

What2Do

A Fast Group Decision Making App/Platform for Developing Plans with Groups

Motivation:

The average person spends 7 hours and 36 minutes making about 245,000 decisions every week (Scottish Friendly, 2017). The large amount of time and energy expended making these decisions would be better spent in more productive or exciting activities. Decision fatigue is real and its minimization would be beneficial to both the quality of decisions made and the time taken to do so. A common scenario where the difficulties of decision making come into play is when making plans with family and friends. After a long day - or a long week - people often find themselves lost when it comes to activity ideas and need guidance.

Method:

We interviewed 6 different people between the ages of 17 and 22 to gain a better understanding on how they form their social activity plans with friend or family groups. We conducted 30 minute-long structured interviews with a brief questionnaire to complete before our Zoom/in-person meeting. Our focus while interviewing was to not only learn how they conduct their plans, but what challenges they run into. The transcripts were then analyzed, transcribed, open-coded, and clustered into thematic groups utilizing Miro.

Results:

From our clustering, 5 themes emerged:

- Users communicated with groups differently based on access to group
- Users struggled to identify compelling activity options
- Users took on different planning roles based on group dynamics
- Users found it easier to choose a category of activity than a specific activity
- Users prioritized different factors when making decisions

"I take that role [as planner]... because if I don't do it then it's not going to get done."

Ideation:

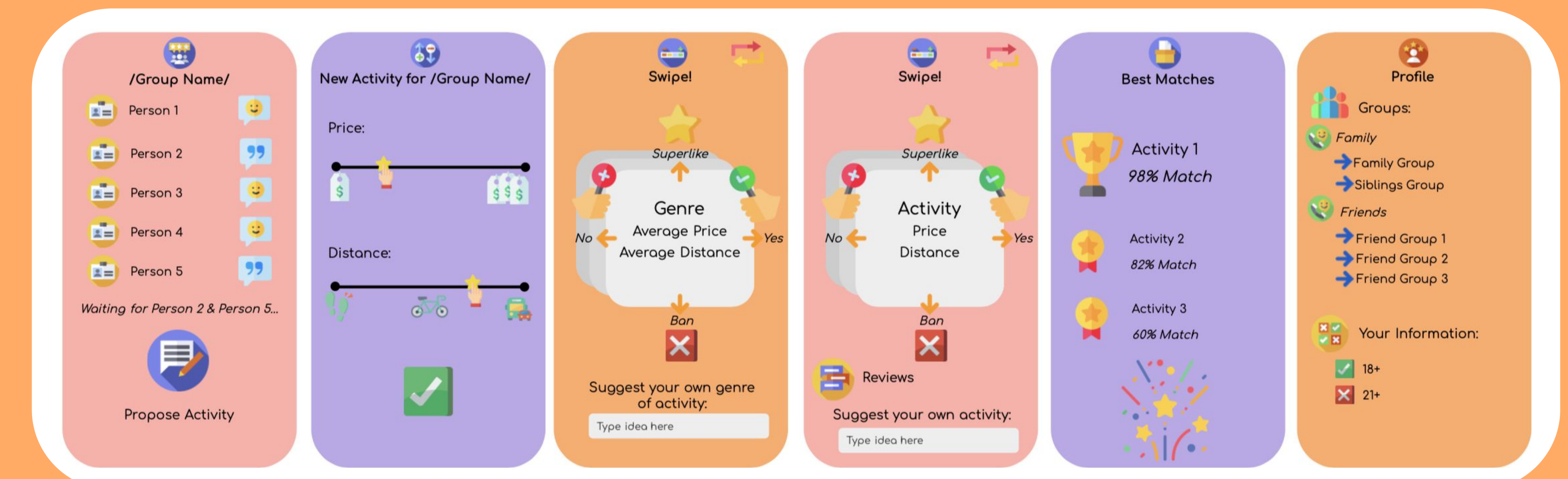
During our ideation process we brainstormed a list of 77 ideas of potential features and components of our app design. After compiling this list, we returned to the list and culled ideas that were beyond the scope of this study, abstracted and combined like ideas, and then clustered them under our defined themes.

Design:


"I feel like when I list all the possible options, it gets more overwhelming."

"If you want to find somewhere to eat it's always, 'I don't know, you pick' and, 'No, you pick.'"


- To help set boundaries for decision factors, each person puts in their price and transportation needs as well as any red flags of things not to suggest (eg: family friendly mode, drinking, etc)
- To help with finding categories of activities, What2Do populates multiple categories which users can swipe left and right (like Tinder), swipe down to veto, swipe up to *super*-like, or pull down to refresh, as well as suggest their own ideas to the group.
- To help narrow down activities, What2Do presents options in the same manner as before within the preferred categories with short accessibility summaries
- The app is downloaded for saving preferences but for the function of decision making, a link can simply be shared, much like Kahoot.





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/Group Name/

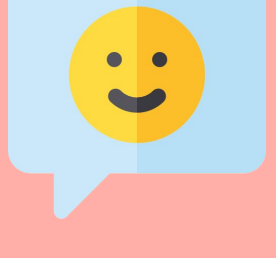
 Person 1

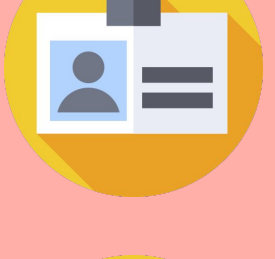


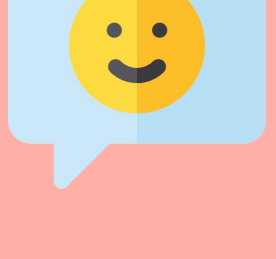
 Person 2

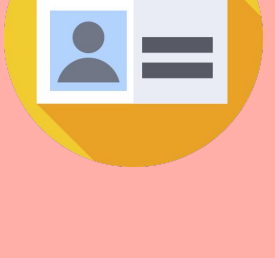



 Person 3




 Person 4



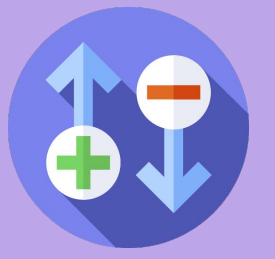
 Person 5



Waiting for Person 2 & Person 5...




Propose Activity

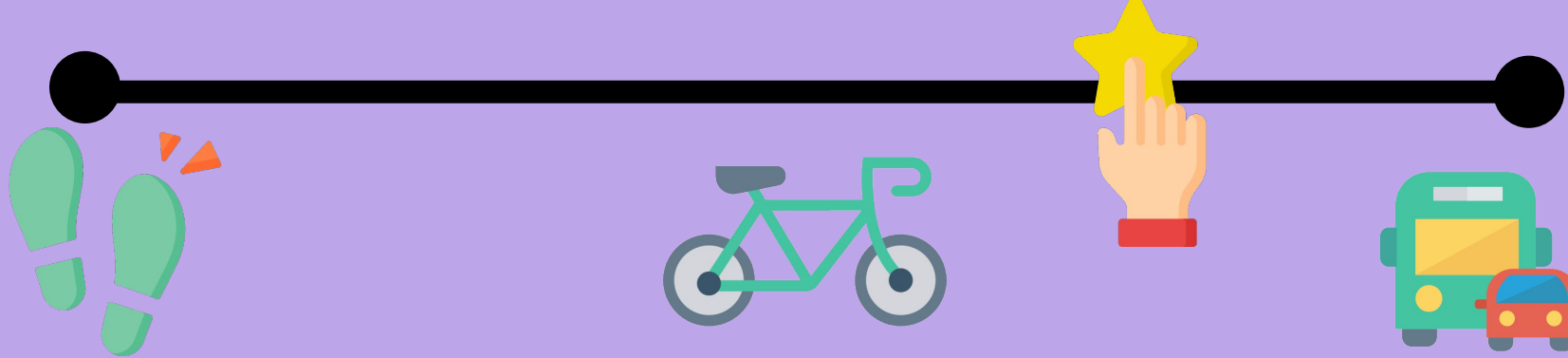



New Activity for /Group Name/

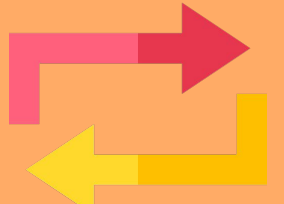

Price:




Distance:



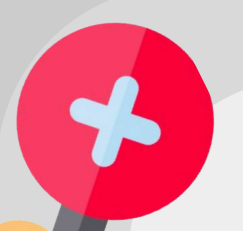





Swipe!



Superlike


 No



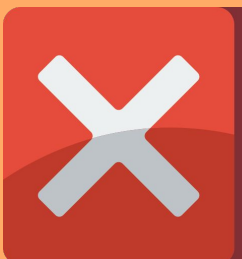
Genre

Average Price

Average Distance

 Yes

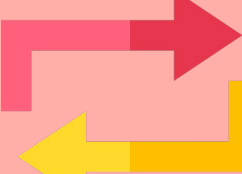
Ban



Suggest your own genre of activity:



Swipe!





Superlike

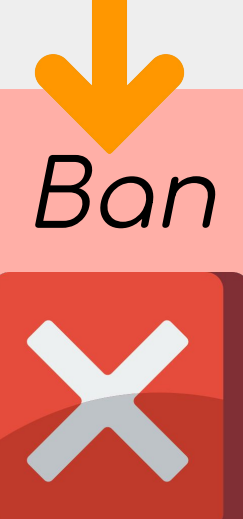


No



Yes

Activity
Price
Distance



Ban



Reviews

Suggest your own activity:



Best Matches



Activity 1
98% Match

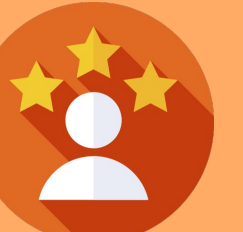


Activity 2
82% Match

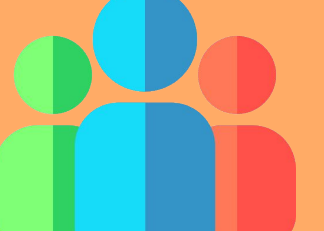


Activity 3
60% Match






Profile




Groups:



Family

→ Family Group

→ Siblings Group

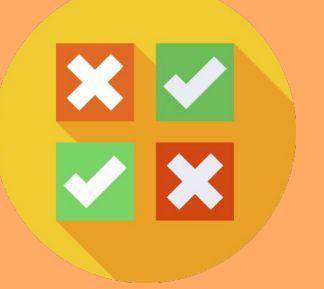


Friends


→ Friend Group 1


→ Friend Group 2

→ Friend Group 3



Your Information:

 18+

 21+