

CS5340 - T4 Team 7

Team members:

- Avanti Patil
- Naga Vijay Saradhi Kethamakka
- Sneha Vankireddy
- Sriharsha Srinivasa Karthik Kaipa

Description of design concepts chosen

Adding UCB members as friends and interacting with them

With the new generation of online existence of people's profile, world has come really closer than before and this indeed has helped humankind 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.

Carpool facility

A carpool offers a healthy and social alternative to commuting solo. They are increasingly easy to find. No matter your age or destination, carpooling makes sense as a great way to reduce driving risk, clean up the planet, and remove some stress from your life by interacting with others. Since UCB is poised to promote social interaction, carpool is a great way to achieve the lofty goal by getting its members in touch with each other. This also acts as a platform for UCB members to help their fellow members who are in need of a ride to reach any ongoing or future event, and thus providing for the community and making an impact.

My photos and event history tab to maintain user history

Some users mentioned, “Cause sometimes I want to see the old pictures but it’s not there”. Users 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 information of event history will help them reminisce old memories and inspire to create new ones.

Note:

In our prototype interview, we implemented most of the design changes proposed in our design concept brainstorming document and developed all relevant prototype pages of the app. The interviewee performed seven tasks covering all the major design concepts.

Prototype briefing:

Introduction /purpose:

Purpose of this session is to make the UCB app more easy to access and community friendly. This prototype consists of some functionalities that have been taken from the existing app and some functionalities/features that have been included from our design brainstorming.

There are some features that were added

1. Friends features.
2. Carpool.
3. Event History tab and my photos.

So you will have three main constants: MENU, Profile and UCB home.

Tasks:

Task 1: Check the event history page.

Task 2: Try to use Carpool tab.

Task 3: Search for the UCB members and send them request.

Task 4: Send messages to some people.

Task 5: Submit selfie event.

Task 6: Check In task.

Task 7: Check Yours photos.

User Background questions

Interviewer: In which neighborhood do you live in Boston?

Interviewee: I live near Roxbury crossing area.

Interviewer: How long you have you been using this app?

Interviewee: It's been a quite long time now about 3-4 months.

Interviewer: How many events you have attended using this app and what kind of events you have been to?

Interviewee: I have been quite a lot of events. I go for swimming 3 times a week and attend various workshops. I have been to 4th annual breast awareness workshop recently and I also go for a computer class. It's been pretty busy with events these days. I am really enjoying it.

Tasks and probing questions

Task1: Check the events which you have attended previously.

1. Do you find this interface gives you more information?
2. Do you like to see any other information?

Task 2 : Try to use Carpool tab

1. Did you find carpool interface easy to navigate and add information?
2. Will you be using this carpool tab frequently?

Task 3: Search for the UCB members and send them request.

1. Did you find the interface serve the purpose of finding and connecting to other people?
2. What would you like to change about it?
3. Were you able to navigate easily from profile?

Task 4: Send messages to some people.

1. Did you find the interface serve the purpose of finding and connecting to other people?

2. What would you like to change about it?
3. Were you able to navigate easily from profile?

Task 5: Submit selfie event.

1. Were able to find add photo button easily?
2. Do you like to upload old photos which are already available in the phone/gallery?

Task 6: Check In task.

1. Was it easier for you to find the check-in button?

Task 7: Check Yours photos .

1. Do you think this feature is helpful to know the impact you have done?

End of the session questions :

1. Do you feel the prototypes were easy to understand?
2. Did you like the idea of carpool?
3. What did you think about friends feature?
4. What changes would you like to do in the current prototype?
5. Are there any other suggestions?

Affinity Analysis

Social Network: (green label)

We chose the term “social network” because it aptly captures the essence of connecting with other people, either through an online interface/portal or otherwise. The interviewee mentioned both during the first interview and the prototype interview as well that she joined UCB for the purpose of connecting with other members and share knowledge and information, to form stronger bonds with others.

I Want To Connect...: (pink label)

The interviewee is a very social person and she likes to make many new connections and maintain old ones. She wanted to have an interface through UCB app to be able to do this without having to switch over to other applications for the express purpose of connecting with her friends or with the speakers at UCB events. We categorized her interests in connecting with others in the following way.

I Want To Connect With Speakers And Organizers: (blue label)

The interviewee expressed interest in connecting with the speakers and organizers of UCB events to get in touch with them and talk and discuss about future events not necessarily pertaining to UCB. For example,

- *"I want to connect to the speakers and organizers again"*
- *"I can see the Speaker of the website so this is the person that taught the workshop and website for the same. This will show the website on which I can click on and it will go to the website to get to her; that's good"*
- *"I like that I can go back to this person"*
- *"It would be wonderful if I can go to her so I can contact her"*

I Like To Connect To Friends And Others: (blue label)

The interviewee expressed interest in connecting with her UCB friends and the friends she made during UCB events and to be able to connect with them through the UCB app. For example,

- *"Okay I see where I can check for friends. Oh my, that's cool yeah members screen is cool!"*
- *"It's exciting to be connected with other people. I like that I can look through here. And I can search"*
- *"I can see the friend requests. I like this"*
- *"I like sending them message"*
- *"I like that I can communicate with them I can check with them"*

Prototype: (green label)

This label captures all of the things that the interviewee had to say about the prototype that we proposed. It includes everything from what she thought about the individual modules that we changed/introduced to what she thought about the proposed prototype as a whole.

I Like ... About The Prototype: (pink label)

The interviewee had a lot to say about the prototype and everything was positive about it. She liked the various new modules we proposed and also the slight modifications we made to the interface. This label captures all of her thoughts and feelings about the various aspects of the proposed prototype.

I Like The Carpool App: (blue label)

As part of the design concepts we chose to prototype, the Carpool facility was a major component added to the application, which is also completely modular and not connected intrinsically with other aspects of the app. When presented to the interviewee, she liked it a lot and had the following to say about it.

- *“Communication is open to me and the person as a part of my group or as a sister or brother, a part of UCB. And I can communicate with them through my app instead of running to the facebook. I am not a facebook person”*
- *“So this is better this has an app. Its like its own facebook”*

I Like It That I Don't Have To Check The Button While Check-In: (blue label)

The interviewee had a lot to complain about the existing app and a particular checkbox during the check-in process was one of them. In our prototype, we chose not to include cumbersome and small to notice elements like checkboxes that our persona had frustrations about (and our interviewees as well). Regarding this aspect of our prototype, our interviewee had the following to say.

- *“I hate to sound repetitive”*
- *“I like it That I don't have to check the button. I am scared though. That I don't have to check the box”*

I Like Clarity In The Direction And The Words: (blue label)

A major gripe about the application we identified in our persona as well as explicitly mentioned by interviewees is the lack of clarity in displaying text on the application. Being an aged woman, she was having difficulty reading certain texts and we, in our prototype, chose to go with bold and large text to make it easier for everyone to read and understand. The interviewee liked this change in the prototype and said the following.

- *“yeah clarity is the key”*
- *“the more the clarity is better”*

I Like That I Can Check The Photos: (blue label)

In trying to come up with ideas about how to implement changes to the app to showcase the users' impact on the community, we noticed that a lot of the interviewees wanted to remember the events that they attended and that they would really like to see the photos that they uploaded at various events. In order to show the user their photos, we created a tab to display all the photos that they uploaded along with the name of the event and the date on which they uploaded it. Her reactions to this feature of the prototype were as follows.

- *"(Checking my photos) oh wow. that's a good question. That's not even part of this app. it's out of here"*
- *"(This shows my impact) yeah its recording history my history my tasks my assignments yeah it's beautiful"*
- *"I can see photos, kind of similar to facebook I guess or similar to like goodreads cause I love to read and I can have friends on it so I can check profile"*

I Like That I Can Keep Things Personal: (blue label)

Every interviewee expressed interest in keeping certain information about them private. After much deliberation, we adopted to make certain information private, like personal messages and points/rewards and some information to be available to the public, like a profile photo and the user's name. Our interviewee really liked that some information is private while some information is public and this label correctly captures it. For example,

- *" I kinda like the way it is personal(event history)"*
- *"Because sometimes some people might be private but at least they can try and find out if it's good. To find out you know you can see if you have the same interests that sounds fun"*
- *"I can see time and points that's on my profile that's private"*
- *"So with in the profile like a private chat. I like that"*

My Final Thoughts About The Prototype: (pink label)

This label captures all the afterthought about the prototype that the interviewee had about it.

This Is How I Feel About The Prototype As A Whole: (blue label)

At the end of the prototype interview, we asked the interviewee what she thought about the proposed prototype as a whole and she had a lot to say. This label captures all of what she had to say. For example,

- *"As long it's better that what it is now. I appreciate it so much. (I am fine with it)"*
- *"I feel it's very promising and I think moving forward to the 20 century they day. it's moving really fast it's really good. Wow that's amazing"*

- *"yeah I love that. Cause you get to communicate let you know. Once Hillary Clinton wrote the Book in which she says it takes a village to raise a child and that's true. The people that you get to meet and you work with and learn with and have the same mind connection. You need that. You know sometimes I don't wanna bother someone. I feel like I'm bothering someone. But I'm learning as I go. I'm not perfect so yes it's important you don't want to seem by yourself."*
- *"Ok right I can visualize"*

User Profile: (green label)

During the interview, the interviewee mentioned a lot of things about herself and about what kind of person she was, describing the events she (has) attends(ed), how she feels about technology and her general psyche. This label captures all the information about the interviewee and can help in establishing a user profile.

I Have Attended...: (pink label)

This label captures all the information about the kind of events that the interviewee attends/has attended since joining UCB.

I Have Attended These Events: (blue label)

When asked about the kind of events she attends and the events that she has attended since joining UCB, the interviewee mentioned the events she attends on a regular basis and also an event that she attended recently which she liked a lot. She attends these events after getting to know about them through the UCB app.

- *"I go for swimming 3 times a week and attend various workshops"*
- *"I have been to 4th annual breast awareness workshop recently"*
- *"I also go for a computer class"*

I Describe Myself As...: (pink label)

While taking the interview, the interviewee mentioned a lot about how she would describe herself, from how she feels about technology, her habits to how she was hesitant about asking for help from others. This label captures all about the interviewee's psyche.

I Am Afraid To Explore Technology: (blue label)

The interviewee identifies herself as not being a technologically savvy person. She is afraid to try and explore an application on her phone because she is afraid she might break it somehow and she mentioned about her apprehensions several times in both the interviews.

- *“When I do it I'm afraid to click on it I can see that little in the background of it. If I press on that I'm afraid I will mess something up”*
- *“I'm like I don't want to mess up. I would leave it as it is and don't do anything. It's like time of age. Oh god I broke it”*

I Am Hesitant About Asking For Help: (blue label)

The interviewee doesn't like to bother others for doing her work and for the tasks that she has set out to complete on her own. She is hesitant to ask for help and she mentioned the same during the interview. This label captures all of her behavioral patterns that indicate her psyche. For example,

- *“Sometimes I don't like to bother people , I like to go by myself”*
- *“My son sometimes says : You have too much pride. Stop having so much pride. You ask for help”*
- *“I just take off and walk and take the bus and don't bother. I don't feel like bothering people. So I don't like to bother anybody”*

I Am Not A Facebook Person: (blue label)

The interviewee, after looking at the prototype, mentioned that the features presented seemed to be similar to Facebook and that though she did not like to use Facebook, she liked that the features in the application that were similar to Facebook without all the bloatware. This label captures this information about her not being a Facebook person.

- *“I am not really facebook person”*
- *“I don't want to go to facebook to look for new events. I am nosy I want to see everything”*

I Am Not Good With Directions: (blue label)

Another thing about the interviewee's personality that she mentioned repeatedly was that she was not very good with directions and that she would really like to have written directions to any location she had to go to rather than ask others and then forget about the directions after some time. For example,

- *“You know sometimes that is a problem with the location not finding it really you know. I guess if you have a GPS but I don't know. I probably have it on my phone but I don't really know how to use it. I follow really simple directions. Well it's good if they have a number too. It's just sometimes it is a little problem with location depends*

upon where it is. It's a little vague it really doesn't have that much information. It really doesn't say exactly where it is."

- *"I talk to someone on the phone and they really did give me a good direction, like where it is. And where it was held. It was hand in the name of the place it was a gymnasium. It didn't have the clear directions or clarity"*

Improvements: (green label)

Even after changing a lot of things in the current app and also coming up with very simple to understand modules to add to the existing app, the interviewee had more things she wanted to see in the final app that we might make. This label captures all of that information, from improvements to additional features she wants.

I Want The App To Help Me...: (pink label)

Though the interviewee said that she liked the prototype, she wanted additional features and changes to be made. A few of the features she wanted us to implement were to help her in her day-to-day life, with helping her remember things or help her in composing messages, etc. This label captures all the features she wants to see in the app that help her in her daily activities.

I Want The App To Help Me Remember Things: (blue label)

As an additional feature, the interviewee wanted us to implement a feature that would help her remember the date and time of events that she is interested in. This label captures this.

- *"The time just in case I'm not good at remembering the date and time this can help this one's helpful"*

I Want The App To Help Me Compose Messages: (blue label)

Apart from helping the interviewee with remembering the date and time of events, she wanted the app to help her in composing her messages that she would then send to her contacts on UCB through messages. This label captures this.

- *"It will help you with editing. That's the good thing for editing."*
- *"It has like google stuff words in it."*
- *"Spelling check, that's a lifesaver"*
- *"and if I can write them a letter first and I can edit it before I can send it off"*

Additional Features I Want To See...: (pink label)

Apart from the small changes that the interviewee wanted to see in the app, she had suggestions for more features that she wanted us to implement in the final app development process, if possible. This label captures all the new features she wanted to see in the app.

I Would Love To Also See This In App: (blue label)

Apart from the small changes that the interviewee wanted to see in the app, she had suggestions for more features that she wanted us to implement in the final app development process, if possible. This label captures all the new features she wanted to see in the app.

For example,

- *“maybe I can think of something is it possible that I love sending e cards. Can you like somehow send e-cards through it? A birthday card”*
- *“I love doing that. There is this one place which has care to it's like healthy foods but all over the world go there for the healthy recipes exercise like helping women children animals and I can be able to send some artistic work on the cards. They display the artwork and they love the music on that I love that”*

Additional Changes I Want To See: (pink label)

Although appreciating most of the changes proposed in the prototype, the interviewee made comments about a few more things that she wanted to change in the prototype. This label captures all such small changes under one umbrella.

I Want To Change The Prototype Like So...: (blue label)

The interviewee suggested a few minor changes to be made in the proposed modules and also in the improvements made to the modules already present in the existing app. This label captures all such changes suggested. For example,

- *“ (While connecting to the other members) it should something like send message to them”*
- *“ I like it when using the email login you can write within the box(to send a message to the person)”*
- *“You know sometimes they have a message to ask you. If you guys have anything in common. And they can send a message back even if they don't accept your request something like that”*
- *“Send them message so that we can connect within the app like a chat.”*
- *“History of events - It should be on my profile because it's personal for me as far as I am seeing.”*
- *“You can see the trash and the Inbox. Like you send a letter. And Inbox also has sent letters”*

I Expect App To Do This...: (blue label)

The interviewee was expecting to see a few changes to the current app that we did not take into consideration and she pointed out that she was expecting the app to have the following as well.

- *“And it should automatically check in and submit it. And I go back to my profile and see it. You know my history of this event”*
- *“(Screen) stays there a little longer and it doesn’t disappear before the day is over with”*

I Need More Info About...: (blue label)

Though the interviewee liked the rehashed version of the events page, she expected more information to be available to her on the events page, which is captured by this label.

- *“Also and like the the names for the UCB members who had attended”*
- *“this is good as long as I get a little bit more information”*

I Want Automatic Categorization Of Selfie Events: (blue label)

The interviewee, in our first interview, mentioned that she found it tedious to have to pick the category of any selfie event that she could upload as a check-in. She was expecting our prototype to be intelligent enough to automatically detect which category the selfie event belonged to and not inconvenience her with having to pick it as well.

- *“(about selfie event) Yeah that is cool I like that. Maybe it should, would it know itself what category this event belongs to and it’s automatic that it automatically knows it’s category?”*
- *“Yeah exactly it should know itself. The app should kind of know it from the description. about the category of the selfie event”*

I Want System To Ask Confirmation...: (blue label)

The interviewee expressed that she would like to see confirmation messages at all points of data exchange, like sending messages, while checking in, etc. This label captures all such expectations from the app. For example,

- *“To finish the task and says are you sure? I like that.”*
- *“It says you want to go ahead and do that or letting you know that you didn’t do this or you didn’t do that or finished/completed it or something like that. Then I make sure that it’s completed. And then I check in. and it submits itself.”*
- *“But it’s good when it has let you know like when you write something and then before allowing you to go ahead it says are you sure you want to go ahead or wait??”*

- *“I like to wait a minute and see before I send it.”*
- *“If you try to check-in it will stop you if you haven’t filled up everything.”*
- *“I had to take my time, study myself and make sure I had everything complete.”*

App Expectations: (green label)

The interviewee had been using the existing UCB app for a while and when presented with the paper prototype, she compared it a lot with the existing app and gave her thoughts about it. Among the many thoughts, she had a few expectations from the prototype which she wanted to see changed. This label captures all of her expectations and frustrations about the existing app.

I have Problems With Previous App...: (pink label):

Interviewee was repointing the issues and frustrations faced in the current app so that those issues are not repeated. Interviewer was making sure that new app don't have those issues.

I have Problems From Previous App’s Check-In Page: (blue label):

Even though Interviewee was happy that in the current app there was no problems , Interviewee was recollecting the problems faced in the current app checkIn page and stressing on the problems faced in the current check-in page. For example,

- *“But okay when you take the picture, snap the picture and then it’s a little itty bitty box which says did you check-in with the pin. I don’t like that.”*
- *“Box It’s too tiny. I don’t know what you can do with that maybe.”*
- *“Then you gotta press this to take a picture which says take one or not but it’s better to take picture because you get extra points for your pin within it.”*
- *“But then after that when you take it, It has like a little tiny box here and you are supposed to check that and if you forget you don’t get credit for taking the picture I don’t know why?”*

I have Problems From Previous App’s Event Page: (blue label):

Interviewee was expressing the problems faced in the current app event page. Interviewer was expecting these mistakes are not repeated in the newly developed app. There are issues with lagging and delays in the events page. For example,

- *“Sometimes the events just go round and Round. Like they would skip them selves two three and four days ahead of time. I don't like that I want them to stay at least until that night. It doesn't stay long”*
- *“Sometimes when you press more information the day is very vague it's like stomp you and you are like what? Where is it?”*
- *“I go to the event and then it should have to the events. I hope I am clear. Sometimes I don't “*
- *“understand. There are times when I came for the event I am there and it's not even on the thing. It's gone and I am like where is it you know. Clicking on check in yeah. Press check in and it should pop up the event status I'm scheduled to go to”*
- *“Cause I have seen it as soon as you get there it (events calendar) disappears and reappears and comes back and make you crazy.”*
- *“Events popping up when new events are added.”*

I Don't Want App To Be...: (pink label)

Interviewee loved the simplicity of prototypes but user was really concerned about not changing or altering the simplicity of the app. This label captures on what app should not be.

I Don't Want The App Any More Complex: (blue label)

Interviewer was expecting the app should be simple and the way it is in the prototype and concerned about app becoming complex. For example,

- *“I don't want to make it too complex.”*
- *“I don't want to categorize the events”*
- *“I don't want to make it too complex. I get all tensed and it makes me overwhelming”*

Functional requirements:

- **My photos and event history tab to maintain user history**
 - From the Affinity diagrams most of the Interviewees said they wanted to know how they have impacted the community. So my photos and history tab in the app would show how UCB members are helping and impacting the community. By adding this features users will be motivated and would love to

attend more events in the future. My photos will consist of checkin photos which are uploaded while check-in process.

- **Adding UCB members as friends and interacting with them**

- 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. Users will be able to search for a member in a general menu tab and send request to other users who became friends in an event. From profile users will be able to navigate to messages, friends and friends request section. Messages will consist of the messages received and user will be able to send messages it to their friends. Friends will have the list of friends. This addition to system will increase communication between UCB members.

- **Carpool facility**

- This is the creative idea of the team to allow more interaction between UCB members. Also Interviewer liked the idea of carpool. So users who have car can create carpool post describing the details about the carpool. Carpool details consists of start place, destination, date, from and to time. As the time goes and interaction increase between UCB members increases more people will be willing to help each other for attending events. This is the requirement created by team members as part of creative idea.

Non-functional requirements:

- **Bigger, clearer font which is uniform throughout the application**

- This aspect of design is important since the interviewees and well as our persona, which reflects an average UCB app user, are older people and it is hard for them to read small font on a relatively smaller screen like a smartphone. Hence, the text should be large enough for them to be able to read it clearly and it should also keep in mind the constraints of the screen size and not cause weird line breaks. For maintaining continuity and consistency, the font family and font size of similar elements should be kept consistent and constant throughout the app.

- **Minimalistic design**

- This aspect of design is important to keep the interface clear and simple and easy to understand and use. If the interface has a lot of flashy elements and weird colors, it causes a lot of distraction, especially to the audience the app is targeting. It should also not have misleading design elements since the app should stand for honesty.

- **Self explanatory labels**

- This aspect of design is the most important of all the non-functional requirements since the app should not ask for the user to memorize the procedures necessary for the usage of the app but rather, every label should be self explanatory and in easy to understand vocabulary. This will also help in minimizing the gulfs of execution and evaluation.

Teammate contributions:

Avanti Patil:

Interview 1 video recording, interview 1 planning, video 1 transcribing, affinity diagram generation

Naga Vijay Saradhi Kethamakka:

Interview 2 planning (interview did not take place), video 1 transcribing, affinity diagram

Sneha Vankireddy:

Interviewer 1, interview 1 planning, prototype generation, affinity diagram generation, affinity diagram analysis, requirement analysis

Sriharsha Srinivasa Karthik Kaipa:

Interview 2 planning (interview did not take place), prototype generation, affinity diagram generation, affinity diagram analysis, requirement analysis

Video of interview:

<https://drive.google.com/folderview?id=0B8B0nPfp4b5Jak1mbklvZFdRczg&usp=sharing>