

Part 3.1: System Prototype

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Project Description

Clique is a vibrant social media platform developed by SPECS, a passionate team of innovators: Andulana, Dela Cruz, Gillesania, and Naraga. Designed exclusively for college students of Mapua Malayan Colleges Mindanao, Clique fosters a sense of belonging and support within the community. It is an online space for students to express themselves freely, stay informed on school events and announcements, and engage in discussions. Its goal is to create a more positive campus culture at MMCM where everyone feels connected, supported, and empowered.

Requirements Summary

MINIMUM REQUIREMENTS	Processor Cores	Quad-Core 1.4 GHz
	OS	Android 7.0 (Nougat) or iOS 12
	RAM	2 GB
RECOMMENDED REQUIREMENTS	Processor Cores	Octa-core 2.0 GHz
	OS	Android 10 or iOS 14
	RAM	4 GB
OTHER REQUIREMENTS	Permissions	Camera, Microphone, Storage, Notifications, Network Access

Table 1. System Requirements

The application will have at most a minimum of Quad-Core 1.4 GHz, Android 7.0 or iOS 12 as its OS, and 2 GB worth of RAM. These specifications are designed to provide responsive performance and efficient functionality when using Clique.

Prototype Description

Clique's prototype was designed using Figma, leveraging the platform's features to develop a user-friendly and visually appealing interface. The decision to use Figma was ideal for the team due to its strengths in real-time collaboration and interaction design. This allowed the designers to work together, create interactive prototypes, and ensure that the interface met the user needs.

Link to Clique Prototype

[https://www.figma.com/proto/L1TAT6awdEuKvCuPqDIUFe/CLIQUE-FOR-PROTOTYPE
?node-id=2001-142&t=XM8YCyuFSFARmrlG-1&scaling=scale-down&content-scaling=fixed&page-id=10%3A428&starting-point-node-id=2001%3A142](https://www.figma.com/proto/L1TAT6awdEuKvCuPqDIUFe/CLIQUE-FOR-PROTOTYPE?node-id=2001-142&t=XM8YCyuFSFARmrlG-1&scaling=scale-down&content-scaling=fixed&page-id=10%3A428&starting-point-node-id=2001%3A142)

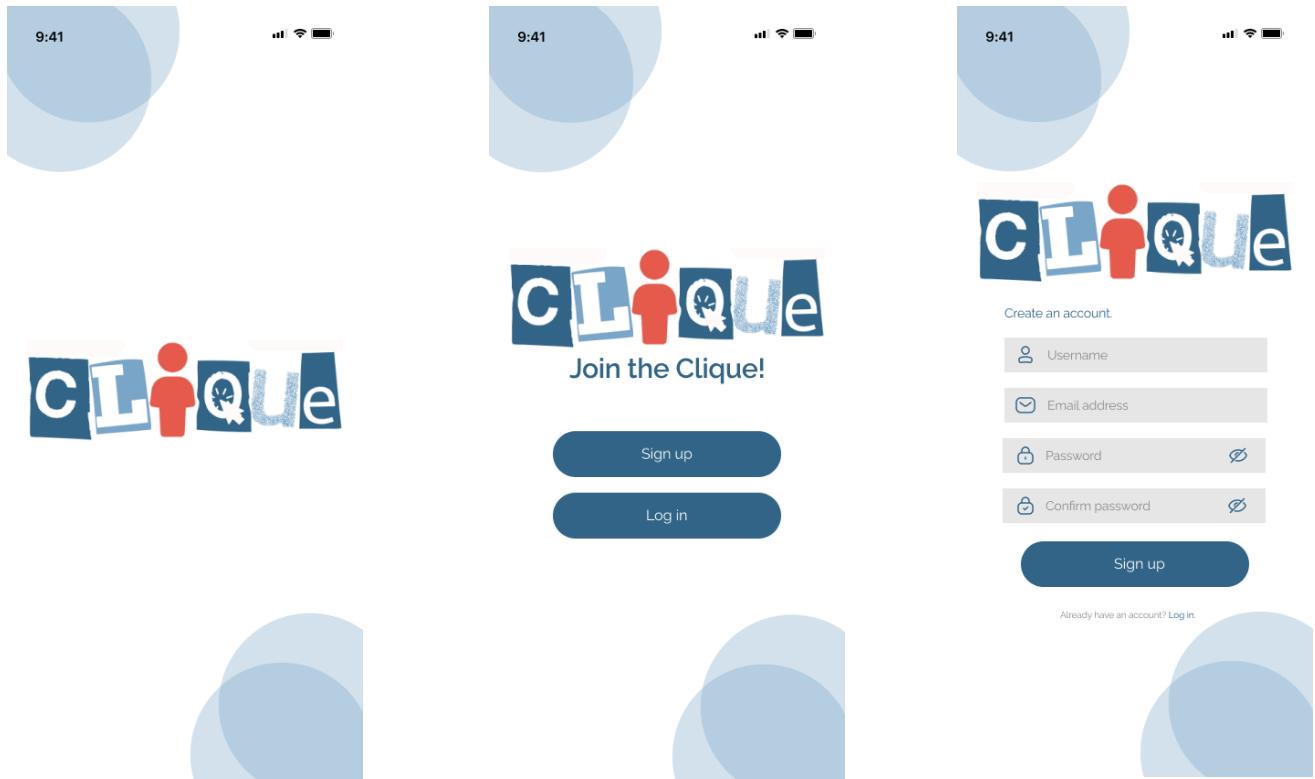
User Scenario

Lila recently enrolled at MMCM as a first-year student. While she regularly attends classes, she finds it challenging to approach classmates and often feels left out during class events and activities. Lila had anticipated entering college with a group of friends and is keen to connect with someone who shares her interests.

She heard about Clique, a new social media platform exclusive for students in her university. Intrigued, she decides to download the application and explore its features.

Weeks after using Clique, Lila no longer feels out of the loop and begins to feel more connected to the campus community. She finds groups and events aligned with her hobbies and academic interests, making it easier for her to meet like-minded peers.

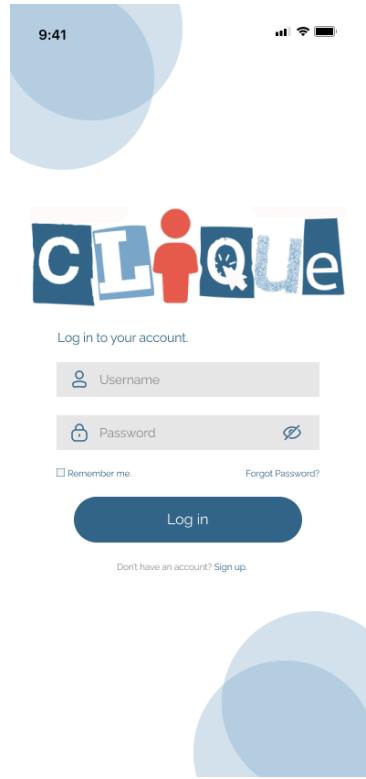
Clique Prototype



Splash Page - The splash screen contains the application's logo which will be flashed for two seconds before fading out to the authentication pages.

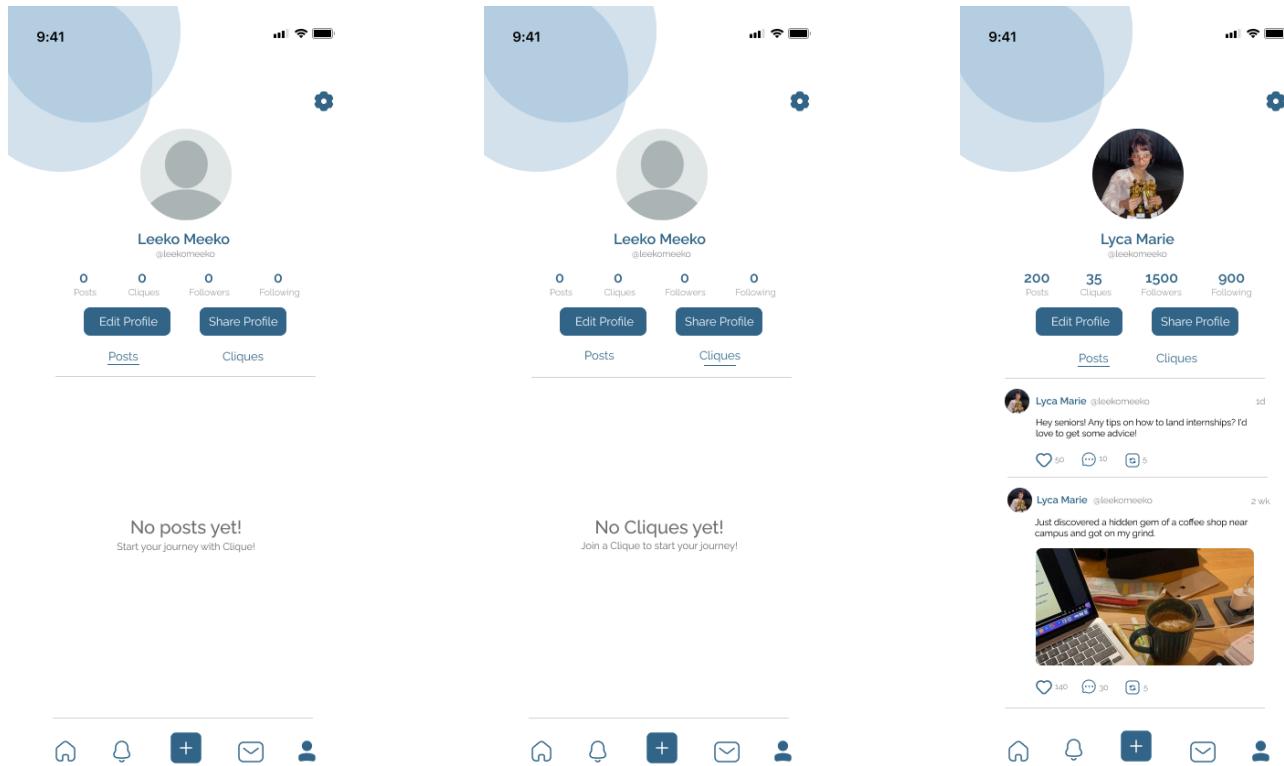
Sign up/Log-in Page - This page lets the user choose between signing up or logging in.

Sign up Page - The user can create their account by filling up the necessary text fields.



Login Page

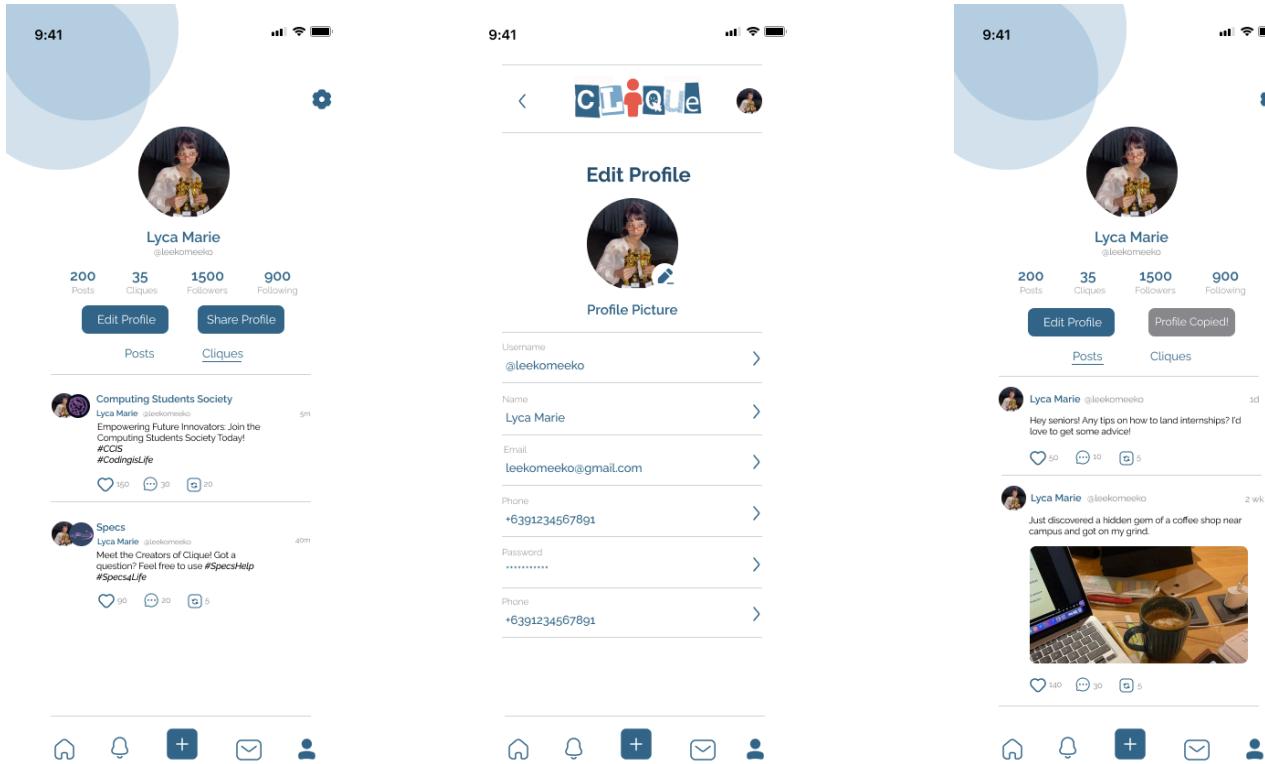
Enables users with existing accounts to access the platform by providing their credentials.



Profile Page (New Account - Post Tab) - Displays posts made by the user after creating a new account.

Profile Page (New Account - Clique Tab) - Shows cliques (groups or circles) associated with the user's new account.

Profile Page (Existing Account - Post Tab) - Displays posts made by the user on their existing account.

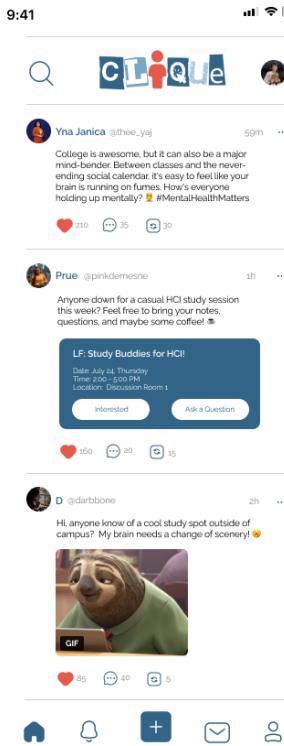


Profile Page (Existing Account - Clique Tab)

- Shows cliques (groups or circles) associated with the user's existing account.

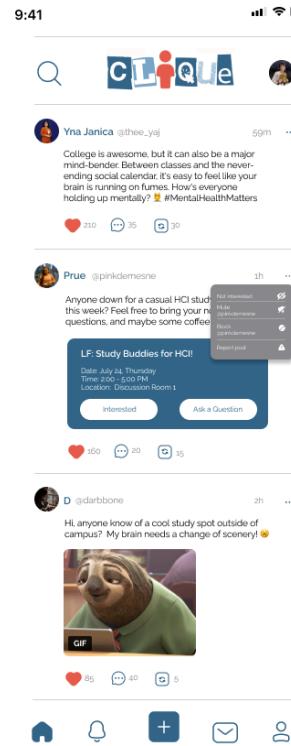
Edit Profile - Allows
users to modify their profile information, such as username, profile picture, and personal details.

Share Profile -
Enables users to share their profile with others via link.



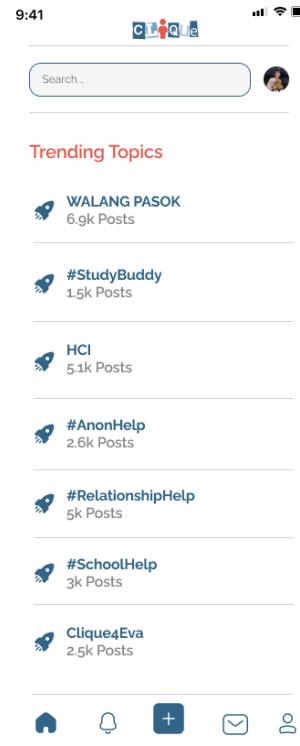
Home Page -

Serves as the main landing page upon logging in, displaying relevant content.



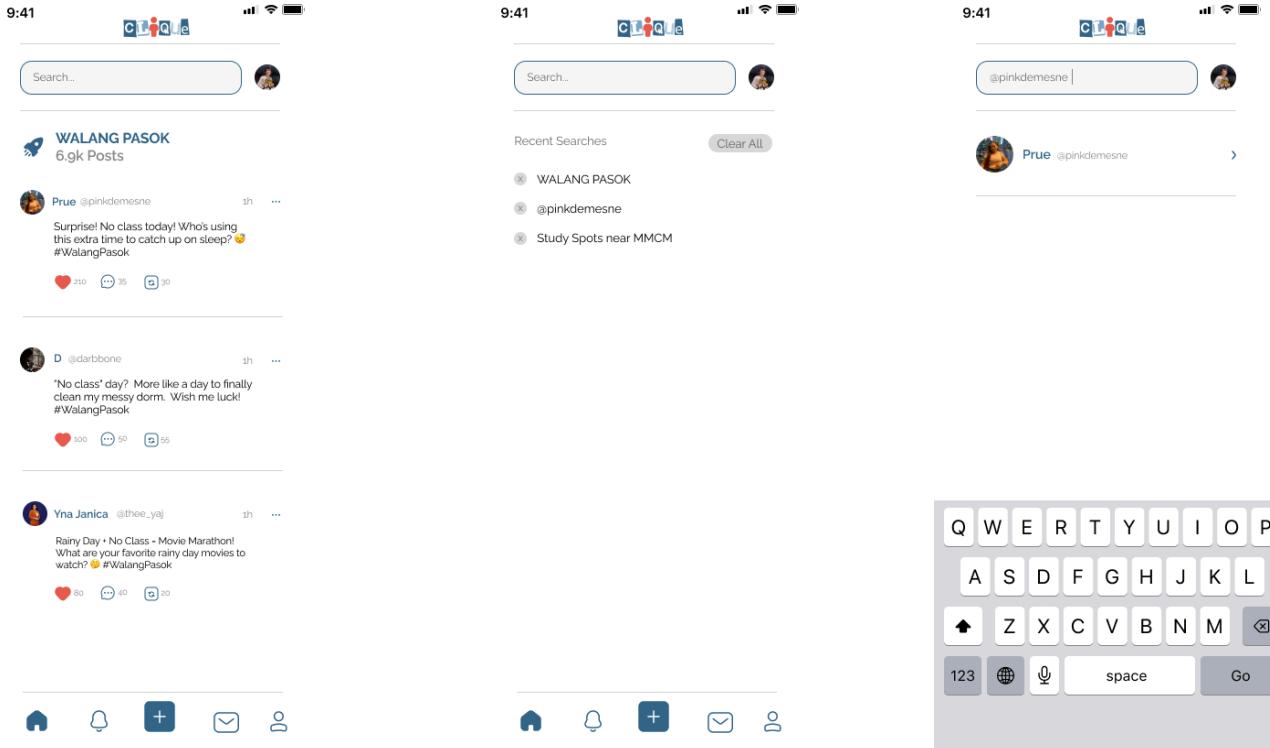
Home Page

(With Options) -
Displays a menu with additional actions for a post, such as “Not Interested,” “Mute,” “Block,” and “Report post.”



Trending Page

- Displays trending topics or content based on user activity or algorithms.



Trending Topic Page

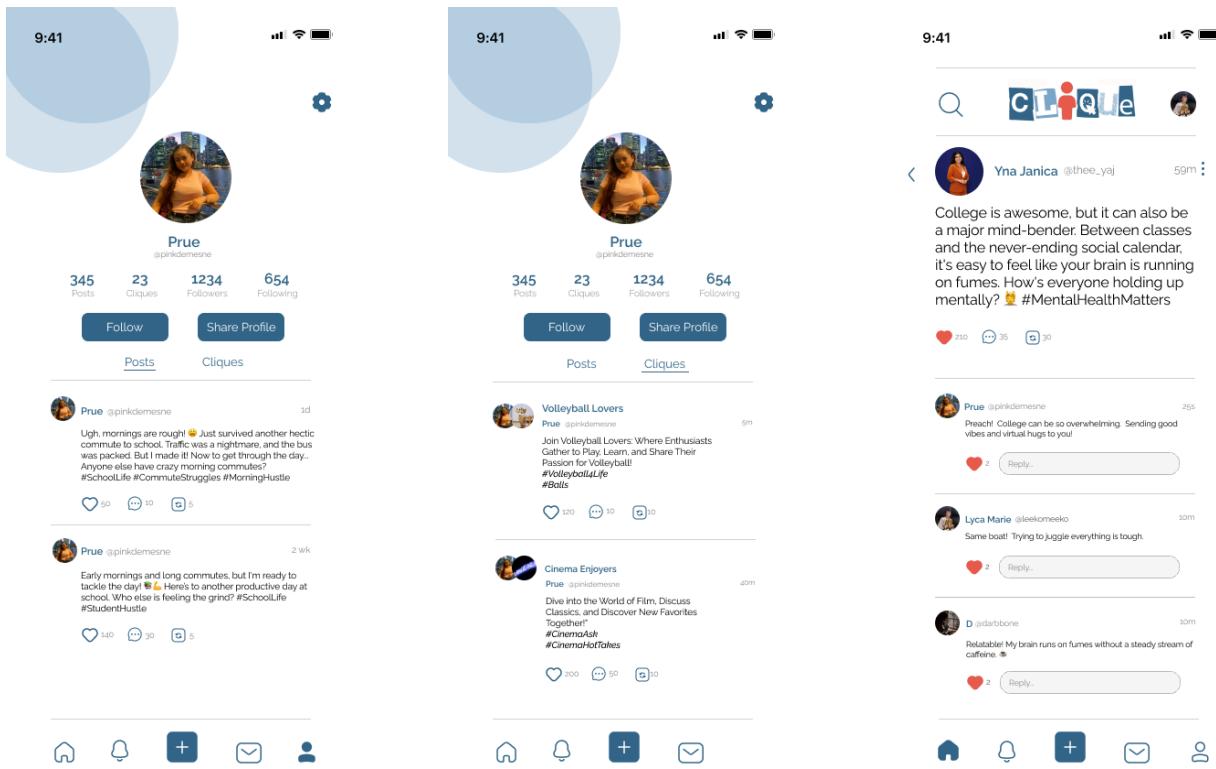
- Shows detailed information and discussions related to a specific trending topic.

Recent Searches

- Lists recent search queries made by the user for quick access.

Search Preview -

Provides a preview of search results as the user types a query.



Other User Profile Page (Posts Tab) -
Displays posts made by another user on their profile.

Other User Profile Page (Cliques Tab) -
Shows cliques (groups or circles) associated with another user's profile.

Post Detail Page -
Displays detailed information about a specific post, including comments and interactions.

The image displays three screenshots of the CLIQUE mobile application interface, showing different sections of the app.

Screenshot 1: Notification Page (Posts Tab)

This screen shows notifications related to posts. It has a header "Notifications" with tabs for "Posts" and "Cliques". Below are two notifications:

- Yna Janica** liked your post! (59m ago)
- Prue** shared your post! (1h ago)

A message at the bottom says "That's all!" and "Get to know more of the Cliquel".

Screenshot 2: Notification Page (Cliques Tab)

This screen shows notifications related to cliques. It has a header "Notifications" with tabs for "Posts" and "Cliques". Below are two notifications:

- Yna Janica** liked your post! (59m ago)
- Prue** shared your post! (1h ago)

A message at the bottom says "That's all!" and "Get to know more of the Cliquel".

Screenshot 3: Messaging Page (People)

This screen shows direct messages. It has a search bar and a section for "Online Users" with profiles for Yna Janica, Prue, and D. Below is a list of messages:

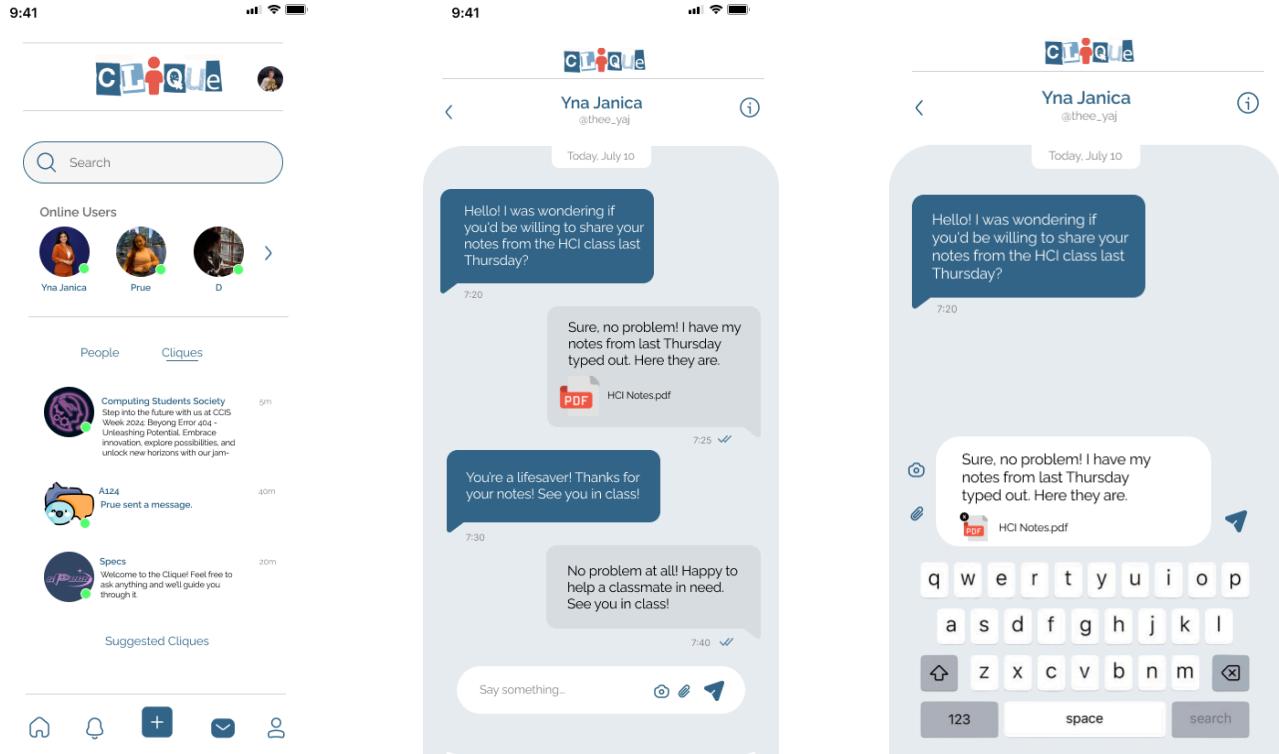
- Prue** (@miridemesne) Hey! Can I confirm if you're coming to our study group this Thursday? (30m ago)
- D** (@darbarone) Hi! I was wondering if you wanted to grab a coffee and hit that new study spot? (40m ago)
- Yna Janica** (@thee_yqj) Hello! I was wondering if you'd be willing to share your notes from the HD class last Thursday? (2h ago)

A "Suggested People" section is also visible.

**Notification Page
(Posts Tab) -**
Shows notifications related to posts, such as likes, and comments.

**Notification Page
(Cliques Tab) -**
Shows notifications related to cliques, such as invites, and interactions.

**Messaging page
(People) -**
Allows users to send and receive direct messages with other individuals.



**Messaging Page
(Cliques)** - Enables group messaging within cliques.

Direct Message Page -
Allows users to engage in one-on-one conversations with other users.

DM Page Attached Files
- Allows users to attach files (images, documents, etc.) to direct messages.



DM Page Files -

Allows users to choose which files to send within direct messages.



DM Page Camera -

Enables users to take and send photos using their device's camera within direct messages.

Prototype Flow

Opening of Application and Authentication:



Figure 1. Opening of Application and Authentication

This shows the opening program and which will be greeted by the Splash Page which shows the application's logo for two seconds before fading out to the authentication pages.

Profile Page:



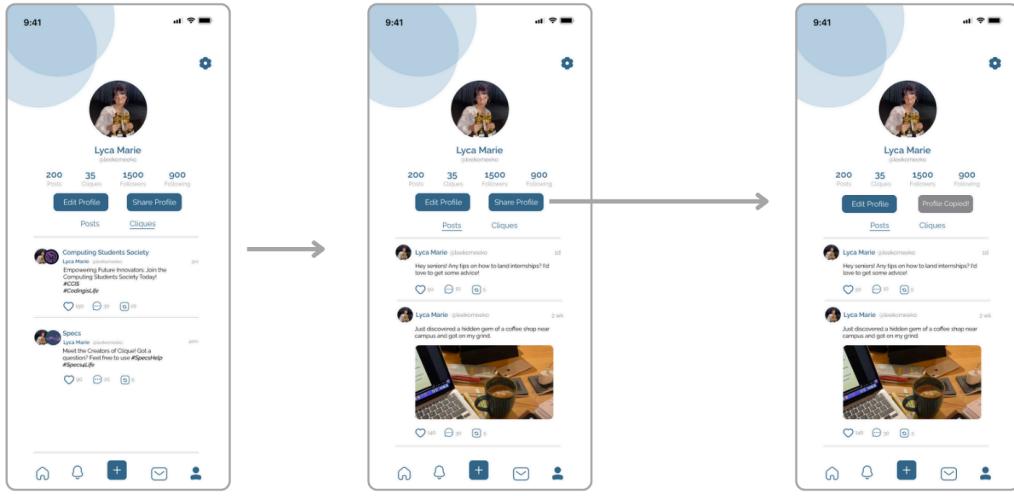
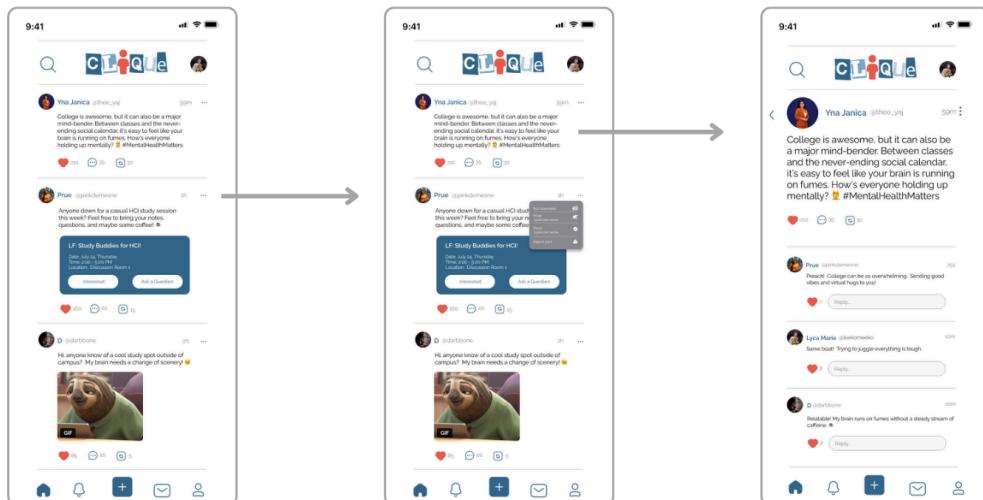


Figure 2. Profile Page

After creating an account, users land on an empty profile page. Switching to the 'Posts' or 'Cliques' tab reveals similarly empty pages. Clicking 'Edit Profile' allows customization of personal information. After saving, their customized profile is displayed. Logging into an existing account grants access to personal and clique posts. Clicking 'Share' automatically copies a profile link.

Home Page:



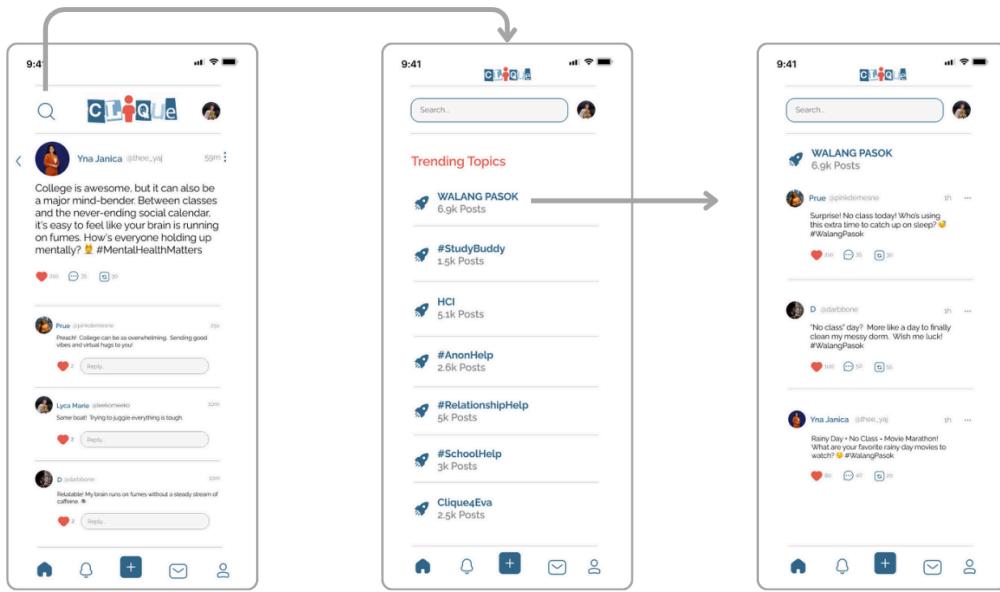


Figure 3. Home Page

Clicking the home button directs users to their feed, displaying posts from people they follow. Tapping the "more" button reveals options such as mute and report. Clicking on a post expands it to show comments. The search button above provides a search field and lists trending topics. Selecting a topic displays all related posts.

Searching for a user:

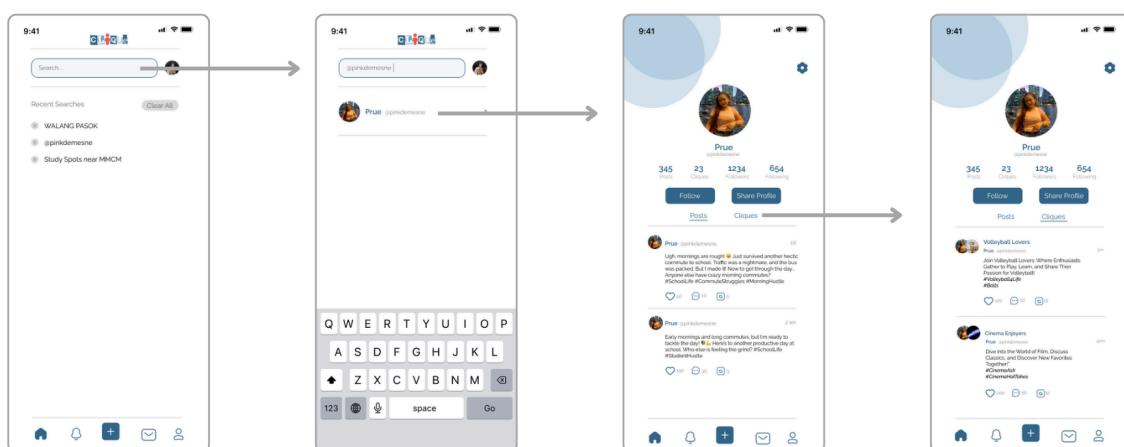


Figure 4. Searching for a user

When the user searches for another user, a list of possible matches will appear. Clicking on a result will direct them to the user's profile, displaying their personal posts and posts in cliques.

Notification Page:

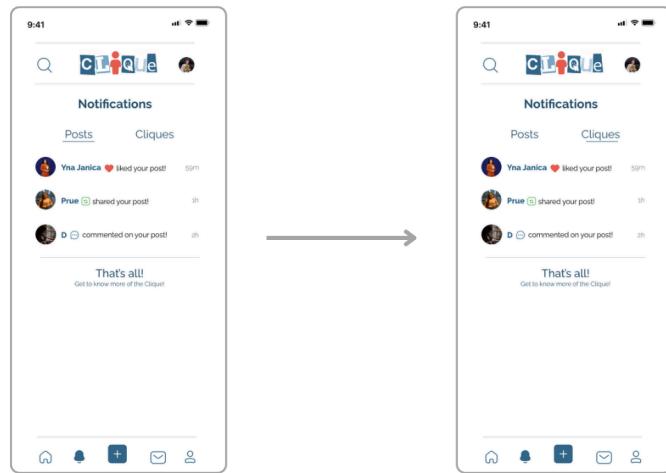


Figure 5. Notification Page

When the user clicks on the notification button, they will see all users who have interacted with their personal posts and posts within their cliques.

List of Direct Message/Clique Messages:

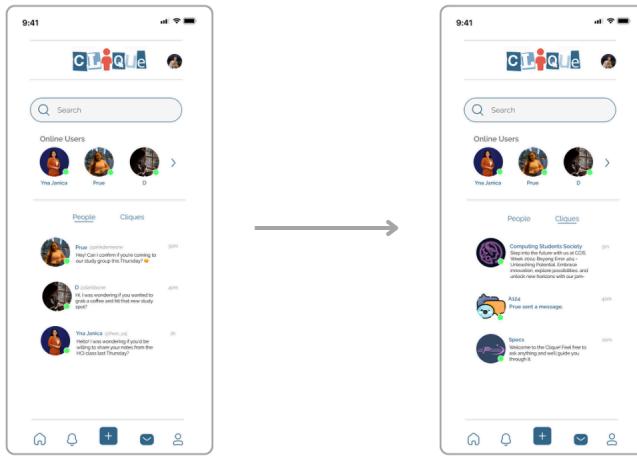


Figure 6. List of Direct Message/Clique Messages

When the user clicks on the message button, they will be directed to a list of direct messages and messages within cliques.

Direct Message:

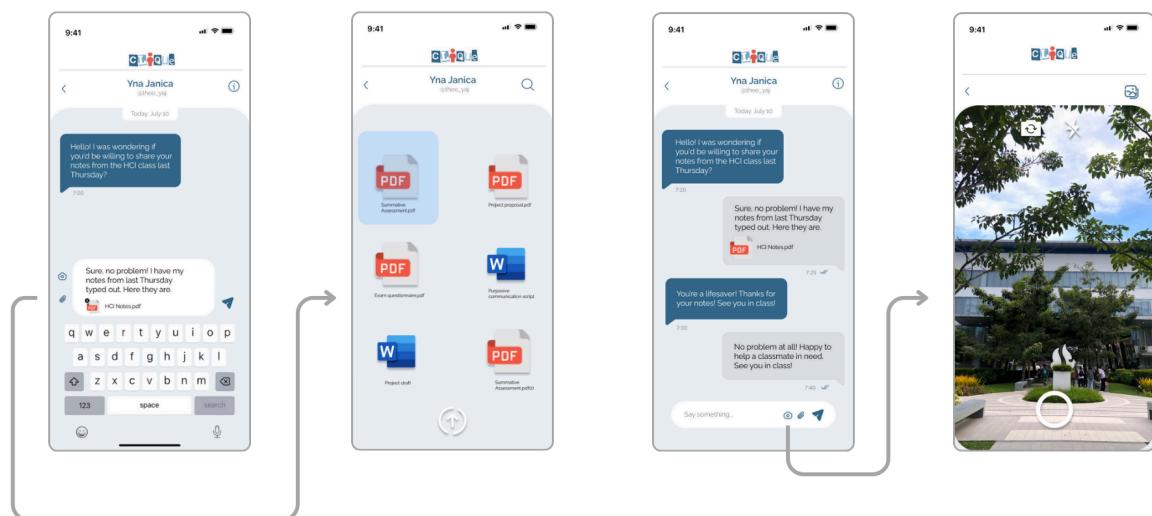


Figure 7. Direct Message

When the user clicks on a message, it will show an expanded view of the conversation. They can attach files and send images from the gallery or camera.

Rationale

The team has opted to use Figma as the method of creating this prototype since it is a free interactive program/site that can be accessed by both members of the team to edit the prototype. It also lets the team showcase the final design of the application when launched. Furthermore, Figma is very convenient when it comes to presenting and sharing prototypes to users who are not physically present and can easily be edited when feedback has been received. That is not to say that Figma is without flaws, Figma will require internet access when saving edits thus keeping the user from exiting the program if they have no internet connection. It will also be a bit of a problem when used in a larger screen since smaller buttons will be difficult to press.

Initial Evaluation Plan

The team opted to conduct the surveys via face to face mode. This is to ensure accuracy to the timed tasks. This is also to ensure that the team will still be able to see a live feed of what is currently happening in the prototype. With that said, the Evaluation plan is split into three separate parts: Usability Specifications, Heuristics Evaluation, and Participant Survey and Feedback.

Usability Specifications

The creation of this prototype aims to achieve the following measures when it appeals to the use:

Effectiveness: When accomplishing this measurement, it will show the effectiveness of the prototype when performing required tasks.

Efficiency: This specification will reveal how easy and straightforward the prototype will be.

Utility: This specification will show if the prototype supports various functions in order to accomplish certain tasks.

Learning Ability: This specification will showcase how easy the user will be able to learn to use the prototype system.

Memorization: This specification will determine how easily the user will remember in using the system's function.

Population

Around 15-20 students from Senior High School to College were selected to answer the survey. They will be required to rate the overall usability of the prototype as well as the various functions the program provides.

Prototype Tasks

The tasks for the Clique prototype are split up into 6 sections representing the various features that the system has to offer.

Authentication Page	<ul style="list-style-type: none">• Signing up• Logging in
Profile Page	<ul style="list-style-type: none">• Editing your account• Sharing your account• Cliques Page

Home Page	<ul style="list-style-type: none"> • Navigating feed • Opening posts • Post settings
Notification Page	<ul style="list-style-type: none"> • Notifying from users • Notifying from Cliques
Search Page	<ul style="list-style-type: none"> • Search page • Recent searches • Search previews • Trending page
Messaging/DM Page	<ul style="list-style-type: none"> • Accessing Files • Sending messages

Roles

Developer / UI Designer Member Task(s)	Task(s)
Andulana, Lyca Marie	
Dela Cruz, Yna Janica	
Gillesania, Prudence	
Naraga, Darven Ross	<ul style="list-style-type: none"> - Located various participants for the survey, and thoroughly explained to them the various features that the program offers - Took note of the time for each tasks the participant completes

Table 2. Team Member Tasks

Heuristic Evaluation

Evaluation of CLIQUE will also use the 10 Usability Heuristic method of Evaluation.

1) Visibility of System Status

Our system will provide users with clear and Accessible information on ongoing processes and system status throughout their interaction.

2) Match Between System and Real World

The interface prioritizes clear communication by utilizing familiar terms and concepts, making it easy for users to navigate and interact with the system.

3) User control and Freedom

The system enables users to hide specific content types or sources they don't want to see in their feed.

4) Consistency and Standards

Users can easily learn and navigate the app's features without getting confused by unexpected changes in layout, terminology, or functionality.

5) Error Prevention

The app can highlight potential typos or grammatical errors as the user types, allowing them to correct mistakes before finalizing the document.

6) Recognition rather than recall

By prioritizing recognition, Clique helps users navigate features and perform actions intuitively, reducing the need to memorize specific steps or terminology.

7) Flexibility and Efficiency of Use

Clique allows users to personalize their news feed to some extent. Users can choose to prioritize content from specific cliques (groups/ pages). Additionally, they can hide certain types of content or unfollow irrelevant sources.

8) Aesthetic and Minimalist Design

Clique's interface prioritizes a clear and uncluttered layout, keeping things simple and organized. This ensures your attention stays focused on what matters most – the content you came to see.

9) Help Users Recognize, Diagnose, and Recover from Errors

Errors within the application prioritize user comprehension by employing clear and concise language.

10) Help and Documentation

The search bar indicates a search history prioritizing recently accessed searches and contents for easy retrieval. Frequently visited cliques or user profiles might also appear as suggestions.

Participant Survey and Feedback

DATA GATHERING METHOD	DESCRIPTION
Survey (Quantitative)	After the participants view and interact with the prototype in the testing, they will be provided an online survey to give feedback on the prototype, utilizing a 5-point Likert scale.
Feedback/Comments (Quantitative)	The last section of the survey will include

	an open-ended feedback section where participants can share any specific concerns they have about the prototype.
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Table 3. Data Gathering Methods

The table above shows the different gathering methods that the team will be using. These include the survey (quantitative) and feedback/comments (qualitative).

Question	Method of Answer
Section 1	
On a scale of 1 to 5, how would you rate your overall experience with the Clique prototype?	
On a scale of 1 to 5 how was the UI design of the prototype?	5-Point Scale
How easily was it to navigate the application?	
Section 2	
Authentication Pages	
Profile Page	
Home Page	5-Point Scale
Notification Page	
Search Page	
Section 3	

Feedback/Comments	Short Answer
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Table 4. Survey Questionnaire

The table above lists the questions that will be included in the prototype's survey. The survey will be handled to the participants using a link and can still be viewed through this link: <https://docs.google.com/forms/d/e>

Task	Time to Accomplish Task	Interpretation	Classification
Authentication Page/s	Within 3 minutes or below	Highly Acceptable	Successful
	Above 3 minutes	Not Acceptable	Unsuccessful
Profile Page/s	Within 5 minutes or below	Highly Acceptable	Successful
	Above 5 minutes	Not Acceptable	Unsuccessful
Home Page/s	Within 5 minutes or below	Highly Acceptable	Successful
	Above 5 minutes	Not Acceptable	Unsuccessful
Notification Page/s	Within 1 minute or below	Highly Acceptable	Successful
	Above 1 minute	Not Acceptable	Unsuccessful

Search Page/s	Within 1 minute or below	Highly Acceptable	Successful
	Above 1 minute	Not Acceptable	Unsuccessful
Messaging/DM Page/s	Within 3 minutes or below	Highly Acceptable	Successful
	Above 3 minutes	Not Acceptable	Unsuccessful

Table 5. User interaction time interpretation

Table 5 contains the interpretation of the time the participants interact with the prototype. It will be used to interpret whether the design of the given task is effective and efficient in terms of user engagement and task completion metrics.

Scale	Range Value	Interpretation	Classification
5	4.50 - 5.00	Highly Acceptable	Successful
4	3.50 - 4.49	Acceptable	
3	2.50 - 3.49	Moderately Acceptable	Neutral
2	1.50 - 2.49	Fairly Acceptable	Unsuccessful
1	1.00 - 1.49	Not Acceptable	

Table 6. 5-Point Likert Scale Survey Interpretation

Table 6 presents the interpretation of the survey questions given to the participants. The survey aims to evaluate the effectiveness and utility of the design and features for users.