

# **Univents**

**User study, conceptual design and interface design  
Group assignment report**

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## 1. INTRODUCTION

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### 1.1 Description of the project in introduction

Purpose of this project is to create web service that motivates Tampere University students to attend more to Tampere University related physical and social events. Project is based on user needs and project group conducted three interviews to get the potential user perspective. This report describes how user study was made, results and concept created based on interview results. Concept is prototyped with interactive prototype.

Our service, Univents, gathers all info about Tampere University events to one place and makes finding events easy. Univents is a place to get the info fast, easily, and reliably. Univents also embraces the university community by giving students a place to find new activities and people for their own activities.

### 1.2 Schedule

Project team made schedule for the project. Schedule is followed through Teams group and Gantt chart. Gantt chart will be updated during the project if needed.

**Table 1. Gantt char about project schedule**

Week	25.-31.10.	1.-7.11.	8.-14.11.	15.-21.11.	22.-28.11.	29.11.-5.12.	6.-12.12.	13.-19.12.
Course begins								
First group meeting								
Interviews								
Interview analysis				DL 15.11. 15.11.				
2nd meeting (concept)								
Creating personas								
Creating use scenarios								
Report draft DL					DL 22.11. DL 28.11.			
Peer review DL								
Site map								
Wireframes								
Hi-Fi prototypes								
Final report							DL 19.12.	

## 2. USER STUDY

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### 2.1 Study method and interview questions

In this project we used semi-structured interviews. Semi-structured interviews combine open and structured interview methods. Interviews include planned questions, but interviewer can also make questions that were not planned beforehand. (Sharp 2019, 269-270.) Purpose of interviews was to get data about what students like to do on their free time and what do they think about university related events now. To clarify the purpose of the interviews, we conducted two research questions that interviews tried to answer:

1. What motivates students to attend to university's events.
2. What could be done that they would attend more.

Project team made three different interviews. All interviews were made via Teams and interviews were recorded for analyzing. All interviewees were told basic information about the study, what it was for, information about recording and information about what kind of personal data is gathered. Interviews took time around 15-20 minutes. All interviews were made in Finnish.

Interview questions were made with project group in first meeting. Interview questions started with warm up questions trying to get interviewee to relax and open. Last questions of the interview were bit wider and harder to answer. Questions are attached in this report as an appendix 9.1.1.

### 2.2 Participants

During this study project group made three interviews. Interviewees were required through Moodle's HTI Exchange area. Requirement for interviewees was that they had to be students in University of Tampere. Because sample was only three interviews, gender of interviewees was not important. All participants were 2–4-year students at University of Tampere and all studied ICT, even though ICT was not requirement for participation.

All interviewees were attended to university related events at some point of their studies.

### 2.3 Study process

Interview questions were tested with three different pilot interviews. Goals of pilot interviews were following:

1. Are questions understandable. Does interviewee understand the questions or does interviewer need to help and explain the questions to interviewee.
2. Are questions specific (not too wide, but also motivate to give more than "yes, no" answers).
3. Do answers provide that kind of data that is wanted. Does the interview answer to research questions?
4. Time of the interview. How long does the interview take?

Interview had to be maximum of 15 minutes long, so pilot interviews were clocked. After pilot interviews, we made some alterations to the questions. Because interviewees and interviewers were Finnish, it felt natural to do interviews in Finnish. Especially if people feel unsecure

about their English skills or can't express themselves with foreign language. Some of the questions were translated into Finnish beforehand, so that actual interviews would go smoothly. Questions had also "help" section, that gave hints how interviewer could open the question more if needed. Pilot interview included question "How do you find attending to university events?". Question turned out to be too wide and hard to understand. Question was separated to two different questions: one asking for improvements, and one asking what is already working well.

Interviews were made remotely via Microsoft Teams. All interviews were recorded so that interviewer could concentrate on interviewing and not taking notes at the same time. Interviews had two different participants: interviewer and interviewee.

Main phases of the interview were:

1. Introduction of research, why we are doing this interview
2. Anonymity and what data we collect about interviewee
3. Interview: warm up questions to get interviewee to relax
4. Actual interview
5. Analyzing results

Interview did not have specific chapter about basic info what interviewer must give to interviewee about the research. It was on each interviewer's responsibility to tell interviewee the purpose of interview, what data was collected, ask permission to record and tell what happens to the recording. This could have been planned better beforehand and write these to the questions sheet.

Study included only three interviews and all participants were studying same field. This sampling is too small to make any universal truths about what students think. Interviews were mainly to get know little bit actual users to get idea of the people who could be potential users. To get "hard data" about university students' motivations to attend to university events, sampling would have to be larger.

## 2.4 Data analysis

As noted in the earlier part of this document, we conducted three interviews on Tampere University students. After the interviews Excel workbook was made with separate sheets for each interview question. On those sheets we wrote quotes and summaries about each interview question based on our interviews. We had a meeting where they went through their interviews and similarities between them and when the data from all three interviews was collected on the workbook, we analyzed it by comparing the answers and trying to find similarities between them. We found different themes in the interviews that recurred, and we divided the data under those themes. This way we were able to find these most common pros and cons considering the physical and social activities and motivation to attend to them among students.

All three interviews were conducted in Finnish since our interviewees were Finnish and we considered it to be easier for them to analyze their physical and social activities in their native tongue. The interview questions are found both in Finnish and in English in the appendices chapter. There are also pictures of the Excel sheets, on which we have the interviewees answers summarized under the themes. The Excel is now available only in Finnish since we did the interviews in Finnish. We did not want to lose any information in the translations.

### **3. INTERVIEW RESULTS**

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In this chapter, we will summarize the results from the interviews.

#### **3.1 Interview results description**

Our interview was structured in a way that in the beginning we asked some basic background questions and after that we moved on to ask about the events that our interviewees had attended. We also asked questions about their preferences regarding university events and what could be done better in the communication and organizing. In the end we also briefly asked opinions on what kind of features would be good and useful on a web service that is meant to motivate students to participate on different activities.

In all three interviews the activities that the interviewees had attended were mostly party emphasized, for example basic club nights and different pub crawls. One of the interviewees even pointed out that there are quite few sports events compared to other events. There was also a noticeable similarity in the answers regarding the motivators that affect the decision whether to attend an event or not. One point that each of the interviewees noted was that friend are a significant factor related to participating. There were also mentions in the interviews about networking in these events and how that can be a factor also. Also, prices of tickets were a factor which could be crucial for some students.

Even though, most of the events that the interviewees listed as events, that they had attended were parties, the events that they wish to attend were more focused on sports and culture. There were some differences found in the experience about how the interviewee finds attending to university events. Some interviewees found it easy and that the information about the events is found easily in the social media channels. But there were also different experiences on this matter. One of the interviewees felt like there should be more coherency in the communication about events.

When asked about the features that would be useful in the web service there were two clear points made that occurred in all three interviews and they were good filters that allow the user to see only those events that interest them and a calendar view possibility. There were also other points made for example about having clear event descriptions and the ability to see other student organizations events there and to be able to find new events that way. In the end of the interview, we asked the interviewees what could be done that they would attend more to university events. We were happy to see that easier access to the information about events was a significant point that was noted in the interviews. Also, one interviewee had a good point about the main target of the service: it should be the older students since the freshmen are already enthusiastic and motivated to get to know the university and the events, and tutors are there to motivate them. Older students usually are the group of students that have harder time to get motivated.

#### **3.2 Conclusions based on results**

The results from our analyze on the interviews confirmed our initial idea of an event calendar solution. Calendar idea was clearly something that each of our interviewees had a need for. In addition to our initial idea, we got some new perspectives and ideas from the interview results. One example is that we can now focus on our design process to develop this service especially for 2<sup>nd</sup> year students and students older than that. This conclusion is based on the

comment that one of our interviewees said about how freshmen are not usually the group of students that need extra motivation to attend activities since tutors are already meant to motivate them.

Another conclusion that we made on the interview analyzes is that just finding the events and information about them is already an issue if viewed on a university level. Traditional events that your own student organization is organizing are found easily but if students want to find other events it becomes a lot harder in such big university as Tampere University is. Therefore, we think that our event calendar that consists of all or at least most university events is useful. It also allows the communication to become coherent at university level.

Also, the fact that our interviewees had attended mostly at parties but still answered that they wish to attend to cultural and sports events may indicate that the parties are already known in the student circles, and it is the other events that need more advertising and visibility among the students. We think that this issue is also met with our calendar. This needs to be noted in the filters which were also one important feature idea that we got from our interviews.

Probably the biggest change that the interview analyzes made to our initial plan was that there will be also a chat forum in which the students are able to find company to attend to the events with. From the interviews it was clearly visible that friends are one of the biggest motivators that affected the decision whether to attend to an event or not. We found this to be such a big factor that it needed to be considered when designing this service. This forum could be used to find friends to a specific event or to find friends to long-term hobbies.

Requirements for the system:

1. All events at the same page and different search filters to find them  
“Filters would be nice, is the event free or not. Also filtering through faculties. Filter is event alcohol-free” ... “University has dozens of different organizations which events you do know nothing about”
2. Calendar view  
 “[Calendar view] where are events for all faculties and different organizations at one page” ... “Color coded”
3. Description of events  
 “More pictures or videos of events” ... “When you click [event] you go to description of the event” ... “More info about events that you know where you are going” “It is annoying that events descriptions include inside jokes”
4. More variety for events  
 All interviewees mentioned some sport activities as their hobbies and cultural related hobbies. “Clubs do not interest as a concept, also not interested in excessive use of alcohol”
5. Feeling of community  
 “Networking, community, going out with friends” ... “Want to get to know other people from Luuppi”

## 4. CONTEXT OF USE, USERS, PERSONAS AND USER EXPERIENCE

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### 4.1 Context of use

Product is web page which does not require anything to be downloaded to user's device. Web site is used in browser, mainly by users own mobile phone or computer. User has to have tuni.fi id to log in to use all the functionalities that site has. User needs internet connection to access the website.

### 4.2 Users

Main users for the system are Tampere University students and organizations that arrange events for university students. Users can also be old students, other students that are interested in university events and even teachers. Users are also people who do maintenance of the web page.

Main user group that we are focusing on are the students who use system to find events and are currently studying in University of Tampere. Important user group are the organizers, but because we did not interview any people from this group or from this point of view, we do not dig too deep into this group. Main goal of this study is to motivate university students to attend more to social/physical activities, so it is natural that we focused on only to this group.

Tampere University accepted 2542 new students that applied during spring 2021 (Tuni 2021). Equality working group released report "Equality in University of Tampere 2015-2017" in 2017. According to this report during these years 66-67% of accepted students were females. More than half of the students are under 25 years old. (Kujala, Puronurmi ym. 2017, 9-17.) Based on statistics, average Tampere University student is under 25-year-old female.

We may assume according to average student represented in previous chapter that user has good technical skills and has grown up using technology all the time. Same time user has numerous different applications in their phone, and they use laptop for them studies. They use mobile phone daily more than laptop. Users can have different goals, and, in this project, we are focusing on two goals that rise from interviews:

1. Finding events easily  
Search engine with different filters, calendar view, description of events
2. Forming new groups and finding people for new activities

In next chapter we are representing two different profiles based on the data that we gathered from the interviews.

### 4.3 Personas

We decided to create two different personas with two different needs. Some of the goals are the same, but motives behind these goals are bit different. Emilia is more about hanging out with her friends and relaxing, Robert's motives are networking, getting to know new people and doing some physical activities.



# Emilia

 22  
 Tampere  
 2 year Uni student

*"I have a busy schedule, but I still want to live student life and party with my University friends!"*

**Goals & Needs**

- Wants to participate to Uni related events with her class mates and have fun! Maybe meet new people.
- Needs time apart from studies and time to relax.
- Active person who is interested in different activities

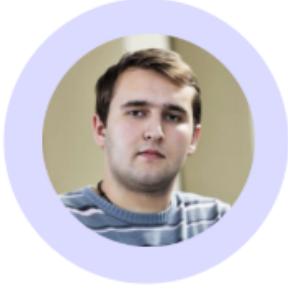
**Frustrations**

- Feeling like outsider
- Systems that are complicated and hard to use
- Pressure coming from student budget

**Everyday life**

- Emilia is busy with her studies and other activities.
- She likes to spend her free time gaming, reading and doing arts and crafts

**Figure 1. Persona number one, Emilia.**



# Robert

 23  
 Tampere  
 3 year Uni student

*"I am interested in different activities and feel like most of the events are for freshmen"*

Goals & Needs

- Wants to hang out with his friends.
- Networking with other students and getting the feeling belonging to community.
- More interested in activities than partying

Frustrations

- All student events are built around alcohol
- Bad communication about events
- Different systems that are not connected

Everyday life

- Active free time with different hobbies from going to the gym to cooking and playing video games
- Likes to be physically active

Figure 2. Persona number two, Robert.

#### 4.5 User tasks, user experience goals and usability goals

User tasks describe tasks that user can perform by using Univent system. Most important functionalities for the system are:

1. Searching for events using filters from front page
2. Seeing upcoming events from front page
3. Looking events in calendar view  
Color coded events and clicking event user can go to description of the event
4. Finding new activities or people for creating new hobby groups  
Signing in, reading posts, searching posts, and creating new post.

Usability goals were formed based on needs rising from the research. Research showed that students do not know all events that there are. There are many different organizations doing events and if you do not know the organization, you might never get info about their events. If finding events feels already hard, system wants to make it as easy as possible. Because one goal of this project is to motivate students to attend more to activities, system gathers all events to same page that students can explore the variety of different kind of

events. In interviews all participants mentioned student parties and heavy drinking. Univents wants to show that there are many kinds of events, not only student parties.

One important factor for usability besides research findings is students' busy timetable and modern days "speed of life". This shows that browser should load website in few second and people want simple solutions and are not willing to read too many instructions. This why we assume that young students do not have time of patience to learn to use complicated services. Great example is the frustration that students experience while using Sisu interface, because you can't operate Sisu-system without reading instructions.

Considering these points of views, we conducted following user experience and usability goals for the Univents system:

1. Easy to use (no need for directions)  
UX goal: "Easy to find all university related events!".  
UX goal: "From one glimpse I know what this web page is for.".
2. Easily getting information about events  
UX goal: "I know what this event is, and I feel warmly welcome to join it.".
3. Motivating people to attend by community  
UX goal: "I can easily find new activity groups or people to join my activities.".

Most important usability goal is number one, "easy to use". Design is in big part of achieving this goal. Design guidelines are clear and simple lay out including only functionalities that are needed. Site does not include many pictures, because large files span loading time.

Easily getting information about events is reached by offering listings of events in different formats: by searching, in list of upcoming events and calendar view. Description of events is available, and content of descriptions must be clear and welcoming.

Motivating people to attend more social and physical activities can happen through browsing community page topics where other students can search people for their activities. One result of interview research was that partying does not interest especially older students as much and they want different kind of content from events than just alcohol.

## 5. CONCEPTUAL DESIGN

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### 5.1 Conceptual model

Product from this project is a web page, Univents, which collects all Tampere university related events to one place. Events do not have to be organized by Tampere University; it is just connecting factor in this case. Organizers can list their events to the service and include link to events web page/ticket sells or wherever they want. Univents is not social media platform, it only provides one place for all events. In this project we did not want to create new Facebook, because there is already one Facebook. Interviewees told that system how to buy tickets etc. was already working well. Therefore, we left buying tickets or enrolling to events out from this project. We did not want to spend our time to fix something that already worked well.

During interviews interviewees said, that they do not know what kind of events there are, because there are so many different channels where organizers inform about events and activities. If student does not know the organizer, they may never find those events. Univents tackles this challenge by giving space for bigger and smaller organizers.

Main functions in Univents are collecting info about all Tampere University related events and activities, possibility to search events/activities with filtering them, seeing upcoming events and getting info of all events in calendar view. Filters were created based on interview results. Interviewees wanted to search events by faculty and price (free or not). Interviewees were also interested about events that did not include alcohol, so we included “no alcohol” filter to the page. Health being megatrend and “sober curious” movement among young people also supported adding the “no alcohol” filter.

Calendar view shows all events at one glimpse. Calendar is only in the web page and user can't filter events from the calendar. Calendar does not require signing into the service. This is conscious choice because we did not want to create new calendar for students. Every Tampere University student have Microsoft Outlook calendar and some students have additional calendars (i.e., Google calendar). Students can export events to their own calendar from event description page. Event description page was created based on interviews. Interviewees wanted more info about events character and interviewees felt that sometimes event descriptions include “inside jokes” that makes students feel outsiders if they are not familiar about these.

Besides getting info from existing events students wanted to feel as a part of community and find new people to do new activities. For this need site provides a platform to find new events/activities or they can search people for new activities. Idea is to have simple site where people can post topics like “Anyone up for tennis?” or “Theatre people wanted” to make new groups. Site gives only platform for light conversation; it is not a forum. This decision was made because the need of moderating and simplicity of the page. Students usually use variety of different communication apps, so connecting to other students can be done using those services. Connecting to people can happen via telegram, WhatsApp, snapchat or whatever service people want to use. Getting to “community page” requires tuni.fi id to log in.

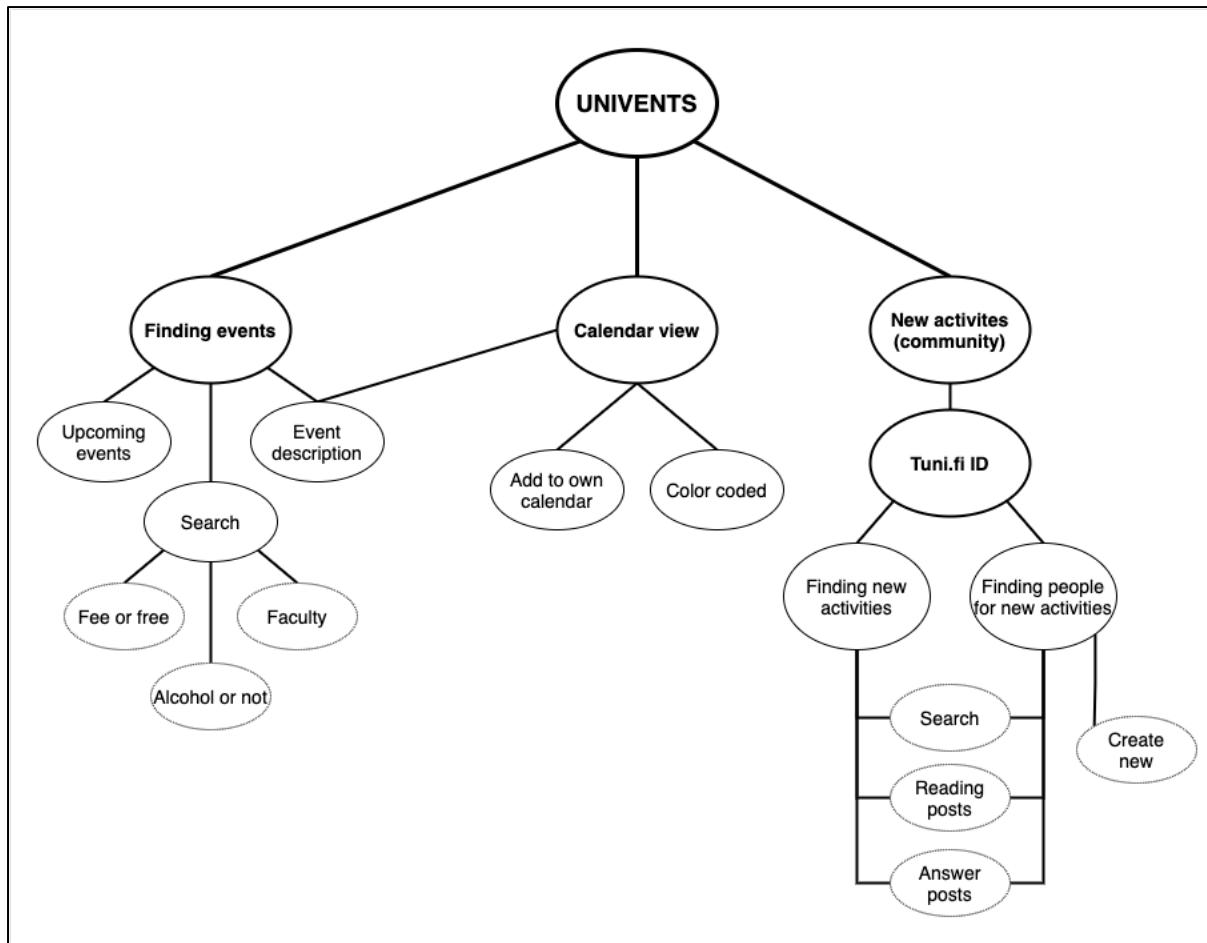
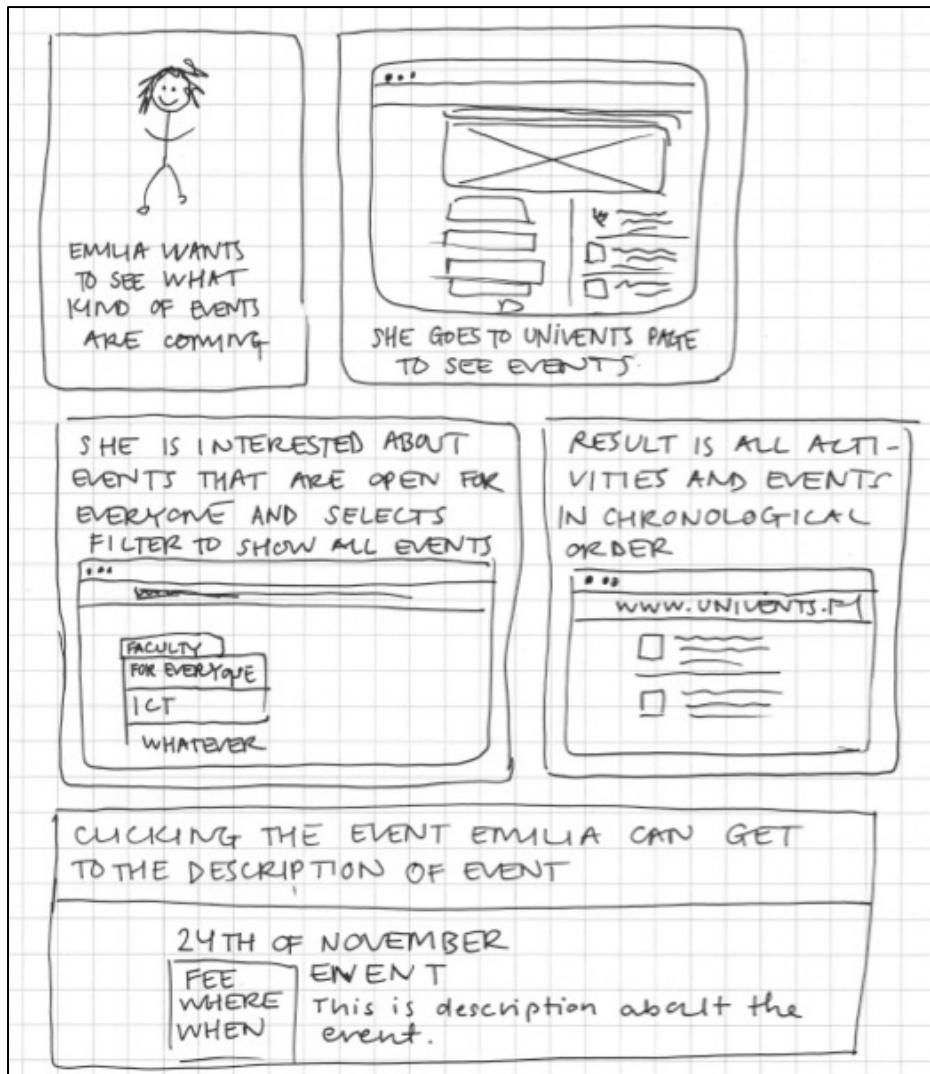


Figure 3. Concept map.

## 5.2 Use scenario

First scenario Emilia wants to see what kind of events and activities are happening. She goes to Univents page and searches for all events that are open for everyone.



**Figure 4. Scenario 1 storyboard: Emilia is searching for events.**

Second scenario is about Roberts wanting to see, are there anyone who would be interested in playing ice hockey. He goes to Univents community page. Community page requires logging in and after that Robert sees all the post. Because Robert already knows what kind of activity he would like to find, he just types to search field "ice hockey" and gets list of posts that have ice hockey included in their topic.

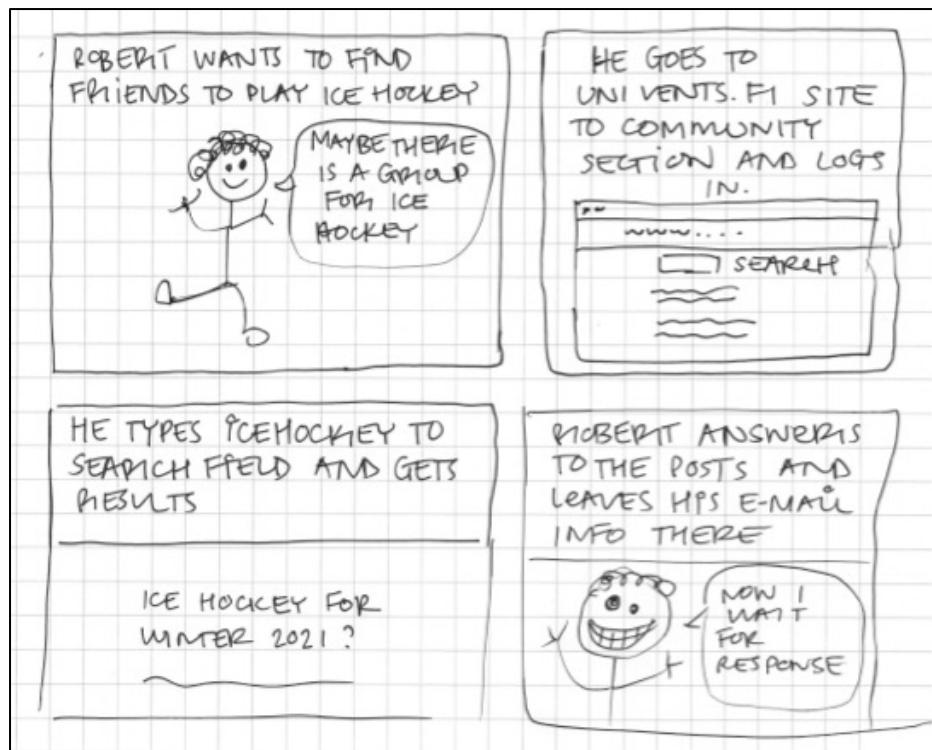


Figure 5. Scenario 2 storyboard: Robert is searching for new activities.

## 6. DESIGN

This chapter will explain the design process of the final web service solution. This explanation will begin with sitemap. Wireframes introduced in this chapter were made by the basis of the sitemap and the final prototype is made based on the wireframes. All these process steps are introduced and explained in this chapter in more detail.

### 6.1 Sitemap

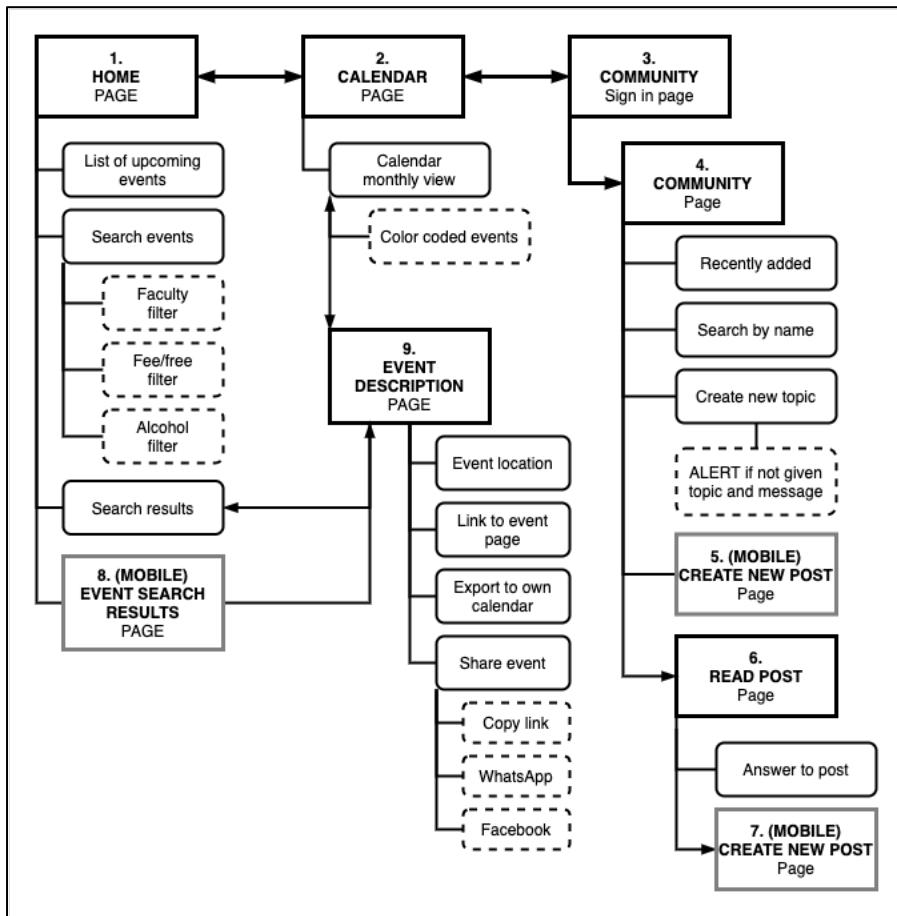


Figure 6. Sitemap

Homepage has two main functions: search generator to search different events and list of upcoming events in chronological order. Search generator is operated with filters, what user can use to see only certain kind of events. User can select one or more filters and by clicking "search", search results are generated to same page. If user don't use any filters, system generates list of all upcoming events. Events are listed in chronological order. Events name is link that leads to event description page which opens in new window. In mobile version it is more user friendly to conduct user to different page (8) to see the search results, because size of mobile screen is smaller. Navigation is on the left side of the webpage. Mobile navigation is hided under hamburger icon and open's when icon is clicked.

Calendar page is a calendar view where all the events are listed daily. By clicking the title, system opens an event description site. Calendar view is monthly, maybe in the future it could be changed to weekly view if users feel that way. Navigation is on the left side of the webpage. Mobile navigation is hidden under hamburger icon and open's when icon is clicked.

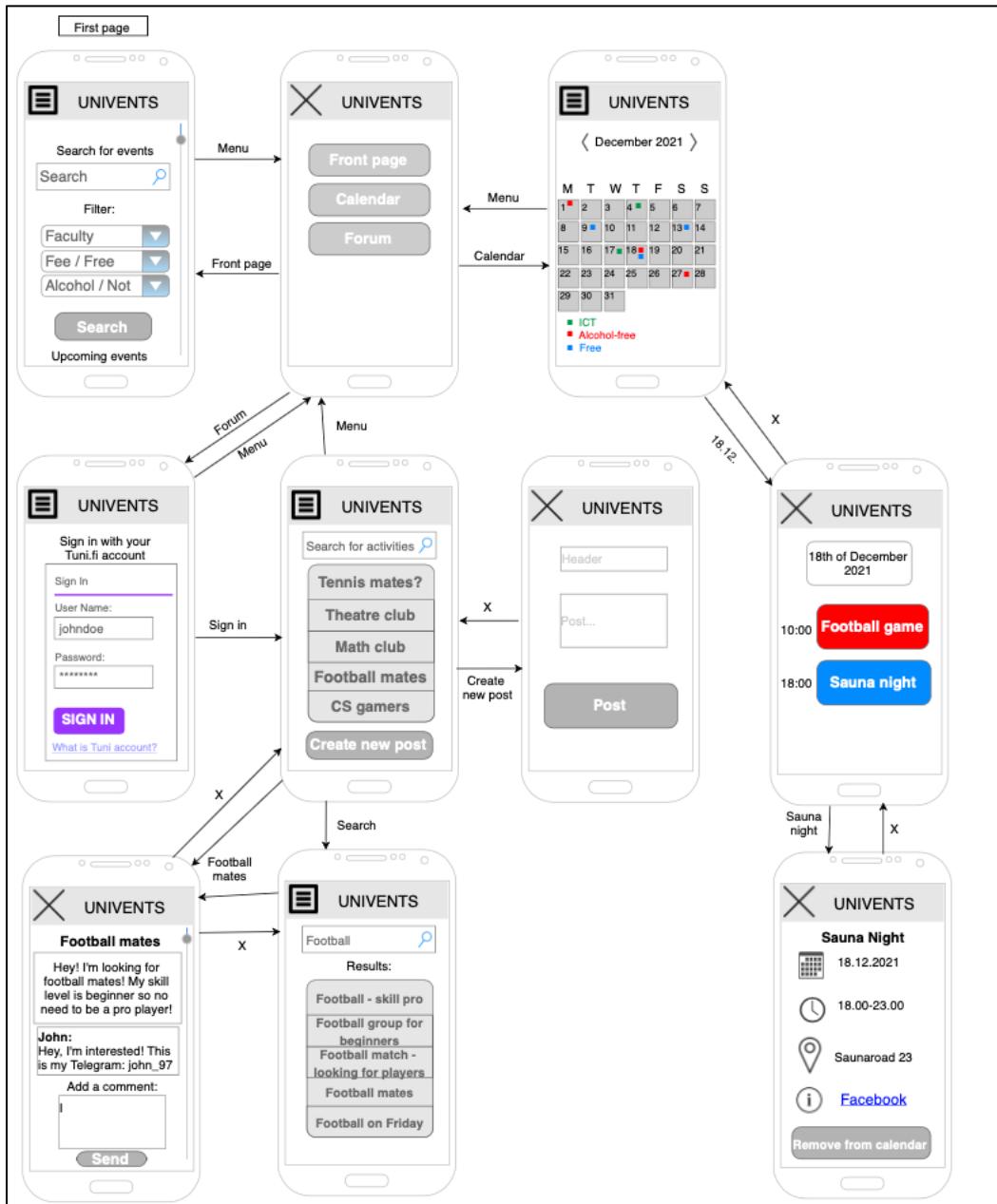
Community page (3) requires first signing in with Tuni.fi account. After signing in community page opens the default webpage view (4): navigation, search feature, list of most recent created topics and create new topic. Search feature works user typing text to field and then clicking search. Results are posts, that have search words in their topics. WebView create new post is in the page view. User must input topic and then actual message to post the message. In mobile view creating post is directed to new page (5).

When clicking post topic user is directed to read post page (6). Read post page user can answer to the original in web just writing the message to text field and clicking send button. In mobile version user clicks “write answer” button that opens new page with text field (7).

Event description (9) has info about the event, location link to the event place (opens in Google Maps), link to events ticket page or wherever organizer wants it to go, share event (opens many with choices like WhatsApp, Facebook, copy link) and export to own Outlook/Google calendar. In this project we do not go too deep into technical execution but exporting to existing calendar could be done by loading .cvs file to users own device.

## 6.2 Wireframes

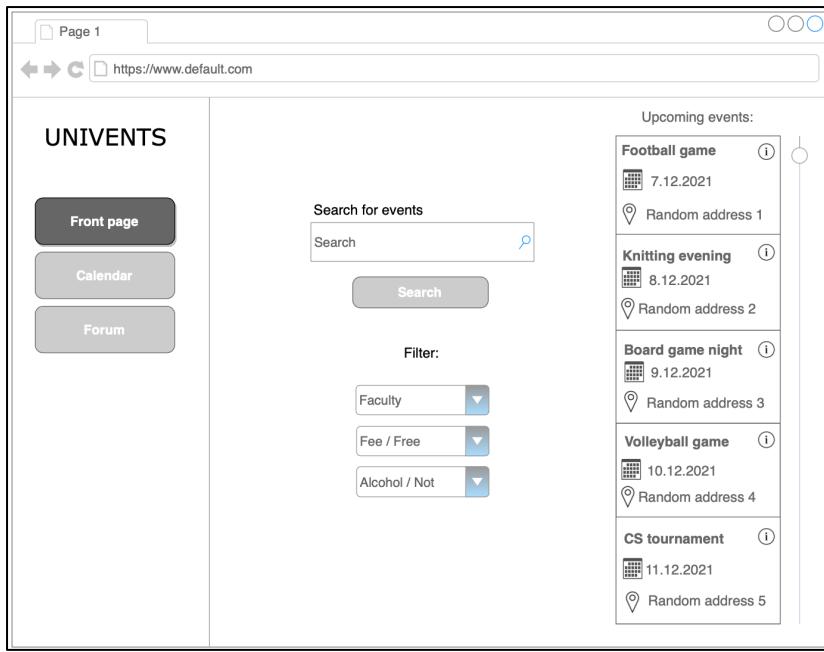
The design process has come to the part where it is time to create some wireframes of the functions described on the sitemap. Wireframes made on the mobile view are introduced in the figure 7 below.



**Figure 7. Wireframes on mobile view**

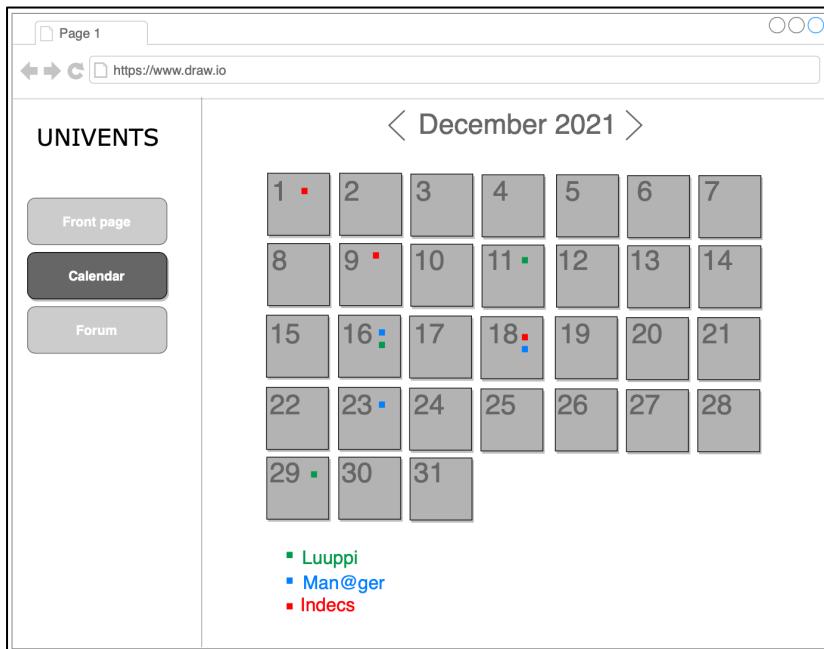
The first page, which is the front page is shown on the upper left corner of the photo. All the links between the screens are demonstrated with arrows and labels. Main difference to the desktop view is that the “create a new post” -page on the forum page is a separate page to the forum main page.

The desktop views are introduced below in figures 8-14.



**Figure 8. Front page on desktop view**

On the front page, since there is more space than in the mobile version, the upcoming events are located on the right side of the page instead of below the search bar. This way the user can see them without the need to scroll the page. The filters and were the most needed features on the service according to the interviews and that is why those are in the middle of the page.



**Figure 9. Calendar page on desktop view**

The calendar page is simple, there is a possibility to see a monthly view and the events are color coded depending on the faculty that is organizing the event.

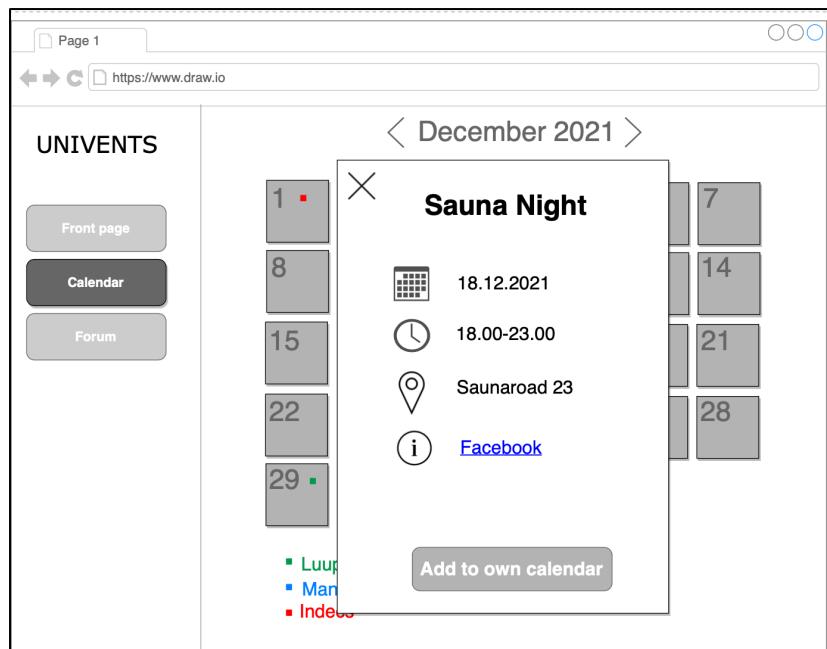


Figure 10. Event description on Calendar page on desktop view

On the calendar page, if the user clicks on an event, the service will open a pop-up window with more information about the event. On that window it is also possible to add the event to a personal calendar.

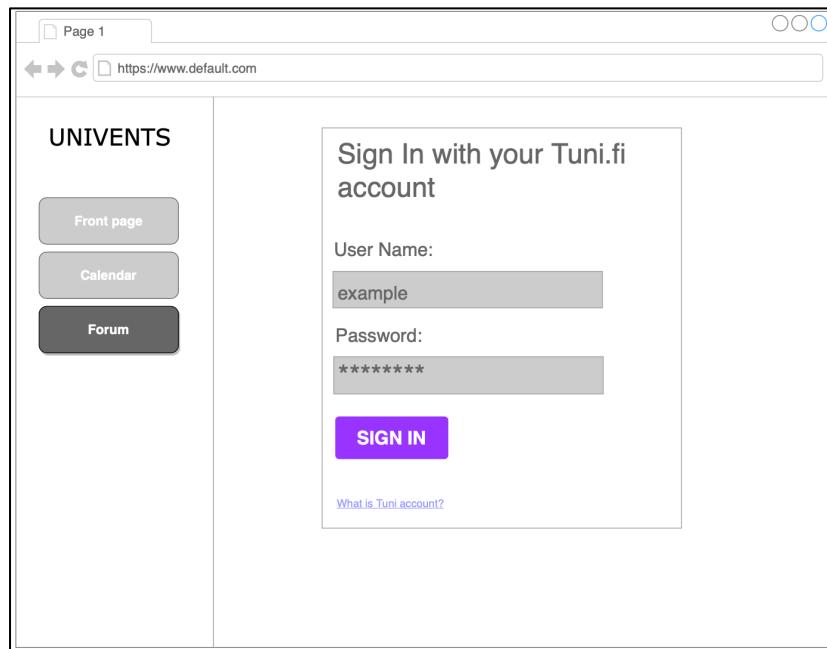
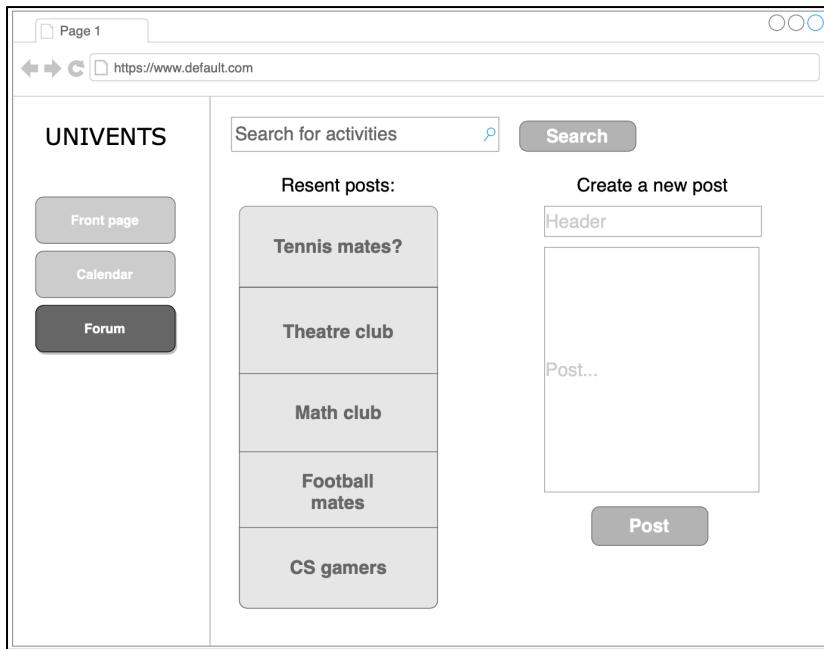


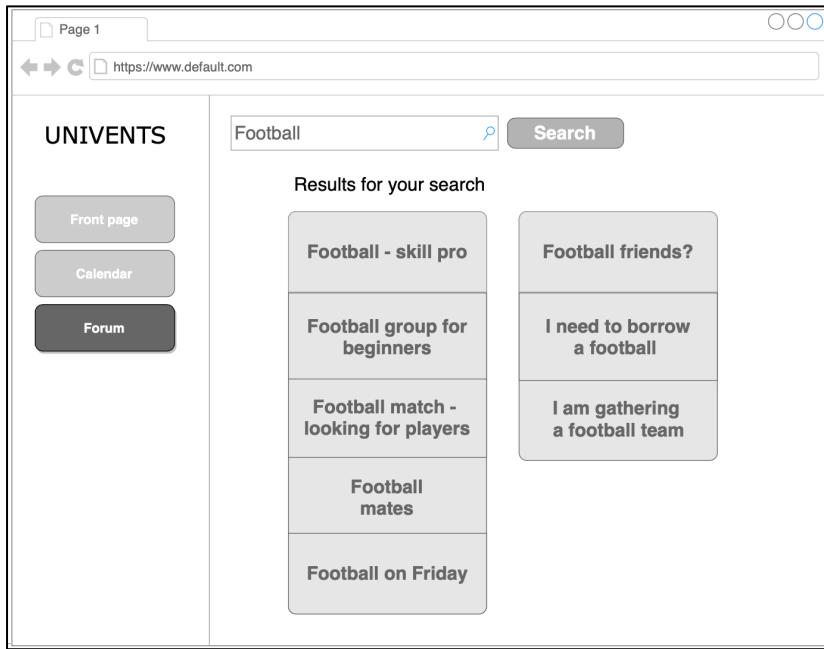
Figure 11. Sign in page on desktop view

There is a sign in page first on the forum page which is referred to as community page on the sitemap chapter.



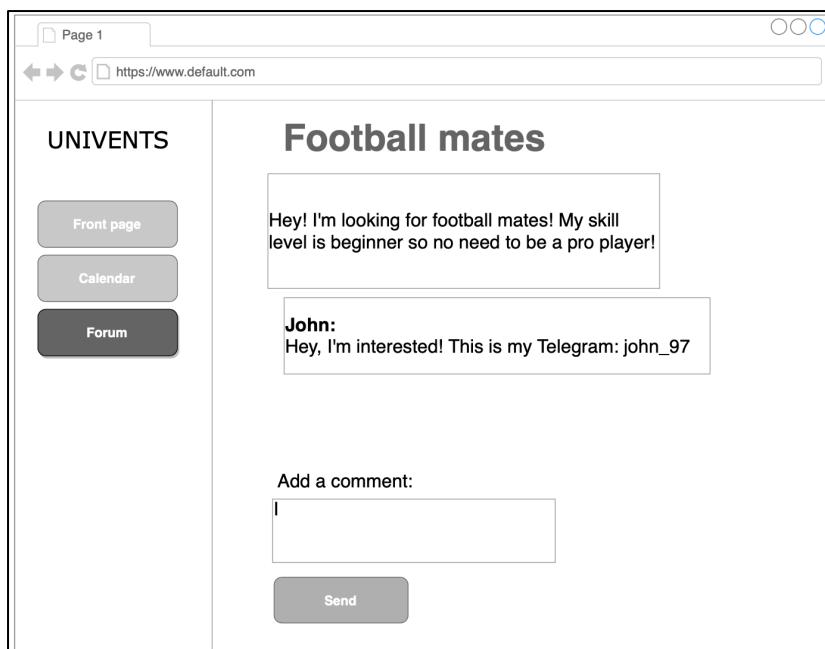
**Figure 12. Forum page on desktop view (referred to as community page on the sitemap chapter)**

After the sign in on the desktop view there are some differences to the mobile version. The possibility to create a new post is already on the main page because that way the user can see all their options on one page.



**Figure 13. Search results on forum (community) page on desktop view**

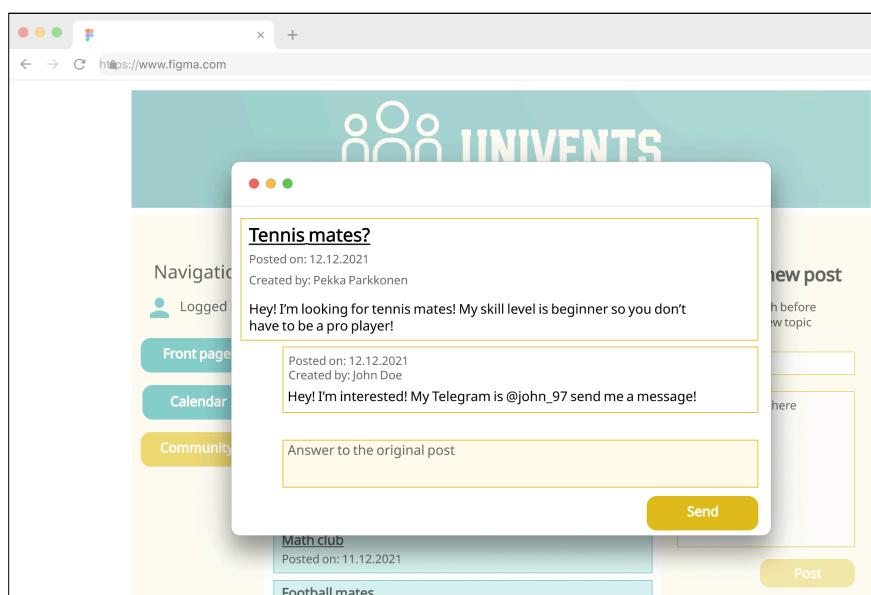
If the user searches for posts, the possibility to create a new post disappears and on the page are only the search results.



**Figure 14. Chat page on desktop view**

When clicking a post, it will open and show the conversation on the post with also the possibility to add a comment to the post.

### 6.3 High-fidelity screens and interactive prototype



**Figure 15. Changes on the final prototype: Desktop version posts on community page**

The posts on the community page open in a pop-up window instead of being an entire separate page. This change was done to make the page seem clearer to the user by preventing pointless page changes by using a pop-up instead of a separate page.

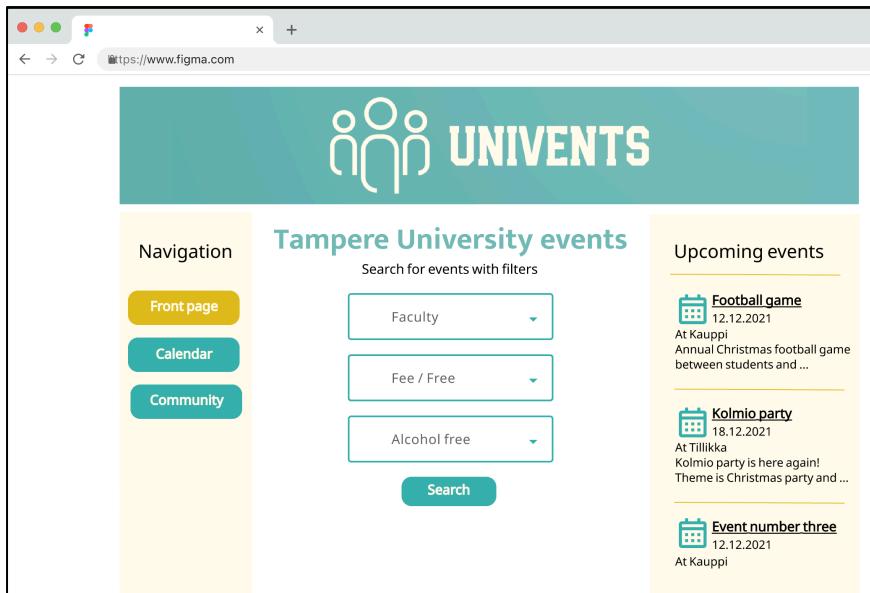


Figure 16. Changes on the final prototype: Front page

The search bar was left out in both the desktop version and the mobile version. This was done to emphasize the role of the filters, since they were the biggest need that came up on our interviews. Also, this change makes the purpose of the service clearer since it is to have all the University related events on the same page and not the search for a specific event.

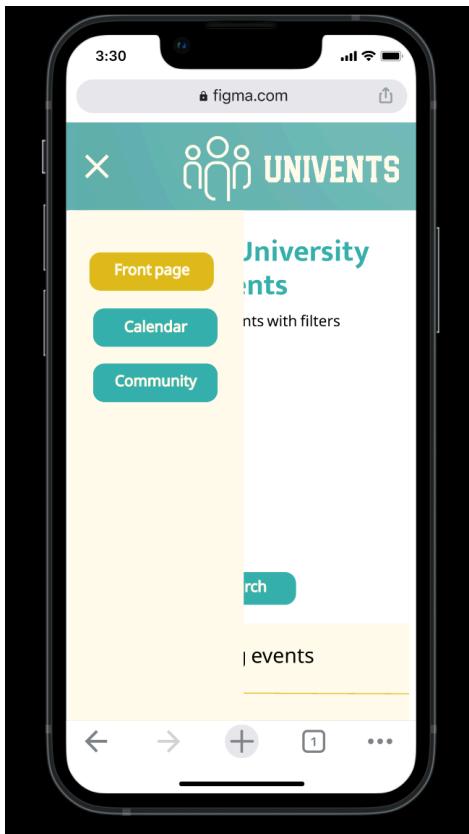
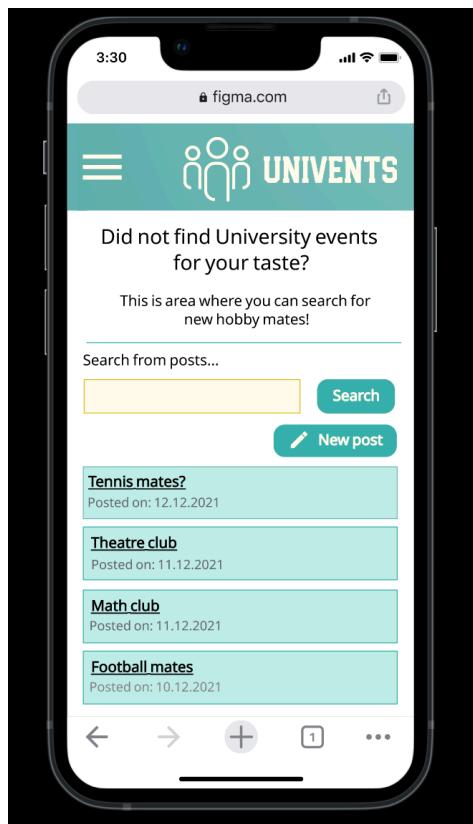


Figure 17. Changes on the final prototype: Mobile version menu

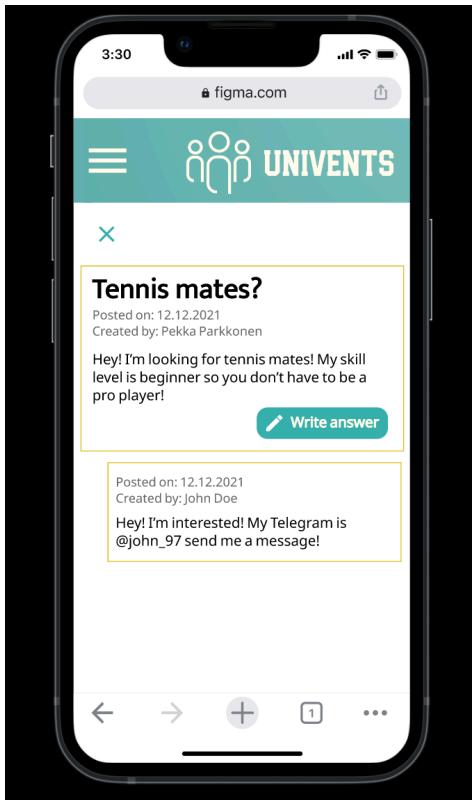
In the mobile version the menu opens only in the corner of the screen. In the wireframe it was an all-screen consuming view. This change was also done to prevent pointless page

changes. By putting the menu only on the side of the page, the user can see which page they are always on.



**Figure 18. Changes on the final prototype: Mobile version community page**

The community page (Forum page in the wireframes) has different layout than what it had in the wireframe stage. Biggest difference is that the “new post” button is below the search bar and not in the end of the page. This way the user can see all the functions and features on this page at the same time and they don’t have to scroll to find the button to create a new post.



**Figure 19. Changes on the final prototype: Mobile version posts on community page**

Also, on the community page when opening a post, the “write answer” is behind a button on the post and not in the end of the discussion as it was in the wireframe. This change has a similar reason to the last one. If the conversation would be long, the user would not see the answer button without scrolling down the page. This way all the functions of this page are visible on the first glance.

These changes listed above with the photos to demonstrate were the main changes that were done on the product after the wireframing stage.

## 6.4 Overall design process and accessibility

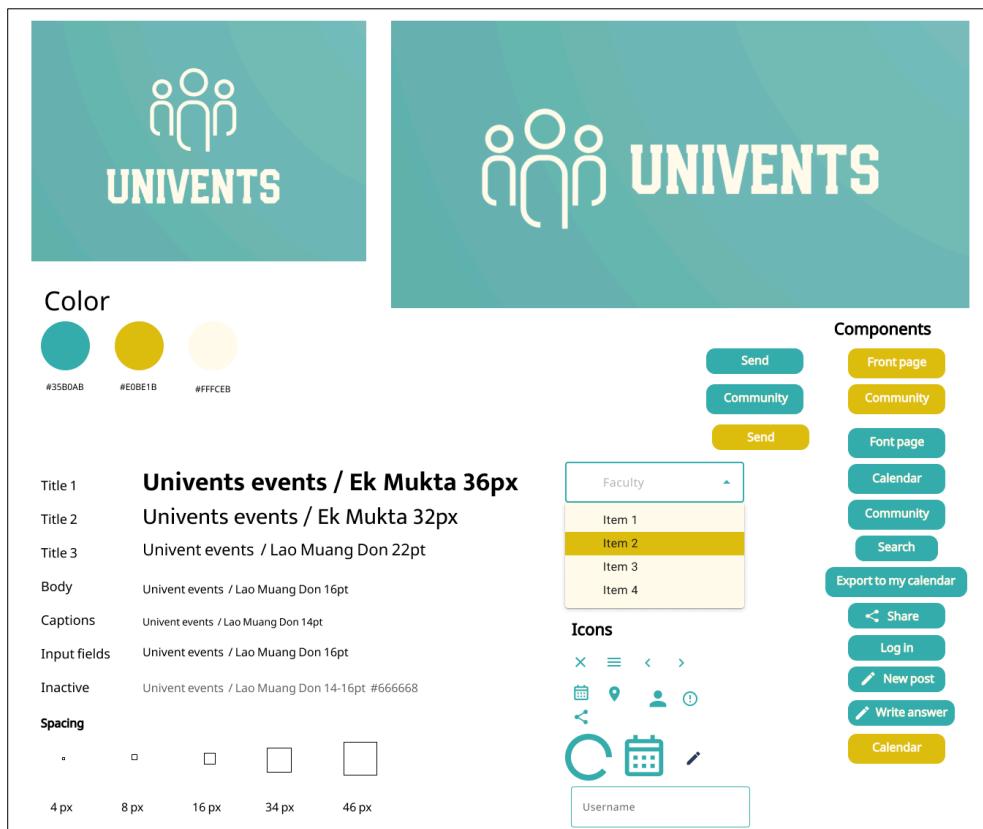
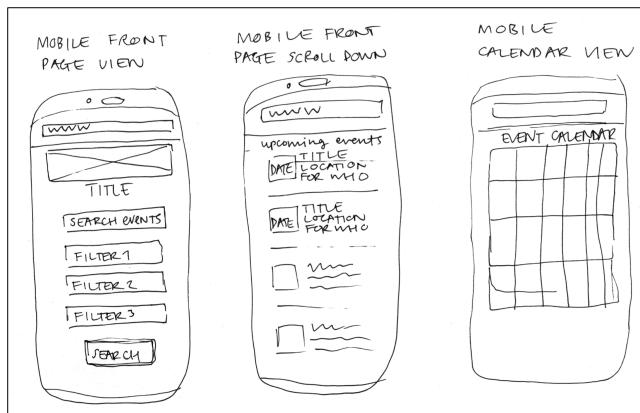


Figure 20. Colors and fonts for the design



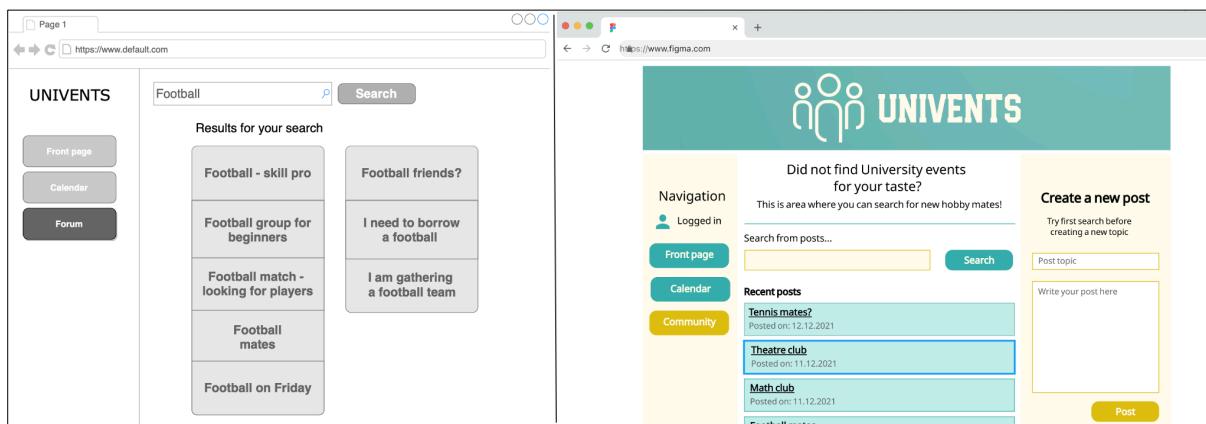
Figure 21. Early web front-page sketch



**Figure 22. Early mobile front-page sketch**

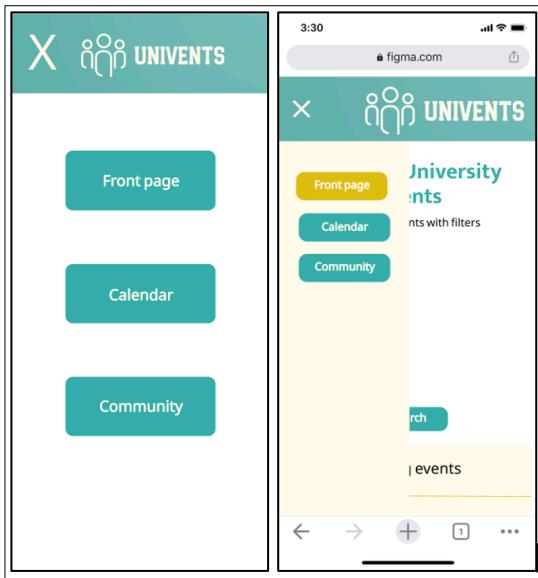
Early sketch of the web front-page had navigation bar located in top of the page. Final version navigation is added to the side of the site (see figure 16.).

Next picture shows how community page is divided to three different sections and “create a new post” is located on the right side. Layout of the page had to be clear so requirements for accessibility and simplicity were achieved. All topics are listed under the search bar.



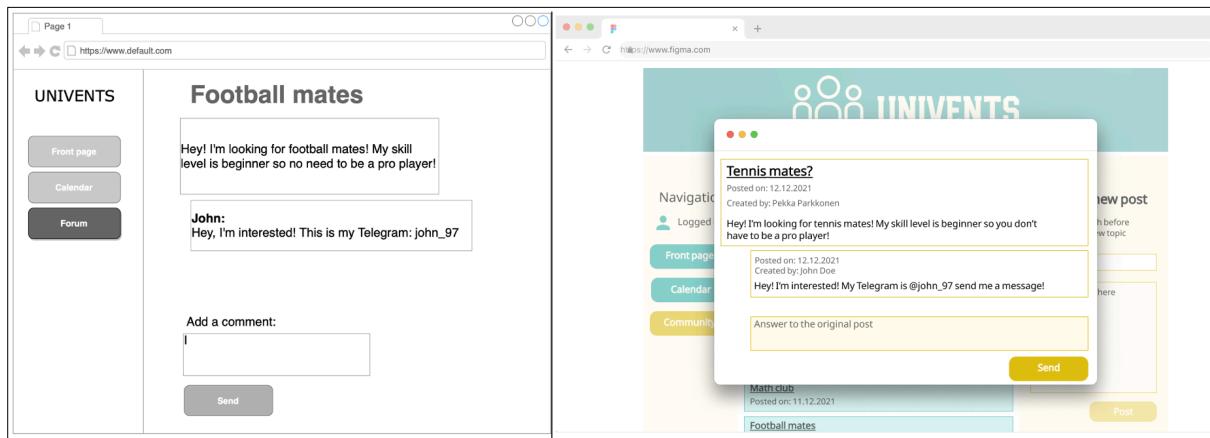
**Figure 23. Changes in community page**

Creating mobile versions of the site was one of the tasks in the project. Providing service scaled to different devices is also good accessibility. Navigation in mobile version changed during design process. First touching the hamburger button, the navigation took over the whole screen. Final version navigation takes only half of the screen.



**Figure 24. Mobile view navigation changes**

Community page and opening the posts design changed during the project. Instead of leading user to different page to answer the post, the system, opens new window for reading posts, answers and writing answer to the original post.



**Figure 25. Community page changes**

In future development labeling the text boxes would bring more accessibility to the site.

## 7. CONCLUSIONS

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### 7.1 Current situation

During the prototype presentation we did get positive feedback about linking our service to the user research. It was important to our team, that service features are based on interviews. Teacher said that our filter service was “fast and simple to use” so we reached our usability goal! System got also good feedback about web page layout and design.

During prototype presentation we had to explain our concept. Therefore, we thought that it was a bit hard for opponents to understand how simple our idea was. It was not social media service which requires logging in (only community part requires that) and it was not a place where to enroll or sign up for events. But this was important feedback because we went through the concept description to make sure, that our concept was clear, and our decisions were justified.

Some labels for functionalities were expressed unclearly on the site, so we changed some of the call to actions. Site layout got some feedback: banner was quite big. We resized the banner to get the results to fit to the same page. Due to one feedback, we added share button to event description page.

Strengths of the service is that clearly this type of service does not exist, and people would like to use it, idea is simple, and service is easy to use. System has lots of possibilities to expand the service. This phase we focused on core functionalities; in the future it is easier to develop system for the future requirements. The strength is also the biggest weakness is service too simple for users, would they want more functionalities. Threats of the service is that no one would like to use it, or users/event organizers would not find the service. One threat is that page would have too much information.

### 7.2 Next steps: evaluation plan

Evaluating of the system is important part of the designing new systems. Evaluation collects data about users interacting with system prototype and user experiences about the prototype. Evaluation methods depend on the goals of the evaluation (Sharp 2019, 496).

Goal of our evaluation is to measure the usability of the system and what kind of feelings using the system rises in users. Prototype testing would be done in testing environment, like in Tampere University meeting room. Usability could be tested by recruiting other IT-students to do expert usability analysis about the system. Doing expert analysis first picks up the most apparent usability problems before testing the prototype with end users. Expert analysis would be done according to Nielsen’s usability heuristics.

Best way to test the prototype’s usability is to pick random sample of the University students, not only IT-students. Sample could be collected from approaching people in campus asking them to test prototype. Even small price (coffee and chocolate) could be offered for their time. User testing would include observing the user, asking user to think aloud their thoughts and after testing the system filling out questionnaire form to measure what kind of feelings user had using the system and what is users feeling after the test. Usability test sample size would be at least 10 students.

Testing coded web prototype could be done remotely and users using their own devices.

## 8. REFERENCES

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Sharp, H. et al. (2019) Interaction design: beyond human-computer interaction. Fifth edition. Indianapolis, IN: Wiley.

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[https://www.tuni.fi/sites/default/files/2021-10/kandimaisteritilasto\\_2021.pdf](https://www.tuni.fi/sites/default/files/2021-10/kandimaisteritilasto_2021.pdf)

Kujala, J., Puronurmi, N., Tiainen, T., Isopoussu, I. & Kojo, K. 2017. Tasa-arvo- ja yhdenvertaisuus Tampereen yliopistossa 2015–2017. Tasa-arvo- ja yhdevertaisuustyöryhmä. <https://content-webapi.tuni.fi/proxy/public/2019-10/tasy-raportti-tay-2015-2017.pdf>

## 9. APPENDICES

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### 9.1 Interview appendices

#### 9.1.1 Interview questions

Say Hello and ask how the interviewee is doing

> HELP: How are you doing / How are you?

Introduce yourself

> Tell who you are, what you study, why you are doing this interview, how interview is documented and about anonymity of the interviewee.

Q1: Ask interviewee to tell something about themselves

Kerro jotain itsestäsi

> Tell me something about yourself

> Age

> Studies (what, how long)

> Point to get interviewee to relax

Q2: How do you spend your free time?

Mitä teet vapaa-ajallasi?

> Help: any social or physical activities?

Q3: What kind of University related social/physical activities have you attended?

Mihin yliopistoon liittyviin vapaa-ajan tapahtumiin olet osallistunut?

> Help: social gatherings or sport related activities

Q4: Why you did / did not attend to these events?

Miksi osallistuit tapahtumiin / Miksi et ole osallistunut tapahtumiin?

Q5: What kind of events would you like to attend to?

Millaisiin tapahtumiin haluaisit osallistua?

Q6: How do you find attending to university events, what could be done better?

Q7: What was easy or well executed when attending to events?

Q8: If there were a website for university events, what kind of functions or features you would like there to be?

Q9: What could be done that you would attend more to university's events?

#### 9.1.2 Interview data analysis

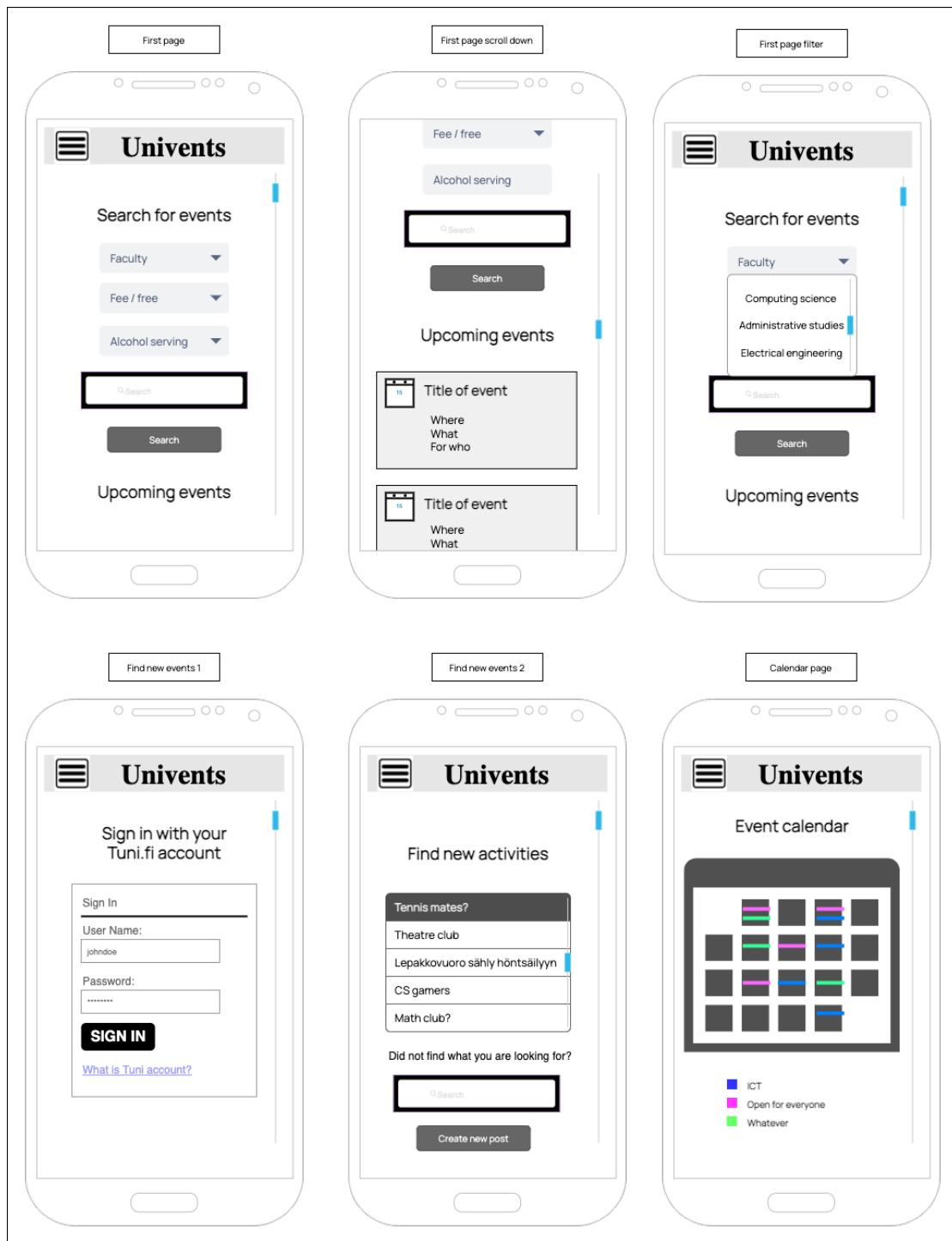
Teemat ->		Ikä	Opinnot	Monesko vuosi menossa	Asuinpaikkakunta
Sanna	Q1: Ask interviewee to tell something about themselves: age, what studies, how long has studied	25-vuotta	Tietojenkäsittelytiede	3. vuosi	Tampere
Asta	Q1: Ask interviewee to tell something about themselves: age, what studies, how long has studied	-	Tietojenkäsittelytiede	4. vuosi	Tampere
Daniel	Q1: Ask interviewee to tell something about themselves: age, what studies, how long has studied	21 vuotta	Tietojenkäsittelytiede	2. vuosi	Tampere
Teemat ->		Pelit	Luova tekeminen	Liikunta	Kulttuuri
Sanna	Q2: How do you spend your free time? Help: any social or physical activities?	Pelaaminen	Käsitöiden tekeminen (virkkaaminen)	Lenkkeily	Lukeminen
Asta	Q2: How do you spend your free time? Help: any social or physical activities?	Videopelit	Musilkin kuuntelu	Salillia käyminen	Japanin opiskelu, kokkaaminen
Daniel	Q2: How do you spend your free time? Help: any social or physical activities?	Pelaaminen		Erilaiset palloperheet (liikuntavuorot), omalla ajalla sulkapallo	Erilaiset tapahtumat
Teemat ->		Bileet	Liikunta		
Sanna	Q3: What kind of University related social/physical activities have you attended? Help: social gatherings or sport related activities	"Erlaisiin bileisiin (kolmioit, haalarit approt)"			
Asta	Q3: What kind of University related social/physical activities have you attended? Help: social gatherings or sport related activities	Approt, saunaillat, sitsit			Kyykkä, "urheilutapahtumia ei ole paljoa"
Daniel	Q3: What kind of University related social/physical activities have you attended? Help: social gatherings or sport related activities	Kävi kaikissa fuchsitahtumissa, kolmioit ym bileet, saunaillat, pubivisat			Luupin liikuntavuorot, väilllä poikkitieteelliset liikuntamahdollisuudet
Teemat ->		Kaverin mukana	Juhliminen / irtiotto arjesta	Liput/ryhmäkiintiöt	
Sanna	Q4: Why you did / did not attend to these events?	Kaverin kanssa. "Mulla ei ole pakottavaa tarvetta tutustua ihmisiin. Hengailen vanhojen kavereiden kanssa."	Irrotto arjesta "Hauskaa, pääsee juomaan."		
Asta	Q4: Why you did / did not attend to these events?	Verkostoituminen, yhteisöllisyys, ystävien kanssa meneminen	Yökerhot eivät kiinnosta konseptina, alkoholin liiallinen käyttö ei kiinnosta	Kallis hinta	
Daniel	Q4: Why you did / did not attend to these events?	Kaverit vaikuttavat paljon lähtekö vai ei lähdé tapahtumiin. Muihin Luupilaisiin myös haluaa tutustua, joten omat tapahtumat kiinnostavat myös, vaikka kaikki kaverit ei pääsisi.	Irrotto ja sosialisita meininkiä, juomista	Ei ole osallistunut: Lippuja ei aina saatavilla (jos ei nopea jne) Ryhmäkiintiöt (esim 5 hengen ryhmä) ja jos ei saa kavereita mukaan, ei välttämättä halua mennä tuntemattomien kanssa. Ei välttämättä kiinnostava tapahtuma	

	Teemat ->	Kulttuuri	Liikunta	Juomis/muut kaupunkitapahtumat
Sanna	Q5: What kind of events would you like to attend to?	Leffaillat. Kulttuuri-illat, museot, teatterit.		
Asta	Q5: What kind of events would you like to attend to?		Kyykkä	
Daniel	Q5: What kind of events would you like to attend to?	Ei kiinnosta	Erlaiset liikuntatapahtumat kiinnostavat	Pubiviliset, rastikerrokset, saunaillat
	Teemat ->	Sosiaalinen media	Helpoaa	
Sanna	Q6: How do you find attending to university events, what could be done better?	Helpoaa. Instagramissa tiedot koska järjestetään tietyt tapahtumat ja mistä haetaan liput. Sitten menee sovellukseen ja ostaa liput.	"Toimii kuin junan vessa täällä järjestelmä"	
Asta	Q6: How do you find attending to university events, what could be done better?	"Parempi tiedon saatavuus helpottaisi", yhtenäisempää viestintää		
Daniel	Q6: How do you find attending to university events, what could be done better?	Haastateltavan mukaan Luupin Instagramissa parannettavaa päivityksen mukaan, ainakin kuvien suhteen. Telegram toimii suurena apuna informaation suhteeseen	Hyvä, että esim Luupin tapahtumissa näkee osallistujalistat, tietää ketä tulossa ja onko kavereita ja ilmoittautunut jne.	
	Teemat ->	Tiedon löytäminen		
Sanna	Q7: What was easy or well executed when attending to events?			
Asta	Q7: What was easy or well executed when attending to events?			
Daniel	Q7: What was easy or well executed when attending to events?	Infoa saa Luupin jutuista hyvin Telegrammista. Näkee muut osallistujat/osallistujalista (paljonko väkeä tulossa, onko tuttuja). Kalenteri on hyvä.		

Teemat ->	Tapahtumien etsiminen	Kalenterinäkymä	Eri toimijoiden tapahtumat samassa paikassa	Tapahtumien kuvaus	Helpokkaytöisyys
Sanna Q8: If there were a website for university events, what kind of functions or features you would like there to be?	"Suodattimet olisi kivoja: onko ilmainen vai sisälämpääymäksu, tiedekuntaan mukaan myös suodataa. Suodatin onko alkoholia vai ei. Kulttuuritapahtumat jossa ei alkoholia ois ihan jees..." ... "Filopistolla on kymmeniä eri toimijoita, joiden tapahtumista on mutuen mitään tiedä."	"Joku kalenterinäkymä missä koottu kaikki tapahtumat."	"Konttaisin kaikkien ainejärjestöjen ja muiden toimijoiden tapahtumia yhdelle sivulle." ... "Värikoodatu, vaikka ainejärjestölle omat koodit ja tietyn tapahtumille oma väri. Jos on palkkastan hoimailaisille tarkoitettu, niin ei se muu kiinnosta."	"Kun klikkaa (tapahtuma) niin pääsee tapahtuman kuvaukseen."	
Aku Q8: If there were a website for university events, what kind of functions or features you would like there to be?	Filtereiden käyttäminen	Mahdollisuus liittää oman kalenteriin suoraan tapahtumia			Kartta lokaatioita varten
Daniel Q8: If there were a website for university events, what kind of functions or features you would like there to be?	Filtereitä: ei tapahtumien luokittelua eli esim liikunta/socialiset + onko polkkitieteilijällinen + kielten suhteen (vaihtaa tapahtumia) + alkoholia vai ei + pukukoodi (haalarit tai ei jne)	Kalenterinäkymä on hyvä ja sekeyttää suunnitteluua.	Näkyisi muiden ainejärjestöön tapahtumia, johon muut tekevät myös. Myös voisi toimia hdystelmänä nykyiseen Kide.appiin	Enemmän kuva tai videoita, ettei näki millainen tapahtuma on tai tiloista ym ja jos järjestetty alemmin, tiedäsi vähän millaisista tapahtumista odottaa ja sen kannalla päättää osallistuko.	Automaattinen kirjautuminen sisään tai että kirjautuminen vaaditaan vasta kun osallistuu eli tapahtumia näkee ilman kirjautumista.
Teemat ->	Uusien tapahtumien löytäminen	Tapahtumien kuvausketet	Erilaista sisältöä tapahtumiin	Vanhempien opiskelijoiden motivoiminen	
Sanna Q9: What could be done that you would attend more to university's events?	"Helpommin tietoa tapahtumista. Jokainen tapahtuma julkaltaan sen järjestäjän sivulla ja jos ei tiedä järjestäjää ei ikinä saa tietoa tapahtumasta. Helpottaisi tapahtumien löytämistä." ... "Tiedän että yliopistolla on kerhoja, niin nekin voisivat julkaisata tapahtumansa samassa paikassa. Vaikea ottaa selville kaikkien kerjojen toiminnasta. Tai mitä kaikkia kerhoja es on"		"Ärsyttää kunkin tapahtumien kuvauskset ovat sisäpirlivitsimäisiä. Käytetään joitain slangoja, josta ei itse ole perillä jos ei kuulu ainejärjestöön tai ole käynyt sen tapahtumissa. Ulkopuolisuiden tunne. Ammattimaisempaa tai standartoidumpaa viestimistä."	"Yliopisto olis kattotermi jonka kautta voisi tehdä muitakin aktiviteetteja kuin ryppää"	
Asja Q9: What could be done that you would attend more to university's events?					Erityisesti vanhemmilla opiskelijoilla motivaation puuttua, vrt. Tutorit vievät fukset uusien tapahtumiin ja löytyy intia kokilla uusia konsepteja. Voisi siis keskittää vanhempien opiskelijoiden motivoimiseen
Daniel Q9: What could be done that you would attend more to university's events?	Tietäisi muiden ainejärjestöjen mahdollisuksista myös ja aiemmin mainitut suodattimet erilaisen löytämiseksi, jos kootaan enemmän tapahtumia samaan paikkaan.	Enemmän infoa, kuvia ja introa tapahtumiin, ettei tietäisi tarkemmin mihin menossa + osallistujalistat selkeämmin.	Enemmän erilaisia tapahtumia ja aiemmin mainitusti myös muiden ainejärjestöjen tarjoamista mahdollisuksista.		

## 9.2 Wireframes (desktop)

Appendix for chapter 6.4



**Figure 26. Mobile wireframes**

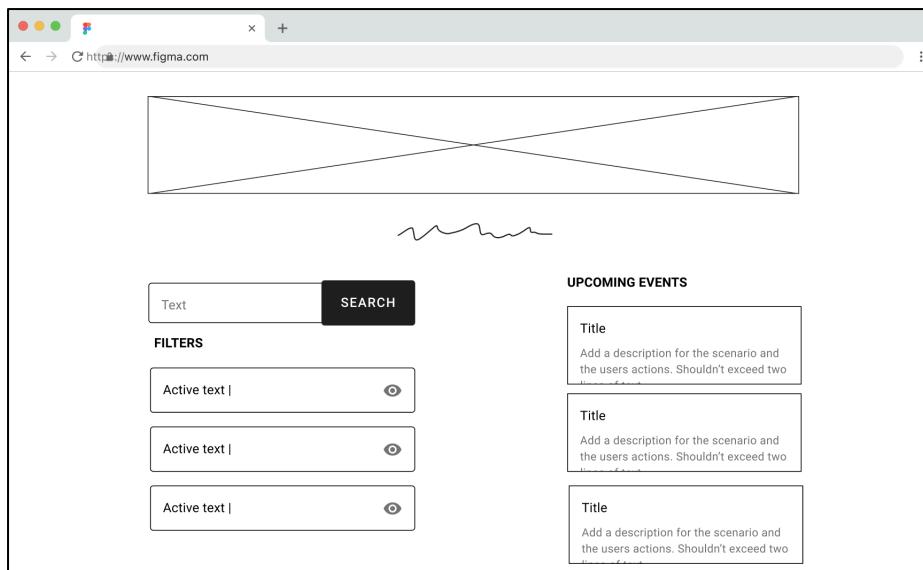


Figure 27. Web front page wireframe

### 9.3. Interactive prototypes

Appendix for chapter 6.4 and 7.3.2

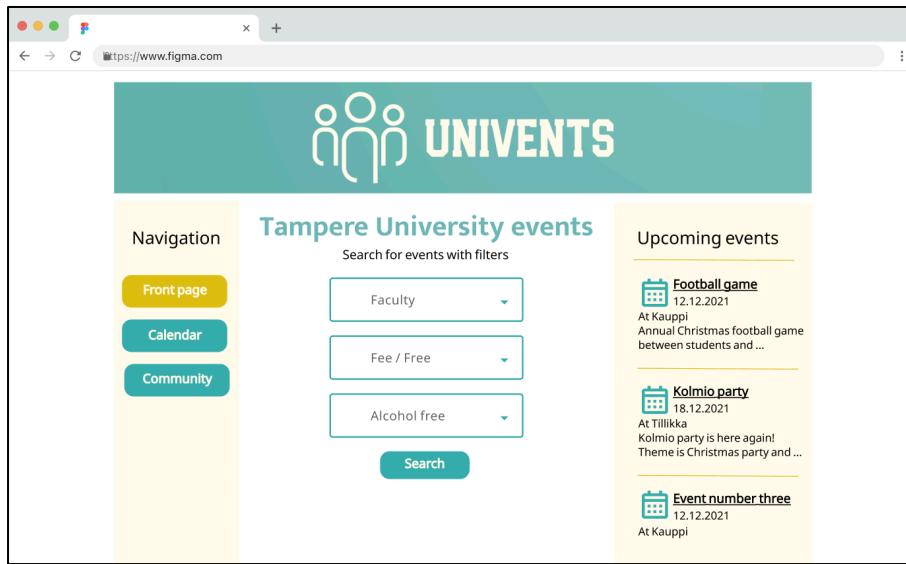


Figure 28. Web front page prototype

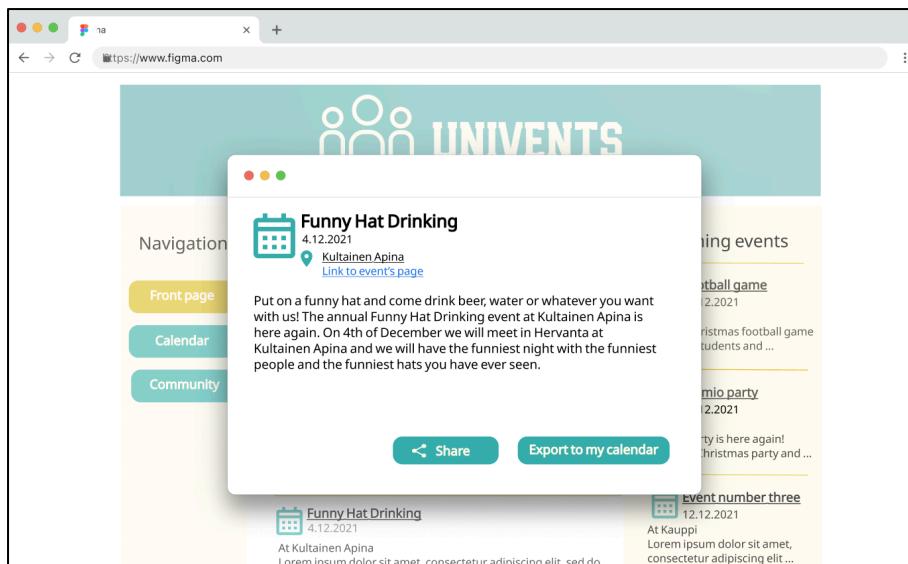


Figure 29. Web event description page prototype

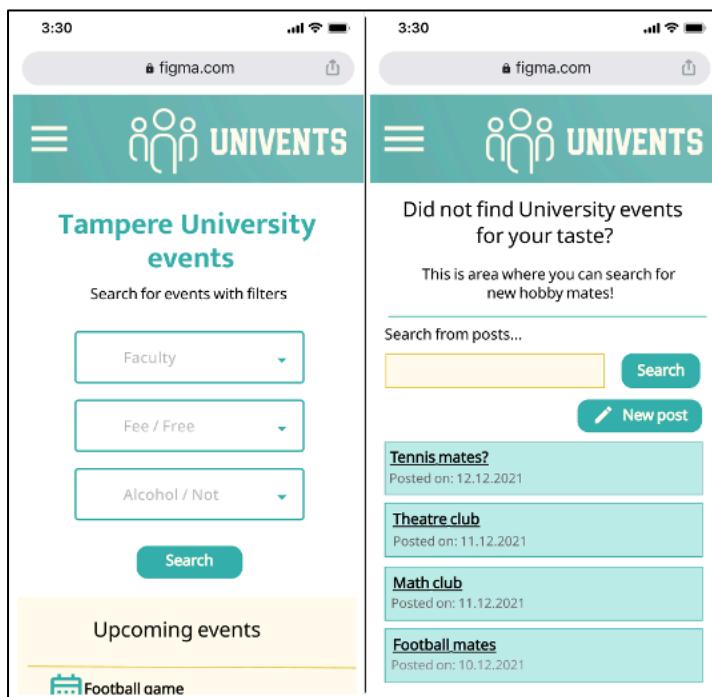


Figure 30. Mobile views prototype