

# Progress Report Number (1-2)

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W25\_3375\_S1\_G11\_TrailQuest

Date	#Hours	Description of Work Done
Jan 20	4	<p><b>Task:</b> Brainstorming with the team to discuss the features and design direction of EasyConnect.</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"><li>• Started discussing the initial concept of EasyConnect, clarifying that the app aims to help newcomers smoothly integrate into a new city, with a focus on providing personalized local recommendations.</li><li>• Discussed how to tailor the recommendations based on different user needs, including information on restaurants, transportation, cultural activities, etc.</li></ul> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"><li>• Team members had different opinions on how to present local recommendations. Some suggested displaying them on a map, while others preferred a list or card-based format.</li><li>• There was a lack of relevant reference cases, which made it difficult to determine the best presentation method during the discussion.</li></ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"><li>• Decided to first research similar apps (e.g., Nextdoor) to see how they present similar features, using them as a</li></ul>

		<p>reference.</p> <ul style="list-style-type: none"> <li>Planned to conduct market research during the next discussion to decide on the final presentation method.</li> </ul>
Jan 21	2	<p><b>Task:</b> Analyze and compare existing similar software (e.g., Nextdoor).</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"> <li>Reviewed the features of Nextdoor and Meetup, analyzing their strengths and weaknesses in community connections and support for newcomers.</li> <li>Noted Nextdoor's strengths in providing local information and community interactions but found it lacked structured guidance specifically for newcomers.</li> </ul> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"> <li>Existing software provides community interaction and local information but lacks structured guidance, which does not fully meet the needs of newcomers.</li> <li>Needed to better understand the needs of the target user group.</li> </ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"> <li>Suggested conducting a market survey to identify whether the target audience consists mainly of immigrants or long-term local residents in a new environment.</li> <li>Planned to collect data through user interviews or surveys in the next steps to fill in these gaps.</li> </ul>
Jan 24	3	<p><b>Task:</b> Discuss with the team the target user group for EasyConnect and determine the design direction.</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"> <li>In a group discussion, further defined the target user group for EasyConnect as newcomers, especially immigrants.</li> <li>Determined the app's core features, including local recommendations, community interaction, and language</li> </ul>

		<p>support, tailored for the target users</p> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"> <li>• How to make the recommendation feature both practical and personalized while keeping the user interface simple and easy to use.</li> <li>• Some team members raised the question of whether to provide a translation feature for users who do not understand the local language.</li> </ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"> <li>• Decided to start with local recommendations and refine the features through user research to determine which features are most needed.</li> <li>• Added language support for English and Chinese to cater to the main target audience's needs.</li> </ul>
Jan 28	1	<p>Met with Priya to gather feedback on the ideas and documented key insights for further refinement.</p>
Feb 1	2	<p><b>Task:</b> Revise the entire document structure, adjusting the app's goals and value proposition.</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"> <li>• Based on team feedback, redesigned the <b>TrailQuest</b> document structure, including the target audience, value proposition, and core features.</li> <li>• Updated the description of the target audience to clearly define it as individuals seeking interactive adventures, nature explorations, connecting with like-minded outdoor enthusiasts, or learning more about hiking.</li> </ul> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"> <li>• Ensuring that all information flows smoothly and logically, especially when defining the target audience to avoid repetition and ensure clarity.</li> </ul>

		<ul style="list-style-type: none"> <li>Balancing practicality and innovation when determining the core features.</li> </ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"> <li>Adjusted the document structure to make the content more concise and clear.</li> <li>Clearly defined the main features and provided detailed descriptions in the document.</li> </ul>
Feb 4	1	<p><b>Task:</b> Review the user requirement survey video and extract key best practices for designing effective surveys.</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"> <li>Watched and analyzed the user requirement survey video, extracting key takeaways on how to design effective survey questions.</li> <li>Documented how to frame questions in a way that ensures clarity and relevance</li> </ul> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"> <li>How to design open-ended questions to gather more user feedback.</li> <li>Ensuring that questions reflect the user's needs and guide them to think about specific scenarios.</li> </ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"> <li>Designed several open-ended questions focusing on asking users about their main difficulties in adapting to a new environment.</li> <li>Discussed and optimized the questions with the team to ensure they effectively collected useful data.</li> </ul>
Feb 11	3	<p><b>Task:</b> Design the "User Goals and Characteristics" and "Technical and Design Considerations" sections in the survey draft.</p> <p><b>Work Content:</b></p> <ul style="list-style-type: none"> <li>Designed the "User Goals and Characteristics" section, clearly defining the target audience as new immigrants or individuals new to the environment.</li> <li>Discussed the technical and design</li> </ul>

		<p>considerations to ensure the design is highly usable and intuitive.</p> <p><b>Challenges Encountered:</b></p> <ul style="list-style-type: none"> <li>• How to quantify "user needs" effectively.</li> <li>• How to phrase questions to accurately reflect users' specific needs.</li> </ul> <p><b>Solution:</b></p> <ul style="list-style-type: none"> <li>• Designed five focused questions to ensure effective collection of specific user needs.</li> <li>• Set up open-ended questions for each to gather more detailed feedback.</li> </ul>
Feb 18	4	<p>Designed the <b>User Goals and Characteristics (Understanding the Target Audience)</b> and <b>Technical and Design Considerations (Optimizing Usability and Experience)</b> sections in the Survey Draft, with the aim of narrowing down the target audience. The challenge was in how to quantify the information and how to phrase the questions to obtain accurate responses. Discussed these issues with other team members and together, we finalized the relevant questions. Additionally, I designed open-ended questions and possible answers.</p> <p><b>Challenges Encountered:</b></p> <p>None</p>
Feb 21	2	<p>Participated in group discussions, removing some repetitive and meaningless questions. My task was to complete the <b>User Goals and Characteristics (Understanding the Target Audience)</b> section in <b>Final Version 1</b>, which consists of 5 questions, as well as 2 questions in the <b>Solution</b> section. I also contributed to the creation of the official survey on Google Forms.</p> <p><b>Challenges Encountered:</b></p> <p>None</p>

