



Uni-Connect

GBDA 210 Milestone 3



SECTIONS

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Problem Statement

University students often **struggle to form social connections**, especially in the early stages of their academic journey. Commuter students face added challenges due to limited time on campus, but both off-campus and on-campus students encounter **barriers** such as **introversion, conflicting schedules, and difficulty finding relevant events**.

Many students feel **overwhelmed** by the number of campus activities, and **event information is often scattered** across multiple platforms, making discovery inefficient.

Our study aims to **develop an app that streamlines event discovery**, facilitates **social matching based on interests**, and provides real-time event alerts to **enhance student engagement and participation**.



Key Findings / themes

[Challenges with Initiating Interactions]

Many students, especially introverts, struggle to initiate conversations, often waiting for others to make the first move. Commuter students find it even harder to balance socializing with school, as they spend less time on campus, leading to brief, surface-level interactions.

[A Need for Natural Interactions]

Based on the feedback from the first milestone and interviews, we found that people prefer natural interactions rather than getting matched with strangers and forcing communication. We needed to translate this into a feature where users can interact based on shared experiences, like classes or frequented places to mutually connect.

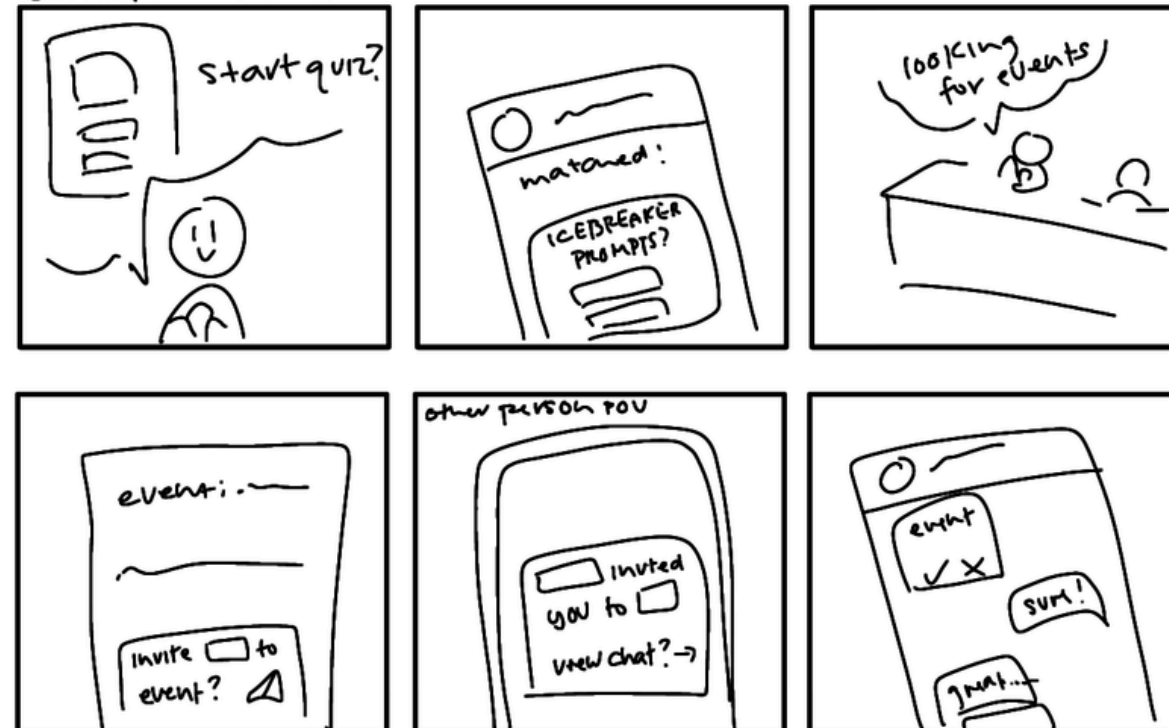
[Lack of Accessibility/ Awareness of Events]

Students often miss out on events due to a lack of awareness or scattered information across multiple platforms. Many rely on Instagram over school event hubs like WUSA or NEST, which they find overwhelming and hard to navigate.

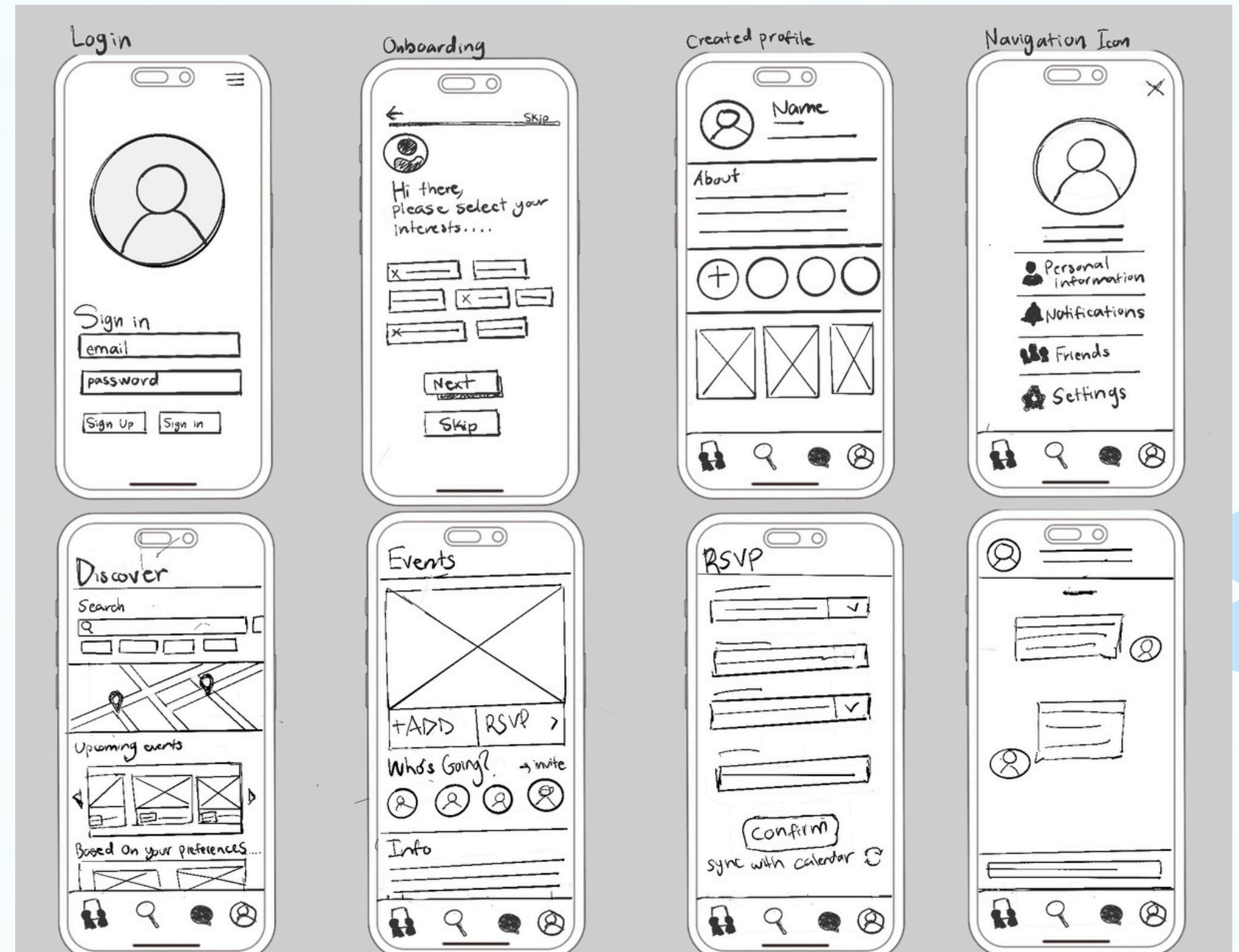
Matching prototypes



concept #3 Friend Finder



Design process



Event finder

Usability testing insights

1

Login

Lack of Contrast

Overall, the user understands how and where to log in. However, there could be more contrast between the background and the login bar to show. The pastel blue background is too similar to the login bar, making them look connected.

More emphasis that they needed to login through school email as well.

2

Onboarding

No indication of progress

There is no clear indication of progress, leaving users confused about how many questions remain and when the onboarding process will end.

Can not unselect interest selections

When selecting interests, users cannot unselect them, making the process restrictive and potentially frustrating

3

Home Page

Confusing Arrows

The user hesitated on clicking the event box, one clicked on the box while another specifically clicked on the arrow. A better indication of where to click is crucial for easy usability. For the future, we will either add a "click here" next to the arrow, or add the text on the box and remove the arrow.

Usability testing insights

4

Events

Event Map Interactive Issue

After clicking an event pin that's outside the initial screen before moving to it, the screen jumps back to its initial place so the user would have to drag back to the pin on the map and see the details that popped up. It is crucial to fix this issue because users could lose their event on the map and have to go scroll to look for it again

Small Buttons

Users noted that the "event details" button feels a little too small. Enlarging the button could help users see where to press better, especially if users can't see very well either.

Lack of Direction

Saved event pop-up does not hint users where to look for their saved events after the interaction. Crucial to let users know how to use app features correctly/ effectively.

5

Matching

Lack of Context For Matching Survey

The user hesitated to understand what the buttons would do and why. For example, why should they upload a schedule? Or how they should click to select favourite hangouts. This is crucial to fix to improve the confidence of the user flow.

Missing profile customization

After the survey, the user doesn't understand how their information is displayed for others, as it was created automatically. Crucial for users to have flexibility and control.

No indication of user task end

After the icebreaker prompt, user does not know what to do next. It is crucial to have a cohesive connection on what they can do to follow up.

6

Chatrooms

Join in button text too small

The text on the 'Join In' button is too small, which may make it difficult for users to notice and read. This could lead to frustration or confusion, as users might struggle to locate the button or understand its purpose clearly.

Chat room browsing stick to the bottom.

When browsing the chat room, after scrolling down the last two rooms remain stuck to the bottom of the frame, disrupting the visual balance and making the interface aesthetically unpleasing.

Iterations



Event Save Pop-up

Event Saved!

close

Event Saved!

find your saved events in

close

Survey options changed

< ● ● ● ●

Where do you usually spend time?

Cafes Gym Library
Music Room Parks Art Studio

Where do you usually spend time?

Cafes ☐
Library ☐
Gym ☐
Art Studio ☐

How do you like to hangout with your friends?
(Select all that applies)

Shopping Gaming Study sessions
Clubbing Art meetups Playing Sports
Casual Meetups

Iteration

Changed the layout of options to check-boxes instead to differentiate between other questions.

Iteration

Included "select all that applies" below question to imply many can be selected.

< **EVENTS**

search for events...

list view map view

Recommended

Spring Tea Party April 18th
EV3 4412 [view details](#)

Artist Unwind
ECH 1001

Happening Now

Art Gallery April 18th
ECH [view details](#)

Esports Gaming April 18th
PAC 2021 [view details](#)

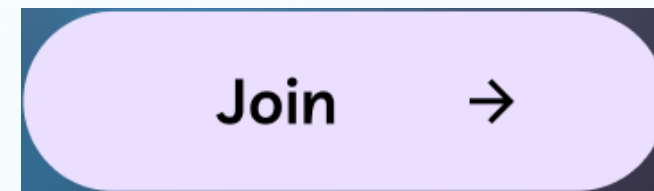
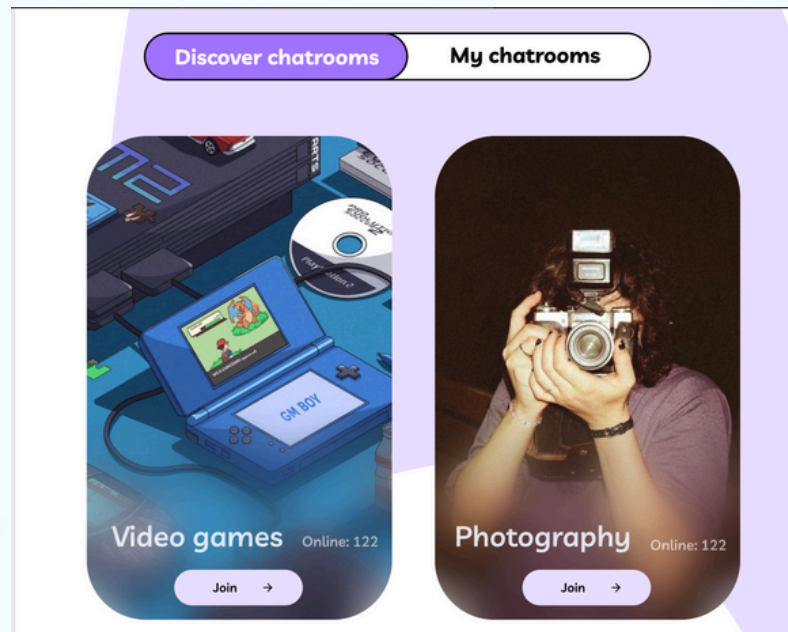
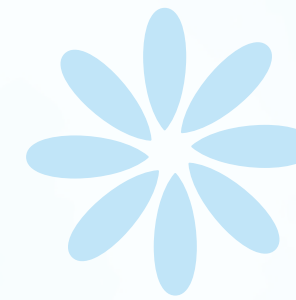
Popular

Spring Tea Party April 18th
EV3 4412 [view details](#)

Iteration in Progress

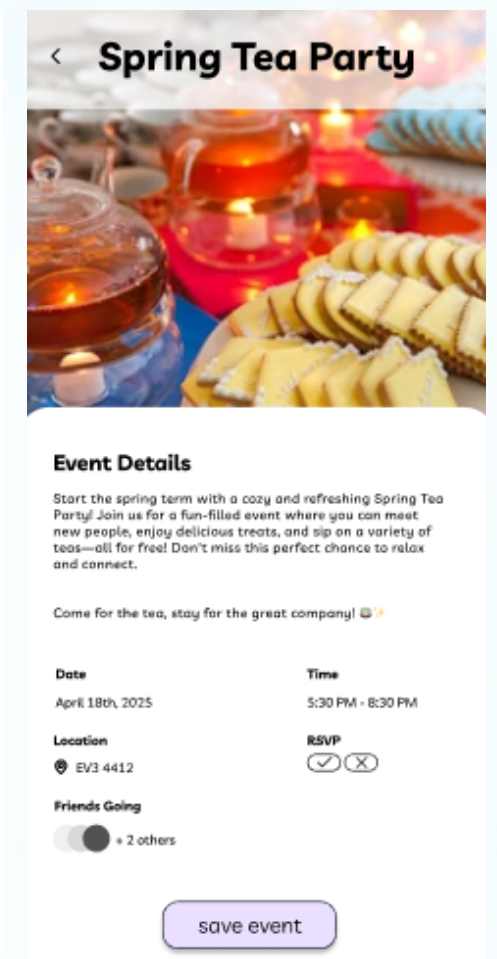
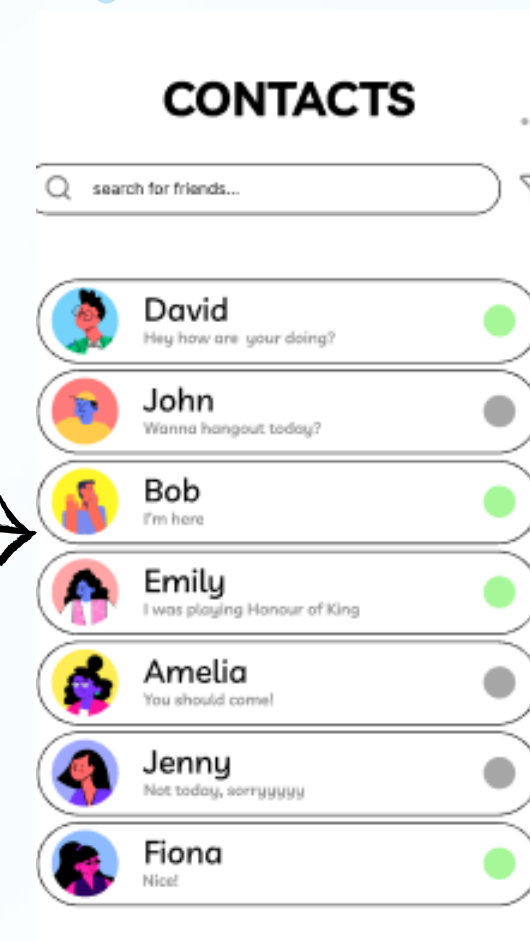
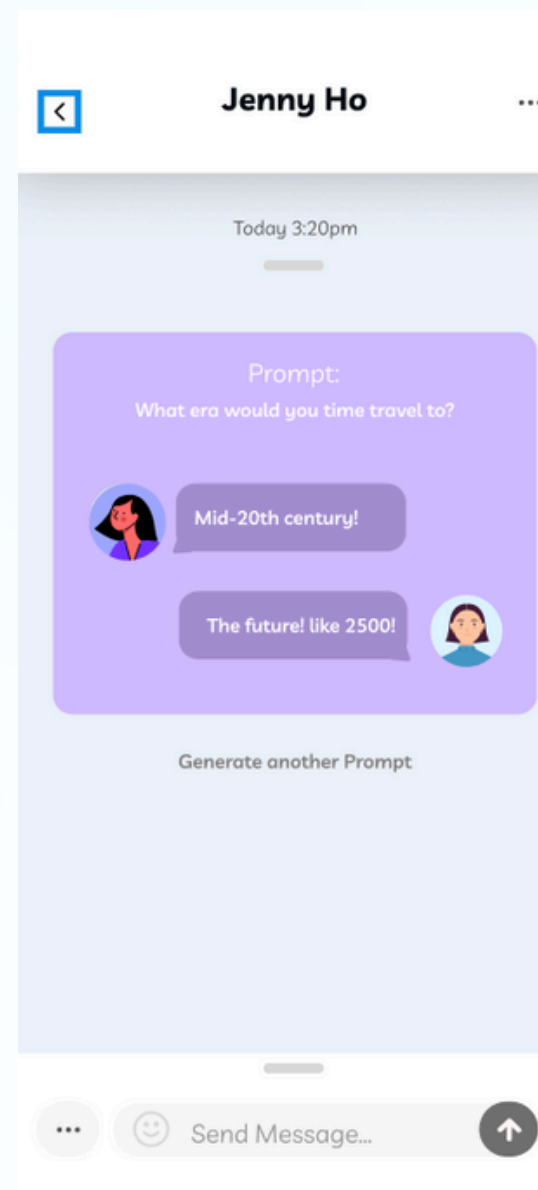
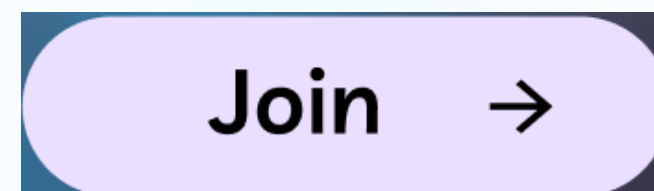
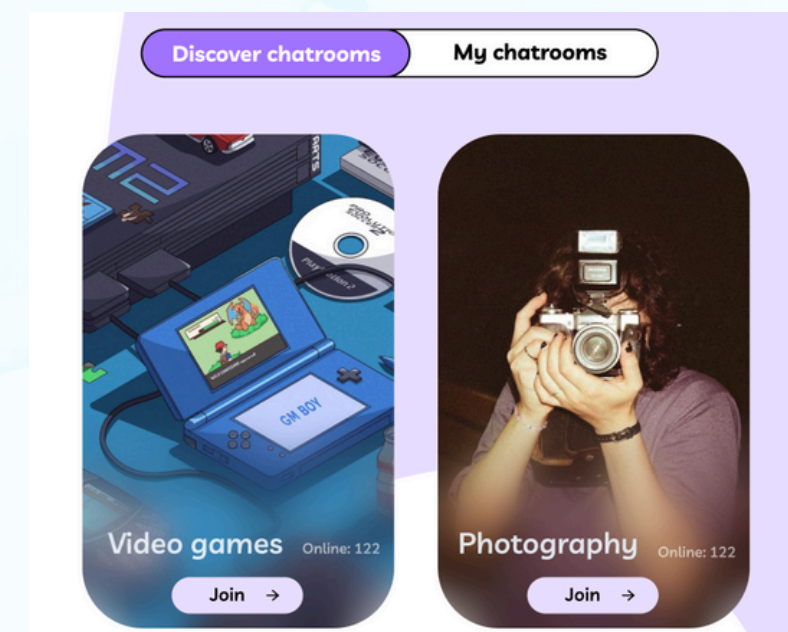
larger button & better title, location, date layout to make use of empty white space

Iterations



Iteration

Increased the text size of the 'Join' button to improve visibility and readability, making it easier for users to see and understand its function.



Iteration in Progress

Connect the ending of ice -break prompt to other sections like friend-list and back to event finding to plan together