

T6. PROTOTYPE EVALUATION.

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Project Title: Campus Crossroads

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Figma Prototype: <https://fact-scarf-13869087.figma.site/>

PROBLEM DESCRIPTION.

Campus Crossroads addresses the challenge students face in discovering relevant events, finding peers with shared interests, and coordinating real-world meetups. Many students want to explore campus and local activities but lack an efficient way to identify opportunities, see who else is going, and initiate low-friction coordination. The interface aims to streamline event discovery, surface compatible peers, and provide clear pathways for connecting and attending activities together.

PRIMARY STAKEHOLDERS.

The primary stakeholders are undergraduate students who are looking to meet new people, explore campus life, and participate in social or recreational activities. They typically have limited time, varying levels of social confidence, and a desire for low-effort ways to find events that match their interests. Their goals include discovering relevant outings, identifying peers with similar preferences, coordinating attendance, and accessing any associated student benefits such as discounts. These users value simplicity, social transparency, and clear next steps.

TASK ANALYSIS.

Technical Requirements:

- Best viewed on mobile-sized Figma frames.
- Use Chrome/Safari for accurate rendering and screen at 100% zoom.

Testing Assumptions:

- Assume you have already created an account and your basic profile/interests are set.
- Assume location permissions are enabled.
- Messaging features are simulated.

Where to Start:

→ Begin the prototype at the initial “Discover” home screen, which will load automatically.

Known Limitations:

- Login and onboarding screens are simplified/skipped.
- Messaging is represented through static screens, “sharing” happens through the interface
- Discount verification is simulated and does not perform backend checks.

Questions for Feedback:

- Is the navigation structure intuitive? (Discover → Event → Actions)
- Are key actions immediately findable? (ex. RSVP, bookmark, claim discount)
- Are cues prompting social connection motivating enough to encourage off-app meetups? (ex. Attendee lists, shared interests, “Join with others”)
- Do any of the interactions feel unclear or require explanation?

TASK 1. COORDINATE A GROUP OUTING.

You want to find something to do this week and whether any groups you belong to are attending events that match your interests.

Goal: Navigate from the Discover screen to an event detail page, view who is attending, and take an action that indicates you plan to join.

TASK 2. BOOKMARK AND SHARE AN EVENT.

There’s an event that looks interesting but you are not ready to commit. You want to save it and share it with a friend.

Goal: Find an event on the Discover feed, bookmark it, and share the event by reaching out to someone who will be attending.

TASK 3. CLAIM A STUDENT DISCOUNT.

While browsing events, you see that some offer student discounts.

Goal: Open an event with a discount, locate the discount section, and complete the simulated “Claim Discount” interaction.