III. DESIGN CONCEPT BRAINSTORM

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The design ideas:

1. **Provide easy navigation by providing clearly marked hyperlinks for essential operations like Home, Menu and Logout buttons on the top of every page.**

The one problem which many users face is the easy navigation to the pages which they want to access. The users mentioned "I get confused you know?"; while talking about this problem. Having these links always available will give the freedom to user to navigate freely without struggling to go to some page or feeling lost in the process.

2. **Fine print of the letters and highlighting instructions on the app**

Most of the users of the app feel that their eyes are strained or they need glasses to read the small print. Some user's mentioned, "Then I go, wait a minute, let me put on my glasses", and "It was written there in tiny letters". Showing letters in the bigger font i.e. Check-in button and proper color combination to indicate important messages like instructions or warnings will help users to quickly find the information they need.

3. **Easily accessible buttons for Check-in at event and Check-in at Selfie event**

Check-in is the most used flow of the app and providing easily accessible buttons for Check-in at event and Check-in at Selfie event buttons will save user's time significantly. Because the users stated "I want more accessible selfie button" and "I have to go through all the events to see that button, it's frustrating"

4. **Faster processing of data while loading from and pushing to the sever**

While talking about the response the users said "You know I am waiting here and it takes too much time" and "Yeah I want to save my time". The lag in the app can be because of many reasons but loading data using various caching techniques or using languages that support faster access to the page loading will help us to save the time of user. We can also provide compression for photos & data before uploading to make the upload process faster.

5. **Maintain a view for every user to show the events history with the pictures users have uploaded for the event**

Some users mentioned, "Cause sometimes I want to see the old pictures but it's not there". User need to check the old events they have attended and old pictures they have uploaded which can be a nice way to see their impact in the community and giving them access this this information of event history will help them reminisce old memories and inspire to create new ones.

6. **Properly designed event information and additional details about the next events from the same speaker or the same organization should be provided**

Users mentioned about following up with the one particular speaker, "She's inspiring and she gives me hope. I want to go there to attend the empowerment events every week". Some users can be interested in knowing more about the speakers who have inspired them or events they really liked and all the upcoming events by the same organization. Giving additional information would help them a lot in such cases.

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7. **Clarity of words while indicating menu bar and all the options available in the menu bar**

It gets frustrating for the users when they don't understands something because it's not clearly stated e.g. "I keep going back to access the page and don't know where to click". To help users inside the menu bar each option should clearly state the purpose and do the required action. Ambiguous names lead to more user confusion and frustration. In order to provide the smooth transition for the user, this step is really necessary.

8. **Avoid showing the events which user has already checked-in in the Check-in menu**

Some users said that "It (event) comes up in the screen event though I have checked-in. I am no Einstein to remember that". When we talk about the events we should Showing already checked-in events while checking in create confusion and user tends to make multiple attempts to check-in. This can be avoided after carefully emitting those events checked in by the users from the listings.

9. **Provide proper indication of messages while messages/events are loading and confirmation.**

When we asked about the pop-ups or confirmation message, user said "sometimes it doesn't show'". Showing the loading process bar while loading events or showing uploading % while check-in can provide the indication to user that app is processing their request. To avoid user's frustration a confirmation after check-in process by showing pop-up, sending message or sending an email will be very useful.

10. **Allow users to filter the events based on categories, points obtained for easy access**

Users specifically mentioned they would like this feature when asked "Yeah, I would like that feature in the app". Giving a choice to see only the particular type of events will save them from checking all the events and quickly deciding which events they wish to event. Some users are interested in check-in if the rewards associated with the events are high and this filter will help them to take their pick.

11. **Allow users to display events based on Hours, Days, Weeks, Months view.**

Some users mentioned, "I attend events, if I have nothing to do on that time of the day" . Which shows some users choose events based on their availability in the daily routine this view will help them to see the selected events based on the timings. This can help users to narrow down the search based on their schedule.

12. **While check-in allow users to update the photo from the gallery and also click and share instant picture or give permission to modify the event to add the picture later.**

User experience for the current upload feature was, "I don't get a chance to upload picture later. Allows user to upload photos they have taken while they attended event when they if they wish to check-in after the event because they were in a hurry or failed to upload the picture

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previously because of lack of some resources like broken internet connection or low phone battery.

13. Give an option for users to connect to each other and send message

A lot of users said, "I would like to meet and connect new people on the app". Giving an option to connect to each other via UCB app can help them to get in touch with more people. The society grows with interconnection and UCB is all about getting people together and build a better society to help each other. This easy to use approach will help users to connect in non-traditional way which won't require them to show phone or email id.

14. Allow people to see each other's dashboards which can contain information shared publicly and additional information for friends

Some users said "I would like to share very few information but I want to connect to see more." In order to search and add new members to your connection people can see each other's dashboards and after connecting with them they can see any other additional information which user has made available only to the connections.

15. Allow users to comment on the event page to show their interest or ask questions

A lot people said "Yeah I would like to know more people who are going to come to the event which I have known from before". Keeping the user's dashboard for themselves and allowing users to comment on events and discuss about the events with other UCB members; will allow more interactions between UCB members and helps UCB to grow as a community.

16. While check-in, display the number of possible points the user might receive for attending the UCB event

Some users mentioned that, "I sometimes see reward points associated with event as a motivation to go for event". Giving a user who is checking in a UCB event an estimated amount of rewards for attending the event could provide motivation for them to attend more events and get to know beforehand by how much their rewards would be increased instead of getting to know the increment after the approval process. This feature works only for UCB hosted events.

17. Display the current rewards as well as the number of possible rewards which require UCB approval

Some users mentioned that the longer wait for the approval points makes them anxious about the points. Giving the user a clear idea of how many possible rewards are yet to be approved by UCB could help keep track of the number of total rewards they have checked in so far and provide incentive to attend and check-in more events.

Top 3 Design Ideas:

1. Fine print of the letters and highlighting instructions on the app

Main concern of the users of the app was that clear and proper indication of text is necessary for them to easily access and understand the app. The interviewee was in her late 50s and kept on

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pressing the fact that she was interested in learning to use the smart-phone and learn new things but in order to read all the information provided for the users will be impressive if we showed letters in the bigger font i.e. Check-in button. Also proper color combination and contrast highlight important messages like instructions or warnings will help users to quickly find what's missing in the input fields or if they need to perform certain activity while check-in e.g. If they wear a UCB pin they get extra reward points for the same and this information needs to be highlighted.

2. **Faster processing of data while loading from and pushing to the sever**

The users mentioned about the time is the most important factor while using any app. Higher response time makes users loose the interest and frankly it's not a fun after that. The lag in the app can be caused because many reasons but loading data using various caching techniques or using languages that support faster access to the page loading will help us to save the time of user and make them happy and feel good about using the system and keep them engaged with the app in farther interactions. These days' smart phones come with really high quality picture quality which in turn makes the size of pictures gigantic. The upload time will be higher for these pictures compared to the pictures with less size or resolution. We can also provide compression for photos & data before uploading to make the upload process faster and give them a feel of simple and fast app.

3. **Give an option for users to connect to each other and send message**

With the new generation of online existence of people's profile world has come really closer than before and this indeed has helped human kind in many ways. Moreover everyone wants to get connected and updated and they don't want the physical presence to be the reason which keeps them away from interacting with others. The interviewees mentioned that they want to feel more connected feel more empowered by sharing their thoughts with the other people in their community. Giving an option to connect to each other via UCB app can help them to get in touch with more people. The society grows with interconnection and UCB is all about getting people together and build a better society to help each other. This easy to use approach will help users to connect and send message in non-traditional way which won't require them to show phone or email id.