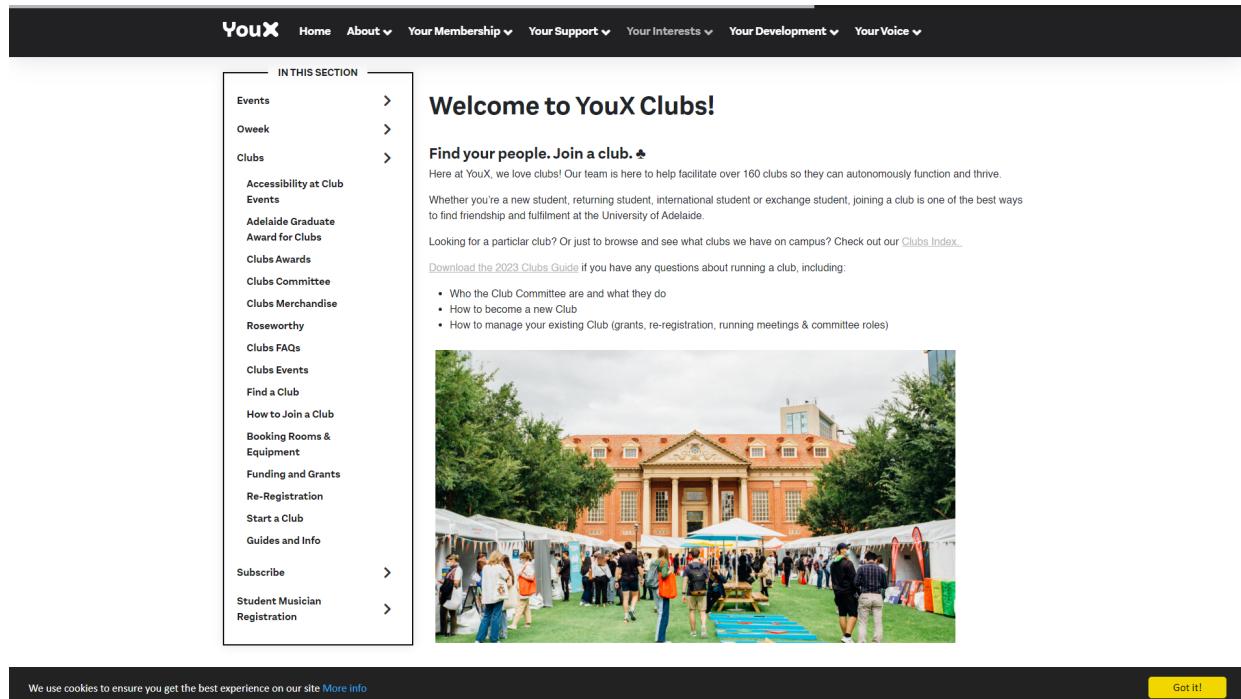


Milestone 1 Submission

Research:

<https://youx.org.au/interests/clubs/>

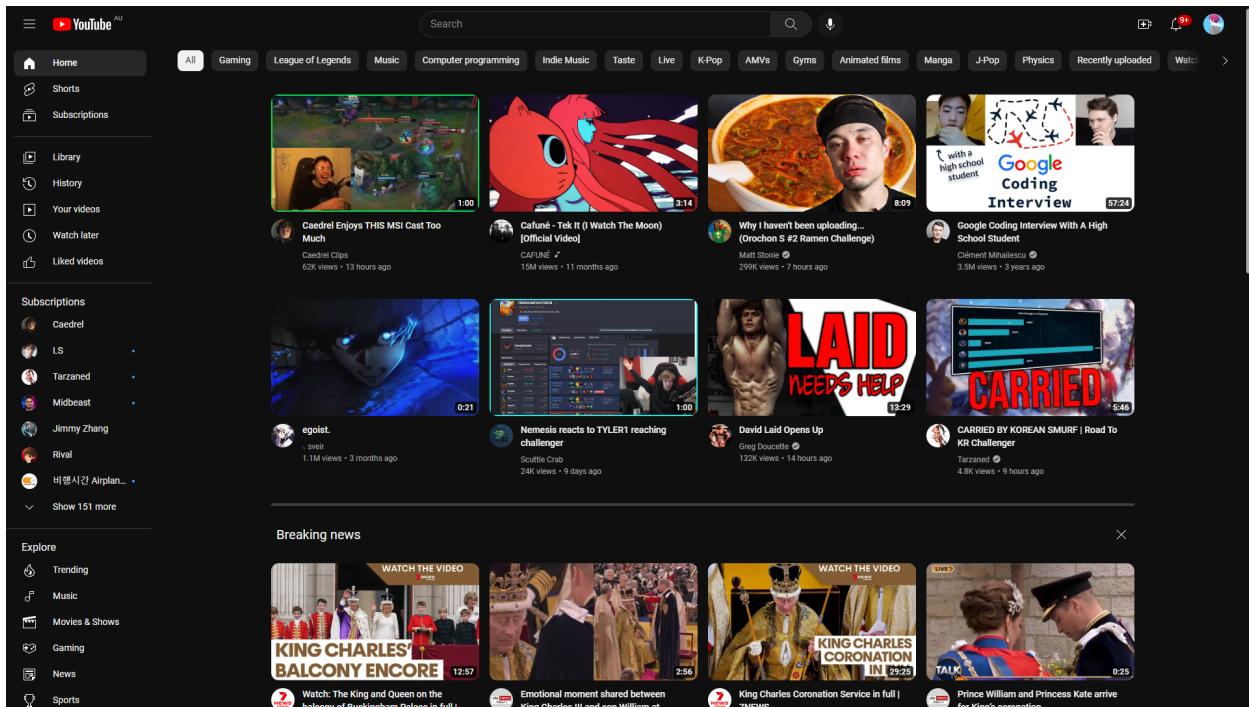


The screenshot shows the YouX website's homepage. At the top, there is a navigation bar with links for Home, About, Your Membership, Your Support, Your Interests, Your Development, and Your Voice. Below the navigation bar, there is a sidebar titled "IN THIS SECTION" containing a list of links related to clubs, events, and other university services. The main content area features a heading "Welcome to YouX Clubs!" and a sub-section titled "Find your people. Join a club." It includes a brief description of the club system, a link to the "Clubs Index", and a link to the "2023 Clubs Guide". Below this text is a photograph of a university campus with several white tents set up on a grassy field, likely representing a club fair or event.

Upon first inspection, it appears that the YouX website is designed in a simplistic manner, with a functional layout that features top and side navigation bars, as well as a top right search bar and sign-in feature. However, the lack of visual design and color scheme, limited to solely black and white, creates a high cognitive load on the user, potentially leading to decreased engagement and difficulty in accessing content. To minimize the cognitive load on the user, the website should aim to reduce the amount of text the user must process to navigate the site and locate content. In addition to visual design, navigation should be concise and intuitive, allowing the user to quickly connect with different clubs, events, and featured content, reducing the overall kinetic load required to access the desired information. By optimizing both cognitive and kinetic load, the website can increase user engagement and satisfaction, ultimately leading to increased usage and a more successful website overall.

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<https://www.youtube.com/>



Retaining the F shape of user interface content, top and side navs, with login and search bar, the key difference is the content of Youtube, providing the user with digestible thumbnails of content and thus instantaneous engagement. In the project's implementation this could be similar to a clubs billboard, providing posts, advertisements, announcements, events and even other content such as reels, aiming to provide a more intuitive and all inclusive homepage rather than an individual page for each form of content. Above are also an additional bar of filters, which could be sports or arts/crafts for example. Thumbnails, in this case also double as providing color to the site in terms of variable content. Overall more emphasis should be placed on the content to maintain engagement rather than navigational and functional features which should already be a given.

Although Youtube has its own algorithm to personalize the feed for its user - which may not be possible for the project, it is still important to personalize the user experience as much as possible, which can be achieved in the side navigation bar, including features such as saving posts/content and being able to view history.

An important feature that youtube has, is within the left sidebar is a scrollable subscriptions area, which allows the user to easily see their subscriptions and access the corresponding profiles. For the project, users can 'subscribe' to clubs, as users can easily see which clubs they have joined and directly access their content.

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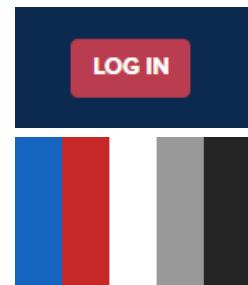
<https://www.amss.org.au/>

The screenshot shows the homepage of the Adelaide Medical Students' Society (AMSS) website. At the top, there is a dark blue header bar with the AMSS logo, the text 'ADELAIDE MEDICAL STUDENTS' SOCIETY EST 1889', and a 'LOG IN' button. Below the header, there is a light gray navigation bar with links for 'ABOUT', 'EDUCATION', 'REPRESENTATION', 'MEMBERS', 'EVENTS', 'HEALTH & WELLBEING', a search icon, and another 'LOG IN' button. A banner below the navigation bar states 'PROUDLY SPONSORED BY' and lists 'AMA', 'Merks', and 'miga'. There are also buttons for 'BECOME A MEMBER', 'REPORT AN INCIDENT', and 'CONTACT US'. The main content area features several news items in boxes: 'Boilers and Convention Print Sales OPEN' (posted May 5), 'Teaching Awards' (posted Sep. 22), and 'Convenor Applications are Now Open!' (posted Sep. 22). To the right, there are sections for 'Member Code of Conduct', 'Internet Resources' (listing eTG, UpToDate, Best Practice, Clinical Key, and More), 'What's On' (showing today is Sunday, May 7, with a link to more events and a 'Subscribe' button), and a calendar for August-September 2022. Social media links for Facebook, Twitter, and Instagram are also present.

The Adelaide Medical Students' Society website features a simplistic approach to a user interface, with the club logo on the top left of the website.

The website features a horizontal user navigation bar on the top, being clearly outlined from the rest of the website by its background color. This makes it easier for the user to find specific information related to their visit.

A relatively important aspect of this website is the red "LOG IN" button on the top right of the website. This is important as the bright red color of the button triggers the user's attention, due to the vast difference between the colorway of the button and the website. For our website, it is important to place more important aspects separately from the main navigation bar, or place them over a more eye-appealing colorway. The technical term for this occurrence is visual hierarchy, which is an important aspect of website design, as it is one of the first features a user will notice.



Focusing more on the colorway, this website makes it easy for users to immediately distinguish between different interfaces. What makes this website simplistic is the easy-to-read color palette used. Colors such as white, blue and red, make it easy for the user to read text and find visit and club-related content.

Continuing further down the website, the user can see looking from top-down that there is a gray highlighted horizontal area, which is used for more important features of the club, such as memberships and incident reports. This is a very important characteristic, as many websites tend to place such facets towards the bottom or away from immediate user contact, in order to promote other details of their club, such as merch, events, etc... This area might initially be the forefront of the website to new users, as the contrasting colors in the light-gray and red make it bolder to the user.



Underneath this important section of information, is where the main part of the website lies. This part of the website includes a two column-styled information, news, social media and internet resources area. What is important to note is the headings for each event and update, making it clear for the user to differentiate between different posts made on the site. The left-side column features the main topic of What is unique about this website is the fact that nothing is being forced on the user, the color palette is soft and simple, and the user interface is straightforward and tidy.

<https://www.sydney.edu.au/students/clubs-and-societies.html>

The screenshot shows the "Clubs and societies" page of the University of Sydney Union (USU). The top navigation bar includes links for "JOIN", "WHAT'S ON", and "CLUBS". The main heading is "Clubs". On the left side, there is a sidebar with sections for "Current students", "Clubs and societies", and "Join a club online". The "Clubs and societies" section contains text about the variety of clubs available and links to "Find a club" and "Related links". The "Join a club online" section provides information on how to join clubs through Unikey. The right side of the page features a large image of people playing basketball on a grassy field, and several smaller images showing people socializing. Below these images, there is text encouraging users to join multiple clubs if interested. A sidebar on the right lists categories for clubs, such as Academic, Art, Music & Performance, Culture & Language, Faith & Religion, Hobbies & Special Interest, Political, Professional, Social Impact & Advocacy, Sport & Recreation, and Pending clubs.

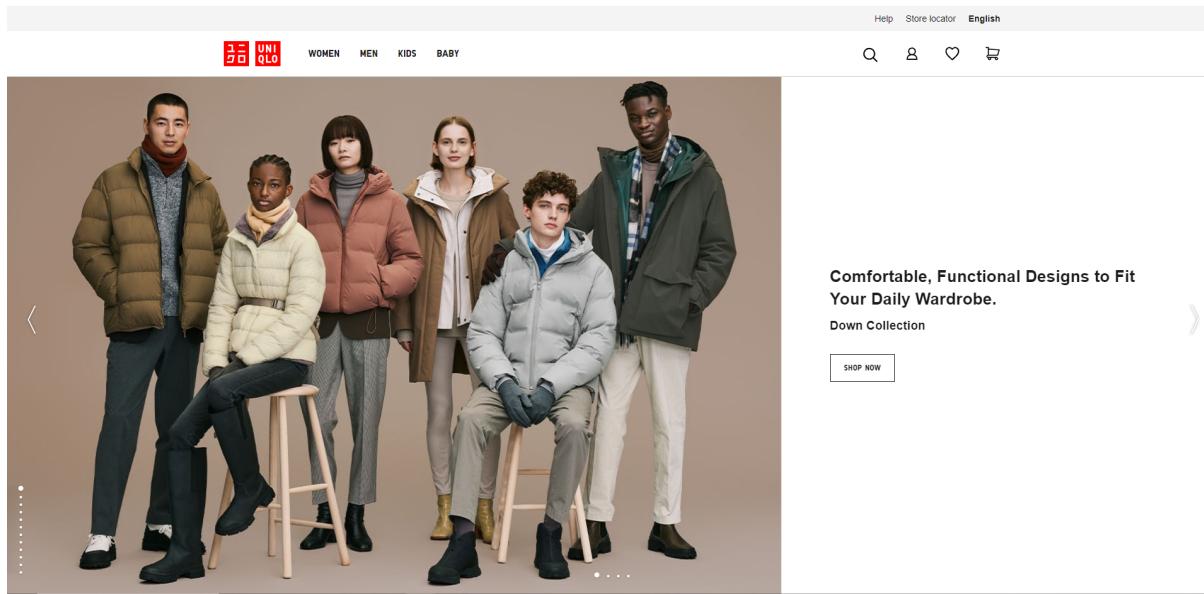
The University of Sydney's club portal structure is very barebones and minimal. It has key information about what the portal does in 2 sentence paragraphs which makes the site very easy to read. The style/UX design is very effective as it incorporates key concepts such as visual hierarchy, chunking, and kinetics. The website highlights important information, such as links to finding clubs and general information, using an orange color scheme that draws the user's attention. This is a clear example of visual hierarchy, where the most important information is emphasized through design elements.

Additionally, the website uses chunking to group related elements together, such as the "Find a Club" and "Related Links" sections in the side column. This creates a clear visual separation between different pieces of information, making it easier for users to navigate the website. The use of kinetic design is also evident in the website's hover animations, which guide the user's attention and provide feedback on

clickable elements. The University of Sydney's club portal is an example of effective UX design that incorporates principles such as visual hierarchy, chunking, and kinetics.

However upon clicking the find a club you are met with a stark contrast all the text is bold and there are lots of colors which is confusing to the eye as there is so much going on. Albeit there is a feature of the page thought to be useful the clubs are grouped by category so users can easily browse clubs that fall under a category that they like.

<https://www.uniqlo.com/au/en/>



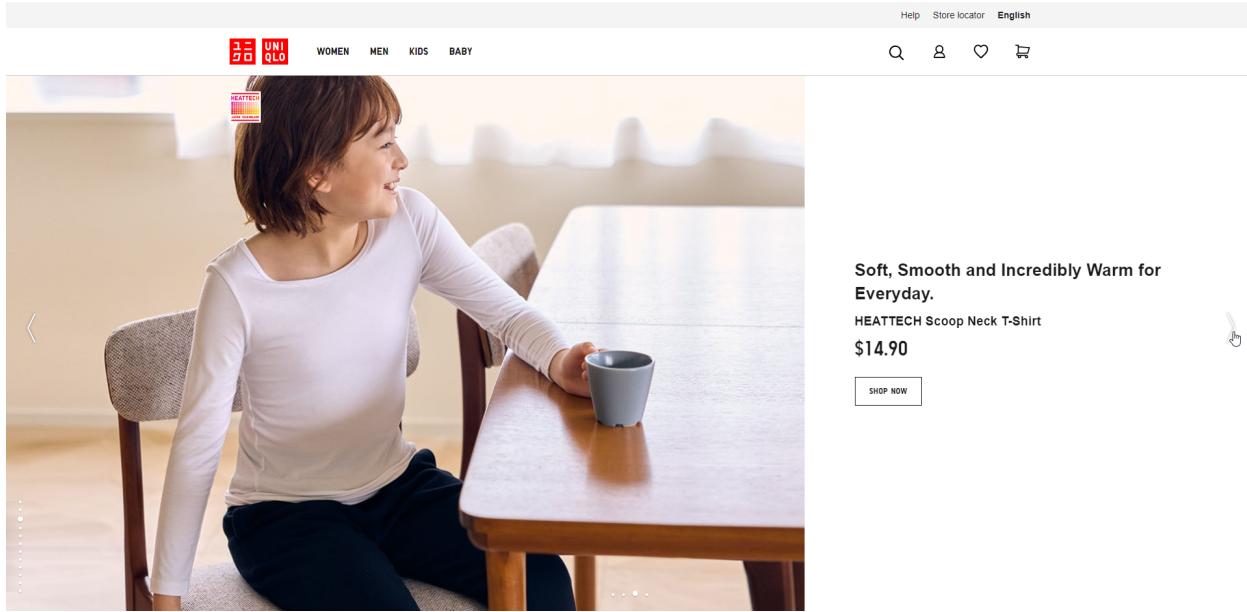
Although not a particularly related website, the UX interface of Uniqlo's homepage and further webpages are highly desirable when it comes down to advertising and promoting a clients' products, i.e. their clubs. It introduces to users a modern and generally plain interface that is minimalistic in nature but still highly functional, similar to the products they sell.

Uniqlo's homepage essentially forces users to look at their seasonal collection and upon scrolling, will present other seasonal or on sale products. Creating a similar format or style with large, fully visual promotions can allow for minimal kinetic and cognitive load upon users as promoted clubs/events from these clubs will be on display on the landing page, requiring little to no effort from users to navigate. Furthermore, the homepage interface promotes users to constantly revisit the page to view new dynamic content which could change with new seasons, collections or products in general. This unique tool if implemented will allow different clubs to promote themselves and their events and these promotions can then be changed dynamically over time.

The Uniqlo homepage also features another top navigation bar that allows users to easily look for what they want depending on who they're looking for products for. These menus open up greater dropdown menus that present a range of options to the customer, but hide these details otherwise, creating an accessible and navigable webpage. This is also supported by their use of breadcrumbs in web pages to travel back to previous apparel. The upper navigation bar also contains commonly known icons for searching, user information, your likes and your bag, which minimizes cognitive load and again appears

simple and modern. These tools can be implemented into our web application to make finding clubs more accessible to the user and make joining your clubs easier.

One especially unique feature that adds to the modernity of this site is its full-page, multidimensional scrolling options. Any small scroll inputted by the user causes the full page advertisement to change to the next advertisement, creating a desirable modern and unique design that is very visually aesthetic for users. Almost every homepage advertisement also contains different images and ads in itself when the sides of the ads are clicked and the ad is scrolled sideways in a sense which is a highly intuitive implementation that allows for many more homepage advertisements to be explored.

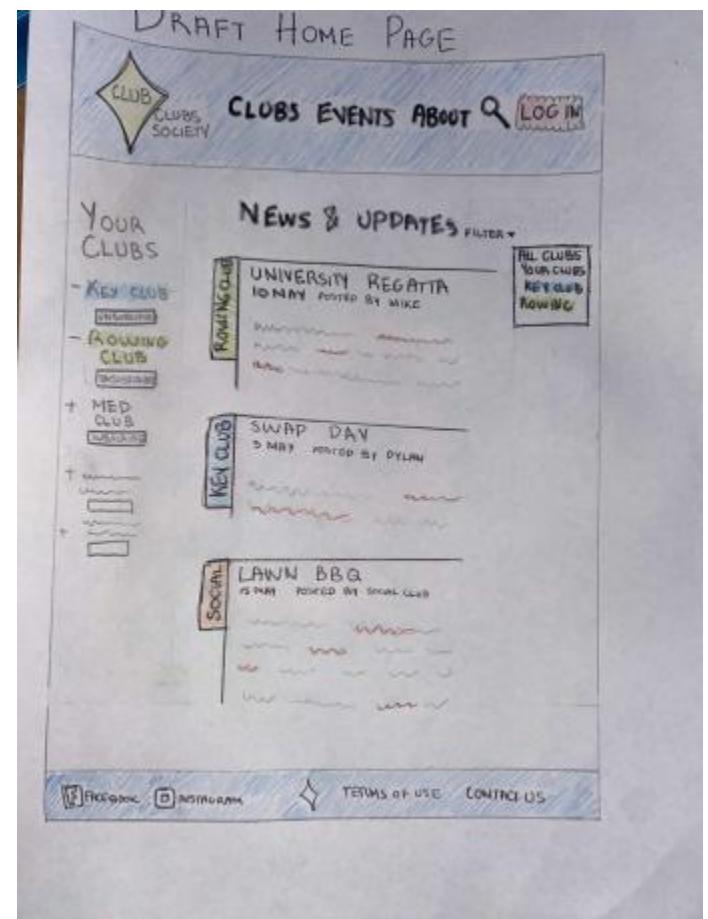


Unfortunately, a key downside of this website is its limited accessibility for impaired users because the website is highly visual oriented and offers limited alternative options for these users. However, the text, images, colours and fonts are highly appealing and, while very plain and simple, are formatted in a way to still draw in users.

Basic Design:

Initial Design:

Club Society	<p>Log in</p> <p>Clubs Events About <input type="text" value="Search"/></p>
Your Clubs	<p>News & Updates</p> <p>Item 1</p>
	<p>Item 2</p>
Social Media	<p>Item 3</p> <p>terms of service Club Society contact us</p>

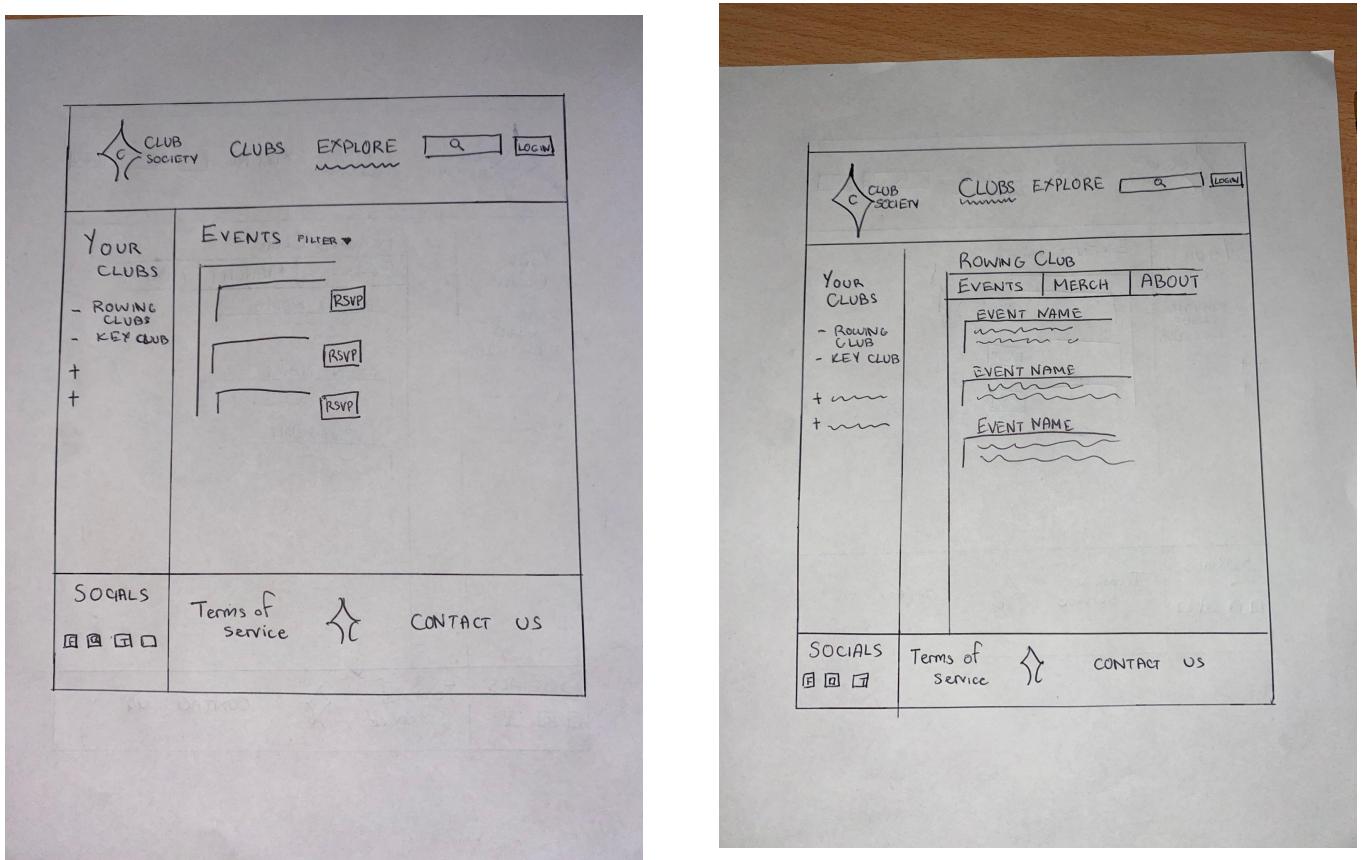


The design of our website minimizes kinematic load by strategically placing important elements on the page. The left column is reserved for the user's clubs, allowing for quick and easy access. The center column displays upcoming events and announcements for the clubs that the user is a part of, making it easy to stay informed and engaged. The right column features related links, providing additional resources and information without overwhelming the user. The top navigation bar is always present, with the search bar and login option conveniently located on the right. The website's logo is situated in the top right corner, creating a consistent and easily recognizable visual cue. Overall, the placement of each element is intentional and purposeful, helping to reduce the cognitive effort required to interact with the website.

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The design of our website minimizes cognitive load by utilizing a clear and consistent visual hierarchy. Subheadings are a different bold color, making them easy to identify and providing a clear structure for the content. The left column is dedicated to the user's clubs, with each club displayed in its own box. This allows for easy scanning and recognition of each individual club. The center column displays upcoming events and announcements, clearly organized and easy to read. The right column features related links, keeping the user engaged without causing distraction. At the footer, the terms of service and social media links are clearly labeled and easily accessible. The website's overall design creates a logical and intuitive flow, reducing cognitive effort and making it easy for users to navigate and engage with the content.

The design of a website plays a crucial role in determining the user experience. A minimalistic and simple design can make the website easy to navigate and interact with. The above description of the website's design demonstrates how each element is intentionally placed to minimize kinematic and cognitive loads.



[Very first draft designs of explore and Clubs pages]

The website's three main tabs: Clubs, Events, and Profile, maintain the same simple and effective design while incorporating new features that improve user interaction.

The Clubs tab of the website will feature a YouTube-style user interface, allowing users to easily find and join clubs. The page will feature a grid of club icons, each representing a different club on campus. The grid of icons will be easily scannable and provide a clear visual hierarchy. Clicking on an icon will take the user to the club's page, where they can learn more about the club, view upcoming events, and join the club. The pros of this interface are numerous. Firstly, the grid of icons is easily scannable, making it simple for users to find the club they are interested in. Secondly, the layout is consistent with popular

video sharing websites, making it familiar and easy to understand for users. Finally, the user interface is visually appealing, creating a positive first impression of the website.

The Events tab of the website will display multiple events from all clubs, with a filter for clubs that the user is subscribed to. The page will be organized into a grid of event cards, with each card displaying the event's name, date, time, location, and the club hosting the event. Users will be able to interact with the events by clicking on them to learn more, RSVP, and add the event to their calendar. The filter for subscribed clubs will allow users to easily find events that they are interested in attending. The pros of this feature are numerous. Firstly, the grid of event cards is easy to scan, making it simple for users to find events that they are interested in. Secondly, the ability to RSVP and add events to a calendar makes it easy for users to plan their schedules. Finally, the filter for subscribed clubs ensures that users only see events from clubs that they are interested in, reducing clutter and improving the user experience.

The Profile tab of the website will contain basic user information, such as name, email, and profile picture, as well as the email notification settings. The user will be able to manage their email notification settings, choosing to receive emails about new events, announcements, or club updates. The pros of this feature are numerous. Firstly, the ability to manage email notifications allows users to control the frequency and type of emails they receive, reducing email overload. Secondly, the basic user information is easily accessible, allowing users to quickly verify their account information. Finally, the inclusion of the email notification settings demonstrates that the website is designed with the user in mind, and is committed to providing a positive user experience.

In conclusion, the design of the website is minimalist, simple to use, and effective. The placement of important elements on the page minimizes kinematic and cognitive load, creating a logical and intuitive flow. The Clubs tab will incorporate a YouTube-style user interface, making it easy for users to find and join clubs. The Events tab will display multiple events from all clubs, with a filter for clubs that the user is subscribed to, allowing users to easily find events that they are interested in attending. The Profile tab will contain basic user information and email notification settings, allowing users to control the frequency and type of emails they receive. These features improve user interaction, making the website a positive experience for all users.

Design details:

Dimensions and Resizing

The dimensions of the site will be based on the window of the webpage or the device size. The website's design follows a flexible approach, with components like posts and news being able to stretch to fit the screen size, while icons and images remain fixed in size. This approach is in line with the UX design principle of providing a consistent and intuitive experience for the user regardless of the device being used. This draws inspiration from the research done prior,

To reduce cognitive load, the sidebars are designed to be moved to the bottom of the page and take up the full width of the window when the page is resized. The navigation bar also collapses into a dropdown list, making it easier for the user to navigate the site.

To accommodate for mobile devices, media queries can be used to adjust the sizing and fonts of certain elements based on the device's settings, which helps to reduce kinetic load by providing a more optimized layout for mobile users. Overall, the design approach prioritizes user experience and

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accessibility by providing a flexible and adaptable layout that adjusts to the user's device and preferences.

Features:

Feature 1: Sign up/log in

Where: Appears on the homepage and login page.

User interaction: The user inputs their email and password to log in, or they click the sign-up button and fill out a form with their personal information to create an account.

Result of interaction: If the login information is correct, the user is redirected to their account page. If the sign-up information is correct, a confirmation email is sent to the user's email address and they are redirected to their account page.

Feature 2: Manage user information

Where: Appears on the user's account page.

User interaction: The user clicks the edit button next to their profile information, makes changes, and clicks save.

Result of interaction: The user's profile information is updated.

Feature 3: Join a club

Where: Appears on the club page.

User interaction: The user clicks the join button and confirms their membership request.

Result of interaction: The user is added to the club's membership list and gains access to the club's private information.

Feature 4: See upcoming club events and RSVP

Where: Appears on the club page and event page.

User interaction: The user clicks the RSVP button on the event page and selects their response.

Result of interaction: The user's response is added to the event's RSVP list.

Feature 5: Post updates both publicly, and privately to their members

Where: Appears on the club manager's account page.

User interaction: The club manager clicks the "post update" button and fills out the update form.

Result of interaction: The update is posted either publicly or privately to the club's members, depending on the club manager's selection.

Feature 6: Create and update club events

Where: Appears on the club manager's account page.

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User interaction: The club manager clicks the "create event" button and fills out the event form.

Result of interaction: The event is added to the club's event list and members can RSVP.

Feature 7: See who has RSVP'd for an event

Where: Appears on the club manager's account page.

User interaction: The club manager clicks the "view RSVPs" button on the event page.

Result of interaction: The club manager can see a list of the members who have RSVP'd for the event.

Feature 8: Manage Users

Where: Appears on the system admin's account page.

User interaction: The system admin clicks the "manage users" button and can edit, promote or delete user accounts.

Result of interaction: The user account details are edited, promoted or deleted.

Feature 9: Email Notifications

Where: Users can access their user profile and navigate to their notification settings.

Interaction: Users can select which clubs they want to receive email notifications from and for which types of events (updates, special events, etc.).

Result: Users receive email notifications from the selected clubs and for the selected types of events.

They can manage their notification settings at any time. Club managers can send updates and event invitations to their members via email.

Design Review:

Heuristics and Standards

In the context of the website, the heuristics referenced in the myUni website were commented on and discussed. The following ten heuristics were analyzed and evaluated based on their application and adherence to the website's design: visibility of system status, match between system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose, and recover from errors, and help and documentation. Each of these heuristics was examined and assessed to determine how well the website model described in the previous conversation adheres to them and whether there is room for improvement.

#1. Visibility of system status: The design of the website effectively keeps users informed about current details, through the appropriate feedback in a reasonable timeframe. For example, the upcoming events and announcements for the clubs that the user is a part of are prominently displayed in the center column, ensuring that the user is aware of relevant information.

#2. Match between system and the real world: The website design speaks the user's language, using general words and concepts familiar to the user. It makes information appear in a natural and logical order to appeal to the user experience. For instance, the left column is dedicated to the user's clubs, and each club is displayed in its own box, making it easy to scan and recognize given the F-shape reading pattern.

#3. User control and freedom: The design allows users to go back to prior pages without having to go through an extended process. Furthermore, the search bar and login option are conveniently located on the right of the top navigation bar, making them easily accessible to users.

#4. Consistency and standards: The website design is consistent and follows standard conventions. Subheadings are prominent through bold and larger display, providing a clear structure for the content.

#5. Error prevention: The website design carefully prevents issues from occurring. For instance, related links in the right column keep the user engaged with minimal distraction, minimizing the chance of errors.

#6. Recognition rather than recall: The website design aims to minimize the requirement of user memory by making past elements, actions, and options visible. Information required to use the design, such as menu items or select options, is easily visible when needed.

#7. Flexibility and efficiency of use: The website design doesn't currently have any shortcuts as it wasn't thought of when designing the site however for admin functions like managing user setting or creating club events it would likely be useful to create a fast way or shortcut to execute these functions.

#8. Aesthetic and minimalist design: The website design looks appealing but does not contain irrelevant or unneeded information. Each element is intentional and purposeful, helping to reduce the cognitive load required by the user to interact with the website.

#9. Help users recognize, diagnose, and recover from errors: we aim for the website to express error messages in plain language, precisely indicates the problem through the use of error codes when there is

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something wrong with the site or if a function is not working a message detailing why in plain language will be made.

#10.Help and documentation: Currently there is no help or documentation. This may be a feature that should be added to the website however it is currently unnecessary as such a simple website and it should be straightforward to use.

Kinetic and Cognitive Load

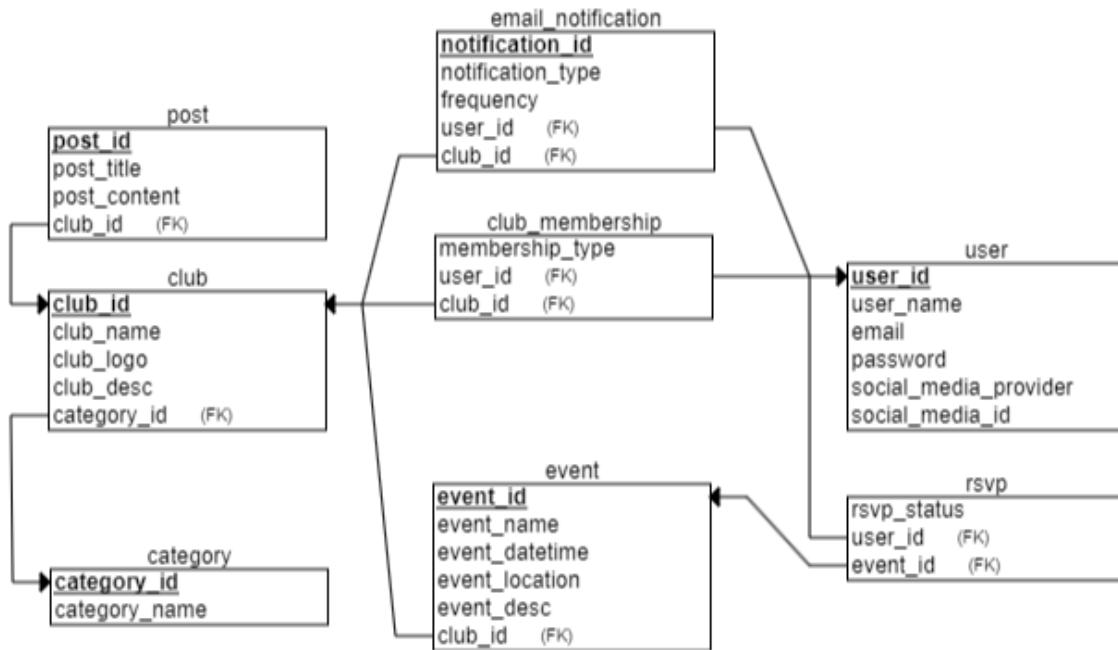
The design of this website is highly intentional and purposeful in its placement of important elements to minimize kinematic and cognitive load. When asking for a review of the website from a peer they describe the following experience, their eyes were naturally drawn to the left column, which displays the user's clubs and makes it easy to quickly access them which was the intended point of the design. The center column's upcoming events and announcements also caught their attention, and the bold subheadings helped me easily distinguish between different sections. Which is what was desired as a visual hierarchy was created and maintained reducing cognitive load. The related links on the right column provided additional resources without causing distraction. This was also intentionally designed to reduce kinematic load.

From this review, it can be concluded that the website design successfully achieves its goal of reducing cognitive load and creating an intuitive flow for users. The clear visual hierarchy and strategic placement of elements make the webpage easy to navigate and engage users with the provided content.

However, one area for improvement could be to make the search bar and login option on the top navigation bar more prominent, as it took the reviewer a moment to find them at first.

We decided to change it so that the search bar extended the length of the nav bar upon being clicked on so that the results would pop up underneath the bar in real time instead of users having to search and enter and be taken to a new page to find the results of their search.

Database Schema:



Cardinalities:

- One user can have zero or many club memberships (1-to-many between USER and CLUB).
- One category can have many clubs (1-to-many between CATEGORY and CLUBS).
- One club can have zero to many posts (1-to-many between POST and CLUBS).
- One club can have zero or many events (1-to-many between EVENT and CLUB).
- One club can have zero or many email notifications sent to many users (many-to-many between CLUB and USER through EMAIL_NOTIFICATION).
- One user can have zero or many club memberships sent to many clubs (many-to-many between CLUB and USER through MEMBERSHIP_TYPE).
- One user can RSVP to zero or many events (many-to-many between EVENT and USER through RSVP).