

### FOMO Finder Prototype Feedback Reflection

After collecting and analyzing the data from our observations and feedback survey responses, our team used ChatGPT to identify common patterns, pain points, and key takeaways. From here, we discussed as a team to then update our existing prototype according to our user's needs and suggestions.

The first key takeaway from our observations was that many users struggled to make the event descriptions pop up, since many people tried to click on the event box itself multiple times before realizing they needed to click the small "?" button in the corner. Our second key takeaway from this needfinding tactic was that users seemed to intuitively understand what icons were meant to represent without labels. This is good, because it means that our app is comprehensive without the use of cluttered labels. Our third key takeaway from our observations was that the app's layout did not seem confusing to our participants when navigating it for the first time. Users appeared to have little to no struggles with the app's flow, since we used the common design of having buttons on a low tab bar and headings at the top, commonly seen on many social media applications.

One key takeaway from our survey was that our aesthetics were generally well received, with an average rating of around 7-8 out of 10, with 10 representing "Fabulous". Although there were some comments about the black and white theme seeming "emo", many users appreciated the cohesivity of the app's design throughout the prototype. The next key takeaway from survey responses was, as previously highlighted in our observations, that users struggled to access event details and took a while to find the small "?" button. The final key takeaway from our prototype survey was that an overwhelming number of users didn't realize the homepage events were color coded to represent different types of activities. Moreover, they were more confused at why different events were seemingly colored at random, and there were multiple suggestions for a key or legend to alleviate this pain point.

From these key takeaways, our team generated two improvements for our prototype. The first improvement was to make the event descriptions pop up when users click any part of the box, not just the small "?" button in its corner. This pain point was a commonality in both our observations and survey responses, making it a clearly needed fix to improve our app's usability. The second improvement was to clarify the color coding of the activities seen on the homepage, where red represents a school event, yellow represents a casual hangout, blue represents a local event, and green represents volunteering based opportunity. This improvement adds clarity to the app's design, which is made to make finding social events as easy as possible for students.