# Aware A Day

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## Problem:

The challenges and injustices facing our communities are daunting and complex that sometimes we don't know how to respond to them beyond just Facebook liking and sharing. Often we find ourselves wanting to make a difference in our community, but don't know what steps to take.

## Solution:

To encourage the involvement of young adults in their own communities, Aware-A-Day gives users practical ways to impact those around you through challenges that spread awareness and help you become an active participant towards a cause.

## Core Feature:

Our prototype provides daily challenges that relate to themes about empathy and awareness. The challenges are practical and simple enough to be completed by anyone, but also meaningful for the users to raise empathy and help society.
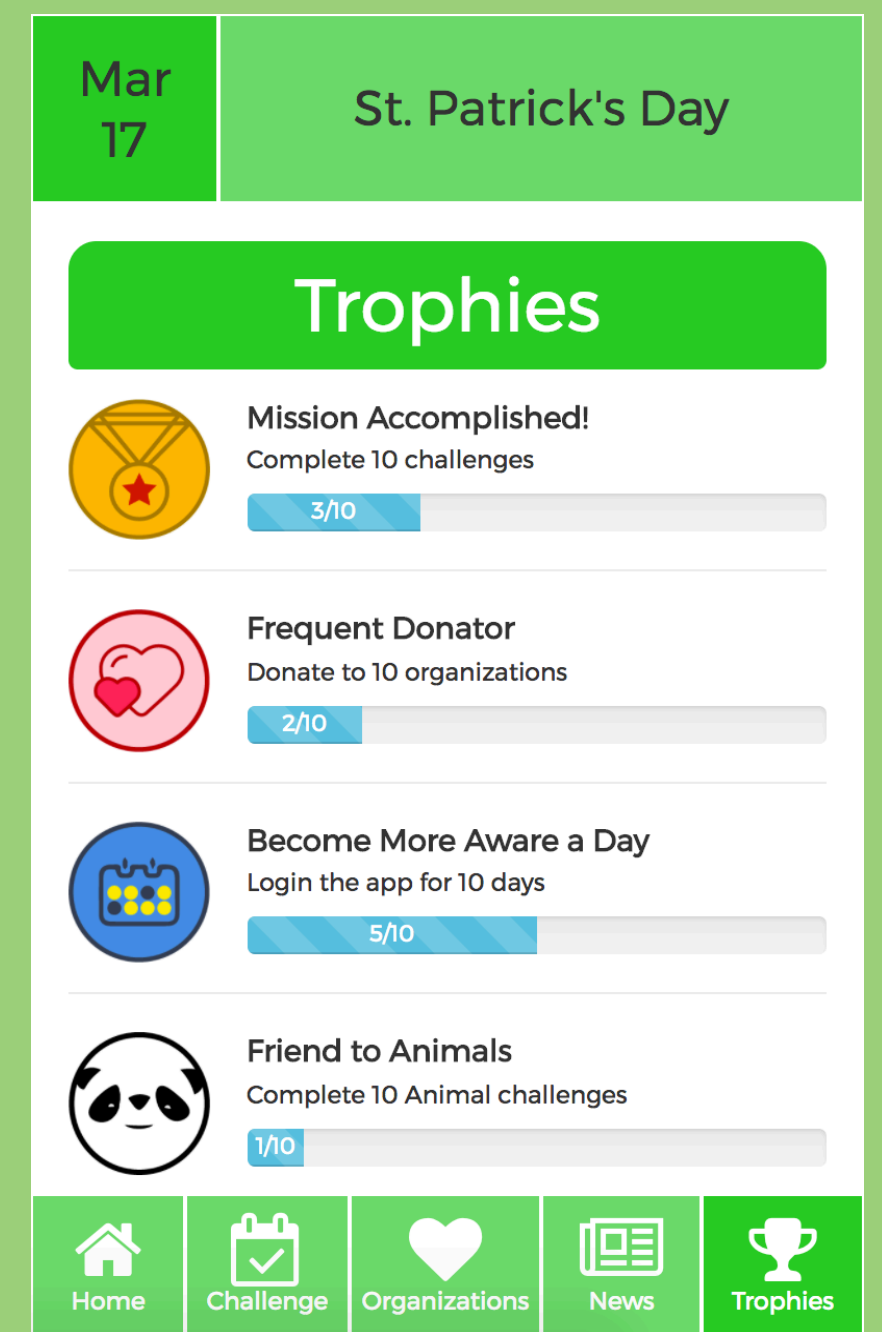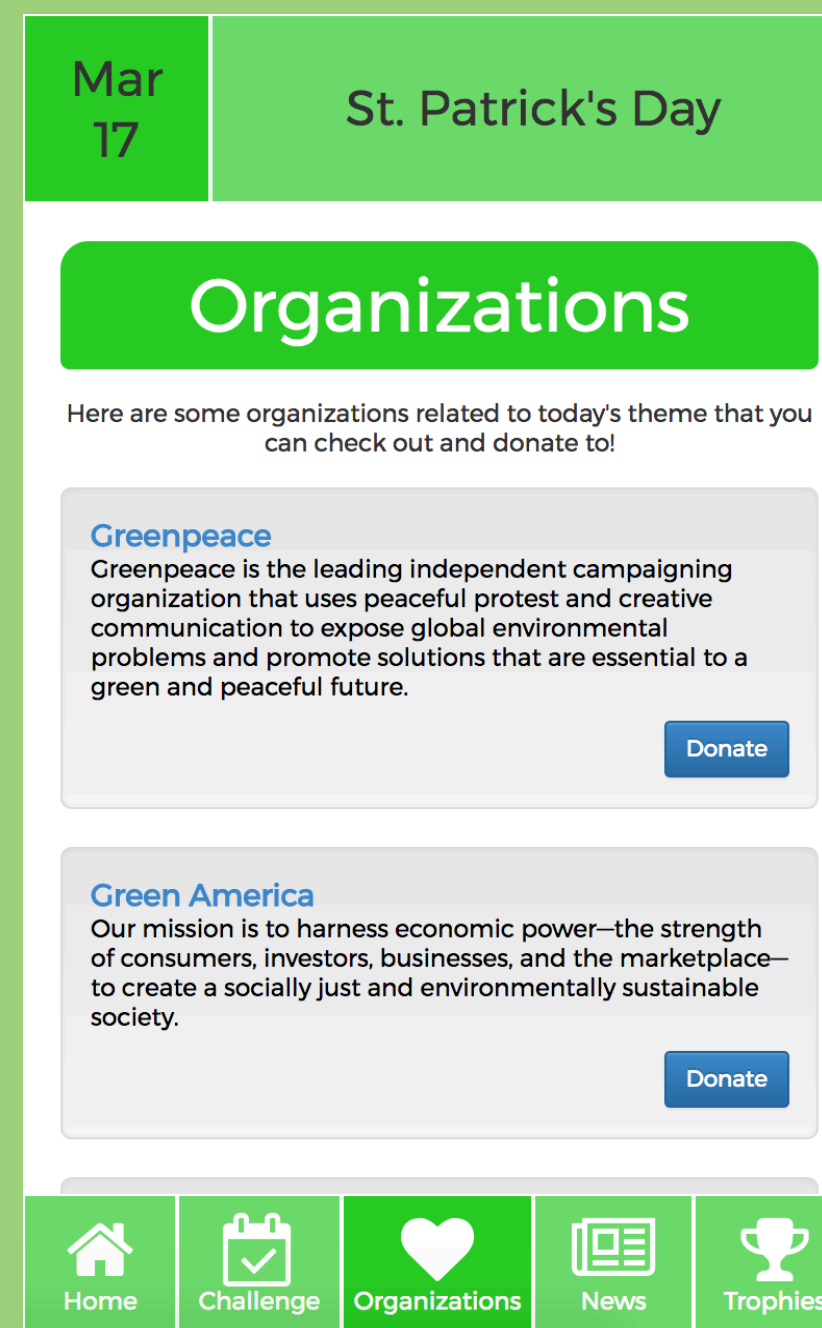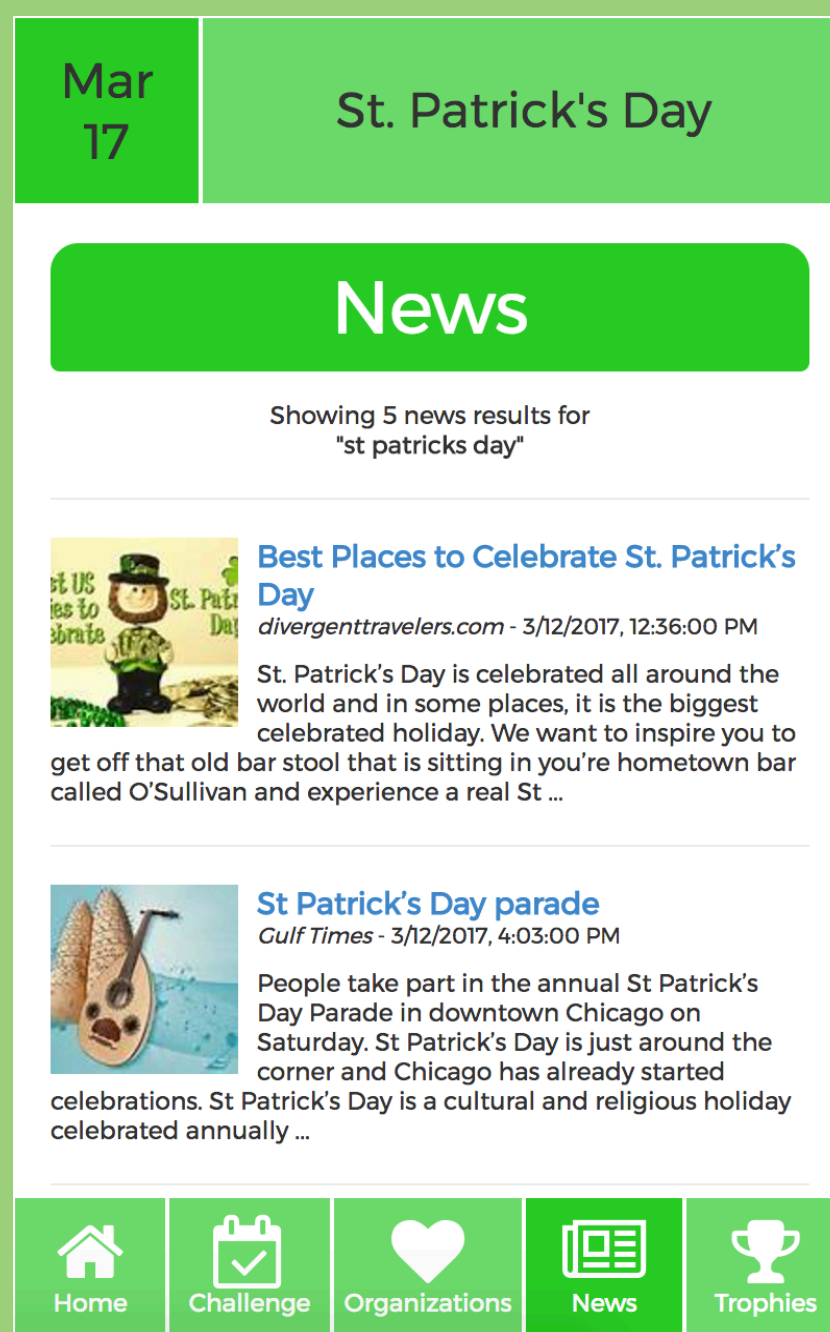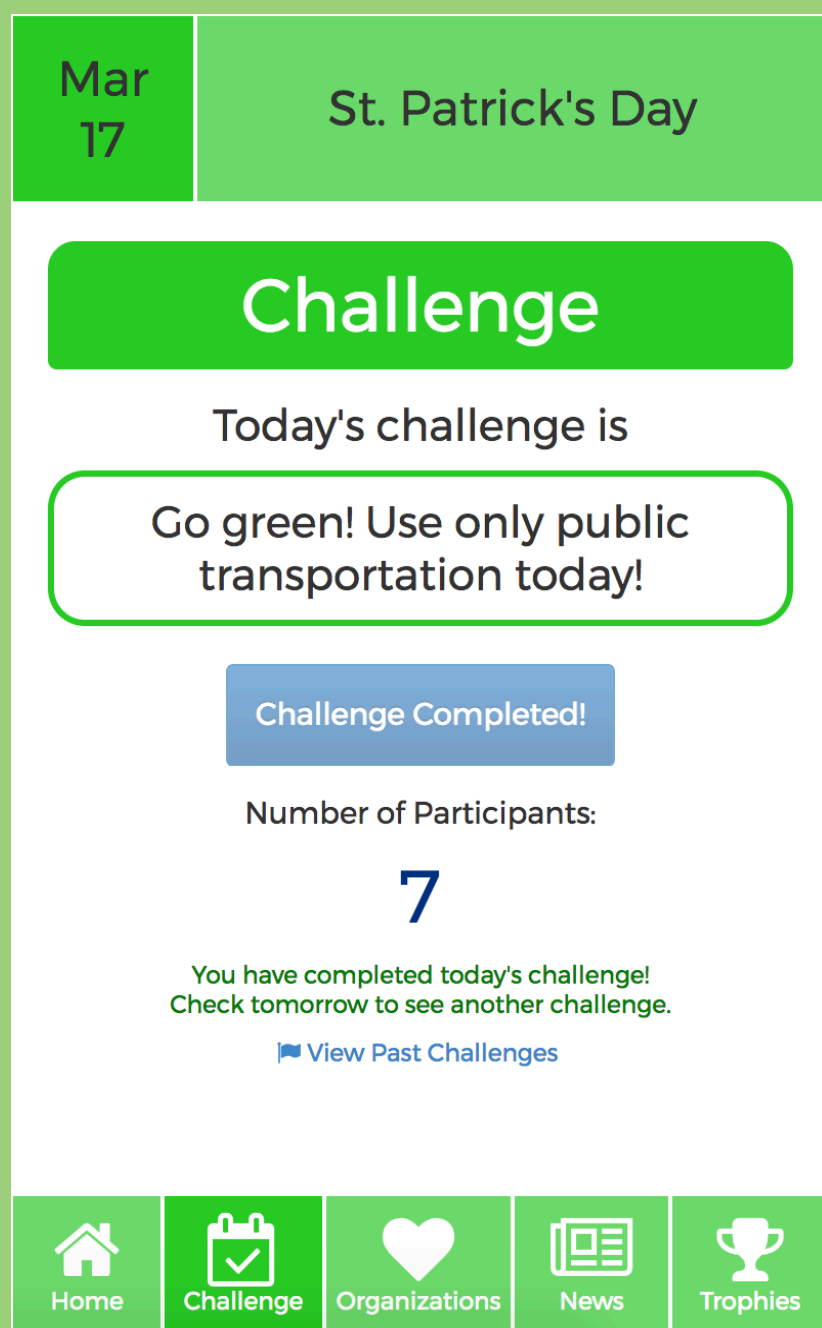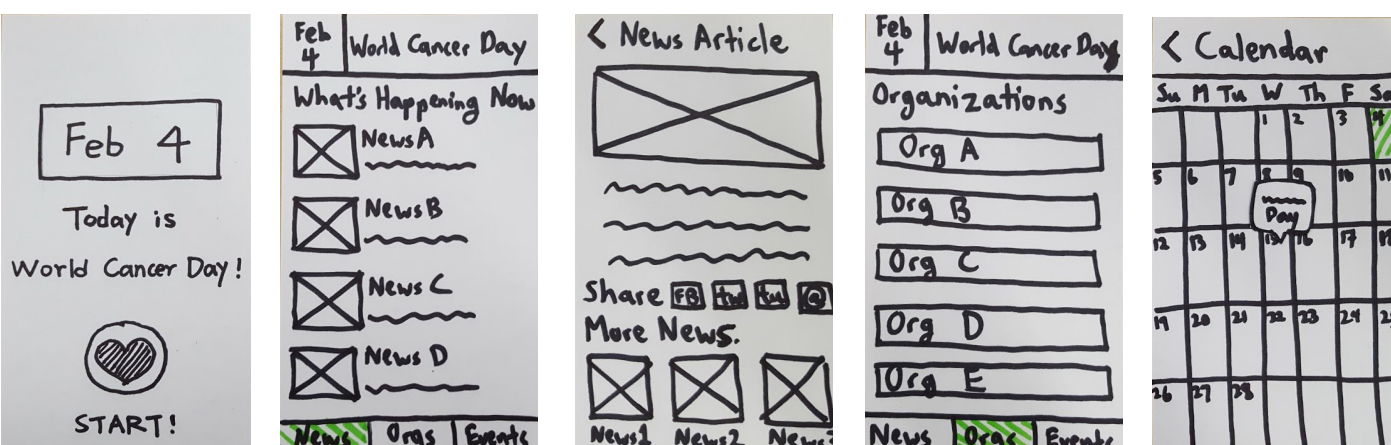


## ① Needfinding:

This process helped us come up with an idea of the potential problem people are facing, which is the lack of motivation and knowledge of practical ways for people to put their empathy into action.

## ③ Paper Prototype:

This step let us design a low-fidelity concept about the information architecture and functionality of our app. Initially, the prototype was mainly focused on informing the user about the daily awareness theme.

## ⑤ User Testing:

From user testing, we found problems in our prototype interface that can happen in real-world settings, including the way to display the Calendar page and the noticeability of the Login feature. User testing also showed several advantages of our app, including the simplicity of our interface and appealing interactions we developed.

## ② Storyboard:

We created different storyboards to portray situations in which a prototype would help a user's need to find ways to put their empathy into action, which is providing users with a platform to take actions for a charitable cause.
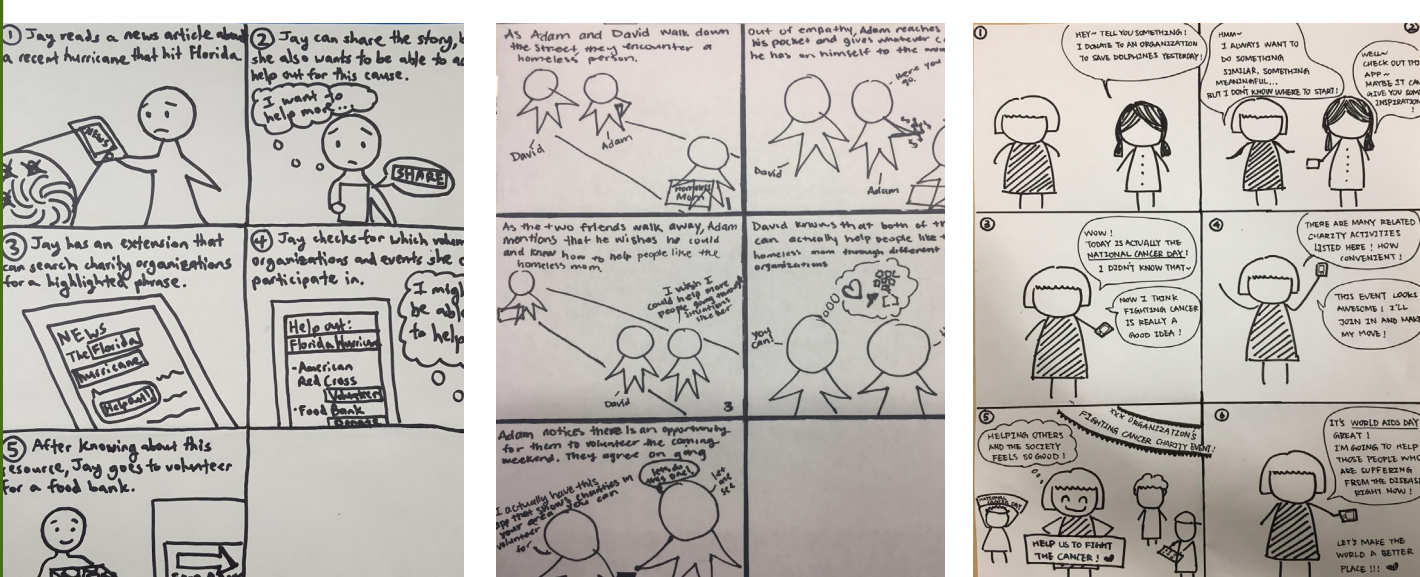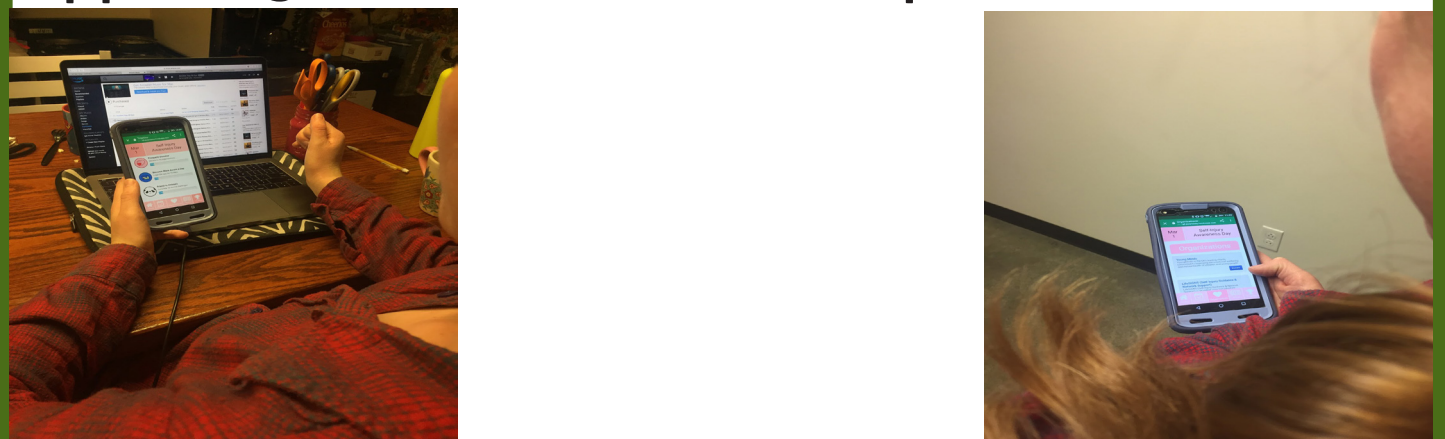
## ④ Heuristic Evaluation:

The evaluations helped us to identify the main problems in our prototype that need to be improved, particularly the need to add more interactions to make our app unique. This was when we started incorporating the daily challenges feature.

## ⑥ A/B testing:

We tested how adding a "calendar" icon on the Home page would make a difference for how likely users would click the "date" to go to the Calendar page. According to the collected data and the result of Chi-squared statistics, we found that the difference was not significant. Therefore, we decided to make the clickability more obvious by changing text colors and changing cursor shapes in addition to placing the icon next to the text.