

CASE STUDY 1

getINVOLVED

Removing barriers to facilitate student discovery and growth

ROLE	UI/UX Designer
TYPE	Web-Application Redesign
TEAM	Me, Victoria Hong
TIMELINE	10 Days
TOOLS	Figma & Procreate

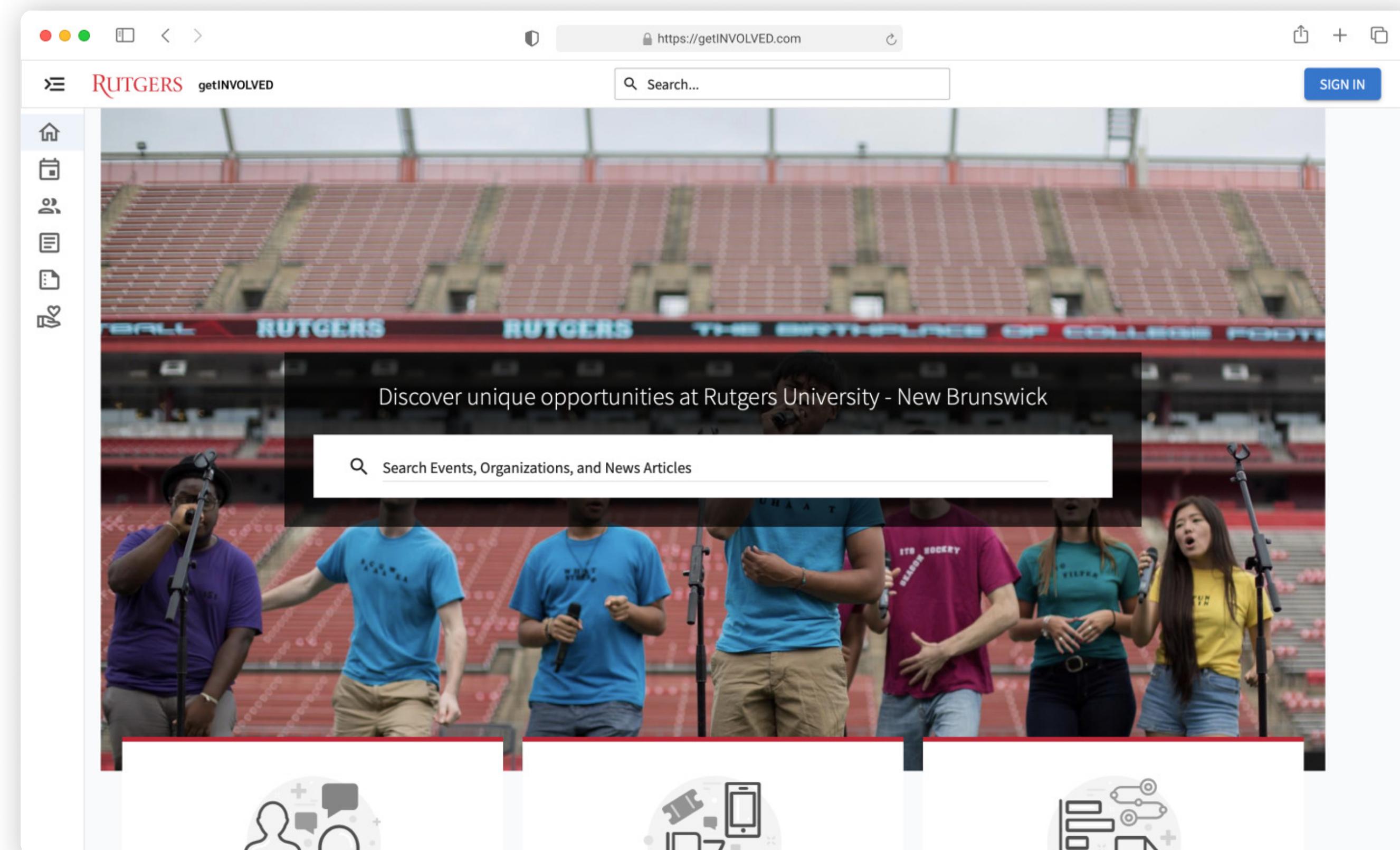
The screenshot shows a web application titled "getINVOLVED" with a search bar at the top. The search bar contains the URL "https://getINVOLVED.com". Below the search bar, there is a navigation menu with categories: Discover, Academic, Cultural, Greek, Professional, Religious, Service, Social, and Sports. Under the "Discover" category, there are filters for "Undergraduate" and "100 - 150" members, with a "Clear All" button. On the left side, there is a sidebar with search fields for "Tags" and "Member Count" (with options for less than 20, 20-50, 50-100, 100-150, and more than 150). The main content area displays five organization cards:

- Biomedical Engineering Society**: Describes the objective of promoting Biomedical Engineering (BME) through organized study, research, social, and industry immersed activities. It lists categories: Undergraduate, Graduate, Engineering, and Society.
- Engineering Governing Council**: Describes the EGC's mission to empower students of the Rutgers School of Engineering. It lists categories: Undergraduate, Graduate, Engineering, and Council.
- Packaging Engineering Club**: Describes the club for students majoring in packaging engineering or completing a packaging certificate. It lists categories: Undergraduate, Graduate, and Engineering.
- Minority Engineering Educational Task**: Describes MEET's mission to promote minority retention in engineering. It lists categories: Undergraduate, Graduate, Engineering, and Cultural.
- Douglass Women in Science and Engineering**: Describes Douglass WISE's mission to support women in STEM. It lists categories: Undergraduate, Graduate, Engineering.
- International Society for Pharmaceutical Engineering**: Describes ISPE's mission to educate students about the pharmaceutical and medical device industry. It lists categories: Undergraduate, Graduate, Engineering, and Society.

About getINVOLVED

Dedicated campus site for Rutgers University students to find clubs.

- 36,344 Students
- 750+ Clubs



DISCOVER

COVID-19 changed everything

All in-person activities and clubs were put to a halt.

I felt disconnected so I searched for opportunities to stay engaged and discovered getINVOLVED.

- Only has basic information
- Unable to find real-time announcements
- Outdated
- Relies on external communication

The screenshot shows a web browser window displaying the A.Life Ministry page on the getINVOLVED website. The URL in the address bar is https://getINVOLVED.com. The page header includes the Rutgers logo and the getINVOLVED navigation bar. On the left, there is a vertical sidebar with icons for Home, Clubs, Events, News, and Contact. The main content area features the A.Life Ministry logo and a brief description of the organization's purpose: "The purpose of this organization is to create an environment where those far and near from God can experience and share the love of God with others. The organization will teach the authentic Gospel and connect students with other Christian Organizations on campus as well as the rest of the Rutgers community. It will serve Rutgers University with excellence, truth, grace, and humility." Below this is a call-to-action button: "LETS DO LIFE TOGETHER! CLICK ON THE LINK BELOW TO JOIN A LIFE GROUP THIS UPCOMING SPRING 2021 SEMESTER!" followed by a link to aliferutgers.com. To the right, there is a "Contact" button and a grid of four "Gallery Image" thumbnails showing people in various settings. At the bottom, there is a "Contact Information" section with an email link to Connect@Aliferutgers.com and social media links for Twitter, Instagram, YouTube, and Facebook. There is also an "Additional Information" section with details about meeting times and student participation.

DISCOVER

Old Design

- Low discoverability
- Low search optimization
- Inconsistency
- Inefficiency

Home

The screenshot shows the 'getINVOLVED' platform's home page. At the top, there's a banner with the text 'Discover unique opportunities at Rutgers University - New Brunswick'. Below the banner are three main buttons: 'Find Organizations' (with a people icon), 'Attend Events' (with a calendar and smartphone icon), and 'Track Involvement' (with a document and gear icon). A search bar is located above these buttons.

Discovery

The screenshot shows the 'Discovery' page. It features a sidebar with navigation icons. The main content area is titled 'Organizations' and includes a search bar, a 'Categories' dropdown, and a 'Register an Organization' button. A list of organizations is displayed, each with a thumbnail, name, and a brief description. Examples include 'Calisthenics Club at Rutgers University' (described as 'An organization dedicated to the practice of bodyweight training - calisthenics strength training, hand-balancing, and mobility.'), 'Incoming Students 2022-2023: Student Orientation and Transition Programs' (described as 'This group is for all incoming students. You should check back here periodically throughout the summer/academic year to assist you through your transition to Rutgers University.'), '90.3 The Core' (described as '90.3 The Core is the student run radio station on Livingston Campus. We work to deliver outstanding alternative radio programming with PHS, to embrace local music, and to engage with our community.'), 'A. Life Ministry' (described as 'The purpose of this organization is to create an environment where those far and near from God can experience the love of God.'), 'Academic Programs at Douglass Residential College - DRC' (described as 'Academic Programs provides innovative programming for Douglass women through the Douglass Course, Global Village, Gender and Arts, and more.'), and 'Academic Team' (described as 'The Rutgers Academic Team is the organization for collegiate academic quizbowling involvement at Rutgers. We attend events held by ACF, NAQT, and more collegiate tournaments, and also host our own.').

Club Page

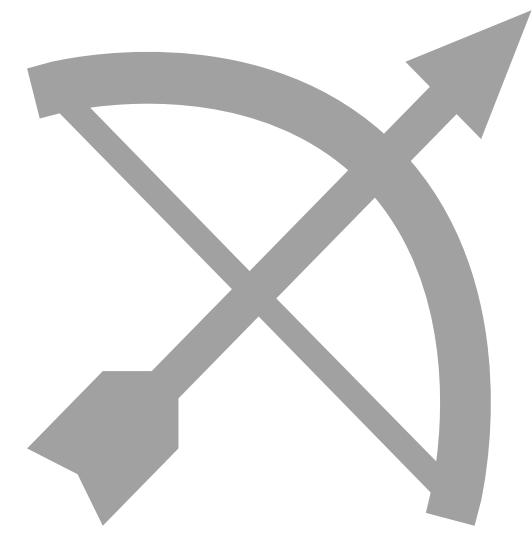
The screenshot shows the 'Calisthenics Club at Rutgers University' club page. It features a header with the club's name and a 'Contact' button. Below the header is a bio section with information about the club's Instagram and Discord links, and details about their weekly practices and events. There's also a 'Contact Information' section with an email address and social media links. At the bottom, there's an 'Additional Information' section with questions about meeting times and locations, and a 'Student Involvement and Leadership Organizational Theme' section.

Club Page

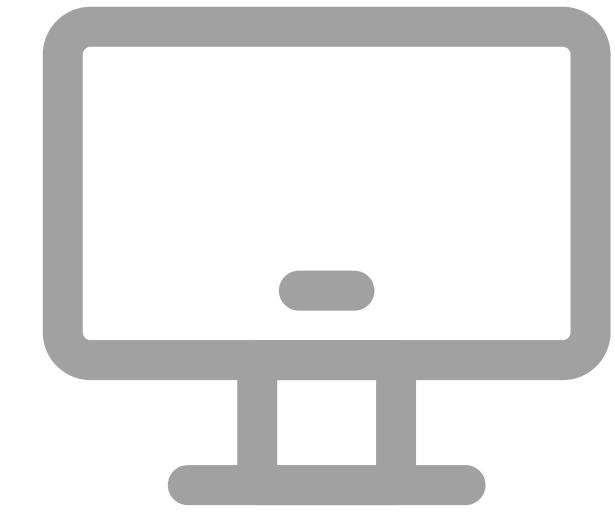
The screenshot shows the 'American Institute of Aeronautics and Astronautics' club page. It features a header with the club's name and a 'Contact' button. Below the header is a bio section with information about the club's mission and members. There are sections for 'Gallery Image' (with three thumbnail images of people working on projects), 'VIEW GALLERY' (button), and 'AIAA' (large logo). The page also contains a 'Student Involvement and Leadership Organizational Theme' section.

DISCOVER

Business Constraints



Easy & Quick To Build



Build Onto Existing Designs

DISCOVER

Research Methods



10 Survey Responses



Competitive Analysis

Survey Findings

How do students manage club communication?

100% use some form of social media*

90% rely on friends

50% strictly use email

0% use getINVOLVED

for club communication

*Instagram, Discord, Facebook, GroupMe

DEFINE

Pain Points

- High potential for opportunity loss
- Lack of user exploration and discovery
- Inconsistent profile from club-to-club
- Lack of personalization and socialization

DEFINE

Goal

Allow students and coordinators to **easily manage clubs in one place**, influencing user engagement and discovery.

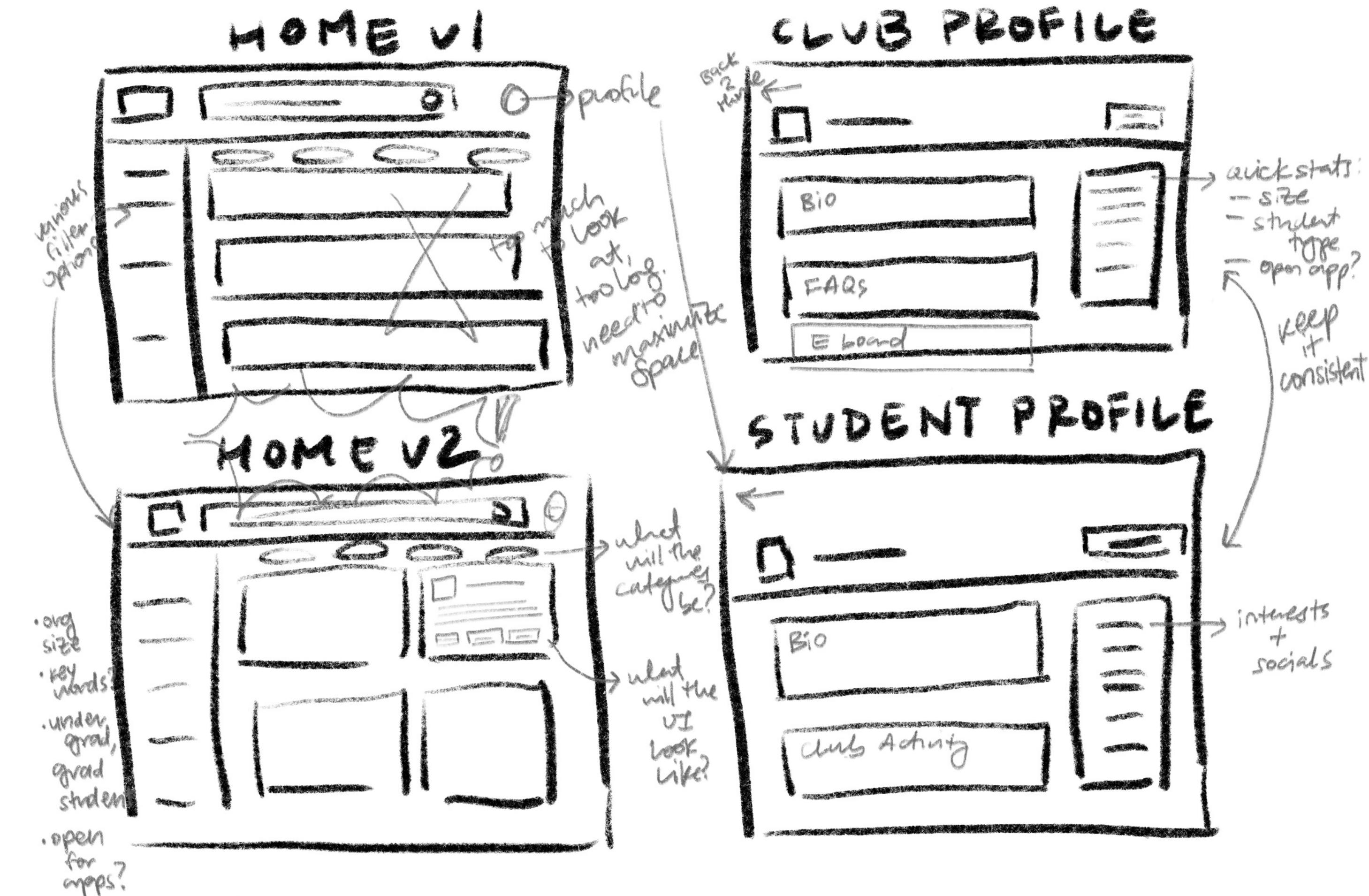
Competitive Analysis

- No leading student-club management platform
- Influenced by Yelp, the #1 food finding platform
- **Yelp influences exploration and discovery through efficient searches and seamless browsing**
- Qualities I wanted to emulate in getINVOLVED

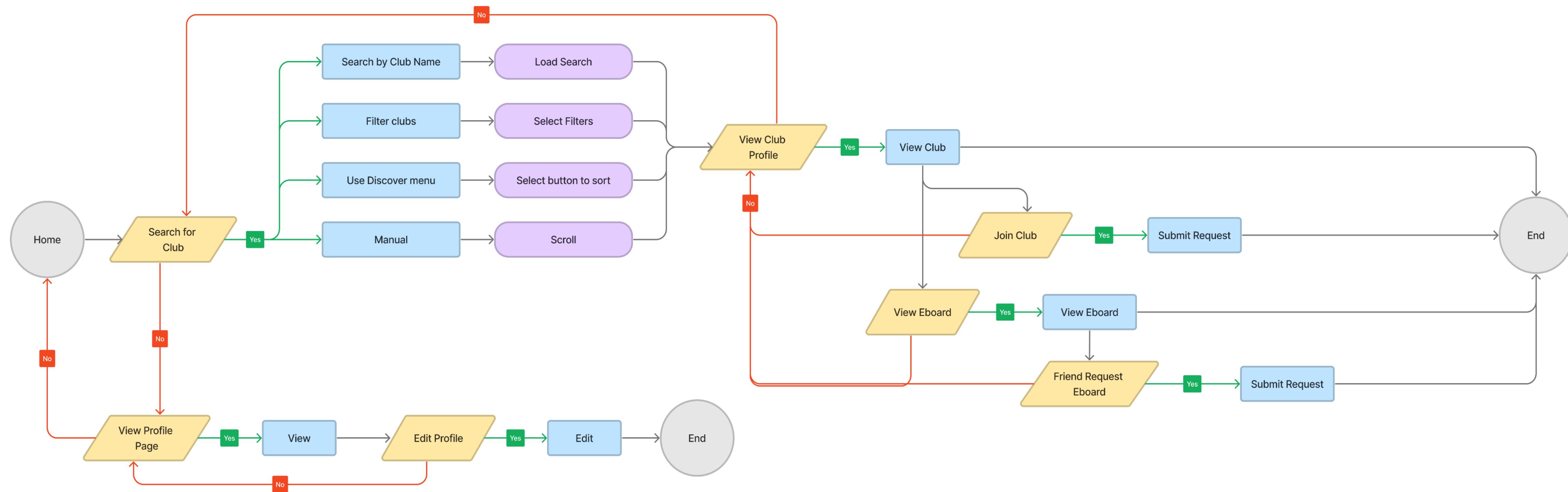
The screenshot shows the Yelp.com homepage with a search bar for "Restaurants" and "Denver, CO". Below the search bar are filters for price (">\$, \$\$, \$\$\$, \$\$\$\$) and categories (New American, Italian, French, Restaurants, American, Steakhouses). A map of Denver is displayed with numbered pins indicating the locations of top restaurants. Listings for Panera Bread and Jack in the Box are shown with their respective menu items and delivery/takeout options.

The screenshot shows the Yelp business page for Panera Bread in Denver. It features a banner with images of sandwiches, salads, and soups, along with a 2.3 rating from 85 reviews. The page includes sections for "Updates From This Business" (New Sourdough Melts) and "From This Business" (Soups), as well as links to the business's website and phone number.

Sketches



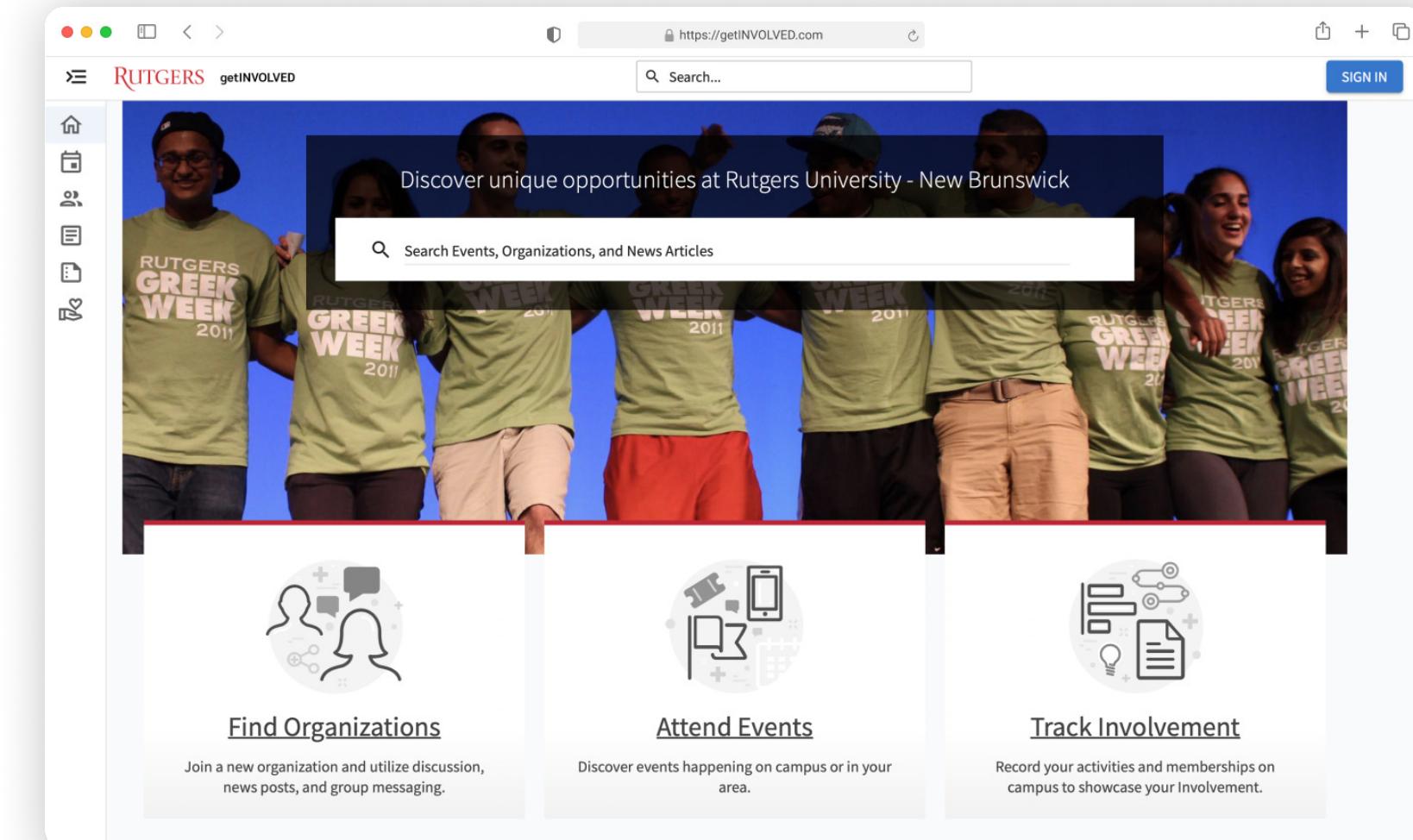
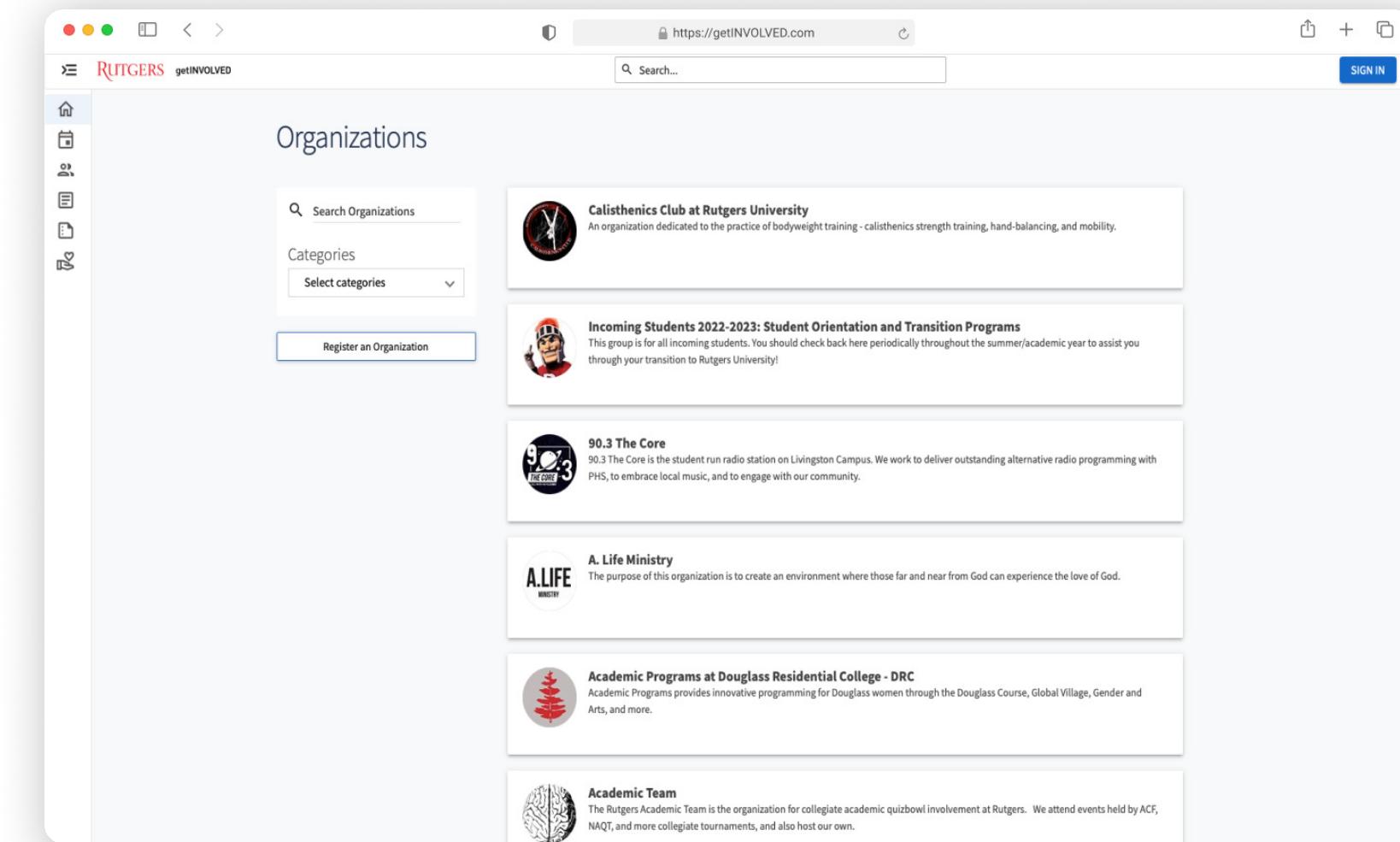
Architecture Design



PAIN POINT 1 & 2

Opportunity Loss and Lack of User Engagement & Discovery

- Poor use of landing page
- Difficult to browse
- Restricted search



PAIN POINT 3

Inconsistent Profile from Club-to-Club

- Club information changes from club-to-club
- Poor display of important information
- No display of club coordinators

The screenshot shows the Rutgers AIAA club profile page. The header includes the Rutgers logo and the text "RUTGERS getINVOLVED". A search bar and a "SIGN IN" button are also present. The main content area features the club's name, "American Institute of Aeronautics and Astronautics", and a brief description of the club's mission and activities. It highlights competition teams, technical opportunities, and non-technical opportunities like writing and presentation. On the right side, there are several thumbnail images labeled "Gallery Image" and a "VIEW GALLERY" button.

The screenshot shows the Rutgers Calisthenics Club profile page. The header includes the Rutgers logo and the text "RUTGERS getINVOLVED". A search bar and a "SIGN IN" button are also present. The main content area features the club's name, "Calisthenics Club at Rutgers University", and a brief description of their mission and activities. It encourages following them on Instagram (@ru_calisthenics) and joining their Discord server. Below this, there is a "Contact Information" section with an email address (rutgerscalisthenics@gmail.com) and social media links. At the bottom, there is an "Additional Information" section with questions about meeting times, locations, and open enrollment, along with a "Student Involvement and Leadership Organizational Theme" dropdown menu.

PAIN POINT 3

Lack of Personalization & Socialization

- No social interaction
- No personal profiles
- No coordinator profiles

FINAL DESIGN

Search, Filter and Discover

getINVOLVED

Search for orgs

Discover Academic Cultural Greek Professional Religious Service Social Sports

Tags

Search tags

Sort

None

Member Count

- less than 20
- 20 - 50
- 50 - 100
- 100 - 150
- more than 150

 **Calisthenics Club at Rutgers University**

At Rutgers University Calisthenics Club, we care about building a positive community of bodyweight athletes dedicated to discovering their body's full potential. Our club conducts weekly practices, offers free workouts, and hosts exciting events. Whether you're a beginner or an experienced practitioner, we...

Undergraduate Sports

 **90.3 The Core**

The purpose of THE CORE is to provide students with access to the airwaves and to train them in the operation of a radio station and its equipment. THE CORE provides musical and other forms of entertainment and information to Rutgers students. Situated on Livingston campus, THE CORE is a great student & community...

Undergraduate Music

 **A.LIFE A. Life Ministry**

The purpose of this organization is to create an environment where those far and near from God can experience and share the love of God with others. The organization will teach the authentic Gospel and connect students with other Christian Organizations on campus as well as the rest of the Rutgers community. It will serve...

Undergraduate Religious

 **Douglass Women in Science and Engineering**

Douglass Women in Science and Engineering supports the advancement of women in their STEM journeys at Rutgers. The Douglass WISE community cultivates one's STEM identity and experiences that complement academics. Be WISE and join!

Undergraduate Graduate Engineering

 **Academic Team**

The Rutgers Academic Team is a collegiate team that plays...

 **Accounting Association**

The RUAA-NB, Rutgers University Accounting Association - New...

getINVOLVED

Search for orgs

Discover Academic Cultural Greek Professional Religious Service Social Sports

332 Results

Tags

Search tags

Undergraduate X 100 - 150 X Clear All

Sort

None

Member Count

- less than 20
- 20 - 50
- 50 - 100
- 100 - 150
- more than 150

 **Biomedical Engineering Society**

The objective of this chapter shall be to promote the profession of Biomedical Engineering (BME) through organized study, research, social, and industry immersed activities. These activities will work to acquaint Rutgers engineering students or students interested in engineering with the BME discipline.

Undergraduate Graduate Engineering Society

 **Engineering Governing Council**

The Engineering Governing Council (EGC) exists to empower the students of the Rutgers School of Engineering. As the oldest governing council at Rutgers, we have extensive connections with administration, alumni, and the student body. Most importantly, we have over a hundred committed members that leverage these...

Undergraduate Graduate Engineering Council

 **Packaging Engineering Club**

Rutgers Packaging Engineering Club allows for students majoring in packaging engineering or completing a packaging certificate to connect and network with fellow students, company, representatives, and alumni.

Undergraduate Graduate Engineering

 **Minority Engineering Educational Task**

MEET is a premier organization on campus that promotes the increase of the minority retention within engineering. The organization works to increase the professionalism of members while also ensuring that they are academically sound. MEET strives to serve the university, community, and its members by...

Undergraduate Graduate Engineering Cultural

 **Douglass Women in Science and Engineering**

 **International Society for Pharmaceutical Engineering**

FINAL DESIGN

All the Information You Need

The screenshot shows the getINVOLVED website interface for the Calisthenics Club at Rutgers University. At the top, there's a navigation bar with a search bar, a heart icon, a 'Events' button, and a user profile icon. Below the header is a banner featuring a person performing calisthenics exercises. The main content area includes:

- Description:** A paragraph about the club's mission to build a positive community of bodyweight athletes.
- Upcoming Events:** A section listing '20 - 50 members', 'Accepting Members', and 'Application Not Required'.
- FAQ:** A collapsible section with questions like 'What previous experience do I need to join?' and 'Can I have a mentor?'. It also lists 'When and where are the meetings held?'.
- Eboard:** A section showing profiles of Michael Jackson (Lead Trainer) and Jessica Fan (Supporting Trainer), each with a small photo and their names.
- Contact:** Links to email (info@scarletmail.rutgers.edu), LinkedIn, Instagram, and Discord.

This screenshot shows the same website page as above, but with a modal window open in the center. The modal has a checkmark icon and the text 'Thanks for joining Calisthenics Club at Rutgers University'. It also states 'You will receive a welcome email shortly.' The rest of the page content is dimmed.

FINAL DESIGN

Connect + Chat

This screenshot shows the user profile page for Michael Jackson. At the top, there's a banner featuring a close-up of dumbbells. Below the banner, the user's name, "Michael Jackson", is displayed in bold black text, followed by "4th year: B.S. Exercise Science". To the right of the name is a circular profile picture of Michael Jackson. Below this section are two boxes: "Interest" (listing Health, Exercise Science, Sports, Fitness) and "Contact" (listing email, LinkedIn, and Instagram). At the bottom left, there's a "Active Clubs" section showing Michael Jackson is the President of the Calisthenics Club at Rutgers University in September 2020.

This screenshot shows the same user profile for Michael Jackson, but with a key difference: a "Sent Request" button is visible next to the "Share Profile" button in the contact section. All other elements, including the banner, profile picture, interest categories, and active clubs information, remain identical to the first screenshot.

[VIEW PROTOTYPE](#)

If I have more time...

1. Promote more of a social theme by implementing messaging
2. Create onboard for new/inactive users
3. Design empty states to be more intriguing

Summary

1. Make key actions more discoverable and accessible
2. Improve consistency throughout main visual spaces