



# ONE FOR ALL

## Sustainable Development Goals

MOBILE APP

Presented by:

*Great* UX PECTATIONS

# MEET OUR TEAM

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# THE CHALLENGE

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**Although the UN has a very large network of governments, agencies, charities and NGOs participating in the master plan to execute on the SDG's (sustainable development goals), they struggle to connect the private sector and citizenry in supporting this effort.**

## Our Approach:

Day 1 - Interviews (User Research)  
Day 2 - Personas/Crazy 8s  
Day 3 - Prototyping  
Day 4 - User Testing  
Day 5 - Findings - Phase 2



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# INTERVIEWS

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**In order to best understand how to engage college age students in social causes, we went straight to the source!**

**Interviewing the students sought to tell us:**

- How active college students currently are
- What types of activities they have participated in
- What does it take for them to get involved currently
- How they find out about social causes

**What did we learn?**

- Most awareness was spread via word-of-mouth and social media
- Most students needed activities to fit into their schedule
- Being able to see the difference they made was VERY IMPORTANT



# PERSONAS

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JEN

- Optimistic Seeker
- Freshman
- On-Campus

## Needs

- Way to Promote Activities
- Audience to Listen

## Served by

- Outlet/Platform to engage

# PERSONAS

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## CHARLIE

- Passive, Unengaged
- Busy

### Needs

- To find causes he cares about
- Events that fit his schedule

### Served by

- View of upcoming, relevant service events



## CHAD

- Mandatory seeker
- Required service hours

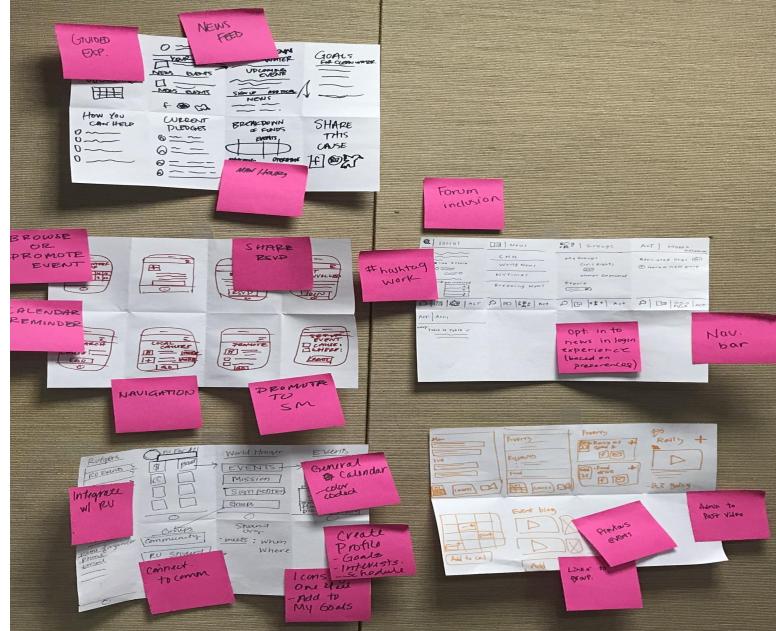
### Needs

- Service opportunities
- Understanding of how his support makes a difference

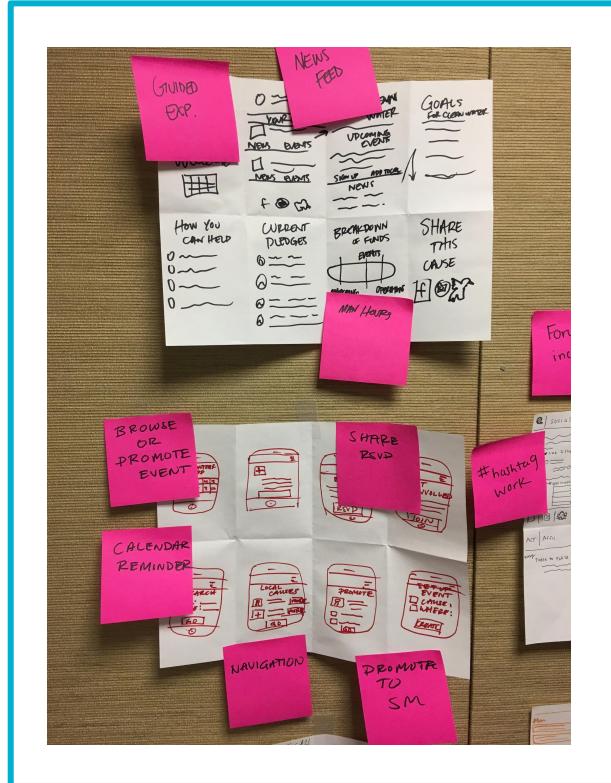
### Served by

- A way to understand service hour opportunities

# CRAZY 8's



# CRAZY 8's

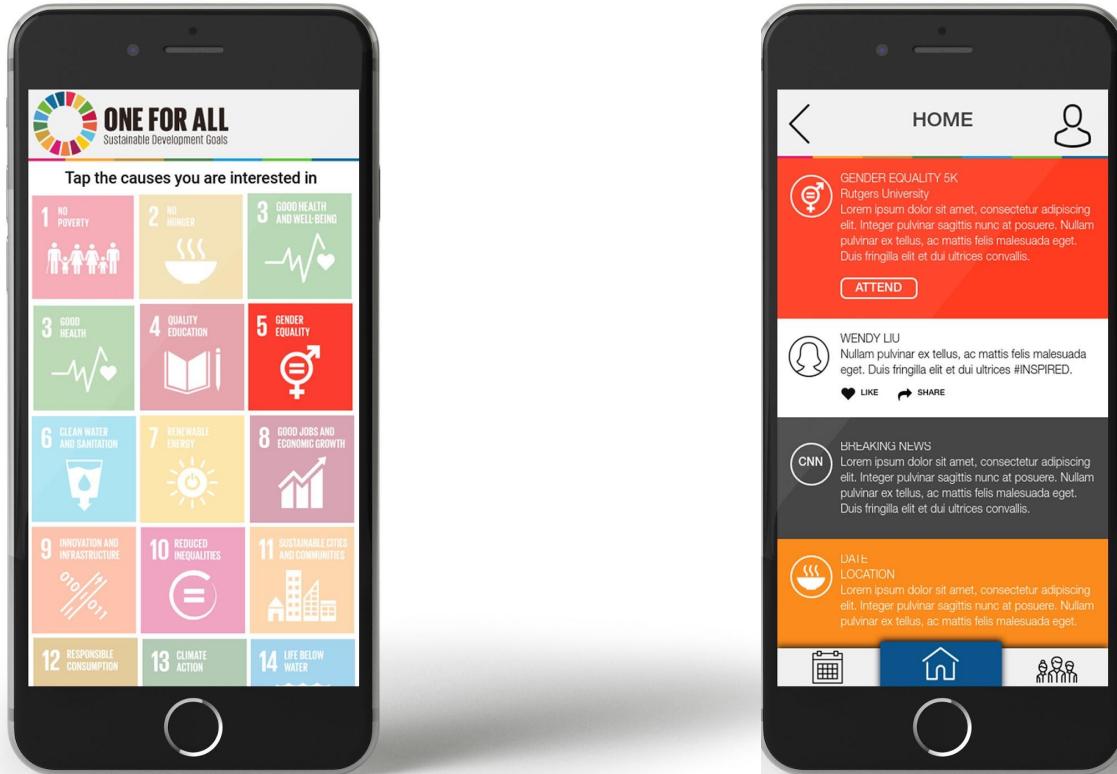


Crazy 8s really helped our group conceptualize our ideas.

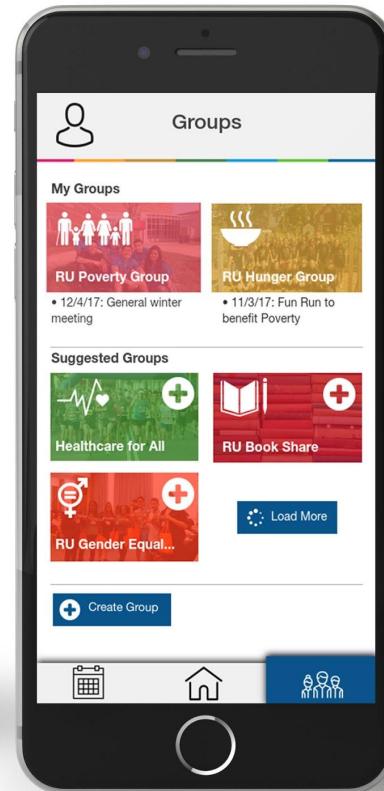
Pulling ideas from each of our sheets, we were finally able to see our app come to life after several iterations of our original designs.

Each team member contributed with critiques and suggestions on how improvements could be integrated.

# PROTOTYPING

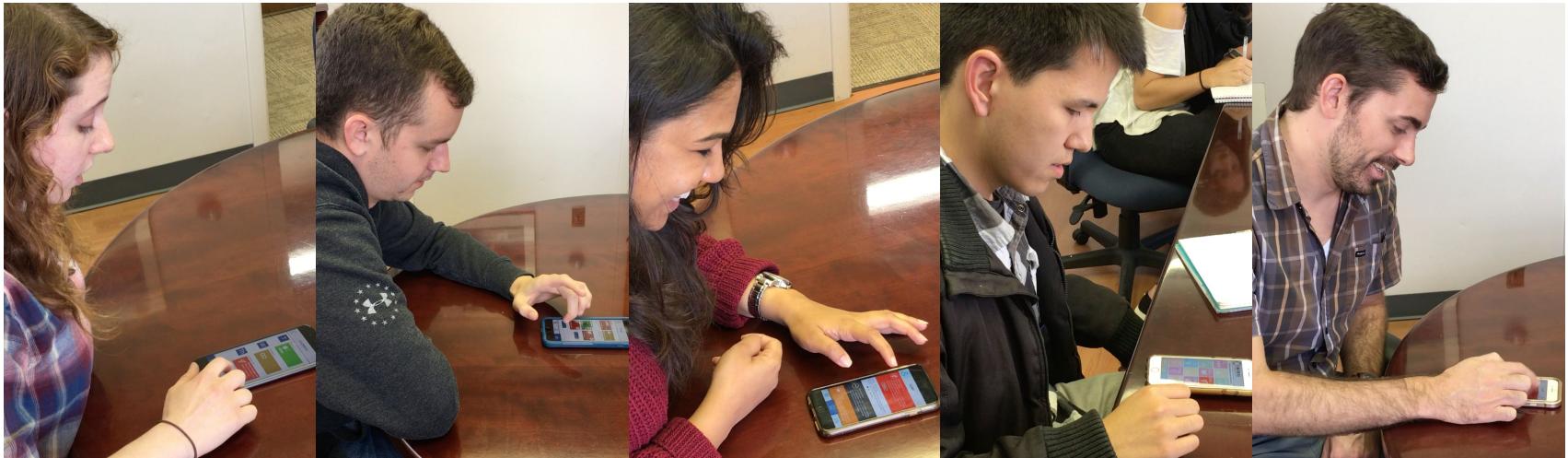


# PROTOTYPING



# USER TESTING

Tasks: sign up for an event, join a group and find other events



“ User friendly ”

“ Don't need event confirmation page ”

“ I want more information about the causes ”

“ Very intuitive. Easy to navigate. ”

“ Change button language ”

# AGILE CHANGES

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After a few user tests, we recognized some common confusion about some language.

Utilizing an agile methodology allowed us to make quick changes on-the-fly in between user tests.

- Based on similar feedback between multiple testers. We were able to make a few agile changes.
- For example, we were able to add the “add to profile” button.

# AGILE CHANGES



**GENDER EQUALITY**  
Achieve gender equality and empower all women and girls

Add to Event Profile



**GENDER EQUALITY**  
Achieve gender equality and empower all women and girls

ADD CAUSE TO PROFILE



# FUTURE ITERATION

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- Pre-filled profile page to refer users back to following their initial create profile step.
- Build out the Calendar page to reflect “Upcoming Events” and “My Events” tab.
  - There was some confusion regarding whether these were the user’s events they’ve opted in to. Users’ feedback was that they wanted to know how this view was generated.
- Create an all encompassing calendar view that incorporates external app calendars so that the user can view everything they have going on, all in one place.
- Rethinking labeling a bit.
  - For example, a user gave the feedback that a pencil icon or “+” would be more intuitive in terms of adding or editing your picture on the Profile page. The group icon was also mentioned.
- Create an email confirmation notification following registration for the event as a physical message present on the page.



THANK YOU  
*very much*