Group 9

CCT485
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A5: Preliminary Design - Medium Fidelity

TEAM MEMBERS

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A4 Thematic Analysis Summary

In A4 Contextual Inquiry field report and data analysis, we examined the different themes and patterns that were shared across participants. After analysis, we found three prominent themes that should be addressed in the prototype solution. These themes were:

- Lack of motivation
- Participant's focus and critical period
- Participant's primary resource and service

We found that the majority of participants did not have to motivation to search for and/or participate in any events, whether of interest (Task 2) or a specific interest (Task 1). It was important that the prototype implemented a feature that would help increase motivation, like incentives or applying a gamification system.

It was also found that participants would generally lose focus within the first few seconds of seeking events. This observation indicates that the prototype should be concise and deter from irrelevant information to the user. From the study, we were able to understand that participants show loss of interest as they progressively browse events. This is similar to behavioural patterns of Google searching, where it is most common to only view the results of the first page and subsequent pages are irrelevant to the user. So, for students to participate and explore events, it should be in their similar interests to prevent turnover rate and uninterest.

Lastly, it was found that the most commonly used social media service was Facebook, even though in the post-study questionnaire results we found that the participants regularly used social media services like Twitter, Snapchat, Reddit, Instagram and LinkedIn. This created the problem of participants only finding events that were only entered through Facebook. To help improve the overall experience in finding events is to help eliminate the process of searching numerous services. It should be made convenient and intuitive for the user. We learned that the user should not have to spend

majority of time collecting different sites or platforms to search for an event; all the information should collectively be in one hub. This will help eliminate the biases towards certain services and help gain exposure across different platforms and give them a platform to promote their events in a singular hub.

Pain Points

Below are pain points we have discovered in our contextual inquiry, that were developed by our major themes;
- No incentive or motivation to search for and participate in events
- Being unsure of what words to search for
- Too many social media platforms to pick from to search on
- Irrelevant or past/former events clogging up search results
- Taking too long to search for an event

Design Requirements

After going through the contextual inquiry and its data analysis, we developed the following list of design requirements:
- **Incentive system (Gamification)**: users can earn rewards through joining and hosting events - implementing this system could potentially motivate users to become more active in the community, and join more social events. A reward system of badges could incentivize the users to join often in university events. Having different levels of badges and tiers will help set goals for the user, leading to more social activity on campus.
- **Keyword and filtering options**: users are able to specifically search certain criteria based on their interest - giving users predefined popular tags to help narrow down results and eliminate irrelevant interests. Having specifics restrictions like location, price, club/group, friends, or categories to help narrow down the search query.

- **Profile system**: users can create a display showcase of different interests and hobbies. This is to help further develop the incentives by allowing users display badges and push users to participate often in events to acquire rewards. It is also for any social media connections, like school network implementation or Facebook, Instagram or etc. This would also help find classmates with similar interests and who is attending what event.

- **A mobile application**: the majority of the participants from our contextual inquiry used the phone as the primary device in finding events. It makes sense for the platform to be on the most commonly used device, so it can help the majority of our target audience. The design should be a responsive design across various different mobile devices.

- **Card based design** and **curated events feed**: Our study found that the participants were unable to stay focused on finding interesting events. The design of the events should be redesigned in a way where it is minimal yet captivating. Making use of strong visuals and bold titles to deliver enough information to the user while remaining visually appealing. Similarly, the curated events would to help improve the overall experience in finding events. Eliminating irrelevant interests of the user and creating a populated list of events related to liked hobbies/interests from a "get-to-know" questionnaire. It should be known that if the list of events are generally of similar interest to the user than there will be more of a likelihood for them to participate and less turnover rate of skipping events.

MEDIUM FIDELITY - Home / Event / Temp
Group 9
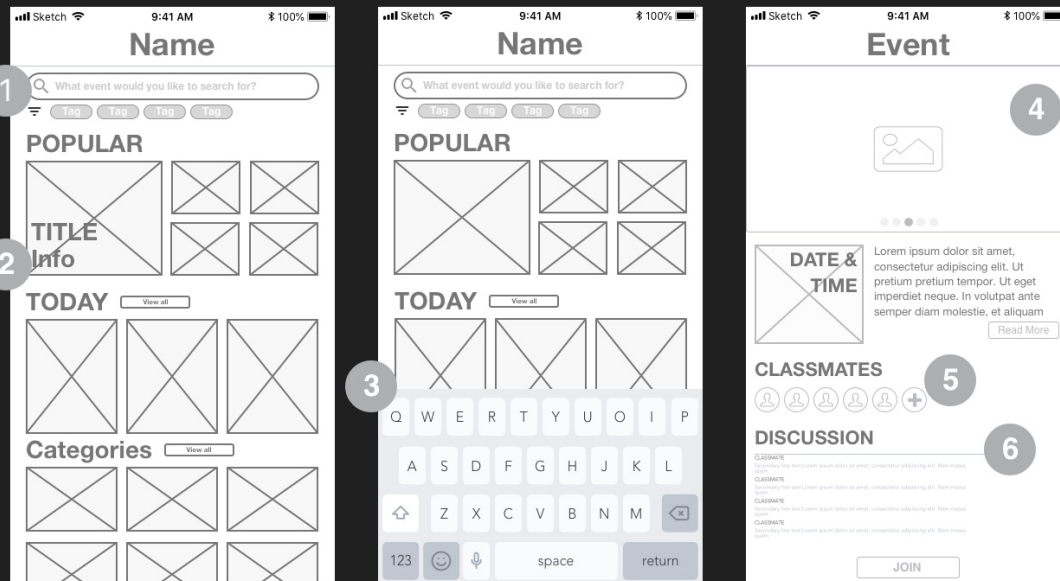
1. **Search and Filter** - A combination of a search and filters help optimize searches for the most relevant results

2. **Event Cards -** Event cards are displayed with each other to indicate to users they can interact with them, with a bold title and brief event info (date, location)

3. **Keyboard prompt -** This will appear when users interact with a function that demands a text input. E.g. Search Bar

4. **Visual banner (slider) -** The image of the **Event Card** will expand into this visual banner where more relevant images can be browsed by sliding

5. **Attending classmate list -** Profile images to indicate who and if they are attending

6. **Event discussion -** Comments and further information regarding the event can be found here

MEDIUM FIDELITY - Menu / Profile / Maps
**Group 9**
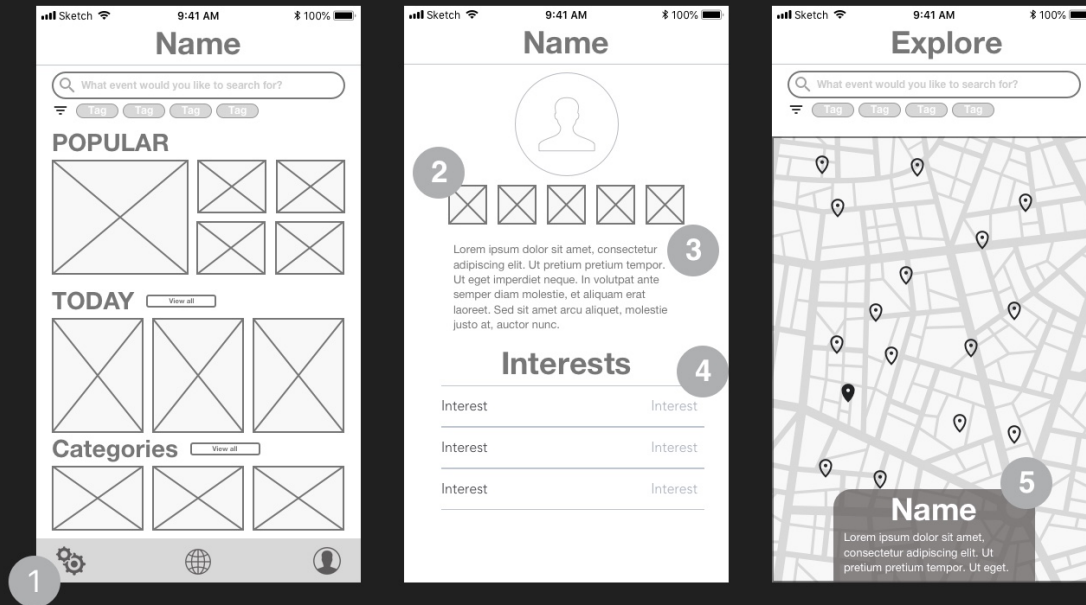
1. **Global Menu Bar -** This bar changes interfaces to either the Home, Profile, or maps

2. **Profile Badge Display -** Badges indicate various achievements or accomplishments for the user

3. **Profile Bio -** This section allows for other viewers to get to know the user

4. **User Interests and Hobbies -** This is an extension of the bio

5. **Map View -** The map view is a visual alternative to viewing and discovering events through searching

MEDIUM FIDELITY - Badge
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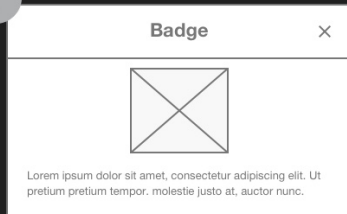
Badge
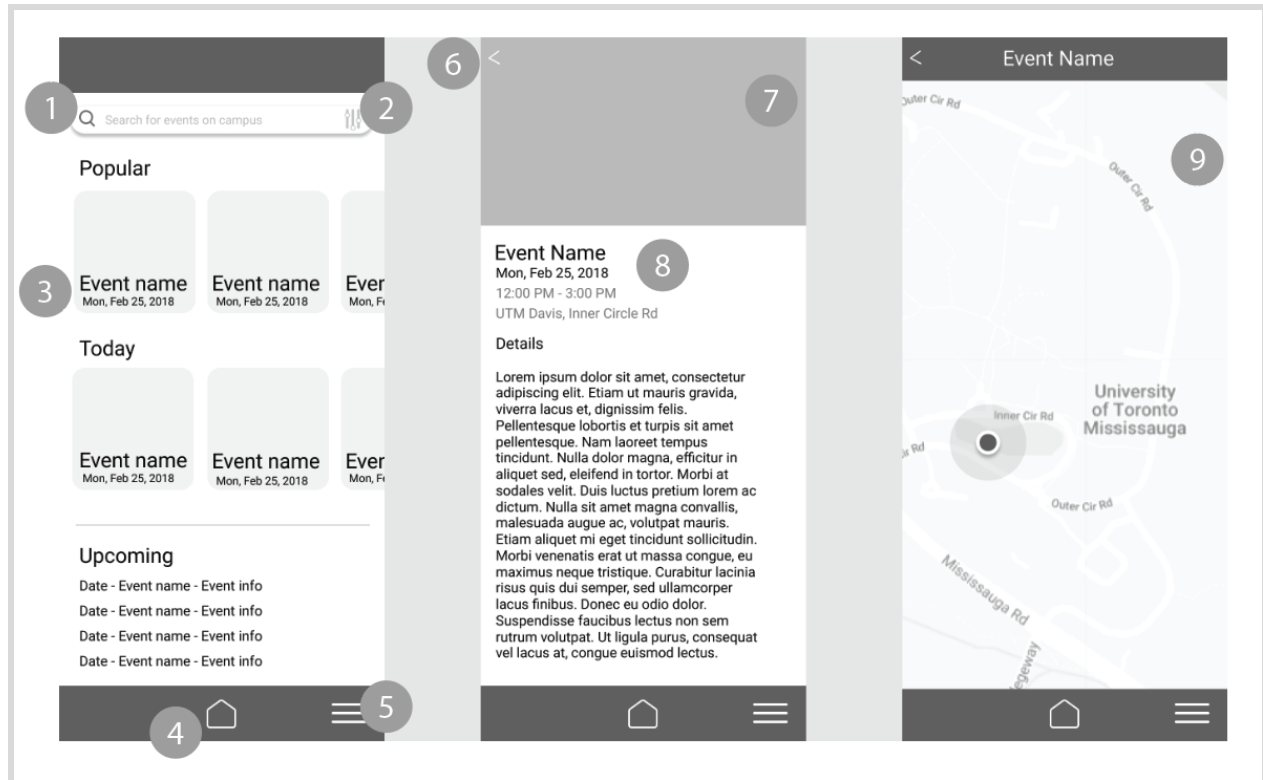
For Joining Events

For Hosting Events

1. **Badges -** Users earn badges through various forms of involvement in events

1. **Search bar -** search for events in this bar

2. **Filter -** tap to filter through types of events

3. **Event card -** basic event info including name of event and date

4. **Home button -** takes back to home page

5. **Settings/more options -** opens up more options for user such as settings, or support

6. **Back button go back a page**

7. **Event graphic/relevant image -** hosts can upload a relevant image for their event

8. **Event details and more info -** more details about the event including time, date, and location

9. **Map view -** The map view shows the location of the event