

WesAdmits Web App

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Table of Contents

- 1 Context & Overview
- 2 Empathy & Research
- 3 Wireframes
- 4 Mock-ups

Context & Overview

Wesleyan has 4 Facebook groups (WesAdmits 20XX), divided by class year (although anyone from any class year can join whichever group). Here, people post requests for rides, lost and founds and other miscellaneous things. This is a clearly inefficient system, although it is the only existing way that meets the needs of students.

I wanted to create an app that made these ride requests, lost and found posts, etc. more efficient. Right now, I have to post my request on all 4 batch groups, hoping someone will answer. On user's feeds, not everything is sent to the entire student body, and my post may potentially just fade away.

I sought an engineer to help me with the back-end and I designed the beginnings of the user interface and coded the front-end.

Empathy & Research

Current "Product"

I scrolled through all 4 Facebook groups (phew!) My main finding was that people posted with recurring themes: looking/offerring a ride, losing/finding an item, announcing an event, sharing an opinion. Within these categories, people had a general "format." For ex., ride finders gave a place, time, date, and an incentive.

WE Admits App

FERRIMENT QUESTIONS

- How do we ensure transactions happen i.e. that people losing things find the people who found them & vice versa?
- Do we include all transactions that currently happen on WEAdmits or specialize?
- What is the best platform? Web/mobile? What do people use currently?
- Do we give people a feed or should it be immediately searchable?
- How do we divert the feed from unwarranted content? Should we?

POSSIBLE SURVEY QUESTIONS

- What do you use WEAdmits for?
- Why do use WEAdmits?
- What do you like about WEAdmits?
- How can WEAdmits be improved?
- When you need to contact someone who posts, do you comment or message?
- Any more comments/feedback?

USER CASES

- ✓ looking for a ride ✓ losing an item ✓ post an event
- ✓ offering ride ✓ finding an item ✓ recipient/invite
- ✓ share an opinion ✓ someone looking to fill a role ✓ someone needing something
- ✓ someone who can fill a role ✓ someone who can offer

INSIGHTS FROM SCROLLING DOWN THE CURRENT FEED

- * scrolled the last 50 posts on all 4 WEAdmits
- look for ride: III - III - III ++ * at this time, people are
offer ride: IIII heavily campus so ride saturate
- lose item: II the content
- found item:
- event announcement: III - II ✓ rides usually offer a means
share opinion: (uber, drive, shuttle) & an incentive
random: II (money, food) and @ details (time,
need something: III date, place)
- ✓ random posts are very cluttered &
don't really have a random consistent posting
- ✓ different kinds of posts require different details to be added

VE:
1) Posting an event
2) Someone who can offer
3) Recipient/invite
4) Random
5) Willing
6) Someone who posts, do you comment or message? Why?

Survey

After learning more about the current “product,” I made a survey and posted it on the 4 Facebook groups (lol).

WE ADMITS APP

Pertinent Questions:

- How do we ensure transactions happen i.e. that the people losing things find the people who found them & vice versa?
- Do we include all transactions that currently happen on WesAdmits or specialize?
- What is the best platform? Web/mobile? What do people currently use?
- Do we give people a feed or should it be searchable immediately?
- How do we divert this feed from unwanted content? Should we?

User Cases

A) RIDES	B) LOST & FOUND	C) EVENTS
1) Looking for a ride	1) Losing something	1) Posting an event
2) Offering rides	2) Found something	2) Recipient / invitee

D) JOBS/ROLES	E) ITEMS	F) RANDOM
1) Someone looking to fill a role	1) Someone needing something	1) Someone who can offer
2) Someone looking to accept it	2) Someone who can offer	2) RANDOM

Current Problems w/ WesAdmits + Insights

- We have 4 WesAdmits, w/ almost everyone in each group anyway. whenever someone needs to get something out there, they have to post on ALL groups. → aggregate
- Very cluttered: all categories on one feed 3 categories
tag
- Not easily searchable Ex. if I'm looking for a black phone, someone may have found it but didn't write that down because it's inconsistent info you can post that down
- Usually just search down the thread of WesAdmits, but sometimes difficult to find what you need. → need separate feed

Questions to Ask on a Survey

1) What do you ~~use~~ use WesAdmits for? check all.

- find rides
- offer rides
- post about rides
- post about a lost item
- post about a found item
- post about lost & found
- offers about jobs/roles to fill
- ask a survey
- announce an event
- share opinions
- asking/looking for an item
- ask a survey

2) ~~What do you use WesAdmits for? Lost phone, job, etc.~~

3) ~~What do you do?~~

4) ~~Why do you use WesAdmits?~~

5) ~~What do you like about WesAdmits?~~

6) ~~How can WesAdmits be improved? How would you change it?~~

7) Any more comment? → ask about events? / how they primarily communicate

8) When you need to contact someone who posted, do you comment or message? Why?

INSIGHTS FROM SURVEY:

- ✓ majority use web Admits to collaborate w/ others mostly because everyone is on it (accessible) & it is easy to use
- ✓ people dislike it because it is unorganized & several suggest separating the kinds of post
- ✓ people actually actively search through the feed before searching via search bar.
- ✓ message preferred because of ease of communication & more personal & others aren't bombarded
- ✓ most use it for txns other than sharing opinions
- ✓ search accessibility is not a main priority since people check the feed more often than not

WEB OR MOBILE?

rides	1stf
events	announcements
~ ~ ~ ~	

INFO + FEATURES:

- rides
 - ✓ means
 - ✓ offer or incentive
 - ✓ details ✓ compensation
 - I & F
 - ✓ item description
 - ✓ three keywords
 - ✓ picture ✓ lost or found
- events
 - ✓ details
 - ✓ title
 - ✓ link to event
 - ✓ picture

MESSAGING VS. COMMENT

rides	1stf
events	announcements
~ ~ ~ ~	

Announcements

- ✓ title
- ✓ what do you need?
- projects?

Insights from Survey and Drawing User Flows

- Majority use WesAdmits to collaborate with others mostly because everyone is already on it and it is easy to use.
- People dislike it because it is unorganized. Several suggest separating the kinds of posts.
- People actually actively search through the feed before searching via the search bar.
- People prefer messaging the person who posted, instead of commenting, because of the ease of conversation and so that others are not bombarded with lofty comments.
- Most use it for specific functions. The top functions are rides, lost and found, events and announcements.
- Search accessibility is not a main priority since people check the feed more often than not.

I had in mind that this was going to be mobile so I first made mobile mock-ups. However, after talking to others and thinking through it, since people already use FB on web, a web interface made more sense. I pivoted later on.

Wireframes

The image displays two wireframe mobile phones side-by-side, both showing a 'POST' screen with a search icon.

Left Phone (Lost & Found Category):

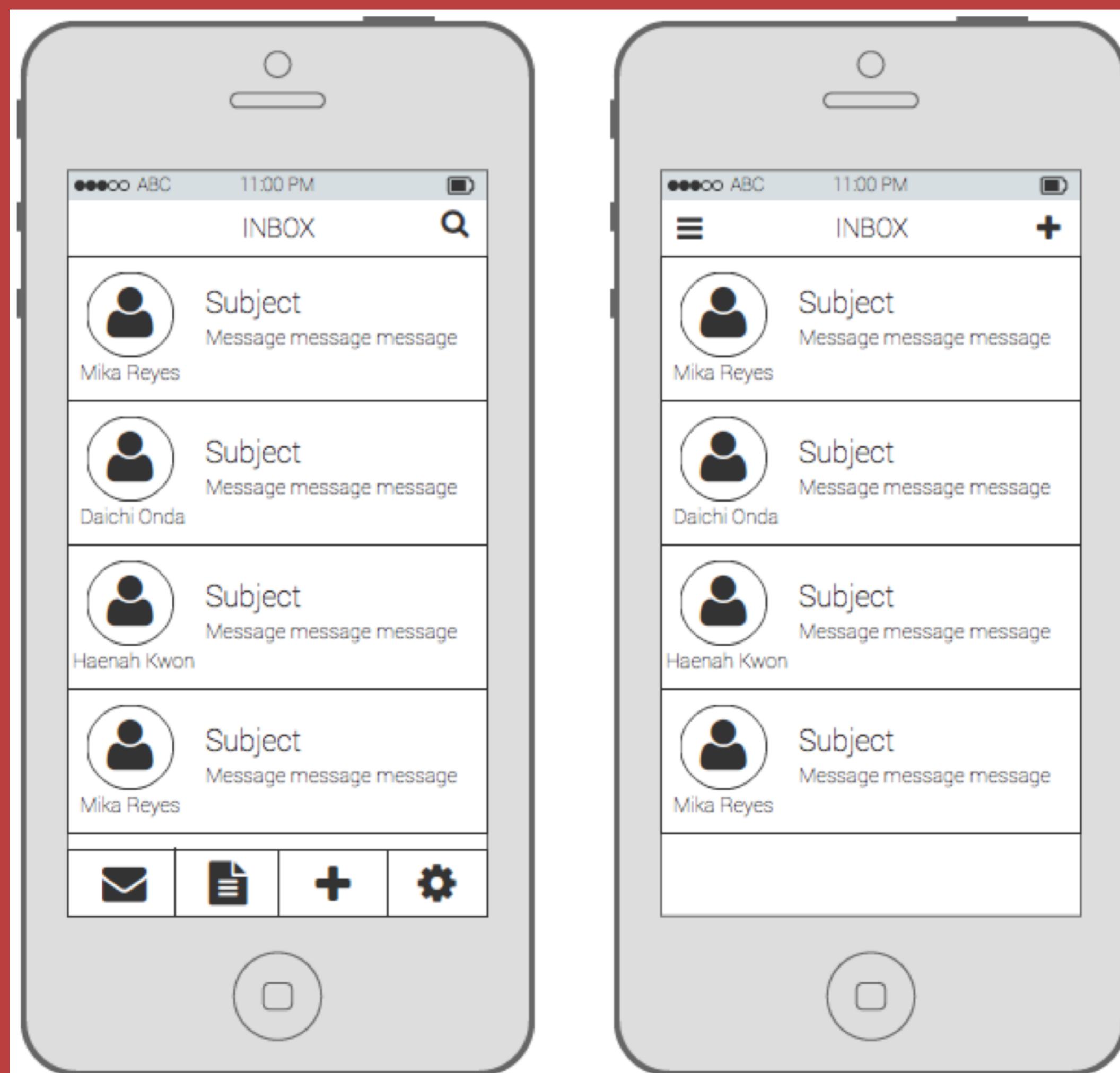
- Header: ABC, 11:00 PM, battery icon.
- Title: POST
- Section: LOST & FOUND
- Buttons: Lost an item, Found an item.
- Text Input: Category of item
- Text Input: Location found/last seen:
- Text Input: Three keywords:
- Text Area: Description (Placeholder: i.e. What other items were attached to it? Do you have a link to a picture? When did you see it last?)
- Buttons: Preview, Send
- Icons: Envelope, Document, Plus, Gear.

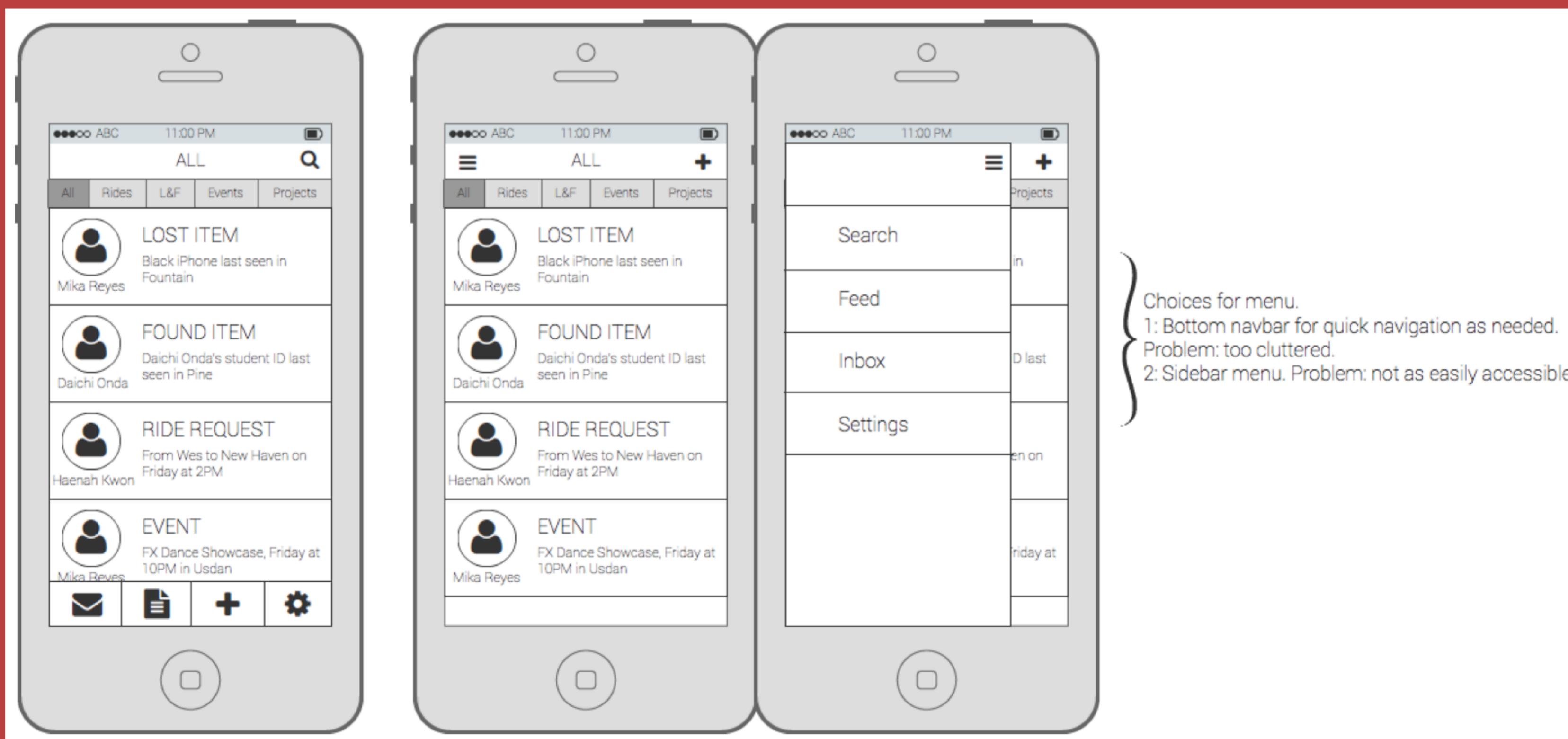
Right Phone (Rides Category):

- Header: ABC, 11:00 PM, battery icon.
- Title: POST
- Section: RIDES
- Buttons: Looking for a ride, Offerring a ride.
- Text Input: From
- Text Input: To
- Text Input: On // / AM/PM
- Text Area: More information (Placeholder: i.e. What are you willing to offer in return? What are the details of your flight? How flexible are you with time?)
- Buttons: Preview, Send
- Icons: Envelope, Document, Plus, Gear.

Notes:

Post forms, different per category chosen.
Still a question: "looking for ride" & "offerring a ride" sections should be separate category upon choosing categories or under the bigger category of "Rides" (goes for all others)?





OPTION 1: Line by line w/ filter					OPTION 2: Cards w/ filter					OPTION 3: No filters, all on screen					
All	Rides	Lost & Found	Events	Others	All	Rides	Lost & Found	Events	Others	All	LOST ITEM	FOUND ITEM	FOUND ITEM	LOST ITEM	FOUND ITEM
Mika Reyes	LOST ITEM Black iPhone last seen in Fountain				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Daichi Onda	FOUND ITEM Daichi Onda's student ID last seen in Pine				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Josh Su	RIDE REQUEST From Wes to New Haven on Friday at 2PM				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Kyle Reyes	EVENT FX Dance Showcase, Friday at 10PM in Usdan				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Mika Reyes	LOST ITEM Black iPhone last seen in Fountain				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Daichi Onda	FOUND ITEM Daichi Onda's student ID last seen in Pine				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Josh Su	RIDE REQUEST From Wes to New Haven on Friday at 2PM				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain
Kyle Reyes	EVENT FX Dance Showcase, Friday at 10PM in Usdan				Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain		Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain	Mika Reyes	LOST ITEM Black iPhone last seen in Fountain

OPTION 1: Post immediately

OPTION 2: Plus button to post

OPTION 3: Side Access

WesAdmits

WesAdmits 2.0

Search

Feed

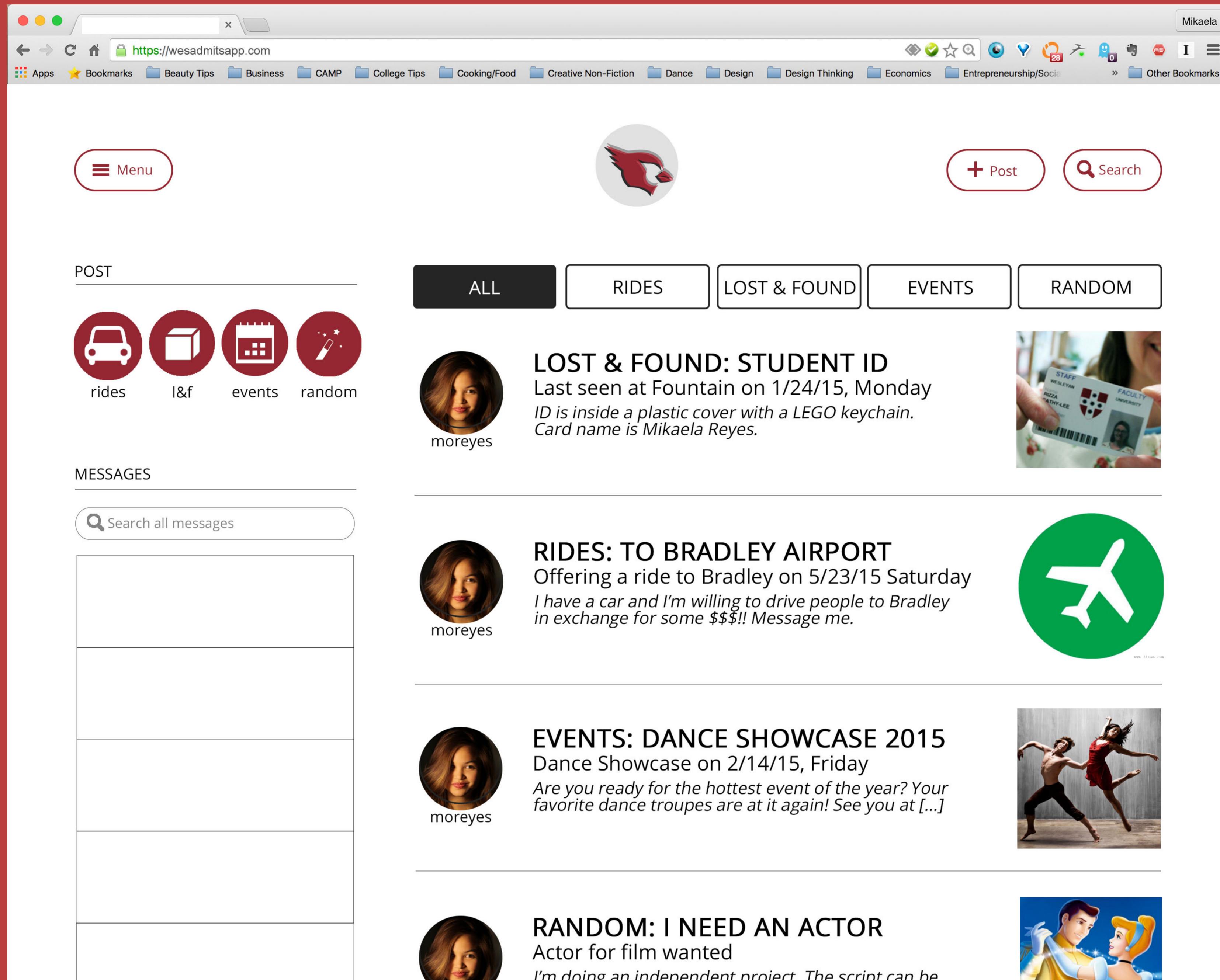
Inbox

Settings

ALL

Projects

Mock-Ups



This was one of the final designs. You could filter items with the above navigation system. I also wanted a messaging feature once the product gained traction. However, upon development, we realized we needed to scale the product down first. So we focused mostly on the “Events” category with the goal of expanding to all categories later on. I’ll save that story for later! :)