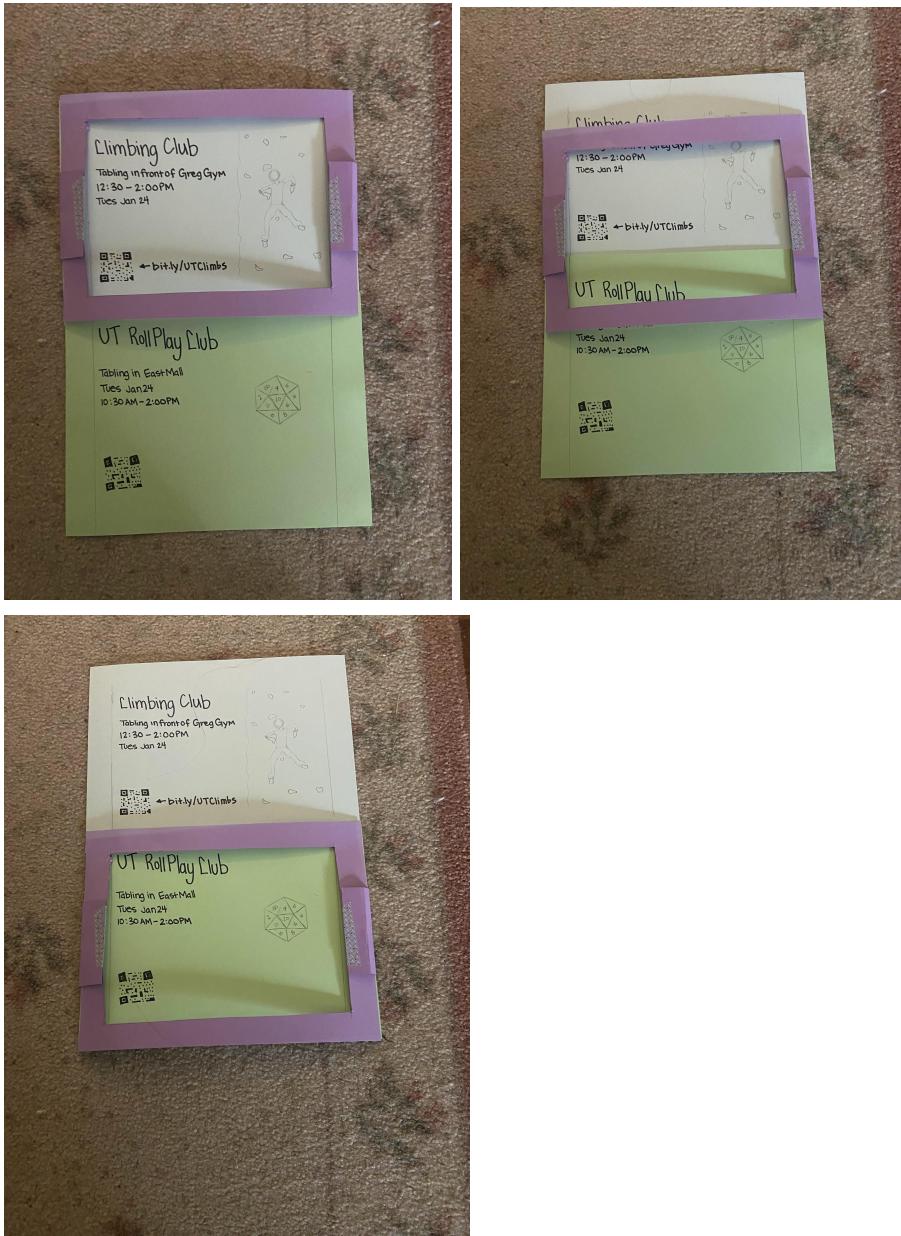
Kiosk: A kiosk placed interspersed through campus that revolves around different org banners with videos of their live demonstration, where to find their table, and when they will be there (with QR codes for their website or IG). I chose this idea because it addresses the need of students who are unavailable during the tabling time and would still like the information, and it addresses the limited space tablets have in front of them at one time by having it interspersed throughout campus.

Text-notification: You sign up from a free text-based service (opt-out at any time) that will notify you when orgs are tabling on campus that you are interested in, based on your interests. This will also address the limited space dilemma but given that those students frequently receive

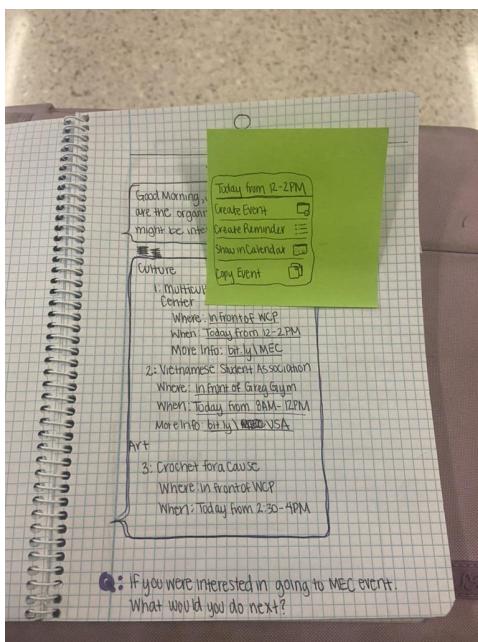
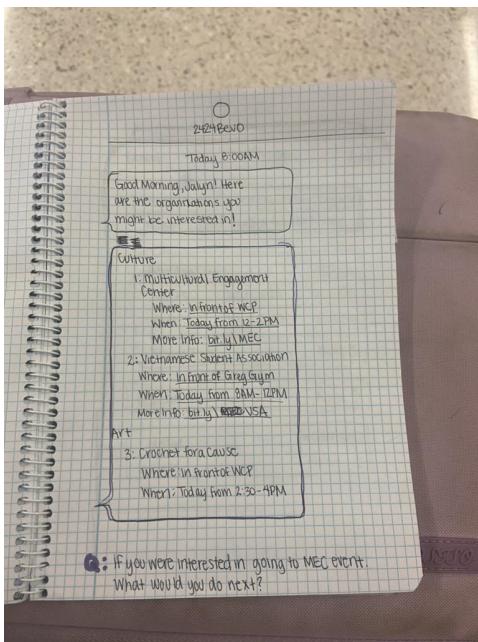
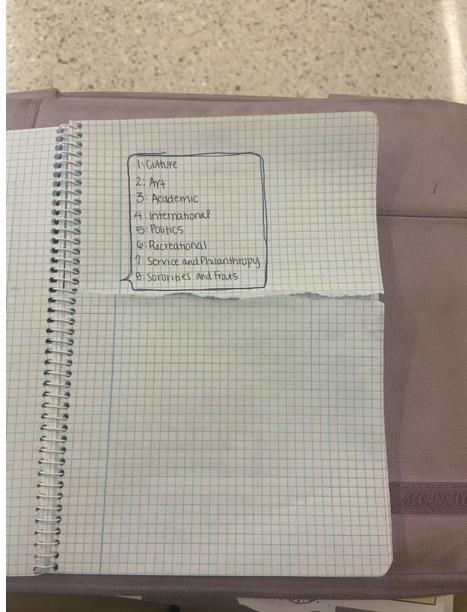
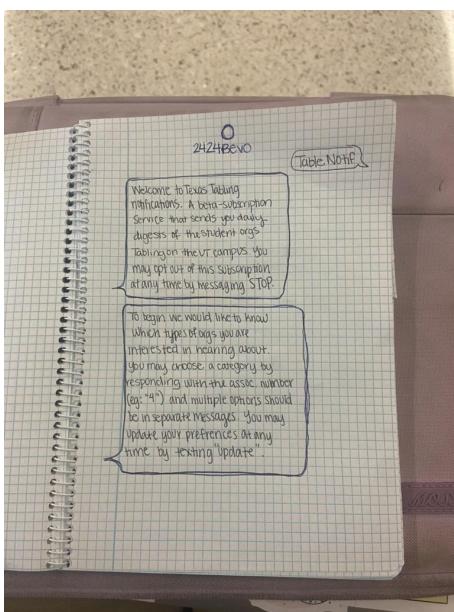
updates about campus events through digital modes instead of in-person modes, this might be more well-received.

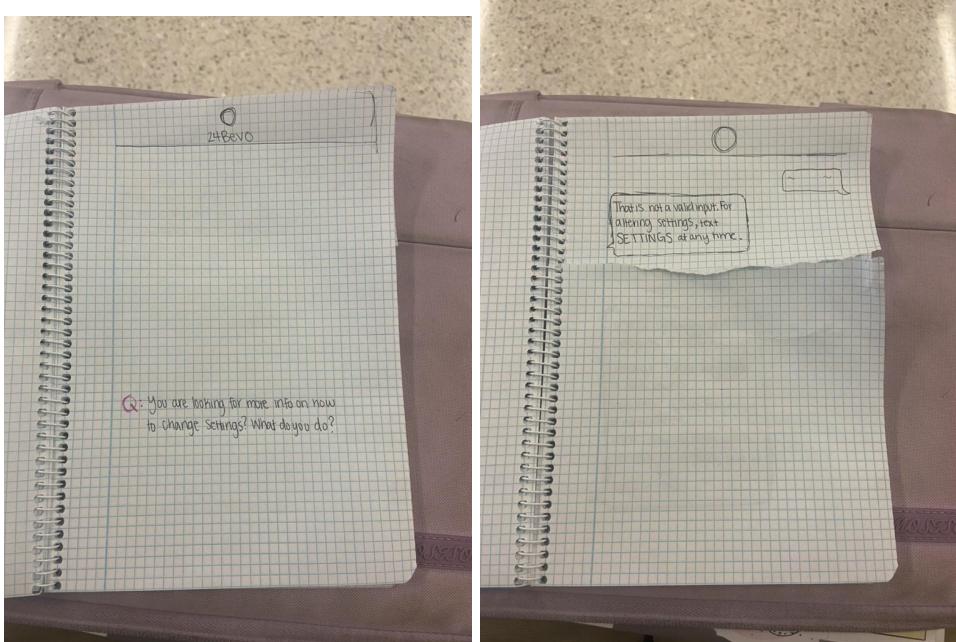
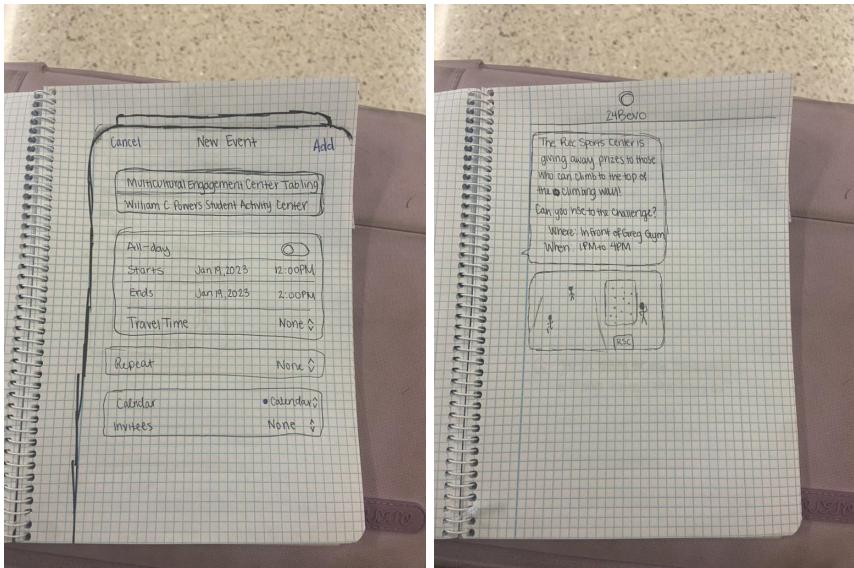
Photos of your prototypes.

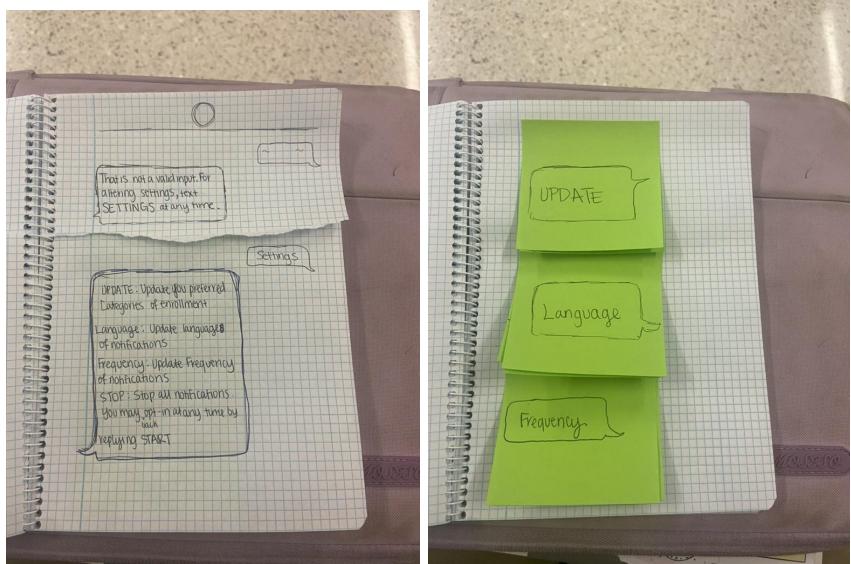
Kiosk Prototype



Text-based Notifications







Photos of the evaluation. At least one photo should show the setting of the evaluation so that we can evaluate it (see below).



List of insights from evaluation.

I was able to walk through the project with three tablers on speedway. They were able to give me feedback while walking through my prototyping example. As I was the only one interviewing them, I was unable to get their reactions during the process, but afterward, two of them agreed to get their photo taken as proof of the experience.

Having the perspectives of both a UT student and also tablers gave me a great mixed perspective. As UT students, they would like to have the frequency setting tab be more dynamic depending on which category they were adjusting. For example, if they were tired of hearing

about 'Culture' tabling opportunities, but still wanted to hear about Recreational Sports activities on campus, they would like to augment the frequency of 1 without it affecting the frequency of others.

Likewise, another one of them cited another text-based service that they use as a critique of how ambiguous pulling up the settings tab was in my prototype. They stated that 'having the keyword be at the end of every message would remind [them] how to change [their] settings'.

They go like that it is a service that can opt in and opt out of. They dislike the automatic subscription services that come with being a UT student and like the agency that comes with subscribing to your own decision.

Overall, their general feedback was more clarity on how to navigate this application solely through text. While I was initially drawn to the idea that it's more lightweight than a whole iPhone application, my prototype began too lightweight that it was vague in its intentions. Another less-important critique that I got from all my participants is that going to a tabling event is not something that is a long experience. Not large enough to put on their calendar, and some participants even said if all the information is on their website, they wouldn't even need to go to the tabling event. My intentions were not meant to replace the tabling experience but to support it. Therefore, further interactions with this prototype would require modifications that would still promise more information if they actually go to the event instead of giving them the tabling experience from the mobile device.