



Lock in your connections!



VIMLOCATOR

ACTIVITY 2 - NEED FINDING

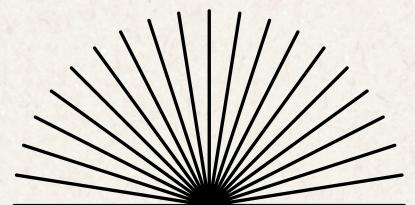


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Data Collection Methods Employed

1. Online Survey

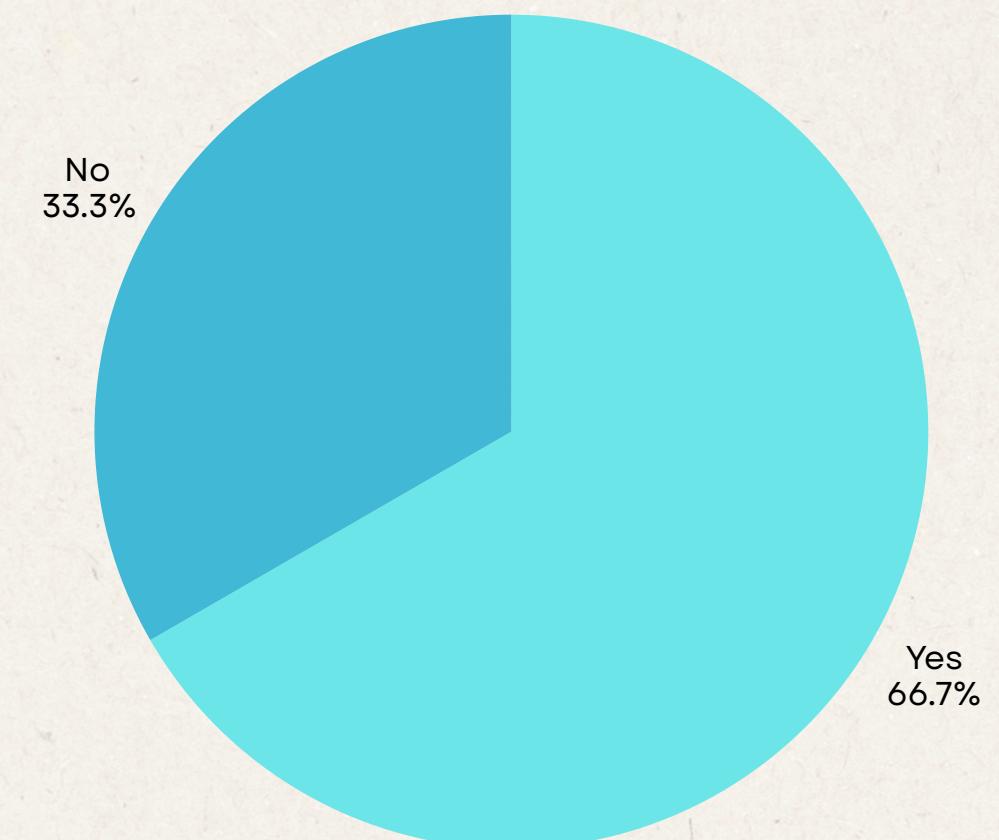
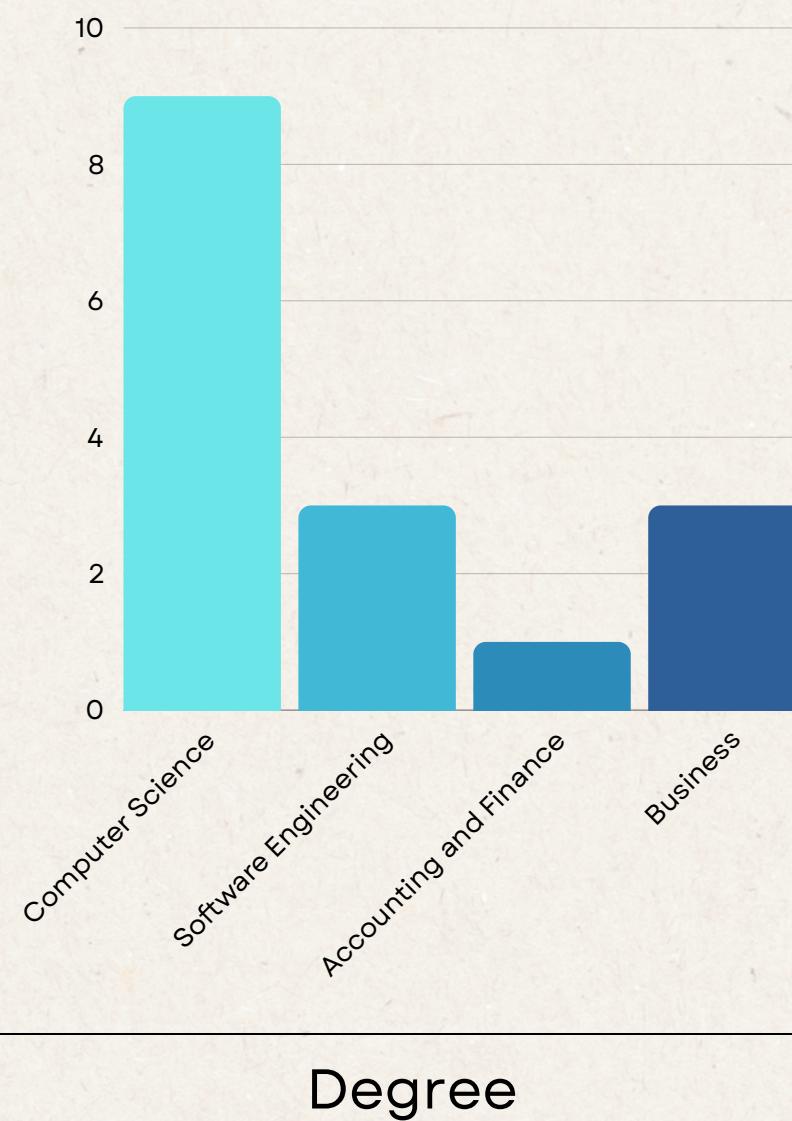
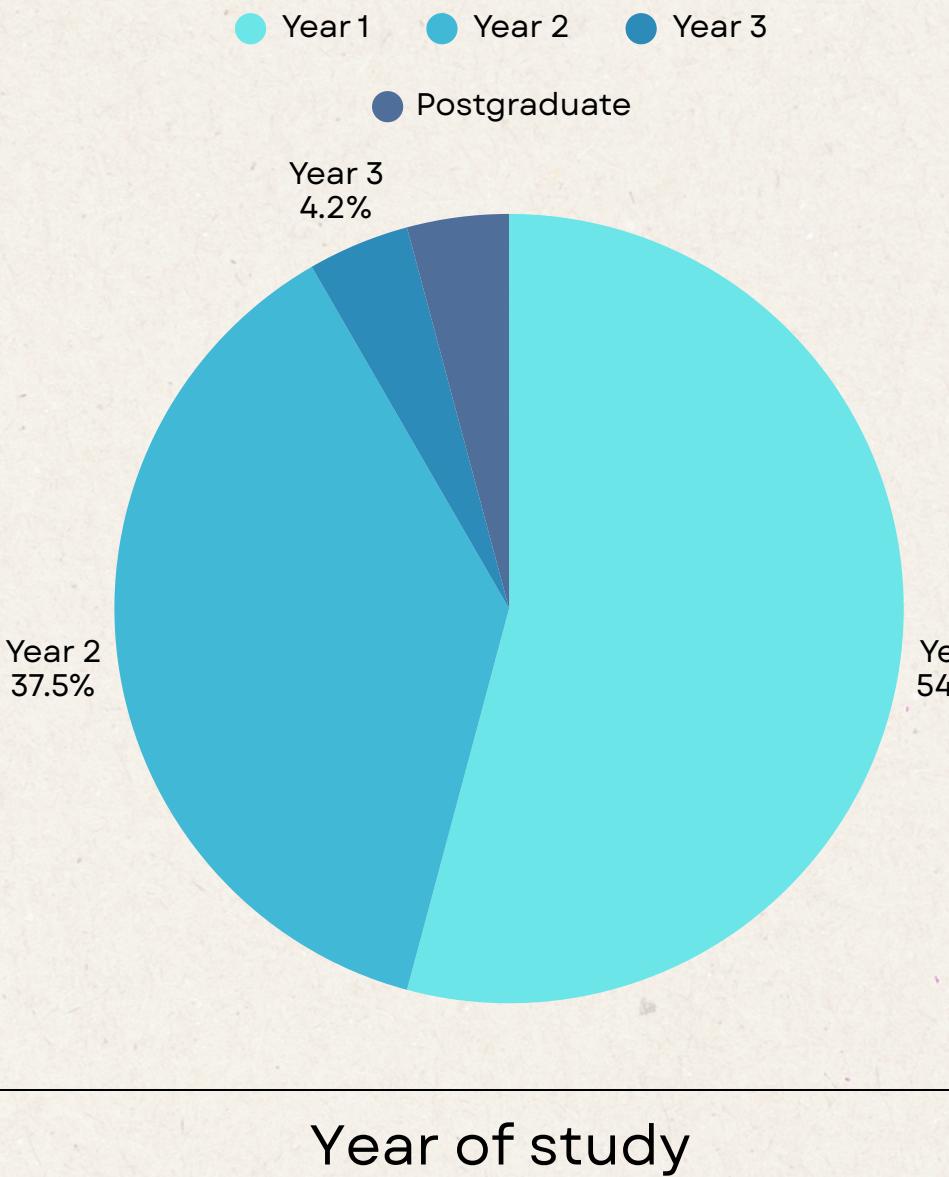
- Participants from different degrees and years
- Covering a large demographic
- Gathering quantitative insights on social challenges, interests & feature expectations

2. Interviews

- Conducted with professors
- Gathering the viewpoint of caretakers and professionals
- Collected deeper insights about social barriers, user motivations, privacy concerns

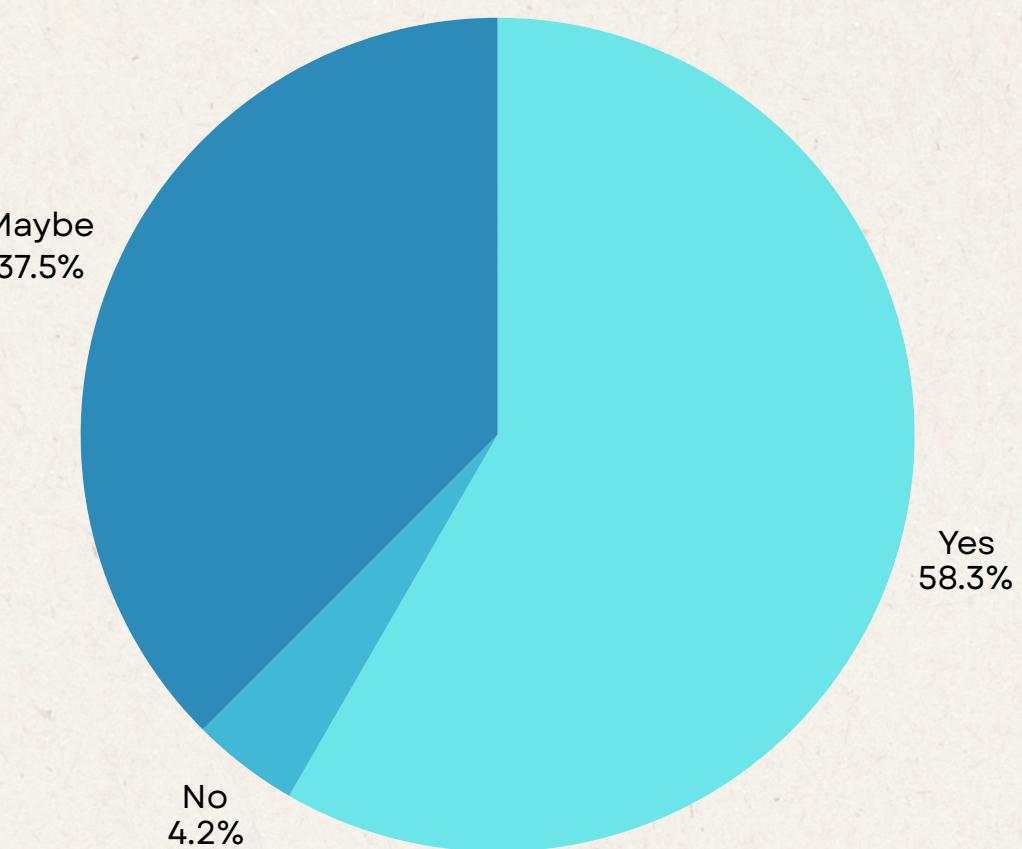
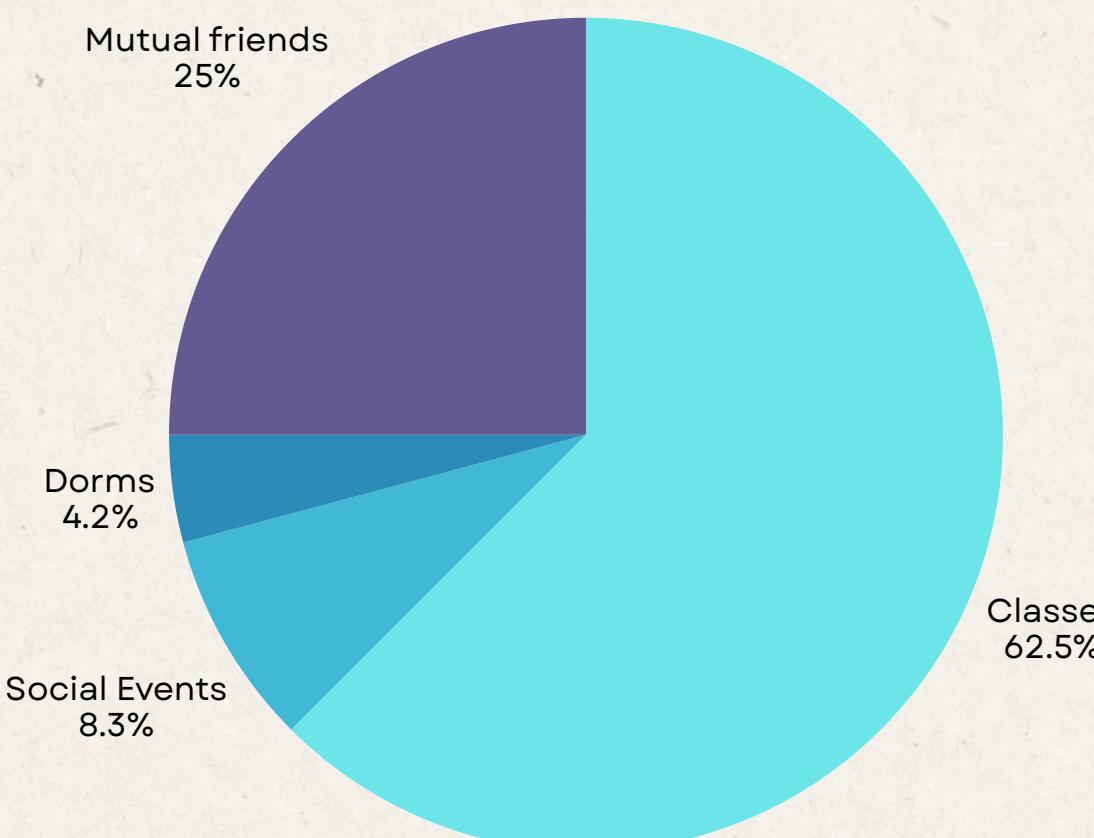
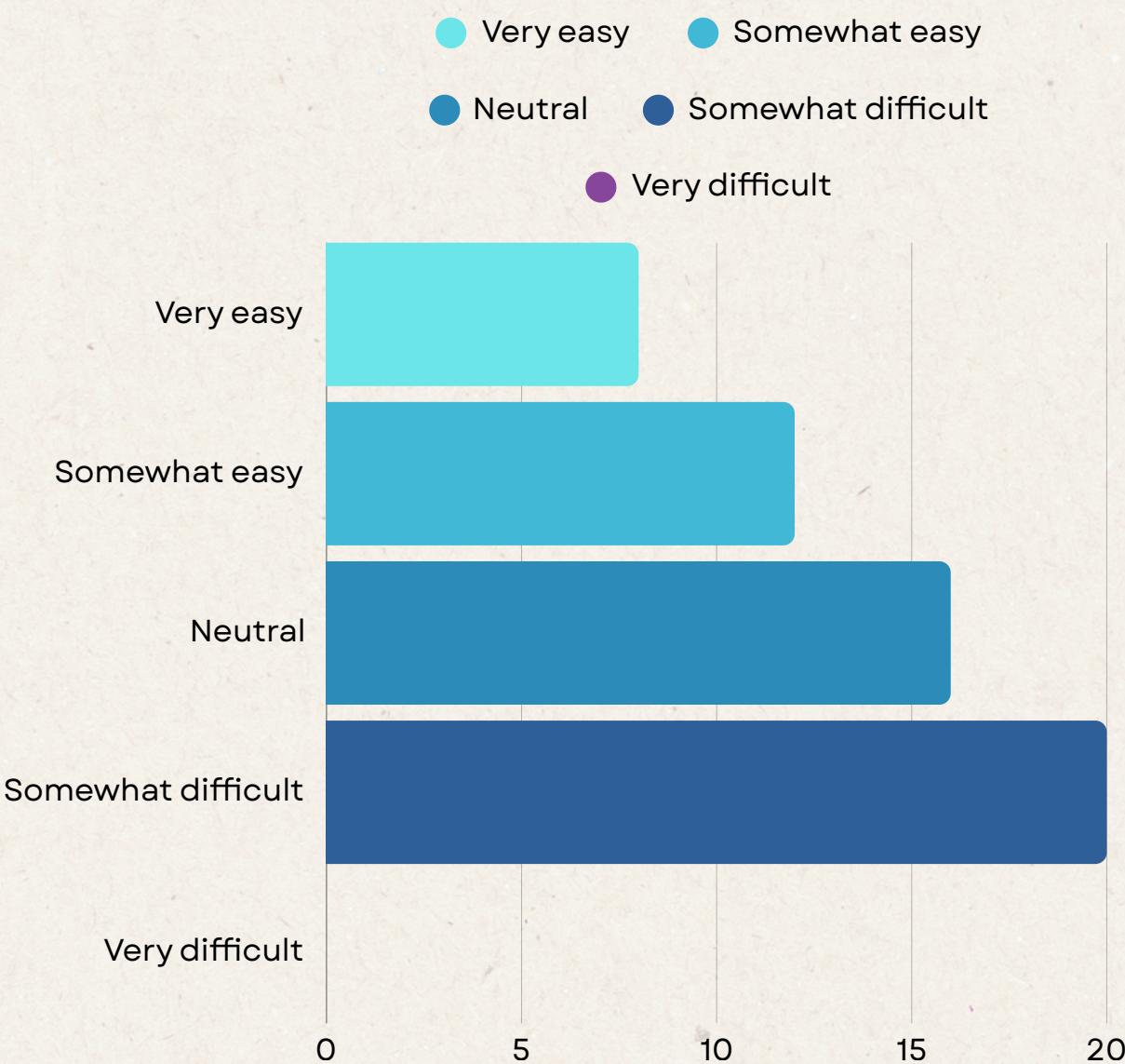
Survey Results

Insight gained from the survey



Survey Results

Insight gained from the survey



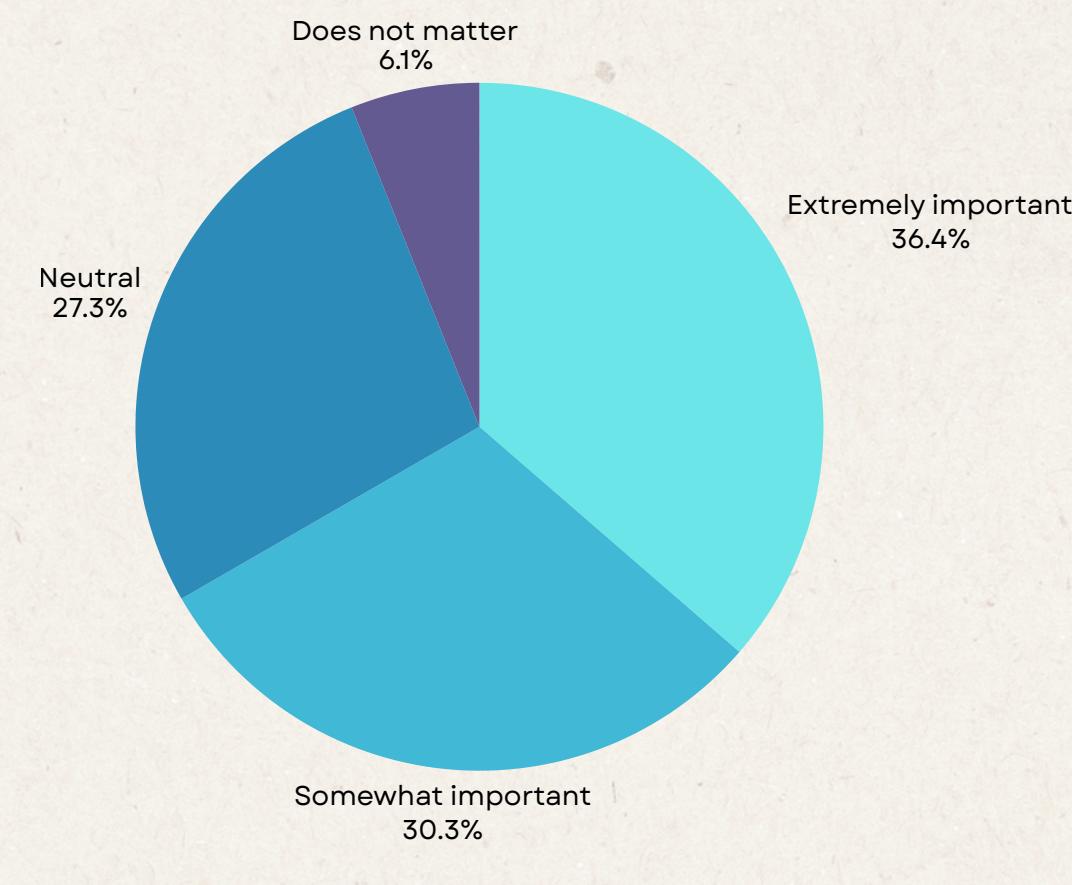
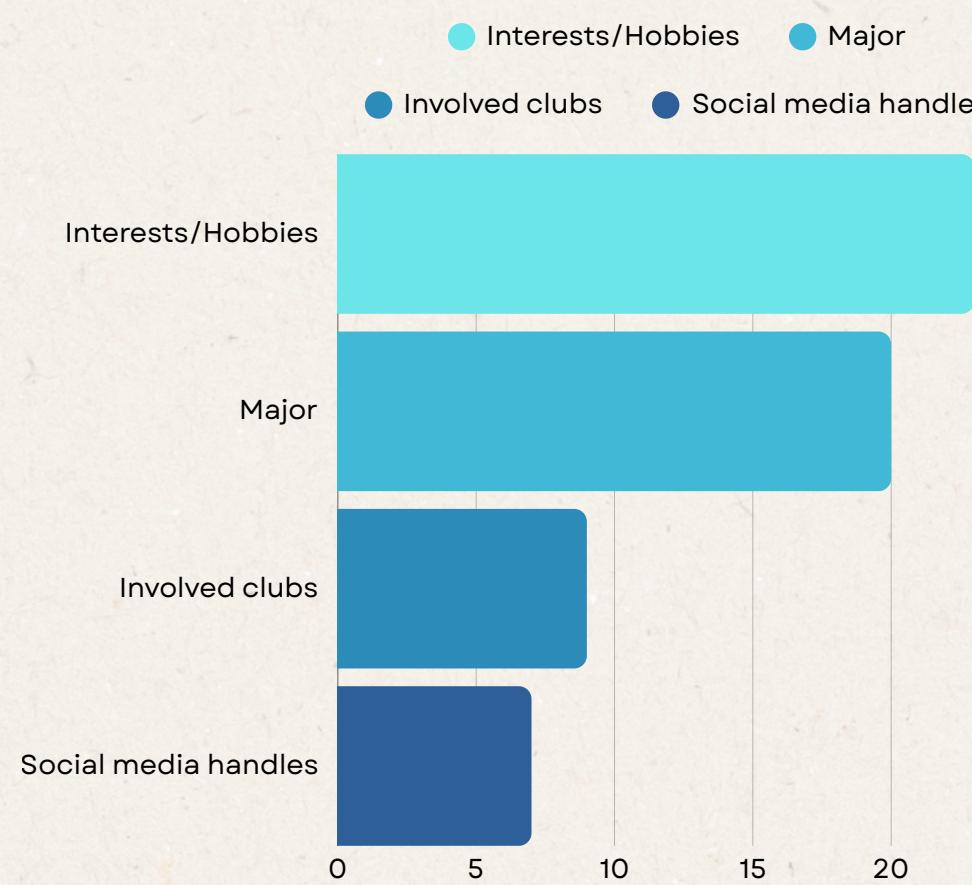
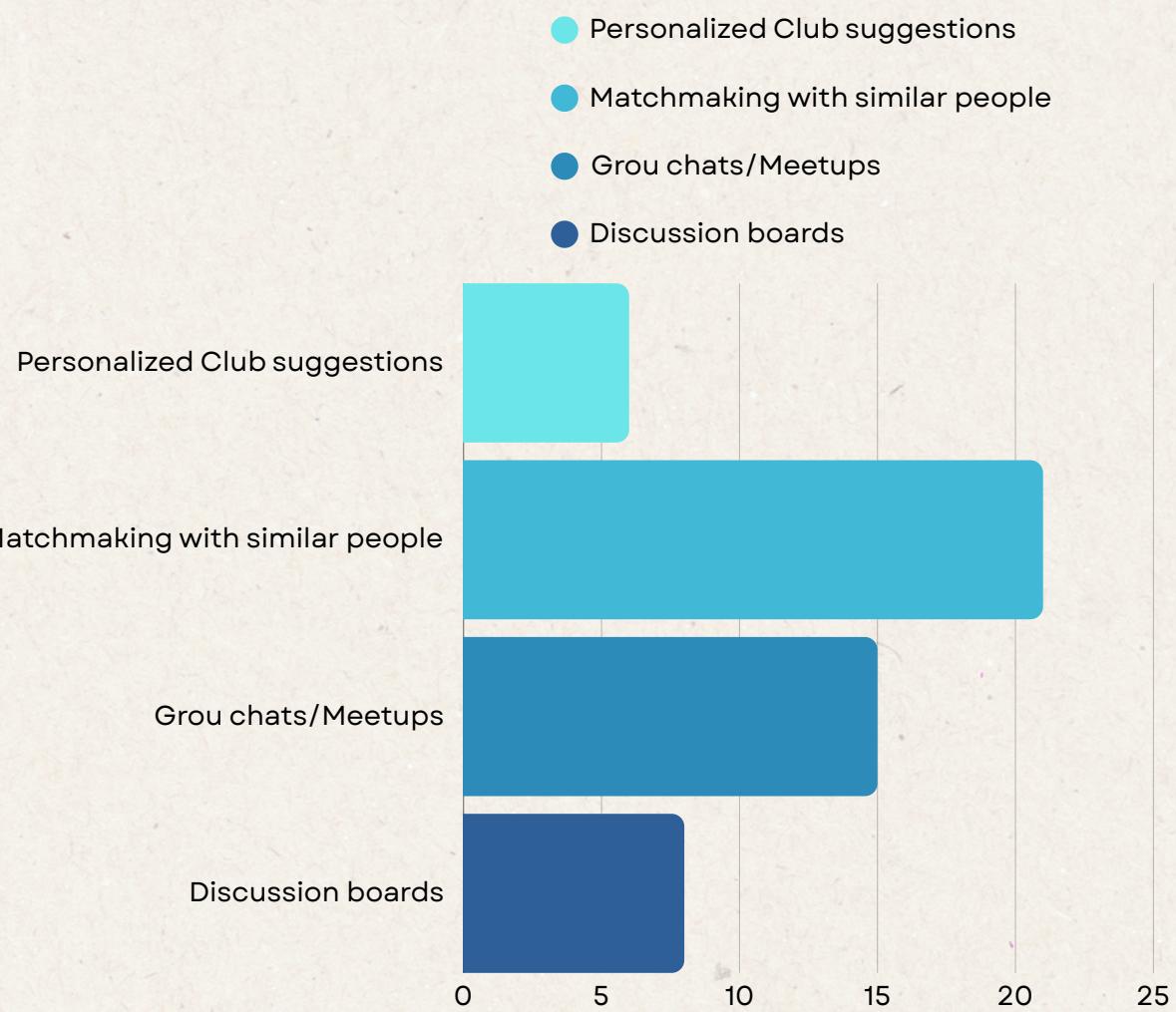
How easy is finding friends?

How did you meet the current friends?

Interest in the app

Survey Results

Insight gained from the survey



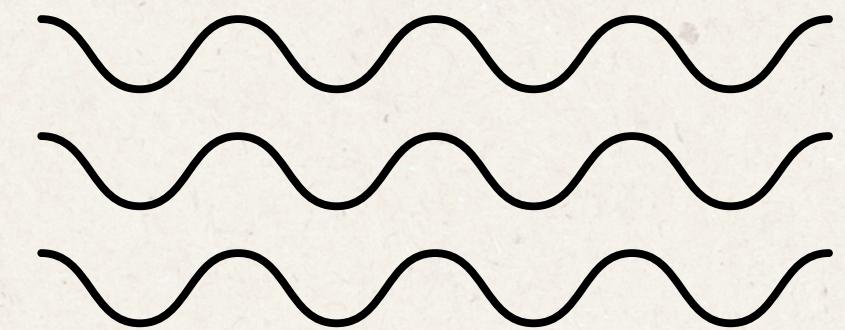
Most important features

Comfort sharing information

Importance of privacy and safety

Biggest Challenges when making friends

- People are ignorant.
- Not enough social opportunities to meet and talk more at school
- Finding a common interest
- Shyness/Difficulty in approaching people
- Language barrier
- Already existing groups



Interview results

08/19

1. How do you usually make new friends at university?

- Mostly through joining clubs, talking to people during breaks, and casual cultural exchange.

2. Do you find it easy or difficult to discover clubs and events? Why?

- Difficult – the university doesn't communicate well; relies on social media to find clubs.

3. What problems have you faced when trying to find people with similar interests?

- Large cultural diversity and few interest-based events make it hard to meet like-minded students

4. What would help you feel more confident about joining new groups or clubs?

- Having experienced students or active members guide newcomers and promote events more clearly

5. Would you use an app that matches you with students based on shared interests? Why or why not?

- Yes – especially as an international student; it would make socialising and adapting easier.

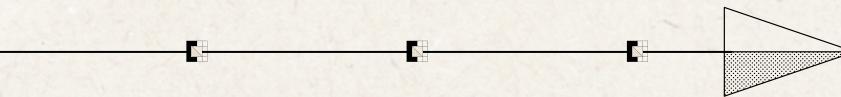
6. What features would make such an app useful or appealing to you?

- A simple, easy-to-use design with quick access to clubs and events.

7. How important are privacy and safety features when using a social app?

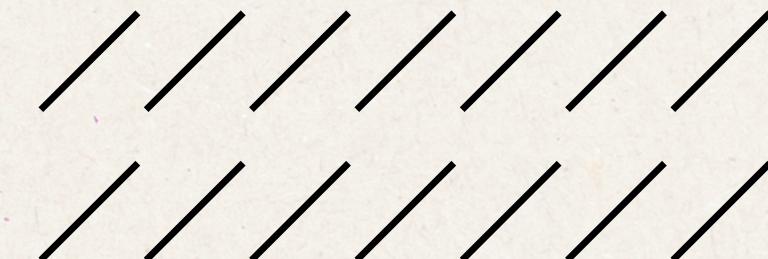
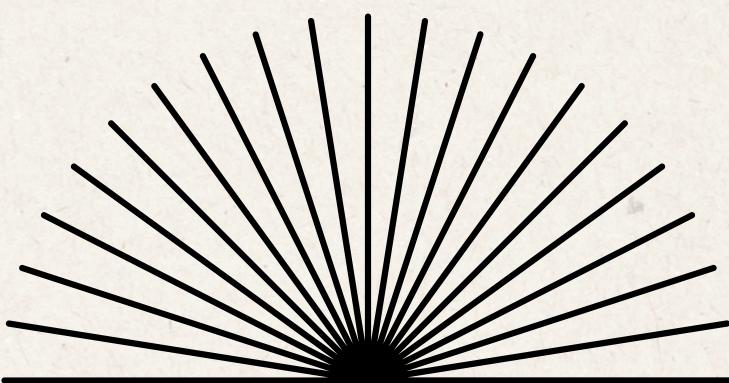
- Very important – personal data protection matters, especially when messaging or chatting.

Requirements



Functional Requirements

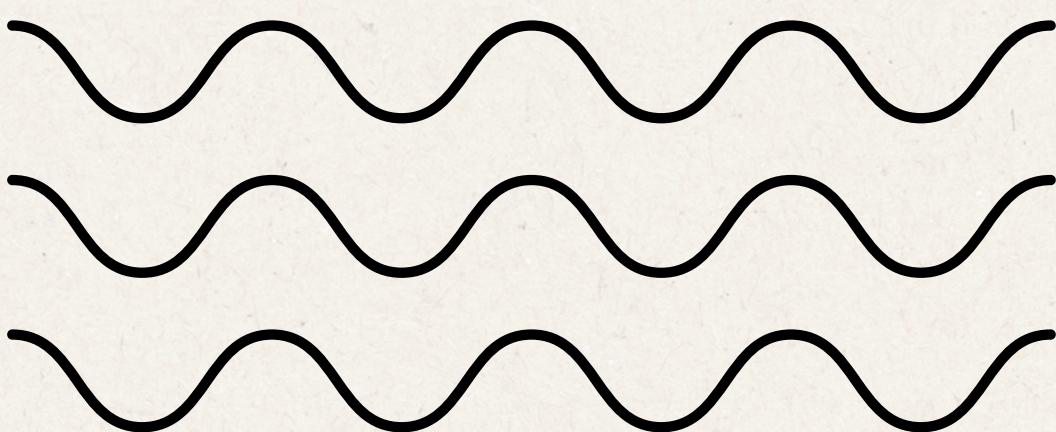
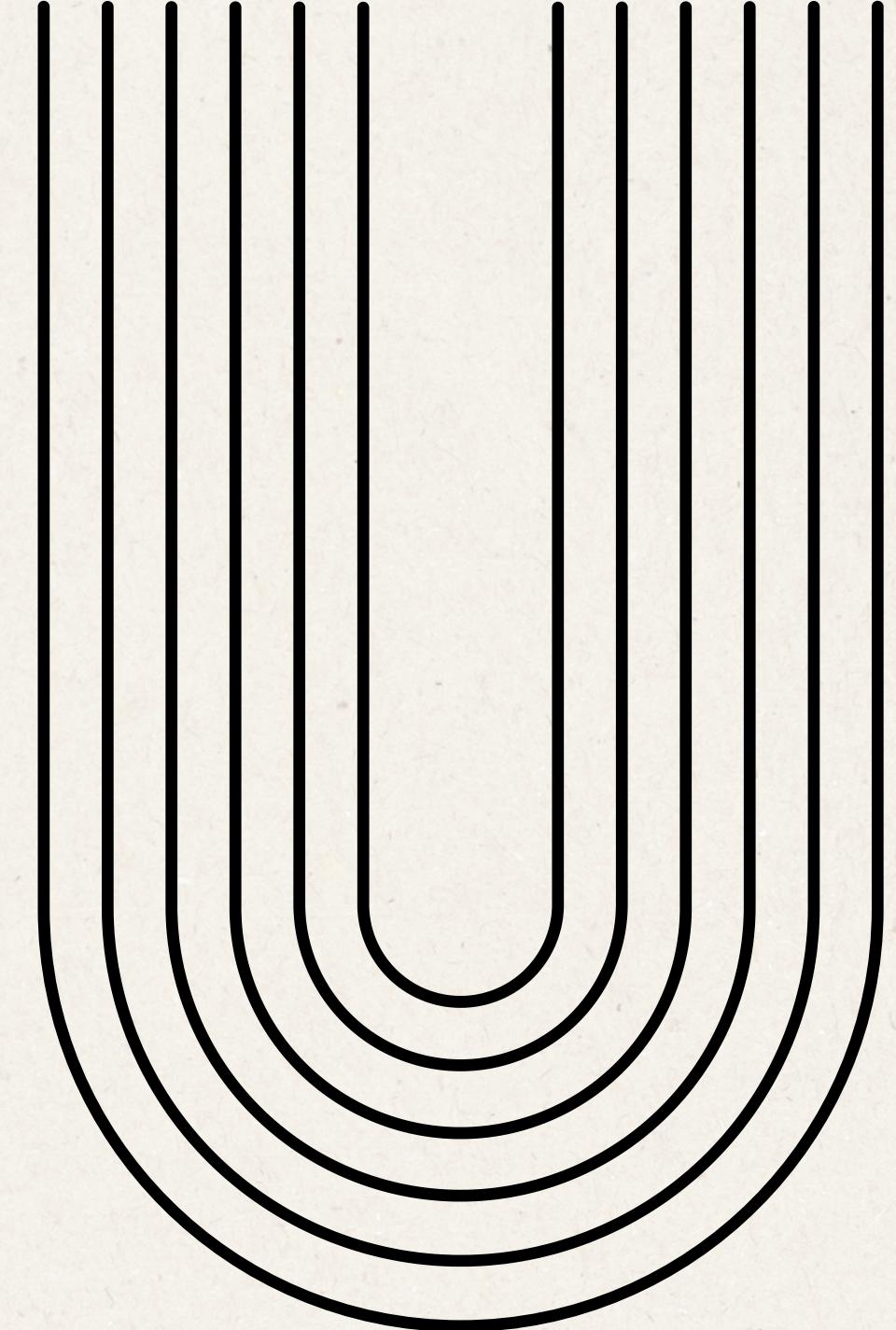
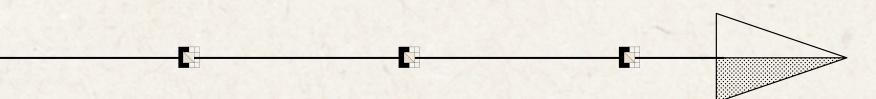
- Allow users to create profiles with basic details and interests
- Enable students to input and update their interests
- Match students with others who share similar interests
- Recommend clubs based on the user's interests
- Provide a searchable, detailed list of all university clubs
- Display personalised event recommendations
- Allow search and filtering for clubs, events, and students
- Enable users to connect (send/receive requests or messages)
- Allow saving/bookmarking clubs, events, or profiles
- Provide clear user-controlled privacy settings



Non-Functional Requirements

- *Performance*
 - Load main screens in under 3 seconds
 - Handle multiple users simultaneously without lag
- *Security*
 - Encrypt and securely store all personal data
 - Provide robust privacy protection and optional anonymity
- *Reliability*
 - Minimal app crashes and high uptimes
 - Recommendations must be updated accurately and consistently
- *Compatibility*
 - Fully functional on mobile devices and browsers
- *Scalability*
 - System must handle growing numbers of users and clubs
- *Maintainability*
 - Allow easy updates for club data, events, and UI changes

Requirements



Usability & UX Requirements

- *Ease of Use*
 - Intuitive, beginner-friendly interface
 - Onboarding should take under 2 minutes
 - Key tasks should require no more than 2-3 taps
- *Accessibility*
 - Clear icons, readable fonts, high contrast
 - Suitable for students with low digital confidence
- *Emotional Comfort*
 - Interface must feel welcoming and reduce social anxiety
 - Avoid overwhelming screens or excessive information
- *Privacy Experience*
 - Profiles are private by default
 - Users choose what to share and who can see it
 -
- *Feedback*
 - Clear success indicators (“Saved”, “Joined”, “Matched”)

Persona 1

Ronette Richards

- Age: 19
- Year: 1st
- Major: Business Studies

About

A passionate student new to university life. She wants to socialize but often gets overwhelmed and feels unsure about her surroundings.

Goals

- Make friends with similar interests
- Join a club where she feels safe and comfortable
- Build confidence in social situations

Frustrations

- Social anxiety prevents her from approaching people
- Doesn't know which clubs match her interests
- Feels awkward attending events alone



Persona 2

Max Weber

- Age: 21
- Year: 2nd
- Major: Computer Science

About

Outgoing and friendly, but extremely busy due to coursework and a part-time job.

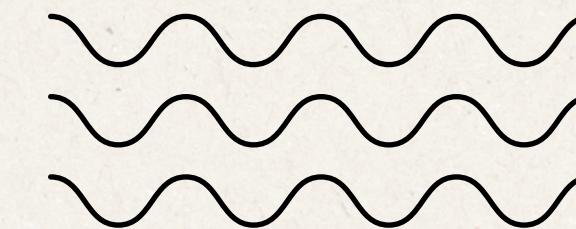
He wants to stay involved at university but doesn't have time to search for clubs or events across multiple platforms.

Goals

- Quickly find clubs and events that match his interests
- Save time when searching for activities
- Connect with other students in his course or hobbies
- Stay socially active despite his tight schedule

Frustrations

- Information about university clubs is scattered across websites, posters, and social media
- Club pages often outdated
- He misses events because he didn't know they were happening
- He wants personalised suggestions rather than long lists





Scenario 1

Ronette Richards - First-year student, socially anxious, wants to make friends.

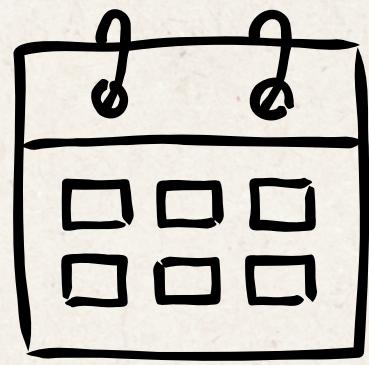
Scenario -

- Aisha has just started university and feels anxious about meeting new people.
- She looks at posters and the university website, but none of the information feels clear or personalised.
- She wants to join a club that matches her interests but fears feeling out of place.
- Using the Campus Connect app, she receives interest-based matches with other students and personalised club recommendations.
- The private messaging feature helps her feel safe before meeting anyone in person.
- She gains confidence and attends her first club event.



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Problem Highlighted - Social anxiety, unclear club information, fear of joining alone



Scenario 2



Max Weber- Second-year student, very busy, wants efficient club/event discovery.

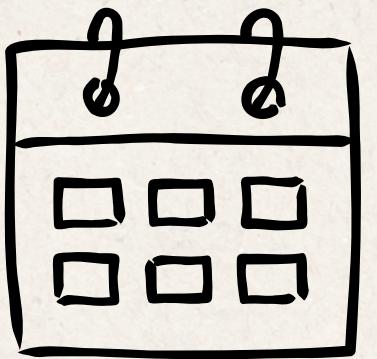
Scenario -

- Daniel wants to participate in university events but doesn't have time to search multiple platforms.
- University website, posters, and Instagram pages give him outdated or scattered information.
- He often misses events he would have enjoyed because of the time it takes to find them.
- With Campus Connect, he receives personalised club and event suggestions based on his interests.
- The app lets him filter quickly, bookmark activities, and get notifications for relevant events.
- Daniel finally joins activities without wasting time.



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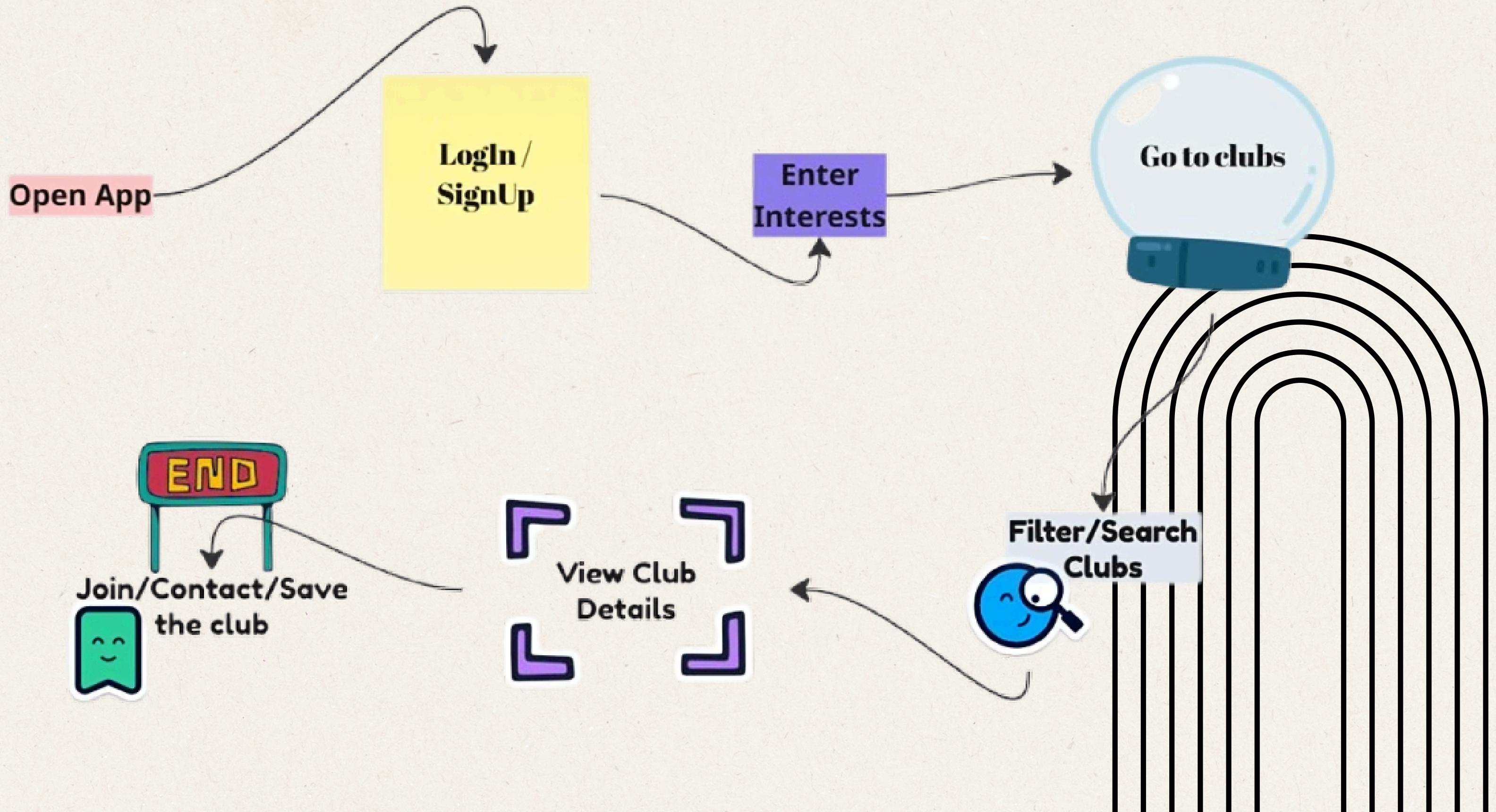
Problem Highlighted - Scattered information, outdated event listings, lack of efficient discovery.

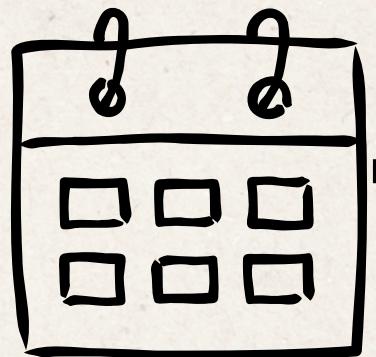


Task Analysis

15/19

Task 1: Find a club

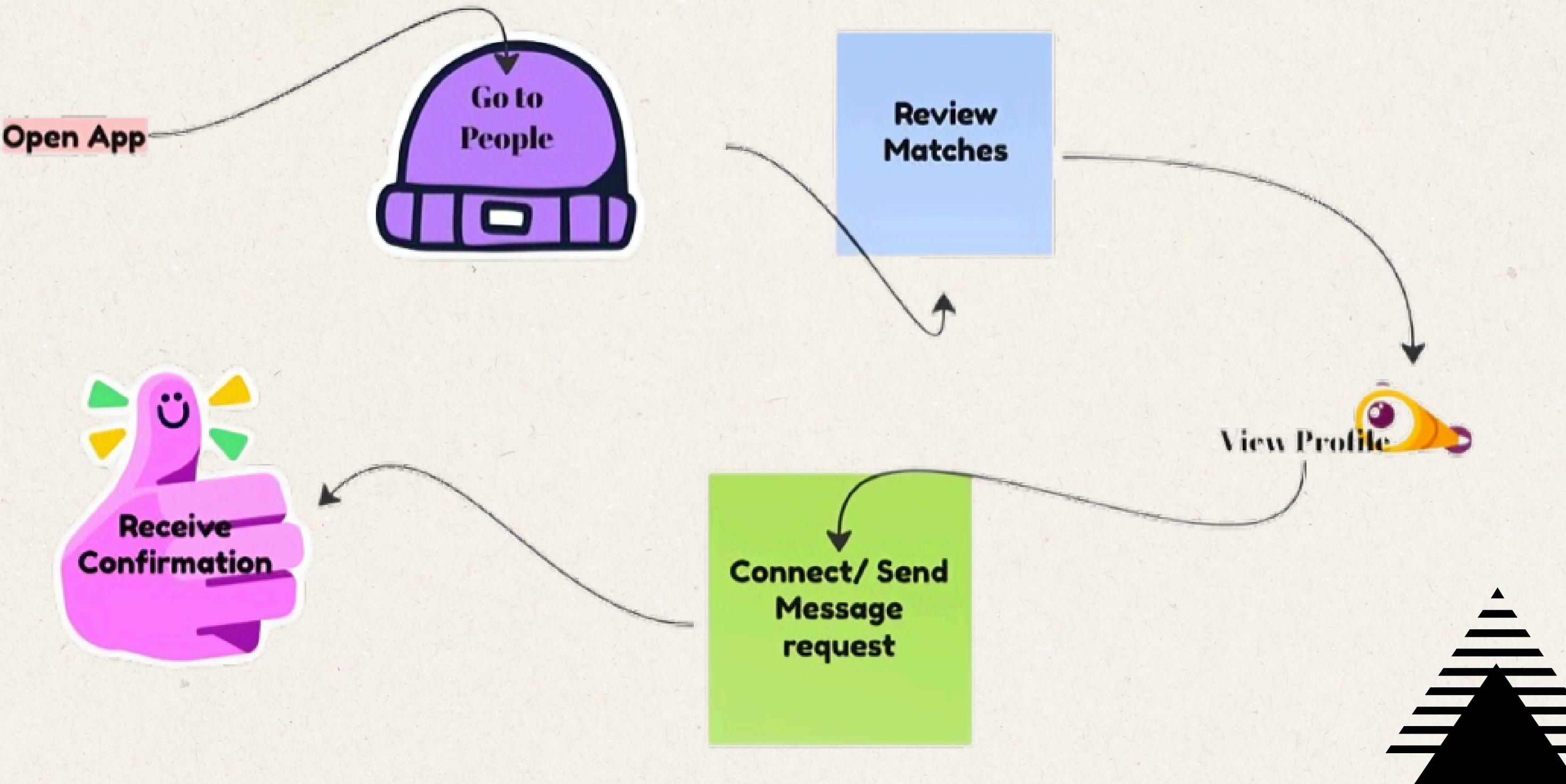


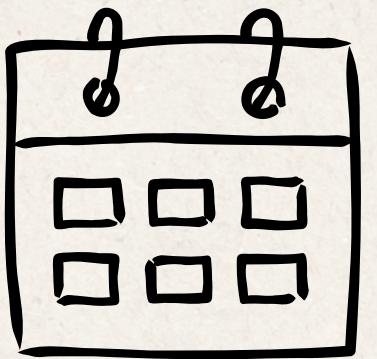


Task Analysis

16/19

Task 2: Connect with students

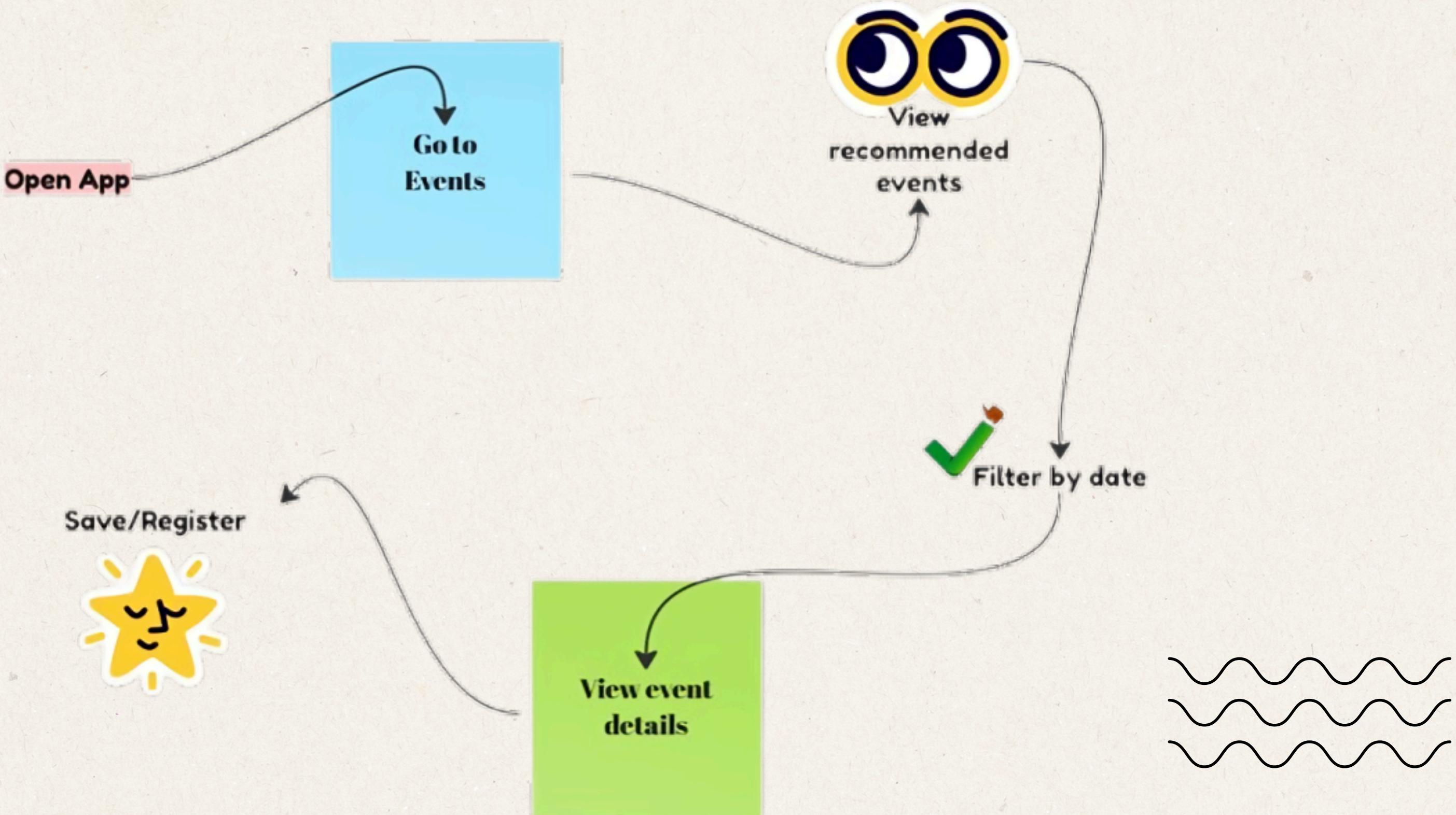




Task Analysis

17/19

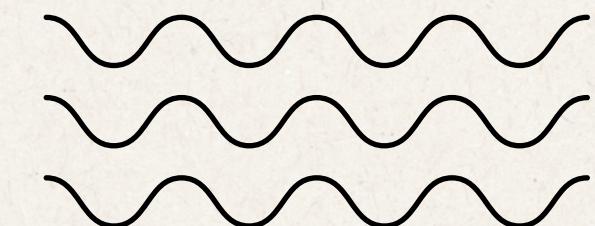
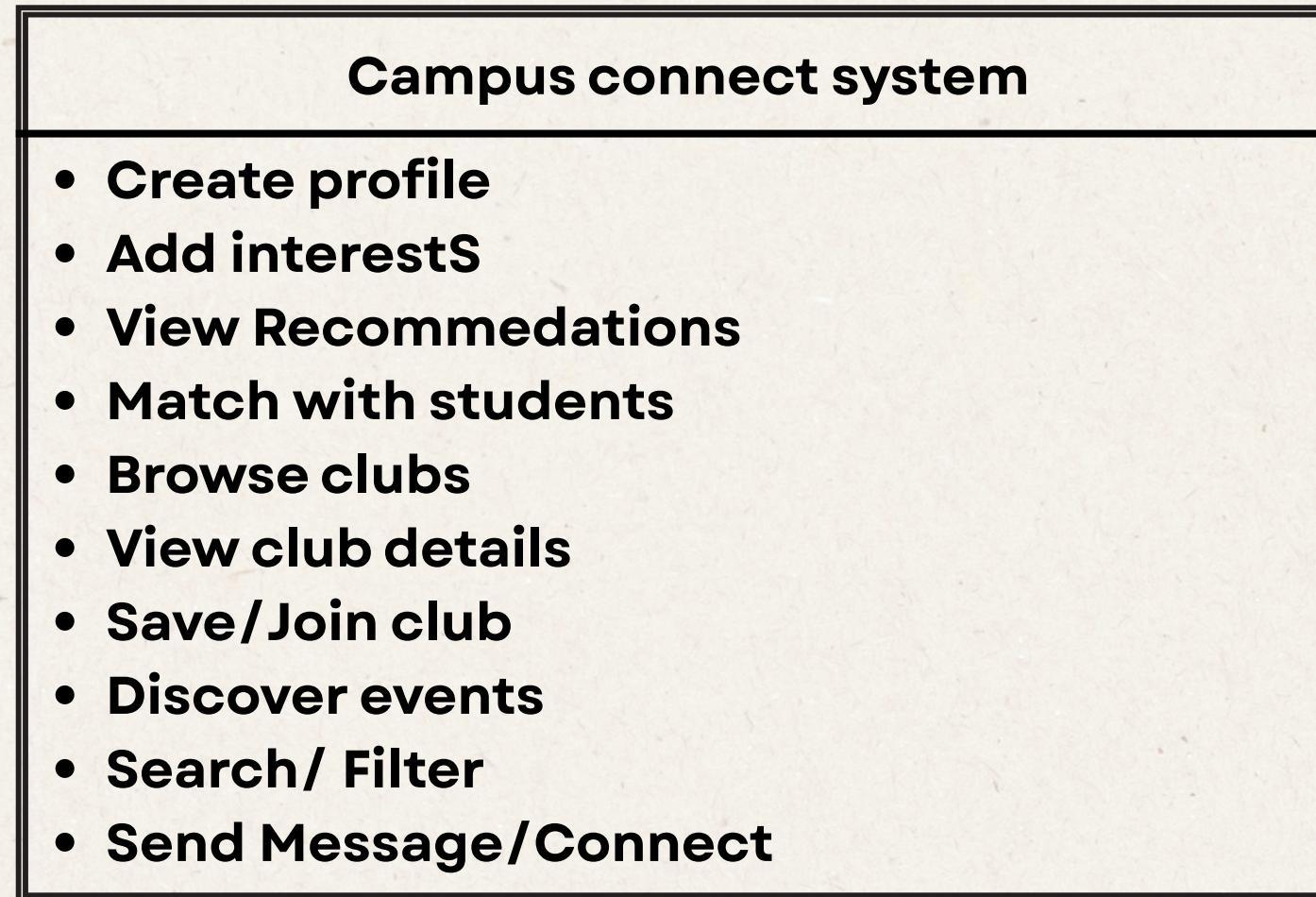
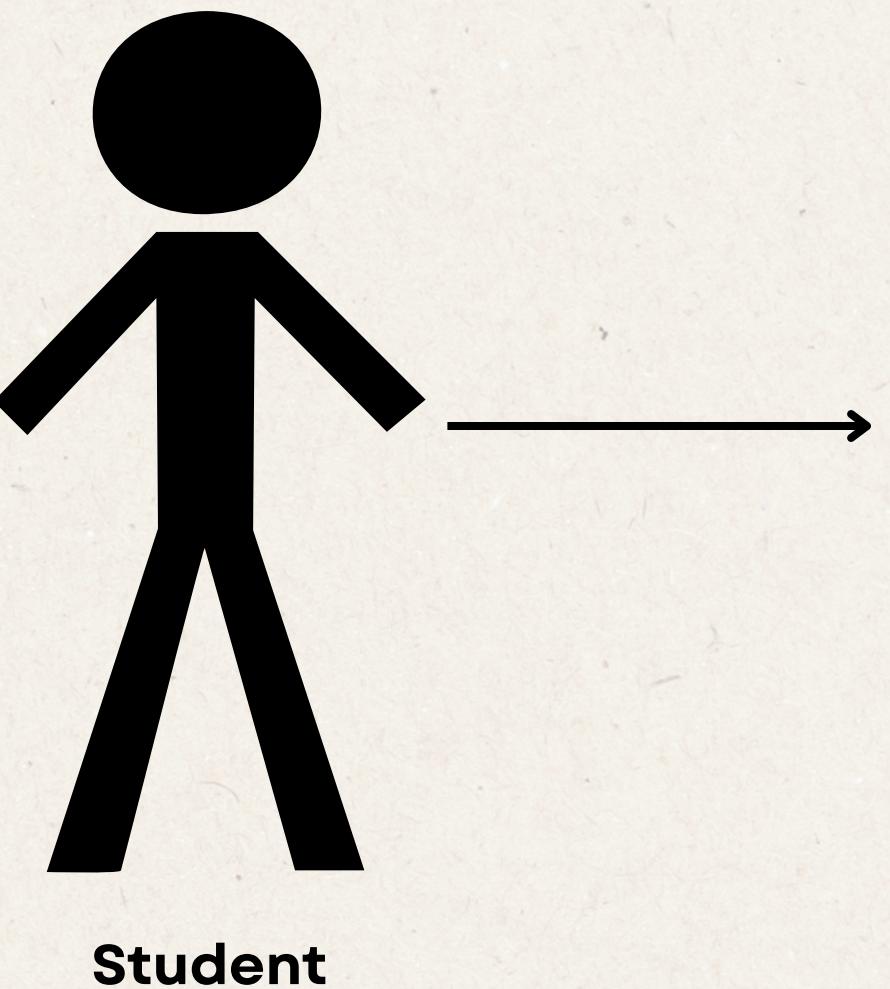
Task 3: Discover an event

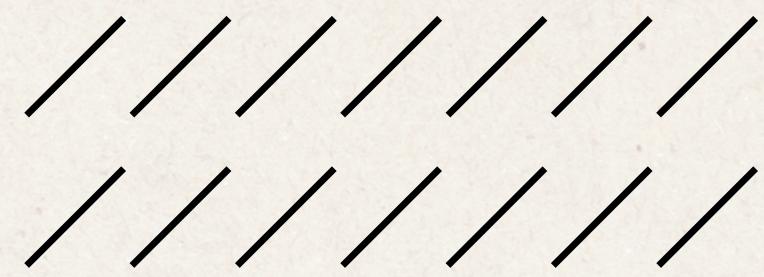




Use Case Diagram

18/19





Justification

User finding

Students struggle to discover clubs and events

Students find it hard to meet like-minded people

Students feel anxious joining new groups: want guidance

Students want convenience and easy access to information

Users want a simple, easy-to-use interface

Privacy is very important, especially when messaging

Requirement derived

Club discovery + event discovery system: clear navigation

Interest-based student matching + personalised recommendations.

Simple onboarding, supportive UI, clear hub details

Fast search, filters, accessible app layout

Clean UI and minimal steps to perform actions

Strong privacy settings, protected profiles, secure messaging