GroupIn

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Information Architecture
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Agenda

- Executive Summary
- Research
- Architectural Strategy
- Design
- Testing and Iteration

Executive Summary

Initial Concept

GroupIn is an iOS app that can be used the first day of any new class to help students get to know each other and form effective groups for semesterlong projects.

Main features

- student provided profile for forming groups
- app provided ice-breaker games

Audience

Our target users are graduate students enrolled in classes that require a semester-long group project.

Painpoints to resolve

- quickly get to know fellow students
- form an effective group

Research

Competitive Analysis
User Interviews
Surveys
User Testing

Competitive Analysis, Indirect

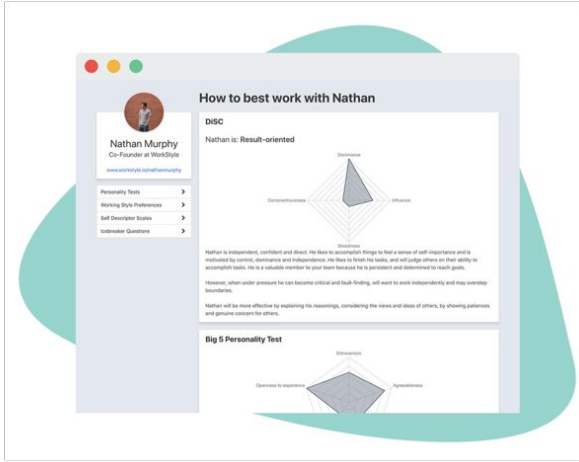
- Private profile
- Personality type
- Based on interests
- Makes matches of 3

- No profile
- Scenario questions
- Reveals superpower

- Random feature
- Import/export lists
- Can use qualities
- Competitive teams

Competitive Analysis, Direct

WorkStyle



Late in our project, we discovered the WorkStyle.io website. It has every feature of our app, but more in depth. It sells to corporations by the profile.

canvas

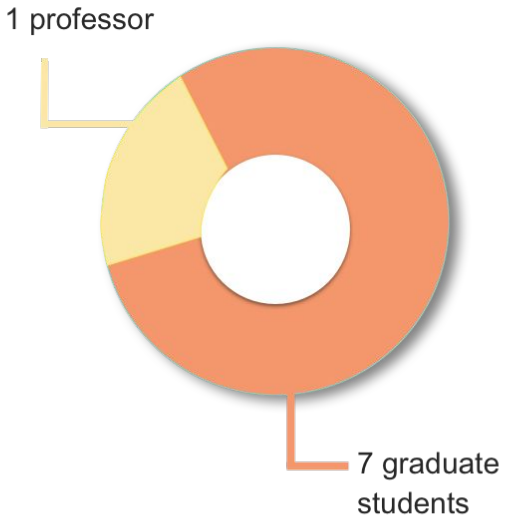
One of our main competitiors is Canvas, a learning management platform by Instructure. It provides a place for each class to communicate, turn in assignments, get grades, and share files. However, Canvas is a bit clunky and the multi-step login is cumbersome.

- Class only
- No matching
- Optional bio
- Secure

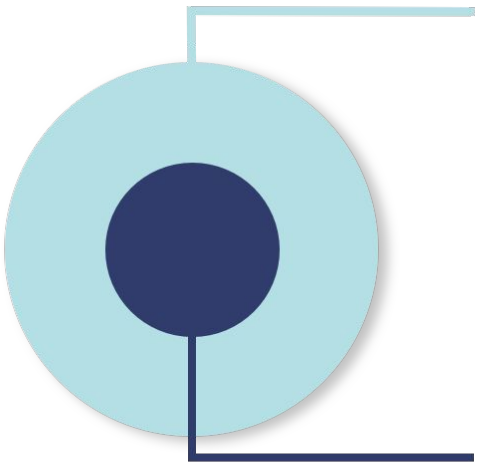
Interview Demographics

To gather data about our idea, we interviewed 8 participants.

Participants



Departments

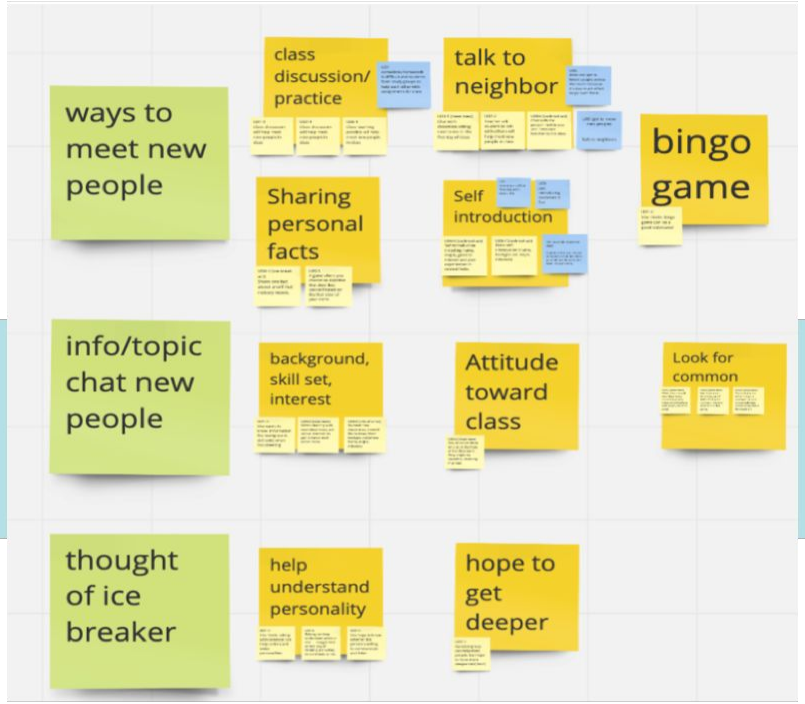


5 participants, 1 each from
- Neuroscience
- Asian Studies
- Computer Science
- Educational Psych
- Chemical Engineering

3 participants from the School of Information

Interview Questions

Group Experience

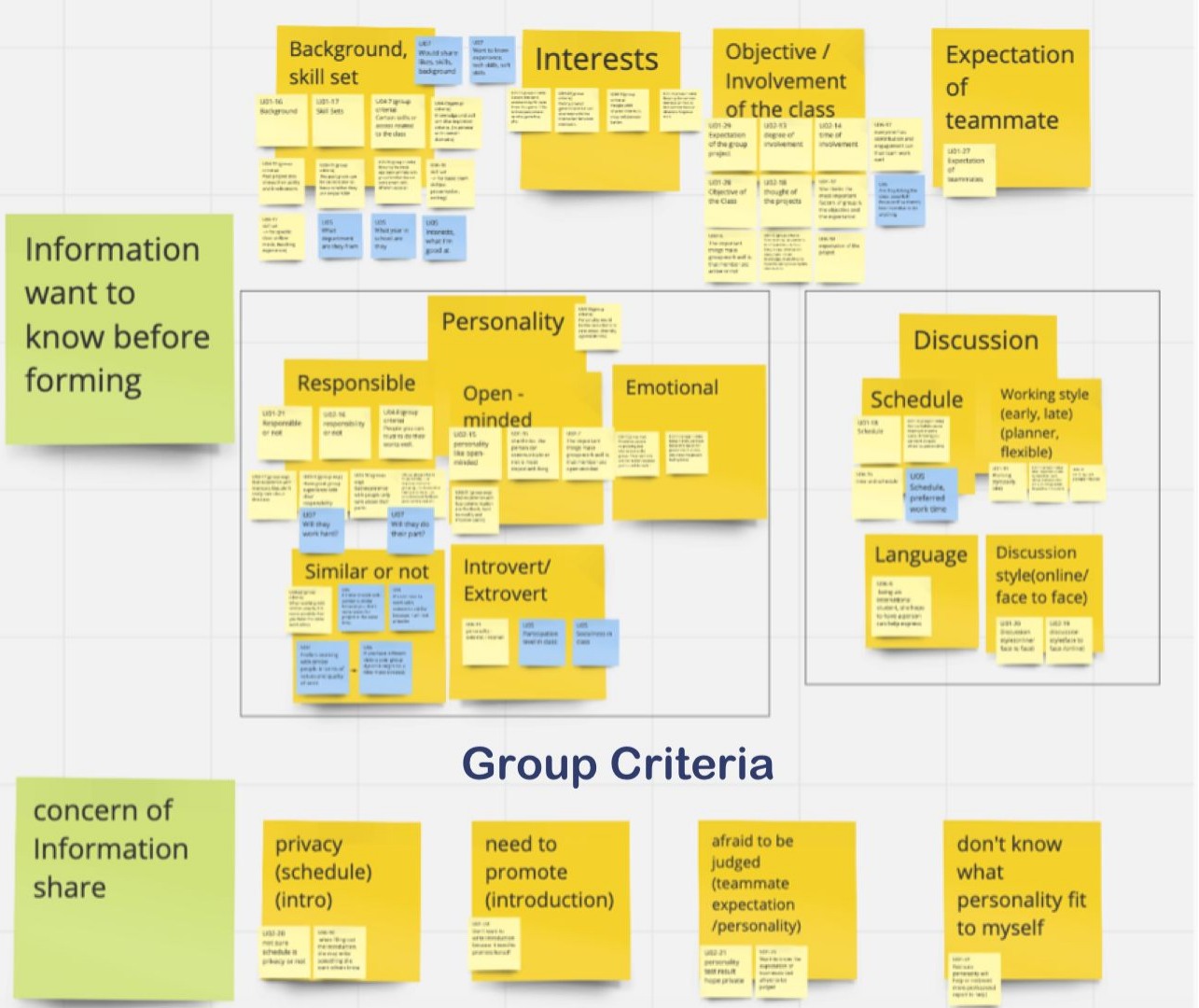


Meeting new people on the first day of class

Interview Data

To organize our data from interviews, we created several affinity diagrams. We were able to see some big ideas in our data.

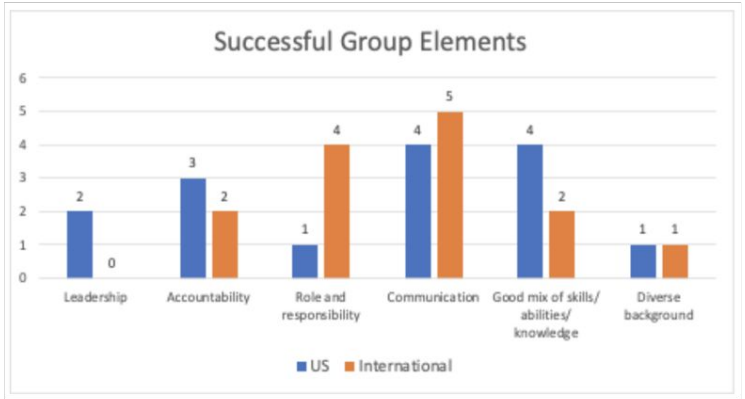
- No single method of meeting classmates was preferred
- Most students like the use of ice breaker games
- Students liked the idea of instructors assigning groups
- Reasons for taking a class, personality, skills, background and interests were all good things to know when forming a group

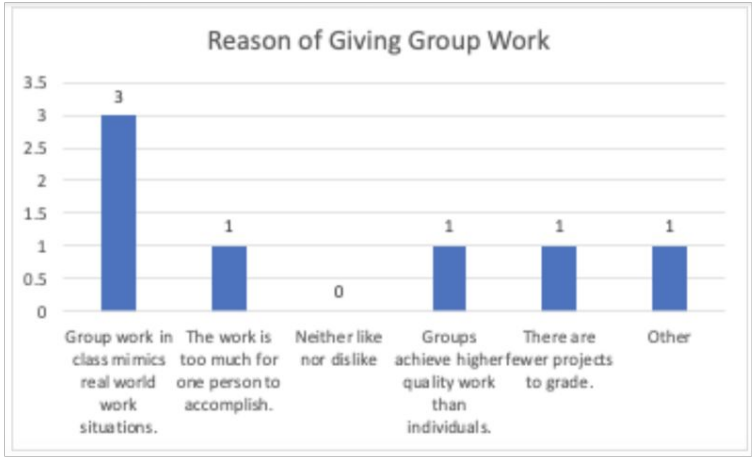


Survey Results

Using the affinity diagrams, we created surveys for instructors and students, receiving 4 and 15 responses, respectively. Here's what we learned.

- Most instructors rely on self-introduction in class, but this is not so effective with international students
- Students are concerned about privacy
- Communication is seen as the top value for a successful group
- Extroverted people are popular to work with, but most people self-identify as introverts





Architectural Strategy

student mode

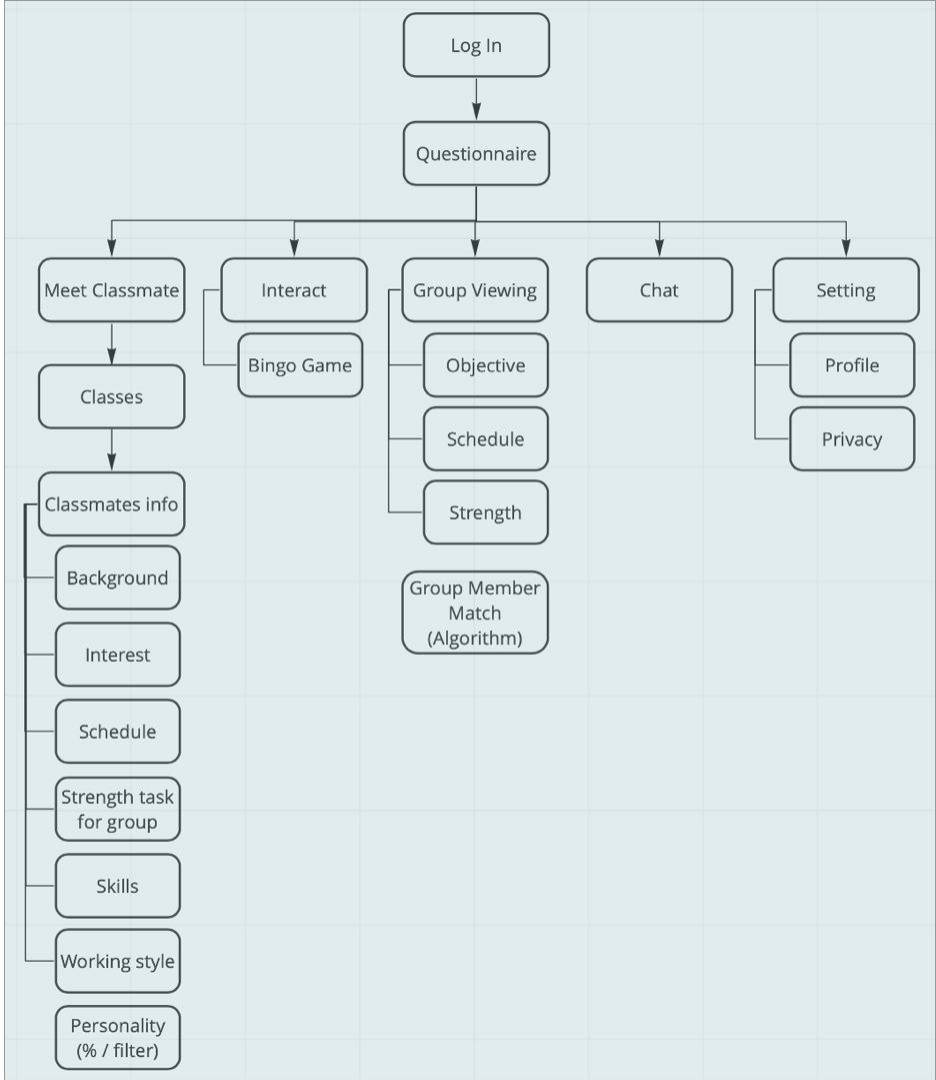
group mode

1 Meet new Classmates

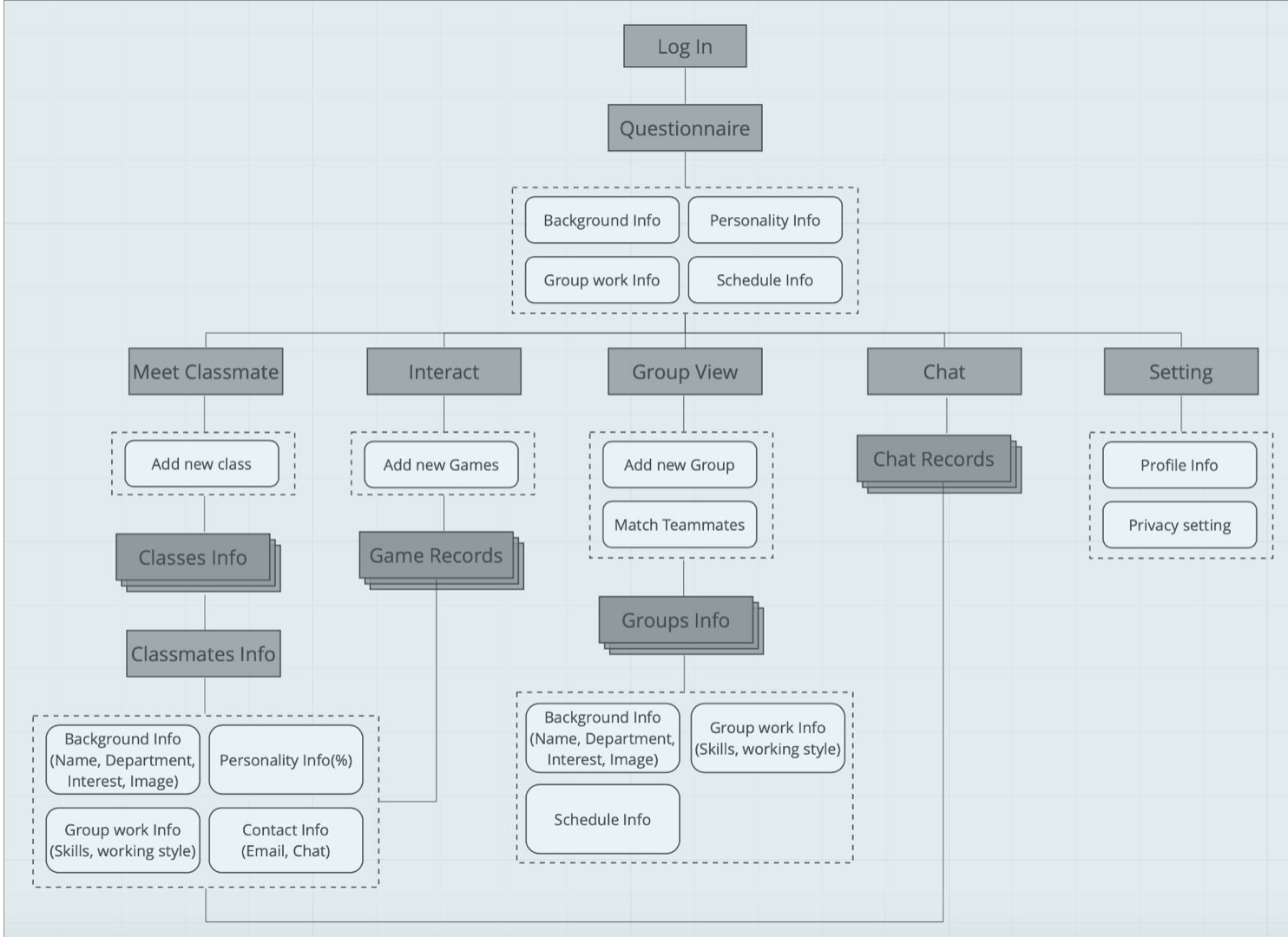
2 Form a Group

3 Privacy Options

Blueprint, version 1

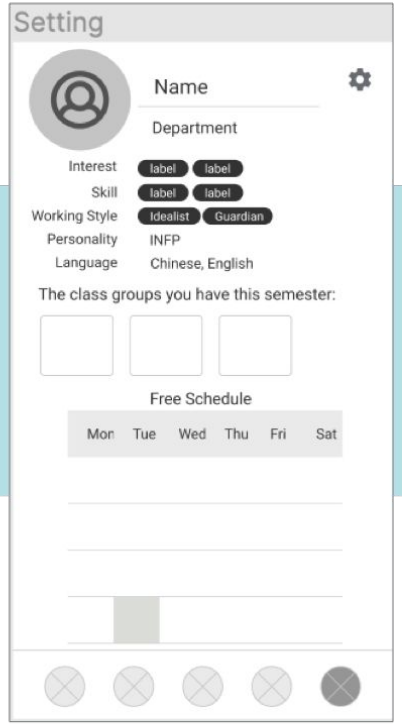


Blueprint, version 2

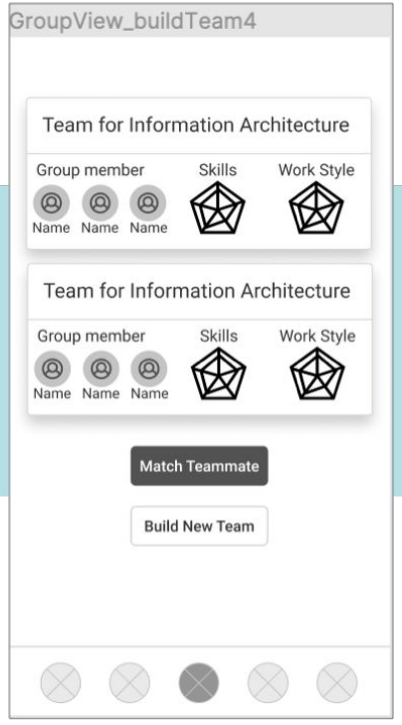


Select Lo-Fi Wireframes

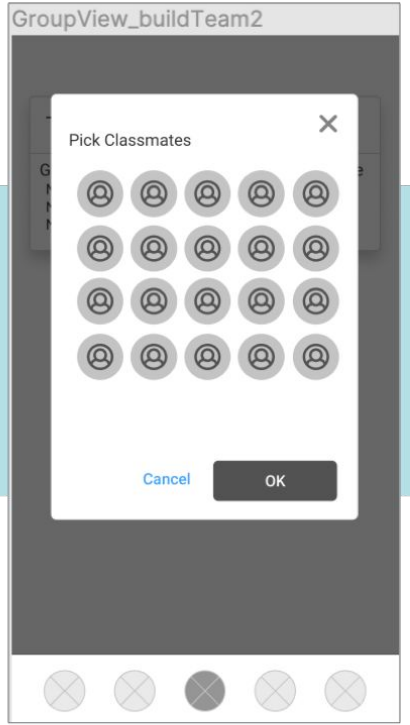
Group member profile



Personal profile page with settings



Group profiles



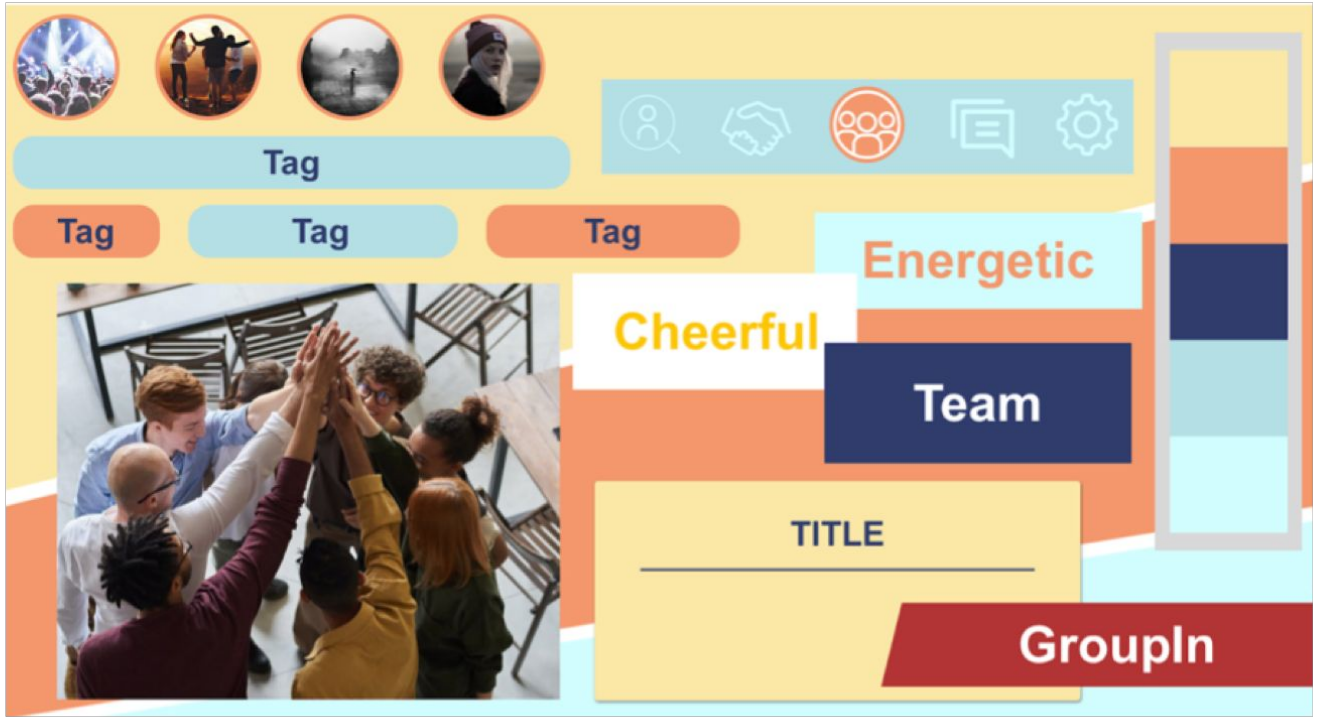
Classmate selection

Design

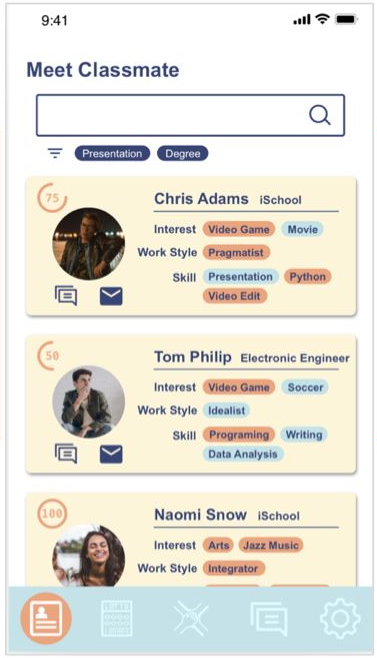
Color Scheme

#FBE8A6	#F4976C	#303C6C	#B4DFE5	#D2FDFF

Moodboard

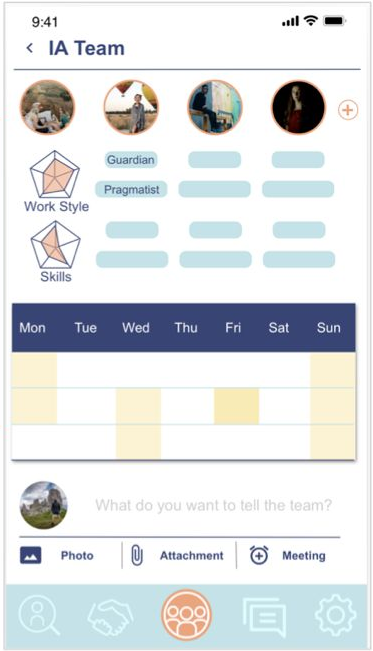


Selected Hi-Fi Wireframes

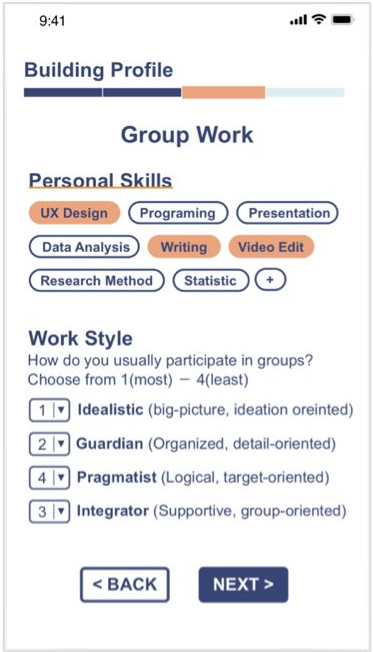


Group member profile

Personal profile page with settings

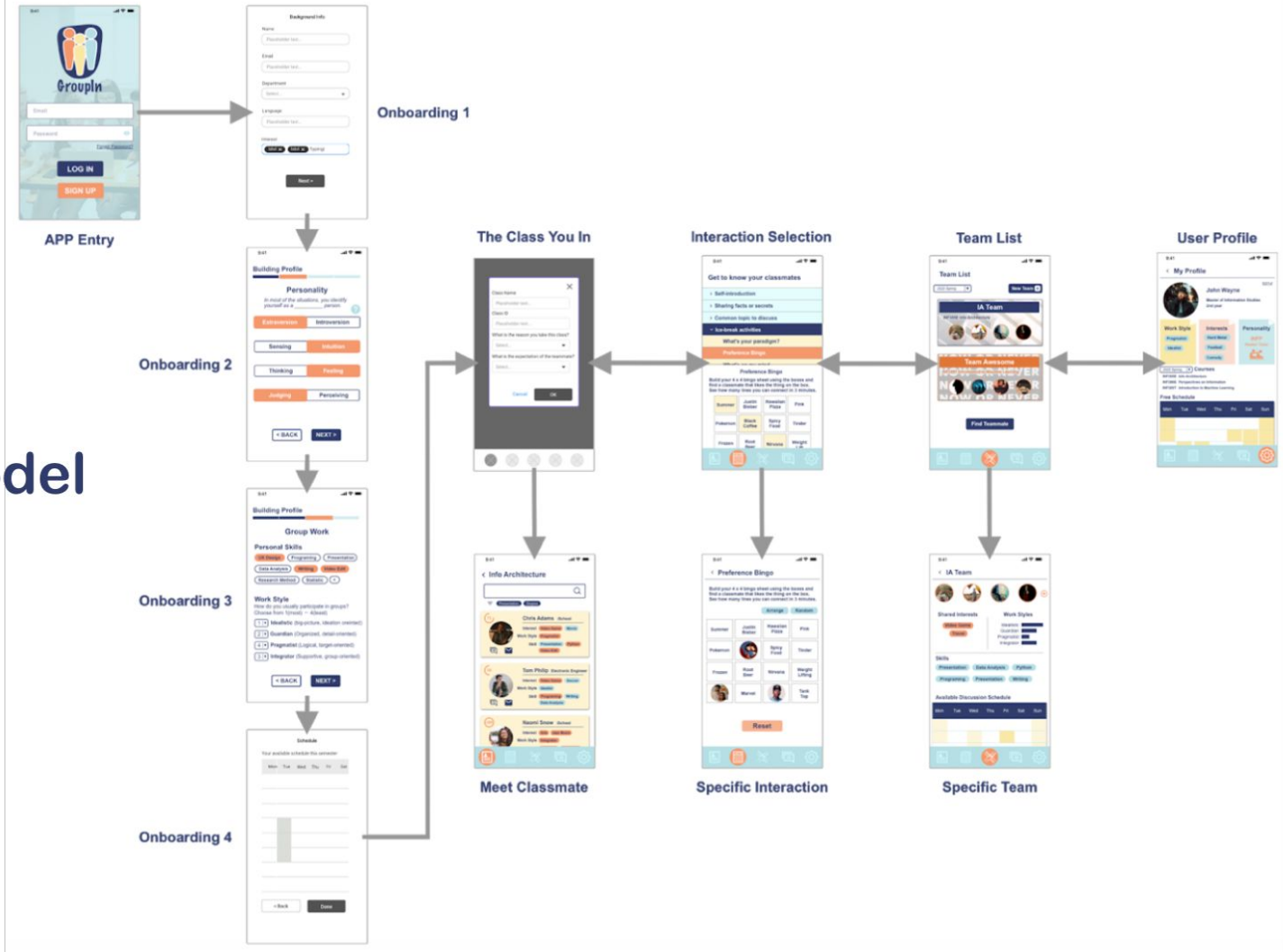


Group profiles



Building personal profile

Content Model

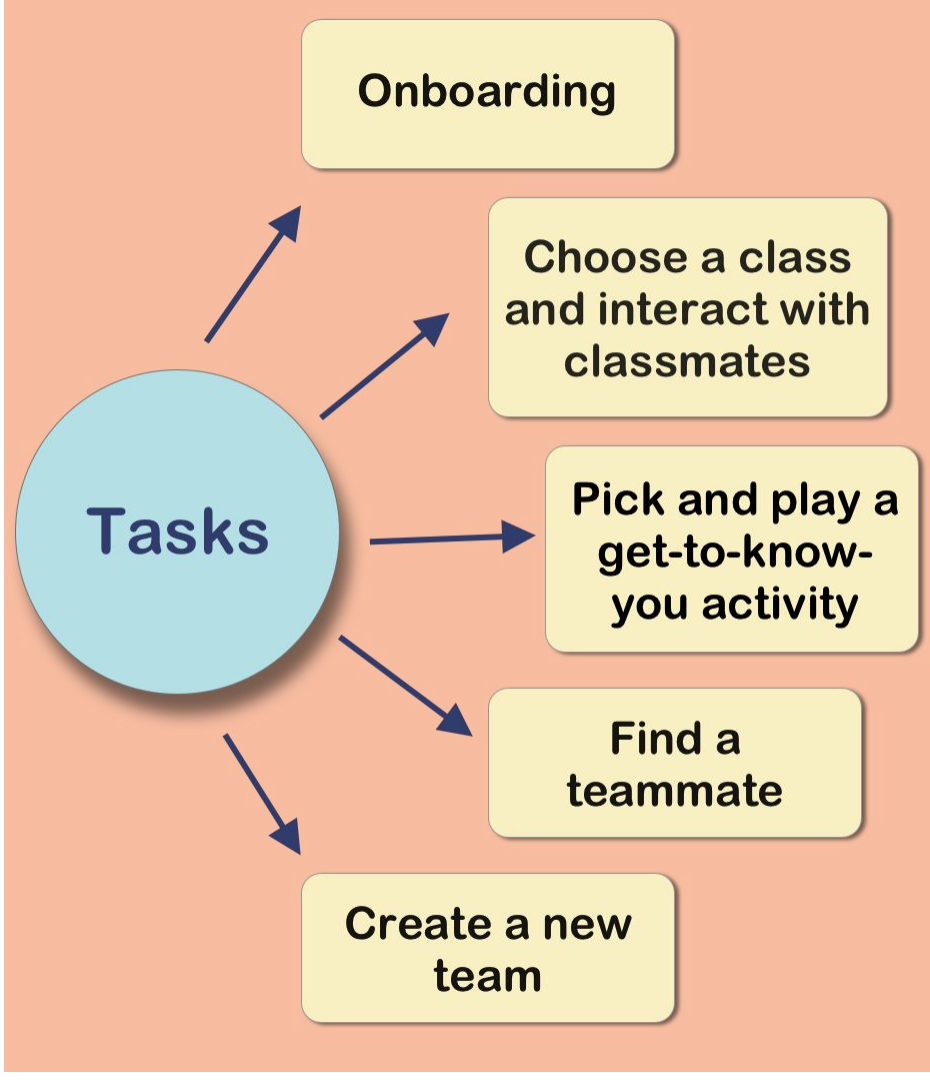


User Testing, Round 1

Friends from school

Participants

P1	graduate	female	Taiwan
P2	graduate	female	China
P3	graduate	male	India
P4	undergrad	male	US
P5	graduate	male	Taiwan



Results, Round 1

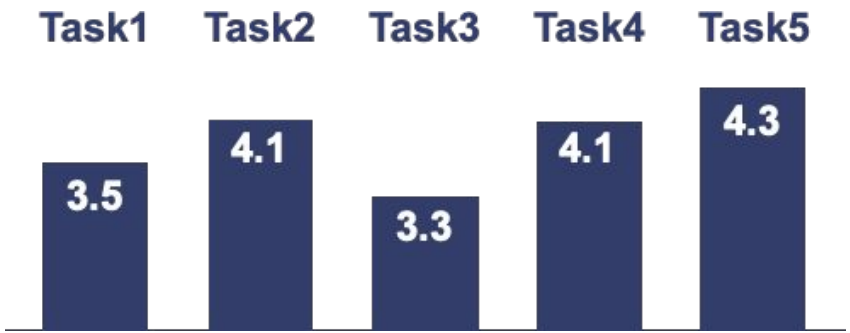
What does it mean for a certain type of personality or work style?

What's the difference with finding classmate vs finding teammate?

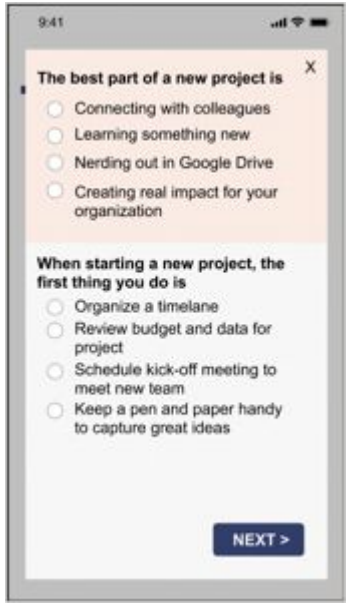
How do we do the get-to-know you activities practically?

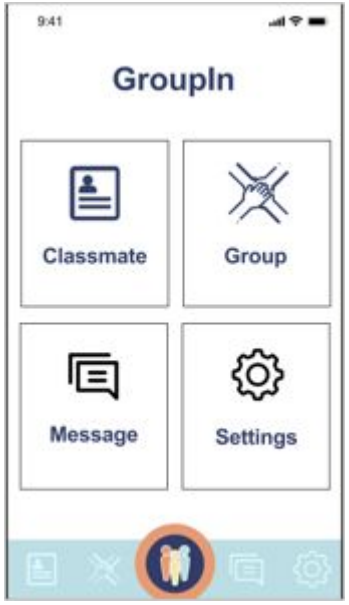
Should prioritize other important criteria before interests.

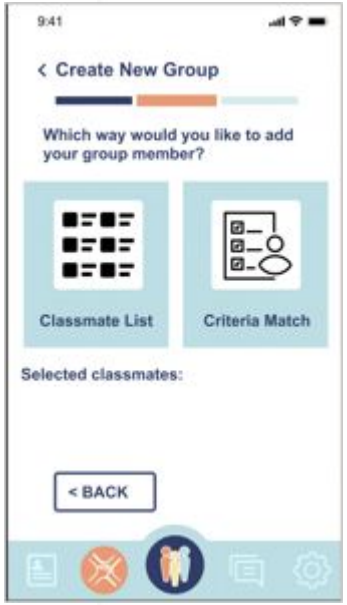
SUS Score 67

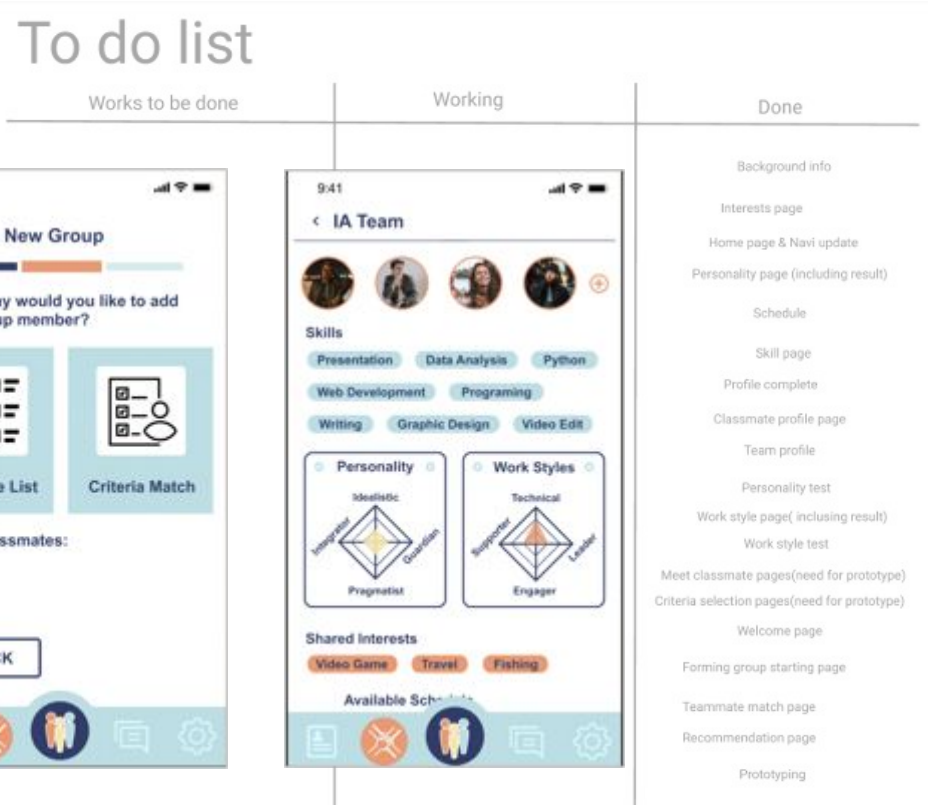


Changes to First Iteration







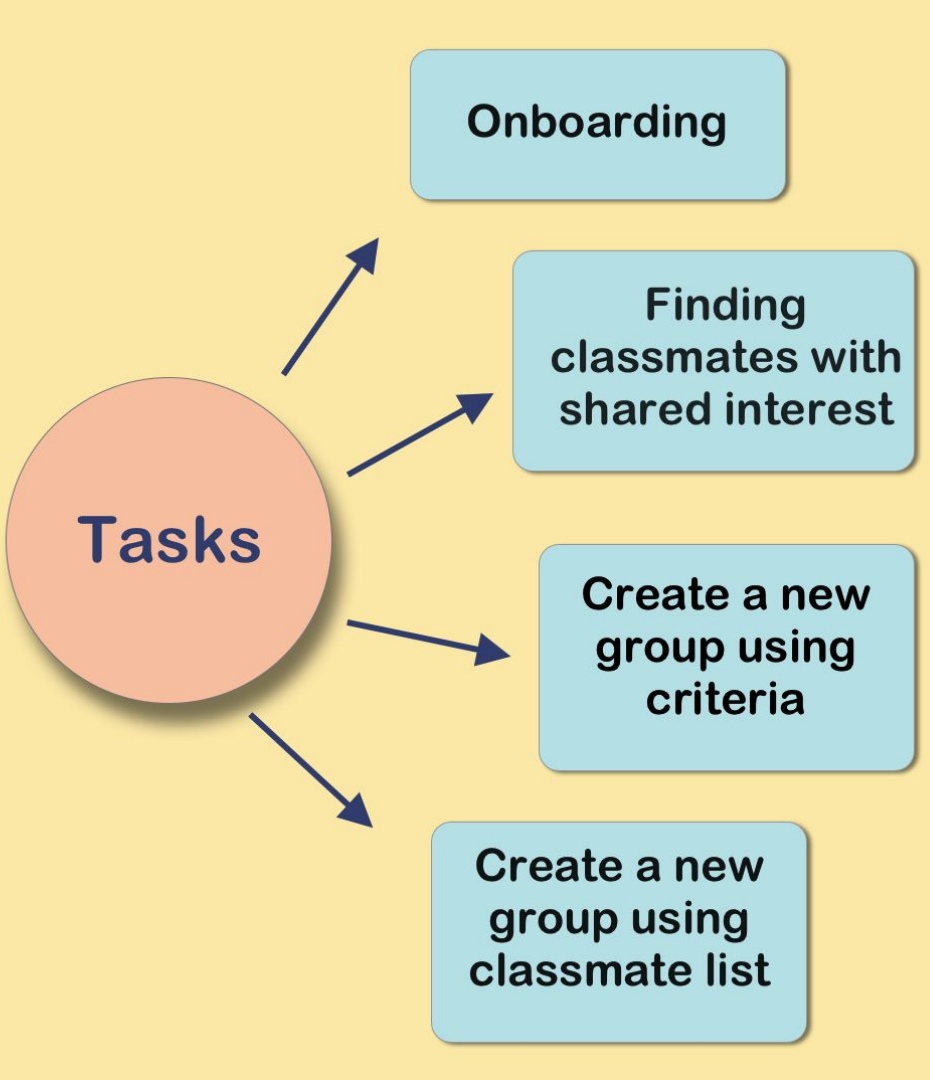


User Testing, Round 2

www.usertesting.com

Participants

P1	20	female	NJ
P2	22	female	FL
P3	31	male	PA
P4	30	male	CA
P5	39	female	GA



Interviews 2 Data

	Task 1: onboarding	Task 2: find classmates with shared interests	Task 3: new group by criteria	Task 4: new group by classmate list	Overall impression
M31	good initial impression, likes that there are a lot of interests, hesitated at interests (Next button), good questions to create accurate profile, likes personality quiz, thinks it and work style are important,	likes classmate profile, lots of information available, would prefer filter over search, he CANNOT FIND NAVIGATION BAR--it is not showing up in the prototype, just circles with X's. (10:55),	Likes the prep questions, was able to use criteria match first, would like app to say "Would you like to add this person?" in create new group lo-fi, stopped task after adding one person, people taking class for same reason should be together, doesn't remember seeing any suggestions	had trouble seeing info about classmates when adding them to group via list, Would like to see profile before adding, worried about people not getting along outside of class (issues outside of class), assigned by group is a good option--makes it easy, great way to meet people you wouldn't normally talk to, not necessarily private, if classmates dislike each other this would provide other classmates to get info, etc.,	this guy really liked our app
M31					
M30	Same problem at Next button task complete: Yes Difficulty: 5 the interface is great, if more people use he will also want to GroupIn app is for: find group people who have the same interest or to communicate Personality test: in depth	task complete: Yes Difficulty: 5 filter function is a little better than search bar, but he will use search bar more(??? information: to the point	task complete: Yes Difficulty: 5 doesn't think reason is important to him want to have "group chat" function	task complete: Yes Difficulty: 5 he doesn't want the app assign group for him	5 / 1 / 5 / 4 / 5 / 1 / 1 / 3 / 5 / 5 /
F39	same problem in interest button love personality and work style test, and good way to know who you are working with task complete: Yes Difficulty: 5	didn't see the personal profile!!!(stop at classmate profile) task complete: Yes Difficulty: 5 she would like to have filter, think it is powerful it will also be nice if have function don't want to share information and skip it also not sure the navigation bar means	didn't really use critieria match function!!! task complete: Yes Difficulty: 5 nice to know reason have a doubt it is perfectly acceptable, due to the different aspectation and generation it could be different? matching criteria is great! (never seen before	task complete: Yes Difficulty: 5 She will use the app because she didn't have any information of her teammate when she in MBA she like criteria much(? app to help assign sometimes is good if needed	5 / 1 / 5 / 5 / 5 / 1 / 1 / 5 / 5 / 5 like the idea
F20	same problem in interest button test pop up great love personality test keep option short, like Retest button too much option she may not go through(but sometimes it may help) schedule thing can link to google calender, should have option to choose specific time task complete: Yes Difficulty: 3(confusing due to Next button) GroupIn: create group and customized it expectation: more function to work together (like based on their interest personality and workstyle test interesting but not sure what situation will need to	didn't see the personal profile!!!(stop at classmate profile) task complete: Yes Difficulty: 4 filter will be nice (have specific word or thing that she can use) want both	didn't really use critieria match function!!! she like the expectation for teammate(avoid free rider she think after selected classmate, not only have picture, but have name she think new group button should on the up area(because if she had a lot of group, she need to scroll down in the end) wonder when she add them, will people get notification? task complete: Yes Difficulty: 4 reason not important she want to know what role will they want to be in the group(like leader, reseacher...)	task complete: Yes Difficulty: 5 confusing about the schedule don't understand the work style not helpful in the group profile want have role(lead, researcher, coder, video editer) small class -> class list / big class -> criteria interesting to be assign a group by the app (when not familiar with others)	5 / 1 / 3 (nav symbol not very clear) / 4 / 3 / 1 / 3 / 4 / 5 / 5 idea is good! good for CS professor

Results, Round 2

I thought the finding classmate icon was my profile.

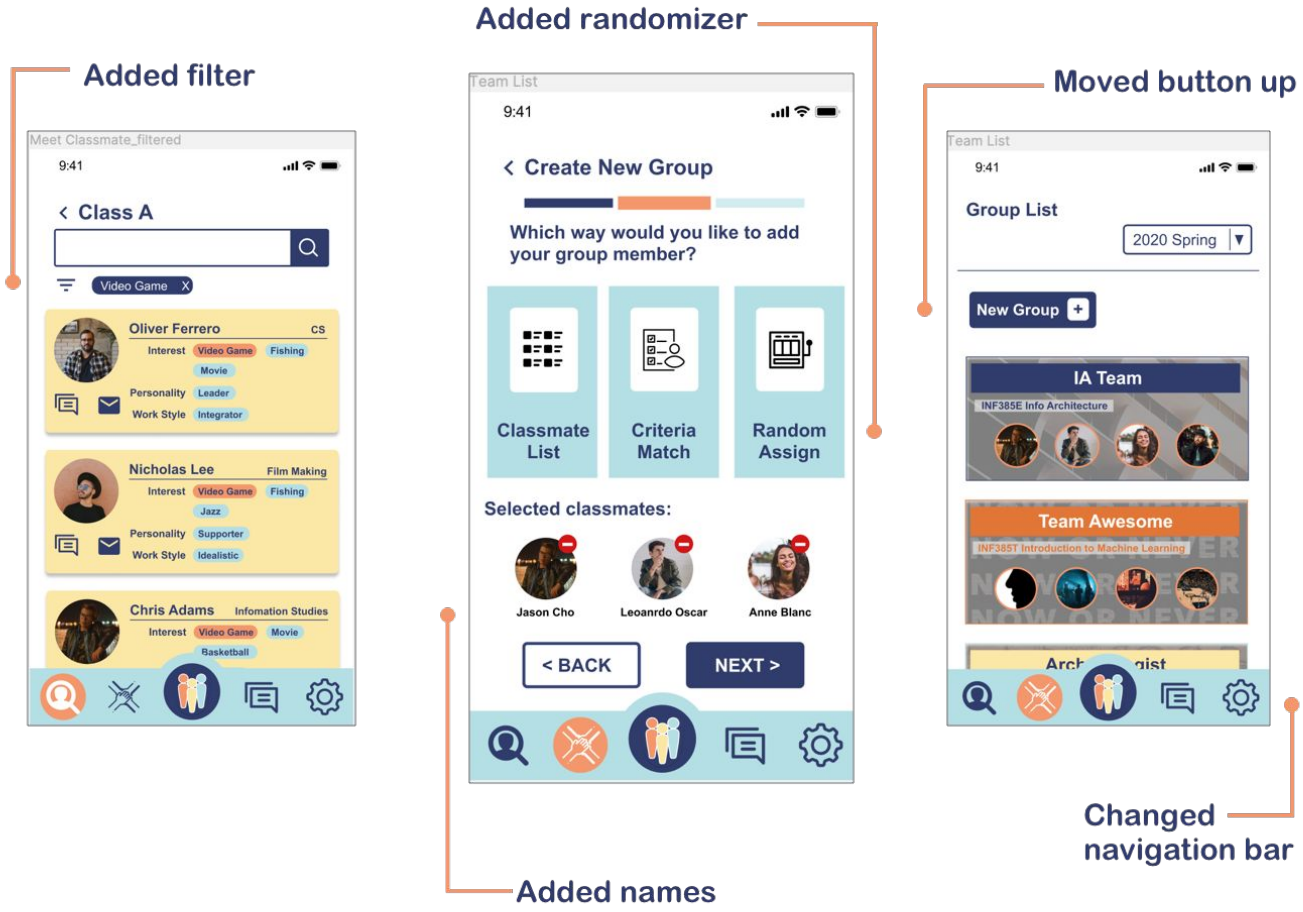
It would be convenient to have a filter when search for classmates.

Would like to see detail info of my teammate before adding them.

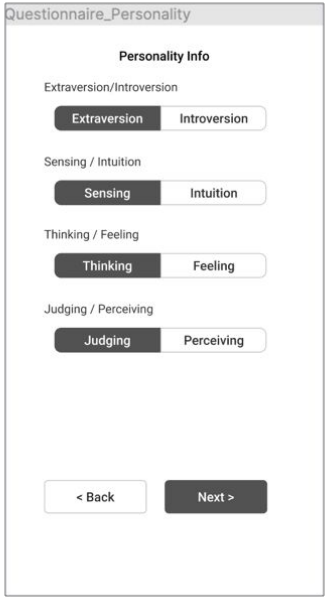
Would like to have a final confirmation before created groups.

SUS Score 91

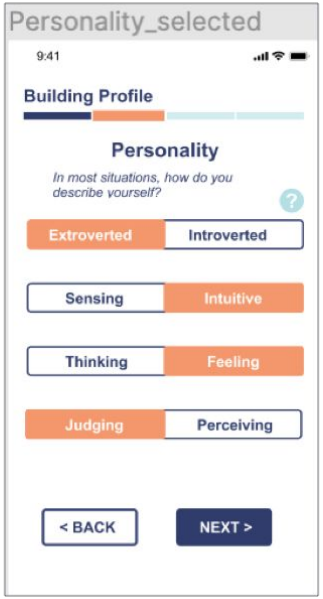
Final Changes



Iterative Process

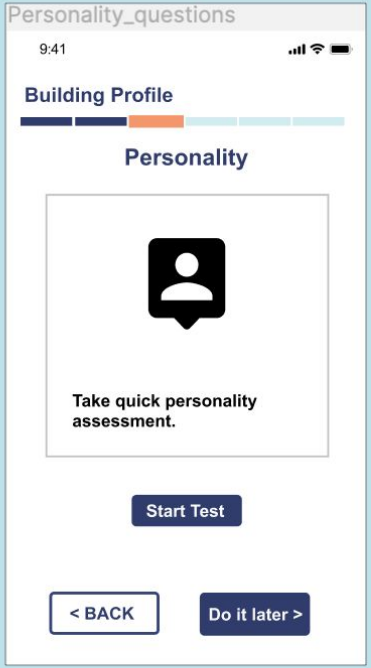


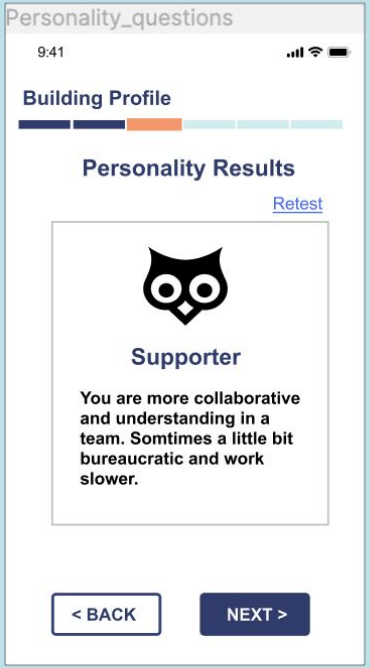
Lo-Fi



Hi-Fi

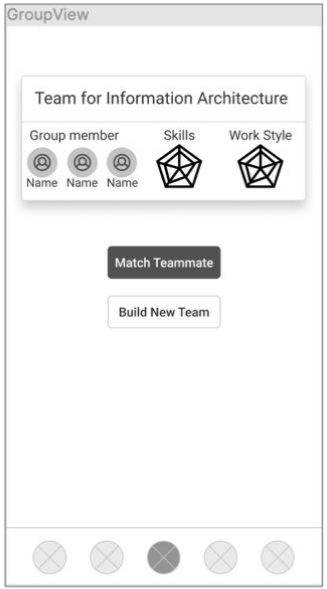
Final Prototype





Personality Assessment

Iterative Process



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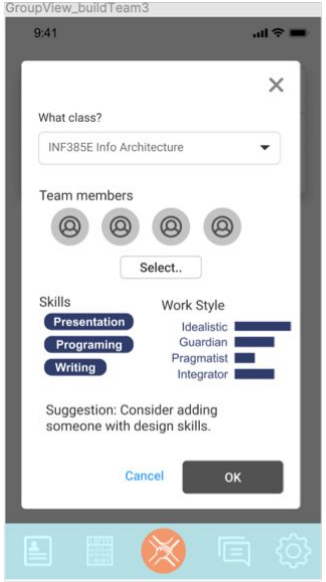

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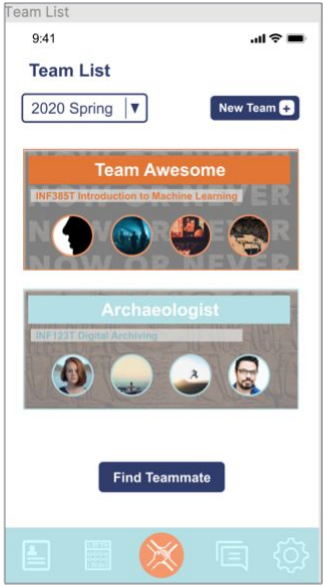
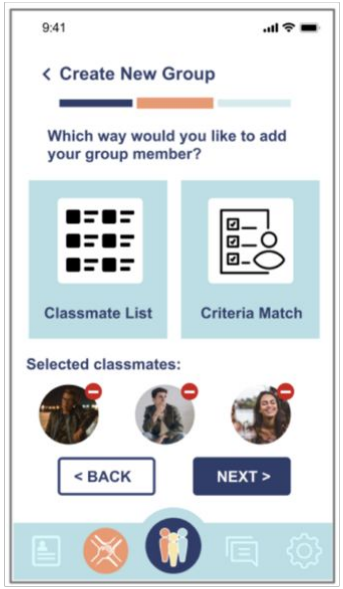
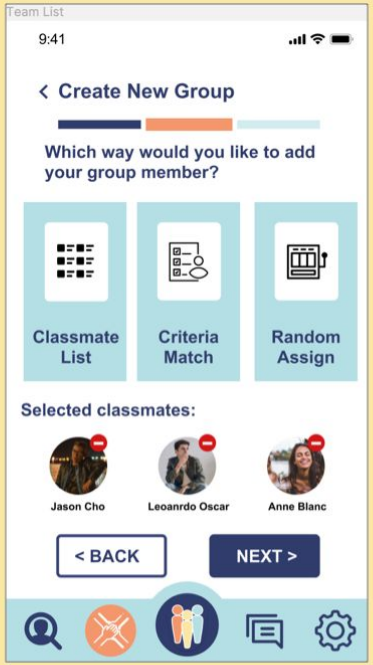


Hi-Fi



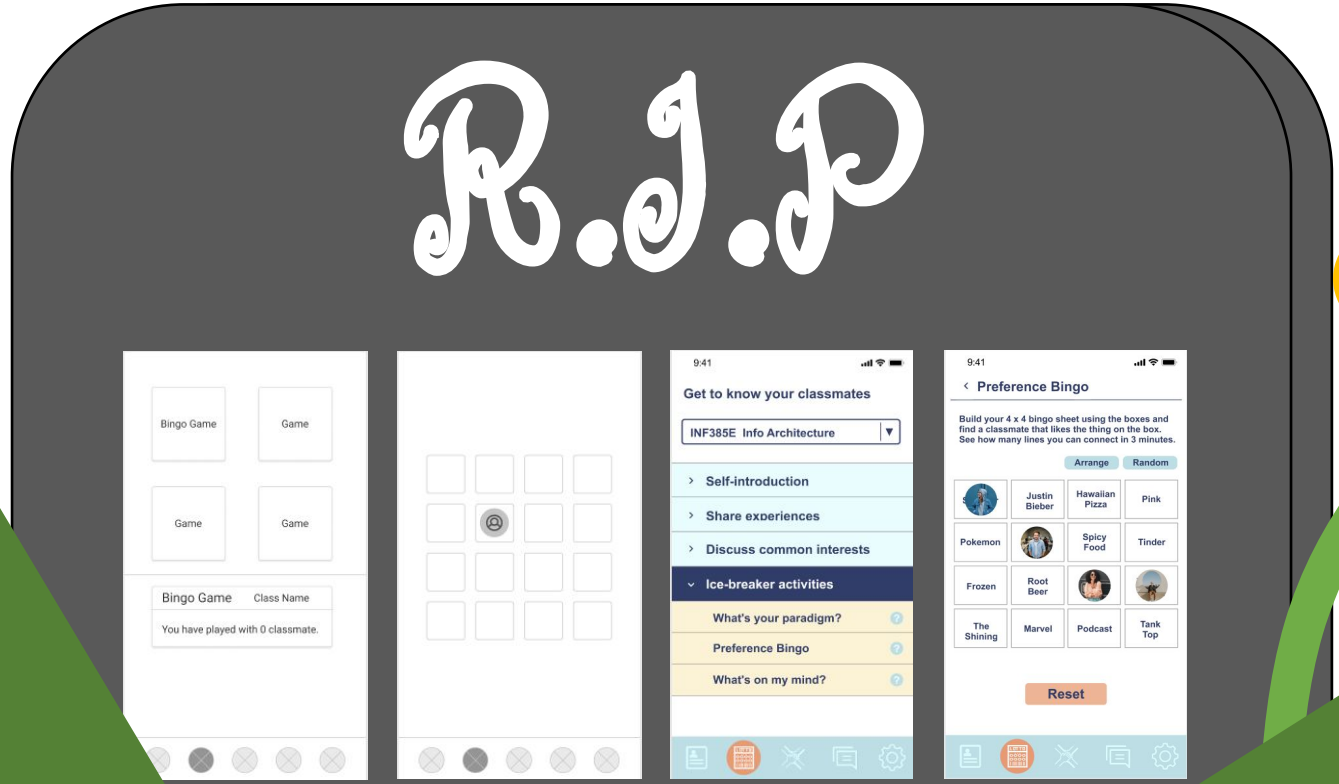
Hi-Fi

Final Prototype



Creating a Group

Rest In Peace, Game and Activity



Thank you.

Questions?