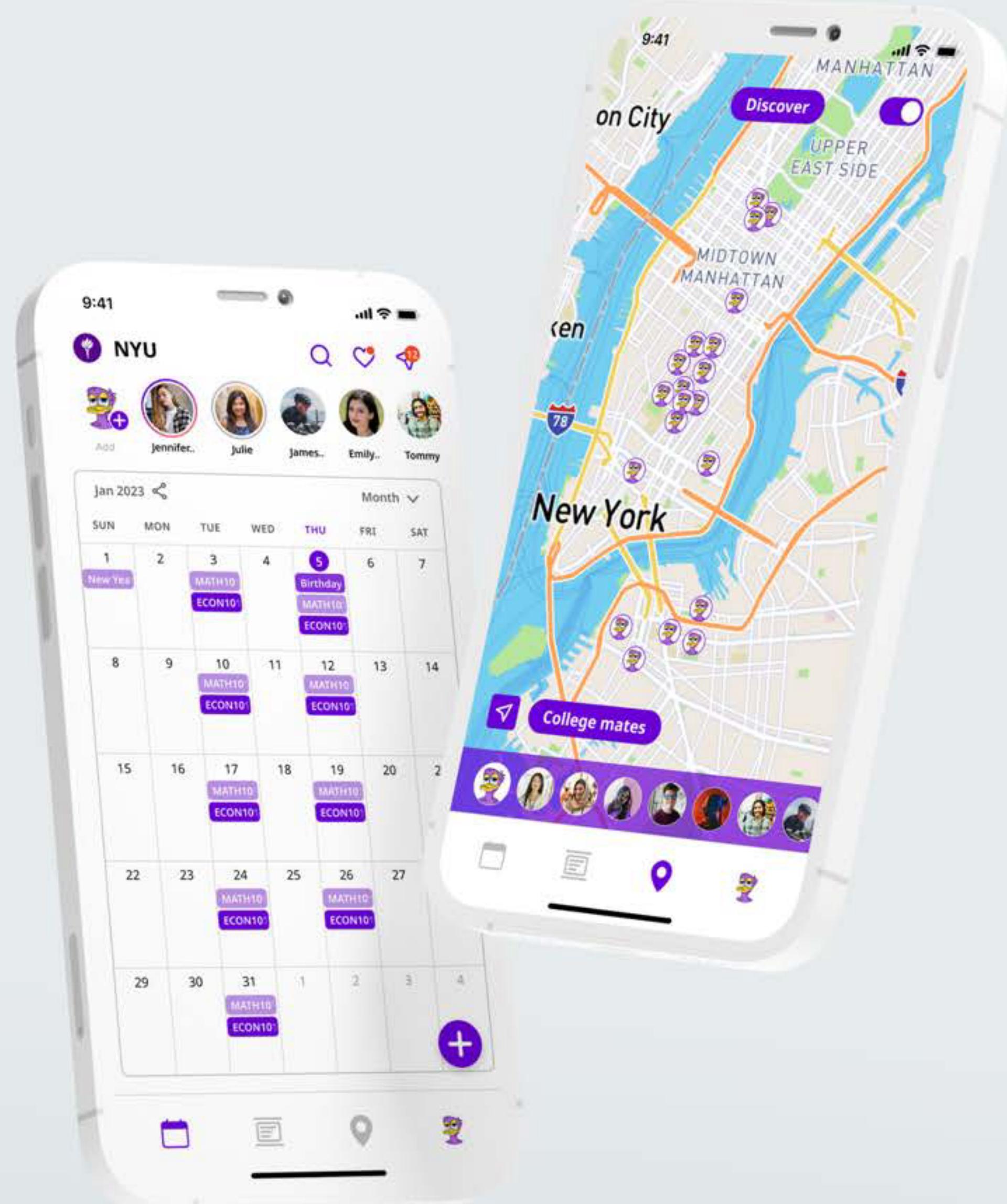




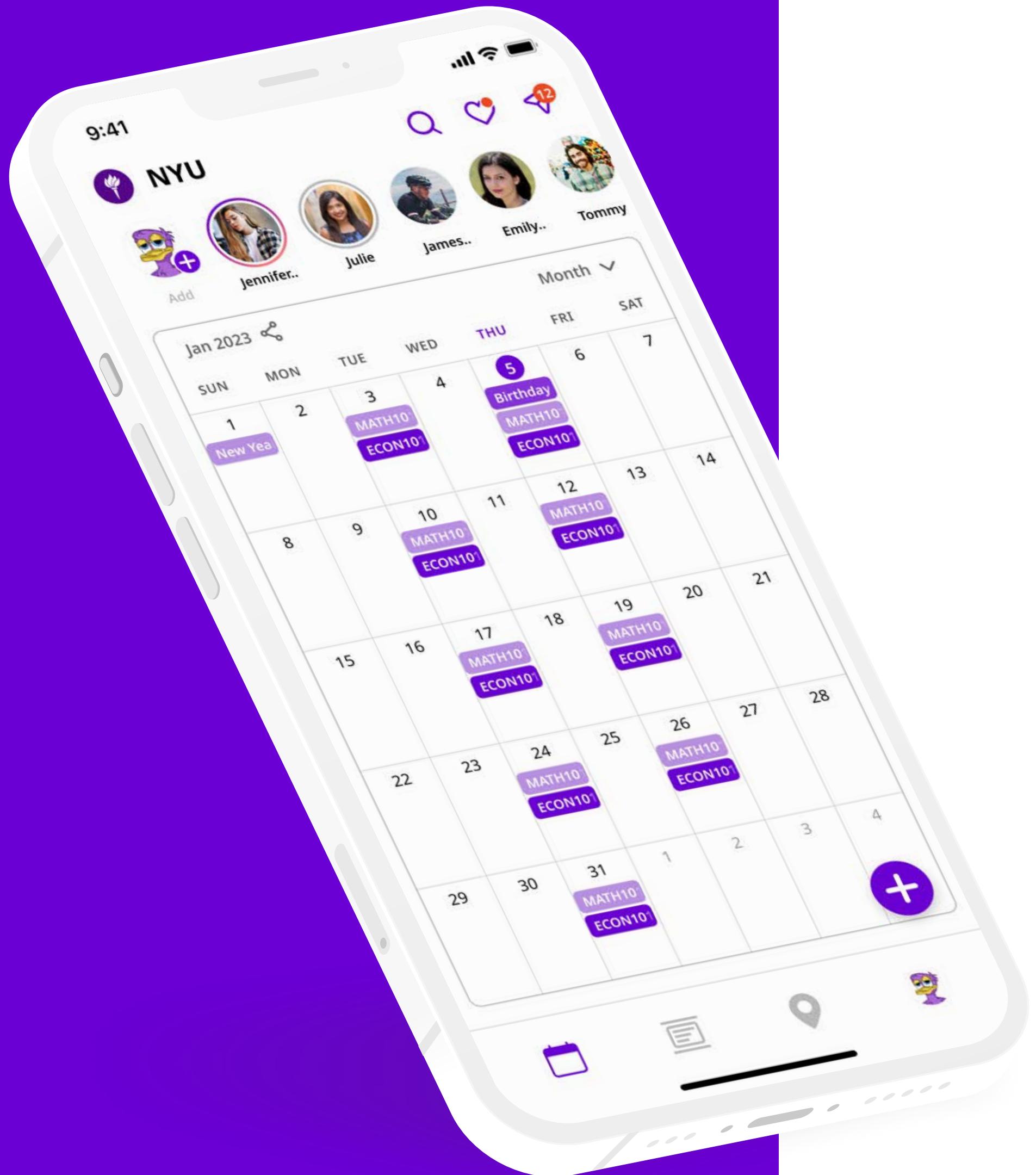
Bondit

Schedule N Socialize

Social media app for college students



BONDIT CASE STUDY



OVERVIEW

Bondit is a location-based social media app specifically created for college students to bond with college peers.

Bondit version 1 had a “Bondit Bluebox” feature where users were randomly matched with other students from same college. Users could also filter college students based on major, dormitory, gender, class year, nationality, activities of interest, and work experience.

DATES

June 30, 2023 - July 28, 2023

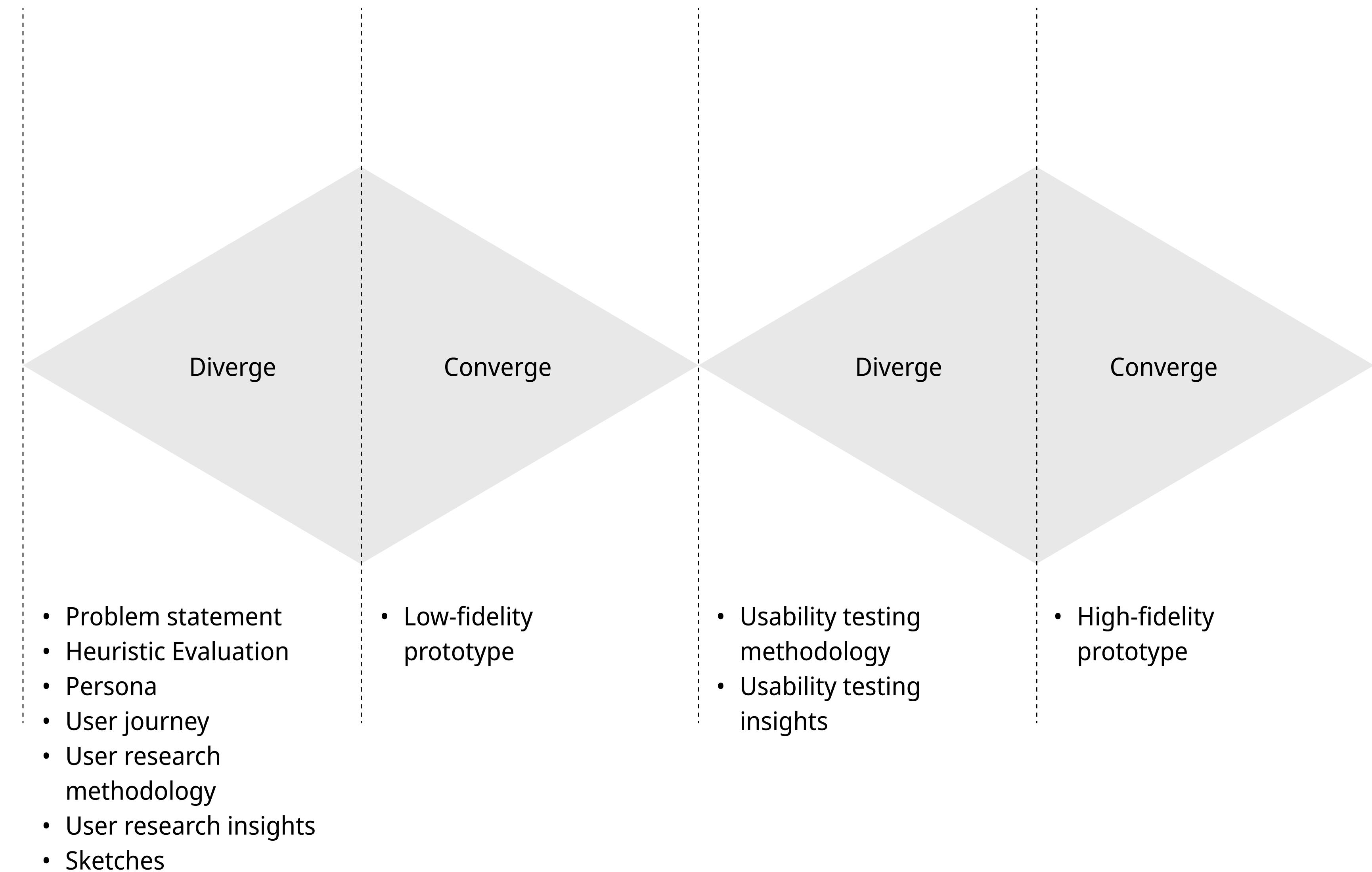
TOOLS/METHODOLOGY

- Figma
- Figjam
- Google suite
- User research
- Open Coding
- Affinity Diagramming

TEAM MEMBERS

Chiwon Lee	Design lead
Lauren Choi	UX designer
Ain Cho	Intern
Robin Hwang	Intern
Seohyun Lee	Intern
Yongjune Kim	Intern
Bella Noh	Intern
SeungJoo Lee	Intern

DESIGN METHODOLOGY



HEURISTIC EVALUATION

<Screenshots from conducted heuristic evaluation>



<Calender>

Issue

It does not show what schedule of some bars, such as red bar and yellow bar. It cannot be recognized at once what event is it.

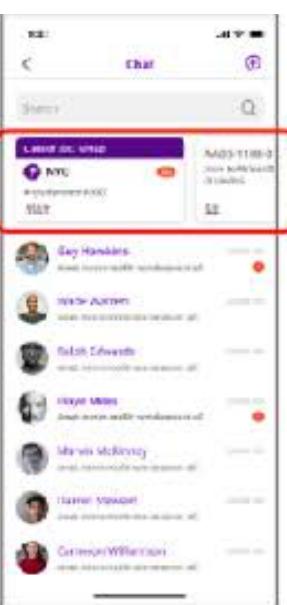
Priority P2

Reasons for the severity

The user might get confused for what event that they scheduled for. There is a bar which is showing that there is some event going on, but not knowing what is about will be very frustrating.

Category

6-recognition rather than recall



<Chat>

Issue

It is unclear of the upper part of the chatting group.

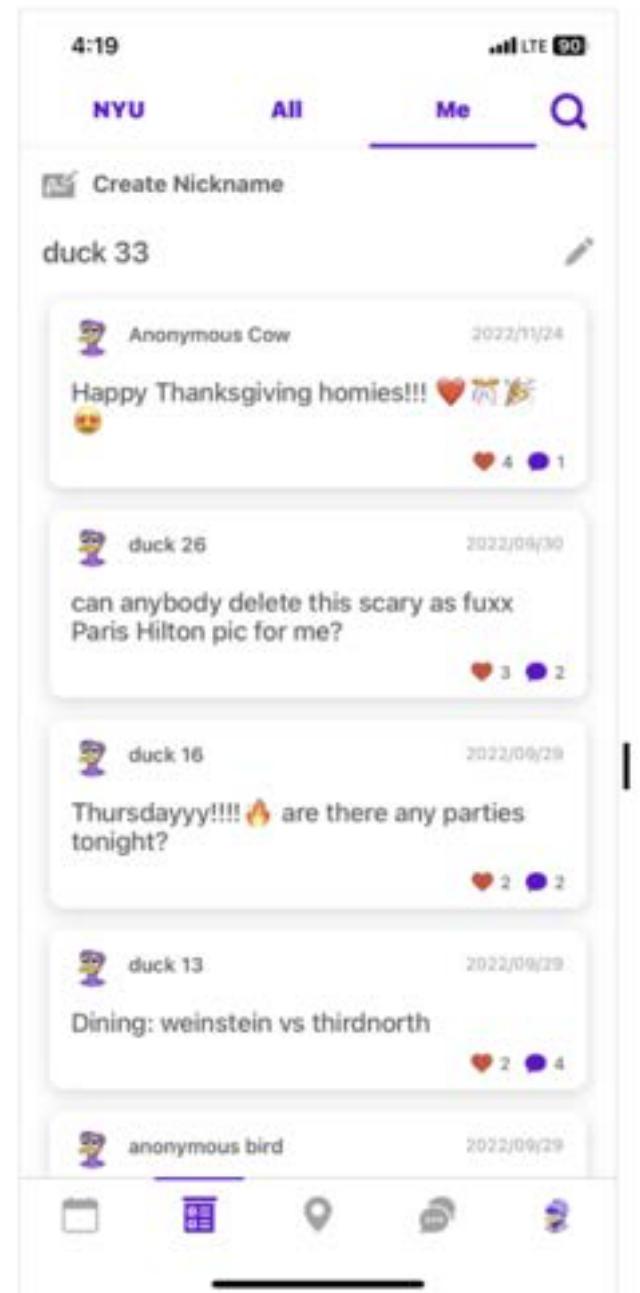
Priority P3

Reasons for the severity

First it brought me up to this question of only featuring direct messages on the main board. The function of top part where it shows the group message? notification? is unclear. Also, if there's multiple of those it would be hard to swipe all of those big blocks.

Category

10-help and documentation



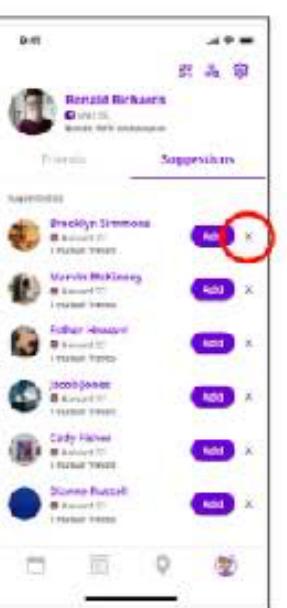
Issue (Events)

The 'like' button and 'comment' button are so small that users have to concentrate when clicking those small buttons. Also, they would misclick the button.

Priority P2

Reasons for the severity

When misclick the buttons, it is possible that users would have connections with people although they do not want to have. However, they can return to the previous phase, and as the 'like' button posits on the left side of the comment button, it is less likely to misclick the 'like' button.



<My Profile>

Issue

The adding button and the declining button is too close.

Priority P2

Reasons for the severity

The button for adding people and declining is too close that users might accidentally click the think that they didn't intend. For example, if they wanted to decline the suggestion, but maybe their phone was small and accidentally press the adding button. It would be awkward.

Category

3-user control and freedom
4-consistency and standards



<events>

Issue

The button for adding new event's size is ambiguous. It is overlapping the comment button, so it might accidentally touch the comment button.

Priority P2

Reasons for the severity

The button for adding new event's size should be bigger, because if it's overlapping like shown in the picture, it might accidentally touch the comment button. The users might kept enter the comment page even though they do not want to.

Category

3-user control and freedom
5-error prevention

Issue (Calendar)

The events like 'New year's day' are covered with the same color as 'MATH10,' causing confusion in perceiving what the event is. The students might be hallucinated by the information that there is a course on sunday. Also, there is no difference between the background color between weekdays and weekends.

Priority P3 (Holiday) P2 (Weekend)

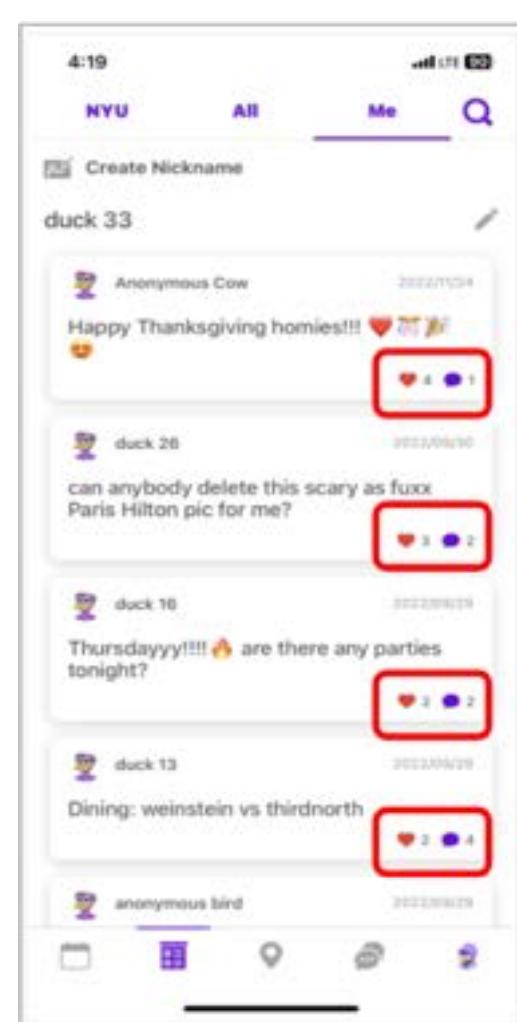
Reasons for the severity

For holidays, as there is no discrimination, it will cause students confusion in their schedule. Days like public holidays are less likely to be disturbed because everyone knows. But if you have classes on public holidays, you can be confused.

For the weekend, it would be better if there is a difference in saturation.

Category

2-Match between System and the Real World
6-Recognition rather than Recall



Events

Issue

The "like" and "comment" buttons are too small and too close to each other, which can cause the users to accidentally press buttons.

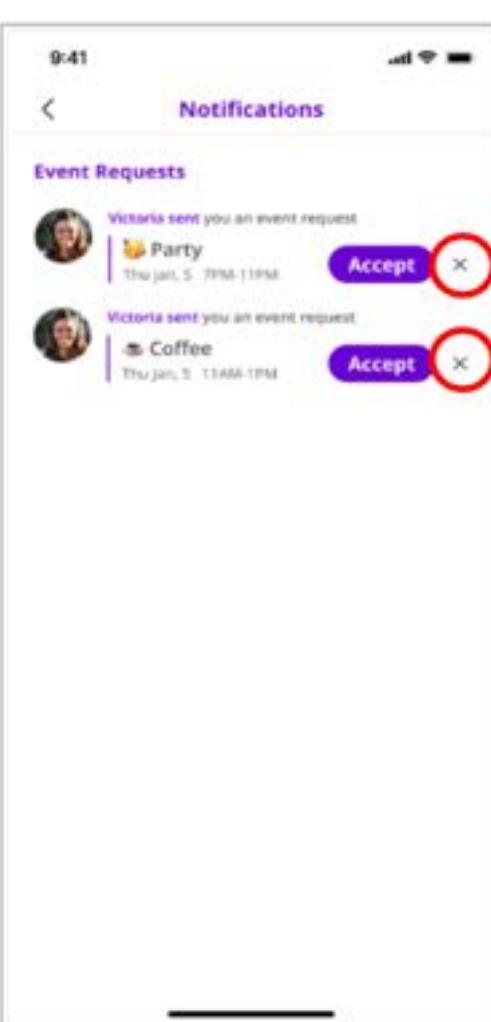
Priority P2

Reasons for the severity

It can lead users to accidentally press different button and would encounter difficulties when pressing the button.

Category

3 - User Control and Freedom
4 - Consistency and Standards
5 - Error Prevention



Calendars

Issue

There is an accept button, but there is no reject button. It is only shown as 'X'.

Priority P3

Reasons for the severity

It can make users to get confused, but it is not an urgent issue.

Category

3 - User Control and Freedom
4 - Consistency and Standards
5 - Error Prevention



Issue (Calendar)

The events like 'New year's day' are covered with the same color as 'MATH10,' causing confusion in perceiving what the event is. The students might be hallucinated by the information that there is a course on sunday. Also, there is no difference between the background color between weekdays and weekends.

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For holidays, as there is no discrimination, it will cause students confusion in their schedule. Days like public holidays are less likely to be disturbed because everyone knows. But if you have classes on public holidays, you can be confused.

For the weekend, it would be better if there is a difference in saturation.

Category

2-Match between System and the Real World
6-Recognition rather than Recall



Issue

The icon for the second tab is not recognizable.

Priority P1

Reasons for the severity

Users can learn what the second tab means by clicking on the tab; therefore, it is not P1, but hinders user experience as the user has to recall what the icon means for every encounter.

Category

4 - Consistency and standards
6 - Recognition rather than recall

PERSONA



Hannah Kingsley

"I want to expand my social circle and want to try new things!"

AGE 18

SCHOOL New York University (NYU)

GRADE Freshman

Hannah Kingsley from Texas, will soon be attending her dream school, NYU. She is excited to live in a vibrant city, but also nervous about building a new social circle. As none of her close friends will be attending NYU, she is trying to find her future classmates or roommates via social media apps.

GOALS

- Finding peers who will be taking same classes as her
- Talking to upperclassmen to get tips on school life
- Discovering a club of her interest

MOTIVATIONS

- Fear of Missing Out (FOMO)
- Finding a social group where she can get a sense of belonging
- Attending school events and parties

CONCERNS

- Haven't made friends solely through social media
- Afraid of starting a conversation without knowing a person
- Worried about privacy and security

USER JOURNEY

	User checks the class schedule	User chats with classmates	User finds an event to attend	User adds new friends on the friend list
User action	<ul style="list-style-type: none">User clicks the search icon to find one's coursesUser clicks a plus icon to add one's scheduleUser clicks other users profiles on the top horizontal bar	<ul style="list-style-type: none">User clicks the suggested group chat and talk with classmatesBefriends a classmate and create a separate chatroomShare images with the friend	<ul style="list-style-type: none">User finds an interesting event to attend with the search featureUser clicks on the details and check if any acquaintances are attending	<ul style="list-style-type: none">User adds newly acquainted peers on the friend listUser checks the suggested friend list and find more peers with similar interest
Pain points	<ul style="list-style-type: none">There are too many featuresWonder what the boxes on calendar exists forWant to decline the friend request	<ul style="list-style-type: none">Want to see more of a suggested group chatsWant to pin chatrooms with more close friends	<ul style="list-style-type: none">Want to see different communities on the landing pageDo not want to reveal personal information	<ul style="list-style-type: none">Want more filters to find friends with similar interest or backgroundWant to personalize my profile
User emotions	<ul style="list-style-type: none">Confused on what the app is mainly for	<ul style="list-style-type: none">Excited to chat with people with similar interests before the start of the school	<ul style="list-style-type: none">Annoyed that the events can only be found in the calendar feature	<ul style="list-style-type: none">Sad there are only few filters to apply before finding new friends
Opportunities	 <p>"Excited to explore a new scheduling app!"</p> <ul style="list-style-type: none">Decreasing the number of features being offered	 <p>"It's great I can talk with classmates before school starts"</p> <ul style="list-style-type: none">Change the format of a suggested group chat	 <p>"Nice I can see a map with the events it but difficult to find it"</p> <ul style="list-style-type: none">Move events feature to the board from calendar feature	 <p>"What's the point of having the feature if there's only 2 filters?"</p> <ul style="list-style-type: none">Add more filter options on the search page

Purpose

- To identify the targeted users' needs and analyze the user behavior when socializing via social media applications.

Participant demographic

- 8 students that are 17 ~ 21 years old

Type

- Exploratory user interview

Duration

- July 8 to July 15

Methodology

- Zoom for recording
- Google docs for transcribing
- Open coding
- Affinity diagramming

Questions asked

On college networking

1. What are your expectations when it comes to college networking?
2. What is your ideal when it comes to college networking?
3. What are your concerns when it comes to college networking?
4. How do you think social media apps affect college networking?

On social media apps

1. What social media apps do you use and why?
2. What feature of the social media app makes you revisit the app?
3. What social media app did you download and then delete and why?
4. What social media apps do you believe college students use the most and why?

On privacy

1. What are your concerns when it comes to social media apps?
2. How do you set your visibility when it comes to social media apps and why? (e.g. do you set your profile to private, only friends, or public?)

USER RESEARCH INSIGHTS

1

College freshman users are expecting new connections with others with similar interests

2

Users have concerns regarding their personal information falling into the wrong hands

3

FOMO (fear of missing out) making them feel pressured to download certain social media apps to follow the trend

“I just wanna try doing. Like joining societies, clubs, and courses, meetings. I just wanna try new stuff that I've never tried before.”

• P8

Robin (Jiye) Hwang

“Meeting the right people... because you don't know anyone's background...”

• P2

Ain Cho

“you feel like you're missing out on a lot of things.”

• P2

Ain Cho

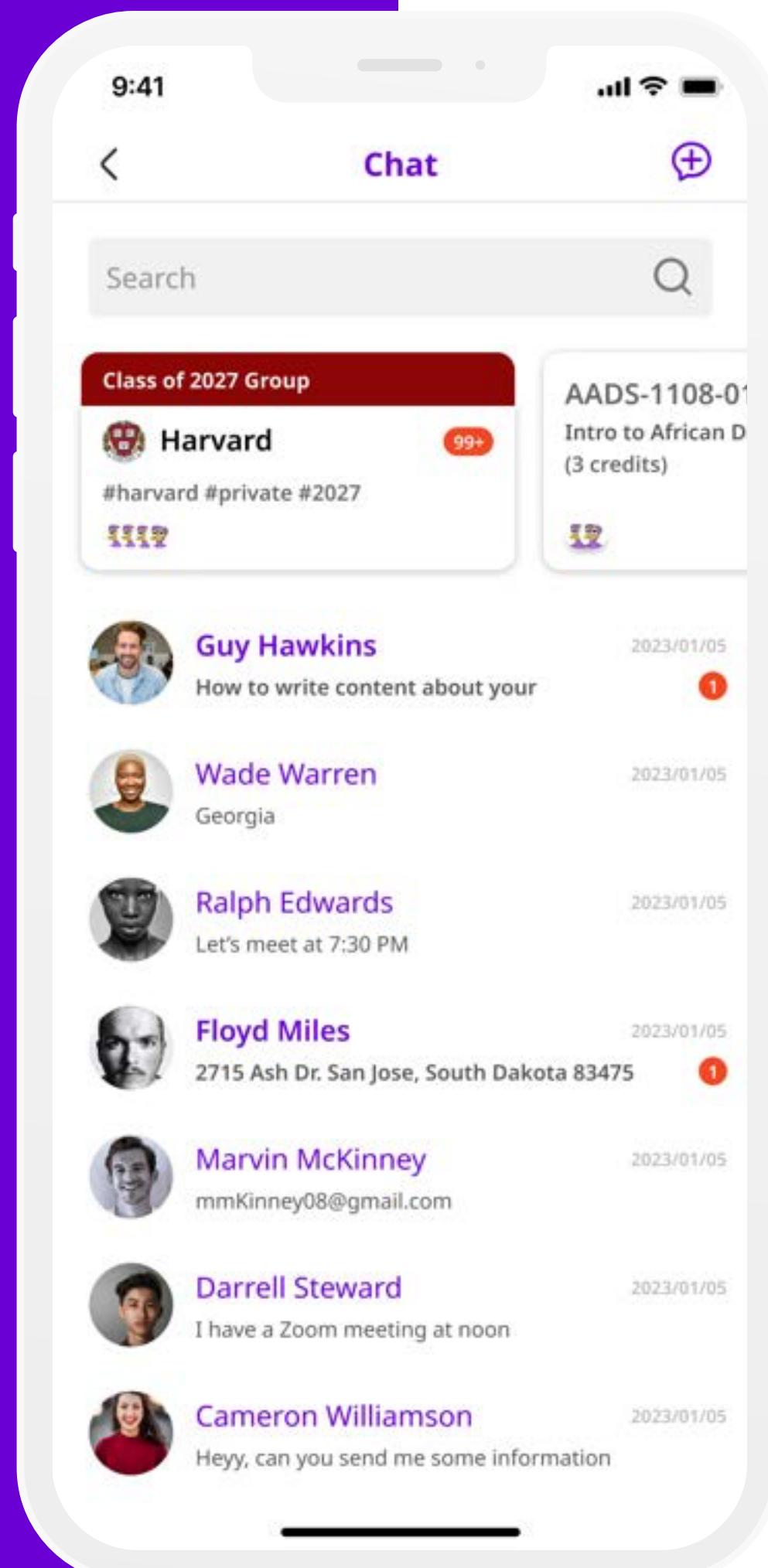
“It helps with college networking since it allows to create new connections.”

• P11

SeungJoo Lee

<Selected quotes from user interview>

FUNCTIONAL REQUIREMENTS AND NON-FUNCTIONAL REQUIREMENTS



Functional requirements

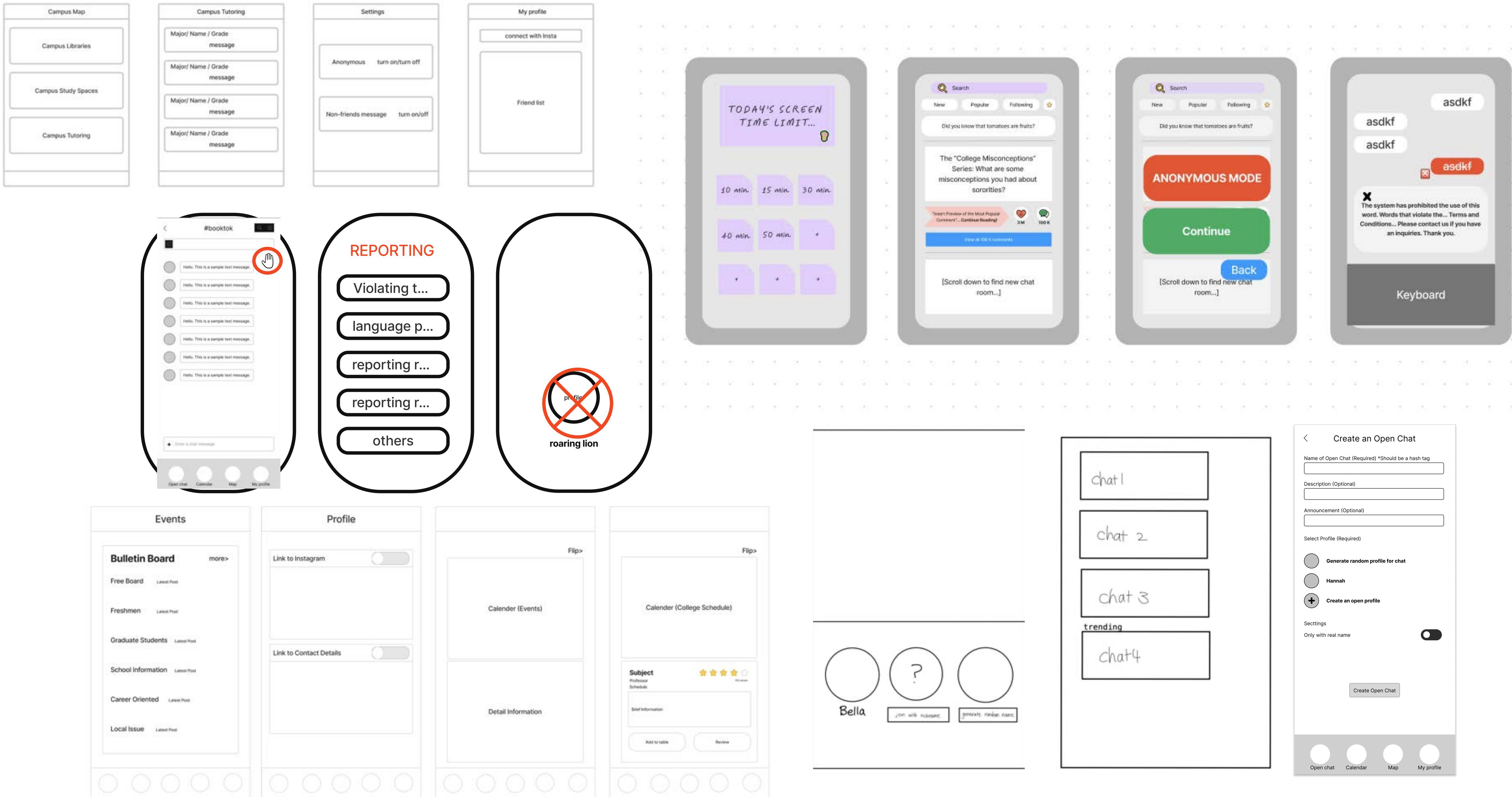
- Open group chat
- Default anonymous
 - Option to use real ID
- Have default option topics, and enable the user to create an open group chat with a topic of interest
- Have a name and then hash tags as descriptions for easier discoverability
- Have an option for all users to ensure that the open chat is a “safe space”
- “Expose” someone’s real name/identity for 30 mins/ 1 hour/ 1 day
- Required for users to verify real name, school email, graduation year, major (if any), relationship status (optional) during login

Non-functional requirements

- Make the app have a similar look and feel as popular apps that the target users use; e.g. Instagram
- Make the app simple so that it’s not cluttered and easy to navigate
- Have flat and clean feel

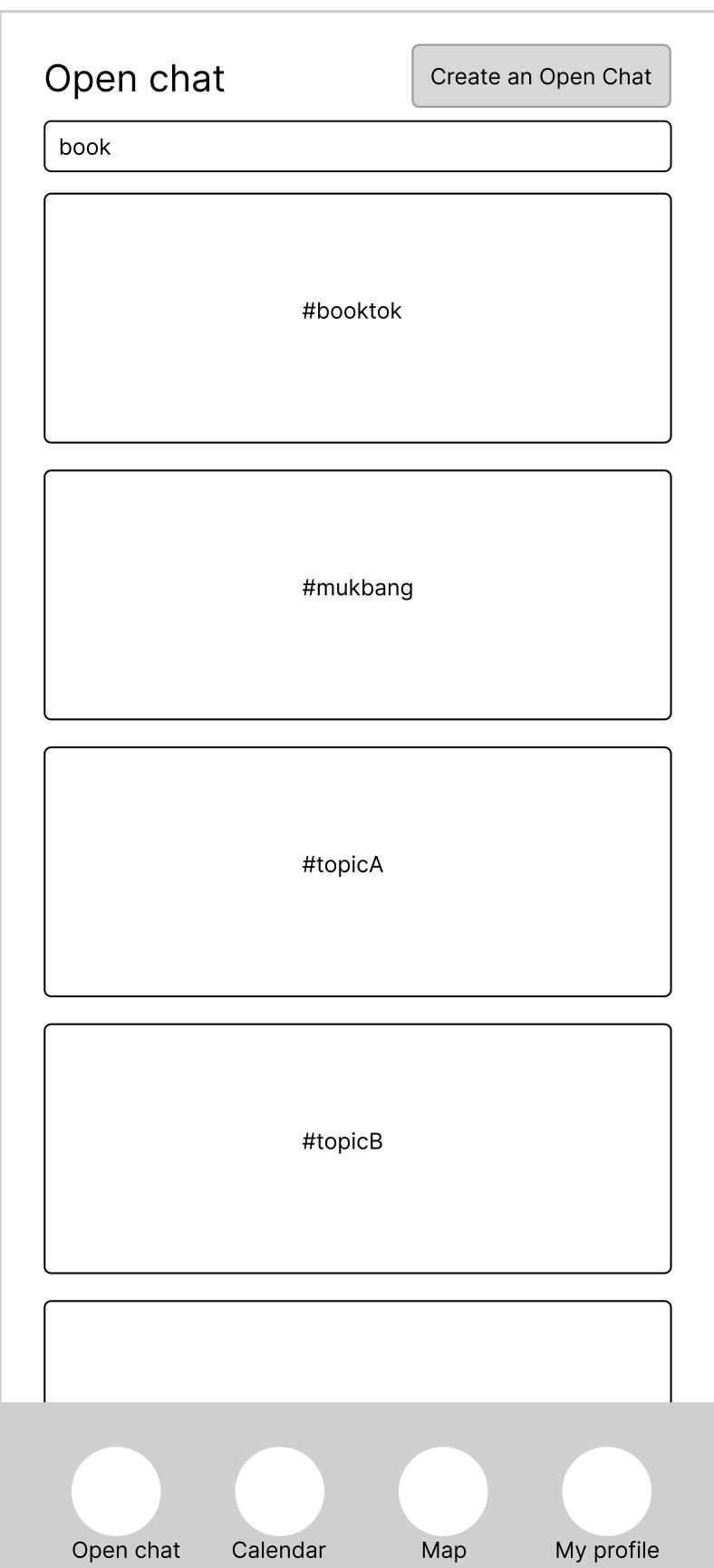
SKETCHES

<Screenshots from sketches>

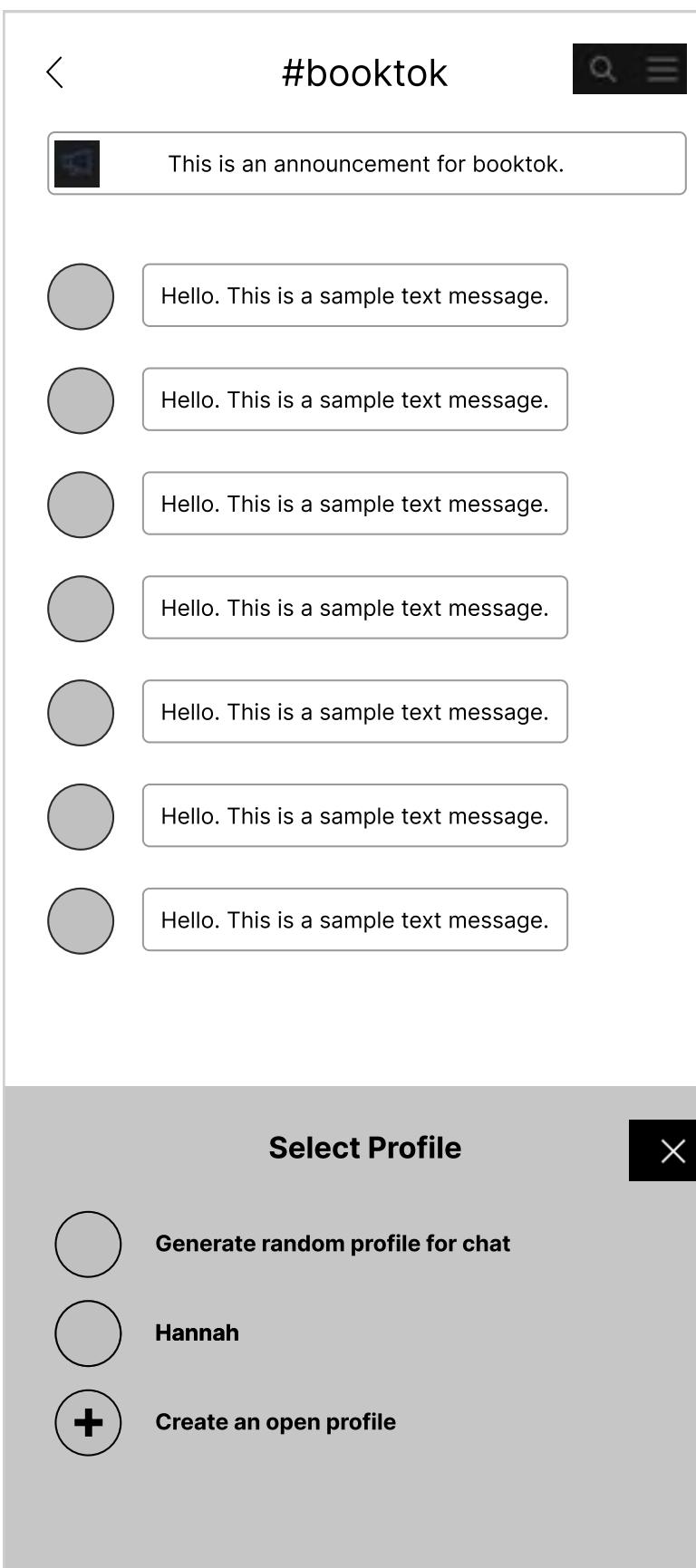


LOW-FIDELITY PROTOTYPE

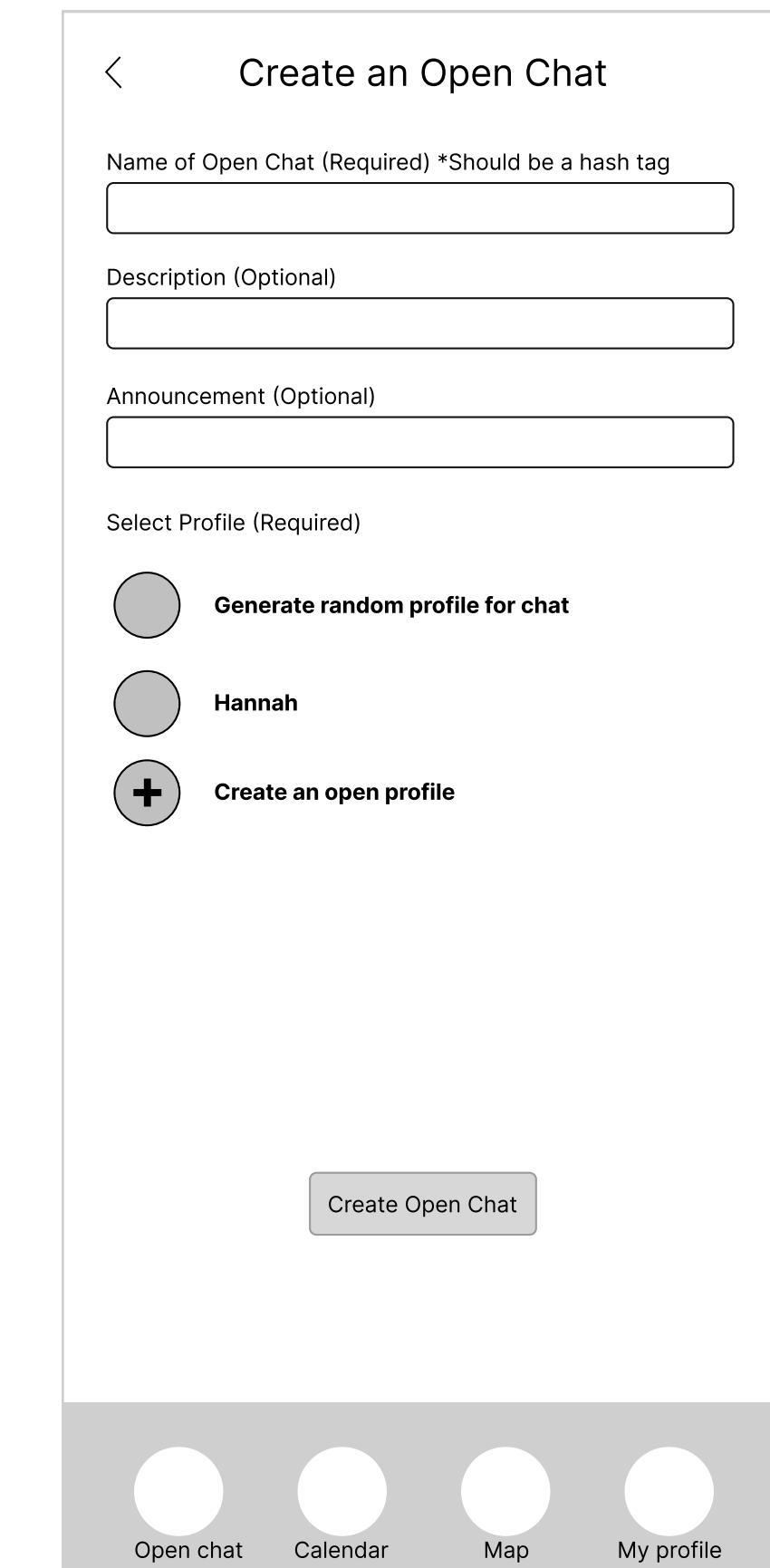
Anonymous open chat



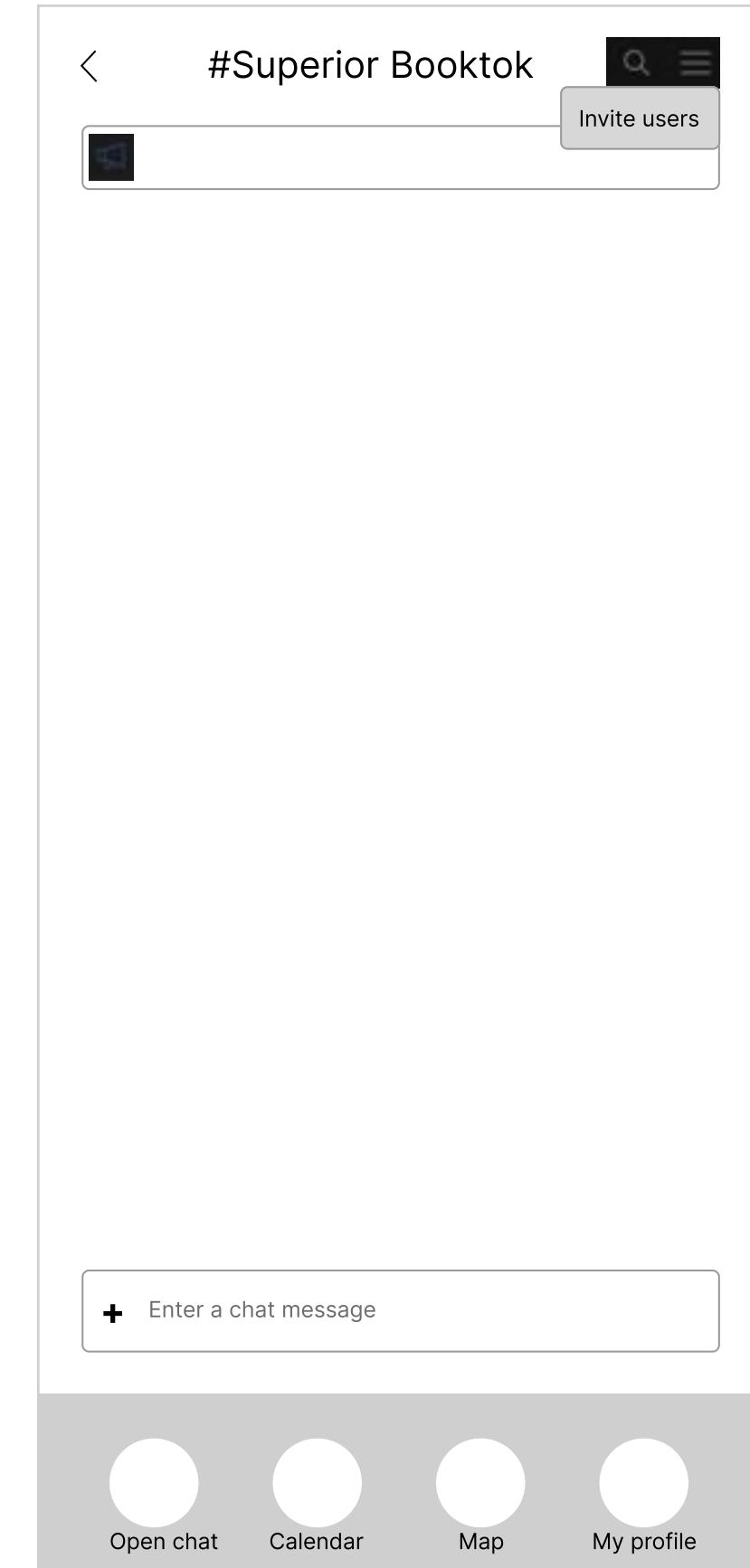
Profile selection



Create chat



Invitation



- Users can search for a group chat, scroll down to explore the recommended chat rooms, or create one of their own.

- User can either join the chat anonymously, with real name, or create a new profile.

- Users can create their own open chat and customize the setting of the chat rooms.

- After creating a group chat, users can invite other users to the chatroom.

USABILITY TESTING METHODOLOGY

Purpose

- Learn more about the usability of the new feature: anonymous open chat room

Type

- Usability testing

Duration

- July 14 to July 21

Methodology

- Zoom, Figma

Questions asked

1. What do you think is the purpose of the feature?
2. What is your impression of the feature?
3. Would the feature be useful?
4. How would you improve the usability of the feature?

Claire (03:26)

I guess then it probably helps you connect with people on a shared interest, maybe.

Ain (03:35)

Okay. And then do you think the feature would be useful?

Claire (03:46)

I guess so.

Ain (03:50)

Okay. How would you think the future would be useful then?

Claire (03:58)

My impression is it's like you can obviously start threads and whatnot based on what you want to talk about or joining threads already. So it's like, again, connecting with others.

Ain (04:17)

Last question. How would you improve the usability of the feature? I guess when you first go on it, do you think it'll be easier for you for you to get know what to do or get used to it or anything else? Any other improvements you might?

Kristen Ho (Interviewee)

Hmm, let me think. Can I see the slides again?

Seungjoo Lee (Interviewer)

Yeah sure.

Kristen Ho (Interviewee)

Ok so the question was how can it be improved?

Seungjoo Lee (Interviewer)

Mhm, how would you improve the usability of this feature?

Kristen Ho (Interviewee)

I think that there has to be a strong algorithm that like similar words combine, example, what if someone types 'reading' instead of 'books', like it will mess meant book but just put reading instead. It's kind like, you know how Tiktok that?

Seungjoo Lee (Interviewer)

Haha yeah.

Kristen Ho (Interviewee)

Combining those similar ideas or categories, so even if you put 'reading', '#book' will also come up too. And also, this is like probably like a warning. Um, I think that the anonymous feature is a good idea but also there should be some regulations because you know it could be abused. And I think that it could also be useful if, I don't know if you guys already have that feature, but I think just like adding a personal profile and putting their interests can help not only to communicate with the community but as individuals too. So it could be like "I enjoy this, this, and this", and those could be like hashtags basically.

Seungjoo Lee (Interviewer)

Ohh, so you mean that's going into your personal information page, and then based on that people can search those who have common interests and message them?

<Sample of open coding
that was conducted>

USABILITY TESTING INSIGHTS

	Interviewer	Interviewee	Q1: What do you think is the purpose of the feature?	Q2: What is your impression of the feature?	Q3: Would the feature be useful?	Q4: How would you improve the usability of the feature?	Interesting quote		
	Yunji Noh	Chaeyeon Oh	Communicate with new people, more people Communicating with people with similar interest	It would be fun just like existing open chats trending right now.	Yes - as an informational wise yes since it's topic-specific information - in fun wise, it would be important for students to have fun conversations in there.	Like button on chats Deactivate / kickout option Video at background for room cover		Design -having a visual indication of a chat room	
Quote			"the fact that it's anonymous I think it really makes a lot more fun environment to make [jokes] and chat cause you don't need to [portray yourself in certain ways]."		"cause it's theme based, many that topic-specific information would be shared"	1. "picture as a background for the first page you showed" 2. "Maybe it will be pretty to put videos at the background of each of the chatroom buttons instead of pictures." 3. "it would be useful to have a kickout or like 활동정지 option inside the chatroom so there's no spam or too much non-topic related chats"			
Quote		Jeongyeon Kim	Open chat. - Interviewee understood what it is because she saw a similar feature in other apps.	It would be interesting and informational - Information for that particular campus	Yes, but would depend on students in the chatroom	Main hashtag and sub hashtag			
Quote								new feature -revealing other user's identity	
	Seohyun Lee	Kang hyun Lee				When searching for a topic, inserting an image related to that topic as the background would allow users to see the topic at a glance.			concern over privacy
Quote			"I think the purpose of this application is to facilitate communication with people through features such as maps or schedule management, communication with others, and topic-based chat rooms, where users can share information. It seems to emphasize communication with people, and through these features, users can easily learn more about things they are curious about or want to learn more about by interacting with others and sharing information."	"I got the feeling that it's a comprehensive combination of various app features. It seems like this app has integrated many functions such as open chatting and a calendar, so users can conveniently use many features within this one app without the need to switch to other apps. I believe it would be more user-friendly and convenient to use."	"As mentioned earlier, it presents various functions, and I think it would be useful for smooth communication with others and sharing various information. I believe it can be used effectively and conveniently."	"When searching for a topic, inserting an image related to that topic as the background would allow users to see the topic at a glance. Similarly, if users can set cover images for category-based chat rooms, it would be easier to understand the purpose of the room they are entering."			
	Robin (Jiye) Hwang	Chester Park	Generating an open chat.	Felt like it was similar to KakaoTalk, but little different "but I felt like new social media thing. like I could chat with random people. Am I right? That have same interest."	p/p tend to like to talk to others who have same interest with them and it would be nice for them to talk online since it is hard for them to meet.	Need to be careful since it's anonymous There should be some feature that makes people attractive and maintain consistency.			
Quote			"So you make a room. With hashtags with your like interest. And others could find it and share our interest right yeah, I got that point."	"I felt like new social media thing, like I could chat with random people. Am I right? That have same interest."	"People tend to like to chat people who have same interest. But since it's pretty hard to meet friends who have same interest so chatting with random people it'd be fun."				
Quote		Minseo Cho	to communicate with strangers, same as open chat feature in KakaoTalk	It looks really same as KakaoTalk		Empirical Aspects -target white students -target americans -make a social trends in this application Technical Aspects -Put recommendation for hashtag -divide the category -let users make their own algorithm.			
Quote					"It will be very useful if the feature gathers a lot of people, gathers a lot of information, and creates a variety of open chat rooms, and there will be a famous chat room, where more people gather and more information will be gathered."				
Quote		Soomin Yoo							
Quote					"I don't want to reveal my real name, but I think there are a lot of people who want to share or request some data anonymously."	"Why would you want to add open chat, open chat, whatever you call it while there's so many other social medias that you can use?" "There are so many people who would like to hide behind the anonymous features and decide to be the very unkind."			
Quote		Seungjoo Lee	Drew Kosobayashi			"Normally, I think my next step would be getting his bio and searching him up in, I don't know, LinkedIn or Instagram, whatever, and saying, hey, I'm in the same course as you, do you want to do a project with me or do you want to have coffee? That's how you would socialize normally."			
Quote			"So the feature is to sort people by commonality. And from there people can create a chat of it."		"If you are looking for an app to communicate about common interest, you don't want to do all the things, but rather you will want the app to do it for you so you can focus on the common interest."	"I don't think open chat is a wise idea because like lots of bad things will happen." "people can say whatever they want to say." "Yeah so like divide booktok into specific categories, such as romance, horror, historical books, and etc." "It will be better to sort it out and narrow it down."			
Quote		Kristen Ho							
Quote			"a way of socializing and getting to know other students. Kind of like making student clubs."	"It's very customizable so you can join groups if it's existing, but if not, you can make your own."		"there should be some regulations because you know it could be abused." "just like adding a personal profile and putting their interests can help not only to communicate with the community but as individuals too."	"just like adding a personal profile and putting their interests can help not only to communicate with the community but as individuals too." "So it could be like 'I enjoy this, this, and this', and those could be like hashtags basically."		
Quote	Ain Cho	Claire Kim	"I guess then it probably helps you connect with people on a shared interest, maybe."						

<Organization of usability insights>

✓ Passing tasks

- All users immediately figured the presented feature is for the open chat

✗ Failed tasks

- Users mentioned that the open chat feature is something that exists in other social media platforms

❗ Prioritized improvements

- Need to create hierarchy between the title of a chat room and hashtags
- Need an attractive feature within the open chat related to revealing other user's real name.

HIGH-FIDELITY PROTOTYPE

