



GroupIn

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Information Architecture
Professor Fleming Seay
Spring 2020

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

Competitive
Analysis

User
Interviews

Surveys

User
Testing

Competitive Analysis, Indirect

we3



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

Superpowers



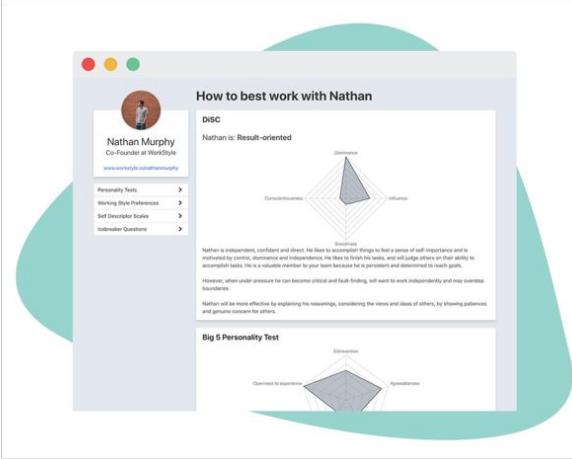
- No profile
- Scenario questions
- Reveals superpower



- 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.



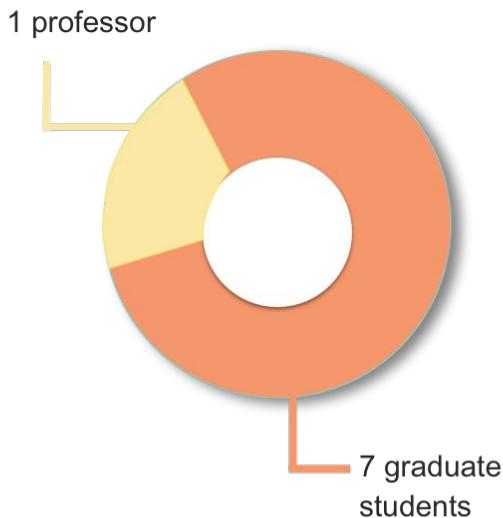
One of our main competitors is Canvas, a learning management platform by Instructure. It provides a place for each class to communicate, turn in assignments, get grades, and share files. However, Canvas is a bit clunky and the multi-step login is cumbersome.

- Class only
- No matching
- Optional bio
- Secure

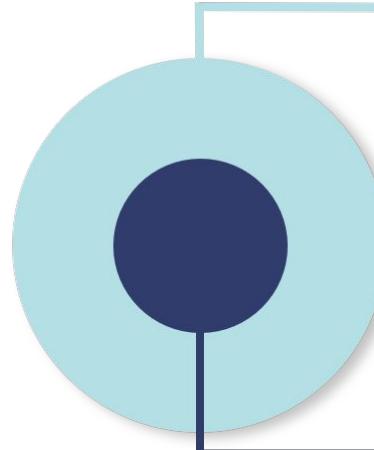
Interview Demographics

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

Participants



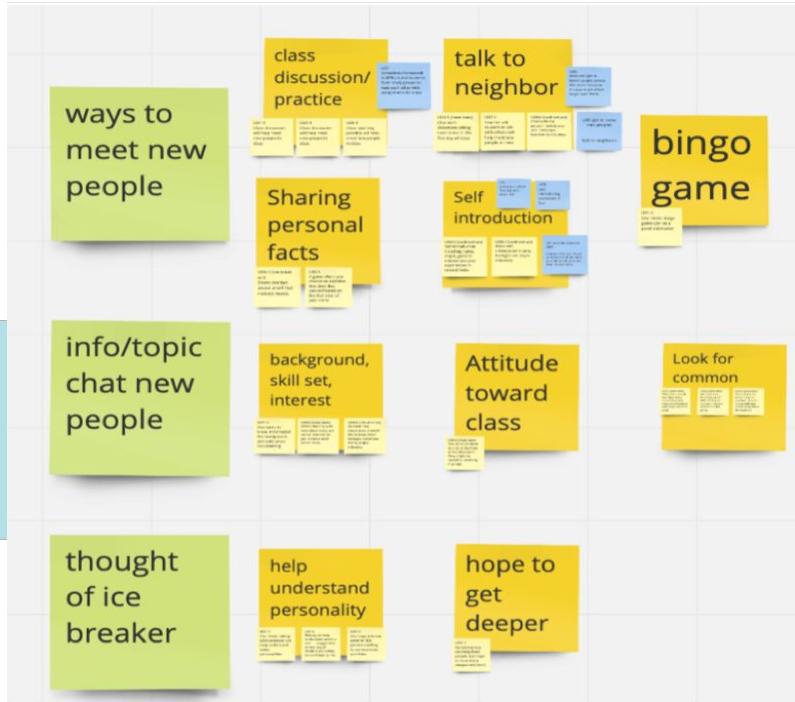
Departments



- 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

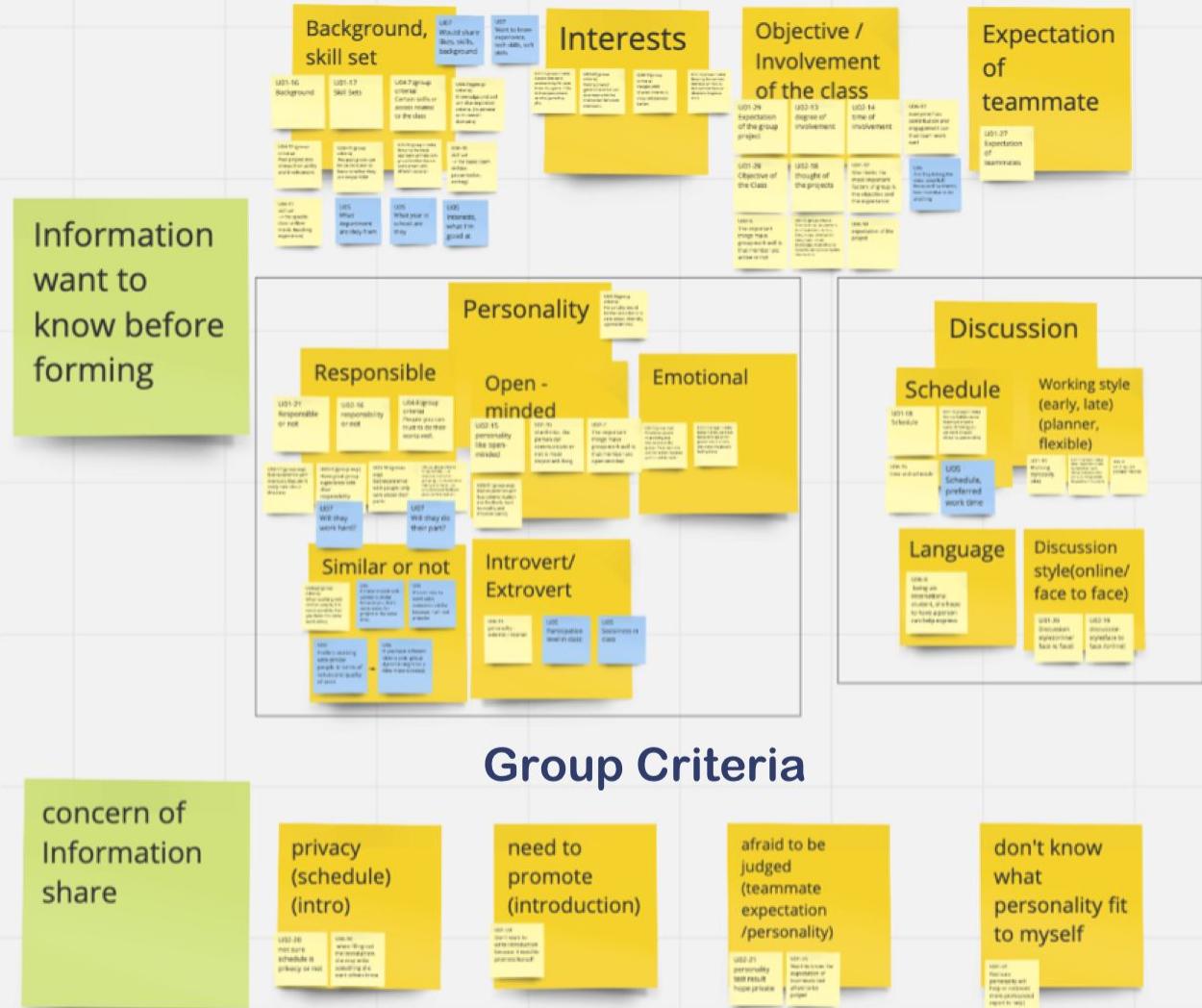
Interview Data

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

Information
want to
know before
forming

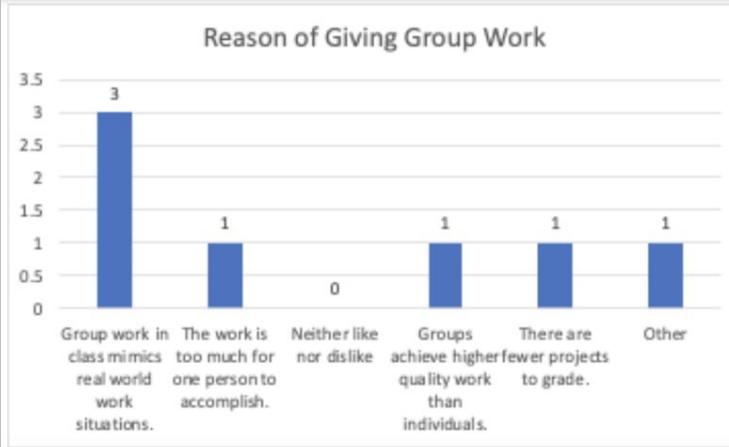
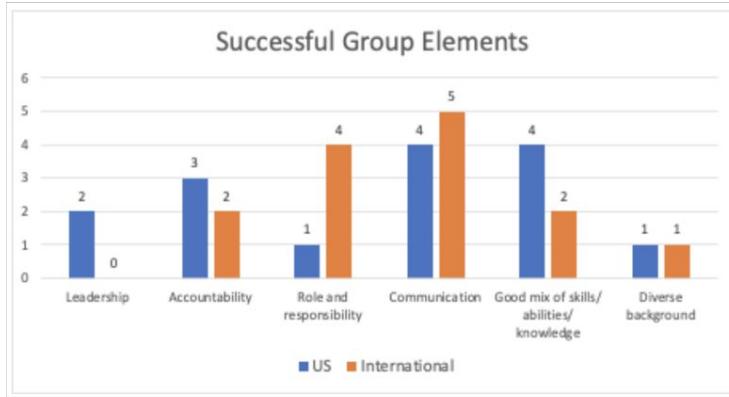
concern of
Information
share



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



student
mode

group
mode

instructor
mode



1

Meet new
Classmates

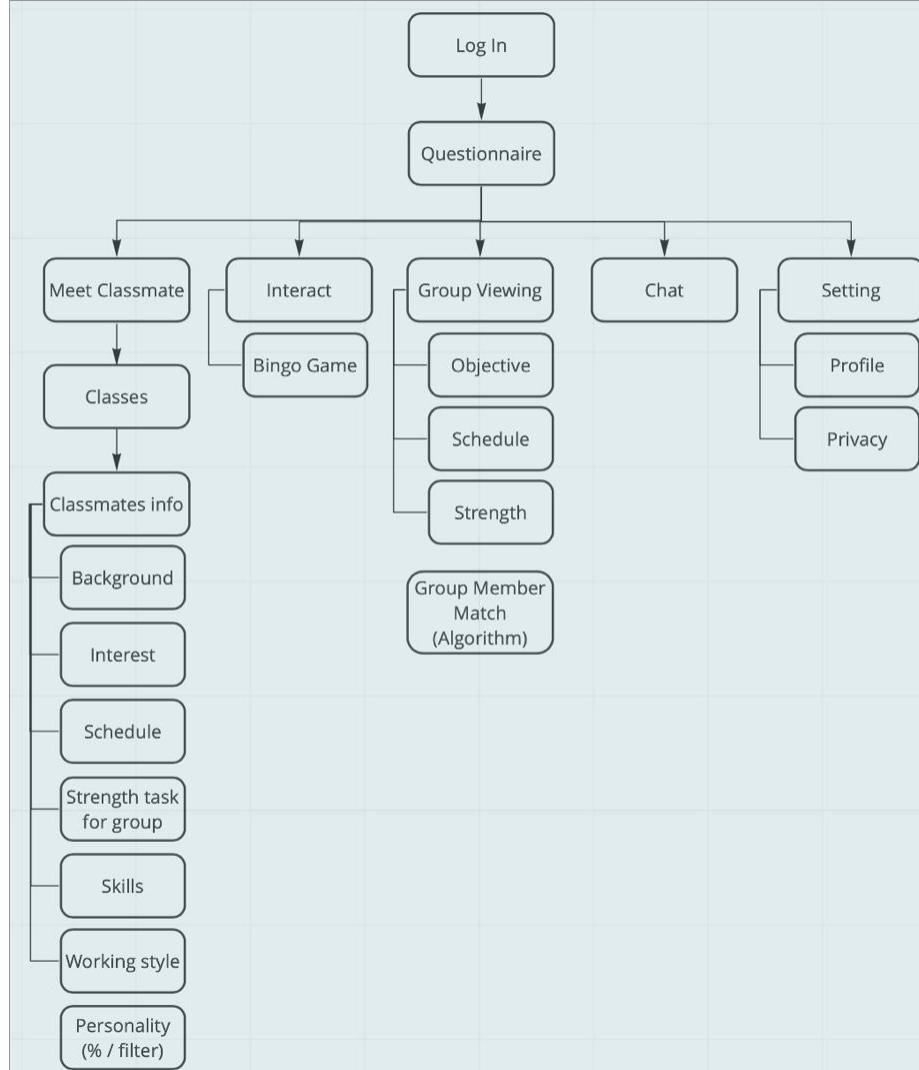
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Form a
Group

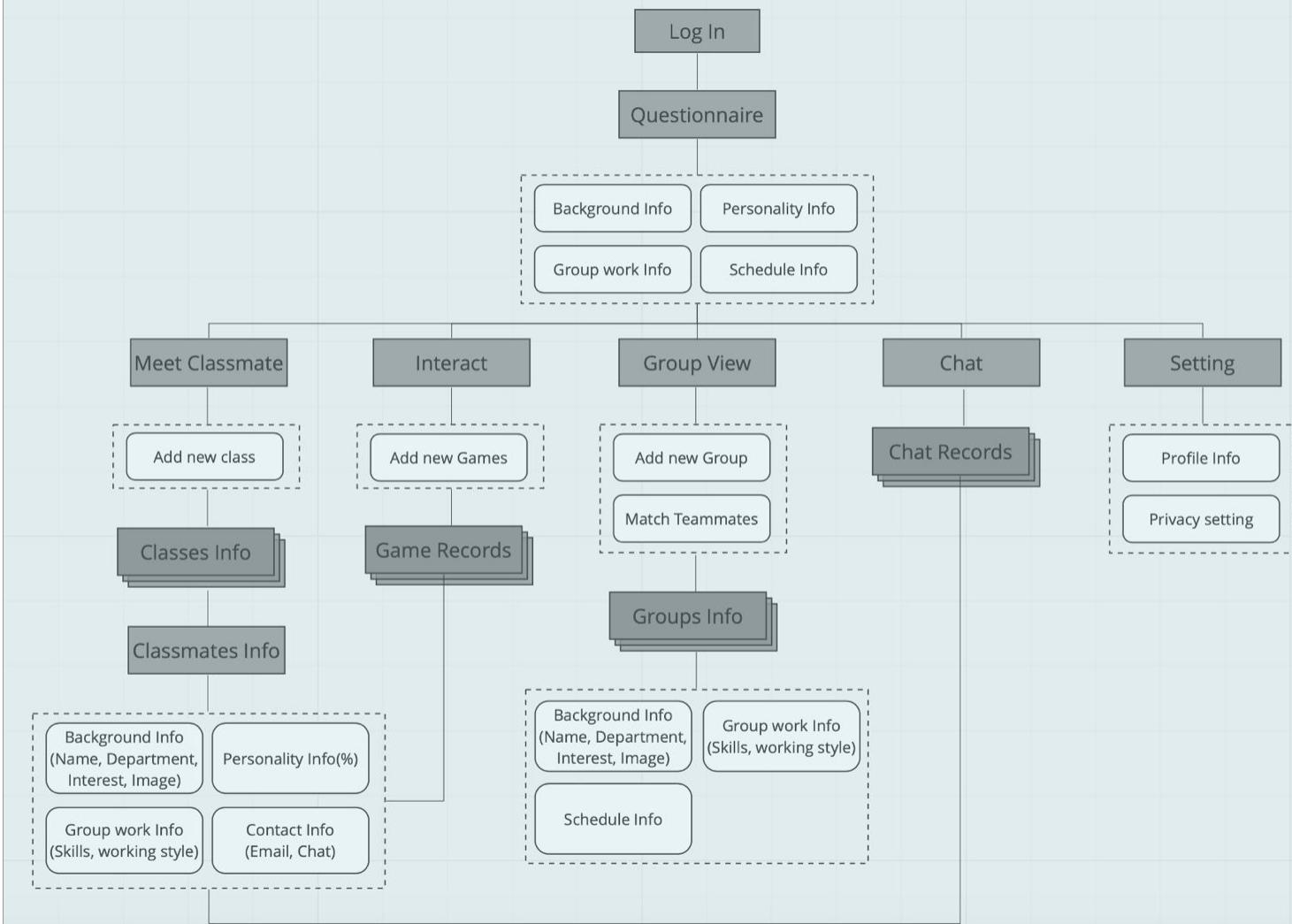
3

Privacy
Options

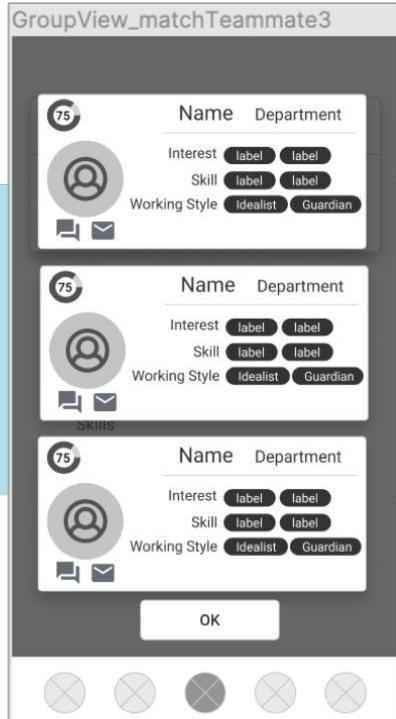
Blueprint, version 1



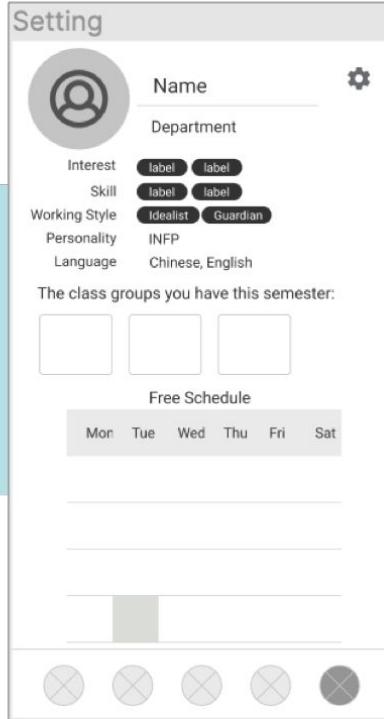
Blueprint, version 2



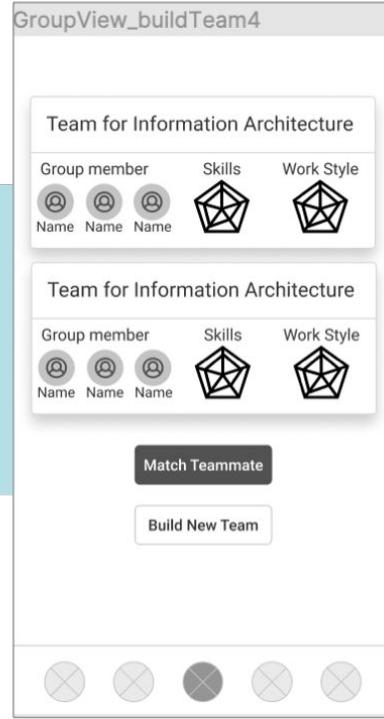
Select Lo-Fi Wireframes



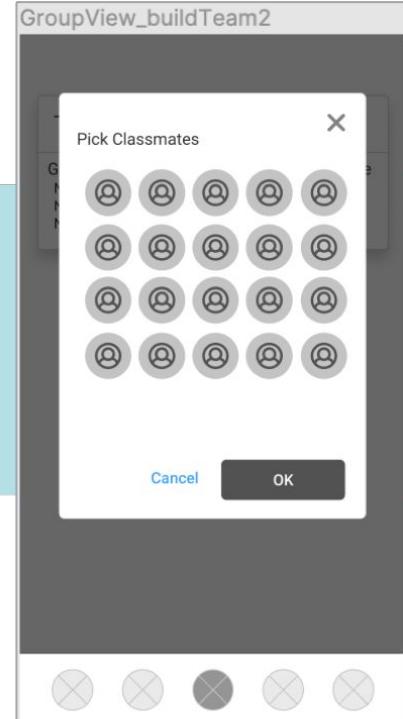
Group member profile



Personal profile page with settings



Group profiles

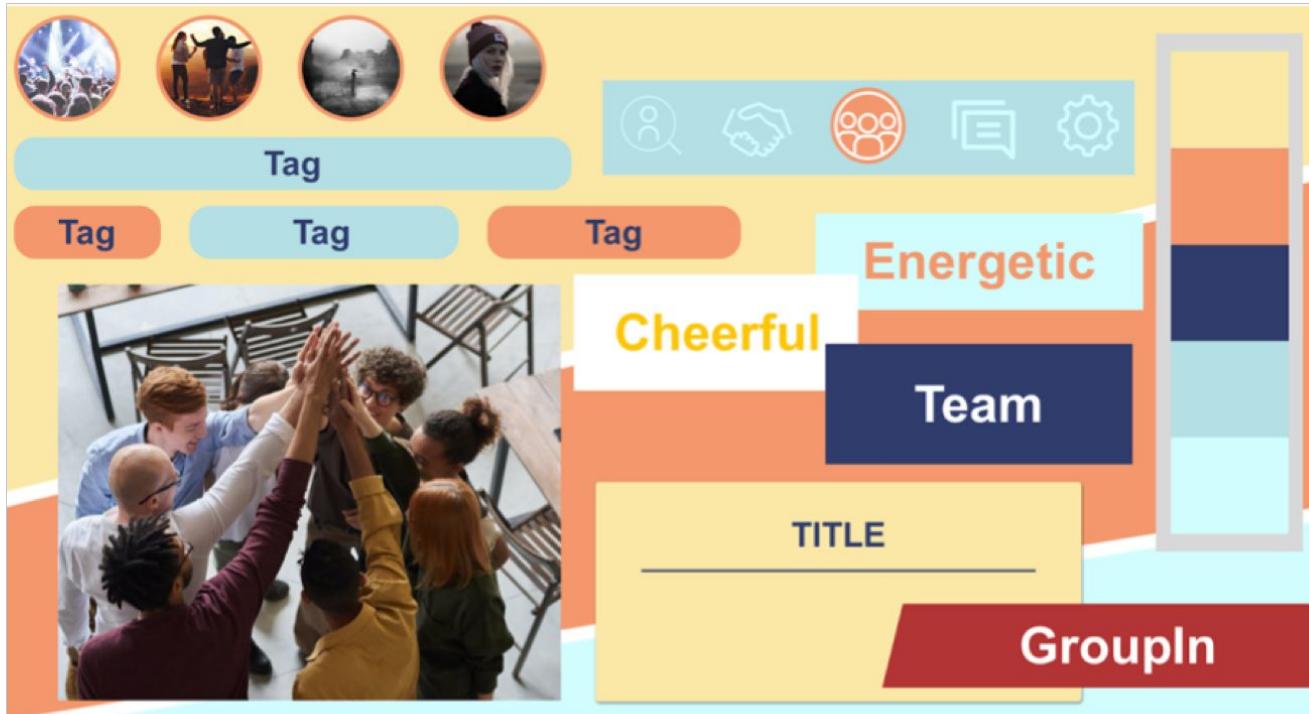


Classmate selection

Color Scheme



Moodboard



Selected Hi-Fi Wireframes

9:41

Meet Classmate

Chris Adams iSchool
Interest Video Game Movie
Work Style Pragmatist
Skill Presentation Python
Video Edit

Tom Philip Electronic Engineer
Interest Video Game Soccer
Work Style Idealist
Skill Programming Writing
Data Analysis

Naomi Snow iSchool
Interest Arts Jazz Music
Work Style Integrator

Profile icons: User, Photo, Chat, Gear

Group member profile

9:41

My Profile

John Wayne
Master of Information Studies
2nd year

Work Style: Pragmatist, Idealist
Interests: Hard Metal, Football, Comedy
Personality: INFP, Healer/Tutor

Courses: 2020 Spring, INF385E Info Architecture, INF380E Perspectives on Information, INF385T Introduction to Machine Learning

Free Schedule: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Personal profile page with settings

9:41

IA Team

Team members: Guardian, Pragmatist
Work Style: Work Style, Skills
Skills: Work Style, Skills

Free Schedule: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Text input: What do you want to tell the team?

Icons: Photo, Attachment, Meeting, Search, Handshake, People, Chat, Gear

Group profiles

9:41

Building Profile

Group Work

Personal Skills: UX Design, Programming, Presentation, Data Analysis, Writing, Video Edit, Research Method, Statistic

Work Style

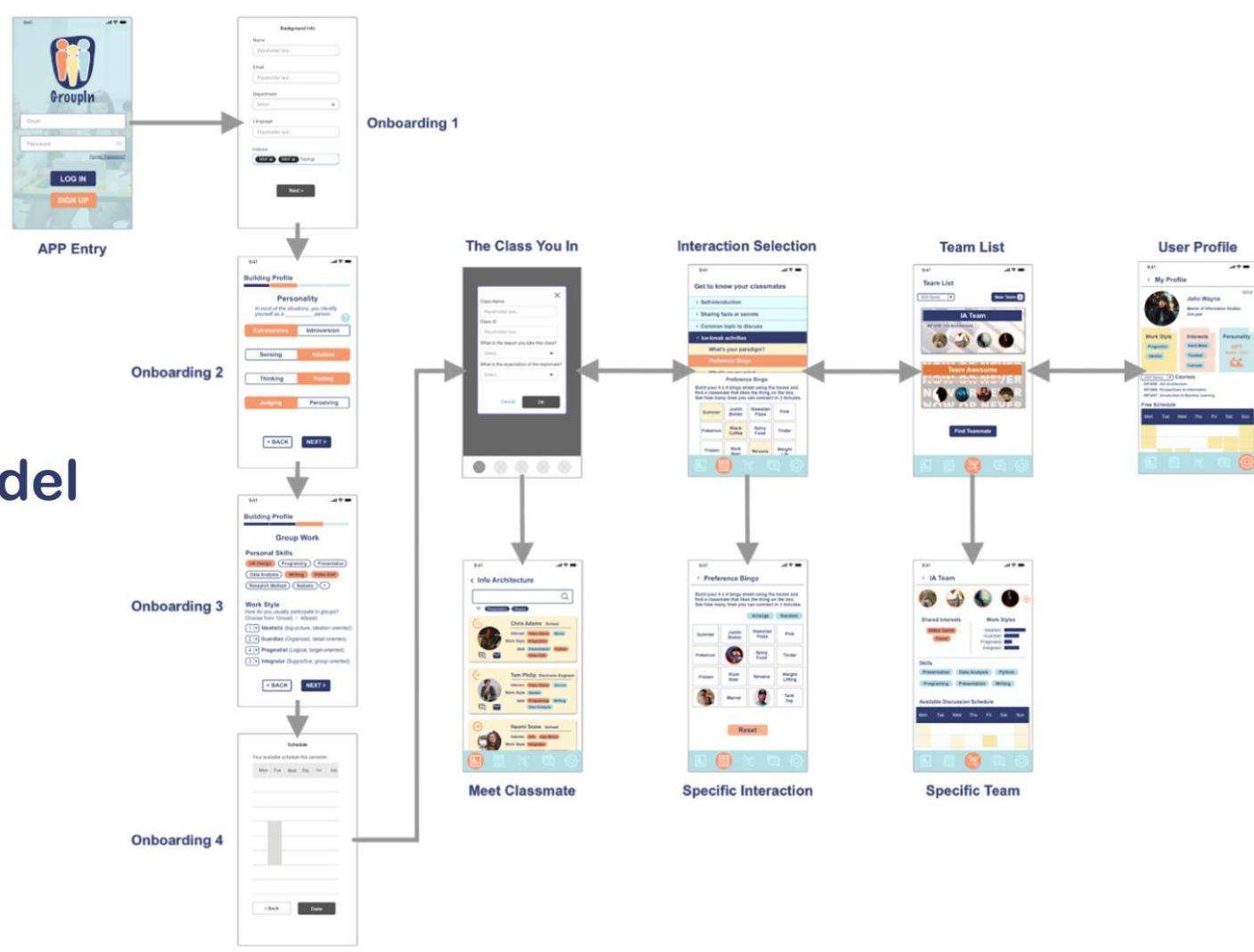
How do you usually participate in groups? Choose from 1(most) – 4(least)

- 1 ▾ Idealistic (big-picture, ideation oriented)
- 2 ▾ Guardian (Organized, detail-oriented)
- 3 ▾ Pragmatist (Logical, target-oriented)
- 4 ▾ Integrator (Supportive, group-oriented)

< BACK NEXT >

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?

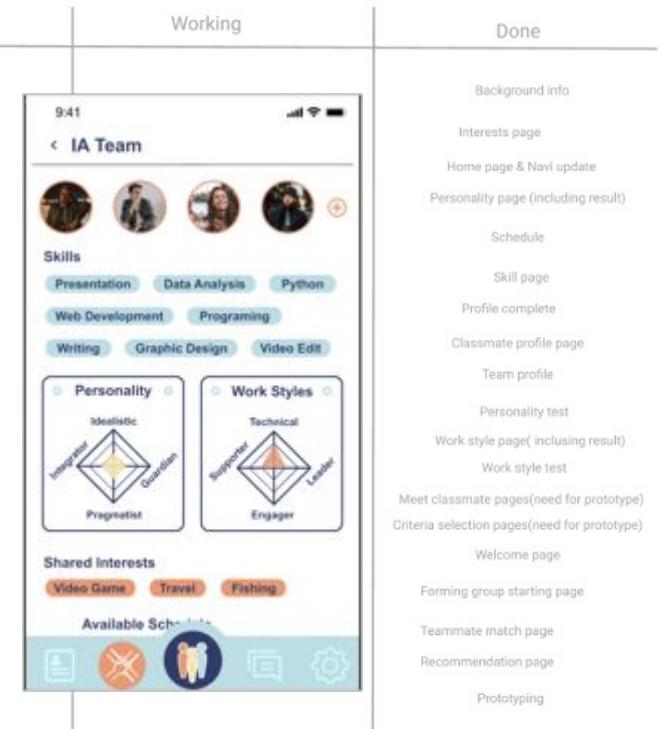
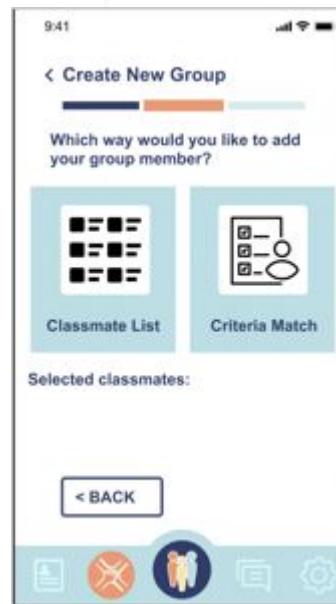
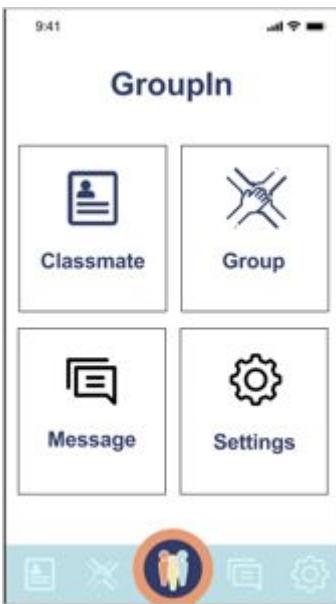
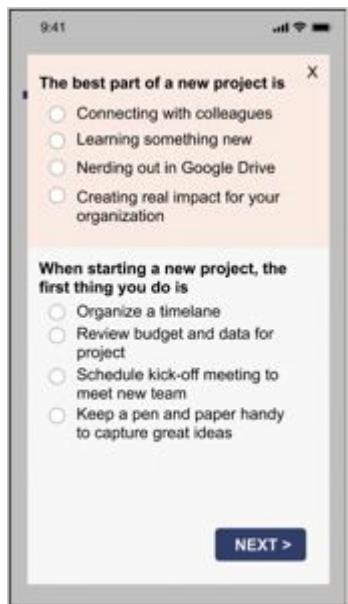
How do we do the get-to-know you activities practically?

Should prioritize other important criteria before interests.

SUS Score



Changes to First Iteration

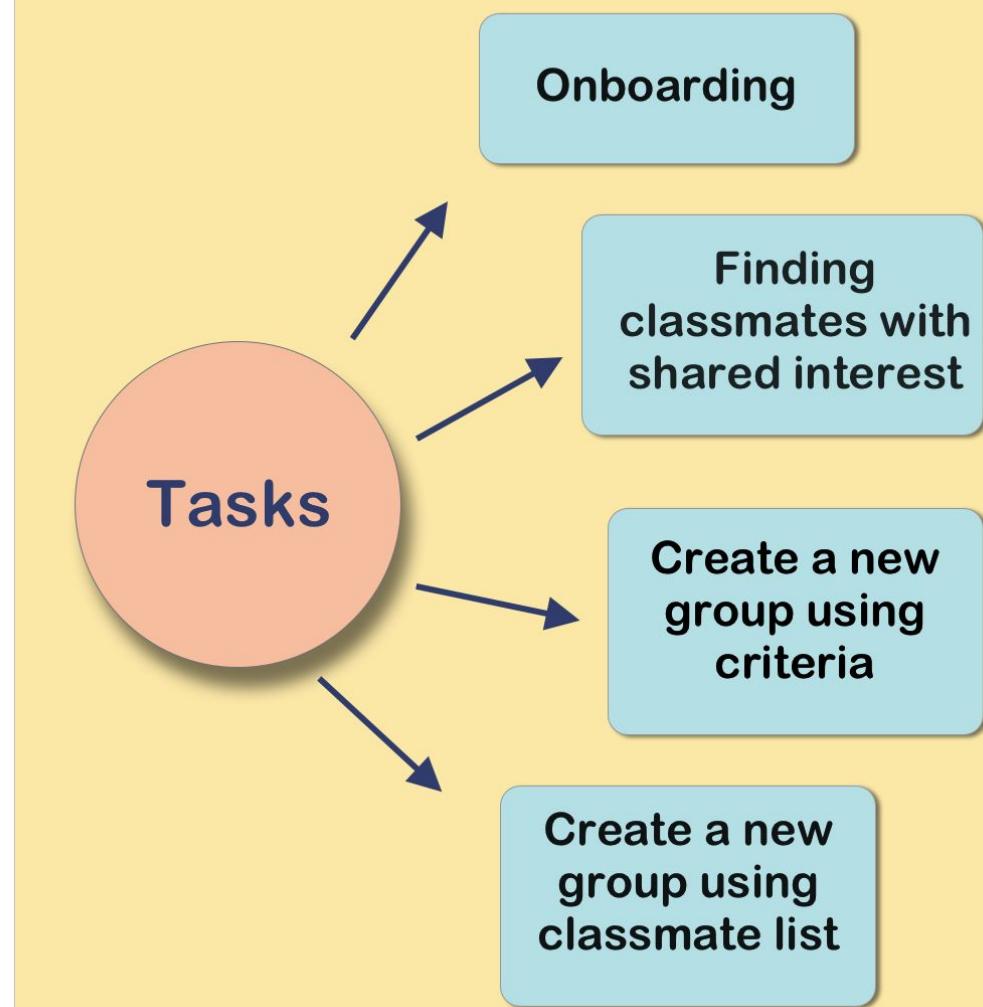


User Testing, Round 2

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 | 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 / |
| M30 | 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 critieria much? app to help assign sometimes is good if needed | 5 / 1 / 5 / 5 / 5 / 1 / 1 / 5 / 5 / 5 like the idea |
| F39 | 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 calendar, 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(aviod 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, researcher...) | 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 editor) 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 |
| F20 | | | | | |

Results, Round 2

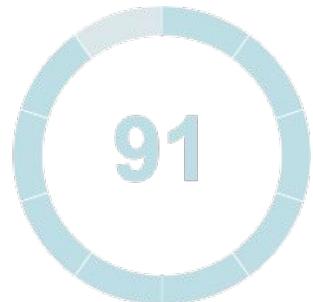
I thought the finding classmate icon was my profile.

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.

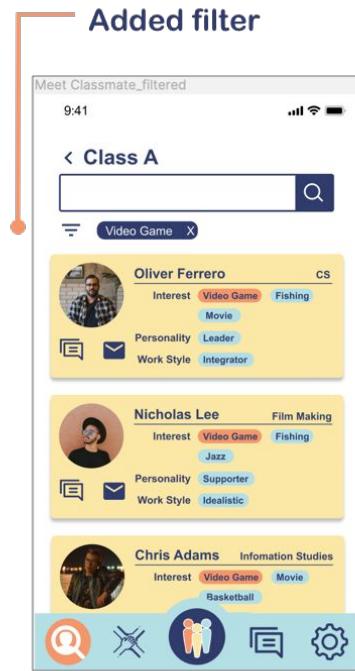
SUS Score



Task1 Task2 Task3 Task4

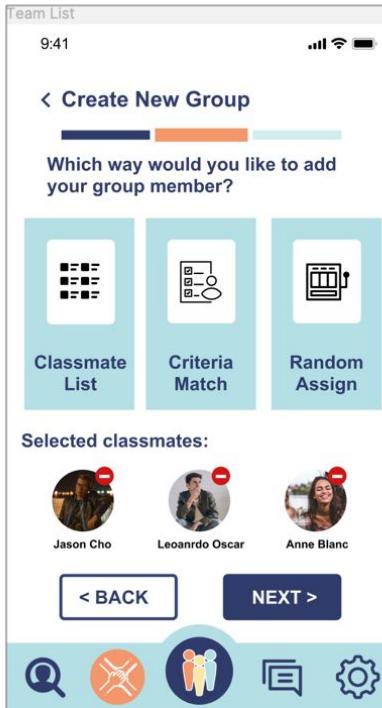


Final Changes

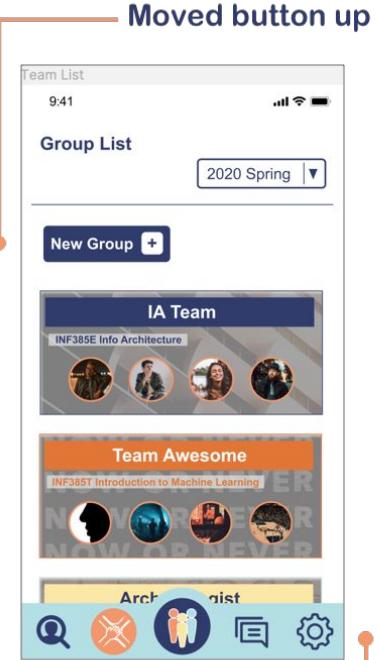


Added filter

Added randomizer



Added names



Moved button up

Changed navigation bar

Iterative Process

Questionnaire_Personality

Personality Info

Extraversion/Introversion

Extraversion Introversion

Sensing / Intuition

Sensing Intuition

Thinking / Feeling

Thinking Feeling

Judging / Perceiving

Judging Perceiving

< Back Next >

Lo-Fi

Personality_selected

Building Profile

Personality

In most situations, how do you describe yourself?

Extroverted Introverted

Sensing Intuitive

Thinking Feeling

Judging Perceiving

< BACK NEXT >

Hi-Fi

Final Prototype

Personality_questions

Building Profile

Personality

Take quick personality assessment.

Start Test

< BACK Do it later >

Personality test

You are exhausted from a busy week. How are you going to spend your weekend?

I'll call my friends to ask about their plans. We should all go out together.

I'll switch on the "Don't disturb" mode on my phone and stay at home.

Which of these 2 descriptions suits you more?

The most important thing for me is what's happening here and now. I assess real situations and pay attention to details.

I love to dream and play over upcoming events in my mind. I rely more on intuition than information.

You get a job offer for more money, but current coworkers are great. How are you going to make a decision?

I'll gather information and make a list of pros and cons.

I'll listen to my feelings. I always try to follow my heart.

Personality_results

Building Profile

Personality Results

Retest



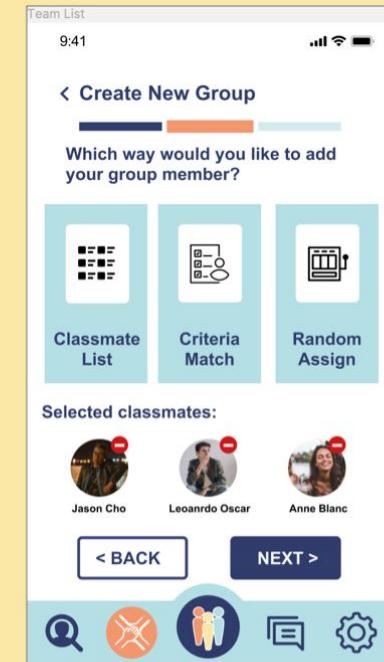
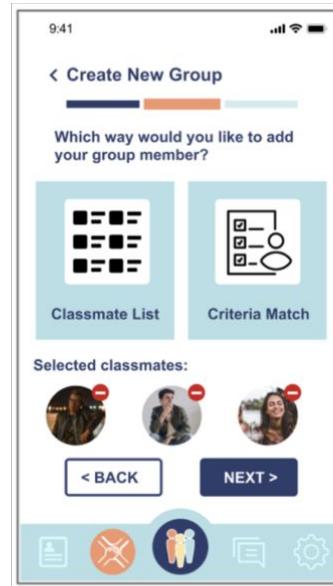
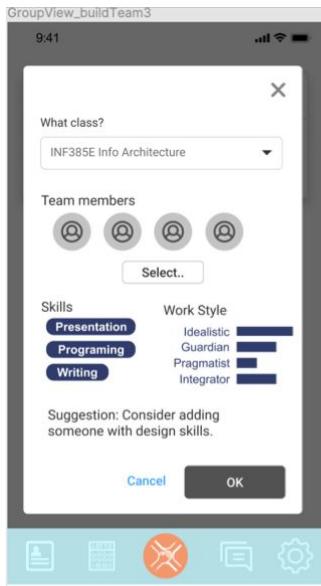
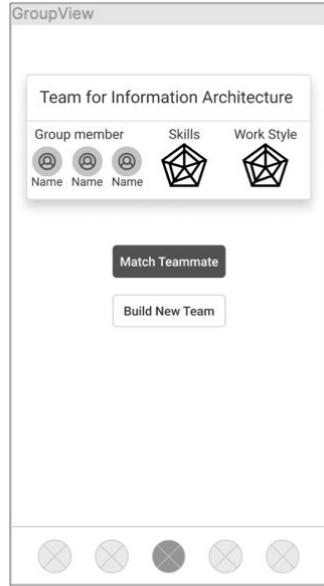
Supporter

You are more collaborative and understanding in a team. Sometimes a little bit bureaucratic and work slower.

< BACK NEXT >

Personality Assessment

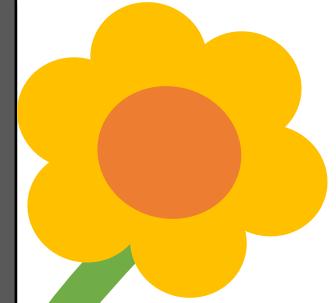
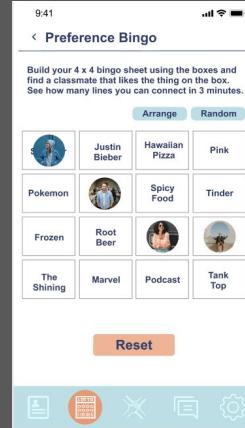
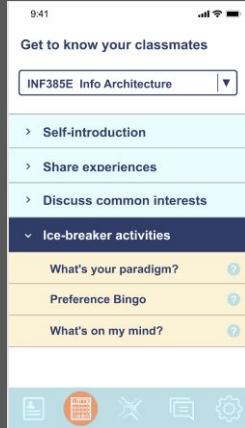
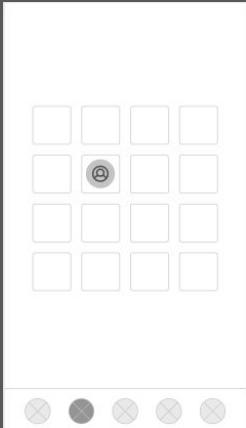
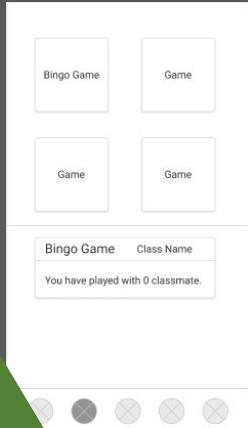
Iterative Process



Creating a Group

Rest In Peace, Game and Activity

R.I.P



Thank you.

Questions?