As one of the UX team members for this project, the problem we wanted to tackle was this following.

The main problem: Lack of information surrounding org activity, existence, availability and culture.

"Does someone really have time to checkout 10 different christian orgs?"

From understanding that such problems can happen, we came up with this vision statement and we will keep this in mind when creating a platform of solution.

Vision Statement: Improve the experience of people looking for a set of friends at ucsd.

Our goal

We want to help our fellow students at UCSD by making org planning and attending easier. I think it would be a bonus point if we can help incoming students find their "home" org (an org where they can find their closest friends)

My proposal

I know that my original proposal was a venmo for time where groups and individuals could request an "instance" with one another. It was recently brought to my attention that the individual to individual requests deviate from our original problem and not worth our time since our goal is to help students with their orgs. I think we need to take this time to do more research on orgs and how they operate and where their pitfall may lie.

Firstly, we wanted to discover what club is about in UCSD.

Things we need to find out:
1. Average number of orgs a UCSDstudent is a part of (google poll on free and for sale)
2. How many of these orgs do they regularly attend (^)
3. How many orgs have u checked out in your college career (^)
4. How many orgs currently exist at UCSD
5. More problems with FB events
6. Responsibilities of a president of an org
7. How orgs plan events
8. Average size of an org
9. How busy is the org (how much of your time does it take)
10. Events per week (how long are they too?)
11. How to get new people. (how did you find your group)
12. Priority for groups?
13. Number of good-looking people
14. Do the looks of people in the orgs make a diff?
15. Fliers (what makes it good or bad)
16. Library walk
17. 2020 page

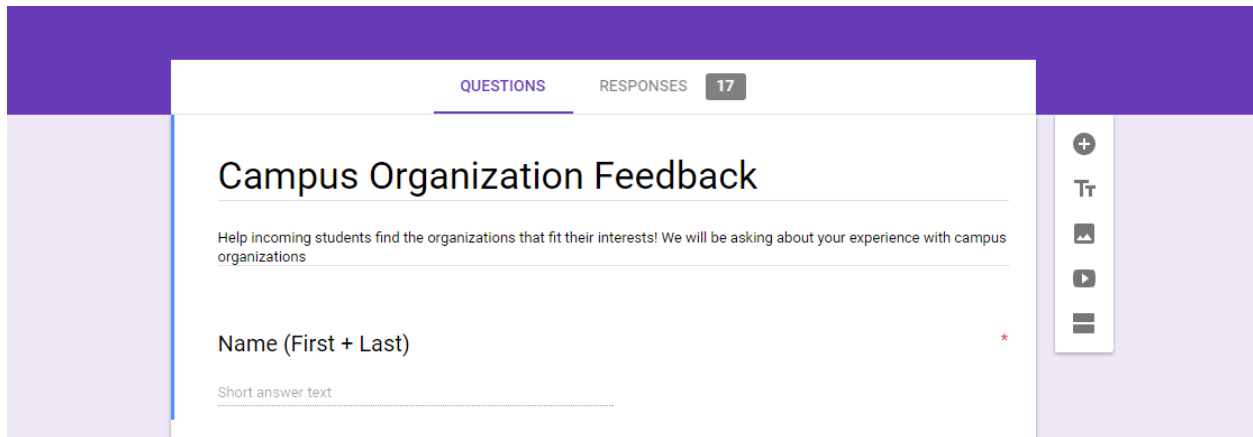Wanted to know what problems there are regarding finding your new home.
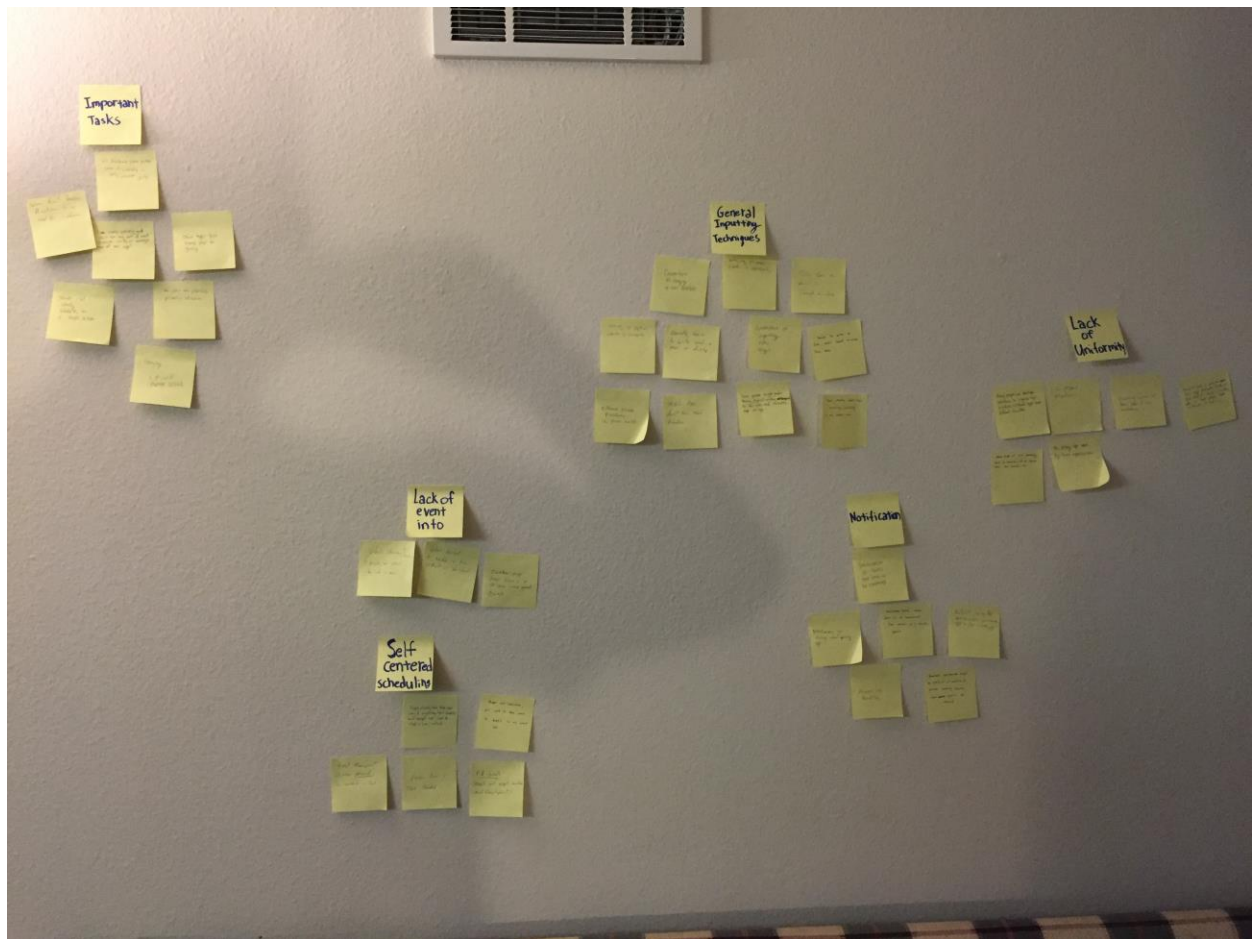
Getting to know our users

Our target audience are UCSD students part of orgs on campus.

1. The noob (freshmen + transfers looking to find cool orgs) (ask 2020)
2. The regular (students who come and go to gms)
3. The active (goes to every event)
4. The president (board members and presidents)

We took a survey to understand them better.

This was a super basic form but our goal was to see what the most popular forms of finding a group on campus was. I wanted to see if all these fliers and tabling actually help orgs or if it's just a futile effort.

My analysis:

We only got 17 responses (a lot from one particular org) so our data may be a bit skewed. But I think it's still decent data. From the form we learn to basic things most individuals are part of 1 or 2 orgs (this was the case for myself freshman year as well). And the biggest way of hearing about a group so far is word of mouth by a landslide.

Flyering was second place with 17.6% of the votes. This immediately signaled a red flag for me. Flyering either doesn't have enough info or isn't getting to the right users. Because that percent is really small. **Word of mouth has something that flyers do not.** Even though a flyer technically has more info (when to go, where to go, and pictures) word of mouth seems to trump all the different outlets of reaching out. I have 2 hypothesis for this:

Word of mouth has a familiar face to it
When a friend or family member suggest an org for you to check out you are more likely to check it out because of the fact you trust this person. (checking out orgs is kind of like making new friends; you don't want to make friends with a random stranger but hanging out with people your friends are already cool with is a bit easier). Also when getting a recommendation from someone you know you are more likely to check it out for the sake of that person. Our app should try to utilize this powerful aspect of recommendation.

Library walk has hours
People like to check out things on their own time. Not many people like having things shoved at them (unless its free samples). I think the fact that library walk is only open from 10am - 3pm makes it difficult for students to freely check out orgs and have to resort to the horrible online catalog.
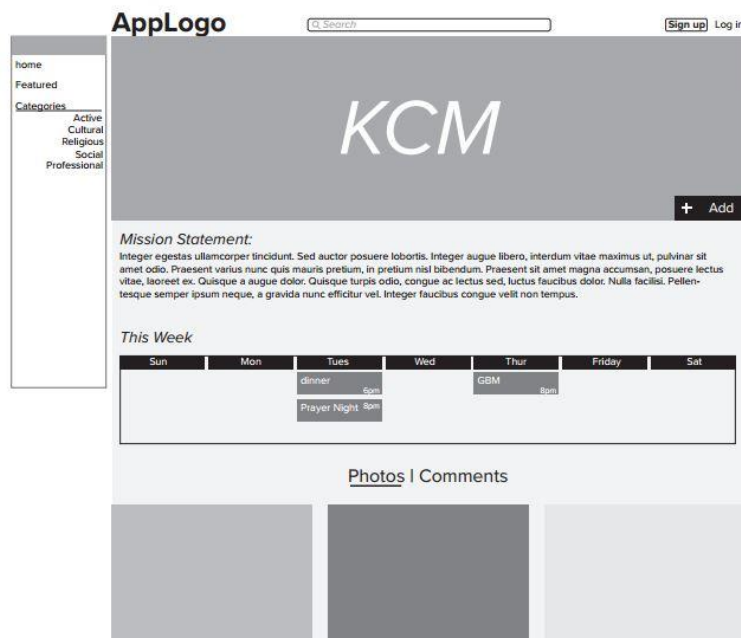

Also interviewed people in person.

After surveys, we got down to work and created multiple storyboards that would fit in multiple situations.
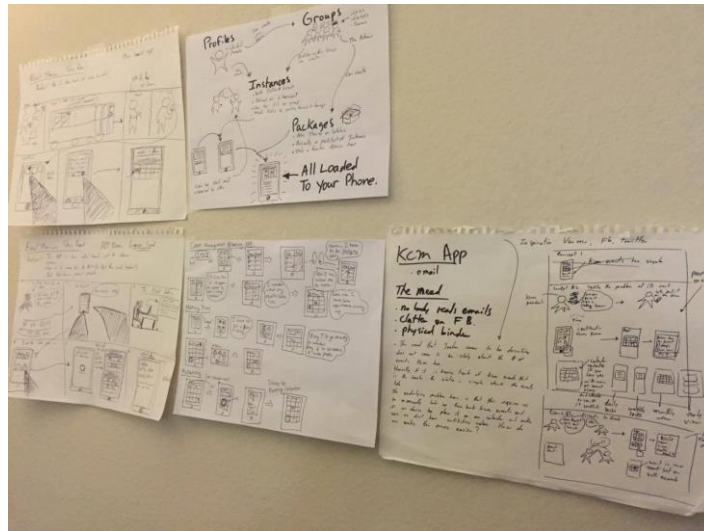
Then we stretched further and created prototypes that would fit our vision the best

We have iterated in terms of what problem we are tackling so we are still in a process of solidifying where we exactly we want to take this project to. Currently waiting on other members to come back to San Diego to continue on this project.

COMING SOON!