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Title: Queer Social Club

Prepared for: Burke Jam, Adjunct Lecturer, Creative Computation, Division of Art, Southern Methodist University

Meadows School of the Arts, Creative Computation, Capstone 5301

Prepared by: Wren Lee

Date: March 19, 2021

Proposal number: 4

# Project summary

## Description:

The Queer Social Club is a mobile-first website connecting LGBTQ college students to the LGBTQ communities on their campuses to foster community and build safe spaces.

## Project Outline

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The Queer Social Club is a capstone-level project for the completion of the BA in Creative Computation. The project combines research, design, and website development and is broken into three phases that correspond with the research, design, and development processes. The end product is a working website that aids in the cultivation of an LGBTQ community on college campuses.

Wren Lee will be the lead researcher, designer, and developer of this project.

The client is Campus Pride, a non-profit creating safe spaces for LGBTQ college students. The direct contact is Director Shane Windmeyer.

## Artist Statement

Wren Lee is a storyteller and activist that works with film and design to create socially relevant work. Wren is currently working on The Queer Social Club, a community-building website for LGBTQ college students.

## Research Phase

Objective - Develop a deeper understanding of LGBTQ communities on college campuses

Goals

* Research existing platforms that build LGBTQ and non-LGBTQ communities
* Conduct generative research with LGBTQ college students on community building on their campuses

During the research phase, Wren will conduct generative research and competitive analysis.

The generative research will consist of two parts – a survey and a series of interviews. The survey will collect a large range of data about general community building on college campuses while also targeting LGBTQ-specific communities. Wren will follow-up with select survey participants to dig deeper into LGBTQ community building. These interviews will be semi-structured with questions based on the participants’ survey answers.

The generative research will produce a series of opportunities for improvement that will become the key features of the website. The information gathered in the interviews will be kept on a password-protected account. The password will only be accessible to Wren Lee. The names of participants will not be collected.

The competitive analysis will compare the key features of existing event promotion apps such as Instagram and Discord, community building apps such as Meetup and Facebook Groups, and LGBTQ-focused apps such as Lex and Taimi. The goal of the competitive analysis is to identify features that are successful in cultivating community. These features will be considered for inclusion on the website. Additionally, unsuccessful features will be noted to ensure they are not included on the website.

The research gathered from the interviews will also inform the key features of the website.

The generative research survey will be hosted on Google Forms. The interviews will be conducted over Zoom and transcribed in Otter.ai. Information from the interviews will be summarized, categorized, and synthesized in Notion, a document-hosting platform.

*Deliverables – Competitive Analysis and Generative Research Presentation*

## Design Phase

Objective – Create the user experience and user interface for the minimum viable product (MVP)

Goals

* Determine key features for MVP
* Design user experience for website experience

During the design phase, Wren will map out the user experience of the website. This phase begins with outlining the key features of the website based on generative research and competitive analysis. Then, based on the key features list, the wireframes will inform the low-fidelity prototype.

The wireframes will be drawn by hand. The low-fidelity prototype will be created in Figma.

*Deliverables – Key Features List, Wireframes, Low-Fidelity Prototype*

## Develop Phase

Objective - Develop the MVP

Goals

* Learn how to develop mobile-first websites
* Develop MVP on Webflow

The develop phase involves applying the ideas from the design phase into reality. The key features list, wireframes, and low-fidelity prototype will be used to build the website.

After the website is completed, it will run through moderated user testing to identify any bugs. These bugs will be fixed in a second round of development.

The website will be developed on Webflow, a freemium website-building platform. User testing will be conducted over Zoom.

Wren will develop their Webflow skills during the research and design phases to develop the knowledge necessary to develop the website during the develop phase.

*Deliverables – Finished website*

Once the project is complete, the final website will be presented with the additional deliverables to the client.

# Project Time Frame

## Notes or relevant timeline information:

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This project is divided into three distinct parts which have their own deadlines listed below.

| Project Deliverables and Research Areas | Phase 1 Date | Mid Term Date | Showcase Date |
| --- | --- | --- | --- |
| Competitive Analysis Report | Feb 15 | March 12 | April 30 |
| Generative Research Report | Feb 22 | March 12 | April 30 |
| Key Features List | Feb 26 | March 12 | April 30 |
| Wireframes | March 5 | March 12 | April 30 |
| Low-Fidelity Prototype | March 12 | March 12 | April 30 |
| Website Draft 1 | April 9 | March 12 | April 30 |
| User Testing | April 12-16 | March 12 | April 30 |
| Finished Website | April 26 | March 12 | April 30 |