

Final Project Report

Web App Name: Aggie Events Hub

URL: <https://manisharao5.wixsite.com/aggie-events-hub1>

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Dream Team Dynamics

Group 15 (602) Team Members:

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Table of Contents

A. Planning

- Team Overview
- Reflection on Revisions
- Collaboration Strategy

B. Understanding Context

- User Research Summary

Personas

- Primary Persona

- Secondary Persona

Scenarios

Journey Maps

- Primary Persona
- Secondary Persona

C. Documenting Requirements

- User Stories

D. Usability Evaluation

1. Evaluation Demographics
2. Evaluation Methodology
 - a. Equipment
 - b. Instructions and Consent
 - c. Think Aloud Data Collection
 - d. Interview Data Collection
3. Evaluation Findings

Finding 1: Participants successfully completed the task.

Finding 2: Participants followed the steps we expected

Finding 3: Unexpected assumptions

Finding 4: Surprising or interesting findings

E. Post-Mortem

1. Project Outcomes
 - Strengths of current design
 - Areas of opportunity
2. Successes and Opportunities

A. Planning

Team Overview

Our team, Dream Team Dynamics, consists of 5 graduate students - Manisha Rao, Saniya Farahath, Vinitha Chukkala, Sumeet Nazare, and Yash Katariya. Each obtaining a master's degree in Management Information Systems. The team has various skills ranging from engineering, computer science, information systems, systems development, and design to cooking, smart grocery shopping, quick tire changing, and binge watching to mention a few. Apart from completing homework and hunting for jobs, we travel over the weekends, have house parties, or just enjoy some time off.

This team was formed with the intention of completing projects together for ISTM 631. However, our mission has a larger scope and expands beyond meeting deliverables. Our mission is to get to know each other, work together, exercise our skills in User Research, Information Systems Design, and Development, and develop high-quality end-products that meet the project deliverables and user expectations. Below is more information about each member:

1. Manisha

Manisha is the team member in charge of hyping up the team and reducing tensions if any were to rise. She is also in charge of adding the 'if any' in most interview questions that do not have them already. Her background includes a bachelor's degree in Computer Science and a minor in Harry Potter literature. Manisha spends her free time working out, reading, watching The Office, and getting surprised that some of the show is not exaggerated as bosses can be ridiculously bad.

2. Saniya

Saniya is the devil's advocate of the team, she tries to provide helpful critique and then lighten the mood with lame jokes. Her background is in computer science, she worked for a few years

before deciding to switch careers to a lion tamer for her love of cats and danger while pursuing her master's degree in Management Information Systems. She hopes to get a job in a large software company where she can work on technical challenges and eventually make her way toward product management (on the off chance that the lion-tamer career falls through). She enjoys visiting new places, trying out new food, and perfecting telekinesis.

3. Vinitha

Vinitha is the creative mind in the team who loves to throw out random ideas and alternatives for each of the tasks and realizes that most of them are moonshots. She completed her bachelor's degree in Computer Science Engineering and wants to build a career in product management. In between classes, assignments, projects, part-time work, and house chores (which never end), she finds time for herself to paint and bake. She has a very strong opinion that sitting by the beach is always better than hiking in the mountains.

4. Sumeet

Sumeet is the research person on the team who tries to identify relevant information/reports that could help provide more context to the team's work or sometimes further confuse the team members. He has completed his bachelor's degree in Information & Technology and got several opportunities to mess around with critical projects at big organizations. In his free time, Sumeet enjoys exploring new music and learning more about the artist and their stories around their music creation.

5. Yash

Yash dons many hats from brainstorming an idea to critiquing the design but importantly bringing clarity or simplifying things for the team. He holds a bachelor's degree in Information Technology and has extensive screen time experience (Gaming & Binging counts, right?). After

trekking the Himalayas, Bungy Jumping, River Rafting, and Paragliding, this adrenaline junkie is constantly looking out for his next big adventure.

Reflection on Revisions

During the development of our web app, we received feedback from usability evaluations, instructor feedback, and peer evaluations. Based on the feedback we made the following design changes. The logo that was used earlier gave the indication that clicking on it would take the user to TAMU's homepage since it was the TAMU logo, it is changed to a custom-made logo made for Aggie Events Hub and the website name is also clickable now, and takes the user back to the homepage. The banner image used was changed to remove the stretched-out text at the bottom of it, to give it a more professional look. Moving on to the Events page, from our usability tests, we noticed that users did not notice the filter for core values, so we moved that to the left because that is the natural position of where the users look when landing on a page. Earlier the RSVP button would open up the event on a new tab, which is unexpected and cumbersome for the user, so we changed that to open the event on the same page. The RSVP label was changed to 'learn more', since there was the actual RSVP button on the newly opened page.

The Post Event page had a few minor changes as well. The sample text that was filled in to let the user know what type of content is expected on the form was too dark earlier, making it look less like placeholder text and more like a filled-in form. Hence the text color was made lighter. There were some consistency issues throughout the website, where the buttons and text were varying, we ensured to thoroughly check the design consistency and make it look uniform. There was a discrepancy between the post-event form and the contact us form as well, we made sure to make the two match. Italics had been overused in the website, we toned that down as well. Lastly, there was confusion on whether one should be a member to be able to view the website.

This was a Wix constraint that we were not fully aware of, since for reasons unknown did not show up in our usability testing. Either way, that issue has been resolved now. On the mobile site, some of the images, such as the image of the team on the About Us page were unintentionally cropped, and that was resolved. The Events at a Glance on the homepage looked awkward on the mobile version, this was redesigned to look better.

We appreciate all the constructive criticism we received that allowed us to make meaningful changes. We also received some positive feedback and no feedback on certain elements and copy content which we will be retaining. The navigation bar was easy for users to understand and was intuitive to understand. The tagline and blurb successfully explained what the website is about, which was confirmed during our usability testing, so we will not be changing that. The content of the About Us page was appropriate and as per standards. Our peers commented that the filter by core values is a unique feature, and although we would like to have added more filters based on date and location, the time constraints prevent us from doing so. The individual event page was received well, especially the Google Maps link. The form fields of the Post Events page were sufficient to gather information to help the moderators of the website verify and create an event. The Contact Us page was succinct and the drop-down options received positive feedback, which will be retained as is. Lastly, the footer of the website, although sparse, is what the users expected. Our usability participants were pleased to see the contact information as per standards and they found it. Hence that will not be changed either.

Collaboration Strategy

The strategy that we adopted involves virtual meetings done over Zoom where the team met for about 2-3 hours twice a week and 1 hour just before the agreed-upon deliverable submission to carry out the finishing touches. Saniya was in charge of consolidating the feedback and creating a list of actions for this iteration of the project. Vinitha and Manisha worked on the website updates and changes. This included updating the style guide whenever necessary. Sumeet and Yash conducted some rounds of testing to ensure the website works as expected. Everyone was in charge of some of the documentation of the report. Each member took the lead for one meeting in rotation and during the meetings the requirements were understood in detail and team members volunteered to take up tasks they felt were within their expertise. Collaboration tools such as Google Docs, LucidChart, and Canva were used. As they allow multiple members to work on the same document, this lets every member contribute their discoveries and inputs on the task at hand. Tasks were divided as evenly as they could among the team members so that nobody felt overly burdened, leading to good quality work. As each one of us worked at our pace, we made notes to other members working on our reports using the comments feature on Google Docs that were addressed by the team as a whole during calls or necessary changes were made by the individual. Some miscellaneous ways in which we ensured good quality were referring to the lecture material and reading materials as needed, ensuring that the formatting is as per the deliverable requirements, and avoiding grammatical errors through multiple proofreads performed by everyone on the team. Lastly, the team ensured that the work each other had put down was peer-reviewed by someone else on the team, that way everything was approved by everyone.

B. Understanding Context

User Research Summary

Our user research included conducting interviews with students from Texas A&M University who were involved in at least one club/organization or who signed up, and attended at least one event per semester hosted by the university or any of its affiliated organizations, and either a member or an organizer of events at the university. We discovered that participants face problems in correlating events with Aggie Core Values. Participant Mrs. Puff said, “I haven’t really found any events/workshops related to the Aggie core values”. Next, we found out that participants want events that help in their professional development. Users leveraged their participation in these events/workshops for their resume-building. We also found out that the two most common Aggie core values that participants resonated with were Excellence and Leadership. Participant Flighty Floo supported this sentiment in her interview and said, “I want to pursue my Ph.D. in the future and I want to be the best in whatever I do”.

Further, we discovered that participants have too many sources of information and lose track of events. As the participant, Mrs. Puff mentioned, “I gather most of my information about activities on Campus through my email”. The biggest challenge of this medium is the scattered information. The team concluded that one of the pain points is information being cluttered and scattered, which makes it difficult to track users’ interest and participation in these events.

We discovered that a goal for the participants was to have a one-stop application for all events and information overload. Few participants hoped to receive information related to events they cared about in one place. Participant Lordy Lord said, “Sorting through the emails and finding information about events I am interested in takes time”. This was another pain point and the goal was to try to find an easier way to find events. We also found out that event organizers find it

difficult to know the exact number of event attendees when dynamic cancellations and modifications occur. Dumbledore said “It’s challenging to accommodate the drop in attendance towards the end of the semester because everyone gets busy. It’s not an issue we can control but if we can expect it, we can plan for it.” Another issue they face is promoting on multiple platforms, so if a change in the event were to occur, the organizer would have to ensure all platforms are updated. Based on these inputs, the team concluded that a unified platform that has the option to share the event on social media through the platform might help.

When asked more specific questions about what they would like in an event information and registration website, we learned that participants liked having important information such as a brief of the event, date, time, and location to be obvious and evident from one look at the event. Participant Apple Cider said, “This (referring to the brief description, date and time, and location) makes it very easy for me to decide if I want to attend this event or not.” We also learned that easy registration and an easy calendar add-on are appreciated. We found out that participants prefer having an easy way out of their registration as well. Phineas said, “I want the cancellation button or process to be made obvious to me. I don’t like it when I have to search for it or call someone to get it done.” They also said that pictures and reviews of an event make them more likely to attend it. When asked about any issues they might have faced with other websites, Pikachu said that sometimes they have some card payment issues, or sometimes their registration or seat booking is already taken while booking it. They said, ‘In such cases, I look for a point-of-contact for me to reach regarding these issues, and usually it's quickly fixed after that.’

We observed that most of our participants were comfortable using and accessing technology that is common today (emails, social networking mobile, and web applications, connecting to the Wi-Fi, creating hotspots, etc.). They considered themselves quick to learn new technologies and

preferred free applications over paid ones. Participants were also most likely to use resources on campus or from their dorms or apartments. Both environments usually always had fast and easy access to the internet. We noticed that most of the participants we interviewed as part of secondary persona user research have common personality traits. They are extroverted and organized individuals who are performing well in their academic life as well. For example, Dumbledore displayed traits of good time management through participating in extracurricular activities such as breakdance and pursuing a challenging STEM degree. We also noticed that participants enjoy working out and exercising along with their studies and other extracurriculars. Apple Cider and Oswald both enjoy going to the gym and staying fit.

We discovered some unexpected findings through our user research. We noticed that a few participants preferred the use of social media applications over official channels of communication. This was unexpected as we thought that students used Instagram to keep up with their friends and family rather than student organizations. We also learned that organizers find the current event hosting and approval process difficult. Dumbledore mentioned, “Most of the events that we try to have on campus have really strict regulations and approval process time, which can discourage us from launching events on campus”. However, we learned that it is not easy to post through third-party applications either. J Balvin expressed concerns regarding the visibility of the events when posting on third-party applications. For example, Eventbrite hosts a wide range of events, which means that it can be difficult for smaller or niche events to stand out and attract attendees. ‘We have often experienced less participation from the students and some of the feedback we received was the struggle to find aggie events from the vast event library of Eventbrite’, said J Balvin.

Additionally, one of the unconscious biases that we discovered is that people are pretty outgoing. Irrespective of their classification - graduate students or final-year undergraduates, they still want to participate in events. We assumed that as graduation comes close, students lose interest in organizations due to burnout. We saw that students who have a genuine interest in an organization will make time or overcome obstacles to attend its events.

Personas

Primary Persona

**SALLY
THE STUDENT**

Age: 22
Location: College Station, TX
Education: Bachelors in Finance
Occupation: Student (Senior)

I align the most with Leadership and Excellence Aggie Core Values"

Personality
Social | Career Driven | Organized
Sally is a career-driven aggie who is empathetic and wishes to have a lasting impact on the people around her.

Interests

Scattered Information
Information Overload
Missing out on important announcements
Can't find events aligning with core values

Secondary Persona



**ORIN ■
THE MARKETING OFFICER**

Age: 20
Location: College Station, TX
Education: Bachelors in History
Occupation: Student (Junior)

Typical Day
Orin attends classes, meets friends, and exercises. He spends some time studying and reading during the day. Orin also spends time on social media promoting events or finding out about new event information sources.

I enjoy organizing and marketing events that exemplify Aggie values

Personality
Meticulous | Organized | Leader
Orin is a natural leader who likes his classes and enjoys bringing people together to celebrate some Aggie values through workshops and social events

Interests


Goals
1. One application for event posting, registration, and promotion
2. Track event registrations
3. Analyze event engagement and participant demographics

Pain Points
1. Not being able to gauge the number of participants for an event
2. Missing out on potential participants
3. Difficult to update event details on multiple platforms

Scenarios

1. Sally, a senior student majoring in Finance at Texas A&M University, wants to find out about any upcoming business events and participate in one. She knows there are events planned by different organizations and departments and wants to find out the one that is interesting and aligns with her interest. She is particularly interested in finding events that are aligned with Aggie Core Values and wants to learn more about them. She checks her emails for event information posted by organizing committees and is a little overwhelmed and confused by the amount of information and different resources available to find out about events. The current information is scattered and difficult to filter based on different

conditions. Using the Aggie Events Hub website, Sally filters through the *Events* Page to find an event based on her personal interests.

2. Sally wants to participate in an event hosted by the Center for Teaching Excellence on the ‘Professional Writing’. As she has attended this event in the past, she faces the problem of providing the same information repeatedly, and oftentimes does not receive a confirmation upon successfully registering. With the Aggie Events Hub website, she can log in or sign up to her account and register for the event she is interested in using the saved information and receive a confirmation email upon successful registration.
3. Sally is an active student member who participates in various events and competitions hosted at Texas A&M University. One of the challenges she faces due to high participation is mismanagement of her schedule which comprises her ongoing academic engagement as well. Most events and competitions she registers for do not provide an ‘Add to Calendar’ option. She manually updates her calendar and sets a reminder which helps her manage her time efficiently, but it also makes the process time-consuming. Instead, using the Aggie Events Hub website, after Sally registers for an event, a calendar invite is sent to her Google Calendar so she can easily add it to her busy schedule”
4. Sally wants to keep a track of the events she participated in throughout the year. She wants to understand her engagement in the past and plan her future event participation for the next academic year. Currently, she needs to manually check her emails for event confirmations that she has received. Unfortunately, some of the events that she registered for do not even send her a confirmation. But with the Aggie Events Hub, Sally can easily track her participation. As a member of the website, she is able to view details about all the past events she has participated in.

5. At the start of the semester, Sally looks at the upcoming events list and registers herself for a few events. She is excited to participate in all the events and keeps a track of them. Unfortunately, for the Big Event that Sally had registered, a few hours before the event, she realized that she would be unable to participate. And, sadly for her, the event she signed up for was captured using google forms, and there was no way to cancel her registration. She would have to personally mail the event organizer to let them know about the change and wait for the confirmation. Instead, with the Aggie Events Hub, she can easily cancel her registration using the *My Events* section on her profile.
6. Orin, a junior at Texas A&M University, wants to conduct a “Speak on Stage like a Pro” workshop. He is excited to share his many years of public speaking expertise with people who are less experienced than him and probably anxious. His organization ‘The Aggie Toastmasters’ will support him with the workshop. He is confused about how to get interested people to attend the workshop. Currently, he can only hope to get more traction by sending an email to the students. He is looking for a platform that can help increase student registration. Orin finds an easy way to submit the details for his upcoming event to Aggie Events Hub. The site notifies him that once validated, the event details will be shared on the site.
7. Orin, being the Aggie Toastmasters’ member, actively hosts various workshops with the support of his club. His club hopes to conduct only those events that reach a 40+ registrations to ensure that the club’s resources are utilized efficiently. One such event was the ‘Aggie Pitch’. To ensure there was a high participation, club members volunteered to visit different departments and capture interested participants’ details on the physical form, which the team hopes to tally by the end of the week. Currently, due to the in-person

registrations, Orin finds it difficult to track the current registration count as needs to reach out to all the volunteers to get the information. He needs a count of the members attending to ensure there are sufficient refreshments. Instead, with the Aggie Events Hub, under the specific event page, Orin can look at the guest list.

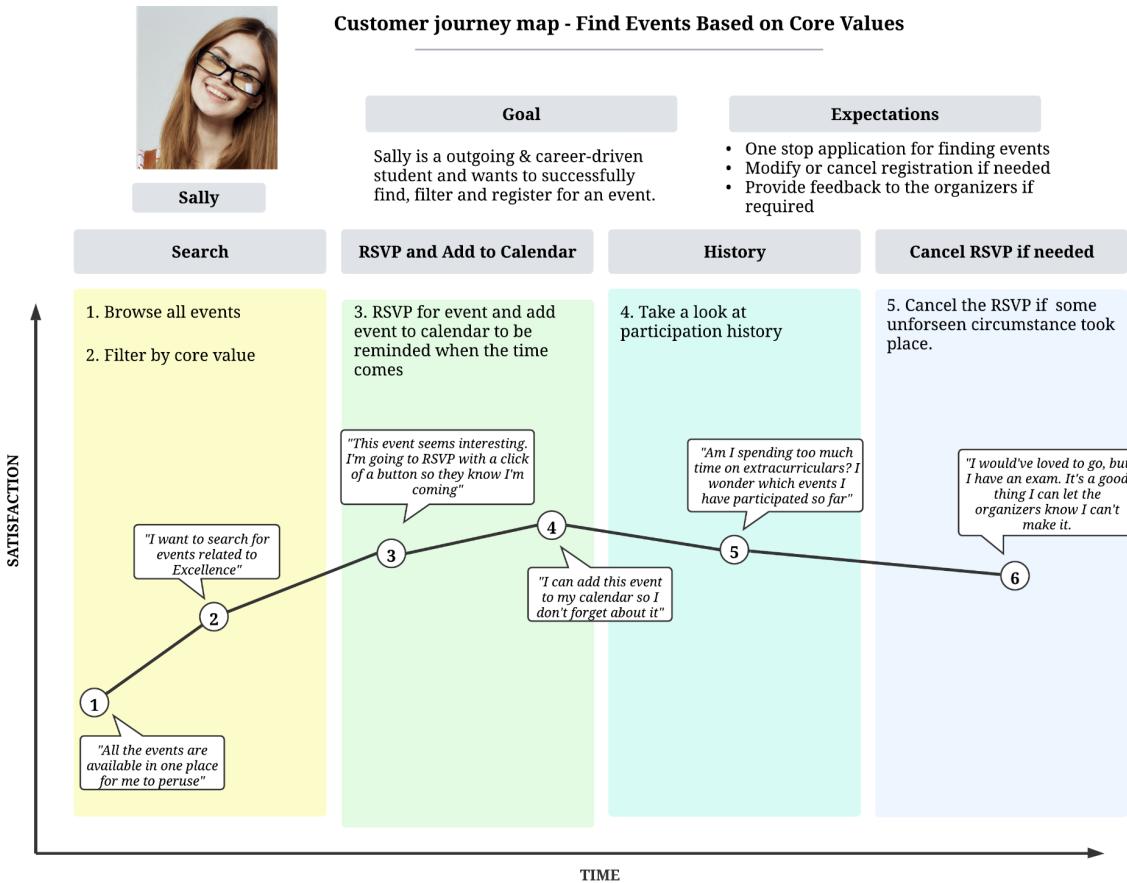
8. Orin believes that the new graduates should have an opportunity to learn about the Aggie Core Values to better understand the spirit of Aggieland. All the events that he hosts from his club do exemplify one or some of the Aggie Core Values such as Leadership and Excellence through each of the events. While he promotes the events, he puts in additional effort to specify the associated Aggie Core Value to the potential participants by adding extra information. Instead, using the Aggie Events Hub website, he can leverage the Aggie Core Value tag to make events more visible keeping in mind the Aggie Core Filter.
9. Orin believes in promoting events that are hosted by his club. He believes one of the efficient ways to gain more traction and promote an event is by using social media applications such as Facebook, Twitter, and LinkedIn. He believes some of the frequent participants gather more information through social media than emails. He is currently promoting the ‘Silver Taps’ event. The only problem he faces with such a promotion is that he needs to log into each website or application separately and create a post that he can share with the members. But, with the Aggie Events Hub he shares the events on various social media platforms by selecting the social media icons on the event page.
10. Orin has been organizing events at Texas A&M University for a while now. And, most of the events that he has organized and published have followed a template that ensures certain information is provided to the participants. He fills in the usual template and shares the information via email to all the students. Orin is now organizing the ‘Aggie Connect’

event. Having sent out an email invite, Orin realizes that he has not added the location of the event accurately. In order to rectify this, he needs to send out another email to inform the students about the update. Whereas, with the website, Orin can submit modify event details requests to the admin, and update the event information.

Journey Maps

- **Primary Persona**

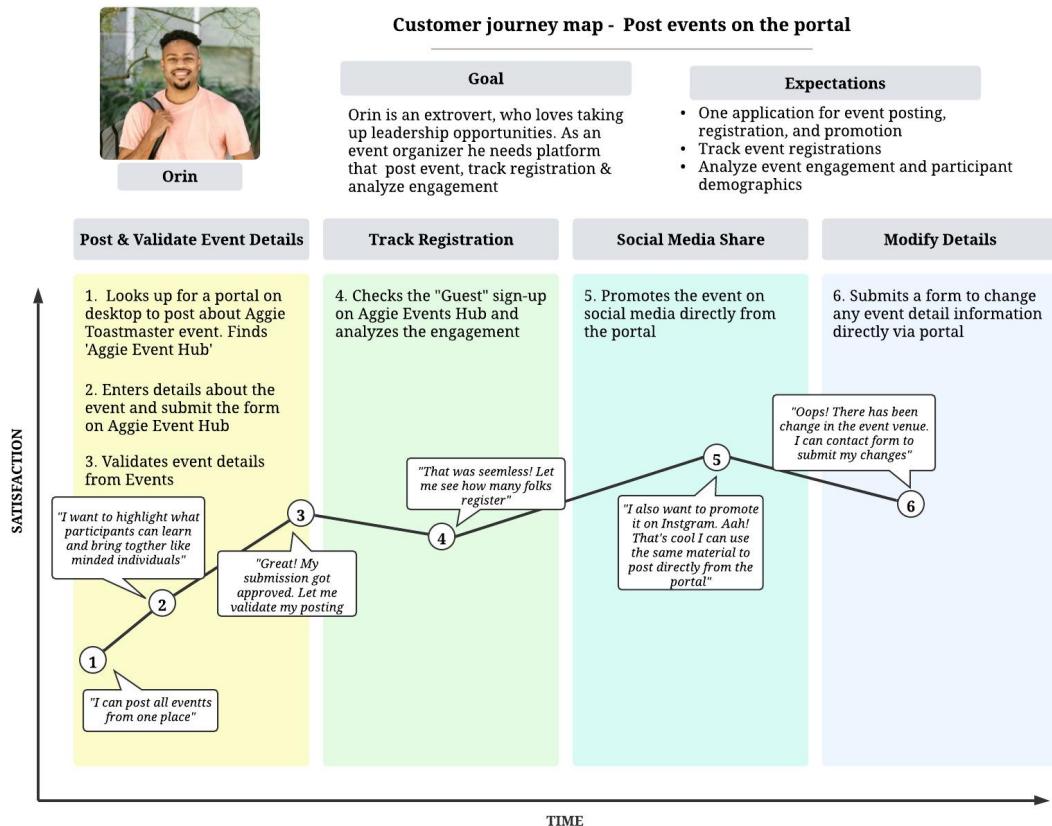
The primary persona journey map was created using our persona, Sally, who wanted to look for events based on certain Aggie core values. The goals and expectations are retrieved from the user persona that we created based on our user research. In the journey map, the x-axis represents time and the y-axis represents satisfaction. The journey shows that Sally is interested in extracurriculars and wants to find one that aligns with core values that are important to her, in this case, it is excellence. After she browsed and found one, she logs in and then registers for the event. Since she has a busy schedule, she would like to be reminded about the event, so she adds it to her Google calendar since she regularly checks that and it has an option of sending reminder notifications. Along the way, she is curious about her participation in various extracurriculars, so assuming she has registered for other events, she checks her past events history on the website. Later, she later realized that due to a conflict, she cannot attend one of the events, and uses Aggie Connect Hub to cancel her registration. Although in this journey, Sally is not able to ultimately attend the event, this is only one of the possible outcomes and it is shown here to depict that registrations can be canceled. It is equally possible that the user attends the event without the need to cancel.



• Secondary Persona

The secondary persona journey map was created using our secondary persona, Orin, who wants one application to post about an event and track registrations. His goals and expectations are retrieved from the user persona created based on our user research. We track his journey against time on the x-axis and satisfaction on the y-axis. He first wants to post about an upcoming event including all the necessary information. His satisfaction increases when he sees that his event has been approved and posted on Aggie Events Hub. Orin now waits for participants to register and might experience a slight dip in satisfaction if the number of registrations are not what he expected. He knows that social media is an easy way to disseminate the information so his

satisfaction increases when he sees that he can share the event from the website to different social media platforms. Finally, if there are any changes to the event Orin knows that he can request to make these changes on the website as well. While this decreases his satisfaction a little as this might cause confusion to his participants, he is still glad he has a way of doing so on the website. The phases of Orin's journey can be divided into 'post and validate event details', 'track registrations', 'social media share', and 'modify details'. The whole journey can take anywhere from a couple of weeks to a few months depending on when he posts the event and the actual date of the event.



C. Documenting Requirements

User Stories

1. As an event attendee, I want to register for the events so that I can reserve my attendance.
2. As an event attendee, I want to add my events to the calendar so that I can manage my schedule.
3. As an event attendee, I want to share an event on social media so that my friends do not miss out on the information
4. As an event attendee, I want to cancel my participation so that I can accommodate any change in preference
5. As an event attendee, I want to contact the website owners so that I can report technical problems.
6. As an event host, I want to post new events on the Aggie Events Hub so that Aggies have an opportunity to register for the event
7. As an event host, I want to modify the posted event so that I can update the event with latest information
8. As an event host, I want to track the total registration so that I can plan the refreshments required for the event.
9. As an event host, I want to share the event details on social media platforms so that I can ensure maximum visibility of the event.
10. As an event host, I want to filter events posted based on the Aggie Core Values so that I can plan an event under a specific core value that has fewer events.

D. Usability Evaluation

1. Evaluation Demographics

Our user base includes Texas A&M students interested in participating in or organizing campus or private organization events. All of our participants were chosen on certain criteria such as their similarity to our target audience, participation in events, membership in organization, and interaction with other event registration websites. We ensured that participants have never interacted with our website. We also exclude participants who have been part of our user research and are students of the ISTM 631 class.

The following lists brief demographic details about our participants:

- 1) Clark Kent, male, 20, is a student majoring in Electrical Engineering. He actively participates in campus events and is a member of MAES: Latinos in Science and Engineering. He relies on email, word of mouth, and occasionally social media to learn about campus events. He has used the Survey Monkey, Google forms, and Facebook to register for events in the past.
- 2) Droopy is a 21-year-old male student majoring in History from the College of Arts and Sciences. He is a student assistant at the Office of Diversity and also an active member of the various clubs. He also participates in different cultural events hosted at Texas A&M by the different cultural committees at the university.
- 3) Lofty is a 20-year-old male student majoring in Aerospace engineering from the College of Engineering. He likes to attend events hosted by High Altitude Balloon Club (HABC), where he likes doing tests using inexpensive-sounding balloons. Occasionally, he also assists the club members by promoting the event on various social media platforms.

- 4) Peter Parker is a 19-year-old male sophomore majoring in Computer Science. He's part of the TAMUhack organization, which hosts the largest hackathons in Texas. He helps the organization by being part of the yearly fundraising event and likes to teach coding to those who want to learn.
- 5) Sophie Nguyen is a 21-year-old female senior majoring in Business Administration. She's an active member of the Texas A&M International Business Association, where she helps organize networking events and workshops for members. She also volunteers for The Big Event each year.
- 6) Polly is a 20-year-old female undergraduate student majoring in Geology. She is an active participant in many campus events organized by different organizations. She is a part of Alpha Epsilon Phi and has used EventBrite, ACL website, in the past.

2. Evaluation Methodology

a. Equipment

Participant Name	Type of Device	Model of Device	Browser Used	Tools - Web Conferencing and Recording
Clark Kent	Laptop	Dell Inspiron 13	Google Chrome	Zoom
Droopy	Laptop	Apple MacBook Air (M1, 2020)	Google Chrome	Zoom
Lofty	Laptop	Apple MacBook Air (M1, 2020)	Google Chrome	Zoom

Peter Parker	Laptop	Dell XPS 13	Google Chrome	Zoom
Sophie Nyugen	Laptop	Apple MacBook Pro (M1, 2020)	Google Chrome	Zoom
Polly	Phone	iPhone 13 mini	Safari	Zoom

b. Instructions and Consent

“Thank you for agreeing to share some of your time. I and a team of 4 graduate students are working on a project - Aggie Events Hub. As a part of the project I am conducting a usability evaluation to test the usability of this website. Before I begin, I would like to ask you a few pre-questions to ensure that you are eligible for this study:

1. Are you currently a student at Texas A&M University?
2. Have you ever used an event registration website before? If so, which one?
3. Have you participated in any Texas A&M events before? If so, how did you learn about the event?
4. Are you part of any organizations on campus?

During this session, I will be asking you to perform a few tasks on the website.

To help us better understand your thought process while you perform the tasks, this is a think-aloud test. This means that we would like you to vocalize your thoughts as you work through each task. Please describe what you are doing, why you are doing it, and any issues or confusion you may encounter.

For better clarification, I will be showing you a video of what is expected from this session - [Demonstrate Thinking Aloud by Showing Users a Video](#). [Once the participant understands, we

provide a small example] Now that you have some clarity, let's run through a small simulation of a think-aloud session, "Can you count the number of windows in your apartment?" As you count the windows, please share your thoughts of reaching the exact count.

I hope these demos helped you gain some insight into what the session will be about. If you have any questions you can ask me. [Once the participant agrees to understand, we proceed further]

For the effectiveness of this study, I will be recording the screen and the audio for reference. I assure you that the data will be used only for my graduate project. If at any point during the test, you feel confused or frustrated, please let me know. There are no right or wrong answers during this test. I simply want your honest feedback and opinions about the website.

If you agree to participate in this study, please provide your consent by replying "I consent to participate in this Think Aloud session."

[Participant Agrees] Thank you again for your participation, and let's get started! Here is the link to website - Aggie Events Hub:

<https://manisharao5.wixsite.com/aggie-events-hub1> (shared over web conferencing chat)"

Tasks:

1. Find the date and location of any event that interests you which is about the aggie core value - excellence
2. Find out the contact information that you can reach out to if you have trouble with the website
3. Pretend that you are an event organizer and find a way to post an event called 'Blood Donation Drive' using the website.

c. Think Aloud Data Collection

We collected the observational data of participants through verbal feedback during interviews and think-aloud sessions. We also noted their behavioral responses and emotional reactions during the think-aloud session to confirm if they were able to follow the tasks. Any significant observations (discussed further) were also noted and recorded.

For effectiveness, the team recorded their usability testing session over their web conferencing tool and each of the group members also took notes on paper/digital devices as the session progressed. Any significant thoughts that were spoken by the participants were noted and any expressions of confusion and satisfaction (facial expressions) were also noted using paper/digital sources. Along with our notes, we referenced the recordings for any clarification.

d. Interview Data Collection

The team decided to ask the following question to each of the participants.

1. How was your experience finding events aligned with ‘excellence’ value? (*after task 1*)
 - a. How was your experience using the core values filter? (*after task 1 - situational question, if users were successful in completing the task using the filter*)
2. How was your experience locating the contact information for website support? (*after task 2*)
3. How did you feel about the event posting process? (*after task 3*)
4. What do you think the purpose of this website is? (*after all tasks*)
5. How do you compare ‘Aggie Events hub’ with <current event gathering preferences>? (*after all tasks*)
6. How do you feel about the color scheme of the website? (*after all tasks*)

7. What was your experience of using the website on your mobile phone? (*after all tasks asked only if the participant's type of device was mobile*)

3. Evaluation Findings

Based on the usability evaluation, the following were the findings from 5 participants:

Finding 1: Participants successfully completed the task.

In our second round of usability testing, we found that all participants were successfully able to accomplish all the tasks we presented to them with no major hurdles - this was similar to our first round of usability testing.

Participant Clark Kent was able to complete every task without any hiccups. He said, “the menu helps in finding everything on the website - the names are intuitive and not misleading.” He was able to complete every task successfully in a short period of time. When asked about the comparison with other event-related websites, he said, “This website is more specific to aggie core value-related events.” Similarly participant Droopy was able to accomplish the set task and taking into consideration his background - who is an active member of various clubs, he was experienced in using different platforms for hosting and participating in events. He liked the contact feature from the website, and said, “I like how we get to choose specific roles and then the reasons pop up for the user. This would save a lot of time for me while reporting issues.”

Furthermore, participant Peter Parker had no trouble completing tasks, which is also due to the fact that he is tech-savvy and knows the elements of a website due to his major. During the think-aloud, we noticed that he intuitively navigated through the website, and could easily find what he needed. For task 1 he said “I need to find an interesting event. Okay, I’ll click on events naturally, oh there’s a filter, I’ll enter excellence that should help me, the toastmaster’s events

nice I'll click on learn more, and here's the date and location". Even the participant Lofty successfully completed the tasks on the website, and added that, "I love that there is a centralized listing of events which help me gather detailed information from one point. Currently, I follow various social media accounts to track some of the latest news, which I have no problem with. But, using a website like this, helps!". A similar observation was identified with Sophie Nyugen while conducting the test, Sophie said, "There, I see the post events option, ok, let me quickly fill out the Blood Donation Drive Event information and submit! It's so cool and super quick. "

Polly was also able to successfully complete tasks on her phone. Polly said, "The design (*referring Aggie Events Hub mobile website*) follows same patterns of mobile websites that I have used in the past and that makes it easy for me to use the site." Overall, Polly had no issues in her mobile site interaction with the website.

Based on the think-aloud sessions performed and the above evidence mentioned, we can confirm that the given tasks were satisfactorily completed by the participants without any significant errors. And therefore, it can be said that the system is usable and effective for the intended user population.

Finding 2: Participants followed the steps we expected

Through usability testing we saw that all participants were able to follow the intended steps for the most tasks if not all. For the tasks that the participants did not follow the intended steps, was also a secondary way of completion of the task - like for example for finding the contact information. As seen during the think aloud session with the participant Droopy, upon completion of the first task of finding the event, they randomly scrolled through the footer and they had found contact information there and said, "yeah, it's on the footer...". That was something we had anticipated for users to look into if they did not go to the contact page.

Participant Clark Kent also followed the expected steps for all tasks. He successfully used the filter, found the page and form to post events, and quickly located the contact information through the contact menu. Similarly, Peter Parker also completed all the tasks in the expected flow of steps. He used the filter and clicked on the contact menu item. He said, “The website is as simple as can be and straightforward”. As Sophie was looking at the website, she quickly spotted the ‘Post Events’ which was our goal to make the site pretty easy and self explanatory. Once she landed on the Post Events page, she read through the instructions and filled the form. “That was quick!” she exclaimed as she completed the task without any hiccup. Similarly, Polly followed the expected steps on the mobile site as well. In our previous research, we found that the values filter was not as eye-catching as we had hoped; however, in this iteration, we saw that participants were quick to use the filter. Similar to our findings in first usability testing and now in this round, with suggested revisions, the visual hierarchy helped the users to follow the steps coherently to complete the tasks. And having consistent external design aspects with other websites across the internet helped participants in figuring out the steps we presumed. Therefore, through evidence, we can confirm that the information architecture was relevantly utilized and picked up by the users.

Finding 3: Unexpected assumptions

There were no highly alarming unexpected assumptions made by the participants in this usability testing. We noted a few observations as the participants completed the tasks. For instance, when completing the task to find events aligned with ‘Excellence’, Clark Kent expected the entire block and image of the event to be clickable. He showed some signs of confusion through furrowed brows when he saw that he had to click on the button to click on the event. (The team

wanted to make the block and image clickable, but we were not able to do so due to Wix's restrictions).

When Peter Parker had a certain expectation when it came to the Post Event form, specifically the time field. He said, "Oh the time is in the form of a dropdown?", and his facial expression did not seem too pleased with the number of options. We thought having options for time is something the users would appreciate, but perhaps allowing for numeric entry might be better.

While posting an event, Sophie assumed that the attachments can be sent with the post event form itself, we could sense a little discomfort when she said "Oh, I need to reply back to the email with the attachment ?!". We were unable to implement the attachments feature with the form since it is not available in the free version of wix.

Finding 4: Surprising or interesting findings

We found mostly positive surprise/interest elements in our usability testing primarily through interview questions, however, when we asked Peter Parker how he found the experience of posting an event, he said "It was pretty straightforward, I had to read a little more than I thought I would have to, but it's fine." We found this surprising because there are about two sentences of text explaining what the page is for and we thought it was concise, but perhaps we could redistribute the information.

In contrast to the above page specific observation, with Clark Kent, we noticed that he did not scroll through the entire website and seemed to grasp its intent and meaning just from the website name, tagline, and the welcome blurb. However, he said, "I really appreciate the intuitiveness of the website, I do not have to waste my time going through the whole website and I already know what to expect by looking at the menu names."

During the interviews, when participant Lofty was asked about the color scheme, he was particularly excited about the overall look and feel of the website. He said, “I like how the website barely has elements from a Texas A&M website, yet it made me feel like an official university website.” Polly also appreciated the site colors and design and said, “it looks minimalistic and does not confuse me. I feel like it provides me some clarity when looking through the site.”

While these findings were surprising, they did not have a significant impact on the user’s ability to complete the task. Therefore, while these improvements can certainly help the user, the lack of them do not hinder their ability to complete the tasks.

E. Post-Mortem

1. Project Outcomes

• Strengths of current design

The idea of providing a centralized platform that connects event organizers and students is the main strength behind the website. We, the user research and the development team, provide the technical solution and provide some content moderation but the rest is done by the students. Some other design decisions and features that are strengths are: the profile page provides users with a view of their event history. By allowing users to view both upcoming and past events from their profiles, the website offers a personalized and tailored user experience. Users can easily keep track of events they have attended, as well as plan their upcoming weeks according to the events they have registered for.

Another strength of the website is the integration of Google Calendar. After registering for an event on the website, users can add the event to their Google Calendar with just a few clicks. This integration allows the users to keep track of events and ensures that they never miss an event they have registered for. They can also use their social media accounts to share the events on their social media, which is done in a seamless integration as well.

On the Events page, looking for events based on Aggie Core Values is a unique feature, and it was verified through our user research that students wanted such a feature. We discovered that students are profession-driven individuals and would like to find events that are based on Excellence and Leadership. Another instance of the filter being used is if the students admire a core value, but is unaware of how to practice it or how to learn more about it, for example, Respect is one such value that students care about but do not know how to build through external

sources, then using the filter is a great option. It is simple for the event posters to use as well, as all they have to do is mention which core value the event is associated with.

The Contact Form was well received and is considered a strength of the website, because of its simplicity and the drop-down menu “I am..”. This helps the team receiving the messages from the contact us form to quickly categorize the message and assign it to the right person resulting in a quick resolution. Since we do not currently have role-based authentication, an event poster must use the contact form to add/modify details of an event. The poster can choose “I am a..” organizer and then be shown possible reasons for contacting which gives the user an indication of what the contact us form can be used for.

- **Areas of opportunity**

Role-based sign-up: The first area of opportunity is to implement a role-based sign-up system, which would allow students and organizers to sign up for the website with different account types. This would ensure that each user has access to the features they need, such as the ability for students to browse and sign up for events and for organizers to post and manage events. By streamlining the user experience and customizing features based on user roles, we can improve user engagement and satisfaction with the website and reduce the dependency on the website creators to moderate as much as previously needed.

Currently, there is one filter that is based on Aggie Core Values. In the future, we would like to add multiple filters such as filters based on dates, on location, and sort the results in ascending or descending order since this is the standard for most websites. We would also like to allow the user to choose multiple filters at once, or multiple core values to accurately show the event that they are looking for. We would like to include some form of discussion on the website as well. Either in the form of comments under each Event to let the organizers and other attendees know

what they thought about the event or a discussion forum where users can start conversations. We feel it would be a great place to let the voice of the students be heard, and organizers can conduct events based on the demand. Of course, with this sort of feature some content moderation is required.

In the next 5 years, our vision for this web app is to be the one single source of event information across Texas A&M. We want students to open it when they have some free time on a weekend and they want to find a game night to go to, want clubs and organizations to be able to grow and improve with the help of Aggie Events Hub, and lastly, we want the students of Texas A&M to be intune to the Aggie Core Values and practice them abundantly.

2. Successes and Opportunities

Looking back at the term and the group deliverables, as a team we are happy with our submissions as we were able to collaborate successfully to produce deliverables that met requirements and went beyond our expectations. Each member of the team ensured to understand the instructions of every assignment multiple times. We also kept referring back to the prompt to make sure that we were on the right track which helped us produce good results. After the first few deliverables, we understood each other's strengths and were more efficient in distributing the work. Collaboration came easily to this team and it helped that each of us supported the other team members with the deliverables. We planned the work for each deliverable so that we stayed ahead of time and could complete individual tasks at our own pace. Our strategy included reviewing each other's work using simple methods such as comments on Google Docs or meeting discussions which was an effective process. For example, our findings in user research and usability testing were put together by the team through collaboration and peer review using

this strategy and hence the result was a complete and coherent user research and discovery. We also had fun deciding persona templates, journey maps, website themes and working together. Some lower moments during this term came about during the website design and creation process. While we wanted to build a platform that could capture all our ideas, it was not possible to include role based sign-ups for our secondary persona. It was not monetarily feasible with the Wix platform and it was inefficient for us to code it with our deliverable timeframe. Wix also did not have the best collaboration support. It did not allow multiple team members to edit the site at the same time which was an inconvenience. Apart from the website creation, we had some issues coordinating a time to work together during this deliverable as this time period was busy for everyone with many other submissions and tests.