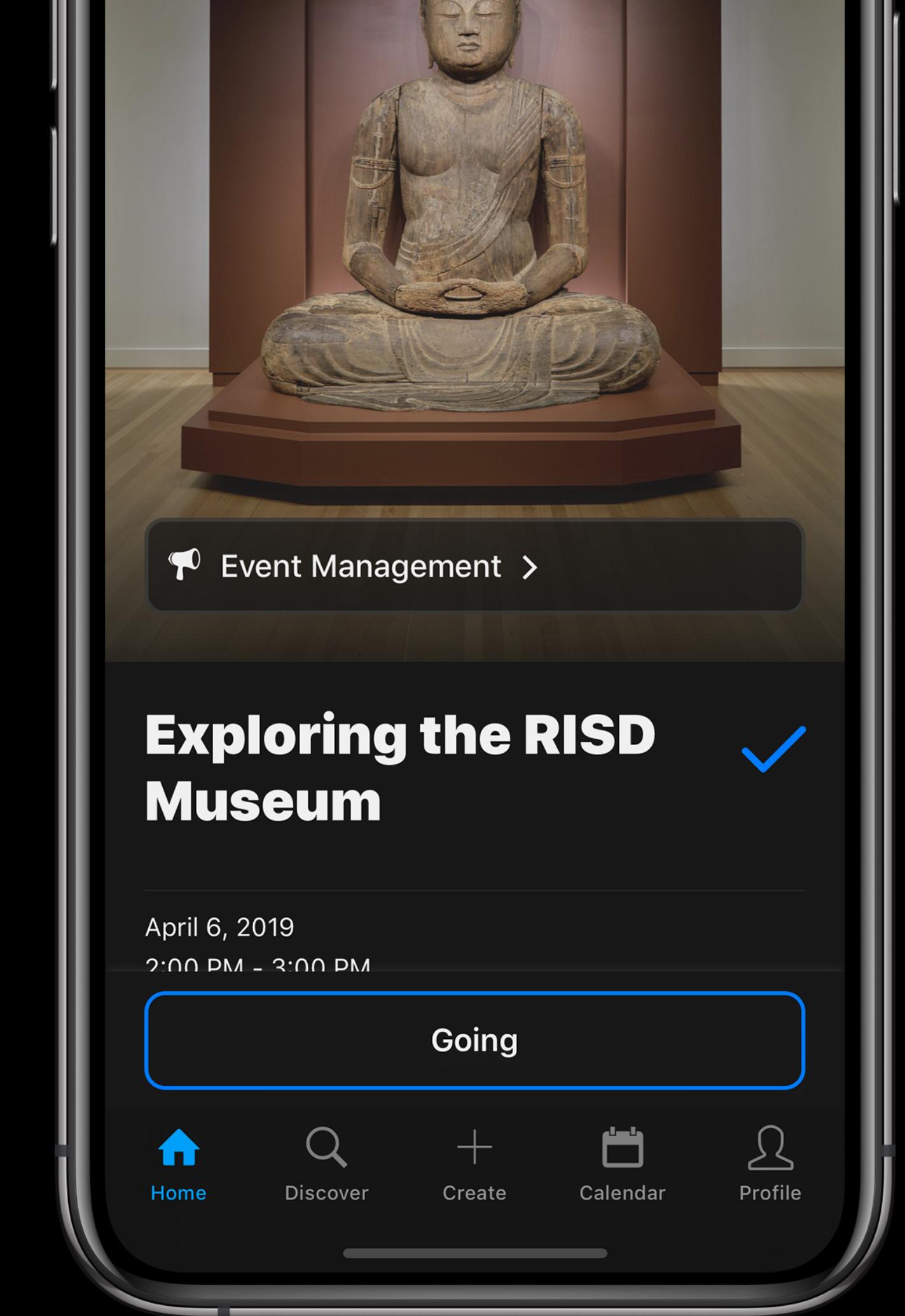
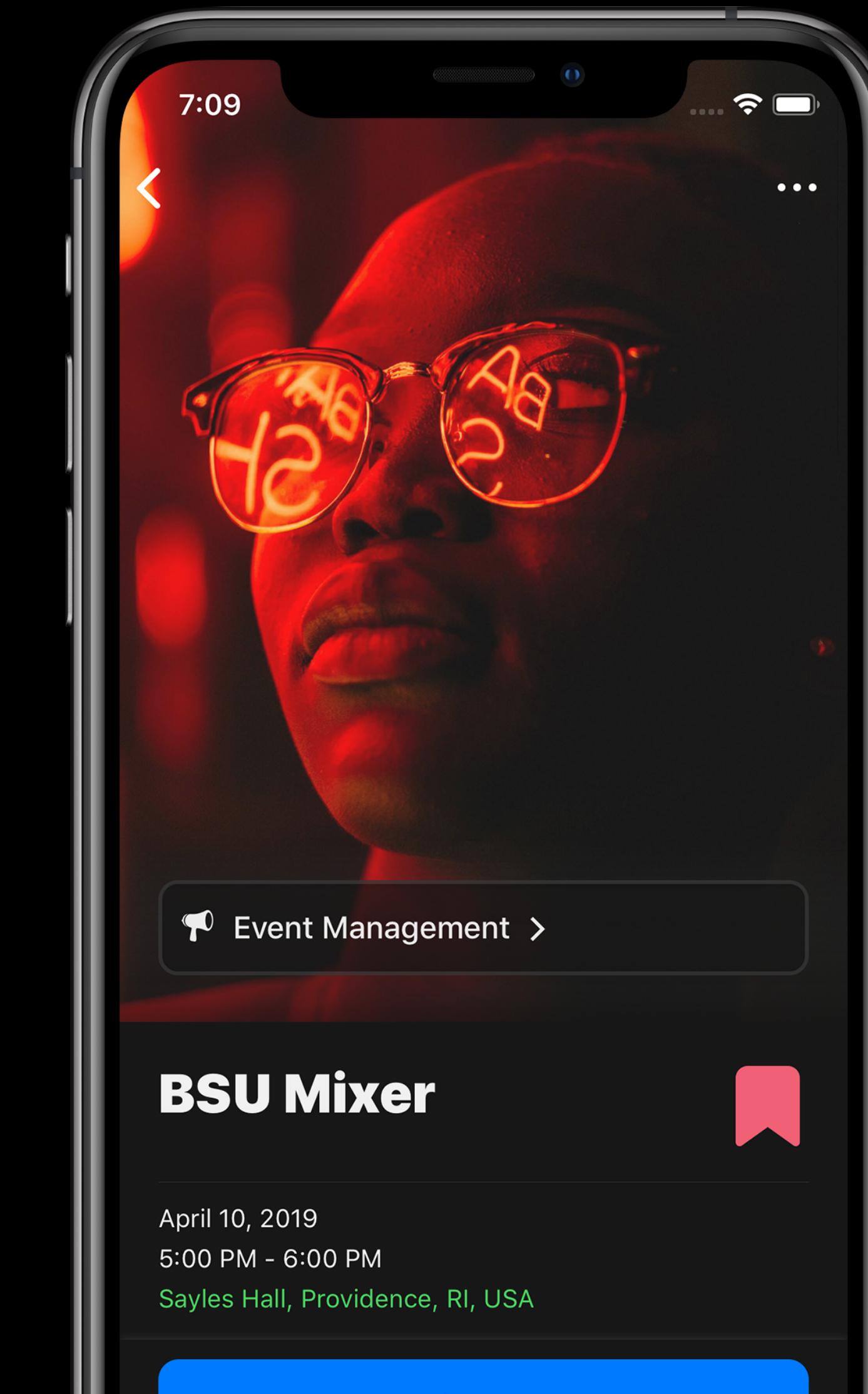


Ubica

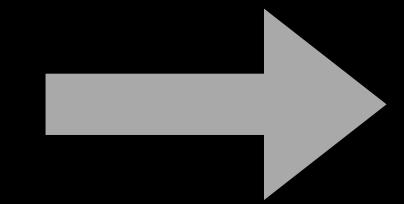
Case Study by Samuel Aguilar

In collaboration with:

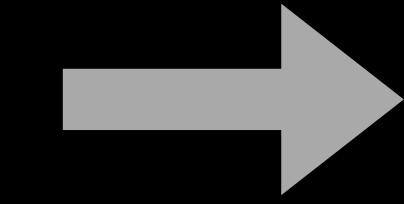
Nkanyiso Nzimande



Research
Fall 2017



Prototype
Spring 2018



Development
Summer 2018

Research

Fall 2017

Connectedness

- Interviews with 24 Brown University students revealed that most did not feel like they were really connected to the city of Providence
- Events were mainly found through friends (word of mouth), or through social media posts by the organizations.
- Had little sense of what organizations existed outside of their immediate circles, let alone any activity or events that were happening.



How do people find events?

- Students at Brown are currently finding events through these 3 channels:
 - Social Media
 - Groupme, Twitter, Facebook
 - Bulletin Boards
 - Word of Mouth
 - Brown Morning Mail (email digest)



Competitors

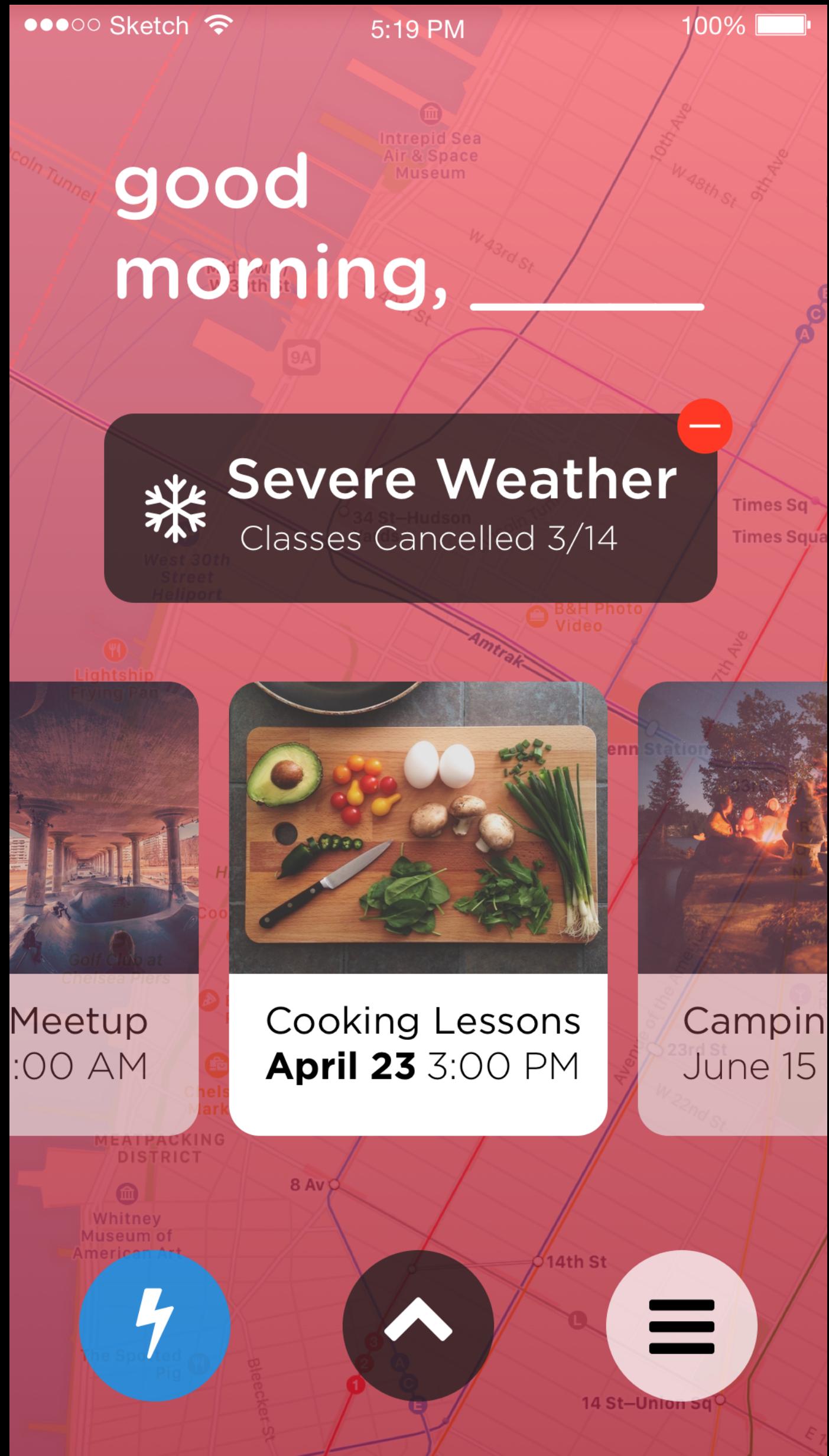
- Social Media
 - Multiple avenues used to generate a complete image of what's happening on campus. Events found only through email, not every organization is on Facebook, even fewer use Twitter. GroupMe is popular amongst a few organizations (e.g. Black at Brown). Slack is used to coordinate internal meetings. (e.g. Ivy Film Festival).
- Bulletin Boards
 - Found scattered across campus. Past events don't get taken down until days or even weeks later. They're not as accessible; you would only know about events if you were walking passed it.
- Word of Mouth
 - Friends will either call, text, or occasionally schedule events and meetings through email. To stay informed about social gatherings, most people rely on word of mouth.



The Challenge

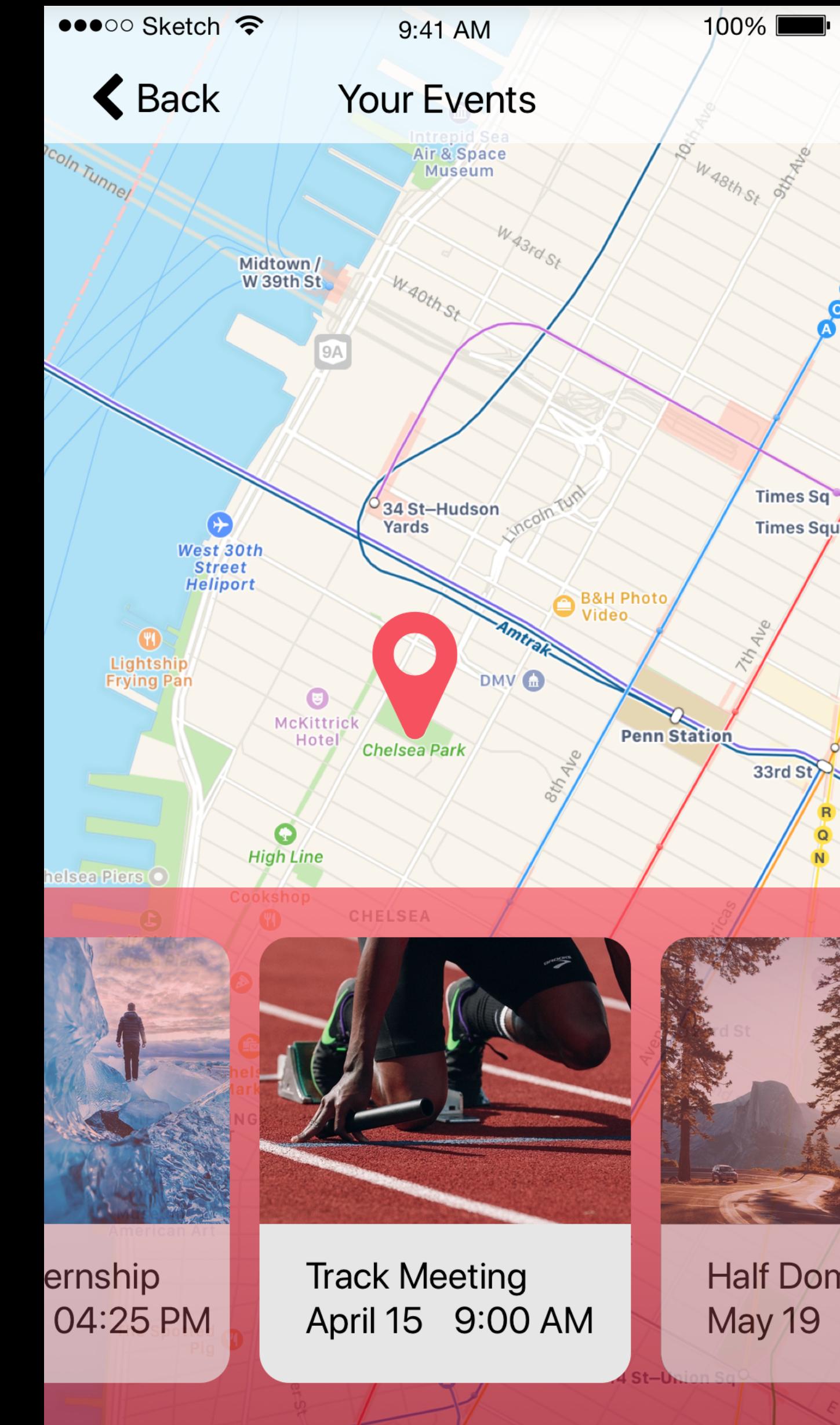
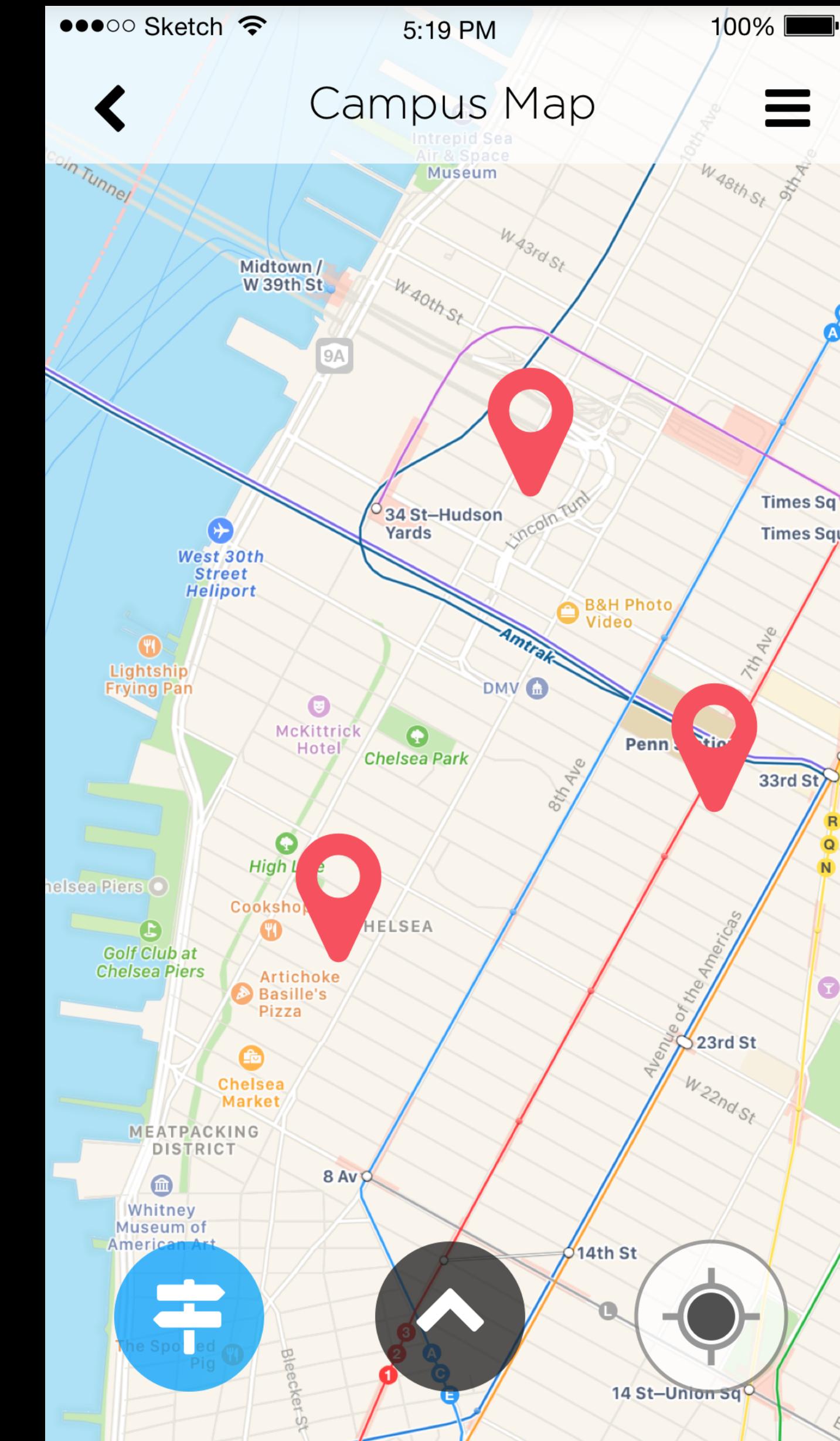
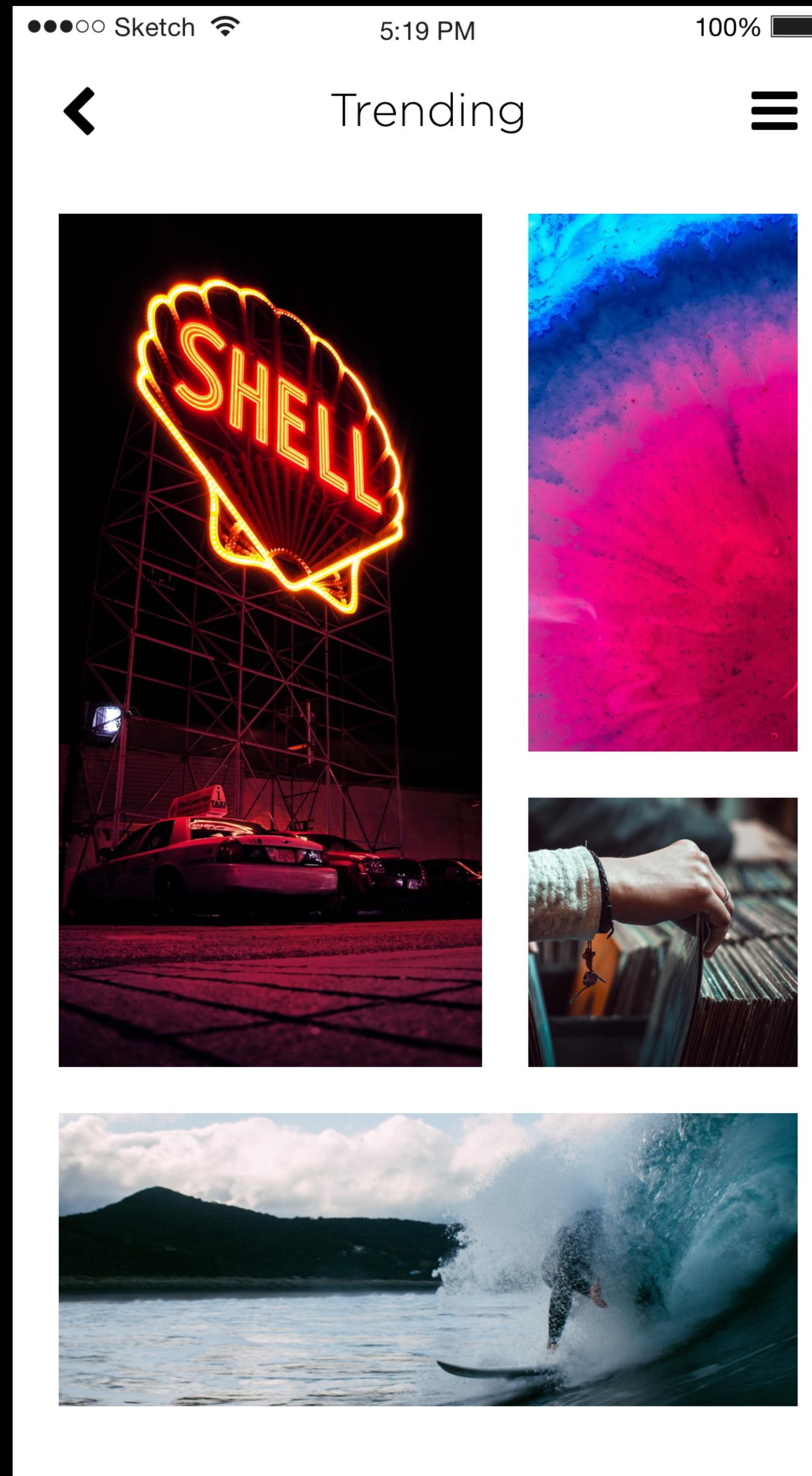
Develop an application that allows users to easily discover, create, and manage events.

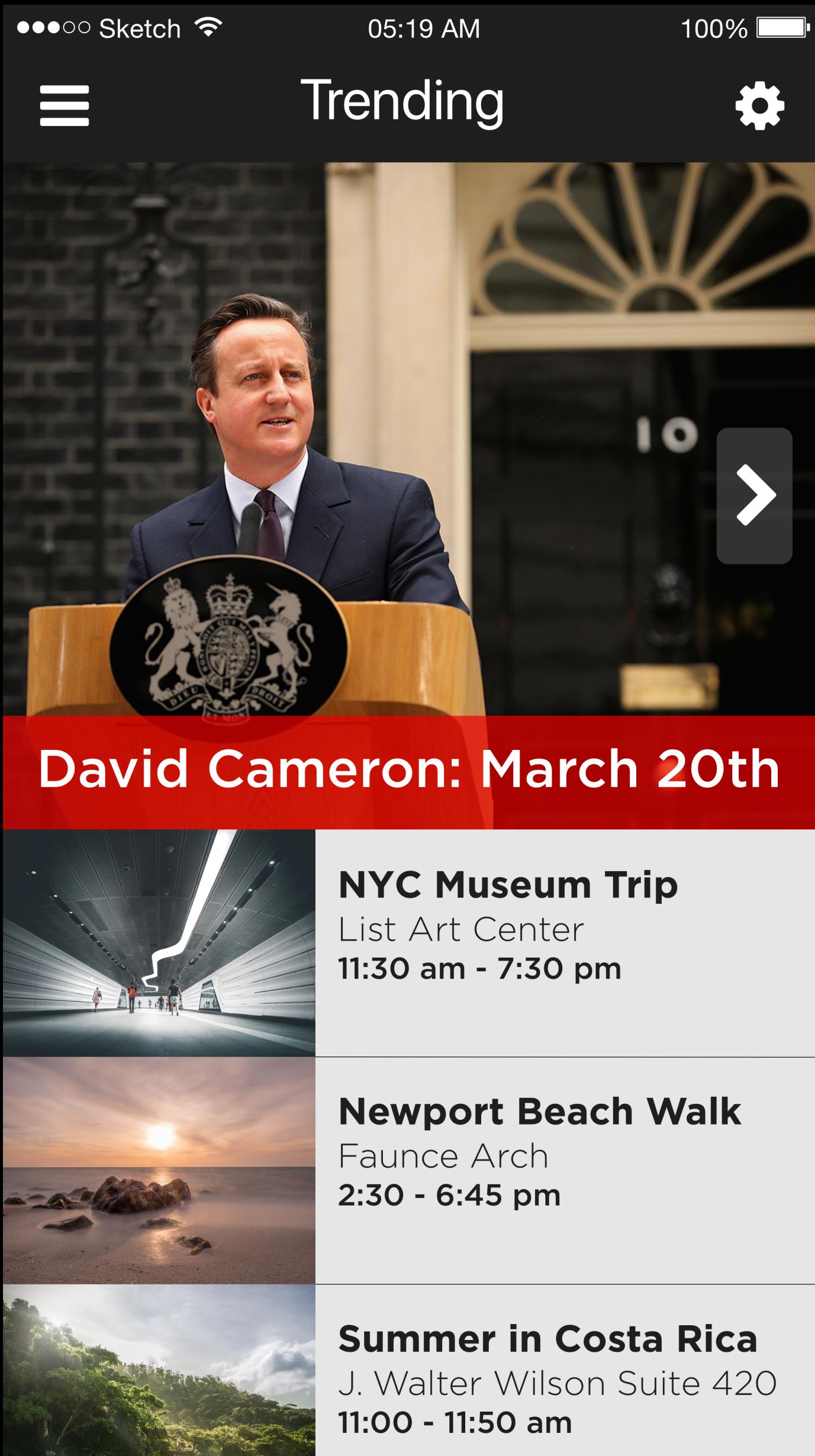
Prototype
Spring 2018



1st Iteration

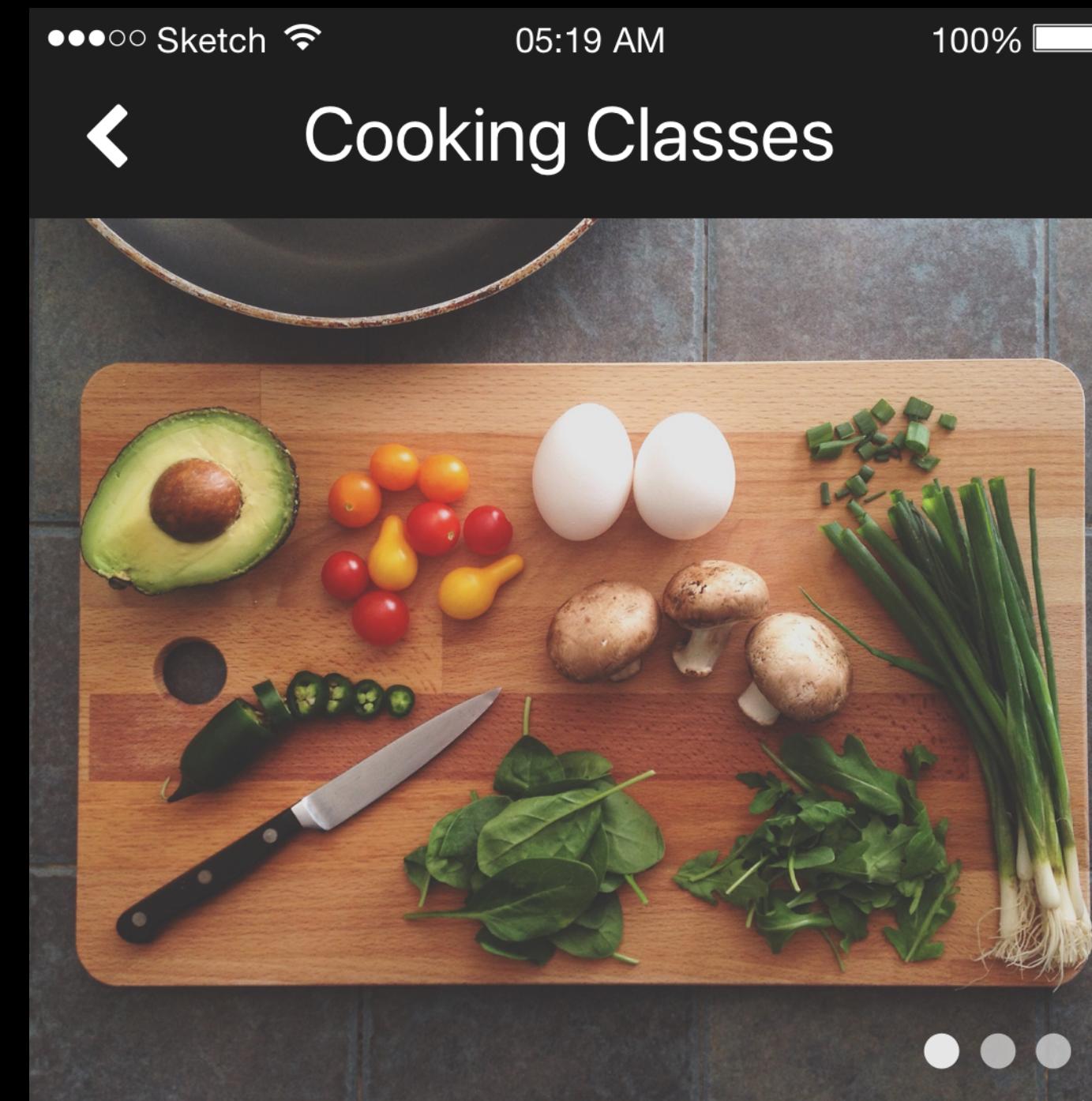
- Basic event discovery features centered around a map of the campus.
- Core functionality (trending events, map, upcoming events) were divided into 3 main buttons
- Upcoming events for the day would also be presented on the home feed, so users knew exactly what they were looking forward to.
- Campus-wide announcements could be seen on the home page as well. Previous iterations





2nd Iteration

- A more refined approach to the home page. The most important events, or events that are most relevant to your interests, will appear as these ‘marquee’ tiles that you can swipe through on the home page.
- A stream of events has also been added. Replacing the central map feature of the previous iteration.
- A central map would have been difficult to navigate, especially if there were dozens, potentially hundreds of pins clustered within a one mile radius.
- Event Views received significant improvements. They now allowed users to read full descriptions of the event.



Sketch 05:19 AM 100% 

Cooking Classes



Cooking Classes
The Underground
10:30 am - 12:30 pm

Where Do We Go From Here? 

March 20 / 5:00 - 6:30 PM 

David Cameron, who served as Prime Minister of the United Kingdom from May 2010 to July 2016, will visit Brown University on Monday, March 20, for the [94th Stephen A. Ogden Jr. '60 Memorial Lecture](#) on International Affairs.

Join Event



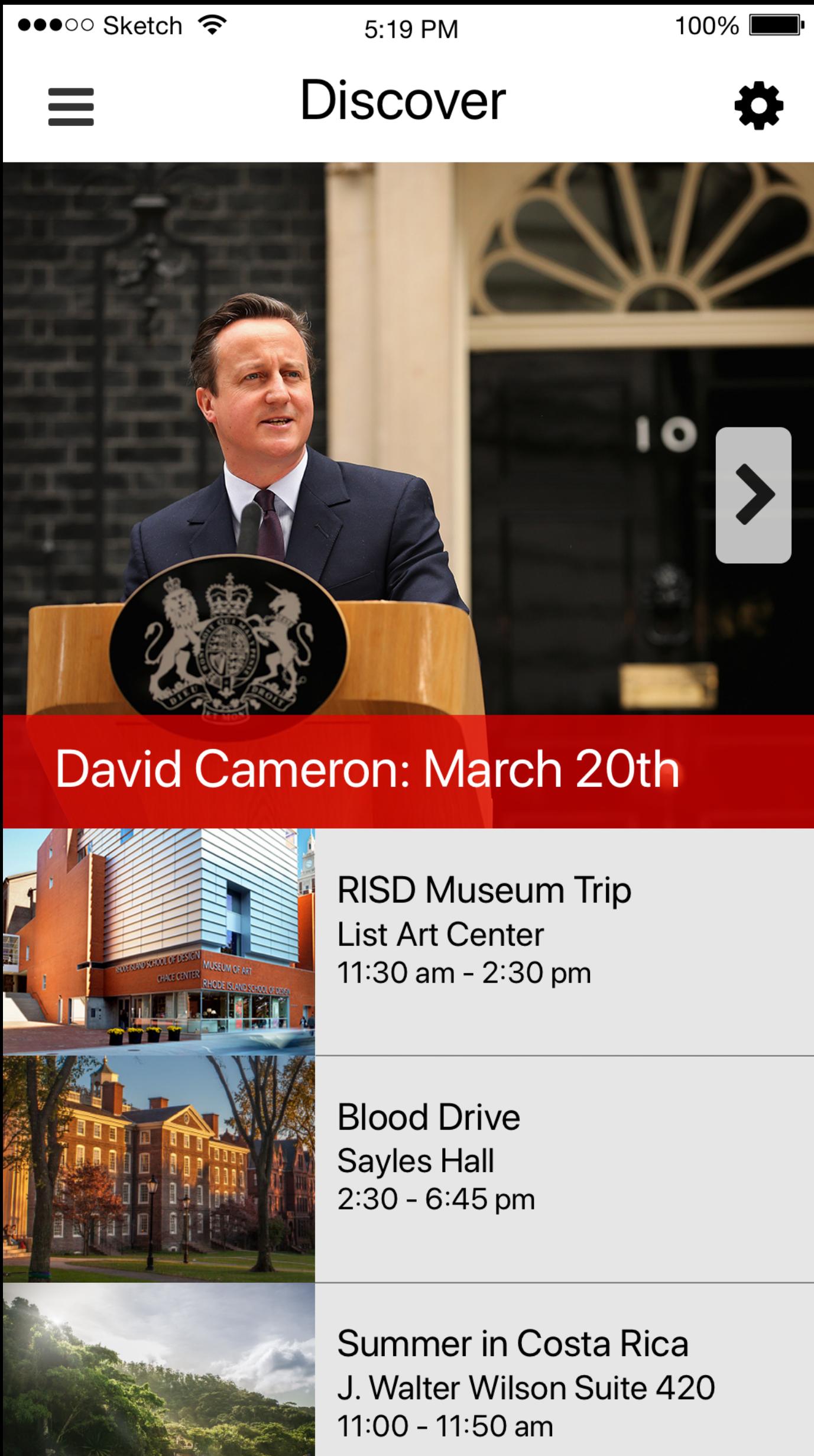
Sketch 5:19 PMM 100% 

Back

Where Do We Go From Here? 

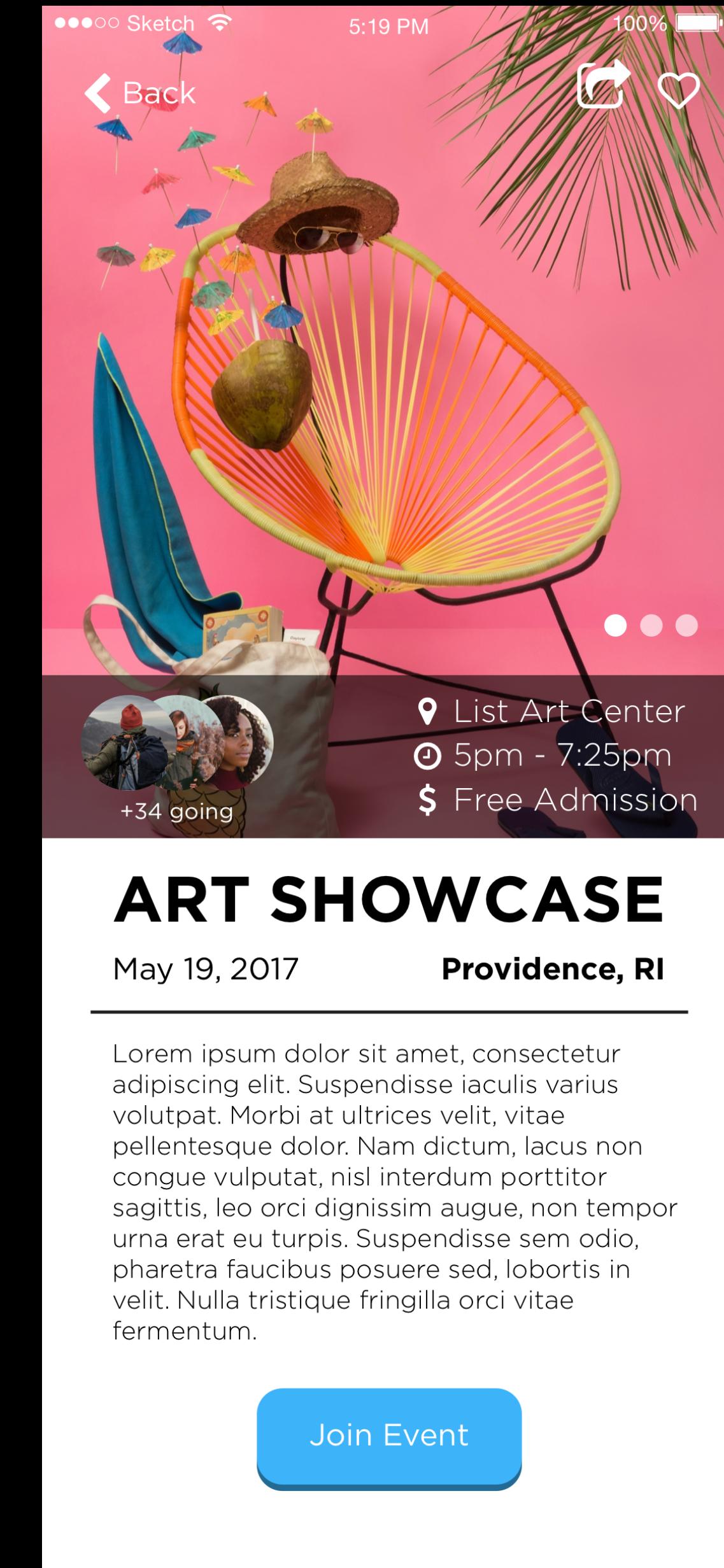
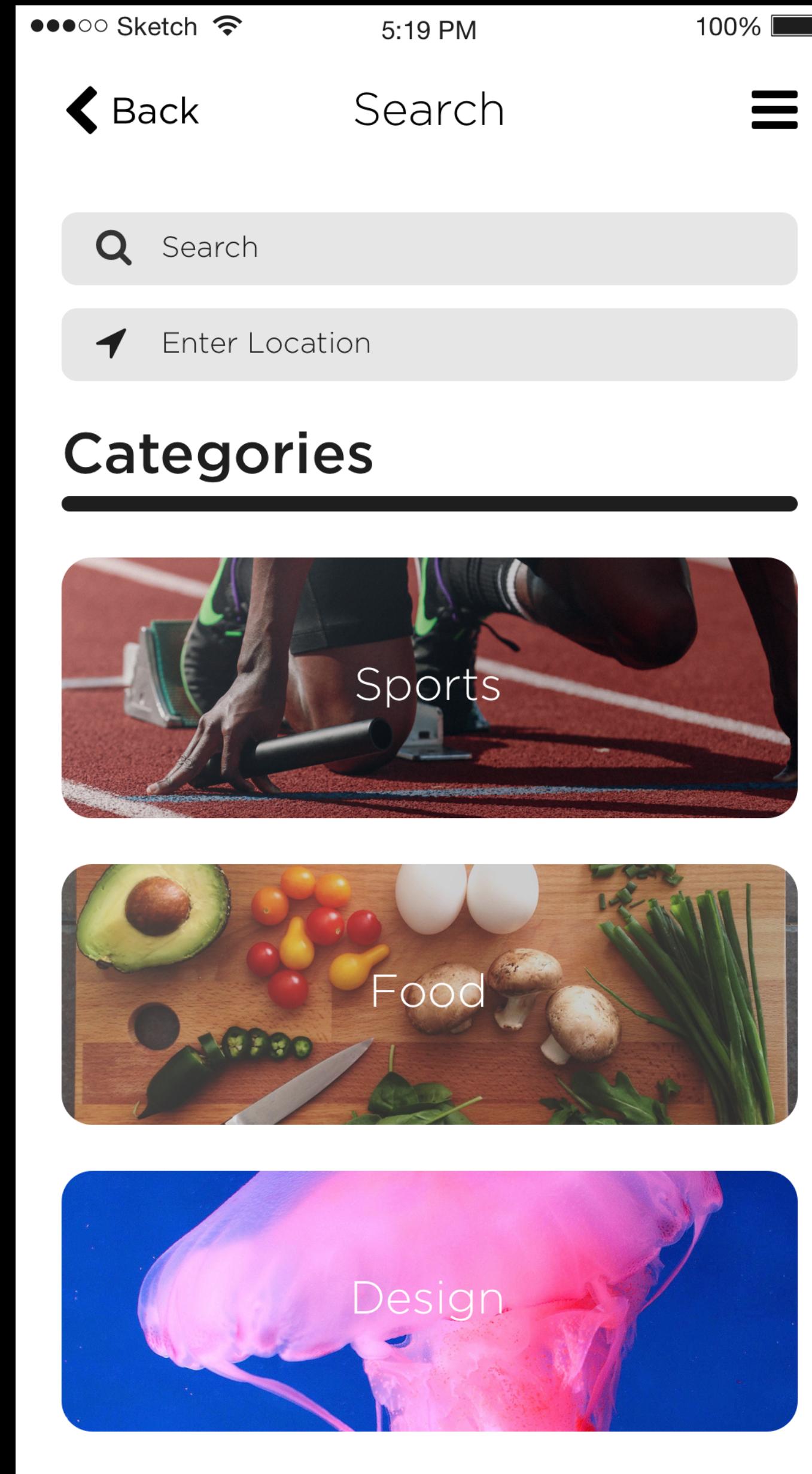
March 20 / 5:00 - 6:30 PM 

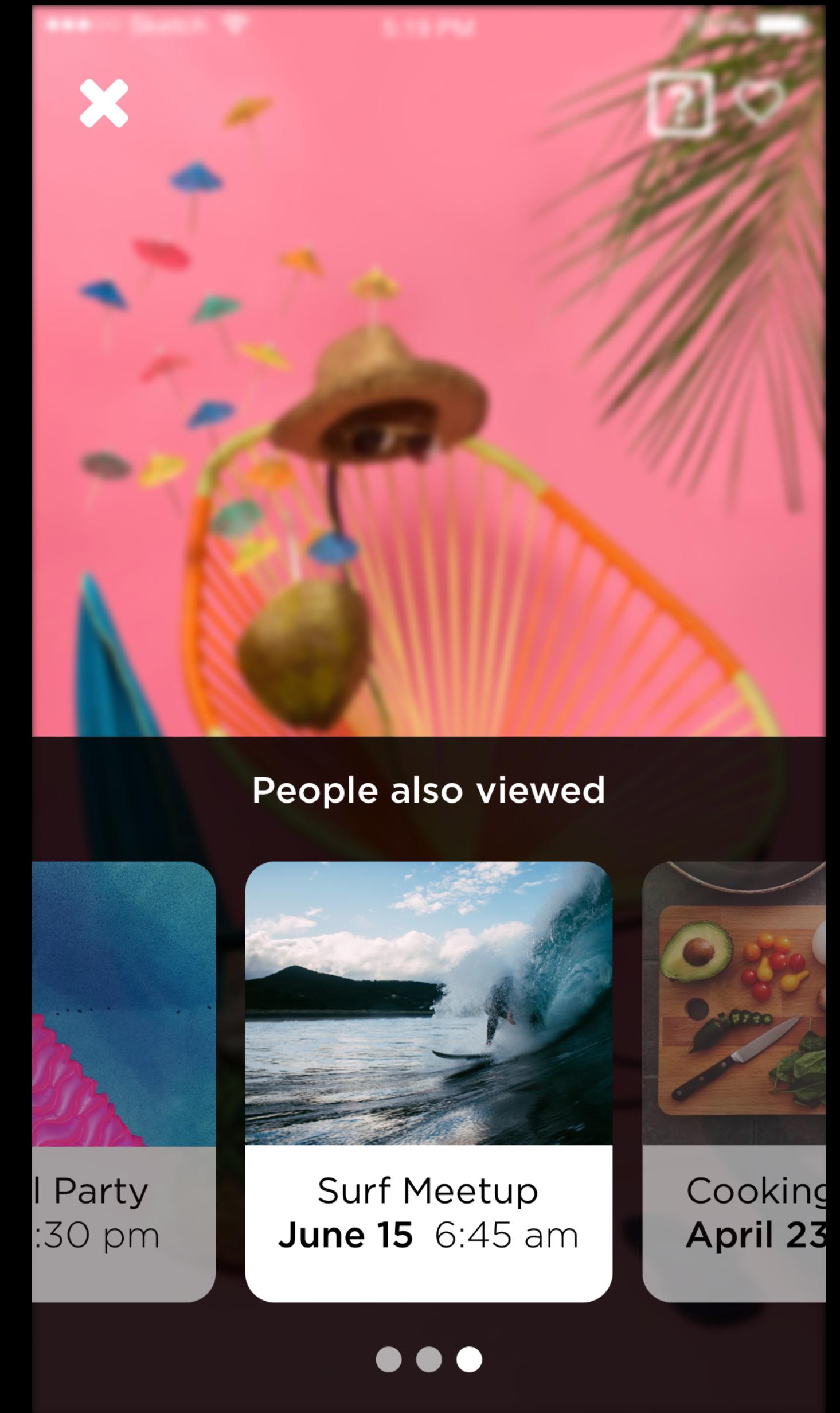
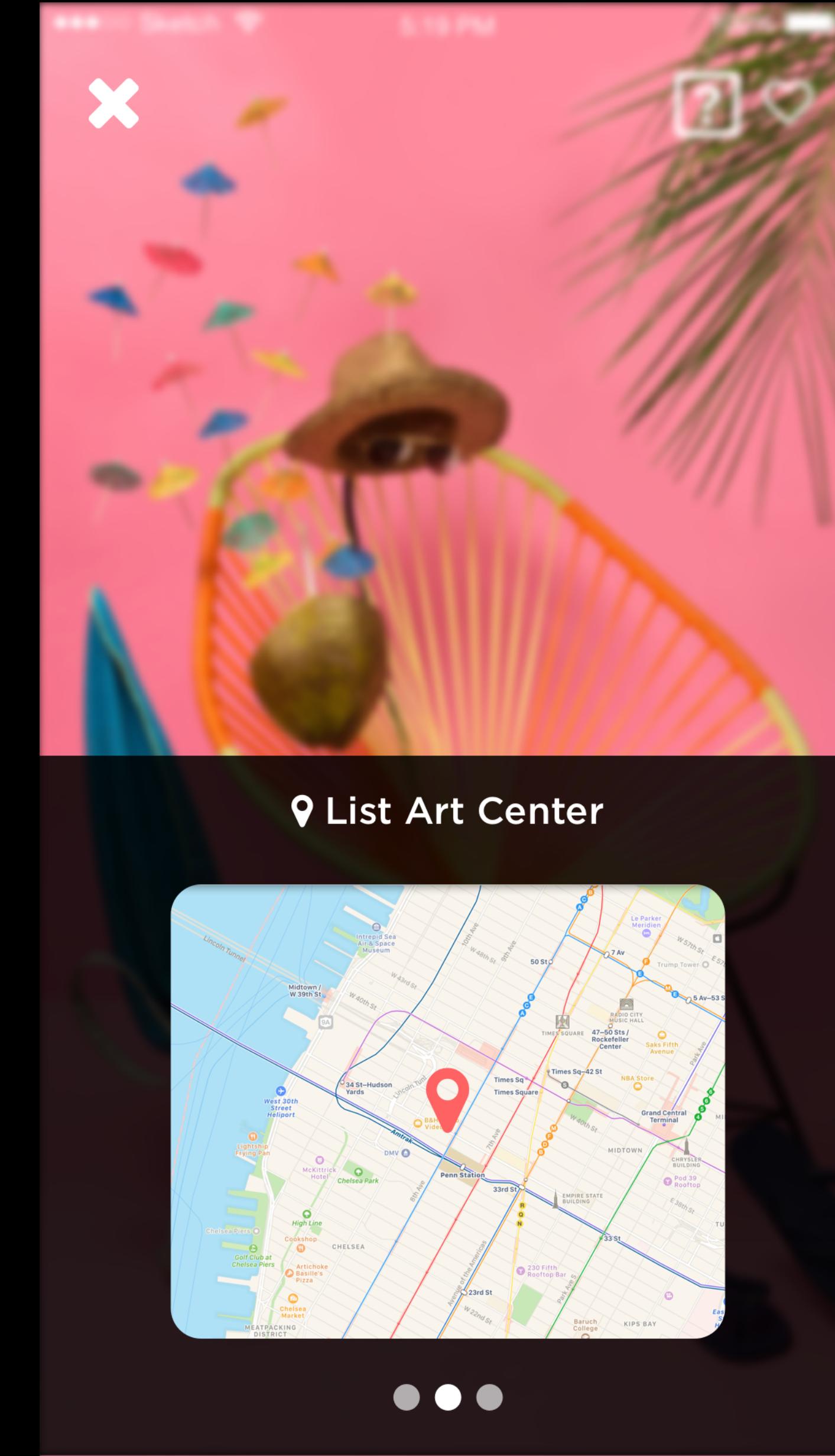
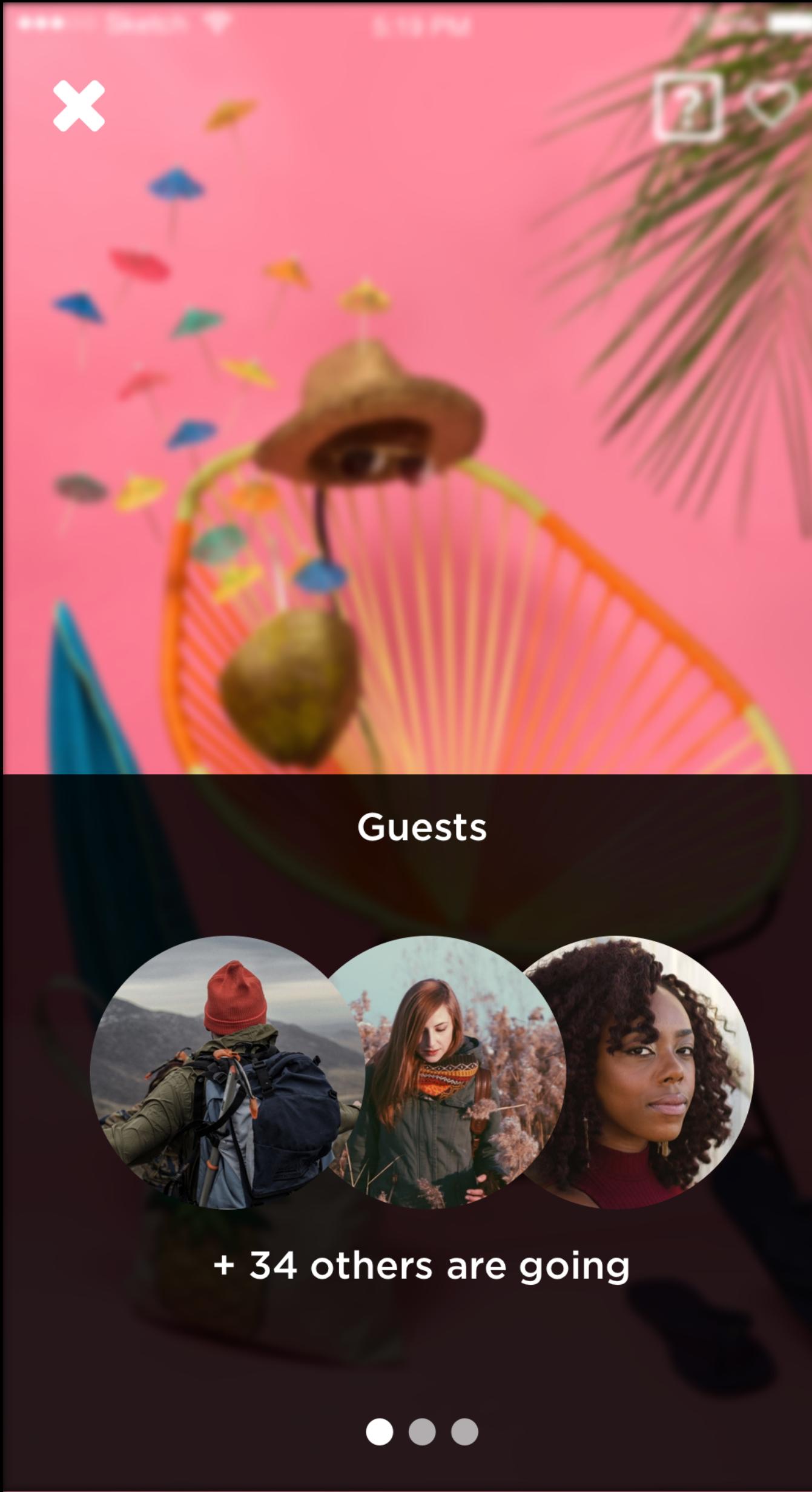
Join Event

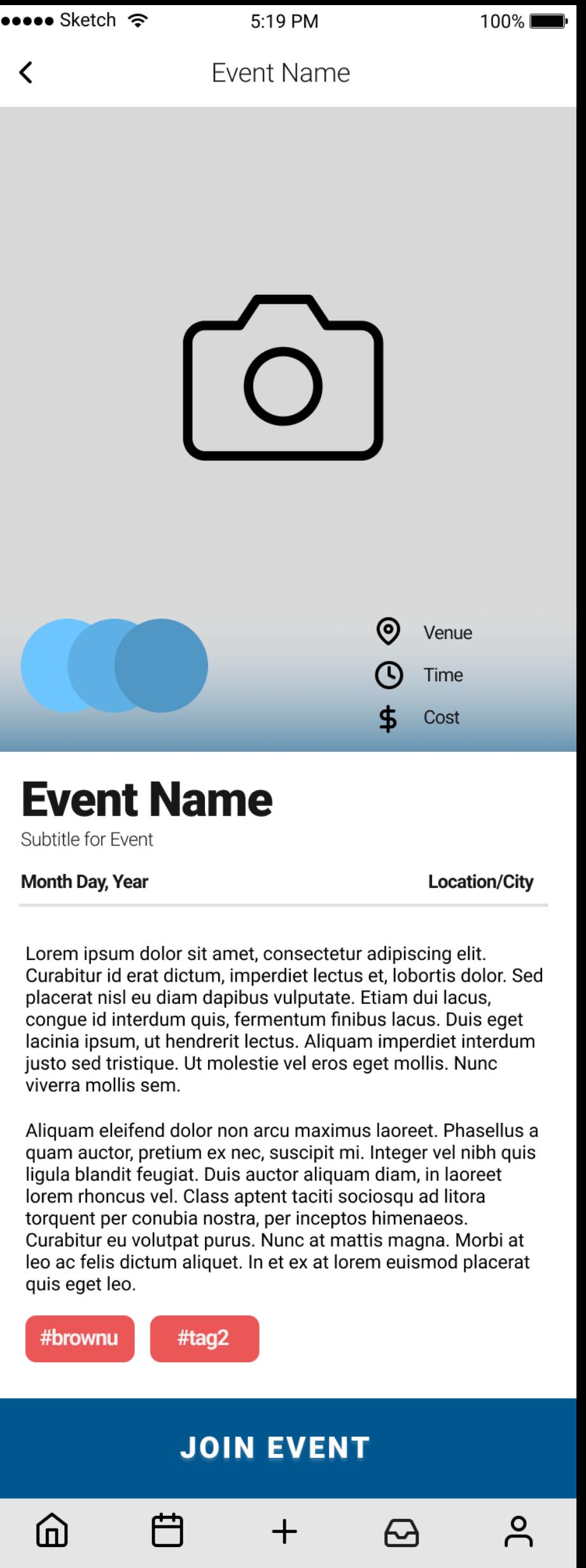
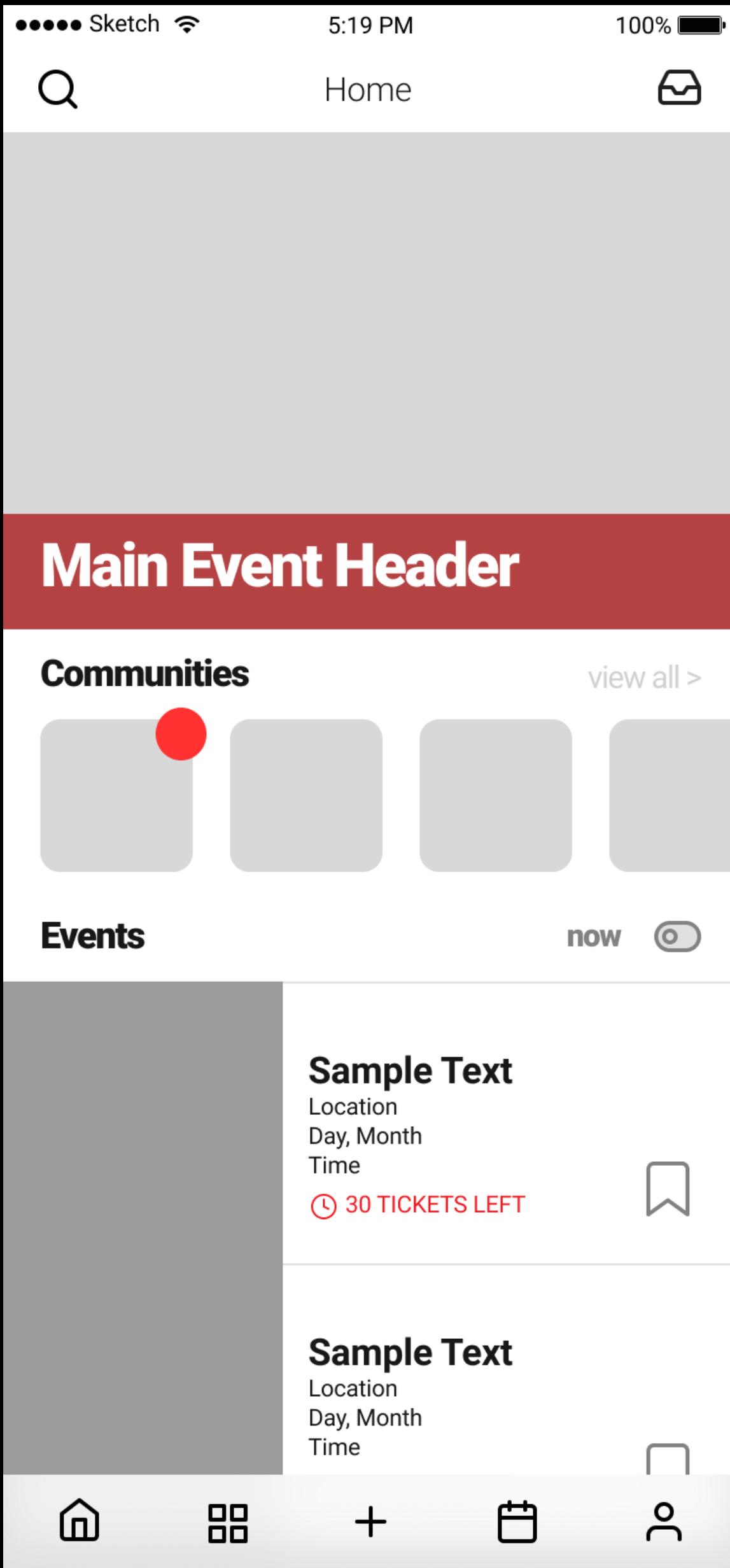


3rd Iteration

- Categories and Search Functionality were integrated
- By grouping events into **Categories**, users would be able to preview events from a curated list based on some common theme, such as design or sports.
- The **Event View** received more improvements, including a mini display of relevant information. When users tapped on the images of people attending, a small modal would appear, where users would get an expanded description of the event, including more information such as location and events they might also like.

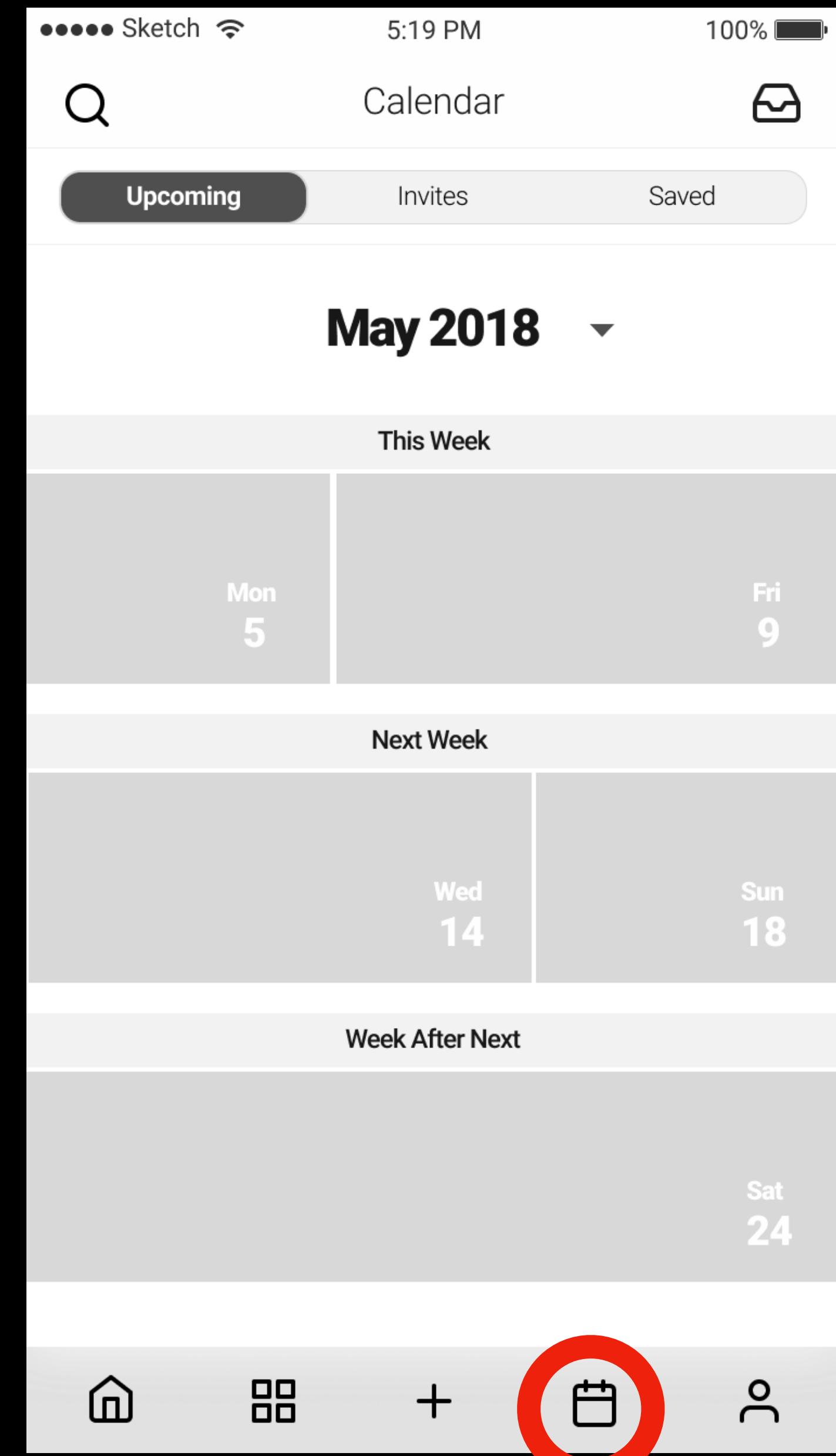
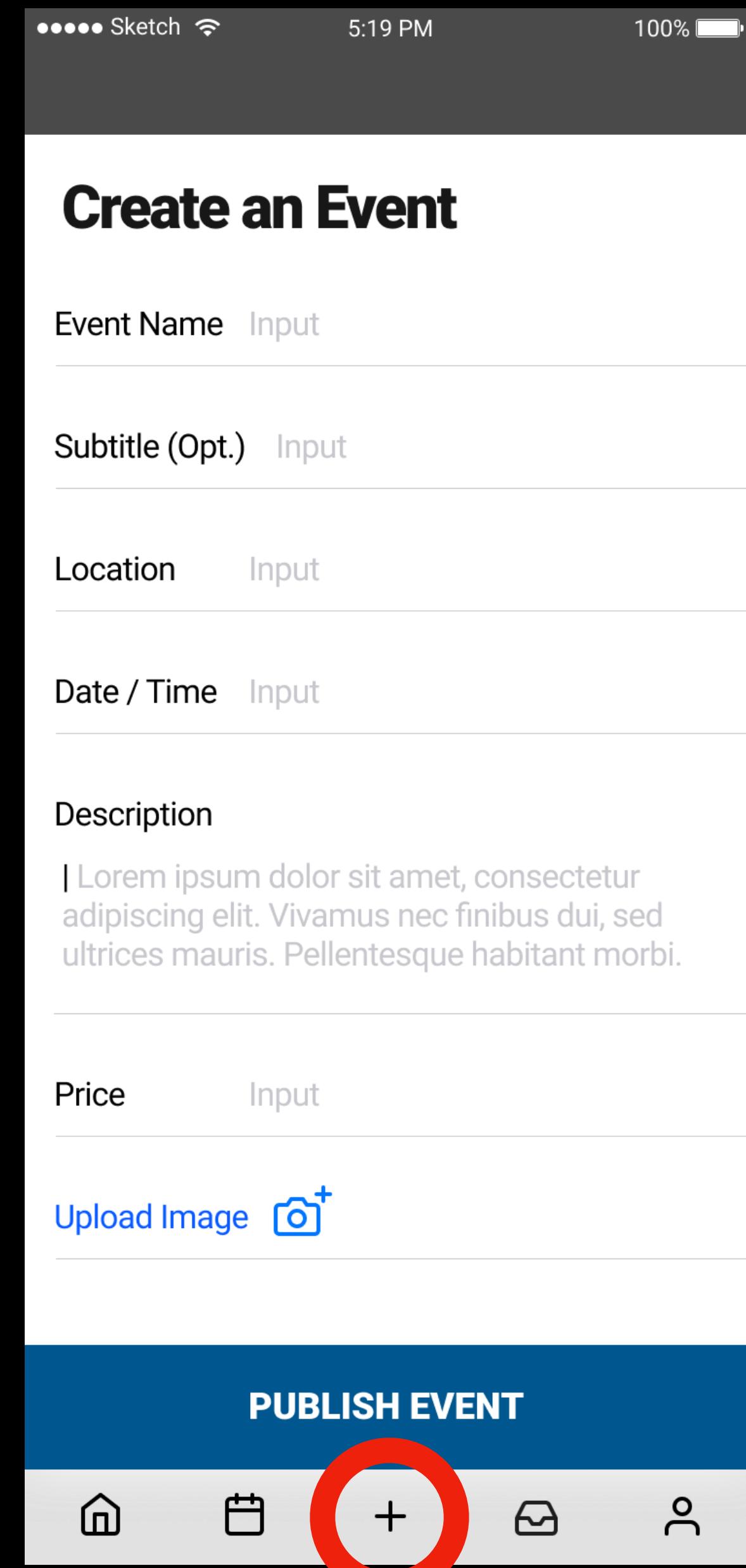
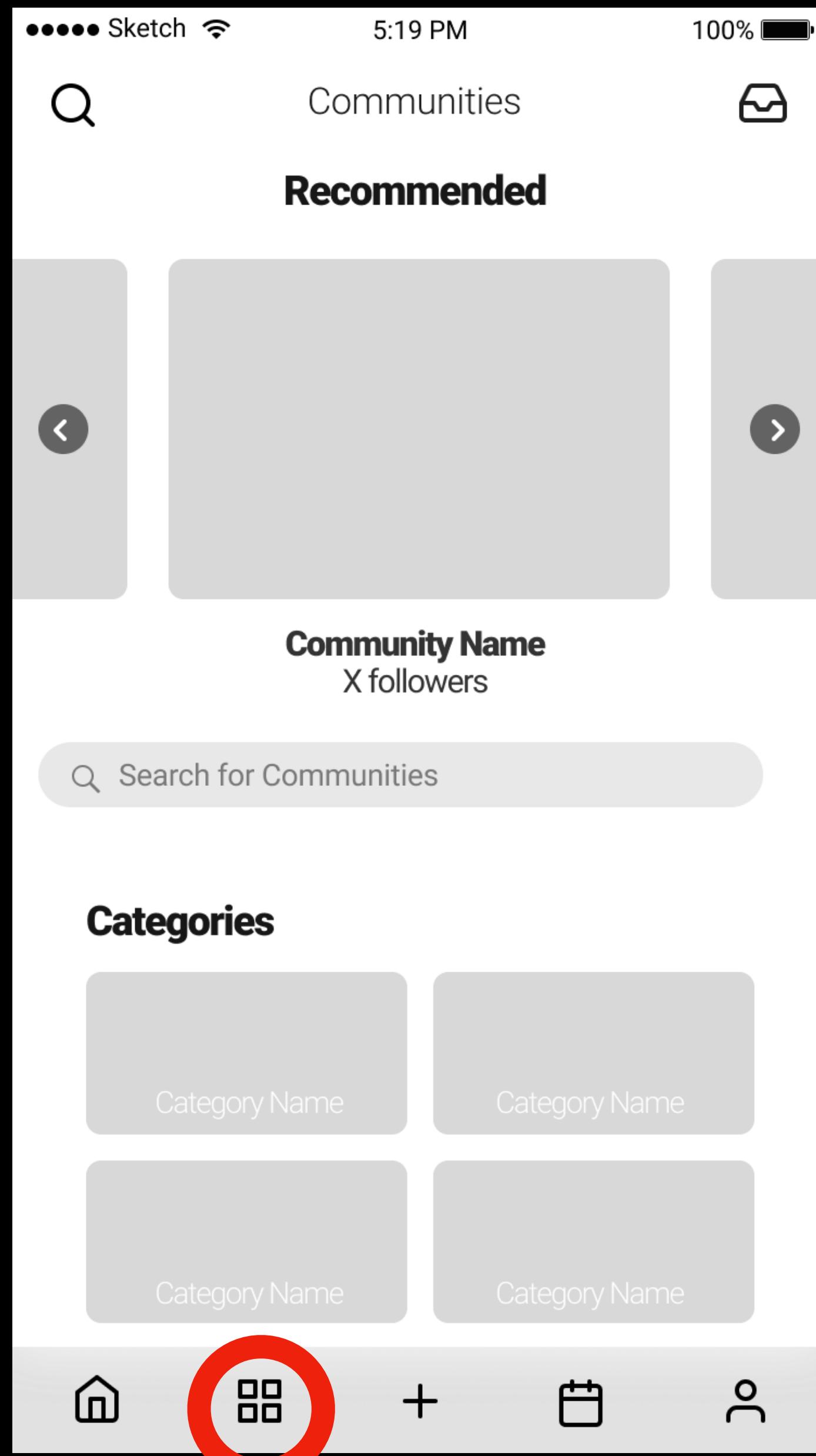






4th Iteration

- The single largest overhaul of the app.
- After testing with users and on-campus organizations, we found that building community was an important aspect of the event discovery experience. After all, it was through their network of clubs and organizations that people were hearing about these events going on.
- The communities users interact with the most will appear on your home page, updating them on the latest from the organizations they follow.
- Tab Bar now provided immediate access to community discovery, where users could browse organizations on campus.
- Calendar feature was added, allowing users to quickly see events they have signed up for.

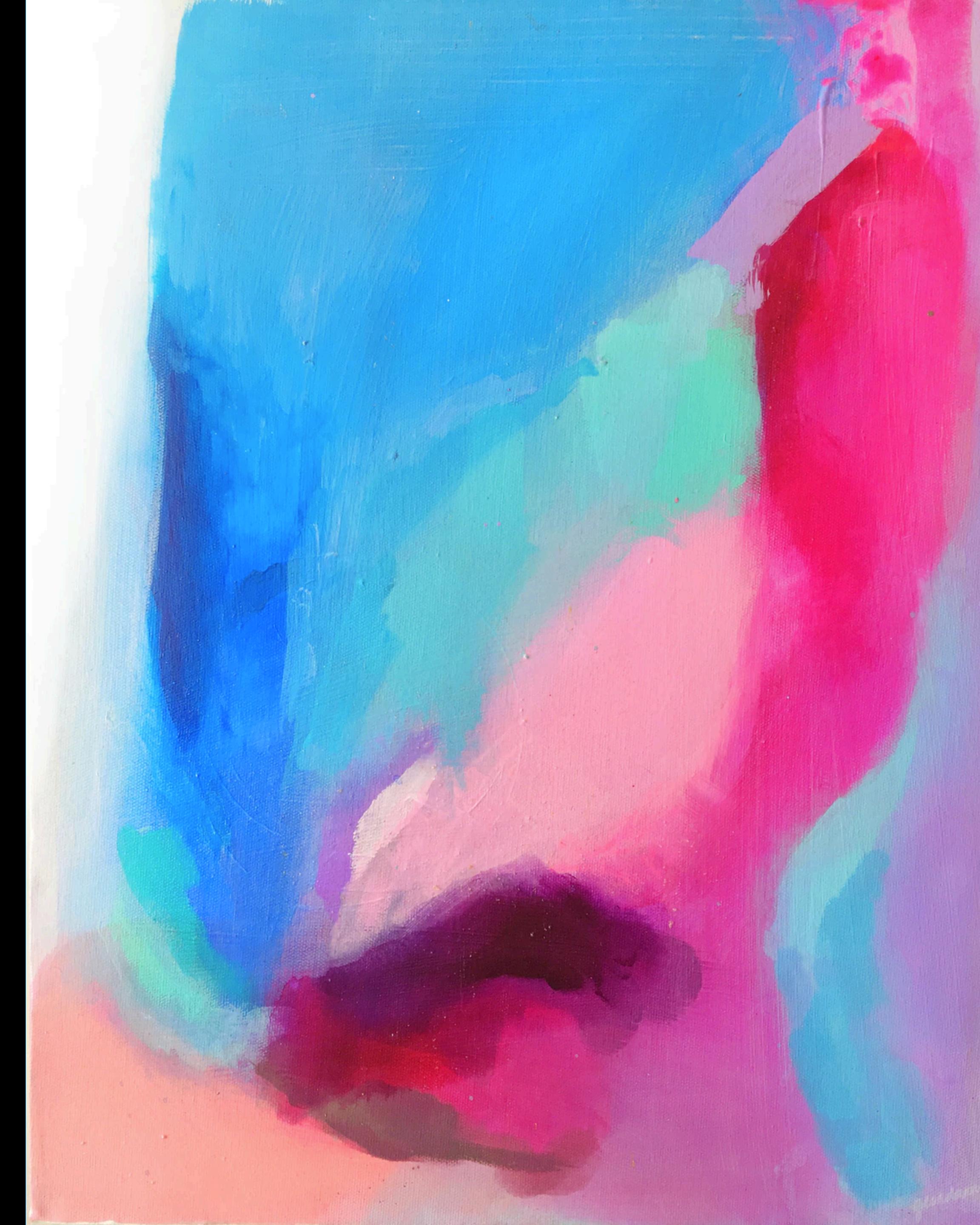


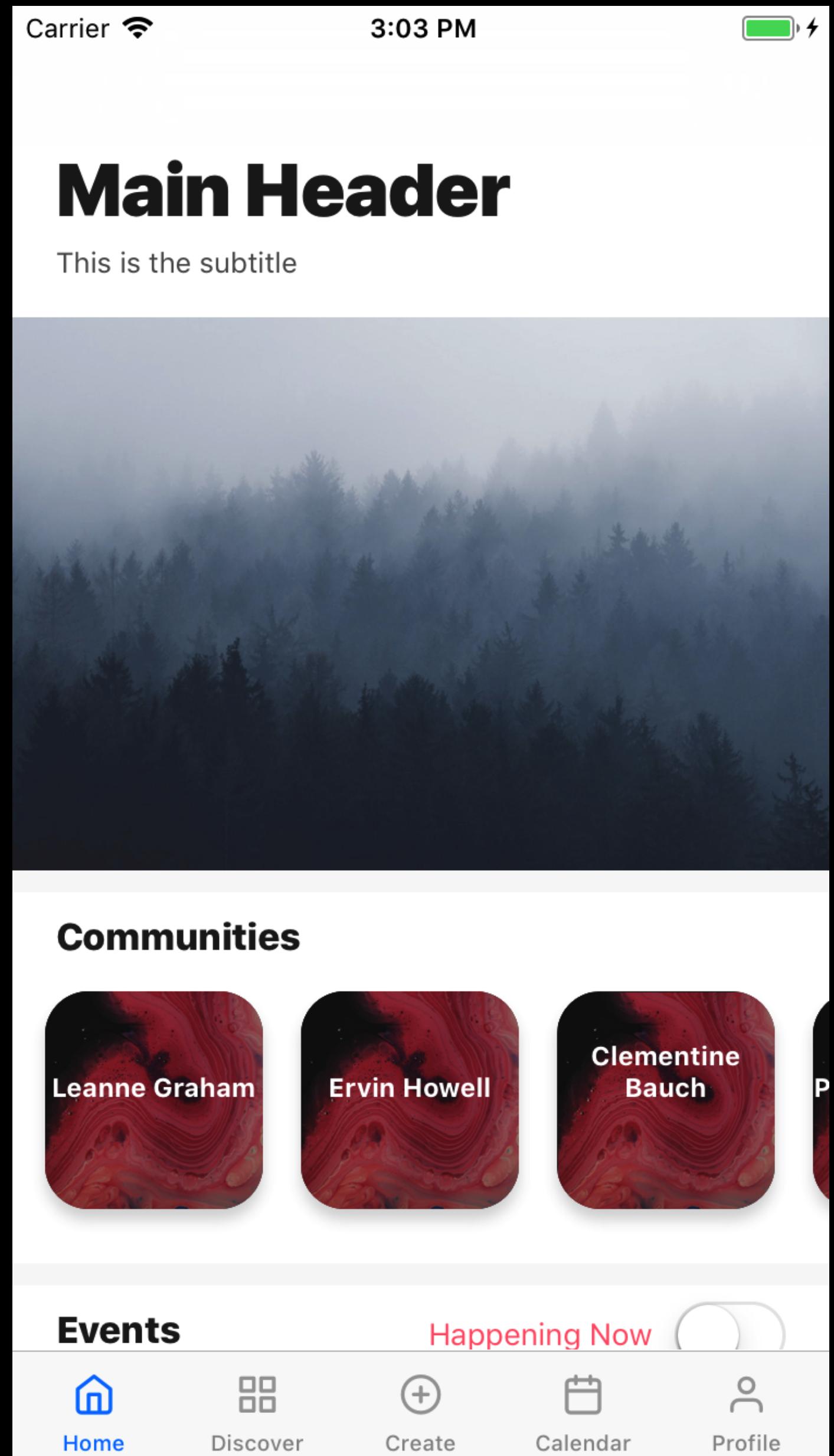
Development

Summer 2018

Framework

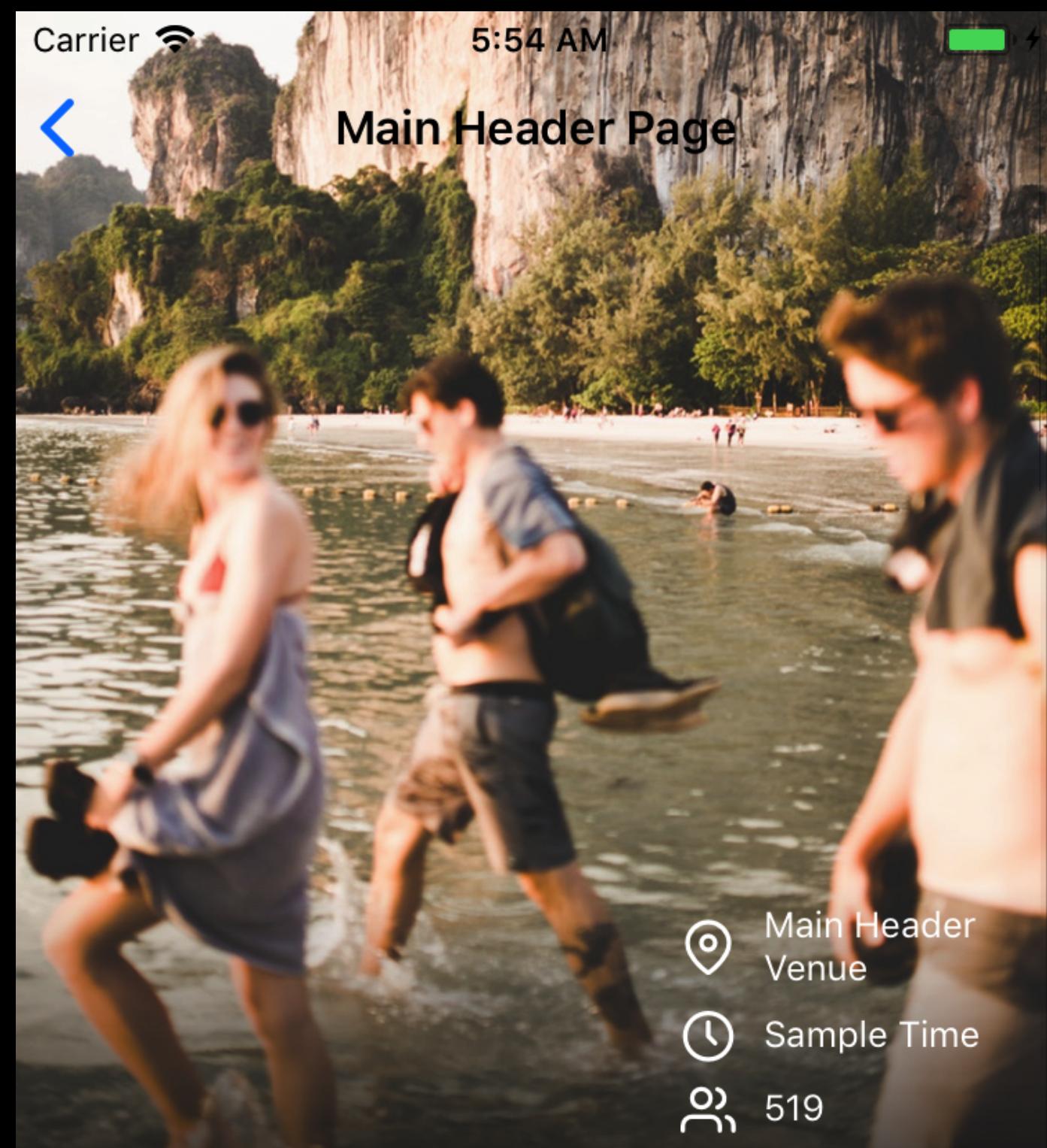
- After prototyping with Sketch & Invision, we began the actual development process.
- **React Native** served as our framework of choice.
- Allowed us to develop for both iOS & Android concurrently
- Familiarity with ReactJS was an advantage





5th Iteration

- The Main Header was changed entirely. Users now only see the single most important event for the day, based on their interests and events that are trending.
- Groups have now been added, allowing users to create events for smaller, and more niche organizations.
- The Communities screen transformed into what is now Discover. Users are now able to find Events, Communities and Groups outside of the home feed.



Carrier 4:47 PM

Create an Event

Create a Community

Carrier 3:23 PM

Discover

Find events, communities, and more.

Brown Running Club

Lorem ipsum dolor sit amet

Find events, communities & more

People

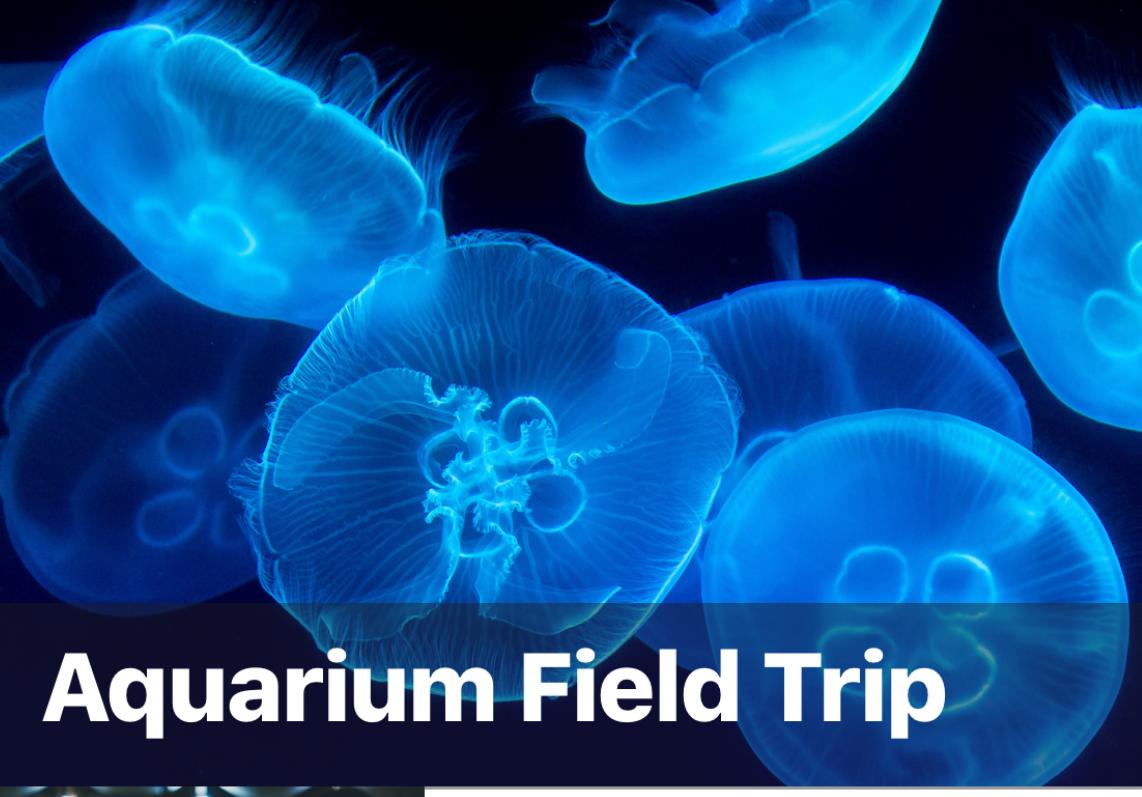
Communities

Home Discover Create Calendar Profile

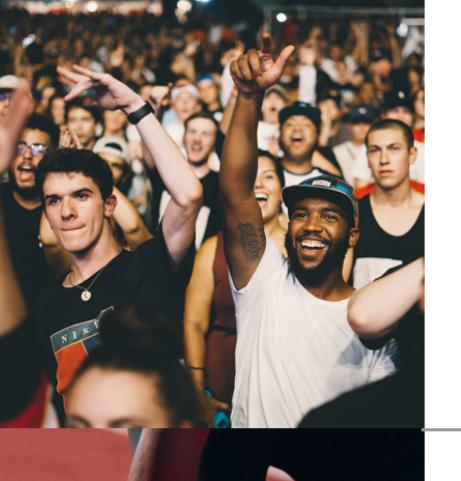
••••• Sketch ⌂ 5:19 PM 100% 🔋

< Brown University Group

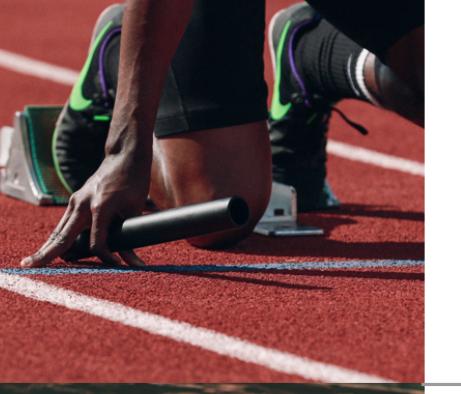
Upcoming **Album** **Members**



Aquarium Field Trip



Trending
Spring Concert
Sayles Hall
Friday, April 2
6:00pm - 9:00pm
⌚ 30 TICKETS LEFT



Track Meet
OMAC
Monday, February 5
7:00am - 9:00am

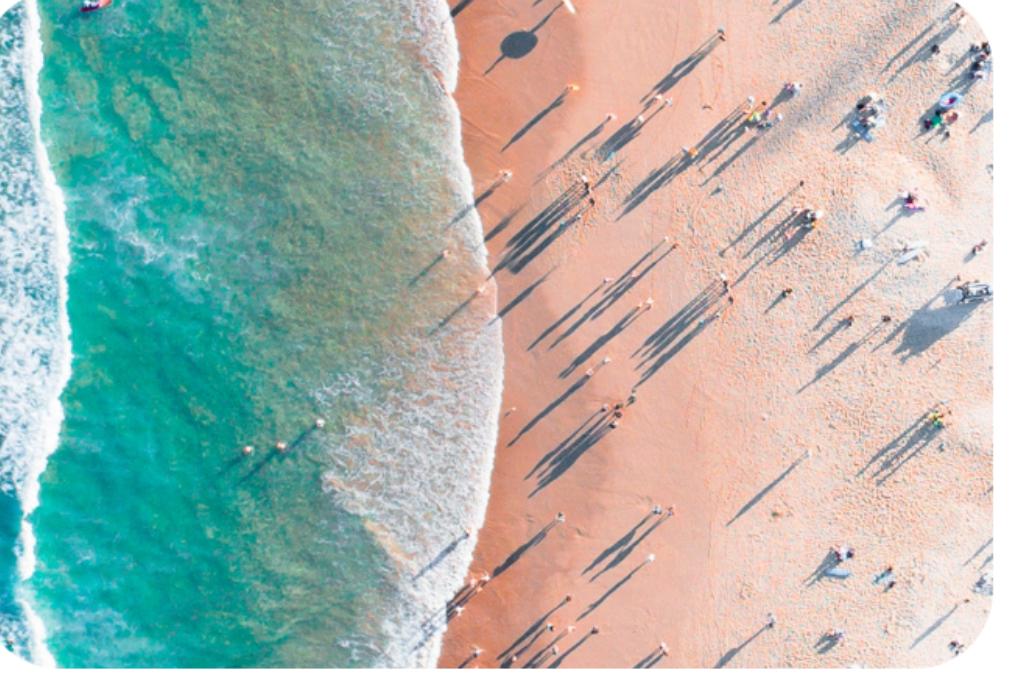


Sponsored
Hiking Info Session
Salomon 202
Thursday, February 15
8:00pm - 10:25pm

••••• Sketch ⌂ 5:19 PM 100% 🔋

< Brown University Group

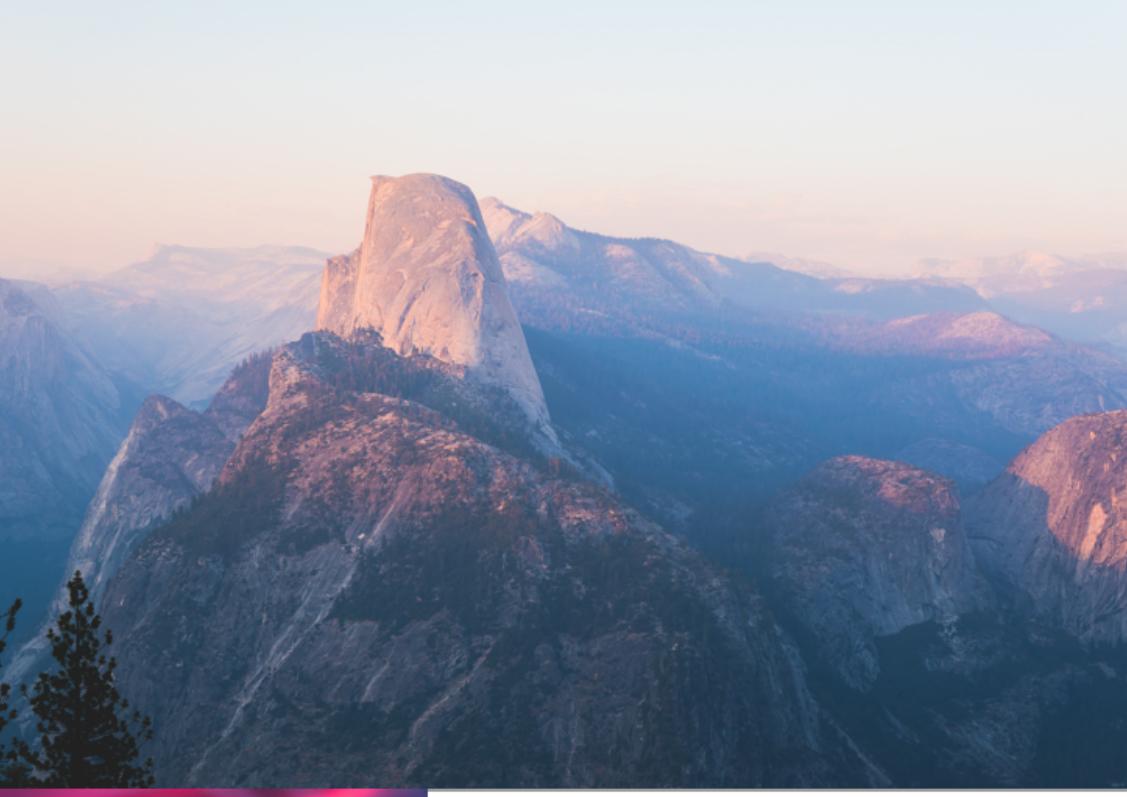
Upcoming **Album** **Members**



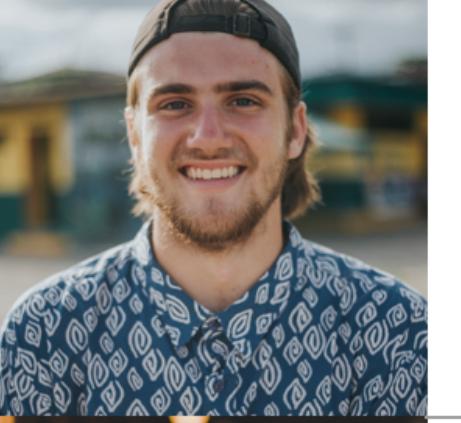
••••• Sketch ⌂ 5:19 PM 100% 🔋

< Brown University Group

Upcoming **Album** **Members**



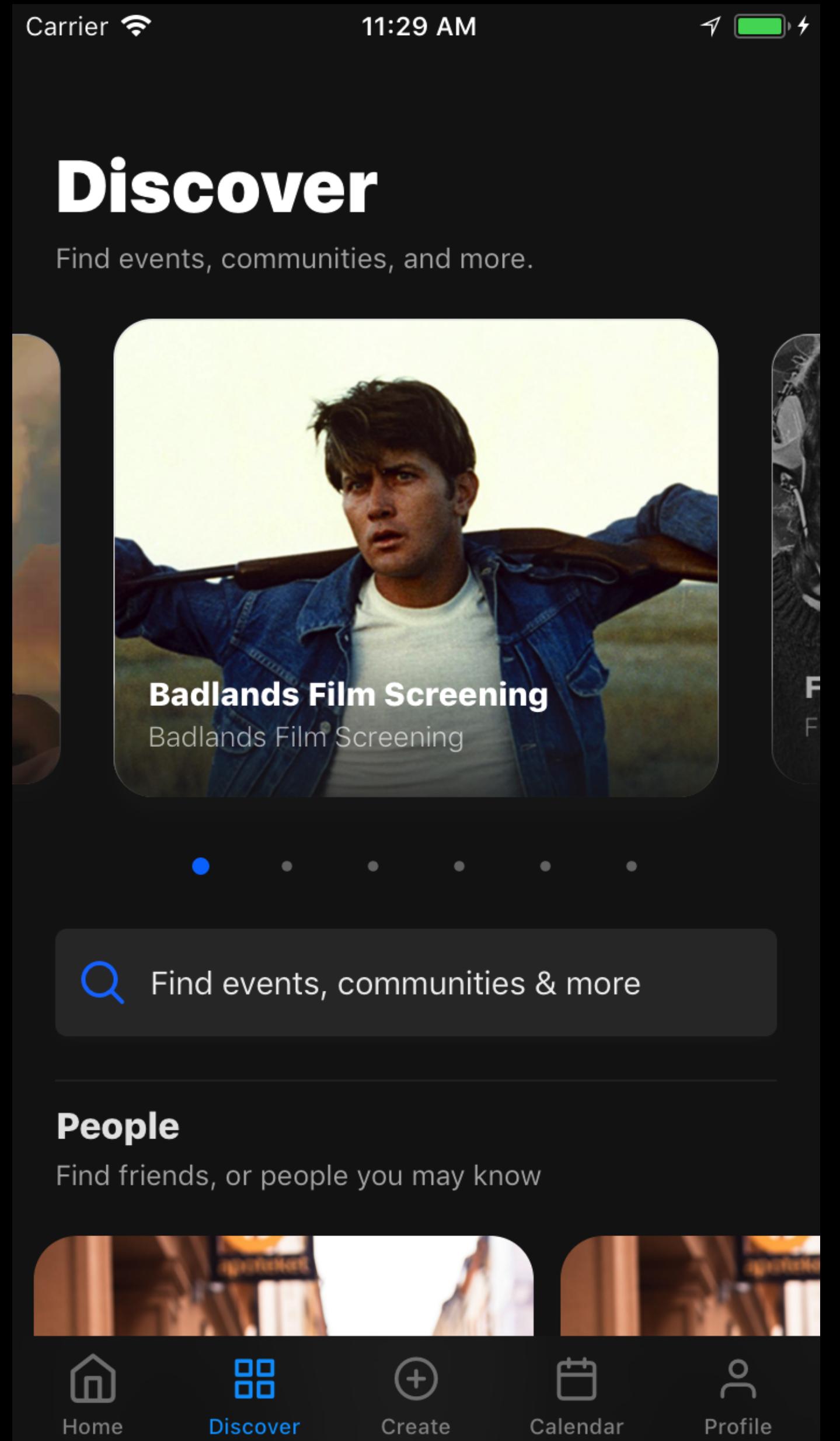
Person Name
Role in Organization
Class of 2019



Person Name
Role in Organization
Class of 2020



Person Name
Role in Organization
Class of 2021



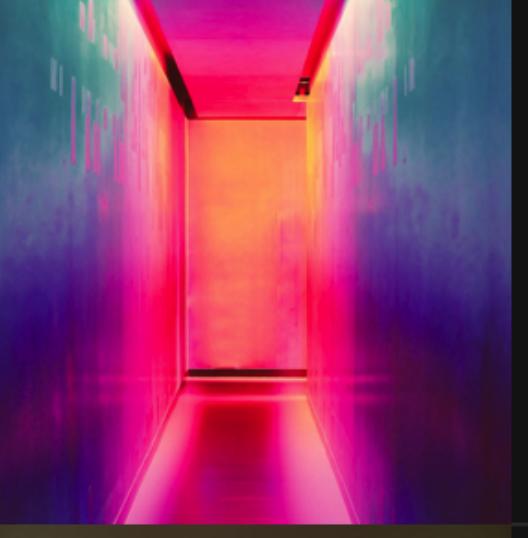
6th Iteration

- Switch to Dark theme. The change was inspired by apps such as Spotify, that really emphasized the use of bright and colorful imagery to drive use within the app.
- The calendar was further refined from previous iterations, allowing users to see larger, easier to click tiles of their upcoming events.

Carrier ⌘ 1:31 PM

Events

 **Harvard vs Brown Basketball Game**
Lincoln Financial Plaza,
Kingston, RI, USA
November 28, 2018
7:00 PM 

 **Visual Design Conference**
190 Thayer Street,
Providence, RI, USA
November 29, 2018
5:00 PM 

 **RISD Museum Talks**
20 North Main Street,
Providence, RI, USA
November 27, 2018
1:30 PM 

 **Jamila Woods Concert**
85 Waterman Street,
Providence, RI, USA
December 8, 2018
8:00 PM 

 Home  Discover  Create  Calendar  Profile

Carrier ⌘ 11:30 AM

Sun Mon Tue Wed Thu Fri Sat
25 26 27 28 29 30 1

 **Visual Design Conference**
Visual Design Conference

 **Badlands Film Screening**
Badlands Film Screening

 Home  Discover  Create  Calendar  Profile

Carrier ⌘ 1:29 PM

 **BSU**
Black Student Union

Upcoming **Gallery** **Members**

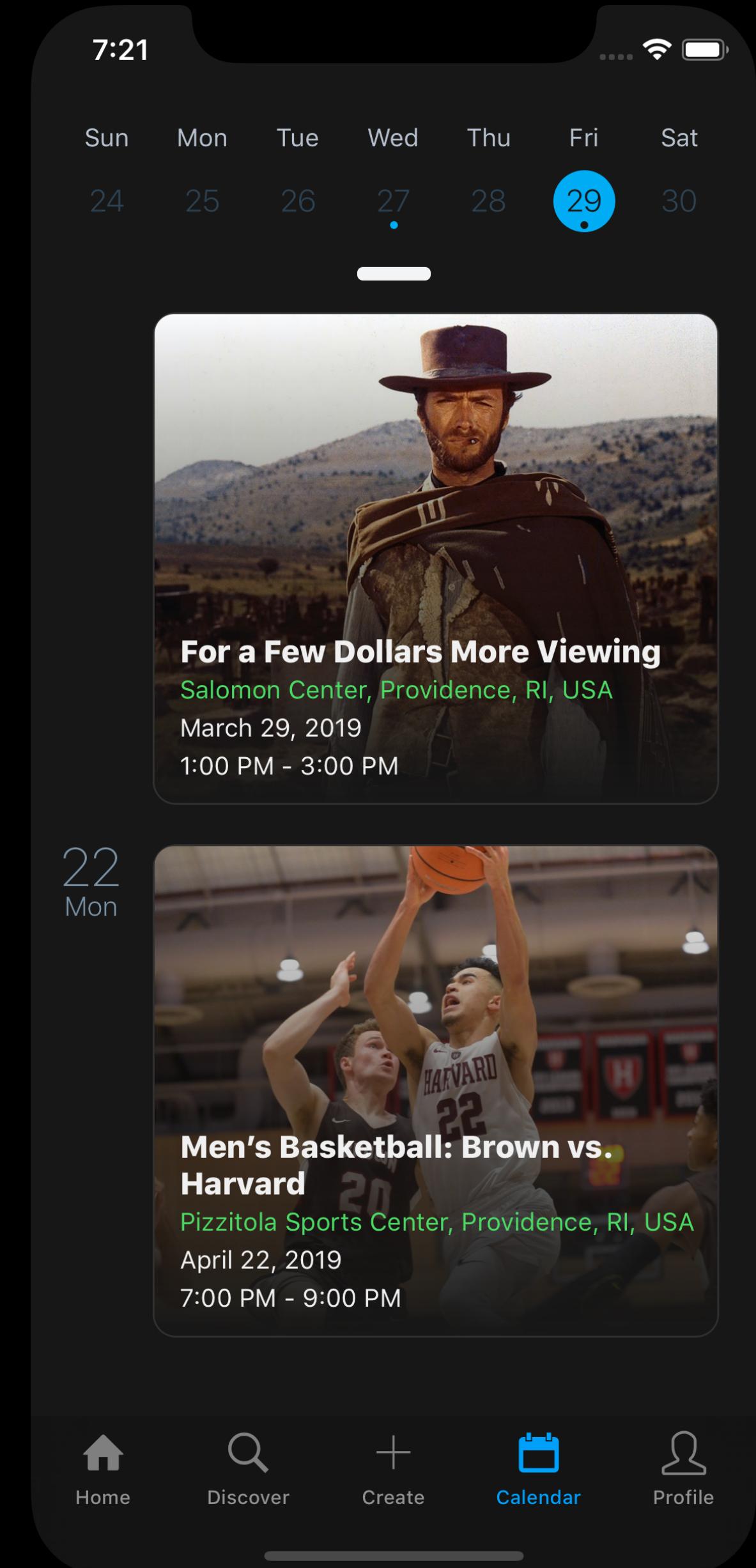
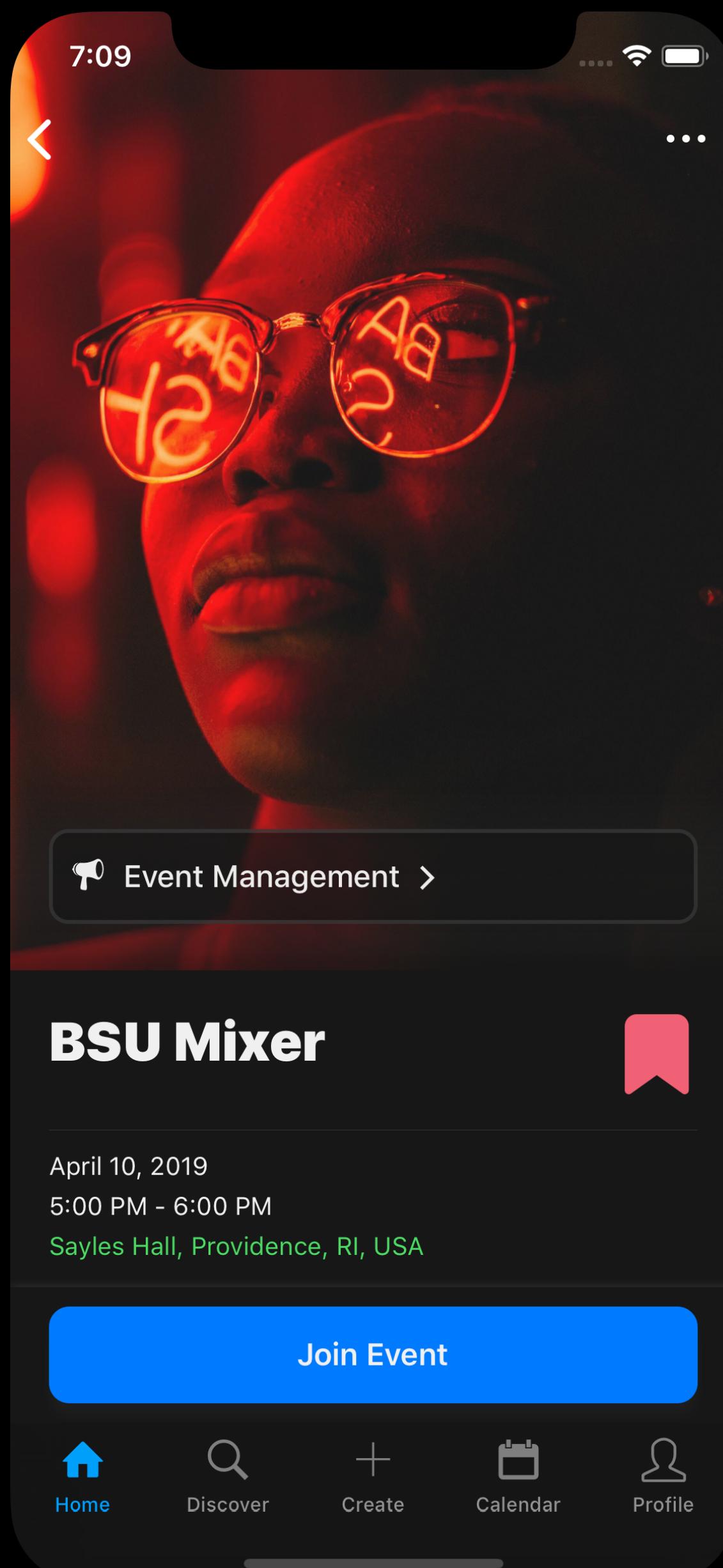
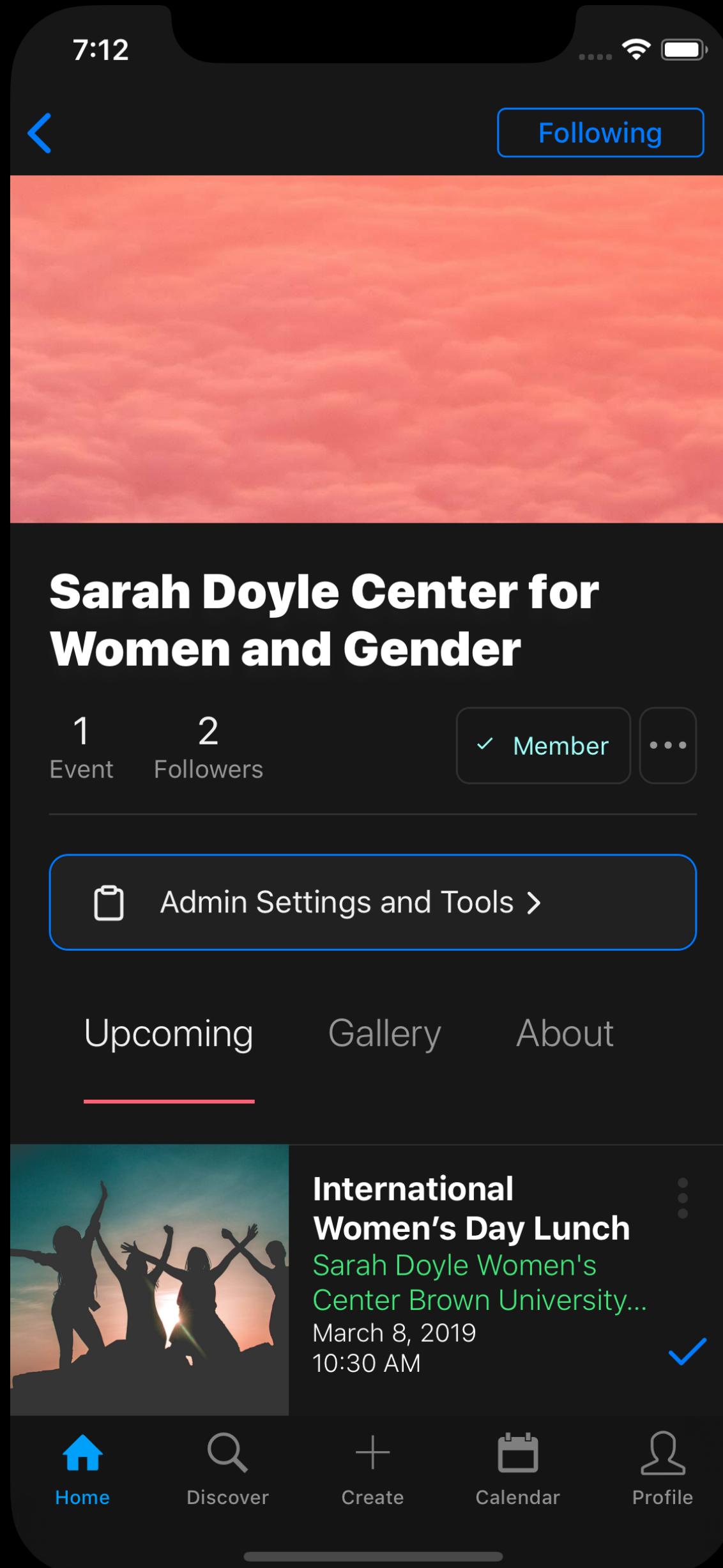
 **The Black Solidarity Conference**
New Haven, CT
February 7- 10, 2019
12:00 - 8:00 PM 

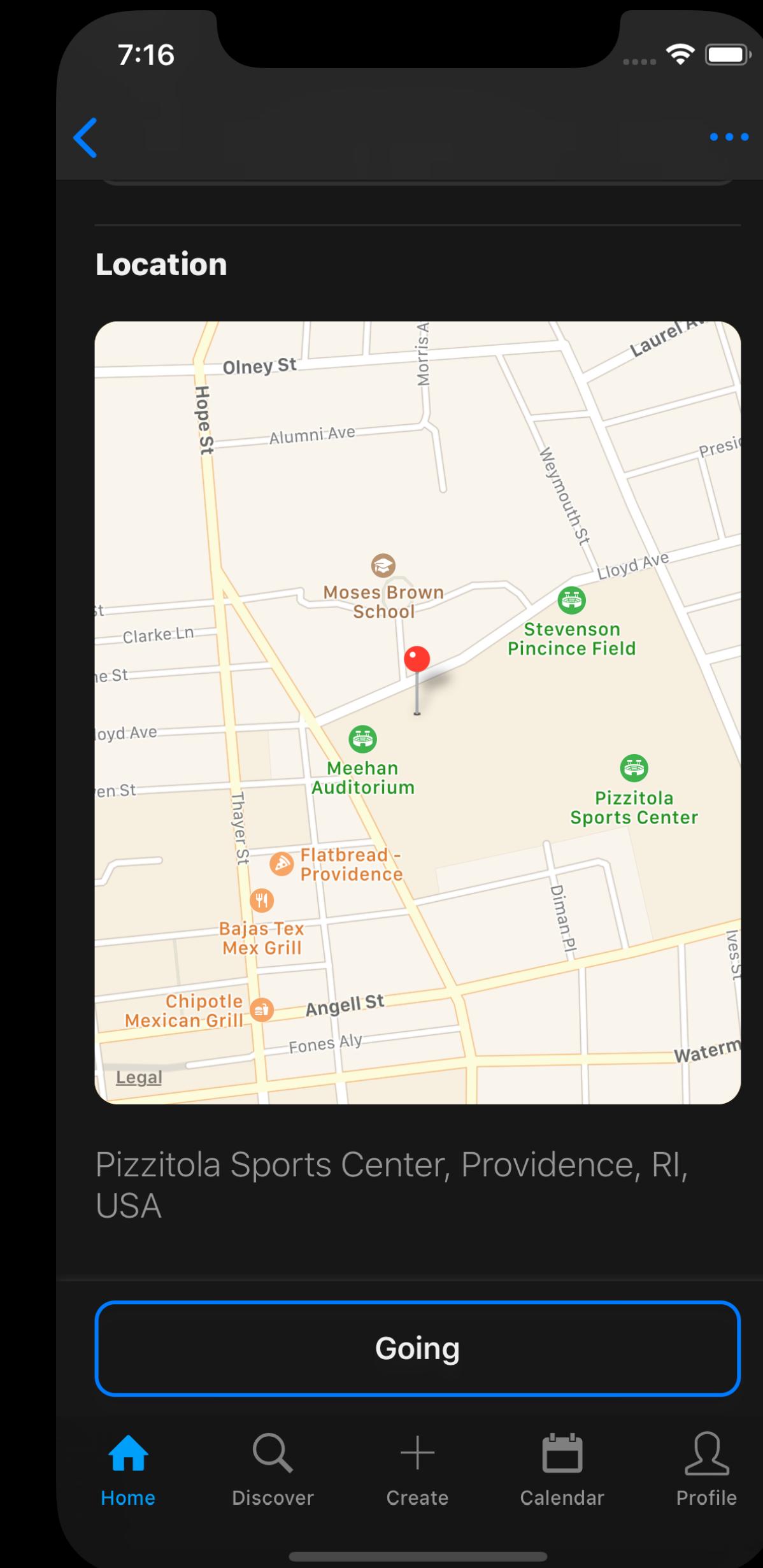
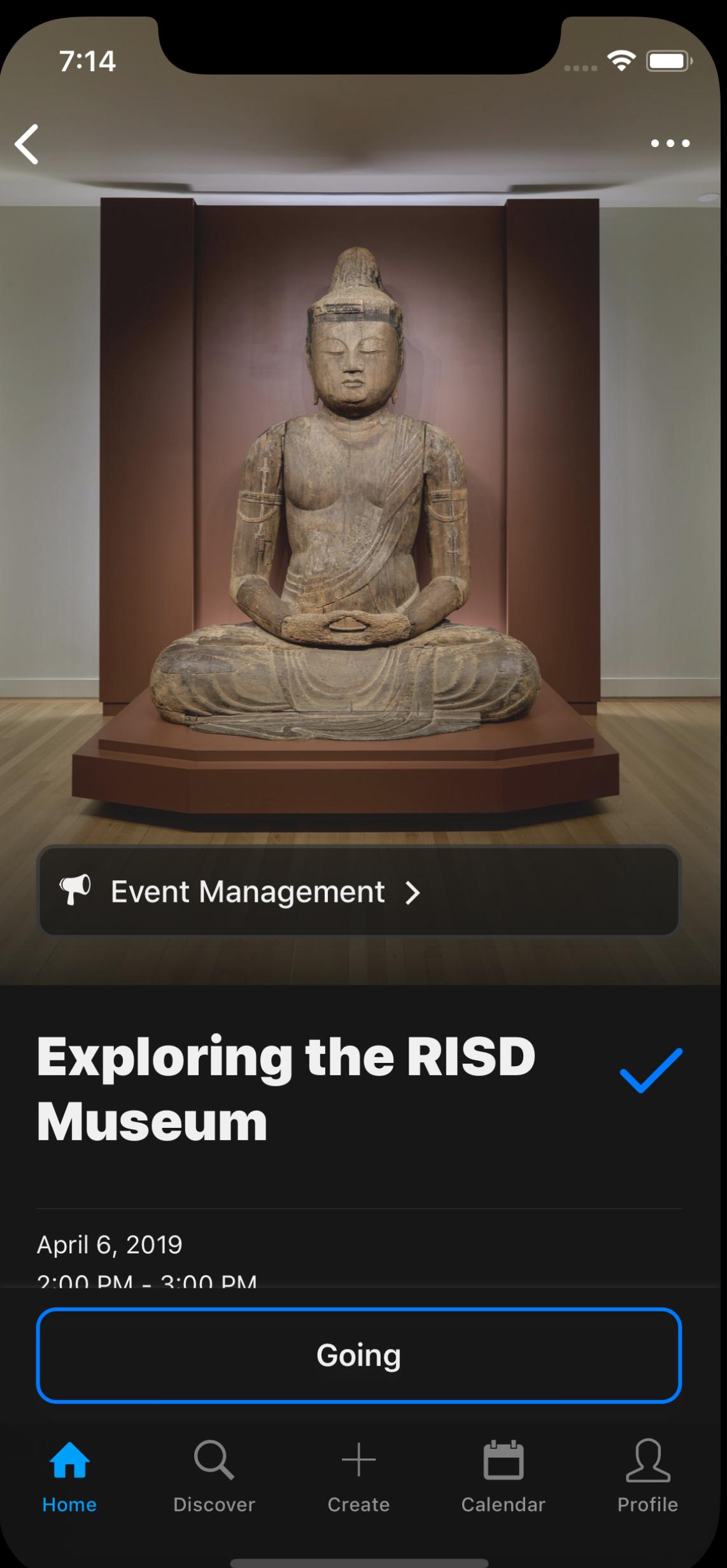
 Home  Discover  Create  Calendar  Profile



Final Iteration

- Member functionality added, allowing organization members to coordinate internal events.
- Users have greater control over the information displayed on their event.
- Calendar Tiles have improved, now showing relevant information.
- **Map functionality** was integrated as well, allowing users to open their native maps application, or even a 3rd Party service. Users **can call an Uber or Lyft** to an event, right from the app, or open Waze for directions to the exact location of the event.
- Known as Version 1.01, this version of the app was used for our limited release and beta testing.





Growth & Marketing

Fall 2018 - Present

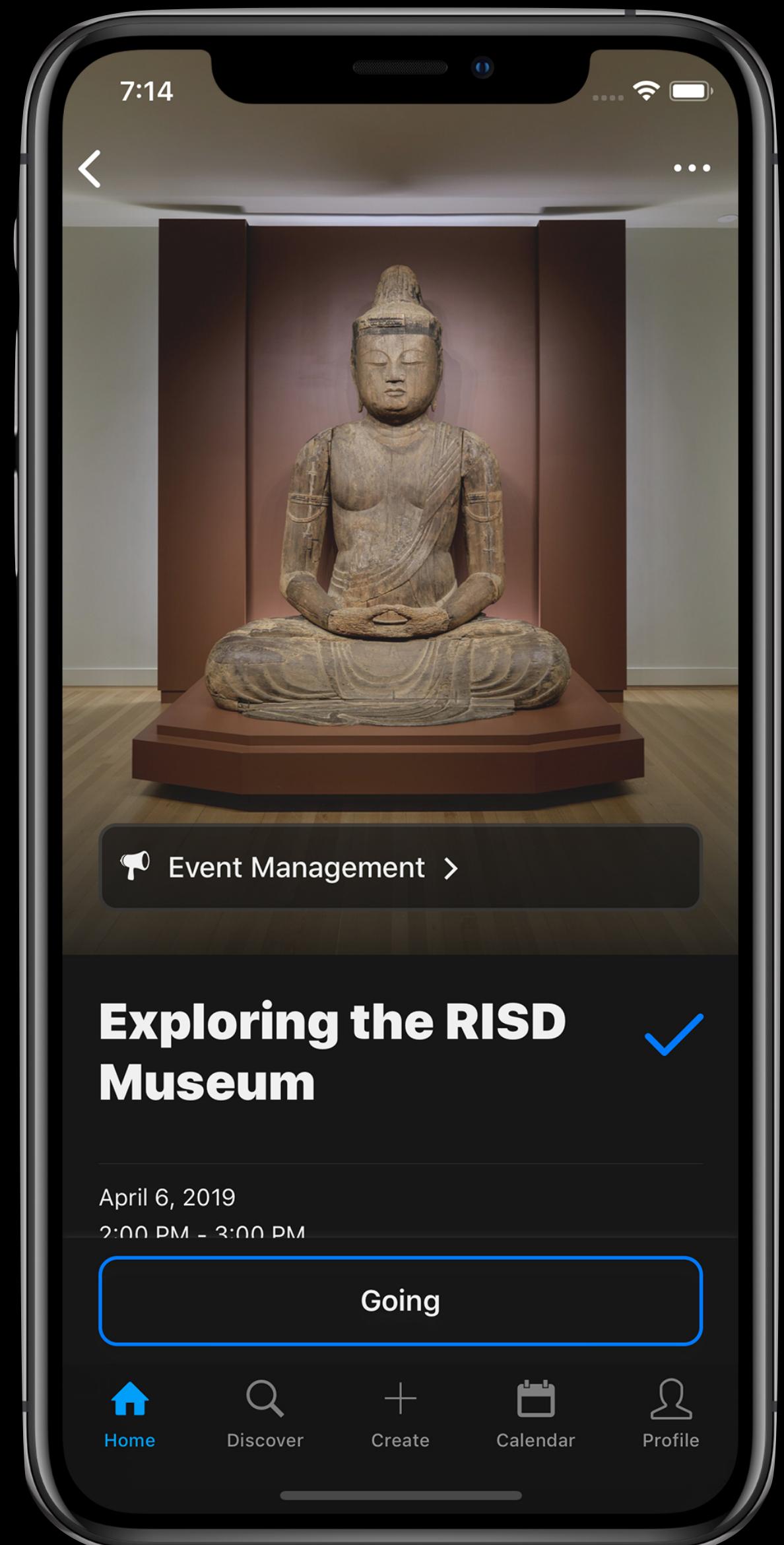
Logo & Identity

- Logo based on Fibonacci sequence, or the golden ratio spiral
- Ubica comes from the Spanish word *ubica*, which means ‘to locate’.
- Transition to Dark Them helps images ‘pop’.
- Graphik Bold used for promotional material



Availability

- As part of our limited release, 2 on campus organizations agreed to use the app internally for their meetings.
- Their feedback has been crucial, as we are constantly improving Ubica.
- Currently available on iOS through the App Store™, with an Android version expected to release in mid-late May 2019.
- We plan to market the app within the Brown University community and partner with more on campus organizations in search of an event management tool.



The End