connect and Meet People

# CAMP


Group 6:

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# Introduction

**Who we are**

- Group of juniors and seniors in CS
- Hailing from a variety of places in the US
- Mixed backgrounds of work experience
- Creators of CAMP

# Introduction

**What is CAMP?**

- Mobile app to connect people and combat isolation
- Provides incentives and rewards for getting involved
- Hosts resources to plan, run, and attend events
- Quick to join and easy to use
- Engaging and customizable
- As much as or as little commitment as you want

# Contextual Inquiry

We interpreted the theme of isolation as **physical isolation**

We observed and interviewed members and officers of the **VT Climbing Club** & the **VT Outdoor Club**

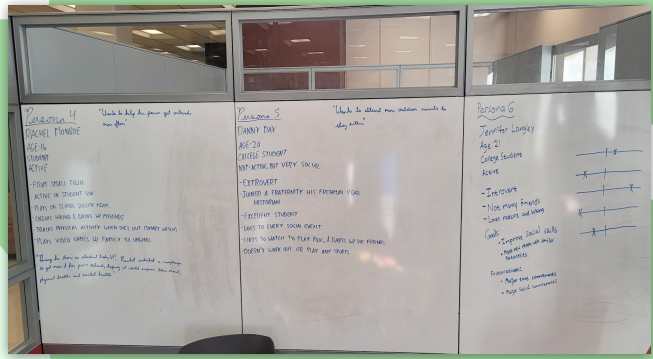
Clubs needed new, innovative ways to **retain** & **recruit** members and to **promote** their events

**Users:**

1. **Introverted** People
2. **Existing** Club Members
3. **Potential** Club Members
4. People looking to **meet** new friends

CAMP appeals to a **large** user base because of the **various** types of events that can be hosted and attended

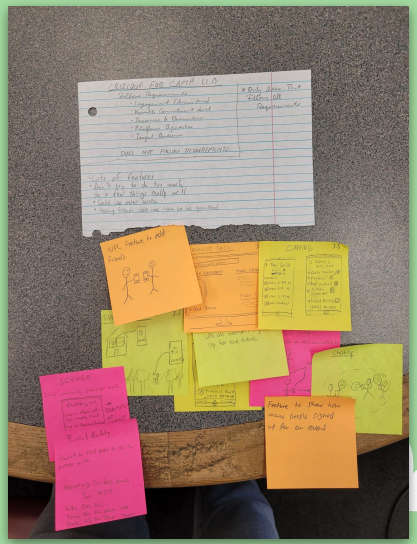
# Design




From our contextual inquiry, we were able to develop personas and user mental models that informed our design.

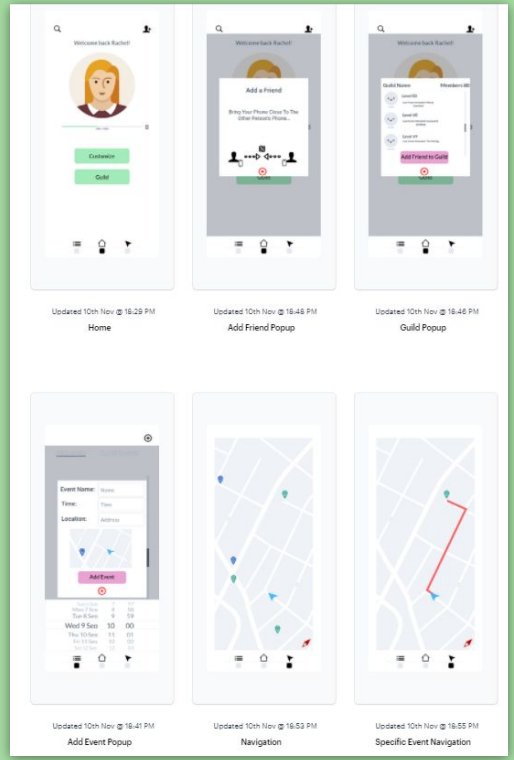
Our target persona is introverted and spends most of their time indoors. Because of this, our design uses design patterns found in Role-Playing Games, as well as cognitive affordances and metaphors that would be understood by tech-savvy introverts.

Our design is unique from what is currently available because of its focus on interaction with people, as opposed to collectible items, in-game currency rewards, etc. There's no gameplay to distract the user from the events, they progress by being present with their friends and family.

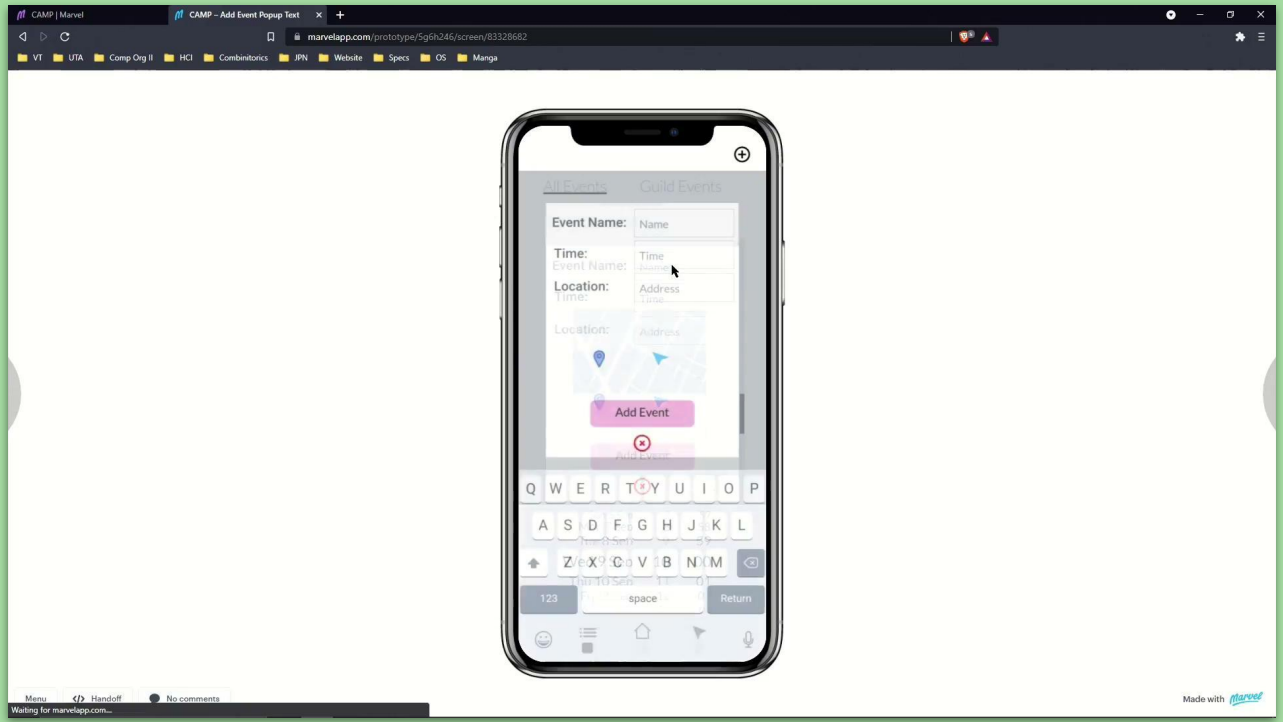


# Prototype

- Implemented Workflows:
  - Add friends
  - Add friends to a guild
  - Attend an event
  - Add an event
- T-shaped
- Medium fidelity
- Iterable



# Demo


CAMP | Marvel
CAMP – Add Event Popup Text
marvelapp.com/prototype/5g6h246/screen/83328682
VT
UTA
Comp Org II
HCI
Combinitorics
JPN
Website
Specs
OS
Manga
All Events
Guild Events
Event Name:
Name
Time:
Time
Location:
Address
Add Event
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
Return
Menu
Handoff
No comments
Waiting for marvelapp.com...
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# Thank you for listening!