


Clubbi, an event management application

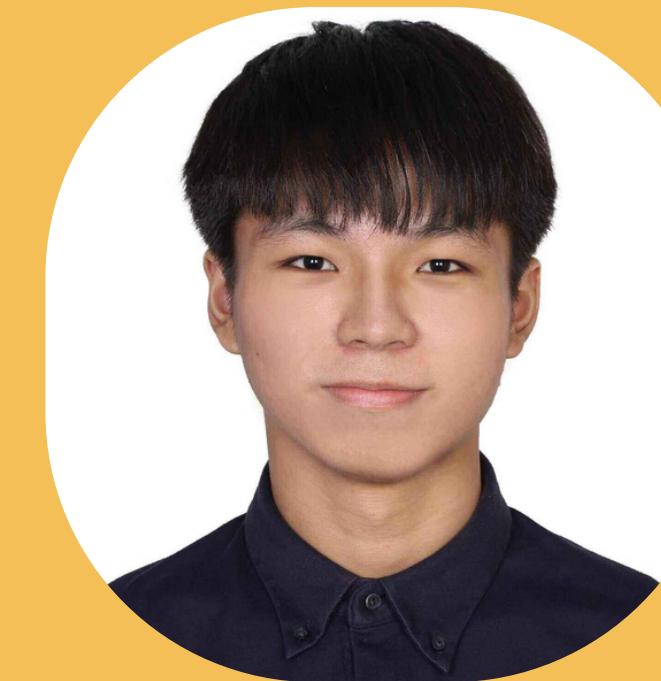
Group 8

Team Members

Group 08



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INTRODUCTION

Students at our campus **face challenges in accessing timely information** about **various clubs and societies**, hindering their ability to explore and engage in extracurricular activities. The campus group messages, intended for communication, are **flooded with commercial spam**, making it difficult for students to find relevant club information. Additionally, there is a **lack of exposure** for many clubs, making it challenging for students to discover the diverse options available on campus. To address these issues, we employed **design thinking** to develop innovative solutions that **enhance the accessibility and visibility of club and society information** for all students.





first stage of design thinking

01

EXPLORING STUDENT PERSPECTIVES: OUR QUESTIONS

Question 1: Do you **often** join extracurricular activities in university?



Question 2: What do you think about the *current extra-curricular system* in our university?

Question 3: How do you currently **find information** about club activities on campus?



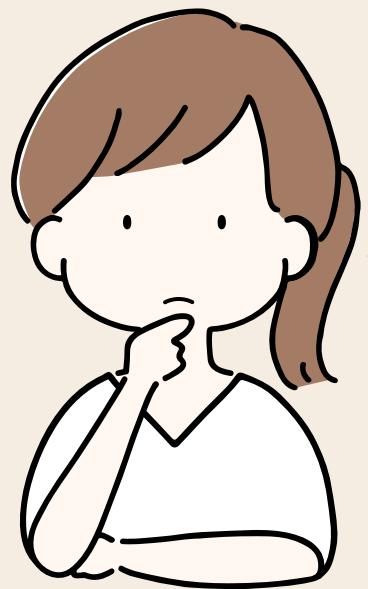
Question 4: What kind of **obstacles** have you faced while trying to search for extra-curricular activities to join?

Question 5: If there was a **brand new system** to organize everything related to extracurricular activities, how would you like it to be? Any features you'd like to see in it?



VOICES FROM THE CAMPUS:

STUDENT INSIGHTS

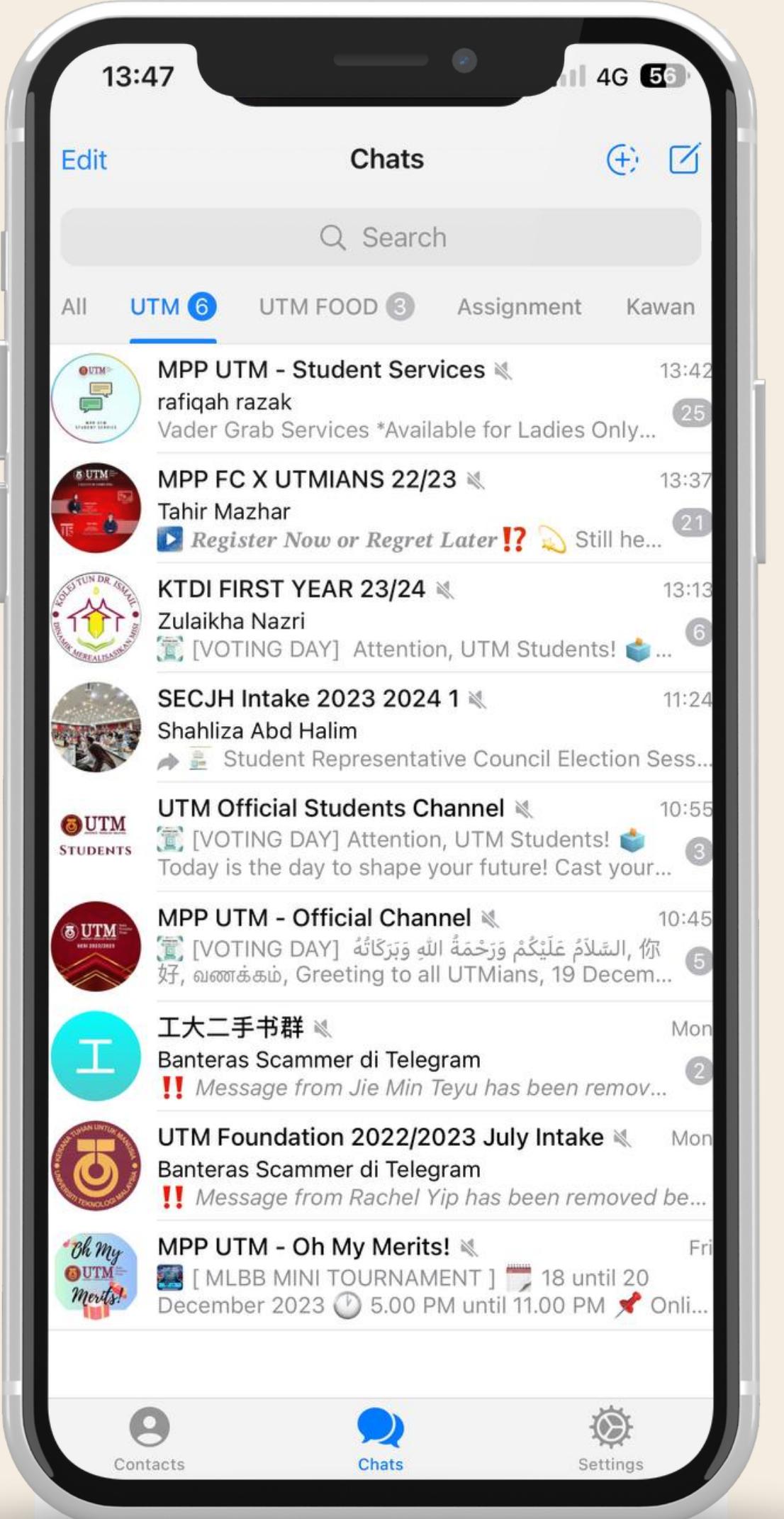


- Limited participation** due to introverted nature.
- Challenges in keeping up with information due to **excessive spam**.
- Expresses a desire for a **more focused approach** to club events.



- Currently **not engaged** in extracurriculars.
- Views the current system as **messy and challenging** to find interesting activities.
- Overwhelmed by **spam messages** on messaging platforms.

- 
- Actively involved** in two student clubs (GDSC and AIROST).
 - Finds the current system good but **dislikes the process of looking up club information.**
 - Faces **challenges in discovering available clubs** & understanding application process.
 - Prefers a **centralized system**
 - Emphasizes the importance of a **new system** showcasing detailed event information.





second stage of design thinking

02

IDENTIFY PROBLEMS

Campus group messages are flooded with spam

- time consuming and unsatisfactory
- causes students to miss important event promotions
- shares the same information and spam messages

Uncentralized platform for communication of information

- creates a confusing situation
- difficult to trace back certain useful information

Lack of exposure to niche clubs

- a lot of smaller clubs might not be able to get much event information out
- many students are not aware of the existence of these clubs.





third stage of design thinking

03

BRAINSTORMING



Telecommunication Group

Create a telecommunication group that only allows clubs' leaders to promote club activities



Social Media

Create a social media page that only curate posts about different clubs and societies in campus



Centralized Platform

Build a centralized platform to gather all information regarding clubs and societies in campus

FINAL SOLUTION

Centralized platform

solely purposed for promoting diverse events and activities

1

User-Friendly

- publish details of events
- no more repeated ads & irrelevant promotions.

2

Featuring Clubs

- club details
- past activities
- users may also directly apply to join clubs

3

Past records saved

- past events
- past participation
- easily accessible

4



PROTOTYPE

fourth stage of design thinking

04

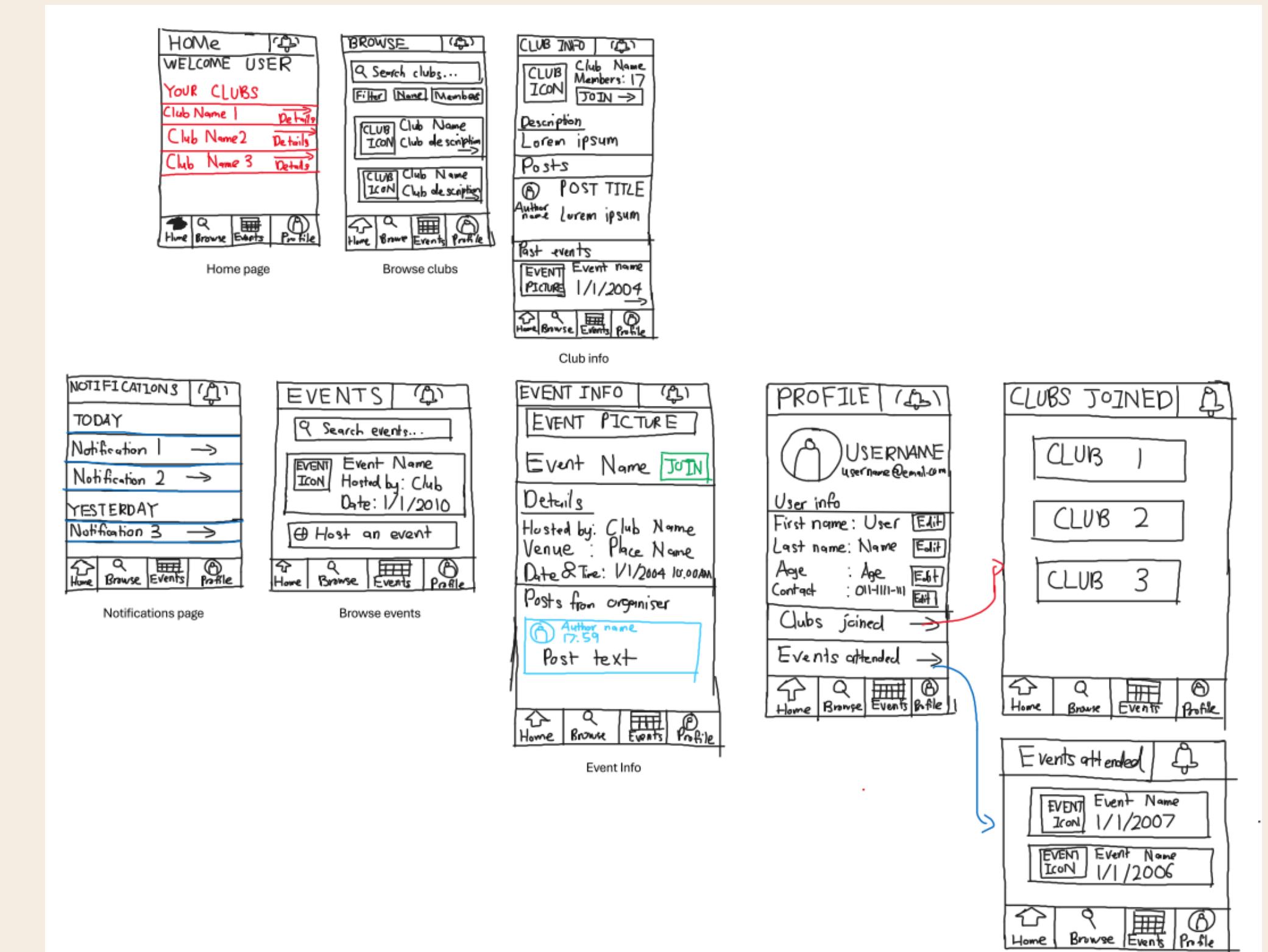
APP INTERFACE



Drafting

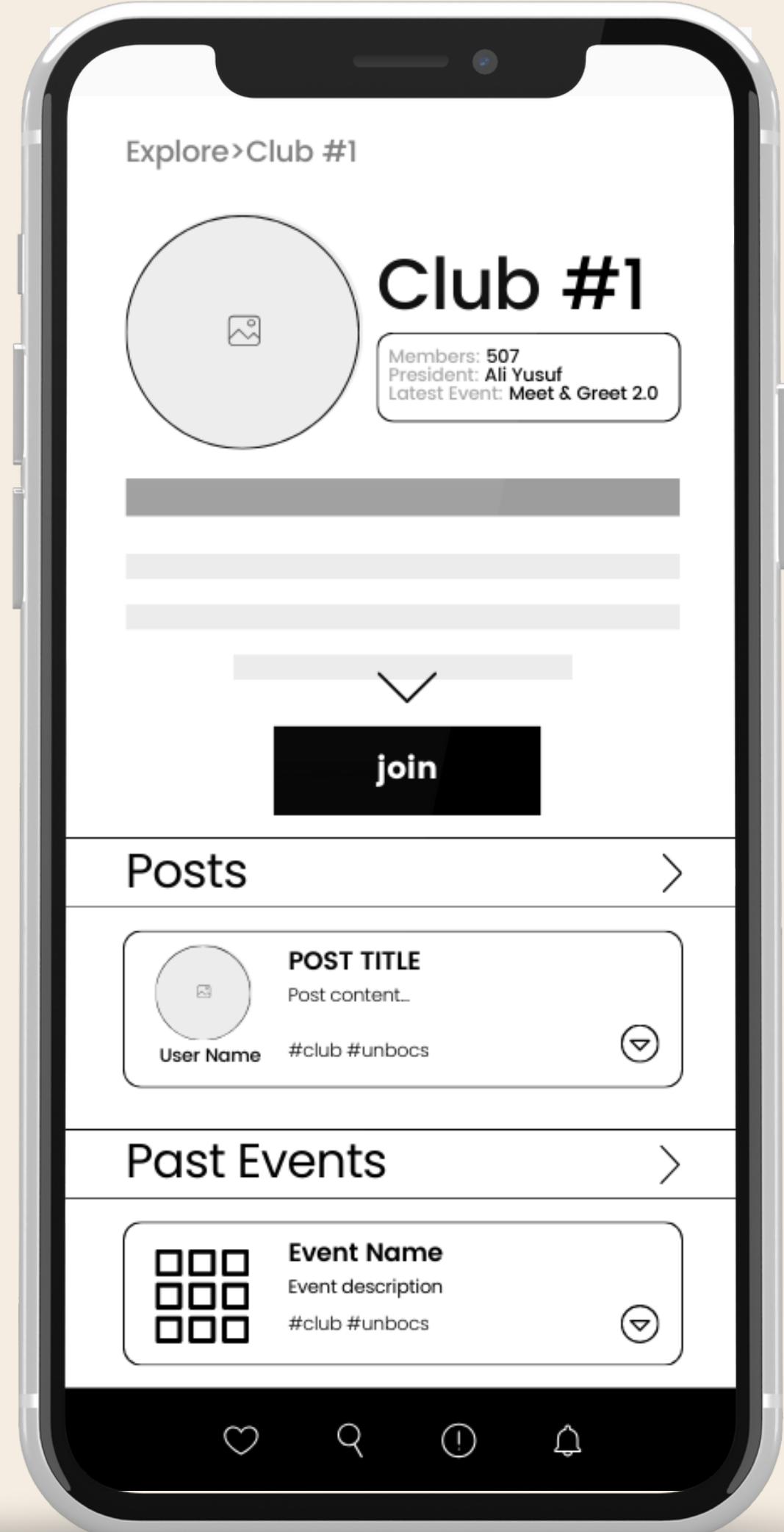
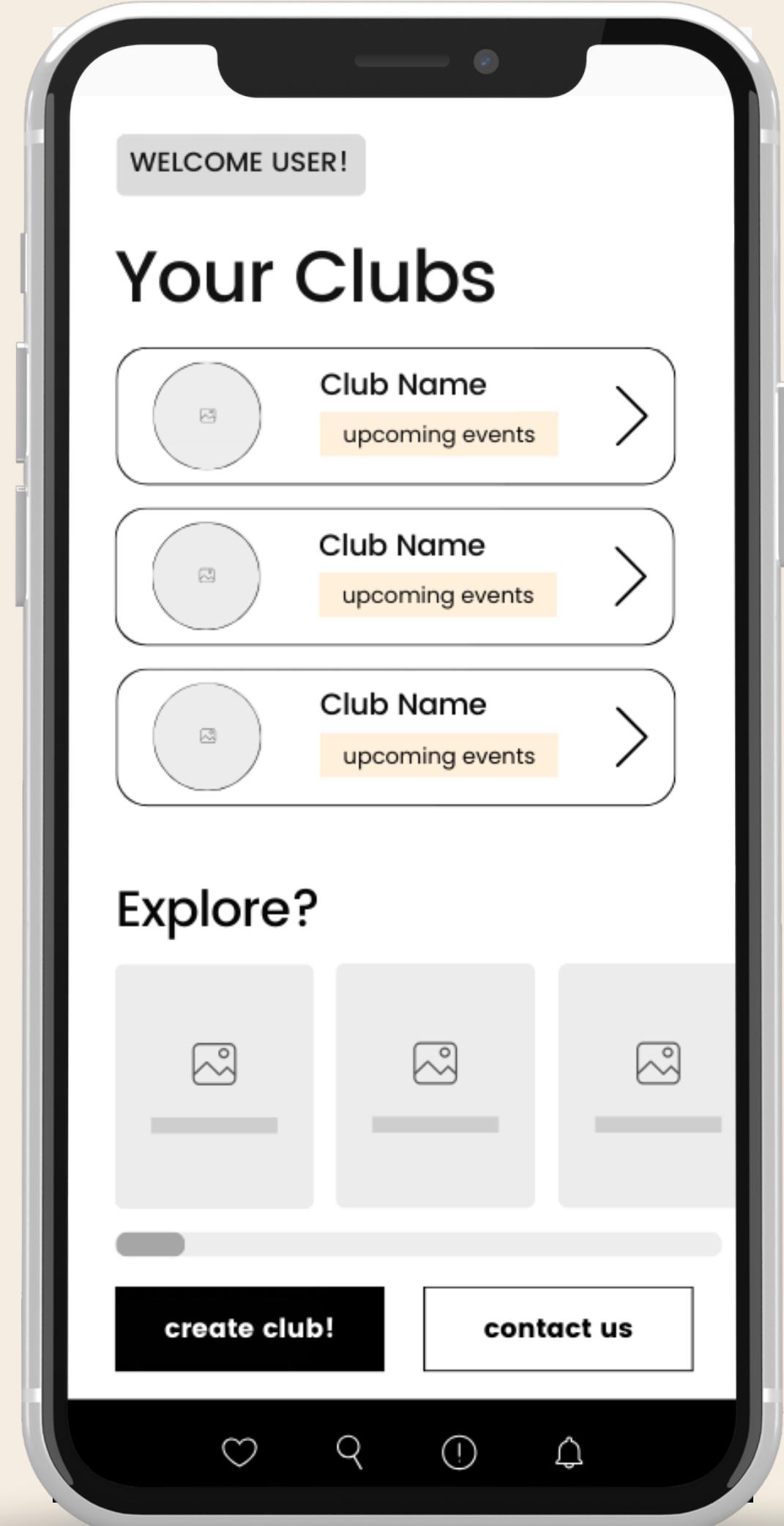


Prototyping



App Mockup





Events

Search 

Filter 

 Event #1
Hosted by: club name
Date: 12/01/2024 

 Event #1
Hosted by: club name
Date: 12/01/2024 

 Event #1
Hosted by: club name
Date: 12/01/2024 

host an event!



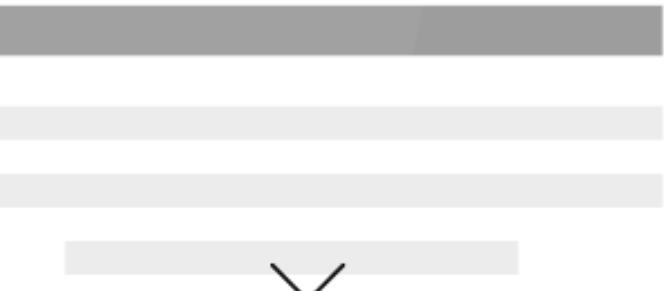
join



Event Name

 Organizer club

Description



Details

Venue: Kolej Tun Dr Ismail
Date: 25/02/2024
Time: 08:00 – 18:00
Open: To all students

Announcements

 Organizer name
17:59
Post text 



Today

Notification #1 

Notification #2 

Notification #3 

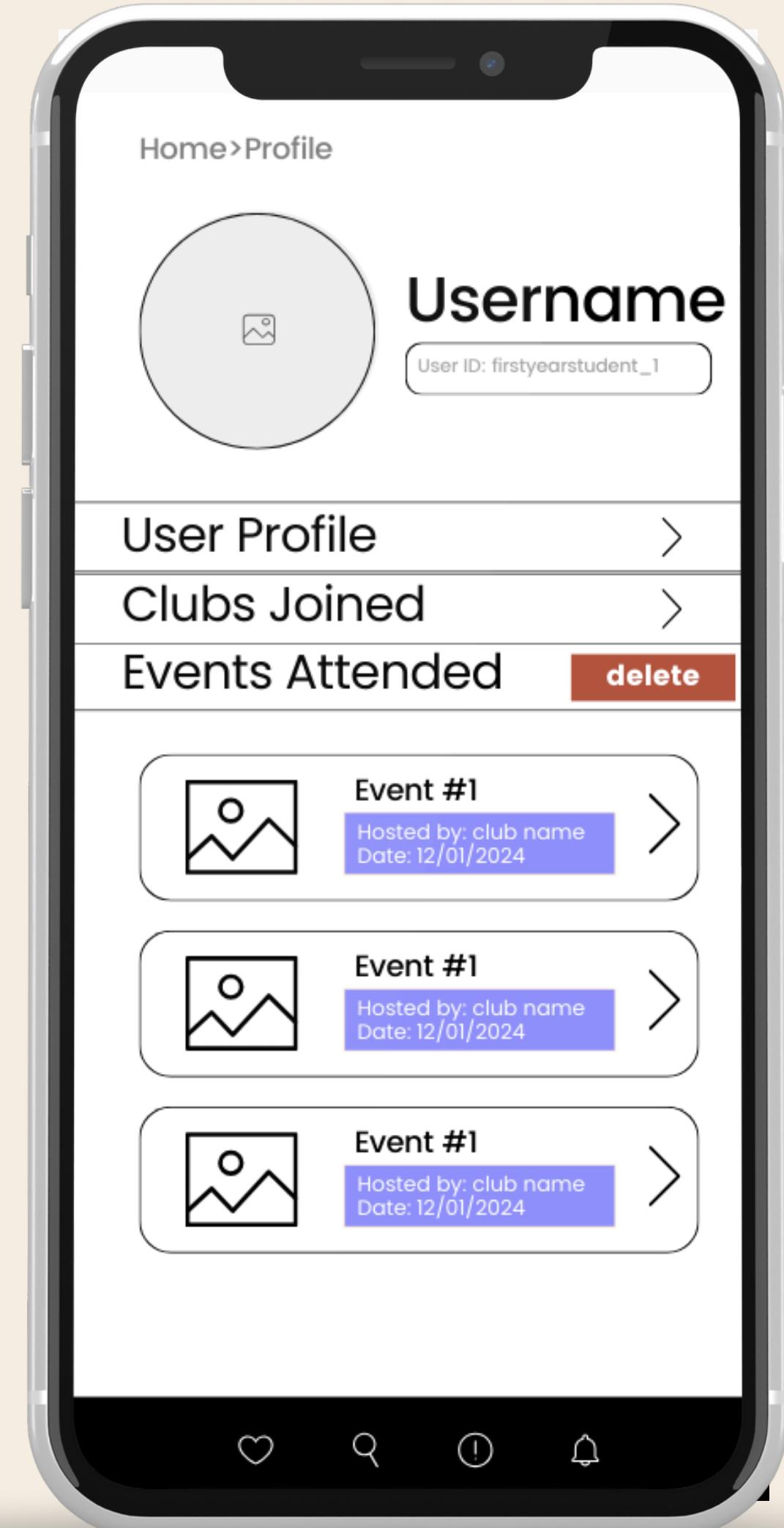
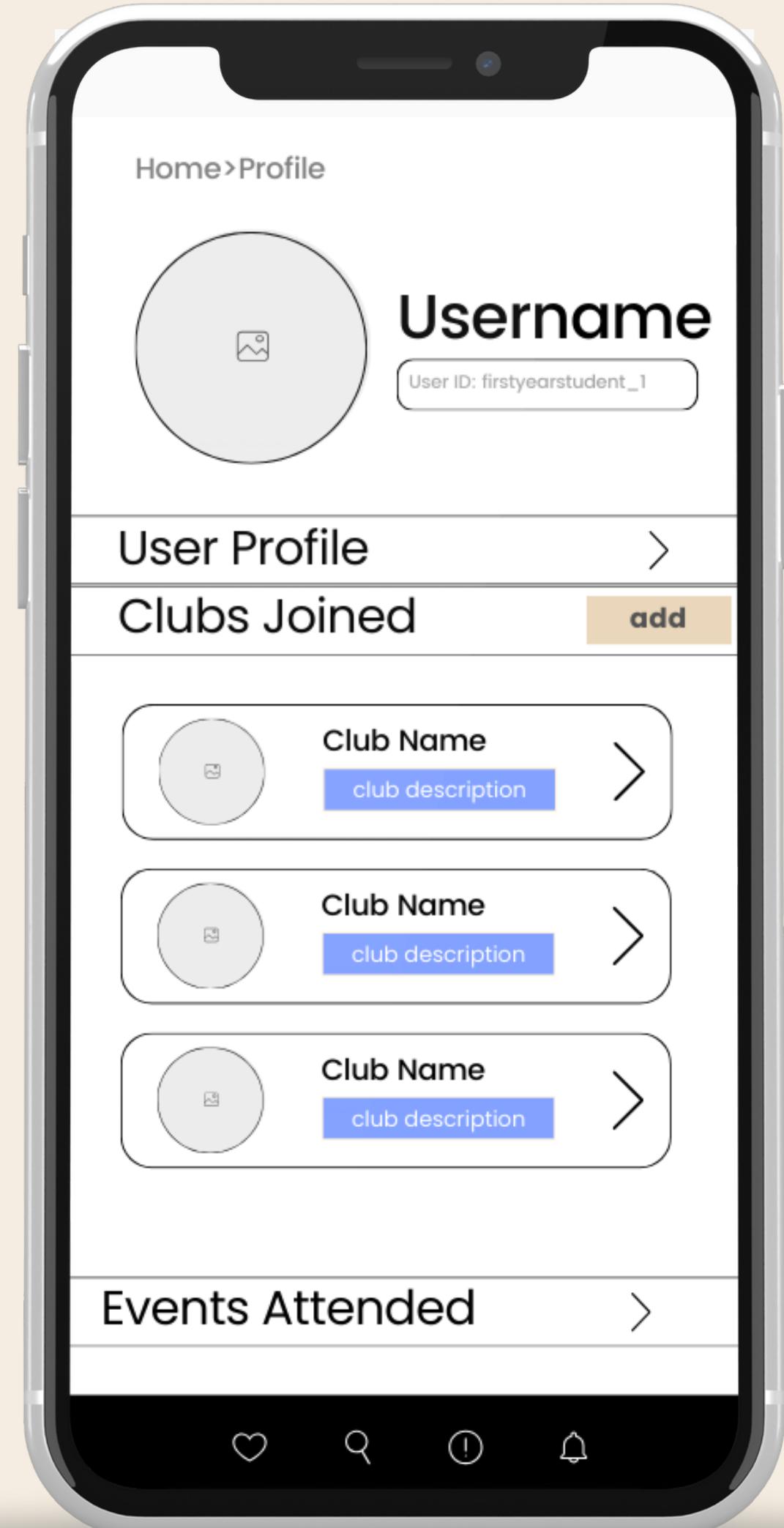
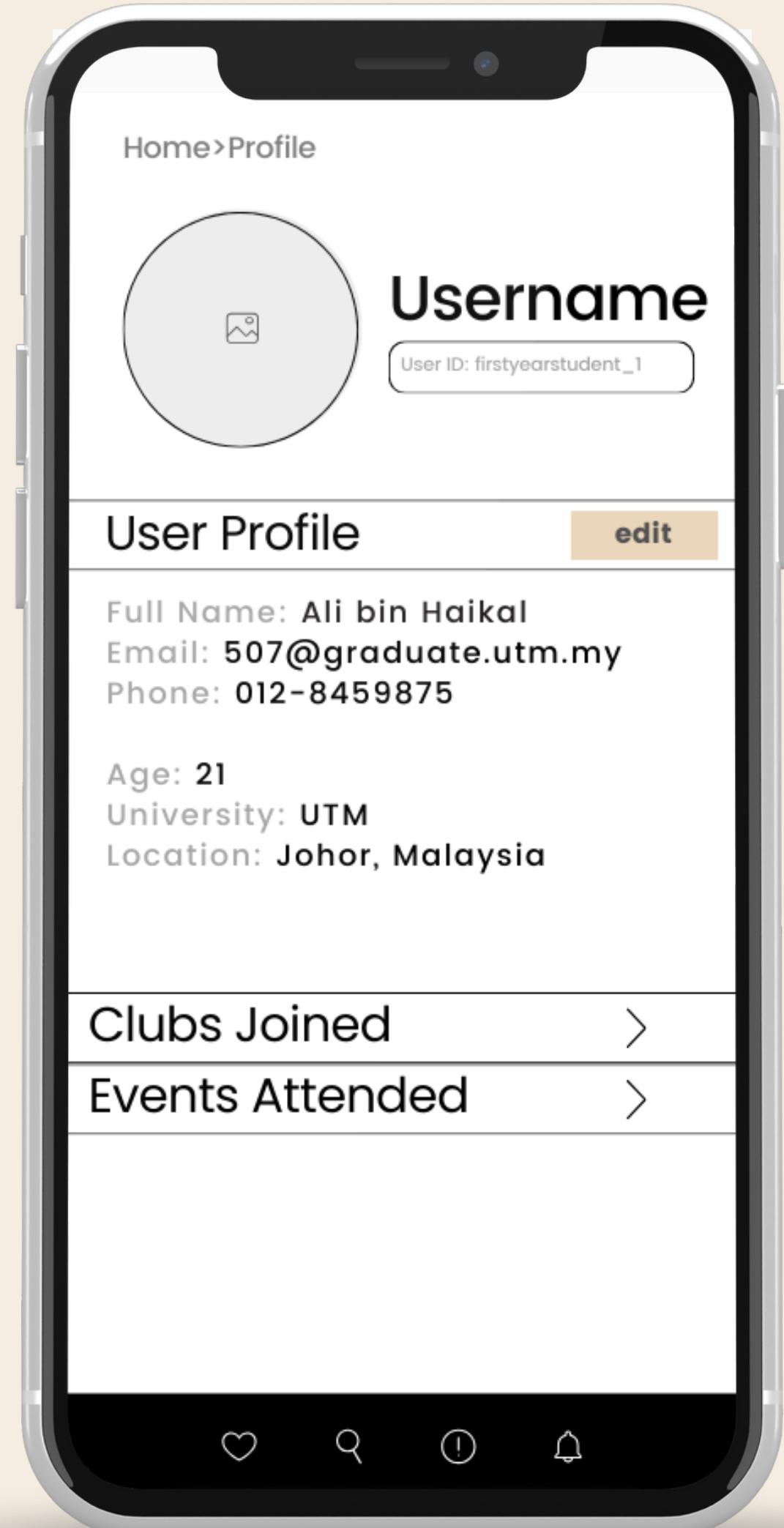
Yesterday

Notification #4 

Notification #5 

Notification #6 





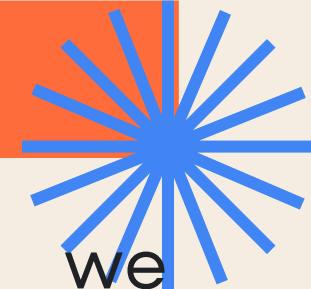


Fifth stage of design thinking

05



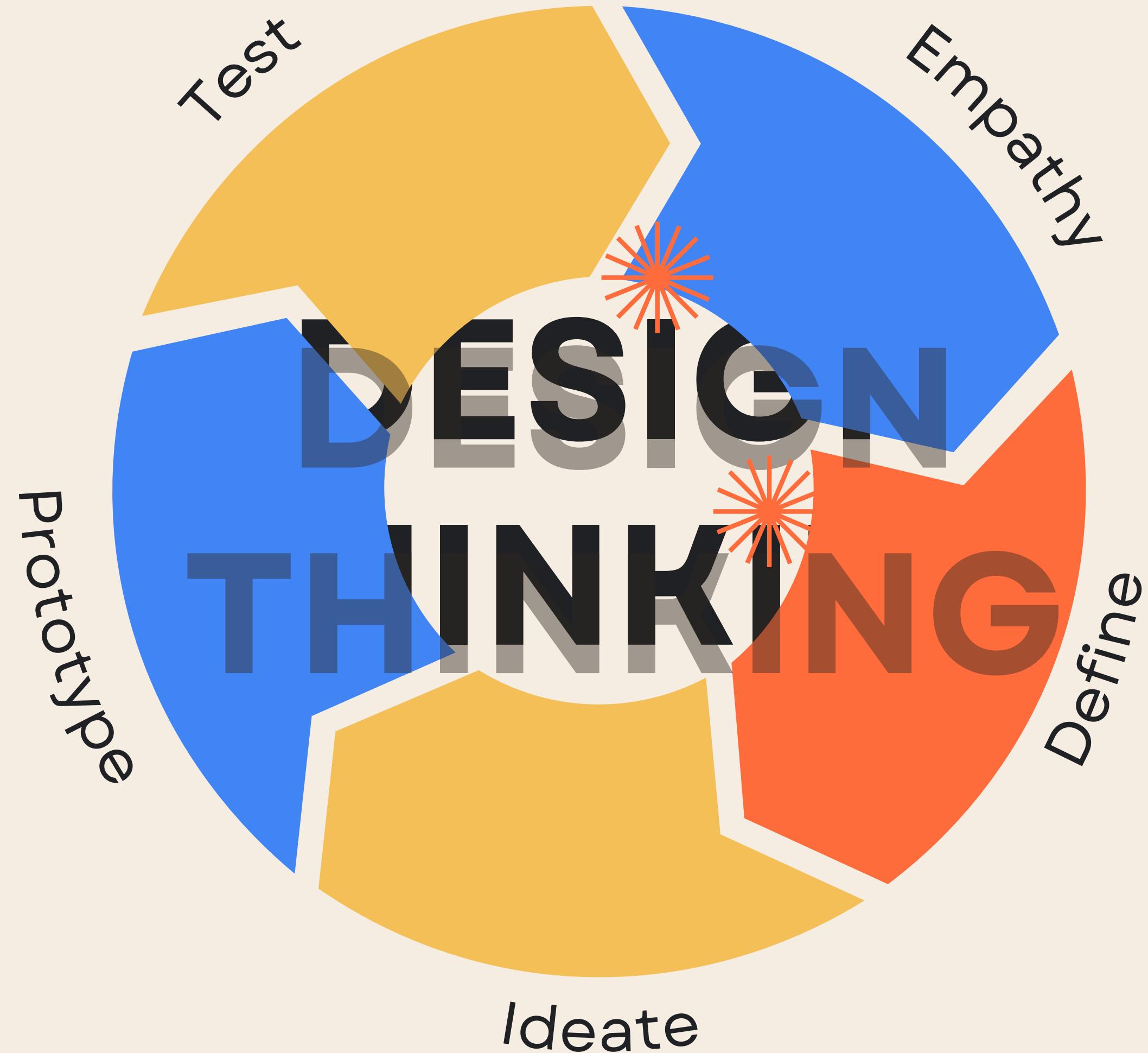
First Test



After presenting our prototype to our user, we received generally positive feedback from them about the app. It was user friendly and contains all of the features they expected. However, some further improvements could be made to refine the application better. One of the more specific criticisms we received is the complicated interface that causes our respondents to feel confused when navigating it.

Second Test

After refining and modifying our prototype by simplifying the interface, creating a cleaner and less crowded look for the app, we have shown it to our test user as well. Our respondent was satisfied with the modification.



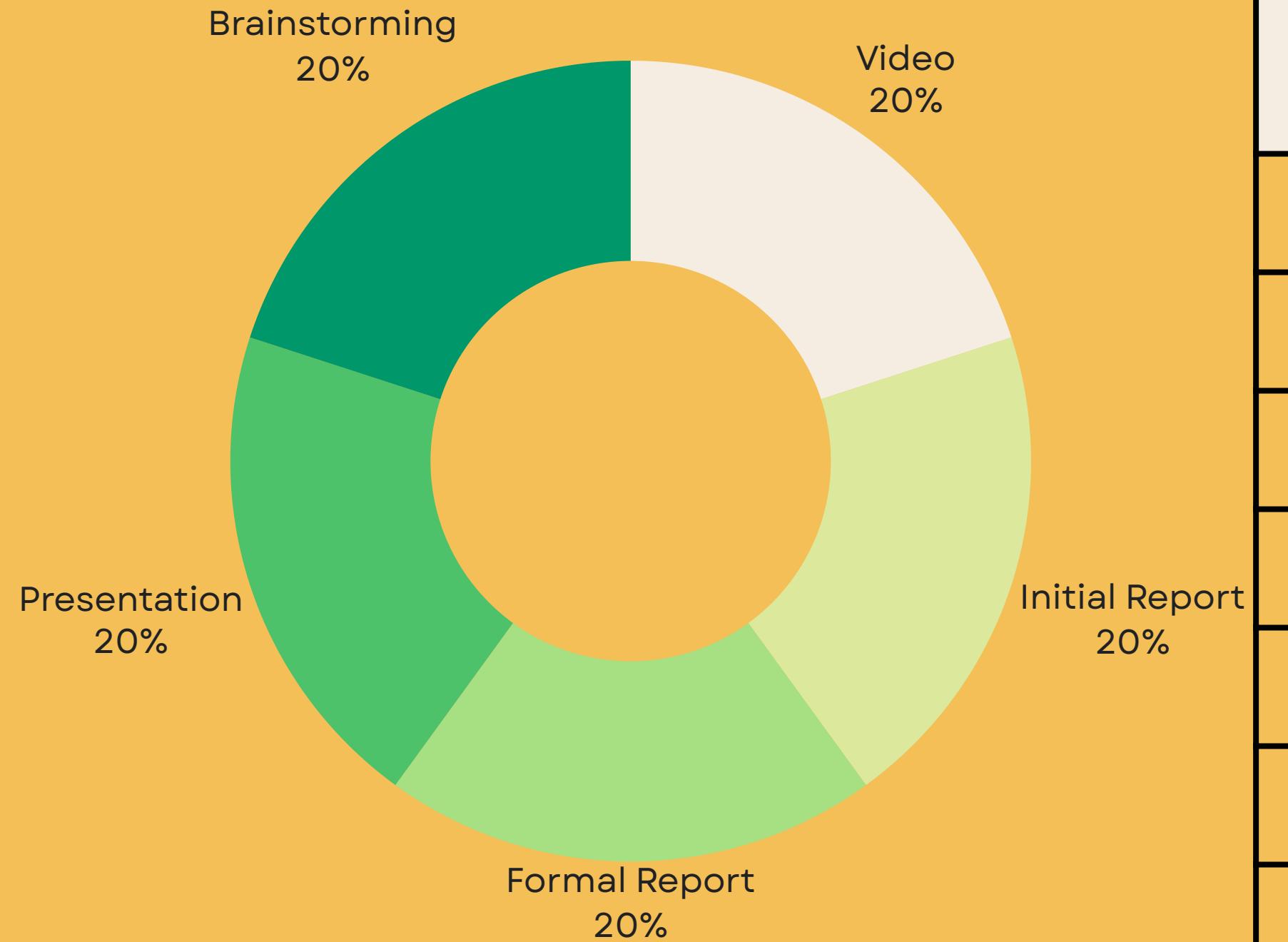
REFLECTIONS

our design thinking project with idea for a club application has been through several longer processes that, though arduous and unvisualized explicitly, it turned up to be an experience. it reshaped us into individuals who wanted to **understand deeper about aspects of information system and technology.** We aimed at our case by conveying systematic methodology and pointing in person. This makes it easier for us to look for problems in society and solve problems and at the same time provide

Group 8



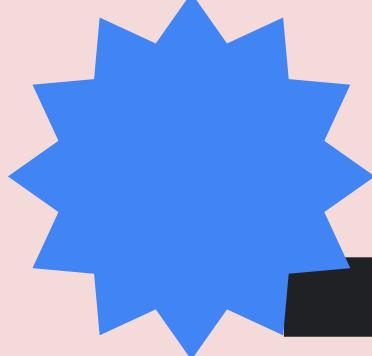
WORK DISTRIBUTION



	Lee Lai Quen	Ow Yee Hao	Thang Wei Jie	Jabar Arya Lokananta
Introduction				
Empathy				
Define				
Ideate				
Prototype				
Testing				
Reflection				

TEAM WORKING EVIDENCE





Thank You



for listening

Clubbi, your way to an amazing university life!



University of Technology Malaysia