

THE JUGGERNAUTS

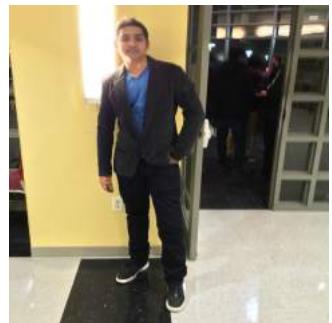
USER EXPERIENCE DESIGN

FINAL REPORT



ANAND GUPTA

(AG689@NJIT.EDU)



AMIT KRIT TRIVEDI

(AKT29@NJIT.EDU)



VAMSI KRISHNA CHANNA

(VC257@NJIT.EDU)

YASHWANTH KANDREGULA

(YK97@NJIT.EDU)



SINDHU MADHURI VOOTLA

(SV485@NJIT.EDU)

KRISHNA SOWJANYA ARI

(KA284@NJIT.EDU)



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1. VISION STATEMENT

A social matching mobile app introducing people by identifying the opportune social, personal and relational context.

AXURE PROTOTYPE LINK

https://web.njit.edu/~ag689/Final_Keypath/#p=mobile_home_page

2. STAKEHOLDERS AND KEY CONCERNS

Primary

- **Undergraduate students :** They struggle to connect with seniors / graduate students for some academic / career guidance.
- **Graduate students :** They struggle to connect with the seniors of their department for some academic / career guidance.
- **Ph.D students :** They want to connect with someone who can help them regarding research opportunities.
- **Part-time students :** They would like to socialize with on campus students.
- **Full-time students :** Struggle to find students with whom they share common interest and can also spend their leisure time with them.
- **International students :** Opportunity to get quickly acquainted with more students of their nationality, language, religion etc.
- **Exchange students :** They would like to socialize with new students enrolled in the exchange program.
- **On Campus Residents :** Want to explore the surroundings along with some other students.
- **Students who are Commuters :** They would like to meet students who can share ride with them.
- **Students who are enrolled in clubs :** Information regarding the club activities and the partners with whom they can share the activity.

- **Sportsmen :**Want to connect students for playing and enjoying sport events as per their convenience.
- **Gamers :** People passionate about LAN Gaming- - They would like connect with people who can join them in gaming as per their schedule.
- **Activity Groups :** They would like to connect with someone who can join them in their activity like dance, music etc.
- **Alumni :** Would like to connect with the current students of the campus.
- **Professors:** Would like to socialize with colleagues.

Secondary

- **App research team:** They are concerned in discovering the problems faced by the user.
- **Marketing team:** They want to find the best possible ways to promote the product.
- **Finance team:** Their concern is to arrange and manage the funding for the app and create the business model for the same.

Facilitators

- **App developer:** how to implement the functionality using the latest technology.
- **App administrator:** how to provide security to the user's data.
- **App support team:** Their concern is to fix the bugs in the defined Service License Agreement.
- **App designer:** They are concerned with user experience.

Indirect

- **Third party social networks:** Security of data sharing.
- **Provost:** There should not any negative impact on the reputation of the University.
- **App Sponsors:** Profitability of the app and business model of the app.

3. TARGET DEMOGRAPHICS

- **Age**
 - < 25
 - ≥ 25
- **Gender**
 - Male
 - Female
 - Others
- **Income**
- **Occupation**
 - Student
 - Nonworking
 - Working
 - Part-Time
 - Full Time
 - Exchange
 - Professor
 - Full Time
 - Adjunct
- **Education**
 - Undergrad
 - Grad
 - Ph.D
- **Marital Status**
 - Married
 - Unmarried
- **Nationality**
- **Language**
- **City**

4.PERSONAS :

JEREMY JEN {MUSIC IS LIKE PANACEA }



Goals

- Enrollment into a good medical college.
- Work in the field of Medical Technology.
- Wants to create a band of students who love playing cello.

Frustrations

- Unable to find students who love playing cello.
- Unable to connect with students interested in Medical Technology.

Background

- Age: 22
- Gender: Male
- Occupation: Student
- Program Level: Undergraduate
- Major: Biology
- Living Location: Hoboken NJ
- Nationality: Chinese
- Language: English, Mandarin

Main Points

- Loves playing cello & basketball.
- Serious towards studies.
- Spends most of the time hanging out with his family and friends.
- In his 1st year of his Bachelors at NJIT.
- Have seven good friends in college.
- Wants to connect with

Jeremy Jen is a Biology student and likes exploring the field of Medical Technology and Global Medicine. He is a 22 year old undergraduate student majoring in Biology from NJIT. He lives in Hoboken along with his family. His family hails from China, but he is born and brought up in USA. He is a great music lover and loves to play piano, cello and also like singing. As a sports person he likes to play basketball. He likes to spend his leisure time with his friends and family.

He looks forward to be in a good medical college after completing his undergraduate degree from NJIT. He doesn't like to miss any class but time management for his studies and his interests is his real concern. He wishes that students at NJIT can be more open in terms of sharing thoughts and interests. He wants to create a community of students who love to play cello. He is struggling to find students who love playing cello.

Jeremy is full of life and wants to have friends with whom he can share and enjoy his music passion. He has seven good friends in the NJIT campus. He wants to have more friends at NJIT and believes in having a group of friends who are sincere about their studies along with enjoying life.

He is a good student and scored decent grades in all his previous semesters. He wants to connect with students who are interested in Medical Technology in NJIT. He would like to do some research in the field of Medical Technology. He has approximately 350 Facebook friends. Now he wants to increase this count, but at the

ANTHONY MASON { PRACTICE SMARTER, NOT HARDER }



Background

- Age: 26
- Gender: male
- Occupation: Student
- Program Level: First Year Master's
- Major: Biology
- Living location: NJIT University Center
- Devices: Nexus 5
- Nationality: Cuban
- Languages: English, Spanish
- Marital Status: Single

Main Points

- Playing mobile games and cello are his hobbies.
- He is a competent and proficient cello player.
- Interested to do research in Drug Discovery.
- Works part time in a nearby cello academy and shares his art of playing cello by taking online classes to the beginners.

Goals

- Work for a top-notch Clinical Research Organization.
- Master the skills needed to become an accomplished cellist.

Frustrations

- Has very less time to search for students who are really passionate about playing cello.
- Finds it difficult adjusting with new roommate.

Anthony is a first year master's student and has just recently moved into the University Center. He feels University Center is a great place to stay as it is close to the university; it also has a great gym and game room. University center allocated him a sharing room where he is paired with a guy from Sweden. He has trouble communicating with his Swedish roommate.

He has opted Biology as his major because he wants to do research in Drug Discovery, after he completes his studies.. He aspires to work for a top-level Clinical Research Organization in future. He is planning to do a certification course in Clinical Drug Discovery, but he is unable to fit the same in his current schedule, as he is busy working part-time in a nearby cello academy taking online classes for beginners. He is always the favorite instructor for his students as he teaches novel techniques of playing cello apart from conventional learning methods.

He began playing cello at the age of 22 and it took four years for him to gain expertise in it. He opines that a proficient player should understand how music works and also developing the necessary skills needed to play the instrument. He wants to create his own cello band at NJIT and give concerts in college functions. It is really very difficult for him to find a cello player from his college and this frustrates him a lot. He has very less time to search for students, who are really passionate about playing cello.

KARAN JHA{ HANGOUT FREAK!!! }



BACKGROUND

- **Age :-** 26
- **Gender:-** Male
- **Occupation/Role:-** Student
- **Field of Study:-** Masters in Business Administration.
- **Level of Computer expertise:-** Good
- **Nationality:-** Indo - American
- **Marital Status:-** Single
- **Relationship Status:-** Single
- **Location:-** Kearny

MAIN POINTS

- Graduates this semester.
- Loves meeting new people and hanging out with friends.
- Wants to open his own restaurant with a pub and lounge inside.
- Prefers to connect to people physically than online or mobile apps. More inclined towards fact to face interaction.
- Has been on NJIT campus for the last 6 years.

Goals

- To start his own restaurant with a lounge and pub inside, in New Jersey.
- Wants to buy his own car, after graduating from school.

Frustrations

- He is frustrated with the transit facilities in NJ as he does not own a car as yet and as he is not able to meet a lot of friends and people on the weekends.
- He is frustrated with the night life in USA, as everything gets shut at 10 PM.

Karan is pursuing his MS in Business Administration from NJIT. Karan's parents live in New Bridge Landing in New Jersey as they shifted from India to USA in the early 1980's. Karan lives in Kearny with roommates and he goes to meet his parents almost every weekend. He was born in New Jersey and since then he, along with his family has been living in New Jersey.

He completed his bachelors in information technology from NJIT. He loves hanging out with friends and likes socializing. He has a total of 780 friends on Facebook. He is a complete foodie, and loves trying new cuisines with friends. Meeting new friends, socializing, and hanging out is surely a part of his daily routine. Also, Karan loves driving cars as he is passionate about cars. He also loves to go for test drives with friends.

Karan's goal is to start his own business venture. He is planning to open his own restaurant that will serve many different kinds of cuisines. Also his restaurant will include a lounge and pub. He also meets many entrepreneurs and networks with people for his business planning.

HARIKA REDDY { ADD COLORS TO YOUR PRE-DESIGNED LIFE }



Background

- Age : 28
- Gender : Female
- Occupation : Student
- Program Level : Part time Ph.D student
- Major: Civil and Environmental Engineering
- Living Location : Brooklyn, New York
- Nationality : Indian
- Language : English, Hindi, Telugu
- Marital Status : Single

Main Points

- Works full time as a project engineer for Hatch Mott MacDonald (HMM).
- Classical Kuchipudi dancer
- Created an engineering group which focuses on geotechnical engineering.
- A food lover who enjoys exploring various kinds of foods
- Planning to have her own research lab.

Goals

- To give a group dance performance on a special theme designed by her in the college.
- Wants to start her own laboratory to enhance her research in the study of soil behavior.

Frustrations

- Unable to find people who can sponsor for her research lab.
- Has very less time to search for people who love classical Kuchipudi dance in her college.

Harika is a part time Ph.D student who lives off campus. She's currently living in Brooklyn and she travels a long distance, about an hour in her car for school. She works full time as a project engineer for Hatch Mott MacDonald (HMM) in Jersey City. Though she works full time, he's also a part-time doctoral candidate at NJIT. He studies Civil and Environmental engineering, with a focus on geotechnical engineering -- the study of soil behavior.

She is really good at cooking and likes to try different cuisines. When she makes something delicious, she invites friends to her home to taste food and have fun.

She is a persevering person who does not easily give up. She likes to help people figuring out the problems and enjoying the process to talk with them. That's why her friends usually turn to her when they have unclear issues since she's a good listener and makes good suggestions.

ANURAJ PILLAI { PUTTING BRAINS TO MUSCLE}



Background

- Age : 24
- Gender : Male
- Occupation : Student
- Program Level : Graduate
- Major: Pharmaceutical Engineering
- Living Location : Newark
- Nationality : Indian
- Language : English , Telugu
- Marital Status : Single

Main Points

- Spends some time every day at the NJIT gym.
- Loves being fit
- Recently joined NJIT and is in his first semester.

Goals

- To stay fit
- Graduate on time
- Move to Manhattan

Frustrations

- He is new and has no friends at NJIT.
- Thinks other students aren't attentive towards fitness .
- Doesn't like living in Newark.

Anuraj is a “fitness freak.” His college life revolves around the NJIT gym and lectures. He’s majoring in Pharmaceutical Engineering. Anuraj bloats about his fitness regimes and diet. He has his own diet which he strictly follows everyday. He has become quite serious about his fitness and diet after coming to US. He usually doesn’t take his classes seriously. Anuraj wants to graduate in 3 semesters. He’s still not sure as to which area he wants to specialize in and what kind of job he is looking for. He likes Apple products and is planning to buy an iPad as he’s planning to take online classes in the next semester and hence an iPad could help him to view lectures comfortably. Besides, Anuraj is a less spoken man and is usually shy. Few times a month, he takes the PATH train over to New York and explores the city all alone with his headphones and listens to music on his iPhone. He prefers walking in Manhattan exploring bit by bit of the city every weekend walking down the streets. He’s “digging” the scene there and is pondering moving there after graduation. He thinks the other guys in his classes are not interested in staying fit like him and does not find any common chord to connect with them. He thinks the services offered by NJIT for fitness like swimming pool, gym and various outdoor sports are not utilized by his colleagues and thus claims them boring. One of the reasons he rarely hangs around students in his classes is because they are only talking about studies and he doesn’t consider its worth his time.

VISHAL KUMAR**{ CONNECTIVITY MAKE YOU TO LEARN NEW THINGS }****BACKGROUND**

- **Age :** 24
- **Role :** International Student
- **Field of Study :** CSE
- **Program Level :** Master's
- **Lives in :** 739 Harrison Avenue , NJ
- **Marital Status :** Single

MAIN POINTS

- Make new friends.
- Graduates Next year
- Loves cooking and eating
- Watching Short films
- Plays PS3 and Squash

GOALS

- Want to establish a software company.
- Want to buy a Ferrari car.

FRUSTRATIONS

- Unable to find a friend who playsps3 and squash in college.
- Unavailability of Indian restaurants in Harrison.

Vishal is first year international student with a smile always On his face and has good sense of humor. He is majoring in Computer science and he spends 5 days on campus. He lives In Harrison near to Burger King. He has strong understanding about his career and he has chosen correct path according to his goal and the ultimate goal of him is to establish a software company. He is more passionate on sports cars and He wants to buy a Ferrari.

Vishal is a foodie and he also loves to cook different kinds of food. He is always fit and he spends leisure time playing squash on campus. He spends most of the time talking to his girl friend and watching short films. He is more interested in making new friends with his interests.

He joined college two months ago and he has only 15 friends on campus and he always want to make friends and He shows interest in participating all the parties

PRIYANKA MAHANKALI { FASHION IS ABOUT SOMETHING THAT COMES FROM WITHIN YOU }



BACKGROUND

- Age : 22
- Role : International Student
- Field of Study : Computer Science
- Level of Computer expertise: Good
- Mobile device: Android.

MAIN POINTS

- A Fashion Lover and aims to become a super model.
- Ambitious about career.
- Spends most of the time in new york city and loves listening to different genres
- Graduates next year..

GOALS

- Aims to become a super model in fashion industry.
- Wants to balance both studies and fashion and hence aspires to graduate with a good GPA.

FRUSTRATIONS

- Has limited number of contacts.
- Hard to balance both fashion and studies.
- Still in the beginning stage in fashion industry.
- Hard to find people who can accompany her in her field of interest.

PriyankaMahankali is a self-motivated girl who has many dreams and aspirations, and a strong will on succeeding her goals and Aims. She has many interests like cooking and listening to music, and she loves to find friends with similar interests.

She is successful in her personal life and has found her love of life and she would also love to welcome any new app which entertains her. She stays at University Centre at NJIT and would love to hangout with her friends and boyfriend to New York, She is so self motivating that she balances her studies, relation and fashion goals. She loves to socialize.

5.PROBLEM SCENARIO WITH STORY BOARD

Jeremy's frustration about difficulty in finding friends with common interests

On March 09, Monday of spring semester around 08:50 PM, Jeremy finishes his Genetics and Immunology evening class, lectured by Gene M. Jonakait at Tiernan Hall at NJIT and he is ready to go home. He waits at NJIT shuttle stop which is at around 09:05 PM at Warren street, for the Campus Connect Bus that takes him to the Newark Penn station. Today was really a busy day for him. The shuttle is too late today. Finally the shuttle arrives and it takes him to the Penn station at 09:30 PM. Although he only had a three-hour class in the evening, he arrived school at 11:00 AM for his group meeting of microbiology class. A three-hour meeting has not really completed any task but it just initiated a good beginning. He has to finish the rest of the work at home. The train to Hoboken, that he is waiting for at the Penn Station is late too. He thinks of his Biochemistry and Microbiology assignments out of which the former one is due on the immediate following Wednesday. He also has to complete his part of the microbiology assignment as soon as possible and send to other group members for a final review. When the train arrives Newark Penn Station at 09:48 PM, he rushes into the train. He has to walk for about 15 minutes from the Hoboken path station to his home in Hoboken. Jeremy reaches home at around 10:20 PM. Though he is really tired, he doesn't give up or forget his favorite activity that is to play cello, which rejuvenates him and refreshes him. He enjoys playing cello for about 10 mins which really irritates his mother. She scolds him for playing it at odd times. He doesn't care for her words and deeply involves in playing it. He decides to do the homework the next morning, has his dinner and goes to bed.

On March 10, Tuesday around 9.00 AM, Jeremy wakes up and realizes that his Biochemistry Class is in 4 hours. He is yet to complete his Biochemistry and Microbiology homework too. He completes his part of Microbiology assignment in an hour and emails it to his team members. He then starts doing his Biochemistry assignment at around 10:15 PM, but he is having a hard time figuring out what is to be done exactly in that assignment. He thinks to himself that he can complete this assignment only if he could sort out his questions with the professor. So Jeremy decides to meet his Biochemistry Prof. Somenath Mitra after the class. Then Jeremy has something to eat, gets ready and leaves for college at around 11:30 PM. Jeremy reaches college at 12:30 PM. He hangs out the campus center for 15 to 20 mins. At 01:00 PM, he comes to the Biochemistry class at the Central King building at NJIT. He listens to the lecture carefully and notes down the key points. The professor ended the lecture early by 30 mins. that day. After the class, he meets his professor at around 03:30 PM to ask for extra help in the assignment and the professor provides some online links where he could learn on his own about that topic. He is

hopeful that links that the professor provided would help him understand the topic. He goes to the library at around 04:00 PM and opens the links provided by the professor. He finds those links very informative. He then thinks of taking career guidance from Prof. Mitra, which can be useful in fulfilling his dream of getting into a top-level medical college. He aspires to work in the field of Medical Technology in the future.

At around 05:00 PM, he receives a message from his friend Jihang who asks Jeremy if he could join to play basketball at NJIT athletic center. So he starts walking from the library towards the athletic center. As he approaches the door, he sees a poster glued to the glass door at 05:15 PM. He is surprised to see the poster which says there is a cultural event that will be conducted on March 13, Friday 01:00 PM at the auditorium at Kupfrian Hall. He is very happy as he was thinking for the past few days to showcase his art of playing cello in a concert. He feels that it is a very good opportunity for him. He continues reading the poster and as he goes through the bottom, it is written in small red colored letters that only group performances will qualify in order to perform at the event. On completely reading the poster, Jeremy gets upset and disappointed. He doesn't know any other student at NJIT who likes playing cello. This frustrates him and so he returns back home without playing basketball with his friend. Jeremy reaches home at approximately 06:30 PM. All the way coming back from the college, he thinks about the opportunity of performing at the live concert at NJIT and that makes him more anxious. He desperately wants to participate in the event. So his mind automatically starts working on the different ways he could find more students that would have the same interest as him. On reaching home, he directly gets in his bedroom and starts searching for students online on his laptop. He messages few of his friends on facebook and twitter at 07:00 PM. He receives some positive replies from his friends but unfortunately, they are not from NJIT. He again gets anxious and frustrated on not finding people. At 08:00 PM, Jeremy's mother calls him for dinner. Jeremy goes to the dinner table with a frustrated look on his face. He takes his plate and food in a rash way. His mother feels that something is wrong with Jeremy, as he usually is a cool customer and does not behave in such a manner. So eagerly, his mother asks Jeremy, what was bothering him. Jeremy tells his mother about the cultural event that is conducted on 13th March, Friday and his problem of not having any group for performing in the event. She knows his passion towards playing cello. She advises him not to lose hope till the last minute and motivates him to search for students who play cello. Inspired by his mother's words, he again thinks of different ways he can find students at NJIT who play cello.

On March 11, Wednesday around 10:00 AM, Jeremy leaves to go to college as he has his Chemistry lecture at 11:00 AM at Central King Building at NJIT. The lecture is for 2 hours and ends by 01:00 PM. After his lecture Jeremy goes to the campus centre at 01:10 PM and grabs a sandwich and soda for himself. While having sandwich, he is consistently hoping to find someone on campus who is passionate about playing cello, just as he is. Then after having his sandwich, he started to search for other fellow class mates at NJIT who love playing cello. Unfortunately, Jeremy has limited number of friends and he didn't want to aimlessly ask unknown students on campus about their interest in playing cello. Hence he decides to ask students

whom he knew and students that were friends of his friends. He tried asking his fellow class mates about it, however, he did not receive any positive response from anyone. He asked to his class mates whomever he could meet at that time on the campus. He found and asked fellow class mates for almost till 05:30 PM. Afterwards, he got tired and decided to go back to his home. He reached home at 07:00 PM, ate dinner and slept early as he was exhausted.

The next day, on March 12 which was a Thursday, Jeremy got into his routine of getting ready and going to the college. He reaches Campus Center at 11:00 AM. He meets his friends who are his class mates from the Chemistry lecture. Jeremy shares his problem of finding students on campus who play Cello. One of Jeremy's seven friends tells Jeremy that he has one friend who is a part of Theatre Arts department at NJIT. He tells Jeremy that his friend can be of help to Jeremy regarding the same. Jeremy along with his friend goes to that department to meet her. They meet this friend whose name is Ashley at around 12:00 PM. Jeremy asks Ashley if she is interested in playing Cello music. She says that she is specialized in Stage and Media writing and knows nothing about music. Jeremy gets discouraged. He further asks Ashley if she knew anyone from her department interested in Cello music. Ashley replied that most of her friends in the Theatre and Arts department are actors and dancers. They do not play any musical instruments. Jeremy got disappointed listening to that. Jeremy has his Medical Informatics lecture at 02:00 PM at Cullimore Hall. It was already 01:00 PM then. Jeremy decided to buy chips, cookies and other snacks to eat before his lecture. While he was buying these things at the Campus Center at 01:20 PM, he met one of his class mates from the Medical Informatics class. His name was Yangru Wu. He was an international student and was a Chinese. He spoke to Yangru about his passion for Cello. Yangru also spoke about his passion for cello and piano with Jeremy. Jeremy was very happy to hear the same. Yangru said to Jeremy, that how he loves playing cello in his free time at his home. Listening to this, Jeremy quickly spoke to Yangru about the live concert that was scheduled on March 13, Friday. However to Jeremy's dismay, Yangru said no to Jeremy to perform at the concert as he used to play cello only for his happiness and self-entertainment. Yangru was a shy person and he had no thoughts of playing music in a live concert. Jeremy tried to convince Yangru a lot, however, Yangru clearly told him a no to play live in front of a large audience. Again Jeremy was unhappy relating to his search for students who would play cello. Then after the lecture got over at 04:00 PM, Jeremy decided to directly go home as he was very discouraged with Yangru's and Ashley's response. Jeremy had got so close to finding someone, but still he was ineligible to perform in the live event at NJIT. In the train, while he is thinking of Yangru's response and regarding the event at NJIT, he notices a group of students standing near the door and talking to each other at 05:00 PM. He recognizes three of them who are also from his college. He had met them on the orientation day at NJIT. He waives his hand to say a "Hi" to them and they waive in return too. He thinks whether to ask them or not regarding cello and the event. He takes sometime to take a decision, as Ashley's and Yangru's response had left a negative impression on his mind. After approximately 2 mins. he decides to approach them. As he moves towards them, the train stopped at Journal Square and all the people rushed out of the train at the same time. Jeremy could not approach those students and he did not think much about it.

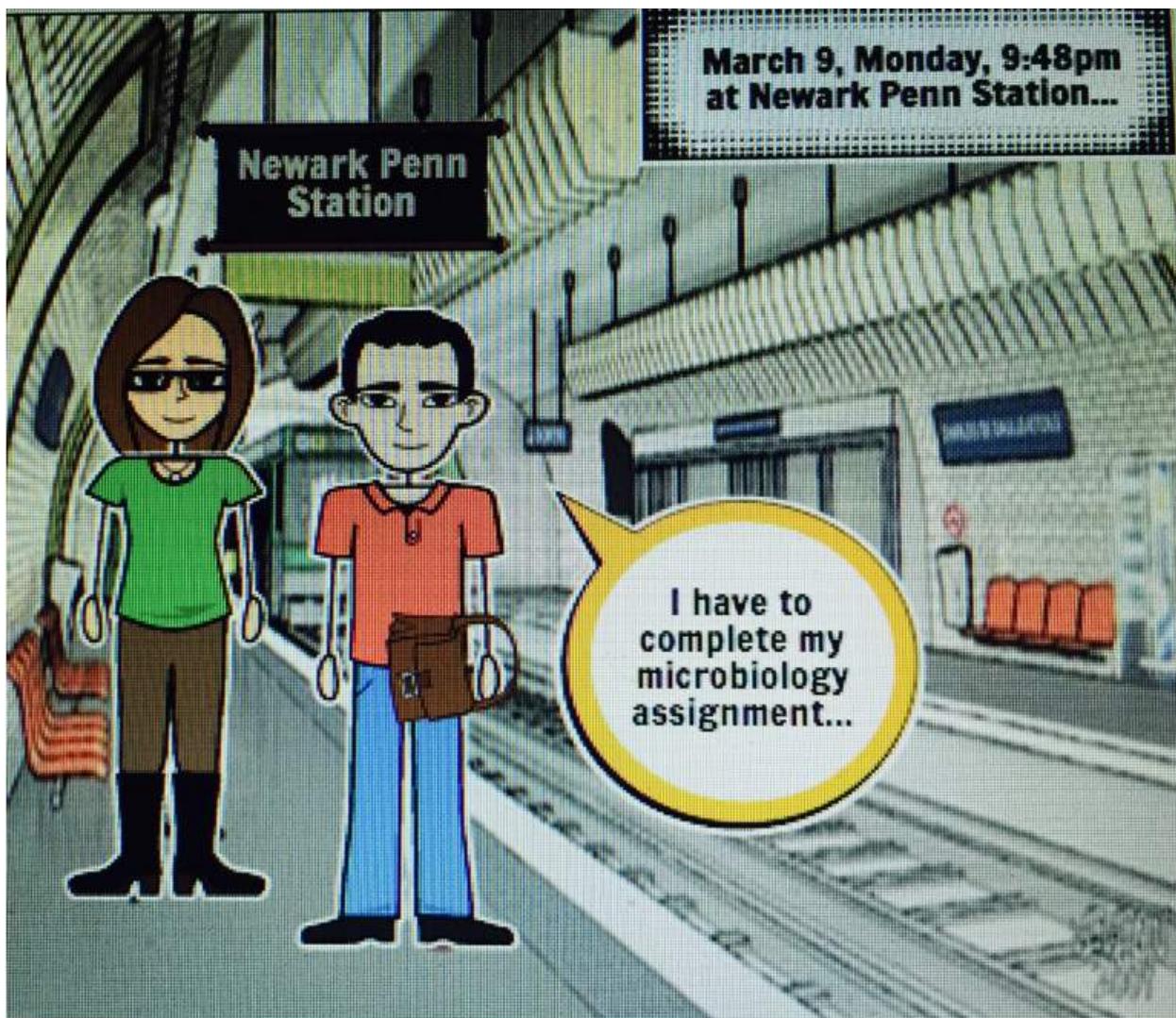
On March 13, Friday, around 11:00 AM, Jeremy gets ready to go to college to attend the cultural event which is at 01:00 PM. Eventually after trying a lot

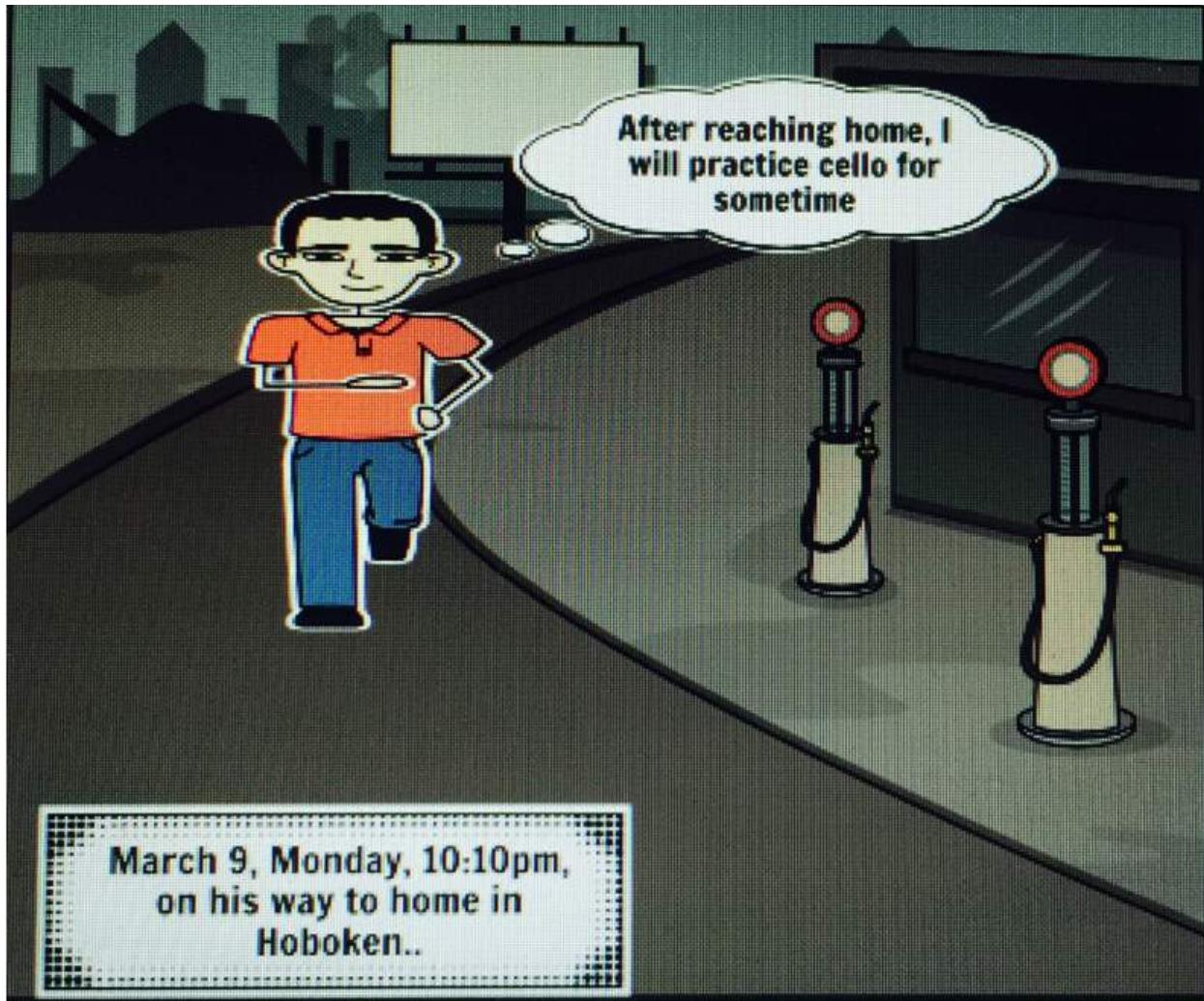
in whatever way he could, Jeremy on Thursday evening gave up on his idea of performing in a live concert with fellow students at NJIT. However, he did not want to miss out on the event and finally attended the music event at NJIT that at 01:00 PM.

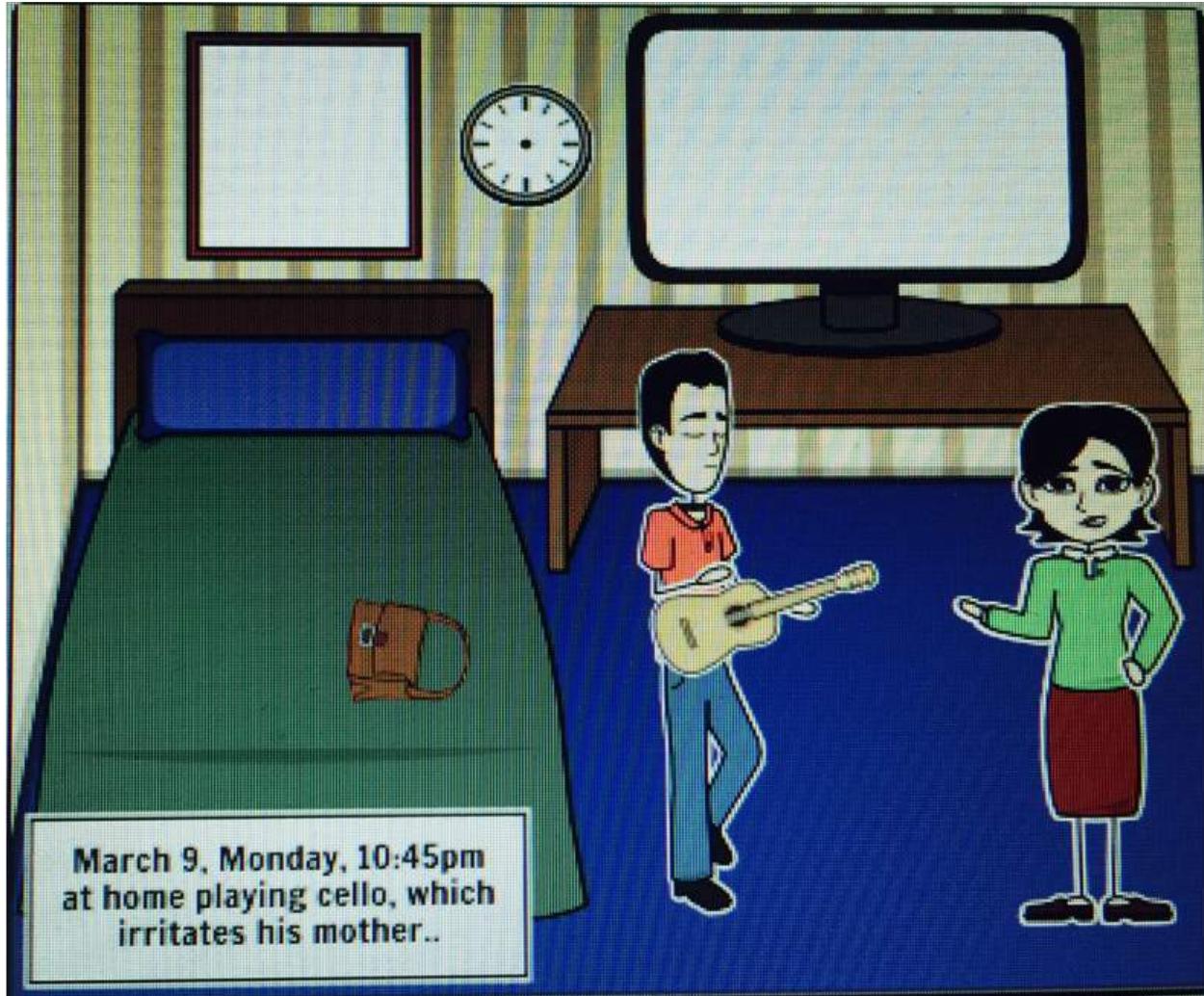
There he was shocked to see a band of people playing cello and performing live concert at the very event he dreamt of. The students performing in the event were the same students that Jeremy had met in the train on Thursday evening. Jeremy was frustrated with the idea of not asking random people about the same interest as his. If he had spoken anything about music to those students, then he would have come to know about their interest in cello music and might as well be a part of the event that evening itself. Lack of networking, left Jeremy with this missed opportunity of meeting students on campus, having the same interest as his own and eventually he missed the opportunity to perform at an NJIT music event on that day.

STORY BOARDS

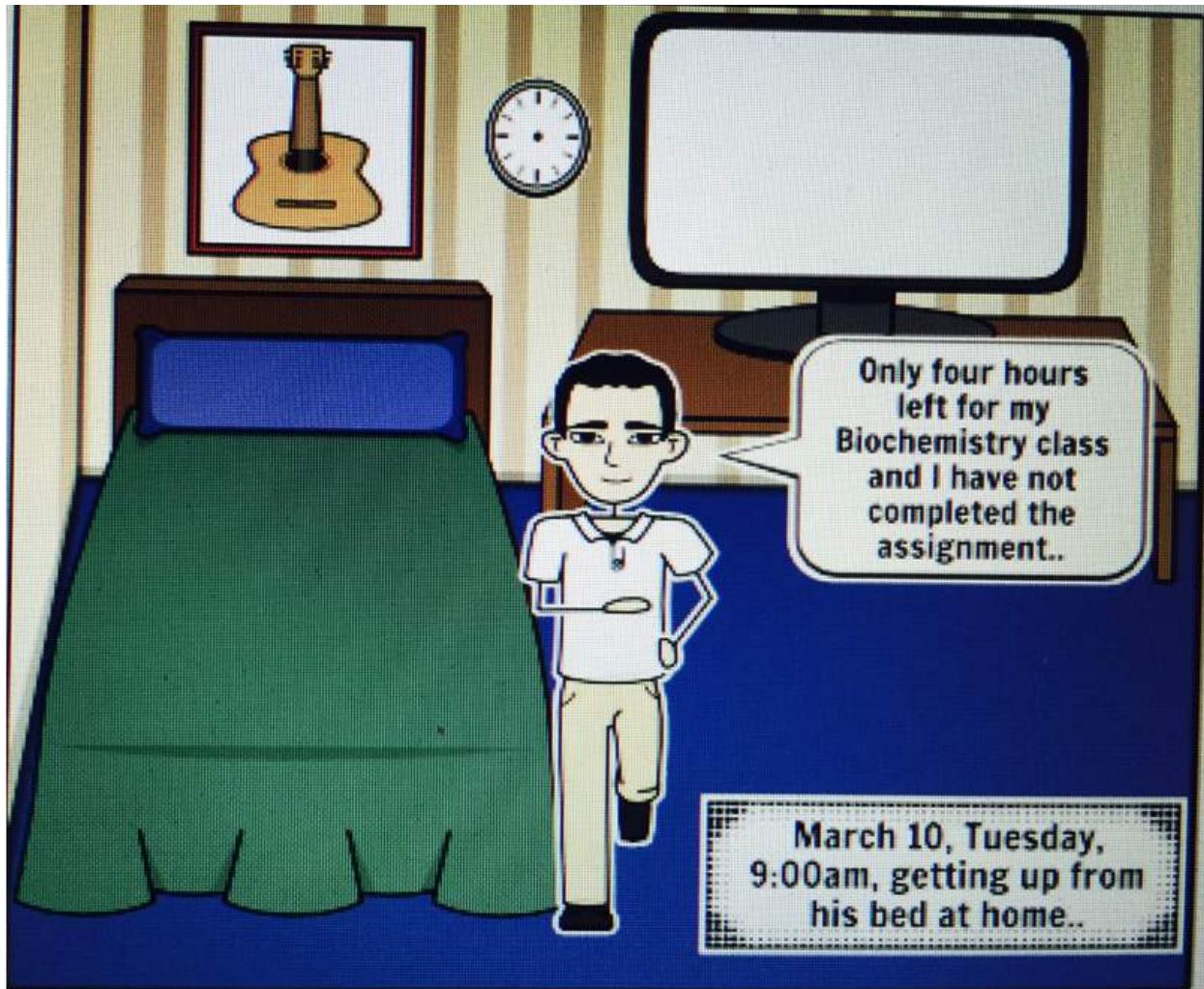


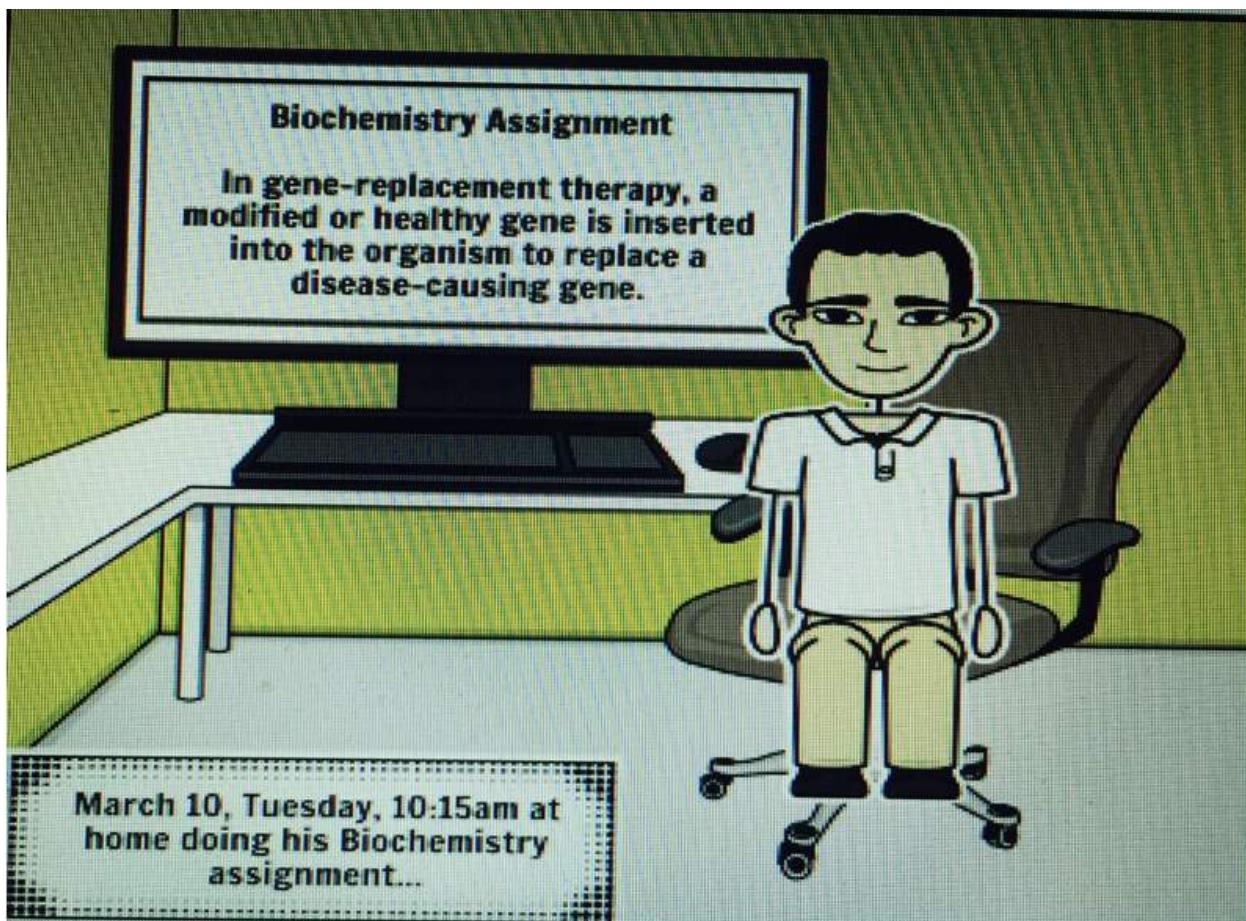


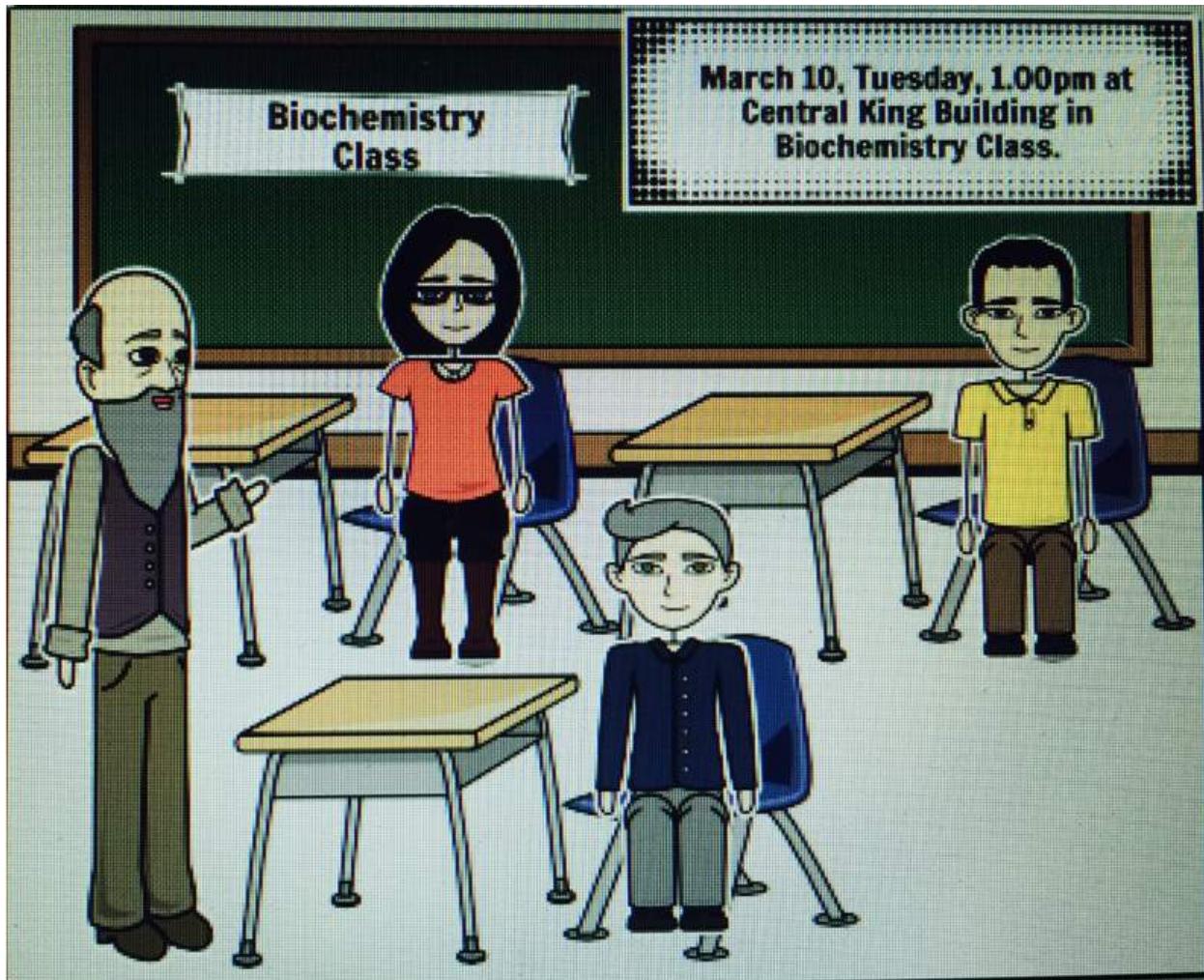


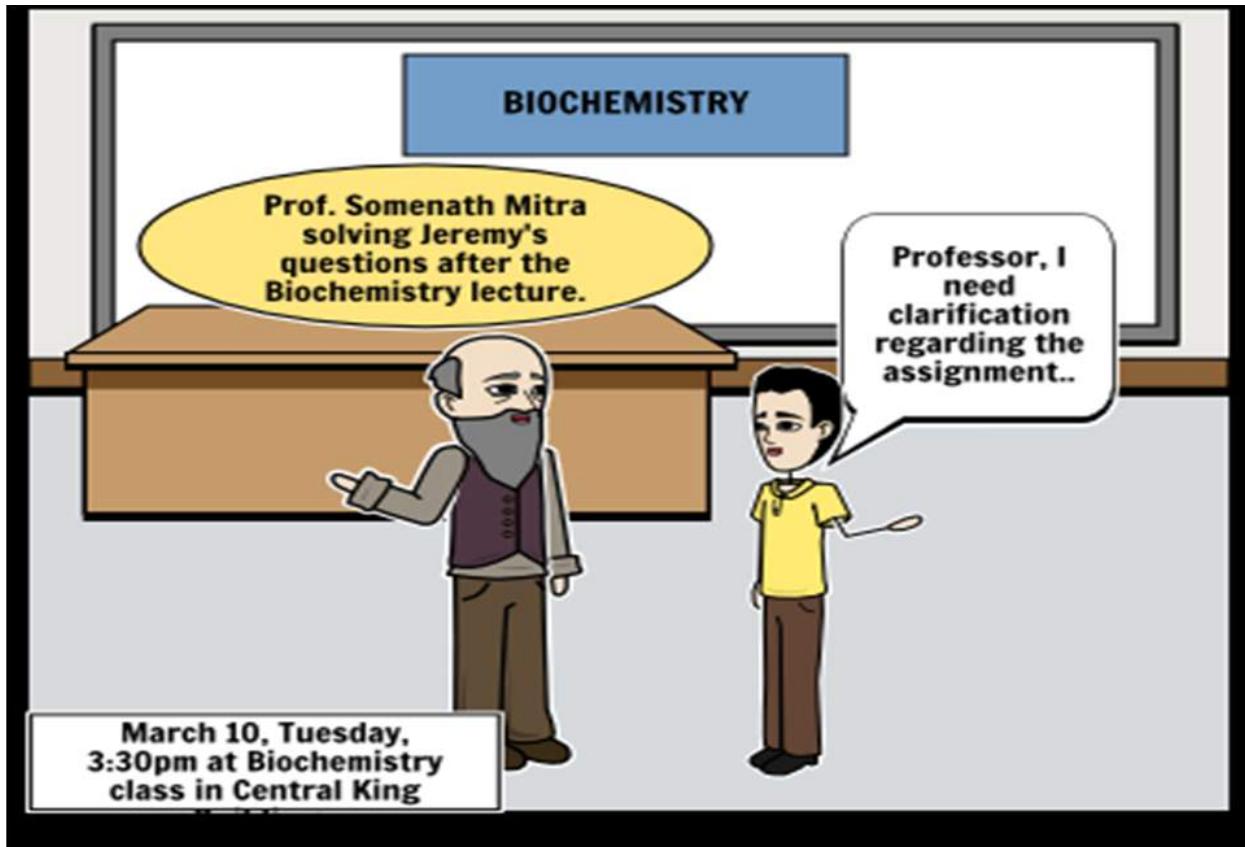


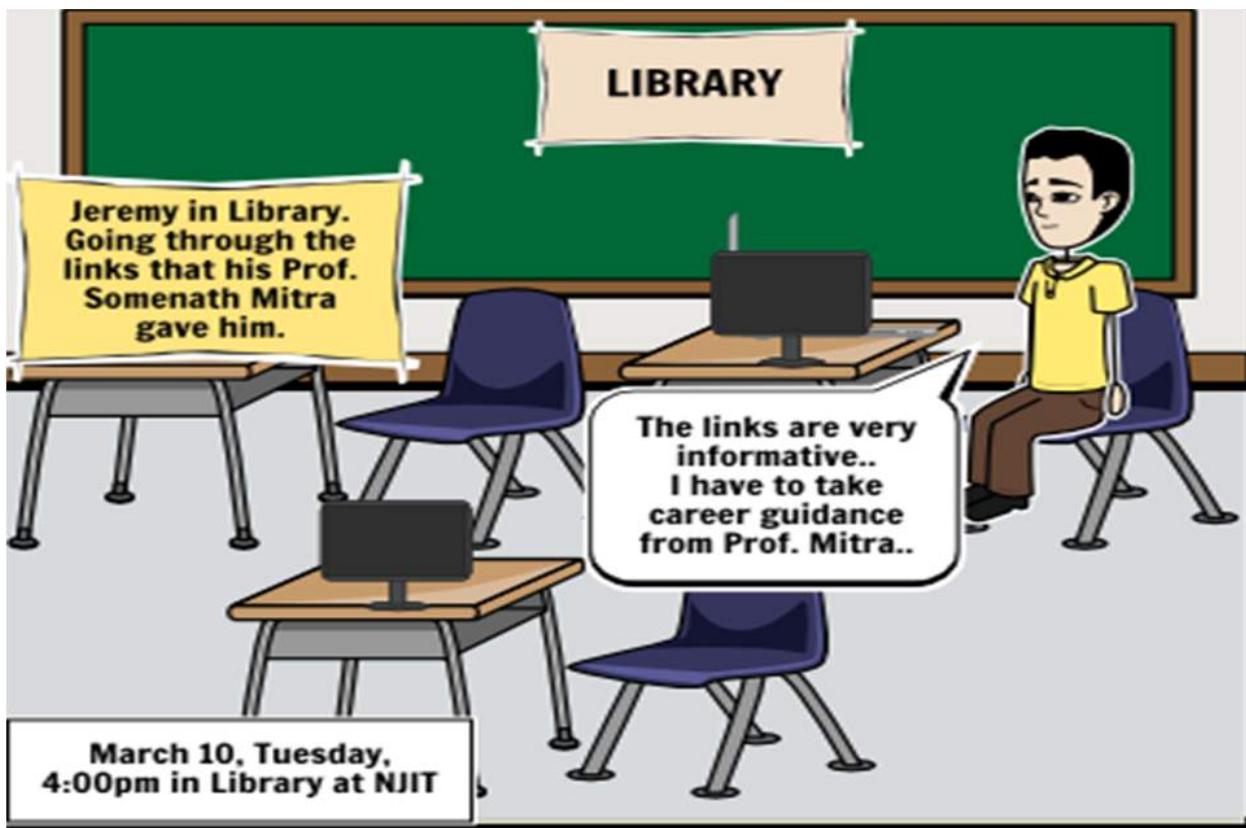
March 9, Monday, 10:45pm
at home playing cello, which
irritates his mother..

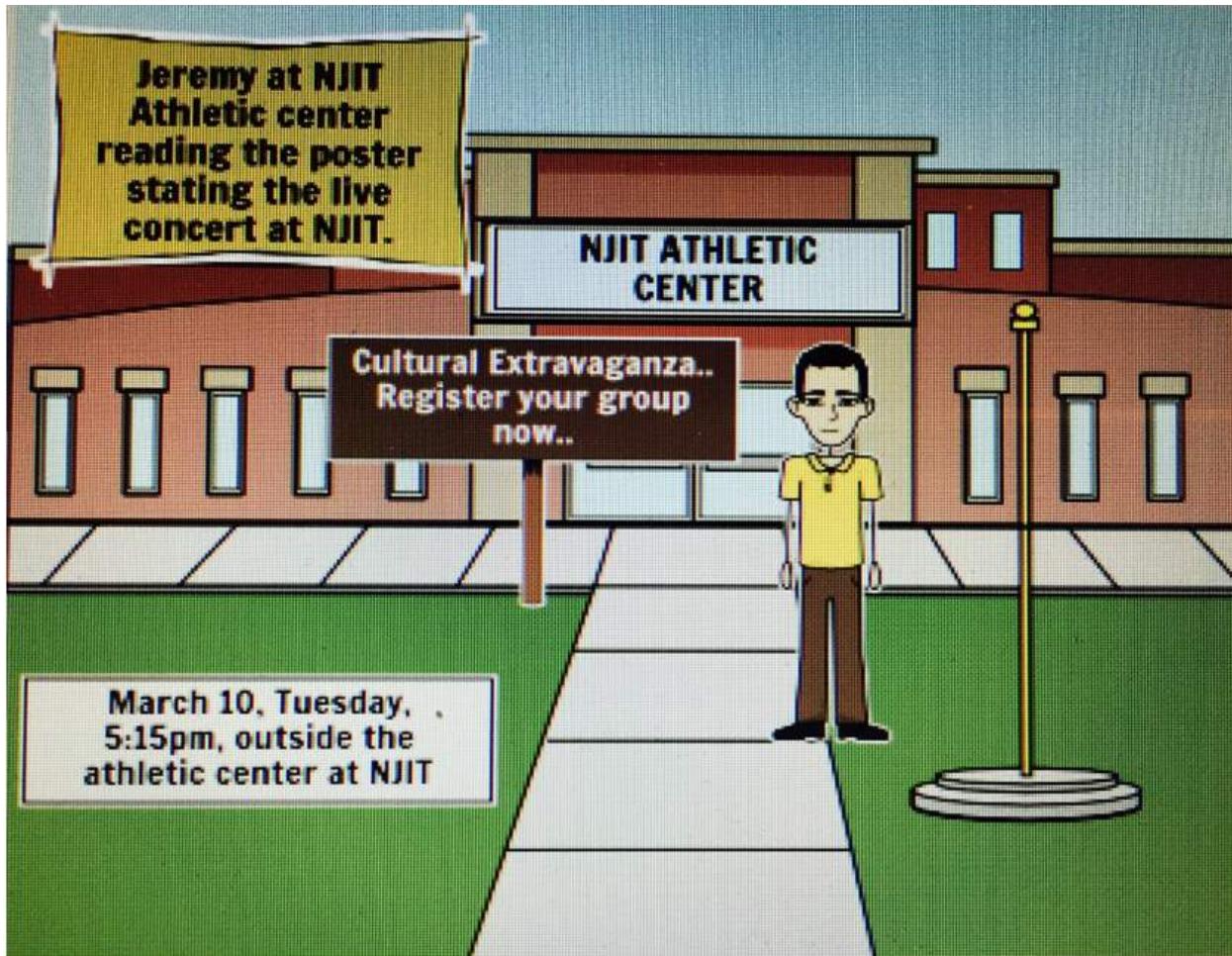


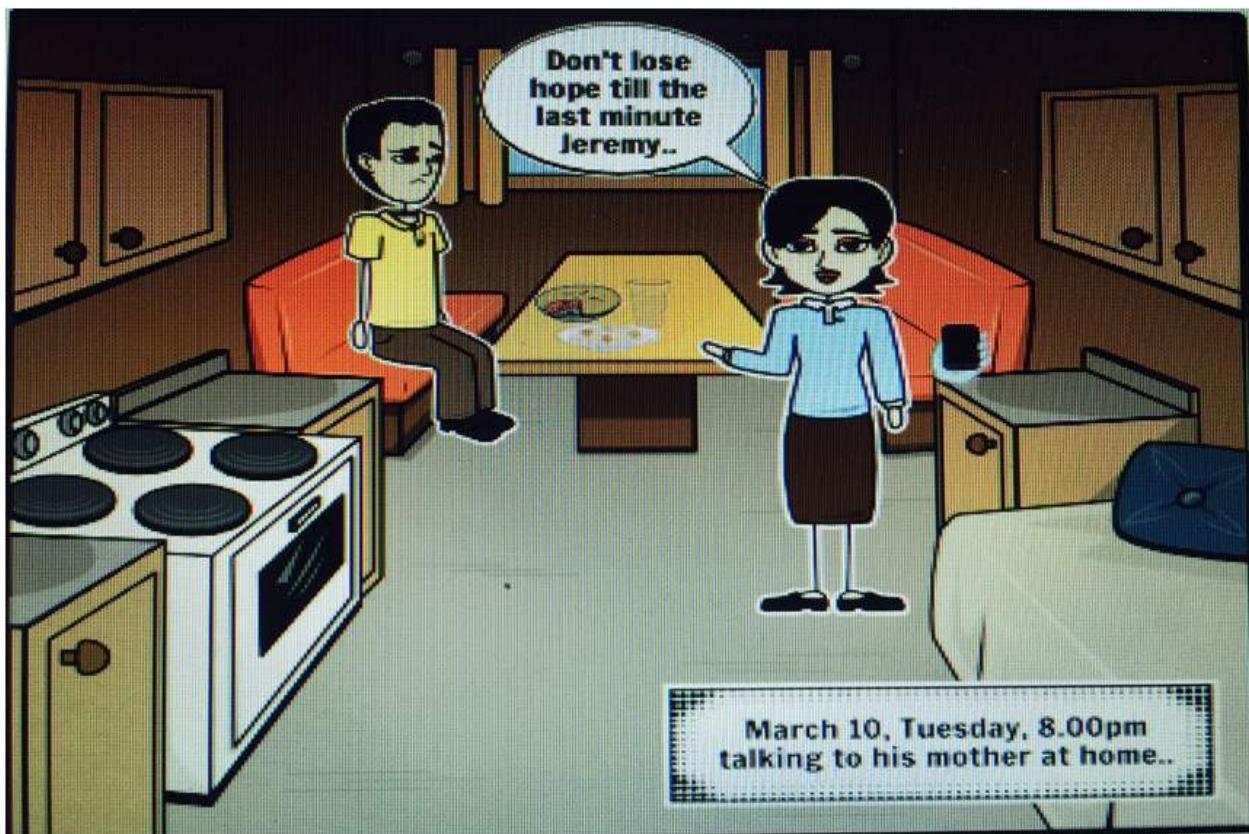


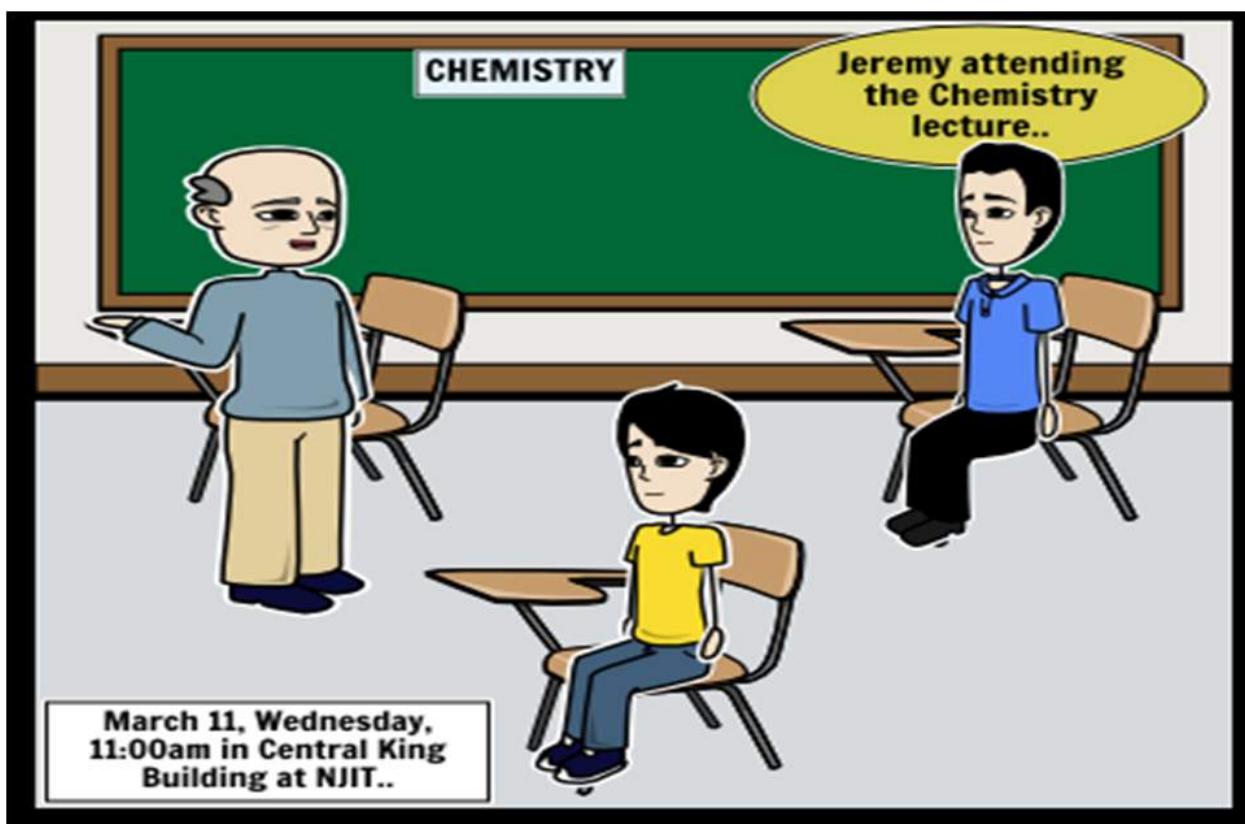


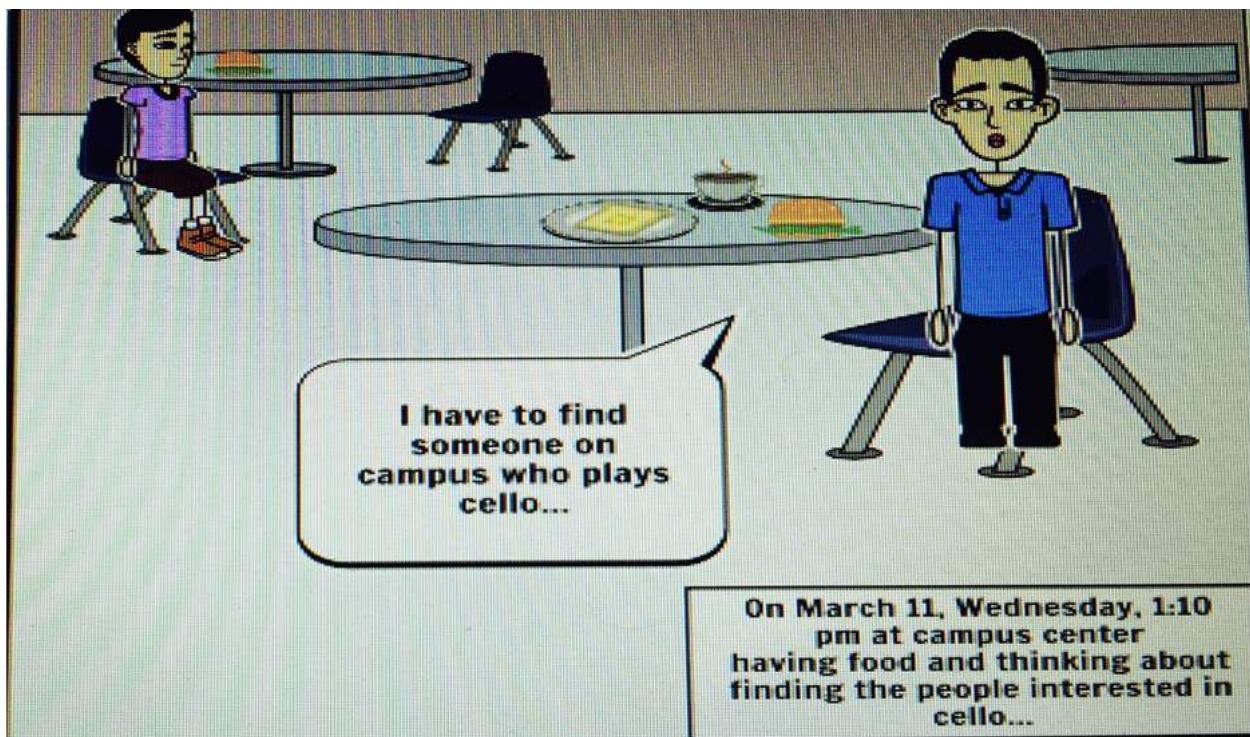


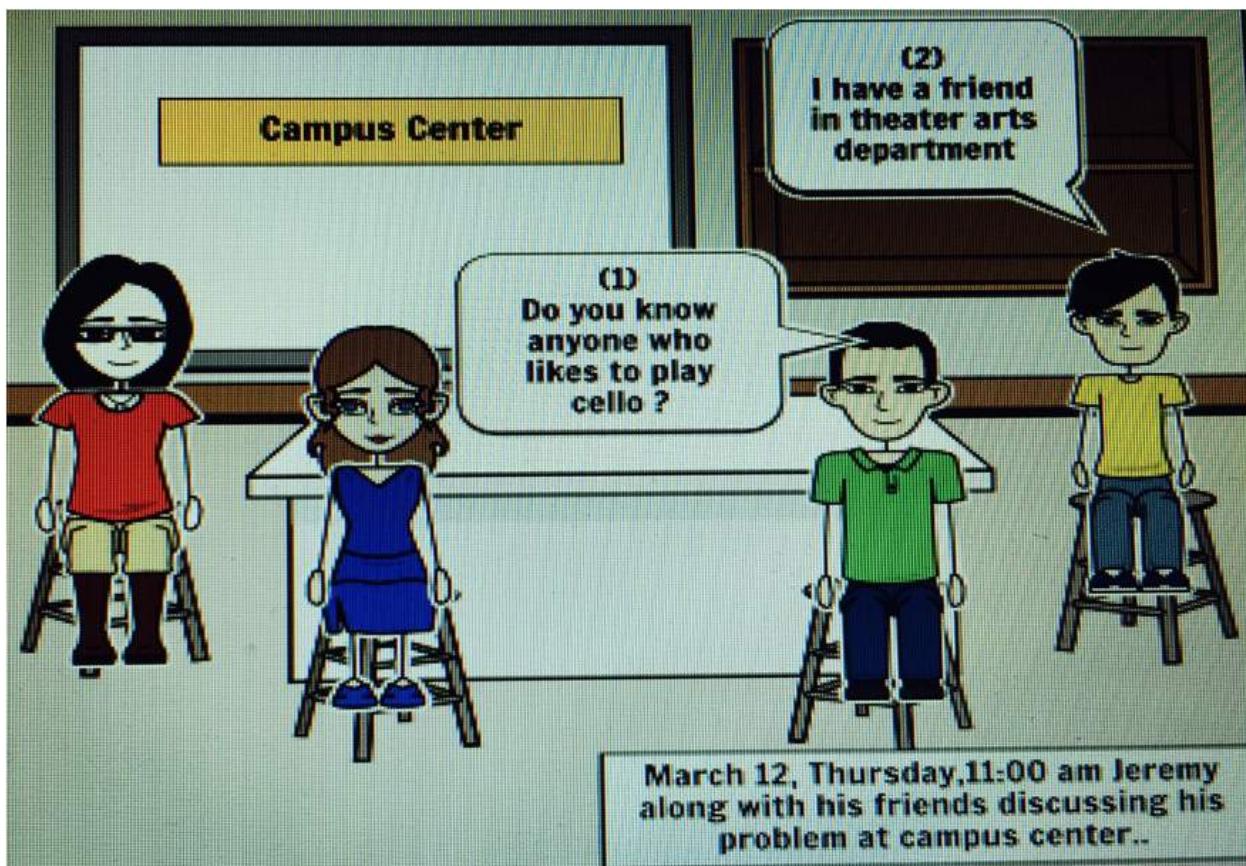


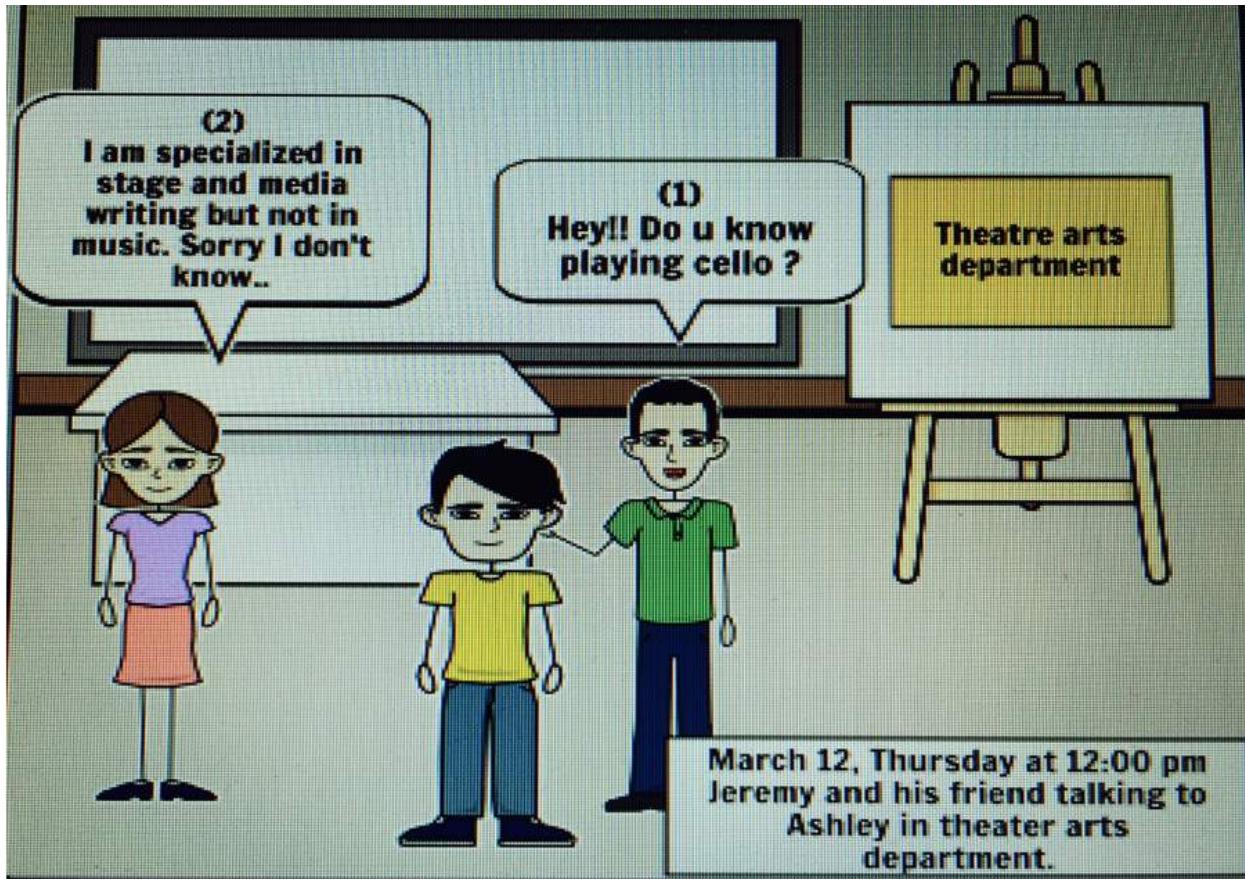


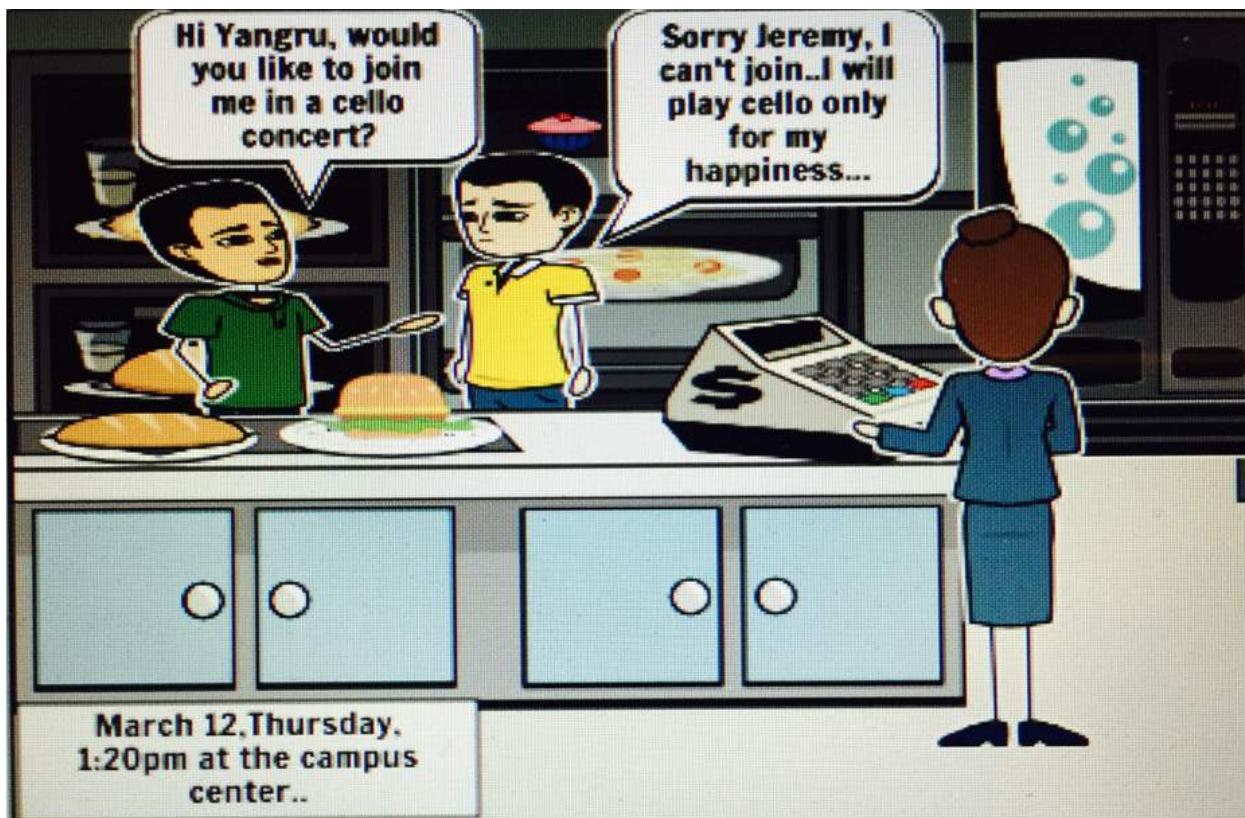


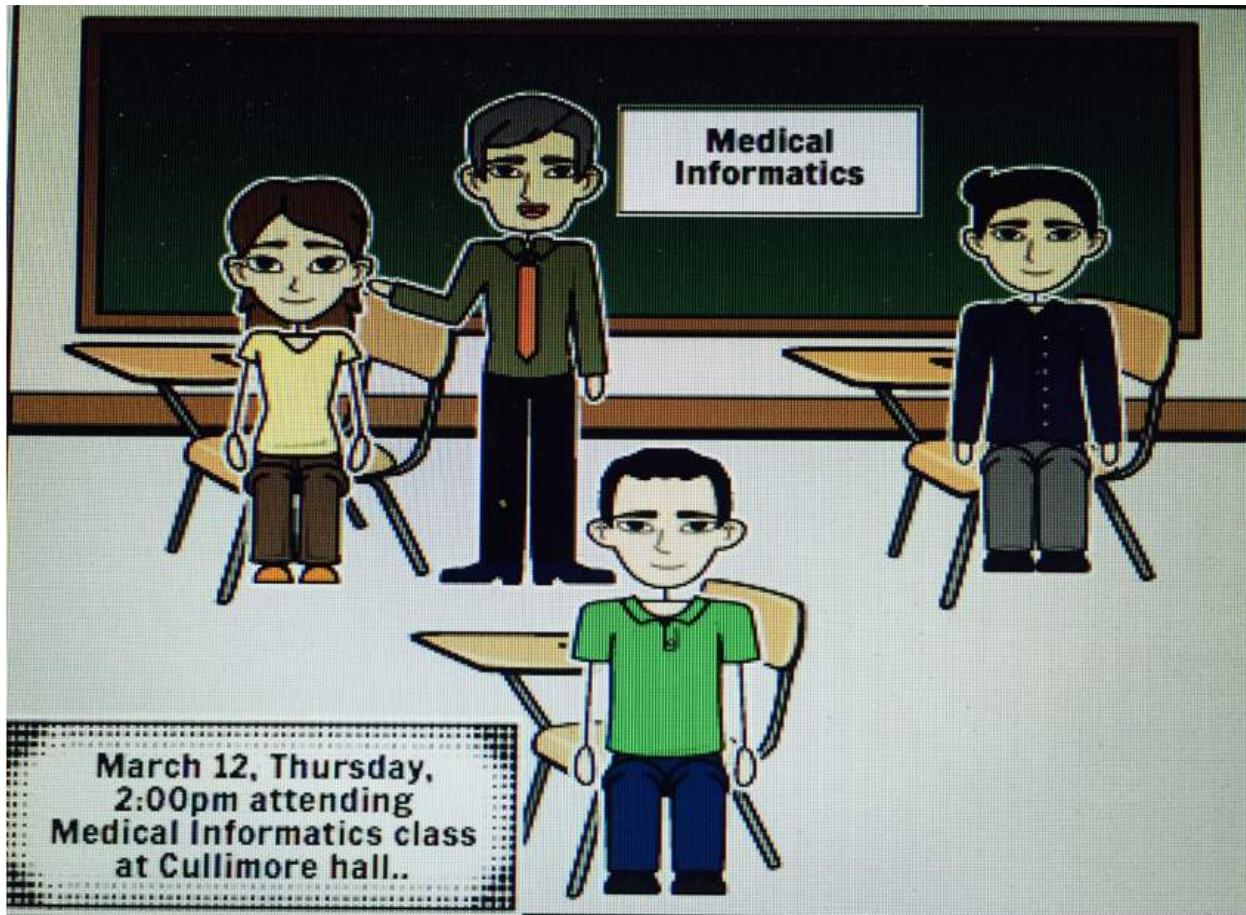




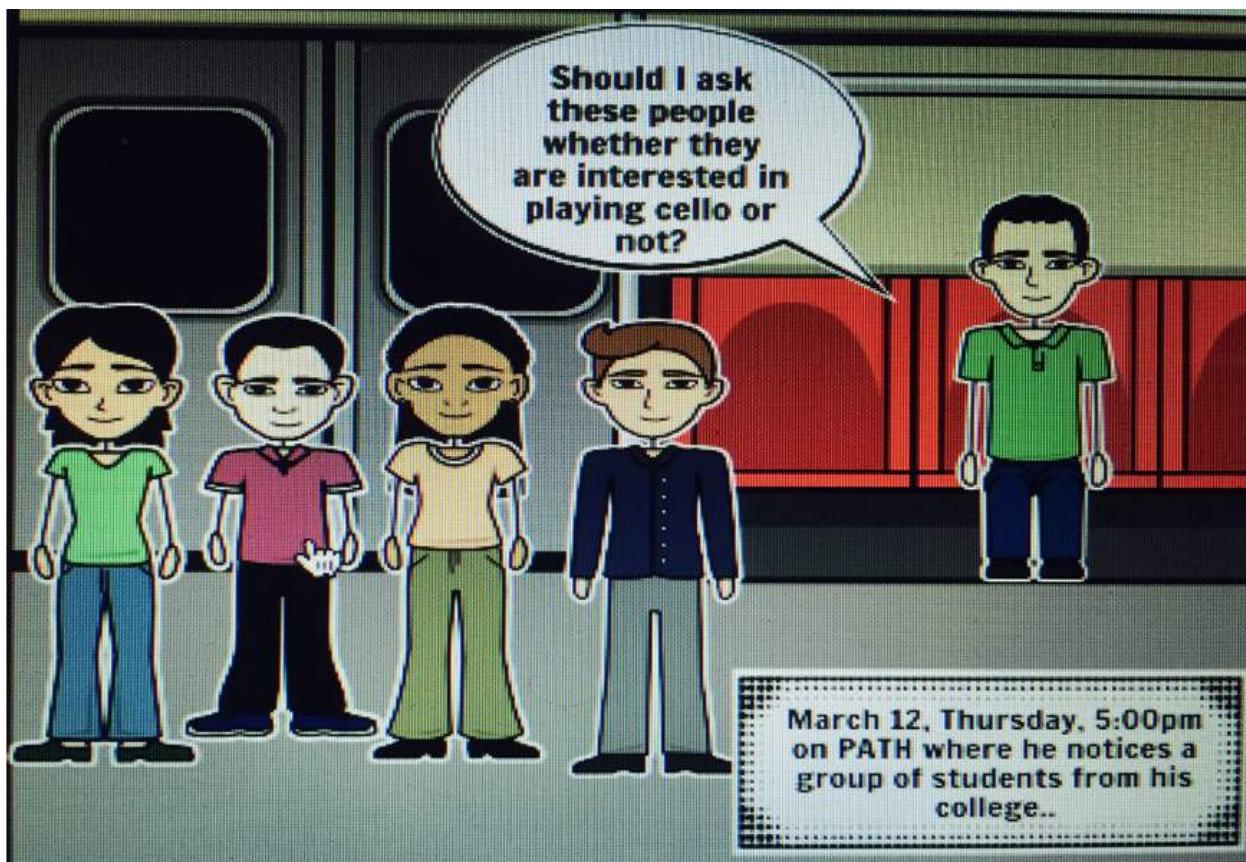


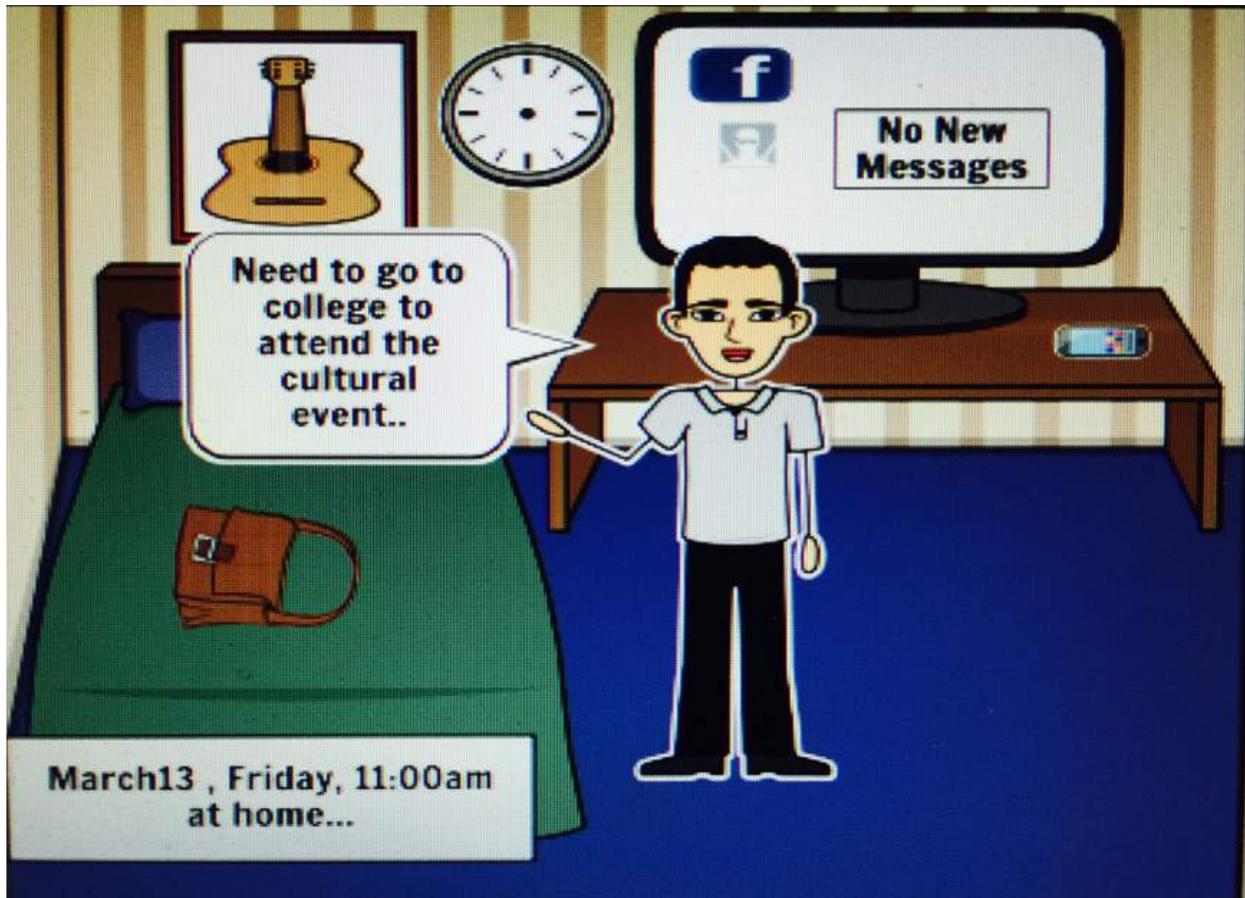


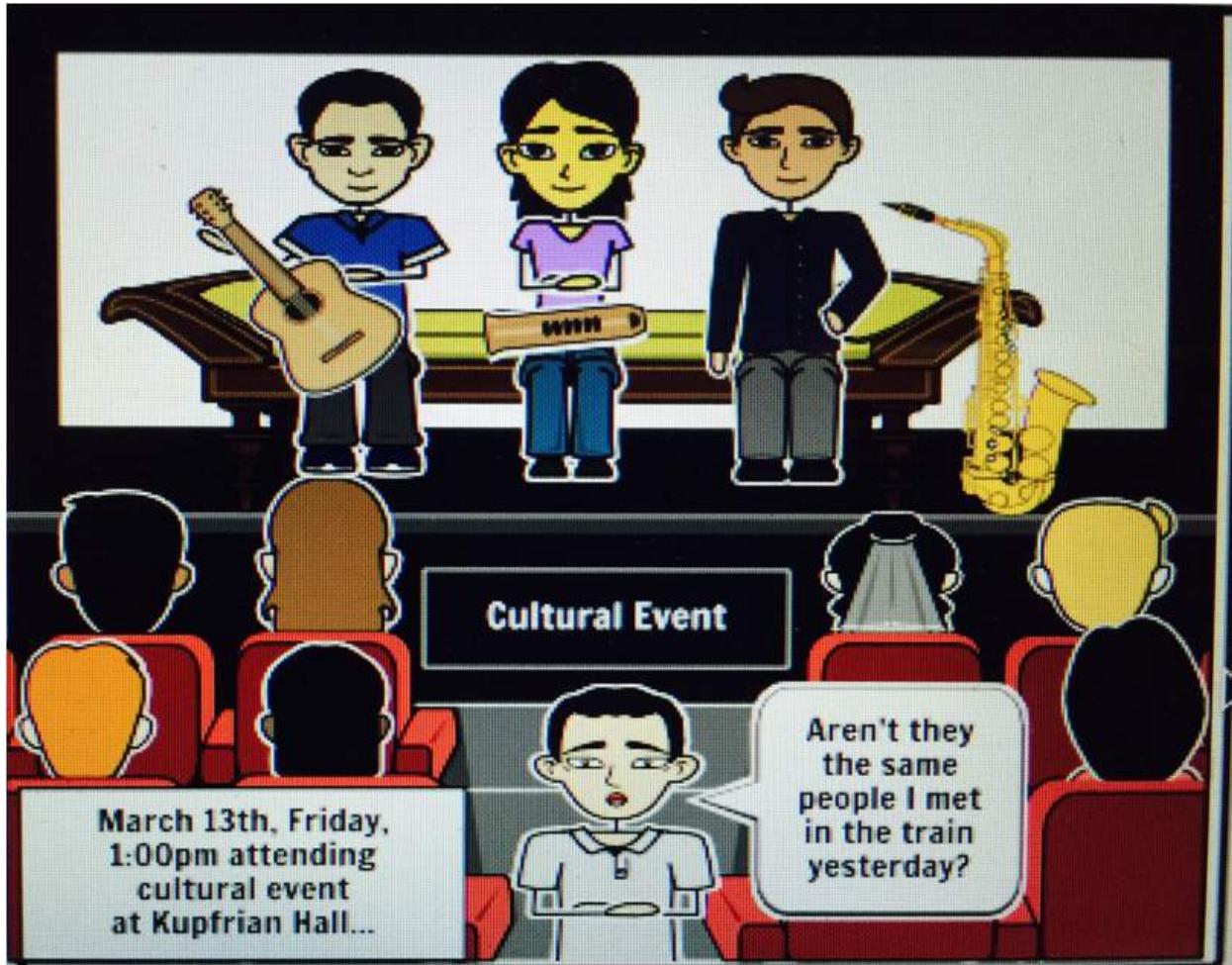












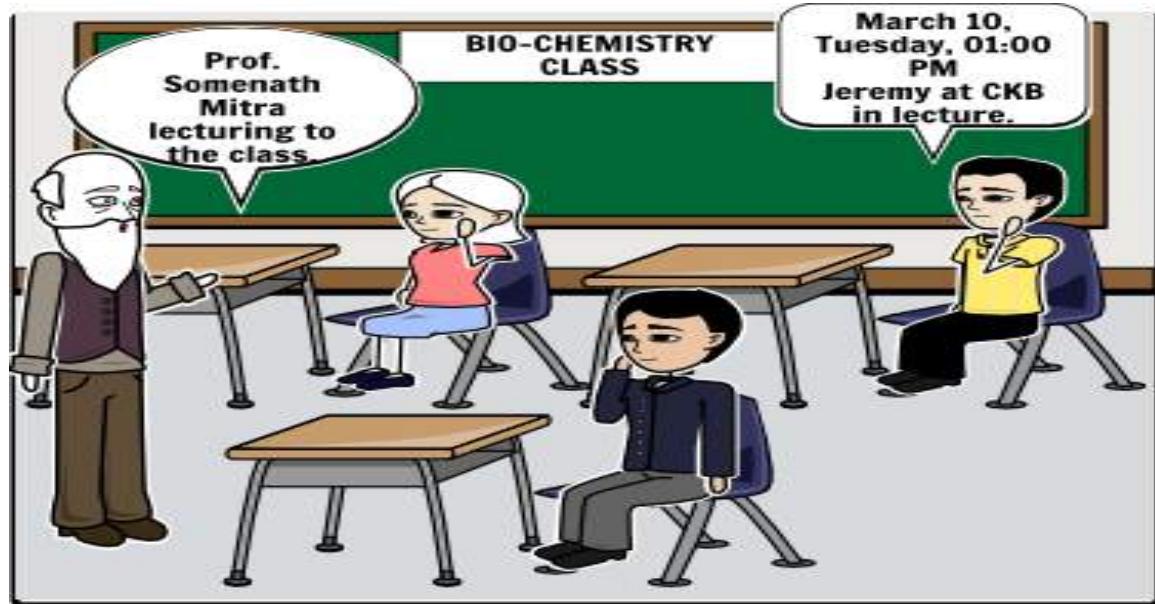


6. ACTIVITY SCENARIO AND INFORMATION SCENARIO

6.1 ACTIVITY SCENARIO

March 10 – Tuesday, 01:00 PM:-

Jeremy reaches college and he comes to his Biochemistry class at the Central King building at NJIT. He has the lecture from 01:00 PM to 04:00 PM. He listens to the lecture carefully and notes down the key points. After the lecture, at around 04:00 PM, Jeremy goes to the library, in order to complete his Biochemistry assignment, which was due the next day at 09:00 AM.



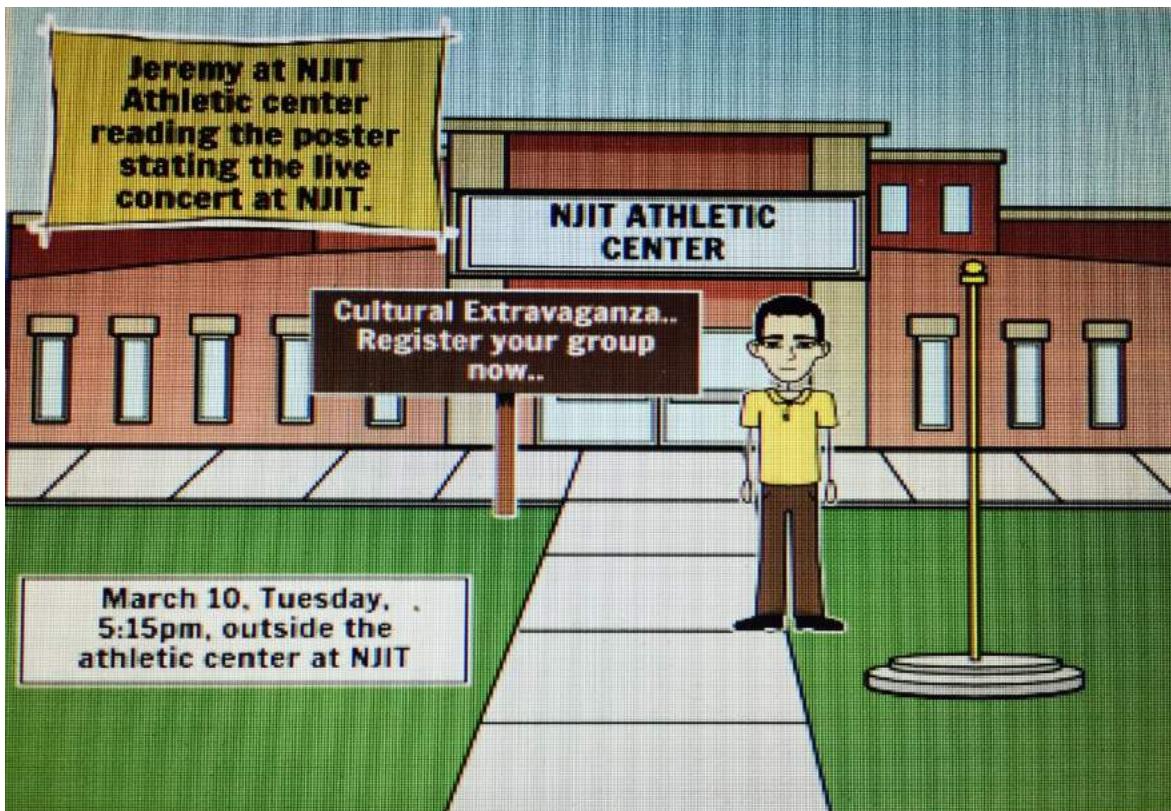
March 10 -Tuesday, 05:00 PM:-

At around 05:00 PM, he receives a message from his friend Jihang who asks Jeremy if he wanted to join him play basketball at the NJIT athletic center. So he starts walking from the library towards the athletic center. As he approaches the building, he sees a poster glued to the glass door at 05:15 PM. Much to his glee, the poster says that there is a cultural event that will be conducted on March 13, Friday 01:00 PM at the auditorium at Kupfrian Hall. Delighted upon stumbling on the news, he reminds himself of his interest in showcasing his art of playing cello in a concert. He feels that it is a very good opportunity for him. He continues reading the poster and as he reads through to the bottom, it is written in small red colored letters that only group performances will qualify in order to perform at the event.



March 10 -Tuesday, 05:15 PM:-

After reading the poster, Jermemy takes a snapshot of the poster and posts it on the app 'ConnectMe', which he has been using for the past few months. The snapshot of the event is now posted on the app 'ConnectMe' on Jeremy's account.



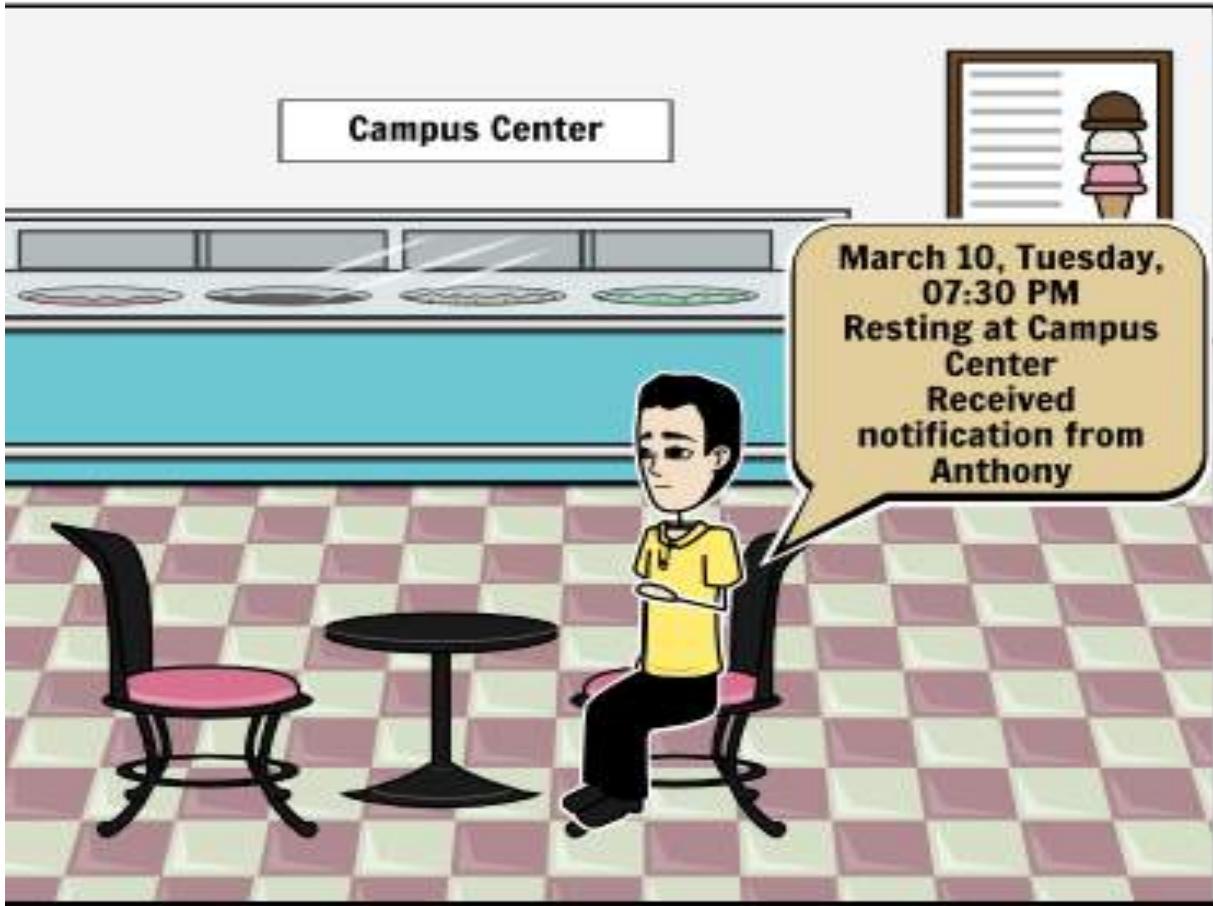
March 10 -Tuesday, 05:20 PM:-

Jeremy starts playing basketball with his friend Jihang. He plays basketball for around an hour and he then starts walking towards the shuttle stop in order to return back home from college. On the way back home, Jeremy looks at his phone to see if there were any calls or messages. There was absolutely no call or message from anyone. Then he again went to check if anyone had responded on the 'ConnectMe' app about the live event at NJIT. However, adding to his disappointment, he had not received any response from anyone regarding the event at NJIT.



March 10 -Tuesday, 07:25 PM:-

After the basketball match Jeremy was resting in the campus center and at 7.25 PM much to his glee, Jeremy receives a notifications from the 'ConnectMe' app. This is a notification regarding a match suggestion from the 'ConnectMe' app, in order to be friends with Anthony who is also interested in playing cello and is currently near by Jeremy in the campus. This match would have generated because of Anthony liking the musical event photo posted by Jeremy.



March 10 -Tuesday, 07:30 PM:-

Jeremy accepts the match suggestion at around 07:30 PM that evening. At the same time a notification of Jeremy's acceptance is sent to Anthony.

March 10 -Tuesday, 07:35 PM:-

Anthony saw the notification of Jeremy's acceptance and accepts the suggestion of match at 7.35 PM. At the same time both Anthony and Jeremy received the message that they are friends now. Jeremy clicks on the notification and is directed to a private chat with Anthony.

6.2 INFORMATION SCENARIO

On March 10th, Tuesday, Jeremy reaches college at 01:00 PM, he comes to his Biochemistry class at the Central King building at NJIT. Around 05:00 PM, he drops a status on "ConnectMe" app that "Anyone want to play Basketball at the NJIT athletic center". Then he immediately gets a popup that a person Ajith who is interested in Basketball is nearby you. "ConnectMe" is an app which gives matches based on the keywords given in the status. The user can also post the picture or a poster, where

the app reads the information from the picture and it is very useful for the app to generate matches. The app through its feature of geo-location, finds the people sharing common interests and attributes with the user in that search radius and notifies him. The default search radius can be adjusted. The search radius can be increased or decreased up to certain limit, which gives an added advantage for searching people in sparsely populated areas. The app provides information of other people activities and there location and the user can slide to right to like there activity and can slide left to dislike. These patterns help the app to collect the information of user interests. "ConnectMe" is an app, which is specially designed for NJIT. The app collects all the basic profile information by integration with moodle. The app helps in notifying the people with common interests when they cross paths with each other. The app tracks the movements of the user throughout the day and records other users with shared interests that pass the user. As Antony is nearby and has a common interest of playing cello, the app made a recommendation to Jeremy. The app is quite diligent; it matches Jeremy and Antony, as both of them at that point of time are free, not busy identifying the opportune personal and social context.

The app collects the basic interests of the user. The app collects some user information by integrating with Social networking sites nd also from the inputs given by the user. The app in it has a very long list of hobbies and interests and the user selects from that image list. If any particular interest is not listed, user can add his interest to the list.

After receiving the notifications, due to the common interest and the inclination to connect, 'ConnectMe' asks for the reason for accepting, declining and review later. The app uses this information in providing further recommendations in future. Apart from that, the app collects the updates, reviews and ratings, through which it analyzes the likes and preferences of the user. Jeremy post a status and a picture about playing cello at the college event and the app searches based on the keyword and gives a notification that Antony is interested in cello. The app sends the notification to Jeremy and Anthony based on the status they posted on the app. They both connected through this app and gets success in the event.

7. CLAIMS ANALYSIS

Extreme Solutions:

- + The user can look at the notification on the home screen where he can look at the person's name and the place where the match is found.
- + Review Later option is good and useful as the user can look at his history and there is no chance of missing the matches.
- + The app collects the personal information from social networking websites and also collects some personal information from the user.
- + Distance range is good as it helps to track people around your needed limit.
- + Reasons for Rejection where the app can get better information about the user.
- There is no reason for acceptance for the match. The app can get better information from the user if he has an option of reason for acceptance.
- There is no change in the user profile after he accepts the match.
- Group match is totally confusing as there is no need of group match because the app will gives all the notifications and the user can select his match.
- Why those many social networking integrations for personal information.
- Integrating with social networking websites may not give complete information of the user. It can get basic information of the user when it integrates with the moodle.
- In preference page the tab Event is not useful and relevant in collecting data from the user.
- Age preference is not needed as this is not a dating app as this is an opportunistic app.

Think Design :

- + The concept of what you doing is good and sharing the location.
- + Then discovering what other is people is doing also makes us know what other people are doing on campus and can also know what is going on campus.
- + App notification appreciation is cool but the way notification is displayed is not appropriate.
- + The flow of the app is good and after connecting to the person it asks for simple reason for match.
- + After submitting the reason, the app appreciates the user and this makes the user to show more interest on the app.
- + The waves given beside the interests are confusing and how can the user understand about the interest.

- + One time message is good as where the user can message to the matched person before they connect.
- Registration by the user and there is no moodle integration.
- Apart from login and giving personal information there are no ways how the app collects the information of the user for match notifications.
- There is no utilization of news feed by the user.
- Notification window is not clearly shown on the phone screen.

Inferno:

- + Gamification in adding the interests makes the app interesting to use
- + Sub category of interests is also available, this will allow the app to collect specific interests of the user
- + Facility to view and edit the interests later, this allows the flexibility to user to change their interests as well
- + Facility to add the expiry time to activity, this makes more sense for the other user interested to join the activity
- + Facility to be matched on other shared interests is available on rejection on the recommended
- Activity menu is confusing for the user, it is not apparent what is the functionality of the same.
- For selecting the sub category of interests using the check boxes is too much of work for the user
- After accepting the notification, a pop appears of message sent, this is confusing because no message is sent functionally
- After accepting there is no change in the notification screen, this may confuse the user regarding what happens after accepting the match

Connect me:

- There is no way of getting track of the postponed matches and how the app notifies the user regarding that match.
- The exact location of the other user is displayed even before the match is accepted, affecting the privacy concerns of the users.
- Both users get notification regarding the match recommendation. If one user accepts the match and the other user declines it, how the app notifies the other users regarding the match rejection. If notified, won't the user feel bad?
- Very little profile information of the suggested user is provided in the match suggestion screen.

- + Information on reasons for accepting and declining the match are recorded through the rating given by the user.
- + The app uses the information collected from the users for future match recommendations.
- + The suggestion screen provides the overall matching history of both the users
- + The option of selecting the criteria for match suggestions by the user is included.
- + The app notification shows not only the name of person but also the reason for match suggestion.

Pimp My App

- (+) Users do not have to discuss about activities or hobbies in order to start a conversation, as interests are already stated.
- (+) Provides a upfront recommendation implicitly.
- (+) Users will have a known match rather than a complete unknown match.
- (+) Provides detailed information about the user.
- (-) If users do not want to be matched based on interests or users if are looking for something different, then users will not accept the match.
- (-) It is very difficult for the users' actual interest to match. Example:- Playing Cricket and Watching Cricket are two parameters. So how can the designers match based on these two interests, inspite of the activity Cricket is a common interest between the users.
- (-) It might be create a negative impression for the current match due to past negative relationship impressions.
- (-) Users might not want to be matched based on any common or known persons' matches.
- (-) Too much cluttered profile information screen. Other users might get disinterested with the screen and might not want so much of text. Hence the cluttering might force the users to leave the app.
- (-) It is not a dating app, hence bug profile pic is not needed. Unnecessary.
- (-) The parameters such as – I am not in the mood and I am busy are very very vague and might not give users as well as the app designers any important information for not matching.
- (-) The app provides information to other users without matching the users, which can be privacy concern. Address, Age and Sex of the user is revealed without a match, which is a privacy concern.
- (-) Users might not prefer to login in this app, due to privacy concern

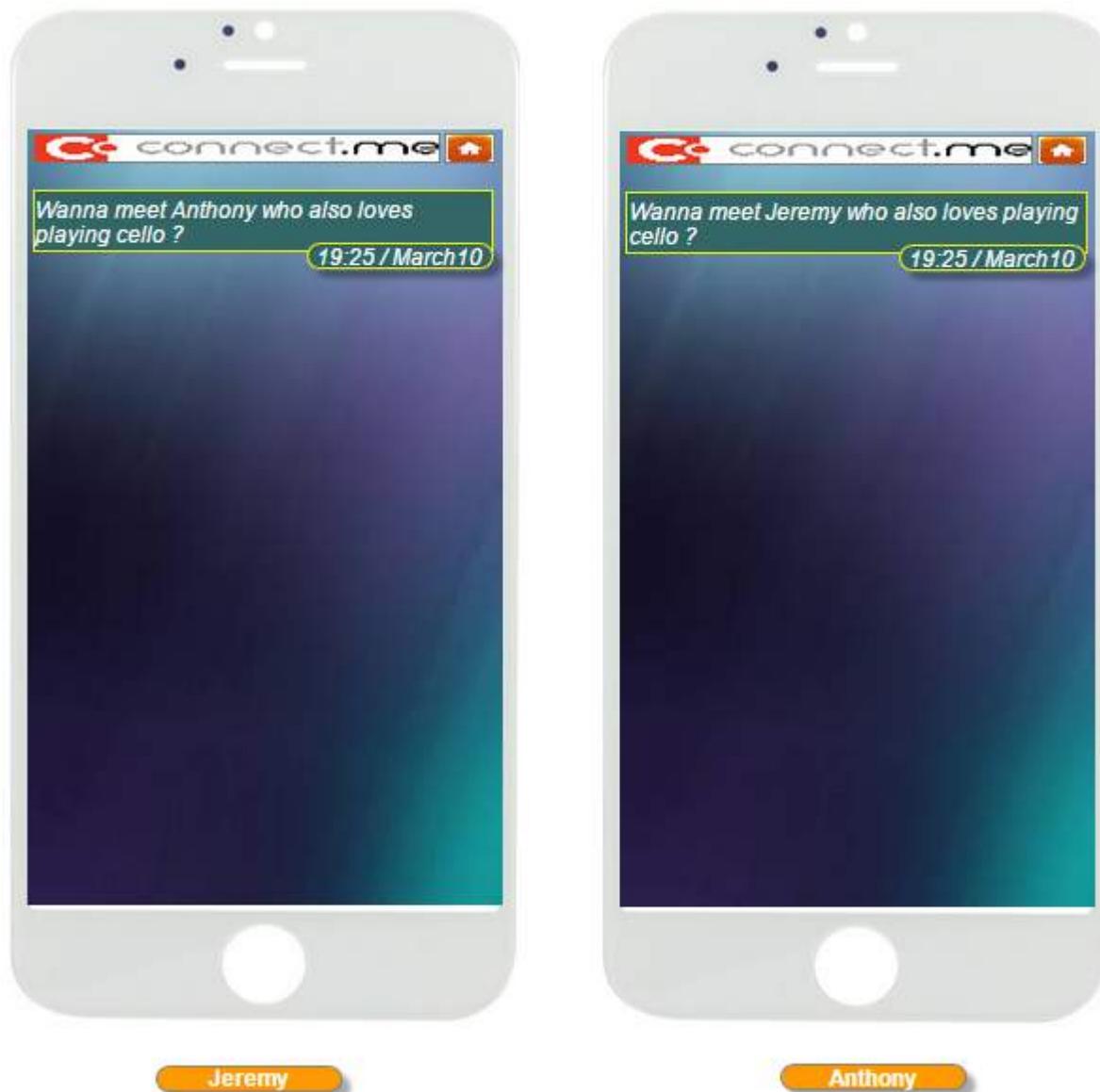
8. KEYPATH SCENARIOS

8.1 ACTIVITY KEYPATH

1. On March 10, 7.25 PM, after the basketball match Jeremy was resting in the campus center and at 7.25 PM much to his glee, Jeremy receives a notifications from the '**ConnectMe**' app. This is a notification regarding a match suggestion from the '**ConnectMe**' app, in order to be friends with Anthony who is also interested in playing cello and is currently near by Jeremy in the campus. This match would have generated because of Anthony liking the musical event photo posted by Jeremy. Both Jeremy and Anthony clicks on the Connect me icon (which having the bubble of 1 pending notification). This will take them to notification screen of connect me app.



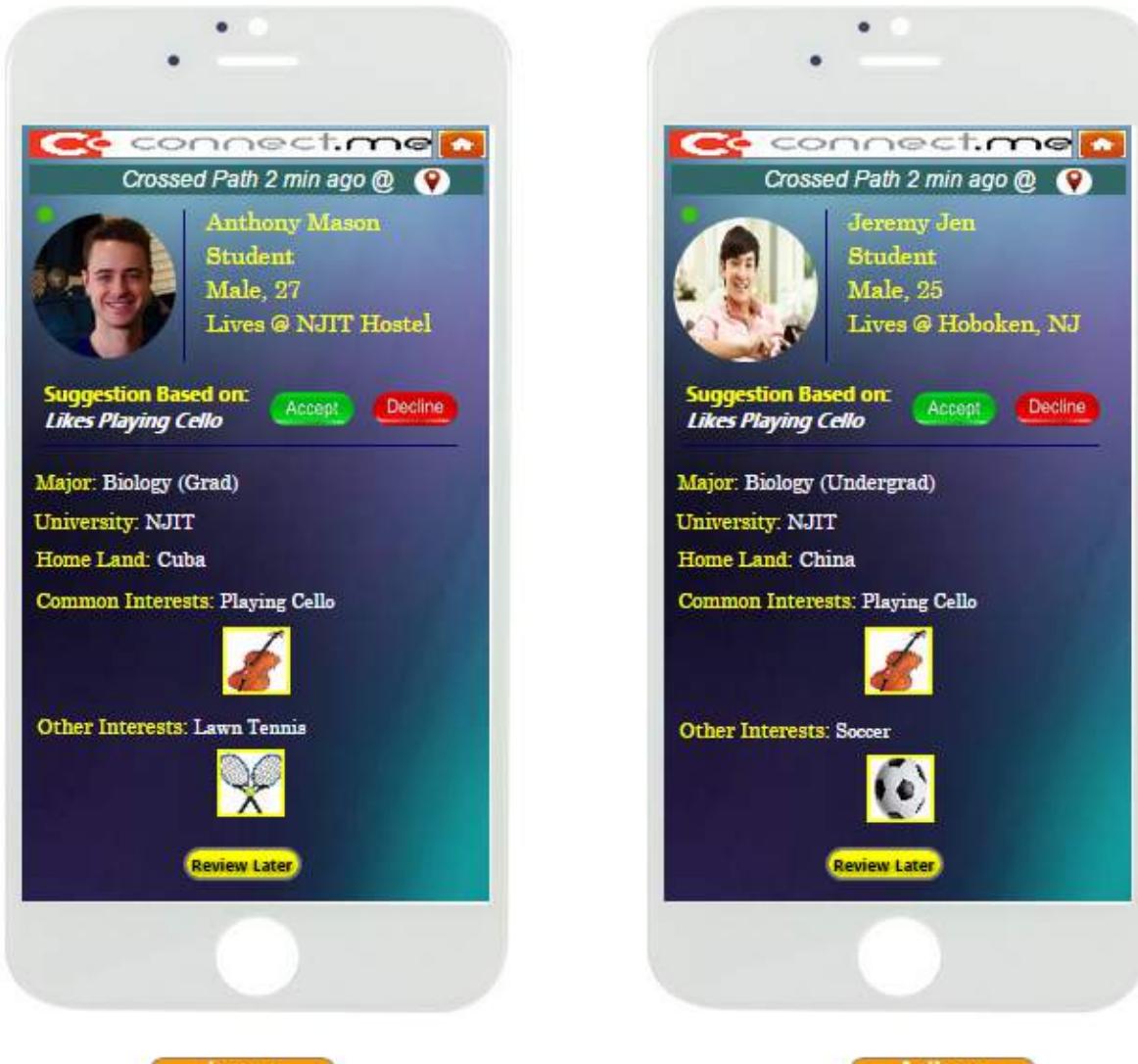
2. Both Jeremy and Anthony got excited about cello and clicks on the notification to see the details of the recommended match



3. When Jeremy clicks on the notification, the app directs him to the Anthony's profile and similarly Anthony is directed to Jeremy's profile. It shows when and where both of them crossed paths. In addition to that few profile details are also mentioned. It also shows on what grounds the match is suggested, and if the Jeremy is interested in the suggested match and clicks on accept button, the app highlights the interest (in green along with tick mark) on the basis of which match suggestion has been accepted. As soon as Jeremy accepts the suggested match a notification is sent to Anthony stating that "Jeremy has accepted you as friend and now it is your turn".

If the user is not interested in the suggested match and clicks on the reject button, the app asks the reason for rejection. User can select any one of the

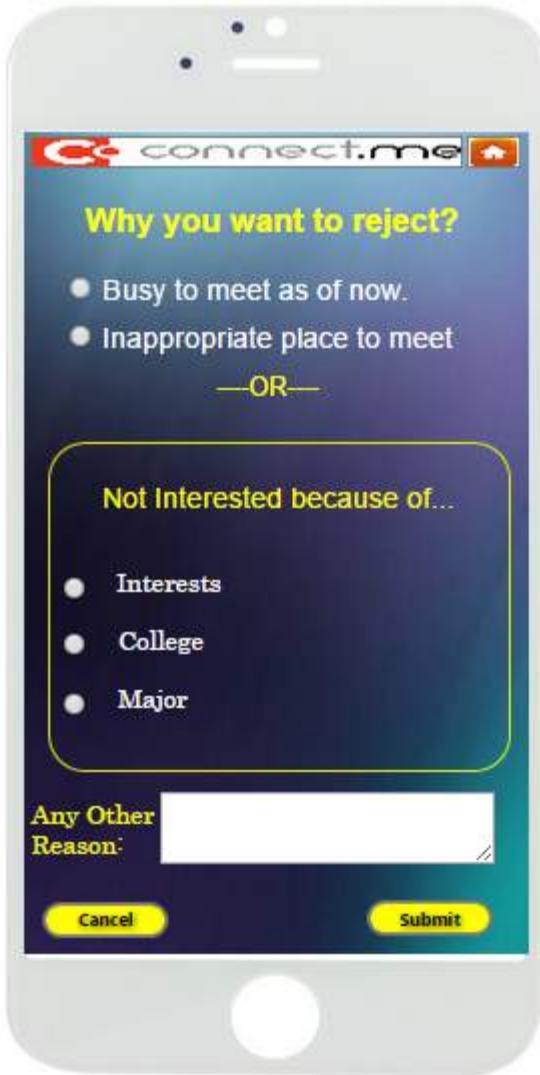
reason provided in the option or else can write in the text area provided at the bottom of the rejection screen.



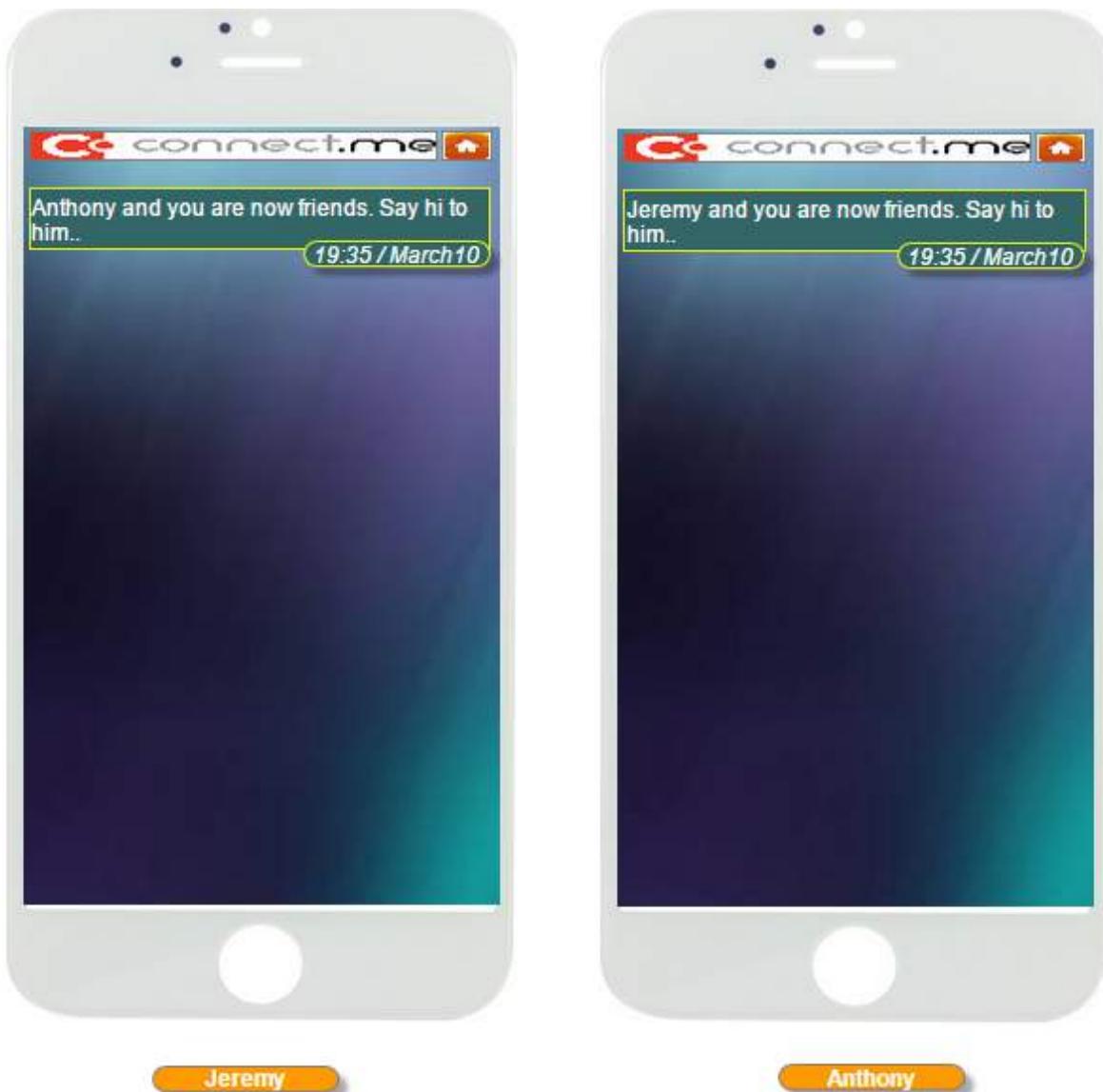


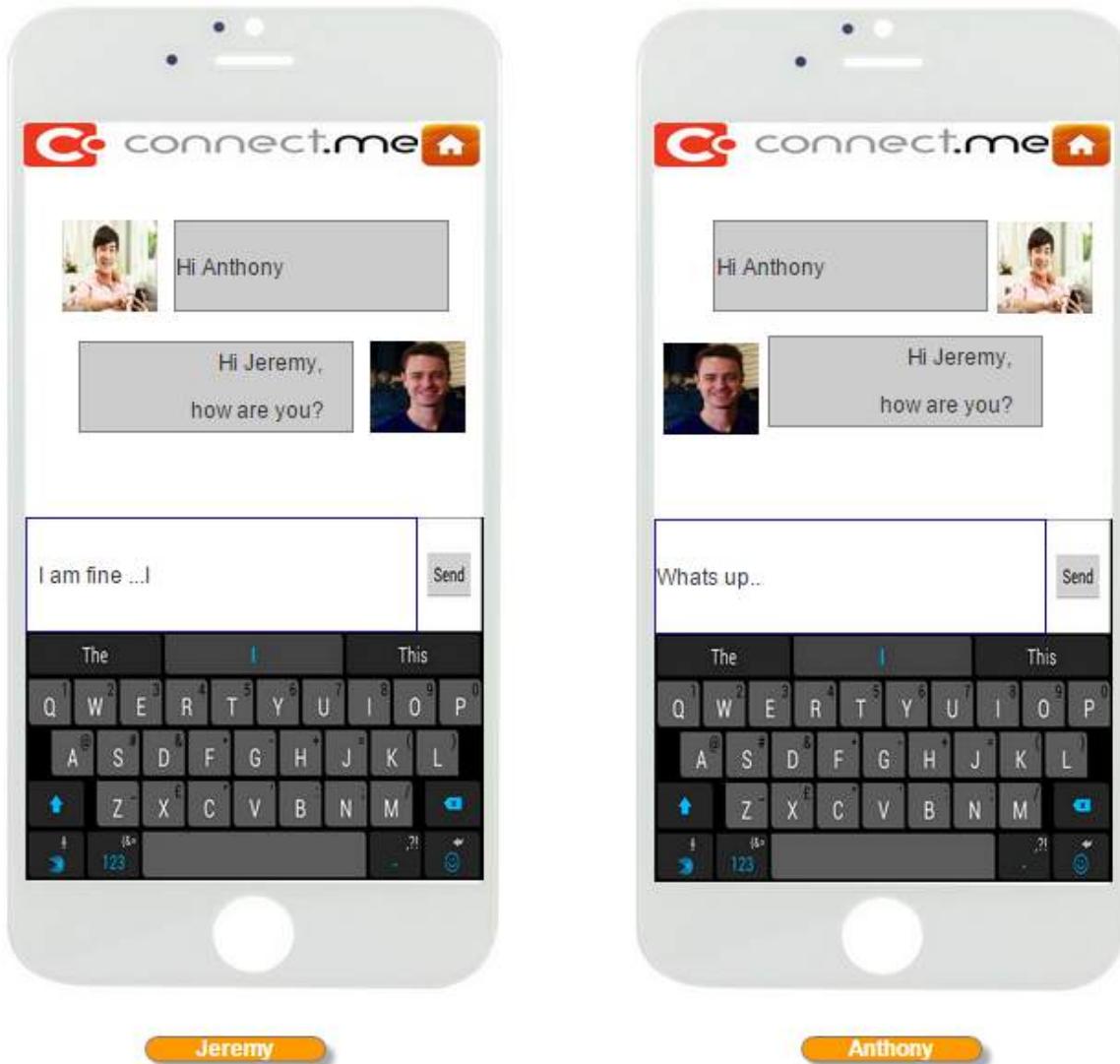
Jeremy

Anthony

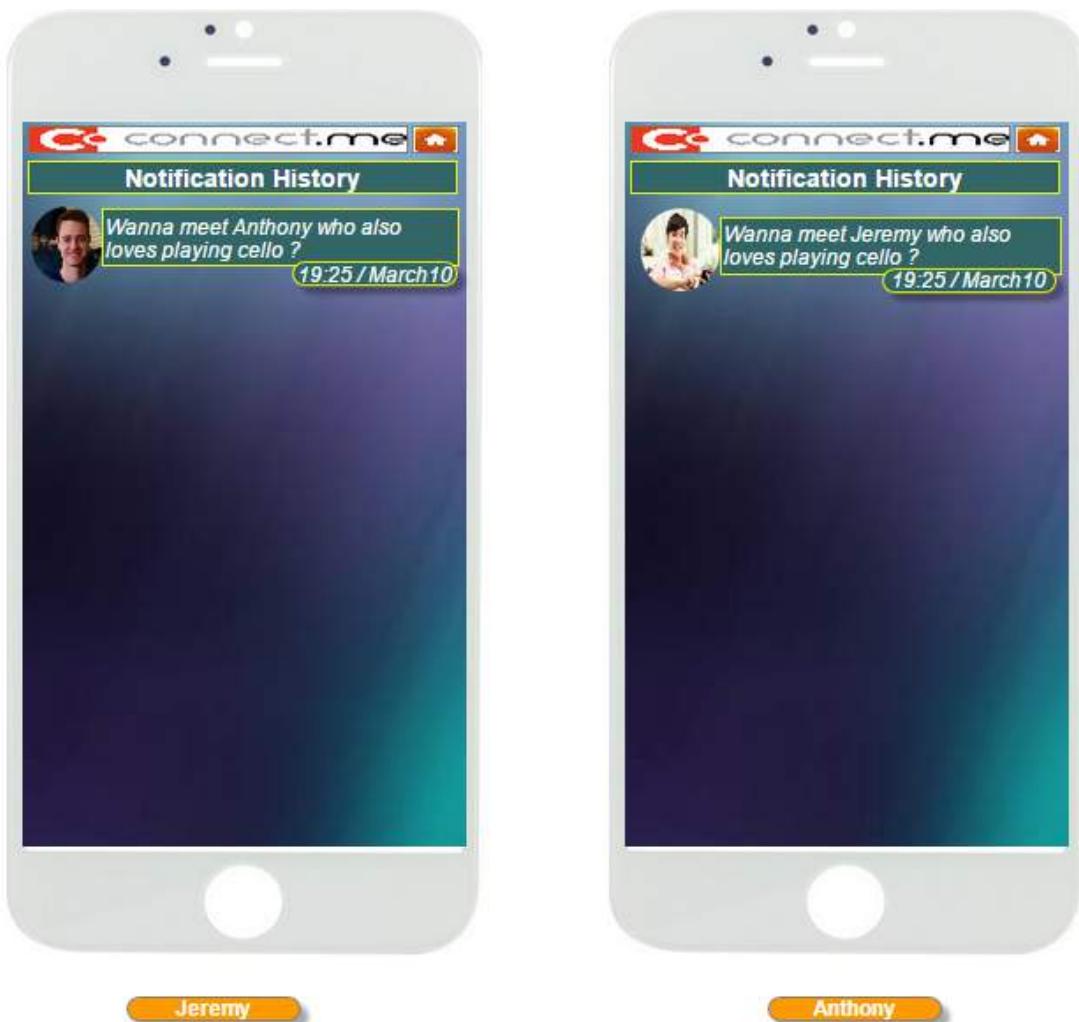


4. When Anthony also accepts the Jeremy as the suggested match. Both Jeremy and Anthony receive a notification and when they click on that notification they are directed to a private chat for further communication.



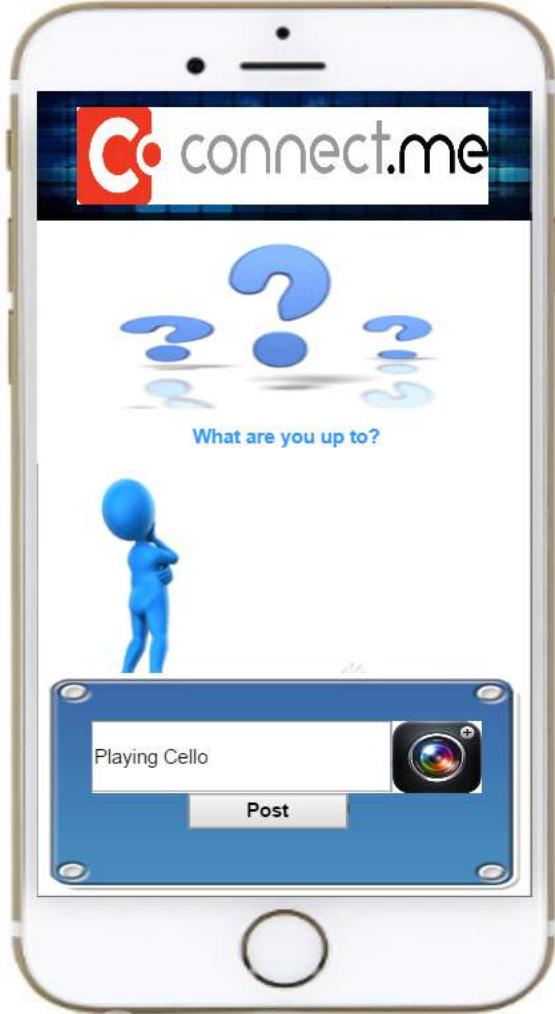


5. If Jeremy clicks on the review later button the notification will be stored in the history of the app and he can visit it later and take actions on it.



8.2 INFORMATION KEYPATH

Screen 1: Information Retrieval - Post Interest Screen



This screen is displayed to the user upon registering to the app. Jeremy in our activity scenario being the user of the application, can be seen typing “Playing Cello” in the text box as his post.

A camera option is provided to the user which redirects the user to the camera upon tapping.

Screen 2: Information Retrieval - Camera Screen



This is the camera that is opened upon selecting the camera option on the previous screen. In our activity scenario Jeremy is fond of playing cello and is keen on meeting others with similar interests so that they can perform together for an upcoming event. This is Jeremy taking a picture of a cello to describe the activity he has mentioned in this post.

Screen 3: Information Retrieval – Camera #Tag It Screen



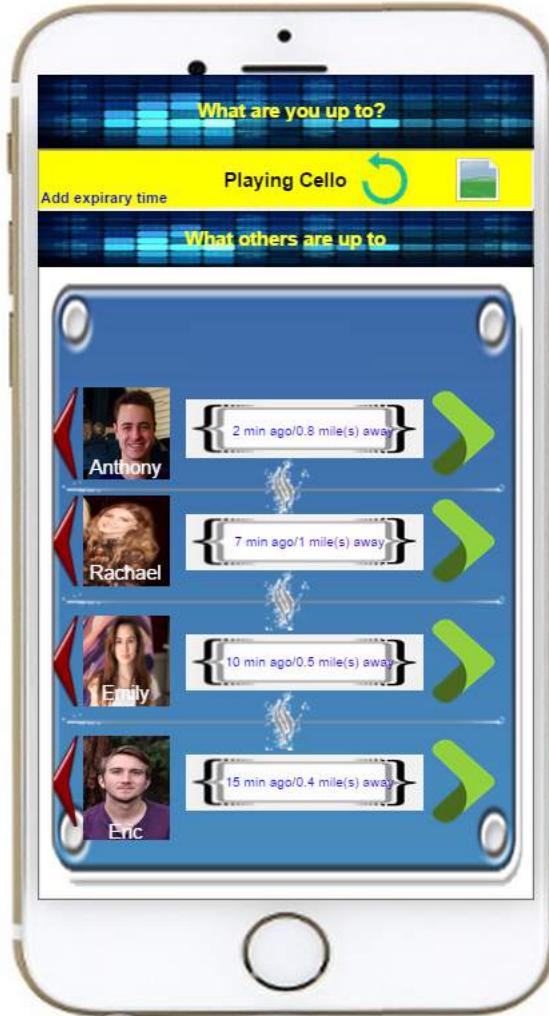
The user can # tag the picture for matching purposes by entering it into the textbox provided. In our activity scenario Jeremy is interested in playing cello and hence has tagged the picture of his musical instrument by typing “Playing Cello” in the text box provided. Upon clicking continue the user is redirected to the “Location sharing” screen. Upon clicking the camera option the user can take another picture if the one taken previously doesn’t meet his/her expectations.

Screen 4: Information Retrieval –Location Sharing Screen



This screen is presented to the user so that the user can share his/her location with the app upon clicking on the share button. Clicking on the share button helps get matches within a proximity and help in immediately matching the user to others close by and help them reach out to you when the match is suggested.

Screen 5: Match Suggestions–Search Results



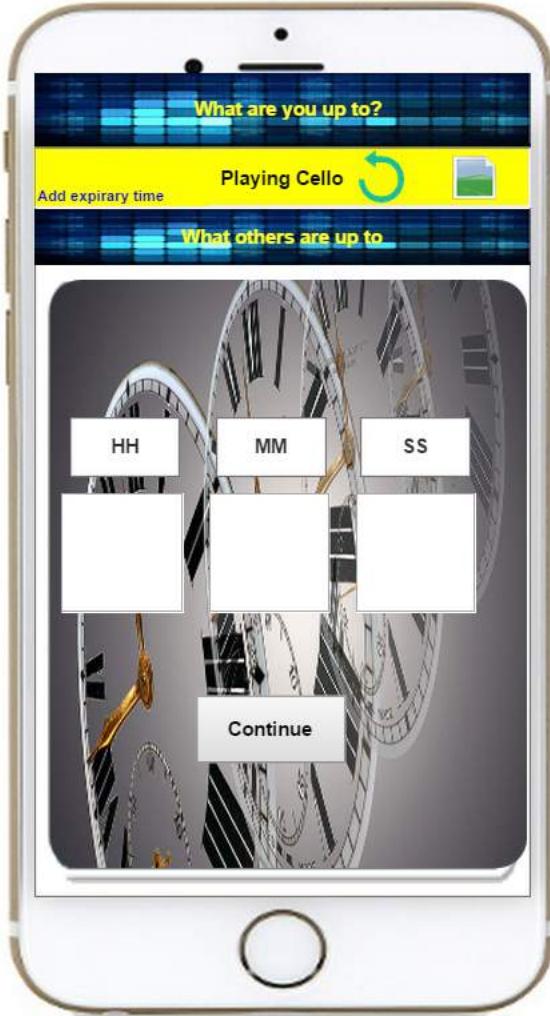
This screen shows all the suggested possible candidates for the user to be matched upon. In our case Jeremy matches with another user named “Anthony” who is also interested in playing cello with Jeremy. Options present:

- Add Expiry Time
- Re-Post
- Retake the picture
- Red Arrow (decline)
- Green Arrow (accept)

Salient User Interactions:

- Hover over green arrow (accept)
- Hover over picture

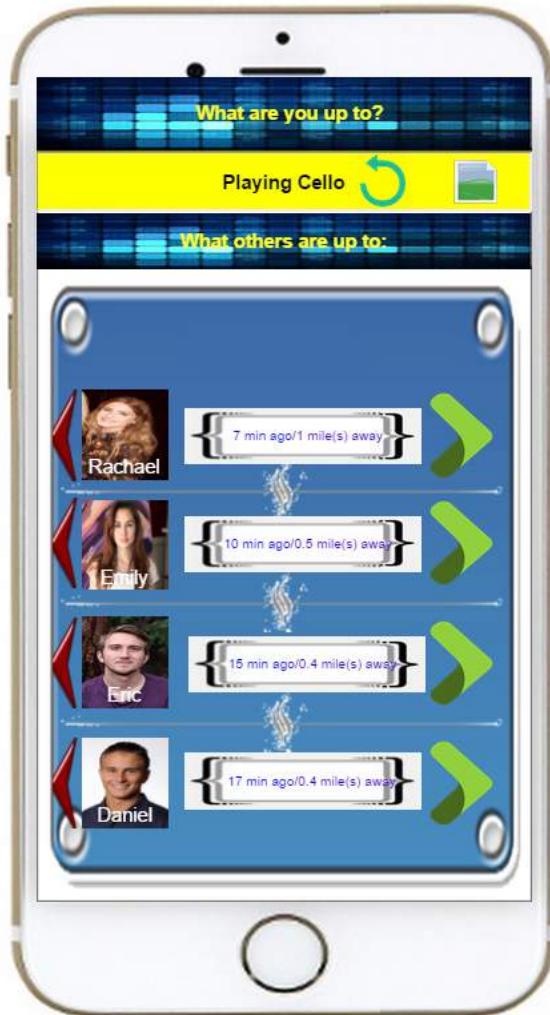
Screen 6: Match Suggestions – Search Results (Add Expiry Time)



Upon clicking on the “Add Expiry Time” option, the user is shown a screen where he/ she can enter the duration of the activity which will be visible to the other users using the app.

- The “Repost” option takes the user back to the “Post Interest Screen” so a new post can be entered.
- “Retake a Picture” option sends the user to the camera option where the user can retake the picture if the original one hasn’t met his expectations and give a new tag to it in the process.

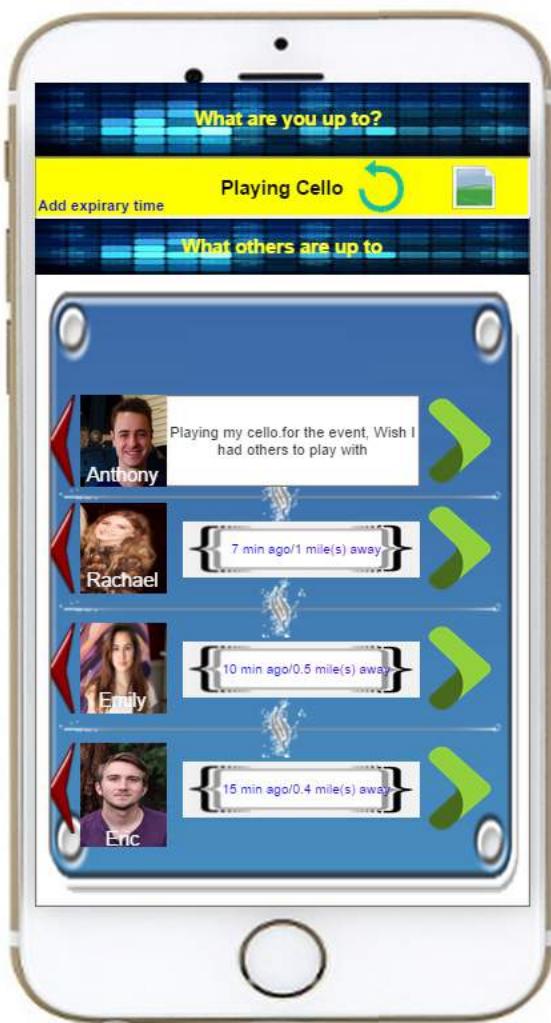
Screen 7: Match Suggestions – Search Results/Red Arrow (decline)



When the user clicks on the red arrow meaning rejection the second search option climbs up the visibility ladder to concentrate on while the previous option is declined and removed from the search options. Green Arrow (Accept) takes the user to the “User Profile”.

- Match Suggestions – Search Results/Green Arrow (accept)

Screen 8: Salient User Interactions- Hover over green arrow (accept)



Hovering over the green arrow displays the post posted by that particular individual. For example Jeremy can find Anthony's present activity through viewing the post Anthony has posted.

Screen 9: Salient User Interactions – Hover over profile picture



Hovering over the profile picture of an individual displays the picture that the particular user has uploaded and tagged as well. Jeremy could find out that Anthony is eagerly trying to enroll into the upcoming music event through the picture uploaded and # tags used.

9. Claims Analysis of Match Notification Inspirations

CLAIMS ANALYSIS

- COFFEE MEETS BAGEL
- HIGHLIGHT
- COFFEE THE APP
- HINGE
- HERE ON BIZ
- HAPPN
- TINDER
- YEP

<u>FEATURES:-</u>	<u>APPS (EXAMPLES):-</u>	<u>Claims</u>
Static and Dynamic Location:-	Hinge, Highlight, Coffee meets Bagel, Tinder, Meet Me and Happen.	<p>(+) In case of GPS or Map based location services, it recommends matches as per the changing locations, which increases the probability of opportune matches. Example:- A user going for a holiday or out of city, will be able to see people on the app to that particular place as well</p> <p>(+) App using static location is preferred by users looking their match nearby</p> <p>(-) Dynamic Location uses maps which drains off the mobile battery.</p>
Gamification of like or pass functionality-	Tinder, Happen, Hinge, Coffee meets Bagel.	<p>(+) It provides a fun factor for users</p> <p>(+) Entices users to spend more time on the app.</p> <p>(-) This may not be very appealing for some of the people in higher age group</p> <p>(-) Gamification may lead to digress the users from focusing on the match suggestions</p>
Multiple Options a day vs Single option a day:-	Hinge vs Coffee meets Bagel.	<p>(+) One match per day enforces user to focus on the details of the match suggested.</p> <p>(+) Number of options increases in case of multiple matches</p> <p>(-) One Match per day is very restrictive for users who are looking for a match in a limited time frame.</p> <p>(-) Multiple options may lead to loose focus on individual parameters of the suggested match.</p>
Third Degree Recommendation	Hinge, Happn, CMB	<p>(+) Suggested Match may be an acquaintance providing the comfort factor for initiating the conversation</p> <p>(+) It reduces the probability of the suggested match being hostile or criminal</p> <p>(-) The match suggestion may be revealed to the common friend, which may not be desirable to the user</p>

Appendices

Summary of Work Distribution

General Organization: Anand, Sowjanya, Sindhu, Amit

Final Report Draft: Sindhu, Sowjanya, Vamsi Krishna, Amit

Revision: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit..

Editing: Sindhu, Vamsi Krishna

Vision Statement: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit

Stakeholder List: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit

Target Demographics: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit

Problem Scenario: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit

Activity Scenario: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit.

Key Path Scenario: Anand, Yashwanth, Vamsi.

Claims Analysis of Match Notification Inspirations: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit.

Claim Analysis of Groups: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit.

Axure Prototype :Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit.

Information Scenario: Anand, Sowjanya, Sindhu, Vamsi, Yashwanth, Amit.

OTHER CLAIMS ANALYSIS

CLAIMS ANALYSIS

- COFFEE MEETS BAGEL
- HIGHLIGHT
- COFFEE THE APP
- HINGE
- HERE ON BIZ
- HAPPN
- TINDER
- YEP

Data Collection Process	APPS (EXAMPLES):	Claims
Using GPS location / Google Maps etc. Track frequently visited places.	Waze, Happn, Foursquare	<ul style="list-style-type: none"> + Helps in communicating the information to app users. Eg: Traffic, Accidents and police information is communicated in Waze + Helps to track the location history of frequently traveled routes of the user and ask relevant questions like “Is it your home or office ?” “ Your favorite location?” etc - GPS and Google Maps drains the mobile phone battery

Data Collection Process	APPS (EXAMPLES):	Claims
Asking users to fill detailed profile information and preferences	OK Cupid, Happn, Coffee meets Bagel, Facebook,	<ul style="list-style-type: none"> + Rich profile information can be leveraged for generating the match -Users are reluctant to fill the detailed profile information right at the time of registration -Sometimes Users end up providing junk information for mandatory questions

Data Collection Process	APPS (EXAMPLES):	Claims
Popup Questions considering the time and context	Waze, Facebook, Foursquare	<ul style="list-style-type: none"> + Pop up questions can be very useful in recommending the match if asked with respect to opportune personal, social and relational context. + Multiple choice pop up questions are quick way to gather relevant data and also prevents user from providing junk information -Too many popup questions can be annoying for the users

Data Collection Process	APPS (EXAMPLES)	Claims
Using data from other social networking sites / apps	Foursquare, Swarm, Coffee meets Bagel, Happn, Lulu, Facebook , Foursquare.	<ul style="list-style-type: none"> + Collecting data from other apps is a collaborative way to get information. No need to reinvent the wheel for functionality whose data can be gathered from other apps. Eg: Foursquare collects checking information from swarm app -Every app owners may not agree to share the information -Too much integration among the apps / sites may invite inappropriate usage of data.

Data Collection Process	APPS (EXAMPLES)	Claims
Updates/ reviews / ratings provided by the users directly on the app	Lulu, Waze, Foursquare , Coffee meets Bagel, OkCupid.	<p>+ The app like lulu allows the users to express and share their opinions on the male users of facebook which can be leveraged for further recommendations.</p> <p>+ Updates / reviews / ratings can be helpful for analyzing the likes and preferences of the user. Eg: Reviews/ratings provided by the users in Foursquare.</p> <p>-Updates / reviews will generate lot of unstructured data which may impact the performance</p>

OTHER PERSONAS



Goals:-

- To become an entrepreneur and start a new business venture post completion of the course.
- To continue playing basketball Professionally – state level.

Frustrations:-

- Not happy with the social life on NJIT campus.
- Very unhappy to see the support for athletes (NJIT Highlanders) in NJIT.
- Hates living in Newark.

Austin McAuliffe

Baseball Freak!!!

- Age : 25
- Gender: Male
- Occupation/Role: Student / Athlete
- Field of Study: Masters in Business Administration.
- Level of Computer expertise:- Good
- Nationality:- American
- Marital Status:- Single
- Relationship Status:- Single
- Location:- NJIT College Dorm – Lauren Hall – Newark.

- Graduates this semester.
- Loves staying fit and playing basketball professionally (NJIT Highlanders).
- Has been a part of NJIT Highlanders team since 5 years.
- Enjoys hanging out with friends.
- Loves meeting and talking to new people.
- Prefers to connect to people physically than online or mobile apps. More inclined towards face to face interaction.
- Prefers to do activities such as laundry, grocery etc with friends or people.

Elaborate Description:-

Austin is pursuing his MS in Business Administration from NJIT. He plays baseball professionally in the team NJIT Highlanders. He has passed his undergrad degree from NJIT. He has been a part of NJIT Highlanders Baseball team since 5 years. After Austin finishes his MBA, he plans to open his own business venture in New Jersey.

Austin currently has no girlfriend but he is not interested in having one too. He is a focused individual, and has given all his attention to MBA, Baseball and his plans to open his own business venture. He is very unhappy with the social life on campus. He finds that students do not interact much on campus. He wants that life on campus should be more happening and wants students to support the NJIT Highlanders team. Also, he was willing to join any app or community such as Facebook etc. in order to connect to more people on campus.



Jeremy Jen

"Music is like Panacea"

<p>Goals</p> <ul style="list-style-type: none"> • Enrollment into a good medical college • Work in the field of medical machinery <p>Frustrations</p> <ul style="list-style-type: none"> • Cost of medical education is very high in United States • Unable to manage time for other activities

Background	Main Points
<ul style="list-style-type: none"> • Age : 22 • Gender : Male • Occupation : Student • Program Level : Undergraduate • Major: Biology • Level of Computer expertise:- Good • Living Location : NJ suburb • Nationality : Chinese • Language : English , Mandarin • Marital Status : Single 	<ul style="list-style-type: none"> • Loves playing music & basketball • Serious towards studies • Like to do Church activities • Spends most of the time hanging out with friends and family • Graduating this semester

Elaborate Description

Jeremy Jen is a Biology student and like explore the field of medical machinery and global medicine. He is a 22 year old undergraduate student majoring in Biology from NJIT. He is a great music lover and loves to play piano, cello and also like singing. As a sports person he likes to play basket ball. He likes to spend his leisure time with his friends and family. He embraces Christian culture and is a active participant in Church activities.

He looks forward to be in a good medical college after completing his undergraduate degree this semester from NJIT. High cost of medical studies in United States really frustrates him. He don't like to miss any class but time management for his studies and his interests is his real concern. He wish that students at NJIT can be more open in terms of sharing thoughts and interests.



Charishma Yedula

"Each day is a new canvas to paint upon, make sure your picture is full of life and happiness and at the end of the day you don't look at it and wish you had painted something different...!!"

<p>Goals</p> <ul style="list-style-type: none"> • Wants to earn a living by herself and live life her terms • Fulfill the needs of her parents • Gain knowledge in her field of interest <p>Frustrations</p> <ul style="list-style-type: none"> • Shuttle service not available before evening • Work gets really hectic and hardly finds time for herself

Background	Main Points
<ul style="list-style-type: none"> • Age : 22 • Gender : Female • Occupation : Student • Program Level : Graduate • Major: Civil Engineering' • Level of Computer expertise:- Mediocre • Living Location : Harrison • Nationality : Indian • Language : English , Telugu, Hindi • Marital Status : Single 	<ul style="list-style-type: none"> • Works part-time. • A food lover that enjoys exploring various kinds of foods • Ambitious about career • Planned and Organized in regard to her priorities.

Elaborate Description

Charishma is a first year graduate student who lives off campus. She's currently living in Harrison. She works in a restaurant, which takes an hour to travel. She basically spends three days a week on campus and another two or three days working in restaurant. Since she wasn't that much into the restaurant job and found it hard to balance the work and study, she's considering resign and focuses more on her schoolwork in order to find a decent job after that.

She's really good at cooking and likes to try different cuisines. When she's making something delicious, she invites friends home to taste food and have fun.

She's a persevering person who's not easily giving up. She likes to help people figuring out the problems and enjoying the process to talk with them. That's why her friends usually turn to her when they have unclear issues since she's a good listener and makes good suggestions.



Sravan Kumar Nadipalli

"Putting Brains to Muscle."

Goals	Background	Main Points
<ul style="list-style-type: none"> • To stay fit • Graduate on time • Move to Manhattan 	<p>Background</p> <ul style="list-style-type: none"> • Age : 24 • Gender : Male • Occupation : Student • Program Level: Graduate • Major: Pharmaceutical Engineering • Level of Computer expertise:- Good • Living Location : Newark • Nationality : Indian • Language : English , Telugu 	<p>Main Points</p> <ul style="list-style-type: none"> • Spends some time every day at the NJIT gym. • Loves being fit • Recently joined NJIT and is his first semester • Doesn't like the classes
	<p>Elaborate Description</p> <p>Sravan is a "fitness freak." His college life revolves around the NJIT gym and lectures. He's majoring in Pharmaceutical Engineering. Sravan bloats about his fitness regimes and diet. He has his own defined nutrition diet which he strictly follows everyday. He has become quite serious about his fitness and diet after coming to US. He usually doesn't take his classes seriously. Sravan wants to graduate in 3 semesters. He's still not sure as to which area he wants to specialize in and what kind of job he is looking for. Sravan is new to college and everything around him seems new to him. He likes Apple products and is planning to buy an iPad as he's planning to take online classes in the next semester and hence an iPad could help him to view lectures comfortably. Besides, Sravan is a less spoken man and is usually shy towards girls. Few times a month, he takes the PATH train over to New York and explores the city all alone with his headphones and his beloved music on his iPhone. He prefers walking in Manhattan exploring bit by bit of the city every weekend walking down the streets. He's "digging" the scene there and is pondering moving there after graduation. He thinks the other guys in his subjects are not fitness freaks like him and does not find any common chord to connect with them. He thinks the services offered by NJIT for fitness like swimming pool, gym and various outdoor sports are not utilized by his colleagues and thus claims them boring. One of the reasons he rarely hangs around students in his classes is because they are only talking about studies and he doesn't consider its worth his time.</p>	

Frustrations

- He is new and has no friends at NJIT
- Thinks other students aren't attentive towards fitness
- Doesn't like living in Newark



VENKAT NAGABABU GANTA

"Life is a Highway"

Background	Main Points
<ul style="list-style-type: none"> • Age : 24 • Role : International Student • Field of Study : CSE • Level of Computer expertise : Good • Lives in : 739 Harrison Avenue, NJ • Marital Status : Single 	<ul style="list-style-type: none"> • Spends most of the time talking To his girl friends • Graduates Next year • Loves cooking and eating • Watching Short films • Has deep insight about his career
Goals	Elaborate Description
<ul style="list-style-type: none"> • Want to establish a Software Company • Want to buy a Ferrari car. • Want to become Slim • Want to speak English fluently 	Venkat is first year International student with a smile always On his face and has good sense of humor. He is majoring in Computer science and He spends 5 days On campus. He lives In Harrison near to Burger King. He has strong understanding About his career and he has chosen correct path according to his goal and the ultimate goal of him is to establish a Software company. He is more passionate on sports cars and He wants to buy a Ferrari.
Frustations	<p>Venkat is a foodie and he also loves to cook different kinds of food. But he wants to become slim and fit and he started going to gym and playing squash on campus. He spends most of the time talking to his girl friends and watching short films.</p> <p>He shows interest in participating all the parties going on campus and he volunteers in most of the events conducted on campus. He finds difficult to manage two girl friends at same time. As he is a foodie he feels frustrated in finding Indian food in place where he lives. As he studied in his regional language, he finds difficult to speak in English. He likes to communicate with more people on campus.</p>



PRIYANKA MAHANKALI

FASHION IS ABOUT SOMETHING THAT COMES FROM WITHIN

BACKGROUND

- Age : 22
- Role : International Student
- Field of Study : Computer Science
- Level of Computer expertise: Good
- Mobile device: Android.

MAIN POINTS

- A Fashion Lover and aims to become a super model.
- Ambitious about career.
- Spends most of the time in new city and loves listening to different genres
- Graduates next year..

GOALS

- Aims to become a super model in fashion industry.
- Wants to balance both studies and fashion and hence aspires to graduate with a good GPA.

ELABORATE DESCRIPTION

Priyanka mahankali is a self motivated girl who has many dreams and aspirations, and a strong will on succeeding her goals and Aims. She has many interests like cooking and listening to music, and she loves to find friends with similar interests.

FRUSTRATIONS

- Has limited number of contacts.
- Hard to balance both fashion and studies.
- Still in the beginning stage in fashion industry.

She is successful in her personal life and has found her love of life and she would also love to welcome any new app which entertains her. She stay at University Centre at NJIT and would love to hangout with her friends and boyfriend to New York, She is so self motivating that she balances her studies, relation and fashion goals, and also she loves socializing.

OTHER PROBLEM SCENARIO

Jeremy is a music lover and he is very fond of playing cello and piano. Jeremy aims to create a community of students who love playing cello at NJIT. He also wants to give a live performance of cello with his group in a major event at NJIT. Apart from music, Jeremy is also passionate about playing basketball. Normally, after his lectures, Jeremy either practices his piano lessons or plays basketball in the club around his home in Hoboken, New Jersey.

Last Thursday, Jeremy decided to leave early for college to find other fellow students at NJIT, playing cello or piano and also to attend a music event at NJIT that evening. Unfortunately, Jeremy has limited number of friends and he didn't want to aimlessly ask unknown students on campus about their interest in playing piano or cello. He made contact with his friends on facebook and twitter, and he did receive some positive replies from his friends but unfortunately, they are not from NJIT. Jeremy commutes via train that stops at Penn Station and he takes the Penn station shuttle to NJIT. He did meet a few of his fellow friends from a different major that day in the train. He had met them on campus on the orientation day, but he didn't know much about them. As soon as, they reached NJIT, those students from the train went to some other building and Jeremy proceeded to search for someone who was interested in cello or piano music. He started talking to his friends from his own class, whom he knew well.

Eventually after trying a lot in whatever way he could, Jeremy that day gave up on his idea of performing in a live concert with fellow students at NJIT. However, he did not want to miss out on the event and finally attended the music event at NJIT that evening. He was shocked to see a band of people playing cello and performing live concert at the very event he dreamt of. The students performing in the event were the same students that Jeremy had met in the train. Jeremy was frustrated with the idea of not asking random people about the same interest as his. If he had spoken anything about music to those students, then he would have come to know about their interest in cello and piano music and might as well be a part of the event that evening itself. Lack of networking left Jeremy with this missed opportunity of meeting students on campus, having the same interest as his own and eventually he missed the opportunity to perform at an NJIT music event that evening.

OTHER ACTIVITY SCENARIO

A Day Jeremy Would Never Forget

On March 10, Tuesday around 9.00 AM, Jeremy wakes up and realizes that his Biochemistry Class is in 4 hours. He then starts doing his Biochemistry assignment at around 9.30 AM. After completing his assignment, Jeremy has something to eat, gets ready and leaves for college at around 11:30 AM. Jeremy reaches college at 12:30 PM. He hangs out at the campus center for some time. At 01:00 PM, he comes to the Biochemistry class at the Central King building at NJIT. He listens to the lecture carefully and notes down the key points. After the lecture he goes to the library at around 04:00 PM and starts doing his Biochemistry assignment due next class. At around 05:00 PM, he receives a message from his friend Jihang who asks Jeremy if he wanted to join him play basketball at the NJIT athletic center. So he starts walking from the library towards the athletic center. As he approaches the building, he sees a poster glued to the glass door at 05:15 PM. Much to his glee, the poster says that there is a cultural event that will be conducted on March 13, Friday 01:00 PM at the auditorium at Kupfrian Hall. Delighted upon stumbling on the news, he reminds himself of his interest in showcasing his art of playing cello in a concert. He feels that it is a very good opportunity for him. He continues reading the poster and as he reads through to the bottom, it is written in small red colored letters that only group performances will qualify in order to perform at the event. On completely reading the poster, Jeremy gets upset and disappointed. He doesn't know any other friend at NJIT who likes playing cello. Then Jeremy heads home. Jeremy reaches home at approximately 06:30 PM. All the way coming back from the college, he thinks about the opportunity of performing at the live concert at NJIT and that makes him more anxious. He desperately wants to participate in the event. **So he starts thinking about the different ways that he could find more students having the same interest as of him. He starts thinking of ways to find students at NJIT who play cello, suddenly he remembers an app on his smartphone called "Just Like Me" that he recently installed.** Jeremy doesn't interact much with others and found the app to be quite useful in solving his introverted problems. Through that app Jeremy had met a friend who was interested in Medical Technology just as him and not only were they able to connect but created a public group of 10 students based on the common interest of Medical Technology.

The app was designed to form public or private groups once a connection was made and in doing so a public group would be visible to join if other users wanted to be a part of it, through common interests. So instead of searching for a user in the nearby vicinity who may or may not be free to discuss such common interests, they can join an already existing group or can create a group of their own and grow. The precondition to it was that there needed to be at least one personal connection with a member of that group on the app. One can type their interests in the search bar and can find the people who have interests in common. The group messaging feature of the app helps to create and join groups based on any interest. Jeremy then thought of trying the same through the Just Like Me app. The app had the feature of showing

results of people with common interests when keywords for the search were entered. If there were two people who entered cello or playing music as an interest the app would suggest them to make a connection with each other. He searched in Just Like Me app by interest, i.e people who like playing cello. He found two people but none of them are from NJIT. He created a public group for people interested in playing cello and added those two people. One of the two persons Alex, started conversation with him and Jeremy too shared his problem of not finding anyone for playing cello in a live concert from his own college.

On March 11, Wednesday around 10:00 AM, Jeremy wakes up on the idea of trying to connect with others interested in cello through the app based on distance settings. The app doesn't show anything, but that's when it strikes Jeremy that the chances of finding people interested in playing cello with him would be higher near NJIT with the radius of the app stretching 10 miles at the max. He then leaves to go to college as he has his Chemistry lecture at 11:00 AM at Central King Building at NJIT. The lecture is for 2 hours and ends by 01:00 PM. After his lecture, Jeremy checks for any notifications in the app regarding the people interested in playing cello. **He got one suggesting someone who was interested in playing cello with him. But the person suggested by the app was someone Jeremy didn't find keen on making connections with. His name was Antony and was a classmate of Jeremy in his first semester. They had an argument over a group assignment then for which Antony's ego nor could Jeremy's introverted nature solve. But Jeremy knew that time was of the essence and still made a connection with Antony. Now Antony had to make a connection himself if this were to work out for the both of them. To Jeremy's surprise the connection was made and they both ended up talking over coffee at 3:00 PM. There was awkwardness in the air and it was visible that neither of them forgot anything that happened nor forgave each other. But since desperate times call for desperate measure they made a deep connection through the app, that allows users to keep a connection or block it.**

Once a connection is kept, the connection can be mended deeper with the number of times you meet each other or with the option to connect deeper. It was obvious that neither Jeremy nor Antony wanted a deep or long lasting connection so they ended up connecting each other on the basis of their interest: playing music. This facility enables Jeremy to notify Antony about any updates that Jeremy posted or added on his private space regarding to that interest and that interest alone. In other words anything personal or anything other than the common interest would not be shown or visible to one another. **After making that connection Jeremy and Antony parted their ways home hoping things would work well between them and the band that is to be formed.** Jeremy needed at least one more person to play with him and thought about it on his way home. He reached home at 07:00 PM, ate dinner and slept early, as he was exhausted.

The next day, on March 12 which was a Thursday, Jeremy got into his routine of getting ready and going to the college. He took his cello with him to practice after class. Jeremy leaves for college by 11:00 AM. Jeremy has his Medical Informatics

lecture at 02:00 PM at Cullimore Hall. At 12:30 PM he speaks with his friends regarding his issue in forming a band. It was already 01:00 PM then. Jeremy decided to buy chips, cookies and other snacks to eat before his lecture. While he was buying these things at the Campus Center at 1:20 PM, he met one of his class mates from the Medical Informatics class. His name was Yangru Wu. He was an international student and was Chinese. He spoke to Yangru about his passion for Cello. Yangru also spoke about his passion for cello and piano with Jeremy. Jeremy was very happy to hear the same. Yangru said to Jeremy, that he loves playing cello in his free time at his home. Listening to this, Jeremy quickly spoke to Yangru about the live concert that was scheduled on March 13, Friday. However to Jeremy's dismay, Yangru said no to Jeremy to perform at the concert as he used to play cello only for his happiness and self-entertainment. Yangru was a shy person and considering his fear of large crowds, he had no thoughts of playing music in a live concert. Jeremy tried to convince Yangru a lot, however, Yangru clearly rejected his proposal to play live in front of a large audience. Jeremy felt his chances of performing in a live concert were getting slim with nothing going in favor of his plight to find students who would play with him. Then after the lecture got over at 04:00 PM, Jeremy decided to directly go home as he was very discouraged with Yangru's response.

After the class ended by 4:05 PM he saw a link directing to a private space in the app posted by Alex. The app offers a feature of creating a space within the app for people to connect. For example let's say that Eric was interested in watching football live at a stadium and asks his friend John to join him.

If John isn't free at that time but is connected with Emily who is interested in going to the game, John can create a space on the app and provide the link to both the parties. If both the party members were to click on the link they both would be redirected to a common space where they can connect with each other. But for this to work both the parties must click on the link, otherwise nothing can go further. This feature is optional and can also be switched off if not interested. Without thinking twice, Jeremy clicked on the link that redirected him to a page where he was connected with Eve who was also from NJIT interested in playing cello at the live concert. Jeremy thanked Alex and immediately took hold of the opportunity and created a common group on the app specifying a location for practice with the in app navigation facility. At 6:30 PM Jeremy, Antony and Eve met and practiced hard for the music event in the recreation hall. He left for home. In the train, he notices a group of students standing near the door and talking to each other at 8:00 PM. He recognizes three of them who are also from his college. He had met them on the orientation day at NJIT. He got a notification on his app showing those students being interested in forming a band too. Jeremy turned on the "Hot spot" option on his app, being the reason why Jeremy didn't show up on their notifications as a potential match. If he hadn't formed a group by then he would have thought of asking them whether anyone of them are interested in playing cello.

On March 13, Friday, around 11:00 AM, Jeremy gets ready to go to college to attend the cultural event which is at 01:00 PM. **Jeremy's hard work paid off and he had not only formed a band but was also able to participate in the event he had**

dreamt of performing in. As Jeremy played the cello in front of all those people watching, his heart was throbbing for that moment to never end. He thought to himself, "The app has changed my way of living and what could have been only as a dream, turned into reality with many watching us like we would probably have done if the app didn't "Just Like Me" to Antony and Eve". In the end it turned out to be 'A Day Jeremy Would Never Forget'.

OTHER INFORMATION SCENARIO

On march 10th, Tuesday, Jeremy reaches college at 01:00 PM, he comes to his Biochemistry class at the Central King building at NJIT. Around 05:00 PM, he receives a message from his friend Jihang who asks Jeremy if he wanted to join him play basketball at the NJIT athletic center. So he starts walking from the library towards the athletic center. As he approaches the building, he sees a poster glued to the glass door at 05:15 PM. Much to his glee, the poster says that there is a cultural event that will be conducted on March 13, Friday 01:00 PM at the auditorium at Kupfrian Hall. He continues reading the poster and as he reads through to the bottom, it is written in small red colored letters that only group performances will qualify in order to perform at the event. As soon as Jeremy read the poster at the gate of the Athletic Center, he gets excited about the event and checks if the same is posted on the app 'Just Like Me'. He discovered that the event was not posted on the app, so he posted the event on the app stating 'Music Event at NJIT on Friday 13th March, 2015 at Kupfrian Hall at 01:00 PM'. Since Jeremy was interested in performing at the event but, required at least two partners to form the group to perform. In order to search for the partners Jeremy posted a query on the app stating " Anyone who is passionate to play cello and is eager to perform at the event along with him can contact him right now or later".

The app 'Just Like Me', basically collects information from the users and helps them to connect to each other based on that information. In this case, Jeremy posted the query on the "Just Like Me" app in the following way. He first selected the college as "NJIT", location "NJIT Campus", interest as "Play Cello" ,meeting place as "Campus Center" and when to meet as "Right Now or Later". All the students registered on the " Just Like Me " app and satisfying the above criterion received the following notification " Are you interested to play cello in a performance along with Jeremy in the forth coming musical event at NJIT?" Anthony and Emily responded to the notification with "Yes" option. Then app asked the following question with them "Would you like to meet Jeremy in campus center?" app provided two options - "meet now", "meet later". Anthony responded, "meet now" and went to campus center to meet Jeremy. Emily was boarding the bus at the time when she received the notification, so responded as "meet later". Jeremy received both the responses of Anthony and Emily on the app. He waited for Anthony to come and meet him. Jeremy met Antony, discussed about the live event of playing cello, left for home. He reached. He reached home at 9:00 PM, ate dinner and slept early, as he was exhausted.

On March 11, Wednesday around 1:00 PM, Jeremy has something to eat, gets ready for college. When he is about to leave, his phone beeped. The notification was from

the new app, "Just Like Me". He got a notification from the app recommending a person who is interested in playing basketball. His name is Erick and Jeremy came to know about Erick's passion for basketball through uploaded pictures in his gallery. The app through its feature of geo-location, finds the people sharing common interests and attributes with the user in that search radius and notifies him. The default search radius is 300-yards. The search radius can be increased or decreased up to certain limit, which gives an added advantage for searching people in sparsely populated areas. As Erick lives in the nearby street and has a common interest of playing basketball, the app made a recommendation to Jeremy. The app is quite diligent; it matches Jeremy and Erick, as both of them at that point of time are open, not busy identifying the opportune personal and social context. Jeremy felt that his profile was interesting and started conversation with him. He came to know that Erick is pursuing his Ph.D in Rutgers and lives in the next street and they both planned to meet in a nearby basketball stadium near his college in Newark on Thursday evening. The app enables the people to meet with common interests, if both the users are willing. After the meeting, the app asks the user to express and share his opinions on the other person. The app uses this information in providing further recommendations in future. Apart from that, the app collects the updates, reviews and ratings, through which it analyzes the likes and preferences of the user. Jeremy then leaves for college. At 3:00pm, he attends his chemistry lecture in Central King Building at NJIT. The lecture is for 3 hours and ended by 6:00pm. After his lecture, Jeremy checks for any notifications in the app regarding the people interested in playing cello. He didn't receive any new notifications today from the people interested in playing cello at NJIT live concert. He left a message to Antony through the app, asking him to come for practicing cello. He didn't get any reply from Antony. The app accesses the user's personal schedule information from the mobile event calendar and doesn't send notifications, as the user is busy at that particular point of time. Jeremy checks his match history thinking whether he missed any recommendations as he was in class from the past three hours. The app also provides the history of people with common interests; the user has crossed paths with. The app also enables the user to go back and can start conversation with the missed recommendations. Jeremy didn't find any of them.

Jeremy needs at least one more person to play with him and thinks about it on his way home. Everyday he has to travel for one hour by train to go to home. While he is on train, his phone beeped again and he got a notification from the app. It recommends a person who is a Radiologist. Their common interest is Medical Technology. Jeremy searches for that person whether he is nearby to him on the train. To his surprise, Jeremy finds that he is sitting just behind him. He starts conversation with him.

The app helps in finding the people with common interests when they cross paths with each other. The app tracks the movements of the user throughout the day and records other users with shared interests that pass the user. Jeremy didn't get more information about the Radiologist as the details of the user are revealed based on the privacy controls set by the other person on the app. The app just displayed that the recommended person is a Radiologist who is having almost 25 years of

experience in the field of medical technology. The Radiologist is almost around 50 years of age. The app used the information from the Jeremy's age limit specifications provided by him in the app to suggest this recommendation. Jeremy told him about his interest in that field and they discussed almost for about 45min. He invited Jeremy to attend his seminar on recent innovations in the field of medical technology next week and he left. Jeremy adds this seminar to the app's alarm notifications, so that he will be notified of the next week seminar well in advance. He reached home at 8:00pm, ate dinner and slept early, as he was exhausted.

The next day, on March 12, which was a Thursday, Jeremy got into his routine of getting ready and going to the college. He took his cello with him to practice after class. Jeremy leaves for college by 11:00 AM. Jeremy has his Medical Informatics lecture at 02:00 PM at Cullimore Hall. After the lecture got over at 04:00 PM. App gives an alarm to Jeremy reminding him about his basketball match along with Eric at NJIT stadium after few minutes. Jeremy leaves campus center and walks towards the NJIT stadium. There he meets Eric and few other friends of Eric, who have also joined them to play basket ball. They all started playing basket ball and were cheered by few spectators present in the stadium to watch there match. Jeremy checked his mobile after first match and found a notification in the app. He clicked on the notification and found that it was in response to his query posted yesterday regarding cello player interested in joining him in the event on following Friday. The notification stated that there is a girl present in the stadium who is interested in meeting him regarding the cello performance at the event. Then app asks Jeremy, "would you like to meet her right now?". Jeremy answered the question with yes and then he was connected with that girl in the private chat. He located the girl with help of the app and met her, her name is Emily. They both discussed about their interest in playing cello and she agreed to perform in the music event along with Jeremy and Antony on the following Friday. Now Jeremy's group was complete and he was rejoiced with the thought of performing in the event. At 6:30 PM Jeremy, Antony and Emily met and practiced hard for the music event in the recreation hall and left for home. This was possible because that Emily received Jeremy's query yesterday regarding the partners for cello performance. At that time Emily was boarding the bus back to home, so she responded with the option of "meet tomorrow". So today when Jeremy is in stadium, app generated the match with Emily using GPS location tracking functionality.

On March 13, Friday, around 11:00 AM, Jeremy gets ready to go to college to attend the cultural event which is at 01:00 PM. Jeremy's hard work paid off and he had not only formed a band but was also able to participate in the event he had dreamt of performing in. As Jeremy played the cello along with Antony and Emily in front of all people. His heart was throbbing for that moment to never end. He thought to himself, "The app has changed my way of living, improving my network both personally and professionally and what could have been only as a dream, turned into reality with many watching us like we would probably have done if the app didn't connect me to Antony and Emily". In the end it turned out to be 'An app made a day, Jeremy Would Never Forget'.

